

Appendix A: Vision, Goals & Objectives

This working paper presents a Project Vision Statement and recommended goals and objectives for the Washington State University Bicycle and Pedestrian Plan. Recommendations in this section were developed from research of existing national, state, and university goals, policies, and objectives.

1.1 Vision Statement

It is important to have a vision statement to guide the development and implementation of the WSU Bicycle and Pedestrian Plan. A vision statement is designed to outline the overall view of the University's policies, physical network and supporting programs. It concentrates on the future and is intended to be a source of inspiration. The goals presented below have been designed to guide WSU towards fulfilling its Vision Statement. The following vision statement is proposed for the WSU Bicycle and Pedestrian Plan:

WASHINGTON STATE UNIVERSITY IS FIRMLY COMMITTED TO SETTING POLICY, DEVELOPING PROGRAMS, AND INCREASING INFRASTRUCTURE TO SUPPORT AND SAFELY ACCOMMODATE BICYCLING AND WALKING TO, FROM, AND ON THE PULLMAN CAMPUS.

1.2 Goals and Objectives

The following goals and objectives will guide the implementation of future bicycle and pedestrian facilities and programs at Washington State University. Goals and objectives direct resource allocation, program operation, and University prioritization.

Goals and objectives should support WSU's mission and describe the most important aspects of programs, priorities, and attitudes. The goals and objectives for the WSU Bicycle and Pedestrian Plan are described in the following seven categories:

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| <ol style="list-style-type: none"> 1. Health and Safety 2. Education and Encouragement 3. Enforcement 4. Transit Integration | <ol style="list-style-type: none"> 5. Sustainability 6. Implementation 7. Accountability |
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1. Health and Safety	
Goal: Providing and promoting safe and accessible routes and accommodations for walking and biking as a daily form of physical activity.	
Objectives:	<ul style="list-style-type: none"> a. Reduce crashes involving bicyclists, pedestrians and motor vehicles. b. Provide bicycle facilities and accommodations on campus that minimize conflict between bicyclists and pedestrians. c. Promote safe bicycling and walking through the use of encouragement, incentives, and bicycle-friendly programs.

2. Education and Encouragement	
Goal: Implement comprehensive education and encouragement programs targeted at students, faculty, and staff.	
Objectives:	<ul style="list-style-type: none"> a. Educate students, faculty, and staff on bicycle and pedestrian safety issues. b. Encourage non-motorized transportation with programs that target pedestrians, bicyclists, motorists, and public transit users. c. Encourage student body to use a bicycle for daily travel to campus instead of driving. d. Develop and install consistent campus bikeway signage to increase awareness of bicyclists on campus. e. Develop and install consistent campus pedestrian and bicycle wayfinding signage on campus. f. Provide incentives and support facilities for individuals that commute by bicycle. g. Promote walking and bicycling through WSU sponsored events. h. Provide secure bicycle storage facilities and racks throughout campus. i. Provide bikeway and pedestrian route maps both online and in hard copy form. j. Coordinate with nearby agencies and groups on annual bicycle and pedestrian events such as “Bike/Walk to Work Day,” “Bike/Walk to School Day,” and bicycle safety courses.

3. Enforcement	
Goal: Improve enforcement of bicycling and walking on campus.	
Objectives:	<ul style="list-style-type: none">a. Increase and maintain positive enforcement programs for safe walking and bicycling behaviors, and increase positive enforcement during periods of peak public awareness.b. Reduce negligent behavior among drivers, bicyclists, and pedestrians.c. Ensure that all bicycle or pedestrian crashes are accurately recorded into a crash database for future analysis and monitoring.d. Encourage bicyclists and pedestrians to report all crashes to University the WSU Police Department.e. Reduce the number of bicycle thefts on campus.f. Encourage students to register bicycles to aid in returning recovered bicycles if stolen.

4. Transit Integration	
Goal: Improve the connection between bicyclists and transit on campus.	
Objectives:	<ul style="list-style-type: none">a. Provide convenient, covered, and secure bicycle parking at Pullman Transit bus stations on campus and focal points such as residence halls, instructional buildings, and major campus employment centers.b. Accommodate bicycles on all campus shuttles and increase bike carrying-capacity when demand warrants.c. Provide opportunities for students to learn how to use the bicycle racks on transit vehicles.

5. Sustainability	
Goal: Support campus sustainability goals.	
Objectives:	<ul style="list-style-type: none"> a. Reduce emissions and traffic congestion by increasing bicycling and walking mode share. b. Support the City of Pullman as it develops on- and off-street facilities that serve WSU off-campus housing. c. Support the Climate Action Plan by accommodating campus expansion needs while reducing vehicular parking demands.

6. Implementation	
Goal: Create a campus non-motorized network that is integrated into existing and future off-campus facilities.	
Objectives:	<ul style="list-style-type: none"> a. Create a sustainable, dedicated source of bikeway and walkway funding within the annual budget. b. Develop a continuous bicycle system with access to major activity areas on campus and maintain the system so that it provides safe and convenient travel. c. Eliminate bicycling and pedestrian barriers and hazards. d. Avoid missed opportunities by ensuring all campus construction projects address projects and non-motorized paths of travel and related projects as recommended in the Bicycle and Pedestrian Plan. e. Implement less-complicated and inexpensive projects first for efficiency. f. Institutionalize non-motorized transportation in all campus transportation planning, design, and construction activities.

7. Accountability	
Goal: Monitor implementation of the WSU Bicycle and Pedestrian Plan.	
Objectives:	<ul style="list-style-type: none">a. Track the success of the Bicycle and Pedestrian Plan as a percent completed of the total recommended improvements.b. Track WSU mode share trends through expanded annual bicycle counts and commuter surveys.c. Continue to monitor bicycle parking demand and increase parking supply, with temporary or permanent facilities as needed.d. Monitor bicycle and pedestrian crash data to reduce bicycle and pedestrian crash rates.e. Regularly assess the needs of the campus walking and bicycling population and respond accordingly to these needs.f. Produce an annual report card identifying non-motorized trends and accomplishments