

Welcome to the *virtual* Open House for the La Crosse Area Planning Committee's long range Metropolitan Transportation Plan...

Moving Ahead to 2055

August 19, 2025



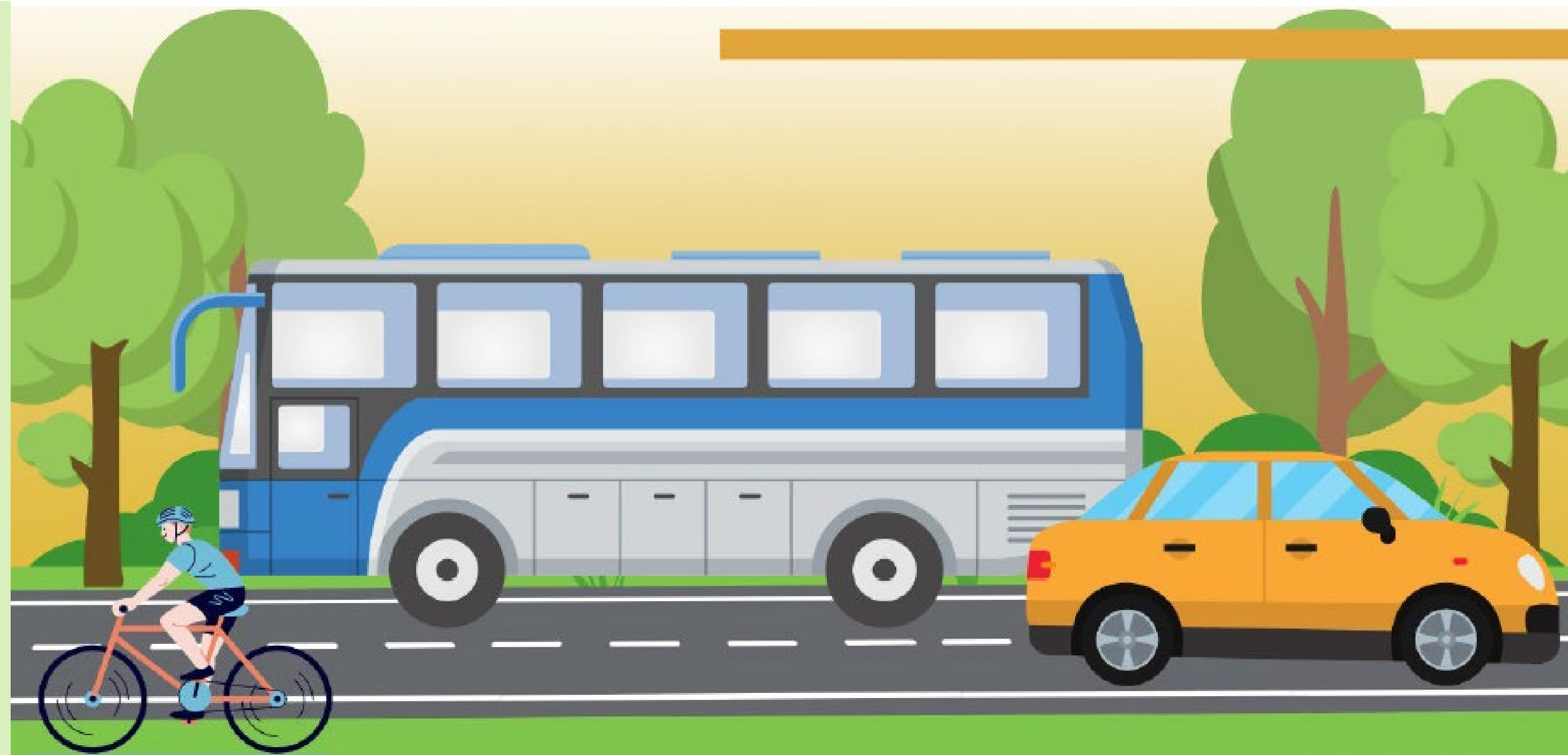
Please type any questions or comments in the chat.
Audio is turned off and the chat is being monitored by staff.

This presentation will review:

- What we have heard from the community to shape the plan

And

- Strategic Goals 1 through 6



About the Metropolitan Transportation Plan

Please
type any
questions
or
comments
in the chat.
Chat is
being
monitored
by staff.



Updated every 5 years



Shapes transportation for the next 20 years



Data-driven, performance-based approach



Helps LAPC determine the needs of our communities



Foundation for regional growth



Helps prioritize projects



Focuses on reducing crashes and ensuring transportation equity



Helps improve environmental outcomes



Guides transportation policies and spending



Reflects local concerns, values, and needs



Federal and state funds depend on the plan's priorities



Please
type any
questions
or
comments
in the chat.
Chat is
being
monitored
by staff.

What We Have Heard From the Community?

