



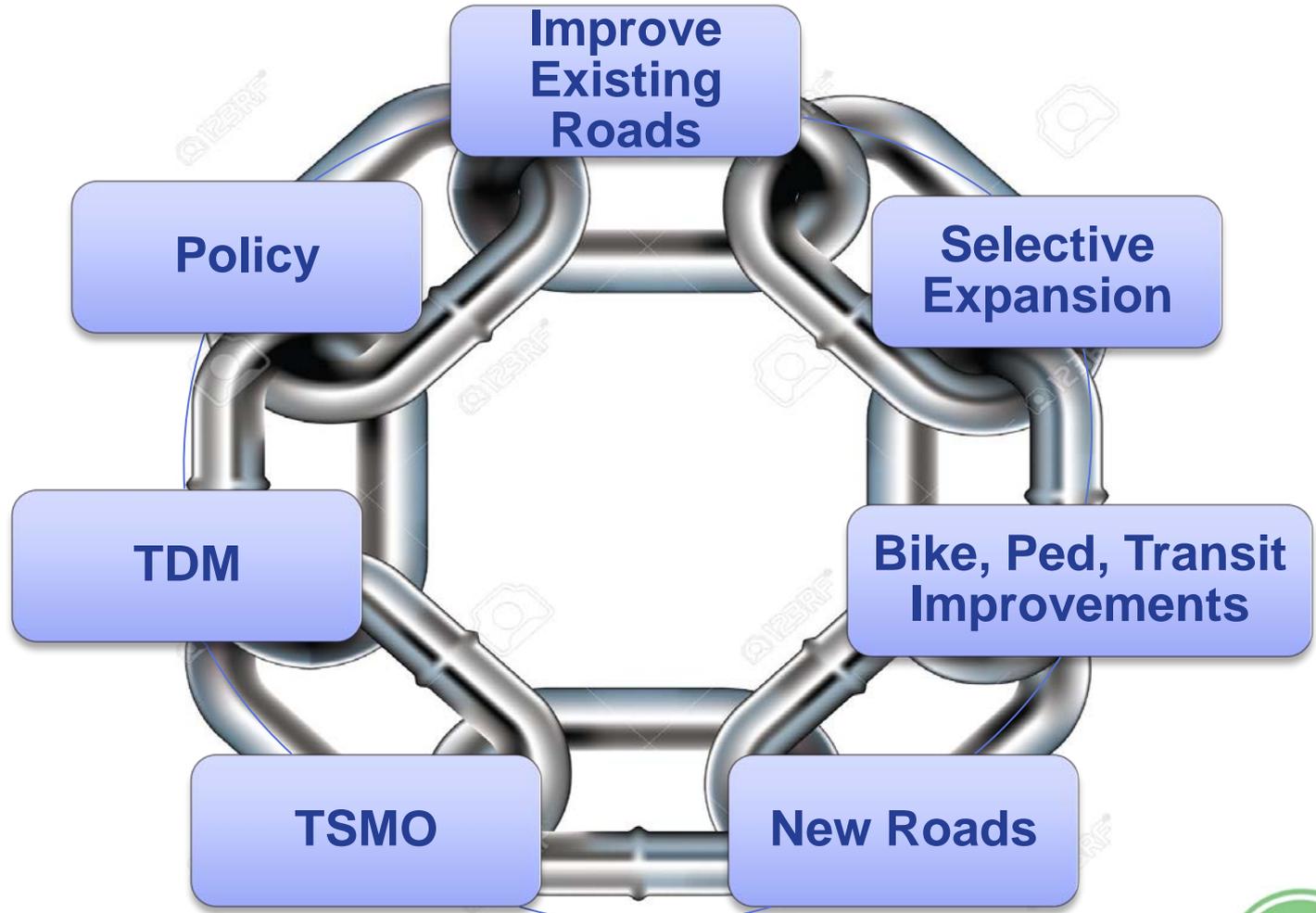
Coulee Region Transportation Study

Planning and Environment Linkages (PEL)

