



## La Crosse, WI



**2024 BFC Award: Silver**  
**Award History:** Silver since 2011;  
 Previously Bronze since 2007.

### La Crosse's BFA Program Stats

# of Local Bicycle Friendly Businesses: **5**  
 # of Local Bicycle Friendly Universities: **0**  
 # of Local League Cycling Instructors: **1**  
 Wisconsin's Bicycle Friendly State Ranking: **#27**

The 5 Es Category Scores	La Crosse	Max Score this round
Engineering	34.98%	79.26%
Education	44.59%	83.25%
Encouragement	35.17%	90.86%
Evaluation & Planning	34.36%	75.73%
Equity & Accessibility	26.31%	75.47%

Scores are determined by points earned in each 'E' Category, weighted against comparable communities in the 2024 BFC round. See pages 2-3 for your full subcategory points in each Category.

### Key Outcomes

**Overall Commuter Ridership:** 1.7%  
 Male Commuter Ridership: 2.2%  
 Female Commuter Ridership: 1.3%  
*(Bicycle Mode Share among commuters, according to the Census Bureau's 2022 or 2023 American Community Survey 5-Year Estimate.)*

**Bicycle Mode Share:** Unknown  
*(Reported by applicant)*

**Annual Average Bicyclist Crashes in last 5 years:** 19.6  
**Annual Average Bicyclist Fatalities in last 5 years:** 0  
*(Crashes and Fatalities both reported by applicant)*

### Community Profile

Population: 52,682  
 (Size classification for weighted scoring: Medium)  
 Area: 21.7 square miles  
 Population Density: 2,427.70 people/square mile  
 Land Classification: Mixed Suburban/Urban/Rural  
 Poverty Rate: 21%\*  
 Median Household Income: \$54,836\*  
 Percent of the Population that Speaks a Language Other Than English at Home: 5.4%\*  
 Percent with Disability: 12.7%\*  
 Percent of Households with No Vehicle Available: 10.8%\*

\*Source: [https://data.census.gov/profile/La\\_Crosse\\_city,\\_Wisconsin?q=160XX00US5540775](https://data.census.gov/profile/La_Crosse_city,_Wisconsin?q=160XX00US5540775)

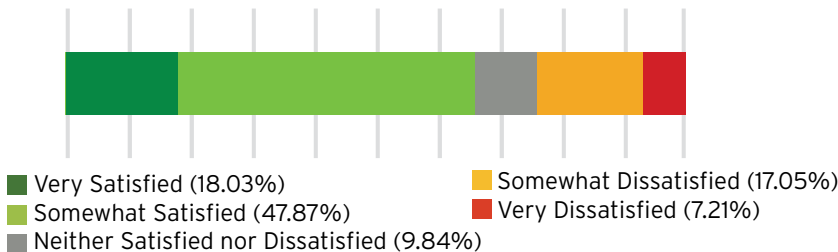
### La Crosse's Bike Links

**Bike Network Map, if available:**  
<https://www.google.com/maps/d/edit?mid=1LdIU2qWFDw-Jx2LfcrNWHOvL5YJY4nM&usp=sharing>

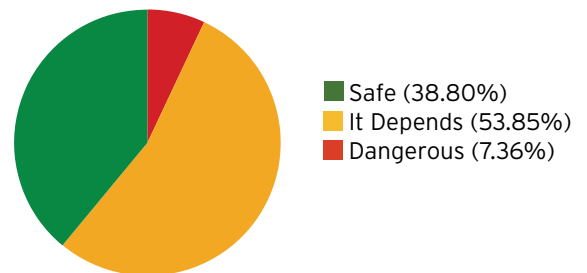
**Bike Plan, if available:**  
<https://forwardlacrosse.org/>

## 2024 BFC Public Survey Response Summary for La Crosse, WI

How satisfied are you with how this community is designed for making bike riding safe? (n = 305)



Is it safe or dangerous to ride a bicycle in your neighborhood, or does it depend? (n = 299)



What are the top 1-3 changes you would most like to see the local government make in this community for bicyclists? (n = 307)

1. More bike lanes (41.04%)
2. More bike paths (40.07%)
3. Improve existing bike lanes to protected bike lanes (38.76%)
4. Improve markings and signage that direct people to safe bike routes (25.08%)

## About this Report Card

The following scores are based on the online application submitted by La Crosse in the 2024 Bicycle Friendly Community (BFC) submission round. These scores reflect a combination of automatically-generated points earned through the online application, as well as judge-assigned points and bonus points given by BFC reviewers.