Survey Results

Survey was open from **fall of 2024 through January 2025**

Received more than **520**
responses



About **5%** indicated they spoke a **language other than English** at home

Nearly **60%** of respondents were **women**



Top 5 zip codes:

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

What we heard

Based on the comments received, the most important transportation actions are:

INFRASTRUCTURE

- **Maintain and repair existing roads and sidewalks** Potholes and rough roads, signal timing issues, and poor sidewalk conditions noted as common concerns.
- **Improve public transportation** with more frequent service, expanded routes, and better regional connections, with a focus on equity and accessibility.

CONNECTIVITY

- **Expand and improve options for biking and walking**, prioritizing safety and connectivity.
- **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.

PROMOTING SAFETY & SUSTAINABILITY

- **Adopt a regional and long-term perspective**, considering the needs of the entire county and surrounding communities, and prioritizing sustainable transportation options.

SECONDARY THEMES

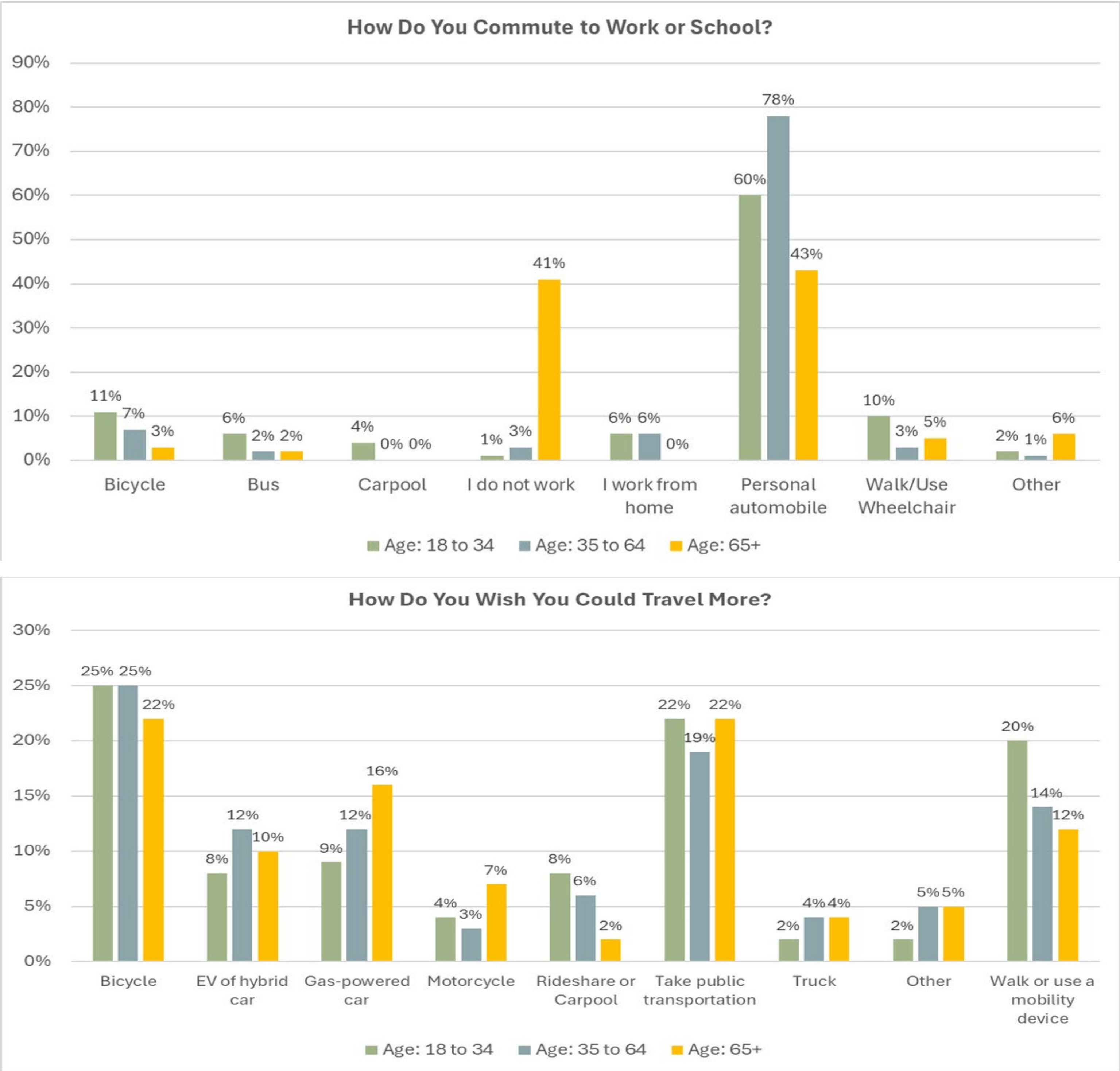
- **Public Transportation:** People want better buses (more frequent, reliable, affordable, with expanded routes).
- **Active Transportation (Bikes/Walking):** A desire for biking and walking to be practical choices.
- **Equity and Accessibility:** Comments considering the needs of those without personal vehicles.
- **Regional Perspective:** A need to consider the entire county and surrounding communities, not just the City of La Crosse.

