

Coulee Region Transportation Study

Innovative Solutions for the 21st Century

Planning and Environment Linkages (PEL)

Public Involvement Meeting #2
June 9 and 10, 2015



Study team

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SEH Project Consultant

Nate Day, AICP

SEH Project Consultant

Marty Falk

SEH Project Consultant

Sarah Morrison

SEH Project Consultant



Work Stations

- ▶ Traffic Data
- ▶ Forecasting Data
- ▶ Pavement & Construction History
- ▶ Multi Modal
- ▶ Public Input
- ▶ Strategy Development



Agenda

- ▶ Planning and Environment Linkages Study Basics/Process
- ▶ Future Conditions
- ▶ Strategies
- ▶ Wrap up and Questions



Background and history



- ▶ Past Studies
 - La Crosse North-South Transportation Corridor Study (1998)
 - Coulee Connections Study (2006)

- ▶ Coulee Region Transportation Study (2015)
 - Transportation Projects Commission
 - Community Support



Planning & Environment Linkages (PEL)

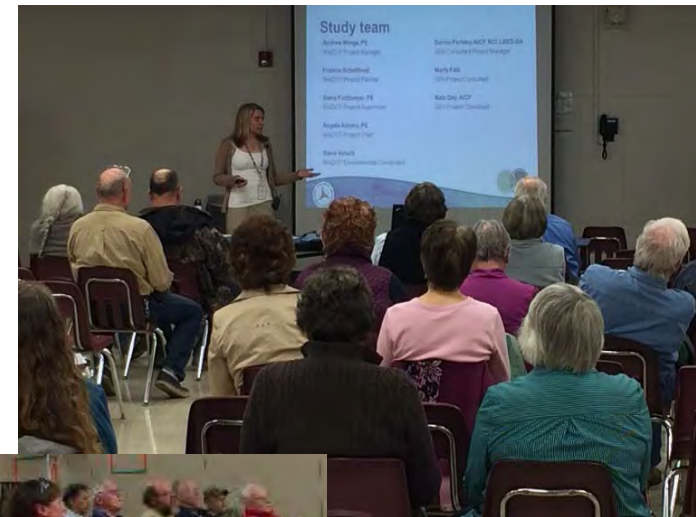
- ▶ Engages broad range of stakeholders to plan for area's environmental, community, and economic future in light of transportation problems and needs
- ▶ Improves quality of results
 - Early involvement in the process
 - Increases stakeholder understanding of outcomes



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/June
 - Future Conditions & Strategy Development



Previous Meetings

Other Public Outreach



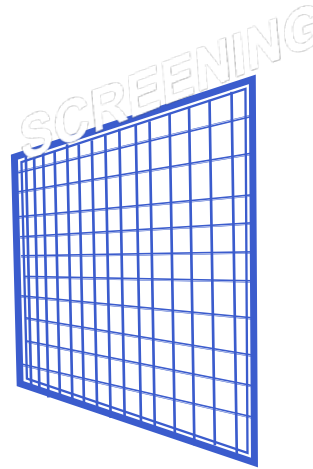
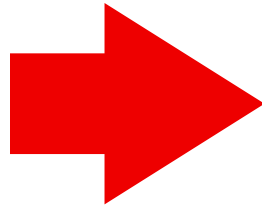
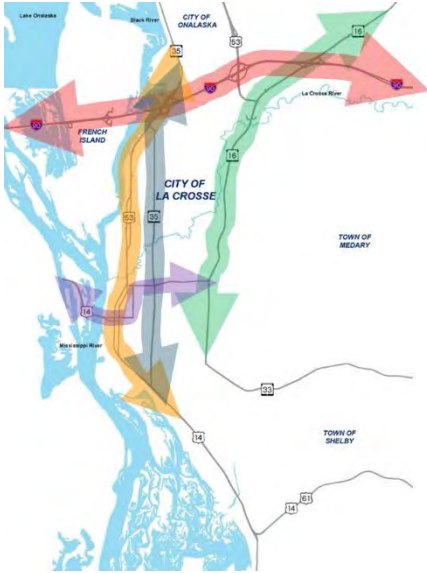
- ▶ Grandview-Emerson Neighborhood Association
- ▶ La Crosse Mayors Neighborhood Conference
- ▶ Outdoor Recreation Alliance
- ▶ UWL Student Association
- ▶ La Crosse Chamber
- ▶ Local Businesses

Problem Statement, Goal, & Objectives

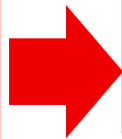
- ▶ Problem Statement, Goal, and Objectives now complete
- ▶ 3 month comment period
- ▶ 16 different public meetings for comment
- ▶ 102 documented comments via:
 - Comment forms
 - Website/email
 - Advisory group workshops
- ▶ 14 updates/versions



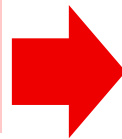
Planning & Environment Linkages (PEL)



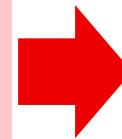
**Develop
Problem
Statement,
Goals**



**Develop
Objectives**



**Develop
Strategies
and Evaluate
(Screen)**

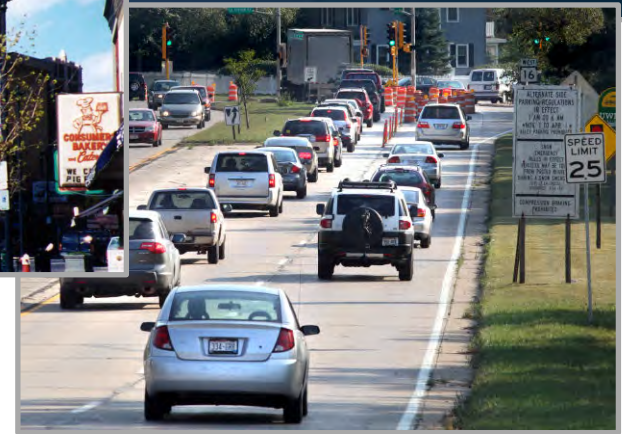


**Identify
Strategies to
Bring
Forward into
NEPA**



Data Collection and Strategy Development

Future Conditions



What factors go into transportation planning for the future?

- ▶ Community Plans
- ▶ Population
- ▶ Employment
- ▶ Traffic Forecast
- ▶ Capacity
- ▶ Bikes/Pedestrians/Transit
- ▶ Freight
- ▶ Infrastructure



Confluence: The La Crosse Comprehensive Plan



Prepared for:
La Crosse Area Planning Committee



La Crosse County, Wisconsin

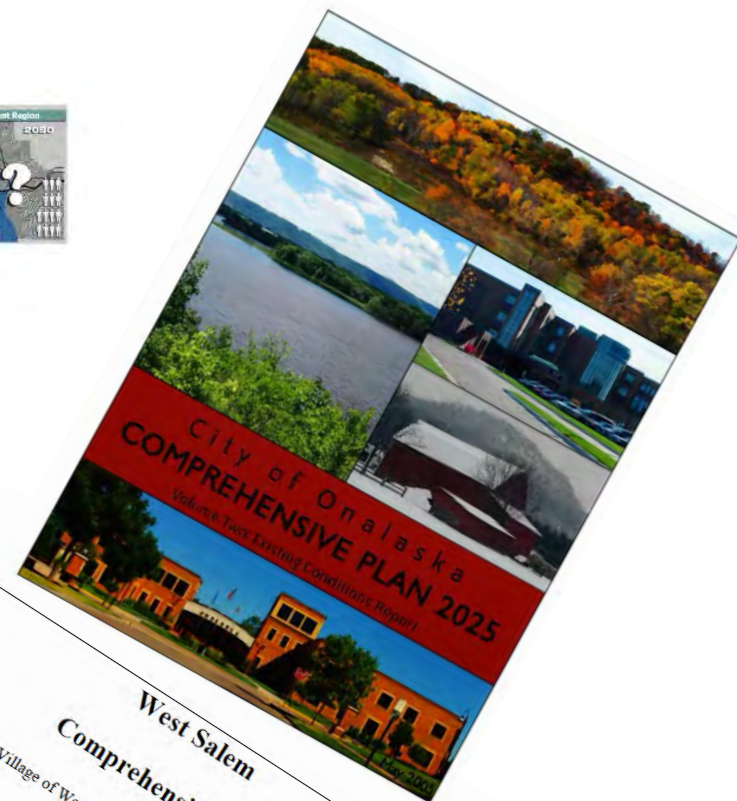
Comprehensive Plan 2007 – 2027

20-year Comprehensive Land Use Planning Guide

Approved 3-20-2008



Schreiber / Anderson Associates, Inc.



