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CHAPTER 3: VISION STATEMENT AND GOALS

OVERVIEW

The vision statement and project goals were derived from public workshops, project steering committee meetings, input from Town staff, and an online survey of local residents. These were combined, condensed, and crafted into the vision statement for the Town of Davidson Pedestrian and Active Transportation Plan. The statement below builds upon current walking and bicycling conditions in Davidson and expresses the desired outcome of the plan.

VISION STATEMENT

The Town of Davidson is a livable community with the walking and bicycling infrastructure, culture, and programs to ensure that:

- Pedestrians and bicyclists of all types can safely and comfortably walk or ride on all streets to work, school, for fun, shopping, and exercise.
- The streets of Davidson are designed, built, and maintained to accommodate walking and bicycling as viable means of transportation.
- Pedestrian and bicycle facilities or transit connect all neighborhoods, parks, shopping centers, schools, employment centers, bus stops, trails, and regional destinations.
- Students feel comfortable walking and bicycling to school.
- Education and enforcement are improving safety and building courtesy between drivers, bicyclists, and pedestrians.
- Health equity, community-wide physical activity, and travel choices for all ages and abilities are increasing.
- The town's civic, social, environmental, economic, and health goals are supported.



April 2013 Pedestrian Plan
Stakeholder Workshops



March 2013 Pedestrian Plan Steering Committee Meeting





THE TOWN OF DAVIDSON, NORTH CAROLINA

MEASURABLE GOALS

The purpose of this Pedestrian and Active Transportation Plan is to make this vision for Davidson a reality. Below is a list of measurable goals that will help Davidson support and achieve this vision. While the Town of Davidson must lead this effort, overall success will also require continued, active participation and encouragement from local residents and community organizations.

The town should conduct a periodic review for the evaluation of progress on each of the following goals. During each evaluation, town staff and members of the Livability Board should identify action steps to be taken before the next evaluation.

- Make walking and bicycling an integral part of life in the Town of Davidson: double the US census 5-year (2005-2009) American Community Survey walk and bicycle commute rates by 2018; establish 'walk-to-school' and 'bike-to-school' groups and regular walking and bicycling activities for children through the Safe Routes to School Programs through 2018.
- Launch three new programs in three years that aim to increase walking and bicycling among a) children, b) commuter/utilitarian pedestrians and cyclists, and c) recreational/fitness pedestrians and cyclists. Sustain such programs with a partnership between the town, local businesses, and non-profit organizations.
- Sponsor at least one planner and one engineer from the Town of Davidson to attend a pedestrian and bicycle planning and design training session (such as those offered by NCDOT, APBP, IBPI, or others), which include components of ADA Accessibility Guidelines and the Public Right-of-Way Accessibility Guidelines.
- Expand and evaluate the effectiveness of the local pedestrian and bicycle safety and courtesy educational campaign (ICU campaign) with the assistance of local, regional, state, and national bicycle advocacy groups. Petition the NC Division of Motor Vehicles and other appropriate officials to include a pedestrian- and bike-safety question on licensing exams.
- Connect neighborhoods, parks, shopping centers, schools, employment centers, bus stops, trails, and regional destinations with a greater number and broader range of pedestrian and bicycle facility choices for users of all abilities and comfort levels. Implement this plan's five high-priority projects by 2018.
- Promote bicycle services such as covered parking, bicycle stations, showers at employment centers, and bicycle rentals and adopt regulations to assure bicycle parking in key locations throughout the town by 2016.
- Promote pedestrian amenities such as benches, lighting, drinking fountains, wayfinding maps and promote transit shelter amenities in key locations throughout the town by 2018



April 2013 Pedestrian Plan Stakeholder Workshops: Programmatic Recommendations Boards



