

CHIPPEWA-EAU CLAIRE

# MPO QUARTERLY

October 2025

Edition #19



## Intersection Analysis

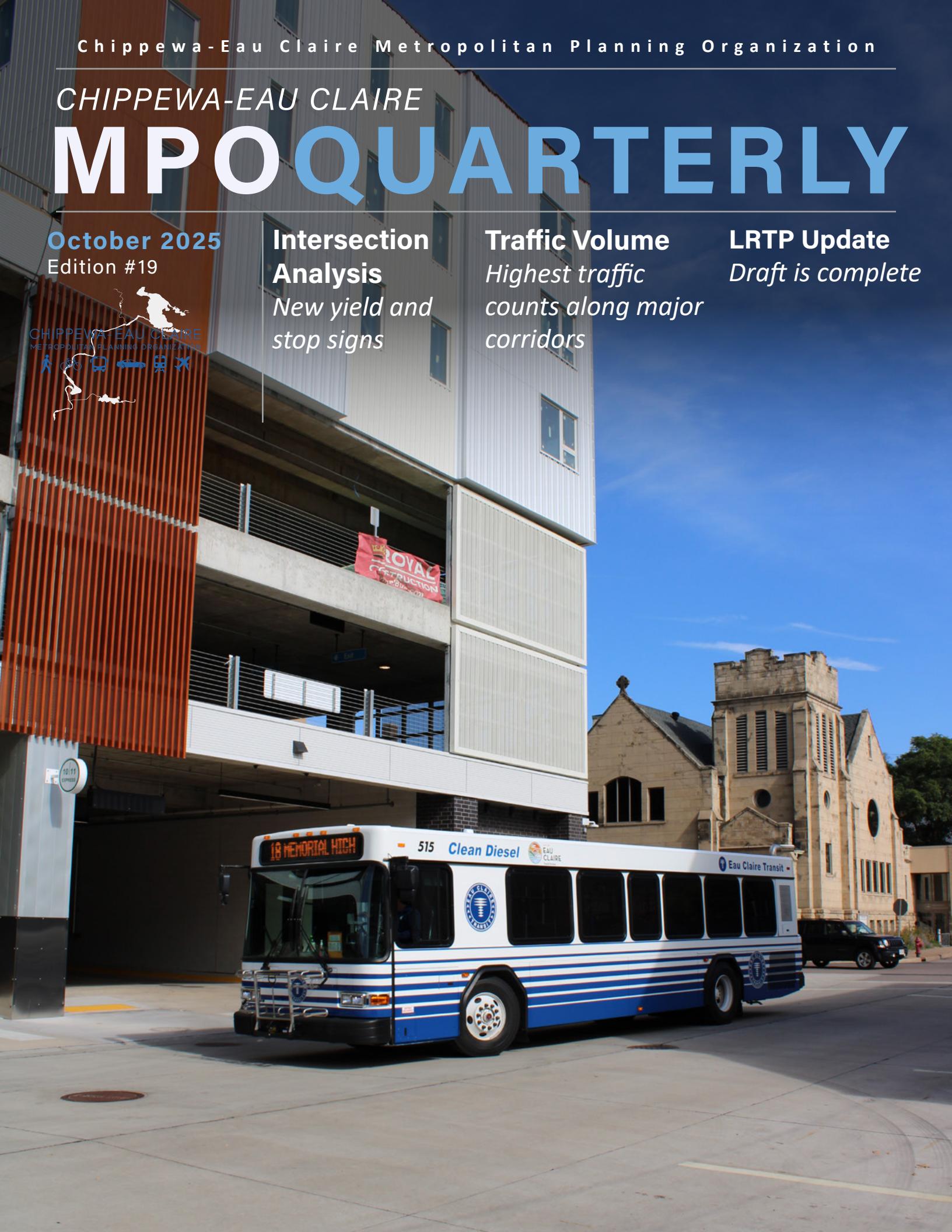
*New yield and stop signs*

## Traffic Volume

*Highest traffic counts along major corridors*

## LRTP Update

*Draft is complete*



## Long Range Transportation Plan Update

The MPO staff continues to work on the Long Range Transportation Plan (LRTP) update.