West Salem
Comprehensive Plan
of West Salem, La Crosse

Comprehensive Plan
Village of West Salem, La Crosse County, WI
Adopted November 4, 2014

Adopted March 4, 2008
Schreiber/Anderson Assoc.

erson Associates, Inc.
mended April 20
tructure & E

20, 2010
& Environment, LLC



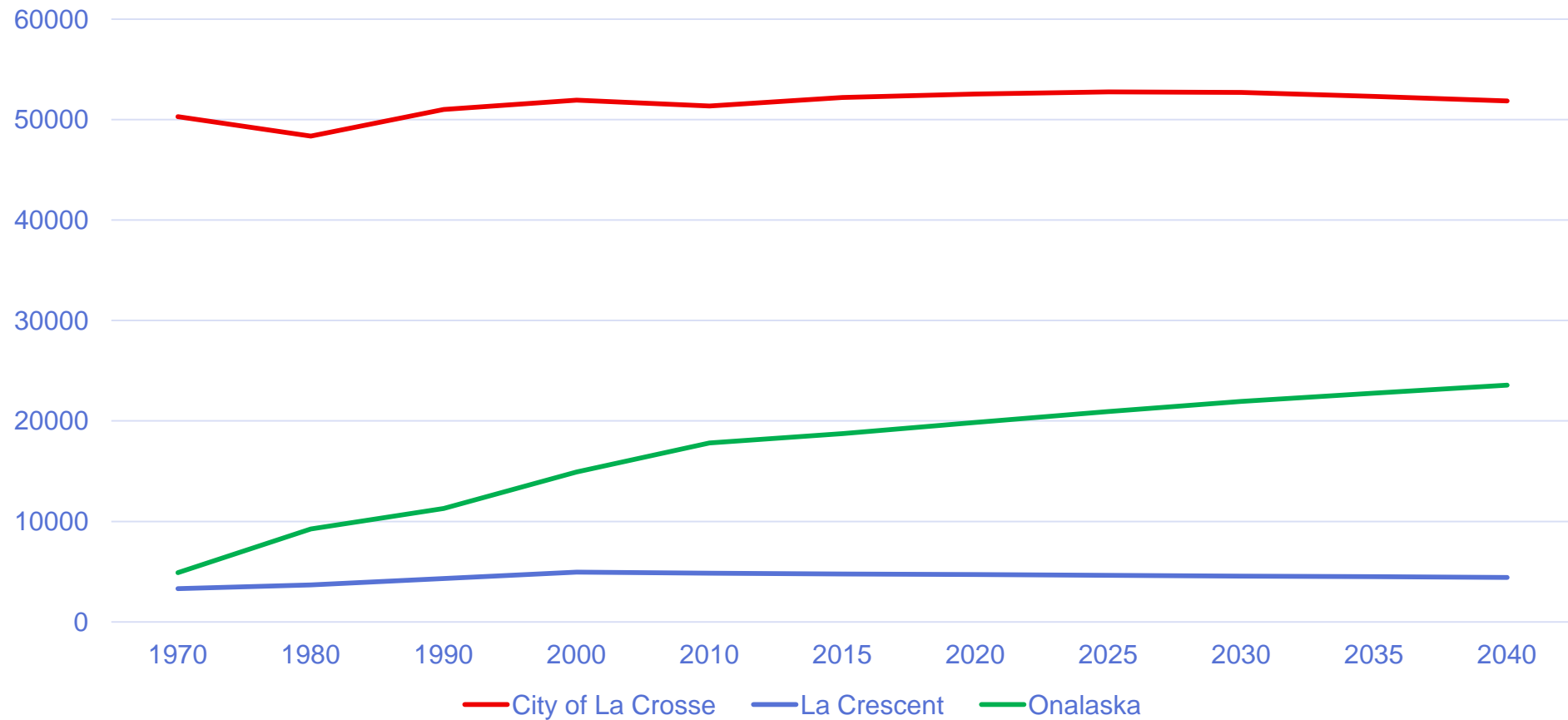
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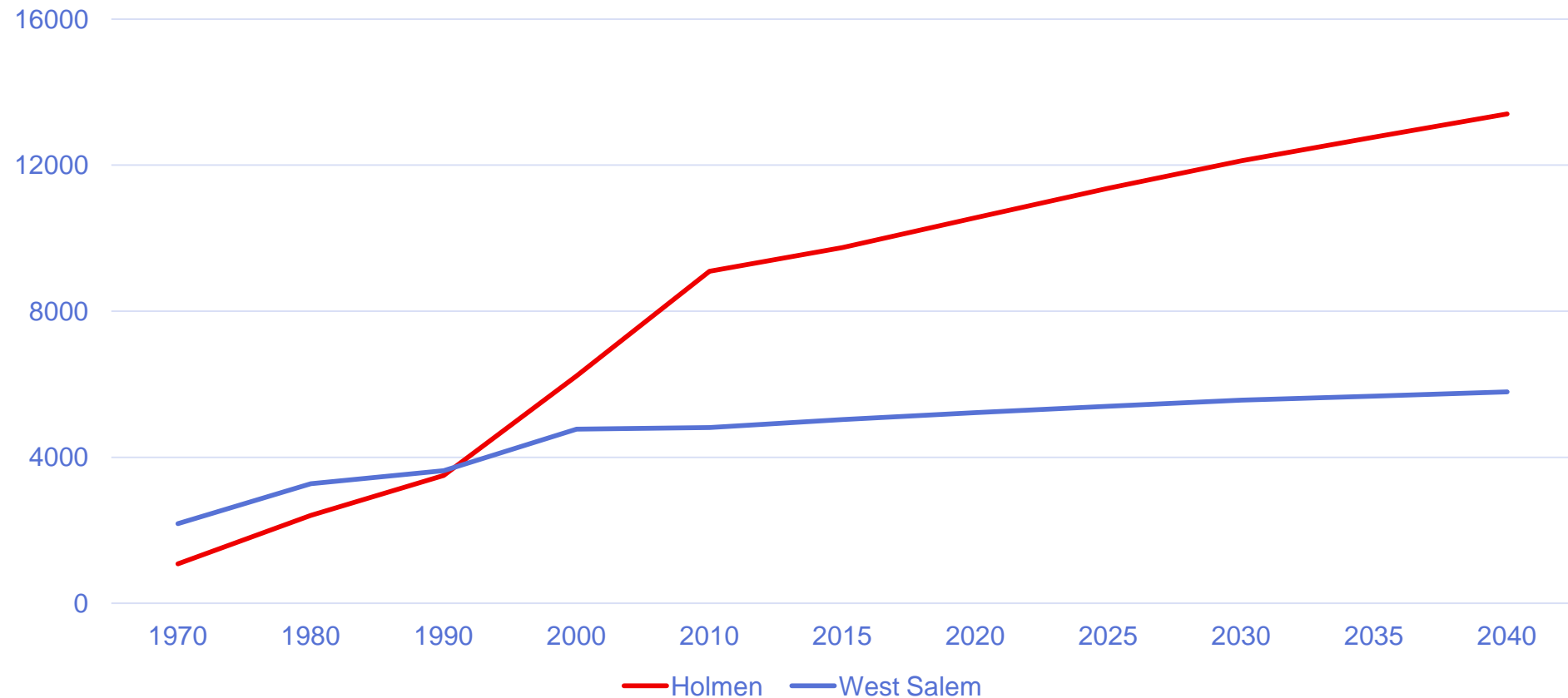
Population 1970 - 2040

