



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

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**DATE:** JULY 9, 2026  
**FROM:** TRAVIS KEY, TRANSPORTATION PLANNER  
**TO:** COMMITTEE ON TRANSIT AND ACTIVE TRANSPORTATION  
**SUBJECT:** JULY 9, 2026, COMMITTEE ON TRANSIT AND ACTIVE TRANSPORTATION MEETING

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

### **AGENDA**

1. Approval of [minutes](#) of the May 14, 2026, meeting.
2. Regional Transit Development Plan (RTDP) update.
3. Sierra Club – RTA Roundtable – Scheduling Discussion
4. [SS4A](#) Update
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**

[Join the meeting now](#)

Meeting ID: 241 089 303 295 63

Passcode: ff2Pg9DZ

#### **Dial in by phone**

[+1 262-683-8845,,279423465#](#) United States, Allenton

[Find a local number](#)

Phone conference ID: 279 423 465#

If you need assistance participating in this meeting, please contact Travis Key at 608-789-8548 or at [tkey@lacrossecounty.org](mailto:tkey@lacrossecounty.org) as soon as possible.

#### **Committee on Transit and Active Transportation**

Bridget Brown, Jenna Dinkel, Andrew Ericson, Ken Harwood  
Jim Krueger, Jim Longhurst, Jason Ludwigson, Kurt Wayne, Jennifer Morris  
Francis Schelfhout, Chelsey Bolden, Maggie Smith, Cathy Van Maren.



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**Minutes of Committee on Transit and Active Transportation, May 14, 2026**

**Minutes of the meeting of the CTAT** held as an in-person and virtual meeting on Teams on Thursday, May 14, 2026, at 3:30 pm.

**Members Present:** Bridget Brown, Jenna Dinkel, Jim Longhurst, Jenny Morris, Chesley Boldon, Cathy Van Maren, Francis Schelfhout

**Members Excused:** Andrew Ericson, Ken Harwood, Jim Krueger, Kurt Wayne, Maggie Smith, Jason Ludwigson

**Staff and Others Present:** Bob Gollnik, Travis Key, Nicolette Kvam, Cassie Steiner, Kevin Hundt

Travis Key called the meeting to order at 3:30 pm.

**1) Approval of the [minutes](#) of the January 15, 2026, CTAT meeting.**

*Bridget Brown motioned to approve the minutes of the January 15, 2026 meeting; Jim Longhurst seconded. All were in favor.*

**2) Regional Transit Development Plan (RTDP) Update and Engagement Discussion**

Travis Key delivered a presentation to CTAT about the scope of the update and recent discussions held with transit providers. Following the presentation, a discussion of ideas relating to engagement strategies for the TDP was held.

**3) RTA Feasibility Study Results and Executive Summary**

The executive summary of the RTA Feasibility Study was attached to the agenda.

Travis Key gave an overview of the study results including the four scenario geographies, tax sensitivity analysis, and summary community and economic benefit of the proposed transit improvements.

**4) [SS4A](#) Update**

Travis shared an update about the progress on the Comprehensive Safety Action Planning effort. The Task Force selected three study areas for concept design work and the next Task Force meeting is scheduled for the first week of June.

**5) Other updates and information items**

- Bike Ride with the Mayor is scheduled for June 12<sup>th</sup>.
- The City of La Crosse is planning a citywide bike rodeo for some time in July.
- The La Crosse Area Transit Advocates are planning a SMRT ride on June 10<sup>th</sup> to Viroqua for the free presentation program *Transportation Liberation*.

**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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- Active Wisconsin, a program of 1000 Friends of Wisconsin, released a summary of ebike ordinances being drafted by Wisconsin communities across the state.

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

*Jim Longhurst motioned to adjourn at 4:28pm; Cathy Van Maren seconded. All were in favor.*

Next meeting is set for July 9, 2026.

**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.

# We Want to Hear From You!



The La Crosse Area Planning Committee (LAPC) is updating the Regional Transit Development Plan. We need your input!



This **QUICK <5 MINUTE SURVEY** will help guide the future of community transit.

<https://forms.office.com/g/nz0YfwS0up>



**Scan Now!**



# LA CROSSE AREA REGIONAL TRANSIT AUTHORITY FEASIBILITY STUDY

06/01/2026

## Condensed Executive Summary

[Read the Full Study at lacrossecounty.org/mpo](https://lacrossecounty.org/mpo)  
Under Planning and Programming > Modal Planning

The La Crosse Area Planning Committee (LAPC) studied the feasibility of establishing a Regional Transit Authority (RTA) as a mechanism to strengthen mobility, coordination, and funding for public transportation across the region. This study assessed the potential for more equitable and sustainable funding, governance, and operational structures that support both urban and rural areas within the region.

## What is an RTA?

Regional Transit Authorities are independent, multi-jurisdictional agencies with the authority to plan, fund, and coordinate public transit across municipal boundaries. They oversee interconnected systems such as a regional network to improve mobility and ensure seamless travel throughout a designated geographic region.

