

Coulee Region Transportation Study

Innovative Solutions for the 21st Century

Planning and Environment Linkages (PEL)

Transit Focus Group Meeting
June 30, 2015



Study team

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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 1 & 2

- ▶ Focus: existing and projected conditions in the Coulee Region
 - Gather input and answer questions
 - Gather input for potential strategies



- ▶ Meeting dates/locations
 - March 11 – La Crosse Central High School
 - March 12 – Eagle Bluff Elementary School
 - 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



Focus Groups

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



Previous Meetings Other Public Outreach



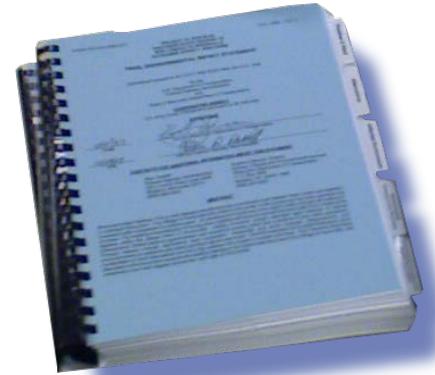
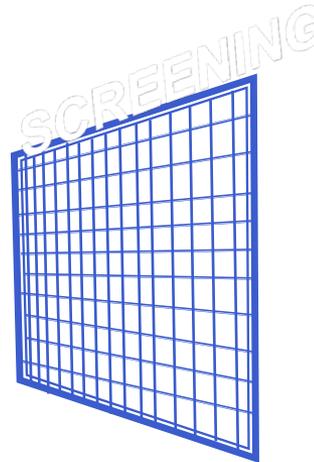
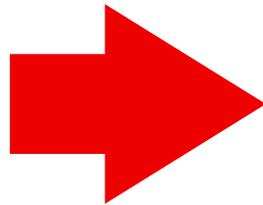
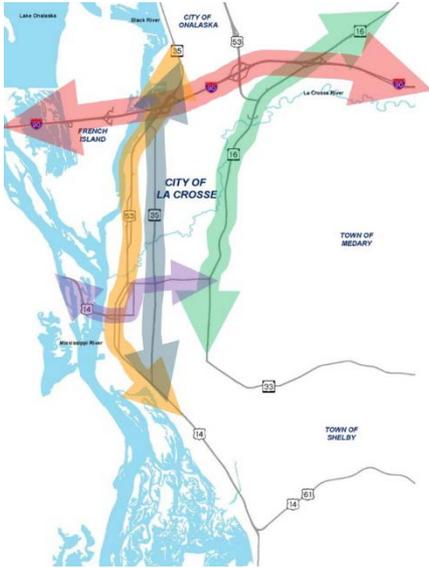
- ▶ Grandview-Emerson Neighborhood Association
- ▶ La Crosse Mayors Neighborhood Conference
- ▶ Outdoor Recreation Alliance
- ▶ UWL Student Association
- ▶ La Crosse Chamber
- ▶ Local Businesses

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



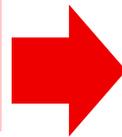
Planning & Environment Linkages (PEL)



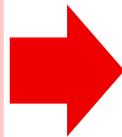
**Develop
Problem
Statement,
Goals**



**Develop
Objectives**



**Develop
Strategies
and Evaluate
(Screen)**



**Identify
Strategies to
Bring
Forward into
NEPA**



Data Collection and Strategy Development



Community Plans

Confluence: The La Crosse Comprehensive Plan

La Crosse Transportation Vision Characterization
 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 on the Mississippi River, which has been a major factor in its development and growth. The city's location on the river has provided a natural barrier to invasion and a source of transportation. The city's growth has been shaped by the river, and the city's future growth will continue to be shaped by the river. The city's transportation vision is to provide a safe, efficient, and sustainable transportation system that meets the needs of the community and supports the city's economic and social goals.



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



Schreiber / Anderson Associates, Inc.

