Grand River Transit

Service Enhancement & Policy Plan 2015-2025

May 2015

GRAND RIVER • GREAT CITY

La Crosse • Wisconsin

Grand River Transit
Service Enhancement and Policy Plan
2015-2025

This document was prepared for the City of La Crosse Municipal Transit Utility by
Jackie Eastwood, Transportation Planner, La Crosse Area Planning Committee.

Acknowledgements

MTU Board

Joe Chilsen, Mayor, City of Onalaska
Ralph Geary, County Board Supervisor
Dale Hexom, Board of Public Works
Scott Johnson, Chairman, Town of Campbell
Steven Johnson, Citizen
Tim Kabat, Mayor, City of La Crosse
Charles Marx, Citizen
Amy Peterson, Interim Director of Planning
Mike Poellinger, Mayor, City of La Crescent
Devin Remiker, Student rep. UWL
Damien Roedel, Student rep. WTC
Bob Seaquist, Board of Public Works
Monkontee Slobert, Student rep. Viterbo
Richard Swantz, Board of Public Works
Randy Turtenwald, Board of Public Works

Transportation Coordinating Committee

Don Bina, Citizen
Sharon Bliss, Workforce Connections
Roland Bogert, Chairman, Town of Onalaska
Fred Buehler, City of Onalaska
Joanne Dierkop, La Crosse County Aging Unit
Jackie Eastwood, LAPC
Peter Fletcher, MRRPC
Krista Heinz, Couleecap
Noreen Holmes, La Crosse County Aging Unit
. Steve Johnson, La Crosse County ADRC
Tim Kabat, Mayor, City of La Crosse
Audrey Kader, La Crosse City Council
Keith Lee, MTU
Dennis Manthei, President, Village of West Salem
Shaun Morrell, MnDOT
Dean Olson, Village of Holmen
Mike Poellinger, Mayor, City of La Crescent
Richard Running, Running, Inc
Sandy Sechrest, Citizen
Va Thao, La Crosse County Aging Unit
Sandy Turner, Workforce Connections
Will Ward, Independent Living Resources

This page intentionally left blank.

TABLE OF CONTENTS — Page

TABLE OF CONTENTS (CONTINUED) Page

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF FIGURES (CONTINUED)

Introduction

The *Grand River Transit Service Enhancement & Policy Plan 2015-2025* (here on in called the "2015 Transit Plan") is an update to the *2008-2015 Transit Development Plan for the La Crosse Municipal Transit Utility* (here on in called the "2007 Transit Plan") that was completed and adopted in 2007. The goal of the 2007 Transit Plan was to provide realistic short-range, recommendations for the La Crosse Municipal Transit Utility (MTU) to implement that would increase ridership and improve service without an increase in budget. This Plan considers several route concepts that range from relatively low-cost service improvements to high-cost investments for new service—the recommendation incorporating a phased approach for short-range, mid-range, and long-range investments.

The name of the 2015 Transit Plan gives away the recommendation to rebrand the La Crosse MTU as Grand River Transit—a GReaT [G(rand) R(iver) T(ransit)] transit service. Invoking positive images of the City of La Crosse and a swift and majestic Mississippi River, "Grand River" has been adopted in the name of the transit center (Grand River Station) and in the City of La Crosse brand as "Grand River ・Great City."

Document Organization

The *Grand River Transit Service Enhancement & Policy Plan 2015-2025* is organized into five chapters. This chapter discusses the organization of and purpose and need for this Transit Plan. Chapter 2 summarizes the public process and activities used to obtain the public input needed to inform many of the recommendations presented in chapter 5. Chapter 3 provides an inventory of existing MTU transit services and facilities as well as a brief overview of other significant transit providers with whom MTU may interact. Chapter 4 provides the technical analyses to assess transit operations and service; and, chapter 5 presents the recommendations to improve transit service, a timeline for implementation, and the estimated costs for projects. The appendices provide supplementary information relevant to the planning process.

The document includes 11 oversized tables and figures (maps) that are labeled in the order in which they are first mentioned, but, depending on the flow of text and the logical location for section breaks, they may not be located immediately following that mention. To aid in referencing, the oversized tables and figures will be accompanied by the page number on which they can be found.

Purpose and Need

Purpose and Scope

PURPOSE

The purpose of this Transit Plan is to:

1) Complete a short- and mid-range transit plan as established by a cooperative agreement among the La Crosse MTU, the LAPC, and the Wisconsin Department of Transportation.
2) Consider and incorporate as appropriate recommendations from past and current planning efforts:
   - *2008-2015 Transit Development Plan for the La Crosse Municipal Transit Utility*, 2007.
   - *La Crosse Municipal Transit Utility Market Segment Plan*, 2009.
   - *La Crosse Municipal Transit Utility System Management Performance Review*, 2012.
   - *Coulee Vision 2050 Implementation Plan*, 2015.
   - *Regional Coordinated Public Transit-Human Services Transportation Plan for the MRRPC[1] Region 2014-2018*, 2013.
3) Recommend system and service improvements to fixed-route transit that will make taking transit more attractive and convenient for all travelers.
   - Provide more direct connections.
   - Eliminate route delays from conflicts with railroad crossings.
   - Serve the Amtrak Station and the La Crosse Regional Airport better.
   - Provide direct service to additional major employers.
   - Offer service that caters to students and employees.
4) Provide service to areas of vulnerable populations in La Crosse that are currently not served.
5) Reduce La Crosse residents' reliance on routes whose service is provided through a service agreement.

[1] Mississippi River Regional Planning Commission

The ultimate goal for this Plan is to offer recommendations that when implemented will provide people with more and better options for travel. The goal is not to convince everyone to give up their personal vehicles, but, rather, to create a system that will provide people with a practical and convenient alternative to driving alone for some of their trips.

SCOPE

As a transit enhancement plan (TEP) for the La Crosse MTU, the discussion, analyses, and recommendations in the 2015 Transit Plan focus on transit service provided by the Municipal Transit Utility for the City of La Crosse, more specifically on its fixed-route transit service. The 2015 Transit Plan includes a brief discussion of other transit services in the region to provide context for the role MTU plays as a public transportation provider and to illustrate the level of coordination among providers.

The *Transit Capacity & Quality of Service Manual, 3rd Edition* served as the guidebook and template for assessing measures of availability, comfort and convenience, and reliability. The results from several public input activities were used to evaluate some of the more qualitative attributes of MTU service. Demographic data from the U.S. Census, employment data from InfoUSA, MTU rider counts from ETC Institute, and geographic data from the metropolitan planning organization were used to perform several quantitative analyses to:

- Assess availability of service (i.e. hours of service; service frequency; access; barriers);
- Identify areas that could support transit service (i.e. blocks with densities of three-or-more housing units or four-or-more jobs per gross acre); and,
- Identify areas of vulnerable populations (Environmental Justice).

The results from these analyses and the public input opportunities establish the reasoning behind many of the recommendations. The challenge, as always, is how to fund new service in the face of State and Federal support that does not keep pace with inflation and the legislative barriers to generating local support through, for example, regional transit or transportation authorities.

Need for Transportation Options

Some of the trends in the region that help illustrate the need for enhanced transit service are provided below:

- The Applied Population Laboratory at the University of Wisconsin – Madison reports in its *Wisconsin's Future Population: Projections for the State, Its Counties and Municipalities, 2010-2040* that the elderly population (age 65 and older) in the state will nearly double by 2040. Total population in La Crosse County is projected to increase 15% by 2040, while population 65 and older is projected to increase by 20%-25%.
- The U.S. Public Interest Research Group reports that "the percentage of young people with a driver's license has been dropping for years. In 2011, the percentage of 16 to 24 year olds with driver's licenses dipped to 67%—the lowest percentage since at least 1963."
- Western Technical College (WTC) and the University of Wisconsin – La Crosse (UWL) anticipate growth in student enrollment.
- A combination of parking lot redevelopment and the relocation of a County building have developers projecting a shortage in parking.

Improved transit service will not only address future demand for transit service but also help reduce demand for parking.

Introduction

LAPC staff organized a number of public input opportunities and data collection activities to help assess attitudes about, satisfaction with, and use of transit service. Four main activities took place: 1) An all-day public input opportunity hosted at the Grand River Station; 2) an onboard survey and boarding/alighting count of MTU riders; 3) an online survey of employees and students at area colleges and universities; and, 4) an online survey of area major employers.

Survey summary results (Appendix B) and comments from all of the public input activities are incorporated into this plan where appropriate.

Grand River Station Public Input

On Monday, March 31 from 10:00 am to 6:00 pm at the Grand River Station (GRS) LAPC staff provided MTU riders and others the opportunity to comment on MTU service—what they like and don't like and what they'd like to see for improving service. Over 20 current MTU users stopped in to chat. **Figure 1** shows three transit riders taking a survey.

Figure 1: Transit riders taking a survey.

Comments covered a wide-range of topics from infrastructure to information to customer service to bus service to marketing. **Figure 2** illustrates some of the comment sheets that were filled in during the input session.

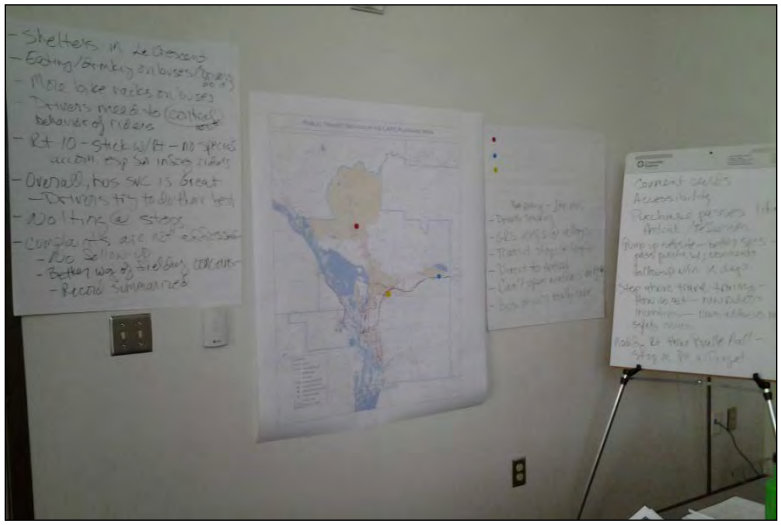


Figure 2: Comment sheets at GRS public input session.

MTU Rider Count and Survey

ETC Institute of Olathe, KS, conducted a 100% boarding and alighting count and onboard survey of the MTU fixed-route system on Sunday, April 6 and Monday, April 7, 2014. ETC hired and trained local temporary help to use iPads to plot the locations and record the number of persons getting on and getting off the bus. The result of the count showed that the actual number of rides on Monday (4,404) was 3.7% higher than the estimated number of rides (4,247) for that day.

The questionnaire for the survey was made available for riders to pick up and fill out, but no one handed it out or directed riders to its location on the bus. This resulted in only 205 questionnaires being completed and returned (3.6% return rate). The results of the survey can be found in Appendix B.

The purpose of the count was to identify stops that best meet boarding criteria for the installation of shelters. The purpose of the survey is to ascertain riders travel habits and likes, dislikes, and desires for transit service.

University and College Online Survey

From April 7, 2014 through May 2, 2014, employees and students from the University of Wisconsin-La Crosse (UWL), Wisconsin Technical College (WTC), and Globe University were given the opportunity to participate in an online survey designed to help inform the recommendations presented later in this plan.

Figure 3 illustrates the introductory first page of the online survey. A total of 858 people participated in the survey: 84.6% (726) from UWL; 13.1% (112) from WTC; and 2.3% (20) from Globe.

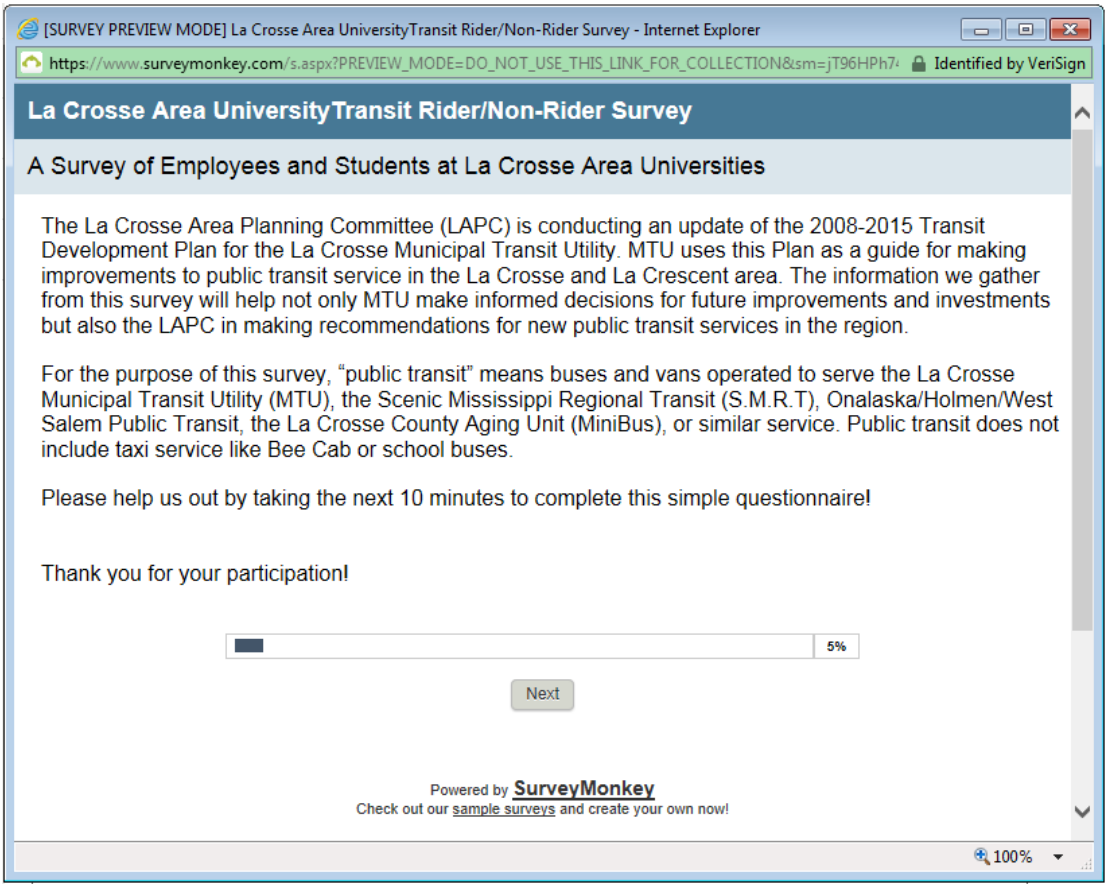


Figure 3: The first page of the college and university online survey.

Major Employer Online Survey

From August 4, 2014 through August 29, 2014, employees from several major employers in the La Crosse area were given the opportunity to participate in an online survey designed to help inform the recommendations presented later in this plan. The questionnaire was virtually identical to the one used for the universities, with some minor tweaks to take out the student component. The organizations that participated included La Crosse County, the City of La Crosse, Gundersen Health System, Mayo Health System, Chart Industries, CenturyLink, and US Bank.

A total of 2,362 attempts were made to participate in the survey. Of these, 2,284 were complete, 59 were partial responses, and 18 either did not answer place of work or did not go beyond question 3. These 18 were removed from any further analysis.

Of the 2,343 responses analyzed, employees at Gundersen Health System accounted for 69.9% (1,638) of the responses; Mayo Clinic Health System, 11.5% (270); La Crosse County, 11.5% (269); City of La Crosse, 5.5% (129); Chart Industries, 2.1% (49); US Bank, 0.1% (3); and CenturyLink, 0.0% (1). Thirty-eight respondents recorded "other" locations that included satellite locations, support locations, and other locations operated by a listed organization.

A more in-depth analysis of the survey results can be found in the document, *Major Employer Transit Survey Summary Report*.

Introduction

Transit services in the La Crosse/La Crescent area fall within two categories: 1) general public transportation (anyone can ride) and 2) specialized public transportation (only those who meet specific criteria for age and/or disability can ride). General public transportation services that serve the La Crosse/La Crescent area include:

- Fixed-route bus transit provided by the City of La Crosse Municipal Transit Utility (MTU);
- Shared-ride taxi provided by the City of Onalaska's Onalaska/Holmen/West Salem Public Transit (OHWSPT);
- Shared-ride taxi provided by the La Crosse County Rural Transit (and coordinated with OHWSPT);
- Fixed-route commuter bus provided by the City of Prairie du Chien's Scenic Mississippi Regional Transit (S.M.R.T.); and,
- Reservation-based, door-to-door (opposed to fixed-route) bus transit provided by Semcac's Rolling Hills Transit.

Specialized services are provided by MTU through its complementary paratransit (reservation-based bus) as required by the Americans with Disabilities Act (ADA) of 1990 and the La Crosse County Aging Unit through its Minibus for persons who are disabled and/or are 60 and older.

This chapter provides an inventory of the transit services found in the La Crosse area, with more detailed discussion devoted to the MTU fixed-route service. The discussion of other transit services in the region provides context for the role MTU plays as a public transportation provider as well as illustrates the level of coordination among providers.

MTU Transit Services & Facilities

MTU Fixed-Route Service

MTU operates nine fixed routes—six core routes and three contracted routes. The core routes are provided by MTU as part of its departmental plan for transit service to people within the City of La Crosse. The contracted routes (7, 9, and 10) are provided by MTU under an agreement with the contracting

communities. The Town of Campbell, the City of Onalaska, and the City of La Crescent, Minnesota purchase fixed-route transit service from the City of La Crosse at a price based upon the level of service desired.

CORE SERVICE (CITY OF LA CROSSE)

As the transit utility for the City of La Crosse, MTU provides transit services within the City. These *core* routes include:

- Route 1 South Ave;
- Route 2 Green Bay;
- Route 4 Southside;
- Route 5 Valley View Mall;
- Route 6 Northside; and
- Route 8 Crossing Meadows (influenced by contracted Route 7 French Island).

Routes 1, 2, 4, 5, and 6 begin service at 5:12 am and end service at 10:40 pm. Other than Route 5 Valley View, the routes provide 30-minute service until 6:40 pm and then shift to 60-minute service. During the academic year, the Route 5 Valley View maintains 30-minute service for the entire day. Route 8 serves the north industrial park with 60-minute service during the day on weekdays only. This route is combined with the contracted service for French Island, resulting in one large route that utilizes one bus and one driver.