April 2013 Pedestrian Plan Stakeholder Workshops



April 2013 Pedestrian Plan
Stakeholder Workshops

- Implement a regular pedestrian and bicycle count program by 2016 to track walking and biking trends in the town.
- Improve the safety of major pedestrian crossings through a combination of engineering, education, and enforcement. Show an annual reduction in the rate of ped or bike crashes (number of crashes/number of measured pedestrian or bike trips) on major corridors beginning in 2015.
- Take the necessary steps to become designated by the UNC Highway Safety Research Center's Pedestrian and Bicycle Information Center as a silver level 'Walk Friendly Community' by 2016. (See Appendix D for 2011 WFC silver designation review)
- Take the necessary steps to become designated by the League of American Bicyclists as a silver level 'Bicycle Friendly Community' by 2016. (See Appendix D for 2010 BFC silver designation review)
- Establish a public engagement media campaign and programming, using both traditional and social media methods to increase awareness of proper bicycle, pedestrian, and vehicular regulations, as well as, to encourage proper etiquette on the road.
- Enhance the physical, mental, and emotional wellbeing of Davidson residents, promoting community engagement and preserving racial and socioeconomic diversity within its population through informed decision making

PUBLIC OUTREACH

METHODS



April 2013 Pedestrian Plan
Stakeholder Workshops

In order to gain local knowledge and input, a public outreach component was included as an integral part of planning efforts for this plan. Public input was gathered through several different means, including the following: steering committee meetings, a project website, a project comment form, press releases, and public workshops.

The steering committee was involved throughout the planning process. During the kick-off meeting, the group reviewed and provided feedback on the project website and project comment form, established a vision statement and goals for the plan, and discussed the timeline and schedule of the planning process. Members of the steering committee worked with the consultant team to mark up existing conditions maps to identify potential priority areas and solutions. Input from the steering committee is reflected throughout the recommendations of this planning document.

A list of public input meetings held throughout the planning process and a description of key recommendations and outcomes from each meeting are included beginning on page 3-4 of this chapter. At all outreach and engagement sessions, public input was obtained in the form of map markups, written comments, verbal question and answer sessions, and discussions between citizens, consultant staff and representatives of the steering committee. Appendix B provides detailed information on responses received to the public comment form.



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Public Workshop I (April 8, 2013)

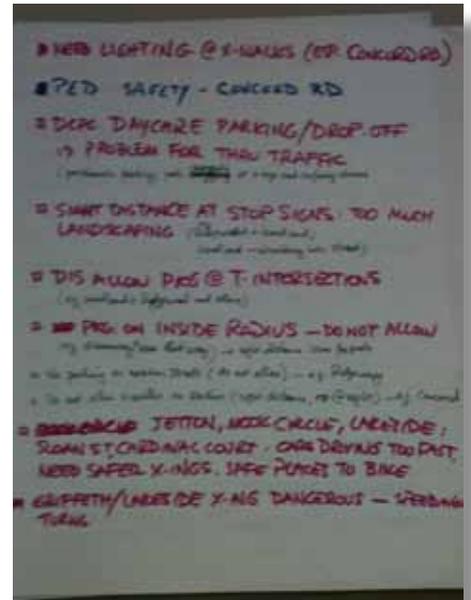
Over 70 people attended the first public workshop, including local residents, college students, Town of Davidson staff, Livability Board members, Planning Board members, and representatives of the Davidson Community on Aging, Ingersoll Rand, the Ada Jenkins Center, Davidson College, Green Davidson, Davidson schools, the Mecklenburg County Health Department, Aging in Place, Davidson Housing Coalition, and the Davidson Lands Conservancy. Key issues discussed included visibility issues, the need for better pedestrian crossings, sidewalk and pedestrian gaps, roundabout safety, bicycle and trail facility needs, and the need for better enforcement against speeding, unlawful bicycling behavior, and jaywalking.

HOA/Neighborhoods Meeting (April 11, 2013)

Residents of Westside, Spinnaker Reach, Grey Road, Davidson Bay, River Run, St. Alban's, McConnell, Davidson Pointe, Summers Walk, downtown, and North Main Street were present at this meeting and the first public workshop (see above). Residents discussed priority walking and bicycling issues in their neighborhoods and within the Town of Davidson as a whole.

