



# Four C's of Transportation (Cedar Falls Style)

Upper Midwest APA Conference

October 11, 2023

**BUILDING COMMUNITIES FOR ALL**

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# Four C's of Transportation

- Comprehensive
- Cooperative
- Continuing engagement
- Cedar Falls



# Session Learning Objectives

- Addressing common challenges with Complete Streets projects
- Strategies used for public communication and education
- Private investment that has followed the illustrated major public infrastructure investments (Return on Investment)

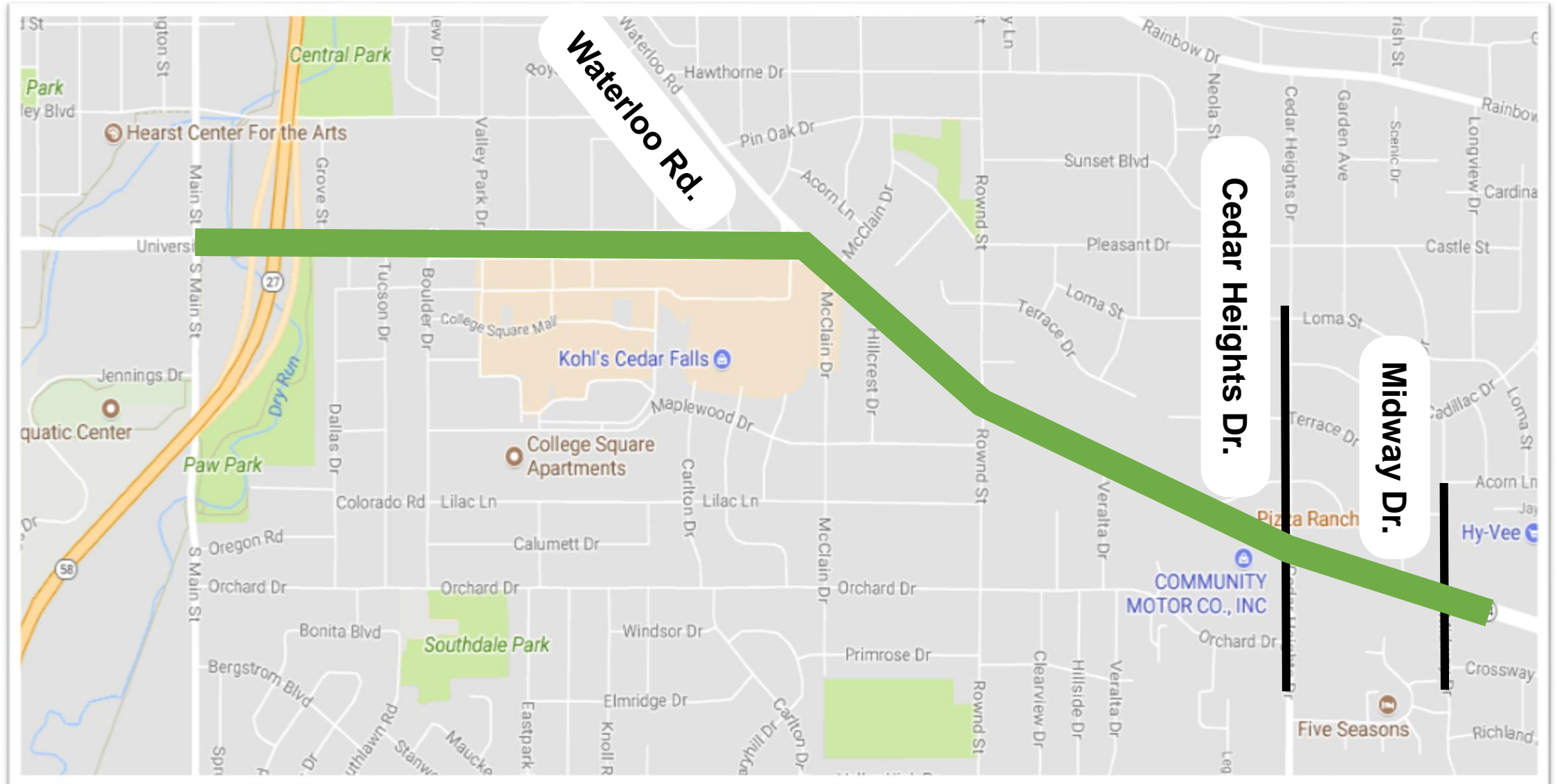


# Cedar Falls Transformative Projects

- University Avenue (2014-2019)
- Highway 58/Viking Road (2015-2021)
- Main Street (2017-2025)



