

CHAPTER 5: Transportation

5.1 Background

This is the fifth of nine chapters that comprise the City of Wisconsin Rapids Comprehensive Plan. The transportation system includes all modes of travel. The local transportation network is an important factor for the safe movement of people and goods, as well as for the growth and development of the city.

This chapter is based on the statutory requirement for a “compilation of objectives, policies, goals, maps and programs to guide the future development of the various modes of transportation, including highways, transit, transportation systems for persons with disabilities, bicycles, walking, railroads, air transportation, trucking, and water transportation. The element shall compare the local unit's objectives, policies, goals, and programs to state and regional transportation plans. The chapter shall also identify highways within the local governmental unit by function and incorporate state, regional and other applicable transportation plans, including transportation corridor plans, county highway functional and jurisdictional studies, urban area and rural area transportation plans, airport master plans and rail plans that apply in the local governmental unit.”

The Comprehensive Planning Legislation establishes 14 state comprehensive planning goals. Of these 14 goals, two relate directly to transportation planning: Encouraging neighborhood designs that support a range of transportation choices; and providing an integrated, efficient, and economical transportation system that affords mobility, convenience, and safety, and that meets the needs of all citizens, including transit-dependent and disabled citizens.

A. Previous Studies

Several plans were reviewed as they relate to transportation in the Wisconsin Rapids area.

1. City of Wisconsin Rapids Comprehensive Plan, 1981

This plan consisted of four basic sections, Economics, Public Services and Transportation, and Recreation. Much of the data and other information is dated; however, there are some recommendations that still appear to be relevant. One of the recommendations was to expand and

upgrade the city's street system. Some of the recommendations from this plan are included in this chapter.

2. 2025 South Wood County Area Transportation Study

This plan was prepared as a long-range transportation plan for the South Wood County Urban Area, similar to what is required by larger urban areas that are designated as Metropolitan Planning Organizations or MPO's. The plan provides local governments a guide to make appropriate transportation decisions. The plan includes a variety of information, including:

- Issues, and goals and objectives;
- Recommended street and highway improvements;
- Transit, bicycle, pedestrian, rail, and air mode overviews; and
- Recommendations for all transportation modes.

Some of the information from this plan is used later in the chapter.

3. North Central Wisconsin Regional Bicycle Facilities Network Plan

The North Central Wisconsin Regional Planning Commission (NCWRPC) created this plan in 2004 to guide the development of bicycle facilities in north central Wisconsin. The vision of this plan is to increase the mobility of people within the Region by making bicycling a more viable and attractive transportation choice. The plan will strengthen the rural character of the county by connecting natural and cultural resource destinations, and by connecting communities, which also will have positive economic development from tourism. This plan focuses on connecting major communities within Wood County, so detailed connections within Wisconsin Rapids are not listed.

The plan contains route selections from a variety of past plans provided by both Wisconsin Rapids and Marshfield. One of the routes identified is a direct line between Wisconsin Rapids and Marshfield. Ownership is now beginning to fragment, so action taken soon may still secure the entire corridor.

4. Corridors 2020

Corridors 2020 was designed to enhance economic development and meet Wisconsin's mobility needs well into the future. The 3,200-mile state highway network is comprised of two main elements: a multi-lane backbone system and a two-lane connector system. All communities with over 5,000 in population are to be connected to the backbone

system via the connector network. State Trunk Highways 34 & 54 leading north and east out of Wisconsin Rapids are both listed as Connectors.

This focus on highways was altered in 1991 with the passage of the federal Intermodal Surface Transportation Efficiency Act (ISTEA), which mandated that states take a multi-modal approach to transportation planning. Now bicycle, transit, rail, air, and other modes of travel would make up the multi-modal plan. The Wisconsin Department of Transportation's (WisDOT) response to ISTEA was the two-year planning process began in 1994 that created TransLinks 21.

5. TransLinks 21

WisDOT incorporated Corridors 2020 into TransLinks 21, and discussed the impacts of transportation policy decisions on land use. TransLinks 21 is a 25-year statewide multi-modal transportation plan that WisDOT completed in 1994. Within this needs-based plan are the following modal plans:

- State Highways Plan 2020
- Airport System Plan 2020
- Bicycle Transportation Plan 2020
- Wisconsin Pedestrian Policy Plan 2020
- Wisconsin Rail Issues and Opportunities Report
- No plans exist for transit or local roads.

