

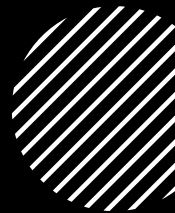
Bicycle &
Pedestrian
Count
Program

Climate Action Funding
Request

City of La Crosse



Opportunity



Transportation is second leading sector of green house gas emissions in City of La Crosse



Walking and Biking are zero-emission modes



What gets measured gets managed

Problem & Solution

- Lacking consistent, reliable data on non-motorized travel
- Can be challenging to secure funding without baseline data

- Count program will provide continuous, real-time data
- Help quantify emissions reductions

Strategy
TM 5

Improve the comfort and safety of walking and biking within La Crosse.

Increasing opportunities for and safety of bike and walking routes to all uses including schools, retail nodes, services, workplaces, and recreation centers can support reduced vehicle use by replacing those trips with other types of mobility. According to the La Crosse Climate Action Survey, over 65% of respondents indicated they would walk or bike more frequently if they felt safer.¹⁶

Studies also show that improvements in pedestrian and bicyclist safety not only improve walking environments, but also contribute to urban renewal, local economic growth, social cohesion, improved air quality and reduction in the harmful effects of traffic noise.¹⁷

Go to Section 11 Climate Actions and Implementation for all

34.4%

of community-wide
GHG emissions in
2020 from
transportation

433,569,000

Vehicle Miles
Traveled in 2020

74.8%

Commuters drive
alone

Strategy
TM 1

Decrease commuter and community-wide VMT by 5% by 2030.

Community-wide vehicle miles traveled (VMT) in La Crosse was 433 million miles in 2020.⁷ It is estimated that 11.6% of VMT within city boundaries is interstate traffic and workers commuting from out-of-city, however, it should be noted that La Crosse benefits from this traffic as well. La Crosse has also seen a steady trend in commuter modes with 74.8% commuters driving alone. Decreasing commuters driving alone by 5% would decrease up to 6 million auto miles while decreasing VMT across all uses will eliminate nearly 22 million auto miles. Achieving this goal is estimated to reduce

Climate Connection

- Counters allow us to:
 - Estimate vehicle miles reduced
 - Track trends over time
 - Measure impact of infrastructure investments



Proposed Program

- Deploy portable counters for targeted studies of current and future infrastructure

Priority Locations

2nd Street

King St
Greenway

Gillette St

Riverside
Park

17th St
Greenway

Bud
Hendrickson

Pammel
Creek trail

Marsh Trails

Bluff Trails

??



Case Studies

- Making active modes of transportation safer
 - Vancouver used a decade of bike count data and crash data to pinpoint high-risk intersections and prioritized protected bike lanes resulting in fewer collisions and a rise in cycling
- Creating and measuring climate goals
 - Stockholm had goal to become climate-neutral by 2030 and used cycling data to see how and what policies and infrastructure change behavior.

Cost Overview

Purchase and Operation
of four counters for 5
years is \$12,505

One Mobile
Multi Counter

Three Pyro
Nano
Counters

5 years of
Eco-Visio
Software

Replacement
Tubes for
Mobile Multi
Counter

Funding Request

- Requesting funding for half the project
 - \$6,252.50





Deployment Strategy



April 21st - Bluffland Coalition



May County Board



Funding secured, product ordered and deploy by July



Keep counters at locations for 2-4 weeks at a time



Questions?