

# Fox Cities/Oshkosh Urbanized Area Bicycle and Pedestrian Plan: Connecting Communities

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# Plan Purpose

- ECWRPC awarded a Bicycle and Pedestrian Facilities Planning (BPFP) grant through the Wisconsin D.O.T.
- Plan to address regional connectivity of bicycle and pedestrian facilities and networks throughout and between the Fox Cities and Oshkosh Urbanized Areas
- Identify existing and planned facilities
- Identify gaps, barriers, and needed connections to enhance a safe, accessible, and efficient regional bicycle and pedestrian network
- Address connectivity to transit, and ties to economic development, and public health

# Fox Cities Urbanized Area

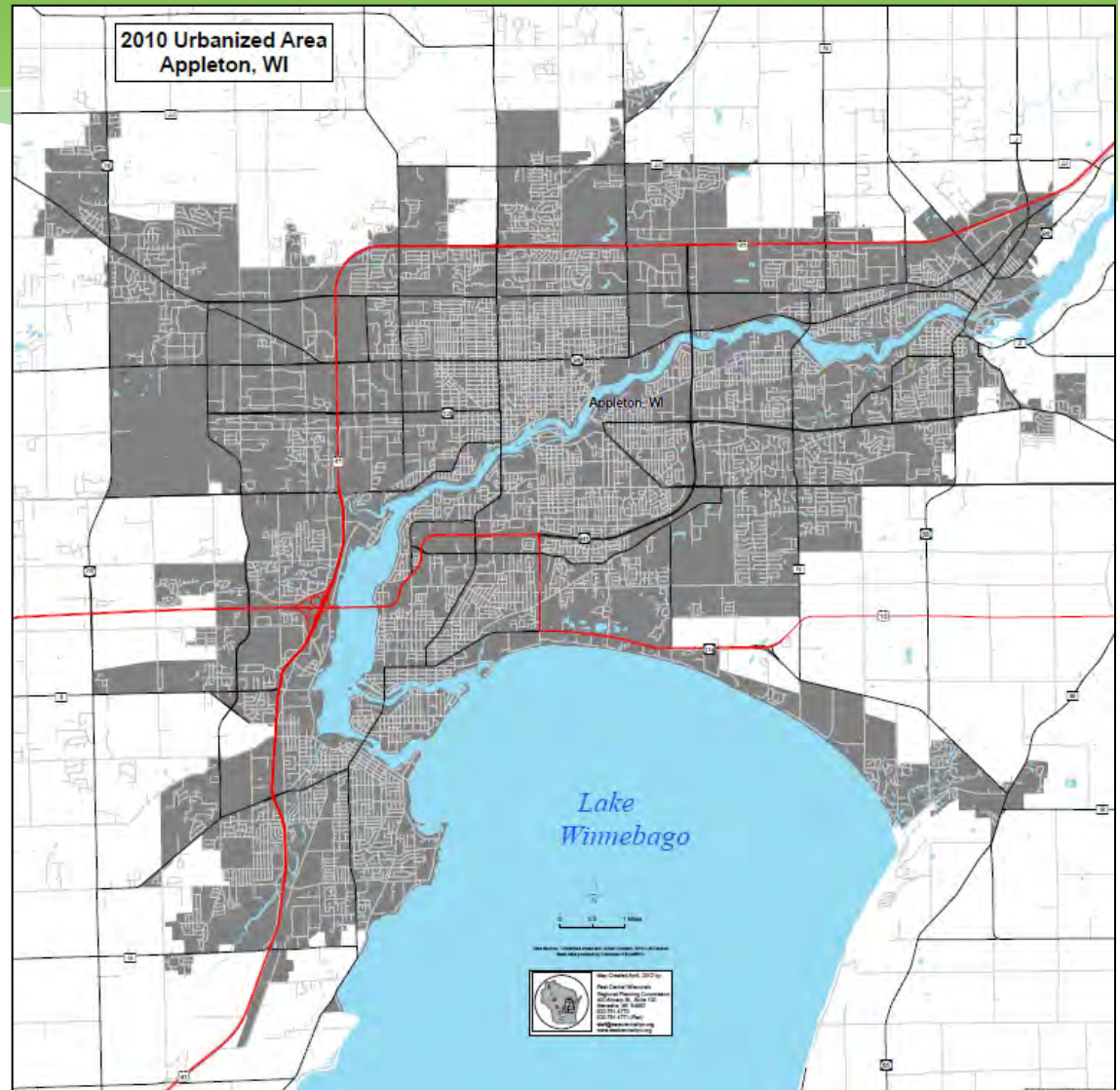
- Cities of Appleton, Kaukauna, Menasha, and Neenah
- Villages of Combined Locks, Kimberly, Little Chute, and Sherwood

- And portions of the towns of:
- Buchanan, Center, Clayton, Ellington, Freedom, Grand Chute, Greenville, Harrison, Kaukauna, Menasha, Neenah, Vandenbroek, and Vinland

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- Buchanan, Center, Clayton, Ellington, Freedom, Grand Chute, Greenville, Harrison, Kaukauna, Menasha, Neenah, Vandenbroek, and Vinland

Source: 2010 U.S. Census



# Oshkosh Urbanized Area

Includes all of:

