Community Development Department
222 Lewis Street
River Falls, WI 54022
715.425.0900
www.rfcity.org

BIKE AND PEDESTRIAN AD HOC STEERING COMMITTEE
April 6, 202, at 6:30 p.m.
City Hall- Training Room
222 Lewis Street River Falls, WI 54022

AGENDA

6:30 CALL TO ORDER

APPROVAL OF AGENDA/MINUTES
January 5, 2022 Meeting Minutes

PUBLIC COMMENTS

ACTION ITEMS

DISCUSSION ITEMS

1. Introductions
2. Community Input on Focus River Falls
3. Vision & Guiding Principles
4. Initial Assessment of Biking and Walking Environment
5. Next steps

NOTE: Any person who has a qualifying disability as defined by the Americans with Disabilities Act that requires the meeting or materials to be in an accessible location or format, may contact City Clerk Amy White at (715) 426-3408 or in person at 222 Lewis Street, for accommodations. Requests for accommodations should be made at least three (3) business days in advance of the meeting. Every effort will be made to arrange accommodations.

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MINUTES
BIKE AND PEDESTRIAN STEERING COMMITTEE KICKOFF
JANUARY 5, 2022, at 6:30 pm
CITY HALL TRAINING ROOM & REMOTE

Members Present: Alyssa Mueller, Joe Haselman, Joe Wolf, Kent Kittleson, Isaac Curtis, Sue Goblirsch, Anna Zalusky

City Staff Present: Sam Burns (Planner), Emily Shively (City Planner), Amy Peterson (Community Development Director), Mike Noreen (City Forester & Sustainability Specialist)

Consultants Present: Maria Wardoku and Will Curran-Groome (Alta Planning + Design)

CALL TO ORDER
Meeting convened at 6:30p.m.

APPROVAL OF MINUTES

PUBLIC COMMENTS – Non-Agenda Items
No members of the public were present

DISCUSSION ITEMS

1. The comprehensive plan process- Maria Wardoku opened the meeting and welcomed the committee members to the kickoff event. To start the meeting, members were asked to draw a "mind map" of River Falls and to think about what first came to mind when thinking about the community. Committee members and staff went around and began to introduce to themselves to the group and state their interests and expertise. The consultants then gave a rundown of the comprehensive planning process and provided some background information of the comprehensive plan and the outdoor rec and how it affected the bike and pedestrian planning process. They also provided information as to what the actual finished product will look like.
2. Preliminary feedback – The consultants led an activity where committee members were asked a series of questions and provided feedback via a "Jam board" an online tool where members were able to pool answers and provide community insight. This was an effort to collect information on existing conditions and identify obvious gaps in the bike/ped network.

ACTION ITEMS

Committee members were encouraged to think about their own personal networks and ways they would look to engage them in the comprehensive planning process.

Members were informed of the upcoming kickoff meeting and asked to attend if able

CALENDAR
The date of the next Bike and Ped Steering Committee will be determined by the work status of the consultants.

ADJOURNMENT

Meeting adjourned at 7:56 PM

CITY OF RIVER FALLS BIKE AND PEDESTRIAN PLAN

Bike and Ped Committee Meeting

Wednesday, April 6, 2022

TODAY'S AGENDA

1. Community Input on Focus River Falls
2. Vision & Guiding Principles
3. Initial Assessment of Biking and Walking Environment
4. Next Steps

Relevant Community Vision Statements

- In 2040, River Falls will be a community that is known for our **Sustainable Living.**
- In 2040, River Falls will be a community that is known for our **Vibrant Downtown.**
- In 2040, River Falls will be a community that is known for our **First Class Outdoor Recreation.**
- In the future, River Falls will celebrate **Quality of Life** by investing in its **Infrastructure.**
- In the future, River Falls will celebrate **Health** by investing in its **Bike Trails.**
- In the future, River Falls will celebrate **Sustainability** by investing in its **Green Infrastructure.**

Concerns/Issues for the Future of River Falls

- Sidewalk and Trail Infrastructure (Ranked #2):
  - Desires for improved bicycle and pedestrian infrastructure, including increased safety, a more connected network, additional infrastructure.
- Downtown (Ranked #6):
  - Desires to maintain and enhance a vibrant downtown without losing the character.

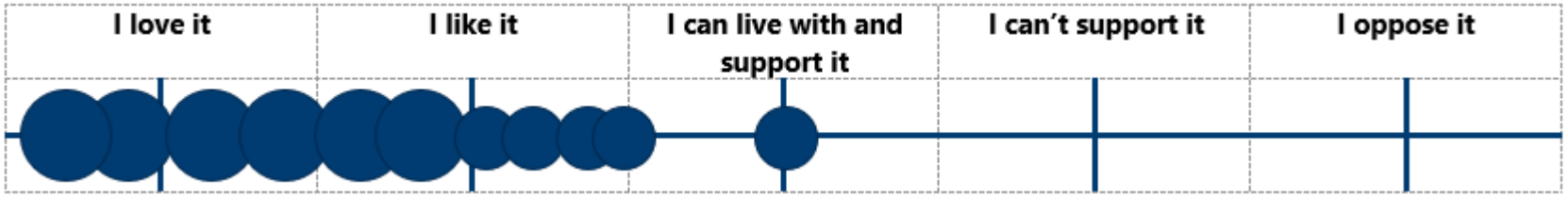
Transportation Preferences

How do you currently move?	What is your desired way to move?
1 Personal Vehicle – Travel Alone	1 Walk
2 Walk	2 Bike
3 Bike	3 Personal Vehicle – Travel Alone
4 Personal Vehicle Carpool	4 Public Transportation (Taxi)
5 Public Transportation (Taxi)	5 Personal Vehicle – Carpool
6 Other	6 Ride Share Service
Ride Share Service	7 Other

Bicycle and Pedestrian Plan Vision

Walking and biking are comfortable modes of transportation that connect people of all ages and abilities to one another and to everyday destinations via safe, accessible infrastructure.

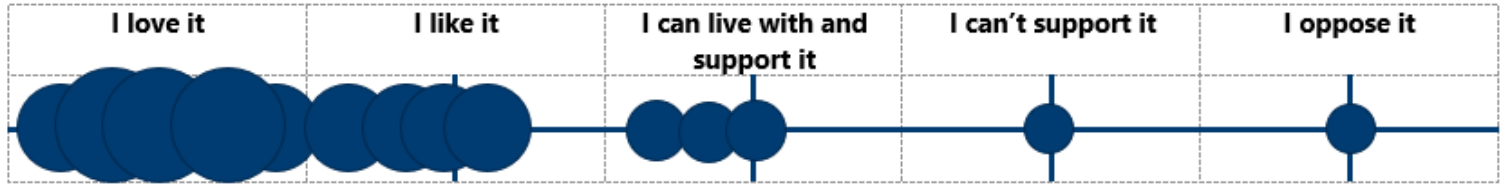
Community Input: Vision Statement



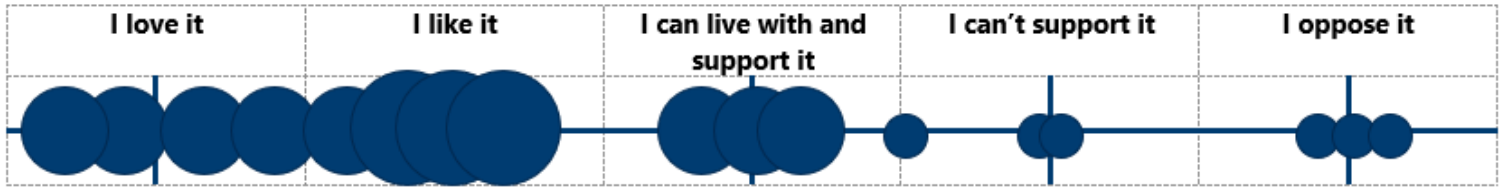
Bicycle and Pedestrian Plan Guiding Principles

