Coulee Region Transportation Study

Planning and Environment Linkages (PEL)

Study team

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SEH Project Consultant

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SEH Project Consultant

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

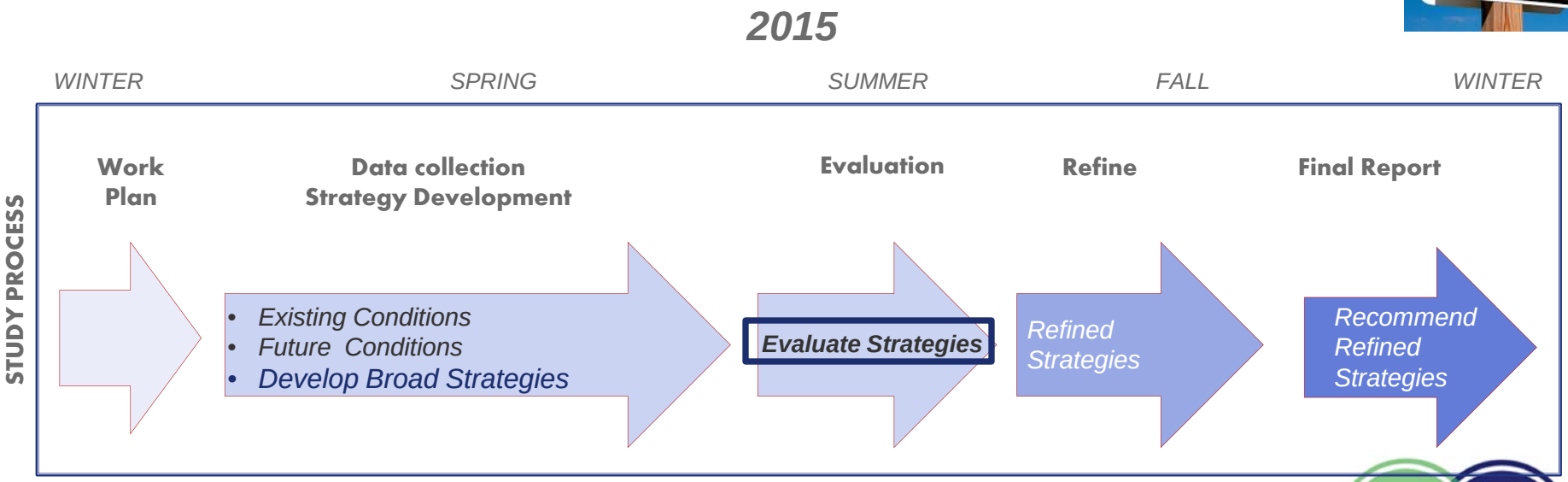
Planning & Environment Linkages (PEL)

- 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

Schedule

- PIM 3: September 2015
  - Focus: present strategy findings and eliminated options



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.

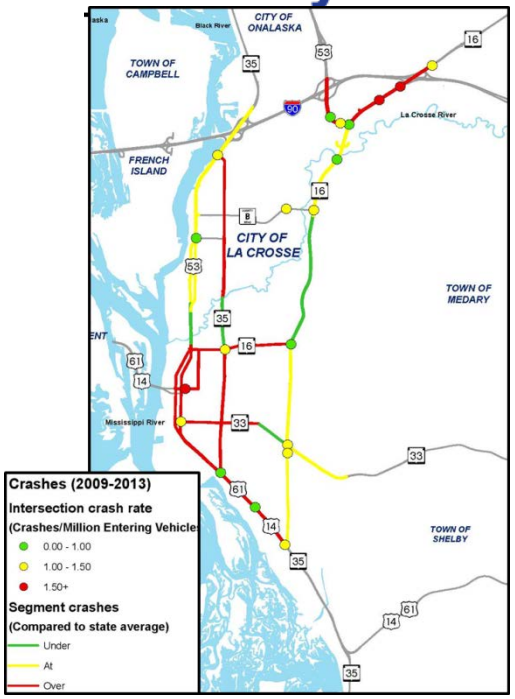
Objectives

- Objectives:

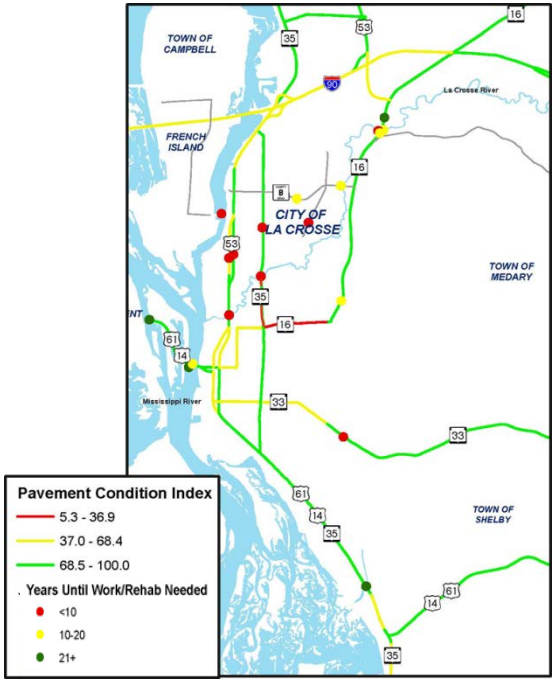
Root Objective	Desired Outcome
1. Safety	Reduce rate and severity of pedestrian, bicycle and vehicular crashes.
2. Infrastructure	Address pavement, structural, geometric deficiencies and utilities
3. Improve Congestion and Travel Reliability	
Multimodal (Pedestrian/Bicycle/Transit)	Provide Comfortable, 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

