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

Andrew Winga, PE
WisDOT Project Manager

Angela Adams, PE
WisDOT Project Chief

Steve Flottmeyer, PE
WisDOT Project Supervisor

Francis Schelfhout
WisDOT Bike and Pedestrian Coordinator

Steve Vetsch
WisDOT Environmental Coordinator

Darren Fortney, AICP, NCI, LEED-GA
SEH Consultant Project Manager

Jim Hanson, PE, PTOE
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

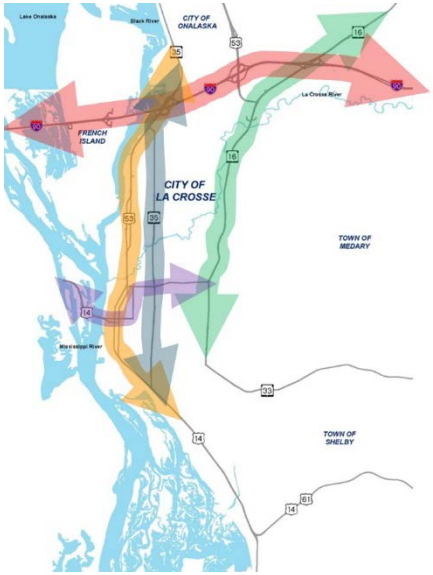
Previous Meetings
Other Public Outreach

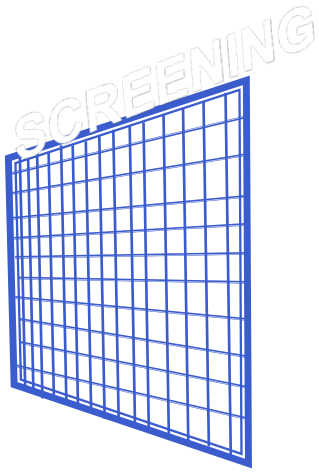
- Grandview-Emerson Neighborhood Association
- La Crosse Mayors Neighborhood Conference
- Outdoor Recreation Alliance
- UWL Student Association
- La Crosse Chamber
- Local Businesses

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

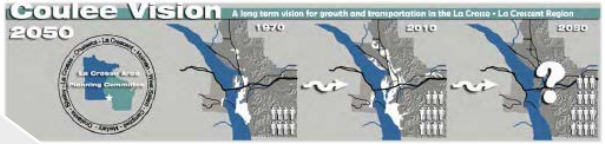
WISCONSIN DEPARTMENT OF TRANSPORTATION

PLANNING & ENVIRONMENT LINKAGES

What factors go into transportation planning for the future?

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

Community Plans



Coulee Vision 2050

A Vision for the La Crosse-La Crescent Area

Prepared for:
La Crosse Area Planning Committee

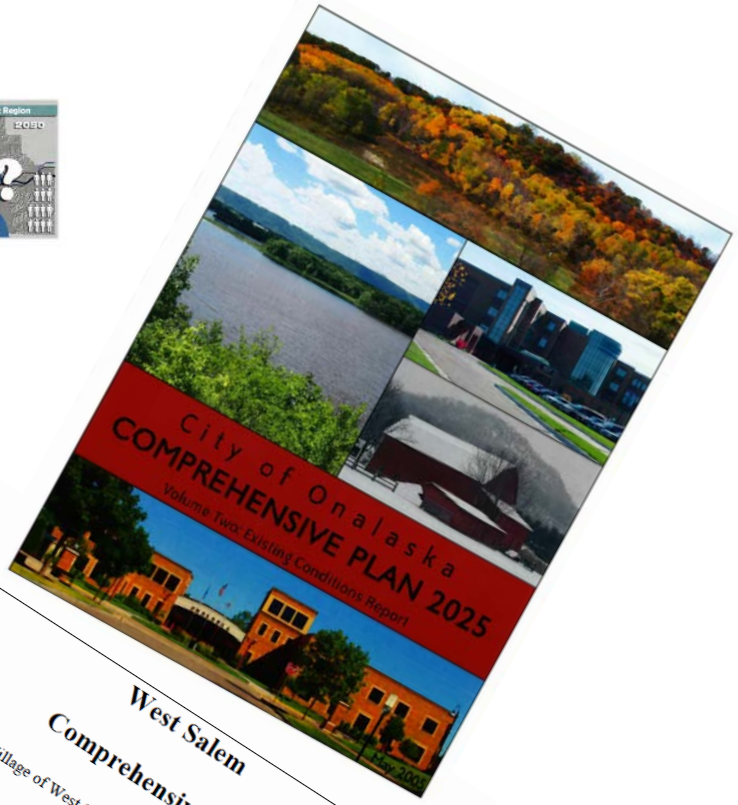
La Crosse County, Wisconsin

Comprehensive Plan 2007 – 2027

20-year Comprehensive Land Use Planning Guide

Approved 3-20-2008

Schreiber / Anderson Associates, Inc.



West Salem
Comprehensive Plan

Village of West Salem, La Crosse County, WI

Adopted March 4, 2008
Schreiber/Anderson Associates, Inc

Amended April 20, 2010
Structure & Environment, LLC

WISCONSIN DEPARTMENT OF TRANSPORTATION

PLANNING & ENVIRONMENT LINKAGES

What factors go into transportation planning for the future?

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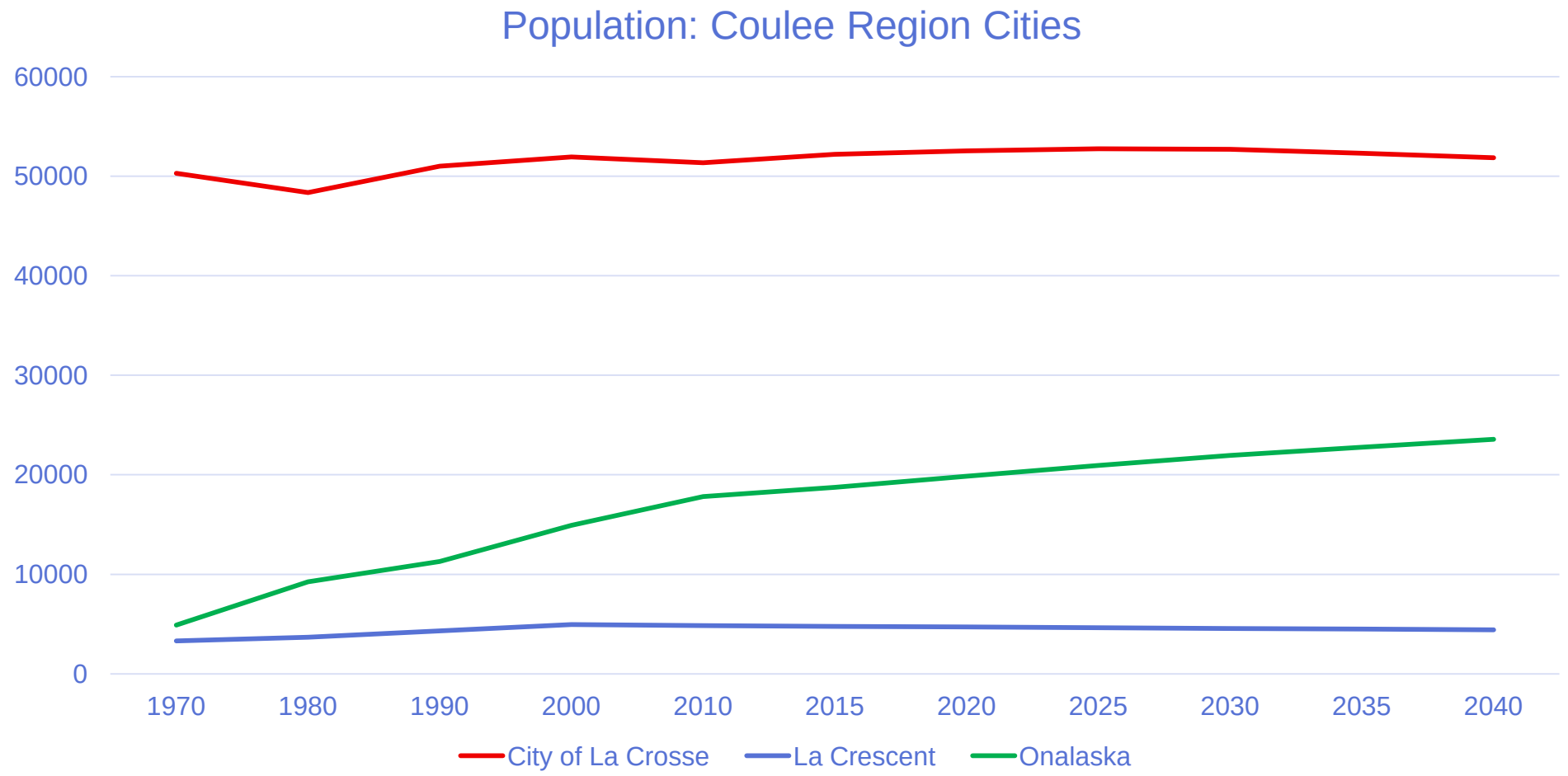
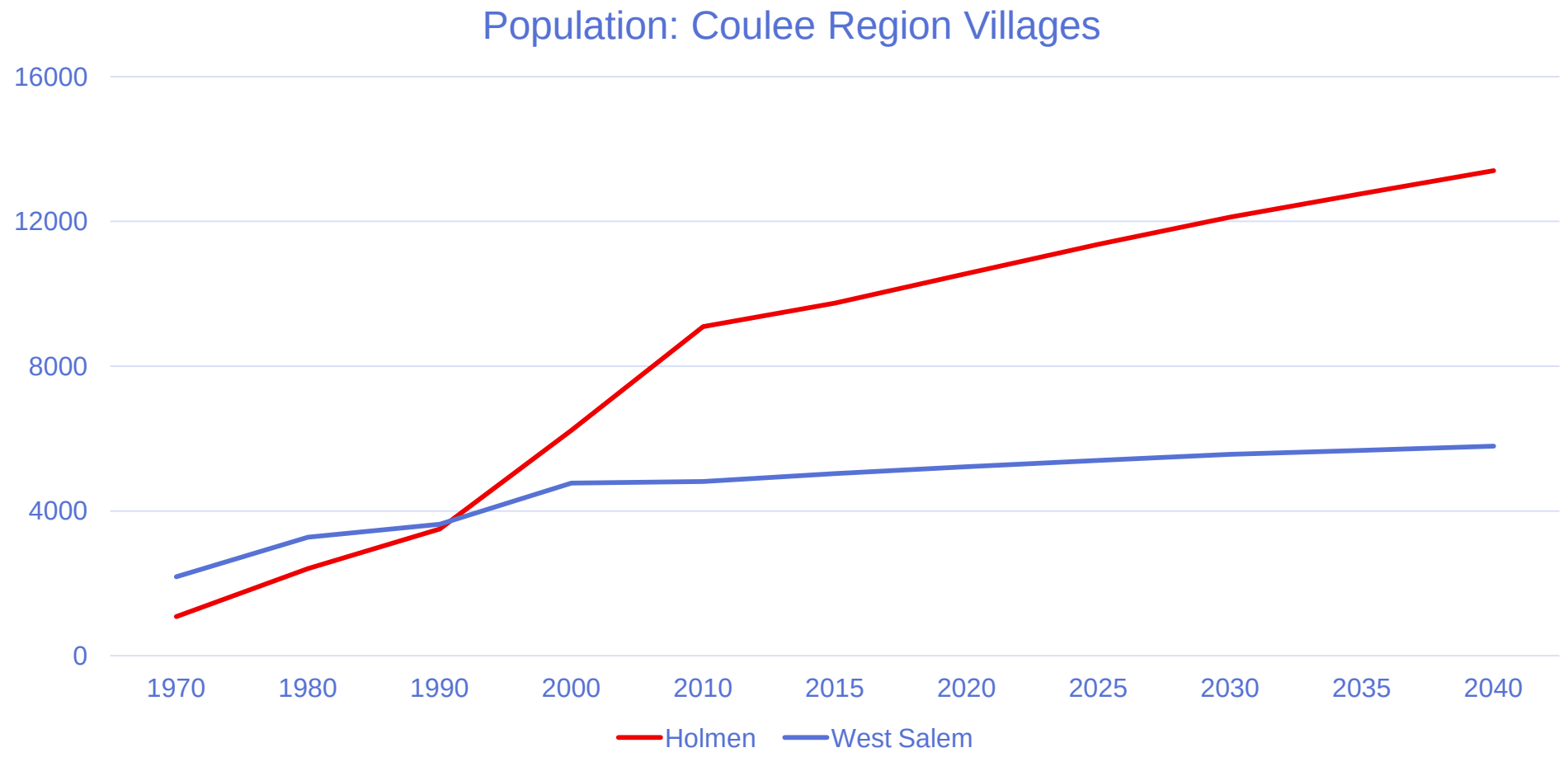
- Infrastructure

