

Coulee Region Transportation Study

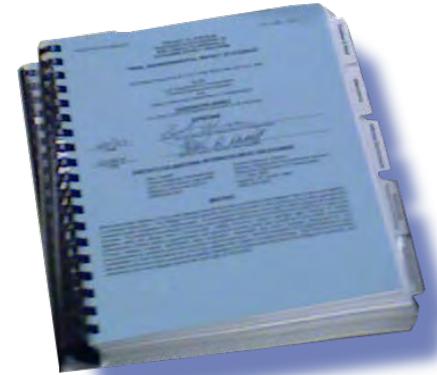
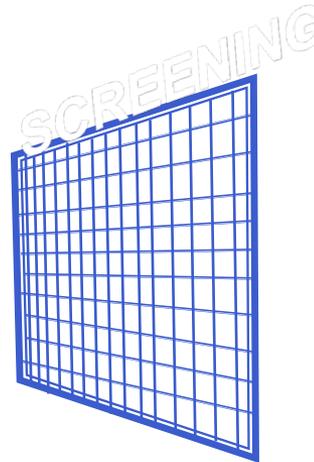
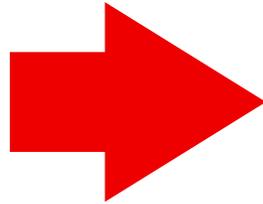
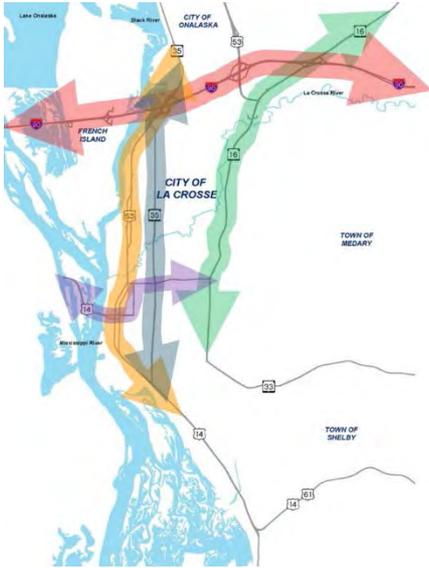
Innovative Solutions for the 21st Century

Planning and Environment Linkages (PEL)

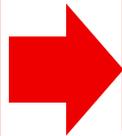
LAPC May Update



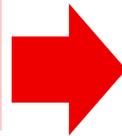
Planning & Environment Linkages (PEL)



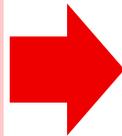
**Develop
Problem
Statement,
Goals**



**Develop
Objectives**



**Develop
Strategies
and Evaluate
(Screen)**



**Identify
Strategies to
Bring
Forward into
NEPA**



Coulee Region Transportation Study

Problem Statement

The Coulee Region is comprised of the La Crosse, Onalaska, Holmen, West Salem, La Crescent and surrounding communities. The rivers and bluffs create a unique challenge for the transportation system in the region. The region's hub is in the south end of the study area and communities with population growth areas are to the north. The three major roads that connect the Coulee Region communities, businesses and neighborhoods are US 53, WIS 35 and WIS 16. These connections serve as gateways to the region, are critical for the movement of people, goods, and services and should take the burden off local roads to provide a safe and efficient transportation system.

The Coulee Region Transportation Study, Planning and Environment Linkages (PEL) study focuses on existing and long-term transportation challenges. The purpose of the study is to identify strategies that address safety, infrastructure deterioration, congestion, multimodal deficiencies, environment and support economic development and livability in the Coulee Region.



Coulee Region Transportation Study

Goal

Improve the long term movement of people and goods, safely and efficiently, in a manner that accommodates economic development, incorporates community plans, and limits adverse environmental impacts and social effects, in ways that support the regions natural beauty and livability and contribute positively to the region's quality of life.



Previous Meetings

Public Involvement Meeting 1

- ▶ Focus: existing conditions in the Coulee Region
 - Gather input and answer questions
- ▶ Two meeting dates/locations
 - March 11 – La Crosse Central High School
 - March 12 – Eagle Bluff Elementary School



Community/Technical Advisory Groups

- ▶ What has been happening
 - February
 - Project Information/Kickoff
 - March
 - Existing Conditions & Problem Statement development
 - April
 - Finalize Problem Statement & Future Conditions
 - May
 - Future Conditions & Strategy development



Previous Meetings Other Public Outreach



- ▶ Grandview-Emerson Neighborhood Association
- ▶ La Crosse Mayors Conference
- ▶ Outdoor Recreation Alliance
- ▶ UWL Student Association
- ▶ La Crosse Chamber
- ▶ Local Businesses

Data collection



Community Plans

Confluence: The La Crosse Comprehensive Plan

La Crosse Transportation Vision Character
 Metropolitan and Existing Planning Horizon 2010
 The City of La Crosse is a vibrant community with a rich history, scenic views, and a strong sense of community. The city is located in the heart of the La Crosse-La Crescent Area, a region known for its scenic beauty and rich cultural heritage. The city's location is a major asset, and it is a key factor in the city's growth and development. The city's location is a major asset, and it is a key factor in the city's growth and development. The city's location is a major asset, and it is a key factor in the city's growth and development.

Coulee Vision 2050 A long term vision for growth and transportation in the La Crosse-La Crescent Region

Coulee Vision 2050

A Vision for the La Crosse-La Crescent Area

Prepared for:
 La Crosse Area Planning Committee

Volume One: Comprehensive Plan
 Village of Holmen, Wisconsin
 December 2004

La Crosse County, Wisconsin
Comprehensive Plan 2007 - 2027
 20-year Comprehensive Land Use Planning Guide
 Approved 3-20-2008



