



LA CROSSE AREA PLANNING COMMITTEE
METROPOLITAN PLANNING ORGANIZATION
SERVING THE LA CROSSE (WI)/LA CRESCENT (MN) URBANIZED AREA

DATE: DECEMBER 31, 2024
FROM: ERIN DUFFER, TRANSPORTATION PLANNER
TO: COMMITTEE ON TRANSIT AND ACTIVE TRANSPORTATION
SUBJECT: JANUARY 9, 2025, COMMITTEE ON TRANSIT AND ACTIVE TRANSPORTATION MEETING

The meeting of the La Crosse Area Planning Committee CTAT will be held on **Thursday, January 9, at 3:30 p.m.** in person in **Room 2106** and as a **virtual** meeting only. Please use the information provided below to join the Teams meeting.

AGENDA

1. Approval of [minutes](#) of the November 14, 2024, meeting.
2. MTP engagement update.
3. Review draft RFP for RTA Feasibility Study.
4. Discuss Miovision traffic counter study areas.
5. Discuss 2025 goals.
6. Other updates and information items
 - a. Transit Equity Days
 - b. Committee members updates
7. Other business; Adjourn; Next meeting to be announced.

Public Access: Any person may access the meeting utilizing the following options.

Microsoft Teams

[Join the meeting now](#)

Meeting ID: 265 910 724 377

Passcode: Ey7Wy7qX

Dial in by phone

[+1 262-683-8845,,748704181#](#) United States, Allenton

[Find a local number](#)

Phone conference ID: 748 704 181#

For organizers: [Meeting options](#) | [Reset dial-in PIN](#)

If you need assistance participating in this meeting, please contact Erin Duffer at 608-785-5597 or at eduffer@lacrossecounty.org as soon as possible.

Committee on Transit and Active Transportation

Bridget Brown, Rick Diermeier, Jenna Dinkel, Jackie Eastwood, Andrew Ericson,
Ken Harwood, Krista Heinz, Jim Krueger, Jim Longhurst, Jason Ludwigson, Brian McCoy,
Jennifer Morris, Francis Schelfhout, Sandy Sechrest, Paula Silha, Maggie Smith, Cathy Van Maren



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Minutes of the Committee on Transit and Active Transportation, November 14, 2024, Meeting

Minutes of the meeting of the CTAT held in-person and as a virtual meeting on Teams on Thursday, November 14, 2024, at 3:30 pm.

Members Present: Bridget Brown, Jim Longhurst, Jenna Dinkel, Ken Harwood, Krista Heinz, Jim Krueger, Maggie Smith, Francis Schelfhout, Jenny Morris, Cathy Van Maren, Brian McCoy, and Rick Diermeier. **Staff and Others Present:** Erin Duffer, Bob Gollnik, Travis Key, Nikki Kvam, and Leo Strand.

Erin Duffer called the meeting to order at 3:30pm.

1) Approval of the minutes of the September 12, 2024, CTAT meeting.

Jenna Dinkel motioned to approve the minutes of the September 12, meeting; Rick Diermeier seconded. All were in favor.

2) MTP Engagement Update.

Erin Duffer shared an update on engagement efforts with pop-up events, a walk-audit of UWL off-campus area, focus groups, the open house, and online survey. Engagement efforts will continue into 2025.

3) Discussion on Regional Transit Advocacy and Support.

Erin Duffer shared the memo that was created by LAPC staff, presented, and approved of by the Policy Board, regarding exploring options for transit advocacy and support. As well, the draft 2025 LAPC Planning Work Program, which is up for approval at the next Policy Board meeting, includes budget line item that can support these goals, under the program Safe and Accessible Transportation Options (SATO), also known as the Complete Streets set-aside. It is proposed that \$15,000 to be used to deploy the Miovision Traffic Counter to provide traffic, bike, and pedestrian counts of specific corridors to member communities at no-cost to the municipality. It was also discussed the SATO funds could be used to craft a Regional Transit Authority (RTA) feasibility study. There was much support from the CTAT on this proposal.

4) Discussion on 2025 goals.

The committee discussed how there was not stated goals in 2024 but would like to form ones for 2025.

5) Other updates and information items:

a. Committee member updates.

Rick Diermeier updated that phase 2 bids were received for the Flyway Trail and construction is anticipated in the spring of 2025.

Francis Schelfhout updated that TAP Redistribution funds will likely be high again and that the municipalities should work to get projects shovel ready to be eligible.

6) Other business; Adjourn; next meeting TBA.

Rick Diermeier motioned to adjourn at 4:26pm; Jim Kreuger seconded. All were in favor.

Committee on Transit and Active Transportation

Bridget Brown, Rick Diermeier, Jenna Dinkel, Jackie Eastwood, Ken Harwood
Krista Heinz, Jim Krueger, Jim Longhurst, Jason Ludwigson, Jennifer Morris
Francis Schelfhout, Sandy Sechrest, Paula Silha, Cathy Van Maren, Brian McCoy, Andrew Ericson.