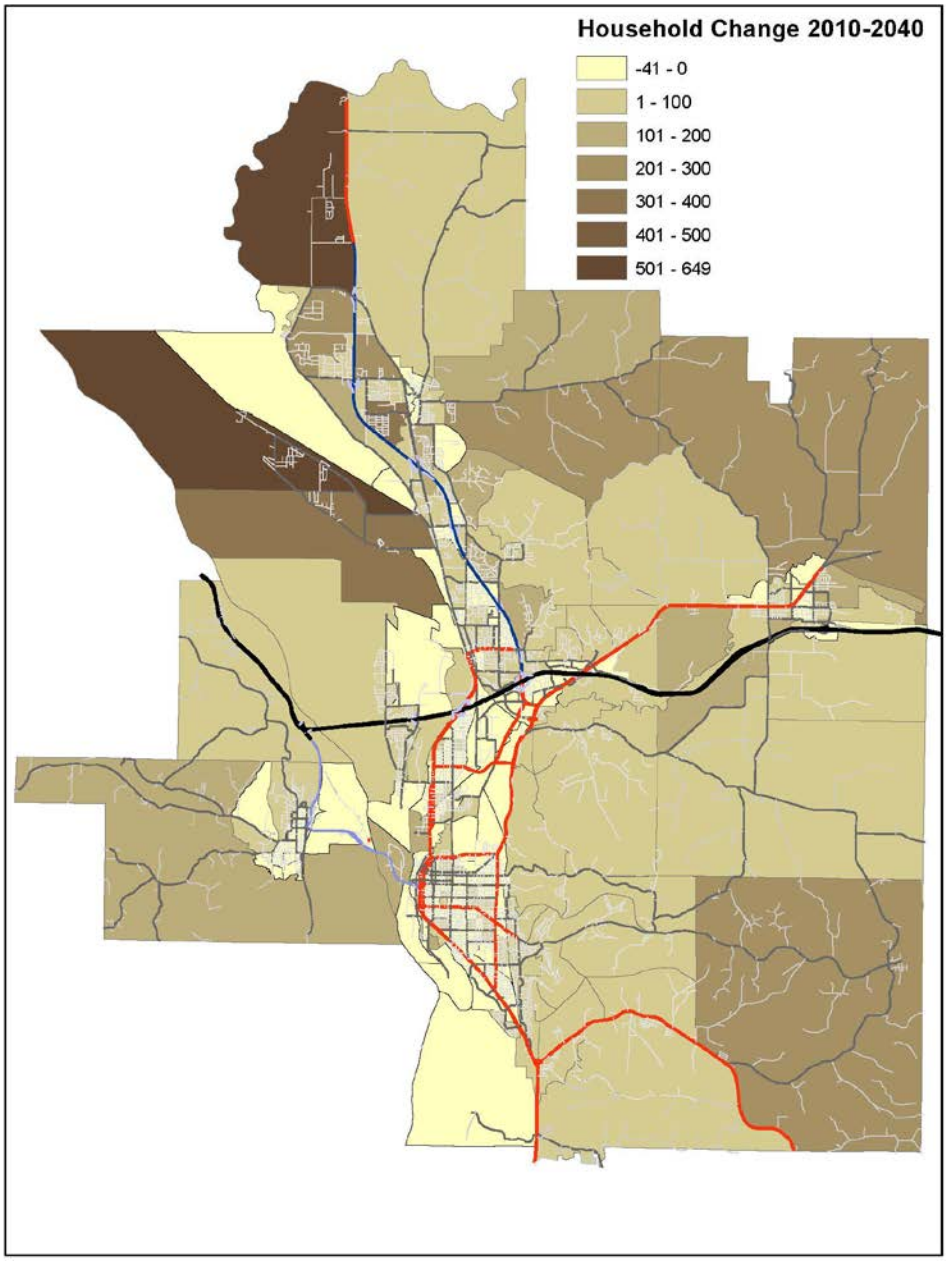
Population 1970 - 2040



Population 1970 - 2040



Household 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
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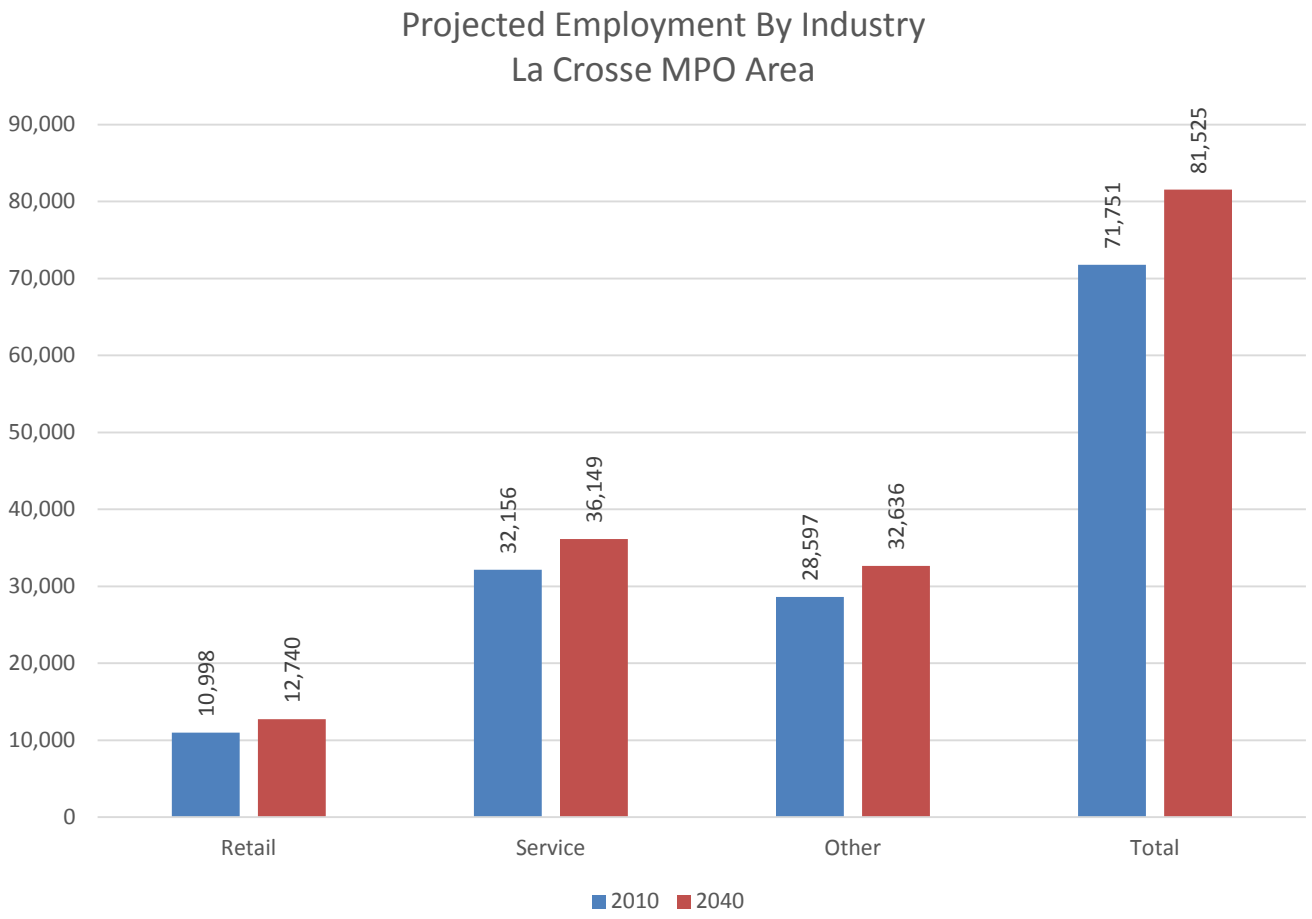
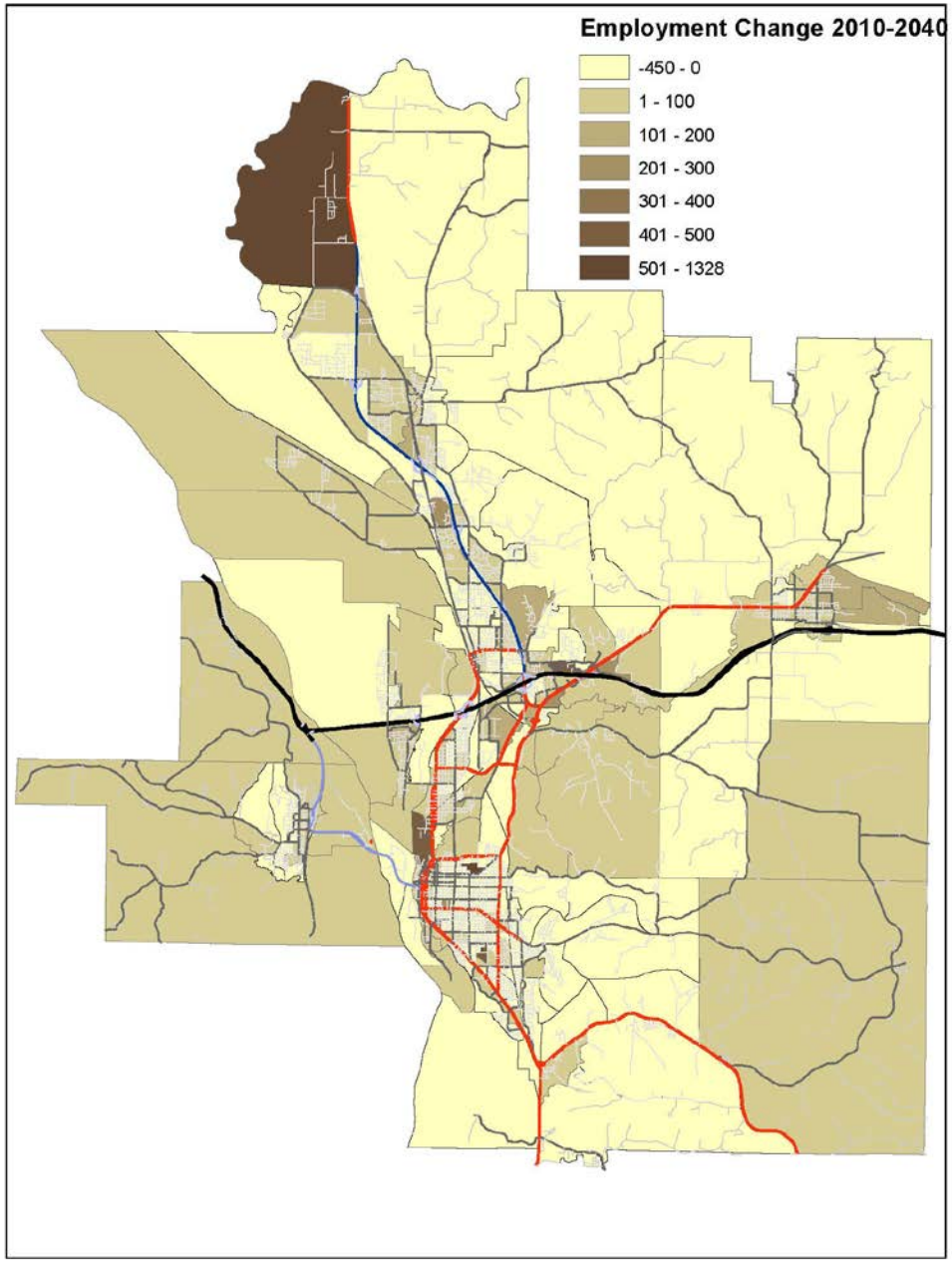
Employment By Sector: 2010-2040



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?

