



Coulee Region Transportation Study

Planning and Environment Linkages (PEL)

CAG/TAG #8 Meetings
September 3, 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

- ▶ General Information

- ▶ Traffic & Safety

- ▶ Strategy Development
 - Roadways
 - Multi Modal
 - TSMO
 - TDM
 - Policy and Legislation



Agenda

- ▶ Presentation
 - Study Overview
 - Review of Public Involvement
 - Strategy Development
- ▶ Review and Discuss Input Form
- ▶ 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



Timeline

Planning and
Environment
Process
(We are Here)

Project Development Process

Coulee Region
Transportation
Study PEL
Process

Concept/Scoping

Preliminary
Design & NEPA

Final Design/LET

Construction
Phase

2016

2017

2020

2023

2025



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

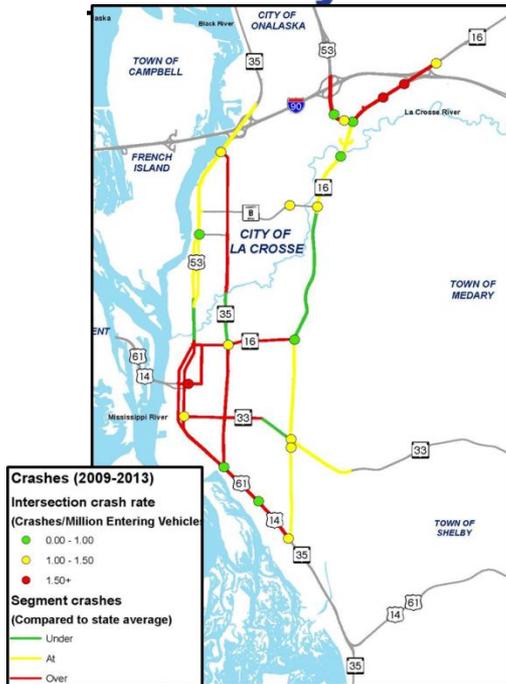
► Objectives:

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

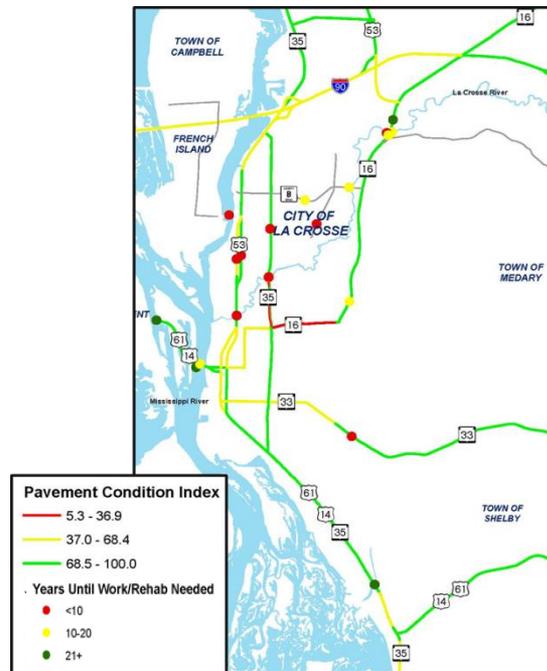


Goal → Remove all Red

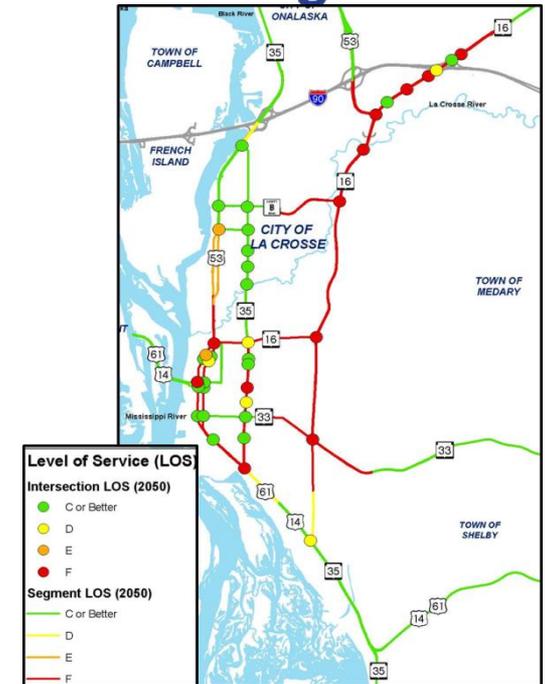
Safety



Infrastructure



Congestion



Previous Meetings

Public Involvement Meetings(PIM)

▶ PIM #1

- Focus: existing conditions in the Coulee Region
- Two meeting dates/locations
 - March 11 – La Crosse Central High School
 - March 12 – Eagle Bluff Elementary School

▶ PIM #2

- Focus: future conditions in the coulee region
- Two meeting dates/locations
 - June 9 – Eagle Bluff Elementary School
 - June 10 – La Crosse Central High School



Community/Technical Advisory Groups (CAG/TAG)

- ▶ 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
 - July/August
 - Strategy Development



Focus Groups

- ▶ Two Focus Groups
 - Bicycle & Pedestrian
 - Transit
- ▶ Two meetings each
 - Meeting 1 – study introduction and needs identification
 - Meeting 2 – strategy brainstorming and prioritization



La Crosse Area Planning Committee (LAPC) Meetings



- ▶ January
 - PEL introduction, PSG&O
- ▶ March
 - Existing conditions, PSG&O
- ▶ May
 - Future conditions, strategy matrix
- ▶ June
 - PIM 2 presentation, dot input exercise
- ▶ July & August
 - Strategy development



Other Public Outreach



- ▶ Local businesses
- ▶ Neighborhood Associations
- ▶ La Crosse Mayors Neighborhood Conference
- ▶ Outdoor Recreation Alliance
- ▶ La Crosse Builders
- ▶ UW-L Student Association
- ▶ La Crosse Chamber
- ▶ Healthy Living

Public Comments

- ▶ Over 530 total comments
- ▶ Approximately 350 public comments
 - Input from:
 - CAG & TAG
 - PIM 2
 - LAPC
 - Meetings with local businesses
 - Comment forms/Online/Web
- ▶ Over 180 additional comments from Focus Groups
 - 102 transit comments
 - 81 bike & ped comments



Broad Strategies

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



Broad Strategies

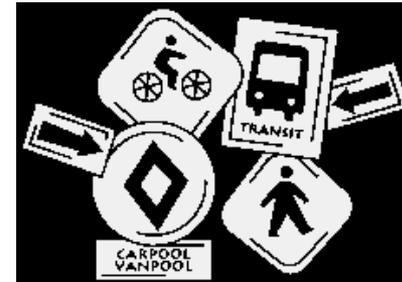
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Travel Demand Management (TDM)

Public Comments 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
- Carpool/vanpool
- Park and ride facilities
- Parking management
- Rideshare



Travel Demand Management (TDM)

Objective Screening Process

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Broad Strategies

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Policy & Legislation

Public Comments 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

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Bike and Pedestrian *Public Comments Overview*

- ▶ Total: 140 comments
 - 59 from public
 - 81 from focus group
- ▶ 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 and Pedestrian *Strategies*

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

WALK.
BIKE.