Population: Coulee Region Cities

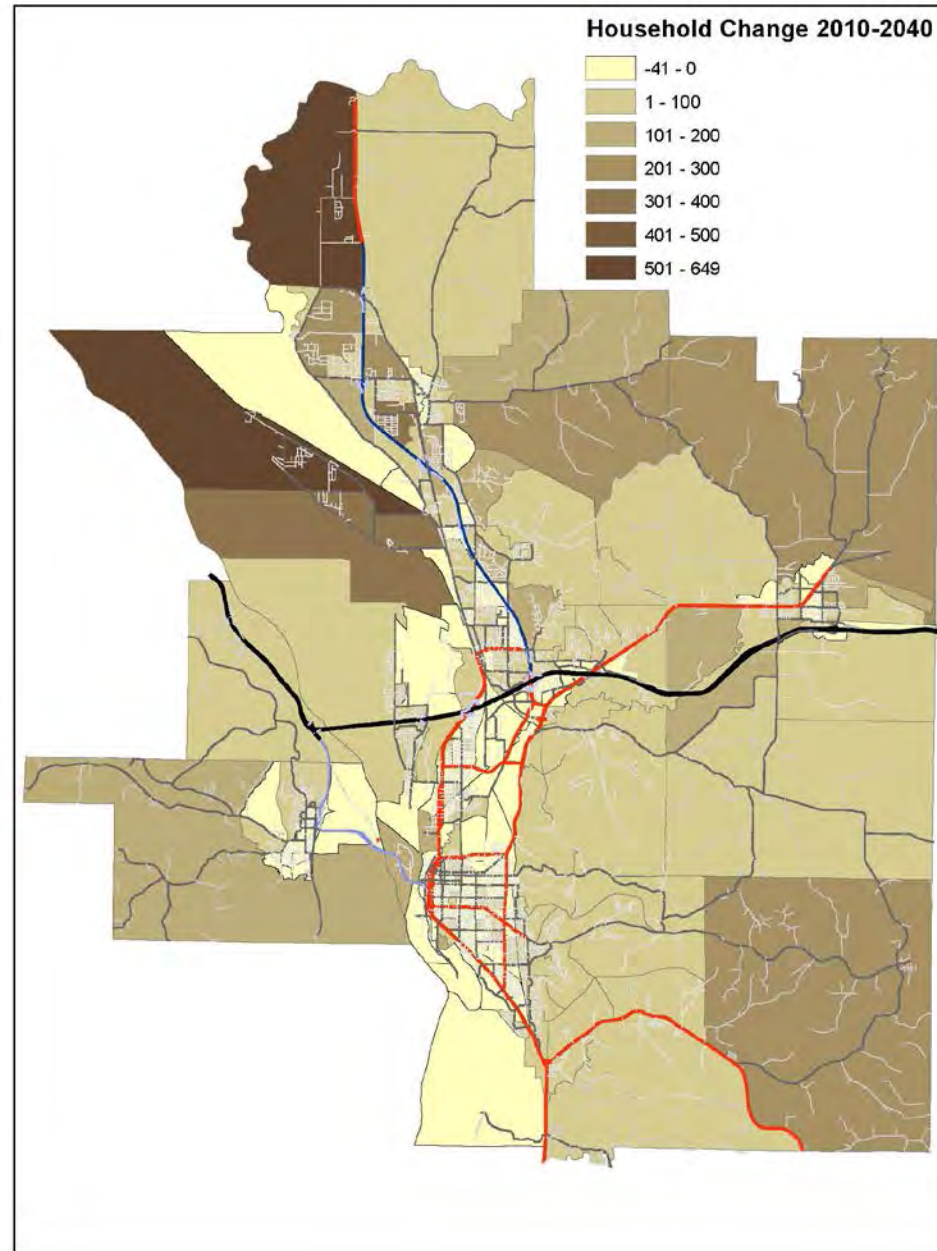


Population 1970 - 2040

Population: Coulee Region Villages



Household Growth: 2010-2040



La Crosse Area
Planning Committee
Traffic Model



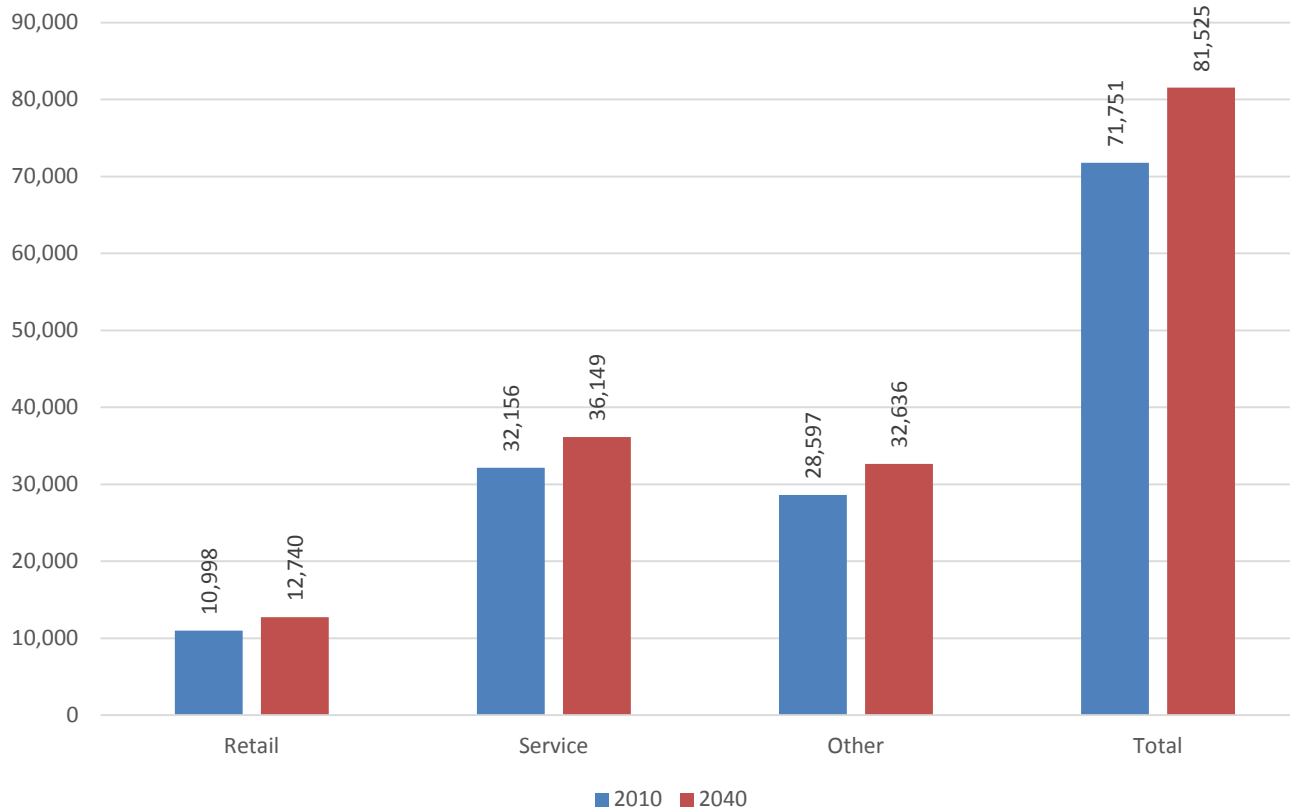
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- ▶ Infrastructure



Employment By Sector: 2010-2040

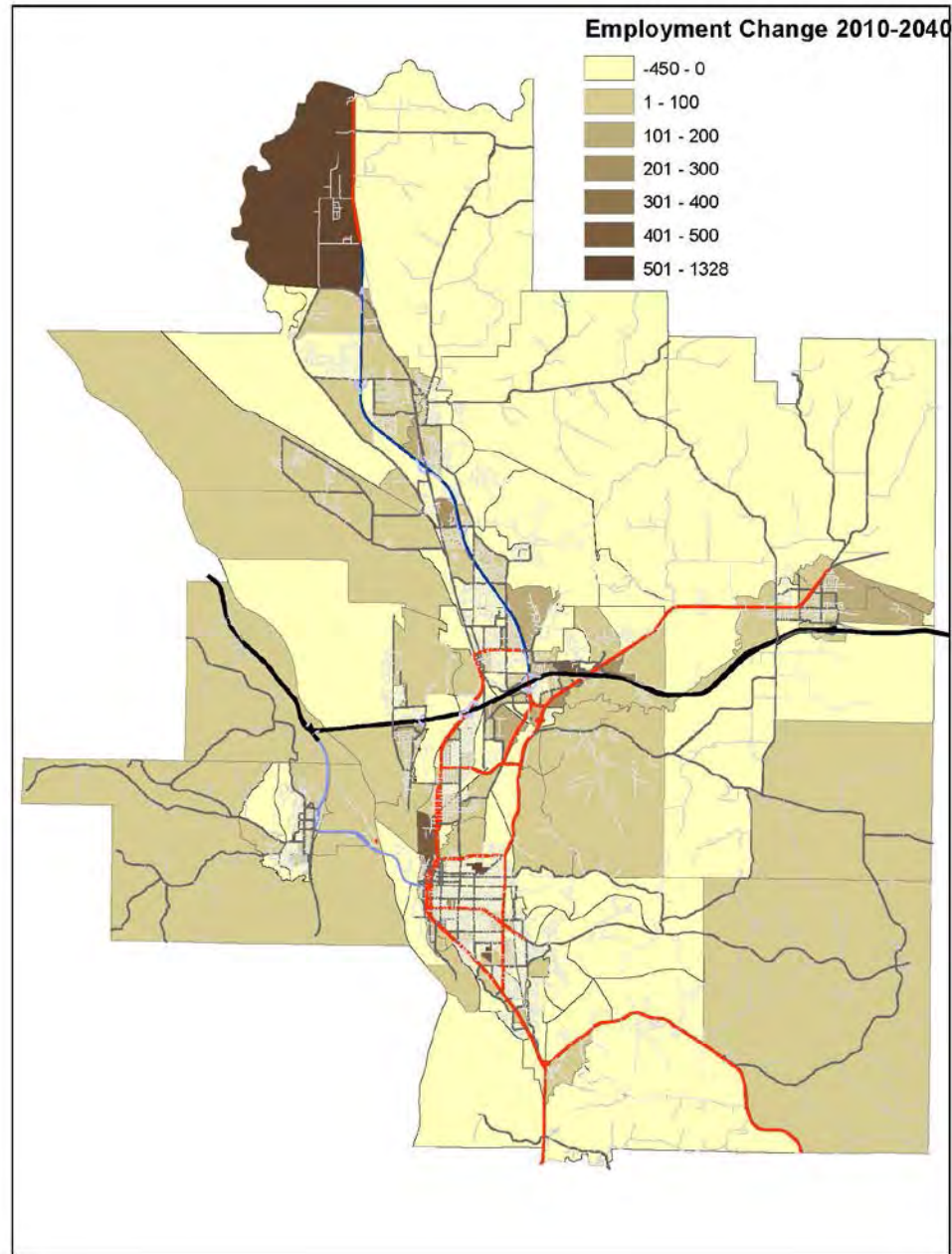
Projected Employment By Industry
La Crosse MPO Area



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



Employment Growth: 2010-2040



La Crosse Area
Planning Committee
Traffic Model



What factors go into transportation planning for the future?

