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

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.

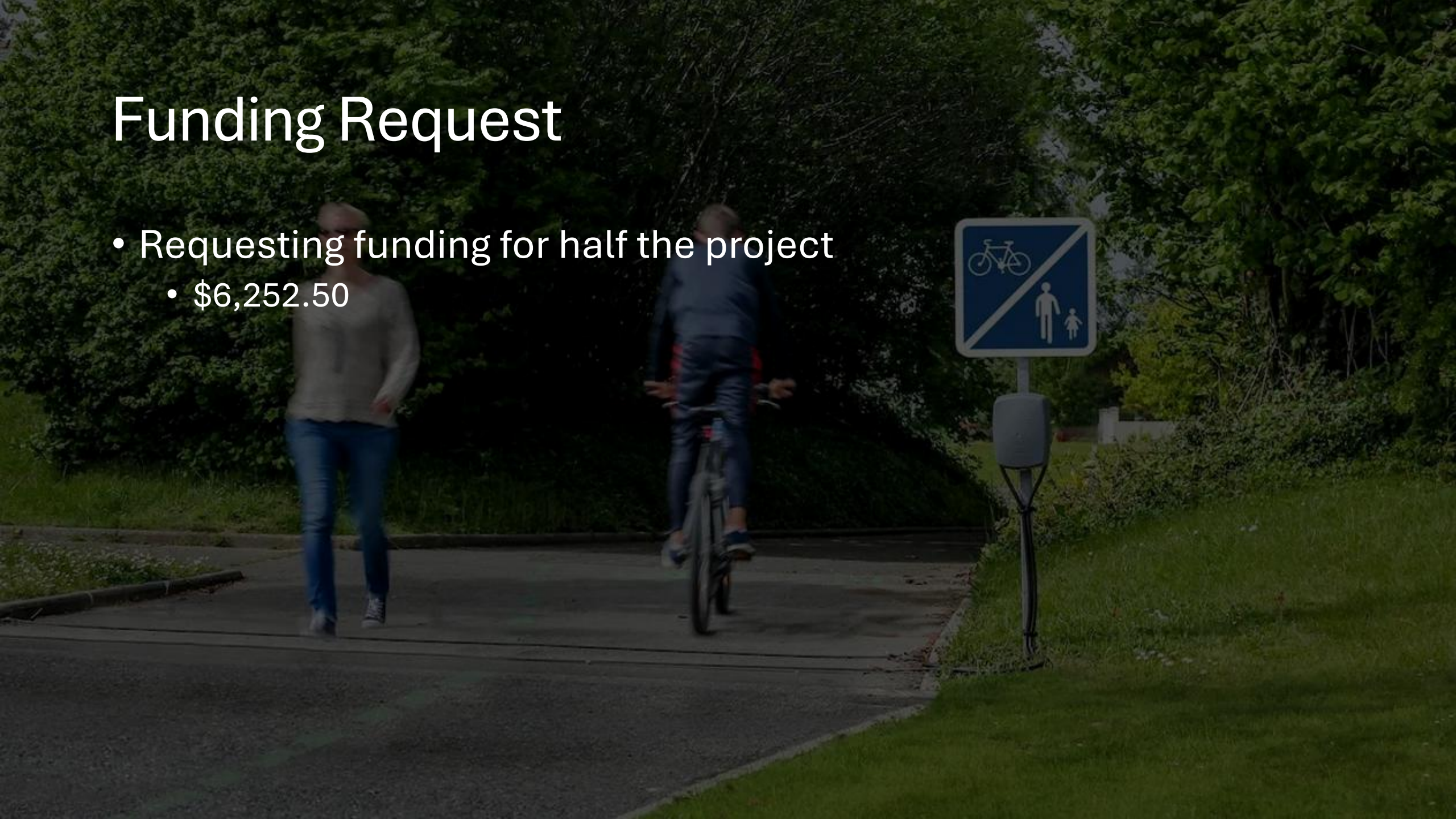
Cost Overview

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?