**Official Notice and Agenda**

of a meeting of the County Board, Committee, Agency,
Corporation or Sub-Unit thereof,

**Marathon County Metropolitan Planning Commission’s**

**Joint Water Quality Management and Transportation Technical Advisory Committees**

**April 10, 2018**

**Conference Room 5**

**212 River Drive, Wausau, WI**

**Commission Purpose:** The Commission shall be concerned with studies and recommendations relating to activities including but not limited to land-use; natural resources; utilities; and transportation systems within the metropolitan planning area. (Commission Bylaws last updated: 6-12-08)

**Water Quality Management Technical Advisory Committee (WQMTAC):** Gaylene Rhoden, Mike Heyroth, Eric Donaldson, Randy Fifrick, Tim Vergara, Keith Donner, Jeff Gates, Mark Thout, Brad Lenz, Rebecca Frisch, Dave Mack, Jeff Pritchard, Darryl Landeau

**Transportation Technical Advisory Committee (TAC):** Gaylene Rhoden, Randy Fifrick, Tim Vergara, Keith Donner, Jeff Gates, Mark Thout, Brad Lenz, Rebecca Frisch, Dave Mack, Jeff Pritchard, Darryl Landeau, Jim Griesbach, Greg Seubert, Richard Downey, Christopher Johnson, Daniel Guild, Scott Turner, Keith Rusch, Brian Grebe, Eric Lindman, David Eckmann, James Kuehn, David Meurett, Gary Olsen

**Agenda Items:**

1. **Call to Order and Introductions;**

2. **Policy Discussion and Possible Action:**

   2. Approve Minutes of the January 9, 2018 Joint WQMTAC and Transportation TAC Meeting;

   3. Wausau Area Sewer Service Plan Modifications - Landeau;

   4. Bicycle and Pedestrian Plan Amendment;

   5. 2018-2022 Transportation Alternatives Program (TAP) Grant Applications Ranking;

   6. Draft Transit Development Program (TDP) Review;

   7. Adjourn.

Any person planning to attend this meeting who needs some type of special accommodation in order to participate should call the County Clerk’s office at 261-1500. For TDD telephone service, call the Employee Resources Department at 261-1453.

Signed

PRESIDING OFFICER OR DESIGNEE

NOTICE POSTED AT COURTHOUSE:

FAXED TO: 848-9361 Daily Herald
           848-5887 City Pages
           Mid-west Radio Group – 848-3158
FAXED BY: BI
FAX DATE/TIME: 04/02/2018 3:40 PM
FAXED BY/DATE/TIME: __________________________

Date: __________________________
By: __________________________
Time: __________________________
MARATHON COUNTY METROPOLITAN PLANNING COMMISSION
Joint Water Quality Management and Transportation - Technical Advisory Committees
Minutes – January 9, 2018

Water Quality Management Technical Advisory Committee Members: Dave Mack, Keith Donner, Gaylene Rhoden, Randy Fifrick, Brad Lenz, Darryl Landeau, Mark Thuot, Keith Rusch, Tim Vergara, Jeff Pritchard

Transportation Technical Advisory Committee: Dave Mack, Keith Donner, Gaylene Rhoden, Randy Fifrick, Brad Lenz, Darryl Landeau, Mark Thuot, Keith Rusch, Tim Vergara, Dave Meurett, Kevin Lang (for Griesbach), Brian Grefe

Others: Andrew Lynch, Brenda Iczkowski, Allen Wesolowski

1. Call to Order / Introductions
The presence of a quorum, the agenda being properly signed and posted, the meeting was called to order by Mack for Chairperson Frisch at 1:05 p.m., Room 5, 212 River Drive, Wausau, Wisconsin.

2. Approve Minutes of the November 14, 2017 Water Quality Management TAC meeting
Action: MOTION / SECOND BY LENZ / LANDEAU TO APPROVE THE MINUTES OF THE NOVEMBER 14, 2017 MEETING. MOTION CARRIED BY VOICE VOTE, NO DISSENT.

3. Approve Minutes of the December 12, 2017 Transportation TAC meeting
Action: MOTION / SECOND BY FIFRICK / LANG TO APPROVE THE MINUTES OF THE NOVEMBER 14, 2017 MEETING. MOTION CARRIED BY VOICE VOTE, NO DISSENT.

4. Wausau Area Sewer Service Plan (SSA) Update: Landeau discussed the final draft of the Wausau Area Sewer Service Plan. The revisions made to the maps were mainly clarifications, color schemes, and the locations of purposed lift stations. Lastly, the limited service area was established for rare expectations and critical facilities not just to accommodate economic growth. Landeau reminded the committee to submit any 18”+ sewer lines plans. By doing so it helps streamline the environmental assessment process and some to the requirements for the community.
Action: MOTION / SECOND BY VERGARA / FIFRICK TO APPROVE THE DRAFT AND SEND THE DRAFT FOR PUBLIC AND DNR TO REVIEW. MOTION CARRIED BY VOICE VOTE, NO DISSENT.
Follow Through: Staff will send draft to the DNR for review.

5. 2017-2022 STP Block Grant Application Ranking
Discussion: Mack reviewed the re-evaluated project rankings for the 2017-2022 STP Block Grant Applications. The City of Wausau withdrew their application for funding for Stewart Avenue. The project would have exceeded the cost criteria for funding. The North 6th Street and County Road K projects remain the top two projects and will be funded at the 50% cost share level. The 2017-2022 STP project ranking spreadsheet had an error by not identifying the WisDOT review for construction that needed to be included and was so corrected. The correction did not change the rankings and based on the corrected spreadsheet, the North 6th Street project would get about $35,000 more and the County Road K project would get about $24,000 more leaving an additional $620,000 available for allocation to other projects. The total funds available are $1,299,800 (unofficially). The Margaret Street and Birch Street projects were reviewed for possible allocation but exceed the 50% total funds available. Muerett looked at the Village of Weston’s original application from August and provided comments on the application. The Village of Weston’s new application overall construction costs increased from $1.2 million to $1.38 million so the Village needed to reduce the total overall construction cost by $72,000.
Action: MOTION / SECOND BY FIFRICK / VERGARA TO ALLOW THE VILLAGE OF WESTON TO RE-EVALUATE AND INVESTIGATE THEIR APPLICATION TO BE ABLE TO RECEIVE THE REMAINING FUNDING AVAILABLE. IF THE VILLAGE OF WESTON WOULD HAVE TO WITHDRAW THE PROJECT APPLICATION, MARATHON COUNTY WOULD REQUEST THAT THE ALLOCATION BE HELD IN AN ACCOUNT. IF THE MONEY IS UNABLE TO BE HELD IN AN ACCOUNT, THE REMAINING FUNDS WOULD BE ALLOCATED TO THE TOP 2 RANKED PROJECTS. MOTION CARRIED BY VOICE VOTE, NO DISSENT.
Follow Through: An update will be provided at a future meeting.

6. Next Meeting Date – To be Determined.
   Action: No Action Needed.
   Follow Through: None needed at this time.

7. Adjourn
   There being no further business, MOTION / SECOND BY FIFRICK / VERGARA TO ADJOURN THE MEETING AT 1:48 PM. MOTION CARRIED VOICE VOTE, NO DISSENT.

Submitted by:
David Mack, MPO Director
For Rebecca Frisch, MPO TAC Chair
Marathon County
Conservation, Planning and Zoning
BI
SECTION 5.0 ENVIRONMENTALLY SENSITIVE AREAS

5.1 INTRODUCTION

Delineating environmentally sensitive areas (ESAs) is one of the most important components of a sewer service area plan. These areas need to be protected in order to protect water quality.

According to Administrative Code NR 121 provisions, "Major areas unsuitable for the installation of waste treatment systems because of physical or environmental constraints are to be excluded from the service area. Areas to be considered for exclusion from the sewer service area because of the potential for adverse impacts on the quality of the waters of the state from both point and nonpoint sources of pollution may include but are not limited to wetlands, shorelands, floodways and floodplains, steep slopes, highly erodible soils and other limiting soil types, groundwater recharge areas, and other such physical constraints."

Environmentally sensitive areas are defined, generally, as those areas that are unsuitable for sewered development because of the potential significant adverse impact upon water quality (see NR 121.05(1)(g)2.c.). The sewer service area is that area presently served or anticipated to be served by a sewage treatment system within a sewer service area plan's 20-year planning period. Technically, the sewer service area does not include environmentally sensitive areas, which are delineated separately and do not count in acreage allocations for sewered development.

The Plan uses the term "environmentally sensitive areas" rather than "environmental corridors" primarily due to the inconsistent use of the term "environmental corridors" across the state. Additionally, "environmental corridors" implies the need for the subject resource to be linear or contiguous within the sewer service area, however, such contiguity is not required for an area to be sensitive and in need of protection under NR121 for maintenance of water quality. While it is true that many environmentally sensitive areas are associated with streams; many wetlands, steep slopes and groundwater recharge areas are not necessarily linear.

A community may decide to include as "environmental corridors" areas other than those considered environmentally sensitive for water quality. Parks, woodlands and other green spaces can be added to the environmentally sensitive areas component of a sewer service area plan. In this way, the sewer service area planning process helps guide local growth within the myriad planning processes and multi-level authorities involved in development. This integration can help to avoid negative impacts on water resources locally and regionally. However, local communities should supplement the delineation of environmentally sensitive areas with local or regional protections, such as conservancy zoning or wellhead protection programming.

A sewer service plan regulates only sewered development. Its authority does not prohibit unsewered development from occurring in environmentally sensitive areas (although these areas may be regulated by the U.S. Army Corps of Engineers or other
agencies). In rare cases, plan updates or amendments are proposed that would remove land from the environmentally sensitive area designation to allow sewered development. Development in these areas may require a Clean Water Act Section 404 permit, a Wisconsin Statutes Chapter 30 permit and water quality certification for compliance with NR103, or other permits/approvals in order to protect water quality.

Lands removed from an environmentally sensitive areas designation should not include any areas with development constraints that would adversely impact groundwater or surface water quality. For example, an amendment that removes wetlands from an environmentally sensitive area will not be approved unless it is shown that fill for development of the proposed site has received a valid federal permit and wetland water quality certification.

Environmentally sensitive area delineations sometimes include features that are not water quality related, so not every sensitive area development proposal will require a permit. The DNR has approved amendments to remove land not associated with water from designation, such as some parks and historic sites. Removal of any area from the environmentally sensitive area designation should go through the DNR review process, however, areas that do not involve a water quality concern will generally be processed faster than those which require a permit.

In some cases, the exact boundaries of environmentally sensitive areas may need to be located through a field survey by the appropriate authorities such as Army Corps of Engineers and/or Wisconsin DNR staff.

It is not the intent of designated environmentally sensitive areas to prevent or obstruct necessary maintenance, expansion or construction of transportation or utility facilities intended to serve areas outside of the sensitive area, needed to maintain or improve continuity of those systems, or designed to serve compatible uses in the designated areas such as park shelters or facilities.

The environmentally sensitive areas identified within this plan are comprised of three primary elements: floodway, wetlands and areas of 20+% steep slopes. These have been selected by the Water Quality Management Technical Advisory Committee for purposes of this sewer service area plan.

A new feature of this plan update is the addition of an additional, secondary element to be designated as a conditional environmentally sensitive area. Steep slopes for planning purposes are generally considered to areas of 12% or greater. In the previous plan, areas of slope 12 to 20% were not considered as environmentally sensitive areas. This plan update incorporates additional protections for these steep slope areas. For more information, see Section 5.4 Steep Slopes, below.

This section discusses the delineation of environmentally sensitive areas: floodways, wetlands and steep slopes, see Map 4, to be excluded from the sewer service area and future sewered development as part of this Plan; as well as other measures in place to protect these areas and ensure water quality preservation.
5.2 FLOODWAY

The floodplain is the land calculated to be covered by floodwater during the 100-year flood. The floodplain includes the floodway and the flood fringe. The floodway is the channel of the river or stream and those portions of the floodplain adjoining the channel required to carry and discharge the flood waters or flood flows associated with the 100-year flood (see NR 116.03 Wis. Adm. Code).

Local, state and federal regulations control development in floodplain areas. Most development is not allowed within the floodway. Development can occur within the flood fringe with appropriate flood proofing measures. The added expense of developing in the flood fringe versus other upland areas will control the rate and extent of floodplain development.

To prevent development in a high hazard area, floodways should be excluded from sewer service areas. The Department of Natural Resources will not approve any sewer service area plan or amendment that is not consistent with an approved floodplain zoning ordinance or which allows new service to new development in the floodway.

Plans or amendments which would result in a reduction of storm or flood water conveyance or storage capacity should be denied unless remedial actions which conform to NR 116 are identified and approved prior. When there is an existing, lawful development within the floodway, a plan or amendment may include the development within the boundaries of the proposed service area.

Lands officially determined to be out of the mapped floodway should be considered removed from the ESA unless other factors dictate. These areas are typically documented with a Letter of Map Revision (LOMR) or Letter of Map Amendment (LOMA) issued by FEMA.

The FEMA DFIRM, or Digital Flood Insurance Rate Map, data was used to map the floodway as part of the environmentally sensitive area for this Plan. FEMA completed an update of the flood mapping for Marathon County in 2010 and did some supplemental revisions in 2013.

There are several streams and rivers in and around the Wausau urban area, as well as Lake Wausau and Mosinee Flowage. The primary streams include: Wisconsin, Big Rib, and Eau Claire. The Wisconsin River, which flows north-south through the center of the urban area, is the largest river in the County, and most of the other streams in the study area are tributary to it. The Big Rib River flows north-south through the northwest part of the County to its confluence with the Wisconsin along the south edge of the City of Wausau. The Eau Claire River flows from the northeast part of the County south to its confluence with the Wisconsin in the City of Schofield.
5.3 WETLANDS

Wetlands are areas where water is at, near or above the land surface long enough to be capable of supporting aquatic or hydrophytic vegetation and having soils indicative of wet conditions (see NR 103 Wis. Adm. Code). The Department of Natural Resources' Wisconsin Wetland Inventory data was used to map the wetlands as part of the environmentally sensitive area for this Plan. DNR completed an update of the wetland mapping for Marathon County in 2015.

Pockets of wetland are scattered across the urban area, although more concentrated and extensive along the various streams and rivers in the area. The Cedar Creek Wetland is a large area within the Village of Rothschild and the Village of Kronenwetter and Town of Rib Mountain have extensive areas of wetland.

Wetlands perform many indispensable roles in the proper function of the hydrologic cycle and local ecological systems. In terms of hazard mitigation, they act as water storage devices in times of high water. Like sponges, wetlands are able to absorb excess water and release it back into the watershed slowly, preventing flooding and minimizing flood damage. As more impermeable surfaces are developed, this excess capacity for water runoff storage becomes increasingly important.

