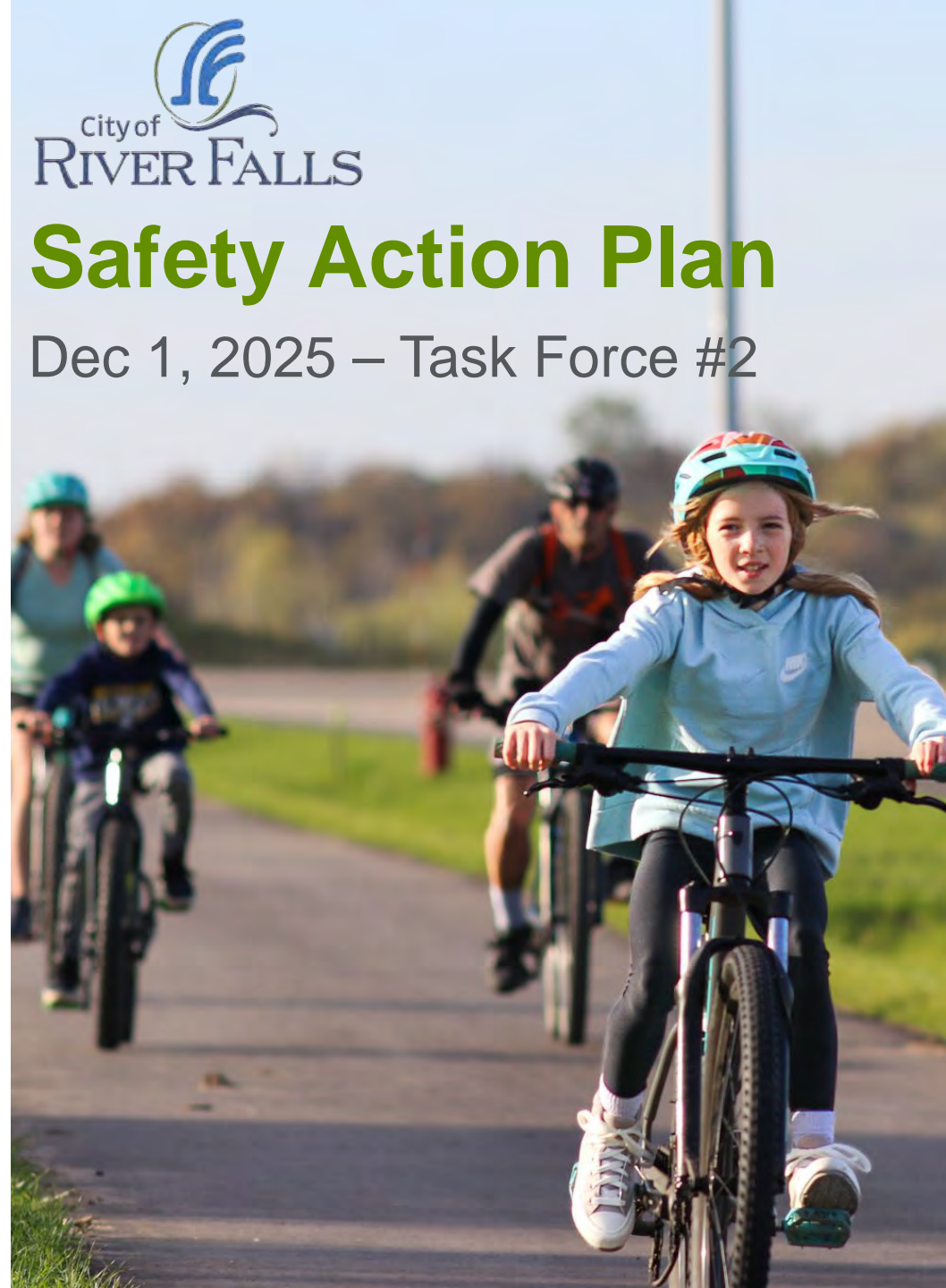


Agenda

- 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

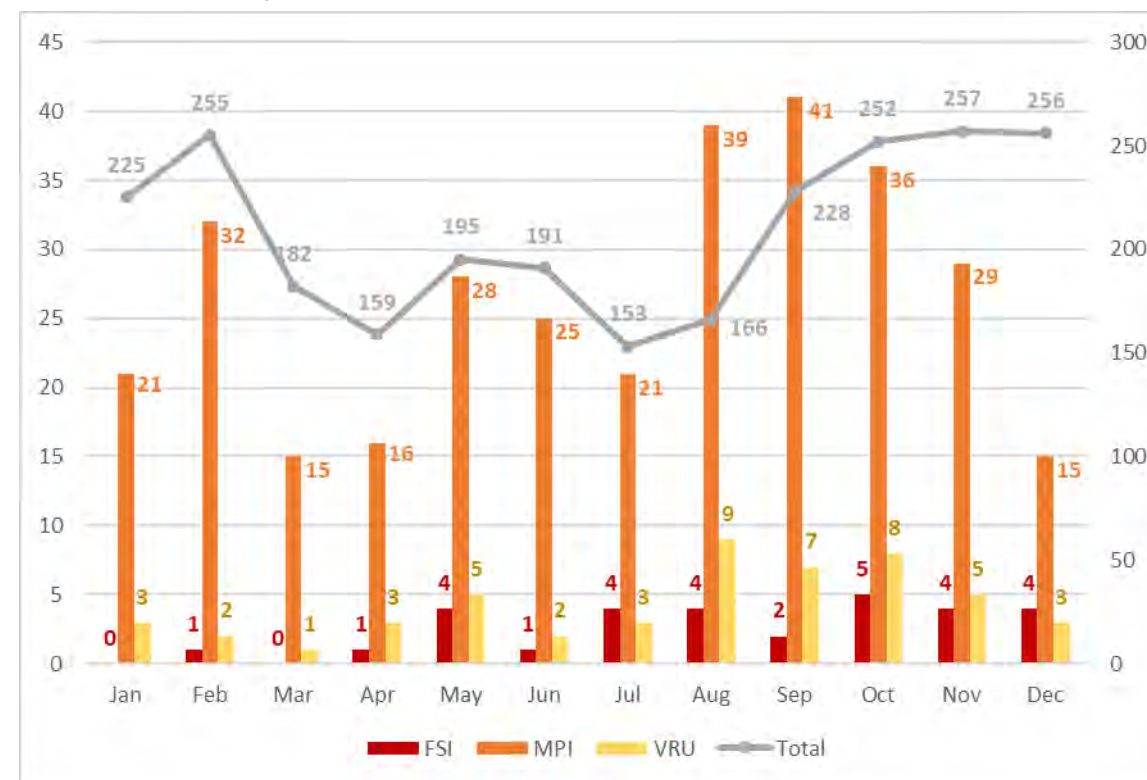


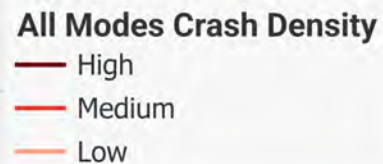
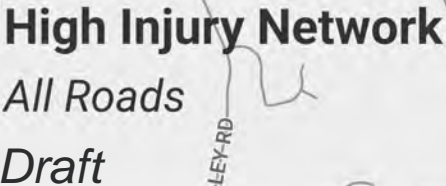
Summary of Crash Analysis

