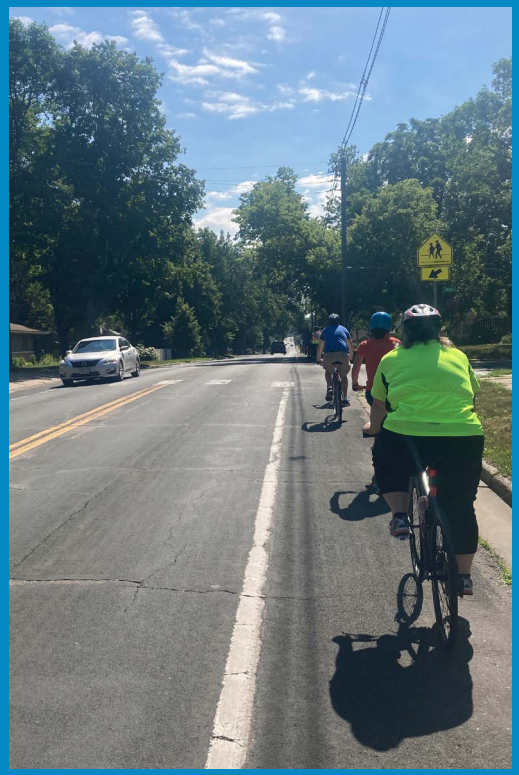

FOCUS
RIVER FALLS

BIKE & PEDESTRIAN PLAN

March 2023

ACKNOWLEDGMENTS

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INTRODUCTION

The River Falls Bike and Pedestrian Plan outlines the current conditions for bicycling and walking in the city and recommends ways to improve the experience of moving around the city outside of a vehicle. The plan is informed by the Bike and Pedestrian Steering Committee, City staff, and the public, and was developed in coordination with the Comprehensive Plan and Outdoor Recreation Plan.

The plan begins with the vision and goals that will guide the improvement of walking and biking in River Falls, followed by a summary of the community context and public input that shaped the plan. The plan includes infrastructure recommendations (physical changes to streets, trails, and bridges) as well as policy and program recommendations. The plan closes with a summary of next steps, including quick wins, more complex but high-benefit improvements, and major high-benefit projects. Appendix A provides more detail on infrastructure project recommendations. Appendix B details the analysis of existing transportation infrastructure, demographics, and local destinations. Appendix C provides more information on existing plans, programs, and policies.

Key Terms

Walking: Walking is an inclusive term that includes both ambulatory and non-ambulatory modes. Walking encompasses all forms of mobility devices, including using a wheelchair, cane, walker, or other mobility device that allows the user to travel at human speed.

Active Transportation: Human-powered modes of transportation, primarily walking and bicycling

VISION AND GOALS

The vision, guiding principles, objectives, and performance measures, which were developed in collaboration with the Bike and Pedestrian Steering Committee and reviewed by community members, aim to provide a template that can shape future policy-making and transportation system investments. By establishing a desired future for walking and biking throughout the region (the vision), and by relating fundamental values around walking and biking (goals) to more specific desired outcomes (objectives) and metrics by which to evaluate progress toward those outcomes (performance measures), this section of the plan 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.

GOALS AND OBJECTIVES

Accessibility: Policy and infrastructure support the needs of people who choose not to drive, who cannot drive, or who have barriers to accessing essential destinations using the existing car-oriented transportation system.

- The stated needs and priorities of the entire community, including people with low incomes, people who are unable or choose not to drive, people with disabilities, people of color, children, and older adults, shape investments and policy changes.
- Projects and policies that make active transportation more appealing and convenient than driving are prioritized.

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

- Gaps in the pedestrian and bicycle networks are reduced, especially along key corridors and along routes that serve equity priority populations and areas of high population density.
- Infrastructure connects key origins and destinations such as schools, groceries, the university, and medical facilities with a focus on accessibility for all.
- Infill development is prioritized.
- Higher density development in locations that are walkable and bikeable is encouraged.

Health and Safety: Transportation systems proactively promote the comprehensive health and well-being of all community members through active transportation facilities that 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 account the primary environmental, financial, and social benefits.

- The major social, economic, and environmental costs and benefits of transportation projects are considered in decision-making.
- Environmentally sustainable design elements are considered for integration into maintenance and construction projects.
- Education around the sustainable benefits of active transportation is provided to community members.
- Community members are educated about the 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 (Table 1) should be collected, evaluated, and used to inform changes on an ongoing basis. Data for outcome performance measures (Table 2) can be collected less frequently, since significant changes on these measures will likely take more time and greater data volumes to detect.

Table 1. Process Performance Measures

Performance Measure	Baseline	Target	Rationale	Corresponding Goal(s)
Percent of arterial roads under City jurisdiction with bicycle facilities	0% (2020 Bicycle Friendly Community 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. Note: S. Wasson Lane is classified as a minor arterial and contains a paved trail.	Connectivity, safety, accessibility
Density of low-stress crossings of roads with three or more travel and turn lanes (Main Street, Cascade Avenue, Cemetery Road)	<1 per mile	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	135 trees per mile	Maintain	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	60–70 miles of gaps	4.6 miles of sidewalk infill (all high-priority gaps)	Sidewalk gaps deter people walking and impact accessibility for people with disabilities.	Connectivity, safety, accessibility

Performance Measure	Baseline	Target	Rationale	Corresponding Goal(s)
Public space dedicated to vehicle storage	City-sponsored parking on both sides of most roadways and in several parking lots, free of charge to users	Decrease	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 (e.g., space for outdoor dining, sidewalk sales, recreation, pollinator gardens, public art, and bicycle facilities). 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-owned roadways with two or more travel lanes per direction	1/10 mile (on Main Street near Cascade Avenue)	0 miles	Multilane 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. As River Falls grows in population, strategies other than roadway widening should be implemented to meet increased demand.	Safety, sustainability
Percentage of bicycle and pedestrian infrastructure miles that are accessible and safe to use within 24 hours of a snow event*	Unknown	100%	Reliable and fast winter maintenance ensures walking and biking are year-round accessible modes of transportation for all pedestrians and bicyclists. Maintain high level of winter maintenance.	Connectivity, safety, accessibility

Performance Measure	Baseline	Target	Rationale	Corresponding Goal(s)
Percent of high-priority bicycle and pedestrian projects completed	N/A	60% of high-benefit projects from 2022 Plan	Implementation of projects is a measure of the degree to which the Bike 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.

Table 2. Outcome Performance Measures

Performance Measure	Baseline	Target	Rationale	Corresponding Goal(s)
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.	Economic Vitality, Sustainability
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 the school bus—and nearly 90% of those within a mile of their school walked or biked to school.	Accessibility, Connectivity
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.	Sustainability
Number of pedestrians and bicyclists crashes with vehicles that result in death or serious injury	3 pedestrians (2017–21)	0 (2022–2027)	Aligns with WisDOT commitment to end traffic fatalities and serious injuries.	Health & Safety

COMMUNITY CONTEXT

This section summarizes the analyses of community context that informed this plan, including analysis of existing transportation infrastructure, demographics, and local destinations as well as previous planning efforts. Analyses of Level of Traffic Stress, demand, equity, and crash conditions highlight existing issues and areas of greatest need for biking and walking infrastructure around the city. Overall, these analyses identify where people live and the destinations around River Falls that people want and need to connect to. The equity analysis provides additional depth by identifying where people live who may face additional socioeconomic barriers to transportation access. Each analysis approach is explained in more detail in Appendix B: Existing Conditions.

Together with input from on-the-ground and online engagement, the analyses described below guide the Bike and Pedestrian Plan recommendations.

PREVIOUS PLANS

The project team reviewed the following plans:

- St. Croix County Bicycle and Pedestrian Plan (2017)
- UWRF Campus Master Plan (2011)
- Sterling Ponds Park Plan (2020)
- Campus Corridor Concept (2020)
- Kinnickinnic River Corridor Plan (2018)
- South Main Street Corridor Study (2016)
- Sidewalk Infill Report (2016)

- Hoffman Park Master Plan and Glen Park Master Plan (2015)
- Safe Routes to School (2008)
- Comprehensive Plan (2005)
- River Falls Bicycle and Pedestrian Plan (1995)

See Appendix C: Plan, Program and Policy Evaluation for a summary of each plan.

Recommendations from previous plans are carried forward into the infrastructure recommendations and program and policy recommendations. In alignment with previous plans, the Bike and Pedestrian Plan recommendations considered:

- Growth areas in the four districts identified in the Campus Corridor Plan: Broadway, West Cascade, Central Cascade, and East Cascade Districts
- Growth areas identified in South Main Street Study—specifically focused on areas with projected traffic increases, focus on accommodating new growth with a robust walking and biking network, especially connecting to campus and residential areas
- Connecting gaps in the existing sidewalk, bikeway, and trail networks between parks (including the Kinnickinnic River corridor), neighborhoods, and downtown
- Safe crossings of major roadway barriers, such as Main Street and Cascade Avenue

LEVEL OF TRAFFIC STRESS

The Bicycle Level of Traffic Stress (BLTS) and Pedestrian Level of Traffic Stress (PLTS) analyses estimate the level of comfort for people biking or walking on a given roadway segment. BLTS and PLTS help to identify where "gaps" or deficiencies in a network exist, and provide a measure of how likely people with a range of abilities and comfort levels are to ride on each segment. See page 2 in Appendix B: Existing Conditions for details on the analysis methodology.

Figure 1 and Figure 2 identify the roadways with the highest and lowest levels of stress across River Falls. There are similarly high levels of BLTS and PLTS on the higher volume roadways on the edges of town, including State Highway 65, Powell Avenue, West Division Street/County Road M, East Cascade Avenue, and County Trunk Highway FF.

The two analyses result in different stress levels, however, down Main Street and throughout the urban and rural neighborhood roadways. The BLTS identifies more of Main Street as high stress for people biking, likely due to high traffic volumes and the lack of dedicated facilities through downtown River Falls. The results also show most neighborhood roadways as the lowest stress level, likely due to low traffic volumes. Meanwhile the PLTS highlights sections of Main Street as medium or low stress, likely due to sidewalk width and buffer space. More neighborhood streets are considered medium-low stress rather than the lowest stress levels, likely because of missing sidewalk facilities.

Note: the BLTS and PLTS analyses use Open Street Map data as the base of the analyses. There may be discrepancies between City roadway centerline data and Open Street Map data. The analyses are intended to provide a high-level understanding of traffic stress, and were used in combination with other analyses, public input, and agency staff local knowledge in the development of network recommendations.

