



Town of

# River Falls

*Transportation Element*



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# *s. 66.1001(2)(c) Wis Stats*

**Transportation Element**  
**Town of River Falls**

## **s. 66.1001(2)(c) Wis Stats**

A compilation of objectives, policies, goals, maps and programs to guide the future development of the various modes of transportation, including highways, transit, transportation systems for persons with disabilities, bicycles, walking, railroads, air transportation, trucking and water transportation. The element shall compare the local governmental unit's objectives, policies, goals and programs to state and regional transportation plans. The element shall also identify highways within the local governmental unit by function and incorporate state, regional and other applicable transportation plans, including transportation corridor plans, county highway functional and jurisdictional studies, urban area and rural area transportation plans, airport master plans and rail plans that apply in the local governmental unit.

## Introduction

Although the nine required Comprehensive Plan Elements are all very much inter-related, understanding the link between transportation and land use is critical to the development of policies and strategies of an effective Comprehensive Plan. Land use decisions inevitably influence transportation needs, and transportation systems clearly influence future land use patterns. This relationship is particularly evident in the development patterns of the last several decades - with the shift in the majority of our Nation's population and new business growth from urban to suburban areas being both *fueled* by the construction of new highways and arterial streets, and *fueling* the construction of more highways, increased capacity, and alternative transportation systems to meet increased demands. The goals, objectives and policies that come out of the Transportation Element focus on transportation alternatives that will most efficiently serve existing and planned land uses, community needs and desires.

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- “Understanding the link between transportation and land use is critical to the development of policies and strategies of an effective comprehensive plan.”
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When making land use decisions, the Town of River Falls will determine how existing and proposed land uses impact transportation and whether or not it is feasible to address those impacts.

A community can influence growth patterns in a desirable way by understanding the existing transportation system. Therefore, as we develop our land-use element, we need to consider our existing transportation system and future improvements. It is clear that the decisions the Town makes about land use and transportation directly impact one another. Understanding the existing transportation system, identifying needed improvements, understanding the increasing costs of road building and maintenance, the desires and trade-offs residents are willing to make between increased taxation and less road maintenance, and coordinating additions or changes to the system with planned future land use patterns and overall plan goals and objectives will help to ensure that the Town's transportation and expenditure needs are met.

This plan Element provides an inventory of the Town's existing transportation system, including roadways, rail, pedestrian, bicycle, transit, air and water systems, and inter-modal connections. Based on this inventory and community input, specific policy recommendations are developed to help guide Town decision making over the next 20 years and beyond. Recommendations include proactive measures that the Town should take to implement specific objectives, as well as policy guidelines to consult when responding to development applications and making decisions regarding the extension of infrastructure to promote or serve new development.



## User Profile

According to the 2000 U.S. Census there were approximately 1,962 vehicles available for use by homeowners and renters within the Town of River Falls. This compares to 1990 Census, which indicated that there were 1,401 vehicles available, representing an increase of approximately 40 percent over the ten-year period. However recent years have seen a dramatic slowdown in residential building and so a slower growth rate of around 10% per decade seems more appropriate ( see Housing growth rate). At this rate of growth the Town's transportation system can be projected as needing to accommodate 2158 vehicles by 2010 and 2374 vehicles in 2020. Vehicle use within the Town ranges from local travel for the purchase of goods and services to regional travel for the purposes of commuting to outlying places of employment. In fact, 2000 U.S. Census figures illustrate that of the 54 percent of the population that commutes to work, approximately 43 percent of those commute for 30 minutes or longer to arrive at their places of employment.

Compounding the impacts of commuter traffic on area roads, is a tendency for most commuters to travel by themselves when making their commute. In fact, the 2000 Census found that nearly 80 percent of workers drove alone for their daily commute. Conversely 12 percent participated in carpools, while another 8 percent used another means, or worked at home.

# Existing Conditions

## Transportation Element

### Town of River Falls

## Existing Conditions

There are many challenges to be addressed in planning for an effective transportation system in the Town of River Falls. The Town is facing substantially lower population growth, combined with rapidly escalating road building and road maintenance costs, and uncertainty in the residents about whether to increase taxes or decrease road maintenance (Town Energy Survey 2006). Currently, the Town is studying its road network to ensure taxes are spent on the most critical needs. The Town is also monitoring residential home building so that the transportation plan can be adjusted if residential growth picks up.