- Accessibility

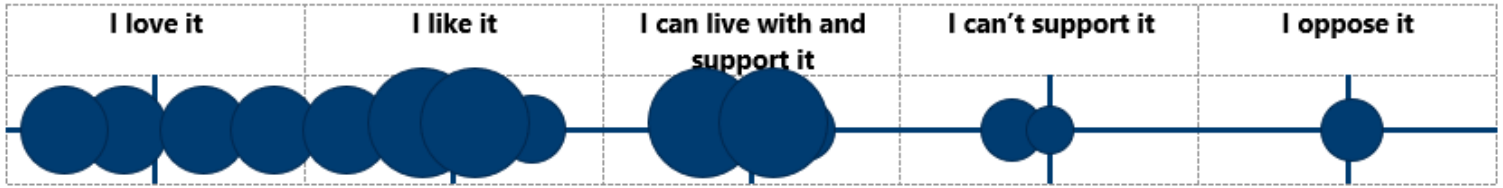
- Connectivity



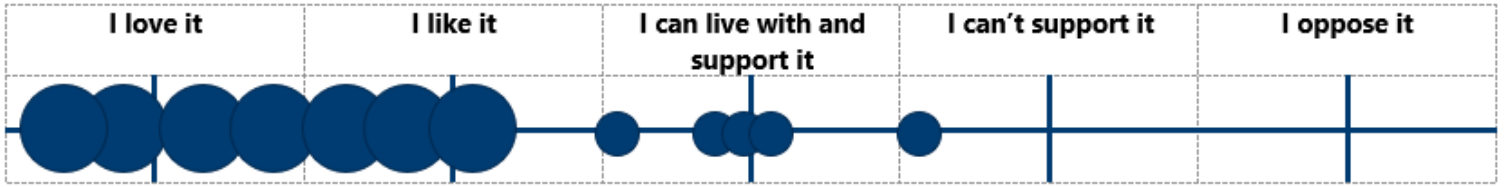
- Health & Safety



- Sustainability



- Economic Vitality

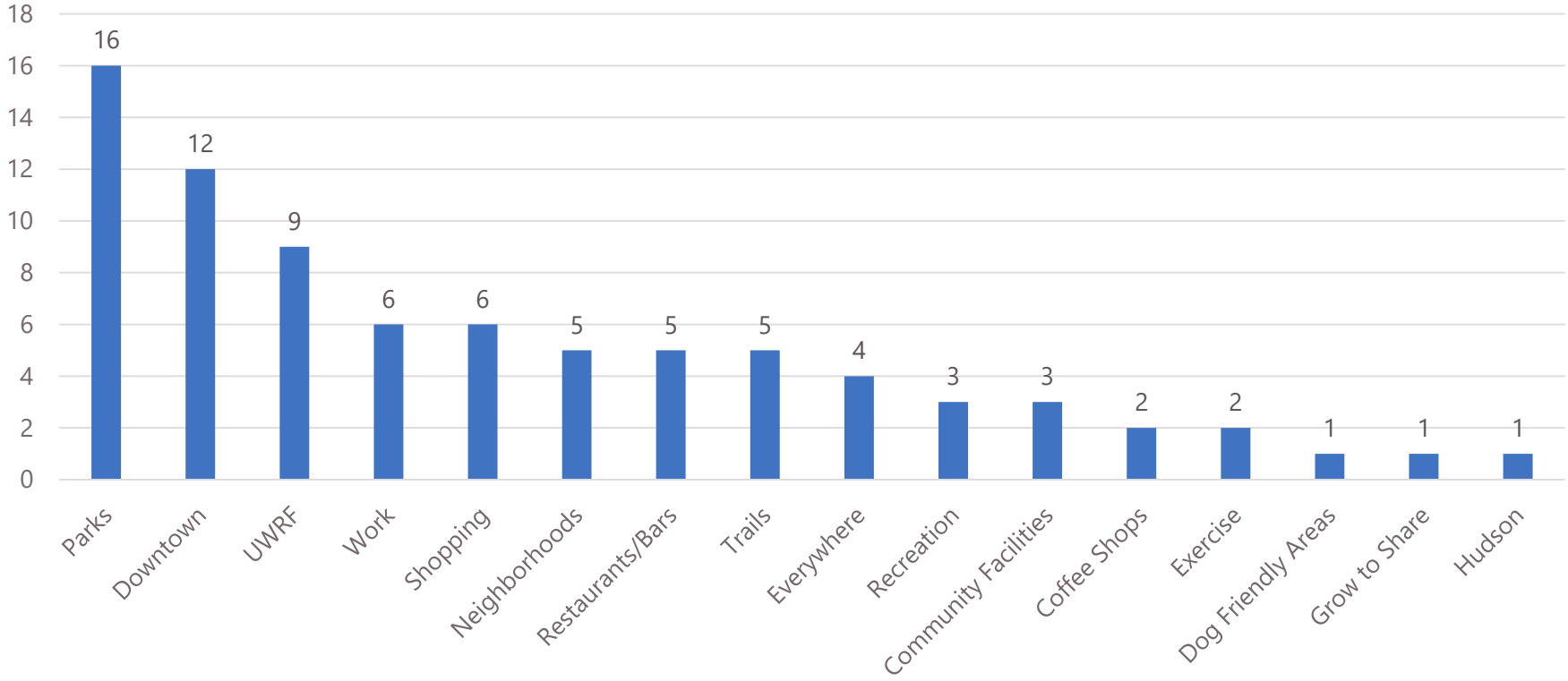


Live Work Play Overview

Determines where demand for walking and biking is likely to be high

- Live
- Work
- Shopping
- Parks and trails
- Civic destinations

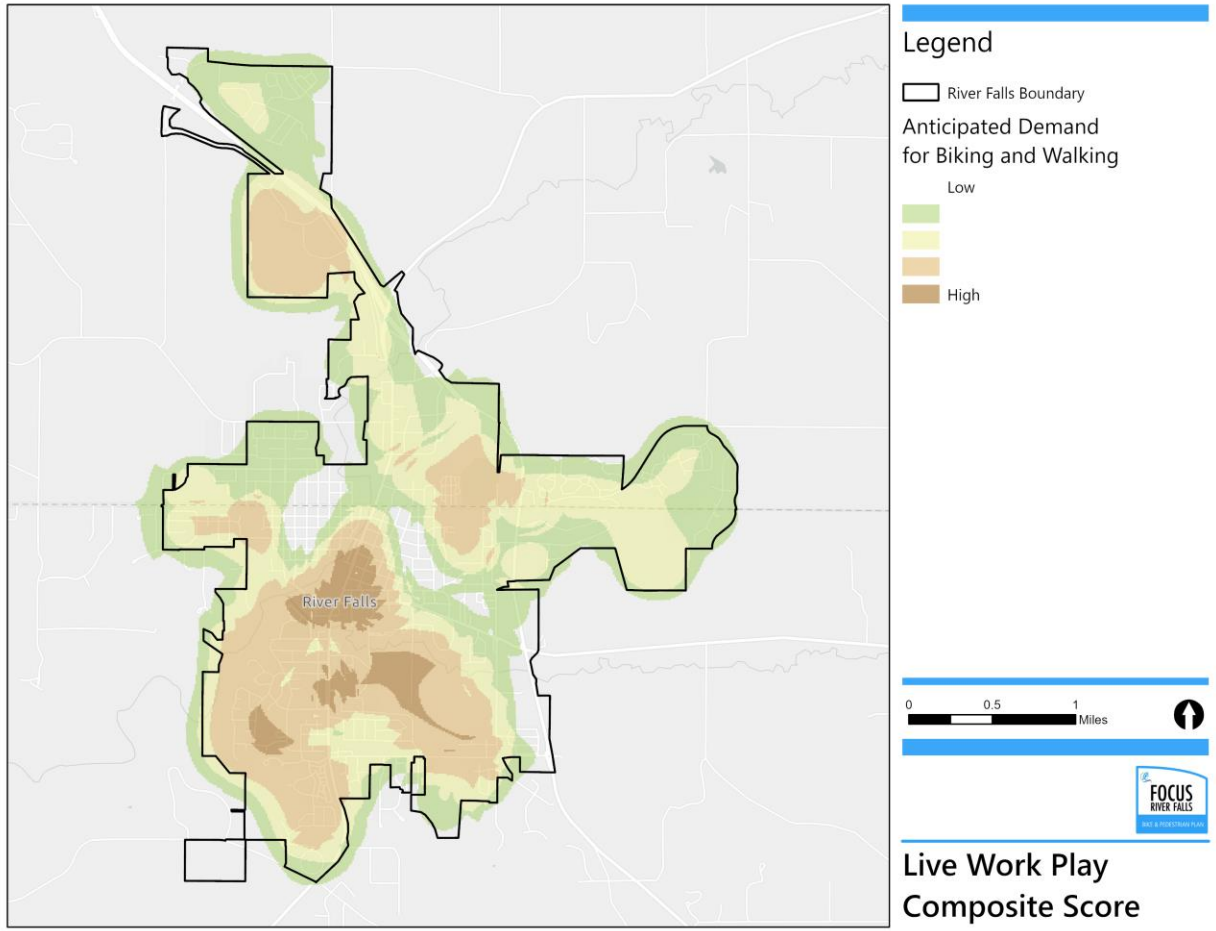
What destinations do you currently walk or bike to?
(Open House and Survey Response)



Live Work Play

Composite

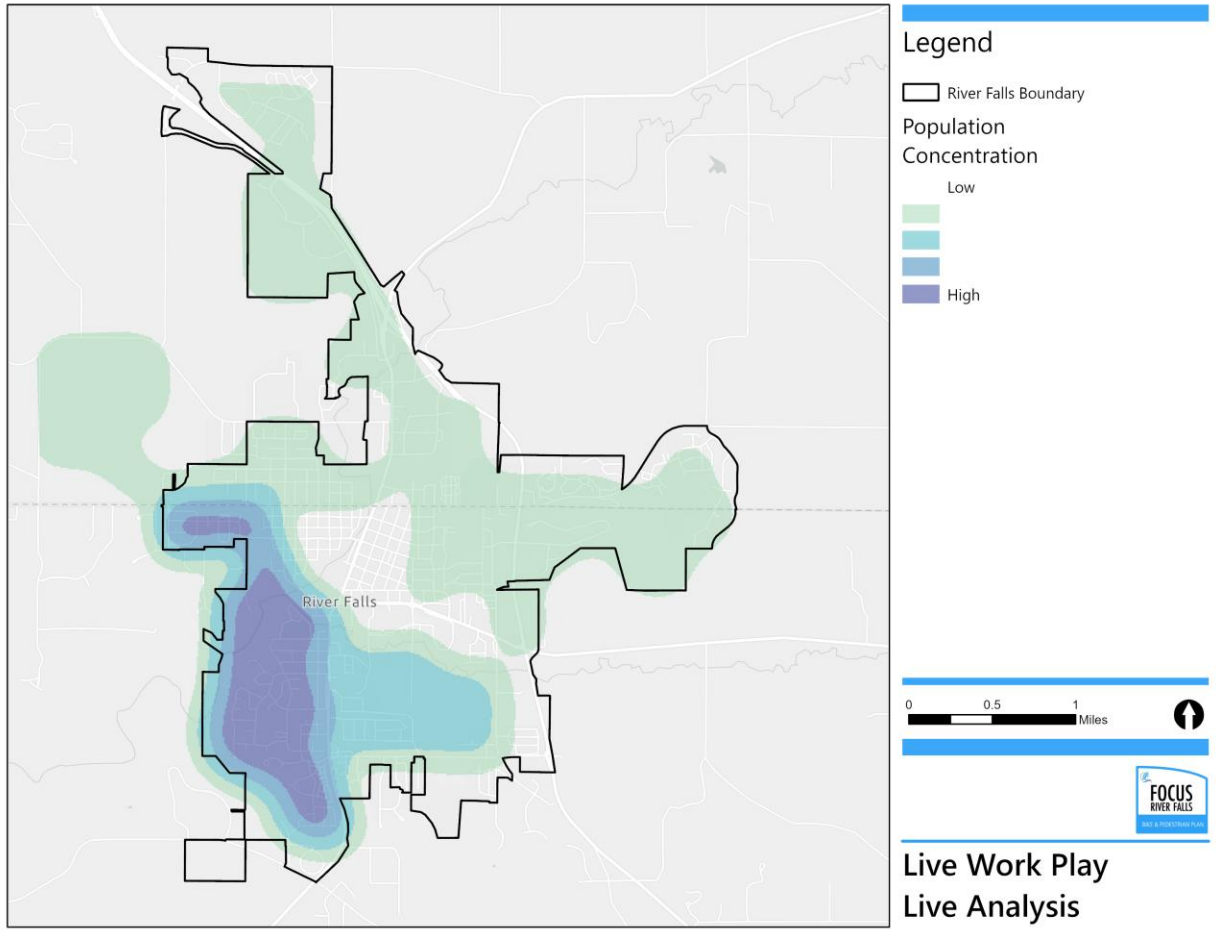
- Live
- Work
- Shopping
- Parks and Trails
- Civic Destinations



