



# Coulee Region Transportation Study

## Planning and Environment Linkages (PEL)

Public Involvement Meeting #4  
November 10 and 12, 2015



# Study Team

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# Meeting Goals

- ▶ Visit Work Stations
- ▶ Why are we here
- ▶ Update Strategy Packages to move forward
- ▶ Where do we go from here?
- ▶ Visit website



# Why is the Coulee Region being studied?

- ▶ High crash rates
- ▶ Bike/pedestrian accommodations needs
- ▶ Transit needs
- ▶ Motor vehicle congestion
- ▶ Deteriorating infrastructure
- ▶ No current transportation plan
- ▶ Community resolutions of support for study



# Area Growth Summary

Projected Change in Socio-economic and Traffic Statistics (2010-2040)

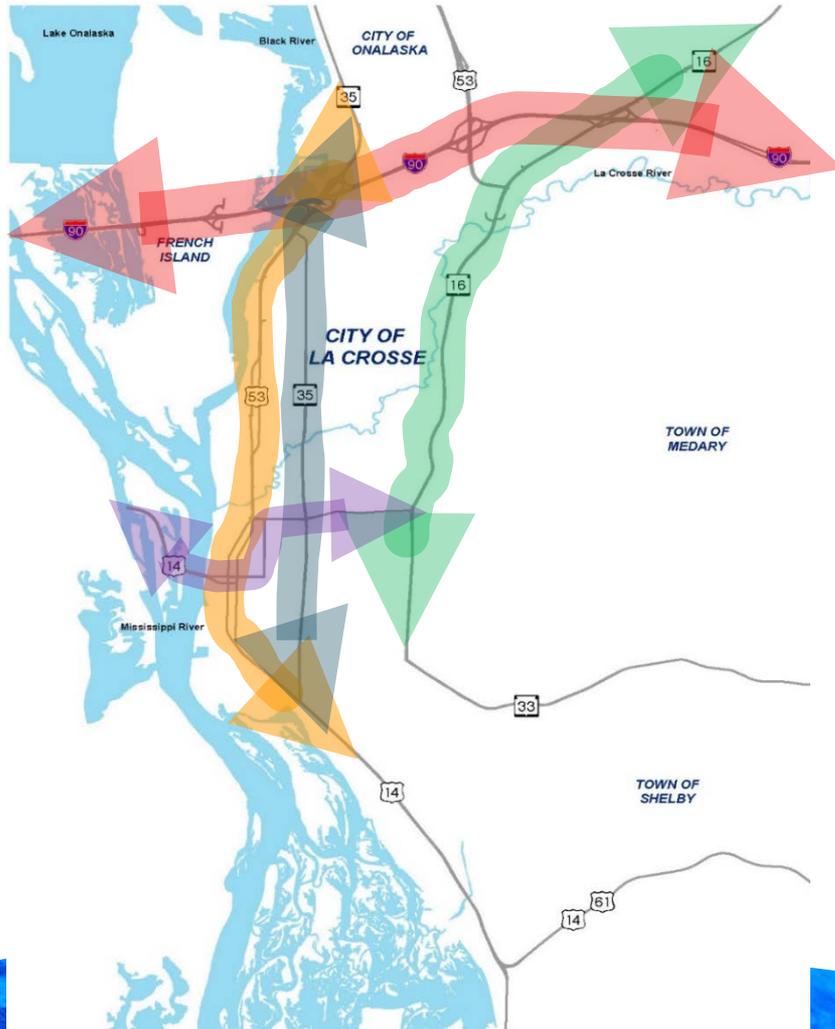
Statistic	% Change
Households*	18.3%
Population (La Crosse County)**	14.7%
Employment*	13.6%
Traffic Growth for Screenline (WIS16 + WIS35 + US53)*	11.9%

Source: \*Cambridge Systematics, Inc.