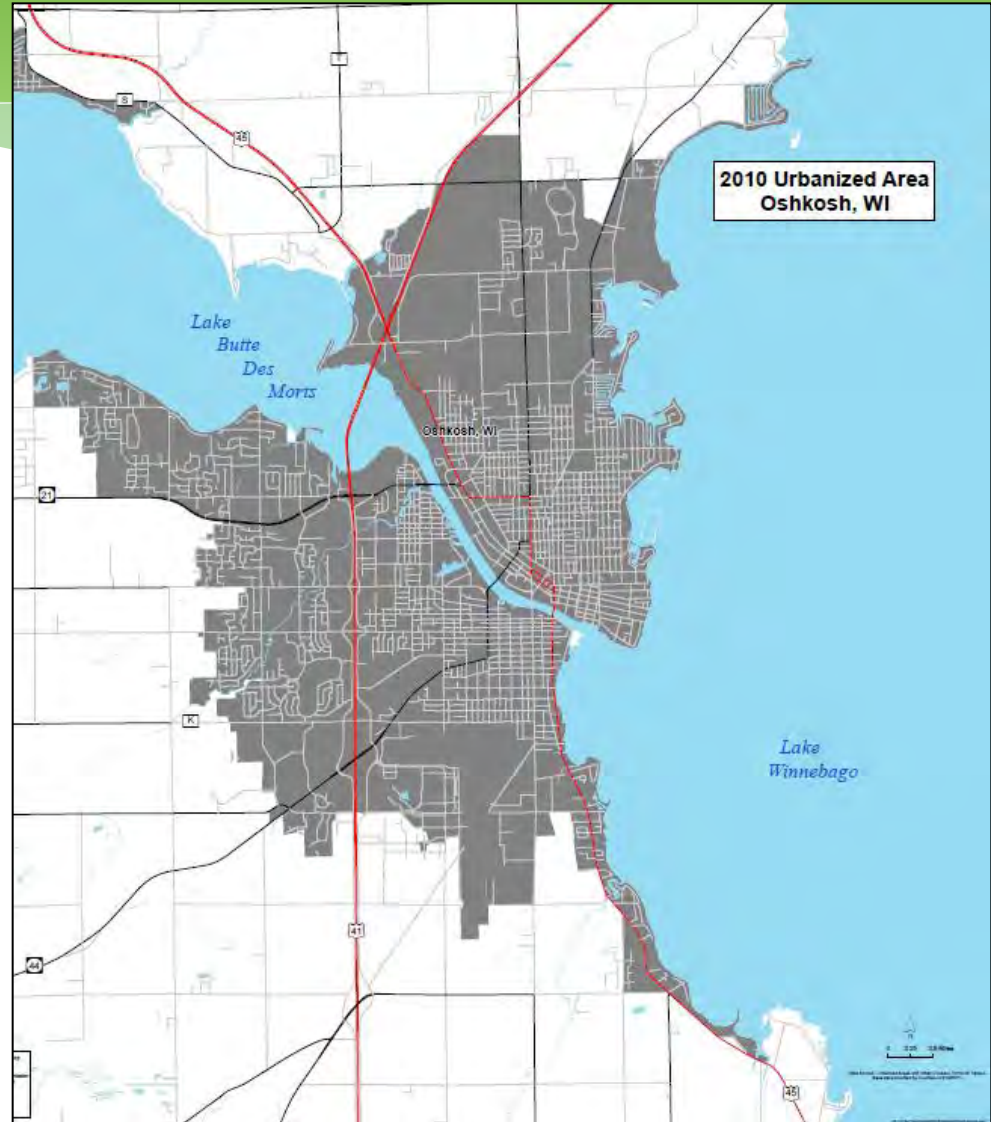
- City of Oshkosh

And portions of the towns of:

- Algoma, Black Wolf, Nekimi, Omro, Oshkosh, and Vinland

2010 Population = 74,495

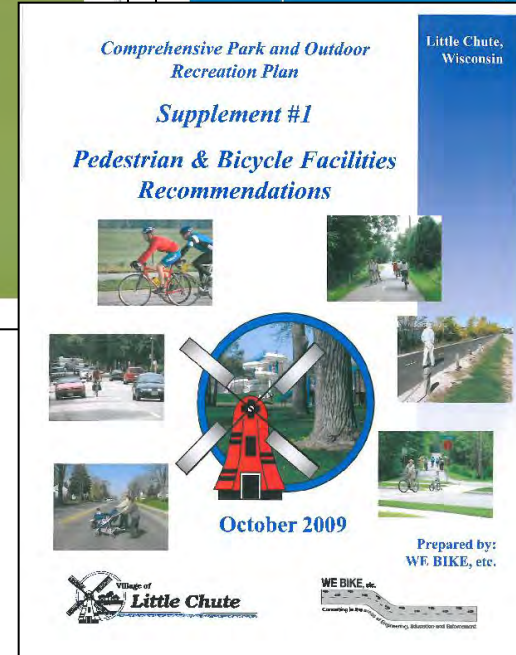
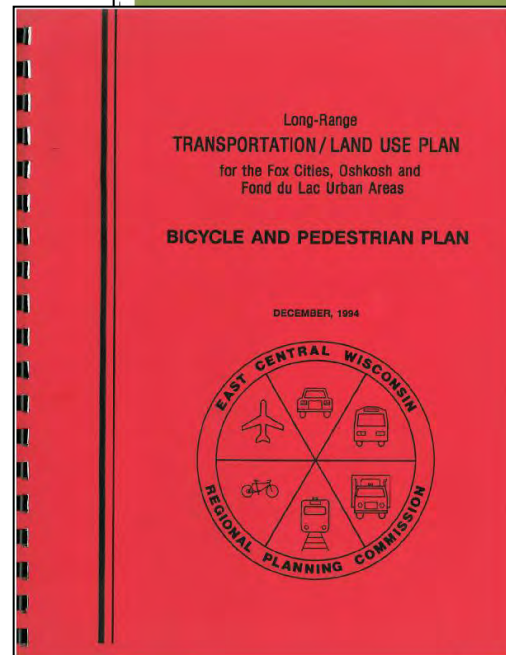
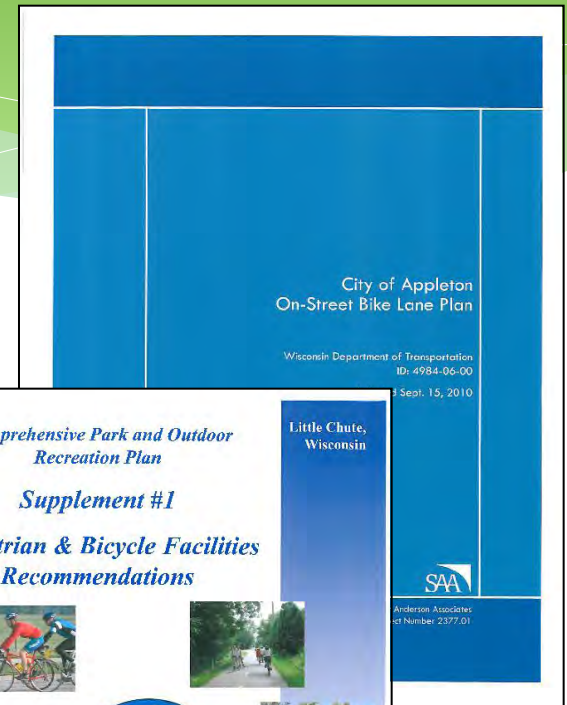
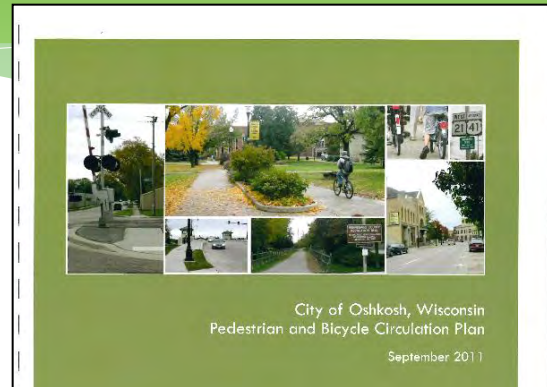
Source: 2010 U.S. Census





