

## Chapter 3

# Vision and Goals





## 3.0 Definition of Vision, Goals, and Objectives

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#### 3.1 Development Process

#### 3.2 Vision, Goals, and Objectives

To ensure that the Plan accomplished the needs of The Woodlands Township, it was necessary to begin the planning process by identifying the Vision, Goals, and Objectives. The Vision refers to the overall concept of what The Woodlands envisions for the future of the Township. This includes the physical development of the area, policies, or development standards. Goals state aspirations for the future more specifically than a Vision, yet do not identify the measures that are necessary to meet the goal. These statements are typically long-term and are an overarching principle to help guide decisions made in the future to stay on track with the defined Vision. Objectives are supportive and specific statements which maintain the achievement of a goal. Objectives lay out the steps that should be taken

to reach a goal and are typically measurable or quantifiable. Objectives should be realistic and have an attainable timeframe.

### 3.1 Development Process

The development of the Vision, Goals, and Objectives began at the first Steering Committee Meeting. During this meeting, attendees were broken up into three separate groups to discuss sample vision statements, draft goals, and maps of the various Villages and sub-areas within The Township to receive input on existing conditions as well as pedestrian and bicycle-related needs. Each group went through the topic areas and the larger group reconvened and heard from one representative from each of the three groups on their general findings about the vision and goals. The three break-out groups worked through four sample Vision Statements



#### FOOT NOTE



A 20 minute walk, or about 2,000 steps, is approximately 1 mile.



that were presented by the consultant team to determine what worked and what did not work regarding these statements to help craft a better overall Vision Statement. All three groups agreed that the first statement was the best starting point, and each group went into detail on what they would add or take out of the example statements. Detailed notes were taken on the comments and were crafted into one comprehensive Vision Statement that supports what the Steering Committee members discussed.

The seven draft goals that were presented at the first Steering Committee Meeting were taken directly from the goals that were used in the Request for Proposals written by The Woodlands Township. Each group went through the goals individually and commented on their support or changes of the statements. The goals were then revised for the second Steering Committee Meeting. These revised Vision, Goals, and Objectives statements can be reviewed in the following section.

## 3.2 Vision, Goals, and Objectives

### Vision Statement

The Woodlands Township is a premier community that encourages walking and bicycling for all ages for everyday commuting to workplaces and schools and for errands, fitness, and recreation. The Pedestrian and Bicycle Master Plan builds upon the interconnected pathway system as a foundation to support additional connections including trails and on-road bicycle facilities. This Plan promotes a healthy and active community and provides safe and convenient options for getting around The Township for generations to come.



Figure 3.1 Cyclists taking advantage of a separated bicycle facility



Figure 3.2 Cyclists use existing shoulders as bicycle facilities



## Master Plan Goals and Objectives

### Goal 1: Connectivity, Convenience, and Mobility

Provide an interconnected comprehensive pedestrian and bicycle network that includes off-street and on-street facilities and connects people directly and conveniently to destinations throughout The Woodlands Township.

#### Objectives:

Explore drainage and utility easements as potential pathway connections for walking, running, and biking.

Explore roadways with existing or potential pavement width or right-of-way width to accommodate cyclists.

Identify destinations within The Woodlands and determine access for walking and biking to and from those locations.

Explore adjacent communities for potential inter-community, subregional and regional connections.

Explore connections to regional facilities and greenways (such as the Spring Creek Greenway).

Identify safe street crossing recommendations for people walking, running or biking that allow for clear and obvious visibility to motorized vehicles.

Identify potential opportunities for on-road bicycle facilities on roadways that may have ample capacity as well as potential roadways that will be reconstructed in the future.

Ensure preservation of roadway medians when recommending potential on-street bicycle facilities.

### Goal 2: Safety

Provide a safe, comfortable, and convenient travel environment for people to walk, run or ride their bikes in and around The Woodlands.

#### Objectives:

Provide wayfinding for the pathway system and potential on-road facilities.

Work with the counties to ensure adequate bicycle and pedestrian clearance intervals and bicycle detection at traffic intersection signals.

Provide safe roadway, intersection, and driveway crossings for people walking, running or biking to/from destinations and encourage all travelers to follow the laws that apply.

Promote educational opportunities for motorists, cyclists and pedestrians about all users of the road.



## Goal 3: Funding

Identify funding opportunities for implementation and maintenance of pedestrian and bicycle improvements that result from this Plan.

### Objectives:

Propose the development of a priority list and criteria for pedestrian and bicycle projects for the Capital Projects Program (or Capital Improvements Program).

Identify a diverse range of potential funding sources (public funds and/or private funds) for short-term and long-term project implementation and maintenance.

## Goal 4: Coordination

Coordinate pedestrian and bicycle plans and policy recommendations with existing efforts at the local, county and regional levels.

### Objectives:

Coordinate with The Woodlands Development Standards Committee on project recommendations and policy updates for new pathways, on-street bicycle facilities, and wayfinding development.

Coordinate project recommendations and policy updates with current and future projects of The Woodlands Development Company.

Coordinate with San Jacinto River Authority (SJRA) regarding potential pathway recommendations along drainage easements.

Collaborate with Harris County Precinct 4, Montgomery County Precincts 2, 3, and 4, and the Road Utility District on development review of project recommendations that may be within county right-of-way.

Coordinate project recommendations with existing and in-progress plans managed by H-GAC.

## Goal 5: Design

Establish design guidelines for pedestrian and bicycle infrastructure that are consistent with national standards such as AASHTO and NACTO\*.

### Objectives:

Identify appropriate existing and needed destination facilities throughout The Woodlands.

Consult NACTO/AASHTO design guidelines on any new pedestrian and bicycle projects within The Woodlands.

Review and provide recommendations for potential updates to the design standards for new pathways and on-street bicycle facilities.

Develop Township policy and design standards for new developments and end of trip facilities (bike racks, etc.).

Coordinate with park and ride service providers to evaluate capacity and demand for more bicycle storage at destination facilities.

\*AASHTO is: American Association of State Highway and Transportation Officials | NACTO is: National Association of Transportation Officials