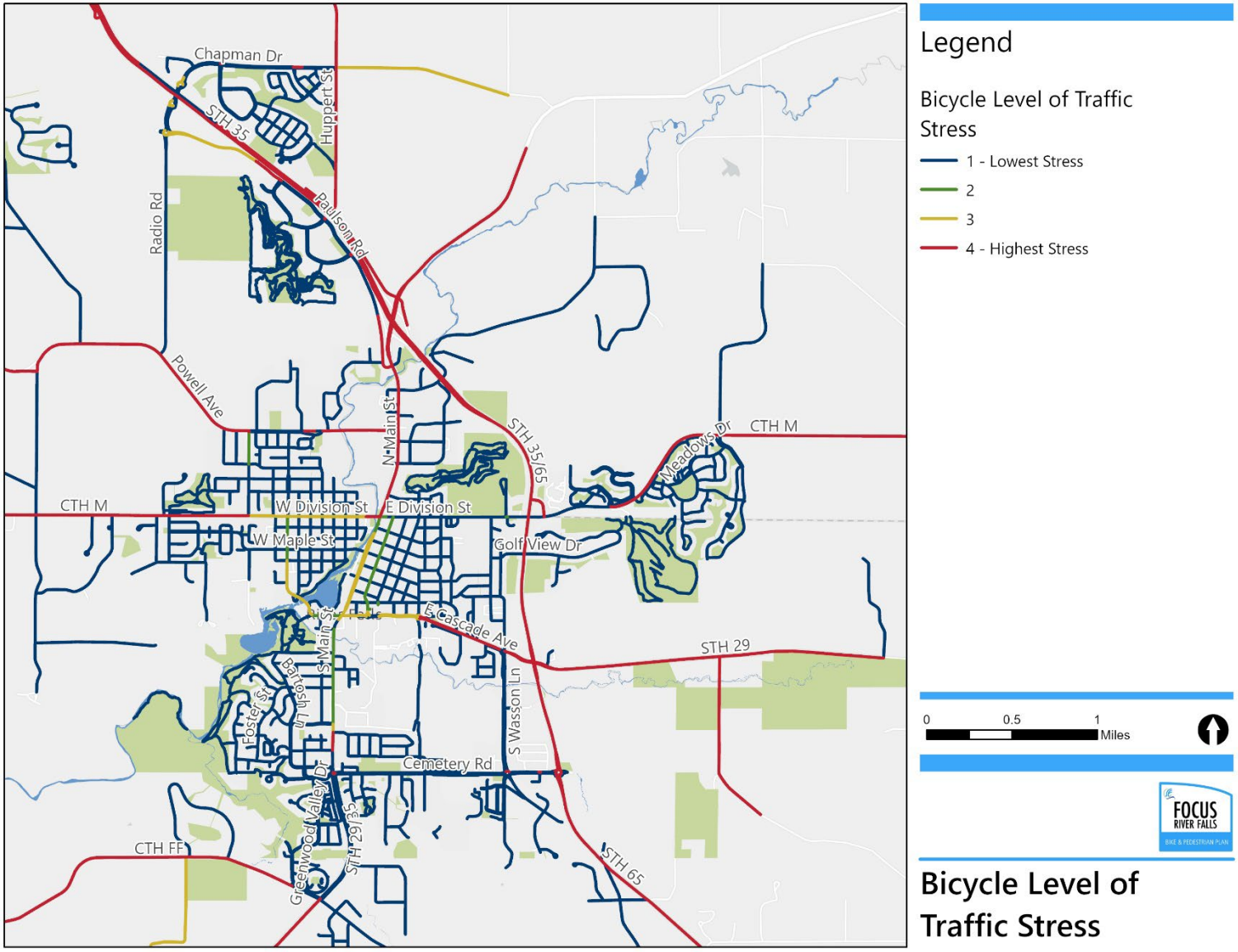


Figure 1. Bicycle Level of Traffic Stress

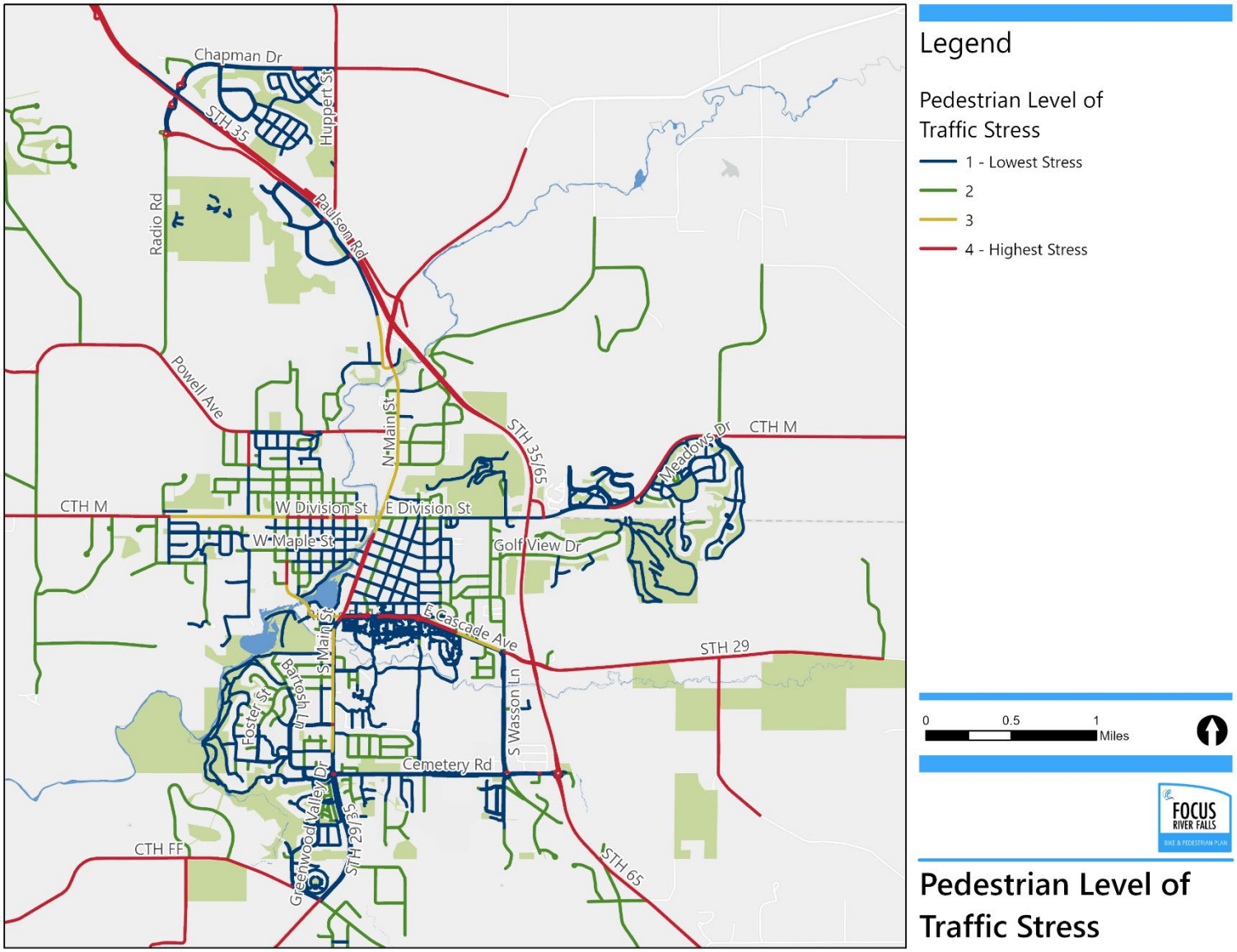


Figure 2. Pedestrian Level of Traffic Stress

DEMAND ANALYSIS

Counts of people walking and biking typically do not reflect demand for walking and biking due to the lack of adequate facilities to support active transportation. A lack of people walking and biking does not necessarily indicate a lack of demand, so evaluation of concentrated activity locations is used to understand where people want to walk and bike.

The composite Live Work Play analysis combines five factors (where people live, work, play, shop, and learn) to determine areas where demand for walking and biking is likely to be high (see Figure 3). Demand is most highly concentrated in the southern portion of the city, around University of Wisconsin-River Falls (UWRF), downtown, and the southwest neighborhoods See page 6 in Appendix B: Existing Conditions for details on the Demand Analysis methodology.

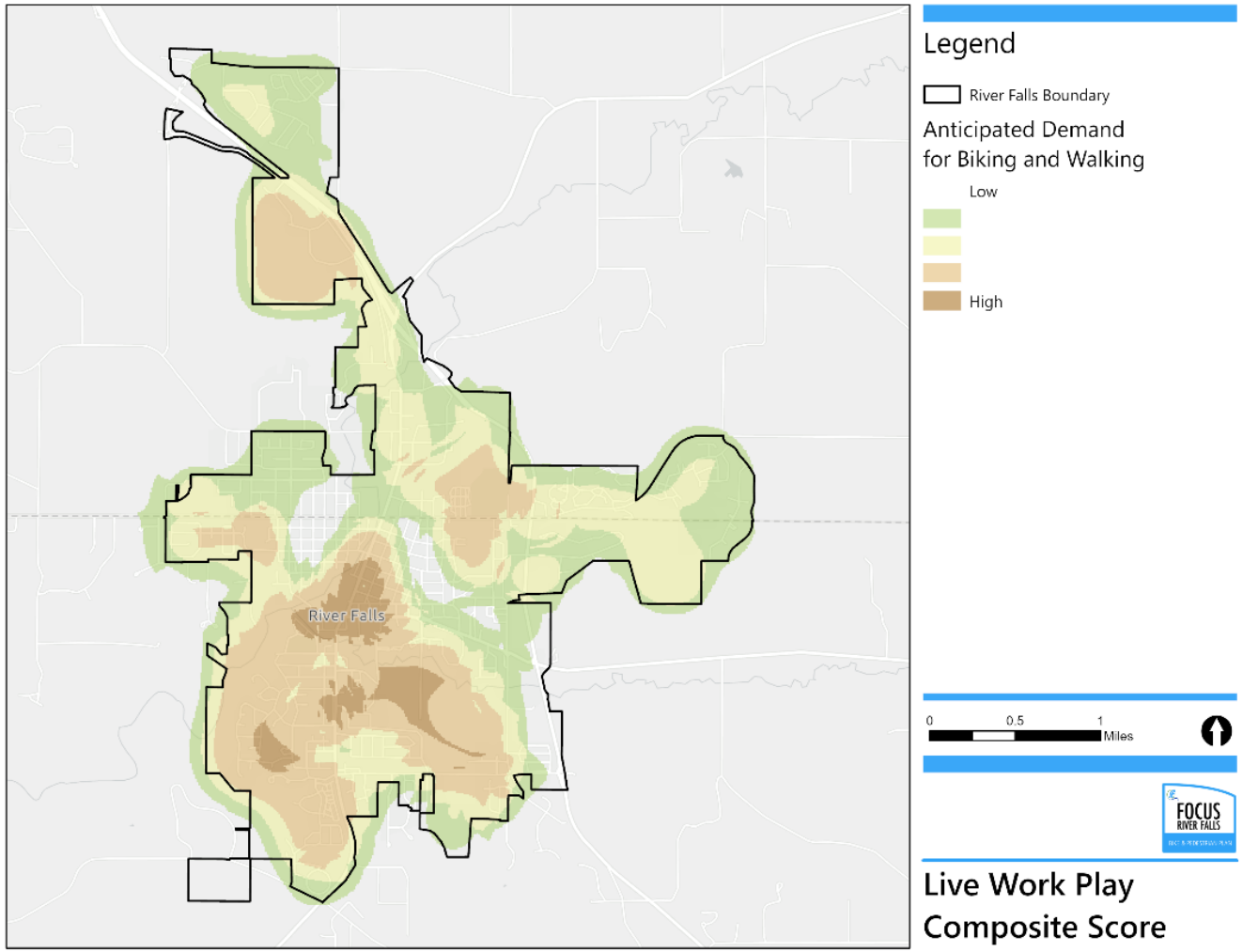


Figure 3. Composite Demand for Biking and Walking

EQUITY ANALYSIS

An equity analysis examined where people who face a disproportionate transportation burden live around River Falls. Many people who face a disproportionate transportation burden are likely to live in multifamily and student housing. In River Falls, this type of housing is mostly located in the area around UWRF, especially near S Wasson Lane and S Main Street.

See page 13 in Appendix B: Existing Conditions for details on the equity analysis.

CRASH ANALYSIS

Crash data from 2017 to 2021 (provided by Wisconsin Department of Transportation (WisDOT)) is mapped in Figure 4 and Figure 5. Data is displayed by mode (bicycle and pedestrian) as well as severity.

Bicycle and pedestrian crashes predominantly occurred along Main Street and Cascade Avenue. The most severe crashes (non-incapacitating injury for people biking and incapacitating injury for people walking) happened on Main Street. These areas have significant bicycle and pedestrian activity, as they are adjacent to commercial areas and UWRF; however, their auto-centric design poses a risk to people walking and biking in the corridor.

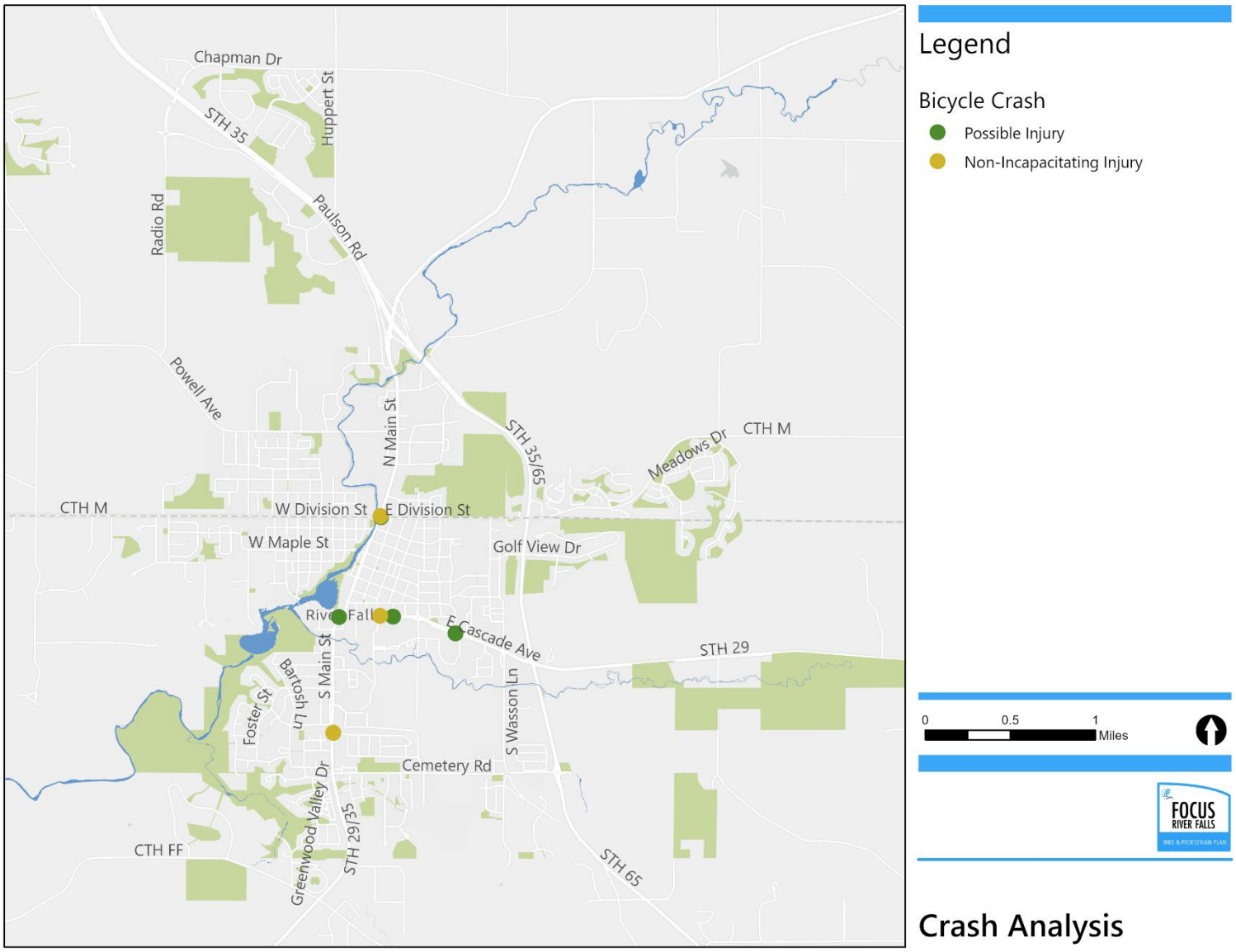


Figure 4. Bicycle Crashes in River Falls (Data Source: WisDOT, 2017–2021)

