

MEMORANDUM

Date: January 15, 2026

To: Todd Nickleski

Organization: City of River Falls

From: Mitch Coffman, Uy Nguyen

Project: River Falls Safety Action Plan

Re: Prioritization Survey Summary Memo

Introduction

The public was asked to provide feedback on draft safety strategies, draft network prioritization criteria weighting, and the top five unsafe locations as identified by the public during the summer 2025 engagement activities. The public was provided the opportunity to provide feedback in-person at the December 11, 2025 public open house and via an online survey open from December 11, 2025 through January 9, 2026. More than 80 River Falls community members provided feedback. Thematic findings are summarized in this Memo. These findings will be used to finalize the prioritization process and develop the full Plan.

Key Findings

The following key findings summarize the public responses:

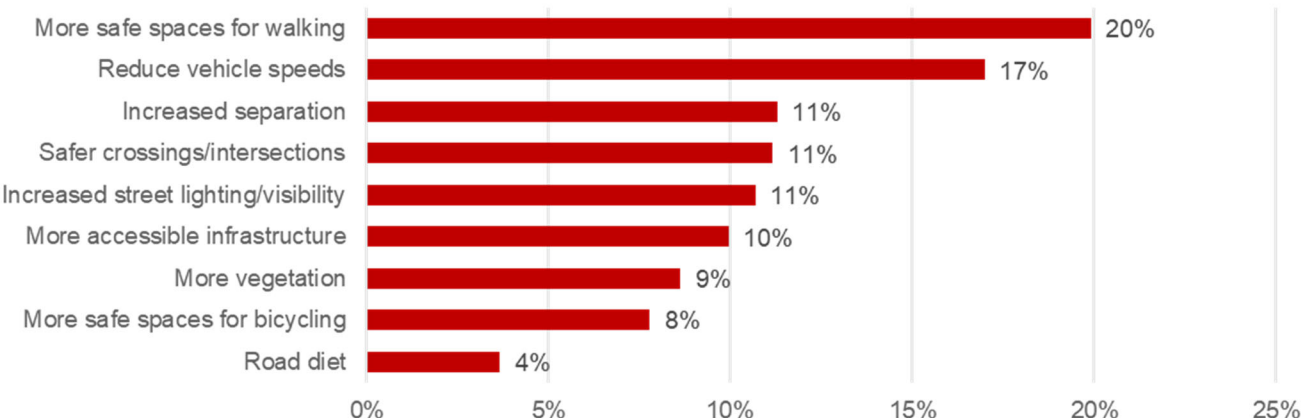
- **Safety Strategies:** Of the nine safety strategy options presented, “more spaces for walking” and “reducing vehicle speeds” received the most support. “Road diets” received the least support of the options provided.
- **Network Prioritization Criteria Weighting:** Many survey participants believed that existing community input and proximity to 6-12 schools should be weighted higher during the network prioritization process, while proximity to the University of Wisconsin – River Falls should be a lower priority criterion.
- **Top Unsafe Locations:** Most survey participants were either neutral or in agreement with the locations and corresponding safety issues highlighted during the first phase of engagement.
- **Outreach Methods:** Survey participants highlighted social media as the preferred method for communicating items and transportation-related news, with email newsletters and mailed postcards as other popular methods.

Survey Results

Safety Strategies

Survey participants were asked to identify and prioritize relevant safety strategies by budgeting a hypothetical \$10 amongst the nine listed safety strategies. Figure 1 shows the percentage of the budget assigned to safety strategies amongst all survey participants.

