East Central Wisconsin
Regional Planning Commission
ECWRPC
Calumet•Menominee•Outagamie•Shawano•Waupaca•Waushara•Winnebago

MEMORANDUM

Date: May 15, 2014

TO: City of Menasha Plan Commission

FROM: Melissa A. Kraemer Badtke, Associate Planner, ECWRPC

RE: Appleton (Fox Cities) and Oshkosh Metropolitan Planning Organizations (MPOs) Bicycle and Pedestrian Plan

In 2010, East Central WI Regional Planning Commission received a Transportation Enhancements (TE) grant from the Wisconsin Department of Transportation to develop the Appleton (Fox Cities) and Oshkosh Metropolitan Planning Organizations (MPOs) Bicycle and Pedestrian Plan. During this planning process, the steering committee and ECWRPC staff focused on identifying gaps, barriers, and opportunities for connectivity between municipalities within and also between each of the MPOs.

Enclosed you will find a summary of the Appleton (Fox Cities) and Oshkosh Metropolitan Planning Organizations (MPOs) Bicycle and Pedestrian Plan, bicycle and pedestrian maps for the City of Menasha, and a quick facts documents regarding the benefits of walking and bicycling.

On the maps you will see:

- **Existing bicycle and pedestrian facilities:** These facilities are currently "on the ground" and include off–road non-motorized transportation facilities (i.e. trails), bike lanes, and sharrows. Sidewalks are also considered existing facilities.
- **Planned bicycle and pedestrian facilities:** These facilities are documented in a plan (i.e. Comprehensive Plan, Bicycle and Pedestrian Plan, etc.)
- **Recommended bicycle and pedestrian facilities:** These are facilities that were recommended by the steering committee.
- **Regional Network:** These corridors were identified as major connections between and within municipalities within the Appleton (Fox Cities) and Oshkosh MPOs.

At the next Plan Commission meeting, we will present this information and will be asking for your feedback and input on the plan along with the Regional Bicycle and Pedestrian Network. If you have any questions or concerns prior to the meeting, please contact Melissa Kraemer Badtke at 920-751-4770 or mbadtke@ecwrpc.org.

East Central Wisconsin Regional Planning Commission
ECWRPC

Appleton (Fox Cities) & Oshkosh MPO Bicycle & Pedestrian Plan

City of Menasha

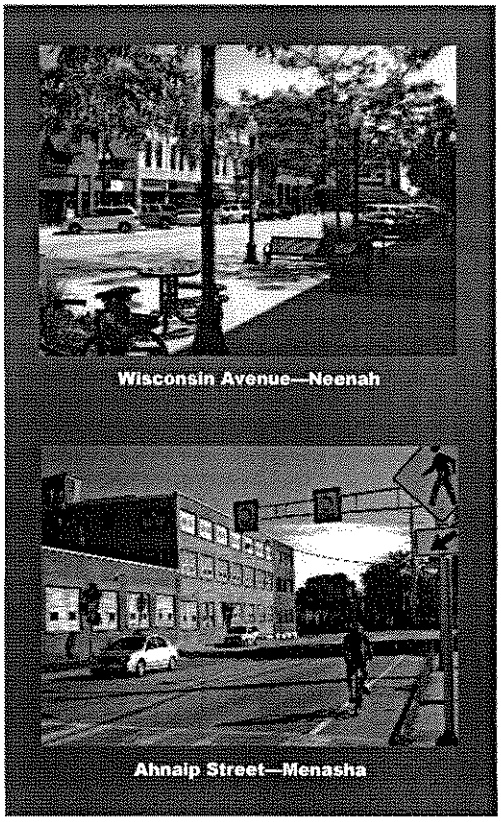
920.751.4770 | 400 Ahnaip Street, Suite 100 | Menasha, WI 54952 | ecwrpc.org

BICYCLE AND PEDESTRIAN BACKGROUND INFORMATION

VISION: Ensure that residents within the Appleton (Fox Cities) and Oshkosh Metropolitan Planning Organizations (MPOs) have the ability to safely and conveniently walk or bike between origins and destinations via a well interconnected multimodal transportation network.

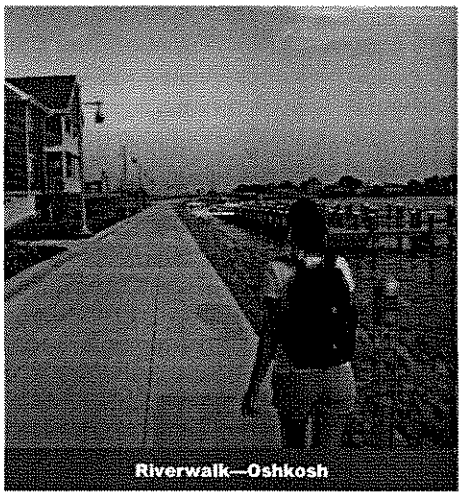
Bicyclists and pedestrians do not adhere to municipal boundaries; therefore it is imperative this bicycle and pedestrian plan focuses on connecting all of the municipalities of the Fox Cities (Appleton) and Oshkosh Metropolitan Planning Organizations (MPOs). Although a multitude of municipal bicycle and pedestrian plans have been completed throughout the three county area of Calumet, Outagamie, and Winnebago Counties, there currently is not a plan that focuses on the regional connectivity of bicycle and pedestrian networks throughout the study area. This plan not only identifies existing and planned facilities, but identifies gaps, barriers, and needed connections to enhance the safe, accessible and efficient regional bicycle and pedestrian network throughout and in between the two urbanized areas. Most transit trips begin and/or end with a pedestrian trip, so connectivity with Valley Transit and GO Transit buses, which include bicycle racks, are also addressed in this plan.

