

9 GOALS AND OBJECTIVES

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Goals and objectives were developed to provide clear and specific direction for improving and expanding bicycling in Urbana.

The Urbana Bicycle Master Plan is built on six major themes, beginning with safety first. The themes are: Safety, Connectivity, Convenience, Education, Equity, and Implementation. The tables below expand each theme by outlining associated goals, objectives, performance measures, strategies, and responsible parties, each described as follows:

A **theme** is the subject of a goal.

A **goal** is the end state that will be brought about by implementing the Urbana Bicycle Master Plan.

Objectives are sub-goals that help organize the implementation of the plan into measurable and manageable parts. Each objective is “SMART” (Specific, Measurable, Agreed upon, Realistic, and Time-bound).

Performance Measures help agencies track the progress of each objective over time.

Strategies help agencies reach the stated goals and objectives.

Responsible Parties are the entities who have, or may have, the ability to implement strategies, and in turn goals and objectives.

Following the six themes, there is a brief discussion of two “visionary concepts.” The first is to bring Urbana’s Bicycle Friendly Community status up to “Platinum” level, and ultimately bring it to “Diamond.” The second is to pursue Vision Zero, with the ultimate goal being zero transportation-related deaths or serious injuries in Urbana.

Appendix 14 includes sheets for City of Urbana staff to track the performance measures listed in this chapter.

9.1 THEME: SAFETY

Goal 1: Provide a bicycle network that is safe and attractive for all users.			
Objectives	Performance Measures	Strategies	Responsible Parties
1. Install bicycle signs and markings on all new bicycle facilities according to the Champaign County Greenways & Trails Design Guidelines by 2021.	A. Miles of bike infrastructure projects built with signs according to the Champaign County Greenways & Trails Design Guidelines	I. Provide consistent bicycle signage across Urbana and surrounding jurisdictions.	<ul style="list-style-type: none"> City of Urbana Urbana Park District University of Illinois
		II. Install Bike Route and wayfinding signs only along on-street facilities.	<ul style="list-style-type: none"> City of Urbana University of Illinois
	B. Miles of bike infrastructure projects built with markings according to the Champaign County Greenways & Trails Design Guidelines	III. Install Champaign County Greenways & Trails trail and wayfinding signs only along off-street facilities.	<ul style="list-style-type: none"> City of Urbana Urbana Park District University of Illinois
		IV. Provide consistent bicycle pavement markings across Urbana and surrounding jurisdictions.	<ul style="list-style-type: none"> City of Urbana University of Illinois

Goal 1: Provide a bicycle network that is safe and attractive for all users.

Objectives	Performance Measures	Strategies	Responsible Parties
2. Act to keep the number of annual bicycle crash fatalities in Urbana at zero between 2016 and 2021.	A. Number of bike crash fatalities	I. Provide consistent bicycle signage and pavement markings.	<ul style="list-style-type: none"> City of Urbana University of Illinois
		II. Educate bicyclists on the Rules of the Road.	<ul style="list-style-type: none"> City of Urbana University of Illinois Champaign County Bikes Urbana School District
		III. Educate motorists on Rules of the Road regarding bicyclists, utilizing law enforcement of traffic laws.	<ul style="list-style-type: none"> City of Urbana University of Illinois Champaign County Bikes Urbana School District
		IV. Continue bicycle enforcement campaign.	<ul style="list-style-type: none"> Urbana Police Department
		V. Have City staff explore the development of a Traffic Calming Policy and Neighborhood Speed Reduction Policy to reduce vehicle speed, and consider 25 mph speed limits in residential areas.	<ul style="list-style-type: none"> City of Urbana
3. Act to reduce the number of severe bicycle crash injuries in Urbana by 50 percent by 2021.*	A. Number of severe bike crash injuries	I. Provide consistent bicycle signage and pavement markings.	<ul style="list-style-type: none"> City of Urbana University of Illinois
		II. Educate bicyclists on the Rules of the Road.	<ul style="list-style-type: none"> City of Urbana University of Illinois Champaign County Bikes Urbana School District
		III. Educate motorists on Rules of the Road regarding bicyclists, utilizing law enforcement of traffic laws.	<ul style="list-style-type: none"> City of Urbana University of Illinois Champaign County Bikes Urbana School District
		IV. Continue bicycle enforcement campaign.	<ul style="list-style-type: none"> Urbana Police Department
		V. Have City staff explore the development of a Traffic Calming Policy and Neighborhood Speed Reduction Policy to reduce vehicle speed.	<ul style="list-style-type: none"> City of Urbana

Goal 1: Provide a bicycle network that is safe and attractive for all users.

