



# LA CROSSE, WI

TOTAL POPULATION

51,227

POPULATION DENSITY

2502

TOTAL AREA (sq. miles)

20.52

# OF LOCAL BICYCLE FRIENDLY BUSINESSES **7**

# OF LOCAL BICYCLE FRIENDLY UNIVERSITIES **1**

## 10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Gold	La Crosse
High Speed Roads with Bike Facilities	35%	0%
Total on- and off-road Bicycle Network Mileage to Total Road Network Mileage	76%	27%
Bicycle Education in Schools	GOOD	AVERAGE
Share of Transportation Budget Spent on Bicycling	14%	< 1%
Bike Month and Bike to Work Events	VERY GOOD	VERY GOOD
Active Bicycle Advocacy Group	YES	YES
Active Bicycle Advisory Committee	MEETS AT LEAST MONTHLY	MEETS AT LEAST MONTHLY
Bicycle-Friendly Laws & Ordinances	GOOD	NEEDS IMPROVEMENT
Bike Plan is Current and is Being Implemented	YES	NO
Bike Program Staff to Population	1 PER 33K	1 PER 85.4K

## CATEGORY SCORES

<b>ENGINEERING</b> <i>Bicycle network and connectivity</i>	<b>2.60</b> /10
<b>EDUCATION</b> <i>Motorist awareness and bicycling skills</i>	<b>2.92</b> /10
<b>ENCOURAGEMENT</b> <i>Mainstreaming bicycling culture</i>	<b>4.64</b> /10
<b>EVALUATION &amp; PLANNING</b> <i>Setting targets and having a plan</i>	<b>3.66</b> /10

## KEY OUTCOMES

	Average Gold	La Crosse
<b>RIDERSHIP</b> <i>Percentage of Commuters who bike</i>	5.1%	2.40%
<b>SAFETY MEASURES CRASHES</b> <i>Crashes per 10k bicycle commuters</i>	287	463
<b>SAFETY MEASURES FATALITIES</b> <i>Fatalities per 10k bicycle commuters</i>	2.2	0



## KEY STEPS TO GOLD



- » Develop and adopt a new Bicycle Master Plan that includes specific and measurable goals and is supported by dedicated funding. Regularly updating your bicycle plan is key to improving conditions for bicycling, adhering to evolving best practices and national standards, and institutionalizing processes for continual evaluation and improvement.
- » Continue to expand and improve the bike network and ensure that your community follows a bicycle facility selection criteria that increases separation and protection of bicyclists based on levels of motor vehicle speed and volume.
- » Expand bicycle safety education to be a routine part of education for students of all ages, and ensure that schools and the surrounding neighborhoods are particularly safe and convenient for biking and walking. Work with local bicycle groups and interested parents to create Safe Routes to School programming for all K-12 schools.

- » Develop bicycle education opportunities for adults. Consider ways to target demographics who currently do not feel safe riding with classes or events that address their concerns and create an inclusive, welcoming environment.
- » Develop a community-wide trip reduction ordinance/program, commuter incentive program, and a Guaranteed Ride Home program to encourage and support bike commuters in La Crosse.
- » Continue to develop a bicycle count program that utilizes several methods of data collection including automated bicycle counters to provide long-term data on bicycle use at fixed points and mobile counters to provide periodic or before/after data related to a changes in your community's road or bicycle network.