



**College Avenue
Reconfiguration Project**

Project Status Report 3 of 3

Reporting Period August 2023 - December 2024

Municipal Services Committee February 24, 2025

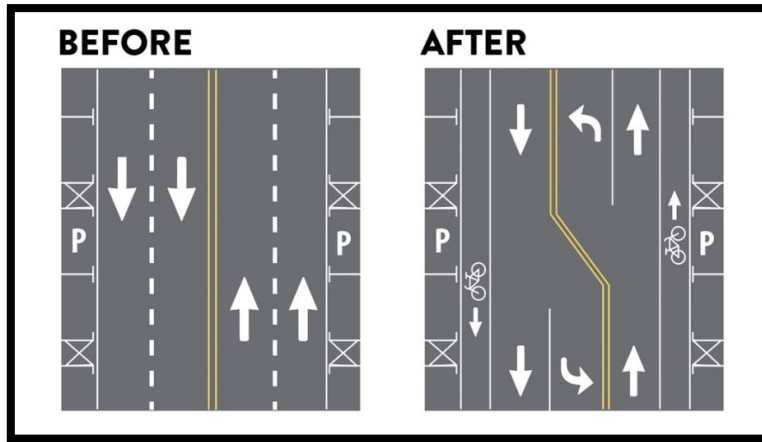
Project Summary

- College Avenue Reconfiguration Pilot Project introduced January 2023 and was followed by public listening sessions and workshops
- Public feedback focused on traffic volume, speed, noise, pedestrian safety, access and parking
- Project promotion and public outreach held throughout pilot term (July 2023-December 2024) through College Avenue Lane Reconfiguration Marketing Campaign
- Traffic data collected and reported in February 2024 and November 2024 status updates



Project Particulars

- 18-month pilot project approved May 2023
 - 4 travel lanes to 2
 - Center turning lane
 - Bike lanes added
- July 2023 Construction
- Signal timing completed during early project phases optimized traffic flow





Before Lane Reconfiguration



After Lane Reconfiguration

WELCOME TO
APPLETON, WI



Figure 13: College Avenue Road Diet
A road diet on College Avenue would reduce the number of through lanes in each direction to provide room for a center two-way left turn lane and bike lanes.
AECOM



College Ave Reconfiguration Project Metrics

Reporting Period #3: August 2023 - December 2024

	Before	After	Change
Reportable Crashes (CPI100MVMT*)	1,058	923	-12.7%
Segment Volume (Average Daily Traffic)	13,707	13,521	-1.4%
Average Speed (mph)	20.0	19.4	-3.0%
85 th Percentile Speed (mph)	28.4	27.6	-2.8%

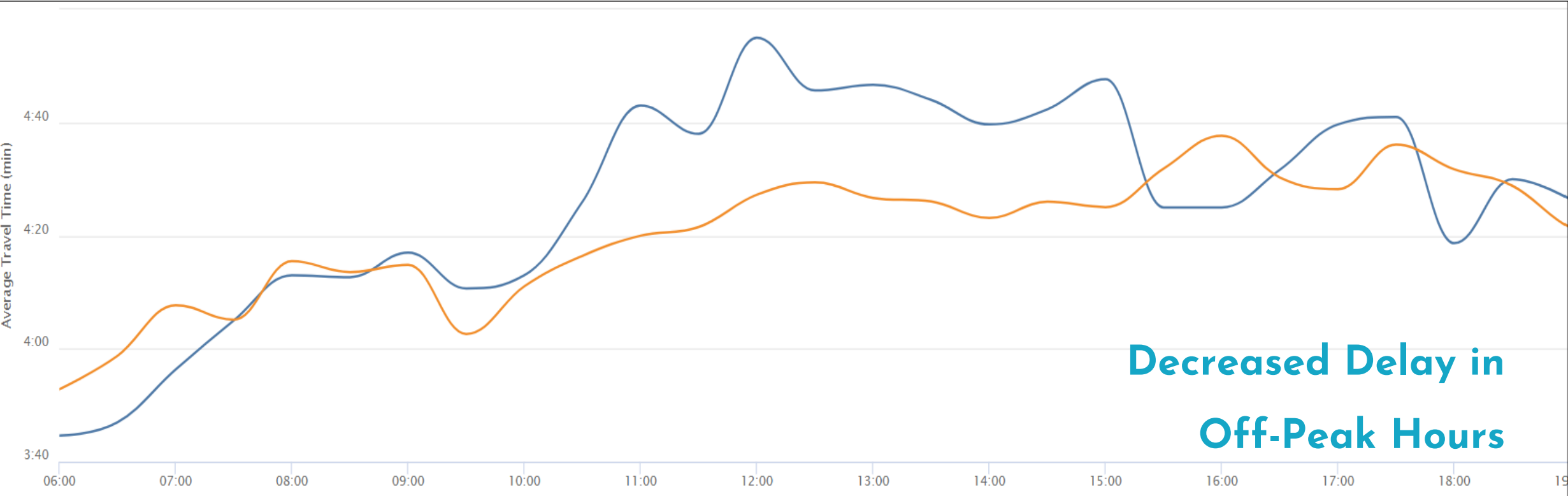
*Crashes per hundred million vehicle miles traveled

