Travel Demand Management (TDM)

Objective Screening Process

Does Not Satisfy Objective
Partially Satisfies Objective
Strongly Satisfies Objective

Root Objective	Desired Outcome	Screening Considerations
1. Safety	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.
2. Infrastructure	Address pavement, structural, geometric deficiencies and utilities	Will not address future infrastructure needs.
3. Improve Congestion and Travel Reliability		
Multimodal (Pedestrian/Bicycle/Transit)	Provide Comfortable, direct, reliable and convenient access for all modes of transportation Promote/encourage the use of alternate modes of travel	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.
Motor Vehicles	Provide reliable travel times for both reoccurring and nonrecurring congestion Reduce motor vehicle use during peak periods.	
4. Plan for future transportation needs	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.
5. Limit impacts to community's resources	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 and Legislation

Objective Screening Process

Does Not Satisfy Objective
Partially Satisfies Objective
Strongly Satisfies Objective

Root Objective	Desired Outcome	Screening Considerations
1. Safety	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.
2. Infrastructure	Address pavement, structural, geometric deficiencies and utilities	Will not address future infrastructure needs.
3. Improve Congestion and Travel Reliability 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 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.
4. Plan for future transportation needs	Promote smart growth that considers all transportation modes along with changes to land use.	Includes policies that support future transportation needs and smart growth.
5. Limit impacts to community's resources	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
Objective Screening Process

Does Not Satisfy Objective
Partially Satisfies Objective
Strongly Satisfies Objective

Root Objective	Desired Outcome	Screening Considerations
1. Safety	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.
2. Infrastructure	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.
3. Improve Congestion and Travel Reliability 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 Improve congestion and reliability by encouraging bicycle and pedestrian use. However, this strategy will not fully meet the objective as a stand alone strategy.
4. Plan for future transportation needs	Promote smart growth that considers all transportation modes along with changes to land use.	Supports future bicycle and pedestrian use.
5. Limit impacts to community's resources	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
Objective Screening Process

Does Not Satisfy Objective
Partially Satisfies Objective
Strongly Satisfies Objective

Root Objective	Desired Outcome	Screening Considerations
1. Safety	Reduce rate and severity of pedestrian, bicycle and vehicular crashes.	Will not address safety concerns related to existing roadway/design deficiencies.
2. Infrastructure	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.
3. Improve Congestion and Travel Reliability 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 Improve congestion and reliability by encouraging transit use. However, this strategy will not fully meet the objective as a stand alone strategy.
4. Plan for future transportation needs	Promote smart growth that considers all transportation modes along with changes to land use.	Supports future transit use.
5. Limit impacts to community's resources	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)

Objective Screening Process

Does Not Satisfy Objective
Partially Satisfies Objective
Strongly Satisfies Objective

Root Objective	Desired Outcome	Screening Considerations
1. Safety	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.
2. Infrastructure	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.
3. Improve Congestion and Travel Reliability 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 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.
4. Plan for future transportation needs	Promote smart growth that considers all transportation modes along with changes to land use.	Will consider the future needs of all transportation modes.
5. Limit impacts to community's resources	Consider strategies that balance transportation needs with protection of the environmental and communities resources	Will improve efficiency with limited to no environmental impacts.

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
1. Safety	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.
2. Infrastructure	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.
3. Improve Congestion and Travel Reliability 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.
4. Plan for future transportation needs	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.
5. Limit impacts to community's resources	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.

