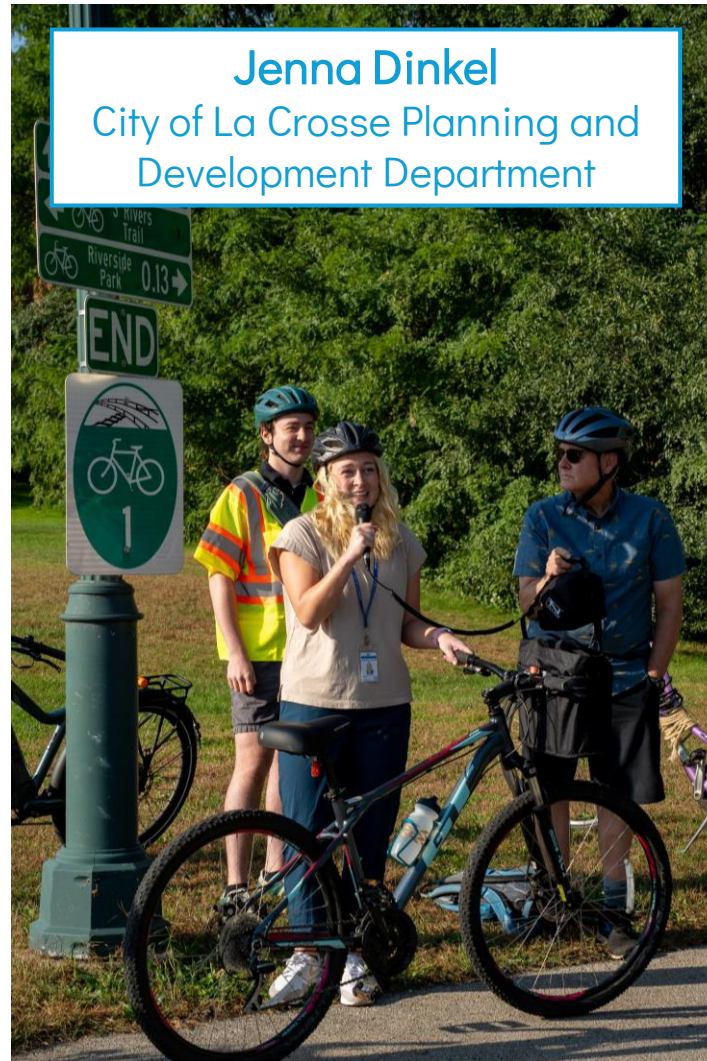


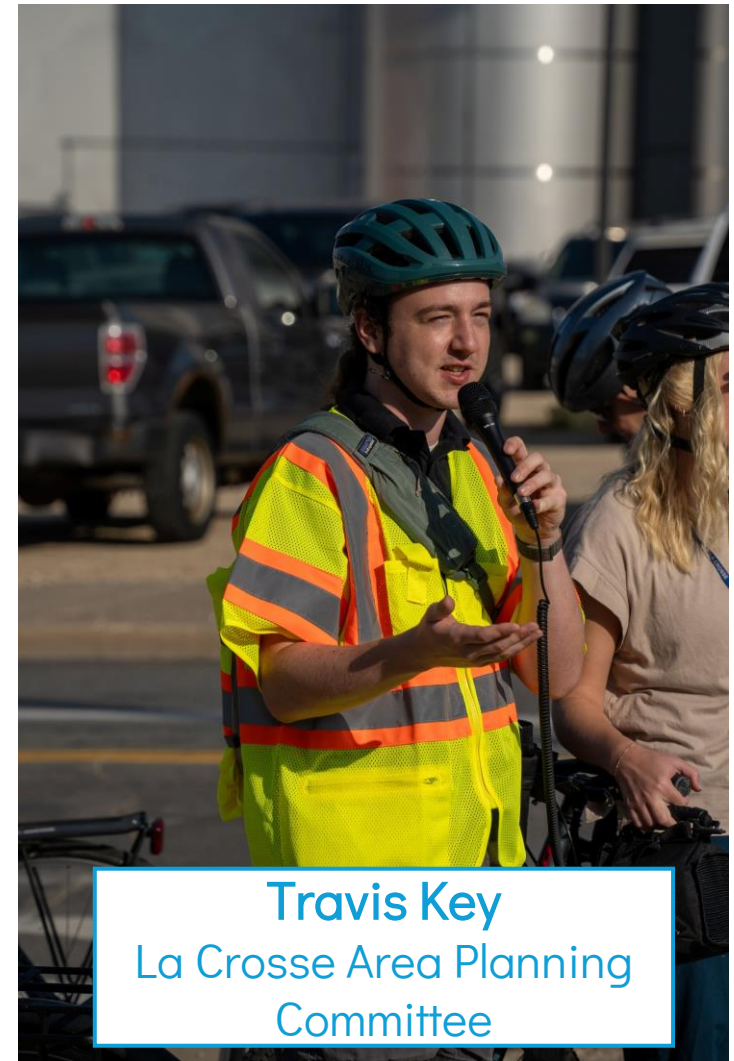
Mondays at Main Street Smarts: Designing Safe Streets for Everyone

