

## CHAPTER 4: MISSION STATEMENT, GOALS AND OBJECTIVES

---

---

### INTRODUCTION

The Sheboygan area is well known for Lake Michigan, beautiful natural features and parks, and for outdoor recreation. People all over Sheboygan County and elsewhere in northeastern Wisconsin value activities in the great outdoors, including bicycling, walking, boating, fishing and hunting. Because residents value the area’s remaining natural resources highly, yet desire a transportation system that will efficiently and effectively move people and goods through and between communities, it is important to find a balance between those two competing community values.

This chapter summarizes the mission statement for the area, and the goals and objectives identified to help realize that mission statement. Each goal has a set of objectives that more specifically addresses the desired results. The mission statement, goals and objectives were developed and modified by members of the Sheboygan MPO Technical and Policy Advisory Committees at joint meetings of those committees in 2018.

### MISSION STATEMENT

The mission of the Update to the *Year 2045 Sheboygan Area Transportation Plan (SATP)* is to plan for a means of providing safe, efficient, effective, economical, convenient, aesthetic and multimodal transportation facilities for people, goods and services within the Sheboygan Metropolitan Planning Area, for all trip purposes.

### GOALS AND OBJECTIVES

#### **Goal 1: Economic Vitality**

Support the economic vitality of the metropolitan planning area (especially by enabling global competitiveness, productivity and efficiency) by recommending transportation investments that recognize the mobility needs of business and industry and that enhance access for economic development and tourism.

#### **Objective 1.1**

Expand State Highway 23 to four lanes from west of Plymouth to Fond du Lac.

#### **Objective 1.2**

Plan a new traffic pattern as the City of Sheboygan Business Center (Industrial Park) expands to the south.

#### **Objective 1.3**

Promote safe and efficient transportation, in particular for industry.

**Objective 1.4**

Continue to promote rail traffic in order to reduce truck traffic.

**Objective 1.5**

Continue to provide adequate funding to maintain and improve the Sheboygan County Memorial Airport facility, and make sure that capital projects involving the airport are included in Sheboygan County’s five-year Capital Improvement Program as well as in the WisDOT Bureau of Aeronautics Six-Year Program.

**Objective 1.6**

Enhance the efficient movement of people, goods and services, both within and outside of the Sheboygan Metropolitan Planning Area; in particular, reduce the number of goods and services movement problem areas in the Sheboygan Metropolitan Planning Area across all modes.

**Goal 2: Safety**

Increase the safety of the transportation system for motorized and non-motorized users through programs and improvements that reduce or eliminate system deficiencies. (Note: Additional safety-related goals and objectives can be found in Goals 14 through 23 and their supporting objectives; these goals and objectives come from the *Wisconsin Strategic Highway Safety Plan: 2017 – 2020*, and have been adapted to fit the needs of the Sheboygan MPO).

**Objective 2.1**

Implement overpasses over State Highway 23 from Plymouth to Sheboygan Falls.

**Objective 2.2**

Construct additional roundabouts for safety.

**Objective 2.3**

Minimize deaths, injuries and crashes on streets and highways through safety belt usage, education, enforcement and engineering.

**Objective 2.4**

Address safety issues regarding transportation facilities as part of the transportation planning process; for streets and highways, this would include consideration of curb cut controls, vision

triangles, intersection improvements, access control, rail crossing improvements, signals and other features as part of the street and highway design process.

**Objective 2.5**

Emphasize proactive prevention of accidents, in addition to the traditional “hot spot” analysis of high accident intersections and corridors, in the transportation planning process.

**Objective 2.6**

Foster public education efforts concerning proper skills and rules for jogging, walking, inline skating and bicycling in traffic and in rights-of-way.

**Objective 2.7**

Improve communication with railroads in an effort to improve safety at rail crossings.

**Objective 2.8**

Improve fire protection and safety at the Sheboygan County Memorial Airport.

**Goal 3: Security**

Increase the security of the transportation system for motorized and non-motorized users. Prevent, mitigate and/or respond to incidents on or at highway, rail, marina, airport and other facilities in the Sheboygan Metropolitan Planning Area, and contribute data to assist in an effective, coordinated emergency response in the event of such incidents.

**Objective 3.1**

Support and coordinate with Federal, state and local agencies responsible for emergency management, disaster preparedness and homeland security, and provide these agencies with any transportation related information that they may require.

**Objective 3.2**

Work with local emergency responders to produce coordinated incident management plans.

**Objective 3.3**

Continue to work with Sheboygan County to update its *All Hazards Mitigation Plan*; incorporate transportation security related recommendations from those plans into the transportation security component of the *SATP* (where appropriate).

**Objective 3.4**

Compile and study evacuation plans for cities, villages and towns in the Sheboygan Metropolitan Planning Area in an effort to more effectively plan for the security of the transportation network.

**Objective 3.5**

Work with Shoreline Metro on its transportation security planning and programming activities, recognizing that Shoreline Metro and other urban transit operations report directly to the Federal Transit Administration (FTA) regarding all transportation security matters.

