

Coulee Region Transportation Study

Innovative Solutions for the 21st Century

Planning and Environment Linkages (PEL)

La Crosse Area Planning Committee

July 15, 2015



Study team

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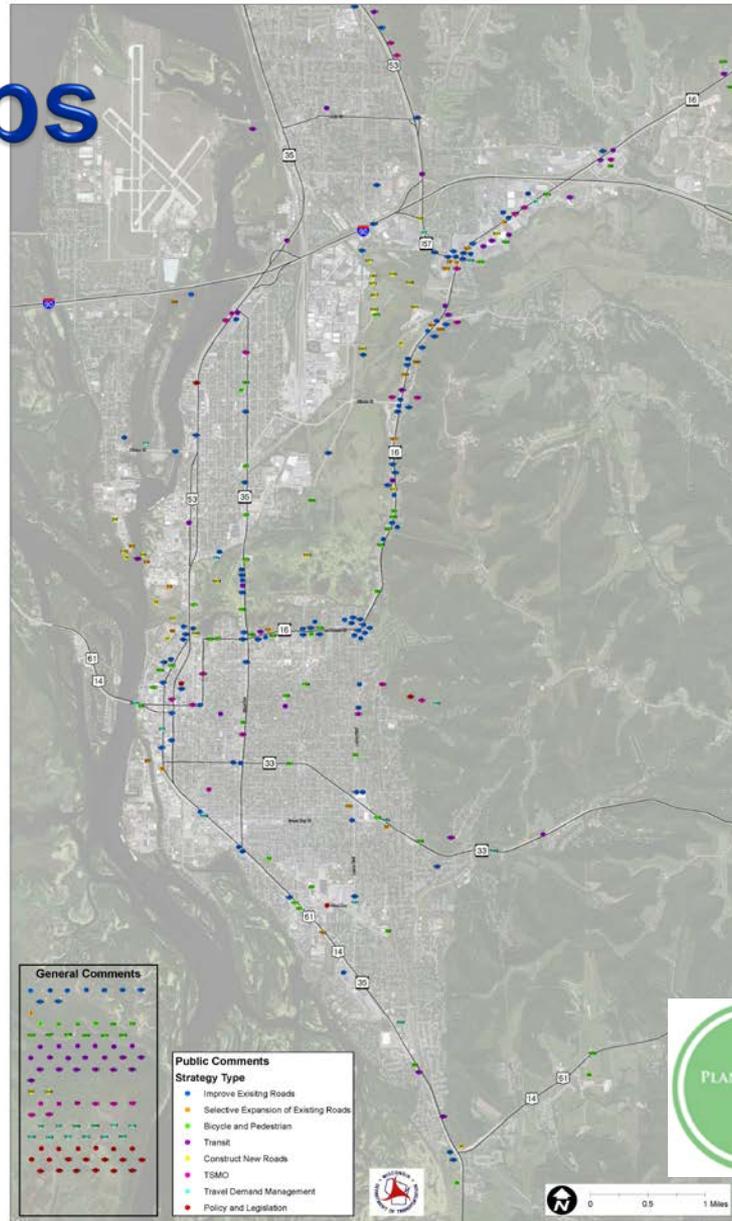
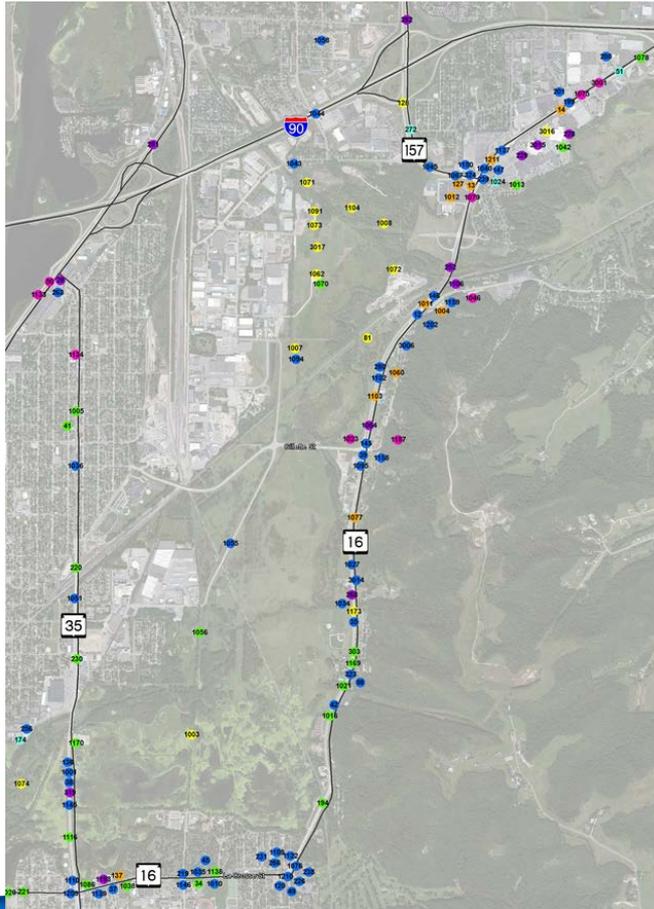