Wetland plants and soils have the capacity to store and filter pollutants ranging from pesticides to animal wastes. Calm wetland waters, with their flat surface and flow characteristics, allow particles of toxins and nutrients to settle out of the water column. Plants take up certain nutrients from the water. Other substances can be stored or transformed to a less toxic state within wetlands. As a result, wetlands play an important role in water quality.

Local, state and federal regulations control development activities in wetland areas. Permits are required for activities that impact wetlands. In some cases, wetland mitigation or replacement is required.

5.4 STEEP SLOPES

Slope is defined as rise divided by run. Slope is measured by the amount of elevation increase over a certain distance; slope is not equal to the degree of the angle. For instance, a 100% slope would be a 45 degree angle over the length of the run, since the rise and run would be equal (a 200 foot lot with a 200 foot elevation increase over its distance forms a 45 degree angle of the slope). For this plan, slopes shall be measured over a horizontal distance of 50 feet. Slopes shall be measured as the change in elevation over the horizontal distance between consecutive contour lines and expressed as a percent.

Steep slopes are typically considered to be any area of 12% or greater slope. Bare ground on slopes 12% or greater are considered vulnerable to soil erosion, depending on the characteristics of the site and soil types present. Soil erosion on slopes 12% to 20% is often manageable with good management practices.
The steep slopes in Map 4 were identified using a combination of the steep slopes as mapped in the previous plan and the latest 10-meter digital elevation model (DEM) created by the USGS which Marathon County currently uses as its slopes data layer. It is important to note that digital elevation models do not distinguish between natural and artificial slopes, thus Map 4 includes artificial, man-made slopes, many of which have been carefully engineered to mitigate potential erosion.

Development on slopes greater than 20% should be discouraged since they are more prone to erosion without more intensive or engineered best management practices and erosion control planning (e.g., retaining walls, stormwater management systems, terracing). Any development on these slopes could result in high construction costs and severe erosion with resultant negative impacts to surface waters. Further, DNR guidance states that any SSA Plan amendments for sewered development on steep slopes that would result in direct runoff into a stream should be prohibited or mitigation measures required for the protection of water quality. Allowing sewered development on slopes should be consistent with the existing development pattern and locally approved construction erosion control ordinances.

For delineating environmentally sensitive areas in this plan, steep slope is divided into two categories:

- **Primary Steep Slope Environmentally Sensitive Area** - The primary steep slope area includes lands with 20% or greater slope as identified by civil engineers within the previous plan. This will maintain the exclusion of these steep slopes from the sewer service area.

- **Conditional Steep Slope Environmentally Sensitive Area** - The conditional steep slope area includes slopes 12% up to 20% from the digital elevation model generated by the USGS. These areas are not directly excluded from the sewer service area, but are allowed sewer service subject to the condition that best management practices (BMPs) are required and enforced by the local regulating jurisdiction.

### 5.5 PROTECTION OF ESAs AND RELATED AREAS

The environmentally sensitive areas delineated in this Plan: floodways, wetlands, and 20+% steep slopes, are excluded from the sewer service area, and new sewered development is generally not permitted in these delineated areas. Floodways and wetlands are integral parts of the overall systems of water resources within the Wausau urban area and Marathon County. Protecting water quality is one of the primary functions of a sewer service area plan.

Surface water, including lakes, rivers, streams and their associated shorelands and floodplains, wetlands, and groundwater are protected by a layered system of regulations and programs at all three levels of government: local, state and federal. The primary program effort is identified below by resource element:
Information to Provide for All Proposed Sewer Service Area Amendments:

A. Applicant Community.
B. Title of Proposed Amendment (Number sequentially for the particular community.)
C. Location(s) of Amendment.
   1. Section(s), Township and Range:
   2. Minor Civil Division, i.e. City, Village or (Civil) Town:
   3. Area Added and/or Deleted (in acres):
D. A map(s) showing the proposed amendment areas, including the addition and deletion areas.
E. A map showing existing and projected land use in the amendment area.
F. Discussion addressing the consistency of the proposed amendment with local plans.
G. Summary description of proposed amendment (brief overview, including purpose, need).
H. Anticipated population for the amendment area(s) (estimated present and year 2040).
I. For commercial, industrial and institutional or other special facilities, projected wastewater flow and loading information for the amendment area.
J. A letter of concurrence with the proposed amendment from the wastewater facility to receive wastewater from amendment area.
K. Description/maps of existing environmentally sensitive areas (including location and acreage of wetlands, floodway and steep slopes) and other pertinent environmental features in relationship to delineation of sewer service area.
L. Discussion of any alternatives to amending the sewer service area that were considered (i.e. no action, rerouting sewers, staging, etc.) and their impact on the existing environment and community growth and development.
M. Discussion of potential controversies and conflicts concerning proposed amendment (including local zoning, plans or policy of local, regional, state, or federal government).
N. Public hearing and local amendment approval information (date of hearing, minutes, letters or comments received, copy of approval resolution of governing body).

9. Additional Criteria for Limited Service Areas: A Type III Amendment is intended to accommodate a Limited Service Area, or LSA, where only one or a few urban services, such as sanitary sewer service, are provided to accommodate special or unique facilities or institutional uses which are appropriately located outside urban service areas, or areas of existing development experiencing wastewater disposal or water supply problems. Types of Limited Service Areas include:

   ✓ Special Facilities: including, but not limited to, landfills, park, recreational, and tourist facilities such as park shelters, golf course clubhouses, etc.
# Bicycle and Pedestrian Plan for the Wausau Area Metropolitan Planning Organization - Near Term Project Recommendations

<table>
<thead>
<tr>
<th>Project Complete</th>
<th>Project ID</th>
<th>Project Street</th>
<th>From Street</th>
<th>To Street</th>
<th>Facility Recommendation</th>
<th>Road Diet</th>
<th>Lane Diet</th>
<th>Length (miles)</th>
<th>Stand-Alone Project Cost Estimate</th>
<th>Coordinated Project Cost Estimate</th>
<th>Primary Jurisdiction</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>118</td>
<td>72nd Ave</td>
<td>5th Ave/Schofield Ave</td>
<td>N5 Grand Ave</td>
<td>Path</td>
<td>Path</td>
<td></td>
<td></td>
<td>0.9</td>
<td>$</td>
<td>-</td>
<td>City of Schofield</td>
<td>Project on city-owned abandoned RR right of way. Project coordination with Village of Rothschild.</td>
</tr>
<tr>
<td>119</td>
<td>Packer Dr</td>
<td>72nd Ave</td>
<td>International Dr</td>
<td>Path</td>
<td>Path</td>
<td></td>
<td></td>
<td>1.1</td>
<td>$</td>
<td>-</td>
<td>City of Wausau</td>
<td>Off-street path along 72nd Ave in Wausau Industrial Park. Part of Park plan to provide off-street accommodations.</td>
</tr>
<tr>
<td>120</td>
<td>Off-street path</td>
<td>72nd Ave</td>
<td>Innovation Way</td>
<td>Path</td>
<td>Path</td>
<td></td>
<td></td>
<td>1.3</td>
<td>$</td>
<td>-</td>
<td>City of Wausau</td>
<td>Off-street path providing east-west connectivity across the industrial park. Areas of wetland would require boardwalk.</td>
</tr>
<tr>
<td>Goal</td>
<td>Example</td>
<td>Measure</td>
<td>Scoring</td>
<td>Connector Path</td>
<td>Score</td>
<td>Business Campus 72nd Ave Score</td>
<td>Business Campus East West Score</td>
<td>Safe Routes To School Score</td>
<td>Score</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------------------------</td>
<td>-------------------------------------------------------------------------</td>
<td>---------------</td>
<td>---------</td>
<td>----------------</td>
<td>-------</td>
<td>-------------------------------</td>
<td>-------------------------------</td>
<td>-------------------------------</td>
<td>-------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regional Significance</td>
<td>Project connects existing bike/ped infrastructure and is identified as important to the overall network.</td>
<td>Y/N</td>
<td>Y = 2, N = 0</td>
<td>Y</td>
<td>2</td>
<td>N</td>
<td>0</td>
<td>N</td>
<td>0</td>
<td>Y</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Bike Plan</td>
<td>Identified in MPO Bike/Ped plan</td>
<td>Y/N</td>
<td>Y = 1, N = 0</td>
<td>Y</td>
<td>1</td>
<td>Y</td>
<td>1</td>
<td>Y</td>
<td>1</td>
<td>Y</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Local Plan</td>
<td>Identified in a local plan.</td>
<td>Y/N</td>
<td>Y = 1, N = 0</td>
<td>Y</td>
<td>1</td>
<td>Y</td>
<td>1</td>
<td>Y</td>
<td>1</td>
<td>N</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>ROW issues</td>
<td>ROW must be acquired.</td>
<td>Y/N</td>
<td>Y = 1, N = 0</td>
<td>Y</td>
<td>1</td>
<td>N</td>
<td>1</td>
<td>N</td>
<td>1</td>
<td>N</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Facility Usage</td>
<td>Recreational or transportation.</td>
<td>Y/N</td>
<td>Y = 1, N = 0</td>
<td>Y</td>
<td>1</td>
<td>Y</td>
<td>1</td>
<td>N</td>
<td>0</td>
<td>Y</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Safety mitigation</td>
<td>Provide a safer alternative. Reduce dangerous crossings.</td>
<td>Y/N</td>
<td>Y = 1, N = 0</td>
<td>Y</td>
<td>1</td>
<td>Y</td>
<td>1</td>
<td>N</td>
<td>0</td>
<td>Y</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Safety concern</td>
<td>Project presents potential safety concerns.</td>
<td>Y/N</td>
<td>Y = 0, N = 1</td>
<td>N</td>
<td>1</td>
<td>N</td>
<td>1</td>
<td>N</td>
<td>1</td>
<td>N</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Access</td>
<td>Increases access to existing infrastructure.</td>
<td>Y/N</td>
<td>Y = 1, N = 0</td>
<td>Y</td>
<td>1</td>
<td>Y</td>
<td>1</td>
<td>N</td>
<td>0</td>
<td>Y</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Other Issues</td>
<td>Any other concerns.</td>
<td>Y/N</td>
<td>Y = 1, N = 0</td>
<td>Y</td>
<td>1</td>
<td>Y</td>
<td>1</td>
<td>N</td>
<td>0</td>
<td>Y</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

Total: 13 12 10 8 12
As discussed in the WisDOT TAP Guidelines, this application will go through a two step process. The first step will be an assessment by the region as to eligibility and whether or not the project will be able to meet the rigorous, statutorily mandated commencement deadline. The second step will be an assessment of the relative merits of the application compared to other eligible applications. Applicants will be notified if their application is found ineligible.

### Application Type

**Select one and only one box for the application type.** Please note that projects which are within the boundaries of a TMA will need to either compete locally within the MPO or as part of the Statewide solicitation. Refer to this map ([http://wisconsindot.gov/Documents/doing‐bus/local‐gov/plning‐orgs/map.pdf](http://wisconsindot.gov/Documents/doing‐bus/local‐gov/plning‐orgs/map.pdf)) for more information about the TMA areas.

- [ ] Appleton Area Metropolitan Planning Organization (MPO) –
- [ ] Green Bay MPO
- [ ] Madison Area MPO
- [ ] Southeastern Wisconsin Regional Planning Commission (Milwaukee and Round Lake Beach)

If none of the above, project application is from:

- [x] Area with population between 5,000 and 200,000
- [ ] Area with population of 5,000 or less
- [ ] Region-wide: % of population within a TMA area
  - % of population between 5000 and 200,000, &
  - % of population between 5000 and 200,000

### Project Applicant

**Name, Location of Public Sponsor and Sponsor Type:**

- Sponsor Name: **Village of Rothschild**
- Sponsor Type (Check appropriate box):
  - Local government (check one): [ ] County  [ ] City  [x] Village  [ ] Town
  - Regional transportation authority
  - Transit agency
  - State or federal natural resource/public land agency
  - School district or school(s)  [ ] Tribal Nation

**Project Title:** **Rothschild-Schofield Business 51 Bypass Trail**

Describe location, boundaries and length of the project: **Volkman Street Segment:** Connect to the existing trail at the intersection of Lili Lane and extend 1,070 feet along the east side of Volkman Street to Huess Avenue. **Volkman to East Grand Avenue Segment: Option 1** - From the intersection of Volkman and Lili, the trail will cross Volkman Street and run north within the Volkman right-of-way, then westerly within the state highway 29 south right-of-way to East Grand Avenue, totaling 2,300 feet. **Option 2** - From the intersection of Volkman and Huess, the trail will run westerly 1,700 feet within the state highway 29 north right-of-way to East Grand Avenue at the West Grand Avenue intersection. **Rothschild Business 51 Bypass Segment:** The trail runs 1,320 feet, parallel and
along the west side of the WI Central Limited Railroad (a minimum 50' away from the centerline of the tracks), from West Grand Avenue to Kort Street. **Schofield Business 51 Bypass Segment:** The trail continues 3,400 feet, parallel and along the west side of the WI Central Limited Railroad (a minimum 50' away from the centerline of the tracks), from Kort Street (southern limits) to Schofield Avenue (northern limits). See Project Location Map.