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- “The Town of River Falls faces significant transportation challenges.”
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### Roadways

Although all components of the transportation system need to be evaluated, by far the most critical is the Town’s roadway system. The growth of local and regional industry in recent decades along with out migration of families from the greater Twin Cities area have contributed significantly to the use of area roadways. Similar to many suburban areas developed over the last half of the 20<sup>th</sup> Century, the Town’s land use and subsequent street system has been designed to accommodate travelers arriving and leaving by automobile, with little regard for other modes of transportation. The community’s approach to dealing with increasing transportation demands will shape the goals and policies that ultimately get incorporated into this Plan Element and the overall Comprehensive Plan.

### Existing Traffic Volumes

As a part of the statewide system, the Wisconsin Department of Transportation (WisDOT) monitors traffic flow at selected locations on a three-year cycle. These traffic volumes are reported as Average Annual Daily Traffic (AADT) counts. (see Road Classification & AADT Map). These counts are useful for studying roadways to determine if they “warrant” additional safety measures or design considerations and predict pavement life and future renovation needs. Additionally, AADT counts assist a community in classifying the streets within its roadway system. In the year 2006 the WisDOT documented AADT counts on Town roads in the Pierce County study. <http://www.dot.wisconsin.gov/travel/counts/docs/pierce/pierce2006.pdf>

# Existing Conditions

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### Town of River Falls

#### Street Classifications

Streets are generally classified by function into one of three groups: arterial streets, collector streets and local streets. Classifications are based upon traffic volumes and the location and purpose of streets within the transportation system. The Wisconsin Department of Transportation (WisDOT) has established street classifications for roadways in counties and communities throughout the state

Arterials accommodate the movement of vehicles, while local streets provide the land access function. Collectors serve both local and through traffic by providing a connection between arterials and local roads. The Road Classification & AADT Map shows the various roads in the Town of River Falls and how they are classified according to the Department of Transportation (DOT).

**Minor Arterials:** Those streets and highways that are used primarily for fast and heavy traffic (State Highway 65, State Highway 29, State Highway 35).

**Major Collectors:** Those roadways which carry traffic from minor streets to the system of major streets and highways, including the principal entrance streets of a residential development and streets for circulation within such a development (County Hwy E).

**Minor Collectors:** Those streets which are used primarily for access to abutting properties (County Highway O, County Highway FF).

**Local Streets:** Minor streets which are parallel or adjacent to major streets and highways and which provide access to abutting properties and protection from through traffic. All other public roads in the Town that are not classified by the DOT are considered to be local roads.

#### Trucking

Trucks handle almost 90 percent of all freight tonnage shipped from Wisconsin, serving businesses and industries of all sizes and in all parts of the state. The state has a 112,000 mile network of state highways and local roads, including the 3,650 mile Corridors 2020

**Map 1: Truck Routes in the River Falls Area**

network of four-lane backbone and key connector routes.



Designated truck routes in the Town of River Falls include STH 29/35 west of the City of River Falls, and STH 65. Although STH 29 east of the City is not a designated truck route, it is a State Trunk Highway, and may have a considerable volume of truck traffic.





*Existing Conditions*

Transportation Element

Town of River Falls



# Existing Conditions

## Transportation Element

### Town of River Falls

#### Highway Projects

Wisconsin has 112,362 miles of public roads, from Interstate freeways to local roads. The highway improvement program covers only the 11,753-mile state highway system which is administered and maintained by the Wisconsin Department of Transportation (WisDOT). The other 100,609 miles are improved and maintained by the cities, towns, counties and villages in which they are located.

The state highway system consists of Interstate freeways, state, and US-marked highways. While these roads represent only 10.5 percent of all public road mileage in Wisconsin, they carry about 60.5 percent of the total annual statewide highway travel. WisDOT prioritizes highway projects and lists them in its Six-Year Highway Improvement Program. The projects listed reflect the department's intent to improve the state highway system based on assumptions about available revenue, inflation and legislative decisions. As these assumptions change, so does the program.

Highway improvements in the Town of River Falls are scheduled on STH 29 from Prescott to the City of River Falls, as part of the Wisconsin Department of Transportation's Six-Year Highway Improvement Program. Improvements will involve diamond grinding the existing concrete pavement to provide a smoother riding surface. This is scheduled to take place between 2008-2011, and anticipated costs range from \$1 million to \$2 million.