\*\*US Census Bureau



# Geographically Challenging Travel



- ▶ Limited and converging north-south corridors
- ▶ Constricted by:
  - Bluffs to east
  - Mississippi/Black River to west
  - La Crosse River/Marsh through the middle

# Desired Outcomes of Coulee Region Study

- ▶ Improve reliability and safety for all modes
- ▶ Overall plan to address infrastructure needs
- ▶ Minimize impact to Coulee Region's natural and cultural resources
- ▶ Compatible with other area plans and studies
- ▶ Broad spectrum of stakeholder support
- ▶ Limited number of strategies to move forward to next phase
  - Will not have a preferred alternative



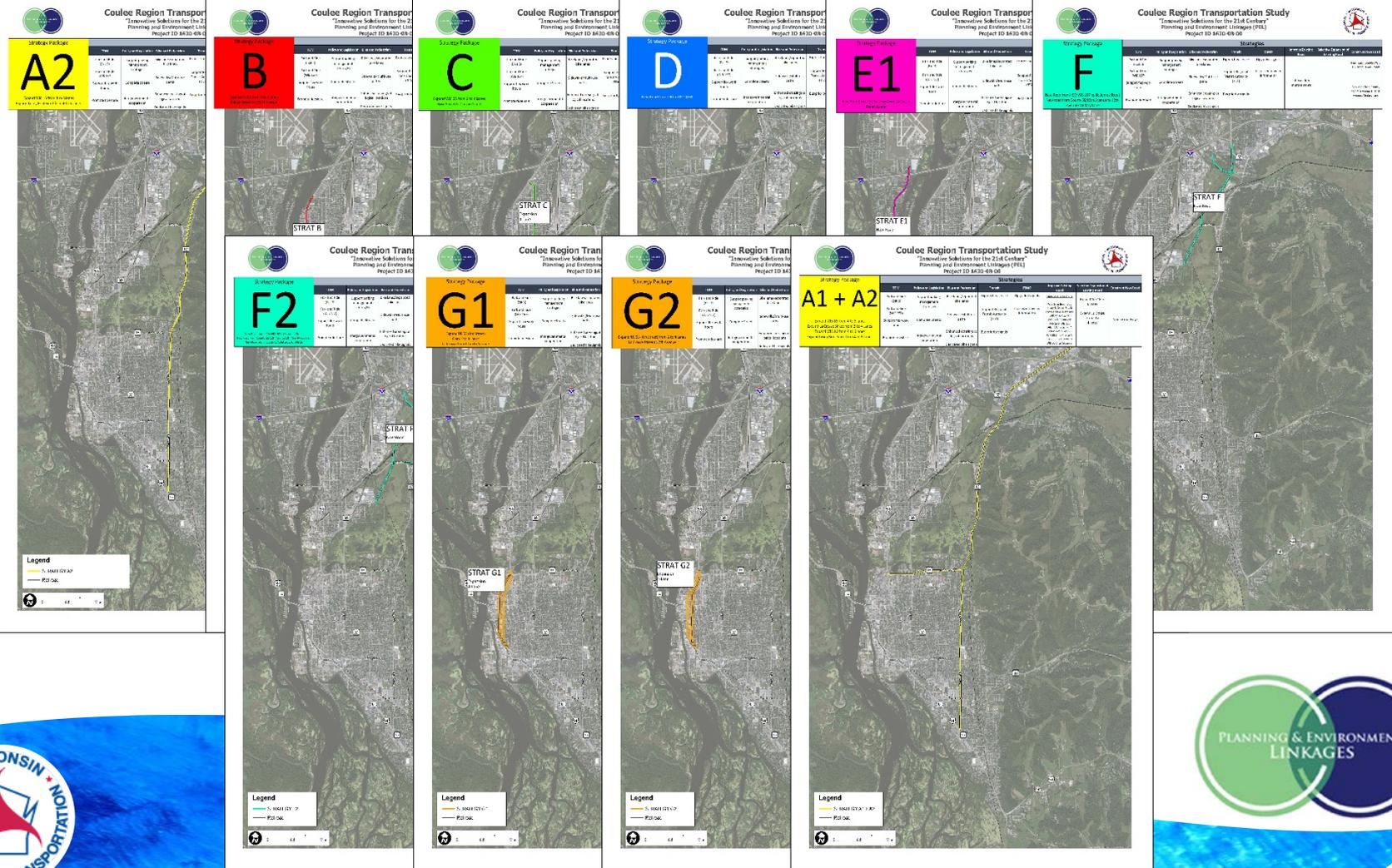


# Strategies

- ▶ Strategies are solutions or concepts and were grouped together to create strategy packages
- ▶ Strategies were developed from public comments
- ▶ Strategy Packages have been evaluated against objectives
- ▶ Used the advisory groups to recommend which strategies move forward



# Dismissed Strategy Packages



# Retained for Further Consideration Strategy Packages

**Coulee Region Transportation Study**  
"Innovative Solutions for the 21st Century"  
Planning and Environment Linkages (PEL)  
Project ID: 8430-08-00

**Strategy Package: A1**

Strategy Package	Description	Status
A1	...	...

**Strategy Package: E2**

Strategy Package	Description	Status
E2	...	...

**Strategy Package: F1**

Strategy Package	Description	Status
F1	...	...

**Strategy Package: F3**

Strategy Package	Description	Status
F3	...	...

**Strategy Package: F4**

Strategy Package	Description	Status
F4	...	...

**Strategy Package: F5**

Strategy Package	Description	Status
F5	...	...

**Strategy Package: H**

Strategy Package	Description	Status
H	...	...

**Strategy Package: E2 + F5**

Strategy Package	Description	Status
E2 + F5	...	...

**Objectives**

Objective	Impact
Improve Safety	...
Improve Infrastructure	...
Address Future Transportation Needs	...