**Objective 3.6**

Work with the Sheboygan County Memorial Airport on its transportation security planning activities, recognizing that the Sheboygan County Memorial Airport and other general aviation airports report directly to the Transportation Security Administration (TSA) regarding all transportation security matters.

**Objective 3.7**

Promote the expansion of Intelligent Transportation Systems (ITS) in the Sheboygan Metropolitan Planning Area as a means to prevent or mitigate the impacts of incidents which have the potential to compromise the transportation security of the area.

**Objective 3.8**

Find ways to improve or facilitate communication between emergency vehicles and railroad operations.

**Objective 3.9**

Improve utilization of WisDOT informational boards along major highways to inform the traveling public of incidents, including travel times and suggestion of alternate routes

**Goal 4: Accessibility and Mobility**

Increase the access and mobility of people and for freight by ensuring a safe, affordable and intermodal system that minimizes the need for automobile travel and provides mobility options for the transportation disadvantaged.

**Objective 4.1**

Make other forms of transportation more attractive besides the automobile, and promote sustainable forms of transportation.

**Objective 4.2**

Provide transportation choices that result in efficient trips without unexpected delays (transit availability, bicycle and pedestrian accommodations, roadway congestion/delay, etc.).

**Objective 4.3**

Encourage and offer planning assistance to interested governmental entities in the Sheboygan Metropolitan Planning Area to construct or reconstruct arterial streets as two-lane boulevards or as three-lane streets instead of four-lane streets unless transportation studies demonstrate that additional lanes are necessary.

**Objective 4.4**

Encourage additional segregated bicycle lanes, rails-to-trails projects and sidewalks in the metropolitan planning area, particularly in new developments.

**Objective 4.5**

Continue initiatives to encourage more bicycle and pedestrian movement; in particular, develop bicycle and pedestrian routes and paths, and maintain and enhance bike trails in the metropolitan planning area and elsewhere in Sheboygan County.

**Objective 4.6**

Provide economically viable mass transit options for local trips in portions of the Sheboygan Metropolitan Planning Area with sufficient population density to justify such service, with particular examination of potential service in the Village of Howards Grove and in densely developed portions of area towns.

**Objective 4.7**

Market and (where interested) institute a “U-Pass” program at area colleges, universities and technical colleges.

**Objective 4.8**

Promote better land use planning and zoning to control urban sprawl in order to make mass transit a more viable travel option in the Sheboygan Metropolitan Planning Area.

**Objective 4.9**

Where financially feasible, expand the hours of mass transit service at Shoreline Metro.

**Objective 4.10**

Recruit businesses to participate in employee bus pass programs.

**Objective 4.11**

Identify heavily used bus stops and work with communities in the Shoreline Metro service area to increase the number of heavily used stops that have concrete pads and sidewalk access.

**Objective 4.12**

Identify additional revenue sources to increase service frequency and coverage at Shoreline Metro.

**Objective 4.13**

Address nontraditional forms of private sector transportation services (such as Uber and Lyft) as they operate in the market of the metropolitan planning area.

**Objective 4.14**

Develop, update and implement the recommendations in the *Coordinated Public Transit – Human Services Transportation Plan for Sheboygan County*.

**Objective 4.15**

Work with the Sheboygan County Transportation Coordinating Committee (TCC) to identify the unmet transportation needs of the elderly and persons with disabilities.

**Objective 4.16**

Maintain and enhance intercity bus and other transportation serving the Sheboygan Metropolitan Planning Area.

**Objective 4.17**

Develop additional park-and-ride lots in the area, particularly in the northern portion of the Sheboygan Metropolitan Planning Area.

**Goal 5: Environmental Protection, Energy Conservation and Quality of Life**

Protect and enhance the environment, promote energy conservation, improve the quality of life, and promote consistency between transportation improvements and state and local planned growth and economic development patterns.

**Objective 5.1**

Improve agency coordination of projects that involve multiple aspects and multiple players.

**Objective 5.2**

Encourage new industrial/manufacturing development to locate in urban industrial parks rather than in suburbs or rural areas, and minimize annexation of farmland for industrial use.

**Objective 5.3**

Maintain a “green” (environmentally friendly) philosophy in MPO transportation planning activities and in the various local land use planning activities in the Sheboygan Metropolitan Planning Area.

**Objective 5.4**

Examine the area’s air quality nonattainment boundaries and how they impact planning.

**Objective 5.5**

Examine the effects and impacts of the plan on the human, natural and man-made environments.

**Objective 5.6**

Maintain consistency with applicable Federal, State and local energy conservation programs, goals and objectives.

**Objective 5.7**

Strike a balance between lessening congestion versus overbuilding roads.

**Objective 5.8**

Examine the likely effect of transportation policy decisions on land use and development.

**Objective 5.9**

Include projections of economic, demographic, environmental protection, growth management and land use activities consistent with metropolitan and local development goals in the long-range transportation plan.