- 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

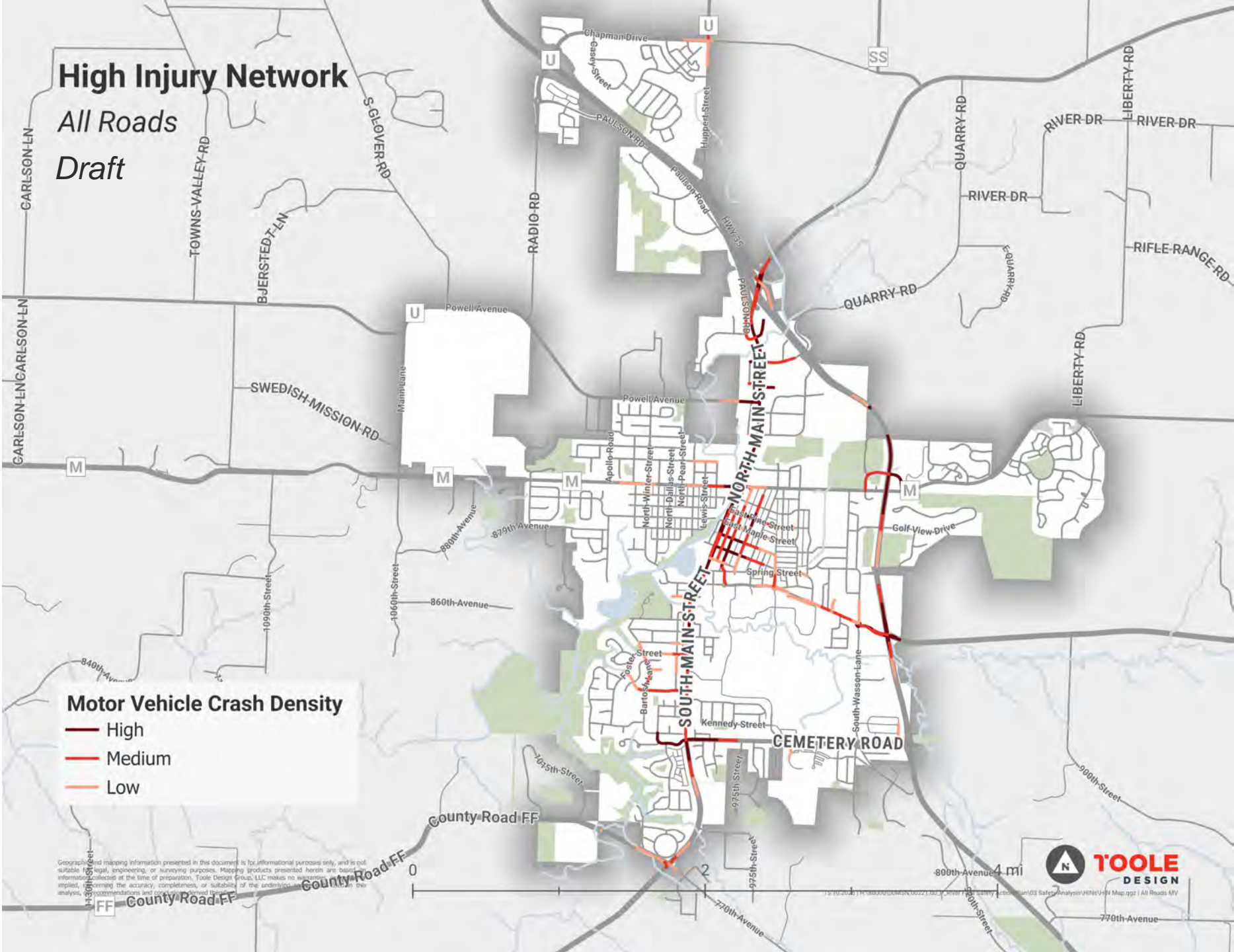


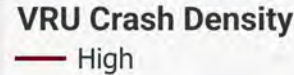


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Motor
Vehicle-Only