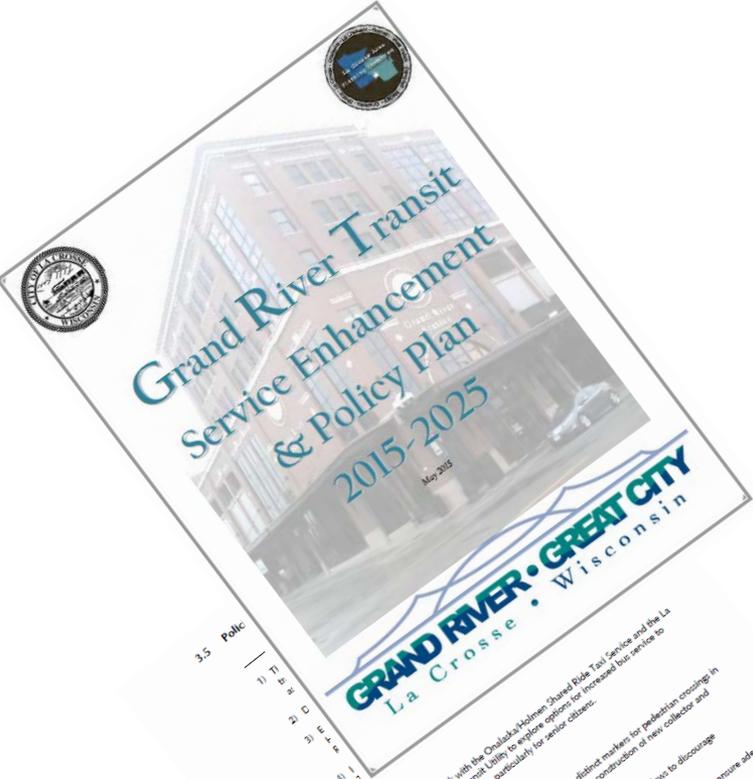
City of Onalaska COMPREHENSIVE PLAN 2025
 Volume Two: Existing Conditions Report

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



Transit Plans



3.5 Policy

- 1) F
- 2) R
- 3) U
- 4) L

- 6) Continue to work with the Onitaka-Holmes Shared Ride Taxi Carline and the La Crosse Municipal Transit Utility to explore options for increased bus service to Onitaka and La Crosse, particularly for senior citizens.
- 7) Incorporate colored pavement or other distinct markers for pedestrian crossings in the redesign of busy street intersections, or construction of new collector and arterial streets.
- 8) Continue public education efforts and enforce traffic laws to discourage dangerous and illegal behavior by motorists and bicyclists.
- 9) Properly maintain street trees, landscaping, signage, and roads to ensure adequate visibility and road safety.
- 10) Adopt policies to require new and existing industrial areas to have well-lit and marked parking areas for multi-stories and other large equipment to maintain the aesthetics of the community. Parking should be located in the rear or on the side of the building whenever possible.
- 11) Provide adequate parking spaces in existing and new commercial areas.

TRANSPORTATION
TRANSPORTATION

Village of Holmes Comprehensive Plan 2022-31



been previously considered, such as having senior fare or children fare, or having a monthly discount for people who are unable to work. A study is being done to see if there is any way to make the fare more affordable for people who are unable to work. There are no budget in Onitaka that have been identified as recently.

Transit
Bus
Bus service is available in portions of the City as well as throughout the City of La Crosse. The City of La Crosse provides transportation throughout the City of La Crosse. The City of La Crosse provides transportation throughout the City of La Crosse. The City of La Crosse provides transportation throughout the City of La Crosse.



SEH
Sustainable Economic Hub

Public Road
The City of La Crosse provides transportation throughout the City of La Crosse. The City of La Crosse provides transportation throughout the City of La Crosse. The City of La Crosse provides transportation throughout the City of La Crosse.

