

Agenda

- Introductions & Ice Breaker
- SS4A Program Overview
- Safety Action Plan Components & Schedule
- Safety Analysis Summary
- Summer 2025 Engagement Summary
- Next Steps



Safety Action Plan

Oct 20, 2025 – Task Force #1





- 1) Name
- 2) Organization/role
- 3) **What's the biggest challenge to improving roadway safety in River Falls?**



SS4A Program Overview



Safe Streets and Roads for All

- Federal program
- Funds for:
 - Safety plans
 - Supplemental planning activities
 - Demonstration projects
 - Infrastructure projects
- Plan must meet SS4A requirements to be eligible for implementation funds
- SS4A is guided by the Safe System Approach



What is the Safe System Approach?

- Safety first and foremost
- Humans make mistakes
- Mistakes should not lead to death or life altering injuries
- You play a role in all elements of this approach



What is the Safe System Approach?

Traditional Approach

React based on crash history



Safe System Approach

Proactively identify and address risks

Prevent crashes



Prevent death and serious injuries

Improve human behavior



Design for human mistakes/limitations

Individuals are responsible



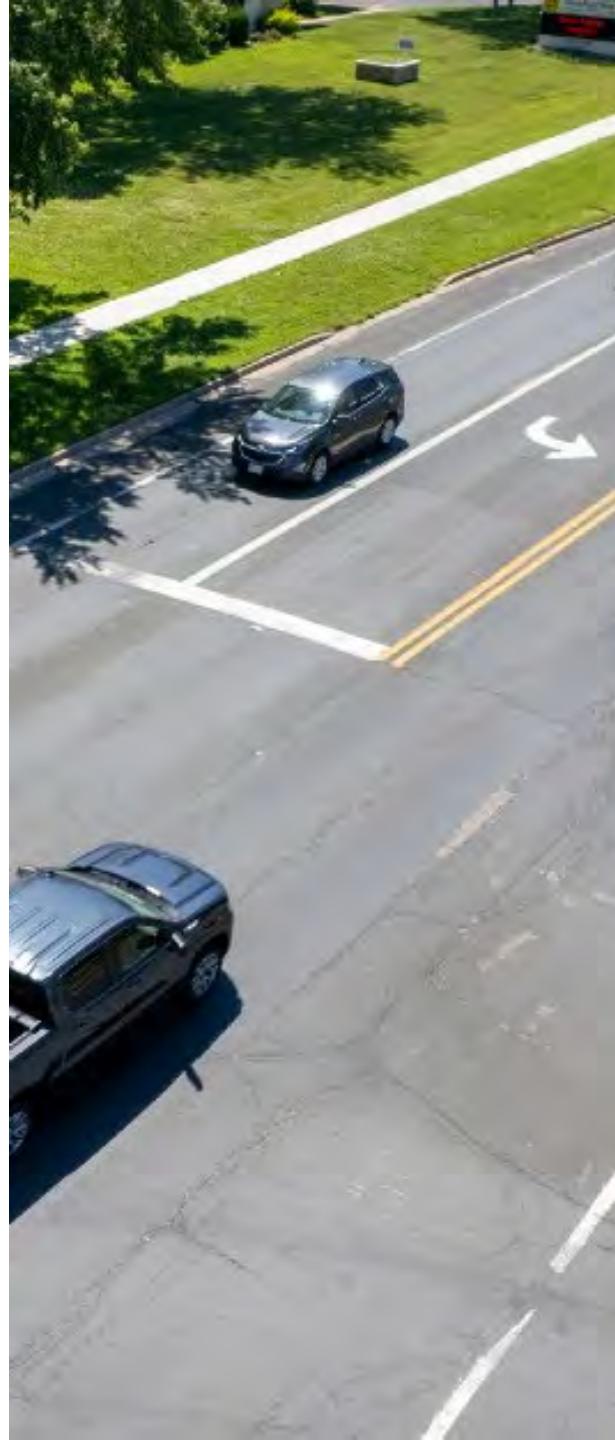
Share responsibility

SAP Components & Schedule



SAP Components & Schedule

- Goal to reduce and ultimately eliminate fatalities and serious injuries
- Engagement
 - Website, Online, Pop-Ups, Open House
- Safety Analysis
- Prioritized Locations
- Recommendations
 - Infrastructure, Programs, Policies, Practices, and Institutionalization
- Implementation Strategy
- Progress Tracking
- Design Concepts
- Complete by end of April 2026



Task Force Role

- Review major task items and provide feedback
- Contextualize
- Recommend the plan to City Council
- Help Implement
- Monitor Progress
- Meeting #2 Mid December
- Meeting #3 Early March



Safety Analysis Summary



Summary of Crash Analysis

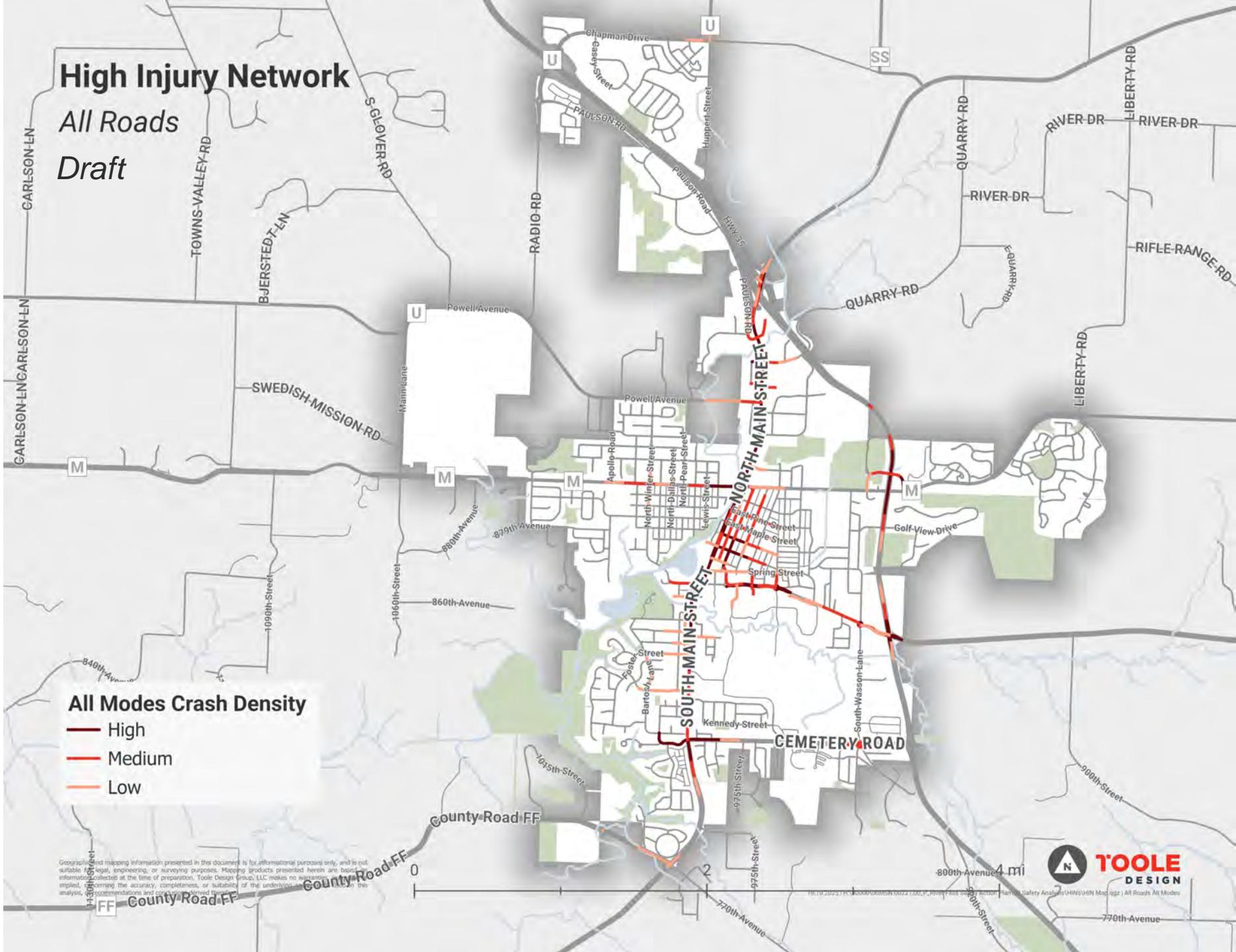
- 2014 – 2023 crash data for all roadway in River Falls
- Descriptive
 - High-level systemic summary
- High Injury Network (HIN)
 - Crash history weighted by crash severity
- Risk Assessment
 - Factors correlated with injury crashes