Bike and Pedestrian

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- ▶ **Transit**
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Transit

Public Comments Overview

- ▶ Total: 151 comments
 - 49 from public
 - 102 from focus group
- ▶ Repeated themes:
 - Increased 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



Transit *Strategies*

- ▶ Bus Rapid Transit (BRT)
- ▶ Expand existing routes
- ▶ More routes
- ▶ Increased bus frequency
- ▶ Park and ride



Transit

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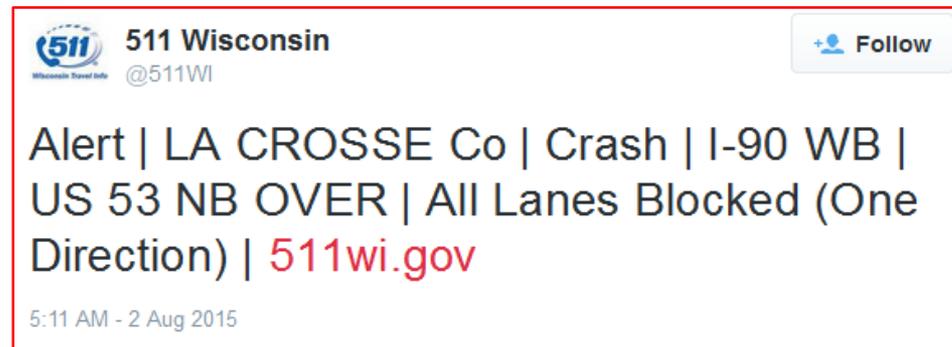
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Transportation System Management, Operations (TSMO)

Public Comments 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

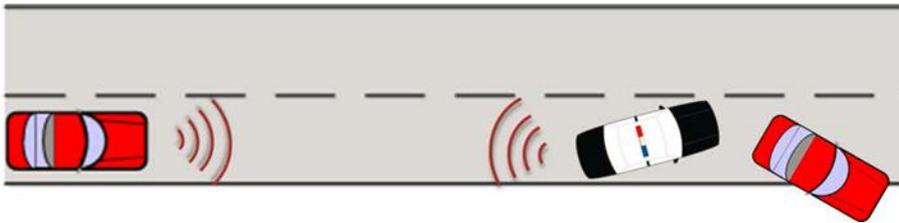
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Transportation System Management, Operations(TSMO)

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)

- ▶ Short Term Solutions
 - Workshop

- ▶ Mid Term Solutions
 - Traffic Signal upgrades(technology that exists)
 - Driver information

- ▶ Long Term
 - Technology that doesn't exist today (will address and incorporate in future)



Transportation System Management, Operations (TSMO)

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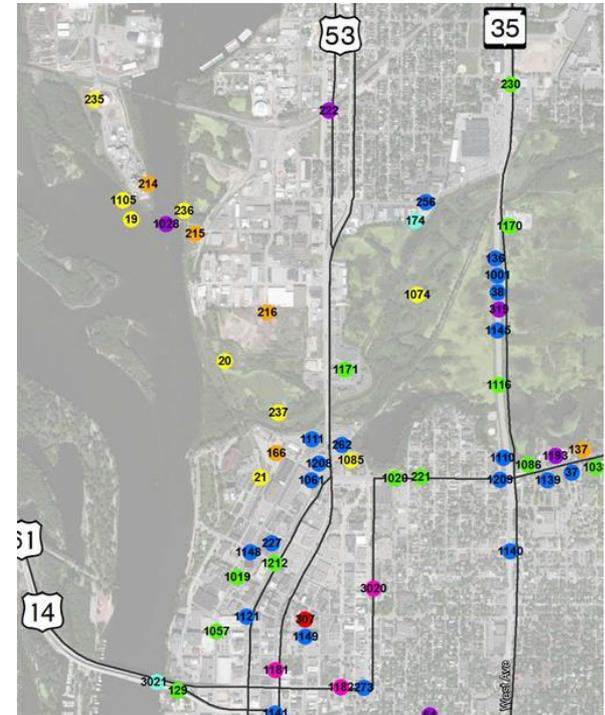
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Improve Existing Roads

Public Comments Overview

- ▶ Improve Existing Roads
 - 111 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)