Live Work Play

Live

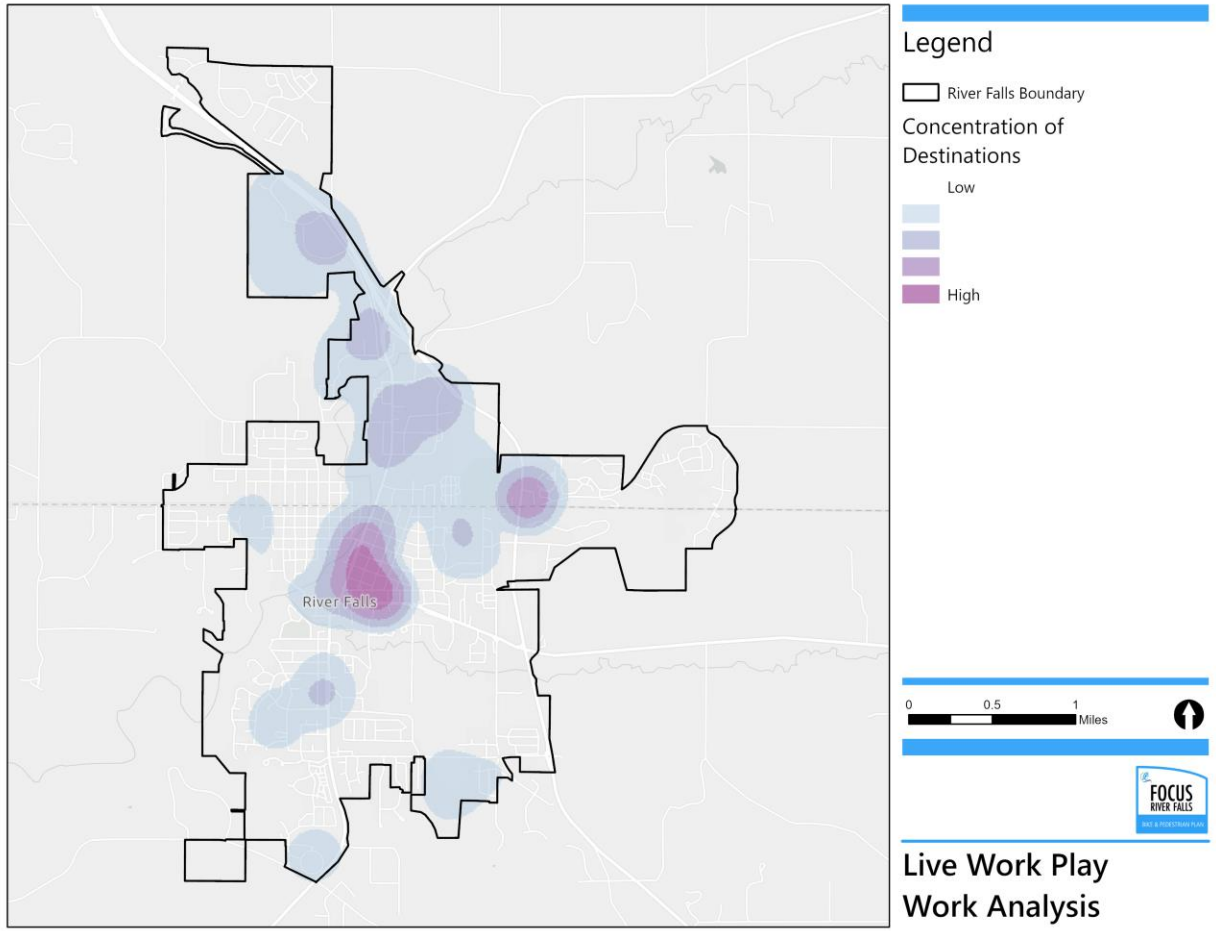
- Population – 2019 US Census ACS



Live Work Play

Work

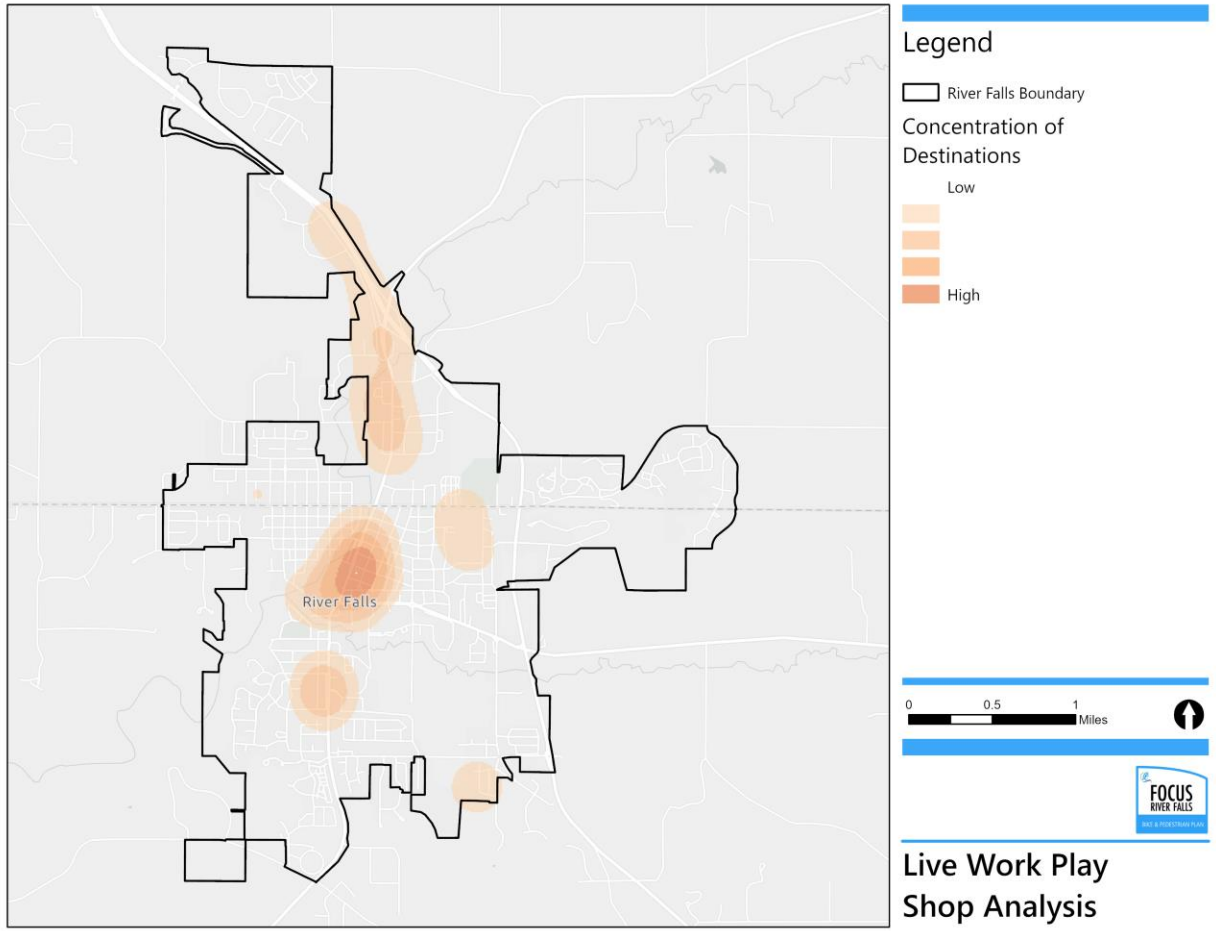
- Jobs – 2019 US Census LEHD



Live Work Play

Shop

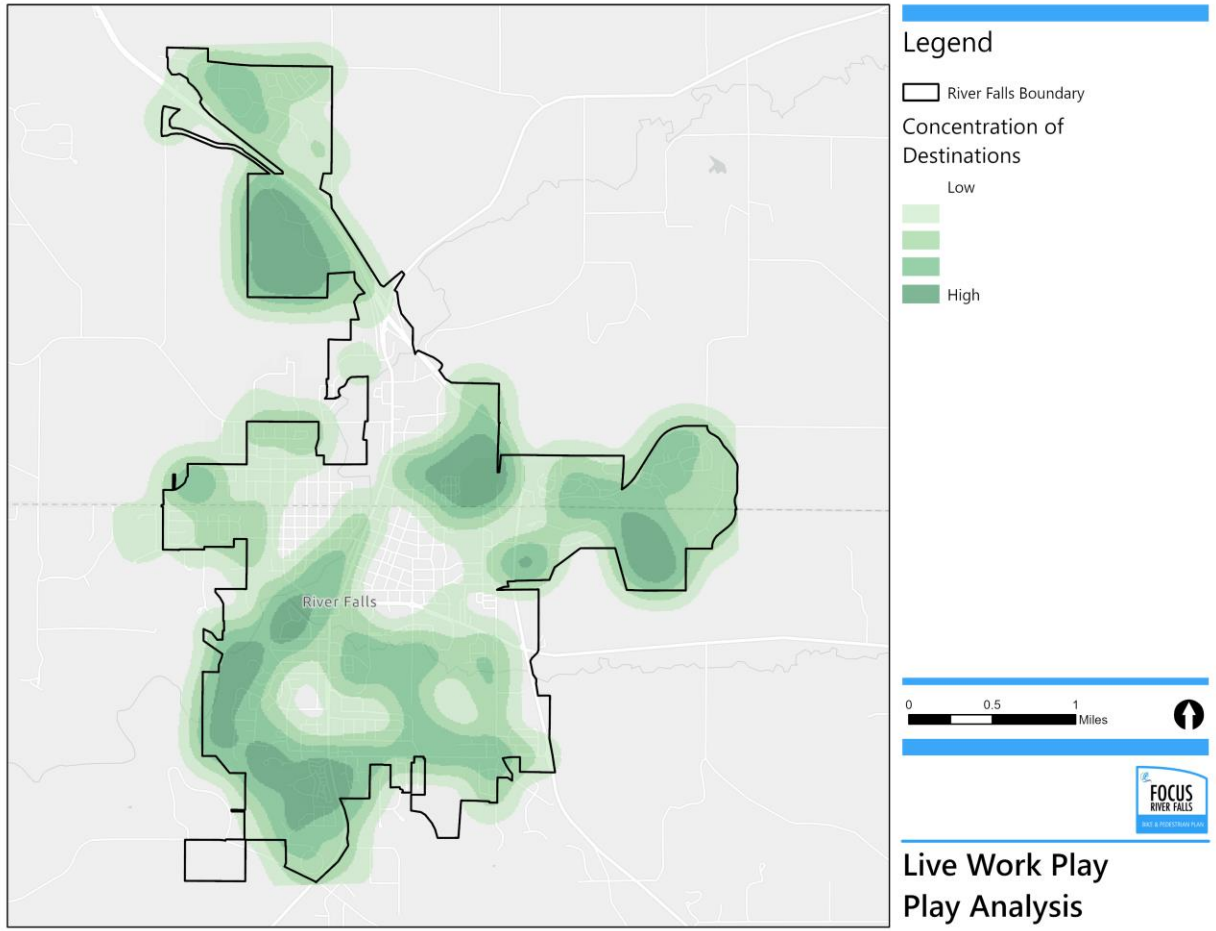
- Retail Jobs – 2019 US Census LEHD



Live Work Play

Play

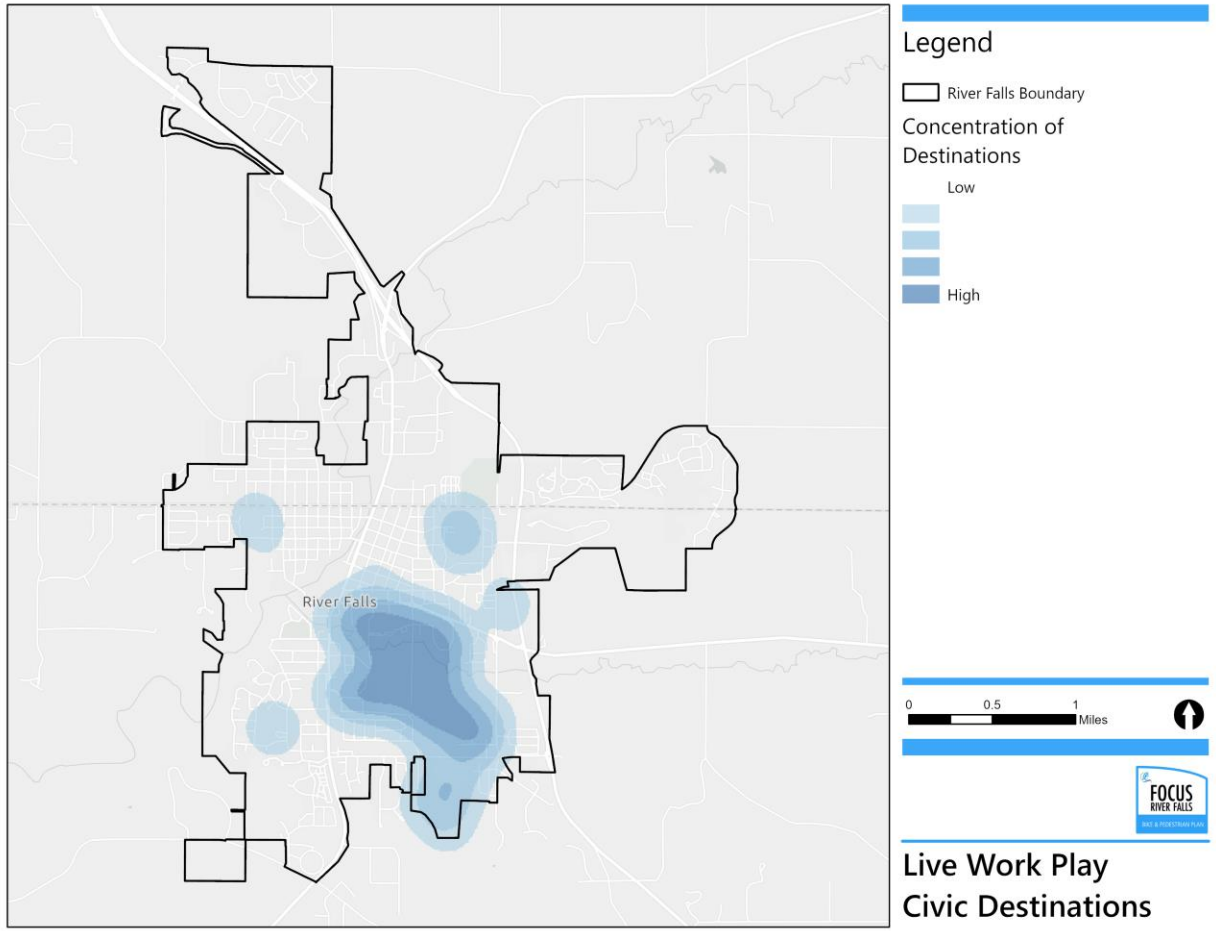
- Parks
  - Weighted by park amenities (ball courts, pools, etc…)
- Trails



Live Work Play

Civic Destinations

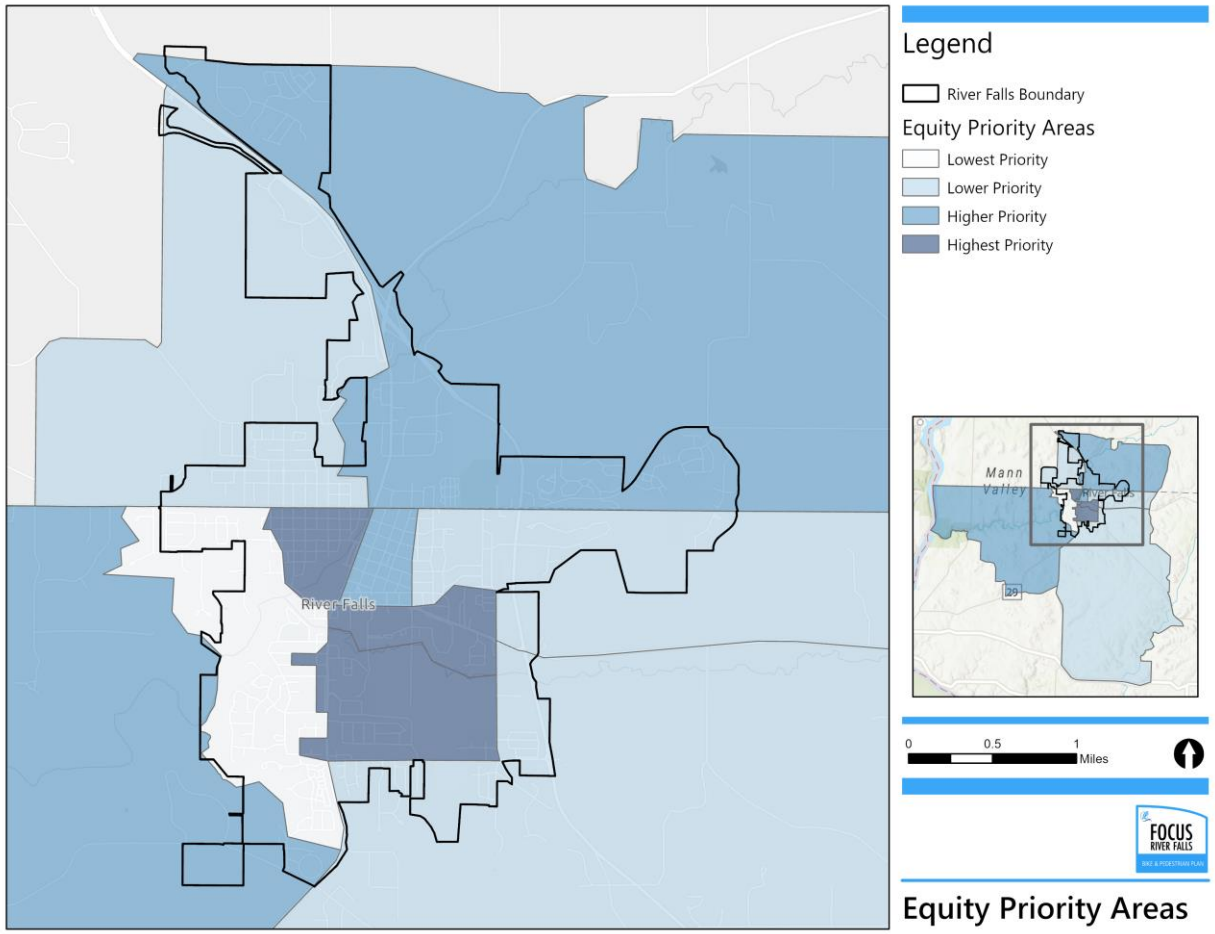
- School and college campuses
- City services (libraries, DMV, etc…)
- Churches