Strategic Goal 1:

Advance Multimodal Transportation and Accessibility

We’ve identified the development of infrastructure that is both safer and less car -centric to be priorities for the region. This includes expanding the existing network of separated paths for active transportation, encouraging more investment into transit, and keeping accessibility at the forefront of decision -making.

Please type any questions or comments in the chat. Chat is being monitored by staff.



Questions from LAPC’s Survey Asking Participants “How Do You Most Often Commute” and “How Do You *Wish* You Could Commute More Often.” (Choose up to 3)

Connectivity of dedicated routes for active transportation modes like walking and biking were cited as parts of the transportation system that needed significant improvement.

Please type any questions or comments in the chat. Chat is being monitored by staff.

Strategic Goal 1:

Advance Multimodal Transportation and Accessibility

We've identified the development of infrastructure that is both safer and less car-centric to be priorities for the region. This includes expanding the existing network of separated paths for active transportation, encouraging more investment into transit, and keeping accessibility at the forefront of decision-making.

Objective 1.1: Expand and improve active transportation facilities

Action Items:

- Construct new trails (e.g., STH 16, Mormon Coulee Creek, USH 14, Root River/Interstate -90, La Crosse River).
- Implement Bluffland Traverse.
- Develop a signed, intercity bicycle route system.
- Identify optimal areas of separated bike facilities.
- Use high-traffic and/or at high-risk routes to target locations for protected bicycle facility improvements.
- Prioritize bike/ped projects that fill gaps and improve connections.
- Coordinate with communities to sign routes and address connectivity, access, and comfort issues.
- Utilize off-road facilities to the greatest extent possible.

Objective 1.2: Enhance transit service and planning

Action Items:

- Modify MTU Route 6 and re-establish Route 9 in Onalaska.
- Participate in MTU and Onalaska Utilities Committee meetings.
- Evaluate the demand for a new regional Transit Development Plan (2026).
- Develop a regionally integrated transit system.
- Develop an action plan for pursuing an RTA (2026).

Objective 1.3: Improve intercity and regional transportation

Action Items:

- Work with state and Amtrak to implement second Borealis train and promote local connectivity.
- Support high-speed rail and other passenger rail expansions.
- Work with CTAT on transit and active transportation routes.
- Update Regional Bicycle and Pedestrian Master Plan.

Objective 1.4: Ensure inclusive design and mobility

Action Items:

- Develop a design guide focusing on equity and accessibility.
- Encourage ADA transition plans in municipalities.

Connectivity of dedicated routes for active transportation modes like walking and biking were cited as parts of the transportation system that needed significant improvement.

Strategic Goal 2:

Support Sustainable Land Use and Environmental Stewardship

LAPC recognizes the important role that transportation plays in environmental quality and seeks to support local and state environmental goals. For instance, beginning to track greenhouse gas (GHG) emissions will better inform our partners and decision makers about the GHG impacts of certain policies and the contribution of the transportation system.

Please
type any
questions
or
comments
in the chat.
Chat is
being
monitored
by staff.

Growing environmental concerns were expressed throughout LAPC's public survey and by the additional support for investments in alternative modes of transportation such as transit, bicycling, and walking.

Objective 2.1: Promote smart growth and transportation -land use integration

Action Items:

- Participate in local comprehensive plans, corridor studies, and land use plans.
- Provide LAPC review/comment on comprehensive plans.
- Support housing choice beyond single -family housing.
- Evaluate land use and housing data to better target assistance.
- Facilitate updates to municipal boundary agreements.

Objective 2.2: Incorporate environmental and air quality considerations

Action Items:

- Update STP -U criteria to consider environmental impacts.
- Assist local transit agencies in transitioning to alternative fuels.
- Support alternative fuel infrastructure.
- Evaluate EV readiness plan, ITS, and CAVs for regional fit.

Objective 2.3: Reduce vehicle dependency and parking demand

Action Items:

- Promote TDM strategies (bike share, ride home, work pass, carpooling).
- Provide parking reform guidance (reduce minimums, rethink design).
- Encourage congestion mitigation strategies in local comp plans.

Check out **Chapter 7**
to read LAPC's Environmental and Social
Impact Analysis of the transportation
projects!



Amtrak Borealis Arriving to La Crosse for its Inaugural Voyage



La Crescent EV Police Cruiser funded through the Minnesota Carbon Reduction Program

Strategic Goal 3:

Advance Regional Safety, Resilience, and Freight Mobility

This goal and following objectives highlight initiatives and planning efforts undertaken by LAPC and partners to enhance the safety of all modes. LAPC's historical role in facilitating freight movement through the planning area has been limited, and LAPC is seeking to grow its involvement.

Please
type any
questions
or
comments
in the chat.
Chat is
being
monitored
by staff.

Traffic safety and the condition of major streets were issues cited by almost 70% of those who responded to our survey as one of the transportation issues that they deal with daily.

