



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

DATE: MARCH 6, 2025
FROM: ERIN DUFFER, TRANSPORTATION PLANNER
TO: COMMITTEE ON TRANSIT AND ACTIVE TRANSPORTATION
SUBJECT: MARCH 13, 2025, COMMITTEE ON TRANSIT AND ACTIVE TRANSPORTATION MEETING

The meeting of the La Crosse Area Planning Committee CTAT will be held on **Thursday, March 13, 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 January 9, 2025, meeting.
2. UWL undergraduate research discussion with Riley Pierringer – MTU bus stop infrastructure.
3. MTP engagement update.
4. Regional bike map update.
5. Other updates and information items
 - a. SMRT Bus
 - b. RTA Feasibility Study
 - c. ADRC transportation services update
 - d. 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

[Join the meeting now](#)

Meeting ID: 289 765 874 391

Passcode: FJ6s5Md3

Dial in by phone

[+1 262-683-8845](tel:+12626838845),556563249# United States, Allenton

[Find a local number](#)

Phone conference ID: 556 563 249#

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, Andrew Ericson, Ken Harwood
Krista Heinz, Jim Krueger, Jim Longhurst, Jason Ludwigson, Brian McCoy,
Jennifer Morris, Francis Schelfhout, Paula Silha, Maggie Smith, Cathy Van Maren.



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Minutes of Committee on Transit and Active Transportation, January 9, 2025

Minutes of the meeting of the CTAT held in-person and as a virtual meeting on Teams on Thursday, January 9, 2025, at 3:30 pm.

Members Present: Bridget Brown, Rick Diermeier, Francis Schelfhout, Jim Longhurst, Jenna Dinkel, Jim Krueger, Jason Ludwigson, Jenny Morris, Paula Silha, Cathy Van Maren, Brian McCoy, and Andrew Ericson.

Staff and Others Present: Erin Duffer, Bob Gollnik, Travis Key, Nikki Kvam, Chelsey Bolden, and Carl Glasemeyer.

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

1) Approval of the minutes of the November 14, 2024, CTAT meeting.

Jenna Dinkel motioned to approve the minutes of the November 14, meeting; Jim Krueger seconded. All were in favor.

2) MTP Engagement Update.

Erin Duffer shared the attached summary of in-person engagement efforts thus far. As well the online survey will close at the end of the month. Over 500 survey responses and over 400 comments on the online comment map have been received. In-person engagement efforts will carry on through the spring.

3) Review draft RFP for Regional Transit Authority Feasibility Study.

Erin Duffer shared the scope of the RFP with the committee, including public engagement, legislative summary, governance/organizational structure, financial feasibility, operational analysis, economic/community impact assessment, and a final report. Erin confirmed with committee members that the study will include considerations for bi-state transit. It was shared the Wisconsin Transit Riders Alliance has a primary goal of supporting the implementation of an RTA and should be kept in mind as the feasibility study moves forward.

4) Discuss Miovision traffic counter study areas.

At the previous CTAT meeting, an Avon St, traffic count was proposed to get a before/after of its planned conversion to a greenway. Paula Silha shared school site pick-up and drop-off traffic counts may be beneficial to Safe Routes to School program and address congestion issues, especially at the Holmen schools. Jenna Dinkel shared Wagon Wheel Trail before and after may be beneficial and the 2nd Street Cycle Track.

5) Discuss 2025 goals.

The committee discussed how there are a lot of various plans in our area that have recommendations regarding transit. It was suggested that an analysis would be helpful to research overlaps within those plans.

6) Other updates and information items:

- a. Transit Equity Days

Committee on Transit and Active Transportation

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Cathy Van Maren shared the itinerary of events for the week of Transit Equity Days. Erin will share the link of events with the committee in an email.

b. Committee member updates.

Andrew Ericson shared in collaboration with UWL students and through a youth climate action grant with the City of La Crosse, 20 new bike parking posts were installed downtown.

Maggie Smith shared the Aging and Disability Resource Center (ADRC) had budget decreases affective ADRC's transit services, significantly impacting vulnerable populations who rely on the service for medical care.

Jenna Dinkel shared information on the WIS 35 Corridor study public involvement meeting and moving forward towards final design and engineering. Last month City of La Crosse eliminated off-street parking minimum requirements citywide. Next BPAC meeting will discuss e-scooters and their legal status within the City of La Crosse. And a pocket park is recommended for the north side of La Crosse near Caledonia Street.

Rick Diermeier updated that phase 2 of the Flyway Trail project will begin later this year.

7) Other business; Adjourn; next meeting TBA.