All Modes

High Injury Network

All Roads

Draft

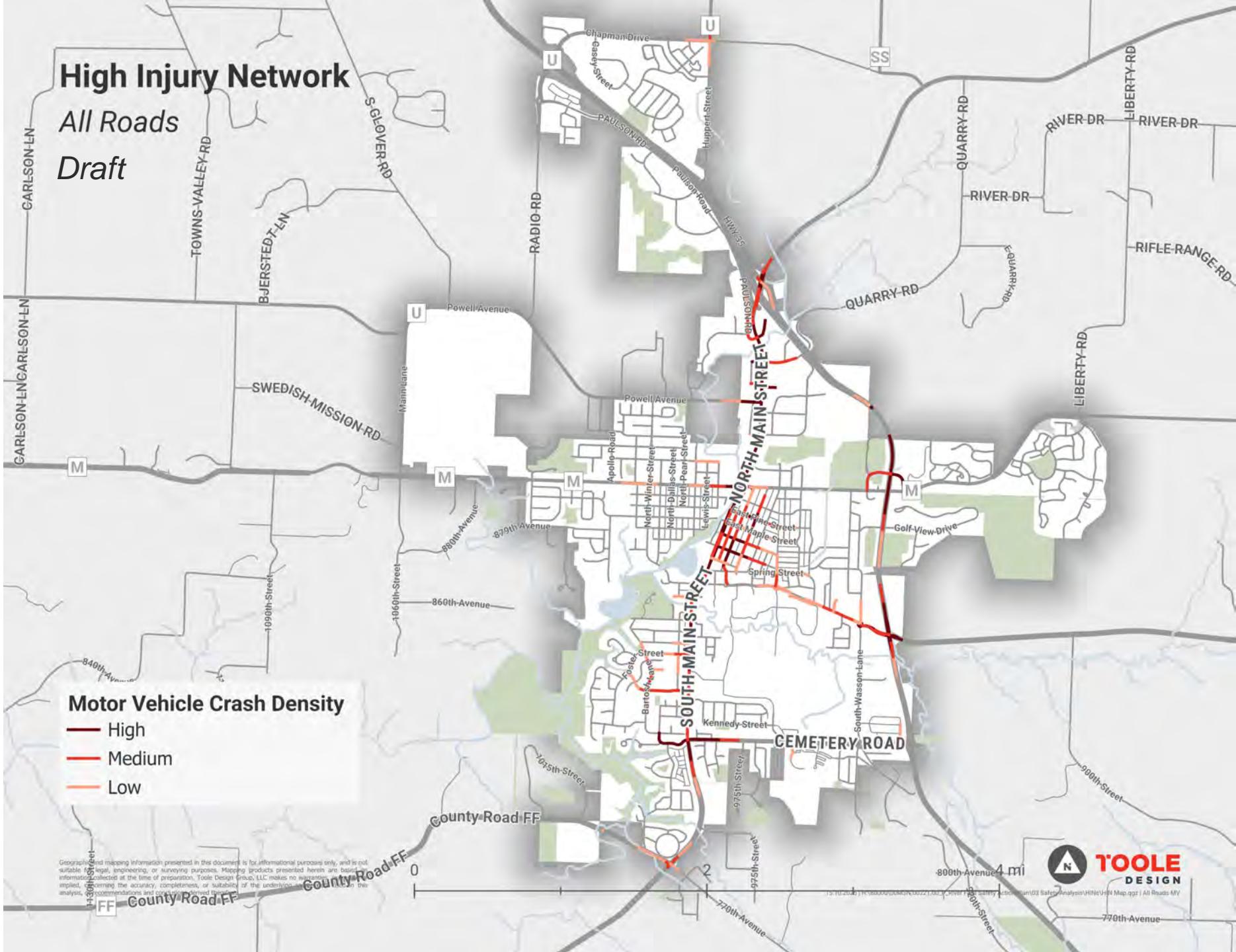


Motor Vehicle-Only

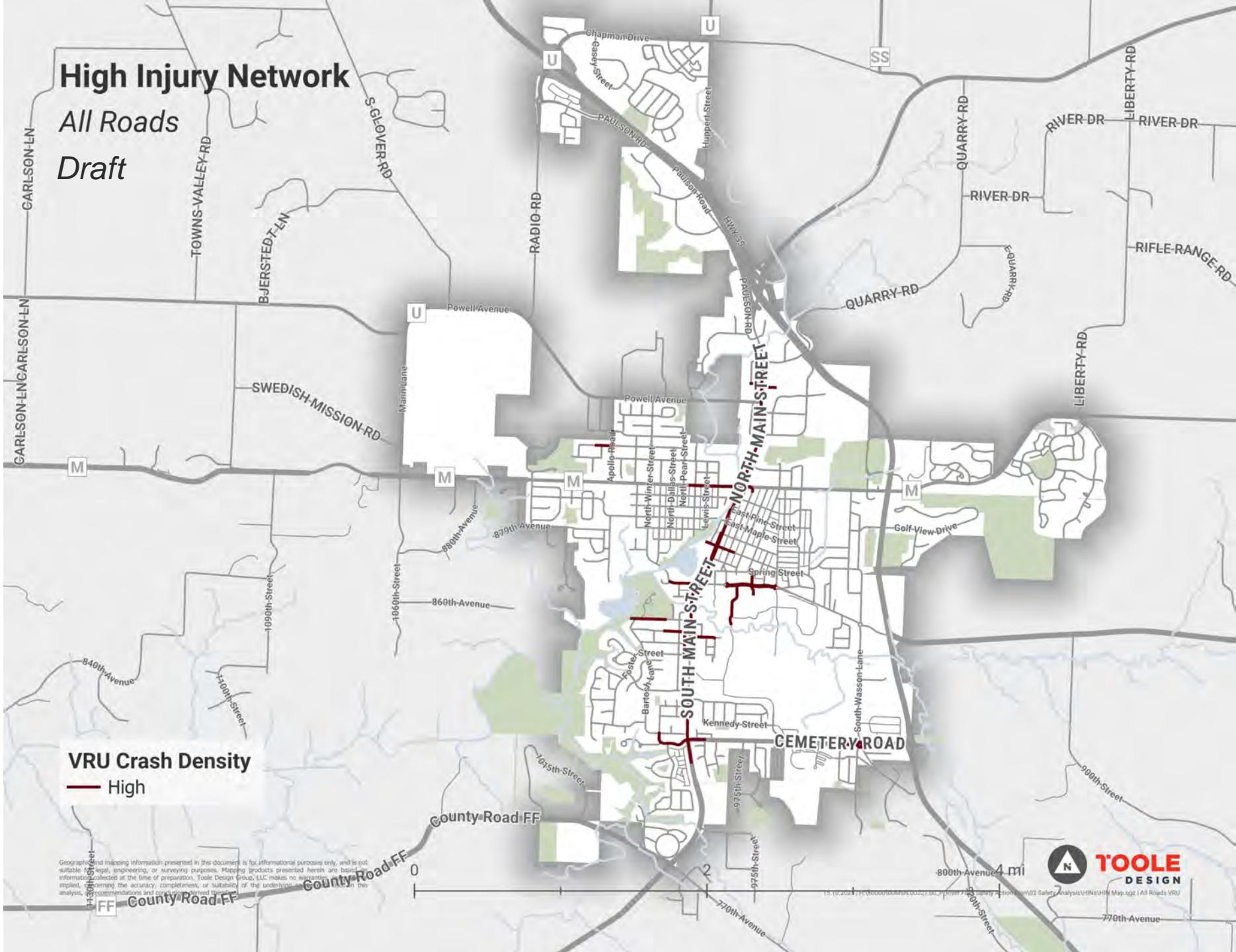
High Injury Network

All Roads

Draft



Vulnerable Road Users



Discussion

- What surprised you?
- What is missing that you thought you would see?
- What is creating safety risks?



Summer 2025 Engagement Summary

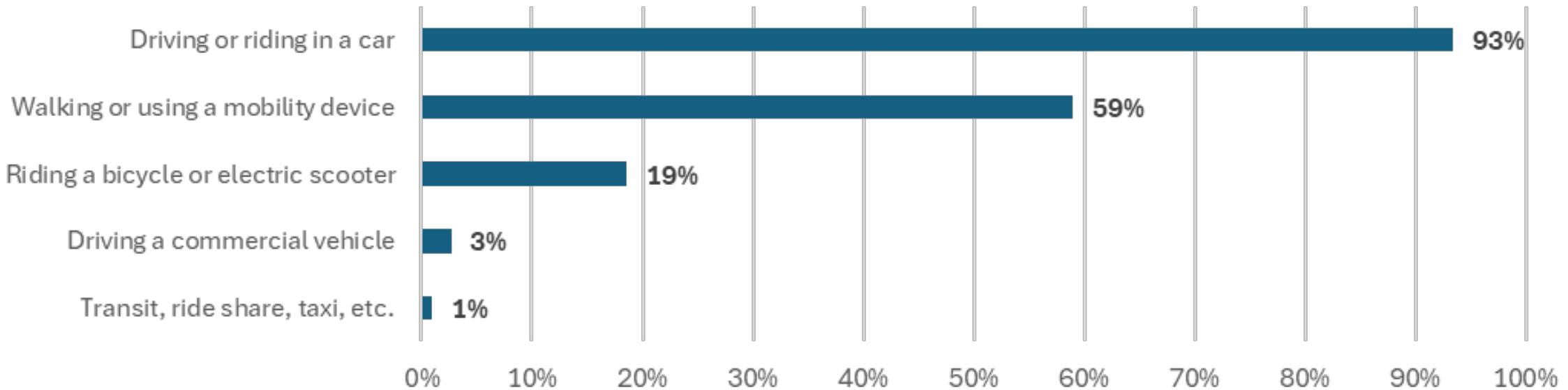