This plan has been a coordinated regional effort for three counties (Calumet, Outagamie, and Winnebago) with a population of over 200,000, twenty-five municipalities, 20 school districts, and 100 schools. This plan focuses on regional bicycle and pedestrian connectivity yet, it strives to keep individual characteristics of a community intact. Funding for this project was received from the Wisconsin Department of Transportation.



Wisconsin Avenue—Neenah

Ahnaip Street—Menasha



Riverwalk—Oshkosh

BENEFITS OF BICYCLING AND WALKING

Economic:

- *In 2010, a study found that bicycle recreation and tourism contribute $924 million annually to Wisconsin's economy and estimates that "the potential value of health benefits from reducing short car trips and increasing bicycling totaled $409 million".*

Real Estate Values:

- *Bob McNamara, Senior Policy Representative for the National Association of Realtors (NAR), a 1.2 million member professional organization, emphasized the importance of transportation choice at the 2009 National Bike Summit. Realtors sell not just houses, he said, they sell communities. Increasing transportation choice increases livability.*

Health:

- *People living in auto-oriented suburbs drive more, walk less and are more obese than people living in walkable communities. For each hour of driving per day, obesity increases 6%, but walking for transportation reduces the risk of obesity.*
- *Today, approximately one-quarter of health care costs in the U.S. are attributable to obesity and health care costs for childhood obesity are estimated at approximately $14 billion per year.*
- *Obesity is so prevalent in today's children, that this maybe the first generation of children in over 200 years that may not outlive their parents.*

Environmental/Congestion Management:

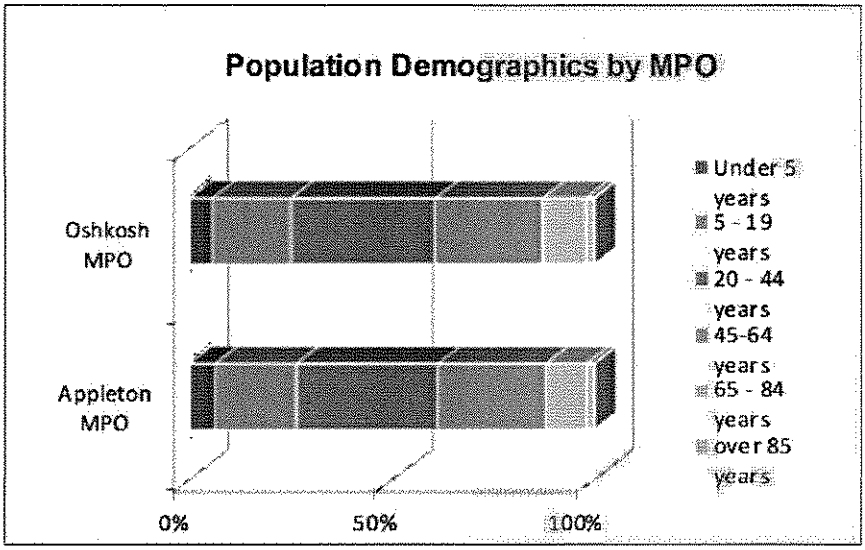
- *Returning to 1969 levels of walking and bicycling to school would save 3.2 billion vehicle miles, 1.5 million tons of carbon dioxide and 89,000 tons of other pollutants equal to keeping more than 250,000 cars off the road for a year.*
- A 5% increase in a neighborhood's "walkability" reduces vehicle miles traveled by 6%.

Bicycle and Pedestrian Safety:

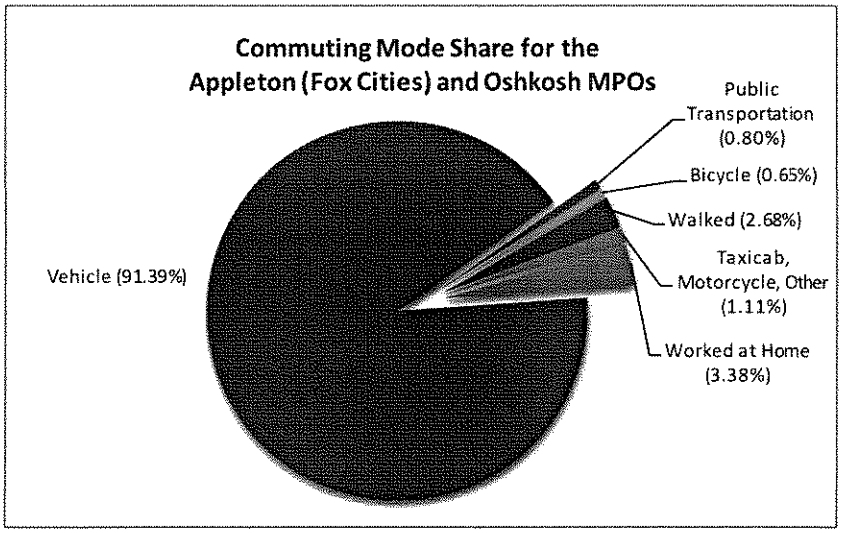
- *Pedestrians are twice as likely to be struck by a vehicle in locations without a sidewalk.*
- *Seniors are the most vulnerable bicyclists and pedestrians. Adults over 65 make up 10% of walking trips, yet comprise 19% of pedestrian fatalities and make up 6% of bicycling trips, yet account for 10% of bicycle fatalities.*

