

**BICYCLE MASTER PLAN**

2012\*

2013

**Engineering Benchmarks**

Increase the share of arterials that contain bike lanes

Develop a network of bicycle boulevards

Install way-finding signs at strategic locations

Increase the number of traffic signals that accommodate bicyclists

Increase the number of bridges that accommodate bicycles

Identify weak links in the bicycle network. Use Bicycle Level of Service (BLOS) to assess conditions before and after improvements to strengthen these links.

Establish review and coordination process between city planning, engineering, public works, state, and city contractors to ensure correct implementation of best design practices

Design and build facilities that adhere to local, AASHTO, MUTCD, and NACTO best design practices

**Education Benchmarks**

Incorporate bicycle safety education as part of La Crosse School curricula

Expand the reach of bicycle safety education campaigns

Increase the number of certified League Cycling Instructors who live or work in La Crosse

Provide bicycle safety training for bus and city vehicles, and law enforcement officers

Add bicycling and motorist education messages at drivers education facilities or in media mailings, utility bill inserts

Incorporate bicycle safety training in conjunction with Safe Routes to School (SRTS) application processes

Increase the number of Bicycle Friendly Businesses (BFB) in La Crosse. Encourage and provide incentives for BFB to provide showers, secure bicycle parking, and other pro-bicycling amenities

Achieve Bicycle Friendly University (BFU) designation for the University of Wisconsin – La Crosse, Viterbo University, and Western Technical College

Increase the number of bicycling special events

Increase the amount of bicycle parking at special events

Include the local bicycling community in the bicycle planning process

Organize bicycle rides to tour and celebrate recently-completed bicycle improvements

Establish a bicycling mentorship or buddy program to assist inexperienced bicyclists

Ensure that programs reach low-income neighborhoods, areas isolated from downtown and near the colleges

Increase citizen access to in-person bicycling encouragement and educational resources

Increase access to existing bike sharing programs or consider developing a new one in La Crosse

### **Enforcement Benchmarks**

Continue to distribute bicyclist and motorist safety brochures

Provide routine safety bulletins and safety training to law enforcement officials to stay current on traffic laws that affect motorists and bicyclists

Provide reward or incentives for motorists and bicyclist who are observed operating bicycle and automobiles in a safe manner

Revise ordinances that confuse or deter bicyclists engaging in safe behaviors (E.g. clarify law that prohibits bicycling on downtown sidewalks, and encourage the use of downtown streets for bicyclists)

Provide warnings with education prior to ticketing for offenses such as failure to yield, passing too closely, failure to signal when turning, and communication the safety benefits through brochures or face to face interactions

Improve bicycle registration processes to prevent loss and theft of bicycles.

### **Evaluation/Planning Benchmarks**

Go beyond U.S. Census data to get a more detailed look at bicycling traffic. Conduct regular annual bicycle traffic counts along major bicycle routes and along planned facilities. Maintain a rolling database of bicycle traffic information that is refreshed regularly (annually, every three years, etc.)

Utilize crash analysis tools, such as the Pedestrian Bicycle Crash Analysis Tool (PBCAT) to regularly review and report on the potential causes of crashes and identify recurring crash locations or “hot spots”.

Establish a baseline of automobile trips and encourage businesses and residents to reduce the number of trips taken, or Vehicle Miles Traveled (VMT) by automobile.

Assess the economic impact of bicycling in La Crosse. Identify the bicycle-related business activity in terms of revenue generated, number of jobs created, and spending related to bicycling in La Crosse.

\*Baseline

2014

2015

2016

2017

2018

2019

2020

2021

2022

**Engineering Benchmarks**

Increase the number of streets with sidewalks and/or walkable shoulders

Eliminate sidewalk gaps

Establish a crosswalk marking program. Develop a policy on which types of crosswalk markings to use in La Crosse

Increase the number of intersections that are accessible in accordance with the Americans with Disabilities Act (ADA) Accessibility Guidelines and the Public Rights-of-way Access Guidelines

Increase the number of pedestrian crossings that are enhanced with traffic control devices

Establish a target for the number of trips taken on foot

Utilize crash analysis tools, such as the Pedestrian Bicycle Crash Analysis Tool (PBCAT) to regularly review and report on the potential causes of crashes, and identify recurring crash locations or "hot spots"

Develop streetscape guidelines incorporating pedestrian crosswalks, pavement markings, sidewalks, curb ramps, and other pedestrian facilities.

**Education Benchmarks**

Increase the number of schools active in the Safe Routes to School Program for La Crosse

Conduct education campaigns on traffic laws and pedestrian safety. Incorporate educational materials for traffic signals, push buttons, midblock crossings, and crossing multilane highways

Provide pedestrian safety training for School, City, and Law Enforcement Officials

Develop weekend Open Streets or Sunday Parkways programs and festivals

Develop walking tours of areas of La Crosse, provide pedestrian maps to key destinations in the downtown and other areas

Develop walk to school and walk to work events, promote annual or seasonal events

Establish walking school buses as part of Safe Routes to School programs and walk to school events

Encourage community engagement by soliciting walkability audits from neighborhood groups, business associations, or other organizations

### **Enforcement Benchmarks**

Increase the number of pedestrian police patrols

Establish a Traffic Safety Officer program and provide regular training

Continue to support an ongoing Crossing Guard training program for schools in La Crosse

Conduct seasonal or annual pedestrian safety enforcement campaigns through the use of targeted crosswalk warnings or stings to educate motorists of traffic laws that pertain to pedestrians

Acquire mobile travel speed signs to alert motorists of their travel speed. Use in conjunction with warnings and citations to reduce speeds on roadways where posted speed limits are often violated

Reduce the 85th percentile travel speed on arterials and collectors to the posted speed

### **Evaluation/Planning Benchmarks**

Conduct routine pedestrian traffic counts and establish benchmarks for increased pedestrian activity in downtown and other key locations

Conduct routine walkability assessments with neighborhood and community groups, near college and hospital campuses, and along major arterials

\*Baseline