The League updated its Bicycle Friendly Community application and awards criteria in 2022, after nearly a year of research, focus groups, interviews, listening sessions, and other outreach. The updated application includes a new section on Equity and Accessibility, and other changes throughout. As such, **this Bicycle Friendly Community Report card is a beta version** as we refine our new scoring system and develop a greater understanding of how to convey new information.

All 2024 BFC Report Cards (including this one) will be republished with updated scores if there are significant changes to the points system after the next round of BFC applications. To learn more about the BFC application and awards criteria, please visit <https://bikeleague.org/community>.

<b>ENGINEERING</b>	<i>La Crosse earned a weighted score of 34.98% in the Engineering Category. Below is the full breakdown of points that La Crosse earned in each subcategory within the Engineering section, compared to the total points available in that subcategory from the 2024 BFC application.</i>	
	Engineering Subcategories	La Crosse's Subcategory Points in Engineering
	Policies and Design Standards for the Built Environment	6.3 / 41 pts
	End-of-Trip Facilities	14.0 / 44 pts
	Bicycle Network	23.6 / 128 pts
	Network Maintenance	10.8 / 32 pts
	Bicycle Access to Public Transportation	10.6 / 23 pts
	Bike Sharing	5.0 / 24 pts
	Other Bicycle-Related Amenities	1.8 / 6 pts
	Regional Coordination	5.0 / 23 pts
Engineering Bonus Points	4.3 / 10 pts	

<b>EDUCATION</b>	<i>La Crosse earned a weighted score of 44.59% in the Education Category. Below is the full breakdown of points that La Crosse earned in each subcategory of the Education section, compared to the total points available in that subcategory from the 2024 BFC application.</i>	
	Education Subcategories	La Crosse's Subcategory Points in Education
	Youth Bicycle Education	40.7 / 68 pts
	Adult Bicycle Education	13.7 / 47 pts
	Motorist Education	7.8 / 28 pts
	Bicycle Safety Education Resources	0.2 / 16 pts
	Inclusive Education	0.3 / 26 pts
Education Bonus Points	1.5 / 7 pts	

<b>ENCOURAGEMENT</b>	<i>La Crosse earned a weighted score of 35.17% in the Encouragement Category. Below is the full breakdown of points that La Crosse earned in each subcategory of the Encouragement section section, compared to the total points available in that subcategory from the 2024 BFC application.</i>	
	Encouragement Subcategories	La Crosse's Subcategory Points in Encouragement
	Encouragement Policies, Programs and Partnerships	2.6 / 17 pts
	Route-Finding Support	1.0 / 10 pts
	Bicycle Culture and Promotion	35.3 / 91 pts
	Access To Bicycle Equipment and Repair Services	5.8 / 35 pts
	Reducing Work-Related/Fleet VMT	3.0 / 11 pts
	Encouragement Bonus Points	3.1 / 7 pts

<b>EVALUATION &amp; PLANNING</b>	<i>La Crosse earned a weighted score of 34.36% in the Evaluation &amp; Planning Category. Below is the full breakdown of points that La Crosse earned in each subcategory of the Evaluation &amp; Planning section, compared to the total points available in that subcategory from the 2024 BFC application.</i>	
	Evaluation & Planning Subcategories	La Crosse's Subcategory Points in Evaluation & Planning
	Staffing And Committees	10.3 / 35 pts
	Public Engagement for Bicycle Planning	3.5 / 35 pts
	Planning, Funding, And Implementation	12.4 / 46 pts
	Evaluating The Bicycle Network	- / 25 pts
	Evaluating Ridership	0.4 / 20 pts
	Evaluating & Improving Safety Outcomes	18.6 / 42 pts
Evaluation & Planning Bonus Points	5.4 / 15 pts	