6. Connections 2030

Connections 2030 will be a 25-year statewide multi-modal transportation plan that is policy-based. The policies will be tied to "tiers" of potential financing levels. One set of policy recommendations will focus on priorities that can be accomplished under current funding levels. Another will identify policy priorities that can be achieved if funding levels increase. Finally, WisDOT may also identify critical priorities that must be maintained if funding were to decrease over the planning horizon of the plan. This plan will not conflict with the Wisconsin Rapids Comprehensive Plan because the policies are based upon the transportation needs outlined in TransLinks 21.

7. State Trails Network Plan

The Wisconsin Department of Natural Resources (DNR) created this plan in 2001 to identify a statewide network of trails, and to provide guidance to the DNR for land acquisition and development. Many existing trails

are developed and operated in partnership with counties. By agreement, the DNR acquires the corridor and the county government(s) develop, operate, and maintain the trail. The recommendations in this plan are presented in multi-modal transportation corridors, and the City is part of the Marshfield Rapids Corridor. Two segments from that plan involve the City of Wisconsin Rapids.

Segment 4 begins in Marshland, across the Mississippi River from Winona, MN. This potential trail corridor is on rail line that parallels the Trempealeau River east to Merrillan. The rail line continues east through the north end of the Black River State Forest to City Point. From City Point to Wisconsin Rapids, the option of remaining on the rail corridor or using roadways should be considered.

Segment 18 links with potential corridors in the Northern and South Central regions to create a continuous trail route from Ashland, on Lake Superior, to the Wisconsin/Illinois state line. This segment connects Stevens Point with Wisconsin Rapids and Adams County along the Wisconsin River.

B. Transportation Issues

Several issues related to transportation are listed below:

- ✓ Need for better coordination between transportation service providers in south Wood County.
- ✓ Need for better connection between cities/villages and towns, as well as along the river on both sides.
- ✓ Need to coordinate bicycle and walking facilities with routine construction projects.
- ✓ Take advantage of rail abandonment for trail development.
- ✓ Maintain rail accessibility throughout the city for economic development.
- ✓ Improve air transportation facility at Alexander Field.
- ✓ Additional issues relate to aging infrastructure and the cost to improve, congestion areas, overall flow of traffic or network, funding transit system, lack of intra-city bus service, and the need for an integrated pedestrian/bike plan.

5.2. Inventory & Trends

This section of the plan reviews local roads, bike and pedestrian trails, the airport, rail service, and transit. There is no water transportation service. Together these form the transportation system within the city, and connect the city to the larger state transportation system.

A. Local Roads

Local roads (streets) create the primary transportation system in the city. These roads allow people and goods to move within the city, and provide connections to the county, state, and federal road networks.

Jurisdictional Classification:

Public highways and roads are generally classified by two different systems, the jurisdictional, and the functional. Jurisdictional class refers to the entity, which owns the facility and holds responsibility for its operations and maintenance. The functional class refers to the role the particular highway/road segment plays in moving traffic within the overall roadway system.

The jurisdictional breakdown is shown in the display below. In addition to these main classifications, a road or segment of road may hold a variety of other designations including county forest road, rustic road, emergency route, truck route, etc. There are no rustic roads within Wood County. Truck routes are discussed at the end of this chapter under Trucking.

**Table 1:
Road Mileage
By Jurisdiction And Functional Class**

Jurisdiction	Functional Classification			Totals
	Arterial	Collector	Local	
State	15.5	0	0	15.5
County	2.3	0	0	2.3
City	19.2	15.2	112.2	146.6
TOTALS	37.0	15.2	112.2	164.4

Source: WisDOT & NCWRPC.

Functional Classification:

The City of Wisconsin Rapids' principal arterials include State Highways 73, 54 34, and 13, and Baker Street and sections of 8th Street. These roads are the major through roads in the city. All principal arterials, minor arterials, and collectors are displayed on the Transportation Map.

The City of Wisconsin Rapids road network consists of roughly 15.5 miles of state highways, 2.3 miles of county highways, and about 146.6 miles of city roads.

WisDOT requires all local units of government to submit road condition rating data every two years as part of the Wisconsin Information System for Local Roads (WISLR). The Pavement Surface Evaluation and Rating (PASER) program and WISLR are tools local governments can use to manage pavements for improved decision making in budgeting and maintenance. Cities can use this information to develop better road budgets and keep track of roads that are in need of repair.

Functional Classifications

Principal Arterials – carry high traffic volumes and provide links to major activity centers, they include Interstate Highways and freeways.