High Injury Network
All Roads
Draft



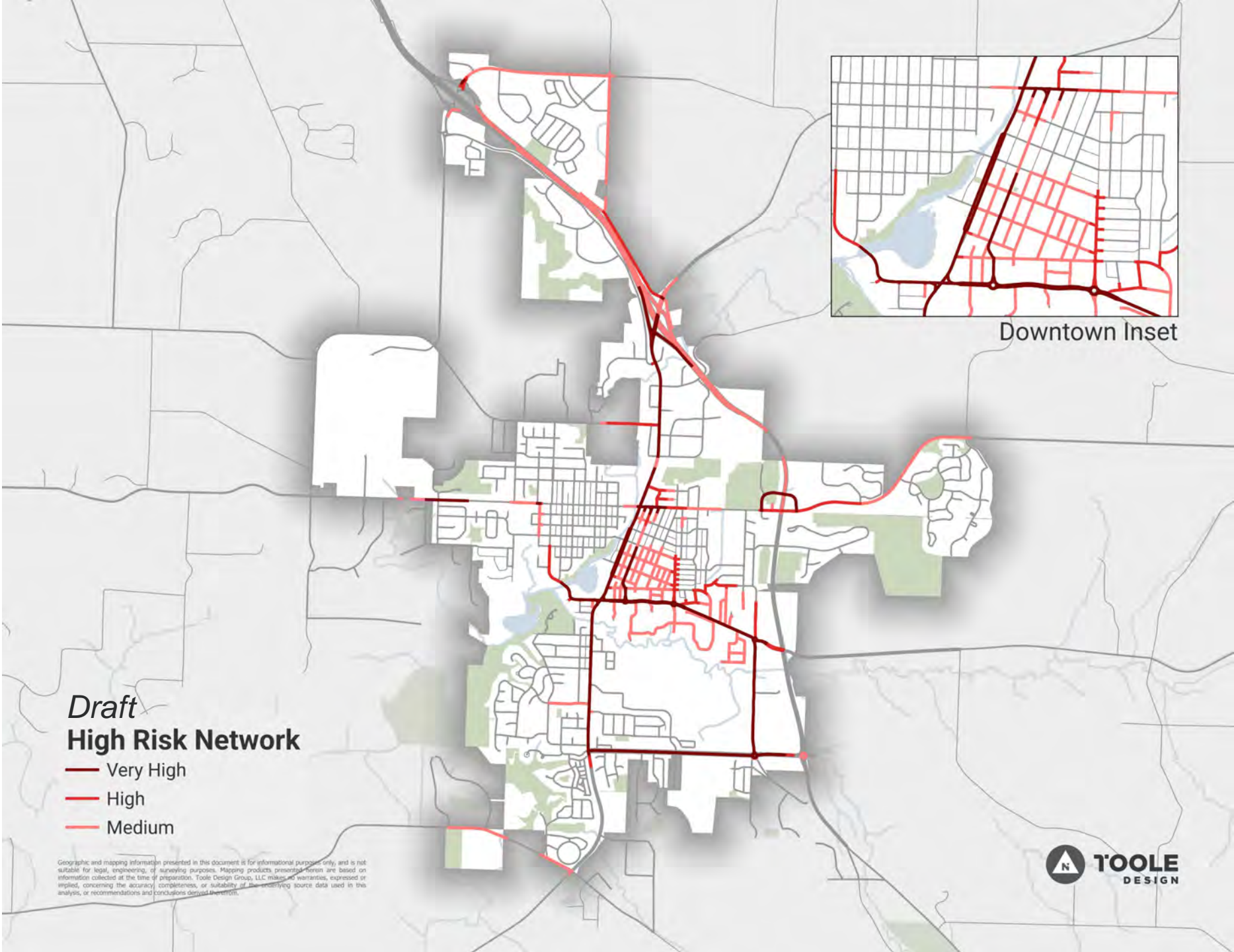


High Risk Network

- 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

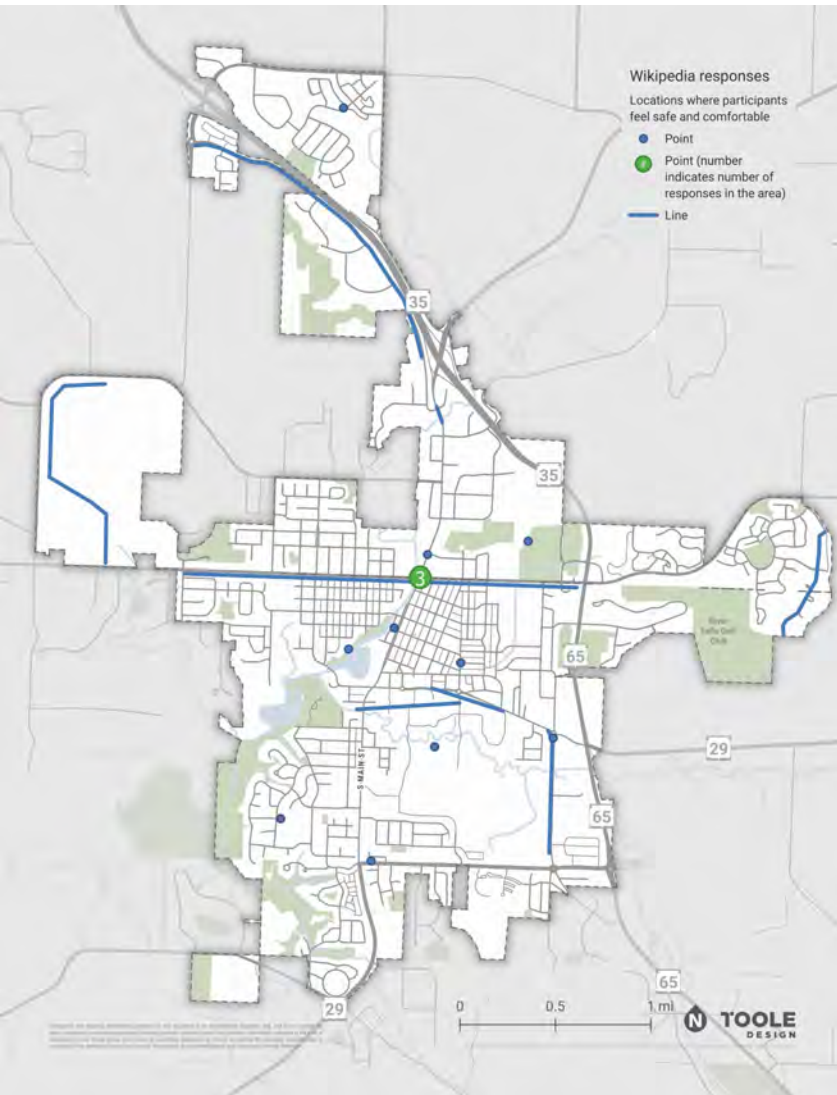


Key Takeaways

