



2045 Long Range Transportation Plan

October 2021

Appendix A – Public Engagement Summary

Appendix A

Public Engagement Summary

This appendix summarizes the public engagement process that was used to support the development of the SLATS 2045 LRTP. Supporting public engagement materials (i.e., survey summaries, stakeholder meeting summaries, meeting presentations, etc.) are included at the end of this document.

Introduction

The Stateline Area Transportation Study (SLATS) and its partner AECOM developed the 2045 Long Range Transportation Plan (LRTP) Update to guide transportation decision making in the SLATS Metropolitan Planning Area (MPA). SLATS, along with partner agencies, are committed to an open, inclusive, proactive, and transparent program of public engagement as part of this undertaking. This Public Engagement Summary details the results of public and stakeholder involvement activities that occurred during the LRTP update process.

Background

Public engagement and stakeholder involvement are critical elements of the LRTP process. Developing a transportation system that meets the changing needs of Stateline area residents, businesses, and visitors will support the region's growth and development and provide a range of safe, efficient multimodal options for everyone. The plan is also an important element in supporting local and regional economic development and contributes to the region's quality of life. The purpose of the 2045 LRTP is to evaluate potential existing and future conditions that affect regional access and mobility and to evaluate potential transportation improvements to address existing and emerging issues. A variety of stakeholder and public engagement practices and activities supported these efforts.

Engagement Overview

The AECOM team worked with SLATS to share information, identify stakeholders, and align on key issues supporting and enhancing the plan's technical analyses. Engagement was structured in two phases:

- **Issues and Opportunities** – this phase involved identifying and conducting direct outreach to key stakeholders, the traveling public, and environmental justice populations. Using a variety of communications tools, this phase enabled stakeholders to understand the planning process and likely outcomes and to identify key transportation issues in the MPA. This phase supported the technical analysis (including existing conditions, future year conditions, and project identification).
- **Draft and Final LRTP** – this phase of direct outreach featured opportunities for all stakeholders to review and comment on the transportation system solutions identified in the draft 2045 LRTP. Multiple channels of communication activities were deployed to engage stakeholders at levels of details appropriate to their interest in support of recommended plan development.

Public Engagement Plan

A Public Engagement Plan (PEP) was developed at the start of the planning timeline to identify engagement goals and objectives, to detail engagement strategies, and to identify plan audiences. The PEP was presented to the SLATS in April 2021 and updated in July¹ of that year to account for results and lessons learned in the Issues and Opportunities phase of the project.

Stakeholder Engagement Goals & Objectives

The PEP outlined a technically and culturally appropriate approach to consultation and communications, to improve and facilitate decision making and create an atmosphere of understanding that actively involves stakeholders in a timely manner.

SLATS defined overall objectives for the agency's public engagement activities in its Public Involvement Plan (PIP) of 2012. In addition to those overarching goals, the key objectives of the PEP included:

- Provide guidance for stakeholder engagement such that it incorporates best practices as well as meets SLATS requirements;
- Identify key stakeholders that are affected by or able to influence the plan;
- Identify the most effective methods and structures to disseminate study information and accomplish regular, accessible, transparent and appropriate consultation that provides stakeholders with an opportunity to contribute to plan outcomes;
- Define reporting and monitoring measures to ensure the effectiveness of the PEP and periodic reviews of the PEP based on findings and;
- Establish formal concern/resolution mechanisms and outline methods to incorporate input into the planning process and report back to stakeholders regarding the use of their input.

Stakeholder Identification

Stakeholders are persons or groups who are directly or indirectly affected by a proposed action, as well as those who may have interests in the LRTP process or the ability to influence or contribute to its outcomes.

Example stakeholder groups include:

- Traveling public, residents and employees
- State and local government officials, including Regional and Metropolitan planning organizations and transit agencies
- Special interest groups (economic development, tourism, environmental, bicycle, manufacturing, distribution and freight hauling industries, etc.)
- Environmental Justice populations

Each group was considered in outreach planning and tools were implemented to enable effective engagement. Of particular interest were Environmental Justice, Americans with Disabilities Act (ADA), Low English Proficiency, and Other Groups with Specialized Transportation Needs.

Federally funded projects may not engender disproportionately high and adverse impacts on environmental justice populations. By executive order, these groups include certain racial minorities,

¹ The PEP was updated to reflect a modification to the stakeholder outreach process, as well as to update the public review process for the draft LRTP.

ethnic groups and low-income persons. Similarly, the ADA requires transportation facilities be designed to adequately serve disabled persons. Other populations may also have specialized needs, such as young people and the elderly. Engaging these persons in the planning process may require culturally sensitive outreach and developing partnerships with organizations serving environmental justice populations. The study team worked with SLATS to determine appropriate organizations for consultation, relying on input from regional stakeholders.

Stakeholder Engagement Activities

Specific engagement activities to support plan tasks were developed based on an analysis of stakeholder groups. They are summarized in **Table 1** and detailed below, with a summary of participation and results for each activity. The use of a LRTP virtual room for this plan centralized the distribution of a variety of engagement tools. This outreach was important especially given the restrictions of holding in-person meetings due to the COVID-19 pandemic.

Specific engagement activities to support plan tasks were developed based on an analysis of stakeholder groups. They are summarized in the following table and detailed below, with a summary of participation and results for each activity. The use of a LRTP virtual room for this plan centralized the distribution of a variety of engagement tools. This outreach was important especially given the restrictions of holding in-person meetings due to the COVID-19 pandemic.

TABLE 1: OUTREACH ACTIVITIES

ENGAGEMENT TECHNIQUE	APPLICATION
Outreach Database Email database and record of comments.	Government officials, special interest groups, traveling public, residents and employers
Stakeholder Interviews and Small Group Interviews Confidential, in depth input in a facilitated interaction.	Special interest groups, Environmental Justice representatives
Virtual Room Custom online engagement website mimicking attendance at public meeting. View exhibits, take surveys, leave comments, engage with mapping	Traveling public, government officials, special interest groups, residents and employers, Environmental Justice populations (limited applicability)
Custom On-line Engagement Surveys Broad outreach with ability to distribute information and gather specific, targeted input.	Traveling public, government officials, special interest groups, residents and employers, Environmental Justice populations (limited applicability)
Interactive Mapping Broad outreach with ability to distribute information and gather specific, targeted input on Study elements with a specific location attribute.	Traveling public, government officials, special interest groups, residents and employers, Environmental Justice populations (limited applicability)
Public Meetings General outreach with ability to distribute less technical information and gather location-specific input and opinion.	Traveling public, residents, special interest groups (including virtual outreach)
Social Media Support Targeted information distribution through electronic media	Traveling public, special interest groups, residents and employers, Environmental Justice populations (limited applicability)
Environmental Justice Outreach Coordinate with representatives to meet directly with affected communities to distribute Study information and gather input regarding nature and proportionality of impacts.	Environmental Justice populations.

Outreach Database

AECOM worked with SLATS to utilize existing e-mail distribution lists/addresses to communicate with stakeholders, planning partners, and the general public. Plan announcements and invitations to participate in stakeholder surveys and other activities were announced by email at key planning milestones.

Social Media, Website and Newsletter Support

Key outreach notification was made using social media, website and electronic newsletter distribution of partner organizations. These announcements alerted stakeholders to engagement and plan review opportunities.

Virtual Room

AECOM's SLATS LRTP Virtual Room was the center of public engagement activities for the project, an intuitive and easily navigated online portal housing study documents, input tools, and information gathering. **The Virtual Room had 560 unique users during the six-month planning process, nearly 100 visits per month.** The LRTP Virtual Room housed the following elements:

Introduction and Exhibits

A station providing an overview of the LRTP process and schedule and relevant planning background documents. The draft plan was posted here, as well as interim milestone documents for public review.

General Public Surveys

Two online surveys were hosted in the Virtual Room, one for each phase of the project. Surveys were available in English and Spanish. Survey 1 was used to identify key regional transportation issues and opportunities. Survey 2 focused on transportation values. The survey results complemented technical analyses in developing goals and objectives and helped to identify key guiding principles. **Each survey gathered approximately 100 responses.**

Interactive Mapping Tool

Transportation studies benefit from capturing local knowledge about travel behavior, transportation system conditions, and opportunities for improvement. To engage stakeholders visually and to capture spatial data, the AECOM team utilized online GIS mapping allowing individuals to comment on regional transportation issues and locations. The mapping component was accessed through the Virtual Room. **Visitors placed 205 markers on the virtual map, the majority of which included specific comments on various transportation modes.** Results of the public mapping exercise were used to develop an understanding of desired transportation improvements in the MPA.

Draft Plan Review

The draft Long Range Transportation Plan was posted in the Virtual Room and stakeholders were alerted via the outreach database and social media channels (a notice of the draft plan availability was developed in English and Spanish). The draft plan was available for 30 days (August 30, 2021 to September 28, 2021). **During that period, 125 new visitors to the Virtual Room were recorded.** No written comments were received.

Key Stakeholder Small Group Interviews and Environmental Justice Outreach

To develop in depth understanding of issues and opportunities and to present plan recommendations, AECOM conducted virtual small group interviews with leaders of stakeholder groups with special interests in regional transportation. Minority and low-income populations were targeted for these engagement opportunities, along with other interest groups such as bicycle and pedestrian advocates, public health allies, and environmental organizations.

A series of stakeholder interviews formed the centerpiece for engaging stakeholders at a detailed level. Virtual small group interviews were conducted in April 2021 focusing on key topics such as

Transportation Safety, Regional Mobility, Transportation and Healthy Communities, and Transportation Equity.

More than 40 key informants from across the planning area were invited to participate, including municipal officials, non-profit leaders, school representatives, public health officials, bicycle and environmental advocates, transit system operators, economic development specialists, tourism officials, and others. **In all, 32 key stakeholders participated in five virtual workshops.**

Additional outreach efforts, based on the results of the interviews, included the distribution of a streamlined version of the project survey to targeted Spanish-speaking audiences, and a follow up interview with selected stakeholders to follow up on Transportation Equity issues, decision-making, and resource allocation.

During the first engagement phase, key issues and opportunities identified for the SLATS MPA are summarized in **Table 2**.

TABLE 2: INTERVIEW THEMES

Issue or Opportunity	Notes
Transportation Issues Facing Minority and Low-Income Populations	Obstacles to using transit and biking include materials/information being in English and not Spanish – graphics are easier to use vs heavy text documents.
	Taking transit requires more time than driving so often users choose to drive (“not a benefit”)
	Traffic safety around school zones is an issue – speeding in school zones
	Limited sidewalk availability – gaps, only on one side of the street, etc. (a lot of little things add up)
	Existing transit hours of operation aren’t sufficient to get people to and from jobs
	Lack of bike/ped bridges over the Rock River and Turtle Creek to connect east and west side neighborhoods
Key Destinations Lacking Transit Access	Health care provider locations (Beloit Clinic, Beloit Area Community Health Center at Eclipse)
	Merrill Community Center
	Beloit Public Library
	Boys and Girls Club
	Industrial parks (Gateway)
	Downtown and riverfront – consider it “center of town” for everyone
Ways to Improve Community Health	Accessibility to parks by bike/ped
	Connectivity between the communities
	Equity and access to recreational facilities
	Safe routes to school – many schools don’t have good, safe access so that students can walk to and from school – many are driven/dropped off due to barriers (busy intersections, etc.)
	Expanding bike path along Rock River to Big Hill Park –
	Offer transit to Big Hill Park on weekends
	Support more road diets across the region
	Peace Trail connection between Big Hill Park to City of Beloit
Desired Transit Improvements	Funding public transit at regional level – no regional funding opportunities in WI
	Rockford, Janesville, Beloit function as one region – people live and work within the area and across state line – regional transportation access is key/important

	Coordinate transit hours of operation, convenient transfers between services, consistent fare structures/payments. Access within the region is lengthy and involves switching between transit systems/providers
	Align transit hours of operation with needs of shift workers
	Items to increase transit use by non-English proficient population: Spanish language videos on transit use (how to pay, how to signal for a stop, etc.); free transit day with group rides organized through school district bilingual services; transit riding education day at schools
	Support land use planning improvements: encourage new development to take place in areas served by transit
	Improve transit access to Gateway area; Rock County Center/ Social services/Count Courthouse in Janesville; airport
	Work with large employers to create public/private partnership to provide improved transit service to newer developments
	Create a regional transit website for trip planning, information, purchase passes online, real time bus information
	Allow bikes on buses and/or bike lockers/storage/racks
Areas for Roadway Safety Improvements	Milwaukee Rd (WI-81) & White Avenue
	Cranston Road near Collingswood Dr
	Henry Ave & Tremont Dr
	CTH D (S Afton Rd) high speeds heading toward Afton, north of Newark Rd
	Driving under the influence is a problem in Beloit
	Speed/reckless driving
Areas for Bicycle and Pedestrian Improvements	Cranston Rd (bike)
	Henry Ave (bike)
	Milwaukee Road and White Ave (bike)
	Rockton Road connection to Stone Bridge Trail
	New Casino – increased bike/ped traffic to and from, also potential for motorist conflicts with bike system users
	Program to increase rates of motorists yielding to pedestrians/bicycles
	Safe Routes to School: Cranston and Prairie Ave (Robinson Elementary); Milwaukee Rd/Oakwood Ave and Colley Road (Todd Elementary); Milwaukee Road (Fruzen Intermediate); Madison Road NB sidewalks aren't continuous to get to the intermediate schools
	Fill in gaps of existing trail network to get more bike/ped off streets
	Support and create bike and ped infrastructure to support more bike/ped activity
	Bike system improvements in parks to support neighborhood scale recreational riding for families.
	Bike signage (path to Big Hill Park)
	Town Hall Road in Town of Turtle/City of Beloit – add sidewalks – many walkers
Future Transportation Issues	Future ATV use on roadways – currently rural issue but may come to Beloit

A follow up virtual interview was conducted in August 2021, inviting prior participants. The interview focused on summarizing the results of public engagement activities related to defining the region's transportation values, development of guiding principles for transportation planning, and a preview of recommended projects for the 2045 LRTP Update. [Thirteen stakeholders participated in this workshop.](#)

Open House

One public open house was scheduled to coincide with the availability of the Draft LRTP. The open house was held in-person on September 14, 2021 at the City of Beloit Utilities and Engineering Facility.

Five members of the public attended the open house, where they discussed the plan recommendations with SLATS planning staff. Key discussion items included:

1. Desire for longer transit hours of service, including for students that want/need to work after school.
2. Maintenance concerns related to street sweeping bike lanes more often.
3. Increase in truck traffic on STH 67 because of Amazon and other Gateway businesses. It was noted the State will be resurfacing STH 67, currently scheduled for 2026.
4. Desire for biking facilities adjacent to schools as an option for transportation. It was noted that the recently completed Prairie Avenue project added a bike path in front of Aldrich Intermediate School, the Cranston and Henry projects add bike facilities adjacent to schools and ongoing plans to add a sidepath along Milwaukee Road increase bicycling options for schools.
5. Discussion of using small buses or shuttles as a cost savings and from an environmental standpoint, or in the context of microtransit. It was noted that larger buses last 12+ years/500,000 miles. The transition to hybrid or electric buses was discussed. Issues of regional transit (crossing the Stateline) were also discussed.
6. Traffic concerns such as speeding on Park Avenue, Harrison Avenue, Milwaukee Road (south of White Avenue) including the curve at Bushnell Street and the Milwaukee Road/White Avenue curve were discussed.

Public Hearing

A public hearing for the SLATS 2045 LRTP was held as part of the SLATS Joint Policy & Technical Advisory Committee Meeting on October 4, 2021. This meeting was conducted both in-person and online for the committee members. The in-person component of the meeting was held at the City of Beloit Engineering and Utility Building and was open to the public.

AECOM provided a brief recap of the 2045 LRTP planning process, the fiscally constrained roadway/freight projects, and other key elements of the plan. This was followed by a formal public hearing for the LRTP. Rick Barder spoke during the public hearing inquiring about the new infrastructure bill and how that might affect the listing of fiscally constrained projects. No additional questions or comments were received, and the public hearing was closed.

Following the public hearing, the Technical Advisory Committee voted to unanimously adopt the 2045 LRTP. This was followed by a unanimous vote by the SLATS Policy Board. Based on current law, the next LRTP update must be completed by October 2026.

Additional Comments for the Record

On August 20, 2021, Roger Anclam on behalf of the Town of Turtle, emailed opposition to the proposed extension of CTH BT in the Town of Turtle for the record. An extension from CTH BT where it intersects with CTH S to Winchester Drive was one of the fiscally constrained projects identified in the 2045 LRTP. This comment was received prior to the official 30-day public comment period and the Town of Turtle was encouraged to attend the October 4, 2021 public hearing to discuss the project and to have their opposition officially entered into the record. The Town of Turtle was not present for the public hearing and did not provide written comments during the 30-day public review period. Regardless, the opposition to this specific project is noted.

Supporting Public Engagement Materials

The following pages contain public engagement materials used during the development of the SLATS 2045 LRTP. These include the following:

- 1) Public Engagement Plan
- 2) Community Survey #1
 - a. Survey form
 - b. Summary of Survey Results
- 3) Community Survey #2
 - a. Survey Form
 - b. Summary of Survey Results
- 4) Online Issues Mapping Summary
- 5) Stakeholder Interview Summaries
- 6) Public Review and Open House Notice

Public Engagement Plan

Public Engagement Plan

2045 Long Range Transportation Plan Update

Stateline Area Transportation Study
Beloit WI – South Beloit IL

Revised
July 2021

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Revision History

March 2021	Final PEP
July 2021	Revised dates for draft plan review; revised approach and timing for small group outreach to key stakeholders and LEP populations based on an evaluation of engagement results described in Task 4; added second online survey

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Introduction

The Stateline Area Transportation Study (SLATS) and its partner AECOM are developing the 2045 Long Range Transportation Plan Update (LRTP) to guide transportation decision making in the Beloit-South Beloit Metropolitan Planning Area (MPA). The organizations are committed to an open, inclusive, proactive, and transparent program of public engagement as part of this undertaking. This Public Engagement Plan (PEP) outlines an approach to communications and outreach during plan development. It includes goals and objectives for public involvement and strategies and tactics to be used to meet those objectives and support a robust planning process whose recommendations reflect the needs and priorities of regional stakeholders.

Background

Public engagement and stakeholder involvement are critical elements of the LRTP process. Developing a transportation system that meets the changing needs of Beloit area residents, businesses, and visitors will support the region's growth and development and provide a range of safe, efficient multimodal options for everyone. The plan is also an important element in supporting local and regional economic development and contributes to the region's quality of life. The purpose of the 2045 LRTP is to evaluate potential existing and future conditions that affect regional access and mobility and to evaluate potential transportation improvements to address existing and emerging issues. This PEP will assist SLATS with managing and facilitating public engagement to guide the LRTP planning process.

Engagement Overview

The AECOM team will work with SLATS to share information, identify stakeholders, and align on key issues supporting and enhancing the plan's technical analyses. The PEP structures engagement in two phases:

- **Issues and Opportunities** - a phase of identifying and direct outreach to key stakeholders, the traveling public, and environmental justice populations. Using a variety of communications tools, this phase will enable stakeholders to understand the planning process and likely outcomes and to identify key transportation issues in the planning area. This phase corresponds to Technical Tasks 3 (Existing Conditions), 4 (Future Year Conditions), and 5 (Project Identification) as set forth in the detailed LRTP project schedule.
- **Draft and Final LRTP** – this phase of direct outreach features opportunities for all stakeholders to review and comment on the transportation system solutions identified in the Draft 2045 LRTP. Multiple channels of communication activities will be used to engage stakeholders at levels of details appropriate to their interest in support of Technical Task 8 (Recommended Plan Development.)

Stakeholder Engagement Goals & Objectives

The PEP outlines a technically and culturally appropriate approach to consultation and communications. The goal of this PEP is to improve and facilitate decision making and create an atmosphere of understanding that actively involves stakeholders in a timely manner, and that these groups are provided sufficient opportunity to voice their opinions and concerns so that they may influence project decisions. The PEP is a useful tool for managing communications between SLATS and its stakeholders.

SLATS has defined overall objectives for the agency's public engagement activities in its Public Involvement Plan of 2012. In addition to those overarching goals, the key objectives of the PEP can be summarized as follows:

- Provide guidance for stakeholder engagement such that it incorporates best practices as well as meets SLATS requirements;
- Identify key stakeholders that are affected by or able to influence the plan;
- Identify the most effective methods and structures through which to disseminate study information and accomplish regular, accessible, transparent and appropriate consultation that provides stakeholders with an opportunity to contribute to plan outcomes;
- Define reporting and monitoring measures to ensure the effectiveness of the PEP and periodic reviews of the PEP based on findings and;
- Establish formal concern/resolution mechanisms and outline methods to incorporate input into the planning process and report back to stakeholders regarding the use of their input.

STAKEHOLDER IDENTIFICATION & ANALYSIS

Stakeholder Identification

Stakeholders are persons or groups who are directly or indirectly affected by a proposed action, as well as those who may have interests in the LRTP process or the ability to influence or contribute to its outcomes.

Example stakeholder groups include:

- Traveling public, residents and employees
- State and local government officials, including Regional and Metropolitan planning organizations and transit agencies
- Special interest groups (economic development, tourism, environmental, bicycle, manufacturing, distribution and freight hauling industries, etc.)
- Environmental Justice populations

Each category is described in Table 1.

Table 1: Stakeholder Groups

Traveling Public, Residents and Employees	
	Commuters
	Visitors
	Residents within the MPA
	Workers employed within the MPA
Government Officials	
	SLATS
	Municipal elected and appointed officials
	County elected and appointed officials
Transit Agencies	
	Beloit Transit System
Special Interest Groups and Agencies	
	Greater Beloit Chamber of Commerce
	Downtown Beloit Association
	Emergency service providers

	School District Transportation Officials
	Sierra Club or other Environmental Organization
	Transit System Officials
	Bicycle Organizations
	Add others as appropriate

Environmental Justice, ADA, Low English Proficiency, and Other Groups with Specialized Transportation Needs

Federally funded projects may not engender disproportionately high and adverse impacts on environmental justice populations. By executive order, these groups include certain racial minorities, ethnic groups and low-income persons. Similarly, the Americans with Disabilities Act requires transportation facilities be designed to adequately serve disabled persons. Other populations may also have specialized needs, such as young people and the elderly. The PEP recognizes that effectively engaging these persons in the planning process may require culturally sensitive outreach and developing partnerships with organizations serving environmental justice populations. In addition to the organizations listed above, these could include:

- Community Action
- Latino Services Providers Coalition
- Agency for Aging and Disability
- NAACP
- Urban League
- United Way
- Goodwill
- Lutheran Social Service
- Catholic Charities
- Employment Agencies
- Social Services Agencies
- Community Centers
- Libraries
- Schools
- Churches and Faith-based organizations

The study team will work with SLATS to determine appropriate organizations for consultation, relying on input from regional stakeholders.

Stakeholder Analysis

Stakeholder analysis determines the likely relationship between stakeholders and the plan and helps to identify the appropriate consultation methods for each stakeholder group. When evaluating the frequency and the appropriate engagement technique used to consult a particular stakeholder group, three criteria should be considered:

- The *extent of impact* of the study on the stakeholder group;
- The *extent of influence* of the stakeholder group on the Study; and,
- The *culturally acceptable* engagement and information dissemination methods.