Background Information 1
Current Conditions Analysis 2
City of Menasha Data 3
Recommendations: The 5 E's 4

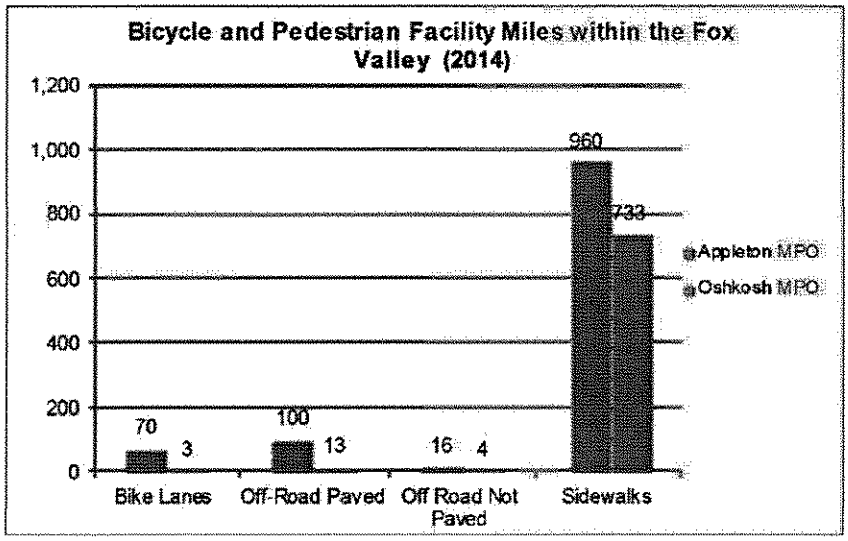
CURRENT CONDITIONS ANAYLSIS



Source: U.S. Census—2010 SF-1



Source: U.S. Census—BO8006: Sex of Workers by Means of Transportation to Work 2008-2012 American Community Survey 5-Year Estimates



Source: ECWRPC and Local Municipalities

PROGRAMS, POLICIES, AND PARTNERS

PROGRAMS

- Fox Valley Bike Challenge
- Regional Safe Routes to School Program
- Weight of the Fox Valley
- Activate Fox Cities
- Well City Fox Cities
- Well City Oshkosh

POLICIES

Complete Streets Policy

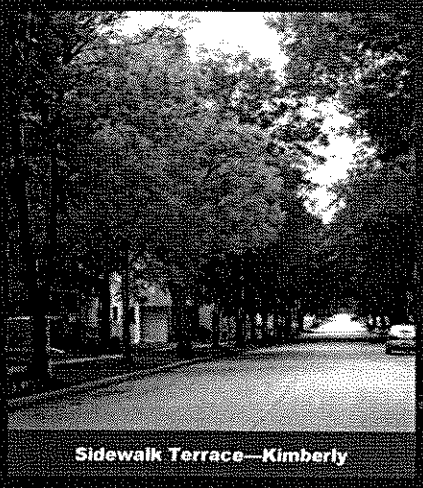
- Town of Grand Chute

Safe Routes To School Resolutions of Support

- City of Oshkosh
- Town of Algoma
- Oshkosh Area School District

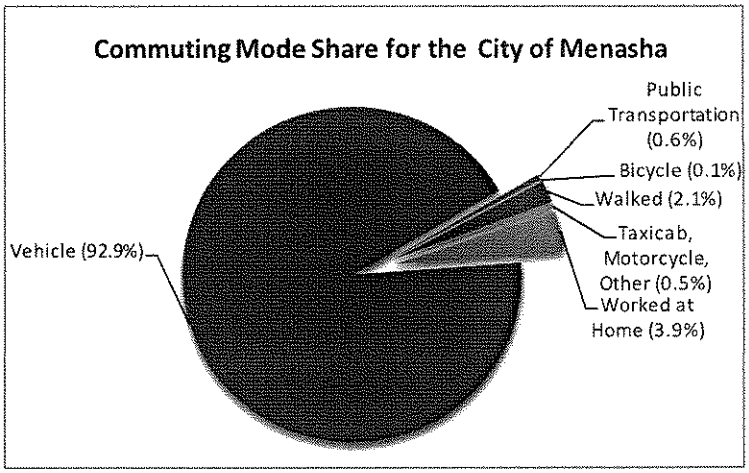
PARTNERS

- Municipalities (multiple departments and elected officials)
- Advocacy Organizations
- Corporations
- Health Coalitions
- Health Care Organizations



Sidewalk Terrace—Kimberly

CITY OF MENASHA AT A GLANCE



Source: U.S. Census—BO8006: Sex of Workers by Means of Transportation to Work 2008-2012 American Community Survey 5-Year Estimates
Data was only available for the Town of Harrison from the U.S. Census

BACKGROUND ON COUNTY HEALTH RANKINGS

The *County Health Rankings & Roadmaps* is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute.

