



# Coulee Region Transportation Study

## Planning and Environment Linkages (PEL)

Public Involvement Meeting #3  
September 23 & 24, 2015



# Study Team

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# Work Stations

- ▶ General Information
- ▶ Traffic & Safety
- ▶ Strategy Development



# 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



# Previous Public Involvement Meetings

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

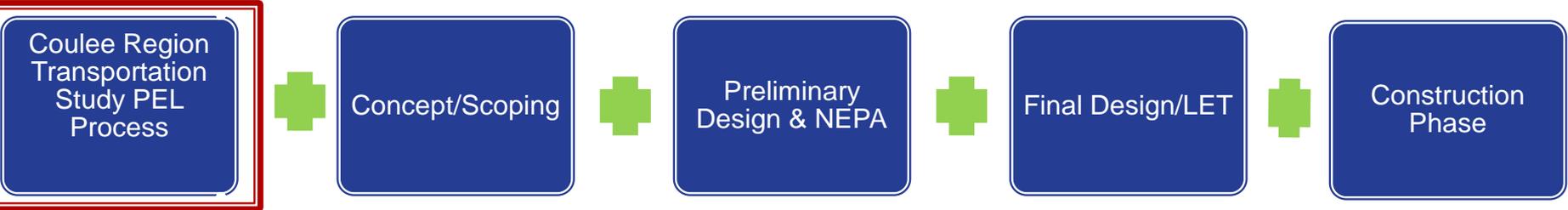




# Timeline

Planning and Environment Process  
**(We are Here)**

Project Development Process



# 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.



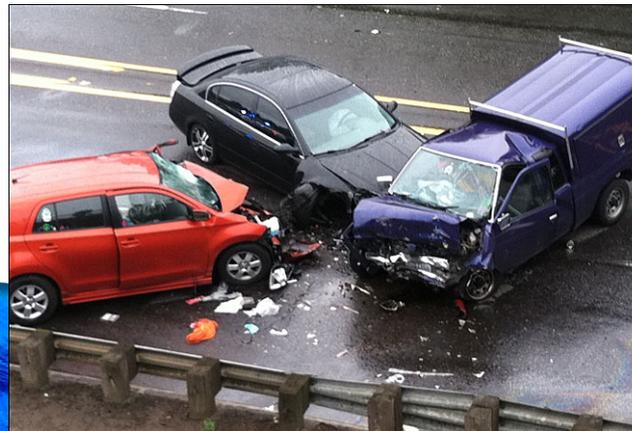
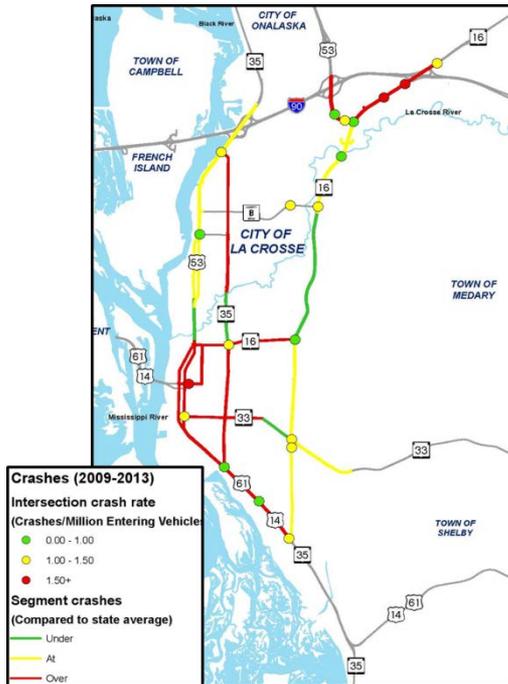
# Objectives

- ▶ 1 – Safety
- ▶ 2 – Infrastructure
- ▶ 3 – Congestion and Reliability
- ▶ 4 – Plan for Future Transportation
- ▶ 5 – Limit Impacts



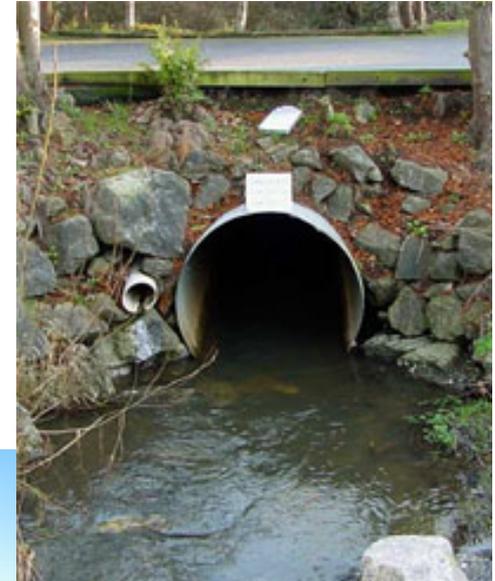
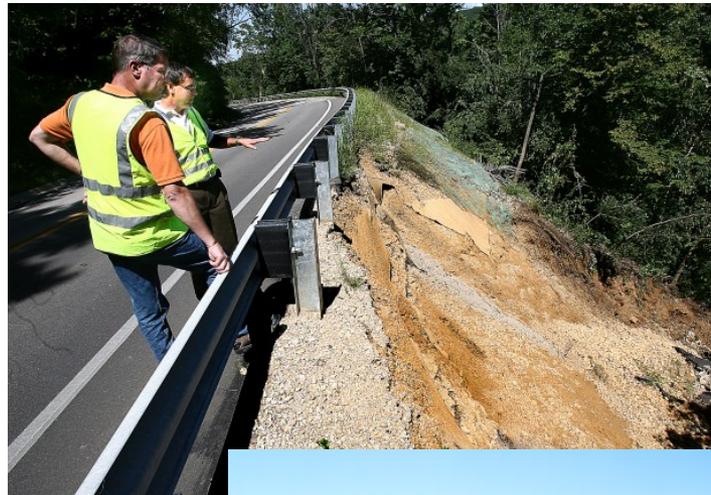
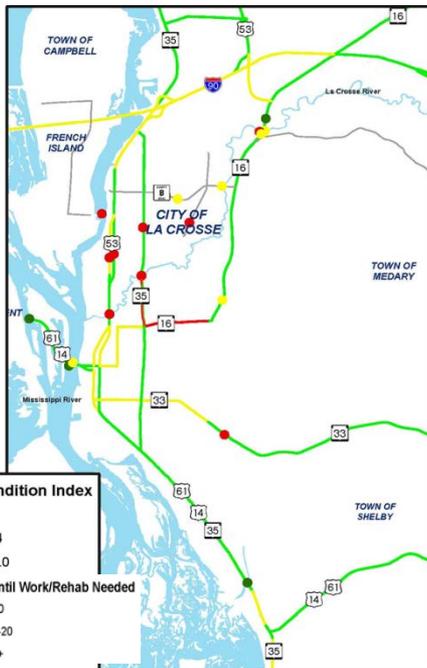
# Safety

