

Goal Setting Process


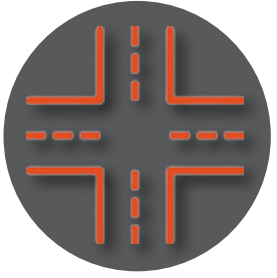




The Decorah steering committee presented what they learned from the TAB assessment, survey, and bioregional information to the landscape architects. The committee then identified goals and values. The goals are based on the information from the assessments. Each committee member also included reasoning for improvements around town and highlighted specific programming needs for areas of concern to them.



The landscape architects organized programming themes for the city of Decorah using the goals identified by the steering committee. Greater importance was given to goals that were highlighted in discussions and/or repeated by individuals during the goal setting meeting.

Decorah Goal Setting

Combined Results from Transportation Behavior and Needs Survey and Steering Committee Goal Setting Meeting

Community Values/Themes Based on Assessments	Steering Committee Tally	Broad-Based Outcomes & Goals	Why Change Anything?	What Exactly and Where?
Accessibility and Connectivity 	III	Complete sidewalk system and safe crossings Designated biking routes Enhanced trail connections into downtown Trail connections between parks Increased accessibility for seniors	<ul style="list-style-type: none"> Encourage walking Increase safety Bring trail users into downtown to stimulate local businesses Enhance recreation opportunities 	<ul style="list-style-type: none"> Depot outlet store Ice Cave Rd. Phelps Park Dry Run Creek
Intersection Safety 	IIII	Improved visibility Safe pedestrian and bike crossings Safe routes to school Enhanced streetscape with pollinator habitat	<ul style="list-style-type: none"> Encourage walking in areas previously viewed as challenging Increase safety Improve street aesthetic Reduce heat-island effect 	<ul style="list-style-type: none"> Heivly St. and Claiborne Dr. Heivly St. and State St. Broadway St. and Winnebago Broadway St. and Oak St. Montgomery St. and C Miller Dr.
Traffic Calming 	IIII I	Slow traffic Shared or mixed-use paths Safe pedestrian and bike crossings Safe routes to school	<ul style="list-style-type: none"> Encourage walking in areas previously viewed as challenging Increase safety Improve walking and cycling experience 	<ul style="list-style-type: none"> Montgomery St. 5th Ave.
Way-finding and Branding 	II	Comprehensive update Unified signage system Signage visibility for all modes of transport	<ul style="list-style-type: none"> Defined city identity Increase accessibility to areas of interest for tourists and those unfamiliar with the area 	<ul style="list-style-type: none"> Uniformity and distinct hierarchy throughout the city
College Drive Improvements 	IIII I	Traffic calming and safe intersections Shared-use paths Enhanced streetscape with pollinator habitat Improved way-finding to areas of interest	<ul style="list-style-type: none"> Increase safety Improve street aesthetic Reduce heat-island effect Manage stormwater 	<ul style="list-style-type: none"> From intersection of College Dr. and Locust Rd. to College Dr. and 5th Ave. Municipal swimming pool College Dr. and Water St.
Heivly Street Improvements 	IIII I	Traffic calming and safe intersections Safer routes to school Complete sidewalk system and safe crossings Enhanced streetscape with pollinator habitat Organize street structure and reduce road size	<ul style="list-style-type: none"> Increase safety of this primary school route Reduce heat-island effect Manage stormwater Improve way-finding 	<ul style="list-style-type: none"> From intersection of Heivly St. and State St. to Heivly and Claiborne Dr.

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