Public Transportation
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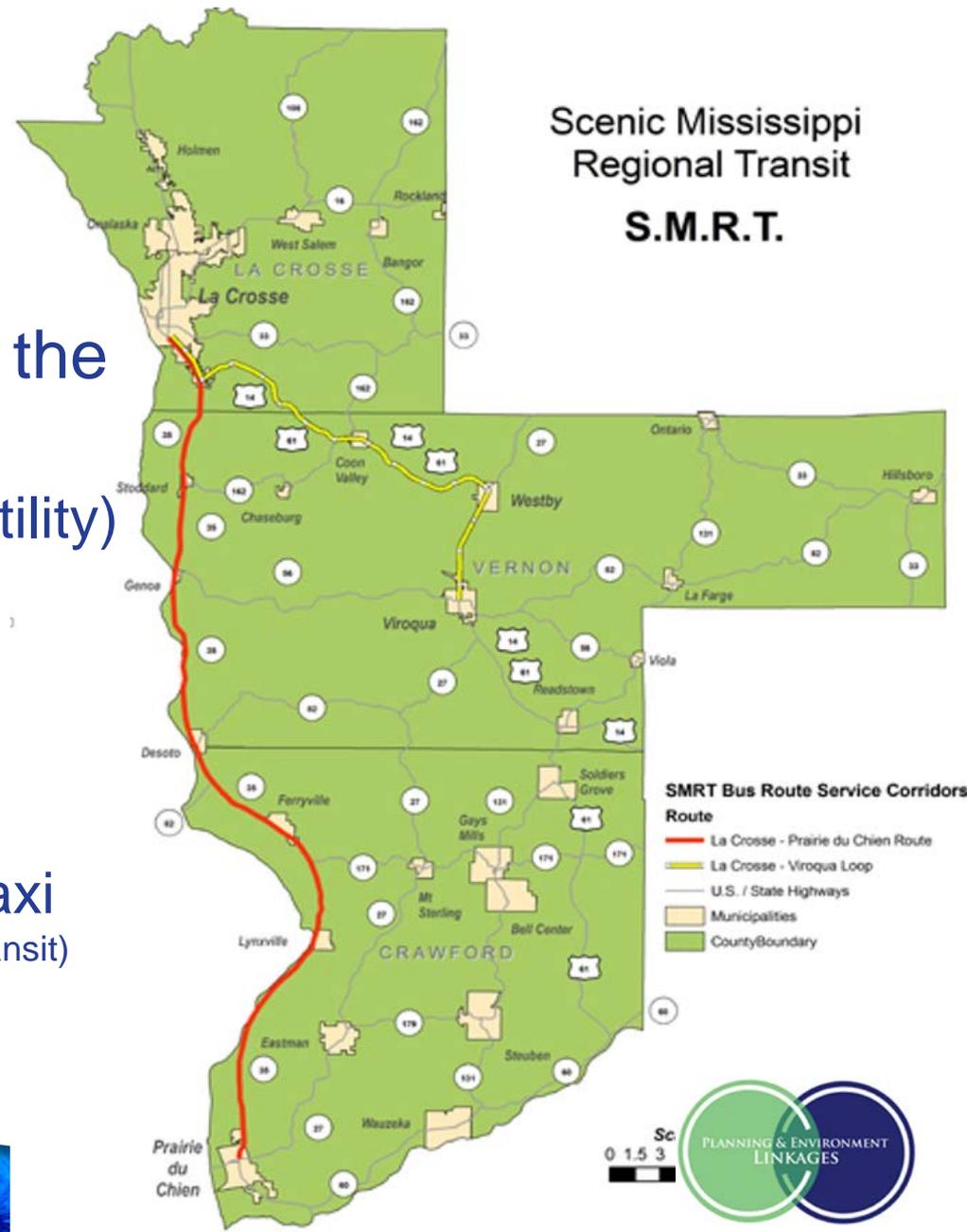
CHAPTER 3 TRANSPORTATION