MTU also operates a Safe Ride service between downtown La Crosse and the UW-La Crosse and Viterbo campuses during the academic year. The Safe Ride is a state-funded service designed to reduce drinking and driving by college students. It operates every 15 minutes from 10:00 pm to 3:00 am on Thursdays and Fridays, and from 9:00 pm to 3:00 am on Saturdays.

CONTRACTED SERVICE

The Town of Campbell, the City of Onalaska, and the City of La Crescent annually purchase bus service from MTU. The agreements outline the terms for providing the service, what the service will look like, and the service cost.

Contracted services include:

- Route 7 French Island;
- Route 9 Onalaska; and,
- Route 10 La Crescent.

Each community has purchased bus service for 60-minute service during the day on weekdays. Routes 7 and 10 provide deviated fixed-route service to meet federal requirements for serving persons with disabilities. In contrast, Route 9 includes MTU complementary paratransit to meet the needs of persons with disabilities within 3/4-mile of the route.

Because the Route 7 French Island and the Route 8 Crossing Meadows combine a contracted service and a city service, the agreement with the Town of Campbell uses a cost-sharing budget. The cost to the Town of Campbell is one-half the cost estimated for the entire combined alignment of Routes 7 and 8. The cost for service is estimated using the cost per hour for the entire transit system. This provides a cost benefit to the contracting communities because the cost efficiencies of the core system are passed on despite the higher cost per passenger for Routes 7, 9, and 10.

MTU core, contracted, and Safe Ride routes, and some of the region's major destinations are illustrated in **Figure 4** (p. 3-9). [NOTE: The illustrated alignment for the Route 4 Losey Blvd is the official route; however, construction along Badger St within the University of Wisconsin-La Crosse campus requires this route to be detoured onto East Ave and La Crosse St into 2020.] Also shown is the MTU *service district*, which is the City of La Crosse. The MTU *service area* is the area within 1/4-mile of a transit route in the case of deviated fixed-route service (Routes 7 French Island and Route 10 La Crescent) or within 1/4-mile of a transit stop in the case of typical fixed-route service. MTU's service area and district will be discussed more in chapter 4.

Transit Facilities

GRAND RIVER STATION (GRS)

When the Grand River Station (GRS) at 3rd St and Jay St in downtown La Crosse began operations in 2010, the La Crosse Post Office at 5th Ave and State St was converted from a transfer hub to a transit stop. Jefferson Lines moved its stop from the Amtrak station at 601 St. Andrew St in La Crosse to the GRS

and now staffs the ticket counter it shares with MTU. All but Route 8 Crossing Meadows of the core routes operate out of the GRS.

PARK-AND-RIDES

Valley View Mall

Since the last transit plan was completed, the construction of a Texas Roadhouse restaurant resulted in the Valley View Mall park-and-ride being moved from a location directly served by MTU to an ill-defined location within Mall parking that is not served by MTU (**Figure 5**). This location is too distant from the existing transit route to serve as a park-and-ride for transit and too distant from the doorways to the businesses to make it practical to re-route the bus route to serve this location. This park-and-ride is better suited for carpooling motorists.

Figure 5: Valley View Mall park-and-ride at its new location.

La Crescent Public Transfer Hub

The City of La Crescent constructed a public transfer hub at the corner of S 14th St and Spruce Dr at the ice arena in 2006 to encourage motorists to park their cars (65 parking spaces) and use public transit for the rest of their trips. The boarding and alighting count reported one person getting off and none getting on at this location.

VEHICLE FLEET

MTU acquired 3 new buses in 2013 to replace the 1999 Gilligs, bringing the fleet to a total of 23 buses—13 of which are used at peak time. The buses range in age from 1 year to 14 years. The average age of the fleet is 8.8 years, up from 5.8 years in 2005.

Table 1 provides a summary of the fleet size and composition in 2013. All buses are equipped with wheelchair lifts and bicycle racks, and can accommodate two wheelchairs.

TABLE 1: MTU REGULAR FLEET SIZE AND COMPOSITION, 2013

Year and Make	Quantity	Size	Seats	Age
1999 Gillig Phantom	3	35 ft	35	14
2001 Gillig Low-Floor Bus	4	35 ft	32	12
2002 Gillig Low-Floor Bus	7	35 ft	32	11
2007 Gillig Low-Floor Bus	5	35 ft	32	6
2011 International Hybrid	1	30 ft	24	2
2012 Gillig Hybrid	3	35 ft	32	1

Source: 2013 Revenue Vehicle Inventory, National Transit Database.

MTU Complementary Paratransit (MTU Mobility Plus) Service

Section 202 of the American's with Disabilities Act (ADA) requires public fixed-route transit systems to offer a level of transit service to persons with disabilities comparable to the services provided to individuals without disabilities. For MTU, "comparable" services come in two forms: complementary paratransit, which is operated as MTU Mobility Plus; and deviated fixed-route, which is utilized on two of its contracted routes—Route 7 French Island and Route 10 La Crescent.

MTU Mobility Plus serves ADA-certified persons within 3/4-mile of Routes 1, 2, 4, 5, 6, 8, and 9. The service is contracted through a private provider (currently, First Transit) and operates during the same hours and days as does the fixed-route system: Monday through Friday from 5:10 am to 10:40 pm; Saturday from 7:40 am to 7:40 pm; and Sunday from 7:40 am to 6:40 pm Trips must be scheduled 24 hours in advance (previous day).

ELIGIBILITY

MTU is required by the ADA to establish a process for certifying individuals as ADA paratransit eligible. Disabled persons wishing to be considered must first submit to MTU an application for certification that will be processed by the ADA Coordinator. A disabled person is automatically considered eligible if there are any circumstances under which the fixed-route system cannot be used; however, the coordinator will go a step further to determine the level or category of eligibility based on the conditions and circumstances under which the disabled person is unable to use the fixed-route service.

Other Transit Services

Other General Public Transit Services

ONALASKA/HOLMEN/WEST SALEM PUBLIC TRANSIT

Onalaska/Holmen/West Salem Public Transit (OHWSPT) is a demand-response, door-to-door public transit service administered by the City of Onalaska. Service began in Onalaska in 1999 as Onalaska Shared Ride. It expanded into the Village of Holmen in 2000 to become Onalaska/Holmen Public Transit and into the Village of West Salem in July of 2006 to become Onalaska/Holmen/West Salem Public Transit. In all, OHWSPT serves the communities of Onalaska, Holmen, and West Salem, and provides taxi service between Onalaska and the La Crosse Regional Airport.

OHWSPT operates from 6:30 am to 7:00 pm, seven days per week (including holidays), with free transfers to and from MTU. Transfers may take place at Center 90 or Valley View Mall. Service for OHWSPT is currently provided by Running, Inc, Viroqua, Wisconsin.

LA CROSSE COUNTY RURAL TRANSIT PROGRAM

In March of 2008, the service provider for OHWSPT, Running Inc, began providing shared-ride public transit service to the residents of the town of Holland and the villages of Bangor and Rockland as contracted with the La Crosse County Aging Unit. Service is available seven days per week from 6:30 am to 7:00 pm and is coordinated with OHWSPT.

SCENIC MISSISSIPPI REGIONAL TRANSIT (S.M.R.T.)

Under the administration of the City of Prairie du Chien, S.M.R.T. began service in December of 2012. This deviating fixed-route service connects several rural communities in Crawford and Vernon Counties to each other and to a number of businesses and the MTU system in the City of La Crosse. S.M.R.T. has eight designated stops at MTU bus stops in La Crosse; but, as need arises and time allows drivers will deviate to drop a rider at an undesignated stop.

ROLLING HILLS TRANSIT SERVICE

Rolling Hills Transit service is provided by Semcac, a community action agency serving southeast Minnesota counties including Houston and Winona Counties. The door-to-door service is available Monday through Friday from 7:00 am to 4:30 pm to the general public with a 24-hour advance reservation.

JEFFERSON LINES INTERCITY BUS SERVICE

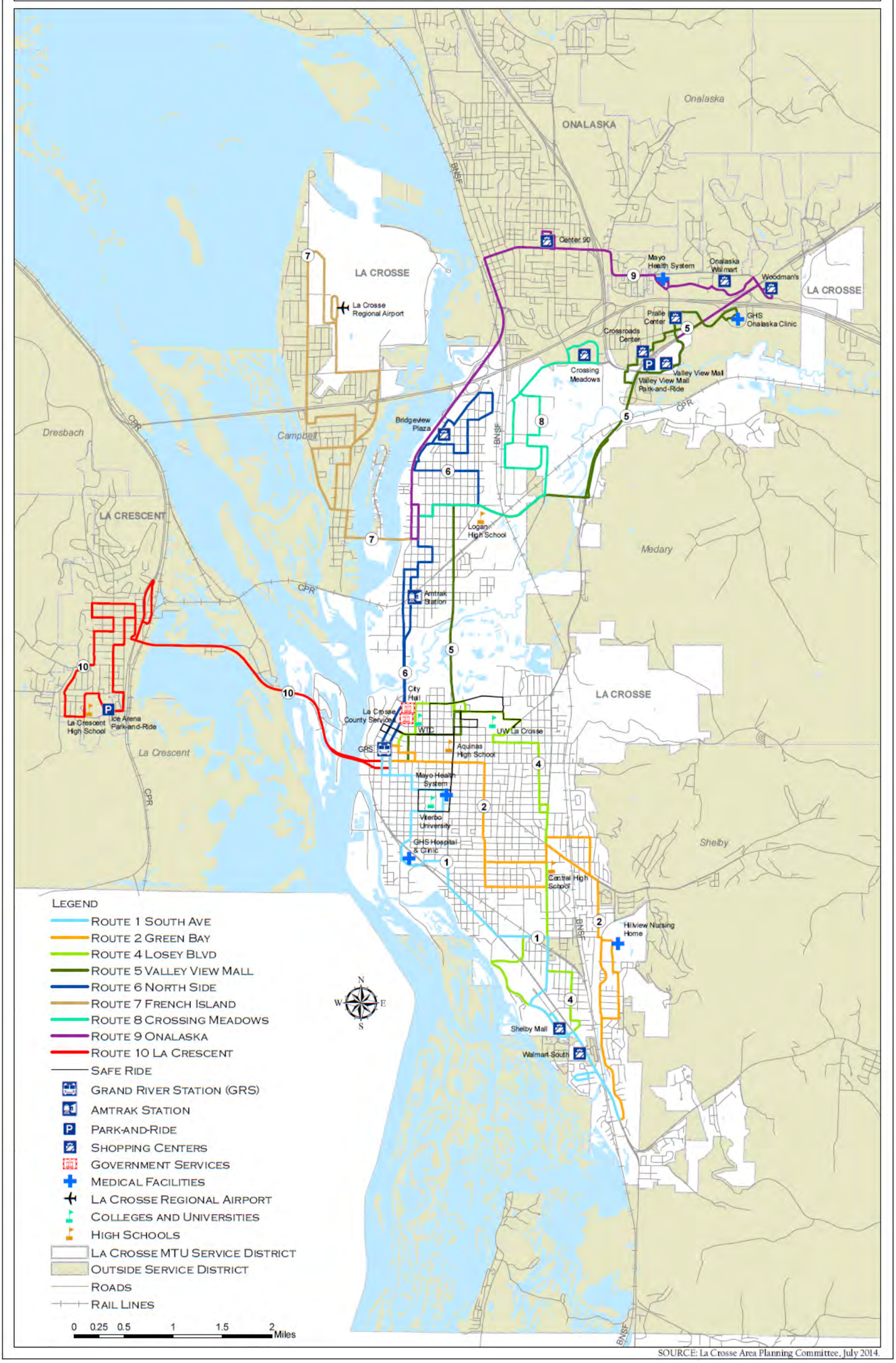
Jefferson Lines is an intercity bus service that provides daily one westbound trip to the Twin Cities and one eastbound trip to Milwaukee. In 2010, Jefferson moved its ticket counter from the Amtrak station to GRS where it shares space with La Crosse MTU. Stops occur at the GRS and at the Whitney Center on the University of Wisconsin – La Crosse (UWL) campus.

Other Specialized Transit Services

LA CROSSING COUNTY MINIBUS & VOLUNTEER DRIVER PROGRAM

The Aging Unit provides transportation services to the elderly (60 years and older) and to adults with disabilities throughout La Crosse County through the La Crosse County Minibus and through the Volunteer Driver Program (VDP). Both programs serve the same populations and operate on a zonal fare system. Although the zones for the programs cover the same geographies, the services differ in fare, reservation, and days available. Round-trips by the VDP are $8.00 for Zone 1, $12.00 for Zone 2, and $16.00 for Zone 3, and require a reservation 48 hours in advance. One-way trips by the Minibus are $3.50 for Zone 1, $4.00 for Zone 2, and $4.50 for Zone 3, and require a reservation only 24 hours in advance. VDP is available for service from 8:30 am – 5:00 pm Monday through Friday only. The Minibus, on the other hand, begins at 7:00 am Monday through Friday and includes Saturday service from 8:00 am – 4:00 pm.

Figure 4: MTU Transit Routes and Service District (City of La Crosse)



SOURCE: La Crosse Area Planning Committee, July 2014.

This page intentionally left blank.

Introduction

This chapter provides the technical analyses used to assess MTU's operations, performance, and quality of service for its fixed-route service. Operations are assessed by evaluating the operating budget and its revenue and expense streams for the five years 2008-2012 (the most recent five years for which data were consistently available when the planning process began). The operating budget also provides the base data for measuring the areas of performance of interest to WisDOT—those being the operating efficiency and effectiveness indicators codified in the Wisconsin Administrative Code Trans 4.09.

Lastly, and most importantly, quality of service, which is the overall measured or perceived performance of transit service from the passenger's point of view, is assessed through the Transit Capacity & Quality of Service (TCQS) framework for fixed-route transit. This framework focuses on quality of service, capacity, speed and reliability, and local data. The framework is supplemented by the results of LAPC public input activities and a SWOT (strengths, weaknesses, opportunities, and threats) analysis facilitated by Steven McCombs of Western Technical College (WTC) at a joint meeting of the Parking Utility Board and Municipal Transit Utility Board. (Results of the public input activities and the SWOT analysis can be found in Appendix B.)

System Operations

Operating Budget

REVENUES

MTU revenues come from farebox revenue, which includes the revenue generated from cash fares, pass and token purchases, and work and school pass programs; local sources such as the City of La Crosse and contracting communities; the Wisconsin 85.20 Urban Mass Transit Operating Assistance Program; and the 5307 Federal Formula Grant Program for Urbanized Areas. "Other" revenues include anything that doesn't fall within the four main categories. In the case of MTU, "other" revenues include advertising revenue and a portion of what the City generates through parking fees and enforcement.

Table 2 shows MTU revenues for the period 2008-2012 in un-inflated dollars. The 5-year average is used in **Table 3** to compare the sources of revenue

streams between this plan and the 2007 Transit Plan. As illustrated in **Table 3**, farebox revenue made up a bigger share of total revenue for the 2008-2012 time period (25.0%) than it did for the 2001-2005 time period (19.9%). Fares were increased twice during the 2008-2012 time period to address estimated shortfalls in operating assistance. The fare structure is illustrated in **Table 4**.

Although the share from the Federal government increased 5.6 percentage points between the 5-year averages of the two time periods, the simultaneous drop in Wisconsin revenue by 7.5 percentage points resulted in a drop of 1.9 percentage points in combined (Federal and State) revenues.

TABLE 2: MTU OPERATING REVENUES,[1] 2008-2012, ALL TRANSPORTATION

Revenues	2008	2009	2010	2011	2012	5-yr ave.
Fares	$1,483,226	$1,295,532	$1,336,462	$1,379,747	$1,379,634	$1,374,920
Local	$761,316	$566,639	$593,652	$510,903	$693,498	$625,202
State	$1,579,164	$1,320,608	$1,456,444	$1,676,480	$1,547,764	$1,516,092
Federal	$1,769,218	$1,926,599	$2,074,466	$1,967,581	$1,799,740	$1,907,521
Other	$47,752	$31,433	$28,449	$164,316	$146,091	$83,608
Total	$5,640,676	$5,140,811	$5,489,473	$5,699,027	$5,566,727	$5,507,343

[1]In actual, un-inflated dollars

Source: National Transit Database annual profiles, 2008-2012.

TABLE 3: MTU OPERATING REVENUES[1] COMPARISONS, 2007 & 2015 TRANSIT PLANS[2]

Revenue Source	2001-2005 5-yr ave.	2001-2005 % of Total	2008-2012 5-yr ave.	2008-2012 % of Total	Change in Share
Fares	$783,441	19.9%	$1,374,920	25.0%	5.1%
Local	$617,956	15.7%	$625,202	11.4%	-4.3%
State	$1,380,600	35.0%	$1,516,092	27.5%	-7.5%
Federal	$1,143,106	29.0%	$1,907,521	34.6%	5.6%
Other	$16,982	0.4%	$83,608	1.5%	1.1%
Total	$3,942,085	100.0%	$5,507,343	100.0%	0.0%

[1]Based on actual, un-inflated dollars.

[2]The 2007 Transit Plan is the *2008-2015 Transit Development Plan for the La Crosse Municipal Transit Utility* adopted in 2007. The 2015 Transit Plan is this plan, the *Grand River Transit Service Enhancement & Policy Plan 2015-2025*, adopted in 2015.

Source: Base data obtained from National Transit Database annual profiles, 2001-2012.

TABLE 4: MTU FARE STRUCTURE

Fare Category	Fare		
Adult (age 18 or older)	June 1, 2005	June 1, 2009	June 1, 2014
Cash	$1.00	$1.25	$1.50
Token (10)	$9.50	$12.00	$14.50
Monthly Pass	$30.00	$30.00	$35.00
Youth (age 4-17)			
Cash	$1.00	$1.00	$1.25
Token (10)	$9.50	$9.50	$12.00
Monthly Pass	$18.00	$18.00	$23.00
Max Pass (semester)	N/A	$40.00	$45.00
Freedom Pass (June, July, August)	N/A	$25.00	$30.00
Seniors^ (age 65 or older) & Disabled			
Cash	$0.50	$0.60	$0.75
Monthly Pass	$20.00	$20.00	$25.00
Transfers	Free	Free	Free
Bicycle Pass	$2.00 unlimited	$2.00 unlimited	Free

^Senior citizens or disabled persons with an identification card issued by MTU or with a Medicare card.

Source: MTU schedules.

Operating revenues inflated to 2012 dollars are illustrated in **Table 5**. (The Consumer Price Index (CPI) for each year is also provided.)