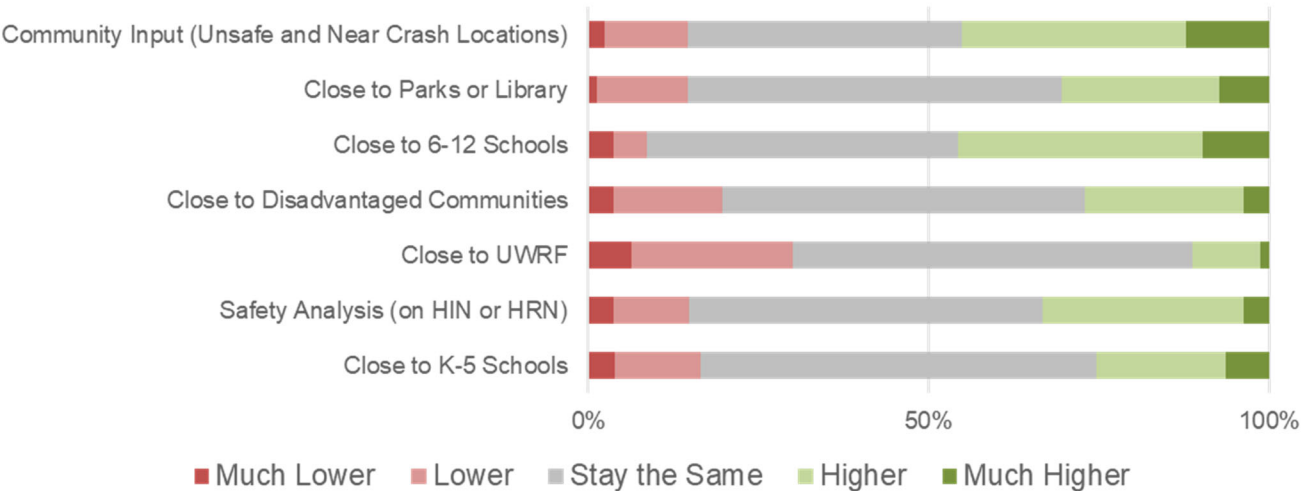
Figure 1: Percentage of Budget Assigned to Safety Strategies



Network Prioritization Criteria Weighting

Survey participants were asked to review the draft network prioritization criteria weighting set by the Safe Streets for All Action Plan Task Force and identify whether those measures should be weighed higher, lower, or stay the same. Figure 2 shows the distribution of responses for each measure. “Close to 6-12 Schools” had the most support to increase weighting, with 30 more respondents showing support for increased weighting than decreased weighting. “Close to UWRF” had the most support for decreased weighting, with 15 more respondents showing support for decreased weighting than increased weighting. It was also the only criteria that had more support for decreased weighting.

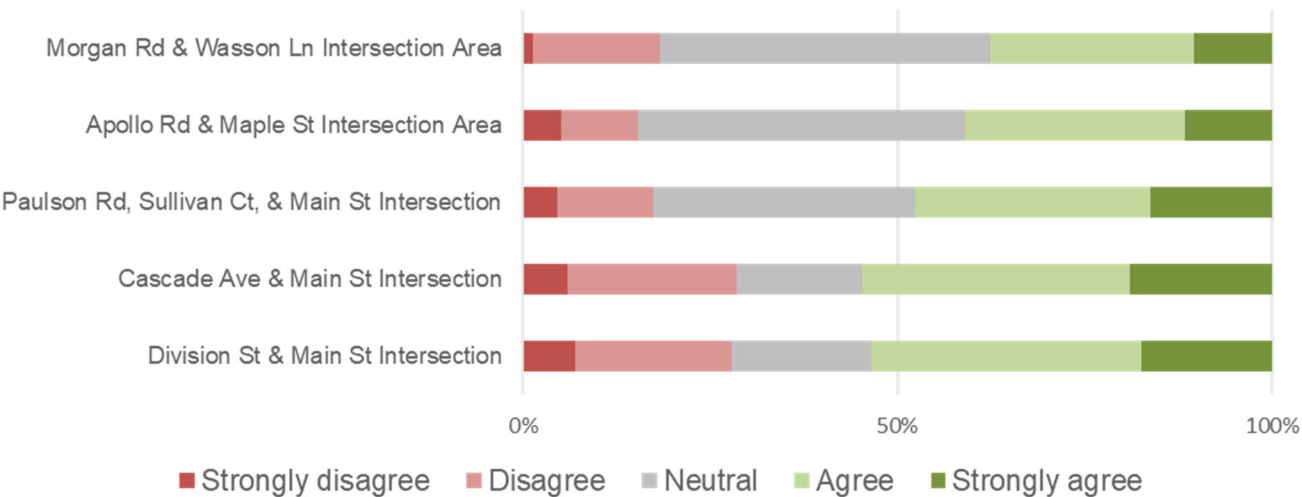
Figure 2: Distribution of Changes to Network Prioritization Weighting Criteria



Top Unsafe Locations

The top five unsafe locations on the street network, as identified by the public during the summer 2025 public engagement, were presented on the survey to gage agreement with the locations and issues identified. Figure 3 shows the distribution of responses for each location. All five locations and issues received more agreement and disagreement, with the most support for the Cascade Ave and Main St intersection.

