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A Park Bench Located in a Commons



Figure 4.1: Wichita Falls is Fortunate to have Numerous Grand Avenues that Embody the Vision of this Plan



INTRODUCTION

In Chapter one, the discussion on the Transportation Equity Act for the Twenty-First Century (TEA-21) provided the seven basic principles upon which Metropolitan Transportation Planning should be based. These seven basic principles outline what is important to planning for the transportation needs of any community, great or small. However, when they are examined, it becomes clear that at their cores they seek to improve the conditions for members of communities. Therefore, these principles, repeated below, were used as the starting point for developing the Wichita Falls Metropolitan Transportation Plan (MTP) vision, goals, objectives, and strategies.

TEA-21 PRINCIPLES

1. Support the economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity, and efficiency;
2. Increase the safety and security of the transportation system for motorized and non-motorized users;
3. Increase the accessibility and mobility options available to people and for freight;
4. Protect and enhance the environment, promote energy conservation, and improve quality of life;
5. Enhance the integration and connectivity of the transportation system, across and between modes, for people and freight;
6. Promote efficient system management and operation; and
7. Emphasize the preservation of the existing transportation system.

VISION

The vision for the Wichita Falls MTP is to provide, for this community, real transportation options that service the needs of its people and visitors, recognizing diversity of need for multiple modes that support economic vitality, protect cherished resources, maximize efficiencies, but do not jeopardize achievements in safety or compromise quality of life.

GOALS

These goals expand on the theme of the vision statement. Because the Metropolitan Planning Organization (MPO) envelops several communities and unincorporated areas, the goals needed to address regional issues and needs, but they also should provide ways to facilitate the aspirations of a diverse area. Therefore, the goals outline the regional perspective of the MTP, supporting the economic, cultural, and environmental priorities of the metropolitan region.

To enable the pursuit of the goals, each one is accompanied by objectives that are based on the TEA-21 principles. The seven goals listed below are intended to be dependent vistas of the overall vision, windows on the themes acknowledged by the vision. More than being the headlines for supporting objectives, the goals point back to the TEA-21 principles and the vision statement. The objectives within each are then the vehicles to meet the goals. These goals are not in any order and all have equal weight. They should each be considered when making transportation-planning decisions.



OBJECTIVES

Goal 1: Ensure that people and goods can move in, through, and around Wichita Falls without negative delays.

Goal 1 enabling objectives are:

- Achieving a level of mobility throughout Wichita Falls that lets people and freight that need to stay and those that need to leave or pass through the metropolitan region do so successfully; and,
- Developing a system of roads and transportation corridors that minimize negative interaction between freight and personal travel

making Wichita Falls metropolitan region transportation planning and implementation successful

Goal 3: Bring to our roads a safe and comfortable atmosphere of travel for all users.

Goal 3 enabling objectives are:

- Taking on a thought process that sees safety as a critical element in developing Wichita Falls metropolitan region’s transportation system; and,
- Working with concerned groups and individuals to target and improve areas of risk for pedestrians, bicyclists, and other non-motorized forms of transportation so that free movement is accessible to all

Goal 4: Make sure that the money that goes into taking care of existing roads and building new roads in Wichita Falls is well spent and properly prioritized.

Goal 4 enabling objectives are:

- Recommending improvements and solutions that meet or foresee needs; and,
- Looking at long-term costs, benefits, and cumulative impacts, to social and environmental receptors, of immediate decisions

Figure 4.2: Traffic on Iowa Park Road at IH 44

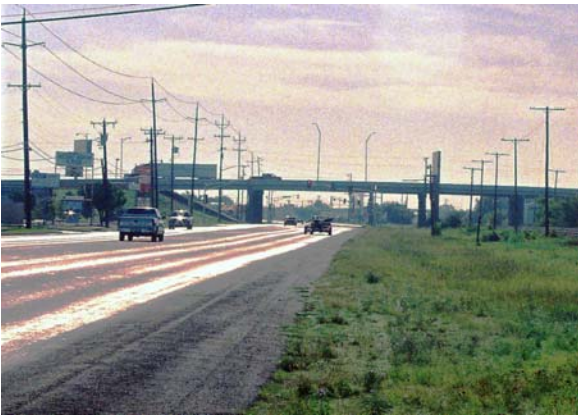


Figure 4.3: The Big Wichita River



Goal 2: Work to avoid a transportation facility in Wichita Falls that could hurt the environment, damage our historic and cultural resources, or weaken our quality of life

Goal 2 enabling objectives are:

- Concentrating on transportation improvements and solutions that reduce or prevent damage to the environment, heritage properties and areas, and neighborhoods;
- Prioritizing projects that respect the unique identities and qualities of the neighborhoods, communities, and rural areas of the metropolitan region;
- Pursuing transportation programs that enhance local beauty, viewscapes, and/or areas of potential awe and wonder; and,
- Finding ways to have people and organizations become partners in



Figure 4.4: Graceful Streets Instill Pride in Residents



Goal 5: Provide for the people and businesses of Wichita Falls, as well as those who travel through the metropolitan region, a system of movement that seamlessly integrates for various needs.

Goal 5 enabling objectives are:

- Remembering that some of the trips that use Wichita Falls’ roads and highways are not to benefit Wichita Falls, and sometimes these trips can create congestion and sometimes they can be made to benefit Wichita Falls metropolitan region;
- Remembering also that a comprehensive transportation program invests equitably in all types of transportation, maintenance, and new strategies throughout the metropolitan region;
- Enhancing connectivity to outside commercial centers by improving intermodal access to ports, rail, airport, and truck facilities;
- Developing a transportation system that minimizes the time and total cost of moving people and goods, allowing the metropolitan region’s economy to thrive;
- Influencing land use policies to improve access to jobs, services and housing to everyone in the metropolitan region;
- Improving access to goods, jobs, services, housing, and other destinations; provide mobility for people and goods throughout the region, in a safe, affordable, efficient and convenient manner; and,
- Finding methods to improve transportation system efficiency before increasing transportation capacity

Goal 6: Develop excellent transportation links with our surrounding communities and rural areas.

Goal 6 enabling objectives are:

- Cooperating with other communities on transportation priorities;
- Adopting congestion management and mitigation programs; and
- Keeping maintenance a high priority in transportation planning

Goal 7: Make our Wichita Falls a place whose appearance we can be proud of and visitors will envy

Goal 7 enabling objectives are:

- Using design elements to improve the aesthetic quality of the metropolitan region, particularly urbanized areas;
- Finding ways to encourage redevelopment and infill development with mixed land uses and higher densities to enhance transportation alternatives;
- Recommending that new development projects feature compact, pedestrian-oriented land uses;
- Consciousness to reduce the impacts it has on environmental, social, and cultural resources; and,
- Implementing a public information and education program teaches – from youth to elderly – the consequences of travel choices and care of transportation facilities.

Figure 4.5: Sikes Senter is a Major Employer in Wichita Falls



