

Bicycle and Pedestrian Master Plan

Compiled for the City of Amery, Wisconsin



Prepared by:

Stephen Clark and Amery Bike and Pedestrian Task Force

Adopted by Amery City Council, July 25th, 2018

Executive Summary

This *Amery Bicycle and Pedestrian Plan* has been completed by Stephen Clark, a bicycle and transportation consultant who has worked with hundreds of communities in the United States. Steve was hired by the 2017-18 Amery Bicycle/Pedestrian Task Force, whose stakeholders include the Amery Economic Development Corporation, Amery Hospital's Health and Wellness Committee, Amery City Hall, Amery Community Club, Farm Table Foundation and Friends of Stower Seven Lakes Trail. No public monies were spent in the production of this report.

Amery, Wisconsin (population @3,000), sits on a wealth of water (North and South Twin and Pike Lakes, and the Apple River) in southern Polk County (population @43,000). Typical of communities in western Wisconsin, its economic base is a mix of light industrial and manufacturing plants, a hospital, a school district and a plethora of professional service businesses, including accounting, banking, chiropractic, legal and investment firms. It is surrounded by farmland, woodlots and abundant lakes, and the area's population swells seasonally due to tourism, hunting and fishing and visits from second-home owners.

State Highway 46 (Keller Avenue within Amery), a designated long-truck route, runs north and south, bifurcating the community with traffic flows that average @8,000 vehicles a day. The city has two Wisconsin State Trails, Cattail and Stower Seven Lakes, one motorized and one for silent recreational users, and both currently emanate out of downtown.

The downtown's historic district is composed of two city blocks, with buildings dating from the late settlement-period. Property values downtown are comparatively low, their physical plants outdated, with a high percentage of them currently for sale. The downtown is pinched by water, but the community has been able to transition land, including Apple River waterfront, into parks with community structures, such as the music stage in Michael Park, a disc golf course in North Park and railroad pavilion in Soo Line Park.

At 60 miles from Minneapolis and St. Paul, midway between a popular outdoor venue in St. Croix Falls (Interstate State Park on the Federally designated St. Croix River), a casino in Turtle Lake (St. Croix Tribal Casino), and the rapidly growing ex-urban community of New Richmond (population @10,000), Amery is more after-thought than destination. While the school district is large enough (1,000 students) and well-supported, and the hospital has a new facility and is well-regarded, there is, nonetheless, other than lots of water, a dearth of attractions that make Amery stand apart or which drive tourist visits.

This report identifies four specific opportunities within Amery that can help change that:

1. Take advantage of the 2020 Keller Avenue Safety mill-and-overlay to create a cornerstone bicycle corridor, with striped bike lanes, safe crosswalks and which brands Amery as a community that values recreation, safety and family fun.
2. Utilize portions of each State Trail in Amery to create a one-of-a-kind 10K community bike and pedestrian loop that links Amery parks, the school campus, Amery golf course, Keller Avenue and the historic downtown via a paved trail system.
3. Reimagine Amery's current trailhead with architectural and infrastructure elements that promote and grow recreational tourism, brand Amery as a hub for outdoor activity, and highlight Amery's community festivals.
4. ~~Relocate the current County recycling facility and Cattail Trailhead to reduce congestion and unsightliness in Amery's historic district and beautify the Apple River downtown, connecting~~

~~it to existing parks and infrastructure.~~ (Per City Council vote July 25, 2018, the lined out sections above are not adopted by Amery Municipal Government.)

A note about paving bicycle trails. Asphalt surfaces are the gold standard of recreational trails for a host of reasons: safety, keeping bikes clean, reduced insect pressure, smoothness of ride, reduced tire flats, reduced herbicide treatments, and over the long term, reduced maintenance expense. Even duration of snow-pack in winter is longer on asphalt surfaces due to ice adhesion. Because paved surfaces result in much higher trail usage rates — expanding the age range and mode of trail users (in-line skaters, wheel chairs, strollers, etc.) — it is essential for the success of the Stower, Cattail (City portion) and Warrior 10K Trails that, over time, each trail gets paved.

In addition, this report proposes an on-going program by which the City can capture opportunities to extend bicycle and pedestrian access going forward, continue regular Task Force Meetings for new initiatives, address statutory language that improves bicycle access and create school and community events utilizing bicycle/pedestrian infrastructure for wellness and building community cohesion.

The initiatives described in this report will require community investment. However, it is crucial to understand that such investments, when part of a well-articulated vision, constitute leverage and can generate additional monies from government agencies and foundations. In other words, a small commitment to a plan today can grow into a foundational project tomorrow simply by being part of a well-elaborated vision of where Amery wants to go. That's what this Bicycle/Pedestrian Plan is all about. When it comes to funding: uniqueness, community cohesion and a strong vision equate to winning substantial financial support from sources beyond Amery.

And nothing makes the case for Amery as a bicycle/pedestrian/outdoor recreation hub more than the Keller Avenue Redesign slated for 2020. At virtually no cost to Amery, the State of Wisconsin is committed to narrower vehicle travel lanes and full bicycle lanes through town, creating a signature statement for this community. The net effect of the new design will be to slow traffic and make Keller Avenue safer for everyone.

As well, by outlining Amery's historic district with best-practice crosswalks, tinted bike lanes and curb bump-outs, Amery communicates to every vehicle, visitor and potential home buyer that it values smart and inclusive design as a first principle. There is not a better marker to put out to the world than smart, forward-thinking municipal infrastructure.

Paired with a dynamic and attractive trailhead structural element that pulls in more visits to the Seven Lakes Trail, and a series of in-town bicycle and pedestrian loops that become talking points for residents and visitors alike, Amery will represent itself as a community that gets it right, from linking its school campus to a State Bike Trail, from being on the water to being in an historic downtown — safe, convenient, purposeful, fun — ready for families that value all of this in a small-town setting.

A “WOW” Plan for Walking and Bicycling in Amery

Creating **WOW** for the City of Amery

This *Bicycle and Pedestrian Master Plan* for the City of Amery, Wisconsin employs the *WOW* approach, as described by the League of American Bicyclists:

Creating conditions that compel residents and visitors to fully recognize and appreciate walking and bicycling as attractive options for everyday recreation and transportation... a place where walkways and bikeways are impossible not to notice – the kind of place that as one drives (or bikes) into town one can’t help but say ‘wow!’ and instead of continuing to drive through, they are struck with the urge to get out of their car and walk about, the kind of place that many look for when choosing a vacation, a new residence, or starting a business.

Amery, Wisconsin has the potential to be that kind of place. The purpose of this plan is to show how that vision can become a reality. The *WOW* approach is broken into three components:

The **W**hy

The **O**pportunities

The **W**in-over projects

The Why: A 2015 study, *Walkability: Pedestrian and Cyclist Conditions in the City of Amery*, by Megan Will, lists the benefits a community accrues when it becomes more walkable and bike-friendly. Several pages are devoted to carefully outlining positive health, environmental, safety and economic outcomes associated with increased walking and bicycling. Simply stated, many of our society’s most pressing and complex problems could be greatly reduced by more walking and bicycling and less driving, especially in cities.

Understanding this *Why* is essential if a community is going to make the investments and policy changes that help alleviate obstacles to walking and bicycling and create safer and more welcoming conditions. While walking and bicycling facilities and programs cost a fraction of other forms of transportation, they still compete with traditional expenditures not typically recognized as favoring motorized transportation over the less expensive and healthier non-motorized options. These lopsided budget priorities often result in increased distances and additional barriers to walking and bicycling.

The “*Why*” for this plan is also supported by several already adopted initiatives – including the goal (adopted by Resolution in 2009) for the City of Amery to become an “Eco-municipality.” The intent of the resolution was to utilize the *Natural Step Program* embracing the four principles of sustainability. The adoption and implementation of this plan will go a long way toward putting into practice all four principles, leading to a reduction in fossil fuel consumption, a greater conservation of essential

resources, and the overall enhancement of the environment and quality of life for the people of Amery. (See Appendix A).

In short, Amery has always been a leader in understanding that ecology and the economy are inextricably linked. That, when individuals and families are given opportunities to recreate, this promotes a healthy lifestyle, draws outside visitors, builds a community ethos that supports outdoor recreation and athletics, and all of this is attractive to home buyers and businesses looking for a new start or an ideal business environment.

But beyond the economic, health and environmental benefits of increased walking and bicycling, perhaps the most persuasive *WHY* is found by viewing those cities that have become recognized as bicycle and pedestrian friendly: they have become more popular and prosperous places! More than ever before, people want to live, work and play in communities that have a good trail system and safe streets. Quality of life matters and nothing is a better indicator of quality of life than how comfortable a parent is in allowing a child to bike or walk to school, to a park or even downtown. It's a **Why** we can all appreciate!

The Opportunities: The most cost-effective manner to create a more walkable and bikeable community is to take advantage of opportunities, such as when a street is scheduled for any kind of pavement resurfacing or modification. Adding bike lanes after a street has had a mill-and-overlay can be done at little or no additional expense, especially in situations where lane-widths can be narrowed or entire travel-lanes eliminated. Understanding that such modifications benefit all road-users by providing important safety improvements is key to implementation of this "*Complete Streets*" policy.