Objectives	Performance Measures	Strategies	Responsible Parties
4. Install bicycle detection systems (e.g. in-pavement, video, thermal imaging) at 2 signalized intersections and other locations as appropriate by 2021.	A. Number of bicycle detection systems installed at signalized intersections	I. Install in-pavement bicycle detection systems. II. Install video bicycle detection systems. III. Install thermal imaging bicycle detection systems.	<ul style="list-style-type: none"> City of Urbana
5. Retrofit all drainage grates along on-street bikeways to be bicycle friendly through installing transverse covers and making surface grates flush with the road surface by 2021.**	A. Number of bicycle friendly drainage grates installed	I. Install bicycle friendly drainage grates in road reconstruction projects.	<ul style="list-style-type: none"> City of Urbana
	B. Number of on-street bikeways with bicycle friendly grates	II. Retrofit bicycle friendly drainage grates along on-street bikeways as part of maintenance projects.	<ul style="list-style-type: none"> City of Urbana

9.1.1 SAFETY GOAL NOTES

*The baseline for this measurement is 20, based on the number of “A” injuries reported in Urbana over a five-year period in [Table 35](#) in [Section 6.4](#). This objective will be measured in 2021 using the latest five years of crash data.

**See [Section 11.5](#) for more recommendations on creating bicycle friendly drainage grates.

9.2 THEME: CONNECTIVITY

Goal 2: Create and maintain a bicycle network that is continuous, connected, and easily accessible for all users, and includes on-road and off-road facilities.

Objectives	Performance Measures	Strategies	Responsible Parties
1. Implement all of the short term projects proposed in this plan by 2021.	A. Number of miles of bicycle facilities constructed between 2016 and 2021	I. Create routes that connect to and through all neighborhoods. Seek input from neighborhood associations and impacted residents.	<ul style="list-style-type: none"> City of Urbana Urbana Township Developers Urbana Park District CUMTD
		II. Take advantage of opportunities to develop off-street shared-use paths, using methods including but not limited to: working with railroads to develop bicycle facilities on, along, or across rights-of-way, and acquiring property that provides off-street connections between bicycle facilities.	<ul style="list-style-type: none"> City of Urbana Developers Urbana Park District CUMTD Railroad companies University of Illinois Champaign County Forest Preserve District

Goal 2 (continued): Create and maintain a bicycle network that is continuous, connected, and easily accessible for all users, and includes on-road and off-road facilities.

Objectives	Performance Measures	Strategies	Responsible Parties
2. Complete a continuous bikeway/trail loop around Urbana by implementing the Urbana Green Loop by 2030.	A. Miles of loop bike infrastructure constructed	I. Take advantage of opportunities to develop off-street shared-use paths, using methods including but not limited to: working with railroads to develop bicycle facilities on, along, or across rights-of-way, and acquiring property that provides off-street connections between bicycle facilities.	<ul style="list-style-type: none"> • City of Urbana • Developers • Urbana Park District • Railroad companies • University of Illinois
		II. Contribute to creating a continuous loop in the Champaign-Urbana urbanized area.	<ul style="list-style-type: none"> • City of Urbana • Railroad companies • University of Illinois • Neighboring jurisdictions
3. Provide bicycle access to 5 important activity centers in Urbana by 2021.*	A. Number of traffic generators being fully connected by bicycle facilities	I. Give priority and provide bicycle access to important activity centers (e.g. schools, parks, retail areas, employment centers, transportation hubs, etc.)	<ul style="list-style-type: none"> • City of Urbana • Developers • Existing employers • Urbana Park District • University of Illinois
		II. Take advantage of opportunities to develop off-street shared-use paths, using methods including but not limited to: working with railroads to develop bicycle facilities on, along, or across rights-of-way, and acquiring property that provides off-street connections between bicycle facilities.	<ul style="list-style-type: none"> • City of Urbana • Developers • Urbana Park District • Railroad companies • University of Illinois

Goal 2 (continued): Create and maintain a bicycle network that is continuous, connected, and easily accessible for all users, and includes on-road and off-road facilities.