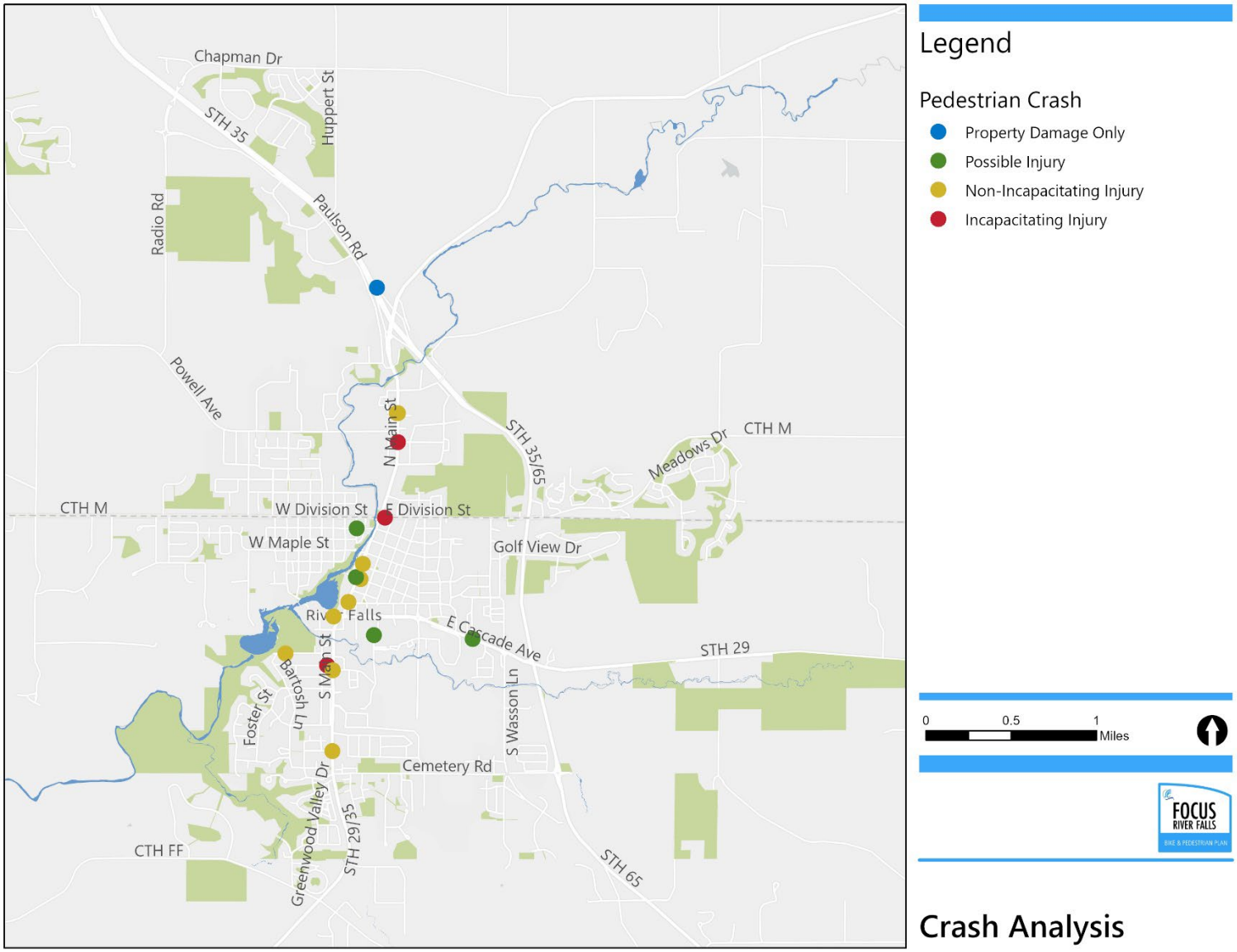


Figure 5. Pedestrian Crashes in River Falls (Data Source: WisDOT, 2017–2021)

PUBLIC ENGAGEMENT

Public engagement for the Bike and Pedestrian Plan was part of the overall Comprehensive Plan engagement process. This section highlights elements of engagement that are especially relevant to the Bike and Pedestrian Plan.

COMPREHENSIVE PLAN KICK-OFF ENGAGEMENT HIGHLIGHTS

The following are relevant highlights from engagement for the Comprehensive Plan conducted in February and March of 2022. Engagement activities included an in-person open house, an online survey.

Concerns/Issues for the Future of River Falls

Sidewalk and trail infrastructure was ranked as the number two concern for the future of River Falls. Respondents expressed a desire for improved bicycle and pedestrian infrastructure, including increased safety, a more connected network, additional infrastructure.

Feedback on Bike and Pedestrian Plan Vision and Goals

In the online survey and open house, community members overwhelmingly approved of the plan's vision and goals (Figure 6 and Figure 7).

Relevant River Falls National Community Survey Results (2021)

- 75% walked or biked instead of driving in the last 12 months (higher than NCS benchmarks)
- 84% rated the availability of paths and walking trails as excellent or good
- 45% rated the overall quality of the transportation system as excellent or good; 67% said improving the transportation system is essential or very important in the next two years
- 66% rated ease of travel by bicycle as excellent or good, while about 85% rated ease of travel by car and by walking as excellent or good
- 62% rated sidewalk maintenance as excellent or good

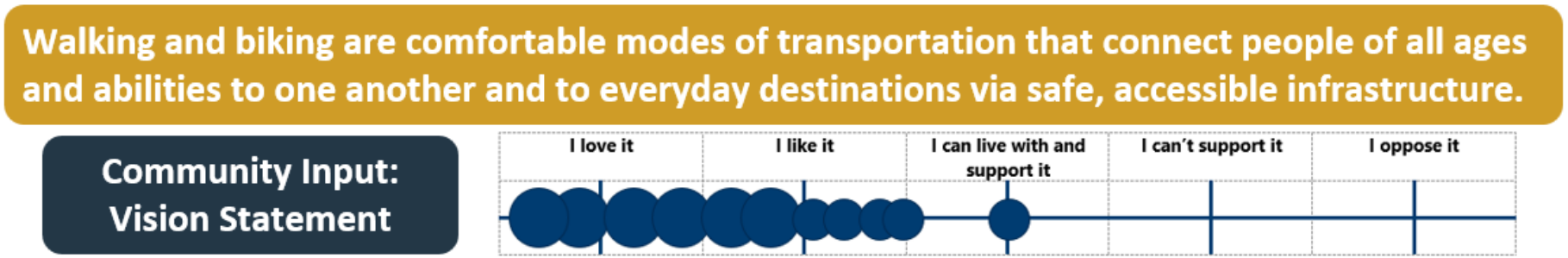


Figure 6. Public Input on Plan Vision

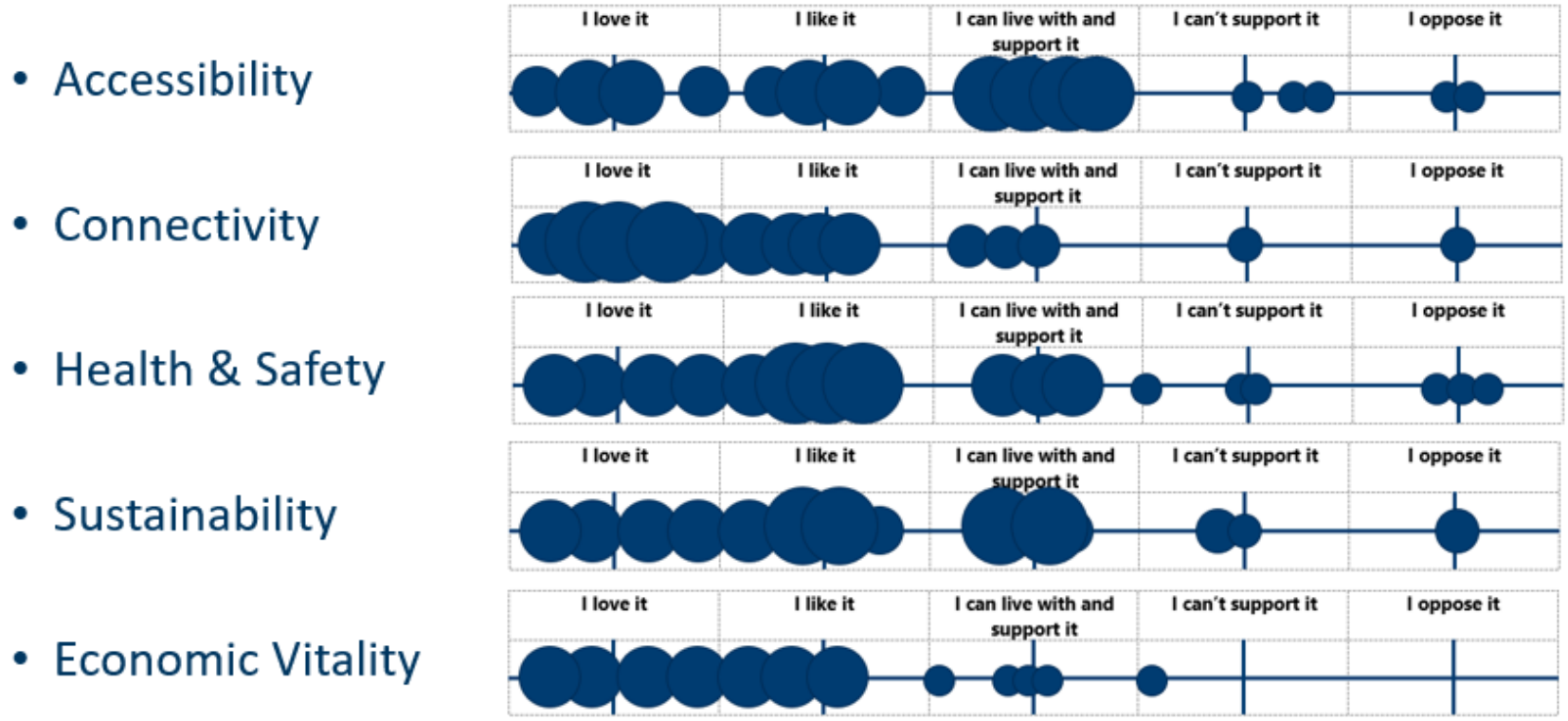


Figure 7. Public Input on Goals

Transportation Preferences

Walking and biking are very popular activities among respondents. While most respondents currently get around by traveling alone in a personal vehicle, they want to walk and bike to get around (Figure 8). Other relevant findings include:

- Top two amenities respondents look for when finding housing: Near parks and greenways and walkable/bikeable
- Favorite outdoor activities: walking (1), biking (2), hiking (2), running (8)
- What improvements or investments are needed to improve or diversify outdoor recreation? Top response: Sidewalks and Trails (increased system connectivity, safety, and maintenance)