Davidson College Meeting (April 11, 2013)

Davidson College faculty, staff, and students were asked to provide input for improving walking and bicycling to, from, and around the college. Main Street establishments and Harris Teeter were identified as the popular walking and biking destinations among Davidson College students. The crosswalks listed as the most heavily used by students were those at Main and Concord, Main and Depot, and Concord and Faculty intersections. Better pedestrian education, driver enforcement, and pedestrian signals are needed at crossings near the college.



Comments received during April 2013 Public Outreach & Engagement Meetings



Input received through the online public comment form, during April 2013 Public Outreach & Engagement Meetings



April 2013 Pedestrian Plan Public Workshops

Schools Meeting (April 11, 2013)

Davidson school staff and parents provided feedback on how to improve the safety of walking and bicycling to Davidson schools. They identified key gaps in the walking and bicycling network around schools as well as safety concerns that need to be addressed so that children can safely walk and bike to school. More sidewalks, improved roundabout safety, traffic calming measures, and crosswalk enforcement were some of the most prevalent suggestions made.

Westside/Seniors Meeting (April 11, 2013)

Residents of Westside and senior attendees identified pedestrian and bicycle challenges and opportunities in their neighborhood. Major pedestrian and bicycle safety concerns include the crossings at the roundabouts and across I-77 to Lake Norman, the lack of sidewalk and narrow road on Potts Street, high pedestrian and motor vehicle traffic on Gamble Street and near the Ada Jenkins Center, and the poor walking environment on Jackson Street. Senior residents suggested that longer crossing signals, greater crossing visibility, and slower traffic speeds are needed in Davidson. There is also a need for more traffic safety education for drivers, bicyclists, and pedestrians.

NCDOT Meeting (April 12, 2013)

Lauren Blackburn, Director of the NCDOT Division of Bicycle and Pedestrian Transportation, provided information on key pedestrian and bicycle resources from NCDOT and how Davidson and NCDOT can work together to complete pedestrian and bicycle projects. Key suggestions made in the meeting are to coordinate on a Watch for Me NC campaign for Davidson, work closely with law enforcement on safety and education campaigns, and for town staff to attend NCDOT Complete Streets training.

Business/DESC Meeting (April 12, 2013)

Local business owners and representatives discussed priority walking and bicycling issues around their businesses and along commercial corridors. They suggested the need for better wayfinding signage and maps in the downtown area, improved pedestrian and bicycle safety along Main Street and at crossings, and better enforcement of drivers yielding at crosswalks and pedestrians using marked crossings.

Ingersoll Rand Meeting (April 12, 2013)

Employees discussed facility improvements that are needed to improve walking and biking conditions to Ingersoll Rand. More sidewalks and trail connections to the campus would provide safe commuter routes for employees.

Boy Scout Troop 58 Meeting (April 23, 2013)

Parents and scouts discussed key barriers and safety concerns for children walking and bicycling. Grey Road and Concord Road were noted to be unsafe to travel along and difficult to cross. While children do use some informal paths to avoid high traffic streets and unsafe crossings, more formal connections are needed between neighborhoods, schools, and downtown.