City of Onalaska
COMPREHENSIVE PLAN 2025
 Volume Two: Existing Conditions Report

West Salem
Comprehensive Plan
 Village of West Salem, La Crosse County, WI

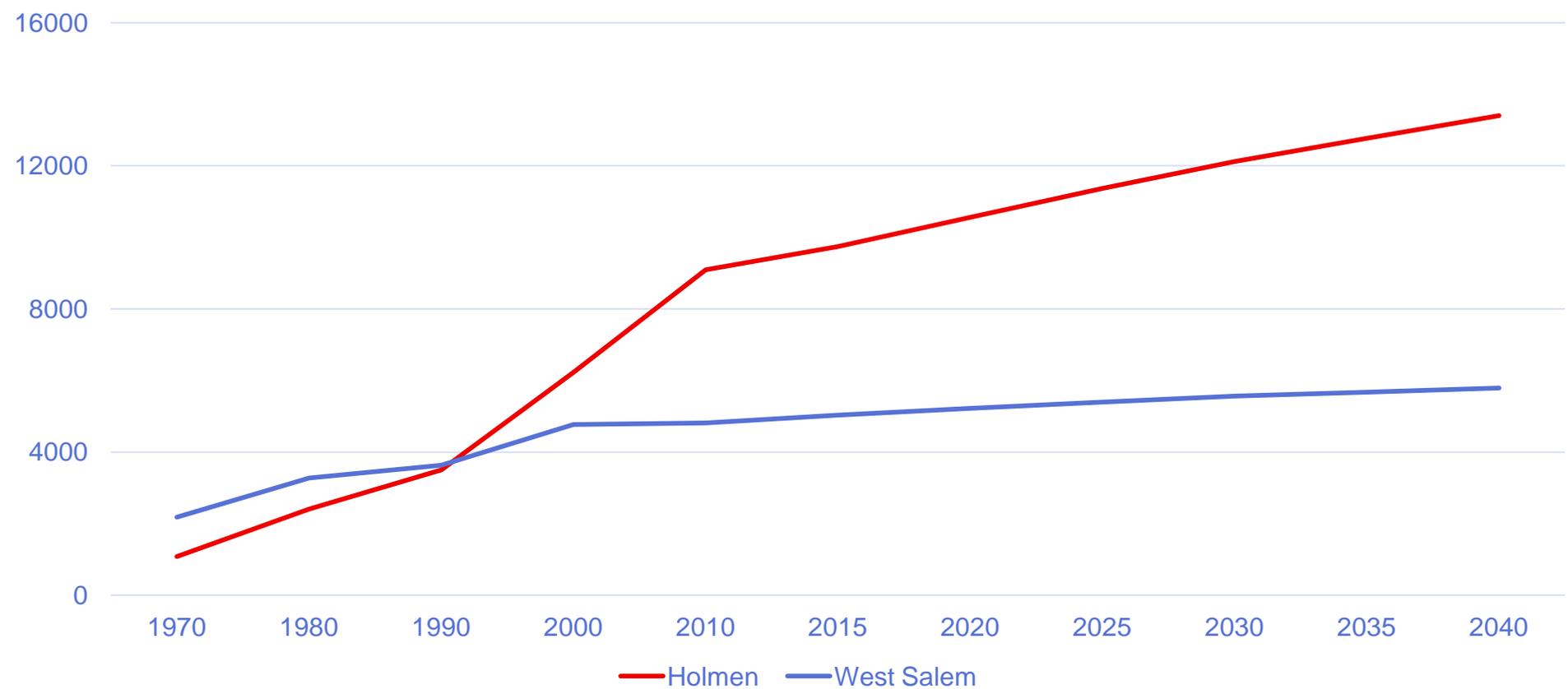
Adopted March 4, 2008
 Schreiber/Anderson Associates, Inc