Engagement

- Website
- Online Survey & Web Mapping Exercise
 - July 12 – September 22, 2025
 - 344 for survey and 144 for exercise
- Pop-Up at River Falls Days
- Social Media Comments
 - About 100 comments



What are your top two ways of traveling around River Falls?

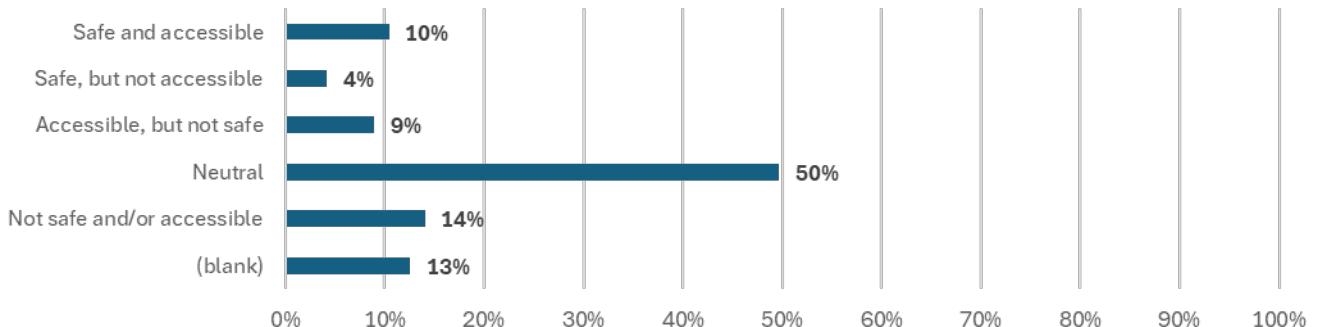
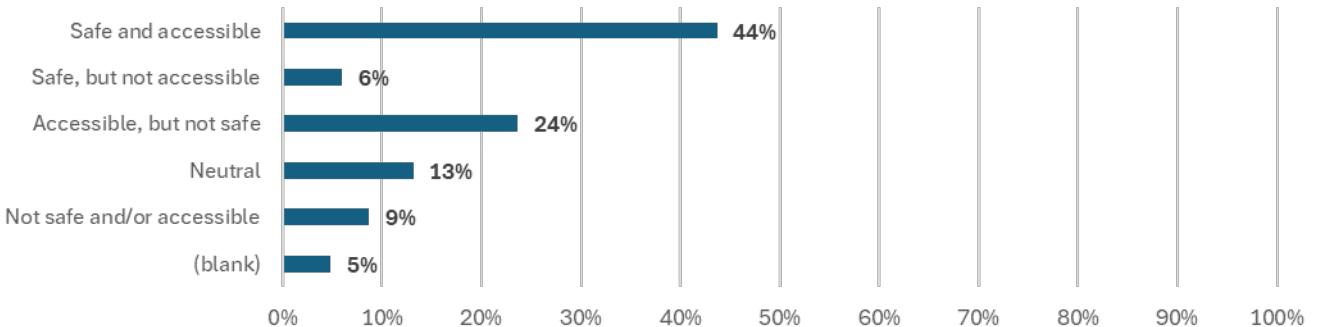
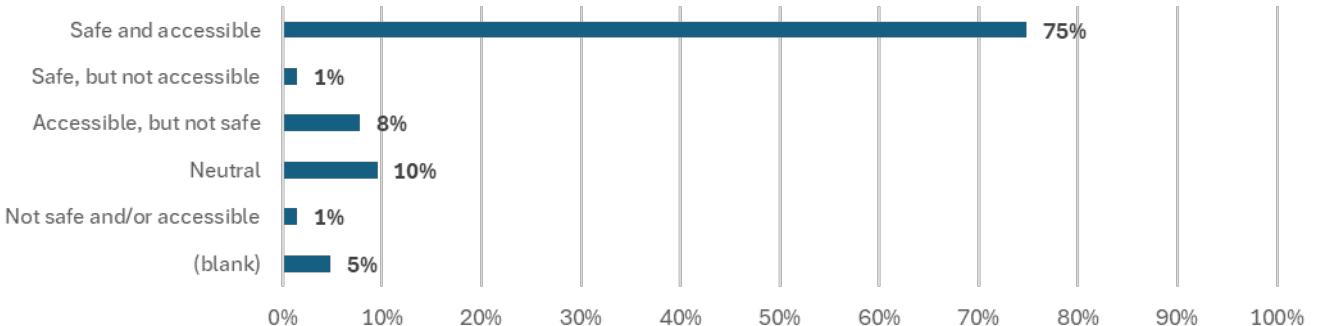


