



Coulee Region Transportation Study

Planning and Environment Linkages (PEL)



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



Timeline

Planning and Environment Process
(We are Here)

Project Development Process



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

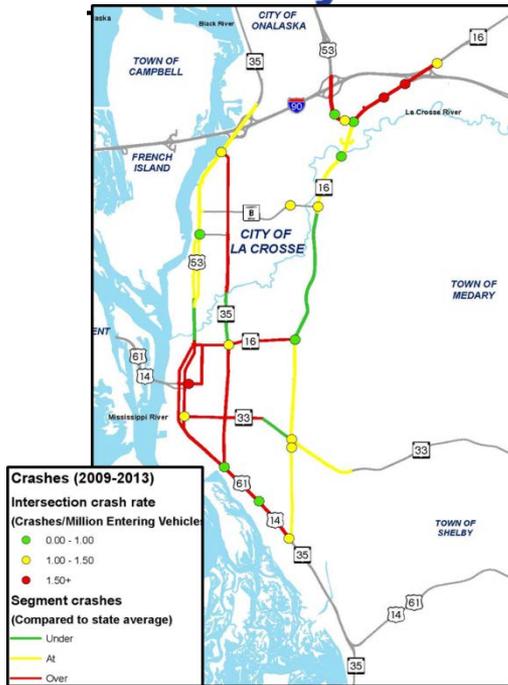
► Objectives:

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

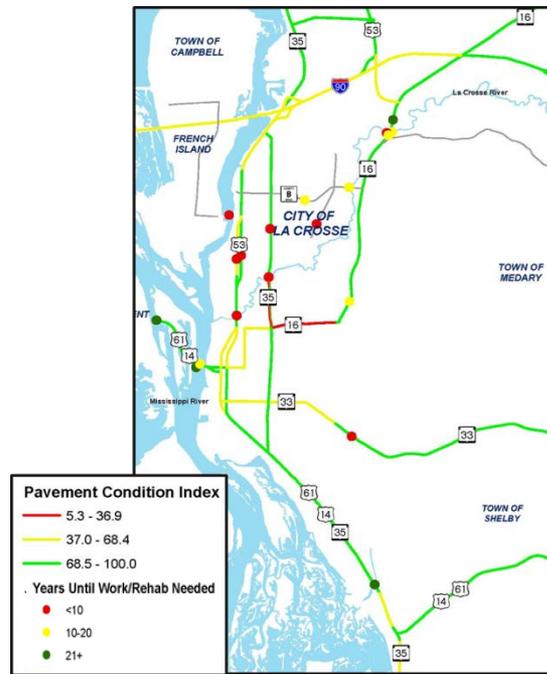


Goal → Remove all Red

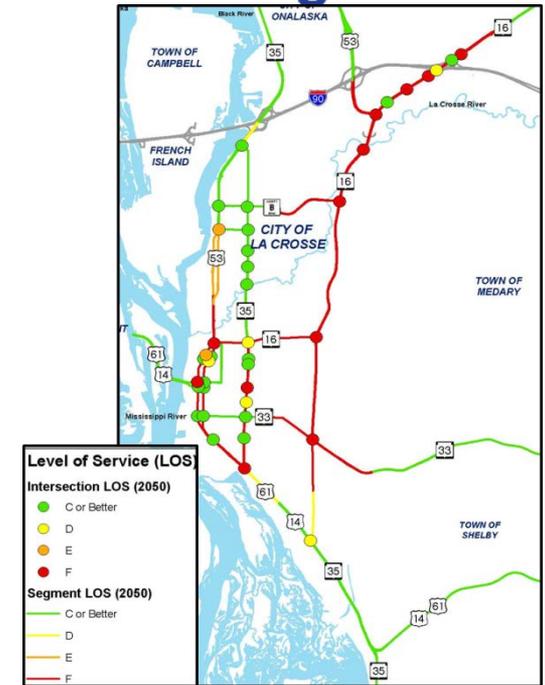
Safety



Infrastructure



Congestion



Public Involvement Meetings

- Technical Advisory Group
- Community Advisory Group
- Public Involvement Meetings
- Focus Groups
- La Crosse Area Planning Com
- Local Businesses
- Neighborhood Groups
- Federal/State Agencies