Amended April 20, 2010
 Structure & Environment, LLC



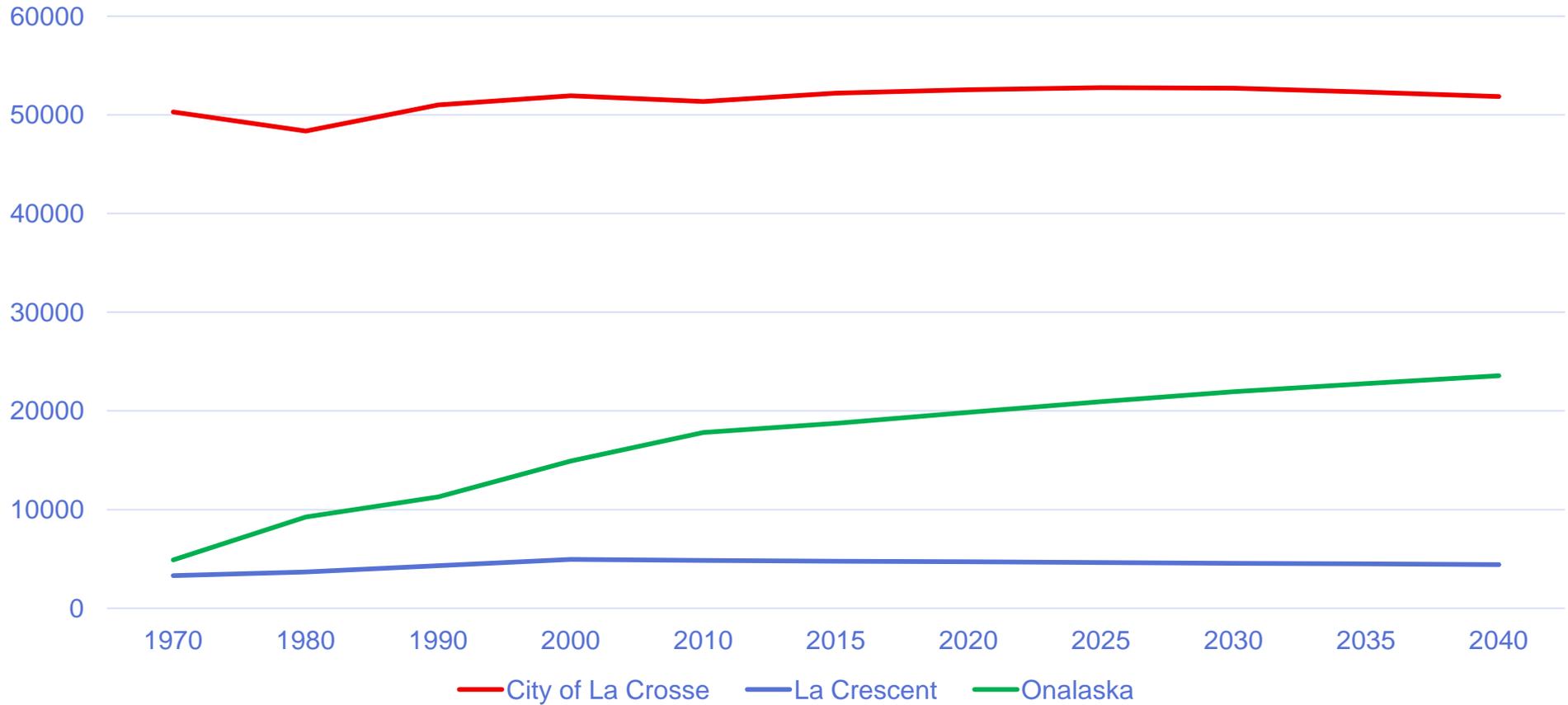
Population 1970 - 2040

Population: Coulee Region Villages

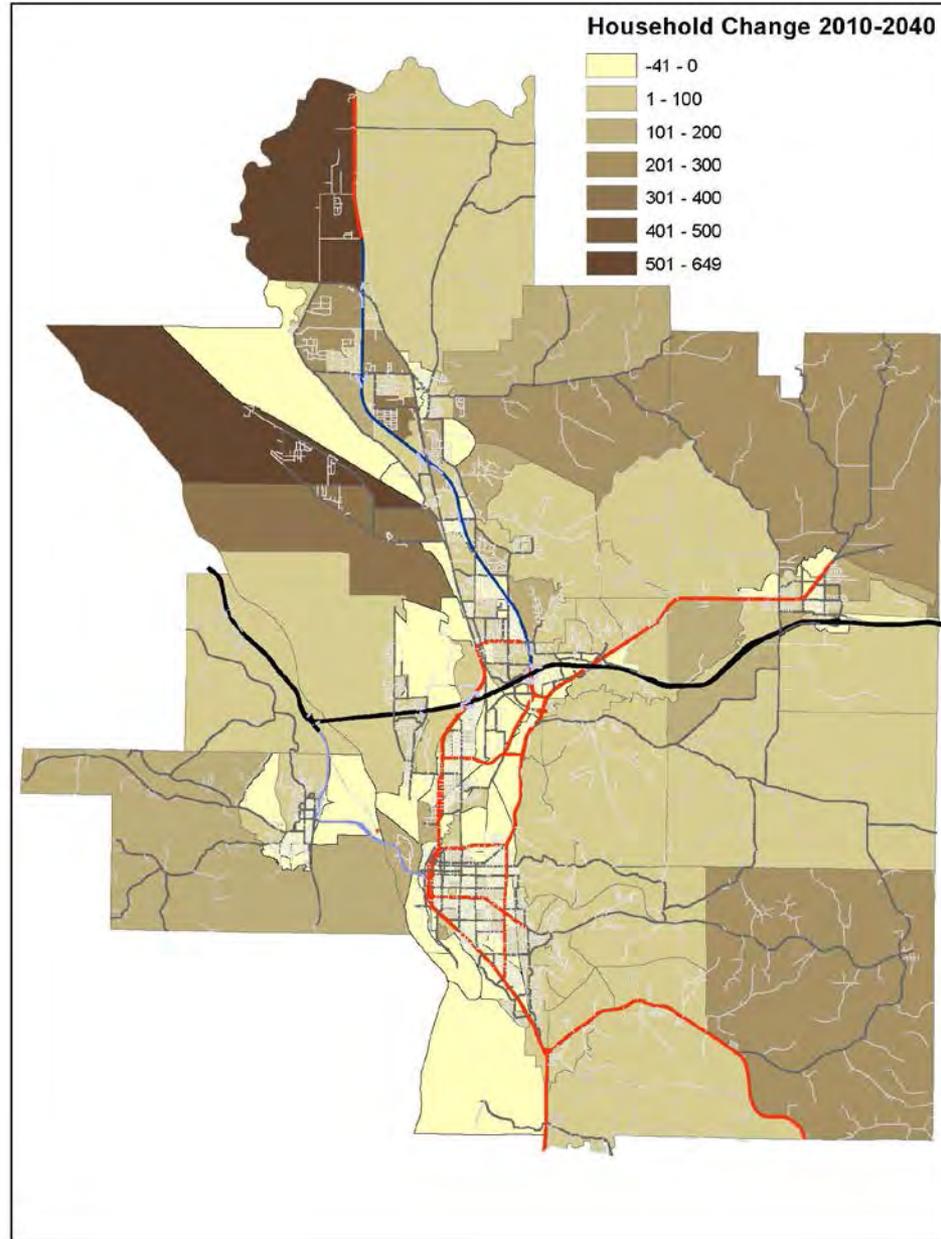


Population 1970 - 2040