# University Avenue



# University Avenue: Condition



# University Avenue: Process

2014

City takes jurisdiction



Council Priorities



2015

Poor Roadway Condition Necessitates Action



Public Engagement



Concept Development



Design



2016

Construction



# University Avenue: Project Priorities

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





# University Avenue: Preferred Alternative

## Phase 1:



- Road Diet – 6 lanes to 4 lanes
- Roundabouts for safety & efficiency improvements
- Pedestrians:
  - sidewalk & trail throughout
  - 2 midblock crossings, with RRFB
- 6 bus pullouts

## Phase 3:



# University Avenue: Mobility Elements



# University Avenue: Public Engagement & Education

2014

2015

2016

2017

2018

2019

Public Engagement + Design + ROW Acquisition



Public Education



Construction Updates



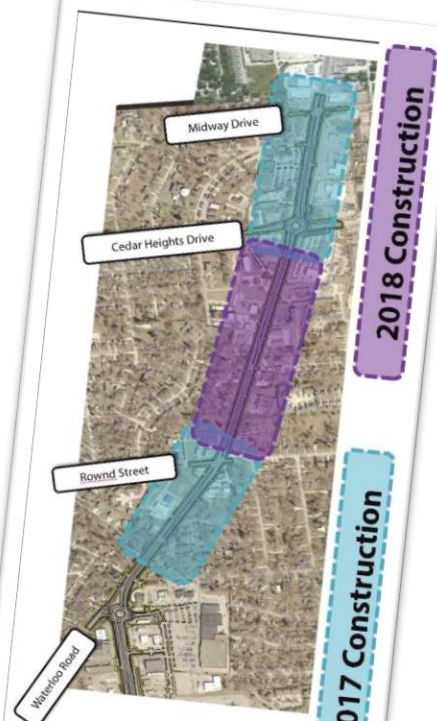
# University Avenue: Construction

- Preconstruction letter
- Preconstruction walkthrough
- Business cards
- Door hangers
- Detour maps
- Corridor maps



For Phase 2 construction-related issues, contact:

**Michael Fahrer**  
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Ph: (319) 243-2704  
UniversityAveProject@cedarfalls.com



**2018 Construction**

**2017 Construction**

**By the numbers:**

- 13.5 acres of roadway, trails, and sidewalks (10 football fields)
- 1.7 miles of storm sewer pipe
- 95 storm sewer structures
- 1.5 miles of water main
- 10+ miles of pavement markings

**University Avenue: Phase 2**

Last year, work occurred between Grove Street and McClain Drive (referred to as Phase 1). Phase 2 of the University Avenue Reconstruction Project kicks off in 2017, stretching from McClain Drive to Midway Drive.

In addition to removing the old road, water mains, storm sewers, and sanitary sewers will be replaced. Two bus stops, trail, sidewalk, and landscaping will also be installed. The Rownd and Midway intersections will have signals and Cedar Heights will be a roundabout. A mid-block pedestrian crossing will be near Goodwill. Construction will span over two years. In areas of active construction, there will be one lane in each direction. During the winter, traffic will be on their respective sides.