All engagement should proceed with an understanding of culturally acceptable and appropriate methods for each of the different stakeholder groups. For example, when consulting government officials, formal presentations may be the preferred consultation method, while residents may prefer public meetings, and interest groups may desire informal focus group discussions facilitated by community leaders.

There are a variety of engagement techniques used to build relationships with stakeholders, gather information from stakeholders, consult with stakeholders, and disseminate study information to stakeholders. When selecting an appropriate consultation technique, culturally appropriate consultation methods, and the purpose for engaging with a stakeholder group should be considered. Table 2 provides a list of consultation techniques and suggested appropriate applications. The use of selected techniques

for the LRTP is described in detail in the following section. For applicability to Environmental Justice populations, techniques may require adjustment and monitoring for effectiveness.

Table 2: Outreach Activities

ENGAGEMENT TECHNIQUE	POTENTIAL APPLICATION
<p>Outreach Database Email database and record of comments.</p>	Government officials, special interest groups, traveling public, residents and employers
<p>Stakeholder Interviews and Small Group Interviews Confidential, in depth input in a facilitated interaction.</p>	Special interest groups, Environmental Justice representatives
<p>Virtual Room Custom online engagement website mimicking attendance at public meeting. View exhibits, take surveys, leave comments, engage with mapping</p>	Traveling public, government officials, special interest groups, residents and employers, Environmental Justice populations (limited applicability)
<p>Custom On-line Engagement Surveys Broad outreach with ability to distribute information and gather specific, targeted input.</p>	Traveling public, government officials, special interest groups, residents and employers, Environmental Justice populations (limited applicability)
<p>Interactive Mapping Broad outreach with ability to distribute information and gather specific, targeted input on Study elements with a specific location attribute.</p>	Traveling public, government officials, special interest groups, residents and employers, Environmental Justice populations (limited applicability)
<p>Public Meetings General outreach with ability to distribute less technical information and gather location-specific input and opinion. Can be virtual.</p>	Traveling public, residents, special interest groups
<p>Social Media Support Targeted information distribution through electronic media</p>	Traveling public, special interest groups, residents and employers, Environmental Justice populations (limited applicability)
<p>Environmental Justice Outreach Coordinate with representatives to meet directly with affected communities to distribute Study information and gather input regarding nature and proportionality of impacts.</p>	Environmental Justice populations.

3.0 STAKEHOLDER ENGAGEMENT ACTIVITIES

Details about specific engagement activities to support plan tasks are provided in this section. A table showing a draft implementation schedule for planned activities along with their relation to the overall LRTP tasks follows. The use of the virtual room for this plan will centralize the distribution of a variety of engagement tools.

Outreach Contact List

The AECOM team will work with SLATS to utilize existing e-mail distribution lists/addresses to communicate with study stakeholders, planning partners, and the general public. AECOM will coordinate with SLATS staff to disseminate relevant project materials and to inform individuals about project updates, surveys, meetings, etc.

Social Media Support

Key outreach notification will be made using the SLATS social media accounts, along with those of partner organizations. This will leverage the existing connections of interested parties and allow the easy sharing of project information. AECOM has found that using existing platforms is more effective at building participation than creating standalone social media efforts. AECOM will create notifications introducing the project and directing the public to the LRTP Virtual Room. The notices can be posted by project partner organizations and be tailored to the specific messaging needs of various stakeholder groups.

Virtual Room

AECOM's SLATS LRTP Virtual Room is the center of public engagement activities for the project, an intuitive and easily navigated online portal housing study documents, input tools, and information gathering. The LRTP Virtual Room can house the following elements

Introduction and Exhibits

A station(s) that provides an overview of the LRTP process and schedule. A brief recorded video, featuring SLATS staff, could also be used to welcome visitors and explain the purpose of the project and navigation of the virtual room (this might be used later in the study process, possibly during a virtual "open house.") As study material becomes available, a station featuring up to six exhibits relevant to current study activities is available for a self-guided tour. Exhibits will be added to the virtual room throughout the LRTP update, generally around on key milestones.

Stakeholder Survey

Visitors may take an online survey during the existing conditions and needs assessment phase of the LRTP update. The survey will be accessed via the Virtual Room (and a direct link will also be provided) and will allow participants to describe issues and opportunities for the future of transportation in the SLATS MPA. The survey may be posted in Spanish as well as English. Survey results will be used to complement technical analyses in developing goals and objectives, and will also help identify key desired projects. An additional survey may be used to maintain public interest in the planning process during the long review period prior to publication of the draft plan. Additional surveys could be posted between major study activities to promote continued interest in the project.

Interactive Mapping Tool

Transportation studies benefit from capturing local knowledge about travel behavior, transportation system conditions, and opportunities for improvement. To engage stakeholders visually and to capture spatial data, the AECOM team plans to utilize GIS mapping that will allow individuals to comment on regional transportation (multimodal) issues. The mapping component will be accessed through the Virtual Room. The mapping component will invite the public to identify and discuss existing conditions or areas needing improvement. The team will utilize the mapping results to help inform the technical analysis. A second mapping component could be used to allow individuals to comment on proposed multimodal transportation investments. This could take the form of an online interactive map, or a static map used in conjunction with a survey monkey form. This will be discussed with the SLATS staff.

Open House

One public open house (hosted via the Virtual Room or in-person) is scheduled to coincide with the completion of the draft plan in September 2021. The open house will be used to present LRTP related documents, answer questions, and gather feedback.

The open house will be publicized using the partnerships and social media channels described above, along with a news release. AECOM will summarize the meeting results. In addition, the Virtual Room allows the ability for an “on-going” open house for a few weeks as the material can be viewed online by participants at any time of the day.

Key Stakeholder Interviews or Small Group Interviews

To develop in depth understanding of issues and opportunities, AECOM will conduct individual interviews with leaders of stakeholder groups with special interests in regional transportation. These groups will be identified with SLATS staff based on key transportation issues indicated in the issues and opportunities analysis. SLATS staff will schedule and AECOM will facilitate up to three interviews, which could potentially include developers, transit systems representatives, major employers, or other high-level policy areas. The interviews will be conducted virtually, and AECOM will summarize the key findings.

Environmental Justice Outreach

AECOM understands that outreach tools must be culturally appropriate in order to be effective. Minority and low-income populations covered under Executive Order 12898 (Environmental Justice) are historically underrepresented in transportation planning engagement; in the Study team’s experience, special tools are required to generate proportional participation. In addition to reaching out to partner with the organizations identified above, AECOM will conduct up to three stakeholder interviews with representatives of those organizations to be selected with SLATS staff based on the demographics of respondents to the general engagement activities. The key is to gain participation that is reflective of the proportions of various age, race, ethnicity, and ability groups. The interviews will be conducted virtually, and AECOM will summarize key findings.

NOTE: In total, up to six stakeholder meetings are planned. The mix of meetings could change based in discussions with SLATS staff.

Stakeholder Involvement Schedule

Table 3 summarizes the anticipated engagement activities that will take place during the SLATS 2045 LRTP update process. These dates, and activities, are subject to change based on the adjustments to the project schedule, and/or COVID related impacts. Any modifications to the proposed activities will be discussed/approved by SLATS staff and will be made to enhance the public and stakeholder engagement process.

Table 3: 2021 Calendar of Engagement Activities

ENGAGEMENT PHASE	ACTIVITY	APPROXIMATE TIMEFRAME
Issues and Opportunities	Virtual Room Development	Feb-Mar 2021
	Virtual Room Goes Live	Mar 2021
	Social Media Outreach	Mar 2021
	Online Survey	Mar 2021
	Interactive Mapping	Mar 2021; May 2021
	Key Stakeholder Interviews	Mar-Apr 2021
	EJ Interviews	Mar-Apr 2021
Draft and Final LRTP	Online Survey 2 (English and Spanish)	Jun-Jul 2021
	Virtual Room Update	Aug 2021
	Key Stakeholder Workshop	Aug 2021
	LEP/EJ Workshop	Sep 2021
	Public Review and Comment of Draft LRTP	Sep-Oct 2021

4.0 MONITORING AND REVIEW

The implementation of the actions outlined in this engagement plan will be monitored in two ways. First, outcomes of these activities will be monitored in terms of their effectiveness in supporting the LRTP goals and objectives. Second, the results of stakeholder input will be regularly summarized and communicated with the Study technical team to incorporate public priorities into the analysis of transportation system deficiencies and in development of solutions to address those deficiencies. Systematically communicating the issue raised by stakeholders will enable the development of recommendations that are responsive to the concerns of regional transportation users. The results of both efforts will be communicated to SLATS staff and summarized for the public.

The majority of stakeholder input opportunities will include the ability to input basic demographic information by users. The participants will be characterized by a high level and anonymized demographic profile. At the conclusion of the issues and opportunities analysis period, the profile of the respondents will be compared to the demographic profile of the Beloit MPA. If particular segments of the population appear to not be providing input, those segments will become the focus of future activities to enable the respondents to “look like the region” and to develop input from a multiplicity of voices.

A summary document will be prepared showing how community input, concerns, and suggestions influenced and directed the plan’s recommendations.

Community Survey #1 – Survey Form

Stateline Area Transportation Study (SLATS) 2045 Long Range Transportation Plan (LRTP) Survey

Please select your preferred language on the top right side of the screen.
Seleccione su idioma preferido en la parte superior derecha de la pantalla.

Thank you for your interest in transportation issues within the SLATS region. SLATS is responsible for overseeing regional transportation planning activities, primarily in the City of Beloit, Town of Beloit and Town of Turtle in Rock County, Wisconsin, and the City of South Beloit, Village of Rockton and Rockton Township in Winnebago County, Illinois (a map of the planning area is available in the Virtual Room).

Please complete this short survey to help us better understand your transportation concerns within the SLATS planning area. **In answering the following survey questions, please consider pre-COVID conditions.** At the end of this survey you will have the opportunity to provide comments regarding the impact you believe COVID will have on your future travel.

1. Please select what best describes you.

- Employed outside the home
- Student (High School, or College)
- Work from Home, or operate home-based business
- Not currently employed
- Retired

2. What method of transportation do you normally use to go to work/school?

- Drive along (Car/truck/motorcycle/moped)
- Carpool, or vanpool
- Public transit (bus)
- Bicycle
- Walk
- Taxi
- App-based rideshare (Lyft, Uber, etc.)
- Other (please specify)

3. How would you rate congestion during these times?

	Very Heavy	Heavy	Moderate	Light	Very Light	Don't Know
Morning Peak Hour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Midday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PM Peak Hour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weekends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Assess the significance of these safety concerns for the SLATS area:

	Major Concern (5)	Moderate (3)	Not Much of a Concern (1)	Don't Know
Roadway Safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Intersection Safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Speeding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Impaired/Reckless Driving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Distracted Driving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bicycle and Pedestrian Safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. How often do you use public transportation?

- Once a month or less
- 3-5 times a month
- 3-5 times a week
- 1-2 times a week
- I don't use public transportation

5a). How would you rate public transit service in the region?

- Excellent
- Good
- Average
- Poor
- Don't Know

5b) Transit Availability in the SLATS Region

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Availability of information about public transit services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Destinations served by public transit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Distance to the nearest public transit stop from your home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The frequency of bus service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hours and days transit service is provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time it takes to reach destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number/ease of transfers	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to travel across the Stateline using transit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5c) How would you improve or change transit service? (Optional).

6. How often do you ride a bicycle within the region (on-street and/or trails)?

- Once a month or less
- 3-5 times a month
- 3-5 times a week
- 1-2 times a week
- I don't ride a bicycle

6a) How would you rate the overall bicycle facilities (trails, paths, on-street, etc.) in the region?

- Excellent Good Average Poor Don't Know

6b) How safe do you feel bicycling on streets in the region?

- Not very safe Safe Very safe Don't Know

6c) How safe do you feel bicycling on a shared-use path or trail?

- Not very safe Safe Very safe Don't Know

6d) What is the primary reason why you ride your bike?

- To commute to school, work, personal business, or shopping trips
 For recreational (fitness, leisure) use
 Both (commuting and recreational)

6e) How would you improve or change bicycling in the region? (optional).

7). Establishing a vision for long range transportation improvements is vital to shaping the future of the SLATS region. How important are each of the following statements? Please rate each issue.

	Very Important	Important	Neutral	Not Important	Not at all Important
Developing a safe and connected multimodal network, including bikes, pedestrians, transit and autos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expanding transportation options to include regional passenger rail service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developing a transportation system that preserves and enhances the environment and is consistent with the community vision.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developing a transportation system that supports area economic vitality and opportunity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preserving/maintaining existing transportation infrastructure rather than building new facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developing a transportation system that improves community health and quality of life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8). In your own words, how you would define a high-quality transportation system? Please describe two or three key elements that you would expect in a high-quality transportation system for the SLATS region.

9) COVID-19 has had significant impacts on travel patterns such as reducing or altering commuting to work, trips to the store or other errands, trips for medical purposes, etc. As we move beyond COVID-19 over the next year, do you believe your travel will return to pre-COVID conditions (“normal”), or do you believe COVID will have long term impacts on your future travel?

10) Are there any other additional transportation-related comments, issues or opportunities in the Stateline area you would like to share?

Demographic Questions (optional):

Please provide the following information to help the project team analyze the survey results. All information is kept confidential.

1) I live in this zip code

2) I work in this zip code

3) Race/Origin (Select all boxes that apply)

- White
- Hispanic, Latino, or Spanish origin
- Black or African American
- American Indian or Alaska Native
- Asian
- Native Hawaiian or Other Pacific Islander
- Some other race, ethnicity, or origin

4) Gender (Optional)

- Male
- Female

5) Age (optional)

- Under 18 years
- 18 to 44 years
- 45 to 64 years
- 65 or over

6) Income (optional)

- Under \$30,000
- \$30,000 to \$59,999
- \$60,000 to \$99,999
- \$100,000 plus

Community Survey #1 – Summary of Survey Results



2045 Long Range Transportation Plan Update

Public Survey Results (Online Survey #1)

May 2021

AECOM

Overview

- An online public survey was conducted in March and April 2021.
 - Posted in the SLATS LRTP Virtual Room (www.slats2045lrtp.com)
 - Survey link emailed to SLATS partners, agencies and available contact lists
 - Posted on the City of Beloit Facebook page
 - A Spanish version was made available in the Virtual Room
- Approximately 100 surveys were completed
 - NOTE: It is difficult to estimate total number of participants as not everyone answered every question
 - No surveys were completed in Spanish.
 - Additional outreach efforts are on-going to supplement the survey feedback
- For the purpose of this document, public comments generally appear as they were provided in the survey and have not been edited for spelling, etc.

Travel Characteristics

- 87% of respondents **Drive Alone** as their primary mode of transportation to travel to work/school
- 17% of respondents indicated they **ride the bus** once a month or less; 3% indicated 3-5 times per month; 2% indicated 3-5 times per week
 - 16 respondents rated the transit service; 31% rated it 'poor' and 25% rated it 'average'
- 68% of respondents indicated they ride a **bike** at least once a month
 - 29% ride multiple days per week
 - 30% rated bicycle facilities as 'poor'; 52% said they are 'average'
 - 69% do not feel very safe when biking **on-streets** within the region compared to 2% when biking on a **shared-use path or trail**
 - 70% are riding for recreational purposes; 28% for recreation/commuting; and 2% for school, work or shopping

Demographics

Approximately 70 survey respondents provided demographic responses.

- **Race/Origin**

- 88% White
- 4% Hispanic, Latino, or Spanish origin
- 4% Black or African American
- 3% American Indian or Alaska Native
- 1% Asian

- **Gender**

- 56% Male
- 44% Female

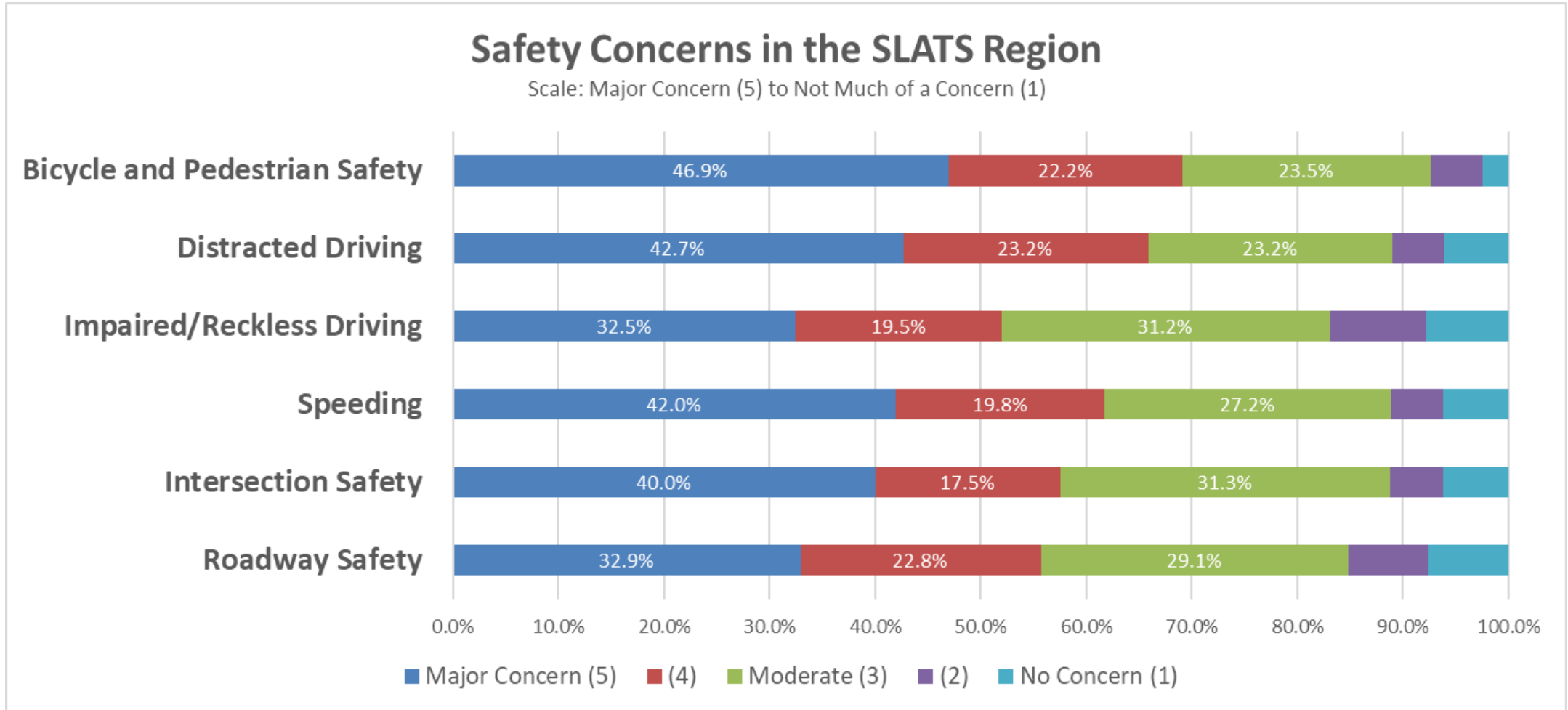
- **Age**

- 29% - 18 to 44 years
- 37% - 45 to 64 years
- 34% - 65 or over

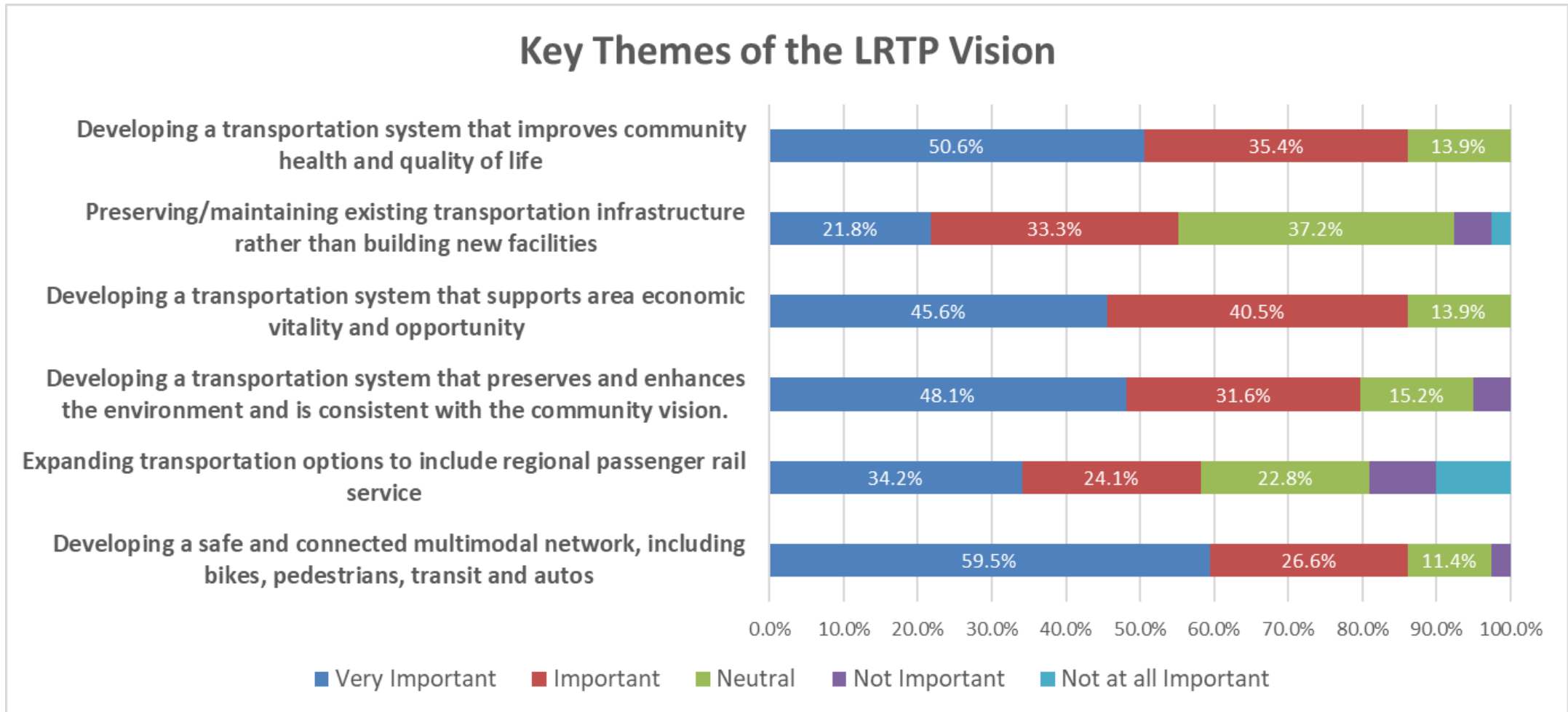
- **Income**

- 12% - Under \$30,000
- 25% - \$30,000 to \$59,999
- 33% - \$60,000 to \$99,999
- 30% - \$100,000 plus

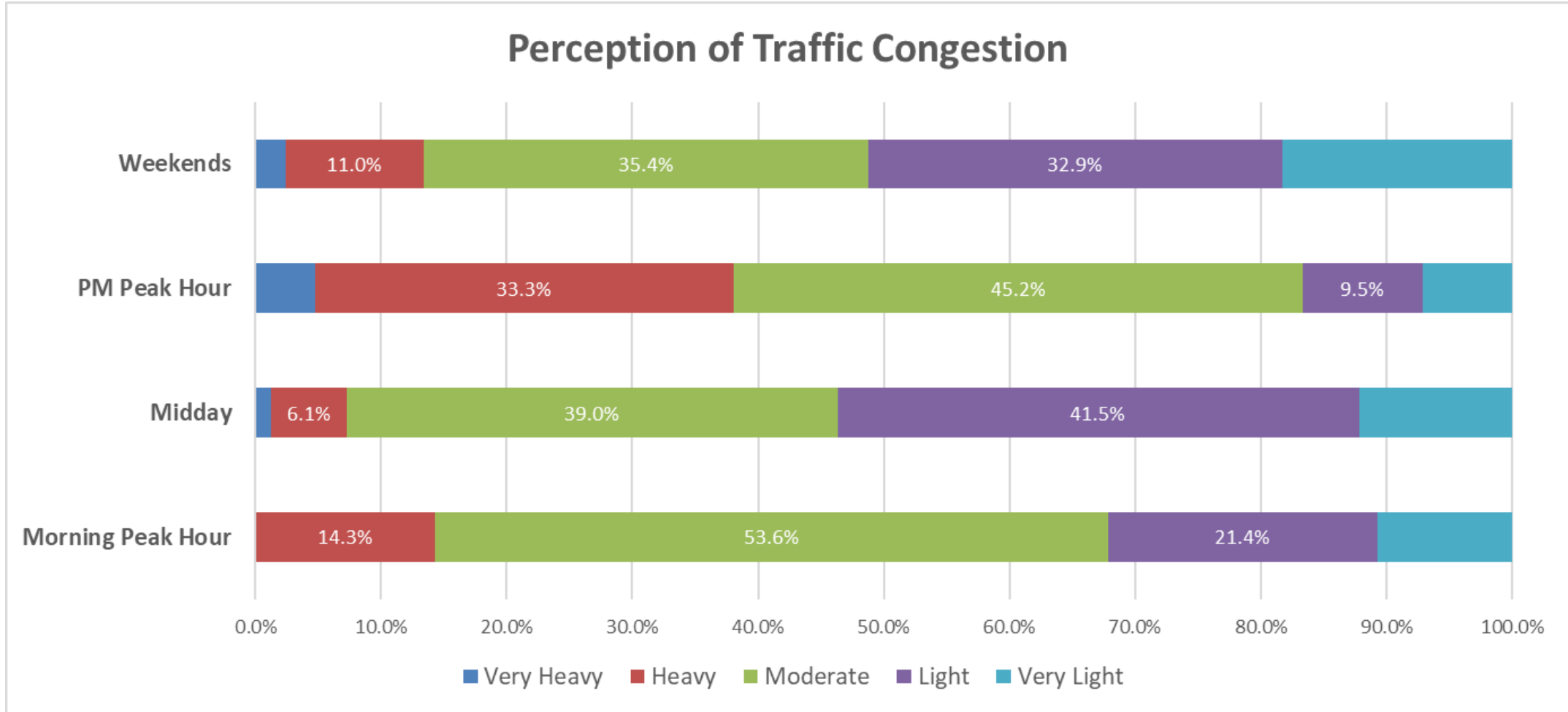
Addressing safety concerns in the region is a priority. 47% of respondents indicated that improving bicycle and pedestrian safety is a major concern.