**Table F-1. Future Road Work Plans; Town of River Falls**

| Year | Area               | Location                   | Type             |
|------|--------------------|----------------------------|------------------|
| 2008 | Randall Road       | CTH W to Town limit        | Reconstruction   |
| 2008 | Morton Corner      | 719 <sup>th</sup> Ave      | Mill and Overlay |
| 2008 | Fargo              | 778thSt to CTH W           | Mill and Overlay |
| 2009 | Happy Valley       | STH 29/35 to Cady's Lane   | Reconstruction   |
| 2009 | Pleasant View      | 950 <sup>th</sup> to STH65 | Mill and Overlay |
| 2009 | Cady's Lane        | Happy Vly to Pleasant View | Reconstruction   |
| 2010 | Forestville        | 950 <sup>th</sup> to STH^% | Reconstruction   |
| 2011 | Barefoot Lane      | 850 <sup>th</sup> st       | Mill and Overlay |
| 2011 | Birchcliff         | 1015 <sup>th</sup> St      | Mill and Overlay |
| 2011 | Sun View Drive     | 805 <sup>th</sup> Ave      | Mill and Overlay |
| 2012 | Randall Road       |                            | Reconstruction   |
| 2013 | Sittin Vally Rd.   | 850 <sup>th</sup> St       | Seal Coating     |
| 2013 | Scenic View        | 920 <sup>th</sup> St       | Mill and Overlay |
| 2013 | Sleepy Hollow Rd.  | 820th St                   | Mill and Overlay |
| 2014 | Trimbelle Creek Rd | 650 <sup>th</sup> Ave      | Mill and Overlay |
|      |                    |                            |                  |
|      |                    |                            |                  |
|      |                    |                            |                  |
|      |                    |                            |                  |
|      |                    |                            |                  |

Source: Town of River Falls

# Existing Conditions

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## Pavement Condition

The surface condition of local roads is an important aspect of a local transportation network. Ensuring a safe, comfortable, and efficient transportation system requires a large public investment, and often requires balancing priorities and making difficult decisions about where to invest resources. The Pavement Surface Evaluation and Rating (PASER) system was developed by the Wisconsin Transportation Information Center to help communities evaluate the condition of the community's roads and set priorities for road maintenance and repair. The PASER system involves visual evaluation of pavement surface, and provides standard ratings to promote consistency. PASER ratings follow a scale from 1 to 10 for paved roads, and 1 to 5 for gravel roads.

### PASER Rating System

- 1-2 Very poor, reconstruction needed
- 3.4 Poor to fair, structural improvement and leveling needed
- 5.6 Fair to good, preservative treatments (sealcoating) required
- 7.8 Good to very good, routing maintenance, cracksealing and minor patching
- 9.10 Excellent, like new condition, no maintenance required

The most recent PASER evaluation in Town occurred in 2007. PASER ratings of 1 through 4 indicate that structural improvement and/or reconstruction is necessary. Table F-1 identifies road segments within the Towns having PASER ratings warranting structural improvement.

**Table F-2. PASER Ratings; Town River Falls: 2001**

| Name                     | From/To | Length | AADT | PASER Rating |
|--------------------------|---------|--------|------|--------------|
| 650 <sup>th</sup> Ave    |         |        |      | 3            |
| 690 <sup>th</sup> Ave    |         |        |      | 4            |
| 710 <sup>th</sup> Avenue |         |        | 1    | 3 and 2      |
| 740 <sup>th</sup> Avenue |         |        |      | 4            |
| 747 <sup>th</sup> St     |         |        |      | 3            |
| 750 <sup>th</sup> Street |         |        |      | 2 and 4      |
| 770 <sup>h</sup> Avenue  |         |        |      | 3            |
| 778 <sup>h</sup> Street  |         |        |      | 2            |
| 800 <sup>th</sup> Avenue |         |        |      | 3            |
| 805 <sup>th</sup> Ave    |         |        |      | 3            |
| 810 <sup>th</sup> Ave    |         |        |      | 3            |
| 818 <sup>th</sup> St     |         |        |      | 2            |
| 820 <sup>th</sup> St     |         |        |      | 3            |
| 830 <sup>th</sup> Ave    |         |        |      | 4            |