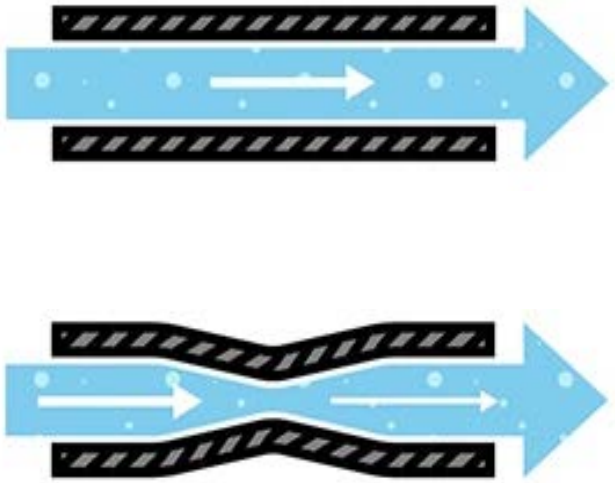
- Community Plans
- Population
- Employment
- **Traffic Forecast**
- Capacity
- Bikes/Pedestrians/Transit
- Freight
- Infrastructure

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

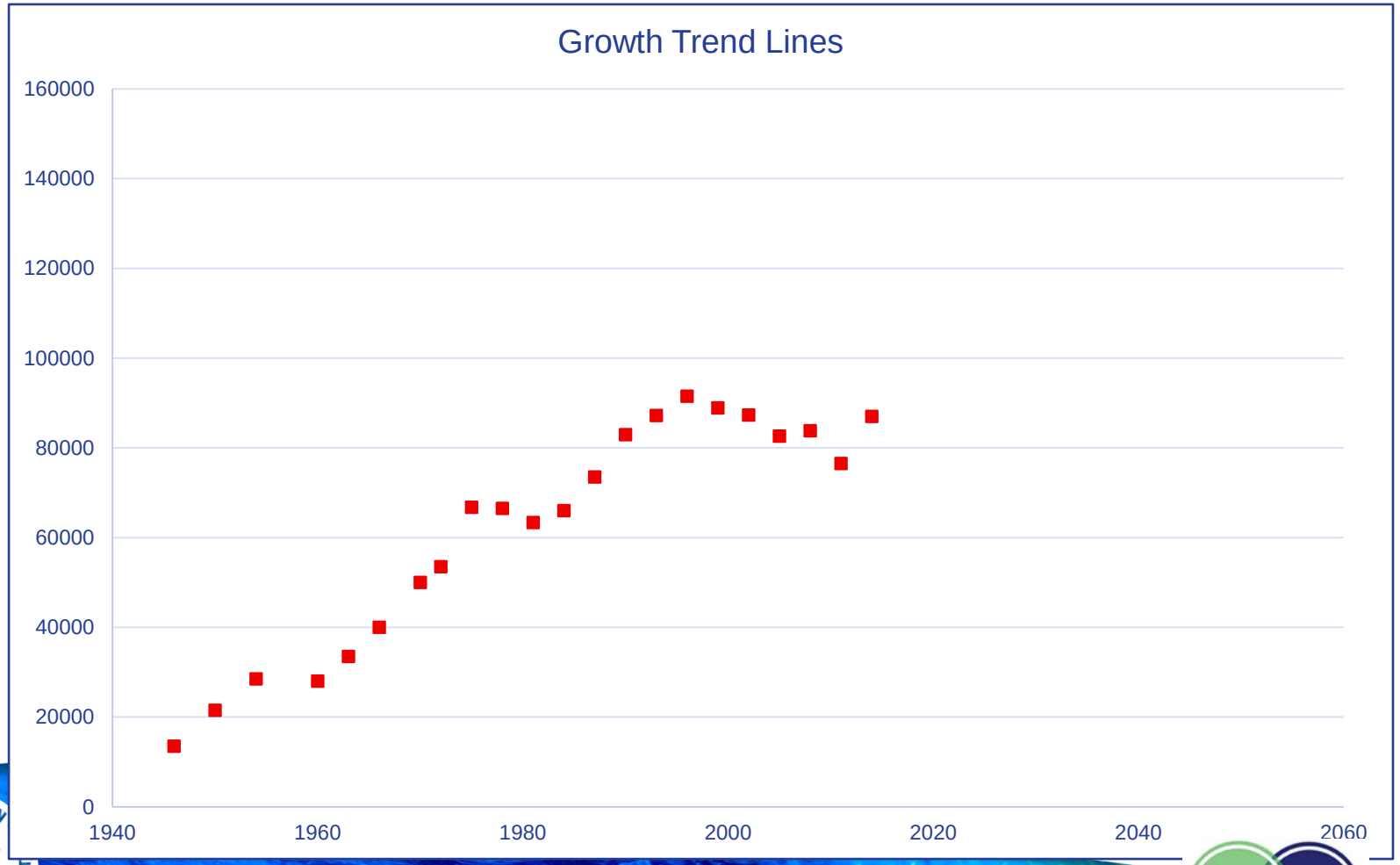
Traffic Forecasts

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

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

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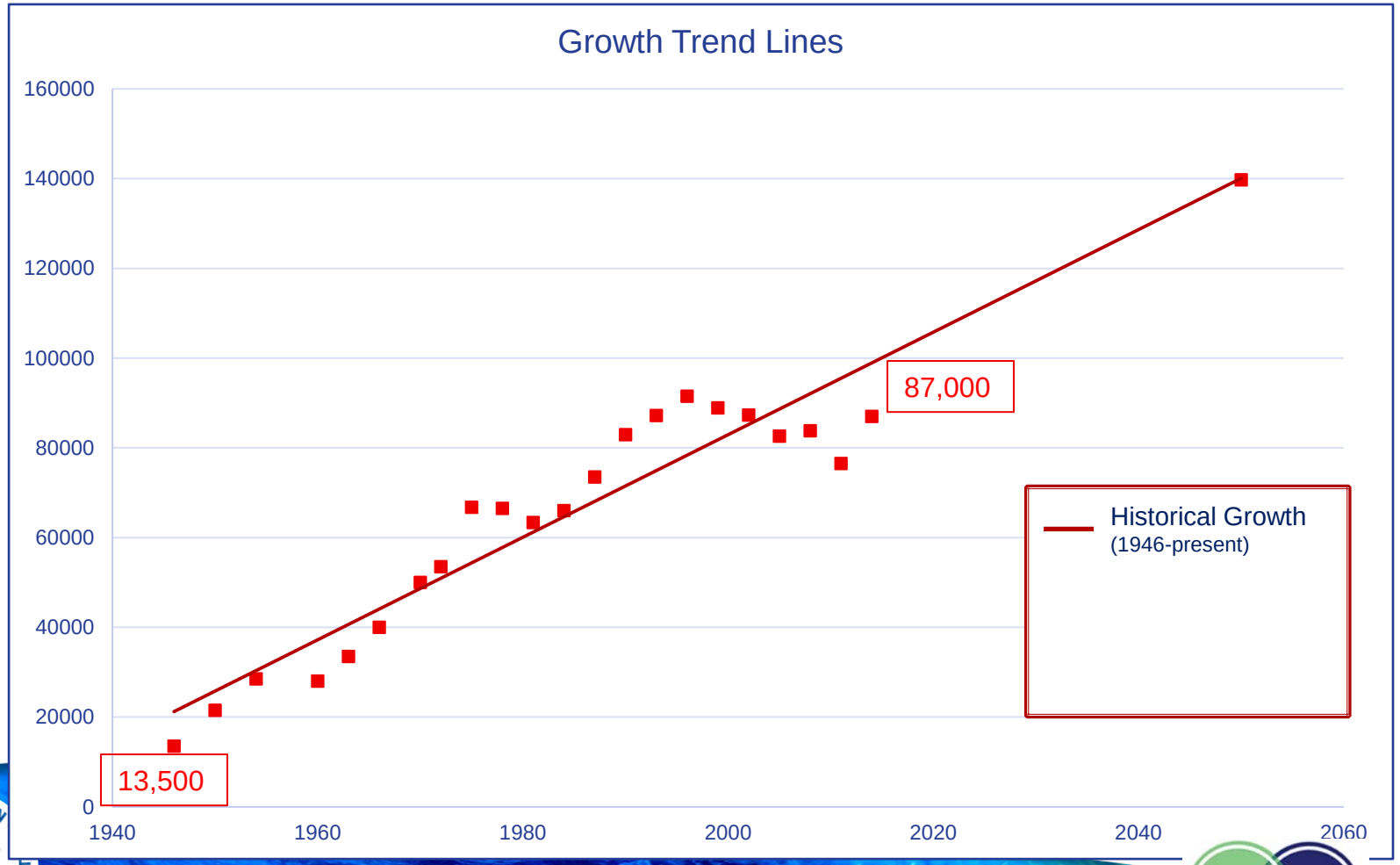

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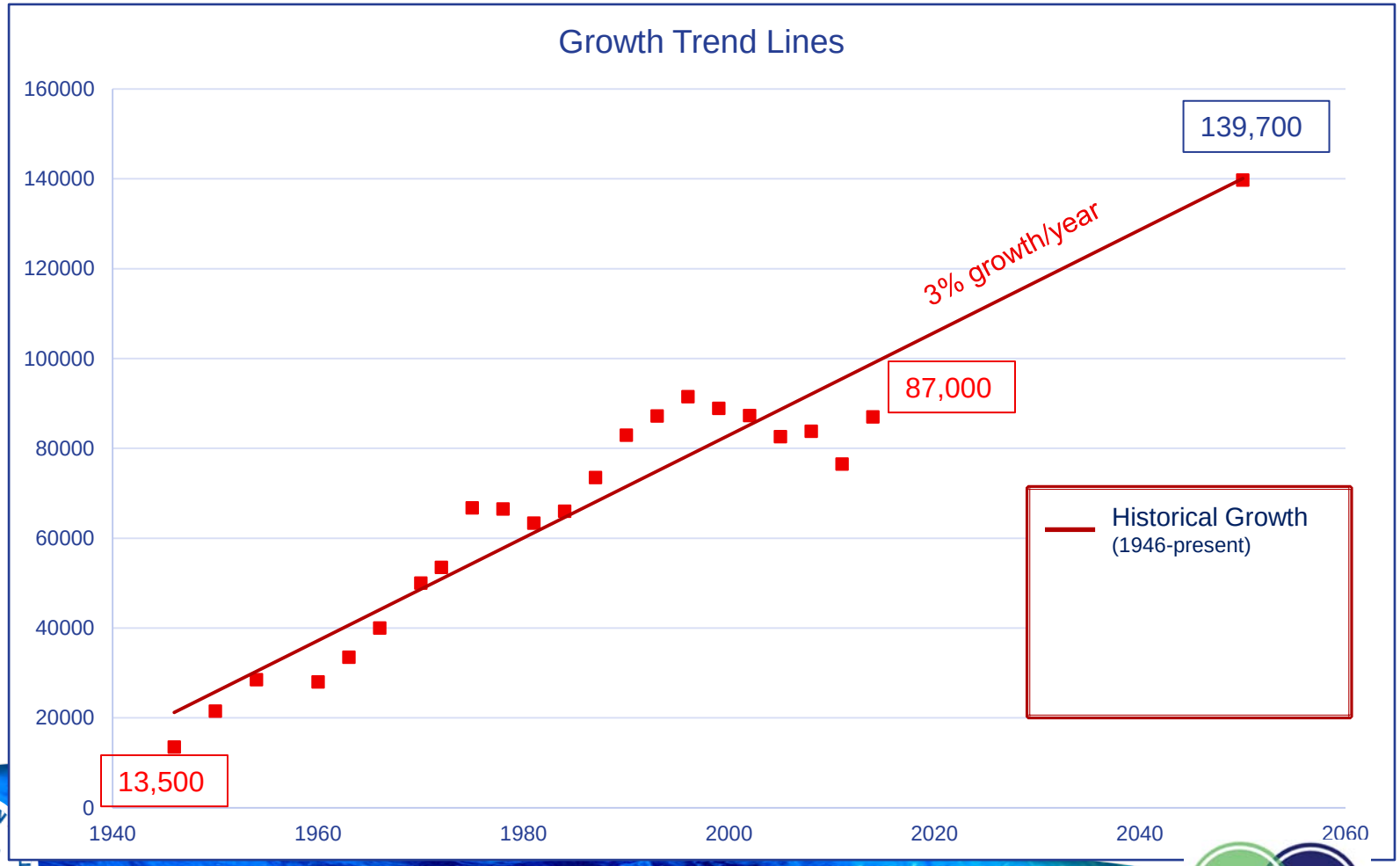