Generally, do you feel _____ is safe and accessible to you in River Falls?

Using a wheelchair or mobility device

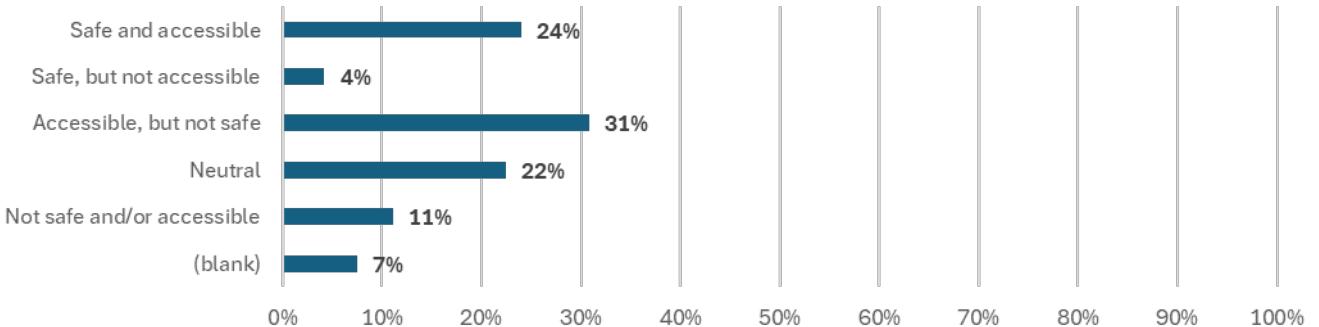
Driving

Walking

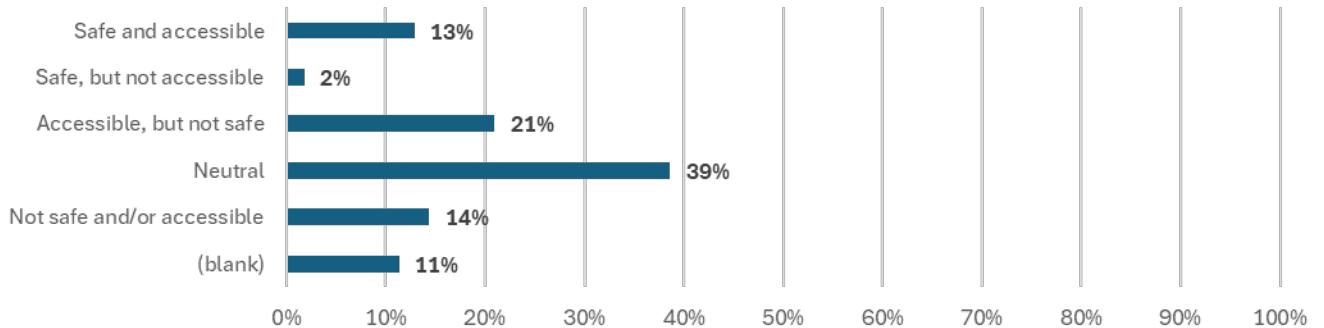


Generally, do you feel _____ is safe and accessible to you in River Falls?