*Update to the Year 2045 Sheboygan Area Transportation Plan*

**Objective 5.10**

Utilize land use planning as a component in the long-range transportation planning process so that streets, highways, bicycle and pedestrian transportation facilities and the transit system do not become functionally obsolete because of inadequate local land use controls and unplanned development, and improve local land use decisions in the cities, villages and towns within the Sheboygan Metropolitan Planning Area.

**Objective 5.11**

Ensure compatibility between the long-range transportation plan and other plans that have been developed for units of government in the Sheboygan Metropolitan Planning Area.

**Objective 5.12**

Minimize urban sprawl in the Sheboygan Metropolitan Planning Area, and continue infill and redevelopment activities in existing urbanized portions of the area.

**Objective 5.13**

Use proper land use planning and zoning to keep residential areas separate from mega farms and slurry pits in the communities of the Sheboygan Metropolitan Planning Area.

**Objective 5.14**

Minimize the impacts of transportation projects on wetlands and woodlands in the Sheboygan Metropolitan Planning Area.

**Objective 5.15**

Improve billboard and sign control in the Sheboygan Metropolitan Planning Area.

**Objective 5.16**

Monitor development at the Interstate Highway 43 and State Highway 23 interchanges in the Sheboygan Metropolitan Planning Area to ensure that development can adequately be handled by the current transportation system; take land use and/or transportation improvement measures at the local level in cases where the monitoring reveals emerging deficiencies.

**Objective 5.17**

Promote consideration of actions that make better use of the existing transportation system (transit, carpools, vanpools, walking, bicycling, etc.).

**Objective 5.18**

Reduce greenhouse gas emissions through transportation strategies.

**Objective 5.19**

Identify key corridors to improve signal operations and reduce fuel consumption, and implement signal timing improvements in these corridors.

**Objective 5.20**

Encourage decreased usage of compression brakes.

**Goal 6: Integrated and Connected Network**

Enhance the integration and connectivity of the transportation system, across and between modes, for people and freight, by connecting automobile, truck, transit, bicycle, pedestrian, rail, airport and water transport facilities, yielding a competitive, economical, safe, efficient and environmentally sound way to transport people and goods.

**Objective 6.1**

Ensure that roads, bicycle facilities, and pedestrian facilities within the Sheboygan Metropolitan Planning Area are well connected to such facilities outside of the Sheboygan Metropolitan Planning Area.

**Objective 6.2**

Maintain a functional hierarchy within the street and highway system so that the design of facilities better represents the intended type of use of those facilities.

**Goal 7: System Efficiency**

Promote efficient system management and operation of intermodal infrastructure for the movement of people and goods.

**Objective 7.1**

Work to counter the ability of outside groups to obfuscate highway projects involving capacity expansions and safety upgrades through litigation.

**Objective 7.2**

Work to keep transit operations cost-efficient and increase transit ridership.

**Objective 7.3**

Continue to foster open communication between federal, state, county and local governments.

**Objective 7.4**

Work to counter the increasing cost of maintaining current and new roads, and use public funding for transportation projects in the most cost-efficient manner; make sure that projects are delivered on time and on (or under) budget.

**Objective 7.5**

Prepare a long-range plan for arterial streets and highways in order to make moving vehicles more efficient.

**Objective 7.6**

Reevaluate signal timing in an effort to reduce emissions and to improve conditions at intersections for bicyclists and pedestrians.



**Objective 7.7**

Attempt to achieve a Level of Service (LOS) rating of “mid-E” or better for every local street or county highway that is functionally classified as an arterial or collector in the Sheboygan Metropolitan Planning Area beginning in 2020 and thereafter through the plan horizon year of 2045.

**Objective 7.8**

Reduce total delay per vehicle mile of travel on the arterial and collector street and highway system of the Sheboygan Metropolitan Planning Area beginning in 2020 and thereafter through the plan horizon year of 2045.

**Objective 7.9**

Coordinate and synchronize traffic control signals to improve the operation of the existing system.

**Objective 7.10**

Implement transportation improvements in congested corridors and intersections in the Sheboygan Metropolitan Planning Area, but consider improvements from alternate modes of transportation before assuming that a capacity expansion is the solution to the congestion problem.

**Goal 8: System Preservation**

Emphasize the preservation of the existing transportation system and current transportation infrastructure by responding to replacement and/or rehabilitation needs in accordance with recommended cycles.

**Objective 8.1**

Assure that there are appropriate revenues to meet increasing needs, especially for the routine maintenance and repair of existing facilities.

**Objective 8.2**

Work to assure that there is adequate Federal and state funding for transportation improvements.

**Objective 8.3**

Ensure that bridges on the National Highway System (NHS) in the Sheboygan Metropolitan Planning Area improve in condition in accordance with WisDOT’s 4-year statewide target or (if established) the MPO’s 4-year target for the metropolitan planning area.

**Objective 8.4**

Strive to improve and maintain the condition of bridges on all local streets and county highways that are functionally classified as arterials and collectors within the Sheboygan Metropolitan Planning Area so that there are decreases in the number of deficient bridges and number of bridges in fair condition.