- Reduce rate and severity of pedestrian, bicycle and vehicular crashes



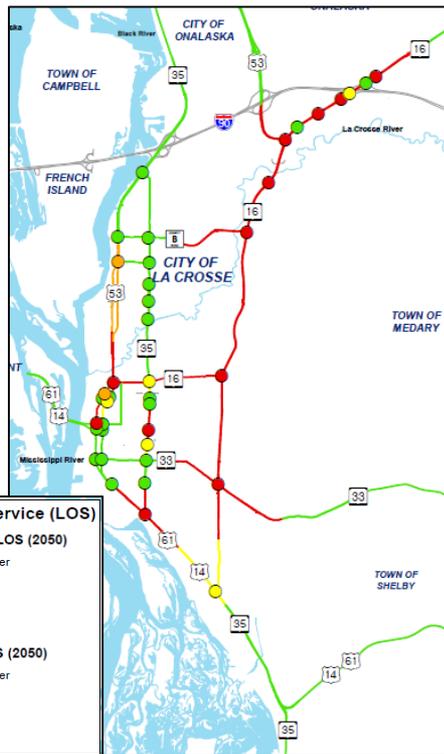
# Infrastructure

- Address pavement, structural, geometric deficiencies and utilities



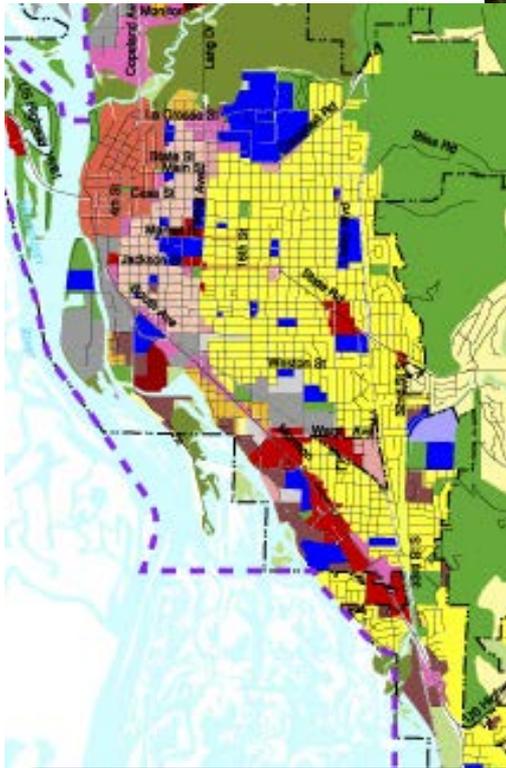
# Congestion and Reliability

- 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



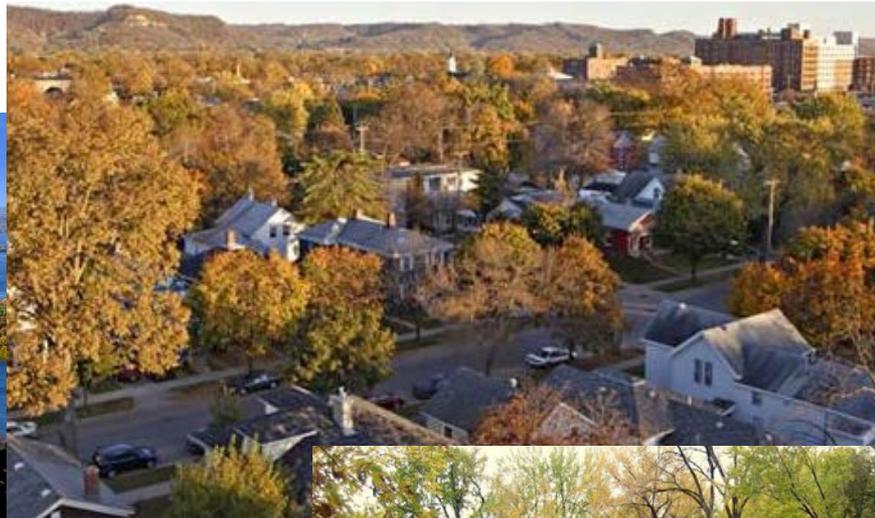
# Plan for Future Transportation

- Promote smart growth that considers all transportation modes along with changes to land use



# Limit Impacts

- Consider strategies that balance transportation needs with protection of the environment and community resources.



# Objective Screening

Does Not Satisfy Objective

Partially Satisfies Objective

Strongly Satisfies Objective

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



# Strategies

- ▶ Strategies are solutions or concepts
- ▶ All strategies, at this point, are being evaluated/screened separately
- ▶ Any strategy that helps meet an objective will be moved into a strategy package
- ▶ Many individual strategies will be grouped together to create strategy packages



# Broad Strategies

- ▶ Travel Demand Management (TDM)
- ▶ Policy and Legislation
- ▶ Bike and Pedestrian
- ▶ Transit
- ▶ Transportation System Management & Operations (TSMO)
- ▶ Improve Existing Roads
- ▶ Selective Expansion
- ▶ New Roads

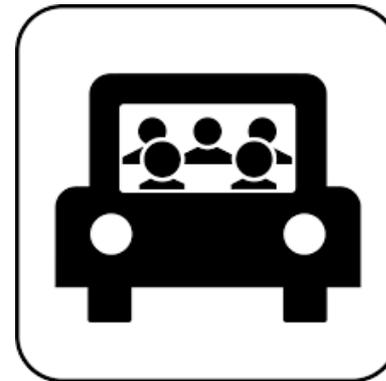




# Travel Demand Management (TDM)

## *Public Comments Overview*

- ▶ 25 comments
- ▶ Repeated themes:
  - Increase amount of park and rides (Onalaska)
  - Encourage car pooling
  - Flex work hours
  - Employee & employer incentives
  - Carpool/vanpool
  - Park and ride facilities
  - Parking management
  - Rideshare



# Travel Demand Management (TDM)

## Objective Screening Process

Does Not Satisfy Objective
Partially Satisfies Objective
Strongly Satisfies Objective

Root Objective	Desired Outcome	Screening Considerations
<b>1. Safety</b>	Reduce rate and severity of pedestrian, bicycle and vehicular crashes.	Some safety benefits should be expected with shifts away from motor vehicle use. This strategy alone will not address all safety needs.
<b>2. Infrastructure</b>	Address pavement, structural, geometric deficiencies and utilities	Will not address future infrastructure needs.
<b>3. Improve Congestion and Travel Reliability</b>	<p>Multimodal (Pedestrian/Bicycle/Transit)</p> <p>Provide Comfortable, direct, reliable and convenient access for all modes of transportation Promote/encourage the use of alternate modes of travel</p> <p>Motor Vehicles</p> <p>Provide reliable travel times for both reoccurring and nonrecurring congestion Reduce motor vehicle use during peak periods.</p>	Will promote a variety of transportation modes and potentially reduce congestion for motor vehicles, especially during peak hours. However, this strategy will not fully meet the objective as a stand alone strategy.
<b>4. Plan for future transportation needs</b>	Promote smart growth that considers all transportation modes along with changes to land use.	Will promote a variety of transportation modes in areas of heavy traffic as an alternative to single occupant vehicle use in the future.
<b>5. Limit impacts to community's resources</b>	Consider strategies that balance transportation needs with protection of the environmental and communities resources	Will require little or no land acquisition, resulting in few physical impacts, and has the potential to reduce impacts to the environment by promoting alternative modes of transportation.