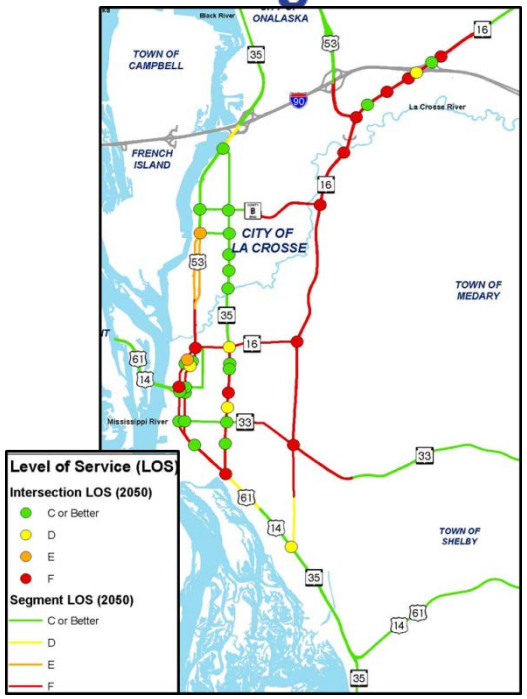
Safety



Infrastructure



Congestion

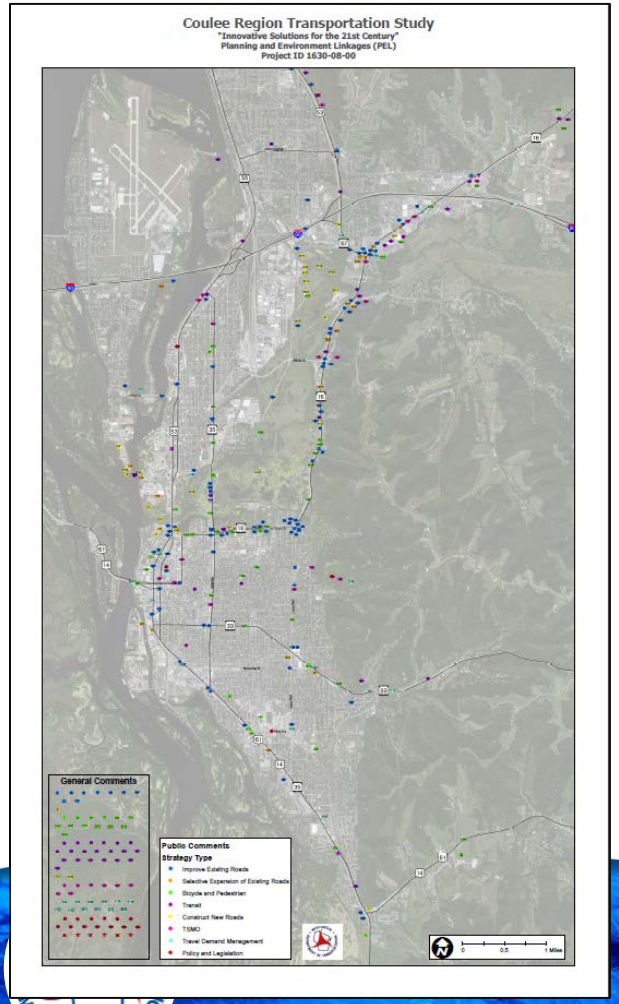


Public Involvement Meetings

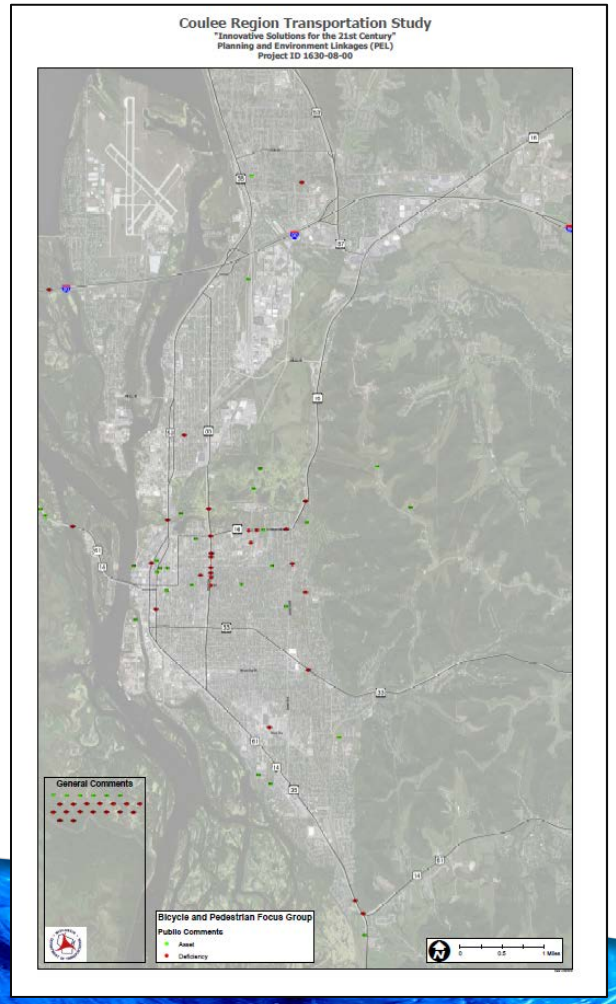
- Technical Advisory Group
- Community Advisory Group
- Public Involvement Meetings
- Focus Groups
- LAPC
- Local Businesses
- Neighborhood Groups
- Federal/State Agencies