Paula Silha motioned to adjourn at 4:19pm; Jenna Dinkel seconded. All were in favor.

Committee on Transit and Active Transportation

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Public Survey Results - 2025 Metropolitan Transportation Plan Update

La Crosse Area Planning Committee
February 2025

What we did

A community survey designed to understand existing transportation needs and desires for residents within the La Crosse Area Planning Committee boundaries. The survey was open from the Fall of 2024 through January 2025 and received more than 475 responses. The first question received 543 responses, and the rest of the survey received between 450 - 490 responses.

Survey respondents came from all over the LAPC area. The top 5 zip codes of respondents were:

- **54601:** 153 respondents
- **54636:** 110 respondents
- **54650:** 64 respondents
- **54603:** 52 respondents
- **54669:** 24 respondents

Nearly 60 percent of survey respondents were women, and about 5 percent indicated that they spoke a language other than English at home.

In addition, an online comment map supported the survey, providing a space for the public to provide location-specific comments regarding transportation experiences and needs. A total of 205 commenters left over 300 comments on the map.

What we heard

Main themes from the survey are included below. Based on the comments received, the most important transportation actions are:

1. **Infrastructure**
 - a. **Maintain and repair existing roads and sidewalks** Potholes and rough roads, signal timing issues, and poor sidewalk conditions noted as common concerns.
 - b. **Improve public transportation** with more frequent service, expanded routes, and better regional connections, with a focus on equity and accessibility.
2. **Connectivity**
 - a. **Expand and improve options for biking and walking**, prioritizing safety and connectivity.
 - b. **Increase flight options and regional connectivity**, a desire for more flights and affordable options is even stronger, with specific mentions of Minneapolis as a desired destination.
3. **Promoting safety & sustainability.**
 - a. **Adopt a regional and long-term perspective**, considering the needs of the entire county and surrounding communities, and prioritizing sustainable transportation options.

Online comment map

Over the course of 5 months, a total of 205 commenters left over 300 comments on the map. As figure 1 shows, the comments fell across the LAPC area, but particular focus was given to the central corridor of metro: La crosse, Onalaska, Holmen, and immediately adjacent areas.

Commenters were able to select different kinds of points to leave on the map, including Transit Issue, Driving Issue, Biking Issue, Walking issue, Safety Concern, and Other. A total breakdown of number of comments by type is shown in the following table.

Comment Type	Count
Safety Concern	118
Driving Issue	76
Biking Issue	66
Walking Issue	37
Transit Issue	27
Other	23

Themes from the comments:

- Safety
 - For people walking
 - For people biking
 - For people taking the bus
 - For people in vehicles
- Vehicle speeds
- Facilities for walking and biking