All but "other" revenues fell in inflated dollars from 2008 to 2012. Although "other" revenues dropped 12.9% between 2011 and 2012, they nearly tripled since 2008. The largest contributors to "other" revenues are from the rental of space in the Grand River Station and from the sale of business advertizing on buses.

TABLE 5: MTU OPERATING REVENUES, ALL TRANSPORTATION, IN 2012 DOLLARS

All Revenues	2008	2009	2010	2011	2012	% Change '08-'12
CPI[1]	215.303	214.537	218.056	224.939	229.594	6.6%
Fares	$1,581,677	$1,386,457	$1,407,178	$1,408,300	$1,379,634	-12.8%
Local	$811,849	$606,408	$625,064	$521,476	$693,498	-14.6%
State	$1,683,983	$1,413,293	$1,533,509	$1,711,174	$1,547,764	-8.1%
Federal	$1,886,652	$2,061,815	$2,184,232	$2,008,299	$1,799,740	-4.6%
Other	$50,922	$33,639	$29,954	$167,716	$146,091	186.9%
Total	$6,015,083	$5,501,612	$5,779,938	$5,816,966	$5,566,727	-7.5%

[1]Consumer Price Index.

Source: National Transit Database annual profiles, 2008-2012; CPI Detailed Report, Table 24: Historical Consumer Price Index for All Urban Consumers (CPI-U): U.S. City Average, All Items; Bureau of Labor Statistics.

EXPENSES

MTU expenses include salaries, wages, and benefits for MTU staff; materials and supplies for the fueling and maintenance of vehicles; purchased transportation for complementary paratransit service; and, other expenses to include insurance, utilities, marketing, etc.

Table 6 shows MTU expenses for the period 2008-2012 in un-inflated dollars. The 5-year average is used in **Table 7** to compare each expense category as a share of total expenditures between this plan and the 2007 Transit Plan.

The 5-year averages for the 2001-2005 and 2008-2012 time periods show that the percent of the expense budget allocated to salaries, wages, and benefits dropped from 69.0% to 60.0%. All other categories increased their share of the expense budget. Materials and supplies (fuel and maintenance) and purchased transportation, especially, took greater shares of the budget.

TABLE 6: MTU OPERATING EXPENSES,[1] 2008-2012, ALL TRANSPORTATION

All Expenses	2008	2009	2010	2011	2012	5-yr ave.
Salaries, wages, & benefits	$3,277,047	$3,212,746	$3,308,495	$3,351,968	$3,361,077	$3,302,267
Materials and supplies	$774,861	$605,622	$739,771	$901,856	$884,759	$781,374
Purchased Transportation	$1,327,669	$1,089,391	$1,153,853	$1,178,754	$1,065,787	$1,163,091
Other expenses[2]	$261,098	$233,052	$287,353	$266,448	$255,104	$260,611
Total	$5,640,675	$5,140,811	$5,489,472	$5,699,026	$5,566,727	$5,507,342

[1]In actual, un-inflated dollars.

[2]Insurance, utilities, marketing, etc.

Source: National Transit Database annual profiles, 2005-2012.

TABLE 7: MTU OPERATING EXPENSES[1] COMPARISONS, 2007 & 2015 TRANSIT PLANS

All Expenses	2001-2005 5-yr ave.	2001-2005 % of Total	2008-2012 5-yr ave.	2008-2012 % of Total	Change in Share
Salaries, wages, & benefits	$2,720,333	69.0%	$3,302,267	60.0%	-9.0%
Materials and supplies	$386,662	9.8%	$781,374	14.2%	+4.4%
Purchased Transportation	$669,259	17.0%	$1,163,091	21.1%	+4.1%
Other expenses[2]	$165,830	4.2%	$260,611	4.7%	+0.5%
Total	$3,942,085	100.0%	$5,507,342	100.0%	0.0%

[1]Based on actual, un-inflated dollars.

[2]Insurance, utilities, marketing, etc.

Source: Base data obtained from National Transit Database annual profiles, 2001-2012.

Table 8 shows expenses inflated to 2012 dollars and the percent change in expenditures between 2008 and 2012. Because of the substantial reduction in the real cost of purchased transportation (down 24.7%), total expenses in 2012 were down 7.5% compared to 2008. The cost to fuel and maintain the buses, however, increased 7.1%. Salaries, wages, and benefits did not keep pace with inflation, dropping 3.8% from 2008 to 2012.

TABLE 8: MTU OPERATING EXPENSES, ALL TRANSPORTATION, IN 2012 DOLLARS

All Expenses	2008	2009	2010	2011	2012	% Change '08-'12
CPI[1]	215.303	214.537	218.056	224.939	229.594	6.6%
Salaries, wages, & benefits	$3,494,565	$3,438,228	$3,483,557	$3,421,335	$3,361,077	-3.8%
Materials and supplies[2]	$826,293	$648,127	$778,915	$920,519	$884,759	7.1%
Purchased Transportation	$1,415,795	$1,165,848	$1,214,907	$1,203,148	$1,065,787	-24.7%
Other expenses[3]	$278,429	$249,408	$302,558	$271,962	$255,104	-8.4%
Total	$6,015,082	$5,501,612	$5,779,937	$5,816,964	$5,566,727	-7.5%

[1]Consumer Price Index.

[2]Fuel, maintenance, etc.

[3]Insurance, utilities, marketing, etc.

Source: National Transit Database annual profiles, 2008-2012; CPI Detailed Report, Table 24: Historical Consumer Price Index for All Urban Consumers (CPI-U): U.S. City Average, All Items; Bureau of Labor Statistics.

Fixed-Route Performance Statistics, Objectives, and Measures

The Federal Transit Administration (FTA) and the Wisconsin Department of Transportation (WisDOT) evaluate MTU system performance through a number of efficiency, effectiveness, and exposure measures. **Figure 6** shows the nine measures used (of which only three are common to both agencies) as categorized under their respective performance objective.

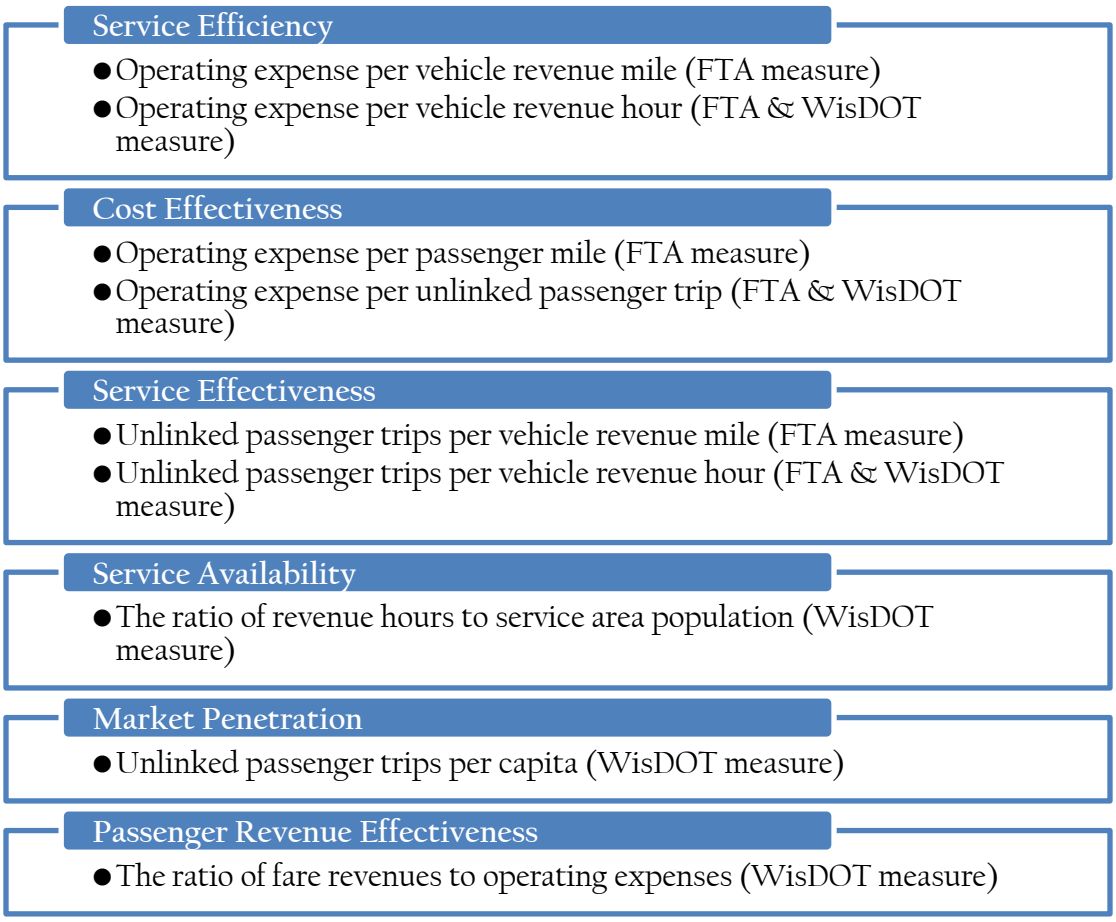


Figure 6: FTA and WisDOT performance objectives and measures.

The statistics, measures, and 5-year averages for 2008-2012 as well as the 5-year averages for 2001-2005 (the time period evaluated in the 2007 Transit Plan) are shown in **Table 9**.

Comparisons between the 5-year averages from the two time periods are straight forward except for the operating expenses and fare revenues, which

require the 2001-2005 average dollars to be converted to 2008-2012 average dollars. This is done by applying a 5-year consumer-price-index (CPI) average.

Other than revenue hours, which experienced a 1.5% decrease, all other statistics experienced increases between the 5-yr averages of the two time periods: passenger trips, 22.4%; revenue miles, 1.0%; passenger miles, 21.2%; operating expenses, 12.0%; and, fare revenues, 32.7%. Although the passenger measures for 2008-2012 improved when compared to 2001-2005, the expense measures went up, likely due to increases in fuel prices.

TABLE 9: MTU FIXED-ROUTE SERVICE CHARACTERISTICS

Statistic	2008	2009	2010	2011	2012	5-yr ave 2008-2012	5-yr ave 2001-2005
Service area pop.	61,151[1]	61,151[1]	60,751[2]	60,751[2]	60,751[2]	60,911	61,151
Passenger trips	1,202,018	1,189,841	1,230,030	1,247,698	1,152,781	1,204,474	984,274
Passenger miles	3,469,226	3,432,786	3,551,151	3,785,171	3,684,845	3,584,636	2,958,696
Revenues hours	54,950	54,962	55,657	55,072	54,154	54,959	55,767
Revenue miles	750,397	774,080	774,167	769,984	769,318	767,589	760,080
Operating expenses[3]	$4,299,741	$4,038,060	$4,321,911	$4,507,499	$4,483,270	$4,330,096	$3,244,322
Fare revenues[3]	$544,852	$552,234	$556,565	$545,960	$640,512	$568,025	$359,384
Performance Measure							
Expense/revenue mi	$5.73	$5.22	$5.58	$5.85	$5.83	$5.64	$4.27
Expense/revenue hr	$78.25	$73.47	$77.65	$81.85	$82.79	$78.80	$58.22
Expense/passenger mi	$1.24	$1.18	$1.22	$1.19	$1.22	$1.21	$1.10
Expense/passenger	$3.58	$3.39	$3.51	$3.61	$3.89	$3.60	$3.29
Passengers/mile	1.60	1.54	1.59	1.62	1.50	1.57	1.30
Passengers/hour	21.87	21.65	22.1	22.66	21.29	21.91	17.65
Revenue hrs/capita	0.90	0.90	0.92	0.91	0.89	0.90	0.91
Passengers/capita	19.66	19.46	20.25	20.54	18.98	19.77	16.10
Revenues to expenses	12.7%	13.7%	12.9%	12.1%	14.3%	13.1%	11.0%

[1]Obtained from the state budget spreadsheets submitted to the WisDOT by the La Crosse MTU. Population numbers used were from the 2000 Census.

[2]Equals the population of the City of La Crosse plus the number of people within 1/4-mile of contracted Routes 7, 9, and 10. Population extracted from 2010 Census blocks.

[3]Consumer Price Index (CPI) 5-year averages were used to compare the 5-year averages for operating expenses and fare revenue: 185.04 for 2001-2005 and 220.4858 for 2008-2012. The resulting expense and revenue averages for 2001-2005 in 2008-2012 average dollars is $3,865,796 and $428,227, respectively.

Sources: National Transit Database; Consumer Price Index, Bureau of Labor Statistics.

The expense and revenue statistics and measures for the two time periods are compared in **Table 10** by their 5-year averages. The average annual operating expense for 2008-2012 increased by 33.5% from the average for 2001-2005—a rate 1.7 times greater than the rate of inflation (19.2% between the two CPI averages). The average annual fare revenue increased by 58.1%—a rate 3.0 times greater

All of the 5-year-average expense ratios for 2008-2012 had increases in percents change from the 5-year averages for 2001-2005, but, the concurrent increases in annual ridership served to moderate the expense per passenger mile (10.0%) and expense per passenger (9.4%) to less than the rate of inflation. (The individual measures are discussed more fully under their respective performance objective.)

TABLE 10: COMPARISON OF EXPENSE AND REVENUE STATISTICS AND MEASURES:

Fixed-Route Statistic	5-yr ave 2001-2005 2007 Transit Plan	5-yr ave 2008-2012 2015 Transit Plan	% Change
Operating expenses[1]	$3,244,322	$4,330,096	33.5%
Fare revenues[1]	$359,384	$568,025	58.1%
Performance Measure			
Expense/revenue miles	$4.27	$5.64	32.1%
Expense/revenue hours	$58.22	$78.80	35.3%
Expense/passenger miles	$1.10	$1.21	10.0%
Expense/passenger trip	$3.29	$3.60	9.4%

[1]Consumer Price Index (CPI) 5-year averages were used to compare the 5-year averages for operating expenses and fare revenue: 185.04 for 2001-2005 and 220.4858 for 2008-2012. The inflation between the two averages is 19.2%.

Sources: National Transit Database; Consumer Price Index, Bureau of Labor Statistics.

PERFORMANCE OBJECTIVES

Each performance measure below is discussed in terms of its change from 2008 to 2012, how it compares to inflation for 2008-2012 (6.6%), and how it 5-year average compares between the 2007 and 2015 transit plans (**Table 9**). Comparisons of the expense measures from the two plans reference the percents change from **Table 10** above.

Service Efficiency

Service efficiency is measured by looking at the cost to operate the transit system to the number of miles (vehicle revenue miles or VRM) and hours (vehicle revenue hours or VMT) all vehicles are available to take on riders.

2015 Transit Plan (2008-2012)

Figure 7 and **Figure 8** illustrate operating expense per vehicle revenue mile (VRM) and operating expense per vehicle revenue hour (VRH), respectively, for 2008-2012. Operating expense per VRM increased 1.7%—a rate significantly less than inflation (6.6%) for that time period. Although the operating expense per VRH increased at a greater rate (5.8%) than the expense per VRM, it still increased at a lesser rate than inflation.

2007 and 2015 Transit Plan Comparisons

A comparison of the 5-year average for 2001-2005 (2007 Transit Plan) to the 5-year average for 2008-2012 (time span for this Plan) reveals increases of 32.1% in the expense per VRM and 35.3% in the expense per VRH, both of which are significantly higher than the rate of inflation.

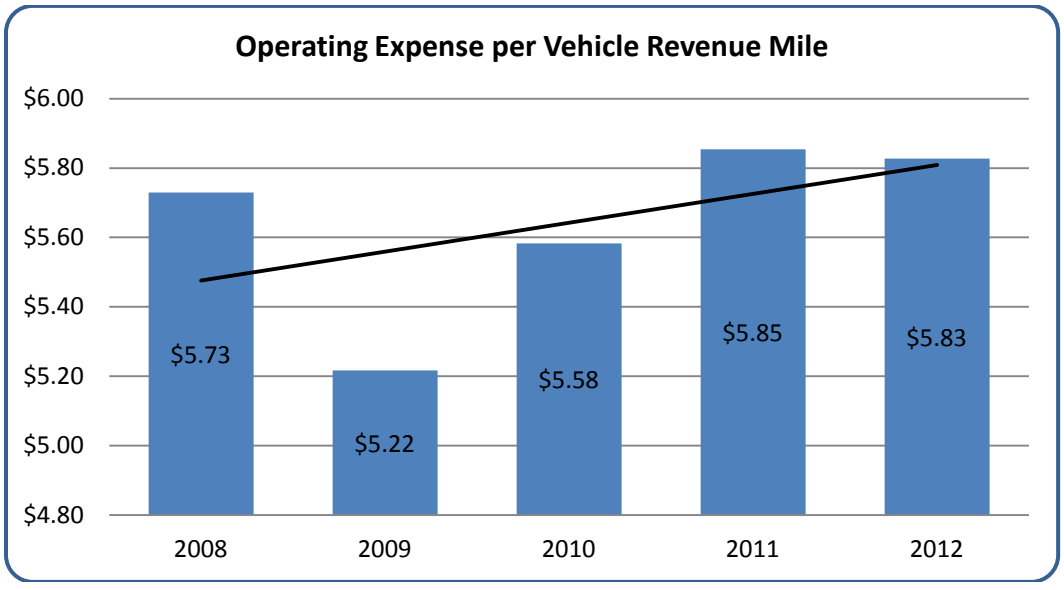


Figure 7: Operating expense per vehicle revenue mile, 2008-2012.
Source: National Transit Database.

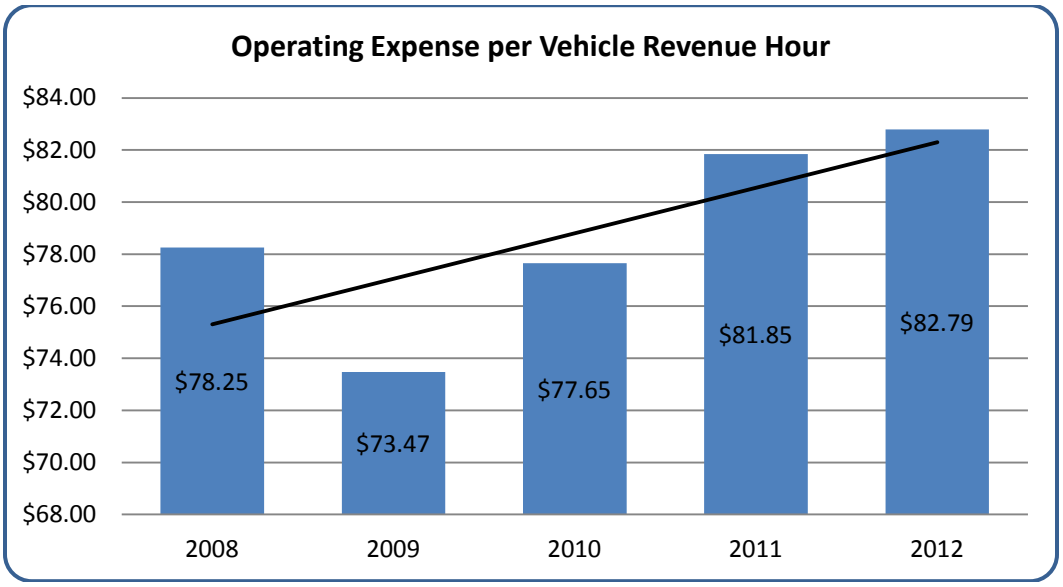


Figure 8: Operating expense per vehicle revenue hour, 2008-2012.
Source: National Transit Database.