<b>EQUITY &amp; ACCESSIBILITY</b>	<i>La Crosse earned a weighted score of 26.31% in the Equity &amp; Accessibility Category. Below is the full breakdown of points that La Crosse earned in each subcategory of the Equity &amp; Accessibility section, compared to the total points available in that subcategory from the 2024 BFC application.</i>	
	Equity & Accessibility Subcategories	La Crosse's Subcategory Points in Equity & Accessibility
	Equity & Accessibility Staffing, Committees, & Partnerships	8.0 / 24 pts
	Equity Data Collection & Goals	4.8 / 27 pts
	Equity & Accessibility Policies & Plans	10.6 / 21 pts
	Equity & Accessibility in Engineering	4.0 / 44 pts
	Equity & Accessibility in Education	5.4 / 52 pts
	Equity & Accessibility in Encouragement	4.3 / 42 pts
	Equity & Accessibility in Evaluation & Planning	7.4 / 51 pts
Equity & Accessibility Bonus Points	2.9 / 9 pts	



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### FEEDBACK TO IMPROVE:

#### To maintain and improve on La Crosse's Silver-level Bicycle Friendly Community award, BFC Reviewers recommend...

- » Continue to improve and expand the low-stress bike network for all ages and abilities, 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.
- » Develop a design manual that meets current NACTO standards or adopt the NACTO Urban Bikeway Design Guide. This will make it easier for city staff to propose and implement bicycle facility designs that have been shown to improve conditions for people who bike in other cities throughout the United States.
- » Lower speed limits -- and designed speeds -- on residential streets to 20 mph or less. Introduce road diets and traffic calming measures to ensure compliance. Develop a system of bicycle boulevards, utilizing these quiet neighborhood streets, that creates an attractive, convenient, and comfortable cycling environment welcoming to cyclists of all ages and skill levels. Use the Bicycle Boulevards section of the NACTO Urban Bikeway Design Guide for design guidelines.
- » Continue to increase the amount of high quality bicycle parking available throughout the community. Develop or adopt updated Bicycle Parking Standards to ensure that bike parking always meets or exceeds all APBP standards and also accommodates cargo bikes, recumbents, adaptive cycles, and other non-standard bicycles. (See [www.apbp.org/bicycle-parking-solutions](http://www.apbp.org/bicycle-parking-solutions))
- » Improve bicycle safety education for students of all ages by incorporating more on-bicycle education opportunities and by expanding the program to all K-12 schools. Providing bicycles in schools for on-bike education ensures that all students can learn to safely ride a bicycle regardless of the availability of a bicycle in their household. Work with the school district, local bicycle groups, and interested parents to expand and improve the Safe Routes to School program.
- » Expand 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.
- » Increase the number of local League Cycling Instructors (LCIs) in your community, either by hosting an LCI seminar or sponsoring a City staffer or local bike advocate to attend an existing seminar elsewhere. Having several active instructors in the area will enable you to expand cycling education for youth and adults, recruit more knowledgeable cycling ambassadors, deliver Bicycle Friendly Driver education to motorists, and have experts available to assist in encouragement programs. Visit [bikeleague.org/ridesmart](http://bikeleague.org/ridesmart) for more information.
- » Continue to encourage more local businesses, agencies, and organizations to promote cycling to their employees and customers and to seek recognition through the Bicycle Friendly Business program.
- » Increase the amount of staff time spent on improving conditions for people who bike and walk,



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### FEEDBACK TO IMPROVE, CONTINUED:

either by creating a new dedicated position or expanding the responsibilities of current staff. Ensure that this position is well supported with training and professional development opportunities to stay up-to-speed on the latest best practices and safety guidelines for bicycle planning, outreach, and infrastructure.