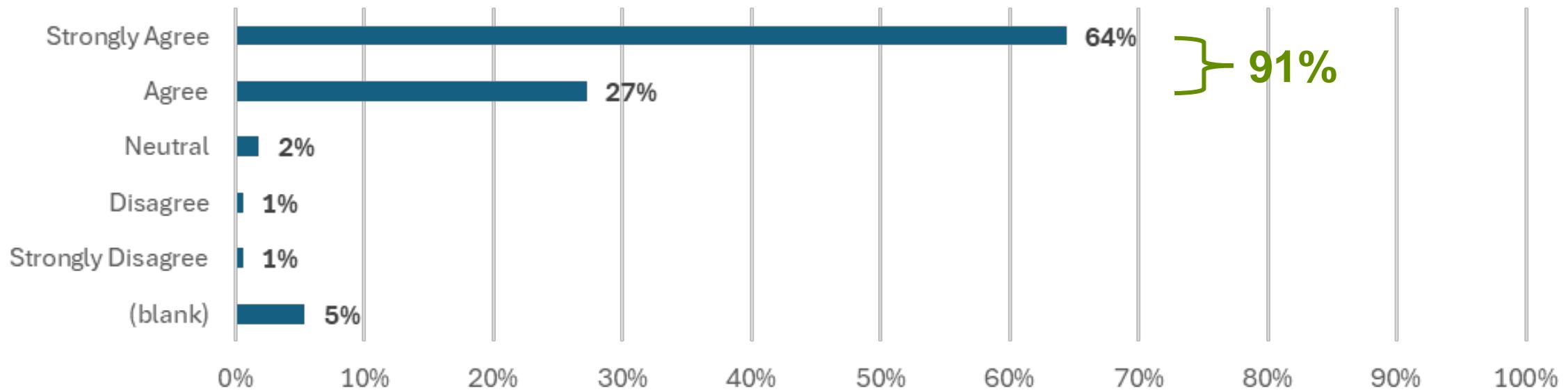
Cycling



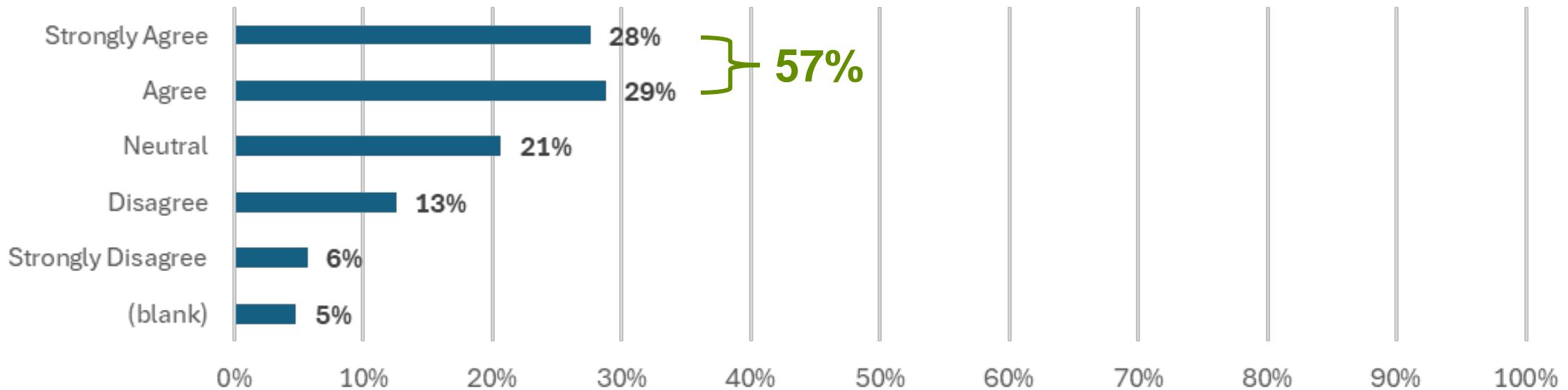
E-Scooter



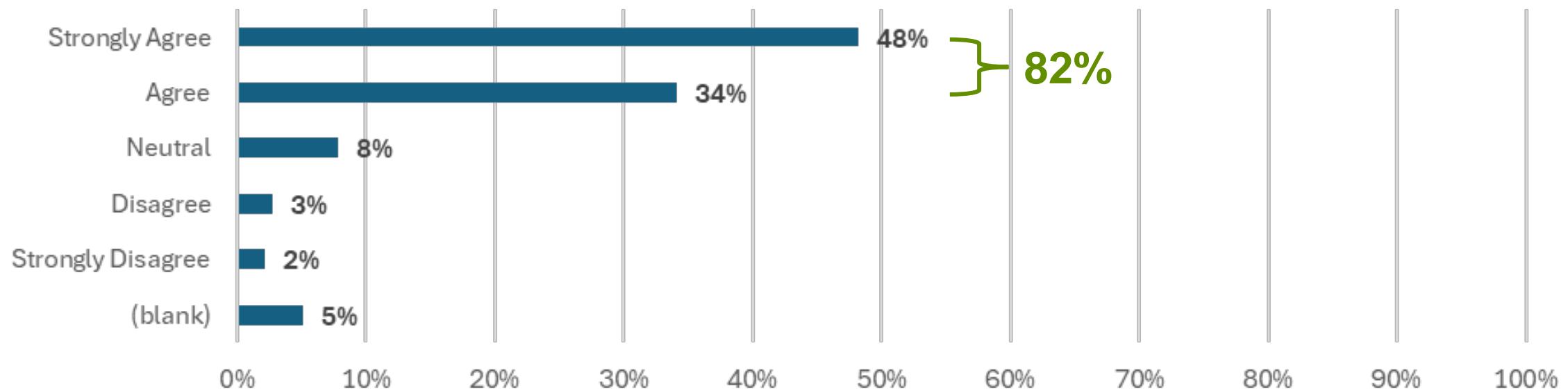
People should be able to choose how they travel; by walking, rolling, cycling, riding, or driving. Select your level of agreement or disagreement.



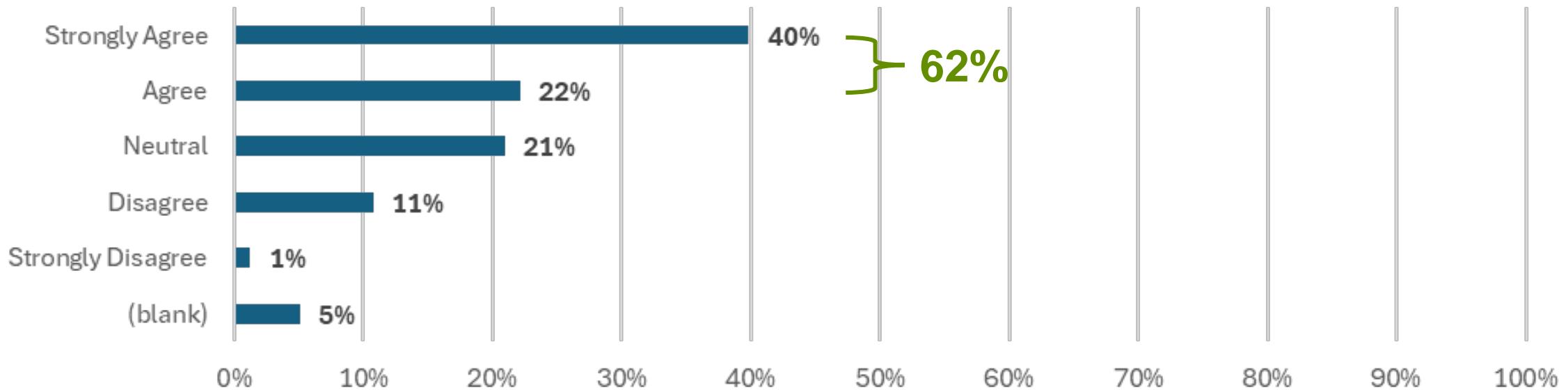
I would walk, bike, roll, or take public transportation more if it were safer/more accessible to me. Select your level of agreement or disagreement.



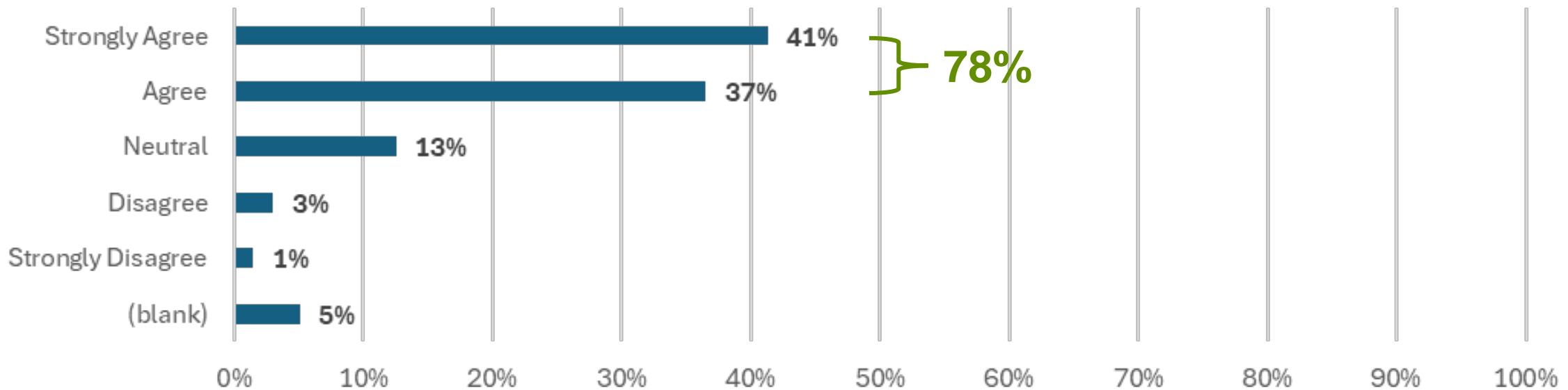
Reducing the risk of serious and fatal crashes is more important than minimizing travel time. Select your level of agreement or disagreement.



Drivers should travel slower on my street. Select your level of agreement or disagreement.