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|                       |  |  |  |         |
|-----------------------|--|--|--|---------|
| 850 <sup>th</sup> St  |  |  |  | 4       |
| 855 <sup>th</sup> Ave |  |  |  | 3       |
| 862 <sup>nd</sup> St  |  |  |  | 3 and 4 |
| 870 <sup>th</sup> Ave |  |  |  | 2       |
| 950 <sup>th</sup> St  |  |  |  | 3 and 4 |
| 975 <sup>th</sup> St  |  |  |  | 3       |
| 980 <sup>th</sup> St  |  |  |  | 3       |
| 1015 <sup>th</sup> St |  |  |  | 3       |

Source: Wisconsin Information System for Local Roads. Wisconsin Department of Transportation.

Of the Town's more than 60.54 miles of local roads in the WISLR system, approximately 18 miles have a rating warranting structural improvements.

# Existing Conditions

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## Rustic Roads

Created in 1973 and sponsored by WisDOT, the Rustic Roads Program provides a tool for communities to preserve byways and back roads that contribute to the aesthetic, cultural, and historic fabric of the state. Throughout the state, there are over 680 miles in the system with 84 designated roadways. The rustic roads administrative code can influence the development of a road and its surrounding land use. Qualifications for rustic road designation require that the road is not scheduled or anticipated for major improvement that would change its rustic characteristics and is not adjacent to high-density development. It also requires that zoning and land use is compatible with the surroundings and rustic character and low-density development. Additionally, if a county or municipality intends to change the zoning adjacent to a rustic road, the rustic roads board of WisDOT shall be notified, and allowed to comment on the petition for rezoning.

The goals of the Rustic Roads Program are:

- To identify and preserve, in a naturally and essentially undisturbed condition, certain designated roads exhibiting unusual or outstanding natural or cultural beauty.
- Produce a linear, park-like system for auto, bicycle, and pedestrian travel. Identify roadways for quiet and leisurely enjoyment of local residents and the general public.
- Maintain and administer these roads for safe, public travel while preserving their scenic and rustic qualities. Establish appropriate maintenance and design standards. Encourage zoning and land use compatibility, utility regulations and billboard control.

An officially designated Rustic Road remains under local control. The Town has the same authority over a Rustic Road as it possesses over other highways under its jurisdiction. A Rustic Road is eligible for state aids just as any other public highway.

There is currently one Rustic Road designated in the Town, Rustic Road 92. It is a 4.1 mile stretch of Happy Valley Road and Pleasant View Road, spanning from STH 29/35 to County Highway O. Rustic Road 92 is a winding and hilly route that travels through a canopy of basswood, elm, maple, and oak trees. During spring and summer, the sides of the road are lined with green foliage and wildflowers. Rolling farm fields and steep tree-covered hills add to the beauty of the road.

Rustic Road designation has resulted in a significant increase in traffic on these roads, and so the Town will encourage a rustic appearance without seeking the formal Rustic Road designation. The Town will also consider whether it can reduce roadside mowing in order to promote wildlife on rustic roads.

## Railroad

Freight railroads provide key transportation services to manufacturers and other industrial firms. Twelve freight railroads in Wisconsin operate on a system of over 3,600 route miles. Combined, they handled over 2.5 million cars and almost 150 million tons of freight in 2000.

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- “Freight railroads provide key transportation services to manufacturers and other industrial firms.”
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# Existing Conditions

## Transportation Element

### Town of River Falls

Amtrak operates two passenger trains in Wisconsin: the long-distance Empire Builder operating from Chicago to Seattle and Portland, with six Wisconsin stops; and the Hiawatha Service that carries about 420,000 people each year on six daily round-trips in the Chicago-Milwaukee corridor. In addition to supporting passenger and freight rail activities in the state, the Wisconsin Department of Transportation works to improve safety at over 4,400 public highway-rail grade crossings throughout the state.

There are no rail routes directly serving the Town. At one point there was a rail bed through the town, but it has since been abandoned and reverted to private property. Two routes follow the southern border of Pierce County, and two other routes bisect St. Croix County in an east/west direction. These rail routes provide a vital link for area businesses to transport goods. While passenger rail is not a component of the system, it could become feasible in the future to consider light rail transit into the Twin Cities metro area utilizing this valuable existing infrastructure.



