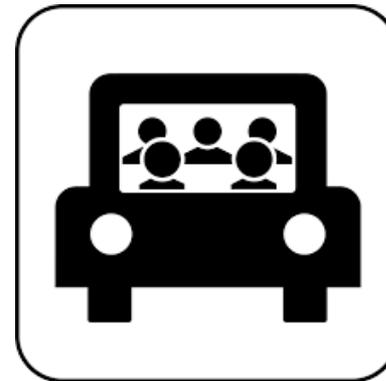


# Travel Demand Management (TDM)

## *Public Comments Overview*

- ▶ 25 comments
- ▶ Repeated themes:
  - Increase amount of park and rides (Onalaska)
  - Encourage car pooling
  - Flex work hours
  - Employee & employer incentives
  - Carpool/vanpool
  - Park and ride facilities
  - Parking management
  - Rideshare



# Travel Demand Management (TDM)

## Objective Screening Process

Does Not Satisfy Objective

Partially Satisfies Objective

Strongly Satisfies Objective

Root Objective	Desired Outcome	Screening Considerations
<b>1. Safety</b>	Reduce rate and severity of pedestrian, bicycle and vehicular crashes.	Some safety benefits should be expected with shifts away from motor vehicle use. This strategy alone will not address all safety needs.
<b>2. Infrastructure</b>	Address pavement, structural, geometric deficiencies and utilities	Will not address future infrastructure needs.
<b>3. Improve Congestion and Travel Reliability</b>	<p>Multimodal (Pedestrian/Bicycle/Transit)</p> <p>Provide Comfortable, direct, reliable and convenient access for all modes of transportation Promote/encourage the use of alternate modes of travel</p> <p>Motor Vehicles</p> <p>Provide reliable travel times for both reoccurring and nonrecurring congestion Reduce motor vehicle use during peak periods.</p>	Will promote a variety of transportation modes and potentially reduce congestion for motor vehicles, especially during peak hours. However, this strategy will not fully meet the objective as a stand alone strategy.
<b>4. Plan for future transportation needs</b>	Promote smart growth that considers all transportation modes along with changes to land use.	Will promote a variety of transportation modes in areas of heavy traffic as an alternative to single occupant vehicle use in the future.
<b>5. Limit impacts to community's resources</b>	Consider strategies that balance transportation needs with protection of the environmental and communities resources	Will require little or no land acquisition, resulting in few physical impacts, and has the potential to reduce impacts to the environment by promoting alternative modes of transportation.



# Policy & Legislation

## *Public Comments Overview*

- ▶ 25 comments
- ▶ Repeated themes:
  - Continue implementation of Complete Streets
  - Increase intergovernmental cooperation
  - Develop new user fee/tax
  - Implement pay for parking in select areas
  - Development review criteria
  - Overlay zoning
  - Design standards
  - Parking management



# Policy and Legislation

## *Objective Screening Process*

Does Not Satisfy Objective
Partially Satisfies Objective
Strongly Satisfies Objective

Root Objective	Desired Outcome	Screening Considerations
<b>1. Safety</b>	Reduce rate and severity of pedestrian, bicycle and vehicular crashes.	Some safety benefits should be expected with shifts away from motor vehicle use. This strategy alone will not address all safety needs.
<b>2. Infrastructure</b>	Address pavement, structural, geometric deficiencies and utilities	Will not address future infrastructure needs.
<b>3. Improve Congestion and Travel Reliability</b>	<p>Multimodal (Pedestrian/Bicycle/Transit)</p> <p>Provide Comfortable, direct, reliable and convenient access for all modes of transportation Promote/encourage the use of alternate modes of travel</p> <p>Motor Vehicles</p> <p>Provide reliable travel times for both reoccurring and nonrecurring congestion Reduce motor vehicle use during peak periods.</p>	Will encourage the use of alternative transportation modes and reduce congestion for motor vehicles. However, this strategy will not fully meet the objective as a stand alone strategy.
<b>4. Plan for future transportation needs</b>	Promote smart growth that considers all transportation modes along with changes to land use.	Includes policies that support future transportation needs and smart growth.
<b>5. Limit impacts to community's resources</b>	Consider strategies that balance transportation needs with protection of the environmental and communities resources	Will require little or no direct land acquisition, resulting in few physical impacts. Has the potential to protect community resources and support healthy development.



# Bike and Pedestrian *Public Comments Overview*

- ▶ Total: 140 comments
  - 59 from public
  - 81 from focus group
- ▶ Repeated themes:
  - Increase amount of bike lanes and shared use paths throughout the Coulee Region
  - Improve crossings to increase safety
  - Improve existing routes
  - There were also several general comments not assigned to a location
  - Separate bike lanes
  - Safer crossings



# Bike and Pedestrian

## *Objective Screening Process*

Does Not Satisfy Objective
Partially Satisfies Objective
Strongly Satisfies Objective

Root Objective	Desired Outcome	Screening Considerations
<b>1. Safety</b>	Reduce rate and severity of pedestrian, bicycle and vehicular crashes.	Should create safer operations for Bikes and pedestrians, but will not address motor vehicle safety concerns related to existing roadway/design deficiencies.
<b>2. Infrastructure</b>	Address pavement, structural, geometric deficiencies and utilities	Will address infrastructure needs for bicycle and pedestrian transportation. However, this strategy will not fully meet the objective as a stand alone strategy.
<b>3. Improve Congestion and Travel Reliability</b>	<p>Multimodal (Pedestrian/Bicycle/Transit)</p> <p>Provide Comfortable, direct, reliable and convenient access for all modes of transportation Promote/encourage the use of alternate modes of travel</p> <p>Motor Vehicles</p> <p>Provide reliable travel times for both reoccurring and nonrecurring congestion Reduce motor vehicle use during peak periods.</p>	Will Improve congestion and reliability by encouraging bicycle and pedestrian use. However, this strategy will not fully meet the objective as a stand alone strategy.
<b>4. Plan for future transportation needs</b>	Promote smart growth that considers all transportation modes along with changes to land use.	Supports future bicycle and pedestrian use.
<b>5. Limit impacts to community's resources</b>	Consider strategies that balance transportation needs with protection of the environmental and communities resources	Has limited environmental impacts and may reduce impacts related to the needs of other modes of transportation.

