



## Coulee Region Transportation Study

### Study Comments:

Throughout the course of the study, WisDOT has collected over 530 comments from community stakeholders. These comments have been organized into a database and mapped. Examples from the maps are shown at the bottom of the page. These comments have helped the study team form strategies for the region that will work towards addressing the study goal and objectives.

### Comments from the Public:

Over 350 of the comments collected to date have come from a variety of public involvement efforts, including Public Involvement Meetings, Local Officials Meetings, Community and Technical Advisory Group Meetings, Meetings with the LAPC, and meetings with local community groups. These comments have been sorted by strategy type. The number of comments for each type can be seen on the chart to the right.

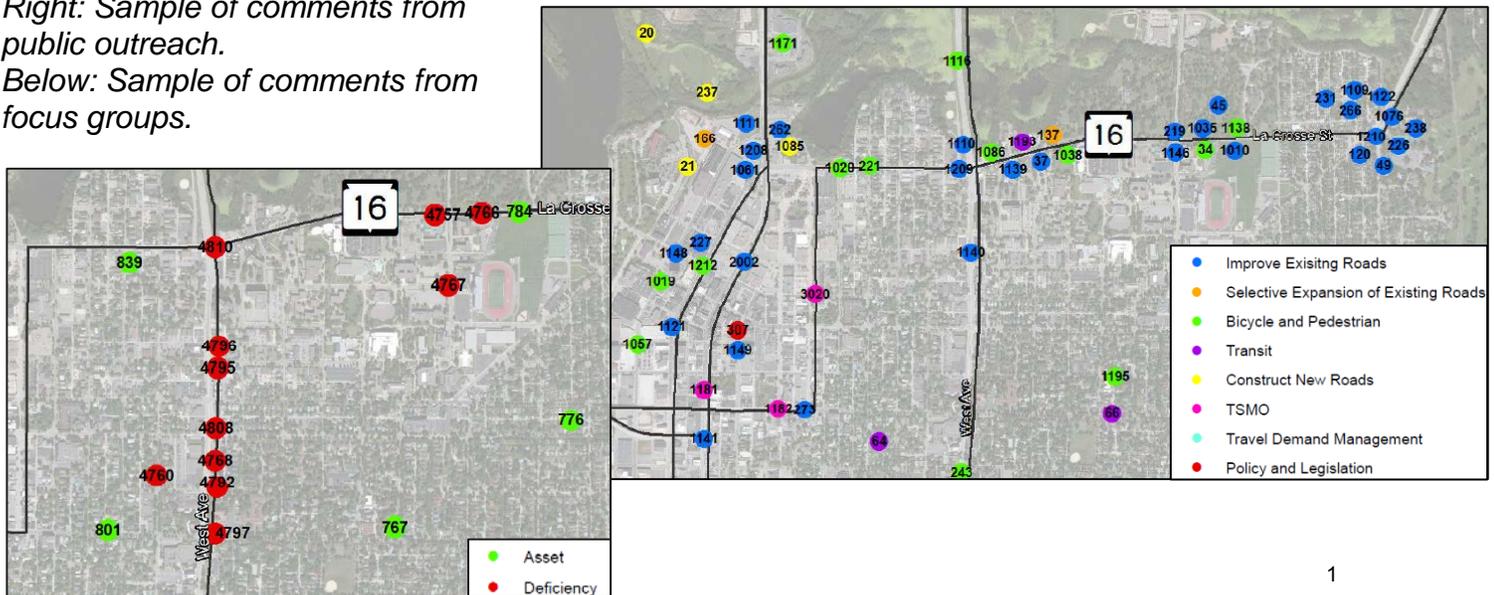


### Focus Group Comments:

An additional 180 comments were collected from two specialized focus groups: bicycle/pedestrian and transit. Focus group comments include asset comments (comments on regional strengths) and deficiency comments (comments on areas that could be improved within the region). These comments have provided additional insight on regional bicycle/pedestrian/transit transportation.

*Right: Sample of comments from public outreach.*

*Below: Sample of comments from focus groups.*



## Study Objectives:

Root Objective	Desired Outcome
<b>1. Safety</b>	Reduce rate and severity of pedestrian, bicycle and vehicular crashes.
<b>2. Infrastructure</b>	Address pavement, structural, geometric deficiencies and utilities
<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>
<b>4. Plan for future transportation needs</b>	Promote smart growth that considers all transportation modes along with changes to land use.
<b>5. Limit impacts to community's resources</b>	Consider strategies that balance transportation needs with protection of the environmental and communities resources

## Broad Strategy Elements:

There is no single strategy that will satisfy the study objectives on its own. Instead, strategies must be linked together to form packages.