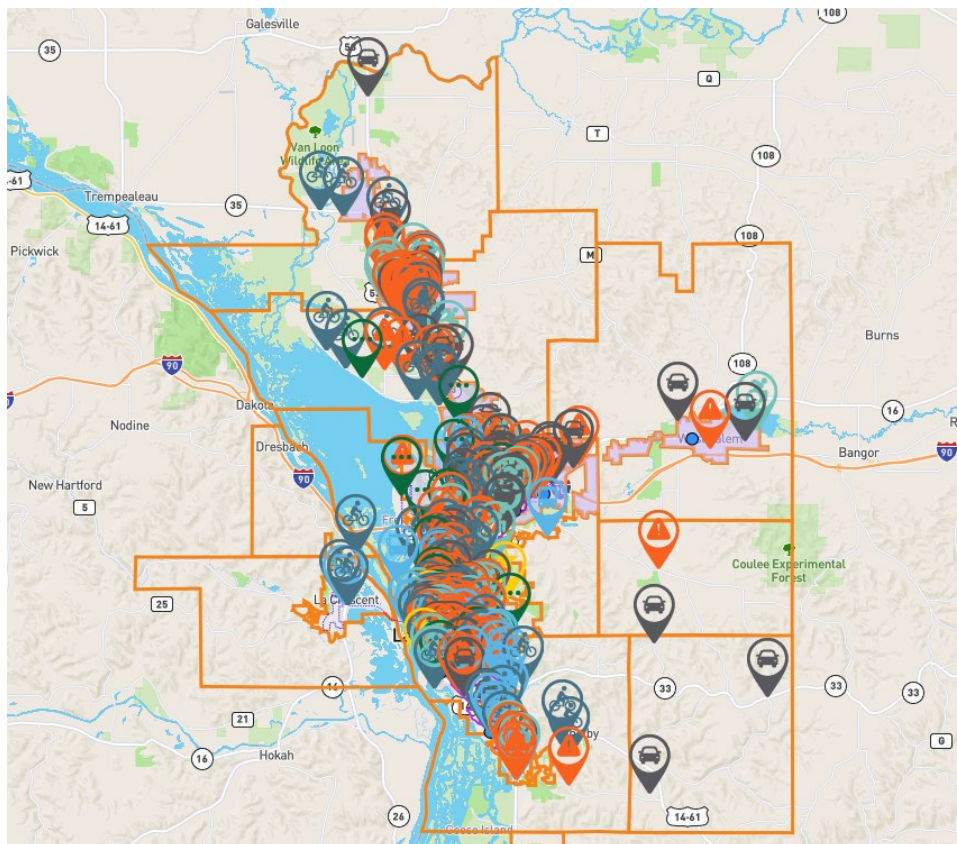


Figure 1: Comments from LAPC MTP update online comment map

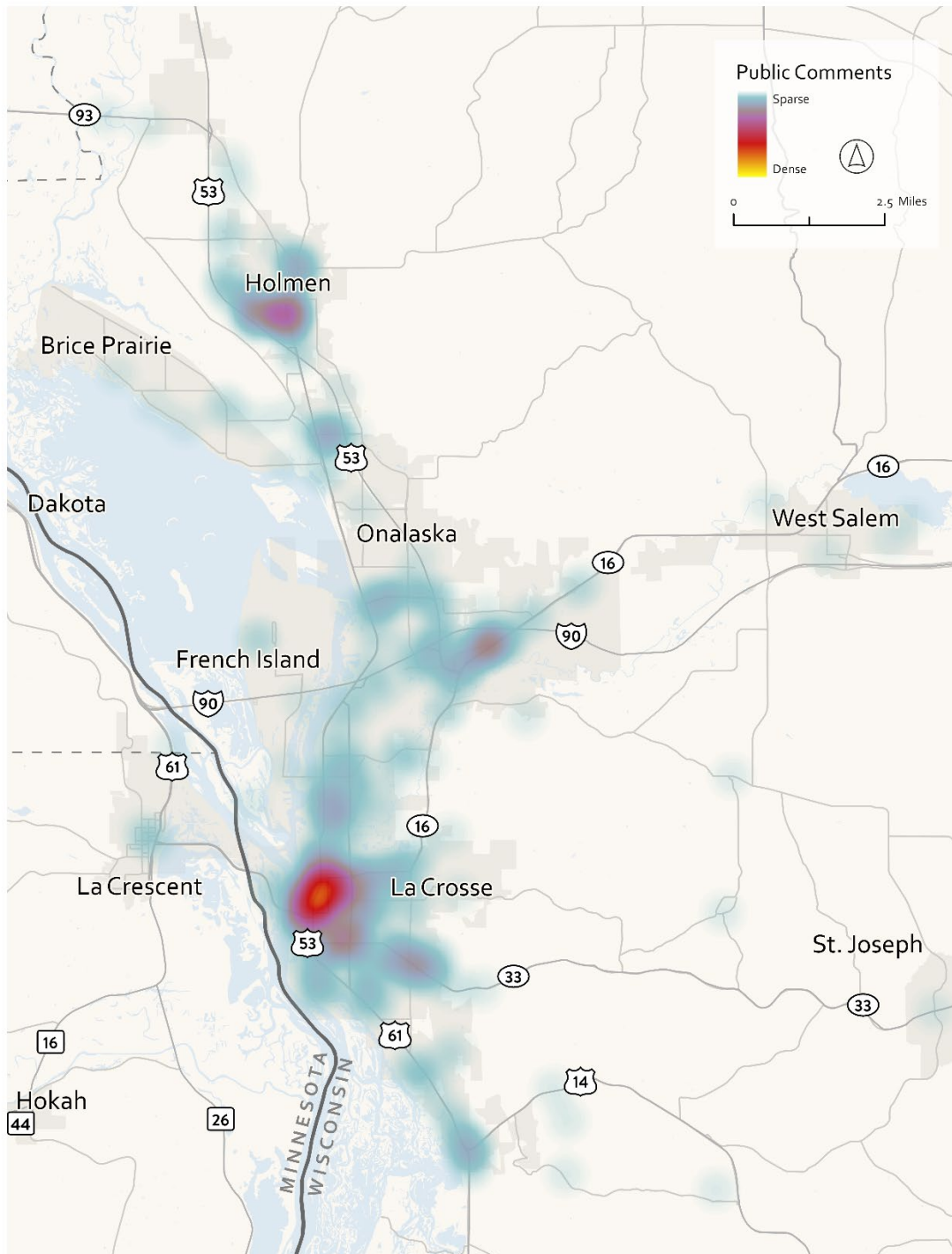


Figure 2: **Heat map** of comment density across the region

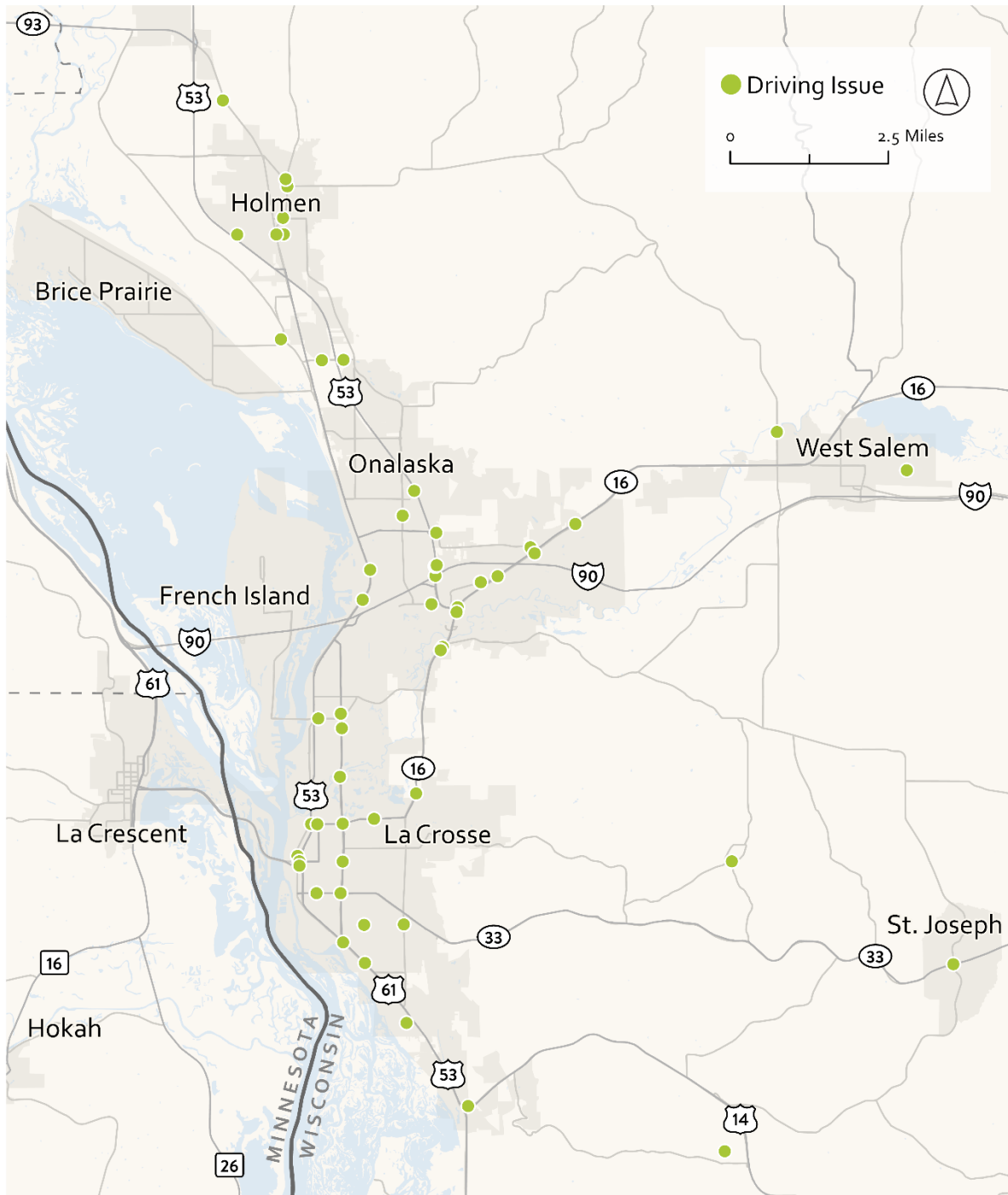


Figure 3: **Driving issue** locations identified by the community

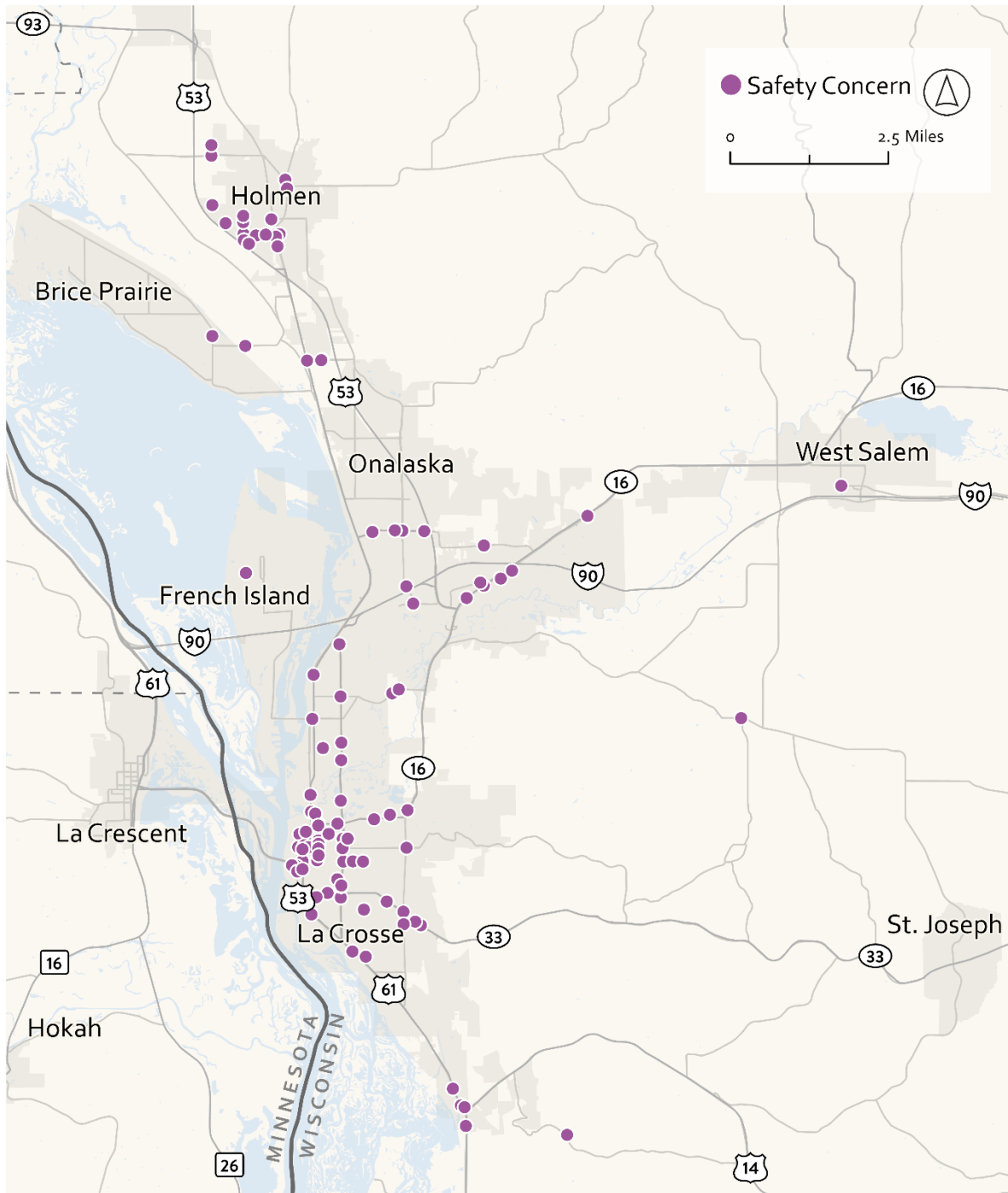


Figure 4: **Safety issue** locations identified by the community



Figure 5: **Transit issue** locations identified by the community

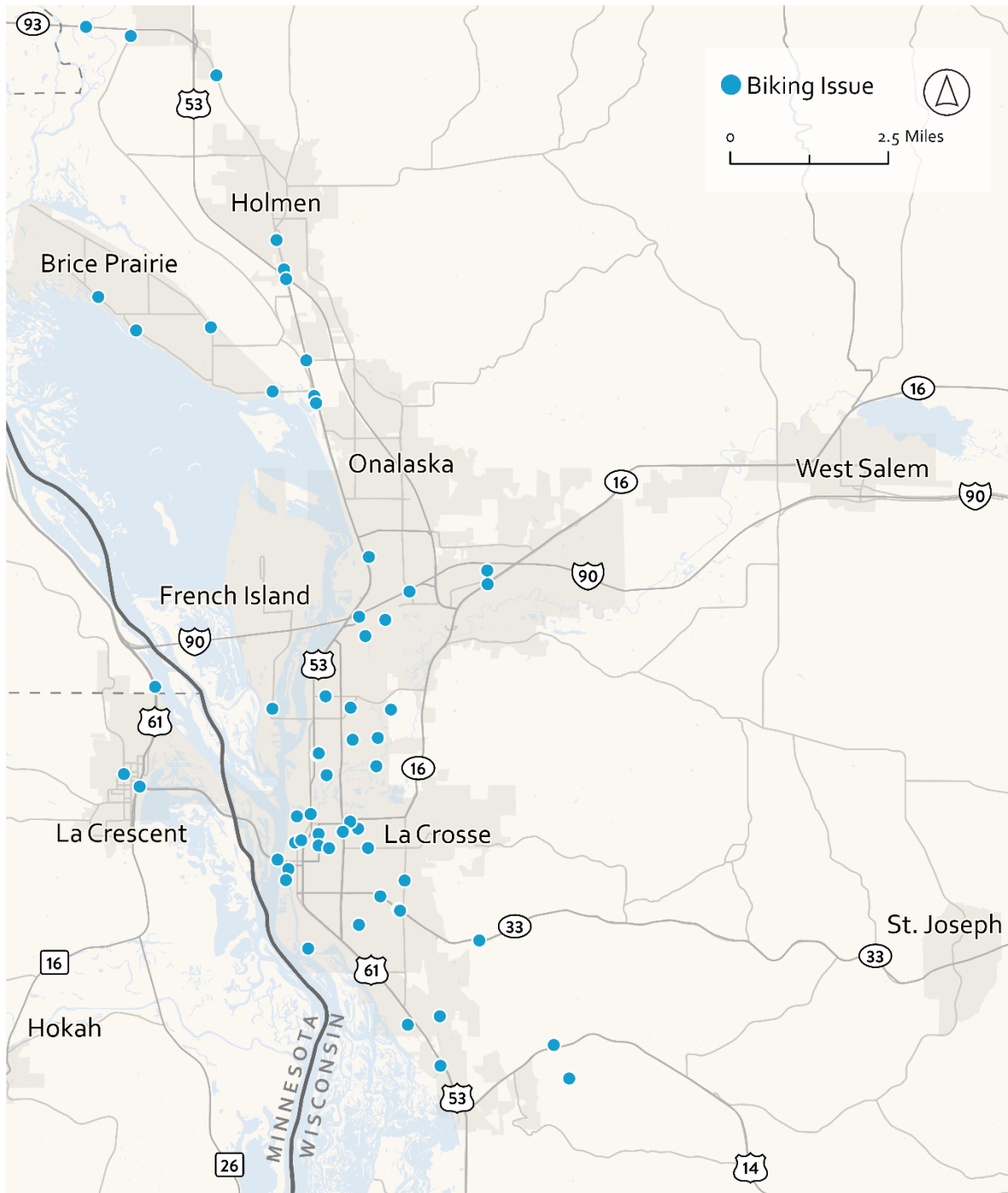


