Viroqua
Growing Forward

Bicycle and Pedestrian Plan

Community Engagement Report

May 13, 2024

Key Findings and Strategies for Engaging Community Members

Community members sharing feedback at an open house on February 15, 2024

Contents

INTRODUCTION

The purpose of this community engagement report is to summarize the approach to, and results of, engaging community members around the Viroqua Bicycle and Pedestrian Plan (Plan). Community input resulted in key findings used to develop plan recommendations and implementation strategies, as shown in Figure A.1.

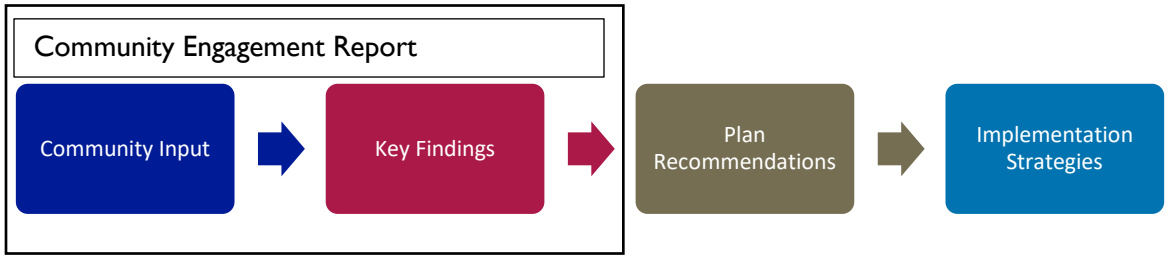


Figure A.1. The Plan development process begins with community input that informs key findings. These then lead to Plan recommendations and implementation strategies.

In 2023 and 2024, there were approximately 624 participant interactions that resulted in recorded input.

- 20 participant interactions at an Advisory Committee meeting *(Strategy A)*
- 247 participant interactions submitted through a Wish List *(Strategy B)*
- 350 participant interactions using an online and paper survey *(Strategy C)*
- 7 participant interactions at school walks *(Strategy D)*

KEY FINDINGS

1) **There is an unusually high level of community support and engagement around bicycling and walking.** The Advisory Committee identified community support as the top strength regarding bicycling and walking in Viroqua (see page A-5). The level of engagement during the community engagement process was more than double the level compared to 15 other communities where similar bicycle and/or pedestrian plans have been completed. Over 600 participant interactions in a town with a population of 4,500 is unusually high (see page A-45). The general sense is that bicycling and walking is better in Viroqua than similar communities, and there are many destinations within easy biking and walking distance (see page A-15).
2) **The biggest need for bicycling and walking is new facilities.** The Advisory Committee identified a lack of infrastructure as the top weakness and threat regarding bicycling and walking in Viroqua (see page A-5). The biggest desire from the community during the "Wish List" engagement strategy was new facilities both generally and along specific streets and intersections (see page A-6). The top "additional comment" during the survey engagement strategy was the desire for new bicycling and walking facilities (see page A-25). The worst ranked condition for bicycling or walking was bike racks for parking (see page A-15). Finally, many new facility needs were identified during the school walks (see pages A-41 and A-42).
3) **Connections to schools, parks, and natural areas are the highest priority.** The most important destinations identified for bicycling and walking were the two school campuses (see page A-8). When asked why bicycling or walking is important, the top priority was kids (see page A-24). The top reason people are currently bicycling or walking in Viroqua is to get exercise and go to parks (see page A-14). One of the lowest rated conditions for bicycling or walking is connections to parks and natural areas (see page A-15), illustrating the need to focus on these types of connections.
4) **People want more separation between motorists and bicyclists/pedestrians.** When shown images of various bicycling and walking facilities in Viroqua, people preferred options with the most physical separation from motorists (see pages A-16 through A-19). The top streets and intersections identified for improvement were locations with the highest amounts of motor vehicle traffic (see pages A-20 through A-22). At recently changed intersections on Main Street, people preferred changes that reduced conflicts and raised awareness of crossing pedestrians and bicyclists (see pages A-26 through A-32).

STRATEGIES FOR ENGAGING COMMUNITY MEMBERS

The Viroqua Bicycle and Pedestrian Plan is intended to reflect the priorities of the community. As a result, engagement strategies were not only geared toward people who care deeply about bicycling or walking, but also those who have a more limited interest. Strategies were varied to match the amount of time people have to participate in a community engagement process.

Strategy A: Advisory Committee

The first strategy for engaging community members was an Advisory Committee kickoff meeting which took place on November 20, 2023, as shown in Figure A.2. The Viroqua Bicycle and Pedestrian Plan Advisory Committee's first meeting gave residents with varying interests the opportunity to share their input on bicycling and walking issues. The committee was made up of the following members:

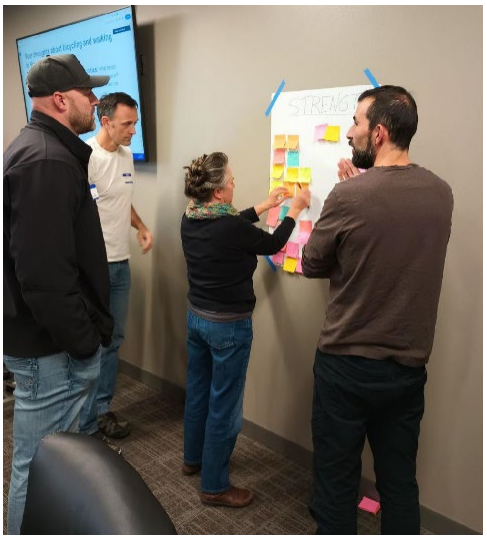


Figure A.2. Approximately 20 community members were engaged at the kickoff meeting of the Advisory Committee on November 20, 2023.

Organization or Interest Group	Representative
City Plan Commission	Sonya Newenhouse
Historic Preservation Commission	Lucy Danforth
Local business owner or Chamber Main Street employee/board member	Chris Clemens
Mayoral appointee	Tim Keneipp
Member of the National Interscholastic Cycling Association	Gibson Wade
Member of the National Interscholastic Cycling Association	Calleigh Anderson
Parent who walks or bikes their child to school	Krista Browne
Parks & Recreation Director	Kale Proksch
Person who uses an assistive device	Ashley Parkhurst
Police Department	Rick Niedfeldt
Public Works Committee	Todd Kirking
Resident who primarily bikes for transportation	Jennifer Morales
Resident who primarily drives for transportation	Roger Call
Resident who primarily walks for transportation	Ann Altland
School staff representative	Jordan Marshall
Senior who regularly walks or bikes	Charlie Knower
Spanish speaking resident	Fede Escobar
UW Extension	Hannah Altimus
Vernon County Aging and Disability Resource Center	Brenda Olson
Vernon Trails	Alycann or Pete Taylor
Viroqua Tourism Commission	Justin Miller
Viroqua Westby Trail Committee	Arthur Bernstein
Youth Initiative High School	Rose Marinsen-Burrell

Advisory Committee members were asked to share four categories of thought related to bicycling and walking:

1) **Strengths (see Figure A.3)**
    a. What are you proud of?
    b. What do other communities see as your strengths?
2) **Weaknesses**
    a. What could Viroqua improve?
    b. Where are there fewer resources than other communities?
3) **Opportunities**
    a. What trends could Viroqua take advantage of?
    b. How can strengths be turned into opportunities?
4) **Threats**
    a. What could harm the development of bicycling and walking in Viroqua?

Advisory committee members individually brainstormed ideas under each category, and then worked in small groups to categorize them. Each person then voted on their top priorities:

Figure A.3. Strengths identified by Advisory Committee members were categorized and voted on.

Category	Sub-categories (votes)
Strengths	• **Community support (13)** • Recognized cycling destination (11) • Small town (5) • Existing infrastructure (2)
Weaknesses	• **Infrastructure/build (29)** • Enforcement (7) • Education (4) • Cultural/topographic (0)
Opportunities	• **Facility/safety improvements (17)** • Marketing (12) • Connections with parks (10) • Education (7) • E-bikes (5) • Planning (2)
Threats	• **Lack of infrastructure (12)** • Cultural issues (7) • Education (6) • Resources (4) • Potential hazards (0)

Strategy B: Wish List

Many people do not have time to complete a survey or attend an open house. For that reason, the project team created a "wish list" board with post-it notes (see Figure A.4) and placed it at the following locations in October, November, and December of 2023:

- Nelson's Agri-Center
- Viroqua Farmers' Market
- Viroqua Food Co-op
- Viroqua Public Library

Respondents were presented with the following prompt:

Bicycling and Walking (including Safe Routes to School) Wish List – write your ideas on a post-it!

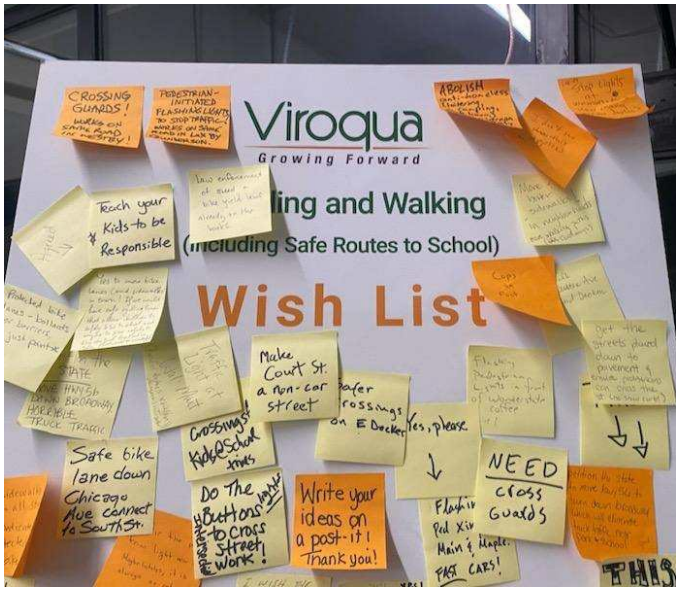


Figure A.4. Wish list ideas from community members.

247 wish list ideas were submitted and are summarized in Figure A.5. The top three wishes were:

1. New/improved facilities on specific routes/intersections (60/247, or 25%)
2. Expanded bicycling and walking network (52/247, or 21%)
3. Amenities (51/247, or 21%)

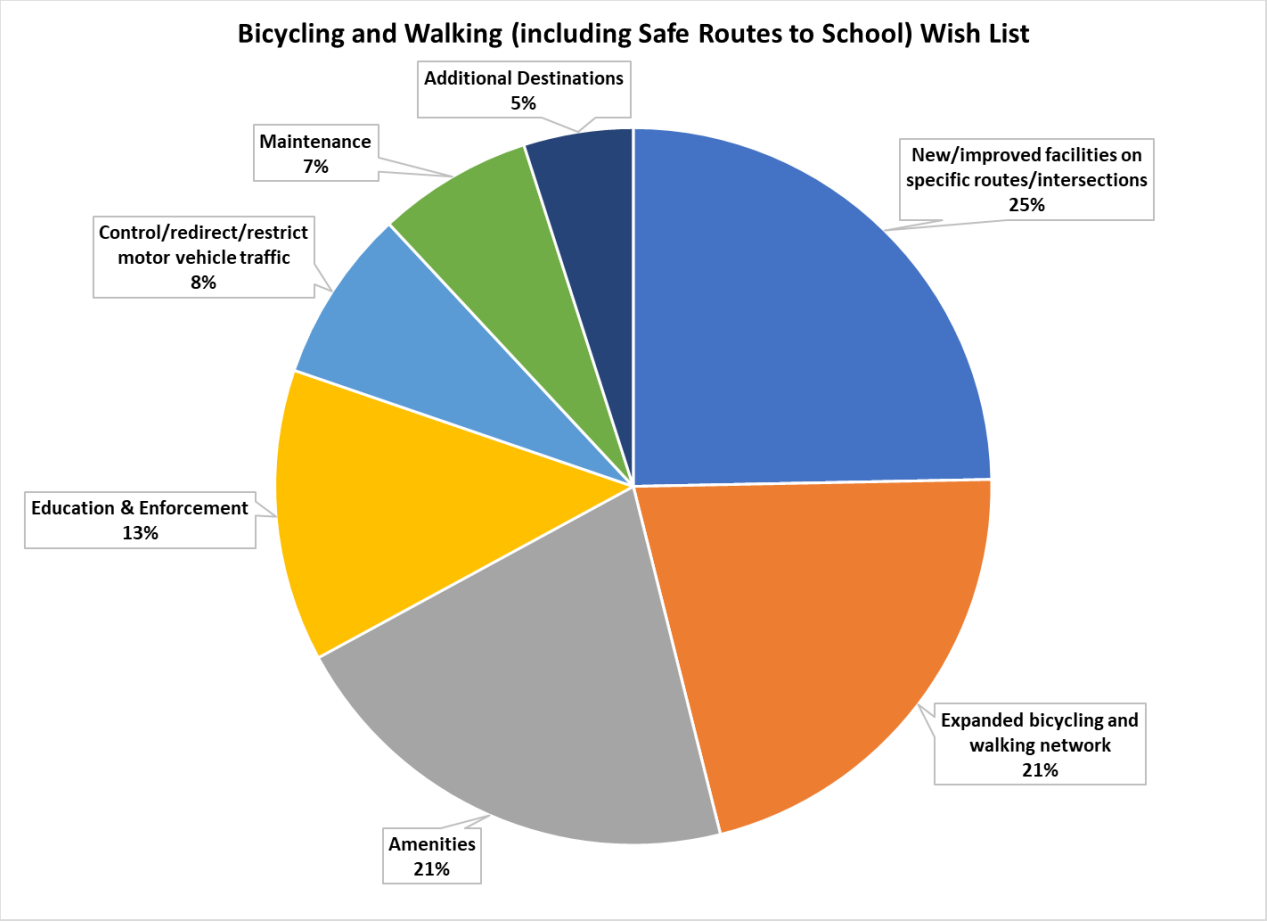


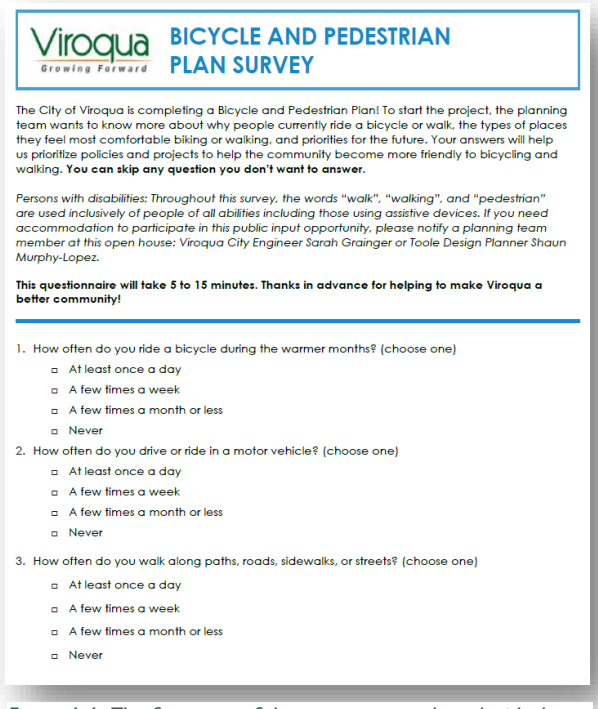
Figure A.5. Pie chart showing top wishes for bicycling and walking.

Strategy C: Surveys and Open House

After soliciting "wish list" ideas, the project team asked for community input using paper and online surveys, as shown in Figure A.6. The paper survey was available at the Viroqua Public Library during most of January and February of 2024. The online survey was available at https://tooledesign.github.io/Viroqua_Bike_Ped/ during the same period. The paper and online surveys were identical to allow results to be combined.

Links to the online survey were shared with community members through the project website, email newsletters, the City of Viroqua Facebook page, and postcards left at community gathering spots. Approximately 350 surveys were completed.

The paper survey was also made available at an open house on February 15, 2024, held at Viroqua City Hall. 22 people attended the open house.



Viroqua Growing Forward

BICYCLE AND PEDESTRIAN PLAN SURVEY

The City of Viroqua is completing a Bicycle and Pedestrian Plan! To start the project, the planning team wants to know more about why people currently ride a bicycle or walk, the types of places they feel most comfortable biking or walking, and priorities for the future. Your answers will help us prioritize policies and projects to help the community become more friendly to bicycling and walking. **You can skip any question you don't want to answer.**

Persons with disabilities: Throughout this survey, the words "walk", "walking", and "pedestrian" are used inclusively of people of all abilities including those using assistive devices. If you need accommodation to participate in this public input opportunity, please notify a planning team member at this open house: Viroqua City Engineer Sarah Grainger or Toole Design Planner Shaun Murphy-Lopez.

This questionnaire will take 5 to 15 minutes. Thanks in advance for helping to make Viroqua a better community!

1. How often do you ride a bicycle during the warmer months? (choose one)
   - ☐ At least once a day
   - ☐ A few times a week
   - ☐ A few times a month or less
   - ☐ Never
2. How often do you drive or ride in a motor vehicle? (choose one)
   - ☐ At least once a day
   - ☐ A few times a week
   - ☐ A few times a month or less
   - ☐ Never
3. How often do you walk along paths, roads, sidewalks, or streets? (choose one)
   - ☐ At least once a day
   - ☐ A few times a week
   - ☐ A few times a month or less
   - ☐ Never

Figure A.6. The first page of the paper survey shared with the community.

MAPPING

Respondents were invited to identify important destinations, dangerous intersections, and needed paths or sidewalks. Maps were made available both in paper and online (see Figure A.7). Residents submitted a total of:

- 131 important destinations for bicycling or walking
- 71 dangerous intersections for bicycling or walking
- 65 needed bike lanes or paths for bicyclists
- 81 needed sidewalks or paths for pedestrians

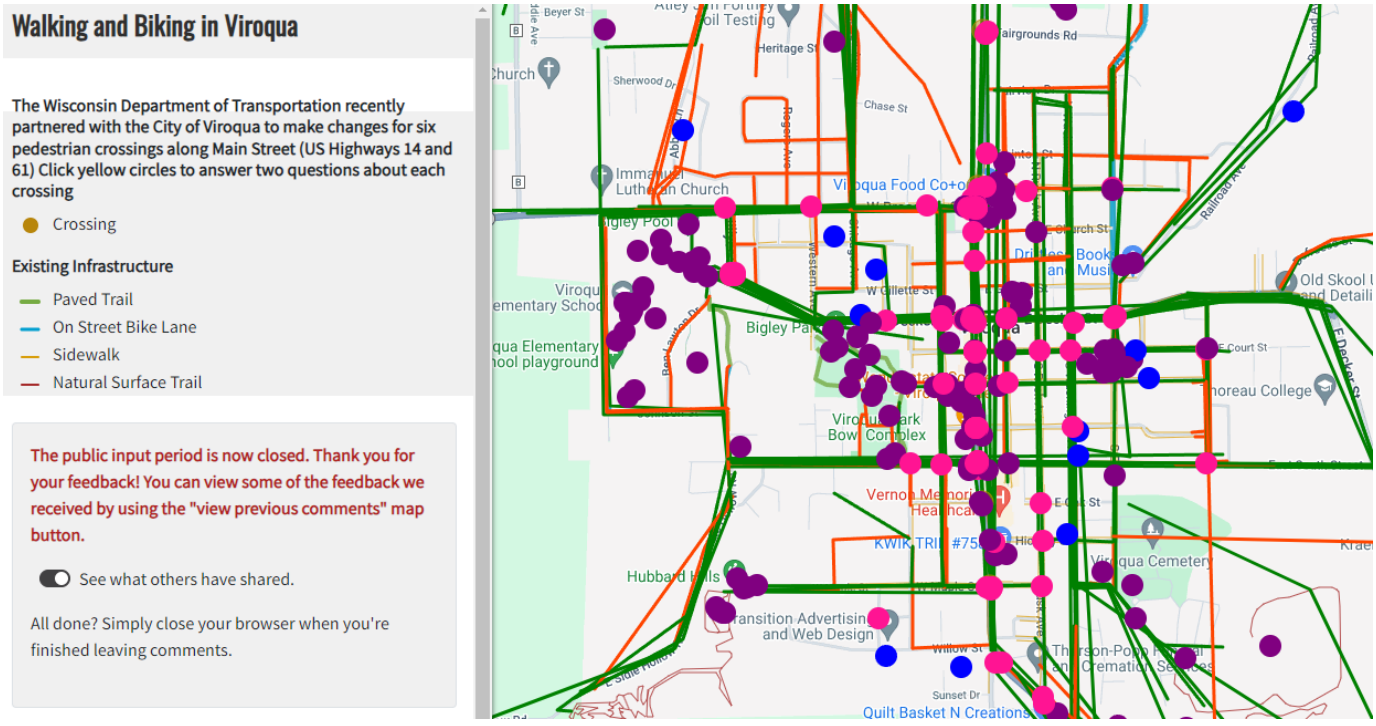


Figure A.7. A screen capture of the online map asking for input on important destinations, dangerous intersections, and needed paths or sidewalks.