Dot Exercise

- ▶ Public Involvement groups
 - CAG/TAG, LOM, PIMs, LAPC, La Crosse Chamber of Commerce and Focus Groups
- ▶ Provided input via numbered dots and comment forms
- ▶ Recorded and placed on one large map

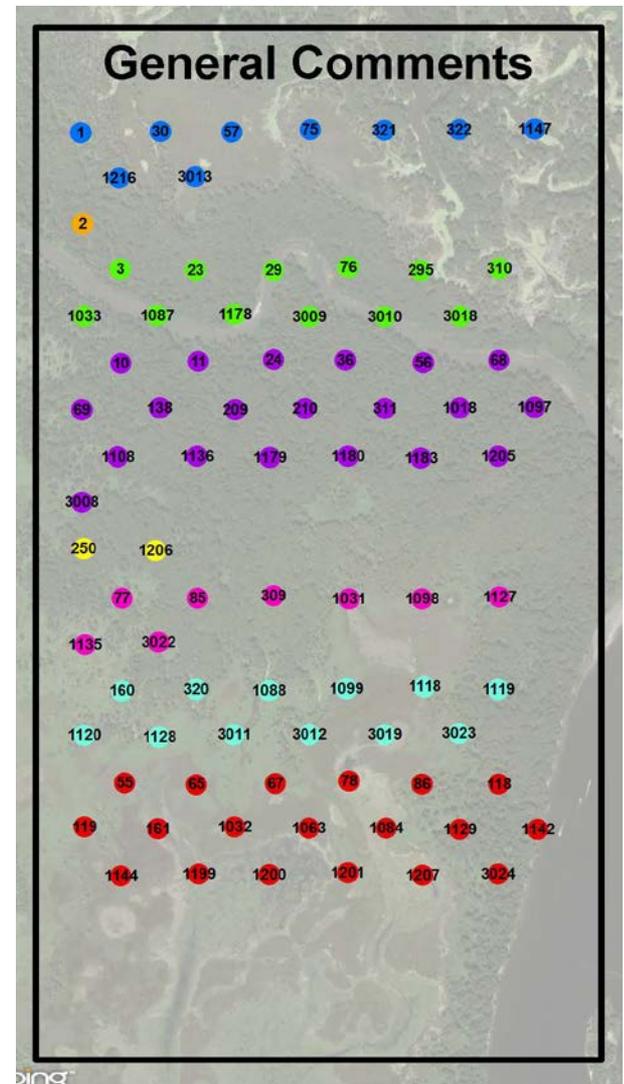


Geo-Coded Maps



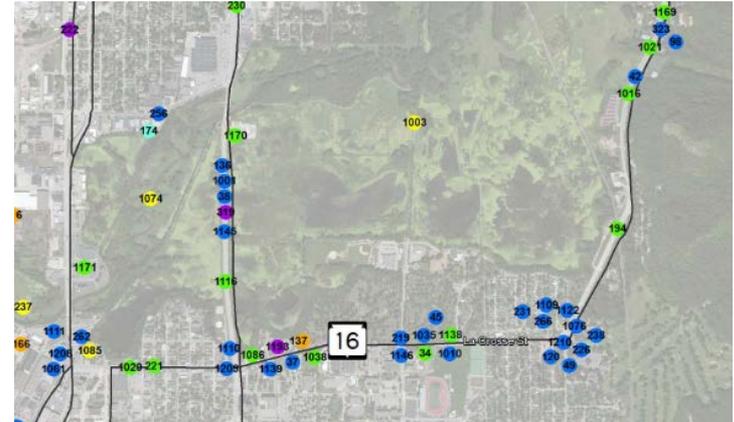
All Together

- ▶ Nearly 550 comments from CAG/TAG, LOM, PIMs, LAPC, La Crosse Chamber of Commerce and Focus Groups
- ▶ Separate “General Comments” box
- ▶ Categorized by strategies
 - Improve existing roads
 - Selective expansion of existing roads
 - Bike/Ped
 - Transit
 - Construct new roads
 - TSMO
 - TDM
 - Policy and legislation