### Travel Demand Management (TDM)

*Examples:* Park and rides  
Carpooling/rideshare  
Employer incentives/flex work hours

### Bicycle and Pedestrian

*Examples:* Increase bike lanes/paths  
Protected bike lanes  
Improved bike/ped crossings

### Transportation Systems Management & Operations (TSMO)

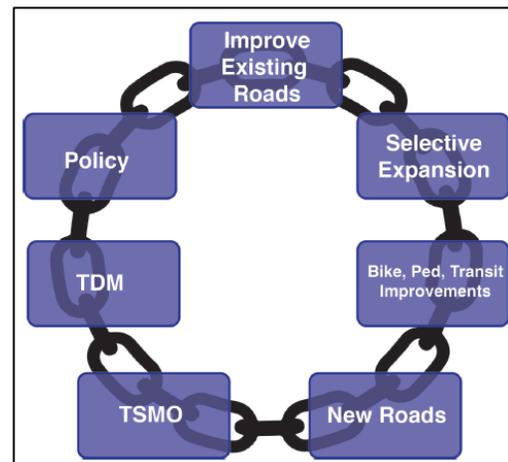
*Examples:* Improved signal timing/phasing  
Dynamic message signs

### Selective Expansion of Existing Roads

*Examples:* Expand major routes  
Add/lengthen turn lanes

### Policy and Legislation

*Examples:* Complete Streets  
Intergovernmental cooperation  
Parking management



### Improve Existing Roads

*Examples:* Roundabout intersections  
Grade-separated intersections  
Pavement replacement

### Construct New Roads

*Examples:* Construct a central N/S route  
Construct new N/S route to the east  
Construct new N/S route on French Island

### Transit

*Examples:* Express bus service  
Bus priority signals  
Regional transit authority (RTA)

**Strategy Packages:**

Each strategy package includes some form of roadway improvements combined with broad strategy elements from the previous page. The following map highlights the roadway improvements that will be examined from all current strategy packages.

**Strategy Package A:**

*Expand WIS 16 to 6 lanes,  
options for expansion on WIS 16  
and Losey Blvd*

**Strategy Package B:**

*Expand US 53 to 6 lanes*

**Strategy Package C:**

*Expand WIS 35 to 4 lanes*

**Strategy Package D:**

*New road from I-90 to US 14/61*

**Strategy Package E:**

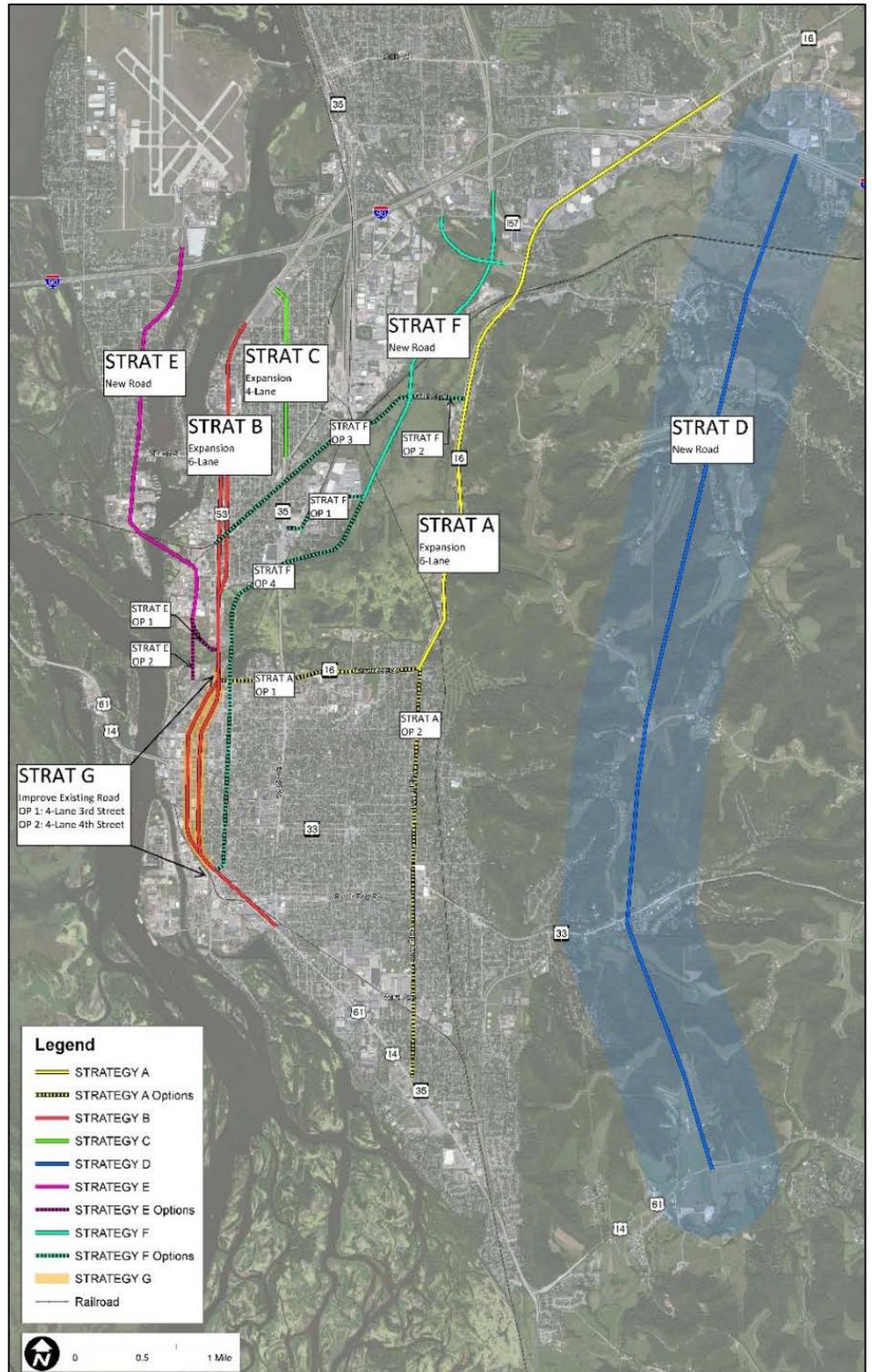
*New road from I-90 to Downtown  
La Crosse, options for connection  
on south end*