# Broad Strategies

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



# Policy & Legislation

## *Public Comments Overview*

- ▶ 25 comments
- ▶ Repeated themes:
  - Continue implementation of Complete Streets
  - Increase intergovernmental cooperation
  - Develop new user fee/tax
  - Implement pay for parking in select areas
  - Development review criteria
  - Overlay zoning
  - Design standards
  - Parking management



# Broad Strategies

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



# 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
  - There were also several general comments not assigned to a location
  - Separate bike lanes
  - Safer crossings



# Broad Strategies

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



# 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
  - Increase regional routes
  - Develop Bus Rapid Transit
  - Create a Regional Transit Authority



# Broad Strategies

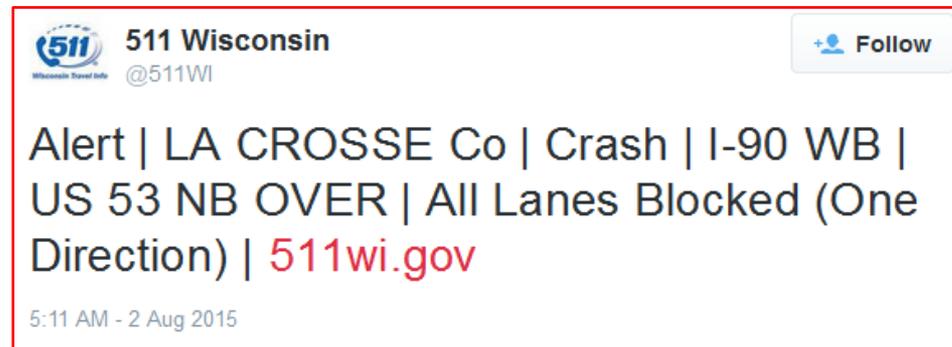
- ▶ TDM
- ▶ Policy and Legislation
- ▶ Bike and Pedestrian
- ▶ Transit
- ▶ **TSMO**
- ▶ Improve Existing Roads
- ▶ Selective Expansion
- ▶ New Roads



# 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



# Transportation System Management & Operations(TSMO)

## *Strategies*

- ▶ 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)



# Broad Strategies

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



# 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)



# Broad Strategies

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



# Selective Expansion of Existing Roads

## *Public Comments 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



# Broad Strategies

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



# Construct New Roads

## *Public Comments Overview*

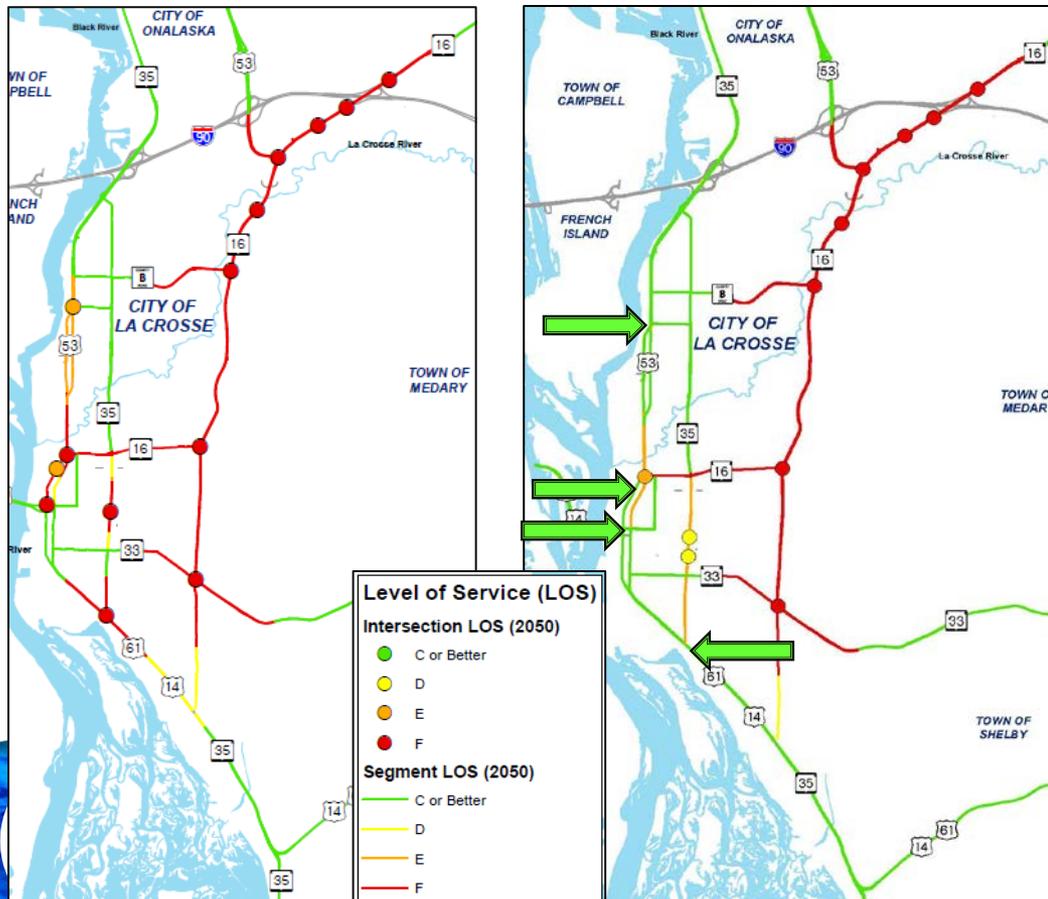
- ▶ Construct New Roads
  - 27 comments
  - Repeated themes:
    - WIS 157 to River Valley Drive – “North Build”
    - French Island route from I-90 to 2<sup>nd</sup> Street in La Crosse
    - Bluff Bypass



# Modeling Intersection At-grade Improvements

2050 LOS No build

2050 LOS Improved Intersections



Intersections that can be improved:

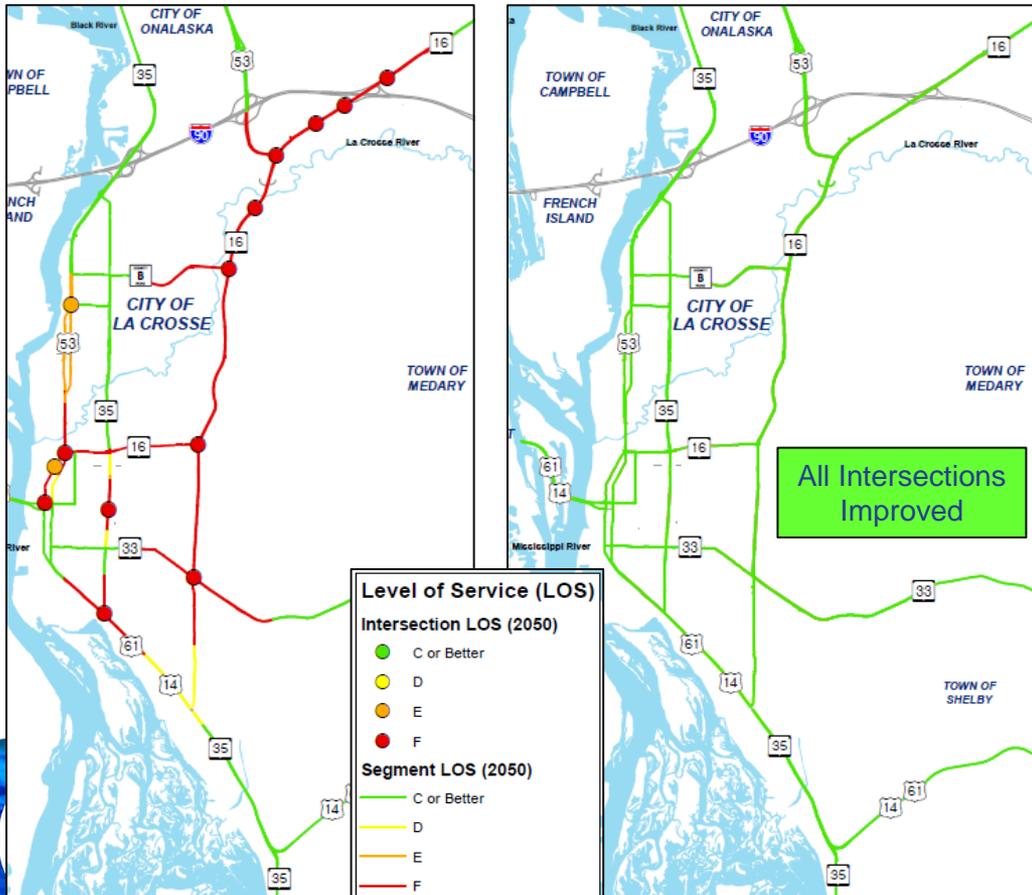
- ▶ US 53 & Clinton Street
- ▶ 3rd Street & State Street
- ▶ 3rd Street & Cass Street
- ▶ US 14/61 & WIS 35 (South Ave and West Ave)



# Modeling Intersection Grade-separated Improvements

2050 LOS No build

2050 LOS Improved Intersections

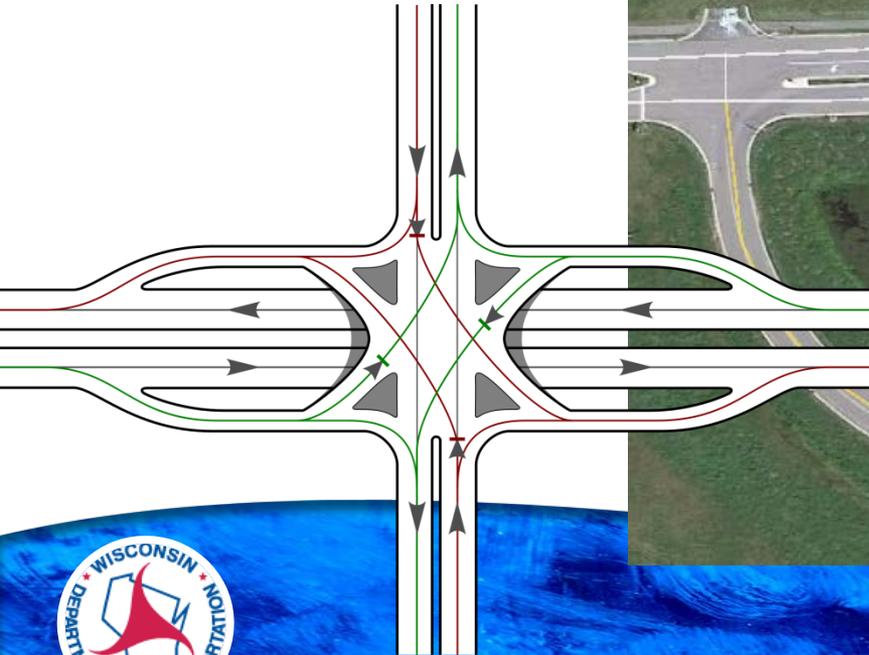


## Intersections that can be improved:

- ▶ WIS 16 & Main/OS
- ▶ WIS 16 & Pralle
- ▶ WIS 16 & Theater
- ▶ WIS 16 & WIS 157
- ▶ WIS 16 & County B
- ▶ WIS 16 & Gillette
- ▶ WIS 16/Losey & La Crosse Street
- ▶ Losey & WIS 33
- ▶ US 53 & La Crosse
- ▶ US 53 & Cass
- ▶ US 53 & Clinton
- ▶ US 53 & State
- ▶ WIS 35 & Cass