**County:** Marathon

**Street Address of Project (if located on a highway or road):** N/A

**Note:** For infrastructure projects, attach a project location map on one sheet of paper, size 8½ by 11.

### Project Contact

<table>
<thead>
<tr>
<th><strong>Primary Public Sponsor Agency Contact Information:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Name:</strong> Timothy D. Vergara, PE  <strong>Title:</strong> Administrator of Public Works  <strong>Street Address:</strong> 211 Grand Avenue</td>
</tr>
<tr>
<td><strong>Phone:</strong> (715)359-3660  <strong>Municipality:</strong> Rothschild  <strong>State:</strong> WI  <strong>Zip:</strong> 54474-1199</td>
</tr>
</tbody>
</table>

**Secondary E-mail:** tvergara@rothschildwi.com

<table>
<thead>
<tr>
<th><strong>Public Sponsor Agency or Private Organization Contact Information (if applicable):</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Organization / Agency Name:</strong>  <strong>Name:</strong>  <strong>Title:</strong>  <strong>Street Address:</strong>  <strong>Phone:</strong> ( ) -  <strong>Municipality:</strong>  <strong>State:</strong> WI  <strong>Zip:</strong></td>
</tr>
</tbody>
</table>

### Head of the Local Public Sponsor Agency or Private Organization Contact Information:

| **Organization / Agency Name:** Village of Rothschild  **Name:** George Peterson  **Title:** Village President  **Street Address:** 211 Grand Avenue  **Phone:** (715) 359-3660  **Municipality:** Rothschild  **State:** WI  **Zip:** 54474-1199  **E-mail:** gpeterson@rothschildwi.com |

### MPO, if applicable

Select one, if applicable,

- [ ] Bay Lake RPC (Sheboygan),
- [ ] Brown County Planning Commission (Green Bay),
- [ ] Chippewa-Eau Claire MPO (WCWRPC – Eau Claire),
- [ ] Dubuque Metropolitan Area Planning Study,
- [ ] Duluth/Superior Metropolitan Interstate Committee (Superior),
- [ ] East Central Wisconsin RPC (Appleton, Oshkosh),
- [ ] Fond du Lac MPO (Fond du Lac),
- [ ] Janesville MPO (Janesville),
- [ ] La Crosse Area Planning Committee (La Crosse),
- [ ] Madison Area MPO (Madison),
- ✗ Marathon County MPO (Wausau),
- [ ] Southeastern Wisconsin RPC (SEWRPC - Waukesha),
- [ ] Stateline Area Transportation Study (Beloit),

MPO Project Prioritization

If an MPO is submitting more than one project in an urbanized area within an MPO, the sponsor must rank each project in priority order, e.g., 1 (highest priority) to 5 (lowest), for the local priority among five projects. Local ranking will be used as a guide in project selection. **Project Priority:**

**Please Note: MPO Project Prioritization is due by April 20, 2018.**

Project Activity

**TAP Eligibility Category:**
Indicate which **ONE** of below categories best identifies the proposed project:

- Bicycle-Pedestrian Facilities: construction, planning, and design of on-road and off-road trail facilities for pedestrians, bicyclists and other non-motorized forms of transportation (**this category includes on-road bicycle lanes, sidewalks, etc.)**

- Safe routes for non-drivers, including children, older adults, and individuals with disabilities

- Conversion and use of abandoned railroad corridors for trails for pedestrians, bicyclists, or other non-motorized transportation users

- Construction of turnouts, overlooks, and viewing areas

- Historic preservation and rehabilitation of historic transportation facilities

- Safe Routes to School (SRTS) (**this category includes infrastructure and non-infrastructure activities**)  
  **NOTE:** Applicants proposing a project within the SRTS eligibility category MUST complete the ‘School Demographics’ and ‘Safe Routes to School Plan’ sections on page A-5 below.

Project Summary (400 words or less). Please copy and paste your response from a Word Document.

Applicants must fill out the project summary field below. This summary is also the first question in the narrative section.

The Village of Rothschild and City of Schofield are proposing to construct an adjoining segment of the metro-wide trail system, from Volkman Street in Rothschild to Schofield Avenue in Schofield. The off-street trail is an extension of existing trail segments, connecting residential communities with commercial areas, industrial areas, recreational areas and schools, while providing outdoor recreational opportunities with non-motor vehicle transportation. The overall proposed trail improvements would create nearly 2 miles of connecting 10-foot wide paved off-street trail, from the end of the existing trail on Volkman Street at Lili Lane in Rothschild, northerly to Schofield Avenue, in Schofield.

The trail connects services within the communities of Rothschild, Schofield and Weston and provides connectivity with the Wausau Area Metropolitan Planning Organization (Wausau MPO) bicycle and pedestrian regional trail system. The proposed trails are recommended projects by the Wausau MPO and are included in Rothschild’s Outdoor Recreation Plan and Schofield’s Bicycle and Pedestrian Plan. The trail will provide connectivity of existing Marathon County Bike Routes 9 and 14 within Schofield, through Rothschild, with Routes 15 and 22 within Weston, creating a route to downtown Wausau and regionally connecting with the Mountain Bay State Trail. This would also allow employees of the area businesses a low cost and healthy alternative means of transportation to and from the resident communities.

The trail will provide safe off-street routes for children and families to bike or walk to DC Everest Junior and
Senior High Schools, St. Therese Catholic School and Child Care, St. Peter Lutheran School, Gaska Park, Rothschild Pavilion Park, Rothschild-Schofield Aquatic Center, the James Krause Mayors Park, Schofield Park, the Wausau Golf Course, the East Grand Avenue Shopping Center, the Schofield Business Park, with connections to River Street Park, Zimpro Park, Rib Mountain State Park and Nine Mile Recreation Area (across Wisconsin River bridge) and a planned connection to the Wausau Area Soccer Complex. The trail provides access to the Wisconsin River and Cedar Creek for recreational opportunities.

Project Benefit

Check all applicable project benefits, then describe in application narrative:

**ENVIRONMENTAL**
- Increases likelihood of modal shift to biking, walking or transit from utilitarian car travel.
- Increases access and connection to the natural environment.

**PUBLIC HEALTH** - Project would have a demonstrable impact upon public health of applicant community.

**ECONOMIC JUSTICE** - Project would go beyond community enhancement to address a specific “communities of concern,” including elderly, disabled, minority, and low income population? The project within ½ mile of affordable housing complex(s). The project improves low income access to transit, jobs, education, and essential services.

**SAFETY** - Project addresses a specific safety concern. The project contains or addresses:
- Collision data
- Lack of adequate safe crossing or access
- Lack of separated facility
- High speed/volume
- Provides sidewalk or pathway, with curb-cuts
- Provides bike lanes, markings, and signage
- Implements traffic calming measures
- Signage and/or markings directed to safety concern
- Provides crosswalk enhancement (striping, refuge island, signal, etc.)

For SRTS Projects there is:
- Documented bike/pedestrian crash involving school age children or crossing guard at arrival/dismissal times near the school.
- Crossings of state highways, main arterial roads or other high speed or high traffic volume roads.
- Lack of bicycle and pedestrian facilities or lack of connectivity of facilities that do exist.
- High level of parental concern documented in survey data.
- Few or no children who live within 1 mile walk or bike. Busing may be offered to everyone because of documented hazards.

**HISTORICAL AND/OR PRESERVATION SIGNIFICANCE** – Project would have strong historical or preservation benefit.

**ECONOMIC DEVELOPMENT** – Project facilitates economic development by increasing bicycle/pedestrian traffic in commercial corridors or by creating a destination that will help retail.

Local Resolution of Support

There is or there will be a local resolution of support for the proposed project, executed by a governing body that has the authority to make financial commitment on behalf of the project sponsor (i.e., County Board, City Council, or Regional Planning Commission Policy Board).

☐ Yes  ☐ No
**Project Costs, Priorities, and State Fiscal Years:**

**NOTE:** do not include pages A-7 and A-8 in the Concept Definition Report (CDR) for approved TAP projects.

Complete the table below for the appropriate fiscal years of the application/project cycle (2018-2022). If a sponsor proposes to construct a project in phases throughout multiple years, schedule the project costs as appropriate and provide further details in the project description.

In addition to the table below, **attach a detailed breakdown of project costs in Microsoft Excel**. This detailed breakdown must clarify assumptions made in creating the budget such that a third party reviewer would be able to substantiate the assumptions.

Submit a separate application and budget for each project or stand-alone project segment for which you are willing to accept funding, or for a bike trail section that could function as a separate facility. Project requests are not considered for partial funding.

Applicants may work with the Local Program Manager within their region for assistance to more accurately estimate costs. All estimates will be reviewed by WisDOT Region staff for consistency with current practices and approaches. Also, WisDOT Region staff may revise estimates in these categories due to the complexity of the project or other factors. WisDOT will notify the sponsor of any changes to estimates within the application and determine whether the sponsor wishes to continue with the application with the revised estimate.

**NOTE: Requesting design and construction projects in the same fiscal year is not allowed.**

**Project Prioritization**

If a sponsor is submitting more than one project the sponsor must rank each project in priority order, e.g., 1 (highest priority) to 5 (lowest), for the local priority among five projects. Local ranking will be used as a guide in project selection. **Project Priority:**

<table>
<thead>
<tr>
<th>☒ Construction:</th>
<th>☒ Design:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Basis for Construction Estimate:</strong> Itemized ☒ Per Square Foot ☐ Past Projects ☐ Other, please specify:</td>
<td>☒ 100% Locally Funded (state review is required to be included as 100% locally funded) OR ☐ 80% Federally Funded (“state review only” projects are not allowed)</td>
</tr>
<tr>
<td><strong>Schedule Preference:</strong> ☒ FY 2021 ☐ FY 2022</td>
<td>☐ FY 2019 ☐ FY 2020</td>
</tr>
<tr>
<td><strong>Construction:</strong></td>
<td></td>
</tr>
<tr>
<td>Federal Share of the Participating Construction Cost (80%)</td>
<td>$507,180</td>
</tr>
<tr>
<td>Local Share of the Participating Construction Cost (20%)</td>
<td>$126,795</td>
</tr>
<tr>
<td>Non-Participating Construction Cost (100% Local)</td>
<td>$0</td>
</tr>
<tr>
<td>A. Subtotal Construction Costs</td>
<td>$633,975</td>
</tr>
<tr>
<td>B. State Review for Construction (Contact WisDOT Region) Percentage: 15%</td>
<td>$95,096</td>
</tr>
<tr>
<td><strong>Construction with State Review Cost Estimate (sum lines A and B)</strong></td>
<td>$729,071</td>
</tr>
<tr>
<td><strong>Design:</strong></td>
<td></td>
</tr>
<tr>
<td>☒ 100% Locally Funded (state review is required to be included as 100% locally funded) OR ☐ 80% Federally Funded (“state review only” projects are not allowed)</td>
<td></td>
</tr>
<tr>
<td>☐ FY 2019 ☐ FY 2020</td>
<td></td>
</tr>
<tr>
<td>A. Plan Development (Contact WisDOT Region) Percentage: 15%</td>
<td>$95,096</td>
</tr>
<tr>
<td>B. State Review for Design (Contact WisDOT Region) Percentage: 10%</td>
<td>$63,398</td>
</tr>
<tr>
<td><strong>Design with State Review Cost Estimate (sum lines A and B)</strong></td>
<td>$158,494</td>
</tr>
</tbody>
</table>
Real Estate: (Recommend funding with local funds.) – Locally Funded

- FY 2019
- FY 2020
- FY 2021
- FY 2022

Total Real Estate Cost (round to next $1,000) $30,000

Utility: (Compensable utility costs must be $50,000 minimum per utility. Recommend funding with local funds.)

- FY 2019
- FY 2020
- FY 2021
- FY 2022

Total Utility Cost (round to next $1,000) $

Other: (Planning or SRTS Programming):

- FY 2019
- FY 2020
- FY 2021
- FY 2022

Total Other Cost (round to next $1,000) $


NOTE: WisDOT Region staff may revise estimates in the Plan Development, State Review for Design, and State Review for Construction categories based on the complexity of the project or other factors.

Narrative Response

Provide a narrative response attachment answering questions 1 through 3, making sure to provide information in response to each sub-question. Please limit the response to (6) six pages, using a minimum 11-point font size.

1. PROJECT DESCRIPTION AND OVERVIEW.

This is the summary from page A-3 of the application. It is a general overview of the project, including type of facility or project, location (please attach a location map or maps) and any other information about the project. It is brief. Limited to about 400 words.

2. PROJECT PLANNING & PREPARATION & LOCAL SUPPORT

Describe the degree to which this project was planned for and the local support and commitment for the project. If this project is part of a plan, describe that plan and the project’s priority in that plan. If this is a planning project describe how this project will be integrated into other efforts. For SRTS projects, describe walk/ bike audits, parent surveys and data on crashes that support the selection of this project.

3. HISTORY OF SPONSOR SUCCESS, DELIVERABILITY AND COMMITMENT TO MULTIMODAL

How will the project be implemented on time? What obstacles or problems must be overcome to implement this project, and in light of project obstacles, describe how the project sponsor will comply with state law and policy requiring project commencement within four years of the award date, and project completion within approximately six years? Please describe prior experience with other multimodal projects and success in delivering those projects in the year in which they were scheduled. For example, were you able to deliver the project in the year it was programmed? Have you ever had to turn back awarded federal funds? Please explain. If problems were experienced in the past, what will be done on this project to ensure successful completion? Describe the project sponsor’s commitment to multimodal programs and facilities...
As discussed in the WisDOT TAP Guidelines, this application will go through a two step process. The first step will be an assessment by the region as to eligibility and whether or not the project will be able to meet the rigorous, statutorily mandated commencement deadline. The second step will be an assessment of the relative merits of the application compared to other eligible applications. Applicants will be notified if their application is found ineligible.

**Application Type**

Select one and only one box for the application type. Please note that projects which are within the boundaries of a TMA will need to either compete locally within the MPO or as part of the Statewide solicitation. Refer to this map (http://wisconsindot.gov/Documents/doing-bus/local-gov/plning-orgs/map.pdf) for more information about the TMA areas.