# Transit

## *Public Comments Overview*

- ▶ Total: 151 comments
  - 49 from public
  - 102 from focus group
- ▶ Repeated themes:
  - Increased service hours, frequency, and routes
  - Develop park and ride express bus service
  - Increase regional routes
  - Develop Bus Rapid Transit
  - Create a Regional Transit Authority



# Transit

## Objective Screening Process

Does Not Satisfy Objective
Partially Satisfies Objective
Strongly Satisfies Objective

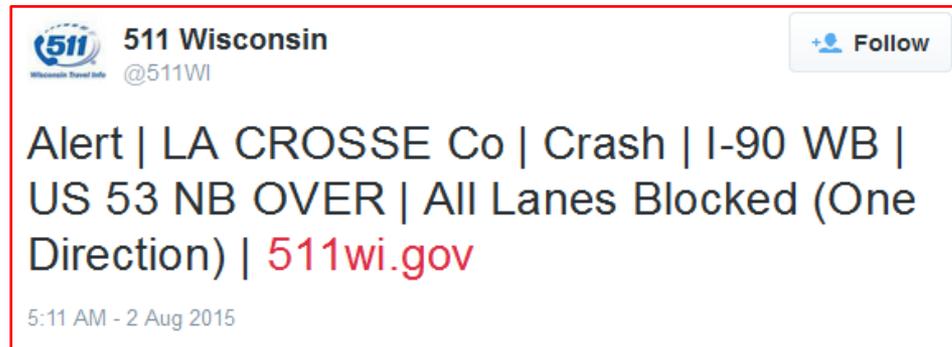
Root Objective	Desired Outcome	Screening Considerations
<b>1. Safety</b>	Reduce rate and severity of pedestrian, bicycle and vehicular crashes.	Will not address safety concerns related to existing roadway/design deficiencies.
<b>2. Infrastructure</b>	Address pavement, structural, geometric deficiencies and utilities	Will address infrastructure needs for transit. However, this strategy will not fully meet the objective as a stand alone strategy.
<p>Multimodal (Pedestrian/Bicycle/Transit)</p> <p>Motor Vehicles</p>	<p>Provide Comfortable, direct, reliable and convenient access for all modes of transportation Promote/encourage the use of alternate modes of travel</p> <p>Provide reliable travel times for both reoccurring and nonrecurring congestion Reduce motor vehicle use during peak periods.</p>	Will Improve congestion and reliability by encouraging transit use. However, this strategy will not fully meet the objective as a stand alone strategy.
<b>4. Plan for future transportation needs</b>	Promote smart growth that considers all transportation modes along with changes to land use.	Supports future transit use.
<b>5. Limit impacts to community's resources</b>	Consider strategies that balance transportation needs with protection of the environmental and communities resources	Has limited environmental impacts and may reduce impacts related to the needs of other modes of transportation.



# Transportation System Management, Operations (TSMO)

## *Public Comments Overview*

- ▶ 29 comments
- ▶ Repeated themes:
  - Improve signal timing on WIS 35, WIS 16, WIS 157, and US 53
  - Signal phasing changes – left turn arrows
  - Dynamic messaging signs
- ▶ Repeated focus on WIS 35 & 16 and US 53



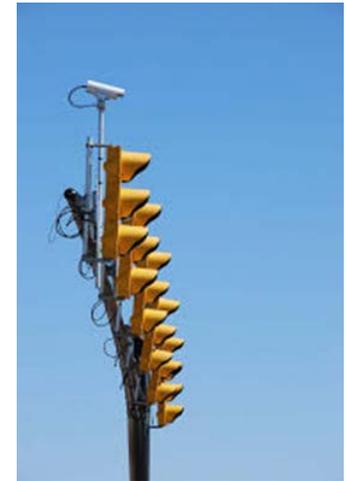
A screenshot of a tweet from the account "511 Wisconsin" (@511WI). The tweet text reads: "Alert | LA CROSSE Co | Crash | I-90 WB | US 53 NB OVER | All Lanes Blocked (One Direction) | [511wi.gov](http://511wi.gov)". The tweet is dated "5:11 AM - 2 Aug 2015". The account name "511 Wisconsin" includes the "511 Wisconsin Stayed Safe" logo. A "Follow" button is visible in the top right corner of the tweet box.