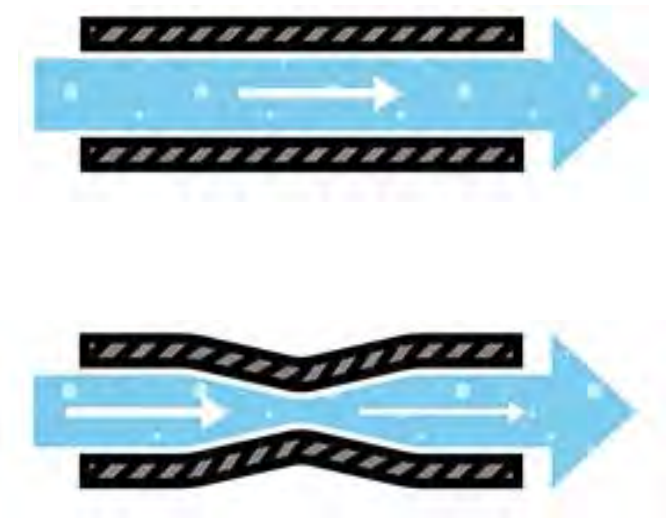
- ▶ Community Plans
- ▶ Population
- ▶ Employment
- ▶ **Traffic Forecast**
- ▶ Capacity
- ▶ Bikes/Pedestrians/Transit
- ▶ Freight
- ▶ Infrastructure



Traffic Forecasts

Why we do them:

- ▶ Forecasts provide the basis of determining the needs of the future
- ▶ Provide benchmarks for proper design and an efficient system



Traffic Forecasts

How they are done:

- ▶ Computer based traffic model
- ▶ Mathematical process using several factors
 - Current traffic volumes
 - Current and projected socio-economic data: housing and employment
 - Current roadway speeds and capacity



Traffic Forecasts

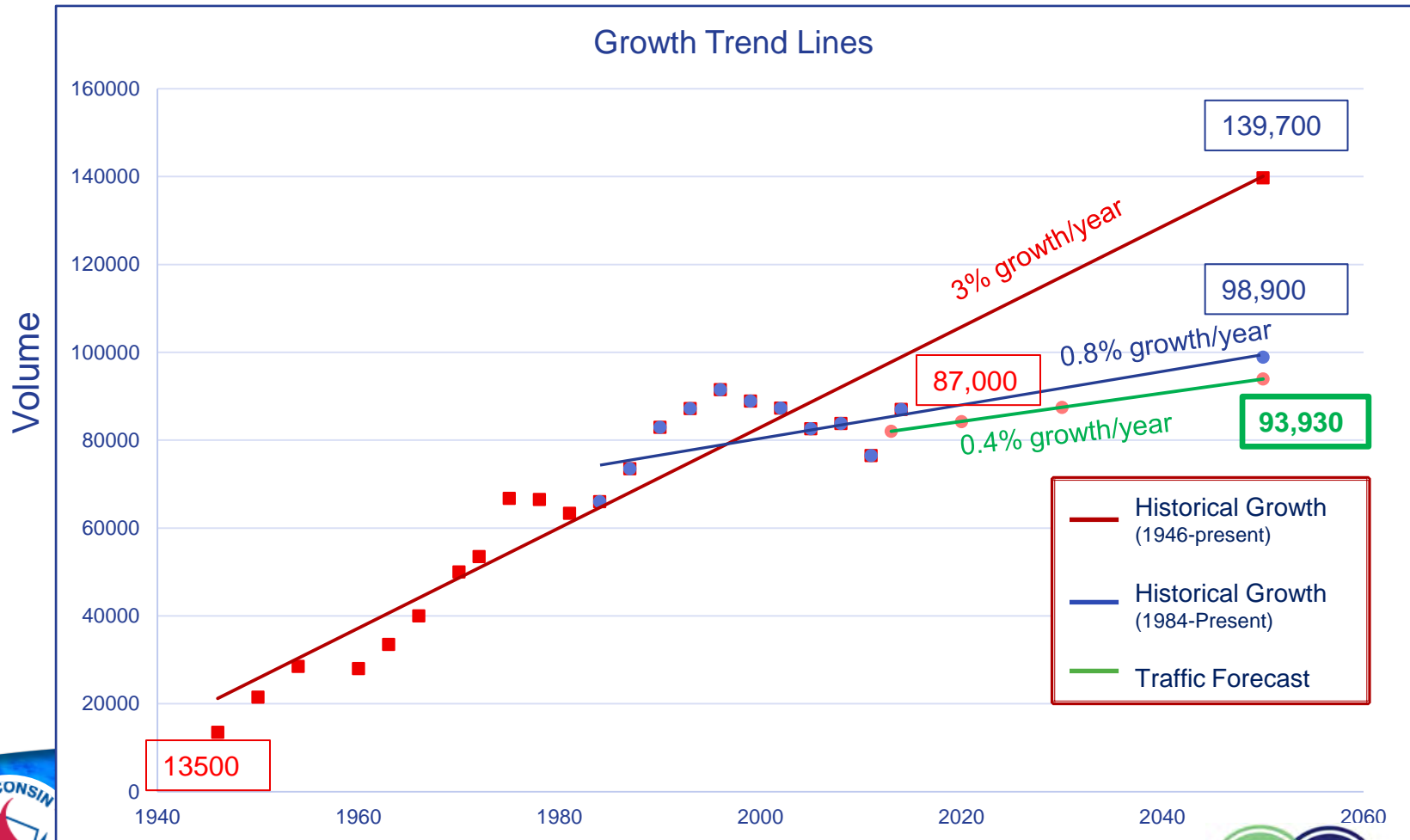
What they are:

- ▶ Mainline and intersection turning movement volume forecasts
- ▶ Model future roadway strategies

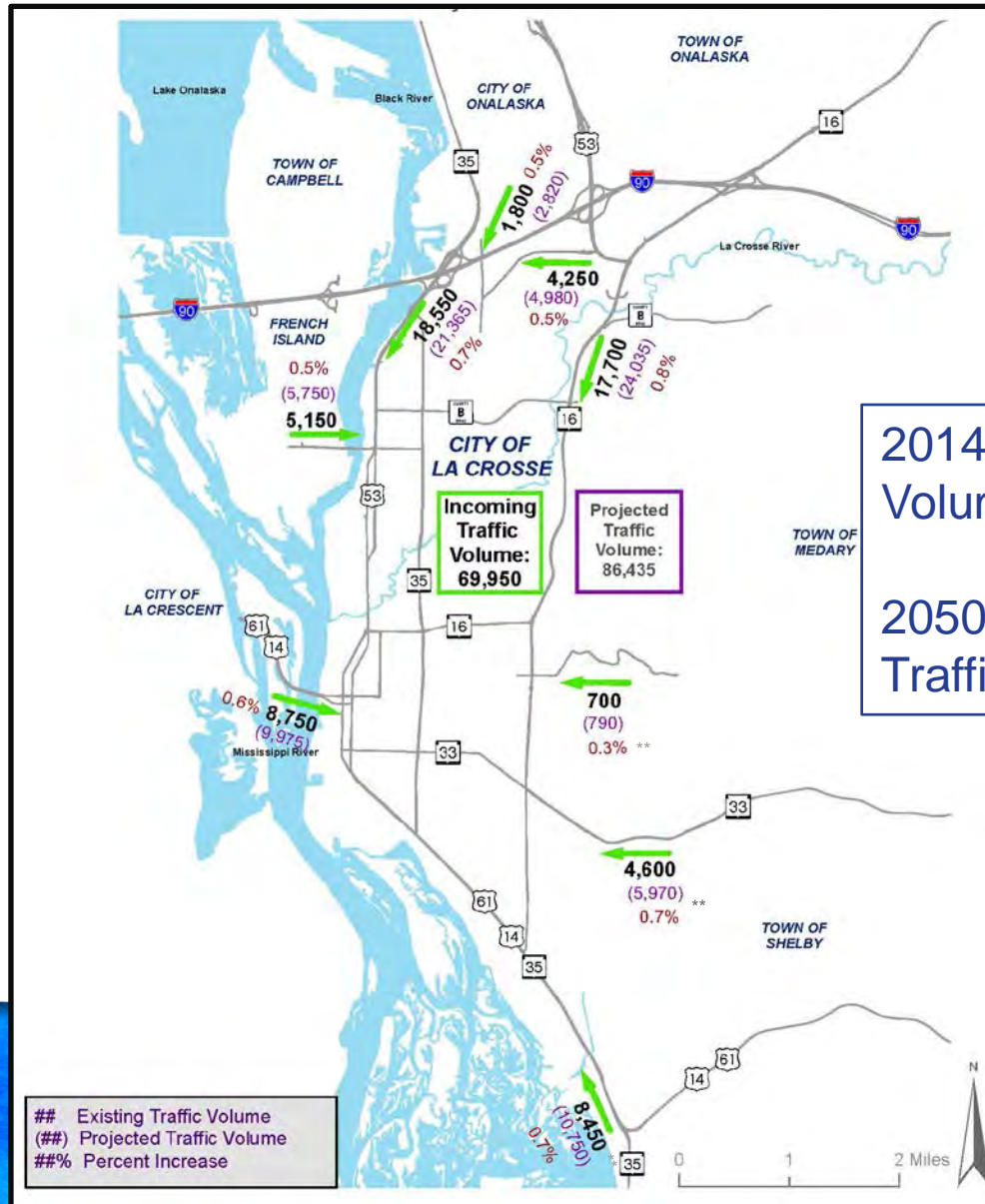


Traffic Forecasts

US 53 + WIS 35 + WIS 16 @ La Crosse River



Traffic Forecasts



2014 Incoming Traffic Volume: 69,950

2050 Future Incoming Traffic Volume: 86,435

*Source: Wisconsin Department of Transportation 2014 AADT Traffic Counts and Traffic Model

**does not take into account Taxis



Traffic Forecast Summary

Projected Change in Socio-economic and Traffic Statistics (2010-2040)

Statistic	% Change
Households*	18.3%
Population (La Crosse County)**	14.7%
Employment*	13.6%
Traffic Growth for Screenline (WIS16 + WIS35 + US53)*	11.9%

Source: *Cambridge Systematics, Inc.