Study Comments

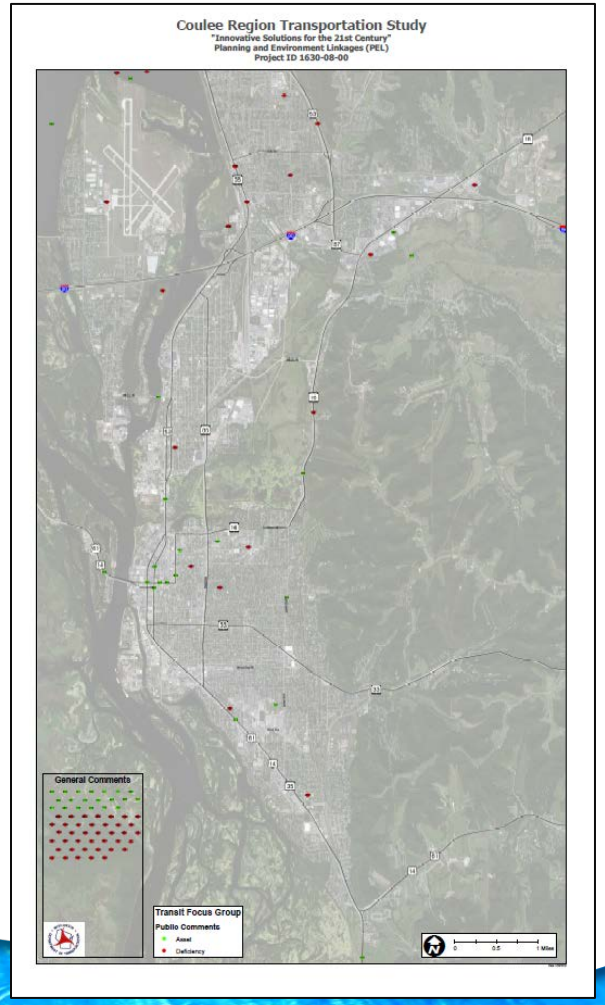
350 public comments



81 Bike/Ped Focus Group comments



102 Transit Focus Group comments



Public Comments

- Over 530 total comments
- Approximately 350 public comments
  - Input from:
    - CAG & TAG
    - PIM 2
    - LAPC meeting
    - Previous LACP focus groups
    - Meetings with local businesses
- 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

Travel Demand Management (TDM)

Strategies

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

Broad Strategies

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Policy and Legislation

Strategies

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

Broad Strategies

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Bike and Pedestrian
Strategies

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

WALK.
BIKE.

Broad Strategies

- TDM
- Policy and Legislation
- Bike and Pedestrian
- **Transit**
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Transit
Strategies

- BRT
- Expand existing routes
- More routes
- Increased bus frequency
- Park and ride

Broad Strategies

- TDM
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- Bike and Pedestrian
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- **TSMO**
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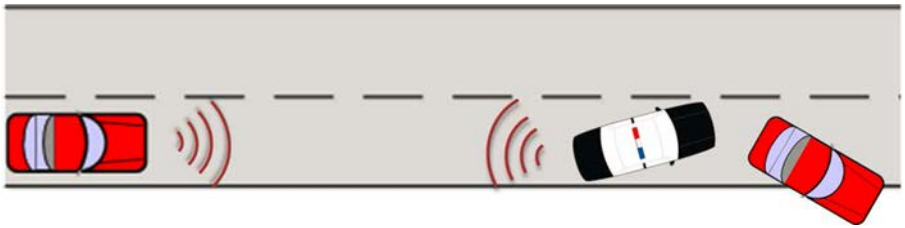
Transportation System Management, Operations(TSMO)

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



Broad Strategies

- TDM
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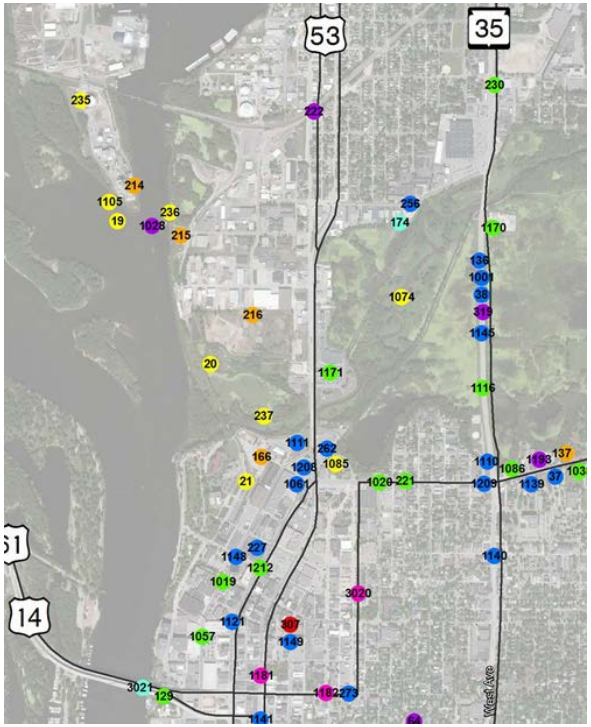
- Bike and Pedestrian
- Transit
- TSMO
- **Roadways**
  - **Improve Existing Roads**
  - Selective Expansion
  - New Roads