Objectives	Performance Measures	Strategies	Responsible Parties
4. Provide three new or improved bicycle connections to the City of Champaign, the University of Illinois, and surrounding communities by 2021.**	A. Number of bicycle connections established to surrounding jurisdictions	I. Take advantage of opportunities to develop off-street shared-use paths, using methods including but not limited to: working with railroads to develop bicycle facilities on or along rights-of-way, and acquiring property that provides off-street connections between bicycle facilities.	<ul style="list-style-type: none"> City of Urbana Developers Urbana Park District Railroad companies University of Illinois City of Champaign Champaign County Forest Preserve District
		II. Take advantage of opportunities to install on-street bikeways, including bike lanes and signed bike routes with destination, distance, and direction information.	<ul style="list-style-type: none"> City of Urbana Developers University of Illinois City of Champaign
5. Increase bicycle mode share in Urbana from 9 to 12 percent for commuting trips and from 11 to 14 percent for other trips by 2021.***	A. Bicycle mode share in 2021	I. Implement this plan’s recommendations to get more people on bikes.	<ul style="list-style-type: none"> City of Urbana
		II. Conduct periodic pedestrian and bicycle surveys to track mode share.	<ul style="list-style-type: none"> City of Urbana CCRPC

9.2.1 CONNECTIVITY GOAL NOTES

*Based on Chapter 2, following are potential trip destinations that could be initially or better connected to the Urbana bikeway network:

Destinations Not Connected to a Bikeway:

1. SuperValu
2. Flex-N-Gate
3. Farm & Fleet
4. Northgate Plaza

Destinations Not Connected to the full Urbana Bikeway Network:

1. Walmart
2. Aldi

Destinations One Block from a Bikeway:

1. Presence Covenant Medical Center
2. Health Alliance
3. Leal Elementary School
4. Gateway Shoppes at Five Points
5. Market at the Square

****Existing bikeway connections from Urbana through the University of Illinois campus to Champaign are:**

1. Armory Avenue Bike Path
2. Gregory Drive
3. Lorado Taft Bike Path
4. Peabody Bike Path
5. Florida/Kirby Avenue
6. Windsor Road

Difficult intersections, as referenced in the Champaign-Urbana-Savoy Bicycle Guide & Map (2016 edition), to access the University District, include:

1. Main Street and Lincoln Avenue
2. Stoughton Street and Lincoln Avenue
3. Oregon Street and Lincoln Avenue
4. Iowa Street and Lincoln Avenue

Other difficult intersections include:

1. Main Street/Beringer Circle and University Avenue
2. Vine Street and Elm Street
3. Vine Street and Oregon Street
4. Vine Street and Pennsylvania Avenue
5. Race Street and Oregon Street
6. Vine Street and Windsor Road (at Meadowbrook Park)

***See Appendix 11 (Urbana PABS Report), Table 1, Question Numbers 5-6 for baseline percentages.

9.3 THEME: CONVENIENCE

Goal 3: Provide supporting facilities to make bicycle transportation more convenient.