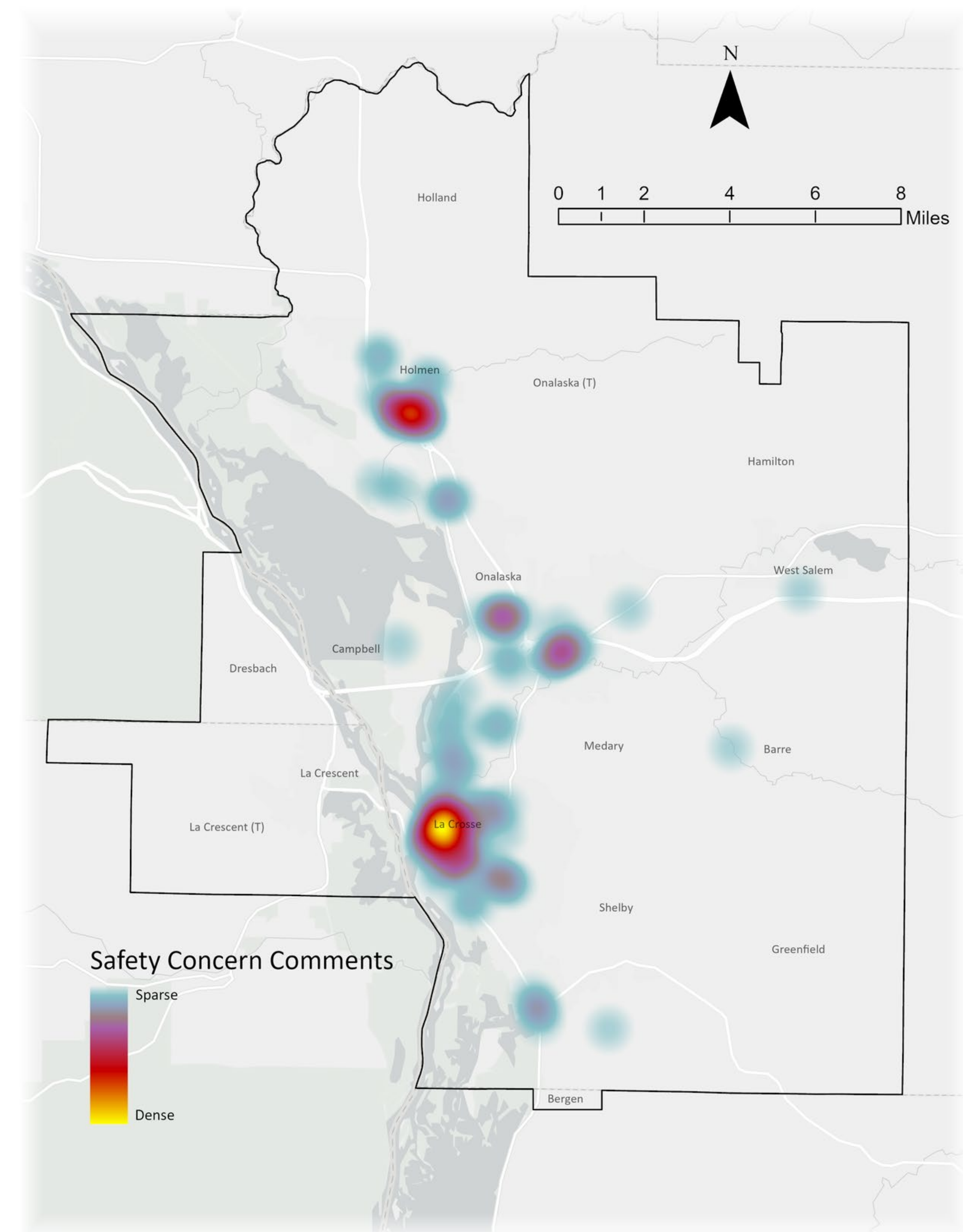
Most safety concerns people had about the transportation system as it exists today, were related to intersection safety (especially for pedestrians) and safety of bicycling on roads without dedicated infrastructure.

Objective 3.1: Improve safety for all modes

Action Items:

- Develop Comprehensive Safety Action Plan (2025-2026).
- Pursue implementation of safety improvements (2026-2027).
- Coordinate with Safe Routes to School.
- Implement SS4A initiatives and pilot projects when complete.
- Continue coordination with Operation Lifesaver and local students.

Check out **Chapter 5** to read LAPC's traffic safety analysis of roadway crashes in the planning area.



Comment Map submissions related to safety

Strategic Goal 3:

Advance Regional Safety, Resilience, and Freight Mobility

This goal and following objectives highlight initiatives and planning efforts undertaken by LAPC and partners to enhance the safety of all modes. LAPC’s historical role in facilitating freight movement through the planning area has been limited, and LAPC is seeking to grow its involvement.