**For construction concerns, contact:**  
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**OR**

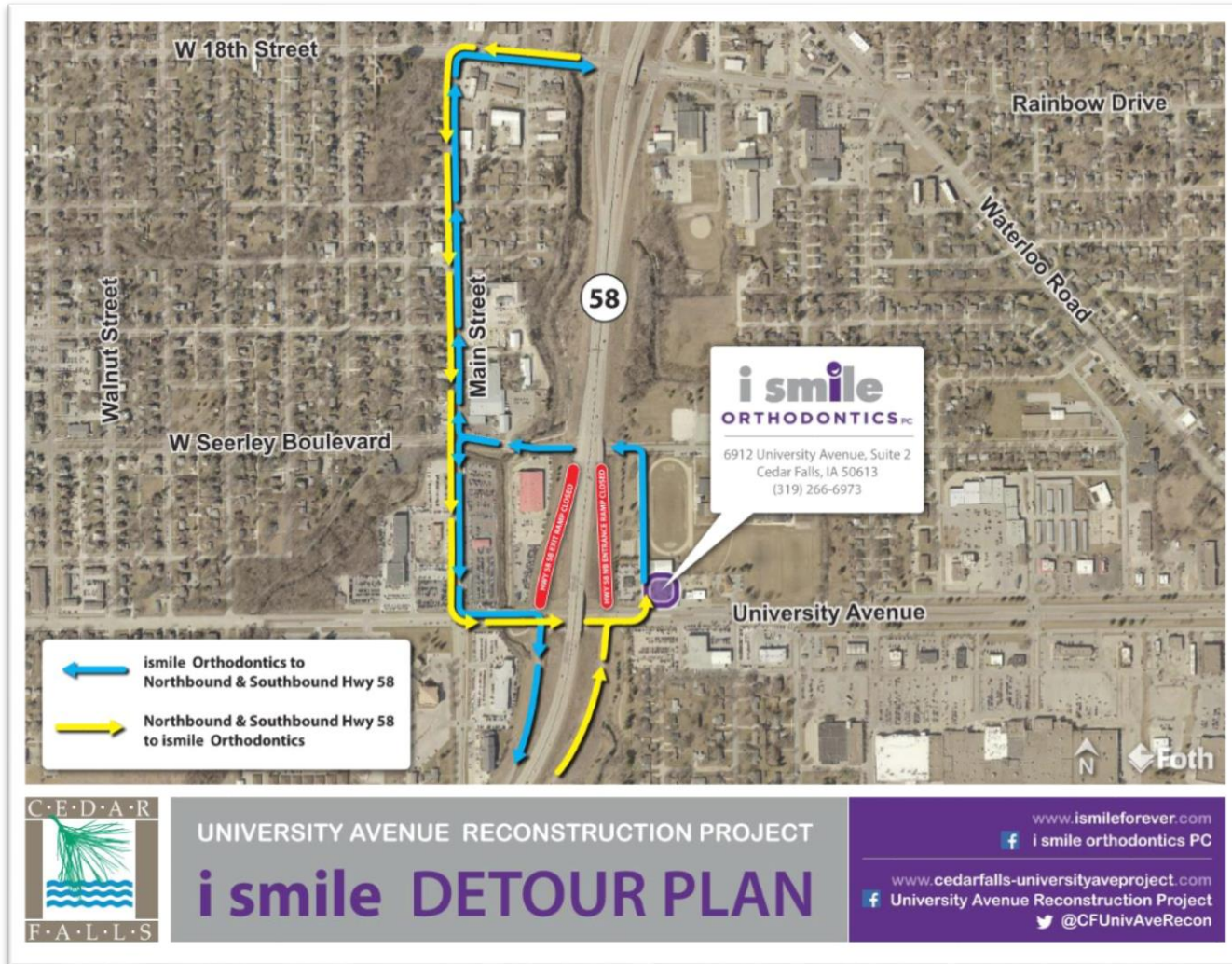
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✉ Sign up for direct e-mail notifications at [www.cedarfalls-universityaveproject.com](http://www.cedarfalls-universityaveproject.com).

