Transforming, Connecting & Revitalizing University Avenue

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CEDAR FALLS Iowa

Objectives

Effectively Planning a Large Urban Corridor Reconstruction Project

Public Engagement Strategies and How Much

Construction

Roundabouts – Are They Working?

Corridor History

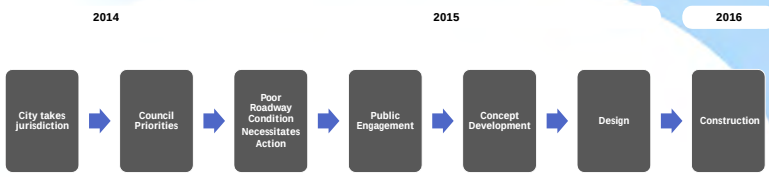
2 Miles

6 Lanes

20,000 ADT

Corridor History

Cedar Falls Planning Process



Project Priorities

1. A design that is safe & efficiently moves traffic
2. Design of new roadway: $4 million
3. 4 lanes and utility relocation
4. Efficient roadway connections to private property, minimize ROW need
5. Construct safe pedestrian/bike links and corridors
6. Master corridor landscaping plan
7. Include Complete Street structural elements where safe, efficient and cost effective
8. On road bike lanes

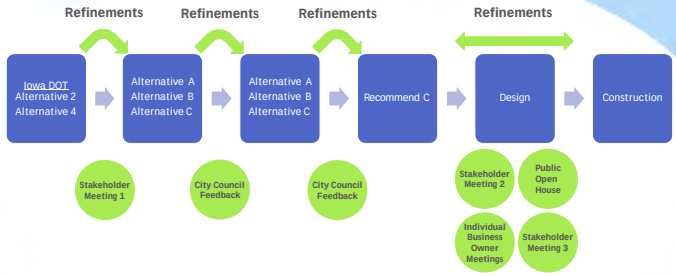
Valuation of Corridor Alternatives

Council Priorities

Sustainability Outcomes

Cost

The Process



Alternatives

Alternative	A	B	C
	All Signals	Signals + RAB	RAB + Signals
Hwy 58 Interchange	SPUI	SPUI	Teardrop
Hwy 58 to Boulder	4 lanes w/ turn lanes	4 lanes w/ turn lanes	4-lanes
	8	6	2
	0	2	6

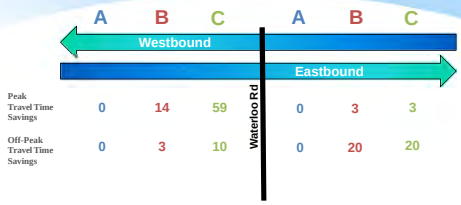
Sustainability Outcomes

a. Traffic Signal Maintenance Costs
b. Travel time
c. Gas Savings
d. Vehicle emissions
e. Safety: Reduced Crashes
f. Level of Service

Alternatives Comparison

Alternative	A	2C	4C
	8	6	2
	0	2	6
a. Traffic Signal Maintenance Costs Savings	$0	$17,000	$51,000

Travel Time Savings



Travel Time Savings

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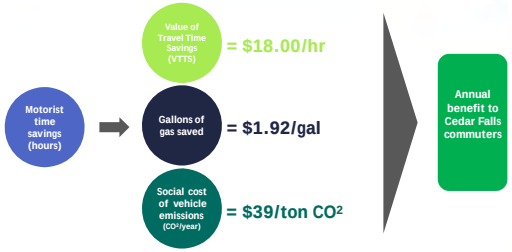

Alternatives Comparison

14

Alternative	A	B	C
	8	6	2
	0	2	6
a. Traffic Signal Maintenance Costs Savings	$0	$17,000	$51,000
b. Travel Time Savings	$0	$483,678	$1,085,184

Alternatives Comparison

15

Alternative	A	B	C
	8	6	2
	0	2	6
a. Traffic Signal Maintenance Costs Savings	$0	$17,000	$51,000
b. Travel Time Savings	$0	$483,678	$1,085,184
c. Gas Savings	$0	$10,318	$23,151

