



La Crosse Area Planning Committee

Metropolitan Planning Organization

Serving the La Crosse/La Crescent Urbanized Area

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Minutes of Committee on Transit and Active Transportation Meeting, September 8, 2016

Minutes of the meeting of the CTAT held on Thursday, September 8, 2016 at 4:30 p.m. in room 3220 of the La Crosse County Administrative Center, 400 4th St N, La Crosse, WI.

Members Present: Stephanie Averbeck, Leroy Brown, Rick Diermeier, Carolyn Dvorak (call-in), Jackie Eastwood, Krista Heinz, Steve Johnson, Keith Lee, Ginny Loehr, Sandy Sechrest, Cathy Van Maren, Chuck Welch. **Members Excused:** Bob Fisher, Tim Kabat, Lewis Kuhlman, Jim Longhurst, Susan Lundsten. **Others Present:** Jed Olson.

1) Approval of minutes of the July 14, 2016 TCC Meeting:

Steve Johnson motioned to approve the minutes of the July 14, 2016 meeting; Chuck Welch seconded. All were in favor.

2) LAPC Planning Work Program Activities:

Jackie Eastwood summarized the activities in which LAPC staff would engage in 2017, especially those that are transit, bicycle, and/or pedestrian focused.

3) Regional transit service feasibility study:

Peter Fletcher provided some background on the study and then described the proposed routes. He stated that the study should be completed within the next couple of months. They are currently working on an employee survey. Two public information meetings are scheduled—one in Centerville on September 13 and one in West Salem on September 14. The travel times between the Valley View Mall and Arcadia and Tomah were estimated to be 55 minutes and 60 minutes, respectively.

4) Target setting for transit, bicycle, and pedestrian performance measures:

Jackie Eastwood stated that with the delay in the DOTs establishing targets it might be better for us to wait so that all of the measures can have the same time frame. Everyone agreed.

5) GO Carefree Shuttle:

Jackie Eastwood provided a summary sheet of the shuttle service.

6) La Crosse Enterprise Car Share:

Jackie Eastwood provided a summary sheet of the car share service, stating that the program has expanded membership from UWL employees and students to include the general public. The two vehicle locations will still be on campus until such a time demand requires other locations.

7) Status of the proposal to establish and sign a regional bicycle route:

Jackie Eastwood stated that the City of La Crosse BPAC adopted a resolution supporting establishing and signing a regional bicycle route as proposed by the LAPC BPAC. The proposal will now go to the La Crosse Board of Public Works. Rick Diermeier stated that the City of Onalaska is ready to take the proposal to its Board of Public Works, but they want to see that La Crosse has approved it first. Ms. Eastwood responded that she will check with the City of La Crosse to see where they are in the approval process.

8) Updates and information items:

- a) **SMRT:** Peter Fletcher stated that the SMRT service has been in operation for about 3.5 years, with ridership growing each year. The City of Prairie du Chien administers the program that is currently contracted with Running, Inc. The City issues a new RFP every four years to solicit bids for the service. The bids are due in mid-September. Unlike Onalaska/Holmen/West Salem Public Transit whose vehicles are owned by Running, Inc, the City of Prairie du Chien owns the vehicles for the SMRT service.

Cathy Van Maren stated that she is working with the Sierra Club to host a transportation summit in La Crosse and asked Mr. Fletcher if he would like to use this opportunity to obtain public comment on the expanded SMRT routes.

- b) **MTU:** Keith Lee made four announcements: 1) MTU implemented the recommendation in the transit plan to shift service of the Valley View route off of the access road, which is a private road, to CTH PH just past Target where a sidewalk and shelter have been installed. The Gundersen Clinic is now served on all trips rather than as a demand response. 2) QR codes will soon be available at all bus stops. Riders can download a free app, scan the code, and find out what the schedule is for the bus at that stop. The next step in technology will be to obtain an AVL system for tracking. 3) Rachel Simon, author of *Riding the Bus with My Sister*, will be speaking on October 7 at 6:00 p.m. at the Black River Beach Neighborhood Center. 4) The FTA awarded \$211M in Bus and Bus Facilities Program grants out of \$6.4B in requests. Only \$26,000, enough to purchase one minivan, was awarded to the entire state of Wisconsin. MTU received nothing.
- c) **OHWSPT:** Leroy Brown said that the budget was passed with Running, Inc as the service provider for the shared ride. The one-way fare will increase to \$4.00 on January 1, 2017. Rick Diermeier stated that he had been corresponding with Jackie Eastwood regarding transit options for LB White employees and found that the free transfers between the shared-ride and MTU at the Mall would reduce the cost of a round-trip to \$5.50.
- d) **ADRC:** Steve Johnson stated that La Crosse County, WWC, and MTU now have a new long-term contract with Abbey Vans to provide specialized transportation. The ADRC plans to send out a baseline satisfaction survey by the end of the year and expects that MTU will do the same. Service is going well so far.
- e) **VA:** Terry Dwyer was not in attendance to provide an update.
- f) **Couleecap:** Krista Heinz stated that Couleecap still has some money for one more car loan. She went on to say that the car repair and car loan programs will be back for next year. The Federal regulations were changed again, again allowing them to apply directly rather than having to go through a public entity like they had to do last year. She is anticipating the Arcadia – La Crosse Route because she gets lots of calls from people wanting to get to Ashley.
- g) **WWC:** Stephanie Averbeck announced that Western Wisconsin Cares is merging with Community Care Connections of Wisconsin and ContinuUs. Because the merger is anticipated to occur on January 1, 2017, things are at a standstill.

9) Future agenda items:

None suggested.

10) Other business; Adjourn; Next meeting to be announced:

Cathy Van Maren added to her previous comment regarding the Sierra Club's transportation summit stating that summits are taking place all over the state to address transportation equity and how transportation monies are spent. She would like to provide information about existing services at the La Crosse event.

Ginny Loehr stated that La Crosse County was awarded a SRTS grant for another two years, taking them through 2020. They are up to 16 schools in the County participating in SRTS and are rolling out 19 weekly walking school buses.

Jackie Eastwood stated that unless Tom Faella facilitates there will likely be no meeting in November as she will be in Montreal.

Steve Johnson motioned to adjourn at 5:55 p.m.; Leroy Brown seconded. All were in favor.