# Examples of Grade Separation



# Broad Strategy Packages are Linked



**Bike & Pedestrian**

**Improve Existing Roads**



**Selective Expansion**



**Policy**



**Transit**



**TDM**

**New Roads**



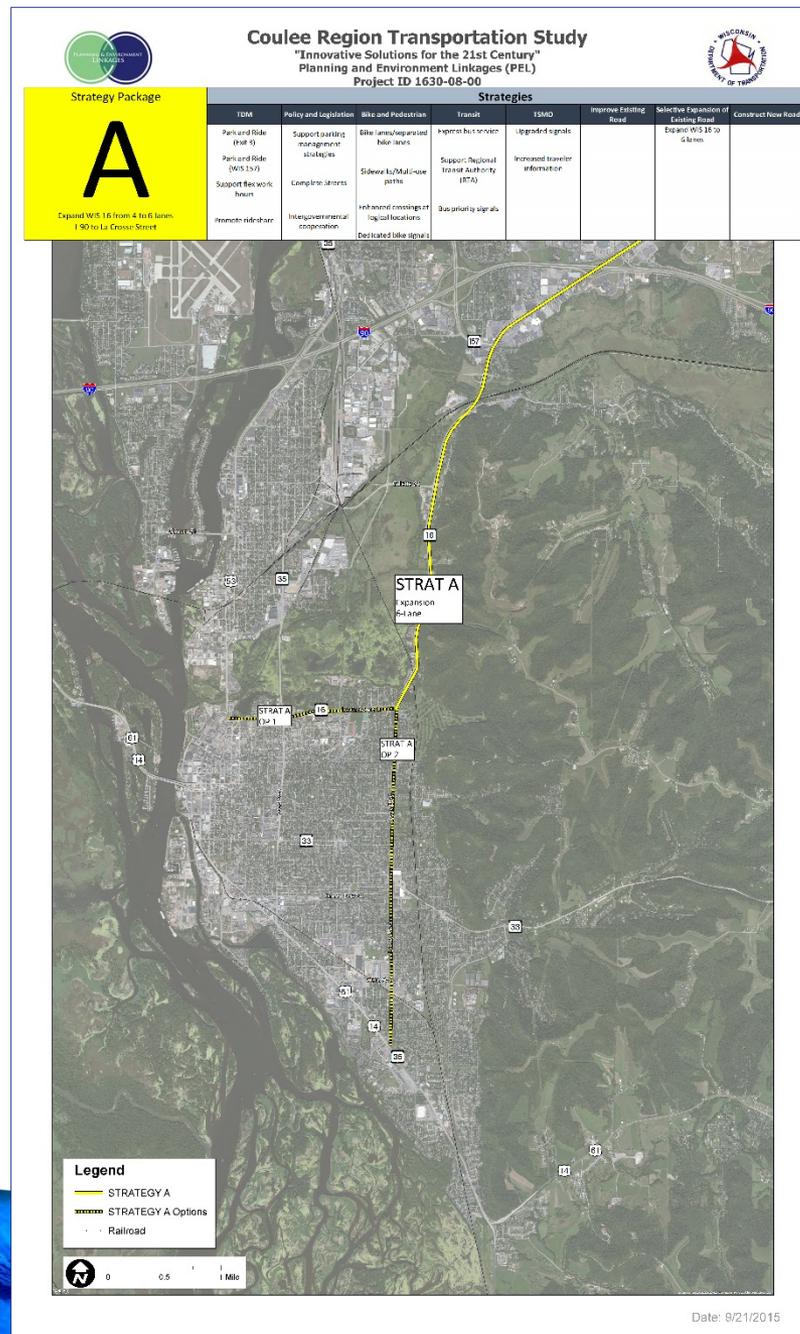
**TSMO**



# Strategy Package A

## WIS 16 Expansion to 6-lane

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



# Strategy Package A



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 Planning and Environment Linkages (PEL)  
 Project ID 1630-08-00



A	Strategies							
	TDM	Policy and Legislation	Bike and Pedestrian	Transit	TSMO	Improve Existing Road	Selective Expansion of Existing Road	Construct New Road
	Park and Ride (Exit 3) Park and Ride (WIS 157) Support flex work hours	Support parking management strategies  Complete Streets	Bike lanes/separated bike lanes  Sidewalks/Multi-use paths  Enhanced crossings at logical locations  Dedicated bike signals	Express bus service  Support Regional Transit Authority (RTA)  Bus priority signals	Upgraded signals  Increased traveler information	Upgraded signals  Increased traveler information	Expand WIS 16 to 6 lanes	

Strategies							
TDM	Policy and Legislation	Bike and Pedestrian	Transit	TSMO	Improve Existing Road	Selective Expansion of Existing Road	Construct New Road
Park and Ride (Exit 3)	Support parking management strategies	Bike lanes/separated bike lanes	Express bus service	Upgraded signals		Expand WIS 16 to 6 lanes	
Park and Ride (WIS 157)		Sidewalks/Multi-use paths	Support Regional Transit Authority (RTA)	Increased traveler information			
Support flex work hours	Complete Streets	Enhanced crossings at logical locations	Bus priority signals				
Promote rideshare	Intergovernmental cooperation	Dedicated bike signals					

## WIS 16 Expansion to 6-lane

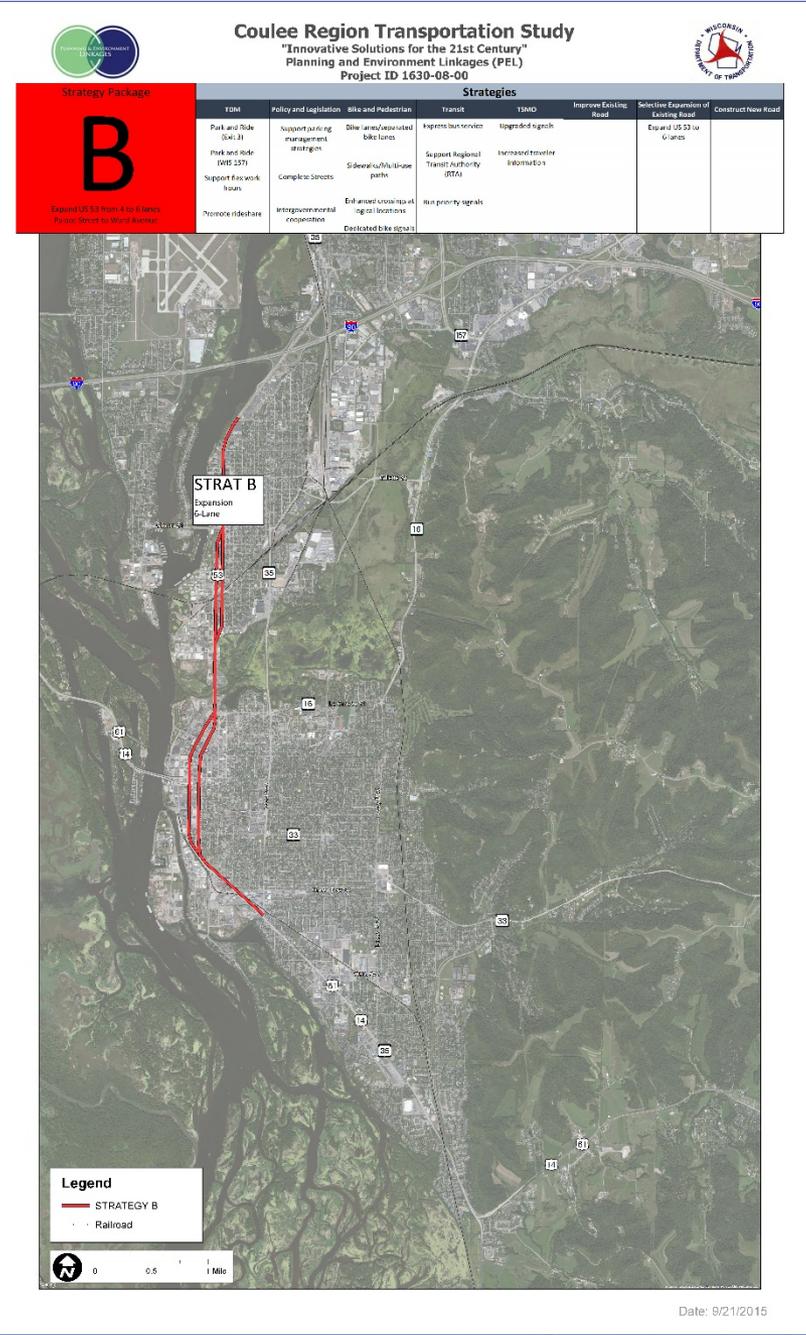
- Option 1
  - 4-lane La Crosse St.
- Option 2
  - 6-Lane Losey Blvd.