Improve Existing Roads

- ▶ Total: 110 comments (blue dots)
- ▶ Repeated themes:
 - Improve intersection/construct roundabout at La Crosse St (WIS 16) and Losey Blvd
 - Construct grade-separated or roundabout intersection at WIS 16 & County Road B East and County Road B West
 - Replace pavement on Lang Drive (WIS 35)
 - Replace pavement on La Crosse St (WIS 16)



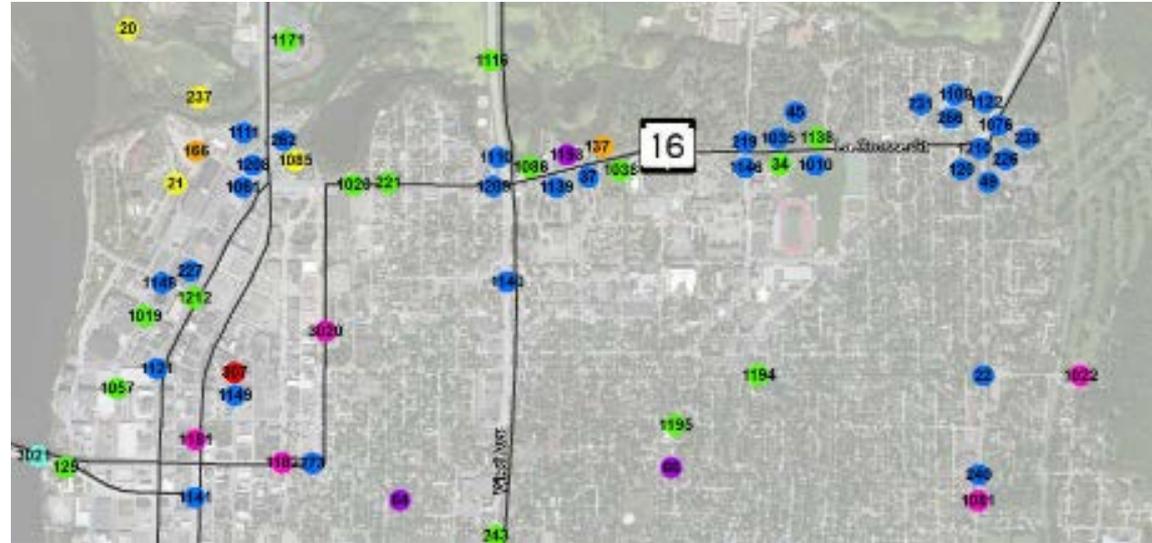
Selective Expansion of Existing Roads

- ▶ Total: 23 comments (orange dots)
- ▶ Repeated themes:
 - Expand WIS 16
 - Add and/or lengthen turn lanes
 - Most comments centered on WIS 16 & WIS 157 intersection and WIS 16 corridor