Improve Existing Roads

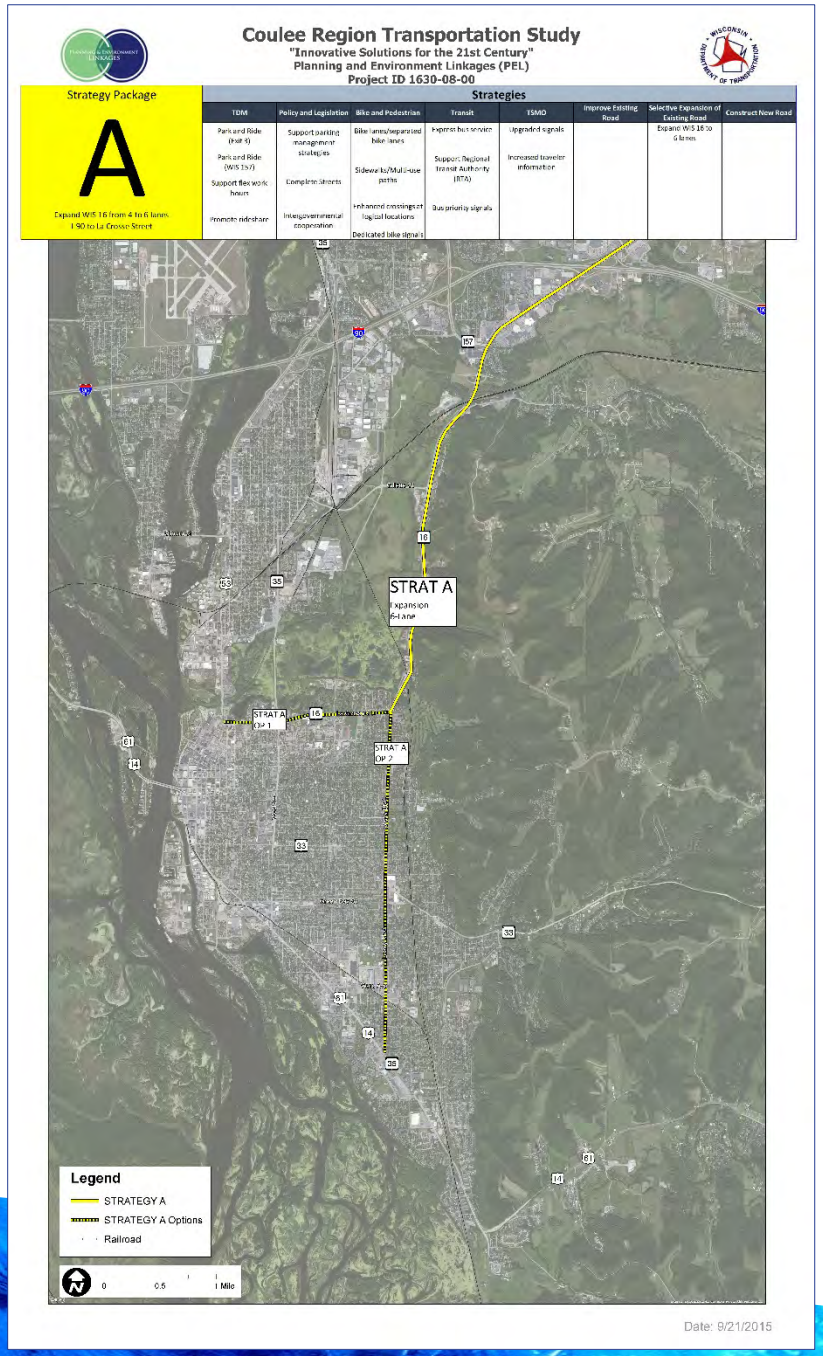
Intersection grade separated Improvements

Objective Screening Process

Does Not Satisfy Objective
Partially Satisfies Objective
Strongly Satisfies Objective

Root Objective	Desired Outcome	Screening Considerations
1. Safety	Reduce rate and severity of pedestrian, bicycle and vehicular crashes.	Will improve safety related to intersection deficiencies.
2. Infrastructure	Address pavement, structural, geometric deficiencies and utilities	Will address infrastructure needs for intersections that will need future improvements.
3. Improve Congestion and Travel Reliability 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.
4. Plan for future transportation needs	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.
5. Limit impacts to community's resources	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

