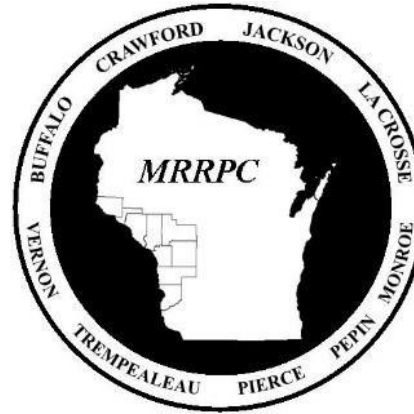




The Mississippi River Trail Bicycle Route - Wisconsin





Partners

What is the Mississippi River Trail (MRT)?

- Spans approximately 3,000 miles from Minnesota to Louisiana
- Spans 10 States, and 8 of the 10 include route signage and bike route designation
- Approximately 250 Miles in Wisconsin

U.S. MRT Overview



What is our Goal?

- Formal designation of MRT through 8 Wisconsin Great River Road Counties
- Signage along MRT Route in Wisconsin

Benefits to your Community:

- Health Benefits
- Economic Benefits (Local/County/State)
- Community Benefits
- Outdoor Recreational Opportunities

What we need from you:

- Identify and confirm route through your municipality
- Formal resolution to support your local route and Statewide effort to sign and designate the MRT



Perspective – United States Cycling



ADOLESCENTS WHO BIKE ARE 48% LESS LIKELY TO BE OVERWEIGHT AS ADULTS.



AMERICANS SPEND \$81 BILLION ON BIKING ANNUALLY, GENERATING 770,000 JOBS AND \$10 BILLION IN TAXES.

THE NUMBER OF U.S. BIKE TRIPS DOUBLED



OVER THE LAST DECADE, U.S. BIKE COMMUTING GREW



NATIONWIDE



LARGEST CITIES

TRIPS AMERICANS MAKE



NEARLY 86% OF BICYCLES SOLD IN THE U.S. ARE IMPORTED FROM CHINA.

USE OF BICYCLES FOR URBAN TRIPS



Bicycle-Guider.com

Resources: Peopleforbikes.org; www.worldometers.info



Economic and Health Impacts

U.S. Bicyclists:

- Spend \$83 billion on trip-related sales
- Generate \$97 billion in retail spending every year in the U.S.
- Contribute to 848,000 jobs
- U.S. Bureau of Economic Analysis estimated the economic output of outdoor recreation to be [\\$734 billion](#) in 2018



Wisconsin Bicyclists

- Generate \$1.9 billion in health and economic benefits annually (2010 estimates)
 - \$924 million attributed to tourism and recreation
 - \$410 million for health
 - Employment impact (full-time equivalent jobs) was 13,193

Sources: US Bureau of Economic Analysis, University of Wisconsin Nelson Institute



Wisconsin Outdoor Recreation Spending

- Bicycling is 2nd most popular outdoor activity 40% of adults in U.S. ride bicycles
- Twice as many bicycles as cars purchased in U.S.
- 47% of Americans would like more bike facilities



Sources: National Hwy. Traffic Safety Administration, Outdoor Foundation

MRT Related Efforts

All American Road (AAR)

- Wisconsin Great River Road received All American Road (AAR) Designation in February 2021
- All American Road (AAR) is a separate designation for the very best of the National Scenic Byways (NSB) An AAR must have Intrinsic qualities of national significance and must be a destination and reason for travel unto itself.
- Only about 1/4 of roadways in the NSB Program carry AAR designations
- AAR must have intrinsic qualities of national significance and be a destination and reason for travel unto itself



National & State Pollinator Partnership Projects

- Migratory corridor used by Monarch Butterflies making their migrations
- Tourism: Plants that pollinators love can be used to create a "sense of place" for tourists. Repeat plantings can help orient and brand the resource.
- Scenic Easements & Right of Way (ROW) management:
 - Protects views and retains natural character
 - Pollinator-friendly species and mowing guidelines are coordinated with DOT & county highway depts



Bicycle Tourist Characteristics

- 82% of touring cyclists have a college education *
- 52 is the average age *
- 58% make over \$75,000 per year *
- 8.1% are international tourists *
- It's about the journey
- Visit museums, historic sites, galleries...
- Often group travel
- Easy to engage
- Lodging = camping to hotels