🐦 @CFUnivAveRecon  
📘 University Avenue Reconstruction Project



# University Avenue: Construction



UNIVERSITY AVENUE RECONSTRUCTION PROJECT

**i smile DETOUR PLAN**

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# University Avenue: Events



Walkable Roundabout  
at the Cedar Falls  
Library



# University Avenue: Events

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



# University Avenue: Events

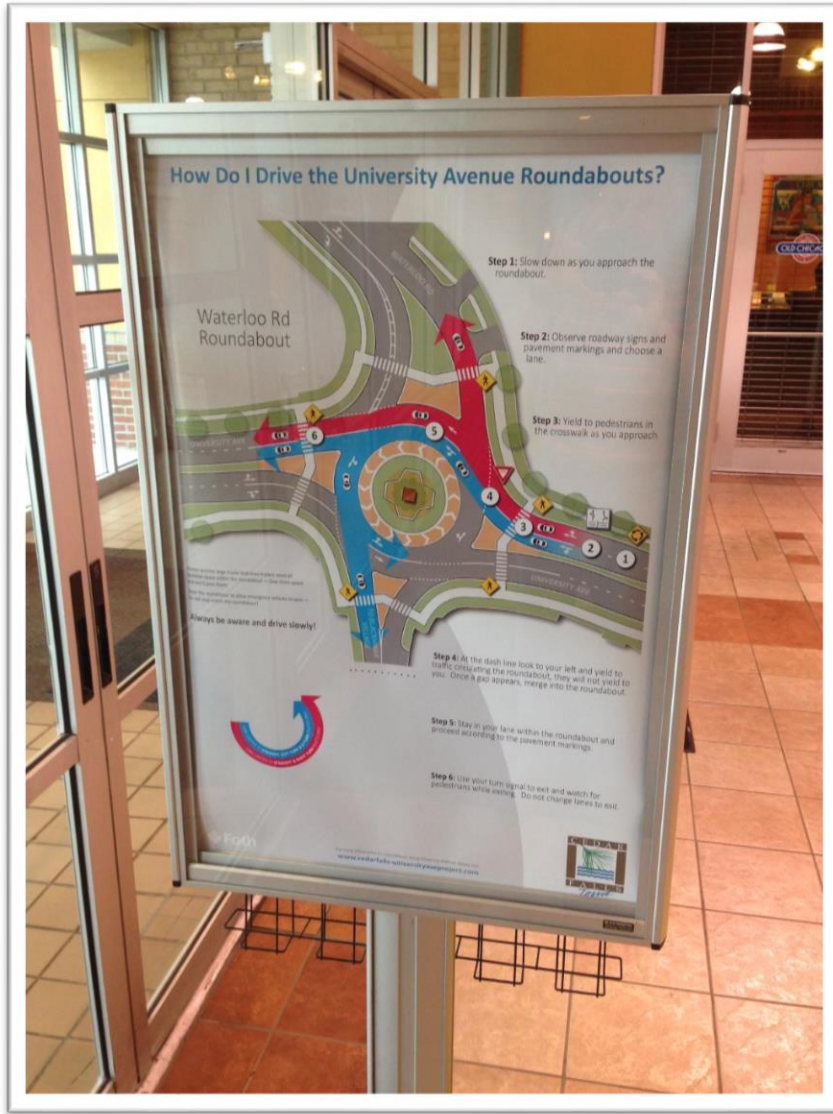


Roundabout Driving  
Event at UNI





# University Avenue: Events



# University Avenue: Transformation

## Comprehensive

- Complete Streets elements
- Emerging approaches
- Road trip to Carmel, IN

## Cooperative

- Multiple entities involved
- City and DOT funding from transfer of jurisdiction
- Property owners and businesses

## Continuing Engagement

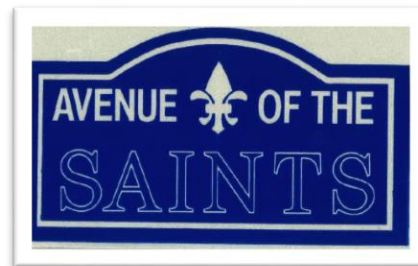
- Public meetings, direct mailers, project website, social media, stakeholder survey
- Press releases, media coverage
- [Bentley Award Video](#)



# Highway 58/Viking Road

## Project History

- At-Grade Intersection (Avenue of the Saints and Local Street)
- 2008 Interchange Study
  - 5th Most Dangerous Intersection in Iowa (between 2008-2017)
    - 163 Crashes: 2 Fatalities; 5 Major Injuries; 17 Minor Injuries
  - Congestion
    - Delays of 60 seconds or more common; through several light cycles
  - Land Use Changes in the Viking Road Corridor
  - 2017 Traffic Projections indicate this intersection will be LOS E/F



# Highway 58/Viking Road



# Highway 58/Viking Road

## Project History

- 2015 Design phase (Pre-design agreement)
  - Corridor Environmental Analysis
  - 8 Alternatives brought forward
- 2016 Comment periods and open houses (all alternates)
- 2018 Construction begins
- 2019 (November) Open to traffic
- 2020 (June) Construction complete



# Highway 58/Viking Road



# Highway 58/Viking Road



# Highway 58/Viking Road

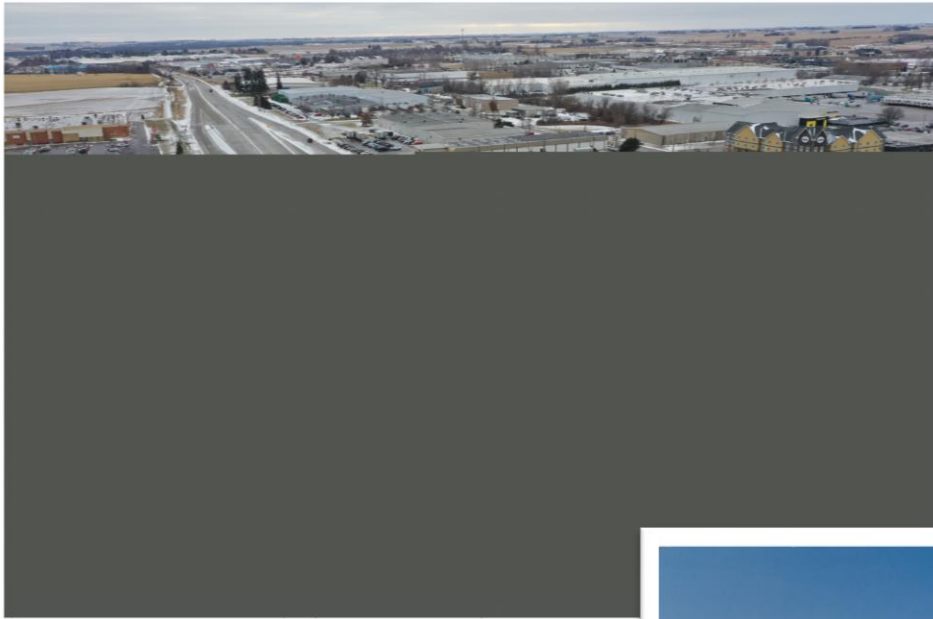
## Project Outcomes

- Alternate: US 27/Highway 58 under Viking Road (same elevation)
- Single-Point Interchange (Compact Interchange Design)
- Unique (at the time) (WDM and CR)
- Construction completed under traffic
- Costs:
  - \$37M
  - 33 impacted properties
  - Property acquisitions: 1 total; 18 partial; 1 permanent easement; 31 temporary easements