Population: Coulee Region Cities

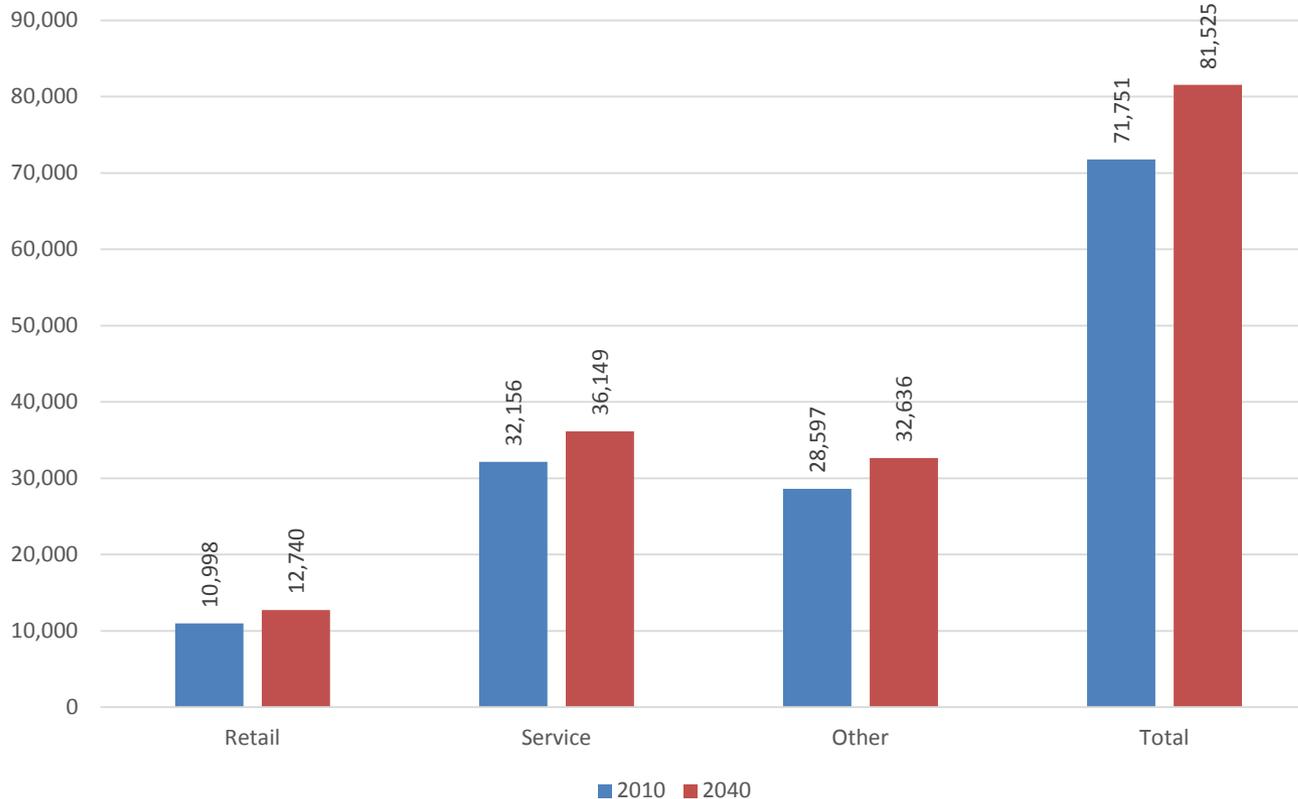


Household Growth: 2010-2040



Employment By Sector: 2010-2040

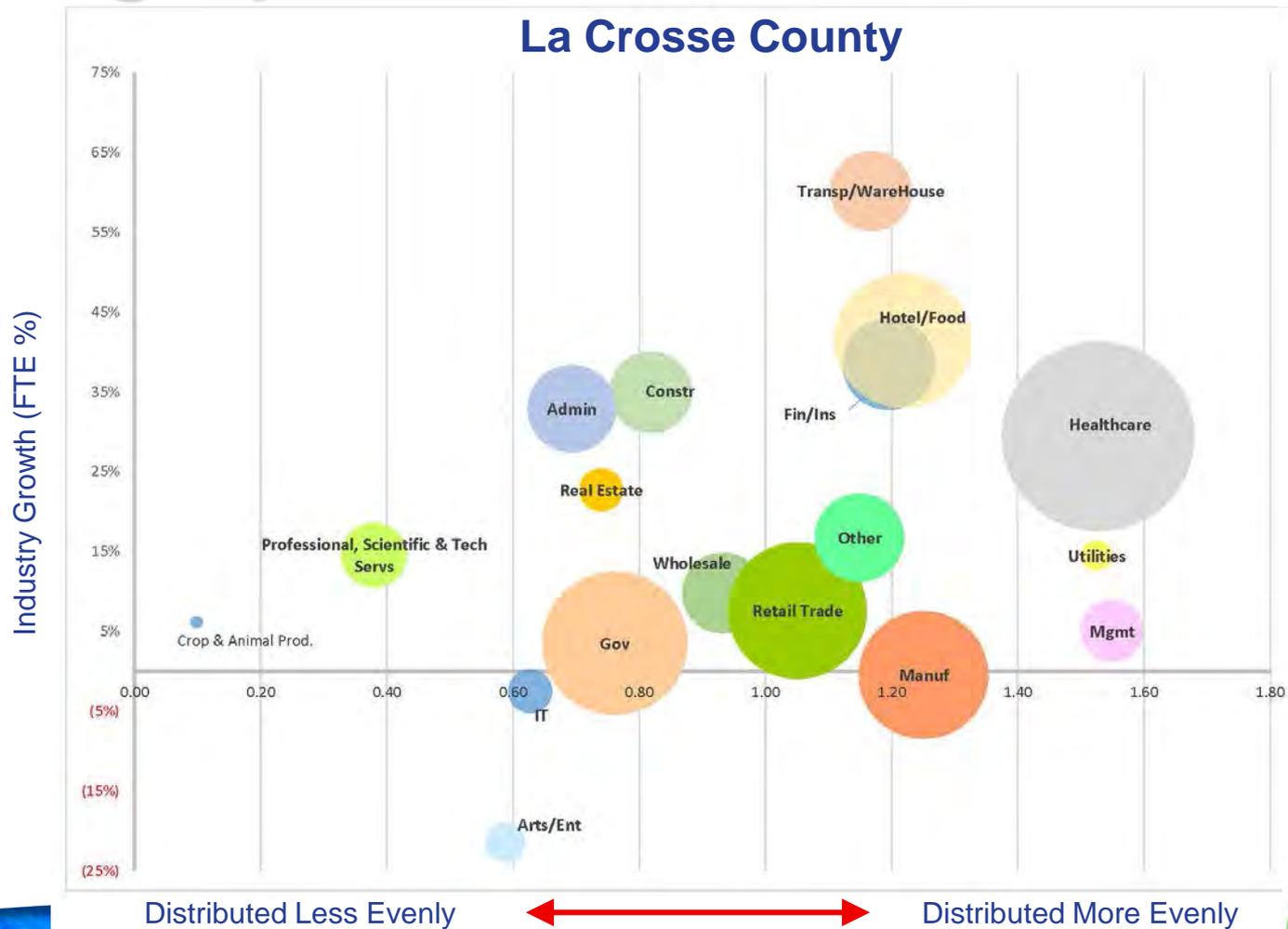
Projected Employment By Industry
