

Coulee Region Transportation Study

Innovative Solutions for the 21st Century

Planning and Environment Linkages (PEL)

La Crosse Chamber of Commerce

June 24, 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



Transportation Touches the Lives of Nearly Everyone Everyday.

- ▶ State and Federal Highways
- ▶ County City and Local Roads
- ▶ Transit Systems
- ▶ Airports
- ▶ Railroads
- ▶ Harbors
- ▶ Bike Facilities
- ▶ Pedestrian Facilities



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 Meetings

- ▶ Meeting #1 - Focus: Existing Conditions
 - March 11 – La Crosse Central High School
 - March 12 – Eagle Bluff Elementary School

- ▶ Meeting #2 – Focus Future Conditions
 - June 9 – Eagle Bluff Elementary School
 - June 10 – La Crosse Central High 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



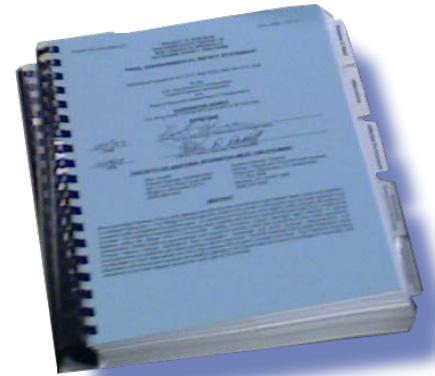
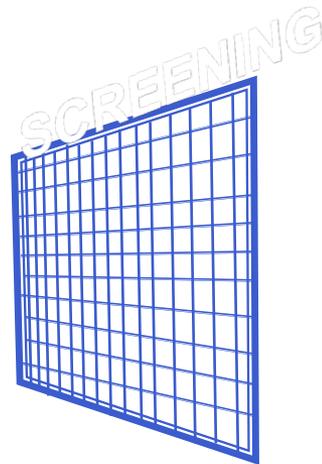
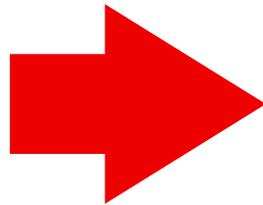
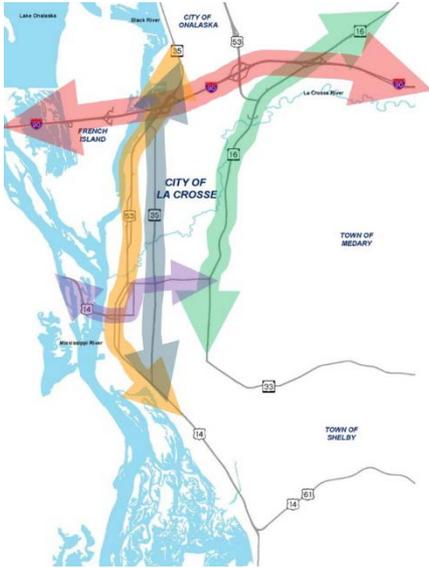
- ▶ Grandview-Emerson Neighborhood Association
- ▶ La Crosse Mayors Neighborhood Conference
- ▶ Outdoor Recreation Alliance
- ▶ UWL Student Association
- ▶ La Crosse Chamber
- ▶ Local Businesses

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



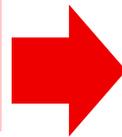
Planning & Environment Linkages (PEL)



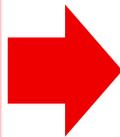
**Develop
Problem
Statement,
Goals**



**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



Community Plans



Coulee Vision 2050

A Vision for the La Crosse-La Crescent Area

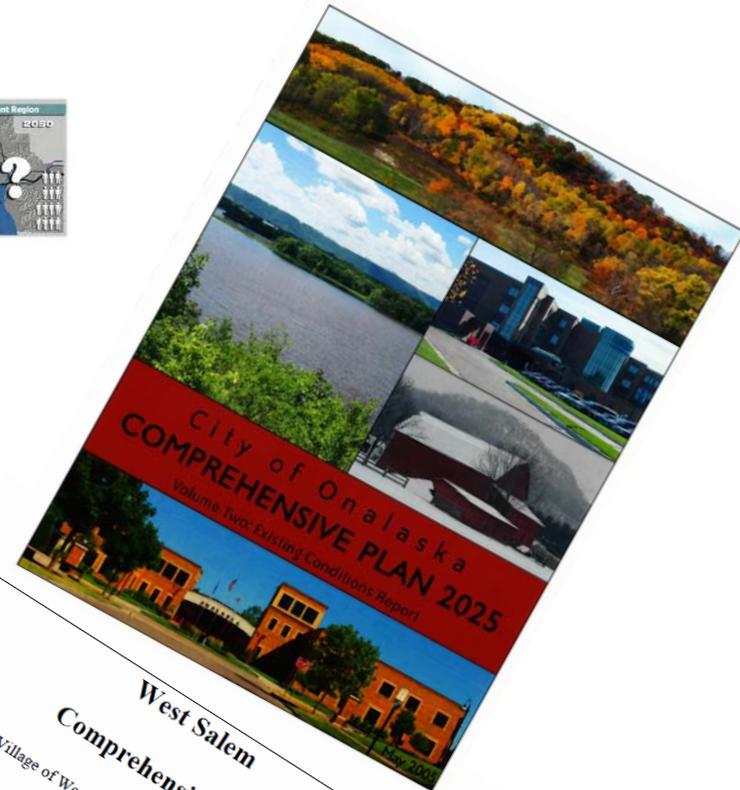
Prepared for:
La Crosse Area Planning Committee



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



Confluence: The La Crosse Comprehensive Plan



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



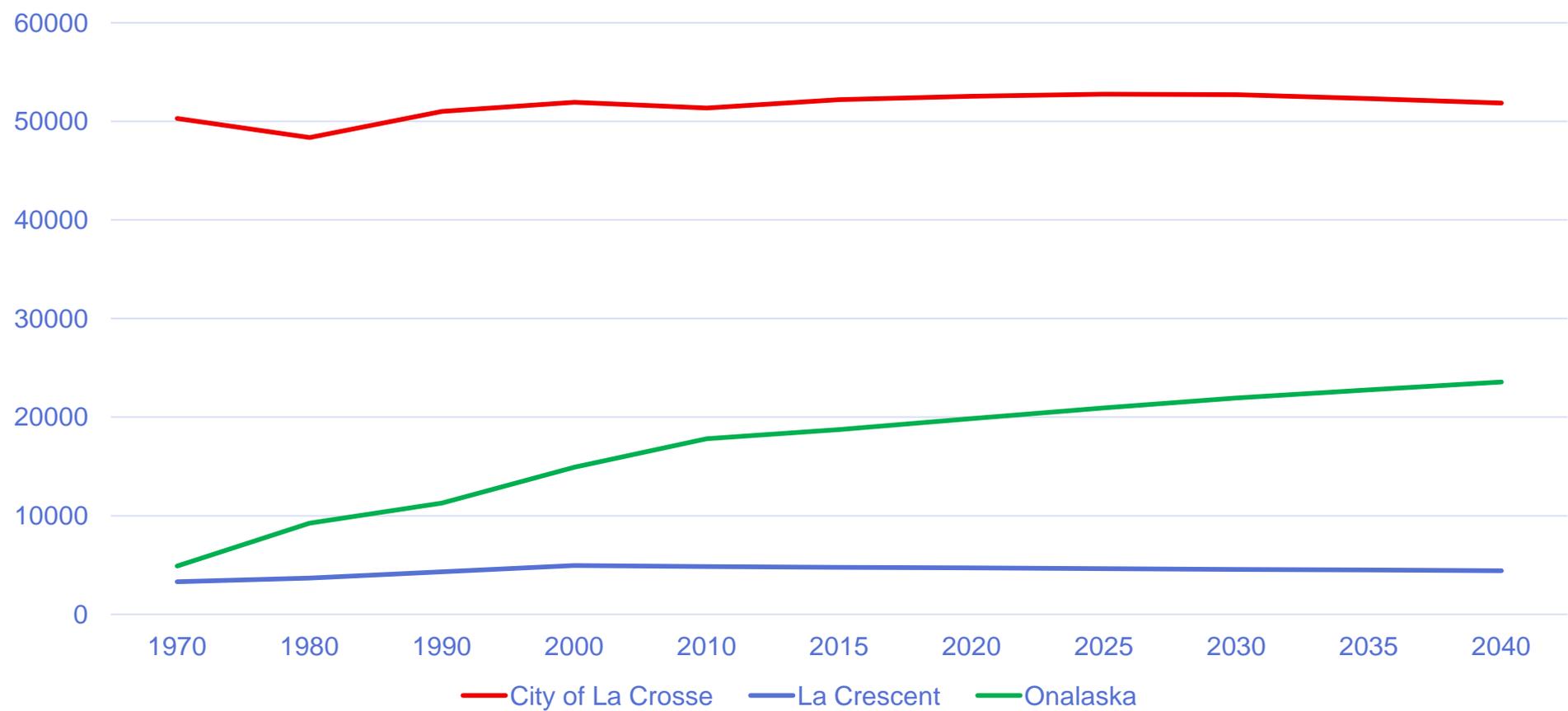
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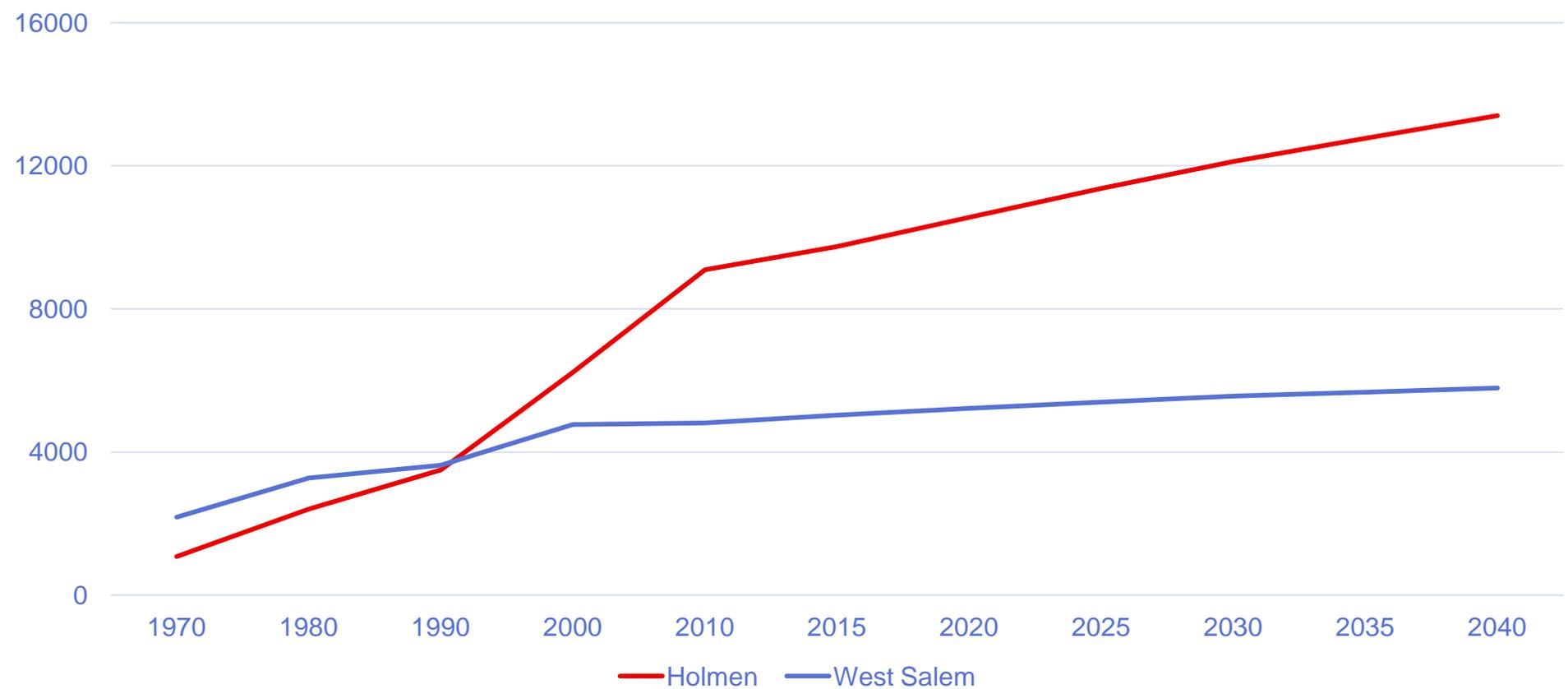
Population 1970 - 2040