Cost Effectiveness

Cost effectiveness is measured by the expense per passenger mile and the expense per passenger trip.

2015 Transit Plan (2008-2012)

A modest 6.2% increase in passenger miles from 2008-2012 (3,469,226 miles to 3,684,845 miles) resulted in a 1.6% decrease in the operating expense per passenger mile (**Figure 9**). The operating expense per unlinked passenger trip (**Figure 10**), however, rose 8.7%, a rate higher than inflation (6.6%).

2007 and 2015 Transit Plan Comparisons

Although the average cost of operating the MTU fixed-route system increased 12.0% between the two 5-year averages after being adjusted for inflation, the system became more cost effective as the expense per passenger mile and expense per unlinked passenger trip increased at rates (10.0% and 9.4%, respectively) less than the rate of inflation.

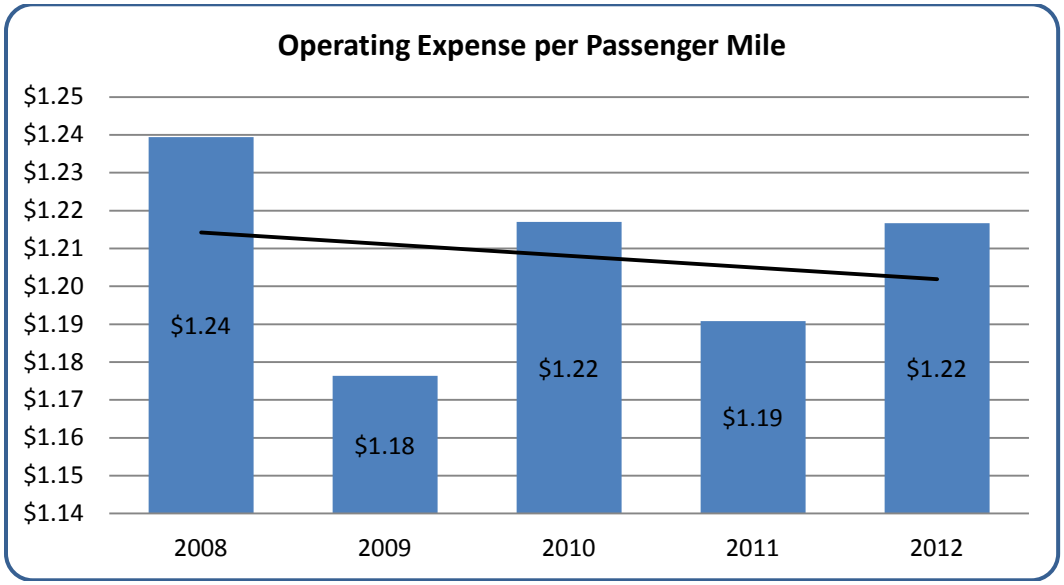


Figure 9: Operating expense per passenger mile, 2008-2012.
Source: National Transit Database.

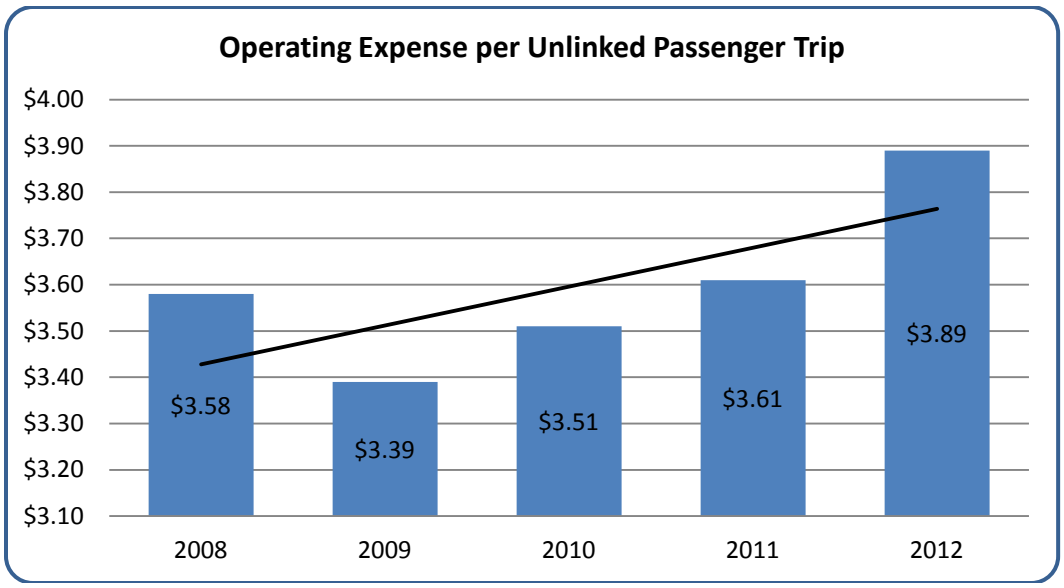


Figure 10: Operating expense per unlinked passenger trip, 2008-2012.
Source: National Transit Database.

Service Effectiveness

Service effectiveness is measured in unlinked passenger trips per vehicle revenue mile (VRM) and in unlinked trips per vehicle revenue hour (VRH).

2015 Transit Plan (2008-2012)

Because the number of passenger trips from 2008-2012 dropped by 4.1% while the number of vehicle revenue miles increased by 2.5%, the number of trips per VRM (**Figure 11**) decreased 6.3% from 2008 to 2012. Trips per VRH (**Figure 12**) decreased by 2.7%. These decreases were due partly to the increase in vehicle revenue miles with a change in route and a drop in ridership with a cut in service hours on the Route 9 Onalaska.

2007 and 2015 Transit Plan Comparisons

Although the measures degraded some during the 2008-2012 time period, they improved since last evaluated in the 2007 Plan. The 5-year averages for trips per VRM and VRH for 2008-2012 increased 20.8% (from 1.30 to 1.57) and 24.1% (from 17.65 to 21.91), respectively, from the 5-year averages for 2001-2005.

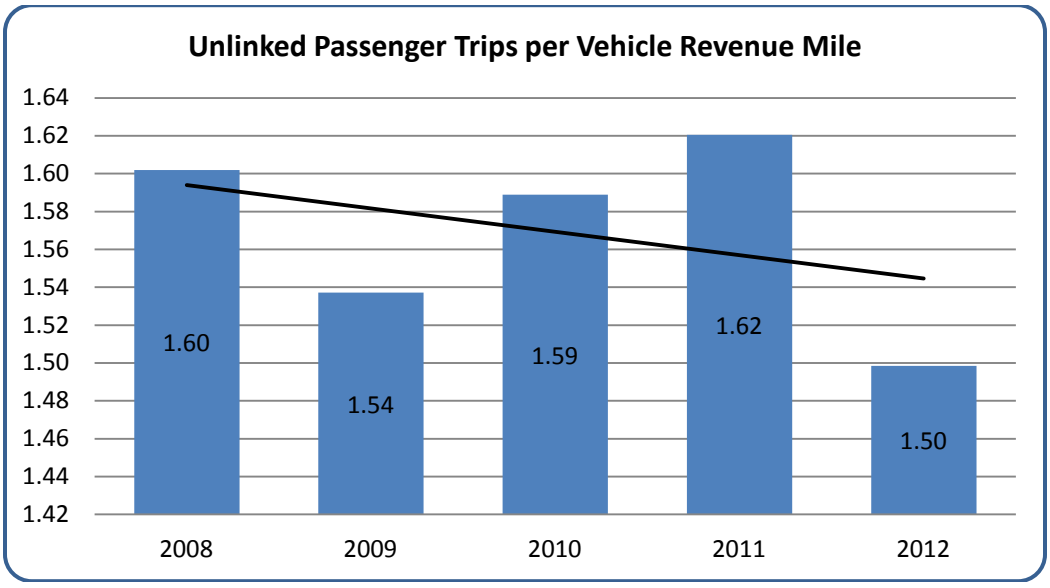


Figure 11: Unlinked passenger trips per vehicle revenue mile, 2008-2012.
Source: National Transit Database.

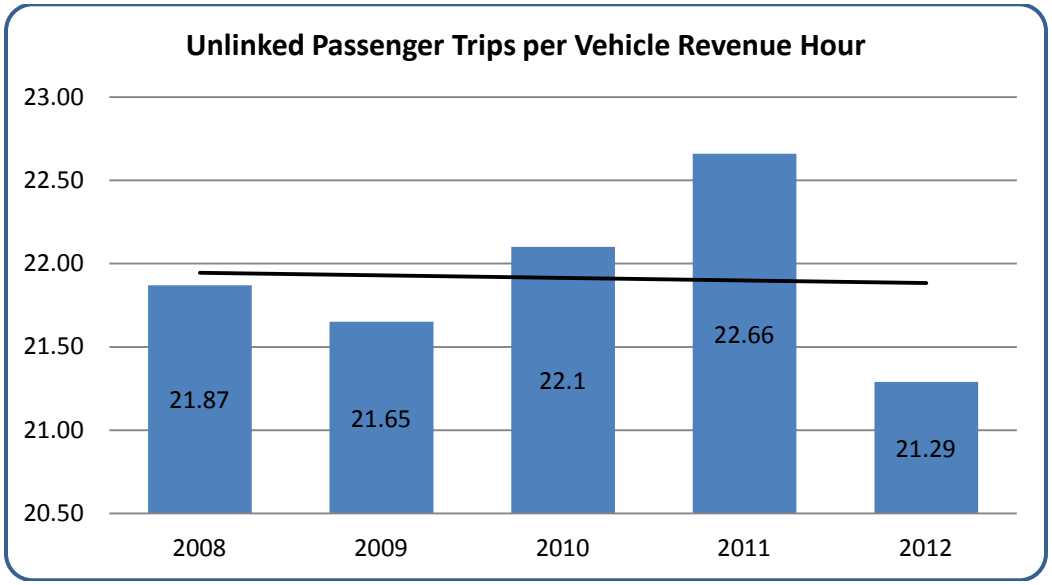


Figure 12: Unlinked passenger trips per vehicle revenue hour, 2008-2012.
Source: National Transit Database.

Service Availability

Service availability measures the number of vehicle revenue hours (VRH) to the service area population. The service area population equals the population of the City of La Crosse plus the number of people that live within the 1/4-mile buffer of contracted routes for La Crescent and French Island and the 1/4-mile buffer of the stops for the contracted route for Onalaska.

2015 Transit Plan (2008-2012)

A decrease in the number of VRH and a relatively flat population resulted in a slight decrease of 1.1% in service availability for the service area population (**Figure 13**).

2007 and 2015 Transit Plan Comparisons

The change in VRH per capita between the 5-year averages of the two plans mirrored the change between 2008 and 2012—a 1.1% decrease. As established by the service agreement between the City of Onalaska and MTU, the Route 9 Onalaska service was cut mid-day.

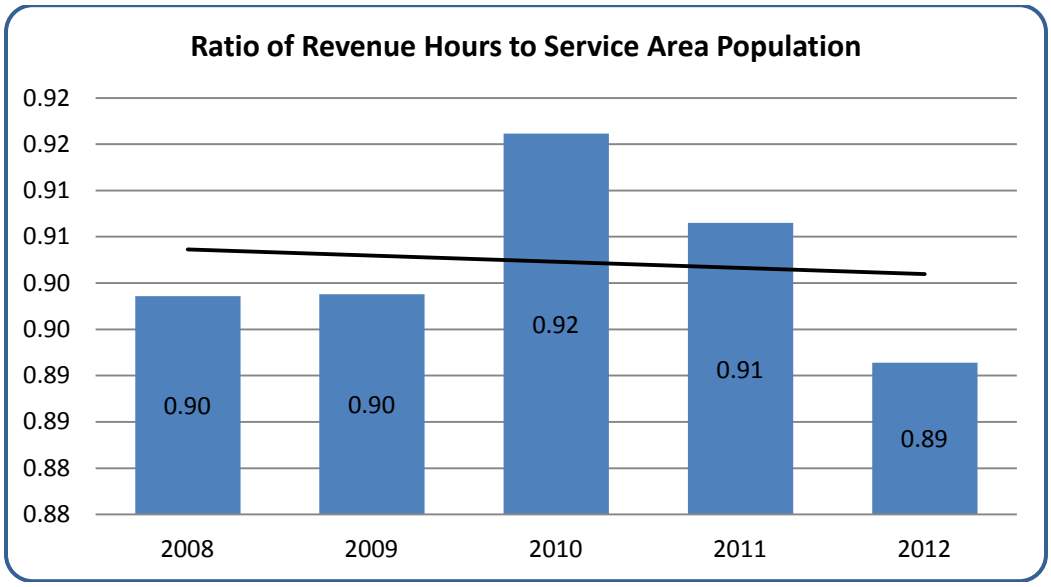


Figure 13: Ratio of revenue hours to service area population, 2008-2012.
Sources: National Transit Database; MTU State Budget submittals; LAPC.

Market Penetration

Market penetration measures the share of transit service in terms of the ratio of the number of transit trips (passengers) to the number of people within the service area.

2015 Transit Plan (2008-2012)

The number of passenger trips per person (**Figure 14**) in the service area decreased 3.5% between 2008 and 2012. This was due mainly to cuts to the extra Route 5 Valley View and Route 9 Onalaska services. Both of these services are purchased—the Extra Route 5 by UW-La Crosse and the Route 9 by the City of Onalaska. The loss in trips amounted to nearly 20,000 (5.2% decrease) for the Route 5 and over 11,000 (35.3% decrease) for the Route 9 between 2008 and 2012.

2007 and 2015 Transit Plan Comparisons

Despite service cuts and the subsequent loss in passenger trips, passengers per capita of the service area increased 22.8% between the 5-year averages of the two plans.

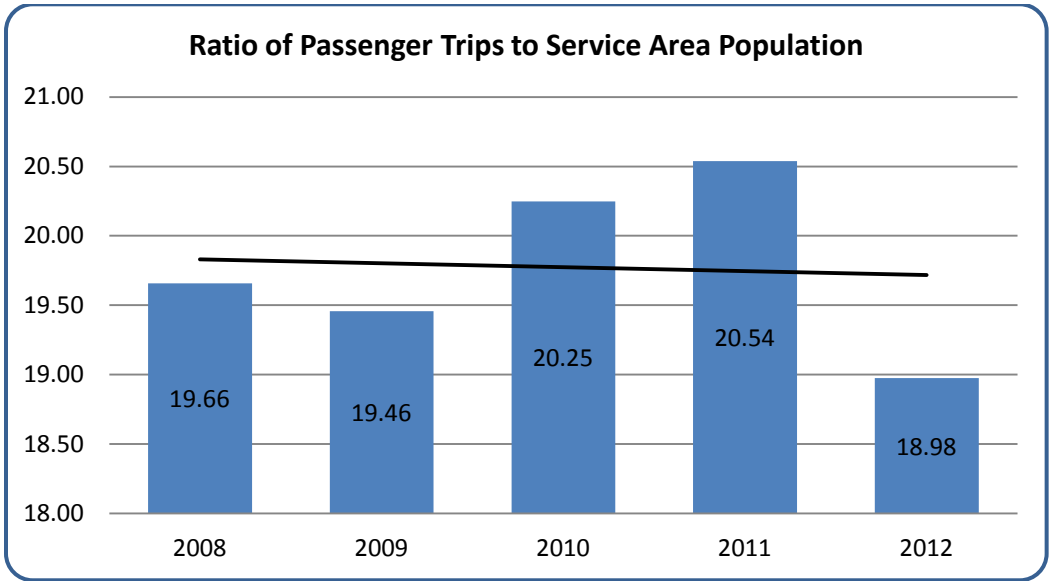


Figure 14: Ratio of passenger trips to service area population, 2008-2012.
Sources: National Transit Database; MTU State Budget submittals; LAPC.

Passenger Revenue Effectiveness

Passenger revenue effectiveness is measured by the percent of operating expenses recovered by fare revenue.

2015 Transit Plan (2008-2012)

Although the cost of doing business went up significantly, the concurrent increase in the number of riders and two increases in fares resulted in an upward trend in the ratio of fare revenues to operating expenses (**Figure 15**).

2007 and 2015 Transit Plan Comparisons

The 5-year average for the 2008-2012 time period realized a slight increase of 1.62 percentage points in fare revenues to operating expenses over the 5-year average for 2001-2005. Fare revenues have increased with the expansion of work pass and U-Pass programs.

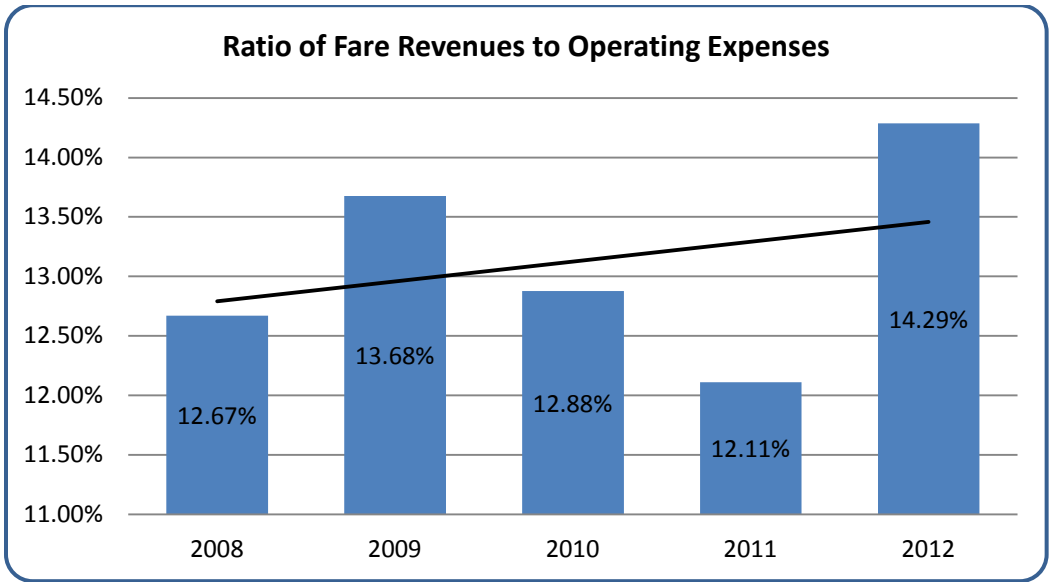


Figure 15: Ratio of fare revenues to operating expenses, 2008-2012.
Source: National Transit Database.