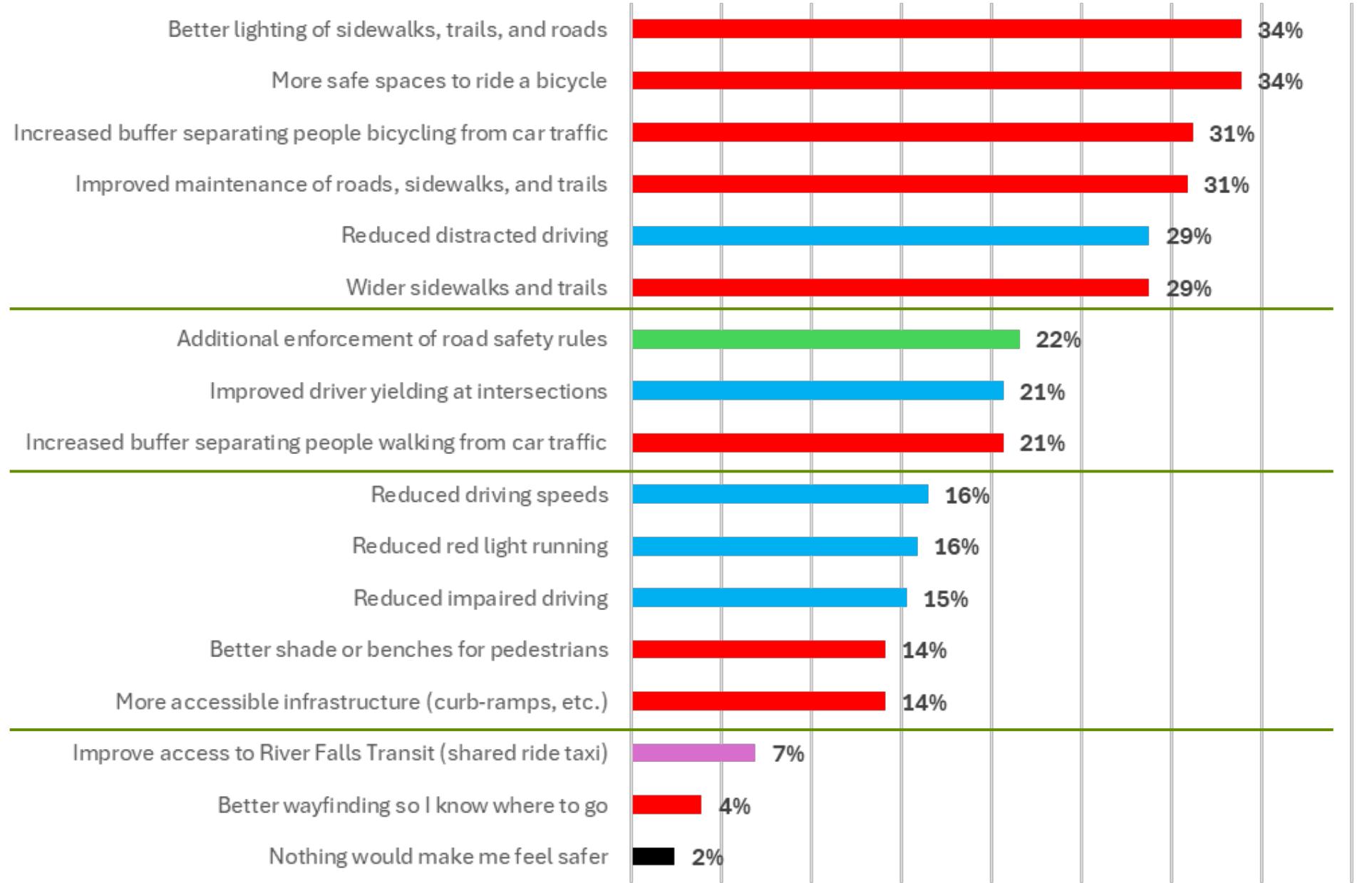


I am willing to change my behavior to reduce serious crashes and improve safety. Select your level of agreement or disagreement.



Select your top 5 choices that would make you feel much safer and/or more comfortable when traveling around River Falls.

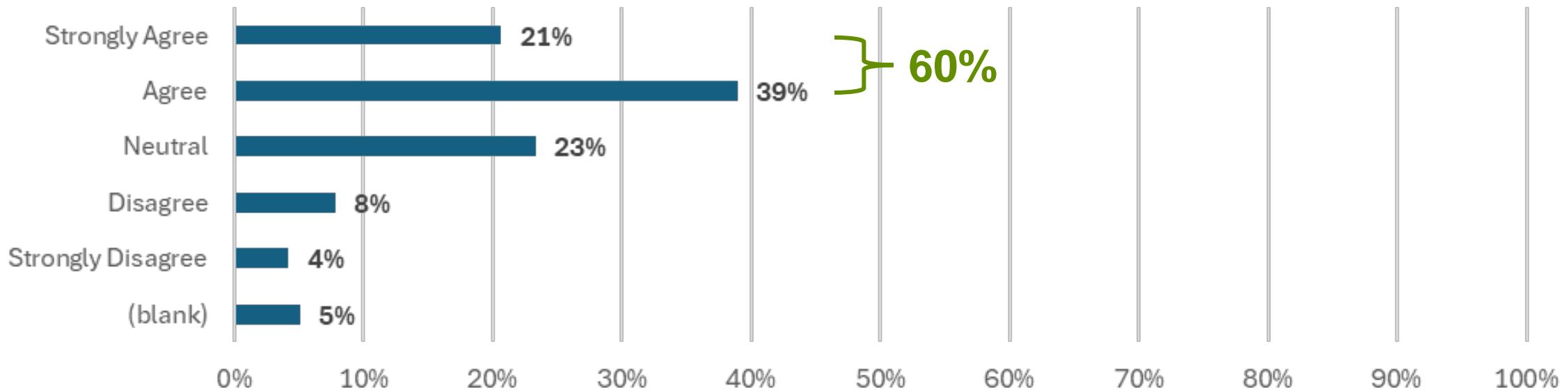
Infrastructure / Env
Behavior
Enforcement
Services



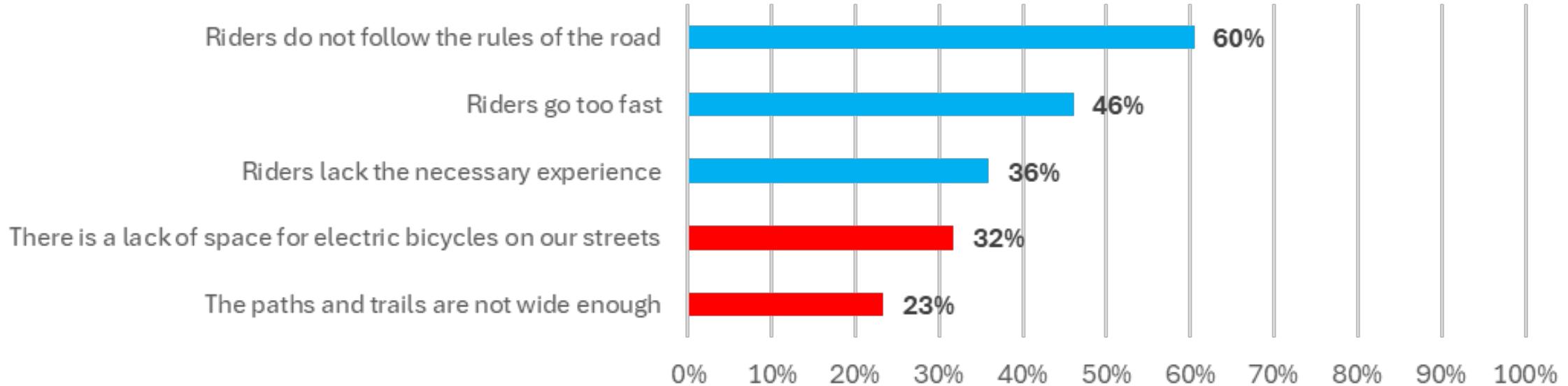
Is there anything else that would make you feel safer and more comfortable moving around River Falls?