Figure 6: **Biking issue** locations identified by the community



Figure 7: **Pedestrian issue** locations identified by the community

Summary of survey results

This section includes a summary of the results of the online survey and key themes identified. Of particular note, nearly 70 percent of participants indicated they mostly used a personal vehicle to travel, but more than 50 percent said they wished they could bike, and another 40 percent said they wished they could take public transportation.

How do you currently travel:

(Q1) How do you usually get to school or work?

- 69% - Personal vehicle
- 9% - Do not work/retired
- 8% - Bike
- 6% - Work from home
- 4% - Walk
- 4% - Bus

(Q2) How do you wish you could travel more frequently (select up to 3)?

- 53% - Bike
- 40% - Take public transportation
- 32% - Walk

(Q8) - How is your typical commute?

- 36% - Five miles or less
- 26% - Six to ten miles
- 33% - Eleven miles or more

(Q3) What transportation issues affect your daily life? (Top 5)

1. Condition of major streets and highways
2. Traffic safety and controls and major intersections
3. Traffic congestion
4. Availability of sidewalks and pedestrian facilities
5. Parking availability

(Q5) What transportation facilities would you like our region to invest more heavily in? (Top 5)

1. Roadways
2. Airport travel options
3. Passenger rail travel options
4. Recreational trails and paths
5. Electric Vehicle (EV) charging

(Q6) What do you think is the most important transportation need in our region today?

The survey received 409 open-ended responses, and the following priorities were identified.