Equity Analysis Overview

Equity Priority Areas are determined based on a combination of factors related to these dimensions of equity:

- Opportunity and accessibility
- Environmental justice
- Health and safety
- Affordability
- Vulnerability

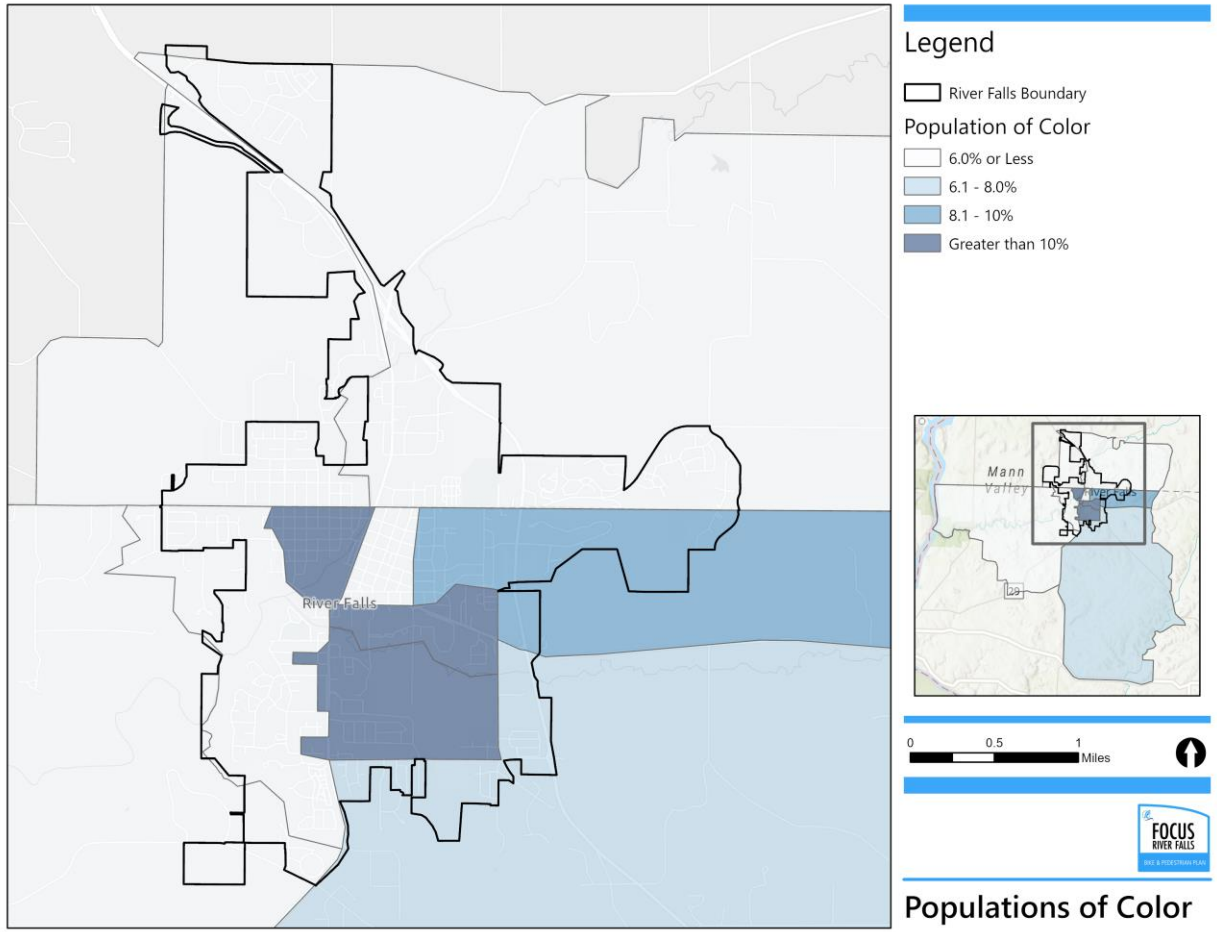


Equity Analysis Data

- Zero vehicle households
- Air quality
- Canopy coverage
- Coronary heart disease
- Housing cost burden
- Populations of color
- Poverty (200% of federal poverty level)
- Childhood opportunities and wealth indicator
- Educational attainment
- Youth and senior populations