# Highway 58/Viking Road



# Highway 58/Viking Road

## Comprehensive

- Consideration of US 27 (Avenue of the Saints), IA 58, and Viking Road
- Accommodate land use changes (current and future)

## Cooperative

- Multiple entities involved (planning, engineering, construction)
- City funding in the project (\$11,245,000)

## Continuing Engagement

- Public input sessions; City newsletter and website; Social media; in-person business contacts



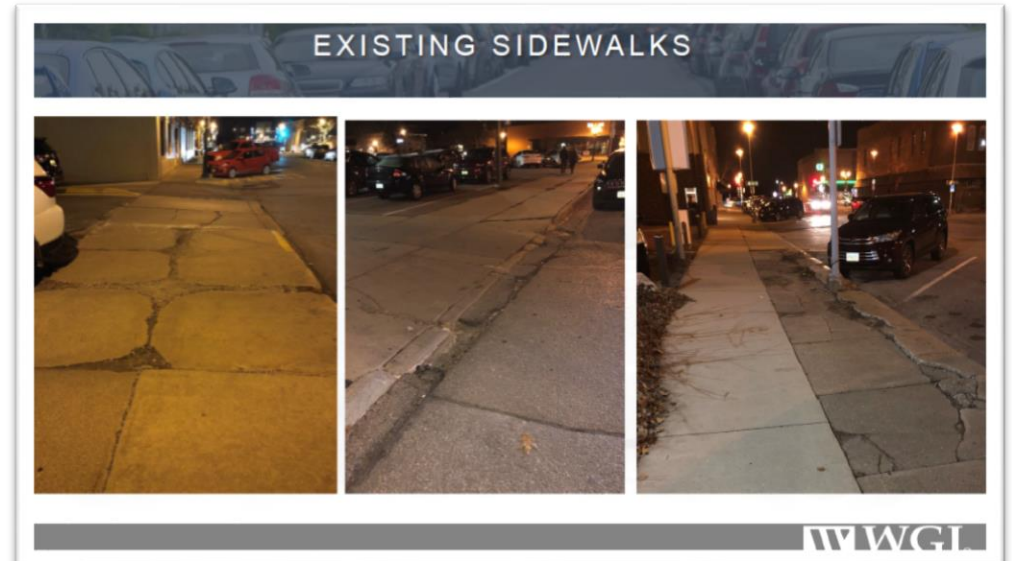
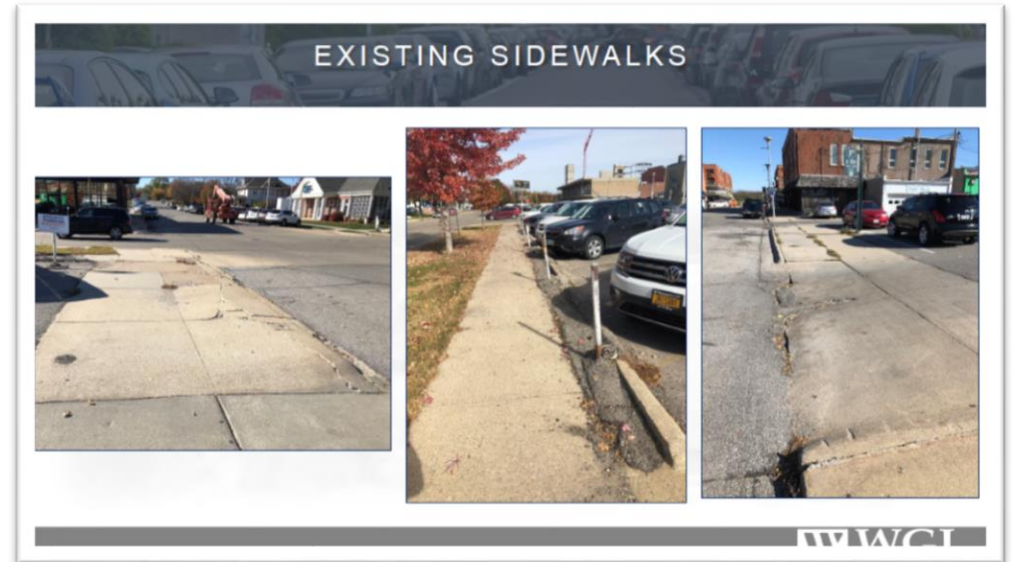
# Main Street

- Streetscape Master Plan 2015
- Streetscape construction Parkade & side streets (2019-2021)
  - Main Street 1<sup>st</sup> to 6<sup>th</sup> St.
  - One block east & west of Main on: 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> Streets
- Main Street reconstruction: 6<sup>th</sup> to Seerley (2022-2025)