Improve Existing Roads

Public Comments Overview

- 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)



Broad Strategies

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

Selective Expansion of Existing Roads

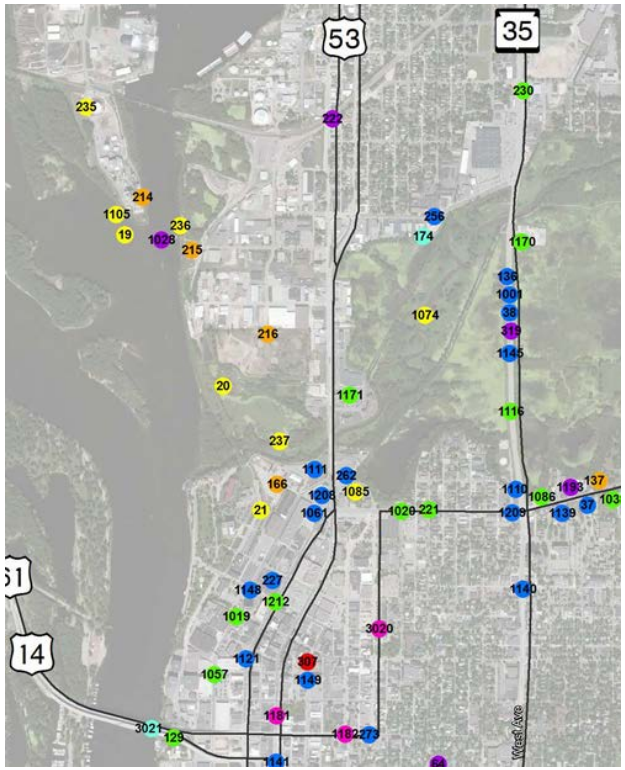
Public Comments Overview

- Expand WIS 16
- Add and/or lengthen turn lanes
- Most comments centered on WIS 16 & WIS 157 intersection and WIS 16 corridor