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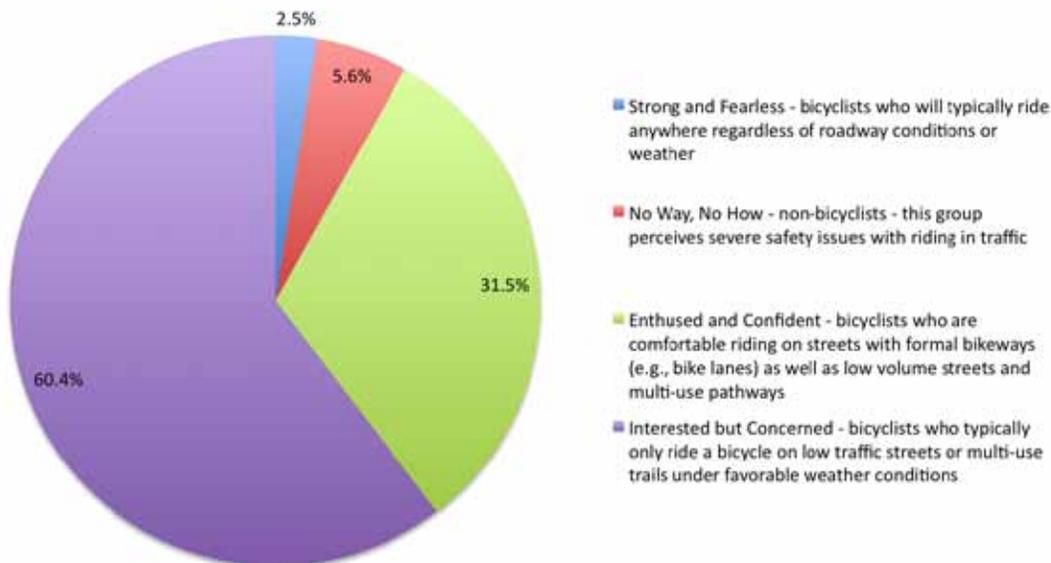
Public Workshop II (May 21, 2013)

Attendees at the second public workshop included local residents, Town of Davidson staff, Livability Board members, planning board members, and representatives from the Davidson Lands Conservancy, Davidson College, Davidson Green, USA Cycling, and local home owners' associations. The consultant team presented planning outcomes and progress made to date. This included the presentation of and public feedback on the community vision and goals for the plan, pedestrian and bicycle network gaps, and project recommendations.

COMMENT FORM RESPONSE SUMMARY

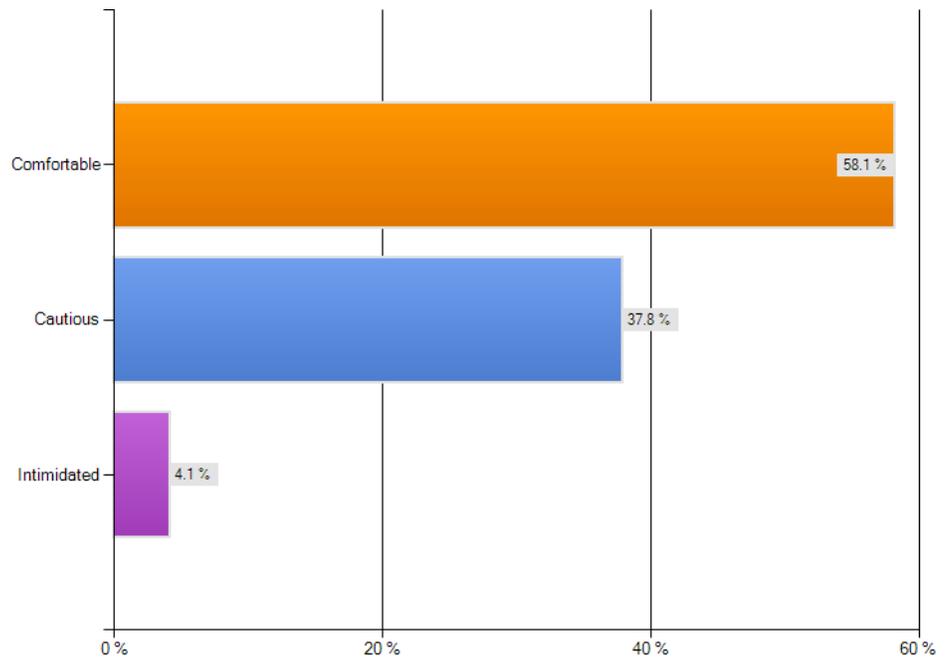
This section presents a brief summary of responses to key questions included in the Davidson Pedestrian and Active Transportation Master Plan public comment form. The survey was distributed to local residents via an online link and responses were recorded throughout the duration of the project. Close to 800 responses were received to the comment form and responses were used to guide the development of the recommended pedestrian and bicycle networks and provided insight into local residents' values and opinions about the project. A full report of the survey results is included in Appendix B of this Plan.