- Enhanced pedestrian connections and safety
- Improved intersection and pedestrian crossing safety
- Better child safety and safety around schools
- Improved signage and markings
- Enhanced bicycle connections and safety
- More enforcement
- Poor driver behavior
- Poor infrastructure condition or lack of maintenance

Electric bicycles enhance mobility options. Select your level of agreement or disagreement.

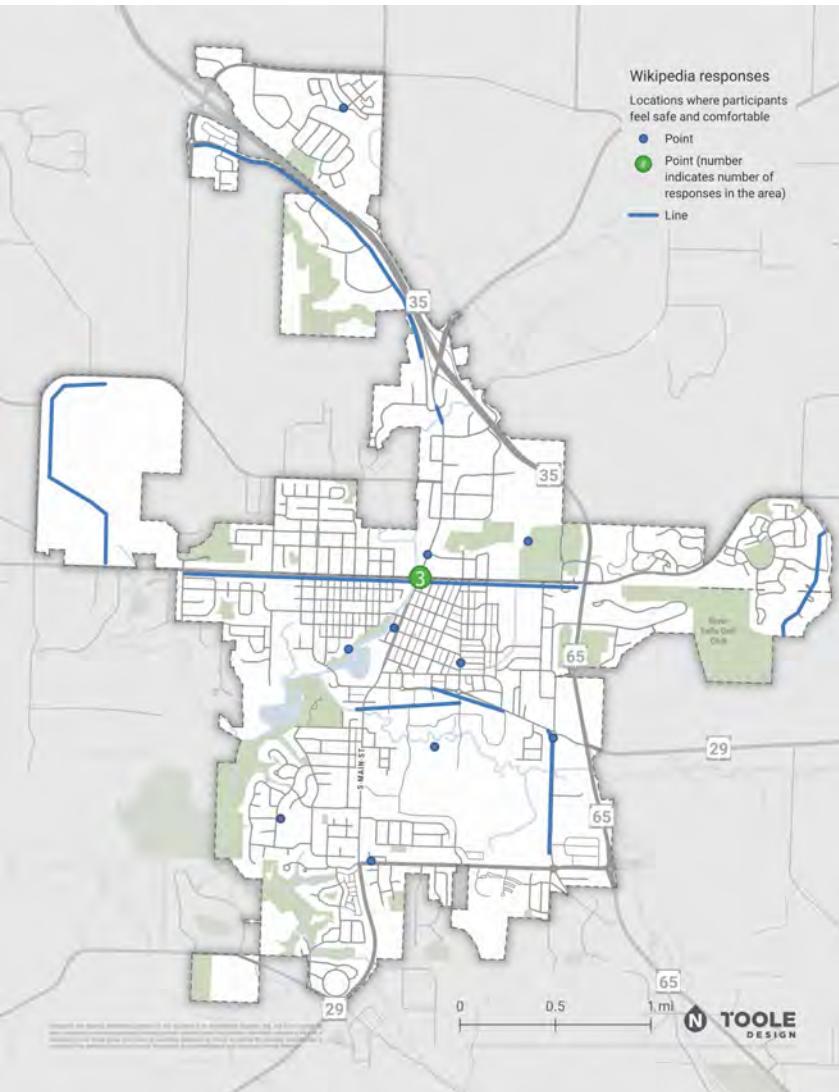


What are your concerns about electric bicycles in River Falls? Select all that apply.

