

A woman wearing a light blue long-sleeved shirt, dark blue jeans, and a bright cyan helmet is looking at a large digital map display. The map shows a city street grid with various colored lines and markers. The woman is standing next to a bicycle-sharing station, with a black bicycle frame and handlebars visible in the foreground. The background shows green trees and a clear sky. The overall scene is outdoors and brightly lit.

CHAPTER 5

# GOALS AND OBJECTIVES

BOSTON

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An important component in determining the feasibility of a bike share program is to understand the program’s role in the community, decide what benefits are considered most valuable, and determine what will be considered a successful system. A preliminary set of system goals and objectives were developed based on feedback received from key local/regional stakeholders and the general public. This set was further refined through discussions with representatives from the City and DeIDOT. A final set was developed and summarized in **Table 2**.

The goals and objectives reiterate the priority of getting more people on bicycles, focusing on a system that is accessible and affordable to most, and helps the City become more sustainable. In designing the system, mobility, transportation and equity should be the top focus, while ensuring that the system also supports the City’s economic development and regional competitiveness goals.

**Table 2 - Proposed Goals and Objectives**

Goal	Objectives
<p><b>Livability &amp; Economic Competitiveness</b></p> <p>Develop an innovative transportation system that improves Wilmington’s livability and economic competitiveness.</p>	<p>Attract and retain talent for the City’s employers and raise the attractiveness of Wilmington for business investment and tourism.</p> <p>Improve public health outcomes by maximizing ridership and increasing the share of bicycling and walking in the community as part of a healthy lifestyle.</p> <p>Optimize the number of destinations that can be served by a bike share system with a focus connecting neighborhoods and destinations.</p> <p>Implement a system that can be regionally scaled throughout the State, pending funding availability.</p>
<p><b>Social &amp; Geographic Equity</b></p> <p>Provide a system that is accessible to a broad cross-section of Wilmington’s population.</p>	<p>Ensure that bike share is an affordable transportation option competitive and complementary to other modes.</p> <p>Expand the geographic coverage of the operating service area to include various communities around the City.</p> <p>Provide a system that engages and serves users in minority and low-income communities and can help improve their access to jobs, recreation and healthy nutrition.</p> <p>Utilize existing partnerships to leverage programmatic outreach and marketing to different minority and low-income communities.</p>
<p><b>Improve Quality of Life through Bicycling</b></p> <p>Enhance the quality of life by supporting bicycling as a healthy, convenient, and environmentally-friendly transportation mode that helps relieve congestion.</p>	<p>Implement a system that can serve as a catalyst for increased investments on bicycle infrastructure throughout the City.</p> <p>Create a system that relieves traffic congestion by enabling bicycling for work, shopping and recreation, and serves as a complement to transit by serving as a first and last-mile option.</p> <p>Increase bicycling throughout Wilmington by providing easy access to bicycles for people who may be interested in riding, but do not have access to a bicycle.</p> <p>Provide residents and visitors with a safe transportation option that promotes active, healthy living and increases awareness and visibility of bicycling as a viable transportation mode.</p>

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