Minor Arterials – provide trips of shorter lengths and provides more land access. The minor arterial system interconnects with the urban arterial system and provides system connections to the rural collectors.

Collectors – provide both land access and traffic circulation within residential, commercial and industrial areas. These facilities collect traffic from local streets and channel it into the arterial system.

Local Streets – provide direct access to residential, commercial, and industrial developments. Local streets provide the lowest level of mobility.

Source: WISDOT Facilities Manual

Average Annual Daily Traffic (AADT) Counts:

Annual average daily traffic counts (AADT) depending on volume, are measured every three or ten years by the Wisconsin Department of Transportation (WisDOT), for over 70 sites are located in the city. Monitoring these counts provides a way to gauge how traffic volume is changing in Wisconsin Rapids. Congestion levels, pavement quality, bridge conditions, and safety are some considerations used by WisDOT to determine what state highways need improvements within existing funding levels. In 2011, counts will be conducted on all classified segments.

The interrelationships between land use and the road system make it necessary for the development of each to be balanced with the other. Types and intensities of land uses have a direct relationship to the traffic on roadways that serve those land uses. Intensely developed land often

generates high volumes of traffic. If this traffic is not planned for, safety can be seriously impaired for both local and through traffic flows.

Traffic generated and attracted by any new land use can increase congestion on the roadway system. Even without creating new access points, changes in land uses can alter the capacity of the roadway. The new business may generate more vehicle traffic. An uncontrolled number of driveways tends to affect highways by increasing the amount of turning traffic into and out from these attached driveways, thereby impairing safety and impeding traffic movements.

A variety of traffic counts are listed in Table 2. Some possible scenarios for changing volumes are described below:

1. Traffic from the northwest entrance of STH 54 (Site 1) was nearly the same in 1980 & 1989 (9,600+), and in 2002 & 2005 (12,000+). As of the 2002 count, the STH 54 bypass was complete which may account for additional traffic using STH 54, rather than CTH W to access Stevens Point, and I-39.
2. STH 54 bypass was constructed on the east side of Wisconsin Rapids between 1989 and 2002. This new road (Sites 11 & 12) replaced Baker Dr. (Site 5) and 16th St. (Sites 6 & 7), and 16th St. did lose traffic in 2002.
3. 8th St. and STH 13 are the same north-south road. 8th St. (Sites 8 & 9) is north of Riverview Expy., and STH 13 (Site 10) is a divided highway to the south of Riverview Expy. 8th St. lost about 28% of its traffic once the STH 54 bypass opened.
4. 32nd St. counts (Sites 2, 3, & 4) have gradually increased from 1980-2002, and then declined slightly in 2005. 32nd St. parallels, and lies east of, the STH 54 bypass. If declining counts are related to the new bypass, then a decline should also have occurred in 2002, since the bypass was already open.
5. County Trunk Highway (CTH) W (Site 14) originally led west into Chestnut St., and Riverview Expy.'s eastern terminus was at 8th St. By 1989, Riverview Expy. extended east to 16th St., and Chestnut St. (Site 13) started to lose traffic to this new road. As of 2002, Riverview Expy extended east to become the new CTH W. Chestnut St. (Site 13) lost about 50% of its traffic from 1980-2005 to the new CTH W road alignment. CTH W (Site 14) lost traffic between 2002-2005, possibly because through traffic chose STH 54 over CTH W to access Stevens Point and I-39, when STH 54's speed limit was raised to 65 miles per hour.