This plan will focus on perhaps the greatest opportunity ever presented to Amery when it comes to transportation and economic revitalization: the planned mill-and-overlay of Keller Avenue in 2020. Keller (State Highway 46) is the major corridor through the city, including the historic downtown district, and WisDOT is going to reduce the number of travel lanes from four-to-two with a shared center left-turn-lane. This is a great example of an opportunity to enhance/expand pedestrian and bicycle infrastructure at virtually no expense to the City.

As well, WDNR and Polk County have embarked on a planning process to reconsider uses and design for the two State Trails that come through Amery: the Cattail State Trail and the Stower Seven Lakes Trail. This is an unprecedented moment for Amery to imagine a fully integrated trail system and corridor that provides recreational and transportation opportunities to residents and visitors alike. Such an integrated trail system is the gold standard in community development as young families and older adults search for forward-thinking communities that provide world-class recreational options without having to get in a car.

~~As part of creating cohesive, integrated municipal bicycle and pedestrian loops, this Plan recommends relocating the current site of the Cattail State Trailhead and County recycling bins. These facilities are located in a valuable area along the Apple River and within the historic downtown district. This part of Amery is already congested and in need of more space. By drawing frequent truck and trailer traffic, the~~

~~County facility represents both a burden and a squandered opportunity for the city of Amery. Reclaiming and beautifying the river front and linking downtown via a paved bike trail to the Amery School campus and neighborhoods to the east is a low cost, vital component of both trail connectivity and downtown development. We suggest given written notice to Polk County that Amery expects the facility to be relocated within three years. Volunteer assistance and raising modest funds for the relocation could be extended to Polk County to help with this process. (Per City Council vote, the lined out portion above is not adopted by City of Amery municipal government.)~~

Because there are significant Federal, State and foundation monies that are regularly made available to fund such initiatives, the best time to start looking for funding is once this Plan has been approved and adopted by the City. Without a thoughtful vision and a comprehensive plan for getting there, applications for grants or matching funds are moved to the bottom of the pile. With a solid plan in place, the opportunities to earn funds are much greater.

The Win-Over Projects:

A “win-over project” is one that the majority of people in a community will notice, talk about, and feel compelled to experience. Win-over projects are those that are repeatedly photographed by visitors and



Figure 1 The Stower Seven Lakes Trail attracts both walkers and bicyclists, and is especially family friendly

residents, and visitors frequently show their photographs to encourage similar projects where they reside. Win-over projects instill a sense of community pride and, quite often, a city becomes known for one or more of their win-over projects.

The Stower Seven Lakes State Trail is an example of a good facility that has the potential to be in the category of a “win-over” project. Certainly, it has already won over many residents in Amery who began walking or biking more because of its development. Several times in summer 2017, this consultant talked to visitors whose only reason for coming to Amery was to ride on this non-motorized multi-use limestone trail. The Twin Cities Bicycle Club (TCBC) has posted numerous bike tours that now feature Seven Lakes Trail, and current events, The Half-Marathon and Triathlon, attract participants from across the Midwest.



Figure 2. Coin operated shower facilities at trailhead in Sisters, Oregon – an example of a “win-over” project

But unlike a true win-over project, a traveler or even resident who doesn’t already know something about the trail is unlikely to discover it simply on a trip to or through the city. It does little to attract the kind of attention that would allow it to be much more popular, and “win over” tourists on a regional scale. And although it is well-maintained and of suitable width, the crushed limestone as a surface limits its use and may deter some riders who prefer pavement.

This plan calls for paving the sections of the Stower and Cattail State Trails within Amery’s city limits to facilitate development of the **Warrior 10K Trail** which would include additional developed trailways as a center-piece “win-over” project. Two smaller loops using the Stower and Cattail Trail as their foundation are also part of this plan: a two-mile northern loop and a 5K southern “School Loop” that both serve as “Safe Routes to School” infrastructure.

But, the corridor with the greatest potential as a “win-over” project is Keller Avenue, since it is the major roadway into Amery and is unavoidable for anyone desiring to experience the vast majority of social,

recreational, civic and commercial opportunities Amery offers.



Figure 3 With the current, inherently dangerous four lane configuration, motorists are more apt to speed through Amery than appreciate all that it has to offer. Difficulty in crossing the four lanes also undermines the pedestrian environment.

And arguably, its transformation into a bike and pedestrian friendly street would have the additional benefit of drawing more attention and users to the Stower Trail and the proposed **Warrior Loop**. This plan will show some configurations and design elements for Keller Avenue to ensure that it rises to the level of a win-over project.

In addition, constructing some type of architectural element to memorialize and promote the start of the Seven Lakes Trail, visible from Keller Avenue, would be a great example of a community win-over project. Whether an actual building (changing area with showers?), some type of public sculpture or a landscaped area with attractive signage, this type of project galvanizes a community around the pride of hosting visitors and can create signature photo opportunities for every resident and traveler to Amery.

Overlaying all of these infrastructure “win-overs” within Amery is the reality of demographic trends. More and more a younger generation of Americans prize recreational activities, especially when they look to raise their own family. They seek schools that stress an active lifestyle and a community that values athletics and getting out-of-doors. This demographic trend extends to tourism, where visitors want to park their vehicle and use vacation time as an opportunity to be active, create memorable experiences and come home in a little better shape than they left.



Importantly, by winning over this “active” demographic to Amery, both property owners and visitors -- whether to bike, hike, boat, or ski -- Amery would be attracting the most sought-after people in the United States: those willing to spend healthily in pursuit of recreation, unique experiences and one-of-a-kind products or services. Study after study shows the positive and unmatched economic impact of winning this demographic. This plan imagines these recommendations as promoting and propelling Amery toward a community that individuals and businesses view as highly desirable: a great place to work, visit and live because of its recreational assets and welcoming infrastructure.

“When it comes to the reasons 30- to 40-year-olds say they want to move to a rural area, jobs isn’t even in the top 10,” Winchester said.

“Quality of life is number one. ... Many of these people are creating their own jobs.”

Rural Sociologist Ben Winchester,
University of Minnesota

Figure 4 The proposed safety conversion would dramatically transform Keller Avenue from a high speed corridor to a bike and pedestrian friendly street

Background

This Plan was commissioned and supported by a private/public partnership involving the Amery Hospital, Amery Economic Development Corporation, Amery Community Club, Farm Table, City of Amery and Friends of Stower Seven Lakes Trail. A task force with representatives from these groups first met in August of 2017. There was an understanding that with Keller Avenue slated for modification in 2020, having a community supported bicycle and pedestrian Master Plan in place could help facilitate the development of bike and pedestrian facilities transforming Amery into a safer and more enjoyable place to walk and bike and helping to revitalize the historic downtown district.

Public involvement has been a key aspect of plan development including: 1) a city-wide public meeting held in November of 2017; 2) interviews with walkers and bicyclists in Fall 2017; 3) six regular meetings of the Task Force over nine months in 2017-18; and 4) interviews with key community leaders and city officials in 2017.

Terms and Descriptions

Throughout this Plan, there will be repeated references to *Complete Streets*, *Walkability* and *Bicycle Friendliness*. Community understanding and support of these three concepts will be essential to Plan implementation.

What are Complete Streets? A “Complete Street” is one that enables a safe and viable transportation access to all types of roadway users. Complete streets, or a complete street network, allow bicycles, pedestrians, seniors, transit riders and individuals with disabilities to conveniently and safely meet their needs as easily as motor vehicle users. Cities that embrace

complete streets view roadways as the ‘public right of ways’ they were originally conceived to be – for the safe and free movement of people. A Complete Streets policy typically calls for the consideration and enactment of new design elements (such as bike lanes or wider sidewalks) to allow for a more balanced transportation system whenever a roadway is set to be modified (including resurfacing/ pavement preservation).

The many benefits of Complete Streets:

- *Fosters an active and healthy lifestyle by giving people more options to walk and bike.*
- *Empowers children with opportunities for greater self-reliance; allowing them to reach nearby destinations with less dependence on adults with cars.*
- *Allows everyone, particularly people with disabilities and older adults, to be mobile and stay connected to their community.*
- *Increases the safety of all road users; crashes that cause injuries are greatly reduced when a roadway is made safer and more appealing for pedestrian and bicyclists.*
- *Reduces the need to use motor vehicles resulting in cleaner air and reduced carbon emissions.*

What is a Walkable City? *Beyond being a safe and pleasant place to walk, a city that is walkable is defined as one where a person can conveniently meet most of their needs (social, recreational, educational, vocational, and as consumers) utilizing their own human power. Hence, a walkable city is one where key destinations are within a walkable distance from residential areas, and major barriers do not exist that compel people to access places by motor vehicle only. As described in the aforementioned “Walkability” study prepared for the City of Amery by Megan Will, walkability is a “measurement of the ease of walking or cycling to a particular designation” hence walkable cities “are denser than drivable suburban developments” with smaller lots and shorter blocks and have more mixed use development. Interestingly, most cities in the United States including Amery, began as walkable communities before zoning codes, investment incentives that favored sprawl and roadway expansion projects began to create barriers to walking.*

What is a Bicycle Friendly City? *A Bicycle Friendly Community is a designation a city can earn from the League of American Bicyclists when they have shown that bicyclists are welcomed to their locale by providing “safe accommodations for bicycling and encouraging people to bike for transportation and recreation.” Typically, cities who have achieved the BFC award understand that making bicycling safe and convenient are keys to improving public health, reducing traffic congestion, improving air quality and improving quality of life. BFC’s tend to attract more visitors than non BFCs, have greater economic vitality and a healthier population. The League urges communities interested in pursuing greater bicycle friendliness to incorporate what they call the five Es into their planning documents.*

The 5 E’s are Engineering, Education, Encouragement, Enforcement and Evaluation. This plan will cover each one of these in detail and include existing conditions, opportunities for improvements and

recommendations. These sections will be followed by Plan Implementation which will also look at funding sources and timeframes for delivery.