Objectives	Performance Measures	Strategies	Responsible Parties
1. Install or upgrade bike parking to meet recommended or acceptable standards as defined by the Association of Pedestrian and Bicycle Professionals (APBP)* in all new development and redevelopment projects between 2016 and 2021.	A. Number of new developments with bike parking installation that meet recommended or acceptable standards as defined by APBP*	I. Ensure that the Zoning Ordinance includes information on recommended and acceptable bike parking standards as defined by APBP. II. Develop an incentive program to replace existing noncompliant bike parking with recommended bike parking, as defined by APBP.	<ul style="list-style-type: none"> • City of Urbana • Developers • Businesses • Urbana School District • University of Illinois
	B. Number of redevelopment projects with new bike parking installation that meet recommended or acceptable standards as defined by APBP*		
	C. Number of redevelopment projects with replacement of bike parking to meet recommended or acceptable standards as defined by APBP*		
2. Install or encourage the installation of bicycle parking facilities as appropriate at 5 major bicycle traffic generators by 2021 (e.g. schools, University buildings, major employers, businesses).**	A. Number of major bike traffic generators with new bike parking installation that meet recommended or acceptable standards as defined by APBP*	I. Install bicycle parking facilities as appropriate at City-owned facilities and along public right-of-way. II. Encourage the installation of bicycle parking facilities as appropriate at major bicycle traffic generators (e.g. schools, University buildings, major employers, businesses).	<ul style="list-style-type: none"> • City of Urbana • City of Urbana • Urbana Park District • University of Illinois • Urbana School District • Businesses • Developers
	B. Number of major bike traffic generators with replacement of bike parking to meet recommended or acceptable standards as defined by APBP*		
3. Install or encourage the installation of covered or indoor bike parking at 5 major bicycle traffic generators by 2021.**	A. Number of major bike traffic generators with covered bike parking installed	I. Install covered bike parking at major bicycle traffic generators at City-owned facilities and along public right-of-way.	<ul style="list-style-type: none"> • City of Urbana • City of Urbana • Urbana Park District • University of Illinois • Urbana School District • Businesses • Developers
		II. Encourage the installation of covered bike parking at major bicycle traffic generators on non-City owned property.	
4. Install short-term bike parking at the Top 10 major bus stops by ridership in Urbana as defined by the CUUATS Transit Facility Guidelines by 2021.***	A. Number of bus stops with short-term bike parking installed	I. Install bike racks at major bus stops.	<ul style="list-style-type: none"> • CUMTD • City of Urbana • University of Illinois

9.3.1 CONVENIENCE GOAL NOTES

*See [Section 5.4.3](#).

**See [Chapter 2](#) for a list of major bicycle traffic generators, and [Appendix 5](#) for information on the number of existing bike parking spaces at selected Urbana destinations.

[Appendices 12-13](#) list the following locations as those desired by the public to receive more bike parking:

1. Alice Campbell Alumni Center
2. Carle Hospital
3. Downtown Urbana
4. Mathews Avenue & Oregon Street
5. Shopping areas (see [Section 2.2.3](#))
6. Urbana City Building
7. Weaver Park

***As defined by the CUUATS Transit Facility Guidelines, the Top 10 bus stops by ridership in Urbana are:

1. PAR (Pennsylvania Avenue Residence Hall) North Side Shelter
2. Illini Union South Side Shelter
3. Illini Union Engineering (North Side) Shelter
4. Gregory Drive at Main Library North Side
5. Gregory Drive at Main Library South Side Shelter **(bike parking adjacent)**
6. Lincoln Square [Downtown] Garage South (Elm Street west of Broadway Avenue, south side of the garage) **(bike parking adjacent)**
7. Lincoln Square [Downtown] Garage West Shelter (Broadway Avenue north of Elm Street, shelter on the west side of the road)
8. Chemical & Life Sciences (Goodwin Avenue between Illinois & Oregon Streets West Side)
9. Krannert Center West Side Shelter (Goodwin Avenue between Illinois & Oregon Streets East Side)
10. Green Street & Mathews Avenue NE corner

Only two of these bus stops have adjacent bike parking: Gregory Drive at Main Library South Side Shelter, and Lincoln Square Garage South.

9.4 THEME: EDUCATION

Goal 4: Educate residents about active modes of transportation and bicycle facilities.

Objectives	Performance Measures	Strategies	Responsible Parties
1. Identify 3 new partners to provide bicycle education, enforcement, and encouragement programs by 2021.	A. Number of new partners identified	I. Take advantage of opportunities to partner with private entities (e.g. Health Alliance).	• City of Urbana
	B. Number of educational opportunities provided	II. Take advantage of opportunities to partner with public entities interested in the benefits of bicycling.	• City of Urbana
		III. Take advantage of opportunities to partner with non-profit entities interested in the benefits of bicycling.	• City of Urbana
2. Produce and distribute a regularly updated map available in a paper and/or web format that includes existing bicycle facilities in Urbana at least every 3 years.	A. Frequency of map publication and distribution	I. Champaign-Urbana-Savoy Bicycle Guide & Map	• Champaign County Bikes • Ride Illinois
		II. Champaign County Greenways & Trails Map	• Champaign County Regional Planning Commission
		III. City of Urbana bicycle map	• City of Urbana
		IV. IDOT Regional Bicycle Map	• IDOT
3. Continue to provide at least one opportunity per new bikeway project for citizens to provide input, express concerns and support, and to learn about the benefits of new treatments.	A. Number of public comment opportunities	I. Urbana BPAC (Bicycle and Pedestrian Advisory Commission)	• City of Urbana
	B. Number of attendees at public comment opportunities	II. Project Open Houses	• City of Urbana
	C. Number of new public outreach methods		