**Objective 8.5**

Ensure that pavements on the Interstate system and on the non-Interstate NHS in the Sheboygan Metropolitan Planning Area improve in condition in accordance with WisDOT’s 4-year statewide target or (if established) the MPO’s 4-year target for the metropolitan planning area.

**Objective 8.6**

Strive to improve and maintain the condition of all local streets and county highways that are functionally classified as arterials or collectors within the Sheboygan Metropolitan Planning Area to/at a minimum of “5” (Fair) on WisDOT’s Pavement Surface Evaluation and Rating (PASER) scale beginning in 2020 and thereafter through the plan horizon year of 2045.

**Objective 8.7**

Recommend specific rights-of-way for preservation for construction of future transportation projects.

**Objective 8.8**

Use life-cycle costing and benefit-cost analysis in considering design, engineering and construction of bridges or pavement surfaces.

**Objective 8.9**

Complete challenging reconstruction projects that straddle municipal boundaries, involve multijurisdictional cooperation, and can occasionally involve the Sheboygan County Transportation Department, such as County Highway EE/Weeden Creek Road.

**Goal 9: Resiliency, Reliability and Stormwater Impacts**

Improve the resiliency and reliability of the transportation system and reduce or mitigate stormwater impacts of surface transportation.

**Objective 9.1**

Consult with agencies and officials responsible for natural disaster risk reduction when developing the long-range transportation plan, the transportation improvement program (TIP), and other products of the metropolitan transportation planning process.

**Objective 9.2**

Assess capital investment and other strategies that reduce the vulnerability of the existing transportation infrastructure to natural disasters in the long-range transportation plan.

**Objective 9.3**

Utilize data and recommendations in the *All Hazards Mitigation Plan* for Sheboygan County in the formulation of this portion of the long-range transportation plan.

**Goal 10: Travel and Tourism**

Utilize the metropolitan transportation planning process to enhance travel and tourism in the Sheboygan Metropolitan Planning Area.

Update to the *Year 2045 Sheboygan Area Transportation Plan*

**Objective 10.1**

Consult with agencies and officials responsible for tourism promotion when developing the long-range transportation plan, the transportation improvement program (TIP), and other products of the metropolitan transportation planning process.

**Objective 10.2**

Consider the impact on tourism when making transportation investment decisions.

**Objective 10.3**

Continue to provide and maintain economical non-motorized facilities that may transform the Sheboygan Metropolitan Planning Area into a non-motorized travel destination.

**Objective 10.4**

Integrate new and unique features (such as water trails) into the transportation framework in order to promote travel and tourism in the region.

**Objective 10.5**

Include efforts to improve access to and make the traveling public aware of Spaceport Sheboygan in the metropolitan transportation planning process.

**Goal 11: Public Involvement and Environmental Justice**

Maintain a transportation planning process that is responsive to the needs and interests of area residents, groups and public agencies, and ensure that minority and low income residents do not bear the majority of adverse impacts from the transportation system.

**Objective 11.1**

Provide ample opportunity for the public and for area jurisdictions to participate in policy and planning decisions.

**Objective 11.2**

Ensure that the public has early, continuing and proactive public involvement that leads to creative and effective transportation decisions.

**Objective 11.3**

Determine the impacts of all long-range transportation plan and TIP projects and amendments to ensure that minority and low income populations are not burdened with adverse human health or environmental impacts, and strive to work with local groups on this matter to identify needs and concerns.

**Objective 11.4**

Provide adequate transportation infrastructure (of all modes) in proximity to low income housing.

**Objective 11.5**

Promote connections and multi-access developments in the Sheboygan Metropolitan Planning Area.

**Goal 12: Corridor-Level Planning and Design**

Use corridor-level planning and design to develop street and highway corridors that are aesthetically pleasing.

**Objective 12.1**

Work on beautification efforts at the gateways to urbanized area communities.

**Objective 12.2**

Properly place interchanges as well as overpasses and underpasses on freeways and expressways at locations near the boundaries of the Sheboygan Metropolitan Planning Area for residents and farming traffic with minimal use of “J-turns” and fewer corridors in an effort to preserve existing traffic movements and allow for fire protection.

**Objective 12.3**

Consider the transportation needs of implements of husbandry (farm equipment) in the planning process (access points to highways, etc.).

**Objective 12.4**

Include landscaping of areas within the right-of-way of arterial and collector streets and highways.

**Objective 12.5**

Strictly regulate the types, sizes and quantities of signage utilized within and adjacent to rights-of-way of arterial and collector streets and highways.

**Objective 12.6**

Include aesthetic considerations in the designs of arterial and collector routes.

**Objective 12.7**

Have municipalities in the Sheboygan Metropolitan Planning Area develop and exercise proper land use controls to prevent strip development from occurring, particularly along arterial and collector routes considered in the plan, and to prevent the proliferation of low value land uses in areas near prime interchanges and intersections.