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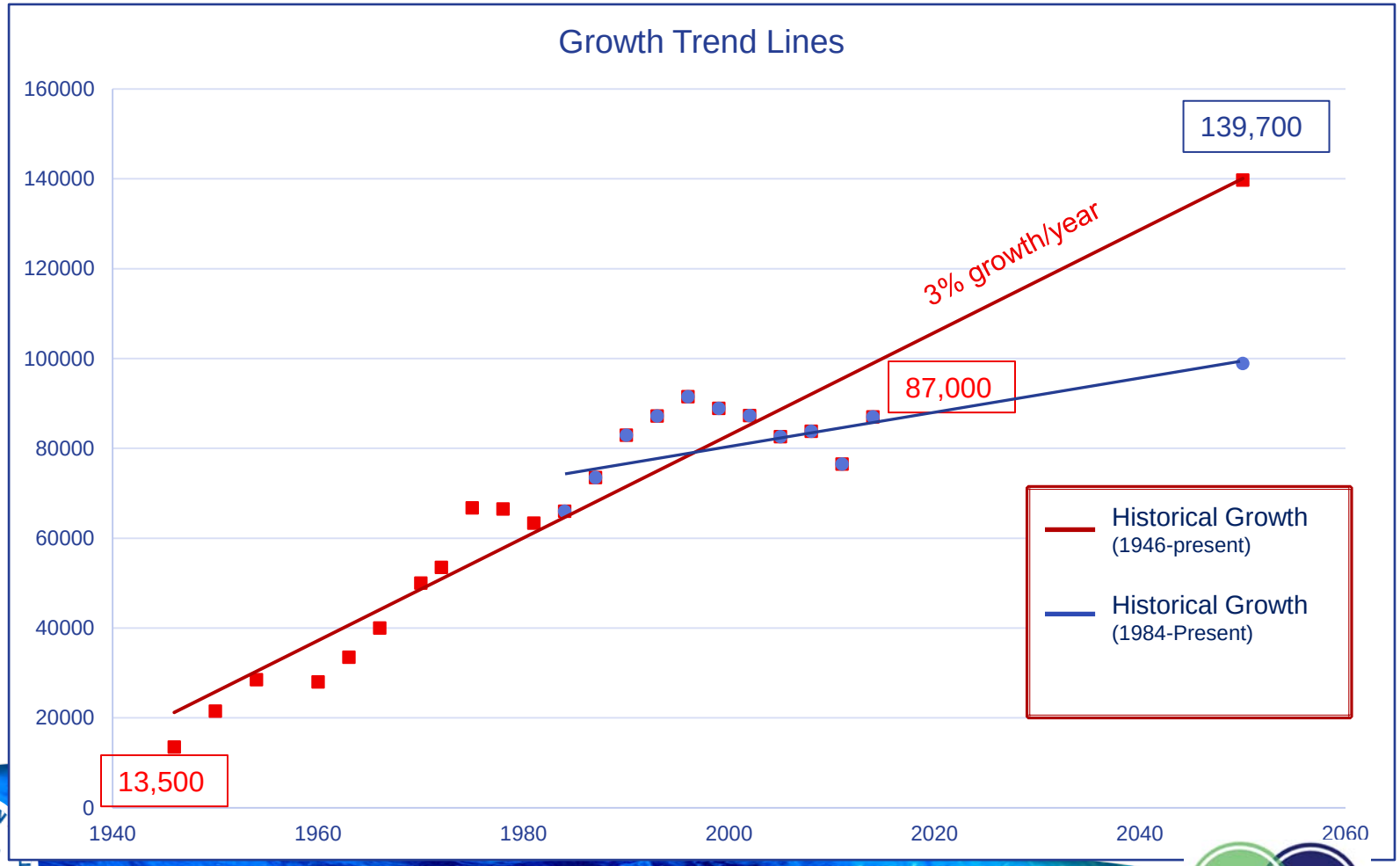

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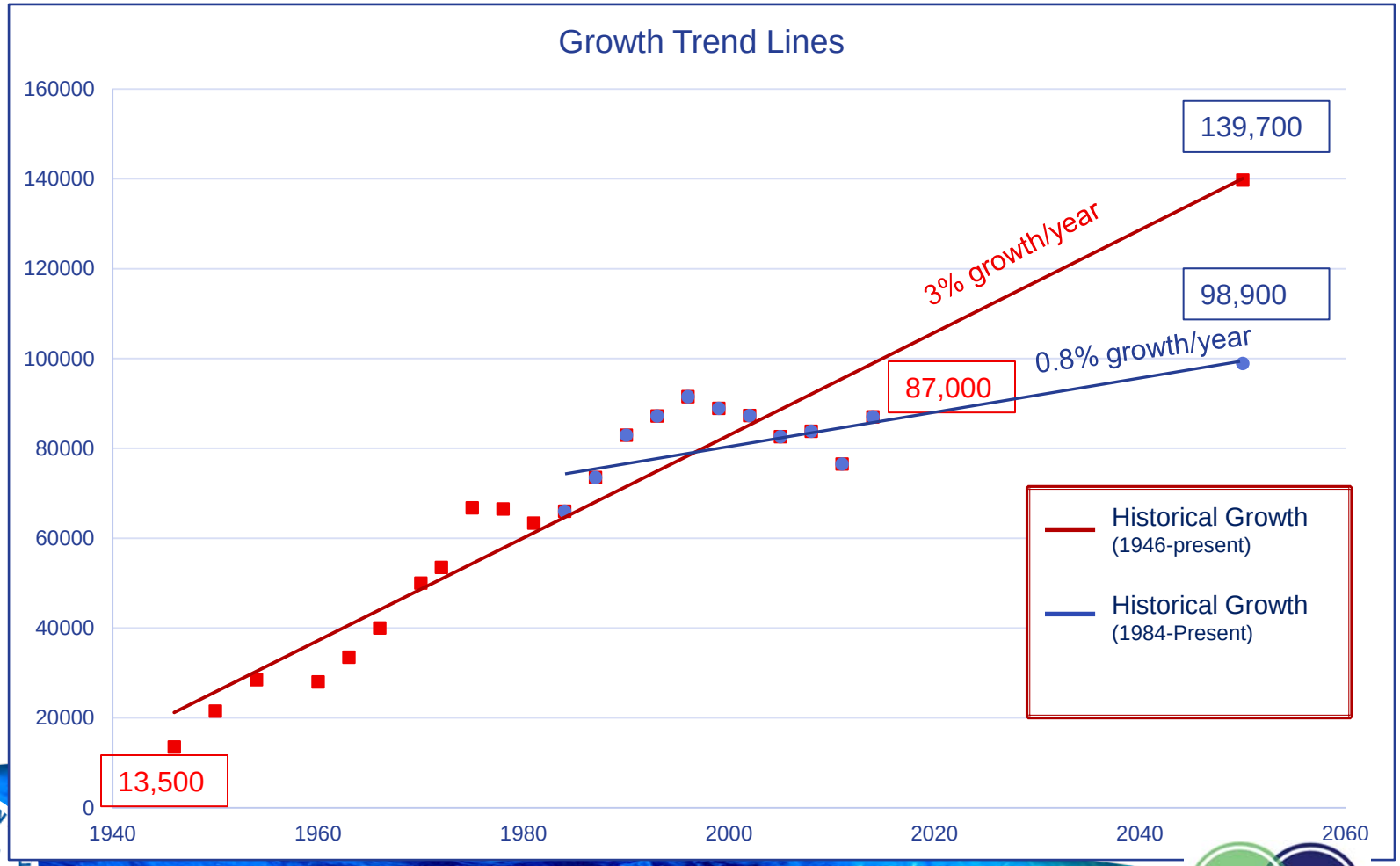

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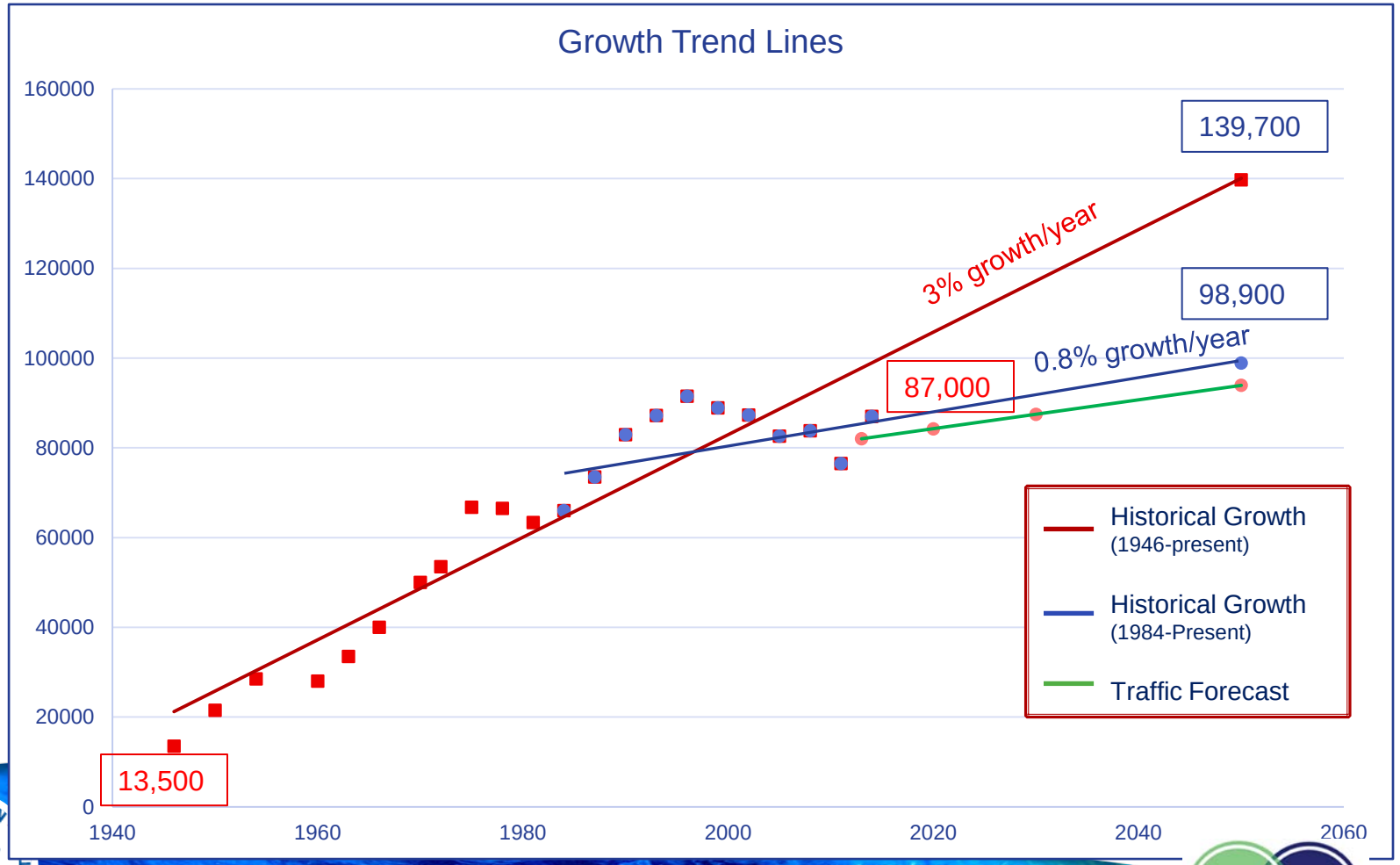