### Airports

Airports, aviation, and aviation-related industries play a significant role in the economic success of many Wisconsin communities. There are several airports located approximately 20-40 miles from the Town. Airports located near the Town of River Falls include New Richmond Municipal, and Menomonie Municipal-Score Field. The Red Wing Municipal Airport is located in southwestern Pierce County, near Hager City.

The Minneapolis-St. Paul International Airport is also within a relatively convenient driving distance from the Town. This major airport is one of the largest in North America, and serves almost every major airline.

# Existing Conditions

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## Snowmobile Trails

Wisconsin snowmobilers are proud of the statewide trail system that ranks among the best in the nation. This trail system would not be possible without the generosity of the thousands of landowners around the state as 70 percent of all trails are on private land. Trails are established through annual agreements and/or easements granted by these private property owners to the various snowmobile clubs and county alliances throughout the state.

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- “Wisconsin snowmobilers are proud of the statewide trail system that ranks among the best in the nation.”
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Snowmobile club members work closely with landowners in the placement of the trails. They also assist by performing pre-season preparation, brushing, grading, signing the trails, trail grooming, safety inspections of the trails and fund raising to support the trail projects. This cooperation results in the promotion of safe, responsible snowmobiling, and that benefits everyone. Under Wisconsin State law, Sections 350.19 and 895.52, landowners are not liable for injury on their property when they have granted permission for snowmobiling.

Registration fees and the gas tax on 50 gallons per registered snowmobile help fund nearly 16,000 miles of snowmobile trails. Specifically, registration fees fund a combination of trail aids, law enforcement, safety education, registration systems and administration. Gas tax revenues are dedicated solely to the trails program.

# Existing Transportation Plans

Transportation Element  
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## Bicycle and Pedestrian Transportation

Bicycle and pedestrian traffic is an important component of the River Falls transportation system. Some people use this form of transportation for commuting or other utilitarian purposes, while others walk or bike for recreation. Whatever the reason, bicycle and pedestrian use is used by Town residents. As a result of this need, sidewalks, trails, and other linkages are needed to enable safe, efficient travel for bicyclists and pedestrians.

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In 2007, The Town Parks and Recreation Plan was created and approved by the Town Board. This plan includes the goals for a future Town Bicycle and Pedestrian Trails Plan, and ensures that trails will feature in all Town park planning. The Town Parks committee realized that Town trails need to be linked to River Falls City trails and Pierce County trails to have maximum benefit and so the Parks committee has actively monitored City and County plans to ensure that the Town trails are as comprehensive and attractive as possible. The overall goal of the planning effort was to recommend facilities and policies that will encourage increased levels of bicycling and walking while creating a safe, comfortable environment for existing users.

The City of River Falls Bicycle and Pedestrian Plan, and the Pierce County Bicycle Plan 2023 Draft make recommendations for improving bicycle facilities. Specifically, the Pierce County plan recommends improvements to the shoulder of CTH FF, and several Town roads near the City of River Falls.

The Town Parks plan includes some current trails and trail plans for the following areas:

- Current Trails – Bicycle trail along part of Happy Valley Road, new trail in Hillwood Park at 880<sup>th</sup> and short trail in Anderson Park.
- 2008 Plan – Implement Rocky Branch Park trail and tie into City trail, finish Hillwood Park trail, and develop plans for Jensen Park trail, and expansion of Anderson Park trail.
- 2009 Plan – Establish Halverson Park trail and Southridge Park trail, finish work on Anderson and Jensen trails.
- 2010 Plan – Complete Halverson and Southridge trails
- 2011 and beyond – possible Birchcliff trail.

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|--|--|--|--|--|--|--|--|--|--|
|  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|

Source: River Falls Bicycle and Pedestrian Plan

# *Existing Transportation Plans*

Transportation Element  
Town of River Falls



## Existing Transportation Plans

### **Wisconsin Bicycle Transportation Plan 2020 (DOT)**

WisDOT encourages planning for bicyclists at the local level, and is responsible for developing long-range, statewide bicycle plans. Guidelines for accommodating travel by bicycles when roadways are reconstructed, or new roads are built, are available and their use is encouraged. WisDOT devotes two staff positions to bicycle and pedestrian planning and safety. Many publications are available on safety, education and enforcement.