There are two overall rankings:

- **Health Outcomes:** How healthy a county is now.
- **Health Factors:** How healthy a county will be in the future.

The *Rankings* use a variety of factors to determine the overall health of a county including but not limited to health behaviors, social & economic factors, access to clinical care, and the physical environment.

For more information, please visit the *County Health Rankings and Roadmaps* website at http://www.countyhealthrankings.org/.

COUNTY HEALTH RANKINGS (2014)

County	Rankings
Calumet County	6
Outagamie County	21
Winnebago County	39

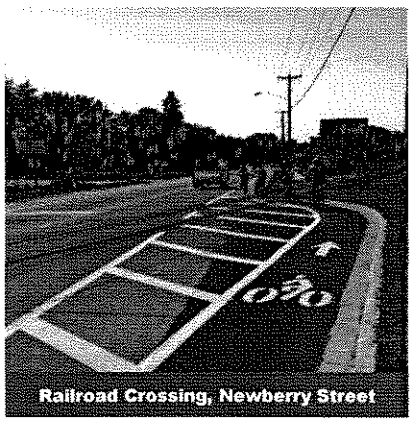
**Note that a Ranking of 1 is considered the best and a ranking of 72 is considered the worst.

REGIONAL NETWORK RECOMMENDATIONS

- County Highway JJ./Edgewood Drive
- Connection to High Cliff State Park
- Additional connections over the Fox River (USH 41 and STH 441)
- Oneida Street
- County Highway II / Winchester Road
- Commercial Street, Neenah
- Wisconsin Avenue from Greenville to Kaukauna
- Connections to the Fox River Mall and other commercial areas
- State Highway 47 from Menasha to Appleton
- County Highway CB to the North
- State Highway 76 Connecting Greenville to Oshkosh
- County Highway A between Neenah and Oshkosh
- Connection to Winneconne and Omro
- State Highway 45 connecting to Fond du Lac

~ Performance Measures ~

- ***Benchmarking study to identify, update, and report on a number of performance measures (i.e. number of facility miles, count data on local bicycle and pedestrian facilities, etc.) determined by local stakeholder group.***
- ***Active transportation model to assist in determining the number of potential users of bicycle and pedestrian facilities.***
- ***Economic Impact Study—to determine the Return on Investment of bicycle and pedestrian facilities within the Fox Valley.***
- ***Number of businesses encouraging their employees to walk or bike to work.***
- ***Number of students (or trips saved from) participating in walking school bus programs or cycle trains.***
- ***Number of riders and amount of miles for the Fox Valley Bike Challenge***
- ***Percentage of funding for bicycle and pedestrian projects and program (local, MPO, state, federal, and private funds).***

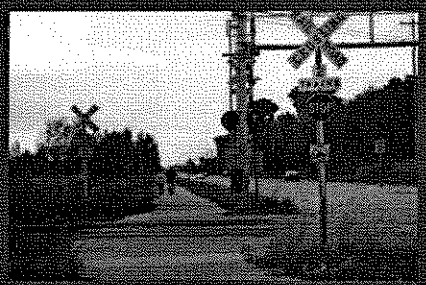


Railroad Crossing, Newberry Street

FUNDING, FINANCING, AND IMPLEMENTATION

Local municipalities should consider funding and financing bicycle and pedestrian facilities during their capital improvement program process. As roadway projects come through the local municipalities' capital improvement program, bicycle and pedestrian facilities should be considered. It is easier to develop in bicycle and pedestrian accommodations versus retrofitting the bicycle and pedestrian accommodations after a roadway has recently been reconstructed.

State and federal grant programs should be used to supplement local funds in the development of bicycle and pedestrian facilities. However it should be noted that if communities awarded state or federal grant funds for bicycle and pedestrian accommodations that state and federal requirements will need to be met with the project. Typically state and federal grants will require a local match.



County Highway Y—Oshkosh

RECOMMENDATIONS

~ Education ~

Increase public and political awareness of the need for the benefits of bicycle and pedestrian facilities and a well interconnected multimodal transportation network.

- Establish an annual report on the state of walking and bicycling including but not limited to miles of facilities, number of programs, and policies within the region.
- Educate drivers (including young drivers) about interacting/sharing the road with cyclists and pedestrians.
- Calculate benefits of local projects (i.e. economics, health, etc.).
- Partner with local parks and recreation departments and schools to offer summer bicycling classes.
- Work with local municipalities to develop site visits for elected officials to experience walking or bicycling.

~ Encouragement ~

Encourage more residents to walk and/or bike as a means to reduce dependence on the automobile, conserve energy, and increase physical activity.

- Continue to work with local organizations and municipalities to expand and promote the Fox Valley Bike Challenge.
- Provide bicycle parking at local businesses, employment centers, recreational facilities, etc.
- Establish an information website or app showing routes and locations of bicycling and walking facilities.
- Develop walking school bus programs and/or cycle trains with local schools.
- Work with local organizations and municipalities to develop a Cyclovia (an event that closes the streets temporarily for bicycle and pedestrian use only—Ride the Drive in Madison).