Jenna Dinkel & Travis Key

Introductions

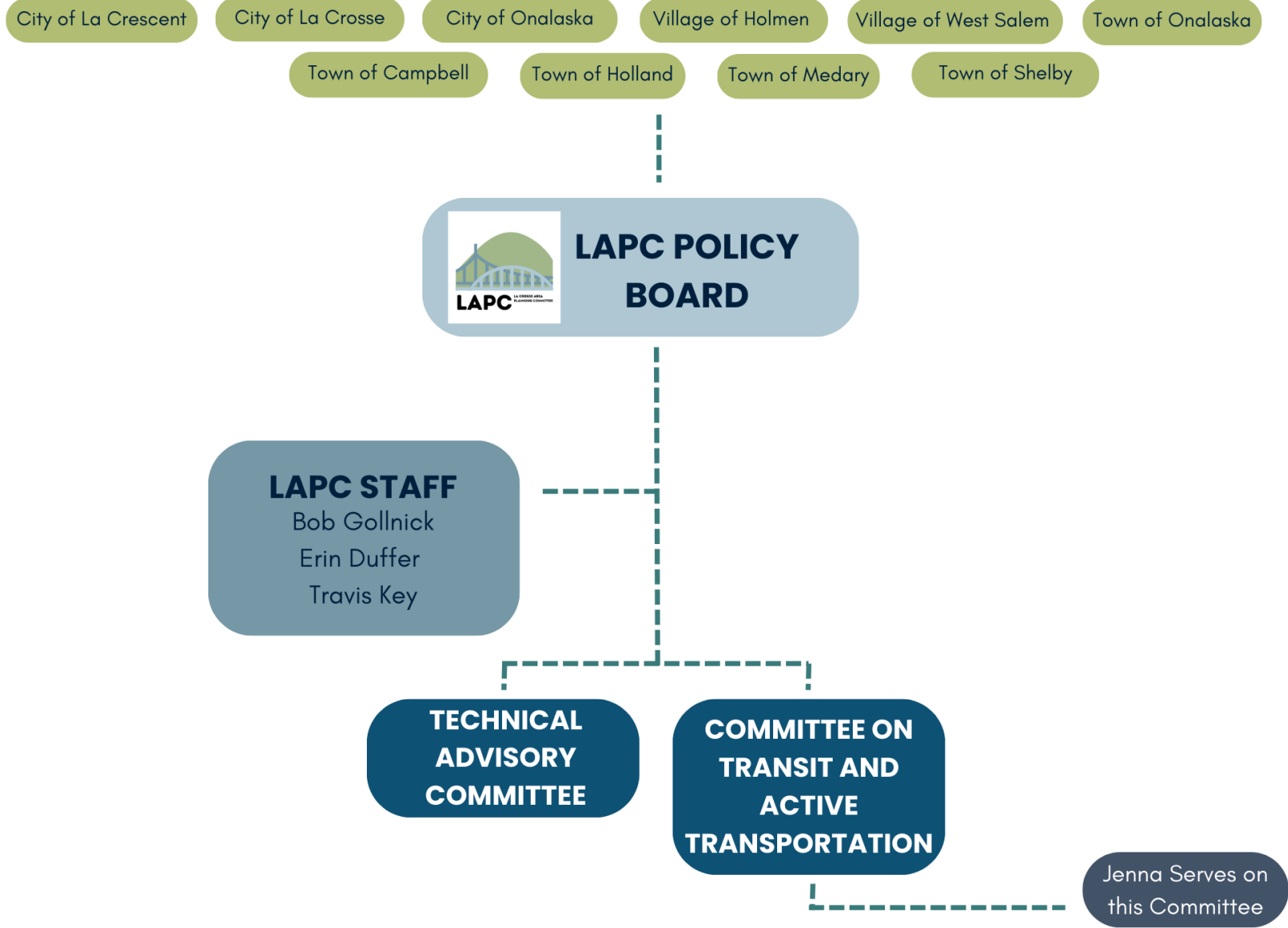


Jenna Dinkel
City of La Crosse Planning and
Development Department



Travis Key
La Crosse Area Planning
Committee

What we do



What is Urban Planning?

- Have you ever thought:
 - What's that new development?
 - Why does this street feel so dangerous?
 - I wish cars would stop when I'm trying to cross the street.
 - Why are they tearing down that cool old building?

URBAN PLANNING CONCEPTS



Blue Green Cities



Complete Neighborhoods



Ease of Movement



Heritage Conservation



Public Space



Building at Human Scale



Regional Integration



Transition Design



Sustainable Design

A photograph of an ancient stone-paved road winding through a grassy field at sunset. The road is made of large, flat stones and leads towards a person and a horse in the distance. The sun is low on the horizon, casting a warm glow over the scene. The background shows rolling hills and a line of trees.

The Intent of Roads

- Ancient name derived from the English "way" - or Middle English "wey" which branches from the Latin *veho* (I carry)
- First paved by animals and adapted by humans dating back over 8000 years ago
- 7,900 years of human travel
- 100 years of vehicles



McMillan Opera House, La Crosse, WI



Employees of Gund Brewery, La Crosse, WI

Photo Credit: Wisconsin Historical Society

Photo Credit: Murphy Library Special Collections/ARC, University of Wisconsin-La Crosse

A Multimodal Approach

Photo Credit: La Crosse Tribune



Photo Credit: WEAU 13

How did we get here?



Photo Credit: News 8



TRAFFIC DEATHS ON THE RISE

▶ WIS. D.O.T. SAYS PEOPLE TAKING MORE RISKS ON THE ROAD



DOWNLOAD OUR APP
NEWS8000.com
← SCAN ME

6:02

PRES. BIDEN HOSTS SUMMIT OF THE AMERICAS IN LOS AN

NEWS8000+



Lobbying, Advertising, and the American Dream

After a long day at the office, it helps to go off by yourself and scream.



With a 0 to 60 time of 5.3 seconds and a top speed of 157 mph, there's no faster way to get away from it all than in a Porsche 911 Turbo.

After all, if your daily routine is fraught with compromise and frustration, your free time shouldn't be. Which is why we carefully fuse our

most cutting-edge racing technology with meticulously hand-built components. So carefully that we make fewer than 1500 a year for the U.S.

Come in for a test-drive. And see how much better you feel when you take it out on the road.



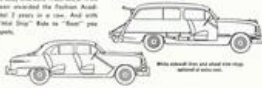
It's a two-FORD garage for 250,000 families

Yes, a quarter-million families now own two fine cars—and both of them are Fords! These families are enjoying the convenience other people dream about. And they've found that two Fords cost little more than one high-priced car.

