



LA CROSSE, WI

TOTAL POPULATION

51,522

POPULATION DENSITY

2501.5

TOTAL AREA (sq. miles)

22.5

OF LOCAL BICYCLE FRIENDLY BUSINESSES **11**

OF LOCAL BICYCLE FRIENDLY UNIVERSITIES **1**

10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Gold	La Crosse
Arterial and Major Collector Streets with Bike Lanes	65%	12%
Total Bicycle Network Mileage to Total Road Network Mileage	43%	23%
Public Education Outreach	VERY GOOD	VERY GOOD
Share of Transportation Budget Spent on Bicycling	14%	4%
Bike Month and Bike to Work Events	VERY GOOD	GOOD
Active Bicycle Advocacy Group	YES	YES
Active Bicycle Advisory Committee	YES	MEETS EVERY TWO MONTHS
Bicycle-Friendly Laws & Ordinances	VERY GOOD	FEW/GOOD
Bike Plan is Current and is Being Implemented	YES	YES
Bike Program Staff to Population	1 PER 32K	1 PER 51.5K

CATEGORY SCORES

ENGINEERING <i>Bicycle network and connectivity</i>	3 / 10
EDUCATION <i>Motorist awareness and bicycling skills</i>	5 / 10
ENCOURAGEMENT <i>Mainstreaming bicycling culture</i>	4 / 10
ENFORCEMENT <i>Promoting safety and protecting bicyclists' rights</i>	5 / 10
EVALUATION & PLANNING <i>Setting targets and having a plan</i>	3 / 10

KEY OUTCOMES

	Average Gold	La Crosse
RIDERSHIP <i>Percentage of Commuters who bike</i>	5.5%	3.3%
SAFETY MEASURES CRASHES <i>Crashes per 10k bicycle commuters</i>	100	480
SAFETY MEASURES FATALITIES <i>Fatalities per 10k bicycle commuters</i>	0.6	0



KEY STEPS TO GOLD



- » Ensure good connectivity of your street network by adopting connectivity policies or standards. A well connected street network is associated with more walking, biking, and transit use due to greater directness of travel and more route choice options.
- » Continue to pursue a 'Ciclovía' or Open Streets type event, closing off a major corridor to auto traffic and offering the space to cyclists and pedestrians.
- » Launch the currently proposed bike share system. Bike sharing is a convenient, cost effective, and healthy way of encouraging locals and visitors to make short trips by bike and to bridge the "last mile" between public transit and destinations.
- » Consider whether a ticket diversion program makes sense for

- your community. A ticket diversion for bicyclists allows bicyclists who are ticketed to receive safety training in lieu of paying a fine or as a condition of a reduced fine.
- » Continue to improve your process to reach out to minority/low-income communities and ensure that they are included in the bicycle planning decision-making process.
- » Expand educational outreach to reach members of the community in a variety of ways. New resident information packets can help new residents become familiar with bicycling within the community and applicable local laws for sharing the road. Utility bill inserts can reach members of the community with information that is hard to convey in signs and other large media.