JEFFERSON COUNTY
BIKE PLAN 2010:
EMPHASIS SUMMARY

Presented at Jefferson and Walworth County
Bicycle Forum Series Summer 2011

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And

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Jefferson County Bicycle Plan Emphasis Summary

Presentation Purpose:

• To unveil the new Jefferson County Bicycle Plan Update to the many partners involved in bicycle initiatives (in both Jefferson and Walworth Counties and the Glacial Heritage Area).

• To help provide the education and communication necessary for effective plan implementation.

• To provide a short, but concise summary of key plan content.
The 2010 Jefferson County Bicycle Plan has been developed to update the highly acclaimed 1996 Jefferson County Bikeway and Pedestrian-way Plan.

It assesses the existing bicycle routes within Jefferson County and its communities and addresses route effectiveness, connectivity to key destinations, and safety.

Off-road bike trails are identified to link to primary Glacial Heritage Area (GHA) destinations.
The 2010 Jefferson County Bicycle Plan aims to:

• Provide quantitative and qualitative background data for decision making. This includes:
  o Bicycle facility inventory information.
  o Traffic volume.
  o Crash statistics.
  o Public input from community members, bicycle advocates, municipal representatives, recreation groups, private companies and regional or state agencies.

• Serve as an implementation guide for community projects.

• Provide documentation and integration details of many on-going initiatives (e.g. Glacial Heritage Area, State Highway 26 corridor).

• Serve as a key document when seeking grant, state or federal dollars.
Economic Impact of Bicycling

• Bicycling is one of the most popular outdoor recreation activities in the state and contributes significantly to Wisconsin’s economy.

• Results from the “Valuing Bicycling’s Economic and Health Impacts in Wisconsin” study provide the following economic insights:
  o Bicycle recreation currently supports more than $924 million in economic activity in Wisconsin, of which nearly $533 million is direct impact occurring annually (sales, tax revenues and jobs).
  o More than $535 million is attributable to bicyclists from other states, representing an infusion of outside dollars into the state economy.

• *Bicycle tourism may serve as an important economic development strategy for many areas in Wisconsin, particularly those endowed with significant natural amenities and able to invest in infrastructure and marketing activities.*
Health, Wellness and Recreation Impacts of Bicycling

• Bicycling is a simple solution for improving physical fitness and overall health.

• Obese children and adolescents are at risk for health problems during their youth and as adults.

• More than 49% of Wisconsin residents engage in bicycling for recreation. Bicycling is 12th in popularity out of 95 outdoor recreation activities in Wisconsin.
Environmental Impacts

• Bicycle and walking trips that replace automobile trips can go a long way in helping reduce air pollution.
The Bicycling Vision for Jefferson County and Its Communities (A Description of What We Want Jefferson County to Look Like and Have in Place)

- **CONNECTIONS AND LINKAGES:** We will have a well-connected bicycle transportation system that links a variety of communities and activity generators (e.g. parks, schools, employment centers, restaurants, downtowns, shopping areas) together into a cohesive and safe transportation system.

- **TRANSPORTATION ALTERNATIVES:** We will have a multi-modal transportation system (bicycling, walking and other forms of transportation) as part of a desirable and livable Jefferson County region for our residents and visitors.

- **HEALTHY AND ACTIVE LIFESTYLES:** We will have bicycling facilities that support healthy and active lifestyles.
The Bicycling Vision for Jefferson County (Continued)

• **SMALL TOWN LIVING:** We will have bicycle facilities that support and enrich our small town lifestyle.

• **ECONOMIC DEVELOPMENT:** We will have bicycle facilities that will help grow our existing businesses, contribute to our tourism industry and provide a competitive edge for attracting top talent and companies.

• **ENVIRONMENT:** We will have well connected and safe bicycle facilities enabling residents to replace automobile trips with bicycle trips while experiencing the natural resources and scenic beauty of Jefferson County.
The primary implementation activity of Jefferson County’s 1996 Bike Plan involved:

- Implementing several miles of the Glacial River Trail

- Providing about 30 miles of new bikeways (paved 4 foot shoulders) along County highways

- Providing extensive bike route signage

- Using the plan to map recommended bike routes thru the County and thru individual communities; use the plan to recommend 12 recreation routes.
Jefferson County Bicycle Plan Emphasis Summary

Major Bike Path Enhancements:
Highway 26 – Fort Atkinson/Jefferson/Watertown (New Glacial River Trail)
Facilities and Recommendations: Off-Road Facilities

• The development of this plan update was borne out of a desire to capitalize on state and regional efforts occurring throughout the Jefferson County region.

• Jefferson County led efforts for bicycle improvements planned as part of the STH 26 Bypass (DOT) and improving connections to recreational areas planned in the Glacial Heritage Area (DNR).

• This plan recommends the addition of five local off-road trail corridors.
Jefferson County Bicycle Plan Emphasis Summary

Jefferson County Bicycle Plan Map

PLANNED IMPROVEMENTS
- Off Road Corridors
- Existing Off Road Trails
- Future Improvements

EXISTING OFF ROAD TRAILS
- Glacial Drumlin Trail (State)
- Glacial Drumlin Trail (County)

FURTHER DESCRIPTIONS
- Off road width: 12' to 16' wide
- Existing road and surface to be determined through follow-up design. Surface may be asphalt or crushed stone. Implementation of most alternative analysis and design as soon as possible with funding sources.
- Future improvements: Will be widened, paved shoulders on existing roadways (recommended 5 foot shoulders for safety), implementation as soon as possible and within 5 years.
- Future improvements: Will be widened, paved shoulders on existing roadways (recommended 5 foot shoulders for safety), implementation anticipated beyond 5 years.

