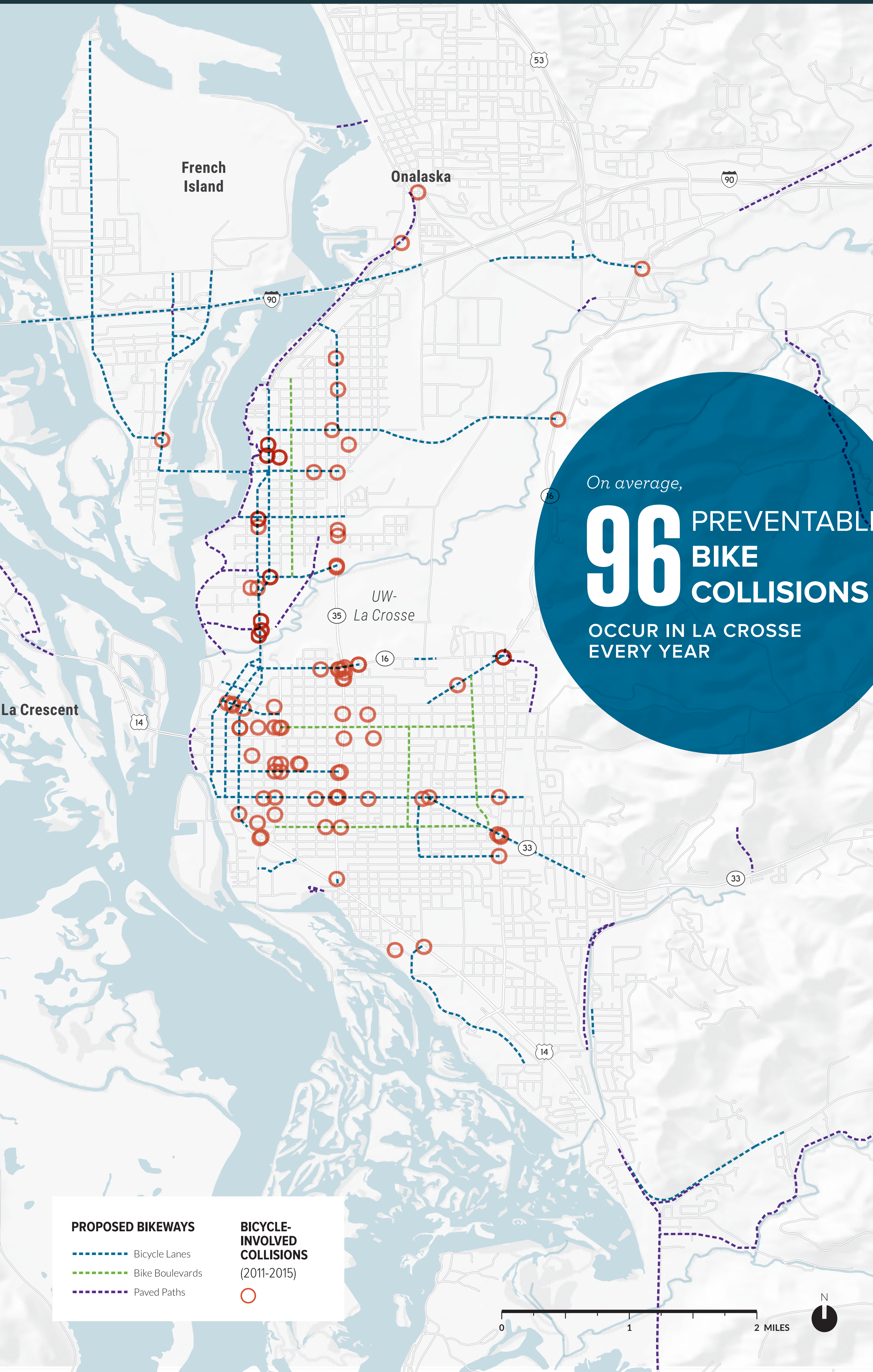


If La Crosse builds its proposed bikeway network, it could see

\$6.8 MILLION in **HEALTH + SAFETY BENEFITS** per year



On average,
96 PREVENTABLE BIKE COLLISIONS
OCCUR IN LA CROSSE EVERY YEAR

NEEDS



Nationally
OBESE ADULTS SPEND

42% MORE

on
DIRECT HEALTHCARE COSTS

than
ADULTS WHO ARE A HEALTHY WEIGHT



OBESITY

is a
LARGE CONTRIBUTING FACTOR

to
LA CROSSE'S HIGH HEALTHCARE COSTS & CHRONIC DISEASES

The **obesity rate** among La Crosse County adults

INCREASED 22%

BETWEEN 2004 TO 2013
(from 23% to 28%)