# Planning History

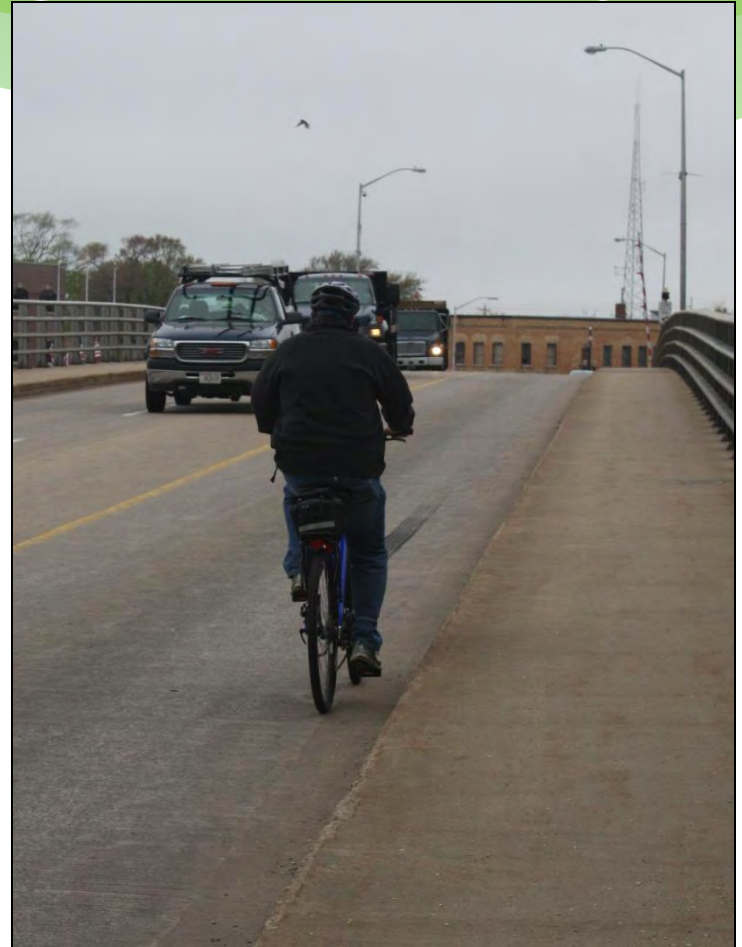
- Numerous municipal plans throughout the study area
- Most ending at their own boundaries
- Lots of facilities but.....
- .....there is some lack of regional connectivity
- Last regional plan done by East Central in 1994



# Benefits of Walking and Biking: Transportation Benefits

- One quarter of all trips people take in the United States are within a mile or about a 20 minute walk
- Half of all trips are taken are within three miles or a 20-minute bike ride.
- Approximately 78% of these shortest trips, are made by people using their cars.

Source: Activate Transportation for America, 2008



# Benefits of Walking and Biking: Transportation Benefits

- Interstate highway systems
  - Cost = \$5 trillion to build and maintain
- Federal investments in bicycling and walking
  - Less than a tenth of a percent of this amount
- Cost of one mile of a four-lane urban freeway = \$50 million
- With \$50 million you could build approximately 1,000 miles of bike lanes and bicycle boulevards and more than 150 miles of trails.

# Benefits of Walking and Biking: Cost of Vehicle Ownership

- Transportation is the 2<sup>nd</sup> largest expense for American families after housing.
- Medium Sedan
  - 10,000 miles
  - Including gas, maintenance, insurance, registration, depreciation, etc.
- Total = \$8,500 per year