Population: Coulee Region Cities

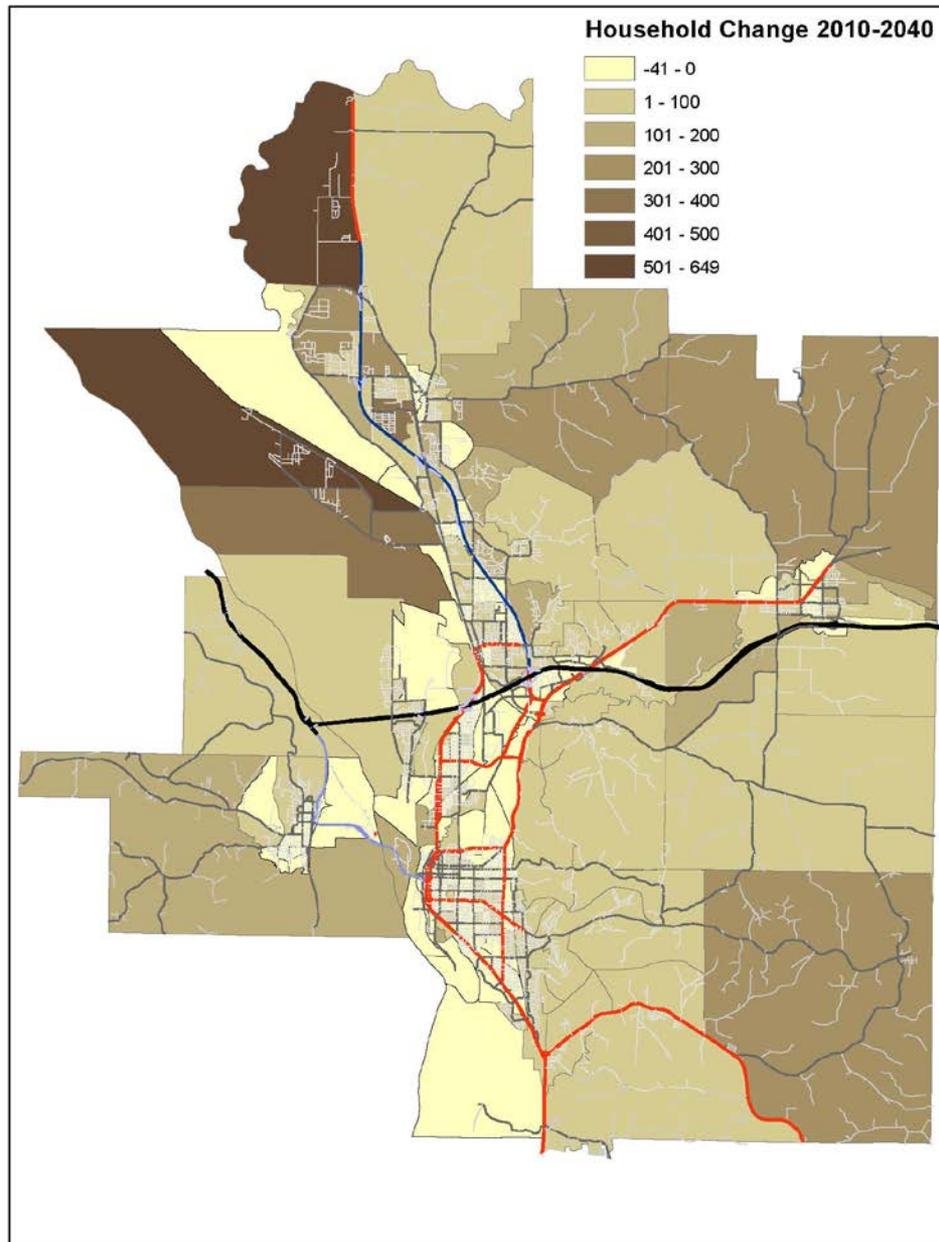


Population 1970 - 2040

Population: Coulee Region Villages



Household Growth: 2010-2040



La Crosse Area
Planning Committee
Traffic Model



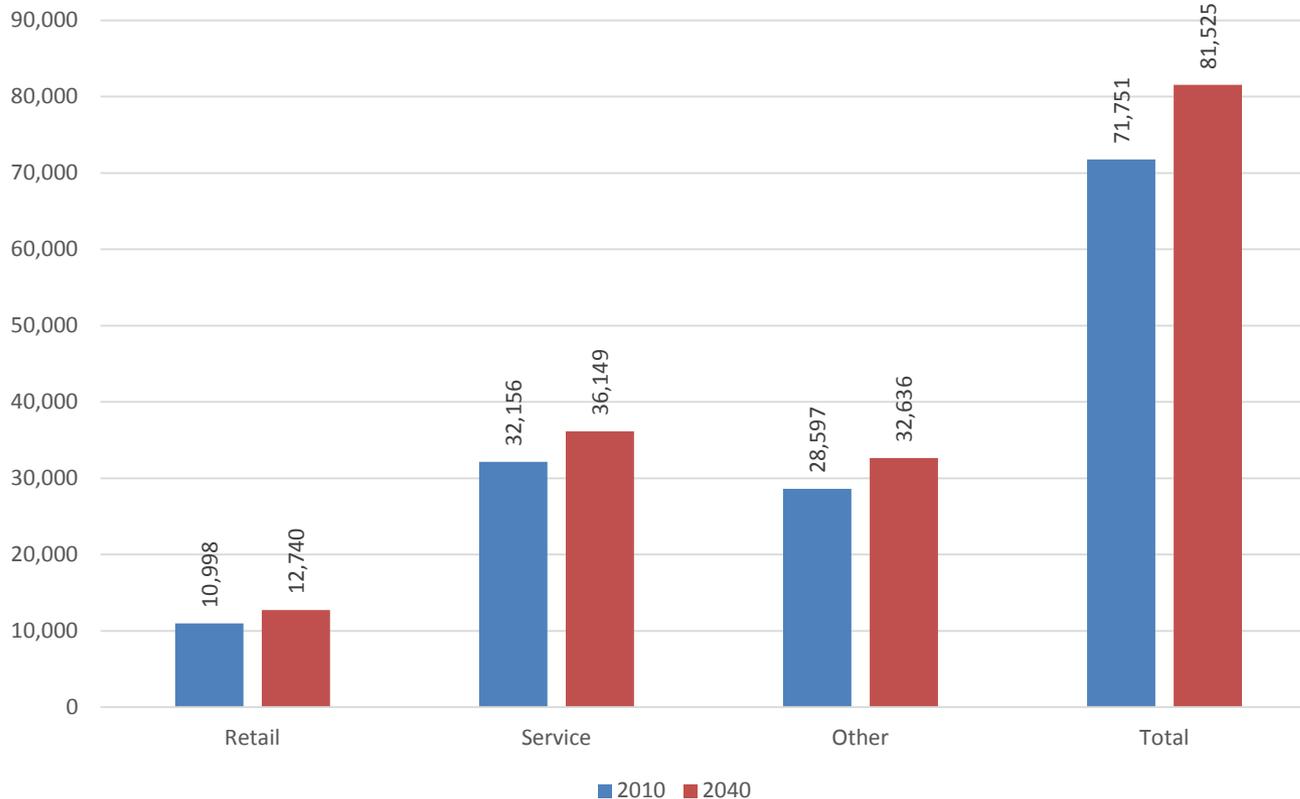
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Employment By Sector: 2010-2040

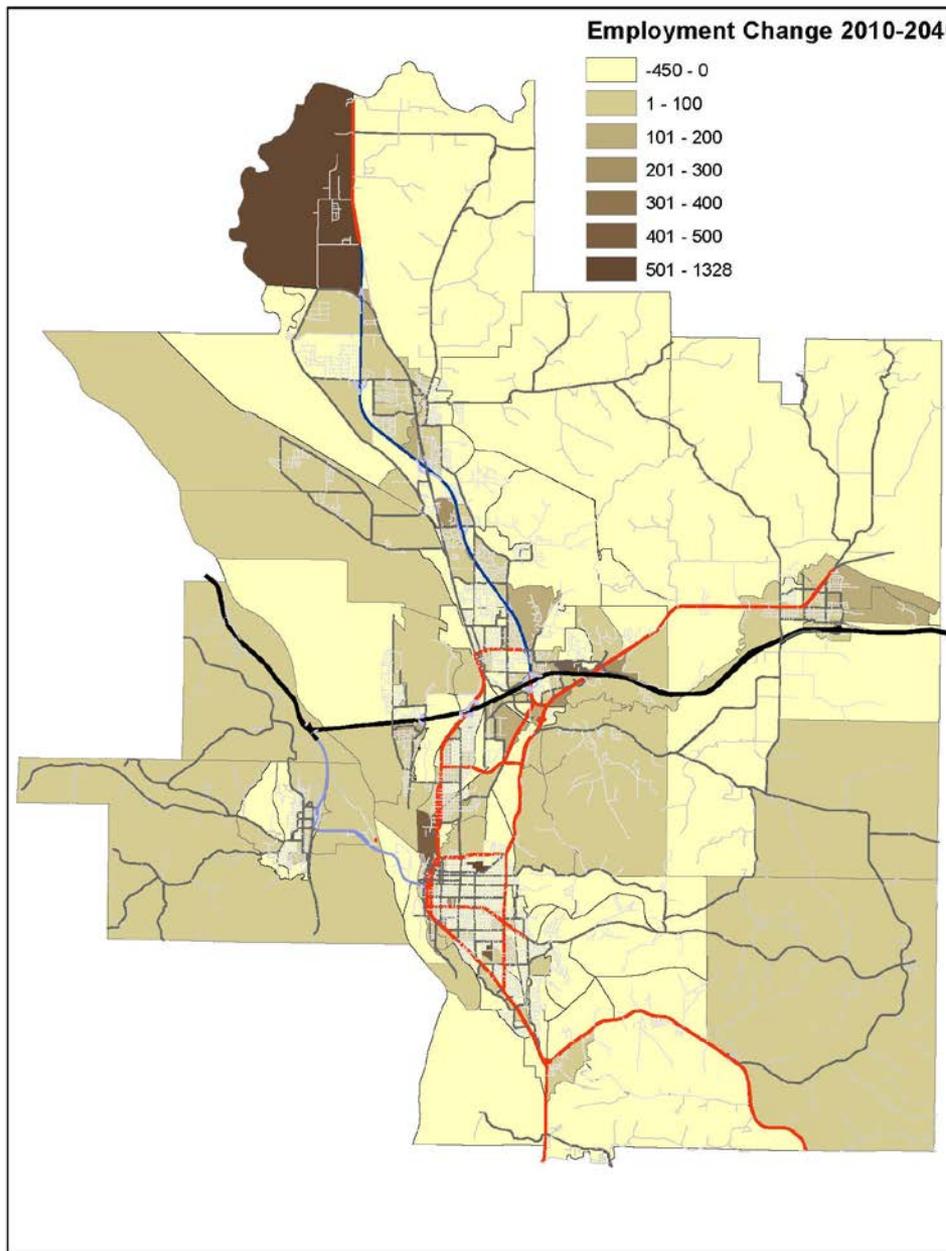
Projected Employment By Industry
La Crosse MPO Area



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?