CAG/TAG Meetings
August 6, 2015



Broad Strategy Packages are Linked



Strategy Funneling Process

Strategy Packages

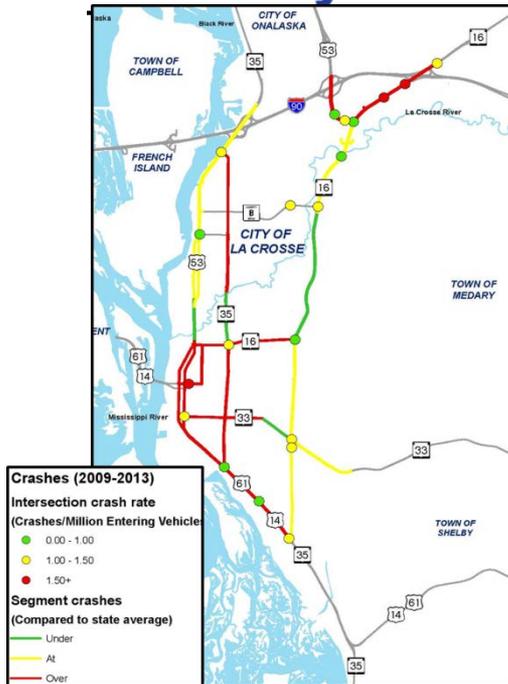


Goal and Objectives

Recommended
Strategy Packages

Goal → Remove all Red

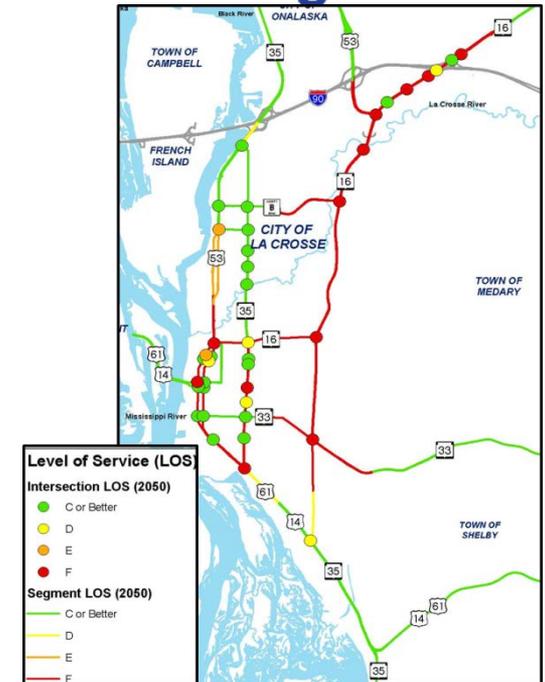
Safety



Infrastructure



Congestion



Goal

▶ Goal:

- Improve the long-term movement of people and goods, safely and efficiently, in a manner that accommodates economic development, incorporates community plans, and limits adverse environmental impacts and social effects, in ways that support the regions natural beauty and livability and contribute positively to the region's quality of life.



Objectives

► Objectives:

Root Objective	Desired Outcome
1. Safety	Reduce rate and severity of pedestrian, bicycle and vehicular crashes.
2. Infrastructure	Address pavement, structural, geometric deficiencies and utilities
3. Improve Congestion and Travel Reliability	
Multimodal (Pedestrian/Bicycle/Transit)	Provide Comfortable, direct, reliable and convenient access for all modes of transportation Promote/encourage the use of alternate modes of travel
Motor Vehicles	Provide reliable travel times for both reoccurring and nonrecurring congestion Reduce motor vehicle use during peak periods.
4. Plan for future transportation needs	Promote smart growth that considers all transportation modes along with changes to land use.
5. Limit impacts to community's resources	Consider strategies that balance transportation needs with protection of the environmental and communities resources



Broad Strategies

- ▶ TDM
- ▶ Policy and Legislation
- ▶ TSMO
- ▶ Bike/Ped/Transit
- ▶ Roadways
 - Improve Existing Roads
 - Selective Expansion
 - New Roads



Travel Demand Management (TDM)

Overview

- ▶ 25 comments
- ▶ Repeated themes:
 - Increase amount of park and rides (Onalaska)
 - Encourage car pooling
- ▶ Regional focus



Travel Demand Management (TDM) *Strategies*

- Flex work hours
- Employee & employer incentives
- Rideshare/carpool/vanpool
- Park and ride facilities
- Parking management
- Rideshare

TDM Encyclopedia: <http://www.vtpi.org/tdm/tdm51.htm>



Travel Demand Management (TDM)

Rideshare

- ▶ Implementation
 - Employee incentives
- ▶ Ride share finding services
 - WisDOT Rideshare Program
 - www.rideshare.wi.gov

Like online dating
for your car!