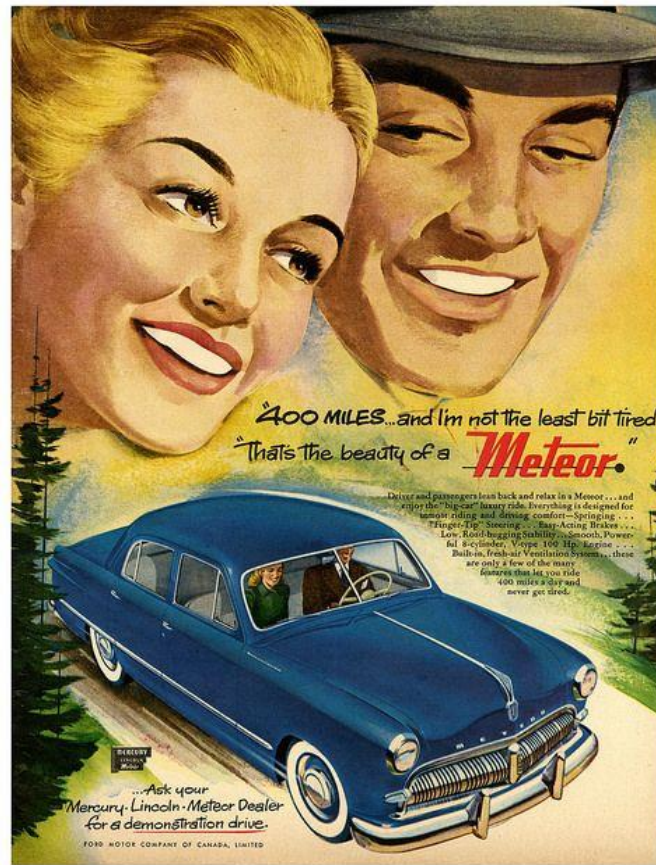
Fords are thrifty to buy, thrifty to run, and there's less dollar depreciation at "trade-in" time!

Chances are you are closer to buying a two-car family than you think. See your Ford Dealer today and "Test Drive" the two '50 Fords shown here. The car you now own may well provide the down payment on both of them.

The new Ford "Country Squire" Station Wagon. The "Double-Duty" double of them all! Performance standard for eight "Strenuous" seat and back springs give "Flat Deck" cargo space of 38.8 cubic feet—more than any other station wagon on the field. (Includes hidden loads with seats.) It handles large center as well as the handy "Top Gun."



There's a Ford in your future...with a future built in



400 MILES...and I'm not the least bit tired!
That's the beauty of a **Meteor.**

Driver and passengers lean back and relax in a Meteor...and enjoy the "big car" luxury ride. Everything is designed for superior riding and driving comfort—Springing... "Finger-Tip" Steering... Easy-Acting Brakes... Low Road-Resisting Stability... Smooth, Powerful 8-cylinder, V-type 100 Hp. Engine... Built-in, Fresh-Air Ventilation System... these are only a few of the many features that let you ride 400 miles a day and never get tired.

...Ask your Mercury, Lincoln-Meteor Dealer for a demonstration drive.



It's a Dream Wagon...this '49 FORD with its heart of steel and the new FORD FEEL!

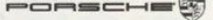


Feel that safety! The new Ford "Dream Wagon" has two wide

If this car doesn't excite you, check your pulse. You may be dead.



How could any warm-blooded human being look a Porsche 944S2 in the face, and not become somewhat stimulated at the thought of owning one? Forget, for a moment, that it goes from 0 to 60 in 6.9 seconds. Or that it has a top speed of 149 mph. Simply judging on looks alone, it should be enough to send your pulse racing. If it doesn't, we suggest you see a doctor. Or even better, see us for a test-drive. If that doesn't get your blood pumping, nothing will.



Togetherness inspires her buying decisions...

A Second Car for the Family

1908-1924

- First production of the Ford Model T
- 16 million cars on American Roadways
 - Not main use of transport



Looking west on Main Street, La Crosse, WI

Photo Credit: Murphy Library Special Collections/ARC, University of Wisconsin-La Crosse

1935



1924-1930

- Los Angeles Traffic Commission changed the tune - with ordinance commissioned by Car Salesman
- 23 cities adopted model ordinance and Wisconsin one of three states to adopt in state law

