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

MEMORANDUM

DATE: August 20th, 2014

TO: Local Municipal Representatives and Elected Leadership

FROM: Melissa A. Kraemer Badtke, Principal Planner

RE: Feedback and Input on the *Appleton Transportation Management Area (TMA) and Oshkosh Metropolitan Planning Organization (MPO) Bicycle and Pedestrian Plan*

In 2012, East Central Wisconsin Regional Planning Commission received a Wisconsin Department of Transportation grant to develop a bicycle and pedestrian plan for the Appleton Transportation Management Area and the Oshkosh Metropolitan Planning Organization. Although a multitude of municipal bicycle and pedestrian plans have been completed throughout the three county areas 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.

The Bicycle and Pedestrian Steering Committee, which is made up of a wide variety of stakeholders within the Appleton TMA and the Oshkosh MPO, has provided guidance to East Central staff in the development of this plan. East Central staff has worked with the Bicycle and Pedestrian Steering Committee on collecting data, conducting bike and walk audits, developing the regional bicycle and pedestrian network, and developing the non-infrastructure recommendations. A draft of the bicycle and pedestrian plan is available for review at http://fcompo.org/planning-activities/bicycle-and-pedestrian-planning/. Enclosed you will find the summary document for the plan and copies of the regional bicycle and pedestrian network for the Appleton Transportation Management Area and the Oshkosh Metropolitan Planning Organization.

As a key stakeholder within the Fox Valley area, we would appreciate any feedback or comments that you may have on the draft plan or on the regional bicycle and pedestrian network. Please review the draft document above and the materials provided within this packet and provide any feedback or comments to Melissa Kraemer Badtke at mbadtke@ecwrpc.org; in the Subject Line: Bicycle and Pedestrian Feedback **no later than Monday, September 8th, 2014.** If you have any questions, please do not hesitate to give me a call at 920-751-4770. We look forward to working with you and a variety of stakeholders on the implementation of this plan.

East Central Wisconsin Regional Planning Commission
ECWRPC

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

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

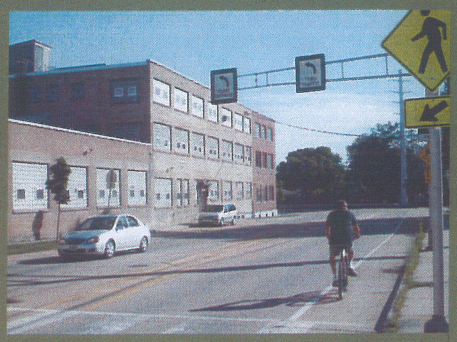
BICYCLE AND PEDESTRIAN BACKGROUND INFORMATION

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

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:

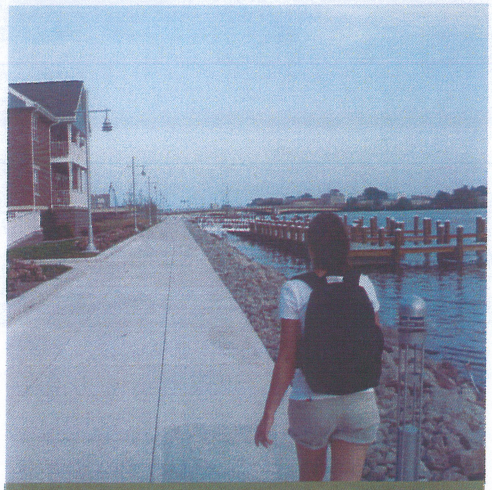
- *People living in auto-oriented suburbs drive more, walk less and are more obese than people living in walkable communities. For each hour of driving per day, obesity increases 6%, but walking for transportation reduces the risk of obesity.*
- *Today, approximately one-quarter of health care costs 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:

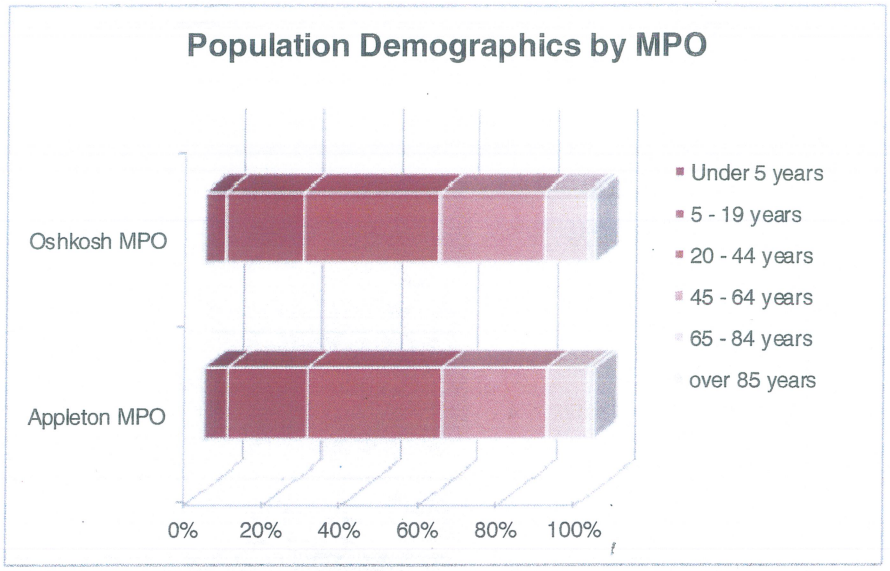
- *Pedestrians are twice as likely to be struck by a vehicle in locations without a sidewalk.*
- *Seniors are the most vulnerable bicyclists and pedestrians. Adults over 65 make up 10% of walking trips, yet comprise 19% of pedestrian fatalities and make up 6% of bicycling trips, yet account for 10% of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



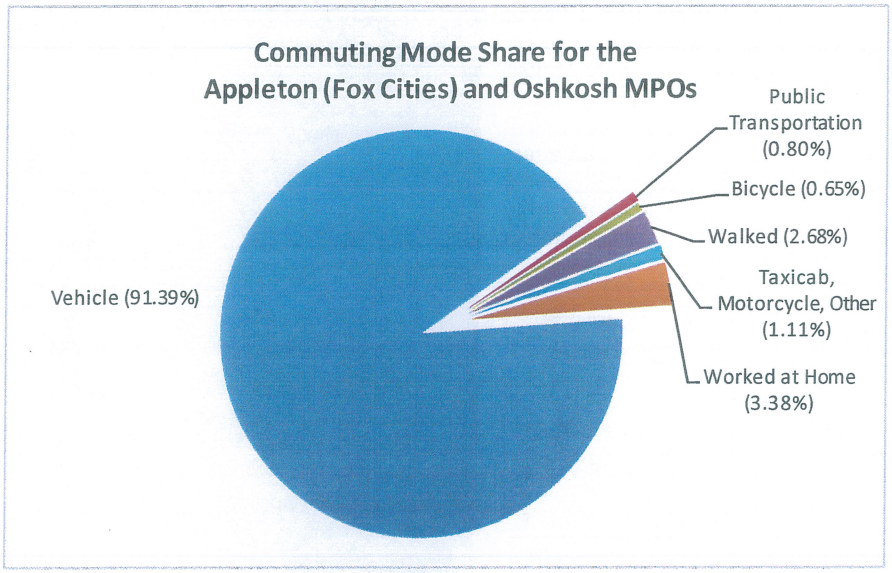
Riverwalk—Oshkosh

Background Information 1
Current Conditions Analysis 2
Existing Data 3
Recommendations: The 5 E's.....4