La Crosse MPO Area



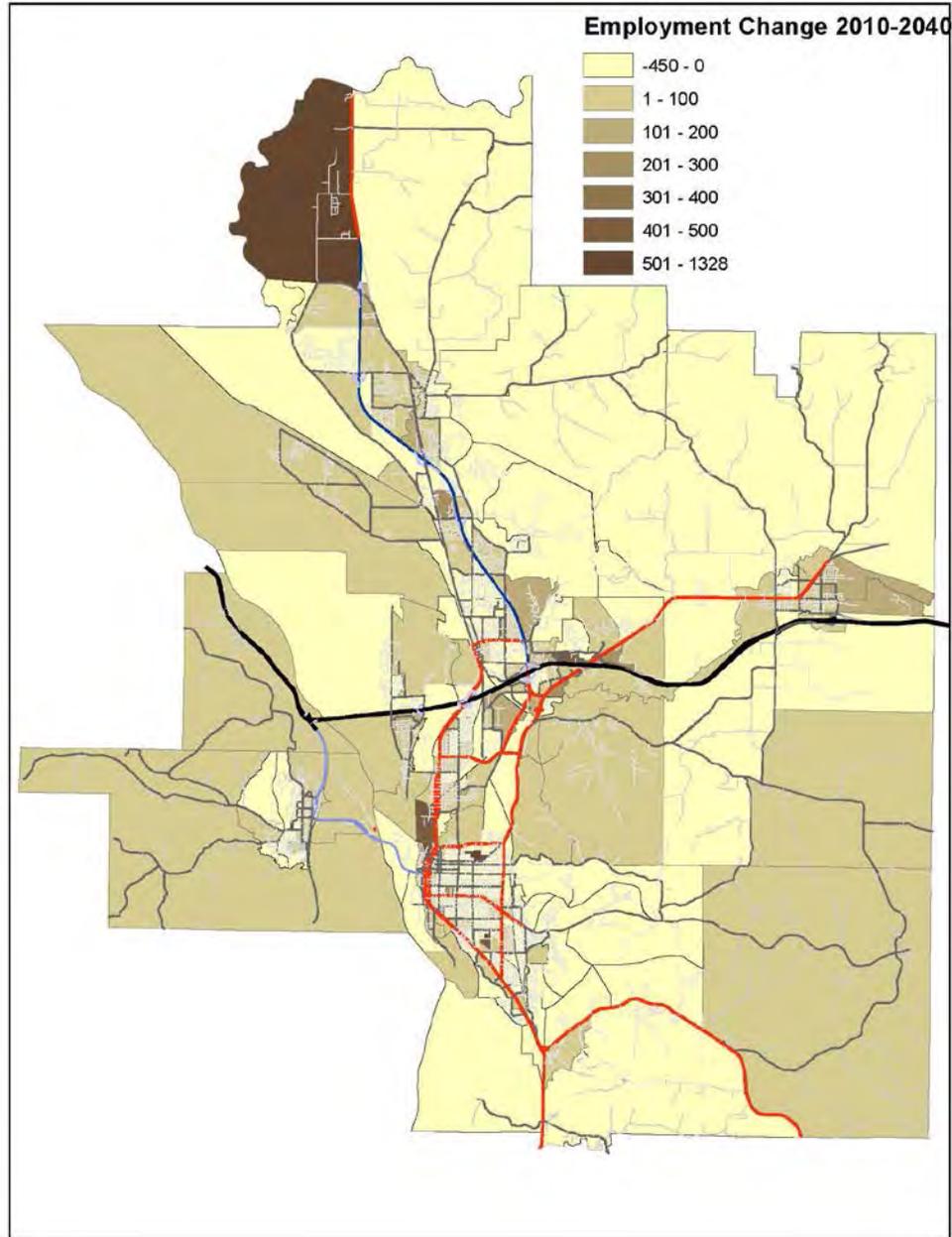
Employment Growth
2010-2040: 9,774
(13.6% increase)



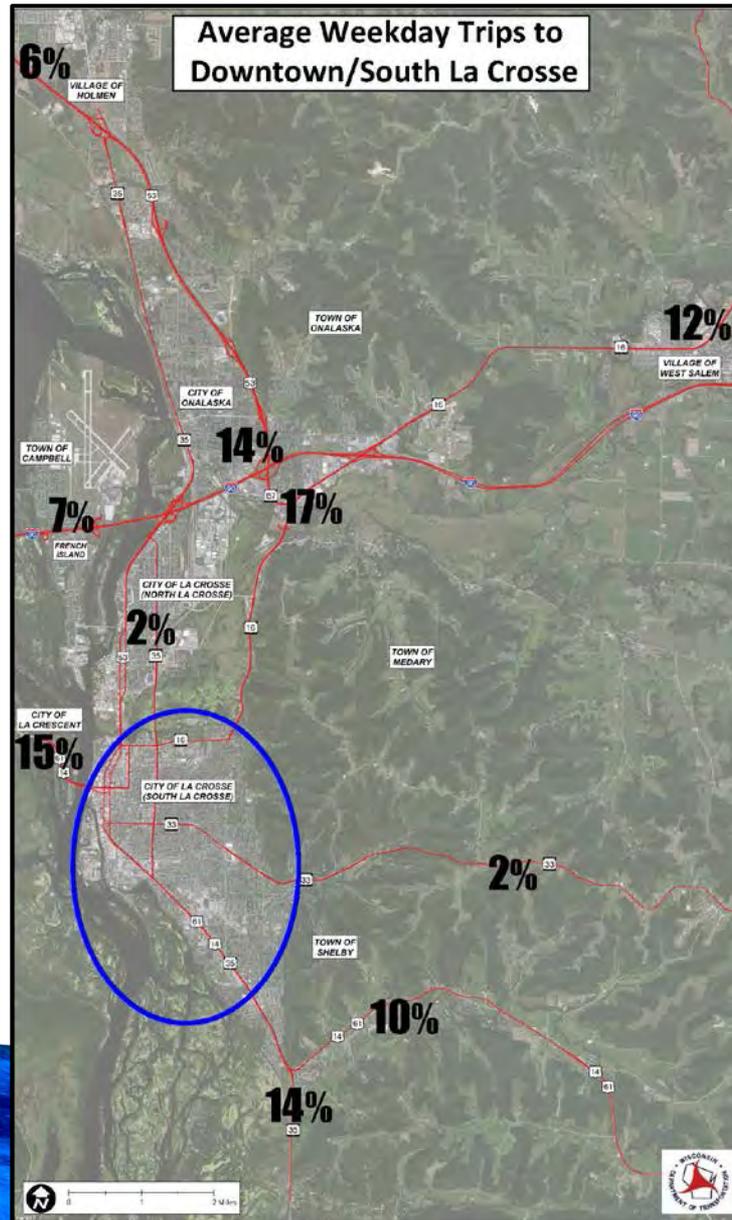
Jobs: Industry Growth and Geographic Distribution