- Appleton Area Metropolitan Planning Organization (MPO) –
- Green Bay MPO
- Madison Area MPO
- Southeastern Wisconsin Regional Planning Commission (Milwaukee and Round Lake Beach)

If none of the above, project application is from:
- ☒ Area with population between 5,000 and 200,000
- ☐ Area with population of 5,000 or less
- ☐ Region-wide: % of population within a TMA area
  - % of population between 5000 and 200,000, &
  - % of population between 5000 and 200,000

**Project Applicant**

Name, Location of Public Sponsor and Sponsor Type:

Sponsor Name: City of Wausau
Sponsor Type (Check appropriate box):
- Local government (check one):
  - ☐ County
  - ☒ City
  - ☐ Village
  - ☐ Town
- Regional transportation authority
- State or federal natural resource/public land agency
- School district or school(s)
- ☐ Tribal Nation

Project Title: Business Campus Trail - 72nd Ave
Describe location, boundaries and length of the project: The trail segment would run along 72nd Ave., from Packer Drive to approximately 450 feet south of International Drive. Total lengths include 3,075’ of off-street asphalt trail, 1,125’ of asphalt trail with new curb and gutter, and 1,219’ of wetland boardwalk, for a total length of 1.03 miles.
County: Marathon
Street Address of Project (if located on a highway or road):
**Project Contact**

**Primary Public Sponsor Agency Contact Information:**

<table>
<thead>
<tr>
<th>Name</th>
<th>Brad Lenz</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>City Planner</td>
</tr>
<tr>
<td>Street Address</td>
<td>407 Grant Street</td>
</tr>
<tr>
<td>Phone</td>
<td>(715)261-6760</td>
</tr>
<tr>
<td>Municipality</td>
<td>Wausau</td>
</tr>
<tr>
<td>State</td>
<td>WI</td>
</tr>
<tr>
<td>Zip</td>
<td>54403</td>
</tr>
</tbody>
</table>

**Secondary E-mail:** brad.lenz@ci.wausau.wi.us

**Public Sponsor Agency or Private Organization Contact Information (if applicable):**

<table>
<thead>
<tr>
<th>Organization / Agency Name</th>
<th>City of Wausau</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>Brad Sippel</td>
</tr>
<tr>
<td>Title</td>
<td>Assistant Planner</td>
</tr>
<tr>
<td>Street Address</td>
<td>407 Grant Street</td>
</tr>
<tr>
<td>Phone</td>
<td>(715) 261-6686</td>
</tr>
<tr>
<td>Municipality</td>
<td>Wausau</td>
</tr>
<tr>
<td>State</td>
<td>WI</td>
</tr>
<tr>
<td>Zip</td>
<td>54403</td>
</tr>
</tbody>
</table>

**E-mail:** bradley.sippel@ci.wausau.wi.us

**Head of the Local Public Sponsor Agency or Private Organization Contact Information:**

<table>
<thead>
<tr>
<th>Organization / Agency Name</th>
<th>City of Wausau</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>Robert Mielke</td>
</tr>
<tr>
<td>Title</td>
<td>Mayor</td>
</tr>
<tr>
<td>Street Address</td>
<td>407 Grant Street</td>
</tr>
<tr>
<td>Phone</td>
<td>(715) 261-</td>
</tr>
<tr>
<td>Municipality</td>
<td>Wausau</td>
</tr>
<tr>
<td>State</td>
<td>WI</td>
</tr>
<tr>
<td>Zip</td>
<td>54403</td>
</tr>
</tbody>
</table>

**E-mail:** Robert.Mielke@ci.wausau.wi.us

**MPO, if applicable**

Select one, if applicable,

- [ ] Bay Lake RPC (Sheboygan),
- [ ] Brown County Planning Commission (Green Bay)
- [ ] Chippewa-Eau Claire MPO (WCWRPC – Eau Claire)
- [ ] Dubuque Metropolitan Area Planning Study
- [ ] Duluth/Superior Metropolitan Interstate Committee (Superior)
- [ ] East Central Wisconsin RPC (Appleton, Oshkosh)
- [ ] Fond du Lac MPO (Fond du Lac)
- [ ] Janesville MPO (Janesville)
- [ ] La Crosse Area Planning Committee (La Crosse)
- [ ] Madison Area MPO (Madison)
- [ ] Marathon County MPO (Wausau)
- [ ] Southeastern Wisconsin RPC (SEWRPC - Waukesha)
- [ ] Stateline Area Transportation Study (Beloit)


**MPO Project Prioritization**

If an MPO is submitting more than one project in an urbanized area within an MPO, the sponsor must rank each project in priority order, e.g., 1 (highest priority) to 5 (lowest), for the local priority among five projects. Local ranking will be used as a guide in project selection. **Project Priority:**

**Please Note:** MPO Project Prioritization is due by April 20, 2018.
Project Activity

TAP Eligibility Category:
Indicate which ONE of below categories best identifies the proposed project:

- Bicycle-Pedestrian Facilities: construction, planning, and design of on-road and off-road trail facilities for pedestrians, bicyclists and other non-motorized forms of transportation (this category includes on-road bicycle lanes, sidewalks, etc.)

- Safe routes for non-drivers, including children, older adults, and individuals with disabilities

- Conversion and use of abandoned railroad corridors for trails for pedestrians, bicyclists, or other non-motorized transportation users

- Construction of turnouts, overlooks, and viewing areas

- Historic preservation and rehabilitation of historic transportation facilities

- Safe Routes to School (SRTS) (this category includes infrastructure and non-infrastructure activities)

  NOTE: Applicants proposing a project within the SRTS eligibility category MUST complete the ‘School Demographics’ and ‘Safe Routes to School Plan’ sections on page A-5 below.

---

Project Summary (400 words or less). Please copy and paste your response from a Word Document.

Applicants must fill out the project summary field below. This summary is also the first question in the narrative section.

The proposed project is a segment of multi-use trail through Wausau’s Business Campus. The plan from 2012 for Tax Increment District #5 (in which this project would be located) introduced the concept of a trail in this area as a transportation amenity for existing businesses and an attractor for new businesses. The proposed segment would run along 72nd Avenue, through the heart of the business campus, underneath Highway 29, and terminate at Sunny Vale Park. There is currently one short segment of a multi-use trail in the business campus, to which the proposed trail would eventually connect. There is also a multi-use trail currently under construction in a new section of the business campus that would ultimately connect to this proposed trail. The City would ultimately like to develop a network of trails throughout the campus to provide better connectivity for employees going to and from their places of employment, and to better connect the business campus to the rest of the City. Getting from the north side of the business campus (north of Highway 29) to the south side (south of Highway 29) is particularly problematic as there are no sidewalks or bicycle accommodations on 72nd Avenue, which goes underneath the Highway 29 overpass. The next option for crossing Highway 29 is 48th Avenue, which also does not have adequate bicycle and pedestrian accommodations and is over 1.5 miles away. The majority of the trail would be 10-feet wide and composed of asphalt. Boardwalk would be needed along the 72nd Avenue wetlands. Rural cross-sections (depicted on the map and cost estimate worksheet as “on-road trail”) would have curb and gutter added to separate the trail facility from the roadway. Existing right-of-way would be used. No real estate acquisition is expected, based on existing right of way widths. City engineering staff has preliminary investigated extending a trail along 72nd Avenue underneath the highway overpass to ensure its feasibility, and a concrete retaining wall would be needed for this segment. The proposed trail would provide a safe connection for bicycles and pedestrians at one of only a few access points across Highway 29, and the only access point for over 1.5 miles. It would also provide a strong jump-start to the planned network of
trails in the city’s business campus, making it a more attractive place for potential businesses, and reducing conflicts between existing non-motorized traffic and heavy truck traffic.

**Project Benefit**

Check all applicable project benefits, then describe in application narrative:

- **ENVIRONMENTAL**
  - Increases likelihood of modal shift to biking, walking or transit from utilitarian car travel.
  - Increases access and connection to the natural environment.

- **PUBLIC HEALTH** - Project would have a demonstrable impact upon public health of applicant community.

- **ECONOMIC JUSTICE** - Project would go beyond community enhancement to address a specific “communities of concern,” including elderly, disabled, minority, and low income population? The project within ½ mile of affordable housing complex(s). The project improves low income access to transit, jobs, education, and essential services.

- **SAFETY** - Project addresses a specific safety concern. The project contains or addresses:
  - Collision data
  - Lack of adequate safe crossing or access
  - Lack of separated facility
  - High speed/volume
  - Provides sidewalk or pathway, with curb-cuts
  - Provides bike lanes, markings, and signage
  - Implements traffic calming measures
  - Signage and/or markings directed to safety concern
  - Provides crosswalk enhancement (striping, refuge island, signal, etc.)

  For SRTS Projects there is:
  - Documented bike/pedestrian crash involving school age children or crossing guard at arrival/dismissal times near the school.
  - Crossings of state highways, main arterial roads or other high speed or high traffic volume roads.
  - Lack of bicycle and pedestrian facilities or lack of connectivity of facilities that do exist.
  - High level of parental concern documented in survey data.
  - Few or no children who live within 1 mile walk or bike. Busing may be offered to everyone because of documented hazards.
  - Children are walking but application shows that unsafe conditions exist.

- **HISTORICAL AND/OR PRESERVATION SIGNIFICANCE** – Project would have strong historical or preservation benefit.

- **ECONOMIC DEVELOPMENT** – Project facilitates economic development by increasing bicycle/pedestrian traffic in commercial corridors or by creating a destination that will help retail.

**Local Resolution of Support**

There is or there will be a local resolution of support for the proposed project, executed by a governing body that has the authority to make financial commitment on behalf of the project sponsor (i.e., County Board, City Council, or Regional Planning Commission Policy Board).

- Yes  No

Please note that a resolution **will be required** for an application to be eligible, which means a [copy of the resolution](#) should be submitted to the Region Local Program Manager no later than **5:00 PM April 20, 2018**.

**WisDOT History of the Project Area**

Is the proposed project on a State/Connecting Highway  County Highway  Local Road  

---

10/25/2017  A-4
In addition to the table below, **attach a detailed breakdown of project costs in Microsoft Excel.** This detailed breakdown must clarify assumptions made in creating the budget such that a third party reviewer would be able to substantiate the assumptions.

Submit a separate application and budget for each project or stand-alone project segment for which you are willing to accept funding, or for a bike trail section that could function as a separate facility. Project requests are not considered for partial funding.

Applicants may work with the Local Program Manager within their region for assistance to more accurately estimate costs. All estimates will be reviewed by WisDOT Region staff for consistency with current practices and approaches. Also, WisDOT Region staff may revise estimates in these categories due to the complexity of the project or other factors. WisDOT will notify the sponsor of any changes to estimates within the application and determine whether the sponsor wishes to continue with the application with the revised estimate.

**NOTE: Requesting design and construction projects in the same fiscal year is not allowed.**

**Project Prioritization**
If a sponsor is submitting more than one project the sponsor must rank each project in priority order, e.g., 1 (highest priority) to 5 (lowest), for the local priority among five projects. Local ranking will be used as a guide in project selection.  

**Project Priority: 1**

<table>
<thead>
<tr>
<th>Construction</th>
<th>Basis for Construction Estimate:</th>
<th>Itemized</th>
<th>Per Square Foot</th>
<th>Past Projects</th>
<th>Other, please specify: Concrete retaining wall estimated by square foot cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schedule Preference:</td>
<td>FY 2021</td>
<td>□ FY 2022</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Construction:**

- Federal Share of the Participating Construction Cost (80%) $496,509  
- Local Share of the Participating Construction Cost (20%) $124,127  
- Non-Participating Construction Cost (100% Local) $0

A. **Subtotal Construction Costs** $620,637

B. **State Review for Construction** (Contact WisDOT Region) Percentage: 9% $55,857

- **Construction with State Review Cost Estimate** (sum lines A and B) $676,494

<table>
<thead>
<tr>
<th>Design</th>
<th>100% Locally Funded (state review is required to be included as 100% locally funded) OR</th>
<th>□ 80% Federally Funded (“state review only” projects are not allowed)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FY 2019</td>
<td>□ FY 2020</td>
</tr>
</tbody>
</table>

A. **Plan Development** (Contact WisDOT Region) Percentage: 14% $86,889

B. **State Review for Design** (Contact WisDOT Region) Percentage: 6% $37,238

- **Design with State Review Cost Estimate** (sum lines A and B) $124,127

<table>
<thead>
<tr>
<th>Real Estate</th>
<th>(Recommend funding with local funds.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2019</td>
<td>□ FY 2020</td>
</tr>
</tbody>
</table>

- **Total Real Estate Cost** (round to next $1,000) $

<table>
<thead>
<tr>
<th>Utility</th>
<th>(Compensable utility costs must be $50,000 minimum per utility. Recommend funding with local funds.)</th>
</tr>
</thead>
</table>

10/25/2017

A-9
<table>
<thead>
<tr>
<th></th>
<th>FY 2019</th>
<th>FY 2020</th>
<th>FY 2021</th>
<th>FY 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Utility Cost</strong> (round to next $1,000)</td>
<td>$</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Other: (Planning or SRTS Programming):</strong></td>
<td>$</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>FY 2019</td>
<td>FY 2020</td>
<td>FY 2021</td>
<td>FY 2022</td>
</tr>
<tr>
<td><strong>Total Other Cost</strong> (round to next $1,000)</td>
<td>$</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**NOTE: WisDOT Policy link:** [http://wisconsindot.gov/Pages/doing‐bus/eng‐consultants/cnslt‐rsrces/rdwy/default.aspx](http://wisconsindot.gov/Pages/doing‐bus/eng‐consultants/cnslt‐rsrces/rdwy/default.aspx).

**NOTE: WisDOT Region staff may revise estimates in the Plan Development, State Review for Design, and State Review for Construction categories based on the complexity of the project or other factors.**

### Narrative Response

Provide a narrative response attachment answering questions 1 through 3, making sure to provide information in response to each sub-question. Please limit the response to (6) six pages, using a **minimum 11-point font size**.

1. **PROJECT DESCRIPTION AND OVERVIEW.**

This is the summary from page A‐3 of the application. It is a general overview of the project, including type of facility or project, location (please attach a location map or maps) and any other information about the project. It is brief. Limited to about 400 words.

2. **PROJECT PLANNING & PREPARATION & LOCAL SUPPORT**

Describe the degree to which this project was planned for and the local support and commitment for the project. If this project is part of a plan, describe that plan and the project’s priority in that plan. If this is a planning project describe how this project will be integrated into other efforts. For SRTS projects, describe walk/ bike audits, parent surveys and data on crashes that support the selection of this project.

3. **HISTORY OF SPONSOR SUCCESS, DELIVERABILITY AND COMMITMENT TO MULTIMODAL**

How will the project be implemented on time? What obstacles or problems must be overcome to implement this project, and in light of project obstacles, describe how the project sponsor will comply with state law and policy requiring project commencement within four years of the award date, and project completion within approximately six years? Please describe prior experience with other multimodal projects and success in delivering those projects in the year in which they were scheduled. For example, were you able to deliver the project in the year it was programmed? Have you ever had to turn back awarded federal funds? Please explain. If problems were experienced in the past, what will be done on this project to ensure successful completion? Describe the project sponsor’s commitment to multimodal programs and facilities generally like a complete streets ordinance, advisory committees, or inclusion of multimodal accommodations in any other local program projects.

4. **PROJECT UTILITY & CONNECTIVITY**

**For Infrastructure Projects**

Describe the degree to which this project serves utilitarian rather than recreational purposes and how, if at all, the project adds connectivity to the state’s multi-modal transportation network, including bicycle, pedestrian and transit facilities. Describe how, if at all, the proposed project would connect to these existing land uses: park, school, library, public transit, employment and/or retail centers, residential areas, other. Describe how this project fills a multimodal gap or serves as a backbone to a local multimodal network.
WAUSAU BUSINESS CAMPUS TRAIL

CITY OF WAUSAU

Marathon County, Wisconsin

Legend

- Existing Multi-Use Trail
- Future Campus Trail Network
- 3.075' - Proposed 10' Wide Asphalt Trail
- 1.219' - Proposed Wetland Boardwalk
- 1.125' - Proposed on Road Trail
- 2.921' - Under Construction
- Parcels
- Surrounding Municipalities
- DNR Wetlands (2015)

NOTES:
1. DUPLICATION OF THIS MAP IS PROHIBITED WITHOUT THE WRITTEN CONSENT OF THE CITY OF WAUSAU ENGINEERING DEPT.
2. THIS MAP WAS COMPILED AND DEVELOPED BY THE CITY OF WAUSAU AND MARATHON COUNTY GIS. THE CITY AND COUNTY ASSUME NO RESPONSIBILITY FOR THE ACCURACY OF THE INFORMATION CONTAINED HEREIN.
3. MAP FEATURES DEVELOPED FROM APRIL 2010 AERIAL PHOTOGRAPHY.
4. AERIAL PHOTO SHOWN HEREON FLOWN APRIL, 2016.