**US Census Bureau



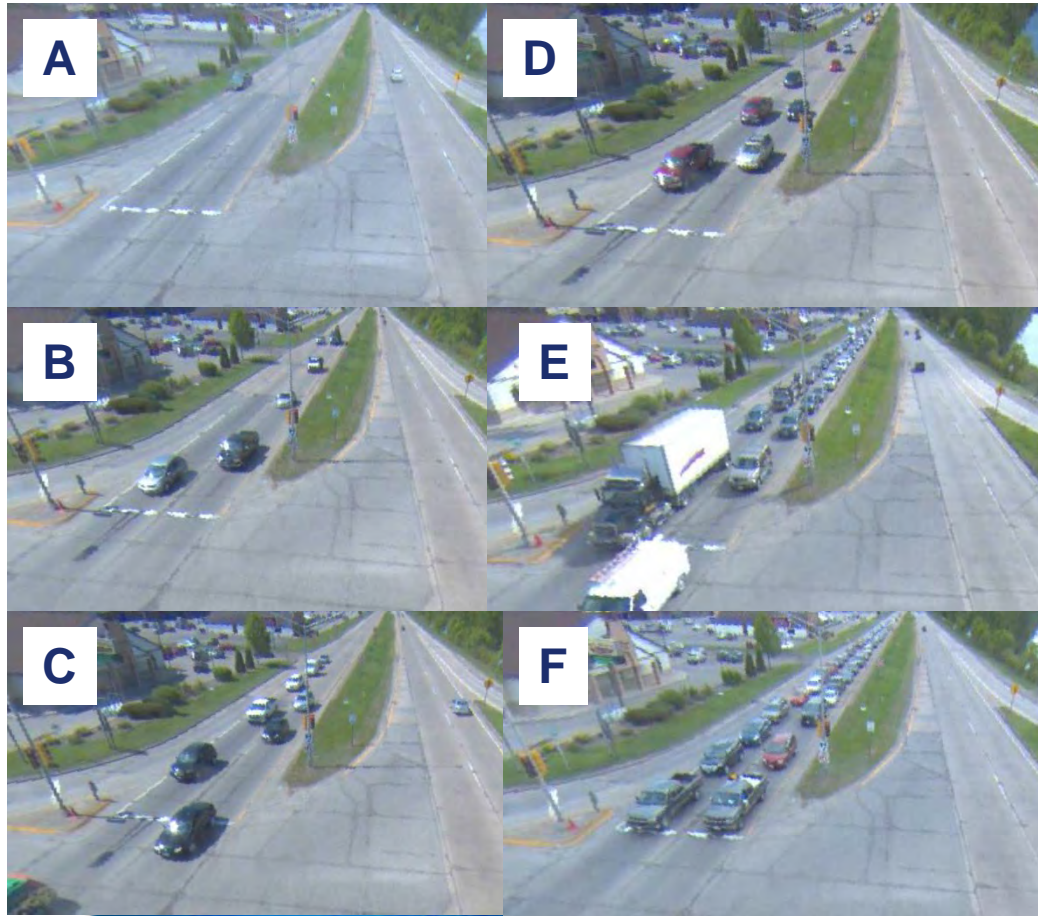
What factors go into transportation planning for the future?

- ▶ Community Plans
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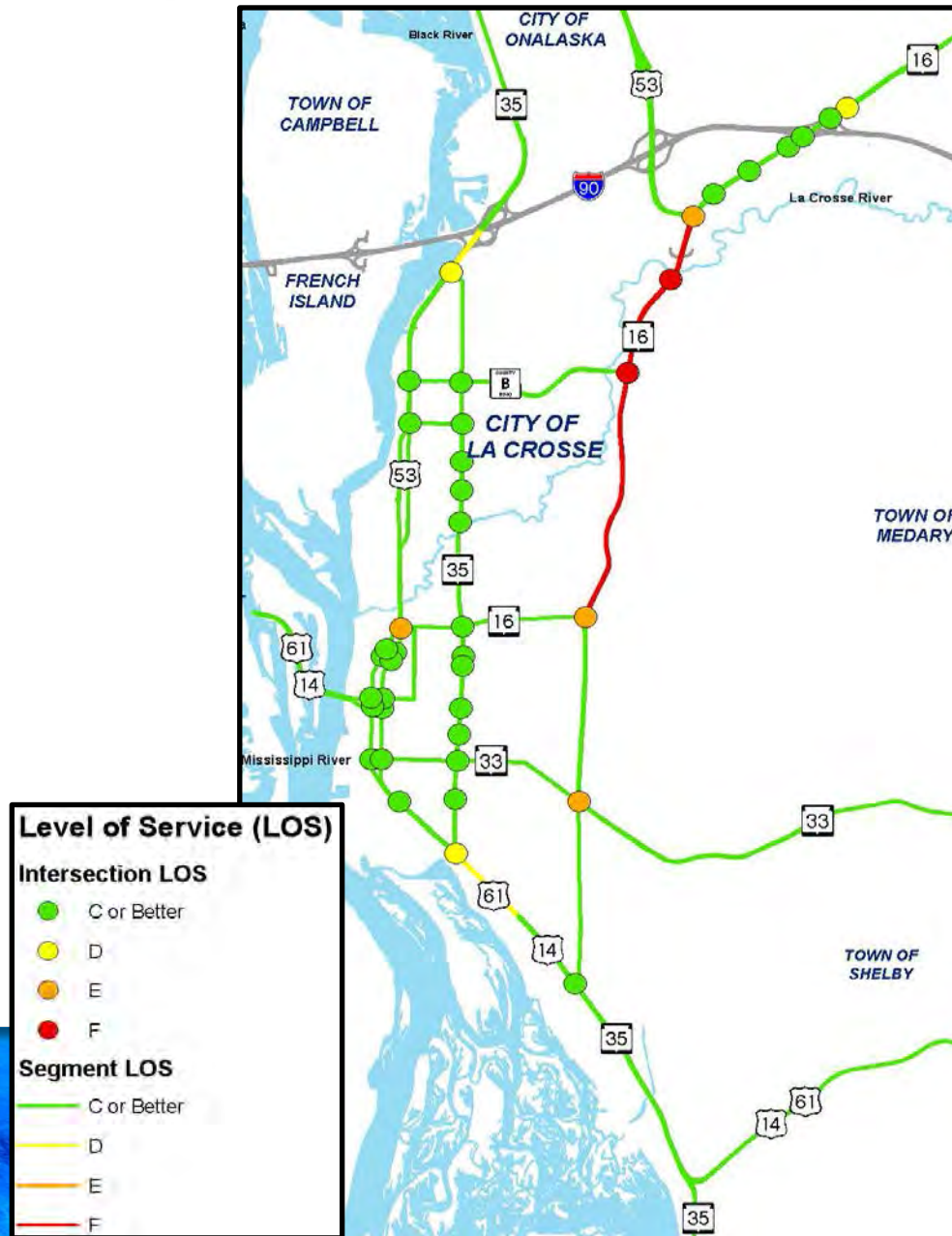
Level of Service LOS