MAJOR GOALS AND INITIATIVES OF THIS PLAN

The following goals and initiatives were identified through a community planning process beginning with the Bike/Walk Amery Task Force established in August 2017 for the purpose of producing a bicycle/pedestrian plan for the City of Amery.

GOAL I:

Achieve recognition for the City of Amery as a community that welcomes people on foot, in chair, and on bicycles and strives to be a safe, convenient and fun place for residents and visitors to walk and bike for transportation or recreation.

Initiatives:

1. Use the transformative power of the 2020 Keller Avenue redesign to brand Amery as the most bike-friendly community in northwestern Wisconsin.
2. Preserve the Stower Seven Lakes Trail as a non-motorized, silent sports corridor and advertise it as the only such State Trail in the region. Use the auspices of the non-profit Friends of Stower Seven Lakes State Trail to raise and disburse funds to pave sections of both the Stower and Cattail State Trails in the city limits of Amery first, and then, the entire Stower Trail over time.
3. Use the Stower Trail along with the Cattail Trail within (or just beyond) the city limits of Amery to create three complete loop multi-use trail systems, connecting schools, hospital, parks and commercial centers.
4. Develop and promote several walking loops to tie together parks, trails, schools, the historic district and the hospital utilizing wellness, recreational and historical themes.
5. Ensure that Keller Avenue in its 2020 redesign is as bicycle and pedestrian friendly as funding and project parameters will allow.
6. Apply for Bicycle Friendly Community recognition through the League of American Bicyclists.

GOAL II:

Create a model “*Complete Streets*” project in partnership with WisDOT with the Keller Avenue 4-3 safety conversion planned for 2020, providing benefits to all road users while improving the downtown historic district curb-appeal.

Initiatives:

1. Utilizing best-practices, incorporate buffered green bike lanes, narrowed travel lanes, curb extensions and other design elements that reduce speeds and increase safety for all road users.
2. Obtain additional funding as necessary to ensure the Keller Avenue project reaches its full potential as a model “win-over” complete streets project.

GOAL III:

Identify and be responsive to the needs of pedestrians and bicyclists on an on-going basis.

Initiatives:

1. Support the continuation of the Bike and Walk Amery Task Force to ensure plan implementation.
2. Encourage strong public participation when new projects are proposed.
3. Conduct counts and intercept surveys on an annual basis at key locations, particularly on the Stower Trail and Keller Avenue to document impact of new programs, policies and facilities.

GOAL IV:

Increase the level of safety and convenience for bicyclists and pedestrians throughout Amery.

Initiatives:

1. Adopt a *Complete Streets* policy so that whenever a roadway is being modified, including resurfacing, the needs of bicyclists and pedestrians will be considered
2. Implement and enforce a sidewalk policy that ensures safe pedestrian travel. Sidewalks should be required in residential areas and business districts, and, on all streets where the street itself is deemed unsuitable for children on foot or wheel chair occupants.
3. Eliminate the discrepancies between state and local laws governing the use of bicycles in the City of Amery, especially those provisions that restrict travel for pedestrians and bicyclists.
4. Improve safety using signs and markings where needed.
5. Provide shortcuts to bicyclists and pedestrians where possible, through continuing paths from dead end roads, or across railroad tracks and other barriers (see suggested short cuts on attached Bikeway/Walkway Map).

GOAL V.

Increase walking and bicycling in the City of Amery.

Initiatives:

1. Construct a network of contiguous pathways, lanes and routes (See attached maps).
2. Develop and distribute maps and brochures.
3. Provide sufficient bike parking at all public buildings.
4. Consider special incentives to encourage public employees to walk or bike.
5. Encourage employers to adopt incentives.
6. Support the national "Bike to work day". Promote it locally.
7. Support the national "Bike to school day". Promote it through the school district.

GOAL VI:

Reduce the incidence of bicycle and pedestrian crashes in Amery and minimize the severity of injuries.

Initiatives:

1. Ensure the completion of the 4-3 lane conversion for Keller Ave with curb extensions and bike lanes (see *Goal II*).
2. Target enforcement at motorists to protect cyclists and pedestrians.
3. Implement a "Safe routes to school" program and include a safety-education component
4. Construct safe facilities using NAACTO, State and AASHTO standards.

GOAL VII:

Improve conditions for bicyclists and pedestrians in a cost-effective manner with a focus on connectivity and continuity with surrounding communities.

Initiatives:

1. Acquire right of ways (ROWS) and require construction of facilities in developing and redeveloping areas as part of the annexation and/or building permit process.
2. Consider City ROWs, utility easements, rail ROWs, etc. for possible use as bikeway/walkway corridors.
3. Institutionalize safe access for bicyclists and pedestrians through design standards and new policies.
4. Integrate bike routes with new subdivisions and plat approvals in townships and City.
5. Work with surrounding communities and with Polk, Barron and St. Croix counties in all relevant bikeway and trail planning efforts.

The Five E's

Engineering

As the first of the “six Es” that the League of American Bicyclists uses for determining if a community should be designated as a Bicycle Friendly Community, engineering mainly denotes the physical infrastructure to support cycling. However, because infrastructure is inherently dependent upon standards, zoning regulations and overall policies, in this chapter we also delve into these issues with corresponding recommendations.

Existing Conditions

Branded as the “City of Lakes,” Amery has long been noted for its many boating and fishing opportunities. More recently the City is becoming recognized for its bicycling and cross country skiing attributes, largely due to the 2010 surfacing of the Stower Seven Lakes State Trail. The trail is a popular bicycling and walking corridor during Spring, Summer and Fall, and is used for cross country skiing and “fat bike” riding during the months with sufficient snow accumulation. Outside of this trail – which heads in a westerly direction to Dresser, Wisconsin -- there are no other signed or marked bikeways in Amery, either on-street or off-street. This lack of facilities correlates with the low use of bicycles for transportation – especially among adults.¹ Middle school students currently have the highest use rate of bikes among Amery residents.² But even among this population, many more children are being driven to the school by their parents or guardians than those bicycling. Walking is also relatively low among adults and children on the existing transportation network in Amery.

Counts conducted in September and October of 2017 provides evidence that the Stower Trail is the most heavily used bike facility in Amery. The 14-mile trail is County managed, but maintenance and oversight is done largely by local volunteers through a “friends of the trail” non-profit entity. Built on a former railroad, the trail begins at Harriman Avenue in Amery, and runs through Deronda, Wanderoos and Nye, before ending about one mile east of Dresser on 90th Avenue.

The trail is named after the many lakes the trail traverses and Harvey Stower -- who served in the Wisconsin Legislature and as Mayor of Amery for many years. Stower was the Mayor when the City adopted the resolution establishing Amery as an “Eco-Municipality”.

The trail surface is currently comprised of crushed limestone which is suitable for medium width tires but after a rain, or during spring months is not conducive to narrower tires that many with road bikes often prefer. It is also a less than desirable surface for those in chairs and incompatible with roller skates, roller-skis, or in-line skates that were designed to be used on smooth pavement.

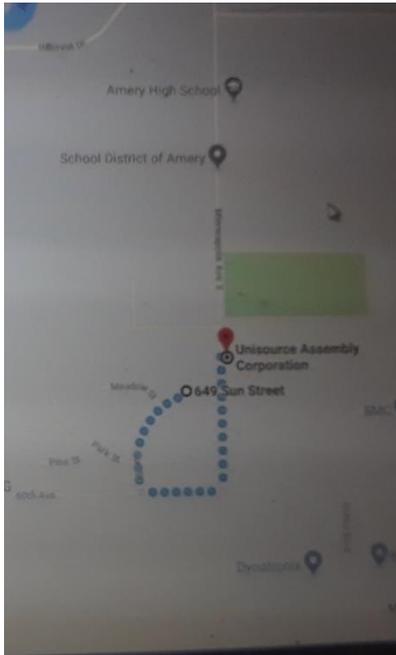
¹ In fact, according to the American Community Study (ACS) 0.0% of adults used a bicycle as their primary mode of transportation to get to work (2012-2016 aggregated data).

² This conclusion is based on bike counts taken at bike parking facilities at each school

During winter months the trail is maintained for cross-country skiing, and fat bikes (bicycles with tires four inches or wider) also allowed use on the trail. ATVs, snowmobiles and other motorized vehicles are prohibited on the Stower Seven Lakes State Trail. Accessing the trail within the City of Amery is limited to existing road crossings (Harriman, Baker Terrace and Baker Street). Implementation of this plan would create two additional non-motorized access points to allow for greater connectivity to neighborhoods north and south of the trail.

