



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, January 12, 2017

Minutes of the meeting of the CTAT held on Thursday, January 12, 2017 at 3:00 p.m. in room 1107 of the La Crosse County Administrative Center, 212 6th St N, La Crosse, WI.

Members Present: Lewis Kuhlman, Jim Longhurst, Susan Lundsten, Rick Diermeier, Carolyn Dvorak, Steve Johnson, Terry Dwyer, Ginny Loehr, Sandy Sechrest, Cathy Van Maren, Peter Fletcher, Jackie Eastwood. **Members Excused:** Stephanie Averbeck, Krista Heinz, Don Smith, Francis Schelfhout, Mayor Tim Kabat. **Others Present:** Charlie Handy, Michael Baker.

1) Approval of minutes of the September 8, 2016 TCC Meeting:

Sandy Sechrest motioned to approve the minutes of the September 8, 2016 meeting; Steve Johnson seconded. All were in favor.

2) Invitation to the LAPC Policy Board annual meeting:

Jackie Eastwood invited everyone to come to the LAPC's annual meeting set for 5:00 pm on January 18 at Piggy's. The annual meeting is meant to show appreciation for our committee members and interested public and provide an opportunity for people to chat with the local officials in a casual setting.

3) Regional transit service feasibility study presentation:

Charlie Handy and Peter Fletcher presented on the background and process of the study, and the characteristics and costs of the proposed service, which is modeled after the existing SMRT service. Charlie Handy stated that the study was conducted in-house, which produced a good product under budget. He added that the results of the study showed great potential for the Tomah route, but the Arcadia route really depends on Ashley Furniture. Mr. Handy is confident that the service will obtain the needed local match to begin service in 2018.

Rick Diermeier asked if the temp agencies had been contacted during the employer input process to which Handy/Fletcher replied "no." Mr. Diermeier used his own company as an example and suggested that contacting the temp agencies could be beneficial.

Steve Johnson asked if the operator of the existing SMRT service would be providing the new service or would the service have to go out to RFP. Peter Fletcher responded that he will need to contact the Wisconsin DOT to determine the procurement requirements.

Terry Dwyer stated that Golden Plump in Arcadia has reached out to the VA for veteran workers and wondered if there'd be a way to connect Tomah and Arcadia without having to go all the way down to La Crosse. Jackie Eastwood suggested looking at using the OHWSPT between West Salem and Holmen for transfers in those communities.

Cathy Van Maren asked if there is state support for this service to which Mr. Handy replied, "yes." He noted how successful the current SMRT service is and the fact that the State approached us. Mr. Dwyer added that in his conversations, other agencies are looking to us as a model for what can be done for regional transit.

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

Jackie Eastwood stated that the City of Onalaska has approved the route and signage. Lewis Kuhlman stated that the matter will go to the City of La Crosse Board of Public Works and then to the City Council in February. Ms. Eastwood added that once everything is approved and the weather gets nice, we'll get some volunteers to go out and finalize the locations of the signs and estimate distances to be included on the signs. Jim Longhurst suggested that we develop an identifier sign for the route. He noted how important this pilot project is because it encourages similar future projects.

5) LAPC transportation demand management (TDM) discussion:

Jackie Eastwood stated that the LAPC TAC and Policy Board will begin discussions on transportation demand management activities to help address transportation challenges in the region. The discussion will begin at the TAC on January 18, but will not begin at the Policy Board until February. Three major areas will be addressed: land use and policy, parking, and transit. Ms. Eastwood invited the CTAT members to participate in the TAC discussions.

6) Updates and information items:

SMRT: Peter Fletcher stated that the SMRT service has been in operation for about 4 years, with ridership growing each year. The service was re-bid in September and Running Inc. was again awarded the contract.

MTU: Jackie Eastwood stated that she heard from Mayor Kabat that the City should have a new transit manager in place by March. Jim Krueger, Operations Manager, is currently acting as the interim transit manager.

Gundersen Health System: Susan Lundsten stated that the VIP Trail extension will be completed in 2017. It will connect to the Gund Brewery Lofts on South Ave and to Maple St.

VA: Terry Dwyer stated that the VA has been encouraging Peter Fletcher to implement the expanded SMRT proposal and offered the VA as a partner to spot-light this one-of-a-kind project and the region. The federal office of Vocational Rehabilitation and Employment is also getting involved so they can expand possibilities for veterans and the VA.

Couleecap: Krista Heinz was not in attendance due to a conflict, but Rick Diermeier offered an update. He stated that L.B. White earned the Wisconsin Business Achievement Award from the Wisconsin Manufacturers & Commerce Foundation which included a \$75,000 donation to support a non-profit organization of L.B. White's choosing. The company chose to split the award equally between the Couleecap Work n' Wheels program and the Coulee Region Business Center. The donation to Couleecap (\$37,500) will be matched by state transportation funds, totaling \$75,000 to Couleecap.

Jim Longhurst announced that planning for the September La Crosse Area Labor Day Bike Fest is underway and that some of the same vendors from last year will again be at the Cameron Park farmer's market during the Fest.

7) Future agenda items:

None suggested.

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

Carolyn Dvorak motioned to adjourn at 4:05 pm; Steve Johnson seconded. All were in favor.