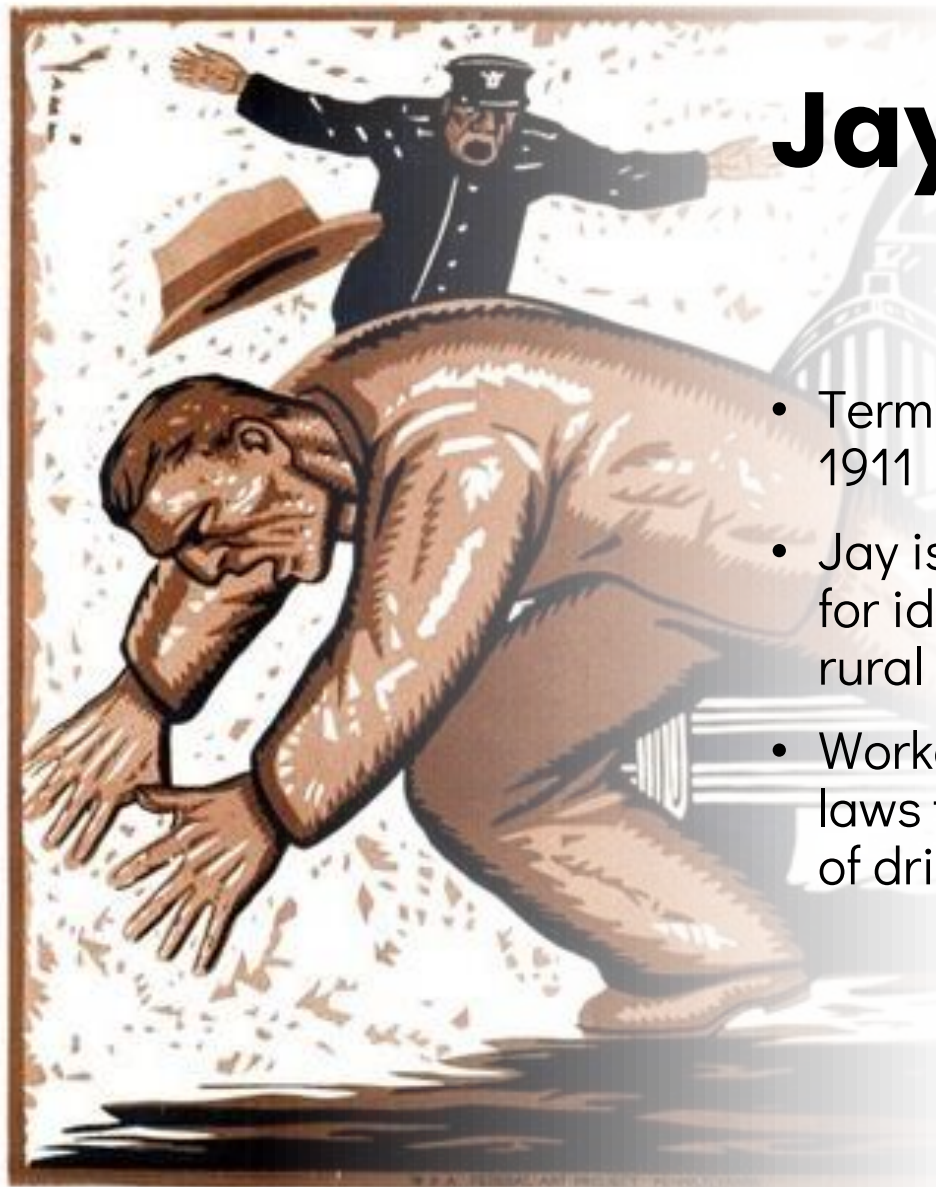
Problem—Jay Walking



DON'T JAY WALK

Jaywalking

- Term originates in Kansas City 1911
- Jay is early 20th century term for idiot – deployed against rural people
- Worked in conjunction with laws to off-load responsibility of drivers



WATCH YOUR S

1945-1956



1956



- Rapid expansion of suburbia and highway system
- Redlining and white flight
- Federal-Aid Highway Act of 1956 authorized construction of 41,000 miles of interstate

Photo Credit: Milwaukee Public Library



Photo Credit: Michael Baker International

Roadways used to segregate

Local Examples

- La Crosse Streetcar
 - Service ended in 1945, replaced with buses
- Proposed Marsh Highway - 1996
 - Would have demolished homes in favor of moving vehicles in and out of La Crosse

Image credit: [La Crosse Tribune](#)

1941



Homes or highway?

La Crosse Trib 10-29-98 A-1 *La Crosse Street - North-South*



BETTY SIMPSON, 73, is against a proposed north-south road and has a personal reason for her view: She will lose her home in the Indian Hill neighborhood if the road is built. *Erik Dally of the Tribune staff*

Indian Hill residents would lose homes to road

By **BENJAMIN SPILLMAN**
Of the Tribune staff

Nobody knows for sure what Buffalo Bill Cody and former La Crosse Mayor Frank Powell talked about in the late 1880s as they stood together on top of Powell's four-story observation tower on Indian Hill.

They might have talked about building homes on the wooded hill that overlooks the La Crosse River and surrounding marsh, now on the city's North Side. Or they might have shared stories of their days in the American West, defending themselves from bandits and Indian attacks.

A century later, the people of La Crosse are still debating how to develop the hill, and some who make Indian Hill their home are working to defend their

homes from attack. neighborhood. If city residents vote "no" on Tuesday's referendum to build a north-south road, "I do not think it is progress," Simpson said. "We have Hwy. 16, we can go up

southern end of La Crosse. It would destroy 24 acres of valuable wetland, the home of the Great Egret, Bell's Vireo, and Blanding's Turtle (all of which are on the state Threatened Species list), 56 homes, and 16 businesses. In addition, it would effect

decreasing commuter travel time, said Deb Suchla, spokesperson for People for Community Solutions, a group that supports transactions between town and city sun appear on her abstract. Simpson, 73, opposes the road, as do many of her neighbors, judging by the number of homemade lawn signs throughout the

See **ROAD**, A-10

TODAY
A Town Hall Meeting
NORTH-SOUTH ROAD

■ **THE LA CROSSE TRIBUNE** and News19 are sponsoring a town hall meeting on the proposed north-south road at 7 p.m. today at UW-La Crosse's Cleary Alumni Center. The show will be broadcast live on News19.



■ **ON NEWS19:** Rush-hour rides with a commuter on the 10 p.m. report.

COMING FRIDAY

LA CROSSE Tribune

■ **COVERAGE** of tonight's town hall meeting, plus a look at what happens next if the referendum passes or if it fails.

INSIDE

- **HISTORY** of road plans for the area / **C-1**
- **CONTROVERSY** over West Avenue plans / **C-1**
- **LAWMAKERS** positions on the north-south road / **C-2**
- **PROTESTS** lodged against misleading ads / **C-3**
- **CENTURYTEL** memo tells workers how to vote / **C-3**

