



La Crosse Area Planning Committee

*Metropolitan Planning Organization
Serving the La Crosse/La Crescent Urbanized Area*

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Minutes of Technical Advisory Committee Meeting, January 18, 2017

Minutes of the meeting of the Technical Advisory Committee held on Wednesday, January 18, 2017 at 2:30 p.m. in Room 1107 of the La Crosse County Administration Center, 212 6th St N, La Crosse, WI.

Members Present: Bobbi Retzlaff, Matt Schreiber, Dean Olson, Francis Schelfhout, Becky Lakowske for Ginny Loehr, Kevin Shubert for Jarrod Holter, Matt Gallagher, Carolyn Dvorak, Ron Chamberlain, Jim Krueger, Charlie Handy, Rolly Bogert, Katie Aspenson, Andrew Andrusko. **Members Excused:** Bob Fisher, Ginny Loehr, Jarrod Holter, Don Smith. **Others Present:** Chris Hubbuch, Cathy Van Maren, George Nygaard, Tom Faella, Jackie Eastwood.

1) Approval of the Minutes of the October 19, 2016 TAC Meeting:

Ron Chamberlain motioned to approve the minutes of the October 19, 2016 meeting; Matt Gallagher seconded. All were in favor.

2) LAPC 2017 Local Studies Program:

Tom Faella stated that WisDOT will make available some federal planning dollars for local transportation studies. The deadline for submitting proposals to Mr. Faella is February 15, 2017. Mr. Faella asked that a description of the study, the cost, and some form of written commitment for the 20% local share be included. The proposal must be for a planning study—not for engineering or design—and must be completed in 2017. If the total dollar amount requested exceeds what is available from WisDOT, the TAC will prioritize the proposals at the March TAC meeting.

3) Transportation Demand Management Planning:

Tom Faella stated that the Policy Board will hold meetings on the third Wednesday of February, March, and April to discuss transportation demand management (TDM). Mr. Faella asked for one representative from each member community to complete a worksheet and present on what the community is currently doing and planning to do to implement TDM. The worksheets will aid discussion with the policy board when they address land use and policy in February, parking in March, and transit in April. Charlie Handy for La Crosse County, Matt Gallagher and Jason Gilman for the City of La Crosse, Jarrod Holter for the City of Onalaska, and Dean Olson (with Scott Hoenig) for the Village of Holmen will provide information on their communities for land use and policy. Matt Gallagher (with Jim Flottmeyer), Charlie Handy, Jarrod Holter, and Dean Olson will also contribute to the parking discussion.

In response to a question by Francis Schelfhout regarding the scope of “transit,” Tom Faella stated that we need to consider transit alternatives beyond MTU and SMRT. The TAC will address this in March. Discussion turned to how the TAC and Policy Board TDM discussions relate to the TDM discussion at the Sustainable La Crosse Commission meeting scheduled for that evening. Mr. Schelfhout suggested that the Policy Board use the Commission as a resource.

4) Coordinated City/County/MPO Planning and Destination Medical Center in Rochester:

Tom Faella presented on the City/County/MPO organizational structure of the Rochester Council of Governments (ROCOG) and on the Destination Medical Center (DMC) initiative to position Rochester, MN as the “world’s premier destination for health and wellness.”

Andrew Andrusko added to the discussion by stating that the DMC is both transportation and economic development. Rochester has been very successful in getting people to use transit and that ROCOG is reporting increased regional demand for transit. For La Crosse, especially, the student population goes hand in hand with the TDM discussion. Tom Faella added that transit is heavily subsidized by Mayo in Rochester and that it's more economical to invest in transit than to invest in parking structures.

5) Other Business, Adjourn, Next meeting to be announced:

Ron Chamberlain stated that applications for the Local Bridge and STP Urban and Rural programs are available on the WisDOT website. The applications are due July 10, 2017.

Matt Gallagher motioned to adjourn at 3:35 pm; Dean Olson seconded. All were in favor.