



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

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**DATE:** NOVEMBER 6, 2024  
**FROM:** ERIN DUFFER, TRANSPORTATION PLANNER  
**TO:** COMMITTEE ON TRANSIT AND ACTIVE TRANSPORTATION  
**SUBJECT:** NOVEMBER 14, 2024, TECHNICAL ADVISORY COMMITTEE MEETING

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The meeting of the La Crosse Area Planning Committee TAC will be held on **Thursday, November 14, 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 September 12, 2024, meeting.
2. MTP engagement update.
3. Discussion on Regional Transit Advocacy and Support.
4. Discussion on 2025 goals.
5. Other updates and information items
  - a. Committee members updates.
6. Other business; Adjourn; Next meeting to be announced.

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

**Microsoft Teams meeting**

**Join on your computer, mobile app or room device**

[Click here to join the meeting](#)

Meeting ID: 246 671 614 42

Passcode: orNDF

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**Or call in (audio only)**

[+1 262-683-8845,,328126485#](#) United States, Kenosha

Phone Conference ID: 328 126 485#

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If you need assistance participating in this meeting, please contact Erin Duffer at 608-785-5597 or at [eduffer@lacrossecounty.org](mailto: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, September 12, 2024, Meeting**

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**Minutes of the meeting of the CTAT** held in-person and as a virtual meeting on Teams on Thursday, September 12, 2024, at 3:30 pm.

**Members Present:** Bridget Brown, Jim Longhurst, Jenna Dinkel, Ken Harwood, Krista Heinz, Jim Krueger, Paula Silha, Andrew Ericson, Jackie Eastwood, Francis Schelfhout, Jenny Morris, Cathy Van Maren, Brian McCoy. **Staff and Others Present:** Erin Duffer, Bob Gollnik, Travis Key, Nikki Kvam, Chelsey Bolden, Maggie Smith, Jono Cowgill.

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

**1) Approval of the minutes of the July 11, 2024, CTAT meeting.**

*Jim Krueger motioned to approve the minutes of the July 11, meeting; Jenna Dinkel seconded. All were in favor.*

**2) Introduction to new MPO Transportation Planner, Travis Key.**

Travis Key introduced himself as the newly added transportation planner and shared with the group about his background and interests.

**3) SRF Introduction and MTP Outreach and Engagement.**

Jono Cowgill with SRF Consulting shared highlights of their engagement strategy and some next steps. Jono conducted a Mentimeter interactive questionnaire with the members, soliciting opinions on regional transportation issues and needs to help form visioning and goals of the plan.

**4) Discussion on Regional Transit Advocacy and Support.**

Erin Duffer updated the committee on the motion to the Policy Board for the CTAT to support regional transportation coordination and a more proactive role in advocacy and policy. At their meeting on July 17, 2024, the Policy Board tabled the motion by the CTAT, so it could be included in the next meeting agenda as an action item. In preparation, Erin walked through the related memo LAPC crafted. Bob Gollnik shared that this was built from the 2016 bylaws and adds more specificity.

**5) Other updates and information items:**

**a. WisDOT Federal Redistribution TAP Applications.**

Erin Duffer updated the committee on the two approved Federal Redistribution TAP applications that were submitted in our planning area: Town of Shelby's 14/61 sidewalk project and the City of La Crosse's application for 5 new Drift Bike stations. Erin shared more information about the Town of Shelby project and Jenna Dinkel shared more about the City of La Crosse's.

**b. City of La Crosse Bike Rodeo, September 19, 2024.**

Jenna Dinkel told the committee about the city-wide bike rodeo they are hosting on September 19 and encouraged all to attend.

**c. Week Without Driving Update.**

Cathy Van Maren encouraged the committee to join in on the challenge for Week Without Driving and the point is to get people thinking about how we get around and what happens for people who don't

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have access to a car, especially local elected leaders. She shared information about the events going on that week in La Crosse too.