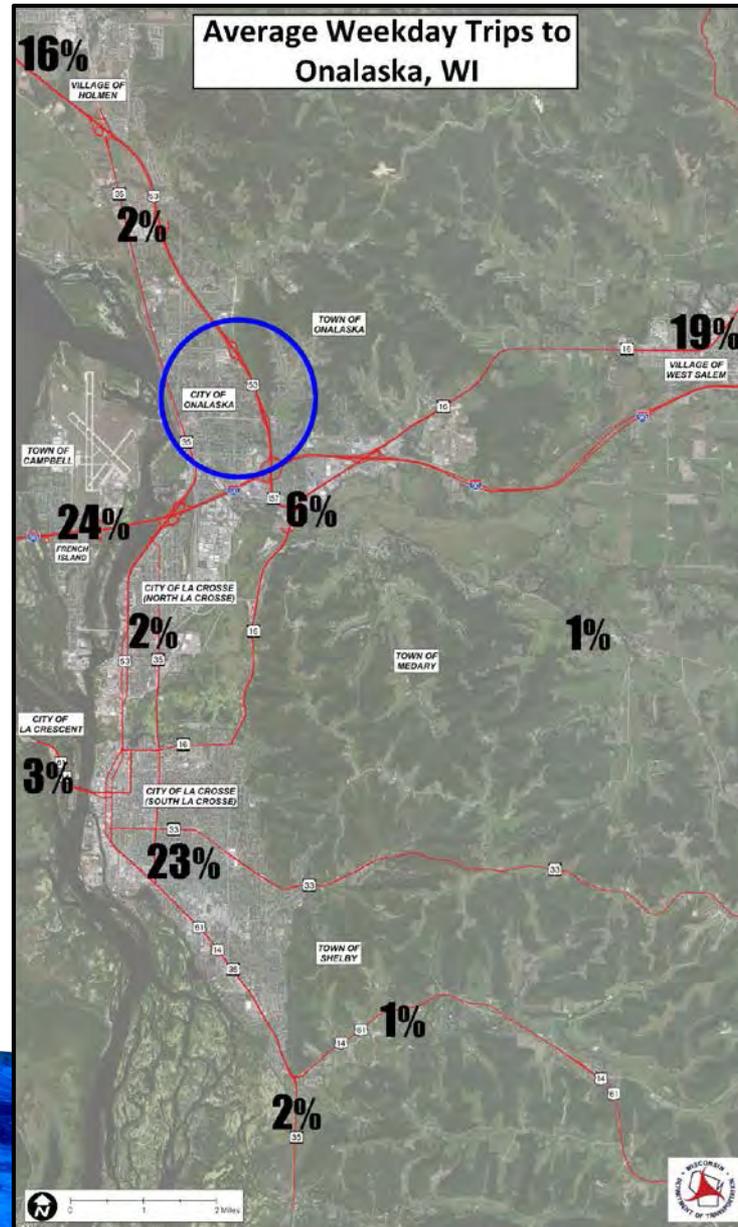
Employment Growth: 2010-2040



Origin/Destination Study La Crosse

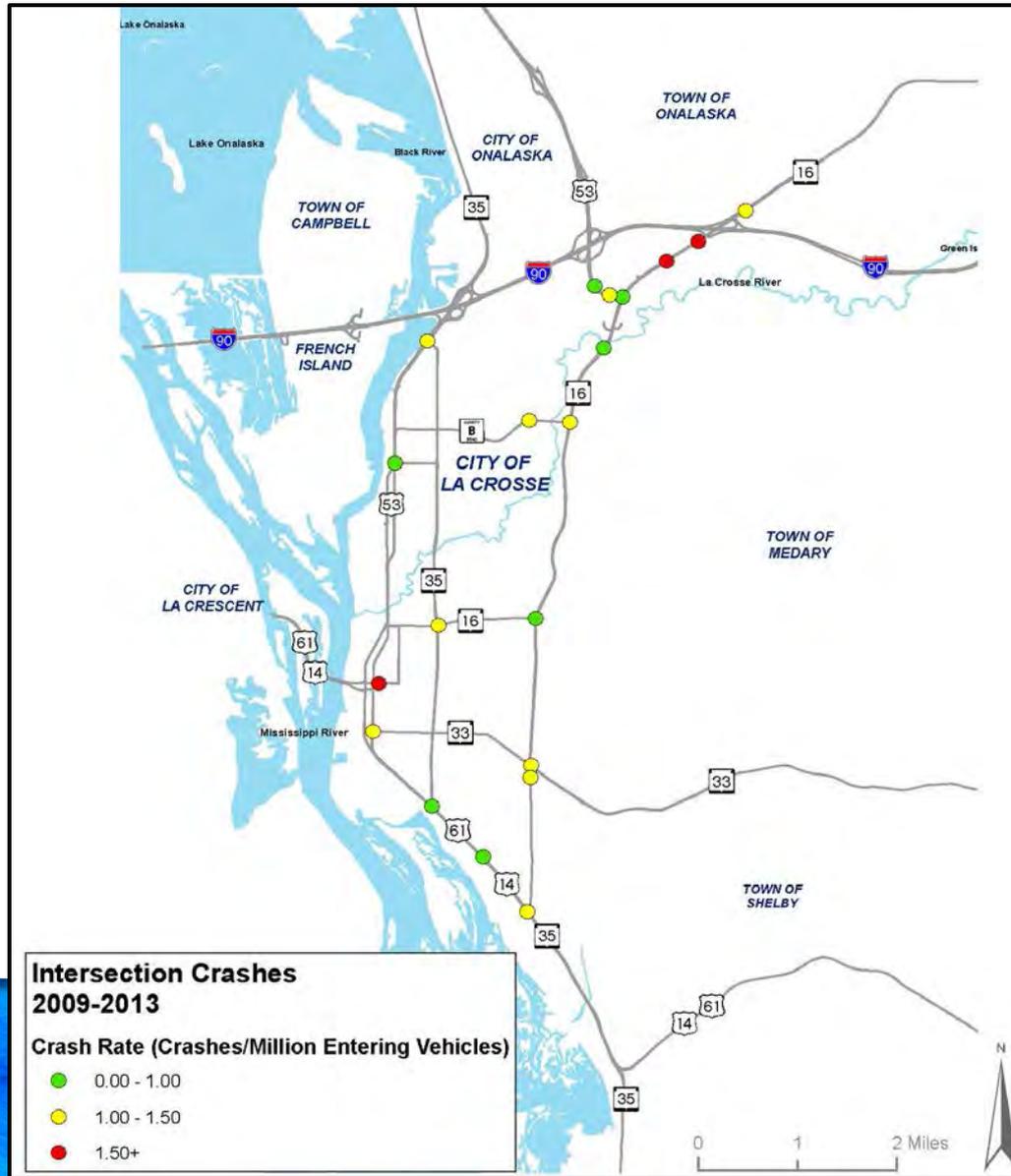


Origin/Destination Study - Onalaska



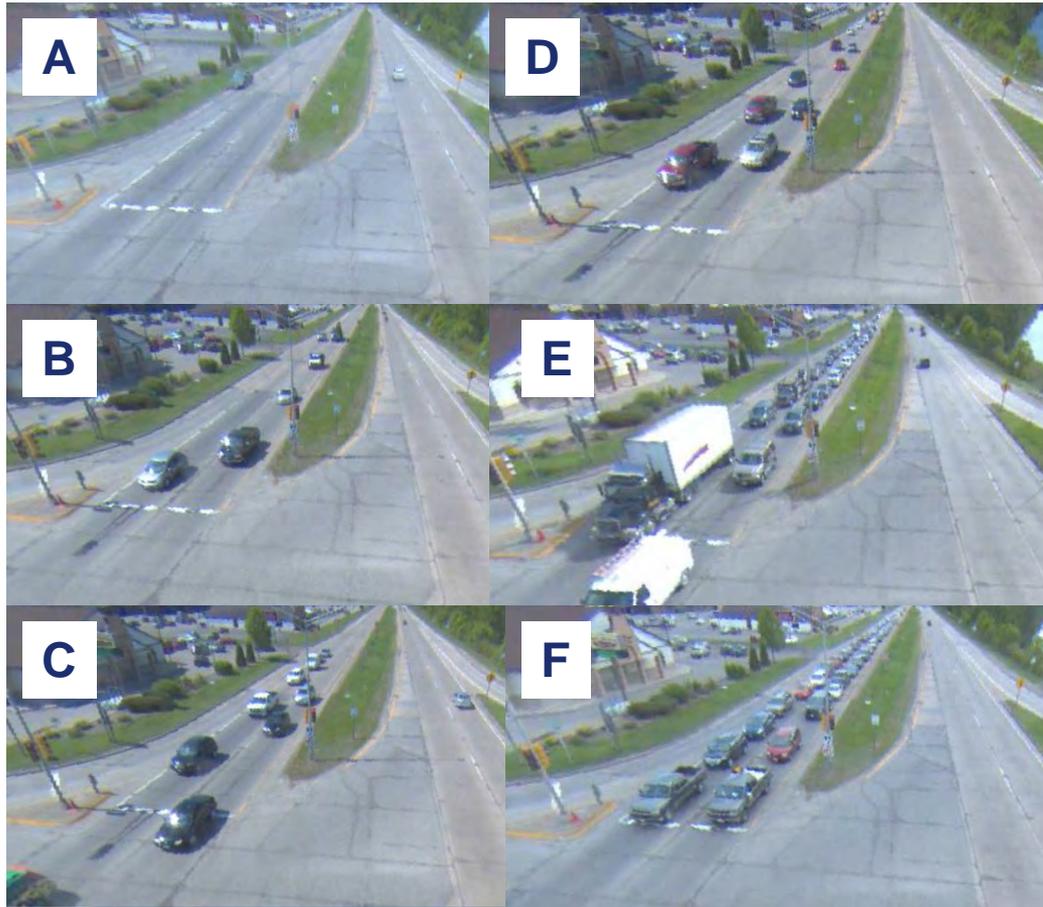
Intersection Crashes

20 worst intersections by crash rate



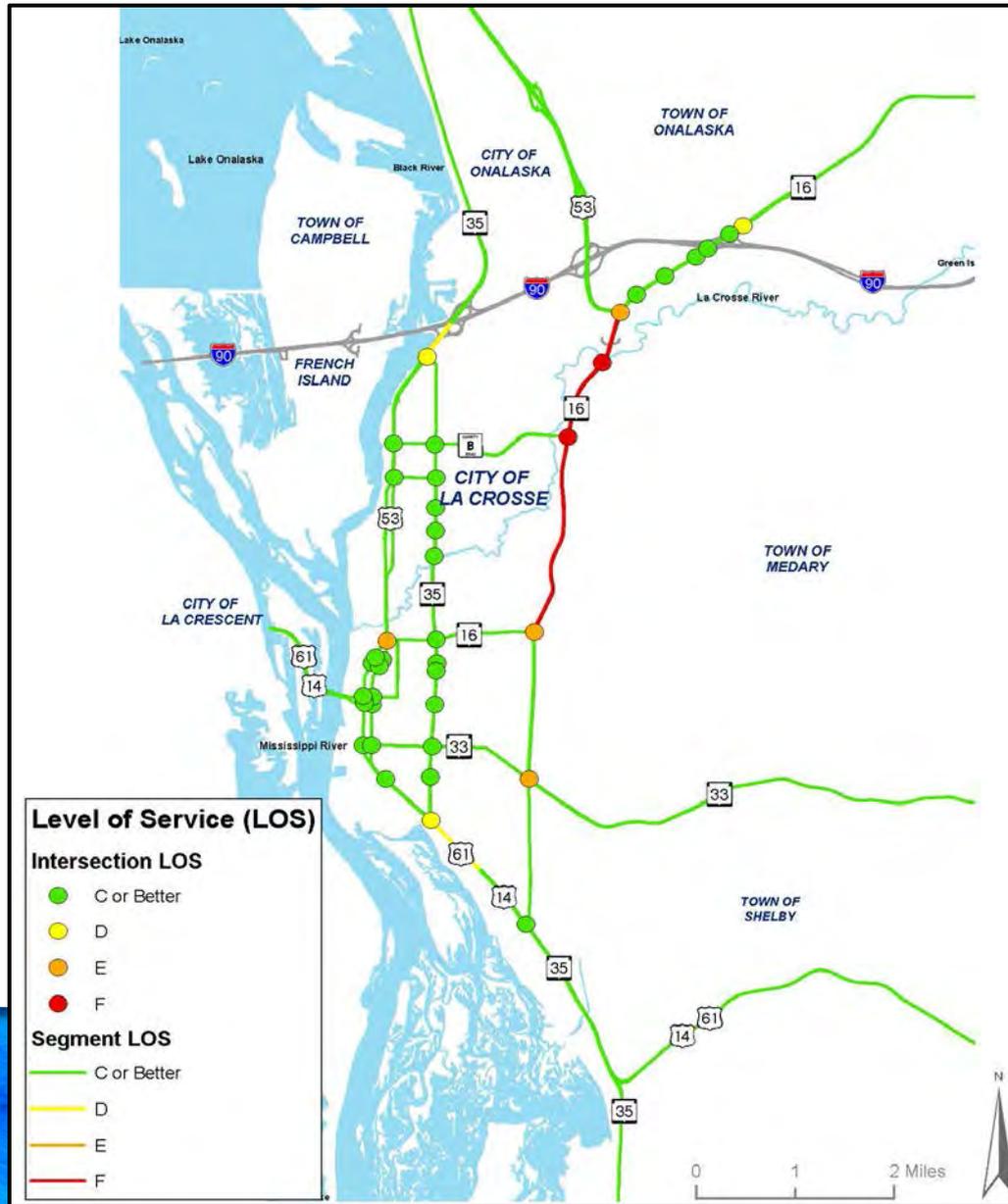
Level of Service LOS

Capacity: the quality of service on a transportation facility, describe in terms of Level of Service.