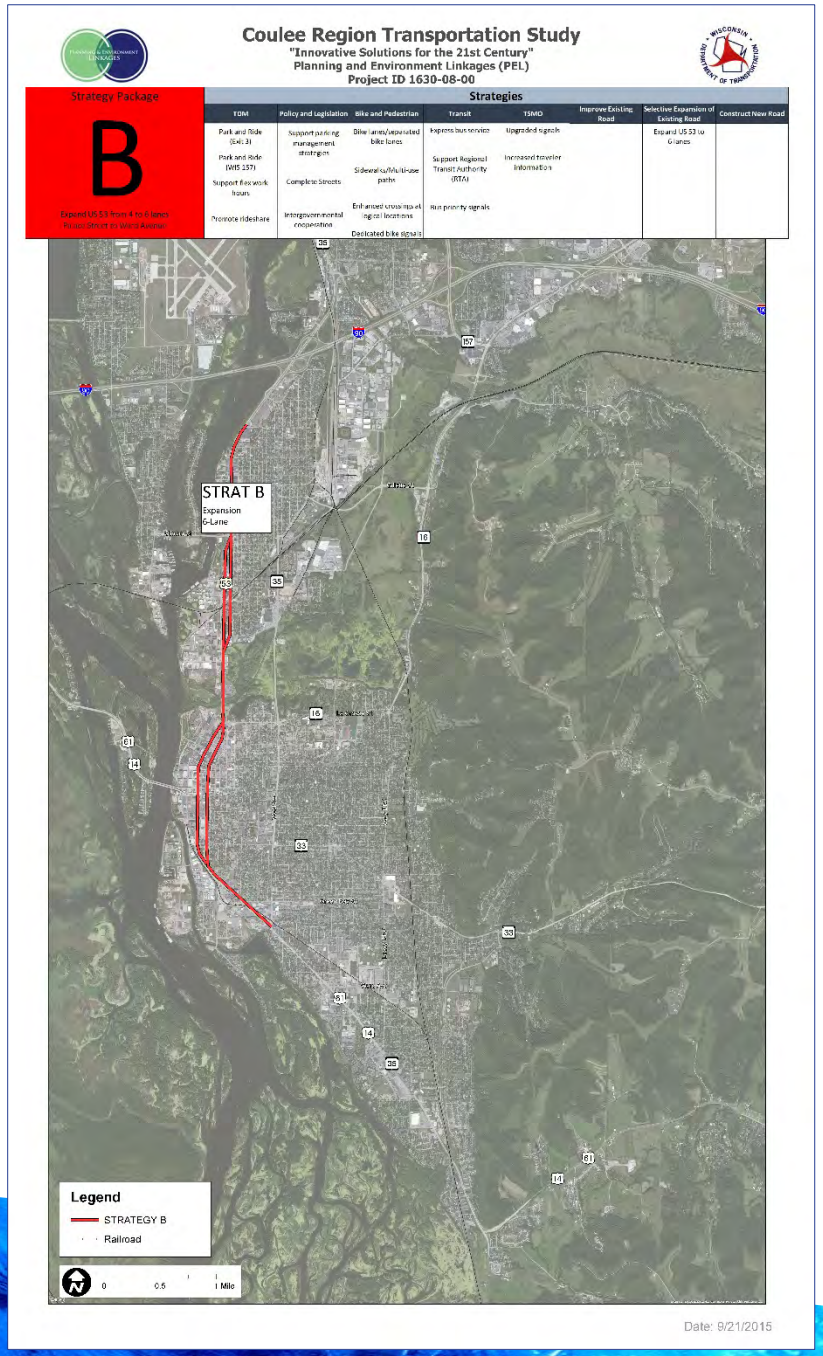


WIS 16 Expansion to 6-lane

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

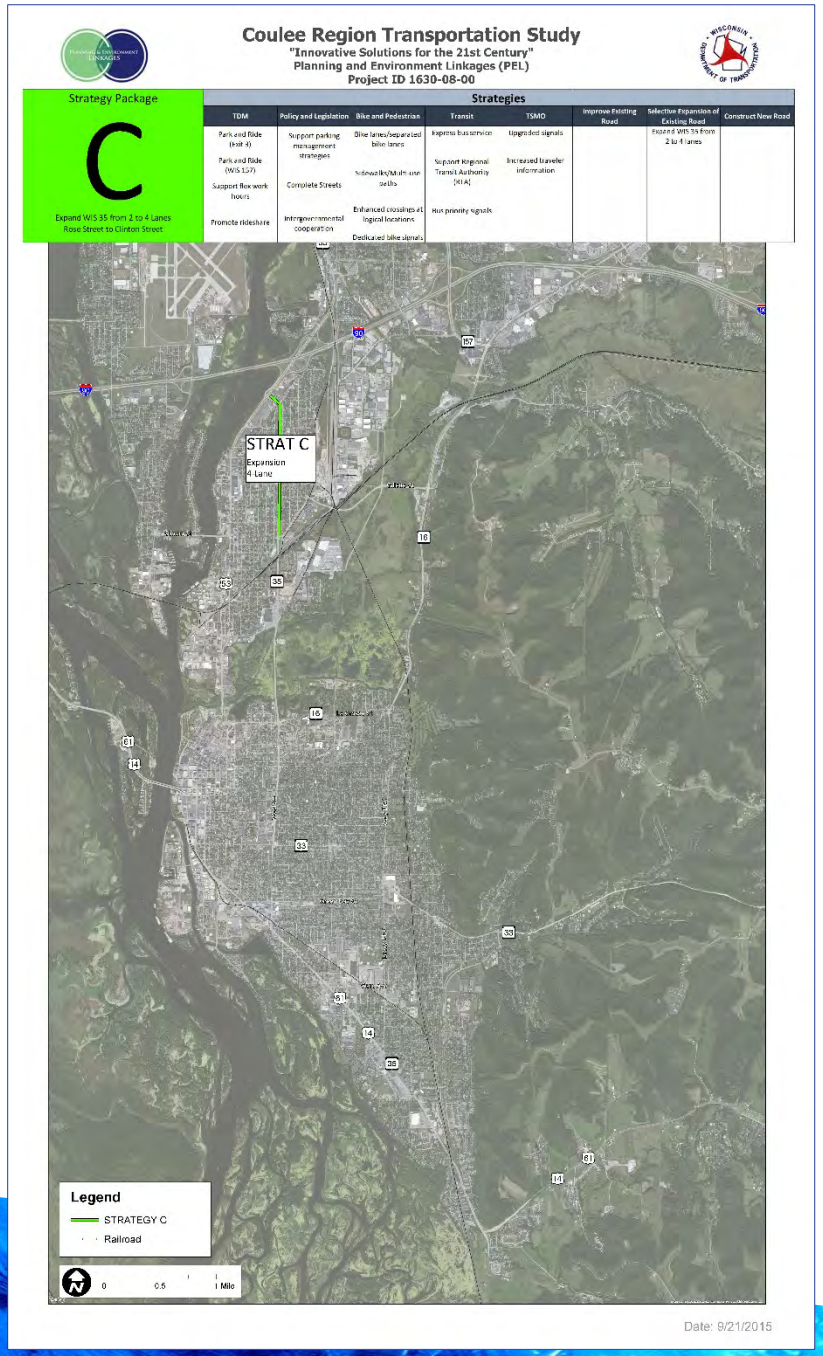
Strategy Package B

US 53/14/61
Expansion to 6-lane