LAND USE AND TRANSPORTATION ISSUES:

Relative to more urban or suburban locations, Amery, like most rural cities, has low motor vehicle traffic



volumes and therefore would seem ideal for safe walking and bicycling. However, without defined space for bicyclists, or continuous, well-maintained sidewalks with adequate width for pedestrians, there is a widely held perception that Amery is better suited for movement by automobile. Indeed, with Keller’s four travel lanes, new subdivisions where streets dead-end with cul-de-sacs, strip malls and other sprawl-inducing types of developments, the city has favored the motor vehicle, even for short trips among residents. This [link](#) and the google map shown on the left shows how a person who is literally a stone’s throw from Minneapolis Avenue, must add nearly a half mile to his or her trip, and cross over and use a roadway that has higher speeds and more traffic than Minneapolis Avenue. Hence, what could have been an easy and safe walk to school for children in this subdivision --had the cul-de-sacs provided pathways to the closest street – instead fosters car-dependency, reducing a child’s ability for self-reliance.

Research has shown that the best urban design for walking and bicycling is the traditional city with a well-connected grid system utilizing short blocks. Because of the impressive bodies of water in Amery (five lakes and a river), the geography of Amery could never support a grid pattern and many streets dead-end at a lake, river, or even the rail trail. To the extent that connections (through purchasing easements or other means) can be made from these dead-end roads to schools, parks or a trail system, bicycling and walking will grow accordingly.

Keller Avenue, a Wisconsin State Highway (STH 46) with an annual average daily traffic volume of 9,200, is the busiest street in Amery and the only north-south roadway that allows for continuous, non-interrupted travel through the city. The same is true for County Road F for east-west travel, except that F utilizes three distinct streets through the city – Deronda, Keller and Broadway. Each of these streets is essential for efficient non-motorized movement, but currently inhibits safe walking and bicycling. A lack of defined space for bicycling and incomplete sidewalks combined with lack of ease in being able to cross these streets safely (especially on Keller Avenue and particularly, where speed limits increase to 45 mph) are the major shortcomings. The pavement width is currently adequate for bike-lanes without

needing to widen the roadway. Travel lanes in Amery tend to be wider than necessary, affording many opportunities for cost-effective installation of bike lanes as described below.

Opportunities for Improvements

As discussed in the introduction, there are a number of significant opportunities for Amery to become recognized as the most walkable and bikeable city in northwestern Wisconsin.

First: with the transformation of Keller Avenue from 4 lanes to 3, striping comfortable bike lanes on each side of the street -- utilizing green pavement within the Historic Downtown District -- and greatly enhancing the pedestrian experience with curb extensions at key locations.

Second: create a trail network that includes three different loops to enable safe connections to schools, parks and retail centers. The backbone of these loops will be the existing Stower Seven Lakes Trail west of Keller Avenue and the Cattail Trail east of Keller Avenue. To create the desired conditions meeting the needs of all residents (including those with physical disabilities) this plan calls for the paving of both of these trails for the portion that constitute the loop segments (identified on the map below). It should be noted that the City of Amery passed a resolution prior to trail construction calling for the paving of this trail, for its entire 14 mile stretch. (See Appendix C).

The third opportunity is longer term, and that is with the changes that will occur with the implementation of new policies as recommended in Table 1 below.

Recommendations:

1. In conjunction with the Keller Avenue mill-and-overlay project planned for 2020, install bike lanes, curb extension and high visibility crosswalks as shown in Appendix B; present to WisDOT for their final approval.



Figure 5 This rendering is an example of how Keller Ave could look. See Appendix A for specific preliminary plans showing lane widths and other details

2. Begin to develop the **Warrior 10K**, 5K and 2 mile loops beginning with marking bike lanes on Minneapolis and Griffin and identifying funding sources for the paving of the Stower Seven Lakes Trail and Cattail Trail within Amery city limits.
3. Institutionalize long term improvements through adopting a *Complete Streets* policy and making changes to current zoning ordinances and other regulations.

Table 1: Recommended Changes to Current Ordinances or Regulations affecting Engineering (Infrastructure)

REG #	Shortcomings/ Concerns	Recommended Change
6-2-2	Requires property owner to cover costs of any sidewalk repair or reconstruction	Add section that would allow Common Council to waive this requirement under certain circumstances if deemed in the best interest of the City; possibly when such sidewalk is part of a community designated walking trail.
14-1-23	No mention of bicycle accommodations, either in terms of bikeways or need for parking facilities	Add language to require developers to consider the bicycle accommodations.

14-1-36	No bicycle parking requirements	Add requirement for bicycle parking per APBP guidelines for new developments – major retailers, larger employers and apartment complexes
14-1-55	No language pertaining to the accommodation of pedestrians and bicyclists as part of the transportation system	Adopt and add “complete streets” policy to consider the needs of bicyclists and pedestrians in all new and reconstruction/resurfacing projects
14-1-55	Prescribes installation of sidewalks in accordance to a non-existent Sidewalk Master Plan	Codify that all developments need to have sidewalks or dedicated space for movement by foot or wheelchair.
14-1-70	Cul-de-sac streets and dead end streets are only considered in terms of impacts on motor vehicles. No consideration for making them through streets for non-motorized use (trail connections)	Add language that would suggest, “wherever possible dead end streets and cu-de-sacs should retain a public right of way to allow for the ingress and egress of bicyclists and pedestrians to the next nearest intersection or street or public destination (schools, parks, etc).
14-1-70 subsect. J	Requires overly wide travel lanes (18’ for arterials) yet narrow sidewalks (4’); 66’ paved roads for minor streets should be reduced to 48’ – which would still allow for bike lanes and parking	Review and rewrite this entire section to allow for greater flexibility for narrower streets with inclusion of complete streets language. Change sidewalk width required here to be consistent with section 6-2-2 (calling for 5’)
14-1-72	Pedestrian pathway could be construed as a sidewalk only facility	Add “and/or bikeways” or change to pedestrian to “Multiple Use Pathways

Education

This section looks at the existing programs and past projects that have been put into place to ensure the safety, comfort and convenience of walkers, cyclists and fellow road-users. Recommendations for their continuation, enhancement or replacement, follows. It is understood that a solid education program is a far-reaching endeavor, covering everything from teaching the rules of the road to children, or new riders how to fix a flat, to sending public works staff to conferences focusing on livable streets.

Existing Conditions

The City of Amery has made an effort to provide bicycle education to youth consistently for many years. Some years have seen stronger programs than others. The main activity for the last few years has been an annual “bicycle rodeo” for elementary school aged children organized and conducted by the Amery Police Department. At the bike rodeo the children learn safe cycling skills, the rules of the road, and the importance of predictable, law-abiding behavior. Other efforts to reach children have been made possible by special grants and initiatives. Five years ago the PD had three bikes for a bike patrol program. A summer intern was hired working 20 hours/week to provide education, warning



Figure 6 Inside the "chaos box" at a bike rodeo

tickets for law violations and rewards for good bicycling behavior. In the last few years the Amery Regional Medical Center has teamed up with Friends of the Stower Trail to host bicycle safety clinics which also included helmet giveaways.

There is currently no local Safe Routes to School program, nor any specific instruction being provided by the Amery School District. There also has not been any initiative or classes to teach adults safe

cycling skills. When conducting counts for this plan, observers noted that the majority of the cyclists using Keller Ave chose the sidewalk which is not recommended by bicycle safety experts.

Opportunities for Improvements

Currently the elementary and secondary schools are the strongest bicycle trip generators in the City of Amery. Counts taken in late September and October at bicycle parking racks revealed that the middle school in particular, has significant bicycling activity. This is also the age group that is often over-represented in bicycle crashes, with a majority of the crashes being the fault³ of the cyclist. Yet, the good news is in the last five years there have been no reported crashes involving children on bikes with motor vehicles.

Amery has a long history of a strong volunteer and community centered ethic among its residents and this ethic seems especially prevalent among the physically active adult population. The fact that the Stower Trail is maintained by volunteers is just one example of this ethic at work. Drawing from this community spirit it should not be difficult to strengthen existing educational efforts. As new facilities are added and growth in walking and bicycling accelerates, there will be a stronger demand for such efforts. The best education programs are melded with creative encouragement activities. For instance, maps showing the best routes could be developed to help bicyclists not only to find the safest routes, but as a way to promote existing trails like the Stower Trail. At the same time they can be used to convey bicycle laws and provide riding tips. Since people are more apt to keep a map than a safety brochure, it makes sense to use maps to both provide both encouragement and education.

³ Fault defined by an unlawful action, e.g., running a stop sign, or wrong-way riding. While youth crash victims tend to be more at fault than the operators of motor vehicles, it is the opposite for adult cyclists involved in crashes; they are more likely to be the victims of drivers at fault.