Bike/Ped

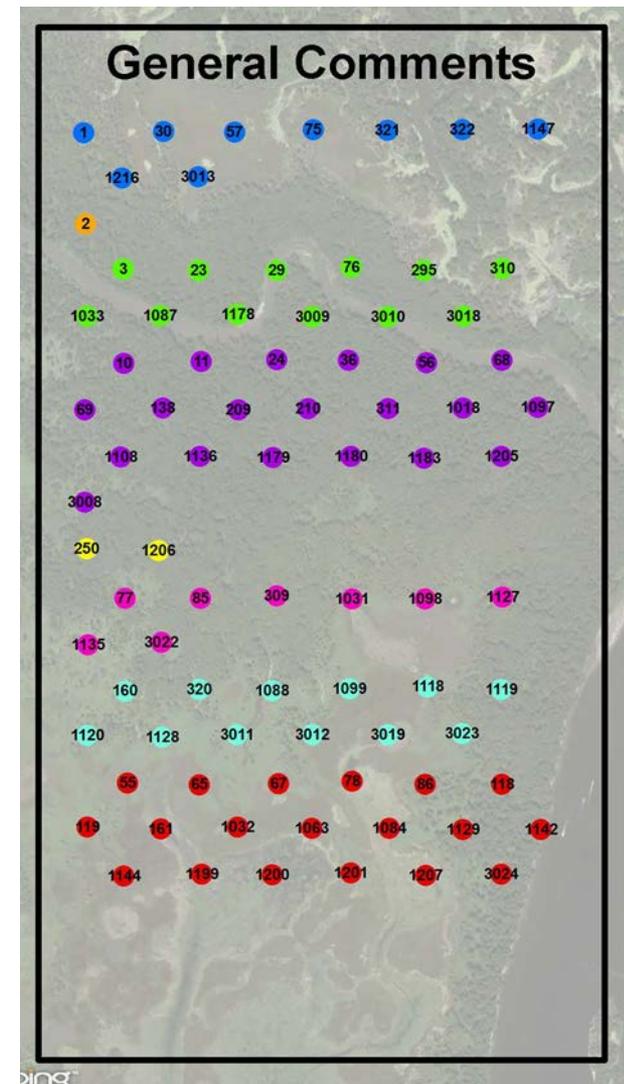
- ▶ Total: 58 comments (green dots)
- ▶ Repeated themes:
 - Increase amount of bike lanes and shared use paths throughout the Coulee Region
 - Improve crossings to increase safety
 - Improve existing routes



- Comments were concentrated around existing routes
- There were also several general comments not assigned to a location

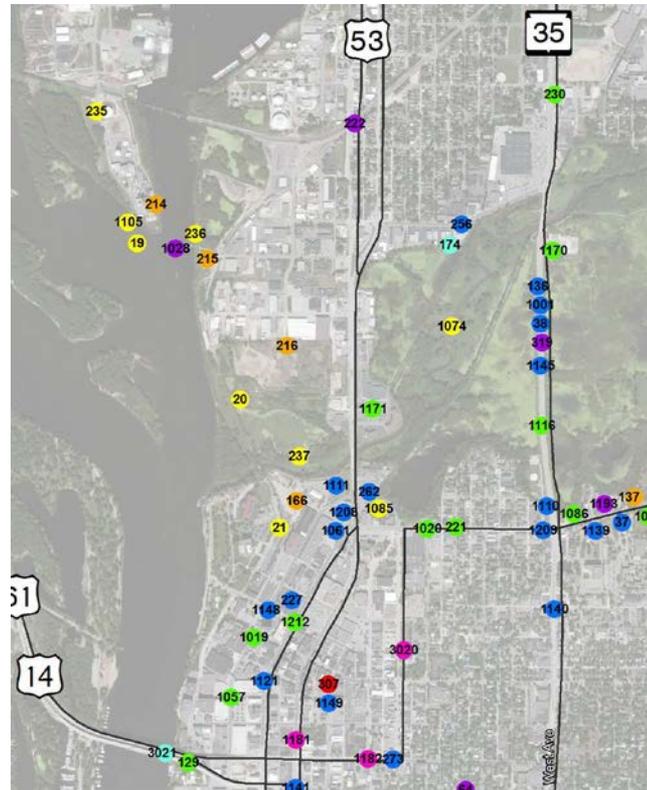
Transit

- ▶ Total: 49 comments (purple dots)
- ▶ Repeated themes:
 - Increase service hours, frequency, and routes
 - Develop park and ride express bus service
 - To/From: Downtown La Crosse, Exit 5, Valley View Mall, North of I-90 on WIS 16, WIS 35, and US 53
 - Increase regional routes
 - Develop Bus Rapid Transit (BRT)
 - Large number of regional/general comments