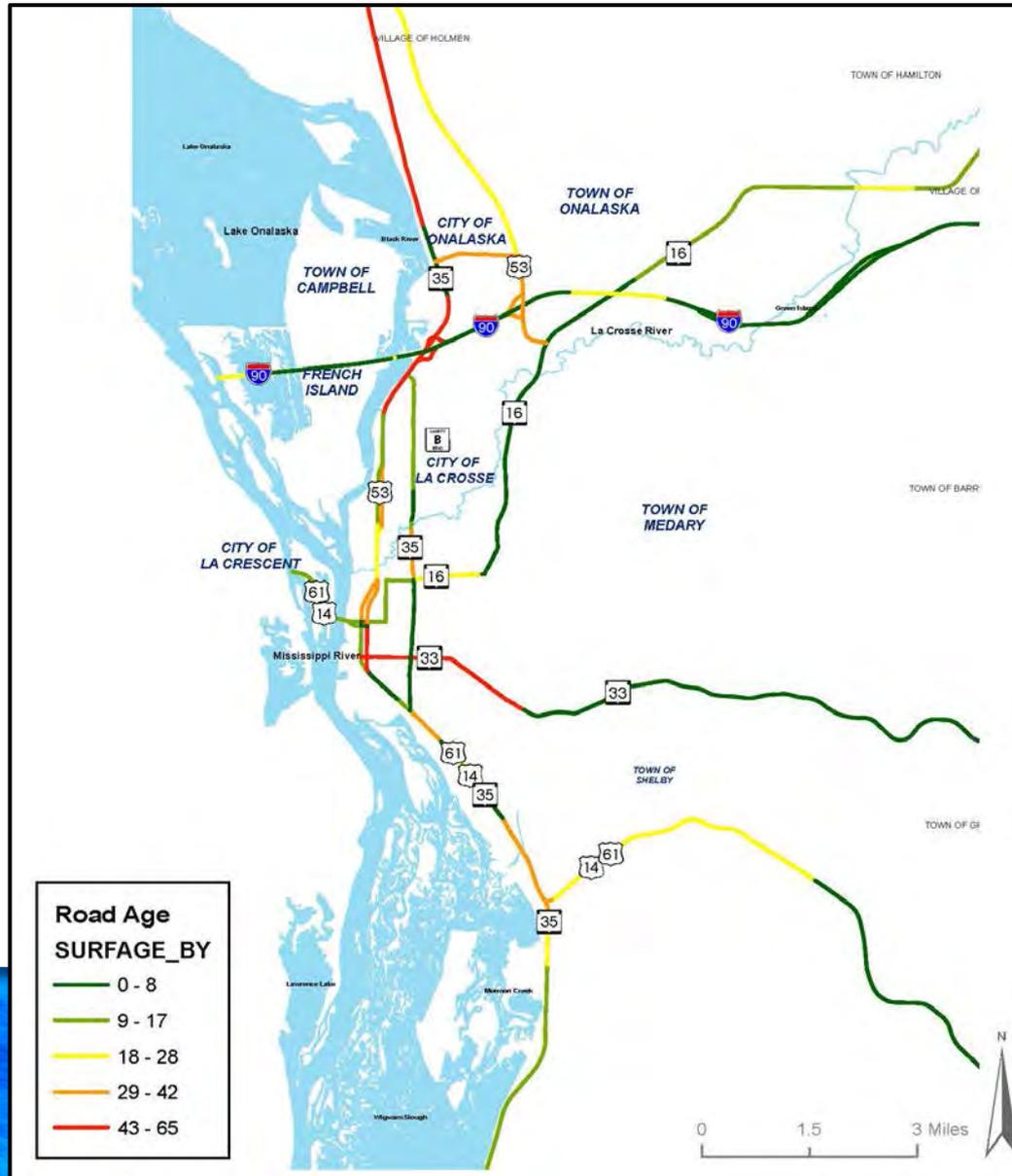


Level of Service	Congestion
A	Not congested
B	Not congested
C	Minimal congestion
D	Moderate congestion
E	Severe congestion
F	Extreme congestion