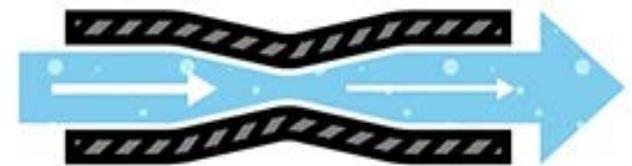
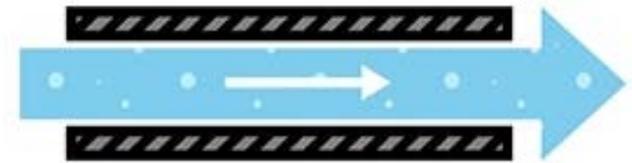
- ▶ Community Plans
- ▶ Population
- ▶ Employment
- ▶ **Traffic Forecast**
- ▶ Capacity
- ▶ Bikes/Pedestrians/Transit
- ▶ Freight
- ▶ Infrastructure



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



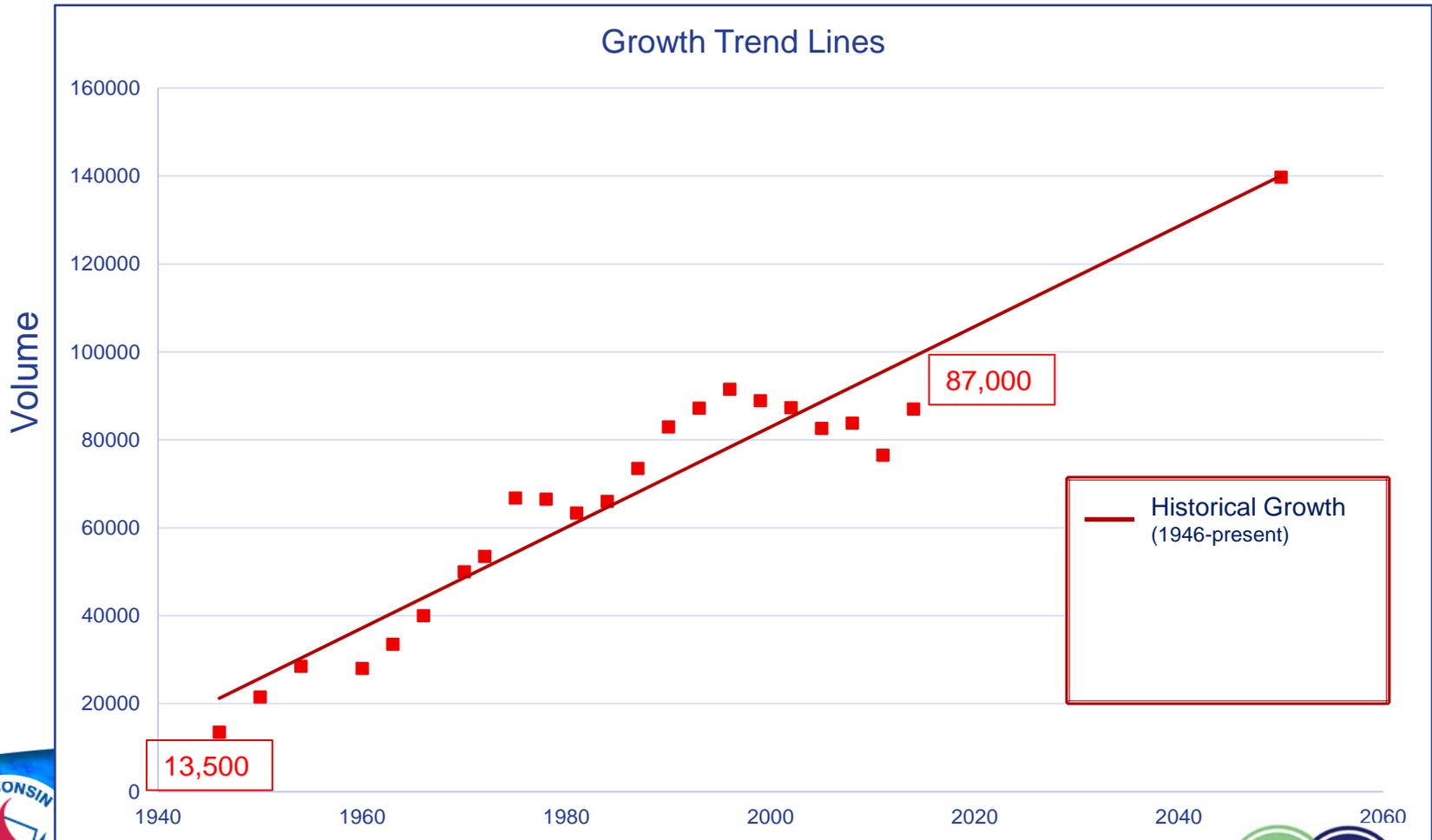
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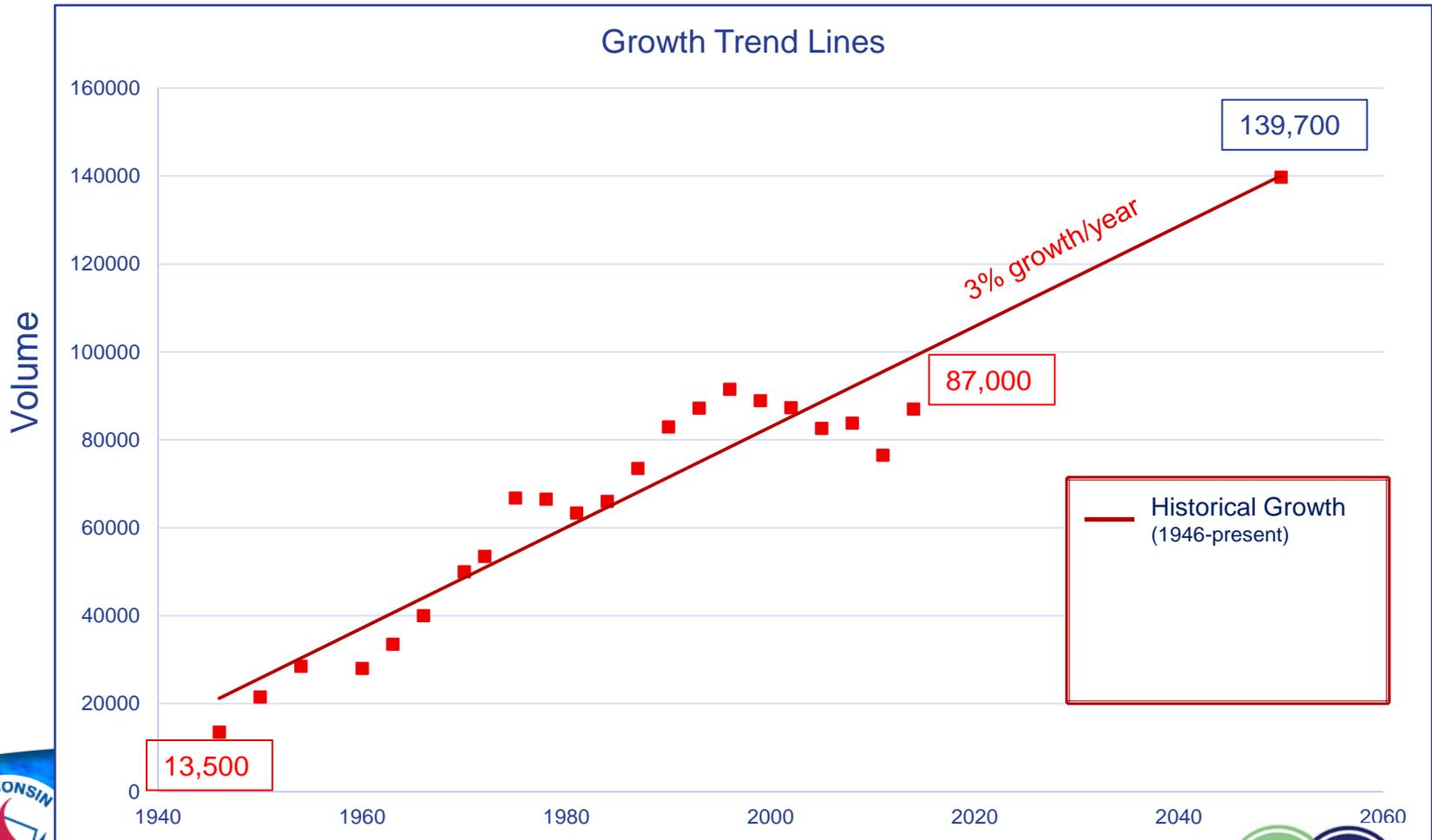
