



April 21, 2014

Re: STARS Innovation Credit Letter: Cascade Avenue Corridor Project

Dear STARS Review Committee,

As the Director of Public Works/City Engineer for the City of River Falls, I am writing to reinforce the innovation credit value of the Cascade Avenue Corridor Re-Design and Development Project completed in 2013 and now serving as truly unique and exemplary template for other campuses and communities.

The Cascade Avenue Project was a major collaborative project between the City of River Falls, the WI State Department of Transportation and the University of Wisconsin – River Falls (UWRF). From the beginning, the project was immersed in a sustainable community development context, always striving for best design and management practice in form and function around pedestrian and bicycle safety, storm water management, native vegetation, LED lighting, and so many other features.

The function and aesthetics were enhanced further by roundabouts on each end of the corridor that not only bring traffic calming, efficiency to flow, as well as fuel efficiency, but also beautifully memorialize the gateways to each end of UWRF, bringing great pride to the campus and community alike.

Although the Cascade Avenue project was started years before the Envision™ Sustainable Infrastructure Rating System ranking system was developed, a post-project self-evaluation using the Envision Checklist resulted in a project sustainability rating approximately equivalent to Envision's "Silver" level, as demonstrated in the table below.

Credit Category	Applicable Points	Points	Innovation Points	Total Points Pursued	Percentage of Available Points
QUALITY OF LIFE	181	60	2	62	33%
LEADERSHIP	121	37	2	39	31%
RESOURCE ALLOCATION	182	45	0	45	25%
NATURAL WORLD	131	61	0	61	47%
CLIMATE AND RISK	122	24	0	24	20%
Total Workbook Points	737	227	4	231	31%

While I am sure that there are certainly other campus corridor projects across the country that are unique and admirable for their own distinct reasons, there are few that bring the holistic nature of sustainability-based design to our region than this one. Without the contributions by UWRF to the planning, implementation, and financial burden of such a project, the City of River Falls would likely have never realized achieving all the high quality outcomes that have emerged.

We fully support the request for Innovative Credit for this project. Please contact me if you have concerns or questions about the truly innovative nature of this project.

Sincerely,

Reid Wronski, P.E.

Director of Public Works/City Engineer

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