Important Destinations

The map shown in Figure A.8 summarizes the 131 important destinations respondents identified for bicycling or walking. The three largest concentrations of destinations were the Viroqua Area Schools campus, the Pleasant Ridge Waldorf/Youth Initiative school campus, and McIntosh Memorial Library.

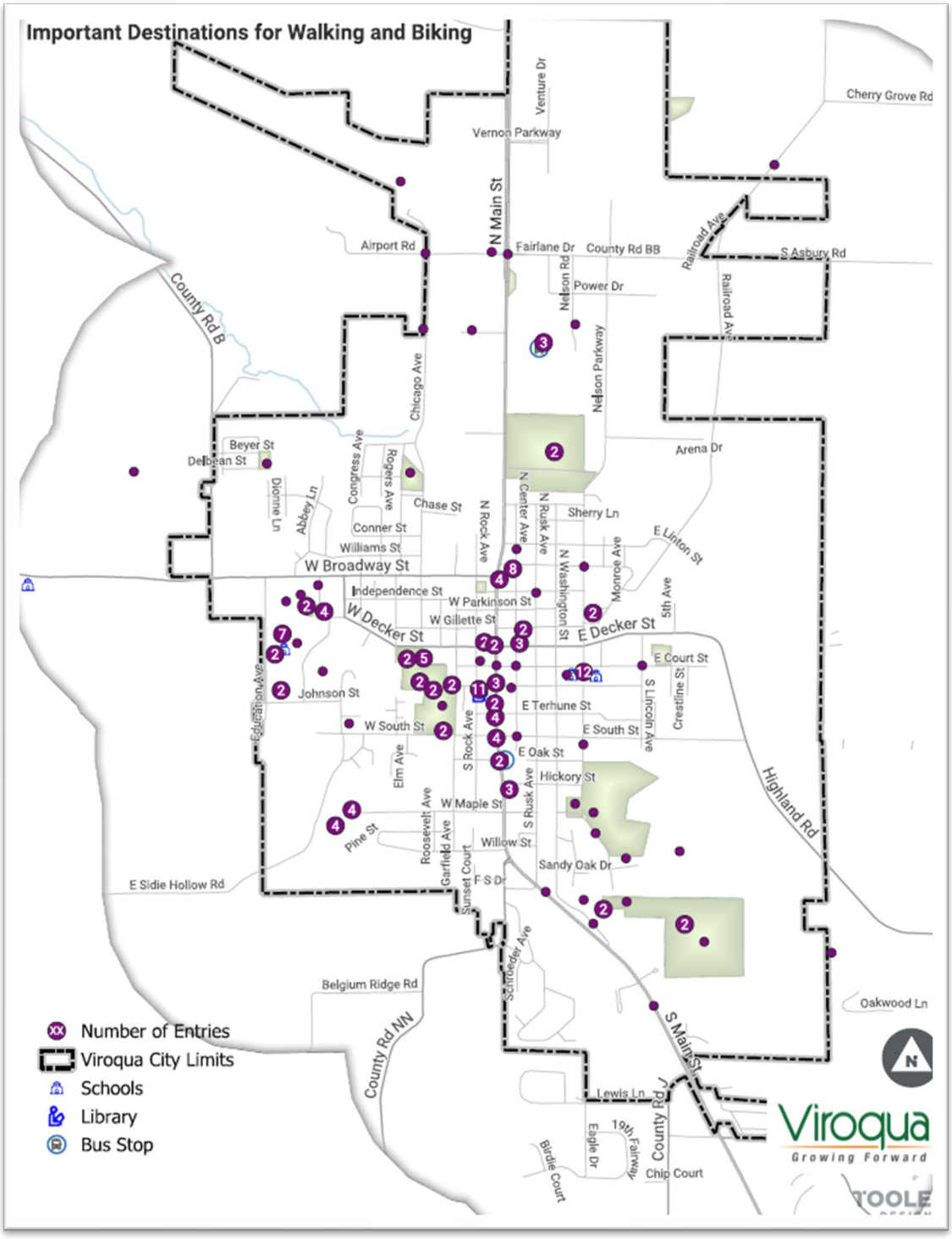


Figure A.8. Respondents were asked to place points at important destinations for bicycling or walking.

Dangerous Intersections

The map shown in Figure A.9 summarizes the 71 intersections respondents identified as dangerous for bicycling or walking. The most dangerous intersection was Main Street with W Broadway Street, followed by Main Street with Decker Street.

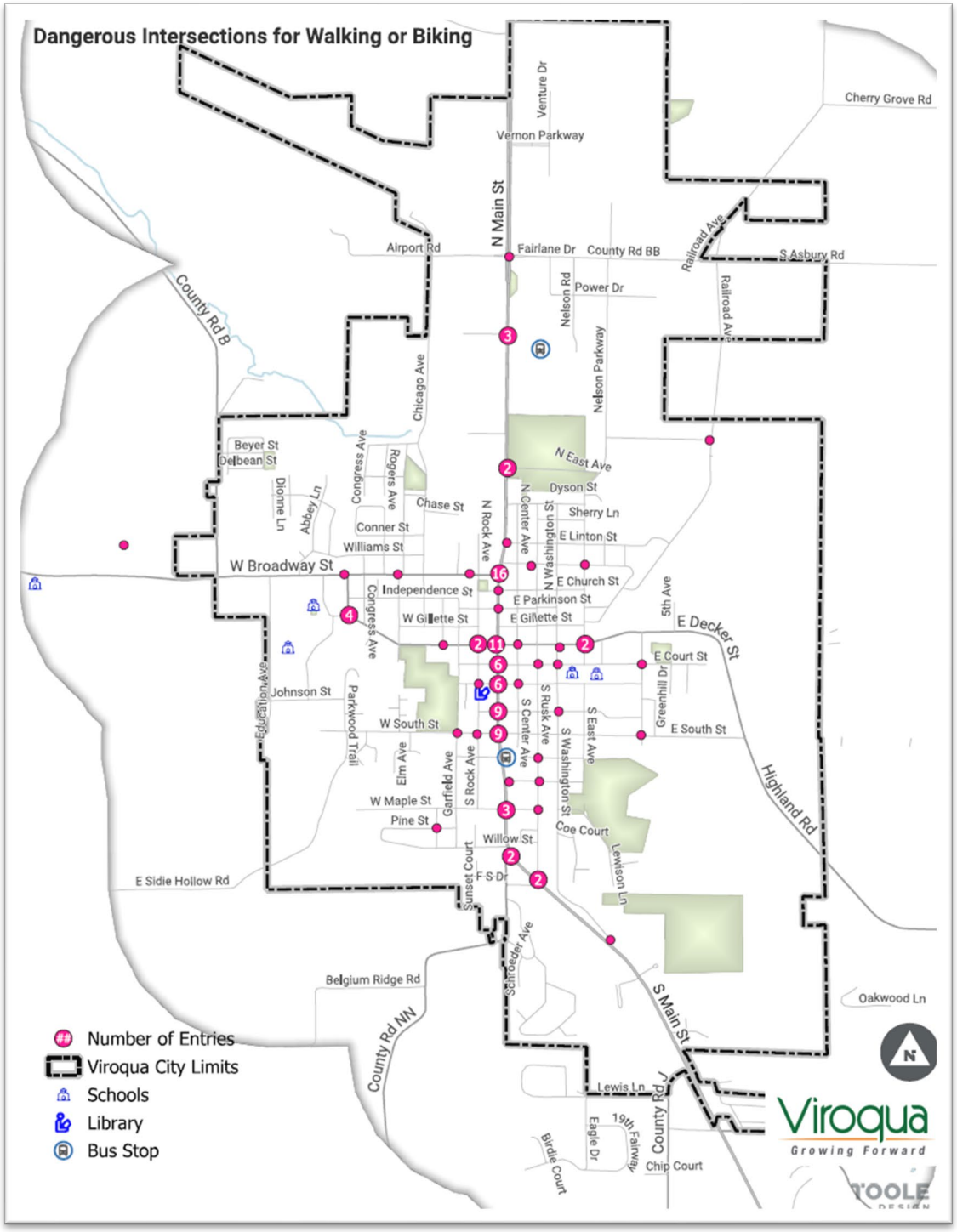


Figure A.9. Respondents were asked to place points at dangerous intersections for bicycling or walking.

Needed Bike Lanes or Paths

The map shown in Figure A.10 summarizes the 65 routes where respondents reported bike lanes or paths were needed for bicyclists. The most needed bike lanes or paths run along:

- Airport Road/County Highway BB
- Chicago Avenue
- Decker Street
- Main Street
- Washington Street

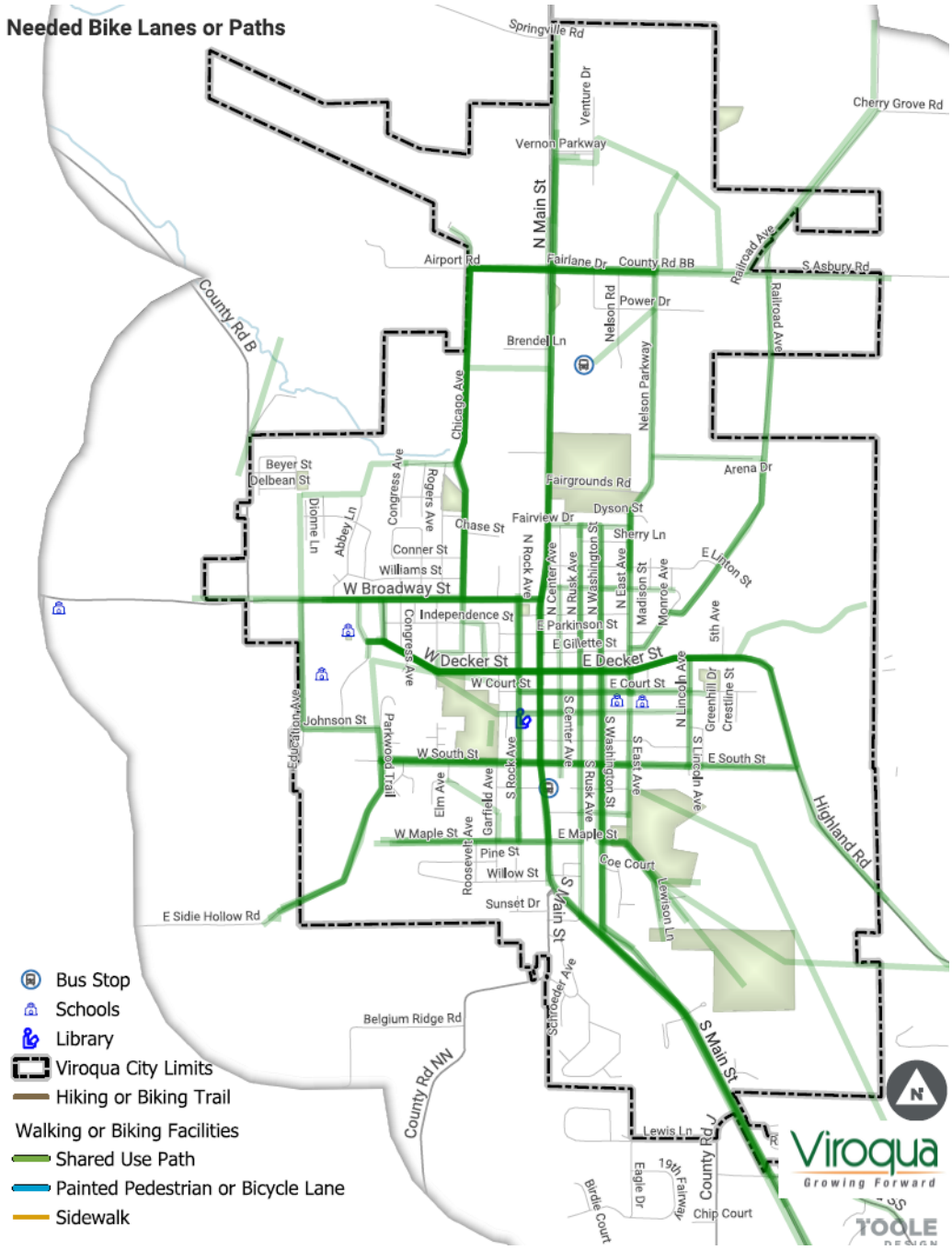


Figure A.10. Respondents were asked to draw lines where bike lanes or paths were needed for bicyclists.

Needed Pedestrian Sidewalks or Paths

The map shown in Figure A.11 summarizes the 81 routes where respondents reported sidewalks or paths were needed for pedestrians. The most needed sidewalks or paths run along:

- Airport Road
- Chicago Avenue
- S Main Street
- W Broadway Street

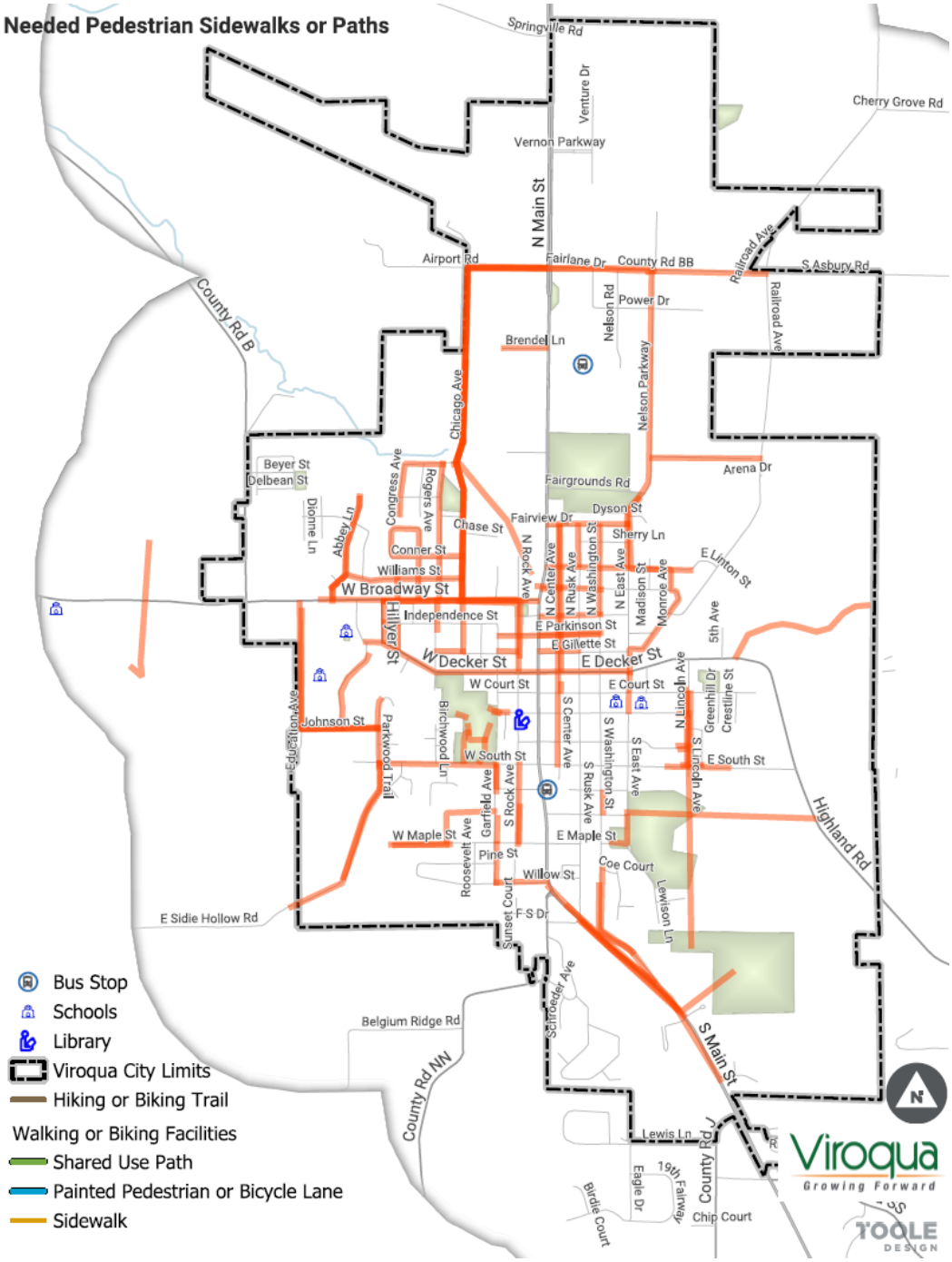


Figure A.11. Respondents were asked to draw lines where sidewalks or paths were needed for pedestrians.

WALKING/BICYCLING/DRIVING FREQUENCY

Respondent were asked the following questions about the frequency with which they traveled.

- *How often do you walk along paths, roads, sidewalks, or streets?*
- *How often do you ride a bicycle during the warmer months?*
- *How often do you drive or ride in a motor vehicle?*

Respondents reported their most common mode of transport on a daily basis was walking, followed by driving and bicycling (Figure A.12).