BENEFITS

3 PREMATURE DEATHS PREVENTED

that's over
26,000 HOURS

that could be spent exploring Wisconsin's natural resources



\$6.7 MILLION in additional COLLISION COST SAVINGS

After only 6 years, that's enough to

BUY EVERY LA CROSSE RESIDENT A NEW BIKE

90 MORE RESIDENTS GETTING ENOUGH DAILY EXERCISE

That's

90 MORE NEW YEAR'S RESOLUTIONS GETTING FULFILLED



\$2.5 MILLION

in additional HEALTHCARE COST SAVINGS

That's the equivalent of

BUYING GREEN BAY PACKERS SEASON TICKETS FOR YOU AND

1,800 OF YOUR CLOSEST FRIENDS

82,000 MORE HOURS of PHYSICAL ACTIVITY

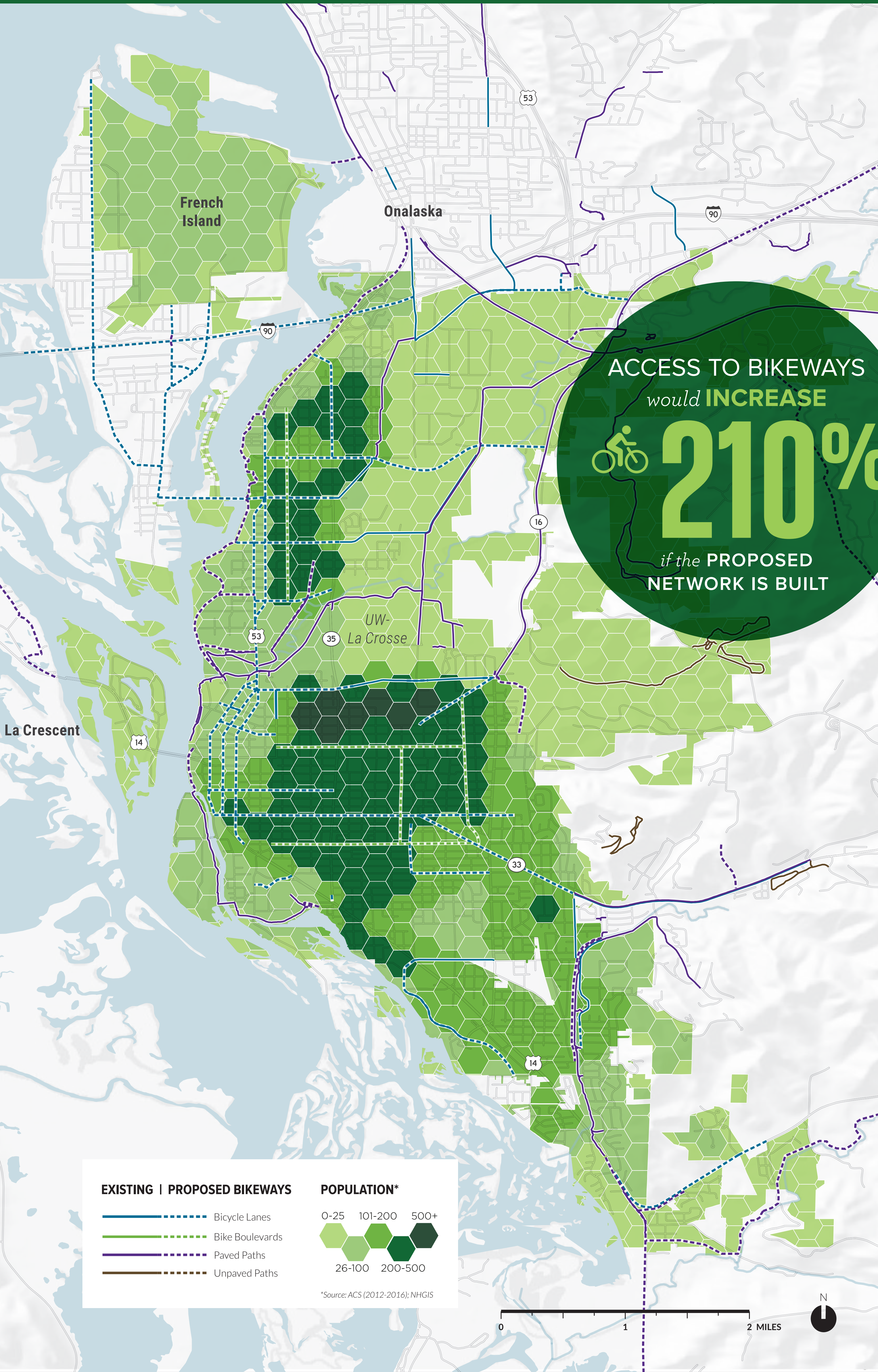
That's enough time for

50 PEOPLE TO FLOAT THE FULL LENGTH OF THE MISSISSIPPI RIVER



If La Crosse builds its proposed bikeway network, it could see

\$2.7 MILLION in TRANSPORTATION + AIR QUALITY BENEFITS per year



NEEDS

HOUSEHOLD TRANSPORTATION COSTS



The typical La Crosse household spends approximately

\$11,355 PER YEAR ON TRANSPORTATION



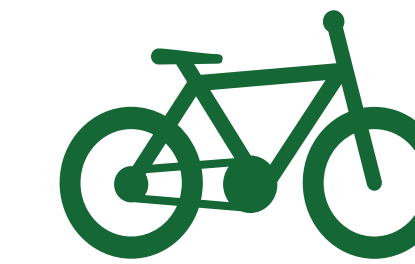
CAR/TRUCK OWNERSHIP COSTS

..... make up

3/4

TOTAL TRANSPORTATION COSTS (\$8,553)

By comparison



AVERAGE ANNUAL BICYCLE OWNERSHIP COSTS

..... approximately

\$350

ROADWAY MAINTENANCE COSTS

The City of La Crosse has

\$72.2 MILLION IN INFRASTRUCTURE NEEDS

..... of which

69% IS MAINTENANCE



THE COMMUNITY SAVES

15¢ for every 1 MILE TRIP THAT USES ANOTHER FORM OF TRANSPORTATION other than a motor vehicle