Summary of Performance Objectives & Measures

Table 11 summarizes the performance objectives and measures discussed above for the 5-year time period analyzed in this plan (2008-2012). The improvement or worsening of performance is based on the trend over the five years, the percent change between 2008 and 2012, and the measure's value (for expense measures only) relative to inflation. The table also shows how MTU's performance for the time frame for this plan (2008-2012) compares to its performance during the time frame for the 2007 Transit Plan (2001-2005).

All measures except operating expense per passenger mile and fare revenue to operating expense worsened between 2008 and 2012; however, only three of the nine measures worsened when compared to the 2007 Plan.

TABLE 11: SUMMARY OF PERFORMANCE OBJECTIVES AND MEASURES

Objective	Measure	Performance	
		2008-2012	2015 Plan vs. 2007 Plan
Service Efficiency	Operating expense/VRM	▼▲	▼
	Operating expense/VRH	▼▲	▼
Cost Effectiveness	Operating expense/passenger mile	▲	▲
	Operating expense/passenger trip	▼	▲
Service Effectiveness	Passenger trips/VRM	▼	▲
	Passenger trips/VRH	▼	▲
Service Availability	Revenue hours per capita	▼	▼
Market Penetration	Passenger trips per capita	▼	▲
Passenger Revenue Effectiveness	Fare revenues to operating expenses	▲	▲

Key to Symbols

▲ Improved

▼ Worsened

▼▲ Worsened, but at a rate less than inflation.

PEER ANALYSIS

In 2012, a peer analysis was conducted for MTU by SRF Consulting Group Inc. The peer analysis used the WisDOT performance objectives and measures presented above to compare MTU service to its national and state peers. Comparisons were made in two ways: 1) comparison to peer average for the most recent year of National Transit Database (NTD) data available (in this case, 2010); and, 2) comparison to peer average for annual rate of change.[2]

Consistent with the WisDOT approach to measuring performance, MTU performance is considered "significantly worse than the average" if its performance is more than one standard deviation below the peer mean, "satisfactory" if the measure fell within one standard deviation above or below the mean, and "better than peer average" if the measure fell more than one standard deviation above the mean.

[2] Because SRF was comparing MTU to peer systems, they calculated for its trend analysis an annual rate of change from 2006 to 2010 for each peer. The equation was *Annual Rate of Change=*$(Value_{2010}/Value_{2006})^{1/4}-1$.

Based on the peer analysis for 2010 (**Table 12**), MTU rated better than the peer average in five of the six measures illustrated and satisfactory in the sixth measure. SRF concluded that MTU's performance can generally be summarized as very good relative to its state and national peer systems. The system provides an excellent level of service hours relative to its peers, and as a result, carries a high level of ridership. Cost effectiveness is good, due to high productivity and low hourly operating expenses. Fares are average, and the system's satisfactory-and-highly-stable-farebox return is largely a product of its U-Pass agreements with local universities.

For the full analysis and discussion, please see the final report, *La Crosse Municipal Transit Utility Transit System Management Performance Review*, November 2012.

TABLE 12: MTU FIXED-ROUTE SERVICE PEER ANALYSIS PERFORMANCE SUMMARY

		Peer Statistic Comparison		Peer Trend Comparison	
Performance Objective	Measure	National	Wisconsin	National	Wisconsin
Service efficiency	Operating expense per revenue hour	▲	▲	▲	▲
Cost effectiveness	Operating expense per passenger	▲	▲	▲	▲
Service effectiveness	Passengers per revenue hour	▲	▲	▲	▲
Service availability	Revenue hours per capita	▲	▲	▲	▲
Market penetration	Passenger trips per capita	▲	▲	▲	▲
Passenger revenue effectiveness	Passenger revenue per operating expense	■	■	■	■

Key to Symbols

▲ *Better than peer average*

■ *Within satisfactory range (+/- one standard deviation of average)*

▼ *Outside satisfactory range*

Source: This table was reproduced from Table 18 of the *La Crosse Municipal Transit Utility System Management Performance Review Final Report*, November 2012, SRF Consulting Group, Inc. The analysis was conducted using 2010 data from the National Transit Database.

Quality of Service

Many factors affect whether or not someone will take transit: service coverage, pedestrian environment, scheduling, transfers, amenities, transit information, trip time, cost, safety and security, passenger loads, appearance and comfort, and reliability. These factors ultimately define the quality of service of the system from the user's perspective.

The quality of service framework presented in Transit Cooperative Research Program (TCRP) Project A-15, *Transit Capacity and Quality of Service Manual* was used during the planning process for the 2007 Transit Plan to evaluate MTU fixed-route service. Since then, the framework has been updated and is now available as TCRP Report 165, *Transit Capacity and Quality of Service Manual, Third Edition.* This new edition was used as the framework for evaluating fixed-route service for this 2015 Transit Plan.

While the new framework retains the quality of service measures for availability and for comfort and convenience found in the previous version, it no longer "grades" quality of service with the level of service (LOS) ratings A through F. The intent of using the LOS ratings in Project A-15 was to provide a framework recognized by transportation professionals as this rating system is used for evaluating roadway congestion. Feedback from Project A-15, however, resulted in the elimination of the LOS rating system because the letters were "too closely associated with school grades."

The quality of service for service frequency, hours of service, service coverage, and transit-auto travel time ratio are described in Tables 13, 14, 15, and 20, respectively. These tables duplicate the information from Exhibits 5-2, 5-3, 5-4, and 5-24 of Report 165 for service level and transit operator and passenger perspectives; but, they also include an evaluation of MTU service by service level.

Measures of Availability

The fixed-route measures for availability describe how often service is provided (frequency), how long service is provided (hours of service), and where service is provided (access).

SERVICE FREQUENCY

From the user's perspective, service frequency determines how often a potential user has access to transit service at any given stop. If a bus rider can board a bus on a specific route every 30 minutes then the route has 30-minute service frequency and operates on 30-minute headways. Service frequency less than twice per hour provides few opportunities for immediate travel and makes transit use less appealing and uncompetitive with the personal vehicle. **Table 13** (p. 4-29) summarizes and evaluates MTU frequency quality of service. Routes 1, 2, 4, 5, 6, 7, and 8 have not changed since last evaluated for the 2007 Transit Plan. Route 9 Onalaska degraded to providing no service on weekends and during mid-day during the week. Route 10 La Crescent improved slightly by narrowing its mid-day gap.

HOURS OF SERVICE

Hours of service represents the number of hours during the day when transit service is provided along a route, is available at a specific location, or is available between two locations.

Table 14 (p. 4-31) summarizes and evaluates MTU hours of service. The hours of service for Routes 1, 2, 4, 5, 6, 7, and 8 have remained unchanged since the 2007 Transit Plan was prepared. The Route 9 Onalaska increased hours of service by 30 minutes, but not enough to move into a higher level-of-service category. The Route 10 La Crescent improved substantially in hours of service by adding three hours each weekday.

ACCESS

Access for transit considers the connections between and proximity to areas where people live and where people work, socialize, shop, and recreate. Spatial factors like employment and housing densities help determine if and how often to provide transit service, while social and economic factors like age,

disability, race, and income help identify areas where people who are inclined to take transit are concentrated.

Service Coverage & Connections

Spatial considerations include transit's ability to connect origins (the start point of a trip such as "home") and destinations (the endpoint of a trip such as a friend's house, school, work, or shopping), and a person's ability to get to transit through walking, biking, driving, or other transit.

Trip ends (origins and destinations) can be generalized geographically by identifying transit-supportive Census blocks, block groups, or tracts (depending on the size of the area being analyzed) where the density of jobs and/or housing units meets a minimum density to make transit service feasible for one-hour service. But because fixed-route transit service is not door-to-door, with all things being equal, a transit-supportive area with no sidewalks is not going to generate as many riders as one with a walkable and bikable environment.

Figure 16 (p. 4-33) illustrates the geographic boundaries used to evaluate MTU's service coverage characteristics summarized in **Table 15** (p. 4-37). MTU is chartered to provide transit service within the City of La Crosse (service district); but, MTU also provides service through annual agreement to the communities of Campbell, La Crescent, and Onalaska. The area served within the City of La Crosse (yellow) equals the total of all areas within 1/4-mile (typical walking distance) of a bus stop less overlaps. The area within the City that is NOT served is marked in a hashed green. Service areas provided by agreement are shown in light orange and were created by buffering the entire route for each the Route 7 Campbell and the Route 10 La Crescent (they both provide deviated fixed-route service) and by buffering the individual stops for the Route 9 Onalaska.

Transit-Supportive Areas

According to TCRP Report 165 (and its predecessor TCRP Project A-15), an area with a density of 3-or-more housing units per acre or 4-or-more jobs per acre is considered transit-supportive for one hour service.[3]

[3] Data for housing units were obtained at the block level from the 2010 Decennial Census; data for employment were obtained for each employer location from InfoUSA 2010 business data and aggregated up to the block level.

Figure 17 (p. 4-35) shows the transit-supportive blocks in the communities served by MTU. Lavender represents transit-supportive blocks that are served by MTU core routes (routes 1, 2, 4, 5, 6, or 8), light green represents transit-supportive blocks served by MTU contracted routes, and dark blue represents transit-supportive blocks that are not served by MTU (although those in the City of Onalaska are served by OHWSPT). All other blocks have densities that are not transit-supportive.

La Crosse Service District (City of La Crosse)

As illustrated in the figure and summarized in **Table 15** (p. 4-37) and **Table 16** (p. 4-38), 90.7% of the population within the City of La Crosse is within a 1/4-mile walking distance of a transit stop. Of the 86.8% of the population that resides in transit-supportive blocks in La Crosse, 96.0% is served by transit. MTU serves 96.2% of the housing units and 99.0% of the jobs. Over 1,300 La Crosse jobs (2.8%) in transit-supportive blocks are served by contracted routes (Route 7 French Island and Route 10 La Crescent). The La Crosse Regional Airport is also served by a contracted route (Route 7) instead of by a core route.

Although **Table 15** states that serving more than 90.0% of the service area population and transit-supportive population leads to cost inefficiencies, the peer analysis discussed earlier in this chapter reports that MTU is better than average in five of six cost measures and within a satisfactory range of the sixth measure when compared to both Wisconsin and national peers.

MTU Service Provided by Agreement

The communities of Campbell, La Crescent, and Onalaska purchase transit service annually from the City of La Crosse. An agreement sets forth the terms and conditions under which transit service is provided by the City of La Crosse, through MTU, to each contracting community.

Table 15 and **Table 16** summarize how and to what degree MTU serves the population, housing units, and jobs within transit-supportive blocks in Campbell, La Crescent, and Onalaska. Because Campbell and La Crescent are served by deviated fixed-route service, over 90.0% of their population (99.4% and 93.4%, respectively) and housing units (99.4% and 94.3%, respectively) within transit-supportive blocks are served by MTU.

The City of Onalaska has purchased fixed-route service with complementary paratransit, which means only the transit-supportive blocks that fall within the 1/4-mile buffer of a bus stop are served by fixed-route service. This translates to 27.9% of the population, 28.5% of the housing units, and 71.8% of

the jobs in transit-supportive blocks in the City of Onalaska are served. Nearly half (3,313) of the jobs in Onalaska are served by MTU core routes (Route 8 Crossing Meadows and Route 5 Valley View). As mentioned earlier, however, Onalaska administers its own shared-ride transit service that serves the entire community.

Multimodal Connections

Because we do not have much of the data needed to determine a multimodal level of service as discussed in the TCRP Report, we will assess access to MTU by evaluating the sidewalk network, off-road bicycle and pedestrian trail and path connections, and barriers that cut off seemingly served areas. **Figure 18** illustrates the relationship between bus stops and the presence of sidewalks, safe crossings, and barriers created from the built environment.

Curbs and Sidewalks

Sidewalks are important for pedestrians to safely travel to and from bus stops, and to safely access the bus itself. Because sidewalks are generally installed within elevated boulevards alongside roads with 6-inch curb, the bus can "kneel" down to a reasonable height for riders to access and egress the bus. The step at full height is 15 inches; the kneeling height to ground level is 11 inches, which is still a rather substantial drop and not friendly to persons with mobility challenges. The slope of the ramp used for the access and egress of mobility devices increases from 11.0% when kneeling to a curb to 23.5% when kneeling to the ground.

A sidewalk without a paved access way to connect the sidewalk to the bus stop at the curb, however, is of little use for someone getting on or off a bus in a mobility device. The rider must be picked up/dropped off at the curb ramp, which slopes from curb height to the ground. While the slope of the bus ramp falls somewhere in between the slope to the ground and the slope to the curb (depends on where the bus ramp hits the curb ramp), this option is not optimal for safe access and egress.

The service district (City of La Crosse) contains around 375 bus stops, 207 (55.2%) of which have access by sidewalk from any direction. Of the remaining stops, 47 (12.5%) have no access by sidewalk (a significant reduction from the 99 inaccessible stops inventoried in 2007), 11 (1.9%) are at businesses, and the rest (110 or 29.3%) fall in between with some access.

The areas where stops have no sidewalk access tend to be more suburban type development on the fringe of the City or in industrial areas. As the City

progresses on its sidewalk improvement plan, the gaps in the sidewalk network are slowly being filled.

Safer Pedestrian-Friendly Crossings

The cities of La Crosse and Onalaska have installed enhanced pedestrian crossings (the pink lines in **Figure 18**) at strategic pedestrian crossings of high volume roads. The seven newest enhancements are rectangular rapid flashing beacons (RRFBs) that allow for safer and easier access to MTU bus stops (five in La Crosse and two in Onalaska). The limitation with RRFBs, however, is that motor vehicles only need to yield. Two additional crossings (both in La Crosse) are traditional pedestrian signals that require motor vehicle traffic to stop. The signal at Pine St for West Ave is rarely if ever used because it takes too long for the signal to change to allow pedestrians to cross. The signal on Losey Blvd will change immediately.

Barriers

Figure 18 calls out five areas within the City that appear to be served because they fall within the 1/4-mile buffer (as the crow flies) of a stop. The issue here is that the built environment has produced barriers that prevent pedestrians from accessing transit in a straight path. They need to go out of their way to go around the barrier. The greatest barriers are the two rail lines—the Canadian Pacific (CP) and the Burlington Northern & Santa Fe (BNSF)—and the overpasses that were constructed to eliminate some at-grade crossings. **Table 17** summarizes the pockets of neighborhoods that are cut off and their barriers.

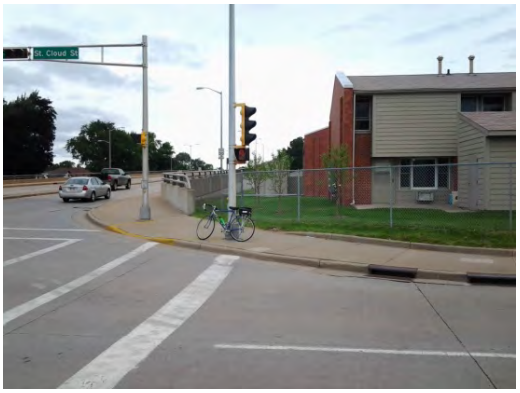
Bicycles

Bicyclists have good access to MTU through a rather extensive network of area trails and on-road accommodations, and conditions are improving. All buses are equipped with a bicycle rack that holds two bicycles. Public input suggests that 3-bicycle racks would be favored. Bicyclists often are unable to access the bus when wanted because the rack is full. When service frequencies are at 30 and 60 minutes, waiting for the next bus is not a user-friendly option. Although the region has three designated park-and-rides, only the one at the Ice Arena in La Crescent has direct access to MTU.

TABLE 17: UN-SERVED NEIGHBORHOODS WITHIN THE LA CROSSE SERVICE AREA

Map #	Neighborhood	Barrier
1	Schuh Homes, La Crosse Housing Authority, Winneshiek Rd; eligible low-income tract	**George St overpass over the CP rail line.** The bus stops are at the at-grade ends of the overpass. The north stop at Clinton St is completely closed off by the rail line and the south stop at Hagar St is outside of the 1/4-mile walking distance.
2	Amtrak Station area, St Andrew St; eligible low-income tract	**Rose St overpass over the CP rail line.** The bus stops are at the at-grade ends of the overpass at Gould St (south) and Hagar St (north). The north stop at Hagar St for northbound riders is accessible by a sidewalk that crosses the rail line. Southbound riders, however, need to ride north to go south, resulting in a high on-vehicle time.
3	Wedgewood Commons/ Miller St area; eligible low-income tract	**BNSF Heileman Line and development decisions.** This area is below the grade of 7th St and partly blocked by parking garages for Wedgewood Commons. The only public access is Cook St, which is significantly south of the bus stop at Gundersen, use of which results in an actual walking distance significantly greater than 1/4-mile.
4	29th Ct area	**BNSF rail line and Pammel Creek.** The 29th Ct area is wedged between the BNSF main line and Pammel Creek (a natural creek that has been channelized to take residential properties out of the flood plain). The nearest transit stops are at 32nd St/Ward (north end of area) Ave and 33rd St/Kenton St (south end).
5	Rivercrest Village MHP	**BNSF rail line and USH 14/61 (Mormon Coulee Rd).** The rail line cuts off this mobile home park, especially when a train sits in wait of a green light, across the only road access at 33rd St. At 33rd St, USH 14/61 is a high-speed, four-lane facility that makes safe crossing to the bus stops on the east side of 33rd St virtually impossible. (One fatality occurred here in 2012.)

Figure 19 below illustrates the locations from **Table 17** above.



Schuh Homes at George St and St Cloud

George St Overpass

Looking north up sidewalk crossing CP rail line & access to northbound Route 6.

Looking east from sidewalk toward Amtrak station and George St overpass

Looking east across five lanes of USH 14/61 at the MTU bus stop from the 33rd St entrance to Rivercrest Village.