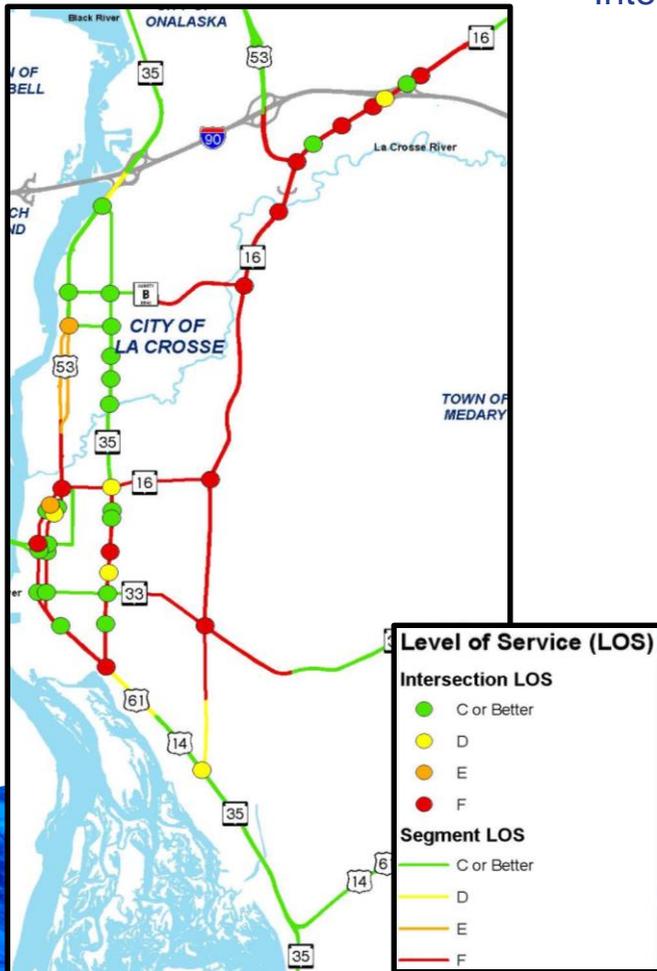


Improve Existing Roads

Modeling Intersection Improvements

2050 LOS No build

2050 LOS Improved Intersections



Intersections that can be improved:

- ▶ US 53 & Clinton Street
- ▶ 3rd Street & State Street
- ▶ 3rd Street & Cass Street
- ▶ US 14/61 & WIS 35 (South Ave & West Ave)



Intersection Improvements

Objective Screening Process

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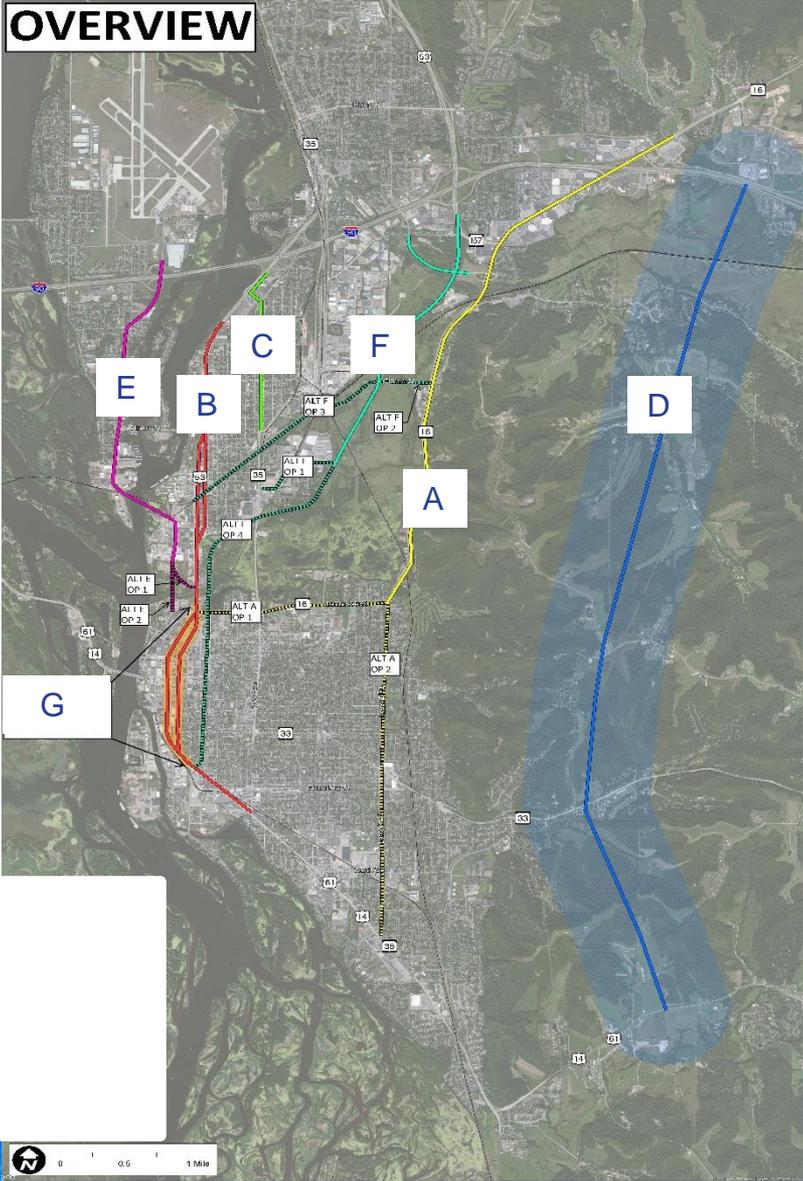