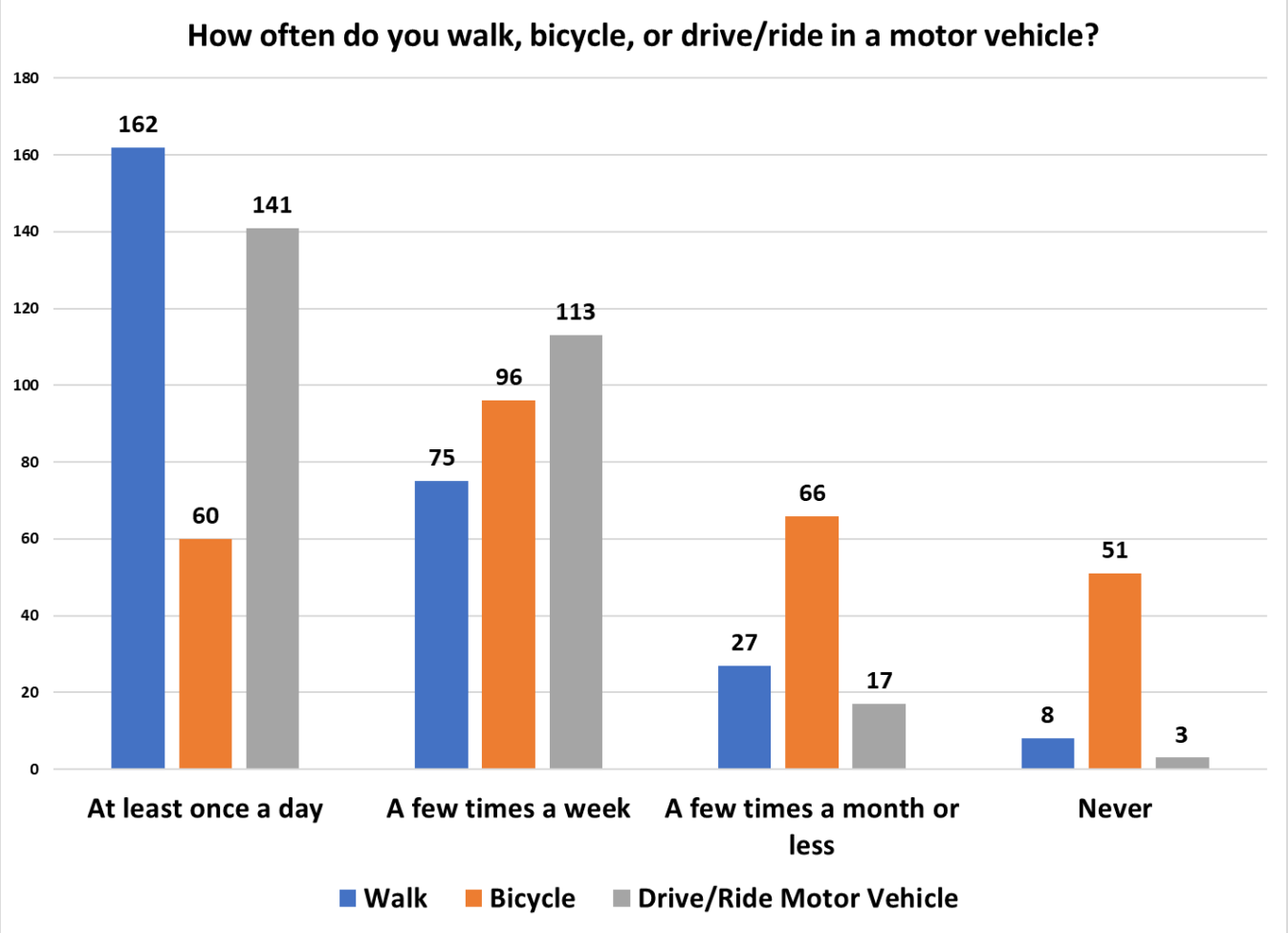


Figure A.12. Frequency with which participants in the Viroqua public engagement activities reported walking, bicycling, or driving/riding in a motor vehicle.

PRIMARY MODE OF TRANSPORTATION FOR IMPROVEMENT

48% of respondents reported that the primary mode of transportation they would like to see improved in Viroqua is bicycling. This was followed by 35% choosing walking as their primary mode for improvement. The remaining 17% of respondents chose driving as their primary mode.

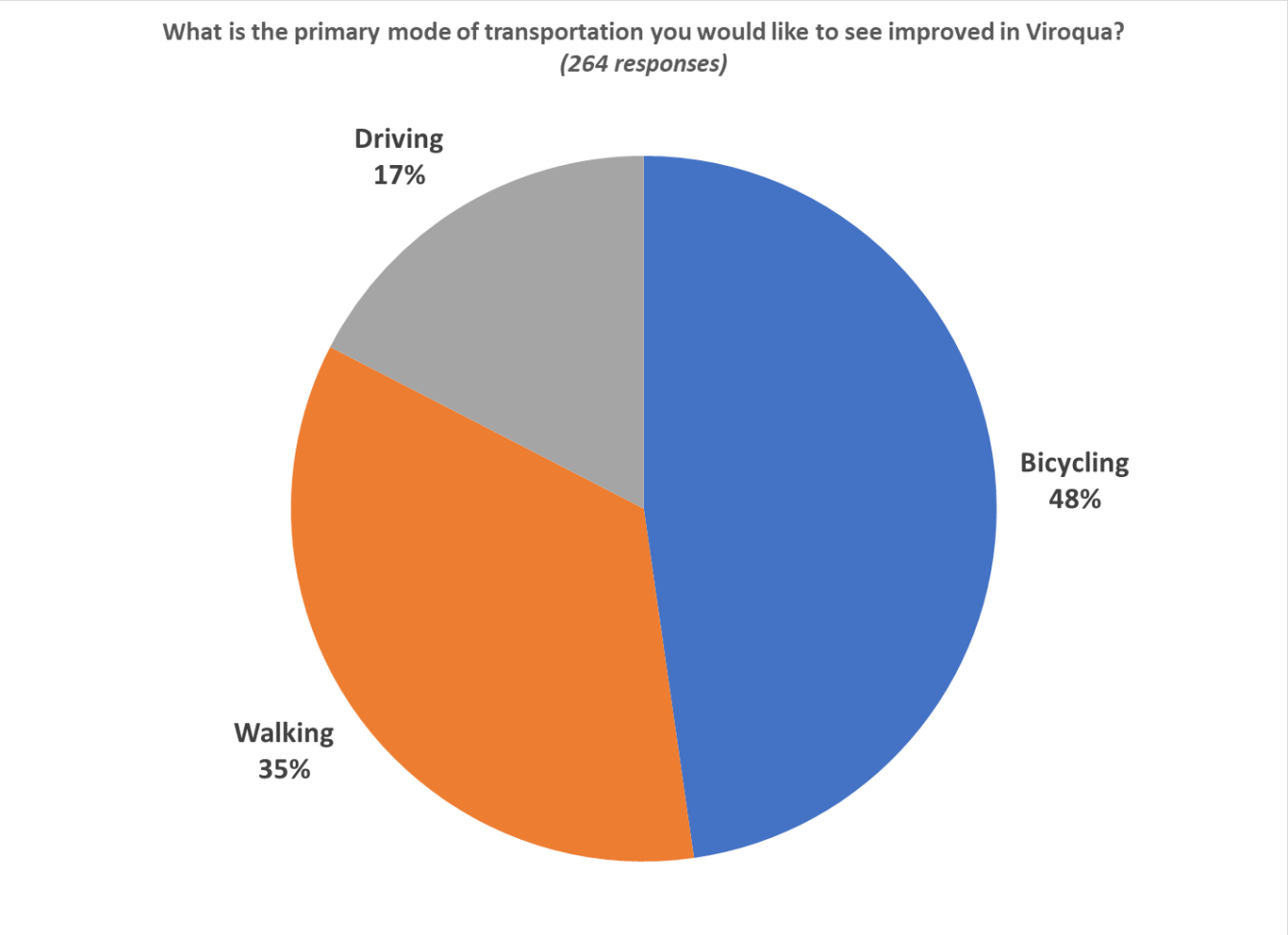


Figure A.13. Respondents in the Viroqua public engagement activities shared their primary mode of transportation for improvement (answered by 264 participants).

REASONS FOR BICYCLING OR WALKING

Respondents were asked about the most common reasons they bike or walk. The nine categories and number of responses included:

1. Getting exercise, including going to parks – 222
2. Going to community services (e.g., financial, library, medical, municipal) – 156
3. Shopping at stores and/or outdoor markets – 149
4. Going out to eat/drink/hear live music at bars/restaurants/community festivals – 148
5. Visiting friends or relatives – 106
6. Dog walking – 83
7. Going to work – 81
8. Going to school – 46
9. Other - 18

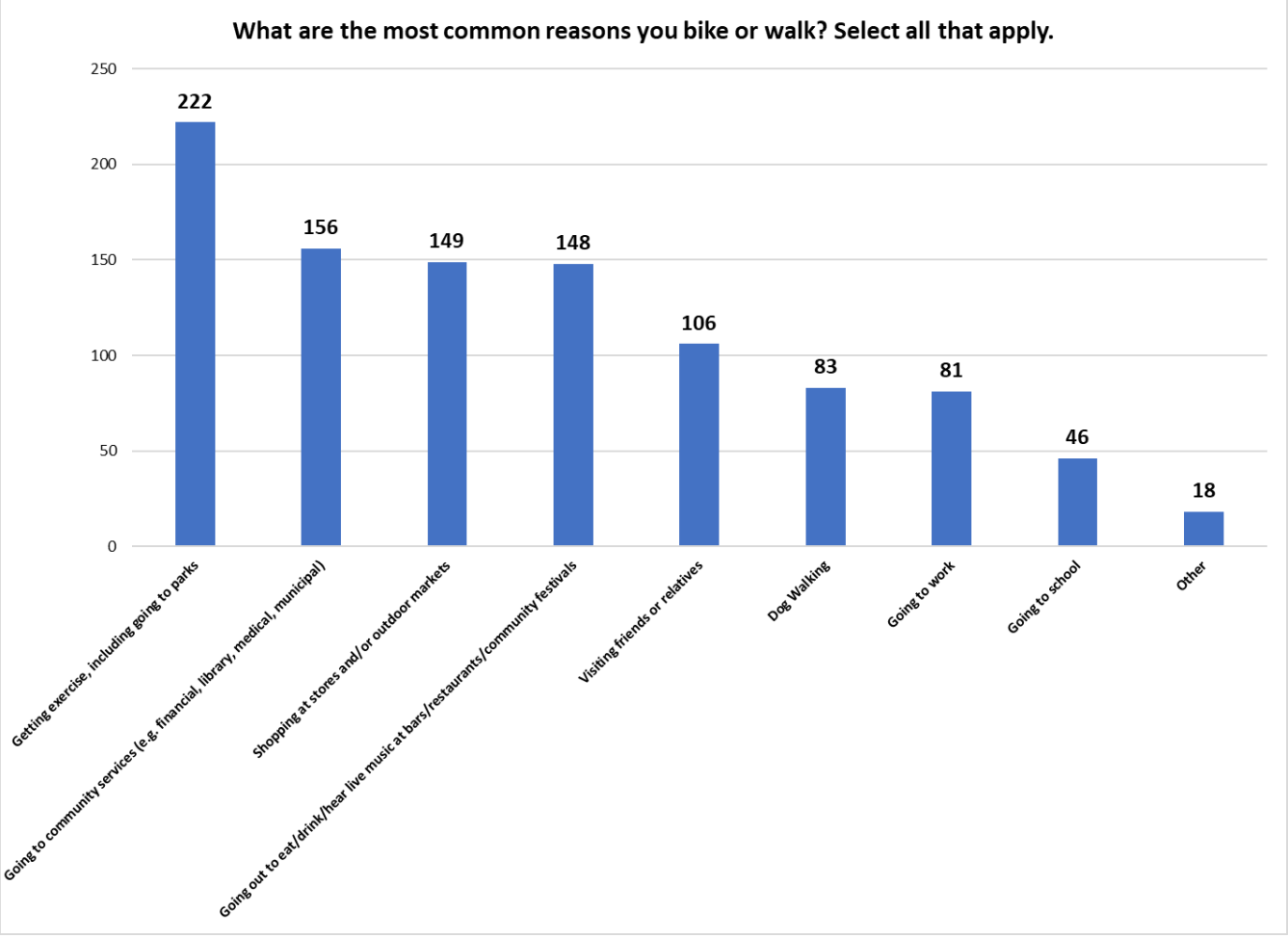


Figure A.14. Bar chart showing reasons for bicycling or walking

CURRENT CONDITIONS FOR BIKING OR WALKING

Respondents were asked to rank a variety of current biking and walking conditions in Viroqua on a five-point scale including Excellent, Good, Acceptable, Not Good, and Bad. Figure A.15 displays the results of respondents who rated each condition as either Excellent or Good. The number of people who responded to each condition varied from 202 for "locations and numbers of bike racks for parking" to 268 for "comfort and safety when using quiet streets."

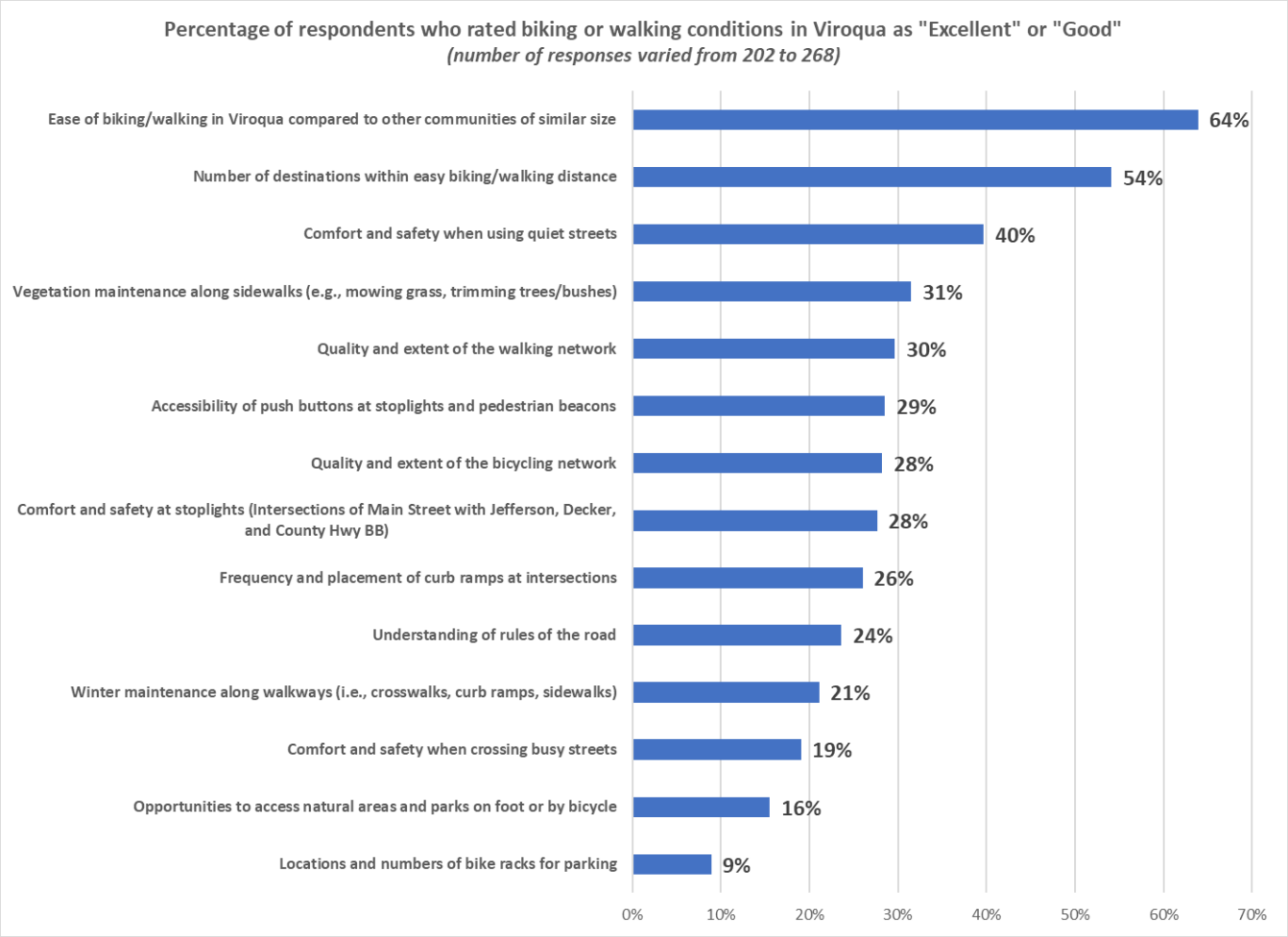


Figure A.15. Summary graph of percentage of respondents who rated each biking or walking condition as Excellent or Good.

WALKING FACILITY PREFERENCES

Respondents were asked to rate their comfort level with walking on various types of facilities. Participants viewed a photo of each walking facility, and then rated each on a five-point scale including Very Comfortable, Comfortable, Acceptable, Uncomfortable, and Very Uncomfortable. Figure A.16 shows the percentage of respondents who ranked each facility as either Very Comfortable or Comfortable. 206 people answered this question.

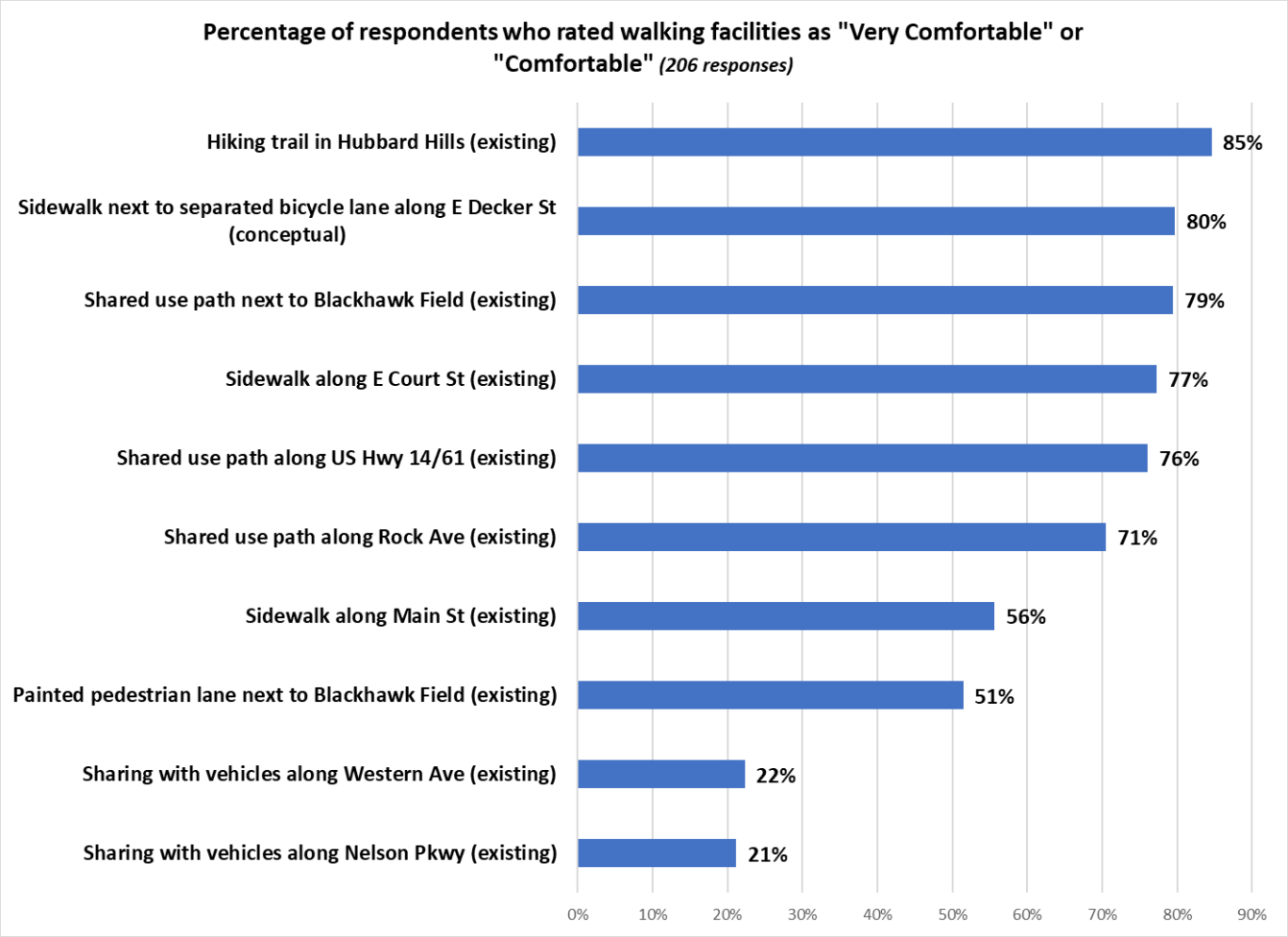
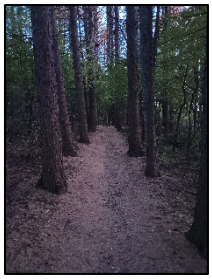
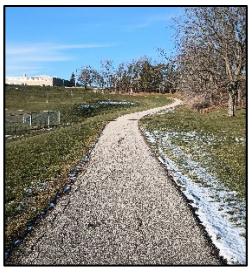


Figure A.16. Summary graph of percentage of respondents who rated each walking facility as 'Very Comfortable' or 'Comfortable'. The images on the following page were included in the survey.



