

LA CROSSE
WISCONSIN
PLANNING AND DEVELOPMENT
400 LA CROSSE STREET | LA CROSSE, WI 54601 | P: (608) 789-7512

Memorandum

To: Board of Public Works

From: Jenna Dinkel, Associate Planner

Date: April 10, 2026

Re: Green Bay Street Bicycle Accommodations

Below is a summary of the public input that was gathered as it relates to the above-mentioned topic.

Green Bay Street has been partially reconstructed using STP-Urban funds from 14th Street-Losey Boulevard. Since then, the City Council adopted the 2024 Bicycle and Pedestrian Master Plan which recommended protected bicycle facilities on Green Bay Street due to the proximity to a number of destinations, including but not limited to, Central High School, Festival Foods and shopping center, and Gundersen Hospital. With the upcoming reconstruction of 9th-14th in 2028, the Engineering Department asked Planning Staff to assist with gathering neighborhood input.

This topic first went to the Bicycle and Pedestrian Advisory Committee in November 2025. The Committee unanimously recommended protected bike lanes be pursued from West Avenue to 14th as part of the 9th-14th Street Reconstruction. The Committee also unanimously recommended a future capital request be made for Green Bay St protected facilities on the rest of the corridor.

Since then, Planning Staff with the assistance of Engineering Staff, coordinated public input. Staff created a webpage with information regarding possible accommodations and further information. There was also a survey created for public who could not attend the public involvement meeting or wanted to fill out the survey online during the meeting. The public involvement meeting was scheduled and took place on Tuesday, February 24, 2026, with a postcard sent to all property owners and residents on Green Bay Street from 9th-Losey. There was also a press release sent out with this information. The format and information gathered at this meeting is further outlined below.

The public involvement meeting on February 24th had approximately 47 people in attendance. The public involvement meeting went from 5:00 pm to 7:00 pm. Staff provided an informative presentation at 5:30 pm for those in attendance and offered

LA CROSSE WISCONSIN

PLANNING AND DEVELOPMENT
400 LA CROSSE STREET | LA CROSSE, WI 54601 | P: (608) 789-7512

time for questions. Staff recommended everyone fill out the comment cards to make sure their voices and opinions were thoroughly heard. During the time for questions, at the end of the presentation, there was a mix of opinions and feedback. There was a suggestion to switch the bike lane and parking lane on the on-street alternative. Another suggestion that came up multiple times was to include Redfield Street as an alternative for bikes instead of Green Bay Street. Some in attendance were supportive of bike infrastructure but stated Green Bay Street would not be a safe street to bike on. Some business owners were concerned about where their staff were going to park. They stated they don't want to try to buy up land or property to convert into surface parking. Overall, there seemed to be a split opinion of those who supported and opposed bicycle infrastructure among those who attended the public involvement meeting. From the 25 comment cards filled out, 10 were in favor of keeping the current conditions, 6 were in the middle on all alternatives, and 8 were in favor of bicycle infrastructure. Of the bicycle infrastructure options, Alternative 1 and Alternative 2 were ranked the highest.

Staff left the survey open for two additional weeks after the public involvement meeting. There were 305 survey responses. Staff has summarized the survey results below.

Of those who filled out the survey, 87% lived in the City of La Crosse. While a majority of survey responses were from those who use Green Bay as a primary or secondary route of transportation, there were approximately 19% who live on, own property or a business, or work on Green Bay that submitted responses. Of those responses, 11% of them felt positively (rating of 6 or greater) toward bicycle infrastructure on Green Bay Street.

As for total survey results, current conditions was the most favored alternative. Of all alternatives with bicycle infrastructure, Alternative 1 (raised, protected bicycle facilities) was the most favored alternative. Alternative 2 (street-level bicycle facilities) was the least favored alternative with only 13 respondents promoting it (rating of 9 or 10 on survey). Total survey results are summarized below:

- 66% of respondents felt positively (rating of 7 or greater) toward **Current Conditions**
- 30% of respondents felt positively (rating of 7 or greater) toward **Alternative One**
- 8% of respondents felt positively (rating of 7 or greater) toward **Alternative Two**
- 19% of respondents felt positively (rating of 7 or greater) toward **Alternative Three**

LA CROSSE WISCONSIN

PLANNING AND DEVELOPMENT
400 LA CROSSE STREET | LA CROSSE, WI 54601 | P: (608) 789-7512

- 25% of respondents felt positively (rating of 7 or greater) toward **Alternative Four**

Notable comments from the online survey for those not in favor of bicycle infrastructure noted concern bike lanes would cause traffic issues, suggestions for creating bike routes on less traveled streets and corridors, concern with removal of parking. Notable comments from the online survey for those in favor of bicycle infrastructure noted the need for protected facilities if bike infrastructure is implemented to help with user safety, concern with safety if on-street facilities were implemented, suggestions for creating bike routes on less traveled streets and corridors, desire for Green Bay Street to be a multi-modal corridor, concern over disjointed design from 9th to West Ave.

Staff also attached the survey response overview. Questions three through eight use a net promoter score of -100 to 100. Since the survey questions asked respondents to rank their choice from 0 (least favored) to 10 (most favored) the net promoter score is calculated by subtracting the percentage of detractors from the percentage of promoters. Net Promoter Scores fall into the following categories and was automatically generated by the survey software. With the assumption ranking an alternative 7 or greater meant the respondent felt positively, staff provided the results this way in the memorandum above.

1. Promoters (9-10) – Strongly in favor of a certain alternative
2. Passives (7-8) – In favor of a certain alternative.
3. Detractors (0-6) – Not in favor of specific alternative.