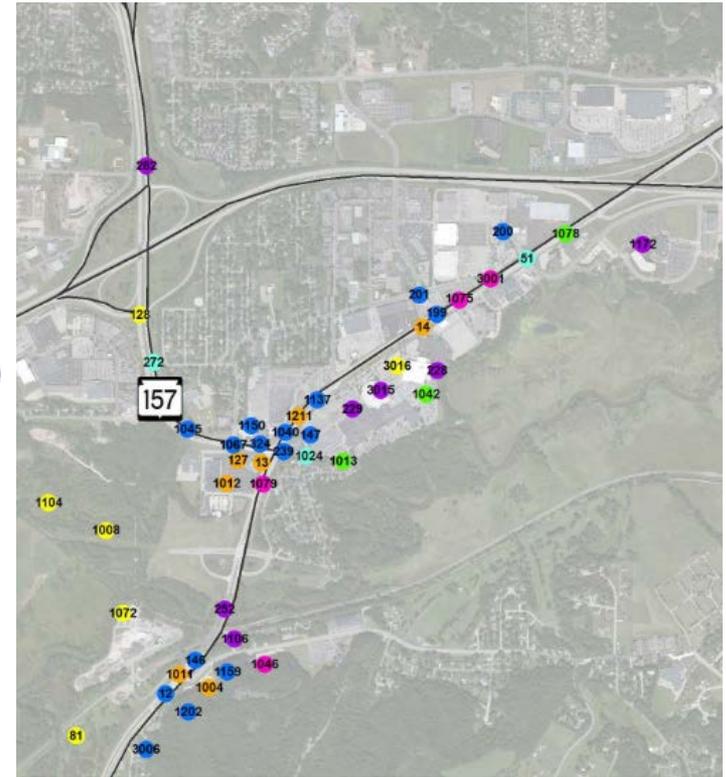
Construct New Roads

- ▶ Total: 27 comments (yellow dots)
- ▶ Repeated themes:
 - WIS 157 to River Valley Drive – “North Build”
 - French Island route from I-90 to 2nd Street in La Crosse



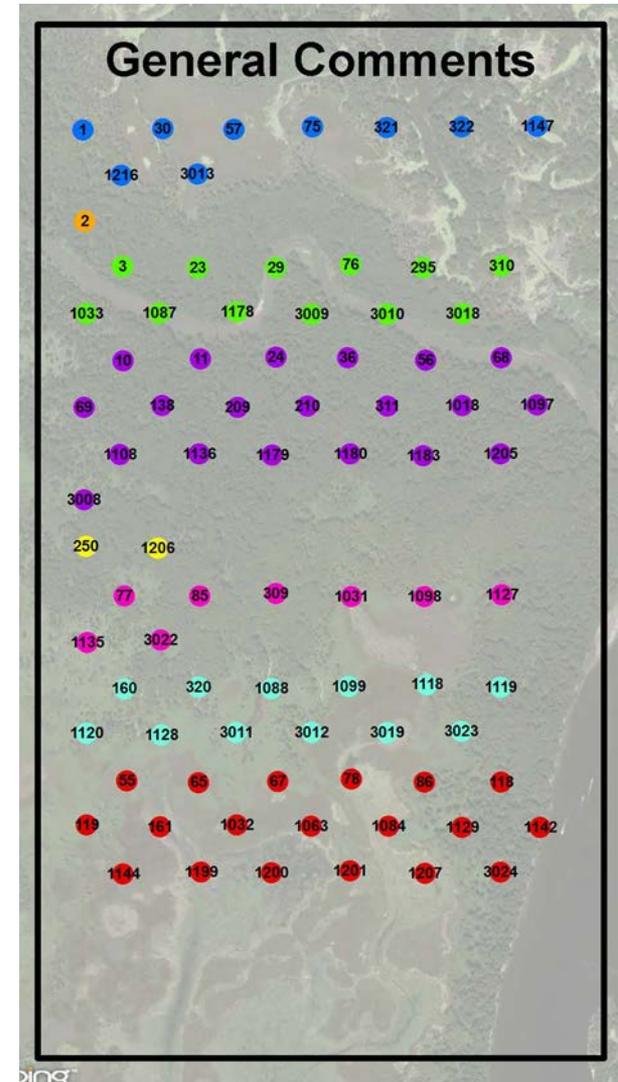
Transportation System Management & Operations (TSMO)

