



La Crosse Area Planning Committee

Metropolitan Planning Organization

Serving the La Crosse/La Crescent Urbanized Area

Peter Fletcher, Director Jackie Eastwood, Transportation Planner
La Crosse County Administrative Center
212 6th Street North ☎ Room 2303 ☎ La Crosse, WI 54601-1200
PH: 608.785.5977 Website: <https://lacrossecounty.org/mpo>

Minutes of Committee on Transit and Active Transportation Meeting, May 20, 2021

Minutes of the meeting of the CTAT held as a virtual meeting on Teams on Thursday, May 20, 2021 at 3:00 pm.

Members Present: Francis Schelfhout, Charlie Handy, Cathy Van Maren, Adam Lorentz, Rick Diermeier, Jim Longhurst, Krista Heinz. **Staff and Others Present:** Joe Kapper, Menno Schukkert, Jacob Sciammas, Peter Fletcher, Jackie Eastwood.

Peter Fletcher called the meeting to order at 3:00 pm.

1) Approval of minutes of the November 12, 2020 CTAT Meeting:

Charlie Handy motioned to approve the minutes of the November 12, 2020 meeting; Jim Longhurst seconded. All were in favor.

2) Regional Transit Development Plan for La Crosse MTU, Onalaska Shared Ride, and SMRT. Presentation by SRF Consulting:

Peter Fletcher introduced Joe Kapper and Menno Schukking, stating that SRF is the consulting firm that will be completing our regional transit development plan. What's different about this TDP from past TDPs is that it will consider service improvements for not only MTU but also Onalaska Shared Ride and SMRT.

Joe Kapper and Menno Schukking from SRF Consulting presented on the purpose, tasks, process, schedule, and deliverables of the TDP project. They provided a high-level overview of the MTU, Onalaska Shared Ride, and SMRT services and presented the goals for public engagement. Rick Diermeier suggested they engage with the Society for Human Resource Management (SHRM) and local temp agencies. Cathy Van Maren asked if the scope of work included looking at the impact on carbon, especially since the County and City have resolutions to reduce carbon emissions. Joe responded that a reduction in carbon emissions will occur with reduced VMT from increased transit use and efficiencies in capital planning. Joe and Menno then engaged meeting participants in an exercise to identify goals and trade-offs. Two issues that came up included a lack of awareness of transit services by students and businesses moving out of areas served by transit.

3) La Crosse Drift Cycle bike share program:

Jacob Sciammas provided a status report of the new Drift Cycle bike sharing program in La Crosse. He stated that the program has been in effect roughly seven weeks. The bike stations were installed in the beginning of April at eight locations around downtown La Crosse. Although the program has been slow ramping up, they have seen where riders have gone as far north as Caledonia St and as far south as Fiesta Mexicana. Most rides are under 30 minutes, but some have been over four hours. They are now looking at barriers to use and COVID-related supply issues (getting locks, etc.). There has been some vandalism, but no major hiccups. Users have been pleased with the bikes and riders with their own bikes have been using the racks, which is encouraged. Jacob announced Bike to Work Day on Friday, May 21. They will have a presence by Downtown Mainstreet, offering snacks, drinks, and discounts on bike rentals.

4) Other updates and information items:

Jim Longhurst stated that many of the bike events have been cancelled, including Bike Fest. He is looking to find a new home for the Ride with the Mayor event that occurs annually.

Cathy Van Maren announced that September 22 is International Car Free Day. She is looking to have a Sustainable La Crosse bike ride and an open house featuring MTU, Drift Cycle, and others.

Jackie Eastwood stated that the city of la Crosse is close to finalizing the purchase of an easement through the Rivercrest Mobile Home Park on the south side. This will allow us to identify the locations and cost for signage to extend the Regional Route 1 bike route. Francis Schelfhout is coordinating with the Mississippi River Parkway Commission, which wants to realign the Mississippi River Trail closer to the river, to move the MRT to the Regional Route 1 through south La Crosse.

Rick Diermeier announced that Phase 2 of the Flyway Trail between Buffalo Town Park and the Great River Trail is underway. Bids have been let to conduct an engineering study.

5) Future agenda items:

- TDP
- Sign locations and estimated costs for Route 1 extension.

6) Adjourn; Next meeting TBA:

Rick Diermeier motioned to adjourn at 4:30 pm; Cathy Van Maren seconded. All were in favor.