TRAFFIC CONGESTION COSTS



CONGESTION COSTS ADD UP OVER TIME

DELAYS COST RESIDENTS

.06¢



per vehicle mile traveled

BENEFITS

\$1.7 MILLION

in additional

HOUSEHOLD TRANSPORTATION COST SAVINGS

That's enough for

300 WEEK-LONG TRIPS TO PARIS OVER 20 YEARS



\$200,000

in

EMISSION MITIGATION COST SAVINGS

..... That's enough to

PLANT 2,500

NEW TREES OVER 20 YEARS



..... That's enough to see

\$0.2 MILLION IN CONGESTION COST SAVINGS



42,000 MOVIES

at Rivoli Theatre over 20 years



\$600,000

..... in

ROADWAY MAINTENANCE COST SAVINGS

That's enough to fill

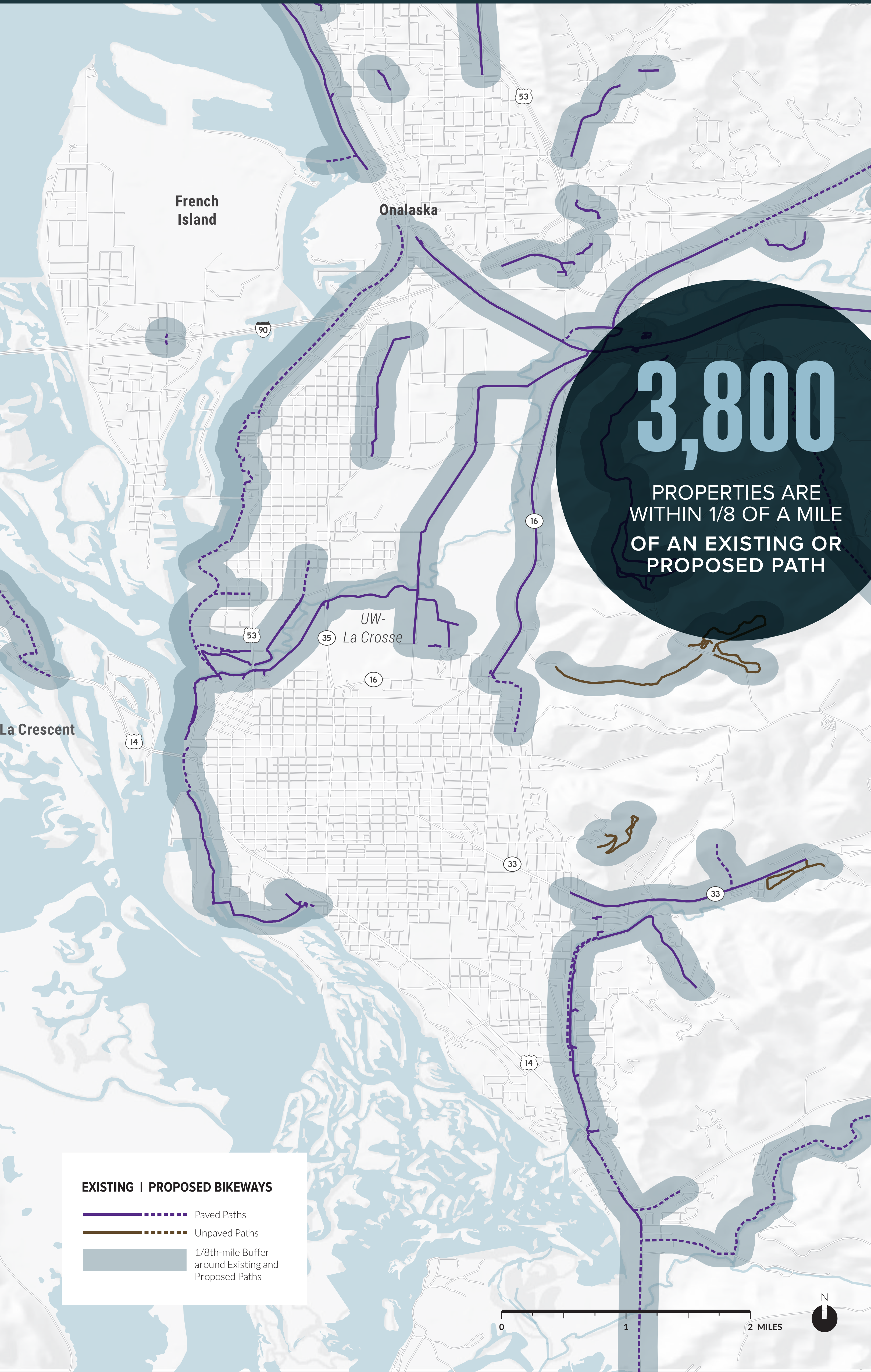
3,000

POTHOLES OVER 20 YEARS



If La Crosse builds its proposed bikeway network, it could see

\$900,000 in
ECONOMIC + PROPERTY BENEFITS *per year*



3,800
PROPERTIES ARE WITHIN 1/8 OF A MILE OF AN EXISTING OR PROPOSED PATH

NEEDS



HOSPITALITY
IN LA CROSSE

..... which supports over

4,000 JOBS



..... brings in over

\$230 MILLION