Source: AAA, 2012



# Benefits of Walking and Biking: Cost of Vehicle Ownership

- Bicycling

- Total = \$350

Source: League of American Bicyclists, 2012

- Walking

- Total = FREE



# The Tipping Point



# Benefits of Walking and Biking: Health Benefits

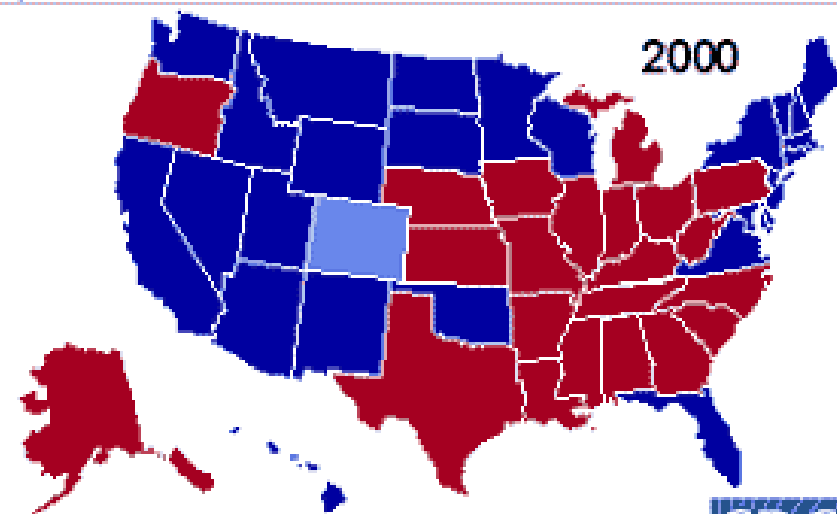
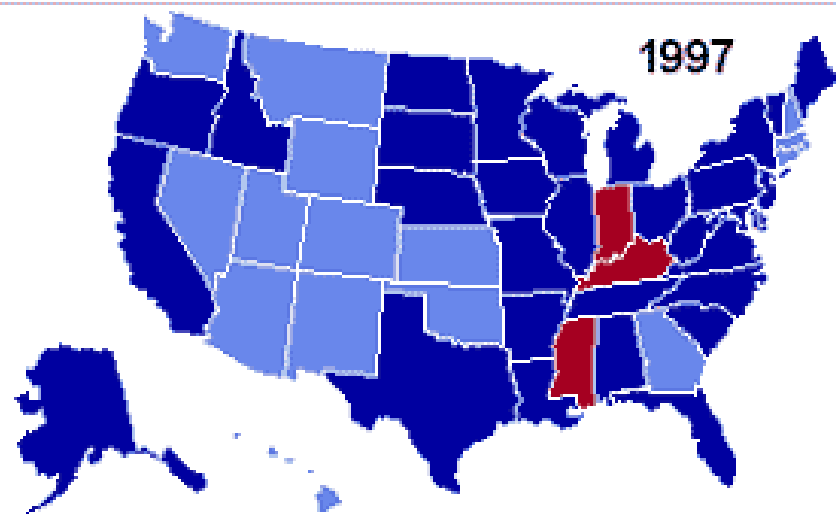
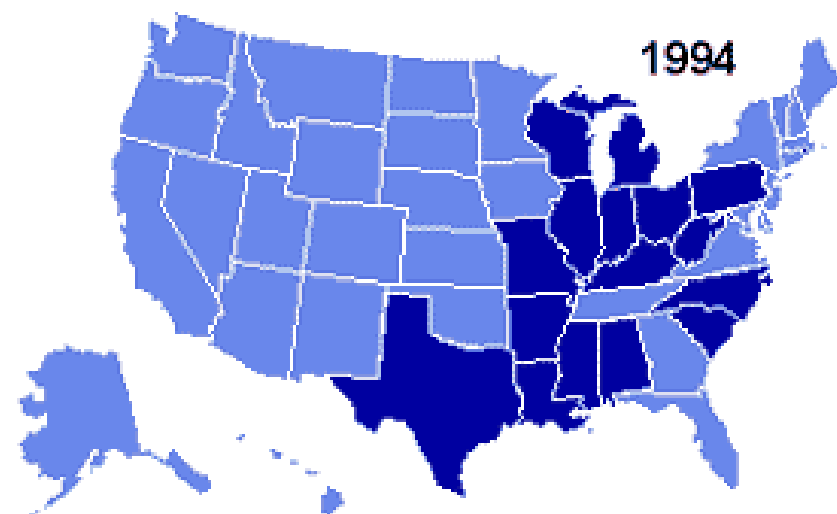
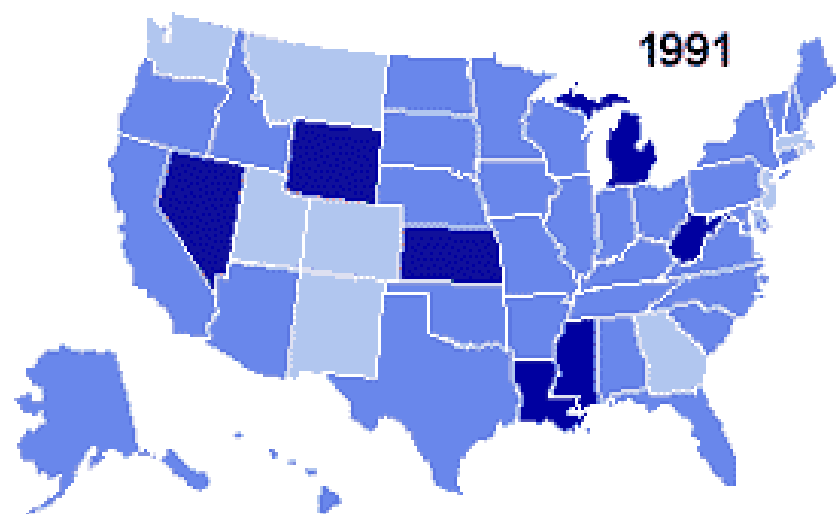
- Over the past 40 years, rates of obesity have soared among children of all ages in the United States, and approximately 25 million children and adolescents—more than 33%—are now overweight or obese or at risk of becoming so.



Source: National Health and Nutrition Examination Survey (NHANES), 2000

# Benefits of Walking and Biking: Health Benefits

- The Centers for Disease Control and Prevention estimated that obesity cost America \$117 billion in the year 2000, and physical inactivity results in \$76 billion in direct medical costs annually.
- People living in auto-oriented suburbs drive more, walk less, and are more obese than people living in walkable communities. For each hour of driving per day, obesity increases 6 percent, but walking for transportation reduces the risk of obesity.



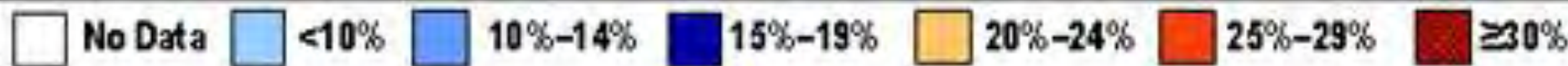
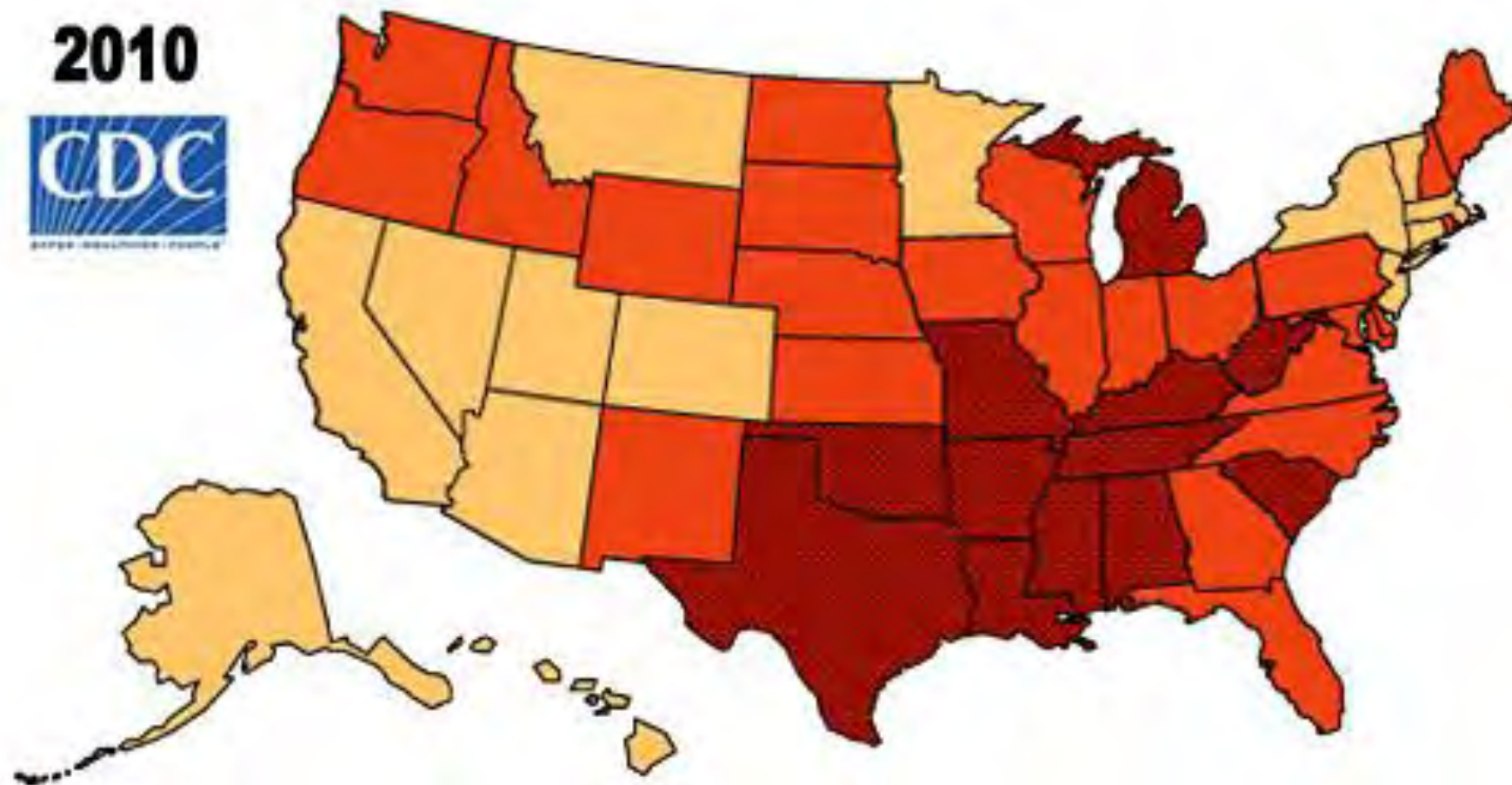
Percent of State Population that is Obese: <10% 10-14% 15-19% >20%