**Table 2: Annual Average Daily Traffic at Recorded Sites,
City of Wisconsin Rapids 1979-2005**

Site Location	Site ID	1980	1989	2002	2005
STH 54, W of 32 nd St.	Site 1	9,660	9,680	12,800	12,100
32 nd St., S of STH 54	Site 2	1,000	1,280	1,700	1,700
32 nd St., S of Washington St.	Site 3	1,340	1,860	2,400	2,200
32 nd St., S of Chestnut St.	Site 4	1,200	1,740	2,700	2,200
Baker Dr., W or 16 th St.	Site 5	11,940	11,840	9,000	8,100
16 th St., S of Baker Dr.	Site 6	4,620	4,420	2,600	---
16 th St., N of Riverview Expy	Site 7	3,100	7,920	3,200	---
8 th St., S of Baker Dr.	Site 8	9,000	8,880	6,400	5,800
8 th St., N of Riverview Expy.	Site 9	16,790	17,620	16,900	12,700
STH 13, S of Pepper Ave.	Site 10	18,820	25,120	23,200	23,100
STH 54 Bypass, N of Chestnut St.	Site 11	---	---	8,300	9,000
STH 54 Bypass, N of Riverview Expy.	Site 12	---	---	7,600	9,400
Chestnut St., W of 16 th St.	Site 13	6,260	5,860	2,700	3,300
CTH W, W of 32 nd St.	Site 14	6,160	6,660	10,000	7,600
Riverview Expy., E of 8 th St.	Site 15	---	6,360	14,200	13,800
Riverview Expy., W of STH 13	Site 16	6,330	17,720	19,500	19,500
Riverview Expy. bridge over WI River	Site 17	---	22,560	25,400	23,400
2 nd Ave., S of Riverview Expy.	Site 18	11,790	14,280	12,500	10,200
Riverview Expy., W of 2 nd Ave.	Site 19	---	14,520	17,700	18,200
Grand Ave., W of 17 th Ave.	Site 20	9,960	12,800	12,000	10,600
Grand Ave., W of 25 th Ave.	Site 21	10,490	8,560	8,100	8,400
CTH F, W of 17 th Ave.	Site 22	2,730	3,480	3,300	---

Source: Wisconsin Highway Traffic Volume, Department of Transportation, and NCWRPC

--- = No count available

The letters: "N, S, E, & W" uses above represent the cardinal directions of north, south, east, and west.

- Riverview Expressway has existed from STHs 13 & 73 on the west to 8th St. on the east since 1980, and has been the main Wisconsin River crossing ever since. 2nd Ave. (Site 18) is the main road into Wisconsin Rapids from Port Edwards and Nekoosa. 2nd Ave. traffic increased from 1980 to 1989, but then declined in 2002 and again in 2005. Two possible explanations may prove of such a decline on 2nd Ave: 1) major employers in Port Edwards and Nekoosa may have lost employment that would draw Wisconsin Rapids residents, and 2) major retail has developed along STH 13 south of Airport Ave., and residents from Port Edwards and Nekoosa may use the STH 73 bridge over the Wisconsin River instead of Riverview Expy. to access this shopping area.

Road Improvements:

The City road network is maintained by the Garage & Street Department. Each year the department undertakes projects to maintain and enhance the system. One planning tool utilized is the Road Improvement Plan, which outlines projects over a five-year or more period. See Tables 3 to 7. Table 8 displays projects identified even further out 2014 to 2018.

Table 3: City Roadway Improvements, 2009

Year	Rd/Hwy	Location	Type of improvement
2009	W. Grand Ave.	1 st Ave. to W. Jackson St.	Revitalization design
2009	Strawberry Ln.	1 st St. to cul-du-sac	Street reconstruction
2009	Rosecrans St.	11 th Ave. to 17 th Ave. S.	Street reconstruction
2009	NB W. Riverview Expy.	Chase St. to 2 nd Ave.	Concrete pavement repair
2009	WB E. Riverview Expy.	3 rd St. S. to Lincoln St.	Concrete pavement repair
2009	Apple St.	23 rd St. to 28 th St.	Woodlands Business Center
2009	28 th St.	Apple St. to Peach St.	Woodlands Business Center
2009	Oak St.	24 th St. to Peach St.	Woodlands Business Center street lights
2009		Two Mile Ave. 14 th St.	Retention pond
2009		21 st Ave. and Industrial St.	Retention pond

Source: City of Wisconsin Rapids, 2008

Table 4: City Roadway Improvements, 2010

Year	Rd/Hwy	Location	Type of improvement
2010	Amundson St.	26 th St. to 28 th St.	Sewer extension
2010	21 st Pl.	Saratoga St. to Oak St.	Sewer extension
2010	22 nd St. N.	Baker St. to Washington St.	Sewer extension
2010	Goggins St.	77 th St. S. to 10 th Ave. S.	Street reconstruction
2010	Hagen St.	18 th Ave. S. to 19 th Ave. S.	Street reconstruction
2010		East G cul-du-sac	Street reconstruction
2010	NB W. Riverview Expy.	Chase St. to 2 nd Ave.	Concrete pavement repair
2010	WB E. Riverview Expy.	3 rd St. S. to Lincoln St.	Concrete pavement repair
2010	27 th St.	Apple to Chestnut St.	Woodlands Business Center
2010	Apple St.	23 rd St. S. to 27 th St. S.	Woodlands Business Center (street lighting)
2010	30 th St. N.	Amundson St. to Kingston Rd.	Rapids East Commerce Center TIF #6
2010	29 th St. N.	Amundson St. to Kingston Rd.	Rapids East Commerce Center TIF #6
2010	Jefferson St.	25 th Ave. N. to RR	West Side Industrial Park
2010	W. Grand Ave.	1 st Ave to 4 th Ave.	Downtown construction