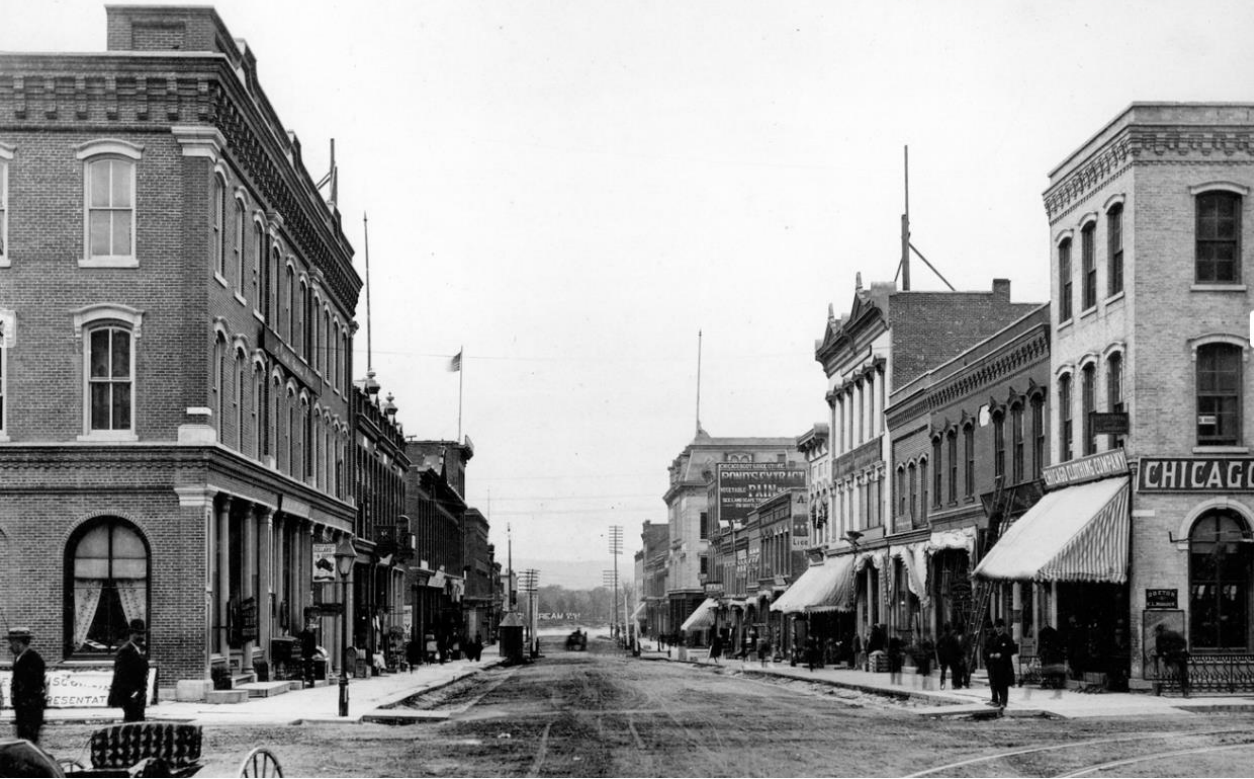


Photo Credit: Murphy Library Special Collections/ARC, University of Wisconsin-La Crosse