Recommendations

1. Expand bike safety instruction in the schools through bike rodeos and other programs utilizing trained adult cyclists (volunteers), school staff if possible and the continued support of the Amery PD. Focus on 4th, 5th and 6th graders for on-bike instruction and introduce bike mechanics at the middle school as an elective. Sponsor interested elementary teachers, police officers and park leaders to attend WisDOTs "Teaching the teachers" bike safety workshops.
2. Enlist a certified League Cycling Instructor (LCI) to teach at course on safe cycling skills through Community Education
3. As new pathways and on-street bikeways are developed, and after changes are made to current bicycle laws in Amery (see Table 2 under Enforcement section) provide maps to promote the network and include safety information with user-friendly graphics.

Encouragement

A close cousin to education, the third "E", encouragement, focuses on incentives, promotions and opportunities that inspire and enable people to ride. For a city like Amery that has great potential to attract bicycle tourists, encouragement includes trail promotion, the hosting of events and other marketing initiatives.



Figure 7 Sometimes encouragement occurs simply out of self-interest. Realtors have long known that non-motorized trails sell properties. One study found that adjacent to trails property values increased by 11%.

Existing Conditions

Amery residents are the primary benefactors of the Stower Seven Lakes State Trail and appear to be well aware of what it has to offer as a quiet, safe and attractive facility for walking and bicycling, as well as cross country skiing in the winter time. Efforts to encourage use by people outside of Amery appears to be limited. The City of Amery website

promotes the trail but has yet to be updated since before the surfacing with crushed limestone. Hence, it still describes the trail as mostly for hiking. A more robust campaign has been provided by the Polk County Tourism Council, which has promoted both the Stower Trail and the Gandy Dancer Trail in tourism publications as well as at tourism fairs and conferences. Various events have taken place in Amery over the years, including running competitions, fun walks and bicycle rides that have had varying degrees of success in terms of turn out, but typically have had good coverage (with photos and results) in area newspapers.

Incentives to encourage walking or bicycling to school, or to work, appear to be non-existent. At this time, no discernible effort is being made by the school district, employers, or public agencies to

encourage the use of bicycles or walking as a means of transportation. With minimal traffic congestion, no shortage of parking, no perceived air pollution problem and little awareness of the negative health impacts of driving, there does not seem to be any demand at this time for such incentive programs.

On the other hand, increasingly people in Amery and surrounding communities are realizing the health benefits of walking and bicycling and while they may still not consider it as a practical means to get to school or work, they have voiced their support for safer facilities and are using existing walkways and trails for fitness and recreation. As discussed in the Engineering chapter, as new facilities are developed, especially bike lanes on Keller, the awareness of being able to use bikes for transportation purposes will grow, and at that time incentive programs and other encouragement efforts to reduce driving – especially for short trips – will become much more readily embraced and successful.

Opportunities for Improvements

Social media is an extremely cost-effective method to attract visitors and keep residents fully informed of events, programs, workshops, campaigns and changing infrastructure. The City of Amery can easily become a role model in promoting bicycling and walking among its staff and elected officials. Having a bicycle available for city employees for on the job use in lieu of a personal motor vehicle is a simple way to increase public awareness about the viability of bicycle transportation. A bike check out program at the Amery Public Library (for residents only) that works similar to checking out books is another creative way to begin changing perceptions and to get people excited about a future that includes bikes and fitness.

Recommendations

1. Continue to support events that contribute to community fitness/health goals involving trails and streets for walking and bicycling.
2. Increase understanding and access to bikes through a bike share/check out program through the public library.
3. Ensure that information about the Trails in Amery are accurate and updated as needed on all social media sites beginning with the City's website. Use the city's website to provide a calendar of events and highlight special attractions.
4. Take advantage of any and all new facilities as they are developed by naming them (branding), conducting ribbon cutting ceremonies and special events and providing wayfinding signs or other markings.

Enforcement

It has been said that the most effective safety education program begins with enforcing existing laws. When motorists are cited for not yielding for pedestrians in a crosswalk, or a bicyclist is given a ticket for running a red light, friends and families pay attention and the word spreads. Enforcement is truly an important component of a bicycle friendly community.

Existing Conditions

The most important reason for a strong enforcement presence in a city is to reduce the incidence of traffic crashes – particularly those crashes that result in serious injury or death. The key to having an effective enforcement program that prevents such collisions is a clear understanding of the causes of crashes and the best ways to prevent them. Since some collisions are associated with certain types of street design and intersection types, it is also imperative that all police crash reports be routinely shared with public works staff.

And in fact, historically in Amery crash reports are shared and analyzed. Having knowledge of the poor safety record of Keller Avenue is what led to a request by Amery Public Works director for WisDOT to consider the four to three lane safety conversion (AKA road diet).

Currently there does not exist any active enforcement campaign targeting specific traffic violations. Interestingly, all but one of the crashes involving a bicyclist occurred as the cyclist came off a sidewalk and entered either a crosswalk or crossed over a driveway.

A number of local ordinances aimed at bicyclist behavior would be problematic if there was any attempt to enforce them as they are wholly inconsistent with state bicycle ordinances (the ones that most visitors would be familiar with and typically follow) and are also in conflict with the National Uniform Vehicle Code. For example, an Amery ordinance mandates that cyclists ride as far to the right as possible, providing no option for the cyclist to control a lane that is too narrow to be safely shared by an overtaking motorist, or to avoid common surface hazards that are frequently on the far right side of a street. Another ordinance states that sidewalk riding is okay for children 10 or younger, or if one is on a bike with 20” wheels, as long as it’s not a BMX bike! Under this rule, an adult on a folding bike that has no problem traveling at 20 mph (despite its 20” wheels) could legally ride the sidewalk, while an 11 year old on a BMX bike riding at 8 mph could be ticketed. See table 5 below for more examples of why Chapter 10 of the Regulations in Amery need to be overhauled before a proper enforcement campaign and education program can be effectively launched.

Opportunities for Improvements

There are still three police bikes that conceivably could be tuned up and put back into use. Beyond basic bike safety patrol and traffic law enforcement, officers on bikes can enhance community relations, and there are many types of law enforcement that have been proven to be more effective from the seat of a bike than behind a steering wheel of a squad car. Police officers on bikes also help legitimize bicycling as an acceptable and normal part of a transportation system. But again, the first need is to overhaul the current local ordinances so that officers on bikes can be good role models without having to break the law!

Table 5 Review of City of Amery bicycle related ordinances

REG #	Shortcomings/ Concerns	Recommended Change
10-2-5	Inconsistent with state statutes and best practices for bicycle safety; mandates single file riding at all times, requires	Simply substitute entire section with State statutes (see Appendix D)

	cyclists to enter a bike lane by walking, allows adults on 20" bikes to ride on the sidewalk with no regard to speed of travel, makes no mention of electric assist bikes but excludes all bikes with motors from bikeways, and more....	
10-2-6	Requires the registration of all bicycles; discourages bicycle tourism and is likely not cost-effective	Eliminate requirement and encourage statewide or national program

Recommendations

1. Substitute Chapter 2 local ordinances governing bicycle riding practices with state statutes governing the operation of bicycles.
2. Continue to review all crash reports and causes of crashes and use a team approach to develop safety countermeasures that may include education, enforcement and engineering.
3. Bring back the bike patrol program; put officers on bikes especially during special events and community activities like farmers’ markets, high school sports’ contests, fairs, and large bike rides.

Evaluation

Understanding what is working and what is not is key for the advancement of any program. For each of the 4 E’s described above, having a solid evaluation process is the only way to continue making improvements. Development of this plan could be considered the first step toward looking at data in a meaningful way for evaluation and planning purposes. A Master Plan requires the establishment of a baseline and from there setting out measurable goals and initiatives. Conducting bike and pedestrian counts at key locations, reviewing American Fact Finder data through the US Census reports, analyzing crash data and monitoring public attitudes through surveys and other means are all part of this undertaking.

Existing Conditions

There are many facets of data collection and analysis and without a paid city employee to routinely oversee such tasks, it will necessarily need to fall upon volunteers or consultants. Currently there is not a protocol for ongoing evaluation associated with improving the walking or bicycling environment in the City of Amery. This remains true for the goal of using the “Natural Step” program for becoming an “Eco-Municipality”. There does not appear to be any process developed for ensuring the implementation of the four steps, or any agreed upon measurement tools . Hence, it would be difficult today to determine if the City of Amery is any closer to becoming a true Eco-Municipality than it was when the resolution was adopted in 2009.

Opportunities for Improvements

The most important resource a plan has are passionate people willing to change policies and put things in place for real change to occur. The Bike and Pedestrian Task Force that helped to shape this plan from the beginning is comprised of such individuals. It will be largely up to that group to maintain the momentum to continue to evaluate and strive for the improvements that this plan seeks to deliver.

Many of the necessary evaluation tools that will need to be employed for the success of this plan can be readily accessed by city employees as well as volunteers. The new effort recently announced by Polk County for a trails plan will further create a need for on-going evaluation efforts and quantitative measurements regarding trail use, potential for growth, etc.

Recommendations

1. Provide greater legitimacy to the Bike-Walk Amery! Steering Committee behind this plan by providing it with a formal partnership role within the City and granting it permanent status as an advisory committee.
2. Conduct pedestrian and bicycle counts at least once a year at key locations utilizing the National Walking and Bicycling Documentation Program developed by ITE and Alta planning.
3. Revisit this plan annually to determine progress being made and modifications that should be considered based on on-going evaluation.