## Governance Scenarios

Four feasible governance scenarios emerged during the study process, with variations in geographic scope, representation, administrative complexity, and alignment with existing service delivery models. Each scenario reflects a model that could be implemented depending on the final structure of RTA enabling legislation.

Each of the four structures outlined as part of this RTA Feasibility Study would be a significant improvement over existing conditions in areas such as funding, coordination, and planning. However, each RTA structure also has its own specific benefits and challenges when compared against one another

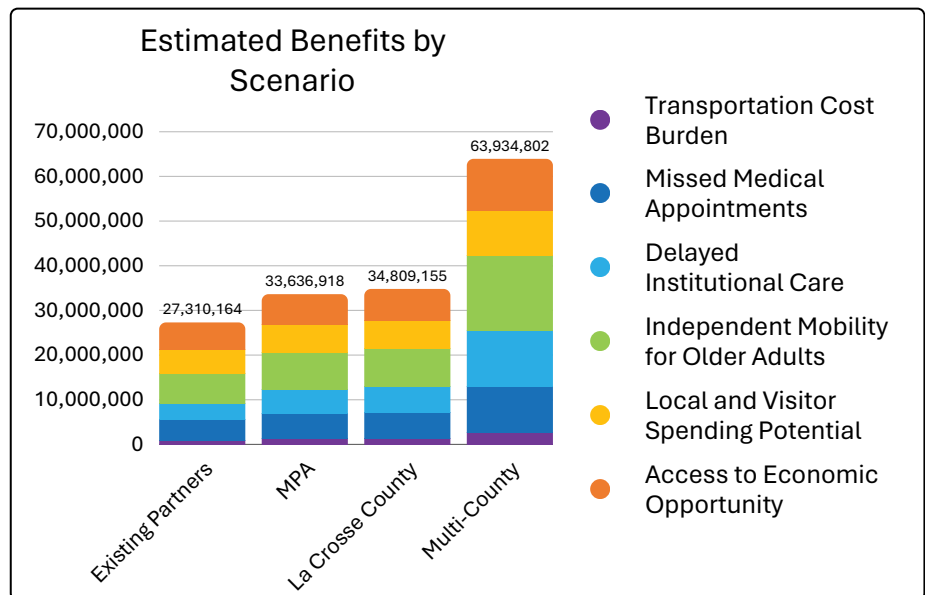
	Advantages	Disadvantages
Existing Municipal Partners	<ul style="list-style-type: none"><li>Allows closer coordination among existing urban transit services in the La Crosse Region</li><li>Limits administrative complexity</li></ul>	<ul style="list-style-type: none"><li>Limited ability to address rural mobility needs outside participating municipal boundaries</li></ul>
Metropolitan Planning Area	<ul style="list-style-type: none"><li>Well-aligned with regional mobility needs</li></ul>	<ul style="list-style-type: none"><li>Would omit some areas of La Crosse County outside the MPA boundary</li></ul>
La Crosse County	<ul style="list-style-type: none"><li>Centralized allocation of resources across services</li><li>Supports integrated urban and rural service markets</li></ul>	<ul style="list-style-type: none"><li>Trade-offs between meeting urban and rural priorities</li><li>Equal governance representation</li></ul>
Multi-County	<ul style="list-style-type: none"><li>Governs across both urban and rural contexts</li><li>Potential for Transit Commission as a transitional model</li></ul>	<ul style="list-style-type: none"><li>May not allow taxing authority under future RTA enabling legislation</li></ul>

## Economic and Community Benefit

As part of this study, an Economic and Community Benefit analysis quantified the value of benefits that are feasibly attributable to public transit across each of the scenario geographies. These planning-level dollar estimates reflect a variety of regional data inputs, including travel purpose data, individual and household demographic information, employment data, sales tax revenue and spending data, and more. These data inputs were further scaled by applying transit mode share, or the percentage of all trips currently made using public transit, to understand what regional activity can be attributed to transit use, in accordance with industry research and best practices.

These order-of-magnitude estimates are intended to aid in understanding potential benefits and are not precise forecasts.

More information on this analysis is available in Technical Report 3.



## Return on Investment

Comparing these benefits to the level of investment required to provide transit service under each scenario, benefit-cost ratios range from approximately 4 to 5, indicating that each scenario produces \$4 - \$5 dollars of estimated benefit for every dollar of investment.

## Benefits of RTA Formation

Currently, each transit system in the region operates separately, which can make regional travel across municipal borders more complicated for riders and more expensive for local governments. RTAs work in partnership with local transit providers to streamline services, reduce duplication, and improve regional connectivity for riders.

## RTA Enabling Legislation

Multiple recent proposals in the Wisconsin legislature have aimed to enable RTAs. Recent attempts have included the ability to raise local sales taxes at up to 0.5% (half-cent). Considerations for future legislation may include:

- Desired geography for RTAs in state law
- Desired local funding sources (sales taxes or other)
- Uses of funding (transit or broader mobility needs)

This legislation would allow the region to better coordinate in the planning and funding of public transit services.