

# Forward La Crosse: Bicycle and Pedestrian Master Plan Promotion

[www.forwardlacrosse.org](http://www.forwardlacrosse.org)

## Campaign Timeline: September 2023 - July 2024

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LA CROSSE  
WISCONSIN

### Overview

The campaign's objective is to revise the City's 2012 Bicycle and Pedestrian Master Plan, aiming to enhance bicycle and pedestrian transportation infrastructure and education across the City of La Crosse. Additionally, it seeks to uphold or enhance its recognition by the League of American Bicyclists as a silver-level Bicycle Friendly Community.

### ForwardLacrosse.org

Since the launch of the Bicycle and Pedestrian Master Plan campaign in September, the website has recorded 5,263 users and 18,501 page views.

### E-newsletters

Since September, a total of 14 newsletters have been distributed to an email list that has progressively expanded during the promotion of Forward La Crosse's 2040 Comprehensive Plan and Bicycle and Pedestrian Master Plan. Presently, the subscriber count stands at 5,169, encompassing local business proprietors, community organizations, nonprofits, local media representatives, and participants of community surveys.

### Regional Press Releases

7 Bicycle and Pedestrian Master Plan [press releases](#) have been sent out and contributed to gaining local earned media on TV, newspapers, radio, and local organization newsletters.

### In the News

#### **2024**

1. July 9, 2024 (NEWS 8) - [Bicycle and Pedestrian Master Plan looks at adding...](#)
2. May 21, 2024 (NEWS 8) - [Forward La Crosse invites public input for new bicycle...](#)
3. May 21, 2024 (WIZM) - [Bike-pedestrian committee conducts last public meeting...](#)
4. May 20, 2024 (WIZM) - [Going over bike-ped master plan, as La Crosse holds fina...](#)
5. May 15, 2024 (WIZM) - [More bike lanes in La Crosse? We go over the bike-ped...](#)
6. May 8, 2024 (NEWS 19) - [Forward La Crosse hosting final public input...](#)
7. Mar 26, 2024 (NEWS 19) - [City of La Crosse shares Bike Plan update at Open House](#)
8. Mar 26, 2024 (NEWS 8) - [City of La Crosse hosts bicycle and pedestrian master...](#)
9. Mar 26, 2024 (La Crosse Tribune) - [Residents identify missing bike, walking trail connections as improvements sought for La Crosse network](#)

## **2023**

1. Dec 13, 2023 (NEWS 19) - [Forward La Crosse revising Bicycle and Pedestrian Plan](#)
2. Nov 30, 2023 (Fox2548 & WIProud) - [Forward La Crosse's bicycle and pedestrian...](#)
3. Nov 29, 2023 (WEAU 13 News) - [Forward La Crosse Developing Bicycle & Pedestrian Plan](#)
4. Nov 9, 2023 (La Crosse Tribune) - [City leaders seek public input to update....](#)
5. Nov 6, 2023 (NEWS 8) - [La Crosse residents voice opinions for updated Bicycle...](#)
6. Nov 6, 2023 (NEWS 19) - [Forward La Crosse invites public input for bicycle...](#)
7. Nov 2, 2023 (NEWS 19) - [City looking to update Bike and Pedestrian Master Plan](#)

## **Organizational Media Inclusion**

### **2024**

- May 16 - [The Greater La Crosse Area Diversity Council](#) - Blog
- Feb 28 - ORA Trails - ORA Trails News

### **2023**

- Oct 11, 2023 - ORA Trails - Want to get Involved?
- Oct 25, 2023 - La Crosse Area Chamber of Commerce - Weekly E-Newsletter
- Nov 3, 2023 - Downtown Mainstreet Newsletter - Help Us Revitalize La Crosse's Streets!
- Nov 6, 2023 - [La Crosse Parks and Rec E-Connect](#)

## **Paid Media**

Included the use of print, digital, and social media throughout the campaign.

## **Print Advertising**

La Crosse Tribune - Thursday, November 2nd and Saturday, November 4th

- Front of the Hometown section
- High impact strip ad (9.889" w x3" tall)

## **Social Media Advertising**

Local impressions on Facebook and Instagram reached a total of 19,436, with 15,528 unique users exposed to the content. This effort led to 289 clicks on the survey and map.

## **Social Media Posting**

Since September, the Forward La Crosse Facebook page has connected with 26,500+ Facebook users producing 1,119 link clicks and thousands of Instagram accounts. The paid reach extended to 413,343 users. We regularly share weekly posts and stories across Facebook, Twitter, and Instagram.

## **In Person Presentations/Discussions**

### **2024**

- May 20 - Bicycle and Pedestrian Master Plan: Final Public Engagement Opportunity
- Mar 26 - Open House South | South Side Neighborhood Center

2023

- Oct 6 - Pop-Up: Bicycle and Pedestrian Master Plan | Cameron Park
- Oct 10 - Pop-Up: Bicycle and Pedestrian Master Plan | Burns Park
- Oct 17 - Pop-Up: Bicycle and Pedestrian Master Plan | UWL Student Union
- Nov 6 - Guided Walk Audit (South) | Southside Neighborhood Center
- Nov 6 - Open House South | Southside Neighborhood Center
- Nov 7 - Guided Walk Audit (North) | Black River Beach
- Nov 7 - Open House North | Black River Beach

**Printed/Screen/Online Locations**

- Flyers were distributed on city buses, available at La Crosse Libraries, and local businesses.

**Education Promotion**

- All higher education institutions in La Crosse were contacted with a plan to display flyers on campus and information was included in the [La Crosse School District Virtual Backpack](#).