

Agenda

- Introductions & Ice Breaker
- Final Safety Analysis – Key Takeaways
- Final 2025 Community Engagement Summary – Key Takeaways
- Prioritization Criteria Discussion and Exercise
- December 11 Open House Coordination
- Next Steps



Safety Action Plan

Dec 1, 2025 – Task Force #2





- 1) Name**
- 2) Organization/role**
- 3) What type of infrastructure change will be the most difficult and why?**



Final Safety Analysis – Key Takeaways

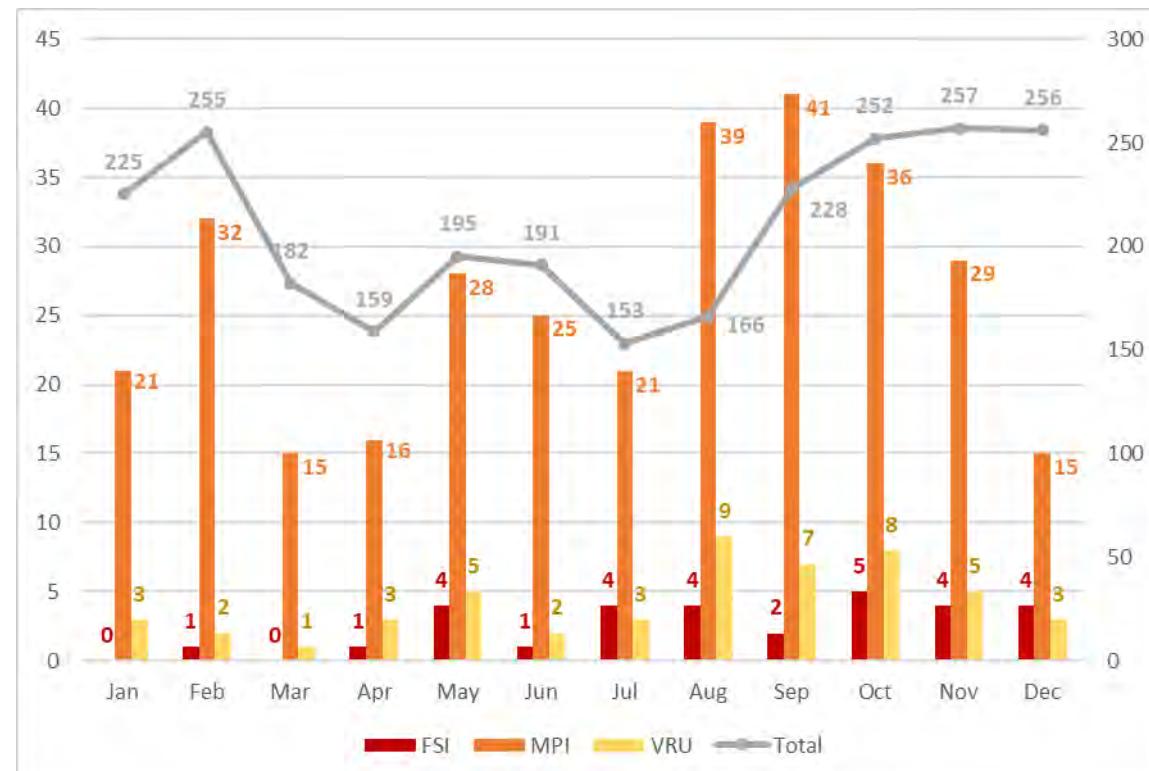


Summary of Crash Analysis

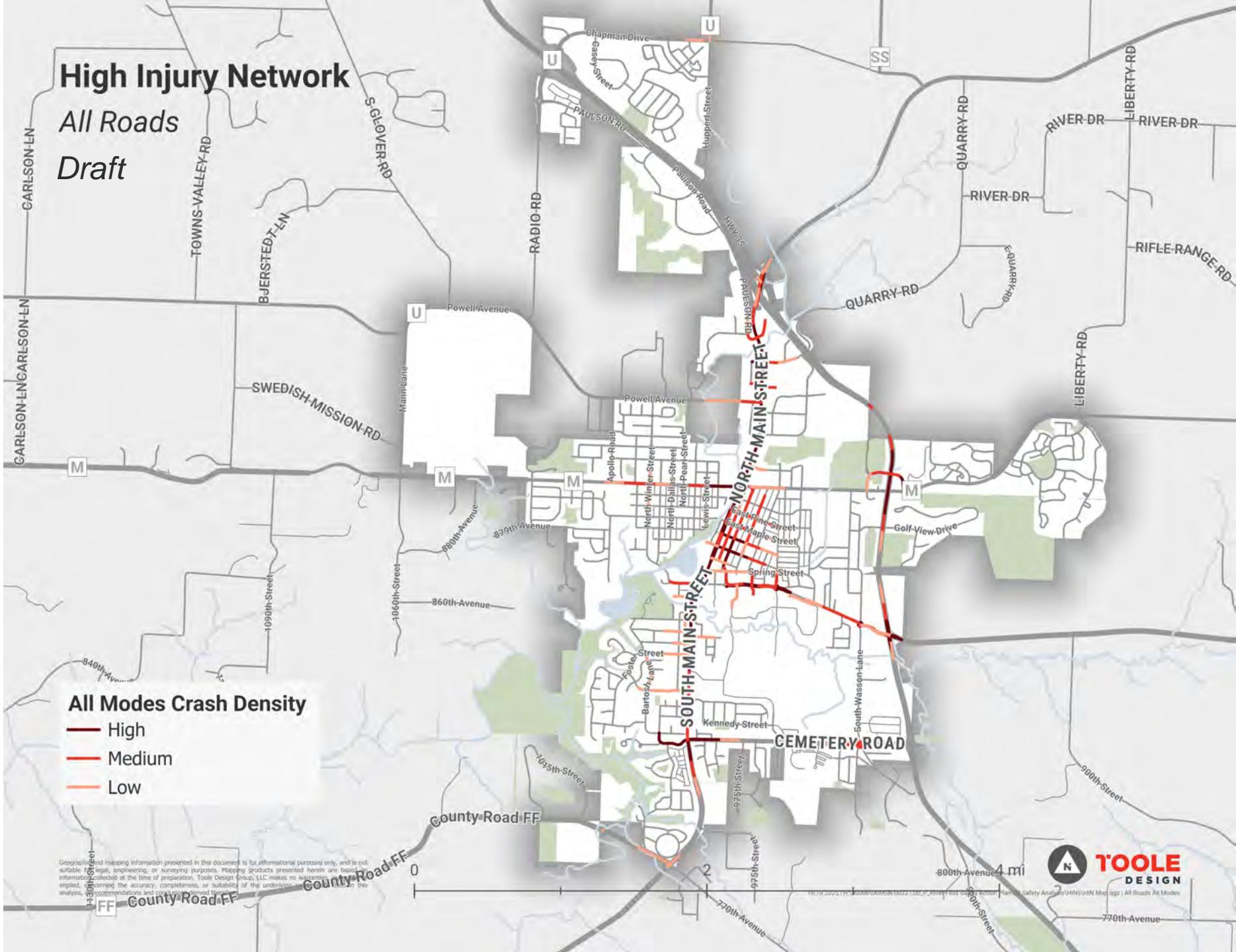
- 1 fatal or serious injury crash every 4 months
- 1 injury crash every 2 weeks
- Crashes involving VRUs were more severe
- Intersection crashes were more severe

- FSI = Fatal and Serious Injury Crashes
- MPI = Minor and Possible Injury Crashes
- VRU = Vulnerable Road User Crashes (involving anyone not in a motor vehicle)
- Total = All reported crashes