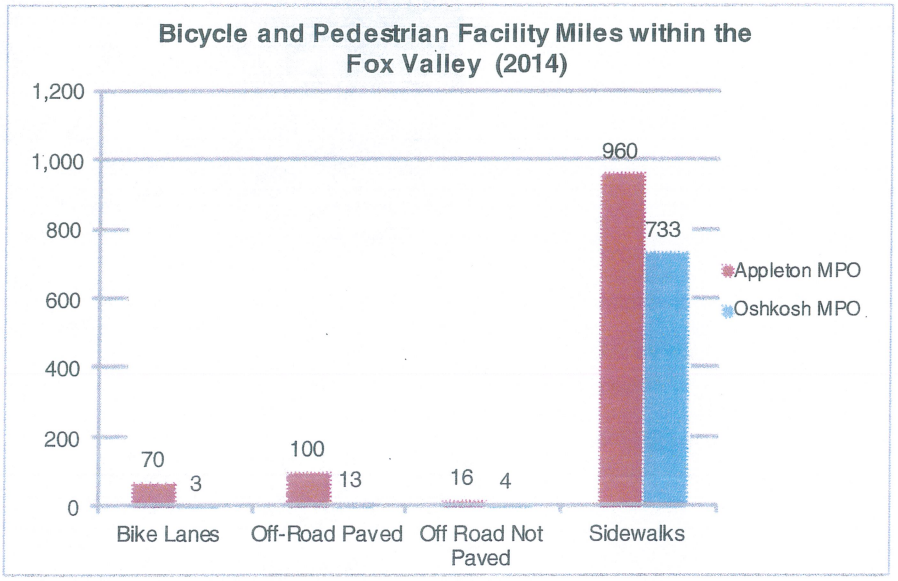
CURRENT CONDITIONS ANAYLSIS



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

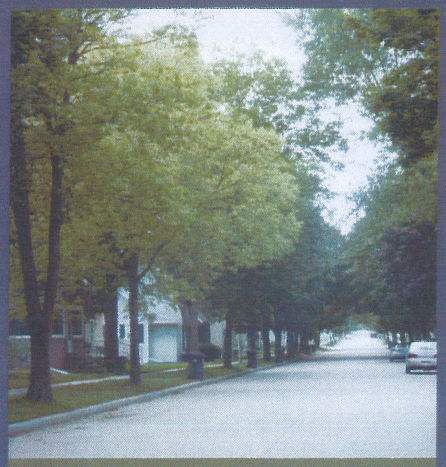
- Town of Grand Chute

Safe Routes To School Resolutions of Support

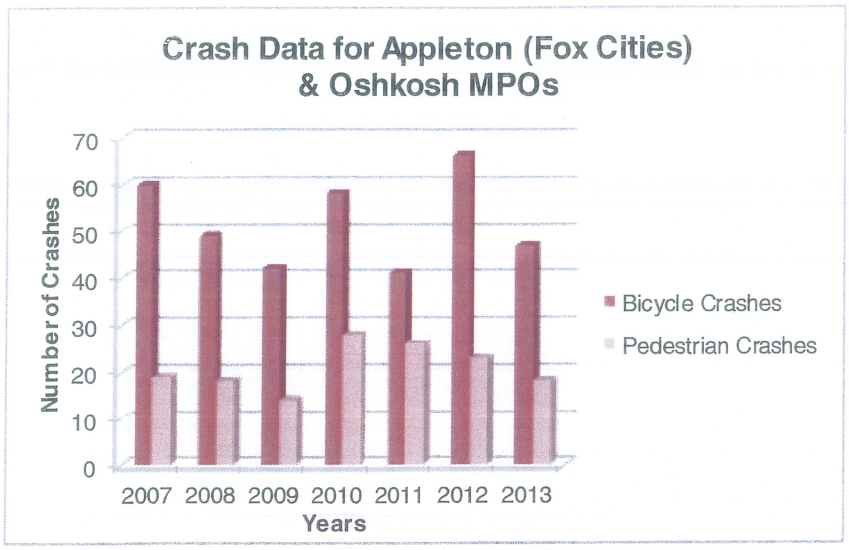
- City of Oshkosh
- Town of Algoma
- Oshkosh Area School District

PARTNERS

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



Sidewalk Terrace—Kimberly



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

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

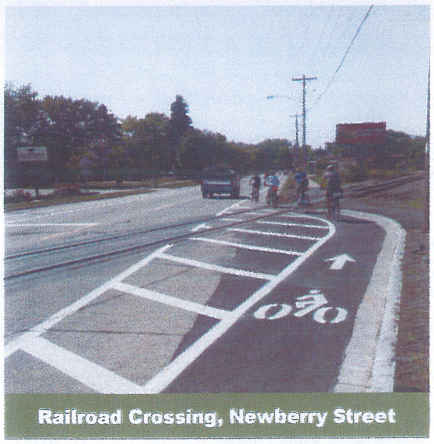
**Note that a Ranking of 1 is considered the best and a ranking of 72 is considered the worst.

~ 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).***

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



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.