1. **Road Conditions and Maintenance:**
 - Repair potholes and roads in poor condition
 - Address traffic light programming causing congestion
 - Repair and expand sidewalks and ADA facilities
2. **Public Transportation:**
 - Improve accessibility for people who do not drive
 - Provide transportation options to healthcare
 - Enhance regional connectivity
3. **Bike Infrastructure:**
 - Additional bike paths
 - Provide additional wayfinding signage
 - Prioritize safe transportation options for youth and college students
4. **Attract and Retain Residents:**
 - Enhance regional transportation options (e.g. rail, airport, managed lanes)
 - Improved connectivity within LAPC boundaries

(Q7) What do you think is the most important transportation need in our region in the next 20 years?

The survey received 383 responses, and the following themes were identified.

1. **Public Transportation:** People want better buses (more frequent, reliable, affordable, with expanded routes) to provide a convenient and affordable alternative to driving.
2. **Roads:** A close second, but with a focus on *maintenance* (fixing potholes, etc.) and improving traffic flow, especially on the north-south corridor. This highlights existing infrastructure concerns.
3. **Active Transportation (Bikes/Walking):** Strong support but often linked to safety and reducing car dependence. This is about making biking and walking practical choices.

(Q13) If I were in charge of transportation, the first thing I would do would be:

The survey received 356 responses, and the following themes were identified.

1. **Fix existing roads and sidewalks.** This is the immediate need.
2. **Improve public transportation** with more frequent service, expanded routes, and better regional connections.
3. **Expand and improve options for biking and walking**, with a focus on safety and connectivity.
4. **Increase flight options and affordability at the La Crosse airport.**
5. **Address traffic flow and congestion**, potentially through traffic studies, optimized signal timing, and new routes.

(Q14) Do you have any other comments about transportation you would like to share? (157 responses)

Additional Insights and Key Takeaways from open-ended comments:

- **Air Travel:** The desire for more flights and affordable options is even stronger, with specific mentions of Minneapolis as a desired destination.
- **Traffic Flow and Congestion:** Concerns about congestion, especially on Highway 16 and in downtown/Losey areas, are more pronounced. Traffic light timing and a north/south bypass are frequently suggested.
- **Focus on Existing Infrastructure:** Several comments emphasize *maintaining* what we have (roads, trails) before adding new projects. This suggests a concern that existing infrastructure is being neglected.
- **Regional Perspective:** A strong theme is the need to consider the *entire county* and surrounding communities, not just the City of La Crosse. This includes public transport connections and addressing commuter traffic.
- **Equity and Accessibility:** Comments about making the transit app available in Spanish, providing transportation for the elderly and disabled, and considering the needs of those without personal vehicles highlight the importance of equity in transportation planning.
- **Sustainability and Car Dependence:** More comments explicitly address the need to move away from car-centric planning and prioritize sustainable transportation options. This includes reducing vehicle miles traveled and considering the environmental impact of transportation choices.
- **Specific Issues with Existing Infrastructure:** Several comments point out very specific problems: dangerous intersections, potholes, poorly designed bike lanes (e.g., Cass Street), sidewalk bump-outs, and the condition of particular roads (e.g., County Road M).

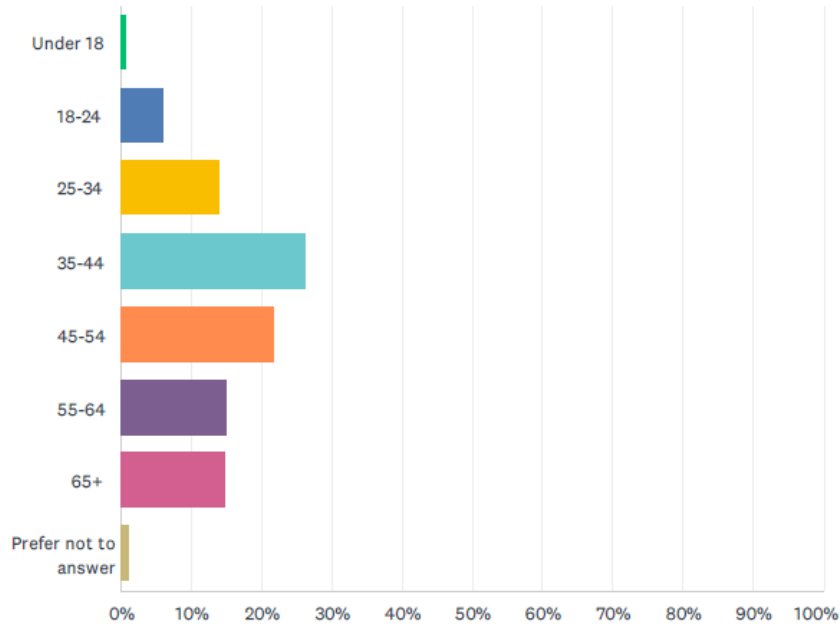
65 respondents noted that they own a business, and the following transportation related needs or concerns were identified.