Date: 1/24/2011

Map provided by Jefferson County and the Wisconsin Department of Transportation (WisDOT)

Jefferson County Bicycle and Pedestrian Plan Update A
Prepared by: Shalem, 2010
**Jefferson County Bicycle Plan Emphasis Summary**

**Recommended Facilities Additions and Improvements:**

<table>
<thead>
<tr>
<th>Route</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lake Mills to Waterloo</td>
<td>Lake Mills, Waterloo, Garman Nature Preserve, Trek Bicycle Corporation, Holzhueter State Park, Korth Park</td>
</tr>
<tr>
<td>Watertown to Oconomowoc</td>
<td>Watertown, Oconomowoc via old inter-urban trail (lake country)</td>
</tr>
<tr>
<td>Waterloo to Watertown</td>
<td>Waterloo, Watertown, Garman Nature Preserve, Trek Bicycle Corporation, Holzhueter State Park</td>
</tr>
</tbody>
</table>

**Map Descriptions:**
- Map showing the route from Lake Mills to Waterloo.
- Map showing the route from Watertown to Oconomowoc via old inter-urban trail.
- Map showing the route from Waterloo to Watertown via high-speed rail corridor.
Recommended Facilities Additions and Improvements:

<table>
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<tr>
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<tbody>
<tr>
<td>Glacial River Trail – County W to USH18</td>
<td>Fort Atkinson, Jefferson</td>
</tr>
</tbody>
</table>
Facilities and Recommendations: On-Road Facilities

• This plan re-establishes a countywide bike route system.

• The primary purpose of the Jefferson County Bike Routes is to identify direct, safe connections between communities in the County.

• Implementation of these routes includes a unique Jefferson County Bike Route signage system, and posting these signs in key decision-making locations to provide direction to users.

• This plan recommends five foot paved shoulders on county highways.
Jefferson County Bicycle Plan Emphasis Summary

Recommended Route Improvements – NEAR TERM

Bicycle Level Of Service Rating

- A - Extremely High
- B - Very High
- C - Moderately High
- D - Moderately Low
- E - Very Low
- F - Extremely Low
- Bicyclists Prohibited

Data Sources:
Wisconsin Department of Transportation
Jefferson County Highway Department
## Jefferson County Bicycle Plan Emphasis Summary

### Recommended Route Improvements – NEAR TERM

<table>
<thead>
<tr>
<th>Route</th>
<th>Route Improvements</th>
<th>BLOS Rating</th>
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</thead>
<tbody>
<tr>
<td>County O – Newville Rd to Waterloo</td>
<td>5 foot shoulders</td>
<td>C</td>
</tr>
<tr>
<td>SH106 from County CI to Palmyra</td>
<td>5 foot shoulders</td>
<td>F</td>
</tr>
<tr>
<td>SH89 from Island Road to Waterloo City Limit</td>
<td>5 foot shoulders</td>
<td>F</td>
</tr>
<tr>
<td>Banker Rd from Fort Atkinson High School to Keisling Road</td>
<td>5 foot shoulders</td>
<td>NA</td>
</tr>
<tr>
<td>Keisling Road at Banker Road to County J</td>
<td>5 foot shoulders</td>
<td>NA</td>
</tr>
<tr>
<td>County G from County J to Dell Road</td>
<td>5 foot shoulders</td>
<td>C</td>
</tr>
</tbody>
</table>
Signage/Road Markings/Guides

• To attract multiple day bicycling tourist (who typically spend more money at restaurants, hotels, etc.) and to encourage residents to ‘go by bicycle’, it is critical that bicycle routes and trails are linked together with signage and route markings.

• The Jefferson County Parks Department and the University of Wisconsin-Extension Jefferson County office provides a guide to 12 recreational bicycle loop rides within the county.

• Jefferson County will update its “Bicycle Map”.
Encouragement/Education Programs

- **Safe Routes to School (SRTS)** - Program encourages children ages K-8 to walk and bike to school by creating safer walking and biking routes.

- **Employer Bike to Work Programs** - Employer bicycle to work programs encourage and reward employees to ride their bicycles to work.
Priority Implementation Activities

• Engage all implementation partners so that they are positioned to approve the guiding vision and broad strategies in this plan.

• Empower all implementation partners so that they can determine their own roles in implementing appropriate elements of this plan within their capabilities.

• Prepare a variety of communication pieces on the Bike Plan Update.
Guided by this plan and appropriate implementing partners, focus on these priority initiatives:

• Implementation of the 5 priority, high impact off-road paths

• Implement the continuation of the successful bikeway/shoulder paving program for the identified road segments: priority is given to those links on the recommended, mapped route system.
Implementation Partners

Jefferson County: lead engineering and construction of new off-road paths, highway shoulders/bikeways, regional connections, advocacy, grants liaison, maintenance, etc.

Jefferson County Tourism Council and Economic Development Consortium: develop a marketing campaign

Jefferson County Bicycle Club: advocacy, funding partner, education, plan monitoring, visible constituent face

Towns/Cities: signage and route maintenance within the community; use consultant’s suggestions to guide improvements

Private Sector: consultation, advocacy, possible funding assistance

State: Glacial Heritage Area Implementation (DNR), transportation (DOT)
Summary of Plan Commitments

• The Bike Plan Update and especially the “Plan Emphasis Summary” is an agreed-upon roadmap that should be used to guide the vision and provide an outline of important strategies to move toward this vision. While no one entity is independently responsible for implementation of this vision and strategies, the Jefferson County Parks Department will continue its key role of “advancing” the identifiable steps of implementation.

• The Jefferson County Parks Committee will interpret it as a living document.

• It is hoped that the Implementation Partners also take on continuing leadership roles in making the vision come alive for biking in Jefferson County.