Broad Strategies

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 - Improve Existing Roads
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Roadway Strategies



Improve Existing Roads

Strategy G

One-way pair conversion

- Option 1

 - 4th Street 4 Lanes

- Option 2

 - 3rd Street 4 Lanes



Selective Expansion of Existing Roads

Strategy A

Expansion to 6-lane

- Option 1
 - 4 lane La Crosse St.
- Option 2
 - 6 Lane Losey Blvd



Selective Expansion of Existing Roads

Strategy C

Expansion to 4-lane



Broad Strategies

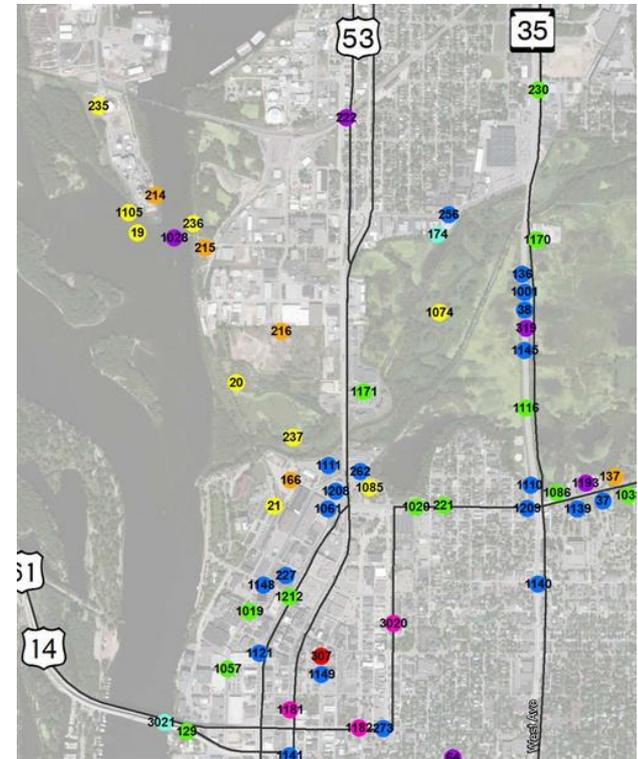
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Construct New Roads