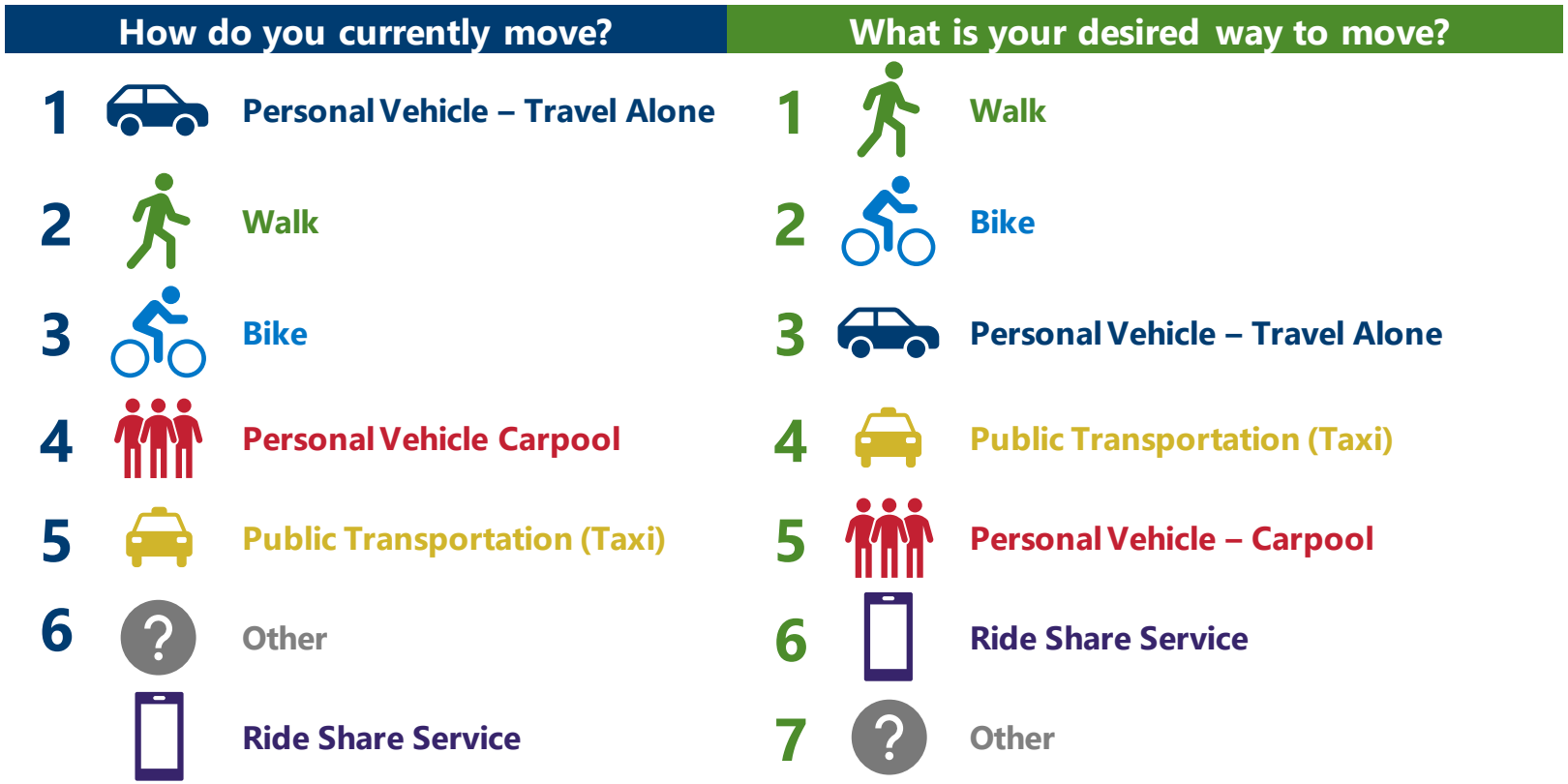


Figure 8. Transportation Preferences

Barriers to Walking and Biking for Transportation

Lack of infrastructure, safety concerns, and infrastructure connectivity were the top barriers to walking and biking for transportation (Table 3).

Table 3. 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

INTERACTIVE ONLINE MAP

Residents commented on an interactive map (Figure 9) on the Engage RF website, responding to the question, "How can we improve walking and biking in River Falls?" Comments on the interactive map primarily focused on higher-volume, higher-speed streets:

- **Main Street and Powell Avenue**: Comments identified insufficient facilities for walking and biking along both.
- **Division Street**: Comments focused on lack of adequate bicycling facilities and need for improved crossings.
- **Cascade Avenue**: Comments identified discomfort with crossings and a need for crossing at Crescent Street.
- **Cemetery Road**: Comments focused on maintenance issues with roadway, path, and roundabout.

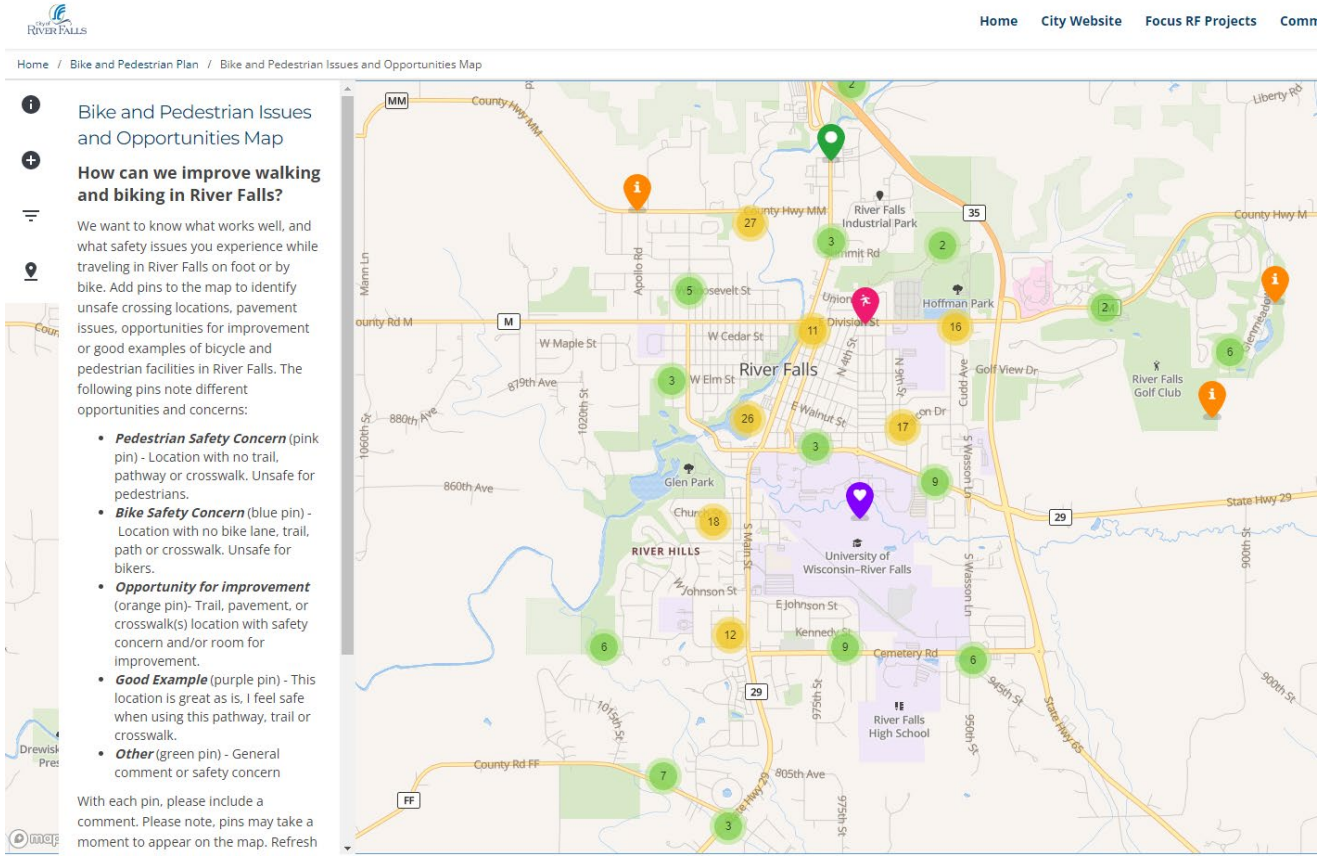
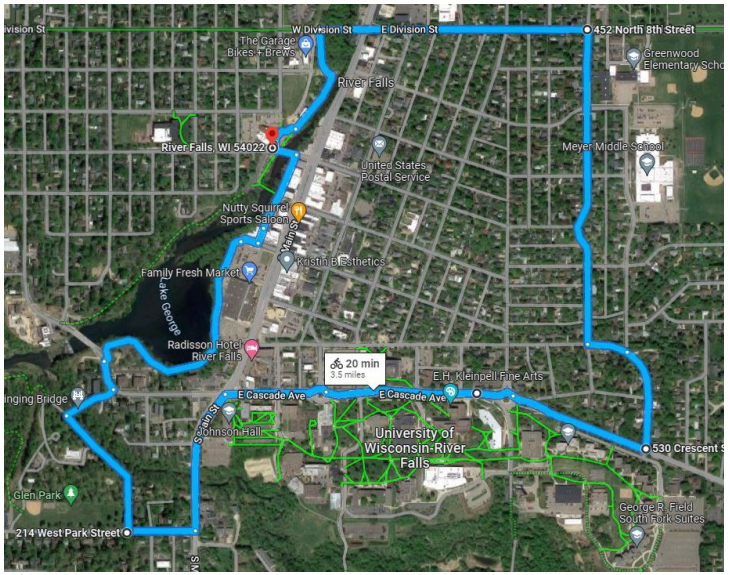


Figure 9. Bike and Pedestrian Issues and Opportunities Map

WALKING AND BIKING TOURS

A total of 18 people participated in the biking tour, including several children and City staff. Bike tour participants identified Main Street, Cascade Avenue, and Division Street as streets that are difficult to cross and uncomfortable to bike on. Participants want to see better bikeway markings and signage, as well as physical separation from traffic. Parking on the major roads varies with sporting events and school activity; when there are few cars parked, the shoulders become de facto bike lanes. Participants also want to see new and expanded bike and skate parks developed in the City.



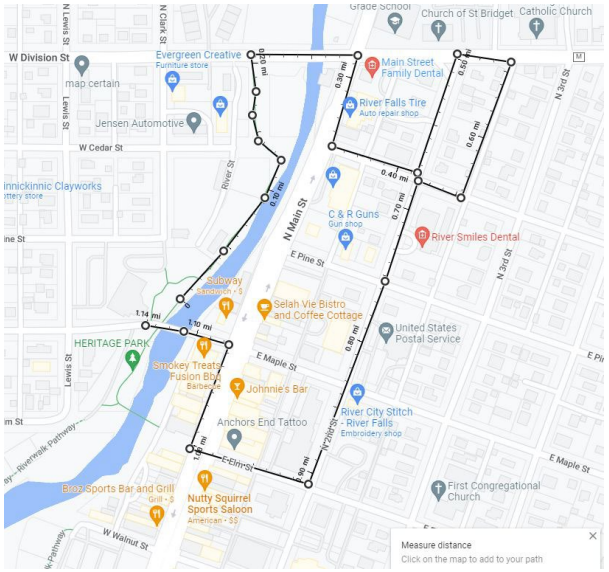
Key crossings identified for improvement were:

- Crossing Cascade Avenue from Glen Park to Kinnickinnic Pathway
- Cascade Avenue and Main
- Cascade Avenue and Crescent Street
- Main Street and Division Street
- Second and Division Street

Neighborhood streets and park trails were very comfortable for participants.

Eight people participated in the walking tour. Participants had the option to use low-vision simulation goggles to experience the walking route in a new way. Themes resulting from the walking tour included:

- Narrow sidewalks on Main Street and bridge on Cascade Avenue were uncomfortable.
- Crossing Second Street on Division Street is challenging.
- Crossing of Division Street and Main Street is uncomfortable.
- Sidewalks are on only one side on some neighborhood streets; participants want sidewalk on both sides.
- Participants want better signage and crosswalk striping.
- Participants want widened sidewalks.



INFRASTRUCTURE RECOMMENDATIONS

The goal of the network recommendations is to connect River Falls' neighborhoods, parks, schools, and commercial areas with bicycle and pedestrian facilities that are comfortable for people of all ages and abilities year-round. Recommendations development considered regional connections to Hudson, Ellsworth, and Prescott; further regional coordination is necessary to determine exact routes and facility types. Bicycle and pedestrian network recommendations were developed based on previous plans; input from the plan's steering committee, City staff, and the public; and analysis of existing conditions.

Network improvements are intended to serve people bicycling (e.g., bike lanes), people walking (e.g., sidewalks), or both (e.g., greenways and shared use paths). In some cases, shared use paths are recommended in lieu of providing both a sidewalk and an on-street bicycle facility. Bicycle boulevards calm and divert traffic, and may allow streets to serve as shared spaces for people walking, biking, and driving. Traffic calming may be a more cost-effective option than sidewalk infill, particularly on streets without any existing sidewalks and few development opportunities.

Network recommendations fall into two categories: spot improvements—located at roadway or river crossings—and linear improvements—located along roadways.