Source: City of Wisconsin Rapids, 2008

Table 5: City Roadway Improvements, 2011

Year	Rd/Hwy	Location	Type of improvement
2011	Sampson St.	Two Mile Ave. to Whitrock Ave.	Sewer extension
2011	Whitrock Ave.	Sampson St. to Crestwood Ct.	Sewer extension
2011	Whitrock Ave.	8 th St. to 16 th St.	Sewer extension
2011	High St.	17 th Ave. N. to 21 st Ave. N.	Street reconstruction
2011	20 th St. S	Oak St. to Chestnut St.	Street reconstruction
2011	3 rd Ave. S.	Bole Creek to 400s of May St.	Street reconstruction
2011	Apple St.	28 th St. to 30 th St.	Woodlands Business Center
2011	27 th St.	S. Apple St. to Chestnut St. (street lighting)	Woodlands Business Center street lighting
2011	29 th Ave. N.	Jefferson St. to Engel Rd.	West Side Industrial Park
2011	W. Grand Ave.	4 th Ave. to W. Riverview Expy.	Downtown construction
2011	Engel Rd.	25 th Ave. N. to 29 th Ave. N.	West Side Industrial Park
2011	EB E. Riverview Expy.	3 rd St. S. to Lincoln St.	Concrete pavement repair
2011	WB E. Riverview Expy.	Lincoln St. to 8 th St. S.	Concrete pavement repair

Source: City of Wisconsin Rapids, 2008

Table 6: City Roadway Improvements, 2012

Year	Rd/Hwy	Location	Type of improvement
2012	Carey St.	27 th Ave. S to 29 th Ave. S.	Sewer extension
2012	29 th Ave. S.	Boles St. to Carety St.	Sewer extension
2012	Russell St.	20 th Ave. S. to 25 th Ave. S.	Sewer extension
2012	25 th Ave. S.	Gaynor Ave. to south end	Street reconstruction
2012	High St.	12 th Ave. N. to 17 th Ave. N.	Street reconstruction
2012	E. Grand Ave.	Grand Ave. bridge to 4 th St.	Downtown revitalization
2012	3 rd St.	E. Grand Ave. to Oak St.	Downtown revitalization
2012	3 rd Ave.	Johnson St. to W. Jackson St.	Downtown revitalization
2012	EB E. Riverview Expy.	8 th St. S. to 12 th St. S.	Concrete pavement repair
2012	EB E. Riverview Expy.	Lincoln St. to 8 th St. S.	Concrete pavement repair
2012	30 th St.	Apple St. to Peach St.	Woodlands Business Center
2012	Apple St.	27 th St. S. to 30 th St. S.	Woodlands Business Center street lighting
2012	Engel Rd.	29 th Ave. N. to 33 rd Ave. N.	West Side Industrial Park

Source: City of Wisconsin Rapids, 2008

Table 7: City Roadway Improvements, 2013

Year	Rd/Hwy	Location	Type of improvement
2013	Greenwood Ln.	Cliff St. to Sampson St.	Sewer extension
2013	Chase St.	25 th Ave. S. to 29 th Ave. S.	Sewer extension
2013	North St.	23 rd St. N. to 26 th St. N.	Sewer extension
2013	WB E. Riverview Expy.	8 th St. S. to 12 th St. S.	Concrete pavement repair
2013	EB E. Riverview Expy.	12 th St. S. to 16 th St. S.	Concrete pavement repair
2013	28 th St.	Oak St. to Saratoga St.	Woodlands Business Center
2013	28 th St.	Apple St. to Peach St.	Woodlands Business Center street lighting
2013	48 th St. N.	Commerce Dr. to Kingston Rd.	Rapids East Commerce Center
2013	Wood Ave.	Cliff St. to Sampson St.	Street reconstruction
2013	11 th St. S.	Grove Ave. to north end	Street reconstruction
2013	17 th Ave. N.	W. Grand Ave. to RR tracks	Street reconstruction
2013	2 nd Ave.	W. Jackson St. to Johnson St.	Downtown revitalization
2013	Oak St.	3 rd St. to 4 th St.	Downtown revitalization
2013	2 nd St. S.	E. Grand Ave. to Birch St.	Downtown revitalization