FEELIN' BETTER ALREADY!

rideshare.wi.gov



Travel Demand Management (TDM)

Next Steps

- ▶ Many businesses already have great process in place and are making a difference
- ▶ Will support all TDM strategies and monitor the impact to the network as we move forward



Travel Demand Management (TDM)

Objective Screening Process

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Travel Demand Management (TDM)

Discussion

Questions



Policy & Legislation

Overview

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



Policy and Legislation *Strategies*

- ▶ Policy Tools
 - Development review criteria
 - Overlay zoning
 - Design standards
 - Transit/Pedestrian Oriented Development
 - Traditional Neighborhood Development
 - Parking management



Policy and Legislation

Next Steps

- ▶ Continued cooperation with local municipalities and businesses
- ▶ Communities to review plans & policies to ensure land use/transportation outcomes are in line



Policy and Legislation

Objective Screening Process

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Policy and Legislation

Discussion

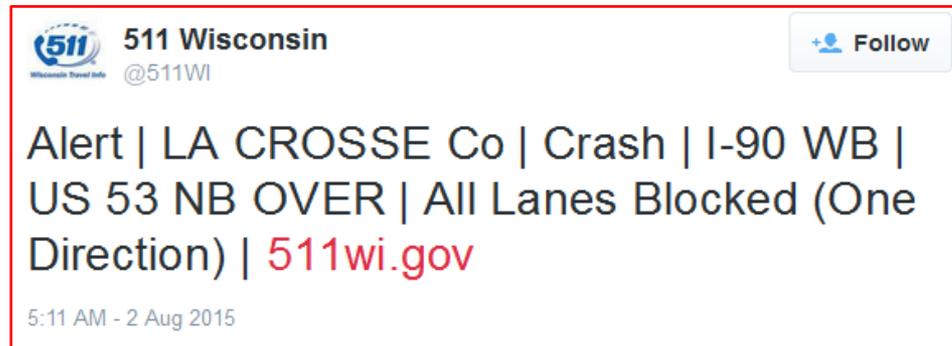
Questions



Transportation System Management, Operations (TSMO)

Overview

- ▶ 29 comments
- ▶ Repeated themes:
 - Improve signal timing on WIS 35, WIS 16, WIS 157, and US 53
 - Signal phasing changes – left turn arrows
 - Dynamic messaging signs
- ▶ Repeated focus on WIS 35 & 16 and US 53



 **511 Wisconsin**
@511WI Follow

Alert | LA CROSSE Co | Crash | I-90 WB |
US 53 NB OVER | All Lanes Blocked (One
Direction) | 511wi.gov

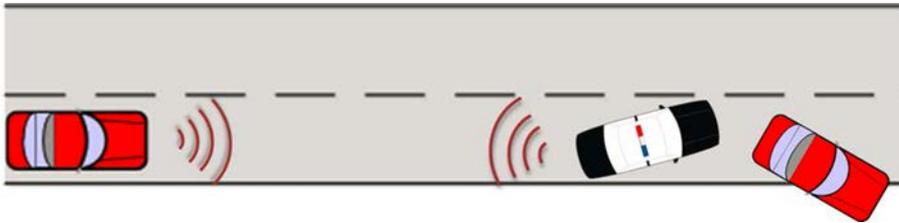
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Transportation System Management, Operations(TSMO)

