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

Includes all of:

- 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

2010 Population = 216,154

Source: 2010 U.S. Census
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.

Source: Activate Transportation for America, 2008
Transportation is the 2\textsuperscript{nd} 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
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
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.
Figure 6: Obesity Trends Among U.S. Adults, BRFSS
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
The National Bike Challenge – Wisconsin/Local Rankings

- Wisconsin is currently 2nd amongst all 50 states and has 5 of the top 10 community participants nationwide!
  - Madison – 3rd
  - Appleton – 4th
  - Oshkosh/Neenah – 5th
  - Watertown/Fort Atkinson – 7th
  - Stevens Point – 9th

- Rankings amongst nationwide workplaces include:
  - Trek Bicycle Corporation – 1st
  - Kimberly-Clark – 2nd
  - Oshkosh Corporation – 7th
  - UW- Madison – 9th
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
“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.
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.
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

Bicycle Federation of Wisconsin

Fox Cities Greenways, Inc.

Well Oshkosh

Well City Fox Cities

Share & Be Aware

Get Up & Ride!
All Users

- Recreation bicyclists
- Advanced bicyclists
- Seniors
- 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

City of Oshkosh
Pedestrian and Bicycle Circulation Plan Update
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 = lifelong 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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