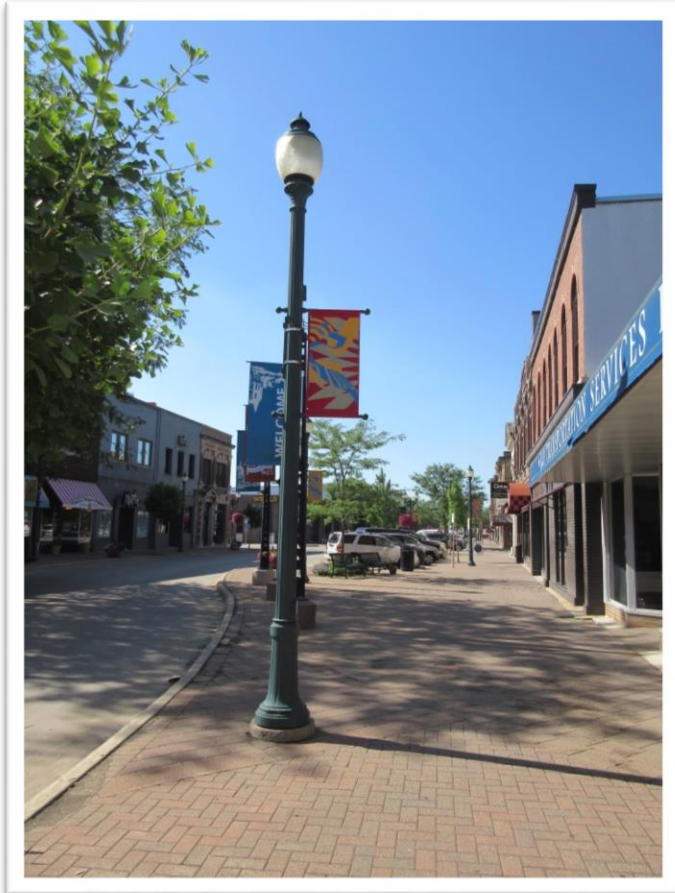


# Main Street: Streetscape

- Brighten things up
- Be more inviting
- Beautify
- Accessibility throughout
- Safety:
  - No trip hazards
  - Lighting
- Property maintenance