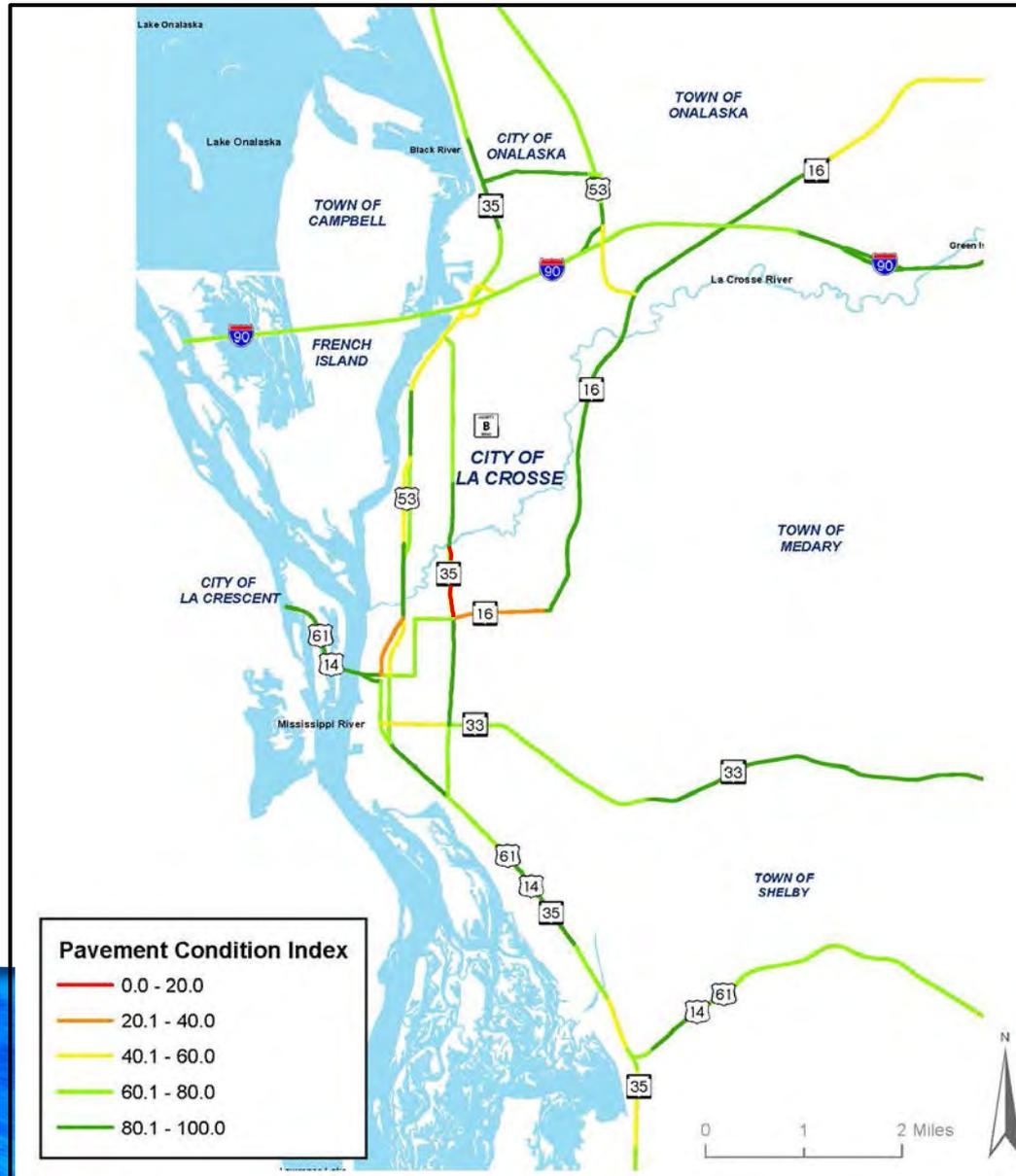
Capacity/LOS



Pavement Age



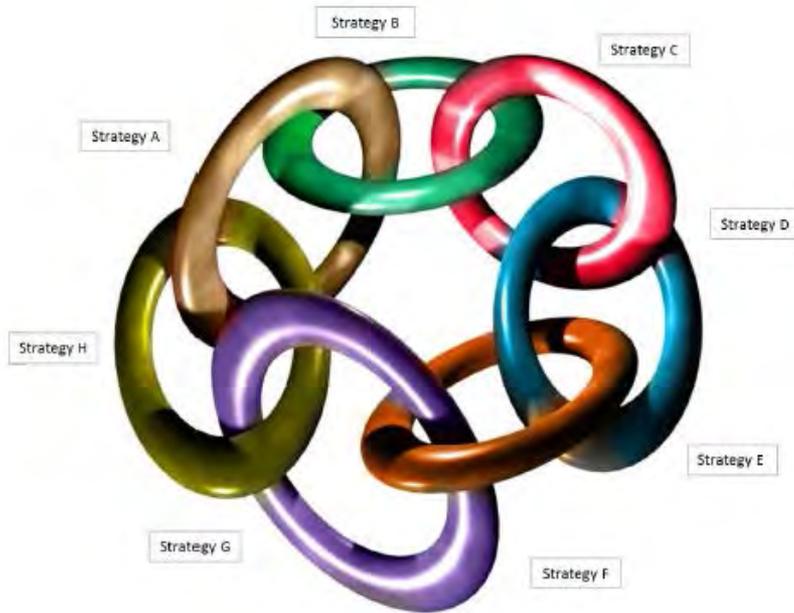
Pavement Condition



Strategy Development



Strategy Development



Strategy Development

		OBJECTIVES								
		1	2	3	4	5	6	7	8	9
		Provide transportation system improvements that address safety.	Provide transportation system improvements that address existing infrastructure deficiencies.	Provide transportation system improvements that address transportation congestion and travel reliability.	Provide transportation system improvements that incorporate and enhance multi-modal travel options and encourage alternatives to the single occupancy vehicle.	Provide transportation system improvements that support economic and population changes.	Integrate land use and transportation planning to ensure long-term compatibility between meeting travel demand, protecting environmental resources, and enhancing existing and planned land use changes.	Implement long-term corridor preservation measures to protect future transportation rights-of-way in conjunction with land designated for economic and recreational development, and natural resource enhancement.	Provide transportation system improvements that limit the adverse impacts to the La Crosse River Marsh, bluffs, businesses and neighborhoods.	Provide transportation system improvements that enhance area livability.
S T R A T E G I E S	A	Improve Existing Roads								
	B	Selective Expansion of Existing Roads								
	C	Bike/Ped								
	D	Transit								
	E	Construct New Roads								
	F	Transportation System Management & Operations (TSMO) & Technology								
	G	Travel Demand Management (TDM)								
	H	Policy & Legislation								



Strategy Development



Coulee Region Transportation Study Planning and Environment Linkages Possible Strategies/Packages



Strategy A: Improve Existing Roads

- Traffic operations
- Adding bike lanes
- Adding sidewalks
- Replacing pavement
- Driveway/access management
- Intersection improvements
 - Roundabouts, signal enhancements, address 5.0 way intersections
- Side street improvements
 - Cul-de-sacs
- Road diet (reduction)
- Convert one-ways
- Upgrade drainage/storm water handling
- Replace deteriorating or deficient bridges
- Turning movement restrictions

Strategy B: Selective Expansion of Existing Roads

- Location and type of facility? (mainline? intersection?)
- Type of roadway? (local, through traffic)
- Expand to accommodate sidewalks
- Expand to accommodate bike lanes
- Expand to accommodate for a landscaped median
- Expand to turn lanes
- Expand to add additional roadway capacity

Strategy C: Bike/Ped Improvements

- Urban design improvements and aesthetics
- City street lighting
- Sidewalk improvements and additions
- Multi-use paths and trails
- Sharrows
- Preferential bike parking
- Bike lanes
- Incentives for employees/citizens
- B-cycle or similar program

Strategy D: Transit Improvements

- Create more routes
- Make existing routes more efficient or reliable
- Bus rapid transit (BRT) from Park and Rides
- Increase ridership
- Increase frequency during peak hours
- Bus stops

- Dedicated bus lanes
- Free/subsidized bus passes
- Institutional discounts
- Incentives

Strategy E: Construction of New Roads

- Location (to and from)
- Street extensions/connections
- Type of roadway
- Re-alignment
- By pass
- Overpass
- Bus rapid transit (BRT)

Strategy F: Transportation System Management and Operations (TSMO) and Technology

- Improved/increased signal coordination
- Traveler information services
- Emergency response detection
- Road weather information systems
- ITS-supported traffic management
- Centralized TSMO controls
- Variable road message signs
- Collaborative partnerships
- Collect and process high resolution data
- Staff to manage new systems
- Measure/monitor travel times and reliability

Strategy G: Travel Demand Management (TDM)

- Carpooling
- Flex work hours
- High occupancy vehicle (HOV) lanes
- Bike/Ped/Transit facilities
- Park and Ride

Strategy H: Policy and Legislation

- Pay for parking
- Parking ordinances
- Bike/ped/transit incentives
- Transportation utility fee
- Vehicle/wheel tax
- Urban design/land use
- Transit Orient Design (TOD)
- Tolls
- User fees
- Complete streets



Strategy Development

		LOCATION											
		1	2	3	4	5	6	7	8	9			
S T R A T E G I E S	A	Improve Existing Roads											
	B	Selective Expansion of Existing Roads											
	C	Bike/Ped											
	D	Transit											
	E	Construct New Roads											
	F	Transportation System Management & Operations (TSMO) & Technology											
	G	Travel Demand Management (TDM)											
	H	Policy & Legislation											



Upcoming Public Involvement Meetings.

Future/Forecasted Conditions

▶ Local Officials Meeting

- June 9th, 1:00 pm
 - Black River Beach Neighborhood Center, La Crosse

▶ Public Involvement Meetings

- June 9th, 5:00 pm
 - Eagle Bluff Elementary School, Onalaska
- June 10th, 5:00 pm
 - Central High School, La Crosse



Questions?

WisDOT SW Region Contacts

Andrew Winga, P.E., WisDOT Project Manager
(608) 785-9061

Angela Adams, P.E., WisDOT Project Chief
(608) 785-9068

Francis Schelfhout , WisDOT , Multimodal Planner
(608) 785-9947

www.CouleeRegionStudy.dot.wi.gov