Plan Implementation

It is recommended that upon adoption of this Bicycle and Pedestrian Master Plan, secondary planning begins for plan implementation. This chapter presents a basic outline of next steps, including consideration for policy changes and the funding requirements for major infrastructure work. It also includes a description of existing funding sources that local units of government can apply for. Some of these opportunities are just for programs and others just for physical improvements. A few can be used for both.

Policy Changes

As described in the section on Engineering, there are many instances where current policy and regulations serve to perpetuate a non-sustainable infrastructure that creates barriers to increased walking and bicycling. Like many municipalities, the City of Amery has already demonstrated a commitment to reexamine existing zoning regulations and building codes to remove such barriers. There is an understanding that cities must do more with less, and in fact, doing more with less will benefit all residents and attract new residents. Examples include narrower travel lanes for more livable streets, the encouragement of mixed used development and a Complete Streets policy that will allow essential improvements to take place during a resurfacing project – for much less expense than doing a retrofit years later.

This plan urges the adoption of Complete Streets language within the context of all planning and engineering decisions, which quite simply means that the needs of all road users – motorists, bicyclists

and pedestrians – will be considered equally important in all developments or whenever public funds are being spent.

Funding Requirements

A crucial next step will be to determine the funding requirements for the key elements of this Plan and to develop a budget for fund acquisition. As discussed earlier the opportunity for transforming Keller Ave into a bicycle and pedestrian friendly corridor, and one that is also much safer for motorists, will be extremely low-cost, through state funding already allocated for 2020. Other major infrastructure projects identified in this Plan including the three loop trails (Warrior 10K, School Loop 5K and the Northern Lakes 2 miler) will have varying degrees of capital needs. It is beyond the scope of this Plan to determine those costs. It is recommended that each of these projects be “launched” in stages. Stage 1 would simply be to install low-cost signage and bike lane markings coupled with “branding” each loop with maps and brochures, utilizing existing infrastructure. Where easements or fee titles need to be procured for trail development, streets or sidewalks that currently exist can be used temporarily and signed accordingly. Stage 2 would involve actual trail development and engineering with Stage 3 the execution of trail construction once funding and easements are procured.

In terms of the non-infrastructure elements of this Plan (education, enforcement, encouragement and evaluation) all could conceivably be executed upon adoption, with little change in city budget allocations, since many depend on other entities (schools, hospital, civic groups) and volunteer efforts for success. And city lead initiatives can mostly be achieved through existing staff resources simply through an acceptance of their importance in one’s job description.

Funding Sources

Transportation Alternatives Program (TAP)

The Transportation Alternatives Program (TAP) is a legislative program that was authorized in Fixing America's Surface Transportation Act (or "FAST Act"), the federal transportation act that was signed into law on December 4, 2015. With certain exceptions, projects that met eligibility criteria for the [Safe Routes to School Program](#), [Transportation Enhancements](#), and/or the [Bicycle & Pedestrian Facilities Program](#) are eligible TAP projects.

All TAP projects require sponsors to pay 20% of approved projects costs. TAP projects are capped. A TAP project may not be substituted for another project. TAP projects must commence within four years of the award date.

TAP projects within the [jurisdiction of a Transportation Management Area \(TMA\)](#) are selected at the regional level by TMAs, which are metropolitan planning organizations with a population over 200,000. Amery, Wisconsin is in the Northwest Region and TMA contact is: Bill Zimmer william.zimmer@dot.wi.gov, (715) 635-5014.

The next anticipated opportunity to submit an application will occur in the fall of 2019. WisDOT has been utilizing a two year cycle for application submittals. The last one was fall of 2017.

The Recreational Trails Program and Stewardship Local Assistance Grants

The Wisconsin Department of Natural Resources (WDNR) provides a number of grants to non-profits and local units of government for trail acquisition, development, construction and maintenance on an annual basis, usually with a May 1st application deadline. The primary program that the City of Amery may want to receive support from would be the Recreational Trails Program which is federally sponsored, but managed by the DNR. Funds are available for both motorized and non-motorized trails and generally require a 50% match.

http://dnr.wi.gov/topic/stewardship/documents/2018_fy19.pdf

Eligible sources of matching funds vary depending on the grant program but commonly allow for in-kind donations such as volunteer labor, or the donation of 50% of the appraised value of land. Many recreational trails in Wisconsin including the Ice Age Trail, have been built largely through these funding opportunities.

PeopleForBikes Community Grant Program

Funded by the bicycle industry, The PeopleForBikes Community Grant Program provides funding for “important and influential projects that leverage federal funding and build momentum” to increase bicycling. In the past, projects have included bike paths and rail trails, as well as mountain bike trails, bike parks, BMX facilities, and large-scale bicycle advocacy initiatives.

Since 1999, 395 grants totaling more than \$3.3 million have been awarded to non-profit organizations and local governments in all 50 states. PeopleForBikes estimates that these grants have leveraged nearly \$770 million in public and private funding.

The application process is all done on-line here: <https://peopleforbikes.org/apply-now/>

The next opportunity has been set with the following timeline:

Fall 2018 Grant Cycle

Online application opens:	June 11, 2018
Online Letter of Interest due:	July 23, 2018
Notification of LOI status:	August 31, 2018
Full Applications due:	October 19, 2018
Grant Award notifications:	by December 3, 2018

FTA Program & Bicycle Related Funding Opportunities

Multiple FTA grant programs are able to help cities, towns and rural areas invest in bicycle infrastructure, which improves personal mobility and helps more people access public transportation. The Federal Highway Administration (FHWA) also provides funding for bicycling --including bikesharing. It may be worthwhile to apply for an FTA grant for a bike share program that could be operated through the Amery Public Library. Patrons could check out a public bike the same way they check out a book. In

particular, it may be useful to provide electric assist 3 wheelers for an elderly population that is increasingly searching for alternatives to driving.

The Federal Transit Administration (FTA) posts all competitive grant and cooperative agreement opportunities on Grants.gov, the comprehensive government-wide website for announcing competitive grant opportunities. Grants.gov is the single, secure Federal website unifying 1,000 grant programs from 26 Federal grant-making agencies.

The Wisconsin Healthy Communities Designation program

The Wisconsin Healthy Communities Designation is a completely new initiative of the Mobilizing Action Toward Community Health (MATCH) group's [Making Wisconsin the Healthiest State](#) project at the University of Wisconsin Population Health Institute, funded by the [Wisconsin Partnership Program](#) of the [UW School of Medicine and Public Health](#). The purpose is to understand and improve health across Wisconsin. To receive the small grants, applicants must first submit a letter of intent. Those that rise to the top are then provided with an opportunity to complete an on-line application. The next round is expected to occur beginning December 2018. The grants themselves are a strategy to recognize and encourage local efforts to improve overall community health and well-being, and focuses on promoting cooperation between economic development and health improvement.

The Specialized Foundation 'Riding for Focus' program

Specialized, a bicycle manufacturer provides grants to schools who want to use cycling as a tool to help students "achieve academic, health, and social success". The "Riding for Focus" program was specifically developed to help those children who have a hard time concentrating in class and are often labeled with ADHD. Now working with schools across the United States, a major goal of this new program is to document how cycling can positively affect student learning, health, and wellbeing, primarily focusing on those with learning differences.

The school-based program is designed to provide schools with everything they need to get middle school students riding, including a turnkey physical education curriculum, comprehensive teacher training, and a fleet of bike and safety equipment. Riding for Focus provides a combination of cycling, fitness, and academic performance, and strives to instill a lifelong passion for cycling for students who participate in the program.

The 2018 window for the Riding for Focus core grants has passed. However, according to the website there are more partners looking to sponsor schools throughout the year. By filling out a pre-qualification form, a school can be matched to one of their private or corporate partners and also be added to their pool of future Riding for Focus Schools.

Next Steps

This report recommends the following for achieving the desired goals and outcomes of this plan:

1. Working with City Administration, members of the Task Force or any community members tapped by the City Council, select one of the recommendations listed in the Executive Summary to pursue.

2. This group develops the overall strategy for achieving that particular objective and breaks it down into practical tasks, listing them item by item and assigning an individual or a small group to pursue each task.
3. Regular meetings that assess progress, obstacles or additional tasks will be needed as the overall strategy is pursued.

Fundraising, lobbying, grant applications, relationship building – all of the nuts and bolts work of tackling a goal should be anticipated and appropriate resources and personnel assigned to make certain each outcome is fully pursued. Only people, not a report or recommendation, can make progress toward achieving outcomes.

But having a plan is instrumental; in fact, it is indispensable when it comes to pursuing funds from outside sources. Amery now has that. The rest is up to the passion, energy and enthusiasm of people who believe in what the plan proposes. Those people need to come forward at this point, pick up a piece of the plan, and lead the way if anything included here is to come to fruition.