**Policy and Legislation**

**Bike and Pedestrian**

**Transit**

**TSMO**

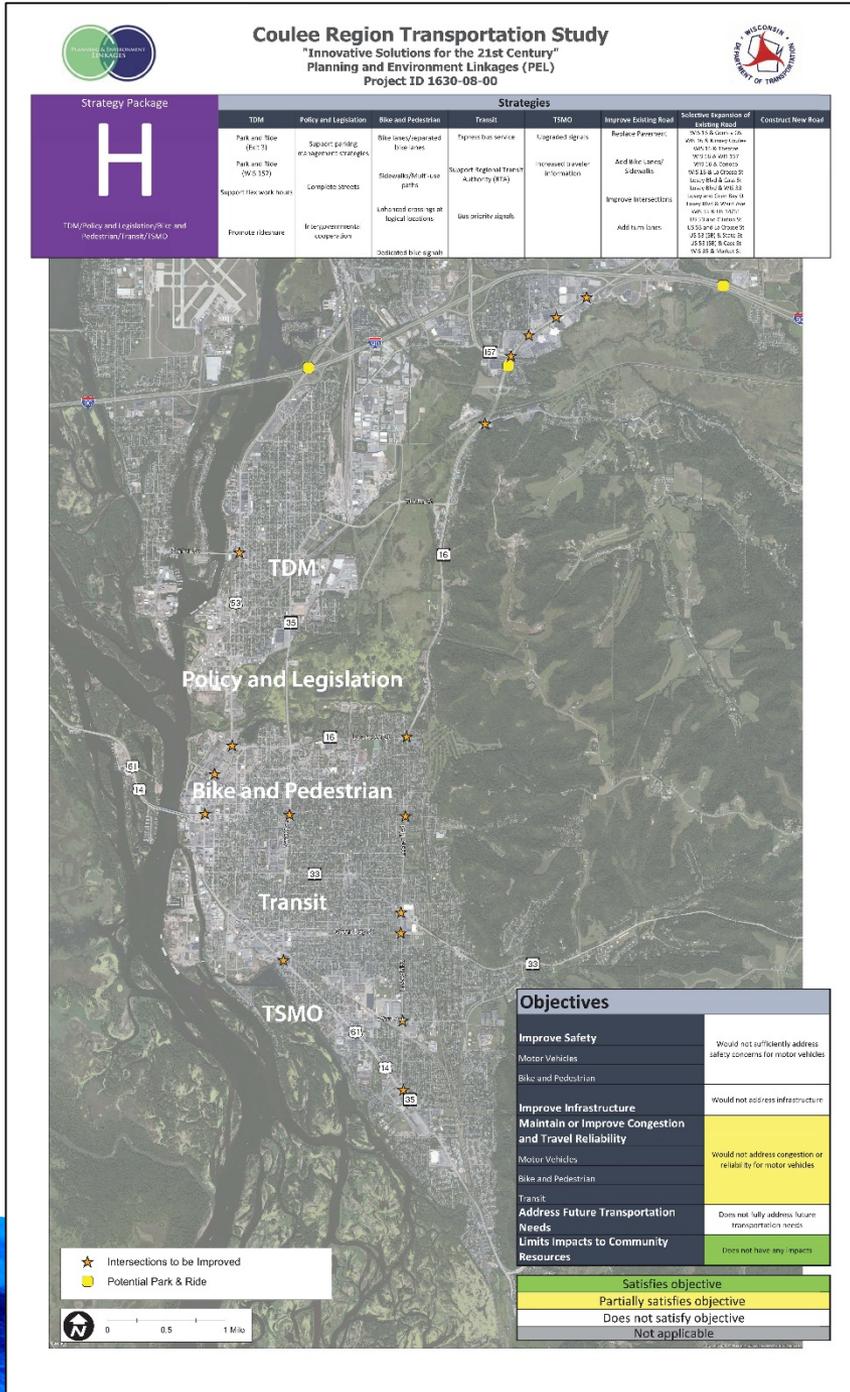


# Strategy Package

# H

No changes to roadways

- Triple transit use
- Significantly increase biking, walking, carpooling etc.
- Does not meet overall objectives by itself
- Package has the ability to reduce future traffic demand by 4% but this is not enough to meet future needs
- Strategy package will be included in all packages



