



# 2035 Coulee Regional Bicycle Plan



## 6.1.2 Innovative Funding Sources

### FUNDRAISING

Some advocacy groups (i.e. DRBC, HPT) have nonprofit status, which means they can apply for certain grants and engage in fundraising. Donations from fundraising can help local agencies fund small projects and contribute to the local share of federal- and state-funded projects.

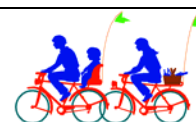
### BUSINESS PARTNERSHIPS

As businesses try to find ways to meet the transportation needs of their employees and patrons AND decrease transportation and health care costs, some have turned to encouraging their employees to take transit and to bike and walk to work. More frequently businesses are instituting transit pass and bicycle commuter benefit programs and cost-sharing with municipalities for bicycle parking. Safe, long-term bicycle parking is an important piece of infrastructure to encourage a transition from driving to biking for some trips.

## 6.1.3 Local Development Policies

### COMPLETE STREETS

Although Wisconsin state statute requires the explicit consideration of bicycle and pedestrian accommodations in all roadway projects (except in certain circumstances), adopting a Complete Streets policy at the MPO and municipal level will formalize the region's commitment to plan, design, and maintain streets in a manner that makes them safe for and accessible to all users.



# 2035 Coulee Regional Bicycle Plan



## MODEL ORDINANCES

The ordinance is one tool whereby municipalities can control development and the use of land. Land development (or subdivision) and zoning ordinances are the most influential for directing growth in a manner consistent with an adopted vision. Some communities have adopted bicycle parking and shared-use trail requirements where appropriate to ensure the needs of walkers and bicyclists are met.

### 6.1.4 Implementation Steps

The first 2.5 years following the adoption of the *2035 Coulee Regional Bicycle Plan* (May 2010) will include but will not be limited to the following implementation actions:

- 🚲 LAPC staff will support the efforts of advocacy groups to lobby for bicycle-friendly facilities, ordinances, and legislation.
- 🚲 LAPC staff and the BPAC will work with nonprofit groups to help fund local projects.
- 🚲 LAPC staff, the BPAC, and other advocacy groups will by **September 2010** identify the numbering/naming convention for the regional route system.
- 🚲 LAPC staff and the BPAC will finalize and publish a regional bike route map by **December 2010**.
- 🚲 LAPC staff will by **March 2011** provide model bicycle-friendly language that can be incorporated into their land development ordinances.
- 🚲 LAPC staff will by **May 2011** create a presentation for local businesses and officials illustrating the cost/benefit of providing facilities for bicyclists.
- 🚲 LAPC staff will work with the La Crosse County Healthy Living Collaboration and stakeholder partners to create a Complete Streets Policy for La Crosse County, the LAPC, and





# 2035 Coulee Regional Bicycle Plan



The performance measures to track bicycling conditions and activity are new to our planning process and so represent developing baseline data. For the first time, our bicycle plan includes counts of bicyclists. As the process for counting bicyclists evolves and matures and bicyclists are counted on a regular basis at more locations in the region, our ability to set user targets and assess the needs of the community and of bicyclists will improve.

Bicycle crash data have been tracked back to 1999 and are included in our metropolitan transportation plan (MTP); however, this plan will establish targets for improvement.

## BICYCLE FACILITIES

Table 6-1 summarizes the miles of dedicated bikeway facilities by facility type within the planning area and sets targets for new miles of facilities by 2015 and 2035.

**Table 6-1: Existing Bicycle Facilities<sup>1</sup> and Future Targets**

Facility Type	Total Miles	% of Road Miles	2015 Target (in miles)	2035 Target (in miles)
Trails & sidepaths	63.1	N/A	10	20
Bike lanes	12.1	1.2 <sup>2</sup>	10	30
Shared bike/ parking lanes	0.0	0.0	2	10
Sharrows	0.0	0.0	5	20

<sup>1</sup>Existing facilities as of January 1, 2010.

<sup>2</sup>This is 1.2% of the one-way road miles (over 1000 mi) in the urbanized communities of Campbell (54.6 mi), La Crescent (69.2 mi), La Crosse (473.1 mi), Holmen (109.8 mi), Onalaska (225.7 mi), and West Salem (68.2 mi). Urban-type on-road bicycle facilities generally are not provided on rural roads (those without curb and gutter); therefore, with the exception of Campbell, the one-way road miles for the towns have been excluded from the calculation.