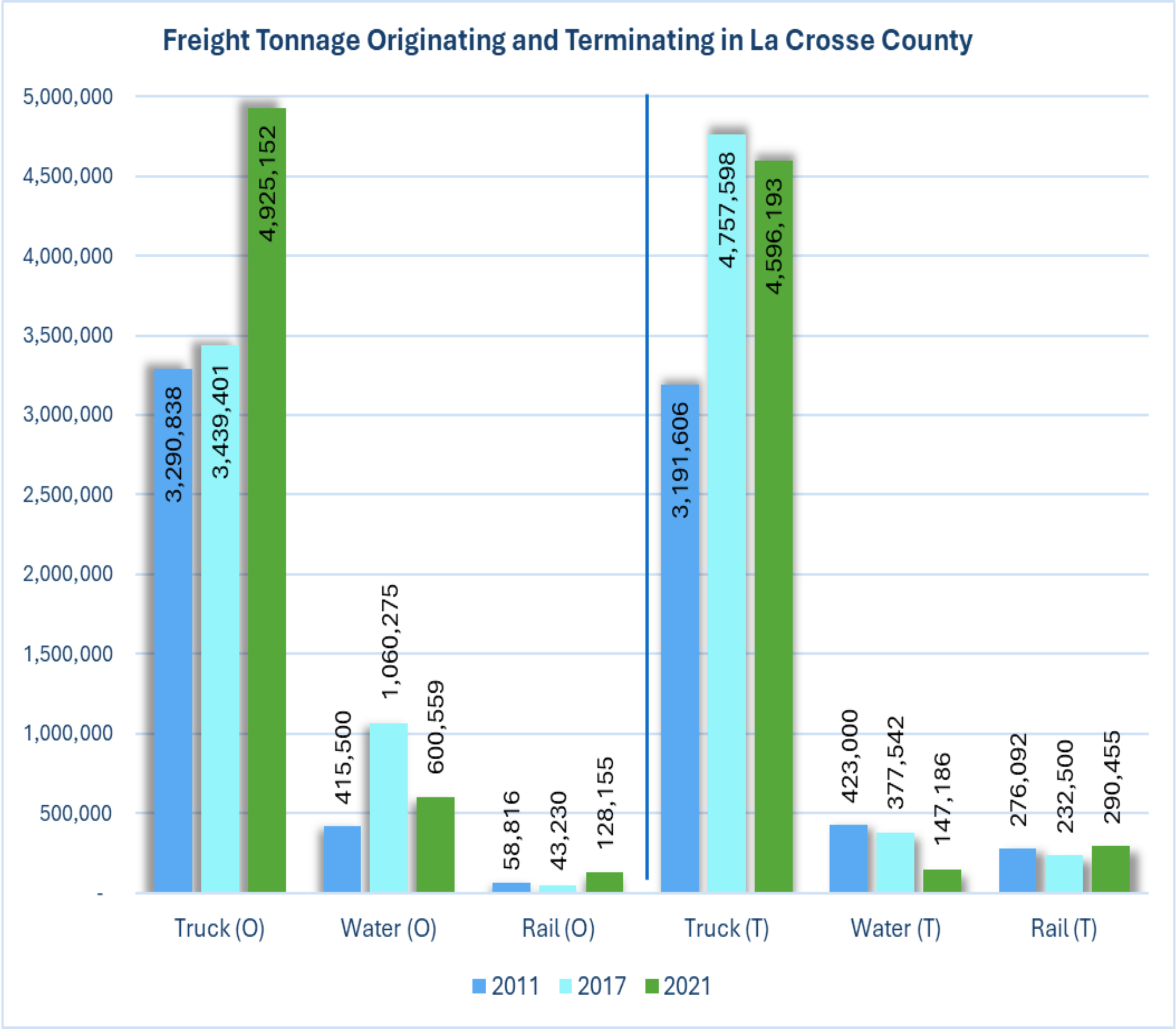
Please
type any
questions
or
comments
in the chat.
Chat is
being
monitored
by staff.

- ✓ Work to enhance and maintain a strong freight network.
- ✓ Ensure the freight network effectively supports local businesses and the economy.

Objective 3.2: Support freight and economic movement

Action Items:

- Evaluate truck freight logistics and a SWOT analysis of the regional truck freight system.
- Continue assisting with port and waterway strategies.
- Determine feasibility of a multimodal freight and/or goods movement plan.
- Monitor freight and rail safety issues.



Freight Tonnage Originating and Terminating in La Crosse County (WisDOT Commodity Flow Data)

Strategic Goal 4:

Enhance Regional Planning Capacity and Data Tools

This goal and following objectives are part of LAPC's continuing effort to be effective and adaptable to the needs of its member communities. LAPC is situated as a forum for regional collaboration and seeks to use that platform to highlight identified transportation needs to implementing municipal staff and decision makers.

Please
type any
questions
or
comments
in the chat.
Chat is
being
monitored
by staff.

Our public engagement reinforced a desire for planners and decision makers to maintain a regional perspective by considering not just those who live there, but also commuters and tourists.