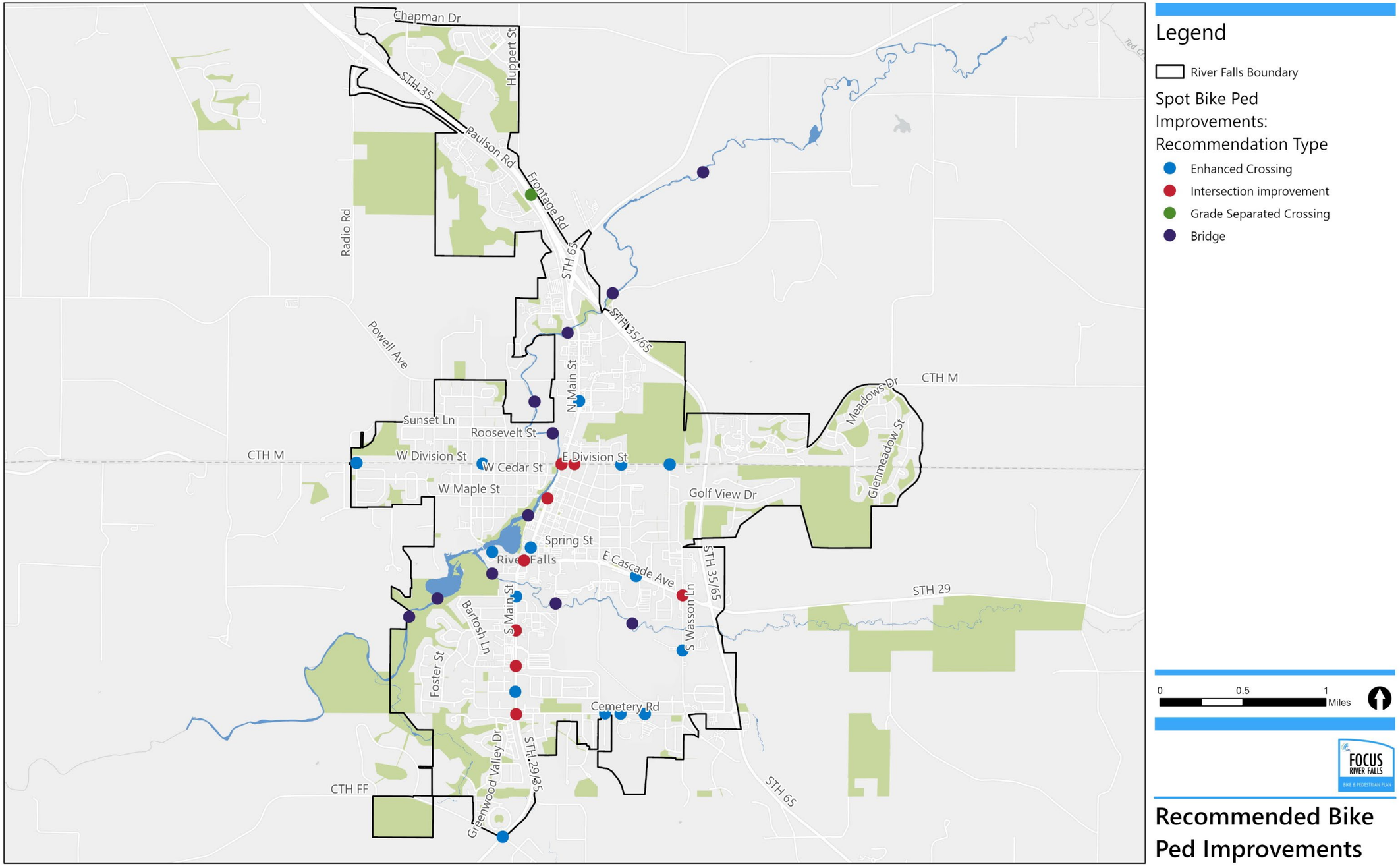
SPOT IMPROVEMENTS

Spot improvements are listed by type in Table 4, and the map on the following page (Figure 10). A full list of spot improvement locations can be found in Appendix A. A description of each facility type follows.

Table 4. Spot Improvements

Facility Type	Total Locations
Enhanced crossing	15
Intersection improvement	8
Grade-separated crossing	1
Bridge	11
Total	**35**

Figure 10. Spot Improvements by Type



Legend

River Falls Boundary

Spot Bike Ped Improvements: Recommendation Type

- Enhanced Crossing
- Intersection improvement
- Grade Separated Crossing
- Bridge

0 0.5 1 Miles

Recommended Bike Ped Improvements

Enhanced Crossing

Enhanced crossings occur at midblock or minor street intersections, and may include geometric changes to the roadway that slow motor vehicle traffic and make people crossing more visible, such as bump-outs, median crossing islands, crosswalks, raised crosswalks, lighting, signage, rectangular rapid flashing beacons (RRFBs), and pedestrian hybrid beacons. Enhanced crossings are recommended at locations where people want to cross to reach destinations efficiently, but where crossing is currently uncomfortable.

Intersection Improvement

Intersection improvements occur at signalized intersections or major street intersections, and may include the elements listed under enhanced crossings, as well as signal upgrades, roundabouts, and other changes that may require traffic studies.

Grade-Separated Crossing

Grade-separated crossings allow people walking and biking to travel either under or over a roadway. Grade-separated crossings are typically seen along regional trail networks. People walking can rarely be convinced to use a crossing not in direct line of travel, so grade-separated crossings should be provided within the normal path of pedestrians.

Bridge

Pedestrian and bicycle bridges are recommended at multiple locations across rivers. Bridge recommendations come from the Kinnickinnic River Corridor Plan.

LINEAR IMPROVEMENTS

The types of linear improvements recommended in this plan are described in this section. For all facility types, explore opportunities to add shade trees, benches, restrooms, water fountains, bicycle racks, and other elements that create a comfortable and convenient active transportation experience. Bicycle facility type selection is informed by the National Association of City Transportation Officials (NACTO) Urban Bikeway Design Guide contextual guidance for selecting all ages and abilities bikeways as well as the Federal Highway Administration (FHWA) Bikeway Selection Guide. Recommended facility types are starting points based on high-level planning analysis; the ultimate facility type will be determined through in-depth analysis on a project-by-project basis.

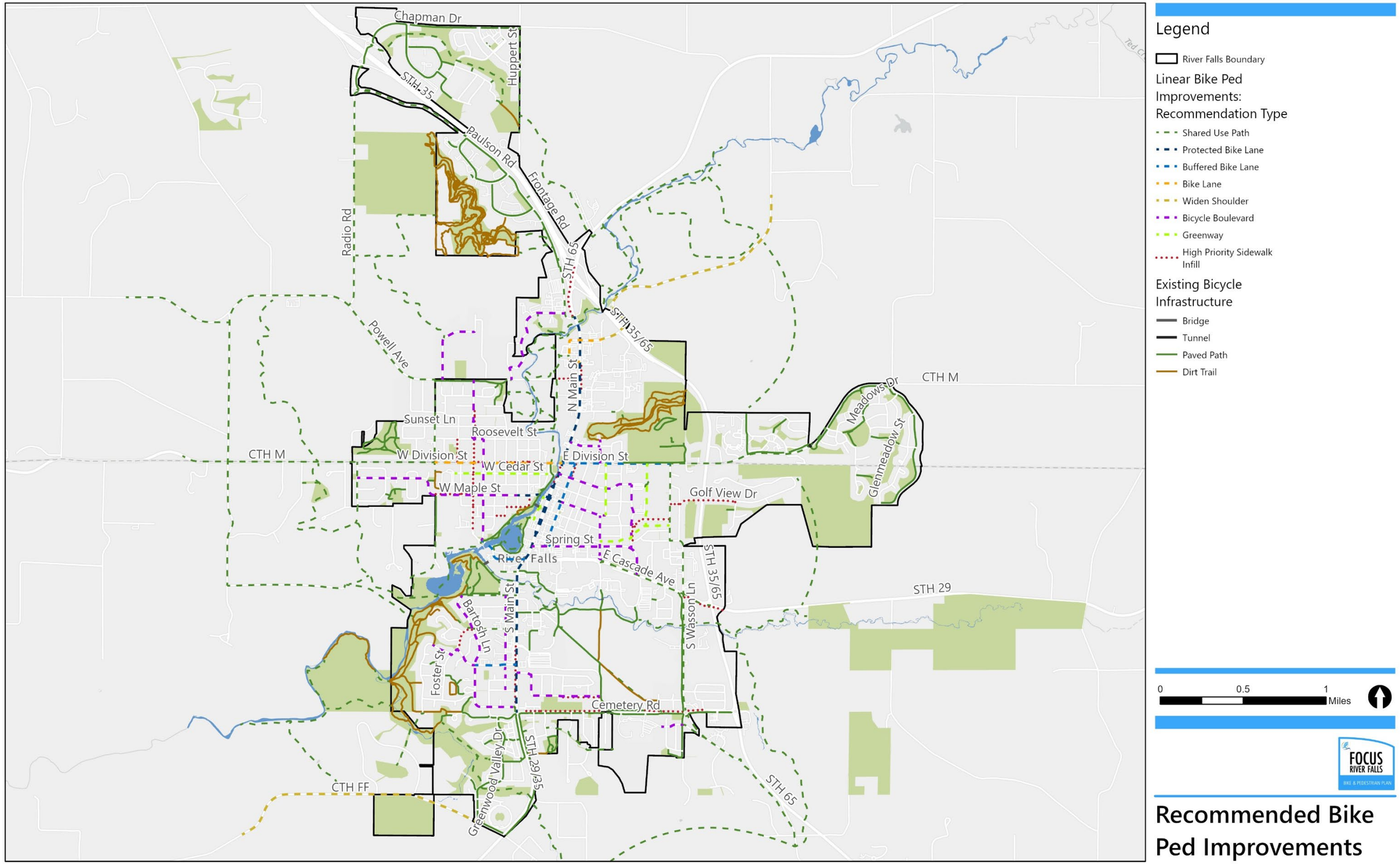
The top 10% of sidewalk gaps as identified in the 2016 sidewalk infill report are included in the recommendations for this plan. In a few instances, a shared use path is recommended where the 2016 Report identified a sidewalk gap (such as along Wasson Lane). In these cases, a shared use path is recommended instead of a sidewalk to efficiently serve the needs of people both walking and biking

Miles of recommended linear facilities are broken down by type in Table 5 and shown in the map on the following page (Figure 11).

Table 5. Miles of Linear Improvements

Facility Type	Total Mileage
Widen shoulder	3.2
Bicycle boulevard	8.4
Bike lane	1.2
Buffered bike lane	1.8
Protected bike lane	3.1
Shared use path	45.2
Event street	0.1
Greenway	1.9
Sidewalk	4.6
Total	**69.5**

Figure 11. Linear Improvements by Recommendation Type



Sidewalk

Sidewalks provide dedicated space intended for pedestrian use that is safe, comfortable, and accessible to all. Sidewalks are physically separated from the roadway by a curb or unpaved buffer space.

Shared Use Path

A shared use path provides a travel area separate from motorized traffic for bicyclists, pedestrians, skaters, wheelchair users, joggers, and other users. Shared use paths are desirable for bicyclists of all skill levels preferring separation from traffic.

Protected Bike Lane

Protected bike lanes, also known as separated bikeways or cycle tracks, are on-street bikeway facilities that are separated from vehicle traffic. Physical separation is provided by a barrier between the bikeway and the vehicular travel lane. These barriers can include flexible posts, bollards, planter strips, extruded curbs, or on-street parking. Separated bikeways using these barrier elements typically share the same elevation as adjacent travel lanes, but the bikeway could also be raised above street level, either below or equivalent to sidewalk level.

Buffered Bike Lane

Buffered bike lanes are conventional bicycle lanes paired with a designated buffer space, separating the bicycle lane from the adjacent motor vehicle travel lane and/or parking lane.

Standard Bike Lane

On-street bike lanes designate an exclusive space for bicyclists through the use of pavement markings and signs. Driving in or parking in a bike lane is not permitted. The bike lane is located directly adjacent to motor vehicle travel lanes and is used in the same direction as motor vehicle traffic. Bike lanes are typically on the right side of the street, between the adjacent travel lane and curb, road edge or parking lane.

Wide Shoulder

Paved shoulders on the edge of roadways can be enhanced to serve as a functional space for bicyclists and pedestrians to travel in the absence of other facilities with more separation. In this plan, widened shoulders are recommended only on rural roadways. With future development, shared use paths may be called for on these roadways.

Bicycle Boulevard

A bicycle boulevard is a low-speed, low-volume roadway that is designed to enhance comfort and convenience for people bicycling. It provides better conditions for bicycling while improving the neighborhood character and maintaining emergency vehicle access. Bicycle boulevards are intended to serve as a low-stress bikeway network, providing direct and convenient routes across River Falls. Key elements of bicycle boulevards are unique signage and pavement markings, traffic calming, and diversion features to maintain low vehicle volumes, reduced vehicle speeds, and convenient major street crossings.

Greenway

Greenways are neighborhood streets with a dedicated shared use path where motor vehicle traffic has been limited or eliminated. Greenways reduce impermeable space, add green space, and store and clean stormwater runoff with green infrastructure, such as with bioswales, flow through planters, and permeable pavement. They may be designed to function as linear parks. The extent to which motor vehicle access is limited may depend on available right-of-way, community input, cost, alley access, and more.

Greenways represent an opportunity to implement the Kinnickinnic River Corridor Plan, bringing the spirit of the plan into the community by reinforcing the river as the heart of the community and using neighborhood street right-of-way to enhance water quality and provide habitat.

Image credit: Bikeways for Everyone

PLANNING LEVEL COST ESTIMATES

Table 6 identifies typical construction costs for infrastructure treatments to assist the City with developing costs for recommended linear and spot improvements. Cost estimates are derived from previous experience in the region as well as Minnesota's Best Practices for Pedestrian and Bicycle Safety, MnDOT 2020 Average Bid Prices for Awarded Contracts; Costs for Pedestrian and Bicyclist Infrastructure Improvements; MnDOT Pedestrian Crosswalk Policy Development Guidelines.