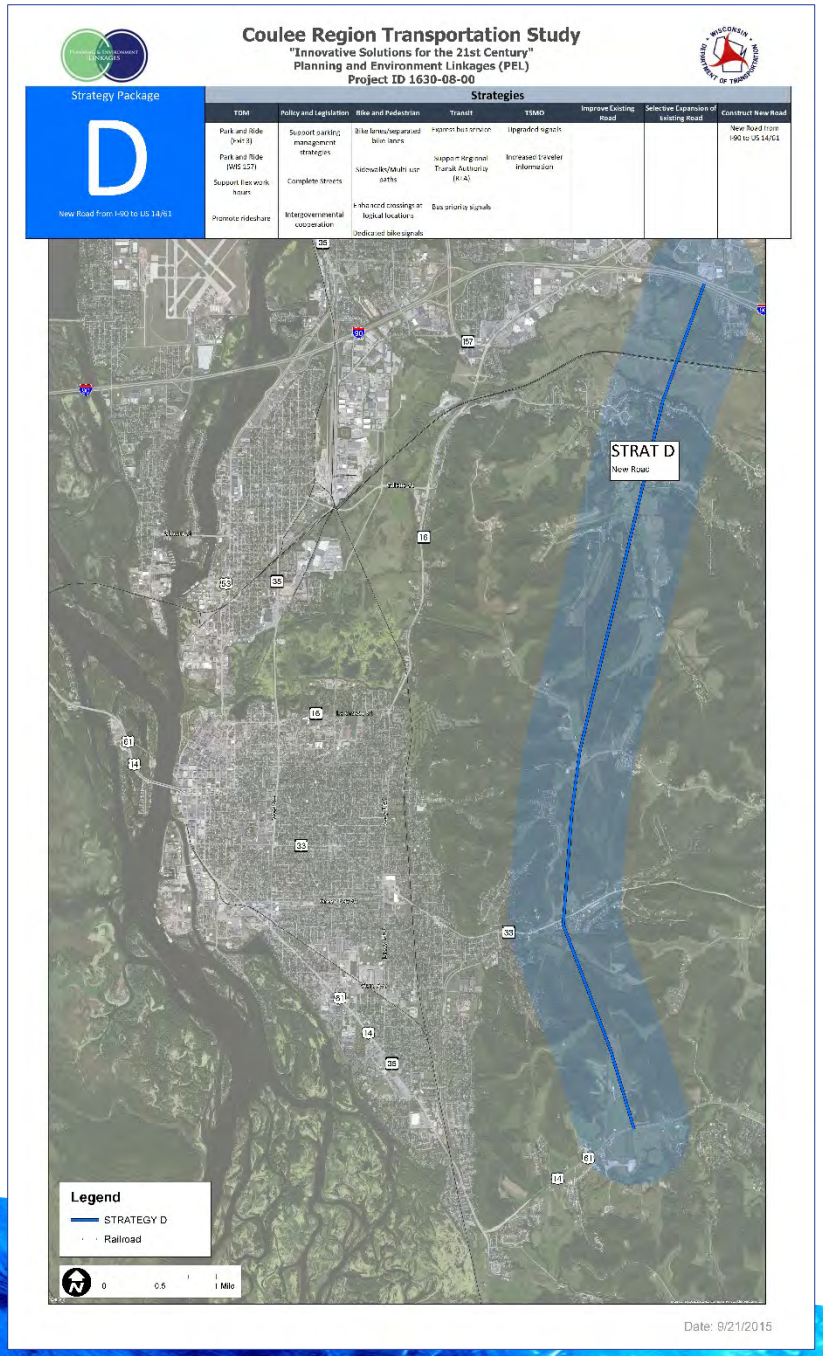
Strategy Package C

WIS 35
Expansion to 4-lane



Strategy Package D

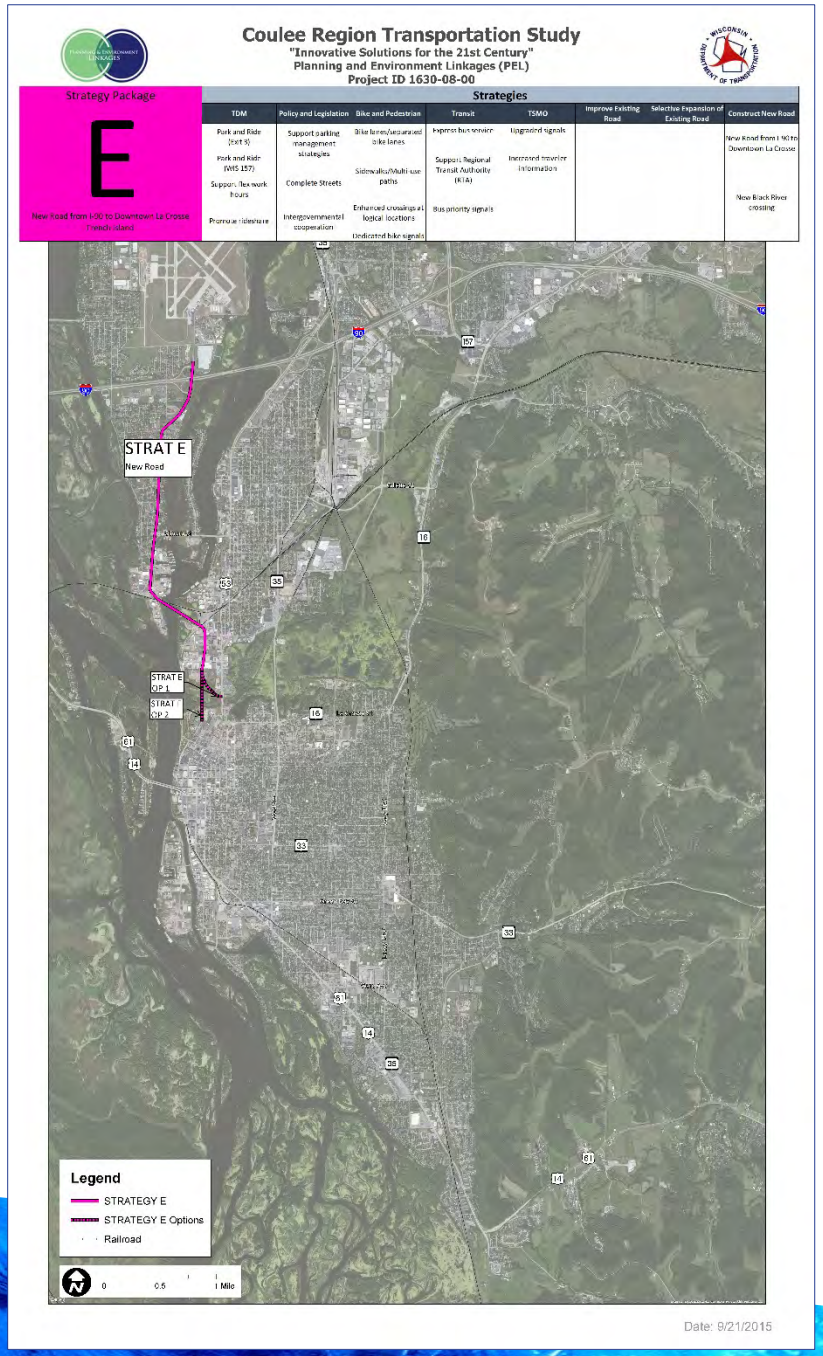
East Corridor



Strategy Package E

West Corridor