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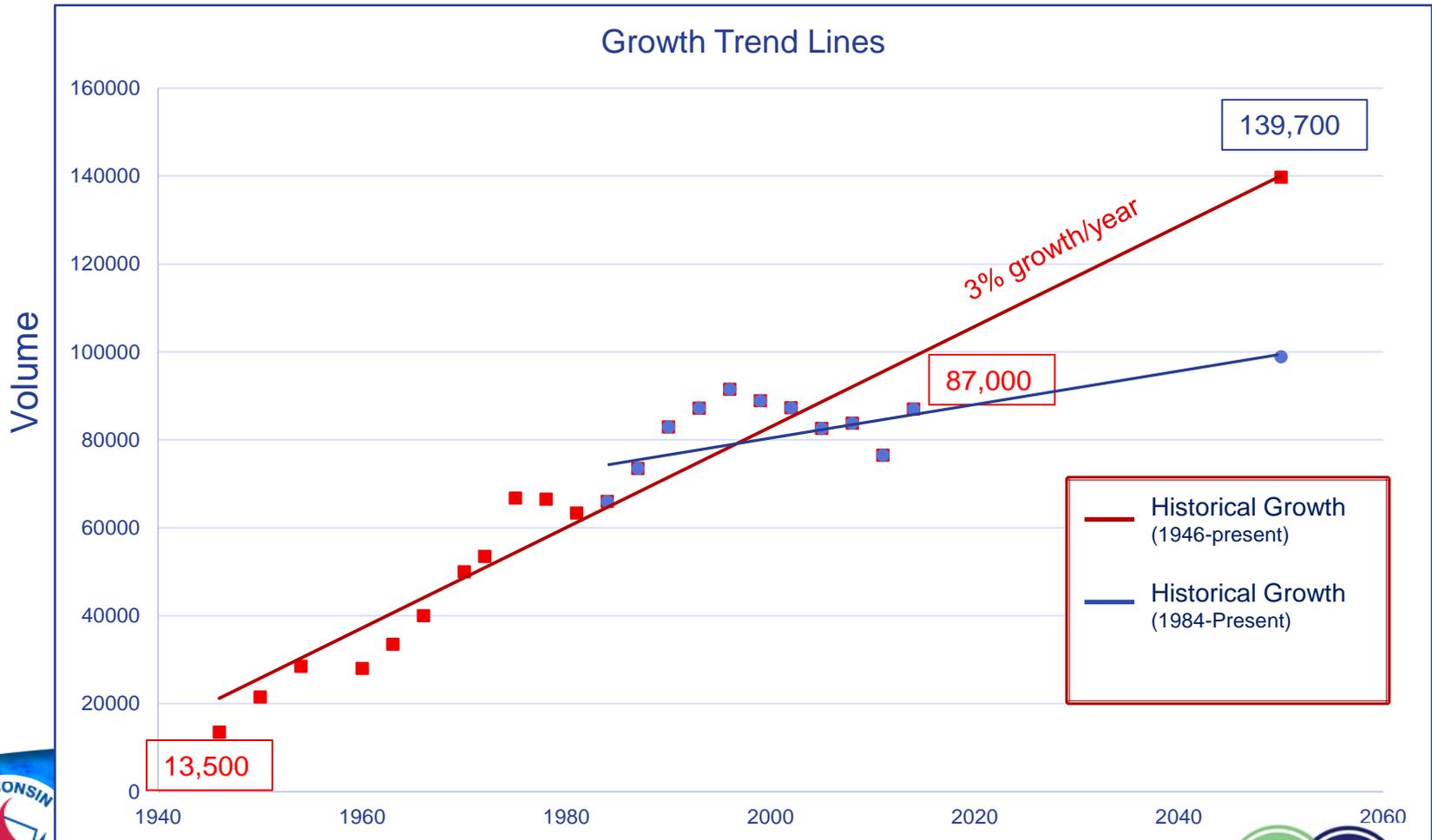
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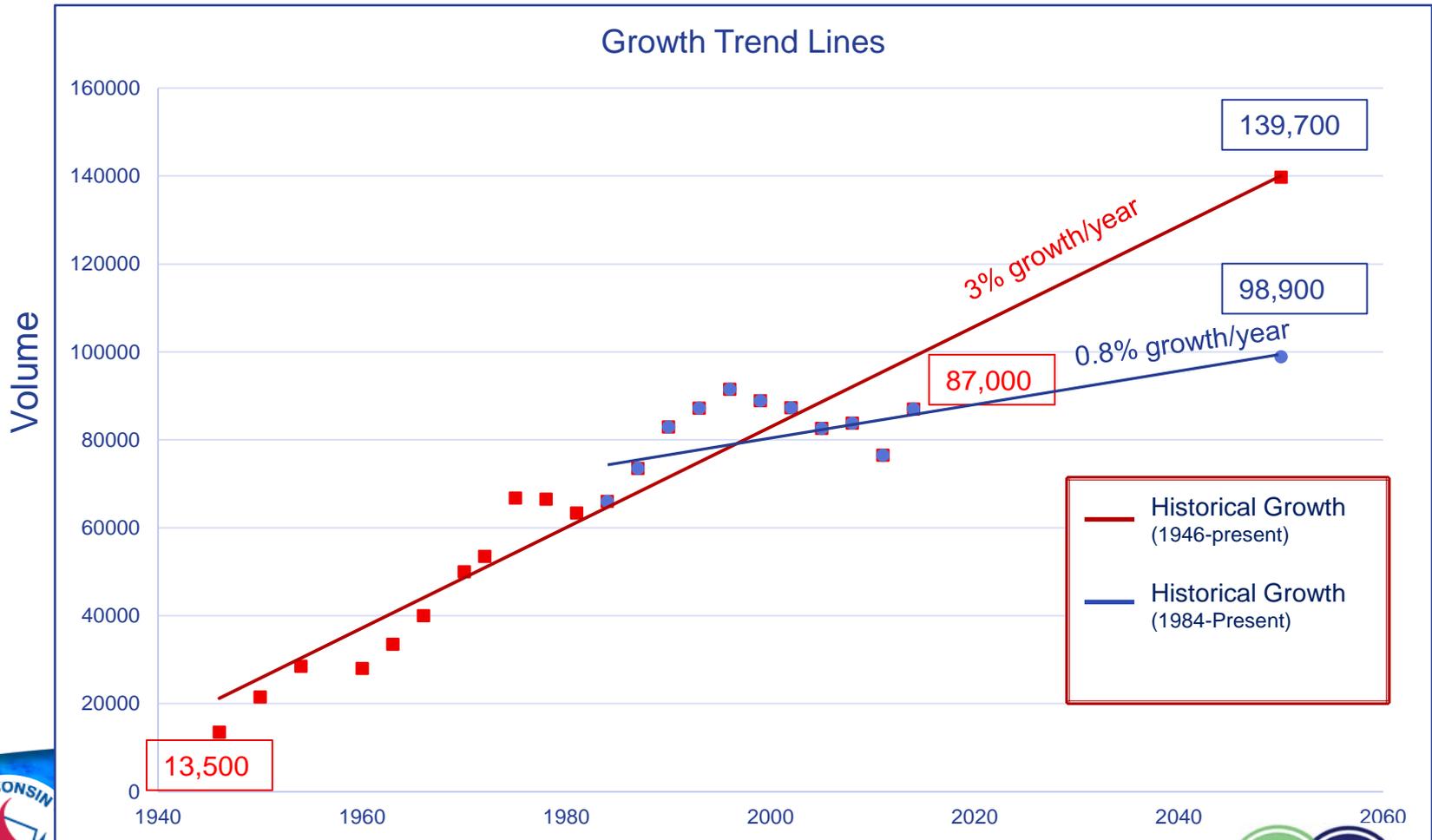
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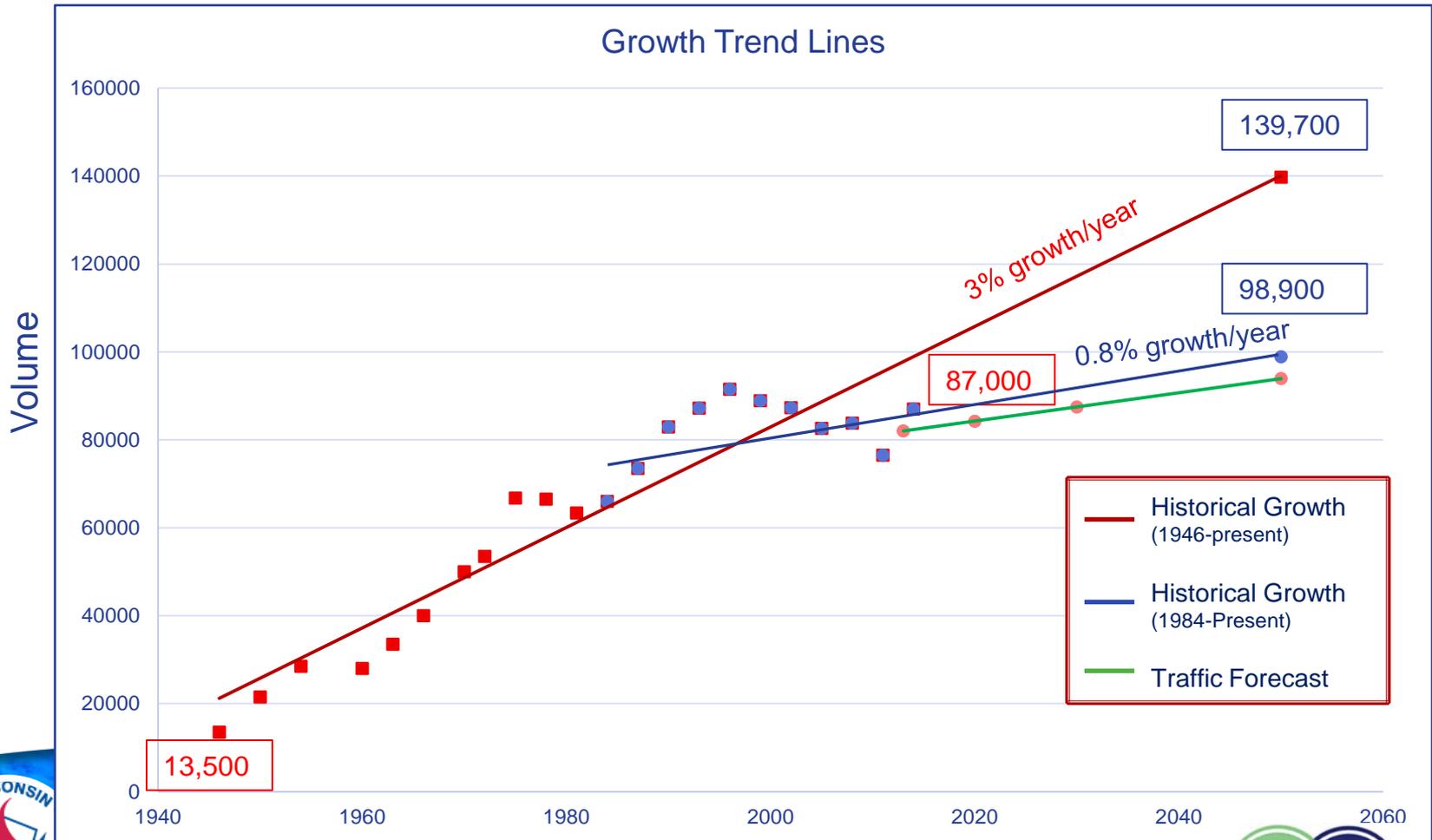
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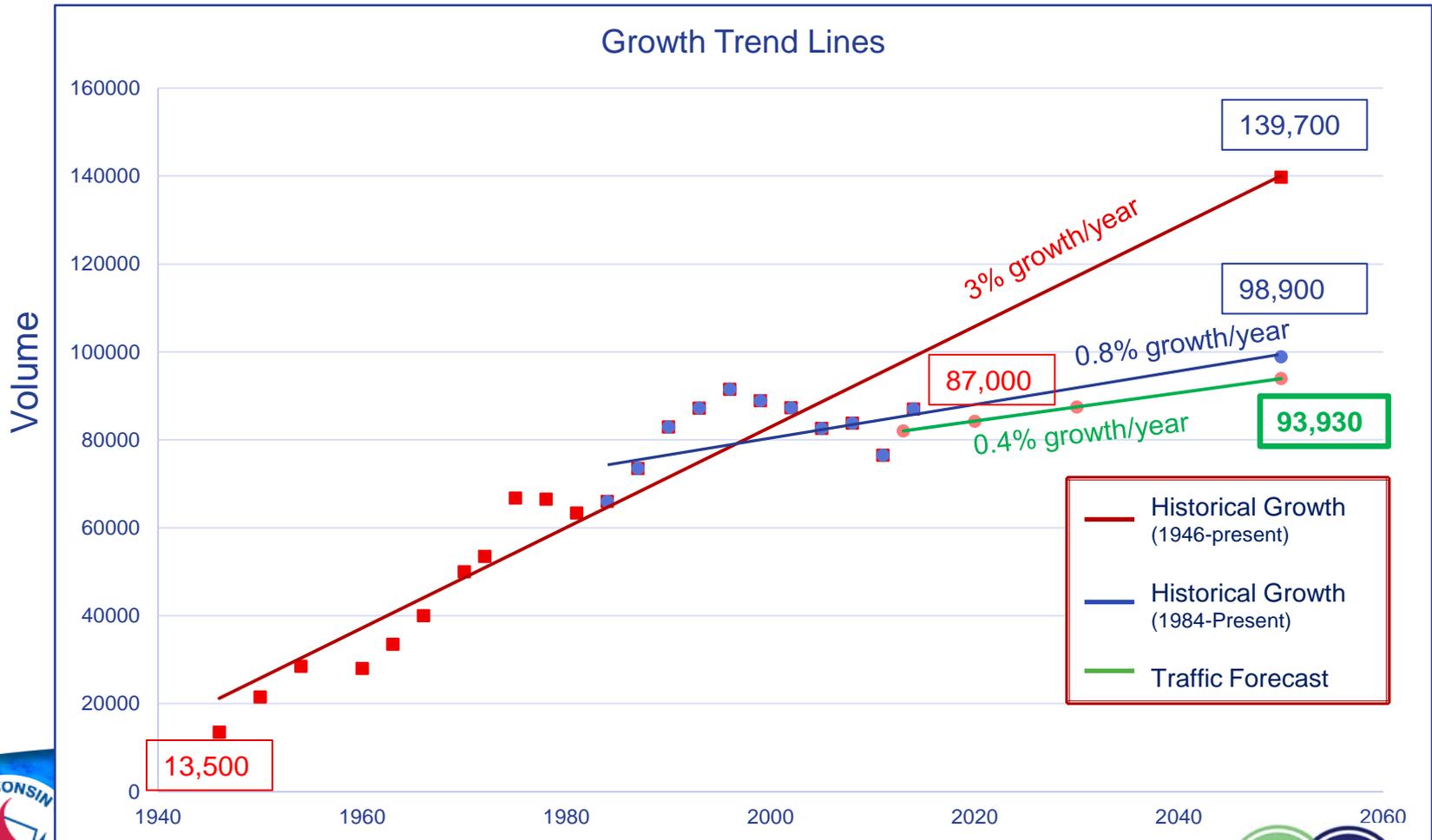
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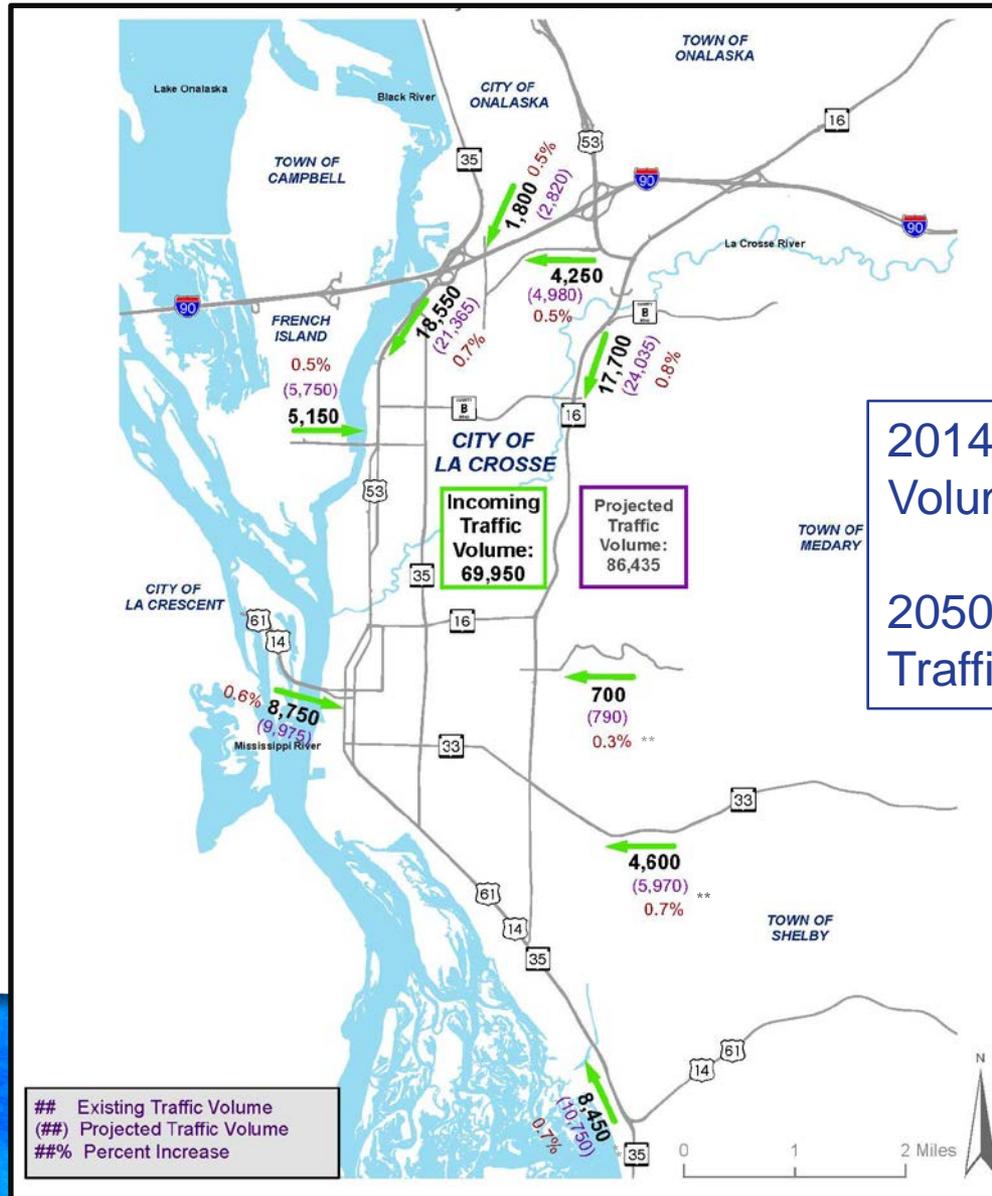