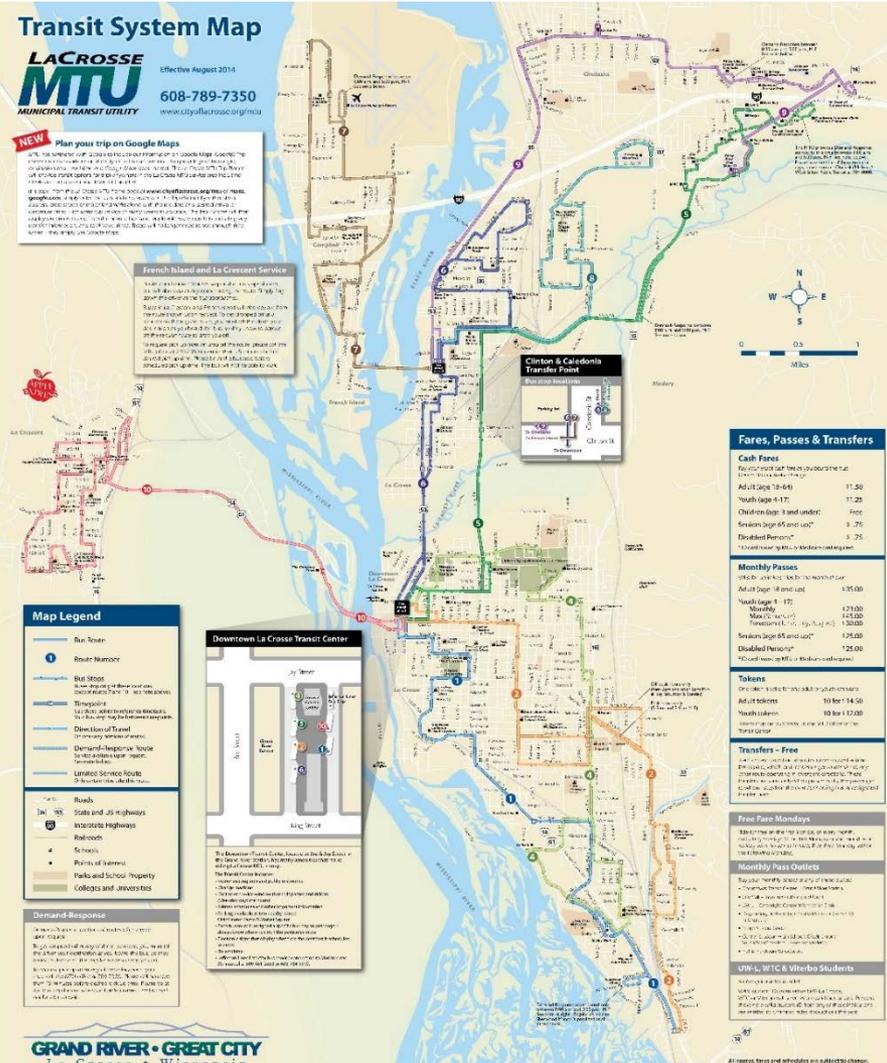
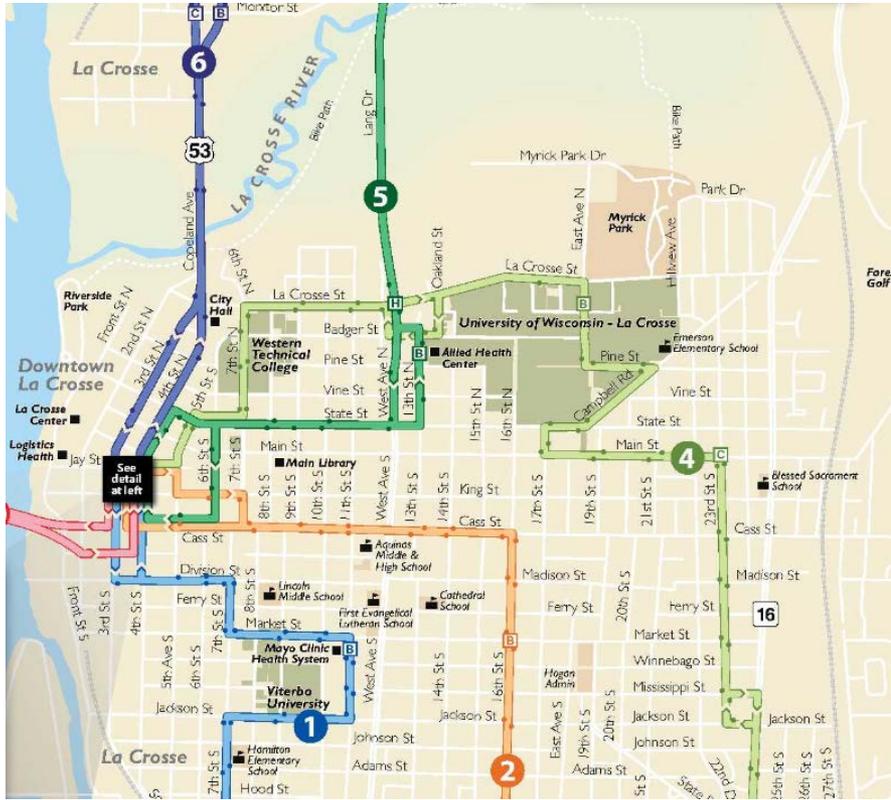
Transit