# Strategy Package

# A1

## WIS 16 Expansion

- 6-lane IH 90 to La Crosse street
- 4-Lane La Crosse St.
- 25/45 mph roadways
- Improves 16
- Some improvements to 35 & 53
- Some added pressure to Losey Blvd

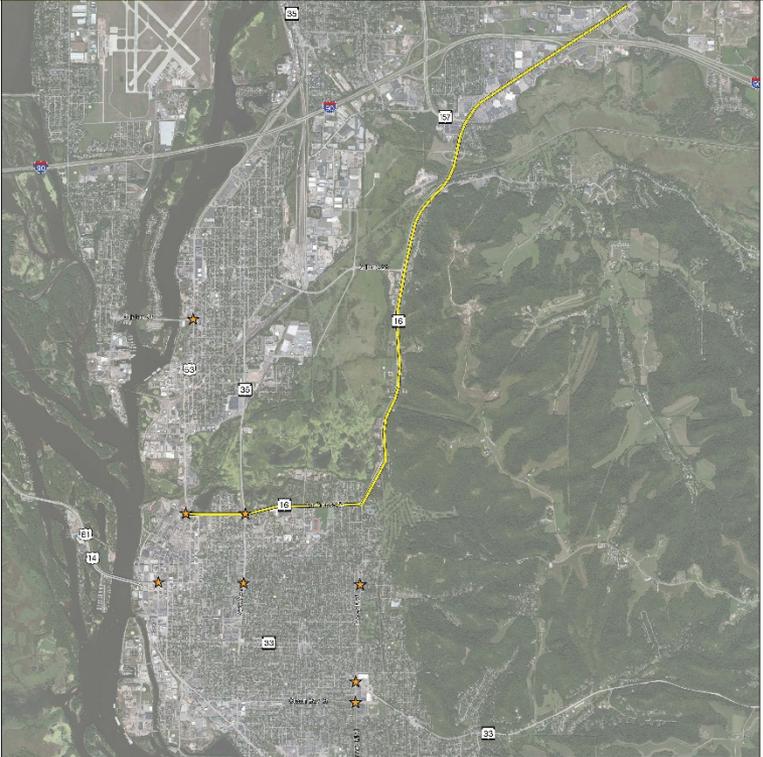




**Coulee Region Transportation Study**  
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 Planning and Environment Linkages (PEL)  
 Project ID 1630-08-00