Third and Main Streets, La Crosse, WI

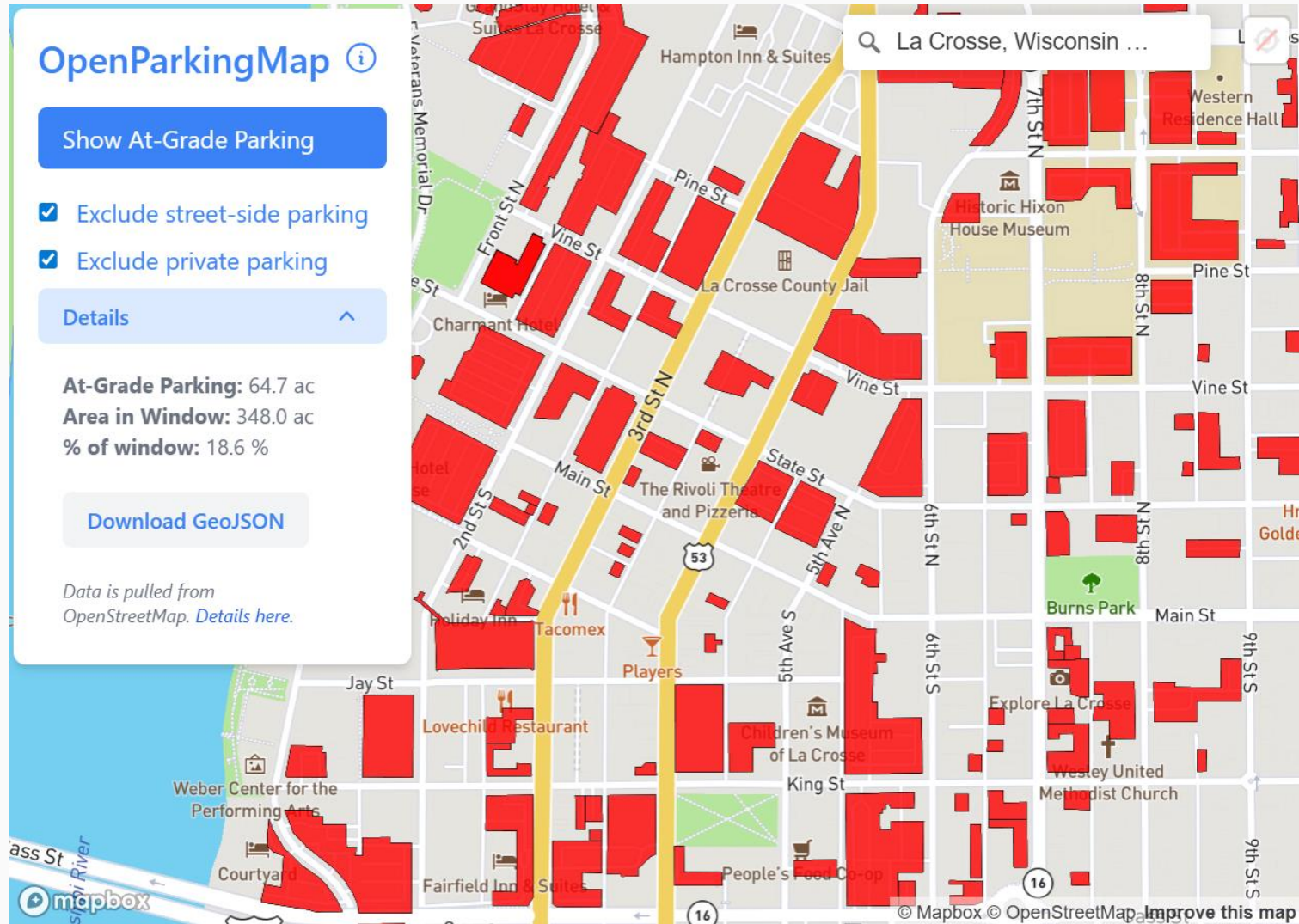


Before and After



Before and After

Parking in the Downtown Area

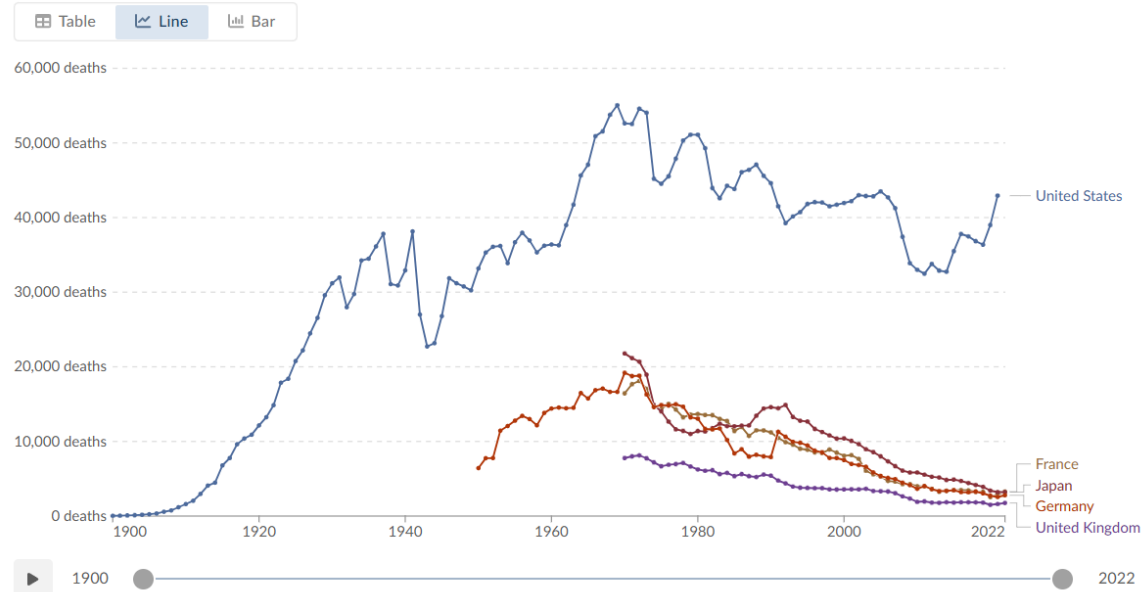


Traffic Fatalities Continue to be a Leading Cause of Death

Deaths in road incidents

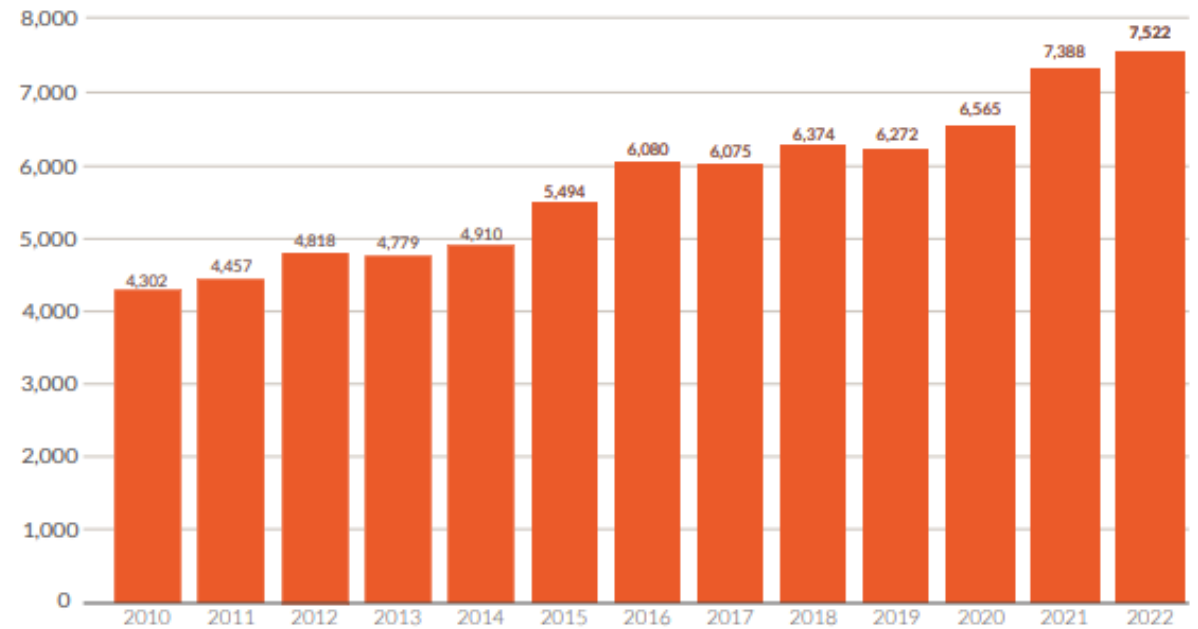
Annual number of reported deaths from any type of road incident, based on the underlying cause listed on death certificates. Road incidents include events that involve vehicles, pedestrians, and cyclists.