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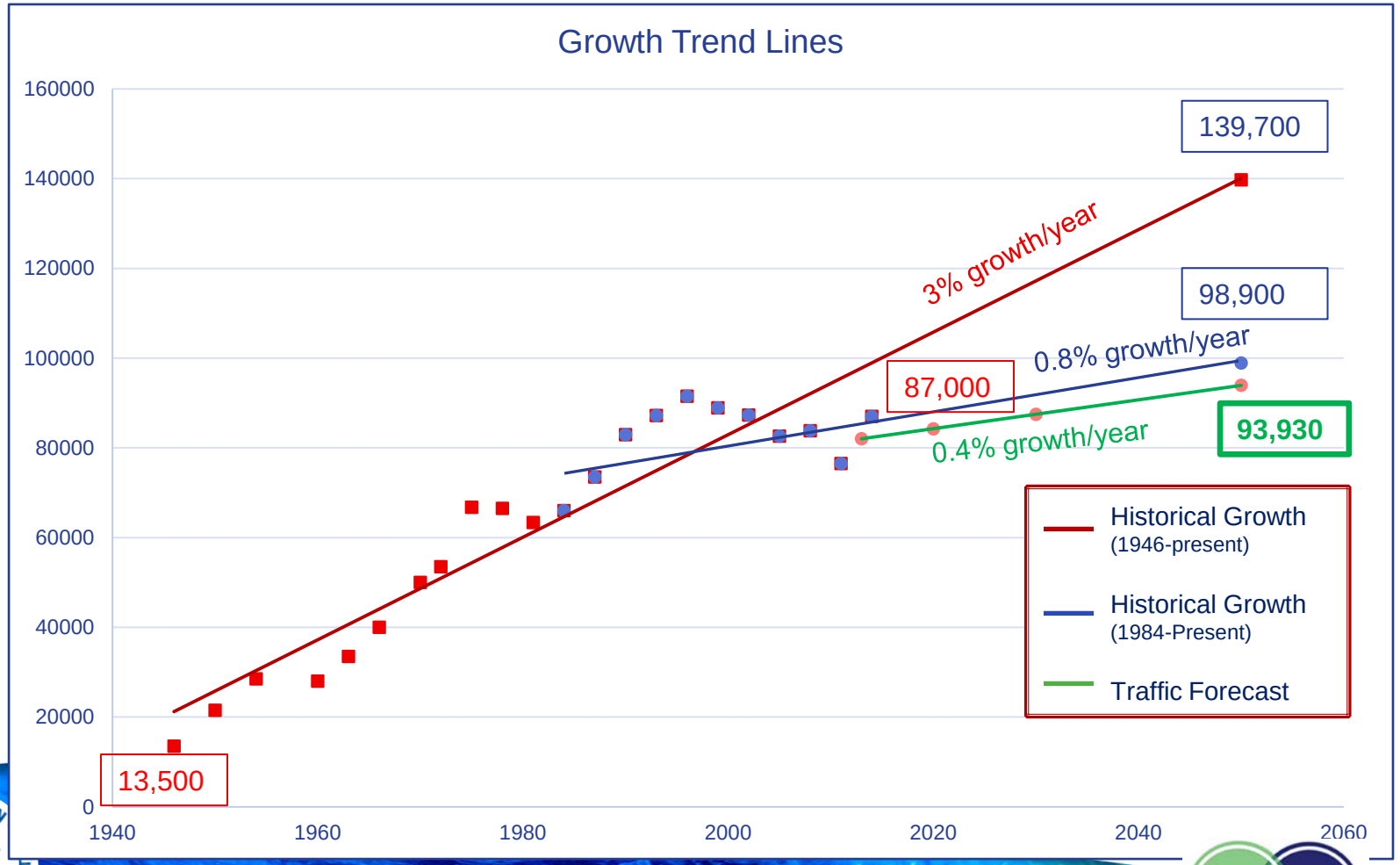
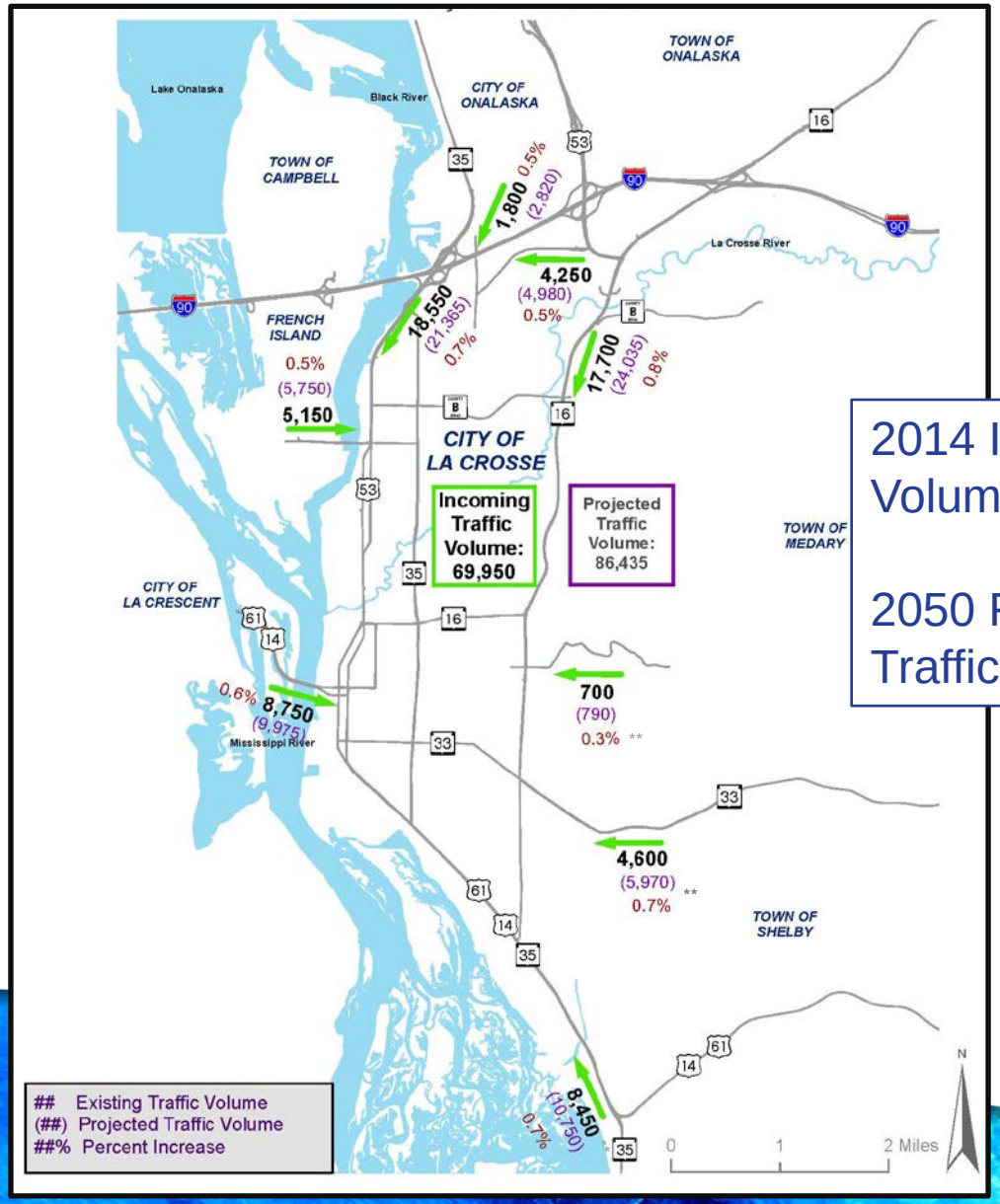


Traffic Forecasts



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 Tafis*

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%

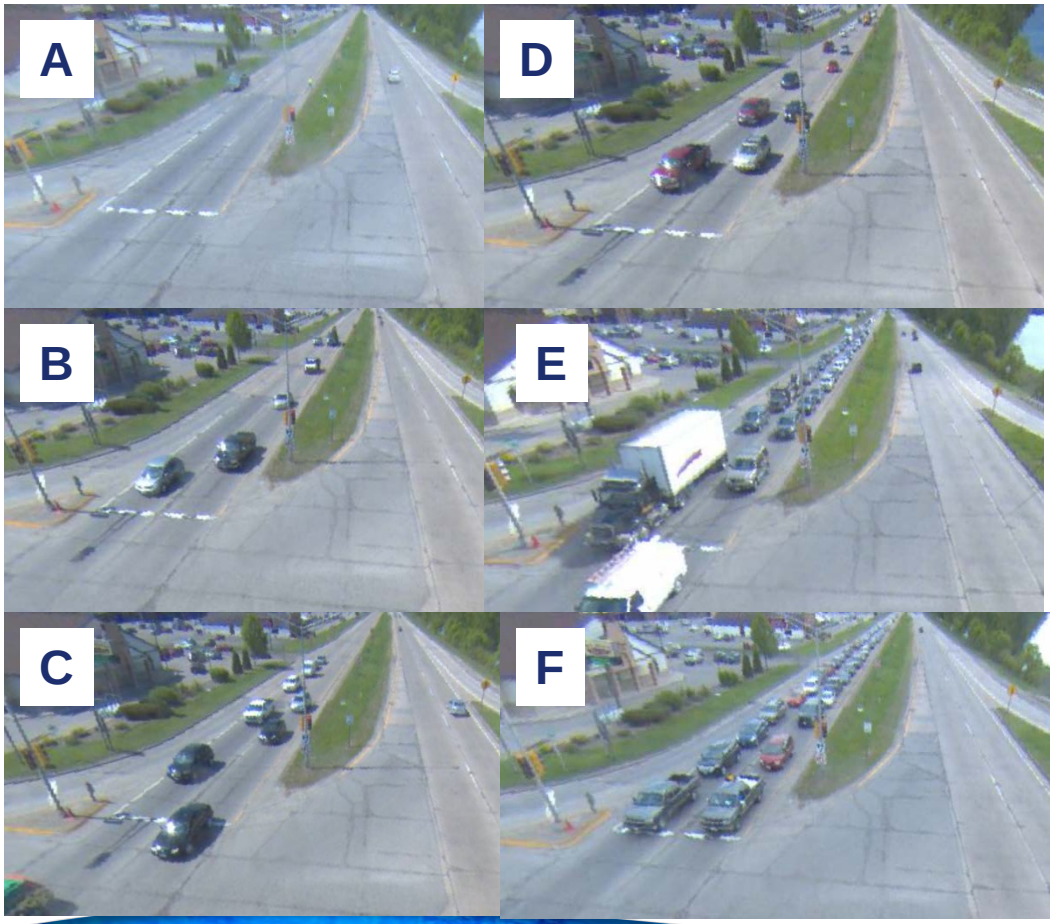
Source: *Cambridge Systematics, Inc.
**US Census Bureau

What factors go into transportation planning for the future?

