



Public Works Agenda Item

Meeting Date:	March 10, 2026
Agenda Item:	Starin Road
Staff Contact (name, email, phone):	Brad Marquardt, bmarguardt@whitewater-wi.gov , 262-473-0139

BACKGROUND

(Enter the who, what when, where, why)

On February 11, 2026, UW Whitewater Police responded to an accident of a person on an electric scooter being hit on Starin Road while crossing at the crosswalk near the University Bookstore. The item was briefly discussed at the February 17, 2026 Common Council meeting with the Council asking for it to be on a future Public Works Committee agenda. Attached is the UW Whitewater Police Incident Report. Also included are State Statutes that pertain to electric scooters.

As additional background in 2024, the University reached out to the City about pedestrian safety crossing Starin Road. The City and University reviewed possible safety enhancements, including closing a portion of Starin Road during the school day. Ultimately, Council decided to:

- Install pedestrian crossing signs requiring motorist to stop (rather than yield) to pedestrians at uncontrolled pedestrian crossing locations between Prairie Street and Prince Street.
- Lower the speed limit from 25 mph to 15 mph between Prairie Street and Prince Street.
- Install “All Way Stop” conditions at Starin Road and Prince Street.
- Install “All Way Stop” conditions at Starin Road and Warhawk Drive.

Speed humps/bumps were discussed, but decided not to be implemented as the temporary rubberized ones are not recommend for installation over winter due to not holding up to snowplowing.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

This item was discussed at multiple Public Works and Common Council meetings in 2024 and 2025. At the December 17, 2024 Council meeting, Council directed staff to bring back the items mentioned above for discussion at the January 7, 2025 Council meeting, where Council voted to implement the changes noted above.

FINANCIAL IMPACT

(If none, state N/A)

N/A

STAFF RECOMMENDATION

At this point, staff does not see a reason to make any changes to the traffic pattern on Starin Road. However, other conditions that could be investigated, short of closing a section of Starin Road, could be:

- Installing permanent speed bumps at uncontrolled pedestrian crossings.
- Installing speed tables at uncontrolled pedestrian crossings.
- Eliminating all uncontrolled pedestrian crossings. Have pedestrians cross at Prince Street, Warhawk Drive, and Prairie Street only.
- Installing a traffic signal to allow for pedestrian crossings at the University Bookstore location, in addition to the controlled crossings at Prince Street, Warhawk Drive and Prairie Street only.

Staff believes the best way to eliminate the potential for an accident is to limit the number of conflict points. Out of the options provided above, decreasing the number of uncontrolled pedestrian crossings is the best option to further investigate if desired.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

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1. Incident Report
 2. State Statutes
 3. Dec 17 2024 Council Minutes
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