Hiking Trail in Hubbard Hills (85%)

Sidewalk next to separated bike lane along Decker St (80%)



Shared use path next to Blackhawk Field (79%)

Sidewalk along E Court St (77%)

Shared use path along US Hwy 14/61 (76%)

Shared use path along Rock Ave (71%)

Sidewalk along Main St (56%)

Painted pedestrian lane next to Blackhawk Field (51%)

Sharing with vehicles along Western Ave (22%)

Sharing with vehicles along Nelson Pkwy (21%)

BICYCLING FACILITY PREFERENCES

Respondents were asked to rate their comfort level with bicycling on various types of facilities. Participants viewed a photo of each bicycling facility, and then rated each on a five-point scale including Very Comfortable, Comfortable, Acceptable, Uncomfortable, and Very Uncomfortable. Figure A.17 shows the percentage of respondents who ranked each facility as either Very Comfortable or Comfortable. 199 people answered this question.

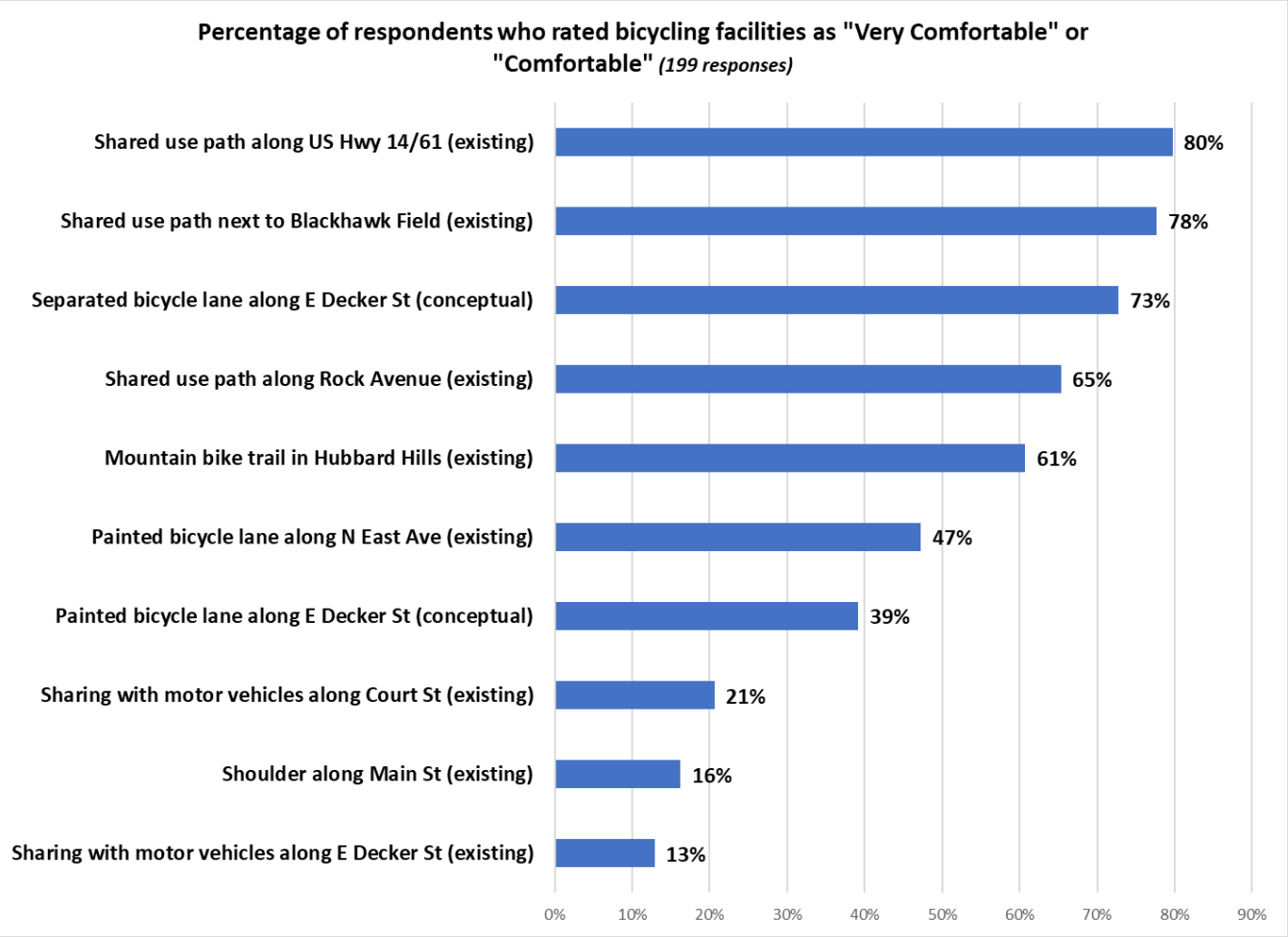


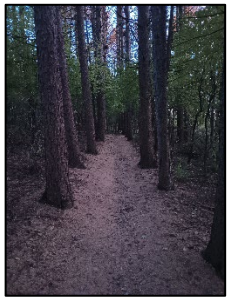
Figure A.17. Summary graph of percentage of respondents who rated each bicycling facility as 'Very Comfortable' or 'Comfortable'. The images on the following page were included in the survey.

Shared use path along US Hwy 14/61 (80%)

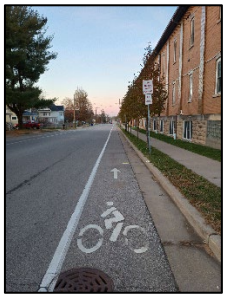
Shared use path next to Blackhawk Field (78%)

Separated bicycle lane along E Decker St (73%)

Shared use path along Rock Ave (65%)



Mountain bike trail in Hubbard Hills (61%)



Painted bicycle lane along N East Ave (47%)

Painted bicycle lane along E Decker St (39%)

Sharing with motor vehicles along Court St (21%)

Shoulder along Main St (16%)

Sharing with motor vehicles along E Decker St (13%)

TOP INTERSECTIONS/STREETS FOR IMPROVEMENT

Respondents were asked the following question and then encouraged to answer with an open-ended written text response:

Imagine you had a magic wand and could instantly change one intersection in Viroqua to make it better for bicycling and/or walking. Which one would you select? What solution/s would you recommend?

138 intersections were suggested, as shown in Figure A.18 (ideas mentioned by only one or two respondents were not included in the chart). The intersection of Main Street and Decker Avenue was the top priority in 35 out of 138 ideas (or 25%), while the intersection of Main Street and Broadway Avenue was the top priority in 30 out of 138 ideas (or 22%).

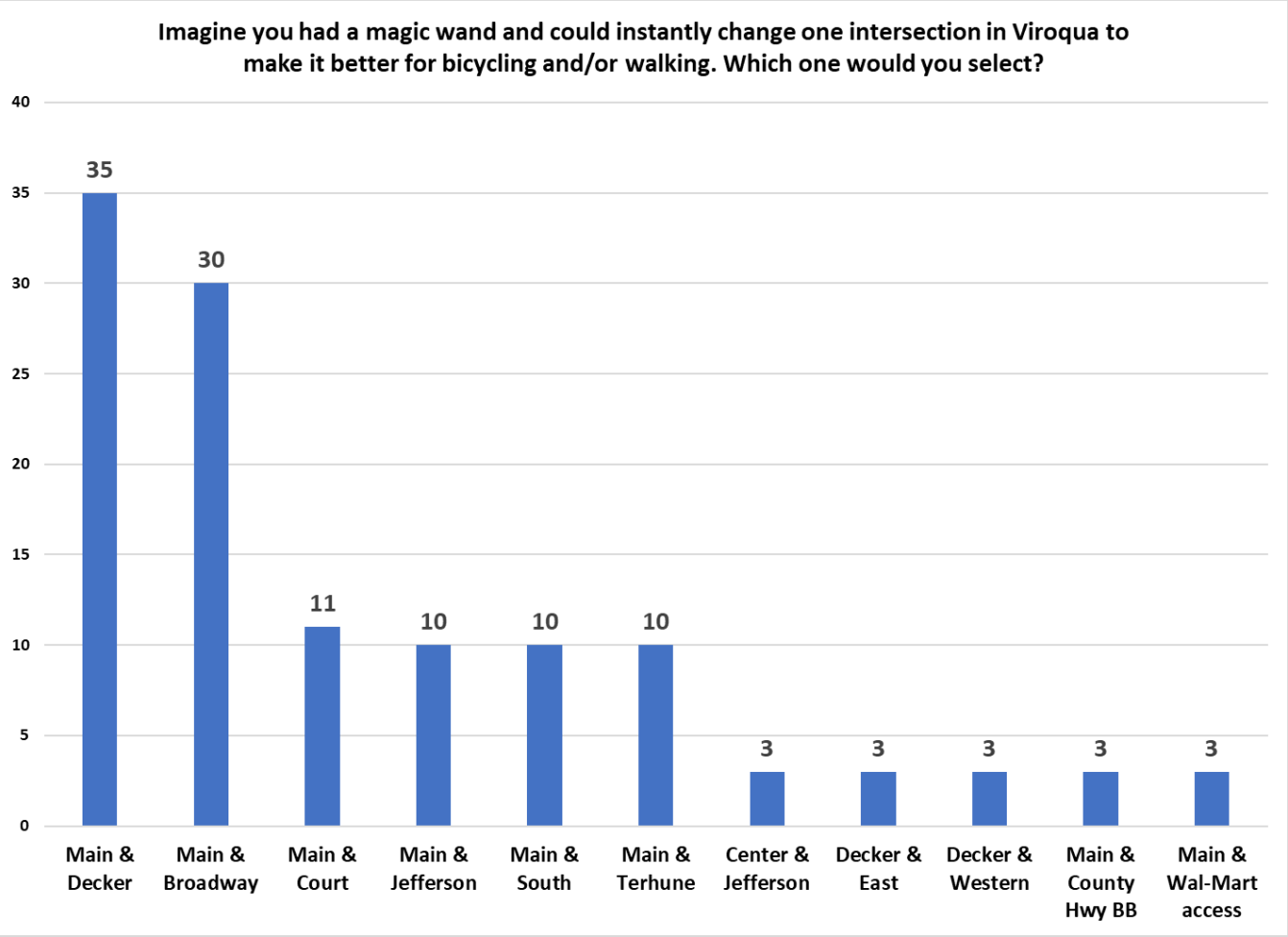


Figure A.18. Column chart showing the top intersections for instant change in Viroqua.

92 intersection solutions were submitted, as shown in Figure A.19 (solutions mentioned by only one or two respondents were not included in the chart). Traffic signals were the top solution from 20 out of 92 submittals, while pedestrian beacons were the top idea from 19 out of 92 submittals.

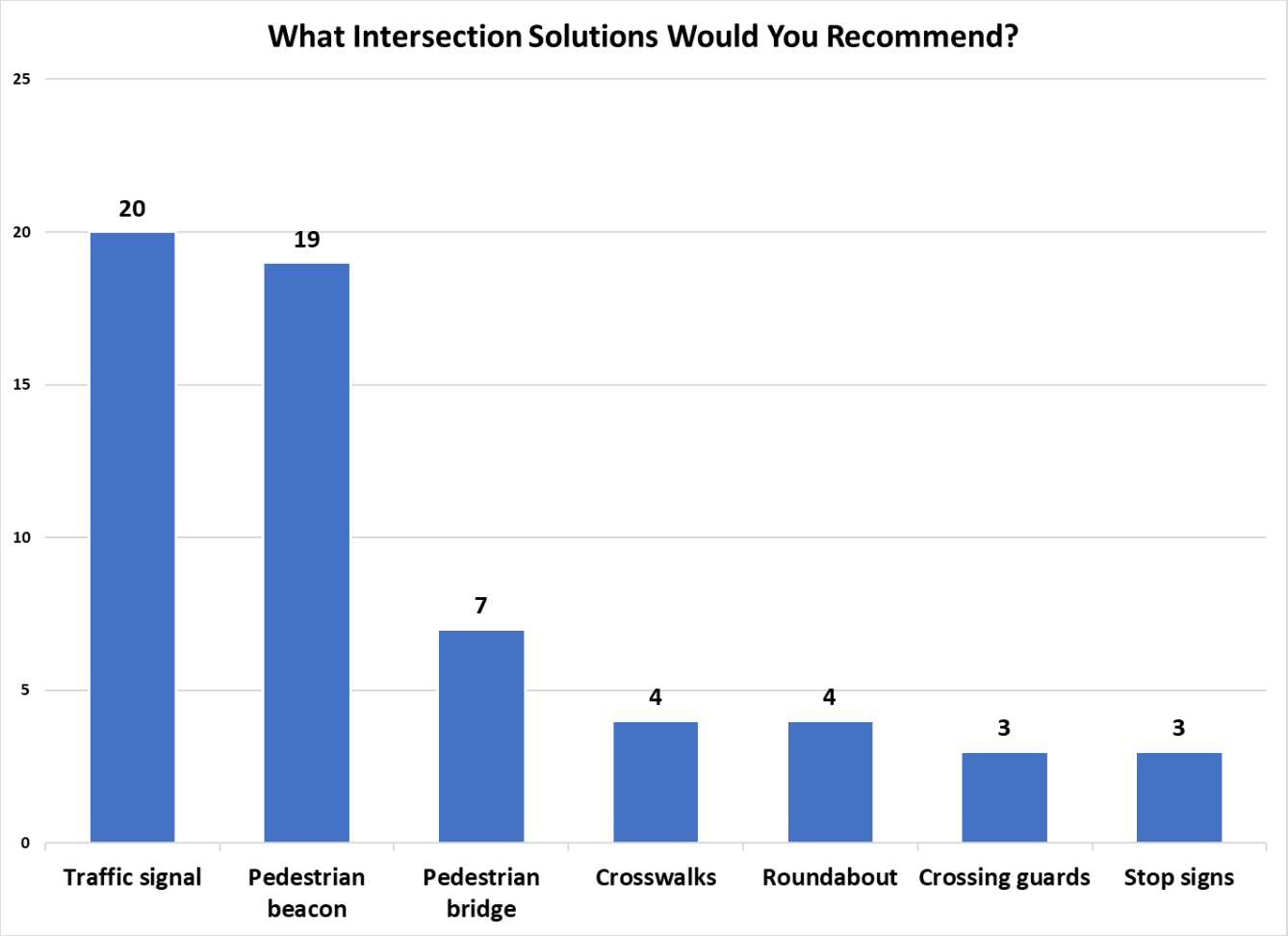


Figure A.19. Pie chart showing the top intersection solutions in Viroqua.

Respondents were asked the following question and then encouraged to answer with an open-ended written text response:

Imagine you had a magic wand and could instantly change one street in Viroqua to make it better for bicycling and/or walking. Which one would you select?

151 streets were suggested as shown in Figure A.20 (ideas mentioned by only one or two respondents were not included in the chart). Main Street was the top priority in 55 out of 151 ideas (or 36%), while Decker Street was the top priority in 33 out of 151 ideas (or 22%).

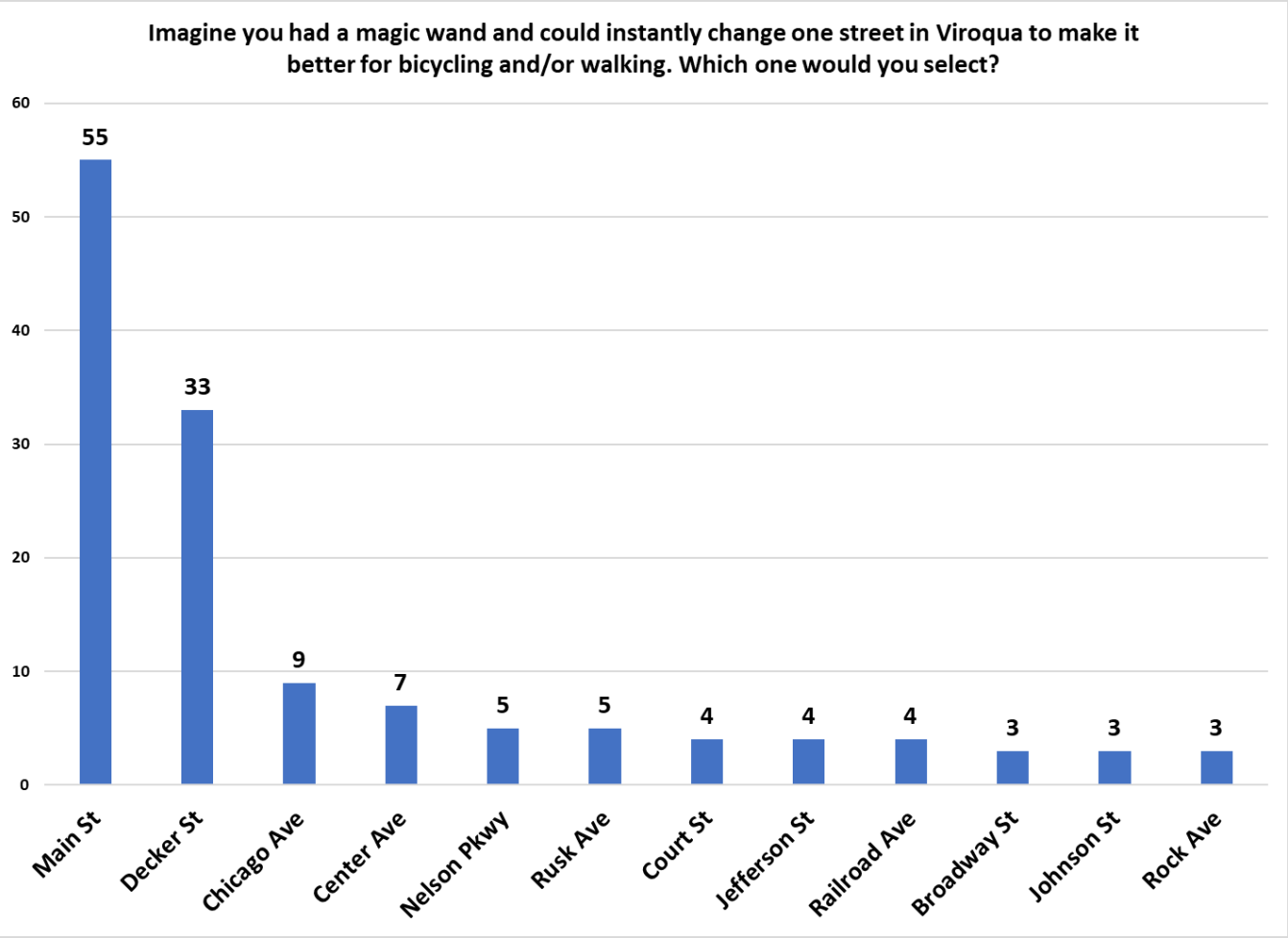


Figure A.20. Column chart showing the top streets for instant change in Viroqua.

VISIONING

Respondents were asked to provide three words to describe their ideal Viroqua bicycling or walking network. 179 people responded with 415 words. Figure A.21 shows the most common visionary words chosen by the individuals. Only words mentioned by six or more respondents were included in the chart. Respondents most said they wanted Viroqua to be safe (74/179, or 41%) and connected (33/179, or 18%).