~ Enforcement ~

Improve safety, reduce conflicts, and build mutual awareness and respect between motorists, bicyclists, and pedestrians by improving enforcement of all multimodal transportation laws.

- Partner with local law enforcement in bicycle and pedestrian education efforts.
- Work with local police departments and other organizations to develop a bicycle patrol program.
- Work with local law enforcement to provide positive reinforcement of "Doing It Right" with residents and youth.
- Develop a Pedestrian Enforcement Campaign.

~ Engineering ~

Improve the connections between bicycle, pedestrian, and transit networks within the Appleton (Fox Cities) and Oshkosh Urbanized Areas by identifying gaps, barriers and needed multimodal facilities.

- Develop the Regional Bicycle and Pedestrian Network.
- Develop Complete Streets Policies for communities within the Appleton (Fox Cities) and Oshkosh MPOs.
- Develop a dedicated funding source for implementing bicycle and pedestrian facilities and programs (both at the local and the MPO levels).
- Develop way finding signage for bicycling and pedestrian facilities.

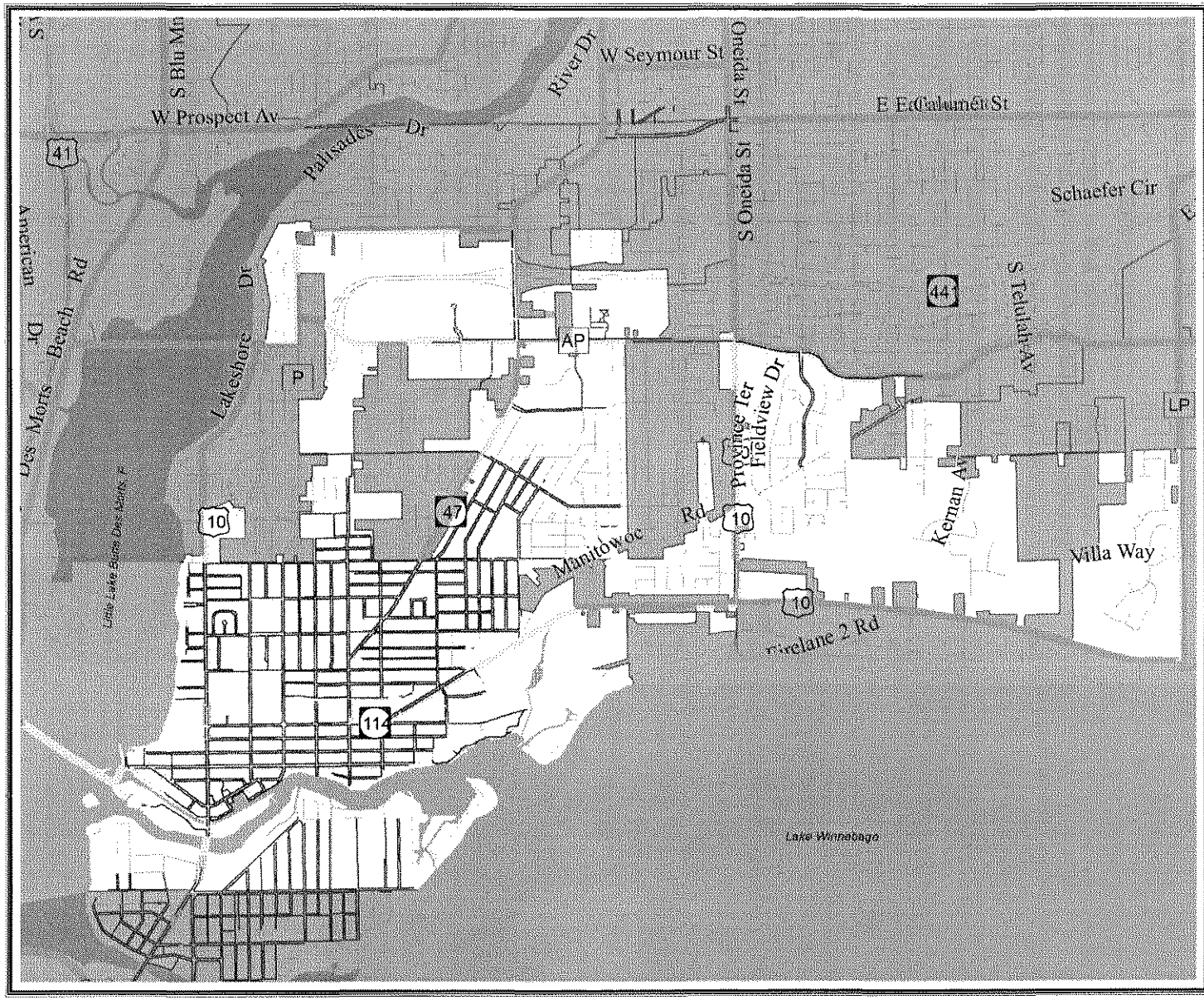
~ Evaluation ~

Establish criteria to evaluate the education, encouragement, enforcement, and engineering components of existing and future bicycle and pedestrian planning efforts, programs, and facilities.

- Work with local organizations and municipalities to develop a bicycle and pedestrian count process and conduct bicycle and pedestrian counts.
- Develop an annual benchmarking report on the state of walking and bicycling within the Fox Valley.
- Develop a Local Economic Impact Study for the Appleton (Fox Cities) and Oshkosh MPOs.