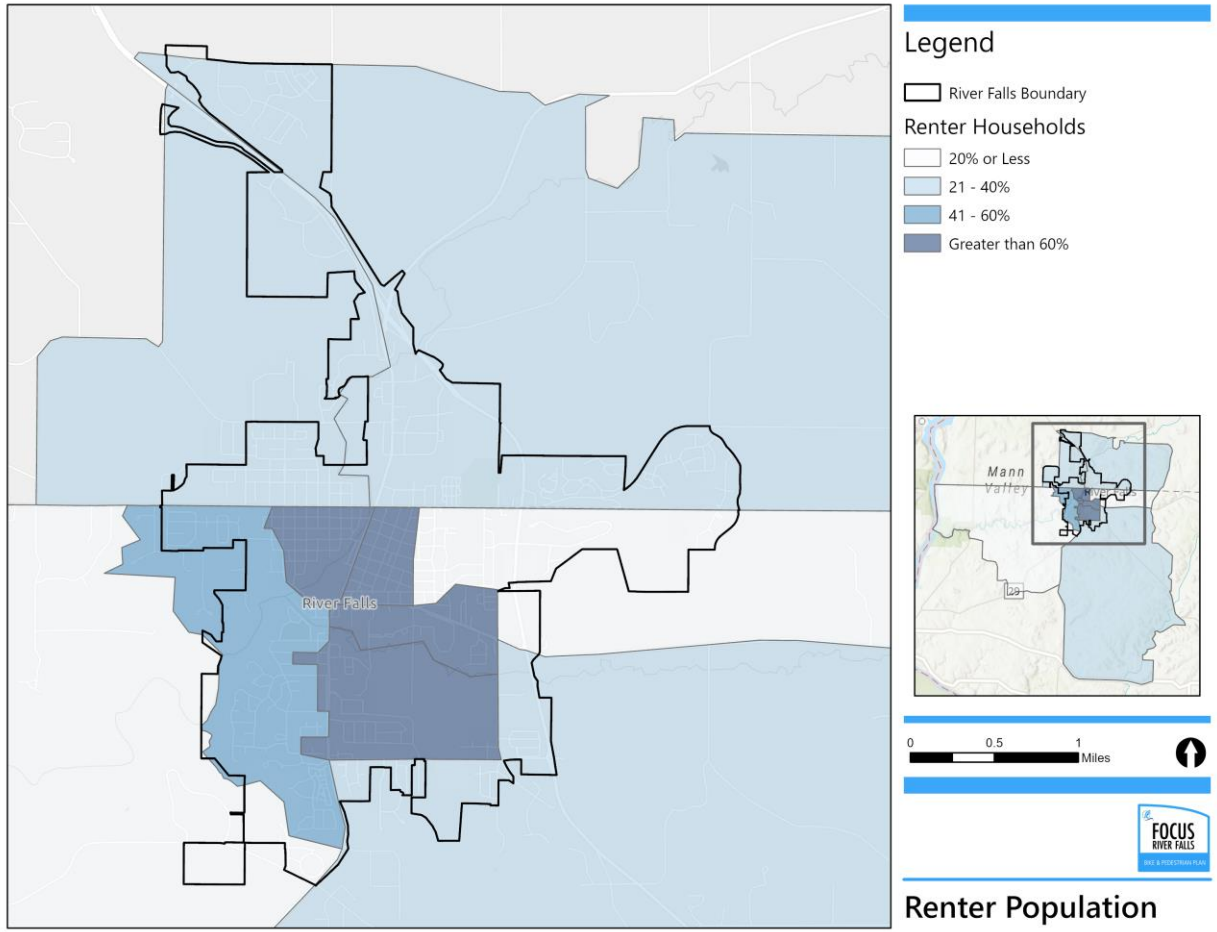
Equity Analysis

Populations of Color



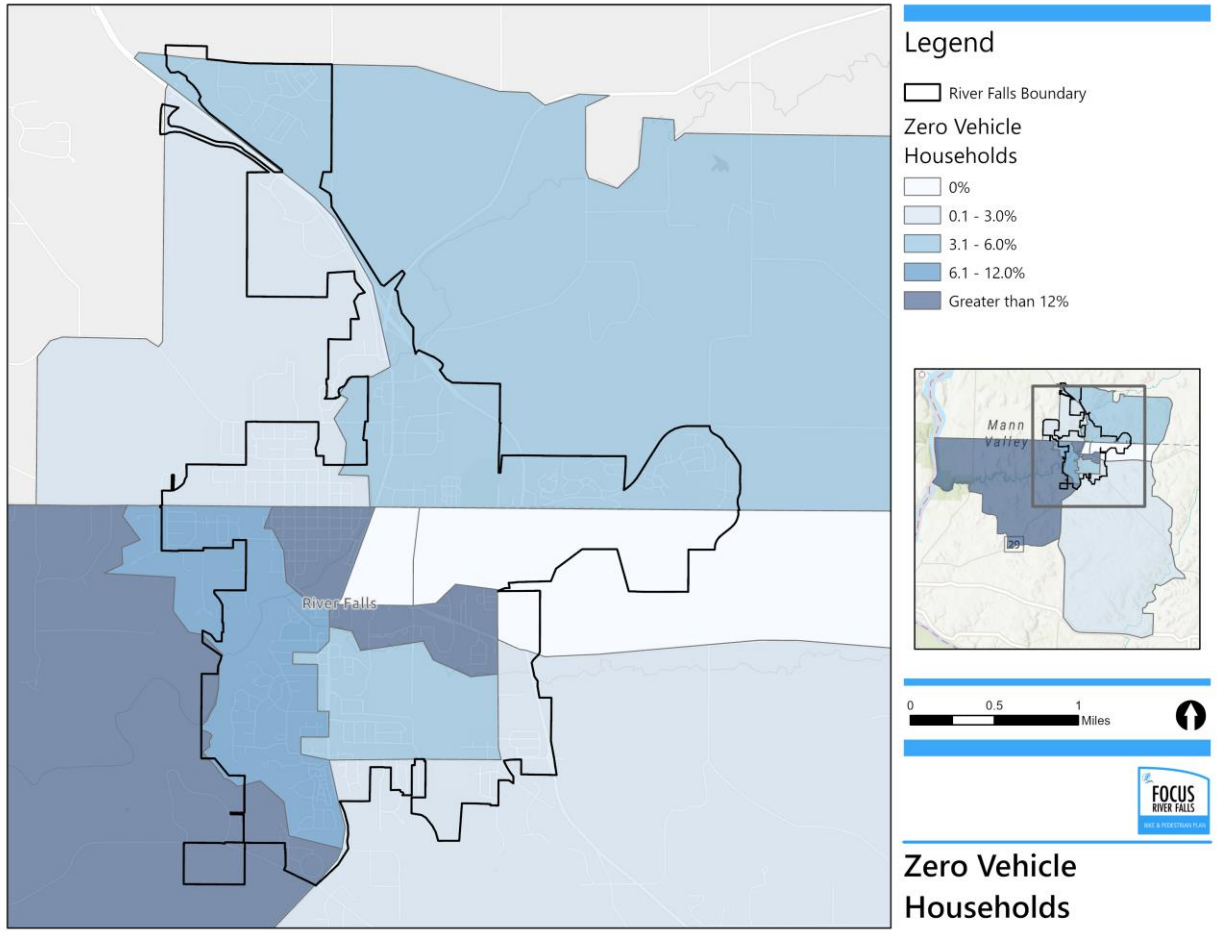
Equity Analysis

Renter Population



Equity Analysis

Zero Vehicle Households



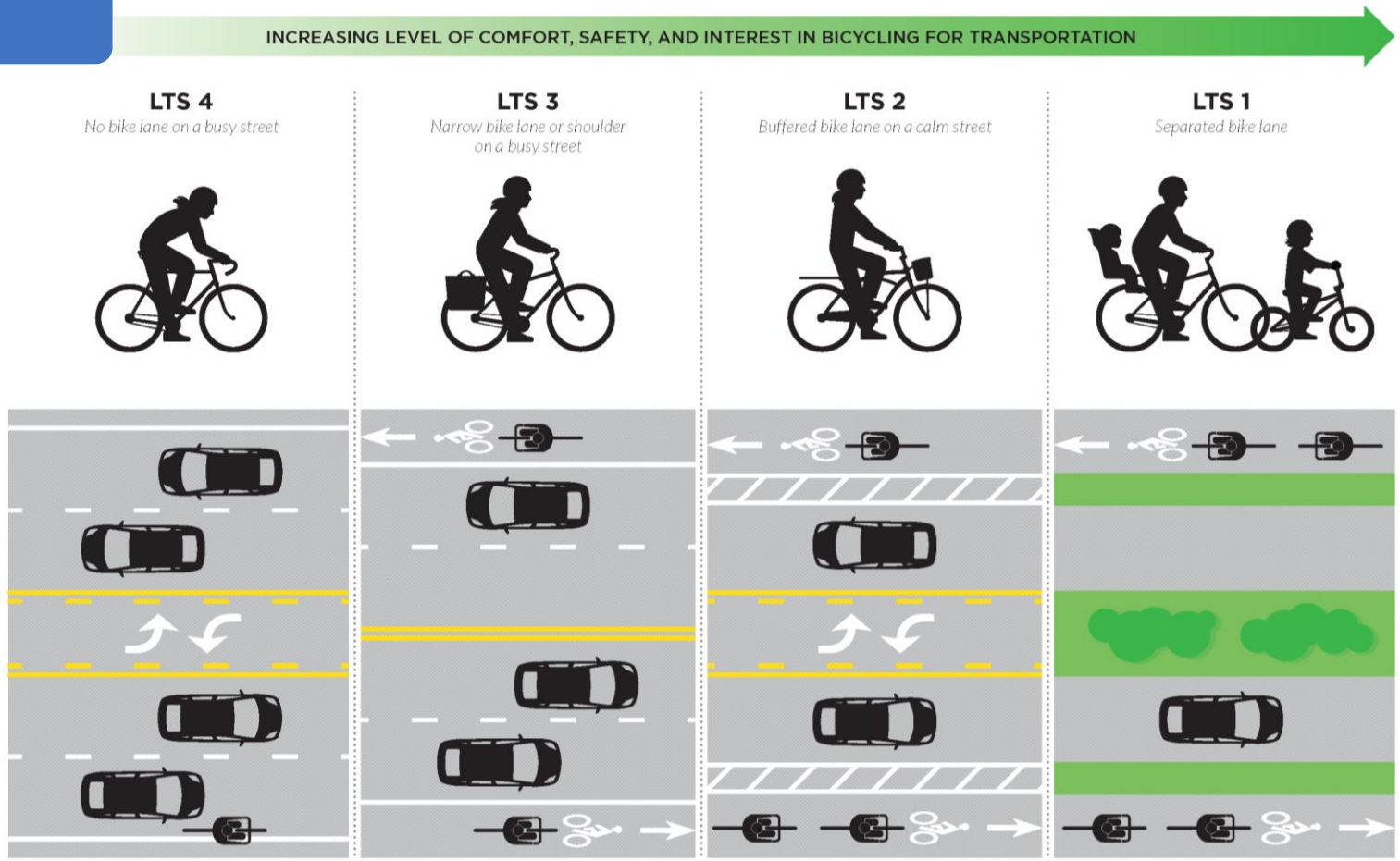
Barriers to Walking and Biking for Transportation