At this time, staff has completed the draft document and has presented it to the Technical Advisory Committee (TAC) and Policy Council. In addition, staff finished community crash reports for every unit of government in the MPO. These community crash reports will be an appendix in the LRTP. Each report will document total crashes, a heat map showing where the highest density of crashes is located, contributing factors, and issues/opportunities highlights.

The next step of the LRTP adoption process will be making any changes from the TAC and Policy Council, State and Federal review, public input opportunity, and approval and recommendation by the TAC in January and Policy Council adoption in February.

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## Project Updates

Long Range Transportation Plan Update - Ongoing.

Capital Improvement Plan (CIP) Story Maps - Ongoing.

Eau Claire County Vehicle Registration Fund project Story Map - Ongoing.

City of Chippewa Falls Wayfinding Plan - Ongoing.

Passenger Rail from Eau Claire to the Twin Cities - Ongoing.

Chippewa Valley Bike Routes - Communities continue to install signage. MPO staff has started to create QR code sticker for back of signs and public outreach items. The public map can be found [here](#).

Intersection and Traffic Control Analysis - Over 50 studies completed. Please contact us if you would like us to do any intersection or speed studies for your community.

Chippewa Valley Bike Map Update - Ongoing.

## Traffic Control Changes in Eau Claire

In the middle of August, the City of Eau Claire approved the adding of traffic controls to 25 intersections throughout the City. This included yield signs at 24 intersections and stop signs at one intersection. These changes were a result of the traffic movement studies they did with MPO staff, using traffic analysis reports from the MioVision traffic analysis device.

The majority of the traffic control changes were added around Manz Elementary School. This area had numerous uncontrolled intersections, many of which were along Safe Routes To School corridors.

If you are interested in using the MioVision device for reports in your community, please feel free to reach out to MPO staff. This can include traffic movement, traffic count (including pedestrian and/or bicycle), and speed studies. There is no charge to communities for the MPO staff time to deploy the device. Communities only need to pay for the report from MioVision.

Please contact Eric Anderson for more information.

[eanderson@wcwRPC.org](mailto:eanderson@wcwRPC.org)

715.836.2918 Ext. 18

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## Interesting Article

Even though we like to focus on our urban area, specifically the current and future plans, it is always interesting to read about things in other parts of the world and/or how people did things in a different era. This [BBC article](#) highlights how streets and buildings were designed in Dubai in the 1700s to minimize the heat and scorching sun, and how urban planners and architects are currently using some of these techniques when they design new developments and redevelopments now.

The article talks about how wind towers and wind catchers were used to catch the cool air from outside, how they moved hot air from inside to outside, and how they designed alleys that protected people from the sun. The article also has several photos that show the beautiful architecture of these areas.

[The Chippewa-Eau Claire MPA includes:](#)

The cities of Altoona, Chippewa Falls, and Eau Claire, the Village of Lake Hallie, and all or parts of the towns of Anson, Brunswick, Eagle Point, Hallie, Lafayette, Pleasant Valley, Seymour, Tilden, Union, Washington, and Wheaton.  
[www.wcwRPC.org](http://www.wcwRPC.org) 715.836.2918

## Traffic Volume and Crash Data

Most recent data in the LRTP include the highest volumes of daily traffic for specific corridors in the MPA. The corridors with a location with at least 20,000 Average Daily Traffic are:

- USH 53: 50,800 (south of STH 312)
- Clairemont Ave.: 35,400 (between May St. & Rudolph Rd.)
- I 94: 29,500 (between STH 93 & STH 37)
- STH 29: 29,500 (east of USH 53)
- STH 93: 27,000 (between USH 53 & Hamilton Ave.)
- STH 312: 26,400 (Chippewa River Bridge)
- Prill Rd.: 25,300 (between USH 53 & Gateway Dr.)
- Hastings Way: 24,700 (between Pleasant St. & Kirk St.)

The LRTP lists the intersections with the highest total number of crashes and highest crash rates from 2022-2024. Five intersections are in the top 10 of both categories. Numbers below are annual average and crashes per million vehicles at that intersection.