Seasonality Graph



All Modes

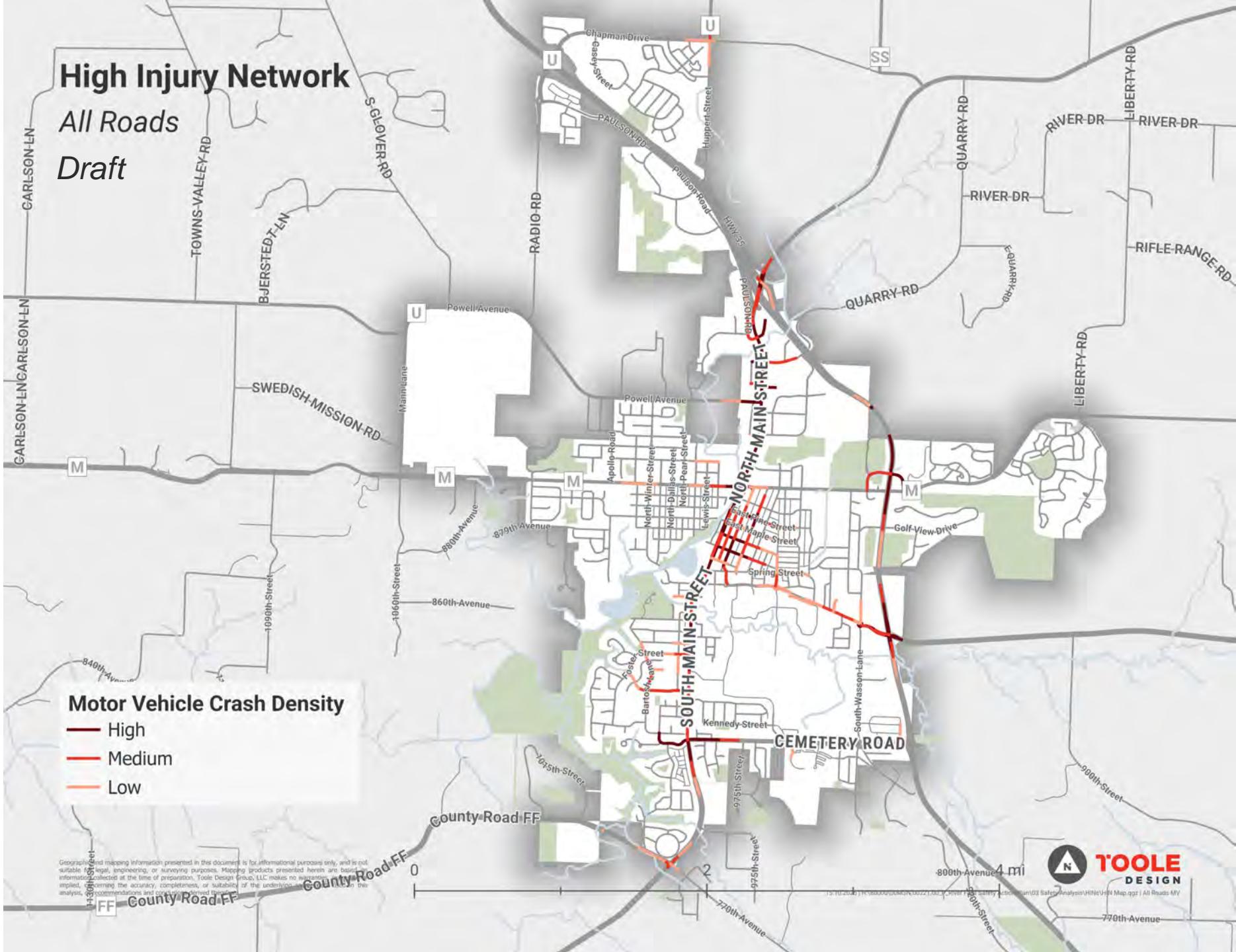


Motor Vehicle-Only

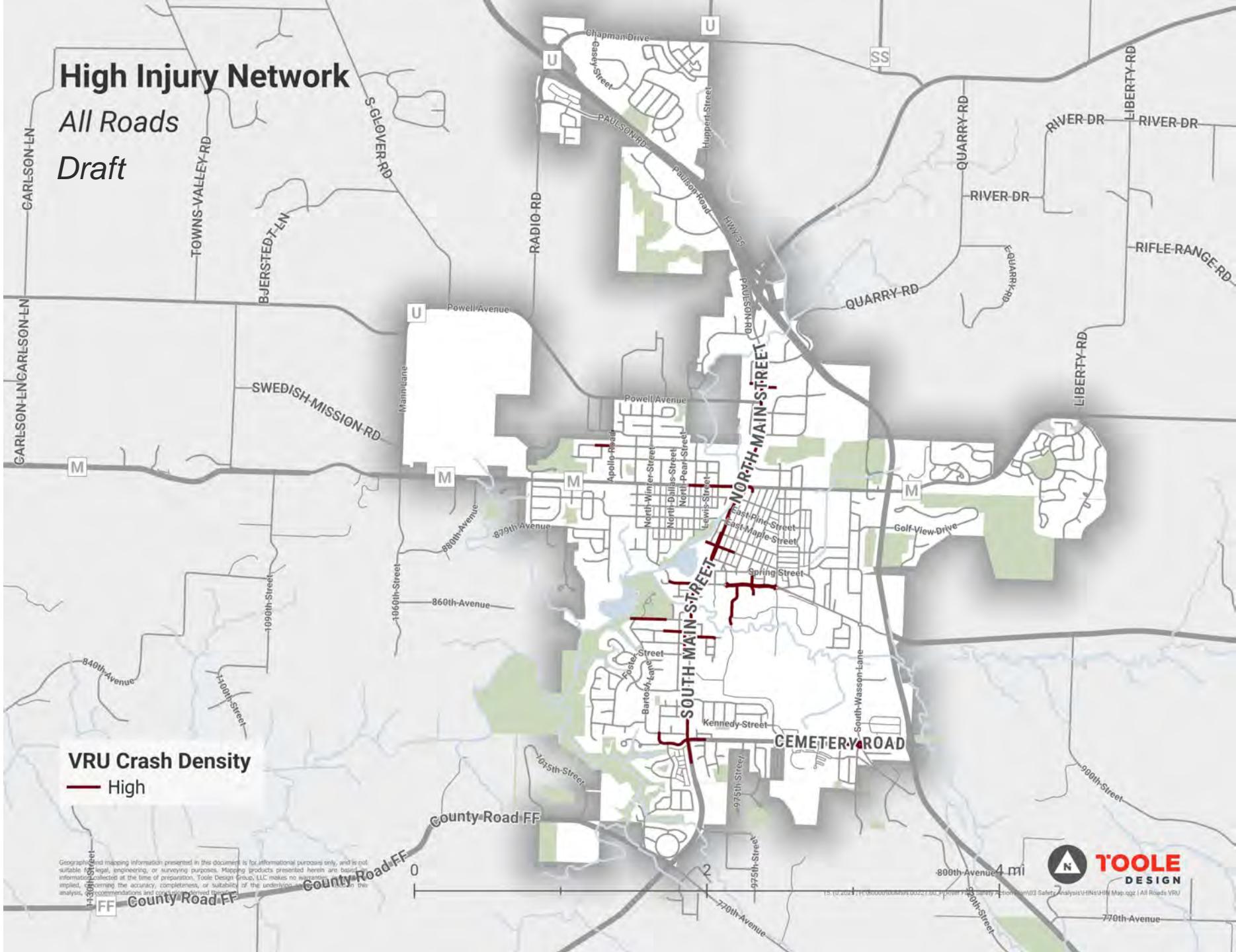
High Injury Network

All Roads

Draft



Vulnerable Road Users

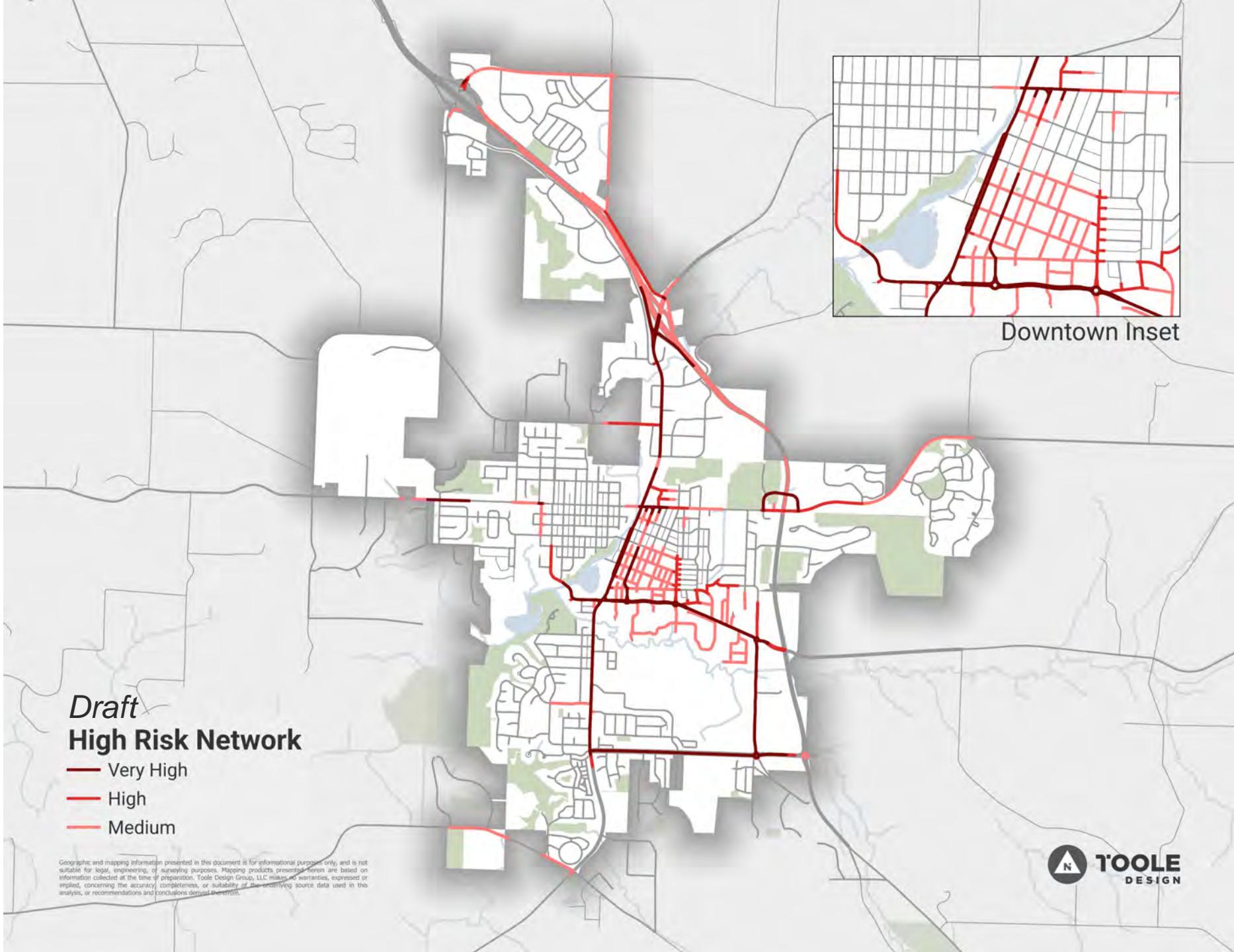


High Risk Network

- Factors correlated with increased risk of fatal, serious injury, and minor injury crashes
- More severe crashes are weighted more

| Factor | Weighted Crash Score per Mile |
|----------------------------------------------|-------------------------------|
| Near Library | 30.53 |
| Classification - Principal Arterials | 12.42 |
| Speed Limit – 30-35 MPH | 10.08 |
| Near areas with High Poverty | 5.67 |
| Near University of Wisconsin – River Falls | 5.26 |
| Classification - Minor Arterials | 4.85 |
| Near areas with High Zero Vehicle Households | 4.84 |
| Near Schools | 4.75 |
| Speed Limit – 40+ MPH | 4.32 |
| Near areas with High Senior Population | 4.12 |
| Near areas with High Youth Population | 4.07 |
| City Average | 3.54 |
| Near Parks | 3.09 |
| Classification - Collectors | 2.99 |
| Speed Limit – 25 MPH or Lower | 2.73 |
| Classification - Local Roads | 1.24 |