3. For which type of bicyclist should the Davidson bicycle network be designed? (Select one)

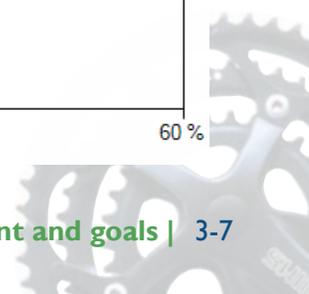
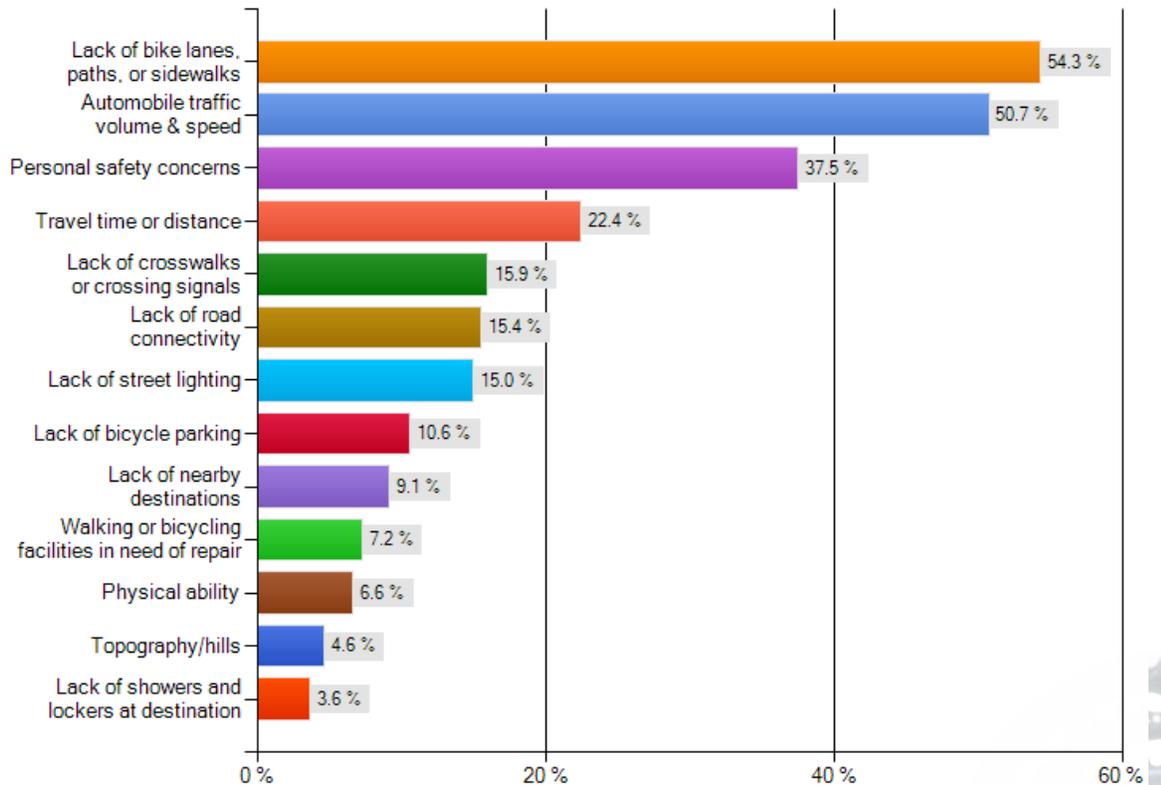




4. How comfortable are you walking on Davidson's roads and streets? (Select one)



5. Which of the following factors prevent you from walking or bicycling more often in Davidson? (Select up to three options)





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9. The 2012 Town of Davidson National Citizen Survey showed that 96% (75% strongly supported) of respondents supported the Town of Davidson funding pedestrian facilities. Please rank the following pedestrian facilities from most desirable (1) to least desirable (3) for major transportation corridors in Davidson.