Map Date: January 25, 2018
WisDOT 2018-2022
Transportation Alternatives Program (TAP) Application

Review and utilize TAP guidelines and application instructions when completing this document.

As discussed in the WisDOT TAP Guidelines, this application will go through a two step process. The first step will be an assessment by the region as to eligibility and whether or not the project will be able to meet the rigorous, statutorily mandated commencement deadline. The second step will be an assessment of the relative merits of the application compared to other eligible applications. Applicants will be notified if their application is found ineligible.

**Application Type**

Select one and only one box for the application type. Please note that projects which are within the boundaries of a TMA will need to either compete locally within the MPO or as part of the Statewide solicitation. Refer to this map [http://wisconsindot.gov/Documents/doing-bus/local-gov/plning-orgs/map.pdf](http://wisconsindot.gov/Documents/doing-bus/local-gov/plning-orgs/map.pdf) for more information about the TMA areas.

- [ ] Appleton Area Metropolitan Planning Organization (MPO) –
- [ ] Green Bay MPO
- [ ] Madison Area MPO
- [ ] Southeastern Wisconsin Regional Planning Commission (Milwaukee and Round Lake Beach)

If none of the above, project application is from:
- [x] Area with population between 5,000 and 200,000
- [ ] Area with population of 5,000 or less
- [ ] Region-wide: % of population within a TMA area
  - [ ] % of population between 5000 and 200,000, &
  - [ ] % of population between 5000 and 200,000

**Project Applicant**

Name, Location of Public Sponsor and Sponsor Type:

Sponsor Name: **City of Wausau**
Sponsor Type (Check appropriate box):
- [ ] County
- [x] City
- [ ] Village
- [ ] Town
- [ ] Regional transportation authority
- [ ] Transit agency
- [ ] State or federal natural resource/public land agency
- [ ] School district or school(s)
- [ ] Tribal Nation

Project Title: **Business Campus Trail - East-West Connector Segment**
Describe location, boundaries and length of the project: The trail segment would run through natural areas west of 72nd Ave. and connect to International Drive, S 80th Avenue, N 84th Avenue, and to an under construction trail along Innovation Way. Total lengths include 8,787’ of off-street asphalt trail and 636’ of wetland boardwalk, for a total length of 1.785 miles.

County: **Marathon**
Street Address of Project (if located on a highway or road):
Note: For infrastructure projects, attach a project location map on one sheet of paper, size 8½ by 11.

**Project Contact**

**Primary Public Sponsor Agency Contact Information:**

<table>
<thead>
<tr>
<th>Name</th>
<th>Brad Lenz</th>
<th>Title</th>
<th>City Planner</th>
<th>Street Address: 407 Grant Street</th>
<th>Phone: (715)261-6760</th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipality</td>
<td>Wausau</td>
<td>State:</td>
<td>WI</td>
<td>Zip: 54403</td>
<td></td>
</tr>
<tr>
<td>Secondary E-mail</td>
<td><a href="mailto:brad.lenz@ci.wausau.wi.us">brad.lenz@ci.wausau.wi.us</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Public Sponsor Agency or Private Organization Contact Information (if applicable):**

<table>
<thead>
<tr>
<th>Name</th>
<th>Brad Sippel</th>
<th>Title</th>
<th>Assistant Planner</th>
<th>Street Address: 407 Grant Street</th>
<th>Phone: (715) 261-6686</th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipality</td>
<td>Wausau</td>
<td>State:</td>
<td>WI</td>
<td>Zip: 54403</td>
<td></td>
</tr>
<tr>
<td>E-mail</td>
<td><a href="mailto:bradley.sippel@ci.wausau.wi.us">bradley.sippel@ci.wausau.wi.us</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Head of the Local Public Sponsor Agency or Private Organization Contact Information:**

<table>
<thead>
<tr>
<th>Name</th>
<th>Robert Mielke</th>
<th>Title</th>
<th>Mayor</th>
<th>Street Address: 407 Grant Street</th>
<th>Phone: (715) 261-6800</th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipality</td>
<td>Wausau</td>
<td>State:</td>
<td>WI</td>
<td>Zip: 54403</td>
<td></td>
</tr>
<tr>
<td>E-mail</td>
<td><a href="mailto:Robert.Mielke@ci.wausau.wi.us">Robert.Mielke@ci.wausau.wi.us</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**MPO, if applicable**

Select one, if applicable,
- Bay Lake RPC (Sheboygan),
- Brown County Planning Commission (Green Bay)
- Chippewa-Eau Claire MPO (WCWRPC – Eau Claire)
- Dubuque Metropolitan Area Planning Study
- Duluth/Superior Metropolitan Interstate Committee (Superior)
- East Central Wisconsin RPC (Appleton, Oshkosh)
- Fond du Lac MPO (Fond du Lac)
- Janesville MPO (Janesville)
- La Crosse Area Planning Committee (La Crosse)
- Madison Area MPO (Madison)
- Marathon County MPO (Wausau)
- Southeastern Wisconsin RPC (SEWRPC - Waukesha)
- Stateline Area Transportation Study (Beloit)


**MPO Project Prioritization**

If an MPO is submitting more than one project in an urbanized area within an MPO, the sponsor must rank each project in priority order, e.g., 1 (highest priority) to 5 (lowest), for the local priority among five projects. Local ranking will be used as a guide in project selection. **Project Priority:**

Please Note: MPO Project Prioritization is due by April 20, 2018.
Project Activity

TAP Eligibility Category:
Indicate which **ONE** of below categories **best** identifies the proposed project:

- Bicycle-Pedestrian Facilities: construction, planning, and design of on-road and off-road trail facilities for pedestrians, bicyclists and other non-motorized forms of transportation (**this category includes on-road bicycle lanes, sidewalks, etc.)**
- Safe routes for non-drivers, including children, older adults, and individuals with disabilities
- Conversion and use of abandoned railroad corridors for trails for pedestrians, bicyclists, or other non-motorized transportation users
- Construction of turnouts, overviews, and viewing areas
- Historic preservation and rehabilitation of historic transportation facilities
- Safe Routes to School (SRTS) (**this category includes infrastructure and non-infrastructure activities)**

**NOTE:** Applicants proposing a project within the SRTS eligibility category MUST complete the ‘School Demographics’ and ‘Safe Routes to School Plan’ sections on page A-5 below.

Project Summary (400 words or less). Please copy and paste your response from a Word Document.
Applicants must fill out the project summary field below. This summary is also the first question in the narrative section.

The proposed project is a multi-use trail through Wausau’s Business Campus. The plan from 2012 for Tax Increment District #5 (in which this project would be located) introduced the concept of a trail in this area as a transportation amenity for existing businesses and an attractor for new businesses. The proposed segment would run through the heart of the business campus, creating an east-west multi-use trail that would span from the west edge of the business park (County Highway O) to the east side (72nd Avenue), encouraging commuters and other utilitarian trips through and to the business campus. There is currently one short segment of a multi-use trail in the business campus, to which the proposed trail would eventually connect. There is also a multi-use trail currently under construction in a new section of the business campus that would connect to the west side of this proposed trail, and proposed trails along 72nd Avenue would connect to the east side of this proposed trail. The City would ultimately like to develop a network of trails throughout the campus to provide better connectivity for employees going to and from their places of employment, and to better connect the business campus to the rest of the City.

The majority of the trail would be 10-feet wide and composed of asphalt. Boardwalk would be needed in three short segments. The trail and spurs west of 72nd Avenue through undeveloped areas would be built on City-owned property, so no real estate acquisition will be needed. The proposed trail would be a scenic alternative to the business campus roads for bicycles and pedestrians to use to travel east-west through the business campus. The proposed trail would also provide a strong jump-start to the planned network of trails in the city’s business campus, making it a more attractive place for potential businesses, and reducing conflicts between existing non-motorized traffic and heavy truck traffic. The employee and business retention and attraction potential of this trail system would provide a statewide benefit in economic development and talent retention.
Project Benefit

Check all applicable project benefits, then describe in application narrative:

- **ENVIRONMENTAL**
  - Increases likelihood of modal shift to biking, walking or transit from utilitarian car travel.
  - Increases access and connection to the natural environment.

- **PUBLIC HEALTH** - Project would have a demonstrable impact upon public health of applicant community.

- **ECONOMIC JUSTICE** - Project would go beyond community enhancement to address a specific “communities of concern,” including elderly, disabled, minority, and low income population? The project within ½ mile of affordable housing complex(s). The project improves low income access to transit, jobs, education, and essential services.

- **SAFETY** - Project addresses a specific safety concern. The project contains or addresses:
  - Collision data
  - Lack of adequate safe crossing or access
  - Lack of separated facility
  - High speed/volume
  - Provides sidewalk or pathway, with curb-cuts
  - Provides bike lanes, markings, and signage
  - Implements traffic calming measures
  - Signage and/or markings directed to safety concern
  - Provides crosswalk enhancement (striping, refuge island, signal, etc.)

For SRTS Projects there is:
- Documented bike/pedestrian crash involving school age children or crossing guard at arrival/dismissal times near the school.
- Crossings of state highways, main arterial roads or other high speed or high traffic volume roads.
- Lack of bicycle and pedestrian facilities or lack of connectivity of facilities that do exist.
- High level of parental concern documented in survey data.
- Few or no children who live within 1 mile walk or bike. Busing may be offered to everyone because of documented hazards.
- Children are walking but application shows that unsafe conditions exist.

- **HISTORICAL AND/OR PRESERVATION SIGNIFICANCE** – Project would have strong historical or preservation benefit.

- **ECONOMIC DEVELOPMENT** – Project facilitates economic development by increasing bicycle/pedestrian traffic in commercial corridors or by creating a destination that will help retail.

Local Resolution of Support

There is or there will be a local resolution of support for the proposed project, executed by a governing body that has the authority to make financial commitment on behalf of the project sponsor (i.e., County Board, City Council, or Regional Planning Commission Policy Board).

- Yes
- No

Please note that a resolution will be required for an application to be eligible, which means a copy of the resolution should be submitted to the Region Local Program Manager no later than 5:00 PM April 20, 2018.

WisDOT History of the Project Area

Is the proposed project on a State/ Connecting Highway ☐ County Highway ☐ Local Road ☐
Name of Roadway:

Does the proposed project intersect a State/ Connecting Highway ☐ County Highway ☐ Local Road ☐
Name of Roadway:

Has there been or will there be a road improvement project in this project area?

- Yes
- No

10/25/2017
Submit a separate application and budget for each project or stand-alone project segment for which you are willing to accept funding, or for a bike trail section that could function as a separate facility. Project requests are not considered for partial funding.

Applicants may work with the Local Program Manager within their region for assistance to more accurately estimate costs. All estimates will be reviewed by WisDOT Region staff for consistency with current practices and approaches. Also, WisDOT Region staff may revise estimates in these categories due to the complexity of the project or other factors. WisDOT will notify the sponsor of any changes to estimates within the application and determine whether the sponsor wishes to continue with the application with the revised estimate.

**NOTE: Requesting design and construction projects in the same fiscal year is not allowed.**

**Project Prioritization**
If a sponsor is submitting more than one project the sponsor must rank each project in priority order, e.g., 1 (highest priority) to 5 (lowest), for the local priority among five projects. Local ranking will be used as a guide in project selection.  

**Project Priority: 2**

**Construction:**

<table>
<thead>
<tr>
<th>Basis for Construction Estimate</th>
<th>☑️ Itemized</th>
<th>☑️ Per Square Foot</th>
<th>☑️ Past Projects</th>
<th>☑️ Other, please specify:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schedule Preference:</td>
<td>☑️ FY 2021</td>
<td>☑️ FY 2022</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Construction:**

- Federal Share of the Participating Construction Cost (80%) $525,518
- Local Share of the Participating Construction Cost (20%) $131,380
- Non-Participating Construction Cost (100% Local) $

**A. Subtotal Construction Costs** $656,898

**B. State Review for Construction** (Contact WisDOT Region) Percentage: 9% $59,121

**Construction with State Review Cost Estimate** (sum lines A and B) $716,019

**Design:**

- ☑️ 100% Locally Funded (state review is required to be included as 100% locally funded) OR
- ☑️ 80% Federally Funded (“state review only” projects are not allowed)
- ☑️ FY 2019 ☑️ FY 2020

**A. Plan Development** (Contact WisDOT Region) Percentage: 14% $91,966

**B. State Review for Design** (Contact WisDOT Region) Percentage: 6% $39,414

**Design with State Review Cost Estimate** (sum lines A and B) $131,380

**Real Estate:** (Recommend funding with local funds.)

<table>
<thead>
<tr>
<th>FY 2019</th>
<th>☑️ FY 2020</th>
<th>☑️ FY 2021</th>
<th>☑️ FY 2022</th>
</tr>
</thead>
</table>

**Total Real Estate Cost** (round to next $1,000) $

**Utility:** (Compensable utility costs must be $50,000 minimum per utility. Recommend funding with local funds.)

<table>
<thead>
<tr>
<th>FY 2019</th>
<th>☑️ FY 2020</th>
<th>☑️ FY 2021</th>
<th>☑️ FY 2022</th>
</tr>
</thead>
</table>

**Total Utility Cost** (round to next $1,000) $

10/25/2017
Other: (Planning or SRTS Programming):

- FY 2019
- FY 2020
- FY 2021
- FY 2022

Total Other Cost (round to next $1,000) $ 


NOTE: WisDOT Region staff may revise estimates in the Plan Development, State Review for Design, and State Review for Construction categories based on the complexity of the project or other factors.

Narrative Response

Provide a narrative response attachment answering questions 1 through 3, making sure to provide information in response to each sub-question. Please limit the response to (6) six pages, using a minimum 11-point font size.

1. PROJECT DESCRIPTION AND OVERVIEW.

This is the summary from page A-3 of the application. It is a general overview of the project, including type of facility or project, location (please attach a location map or maps) and any other information about the project. It is brief. Limited to about 400 words.