# Transportation System Management & Operations(TSMO)

## *Strategies*

- ▶ Short Term Solutions
  - Workshop
  
- ▶ Mid Term Solutions
  - Traffic Signal upgrades(technology that exists)
  - Driver information
  
- ▶ Long Term
  - Technology that doesn't exist today (will address and incorporate in future)



# Transportation System Management, Operations (TSMO)

## Objective Screening Process

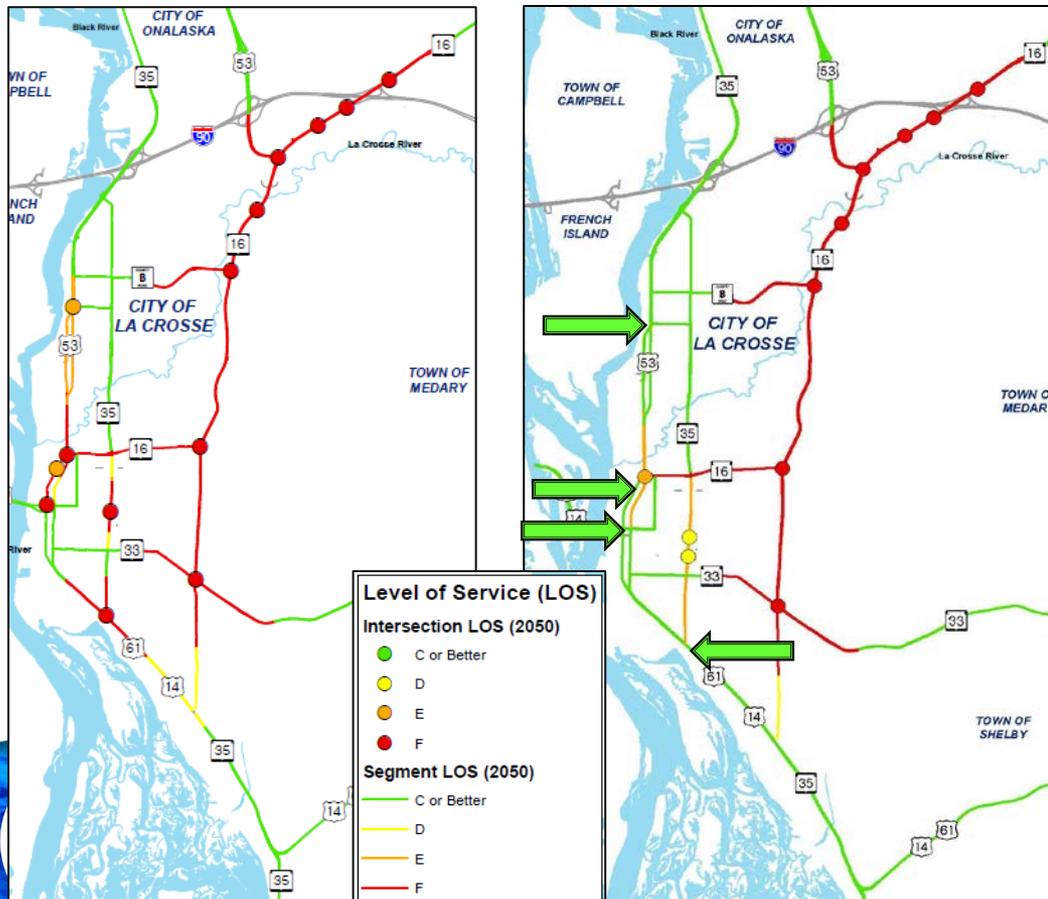
Does Not Satisfy Objective
Partially Satisfies Objective
Strongly Satisfies Objective

Root Objective	Desired Outcome	Screening Considerations
<b>1. Safety</b>	Reduce rate and severity of pedestrian, bicycle and vehicular crashes.	Will improve safety with better traffic controls. However, this strategy will not fully meet the objective as a stand alone strategy.
<b>2. Infrastructure</b>	Address pavement, structural, geometric deficiencies and utilities	Will reduce the need for some infrastructure needs by improving travel efficiency. However, this strategy will not fully meet the objective as a stand alone strategy.
<b>3. Improve Congestion and Travel Reliability</b>	<p>Multimodal (Pedestrian/Bicycle/Transit)</p> <p>Provide Comfortable, direct, reliable and convenient access for all modes of transportation Promote/encourage the use of alternate modes of travel</p> <p>Motor Vehicles</p> <p>Provide reliable travel times for both reoccurring and nonrecurring congestion Reduce motor vehicle use during peak periods.</p>	Will Improve congestion and reliability by improving efficiency, but will not be enough to improve LOS beyond failing levels in many locations as a stand alone strategy.
<b>4. Plan for future transportation needs</b>	Promote smart growth that considers all transportation modes along with changes to land use.	Will consider the future needs of all transportation modes.
<b>5. Limit impacts to community's resources</b>	Consider strategies that balance transportation needs with protection of the environmental and communities resources	Will improve efficiency with limited to no environmental impacts.

# Modeling Intersection At-grade Improvements

2050 LOS No build

2050 LOS Improved Intersections



Intersections that can be improved:

- ▶ US 53 & Clinton Street
- ▶ 3rd Street & State Street
- ▶ 3rd Street & Cass Street
- ▶ US 14/61 & WIS 35 (South Ave and West Ave)