Pedestrian bridge connecting Rivercrest Village to north side of Pammel Creek. USH 14/61 overpass & BNSF railroad bridge pictured in background

Figure 19: Examples of the barriers from Table 17.

Contracting Communities

None of the bus stops on French Island (Town of Campbell) are served by sidewalks from all directions (north, south, east, and west). Only four stops are accessed by sidewalks from one or two directions. Because Campbell is served with deviated fixed-route service, this may not be such a problem for riders who call ahead to be picked up/dropped off at a particular location; but, this can be a significant issue for those who just want to get on or off the bus at a scheduled stop. Although a pedestrian overpass does connect the two neighborhoods on either side of the interstate, residents are unlikely to use it to access a transit stop.

Only 3 of the 15 stop locations in La Crescent are served by sidewalks from all directions. Most of the roads along which the stops are placed have a sidewalk on only one side. Like Campbell, La Crescent is served by deviated fixed-route service and the absence of sidewalks may not be a big issue for most riders; however, persons with physical challenges or those who use mobility devices may have difficulty getting on and off a bus from ground level.

With typical fixed-route service, the riders of MTU depend on a complete sidewalk system to access bus stops. Only 13 (30.2%) of the 43 bus stops in Onalaska can be accessed by sidewalk from all directions; 2 (4.7%) cannot be accessed by sidewalk at all [on N Kinney Coulee Rd at the Department of Motor Vehicles and on Pralle Center Dr at Culver's (**Figure 20**)]. Five stops with limited sidewalk facilities are located at the door of businesses (Center 90, Mayo Health System, Gundersen Health System, Kohl's, Shopko, and TJ Maxx).

Figure 20: Two riders sitting in the grass as they wait for MTU at the bus stop near Culvers, Pralle Center Dr.

TABLE 13: FIXED-ROUTE FREQUENCY QUALITY OF SERVICE

Average Headway	Passenger Perspective	Operator Perspective	MTU Service Attributes	Service Evaluation
≤5 minutes	• Very frequent service, no need for passengers to consult schedules • Bus bunching more likely, which can result in longer-than-planned waits for a bus and more variable passenger loads	• Feasible for bus or rail service in very high-density (high-ridership) corridors, and where routes converge to serve a major activity center • Exclusive right-of-way highly desirable to reduce external impacts on transit operations and to keep operating speeds high (minimizing operating costs) • In mixed traffic, bus and streetcar headways approach traffic signal cycle lengths: bunching can easily occur • Adding more frequency to add capacity may not be feasible or effective due to (a) minimum train spacing requirements or (b) unused capacity due to bus bunching • Using larger or longer vehicles, or replacing seats with standing area, may be options for adding capacity short of upgrading transit modes	• None of the MTU routes run on 5-minute-or-less headways. Population densities and transit usage does not warrant this level of service. This is unchanged since last evaluated for the 2007 Transit Plan.	↔
>5-10 minutes	• Frequent service, no need for passengers to consult schedules • Bus bunching possible, which can result in longer-than-planned waits for a bus and more variable loads	• Feasible on high-density corridors with bus or rail service, and where routes converge to serve a major activity center • Short headways needed for circulator routes to be able to compete with walking and bicycling • Exclusive right-of-way desirable to reduce external impacts on transit operations and to keep operating speeds high (minimizing operating costs) • Traffic congestion, dwell time variability, and differences in bus operator driving styles may result in bus bunching • Increasing frequency to add capacity usually feasible (budget permitting) when exclusive right-of-way provided in congested areas	• None of the MTU routes run on >5-10-minute headways. Population densities and transit usage does not warrant this level of service. This is unchanged since last evaluated for the 2007 Transit Plan.	↔
11-15 minutes	• Relatively frequent service, but passengers will usually check scheduled arrival times to minimize their waiting time at the stop or station • Maximum desirable wait time for the next service if a bus or train is missed	• Often branded as "frequent service" in conjunction with long service hours, including weekends • Feasible in higher-density corridors (e.g. 15 dwelling units/net acre for bus service), routes with strong anchors on both ends, and park-and-ride-based peak-period commuter bus service • Typically the longest feasible off-peak headway that would justify light rail or Bus Rapid Transit service	• None of the MTU routes run on 15-minute-or-better headways. This is unchanged since last evaluated for the 2007 Transit Plan. The area of La Crosse with high-density student housing currently served by the limited-service Safe Ride could support 15-minute service. A route connecting high-density employment centers may be feasible.	↔ Room for improvement
16-30 minutes	• Passengers will check scheduled arrival times to minimize their waiting time • Passengers must adapt their travel to the transit schedule, *often* resulting in less-than-optimal arrival or departure times for them	• Typically provided as 20- or 30-minute headways • Other headways can also be seen when traffic congestion increases bus running time, but budget not available to add service • Feasible in moderate-density corridors (e.g. 7 dwelling units/net acre for bus service) • Typical commuter rail headway; longest commuter bus headway	• The core routes Route 1 South Ave, Route 2 Green Bay, Route 4 Losey Blvd, Route 5 Valley View Mall, and Route 6 Northside operate on 30-minute headways during the week until 5:42 pm after which time service drops to 60 minutes. This is unchanged since last evaluated for the 2007 Transit Plan.	↔

Table continued on next page...

TABLE 13: FIXED-ROUTE FREQUENCY QUALITY OF SERVICE (CONTINUED)

Average Headway	Passenger Perspective	Operator Perspective	MTU Service Attributes	Service Evaluation
31-59 minutes	• Non-clockface headways require passengers to check scheduled arrival times • Passengers must adapt their travel to the transit schedule, usually resulting in less-than-optimal arrival and/or departure times for them • Provides more bus departures per day than hourly service over the same service span	• Typically provided as 40- or 45-minute headways • Other headways can also be seen when traffic congestion increases bus running time, but budget not available to add service • Feasible in low-to-moderate density corridors (e.g. 5-6 dwelling units/net acre)	• MTU does not operate at these headways. This is unchanged since last evaluated for the 2007 Transit Plan.	↔
60 minute	• Provides a minimal service level to meet basic travel needs • Passengers must adapt their travel to the transit schedule, *usually* resulting in less-than-optimal arrival or departure times for them	• Typical maximum headway for fixed-route bus service • Potentially feasible at densities as low as 4 housing units/net acre [3 housing units/gross acre], depending on ability to subsidize service • May be provided to meet a service coverage standard	• The routes operating in communities that contract for service—Route 7 French Island, Route 9 Onalaska, and Route 10 La Crescent—as well as the La Crosse Route 8 Crossing Meadows operate on 60-minute headways during the week, with no weekend service. • The Routes 9 and 10 each have a period of no service over the noon hour, resulting in a 4-hour and a 1.5-hour headway, respectively, from last a.m. bus to first p.m. bus at any given stop. While the period of no service for the Route 10 La Crescent decreased, since last evaluated for the 2007 Transit Plan, the period of no service for the Route 9 did not exist at that time. • Core routes (1, 2, 4, 5, and 6) operate on 60-minute service beginning at 5:42 pm during the week and during the hours of operation on Saturday and Sunday. This is unchanged since last evaluated for the 2007 Transit Plan.	Routes 1, 2, 4, 5, 6, 7 and 8: ↔ Route 9: ▼ Route 10: ▲
>60 minutes	• Undesirable for urban transit service due to typical long waits for return trips and when a bus is missed	• May wish to consider some form of demand-responsive transit to provide service that better meets passengers' travel needs	• The Routes 9 and 10 each have a period of no service over the noon hour, resulting in a 4-hour and a 1.5-hour headway, respectively, from last a.m. bus to first p.m. bus at any given stop.	Route 9: ▼ Route 10: ▲
Overall Evaluation of Frequency Quality of Service by Route: 2007 and 2015 Plan Comparisons	La Crosse Routes 1, 2, 4, 5, 6, 8: ↔ Contracted Routes: Route 7: ↔ Route 9: ▼ Route 10: ▲ Eliminate service gaps on Routes 9 and 10. Room for improvement: expand 30-minute service one hour into evening for core routes; 15-minute service (circulator) through student neighborhoods.			

↔ service is unchanged from last evaluation year ▼ service has worsened since last evaluation year ▲ service has improved since last evaluation year

TABLE 14: FIXED-ROUTE HOURS OF SERVICE QUALITY OF SERVICE

Hours of Service	Passenger Perspective	Operator Perspective	MTU Service Attributes	Service Evaluation
>18 hours	• A full range of trip purposes can be served • Allows bus travel to replace potentially riskier travel by other modes late at night (e.g., crime, drunk driving, poor visibility)	• Often branded as "night" or "owl" service • May require added driver pay for late-night work • May require increased security measures on transit vehicles and in transit facilities • May only be offered certain days (e.g., Friday and Saturday nights) • May be operated on a different set of routes than operate the rest of the day (e.g., emphasizing coverage over travel time)	• MTU does not provide service at this level of service. This is unchanged since hours-of-service was last evaluated for the 2007 Transit Plan. • Demand is not there to provide this level of service. The potential for riskier travel is partially addressed by the Safe Ride program.	←→
15-18 hours	• Provides service late into the evening and/or earlier in the morning, allowing a broad range of trip purposes to be served	• May require more than two full-time drivers per vehicle or overtime pay • To enhance nighttime passenger security off the bus, some bus operators allow flag stops where safe, to minimize passenger walking distance to their destination • Evening service may be operated on a different set of routes than operate the rest of the day (e.g., emphasizing coverage over travel time)	• MTU's core routes (1, 2, 4, 5, and 6) continue to operate for 17.5 hours per day on weekdays. This level of service remains unchanged since last evaluated for the 2007 Transit Plan. • This is adequate service for the current level of demand.	←→
12-14 hours	• Provides a long enough service span to serve work trips based around traditional office hours, with some arrival and departure time flexibility	• Can be covered by two full-time drivers per vehicle	• Core routes (1, 2, 4, 5, and 6) operate for 12 hours on Saturdays. This level of service remains unchanged since last evaluated for the 2007 Transit Plan. • Contracted Route 7 French Island operates for 12 continuous hours daily during the week, with no weekend service. This level of service remains unchanged since last evaluated for the 2007 Transit Plan, but could be improved to better coordinate with a need to increase hours of service on the Route 8. • Contracted Route 10 La Crescent operates during weekdays-only over a span of 13 hours 15 minutes, but the service is suspended for 42 minutes between 12:30 pm and 1:12 pm. This service has expanded considerably—from 9.5 actual hours of operation to 12.5 actual hours—since hours-of-service was last evaluated for the 2007 Transit Plan.	Routes 1, 2, 4, 5, 6, 7: ←→ Route 7: Room for improvement Route 10: ▲

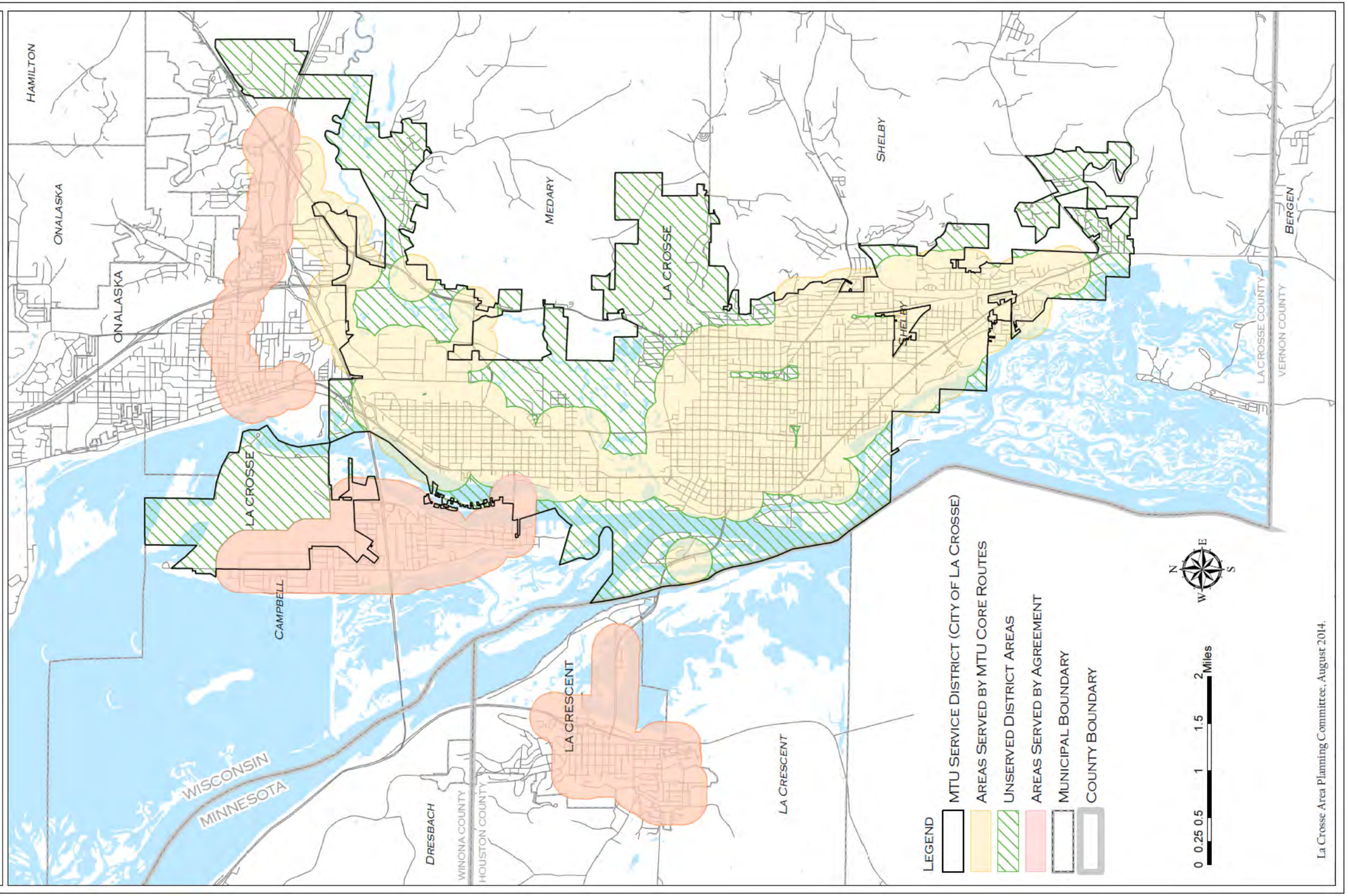
Table continued on next page...

TABLE 14: FIXED-ROUTE HOURS OF SERVICE QUALITY OF SERVICE (CONTINUED)

Hours of Service	Passenger Perspective	Operator Perspective	MTU Service Attributes	Service Evaluation
7-11 hours	• Allows trips to be made during the middle of the day • At the upper end of the range, still not enough service for someone working traditional office hours who needs flexibility to run errands after work	• Provides sufficient work for full-time drivers, but may require a midday gap in service for a driver lunch break in a system with few routes • Two part-time drivers per bus could also provide service on a route without a lunch-break service gap • Not uncommon weekday service hours for small city service; good weekend small city service	• Core routes (1, 2, 4, 5, and 6) operate for 11 hours on Sundays. This level of service remains unchanged since last evaluated for the 2007 Transit Plan. • La Crosse Route 8 Crossing Meadows operates for 10.5 hours during the week, with no weekend service. Hours of service should be expanded to better accommodate manufacturers' shifts. This level of service remains unchanged since last evaluated for the 2007 Transit Plan. • Contracted Route 9 Onalaska operates for 8.5 hours during the week as more of a morning and afternoon peak use service. A three-hour gap of no service occurs between 10:23 am and 1:25 pm. Although the actual weekday hours of operation increased by 30 minutes since Route 9 was last evaluated as the Onalaska Shopper Shuttle for the 2007 Transit Plan, service from the route as a whole has been significantly cut. Service on the weekends was discontinued and a no-service gap was created.	Routes 1, 2, 4, 5, 6, 8: ←→ Route 8: Needs improvement Route 9: ←→ Needs improvement
4-6 hours	• With peak-period service, allows some choice of a.m. and p.m. departure times • With hourly service, allows opportunities to make trips during a defined period of time, with less wasted time waiting for the return trip	• Typical service hours for commuter bus and commuter rail service that operates peak periods only • Provides sufficient work for part-time drivers • Minimum service hours for hourly service (e.g., small city weekend service)	• MTU does not provide service at this level of service. This is unchanged since hours-of-service was last evaluated for the 2007 Transit Plan.	←→
<4 hours	• Basic lifeline service that allows a round trip in one day or a half day • Passengers' days must be planned around the transit schedule, with little or no flexibility	• Might be provided on rural routes with only a few daily departures (e.g., morning, midday, afternoon) • Buses and drivers may need to alternate between routes for resources to be used effectively	• MTU does not provide service at this level of service. This is unchanged since hours-of-service was last evaluated for the 2007 Transit Plan.	←→
Overall Evaluation of Hours of Service by Route: 2007 and 2015 Plan Comparisons	La Crosse Routes 1, 2, 4, 5, 6, 8: ←→ Contracted Routes: Routes 7 and 9: ←→ Routes 10: ▲			
Service Recommendations:	Eliminate the gap in service in the Route 9 Onalaska and Route 10 La Crescent; expand weekday hours of service for Routes 7 & 8; Add Saturday service to Routes 7, 8, 9, & 10; Operate weekday hours on all routes on New Year's Eve when it falls on a week day.			