Traffic Forecasts

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



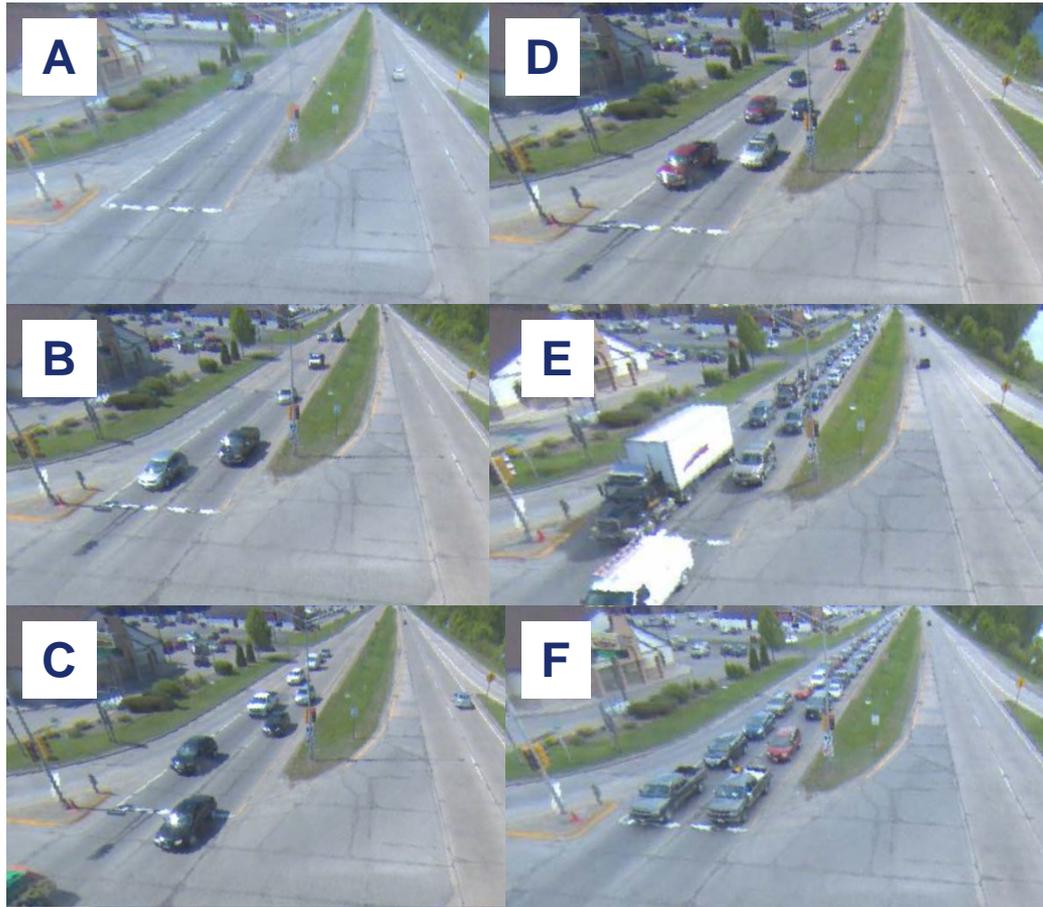
What factors go into transportation planning for the future?