All Modes



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

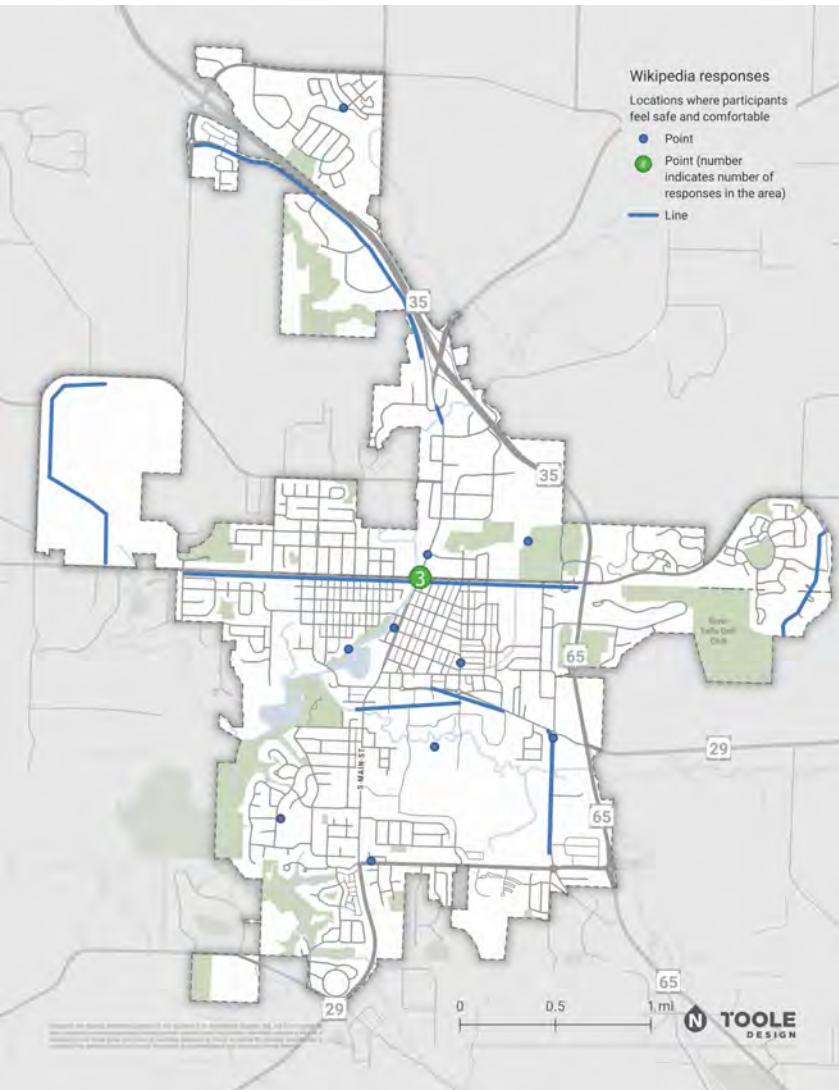


Key Takeaways

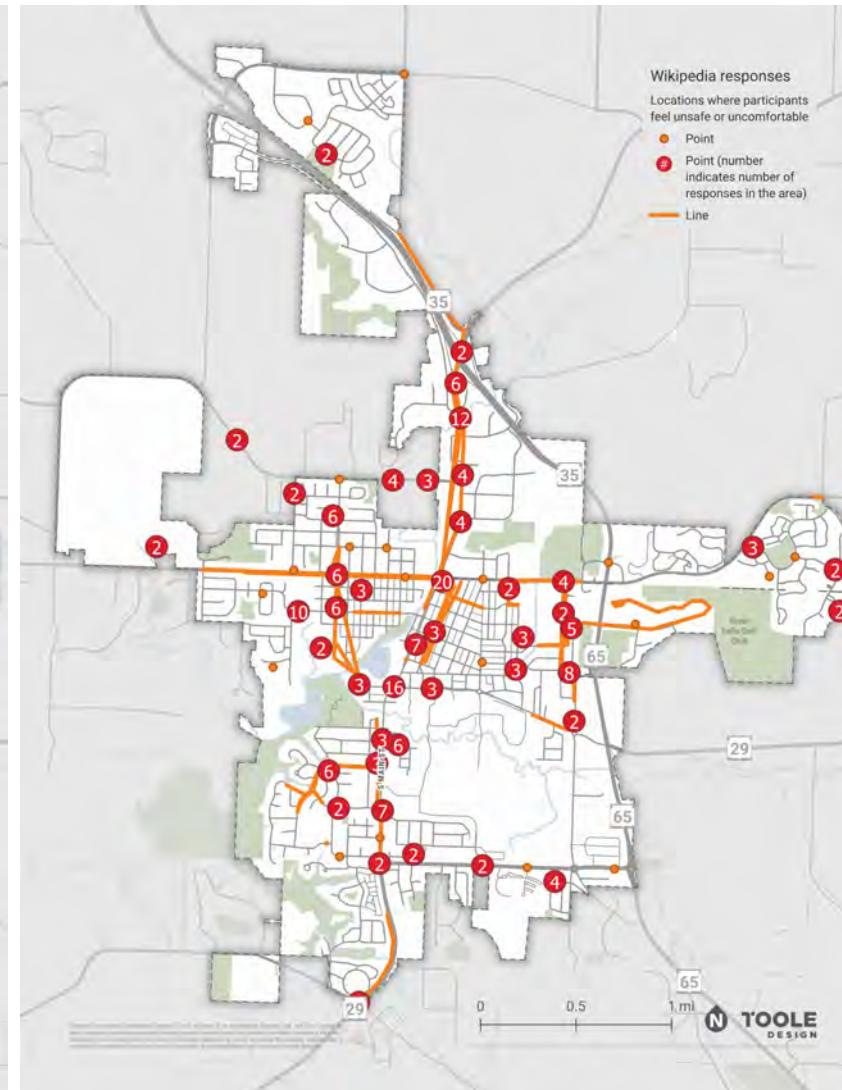
- People see the need to increase roadway safety, especially for vulnerable road users
- People are willing to prioritize safety
- People see safer infrastructure as the priority