Please rank the following pedestrian facilities from most desirable (1) to least desirable (3) for major transportation corridors in Davidson

Priority	Facility Type	Ranking Average
1	Sidewalk	1.91
2	Sidepath (shared use path along a roadway corridor)	1.95
3	Greenway (shared use path not along a roadway corridor)	2.13

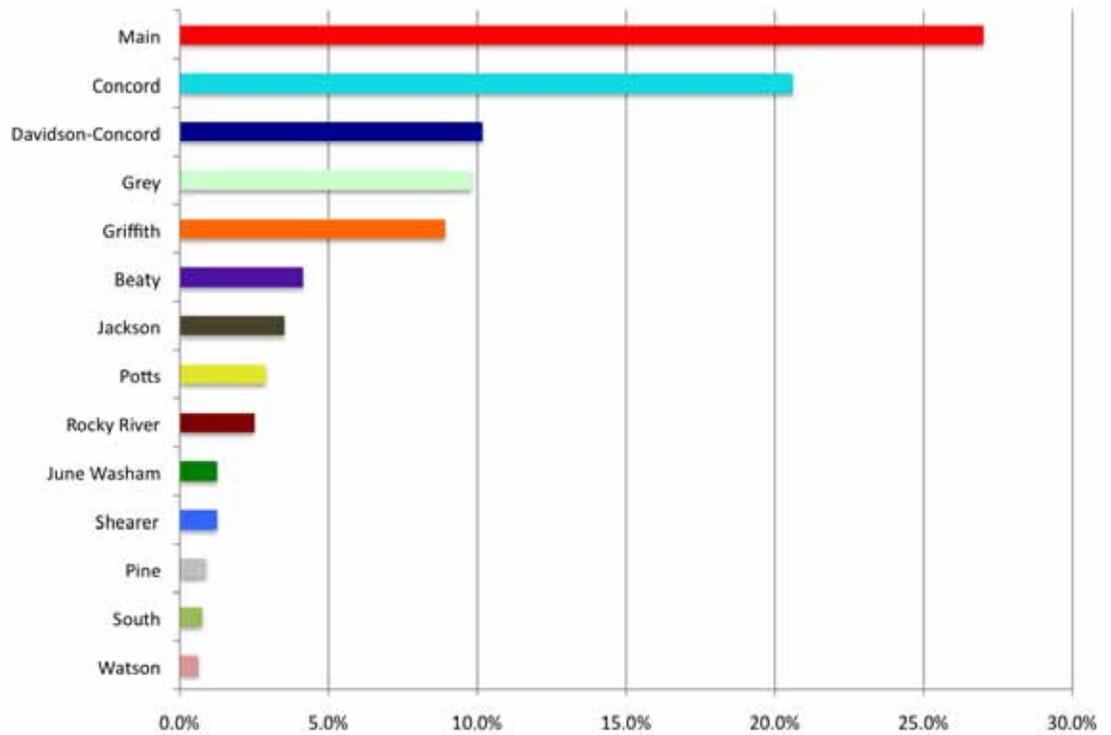
10. The 2012 Town of Davidson National Citizen Survey showed that 88% of respondents supported (59% strongly supported) the Town of Davidson funding bicycle facilities. Please rank the following bicycle facilities from most desirable (1) to least desirable (7) for major transportation corridors in Davidson.