**Objective 12.8**

Have municipalities in the Sheboygan Metropolitan Planning Area develop proper signage to direct the public to attractions and major trip generators offered by that municipality by means of the arterial and collector network.

**Goal 13: Consideration of Future Trends in Transportation**

Consider future trends in transportation and how they may impact transportation choices and demand over the life of the plan. Some of these trends may have measurable impacts as the plan is developed, while others may emerge to have measurable impacts before the following plan update is adopted or further into the future.

**Objective 13.1**

Plan for transportation changes in the future (such as driverless cars, electric vehicles, charging stations, shared vehicles, and the planning of future roads) over the life of the plan.

**Objective 13.2**

Consider the impacts of nontraditional forms of private sector transportation services (such as Uber and Lyft) and delivery drones and their impacts on the transportation network of the Sheboygan Metropolitan Planning Area over the life of the plan.

**Goals 14 through 23 (and their supporting objectives) relate to transportation safety, primarily come from the *Wisconsin Strategic Highway Safety Plan 2017 – 2020*, and have been modified to cover the Sheboygan Metropolitan Planning Area.**

**Goal 14: Improve Safety Culture, Safety Data, and Safety Technology**

Utilize education, data and technology to modify driver behavior in order to improve highway safety.

**Objective 14.1**

Reduce aggressive driving tendencies by enforcing laws.

**Objective 14.2**

Contribute toward increasing seat belt usage by 5 percent in the Sheboygan Metropolitan Planning Area (measured over a five-year average) between 2017 and 2020.

**Objective 14.3**

Assist WisDOT in developing a safe way to use 511 on roadways without distracting the driver.

**Objective 14.4**

Assist WisDOT in increasing the use of 511 by vehicle occupants.

**Objective 14.5**

Assist WisDOT in increasing the number of Community Maps users by 25 percent.

**Goal 15: Reduce Driver Distraction and Improve Driver Alertness**

Contribute toward decreasing the number of crashes related to inattentive driving, including fatalities and incapacitating injuries resulting from such crashes.

**Objective 15.1**

Contribute toward a reduction in the number of distracted driving crashes by 10 percent in the Sheboygan Metropolitan Planning Area (measured over a five-year average) between 2017 and 2020.

**Objective 15.2**

Contribute toward a reduction in the number of distracted driving injury crashes by 10 percent in the Sheboygan Metropolitan Planning Area (measured over a five-year average) between 2017 and 2020.

**Objective 15.3**

Contribute toward a reduction in the number of fatal and incapacitating injury distracted driving crashes by 5 percent in the Sheboygan Metropolitan Planning Area (measured over a five-year average) between 2017 and 2020.

**Goal 16: Reduce Alcohol and Drug Impaired Driving**

Contribute toward decreasing the number of alcohol and drug related motor vehicle crashes, including fatalities and incapacitating injuries resulting from such crashes.

**Objective 16.1**

Contribute toward a reduction in the number of impaired driving crashes by 10 percent in the Sheboygan Metropolitan Planning Area (measured over a five-year average) between 2017 and 2020.

**Objective 16.2**

Contribute toward a reduction in the number of impaired injury crashes by 10 percent in the Sheboygan Metropolitan Planning Area (measured over a five-year average) between 2017 and 2020.

**Objective 16.3**

Contribute toward a reduction in the number of impaired driving crashes resulting in a fatality or an incapacitating injury by 5 percent in the Sheboygan Metropolitan Planning Area (measured over a five-year average) between 2017 and 2020.

**Objective 16.4**

Contribute toward an increase in the number of tests in impaired driving crashes that come in having full panels with statistically valid sampling by 5 percent in the Sheboygan Metropolitan Planning Area (measured over a five-year average) between 2017 and 2020.

**Objective 16.5**

Contribute toward an increase in the number of Advanced Roadside Impaired Driving Enforcement (ARIDE) trained officers by 10 percent in the Sheboygan Metropolitan Planning Area (measured over a five-year average) between 2017 and 2020.

**Goal 17: Reduce the Incidence and Severity of Motorcycle Crashes**

Contribute toward decreasing the number of crashes involving motorcyclists, including fatalities and incapacitating injuries resulting from such crashes.

**Objective 17.1**

Contribute toward a reduction in the number of motorcycle-involved crashes by 5 percent in the Sheboygan Metropolitan Planning Area (measured over a five-year average) between 2017 and 2020.

**Objective 17.2**

Contribute toward a reduction in the number of motorcyclist injury crashes by 5 percent in the Sheboygan Metropolitan Planning Area (measured over a five-year average) between 2017 and 2020.

**Objective 17.3**

Contribute toward a reduction in the number of fatal and incapacitating injury motorcyclist crashes by 5 percent in the Sheboygan Metropolitan Planning Area (measured over a five-year average) between 2017 and 2020.

**Objective 17.4**

Contribute toward a reduction in the number of alcohol-involved motorcyclist crashes and fatalities by 5 percent in the Sheboygan Metropolitan Planning Area (measured over a five-year average) between 2017 and 2020.

