

Section 2

Performance Based Planning

PERFORMANCE BASED PLANNING

Regional Vision

Throughout the month of March 2014, WFMPO staff conducted a series of focus group meetings with specific cross sections of the community. The purpose of these workgroups was to narrow down and define current and future transportation challenges and to find opportunities for improvement. The focus group meetings also helped staff prepare insightful and thought provoking materials for the two general public meetings held in May of 2014. The input received from the focus group workshops and the public meetings helped WFMPO staff create a new regional vision for the MPO's metropolitan planning area.

Within the focus group workshops, WFMPO staff identified seven key areas where transportation remains a challenge. The focus group meetings consisted of a wide variety of professionals and stakeholders from the public and private sectors that operate within these areas, which are Social Services/Special Needs, Elderly/Assisted Living, Medical/Health Care, Education/Youth, Recreation/Entertainment, and Key Employers. WFMPO staff provided workshop attendees with transportation surveys and other informational materials to aid in the discussion. WFMPO staff asked the participants to identify trends in their particular field of work that might lead to significant changes in how people use transportation in the year 2040. Other questions that WFMPO staff asked during the workshops included (1) how would you improve transportation within the MPO area, (2) what are some of the greatest problems facing transportation in the region, and (3) can you give us specific examples of local transportation issues that WFMPO needs to address.

Building upon the information received from the focus group meetings, staff put together two charrettes for the public to attend in May 2014. The MPO held the charrettes on May 6 and May 13. This gave local stakeholders and residents the opportunity to participate in the metropolitan planning process. WFMPO staff provided meeting attendees with an aerial map of the region, a land-use map indicating current infrastructure on the ground, a set of markers and chips for identifying future land-use improvements, roads, bridges, hike and bike trails, town centers, freight corridors, and transit routes. Attendees also received project nomination forms, comment sheets, and a paper copy of the on-line transportation survey. MPO staff asked each attendee to complete the transportation survey before leaving the meeting. Attendees marked up the maps and indicated where they felt future transportation and land-use improvements would, or should, take place over the next 25 years.

MPO staff digitized the information from the maps, compiled the comments, and began the task of looking for trends and common themes among all of the participants. Although MPO staff received comments on almost every mode of surface transportation, the number one topic of discussion was clearly the area transit system. Bicycle and pedestrian trail infrastructure also received a significant amount of attention while the remaining modes of surface transportation – automobiles and trucking – rounded out the overall input received from the public.



SECTION TWO

After analyzing all of the public inputs, MPO staff formulated a vision statement that reflected the desires, wants, and needs of area stakeholders and the public in general. The vision statement takes into consideration that while the WFMPO planning area shares some common goals and objectives with its counterparts across the state, there are still characteristics about the Wichita Falls region that make it unique and individual. MPO staff carefully designed the goals and objectives needed to support the vision statement. In accordance with MAP-21 guidelines, MPO staff created performance measures, with targets, for each objective to aid in the accomplishment of the goals. The Wichita Falls vision statement is as follows:

To work with area stakeholders, citizens, and other interested parties to build and maintain a safe and secure transportation system that promotes the unique character of its communities, neighborhoods and business districts, creates attractive and sustainable destinations, improves property values, preserves the environment, reduces traffic congestion and offers more transportation choices for everyone.

Goals, Objectives, and Performance Measures

Area stakeholders and citizens shared their thoughts, comments, and opinions with WFMPO through a variety of meetings, workshops, and surveys during the information-gathering phase of the MTP update. Based on the input received from these interactions, WFMPO created the following sets of goals and objectives designed to promote the regional vision. In order to track progress towards the goals, the MPO developed realistic and attainable performance measures for each objective as prescribed under the guidance of MAP-21 legislation.

Goal 1: Provide more transportation choices for everyone

- Objective: Expand and improve the Wichita Falls Transit System
 - Performance Measure 1.1: Recalculate total route coverage inside Wichita Falls City limits
 - Target: expand route coverage where possible
 - Performance Measure 1.2: Conduct ridership survey to determine level of need for an after-hours shuttle service for food, hotel, and service industry workers
 - Target: Determine number of riders needing afterhours service
 - Performance Measure 1.3: Conduct ridership survey of persons using transit to access the downtown medical district.
 - Target: Create a centralized sub-route that circulates between the medical district, the mental health clinics, and the crisis centers.
 - Performance Measure 1.4: Inventory the WFTS intelligent transportation system infrastructure and determine the need for additional equipment

- Target: Invest in intelligent transportation infrastructure such as smartphone applications, voice annunciators, GPS tracking systems, and on-board internet service
- Objective: Improve regional transit interconnectivity in a collaborative and cooperative manner
 - Performance Measure 1.5: Identify obstacles to smooth and efficient transfers between area transit and transportation providers
 - Target: Establish a coalition of area transit and transportation providers that can work together to eliminate or mitigate the problems that passengers encounter during transfers from one transit/transportation system to another.