Ranking	Theme	Number of Appearances
1	Additional Infrastructure	25
2	Improved Safety	20
3	Connectivity	10
4	Improved Crossings	7
4	More Destinations	7
4	Off Road Infrastructure	7
4	Reduce Vehicle Conflicts	7
4	Year Round Infrastructure	7
9	Additional Routes	5
9	Dedicated Bike Lanes	5
11	Winter Maintenance	4
12	Access to bikes	3
12	Trail Extensions	3
12	Connection to Natural Resources	2
12	Increased Accessibility	2
16	Physical Location	1
16	Traffic Calming	1

Level of Traffic Stress Analysis

Bicycle LTS

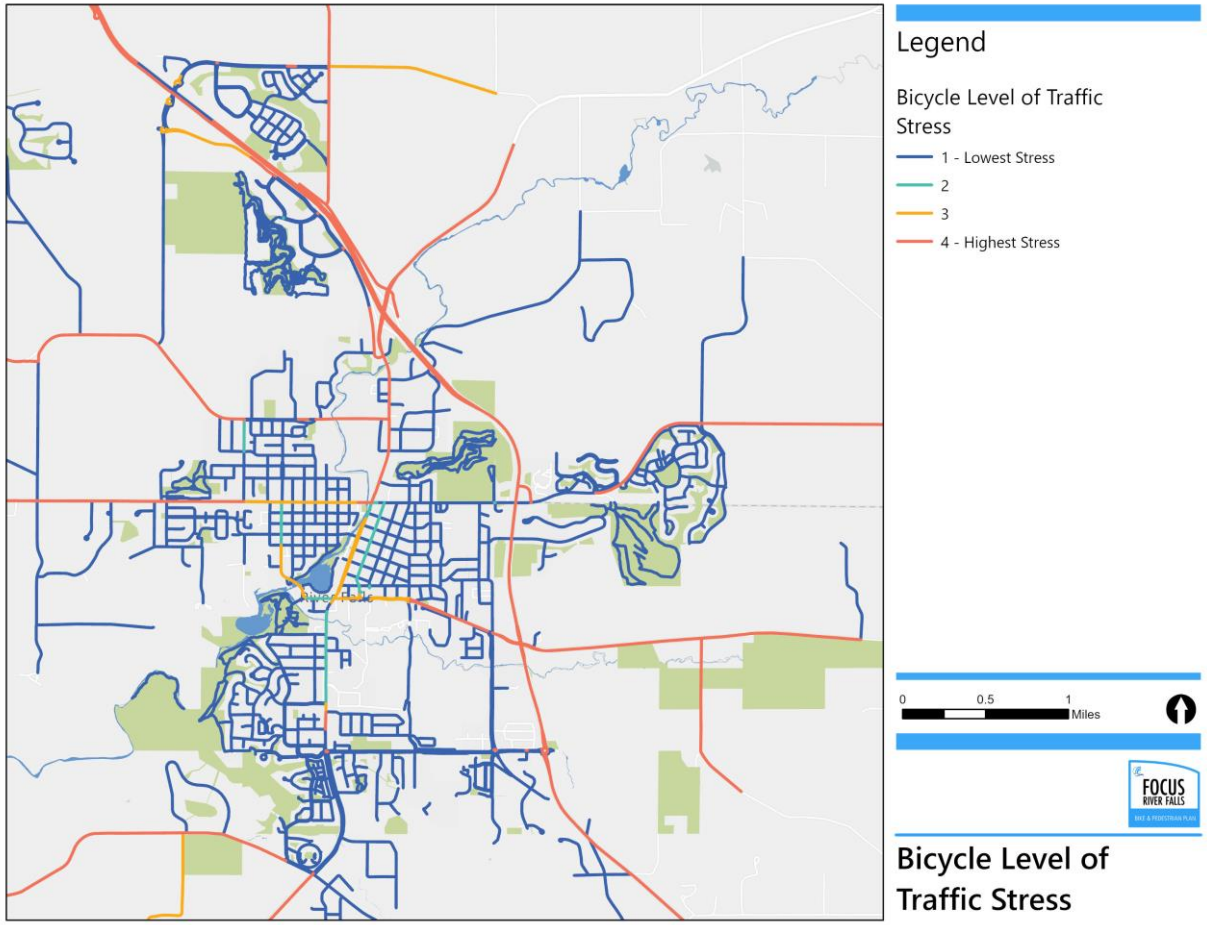
- **BLTS 1:** roadways where bicyclists of all ages and abilities would feel comfortable riding.
- **BLTS 2:** slightly less comfortable roadways, where most adults would feel comfortable riding.
- **BLTS 3:** moderately uncomfortable roadways, where most experienced bicyclists would tolerate riding.
- **BLTS 4:** high-stress roadways where only strong and fearless bicyclists would tolerate riding.



Level of Traffic Stress Analysis

Bicycle LTS

- Number of lanes
- Speed limit
- Presence and width of bike lanes
- Presence of shared use path



Level of Traffic Stress Analysis

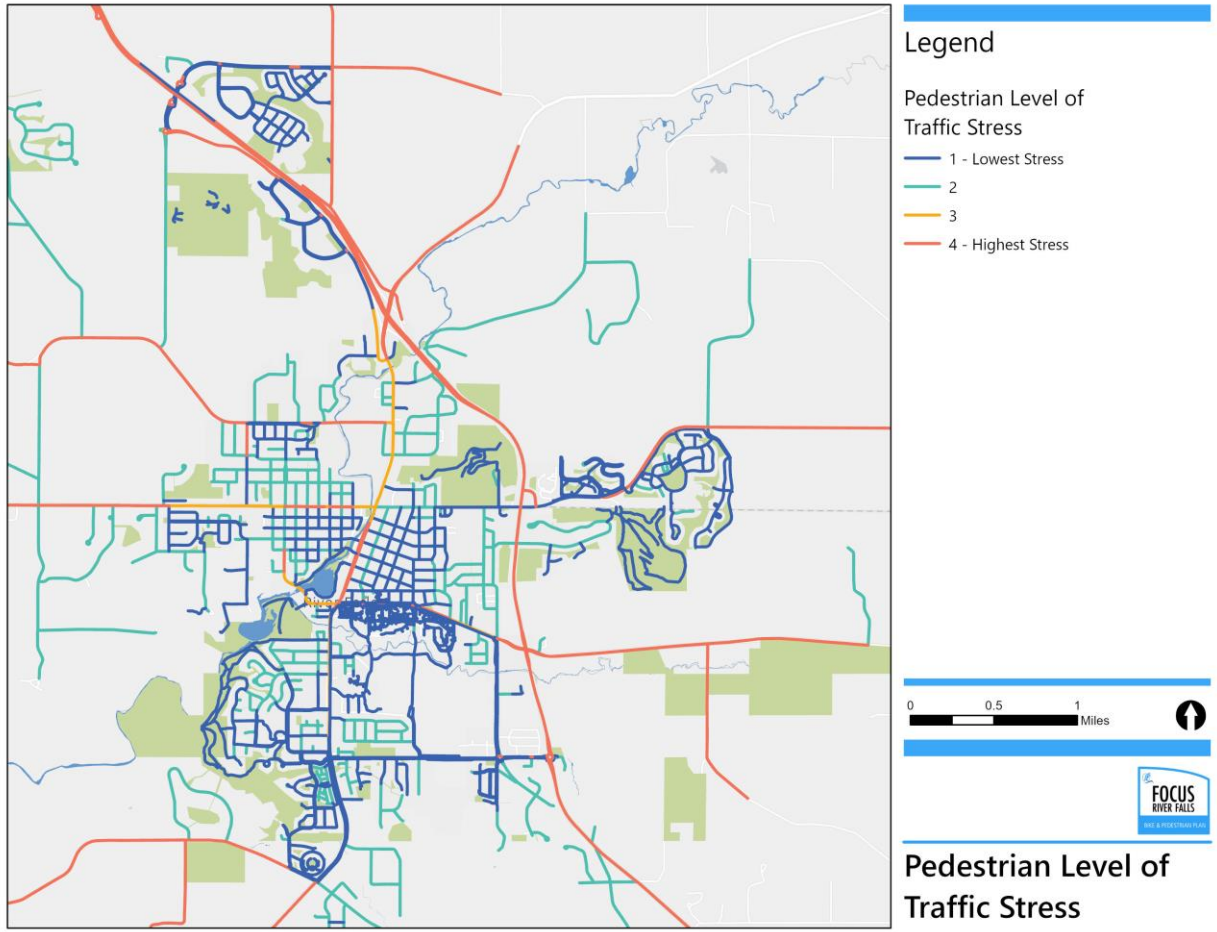
Pedestrian LTS

- **PLTS 1** represents roadways where pedestrians of all ages and abilities would feel comfortable walking and require little attention to traffic.
- **PLTS 2** represents slightly less comfortable roadways that require more attention to traffic and are suitable for children over 10, teens and adults.
- **PLTS 3** represents moderately uncomfortable roadways, where most adults without mobility challenges would feel uncomfortable but safe.
- **PLTS 4** represents high traffic stress and would be used only by adults without mobility challenges who have limited route choices.