- **Road Conditions:** This is the most frequent concern, with businesses mentioning potholes, road quality, and the impact of poor roads on vehicle maintenance costs.
- **Parking:** Businesses mention the need for more parking, especially for large trucks, and concerns about parking policies like meters and ramp fees.
- **Other Concerns:**
 - **Public Transportation:** One business mentions the need for better public transportation options for employees and customers, especially those with low English proficiency.
 - **Bike Infrastructure:** Businesses see the value in a walkable, bikeable city and the need for more bike parking.
 - **Attracting Employees and Customers:** Businesses recognize that good transportation infrastructure is important for attracting and retaining employees and for making it easier for customers to access their businesses.
- **Security:** One business mentions security concerns in downtown parking ramps.

Demographics Summary

Q17 How old are you?

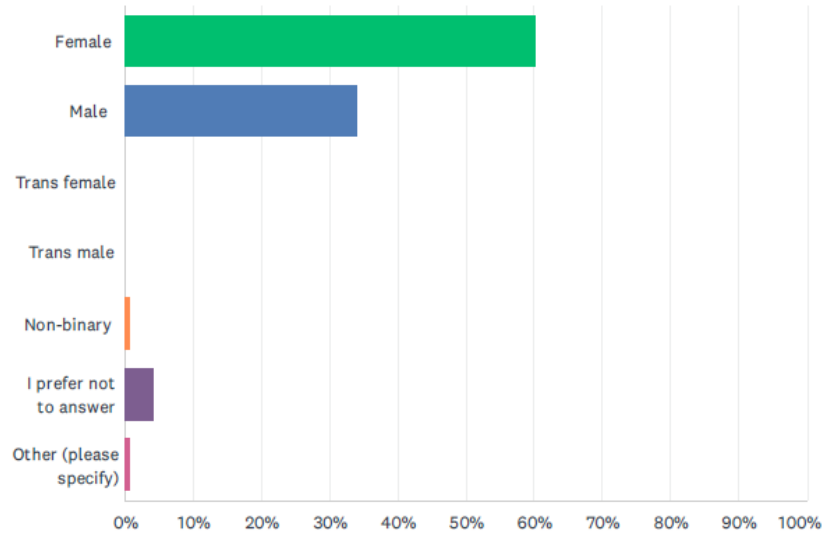
Answered: 445 Skipped: 102



ANSWER CHOICES	RESPONSES
Under 18	0.67% 3
18-24	6.07% 27
25-34	14.16% 63
35-44	26.29% 117
45-54	21.80% 97
55-64	15.06% 67
65+	14.83% 66
Prefer not to answer	1.12% 5
TOTAL	445

Q18 What is your gender identity?

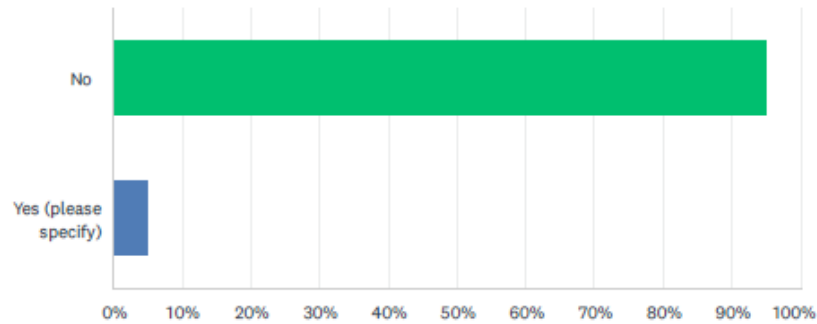
Answered: 443 Skipped: 104



ANSWER CHOICES	RESPONSES	
Female	60.27%	267
Male	34.09%	151
Trans female	0.00%	0
Trans male	0.00%	0
Non-binary	0.68%	3
I prefer not to answer	4.29%	19
Other (please specify)	0.68%	3
TOTAL		443

Q19 Do you speak a language other than English at home?

Answered: 440 Skipped: 107



ANSWER CHOICES	RESPONSES	
No	95.00%	418
Yes (please specify)	5.00%	22
TOTAL		440

- Spanish: 12
- Hmong: 5
- German: 2
- Thai: 1
- Tamil: 1
- Tagalog: 1
- Chinese/Korean/Spanish/German (sometimes): 1

What is your zip code (427 responses) (Top 5)

- 54601: 153
- 54636: 110
- 54650: 64
- 54603: 52
- 54669: 24