Objective 4.1: Strengthen internal and external planning coordination

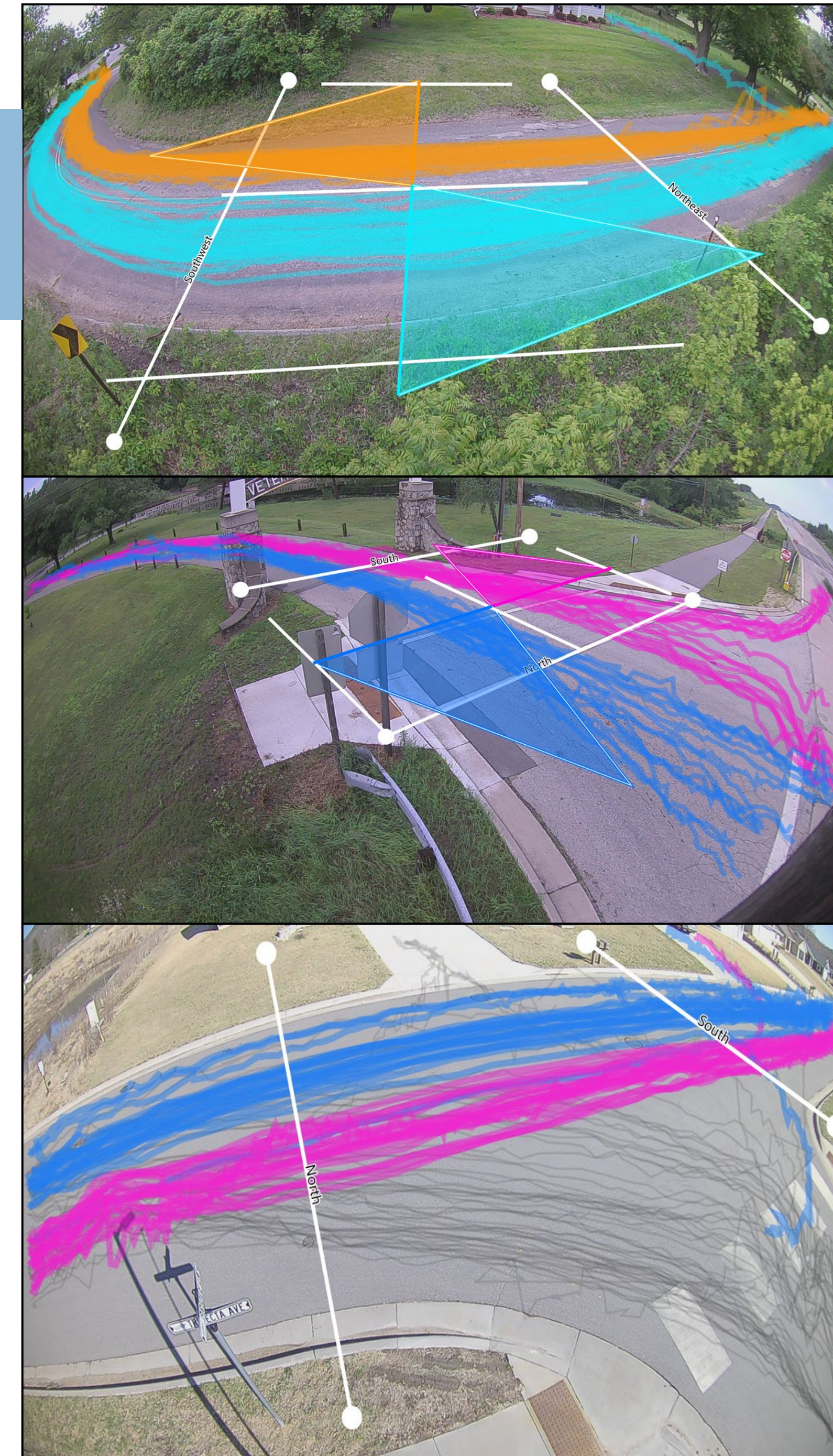
Action Items:

- Integrate LAPC in local planning efforts.
- Meet annually (or more) with municipal boards.
- Participate in local plan coordination.

Objective 4.2: Use data -driven planning and performance tracking

Action Items:

- Update travel model to include all users/modes of transportation.
- Conduct spatial mismatch and social/health impact studies.
- Supplement Census data with local data.
- Develop local performance measures (bike/ped safety, EMS, GHG).
- Maintain and integrate data dashboard, mapping tools, E -TIP, and web tools. Draft a regional data modernization initiative.
- Continue to deploy Miovision traffic counter for supplemental and targeted multimodal counts.



MioVision Traffic Counter Data Collection

Strategic Goal 5: Foster Inclusive Public Engagement and Communication

The transportation system affects everyone, and it is important to accurately represent the best interests of the entire region. We believe that civic engagement should be convenient, accessible, and satisfying.

Please
type any
questions
or
comments
in the chat.
Chat is
being
monitored
by staff.

LAPC's experience soliciting feedback for its long-range transportation plan informed many of the action items you see here.