Alternatives Comparison

16

Alternative	A	B	C
	8	6	2
	0	2	6
a. Traffic Signal Maintenance Costs Savings	$0	$17,000	$51,000
b. Travel Time Savings	$0	$483,678	$1,085,184
c. Gas Savings	$0	$10,318	$23,151
d. Vehicle Emissions	$0	$1,872	$4,173

Alternatives Comparison

17

Alternative	A	B	C
	8	6	2
	0	2	6
a. Traffic Signal Maintenance Costs Savings	$0	$17,000	$51,000
b. Travel Time Savings	$0	$483,678	$1,085,184
c. Gas Savings	$0	$10,318	$23,151
d. Vehicle Emissions	$0	$1,872	$4,173
e. Safety: Reduced Crashes	$0	$2,263,711	$4,369,706

Alternatives Comparison

18

Alternative	A	B	C
	8	6	2
	0	2	6
a. Traffic Signal Maintenance Costs Savings	$0	$17,000	$51,000
b. Travel Time Savings	$0	$483,678	$1,085,184
c. Gas Savings	$0	$10,318	$23,151
d. Vehicle Emissions	$0	$1,872	$4,173
e. Safety: Reduced Crashes	$0	$2,263,711	$4,369,706
f. Level of Service	D/C | B/B	C/C | B/B	C/C | B/A

Alternatives Comparison

19

Alternative	A	B	C
	8	6	2
	0	2	6
a. Traffic Signal Maintenance Costs Savings	$0	$17,000	$51,000
b. Travel Time Savings	$0	$483,678	$1,085,184
c. Gas Savings	$0	$10,318	$23,151
d. Vehicle Emissions	$0	$1,872	$4,173
e. Safety: Reduced Crashes	$0	$2,263,711	$4,369,706
f. Level of Service	D/C | B/B	C/C | B/B	C/C | B/A
Preliminary Cost Estimate ($M)	$33.15	$33.99	$32.47

Alternatives Comparison

Recommended
Alternative C

Least Expensive and Safest

Efficiently Moves all Forms of Traffic

Least Operating Cost to Traveling Public (time, gas, emissions)

Meets goals of City's long-range planning (2020 Strategic Plan & Comprehensive Plan)

Best Value for Overall Cost

Preferred Project Alternative – Phase 1

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Preferred Project Alternative – Phase 2

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Preferred Project Alternative – Phase 3

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Typical Section

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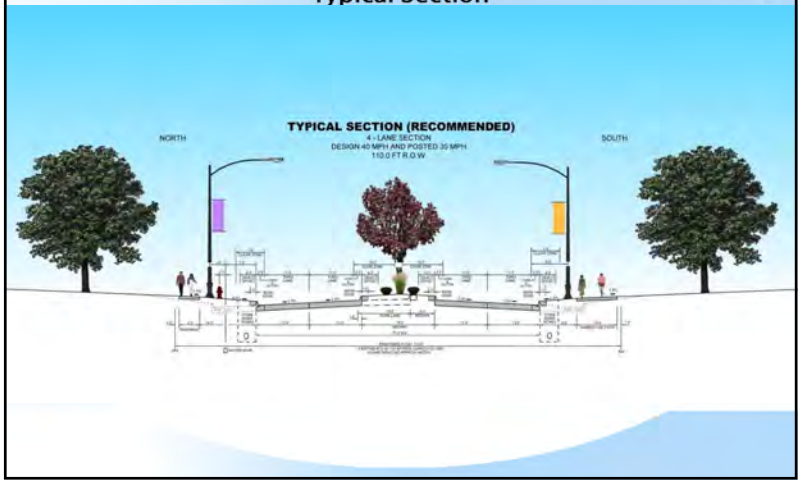