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

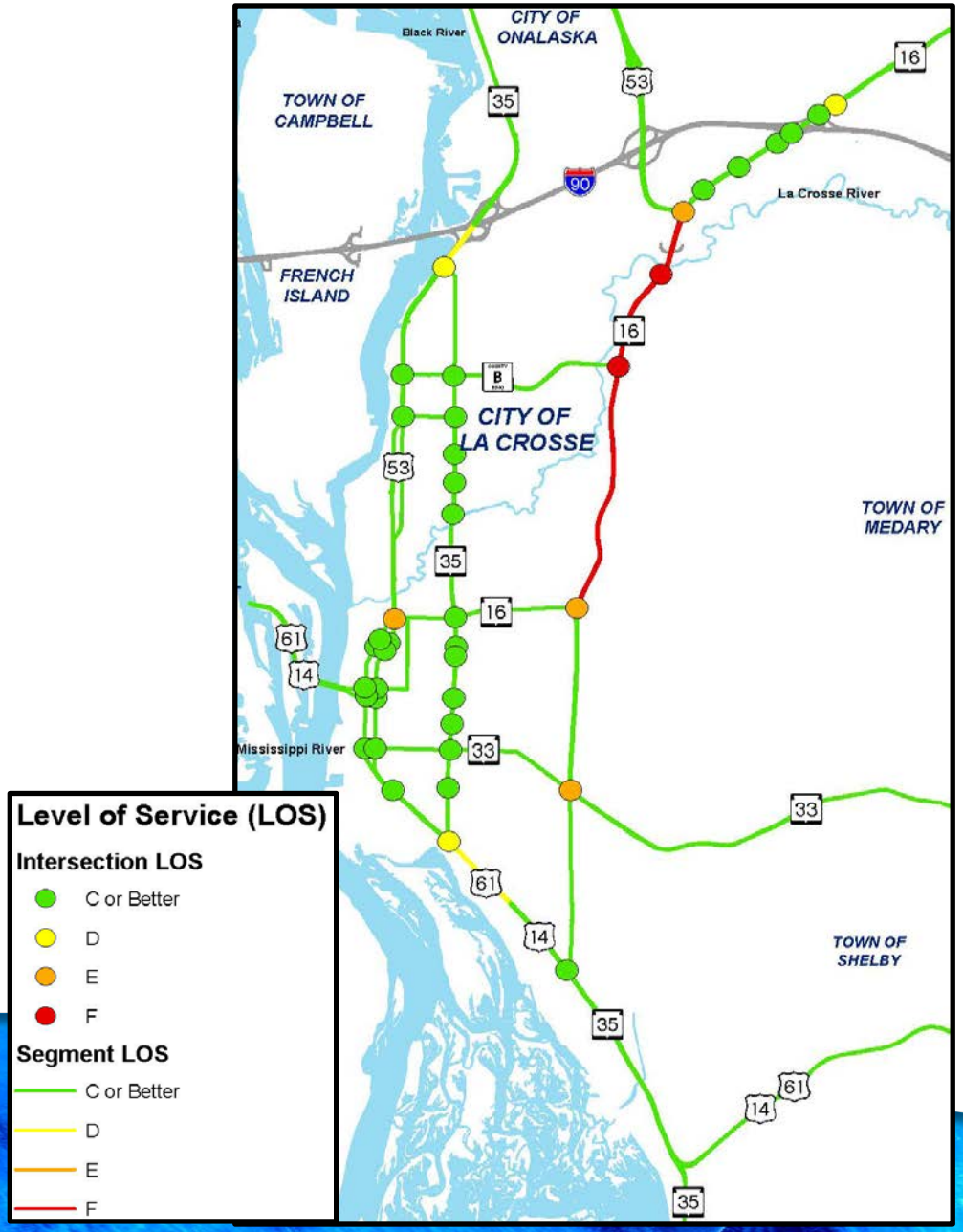
Level of Service LOS

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

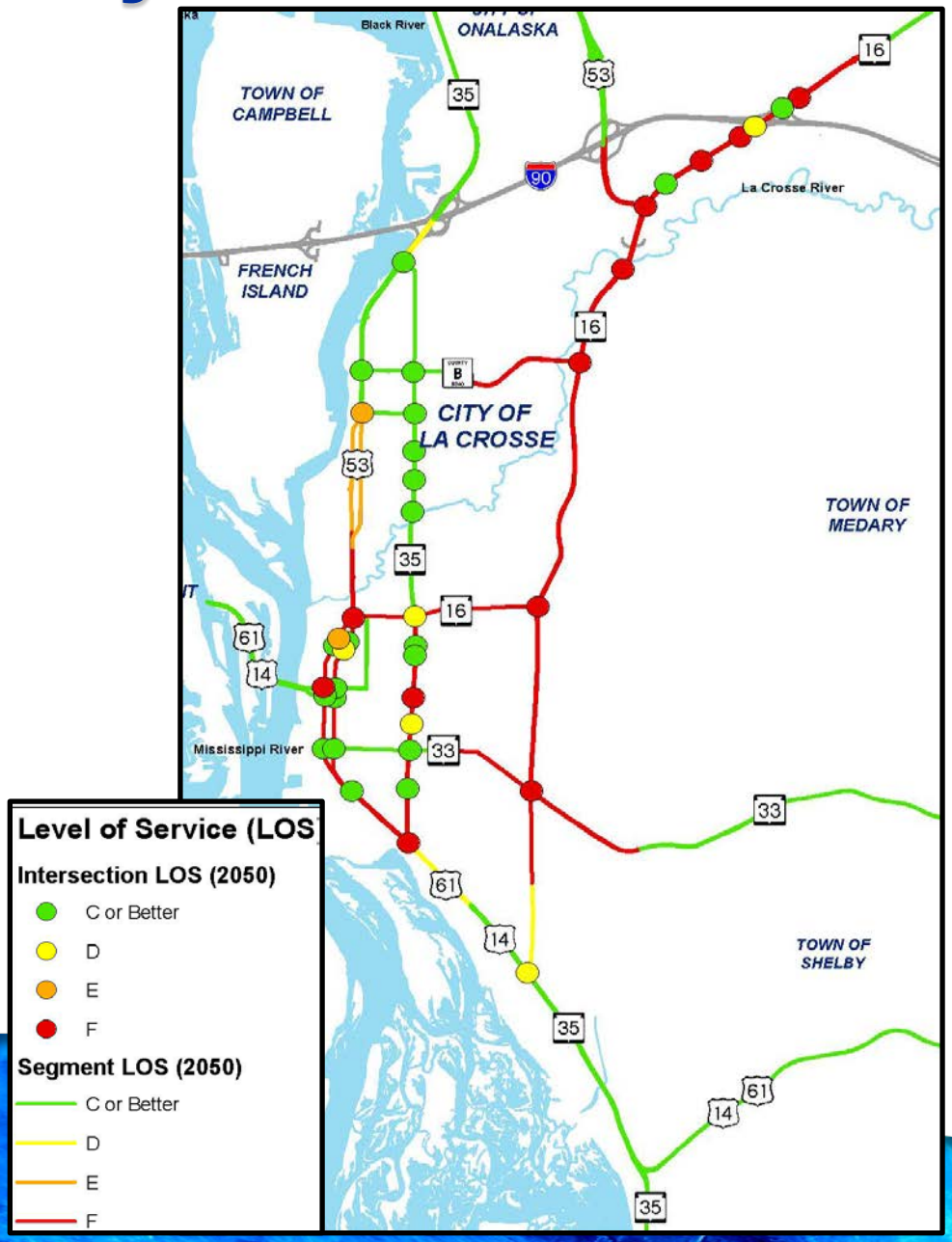


Level of Service	Congestion
A	Not congested
B	Not congested
C	Minimal congestion
D	Moderate congestion
E	Severe congestion
F	Extreme congestion

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

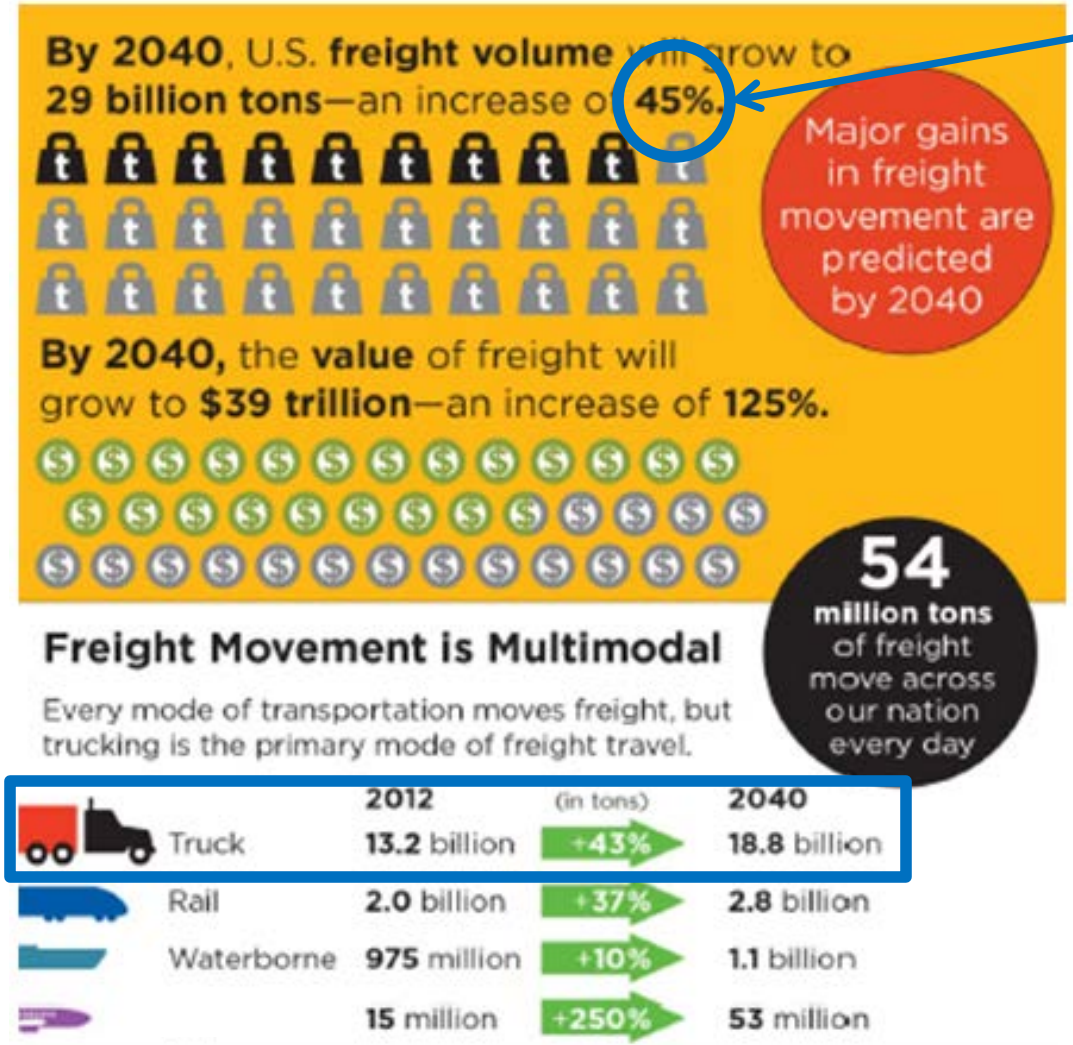
Focus Groups

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

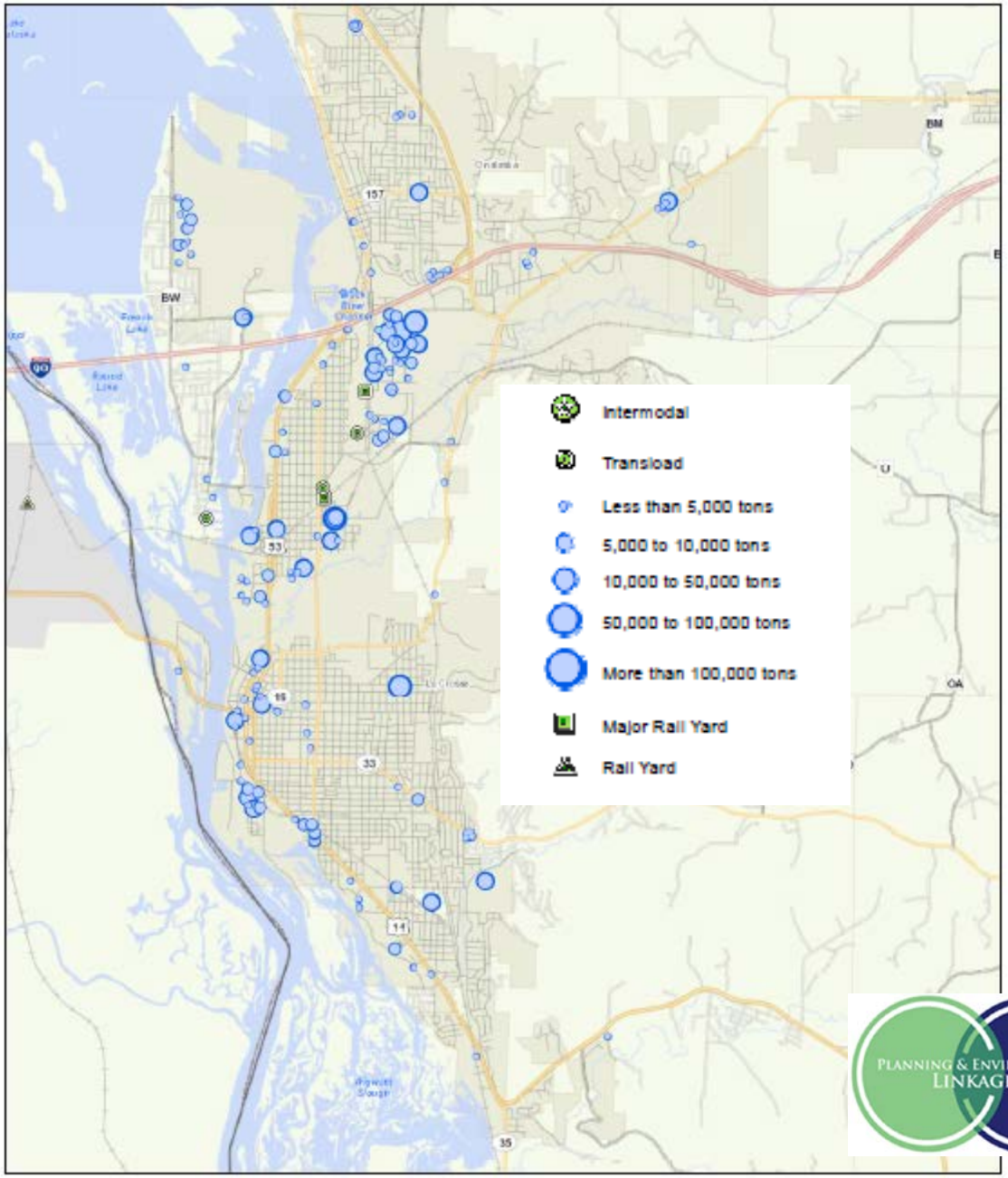
What factors go into transportation planning for the future?

- 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%.
54 million tons of freight move across our nation every day
Freight Movement is Multimodal
Every mode of transportation moves freight, but trucking is the primary mode of freight travel.
(in tons)
Truck 2012 13.2 billion +43% 2040 18.8 billion
Rail 2.0 billion +37% 2.8 billion
Waterborne 975 million +10% 1.1 billion
15 million +250% 53 million

Freight
Shippers & Receivers



What factors go into transportation planning for the future?