**Figure 6:** Obesity Trends Among U.S. Adults, BRFSS<sup>1</sup>

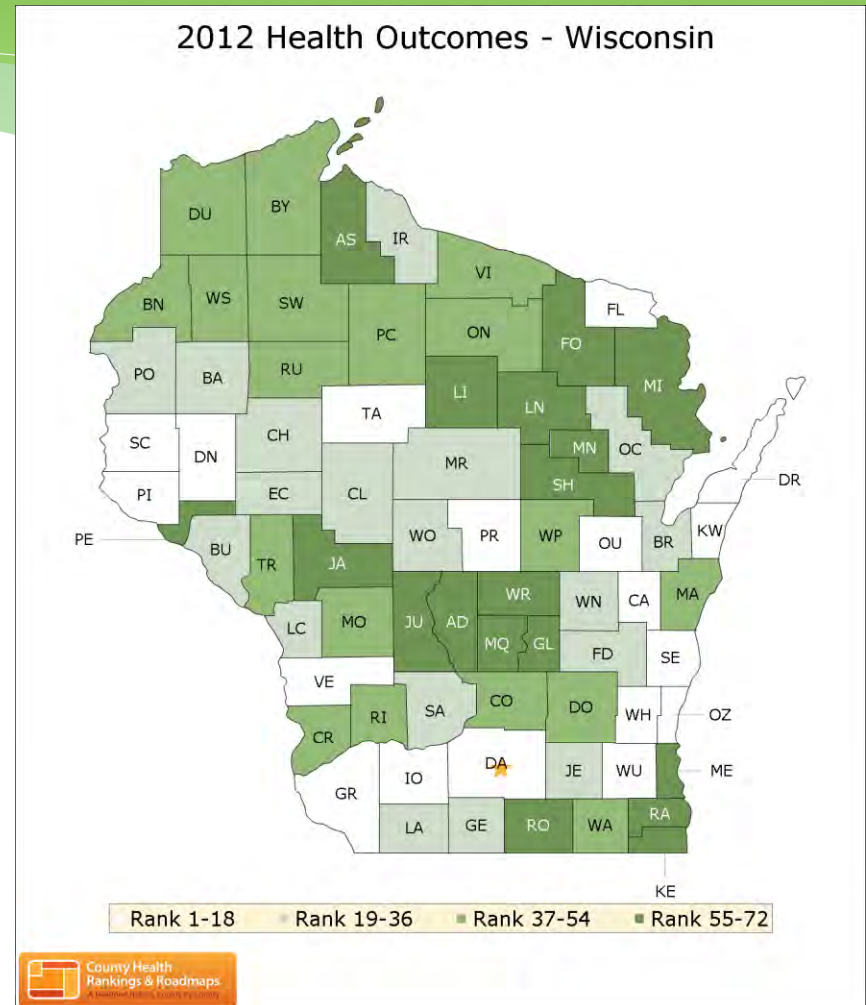


**2010**



# 2012 Wisconsin County Health Rankings

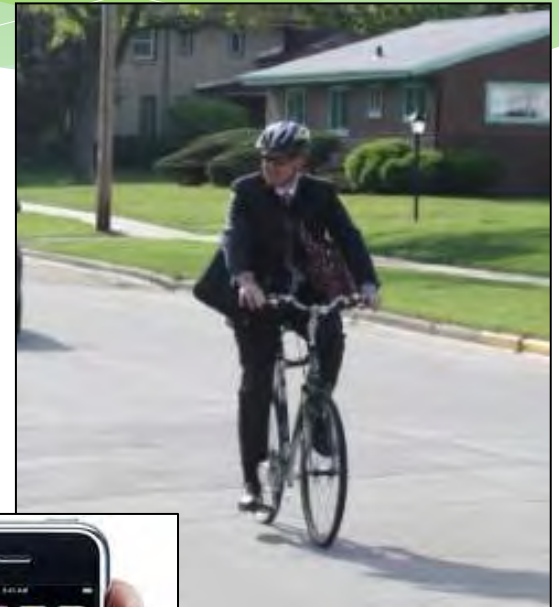
- Out of 72 counties
- Calumet – 14th healthiest
- Outagamie – 16th healthiest
- Winnebago – 27th healthiest