2. PROJECT PLANNING & PREPARATION & LOCAL SUPPORT

Describe the degree to which this project was planned for and the local support and commitment for the project. If this project is part of a plan, describe that plan and the project’s priority in that plan. If this is a planning project describe how this project will be integrated into other efforts. For SRTS projects, describe walk/bike audits, parent surveys and data on crashes that support the selection of this project.

3. HISTORY OF SPONSOR SUCCESS, DELIVERABILITY AND COMMITMENT TO MULTIMODAL

How will the project be implemented on time? What obstacles or problems must be overcome to implement this project, and in light of project obstacles, describe how the project sponsor will comply with state law and policy requiring project commencement within four years of the award date, and project completion within approximately six years? Please describe prior experience with other multimodal projects and success in delivering those projects in the year in which they were scheduled. For example, were you able to deliver the project in the year it was programmed? Have you ever had to turn back awarded federal funds? Please explain. If problems were experienced in the past, what will be done on this project to ensure successful completion? Describe the project sponsor’s commitment to multimodal programs and facilities generally like a complete streets ordinance, advisory committees, or inclusion of multimodal accommodations in any other local program projects.

4. PROJECT UTILITY & CONNECTIVITY

For Infrastructure Projects
Describe the degree to which this project serves utilitarian rather than recreational purposes and how, if at all, the project adds connectivity to the state’s multi-modal transportation network, including bicycle, pedestrian and transit facilities. Describe how, if at all, the proposed project would connect to these existing land uses: park, school, library, public transit, employment and/or retail centers, residential areas, other. Describe how this project fills a multimodal gap or serves as a backbone to a local multimodal network.

For Planning Projects
NOTES:
1. DUPLICATION OF THIS MAP IS PROHIBITED WITHOUT THE WRITTEN CONSENT OF THE CITY OF WAUSAU ENGINEERING DEPT.
2. THIS MAP WAS COMPILED AND DEVELOPED BY THE CITY OF WAUSAU AND MARATHON COUNTY GIS. THE CITY AND COUNTY ASSUME NO RESPONSIBILITY FOR THE ACCURACY OF THE INFORMATION CONTAINED HEREIN.
3. MAP FEATURES DEVELOPED FROM APRIL 2010 AERIAL PHOTOGRAPHY.
4. AERIAL PHOTO SHOWN HEREON FLOWN APRIL, 2016.

Legend
- Existing Multi-Use Trail
- 2,921' - Under Construction
- 8,787' - Proposed 10' Wide Asphalt Trail
- 636' - Proposed Wetland Boardwalk
- Future Campus Trail Network
- Parcels
- Surrounding Municipalities
- DNR Wetlands (2015)

WAUSAU BUSINESS CAMPUS TRAIL
CITY OF WAUSAU
Marathon County, Wisconsin

Map Date: January 25, 2018
As discussed in the WisDOT TAP Guidelines, this application will go through a two step process. The first step will be an assessment by the region as to eligibility and whether or not the project will be able to meet the rigorous, statutorily mandated commencement deadline. The second step will be an assessment of the relative merits of the application compared to other eligible applications. **Applicants will be notified if their application is found ineligible.**

### Application Type

**Select one and only one box for the application type.** Please note that projects which are within the boundaries of a TMA will need to either compete locally within the MPO or as part of the Statewide solicitation. Refer to this map ([http://wisconsindot.gov/Documents/doing-bus/local-gov/plning-orgs/map.pdf](http://wisconsindot.gov/Documents/doing-bus/local-gov/plning-orgs/map.pdf)) for more information about the TMA areas.

<table>
<thead>
<tr>
<th>Box</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐️</td>
<td>Appleton Area Metropolitan Planning Organization (MPO) –</td>
</tr>
<tr>
<td>☐️</td>
<td>Green Bay MPO</td>
</tr>
<tr>
<td>☐️</td>
<td>Madison Area MPO</td>
</tr>
<tr>
<td>☐️</td>
<td>Southeastern Wisconsin Regional Planning Commission (Milwaukee and Round Lake Beach)</td>
</tr>
</tbody>
</table>

If none of the above, project application is from:

- ☑️ Area with population between 5,000 and 200,000
- ☐️ Area with population of 5,000 or less
- ☐️ Region-wide: % of population within a TMA area
- ☐️ % of population between 5000 and 200,000, &
- ☐️ % of population between 5000 and 200,000

### Project Applicant

**Name, Location of Public Sponsor and Sponsor Type:**

- Sponsor Name: **City of Wausau**
- Sponsor Type (Check appropriate box):
  - Local government (check one): ☐️ County ☑️ City ☐️ Village ☐️ Town
  - Regional transportation authority ☐️ Transist agency
  - State or federal natural resource/public land agency
  - School district or school(s) ☐️ Tribal Nation

- Project Title: **Wausau Safe Routes To School Plan**
- Describe location, boundaries and length of the project: **The plan would be for eight elementary schools and two middle schools within the City of Wausau.**
- County: **Marathon**
- Street Address of Project (if located on a highway or road): **Not Applicable.**

**Note:** For infrastructure projects, attach a project location map on one sheet of paper, size 8½ by 11.
Project Contact

Primary Public Sponsor Agency Contact Information:

Name: Brad Lenz, AICP  Title: City Planner  Street Address: 407 Grant Street  Phone: (715) 261-6760
Municipality: Wausau  State: WI  Zip: 54403
E-mail: brad.lenz@ci.wausau.wi.us

Secondary Public Sponsor Agency or Private Organization Contact Information (if applicable):

Organization / Agency Name: Wausau School District
Name: Robert Tess, CSRM  Title: Chief Finance and Business Services Officer
Street Address: 415 Seymour Street, P.O. Box 359  Phone: (715) 261-0515
Municipality: Wausau  State: WI  Zip: 54403-0359
E-mail: rtess@wausauschools.org

Head of the Local Public Sponsor Agency or Private Organization Contact Information:

Organization / Agency Name: City of Wausau
Name: Robert B. Mielke  Title: Mayor  Street Address: 407 Grant Street  Phone: (715) 261-6800
Municipality: Wausau  State: WI  Zip: 54403
E-mail: robert.mielke@ci.wausau.wi.us

MPO, if applicable

Select one, if applicable,
- Bay Lake RPC (Sheboygan)
- Brown County Planning Commission (Green Bay)
- Chippewa-Eau Claire MPO (WCWRPC – Eau Claire)
- Dubuque Metropolitan Area Planning Study
- Duluth/Superior Metropolitan Interstate Committee (Superior)
- East Central Wisconsin RPC (Appleton, Oshkosh)
- Fond du Lac MPO (Fond du Lac)
- Janesville MPO (Janesville)
- La Crosse Area Planning Committee (La Crosse)
- Madison Area MPO (Madison)
- Marathon County MPO (Wausau)
- Southeastern Wisconsin RPC (SEWRPC - Waukesha)
- Stateline Area Transportation Study (Beloit)

Refer to this map (http://wisconsindot.gov/Documents/doing-bus/local-gov/plng-orgs/map.pdf) for more information about the TMA areas.

MPO Project Prioritization

If an MPO is submitting more than one project in an urbanized area within an MPO, the sponsor must rank each project in priority order, e.g., 1 (highest priority) to 5 (lowest), for the local priority among five projects. Local ranking will be used as a guide in project selection. Project Priority:

Please Note: MPO Project Prioritization is due by April 20, 2018.
Project Activity

TAP Eligibility Category:
Indicate which ONE of below categories best identifies the proposed project:

- Bicycle-Pedestrian Facilities: construction, planning, and design of on-road and off-road trail facilities for pedestrians, bicyclists and other non-motorized forms of transportation (this category includes on-road bicycle lanes, sidewalks, etc.)

- Safe routes for non-drivers, including children, older adults, and individuals with disabilities

- Conversion and use of abandoned railroad corridors for trails for pedestrians, bicyclists, or other non-motorized transportation users

- Construction of turnouts, overlooks, and viewing areas

- Historic preservation and rehabilitation of historic transportation facilities

- Safe Routes to School (SRTS) (this category includes infrastructure and non-infrastructure activities)

  NOTE: Applicants proposing a project within the SRTS eligibility category MUST complete the 'School Demographics' and 'Safe Routes to School Plan' sections on page A-5 below.

Project Summary (400 words or less). Please copy and paste your response from a Word Document. Applicants must fill out the project summary field below. This summary is also the first question in the narrative section.

The City of Wausau and the Wausau School District, with the support of the North Central Wisconsin Regional Planning Commission, will create a comprehensive, 5 E’s based Safe Routes to School Plan for eight elementary schools and both middle schools in the Wausau School District. All of these schools exist within Wausau but serve a total population of 54,461 (2010 Census), of which 39,106 are residents of the City of Wausau. This plan will identify infrastructure and non-infrastructure recommendations for systematically improving walking and bicycling to school within the City of Wausau. All of these schools are located in grid-patterned neighborhoods that make walking and biking to school a practical option (see Map 1). We would like to transfer the 75% walk rate success of John Marshall Elementary to the other elementary schools, and improve walking and biking rates for both middle schools too.

Project Benefit

Check all applicable project benefits, then describe in application narrative:

- ENVIRONMENTAL
  - Increases likelihood of modal shift to biking, walking or transit from utilitarian car travel.
  - Increases access and connection to the natural environment.

- PUBLIC HEALTH - Project would have a demonstrable impact upon public health of applicant community.

- ECONOMIC JUSTICE - Project would go beyond community enhancement to address a specific “communities of concern,” including elderly, disabled, minority, and low income population? The project within ½ mile of affordable housing complex(s). The project improves low income access to transit, jobs, education, and essential services.

- SAFETY - Project addresses a specific safety concern. The project contains or addresses:
  - Collision data
  - Lack of adequate safe crossing or access
  - Lack of separated facility
  - High speed/volume
Provides sidewalk or pathway, with curb-cuts
Provides bike lanes, markings, and signage
Implements traffic calming measures
Signage and/or markings directed to safety concern
Provides crosswalk enhancement (striping, refuge island, signal, etc.)

For SRTS Projects there is:
- Documented bike/pedestrian crash involving school age children or crossing guard at arrival/dismissal times near the school.
- Crossings of state highways, main arterial roads or other high speed or high traffic volume roads.
- Lack of bicycle and pedestrian facilities or lack of connectivity of facilities that do exist.
- High level of parental concern documented in survey data.
- Few or no children who live within 1 mile walk or bike. Busing may be offered to everyone because of documented hazards.
- Children are walking but application shows that unsafe conditions exist.

HISTORICAL AND/OR PRESERVATION SIGNIFICANCE – Project would have strong historical or preservation benefit.

ECONOMIC DEVELOPMENT – Project facilitates economic development by increasing bicycle/pedestrian traffic in commercial corridors or by creating a destination that will help retail.

Local Resolution of Support
There is or there will be a local resolution of support for the proposed project, executed by a governing body that has the authority to make financial commitment on behalf of the project sponsor (i.e., County Board, City Council, or Regional Planning Commission Policy Board).

☐ Yes ☐ No

Please note that a resolution will be required for an application to be eligible, which means a copy of the resolution should be submitted to the Region Local Program Manager no later than 5:00 PM April 20, 2018.

WisDOT History of the Project Area
Is the proposed project on a State/ Connecting Highway ☐ County Highway ☐ Local Road ☐

Name of Roadway:

Does the proposed project intersect a State/ Connecting Highway ☐ County Highway ☐ Local Road ☐

Name of Roadway:

Has there been or will there be a road improvement project in this project area? ☐ Yes ☐ No

If yes, year: Project ID:
If yes, describe project: ☐ State Highway Project ☐ STP ☐ Local Bridge ☐ LRIP ☐ Other
☐ Pavement Replacement ☐ Reconstruction ☐ New Construction

Roadway Project Scope:

Existing Facilities & Projects that Impact the Proposed Project

Rail Facilities:
- Does a railroad facility exist within 1,000 feet of the project limits? ☐ Yes ☐ No
  If yes, specify: SELECT
  - If yes, does the project physically cross a rail facility? ☐ Yes ☐ No
  - Will an easement from OCR be required? ☐ Yes ☐ No

Is the proposed project location in an area with known safety issues? ☐ Yes ☐ No
  If yes, specify: and (consider applying for Highway Safety Improvement Program (HSIP) funds if applicable)
<table>
<thead>
<tr>
<th>Schedule Preference:</th>
<th>☐ FY 2021</th>
<th>☐ FY 2022</th>
</tr>
</thead>
</table>

### Construction:
- Federal Share of the Participating Construction Cost (80%) $\$
- Local Share of the Participating Construction Cost (20%) $\$
- Non-Participating Construction Cost (100% Local) $\$

#### A. Subtotal Construction Costs $\$
#### B. State Review for Construction (Contact WisDOT Region) Percentage: % $

**Construction with State Review Cost Estimate** (sum lines A and B) $\$

#### Design:
- ☐ 100% Locally Funded (state review is required to be included as 100% locally funded) OR
- ☐ 80% Federally Funded (“state review only” projects are not allowed)
- ☐ FY 2019 ☐ FY 2020

#### A. Plan Development (Contact WisDOT Region) Percentage: % $
#### B. State Review for Design (Contact WisDOT Region) Percentage: % $

**Design with State Review Cost Estimate** (sum lines A and B) $\$

#### Real Estate: (Recommend funding with local funds.)
- ☐ FY 2019 ☐ FY 2020 ☐ FY 2021 ☐ FY 2022

**Total Real Estate Cost** (round to next $1,000) $\$

#### Utility: (Compensable utility costs must be $50,000 minimum per utility. Recommend funding with local funds.)
- ☐ FY 2019 ☐ FY 2020 ☐ FY 2021 ☐ FY 2022

**Total Utility Cost** (round to next $1,000) $\$

#### Other: (Planning or SRTS Programming):
- ☐ FY 2019 ☒ FY 2020 ☐ FY 2021 ☐ FY 2022

**Total Other Cost** (round to next $1,000) $88,000

**NOTE:** WisDOT Policy link: [http://wisconsindot.gov/Pages/doing-bus/eng-consultants/cnslt-rsrces/rdwy/default.aspx](http://wisconsindot.gov/Pages/doing-bus/eng-consultants/cnslt-rsrces/rdwy/default.aspx).

**NOTE:** WisDOT Region staff may revise estimates in the Plan Development, State Review for Design, and State Review for Construction categories based on the complexity of the project or other factors.
Narrative Response

Provide a narrative response attachment answering questions 1 through 3, making sure to provide information in response to each sub-question. Please limit the response to (6) six pages, using a minimum 11-point font size.

1. PROJECT DESCRIPTION AND OVERVIEW.

This is the summary from page A-3 of the application. It is a general overview of the project, including type of facility or project, location (please attach a location map or maps) and any other information about the project. It is brief. Limited to about 400 words.