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



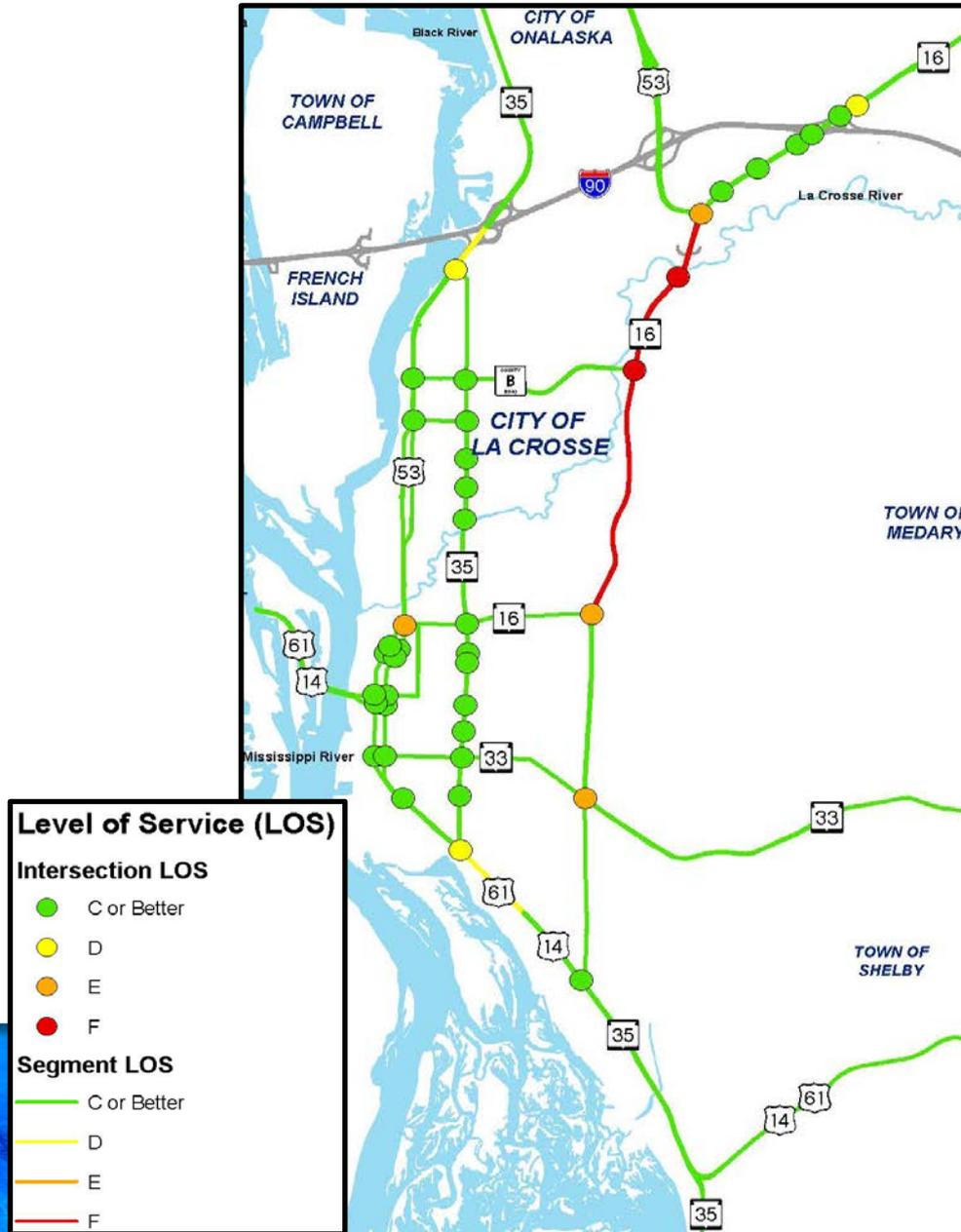
Level of Service LOS

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

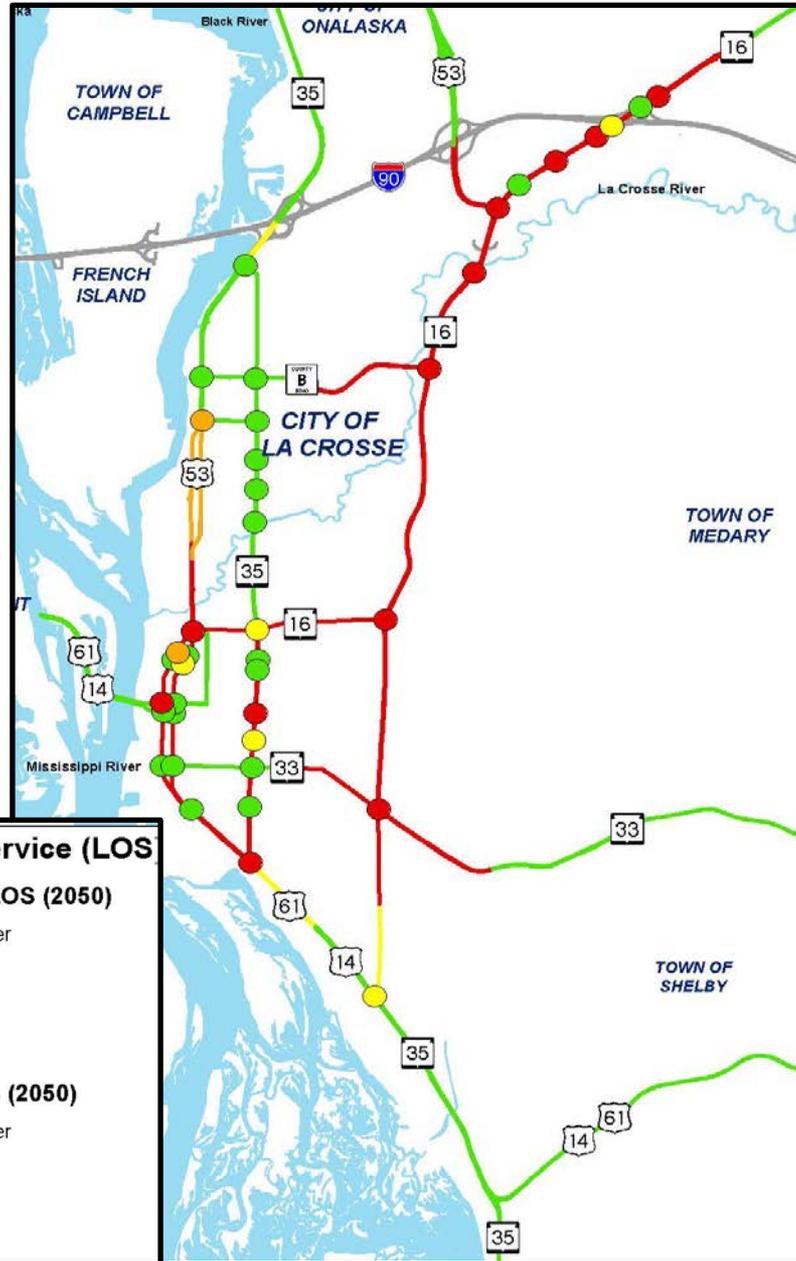


Level of Service	Congestion
A	Not congested
B	Not congested
C	Minimal congestion
D	Moderate congestion
E	Severe congestion
F	Extreme congestion

Capacity/LOS-Existing



Capacity/LOS-Future



What factors go into transportation planning for the future?

- ▶ Community Plans
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- ▶ 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