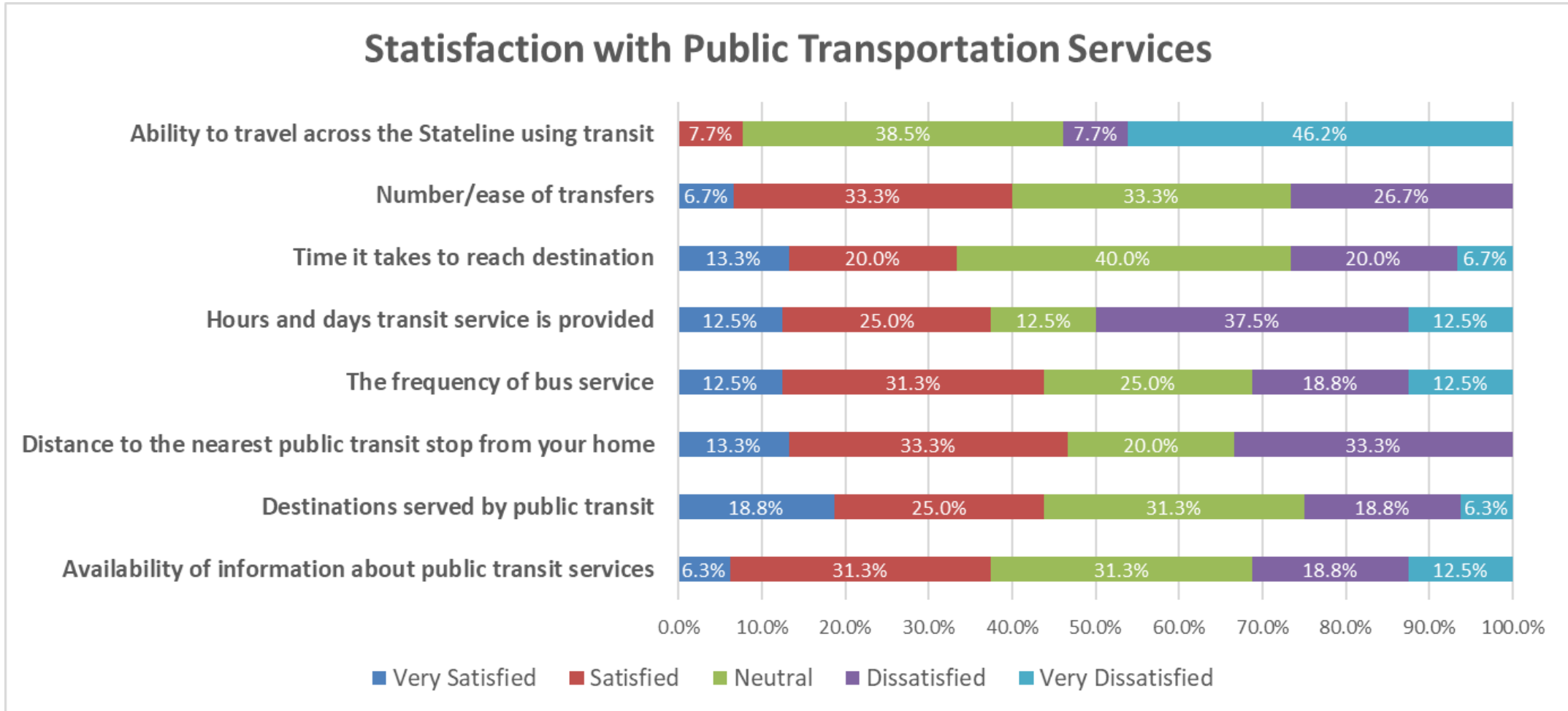
60% of respondents indicate that developing a safe and connected multimodal network is 'very Important' for the long-term vision of the region.



38% respondents indicated that traffic is 'heavy' or 'very heavy' during the PM peak hour – more than twice as much as the other time periods.



54% are 'dissatisfied' or 'very dissatisfied' with the ability to travel between Wisconsin and Illinois using public transportation. 50% are 'dissatisfied' or 'very dissatisfied' with the hours/days of service.



NOTE: Results should be viewed with caution due to small sample size.



Potential Transit Improvements

NOTE: Some responses have been shortened for this summary.

- Smaller vehicles to replace the massive buses.
- Combine Uber model with public transit.
- More frequent service on more efficient routes. More compact service area
- Evening, weekend, and more frequent service. Connection between WI and IL
- We need better regional public transit, and night and weekend hours.
- I would hope there was at least a consideration of electric vehicles and self-driving vehicles.
- Connecting to Madison, Rockford, Milwaukee, and Chicago, is cumbersome if not almost impossible for a non-driver.
- Buses haven't allowed bikes to be put on them.
- There should be a regular bus to the Van Galder bus pickup. Or convince Van Galder to move a pickup closer to downtown Beloit than it currently is on the other side of I-90. Walking there is dangerous, especially with no sidewalks and crossing the bridge over I-90.
- In Beloit it is a bit better for bus times, but in nice weather I can - luckily - ride my bike almost anywhere faster than waiting for a bus. I also have to walk about 6 or more blocks to pick up a bus. If I want to go to a movie past 6:00 PM or so there is no bus to take. There are Uber and Call Me A Cab, but I don't care for them, but you will be losing, if you haven't already, many potential riders to them.
- More routes and small busses.
- Run more buses! Increase frequency and span of service. Reduce variations and prune routes.
- Trains would be great.
- Expand south into Roscoe and Rockton connecting with Rockford



Potential Bicycling Improvements (page 1 of 4)

NOTE: Some responses have been shortened for this summary.

- More bike facilities in general. Beloit has the potential to be an incredibly bicycle friendly City, it is the perfect size. Also, if more residents utilize bicycles, this will decrease any future parking issues that arise as Beloit's downtown continues to grow and thrive.
- Connections from Beloit north to Janesville and south to Roscoe are marginal. Overall, the extent of bike paths in the Beloit area is sub standard compared to other cities nearby.
- Need more dedicated bicycle trails throughout region
- All main roads have bike trails
- More off-road bike trails or side paths. Reduce speeds on city streets on routes frequented by bicyclists
- Need connecting OFF ROAD paths between Beloit and South Beloit - Beloit and Janesville - Beloit and Shopiere - Beloit and Orfordville - Beloit and Brodhead. Better options for Far East to Far West side travel IN Beloit. Dedicated Bike PATH(s) - both Riverside Drive and Park Avenue - going NORTH from Henry Avenue to Townline Avenue on north side of Town of Beloit.
- Provide more signage for Bikes may use full lane, sharrows and complete the bike lanes and paths that just stop
- More bike paths
- More bike lanes, bike "sharrows" and multi-use paths. Some roads are 3 lanes so you could do a "diet" (like on Hwy 51) and create a bike lane on either side of the road.
- More multi-use paths would be wonderful
- Additional bicycle lanes and off-road paths to allow safer access to more areas.



Potential Bicycling Improvements (page 2 of 4)

NOTE: Some responses have been shortened for this summary.

- More bike connections through south beloit - this is kind of a choke point in the region without very good access or safe roads.
- need more designated bicycle or recreational trails that are interconnected throughout the region
- Bicycle lanes help a lot but shared bike/walking paths take the distractive driving danger out of the equation. The area doesn't have many paved bike paths and it would be good to have more.
- More bike lanes
- Better motorist education (many motorists still think cyclists belong on the sidewalk)
- Share the road signage"
- Add more bicycle paths.
- more bike lanes and designated bike paths. currently janesville is doing well beloit and other areas not so much.
- More public restrooms near trails and paths.
- More dedicated bike paths
- Extent paved paths throughout the state line community.
- We could deploy some low-tech, low-cost solutions such as sharrows. We also have some critical missing links, such as Cranston between Prairie & Shopiere and Shopiere between Cranston and Hart Road.
- Replicate Madison's system of protected bike paths, esp. bike lanes on busy streets...I felt very safe riding a bike during rush hour on University Ave.
- Bike Path extended east over I90...to service that residential areas & schools. i.e. Ledgewood & Stone Creek Schools



Potential Bicycling Improvements (page 3 of 4)

NOTE: Some responses have been shortened for this summary.

- Make connections between existing shared-use paths, routinely sweep bike lanes in Cities, create as many road diets as possible to slow auto traffic and create more bike lanes, CONNECT THE PEACE TRAIL FROM BIG HILL INTO BELOIT
- Surprised at number of places without bicycle racks. Buses should have ability to carry bicycles. Looking forward to more connections between paths, esp. from Beloit into Illinois and the paths that will connect to the paths in Chicago far suburbs. A connection between downtown Beloit and Rock River paths to Big Hill and then to Janesville would be great. Publicity and informational information about bike paths and bike safety for the general public and drivers, better markings and signage.
- More paved biking/walking only paths in the city. More biking lanes, especially on McKinley between Burton and Newark. Food and attraction destinations along the paths. Mile markers along the paths.
- Painted designated bike lanes
- More designated bike paths.
- More intersection awareness to people driving vehicles
- Build protected bike lanes on all arterial streets
- More bike lanes on main roads and more off-road bike paths. I'd LOVE a bike lane on Colley Rd east of Beloit.
- More dedicated off-road bicycle facilities
- Wider dedicated bicycle lanes along roadways
- Widening the access points to multi-use paths and improving signs at road crossings



Potential Bicycling Improvements (page 4 of 4)

NOTE: Some responses have been shortened for this summary.

- Implementing road diets/decreasing lanes where able, adding and connecting bicycle lanes, clearly indicating presence of bicycle lanes with paint and signs, advertise the increased bicycle safety and “bike-ability” to other communities.
- Link paths wherever possible, make long distance paths possible
- Consistent sidewalks on the west side of Beloit. Bike path isn't convenient if you have to ride in the street to get there.
- More clearly marked bike lanes and bike trails. You should be able to get anywhere safely on a bicycle.
- More off road bike paths/trails



Additional Comments (page 1 of 4)

NOTE: Some responses have been shortened for this summary.

- Being from Beloit, I think it is important to support and enhance the great things happening with SLATS money and projects. IE partner up with the private monies being spent
- Bus travel at night and weekends
- avoid wasteful spending on new roads
- we are NOT in favor of commuter rail service
- We need better bike routes north and south, and east and west. We don't necessarily need them tied to existing highways and maybe it'd be easier to implement routes if they used secondary streets instead of trying to shoehorn them onto highways never designed with that mind.
- For Beloit, bike friendly East-West routes are needed.
- Get neighboring Townships like the Town of Turtle & Town of Beloit to work together with the City of Beloit & South Beloit to make our roads more accommodating to commuters on bikes and recreational bicyclists and pedestrians.
- Speed limits need to be reduced in residential areas; ex. the Turtle Creek subdivision that borders Milwaukee Rd.
- IL-251 needs better bike/pedestrian access in south beloit
- The condition of too many roads (federal, state and local) is poor to very poor. It has a negative impact on our quality of life and reflects poorly on our community. Long term solutions are desperately needed.
- Serious traffic accident involving USPS mail truck and Semi happened March 11/12 , 2021. USPS driver seriously hurt. Residents are demanding Stop Lights added to this very dangerous intersection or LARGER flashing lights and larger stop signs. Two schools in close proximity and numerous traffic of parents/busses going through. Semis unfamiliar with intersection have been seen going through without stopping.



Additional Comments (page 2 of 4)

NOTE: Some responses have been shortened for this summary.

- Stop lights set to be triggered by motorcycles. Too many stop lights will not register that a motorcycle is waiting at the red light and the light will never change.
- public transportation between cities is rather confusing.
- I would like to see more transportation available for the elderly and disable in the Stateline. More reachable as in people knowing where to call if they need transport.
- Let's use recovery money to add sidewalks and shared use paths along our most pressing gaps.
- Beloit is the perfect size for an extensive, protected series of bike routes to get around town. Please consider Madison's plan and replicate it!
- offer transit to Milwaukee, Madison
- Connecting the Peace Trail from Big Hill Park into the City of Beloit would be a huge boost to economic development through tourism as it would connect a complete off-road route through the entire county and into the northern Illinois trail system
- please consider a traffic signal at the intersection of Prairie hill rd and willowbrook rd. this is the latest scene of the semi vs mail truck. there is stop signs currently although this is a dangerous intersection to be traveling thru due to the truck traffic with having a elementary school close to that location.
- As I grow older and my ability to ride my bike and to walk any distances wanes, the bus and other services will become more important. As it is I have to walk a good distance to catch any bus. Those places seldom have bicycle racks if I can ride a bike. A type of pick up service, ala Uber, ride share, could be a good alternative. In the further future, driverless cars could be used.



Additional Comments (page 3 of 4)

NOTE: Some responses have been shortened for this summary.

- safe walking routes
- more connection points or transfer
- We need to shift our priority to pedestrian and bike safety rather than faster speed of traffic... by road diets... improving walkways a intersections
- City of Beloit has done a good job though mass transit needs additional focus now. Henry Avenue is in jeopardy. So are the households along that street.
- There are too many unmarked intersections. Too many intersections with yield signs that should be stop signs.
- Smaller buses
- Sync the traffic light or allow them to be triggered by a vehicle. I'm tired of waiting 5 minutes at an intersection with absolutely no cars or traffic of any kind. Gateway Rd in front of Amazon specifically. Horrible stretch of intersections with no rhyme or reason to the flow of traffic.
- Need to connect to Chicago transportation system beyond the buses is critical to growth and success of the area.
- Transportation to businesses is critical to helping create and hold jobs.
- I will probably never be a big user of public transport, but I believe it's critical for helping low-income populations in our area access the jobs in places like the Gateway. The new bus routes are only a start. I'd also like more incentives for biking, which is good for public health and the environment; both bike lanes and increased signage would help.
- Would love to see rail service to Madison & Milwaukee
- Buses or transportation to Milwaukee and Milwaukee airport



Additional Comments (page 4 of 4)

NOTE: Some responses have been shortened for this summary.

- Bike friendly communities and communities that invest in comprehensive public transit that help decrease congestion, car traffic, and carbon footprints are appealing to the younger generations (such as millennials and younger). Many communities are looking at how to “recruit” young families to invest into their communities. This is huge.
- I would like to see free public transportation for students.
- More waterway excursions.
- Too many stolen cars

Community Survey #2 – Survey Form

SLATS 2045 LRTP Community Survey #2

SLATS is conducting a survey to help identify priorities for future investments in the transportation system within the Stateline planning area. Please complete this brief survey to help us understand your preferences and transportation needs. The information you provide will be confidential and will be used only to help inform the evaluation of potential future transportation investments.

Section 1: Your Transportation Values

Like most units of government, SLATS operates in an environment of limited resources. Help us prioritize future transportation investments by telling us what's important to you. Help us understand your preferences by selecting the option that best represents your opinion. If you feel equally strong towards both options, select "Neutral."

1. Complete Streets

Mark only one oval.

- Strongly Agree: Prioritize projects that improve travel options such as bicycling, walking and taking the bus; cars and trucks may have to travel a little slower on some streets
- Somewhat Agree: Prioritize projects that improve travel options such as bicycling, walking and taking the bus; cars and trucks may have to travel a little slower on some streets
- Neutral
- Somewhat Agree: Prioritize roadway projects that move cars and trucks faster by reducing congestion, even if it means some streets will not be as safe for biking and walking
- Strongly Agree: Prioritize roadway projects that move cars and trucks faster by reducing congestion, even if it means some streets will not be as safe for biking and walking
- Undecided or Not Sure

2. Emerging Mobility

Mark only one oval.

- Strongly Agree: Actively plan for a future transportation system that includes new mobility options like rental bikes, electric scooters, ridesharing, driverless vehicles and electric cars
- Somewhat Agree: Actively plan for a future transportation system that includes new mobility options like rental bikes, electric scooters, ridesharing, driverless vehicles and electric cars
- Neutral
- Somewhat Agree: Focus on what we have now to preserve our existing transportation system; limit investments in new technologies
- Strongly Agree: Focus on what we have now to preserve our existing transportation system; limit investments in new technologies
- Undecided or Not Sure

3. Transit Options

3.

Mark only one oval.

- Strongly Agree: Increase investments in the region's transit systems to run buses later in the evenings/weekends and expand service to provide access to jobs; improve and coordinate transit between Janesville, Beloit, South Beloit and Rockford
- Somewhat Agree: Increase investments in the region's transit systems to run buses later in the evenings/weekends and expand service to provide access to jobs; improve and coordinate transit between Janesville, Beloit, South Beloit and Rockford
- Neutral
- Somewhat Agree: Do not increase investment in the region's transit systems; current levels of service are appropriate
- Strongly Agree: Do not increase investment in the region's transit systems; current levels of service are appropriate
- Undecided or Not Sure

4. 4. Transportation Equity

Mark only one oval.

- Strongly Agree: Target transportation investments to historically underserved populations first to provide better options to minority, low income, elderly, and people with a disability to improve access to jobs and services
- Somewhat Agree: Target transportation investments to historically underserved populations first to provide better options to minority, low income, elderly, and people with a disability to improve access to jobs and services
- Neutral
- Somewhat Agree: Target transportation investments based on technical analysis of needs, such as safety or congestion regardless of project locations
- Strongly Agree: Target transportation investments based on technical analysis of needs, such as safety or congestion regardless of project locations
- Undecided or Not Sure

5. 5. Transportation and Development

Mark only one oval.

- Strongly Agree: Prioritize transportation projects that promote redevelopment of the region's urbanized area to encourage land use patterns that are easier to get around.
- Somewhat Agree: Prioritize transportation projects that promote redevelopment of the region's urbanized area to encourage land use patterns that are easier to get around.
- Neutral
- Somewhat Agree: Prioritize transportation projects that encourage employers, retailers, and housing developers to invest in the region, even if located in undeveloped areas
- Strongly Agree: Prioritize transportation projects that encourage employers, retailers, and housing developers to invest in the region, even if located in undeveloped areas
- Undecided or Not Sure

6. Open Response: If you want to explain any of your answers in more detail or briefly describe your vision for the future of transportation in the Beloit area, please do so here.

6.

Section 2:
Transportation
Budget for the
Stateline
Region

The SLATS region has many transportation system needs, but limited resources to address them. How would you invest our limited resources?

Read the following category descriptions, and then allocate \$100 total in Transportation Bucks to the following categories, dividing up the money in the way that makes the most sense to you.

7. Roadways for Cars and Trucks. Driving is a main mode of transportation in the region, and factors such as how easy it is for people and goods to move from one place to another, how well-connected primary destinations including employment centers are, and how quickly we can travel by car and truck are all important.

8. Transit Services. Transit plays an important role in connecting people to jobs, medical facilities, and other essential services. It is important to invest to extend bus routes, run buses later in the evening, and plan for future services including enhanced connections to Janesville, Rockford, Madison, and Chicago.

9. Bicycle and Pedestrian Facilities. Investing in on-street bike lane or separated paths/trails, adding new sidewalks, and replacing old sidewalks help expand travel options. These improvements also enhance safety for the traveling public and better connect our neighborhoods to schools, parks, and recreational facilities.

10. Supporting Great Places. A healthy, livable, and equitable community is a safe and connected place where people of any race, ability, ethnicity, and socioeconomic status can live independent, healthy, and meaningful lives. These places have options (driving, biking, walking and transit) to access needed jobs and services, and provide choices for people to engage in the community's civic, economic, and social life while protecting the environment and promoting energy conservation and public health.

11. Investing in New Technology. Technology is changing how we travel – real time traffic and road condition information is already available, self-driving cars will become more common, and electric vehicles will require investment in public charging stations. Meanwhile, ridesharing, electric scooters, and bikes are making it easier to get around without a driving trip. We can actively plan for and encourage investment in future technology to help make our existing transportation facilities more efficient.

Use the dropdown tabs for each category below to allocate \$100 dollars total in transportation bucks across these categories in any way that makes sense to you. Make sure the total of all categories is equal to \$100!

7. 7. How much money for cars and trucks?

Mark only one oval.