Date: 9/21/2015



# Strategy Package B



US 53/14/61  
Expansion to 6-lane



# Strategy Package C

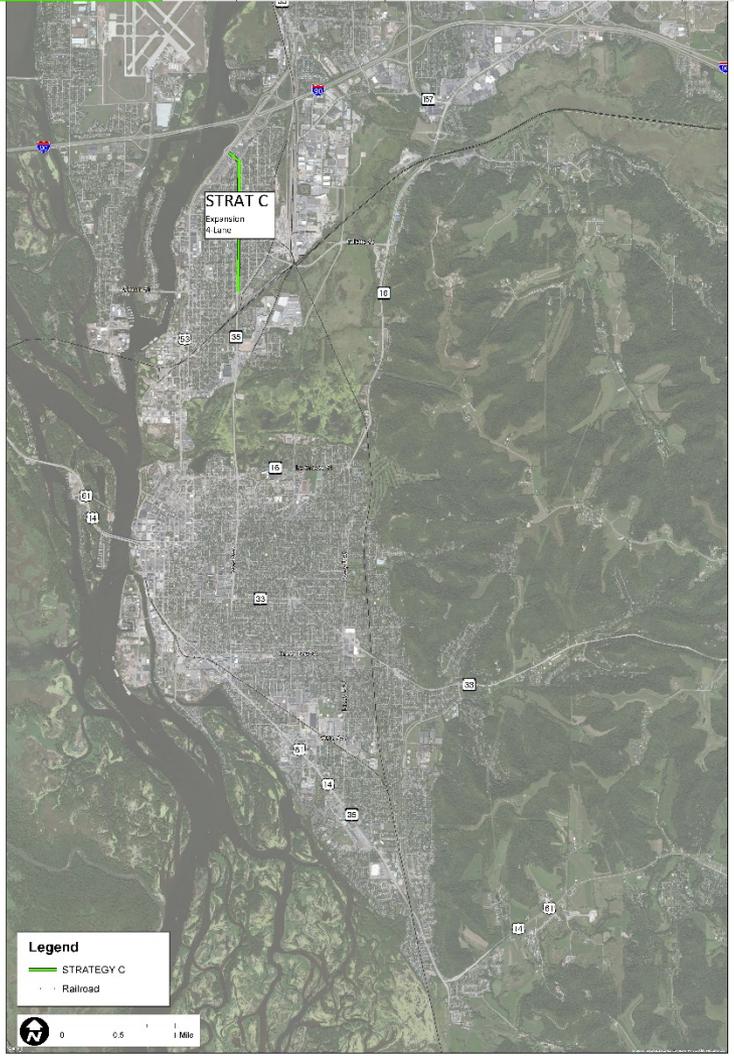
## WIS 35 Expansion to 4-lane



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 Planning and Environment Linkages (PEL)  
 Project ID 1630-08-00



Strategy Package	Strategies							
C	TDM	Policy and Legislation	Bike and Pedestrian	Transit	TSMO	Improve Existing Road	Selective Expansion of Existing Road	Construct New Road
Expand WIS 35 from 2 to 4 Lanes From Street to Clinton Street Promote Ridesharing	Park and Ride (WIS 4) Park and Ride (WIS 527) Support Flex work hours Promote Ridesharing	Support parking management strategies Complete Streets Intergovernmental cooperation	One lane/one-way bike lanes Sidewalk/Multi-use paths Enhanced crossings at logical locations Dedicated bike signals	Express bus service Support regional Transit Authority (TA) Bus priority signals	Upgraded signals Increased traveler information		Expand from 2 to 4 lanes	



Date: 9/21/2015



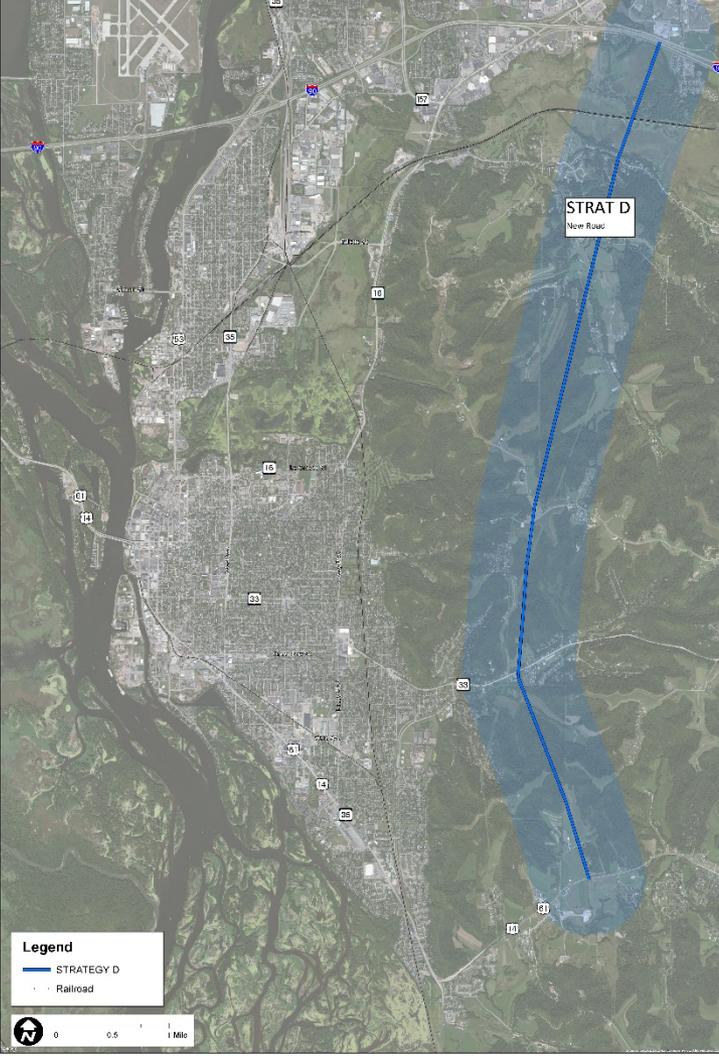
# Strategy Package D



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 Planning and Environment Linkages (PEL)  
 Project ID 1630-08-00



Strategy Package	Strategies							
D	Yield	Policy and Legislation	Bike and Pedestrian	Transit	TSMO	Improve Existing Road	Selective Expansion of Existing Road	Construct New Road
New Road From I-90 to US 14/61	Park and Ride (P+R) Park and Ride (P+R) 2274 Support Freeway Incent. Promote ride-share	Support parking management strategies Complete Streets Intergovernmental cooperation	Bike lanes/separated bike lanes Shared/Bike/Multi-use paths Enhance crossings at typical locations Dedicated bike signals	Express bus service Support regional Transit Authority (RA) Bus priority signals	Upgraded signals Increased Driver Information			New Road From I-90 to US 14/61