- ▶ Many types of transit in the study area
 - MTU (Municipal Transit Utility)
 - S.M.R.T.
 - Jefferson Lines
 - La Crosse County Rural Transit
 - OHWSPT Shared Ride Taxi (Onalaska/Holmen/West Salem Public Transit)

Scenic Mississippi
Regional Transit
S.M.R.T.



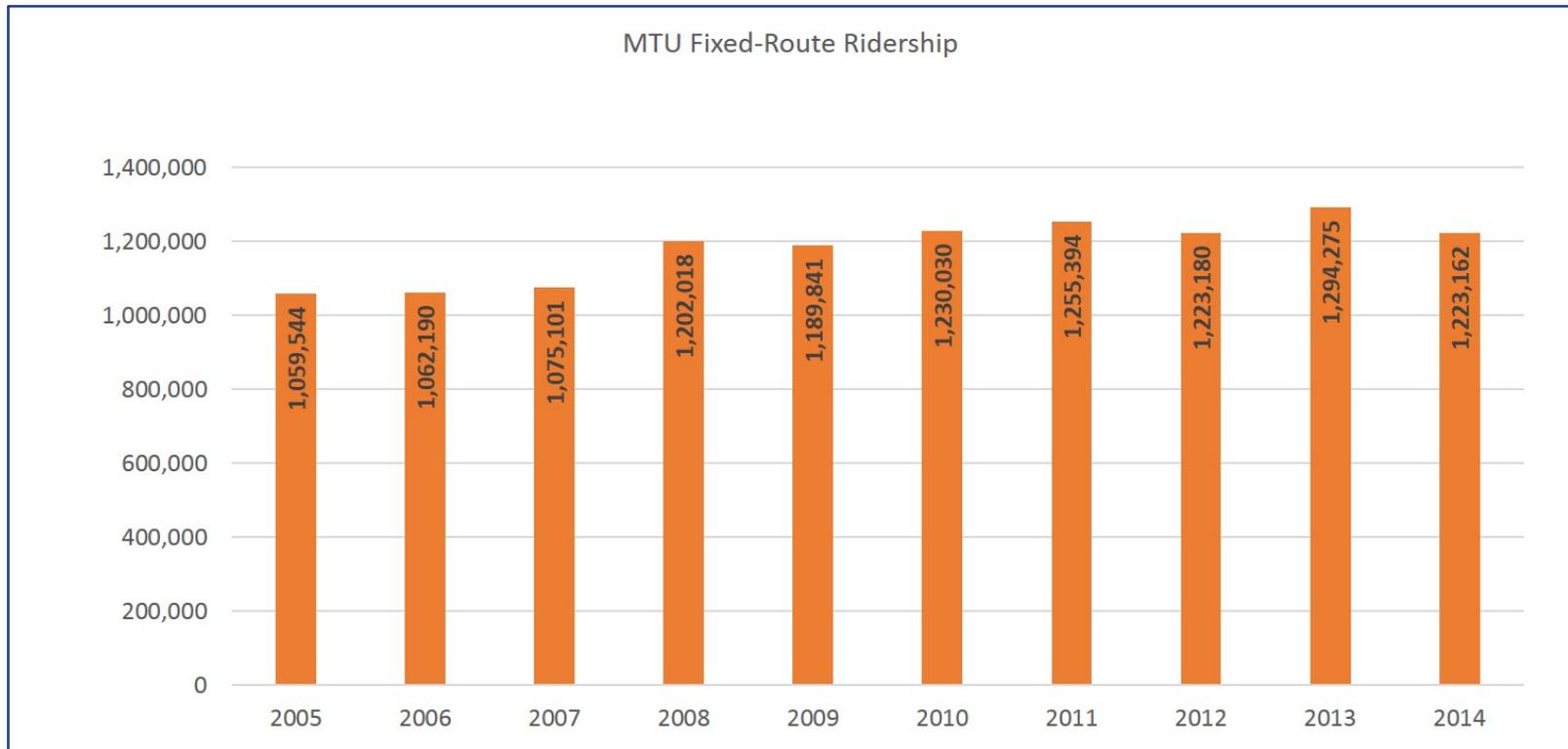