Level of Traffic Stress Analysis

Pedestrian LTS

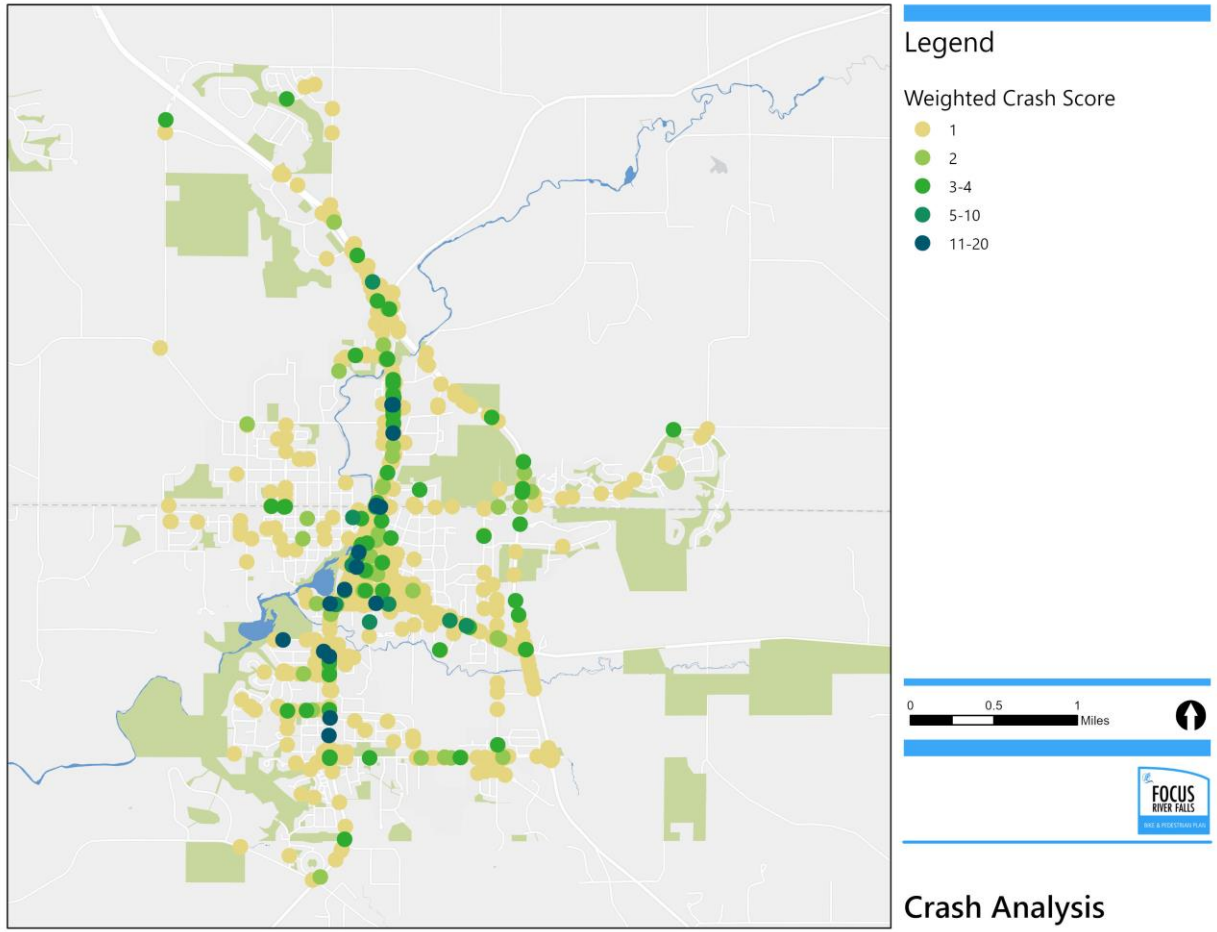
- Number of lanes
- Speed limit
- Presence of sidewalks
- Presence of trees buffering sidewalk from roadway



Crashes

All Modes Weighted by Severity

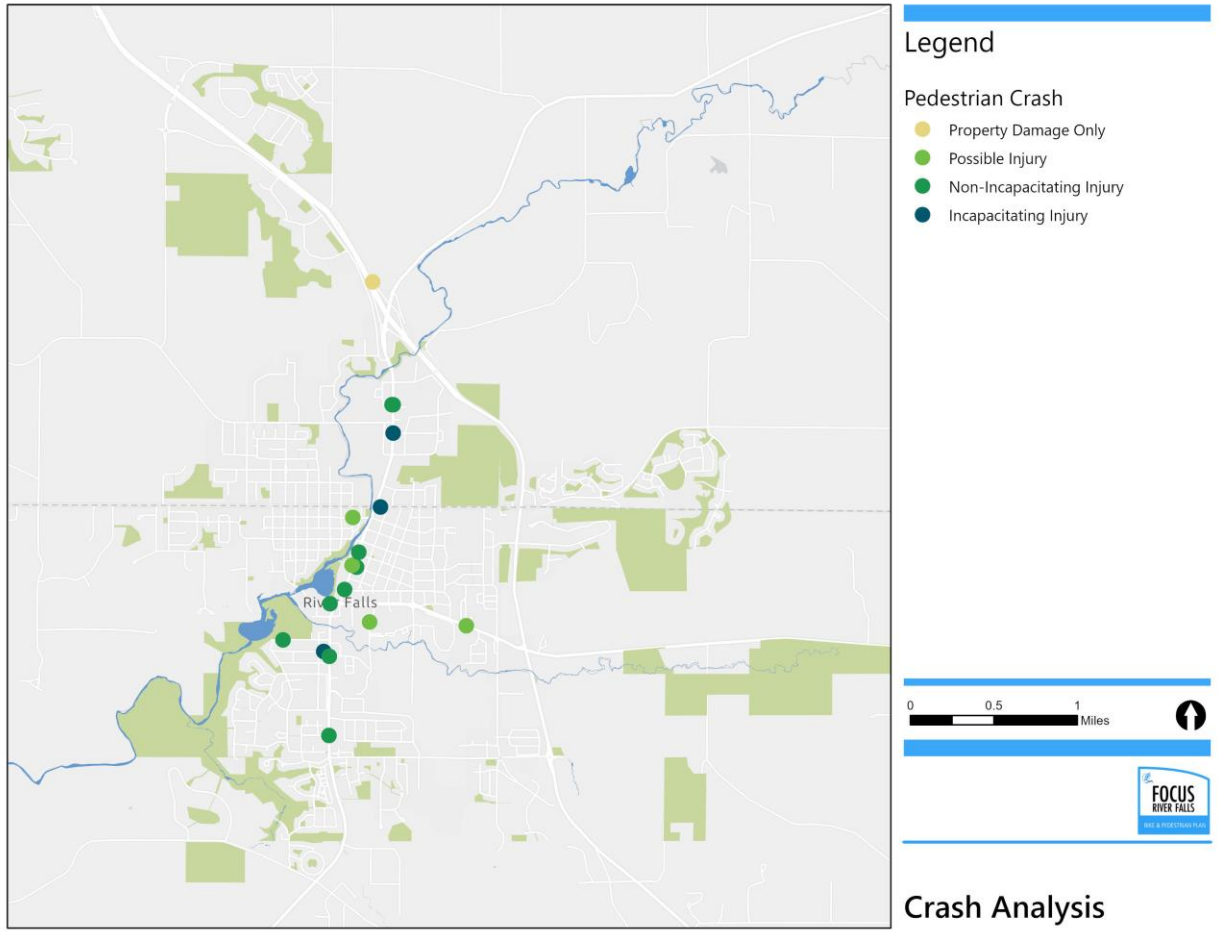
- 912 crashes over 5 year period
- 886 vehicle-only crashes
  - 86% property damage only
  - 7% possible injury
  - 7% non-incapacitating injury
  - <1% incapacitating injury



Crashes

Pedestrian-Involved

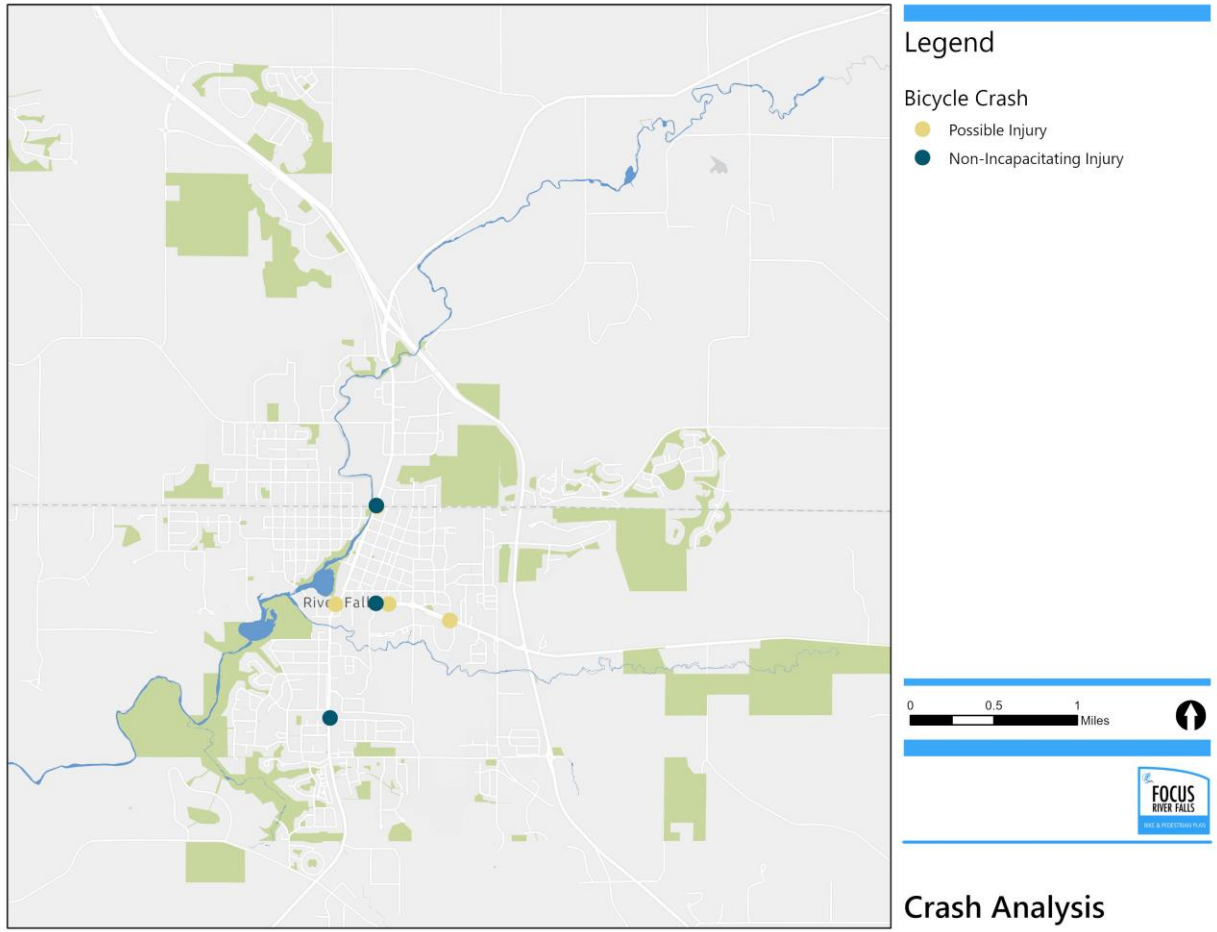
- 18 crashes over 5 year period
  - 5% property damage only
  - 22% possible injury
  - 50% non-incapacitating injury
  - 22% incapacitating injury
- Top crash locations:
  - Cascade Ave
  - Main St



Crashes

Bicyclist-Involved

- 8 crashes over 5 year period
  - 0% property damage only
  - 63% possible injury
  - 37% non-incapacitating injury
  - 0% incapacitating injury
- Top crash locations:
  - Cascade Ave
  - Main St