Public Engagement & Education

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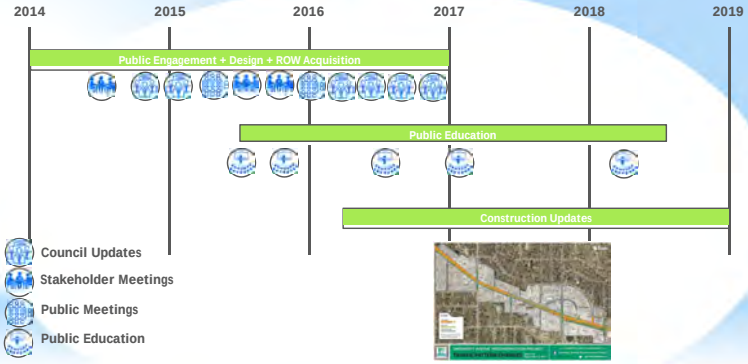

Engaging the Public

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- **5** Town Hall Meetings
- **50+** Individual Stakeholder Meetings
- **3** Direct Mail Campaigns
- **1** Project Website
- **1** Stakeholder Survey
- **100+** Facebook & Twitter posts
- Extensive Media Coverage **25+** articles
- **100+** E-mail Blast Updates
- **3** Press Releases
- **10** Council Update Meetings

Tools

Traffic Simulations and 3D Visualizations
Brochures: How to Drive and Walk a Roundabout
Case Studies: Roundabout impacts to business
Video : Cedar Falls Current Roundabout Education
Video : How a roundabout gets snow plowed
Frequently Asked Questions
Educational Posters
Public Board Displays and Kiosks
Hands-on scale model
Walkable intersection

Events

Mayor's Business Walk
Western Home Communities
Cedar Falls Currents Up Close
Good Morning Cedar Valley
Cedar Falls Rotary
Cedar Falls Lions Club
University of Northern Iowa
Downtown Farmers Market
Cedar Falls Library Walkable Roundabout
Roundabout Driving Event

Public Engagement Activities

Roundabout Driving Event

Farmers Market

Cedar Falls Library

Community Engagement

Step 1: Slow down

Step 2: Observe signs and pavement markings – Choose lane

Step 3: Yield to pedestrians

Step 4: Look to your left and yield to traffic circulating roundabout

Step 5: Stay in your lane

Step 6: Use turn signal to exit and watch for pedestrians. Do not change lanes to exit.

Always be aware and drive slowly!

Construction

3
Phases

3
Years

Maintain
Traffic

Construction-Challenges

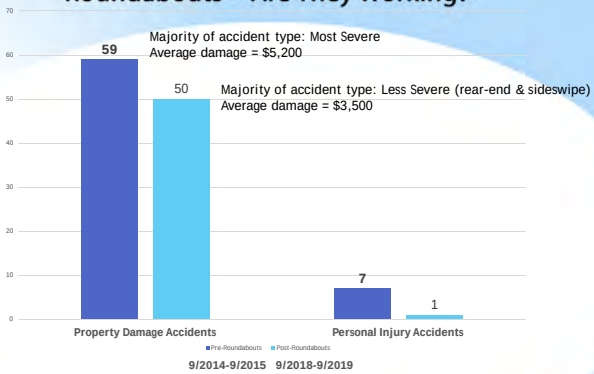
Keeping the Public Informed

Business Access

Utilities

Responding to Concerns

Roundabouts – Are They Working?



Roundabouts – Are They Working?

In the 1st year post-construction…..

15%
Reduction in property damage only accidents

33%
Reduction in damages

86%
Reduction in Personal Injury Accidents

Challenges

Aggressive Timeframe
Level of Investment
Public Perception
Vocal Minority
Politics
Condemnations

Lessons Learned

Set clear priorities
Data driven decisions
Communicate
Be consistent
Engagement plan
Flexibility during construction

Q&A

ACEC Engineering Excellence Award

APWA Project of the Year Award

Iowa League of Cities All-Star Community Award