54
million tons
of freight
move across
our nation
every day

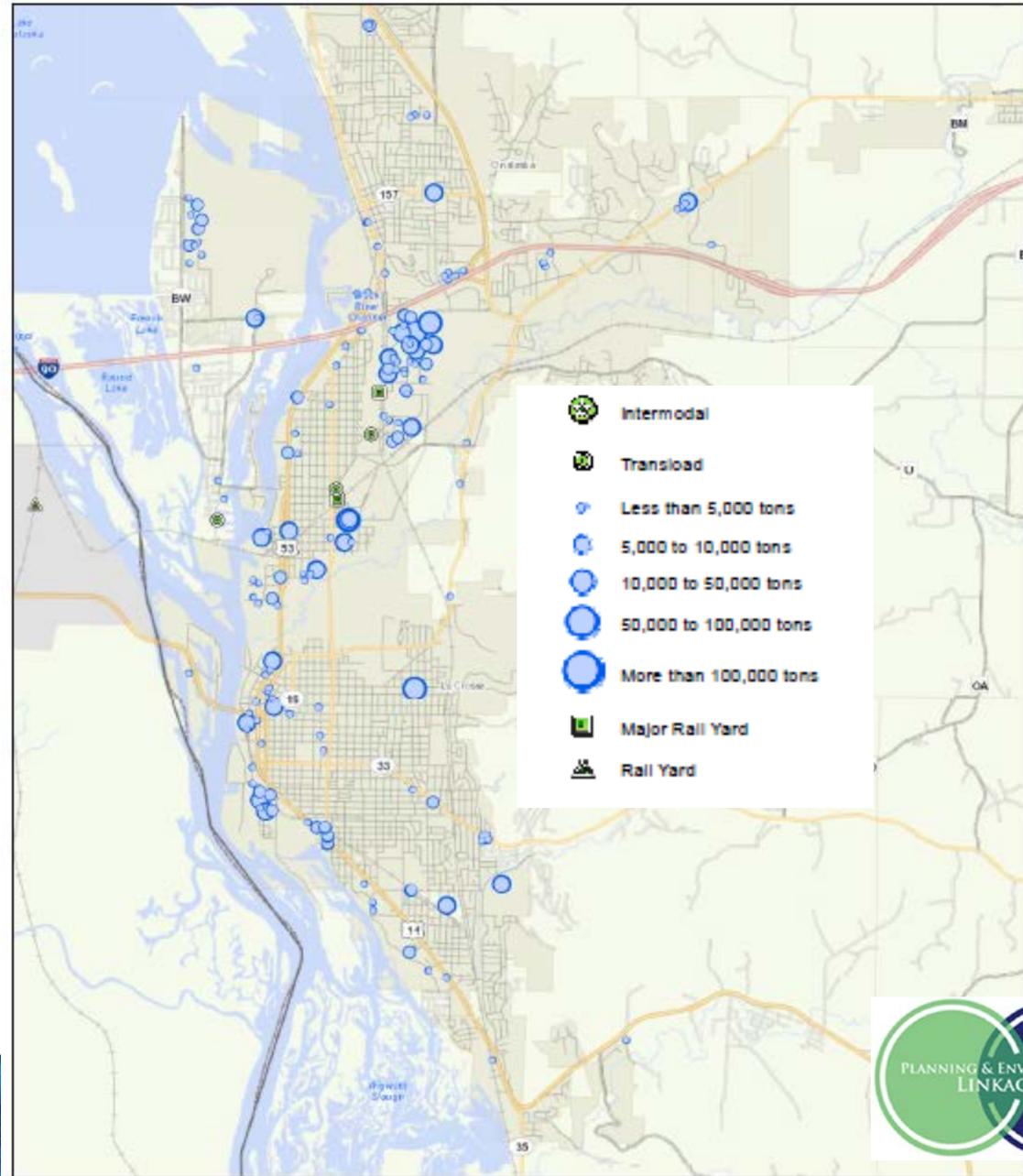
Freight Movement is Multimodal

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

	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

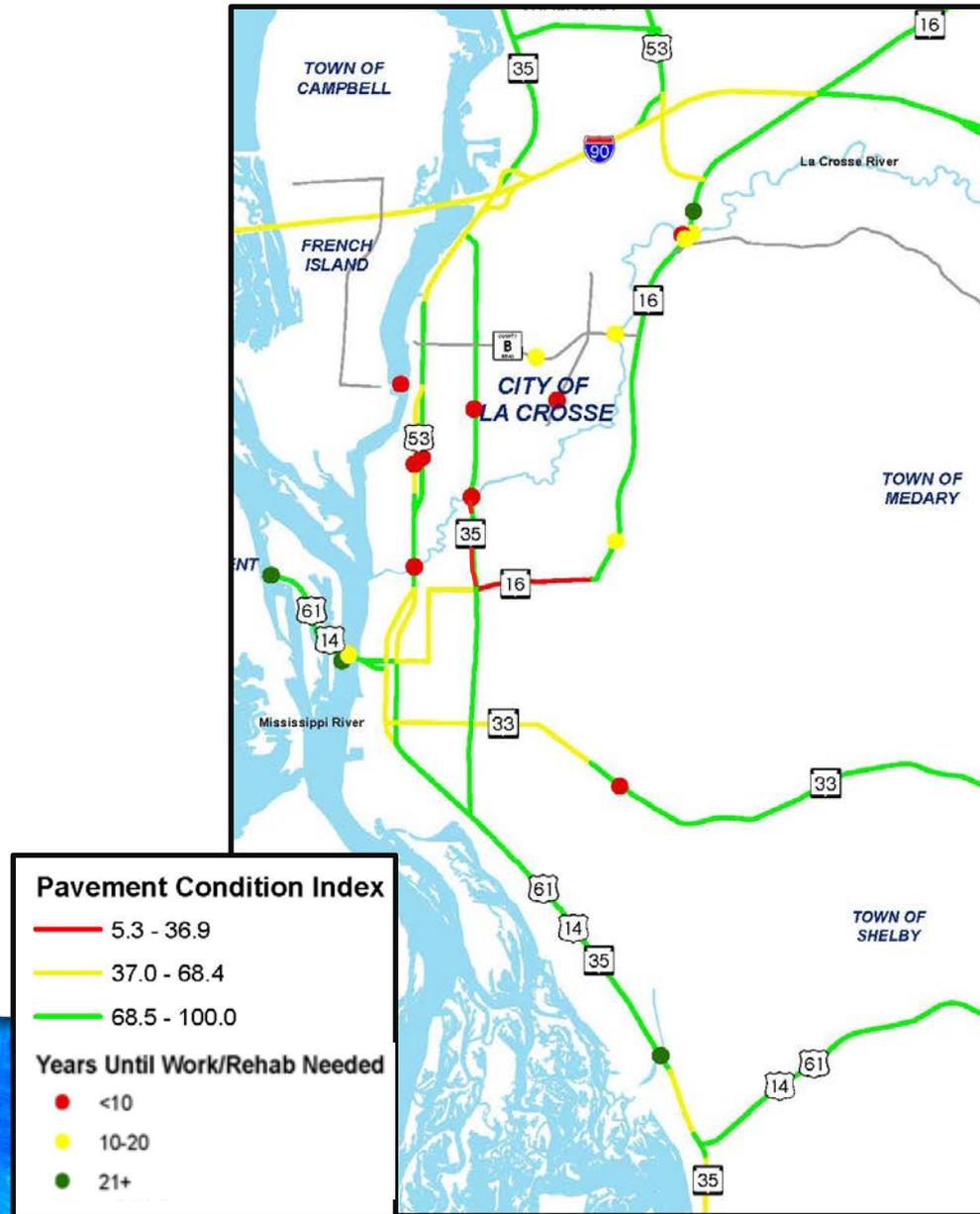


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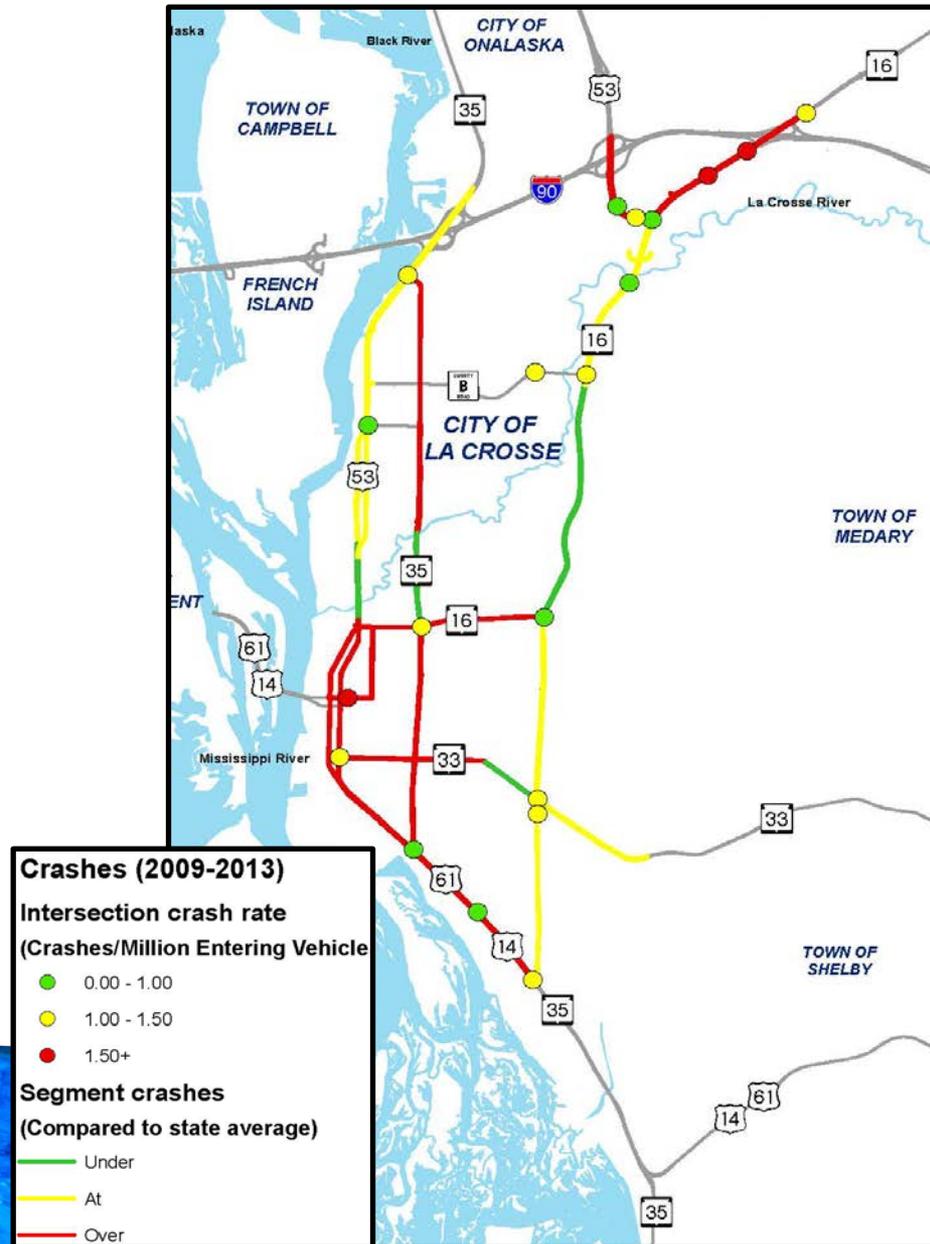
- ▶ Community Plans
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- ▶ **Infrastructure**