**Strategy Package F:**

*New roads from I-90 to WIS157  
and County SS to Medary Lane  
with several connection options*

**Strategy Package G1:**

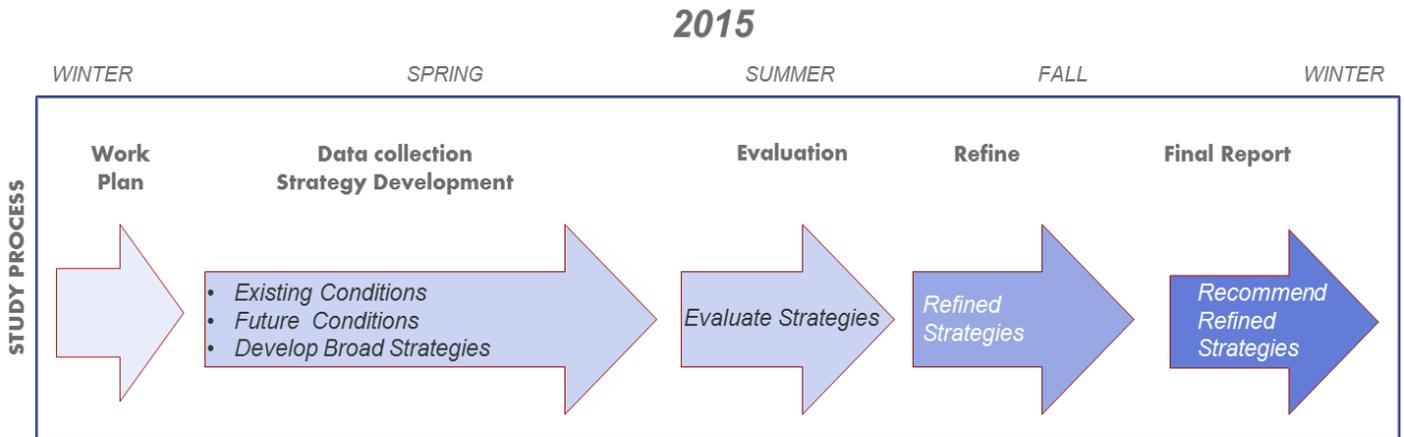
*Convert 3<sup>rd</sup> and 4<sup>th</sup> St to two-way*





Coulee Region Transportation Study  
 “Innovative Solutions for the 21<sup>st</sup> Century”  
 Planning and Environment Linkages  
 WisDOT Project ID: 1630-08-00  
 La Crosse County, WI

**Schedule:**



**Upcoming Public Involvement Meetings:**

November 10, 2015, 5-7 p.m.  
 Onalaska High School  
 700 Hilltopper Dr  
 Onalaska, WI 54650  
 Commons

November 12, 2015, 5-7 p.m.  
 La Crosse Central High School  
 1801 Losey Blvd  
 La Crosse, WI  
 Room 124 (Cafeteria)

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