- \$10
- \$20
- \$30
- \$40
- \$50
- \$60
- \$70
- \$80
- \$90
- \$100

8. 8. How much money for buses and trains?

Mark only one oval.

- \$10
- \$20
- \$30
- \$40
- \$50
- \$60
- \$70
- \$80
- \$90
- \$100

9. 9. How much money for biking and walking?

Mark only one oval.

- \$10
- \$20
- \$30
- \$40
- \$50
- \$60
- \$70
- \$80
- \$90
- \$100

10. 10. How much money for equity and great neighborhoods?

Mark only one oval.

- \$10
- \$20
- \$30
- \$40
- \$50
- \$60
- \$70
- \$80
- \$90
- \$100

11. 11. How much money for new transportation technology?

Mark only one oval.

- \$10
- \$20
- \$30
- \$40
- \$50
- \$60
- \$70
- \$80
- \$90
- \$100

Section 3: Your Priority Project

12. 12. Regardless of cost, if you could make ONE transportation improvement in the SLATS region - a project for driving, buses, trains, biking, walking, etc. - what improvement would you make, and why? Please be as specific about location and project details as you can.

Section 4: About You

This section is optional and confidential. Your answers will help us understand more about the transportation needs and preferences of Beloit-area residents, employees, and visitors.

13. 13. I live in this zip code

14. 14. I work in this zip code

15. 15. Race and Origin (select all that apply)

Check all that apply.

- White
- Black or African American
- American Indian or Alaska Native
- Asian
- Native Hawaiian or Other Pacific Islander
- Hispanic, Latino, or Spanish origin
- Some other race, ethnicity, or origin

Other: _____

16. 16. Age

Mark only one oval.

- Under 18 years old
to 44 years old
- 45 to 64 years old
- 65 years old or older

17. 17. Annual Household Income

Mark only one oval.

- Under \$30,000
- \$30,000 to 59,999
- \$60,000 to \$99,999
- \$100,000 or more

18. 18. Do You Identify Yourself as a Person with a Disability?
Mark only one oval.

- No
- Yes

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Community Survey #2 – Summary of Survey Results



2045 Long Range Transportation Plan Update

Public Survey Results (Online Survey #2)

July 2021

AECOM

Overview

- An online public survey was conducted in June and July 2021.
 - Posted in the SLATS LRTP Virtual Room (www.slats2045lrtp.com)
 - Survey link emailed to SLATS partners, agencies and available contact lists
 - Posted on the City of Beloit Facebook page
 - A Spanish version was made available in the Virtual Room
- Approximately 90 surveys were completed
 - NOTE: It is difficult to estimate total number of participants as not everyone answered every question
 - Two surveys were completed in Spanish.
 - Additional outreach efforts are on-going to supplement the survey feedback
- For the purpose of this document, public comments generally appear as they were provided in the survey and have not been edited for spelling, etc.

Demographics

Approximately 90% of survey respondents provided demographic responses.

- **Race/Origin**

- 92% White
- 1% Hispanic, Latino, or Spanish origin
- 1% Black or African American
- 6% Other

- **Income**

- 4% - Under \$30,000
- 17% - \$30,000 to \$59,999
- 41% - \$60,000 to \$99,999
- 38% - \$100,000 plus

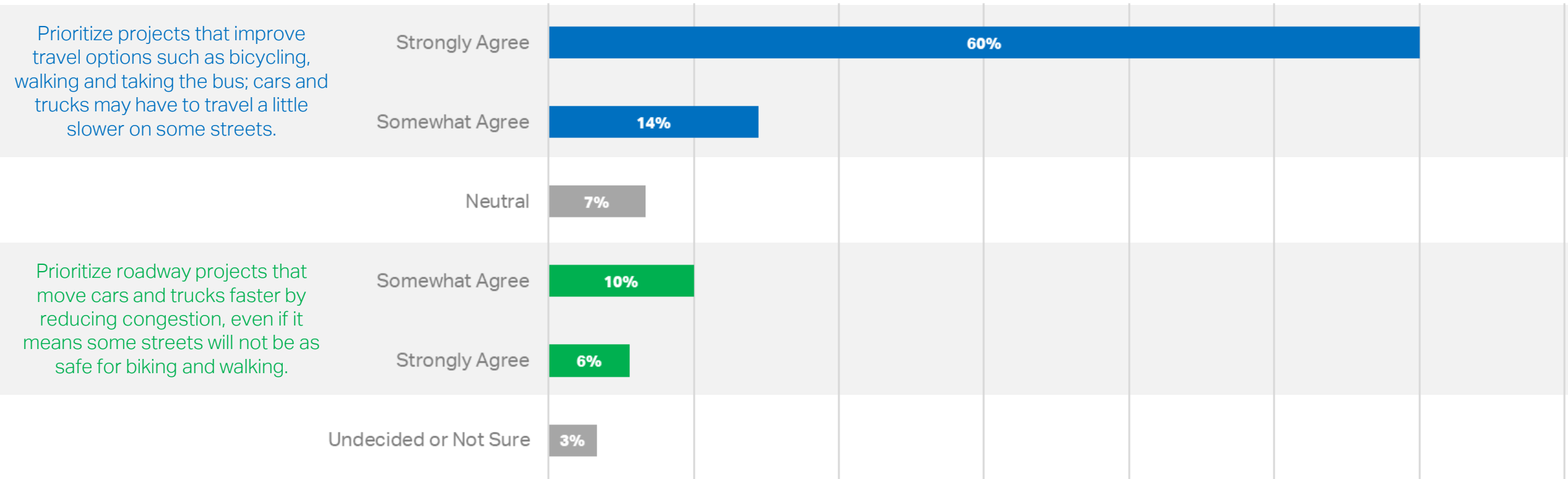
- **Age**

- 34% - 18 to 44 years
- 42% - 45 to 64 years
- 24% - 65 or over

74% of respondents agree with prioritizing projects that improve bicycling, walking, and transit, over improving travel for automobiles.

Support for Complete Streets

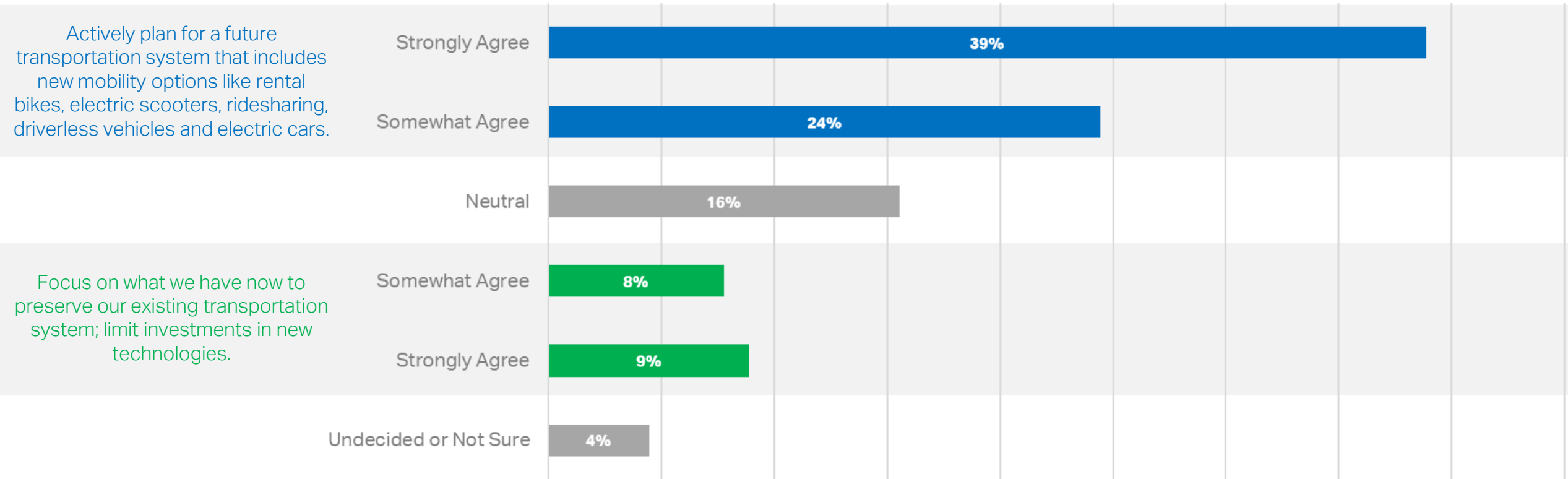
Percent of Respondents



63% of respondents agree with actively planning for new mobility options.

Support for Emerging Mobility

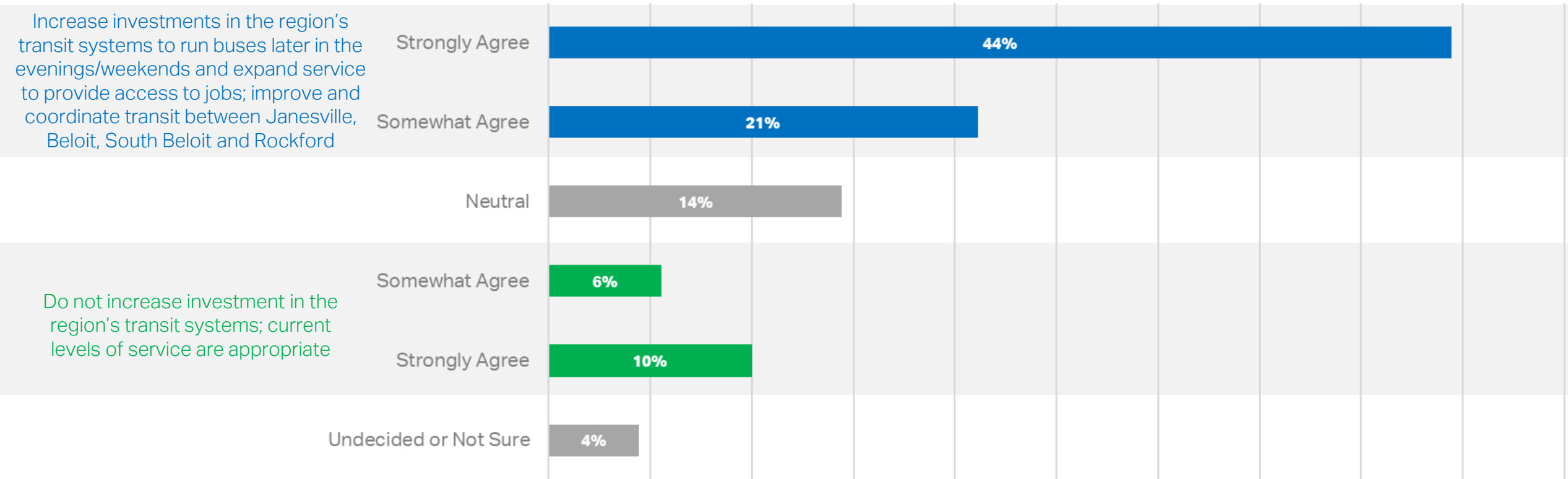
Percent of Respondents



65% of respondents agree with increasing investments in transit.

Support for Transit Options

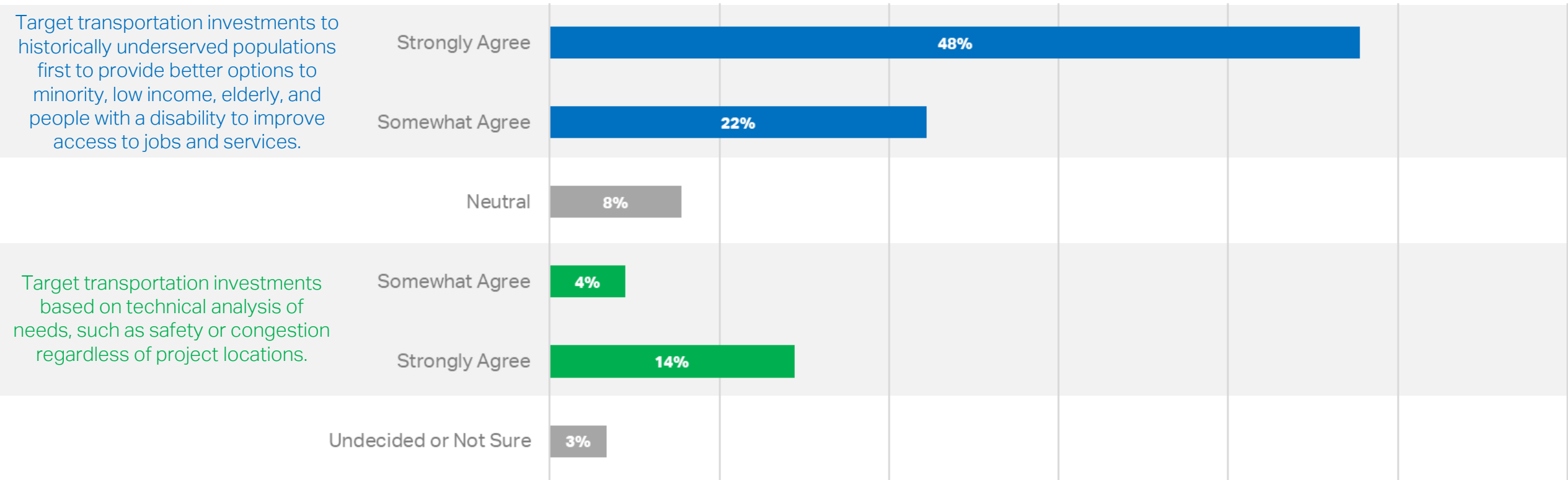
Percent of Respondents



70% of respondents agree with targeting transportation investments for historically underserved populations.

Support for Transportation Equity

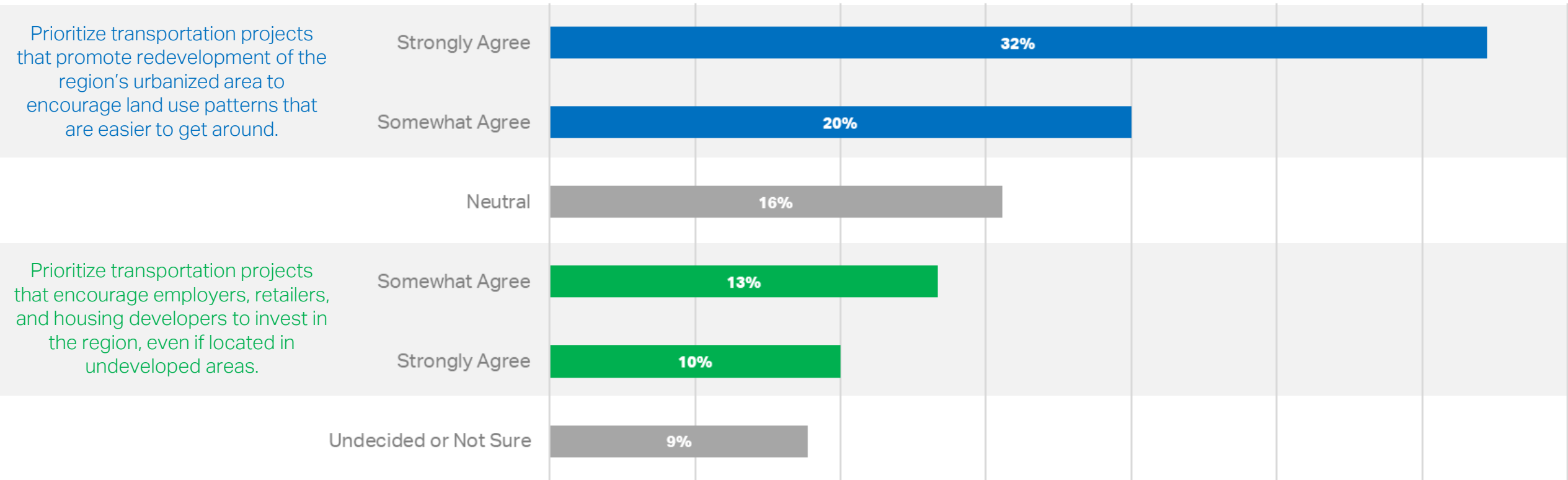
Percent of Respondents



52% of respondents agree with prioritizing transportation projects that promote redevelopment in urbanized areas.

Support for Development

Percent of Respondents





Comments on Vision For Future Transportation in Beloit Area (page 1 of 5)

- The majority of our neighborhoods have no sidewalks and drivers generally drive too fast within them. This creates issues for folks, walking with their children and pushing strollers. Kids and adults riding bikes to work, school or shopping. I live about 4 miles from Walmart, yet would never ride my there, as Rockton Road (travel from east of I90, west to the Rockton Walmart) is way too dangerous to ride or walk on. Some times the same road in near the I90 entrance/exits on Rockton road are scary to drive.
- Urban redevelopment should most certainly be prioritized over green field development. We have lost too much farmland already
- If scooters come to the area, in my judgment, they belong on bike lanes not streets or sidewalks; if this is the assumption, then we need to continue to search out where more lanes can be created not just for scooters but bicycles as well.
- Any chance to shift mass transit infrastructure from large, and largely empty, buses to smaller vehicles (passenger vans) that might reduce carbon footprint and possibly increase the number of vehicles and operational routes?
- People speed way too much, thus making it hard to enter traffic, and very dangerous. More stops, more slow speeds, easier traffic flow. Is my opinion



Comments on Vision For Future Transportation in Beloit Area (page 2 of 5)

- This is a very difficult survey to complete. On question 1, "Complete Streets" what does that mean? The questions seem to be set up with diametrically opposing options, why? Also, too many options are lumped in, some I agree with, some not. For example question 2, I agree with some of the mobility modes, but not all. Regarding question 3...is there any research indicating a need to expand or not? Question 4...Why can't we do both? Question 5. Sorry but I don't know what "land use pattern that are easier to get around" means and I'm not sure what you mean by an "urbanized area". This question makes it seem like we can serve poor people or we can serve the business community. Why are they in opposition? I would like transportation that takes into account all community stakeholders. Let's prepare to accommodate potential new modes of transportation. Let's identify problem areas and resolve them, let's be pedestrian and bike friendly and focus on safety and neighborhood development. Let's consider minimizing environmental influences. Let's consider modes that connect us with other communities, like say train travel.
- Transportation should, when appropriate, assist development.
- Cranston road traffic is dangerous. Too fast, too heavy, too loud, not suitable for bikes and pedestrians
- Create and continue the conversation with the state to invest in an infrastructure that involves high speed rail. The City of Beloit is in the position to be a central hub with ""spokes"" to Milwaukee, Chicago, Madison and beyond to the twin cities of Minnesota. Also, get bus routes more accessible and to ALL city parks - working with parks and rec budget to keep these parks Very Well Lit for evening events and use as well- please. Thank you



Comments on Vision For Future Transportation in Beloit Area (page 3 of 5)

- Like in question #2 both options are bad. We spend way too much money on Mass Transportation which empowers no one. We have buses coming from Janesville and buses going to Janesville and the two cities do not coordinate and money is wasted. It would be cheaper to buy everyone a new car than do what you're doing right now. So Sad!
- The addition of bike lanes and pedestrian friendly paths to various municipalities can be one of the greatest transportation-related assets to our community. We have a great start and should continue to expand these.
- I like our quiet neighborhood and would like it to remain quiet. I do not want semi trucks and buses driving on Willowbrook in South Beloit and would like Willowbrook Road between the stateline and Rockton Road to remain a less-traveled street in part because of Prairie Hill Elementary. A bike path along Willowbrook Road would be much more enjoyable.
- Please expand Stone Bridge Trail into South Beloit to improve bike transportation.
- Bike paths and sidewalks are nonexistent and we should be pushing for that
- Replace buses with smaller vehicles that drive regular routes and add on-call options (similar to Uber). Plan bus routes using local rider data and surveys, not theory that was developed for other communities. Introduce car/bike/electric bike share programs.
- would like to see the bike path connected between Door road and by Rockton Grade school. Makes me nervous to see people having to walk, jog, bike down Rockton road to get to the path.
- Currently we waste too much money on Transportation. I believe we should use the funds for new tech to empower the individual and not buy a high speed train to nowhere that only the gangs will use to sell their drugs.



Comments on Vision For Future Transportation in Beloit Area (page 4 of 5)

- Do not raise taxes. Be smart like you can be and improve things without taking our hard earned money.
- Any of the questions on this survey are topics that I am not personally familiar with and would need to understand the current needs of specific areas of the community. For instance, question 3 & 4- what is the true need? I interact often with the underserved parts of this community and few that I know have trouble with transportation. Regarding the access to jobs: our region is different than a large city: the jobs are not concentrated geographically and shift work has a significant impact. Those two components might make it unsustainable to successfully serve the population through public transit. Also, there are plenty of local jobs that are not filled, which creates a secondary question surrounding the true need to travel further for jobs. I would never want to say no to the needs of people (especially underserved people) in our community, but more important than a survey is a study that comprehensively researches and understands the true need. Not many people in Beloit have excess finance to give to the government, so it is vital that the government truly understands the needs rather than moving with a trend or spending money in a way that appears altruistic, but doesn't result in real improvements. Investments in undeveloped areas brought Amazon jobs right to the back yards of many of our underserved, so that may be the best course of action to give a possibility for public transit to have an impact in the future. Get jobs here, then there is less reach required for the transit teams. Regarding question 6 - I would love to see underserved areas improved, but I am not aware of sufficient proof that there are transportation projects that can achieve that. One of Beloit's greatest assets is diversity; I moved here into a neighborhood that was under my buying power. *(continued)*



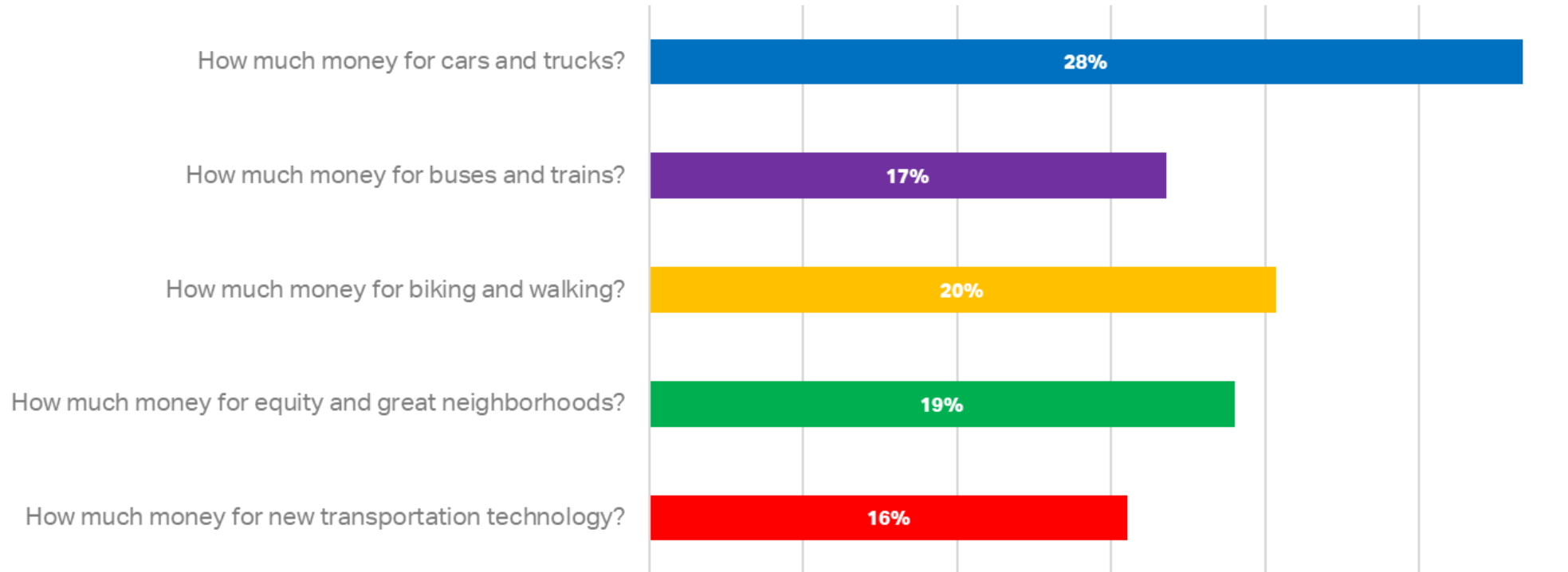
Comments on Vision For Future Transportation in Beloit Area (page 5 of 5)

(continued) My neighbors are diverse in many ways (cultures, language, economics), and it is my favorite thing about my neighborhood. That being said, I worry that I won't be able to stay here long term if safety becomes an issue. Within the first two years of living here, we woke up to gunshots and there were casings found on our property twice. Maybe money could be better spent addressing these concerns. If money is allotted to transportation due to state, federal, or private funding, then spend it on transportation that can make our city safer. Address Colley Road and Strong Avenue, which appear to be passages of choice for bad actors. How can we reduce criminal activity by reducing easy access to our city for criminals from surrounding areas?"

