



## LA CROSSE AREA PLANNING COMMITTEE TRANSPORTATION DEMAND MANAGEMENT INITIATIVE

### Transit Worksheet

Overview: The members of the LAPC Policy Board are seeking 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 has requested, for their **April meeting**, a discussion about **transit, vanpool and carpool resources**, including current practices and future opportunities.

Request: Staff for each LAPC member community is requested to report out on current facilities, services and practices relevant to Coulee Vision 2050 (CV2050).

Please complete this worksheet and use it to support a 5-10-minute presentation to the Policy Board on April 19.

CV2050 includes the following principles:

**1. New roads for the primary purpose of facilitating regional commuter traffic will generally be avoided – community preference is for expansion of existing roads and transit enhancements instead.**

*This principle recognizes the desire of stakeholders to focus improvements along existing regional corridors and to promote alternative transportation modes, including expanded regional transit service, as a way to effectively accommodate future development and address capacity deficiencies.*

**4. Transit use will increase among all age groups.**

*This principle recognizes the need to provide alternative transportation options for a wide range of users. As the percentage of the population age 65 and over continues to increase, it will be important to provide viable mobility options including expand public transportation. Implementing the preferred land use alternative, through increased infill development and limits on urban sprawl, makes regional transit a viable mobility option for all transportation users.*

**5. Fixed-route regional transit, such as Bus Rapid Transit, should be actively studied and pursued. Routes should be identified and necessary right-of-way protected (or gradually acquired) until implementation becomes feasible.**

*This principle recognizes that the region should utilize new technologies to make alternative transportation modes a viable travel option compared to the automobile. Specifically, Bus Rapid Transit (BRT), or BRT principles, should be explored to improve bus travel times and to enhance the overall experience for transit riders. Regional transit corridors should be identified and opportunities to implement transit improvements should be considered in all regional and local planning efforts.*

The purpose of the current LAPC effort, focused on TDM, is to reduce (or slow the increase of) the number of trips on major arterial routes during peak/commuting periods. This “transit” conversation is really about any method that would increase the occupancy of vehicles on the road, including transit, carpool and vanpool solutions, so that commuters can increase without vehicle trips increasing.

Please come prepared to address the following:

- 1) Describe, in brief, the transit services that you know are available to residents of your jurisdiction. Comment specifically on how those services are used during weekday AM and PM commuting periods, including specific ridership numbers.
- 2) Describe what you know about “reverse” commuting patterns in your community, meaning the commuter travel of residents in La Crosse to jobs other jurisdictions. If you are one of those jurisdictions, what do you know about the workforce transportation needs of your major employers?
- 3) Identify the location of any park and ride locations within your jurisdiction, either formal (public and marked as such) or informal (private parking lots known to be used by transit riders and/or carpoolers). Describe the use of those lots, with as much specificity as possible about typical utilization.
- 4) How do your current adopted plans (e.g. comprehensive plan) support increased use of transit and carpooling? Please share that language, especially any specific projects or investments identified in plans.
- 5) Identify one thing *your jurisdiction* could do within the next two years that would decrease commuter vehicle trips in/out of central La Crosse by getting more people to carpool or use transit. (For example, this could be an investment in planning or implementation of stronger regional transit service, efforts to encourage or even facilitate carpooling or vanpooling, etc.)