Strategy Package	Strategies						
A1	TDM	Policy and Legislation	Bike and Pedestrian	Transit	FSMO	Improve Existing Road	Selective Expansion of Existing Road
Expand WIS 16 from 4 to 6 Lanes Expand La Crosse Street from 2 to 4 Lanes	Park and Ride (P+R)	Support parking management strategies	Bike lanes/bike lanes	Support bus service	Alleged signals	Improve Existing Road	Selective Expansion of Existing Road
	Park and Ride (P+R)	Complete streets	Advanced/bike lanes	Support Regional Transit Authority (RTA)	Increase travel information	Improve Existing Road	Selective Expansion of Existing Road
	Support New Work Force	Intergovernmental cooperation	Enhanced crossings at legal locations	Bicyclist signals		Improve Existing Road	Selective Expansion of Existing Road
	Promote telework		Decelerate bike signals			Improve Existing Road	Selective Expansion of Existing Road



★ Intersections to be Improved

— Existing 4-Lane Road Expanded to 6-Lane

— Existing 2-Lane Road Expanded to 4-Lane

0 0.5 1 Mile

Objectives	
Improve Safety	Would add safe facilities, and address existing safety concerns, however 4 lane crossings remain a challenge.
Motor Vehicles	
Bike and Pedestrian	Would address infrastructure needs for all modes.
Improve Infrastructure	Would improve reliability and travel reliability across all modes.
Maintain or Improve Congestion and Travel Reliability	
Motor Vehicles	
Bike and Pedestrian	
Transit	
Address Future Transportation Needs	Considers future needs of all transportation modes.
Limits Impacts to Community Resources	May have some limited impacts.

Satisfies objective

Partially satisfies objective

Does not satisfy objective

Not applicable



# Rendering



STRATEGY A1 (WIS 16)  
PROPOSED CONDITIONS



# Rendering



STRATEGY A1 (LA CROSSE STREET)  
PROPOSED CONDITIONS











# Rendering



STRATEGY F (RIVER VALLEY DRIVE)  
PROPOSED CONDITIONS



# Strategy Package

## E2

### West Corridor

- Connect 90 to downtown via Bainbridge St. and bridges over Black River and La Crosse River
- 2 lane roadway
- Improvements to 35 & 53
- Improved connection to Downtown
- Little improvement to 16