Table 6. Unit Cost Estimates

Item	Unit	Cost
Sidewalk	Mile	$160,000
Bicycle boulevard	Mile	$5,000–$150,000
Paved shoulder	Mile	$60,000–$100,000
Standard bike lane	Mile	$80,000–$110,000
Buffered bike lane	Mile	$100,000–$150,000
Protected bike lane	Mile	$75,000–$300,000
Shared use path	Mile	$300,000–700,000
Grade-separated crossing	Linear foot	$1,800 + $19,000 per end section
Crosswalk	Each	$2,000–$3,000
Curb ramp	Each	$2,000–$6,000
Curb extension/corner radii	Corner	$2,000–$3,500 ($10,000–$20,000 with storm sewer impacts)

Item	Unit	Cost
Median refuge island	Each	$10,000–$20,000
Rectangular rapid flashing beacon	Each	$15,000–$40,000

PRIORITIZATION AND PHASING METHODOLOGY

Linear improvements (except sidewalks—see call out box at right) are grouped into projects based on logical endpoints. For the purposes of prioritization, spot improvements are independent projects, but may be combined with implementation of linear improvements. This plan includes recommendations for 100 linear projects and 35 spot improvement projects.

Sidewalk Infill

Sidewalk infill locations were prioritized through the 2016 Sidewalk Infill study. The top 10% of sidewalk gaps identified in that study are included in the recommendations for this plan and considered to be high-priority projects. Sidewalk gaps not included in the top 10% should be filled as opportunities arise.

In alignment with the vision of the plan, projects are prioritized based on the degree to which they directly connect to an essential destination and improve safety. Projects (except for sidewalk infill projects) score up to 6 points based on the following:

1. On a street with high levels of traffic stress OR that runs parallel to a street with high levels of traffic stress
2. On a street with a history of bicycle and pedestrian crashes
3. Within 500 feet of a civic institution such as a school or library
4. Within 500 feet of a park
5. Within 500 feet of an area designated as high-density housing in the future land use plan (extraterritorial future land uses not included)
6. Within 500 feet of an area designated as mixed use or commercial in the future land use plan (extraterritorial future land uses not included)

Projects are categorized as low, medium, or high complexity. Factors that increase the complexity of a project include potential right-of-way acquisition, coordination with property owners, coordination with county and state agencies, traffic and parking impacts, stormwater and utility impacts, and high capital costs.

Low complexity, high-priority projects can be accomplished in a short time frame. Many of these projects may be good candidates for demonstration or quick-build implementation. Medium- and high-complexity high-priority projects may take longer to implement, but planning for these projects should begin soon after plan adoption.

Projects are shown by priority score in Figure 12. *Note: shared use paths in independent alignments recommended by the Kinnickinnic River Corridor Plan are identified by a number (e.g., Kinni Path 59).*

Projects scoring 4, 5, or 6 points are listed in Table 7 and grouped by complexity. A full project list is found in Appendix A.

Table 7. High-Scoring Projects

Location	Recommendation	Complexity	Priority Score	Miles	Implementation Notes
S Main Street	Protected bike lane	High	6	1.4	Reconstruction candidate
E Cascade Avenue	Shared use path	High	6	0.8	Potential opportunity for a quick-build or demonstration protected bike lane on the north side of the street (would require parking adjustment)
W Cascade Avenue	Buffered bike lane	Medium	6	0.2	Parking or turn-lane adjustment to create room for buffered bike lane
Cascade Avenue and S Main Street	Intersection improvement	High	5	--	Determine with reconstruction of Main Street; potential protected intersection or roundabout
W Maple Street and N Main Street	Intersection improvement	High	5	--	Determine with reconstruction of Main Street; potential protected intersection
E Division Street and N Main Street	Intersection improvement	High	5	--	Determine with reconstruction of Main Street; potential protected intersection

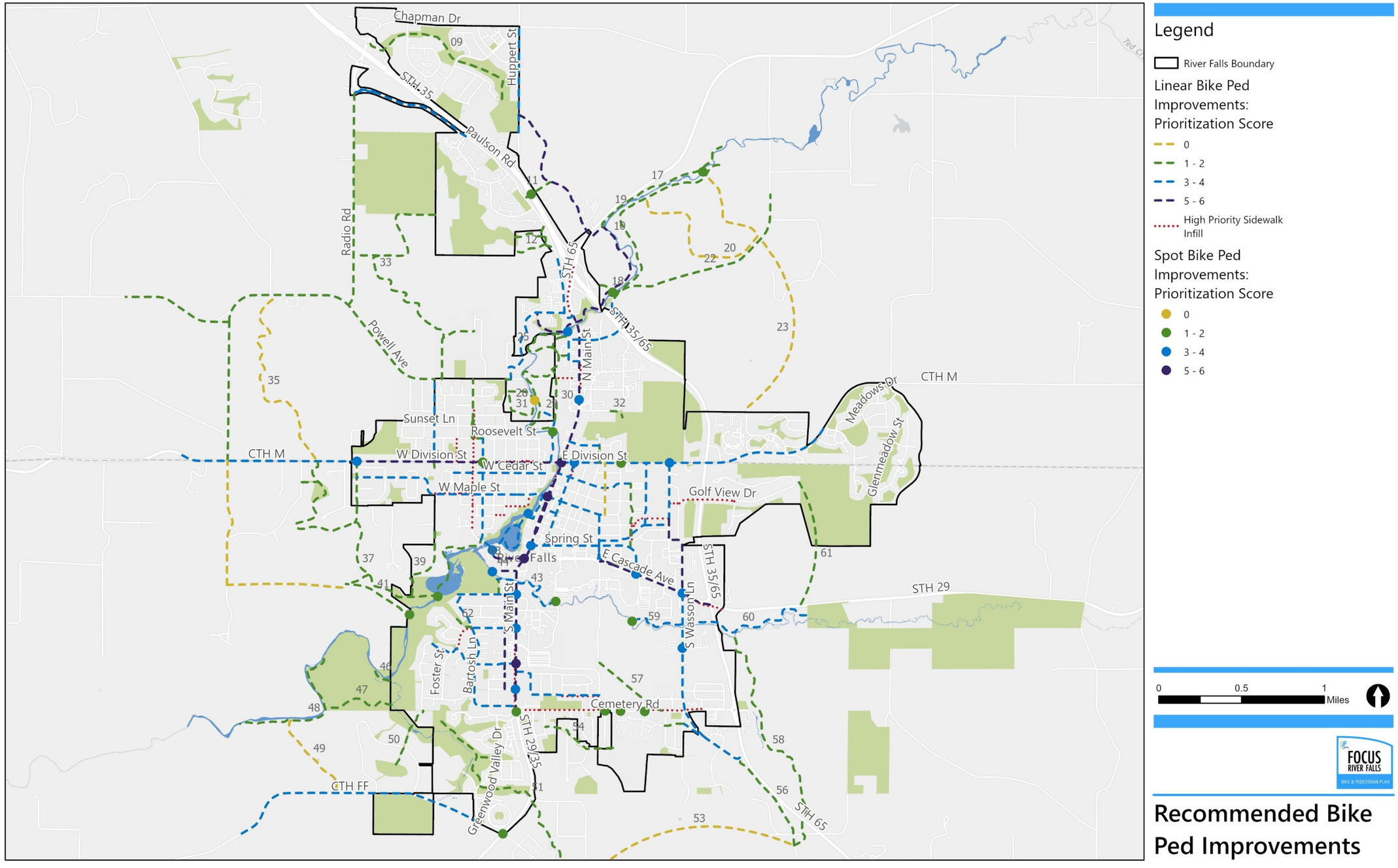
Location	Recommendation	Complexity	Priority Score	Miles	Implementation Notes
W Johnson Street and N Main Street	Enhanced crossing	Low	5	--	RRFB planned; potential enhancement: add quick-build median island
N Main Street (south of Division Street)	Protected bike lane	High	5	0.5	Reconstruction candidate; implement facility on Second Street while determining Main Street design
N Main Street (north of Division Street)	Protected bike lane	Low	5	0.9	Potential for a quick-build installation; no parking impacts
Kinni Path 10 (Riverside Drive to Sterling Ponds)	Shared use path	High	5	3.1	Kinnickinnic River Corridor Plan; requires bridge over Kinni and under crossing of STH 35/65
Kinni Path 44 (Vine Street to Glen Park)	Shared use path	High	5	0.2	Kinnickinnic River Corridor Plan; requires bridge over Kinni
W Division Street	Shared use path	High	5	0.5	Implement with development
S Wasson Lane	Shared use path	Low	5	0.5	In design
State Street	Bicycle boulevard	Low	5	0.5	Improve connection from the cul-de-sac to Johnson Street as part of project
W Division Street	Bike lane	Low	5	0.8	Add signage and pavement markings
W Cedar Street	Greenway	High	4	0.6	Reconstruction candidate
Johnson/Sycamore/Kennedy	Bicycle boulevard	Low	4	0.6	Sidewalk infill planned; bicycle boulevard could be installed simultaneously

Location	Recommendation	Complexity	Priority Score	Miles	Implementation Notes
N/S Falls Street	Bicycle boulevard	Low	4	0.6	Could be a greenway candidate if reconstruction is needed
Spring Street	Bicycle boulevard	Low	4	0.6	Coordinate with improvement of crossing of Cascade Avenue at Crescent Street
W Maple Street	Bicycle boulevard	Low	4	1.0	Add signage and traffic calming
E Division Street	Buffered bike lane	Low	4	0.7	Enhancement of existing bike lane
N/S Second Street	Buffered bike lane	Low	4	0.6	Implement while determining design for Main Street; reconsider facility when/if Main Street facility is built
W Johnson Street	Buffered bike lane	Medium	4	0.3	Would likely require parking adjustment
W Maple Street	Protected bike lane	Medium	4	0.2	Low-volume, but wide street; room for a protected bike lane that could define the character of city as a welcoming place for biking
S Wasson Lane	Shared use path	Low	4	0.7	Currently in design process
E Division Street and N Second Street	Intersection improvement	Medium	4		Potential demonstration project: prohibit left turns at this intersection; put stop sign on Second rather than Division Street

Location	Recommendation	Complexity	Priority Score	Miles	Implementation Notes
Foster Street	Shared use path	Medium	4	0.3	No sidewalks, traffic volume high enough to justify bike lane, large utility corridor on south side of street
W Park Street	Shared use path	Medium	4	0.4	Recommended in Glen Park Plan; could implement bicycle boulevard as short-term measure
Quarry Road	Widen shoulder	Medium	4	0.4	Kinnickinnic River Corridor Plan
Crescent Street and E Cascade Avenue	Enhanced crossing	Low	4		Potential enhancement: add RRFB with quick-build curb extensions or median island
Spring Street and S Main Street	Enhanced crossing	Low	4		Potential enhancement: add quick-build median crossing island, turning restrictions
E Cascade Avenue and S Wasson Lane	Intersection improvement	Low	4		Wasson Lane currently in design
Huppert Street	Shared use path	Medium	4	0.6	Sterling Ponds Plan
S Winter Street	Buffered bike lane	Low	4	0.1	Connects Swinging Bridge to Riverwalk Pathway
W Park Street and S Main Street	Enhanced crossing	Low	4		RRFB planned; potential enhancement: add quick-build median island

Location	Recommendation	Complexity	Priority Score	Miles	Implementation Notes
Foster Street and S Main Street	Intersection improvement	High	4		Implement protected intersection with S Main Street reconstruction; transition protected bike lanes on S Main Street to shared use path on Foster
E Division Street	Shared use path	Medium	4	1.0	Dollars from development set aside and application out for funding from Surface Transportation Program - Urban
Paulson Road	Shared use path	Medium	4	1.3	Widen existing sidewalk
Sidewalk Infill- Multiple Locations	Sidewalk	Medium	N/A	4.6	

Figure 12. Project Prioritization



Legend

River Falls Boundary

Linear Bike Ped Improvements: Prioritization Score

- 0
- 1 - 2
- 3 - 4
- 5 - 6
- High Priority Sidewalk Infill

Spot Bike Ped Improvements: Prioritization Score

- 0
- 1 - 2
- 3 - 4
- 5 - 6

0 0.5 1 Miles

FOCUS RIVER FALLS BIKE & PEDESTRIAN PLAN

Recommended Bike Ped Improvements

IMPLEMENTATION TOOLS

Implementation of the Bike and Pedestrian Plan will be an ongoing effort involving infrastructure investment, maintenance of facilities, grant funding applications, and more. There are several implementation tools the City may consider in order to fast track infrastructure improvements and build a more complete network for bicycling and walking as quickly as possible. This section outlines quick-build and demonstration projects, as well as sources of funding to pursue.

Quick-Build Projects

Quick build is a method to improve communities for walking, bicycling, and other forms of human-powered mobility on a minimal budget and on a compressed timeline, as planning and building for these types of projects are much less expensive than traditional infrastructure projects.

Quick build works to meet mobility needs by helping people to choose active modes more often. Those mobility needs will vary depending on the community and may include safer crossings, slower streets, an extended bikeway network, or safer routes to transit, schools, and essential workplaces. In every case, people require a safe, connected, and comfortable network for active transportation.