LA CROSSE AREA PLANNING COMMITTEE

METROPOLITAN TRANSPORTATION PLAN - PHASE 1 ENGAGEMENT



Engagement Summary (September – December 2024)

The La Crosse Area Planning Committee (LAPC) is updating its Metropolitan Transportation Plan (MTP) to better serve our community. The MTP will plan transportation investments to make it easier for everyone to get where they need to go.

How Does Community Engagement Inform the MTP Update?

In-person and online engagement activities asked residents across the region to share about how they travel in the La Crosse Area. Engagement activities sought community input to identify issues and barriers they experience when walking, biking, taking transit, and driving.

What Engagement Has Occurred?

LAPC staff offered a variety of engagement opportunities and connected with community in the places they live, work and play. Phase 1 engagement included an online survey and interactive comment map and eight events that connected with more than 260 residents. In-person engagement shared information about the MTP update and gathered community feedback via a comment map, marble activity to identify top concerns and a family-friendly madlib activity about transportation in the Driftless region.



Online Engagement

Community survey received **more than 520 responses** asked more than 20 questions. An online comment map identified more than 215 concerns



Engage at Community Events

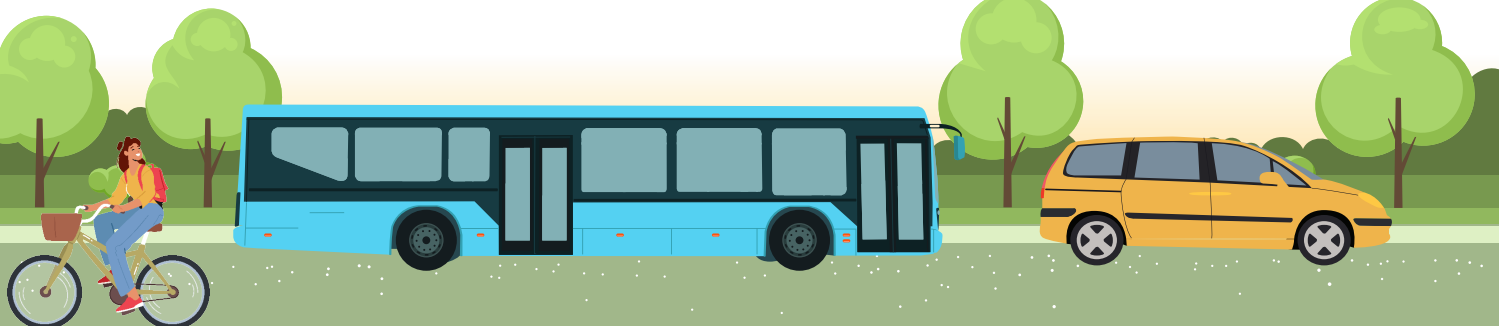
Bingo Night - Oct. 9, Omni Center Onalaska. Engaged with 140+ people
UW-La Crosse Campus - October 1. Engaged with 35+ people
Holmen Community Center - October 10. Engaged with 24+ people



Community Conversations

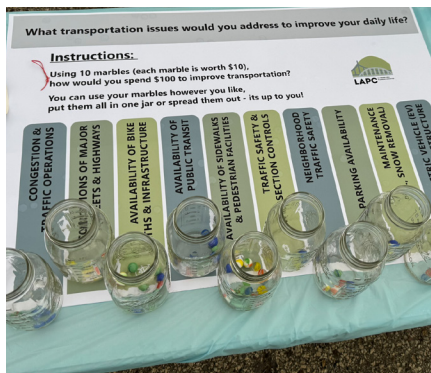
Hosted discussions about transportation needs with the following groups:

- Local Municipalities
- La Crosse County Staff
- Cia Siab
- Centro Latino



What transportation issues would you address to improve your daily life?

- Using 10 marbles (each marble is worth \$10), how would you spend \$100 to improve transportation?



1	AVAILABILITY OF PUBLIC TRANSIT
2	CONDITIONS OF STREETS
3	AVAILABILITY OF BIKE PATHS
4	NEIGHBORHOOD TRAFFIC SAFETY
5	TRAFFIC & INTERSECTION SAFETY
6	AVAILABILITY OF SIDEWALKS & CROSSWALKS
7	MAINTENANCE (I.E., SNOW REMOVAL)
8	PARKING AVAILABILITY
9	CONGESTION & TRAFFIC FLOW
10	ELECTRIC VEHICLE (EV) INFRASTRUCTURE

"Please add bus stops closer to our homes in areas with multi-family complexes"

"The most important transportation need in our region today is with respect to traffic safety and walkability of our neighborhoods.."

"Roads fixed, more bike lanes, better paths for pedestrians."

"More public transport! More buses going on more routes. There are a lot of places that aren't reachable by buses."