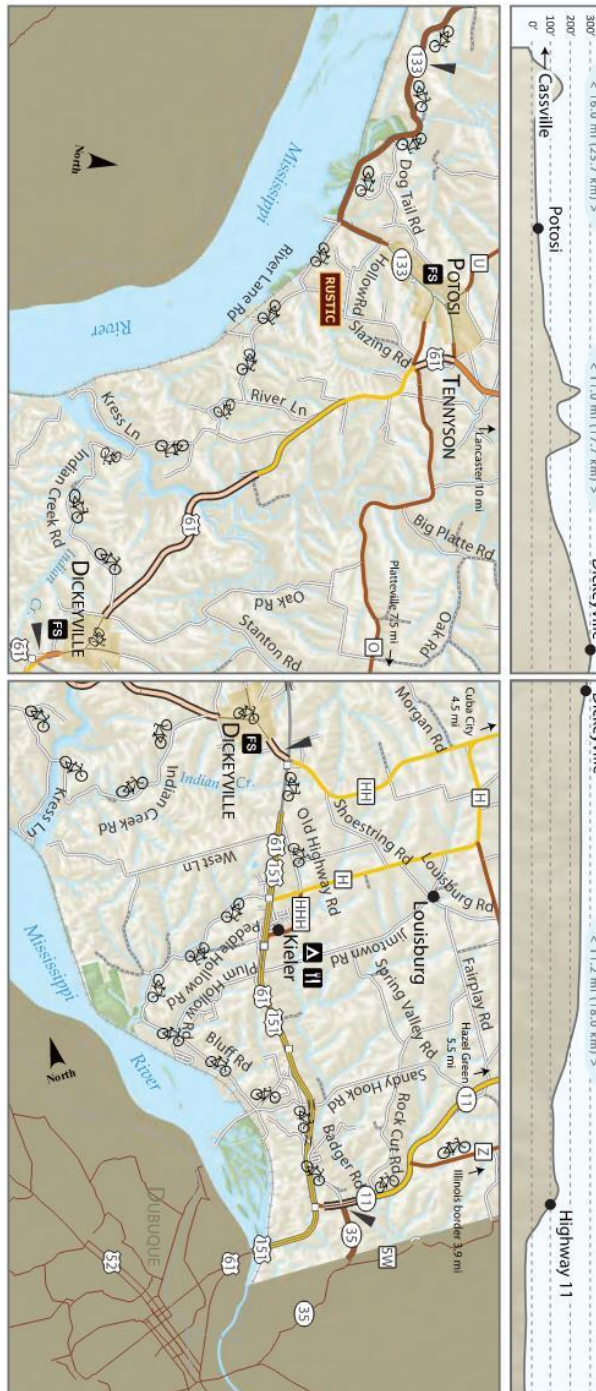


Route Designation Process

1. Identify existing conditions
2. Discuss MRT Bicycle Routes with local officials
3. Identify optimal local routing based on set criteria and local knowledge
4. Local resolution stating support for route designation
5. State-sponsored route designation and signage
6. Outreach with local businesses and organizations
7. Continued promotion and participation



Existing Conditions



Section 10 Dubuque



Difficulty: The terrain is quite hilly between Potosi and Dickeyville with two significant climbs. From Dickeyville to the Illinois border, the terrain is gently rolling.

Route Traffic Conditions: Local roads identified as the route between Potosi and the Illinois border have low traffic volume and are narrow. There is a 1.0 mile segment on WIS 35/US 61/US 151 south of Dickeyville which is a 4-lane expressway with fairly heavy and faster traffic, but with wider paved shoulders.