MTU of La Crosse



*Source: La Crosse County Municipal Transit Utility



Transit – MTU



*Source: US Federal Transit Administration – National Transit Database and MTU



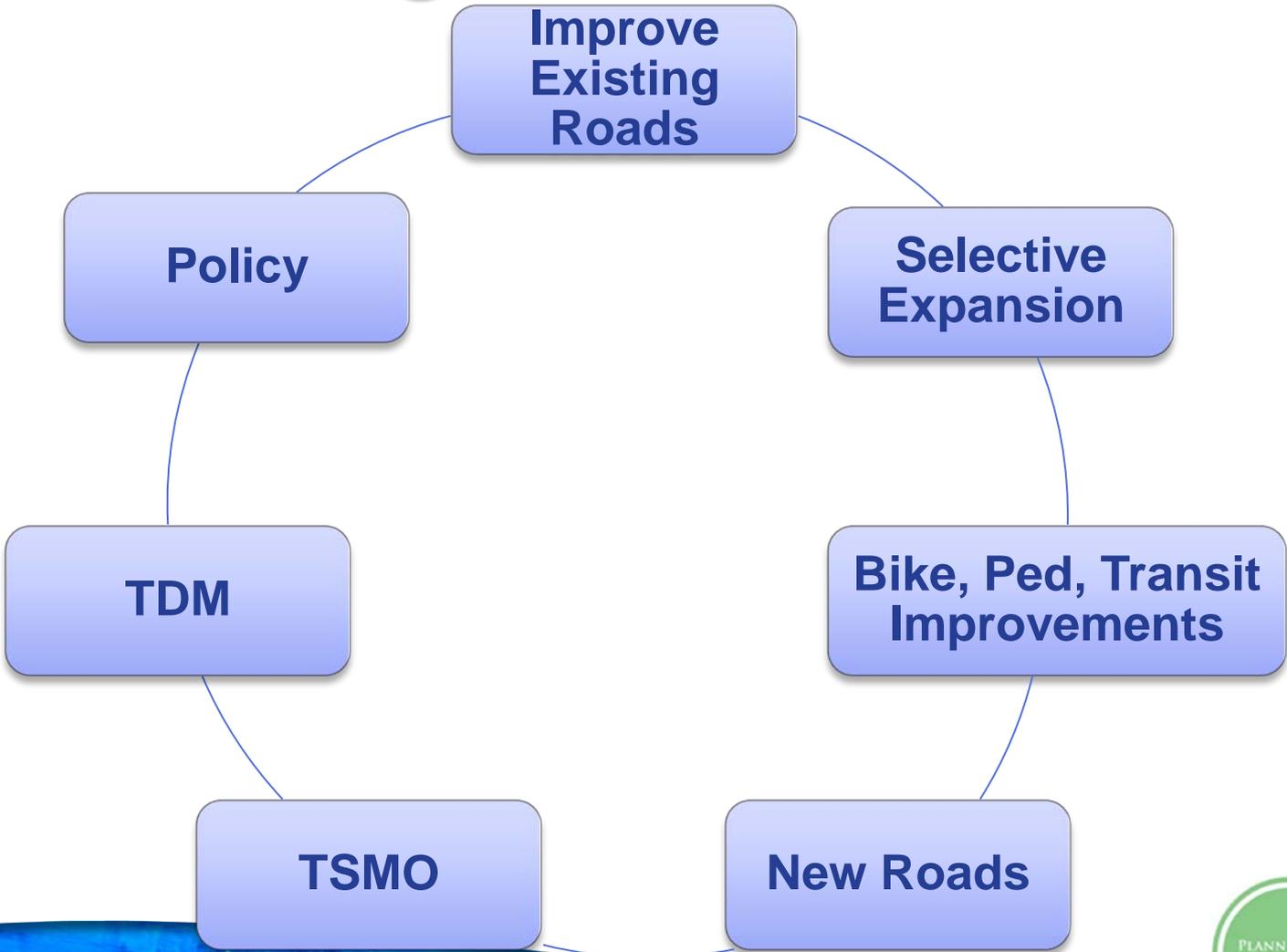
Total transit ridership – Coulee Region