- » Congratulations on adopting the 2024 update to your Bicycle and Pedestrian Master Plan. This plan will be a blueprint for improvements and has many great recommendations for a more connected network of safe and comfortable bicycle facilities. Ensure that there is dedicated funding for the implementation of all types of bicycle infrastructure recommended by the new plan.
- » Congratulations on receiving a Safe Streets for All (SS4A) Grant to create a Safety Action Plan for the City of La Crosse! As part of this Safety Action Plan, we encourage the city to formally adopt an official goal to eliminate traffic fatalities and serious injuries, potentially as part of a larger Vision Zero policy, to support and strengthen a comprehensive road safety plan. Use the new plan to collect data about bicyclist safety and perceptions of safety, and to identify specific strategies that will reduce traffic crashes and deaths for all road users, including bicyclists and pedestrians. Introducing low stress bikeway facilities and lowering vehicle speeds through traffic calming treatments are important engineering components for addressing roadway safety.
- » Conduct a connectivity analysis and network quality evaluation of your existing bicycle network, and work to identify and fill any gaps. Establish a performance measurement program for bicycling and/or active transportation infrastructure. See FHWA's resources on these topics: [https://bit.ly/FHWA\\_connectivity](https://bit.ly/FHWA_connectivity) and [https://bit.ly/FHWA\\_bikepedPMs](https://bit.ly/FHWA_bikepedPMs).
- » 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 changes in your community's road or bicycle network. Observational counts and surveys can supplement automated data in order to collect demographic information and examine social equity goals.
- » Adopt a goal for a target level of bicycle use (percent of trips made by bike) to be achieved within a specific timeframe, and ensure data collection necessary to monitor progress toward your adopted goal.
- » Your Bicycle Friendly Community application reported that ACS data shows a gender gap in bicycle modeshare (2.2% of male commuters bike to work, compared to 1.3% of female commuters, according to ACS data). Consider how focused outreach around bicycling education, encouragement, and engagement could help bring more women to bike for transportation in La Crosse. Consider how local data collection efforts may be able to further inform your work by capturing gender in other bike use and modeshare counts, as well as identifying gender disparities in perceptions of safety and barriers to bicycling.



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- » Work with any local residents with disabilities and/or disability rights organizations to discuss and learn how the city's bicycling efforts can further improve accessibility for cyclists with disabilities and incorporate principles of universal design. Conduct an accessibility audit of your bike infrastructure and end-of-trip facilities, and work to build more intentional inclusion of people with disabilities during your community's outreach, engagement, and planning processes.
- » Continue to build on your existing partnerships with local, regional, and statewide public health agencies and organizations that can support efforts to create more opportunities for bicycling and increase physical activity through community design. To further show your community's commitment to health and wellness through active transportation, work with local elected officials to pass an Active People, Healthy Nation<sup>SM</sup> Proclamation this year. Active People, Healthy Nation<sup>SM</sup> is a national initiative led by the Centers for Disease Control and Prevention to help 27 million Americans become more physically active by 2027. Learn more at: <https://www.cdc.gov/active-people-healthy-nation/php/data-research/proclamations.html>.

### MORE RESOURCES FOR IMPROVING YOUR COMMUNITY:

- » **Guide to this BFC Report Card:** <https://bit.ly/BFC-Report-Card-Guide-2024>
- » **League of American Bicyclists:** <https://www.bikeleague.org>
- » **Bicycle Friendly Community (BFC) Program:** <https://bikeleague.org/community>
- » **Resources for Building a Bicycle Friendly Community:** [https://bikeleague.org/BFC\\_Resources](https://bikeleague.org/BFC_Resources)
- » **About the BFC Application Process:** <https://bikeleague.org/content/about-bfc-application-process>
- » **The Five E's:** <https://bikeleague.org/5-es>
- » **The BFC Ideabook and Map:** <https://bikeleague.org/BFCIdeaBook>
- » **The League's Benchmarking Project on Biking & Walking Data and Reports:** <https://data.bikeleague.org>
- » **Bicycle Friendly State (BFS) Rankings and Report Cards:** <https://bikeleague.org/state>
- » **Bicycle Friendly Business (BFB) Program:** <https://bikeleague.org/business>
- » **Bicycle Friendly University (BFU) Program:** <https://bikeleague.org/university>
- » **Smart Cycling Education Program:** <https://bikeleague.org/ridesmart>
- » **National Bike Month Resources:** <https://bikeleague.org/bikemonth>
- » **More Reports and Resources from the League:** <http://bikeleague.org/reports>
- » **Federal Funding Resources from the League:** <https://bikeleague.org/federal-funding-resources/>
- » **Pedestrian and Bicycle Funding Opportunities from U.S. DOT Transit, Safety, and Highway Funds:** [https://www.fhwa.dot.gov/environment/bicycle\\_pedestrian/funding/funding\\_opportunities.pdf](https://www.fhwa.dot.gov/environment/bicycle_pedestrian/funding/funding_opportunities.pdf)
- » **U.S. DOT Navigator:** <https://www.transportation.gov/dot-navigator>