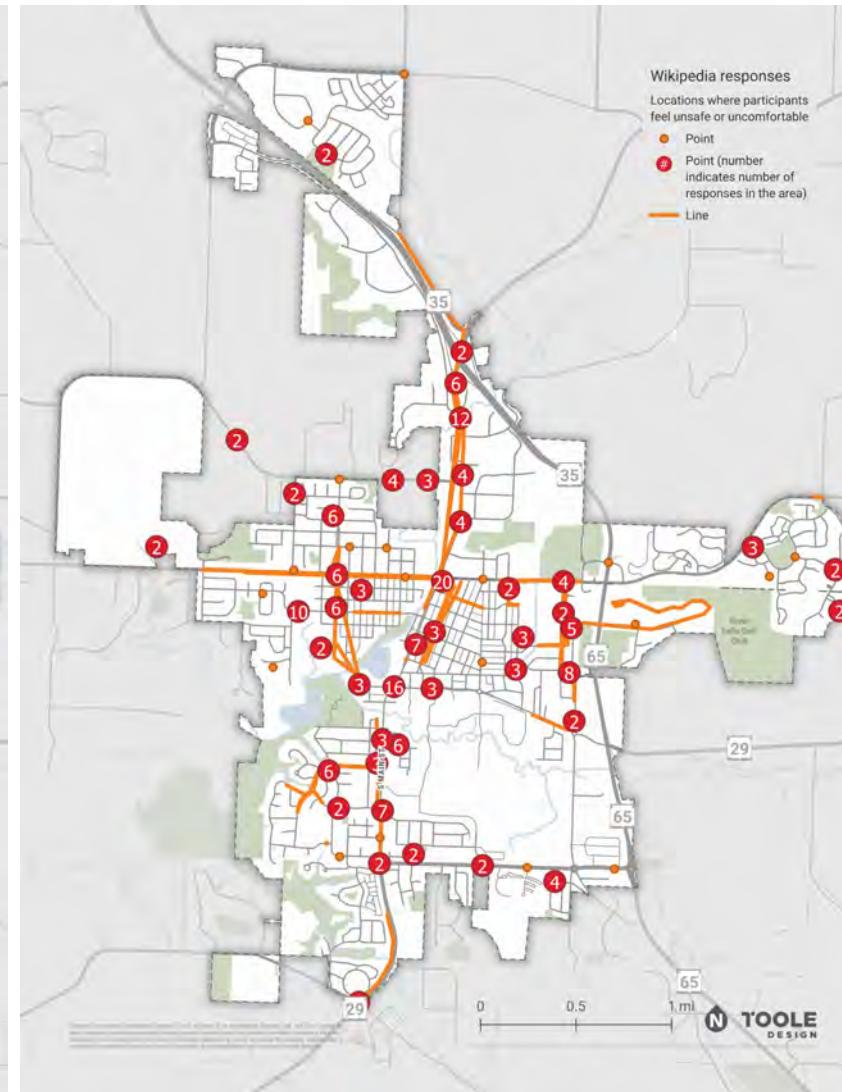


**Infrastructure / Env
Behavior**

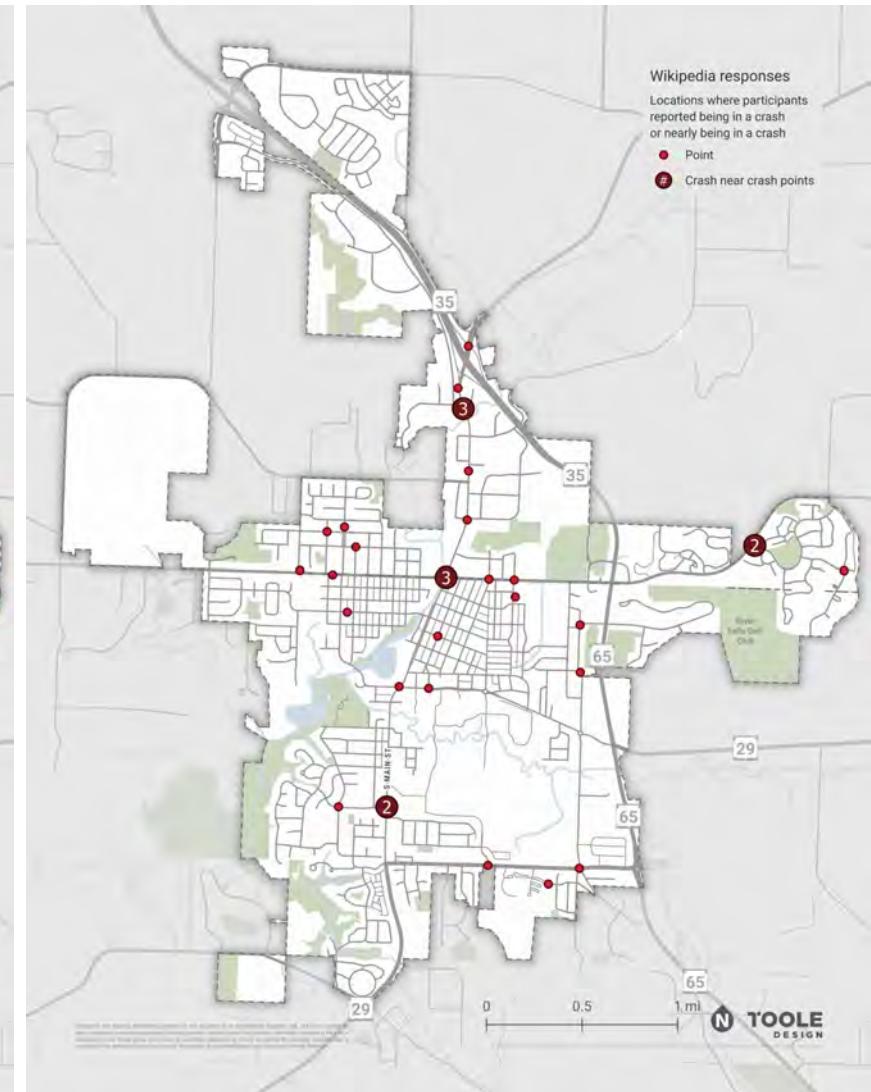
Safe Locations



Unsafe Locations

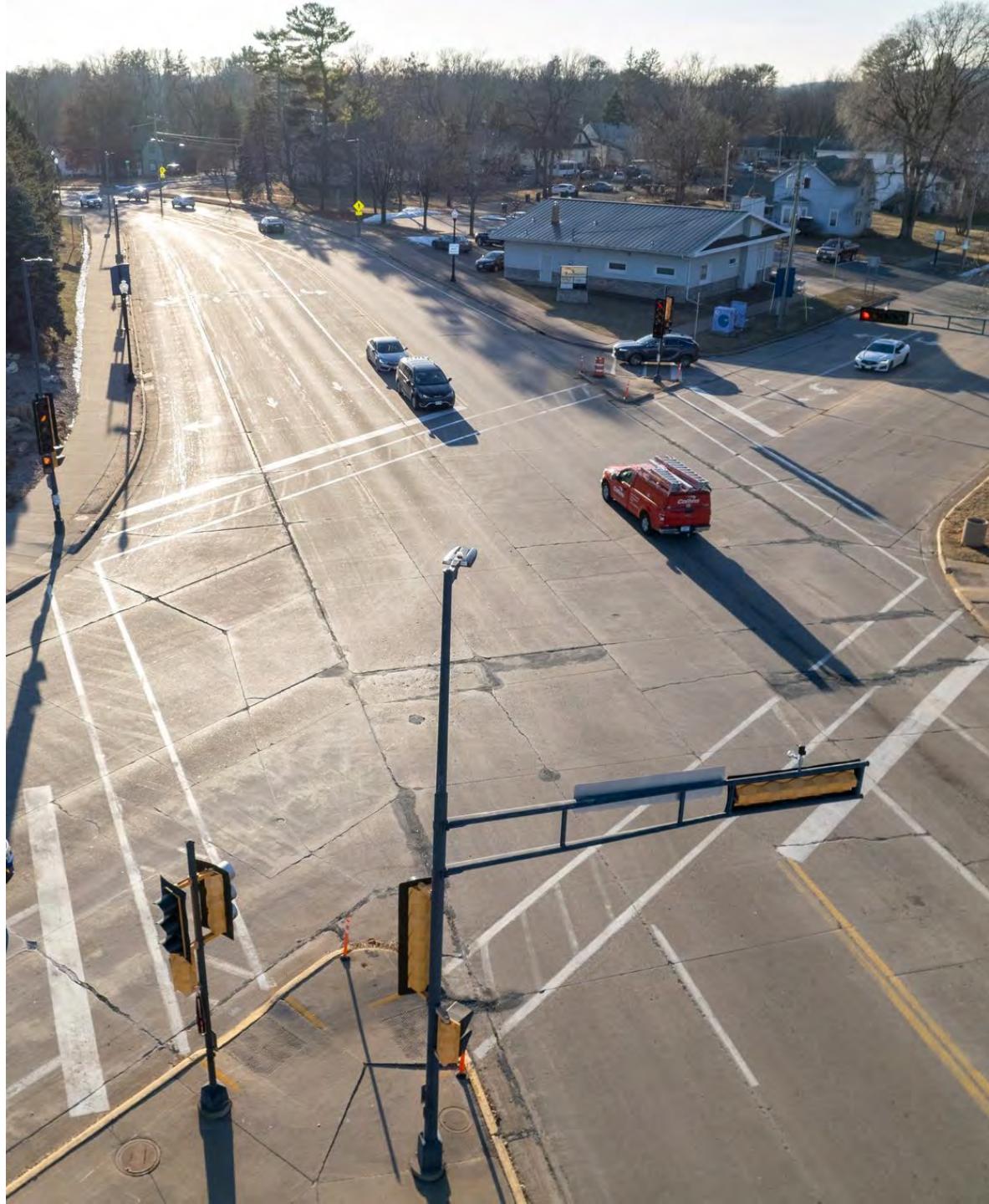


Near Crashes



Discussion

- What surprised you?
- What didn't surprise you?
- What additional questions do you have that you would ask the public or certain stakeholders?



Next Steps



Next Steps

- Wrap-Up Engagement Memo and Safety Analysis Memo
- Share and discuss with your community (family, friends, neighbors, community groups, etc.)
- Next Task Force Meeting – Mid December