# Improve Existing Roads

## *Intersection At-grade Improvements Objective Screening Process*

Does Not Satisfy Objective

Partially Satisfies Objective

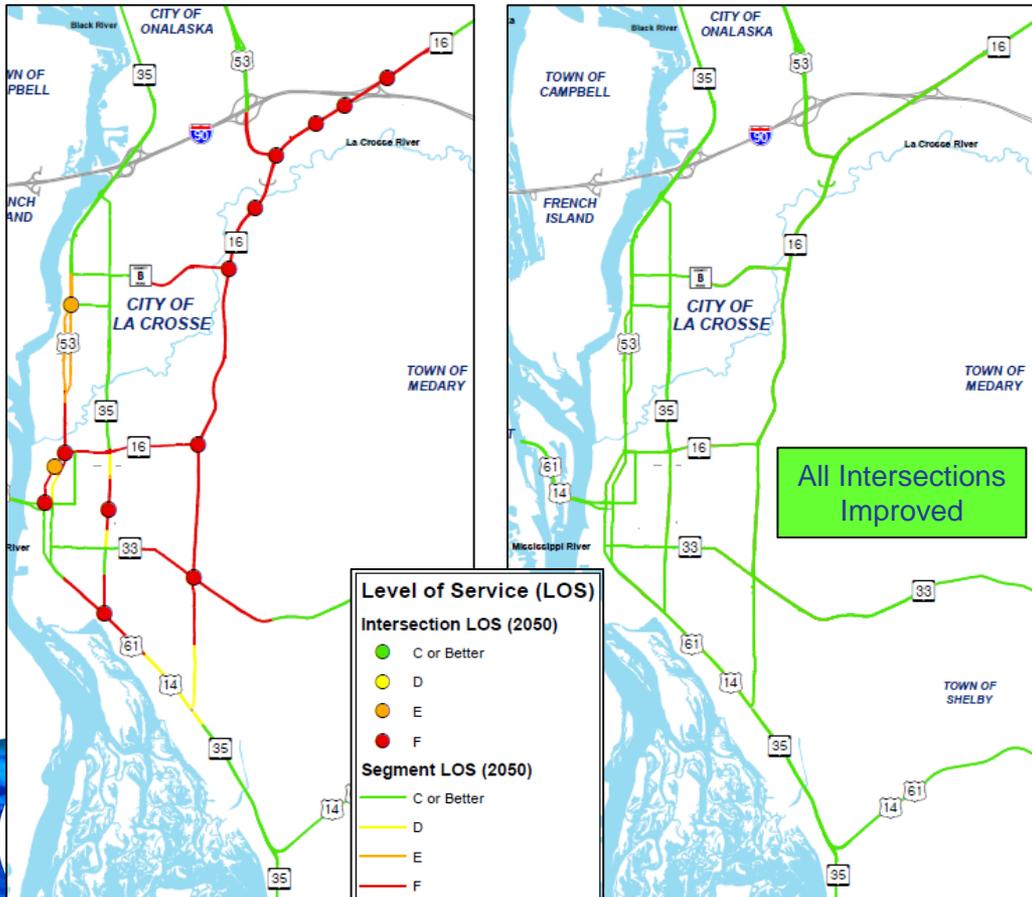
Strongly Satisfies Objective

Root Objective	Desired Outcome	Screening Considerations
<b>1. Safety</b>	Reduce rate and severity of pedestrian, bicycle and vehicular crashes.	Will improve safety related to intersection deficiencies. However, this strategy will not fully meet the objective as a stand alone strategy.
<b>2. Infrastructure</b>	Address pavement, structural, geometric deficiencies and utilities	Will address infrastructure needs for intersections that will need future improvements. However, this strategy will not fully meet the objective as a stand alone strategy.
<b>3. Improve Congestion and Travel Reliability</b>  Multimodal (Pedestrian/Bicycle/Transit)  Motor Vehicles	Provide Comfortable, direct, reliable and convenient access for all modes of transportation Promote/encourage the use of alternate modes of travel  Provide reliable travel times for both reoccurring and nonrecurring congestion Reduce motor vehicle use during peak periods.	Will have the potential to significantly improve congestion and reliability in cases where intersections are causing such issues. However, this strategy will not fully meet the objective as a stand alone strategy.
<b>4. Plan for future transportation needs</b>	Promote smart growth that considers all transportation modes along with changes to land use.	Will meet future transportation needs for some modes of transportation in certain locations. However, this strategy will not fully meet the objective as a stand alone strategy.
<b>5. Limit impacts to community's resources</b>	Consider strategies that balance transportation needs with protection of the environmental and communities resources	Will have some direct impacts to property. Impacts will be minor compared to corridor improvements. However, this strategy will not fully meet the objective as a stand alone strategy.

# Modeling Intersection Grade-separated Improvements

2050 LOS No build

2050 LOS Improved Intersections



## Intersections that can be improved:

- ▶ WIS 16 & Main/OS
- ▶ WIS 16 & Pralle
- ▶ WIS 16 & Theater
- ▶ WIS 16 & WIS 157
- ▶ WIS 16 & County B
- ▶ WIS 16 & Gillette
- ▶ WIS 16/Losey & La Crosse Street
- ▶ Losey & WIS 33
- ▶ US 53 & La Crosse
- ▶ US 53 & Cass
- ▶ US 53 & Clinton
- ▶ US 53 & State
- ▶ WIS 35 & Cass