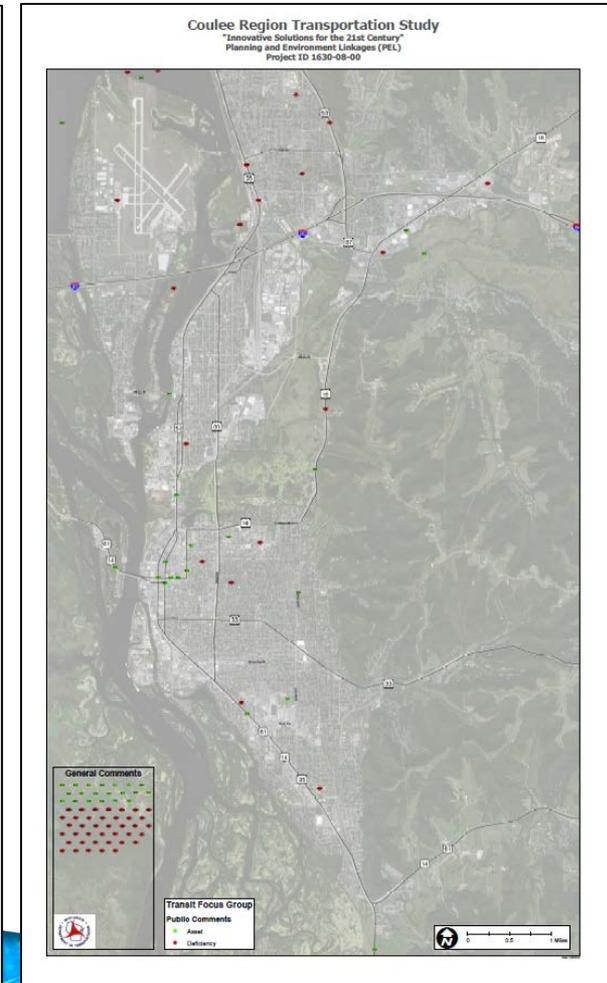
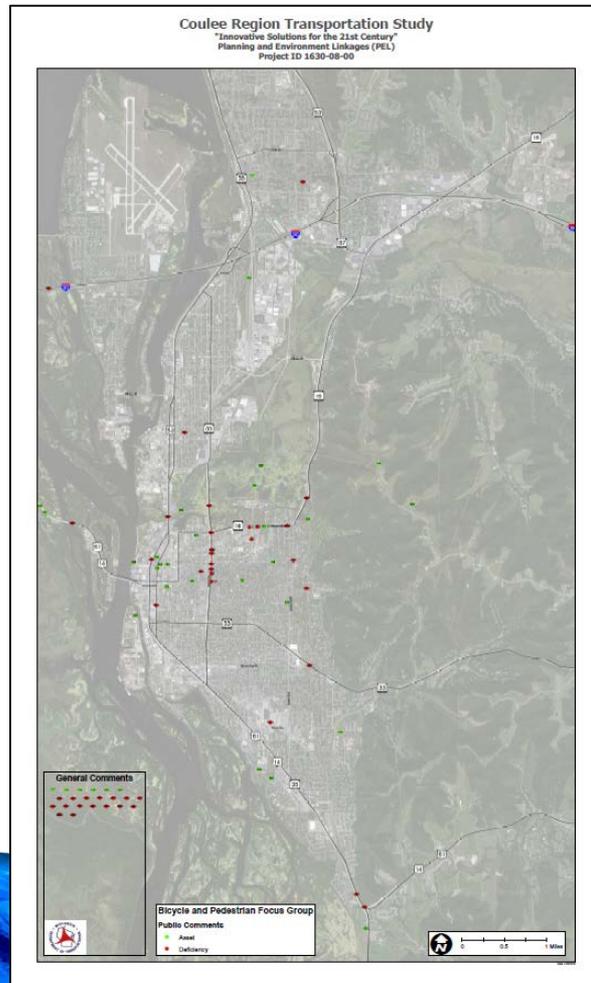
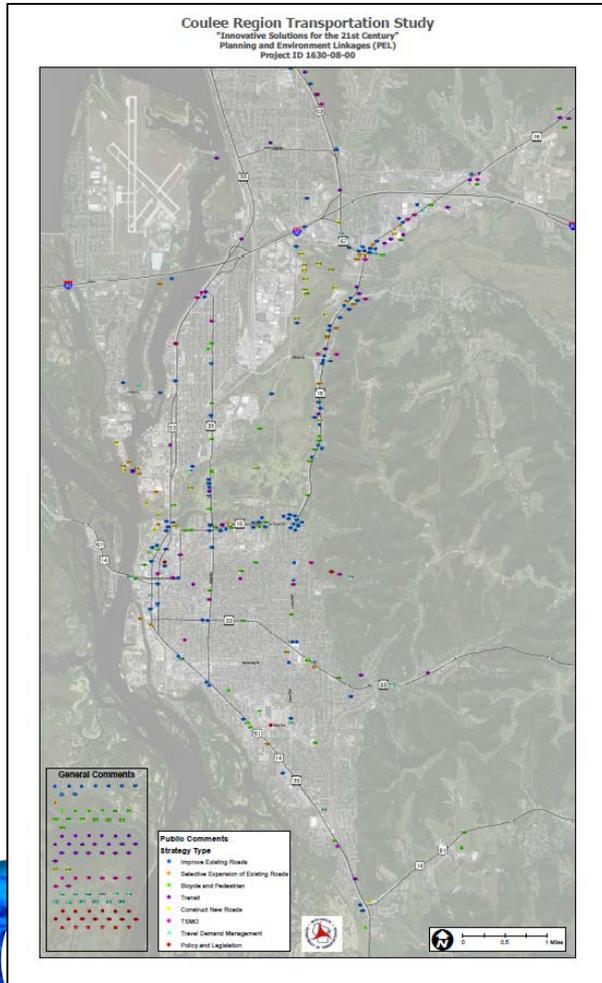


Study Comments

350 public comments

81 Bike/Ped Focus Group comments

102 Transit Focus Group 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



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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



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Bike and Pedestrian *Strategies*

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

WALK.
BIKE.



