



**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



## **Community Advisory Group Meeting #7 & Technical Advisory Group Meeting #7**

August 6, 2015  
 3:00 – 4:30 p.m. & 5:30 - 7:00 p.m.  
 Myrick Park Center  
 789 Myrick Park Drive  
 La Crosse, WI 54601

**Attendees:**

- **WisDOT:** Andrew Winga, Angela Adams, Steve Vetsch, Steve Flottmeyer
- **SEH:** Darren Fortney, Nate Day, Jeremy Tomesh, Marty Falk

**CAG Member Attendance**

Contact Name	Organization	Time Attended
Andrew Londre	La Crosse Neighborhood Revitalization Commission	Not Present
Brian Rude	Dairyland Power	5:30-7:00 p.m.
Charley Weeth	Livable Neighborhoods, Inc.	Not Present
Chuck Lee	Friends of the Marsh	5:30-7:00 p.m.
Dave Clements	La Crosse Area Convention and Visitors Bureau	Not Present
Georgia Christensen	Franciscan Sisters of Perpetual Adoration	5:30-7:00 p.m.
Glen Jenkins	Coulee Partners for Sustainability	Not Present
Hans Zietlow	Kwik Trip	Not Present
Jacob Sciammas	Grandview Emerson Neighborhood Association	5:30-7:00 p.m.
Jeffrey Polenz	Trane	Not Present
Joe Kruse	Mayo Clinic Health System-Franciscan Healthcare	Not Present
Cindy Hood	Coulee Region United Soccer Club	5:30-7:00 p.m.
Jonella Rademacher		Not Present
Kurt Schroeder	7 Rivers Region Outdoor Recreation Alliance	Not Present
Lynn Paddy	Wal-Mart	Not Present
Maureen Kinney	La Crosse River Marsh Coalition	5:30-7:00 p.m.
Michael Richards	Gundersen Health System	Not Present
Nicholas Padesky	Central High School (student)	Not Present
Patrick Wilson	Sierra Club - Coulee Region Group	Not Present
Rebecca Conn	UWL Student Association	Not Present
Shawn McAlister	Onalaska Area Business Association	Not Present
Sonya Ganther	Viterbo University	Not Present
Steve Johnson	State Board for the Blind and Visually Impaired	Not Present
Trish Grathen	Lower North Side and Depot Neighbors Assoc.	Not Present
Vickie Markussen	La Crosse Area Chamber of Commerce	5:30-7:00 p.m.
Vickie Unferth	Washburn Neighborhood Association	5:30-7:00 p.m.
Warren Loveland	Mississippi Valley Conservancy	5:30-7:00 p.m.

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## TAG Member Attendance

Contact Name	Organization	Time Attended
Randy Turtenwald	City of La Crosse Engineering	Not Present
Amy Peterson	City of La Crosse Planning	Not Present
Ronald Tischer	City of La Crosse Police Dept.	Not Present
Dale Hexom	City of La Crosse Public Works	3:00-4:30 p.m.
Brandon Shea	City of La Crosse Streets & Highways	Not Present
James Kruegar	City of La Crosse Transit Utility	3:00-4:30 p.m.
Matt Gallager	City of La Crosse Transportation Engineering	Not Present
Jarrold Holter	City of Onalaska Engineering	3:00-4:30 p.m.
Brea Grace	City of Onalaska Land Use and Development	3:00-4:30 p.m.
Danny McDonald	City of Onalaska Streets and Stormwater	Not Present
Scott Halbrucker	City of West Salem Public Works	Not Present
Bethany Bacher-Gresock	Federal Highway Administration	Not Present
Tom Faella	LAPC	Not Present
Kermit King	La Crosse Area School District	3:00-4:30 p.m.
Steve O'Malley	La Crosse County Administrative Center	Not Present
Keith Butler	La Crosse County EMS	3:00-4:30 p.m.
Paula Silha	La Crosse County Health Department	3:00-4:30 p.m.
Ron Chamberlain	La Crosse County Highway Dept.	3:00-4:30 p.m.
Charlie Handy	La Crosse County Planning	Not Present
Carolyn Dvorak	LAPC Bike/Ped Advisory Committee	Not Present
Audrey Kader	LAPC Transit Coordinating Council	Not Present
Jackie Eastwood	LAPC Transportation Planning	Not Present
Peter Fletcher	Mississippi River Regional Planning Commission	Not Present
Kerrie Hauser	US Army Corps of Engineers	Not Present
Dean Olson	Village of Holmen Public Works	Not Present
Karen Kalvelage	WDNR - SW Region	Not Present
Peter Fletcher	MRRPC	Not Present
Joe Langeberg	La Crosse County	Not Present

**I. Welcome and introductions**

**II. Local check in**

Andy Winga asked the members if they have heard anything about the study from the community. One CAG member mentioned that most of the talk was related to the Exit 3 project.