Figure 13. Quick-build curb extension (top) and permanent curb extension (bottom)

Quick Build Defined

Quick build puts bicycle, pedestrian, or traffic safety improvements in place using low-cost materials that can be installed quickly. Quick-build projects are flexible and designed to be easily changed or even removed if necessary. Most quick-build projects can be constructed in mere days or weeks and can go from conception to reality within months. Quick-build projects are not pop-up or demonstration projects that are intended to be removed after a short period. Key characteristics of quick-build projects include the following:

- **Immediate community benefits from walking and bicycling safety improvements**: Flexible projects allow for public feedback to impact the design while building enthusiasm and support for more permanent infrastructure. Once a project is accepted by a community, quick builds can last for years if maintained or can be rebuilt using more durable materials.
- **A complete, connected network of physically safe environments for people walking, bicycling, and using micromobility to get where they wish to go**: Quick-build infrastructure is usually more than a bike lane quickly striped; it should create the kind of comfortable, protected, connected bikeways proven to enable people of all ages and abilities to use active transportation.
- **Improvements built upon existing and approved plans created with community input**: Quick build becomes a way to implement previously recommended active transportation projects in a relatively short time frame. More extensive, and potentially permanent, improvements can be added in the future as the project evolves, based on public input, interest, and use.

Reallocating Space is Easier

Sometimes it is necessary to reallocate road space within the existing cross section to create safer crossings for pedestrians or a protected lane for people on bikes. With quick build, communities can see and adjust what works on the ground, rather than in theory. Unlike concrete infrastructure, quick-build street designs can be adapted by adding a planter box, moving bollards, restriping a lane, or even removing a project if necessary. During installation, the City of River Falls can say, “We are trying this.” Evaluation and review becomes part of the process, and feedback on a quick-build design can become part of the public input for an eventual permanent project, if the public supports it. This feedback is usually much more informed than traditional planning processes, where stakeholders are asked to imagine how it will feel to use a new street alignment based on modeled data, renderings, and PowerPoint presentations.

Feedback from the community can include the need for curb access for delivery and passenger access. Business managers, delivery people, and other users can see the impact in real time, and planners can adjust the design to accommodate those needs.

Assemble the Team

Who Needs to Be at the Table?

Some of the people listed in Table 8 need to be at every discussion; others don't. Some need to be consulted; others simply informed. Some are critical, while some are optional. Some may be staff while others are hired consultants. Build your team for what makes sense in your community for your project. If you cannot fill a role listed here due to budget or staffing constraints, pursue additional outreach to that department to ensure the project can be implemented smoothly with appropriate buy-in from the role outlined for the "missing seat."

Who's Not at the Table?

Meaningfully including everyone who needs to have a voice in the process is not easy. Continue to identify who is missing and to create new ways to expand engagement throughout the process. Take a close look at the "table" the team has set to see if the format, messaging, power dynamics, or other factors present unintentional barriers or biases. Leverage the trial period as an opportunity to call attention to the need for broad, inclusive assessment and encourage additional community members, leaders, and organizations to participate.

Table 8. Roles of Agency Staff

Person	Role
Key coordinator	• Champions the value of and need for quick-build facilities to the public and other municipal staff. • Keeps project on track, problem solves issues as they arise, maintaining momentum and overall communication among the various stakeholders and participants. • Identifies community partners and stakeholders who need to be at the table and ensures they are engaged. • Available for feedback and communication from stakeholders, including elected officials, other municipal staff, and community leaders. • Stays aware of projects and best practices in other jurisdictions. • Identifies opportunities and community needs as they arise. • Should be adept at working with underrepresented and marginalized communities.
Communications[1]	• Helps everyone stay "on message" about the quick-build strategy. • Develops online tools for community feedback. • Collects and reports on feedback received from the most representative group possible.

Person	Role
Transportation planners[1, 2]	• Understands the jurisdiction's goals, vision, opportunities, and challenges when it comes to active transportation. • Can interpret code, policy, and other crucial regulations. • Can provide helpful information regarding the existing active transportation network and its gaps. • Has access to planning tools, such as mapping software, that aid in decision-making.
Transportation engineers[2]	• Understands traffic patterns, street design, regulations, and so on. • Can ensure that facilities meet standards and best practices so they are as safe and navigable as possible. • Involved in approval of street plans.
Representatives from other departments that will interface with the project	• Understands aspects of the project that others will not (e.g., how trash pickup will be impacted). • Contributes to the identification of important corridors to include from an equity and connectivity perspective (e.g., Health, Economic, Parks, Housing, Planning Departments). • Needs to be informed of projects to provide technical insight and avoid potential conflict once facilities are in place.
Community leaders	• May be tasked with formal review of street changes (e.g., Fire Department).
Neighborhood or community ambassador or champion	• Believes in the project and ensures the community is involved in its planning and installation. • Has broad connections and rapport in the community and can bring a variety of voices to the table to speak to community needs and perspectives. • Monitors the project after installation and relays feedback to the key coordinator, providing resident perspective and flagging issues. • During public engagement, this person is likely advocating for a quick-build facility in their neighborhood. • This person should receive compensation for their time and local expertise.
Local business leaders	• Can help share information with local businesses. • Will want to understand what types of improvements are planned and what the expected timeline is. • May be able to donate materials that could embellish the project area like picnic tables, chairs, and flower pots.

Person	Role
Representatives from community organizations, especially bicycle advocacy organizations	• Leaders of nonprofits, social services organizations, and religious institutions will help to support and improve the project if engaged. • Bicycle advocacy organizations will understand the needs and perspectives of pedestrians and bicyclists in the community and can offer insight as potential future users of these facilities. • Can help disseminate information to the bicycle and pedestrian community, gather feedback, and improve future iterations of the project.
Elected officials	• Have the power to approve the use of funds or staff, often much more quickly than others can. • In some jurisdictions, approve or deny street changes. • Receives direct communication from their constituents about needs, challenges, and complaints. • Can raise the profile of these improvements among their constituents and beyond (or rally against them).

Notes:

1. In some agencies, especially smaller ones, this person may be the same as the key coordinator.
2. Engineering and planning roles may be held by the same staffer.

Demonstration Projects

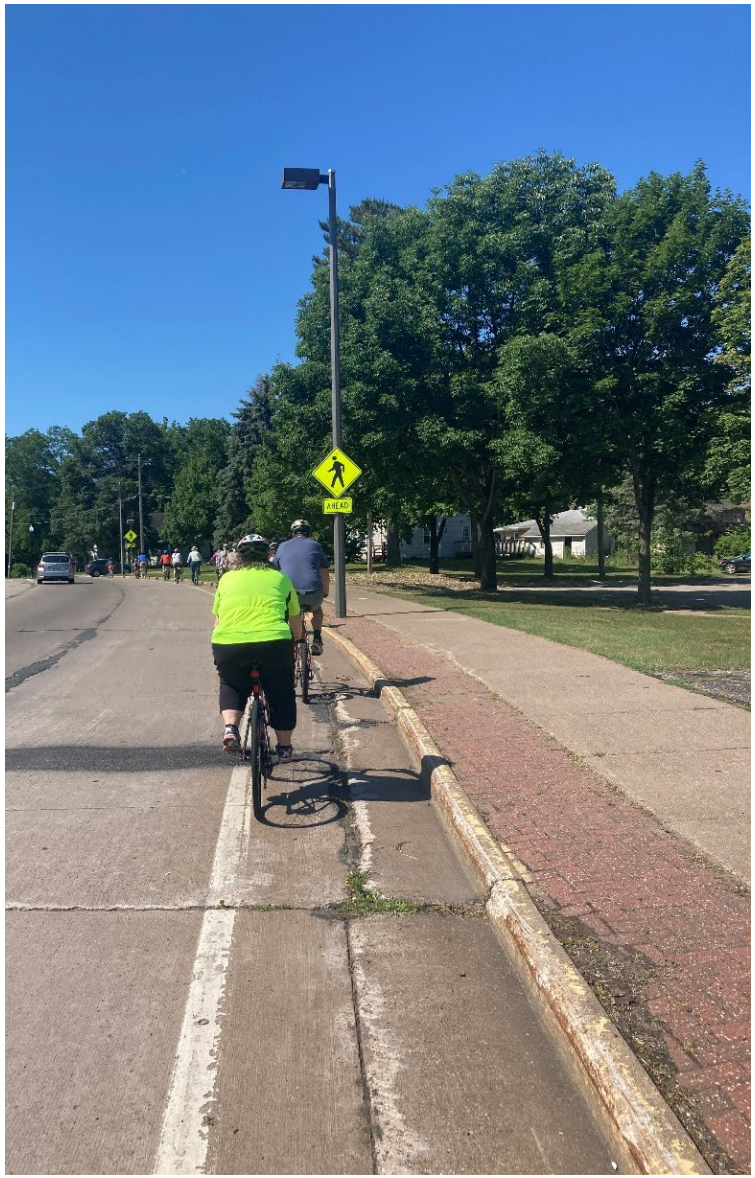
Demonstration projects are short-term, low-cost, temporary roadway projects used to pilot potential long-term design solutions to improve walking, bicycling, and public spaces. Projects may include, but are not limited to, bicycle lanes, crosswalk markings, curb extensions, and median safety islands.

Demonstration projects allow public agencies, community partners, and people walking, bicycling, taking transit, and driving to evaluate potential infrastructure improvements before potentially investing in permanent changes. Benefits of using a demonstration project approach include:

- Test aspects of safety improvements before making further investments. Inspire action and build support for project implementation.
- Develop further public awareness of the potential issue and conceptual options.
- Increase public engagement by inviting stakeholders to try demonstration projects for active transportation.
- Increase understanding of active transportation needs in the community.
- Encourage people to work together in new ways and strengthen relationships between government agencies, elected officials, nonprofit organizations, local businesses, and residents.
- Gather data from real-world use of streets and public spaces. Increase collaboration between education, engineering, encouragement, and enforcement from initial project steps through removal or installation of permanent change.

Local, State, and Federal Funding Mechanisms

Accomplishing the plan's goals will require a significant financial and resource commitment. River Falls has access to a variety of state, federal, and local programs to support active transportation infrastructure improvement spending within the city. The current Infrastructure Investment and Jobs Act (IIJA) federal infrastructure bill, passed in 2022, offers the promise of more federal support for safety initiatives. Below are the general "buckets" of funding resources that can be accessed to implement the actions recommended in this plan.



Types of Funding Sources

Federal and State Funds

Federal funding is typically directed through state agencies to local governments either in the form of grants or direct appropriations, independent from state budgets. In Wisconsin, federal funds are typically administered and distributed through the WisDOT. There are several federally funded programs that are oriented toward transportation, with an emphasis on providing multimodal connections.

Local Funds

River Falls will begin to implement the concepts and policies presented in this plan through regularly scheduled capital projects, such as streetscape projects, street resurfacing, or new public or private property construction. To efficiently use staff and maintenance resources, the City should coordinate across multiple agencies, such as the public works and parks and recreation departments. Bicycle and pedestrian projects should be included in the Capital Improvement Plan.

River Falls may consider developing additional local funding sources, such as Community Improvement Districts, Public-Private Partnerships, infrastructure bonds, and dedicated local tax sources.

Coordination with New Development

Fostering partnerships with private developers provides an opportunity to generate revenue to fund infrastructure projects, such as sidewalk and shared use path construction, as well as programs, such as bicycle education classes.

Fundraising Campaigns

Fundraising through neighborhood groups, advocacy groups, or even crowdfunding can help generate resources for projects and programs.

Grants

Competitive grants through public agencies or through private or nonprofit foundations can generate resources for projects and programs. Grant funding may also be used to acquire right-of-way. To increase readiness for grant funding, preliminary plans (30% construction drawings) can be developed for priority bikeway and pedestrian projects. Table 9 highlights grant opportunities that the City may pursue.

Table 9. Grant Opportunities

Funding Program	Administering Agency	Description	Local Match
Transportation Alternatives Program (TAP)	WisDOT	Average TAP grant size: $302,000. Funds available projected to increase.	20% required; Average TAP match: 22%
Community Development Block Grant	Wisconsin Department of Administration – Division of Energy, Housing and Community Resources	Public facilities funds support infrastructure and facility projects for communities. Examples of eligible projects include improvements, repairs, or expansions of streets, drainage systems, water and sewer systems, sidewalks, and community centers. Up to $1 million. Planning funds support development of comprehensive plans, community development plans, and small area and neighborhood plans. Up to $50,000.	33%

Funding Program	Administering Agency	Description	Local Match
Knowles-Nelson Stewardship Program	Wisconsin Department of Natural Resources	Grants provide opportunities for nature-based outdoor recreation activities where the primary focus or purpose is the appreciation or enjoyment of nature. If award exceeds $250,000, approval from the Joint Finance Committee of the Legislature is required.	50%
Land and Water Conservation Fund	Wisconsin Department of Natural Resources	Fund grants support land acquisition and development of high-quality outdoor recreation amenities in local communities.	50%
Recreational Trails Program	Wisconsin Department of Natural Resources	Funds support the development and maintenance of recreational trails and trail-related facilities for both motorized and non-motorized recreational trail uses. The grant cap is ordinarily $100,000 per grant per fiscal year but every third year the grant cap will be increased to $250,000.	20%
State Infrastructure Bank Program	WisDOT	Loans for transportation infrastructure improvements that preserve, promote, and encourage economic development or promote transportation efficiency, safety, and mobility. Loans can be used in conjunction with other federal or state programs, or to finance an entire project.	N/A
People for Bikes Community Grants	People for Bikes	Funding for projects that make bicycling better. Up to $10,000.	None
Wisconsin Partnership Program	University of Wisconsin	The Community Impact Grant Program supports community-academic partnership initiatives that improve health and advance health equity by addressing the social determinants of health. Each award is a maximum of $500,000 for up to three years. Awardees from this funding cycle are eligible to apply for one three-year renewal for an additional $500,000 at the end of their initial award, for a total award of up to $1 million over six years.	None

The Infrastructure Investment and Job Act

Table 10 is a preliminary summary of how the IIJA (also known as the Bipartisan Infrastructure Bill) may affect existing funding sources and create new funding programs for infrastructure projects related to bicycle, pedestrian, and trail systems based on what is known at the time this plan was written (2022). FHWA has provided a matrix of funding programs for bicycle and pedestrian project, see Pedestrian and Bicycle Funding Opportunities: U.S. Department of Transportation Transit, Safety, and Highway Funds.