Goal 2: Create vibrant, livable places that supports local businesses, builds sustainable communities, and improves the quality of life for all residents

- Objective: Identify locations for use in retail and commercial business development and for future public recreation
 - Performance Measure 2.1: Create an inventory of current and potential places where people want to shop, work, and play
 - Target: Spur development of walkable, livable and bikeable communities that will attract key demographics wanting to live where housing, jobs and entertainment are all easily accessible, affordable and convenient.
- Objective: Identify locations within the WFMPO area that have the potential for revitalization, synergistic outcomes and/or refurbishment of existing infrastructure.
 - Performance Measure 2.2: Map all of the parcels having the potential to create “place destinations” and “outdoor rooms” and other public spaces based on the unique attributes of the business district or neighborhood.
 - Target: Create “place destinations” and “outdoor rooms” and other public spaces through the application of place-making elements such as awnings, galleries, active building frontages, streetscapes, protective enclosures, and screened parking lots.
- Objective: Create interesting places where people feel welcome and happy, improves property values, reduces traffic and preserves the countryside.
 - Performance Measure 2.3: Make connections between places utilizing the principles of Complete Streets and Smart Growth, mixed-use site plans for vacant land, multi-use trails, and corridors of green space that incorporate transportation.
 - Target: Create quality public spaces that are close to cultural and civic amenities. Establish connections to nature that are accessible on foot. Offer alternative transportation choices so that people can reduce household automobile costs. Build housing that connects to all of these amenities and promotes walkability, bikeability and livability.

Goal 3: Increase the safety and security of the transportation network

- Objective: Reduce the number of automobile crashes and fatalities on our existing transportation system
 - Performance Measure 3.1: Establish a 2015 baseline of automobile related accidents and fatalities of all the major intersections across the WFMPO area.
 - Target: Utilize techniques, strategies, and technologies to reduce accidents and fatalities annually over the next five years.
- Objective: Target and improve areas of risk for bicyclists, pedestrians, and other forms of non-motorized transportation
 - Performance Measure 3.2: Map areas of high accident risk to non-motorized transportation users.
 - Target: Implement strategies, plans, and programs, along with changes and improvements to infrastructure, that will help protect non-motorized transportation users.

Goal 4: Maintain and build an efficient, highly mobile transportation system

- Objective: Address congestion problems before they become unmanageable
 - Performance Measure 4.1: Model the areas of heaviest congestion within the WFMPO area
 - Target: Implement strategies, plans, and programs, along with changes and improvements to infrastructure that will reduce congestion annually over the next five years.
- Objective: Incorporate Context Sensitive Solutions and Complete Streets principles into all surface transportation projects
 - Performance Measure 4.2: Continue to include the public in the preliminary scoping phase of a project thereby achieving desirable outcomes for all stakeholders.
 - Target: Communicate with all stakeholders openly, honestly, early, and continuously. Preserve scenic, aesthetic, historic, and environmental resources while maintaining safety and mobility. Clearly define the purpose of the project and gain consensus on the scope before proceeding.
- Objective: Methodically and objectively prioritize projects that will produce the greatest return on public investment dollars
 - Performance Measure 4.3: Increase project selection success by utilizing the Long-Range Project Readiness Plan to match up MTP projects with limited state and federal funding.
 - Target: Annually tabulate the number of WFMPO prioritized projects let for construction, or completed, and report the dollar amounts spent.

Goal 5: Find new sources of revenue to complete more projects

- Objective: Move more projects from the Metropolitan Transportation Plan project list into the Transportation Improvement Program
 - Performance Measure 5.1: Increase the number of fiscally constrained Transportation Improvement Program (TIP) projects through alternative financing methods
 - Target: Compete for funds from the Transportation Infrastructure Finance and Innovation Act (TIFIA), Grant Anticipation Revenue Vehicles (GARVEE) program, Private Activity Bonds (PAB), and State Infrastructure Banks (SIB) to fund local and regionally significant transportation projects