**Objective 17.5**

Increase the number of licensed (Class M endorsement) motorcycle riders.

**Objective 17.6**

Improve the collection process of rider education student data.

**Objective 17.7**

Increase public/private partnerships when promoting safety messaging.

**Objective 17.8**

Target training information toward returning riders to refresh skills.

**Objective 17.9**

Ensure that motorcycles are represented in dialogue regarding Vehicle-to-Vehicle (V2V) technologies.

**Objective 17.10**

Target additional enforcement grants in areas where large scale riding events take place.

**Goal 18: Improve Driver Performance (Especially Among Teens and Older Drivers)**

Contribute toward a reduction in the number of crashes involving the youngest and oldest drivers, and ensure that drivers are licensed and competent.

**Objective 18.1**

Improve teen driver performance and contribute toward a reduction in the number of teen crashes by 5 percent in the Sheboygan Metropolitan Planning Area (measured over a five-year average) between 2017 and 2020.

**Objective 18.2**

Ensure that drivers are licensed and competent and contribute toward a reduction in the number of fatalities by 5 percent in the Sheboygan Metropolitan Planning Area (measured over a five-year average) between 2017 and 2020.

**Objective 18.3**

Sustain proficiency in older drivers by increasing outreach to medical professionals, law enforcement, and the general public on how to report unsafe drivers.

**Goal 19: Improve Non-Motorist Safety**

Improve the safety of non-motorist (particularly bicycle and pedestrian) travel conditions in the Sheboygan Metropolitan Planning Area. (Note: More detailed and longer range goals and objectives can be found later in this chapter; many of these goals and objectives come from the *Sheboygan County Pedestrian and Bicycle Comprehensive Plan: 2045*).

**Objective 19.1**

Contribute toward a reduction in the number of pedestrian and bicyclist crashes by 5 percent in the Sheboygan Metropolitan Planning Area (measured over a five-year average) between 2017 and 2020.

**Objective 19.2**

Contribute toward a reduction in the number of pedestrian and bicyclist injury crashes by 5 percent in the Sheboygan Metropolitan Planning Area (measured over a five-year average) between 2017 and 2020.

**Objective 19.3**

Contribute toward a reduction in the number of fatal and serious injury pedestrian and bicyclist crashes by 5 percent in the Sheboygan Metropolitan Planning Area (measured over a five-year average) between 2017 and 2020.

**Objective 19.4**

Consider implementation of lower speed limits in instances where a paved shoulder with known pedestrian and bicyclist usage is along a roadway. (This is a locally generated objective).



**Goal 20: Improve Safety of Intersections**

Find ways to improve safety at intersections in order to contribute to a reduction in the number of crashes in the metropolitan planning area, particularly fatal and injury intersection crashes.

**Objective 20.1**

Contribute toward a reduction in the number of intersection crashes by 5 percent in the Sheboygan Metropolitan Planning Area (measured over a five-year average) between 2017 and 2020.

**Objective 20.2**

Contribute toward a reduction in the number of injuries in intersection crashes by 5 percent in the Sheboygan Metropolitan Planning Area (measured over a five-year average) between 2017 and 2020.

**Objective 20.3**

Contribute toward a reduction in the number of fatalities and incapacitating injuries in intersection crashes by 5 percent in the Sheboygan Metropolitan Planning Area (measured over a five-year average) between 2017 and 2020.

**Goal 21: Increase Occupant Protection**

Contribute toward decreasing the number of fatalities and serious injuries resulting from failure to utilize seat belts in vehicles.

**Objective 21.1**

Contribute toward increasing safety belt usage by passenger vehicle front seat occupants in the Sheboygan Metropolitan Planning Area to 92 percent by 2020.

**Objective 21.2**

Contribute toward reducing unrestrained passenger vehicle occupant fatalities by 5 percent in the Sheboygan Metropolitan Planning Area (measured over a five-year average) between 2017 and 2020.

**Objective 21.3**

Contribute toward reducing unrestrained passenger vehicle occupant serious injuries by 5 percent in the Sheboygan Metropolitan Planning Area (measured over a five-year average) between 2017 and 2020.

**Goal 22: Curb Aggressive Driving/Reduce Speed-Related Crashes**

Contribute toward the reduction in the number of people killed or injured in speed or driver aggression related crashes in the Sheboygan Metropolitan Planning Area.

**Objective 22.1**

Contribute toward the reduction in speed-related/aggressive driving crashes by 5 percent in the Sheboygan Metropolitan Planning Area (measured over a five-year average) between 2017 and 2020.

**Objective 22.2**

Contribute toward the reduction in speed-related/aggressive driving injury crashes by 5 percent in the Sheboygan Metropolitan Planning Area (measured over a five-year average) between 2017 and 2020.

**Objective 22.3**

Contribute toward the reduction in fatal and incapacitating injury speed-related/aggressive driving crashes by 5 percent in the Sheboygan Metropolitan Planning Area (measured over a five-year average) between 2017 and 2020.