Table 10. IIJA Funding

Funding Program	Administering Agency	Description	Local Match
Safe Streets for All (SS4A)	FHWA[1]	Competitive grant; 5-year program at $1 billion/year.	20%
RAISE (Rebuilding American Infrastructure with Sustainability and Equity)	FHWA[1]	$7.5 billion over 5 years ($1.5 billion/year); funding for transportation projects (multimodal projects that address equity and safety will be favored under current administration). The maximum funding award is approximately $30M.	20% but projects with a higher local match are typically more competitive. Projects serving underserved populations may be eligible for local match waiver.
Active Transportation Infrastructure Investment	FHWA[1]	$1 billion over 5 years ($200 million/year); funding for active transportation projects.	N/A
Reconnecting Communities	FHWA[1]	$500 million (and up to $1 billion in future appropriation); competitive grant program for planning or construction.	20% for planning and capital construction grants. Capital construction grants cannot exceed 50% of project total cost.
Healthy Streets	FHWA[1]	$500 million for programs that address urban heat island.	N/A

Note:
1. State or local entity may administer project, working with FHWA if awarded.

POLICY AND PROGRAM RECOMMENDATIONS

As River Falls continues to develop, the plan and policy recommendations described in this section will ensure coordinated growth that aligns with the plan's goals of advancing accessibility, connectivity, health and safety, sustainability, and economic vitality. Several key policy and staffing actions are likely to be relatively easy to implement and highly beneficial:

- Revise subdivision ordinances to align with ambitious biking and walking goals.
- Update zoning policy to require sidewalk or trail construction with any development over a certain number or units, within a designated growth area, or in an existing gap in the current biking and walking network.
- Develop a Complete Streets policy to prioritize the needs of people biking and walking in River Falls year-round.
- Increase staff capacity or seek external support for grant writing to implement infrastructure recommendations on an accelerated timeline.
- Identify a clear point person for walking and biking coordination and implementation and allocate staff time to this work.

Each recommendation is listed with a potential implementing partner, as well as categorized according to the relative level of resources that it may take to implement, and the potential benefit that it could provide for the community. For example:

Recommendation	Complexity	Benefit
A program that faces **more barriers** to implementation and has the potential to provide a **high** level of community benefits. *(Potential Implementing Partner)*	●●●	●●●
A program that is **easy** to implement and will likely result in a **lower** level of community benefits. *(Potential Implementing Partner)*	●○○	●○○

COORDINATION WITH NEW AND INFILL DEVELOPMENT

As the population of River Falls grows, so will the overall footprint and density of the city. As new pockets of residential and commercial development are constructed, the City should partner with developers to make the most efficient use of construction disruptions, while ensuring that transportation and economic goals for the City are met.

RECOMMENDATION	COMPLEXITY	BENEFIT
• Revise subdivision ordinances to align with ambitious biking and walking goals. Ensure consistent and high-quality requirements for pedestrian infrastructure in new developments. For example, lay out new streets to create/extend the street grid, rather than a circuitous street network. *(City of River Falls)*	●○○	●●●
• Update zoning policy to require sidewalk or trail construction with any development over a certain number or units, within a designated growth area, or in an existing gap in the current biking and walking network. *(City of River Falls)*	●○○	●●●

TRAIL DEVELOPMENT IN PARK AND RECREATION AREAS

The Kinnickinnic River Corridor Plan emphasized the City's desire to grow outdoor recreation opportunities and access to the river. The following recommendations will help to grow the network of biking and walking facilities in these valuable green spaces.

RECOMMENDATION	COMPLEXITY	BENEFIT
• Create a policy for strategic investment and partnerships to develop trails along old rights-of-way, such as railroads and access roads. *(City of River Falls, private transportation agencies)*	●○○	●●○
• Create a process to work with landowners to allow for trail connections through conservation easements. *(City of River Falls, private land owners, conservation organizations)*	●●○	●●○

FUNDING

More information on funding is included in the infrastructure recommendations section of this plan.

RECOMMENDATION	COMPLEXITY	BENEFIT
• Create a flexible or designated pool of City capital funds to close short gaps in the walking and biking networks. This pool could allow the City to take advantage of construction disruptions or infrastructure removal and replacement to build out the sidewalk or trail network. *(City of River Falls)*	●●○	●●●

• Fund a Bicycle and Pedestrian Plan update every 10 years. The previous Bicycle and Pedestrian Plan was completed in 1995 and called for the City to reassess facility improvements every five years. (*City of River Falls*)	●○○	●●○
• Increase staff capacity or seek external support for grant writing to implement infrastructure recommendations on an accelerated timeline. *(City of River Falls)*	●○○	●●●

BICYCLE AND PEDESTRIAN PLANNING

A key to coordinated growth and development over the coming years is the continued focus on bicycle and pedestrian planning.

RECOMMENDATION	COMPLEXITY	BENEFIT
• Include shared use path condition in the City's biannual survey of pavement quality and subsequent maintenance planning. *(City of River Falls)*	●●○	●●○
• Develop an Americans with Disabilities Act transition plan with an inventory of curb ramp and sidewalk conditions. *(City of River Falls)*	●●●	●●○
• Develop a Safe Routes to School program for all K–12 schools in River Falls beginning with developing a plan in 2023, building on the 2008 Safe Routes to School Plan. *(City of River Falls, School District of River Falls, West Central Wisconsin Regional Planning Commission)*	●●●	●●●
• Create a Bicycle and Pedestrian Steering Committee to formalize another form of citizen input in the active transportation planning process. Work with community partners to recruit a diverse group of residents and widely promote the new opportunity to be involved. The committee should represent a wide range of community areas, lived experiences, comfort levels on a bicycle, and range of abilities. *(City of River Falls)*	●○○	●●○
• Institute a bicycle count program using multiple methods of data collection to measure infrastructure use before and after bicycle facility installation. User counts are not the only metric that matters for constructing and advocating for new facilities, but counts provide an additional data point to help understand community trends over time. *(City of River Falls)*	●●○	●○○
• Coordinate with WisDOT around the creation of a bicycle and pedestrian connection from the STH 65 interchange to N Main Street. *(City of River Falls, WisDOT)*	●●○	●●●
• Seek silver-level Bicycle Friendly Community award. City currently has achieved bronze award. (*City of River Falls*)	●●○	●●○

INFRASTRUCTURE GUIDELINES

Having robust policies in place to shape future biking and walking infrastructure will help ensure that quality facilities are constructed and maintained year-round.

Recommendation	Complexity	Benefit
• Develop a Complete Streets policy to prioritize the needs of people biking and walking in River Falls year-round. Include clear implementation guidance for City staff. *(City of River Falls)*	●○○	●●●
• Create a design manual with preferred bicycle facility standards and examples of appropriate solutions for different local contexts. Incorporate best practices for designing for winter maintenance. Use state and national standards, such as the NACTO Urban Bikeway Design Guide and FHWA's Small Town and Rural Multimodal Network Guide. *(City of River Falls)*	●○○	●○○
• Identify a clear point person for walking and biking coordination and implementation and allocate staff time to this work. This position should also oversee Safe Routes to School programming. *(City of River Falls)*	●○○	●●●

EDUCATION

Many people who are interested in biking may not have a history of biking in River Falls, or even know how to. Providing the following educational opportunities will help to empower residents and promote active transportation as a viable activity in the city.

Recommendation	Complexity	Benefit
• Educate community members on potential roadway changes when conducting demonstration projects. Opportunities for demonstration projects are identified in this plan along with network recommendations. *(City of River Falls, public health partners)*	●●○	●●○
• Develop bicycle education opportunities for adults. Prioritize serving those who currently do not feel safe or comfortable riding. *(City of River Falls, public health partners)*	●●○	●○○
• As a part of Safe Routes to School efforts, partner with schools to support middle and high school bicycle education efforts. *(City of River Falls, School District of River Falls)*	●●○	●○○

NEXT STEPS

This plan outlines steps the City of River Falls can take to make this plan's vision a reality, including policy and program changes, and improvements to streets. The City can achieve some quick wins while taking steps toward implementing more complex, but worthwhile, changes. In addition to proactively taking the high benefit actions summarized in this section, the City should leverage opportunities as they arise, taking advantage of opportunities created by street repaving, new development, and partner organizations to improve active transportation. Building a bikeable, walkable city will be an ongoing, active effort incorporated into the everyday work of the City.

QUICK WINS

Improvements to streets that are relatively easy but likely to have significant benefits:

- **State Street, Falls Street, Johnson Street/Sycamore Street/Kennedy Street, Spring Street, S Winter Street, and W Maple Street**: Sign and implement traffic calming to create bicycle boulevards.
- **W Division Street**: Stripe and sign a conventional bike lane.
- **Second Street, E Division Street, and S Winter Street**: Stripe and sign a buffered bike lane.
- **N Main Street north of Division Street**: Quick-build construction of a protected bike lane.
- **Crescent Street and E Cascade Avenue, and crossings of S Main Street with Spring Street, W Park Street, Johnson Street, and Foster Street**: Enhance crossings with tools like quick-build curb extensions and median islands.
- **S Wasson Lane**: Construct shared use path and intersection improvement at E Cascade Avenue (currently in design).
- **Sidewalk infill**: Where funding has been secured (e.g., Johnson Street/Sycamore Street/Kennedy Street).

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.

Implementation Resources

Promoting an Active Minnesota: Local Policy Options to Support Walking and Bicycling, Public Health Law Center (2017)

The Elements of a Complete Streets Policy, Smart Growth America (2018)

Active Transportation Funding and Finance Toolkit, FHWA (2021)

Green Infrastructure Funding Opportunities, EPA (2022)

Demonstration Project Implementation Guide, Minnesota Department of Transportation (2019)

Quick Build Guide, Alta Planning and Design (2020)

Policy and program actions that are relatively easy but likely to have significant benefits:

- Revise subdivision ordinances to align with ambitious biking and walking goals.
- Update zoning policy to require sidewalk or trail construction with any development over a certain number or units, within a designated growth area, or in an existing gap in the current biking and walking network.
- Develop a Complete Streets policy to prioritize the needs of people biking and walking in River Falls year-round.
- Increase staff capacity or seek external support for grant writing to implement infrastructure recommendations on an accelerated timeline.
- Identify a clear point person for walking and biking coordination and implementation and allocate staff time to this work.

MORE COMPLEX, HIGH-BENEFIT IMPROVEMENTS

Improvements to streets that are relatively more complex but likely to have significant benefits:

- **High-priority sidewalk infill**: Where funding sources are not yet identified.
- **W Cascade Avenue, W Johnson Street**: Stripe and sign a buffered bike lane.
- **W Maple Street**: Construct a protected bike lane.
- **E Division Street, E Cascade Avenue, W Division Street, W Park Street, Foster Street, Paulson Road and Huppert Street**: Construct shared use paths.
- **Quarry Road** : Widen and enhance shoulder.
- **E Division Street and N Second Street**: Improve intersection, potentially beginning with a demonstration project.

Policy and program actions that are relatively more complex but likely to have significant benefits:

- Create a flexible or designated pool of City capital funds to close short gaps in the walking and biking networks.
- Coordinate with WisDOT around the creation of a bicycle and pedestrian connection from the STH 65 interchange to N Main Street.

MAJOR HIGH-BENEFIT PROJECTS

Improvements that would be highly complex but transformative for the community include:

- **Main Street**: Reconstruct to include high-quality separated biking and walking facilities and intersections designed to prioritize people walking and biking.
  Funding sources to consider: State Infrastructure Bond Program, Wisconsin Partnership Program, Safe Streets for All, RAISE grant.

- **Cedar Street**: Reconstruct as a greenway with green stormwater infrastructure.
  Funding sources to consider: Forthcoming carbon reduction and resilience funding from Infrastructure Investment and Jobs Act and Inflation Reduction Act.
- **Construction of Kinnickinnic River Corridor Plan paths and river crossings**: Especially Riverside Drive to Sterling Ponds and Vine Street to Glen Park.
  Funding sources to consider: Knowles-Nelson Stewardship Program, Land and Water Conservation Fund, Recreational Trails Program.

Policy and program actions that would be highly complex but transformative for the community include:

- Develop a Safe Routes to School program for all K–12 schools in River Falls beginning with developing a plan in 2023, building on the 2008 Safe Routes to School Plan.