**d. LAPC's UPWP and Complete Streets Planning.**

Erin Duffer and Bob Gollnik told the committee that a portion of LAPC's 2025 budget will be allocated towards Complete Streets planning efforts, or safe and accessible multimodal transportation options. The draft of UPWP, including the Complete Streets planning elements, will go to Policy Board approval in November.

**e. Committee member updates.**

Jenna Dinkel shared that the City of La Crosse reapplied for their bike friendly community status, and they have an open survey to get feedback from the community.

Francis Schelfhout shared more information about the Federal Redistribution funds. The funds this year were unprecedentedly high with approximately \$100 million statewide, likely due to BIL. Francis suggested it is likely there will be this amount available again next year. These projects need to be shovel ready and recommends that local communities to do design-only in preparation.

**6) Other business; Adjourn; next meeting TBA.**

*Jim Krueger motioned to adjourn at 4:40pm; Ken Harwood seconded. All were in favor.*

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**Subject: Refining Committee for Transit and Active Transportation Activities**

Members of the Policy Board –

LAPC staff is interested in pursuing a more structured and strategic approach for the Committee for Transit and Active Transportation (CTAT). Historically, the CTAT has contributed to a range of activities, including transit planning, bicycle and pedestrian initiatives, and administrative tasks such as ranking Transportation Alternative Program (TAP) grant applications. While these efforts have been valuable, we believe that CTAT's potential can be significantly expanded.

Moving forward, we propose that CTAT takes on a more proactive role in shaping policy, spearheading advocacy efforts, and leveraging the diverse expertise of both current and potential committee members. By doing so, CTAT can become a driving force in advancing regional transit and active transportation initiatives.

This enhanced role can be achieved through several key actions:

**1. Discuss and Pursue Marketing Plan for Regional Transit Services**

Objective: Build awareness of existing transit services such as SMRT, DriftLink, MTU, and ADRC.

Continue efforts to increase public transportation ridership.

- Funding: This initiative can potentially be funded by LAPC SATO funds. Staff will continue to explore grant opportunities.
- Purpose: Enhance public understanding and utilization of available services.
- Examples of Similar Initiatives in Wisconsin MPO 2024 Work Plans:
  - Janesville MPO: Transit Marketing Plan (Total Cost: \$57,994)
  - Green Bay MPO: Planning Assistance to Green Bay Metro/Specialized Transit Studies
  - Beloit MPO (SLATS): Assist Transit Agencies with Regional Transit Feasibility Study
  - Chippewa-Eau Claire MPO: Passenger/Rider Survey for Eau Claire Transit

**2. Explore Agency Coordination and Mobility Management**

Objective: Improve *regional* coordination among transit agencies to streamline services and optimize resources.

- Eligible Funding: This could be an eligible expense under federal programs such as Section 5307, 5310, and 5311, which cover 80% federal funding and require a 20% local match.
- Potential Hosts: ADRC, LAPC, La Crosse County, or MRRPC could host this initiative.
- Policy Alignment: Marketing and mobility management were identified as Policy/Strategy Recommendations in the 2021 La Crosse Regional Transit Development Plan.



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**3. Additional Potential Activities for CTAT**

Objective: Refine CTAT's role and enhance its impact on regional transit advocacy.

- Refine Work Scope: Provide specific direction to CTAT to focus their efforts effectively.
- Host Focus Groups: Conduct advocacy-related focus groups to gather feedback from riders and drivers.
- Coordinate Passenger Surveys: Collect data to inform future transit planning and improvements.
- Collaboration: Work closely with La Crosse Area Transit Advocates to align efforts.
- Regular Updates: Provide bi-monthly updates to the Policy Board and include a standing agenda item for CTAT's progress.

**Recommendation:**

The Board is requested to review and approve these proposed activities to advance our regional transit advocacy efforts. By implementing these initiatives, we aim to strengthen our public transportation network and better serve each of our communities.

Sincerely,  
LAPC Staff