**III. Summary of previous meeting**

Jeremy Tomesh gave a brief overview of the public comments and dot map and Marty Falk gave a brief summary of the Focus Group meetings.

**IV. Strategy presentation**

The remainder of the meetings consisted of a presentation with built-in time for questions and discussion after each section. Each section was presented by a different staff member. Questions and Comments for the meetings are listed at the end of the minutes.

- a. **Strategy development process** (presented by Darren Fortney)
  - i. **Discussion**
- b. **TDM strategies** (presented by Andy Winga)

- i. **Discussion**
- c. **Policy and legislation strategies** (presented by Steve Vetsch)
  - i. **Discussion**
- d. **TSMO strategies** (presented by Angela Adams)
  - i. **Discussion**
- e. **Bicycle/pedestrian/transit strategies** (presented by Nate Day)
  - i. **Discussion**
- f. **Improve existing roads strategies** (presented by Steve Flottmeyer)
  - i. **Discussion**

## V. Questions

Q: I would imagine that when WisDOT shares the impacts for many of these strategies, different types of feedback could be received. Will WisDOT be getting to a high level of detail with strategy impacts for this study?

A: While we will be doing some analysis on impacts for many strategies, it may not be totally feasible to get to a high level of detail for all strategies during the PEL process. A higher level of detail for impacts will come during the NEPA process for recommended strategy packages.

Q: Has WisDOT made an effort to obtain feedback from people other than those that are willing to attend a focus group/advisory group/public involvement meeting? Average citizens might have more to say.

A: WisDOT has made a significant effort to reach out to many other groups and businesses. WisDOT has come to them to share information and gather feedback rather than ask them attend one of our meetings. Getting input from everyone is impossible, but WisDOT is very happy with the quality of input from all of the study's meetings and outreach efforts.

Q: What social media outlets has WisDOT used to share study information?

A: Twitter is an option that could still be looked into. WisDOT has an active Facebook account, but it was decided not to use this for the Coulee Region Transportation Study. Comments and questions on Facebook can be hard to manage and respond to quickly and efficiently, often creating more frustration and confusion than benefit.

Comment: WisDOT should take Objective 3 and do a better job of describing what it means to the average commuter.

Comment: The table that compares strategies to objectives does a good job of explaining the evaluation process and should be used when presenting to the public.

Q: Is WisDOT sharing strategies that businesses have successfully implemented with other businesses in the region?

A: WisDOT is listening to these ideas, and recommended strategies will be included in the final report. WisDOT can not necessarily communicate this information to every person in the region, but there are a number of members of the public and other people involved in the study that could help WisDOT share this information.

Q: What does WisDOT mean when they say that TDM alone won't solve all of the region's transportation problems?

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A: WisDOT is saying that although TDM could help to partially meet some of the study objectives, it won't be sufficient to satisfy the goal of the study without help from other strategies.

Q: When strategy packages are presented in the final report, will they be immediately fundable?

A: No. they are just recommendations. WisDOT will not necessarily be able to implement every strategy and the study will need other groups and governments to take action for it to be a success.

Q: What is the status of Complete Streets legislation?

A: This is still under discussion.

Q: Will the traffic model show both increases and decreases in traffic volumes?

A: Yes, and as WisDOT tests different strategies with the model, traffic in those areas will likely change and traffic in other areas in the region will respond to these changes.

Q: When will WisDOT have detailed strategy packages completed?

A: The goal is to have these completed by the end of the year.

Q: How many strategy packages will there be in total?

A: There is no target number for strategy packages. Ultimately, the number will depend on how many individual strategies satisfy the study objectives.

Q: How will recommendations from this study related to future repaving projects?

A: Ideally, strategy packages will help with planning for future improvements. Recommended strategies will help inform the timing and types of future improvement projects.

Q: Will WisDOT be using a yes/no system for reevaluating alternatives? Wouldn't some sort of scale be more appropriate?

A: For now, WisDOT will be using a yes/no system. WisDOT will be able to take its strategy evaluations to the public, get feedback, and make changes as appropriate.

Q: If TDM, for example, doesn't address all of the future trips for an area, is it simply eliminated?

A: No, its effectiveness will be looked at relative to other options and also as a part of a number of strategy packages.