- We may have to switch from large buses which can be very expensive to run -- to smaller vehicles, so that we don't use so much gas each trip when the buses are not fully utilized.
- More bike lanes.

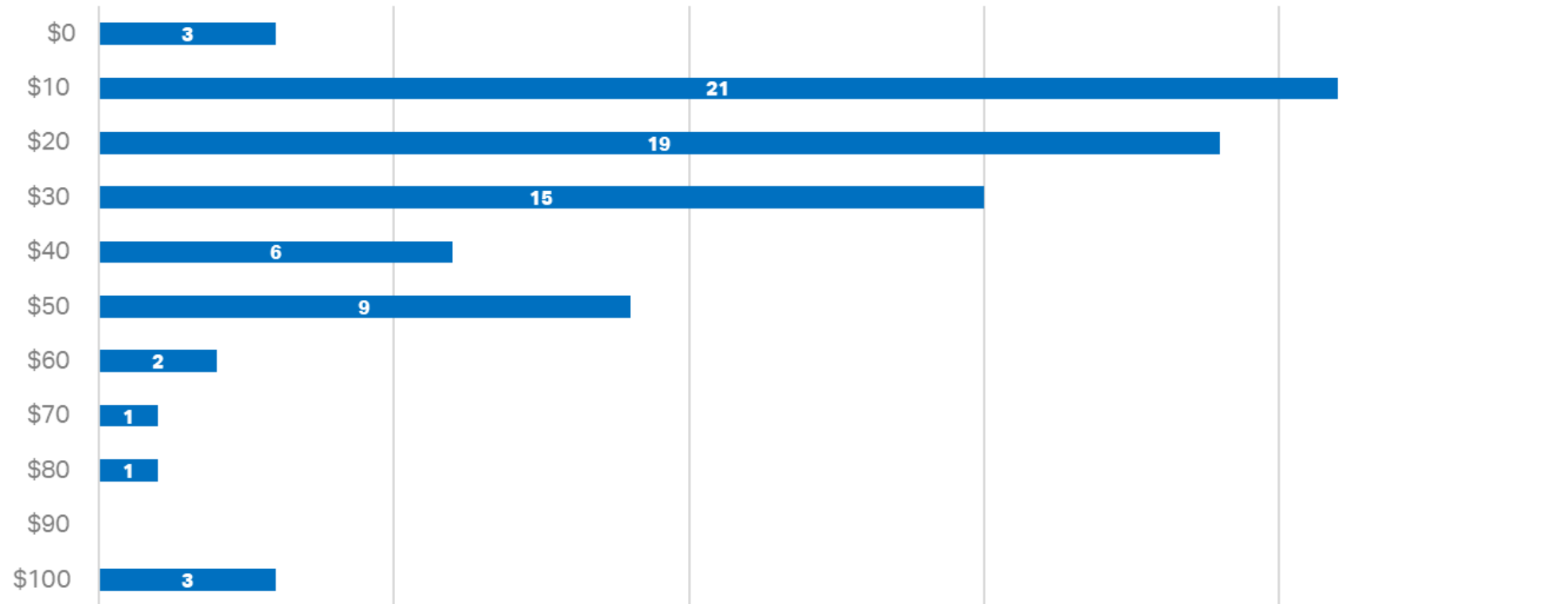
Financial Support for Various Improvements

Respondents were allocated \$100 to spend on the 5 improvements.
The scale represents the percent of money spent on each improvement.



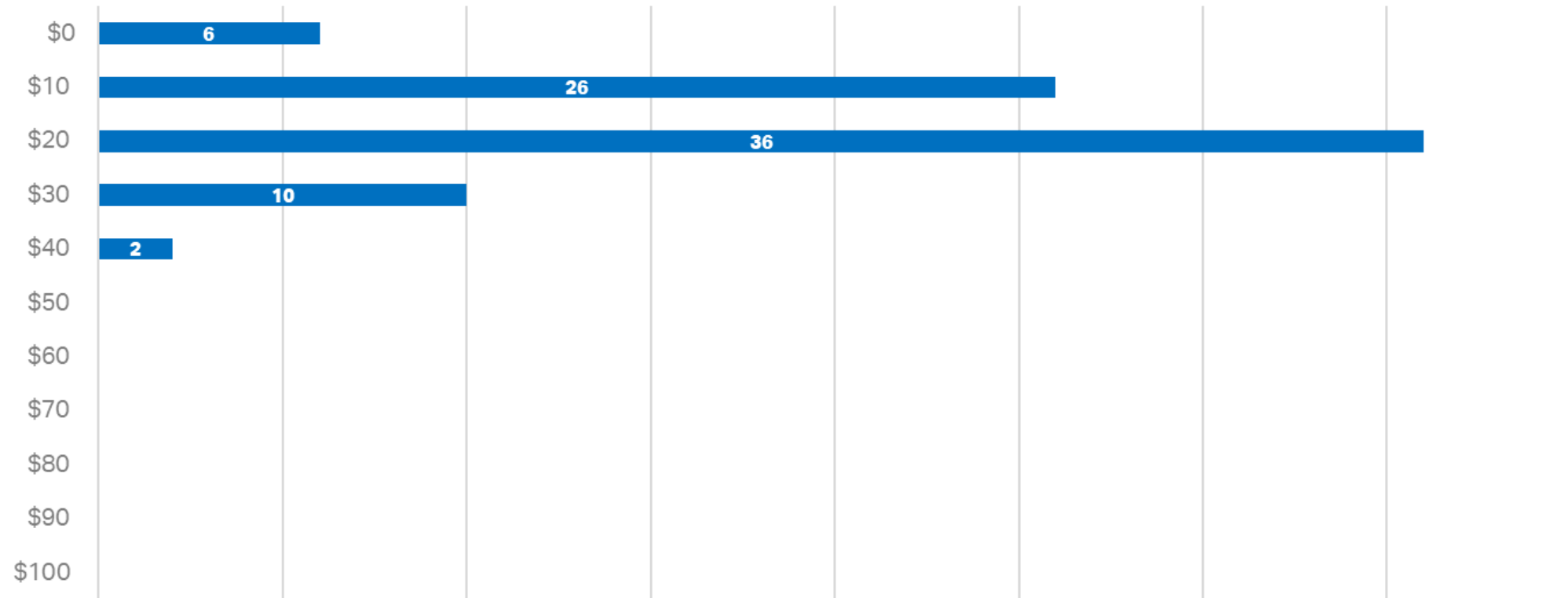
Financial Support for Cars and Trucks

Scale: Number of respondents who spent each amount.



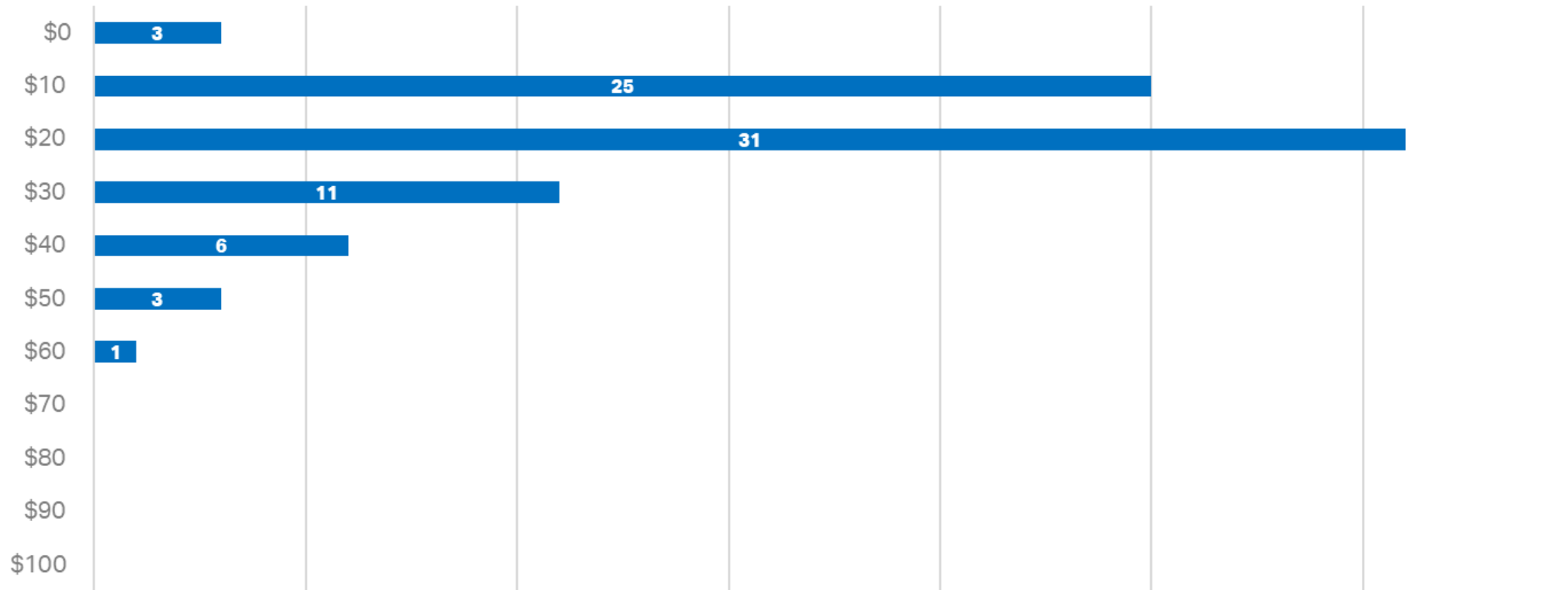
Financial Support for Buses and Trains

Scale: Number of respondents who spent each amount.



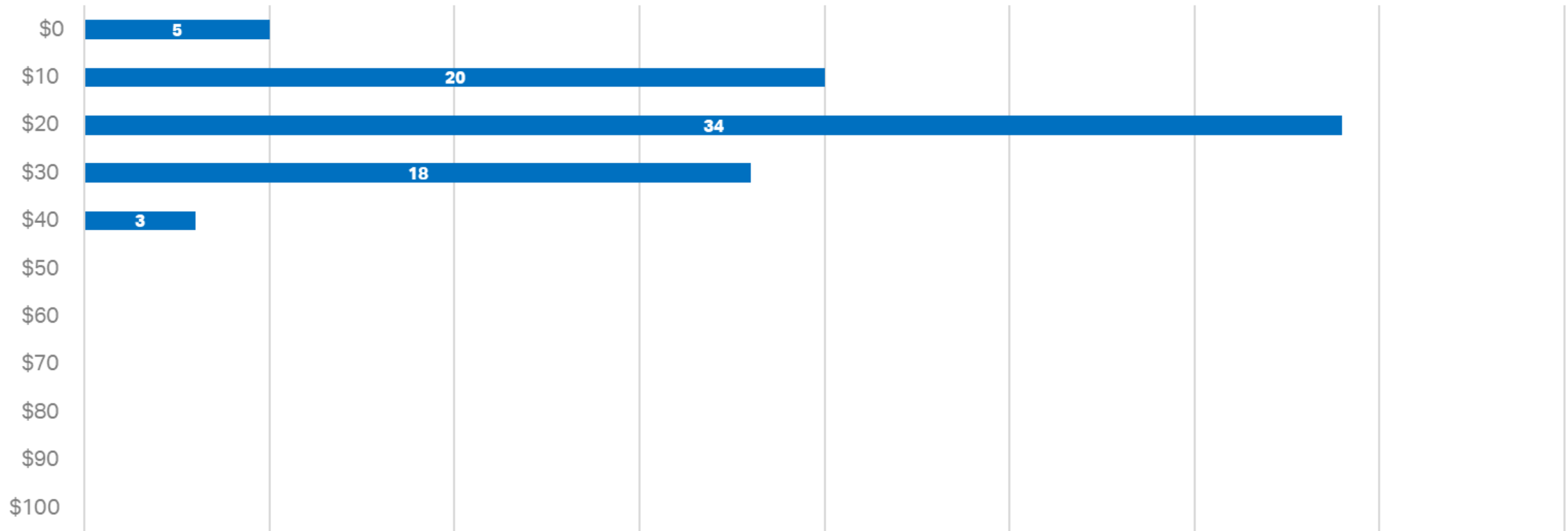
Financial Support for Biking and Walking

Scale: Number of respondents who spent each amount.



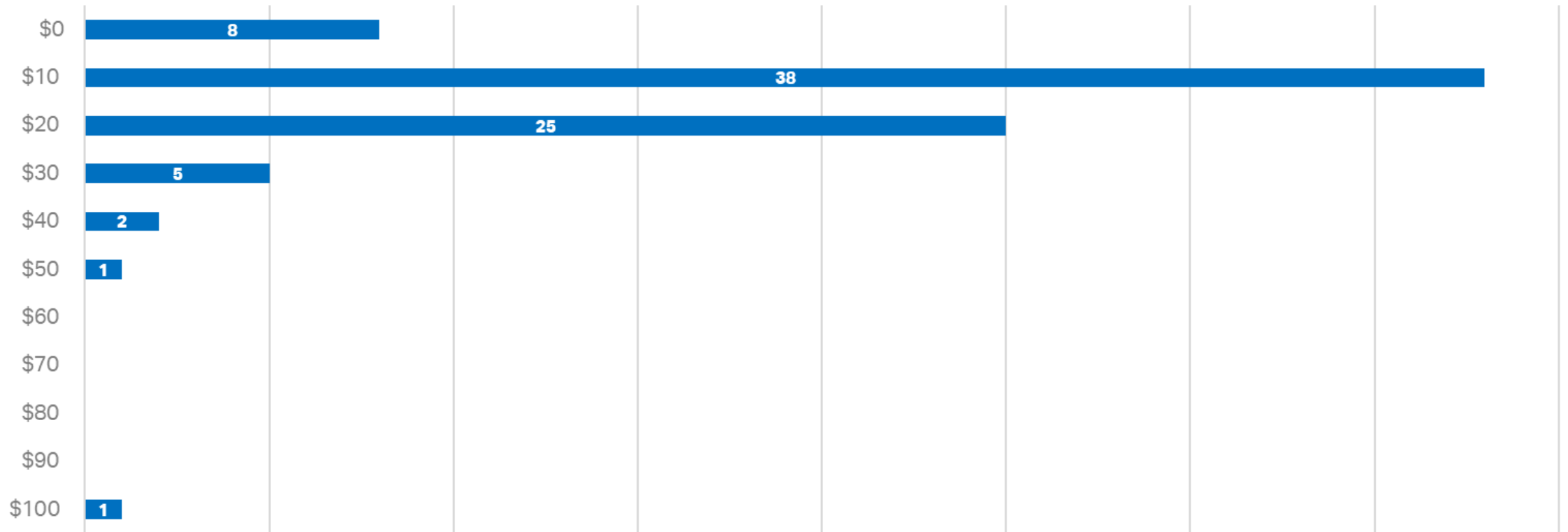
Financial Support for Equity and Great Neighborhoods

Scale: Number of respondents who spent each amount.



Financial Support for New Transportation Technology

Scale: Number of respondents who spent each amount.





Identify ONE (priority) transportation improvement for the SLATS region (page 1 of 6)

- walkability and biking from downtown to residential areas and abundant signage
- Evening bus service; the residents of Beloit are very under-served for transit services and this addition would provide for great connectivity between Janesville and Beloit, and also improve the possibility of evening BJE bus service.
- Continuous bus service connecting Rockford Area to Beloit
- Consistent intercity public transportation between Madison and Rockford, connecting to Beloit and Janesville in between.
- I would NOT invest in a new road, especially the one proposed to the west of the area. No no no
- Create a Hwy 81 Bypass around Beloit so trucks do not go past schools (Fruzen) and through residential neighborhoods; Go from 2 lanes to 1 lane on Milwaukee Rd. going West from Lee Lane to the Milwaukee Rd/White Ave split and then from the Milwaukee Rd/White Ave split going East go from 2 lanes to 1 lane up to Lee Lane.
- Reroute trucks from driving on Milwaukee Rd. and White Ave.
- The area between Culver's and Applebee's gets very congested with long lines wrapping around the corner from Cranston to Culver's. The congestion blocks normal car lanes and is very hard to maneuver when traffic is stopped. Others coming the opposite way from the side driveway blocks those coming from the back area to go onto Cranston. More space or an alternate way to get into Culver's is needed in order to keep the regular vehicle lanes free for everyday driving. Thank you
- Put no parking signs (on the street) back on busy roads and on roads that are too slim for cars to be parking on the street!!



Identify ONE (priority) transportation improvement for the SLATS region (page 2 of 6)

- Bushnell and Wisconsin, on street parking and terrible intersection to see. Corner of Bushnell and Milwaukee always has people cutting the corner short, need yellow lines. Another stop sign on Milwaukee rd and Colley Rd would slow traffic and also make school crossing safer. Dangerous intersection coming out of Walmart by Speedway and across from Little Caesar's... maybe just shut it down. Make it one way in, one way out. (Like Costco on Riverside in Rockford
- Develop Intersection at Madison and Liberty for Traffic Lights
- Driving
- Biking , off road trails connecting as many places as possible
- In the absence of any data that indicates specific need, I'm gonna go for improved time travel.
- more bike paths and more designated bike lanes on roads - especially McKinley between Burton and Newark - that road is a death trap for bike riders
- All beloit streets that need repairsap
- Fix potholes
- Cranston road traffic is dangerous. Too heavy, too fast, too loud, unsafe for bikes and pedestrians.
- Not sure about this as just moved back to the area
- More bus route in all parts of the city - even in "good" neighborhoods
- Beloit can be walkable but it can be scary at times. Crossing the street at lights and stop signs is one of the worst. Please make that easier.



Identify ONE (priority) transportation improvement for the SLATS region (page 3 of 6)

- High Speed Rail - as described in earlier statement. My location suggestion would be an ongoing discussion with rail investor, State of Illinois, and State of Wisconsin- for where it is best suited. You will bring so much revenue to our city if Beloit was the "Hub" with all the spokes moving out in multiple directions!
- Improved streets
- transportation for seniors
- Make biking transportation easier and safer, more bike lanes and side paths!
- Drone delivery plz
- Removal of state highways from Beloit's City Center which would reduce or eliminate large truck traffic, allow safer speeds, improve the ability for pedestrians to move about safely, improve road conditions, and not impede the utilization of public right-of-ways for functions that create closure conditions.
- local metra train
- Equity in access to transportation.
- improved paths and roads for bikers and walkers. Connecting Beloit, S. Beloit, Rockton, Roscoe so that one can realistically get safely from one town to the next by bicycle or foot.
- Finish the bike path between Walmart and Stone Bridge trail in Rockton
- Biking/walking
- Rockton - All our streets need sidewalks to enable children and families to be safe!
- Need to make transportation safe and less congested regardless of the type



Identify ONE (priority) transportation improvement for the SLATS region (page 4 of 6)

- I would love to see a walking and bike path connecting the northern wynmere neighborhood to the neighborhood south of us, south of the cornfield. I would add red indicator lights to the intersection of Prairie Hill and Willowbrook. I would add street lights and stop signs as neighborhoods ask for them. I would make walking and biking access to site for the new city park (if that is still happening south of Nature at the Confluence) as easy and accessible as possible.
- All paved surfaces from main arteries, to local primary streets and local secondary streets be gutted and repaved with dedicated lanes for bicycles on main arteries and some primary streets and wheelchair accessible corners on all corners.
- It would be great if South Beloit offered a bus option to surrounding area(Beloit, Janesville, Roscoe, Rockton, Loves Park). I am not talking about the service you call and have to wait for but actual bus lines so people can get where they need to go without concern about being late.
- driving, there are no jobs in south beloit, we have to drive outside the area to work
- Expand Stone Bridge Trail into South Beloit
- Bike/walking paths
- Sidewalks in some of the newer neighborhoods that don't have them! I live in rockton, IL in the Kensington subdivision behind Walmart but many neighborhoods in the region do not have sidewalks which is especially hard for younger children
- Driving better roads
- Call for ride service in underserved neighborhoods.



Identify ONE (priority) transportation improvement for the SLATS region (page 5 of 6)

- Intersection safety
- Accessible public transportation across the state line area from smaller communities to Janesville, Rockford, and Chicago
- connect bike path at Door road to sidewalk at Rockton Grade school.
- High Speed Rail Connecting to the ChicagoLand Trains
- Coordinate with others and eliminate redundancies.
- Safe streets ,
- I'd like to see more options for buses, trains (mass transit) that are affordable and run more frequently to help the underserved of the community. If we want them to get jobs, they have to be able to get to the job and back home more easily.
- Slow traffic down on Cranston between Shopiere and Milwaukee and slow traffic somehow on using Cobblestone Ln as a short cut to Cranston. It's dangerous for bicycles, joggers and walkers
- Smooth roads
- Better biking paths/lanes to get to downtown and Walmart areas. Cannot get there safely from many neighborhoods due to no lanes, narrow sidewalks and speeding drivers
- slow traffic speed to 25 on Cranston rd. No need for high speed limits. Very hard to ride bikes in Beloit due to no bike lanes. Please lower speeds.



Identify ONE (priority) transportation improvement for the SLATS region (page 6 of 6)

- If there were any opportunity for a train to surrounding large cities, that is what I would pursue. A Chicago Metra line would give access to higher paying, skilled jobs. I believe this is increasingly important as technology allows people to work from greater distances to their offices and flexibility allows for split work from home/in office schedules. But this is not a researched opinion - only personal knowledge.
- Roadways in beloit need to have a focus on resurfacing.
- Trains
- Complete upgrades to four lanes plus bike lanes for Shopiere/Henry Avenue Corridor.
- I think we need to look at the equity in the neighborhoods and ensure that all people have equal access to transportation that they need to get to work, medical facilities, school and grocery stores.
- Addressing areas where there is a high volume of traffic and high volume of accidents - in a way that takes into account use by buses, cars, bikes, and walking.
- Biking: the lanes are there but they're not maintained. The dirt, rocks, and glass collect in the lanes making the ones are there hazardous.
- More bike paths
- Updating intersections (like Cranston and Shopiere) where left hand turns are not signaled and create traffic log jams.
- Gardner Street corridor, from IL-251 to IL-2, is crucial to economic development and community aesthetic for the City of South Beloit and the greater Beloit region.
- Recreation projects in summer as well as in winter
- Connect all existing residential neighborhoods to commercial areas with bike/walking paths.