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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 19
Appleton MPO Regional Bicycle & Pedestrian Network

Legend

- Regional Network
- Parks
- Appleton Metropolitan Planning Organization

DRAFT

Source:
Base data provided by Calumet, Outagamie, & Winnebago County
MPO data provided by ECWRPC & WisDOT
Trail data provided by ECWRPC & local municipalities

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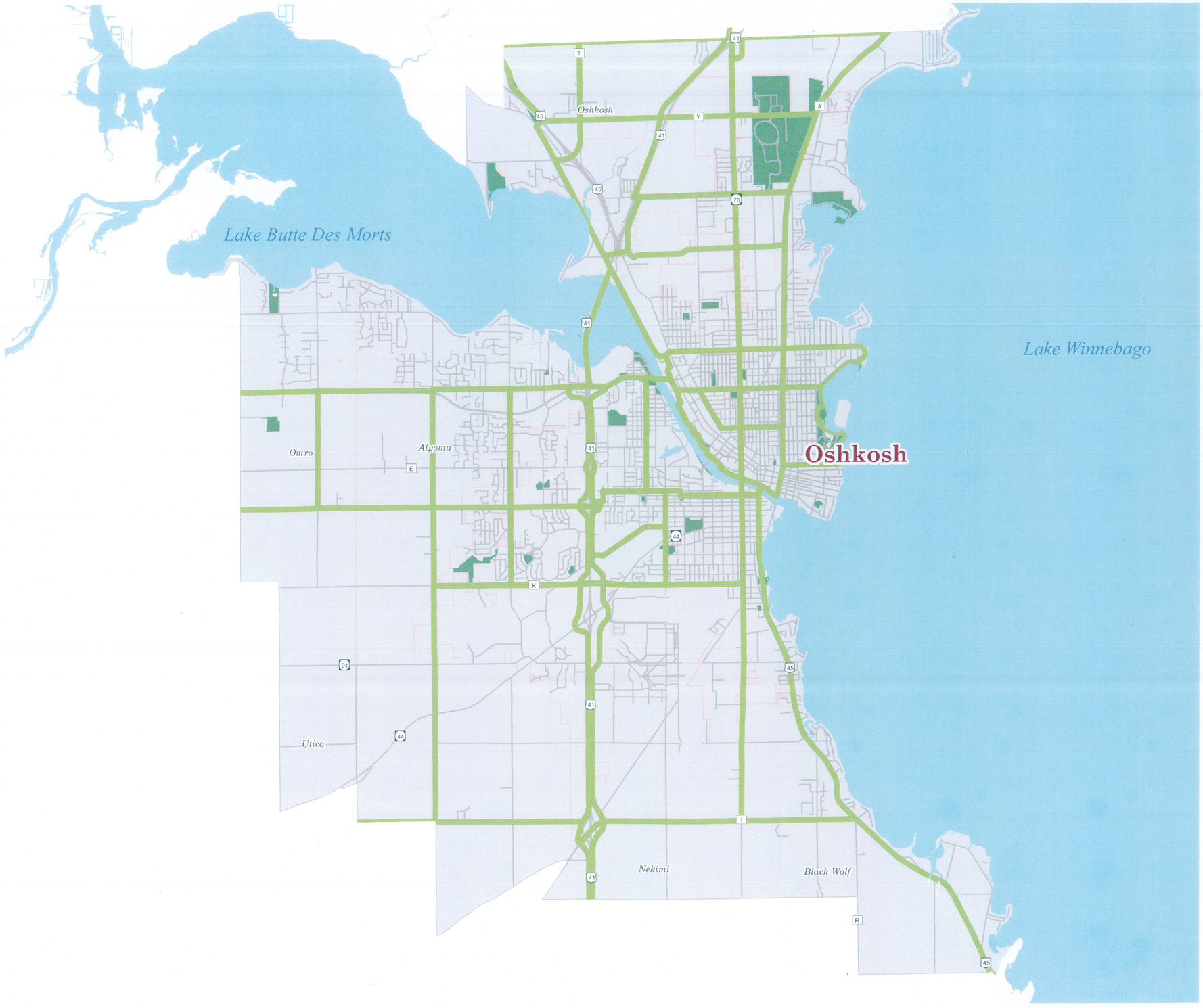
Exhibit 20
Oshkosh MPO Regional Bicycle & Pedestrian Network



Legend

- Regional Network
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