Strategies

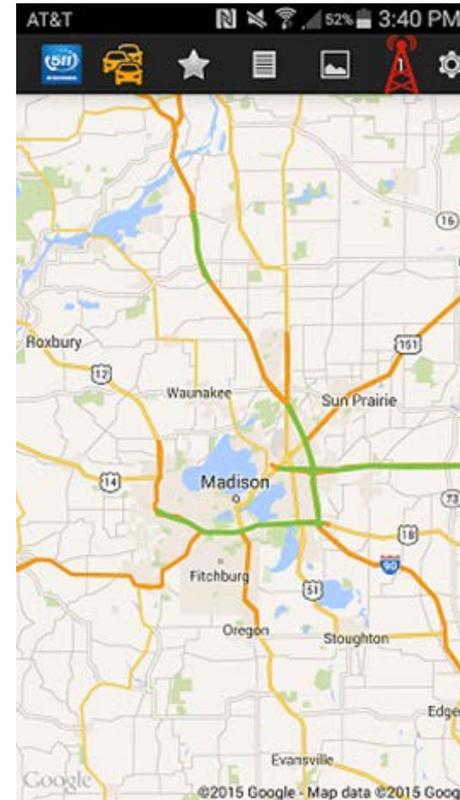
- ▶ Real-time traveler information
 - Dynamic message signs
 - Hybrid static-dynamic travel time signs
 - In-vehicle/mobile phone
 - Social media
- ▶ Connected vehicle technology
- ▶ Adaptive traffic signal control



Transportation System Management, Operations (TSMO)

Next Steps

- ▶ Workshop with regional communities
- ▶ Possible federal grant opportunities for Pilot



Transportation System Management, Operations (TSMO)

Objective Screening Process

Root Objective	Desired Outcome
1. Safety	Reduce rate and severity of pedestrian, bicycle and vehicular crashes.
2. Infrastructure	Address pavement, structural, geometric deficiencies and utilities
3. Improve Congestion and Travel Reliability Multimodal (Pedestrian/Bicycle/Transit) Motor Vehicle	Provide Comfortable, direct, reliable and convenient access for all modes of transportation Promote/encourage the use of alternate modes of travel Provide reliable travel times for both reoccurring and nonrecurring congestion Reduce motor vehicle use during peak periods.
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Work in Progress



Transportation System Management, Operations(TSMO)

Discussion

Questions



Bike, Ped, and Transit

Overview

- ▶ Total: 291 comments
- ▶ 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



Bike, Ped, and Transit *Strategies*

- ▶ BRT
- ▶ Separate bike lanes
- ▶ Safer crossings
- ▶ More routes
- ▶ Park and Ride

WALK.
BIKE.
RIDE.



Bike, Ped, and Transit *Next Steps*

- ▶ Second round of focus group meetings August 26th
- ▶ Additional analysis by outside consultants