Online Issues Mapping Summary








2045 Long Range Transportation Plan Update

Online Mapping Results

May 2021

AECOM

Overview

- An online mapping tool was available to the public to comment on multimodal issues within the SLATS Metropolitan Planning Area
 - Available via the Virtual Room www.slats2045lrtp.com
- Mapping issues include:
 -  Driving
 -  Public Transportation
 -  Bicycling
 -  Walking
 -  Other (such as development related issues, land use, etc.)
- Participants were asked to select, from a dropdown menu, a general category that described their issue, concern, or potential project
- Participants could provide optional, opened ended comments describing the concern

SLATS 2045 LRTP – Online Mapping Tool (available via the Virtual Room)

www.slats2045lrtp.com



SLATS 2045 LRTP – Online Mapping Tool (available via the Virtual Room)

www.slats2045lrtp.com

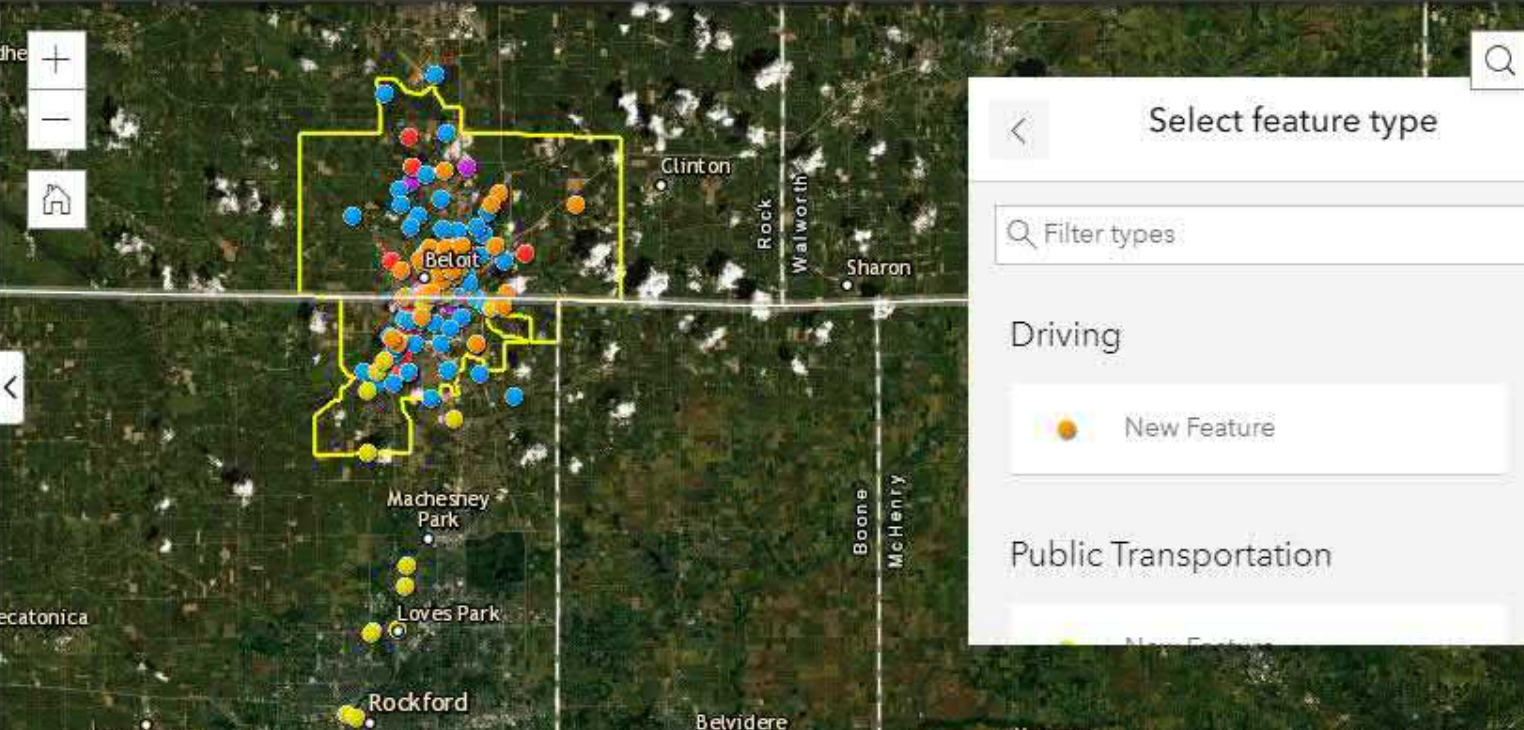
Stateline Area Transportation Study (SLATS)

2045 LRTP Issues Identification

Thank you for your participation!

Please follow these instructions to identify transportation related issues within the SLATS Metropolitan Planning Area:

1. Click on "Add feature" and scroll down to select Driving, Bicycling, Walking, Transit, or Other category.
2. Click on the map, or use the address search button, to identify the location of your concern (zoom in/out as needed).
3. From the Dropdown menu, select the **Concern** (required) that best describes your issue and use the **Description** box (optional) to provide details.
4. Click "Add" to record your response and repeat these steps to identify additional issues.



Online Mapping Summary

The following pages display the location of the markers, and corresponding comments (if provided). The first two maps show the location of all the markers placed on the maps. The following sections summarize the markers, by mode, and include a summary of comments.

In total, **205 markers were placed on the maps** to identify issues, concerns, or potential projects within the SLATS region.

Location of All Issue Markers (markers placed on map)

• Total (205)

 Driving (39)

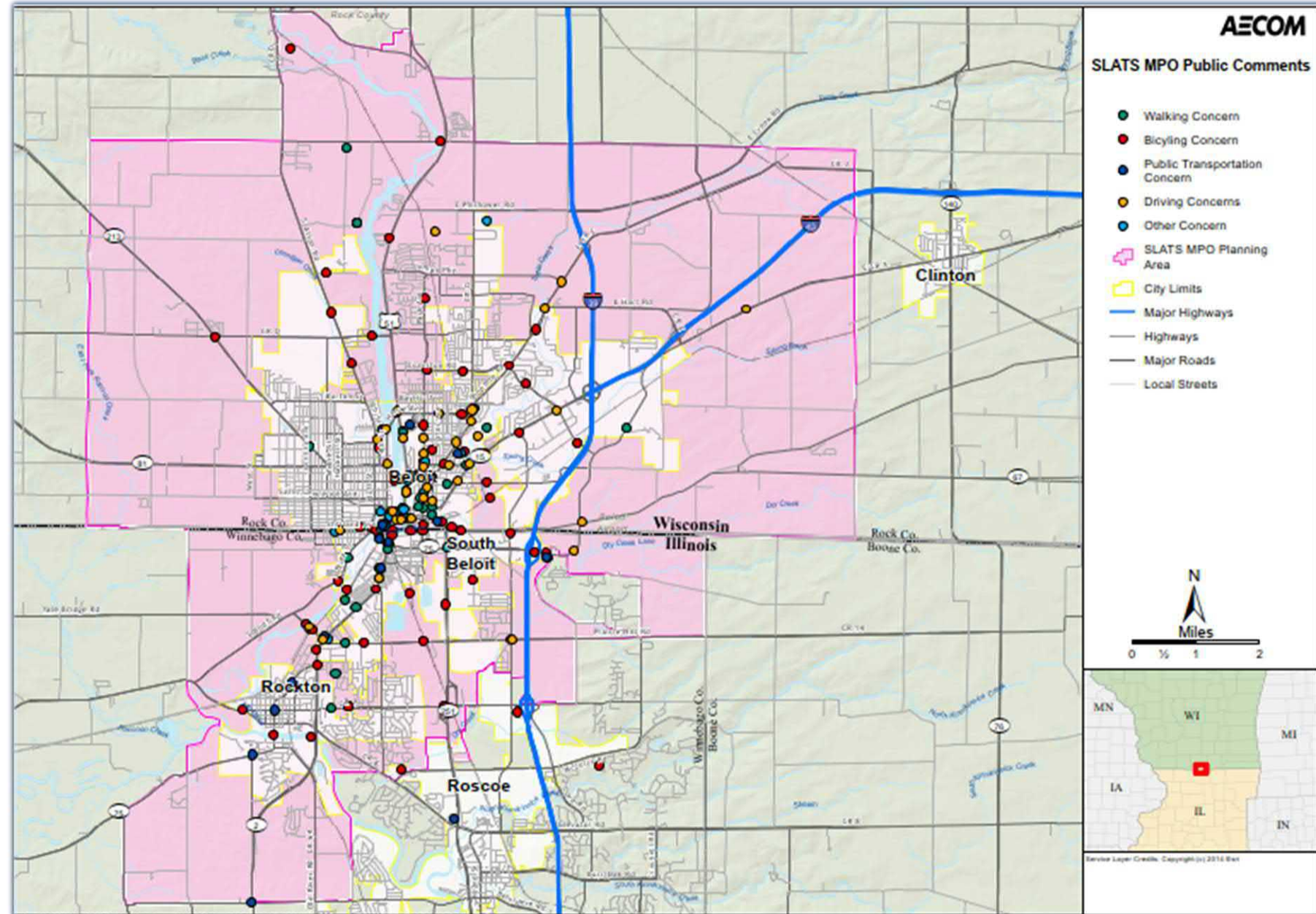
 Public
Transportation (27)

 Bicycling (76)

 Walking (44)

 Other (19)

NOTE: See following sections for comments provided on each mode/category.





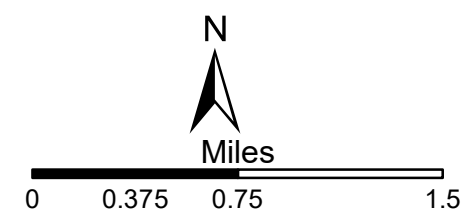
Driving Markers (39)

The following pages display the location of the markers placed on the map to identify issues, concerns, or potential projects. Each marker is color coded to correspond to a general issue/category (selected from a dropdown menu).

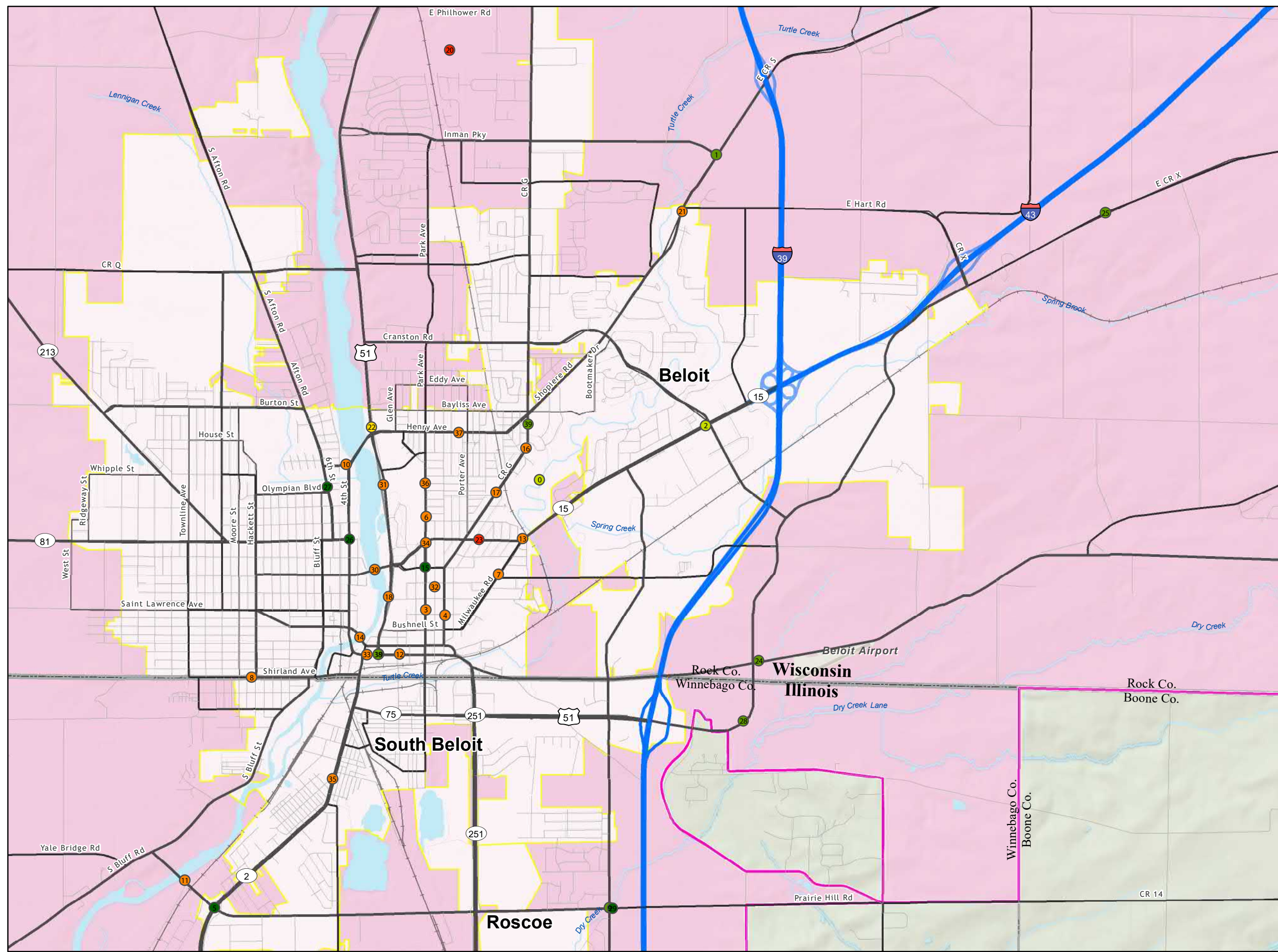
Each marker also includes a number. If the participant provided additional comments, which was optional, the comments are available in tables that follow the map. Please note that responses have not been edited.

**SLATS MPO Public Comments
Driving Concerns**

- New roadway connection needed
- Travel speeds are too fast
- Too many access points along road
- Truck/Freight
- Safety concern
- Other
- + SLATS MPO Planning Area
- City Limits
- Major Highways
- Highways
- Major Roads
- Streets



Service Layer Credits: Copyright:(c) 2014 Esri



  **Driving Marker Open-Ended Comments** (page 1 of 3)

ID	Concern	Open-Ended Comment
1	Safety concern	please add roundabout
2	Truck/Freight	There are way too many trucks on Hwy 81 traversing through Beloit's Residential neighborhoods. WI State Hwy 81 needs to be relocated; These trucks cause congestion and speeds on Milwaukee Rd. from Lee Lane to the White Ave./Milwaukee Rd. are excessive.
3	Travel speeds are too fast	Drivers speed down road like there's no tomorrow
4	Travel speeds are too fast	Very loud to live on this street with all the road noise
5	Other	Hard to gauge oncoming traffic when making a left here
6	Travel speeds are too fast	Cars go pretty fast in this stretch
7	Travel speeds are too fast	Lots of speeding cars, right between a park and school
8	Travel speeds are too fast	Cars go fast here
9	Safety concern	Hard to tell if right turners are supposed to stop or not. I think this intersection might be too wide
11	Travel speeds are too fast	Fast speeds make it hard to turn in or out of the driveway
12	Travel speeds are too fast	Broad street is just too broad. Cars fly down it.
15	Other	Unnecessary traffic signal. Please consider stop signs or, better yet, a roundabout to slow traffic and to keep it moving.

  **Driving Marker Open-Ended Comments** (page 2 of 3)

ID	Concern	Open-Ended Comment
18	Travel speeds are too fast	This short stretch of highway from White Ave to Public St is turned into an impromptu racetrack for some.
19	Truck/Freight	The fact that truck routes run through the downtown core prevent and hamper us as a city from creatively programming our downtown.
21	Travel speeds are too fast	The stretch of Shopiere south of the interstate to Cranston is treated poorly by drivers as they usually disobey posted speeds.
22	Too many access points along road	There is a large amount of cross-highway traffic accessing the fast food restaurants and other commercial businesses at this spot.
23	New roadway connection needed	This stretch of White would be ideal for a larger boulevard similar to Riverside Dr.
24	Safety concern	This is becoming a more heavily trafficked intersection and could utilize some improvements.
25	Safety concern	Improved signage at this intersection as it is a bit of a blind turn due to road slope.
26	Other	This intersection should be redesign to improve flow.
27	Other	Lane markings are very confusing through this stretch of road.
28	Safety concern	Road here is so wide with relatively little traffic that's it confusing for some drivers - I've seen multiple drivers on the wrong side of the road in this stretch here.
29	Other	A roundabout here could be nice
30	Travel speeds are too fast	People race across the bridge here

  **Driving Marker Open-Ended Comments** (page 3 of 3)

ID	Concern	Open-Ended Comment
31	Travel speeds are too fast	Cars are really loud, making this stretch of the park not very pleasant to walk on
32	Travel speeds are too fast	Drivers like to go fast down Harrison
33	Travel speeds are too fast	Too much traffic noise downtown makes it kind of unpleasant to be there
34	Travel speeds are too fast	Seems like cars go way to fast rrough this interseciton, making it hard for other road users
35	Travel speeds are too fast	Keep the kids safe by reducing driving speeds during school dropoff/pickup hours.
38	Safety concern	The need for a dedicated turn signal on Broad Street for those turning north onto Pleasant Street is crucial. Blind spots are abundant here for those making a turn.
39	Safety concern	Lack of pavement markings allows drivers to create multiple lanes of traffic



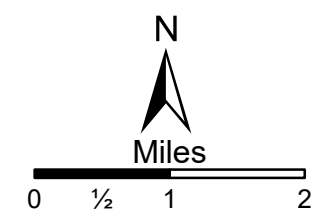
Bicycling Markers (76)

The following pages display the location of the markers placed on the map to identify issues, concerns, or potential projects. Each marker is color coded to correspond to a general issue/category (selected from a dropdown menu).

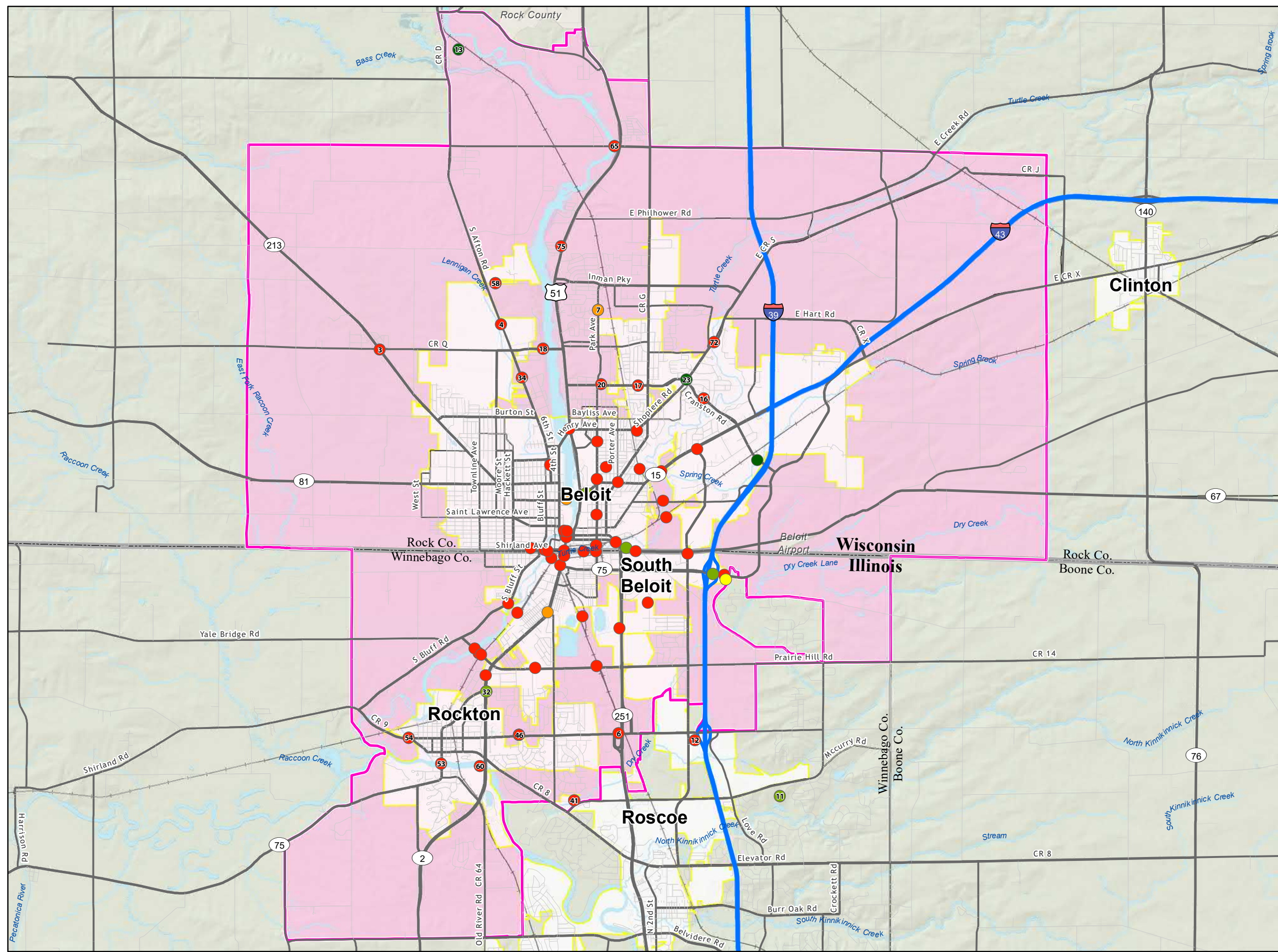
Each marker also includes a number. If the participant provided additional comments, which was optional, the comments are available in tables that follow the map. Please note that responses have not been edited.