Public Comments 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



Construct New Roads

Strategy D

New Road



Construct New Roads

Strategy E

New Road

- Option 1
 - Connect to Copeland
- Option 2
 - Connect to 2nd St Downtown

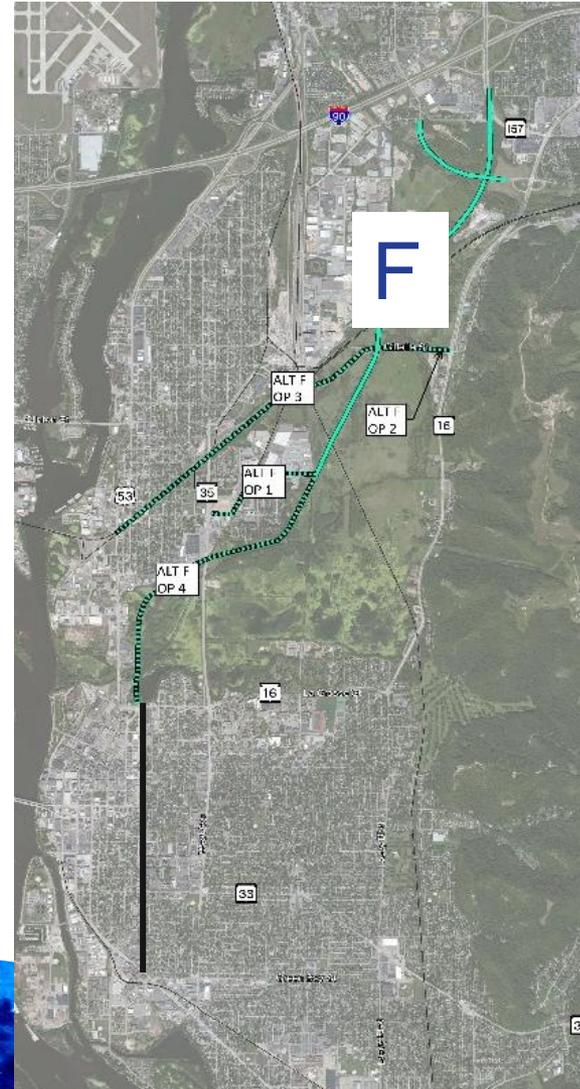


Construct New Roads

Strategy F

New Road

- Option 1
 - Connect to Lang Dr
- Option 2
 - Connect to 16
- Option 3
 - Connect to 35 & 53
Along railroad
- Option 4
 - Connect to 7th Street
Downtown