Broad Strategies

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Transit *Strategies*

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



Broad Strategies

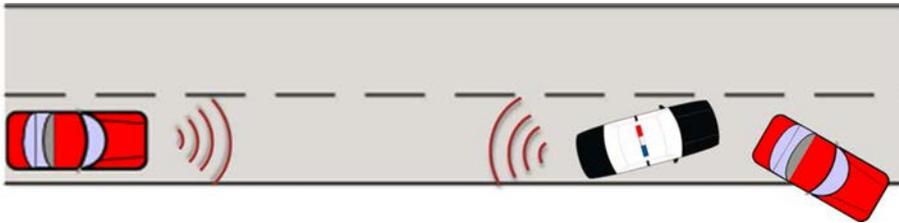
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Transportation System Management, Operations(TSMO)

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

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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

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 - **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

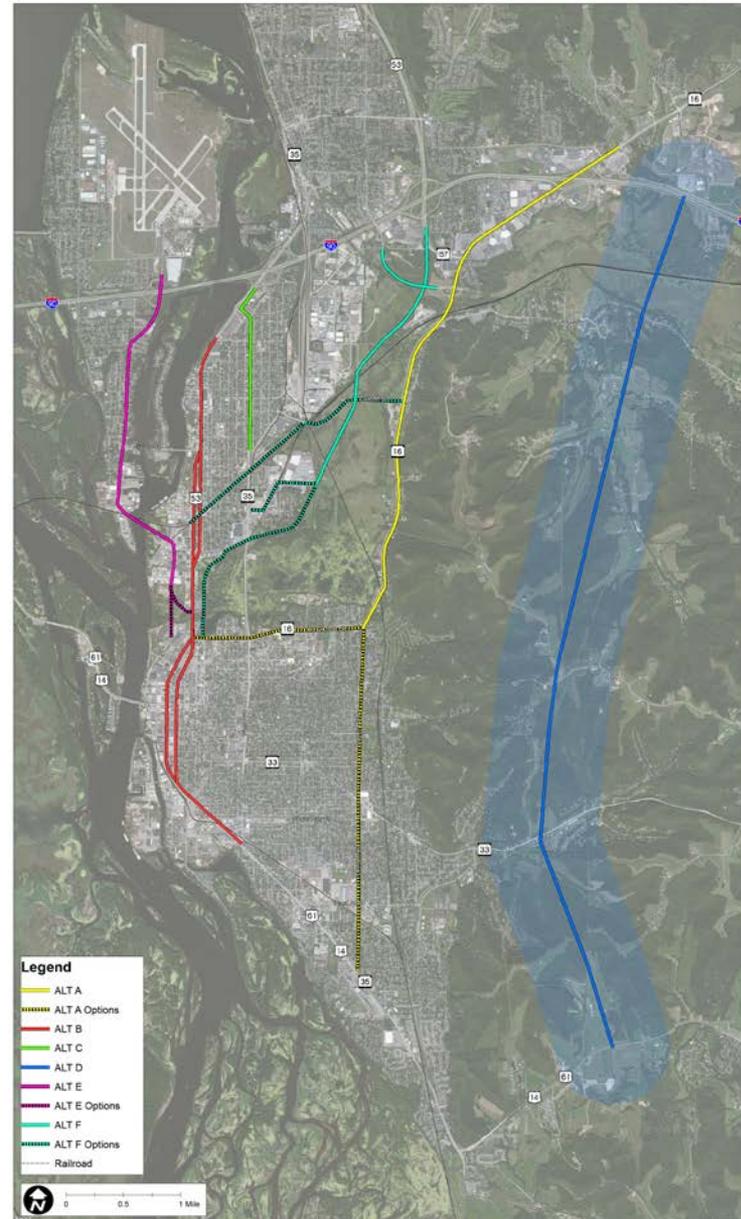
Public Comments Overview

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





Roadways



Broad Strategy Packages are Linked



Bike & Pedestrian

Improve Existing Roads



Selective Expansion



Policy

Transit



TDM

New Roads



TSMO



Strategy Funneling Process

Strategy Packages



Goal and Objectives

Recommended
Strategy Packages

Questions