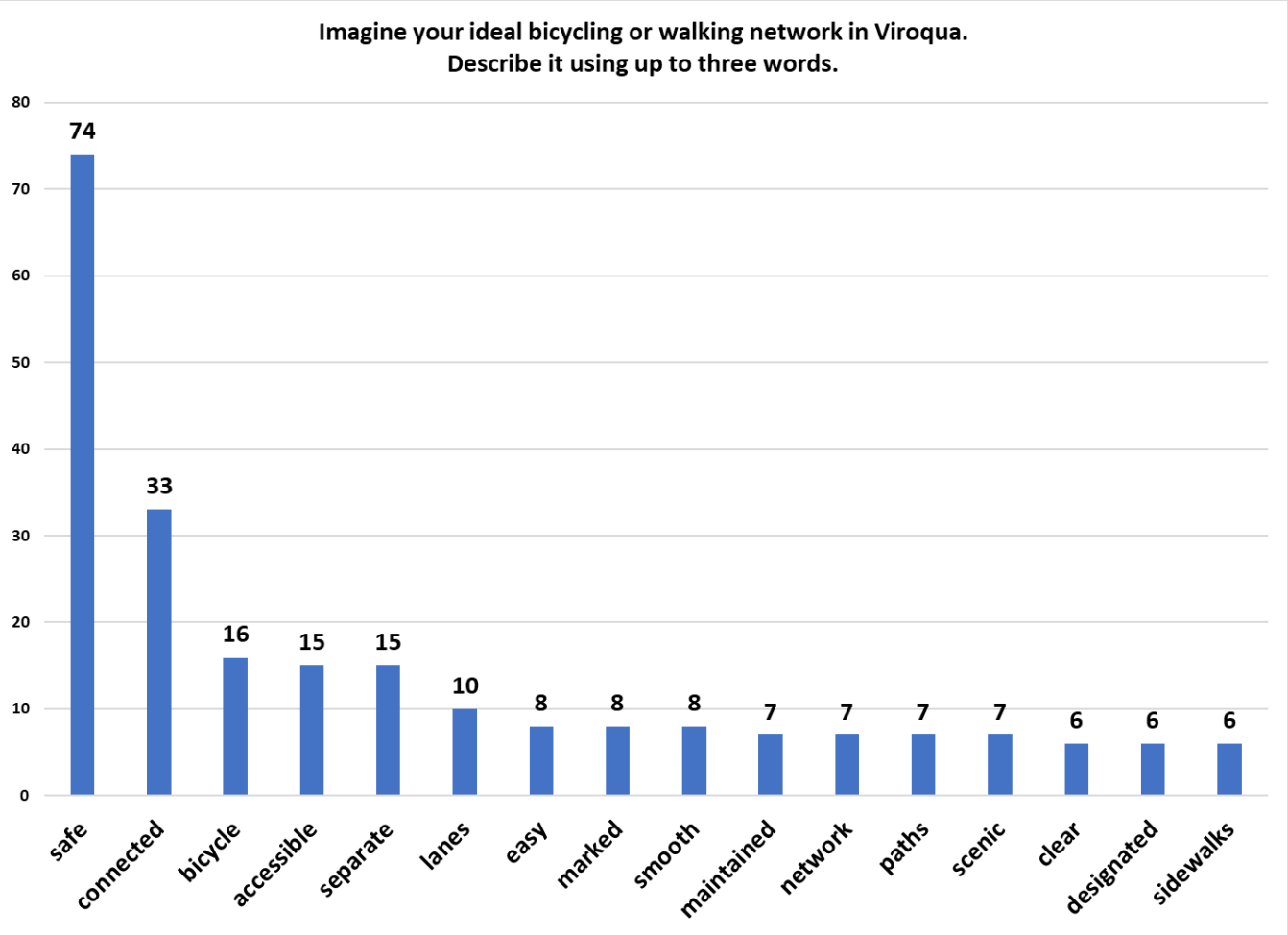


Figure A.21. Column chart of the ideal Viroqua bicycling or walking network

IMPORTANCE OF BICYCLING OR WALKING

Respondents were asked the following question and then encouraged to answer with an open-ended written text response:

We want to know why bicycling or walking is important to you. Share about the people in your life who would benefit from a better bicycling or walking network in Viroqua.

173 people submitted stories with 296 themes, which are summarized in Figure A.22. Only themes mentioned by five or more respondents were included. The most popular themes were:

1. Kids (45/173, or 26%)
2. Exercise (34/173, or 20%)
3. Health (31/173, or 18%)
4. Family (26/173, or 15%)
5. Safety (26/173, or 15%)

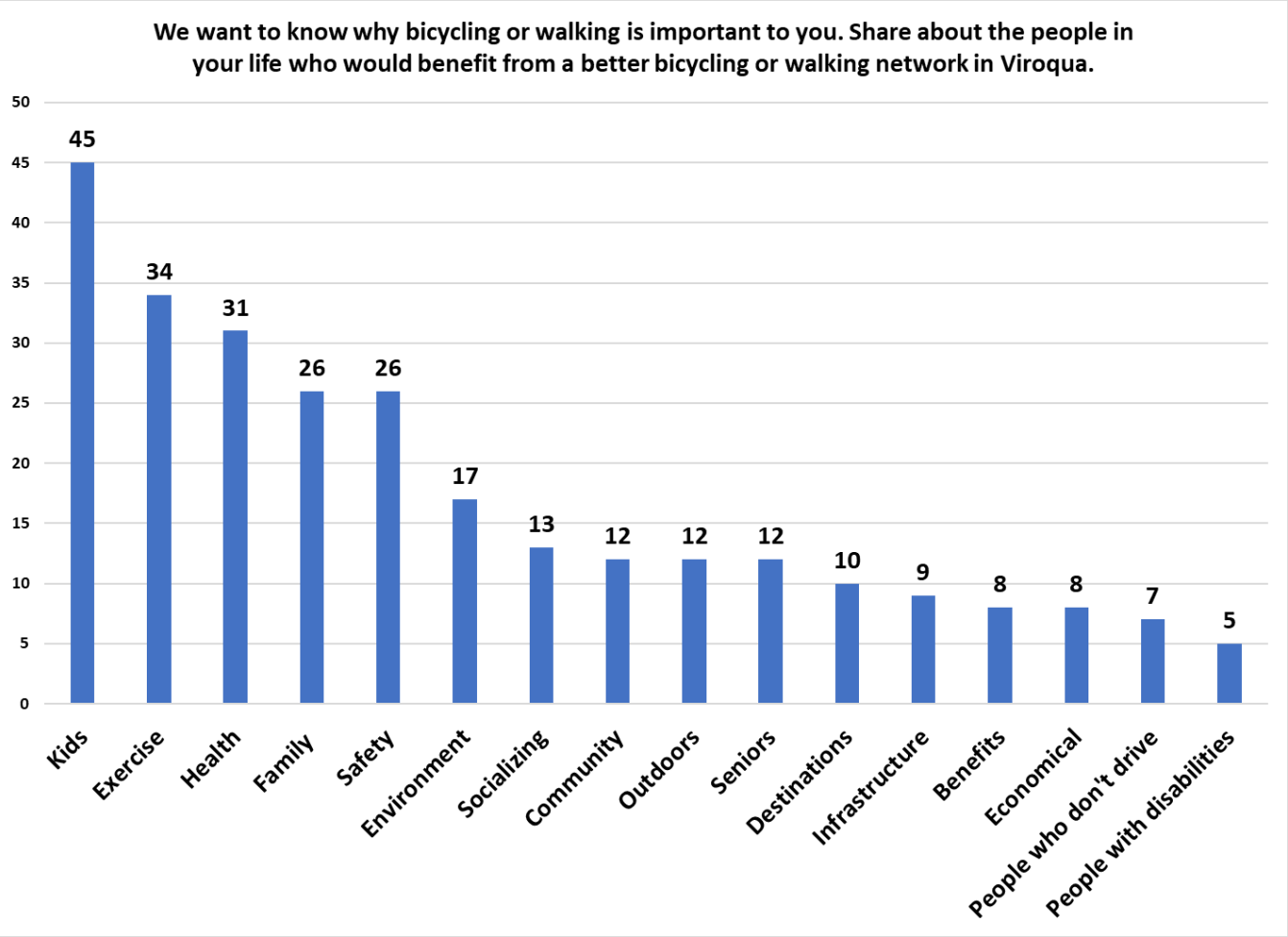


Figure A.22. Column chart showing the most popular themes in respondents' stories about why bicycling or walking is personally important.

ADDITIONAL COMMENTS

142 respondents submitted additional comments to be considered. The question prompt was the following:

Is there anything else you would like to share about bicycling or walking in Viroqua?

Each comment was assigned general topics corresponding to their content. 203 topics were submitted. Only topics mentioned by five or more respondents were included in Figure A.23. The following four topics were the most mentioned in the additional comments:

1. I want more facilities for bicycling and walking (24/142, or 17%)
2. I appreciate this planning project (13/142, or 9%)
3. I want more connections to destinations outside of Viroqua (12/142, or 8%)
4. Motorists should follow traffic laws (11/142, or 8%)

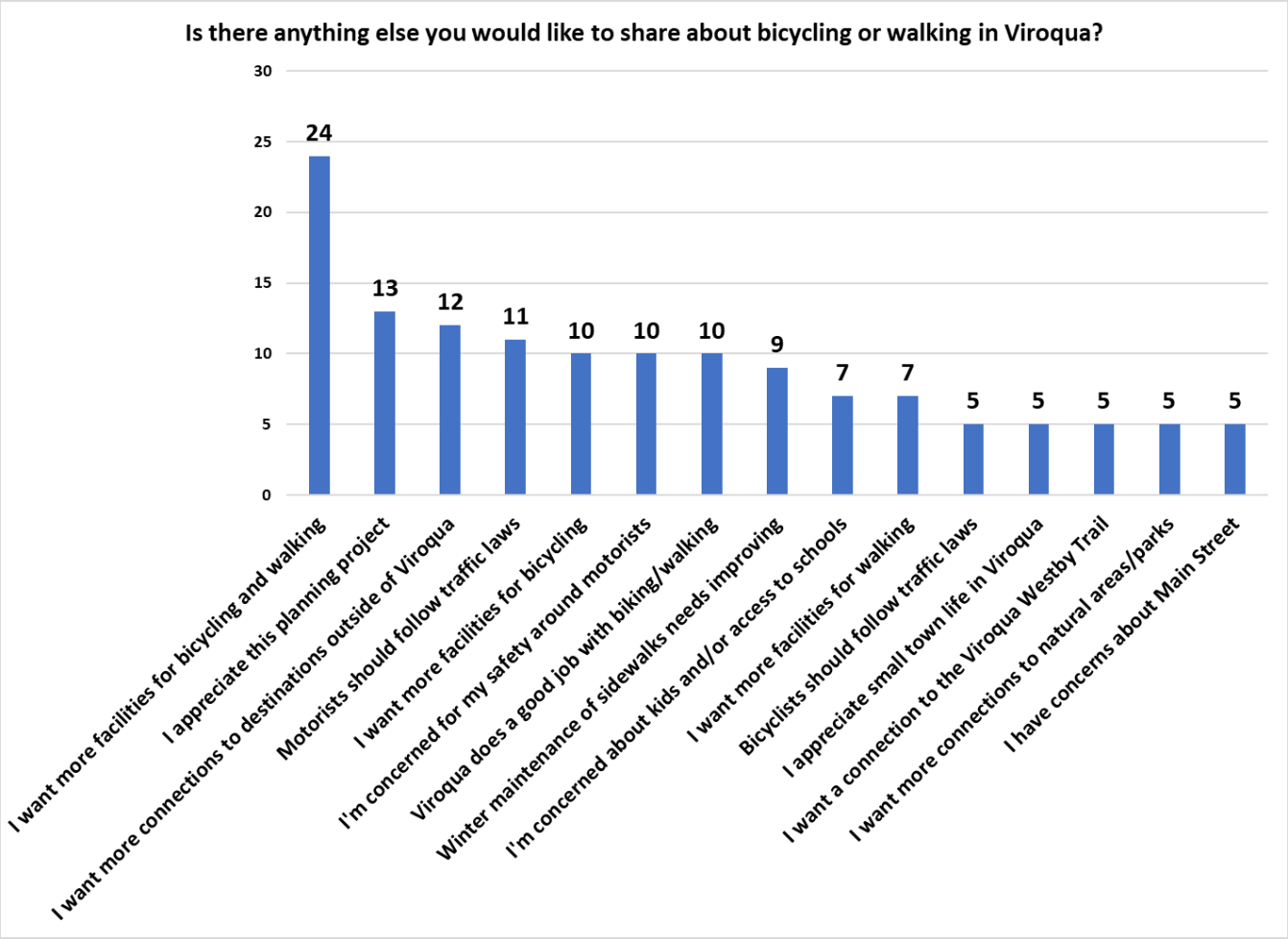


Figure A.23. Column chart of additional comments by topic.

PEDESTRIAN CROSSINGS ON MAIN STREET

Respondents were given the following prompt regarding six pedestrian crossings on Main Street:

The Wisconsin Department of Transportation recently partnered with the City of Viroqua to make changes for six pedestrian crossings along Main Street (US Highways 14 and 61). Share your ideas about what you like and don't like about each crossing.

Respondents were then shown an image and map location of each crossing, along with a description of what changed at each intersection in 2023.

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Fairgrounds Road

At this location, the following changes were shared with respondents:

Converted street from 4-lane to 3-lane allowing for refuge median, single-lane traffic crossings, and traffic calming. Crosswalk installed and ADA compliant sidewalk ramps. Configured for potential rapid flashing beacon crossing lights installation.

36 dislikes and 14 likes were submitted for this crossing, as shown in Figure A.24. Only topics mentioned by two or more respondents were included. The most popular opinions were:

1. **Dislike:** Traffic speeds (12/50, or 24%)
2. **Dislike:** It feels unsafe (6/50, or 12%)
3. **Like:** Crosswalk marking (4/50, or 8%)
4. **Dislike:** Lack of pedestrian beacon (4/50, or 8%)

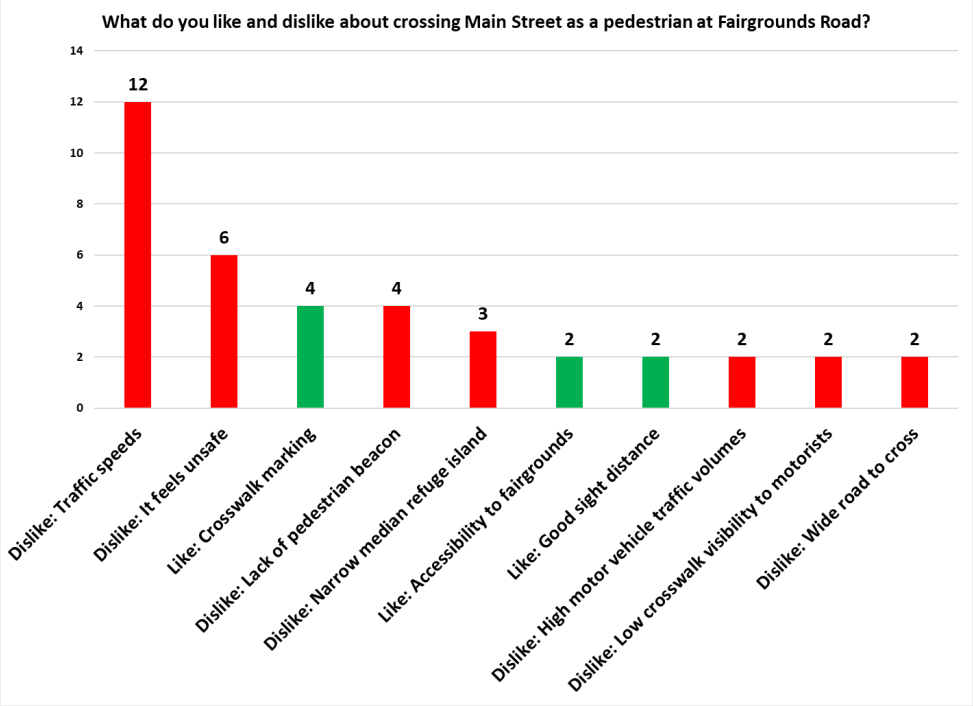

Figure A.24. Column chart of likes and dislikes regarding the Main Street pedestrian crossing at Fairgrounds Road.

E Broadway St

At this location, the following changes were shared with respondents:

Converted street from 4-lane to 3-lane allowing for refuge median, single-lane traffic crossings, and traffic calming. Modified sidewalk ramps to be ADA compliant. Configured for potential rapid flashing beacon crossing lights installation.

34 dislikes and 7 likes were submitted for this crossing, as shown in Figure A.25. Only topics mentioned by two or more respondents were included. The most popular opinions were:

1. **Dislike:** Lack of pedestrian beacons (7/41, or 17%)
2. **Dislike:** It feels unsafe (6/41, or 15%)
3. **Dislike:** High motor vehicle traffic volumes (5/41, or 12%)
4. **Dislike:** Traffic speeds (4/41, or 10%)

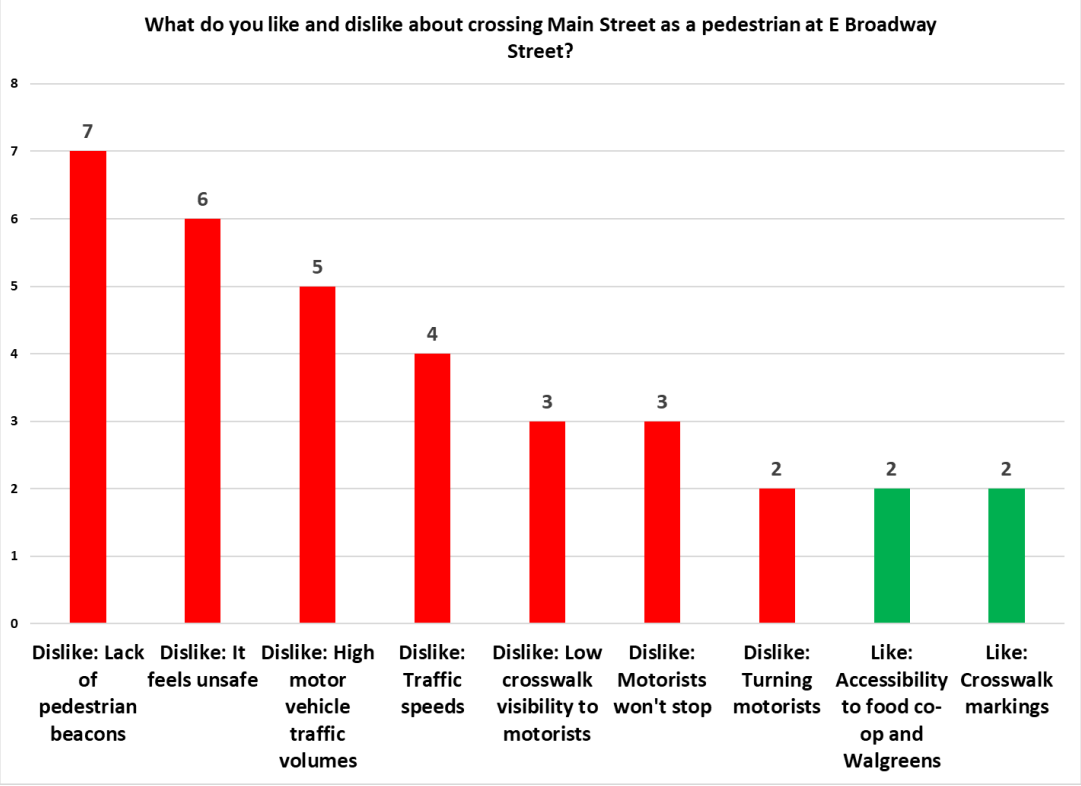

Figure A.25. Column chart of likes and dislikes regarding the Main Street pedestrian crossing at E Broadway Street.

W Broadway St

At this location, the following changes were shared with respondents:

Converted street from 4-lane to 3-lane allowing for refuge median, single-lane traffic crossings, and traffic calming. Modified sidewalk ramps to be ADA compliant. Installed rapid flashing beacon crossing lights.