Objective 5.1: Maintain transparency and stakeholder communication

Action Items:

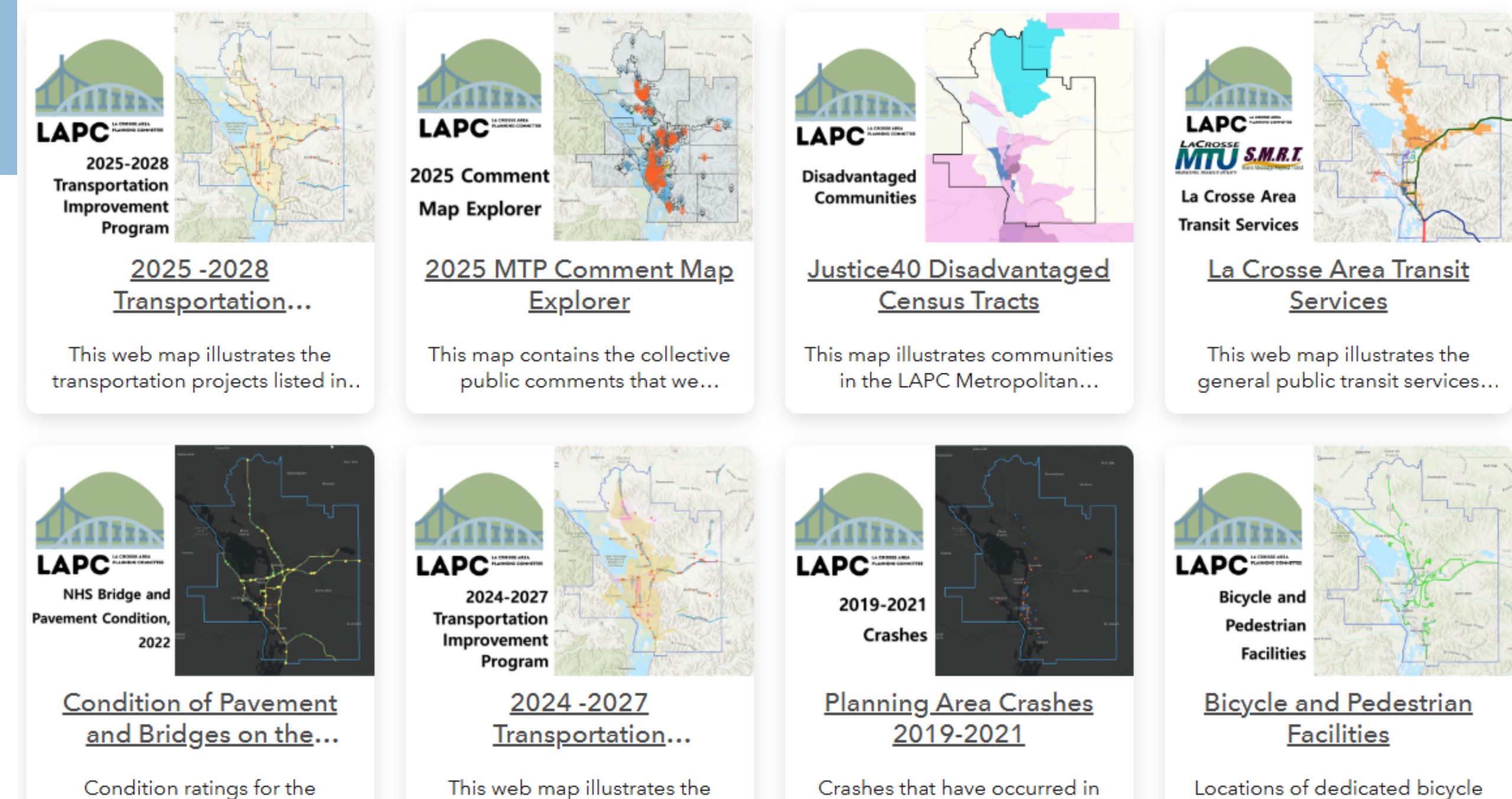
- Distribute annual report, newsletter, and outreach one-pagers.
- Update LAPC Policy Board at bi-monthly meetings.
- Use website for education and input.
- Maintain an accessible, user-friendly site.
- Enhance online participation (Teams, mapping apps, documents).
- Develop a social media plan.
- Update Public Participation Plan (2028).

Objective 5.2: Engage underrepresented populations and partners

Action Items:

- Establish/maintain relationships with nonprofit and social organizations.
- Incorporate equity in all planning processes.
- Assess community, social, and health impacts.