- ▶ Total: 29 comments (pink dots)
- ▶ Repeated themes:
 - Improve signal timing on WIS 35, WIS 16, WIS 157, and US 53 as well as during peak travel times
 - Signal phasing changes – left turn arrows
 - Dynamic messaging signs
 - Most comments focused on WIS 35 & 16, and US 53



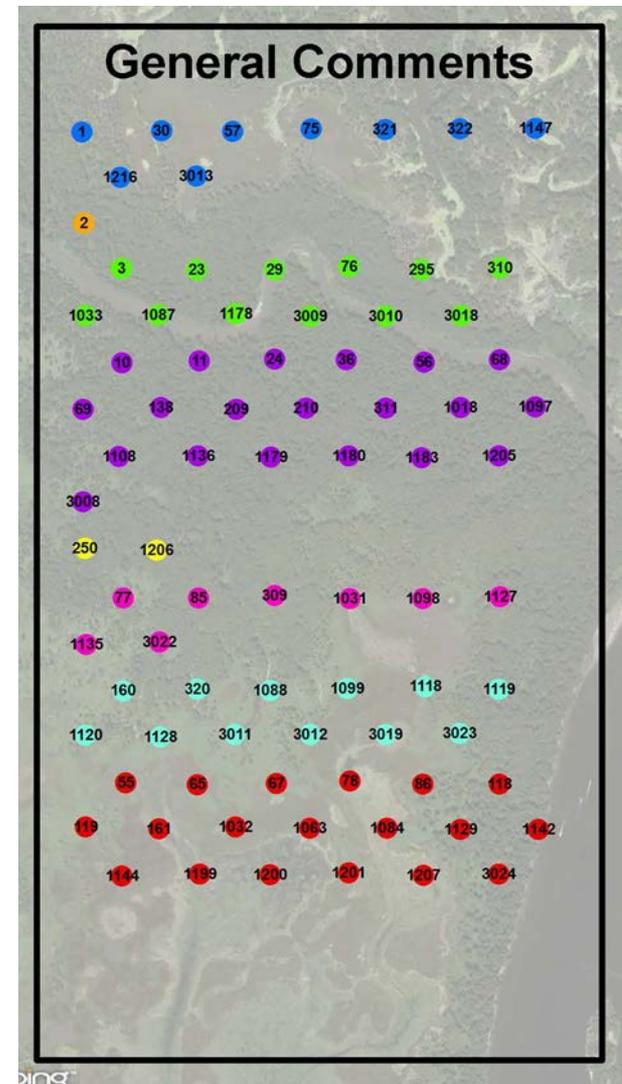
Traffic Demand Management (TDM)

- ▶ Total: 25 comments (teal dots)
- ▶ Repeated themes:
 - Increase amount of park and rides, especially in Onalaska and north of I-90
 - Encourage car-pooling
 - Many regional/general comments



Policy and Legislation

- ▶ Total: 25 comments (red dots)
- ▶ Repeated themes:
 - Continue implementation of Complete Streets
 - Increase intergovernmental cooperation (City, WisDOT, region, etc.)
 - Create Regional Transit Authority (RTA)
 - Develop new user fee/tax
 - Implement pay for parking in select areas
 - Many regional/general comments