Our World in Data

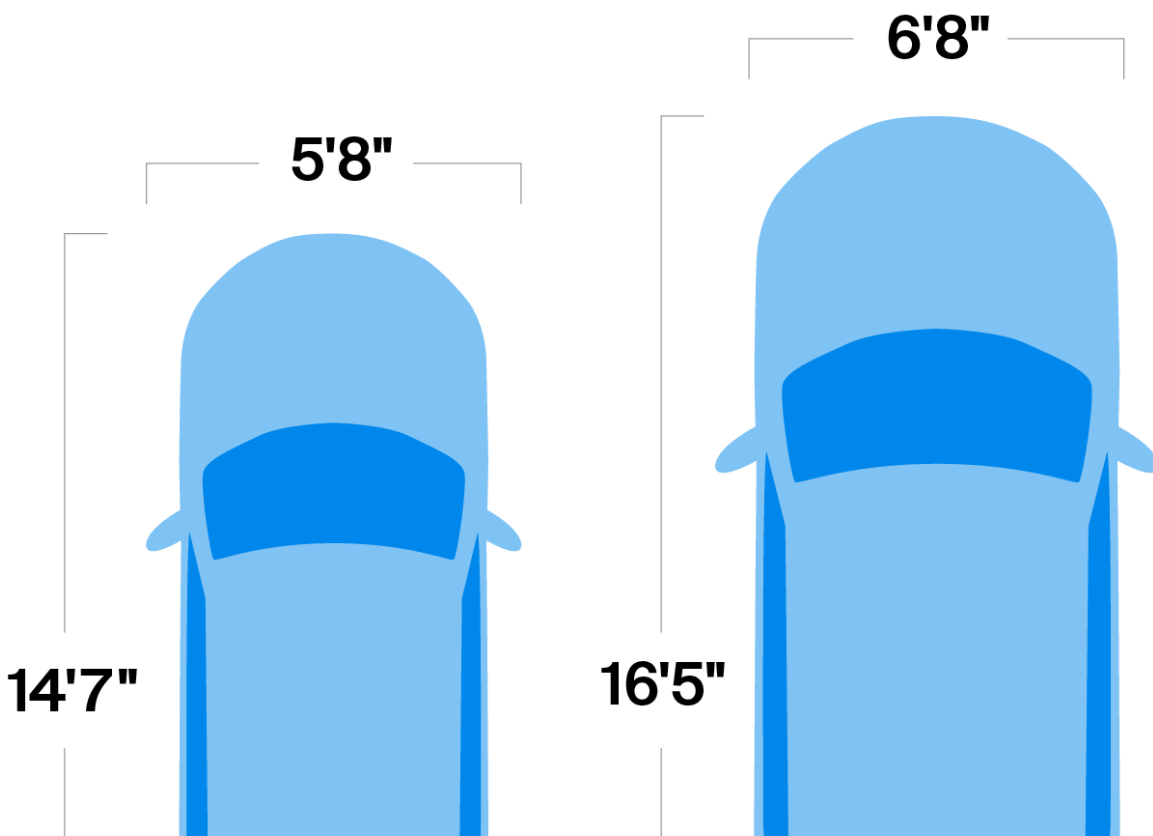


Data source: OECD (2023); OECD (2024) – [Learn more about this data](#)
Note: All deaths in a country may not have been registered with a cause of death.
OurWorldinData.org/causes-of-death | CC BY

75 percent increase in the deaths of people walking since 2010



U.S. pedestrian deaths (2010-2022)



↔
1'
 Increase in width
 2013 – 2023

↕
1'10"
 Increase in length
 2013 – 2023

The Automobile Arms Race

- **Bigger**
 - Flawed fuel efficiency standards
- **Farther**
 - 2006: 25.0 minutes
 - 2024: 27.2 minutes
- **Faster**
 - National Maximum Speed Law repealed in 1995

Average American Car (2013)

Average American Car (2023)

5'9"
 Average Am. Male Height



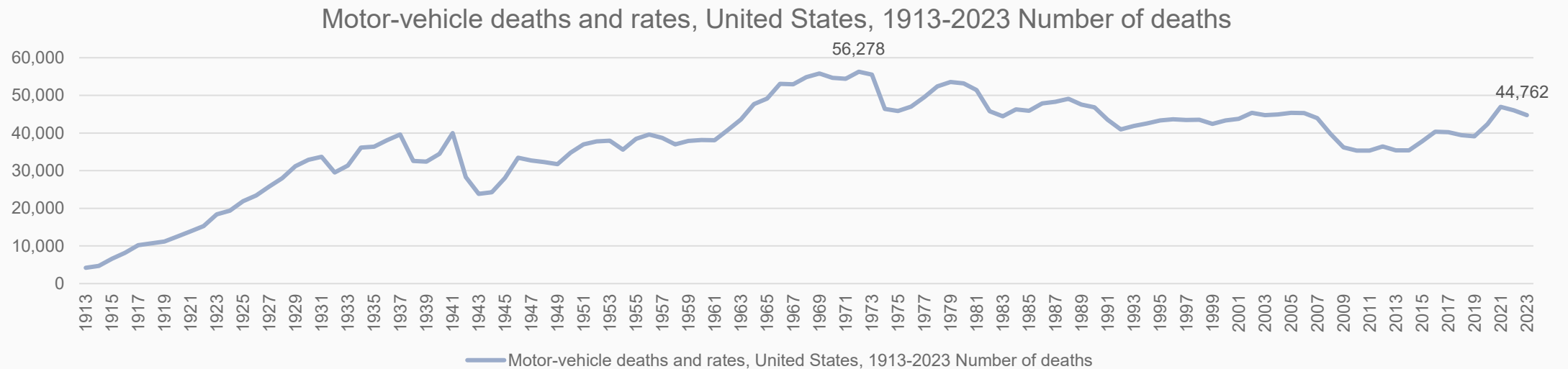
Image Credit: [FINN, 2023](#)

Image Credit: [Denver Gov., SPEED](#)

Image Credit: [NBC Washington, 2022](#)

Too Far in One Direction

- Where we are now
 - In Wisconsin alone, ~575 people die in automobile crashes every year.
- Public Health in Decline
 - Exacerbated by sedentary lifestyles, reinforced by vehicle-dominated culture
- Many are trapped by car dependence, unable to consider alternatives



Rising Costs of Transportation

- Rising costs
 - Cost burden to individuals and the public
- 93% of household transportation expenses go towards buying, maintaining, and operating personal vehicles
 - 18% of total household budgets spent on transportation