Please rank the following bicycle facilities from most desirable (1) to least desirable (7) for major transportation corridors in Davidson

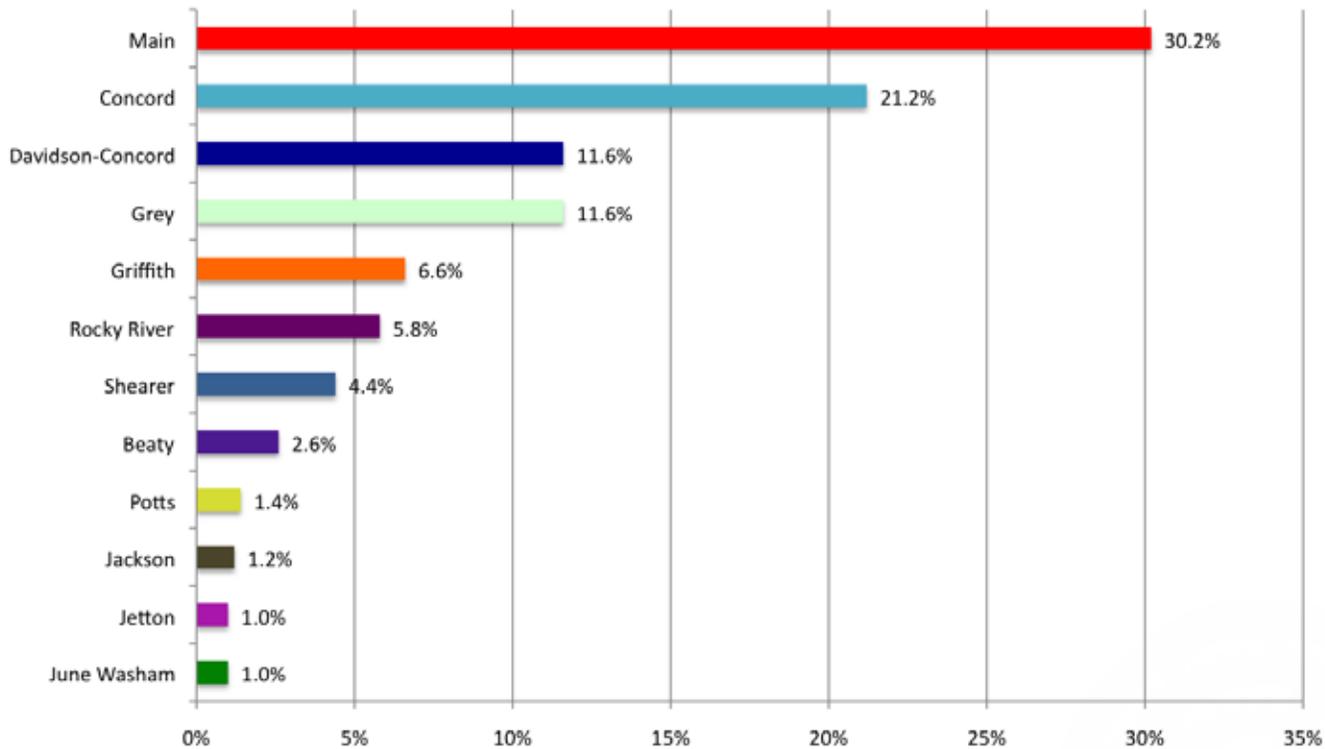
Priority	Facility Type	Ranking Average
1	Buffered bike lane	3.02
2	Separated/protected bikeway/cycletrack	3.22
3	Sidepath (shared use path along a roadway corridor)	3.41
4	Bike lane/shoulder	3.74
5	Greenway (shared use path not along a roadway corridor)	3.78
6	Bike boulevard/quiet street	4.97
7	Shared roadway (no separated facilities)	5.86



12. In your opinion, which two roads in Davidson are most in need of improvements for pedestrians?



20. In your opinion, which two roads in Davidson are most in need of improvements for bicyclists?





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21. Please list any locations in Davidson where bicycle parking is needed.

Top responses included Downtown (15.1%), Main Street shopping (10.7%), Summit Coffee (8.8%), Post Office (8.8%), Farmer's Market (7.8%), and Harris Teeter (7.3%).



The presence of bicycles lined up and locked to each other outside of a destination in Davidson indicates a need for secure bicycle parking.