



**LA CROSSE AREA PLANNING COMMITTEE**  
**TRANSPORTATION DEMAND MANAGEMENT INITIATIVE**

**Next Steps for Member Communities**

July 12, 2017

Overview: The members of the LAPC Policy Board are committed to viable transportation demand management (TDM) strategies that will reduce the need for new and expanded highways as growth continues across the region, consistent with Coulee Vision 2050. The Board discussed current conditions, policies, programs and improvement opportunities at three meetings in 2017 devoted to discussions on topics that affect demand for highway capacity:

- Land use, development regulation, bike and pedestrian facilities (February)
- Parking (March)
- Transit and carpooling (April)

Member jurisdictions were provided worksheets for each topic and they were asked to present at the corresponding meeting of the Board with responses to the worksheet questions. Some of the presenters brought materials or offered slide presentations – these are available for review on the LAPC website. The meeting facilitator (Jason Valerius from MSA Professional Services, Inc.) prepared a summary of the discussions, organized by the three major topics, which is also available on the LAPC website.

Following are the measures participating communities identified that they could begin to implement. Additionally, downtown business representatives offered input and additional measures. The LAPC Technical Advisory Committee (TAC) will assist communities with these measures and will monitor implementation, with an anticipated status report in 2018.

**La Crosse County:**

- Amend plans - reduce capacity for low density development and single occupancy vehicles
- Promote dense transit oriented development
- Continue collaborative planning
- Traditional Neighborhood Revitalization
- Promote interconnected trail systems for recreation and commuting
- Promote Regional Transit e.g. SMRT (reduce downtown parking)
- Lead by example
  - Employee Parking Policy/ Ride Share/ Transit Pass

- Master Plan for County Farm
- Participate in Boundary Agreement work
- Be clear about public subsidy for all types of transportation, including the subsidy of parking
- Charge people the actual cost of parking (consider the cost of the new downtown ramp, estimated at \$317 per spot per month)
- Work to develop a Regional Transit Authority as a means to fund transit
- Require developments to be transit-ready, including greater concentrations of units/space and reservation of site space and public right-of-way for bus stops and dedicated transit lanes (this isn't happening now)
- Extend SMRT Bus to Tomah and Arcadia (working on this now)
- Require County employees to pay the full cost of parking

### **City of La Crosse:**

- Explore use of TID in a linear fashion to promote investment along transit routes
- Amend the zoning ordinance to allow density bonuses as a reward for successful land assembly in certain more challenging areas
- Traffic signal synchronization with DOT funding
- Support the completion of bike/ped facilities as part of larger DOT projects
- Implement the bike/ped plan
- Complete the path to Shelby through the Hwy 14/61 corridor
- Three phases of improvement (Parking)
  - Restore pay stations downtown to get more revenue from prime parking spots
  - Direct parking revenue from pay stations to support the downtown through a parking benefit district
  - Become a true utility and close the gap between revenues and expenses
- Improving enforcement with license plate recognition technology
- Work on getting to the national average of 5% of commuter trips using transit, up from 2% today
- Look for opportunities to revise contracted routes (8, 9, 10) so that MTU resources can better serve City of la Crosse residents
- Work toward 15-minute transit service during the AM/PM commutes
- Expand employment-focused service subsidized by employers

### **City of Onalaska:**

- Revise zoning ordinance to further encourage mixed use development
- Facilitate the Great River Landing project to spur further development in that area
- Renew Bike Friendly Community designation to highlight facility needs
- Work on connecting paths, e.g. to Holmen and north of Eagle Bluff Elementary
- Downtown parking is working fine now, but expect this to change as infill/redevelopment projects continue. Prepare for this to become an issue within the next couple years.

- Plan development to accommodate increased transit service
- Increase the frequency of MTU service to improve its attraction – focus on this
- Extend MTU service to Riders Club Road
- Review again the Main Street route to identify opportunities to improve it

**Village of Holmen:**

- Could consider an active village role in redevelopment projects (e.g. TIF funding)
- Complete Sand Lake Road trail, Hwy 35 trail
- Designate a site for SMRT Bus to pick up/drop off, possibly near Village Hall and/or on north side
- Encourage use of new transit options as they become available

**Village of West Salem:**

- Support SMRT Bus expansion

**Town of Onalaska:**

- Update comprehensive plan (lasted updated 2008) and revisit minimum lot size requirements to discuss allowing or encouraging smaller lots
- Have few trails, but can continue working to complete the Sand Lake Road trail north of Hwy OT.

**Town of Shelby:**

- Complete a trail through the Hwy 14 corridor
- Update the comprehensive plan (with policies consistent with CV2050)
- Trail construction, including the Hwy 35 corridor
- Support trails to reduce vehicle traffic and parking demand in La Crosse
- Develop or designate park and rides along the major corridors (33, 14/61) and offer transit service to downtown La Crosse
- Have MTU service extended one mile further into Shelby

**Town of Medary:**

- Work on ped and bike safety along County Road FA atop the bluff
- Survey residents about their commuting practices and preferences
- Designate a park and ride location

**Downtown Businesses:**

- Downtown businesses are willing to put everything on the table for discussion, including the management of parking demand with pricing, and using technology to improve efficient use.
- Downtown Mainstreet, Inc. (DMI) wants to serve as a conduit to business owners for purposes of this discussion.