**Goal 23: Reduce Lane Departure Crashes**

Examine the roadway network to determine locations where lane departure crashes frequently occur, and make efforts to reduce such crashes at these locations.

**Objective 23.1**

Contribute toward reducing the number of lane departure crashes by 5 percent in the Sheboygan Metropolitan Planning Area (measured over a five-year average) between 2017 and 2020.

**Objective 23.2**

Contribute toward reducing the number of lane departure injury crashes by 5 percent in the Sheboygan Metropolitan Planning Area (measured over a five-year average) between 2017 and 2020.

**Objective 23.3**

Contribute toward reducing the number of fatal and incapacitating injury lane departure crashes by 5 percent in the Sheboygan Metropolitan Planning Area (measured over a five-year average) between 2017 and 2020.

**Goals 24 through 28 (and their supporting objectives) relate to pedestrian transportation, and primarily come from the *Sheboygan County Pedestrian & Bicycle Comprehensive Plan: 2015 Update*. This plan also has a horizon year of 2045. Bay-Lake Regional Planning Commission staff has modified the goals and objectives in cases where a particular goal or objective needed to be customized for the Sheboygan Metropolitan Planning Area.**

**Goal 24: Create and foster a diverse pedestrian-friendly environment that increases the number of walking trips and offers a level of convenience, directness, safety, and attractiveness.**

**Objective 24.1**

Provide and maintain a safe, convenient, and enjoyable walking environment that responds to the varied needs of a diverse walking population.

**Objective 24.2**

Establish a walking environment that rewards the pedestrian with attractive visual stimulation.

**Objective 24.3**

Provide pavement treatments at intersections and street furnishings (such as benches).

**Goal 25: Guide land use and site design that is conducive to pedestrian use.**

**Objective 25.1**

Prepare a model pedestrian policy and design guidelines and work with area communities to adopt and implement these policies and guidelines.

**Objective 25.2**

Foster coordination between the metropolitan planning area's local governmental jurisdictions in the planning and implementation of nonmotorized transportation facilities and programs.

**Goal 26: Improve the circulation, visibility, and safety for pedestrians and reduce conflicts with vehicular traffic.**

**Objective 26.1**

Provide crosswalks, raised crosswalks, pedestrian-activated traffic signals, and pedestrian refuge islands for at-grade crossings on arterial and other principal streets where needed, and where appropriate, construct grade-separated crossings or other similar measures.

**Objective 26.2**

Reconfigure streets and enforce speed limits to control and, where needed, reduce motor vehicle travel speeds.

**Objective 26.3**

Reduce pedestrian crashes by at least 10 percent by the 2045 horizon year.

**Objective 26.4**

Educate all residents of the metropolitan planning area in pedestrian safety, and conduct well-publicized, regional and local multimedia pedestrian safety campaigns.

**Objective 26.5**

Enforce traffic laws, particularly infractions, which have the potential to put pedestrians in danger.

**Objective 26.6**

Eliminate and forbid motorized transportation on future shared use paths.

**Objective 26.7**

Improve the “Areas of Concern” identified in the *Sheboygan County Pedestrian & Bicycle Comprehensive Plan: 2015 Update* that are in the Sheboygan Metropolitan Planning Area.

**Goal 27: Ensure that the pedestrian system is fully accessible and convenient for all users, including persons with disabilities, children and the elderly.**

**Objective 27.1**

Install ADA compliant curb cuts as part of all new walkway projects.

**Objective 27.2**

Ensure that all applicable projects adhere to Wisconsin’s Complete Streets legislation (as modified in 2015), and that such projects otherwise adhere to federal Complete Streets provisions included in the FAST Act.

**Objective 27.3**

Rebuild sidewalks of substandard width to the full best practice width, where practical and appropriate.

**Objective 27.4**

Relocate sidewalk obstructions created by utility poles, signposts, parking meters, traffic signals, and other street amenities to ensure that sidewalks have a minimum clear width of at least 60 inches.

**Objective 27.5**

Provide traffic signals programmed to provide adequate crossing time for safe travel by all pedestrians, and provide guidance on signal timing for future municipally-funded nonmotorized projects.

**Objective 27.6**

Provide street trees and planting strips at the back of the curb to help separate vehicular and pedestrian traffic and to make the pedestrian experience more pleasant.

**Objective 27.7**

Provide guidance on buffer zones for future municipally-funded sidewalk and trail projects.

**Objective 27.8**

Install periodic benches, trash containers, and other similar amenities along pedestrian sidewalks to create a pleasant walking experience, where practical.

**Objective 27.9**

Provide guidance on street amenities for future municipally-funded nonmotorized projects.

**Goal 28: Develop and implement a variety of educational programs that promote the benefits of walking and encourage implementation of pedestrian-oriented design.**

**Objective 28.1**

Conduct public education and involvement campaigns to assist and encourage walking.

**Objective 28.2**

Establish and maintain a website (administered by Sheboygan County) containing pedestrian programs, educational materials, and NOMO Sheboygan County milestones.

**Objective 28.3**

Implement walking incentive programs.