Goal 4 (continued): Educate residents about active modes of transportation and bicycle facilities.			
Objectives	Performance Measures	Strategies	Responsible Parties
4. Distribute bicycle education, encouragement, and/or enforcement materials at a minimum of 5 high traffic bicyclist events per year.	A. Number of events with materials available	I. Market at the Square	<ul style="list-style-type: none"> City of Urbana Champaign County Bikes
		II. Sweetcorn Festival	<ul style="list-style-type: none"> Urbana Business Association Champaign County Bikes
		III. Urbana Park District Neighborhood Nights	<ul style="list-style-type: none"> Urbana Park District City of Urbana
	B. Number of materials distributed	IV. Light the Night	<ul style="list-style-type: none"> City of Urbana CUMTD University of Illinois Champaign County Regional Planning Commission Champaign County Bikes
		V. Playing It Safe safety fair	<ul style="list-style-type: none"> C-U SRTS Project Urbana Police Department
5. Make bicycle education, encouragement, and enforcement materials available on the City website.	A. Number of materials available on and/or linked from www.urbanaininois.us	I. Champaign-Urbana-Savoy Bicycle Guide & Map	<ul style="list-style-type: none"> Champaign County Bikes Ride Illinois
		II. Champaign County Greenways & Trails Map	<ul style="list-style-type: none"> Champaign County Regional Planning Commission
		III. City of Urbana bicycle map	<ul style="list-style-type: none"> City of Urbana
		IV. IDOT Regional Bicycle Map	<ul style="list-style-type: none"> IDOT
6. Make bicycle education, encouragement, and enforcement materials available in Spanish, French, Mandarin Chinese, and Korean by 2021.	A. Number of multilingual materials	I. Maps	<ul style="list-style-type: none"> City of Urbana Champaign County Bikes University of Illinois
		II. Brochures	<ul style="list-style-type: none"> City of Urbana University of Illinois
7. Distribute at least 1 type of bicycle education, encouragement, and enforcement material to schools annually.	A. Number of bicycle education, encouragement, and enforcement materials distributed to schools and/or Parent-Teacher Associations (PTAs)	I. Driver’s education video to Urbana high school students (e.g. Urbana High School, Uni High School)	<ul style="list-style-type: none"> Urbana School District University of Illinois Champaign County Bikes Private schools
		II. Safe Routes to School (SRTS) materials for K-8 students	<ul style="list-style-type: none"> C-U SRTS Project Urbana School District Private schools
		III. CUUATS Bicycle Safety Activity Coloring Book	<ul style="list-style-type: none"> Champaign County Regional Planning Commission

9.5 THEME: EQUITY

Goal 5: Provide equal access of bicycle facilities and information to all residents.