37 dislikes and 22 likes were submitted for this crossing, as shown in Figure A.26. Only topics mentioned by three or more respondents were included. The most popular opinions were:

1. **Dislike:** It feels unsafe (8/59, or 14%)
2. **Dislike:** Building blocks visibility (7/59, or 12%)
3. **Like:** Crossing marking (6/59, or 10%)
4. **Dislike:** Turning motorists (6/59, or 10%)

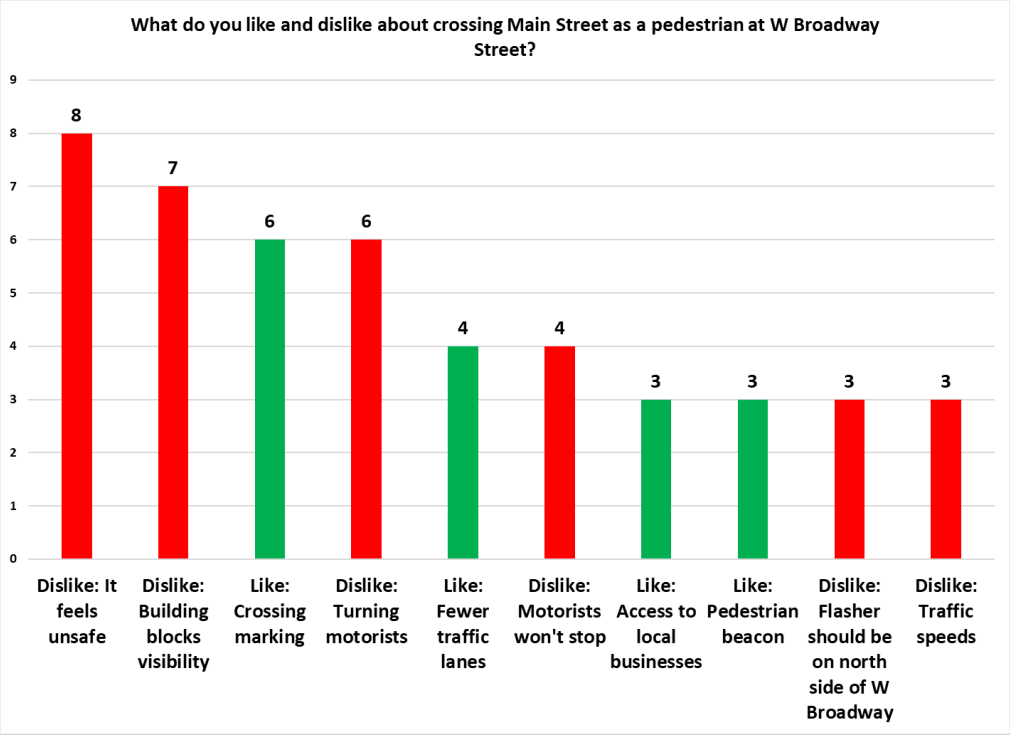

Figure A.26. Column chart of likes and dislikes regarding the Main Street pedestrian crossing at W Broadway Street.

Decker St

At this location, the following changes were shared with respondents:

Installed bump outs to reduce to a single lane traffic coming from the east and a single lane traffic coming from the west on Decker. Bump outs created more space for sidewalk traffic (pedestrians and assistive devices). Converted to 3-phase signal to assist traffic flow and increase traffic calming. Coordinated pedestrian crossing signal so pedestrians only conflict with right-hand turners when crossing Main Street.

48 dislikes and 28 likes were submitted for this crossing, as shown in Figure A.27. Only topics mentioned by three or more respondents were included. The most popular opinions were:

1. **Dislike:** It feels unsafe (10/76, or 13%)
2. **Like:** Bump outs (7/76, or 9%)
3. **Like:** New traffic control pattern (7/76, or 9%)
4. **Dislike:** Long wait times (7/76, or 9%)
5. **Dislike:** Poor sight lines/visibility (7/76, or 9%)

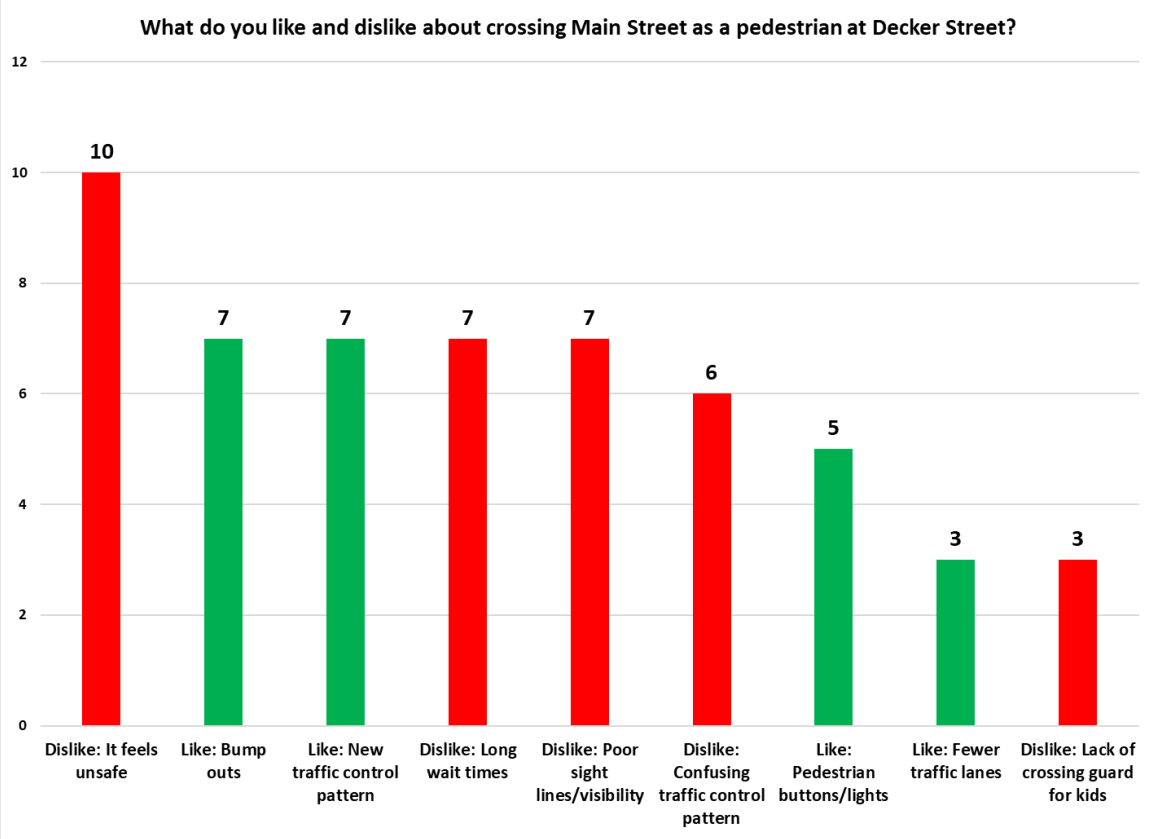

Figure A.27. Column chart of likes and dislikes regarding the Main Street pedestrian crossing at Decker Street.

Oak St

At this location, the following changes were shared with respondents:

Converted street from 4-lane to 3-lane allowing for refuge median, single-lane traffic crossings, and traffic calming. Modified sidewalk ramps to be ADA compliant. Reinstalled rapid flashing beacon crossing lights to have better alignment and visibility.

16 dislikes and 16 likes were submitted for this crossing, as shown in Figure A.28. Only topics mentioned by two or more respondents were included. The most popular opinions were:

1. **Like:** Pedestrian beacon (9/32, or 28%)
2. **Dislike:** Motorists don't stop (5/32, or 16%)
3. **Dislike:** It feels unsafe (3/32, or 9%)

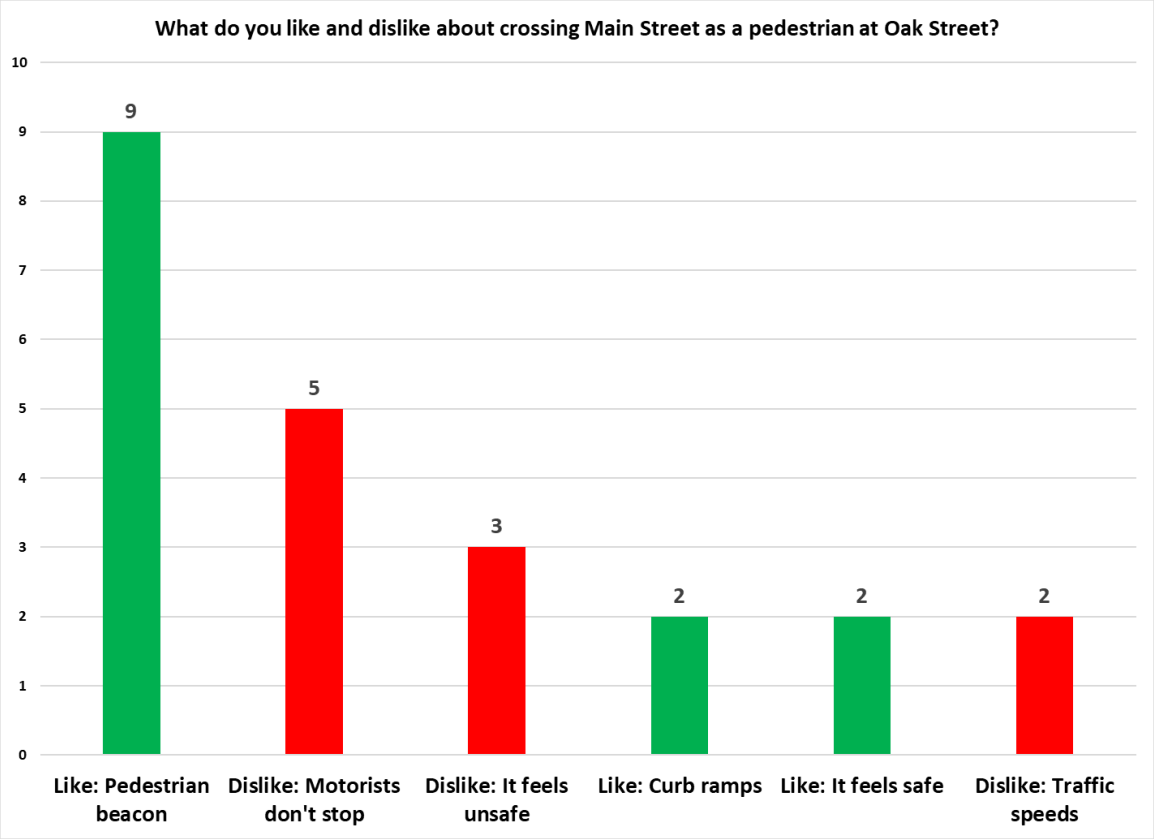

Figure A.28. Column chart of likes and dislikes regarding the Main Street pedestrian crossing at Oak Street.

Maple St

At this location, the following changes were shared with respondents:

Converted street from 4-lane to 3-lane allowing for refuge median, single-lane traffic crossings, and traffic calming. Crosswalk installed and ADA compliant sidewalk ramps. Configured for potential rapid flashing beacon crossing lights installation.

28 dislikes and 14 likes were submitted for this crossing, as shown in Figure A.29. Only topics mentioned by two or more respondents were included. The most popular opinions were:

1. **Dislike:** Lack of pedestrian beacons (6/42, or 14%)
2. **Dislike:** Traffic speeds (6/42, or 14%)
3. **Like:** It feels safe (5/42, or 12%)
4. **Dislike:** It feels unsafe (5/42, or 12%)
5. **Dislike:** Motorists won't stop (5/42, or 12%)

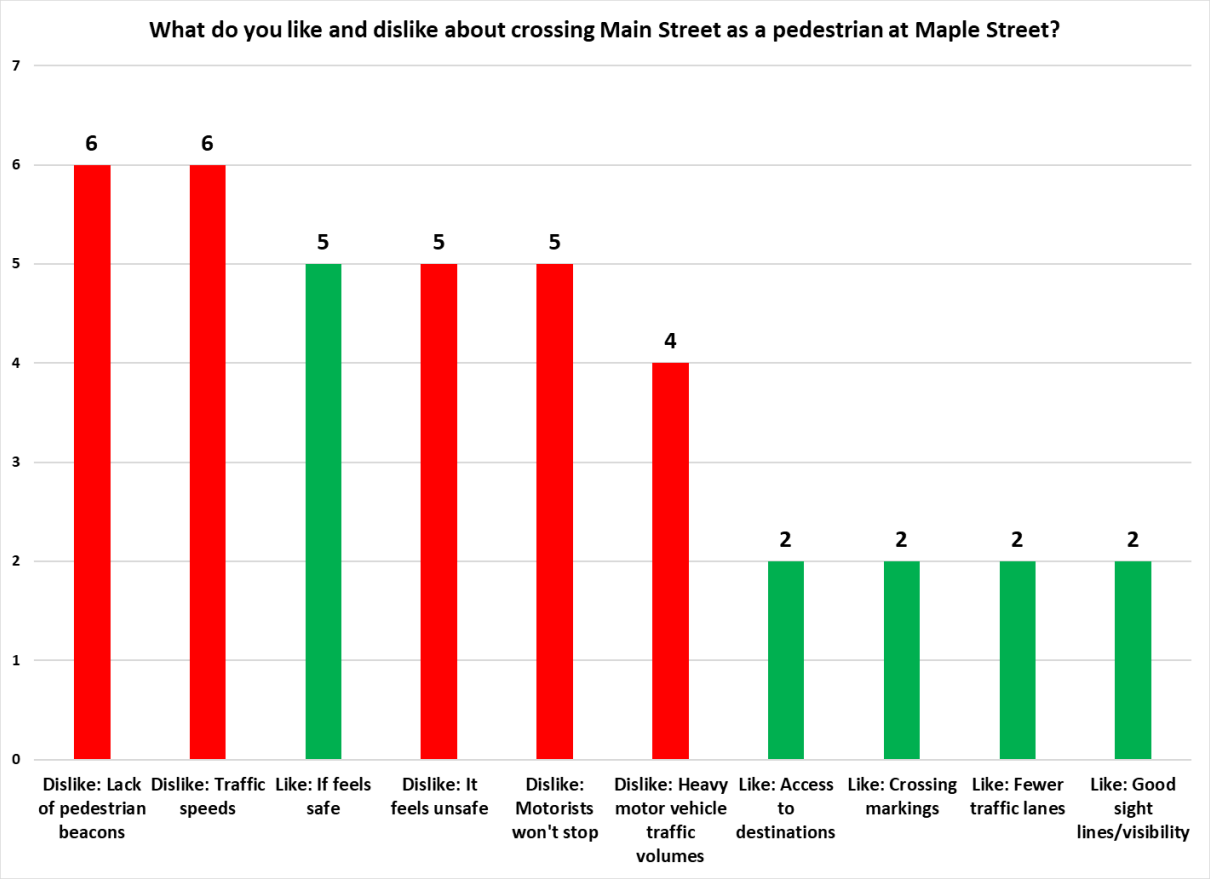

Figure A.29. Column chart of likes and dislikes regarding the Main Street pedestrian crossing at Maple Street.

RESPONDENT DEMOGRAPHICS

The following section describes demographic characteristics of both in-person and online public engagement participants.

82% of respondents lived in Viroqua and 17% lived outside Viroqua but still within Vernon County, as shown in A.30.

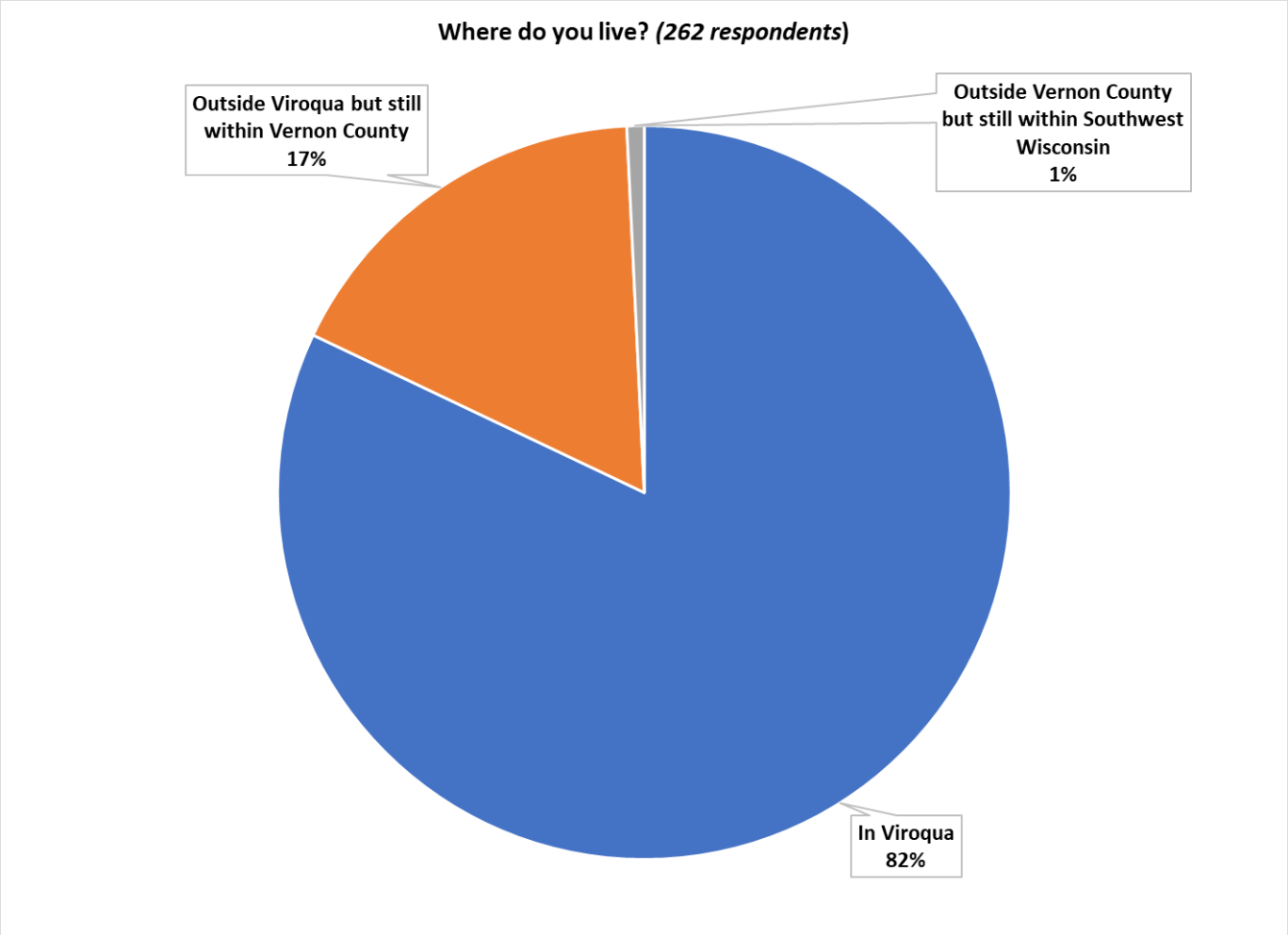

Figure A.30. Pie chart showing where respondents live.

92% of respondents reported living in the Viroqua zip code, with an additional 4% in Westby, 2% in La Farge, and the remaining in a scattering of nearby communities, as shown in Figure A.31.