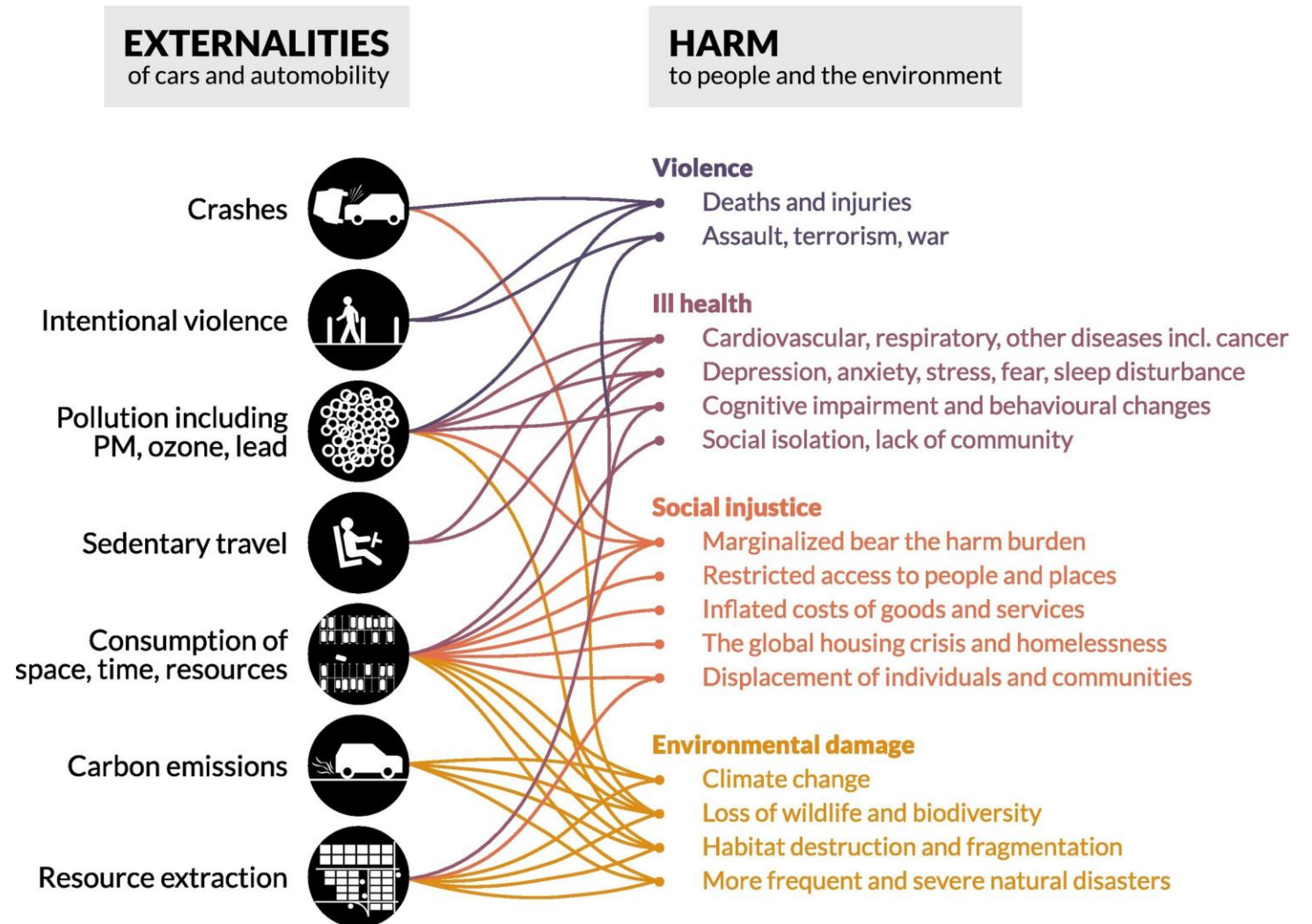


Image source: [Patrick Miner, et al., 2024](#)

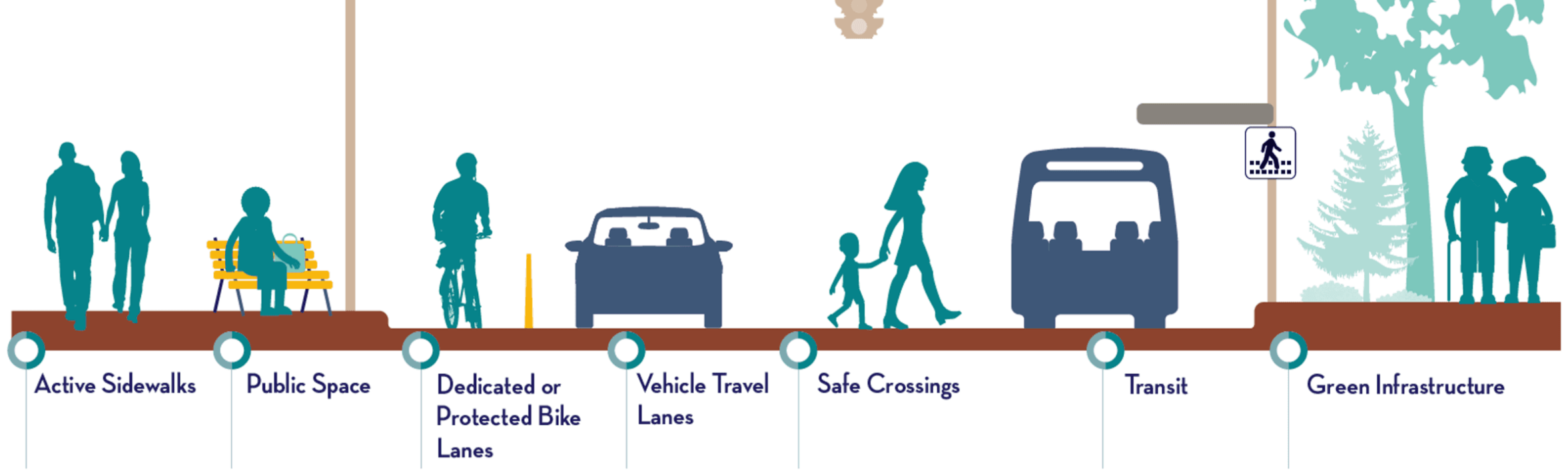
LIVABLE COMMUNITIES ARE GOOD FOR PEOPLE AND BUSINESS

Higher property values, increased economic activity and savings for communities are some of the benefits you'll learn about in **THE LIVABILITY ECONOMY**



A LIVABLE COMMUNITY ...

- Features housing choices that are suitable for people of all ages and life stages.
- Reduces automobile dependence and supports a socially vibrant public realm.
- Integrates land uses so people can live closer to or within walking distance of jobs, community activities and the services they need.
- Has transportation options that enable residents to get around even if they don't drive.



How to Design a Safer Street: A Multimodal Solution

- Complete Streets
 - All modes of transportation considered
- Supporting a Lower Cost of Living
 - Transportation, Housing, Healthcare
- Increased options for transportation and lifestyle
 - Alternative, viable, options for transportation

Complete Streets in Progress



Image source: [FHWA, Salt Lake City, 2022](#)

Before

After



LA-CROSSE
WISCONSIN



Local efforts to improve safety

- Planning for change is the first step
 - Moving Ahead to 2055
 - Bicycle and Pedestrian Master Plan
 - Safe Streets for All: Comprehensive Safety Action Plan

Safe Streets For All (SS4A)

- Grant program dedicated to addressing systemic safety issues in transportation
- Program is split into two parts:
 - Planning
 - Implementation
- Part of a greater shift toward prioritizing safety



Questions

Thank you!

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