Connection to Illinois MRT (southbound): From map matchline travel on WIS 133 for 3 miles to Potosi. Just within the village limits turn right on River Lane Road for 3.5 miles. Turn right on to Dean Lane for 0.6 mile. Veer left on to Ruff Lane for 0.4 mile. Turn right onto Long Branch Road/West Banfield Road and continue for 1.4 miles and across the bridge. West Banfield ends at bridge to become Indian Creek Rd. on south side of the Platte River. Continue on Indian Creek for 3.9 miles to WIS 35/US 61. Right on WIS 35/US 61. Continue traveling south on WIS 35/US 61 for 0.7 miles to on-ramp for US 151/WIS 35/ US 61. Take ramp and highway for 1.0 mile to Old Highway Road. Left on Old Highway Rd for 1.2 miles. Right on County H for 0.5 mile. County H becomes Peddle Hollow Rd at interchange. Straight on Peddle Hollow for 2.3 miles to Bluff Hollow Road. Left on Bluff Hollow for 3.1 miles to intersection with Eagle Point Lane. Left on Sandy Hook (across Eagle Point Ln) to Badger Road for 0.7 mile. Right on Badger Road for 1.7 miles. Badger Road will cross over WIS 35/US 61/US 151 and continue to WIS 11/35. Left on WIS 11 for 1.3 miles. Turn right on County Z for 2.3 miles. Turn right on Sinsinawa Road/County Z for 1.9 miles. Turn right on North High Ridge Road and enter Illinois and onto the Illinois MRT.

Alternative connection to Illinois MRT and Galena: To and from Dickeyville there are other town road and county road connections not shown on this map.

Northbound: From the intersection of North High Ridge Road and Sinsinawa Road at the Illinois border travel west on Sinsinawa Road for 1.9 miles. Turn left on County Z for 2.3 miles. Turn left on WIS 11 for 1.3 miles. At the intersection of WIS 11/35 and Badger Road, turn right on Badger Road for 1.7 miles. Badger Road will cross over WIS 35/US 61/US 151 and continue to Sandy Hook Road. Turn left on Sandy Hook Road for 0.7 mile to Eagle Point Lane. Cross over Eagle Point Lane to Bluff Hollow Road. Travel on Bluff Hollow Road for 3.1 miles to Peddle Hollow Road. Turn right on Peddle Hollow for 2.3 miles. Peddle Hollow Road becomes County H at interchange with WIS 35/US 61/US 151. Continue on County H for 0.5 mile to Old Highway Road. Left on Old Highway for 1.2 mile to WIS 35/US 61/US 151. Turn right on WIS 35/US 61/US 151 for 1.0 mile and travel up the first off-ramp to Dickeyville. Turn left onto WIS 35/US 61 toward Dickeyville. Travel north on WIS 35/US 61 for 0.7 mile. Turn left on Indian Creek Road and continue for 3.9 miles to bridge. Cross Platte River bridge and continue straight on West Banfield Road (becomes Long Branch Rd) for 1.4 miles. Turn left on Ruff Lane for 0.4 mile. Veer right on to Dean Lane for 0.6 mile. Left on to River Lane Road for 3.5 miles to WIS 133. Left on WIS 133 and continue 3 miles to map matchline.

Connection to East Dubuque, Illinois (southbound): At the intersection of WIS 11/WIS 35 and Badger Road cross WIS 11, and continue straight on WIS 35.

Connection to Dubuque, Iowa (southbound): At the intersection of WIS 11/WIS 35 and Badger Road turn right onto WIS 11/WIS 35. Go through the interchange and turn left (south) on to 4-lane US 61/US 151 toward Dubuque. Cross over the Mississippi River on the US 61/US 151 bridge.

Optimal Local Routes



- Proximity to river
- Access to destinations
- Minimal vehicle volumes
- Vehicle speeds
- Complementary Bicycle and pedestrian facilities
- Distance off direct route (detriment)
- Route surface (gravel or paved)
- County Bicycle Conditions Maps



Link to full brochure/map at:

<https://wisconsindot.gov/Documents/travel/bike/bike-maps/grr/map.pdf>

Alternate Route Discussion



TOWN OF JAMESTOWN
R02W

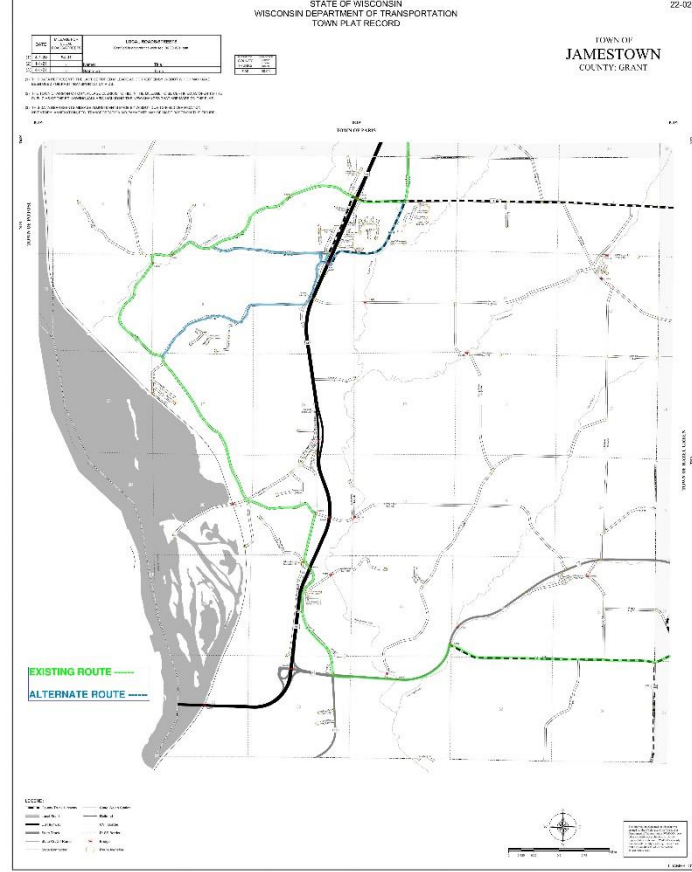
EXISTING ROUTE -----

APPROVED ROUTE -----



EXISTING ROUTE -----

ALTERNATE ROUTE -----



Resolution

A RESOLUTION TO SUPPORT THE DESIGNATION OF THE MISSISSIPPI RIVER TRAIL WITHIN THE LIMITS OF (CITY/VILLAGE/TOWN/COUNTY)

WHEREAS bicycle tourism is a growing industry in North America, contributing \$47 billion a year to the economies of communities that provide facilities for such tourists; and

WHEREAS the Mississippi River Trail is a national bicycle route, along the length of the Mississippi River, through ten states, from the headwaters at Lake Itasca to the Gulf of Mexico; and

WHEREAS the Mississippi River Trail was designated as one of only 16 National Millennium Trails which honor the past and imagine the future by preserving and commemorating major events and aspects of America's history and culture; and

WHEREAS the Mississippi River Trail provides access to and promotes the scenic, historic, archaeological, cultural, recreational and natural qualities of the Mississippi River and its amenities; and

WHEREAS the Mississippi River Trail in Wisconsin is located primarily on the Great River Road (WIS 35) between Prescott and Illinois State Line, but also routed on other state and county highways, local roads or alternative routes for bicycling; and

WHEREAS the Wisconsin Mississippi River Parkway Commission and (CITY/VILLAGE/TOWN/COUNTY), with the cooperation of the Wisconsin Department of Transportation, Wisconsin Department of Natural Resources and other stakeholders, have proposed a specific route to be designated as Mississippi River Trail; and

WHEREAS the Mississippi River Trail implements Wisconsin Statutes Chapters 1.11, 84.01(35), 84.60, and 85.02, 349.23 and Wisconsin Administrative Code Chapter Trans 400 which required that "due consideration to establishing bikeways and pedestrian ways in all new highway construction and reconstruction projects"; and

WHEREAS the Mississippi River Trail adds value to existing roads and trails; and

WHEREAS the Mississippi River Trail is largely ready to sign and market, and many suggested improvements are already planned; and

WHEREAS the Mississippi River Trail will contribute to sustainable economic development in 33 Wisconsin Mississippi River communities; and

WHEREAS the proposed route for the Mississippi River Trail comes through (CITY/VILLAGE/TOWN/COUNTY) and can therefore provide a benefit to our residents and businesses; and

WHEREAS the Mississippi River Trail will provide increased recreational and transportation choices for individuals to enjoy the outdoors as well as provide health, economic, and quality of life benefits; and

WHEREAS the Mississippi River Trail continues Wisconsin's tradition of honoring and enhancing the Mississippi River by offering multiple bicycling experiences, each in a unique river landscape; and

WHEREAS we have investigated the proposed route and found it to be a suitable route, and desire that the route be designated so that it can be mapped and signed, thereby promoting bicycle tourism in our area; and

THEREFORE, BE IT RESOLVED, that (CITY/VILLAGE/TOWN/COUNTY) in order to receive full benefit of the Mississippi River Trail, hereby expresses its approval and support for the development of the Mississippi River Trail, and requests that the appropriate officials see to it that the route is officially designated along the following segments within the limits of the (CITY/VILLAGE/TOWN/COUNTY):