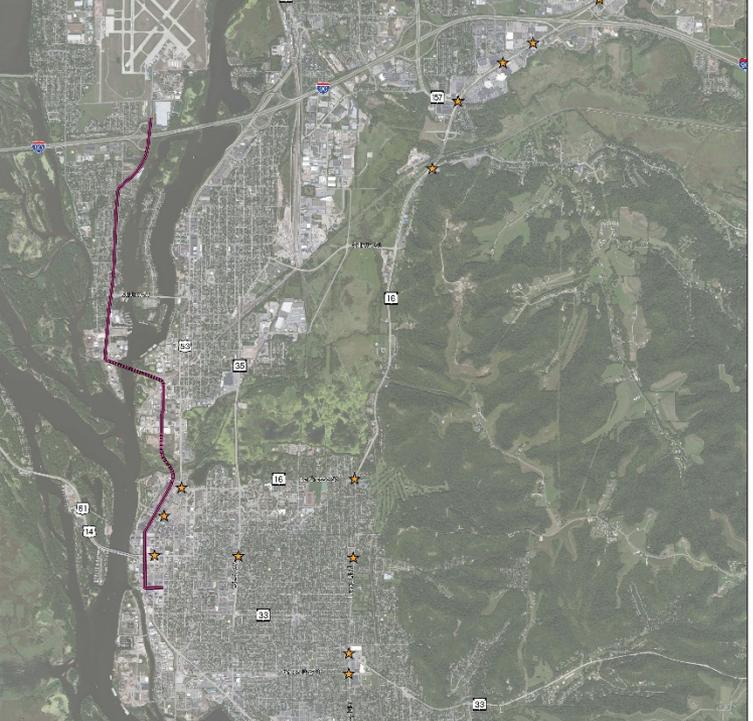




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Strategy Package	Strategies							
E2	TDM	Policy and Legislation	Bike and Pedestrian	Transit	TSMO	Improve Existing Road	Selective Expansion of Existing Road	Construct New Road
New Road from I-90 to Downtown La Crosse French Island, 2nd Street, Market St	Park and Ride (P&R)	Support parking management strategies	Bike lanes/separated bike ways	Express bus service	Unsignalized signals	Repaired/Resurfaced	Repaired/Resurfaced	New Road from I-90 to Downtown La Crosse (US 53 connection)
	Park and Ride (P&R) (WIS 157)	Complete streets	Shared-use/multi-use paths	Support Regional Transit Authority (RTA)	Increased transfer information	Repaired/Resurfaced	Repaired/Resurfaced	New Road, Three crossing
	Support two-wheel users	Complete streets	Enhanced crossings at typical locations	Bus priority signals	Repaired/Resurfaced	Repaired/Resurfaced	Will require additional strategies to address needs on WIS 36	New La Crosse River crossing
	Promote telework	Improve environmental cooperation	Dedicated bike signals					



**Objectives**

<b>Improve Safety</b>	Motor Vehicles	Would address safety concerns, but not in all areas where it is needed
	Bike and Pedestrian	Does not address all infrastructure needs
<b>Improve Infrastructure</b>	Maintain or Improve Congestion and Travel Reliability	Motor Vehicles
	Bike and Pedestrian	Would improve reliability, but not enough to meet study objectives
<b>Address Future Transportation Needs</b>	Transit	Does not address all future transportation needs
<b>Limits Impacts to Community Resources</b>		May have some unmet impacts

★ Intersections to be Improved

— New 2-Lane Road and Bridge

— Keep Existing 2-Lane Road

0 0.5 1 Mile





# Rendering



STRATEGY E2 (CTH B - FRENCH ISLAND)  
PROPOSED CONDITIONS



# Do the Strategy Packages Address the Coulee Regions transportation needs?

- ▶ High crash rates ✓
- ▶ Bike/pedestrian accommodations and needs ✓
- ▶ Transit needs ✓
- ▶ Motor vehicle congestion ✓
- ▶ Deteriorating infrastructure ✓
- ▶ Create a transportation plan for the future ✓



# Benefits of future planning in the Coulee Region



# Past Projects

- ▶ STH 33 - Shelby

- ▶ Reduced lanes
- ▶ Lowered speed limit
- ▶ Added bike lanes
- ▶ Safer crossings