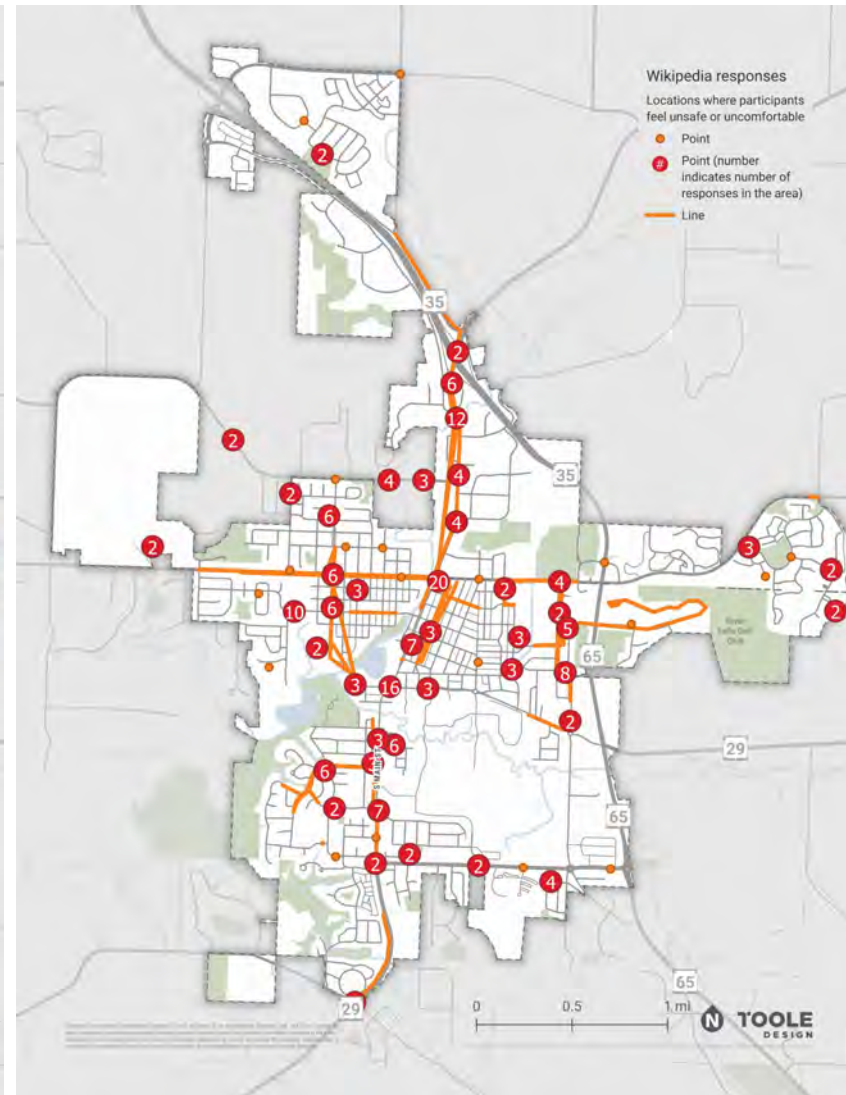
- People see the need to increase roadway safety, especially for vulnerable road users
- People are willing to prioritize safety
- People see safer infrastructure as the priority