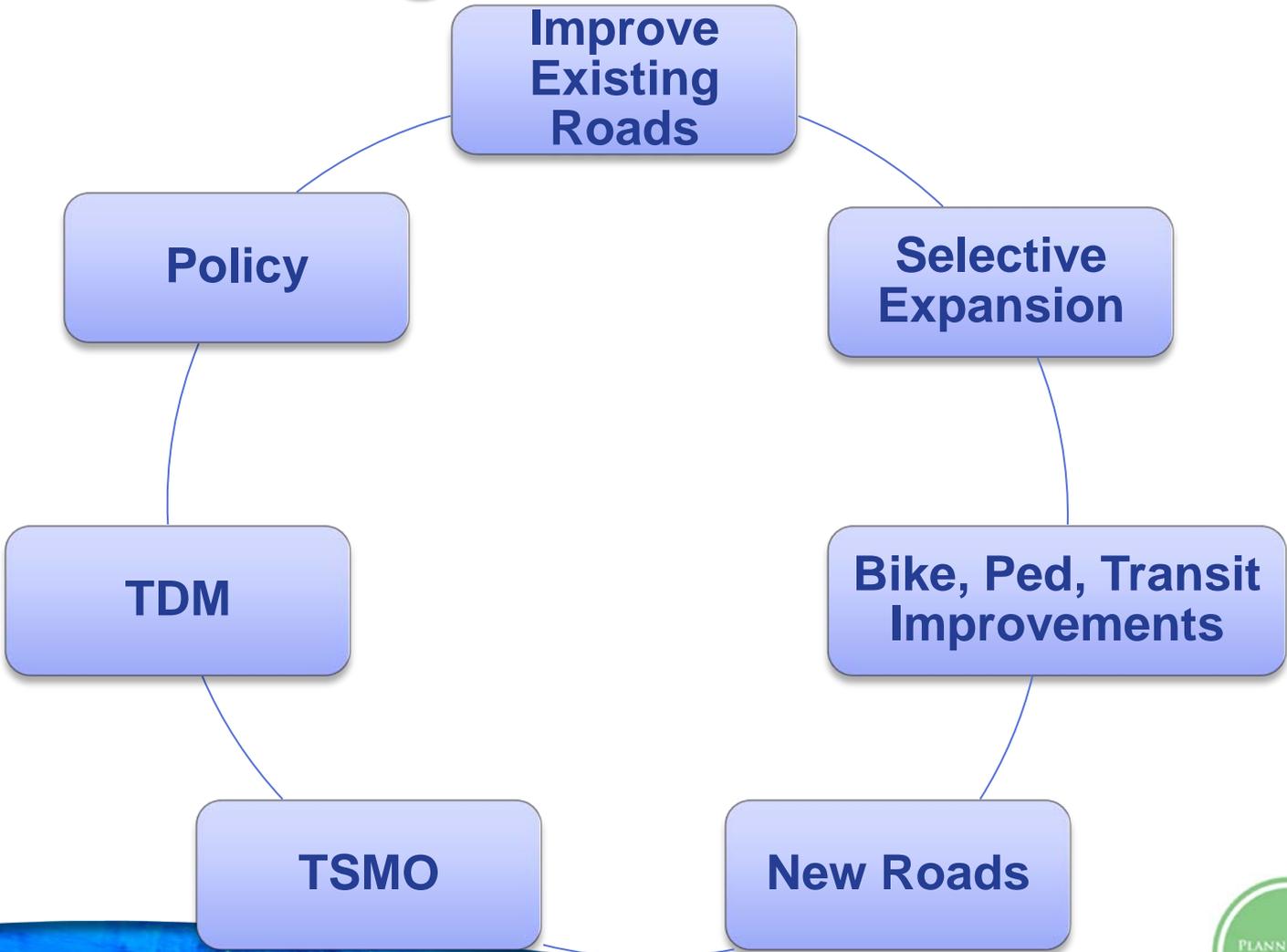
Pavement & Bridge Condition



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

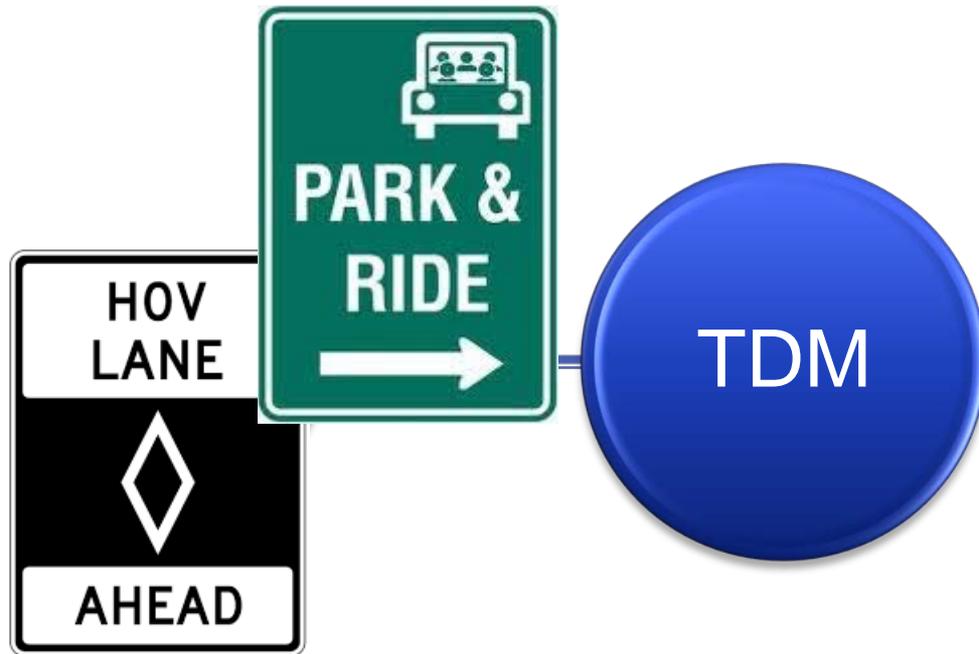


Improve Transit

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

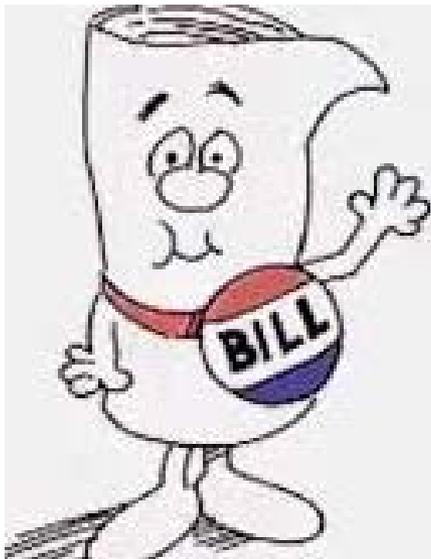


Broad Strategy Examples – Travel Demand Management (TDM)



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

Broad Strategy Examples – Policy



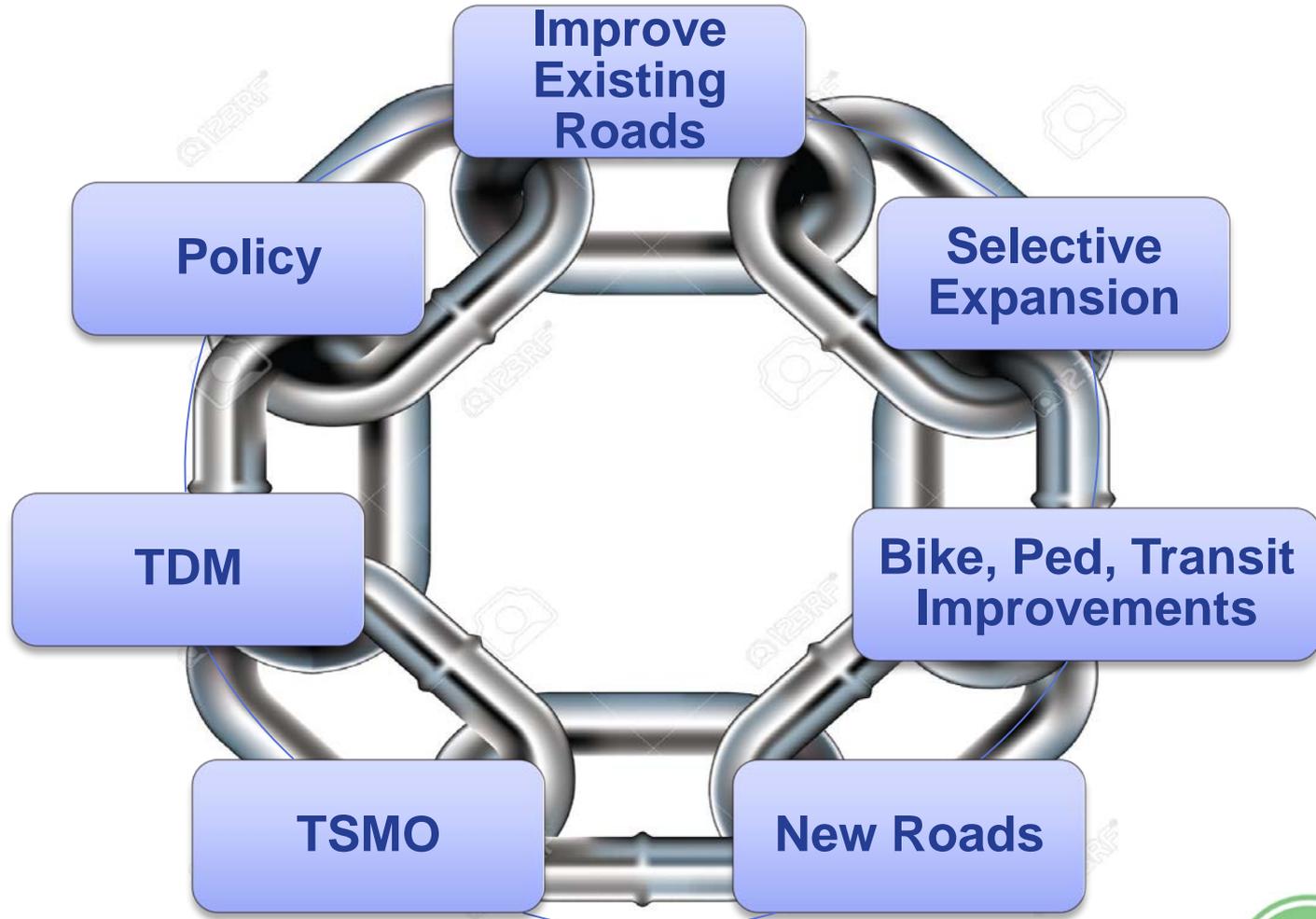
- Parking fees/permits
- Transportation utility fee
- Urban design/land use
- Complete Streets
- User fees

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



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

Broad Strategy Packages are Linked



Strategy Funneling Process

Strategy Packages

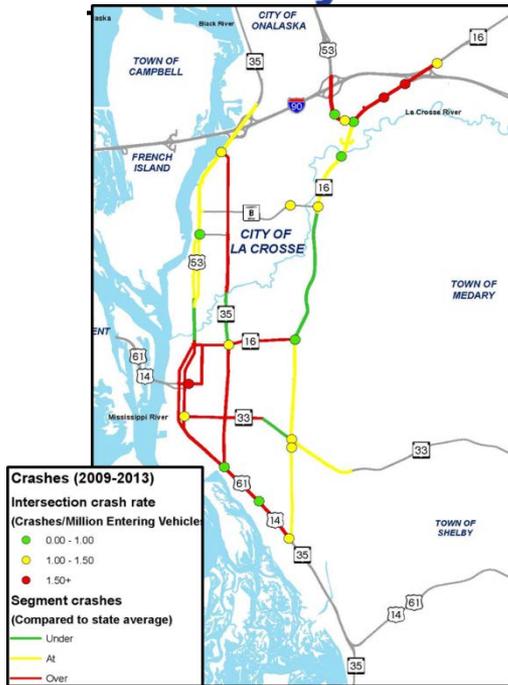


Goal and Objectives

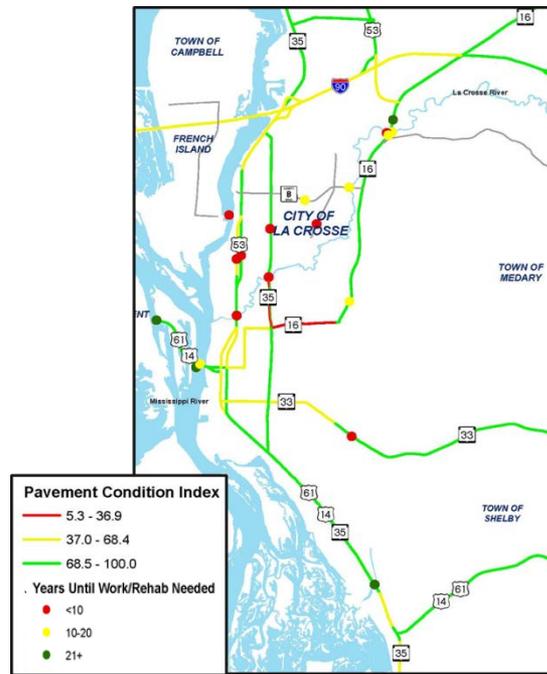
Recommended
Strategy Packages

Goal → Remove all Red

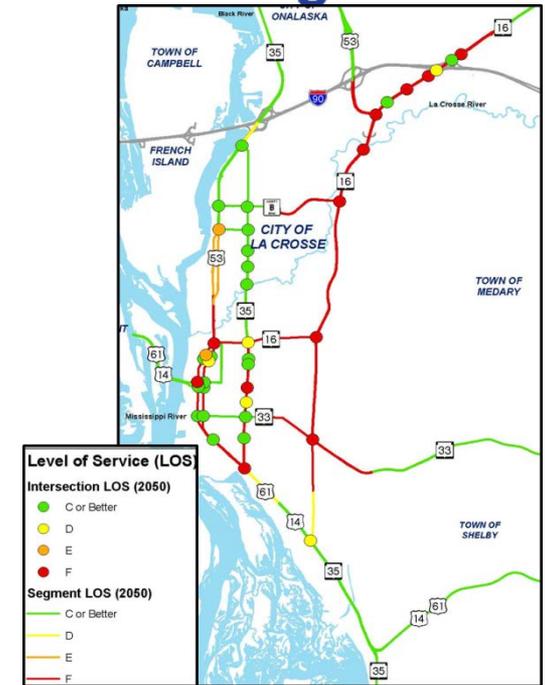
Safety



Infrastructure



Congestion



Questions?

WisDOT SW Region Contacts

Andrew Winga, P.E., WisDOT Project Manager
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(608) 785-9068

www.CouleeRegionStudy.dot.wi.gov