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

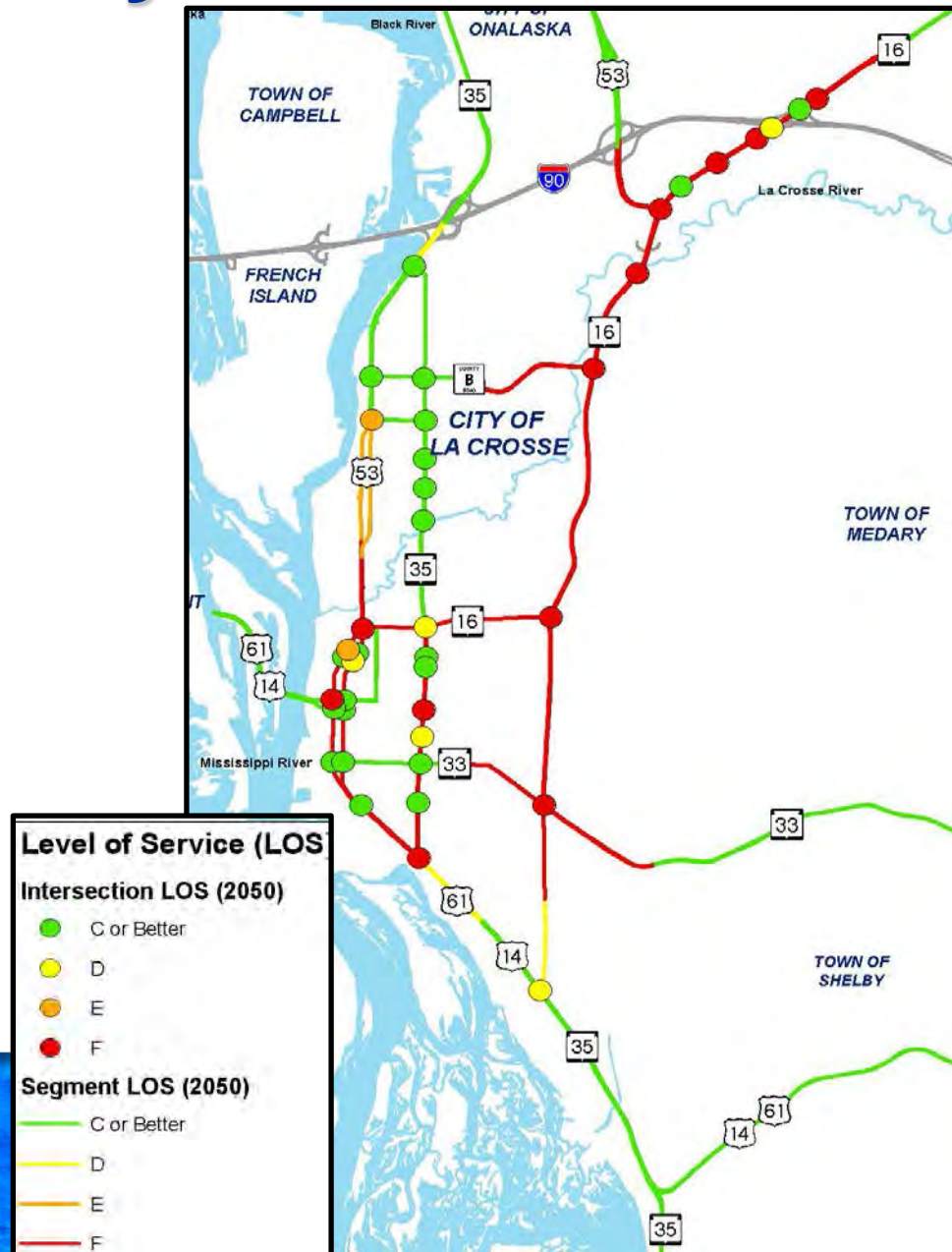


Level of Service	Congestion
A	Not congested
B	Not congested
C	Minimal congestion
D	Moderate congestion
E	Severe congestion
F	Extreme congestion

Capacity/LOS-Existing



Capacity/LOS-Future



What factors go into transportation planning for the future?

- ▶ Community Plans
- ▶ Population
- ▶ Employment
- ▶ Traffic Forecast
- ▶ Capacity
- ▶ **Bikes/Pedestrians/Transit**
- ▶ Freight
- ▶ Infrastructure



Focus Groups

- ▶ Two Focus Groups – Bicycles and Pedestrians & Transit
- ▶ Purpose: To get feedback from users
- ▶ Approximately 12 members each
- ▶ Two meetings – June and August



What factors go into transportation planning for the future?

- ▶ Community Plans
- ▶ Population
- ▶ Employment
- ▶ Capacity/Travel Times
- ▶ Bikes/Pedestrians/Transit
- ▶ **Freight**
- ▶ Existing Infrastructure
- ▶ Strategies



Freight

By 2040, U.S. freight volume will grow to 29 billion tons—an increase of **45%**.



Major gains in freight movement are predicted by 2040

By 2040, the value of freight will grow to \$39 trillion—an increase of 125%.



Freight Movement is Multimodal

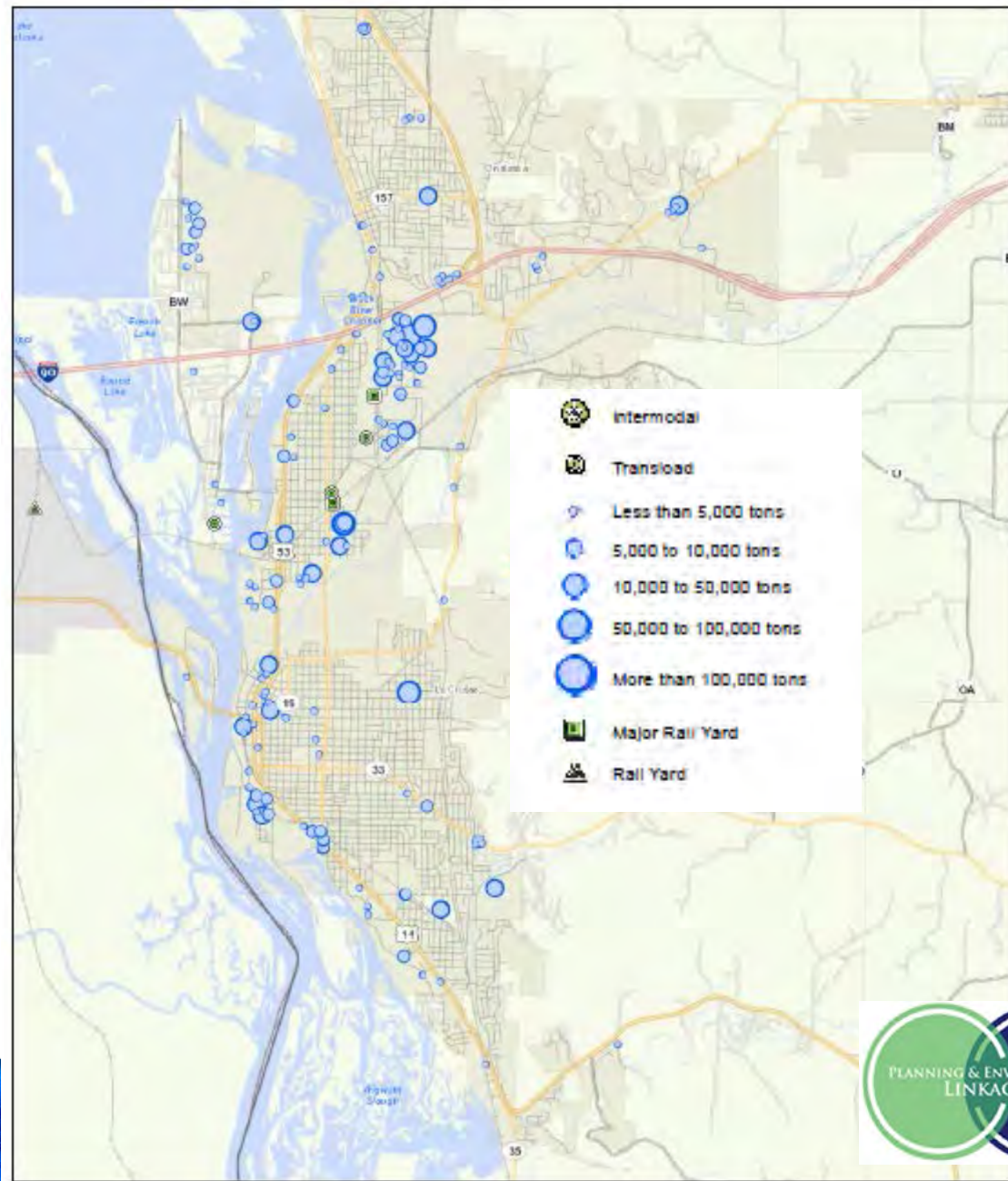
Every mode of transportation moves freight, but trucking is the primary mode of freight travel.

54

million tons of freight move across our nation every day

	2012	(in tons)	2040
 Truck	13.2 billion	+43%	18.8 billion
 Rail	2.0 billion	+37%	2.8 billion
 Waterborne	975 million	+10%	1.1 billion
 Air	15 million	+250%	53 million

Freight Shippers & Receivers



What factors go into transportation planning for the future?

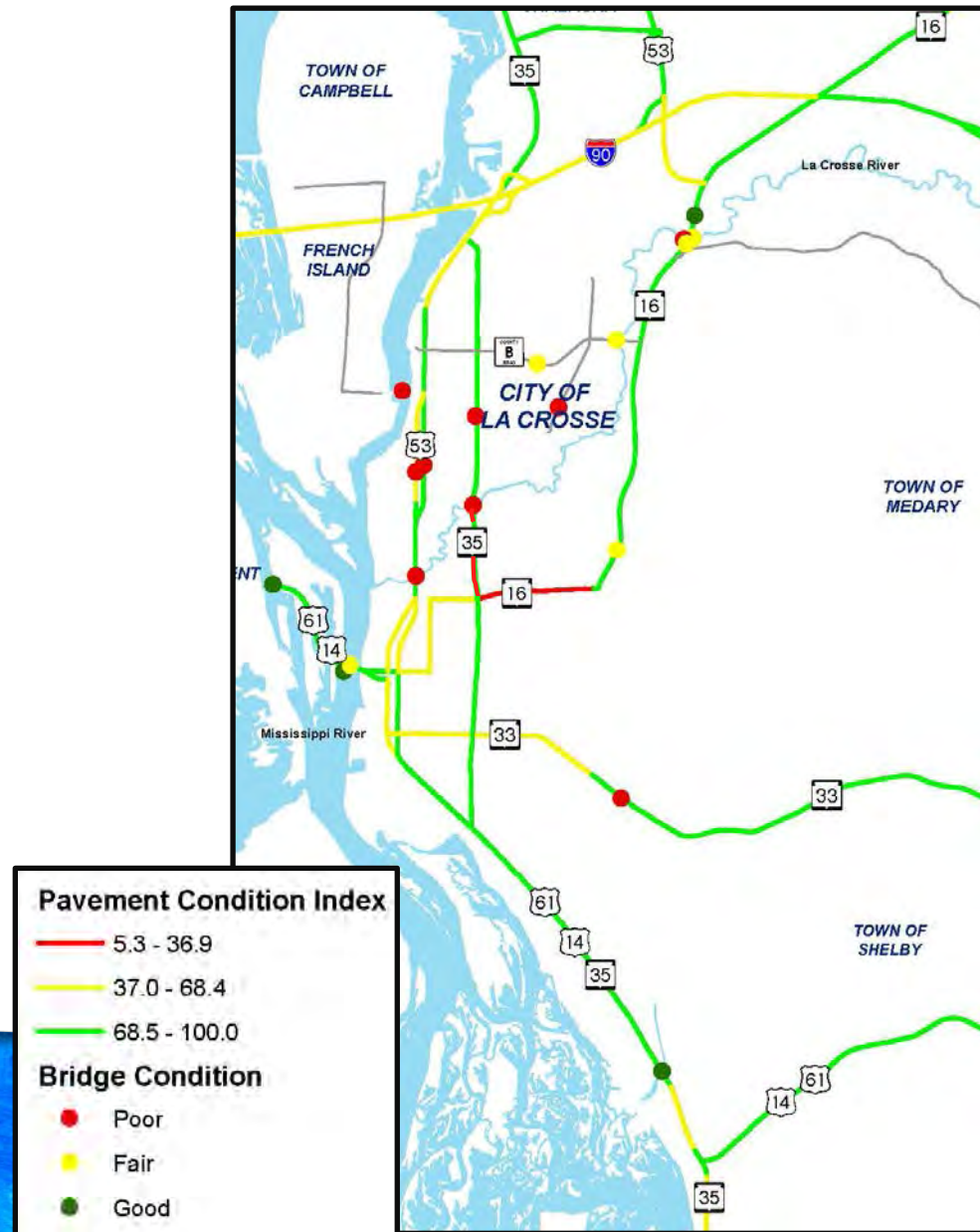
- ▶ Community Plans
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- ▶ Freight
- ▶ **Infrastructure**