Bike, Ped, and Transit

Objective Screening Process

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Work in Progress



Bike, Ped, and Transit *Discussion*

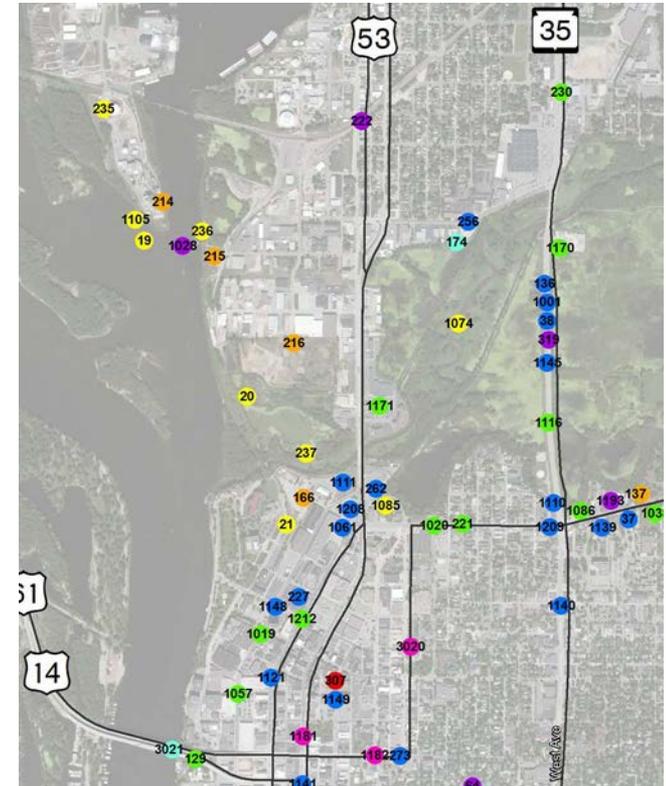
Questions



Improve Existing Roads

Overview

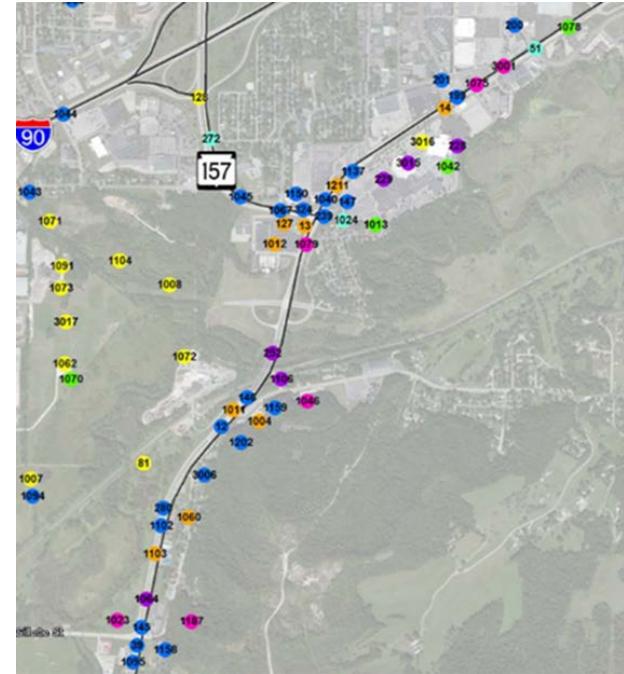
- ▶ Improve Existing Roads
 - 110 comments
 - Repeated themes:
 - Improve intersection/construct roundabout at La Crosse St (WIS 16) and Losey Blvd
 - Construct grade-separated or roundabout intersection at WIS 16 & County Road B East and County Road B West
 - Replace pavement on Lang Drive (WIS 35)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



Selective Expansion of Existing Roads

Overview

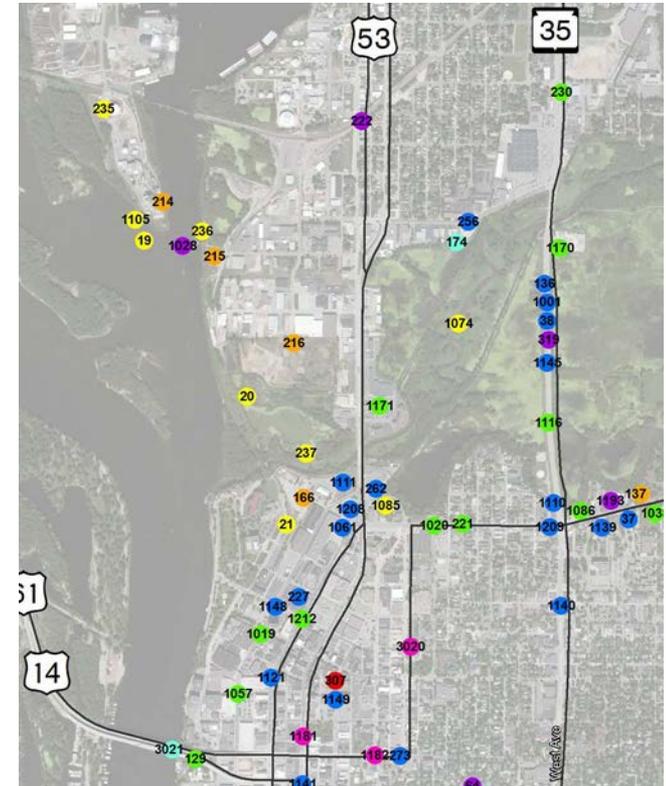
- ▶ Selective Expansion of Existing Roads
 - 23 comments
 - Repeated themes:
 - Expand WIS 16
 - Add and/or lengthen turn lanes
 - Most comments centered on WIS 16 & WIS 157 intersection and WIS 16 corridor



Construct New Roads

Overview

- ▶ Construct New Roads
 - 27 comments
 - Repeated themes:
 - WIS 157 to River Valley Drive – “North Build”
 - French Island route from I-90 to 2nd Street in La Crosse