# Past Projects

- ▶ STH 35 – Onalaska

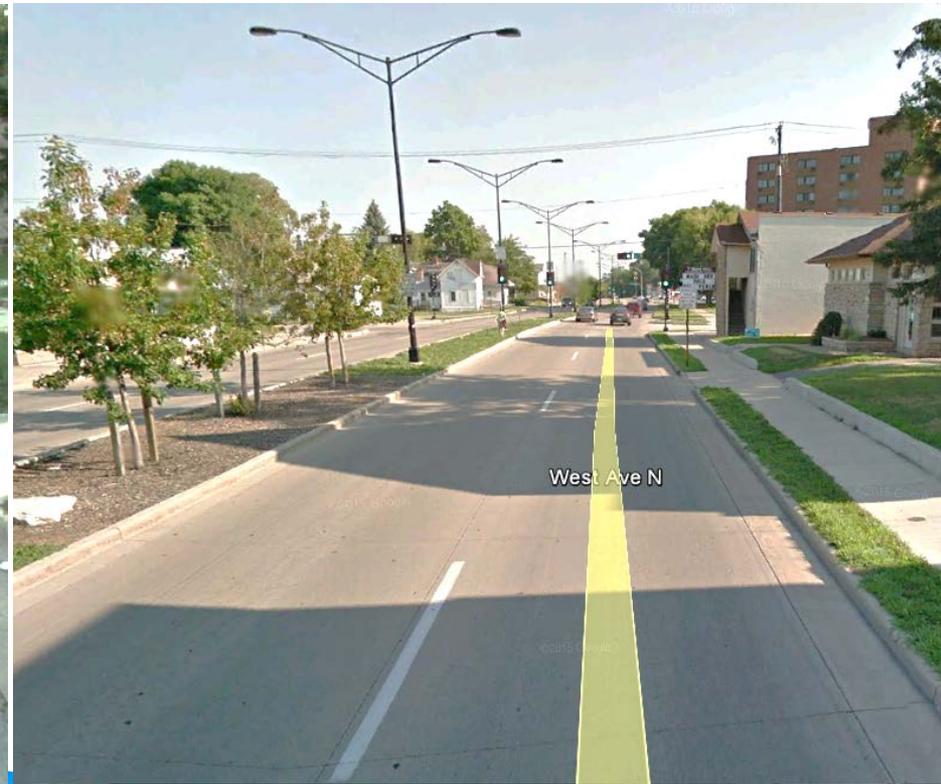
- ▶ Added bike lanes
- ▶ Safer crossings
- ▶ Street scaping



# Past Projects

- ▶ STH 35 – West Ave. La Crosse

- ▶ Reduced lane width
- ▶ Safer crossings
- ▶ Street scaping
- ▶ Street lighting



# Where do we go from here?

- ▶ Need feed back from public & stakeholders
- ▶ Schedule
- ▶ Finalize report





# Schedule

- ▶ PIM 5: January 2016
  - Focus: Final Recommendation



2015

WINTER

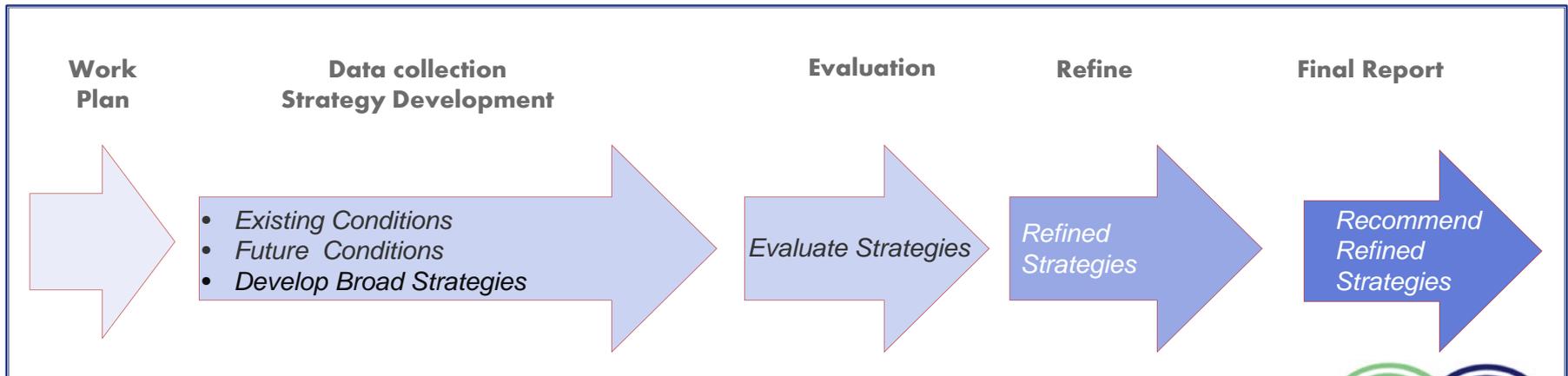
SPRING

SUMMER

FALL

WINTER

STUDY PROCESS





# Overall Project Development Timeline

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

Project Development Process



2016 → 2017 → 2020 → 2023 → 2025



# 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)



# Questions