East Central Wisconsin Regional Planning Commission
400 Ahnaip Street, Suite 100
Menasha, WI 54952
920.751.4770
www.ecwprc.org

The Appleton (Fox Cities) and Oshkosh Bicycle and Pedestrian Plan was funded by the Wisconsin Department of Transportation and prepared by the Appleton (Fox Cities) and Oshkosh Bicycle and Pedestrian Steering Committee. For additional information, please contact Melissa Kraemer Badtke, Associate Planner, at 920.751.4770 or visit http://fcompo.org/planning-activities/bicycle-and-pedestrian-planning/.



Map XX
City of Menasha
Sidewalk Facilities

DRAFT

Legend

- Sidewalks
- Regional Network
- County Boundaries
- Municipal Boundaries

Source:
Base data provided by Calumet, Outagamie, & Winnebago County
Existing, proposed, and planned facility data provided by ECWRPC & local municipalities

N W E S

0 0.25 0.5
Scale in Miles

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East Central Wisconsin Regional Planning Commission
ECWRPC

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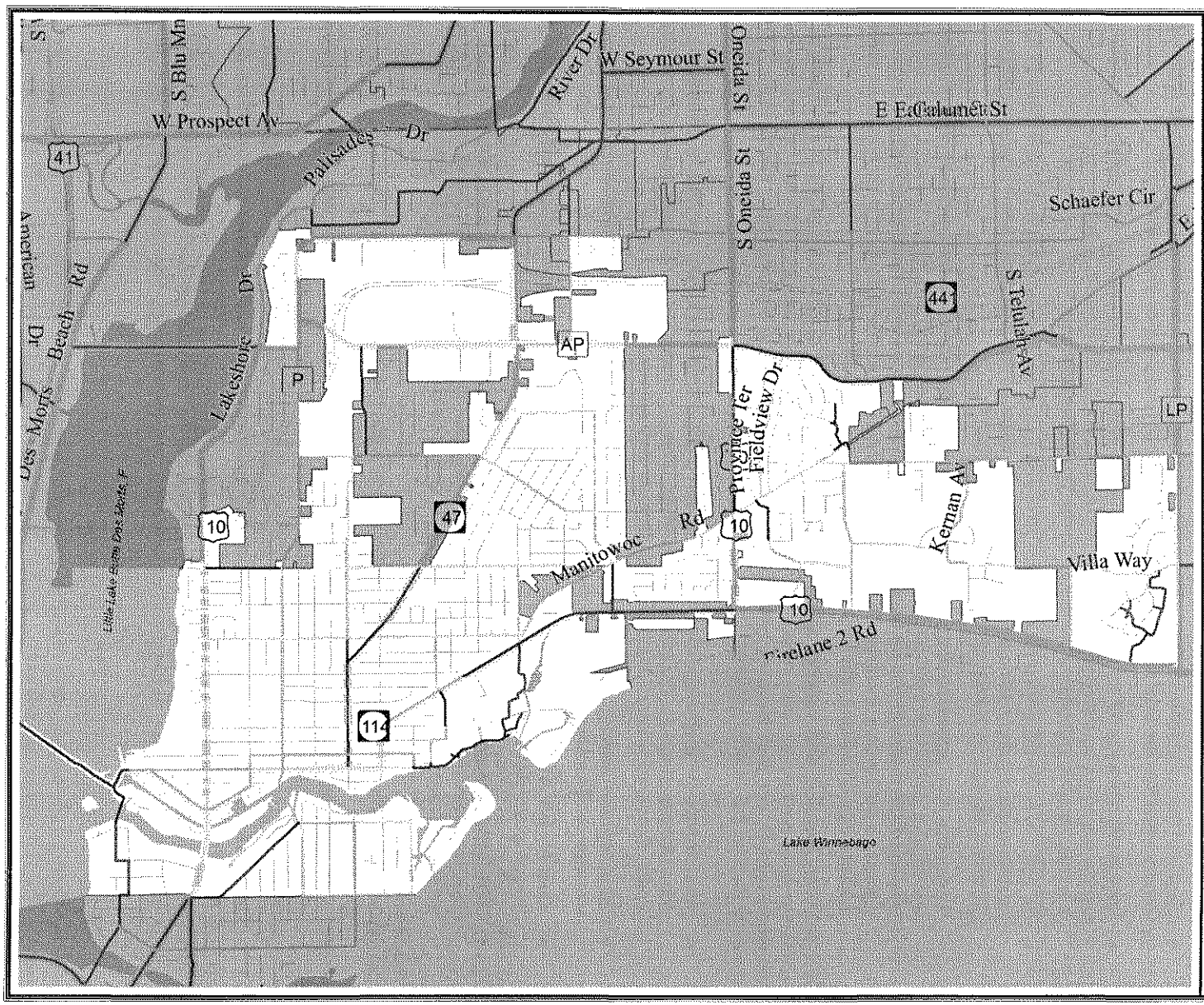

Map XX
City of Menasha
Existing, Proposed, and Planned Facilities
DRAFT

Legend

- Existing Facility
- Signed Bike Route
- Planned Facility
- Recommended Facility
- Regional Network
- County Boundaries
- Municipal Boundaries