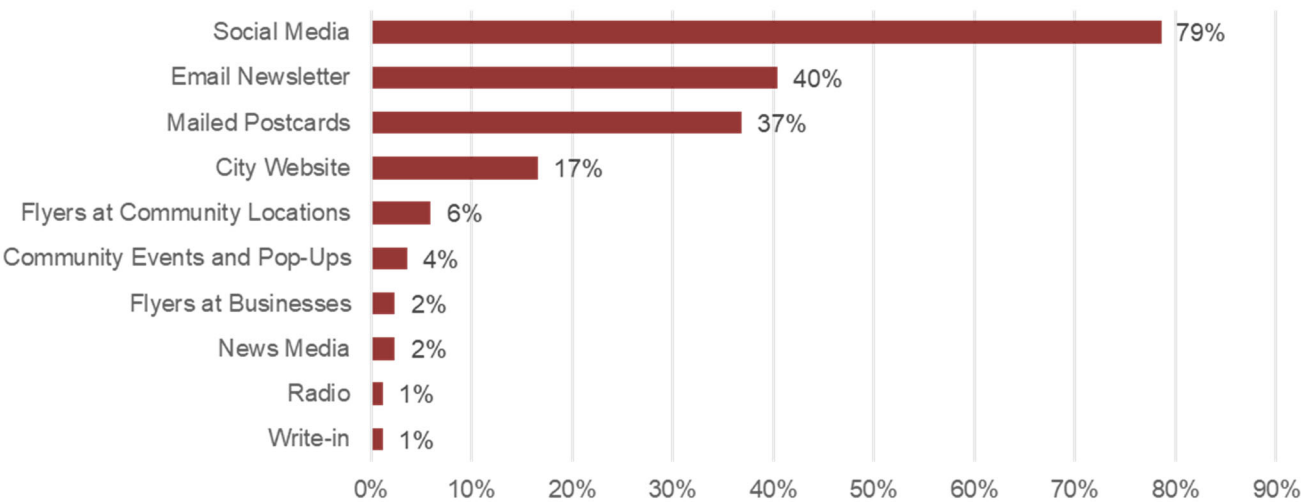
Figure 3: Distribution of Agreement on Cited Safety Issues by Location



Outreach Methods

Survey participants were asked to identify the two best ways to reach them with items and information related to transportation safety. Figure 4 shows the percentage of respondents that selected each method.

Figure 4: Best Methods for Communication



Demographic Information

Survey participants were asked to provide relevant demographic information. The following bullets and figures summarize key demographic findings.

- 97% of respondents were White, 1% were Hispanic or Latino, and 1% were Some Other Race.
- 97% of respondents had access to a vehicle at all times and 3% had access sometimes.
- No one under the age of 18 participated in the survey.