**SLATS MPO Public Comments
Bicycle Concerns**

- Improve/Extend a bike trail or on-street lane
- Address a safety issue (describe)
- Add bike rack parking
- Terrain makes it difficult to bike
- Other
- SLATS MPO Planning Area
- City Limits
- Major Highways
- Highways
- Major Roads
- Streets

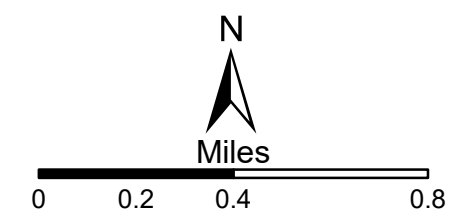


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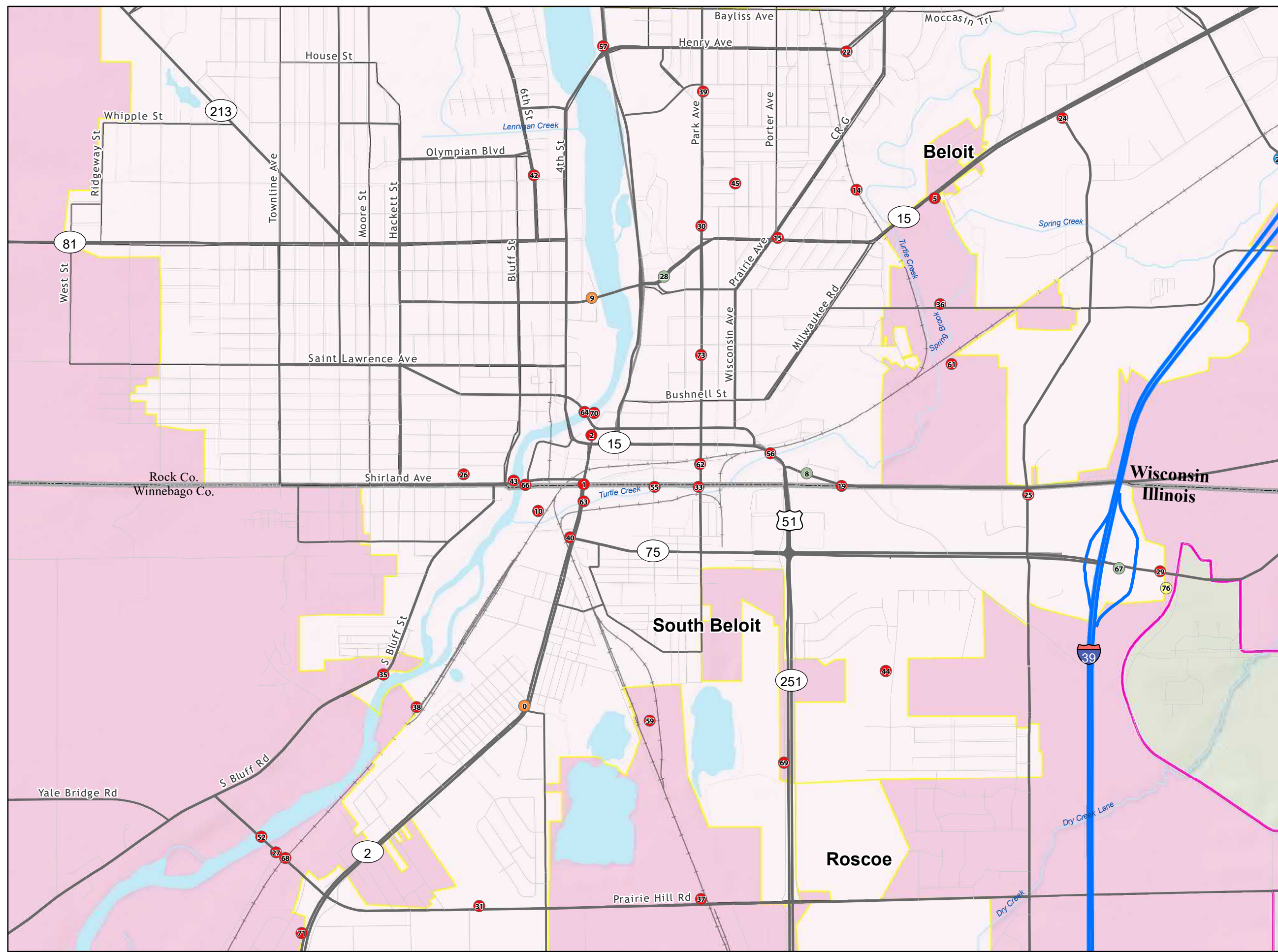


**SLATS MPO Public Comments
Bicycle Concerns
(Downtown Beloit)**

- Improve/Extend a bike trail or on-street lane
- Address a safety issue (describe)
- Add bike rack parking
- Terrain makes it difficult to bike
- Other
- SLATS MPO Planning Area
- City Limits
- Major Highways
- Highways
- Major Roads
- Local Streets



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Bicycle Marker Open-Ended Comments (page 1 of 5)

ID	Concern	Open-Ended Comment
3	Improve/Extend a bike trail or on-street lane	Reduce speed to 45 mph and add bike lanes Newark to Burton, both directions
4	Improve/Extend a bike trail or on-street lane	Complete link for Peace Trail off road path from Big Hill Park into City of Beloit
5	Improve/Extend a bike trail or on-street lane	Connect a bike trail along Milwaukee Rd from White Ave to Fruzen Middle School
6	Improve/Extend a bike trail or on-street lane	Connect Rockton Rd bike path to Stone Bridge Trail
7	Address a safety issue (describe)	Park Ave from Inman to Elmwood needs offroad path or bike lanes on road
8	Terrain makes it difficult to bike	Manchester St is in such disrepair that potholes make cycling dangerous
9	Address a safety issue (describe)	Have street sweeper in Beloit more frequently clean existing bike lanes in Beloit
10	Improve/Extend a bike trail or on-street lane	Connect bike path behind new stadium in Beloit to Nature at the Confluence in South Beloit
11	Terrain makes it difficult to bike	Narrow road, limited road shoulder, high traffic area. kids and adults use the Ledges Pool and Golf Course
12	Improve/Extend a bike trail or on-street lane	Bike path ends by Walmart. Needs to at least connect to the Stone Bridge Trail. Also should extend to NorthPointe Health & Wellness Campus 5605 E. Rockton Road. Roscoe
13	Other	Pursue any opportunities to extend Peace Trail for multimodal connection between Janesville and Beloit
19	Improve/Extend a bike trail or on-street lane	Stateline Road is very narrow for cyclists and full of potholes for vehicular traffic



Bicycle Marker Open-Ended Comments (page 2 of 5)

ID	Concern	Open-Ended Comment
21	Other	Street Sweeper needs to keep bike lanes clear of debris more frequently on Cranston Rd. to Gateway Blvd.
22	Improve/Extend a bike trail or on-street lane	Put a bike lane on Shopiere Rd Cranston Rd.
23	Other	Do a Road Diet on Shopiere Rd. (from 4 lanes to 2 lanes) up to where the bike lane starts on Shopiere.
24	Improve/Extend a bike trail or on-street lane	Willowbrook Rd. needs a Road Diet to go from 3 lanes to 2 lanes with a bike lane on each side of the Rd.
25	Improve/Extend a bike trail or on-street lane	Willowbrook needs a Road Diet with bike lanes on both sides of the Road all the way south to Mc Curry Rd.
26	Improve/Extend a bike trail or on-street lane	Shirland needs a Road Diet to go from 3 lanes to 2 lanes with bike lanes on both sides of the Road
27	Improve/Extend a bike trail or on-street lane	Major employer (Chemtool) with no good way to bike there
28	Terrain makes it difficult to bike	Lots of debris in the bike lanes here
29	Improve/Extend a bike trail or on-street lane	A way to bike to the van galder bus stop could be nice to access transportation outside the region
30	Improve/Extend a bike trail or on-street lane	Good bike lanes along park avenue could be nice, it seems like this road is a lot wider than it needs to be
31	Improve/Extend a bike trail or on-street lane	Bike path should be extended west to end of prairie hill road
32	Terrain makes it difficult to bike	Should be a way to cross IL-251 on a bike here to connect neighborhoods to downtown rockton



Bicycle Marker Open-Ended Comments (page 3 of 5)

ID	Concern	Open-Ended Comment
33	Improve/Extend a bike trail or on-street lane	This could be a good north/south route to connect wisconsin and illinois
34	Improve/Extend a bike trail or on-street lane	No good route from here to big hill
35	Improve/Extend a bike trail or on-street lane	Create bike path on W side of the rock river to go north and south
36	Improve/Extend a bike trail or on-street lane	Could be nice to have bike facilities along colely to get city offices in this area
37	Improve/Extend a bike trail or on-street lane	Extend stone bridge trail to south beloit city park
38	Improve/Extend a bike trail or on-street lane	Bike trail from Beloit to Rockton along the rail corridor
41	Improve/Extend a bike trail or on-street lane	Connect Kelley Meyers park NE to stone bridge trail
43	Improve/Extend a bike trail or on-street lane	A bike lane across river on Shirland Avenue would be nice
44	Improve/Extend a bike trail or on-street lane	Bike path to connect neighborhoods
45	Improve/Extend a bike trail or on-street lane	Bike lanes on wisconsin
46	Improve/Extend a bike trail or on-street lane	Rockton Road bike lanes would be nice to connect stone bridge to downtown rockton
47	Improve/Extend a bike trail or on-street lane	Rockton Road bike lanes would be nice to connect stone bridge to downtown rockton



Bicycle Marker Open-Ended Comments (page 4 of 5)

ID	Concern	Open-Ended Comment
48	Improve/Extend a bike trail or on-street lane	Rockton Road bike side path would be nice to connect stone bridge to downtown rockton
49	Improve/Extend a bike trail or on-street lane	Rockton Road bike side path would be nice to connect stone bridge to downtown rockton
50	Improve/Extend a bike trail or on-street lane	Rockton Road bike side path would be nice to connect stone bridge to downtown rockton
51	Improve/Extend a bike trail or on-street lane	Rockton Road bike side path would be nice to connect stone bridge to downtown rockton
52	Improve/Extend a bike trail or on-street lane	Add bike/pedestrian access when this bridge is replaced
53	Improve/Extend a bike trail or on-street lane	Add bike/pedestrian access when the bridge is replaced
54	Improve/Extend a bike trail or on-street lane	Add bike/pedestrian access when the bridge is repalced
55	Improve/Extend a bike trail or on-street lane	There's been talk about repairing this bridge for bikes for years - Would be nice if it could happen
56	Improve/Extend a bike trail or on-street lane	Bike/pedestrian access when the bridge is rebuilt
57	Improve/Extend a bike trail or on-street lane	Extend bike trial north along highway 51 to janesville
58	Improve/Extend a bike trail or on-street lane	Bike trail along this road to big hill park trail
59	Improve/Extend a bike trail or on-street lane	Connect south beloit city park to the bike network



Bicycle Marker Open-Ended Comments (page 5 of 5)

ID	Concern	Open-Ended Comment
60	Improve/Extend a bike trail or on-street lane	Bike/pedestrian bridge over rock river to the sports complex
61	Improve/Extend a bike trail or on-street lane	There needs to be bike lanes in the College Park neighborhood and a traffic light on the corner of Park and Bushnell
62	Improve/Extend a bike trail or on-street lane	The pathways for cyclists to travel from South Beloit into Beloit near and around downtown Beloit are dangerous and need signage and lanes.
63	Improve/Extend a bike trail or on-street lane	This is a dangerous narrow area for bicyclists and needs a lane, pathway or signage in both directions between Beloit and South Beloit
64	Improve/Extend a bike trail or on-street lane	Add bike lanes to bridge across rock river
65	Improve/Extend a bike trail or on-street lane	Add bike path over rock river as part of next bridge rebuild
66	Improve/Extend a bike trail or on-street lane	Extend riverside bike trail further south along the rock river - Would be great if this could connect with the trail in Rockford
67	Terrain makes it difficult to bike	Add bike lanes over I-90 to get to Van Galder Stop
68	Improve/Extend a bike trail or on-street lane	Add bike lanes/side path under the railway bridge
69	Improve/Extend a bike trail or on-street lane	A bike path along 251 could be a good asset to a network that extends south.
70	Improve/Extend a bike trail or on-street lane	Extend the riverwalk south through downtown
71	Improve/Extend a bike trail or on-street lane	Add bike sidepath along 2



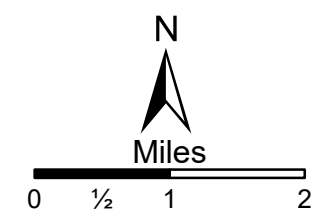
Walking Markers (44)

The following pages display the location of the markers placed on the map to identify issues, concerns, or potential projects. Each marker is color coded to correspond to a general issue/category (selected from a dropdown menu).

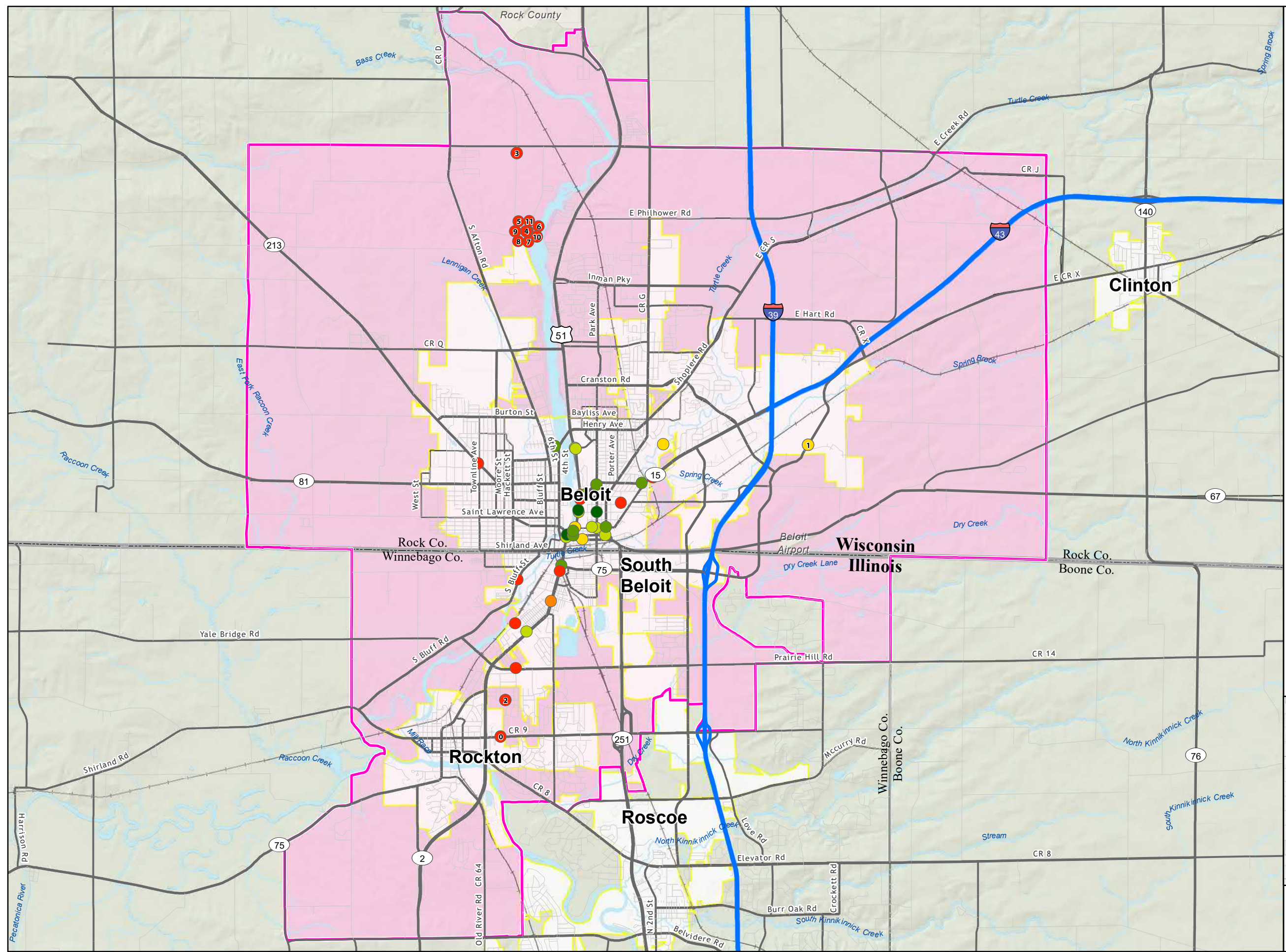
Each marker also includes a number. If the participant provided additional comments, which was optional, the comments are available in tables that follow the map. Please note that responses have not been edited.

**SLATS MPO Public Comments
Pedestrian Concerns**

- Extend or add sidewalk
- Improve existing sidewalk
- Terrain makes walking difficult
- Address safety issue
- Provide more time to cross street
- Other
- SLATS MPO Planning Area
- City Limits
- Major Highways
- Highways
- Major Roads
- Streets

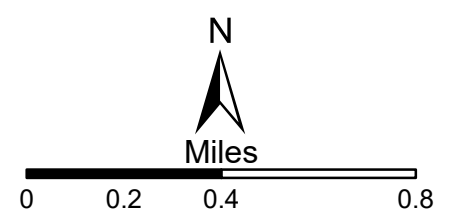


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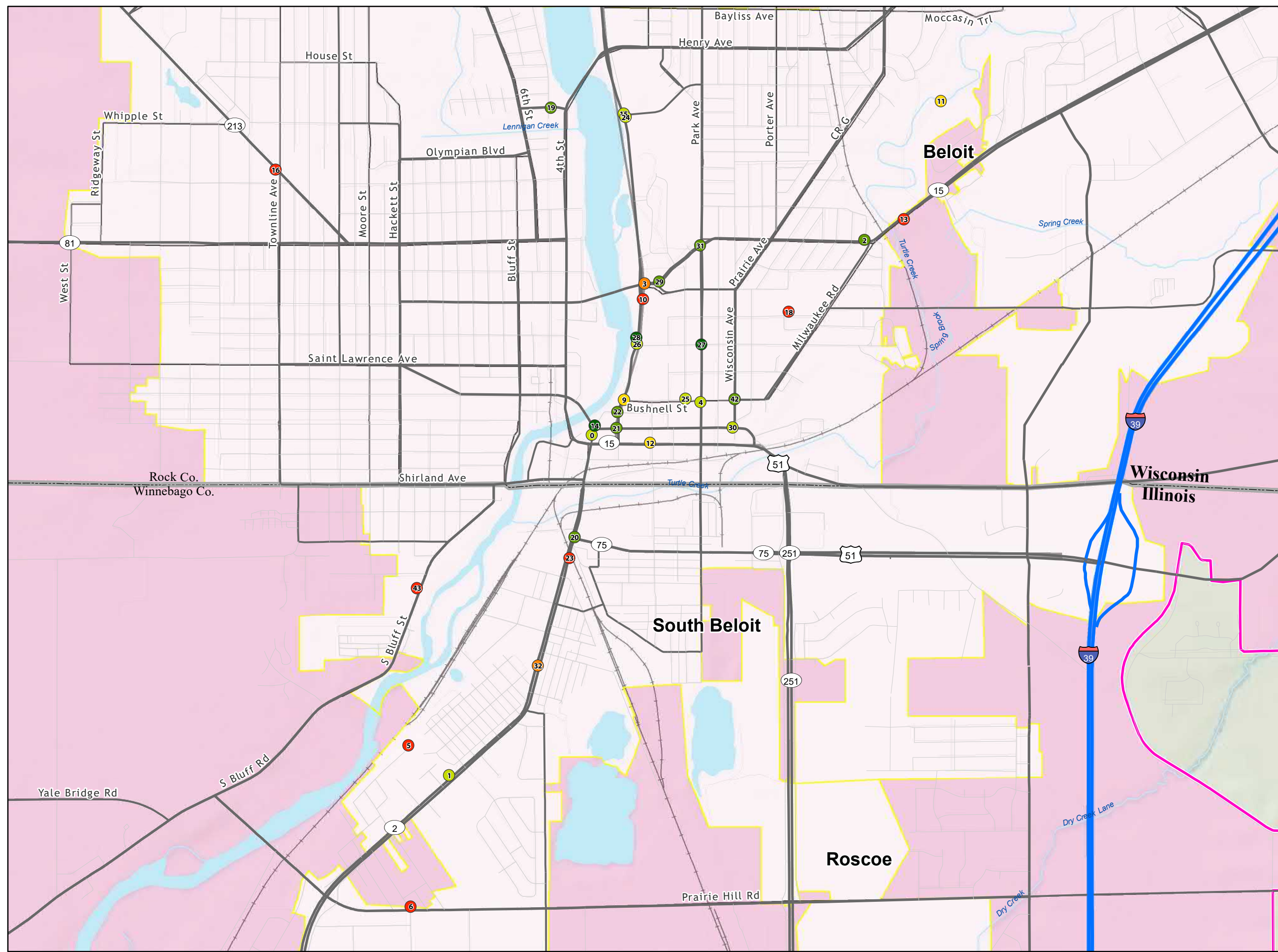


**SLATS MPO Public Comments
Pedestrian Concerns
(Downtown)**

- Extend or add sidewalk
- Improve existing sidewalk
- Terrain makes walking difficult
- Address safety issue
- Provide more time to cross street
- Other
- + SLATS MPO Planning Area
- City Limits
- Major Highways
- Highways
- Major Roads
- Streets



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Walking Marker Open-Ended Comments (page 1 of 4)

ID	Concern	Open-Ended Comment
0	Address safety issue	Restrict and enforce NO BICYCLES on downtown Beloit sidewalks...danger to pedestrians
1	Address safety issue	No sidewalks in this area of 251 - I see kids walking to school right next to traffic going 50+mph
2	Provide more time to cross street	Crosswalk was removed here when they repaved the road
3	Improve existing sidewalk	Missing a pedestrian signal on east side
4	Address safety issue	Hard to cross the street here - crosswalk is faded, and cars don't stop, despite this being right between a part and a school
5	Extend or add sidewalk	Could add sidewalk through american legion park to connect neighborhoods
6	Extend or add sidewalk	No sidewalk on N side of prairie hill road right next to school
7	Extend or add sidewalk	limited sidewalks in vicinity of school
8	Terrain makes walking difficult	Hard to cross the street to get to the park on the other side
9	Terrain makes walking difficult	Would be nice to have a way to cross the street on foot here instead of having to walk down to the traffic light
10	Extend or add sidewalk	No Sidewalk on east side of street
11	Terrain makes walking difficult	A pedestrian bridge over some part of the turtle creek here could be nice for recreation



Walking Marker Open-Ended Comments (page 2 of 4)

ID	Concern	Open-Ended Comment
12	Terrain makes walking difficult	Wide street is hard to cross safely
13	Extend or add sidewalk	No sidewalk on east side of Milwaukee
14	Other	Traffic signals do not seem coordinated or in sync to allow pedestrians to cross when pressing the indicator button.
15	Address safety issue	This is an unsafe location for pedestrians to navigate across the highway.
19	Provide more time to cross street	Improve crossing for pedestrians/bicyclists
20	Provide more time to cross street	Need crossing improvements for pedestrians at this intersection
21	Provide more time to cross street	Automatically turn on crosswalk signals for pedestrians without having to hit a button city-wide
22	Provide more time to cross street	Start walk signal a couple of seconds before cars downtown like they do it bigger cities
24	Address safety issue	Cars don't stop very often for pedestrians here, need better traffic control or slower speeds to allow pedestrians to cross more easily.
25	Address safety issue	Plow sidewalks please
26	Address safety issue	Very hard to cross the street here as a pedestrian! Please add crosswalk
27	Other	Please paint the crosswalks across park ave more often - Paint has worn off



Walking Marker Open-Ended Comments (page 3 of 4)

ID	Concern	Open-Ended Comment
28	Other	Adding trees near this stretch of the riverwalk would make walking/biking more pleasant.
29	Provide more time to cross street	Add a cross-walk here to get to water tower park!
30	Address safety issue	Make it easier for pedestrians to cross the street here please
31	Provide more time to cross street	Seems like this is a hard intersection to cross on foot
32	Improve existing sidewalk	Improve the existing crosswalk for kids, currently there's no flashing lights here, just the signs
33	Extend or add sidewalk	Small gap in peace trail here - not the highest priority, but would be nice if it were connected
34	Extend or add sidewalk	Connect peace trail gap
35	Extend or add sidewalk	Connect peace trail gap
36	Extend or add sidewalk	Connect peace trail gap
37	Extend or add sidewalk	Connect peace trail gap
38	Extend or add sidewalk	Connect peace trail gap
39	Extend or add sidewalk	Connect peace trail gap



Walking Marker Open-Ended Comments (page 4 of 4)

ID	Concern	Open-Ended Comment
40	Extend or add sidewalk	Connect peace trail gap
41	Extend or add sidewalk	Connect peace trail gap
42	Provide more time to cross street	hard to cross on foot here with all the traffic
43	Extend or add sidewalk	Fix the sidewalk gap so kids can walk to school along bluff



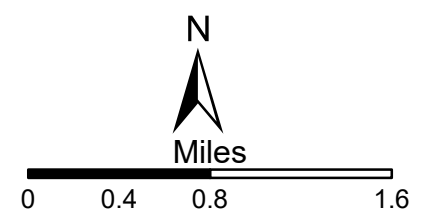
Public Transportation Markers (27)

The following pages display the location of the markers placed on the map to identify issues, concerns, or potential projects. Each marker is color coded to correspond to a general issue/category (selected from a dropdown menu).