# Main Street: Streetscape



Before: *“Downtown looks tired.”*



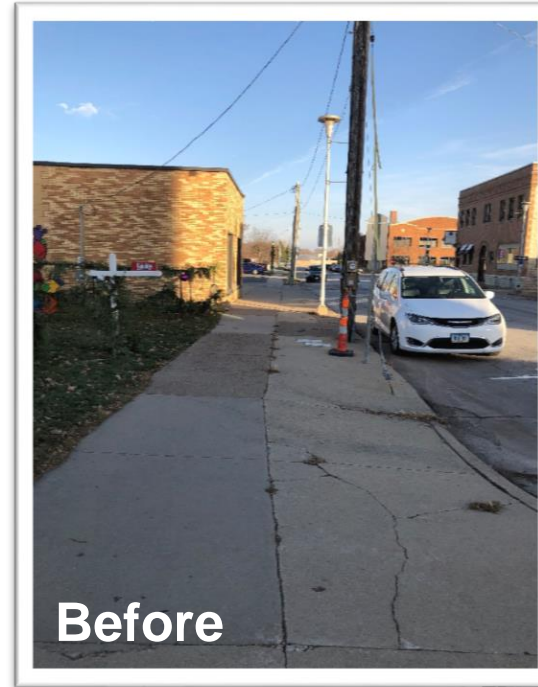
Before: *“Decidedly second rate feel.”*

# Main Street: Streetscape

## Parkade (100 block)

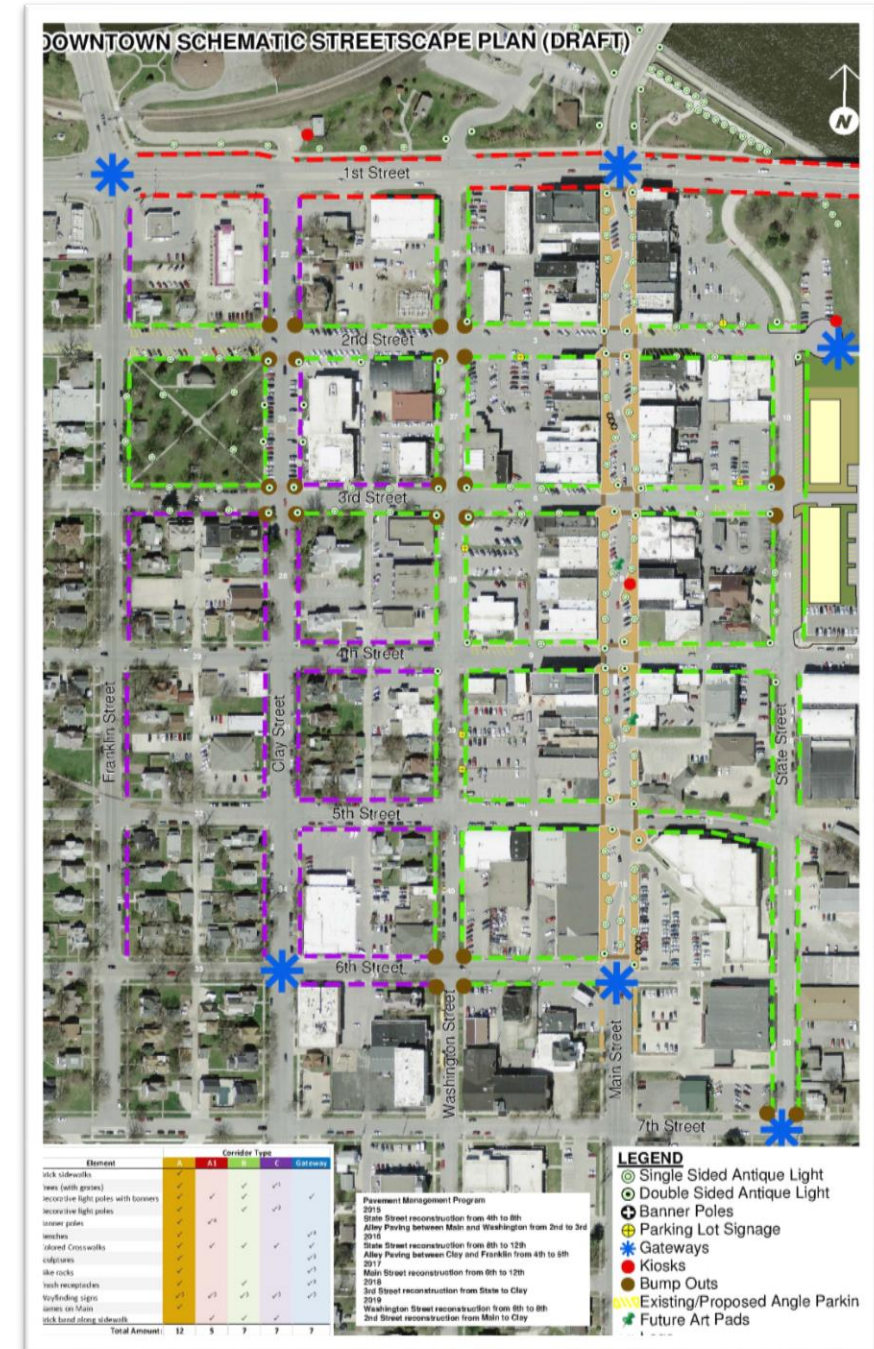


## E. 4th St.



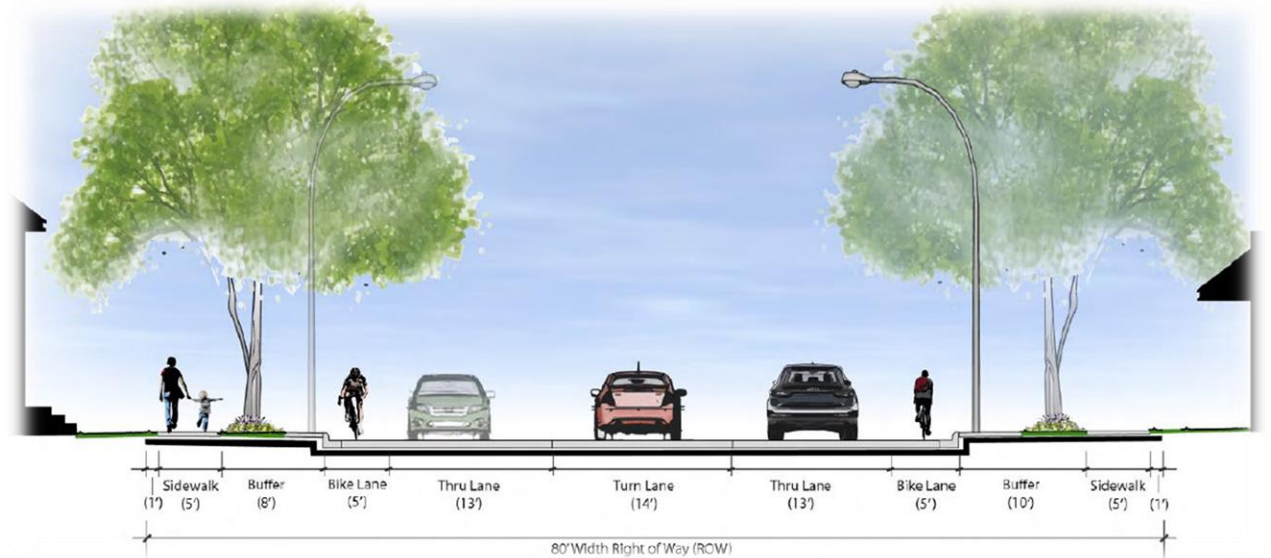
# Main Street: Streetscape

- Recognized there are different areas
  - Function
  - Appearance
  - Need
- Identified four different “corridor” types
- Discussed amenities for each corridor
- Listed amenities
- Estimated cost