RESOLUTION 5-2009

Eco-Municipality Designation Resolution

Whereas, the earliest settlers to Wisconsin did, by necessity, live life with economy and thrift, in concert with the land, seasons and resources of this area, and

Whereas, today, the natural resources in Wisconsin, and around the world, including the very stability of earth's climate, are being strained by overuse, population increase and damaging human consumption patterns, and

Whereas, the over-dependence of American society upon fossil fuels creates significant pollution, unhealthy dependence upon foreign governments, and economic insecurity from price shocks and potential supply interruptions, and

Whereas, a healthy natural environment, a diverse, self-reliant local economy, and a forward-thinking citizenry which participates responsibly in the world community are desirable and significant ends in themselves, and

Whereas, clean, abundant and diverse natural resources are, in fact, fundamental to our economy, welfare and very survival, as well as that of future generations,

Whereas, these realizations are leading many communities across Wisconsin, and the world, to initiate new strategies and programs to prepare for likely changes to their economies, lifestyle and living patterns, and

Whereas, many organizations (American Planning Association), corporations (Walmart), and even nations (Sweden), have adopted principles whose purpose is to avert large-scale economic or ecological disaster, and

Whereas, Amery is currently required to submit goals and plans for its future under the Smart Growth law and other state initiatives.

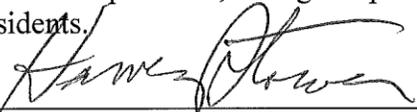
NOW, THEREFORE, BE IT RESOLVED,

That Amery, Wisconsin declares itself to be an eco-municipality and embraces the goals and objectives detailed in The Natural Step Program's four principles of sustainability:

1. Reduce dependence upon fossil fuels and extracted underground metals and minerals, as these create hazardous and unwanted effects on us and to our natural environment;
2. Reduce dependence on chemicals and other manufactured substances that accumulate in Nature, degrade, and reduce the health and vitality of ourselves and our natural environment;

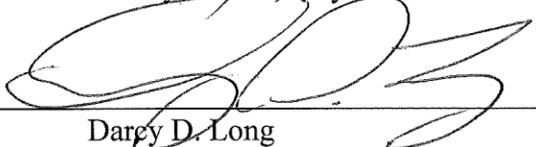
3. Reduce dependence upon social and economic activities that produce harmful effects on valuable and life-sustaining ecosystems, like lakes, rivers and soil; and
4. Meet present and future human needs as fairly and efficiently as possible, and act in a way that allows others to do the same.

STATEMENT OF PURPOSE: This resolution announces policies to be used in running the city in a manner that is sustainable and consistent with being an eco-municipality. Areas within the reach of this resolution are housing codes, municipal planning, departmental practices, sewage disposal, as well as advisories and information provided to residents.



Harvey Stower, Mayor

4-1-2009
Date



Darcy D. Long
City Administrator

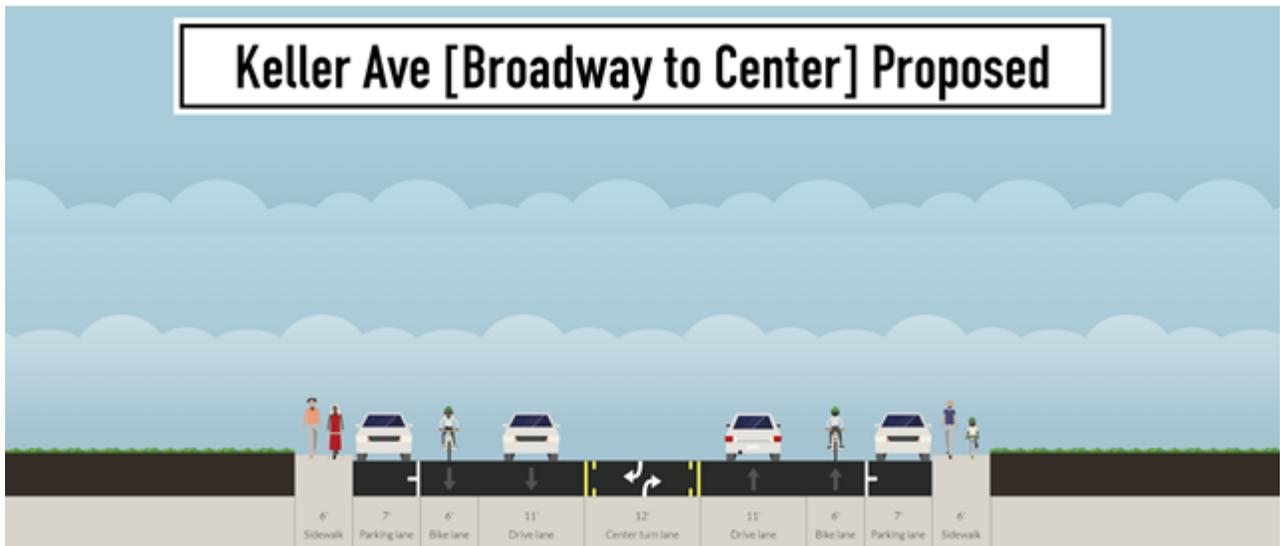
4-1-2009
Date

Appendix B

Recommended design for Keller Ave 2020 resurfacing 4-3 Lane Project



Proposed: 1' gutter pan 6' bike lane, 11' travel lane, 12' TWLTL, 11' travel lane, 6' green bike lane. 1' gutter pan



7' parking lane, 6' bike lane, 11' travel lane, 12' TWLTL, 11' travel lane, 6' bike lane, 7' parking lane (60' total width)

Keller Ave [Center to Maple] Proposed



7' parking lane, 3' buffer zone, 7' green bike lane, 2' buffer zone, 11' travel lane, 12' TWLTL, 11' travel lane, 2' buffer zone, 7' green bike lane, 3' buffer zone, 7' parking lane (72' total width)

Keller Ave [Maple to Highland] Proposed

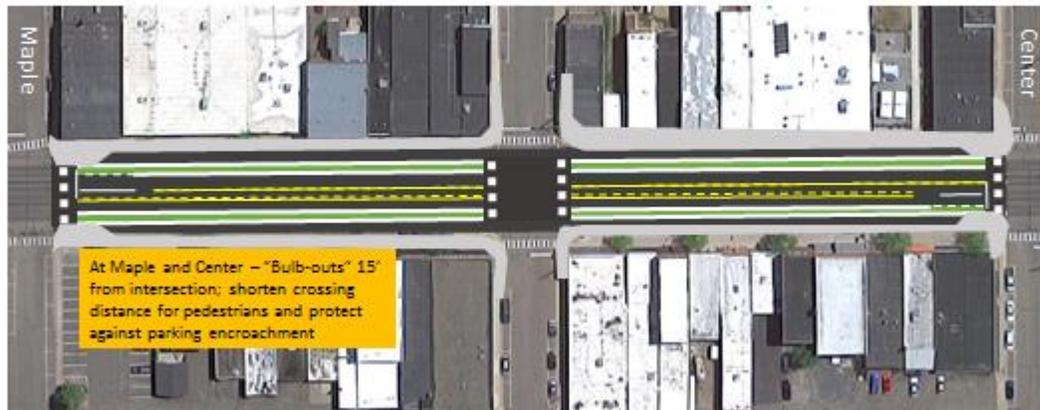


7' parking, 6' bike lane, 2' buffer, 11' travel lane, 12' TWLTL, 11' travel lane, 2' buffer, 6' bike lane, 7' parking lane (60')



1' gutter pan 6' bike lane, 11' travel lane, 12' TWLTL, 11' travel lane, 6' green bike lane. 1' gutter pan (48' total)

Curb extensions at Maple and Center



Proposed: 7' parking lane, 3' buffer zone, 7' green bike lane, 2' buffer zone, 11' travel lane, 12' TWLTL, 11' travel lane, 2' buffer zone, 7' green bike lane, 3' buffer zone, 7' parking lane [7' x 15' curb extensions at Center and Maple]

Appendix C

Resolution for Paving the Stower Seven Lakes Trail

RESOLUTION 1-2010 OF THE AMERY CITY COUNCIL A Resolution Supporting The Paving of Amery-Dresser WHEREAS The City of Amery supports the paving of the Amery-Dresser Trail; and WHEREAS A paved trail will make the Amery-Dresser Trail a destination for the region; and WHEREAS The paved trail will be a vital tourist attraction for the City of Amery and for Polk County; and WHEREAS The City of Amery is committed to lobby the State to help influence a change in the grant acquired by Polk County to develop a paved trail and to work with the County in its efforts to develop and promote the Amery-Dresser Trail. WHEREAS The City Council authorizes City Staff to assist in lobbying for a paved trail, now, therefore, be it. IT IS THEREFORE RESOLVED THAT: The City of Amery supports paving the Amery-Dresser Trail and efforts to lobby the State of Wisconsin to modify the grant acquired by Polk County to develop the trail Adopted the 6th day of January, 2010

Appendix D

Necessary Changes to Current Bicycle Law in the City of Amery

The following changes are proposed in order to bring the City of Amery up to date on current state and national bicycle law provisions which will result in increased clarity, easier enforcement and a safer walking and cycling environment.

Replace 10-2-5 with current state statutes governing use of Bicycles for consistency, clarity and ease of enforcement.