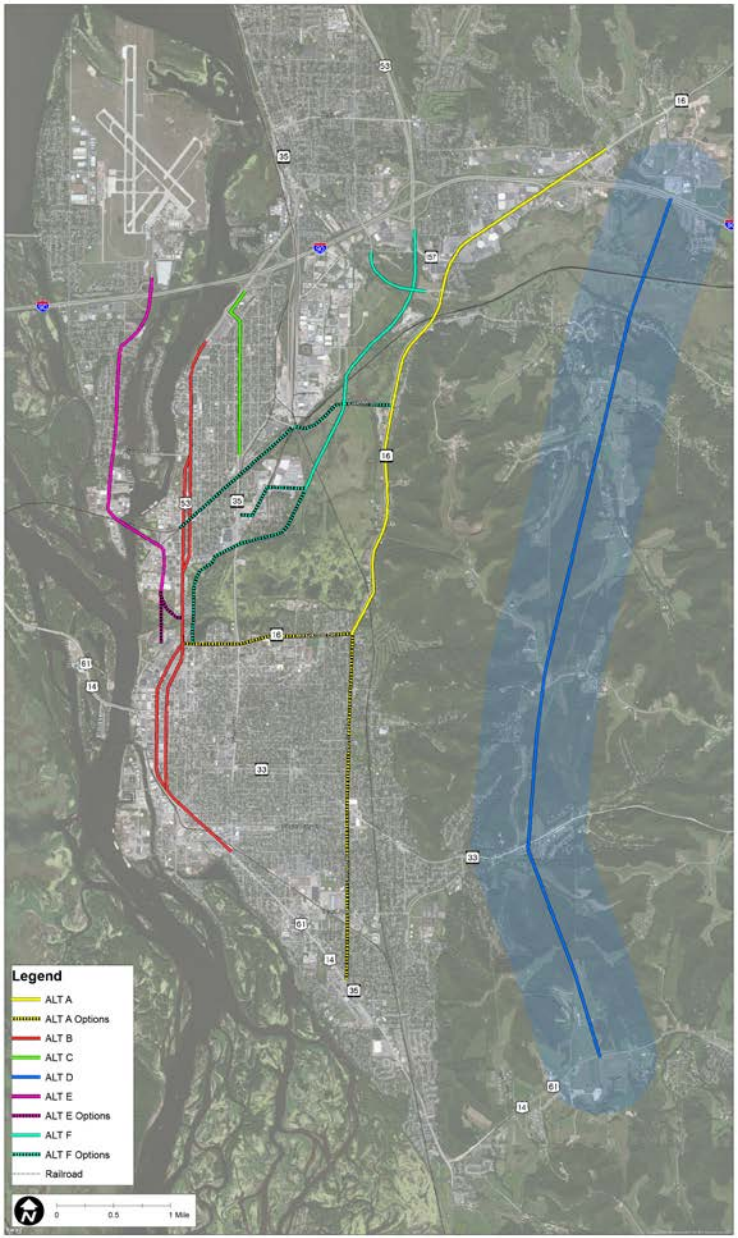
Construct New Roads

Public Comments Overview

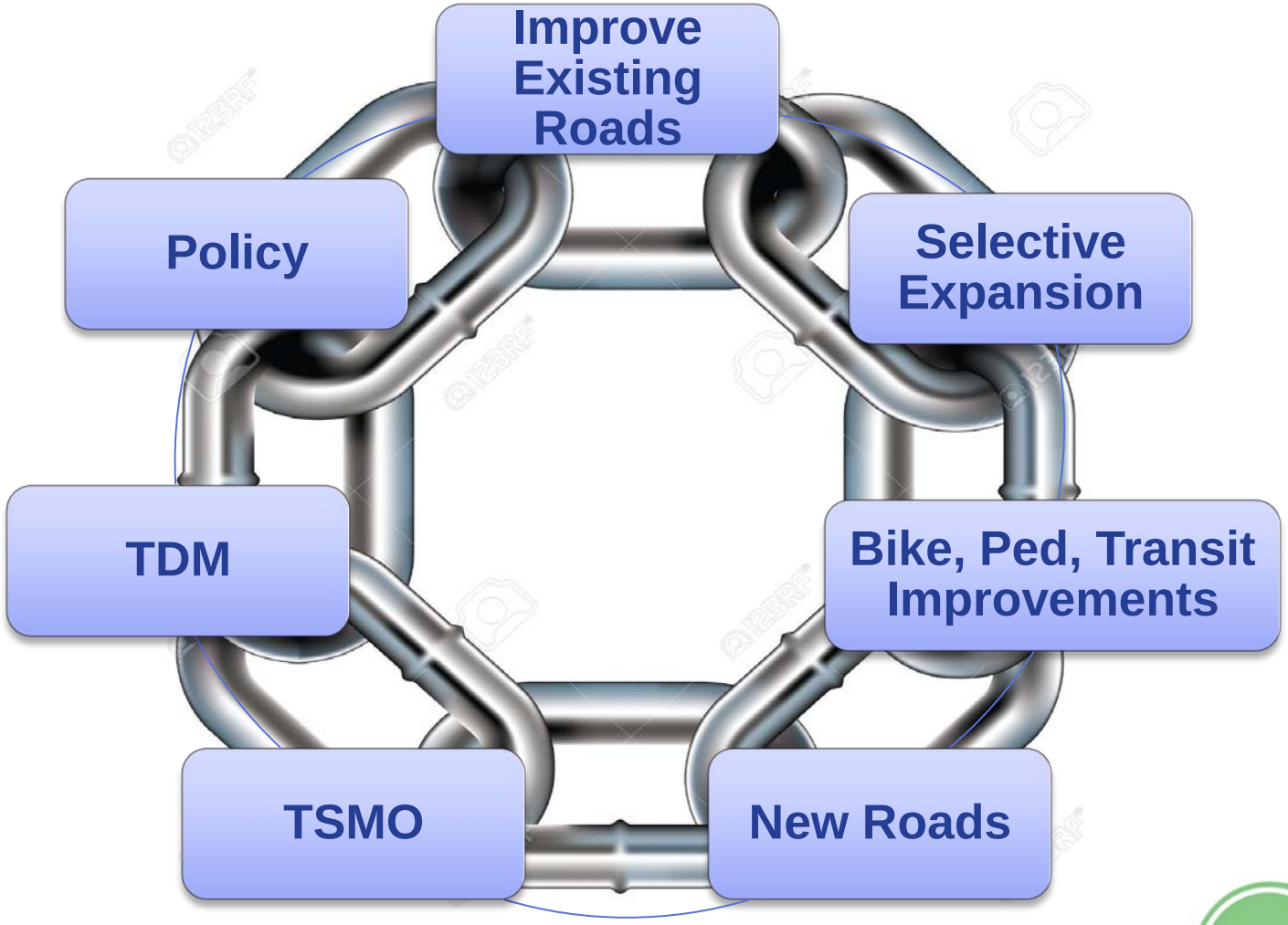
- WIS 157 to River Valley Drive – “North Build”
- French Island route from I-90 to 2nd Street in La Crosse