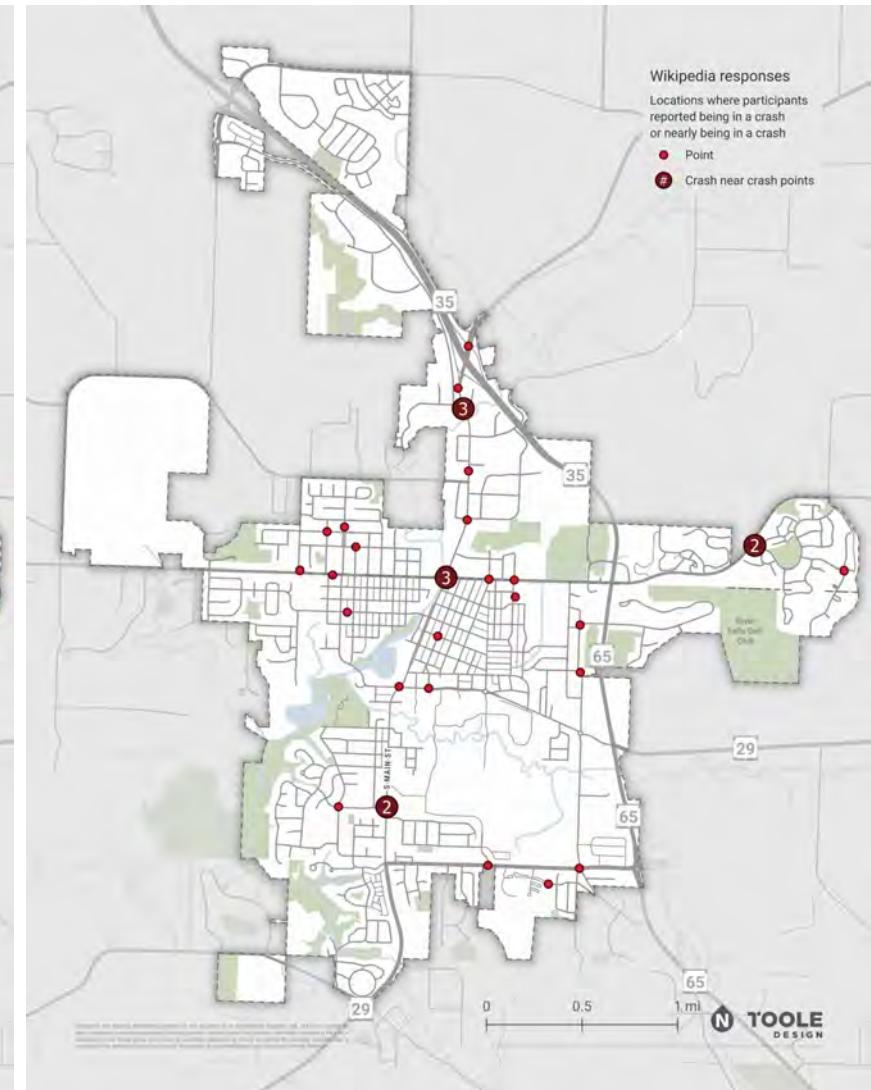
Safe Locations



Unsafe Locations



Near Crashes



Prioritization Criteria Discussion and Exercise

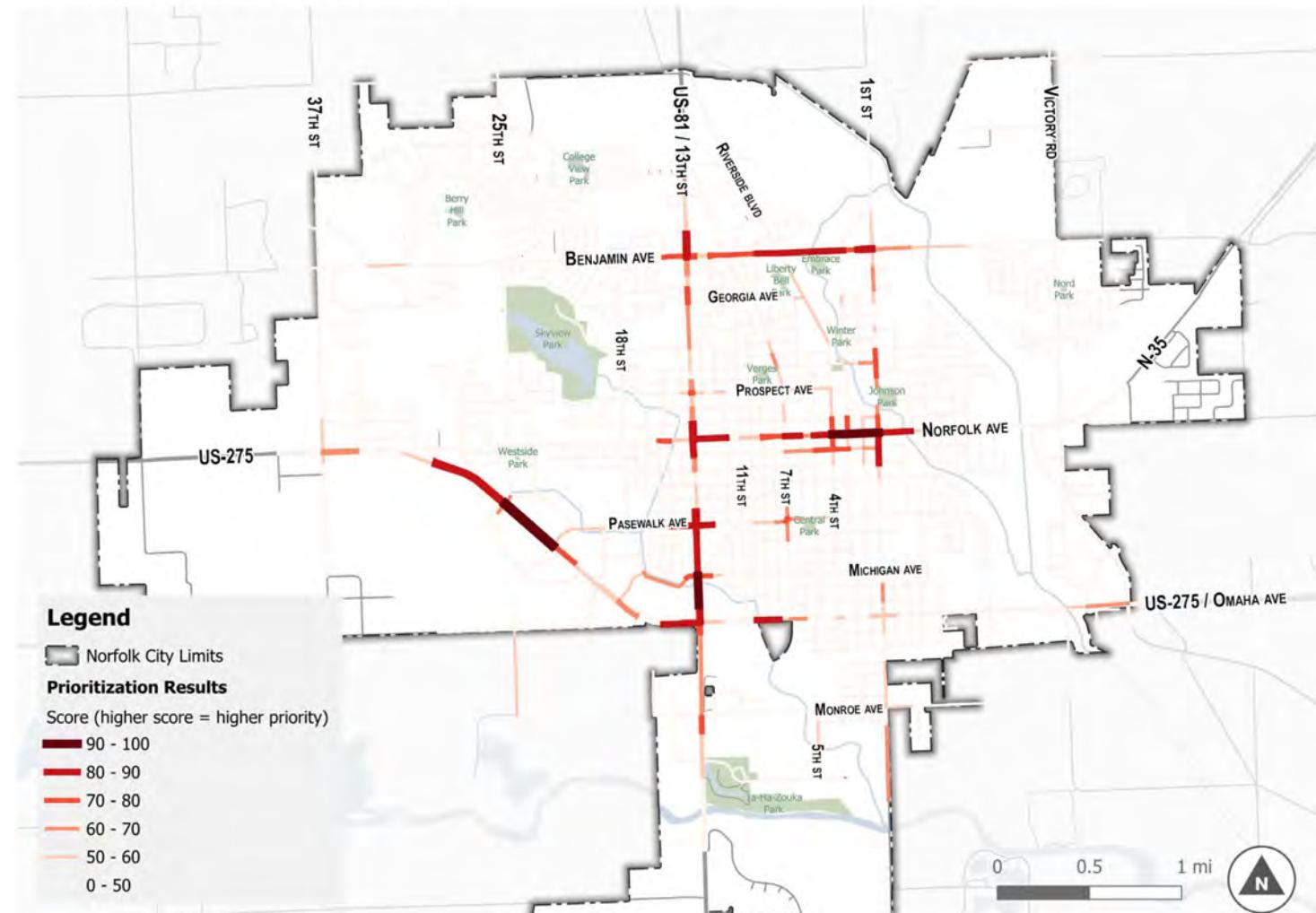


Prioritization

- Indicates where to invest
- Start with the data-driven process
 - Layered outputs from analysis, engagement, etc.
 - Select the criteria
 - Determine the weighting
 - Run process to see results
- Revise from there as needed
- **Reflection of community values**

Example from another Safety Action Plan

MAP 8 Priority Locations for Interventions



Prioritization Criteria

- Safety analysis (combined HIN & HRN)
- Community input (unsafe and near crash locations)
- Proximate to disadvantaged communities
- Proximate to parks or libraries
- Proximate to K-5 schools
- Proximate to 6-12 schools
- Proximate to UWRF

Prioritization Criteria Example

- Proximate to K-5 schools
 - Determine that this criteria gets 50 out of 100 points
 - 50 points for those street segments within 1/8 of a mile of a K-5 school
 - 35 points for those street segments within 1/4 of a mile of a K-5 school
 - 20 points for those street segments within 1/2 of a mile of a K-5 school
 - 0 points for those street segments outside 1/2 of a mile of a K-5 school

Prioritization Criteria Exercise

- 100 points possible
- Distribute your 100 points to the criteria
- The more points you give a specific criteria, the more important it is
- This should reflect the values of the River Falls community

Prioritization Criteria Results

- This will be the draft criteria and weighting to be presented to the public for feedback
- Online survey and open house
- What should get a higher or lower weighting and why?

December 11 Open House Coordination



Safety Action Plan Open House

- December 11
- 5-6:30pm
- City Hall Council Chambers
- Come and go as you please
- Informational boards and several exercises
- Short presentation at 5:15pm
- Companion online survey
- Task Force Members
 - Help us get the word out through social media shares and word of mouth
 - Please show up and help us out

Next Steps



Next Steps

- Task Force
 - Open House and Survey
 - Next Task Force Meeting – early March 2026
- Wrapping Up
 - Understanding of values, issues, concerns, and opportunities
- Moving into recommended actions
 - Infrastructure interventions
 - Policies, programs, and processes