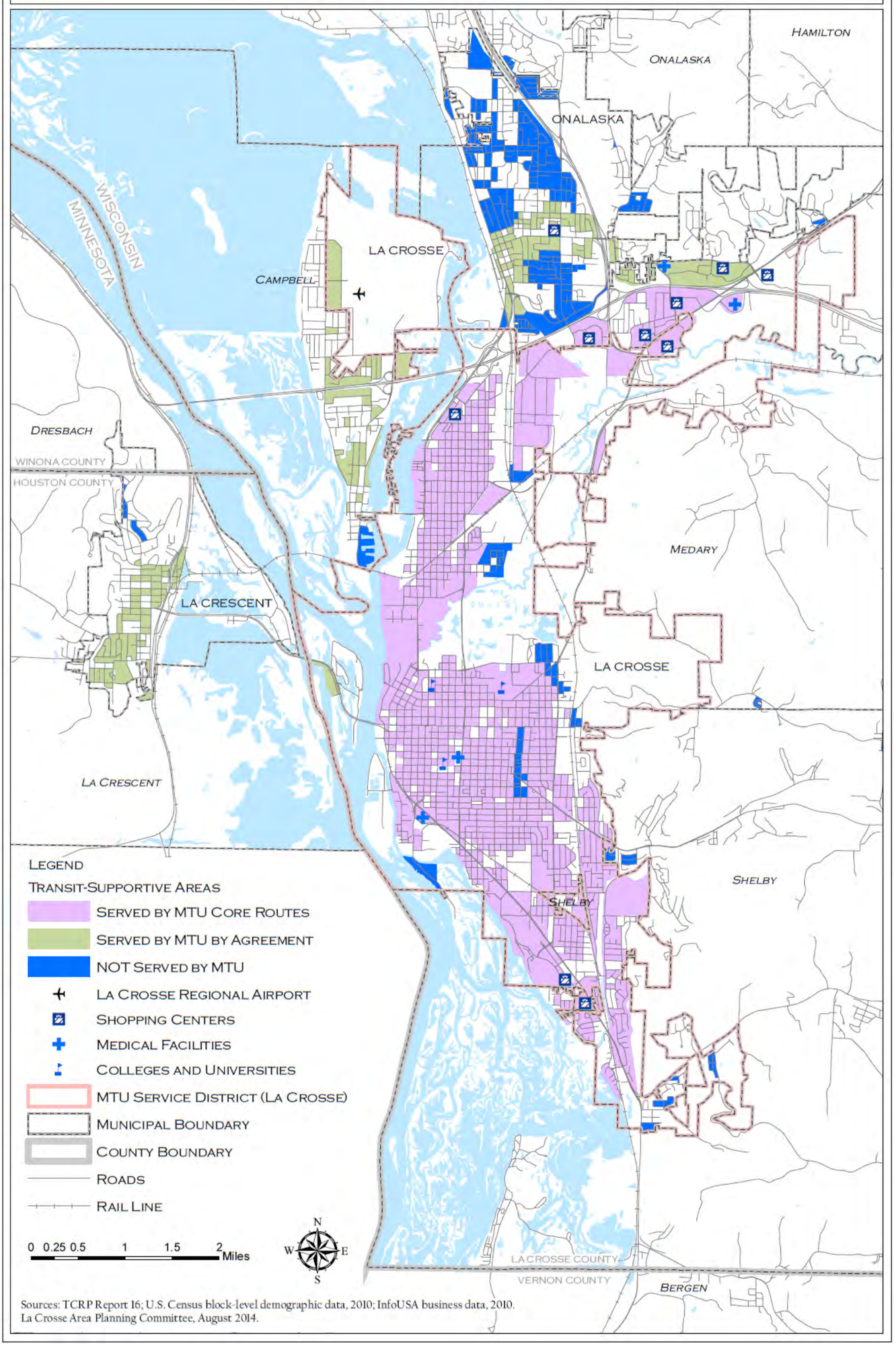
←→ service is unchanged from last evaluation year ▼ service has worsened since last evaluation year ▲ service has improved since last evaluation year

FIGURE 16: MTU SERVICE AREAS



This page intentionally left blank.

Figure 17: Transit-Supportive Areas



Sources: TCRP Report 16; U.S. Census block-level demographic data, 2010; InfoUSA business data, 2010.
La Crosse Area Planning Committee, August 2014.

This page intentionally left blank.

TABLE 15: FIXED-ROUTE SERVICE COVERAGE QUALITY OF SERVICE

Service Level	Passenger Perspective	Operator Perspective	MTU Service Attributes	Service Evaluation
>90% of service area (City of La Crosse) population served	• Transit serves nearly all destinations within a community • Onboard travel time may be long, as routes wind and loop through neighborhoods to meet a service coverage standard	• Transit operator has made a policy decision to emphasize coverage over cost-efficiency • Portions of routes covering low-density areas likely to be unproductive	• 90.7% of the population in the City of La Crosse is served. • Circuitous and unidirectional service emphasizes coverage over direct connections and convenience.	Coverage is emphasized over direct connections.
>90% of transit-supportive area served	• Transit serves nearly all higher-density areas within the community • Destinations located in lower-density areas may not be accessible	• May be inefficient to serve isolated portions of the transit-supportive area due to poor street connectivity or geographic barriers • Likely inefficient to serve small pockets of higher density surrounded by large areas of low density	• 96.0% of the population, 96.2% of the housing units, and 99.0% of the jobs in transit-supportive blocks in La Crosse are served. • 94.3% and 99.4% of the housing units in transit-supportive blocks in the City of La Crescent and the Town of Campbell, respectively, are served. • 100.0% of the jobs in the City of La Crescent are served.	Densities on French Island support no better than 60-minute service.
75-90% of transit-supportive area served	• Most destinations within higher density areas are served, but not all	• Balances coverage and cost-efficiency objectives	• Not applicable.	N/A
50-74% of transit-supportive area served	• A majority of destinations within higher-density areas are served • Walking and bicycling access to transit likely to be longer, as service is provided farther away from many origins and/or destinations	• Potential opportunity to add service, as many areas that could support service have no service	• 71.8% of the jobs in transit-supportive blocks in the City of Onalaska are served by MTU. Of these, 49.1% are served by MTU core routes. • 58.5% of the jobs in transit-supportive blocks in Campbell are served. A major employer at the south end of Bainbridge St is not served. • Taken as a whole, 73.7% of the jobs in transit-supportive blocks in the contracting communities are served.	The City of Onalaska has additional areas that could support fixed-route transit. Route 9: ▲
<50% of transit-supportive area served	• Service is typically provided only in the community's highest-density corridors • What service is provided is likely to be relatively direct, resulting in relatively short travel times	• Transit operator has made a policy decision to emphasize cost-efficiency over coverage	• 27.9% of the population and 28.5% of the housing units in transit-supportive blocks in the City of Onalaska are served. Onalaska, however, is served by Onalaska/ Holmen/West Salem Public Transit, which is a demand-response shared-ride taxi service that serves the whole of the City. • Taken as a whole, 45.3% of the population and 47.3% of the housing units in transit-supportive blocks in the contracting communities of La Crescent, Onalaska, and Campbell are served.	The service levels are set by the contracting community, not the transit operator.
Overall Evaluation of Service Coverage: 2007 and 2015 Plan Comparisons		**▲ Can't compare plans. "Coverage" was defined in square miles for the 2007 Plan and in population for this Plan. However, the service area for the Route 9 was expanded in 2009, thereby, increasing its population coverage.**		
Service Recommendation:		**Provide more direct, less circuitous service; Onalaska should consider expanding fixed-route service.**		

←→ service is unchanged from last evaluation year ▼ service has worsened since last evaluation year ▲ service has improved since last evaluation year

TABLE 16: MTU SERVICE OF TRANSIT-SUPPORTIVE[1] BLOCKS (2010 CENSUS)

Transit Service Area	Population (Pop.)			Dwelling Units (DU)			Jobs			MTU Service of Transit Supportive Blocks					
	Total Population	Population in Transit-Supportive Blocks	% Population in Transit-Supportive Blocks	Total DU	DU in Transit-Supportive Blocks	% DU in Transit-Supportive Blocks	Total Jobs	Jobs in Transit-Supportive Blocks	% Jobs in Transit-Supportive Blocks	Pop. Served	% Pop. Served	DU Served	% DU Served	Jobs Served	% Jobs Served
City of La Crosse[2]	51,320	44,527	86.8	22,628	20,517	90.7	48,513	45,927	94.7	42,764	**96.0**	19,738	**96.2**	45,478	**99.0**
Contracting Communities:	26,880	14,068	52.3	11,729	6,578	56.1	13,588	11,055	81.4	6,372	**45.3**	3,112	**47.3**	8,143	**73.7**
City of La Crescent	4,830	2,361	48.9	2,126	1,145	53.9	1,536	1,031	67.1	2,204	**93.4**	1,080	**94.3**	1,031	**100.0**
City of Onalaska[3]	17,736	10,441	58.9	7,608	4,749	62.4	10,720	9,398	87.7	2,909	**27.9**	1,352	**28.5**	6,746	**71.8**
Town of Campbell	4,314	1,266	29.3	1,995	684	34.3	1,332	626	47.0	1,259	**99.4**	680	**99.4**	366	**58.5**

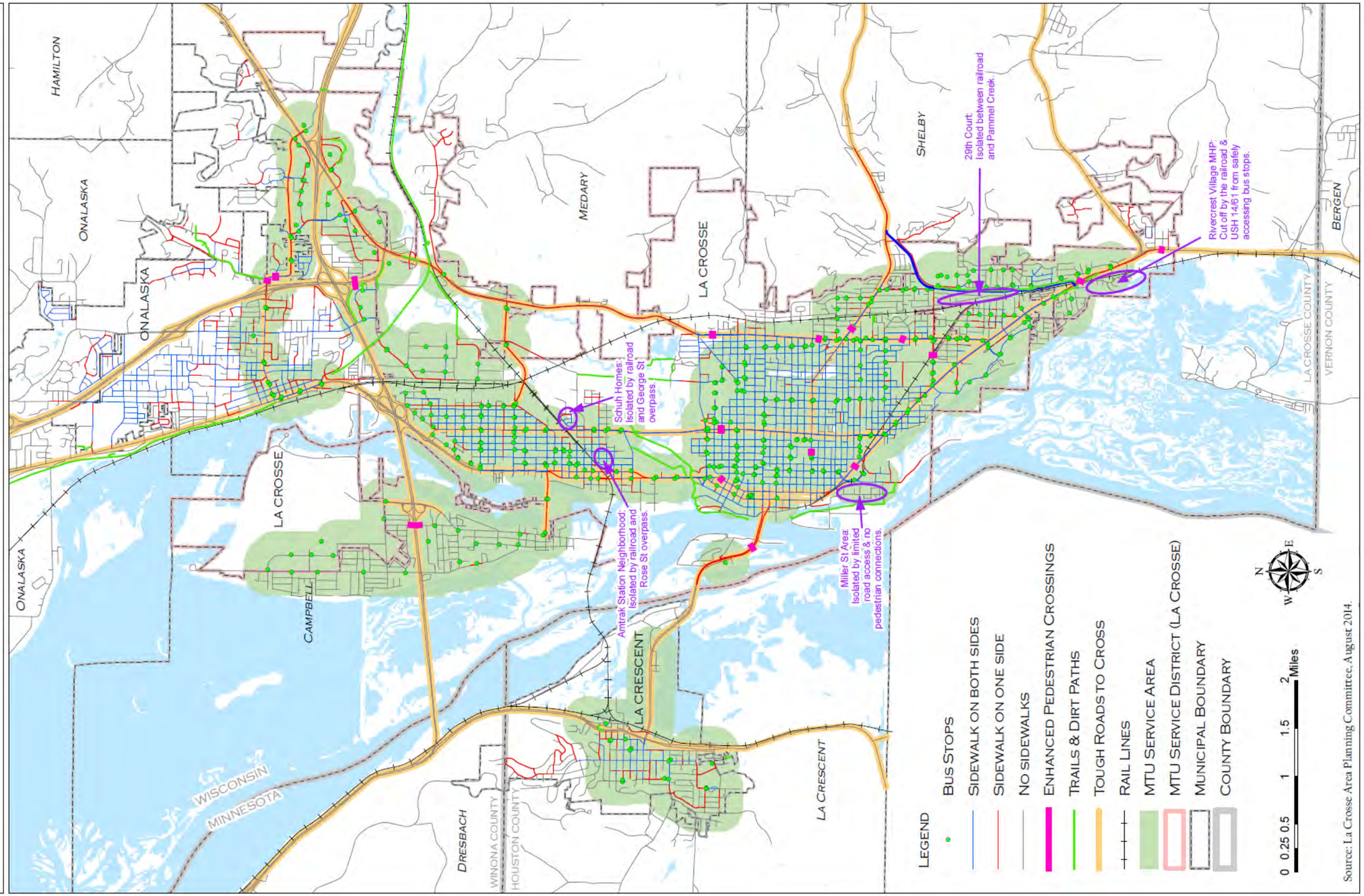
[1]Transit-supportive means the area has a density of 3-or-more dwelling units per gross acre or 4-or-more jobs per gross acre.

[2]The contracted Route 7 French Island serves 18 housing units, 28 people, and 802 jobs in the City of La Crosse on French Island. This route also serves the La Crosse Regional Airport. The contracted Route 10 Onalaska serves 503 employees at a La Crosse business on USH 14/61 between La Crosse and La Crescent.

[3]Of the transit-supportive areas served in Onalaska, 470 people, 256 housing units, and 3,313 employees are served by MTU core routes; 2,439 people, 1,096 housing units, and 3,433 employees are served by the contracted Route 9.

Sources: Transit Capacity and Quality of Service Manual, Third Edition; 2010 U.S. Census block data; InfoUSA; LAPC

FIGURE 18: PEDESTRIAN FACILITIES AND BARRIERS



Source: La Crosse Area Planning Committee, August 2014.

This page intentionally left blank.

Socio-Economic Factors & Environmental Justice

Several additional factors that also happen to be spatial in nature involve identifying areas where disadvantaged populations are concentrated. Transit studies have shown that minorities, low-income individuals, students, the elderly, and the disabled have a greater inclination or *propensity* to take transit than others. The propensity is often a result of having limited or no access to a personal vehicle or of having a reduced ability to drive.

As required by Environmental Justice Executive Order (EO) 12898, the LAPC explicitly considers low-income and minority populations in all of its planning programs and activities to "assure that services and benefits allow for meaningful participation and are fairly distributed to avoid discrimination." (Please see Appendix C for the LAPC methodology for environmental justice.)

Figure 21 (pg. 4-43) illustrates block groups whose percent minority is greater than the percent minority of the City of La Crosse (11.5%). The Figure calls out the two north side areas (Schuh Homes and Amtrak Station) highlighted in **Table 17** discussed previously that seem served, but are not because of barriers, and the Indian Hill neighborhood, which falls outside the service area. Transit service to this area is addressed in the service concept for the Route 6 Northside that is discussed in Chapter 5.

Figure 22 (pg. 4-45) illustrates tracts (the data are not available at the block group level) whose percent of low-income individuals as defined by the Moving Ahead for Progress in the 21st Century Act or MAP-21[4] is greater than the percent of low-income individuals for the City of La Crosse (34.7%). Also included in the figure are the locations of senior facilities and housing developments for the elderly and the disabled. Including the elderly and the disabled in the environmental justice analysis ensures that our most vulnerable populations are being considered in the process.

The neighborhoods called out in **Figure 21** are also called out in **Figure 22** as having percents of low-income greater than the City. Four additional areas are identified—Myrick Park, Isle La Plume, Miller St, and 7th St—but, only three are relevant to the discussion here. Isle La Plume shows as having a high percent of low-income persons, but this area is all industry and park. It just happens to be part of the tract that includes the Miller St area. The Miller St area falls within the

[4] The Federal Transit Administration recommends in its FTA Circular 4702.1B Title VI Requirements to use a locally developed threshold, such as the definition found in 49 U.S.C. 5302 as amended by MAP-21: "The term 'low-income individual' means an individual whose family income is at or below 150 percent of the poverty line (as that term is defined in Section 673(2) of the Community Services Block Grant Act (42 U.S.C. 9902(2)), including any revision required by that section) for a family of the size involved."

service area; however, it is closed off from the nearest transit stop at Gundersen. The Myrick Park neighborhood has the greatest potential for being served if transit service were provided along La Crosse St.

Overall, MTU does a good job of serving vulnerable populations within its service area, maybe too well in that the circuitous routes and seemingly indirect connections are undesirable for the choice rider.

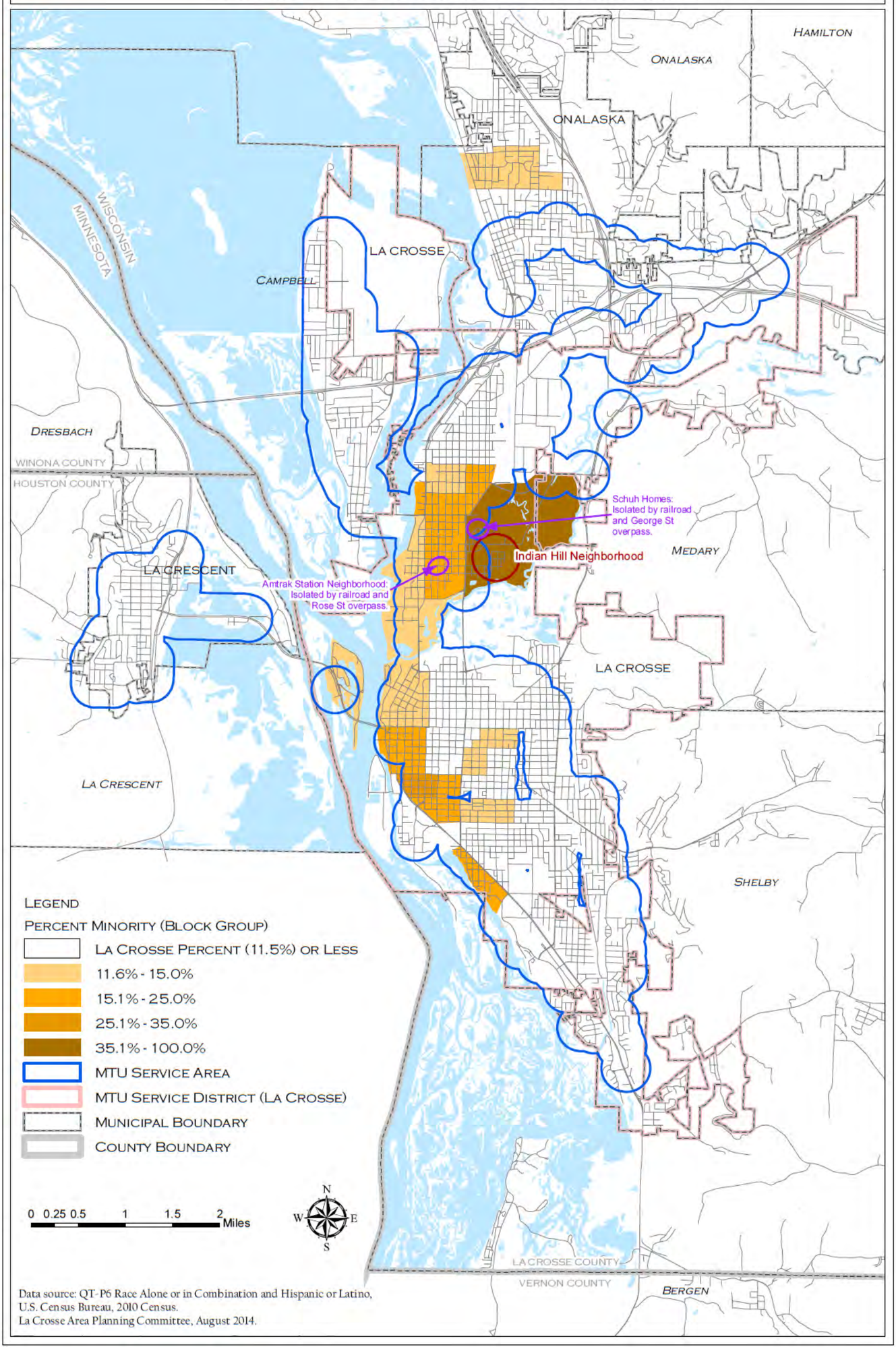
Other Factors Affecting Access

Other factors affecting access are more seasonal and have not changed much since last evaluated for the 2007 Plan. Snow removal from sidewalks, curb ramps, and crosswalks continues to be an issue. Despite a City ordinance requiring property owners to remove snow and ice from their sidewalks and curb ramps within 24 hours of the end of a snow event, many sidewalks will remain inaccessible. **Figure 23** illustrates the hardened mound of snow blocking the curb ramp and crosswalk at a rental housing unit at 8th St and Cass St. Situations like this make it impossible for persons with mobility challenges to travel at all much less try to access a bus stop.