..... in

TOURISM SPENDING
PER YEAR

BENEFITS



12 DIRECT FULL-TIME JOBS

..... from just

LOCAL SPENDING

..... on

BICYCLE RELATED EQUIPMENT
each year



\$500,000

..... in

TOURISM-RELATED SPENDING

FROM BICYCLE EVENTS PER YEAR



\$2.3 MILLION

..... one-time estimated

PROPERTY VALUE INCREASE

..... from

PROPOSED PATHS

\$400,000

..... in

LOCAL SPENDING

ON BICYCLE RELATED EQUIPMENT EACH YEAR





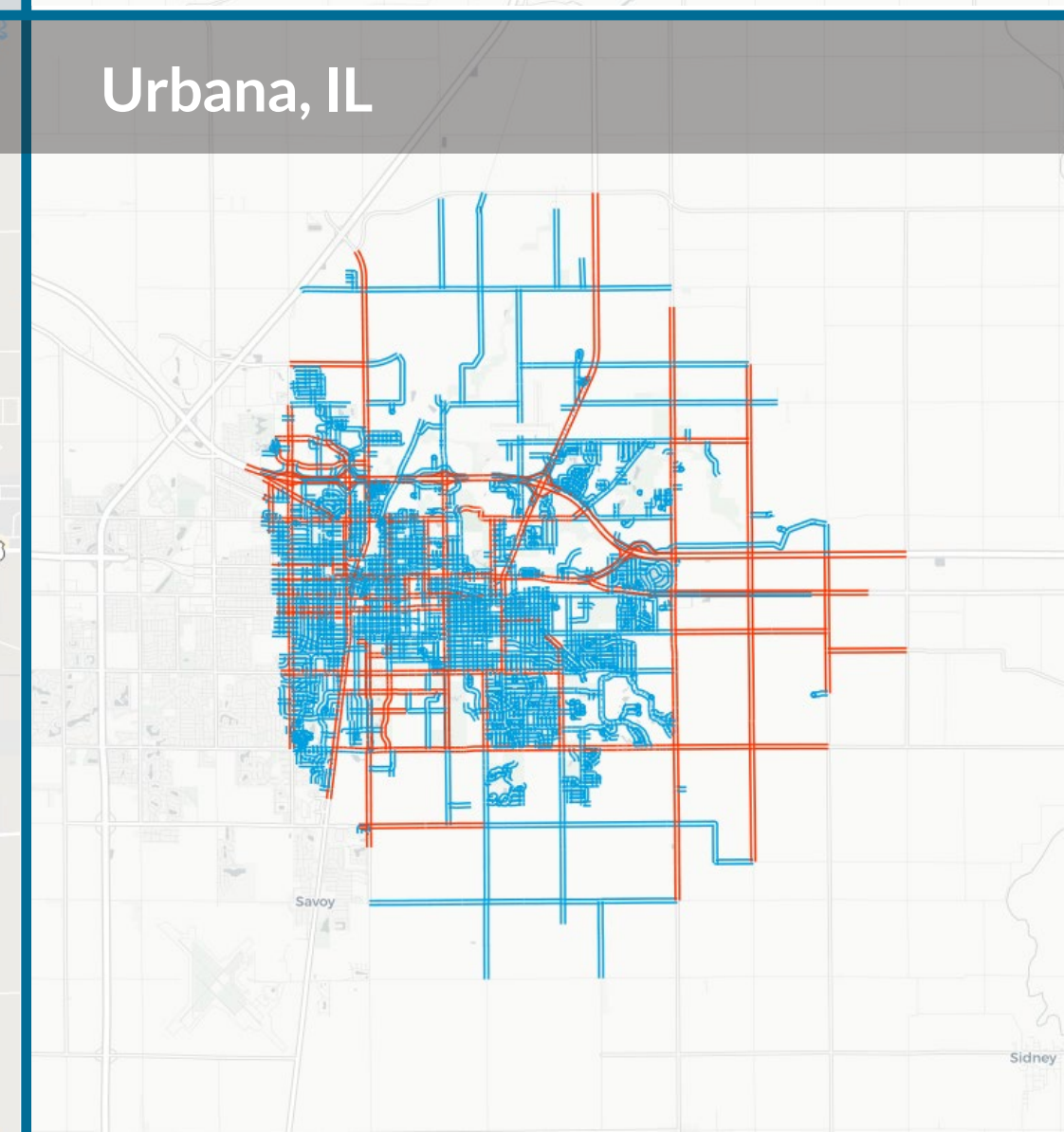
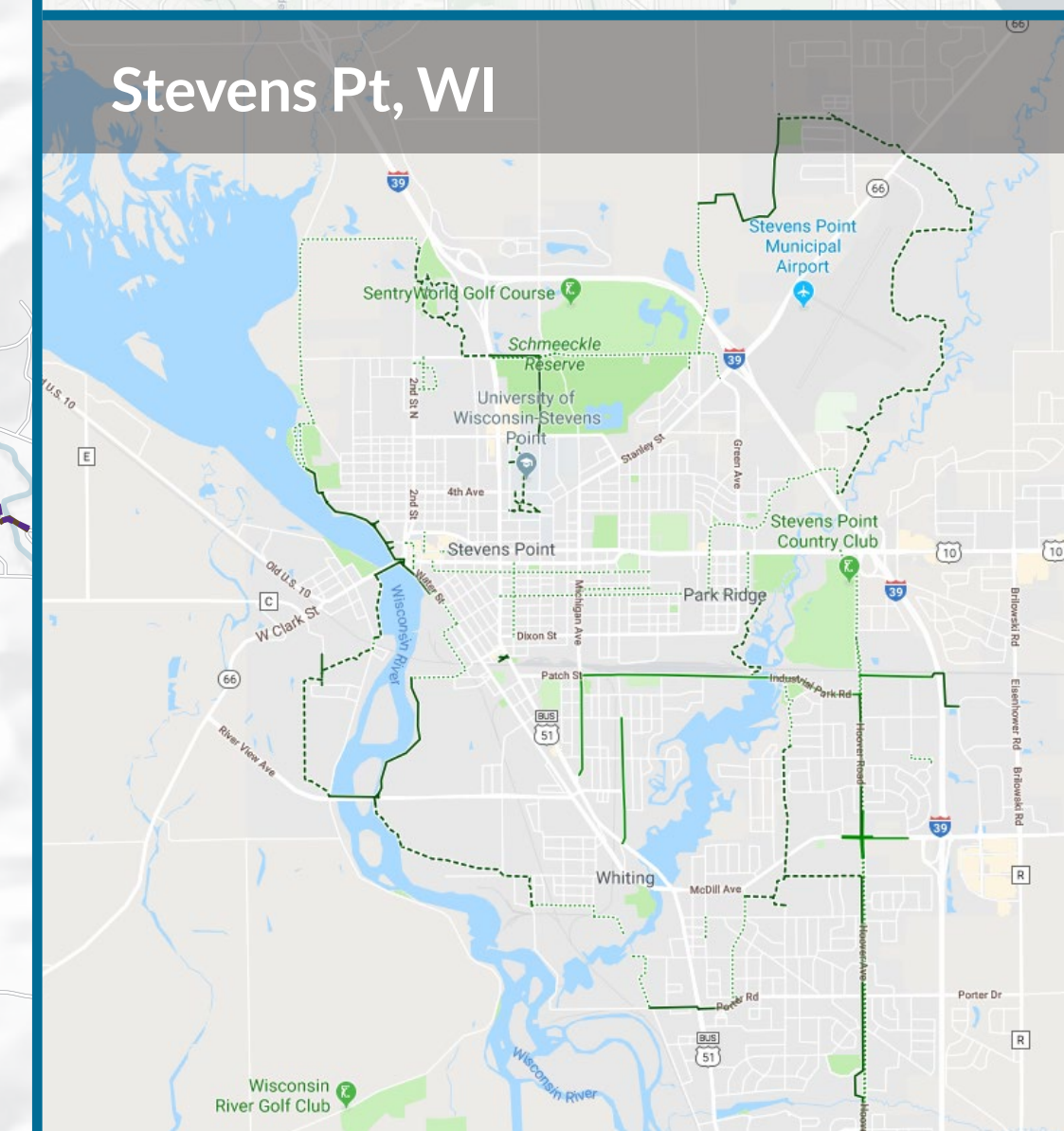