# Main Street: Transformation

- Corridor study in 2017
  - Traffic study
  - Public information meetings discussing potential layouts
- Design & Right-of-Way acquisition July 2021-November 2022
  - 3 public meetings
- Bid letting December 2022
- Construction
  - Phase 1 – 2023
  - Phase 2 – 2024
  - Phase 3 – 2025





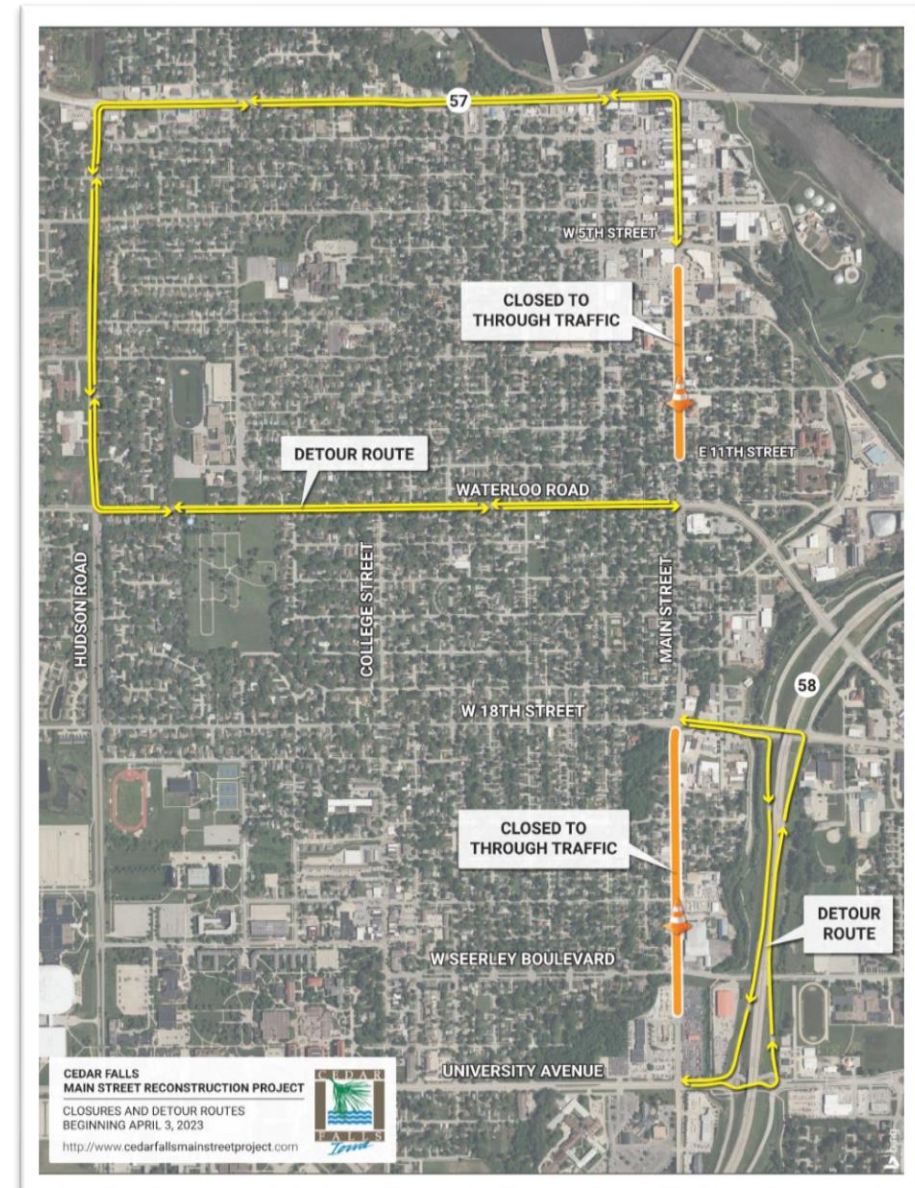
# Main Street: Events

- Public Information meetings
- Corridor maps
- Project overview video
- Visualizations
- FAQ's
- Social Media



# Main Street: Construction

- Preconstruction walkthrough
- Staging/closure maps
- Business detour maps
- Project website
- Social Media
- Email updates



# Main Street: Transformation

## Comprehensive

- Expansion of the downtown amenities
- Complete Streets elements
- Emerging approaches

## Cooperative

- Multiple entities involved
- City funded project with TSIP funding
- Meetings with churches and property owners

## Continuing Engagement

- Meetings, mailers, website and social media
- [Public Engagement Video](#)



# Contacts



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