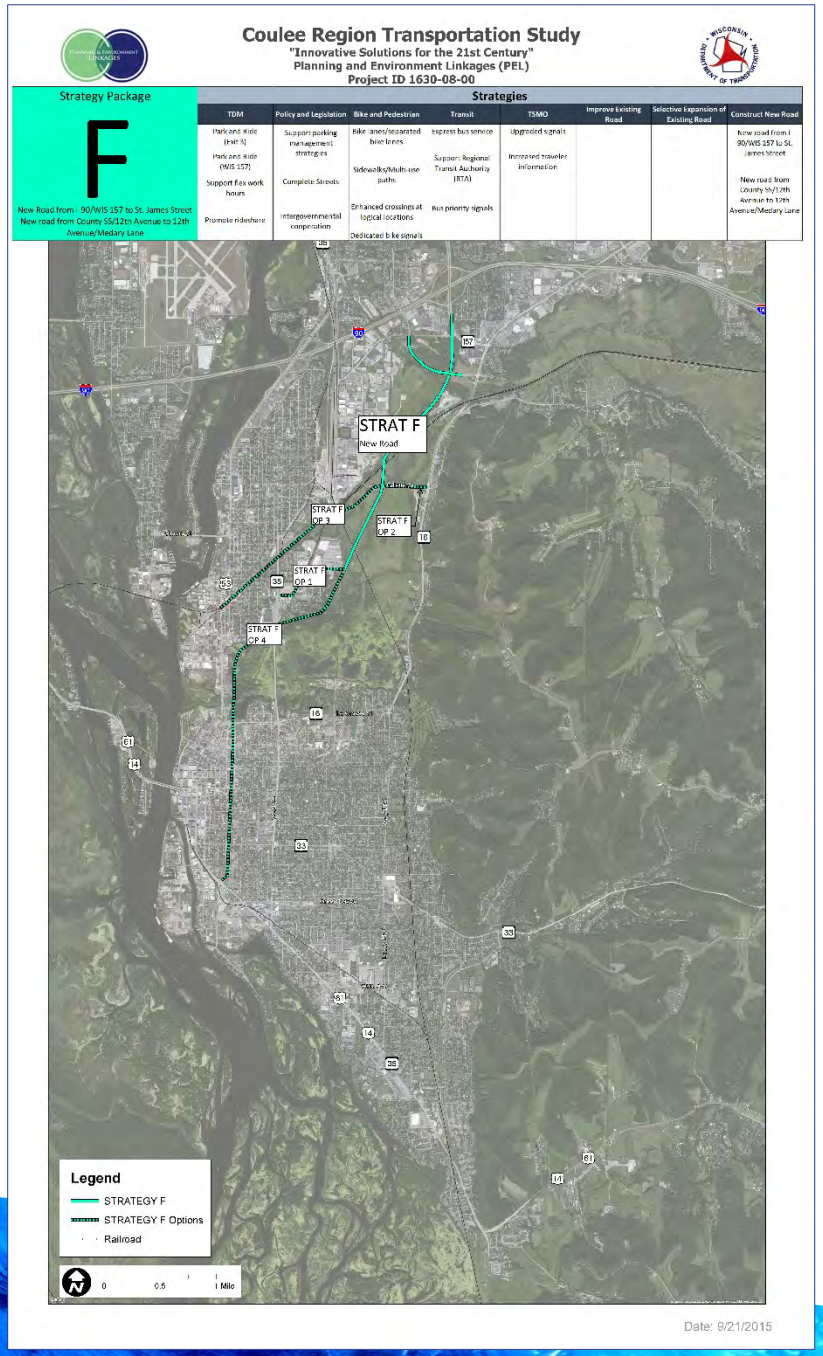
- Option 1
  - Connect to Copeland
- Option 2
  - Connect to 2nd St. Downtown



Strategy Package F

Central Corridor

- Option 1
  - Connect to 35 Lang Dr.
- Option 2
  - Connect to WIS 16
- Option 3
  - Connect to WIS 35 & US 53 along railroad
- Option 4
  - Connect to 6/7th St. Downtown



Strategy Package G

One-way pair conversion

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