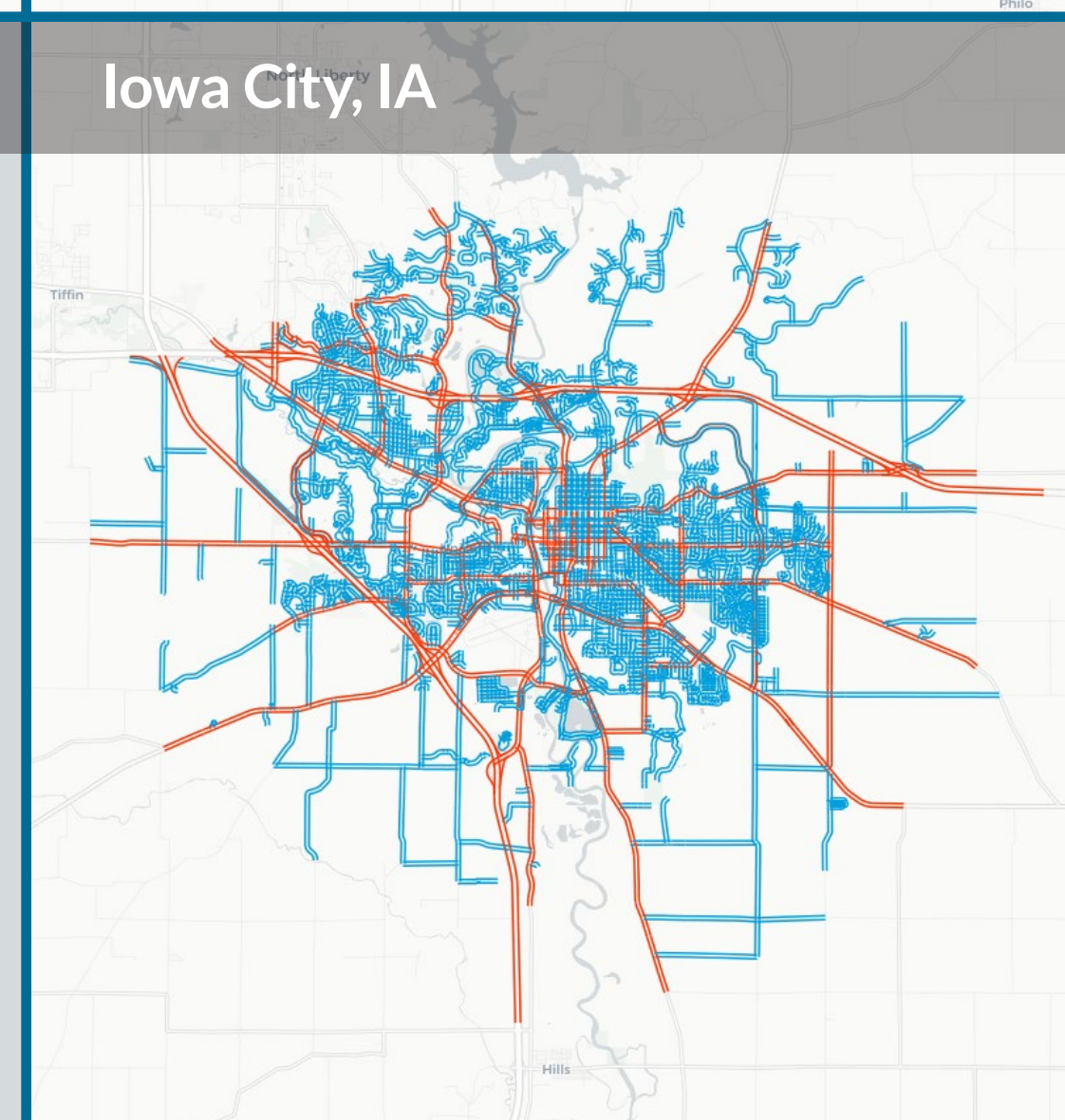
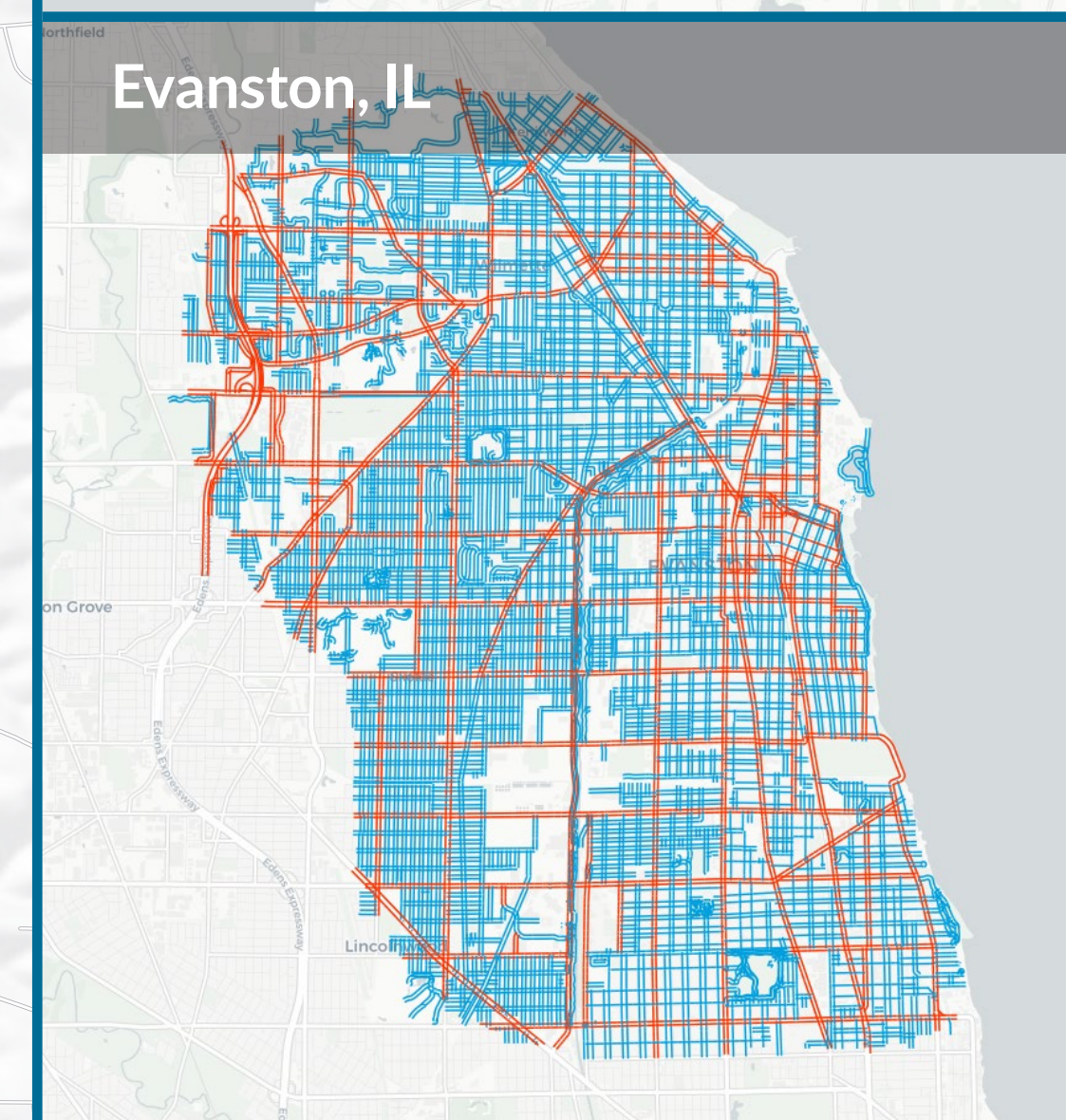
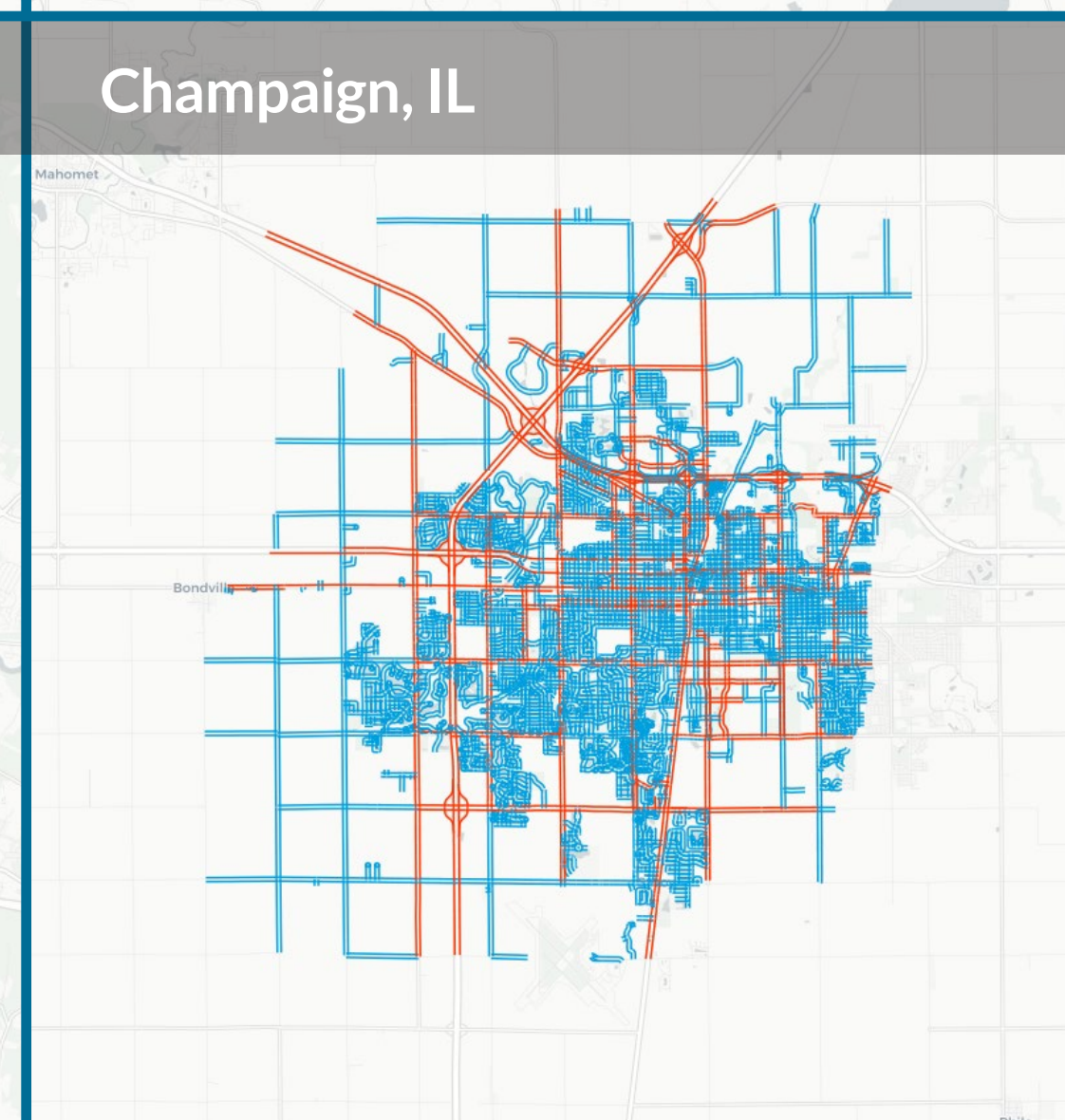
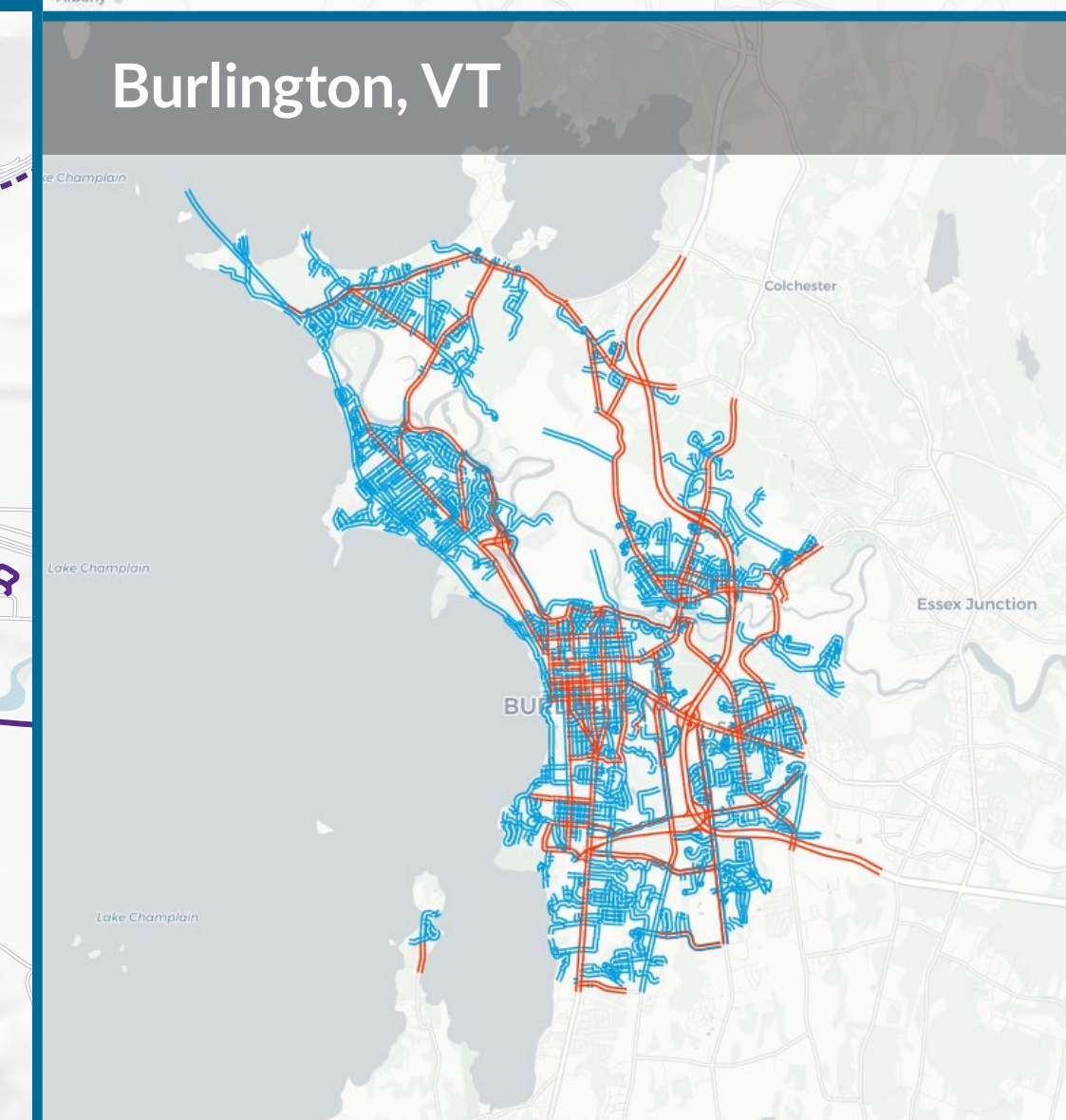
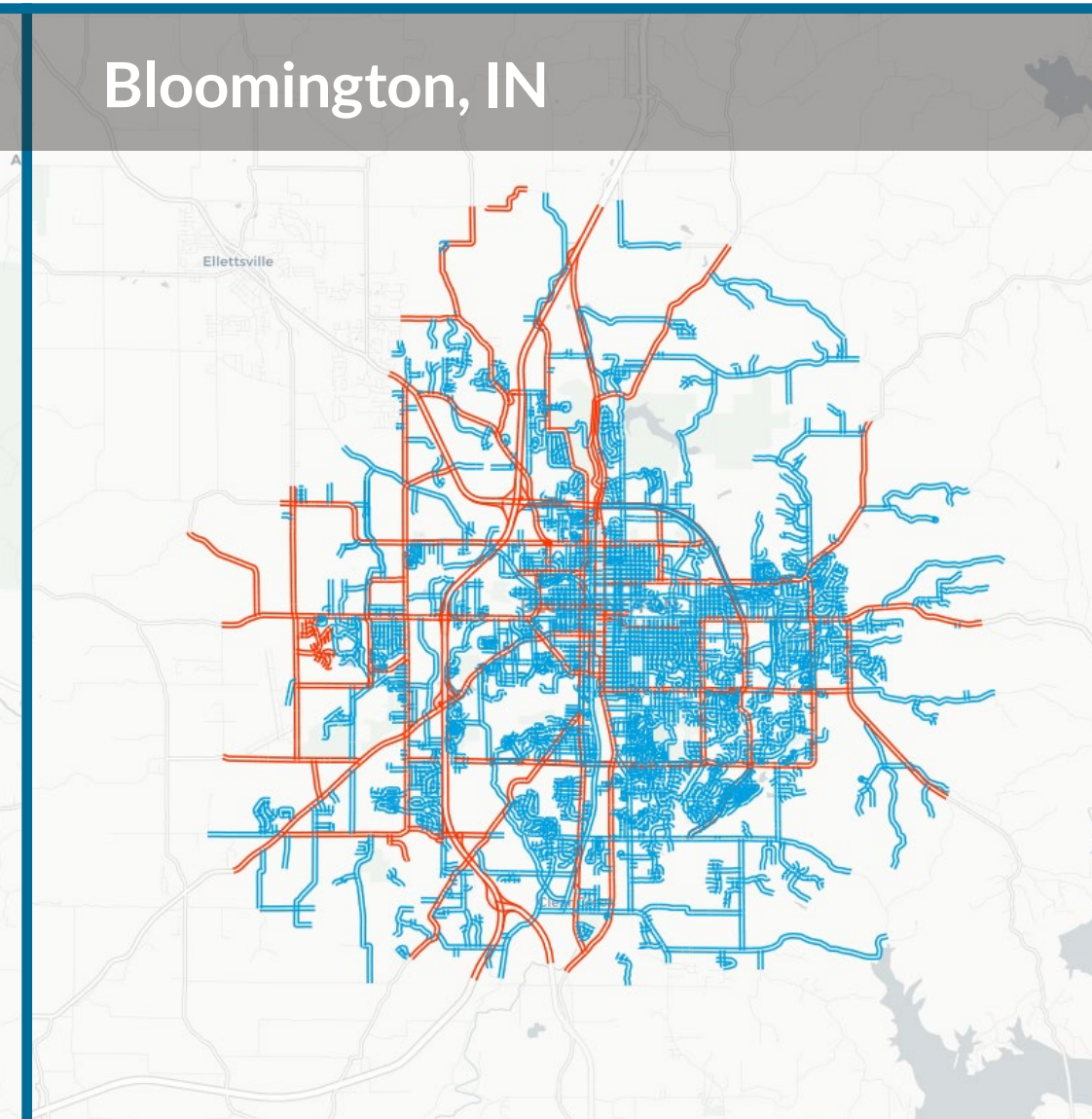
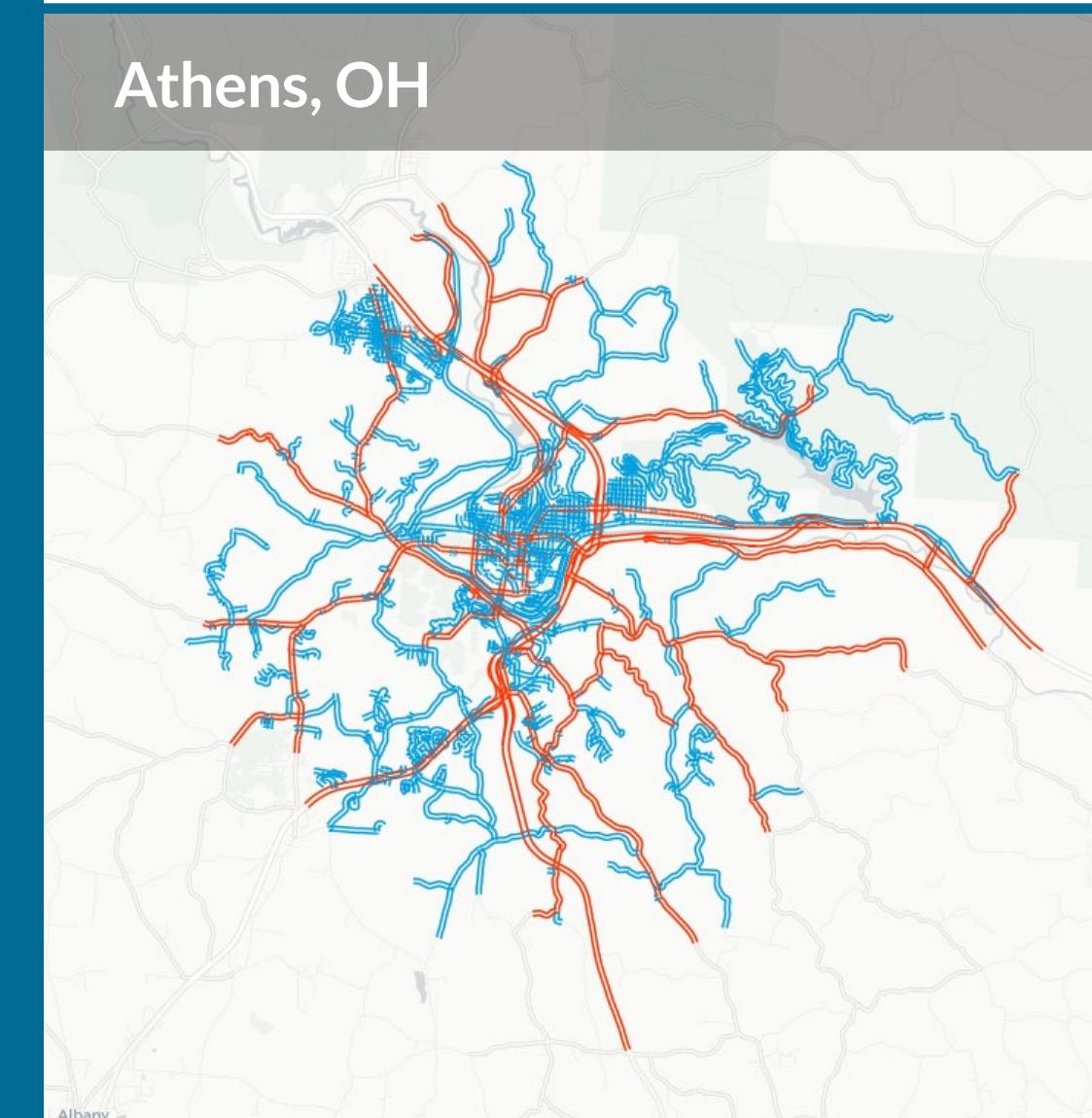
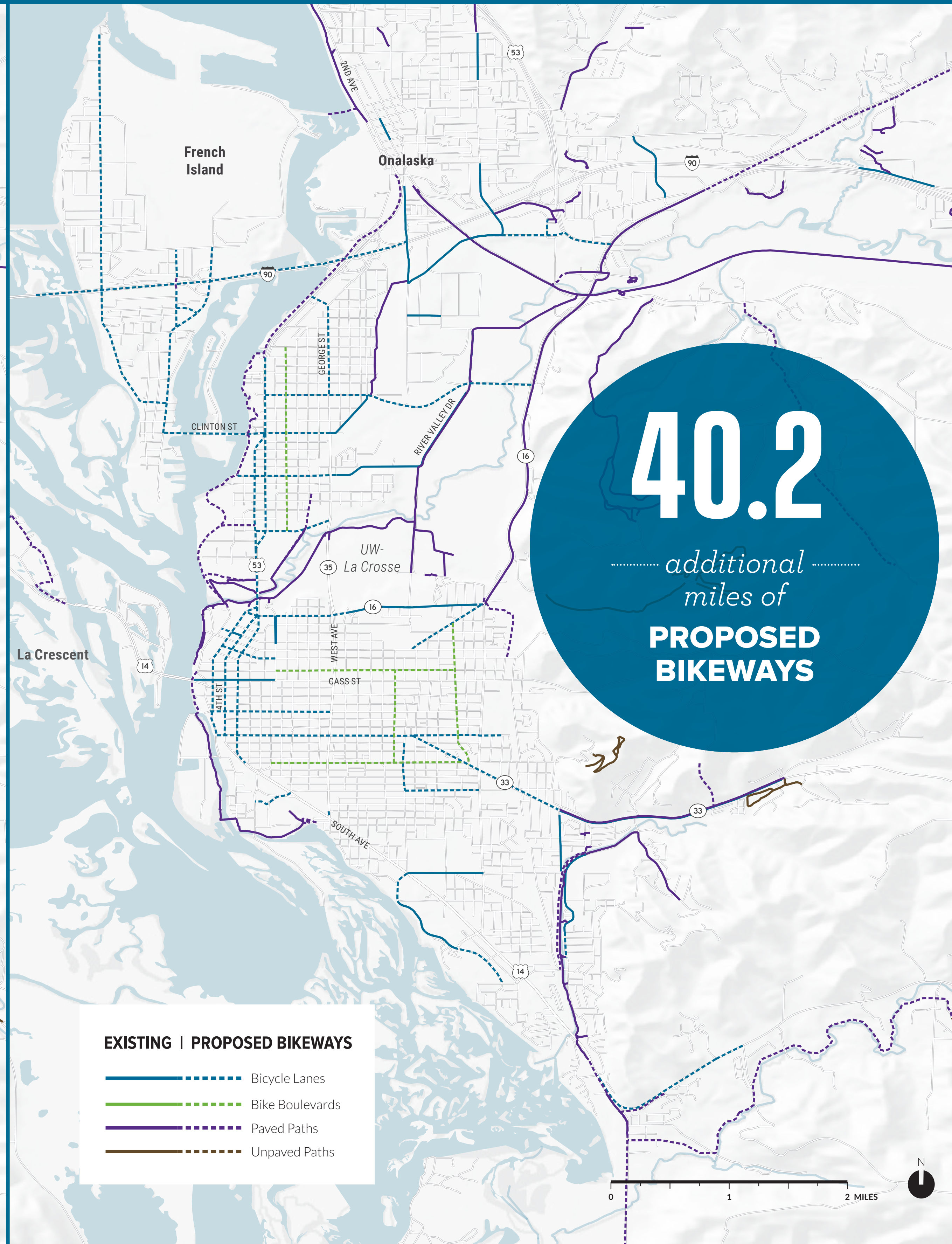
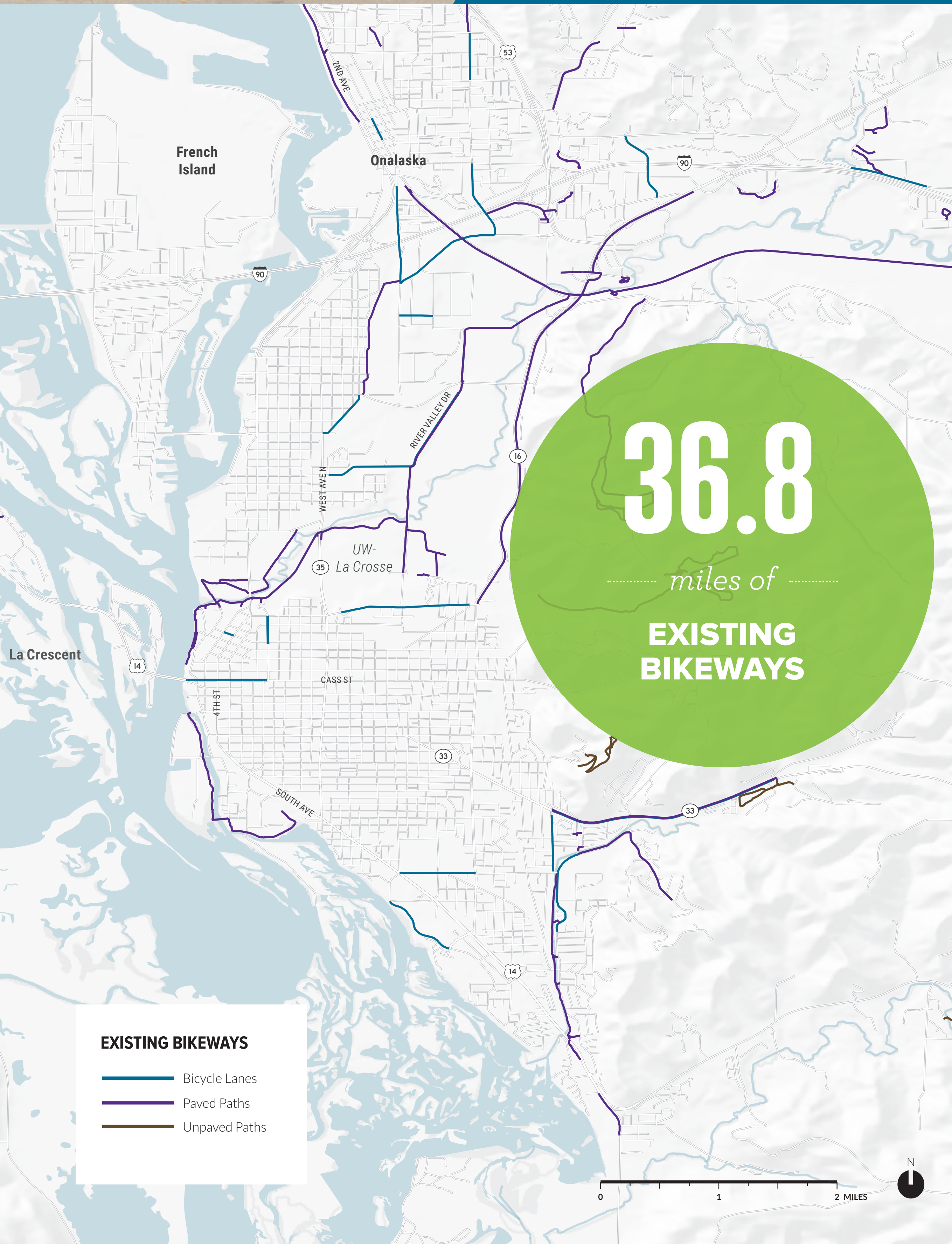
— OUR APPROACH —

Planning-level cost estimates for the network total approximately

\$5.7 MILLION

— ASPIRATIONAL CITIES —

To estimate the benefits of the City's proposed bikeway network, La Crosse was compared to series of eight aspirational cities that have a similar population, built-out transportation network, and proximity to a university.






*Building La Crosse's proposed bikeway network could provide positive economic impacts for the region. Over a 20-year period, the proposed bikeway network could provide residents with **\$281 million to \$299 million in total economic benefits**, including:*

\$194-202 MILLION  

in **HEALTH + SAFETY BENEFITS** *over 20 years*

\$60-69 MILLION  

in **TRANSPORTATION + AIR QUALITY BENEFITS** *over 20 years*

\$27 MILLION  

in **ECONOMIC + PROPERTY BENEFITS** *over 20 years*

**Interested
in learning
more?**



The project team is happy to answer any questions. You can also read the full report, *Cycle La Crosse: Economic Impact Analysis of a Better Bikeway Network in La Crosse, WI* for more details.

cityoflacrosse.org/bikeeconomicimpact