Roadways *Strategies*

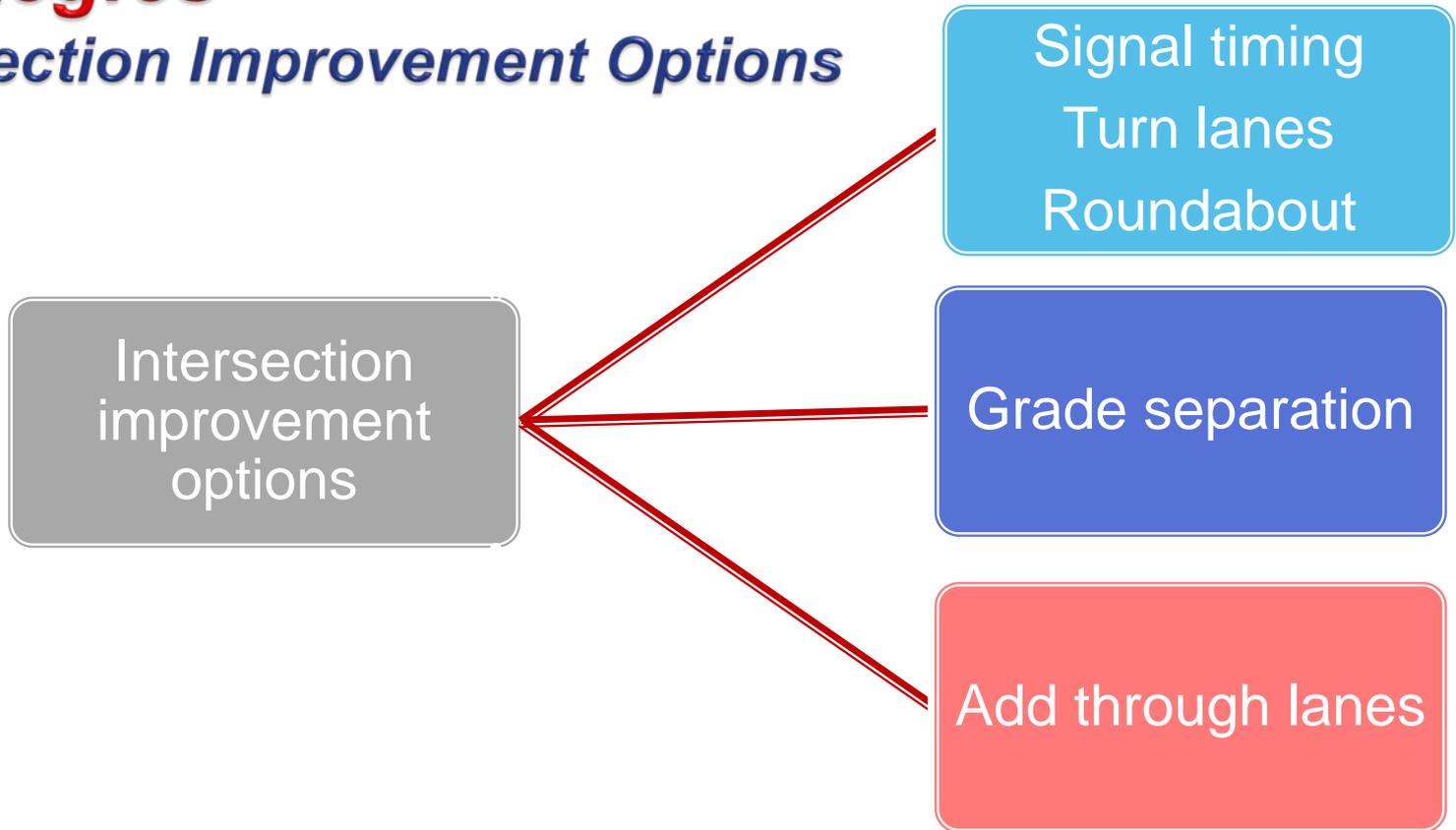
- ▶ Improve existing roads
 - Upgrade existing intersections without adding additional through capacity/lanes
- ▶ Selective expansion of existing roads
 - Upgrade existing intersections with additional through capacity/lanes when needed
- ▶ New roads