Roadways

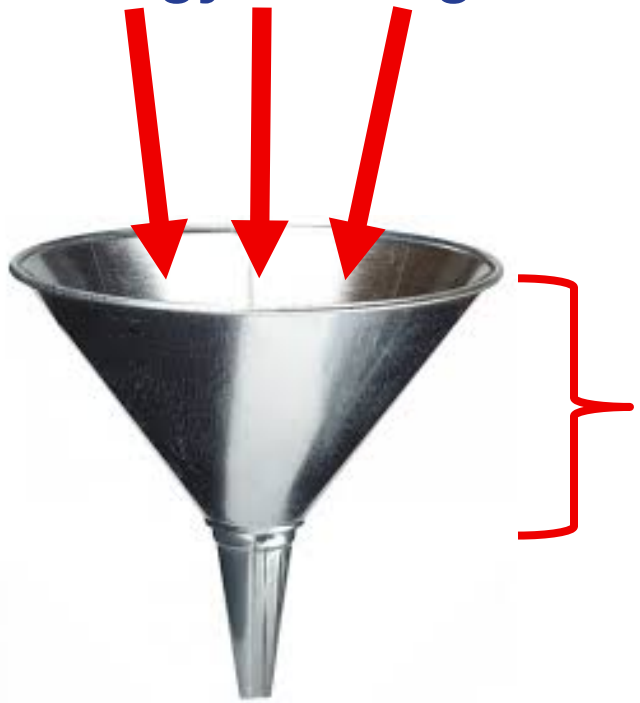

Coulee Region Transportation Study
"Innovative Solutions for the 21st Century"
Planning and Environment Linkages (PEL)
Project ID 1630-08-00
Legend
ALT A
ALT A Options
ALT B
ALT C
ALT D
ALT E
ALT E Options
ALT F
ALT F Options
Railroad
0
0.5
1 Mile

Broad Strategy Packages are Linked



Strategy Funneling Process

Strategy Packages



Goal and Objectives

Recommended Strategy Packages

Questions