Strategy Development

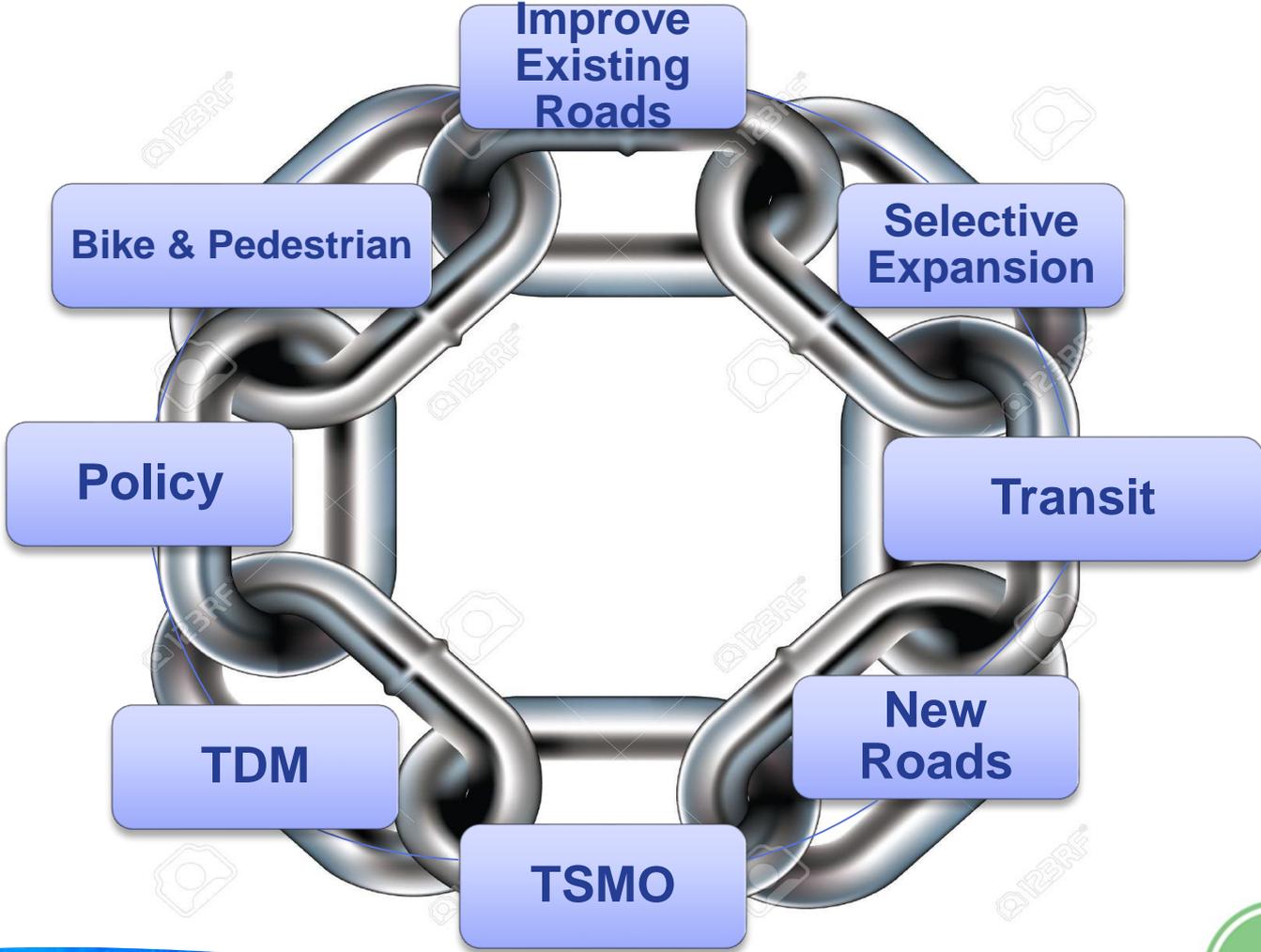
Criteria

Summary of Strategies

Strategies	Objectives				
	1	2	3	4	5
Travel Demand Management (TDM) Only	No	No	Partial	Yes	Yes
Policy and Legislation Only	No	No	Partial	Yes	Yes
Transit Only	No	No	Partial	Yes	Yes
Bike and Pedestrian Only	No	Partial	Partial	Yes	Yes
TSMO	Partial	Partial	Partial	Yes	Yes
TDM/Policy/Transit/Bike/Ped/TSMO	Partial	Partial	Partial	Yes	Yes
Evaluate intersections without adding any through capacity with TPTBPT	Partial	Partial	Partial	Partial	Partial
	-	-	-	-	-
	-	-	-	-	-
Selective Expansion: Alternative A with TPTBPT	-	-	-	-	-
Selective Expansion: Alternative B with TPTBPT	-	-	-	-	-
Selective Expansion: Alternative C with TPTBPT	-	-	-	-	-
Construct New Roads: Alternative D with TPTBPT	-	-	-	-	-
Construct New Roads: Alternative E with TPTBPT	-	-	-	-	-
Construct New Roads: Alternative F with TPTBPT	-	-	-	-	-



Broad Strategy Packages are Linked



Strategy Funneling Process

Strategy Packages



Goal and Objectives

Recommended
Strategy Packages

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Thank you for Participating

- ▶ Investigate the work stations
- ▶ Fill out a comment form
- ▶ Visit www.CouleeRegionStudy.dot.wi.gov
- ▶ Look for upcoming Public Involvement Meetings



Questions