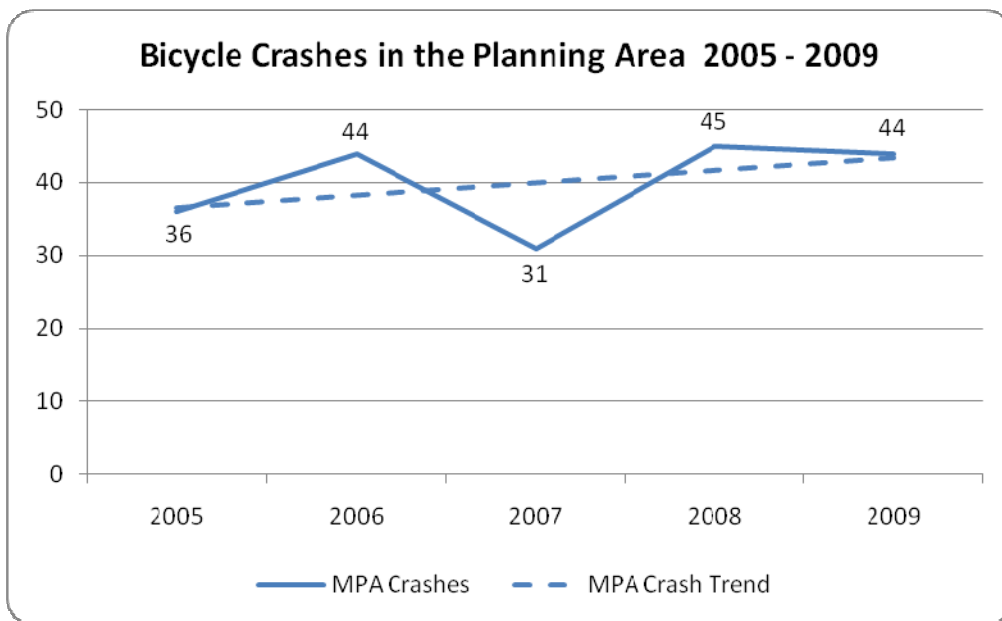
# 2035 Coulee Regional Bicycle Plan



## BICYCLIST SAFETY

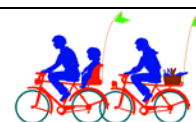
Bicyclist safety is measured by bicyclist crashes as reported by police officers. Because the police only prepare a crash report on crashes that result in property damage or an injury, many bicycle crashes go unreported. Conflicts between pedestrians and bicyclists for example are not reported because both parties tend to walk away from the collision without major damage or injury.

Figure 6-1 illustrates the rising trend in bicycle / motor vehicle crashes in the planning area. The region experienced a 10% increase in 2009 in bicycle crashes over the 5-year average of 40 crashes. This is likely caused by an increased exposure rate as the number of bicyclists increased with increasing gas prices.



**Figure 6-1:** Total number of bicycle crashes and crash trend for the years 2005 through 2009 for the metropolitan planning area.

**TARGET:** Reverse the trend in bicycle-motor vehicle crashes over a five-year moving average from increasing to decreasing by 2015.



# 2035 Coulee Regional Bicycle Plan



## BICYCLE USAGE

Bicycle counts were conducted on all approaches at 18 intersections in the planning area. The actual counts can be found in section C.2.2 of appendix C and a detailed discussion of those counts can be found in section 3.5.2 of chapter 3.

The method and locations for counting bicyclists were chosen to demonstrate that we have a need to provide dedicated bicycle facilities on our major roads. Because the methodology is not statistically valid to assert a certain percentage of the population bicycles, we will not set targets for usage until we develop a reliable local process for determining the number of bicyclists in the planning area.

## 6.3 Summary of Performance Targets

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- 🚲 Increase the total miles of off-road trails by 10 miles by 2015 and 20 miles by 2035.
- 🚲 Increase the total miles of bike lanes by 10 miles by 2015 and 30 miles by 2035.
- 🚲 Increase the total miles of shared bike/parking lanes by 2 miles by 2015 and 10 miles by 2035.
- 🚲 Increase the total miles of sharrows by 5 miles by 2015 and 20 miles by 2035.
- 🚲 Reverse the trend in bicycle-motor vehicle crashes over a five-year moving average from increasing to decreasing by 2015.