Source:
Base data provided by Calumet, Outagamie, & Winnebago County
Existing, proposed, and planned facility data provided by ECWRPC & local municipalities

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Bicycle and Pedestrian Quick Facts (*Revised 4/3/14*)

Economic:

- *Studies have shown that bicyclists and pedestrian shop more often and spend more money in their communities than people who drive.*[i]
- *The cost of operating a sedan for one year in 2013 was approximately $10,374. The annual cost of operating a bicycle is approximately $308 a year.* [ii]
- *Fuel and transportation savings allow residents to spend more in their local economies. Studies have shown that the total savings across metropolitan areas can be in the billions.* [iii]
- *Wisconsin accounts for 20 percent of the bicycling manufacturing in the U.S. According to a 2005 study, the bicycling industry which includes manufacturing, distribution, retail and other services – contributes $556 million and 3,418 jobs to the Wisconsin economy.*[iv]
- *In 2010, a study found that bicycle recreation and tourism contribute $924 million annually to the state's economy and estimates that "the potential value of health benefits from reducing short car trips and increasing the bicycling total to $409 million."* [v]
- *Lancaster, CA added pedestrian safety features as part of a downtown revitalization effort, including a pedestrian only plaza, wider sidewalks, landscaping and traffic calming. The project spurred $130 million in private investment, 50 new businesses, a 9.5 percent increase in property values, a 96 percent increase in revenue, 800 permanent new jobs, and a decrease in traffic collisions by 85 percent, after a public investment of $10.6 million.*[vi]

Not only can bicycling and walking benefit a personal budget but it also can benefit a communities' economy. Road projects are very materials intensive and therefore, the budget for a road project can be extremely high. By contrast, bicycling and walking infrastructure projects are more labor intensive and can create more jobs than a road projects.

- *Investments in bicycle and pedestrian infrastructure create more jobs per million dollars spent than highway projects. Bicycle and pedestrian projects produce 9.6-11.4 jobs per million dollars spent compared to only 7.8 jobs created by road only projects.* [vii]
- *Bicycling and walking projects create 11-14 jobs per $1 million spent, compared to just 7 jobs created per $1 million spent on highway projects.*[viii]
- *Cost benefit analysis show that up to $11.80 in benefits can be gained for every $1 invested in bicycling and walking.*[ix]
- *The Brown County, WI Highway Department built a three-lane street with two bike lanes on the existing four-lane roadway, and replaced expensive traffic signals with roundabouts. These changes saved the County $347,515 – 16.5 percent below the original project estimate.* [x]

Real Estate Values:

Bicycle and pedestrian facilities can positively impact the value of a home.

- *Studies have shown that neighborhoods that invest in trails and bicycle and pedestrian infrastructure have higher property values and increased sales tax revenues.* [xi]
- *In Vermont, property values of homes in walkable neighborhoods were $6,500 higher than those in car-dependent areas. Add all of those homes together and walkability added more than $350 million to the local economy.*[xii]
- *Bob McNamara, a Senior Policy Representative for the National Association of Realtors (NAR), a 1.2 million member professional organization, emphasized the importation of transportation*

choice at the 2009 National Bike Summit. Realtors sell not just houses, he said, they sell communities. Increasing transportation choice increases livability.[xiii]

- *A study of home values near the Monon Trail in Indianapolis, Ind. measured the impact of the trail on property values. Given two identical houses, with the same number of square feet, bathrooms, bedrooms, and comparable garages and porches – one within a half mile of the Monon Trail would sell for an average of 11 percent more.*[xiv]

Health:

The built environment can play a crucial role in a community's or person's health. Bicycling and walking levels fell 66% between 1960 and 2009, while obesity levels increased by 156%. [xv] It has been noted that not only are adult obesity rates on the rise, but also childhood obesity continues to be on the rise. Over the past 40 years, rates of obesity have soared among children of all ages within the United States, and approximately 25 million children and adolescents – more than 33% - are now overweight or obese or at risk of becoming so.[xvi]

- *More than one-third of U.S. adults (35.7%) are obese and another third are overweight.*[xvii]
- *Obesity—related conditions include heart diseases, stroke, type 2 diabetes, and certain types of cancer, some of the leading causes of preventable death.*[xviii]
- *The estimated annual medical costs obesity in the U.S. was $147 billion in 2008 U.S.dollars; the medical costs for people who are obese were $1,429 higher than those of normal weight.* [xix]
- *The costs of obesity account for approximately nine percent of total U.S. health care spending,*[xx] *and add an estimated additional $395 per year per person to health care expenses.*[xxi]
- *Bicycling and walking levels fell 66% between 1960 and 2009, while obesity levels increased by 156%.*[xxii]
- *Between 1966 and 2009, the number of children who bicycled or walked to school fell 75% while the percentage of obese children rose 276%.*[xxiii]
- *In general, states with the highest levels of bicycling and walking have the lowest levels of obesity, hypertension (high blood pressure), and diabetes and have the greatest percentage of adults who meet the recommended 30-plus minutes per day of physical activity.* [xxiv]
- *People living in auto-oriented suburbs drive more, walk less, and are more obese that people living in walkable communities. For each hour of driving per day, obesity increases 6 percent, but walking for transportation reduces the risk of obesity.*[xxv]