Objectives	Performance Measures	Strategies	Responsible Parties
1. Implement at least one short term project proposed in this plan in each of the five zones of Urbana defined at the 2014 UBMP public workshops by 2021.*	A. Number of zones with a new bikeway	I. Create routes that connect to and through all neighborhoods. Seek input from neighborhood associations when possible.	<ul style="list-style-type: none"> City of Urbana Urbana Township Developers Urbana Park District CUMTD
		II. Take advantage of opportunities to develop off-street shared-use paths, using methods including but not limited to: working with railroads to develop bicycle facilities on, along, or across rights-of-way, and acquiring property that provides off-street connections between bicycle facilities.	<ul style="list-style-type: none"> City of Urbana Developers Urbana Park District CUMTD Railroad companies University of Illinois Champaign County Forest Preserve District
2. Distribute bicycle education, encouragement, and/or enforcement materials to a minimum of 25 residents of each of the five zones of Urbana defined at the 2014 UBMP public workshops by 2021.*	A. Number of residents in each zone who have received bicycle materials	I. Market at the Square	<ul style="list-style-type: none"> City of Urbana Champaign County Bikes
		II. Sweetcorn Festival	<ul style="list-style-type: none"> Urbana Business Association Champaign County Bikes
		III. Urbana Park District Neighborhood Nights	<ul style="list-style-type: none"> Urbana Park District City of Urbana
		IV. Light the Night	<ul style="list-style-type: none"> City of Urbana CUMTD University of Illinois Champaign County Regional Planning Commission Champaign County Bikes
		V. Playing It Safe safety fair	<ul style="list-style-type: none"> C-U SRTS Project Urbana Police Department
		VI. Neighborhood group meetings & events	<ul style="list-style-type: none"> City of Urbana
		VII. Faith-based organizations	<ul style="list-style-type: none"> City of Urbana
		VIII. School bike rodeos	<ul style="list-style-type: none"> C-U SRTS Project
3. Continue to distribute abandoned bicycles for free on a first-come, first-served basis to Champaign County residents at the annual Urbana Police Department bike giveaway.	A. Number of bike giveaway events held per year	I. Continue to host the Urbana Bike Giveaway.	<ul style="list-style-type: none"> Urbana Police Department
		B. Number of free bikes distributed to Champaign County residents	

Goal 5: Provide equal access of bicycle facilities and information to all residents.

Objectives	Performance Measures	Strategies	Responsible Parties
4. Create a Build-A-Bike program for Urbana youth by 2021, especially low-income youth and at-risk youth.	<p>A. Number of youth Build-A-Bike programs</p> <p>B. Number of bikes built by youth in the Build-A-Bike program</p>	<p>I. Work with public and private partners to subsidize youth participation in The Bike Project’s existing Build-A-Bike program.</p>	<ul style="list-style-type: none"> • C-U SRTS Project • The Bike Project • CCB

9.5.1 EQUITY GOAL NOTES

*Urbana neighborhood zone boundaries (see also [Figure 92](#)):

1. North Urbana: North of University Ave.
2. West Urbana: West of Race St. between University & Florida Aves.
3. Central Urbana: Race St. to Cottage Grove Ave./Philo Rd. between University & Florida Aves.
4. East Urbana: East of Cottage Grove Ave./Philo Rd. between University & Florida Aves.
5. South Urbana: South of Florida Ave.

9.6 THEME: IMPLEMENTATION

Goal 6: Secure funding and implement bicycle improvements.			
Objectives	Performance Measures	Strategies	Responsible Parties
1. Apply for at least 2 Federal, State, and/or private grants for bicycle projects by 2021.	A. Number of grant applications submitted	I. Utilize this plan's short-term recommendations (Chapter 11) and funding sources lists (Chapter 12) to apply for grants.	<ul style="list-style-type: none"> City of Urbana
		II. Combine projects that can be geographically linked for implementation.	<ul style="list-style-type: none"> City of Urbana Urbana Park District University of Illinois Other neighboring jurisdictions
2. Continue to annually dedicate at least \$50,000 of capital improvement projects (CIP) funding to bicycle improvements and maintenance annually.	A. Amount of CIP funding dedicated annually to bicycle improvements	I. Continue to list a specific CIP line item for UBMP projects.	<ul style="list-style-type: none"> City of Urbana
		II. Continue to incorporate bicycle infrastructure into roadway projects.	<ul style="list-style-type: none"> City of Urbana IDOT
3. Submit a list of completed and current bicycle facility construction projects at the end of each construction year to the Urbana Bicycle and Pedestrian Advisory Commission (BPAC) and City Council, issue a press release, and post it to the City website.	A. List of completed bicycle facility construction projects	I. Create a list of bicycle facility construction projects completed in the current construction year.	<ul style="list-style-type: none"> City of Urbana
	B. List of current bicycle facility construction projects	II. Create a list of bicycle facility projects being constructed in the current construction year.	<ul style="list-style-type: none"> City of Urbana
4. For new roadway construction and existing roadway reconstruction projects between 2016 and 2021, implement the bike facilities proposed in this plan for those projects.	A. Number of new roadway projects with bikeway installation	I. New roadway construction	<ul style="list-style-type: none"> City of Urbana Developers
		II. Existing roadway reconstruction	<ul style="list-style-type: none"> City of Urbana
	B. Number of existing roadway reconstruction projects with bikeway installation	III. Zoning Ordinance requirements for bike facilities	<ul style="list-style-type: none"> City of Urbana
		IV. Bikeway accommodation in development proposals	<ul style="list-style-type: none"> City of Urbana Developers
5. Dedicate or contribute resources to help fund at least 1 FTE staff from a regional agency to work on bicycle planning, design, and engineering issues, as well as education, enforcement, and encouragement activities by 2021.	A. Staff time allocated to bicycle planning		
	B. Staff time allocated to bicycle design and engineering	I. Work with other local agencies to dedicate resources to hiring a bicycle coordinator to be housed at a regional agency.	<ul style="list-style-type: none"> City of Urbana Other local agencies Champaign County Regional Planning Commission Other regional agencies
	C. Staff time allocated to bicycle education, encouragement, and enforcement		