Roadways

Strategies

Intersection Improvement Options



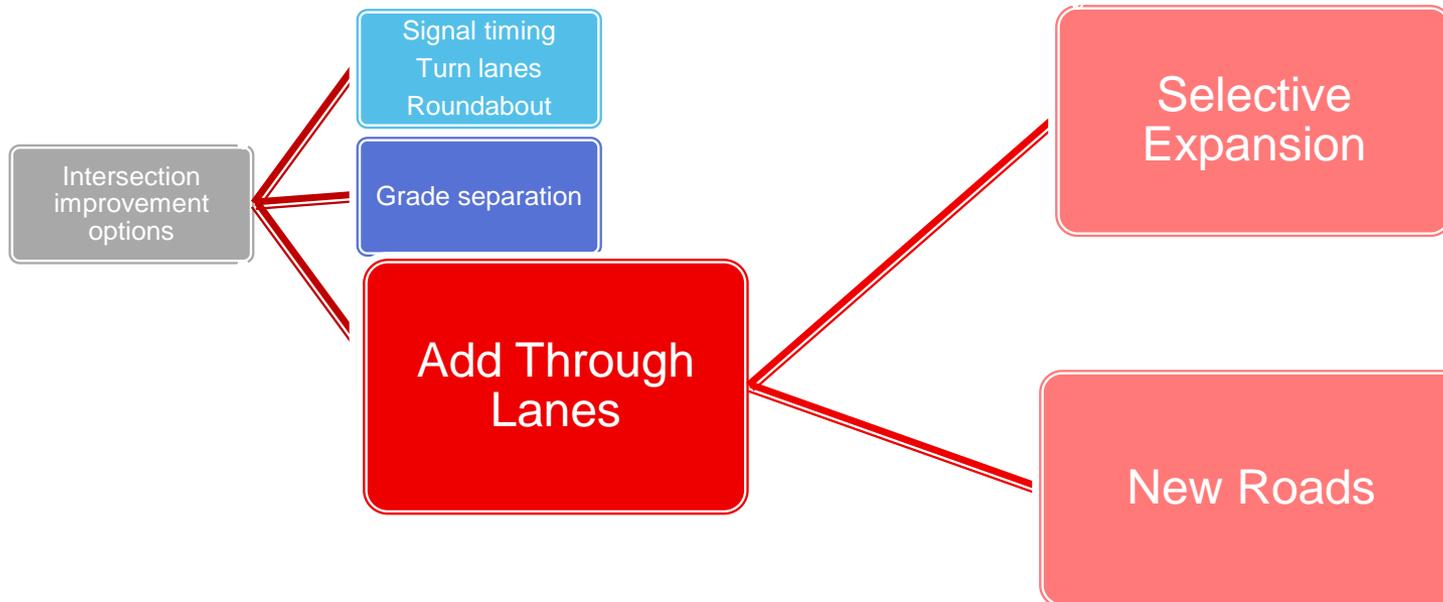
Examples of Grade Separation



Roadways

Strategies

Roadway Improvement Options



Roadways *Workshop*



Roadways

Objective Screening Process

Root Objective	Desired Outcome
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Work in Progress



Roadways *Discussion*

Questions



Strategy Development Criteria

Summary of Strategies

Strategies	Objectives				
	1	2	3	4	5
TDM Only	No	No	No	Yes	Yes
Policy Only	No	No	No	Yes	Yes
Transit Only	-	-	-	-	-
Bike/Ped Only	-	-	-	-	-
TSMO Only	-	-	-	-	-
TDM/Policy/Transit/Bike/Ped/TSMO	-	-	-	-	-
Evaluate intersections without adding any through capacity with TPTNPT	-	-	-	-	-
Evaluate all intersections adding through capacity on STH 16 with TPTNPT	-	-	-	-	-
Evaluate all intersections adding through capacity on 53 with TPTNPT	-	-	-	-	-
Build a East Cooridor with TPTNPT	-	-	-	-	-
Build a Middle Cooridor with TPTNPT	-	-	-	-	-
Build a West Cooridor with TPTNPT	-	-	-	-	-



Wrap up

Discussion

Questions