Source: University of Wisconsin Population Health Institute

# The National Bike Challenge

- Goal of uniting 50,000 people to bike 10 million miles nationwide
- May 1 to August 31, 2012
- GPS-based system to track walking, biking, and other activity online
- Smart phone application
- Sponsorship includes Kimberly-Clark
- Visit [www.endomondo.com](http://www.endomondo.com)



# The National Bike Challenge – Wisconsin/Local Rankings

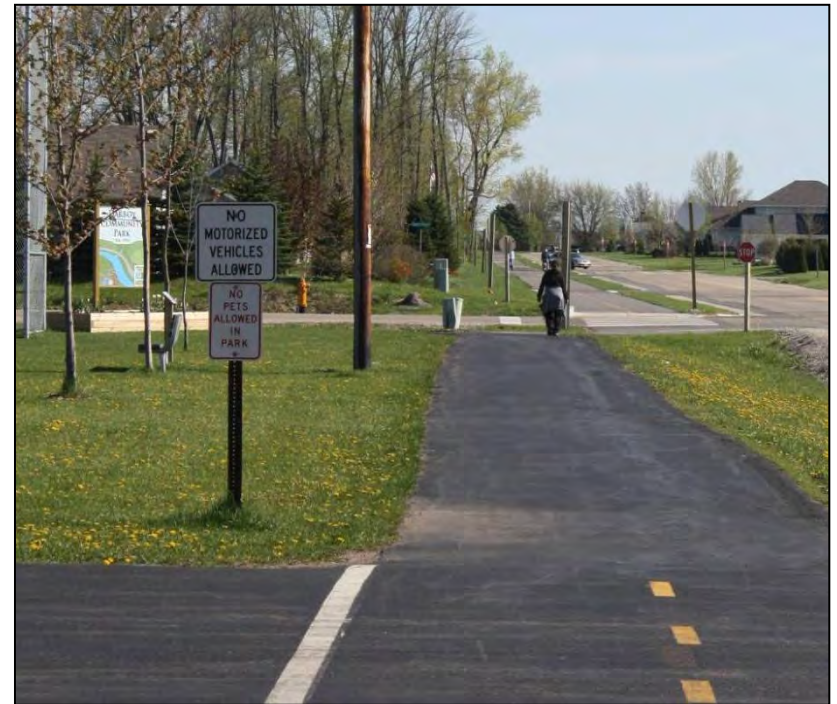
- Wisconsin is currently 2<sup>nd</sup> amongst all 50 states and has 5 of the top 10 community participants nationwide!
  - Madison – 3<sup>rd</sup>
  - Appleton – 4<sup>th</sup>
  - Oshkosh/Neenah – 5<sup>th</sup>
  - Watertown/Fort Atkinson – 7<sup>th</sup>
  - Stevens Point – 9<sup>th</sup>
- Rankings amongst nationwide workplaces include:
  - Trek Bicycle Corporation – 1<sup>st</sup>
  - Kimberly-Clark – 2<sup>nd</sup>
  - Oshkosh Corporation – 7<sup>th</sup>
  - UW- Madison – 9<sup>th</sup>





# Benefits of Walking and Biking: Economic Benefits

- Reduced traffic = reduced construction and maintenance costs
- Reduced health care costs
- Savings on gas costs, may allow consumers to spend more
- Overall better social, mental, physical health = more productivity and less sick days





# Benefits of Walking and Biking: Economic Benefits

- “Valuing Bicycling’s Economic and Health Impacts in Wisconsin Study” concludes that recreational cycling generates \$1.5 billion in economic activity annually.
- According to the WDNR in 2006, the economic impact of deer hunting was \$1.4 billion.



# Benefits of Walking and Biking: Economic Benefits

- Wisconsin a national model in terms of economic benefits of bicycle/pedestrian industry
- Oregon is looking at Wisconsin as a model!
- *A Profile of Visitors on the Bike Trails of Western Wisconsin* found that the average expenditure per person per day (non-local users) was \$26.43.
- A similar study in Dunn County found these expenditures to be \$49.28 per day.



# The Industry in Wisconsin

- Wisconsin has one of the largest bicycle industries in the country.
- Total impact of manufacturing, wholesale/distribution, retail and services totaling \$556 million annually
- Over 3,400 jobs are attributed to these industry types.
- In addition to large chain retail stores, Wisconsin is home to over 270 independently owned bicycle shops.



# Benefits of Walking and Biking: Impact on Property Values

- In 1998 a study found that lots adjacent to the Mountain Bay Trail in Brown County sold faster and for an average of 9% more than a similar property not located next to the trail.
- 39% of businesses responding to a recent survey indicated an increase in business as a result of the Fox River Trail.



# Planning Process

- Outreach (stakeholders, partnerships, and all users)/Public Participation Plan (PPP)
- Goals and objectives centered around “the 5 Es”
- Data collection/review of existing plans
- Counts and surveys
- Identify desired destinations
- Gaps, barriers, and needed connections
- Coordinate with transit
- Coordinate with Safe Routes to Schools
- Facility, policy, and education based recommendations





# Stakeholder and Public Outreach

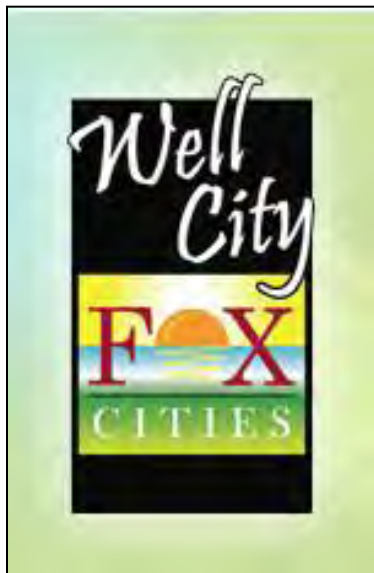
- Municipal Representatives
  - Highway Commissioners
  - Community Development/Planning
  - Public Works
  - Parks
  - Health Departments
  - Transit Systems
  - Elected Officials
  - Police/Sheriff's Dept.
- Health Professionals (both public and private)
- Schools
- Local Bike Shops
- YMCAs
- Business community
- General Public/Youth
- Clubs and Advocacy Groups (i.e. Well City Fox Cities, Well Oshkosh, Pacesetters, Oshkosh Cycling Club, Fox Cities Triathlon Club)
- Race directors (i.e. Fox Cities Marathon, etc.)
- Senior Centers
- And many more!!!