Goal 6: Secure funding and implement bicycle improvements.

Objectives	Performance Measures	Strategies	Responsible Parties
6. Implement at least 10% of all bikeway/trail mileage recommended in this plan by 2021.*	A. Percentage of recommended bikeways/trails installed between 2016 and 2021	I. Implement at least 15% of bike lane mileage proposed in this plan*	<ul style="list-style-type: none"> City of Urbana
		II. Implement at least 20% of bike route mileage proposed in this plan*	<ul style="list-style-type: none"> City of Urbana Urbana Township
		III. Implement at least 67% of shared bike/parking lane mileage proposed in this plan*	<ul style="list-style-type: none"> City of Urbana
		IV. Implement at least 5% of shared-use path mileage proposed in this plan*	<ul style="list-style-type: none"> City of Urbana Urbana Park District University of Illinois

9.6.1 IMPLEMENTATION GOAL NOTES

*The following provides information on the percentage of recommended UBMP facilities implemented between 2008 and 2014, and the target percentages for 2016 to 2021.

Facility Type	2008 UBMP Implemented %	2016 UBMP Target % for 2021
Bike Lanes	41%	15%
Bike Route	29%	20%
Shared Bike/Parking Lanes	100%	67%
Shared-Use Path (trail)	8%	5%
All facilities	15%	10%
# of Construction Seasons	7	5

9.7 VISIONARY CONCEPTS

9.7.1 BICYCLE FRIENDLY COMMUNITY (BFC) STATUS

Urbana is working to improve its Bicycle Friendly Community (BFC) status. It was the first downstate Illinois community to reach the Bronze level in 2010 and was designated the first Gold level BFC in Illinois in 2014. Urbana’s next step is to become a Platinum Level Bicycle Friendly Community, joining the five Platinum communities as of 2016 (Boulder, Davis, Fort Collins, Madison, and Portland). Urbana ultimately strives to become the first Diamond Level Bicycle Friendly Community in Illinois. By taking actions to meet the goals and objectives in Chapter 9 and implement the recommendations in Chapter 11 of this plan, Urbana will not only maintain its Gold level status, but can improve to the Platinum - and ultimately Diamond - level of bicycle friendliness.

9.7.2 VISION ZERO

In support of Goals 1.2 and 1.3, Urbana ultimately desires to have zero fatalities and serious injuries for all road users, including bicyclists. To that end, the Urbana City Council has included an action step to adopt Vision Zero as part of its Council and Mayor Goals for 2014-2017. Vision Zero is a multi-national road safety project which seeks to create a road system where no fatalities or serious injuries occur.¹⁶ Vision Zero is an approach to road safety thinking first developed in Sweden that can be summarized in one sentence: *No loss of life is acceptable.*¹⁷ Several European countries have adopted Vision Zero policies, and it is rapidly gaining support in large cities in the United States.¹⁸ More information can be found at <http://www.visionzeroinitiative.com/> and <http://visionzeronetwork.org>.

16. Wikipedia. Vision Zero. https://en.wikipedia.org/wiki/Vision_Zero
 17. Vision Zero Initiative. <http://www.visionzeroinitiative.com/>
 18. Vision Zero Network. What is Vision Zero? <http://visionzeronetwork.org>