# Improve Existing Roads

## *Intersection grade separated Improvements Objective Screening Process*

Does Not Satisfy Objective

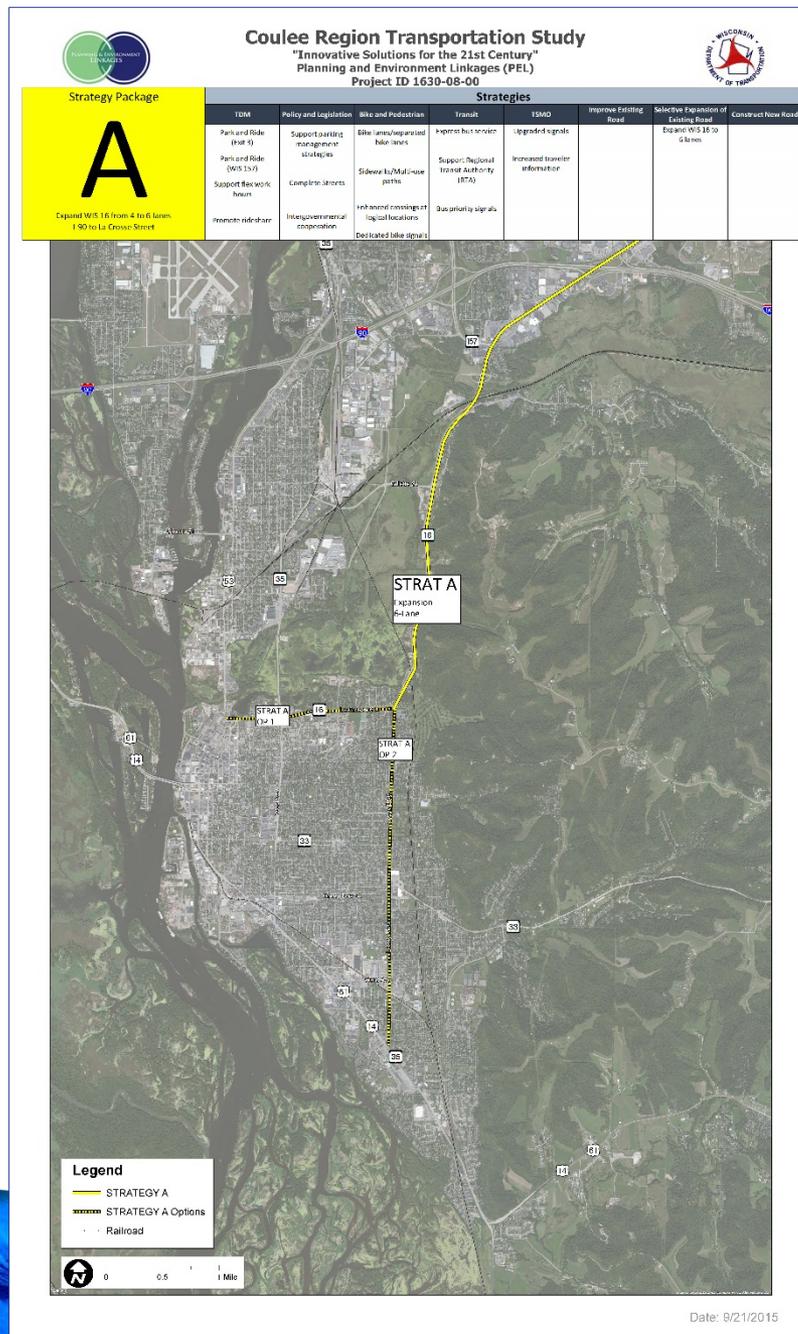
Partially Satisfies Objective

Strongly Satisfies Objective

Root Objective	Desired Outcome	Screening Considerations
<b>1. Safety</b>	Reduce rate and severity of pedestrian, bicycle and vehicular crashes.	Will improve safety related to intersection deficiencies.
<b>2. Infrastructure</b>	Address pavement, structural, geometric deficiencies and utilities	Will address infrastructure needs for intersections that will need future improvements.
<b>3. Improve Congestion and Travel Reliability</b>  Multimodal (Pedestrian/Bicycle/Transit)  Motor Vehicles	Provide Comfortable, direct, reliable and convenient access for all modes of transportation Promote/encourage the use of alternate modes of travel  Provide reliable travel times for both reoccurring and nonrecurring congestion Reduce motor vehicle use during peak periods.	Will have the potential to significantly improve congestion and reliability in cases where intersections are causing such issues.
<b>4. Plan for future transportation needs</b>	Promote smart growth that considers all transportation modes along with changes to land use.	Will meet future transportation needs for some modes of transportation in certain locations. However, this strategy will not fully meet the objective as a stand alone strategy.
<b>5. Limit impacts to community's resources</b>	Consider strategies that balance transportation needs with protection of the environmental and communities resources	Will have some direct impacts to property. Impacts will be minor compared to corridor improvements. However, this strategy will not fully meet the objective as a stand alone strategy.