Source: City of Wisconsin Rapids, 2008

Table 8: City Roadway Improvements, 2014-2019

Year	Rd/Hwy	Location	Type of improvement
2014	1 st St. N.	E. Jackson St. to Market Baker St.	Concrete pavement repair
2014	28 th St.	Oak St. to Saratoga St.	Woodlands Business Center street lighting
2014	E. Grand Ave.	Grand Ave. Bridge to 4 th St.	Woodlands Business Center
2015	E. Jackson St.	3 rd St. N. to E. Grand Ave.	Concrete pavement repair
2015	W. Jackson St.	4 th Ave. N. to Riverview Expy.	Concrete pavement repair
2015	E. Jackson St.	Bridge to 3 rd St. N.	Downtown revitalization
2015	E. Grand Ave.	4 th St. to Lincoln St.	Downtown revitalization
2016	W. Grand Ave.	25 th Ave. to RR viaduct	Concrete pavement repair
2016	25 th Ave. N.	W. Grand Ave. to RR tracks	Concrete pavement repair
2016	W. Jackson St.	Bridge to 4 th Ave. N.	Downtown revitalization
2016		Intersection of E. Grand/E. Jackson/Lincoln St.	Downtown revitalization
2017	8 th St. S.	E. Grand Ave. to Chestnut St.	Concrete pavement repair
2017	8 th St. S.	Chestnut St. to Pepper Ave.	Concrete pavement repair
2017		Intersection of W. Jackson St. and 4 th Ave.	Downtown revitalization
2018	8 th St. S.	Pepper Ave. to Two Mile Ave.	Concrete pavement repair
2018	8 th St.	Two Mile Ave. to Lake Ave.	Concrete pavement repair
2018	E. Grand Ave.	Lincoln St. to 8 th St.	Downtown revitalization
2019	STH 34	W. Grand Ave. to north city limits	Concrete pavement repair
2019	STH 54	Expy. To Washington St.	Concrete pavement repair

Source: City of Wisconsin Rapids, 2008

The Wood County Highway Department prepares its own roadway management plan that identifies projects on county highways. Annual road improvement plans are created and submitted to the County Board for approval. Table 9 shows the current 5-year Improvement Plan for county trunk highways.

Table 9: County Roadway Improvements, 2008-2013

Year	Rd/Hwy	Location	Mileage of project	Type of improvement
2008	DD	STH 34 to CTH B	3.00	Bituminous overlay
2009	F	Lonely Road – CTH N	3.00	Bituminous overlay
2009	Q	Matthies Road – Searles Lane		Bituminous overlay
2011	Z	STH 73 to County Line	4.50	Bituminous overlay
2011	U	STH 54 to Short Street	1.25	Bituminous overlay
2013	Q	STH 13 to CTH D	5.50	Bituminous overlay
2013	Z	CTH U to STH 13	4.50	Bituminous overlay
2013	U	STH 54 to CTH W	3.25	Bituminous overlay
2013	G	STH 54 to STH 173	1.75	Bituminous overlay

Source: Wisconsin Department of Transportation, April 2008

The WisDOT prepares six-year highway improvement programs by region that identify projects for interstate highways, U.S. highways, and state highways. Roadway maintenance projects, in and in close proximity to the City of Wisconsin Rapids are listed in Table 10.

Table 10: State Roadway Improvements, 2008–2013

Year	Rd/Hwy	Location	Mileage of project	Type of improvement
2010-2013	13	WI River Bridge B-71-33	0.29	Bridge deck overlay
2010-2013	13	WI Rapids to Friendship	5.77	Pavement replacement
2010-2013	13	Yellow River Bridge B-71-0755	0.60	Bridge replacement
2010-2013	34	WI Rapids to Junction City	0.90	Roadway maintenance
2010-2013	66	Mosquito Creek Bridge B-71-0755	0.00	Bridge replacement
2010-2013	73	Plainfield to WI Rapids	5.82	Roadway maintenance

Source: Wisconsin Department of Transportation, April 2008

B. Trucking

The truck operator map identifies the Wisconsin highways for operation of vehicles, and combinations of vehicles, the overall lengths of which cannot be limited. Trans. 276 clarifies other statutory provisions or federal rules affecting the weight, width, and length of vehicles and combinations of vehicles and the number of vehicles in combination.