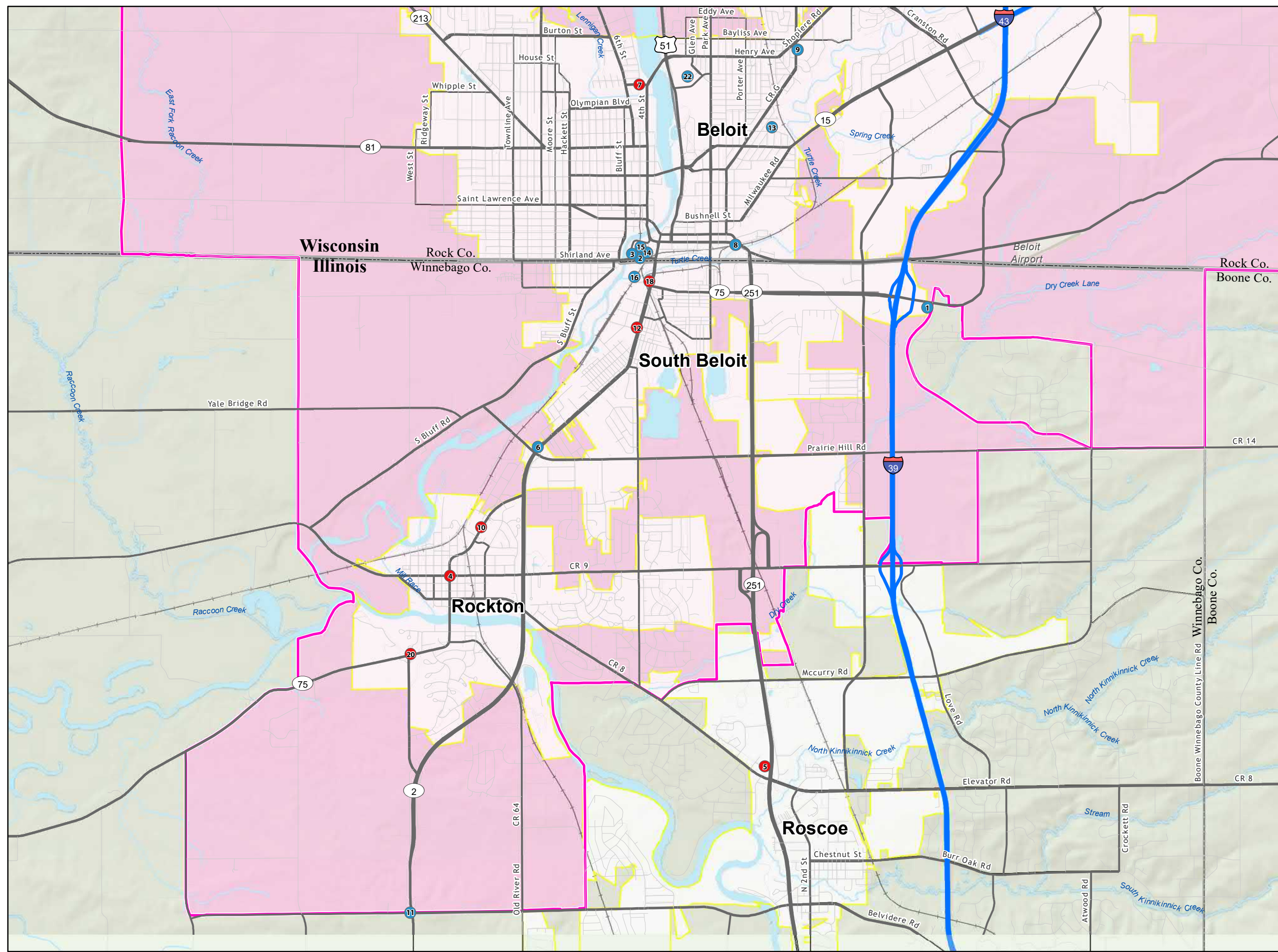
Each marker also includes a number. If the participant provided additional comments, which was optional, the comments are available in tables that follow the map. Please note that responses have not been edited.

**SLATS MPO Public Comments
Public Transportation
Concerns**

- Add bus stop here
- Other
- + SLATS MPO Planning Area
- City Limits
- Major Highways
- Highways
- Major Roads
- Streets



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Public Transportation Marker Open-Ended Comments (page 1 of 2)

ID	Concern	Open-Ended Comment
0	Other	There is no transit transportation system in Edgerton. Edgerton needs public transportation for individuals that don't have access to transportation to get to things like jobs, appointments, groceries, etc.
1	Other	Bus times could better match Van Galder service to provide connectivity outside of the region
2	Other	Bus stop is just a tad bit too far outside of downtown
3	Other	Partner with the snappers to run bus routes after home games to reduce the amount of drunk driving after the game.
4	Add bus stop here	Consider service between beloit and Rockton
5	Add bus stop here	Bus service along 251 south to rockford
6	Other	Bus service along 2 south to rockford
7	Add bus stop here	With the construction of the new Boys & Girls Club, as well as the location of the Kolak Education Center; a bus stop is necessary here.
8	Other	The utilization of local rail for an intra-city streetcar, etc. would add significant character to the region.
9	Other	Increase bus service frequencies city-wide
10	Add bus stop here	Major employer, would be good to have access for jobs for folks from Beloit without a car
11	Other	Add bus route (similar to beloit-janesville express) that connects down IL-2 to downtown rockford

Public Transportation Marker Open-Ended Comments (page 2 of 2)

ID	Concern	Open-Ended Comment
12	Add bus stop here	Could be a good stop on a route that goes through south beloit with the businesses and services (post office, library) located in the vicinity
13	Other	Provide evening bus routes to place like piggly wiggly
14	Other	Add a monthly bus pass option for frequent users - currently it's a regressive system for those with less
15	Other	Transportation is a basic need for people in Beloit - bus service should be free like our public parking is
16	Other	Connect and re-introduce trolley to Rockford trolley used by the park district as a viable transportation option.
17	Add bus stop here	Connect to rockford with a bus service from beloit
18	Add bus stop here	Bus stop near nature at the confluence
22	Other	monthly or annual bus pass option



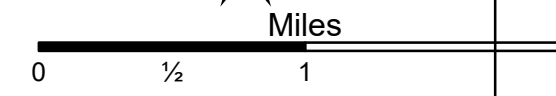
Other Markers (19)

The following pages display the location of the markers placed on the map to identify issues, concerns, or potential projects. Each marker is color coded to correspond to a general issue/category (selected from a dropdown menu).

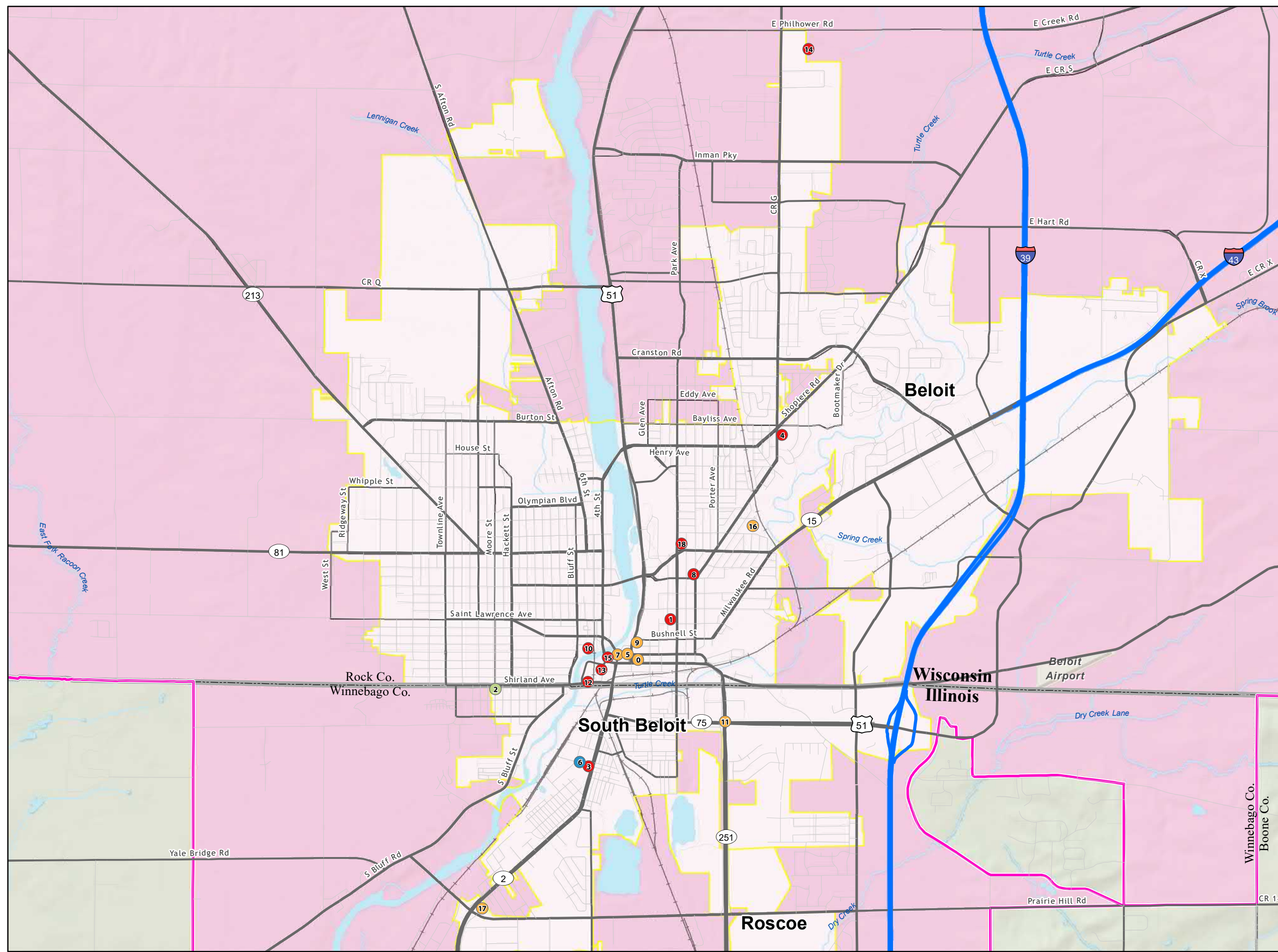
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**SLATS MPO Public Comments
Other Concerns**

- Land use/Development related issue
- Economic development opportunity
- Transportation related issue (not previously covered by other options)
- Other
- SLATS MPO Planning Area
- City Limits
- Major Highways
- Highways
- Major Roads
- Streets



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Other Marker Open-Ended Comments (page 1 of 2)

ID	Concern	Open-Ended Comment
0	Economic development opportunity	Underutilized Parking
1	Land use/Development related issue	Plan and implement ideas that will encourage and enable people to ride bicycles or walk, rather than rely solely on motor vehicles
2	Transportation related issue (not previously covered by other options)	Streets seem a lot wider and more expensive to build/maintain here than they need to
3	Land use/Development related issue	Parking seems excessive, land would be better used for more businesses
4	Land use/Development related issue	Seems like this huge parking lot is never even half full
5	Economic development opportunity	Try having more events where the streets are closed off to bring people to this area.
6	Other	Road seems to be excessively wide - isn't this more costly too build and maintain?
7	Economic development opportunity	Charge for parking to increase city revenue and increase turnover of parking spots
8	Land use/Development related issue	Parking lot could be turned into more productive development
9	Economic development opportunity	Empty lot
10	Land use/Development related issue	Great location that's just a parking lot
11	Economic development opportunity	This intersection should be a focus for both Beloit and South Beloit to improve creating a stronger sense of place via signage, etc. to let people know you have finally arrived to the region.



Other Marker Open-Ended Comments (page 2 of 2)

ID	Concern	Open-Ended Comment
12	Land use/Development related issue	Signage for parking throughout Beloit is vitally important especially as things continue to grow (i.e. ABC Supply Stadium).
13	Land use/Development related issue	Lots of space taken up by parking lots, could be put to better use for the city with all the new investment going on in this area.
14	Land use/Development related issue	Implement policies to reduce the amount of sprawl in our region
15	Land use/Development related issue	Encourage policies that revitalize existing housing stock while providing affordable housing for non-traditional households
16	Economic development opportunity	Underutilized old school, would love to see kids back inside!
17	Economic development opportunity	Vacant property
18	Land use/Development related issue	Former grocery store, now vacant. It was a good, walkable source of fresh food in this community.

Stakeholder Interview Summaries



2045 Long Range Transportation Plan Update

Stakeholder Interviews Summary

May 2021

AECOM

Overview

- A series of stakeholder interviews were conducted virtually (via Zoom) with small groups in April 2021.
- Key topics/meetings included:
 - Transportation Safety
 - Regional Mobility
 - Transportation and Healthy Communities
 - Transportation Equity
- Additional outreach efforts, based on the results of the interviews, included the distribution of a streamlined version of the project survey to targeted Spanish-speaking audiences, and a follow up interview with selected stakeholders to address Transportation Equity issues, decision-making, and resource allocation.
- Complete interview summaries are included in an appendix to LRTP.

Invited Stakeholders (page 1 of 2)

NOTE: **Bold** text indicates this individual participated in one or more of the stakeholder meetings.

- **Scot Prindiville, City of Beloit**
- Kevin Bunge, Village of Rockton
- Seth Gronewold, City of South Beloit
- **Duane Jorgenson, Rock County**
- Frank Hodina, Winnebago County
- **Frank McKearn, Town of Beloit**
- **Tom Koprowski, WisDOT SW Region**
- Rob Bates, IDOT District 2
- Dave Bomkamp, Town of Turtle
- Matt Cuyler, Rockton Township
- **Thomas Stigler, Interim Police Chief, City of Beloit**
- Adam Truman, Chief of Police, South Beloit
- Stephen Dickson, Chief of Police, Village of Rockton
- Ron Northrop, Chief of Police, Town of Beloit
- **Randy Wiessinger, WisDOT Bureau of Transportation Safety**
- **Rick Barder, Bicycling Advocate**
- **Carl Lange, Bicycling Advocate**
- **Jeff Johnson, Bicycling Advocate**
- Gus Larson, Beloit Health System, North Pointe SMTD Board Chair
- BACHC, Beloit Area Community Health Center
- **Ann Hankins, Stateline YMCA**
- Jen Hall, GBEDC
- Amy Thurmer, Greater Beloit Chamber
- Stateline Chamber (Rockton/Roscoe/South Beloit)
- Celestino Ruffini, Visit Beloit
- Dan Schooff, Chief of Staff and Secretary of the College, Beloit College
- **Teri Downing, BTS**
- Sharon Hecox, SMTD
- **Rebecca Smith, JTS**
- **Michael Stubbe, RMTD**
- Jennifer McIlhone, Rock County Mobility Manager

Invited Stakeholders (page 2 of 2)

NOTE: **Bold** text indicates this individual participated in one or more of the stakeholder meetings.

- Sydney Turner, R1PC
- **Alexander Brown, Janesville MPO**
- **Joe Rose, Town of Beloit**
- Erick Williams, Community Action
- Mark Perry, Community Action
- Cecilia Ramirez, Latino Service Providers Coalition
- Debbie Krause, Grinnell Hall Senior Center
- Leeanna Schultz, Stateline Literacy Council
- Joy Bosco, Neighborworks Blackhawk Region
- **Andre Sayles, City of Beloit Police**
- **Rosamaria Laursen, Biliteracy Instructional**
- **Brenda Plakans, Welty Environmental Center**
- **Therese Oldenberg, Nature at the Confluence**
- **Kerry Leigh, Executive Director for Land Institute in Rockford, IL**
- **Anthony Bosco, Director of Instructional Leadership & Equity**
- Ryan Greendeer, Ho-Chunk
- Cindy Laube, Beloit ESFL Coordinator
- **John Pfleiderer, Executive Director of Family Services**
- **Rosamaria Laursen, Biliteracy Coordinator Beloit School District**
- **Mark Rand, CEO Stateline Boys and Girls Club**

Transportation Issues Facing Minority and Low-Income Populations

- Taking transit requires more time than driving so often users choose to drive (“not a benefit”)
- Traffic safety around school zones is an issue – speeding in school zones
- Limited sidewalk availability – gaps, only on one side of the street, etc. (a lot of little things add up)
- Existing transit hours of operation aren’t sufficient to get people to and from jobs
- Lack of bike/ped bridges over the Rock River and Turtle Creek to connect east and west side neighborhoods
- Obstacles to using transit and biking include materials/information being in English and not Spanish – graphics are easier to use vs heavy text documents.

Key Destinations Lacking Transit Access

- Health care provider locations (Beloit Clinic, Community Health Center at Eclipse)
- Merrill Community Center
- Beloit Public Library
- Boys and Girls Club
- Industrial parks (Gateway)
- Downtown and riverfront – consider it “center of town” for everyone

Ways to Improve Community Health

- Accessibility to parks by bike/ped
- Connectivity between the communities
- Equity and access to recreational facilities
- Safe routes to school
 - many schools don't have good, safe access so that students can walk to and from school
 - many are driven/dropped off due to barriers (busy intersections, etc.)
- Expanding bike path along Rock River to Big Hill Park
- Offer transit to Big Hill Park on weekends
- Support more road diets across the region
- Peace Trail connection between Big Hill Park to City of Beloit

Desired Transit Improvements

- Funding public transit at regional level – no regional funding opportunities in WI
- Rockford, Janesville, Beloit function as one region – people live and work within the area and across the Stateline – regional transportation access is key/important
- Coordinate transit hours of operation, convenient transfers between services, consistent fare structures/payments. Access within the region is lengthy and involves switching between transit systems/providers
- Align transit hours of operation with needs of shift workers
- Support land use planning improvements: encourage new development to take place in areas served by transit
- Improve transit access to Gateway area; Rock County Center/ Social services/County Courthouse in Janesville; airport
- Work with large employers to create public/private partnership to provide improved transit service to newer developments
- Create a regional transit website for trip planning, information, purchase passes online, real time bus information
- Allow bikes on buses and/or bike lockers/storage/racks

Areas for Roadway Safety Improvements

- Milwaukee Rd (SH 81) & White Avenue
- Cranston Road near Collingswood Dr
- Henry Ave & Tremont Dr
- CTH D (S Afton Rd) high speeds heading toward Afton, north of Newark Rd
- Driving under the influence is a problem in area
- Speed/reckless driving

Areas for Bicycle and Pedestrian Improvements

- Cranston Rd (bike)
- Henry Ave (bike)
- Milwaukee Road and White Ave (bike)
- Rockton Road connection to Stone Bridge Trail
- New Casino – increased bike/ped traffic to and from, also potential for motorist conflicts with bike system users
- Program to increase rates of motorists yielding to pedestrians/bicycles
- Safe Routes to School: Cranston and Prairie Ave (Robinson Elementary); Milwaukee Rd/Oakwood Ave and Colley Road (Todd Elementary); Milwaukee Road (Fruzen Intermediate); Madison Road NB sidewalks aren't continuous to get to the intermediate schools
- Fill in gaps of existing trail network to get more bike/ped off streets
- Support and create bike and ped infrastructure to support more bike/ped activity
- Bike signage (path to Big Hill park)
- Town Hall Road in Town of Turtle/City of Beloit – add sidewalks – many walkers

Public Review and Open House Notice

**STATELINE AREA
TRANSPORTATION STUDY NOTICE**

The Stateline Area Transportation Study (SLATS), the designated Metropolitan Planning Organization (MPO), for the Beloit (WI-IL) Urbanized Area has scheduled a 30-day public review period on the draft SLATS 2045 Long Range Transportation Plan (LRTP), draft 2022-2025 Transportation Improvement Program (TIP) and amendment to the 2021-2024 TIP to add IH 39-Illinois State Line - Madison Pavement Markings Corridor Wide beginning August 30, 2021. A public open house on these items will be held Tuesday September 14, 2021 from 4-6 PM at the City of Beloit Utilities and Engineering Facility, 2400 Springbrook Court, Beloit, WI. SLATS will review and take action on the LRTP, TIP and TIP amendment at a joint meeting of the SLATS Policy Board and Technical Advisory Committee scheduled on Monday October 4, 2021 at 10 A.M. at the City of Beloit Utilities and Engineering Facility, 2400 Springbrook Court, Beloit, WI. Limited in-person attendance will be available. Persons planning to join this meeting who will need accessibility accommodations should notify the SLATS office at 608-364-6702 / email neet@beloitwi.gov at least five days prior to the meeting so that reasonable accommodations can be made. The meeting agenda includes: Public Participation; Minutes of the meeting from August 16 2021; any TIP Administrative Modification(s); Amendment to the 2021-2024 TIP to add: IH 39-Illinois State Line - Madison Pavement Markings Corridor Wide; Highway Safety Improvement Program (HSIP) and Transit Asset Management (TAM) 2022 Performance Measure Targets; Final 2022-2025 TIP, Public hearing on the SLATS 2045 LRTP; Final SLATS 2045 LRTP; Final 2022 Unified Planning Work Program (UPWP); Agency Reports; other items for discussion or action as necessary; Scheduling of future meetings; Adjournment.

This public notice of public involvement activities and time established for public review and comment on the TIP and LRTP will satisfy the program-of-projects requirements of the Urbanized Area Formula Program.

All documents will be made available for public review on the SLATS website which is linked on the City of Beloit website, www.beloitwi.gov in the Document Center under Stateline Area Transportation Study (SLATS). Questions and comments during the 30-day review period can be directed to the SLATS office at 608-364-6702, or email neet@beloitwi.gov.

Para más información o si usted está interesado en participar en el planeamiento del proceso de transporte en su comunidad y si usted necesita asistencia con el idioma, por favor comuníquese al teléfono 608-364-6690.

Date: August 24, 2021
CITY OF BELOIT, WISCONSIN
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