# Strategy Package A

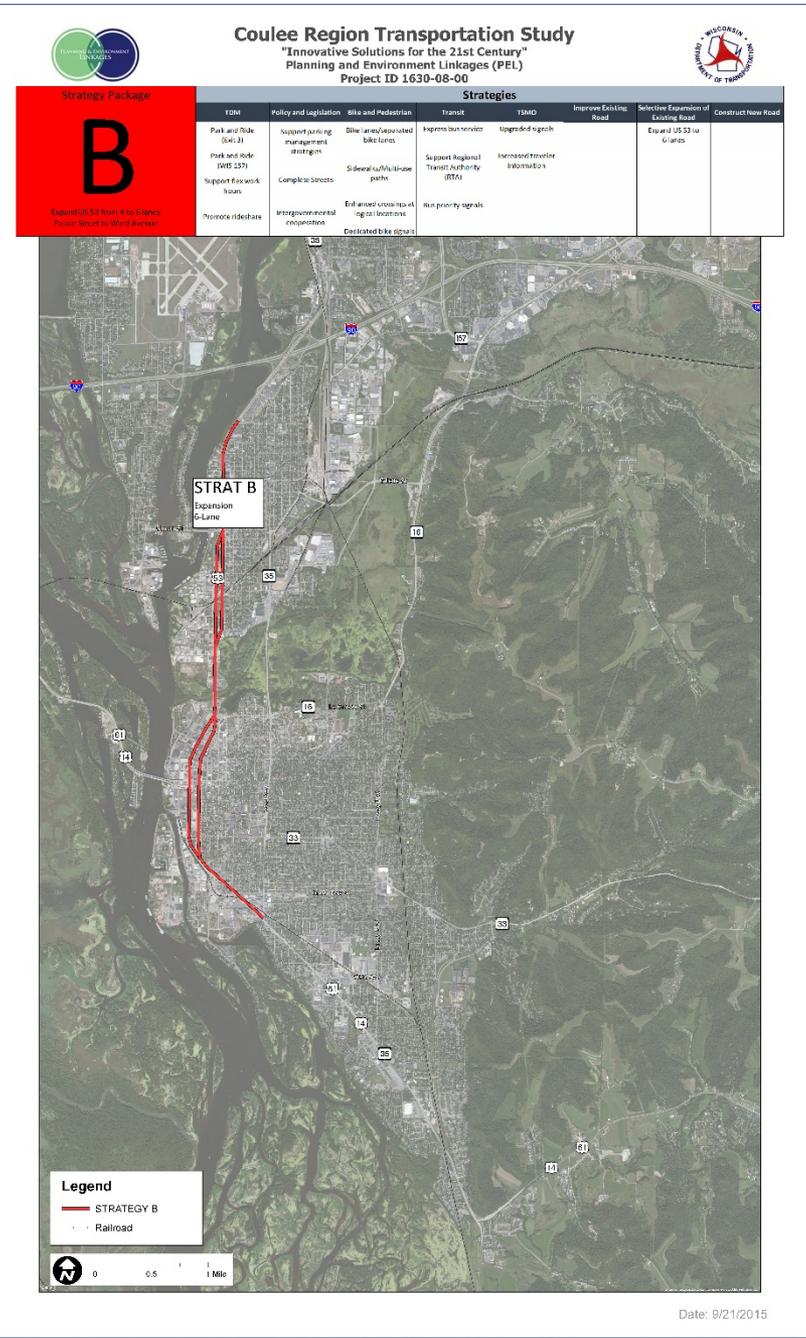


## WIS 16 Expansion to 6-lane

- Option 1
  - 4-lane La Crosse St.
- Option 2
  - 6-Lane Losey Blvd.



