

# 4 Ways the River Trail Will Positively Impact Vilas County

## The River Trail Will Make the Community SAFER

- Currently, bikers and walkers who travel between Eagle River and St. Germain use the shoulder of Hwy 70. Besides the obvious safety concerns, the Wisconsin DOT Rural Bike Planning Guide Standards states how unsafe this is for vulnerable road users.
- The River Trail will provide a separate, non-motorized multi-use path that removes vulnerable road users from the flow of traffic..
- This information was presented, along with a request for action, to the Vilas County Traffic Safety Commission in May 2024.
- The River Trail will make the community safer by providing a safe travel option for vulnerable road users between St. Germain and Eagle River.

## The River Trail Will Make the Community HEALTHIER

- Walking and biking are proven to increase the overall mental and physical health of people who participate.
- Access to free, safe, public biking and walking facilities should be increased.
- Safe routes that promote walking and biking as part of a healthy lifestyle should be supported.
- The River Trail will make the community healthier by providing a safe route that promotes walking and biking activities as part of an active lifestyle.

## The River Trail Will Make the Community WEALTHIER

- More safe biking and walking trails in Vilas County mean more customers, clients and investors.
- The amount of visitor traffic during peak seasons is a critical component to the success or failure of businesses in our area.
- More trails mean more traffic for businesses, including restaurants, shops and lodging facilities.
- Safe, convenient biking and walking infrastructure is an important part of the decision process for young families looking to build a home.
- The River Trail will make the community wealthier by demonstrating investment in the community infrastructure with an emphasis on attracting young families, and provides safe, reliable access to businesses to more directly engage with tourists and locals.

## The River Trail Will Make the Community CONNECTED



- Connecting communities has been a theme in the Northwoods for generations.
- Part of Wisconsin's Active Travel Initiative is to provide safe, reliable routes for vulnerable road users.
- Being able to bike and walk to work, church or school is an important part of a growing community.
- The River Trail will connect the community by joining the Three Eagle Trail to the Heart of Vilas County Trail system, a designated National Recreation Trail.
- The River Trail will connect the community by providing a safe route for those who travel between St. Germain and Eagle River.