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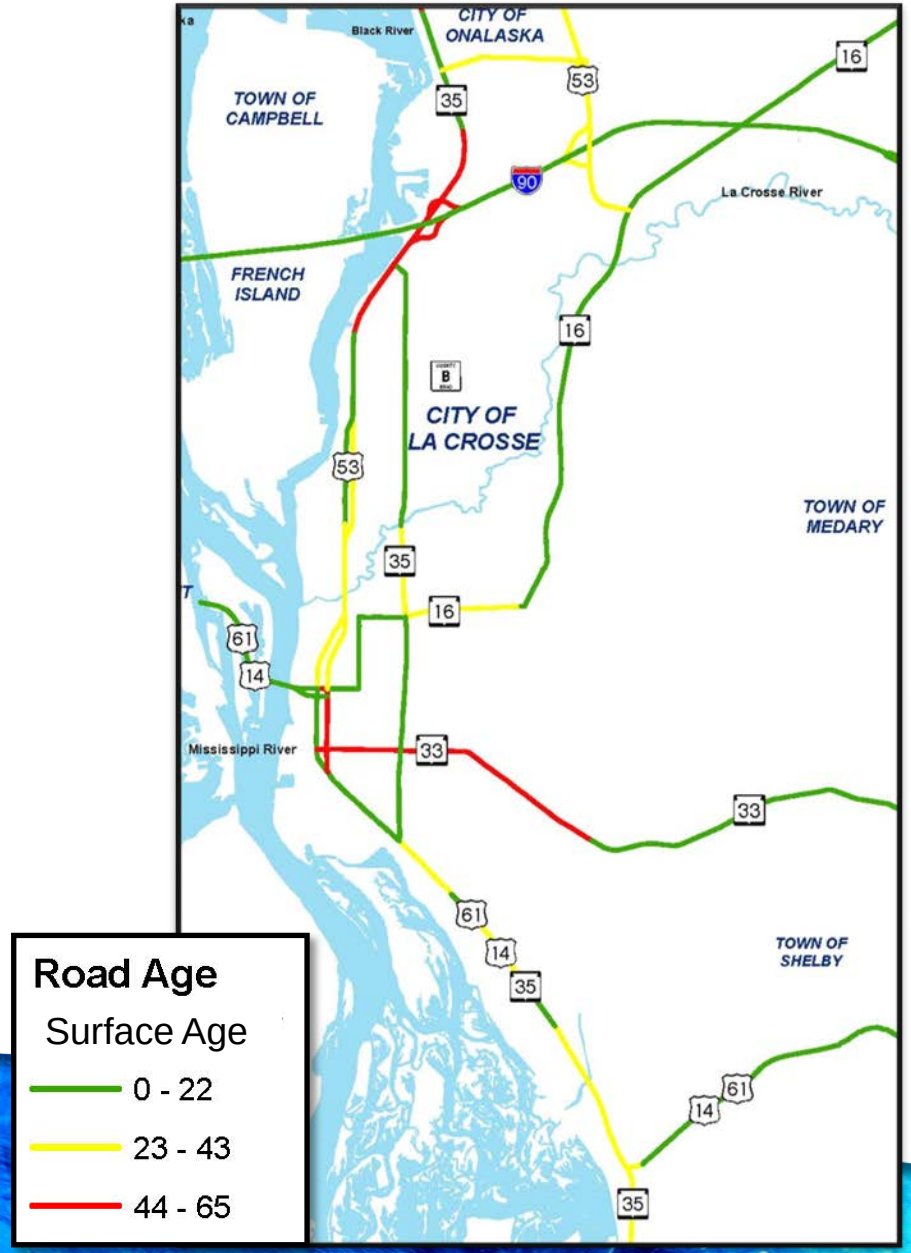
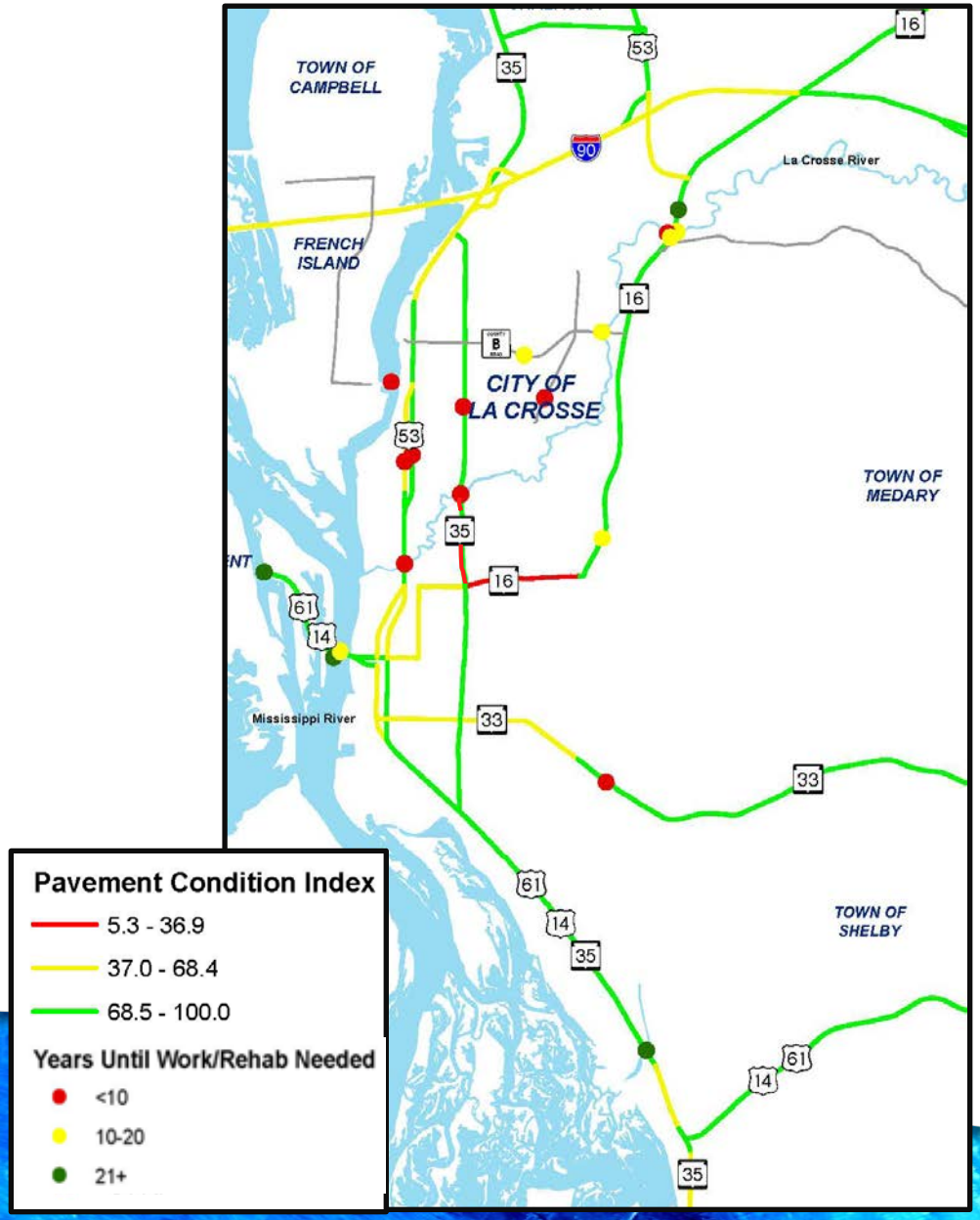
- **Infrastructure**

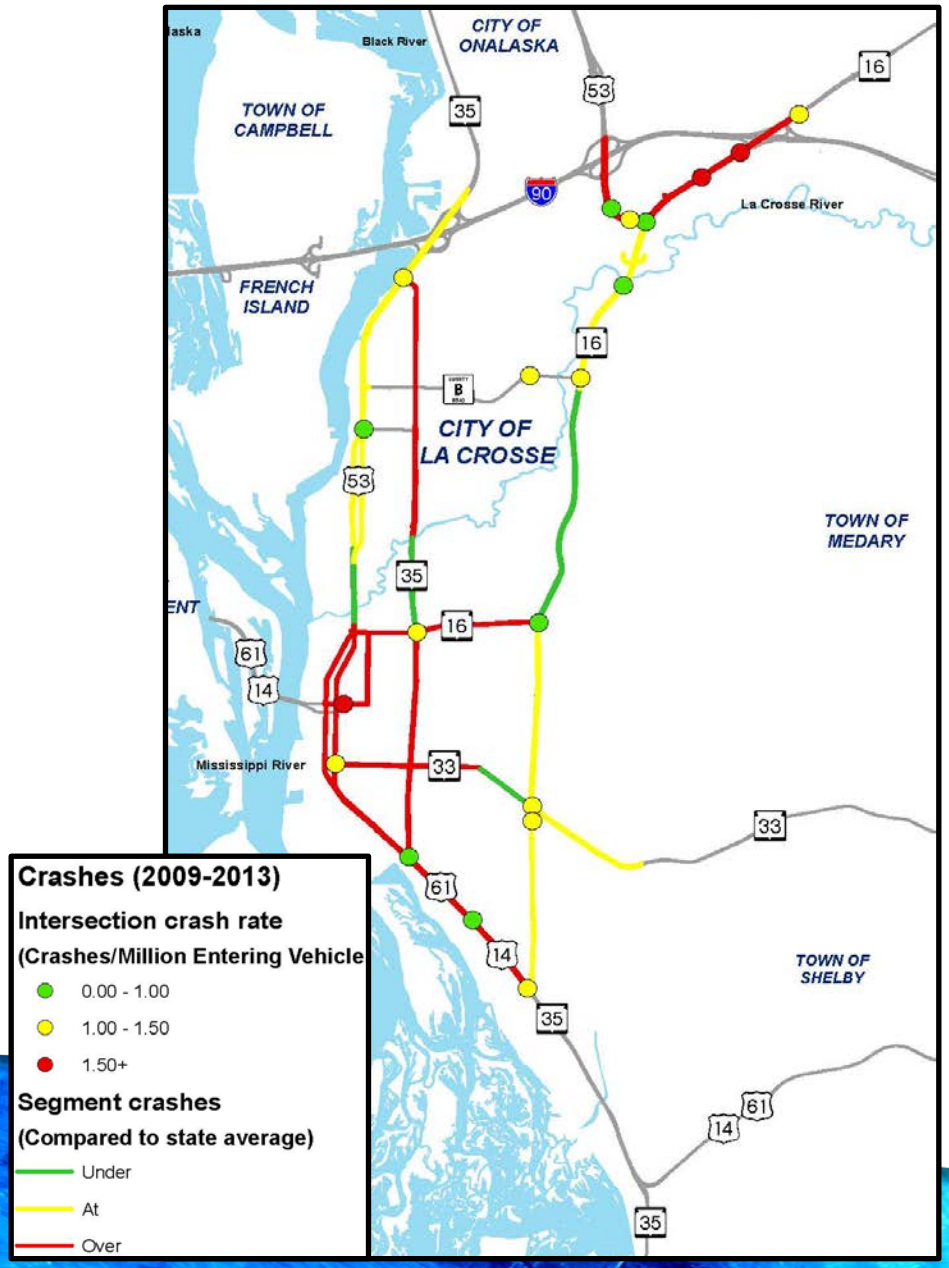
Pavement Surface Age



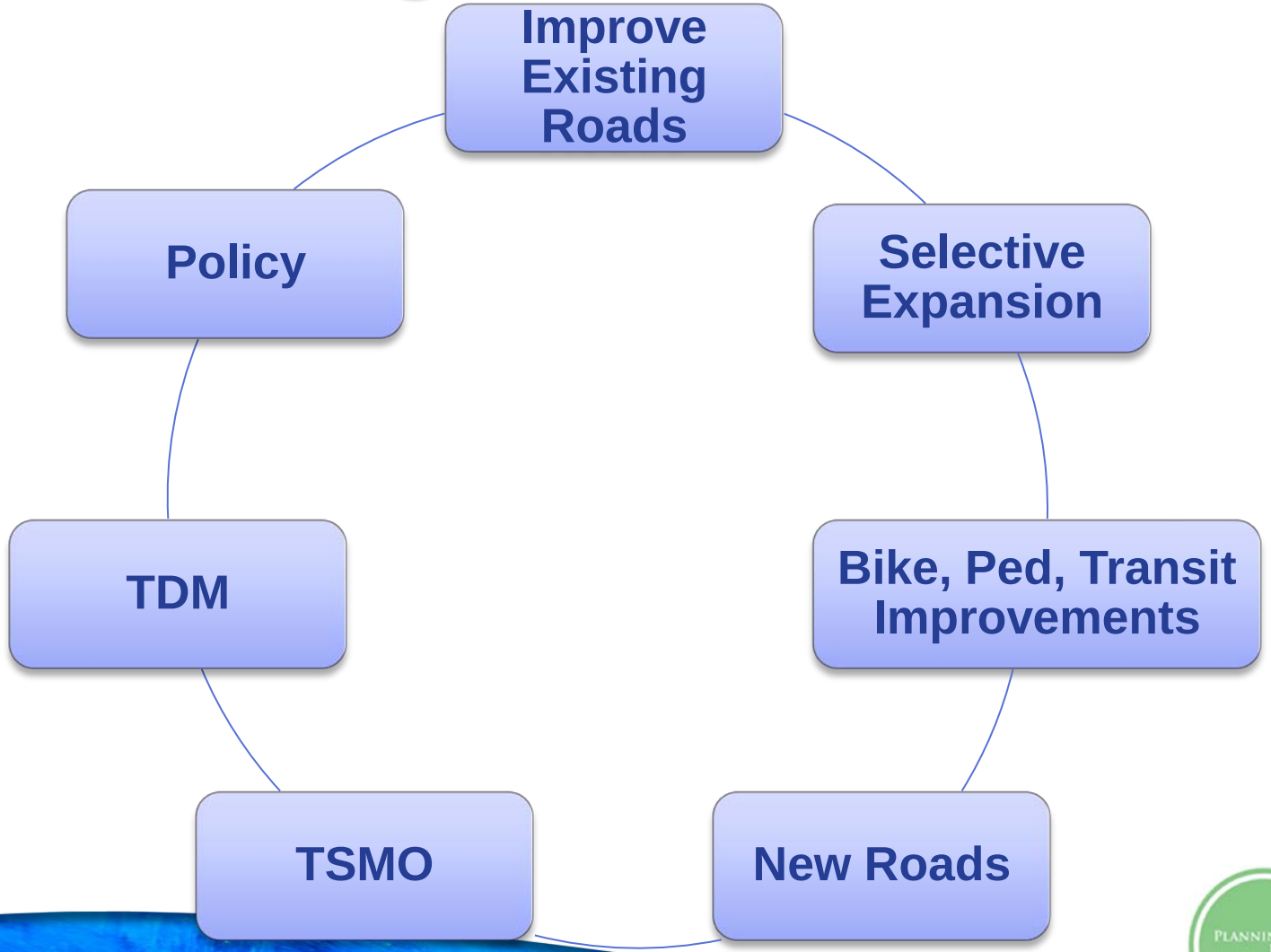
Pavement & Bridge Condition



Crash Rates-Existing



Broad Strategies



Broad Strategy Examples - Roads

Improve Existing Roads

- Adding bike lanes or sidewalks
- Replacing pavement
- Road diet
- Convert one-ways
- Turning movement restrictions