Figure 5: Gender of Respondents

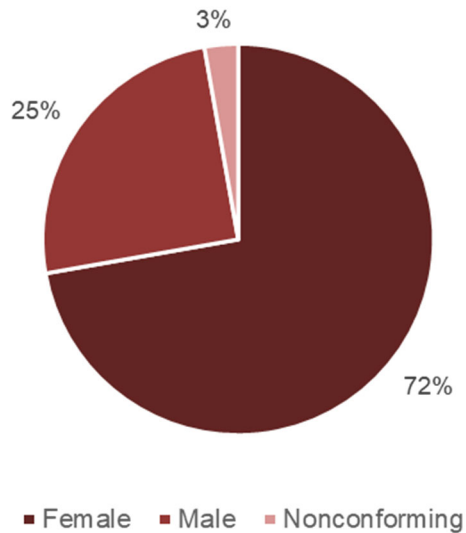


Figure 7: Respondents Living with Children

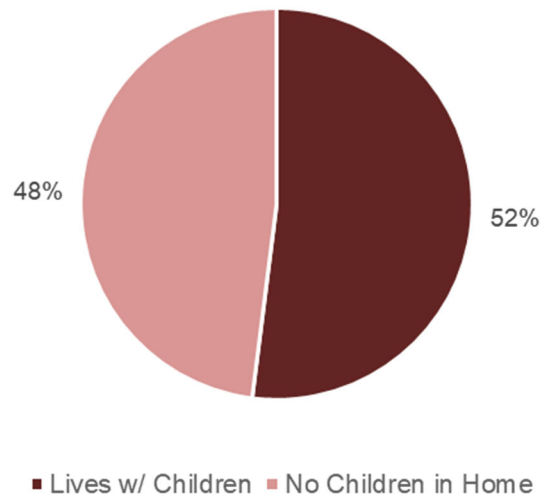


Figure 6: Age of Respondents

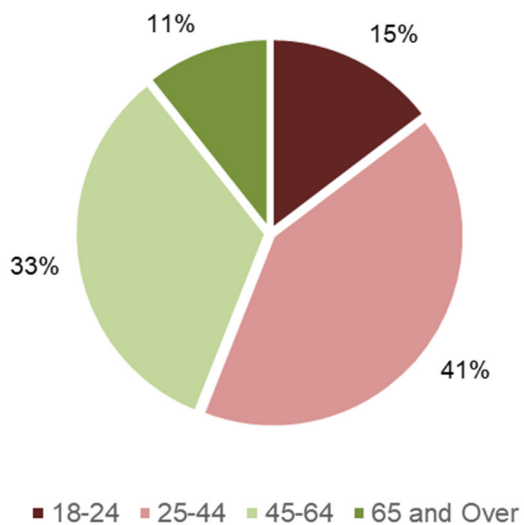


Figure 8: Respondents Living with Seniors (65+)

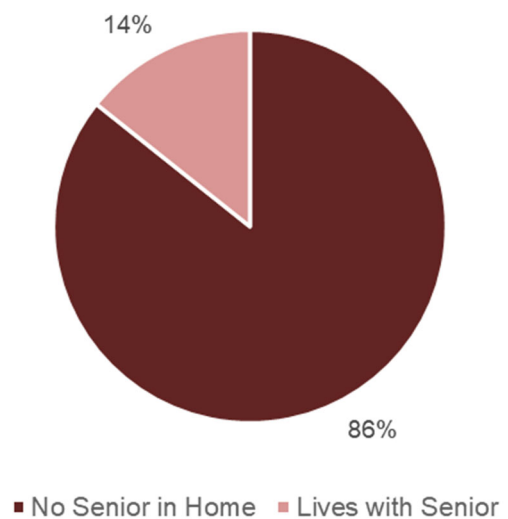


Figure 9: Housing Status of Respondents

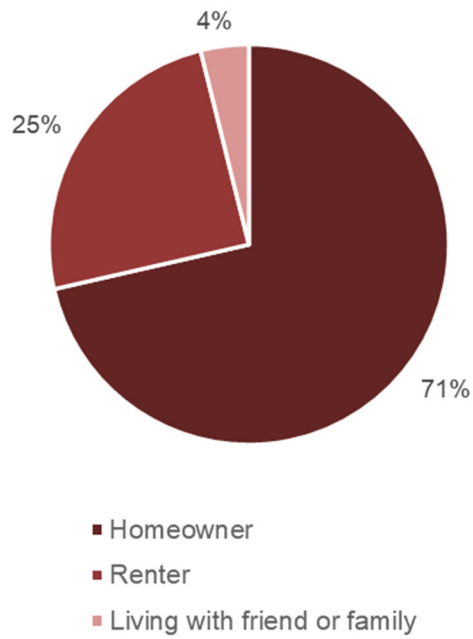


Figure 10: Physical Limitations of Respondents

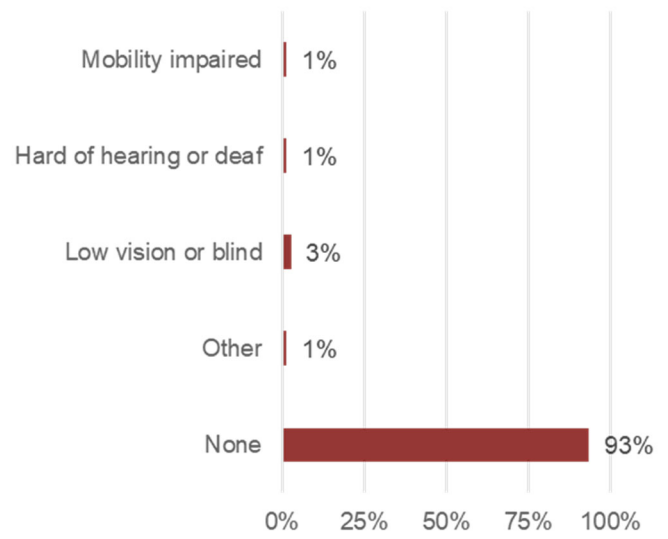


Figure 11: Household Income of Respondents