**Source: La Crosse Area Planning Committee*



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

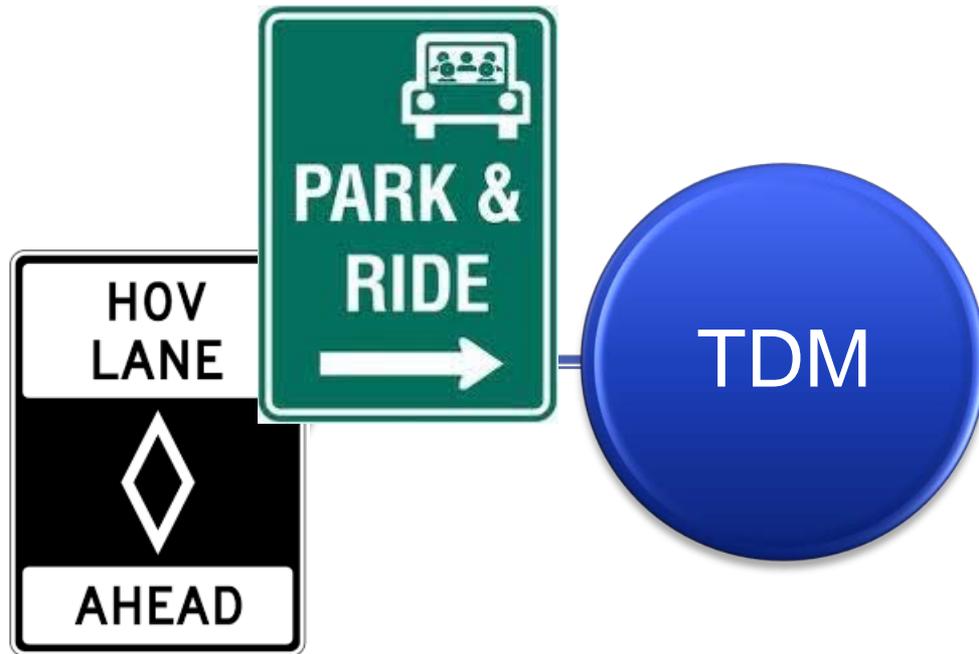


Improve Transit

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

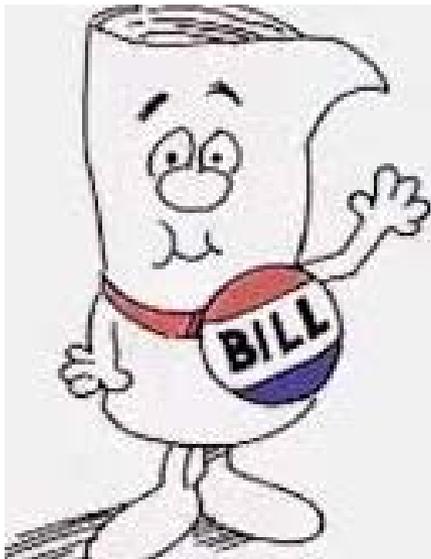


Broad Strategy Examples – Travel Demand Management (TDM)



