Coulee Region Transportation Study
Planning and Environment Linkages (PEL)

LADCO
September 18, 2015
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

2015

- **WINTER**: Work Plan
  - Data collection
    - Strategy Development
      - Existing Conditions
      - Future Conditions
      - Develop Broad Strategies
- **SPRING**: Evaluation
  - Evaluate Strategies
- **SUMMER**: Refine
  - Refined Strategies
- **FALL**: Final Report
  - Recommend Refined Strategies
- **WINTER**: Jobs

STUDY PROCESS
Timeline

Planning and Environment Process (We are Here)

- Coulee Region Transportation Study PEL Process
- Concept/Scoping
- Preliminary Design & NEPA
- Final Design/LET
- Construction Phase

2016 → 2017 → 2020 → 2023 → 2025
Public Involvement Meetings

- Technical Advisory Group
- Community Advisory Group
- Public Involvement Meetings
- Local Officials 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
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 region’s 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.
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

- 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

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

Strategies

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

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

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

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

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

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

*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
Improve Existing Roads

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 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
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 B
US 53/14/61

Expansion to 6-lane
Selective Expansion of Existing Roads

Strategy C

STH 35/George St Expansion to 4-lane
Selective Expansion of Existing Roads

**Strategy G**

One-way pair conversion

- **Option 1(US 53)**
  - 4th Street 2 - 4 Lanes

- **Option 2(US 53)**
  - 3rd Street 2 - 4 Lanes
Construct New Roads

Public Comments Overview

- WIS 157 to River Valley Drive – “North Build”
- French Island route from I-90 to 2\textsuperscript{nd} Street in La Crosse
Construct New Roads

Strategy D

East Corridor
Construct New Roads

**Strategy E**

West Corridor

- **Option 1**
  - Connect to Copeland

- **Option 2**
  - Connect to 2nd St Downtown
Construct New Roads

**Strategy F**

Central Corridor

- Option 1
  - Connect to 35 Lang Dr

- Option 2
  - Connect to 16

- Option 3
  - Connect to 35 & 53
  - Along railroad

- Option 4
  - Connect to 6/7th Street
  - Downtown
# Strategy Development Summary

Summary of Strategies

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<th>Strategies</th>
<th>Objectives</th>
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<td>Travel Demand Management (TDM) Only</td>
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<td>Policy and Legislation Only</td>
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<td>TDM/Policy/Transit/Bike/Ped/TSMO</td>
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<td>Evaluate intersections at grade without adding any through capacity</td>
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<td>Evaluate intersections grade separated without adding any through capacity</td>
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<td>Strategy Package A</td>
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### Does Not Satisfy Objective
### Partially Satisfies Objective
### Strongly Satisfies Objective
Next Steps

- PIM 3: September 23 & 24, 2015
  - Focus: Present strategy findings and eliminated options

- PIM 4: November 10 & 12, 2015
  - Focus: Present refined strategy packages
Benefits of future planning in the Coulee Region