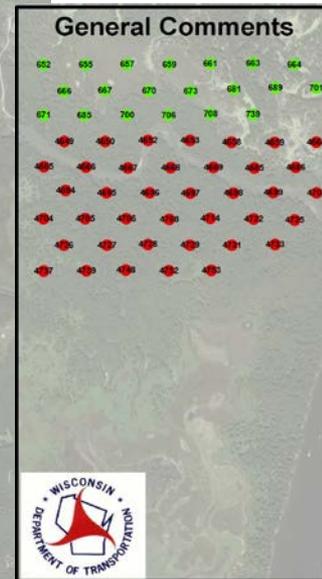
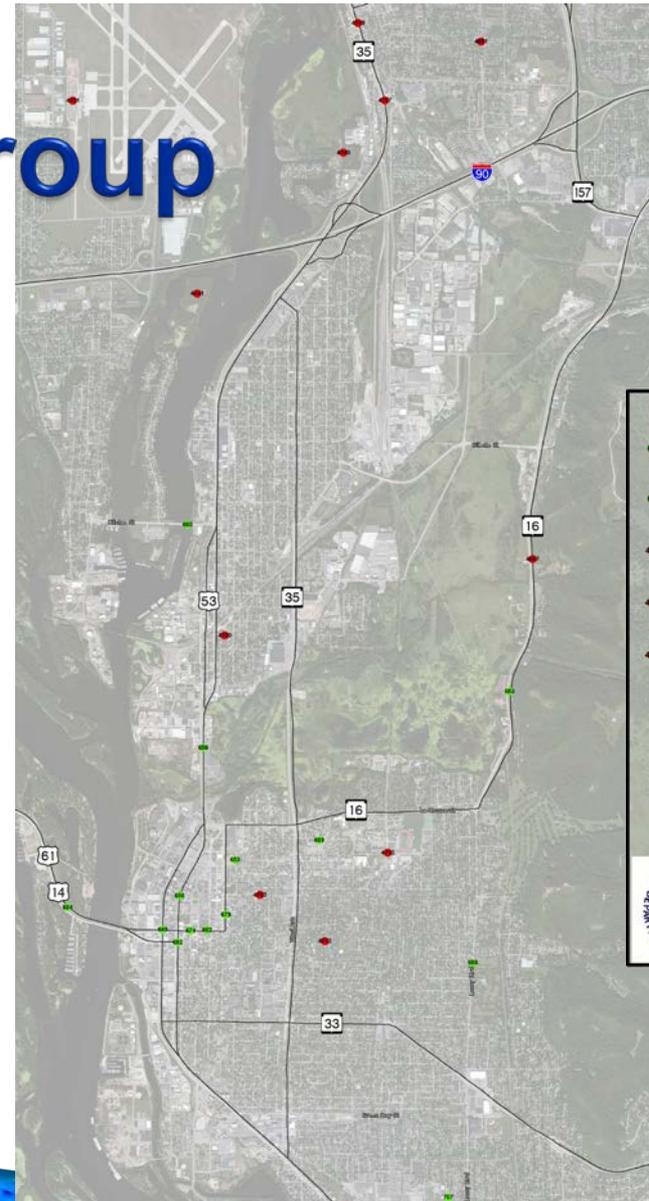
Focus Groups

- ▶ Two Focus Groups meeting in June and August
- ▶ Bicycle and Pedestrian
- ▶ Transit
- ▶ Approximately 12 members each
- ▶ Dots divided into assets (green dots) and deficiencies (red dots)



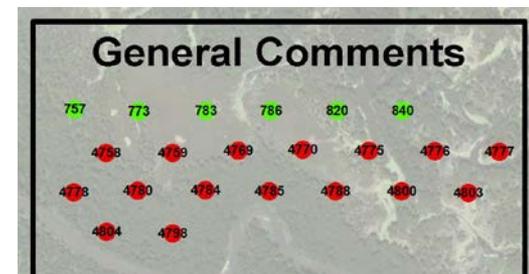
Transit Focus Group

- ▶ 102 comments
- ▶ Many general/regional comments
- ▶ Assets: transit center, bikes on busses
- ▶ Deficiencies: need more frequent routes, need important stops such as Amtrak Station, limited hours on weekends/holidays



Bike/Ped Focus Group

- ▶ 80 comments
- ▶ Focus mainly on existing roads
- ▶ Assets: off-road bike paths, many streets with low traffic, navigable sidewalks for all abilities
- ▶ Deficiencies: dangerous crossings on major streets (West Ave, Losey Blvd, WIS 33), non-continuous bike ways, streets without Complete Streets facilities, lack of street lighting