2. PROJECT PLANNING & PREPARATION & LOCAL SUPPORT

Describe the degree to which this project was planned for and the local support and commitment for the project. If this project is part of a plan, describe that plan and the project’s priority in that plan. If this is a planning project describe how this project will be integrated into other efforts. For SRTS projects, describe walk/bike audits, parent surveys and data on crashes that support the selection of this project.

3. HISTORY OF SPONSOR SUCCESS, DELIVERABILITY AND COMMITMENT TO MULTIMODAL

How will the project be implemented on time? What obstacles or problems must be overcome to implement this project, and in light of project obstacles, describe how the project sponsor will comply with state law and policy requiring project commencement within four years of the award date, and project completion within approximately six years? Please describe prior experience with other multimodal projects and success in delivering those projects in the year in which they were scheduled. For example, were you able to deliver the project in the year it was programmed? Have you ever had to turn back awarded federal funds? Please explain. If problems were experienced in the past, what will be done on this project to ensure successful completion? Describe the project sponsor’s commitment to multimodal programs and facilities generally like a complete streets ordinance, advisory committees, or inclusion of multimodal accommodations in any other local program projects.

4. PROJECT UTILITY & CONNECTIVITY

For Infrastructure Projects
Describe the degree to which this project serves utilitarian rather than recreational purposes and how, if at all, the project adds connectivity to the state’s multi-modal transportation network, including bicycle, pedestrian and transit facilities. Describe how, if at all, the proposed project would connect to these existing land uses: park, school, library, public transit, employment and/or retail centers, residential areas, other. Describe how this project fills a multimodal gap or serves as a backbone to a local multimodal network.

For Planning Projects
Implementation of plan would serve a broad geographic area and adds connectivity to the state’s multimodal transportation network. Describe how this project fills a multimodal gap or serves as a backbone to a local multimodal network.

For Safe Routes to School Programming Projects
Will the project get a higher percentage of children walking and biking to school - addresses clear safety problems for children already walking/biking. Address the following desired outcomes: reduction in parent concerns that keep them from allowing children to walk/bike; potential for changes in hazard busing; change in policy limiting walking/biking to school; increased school commitment to promoting walking/biking; improved driver behaviors in the school zone; making it more appealing for children to walk/bike; more law enforcement participation in walking/biking issues
Map 1

SRTS Schools in Wausau

★ = Location of elementary schools. ▲ = Location of middle schools.
### 2018 Wausau Safe Routes To School Plan

<table>
<thead>
<tr>
<th>DESCRIPTION OF WORK</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>23 meetings; both group and individual school meetings.</td>
<td>$17,250</td>
</tr>
<tr>
<td>Plan Development; creation of an individual plan for each school.</td>
<td>$51,600</td>
</tr>
<tr>
<td>Map Development for each of the school plans.</td>
<td>$11,200</td>
</tr>
<tr>
<td>Printing; draft and final copies of each school plan.</td>
<td>$2,950</td>
</tr>
<tr>
<td>WisDOT Project Review</td>
<td>$4,980</td>
</tr>
</tbody>
</table>

**TOTAL COST:** $87,980
Metro Ride
Transit Development Plan

Draft Report

Prepared by:
Wausau Metropolitan Planning Organization

April 2018
Introduction

This 2017 Transit Development Plan (TDP) has been prepared for the Metro Ride System in the Wausau Metropolitan Area and builds upon the previous TDPs completed in 1999, 2006, and 2012. The purpose of this TDP is to evaluate the current transit system in the Wausau Metropolitan Area amid a challenging period for Metro Ride, the service provider. Since 2012, the service area for Metro Ride has been reduced, reinstated, and reduced again. With a challenging fiscal situation at the local level as well as reduced funding from state and federal sources, the future of transit in the Wausau Area is unknown. This plan not only looks at the current and future Metro Ride system but through this process aims to restart the conversation about transit in the Wausau Metropolitan Area.

Vision, Mission, and Goals

In 2017, Metro Ride in cooperation with the City of Wausau Transit Commission developed new mission and vision statements. In developing these statements there was a desire to create simple and clear message that still encompassed the wide scope of benefits Metro Ride delivers.

A mission statement describes the reason an organization exists and is used to guide action and decision making. The vision statement is an aspirational statement that describes the future position of the organization.

Mission Statement:

Efficiently, safely, and sustainably provide mobility services to enhance quality of life.

Vision Statement:

Enriching lives and independence through mobility.

The statements are designed to be non-specific to any community and focus on the customer experience. The Vision statement was seen as a reminder of the importance of Metro Ride to people that have limited mobility and for its ability to provide more transportation options to anyone.

Goals

By focusing on key issues derived from the Mission and Vision statements, the following goals can help provide a sense of direction, purpose, and urgency.
Enhance the customer experience

- The expansion of service hours, geographic reach, and reduced fares should be considered as funding and opportunities exist.
- Promote equity of all Metro Ride users and employees to provide a safe and inviting experience.

Improve mobility for all users

- Improve connectivity across multiple modes including vehicular, bicycling, and walking.
- Explore using new technologies when appropriate.

Improve economic vitality

- Work with stakeholders to identify solutions to increase access to jobs, shopping, healthcare, and education.

Focus on implementation

- Fund Metro Ride at a level that provides the best customer experience and efficient operation.
- Identify new sources of funding.
- Communicate with municipal leaders, general public, and stakeholders about services Metro Ride can provide.
Public Engagement

Extensive public input was sought for this plan from transit riders, metro area public, local business, and metro area community leaders. Since this planning process was designed to not only produce a plan but restart the conversation on transit, three different surveys were conducted that focused on the current transit riders, business community, and metro area residents. MPO staff met with municipal leaders to help determine transit needs. Meetings with the Wausau Area Chamber of Commerce and MCDEVCO board were good conversations on the benefits of transit but also spurred the need for a business survey. Full survey results can be found in Appendix A.

MEETING WITH COMMUNITIES
Starting in January of 2017, MPO staff met with municipal administrators and elected officials of the metropolitan area to discuss transportation issues, including transit, in their communities. Most communities voiced support for transit but had political or financial issues that would halt expansion plans at this point. These conversations helped determine which communities should be surveyed.

MAIL SURVEY
Surveys were mailed to 8,463 randomly selected metro area residents to determine their attitudes about transit, the need for it in their community, and their need for paratransit service. Surveys were mailed in October of 2017 to randomly selected residents of the City of Wausau, City of Schofield, Village of Weston, Village of Rothschild, and Town of Rib Mountain. 2,375 surveys were returned. Each community surpassed their mark for a statistically significant response except for Schofield which missed by 23 responses. Due to the high response rate of 29%, these responses should still be considered significant.

Key findings of this survey include the fact that a majority of respondents from each community surveyed showed support for their community having transit and budgeting for it in the next few years. Both of those results held across all communities, almost all ages, and almost all income levels.

Table 1: Should your community have transit?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Maybe</th>
<th>No Response</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Village of Rothschild</td>
<td>333</td>
<td>49</td>
<td>128</td>
<td>1</td>
<td>511</td>
</tr>
<tr>
<td>Town of Rib Mountain</td>
<td>292</td>
<td>152</td>
<td>163</td>
<td>3</td>
<td>610</td>
</tr>
<tr>
<td>City of Wausau</td>
<td>357</td>
<td>164</td>
<td>64</td>
<td>25</td>
<td>471</td>
</tr>
<tr>
<td>Village of Weston</td>
<td>260</td>
<td>98</td>
<td>116</td>
<td>3</td>
<td>477</td>
</tr>
<tr>
<td>City of Schofield</td>
<td>205</td>
<td>38</td>
<td>61</td>
<td>3</td>
<td>304</td>
</tr>
<tr>
<td>N/A</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>Grand Total</td>
<td>1449</td>
<td>363</td>
<td>534</td>
<td>33</td>
<td>2379</td>
</tr>
</tbody>
</table>
Although 46% of the respondents are retired, there were zero responses that indicated people felt they could use paratransit service in the future. Additionally, if a respondent had a permanent or temporary disability, they preferred (60%) to be transported in a car by a family member or friend. Paratransit service is often an overlooked benefit to transit service in the community which can provide access to services while helping people maintain independence.

Overall, 62% of respondents feel their community should have transit and 54% feel their community should budget for transit in the next few years. This information provides a perspective that has been lacking in previous discussions about transit where often the loudest negative voices dominate the conversation.

**BUSINESS SURVEY**

In October 2017 surveys were emailed to the membership of the Wausau Area Chamber of Commerce and the Hmong Area Chamber of Commerce. There were 224 responses. Parts of this survey may be discounted due to errors in execution and the small number of responses outside of the City of Wausau. By sending to the email list of Chamber members it did not focus on decision makers in companies. The survey also did not have the respondent self-identify their position. The respondents also were overwhelmingly from the City of Wausau, the remaining communities did not have enough responses to be considered significant. There was strong support from respondents to support transit by speaking with local elected officials, writing letters of support, and financial contributions. Fourteen individuals self-identified as willing to be contacted by MPO staff for further discussion on that matter.

**RIDER SURVEY**

Surveys were administered from January 24-30th by volunteers from the NAOMI coalition. Regular, express, and special routes as well as paratransit were surveyed. Not all express routes were surveyed and not all hours of the regular routes were covered. This may lead to some underrepresentation of certain rider groups. In total, 485 surveys were returned.

Information provided by riders was not very different from previous surveys. The ridership is largely transit dependent for getting to school and work. When asked where Metro Ride should focus on service improvements, 39% asked for weekend service over 23% wanting service to other communities. This result was further tabulated by age and trip purpose with the likely
result that weekend service was desirable for working additional shifts or performing errands that could not be done during the work week.

<table>
<thead>
<tr>
<th>Table 3: What are the improvements Metro Ride should make?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide evening service</td>
</tr>
<tr>
<td>Provide more frequent service</td>
</tr>
<tr>
<td>Provide weekend service</td>
</tr>
<tr>
<td>Service to other communities</td>
</tr>
<tr>
<td>No Answer</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

When asked about a trip purpose to surrounding communities, overwhelmingly ‘shopping’ was chosen. Metro Ride riders are looking for more options to support the local economy.
Population and Demographics in the Wausau Metropolitan Area

The Wausau Metropolitan Area is located in Marathon County which is the largest county in the state of Wisconsin. Wausau is the crossroads of the state, located between Green Bay and Minneapolis, with Madison 140 miles to the south. Wausau is the last large metro area before entering the northern counties of Wisconsin and serves as a crossroads in the state.

The Metro Area has a population of 92,797 although there are some communities included in their entirety in this count but only a small portion of their area is within the MPO planning boundary. Therefore, the actual population of the MPO area could be considered slightly less than the number above.
Table 5: Population Projection by Municipality

<table>
<thead>
<tr>
<th>Municipality</th>
<th>2015 Projection</th>
<th>2020 Projection</th>
<th>% change from 2015</th>
<th>2030 Projection</th>
<th>% change from 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>T Rib Mountain</td>
<td>6,900</td>
<td>7,055</td>
<td>2.2%</td>
<td>7,190</td>
<td>4.2%</td>
</tr>
<tr>
<td>V Rothschild</td>
<td>5,302</td>
<td>5,525</td>
<td>4.2%</td>
<td>5,755</td>
<td>8.5%</td>
</tr>
<tr>
<td>V Weston</td>
<td>15,276</td>
<td>16,770</td>
<td>9.8%</td>
<td>18,890</td>
<td>23.7%</td>
</tr>
<tr>
<td>C Schofield</td>
<td>2,212</td>
<td>2,205</td>
<td>-0.3%</td>
<td>2,205</td>
<td>-0.3%</td>
</tr>
<tr>
<td>C Wausau</td>
<td>39,063</td>
<td>40,460</td>
<td>3.6%</td>
<td>41,490</td>
<td>6.2%</td>
</tr>
</tbody>
</table>

Source: Wisconsin Department of Administration

The communities determined by this plan to be most suitable for transit are shown in Table 5 with population projections to the year 2030. These core communities of the metro area are the main providers of services and employment for the area and county. Growth is projected for all communities except for the City of Schofield. This is likely due to the lack of expansion opportunity with Schofield’s location however they maintain an important industrial park with longtime area employers. The Village of Weston is projected to have the most dramatic growth in this period with an increase of almost 24%.

Demographic measures were examined for the five main metro communities. Factors such as population density, youth density, senior density, and income were examined for their influence on transit suitability. The City of Wausau was shown to have routes serving areas that are dense with youths, seniors, and low income households. Similar areas exist outside of Wausau in the neighboring communities but are not served by transit. An area like Rib Mountain is the exception by being less dense and a higher income than the other communities evaluated. However, Rib Mountain does have other amenities that would be attractive to transit service. Further demographic maps and analysis can be found in Appendix B.

Metro Ride Service

Metro Ride operates bus and paratransit service only in the City of Wausau. It provides services on 7 regular routes and 10 express routes. Regular routes run every half-hour between 6:30am and 6:30pm. Express routes supplement the regular routes to help accommodate the influx of students within the City of Wausau and operate from 6:30am-7:30am and 2:30pm to as late as 6:30pm. Metro Ride Paratransit service provides origin to destination service for ADA-eligible passengers within ¾ mile of any regular bus route. Appendix C provides a description of the Metro Ride service.

In 2013, limited transit service was restored to the communities of Village of Rothschild, City of Schofield, and Village of Weston in the form of a single shared route operating on an intermittent schedule. The new route did not perform well and in 2015 the residents of Village of Weston voted down a referendum to continue funding transit service. Metro Ride had to discontinue the fixed route and paratransit service to all three communities at that time as well as remove weekend service and raise fares.
Peer Group Analysis

The systems selected for the nationwide peer group were used in subsequent plans and are all located in northern climates with a similar size to Metro Ride. This allows for a historical as well as a current service comparison. The national peer group systems are:

- Battle Creek, MN
- Billings, MT
- Bloomington, IN
- Missoula, MT
- Great Falls, MT
- Rochester, MN
- Sioux City, IA

The Wisconsin peers are all cities with less than 80,000 people. They are:

- Beloit
- Eau Claire
- Janesville
- La Crosse
- Oshkosh

The last few years have been challenging for transit nationwide and especially in the Wausau area. As mentioned before, service area changes in 2012 and 2015 ended up confining the system to the City of Wausau. This also came with removal of weekend service and higher fares. Again, this plan is using data from 2014 for peer cities and 2016 from Metro Ride to best reflect the current service area.

