

Charlier Associates, Inc.

PROJECT EXPERIENCE

MULTIMODAL TRANSIT PLAN

La Crosse Area Planning Committee, La Crosse, WI (Completed 2003)

CAI updated the Multimodal Transit Element of the La Crosse Area Transportation Plan for the La Crosse Area Planning Committee. The project involved an oversight committee of citizens, elected officials, and planners to guide the development of new policies to make transit a more competitive mode of travel. During the course of the project three public workshops were held to discuss issues and alternatives with a wide range of citizens. CAI also conducted focus group meetings with local seniors, college students, major employers, and downtown businesses.

Highlights of the plan include:

- A strategic plan for implementing changes over a five year period.
- A model for organizing a Regional Transit Authority with local jurisdictions.
- Policies for developing improved bicycle and pedestrian connections to transit.
- Restructured transit routes that provide high frequency and competitive costs.

The project required balancing transit needs of the City of La Crosse and surrounding communities of Onalaska, Holmen, West Salem, and La Crescent, MN - both for public transit service and coordination of private service providers.

Our plan was adopted by the La Crosse Area Planning Committee in January 2004 and implementation of specific phases of plan implementation began later that year.

CLIENT: La Crosse Area Planning Committee
CONTACTS: Tom Faella, Director
(608) 785-5977

Figure 1.9: Restructured MTU Local Routes