Children today are not getting the recommend amount of physical activity and this has contributed to the increase in chronic diseases in children. Safe Routes to School Programs work with schools and communities to enable and encourage students to walk and bike to school. Chronic diseases in children have increased significantly. Over the last 40 years, rates of obesity have soared among children of all ages in the United States, and approximately 25 million children and adolescents – more than 33% - are now overweight or obese or at risk of becoming so.[xxvi]

- *Obesity is so prevalent in today's children, that this maybe the first generation of children in over 200 years that may not outlive their parents.*[xxvii]
- *Today, approximately one-quarter of health care costs in the United States are attributable to obesity*[xxviii] *and health care costs just for childhood obesity are estimated at approximately $14 billion per year.*[xxix]
- *Walking one mile to and from school each day is the two-thirds of the recommended sixty minutes of physical activity a day. Children who walk to school have higher levels of physical activity throughout the day.*[xxx] [xxxi]

Environmental:

Bicycling and walking also reduces the number of vehicles on the roadways but it also improves the air quality of an area.

- *Children exposed to traffic pollution are more likely to have asthma, permanent lung deficits, and a higher risk of heart and lung problems as adults.*[xxxii]
- *Over the last 25 years, among children ages 5 to 14, there has been a 74 percent increase in asthma cases.*[xxxiii]
- *A 5% increase in a neighborhood's "walkability" reduces vehicle miles traveled by 6%.*[xxxiv]
- *Returning to 1969 levels of walking and bicycling to school*[xxxv] *would save 3.2 billion vehicle miles, 1.5 million tons of carbon dioxide and 89,000 tons of other pollutants*[xxxvi] *– equal to keeping more than 250,000 cars off the road for a year.*

Congestion Management:
In 2009, 40% of trips in the United States were shorter than two miles, a distance easily covered by bicycle or foot. However, Americans use their cars for 87% of trips that are 1-2 miles in length.[xxxvii] Bicycling or walking can help mitigate traffic congestion and provide commuters with an opportunity for active transportation.

- *Currently 12% of all trips are made by bicycle (1.0%) or foot (10.5%) in the United States.*[xxxviii]
- *From 2000 to 2009, the number of commuters who bicycle to work increased by 57% nationally.*[xxxix]
- *In urban areas, where cars and bicyclists travel at similar speeds, bike lanes can accommodate* ***7 to 12 times as many people*** *per meter of lane per hour than car lanes and bicycles cause less wear on the pavement.*[xl]

In the recent years, the trend for transporting children to school has been primarily by personal vehicle. Within the span of one generation, the percentage of children walking or bicycling to school has dropped dramatically from approximately 50% in 1969[xli] to just 13% in 2009.[xlii]

- *While distance to school is the most commonly reported barrier to walking and bicycling*[xliii]*, private vehicles still account for half of school trips between ¼ and ½ mile*[xliv] *- a distance easily covered on foot or bike.*
- *In 2009, American families drove 30 billion miles and made 6.5 billion vehicle trips to take their children to and from schools, representing 10-14 percent of traffic on the road during the morning commute.*[xlv]
- *A California study showed that schools that received infrastructure improvements through the Safe Routes to School program yielded walking and bicycling increases in the range of 20 to 200 percent.*[xlvi]

Bicycle and Pedestrian Safety:
Bicycle and pedestrian facilities can help to reduce the number of injuries and fatalities by those that bicycle or walk. Bicycle and pedestrian infrastructure is crucial in providing accommodations to users.

- *Pedestrians are twice as likely to be struck by a vehicle in locations without sidewalks.*[xlvii]
- *Fourteen percent of all traffic facilities in the U.S. are bicyclists (1.8%) or pedestrians (11.7%).*[xlviii]

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[i] Examining Consumer Behavior and Travel Choices http://ppms.otrec.us/media/1361999891512e7813bfa6d.pdf

[ii] Bicycling and Walking in the United States: 2012 Benchmarking Report
http://www.peoplepoweredmovement.org/site/index.php/site/memberservices/2012_benchmarking_report/

[iii] CEOs for Cities – *The Green Dividend* http://www.ceosforcities.org/city-dividends/green/

[iv] The Economic Impact of Bicycling in Wisconsin http://www.dot.wisconsin.gov/business/econdev/docs/impact-bicycling.pdf

[v] Valuing Bicycling's Economic and Health Impacts in Wisconsin http://www.sage.wisc.edu/igert/download/bicycling_final_report.pdf.

[vi] Lancaster Boulevard Transformation http://www.mparchitects.com/site/projects/lancaster-boulevard-transformation

[vii] Pedestrian and Bicycle Infrastructure: A National Study of Employment Impacts http://www.peri.umass.edu/236/hash/64a34bab6a183a2fc06fdc212875a3ad/publication/467/

[viii] Bicycling and Walking in the United States: 2012 Benchmarking Report http://www.peoplepoweredmovement.org/site/index.php/site/memberservices/2012_benchmarking_report/

[ix] Bicycling and Walking in the United States: 2012 Benchmarking Report http://www.peoplepoweredmovement.org/site/index.php/site/memberservices/2012_benchmarking_report/

[x] Smart Growth America – National Complete Streets Coalition http://www.smartgrowthamerica.org/complete-streets/implementation/factsheets/costs

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