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

Broad Strategy Examples – Policy



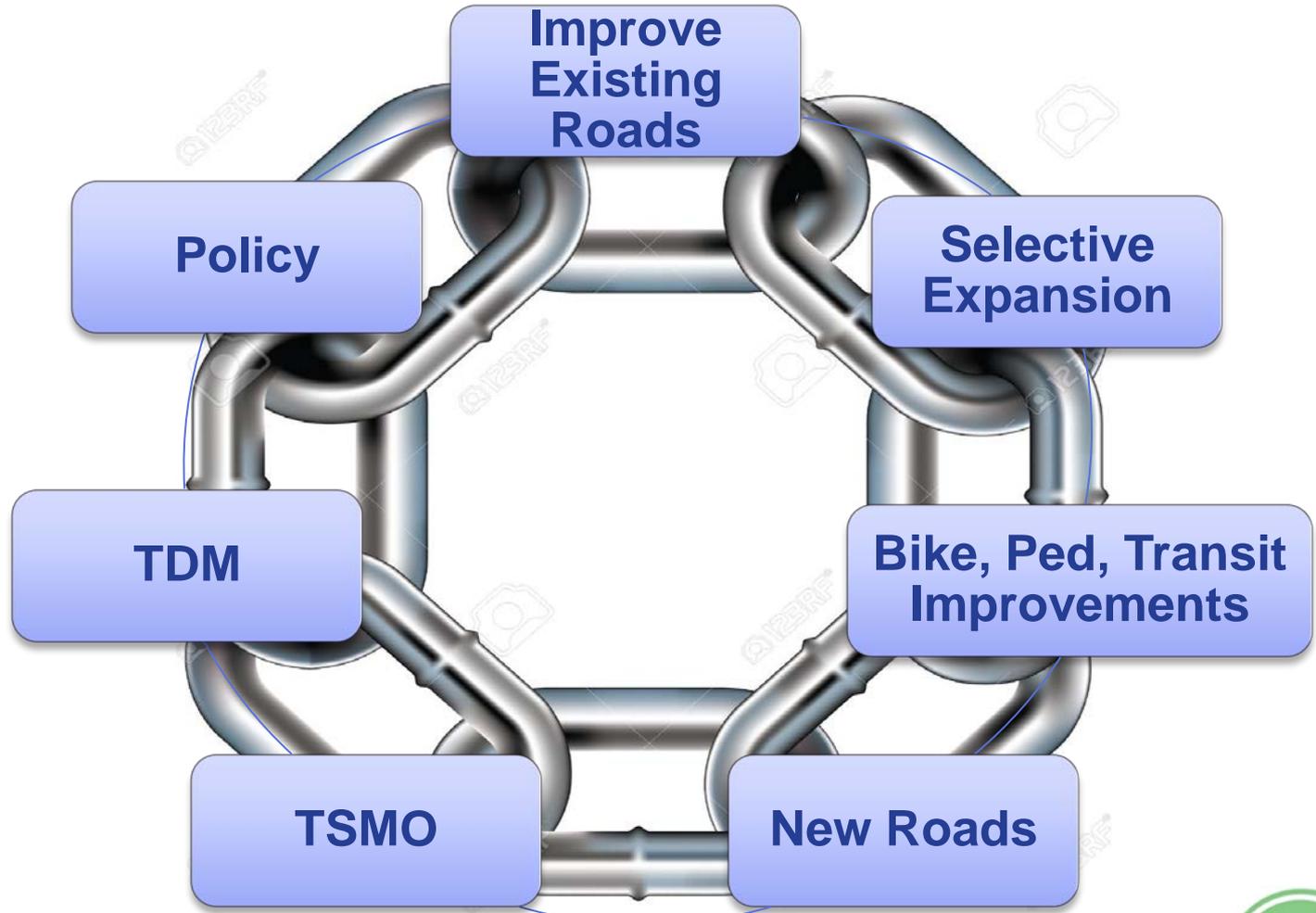
- Parking fees/permits
- Transportation utility fee
- Urban design/land use
- Complete Streets
- User fees

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

Questions?

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