Featured Web Maps



LAPC Web Mapping Portal, Featured Maps



LAPC MTP Engagement event at Cia Siab, Inc. (2024)

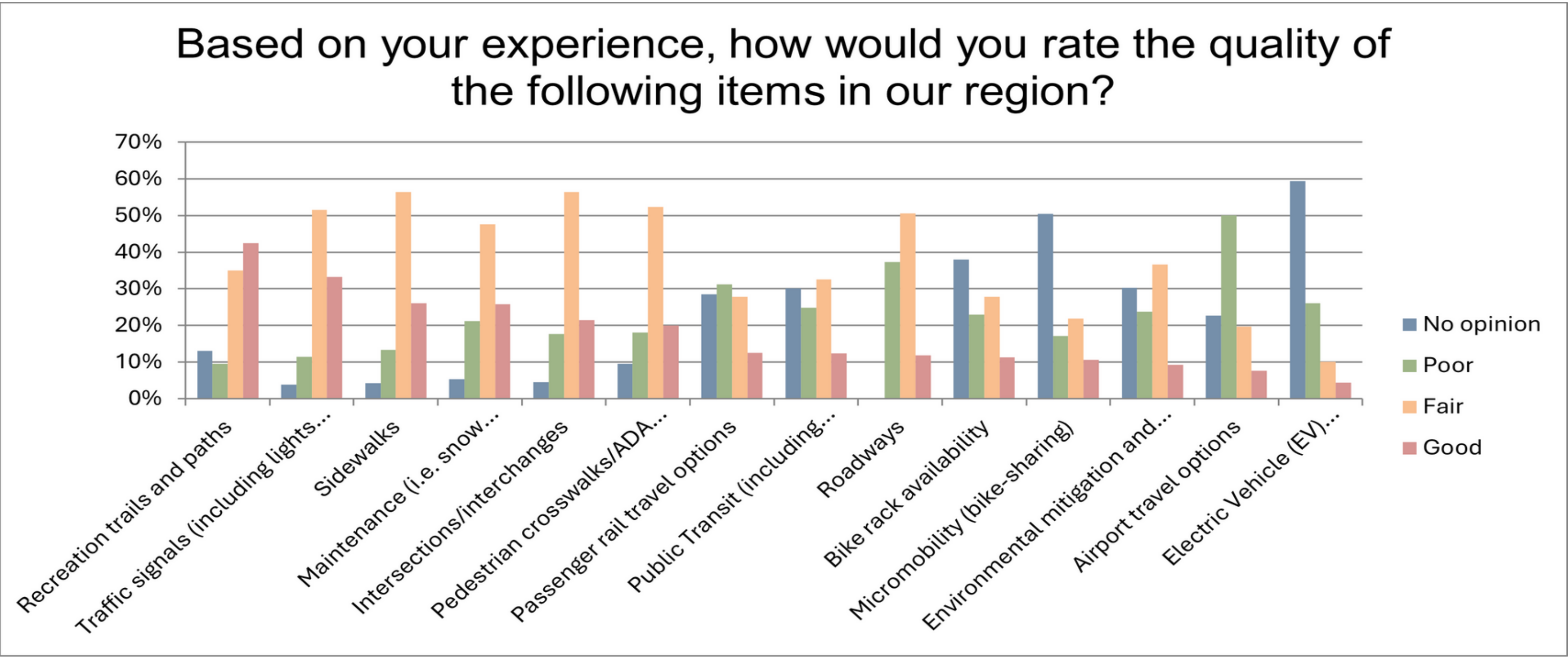
Strategic Goal 6:

Prioritize Strategic Investment and Project Implementation

Prioritizing projects and investments is an affirmation of one of LAPC’s core responsibilities: To identify key projects based on gaps in service and advocating for funding to meet the needs of all users.

Please
type any
questions
or
comments
in the chat.
Chat is
being
monitored
by staff.

From our survey, road condition and maintenance was named the greatest transportation need for the region today. This includes criteria like pavement quality, traffic light programming, and sidewalk quality.



Question from LAPC’s Survey Asking Participants to “Rate the Quality of the Following Infrastructure/Service in the Region.”

Objective 6.1: Plan and prioritize infrastructure projects

Action Items:

- Use Surface Transportation Program -Urban (STP-U) ranking process for multimodal priorities.
- Review illustrative projects quarterly and align with grants.
- Proactively support grant applications for member communities.

Objective 6.2: Implement key infrastructure projects

Action Items:

- Widen CTH OS.
- Improve E Main St/Green Coulee Rd, Onalaska.
- Execute state -led downtown improvements and streetscaping.

Thank you for participating!



For more information and to access the Plan and its appendices, please visit:

www.lacrossecounty.org/metropolitan_planning_organization/planning_and_programming/metropolitan_transportation_plan

The comment period will conclude on September 16, 2025, at 5 p.m., with our [Policy Board](#) reviewing and approving the Plan the following day at its September 17, 2025, meeting at 4:30 p.m.

Comments may be submitted directly to Erin Duffer at eduffer@lacrossecounty.org or through our [Send Us Your Comments](#) page on the website.

If you need special accommodation or translation into another language to view LAPC plans or programs, please contact Erin Duffer at 608-785-5597.

Yog tias koj xav tau kev pab tshwj xeeb lossis txhais ua lwm hom lus kom pom LAPC cov phiaj xwm lossis phiaj xwm, thov hu rau Erin Duffer ntawm 608-785-5597.

Si necesita adaptaciones especiales o traducción a otro idioma para ver los planes o programas de LAPC, comuníquese con Erin Duffer al 608-785-5597.