### **Wisconsin State Pedestrian Plan**

The plan outlines statewide and local measures to increase walking and promote pedestrian safety. Pedestrian travel is an often overlooked, yet important mode of transportation. The plan asserts that Wisconsin's transportation network should be created with all users and modes in mind. Statewide goals include increasing the quality and quantity of walking trips, reducing the number of pedestrian crashes, and increasing the availability of pedestrian related information. The plan recognizes WisDOT's leadership role in pedestrian planning efforts, however also recognizes that the success of the plan is dependent upon creating partnerships with local governments and planning organizations.

### **Wisconsin State Trail Plan (WDNR)**

The Wisconsin State Trail Network Plan provides a long-term vision for an integrated system of trails throughout the state. The plan does not include every trail throughout the state, instead it focuses on the backbone of the network. Major trails included are abandoned rail corridors, utility corridors, critical road connectors, and natural feature corridors such as the Ice Age Trail and the State Scenic Trail. The plan recognizes the importance of local trails as part of this network, and the ongoing need for trail planning at the local level.



# *Existing Transportation Plans*

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## **Connections 2030: State Long Range Transportation Plan**

Connections 2030 will be the statewide long-range transportation plan through the year 2030. The plan will address all forms of transportation: highways, local roads, air, water, rail, bicycle, pedestrian, and transit – and ways to make the individual modes work better as an integrated transportation system.

In addition to policies related to each transportation mode, Connections 2030 will also include recommendations on cross-cutting issues such as economic development, land use, transportation finance and the environment.

The department's goal is to provide a plan that can aid policy-makers in future transportation decisions. Connection 2030 will be the statewide blueprint for the future.

**Town of River Falls**  
**MEANS OF TRANSPORTATION AND CARPOOLING**

Workers 16 and over 100.0%  
Car, truck or van 91.3%  
Drove alone 79.0%  
Carpooled 12.3%  
In 2-person carpool 8.6%  
In 3-person carpool 1.6%  
In 4-person carpool 0.4%  
In 5- or 6-person carpool 0.5%  
In 7- or-more-person carpool 1.2%  
Workers per car, truck, or van 1.08 persons  
Public Transportation 0.7%  
Bus or trolley bus 0.5%  
Streetcar or trolley car 0  
Subway or elevated 0  
Railroad 0  
Ferryboat 0  
Taxicab 0.2%  
Motorcycle 0  
Bicycle 0  
Walked 1.7%  
Other means 0.5%  
Worked at home 5.8%

**TRAVEL TIME TO WORK**

Workers who did not work at home 100.0%  
Less than 19 minutes 21.8%  
10 to 14 minutes 15.9%  
15 to 19 minutes 8.5%  
20 to 24 minutes 6.4%  
25 to 29 minutes 3.9%  
30 to 34 minutes 13.4%  
35 to 44 minutes 8.8%  
45 to 59 minutes 13.6%  
60 to 89 minutes 6.3%  
90 or more minutes 1.3%

Mean travel time to work (minutes 25.7 minutes)

**TIME LEAVING HOME TO GO TO WORK**

Workers who did not work at home 100.0%  
5:00 to 5:59 a.m. 4.3%  
6:00 to 6:29 a.m. 14.7%  
6:30 a.m. to 6:59 a.m. 13.7%  
7:00 to 7:29 a.m. 18.1%  
7:30 to 7:59 a.m. 14.7%  
8:00 a.m. to 8:29 a.m. 9.6%  
8:30 to 8:59 a.m. 2.8%  
9:00 to 11:00 a.m. 7.9%  
12:00 to 3:59 p.m. 6.0%  
All other times 8.3%



Source – Pierce County Smart Growth Data Collection 2007

### Community Survey

A community survey was completed on June 4, 2003. Seventeen hundred surveys were mailed out to Town residents, and 35 percent (601 surveys) were returned. Questions pertaining to transportation found the following:

Do the roads and highways in the Town adequately meet your needs?

|             |     |
|-------------|-----|
| Yes         | 82% |
| No          | 13% |
| Not sure    | 4%  |
| No response | 1%  |

Should the Town spend more money on maintenance and upkeep of the Town's roadway system?

|             |     |
|-------------|-----|
| Yes         | 27% |
| No          | 45% |
| Not sure    | 24% |
| No response | 4%  |

Town Energy Survey 2006

This was a mail in survey to all Town residents and achieved approximately a 10% return. The key question related to roads and asphalt costs is :

5. If energy costs start to impact the town's ability to provide standard services such as road maintenance, would you prefer increased taxes or reduced services?