State trunk highways 13, 34, 54, and part of 73 are designated as long truck routes within Wisconsin Rapids.

In spring, county trunk highways limit semi-truck travel when they are posted with weight limits. When county trunk highways do not have posted weight limits, then basic semi-trucks are allowed.

Local truck routes often branch out from these highways to link local industry with the official designated state highways, as well as to distribute commodities with the local area. Mapping these local truck routes is beyond the scope of this plan, and local issues such as safety, weight restrictions, and noise impacts play significant roles in the designation of local truck routes.

C. Bike & Pedestrian Facilities

Both bike and pedestrian facilities are important for the residents of the city. Often these are multi-use trails used for recreational activity, but if planned correctly, they can provide an alternative to driving for short trips.

WisDOT has determined bicycling conditions are on all county and state highways. STH 34 entering Wisconsin Rapids from the north, STH 13, 34, and 73, and CTHs W and Z are currently ranked as poor for bicycle travel because of the lack of on-street bicycling accommodations. No city roads were rated either good or bad for bicycle suitability by WisDOT. All roads in Wisconsin Rapids are available for bicycle travel.

A multi-use asphalt paved trail exists on the west side of the Wisconsin River from STH 73 south through the city. This is part of the Ahdawagam Trail System in the city. See Map 5-1.

Sidewalks create the primary pedestrian network. Sidewalks exist in most residential areas and throughout the downtown. Issues of most concern to pedestrians are missing sidewalk sections, broken or uneven sections, and intersections without curb ramps. Roads that do not have sidewalks may not provide areas to walk outside of the traffic lanes. These are less desirable pedestrian facilities, since there is no separation between moving vehicles and the pedestrian. All roads in Wisconsin Rapids are available for pedestrian travel.

D. Airport

The City of Wisconsin Rapids, the City of Nekoosa, the Village of Port Edwards, and the Town of Grand Rapids operate the Alexander Field - South Wood County Airport. The airport is located on the south side of the city.

Alexander Field - South Wood County Airport (ISW) has two asphalt runways (3,640, and 5,500 feet long), and one turf runway that is 2,100 feet long. As of August 2006, there were 46 single engine airplanes, 3 multi-engine airplanes, and 15 ultralights based at the airport. Of the approximately 44 aviation operations (takeoffs and landings) per day, 50% were for transient general aviation, 41% were local aviation, and 9% were air taxi service. The airport is intended to serve corporate jets, small passenger and cargo jet aircraft used in regional service, and small airplanes (piston or turboprop) used in commuter air service. These aircraft generally have a gross takeoff weight of less than 60,000 pounds, with approach speeds below 141 knots, and wingspans of less than 118 feet. There is also a heliport at the airport. This is used by Riverview Hospital.

The nearest commercial air service airport is the Central Wisconsin Airport (CWA) in Mosinee. There are two private airports near Wisconsin Rapids: Winch Field (6WI1) has turf runways; and Jennie's Field Airport (WI13) also has turf runways.

E. Rail

According to the 2008 DOT Rail Map, Canadian National owns all rail tracks through the city; however, Union Pacific does operate through the city as well. Switching service is available seven days a week. Currently, about six trains travel through the city daily.

F. Bus/Transit

The City of Wisconsin Rapids contracts with River City Cab to provide shared-ride, reduced-rate taxi service for the elderly and handicapped. The program is subsidized by federal and state mass transit funds. While regular adult fares are \$3.25, the fare for the elderly and handicapped is \$1.75. In addition, in cooperation with the Wood County Division on Aging, River City Cab provides reduced fare passes for low-income persons, the elderly, and the handicapped. The fare assistance passes, which are submitted to the county by River City Cab for reimbursement, pay \$.50 of the \$1.75 rate, leaving \$1.25 to be paid by the passenger. The taxi operates from 6:00 a.m. to 11:00 p.m., Monday through Friday; from 7:00 a.m. to 11:00 p.m. on Saturday; and from 8:00 a.m. to 1:00 p.m. on Sunday.

No intercity bus routes exist within Wood County.

G. Transportation Facilities for Disabled

Transportation services help older and disabled adults access the services and programs they need to remain independent. Para-transit is a specialized transit service to serve elderly and handicapped persons who require more accessible vehicles and flexible routing. Providers of this service are usually existing municipal transit operators, taxi companies, and private companies with buses and vans.