**Objective 28.4**

Implement a Safe Routes to School program within Sheboygan County.

**Objective 28.5**

Distribute pedestrian policies and design guidelines produced by Sheboygan County to municipalities in the Sheboygan Metropolitan Planning Area.

**Objective 28.6**

Improve motorists' understanding of the need to share the roadway with pedestrians, especially at intersections and at crosswalks via "Share the Road" type campaigns.

**Objective 28.7**

Distribute the *Sheboygan County Pedestrian & Bicycle Comprehensive Plan: 2015 Update* to all municipalities in the Sheboygan Metropolitan Planning Area.

**Objective 28.8**

Regularly evaluate walking trends through manual and automated counts to provide data that can be shared with the public and can assist when considering the need for future pedestrian facilities.

**Goals 29 through 31 (and their supporting objectives) relate to bicycle transportation, and primarily come from the *Sheboygan County Pedestrian & Bicycle Comprehensive Plan: 2015 Update*. Bay-Lake Regional Planning Commission staff has modified the goals and objectives in cases where a particular goal or objective needed to be customized for the Sheboygan Metropolitan Planning Area.**

**Goal 29: Create diverse bicycle-friendly facilities that increase the number of bicycling trips and offer a level of convenience, directness, safety, and attractiveness that will encourage bicycle use.**

**Objective 29.1**

Increase bicycling throughout Sheboygan County (including the Sheboygan Metropolitan Planning Area), and triple the number of trips made by bicyclists by the plan horizon year of 2045.

**Objective 29.2**

Educate the public on the availability of bicycling facilities, resources, and programs.

**Objective 29.3**

Produce, publish, and widely distribute bicycling guides and maps informing the public of bicycle facilities and services.

**Objective 29.4**

Provide secure, appropriately designed, and conveniently located bicycle parking facilities in public areas (such as multifamily residential developments, park-and-ride lots, transit hubs, hospitals, government buildings, shopping centers, major employers, schools, parks, and other bicycling trip generators).

**Objective 29.5**

Provide and promote incentives for bicycling by public agencies, private employers, and other entities.

**Goal 30: Establish a safe, convenient, enjoyable, and continuous bicycle route system within Sheboygan County (including the Sheboygan Metropolitan Planning Area) for use by utilitarian and recreational cyclists.**

**Objective 30.1**

Implement appropriate bicycle best practices design guidelines that create safe and convenient bicycle facilities.

**Objective 30.2**

Follow guidance in Wisconsin’s Complete Streets legislation (as modified in 2015), and otherwise adhere to federal Complete Streets provisions included in the FAST Act.

**Objective 30.3**

Eliminate barriers to bicycling through the accommodation of bicyclists’ needs in the design of bridges, underpasses, overpasses, intersections, railroad crossings, and the use of traffic control devices.

**Objective 30.4**

Fund the construction of on-street bicycle facility improvements in conjunction with roadway projects as a routine part of project planning and budgeting, where appropriate.

**Objective 30.5**

Provide adequate rest stop facilities, information, signage, and lighting along shared-use paths where appropriate and practical.

**Objective 30.6**

Improve bicycle connections and accessibility to Shoreline Metro, creating a truly multimodal network.

**Objective 30.7**

Provide secure, appropriately designed, and conveniently located bicycle parking facilities in public areas (such as multifamily residential developments, park-and-ride lots, transit hubs, hospitals, government buildings, shopping centers, major employers, schools, parks, and other bicycling trip generators).

**Objective 30.8**

Accommodate bicyclists on roadways by providing appropriate on-street bicycle facilities on arterial, collector and local streets and highways, where possible.

**Objective 30.9**

Consider the needs of all bicyclists, including experienced, novice, commuter, and recreational users, when planning and designing bicycle facilities and programs.

**Objective 30.10**

Eliminate and forbid motorized transportation on future shared use paths.

**Objective 30.11**

Provide safety information and materials at local hospitals, at police and fire departments, and at other relevant locations in the Sheboygan Metropolitan Planning Area.

**Objective 30.12**

Regularly evaluate bicycling trends through manual and automated counts to provide data that can be shared with the public and assist when considering future bicycle facilities.

**Goal 31: Reduce the number of crashes involving bicyclists with other users of the transportation system by 20 percent or more by the plan horizon year of 2045.**

**Objective 31.1**

Educate law enforcement personnel on bicycle safety.

**Objective 31.2**

Consistently enforce traffic laws that enhance bicyclist safety by citing violations (particularly those most likely to lead to crashes) to both bicyclists and motor vehicle operators.

**Objective 31.3**

Educate both motorists and bicyclists with respect to compliance with traffic laws, especially their responsibilities toward each other.

**Objective 31.4**

Provide safety education and encouragement programs taught by qualified instructors and targeted to bicyclists and motorists.

**Objective 31.5**

Improve the “Areas of Concern” identified in the *Sheboygan County Pedestrian & Bicycle Comprehensive Plan: 2015 Update* that are in the Sheboygan Metropolitan Planning Area.