Schedule

Future Public Outreach

- PIMs #3: September 2015
 - Focus: present strategy findings to date



2015

WINTER

SPRING

SUMMER

FALL

WINTER

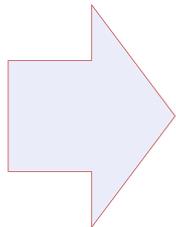
Work Plan

Data collection
Strategy Development

Evaluation

Refine

Final Report



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

Evaluate Strategies

Refined Strategies

Recommend Refined Strategies

STUDY PROCESS



Coulee Region Transportation Study PEL

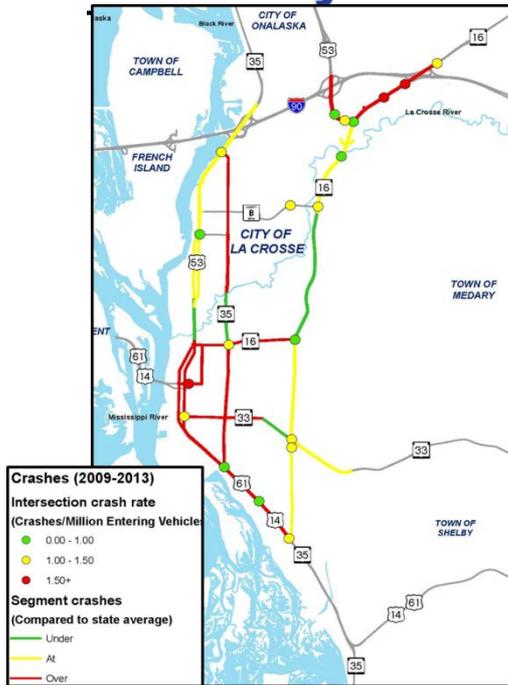
Let's keep in mind when discussing strategies....

- Strategies are not final at this point
- Must consider all strategies
- Many different stakeholders
- All strategies must meet our Goals and Objectives

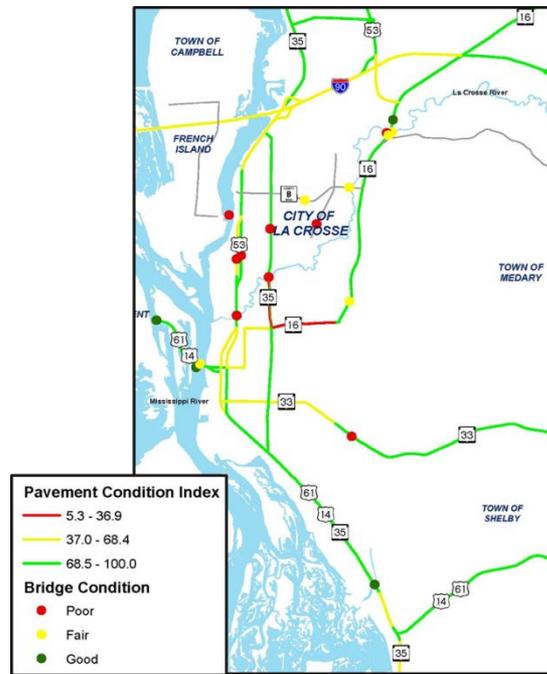


Goal → Remove all Red

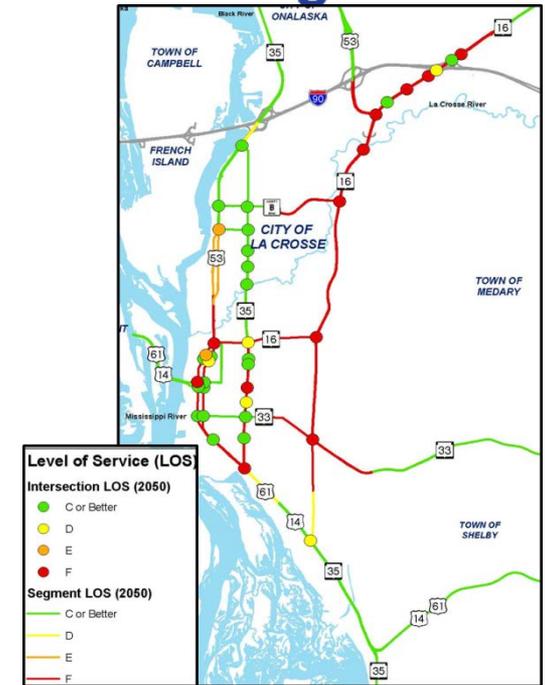
Safety



Infrastructure



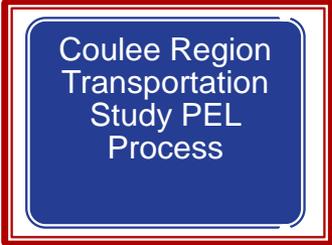
Congestion



PUTTING IT ALL TOGETHER!!!

Planning and Environment Process
(We are Here)

Project Development Process



2016



2017



2020



2023



2025



Questions?

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