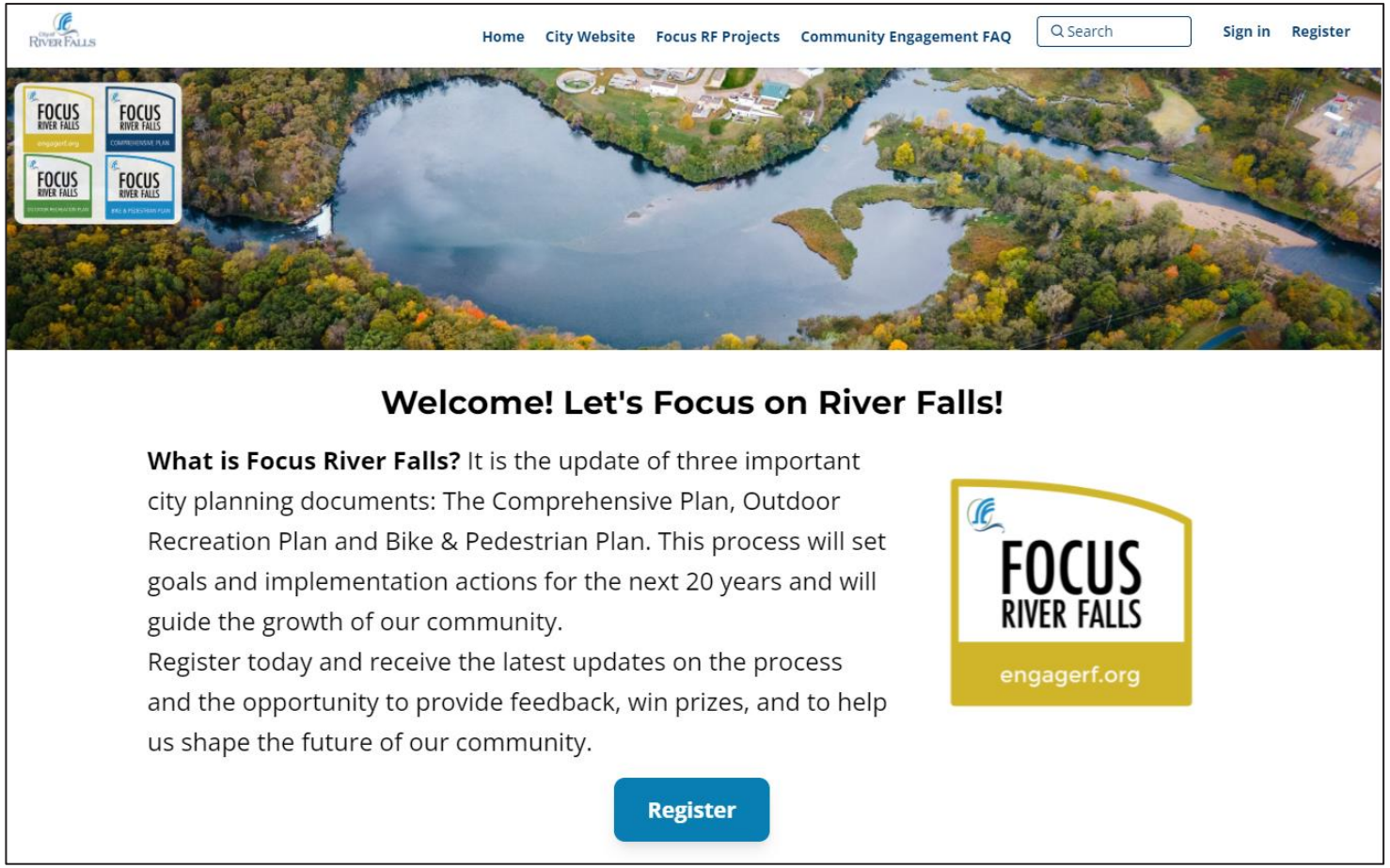


Recommendations Development

- Develop network improvement recommendations, recommending low-stress facility types and identifying project segments.
- Develop education, encouragement, and evaluation program/policy recommendations

Engage RF Online Platform

Interactive map: What questions should we ask?



MEMORANDUM

To: Sam Burns, City of River Falls

From: Alta Planning + Design

Date: April 4, 2022

Re: River Falls Bicycle and Pedestrian Plan – Vision, Principles, Objectives, and Performance Measures

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Introduction

The River Falls Bicycle and Pedestrian Plan will chart a clear, consistent, and actionable course toward policy and built environment improvements. The vision, guiding principles, objectives, and performance measures described in this memo, which were developed in collaboration with the Bike and Pedestrian Advisory Committee and reviewed by community members, aim to provide a template that can shape future policy-making and transportation system investments. This document was also informed by the project plan goals set by the City when hiring the consultant team, as well as by the City's Bicycle Friendly Communities report card. By establishing a desired future for walking and biking throughout the region (the Vision), and by relating fundamental values around active transportation (Guiding Principles) to more specific desired outcomes (Objectives) and metrics by which to evaluate progress toward those outcomes (Performance Measures), this document provides a comprehensive framework for change.

Vision

Walking and biking are comfortable modes of transportation that connect people of all ages and abilities to one another and to everyday destinations via safe, accessible infrastructure.

Guiding Principles and Objectives

Accessibility: Policy and infrastructure support the needs of people with barriers to accessing essential destinations using the existing car-oriented transportation system, such that people of all social and demographic backgrounds are equally able to meet their needs and participate in the community.

- The stated needs and priorities of equity priority populations (such as people with low incomes, people who are unable or choose not to drive, people with disabilities, people of color, children, and older adults) shape active transportation investments and policy changes
- Projects and policies that make active transportation more appealing and convenient than driving (and thereby reduce air, water, and noise pollution) are prioritized

Connectivity: People can quickly access everyday destinations via walking and bicycling on accessible, pleasant, unpolluted facilities.

- There are no gaps in the pedestrian and bicycle networks, especially along key corridors and along routes that serve equity priority populations

- Infrastructure connects key origins and destinations such as schools, groceries, the university, and the hospital with a focus on accessibility for historically underserved and marginalized community members.
- Infill development is prioritized in central areas
- Higher density development in locations that are walkable and bikeable is encouraged, while low-density, auto-centric development is discouraged

Health and Safety: Transportation systems proactively promote the comprehensive health and wellbeing of all community members through active transportation facilities that equitably connect users to key destinations.

- Projects and policies that center active transportation safety are implemented and focus on reducing vehicle speeds, reducing the right-of-way allocated to vehicles, and prioritizing safety in design and maintenance investments and policies
- Fatal and serious injury crashes involving people walking and bicycling are eliminated
- Individual and community health effects are included when evaluating and prioritizing all transportation investments and policy changes

Sustainability: Transportation systems are designed for the long-run, taking into full account the environmental and financial benefits and costs of continuing to do business-as-usual vs. implementing different policies and infrastructure investments.

- The full social, economic, and environmental costs and benefits of transportation projects are considered in decision-making
- Green stormwater systems, shade trees, and other environmentally sustainable design elements are considered for integration into maintenance and construction projects
- Education around the financial benefits of active transportation is provided to community members, small business owners, and employers
- Community members are educated about the hidden costs of auto-centric transportation systems

Economic Vitality: Active transportation and trail systems foster tourism and economic development.

- Pedestrian and bike infrastructure facilitates trips to and within major business areas in the city, increasing traffic to businesses while reducing congestion and pollution
- Trail connections are planned from a regional recreation perspective, helping to link River Falls to nearby communities and destinations
- Trail connections help to drive tourism, support local businesses, and create jobs through business investment in the city

Performance Measures

Performance measures help to evaluate the impact of policies and investments (outcome evaluation), and they also help to describe how policies and investments are being implemented and to identify opportunities to improve or revise existing approaches (process evaluation). Because measuring outcomes can be difficult in terms of logistics, costs, and the time required to see measurable changes, process evaluation is a critical piece of a robust evaluation approach. Data for process performance measures should be collected, evaluated, and used to inform changes on an ongoing basis (at least once a year). Data for outcome performance measures can be collected less frequently, since significant changes on these measures will likely take more time and greater data volumes to detect (every three to five years).

Process Performance Measures

Performance Measure	Baseline	Target	Rationale	Corresponding Principle(s)
Percent of arterial roads within City jurisdiction with bicycle facilities	0% (2020 BFC report card)	33%	33% is the benchmark for Bicycle Friendly Community Bronze status. All facilities should be separated from traffic and designed to serve riders of all ages and abilities.	Connectivity, safety, accessibility
Density of low stress crossings of roads with three or more travel and turn lanes	TBD	4 per mile	More frequent crossings reduce out of direction travel time and encourage use of active modes.	Connectivity, safety, accessibility
Density of trees along new or repaved sidewalks, bikeways, and roads	N/A	135 trees per mile	Trees provide shade, reduce building heating and cooling costs, improve air quality, manage stormwater, limit noise pollution, provide habitat, and beautify streets. Approximately 135 matured trees per mile produces full tree canopy cover.	Sustainability
Miles of sidewalk gaps closed	N/A	TBD	Sidewalk gaps deter people walking and impact accessibility for people with disabilities.	Connectivity, safety, accessibility
Public space dedicated to vehicle storage	TBD	TBD	Public space dedicated to vehicle storage subsidizes driving, increases impermeable surface cover contributing to water quality issues and the urban heat island effect, and consumes valuable space that could be dedicated to meet other public needs (ex. Space for outdoor dining, sidewalk sales, recreation, pollinator gardens, public art, bicycle facilities, etc.) Turning some of the paved areas over to more active, productive uses can make River Falls an even more appealing place to visit and live.	Accessibility, sustainability
Miles of at-grade City roadways with two or more travel lanes per direction	0 miles	0 miles	Multi-lane roadways are barriers to walking and biking, and require more costly infrastructure to allow for low-stress crossings. Wider roadways also contribute to stormwater concerns, create induced demand, and are more expensive to maintain.	Safety, sustainability

Performance Measure	Baseline	Target	Rationale	Corresponding Principle(s)
Percentage of bicycle and pedestrian infrastructure miles that are accessible and safe to use within 24 hours of a snow event*	TBD	50%	Reliable and fast winter maintenance ensures walking and biking are accessible year-round modes of transportation for all pedestrians and bicyclists.	Connectivity, safety, accessibility
Percent of high-priority bicycle and pedestrian projects completed	N/A	60% of high priority projects from 2022 Plan	Implementation of projects is a measure of the degree to which the Bicycle and Pedestrian Plan results in change.	Connectivity

*This does not include trails used exclusively for recreation, e.g., those in Whitetail Ridge, but does include trails used for transportation, e.g., the Riverwalk Pathway.

Outcome Performance Measures

Performance Measure	Baseline	2027 Target	Rationale
Percent of commuters who primarily walk or bike	11% (2019 ACS 5-year estimate)	15%	Converting car trips to active transportation trips reduces air, noise, and water pollution and improves health outcomes.
Percent of trips to and from school made by walking or biking	36.5% (2019-Replica)	40%	As recently as the 1970s, nearly half of all students in the U.S. walked or biked to school—not including taking school bus—and nearly 90% of those within a mile of their school walked or biked to school.
Percent of all trips within River Falls made by walking or biking	39% (2019 - Replica)	45%	Converting car trips to active transportation trips reduces air, noise, and water pollution and improves health outcomes.
Number of pedestrians and bicyclists hit by vehicles	Pedestrian: 18 crashes Bicycle: 8 crashes (2017-21)	0 (2022-2027)	Aligns with WisDOT commitment to end traffic fatalities and serious injuries.