- A. Increased taxes **(38)**                      B. Reduced services **(42)**

# Goals, Policies and Objectives

Transportation Element

Town of River Falls

## Goals and Objectives

**Goal:** Develop a safe, efficient, and environmentally sound transportation network for moving people and goods that is affordable within the Town's budget, and which provides more choice and supports the economy of the region.

**Goal:** Functional improvement of roads and bridges in the Town of River Falls, consistent with the average budget available for road improvement.

*Objective 1:* Assure that all roads and bridges to be taken over from developers by the Town meet Town of River Falls standards

*Objective 2:* Assure that all Town roads and bridges are properly maintained. Insure that all state and county roads within the Town are adequately maintained.

*Objective 3:* Encourage rustic oads appearance without seeking formal Rustic Road designation.

*Objective 4:* Consider establishing additional bicycle paths and pedestrian paths.

*Objective 5:* Consider more stringent design standards for the construction of driveways and the subsequent runoff.

*Objective 6:* Increasing development results in an increasing demand for road maintenance in summer and winter. Specific standards for Town roads, private access roads, and driveways should be periodically reviewed.

*Objective 7:* Consider traffic and pedestrian safety in all transportation planning.

*Objective 8:* Develop new portions of the transportation system to be compatible with existing and future land use patterns.

*Objective 9:* Work with State, County, and City agencies to integrate transportation plans that will benefit the Town residents.

*Objective 10:* Encourage land development patterns that foster bicycle and pedestrian activity and minimize the reliance on the automobile as the sole means of transportation.

# Goals, Policies and Objectives

Transportation Element  
Town of River Falls

- Objective 11:* Locate and design transportation projects to minimize negative impacts on agricultural, natural, cultural, and historic resources and neighborhoods.
- Objective 12:* Coordinate land use and transportation facilities so they support one another.
- Objective 13:* Provide a balanced and efficient transportation network that offers multimodal opportunities and maximizes use of existing transportation resources



## Policies

- Policy 1:** Repair and maintenance of the existing transportation systems will be evaluated on a case by case basis. The evaluation will take into account the financial feasibility, Comprehensive Plan goals and objectives and state and county transportation plans.
- Policy 2:** Roads developed within the Town, and to be taken over by the Town, will be designed to meet Town road standards.
- Policy 3:** Ensure that new roads complement the existing road network and are consistent with and support the future land use plan map.
- Policy 4:** Street designs for new development will be reviewed by Town officials for consistency with existing Town ordinances and the Comprehensive Plan goals and objectives.
- Policy 5:** All requests for access to Town roads will be reviewed for consistency with the Comprehensive plan goals and objectives.
- Policy 6:** Require that new subdivisions have multiple access points to encourage safety and an interconnected road network, and discourage cul-de-sacs.
- Policy 7:** Limit the number of access points onto major roadways while providing appropriate levels of access to private property.
- Policy 8:** Encourage road designs in new developments that reduce impervious surfaces and development costs, and provide a more pedestrian-friendly environment.

# *Goals, Policies and Objectives*

Transportation Element

Town of River Falls

- Policy 9:** Develop and use an official map to preserve future travel corridors for pedestrian and bicycle use, transit, and roadways.
- Policy 10:** Where feasible, new development shall provide for the potential of bicycle/pedestrian transportation.
- Policy 11:** Install/upgrade bicycle and pedestrian paths/routes in conjunction with road improvements.
- Policy 12:** Take inventory of the intersections/areas causing the highest level of conflict. Explore the possibility of installing traffic calming measures and signals.
- Policy 13:** New Town road development should occur in accordance with local, state, and county transportation plan schedules, and in accordance with Town budgets.
- Policy 14:** Appropriate marking, signage and protective devices should be installed where justified.
- Policy 15:** Compatibility of local, regional and state transportation policies and plans shall be promoted.
- Policy 16:** Encourage land development patterns that foster pedestrian and bicycle activity and minimize the reliance on the automobile as the sole means of transportation.
- Policy 17:** Advocate the addition of bike lanes to state and county roads where appropriate.
- Policy 18:** Support transportation programs that meet the special needs of the elderly, children, and disabled persons.