# Stakeholder and Public Outreach

- Kick-off summit/open house with key stakeholders to get the word out and to update existing/planned facility inventory
- Formation of a Steering Committee to assist in guiding the planning process
- Development of a public participation plan identifying public outreach/input strategies and opportunities including:
  - Public information meetings/workshops
  - Social media and websites
  - Surveys
  - Etc.

# Partnerships



# All Users



*Recreation bicyclists*



*Seniors*



*Advanced bicyclists*



*Children*



# Goals and Objectives: The 5 Es

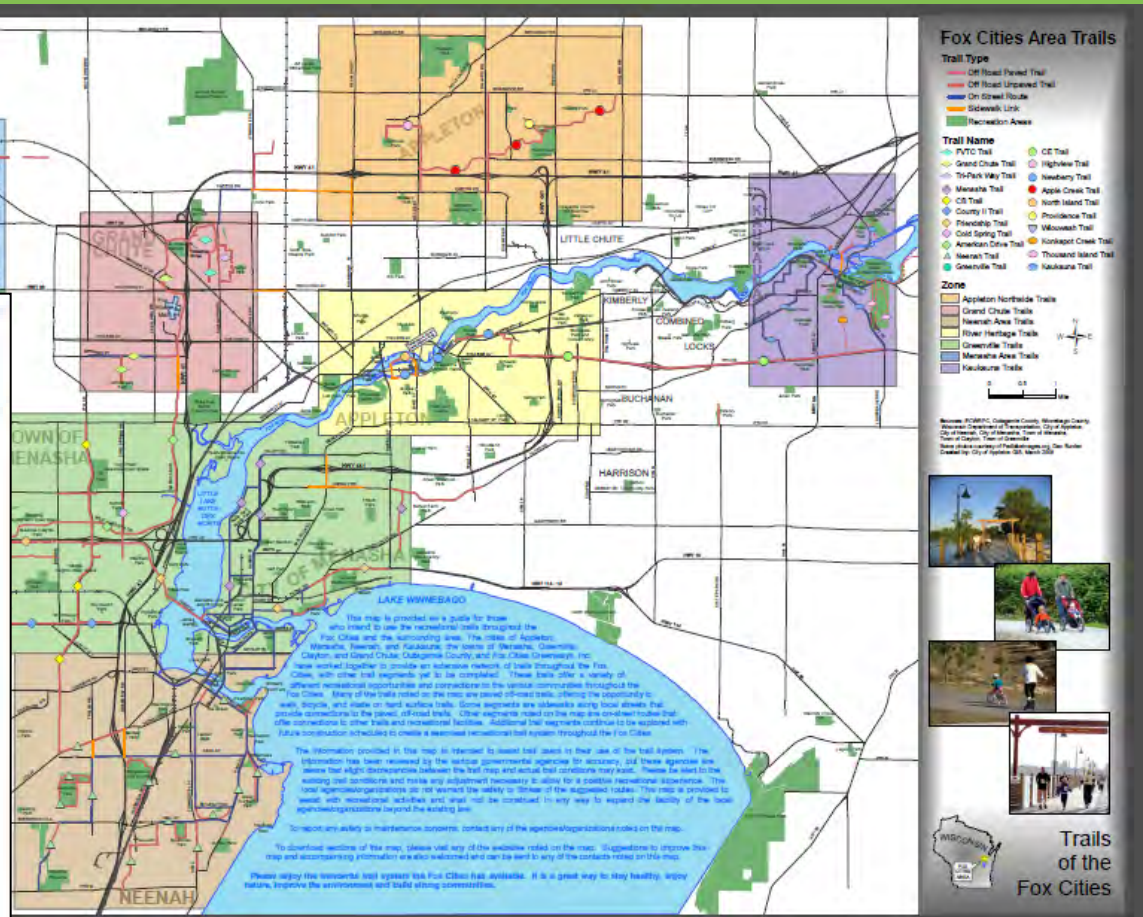
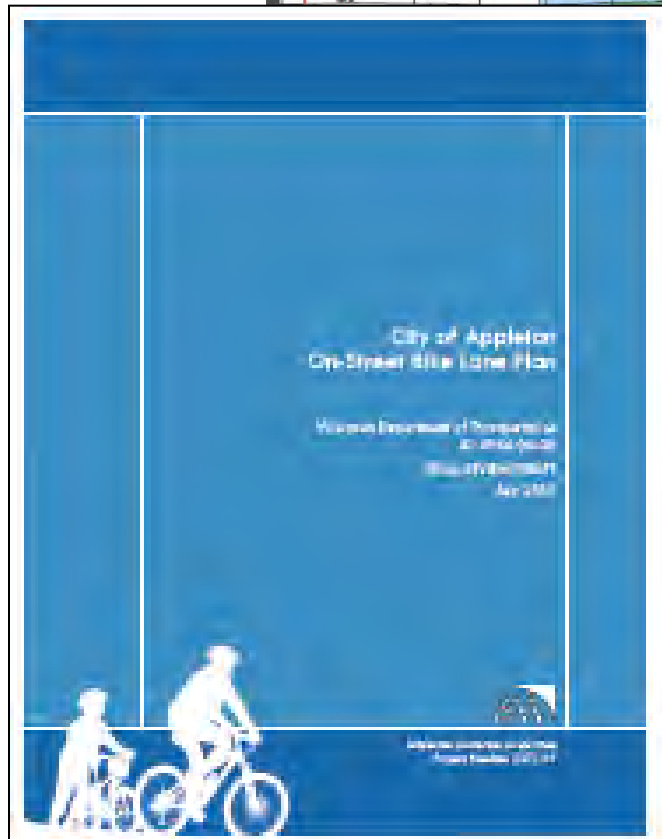
- Education
- Encouragement
- Enforcement
- Engineering
- Evaluation



# Data Collection/Review of Existing Plans

- Existing and planned facility inventory
- Bicycle/pedestrian counts
- Origin/destination data
- Crash data
- Facility conditions data
- Bicycle rack inventory

# Data Collection/Review of Existing Plans



# Bike/Pedestrian Counts and Surveys

- Examine existing counts and surveys completed by communities throughout the study area (i.e. Trestle Trail, Get Up and Ride program, etc.)
- Work with communities/stakeholders to identify where additional counts and surveys should be implemented.
- Collection of origin/destination data
- Identification of gaps, barriers, and needed connections