Clairemont Ave. & London Rd. - 23.7/year; 1.73/million

Hastings Way & Birch St. - 23.7/year; 2.13/million

STH 93 & Golf Rd. - 21.3/year; 1.78/million

Gateway Dr. & Prill Rd. - 18.0/year; 1.95/million

STH 93 & Hamilton Ave./Mall Dr. - 17.7/year; 1.62/million

## 2055 Model Future Scenarios

As part of the LRTP process, WisDOT completed traffic model scenarios for the MPA. These models showed what the Level of Service (LOS) would be for the entire road system in the MPA. LOS has six categories:

LOS A and B = No congestion

LOS C = Minimal congestion

LOS D = Moderate congestion

LOS E = Severe congestion

LOS F = Extreme congestion

The current baseline was completed for 2022 and has LOS A-C as 99.5% of the entire MPA system. The future 2055 baseline has LOS A-C as 98.9%, a decrease of .6%. As part of the LRTP, WisDOT completed three other 2055 scenarios. These included Scenario 1 - Gateway Rd. extension to USH 12 and expanding a portion of USH 53 to six lanes, Scenario 2 - Clairemont Ave. speed reduction from 45mph to 40mph, and Scenario 3 - STH 93 speed reduction from 45mph to 40mph. The results were as follows:

Scenario 1: LOS A-C: 99.0%

Scenario 2: LOS A-C: 98.9%

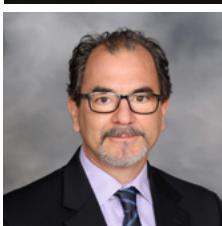
Scenario 3: LOS A-C: 98.9%

## Contact Information

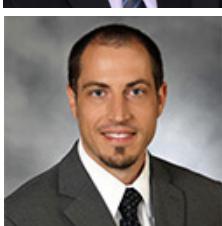
### WCWRPC Staff Working on MPO Projects



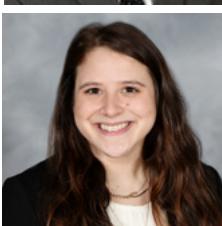
Eric Anderson  
Senior Planner/MPO Director  
eanderson@wcwRPC.org  
Ext. 18



Edwin Rothrock  
Associate Planner  
erothrock@wcwRPC.org  
Ext. 25



Landon Profaizer  
Associate Planner  
iprofaizer@wcwRPC.org  
Ext. 22

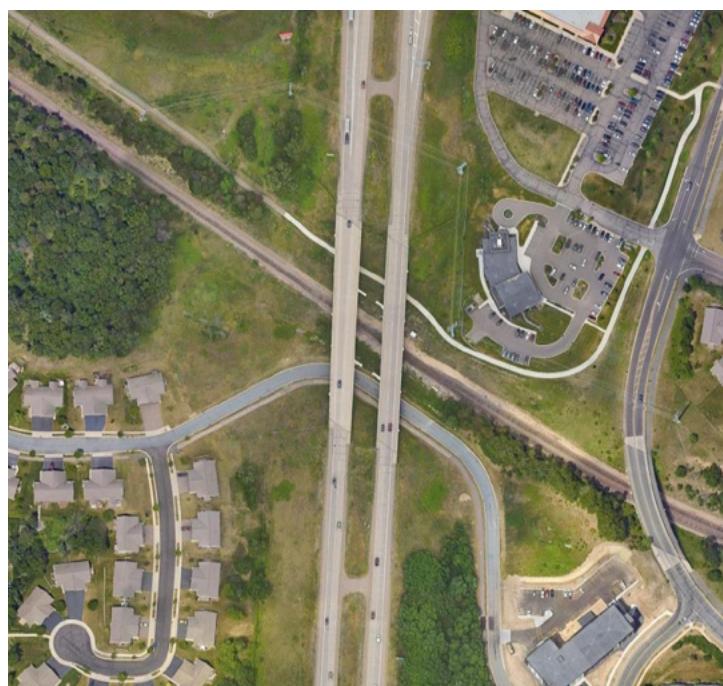


Emily Huerta  
Assistant Planner  
ehuerta@wcwRPC.org  
Ext. 23

## MPA Geography - 101

How good is your knowledge of geography in the MPA?

We have a new photo in each newsletter.  
Good luck!!



MPA Geography 101 Answer: Click on this [link](#) to find the location.