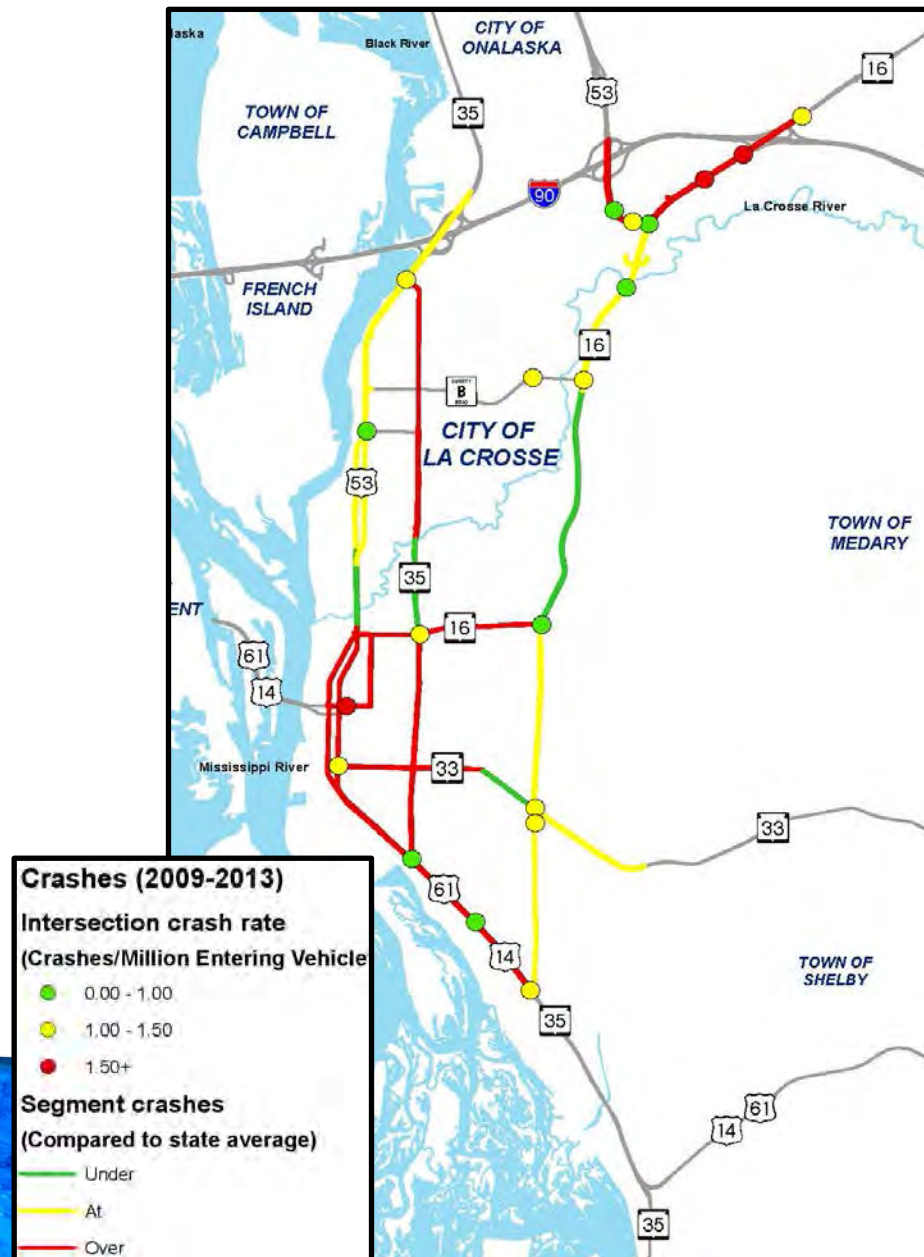
Pavement Surface Age



Pavement & Bridge Condition



Crash Rates-Existing



Broad Strategies



Broad Strategy Examples - Roads



Broad Strategy Examples – Bike/Ped/Transit

Improve Bike/Ped

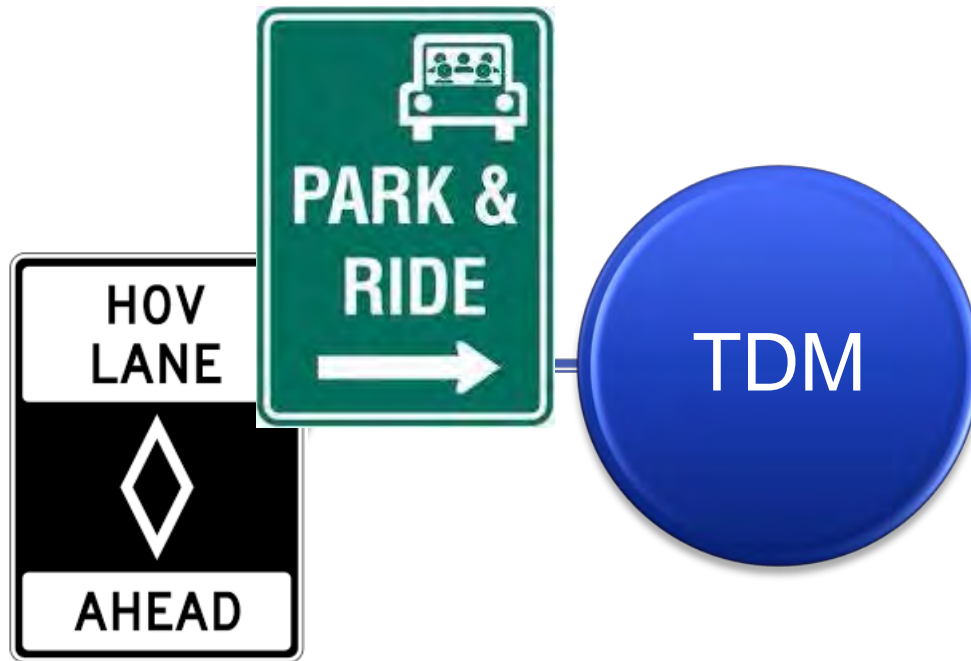
- Sidewalks and additions
- Multi-use paths and trails
- Bike lanes
- Sharrows
- Urban design and aesthetics



Improve Transit

- More routes
- Increase efficiency
- Bus Rapid Transit (BRT)
- Increase frequency/stops

Broad Strategy Examples – Travel Demand Management (TDM)



- Carpooling
- Flex work hours
- High Occupancy Vehicle (HOV) lanes
- Bike/Ped/Transit facilities
- Park and Rides

Broad Strategy Examples – Policy



Policy

- Parking fees/permits
- Transportation utility fee
- Urban design/land use
- Complete Streets
- User fees