Wood County Division on Aging provides reduced fare passes for the elderly and handicapped to use River City Cab; see additional description of this service in "E. Bus/Transit" above.

Aging & Disability Resource Center (ADRC) of Central Wisconsin operates two types of transportation programs for the elderly in Wisconsin Rapids—a bus service, and volunteer drivers. Buses operate door-to-door service in Wisconsin Rapids from 9:00 am to 2:00 pm Monday through Friday. Rural areas in Wood County may ride the bus every 3rd Friday to Wisconsin Rapids for a fee. A 24-hour advance notice is requested for all bus transportation. The volunteer driver program offers an affordable means of transportation by using volunteers who use their own vehicles. Door to door, service to medical facilities in Wisconsin is

provided with 5 days of advanced notice to allow adequate time for scheduling. Eligibility for the volunteer driver program requires one to be 60 years old or older, have a need for the ride for medical or nutrition site access, must be able to enter and exit a personal vehicle, and must be a Wood County resident.

H. Transportation Programs

The Wisconsin Department of Transportation is the primary provider of programs to assist local transportation systems. Several programs are available, such as:

- General Transportation Aids
- Flood Damage Aids
- Local Bridge Improvement Assistance
- Local Transportation Enhancements
- Traffic Signing & Marking Enhancement Grant

Additionally, the State's new complete streets law requires pedestrian and on-street bicycle accommodations for all state and federally funded highway/roadway reconstruction and new construction projects. More information on these programs can be obtained by contacting the WisDOT region office in Wisconsin Rapids.

5.3. Goal, Objectives & Policies

Goal:

To provide an integrated, efficient, and economical transportation system that affords mobility, convenience, energy-efficiency, and safety, and that meets the needs of all citizens, including transit-dependent and disabled citizens.

Objectives:

1. Maintain the efficiency, safety, and functionality of the City's existing transportation system, which links the urban center with outlying towns, adjacent communities, and the region.
2. Encourage a balanced transportation network that provides a choice in the type of mode (i.e. car, bus, bike, walking, etc.), easy transfer between modes, and transportation opportunities for those without use of an automobile.
3. Achieve close coordination between transportation facilities and land use planning and development.
4. Minimize the negative impacts of proposed transportation facility expansions.

Policies:

1. Work with WisDOT to control access onto highways to preserve capacity and movement of traffic, including the development of access control plans for these facilities. Encourage WisDOT to commission/fund highway corridor plans for these highways to address corridor development, intersection deficiencies, sight distances, and turning movements.
2. Plan for extension of major arterials and other roads as necessary to complete connections, provide for appropriate routes for trucks and emergency vehicles, and serve planned development areas.
3. Consider future road locations, extensions, connections, and/or accesses when reviewing development plans and proposals.
4. Work with County and towns to plan for a network of interconnected new roads in planned development areas to control highway access and improve access to these areas.

5. Space roadway access according to minimum standards to increase safety and preserve capacity.
6. Avoid land uses that generate heavy traffic on roads that have not been constructed or upgraded for such use.
7. Plan for new developments to minimize excessive road construction and energy use, and avoid burden on the City for maintenance.
8. Encourage traditional neighborhood designs (TND) and cluster development as a means to support a range of transportation choices and control traffic and energy-use impacts.
9. Support additional transportation options, including sidewalks and on and off street bicycle facilities, for all segments of the population (e.g. the disabled, seniors, low-income individuals, and people seeking an alternative means of transportation), including those without access to an automobile.
10. Develop Airport Land Use Ordinance under Wisconsin Statutes sections 114.135 and 114.136 to protect the public investment in the South Wood County Airport.
11. Work with rail service providers and users to address facility or service issues in order to maintain safe and efficient rail operations in the City.
12. Evaluate areas where speeding is a concern, and identify measures to address safety concerns.
13. Ensure continued energy efficiency of traffic signal systems, while ensuring efficient, safe traffic flow.
14. Incorporate pedestrian and on-street bicycle accommodations into all reconstruction and new construction projects, particularly for classified roadways and highways. Any state and/or federally funded projects along city streets and state connecting highways by law will require these accommodations.
15. Work with WisDOT, Wood County, and surrounding communities to establish park-and-ride lots in the area for long distance commuters. WisDOT has identified in Connection 2030 the desire for future lots near the STH 34/STH 66 and STH 54/CTH U intersections.