46.80 Riding bicycle or electric personal assistive mobility device on roadway.

(1) In this section, "substandard width lane" means a lane that is too narrow for a bicycle or electric personal assistive mobility device and a motor vehicle to travel safely side by side within the lane.

(2)

(a) Any person operating a bicycle or electric personal assistive mobility device upon a roadway at less than the normal speed of traffic at the time and place and under the conditions then existing shall ride as close as practicable to the right-hand edge or curb of the unobstructed traveled roadway, including operators who are riding 2 or more abreast where permitted under sub. (3), except:

1. When overtaking and passing another vehicle proceeding in the same direction.

2. When preparing for a left turn or U-turn at an intersection or a left turn into a private road or driveway.

3. When reasonably necessary to avoid unsafe conditions, including fixed or moving objects, parked or moving vehicles, pedestrians, animals, surface hazards or substandard width lanes that make it unsafe to ride along the right-hand edge or curb.

(b) Notwithstanding par. (a), any person operating a bicycle or electric personal assistive mobility device upon a one-way highway having 2 or more lanes available for traffic may ride as near the left-hand edge or curb of the roadway as practicable.

(c) Any person operating a bicycle or electric personal assistive mobility device upon a roadway shall exercise due care when passing a standing or parked vehicle or a vehicle proceeding in the same direction and, when passing a standing or parked vehicle that is a school bus that is not displaying flashing red warning lights as provided in s. 346.48 (1) or a motor bus, shall allow a minimum of 3 feet between the bicycle or electric personal assistive mobility device and the vehicle.

(3)

(a) Persons riding bicycles or electric personal assistive mobility devices upon a roadway may ride 2 abreast if such operation does not impede the normal and reasonable movement of traffic. Bicycle or electric personal assistive mobility device operators riding 2 abreast on a 2-lane or more roadway shall ride within a single lane.

(b) Persons riding bicycles upon a roadway may not ride more than 2 abreast except upon any path, trail, lane or other way set aside for the exclusive use of bicycles and electric personal assistive mobility devices.

(4) No person may operate a bicycle, electric personal assistive mobility device, or moped upon a roadway where a sign is erected indicating that bicycle, electric personal assistive mobility device, or moped riding is prohibited.

(5) Except as provided in ss. 346.23, 346.24, 346.37, and 346.38, every rider of a bicycle or electric personal assistive mobility device shall, upon entering on a highway, yield, and every personal delivery device operator shall ensure that the personal delivery device, upon entering on a highway, yield the right-of-way to motor vehicles.

History: 1973 c. 182; 1977 c. 208, 288; 1979 c. 197; 1985 a. 69; 1995 a. 138; 2001 a. 90; 2009 a. 22, 97; 2017 a. 13.

346.803 Riding bicycle or electric personal assistive mobility device on bicycle way.

(1) Every person operating a bicycle or electric personal assistive mobility device upon a bicycle way shall:

(a) Exercise due care and give an audible signal when passing a bicycle or electric personal assistive mobility device rider or a pedestrian proceeding in the same direction.

(b) Obey each traffic signal or sign facing a roadway which runs parallel and adjacent to a bicycle way.

(2) Every person operating a bicycle or electric personal assistive mobility device upon a bicycle way open to 2-way traffic shall ride on the right side of the bicycle way.

(3) Every operator of a bicycle or electric personal assistive mobility device entering a bicycle way shall yield the right-of-way to all bicycles and pedestrians in the bicycle way.

(4) Except as provided in s. 349.236 (1) (bm), a person may operate an electric personal assistive mobility device upon any bicycle path.

History: 1973 c. 182; 2001 a. 90.

346.804 Riding bicycle on sidewalk. When local authorities under s. 346.94 (1) permit bicycles on the sidewalk, every person operating a bicycle upon a sidewalk shall yield the right-of-way to any pedestrian and shall exercise due care and give an audible signal when passing a bicycle or electric personal assistive mobility device rider or a pedestrian proceeding in the same direction.

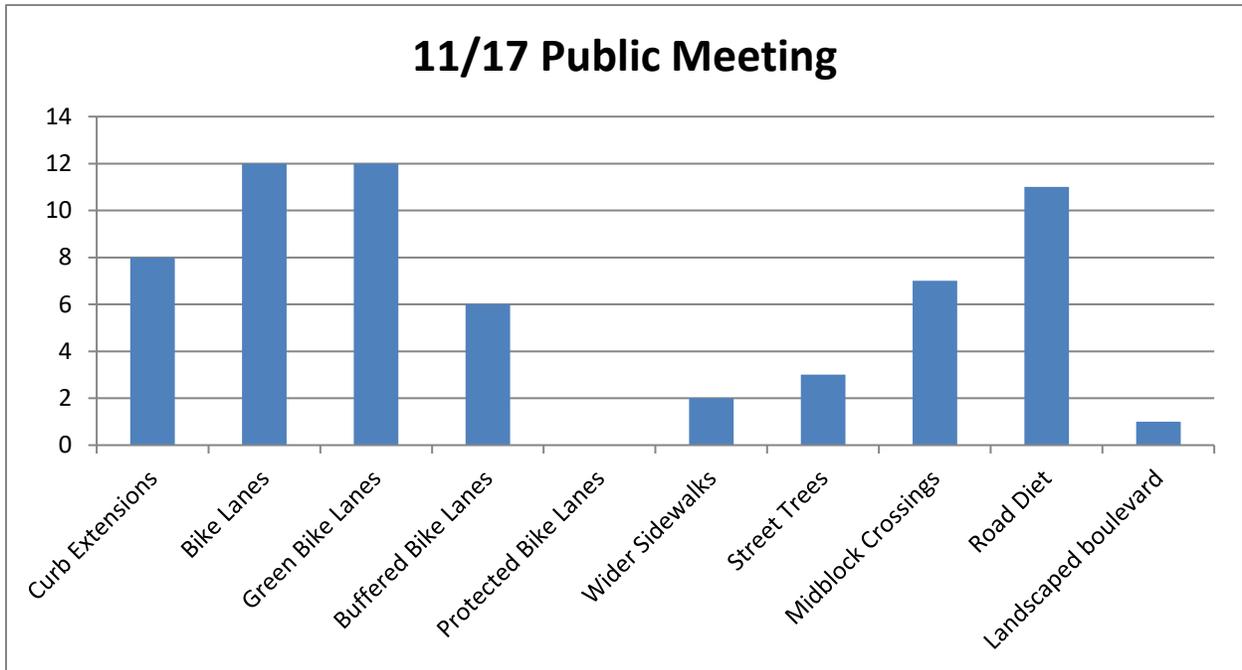
History: 1973 c. 182; 2001 a. 90.

346.805 Riding electric personal assistive mobility device on sidewalk. Except as provided in ss. 346.94 (18) (a) 2. and 349.236 (1) (b), a person may operate an electric personal assistive mobility device upon any sidewalk. Every person operating an electric personal assistive mobility device upon a sidewalk shall yield the right-of-way to any pedestrian or bicyclist and shall exercise due care and give an audible signal when passing a bicycle or other electric personal assistive mobility device or a pedestrian proceeding in the same direction.

Appendix E

Public Comments from first public meeting regarding bike and pedestrian plan

100% of respondents supported green bike lanes; 11 of 12 respondents supported the 4-3 lane safety conversion (road diet)



12 surveys were returned

7 of 12 also stated that they would support increased public funding for sidewalk improvements

Appendix F

Bike and Pedestrian Counts Fall 2017

Sunday, October 8, 2017

3 PM – 4 PM

Weather: 68* F, Partly sunny with 9-14 mph SE winds

Location: Stower Seven Lakes Trail – west of Trailhead in Amery, Wisconsin

Activity	Male	Female	Child	Helmet	Total
Walkers	5	12			17
Bicyclists	10	14	8	12	24

Notes: Screen line method was used. No individual (walking or bicycling) was identified as having been counted more than once. Hence, those that were counted close to 3 PM were on the trail for an hour or more.

According to data collected through the National Bicycle and Pedestrian Documentation Project, October represents an average month for bicycling and walking, and Sunday tends to be a less popular day for bicycling than Saturday⁴. The 3 PM to 4 PM is not the peak hour for weekend cycling or walking but may represent as much as 6 percent of the daily use. Based on national data we can estimate that if the weekend represents half of all bicycling activity on an average week, with Sunday accounting for 1/4th of the total (50% of the weekend) and if October accounts for 1/12th of the annual total – consistent with national findings⁵, then approximately 19,200 people bike on this trail on an annual basis and 13,536 use it for walking (during winter months walking would also include snowshoeing and skiing).

$$24 \times 0.06 \times 0.25 \times 0.8333 = 19,200$$

$$17 \times 0.06 \times 0.25 \times 0.8333 = 13,536$$

Total estimated annual use: 32,736

⁴ Nevertheless for the purposes of this estimate we will assume that Sunday and Saturday are equally popular days for walking and bicycling

⁵ It is recommended that counts are conducted 3 to 4 times per year at varying times, including a 12 hour count during a peak day in September, consistent with the National Bicycle and Pedestrian Documentation Project developed by the Institute of Traffic Engineers (ITE) and Alta Planning and Design.