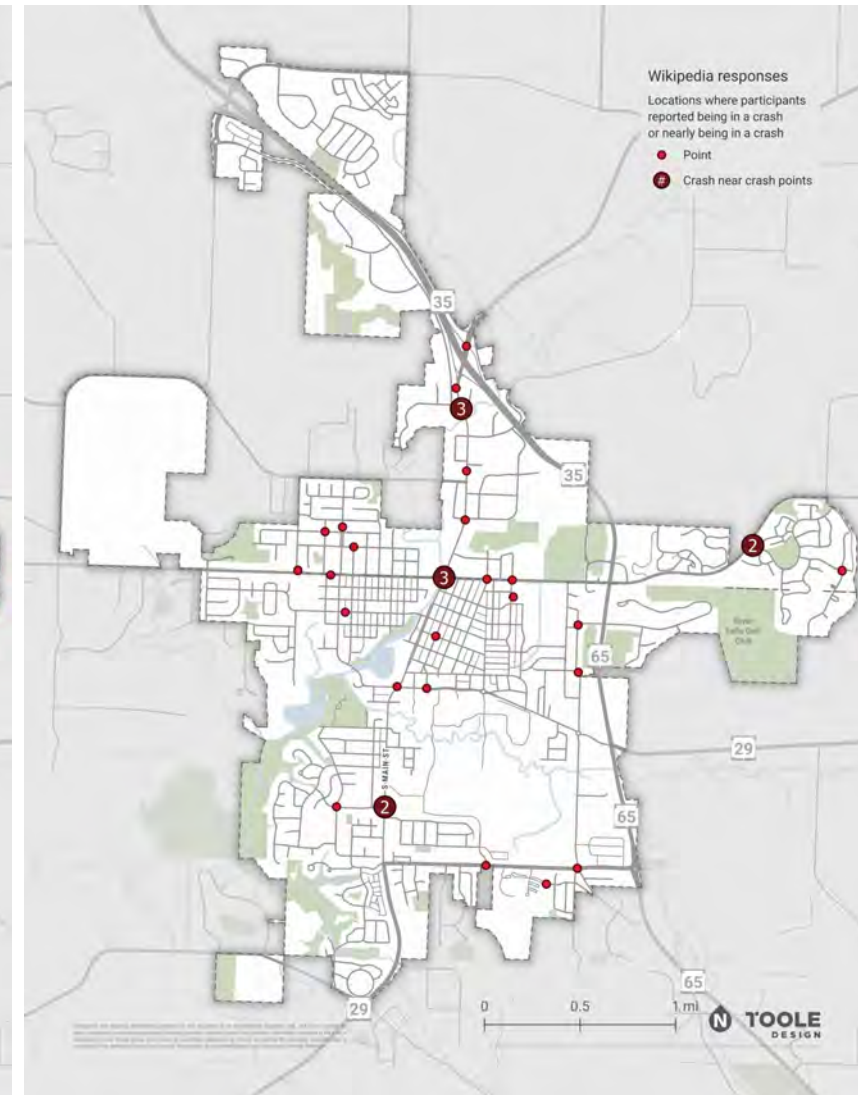
Safe Locations



Unsafe Locations



Near Crashes



Prioritization Criteria Discussion and Exercise

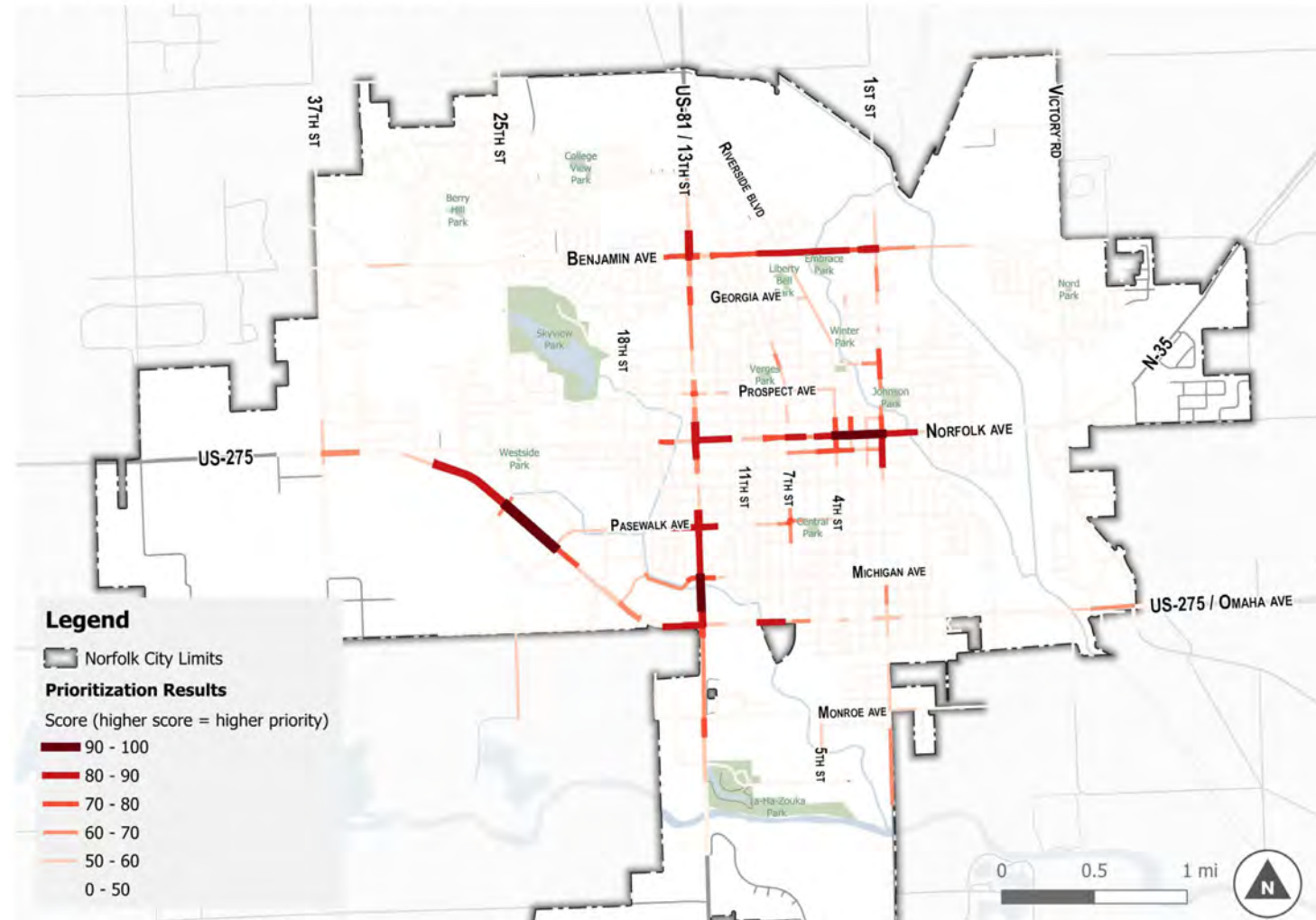


Prioritization

- 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 $\frac{1}{8}$ of a mile of a K-5 school
 - 35 points for those street segments within $\frac{1}{4}$ of a mile of a K-5 school
 - 20 points for those street segments within $\frac{1}{2}$ of a mile of a K-5 school
 - 0 points for those street segments outside $\frac{1}{2}$ 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