Full results of the Peer Analysis can be found in Appendix D. Overall Metro Ride did not compare well to both peer groups due to the system contraction which resulted in a loss of revenue miles and revenue hours. None of the peer systems in this time frame endured the service area loss, fare hikes, and service hour restrictions that Metro Ride did. There are metrics, such as Peak Vehicles per capita, Passengers per mile, and Passengers per hour where Metro Ride still ranked well.
Challenges & Consequences

CHALLENGES

Funding
The City of Wausau may evaluate how long it can keep funding the Metro Ride system alone. In 2016, citing budget concerns Wausau Mayor Mielke questioned the ability of Wausau to continue funding the system at current levels within the next five years. Loss of local funding would precipitate the loss of state and federal funds.

State and Federal funding has reduced over the years and this trend may continue. Funding for all transportation infrastructure has faced funding challenges as state and federal taxes on fuel have not been increased (in Wisconsin) to keep up with inflation or needs.

Aging Fleet
In 2014, Metro Ride purchased four used buses (500,000+ miles) from Ozaukee County for a total of $14,000. In 2016 and 2017 an additional three buses (300,000+ miles) were purchased from Duluth Transit Authority at a total cost of $26,520. While these buses have been useful in their service, repairs are very costly—often more than the purchase price. The State of Wisconsin is considering using funds resulting from a settlement with Volkswagen over faulty diesel engine emissions testing to subsidize the purchase price of buses for local systems. This is a welcome development but due to the procurement backlog of the bus manufacturer it could take 2-3 years for any new buses to be delivered.

Ride Share
A major change in the transportation landscape since the previous transit plan is the creation of the shared ride economy through services such as Lyft and Uber. By making hailing and paying for a car ride as easy as a few clicks on a smartphone these services have had a measurable impact on city transportation networks. Taxi medallion values have fallen dramatically, riders have been siphoned from transit networks, and congestion has increased.¹

While these services are simple and convenient, there are some underlying issues that present problems. The current rideshare fares are subsidized with riders only seeing 40% of the cost. In 2016, Uber was reported as losing $3 billion.² The future of these systems is not guaranteed. Currently, the system allows drivers to work at their discretion with no requirements for geographic area and hours of the day coverage. This may lead to holes in the service area that reflect inequities society. Vehicle type will vary widely and are not required to be handicapped accessible. Current use of rideshare in the Wausau Metro Area is minimal with only a few drivers for Uber and an unknown number for Lyft.

This service and technology will likely continue to grow and could be considered for last-mile connections or other opportunities but it is unlikely these services will be able to replace the hundreds of thousands of trips Metro Ride provides.

**Autonomous Vehicles**

All major auto manufactures and rideshare companies are developing vehicles that operate with minimal or no driver interaction. Sensors on the car and detailed maps allow these vehicles to recognize hazards, navigate around them and deliver passengers. This technology, when fully implemented and available, promises to be truly revolutionary. It may change the need for personal vehicles, and allow more freedom of movement but more importantly it could almost completely reduce injuries and fatalities due to automobile crashes. Adoption is expected to take place in larger, warmer weather markets due to the higher costs of the vehicles and poor performance in adverse weather conditions. Full automation vehicles are not expected to be in wide use until the year 2040. This is an exciting technology but many legal and ethical issues remain.

**Land Use**

Transit routes work best when they can link multiple land use types together to provide as many options as possible for the users. Communities seek to place light or heavy industrial business in segregated areas often far from the city center. While this allows the reuse of traditional industrial land in the urban core, it pushes major employment generators to an area where personal cars are the only option for transportation. Business parks in Wausau and Weston are at an almost prohibitive distance for routes that would fit into the current network.

**Myths**

When discussing public transportation options there are often misguided beliefs people cling to in order to justify their opposition. Metro Ride and it’s advocates must work to overcome these ideas and present the benefits of bus service. Here are just a few examples:

- **The transit system should make a profit and not be subsidized by tax payers.** In the USA there is almost no form of public transportation that operates without government assistance. In Wisconsin, the gas tax, local tolls, and user fees only cover 40.7% of the share of state and local road spending. Airports, trains, and ferries are all subsidized. The conversation should focus on the benefits from a service.

- **Shorter buses are more efficient.** There are times during the day when the larger vehicles are full. There would be a need for a much larger fleet of smaller vehicles adding to the overall cost to purchase, maintain, and operate.

- **The bus is always empty.** While it may be true that sometimes buses can be seen with very few people in them, there are plenty of other times where this is not the case. If this same standard was applied to roads there would be very few residential streets built.

These myths are not unique to Metro Ride or the Wausau area. They are common across the country.

---

Metro Ride does face the very real possibility of discontinuing service should the City of Wausau find it necessary to drastically reduce or eliminate funding. If the current service level disappeared there are several consequences to consider:

- State and federal funding, currently $1,762,121 (2017) per year, would be removed from the local economy and redistributed to peer transit systems in Eau Claire, Oshkosh, Beloit, Sheboygan and Appleton. The Wausau Metro Area competes with these cities for jobs and employers.

- A percentage of Wausau Public School students would be without a ride to and from school. This would shift the burden of transportation to parents, require children to cross dangerous streets, increase congestion around schools, and require the School District to seek additional transportation options for funding and use private buses entirely.

- Transit dependent population is adversely impacted and left with very few and expensive options. Employers would lose employees and the quality of life for these individuals would decline.

- Loss of paratransit services would adversely impact a population that has very few options to begin with and reduce their quality of life.

- Increased numbers of cars on the road would adversely impact the road condition and increase congestion, especially around schools.

- The Wausau area may not be able to retain retiring Baby Boomers or attract Millennials to live and work here. The Wausau Metropolitan area would be at risk of losing population, tax base, and economic competitiveness.
Recommendations

CAPITAL
The development of a dedicated and consistent funding source is important for the stability and health of the Metro Ride system. The ability to budget for long term capital costs will increase the efficiency and reduce repair costs.

- Consistent bus funding: Every two years the Wausau MPO distributes federal transportation dollars for area projects. The City of Wausau would be able to submit a request to use these dollars to fund the purchase of a new bus on an 80% federal and 20% local cost share.

- Metro Ride should also yearly budget for the purchase of two used buses. Having the money allocated would allow Metro Ride to sustain services until more dedicated funding for new buses is allocated.

- Invest in technologies that allow for a Wi-Fi network on the bus, GPS modules on each bus that could provide arrival times to users and performance information to Metro Ride.

- Mobile ticketing – alternative fare media sales and collection.

- Develop a tracking system so drivers can easily count the number of riders boarding at each stop. This may be an opportunity to collaborate with local high school engineering programs.

OPERATIONAL
Marketing
The Metro Ride budget for marketing has been drastically reduced in the recent years. Increasing this budget would allow for promotion of the benefits of transit and recruit new riders.

- **Website:** The Metro Ride website has the requisite information for transit users but could be reorganized and brought up to a modern standard. This may be an opportunity to collaborate with a local high school program.

- **Social media:** Metro Ride should establish accounts with Facebook, Twitter, and any other relevant social media services. These accounts can reach a large audience, update followers with important information, and respond to customer inquiries. Student interns could provide the staff time to set up and manage the accounts.

- **Student programs:** Metro Ride has taken steps to provide a one-time cost student summer pass. This is a positive step to further serve a large ridership group. Metro Ride and the Wausau School District can work together to secure funding for students to access the bus using their school ID. This could speed up morning and afternoon onboarding and provide all students with access to a dependable ride to school.
ENGAGEMENT

- Communicate with respondents from the Business transit survey and other interested parties to begin forming a coalition of business leaders that will publically support transit service. Continue working with the Wausau Area Chamber of Commerce and MCDEVCO to facilitate these discussions.

- Work with the Wausau School District to help students understand and use the system as well as address any concerns that may arise.

- Host a Regional Transit Summit that can bring together stakeholders, advocates, and state and local elected officials. The goals of the summit can be as follows; presenting a united front for RTA legislation to state representatives, educating on the need for and benefits of transit service, and determining a path forward for expansion or enhancement of the current system.

- Meet with community staff and officials to discuss survey results and interest in transit service or further engagement.

- Create a Transit Ambassador program to assist new riders in becoming familiar with the system.

EXPANSION OF SERVICE

Current Service

- **City of Wausau:** The Business Campus located at 72nd Avenue has been mentioned multiple times for transit service. Located on the far west side of Wausau at 72nd Avenue, this industrial park houses many different companies and employment opportunities. Although there are several barriers such as service hours, distance, and funding to overcome. This area should be thoroughly examined for expansion possibility. Westwood Drive, an area that has seen a growth in medical offices, and Rasmussen College, could be an opportunity.

- **Metro Ride:** As indicated in the rider survey, expansion of service days was a higher priority than expansion to other communities. Expanding the service days and or the hours served should be examined for feasibility. Current costs of these options should be available to discuss with community leaders and stakeholders. Expansion of hours may help capture some of the multiple shift companies and allow riders more opportunities for recreational events in the evening.

Neighboring communities

Expansion of service to neighboring communities would help create a regional transit system that allows riders to access many community benefits. Any agreement with other communities should commenced when the community has committed to a contract of at least 5 years and when Metro Ride has the available vehicles to begin service. While this plan does not outline specific routes it does identify opportunities within each community. Of course, any good route combines a mix of origins and destinations. While fixed route bus service should be considered
for these communities, a demand responsive system should also be examined. When considering a service expansion, elected representatives, staff, and residents from the community should be involved in the process.

- **City of Schofield:** Service to Schofield is a priority since it would be difficult to access communities to the southeast without traveling on Business 51. The business, restaurants and apartments on Business 51 could be serviced with a couple of stops but the real opportunity is in the industrial park north of Ross Avenue. Service to the residential neighborhoods could also be included along Grand Avenue.

- **Village of Rothschild:** Service to Rothschild was previously ended in 2015. The Village could be accessed via Grand Avenue in Schofield. Businesses along Business 51, residential neighborhoods near River Street Park and George Street Park, and the Shopko commercial area are opportunities for service. It is unlikely the Cedar Creek Mall area would be a trip generator due to the type of businesses located there but future study could be warranted.

- **Village of Weston:** Service to this area could follow past routes. There are grocery stores and big box retailers on Schofield Avenue that would be good destinations. While the Weston Business Park may be located too far west to adequately serve, the industrial area near Schofield is a prime candidate. This is especially important with major employers like Crystal Finishing looking for workers. Small scale service just to the industrial area on Ross Ave should be pursued. Residential areas off of Ross Ave and also south of Schofield Avenue would be opportunities for a future route. Future development of the Camp Phillips Centre would provide another destination for shopping and employment. Previous Weston area service used a transfer point at the North Central Healthcare Clinic in Wausau. Potential routes should examine Weston, Rothschild and Schofield loop that transfers in Schofield to an express route to downtown Wausau.

- **Town of Rib Mountain:** Rib Mountain Drive is a shopping and employment draw that presents many opportunities for service. Routes could travel up and down Rib Mountain Drive to the various big box stores, incorporating the residential areas to the east of the road or loop back on County Road R. Plans for a regional senior center on County Road NN do not incorporate transit at this time and could be a good opportunity. Due to the distance, any route in Rib Mountain may need a transfer point in Wausau. This transfer could be done on 17th Avenue near Thomas Street or further north near Stewart Avenue.

- **Other metro area communities:** Metro Area communities of Kronenwetter, Mosinee, Stettin, and others could utilize a demand responsive system that would allow for a flexible route and scheduling. At this time, the demand is not seen and the resources are not available to provide services to these communities.

- **Marathon County:** If Marathon County offered a rural transit route that brought riders from outlying communities into the Wausau Metro Area, Metro Ride could work to coordinate schedules to best take advantage of both systems. The County could also provide the regional governance structure necessary to provide a structure similar to an
Regional Transit Authority. County government could also work with metro communities to share resources and leverage funding opportunities.

- If current service levels are significantly diminished a planning process is recommended to determine the best use of remaining resources.

FUNDING OPPORTUNITIES

Additional funding could allow Metro Ride staff the flexibility to take care of overdue projects, lower fares, expand service, and take advantage of other opportunities. The benefits of transit service are a benefit to their communities and could present opportunities for residents and employers. The following options are outside the normal municipal budgeting process that could also be used to fund service.

- **Regional Transit Authority:** This would allow the formation of a regional body that would own and operate the transit system. RTA’s are typically funded by a portion of the property tax, sales tax, or a combination of both. This would require enabling legislation at the state level.

- **Business Improvement District (BID) that allows businesses to self-fund initiatives.** This is most often seen in downtown districts such as the River District in Wausau. Opportunities for this include Rib Mountain Drive where the high number of businesses could fund transit service and other improvements that make shopping there an easier and more enjoyable experience.

- **An outside source:** A group of foundations, businesses, or even Marathon County could provide seed funding to expansion communities. Ideally this would be in the form of a reducing payment over a few years. It would allow communities that want transit to ease it into their budgets over four or five years.

- **Fee on rideshare trips:** The City of Chicago has recently implemented a fee on rideshare trips that was increased to 67 cents per ride in 2018. This is expected to generate $179 million for rail and bus transit. While Wausau is far from Chicago in terms of ride share trip, this should be considered for future technologies or services that may have a negative impact on transit ridership or other transportation modes.

POLICY

- **RTA:** A Regional Transit Authority allows for a region to work together and raise funds for transit service. Current state legislation does not allow for the formation of an RTA. Metro Ride should work with local and state legislators, and stakeholders from the business community for Regional Transit Authority enabling legislation.

---

• **Wausau School District**: Students comprise a high proportion of the Metro Ride ridership and are an integral part of the community. Metro Ride should work with the School District to explore transportation options for school age children.

• **Citizen Transit Advocacy Committee**: There is a clear need for a new independent voice for transit. With the Transit Commission comprised solely of members within the City of Wausau, and NAOMI having received backlash after the Weston vote in 2015 an independent body of transit advocates is needed. This group could be an independently organized and financed group of stakeholders that serves as the advocates for transit in the Wausau Area. This group could also be formed as a sub-committee of the Wausau MPO and MPO staff could provide technical assistance.

**PATH FORWARD**

It is recommended Metro Ride, the Transit Commission, and other groups work together to begin implementing this plan. To that end, there are steps that can be undertaken quickly while decisions are made on the other elements.

• Meet with surveyed Communities, Wausau School District, Wausau Region Chamber of Commerce, MCDEVCO, and respondents to the Business Survey to discuss Plan and Survey results and determine their level of interest.

• Focus on cultivating business community contacts and stakeholders.

• Develop the structure and placement of the Citizens Transit Advocacy Committee.
Appendix

Due to the size, the full Transit Development Plan including Appendices is available on:

www.WausauMPO.org