# Destinations



*Grocery Stores*



*Senior Centers*



*Libraries*



*Schools*



# Identify Gaps, Barriers, and Needed Connections

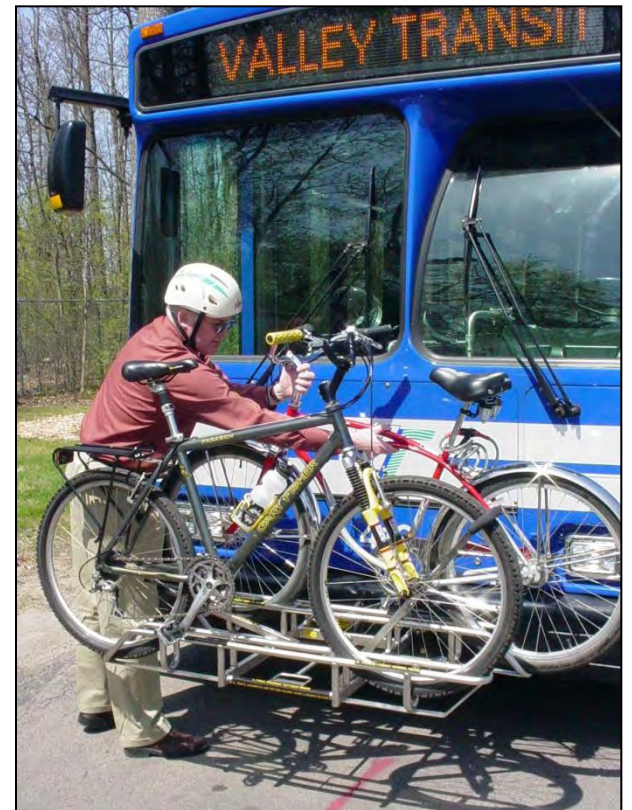
- Needed and desired community/urbanized area connections developed through:
  - Review of existing plans
  - Public workshops input
  - Survey feedback
  - Origin and destination trends
  - Connectivity to transit
  - Steering Committee recommendations





# Connectivity to Transit

- Both Valley Transit and the Oshkosh Transit System have bicycle racks
- Expanded range of a multimodal network
- East Central has completed a transit development plan (TDP) for both systems in recent years



# Safe Routes to School (SRTS)

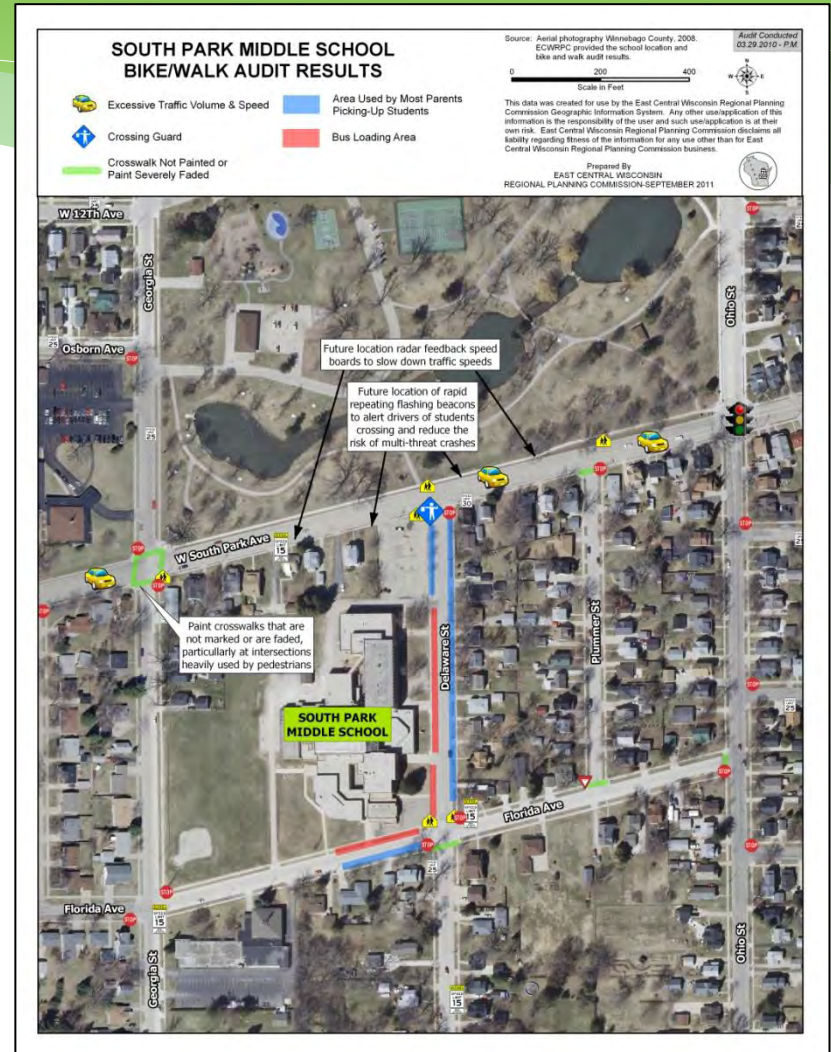
- Build off the successes of East Central's regional SRTS program
- Youth engagement and encouragement of a multimodal lifestyle = life long users
- Funding opportunities





# Plan Recommendations

- Facility-based recommendations
- Policy-based recommendations
- Educational-based recommendations



# Next Steps

- Data collection/review existing plans – Spring – Fall of 2012
- Plan kick-off – July 19, 2012
- Steering Committee kick-off – August/September of 2012
- Public information meetings/workshops – Fall of 2012
- Counts and surveys – Fall 2012, Spring 2013, and Summer 2013
- Draft plan recommendations – mid to late 2013
- Public review and comment – late 2013
- Plan completion – late 2013/early 2014

# Steering Committee

- Formation of a Steering Committee to meet roughly 8 to 10 times over the next year and a half to assist in guiding the planning process.
- We want to ensure we have a diverse spectrum of representation
- If interested, please let us know!
- Otherwise, we may be calling you!
- Steering Committee kick-off in August or September
- Other Questions?



# Open House/Inventory

- Maps display existing and planned bicycle and pedestrian facilities throughout the study area that we are aware of based on responses to our recent data requests
- Guidelines:
  - The purpose of this exercise is solely to ensure the accuracy of our existing and planned facility inventory.
  - Not to offer ideas/thoughts on connections or identify gaps, etc. at this time.
  - There will be plenty of additional opportunities throughout the planning process to do so.
  - If you see an error or concern, grab an ECWRPC staff member to assist in marking it on the map.

# Open House/Inventory

**Thank you for your help!!!**

# Questions/Comments?

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