# Strategy Package B

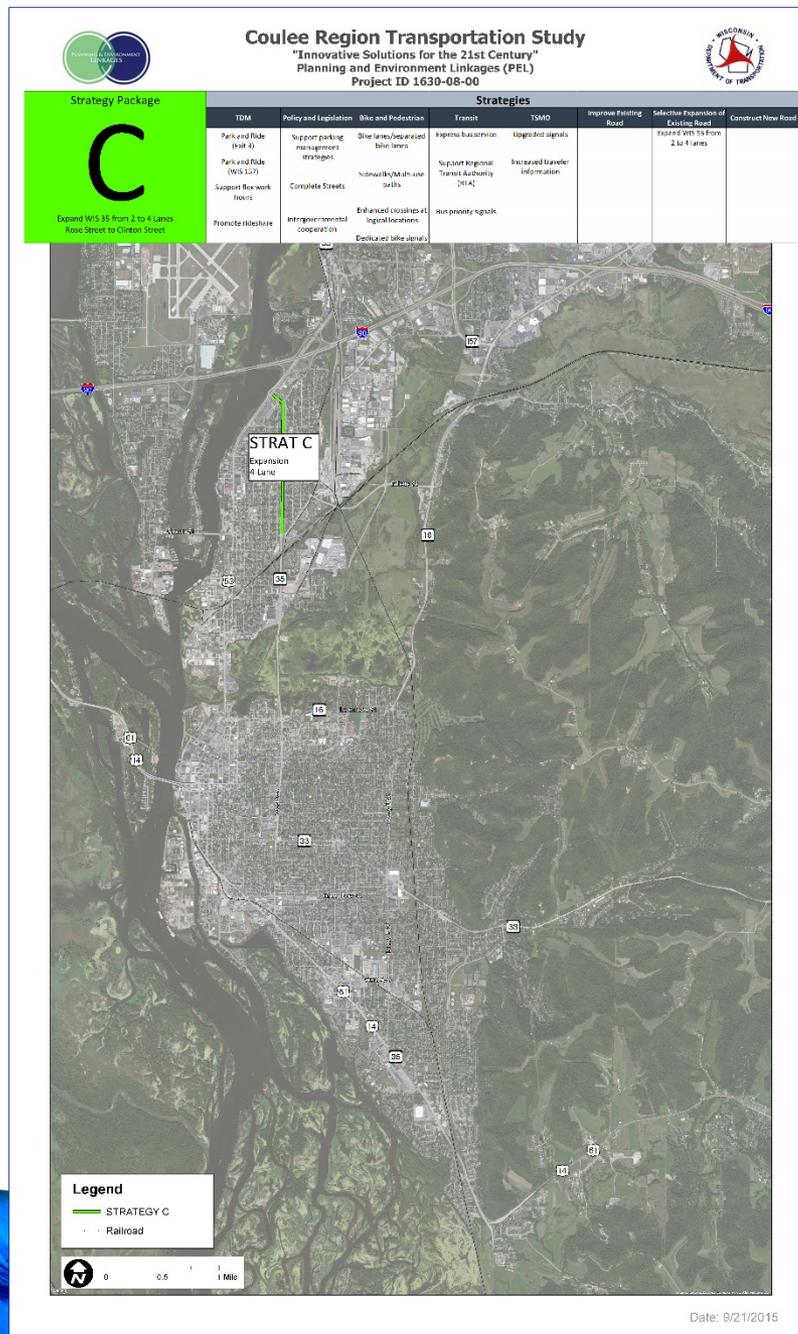


US 53/14/61  
Expansion to 6-lane



# Strategy Package C

## WIS 35 Expansion to 4-lane



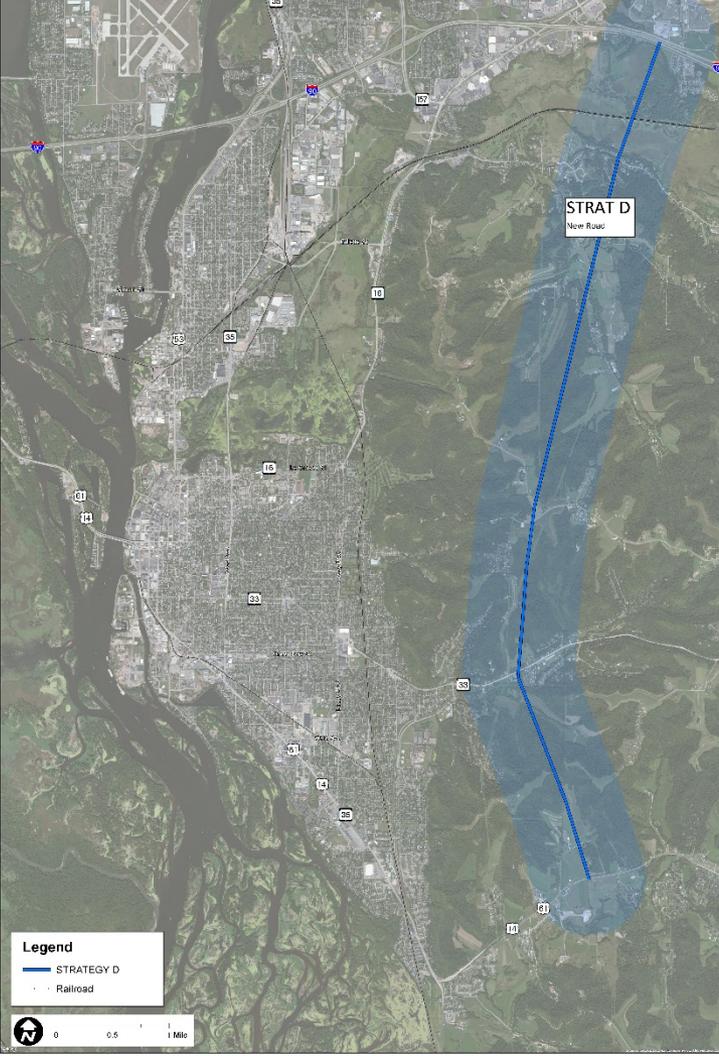
# Strategy Package D



**Coulee Region Transportation Study**  
 "Innovative Solutions for the 21st Century"  
 Planning and Environment Linkages (PEL)  
 Project ID 1630-08-00



Strategy Package	Strategies							
D	<b>Transit</b> Park and Ride (P+R) Park and Ride (P+R) with Transit Support Transit Network Promote ride-sharing	<b>Policy and Legislation</b> Support parking management strategies Complete Streets Inter-governmental cooperation	<b>Bike and Pedestrian</b> Bike lanes/separated bike lanes Sidewalk/Multi-use paths Enhance crossings at typical locations Dedicated bike signals	<b>Transit</b> Express bus service Support regional Transit Authority (TA)	<b>Transit</b> Increased traveler information Bus priority signals	<b>Transit</b> Improved signal timing	<b>Transit</b> Selective Expansion of Existing Road	<b>Transit</b> Construct New Road New Road from I-90 to US 14/CI