(describe route here)

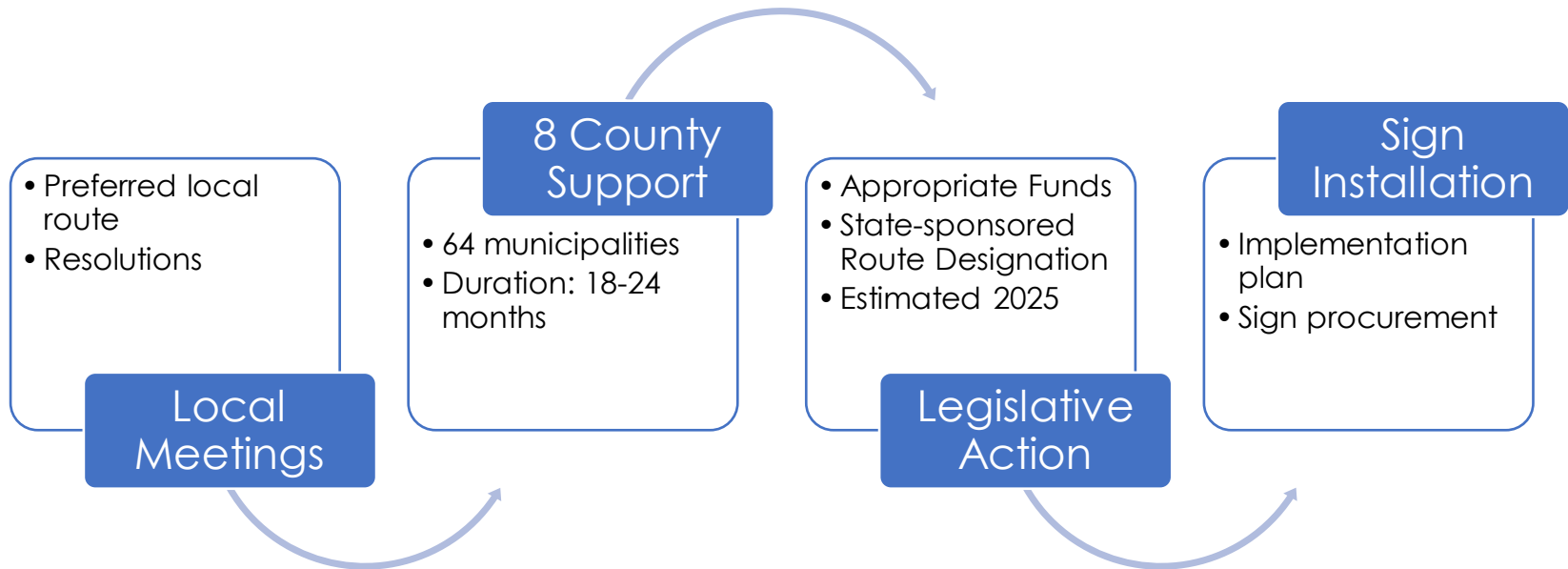
Signature _____

Title _____

Date _____



Next Steps and Timeline



Route Signage

- **Designated Route Signage**
- Guidance to clearly mark the primary and secondary MRT and GRR routes through local communities



Local Marketing Signage

- **Local Marketing and Wayfinding Signage**
- Signage to direct cyclists to and from GRR/MRT to local services, such as food, supplies, and local attractions
- Where do I go “off the route” – how do I get there?



FAQ's

- Why do we request a resolution vs. a letter of support?
 - State & US Route designation guidance requests resolutions from each community that a route passes through.
- Signage installation and maintenance costs and responsibilities?
 - It is the intent of the WiMRPC and their legislative members to fully fund the initial purchase and installation of the route signs.
 - Maintenance would fall to the local jurisdiction of the roadway, trail or facility that the MRT is designated along.
- How much does signage cost and what is the life expectancy on signage?
 - Route signage ranges from \$250-\$350 per sign installed.
 - Signs (if not damaged) are expected to last 10-15 years.



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WisDOT MRT Website: <https://wisconsindot.gov/Pages/travel/bike/bike-maps/grr.aspx>