Before: July 1, 2020 - June 30, 2023

After: August 1, 2023 - December 31, 2024

Westbound Traffic Flow

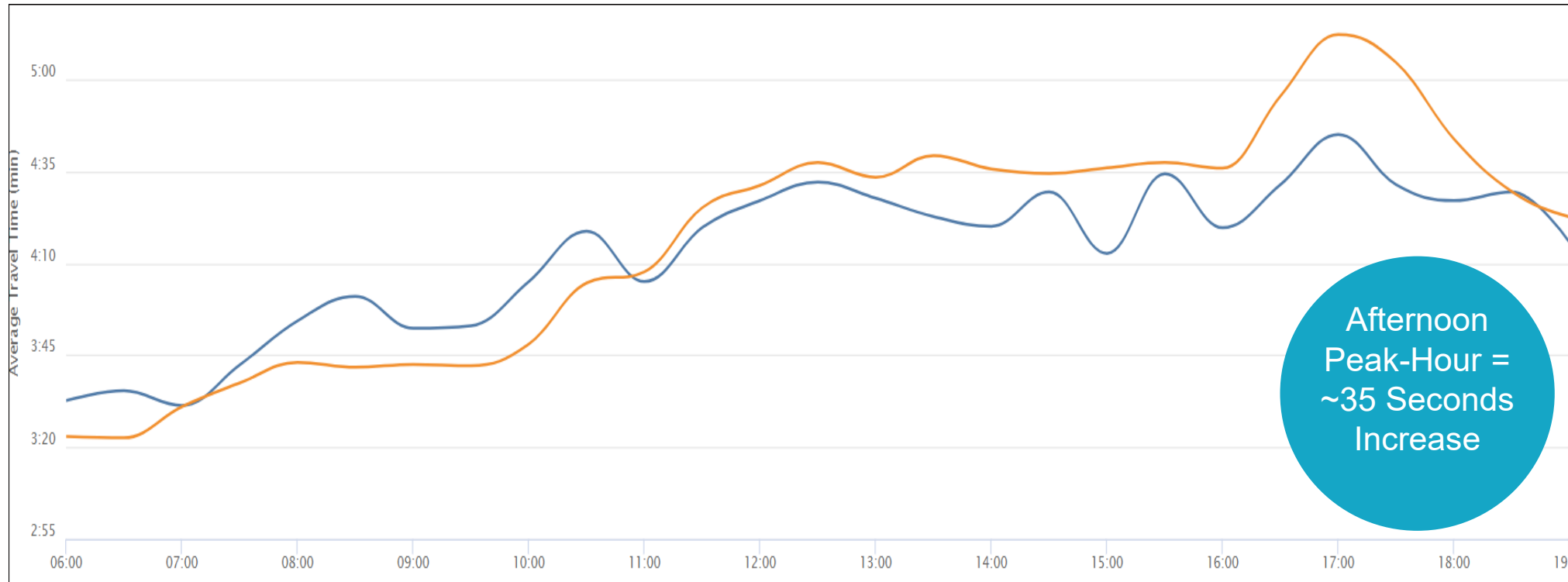
- Before Project
- After Project



**Decreased Delay in
Off-Peak Hours**

Eastbound Traffic Flow

— Before Project
— After Project



Afternoon
Peak-Hour =
~35 Seconds
Increase

Reactions from Businesses



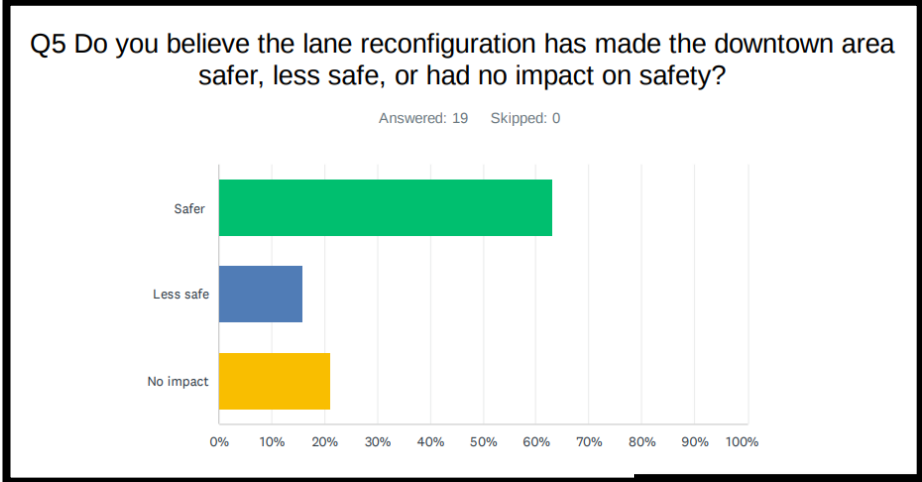
College Avenue Lane Reconfiguration Business Impact Survey

“It is easier to park and get out of your car from the street side.”

“Left turn lanes are very helpful.”

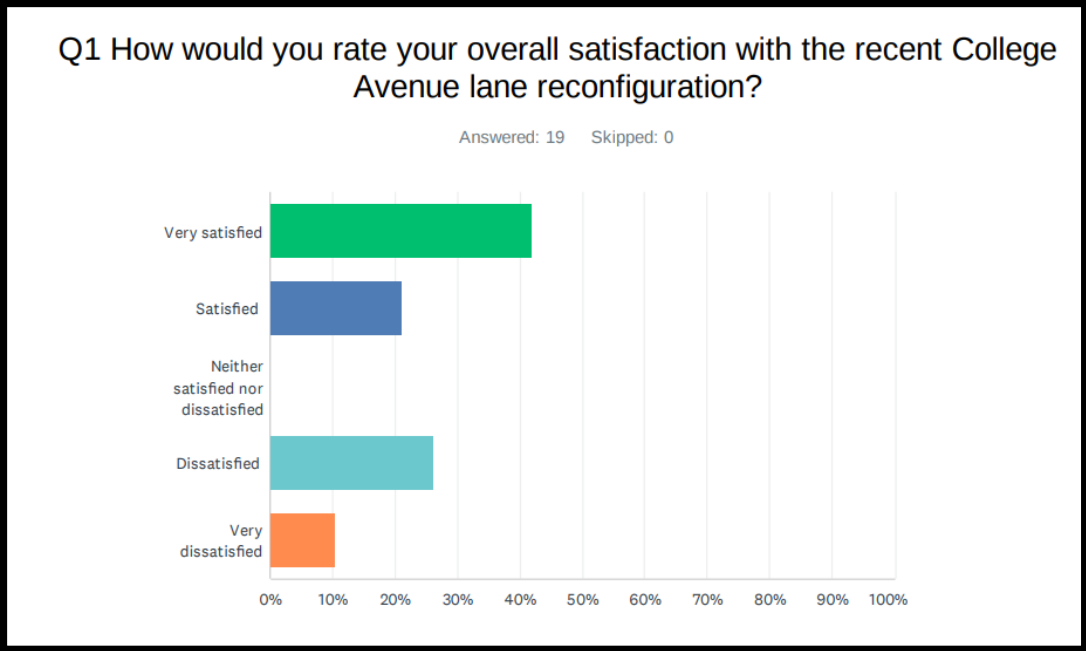


College Avenue Lane Reconfiguration Business Impact Survey



“People just have a hard time with change. Most positive comments have been on ease of parking. I believe it’s safer to park. Other negative comments have been on flow but from my experience it hasn’t affected flow that much.”

“There is a lot less street noise and cruising which is great. I would be interested to know if the businesses who have tables outside are pleased with the reduction in noise.”



Final Thoughts...

- Despite initial reservations with the reconfiguration, the overwhelming majority are satisfied with the outcome
- 13% reduction in reportable crashes with minimal changes noted in average daily traffic volumes
- Project inspired implementation of Complete Streets Study
- Project Showcase Video and final project consideration



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