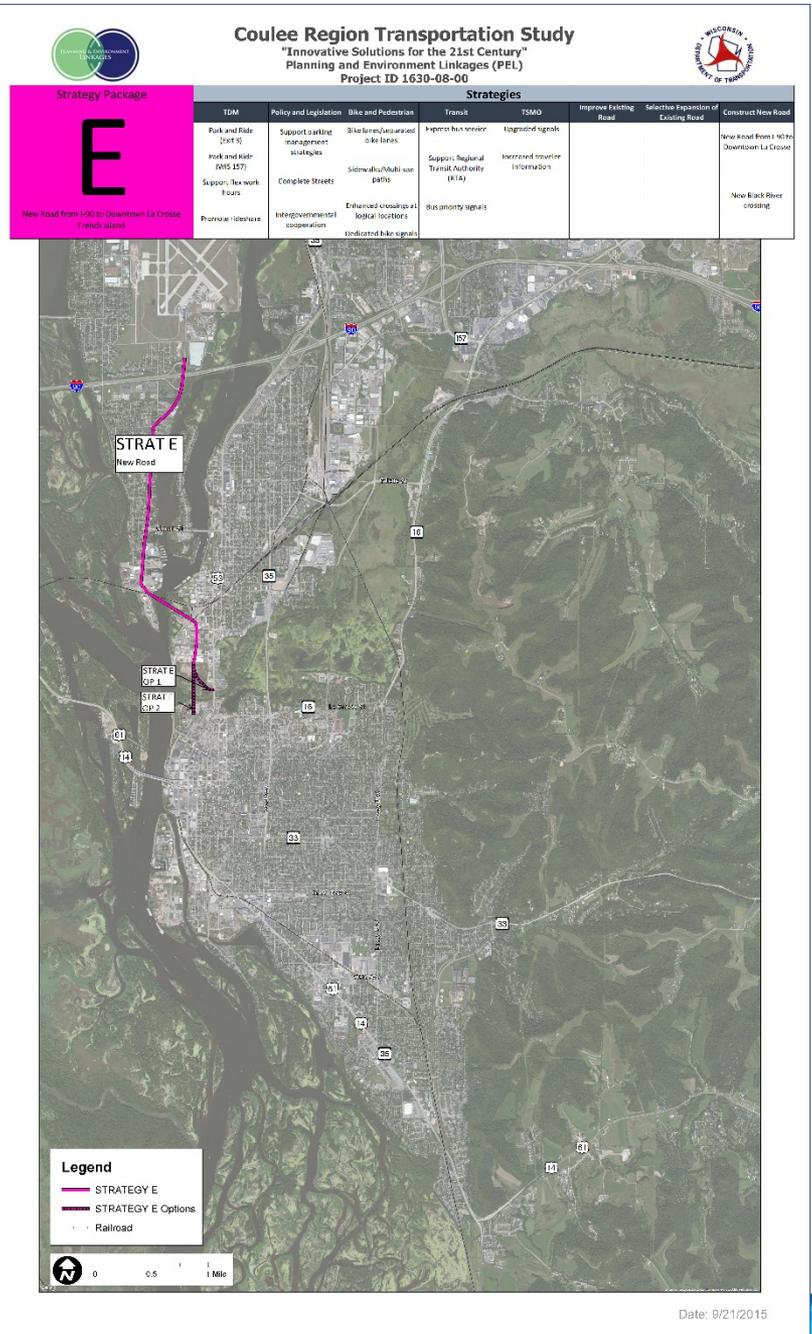


Date: 9/21/2015

## East Corridor



# Strategy Package E

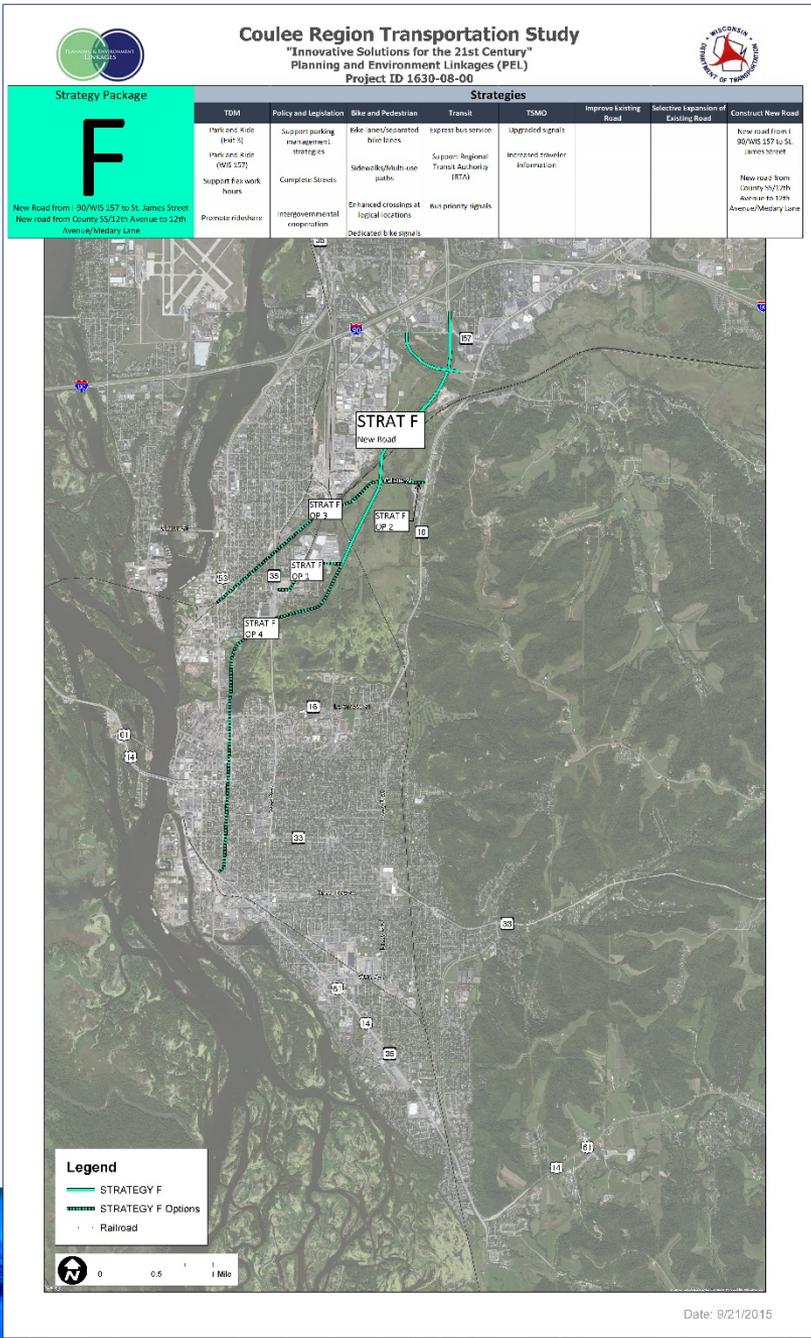


## West Corridor

- Option 1
  - Connect to Copeland
  
- Option 2
  - Connect to 2<sup>nd</sup> St. Downtown



# Strategy Package F



Strategy Package	Strategies							
	TDM	Policy and Legislation	Bike and Pedestrian	Transit	TSMO	Improve Existing Road	Selective Expansion of Existing Road	Construct New Road
<b>F</b>	Park and ride (Park 'N' Ride) at WIS 157 Support flex work hours Promote ride share	Support parking management strategies Complete Streets Intergovernmental cooperation	Bike lanes/rearward bike lanes Sidewalk/bike-use paths Enhanced crossings at typical locations Dedicated bike signals	Express bus service Support Regional Transit Authority (RTA) Bus priority signals	Upgraded signals Increased traveler information			New road from I-90/WIS 157 to St. James Street New road from County 55/12th Avenue to 12th Avenue/Medary Lane

**Legend**  
 STRATEGY F  
 STRATEGY F Options  
 Railroad



Date: 9/21/2015



# Strategy Package G

## One-way pair conversion

- Option 1 (US 53)
  - 4th St. 4-Lane
- Option 2 (US 53)
  - 3rd St. 4-Lane