Date: 9/21/2015

## East Corridor



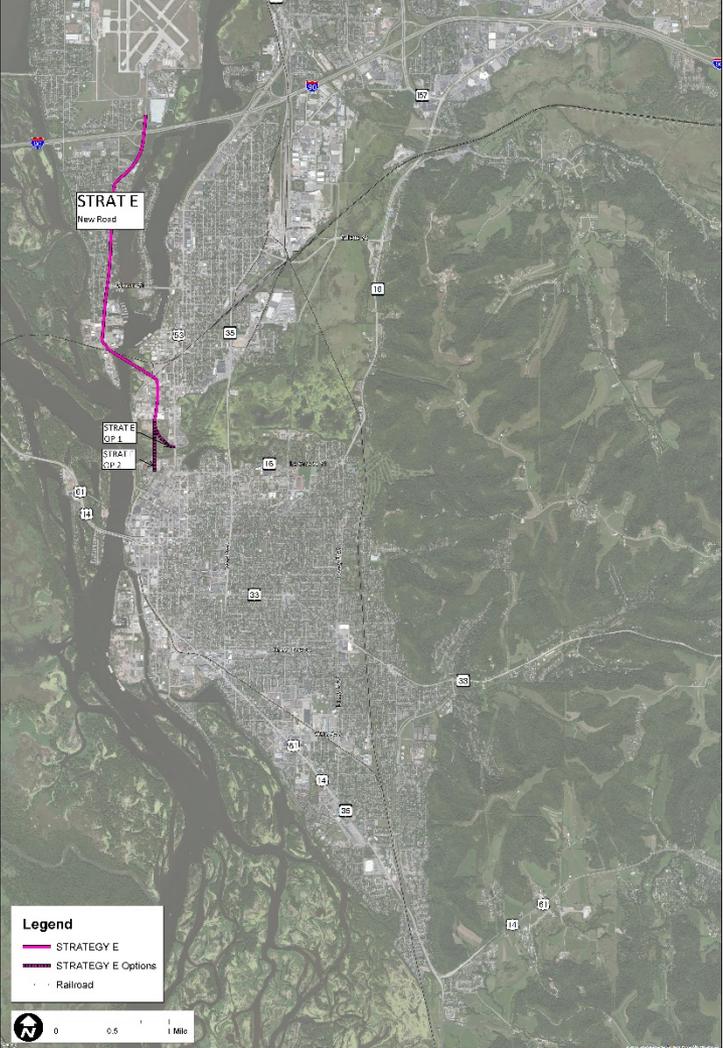
# Strategy Package E



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 Planning and Environment Linkages (PEL)  
 Project ID 1630-08-00



Strategy Package  <span style="font-size: 2em; font-weight: bold;">E</span>  New Road from I-90 to Downtown La Crosse French Island	Strategies							
	TDM	Policy and Legislation	Bike and Pedestrian	Transit	TSMO	Improve Existing Road	Selective Expansion of Existing Road	Construct New Road
	Bulk and Ride (xrt 5) Park and Ride (WD 157) Support the work hours	Support parking management strategies Complete Streets	Bike lanes/Shared bike lanes Sidewalks/Multi use paths	Express bus service Support Regional Transit Authority (RTA) Bus priority signals	Integrated signals Increased traveler information			New Road from I-90 to Downtown La Crosse          New Black River crossing
	Promote telepresence	Intergovernmental cooperation	Enhanced crosswalks at logical locations Inducted bike signals					