Selective Expansion

- Sidewalks or bike lanes
- Landscaped median
- Turn lanes
- Roadway capacity

New Roads

- Extensions/Connections
- Re-alignment
- Bypass
- Overpass/Underpass
- Bus Rapid Transit (BRT)

Broad Strategy Examples – Bike/Ped/Transit

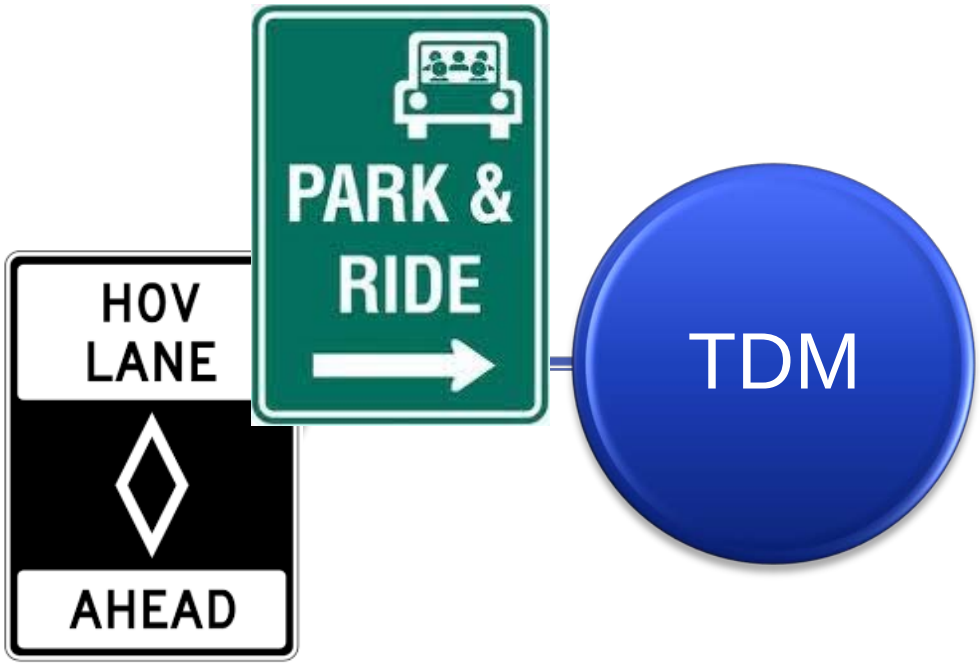
Improve Bike/Ped

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

Improve Transit

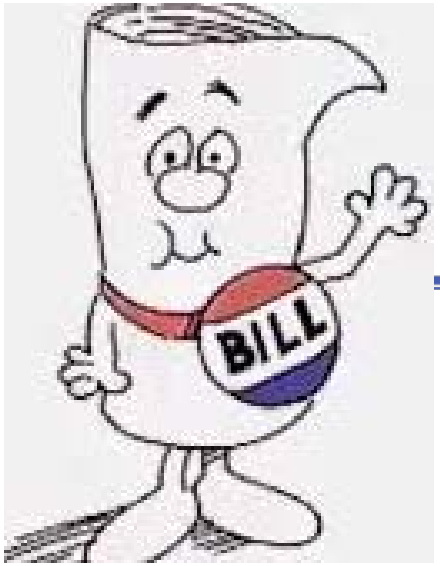
- More routes
- Increase efficiency
- Bus Rapid Transit (BRT)
- Increase frequency/stops

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

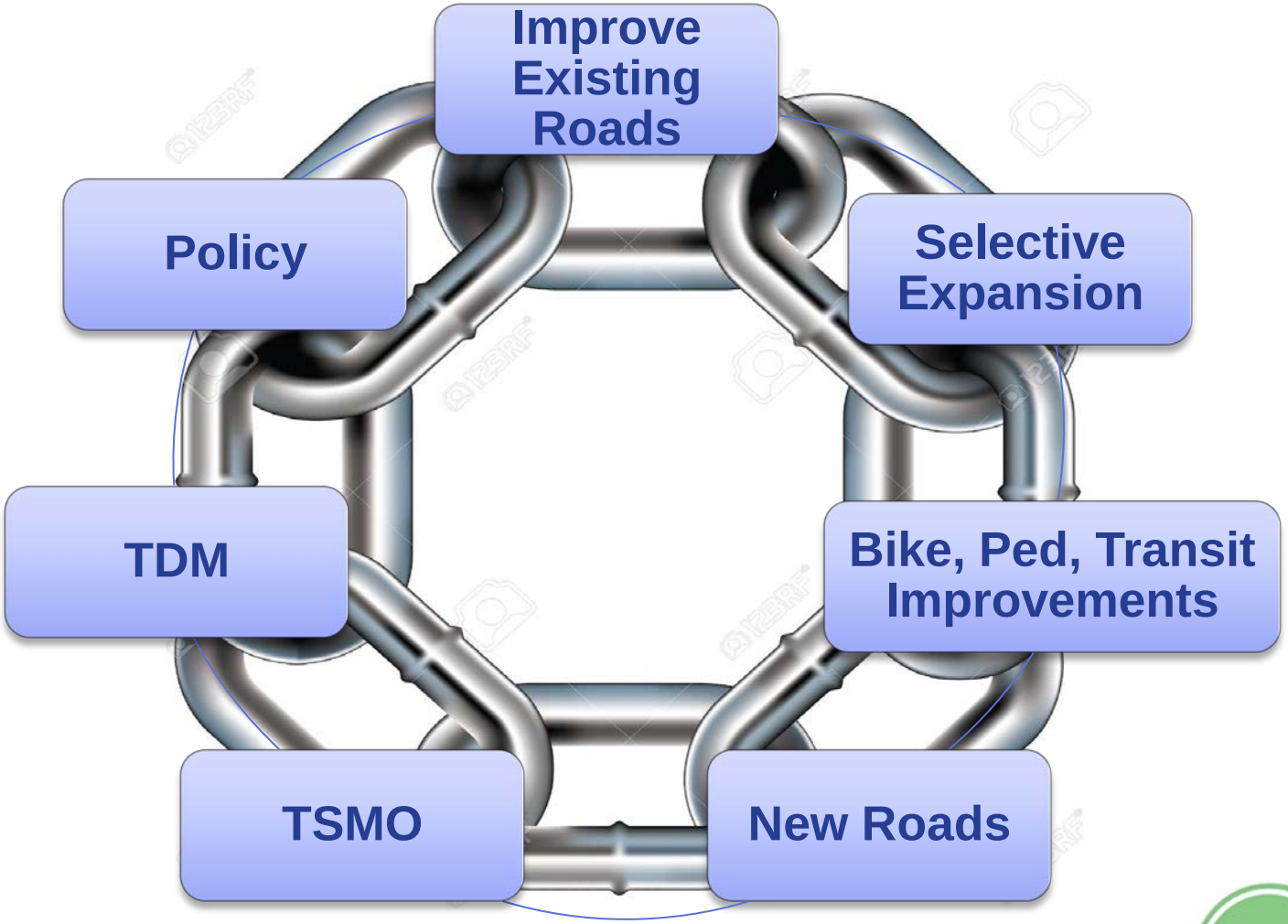
- Parking fees/permits
- Transportation utility fee
- Urban design/land use
- Complete Streets
- User fees

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

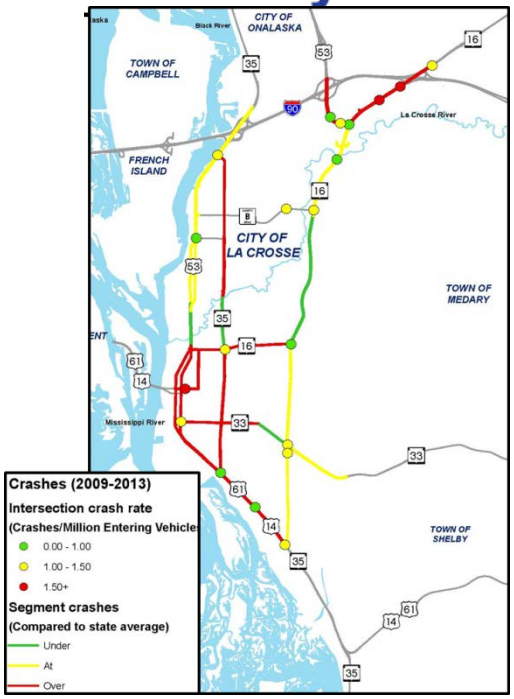
Strategy Packages

Goal and Objectives

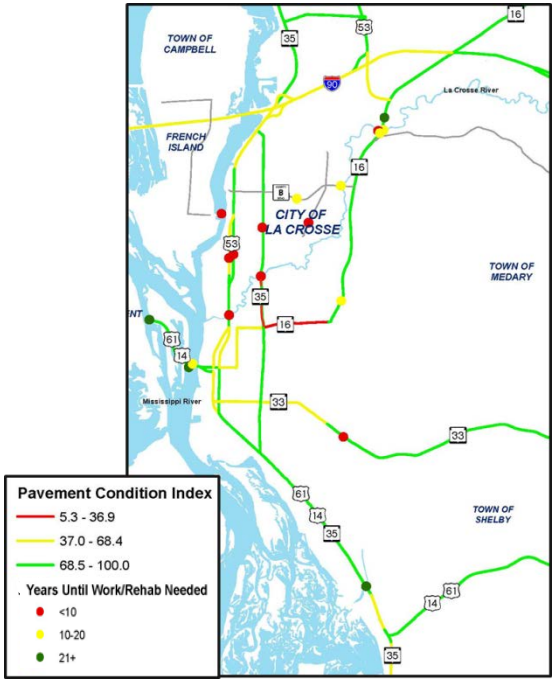
Recommended Strategy Packages

Goal → Remove all Red

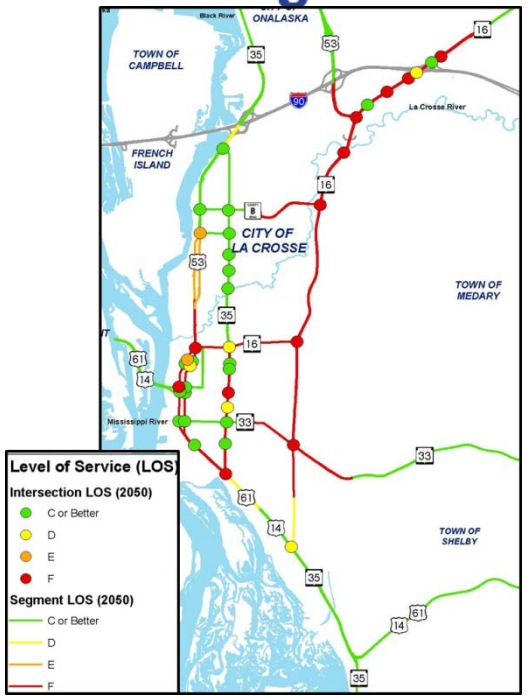
Safety



Infrastructure



Congestion



Schedule

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

2015

WINTER	SPRING	SUMMER	FALL	WINTER
Work Plan	**Data collection Strategy Development**	**Evaluation**	**Refine**	**Final Report**

STUDY PROCESS

- Work Plan
- Data collection Strategy Development
  - *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?

WisDOT SW Region Contacts

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

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

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