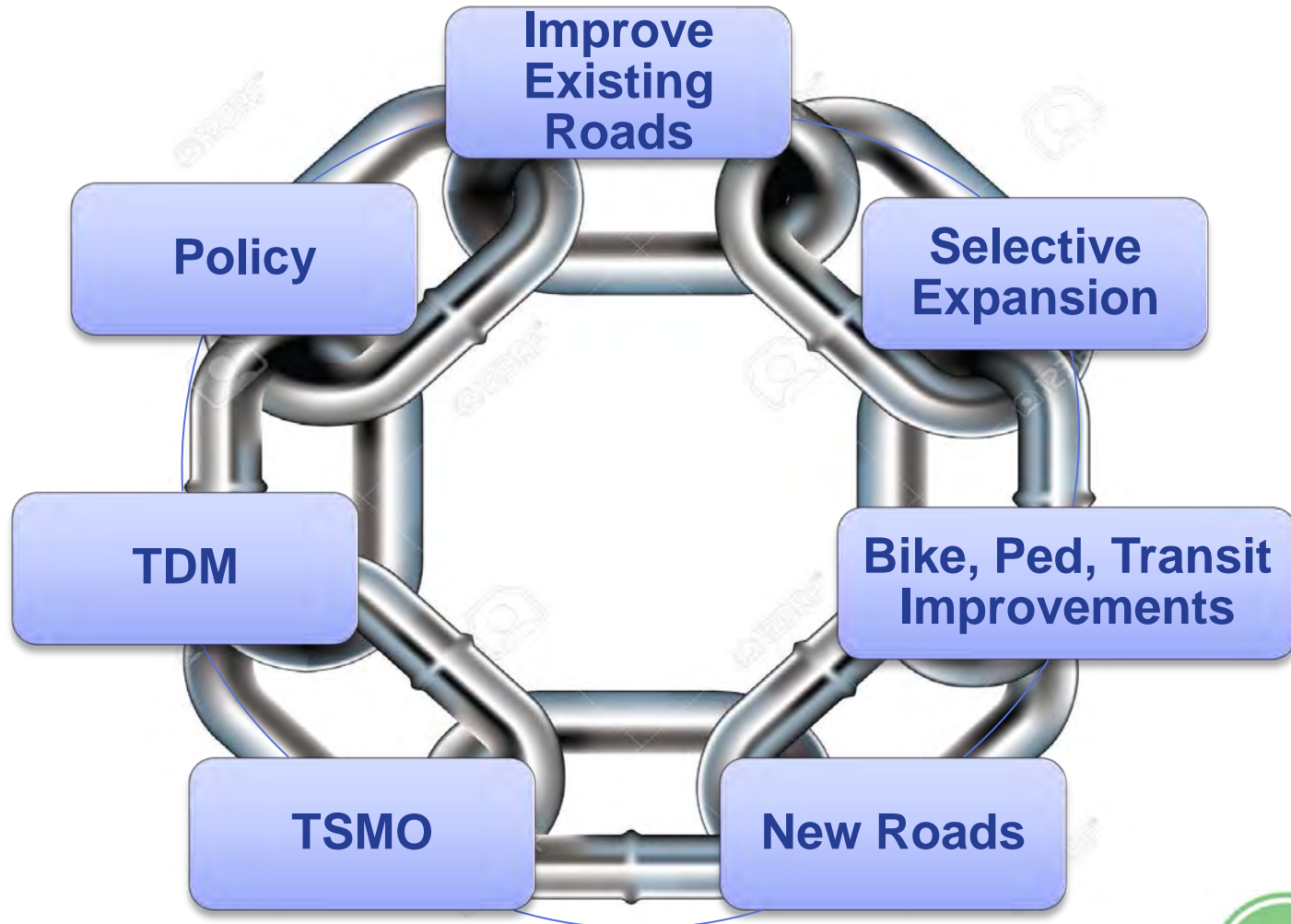
Broad Strategy Examples – Transportation System Management, Operations, and Technology (TSMO)



TSMO

- Improved signal coordination
- ITS-supported traffic management
- Driverless car
- Centralized TSMO controls

Broad Strategy Packages are Linked



Strategy Funneling Process

Strategy Packages

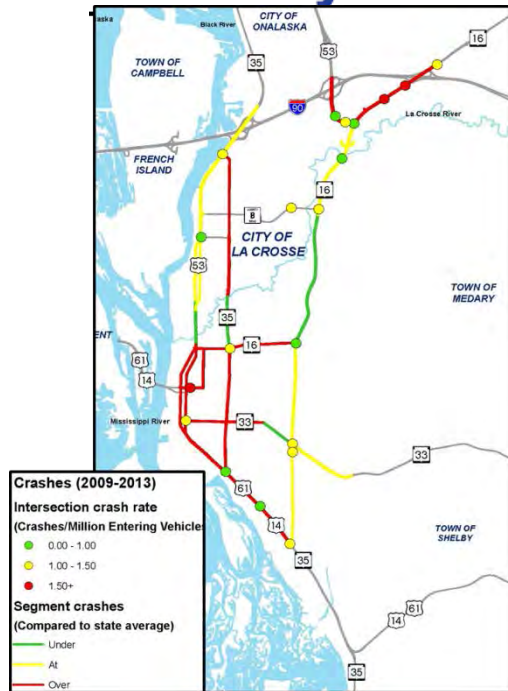


Goal and Objectives

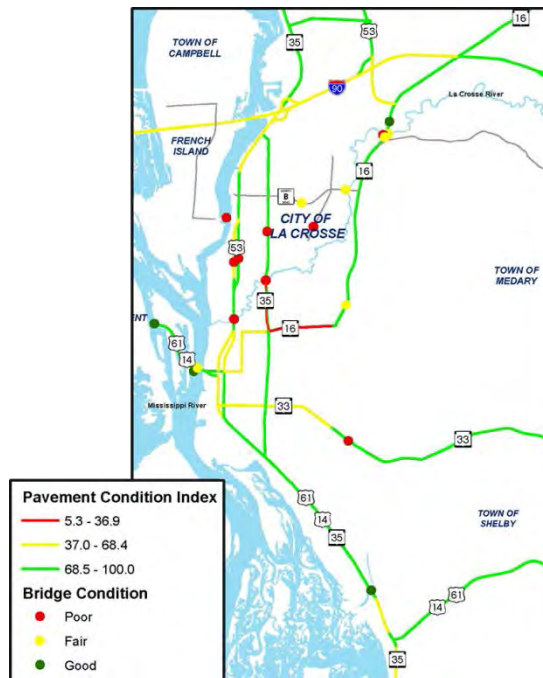
Recommended
Strategy Packages

Goal → Remove all Red

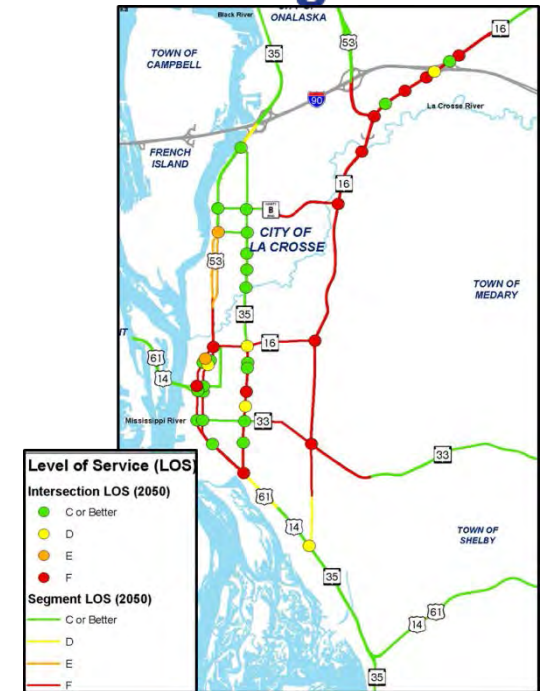
Safety



Infrastructure

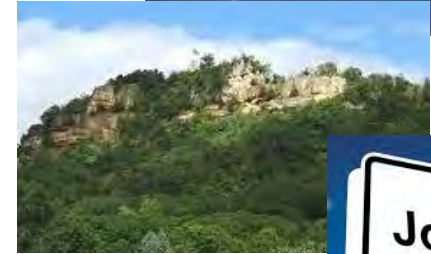


Congestion



Schedule

- ▶ PIM 3: September 2015
 - Focus: present strategy findings and eliminated options



2015

WINTER SPRING SUMMER FALL WINTER

STUDY PROCESS

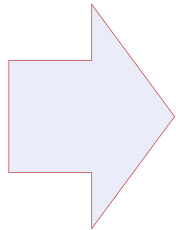
Work
Plan

Data collection
Strategy Development

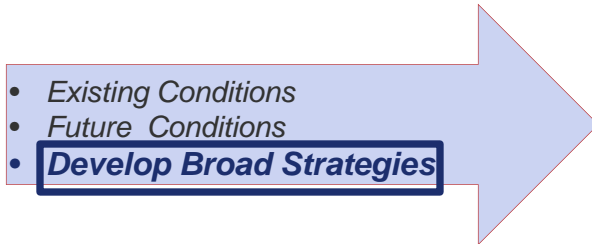
Evaluation

Refine

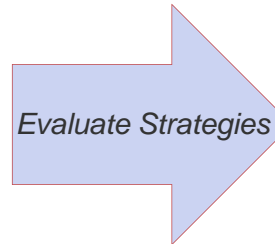
Final Report



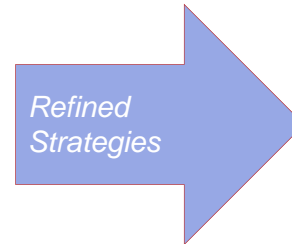
- Existing Conditions
- Future Conditions
- **Develop Broad Strategies**



Evaluate Strategies



Refined
Strategies



Recommend
Refined
Strategies



Thank you for Participating

- ▶ Investigate the Work Stations
- ▶ Make sure to add some Strategy ideas to the maps
- ▶ Fill out a comment form
- ▶ Visit www.CouleeRegionStudy.dot.wi.gov
- ▶ Look for our upcoming PIM in September



Questions?

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