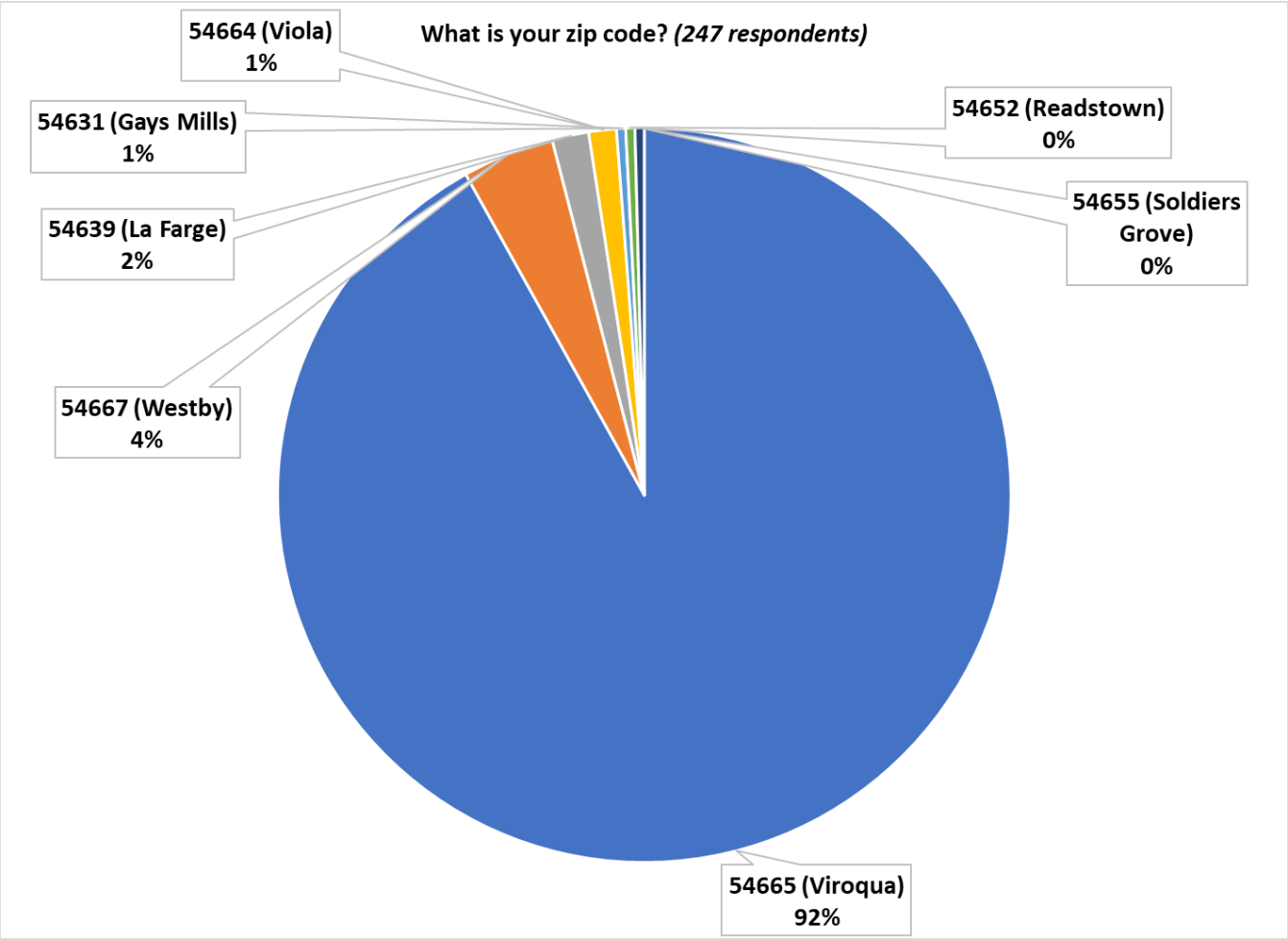

Figure A.31. Pie chart showing respondent zip codes.

60% of participants were female, 38% were male, and 2% were nonbinary, as shown in Figure A.32. In the most recent census, 50% of Viroqua residents were female and 50% were male.

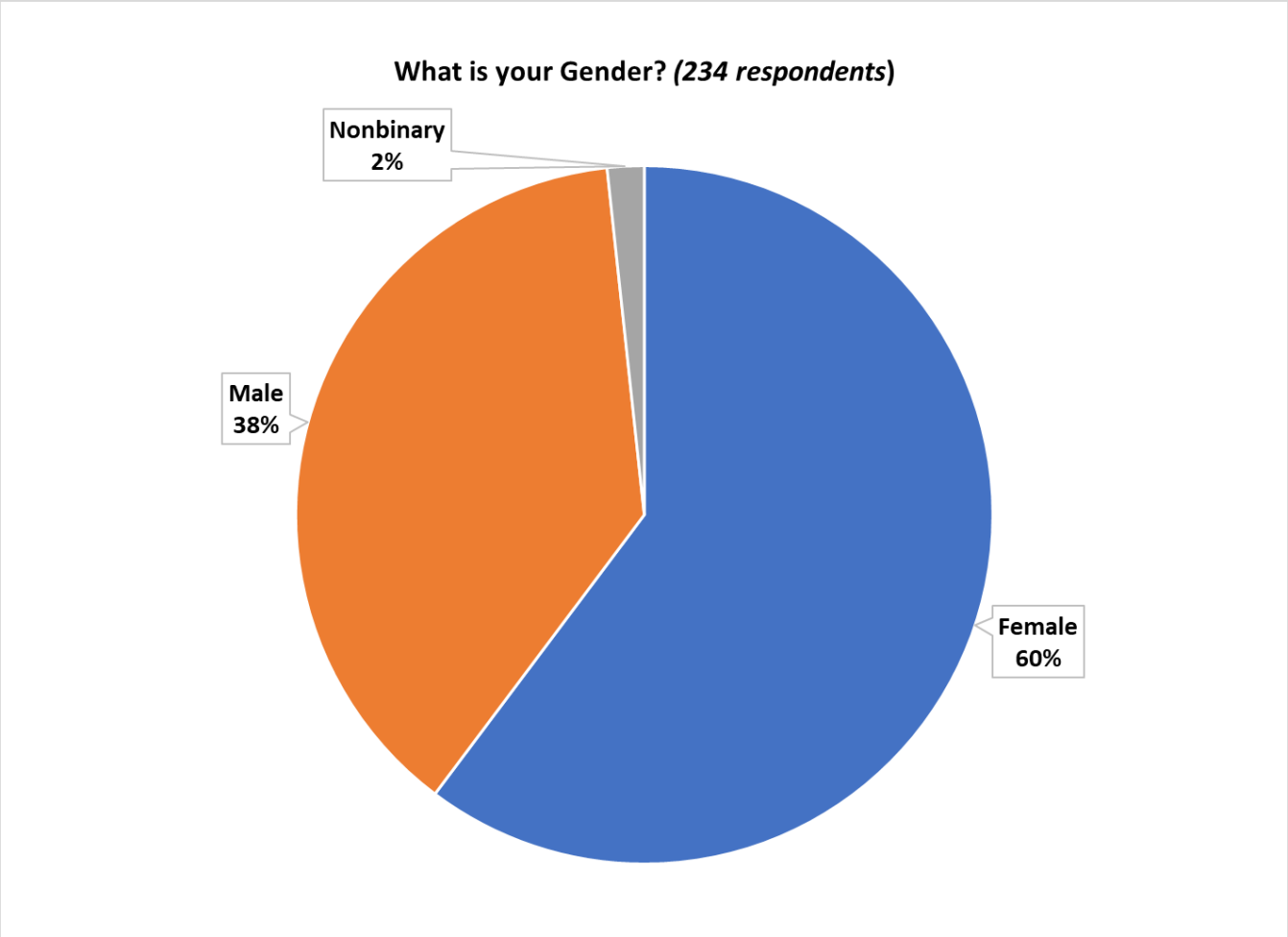

Figure A.32. Gender of respondents in the Viroqua Bicycle and Pedestrian Plan public engagement activities.

91% of respondents were White, 4% were Other, 3% were Hispanic, 1% were Asian, 1% were Black, as shown in Figure A.33. In the most recent census, 90% of Viroqua residents were White, with the remaining 9% being non-White.

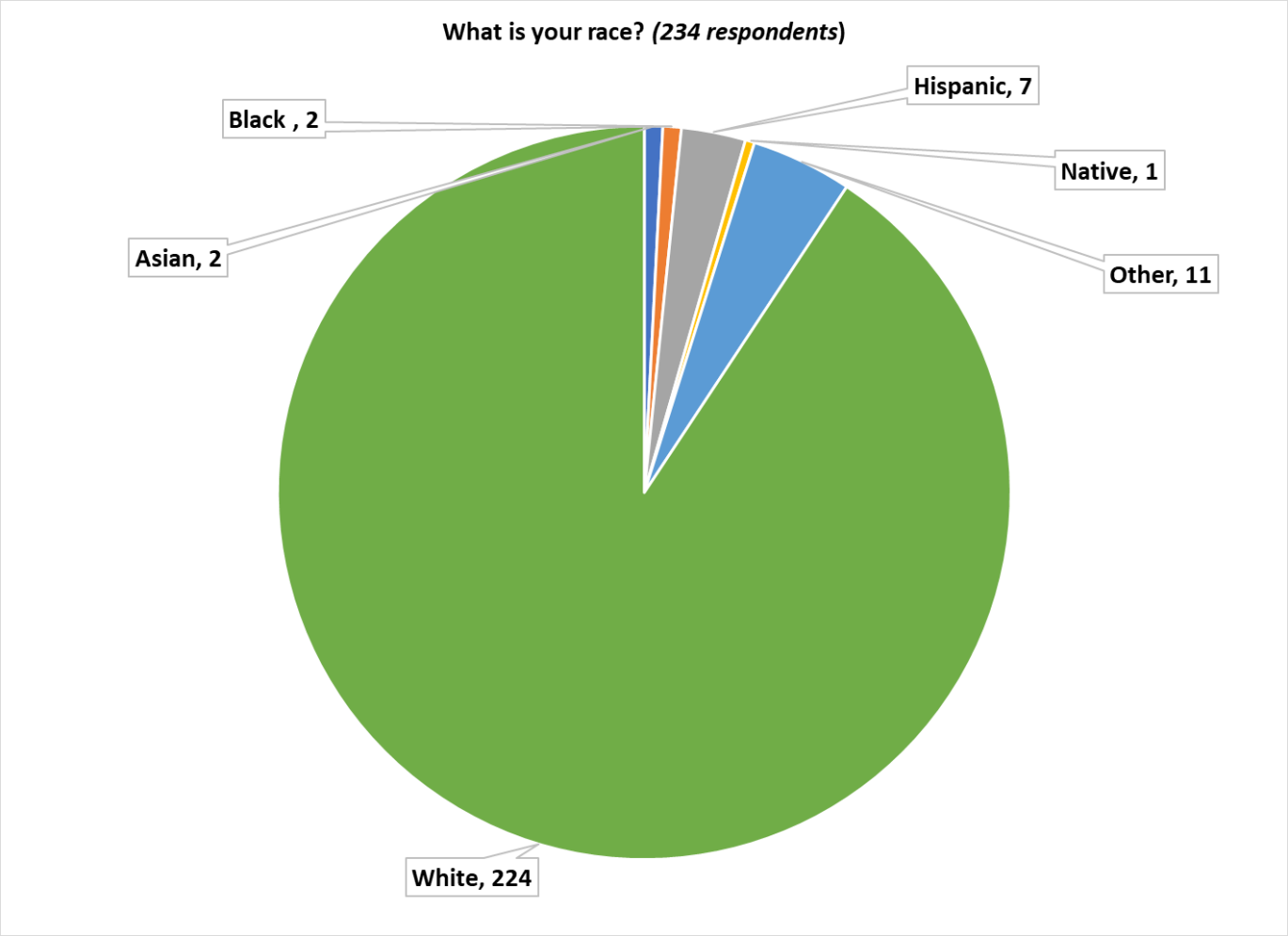

Figure A.33. Race of respondents.

The greatest cohort of respondents were between the ages of 45 and 54 (25%) followed by ages 35 – 44 (21%) and ages 65 – 74 (19%). Each of those groups were overrepresented as survey respondents, compared to the general population. Those under 18, and 75 and older, were underrepresented as survey respondents, as shown in Figure A.34.

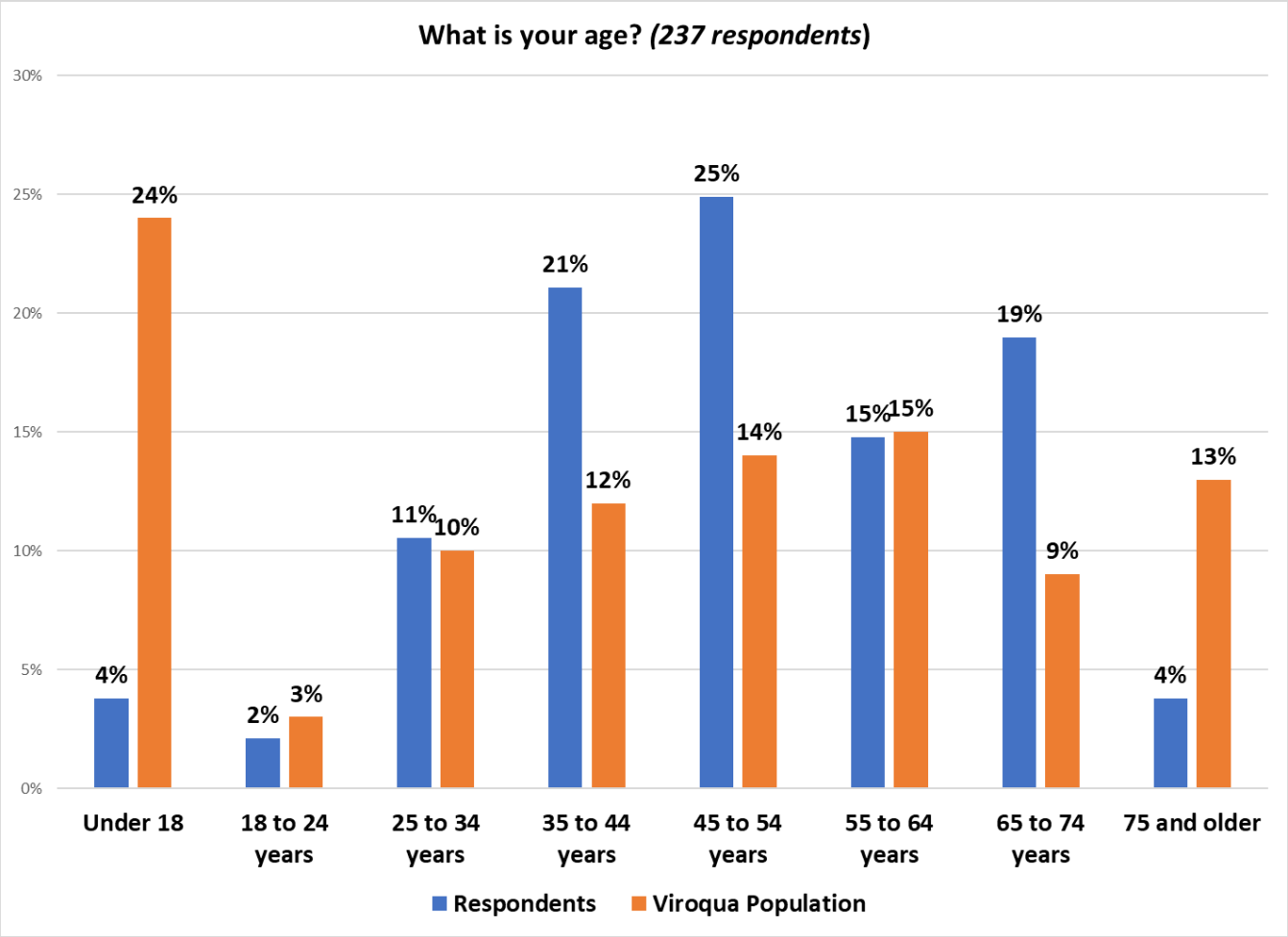

Figure A.34. Age of respondents, compared to the general Viroqua population.

The greatest cohort of respondents had a household income of $50,000 to $74,999 (25%) followed by $100,000 to $149,999 (22%). Both groups were overrepresented as survey respondents, compared to the general population. Households with an income of less than $25,000 were underrepresented as survey respondents, as shown in Figure A.35.

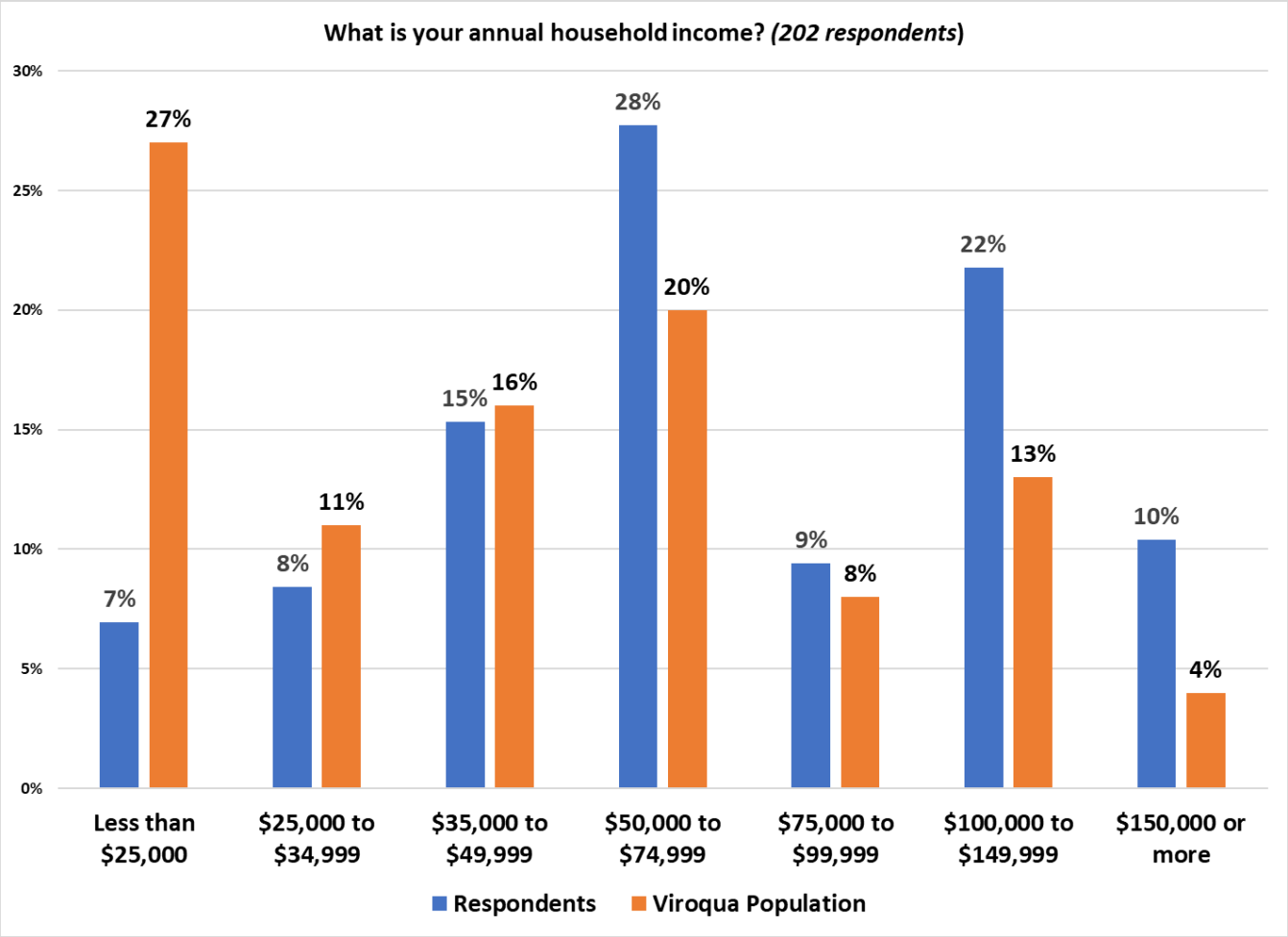

Figure A.35. Household income of respondents, compared to the general Viroqua population.

The greatest cohort of respondents had two vehicles available in their household (44%). Households with no vehicles were underrepresented as survey respondents, as shown in Figure A.36.