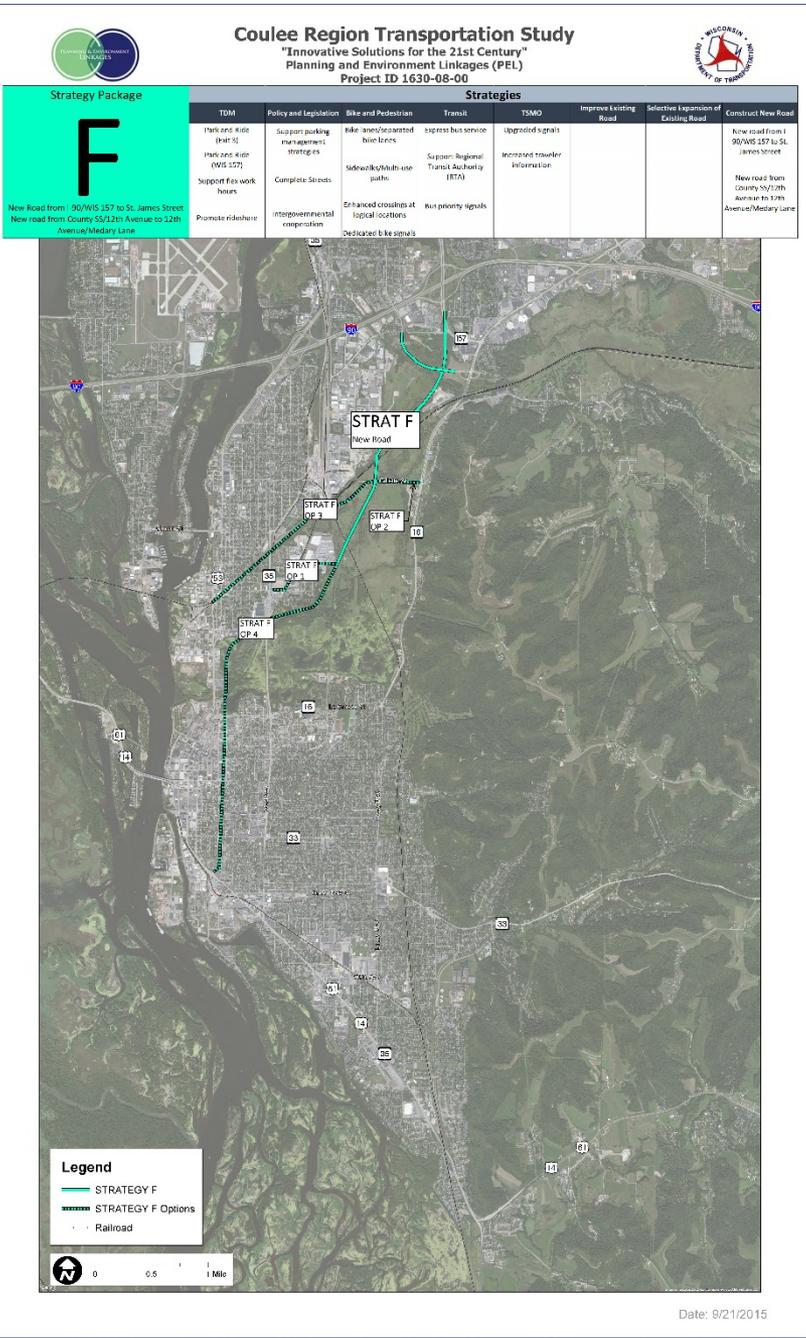
Date: 9/21/2015

## West Corridor

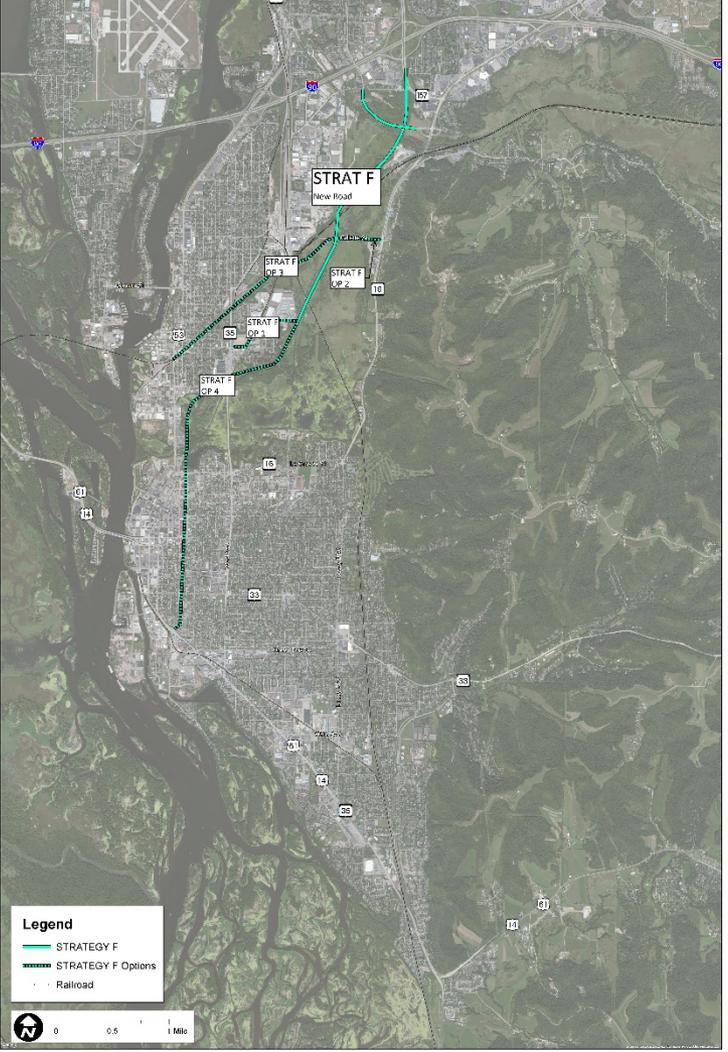
- Option 1
  - Connect to Copeland
  
- Option 2
  - Connect to 2<sup>nd</sup> St. Downtown



# Strategy Package F



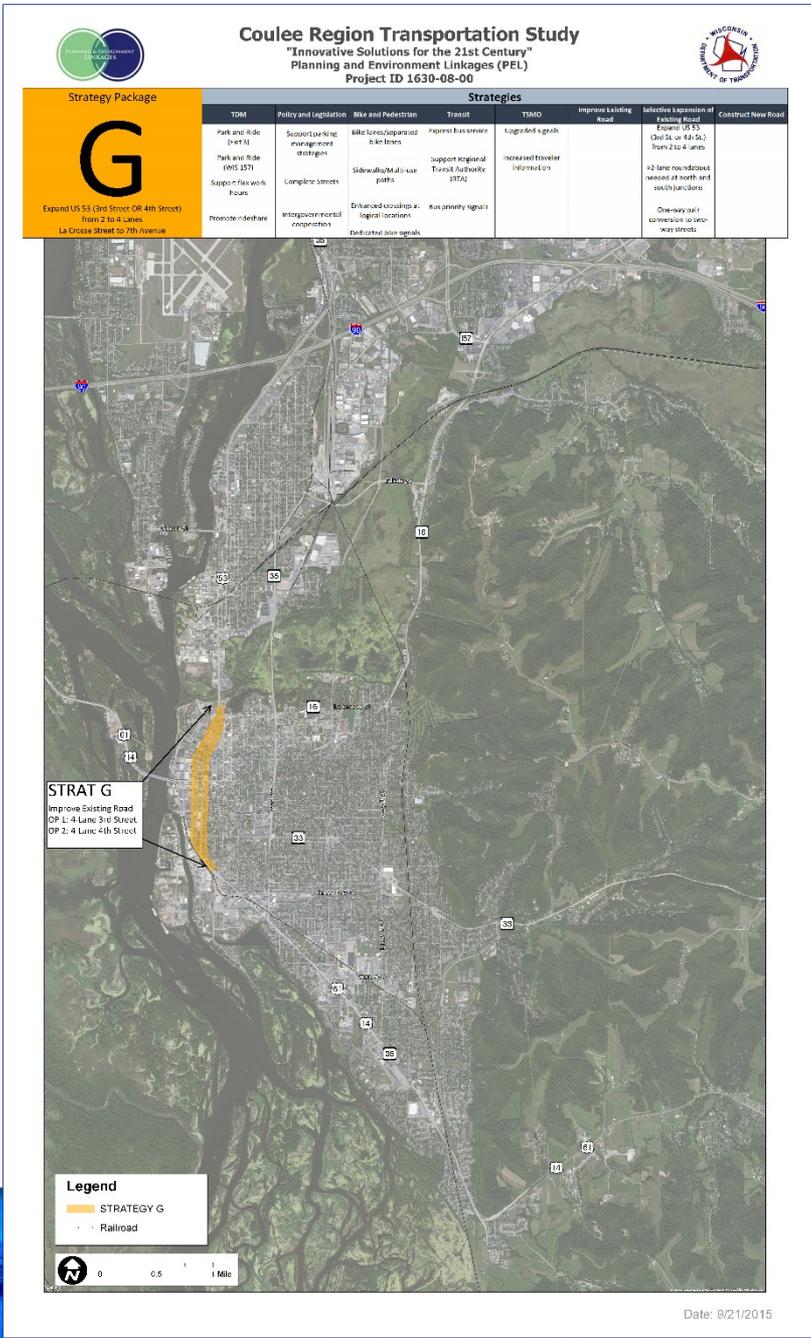
Strategy Package	Strategies							
	TDM	Policy and Legislation	Bike and Pedestrian	Transit	TSMO	Improve Existing Road	Selective Expansion of Existing Road	Construct New Road
<b>F</b> New Road from 90/Wis 157 to St. James Street New road from County 55/12th Avenue to 12th Avenue/Medary Lane	Park and ride (Park 5) plus on-street (WIS 157) Support flex work hours Promote ride share	Support parking management strategies Complete Streets Intergovernmental cooperation	Bike lanes/rearward bike lanes Sidewalk/bike-use paths Enhanced crossings at typical locations Dedicated bike signals	Express bus service Support Regional Transit Authority (RTA) Bus priority signals	Increased traveler information			New road from 90/Wis 157 to St. James Street New road from County 55/12th Avenue to 12th Avenue/Medary Lane



# Strategy Package G

## One-way pair conversion

- Option 1 (US 53)
  - 4th St. 4-Lane
- Option 2 (US 53)
  - 3rd St. 4-Lane





# Benefits of future planning in the Coulee Region



# Thank you for Participating

- ▶ Investigate the work stations
- ▶ Fill out a comment form
- ▶ Visit [www.CouleeRegionStudy.dot.wi.gov](http://www.CouleeRegionStudy.dot.wi.gov)
- ▶ Look for upcoming Public Involvement Meetings



# Questions