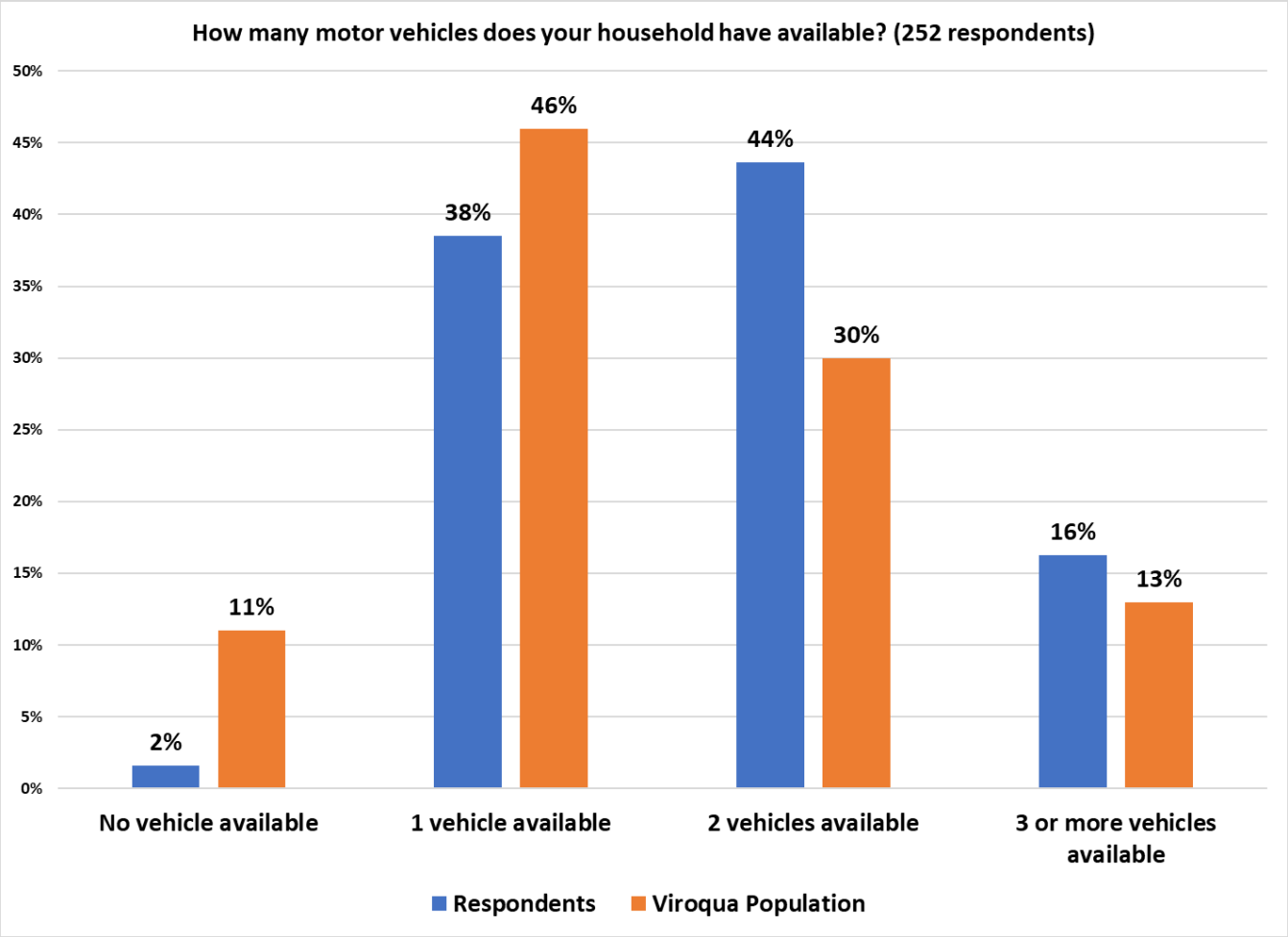

Figure A.36. Household vehicle ownership of respondents, compared to the general Viroqua population.

The greatest cohort of respondents usually commute to work by driving alone (43%), followed by walking (19%), bicycling (13%), and working from home (13%). Respondents who bicycled and walked were overrepresented compared to the general population, and those who drove alone were underrepresented, as shown in Figure A.37.

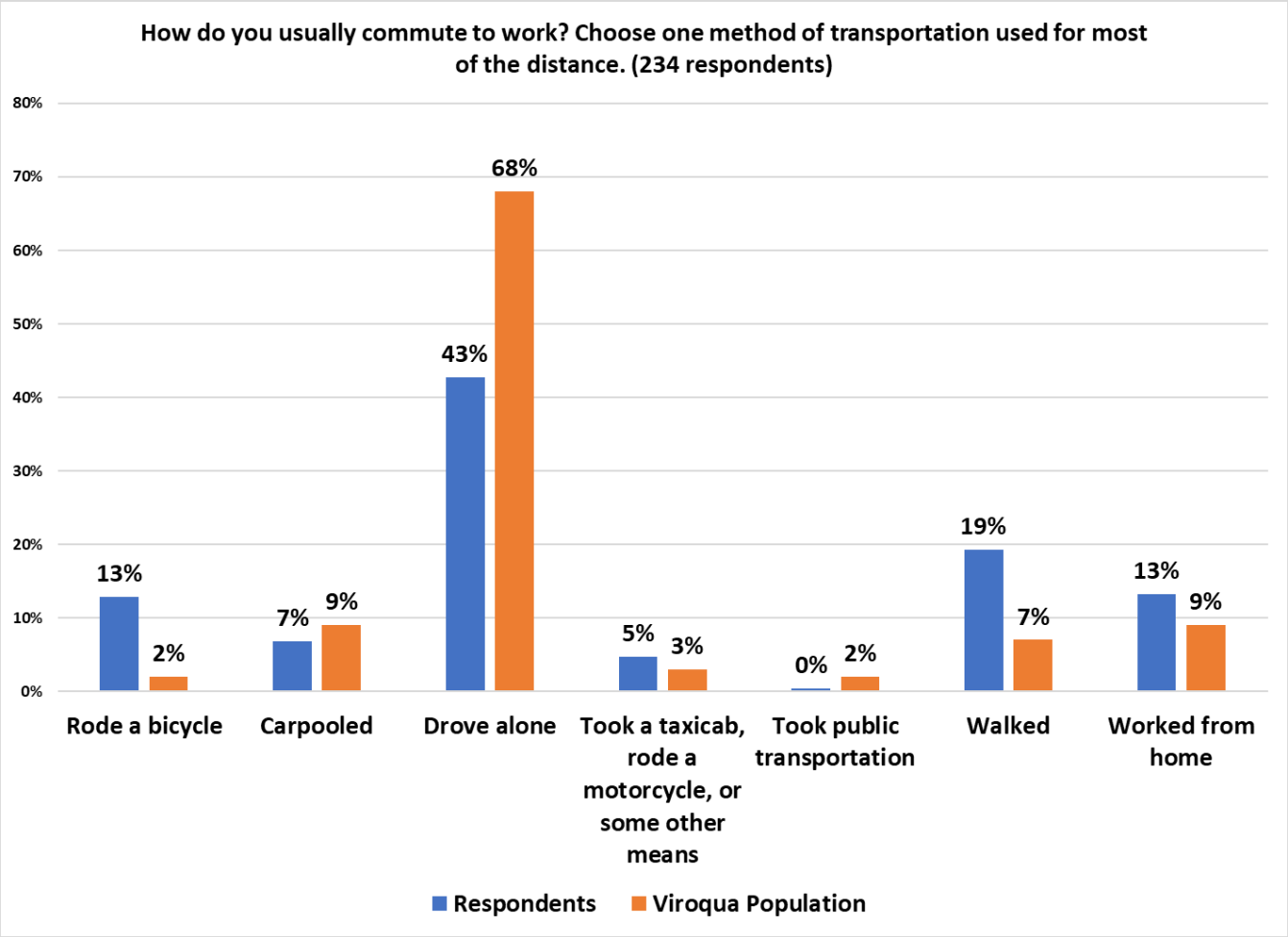

Figure A.37. Respondents' regular mode of transportation used on the commute to work, compared to the general Viroqua population.

Strategy D: School Walks

On February 28th and February 29th, 2024, the project team met with two small groups of school stakeholders and walked around the neighborhood of each school campus. The purpose of these walks was to increase the focus on kids walking to and from each school campus, since this age cohort was underrepresented in the surveys (Strategy C).

The first group met at the Pleasant Ridge/Youth Initiative School campus on February 28th. Attendees included three high school students, one parent, and one school administrator. The map in Figure A.38 illustrates the walking route and issues noted by participants. These included:

1) **Visibility Issue** - Slight curve and elevation change on Decker St makes the crossing at East Ave crossing more challenging.
2) **Lighting** - Lighting at night isn't great at the Decker St & East Ave intersection, but it's also nice to be able to see stars at night.
3) **Sidewalk Closed** - The east side sidewalk on East Ave to the north of Decker St is closed in winter due to snow coming off the roof of the Tobacco Warehouse.
4) **Sidewalk Gap** - Oak Street between Rusk St and East Ave doesn't have a sidewalk but not sure it's needed.
5) **Speeding Issue** - Because there is no stop sign on Rusk Ave at Oak St, motorists speed down Rusk.
6) **Crossing Issue** - Cars don't stop for pedestrians crossing Main St at South St.
7) **Crossing Issue** - It's difficult to cross Main Street at County Hwy NN.
8) **Kwik Trip** - This is a destination for kids.
9) **Bike Route** - It would be nice if Sidie Hollow Rd had a trail.
10) **Bike Route** - It would be nice if Jefferson St had a bike lane.
11) **Missing Curb Ramp** - There is a missing curb ramp on the southwest corner of Jefferson St and Rusk Ave.
12) **Crossing Issue** - It's confusing to know when to cross at the Main St and Decker St intersection because of protected left turns at this signal.
13) **Missing Curb Ramps** - There are no ramps where the Gillette St sidewalk ends at East Ave.

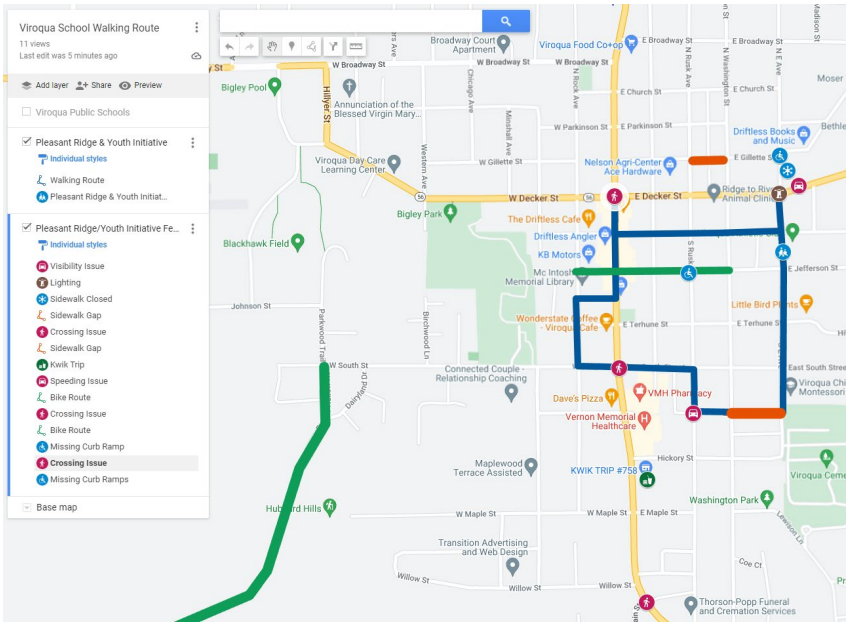

Figure A.38. This map illustrates the walking route and issues discussed during the walk with Pleasant Ridge/Youth Initiative stakeholders.

The second group met at the Viroqua Area Schools campus on February 29th. Attendees included one parent, one teacher, and one elementary school student. The map in Figure A.39 illustrates the walking route and issues noted by participants. These included:

1) **Turning Movements** - There are a lot of turning movements at the intersection of Broadway St and Blackhawk Dr.
2) **Pedestrian Crossings** - There are 4 marked pedestrian crossings of W Broadway St at Education Ave, Abbey Ln, Blackhawk Dr, and Hillyer St. Only the crossing at Blackhawk Dr has pedestrian beacons.
3) **Sidewalk Gap** - There is no sidewalk along Education Ave.
4) **Turning Movements** - It's a bit dicey at the intersection of Broadway St with Hillyer St due to turning movements.
5) **Sidewalk Gap** - Broadway St was rebuilt in 2007 without a sidewalk on the south side.
6) **Crossing Issue** - Despite the recent changes, the crossing of Main St at W Broadway isn't safe enough for kids going to school.
7) **Right Turn Conflict** - The signal at Main St and Decker St allows right turns on the walk signal, making it unsafe for kids.
8) **Pedestrian Crossing** - The Washington St crossing of Decker St is a preferred option for kids because sight/visibility lines are good.
9) **Blocked Crosswalks** - The crosswalks on Main St at Court St get blocked by northbound Main St back-ups due to the stoplight at Decker St.
10) **Shortcut** - Kids bike through the courthouse lawn on the northwest to southeast diagonal sidewalk.
11) **Congested Sidewalk** - The sidewalk on the south side of W Decker St is congested with kids before and after school.
12) **Pedestrian Crossing** - Kids prefer to cross W Decker St at Western Ave rather than Hillyer St.
13) **Blocked Traffic** - In front of the day care, motorists park their car in the Decker St westbound traffic lane, making biking uphill on the street difficult.
14) **Sidewalk Gaps** - There are missing sidewalks on Independence St between Hillyer St and Congress Ave, as well as on Congress Ave between Independence St and Decker St.
15) **Visibility Issue** - The crosswalk with many kids crossing Decker St (at Hillyer St) is on a curve making visibility a challenge.

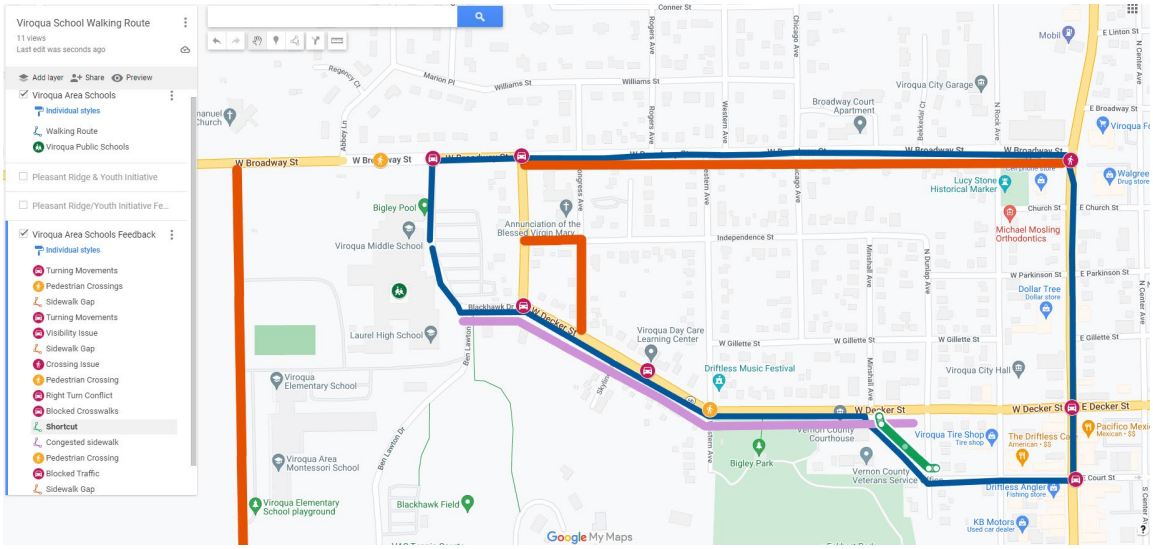

Figure A.39. This map illustrates the route and issues discussed during the walk with Viroqua Area Schools stakeholders.

Participant Interactions

Compared to other communities where similar bicycle and/or pedestrian plans have been completed by Toole Design, Viroqua saw a high level of participation, as shown in Figure A.40. Approximately 625 participant interactions took place. This represents approximately 14% of the population of Viroqua.

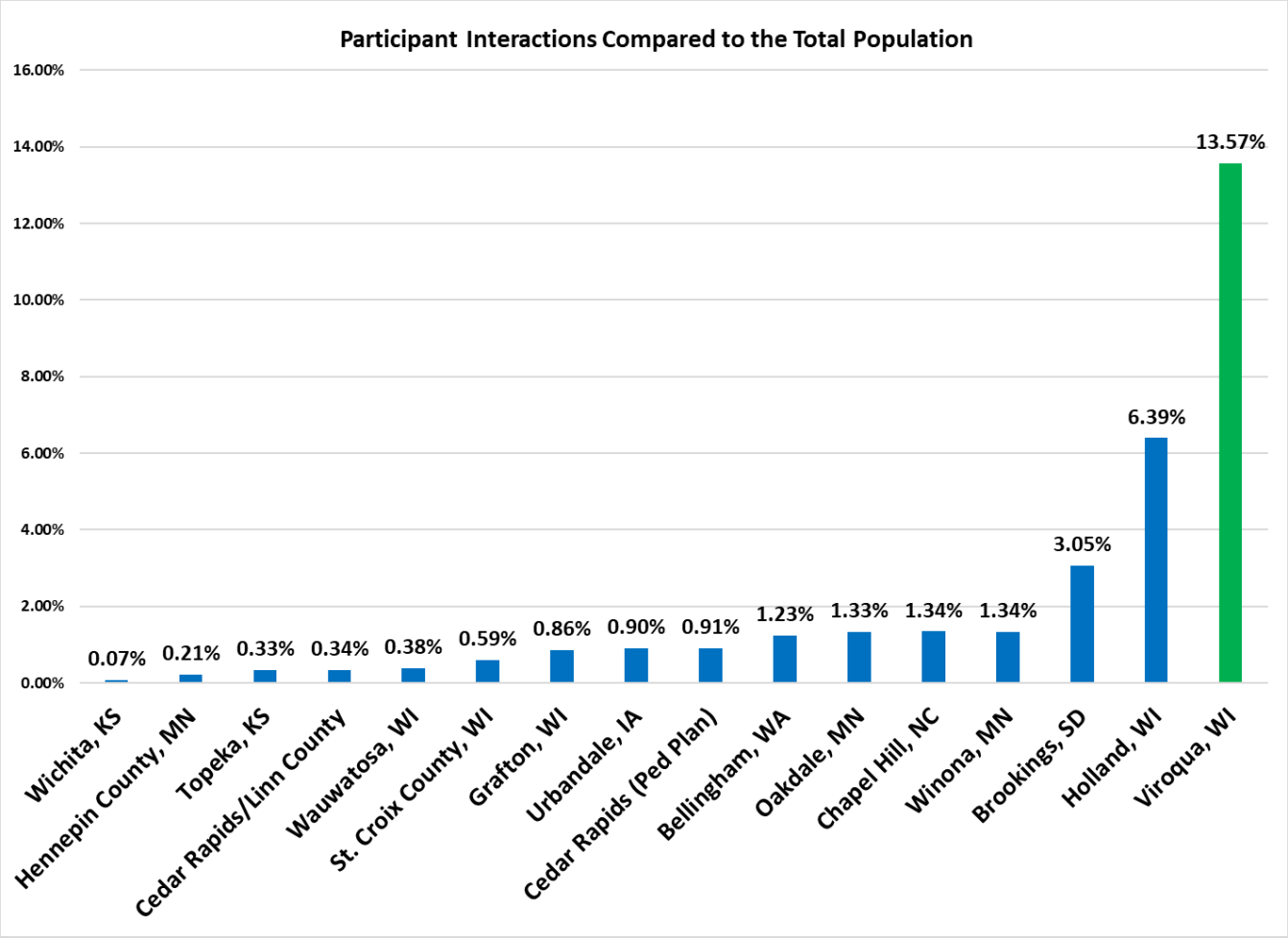

Figure A.40. Participant interactions in various communities compared to the total population.