Figure 23: Hardened pile of snow blocking curb ramp and crosswalk at 8th St and Cass St.

To address this issue, the City instituted a program in 2013 whereby the City would contract with a private company to handle sidewalk inspections 24 hours after a snowfall to check for compliance as required by city ordinance. If sidewalks are not cleared within 48 hours, the contractor clears the snow at a cost of $2.50 per lineal foot. The City bills the property owner the cost of the snow removal plus a $50 administrative fee. Any unpaid charges are added to the property owner's tax bill.

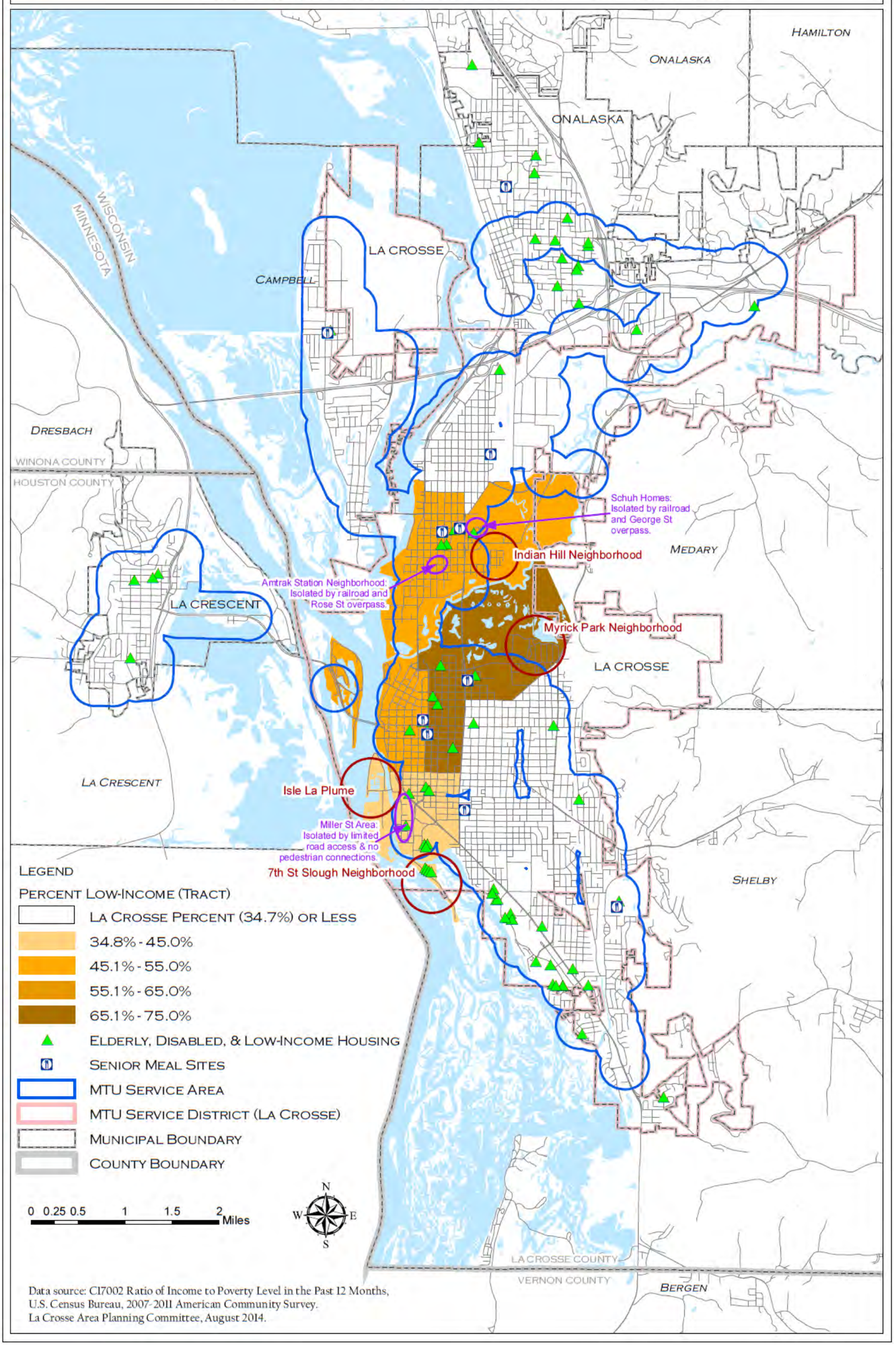
Figure 21: Environmental Justice
Block Groups with High Percent of Minorities



Data source: QT-P6 Race Alone or in Combination and Hispanic or Latino, U.S. Census Bureau, 2010 Census.
La Crosse Area Planning Committee, August 2014.

This page intentionally left blank.

Figure 22: Environmental Justice
Tracts with High Percent of Low-Income Individuals



Data source: C17002 Ratio of Income to Poverty Level in the Past 12 Months, U.S. Census Bureau, 2007-2011 American Community Survey.
La Crosse Area Planning Committee, August 2014.

This page intentionally left blank.

Measures of Comfort and Convenience

The previous section addressed the minimum requirement—transit service availability—for transit to be a travel option for any given trip. This section addresses aspects of comfort and convenience that contribute to passenger satisfaction with the service and their likelihood of using it. The core measures of fixed-route comfort and convenience are passenger load, reliability, and transit-auto travel time.

PASSENGER LOAD

From the passenger perspective, the passenger load on a transit vehicle affects rider comfort while on the vehicle. High passenger loads can make finding a place to sit difficult as well as uncomfortable if a seat has to be shared. Packages, strollers, backpacks, etc. add to the load by reducing available space. Loads that are too low, on the other hand, translate to poor performance and high cost per passenger measures. The goal is to balance comfort with performance.

MTU's current vehicle load standards by vehicle type are illustrated in **Table 18**. These are established as required by the Federal Transit Administration (FTA). The maximum load for a bus is 1.1, which is equal to an allowable capacity of 1.1 persons per seat and an acceptable number of persons standing.

TABLE 18: VEHICLE LOAD STANDARDS BY VEHICLE TYPE

Vehicle Type	Average Passenger Capacities			
	Seated	Standing	Total	Max Load
1999 35-ft Gillig Low Floor	35	4	39	1.1
2001-2007 35-ft Gillig Low Floor	32	3	35	1.1
2011 28-ft IC Hybrid	24	2	26	1.1
2013 35-ft Gillig Hybrid	32	3	35	1.1

Source: La Crosse MTU.

In no instance during the boarding and alighting counts conducted on April 6 and 7, 2014 did any bus approach or exceed its maximum load.

During peak travel times in the peak direction, La Crosse routes 1, 2, 4, 5, and 6 experience seated loads between 50% and 80%. Rarely does anyone have to share a seat with a stranger. While this is preferable to the passenger who may be carrying bags or a backpack, this is only marginally productive service.

The contracted routes 7, 9, and 10 and the core route 8 experience seated loads less than 50% at all times, while the core routes 1, 2, 4, 5, and 6 only experience this during off-peak times and directions.

RELIABILITY

Two of several common measures of reliability are used to evaluate MTU service: on-time performance and distance traveled between mechanical breakdowns. Because MTU operates no routes at very frequent service (10-minute-or-better), some of the measures are not relevant.

On-Time Performance

MTU has established an on-time performance standard of one minute early to 5 minutes late to be "on time." Without an automatic vehicle location (AVL) system in place, MTU evaluates on-time performance on a periodic basis by having one of the transit managers randomly ride and clock the arrival time at established time points and transfer locations. Unfortunately, the results are currently unavailable.

While conducting ride-alongs during the data-gathering process for this Plan, I randomly checked the arrival times at time points and found the on-time performance to be within the acceptable range of one minute early to five minutes late. Some comments from the public input activities, however, suggest early departures and late arrivals. My only experience with late arrivals has been with the outbound Route 4 Losey Blvd, which suggests the inbound Route 5 Valley View arrived late to the transit center. The tardiness on the Route 5 is most likely caused by traffic congestion and traffic incidences within the STH 16 corridor.

The *La Crosse Municipal Transit Utility System Management Performance Review* adopted in 2012 recommends studying the feasibility of implementing AVL on fixed-route vehicles to improve on-road supervision and provide real-time bus

arrival capability at the transit center. An AVL system would allow for more detailed and widespread checks of on-time performance and would enable the monitoring of stop-level passenger boarding information. It would also provide the groundwork for estimated arrival time and transit-tracking applications for customer use.

Distance Traveled between Mechanical Breakdowns

Figure 24 illustrates the average miles traveled per road call for the MTU fixed-route bus fleet. As the average age of the bus fleet has increased, the average number of miles traveled between breakdowns has decreased. The average miles traveled in 2012 was 47.3% less than in 2008. Although the figure suggests a continuing decline, this trend will turn around as MTU continues to acquire new buses.

The 5-year average of 13,877 miles traveled per road call for 2008-2012 has decreased 6.6% from the 5-year average of 14,864 for the years analyzed for the 2007 Plan (2001-2005).

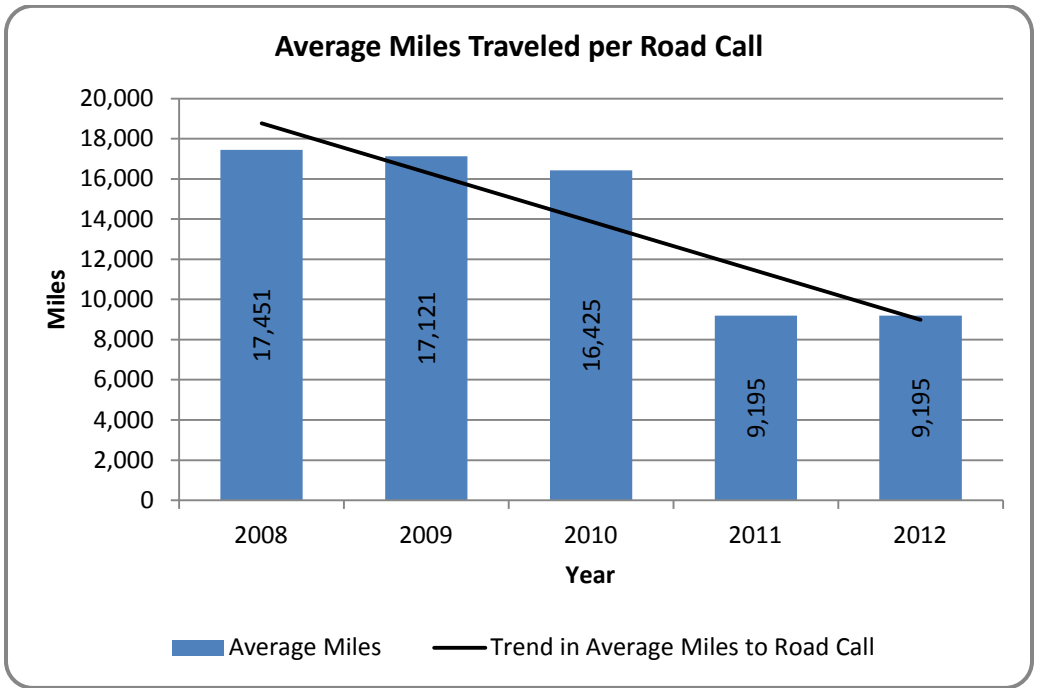


Figure 24: Average miles traveled per road call, La Crosse MTU fleet, 2008-2012. *Data source:* La Crosse Municipal Transit Utility.

TRAVEL TIME

As determined by the onboard survey conducted on April 6 and 7, 2014, 81.0% of the respondents were transit-dependent—up 28 points from 2007. Their only other choice for their trip was to bike, walk, take a taxi, or ride with someone else. The transit-dependent in the La Crosse service area is a captive group that is rather well-served. They tolerate transfers and long trips to the Valley View Mall because they have to. But, how does MTU encourage choice riders (those who have access to a personal vehicle for their travel needs) to use transit for some trips? One answer is in the ability to compete with the personal vehicle.

An important factor in a person's decision to use transit is how long the trip will be compared to driving. If the transit trip is going to be significantly longer than it would be by personal vehicle, the potential rider will opt to drive. **Table 19** illustrates the travel times (excluding walk time) for transit, auto, and bicycle between my home and some of my frequent destinations.

As a choice rider, I choose not to drive to work. Instead, I take the bus or ride my bike, depending on the weather. My trip is relatively direct and not much longer than if I drive myself. The transit trip, however, is only two minutes shorter than when I ride my bike. A frequent comment by students who participated in the university and college online survey when asked about taking transit was that it was faster to walk and bike.

Thirty-minute service during the day and 60-minute service after 6:00 p.m. does not encourage frequent ridership by students, which is why Bob Bourne, a transit consultant for the City of La Crosse, recommended in his *Market Segment Plan* (2009) that MTU provide a circulator route between the UWL and WTC campuses at 7- or 10-minute headways. This recommendation will be implemented in 2015.

Table 20 summarizes MTU route performance for travel time compared to auto travel time. In order for transit to be tolerable to choice riders, the transit trip can take only half again as much time as the trip would take by personal auto. In other words, if a trip by auto takes 10 minutes, a tolerable transit trip time would be 15 minutes. MTU trips within 3 miles of a rider's destination would be "tolerable" to choice riders. In no instance is the in-vehicle time for transit faster than the personal vehicle.

TABLE 19: IN-VEHICLE TRAVEL TIME (TT) IN MINUTES BY MODE FROM HOME TO COMMON DESTINATIONS

Destination	Transit TT	Auto TT	Difference (transit minus auto)	Bike TT	Comments
Barnes & Noble	45	13	32	31	No transfer, but bus goes to transit center first; significant time savings driving or biking; easy, free car parking @ site
Black River Beach Neighborhood Center	36	13	23	34	Transfer from Route 4 to Route 6; 3-minute walk from stop to center with difficult crossing of Copeland; easy, free car parking @ site
Family Video (La Crosse)	4	4	0	6	Difficult crossing from bus stop to video store across Mormon Coulee; easy, free car parking @ site
People's Food Coop	10	9	1	15	5-minute walk to Route 2 bus stop; 1 minute walk from bus stop to park; easy, free car parking @ site
Shopko South	6	5	1	10	No bus transfer and dropped near door; easy, free car parking @ site
Work	15	9	6	17	1-minute walk from both the bus stop and the on-street parking location near the building

This page intentionally left blank.

TABLE 20: FIXED-ROUTE TRANSIT-AUTO TRAVEL TIME RATIO QUALITY OF SERVICE				
Transit-Auto Travel Time Ratio	**Passenger Perspective**	**Operator Perspective (System Level)**	**MTU Service Attributes**	**Service Evaluation**
≤1	• Faster trip by transit than by auto	• Feasible when transit operates in a separate right-of-way and the roadway network is congested	• No condition where transit is faster than auto.	←→
>1-1.25	• Comparable in-vehicle travel times by transit and auto • For a 40-minute commute, transit takes up to 10 minutes longer	• Feasible with express service • Feasible with limited-stop service in an exclusive lane or right-of-way	• Condition experienced by most riders traveling 2 miles or less to their destination and who don't need to transfer (example: home to the People's Food Coop, Table 19).	←→
>1.25-1.5	• Tolerable for choice riders • For a 40-minute commute, transit takes up to 20 minutes longer	• [No perspective provided]	• Condition experienced by most riders traveling roughly between 2-3 miles to their destination and who don't need to transfer.	←→
>1.5-1.75	• Round trip up to one hour longer by transit for a 40-minute one-way trip	• [No perspective provided]	• Condition experienced by most riders traveling roughly between 3-4 miles to their destination and who don't need to transfer (example: home to work, Table 19).	←→
>1.75-2	• A trip takes up to twice as long by transit than by auto	• May be best possible result for mixed-traffic operations in congested downtown areas	• Condition experienced by most riders traveling roughly between 4-5 miles to their destination.	←→
>2	• Tedious for all riders	• May be best possible result for small city service that emphasizes coverage over direct connections	• Condition experienced by any rider traveling more than 5 miles to their destination (example: anyone living on the south side of La Crosse, in the City of La Crescent, or in the Town of Campbell destined for the Valley View Mall).	←→
Overall Evaluation of Transit-Auto Travel Time Ratio: 2007 and 2015 Plan Comparisons		←→ **Remains unchanged since last evaluated in 2007.**		
Service Recommendations:		**Implement a south-side La Crosse circulator to provide for faster east-west travel within the La Crosse core area bounded by 3rd St, La Crosse St, Losey Blvd, and Market St.** **Implement a direct route between the south side of La Crosse and the Valley View Mall area.**		

←→ service is unchanged from last evaluation year ▼ service has worsened since last evaluation year ▲ service has improved since last evaluation year

This page intentionally left blank.

OTHER COMFORT AND CONVENIENCE MEASURES

Safety and Security

Recipients of the Urbanized Area Formula Program (§5307) are required to report safety and other performance data to the National Transit Database (NTD). The Safety and Security (S & S) Module of the NTD is used to collect such safety data as the number of incidents (collisions, fires, derailments, and security issues), fatalities, and injuries. This database only includes incidences that affect revenue service. It does not include, for example, a bus/auto crash where the bus is not in service and heading back to the garage.

MTU has experienced no security issues.

Accident Rate

Accident rate equals the number of collisions (as reported in the Module) per 100,000 vehicle revenue miles (VRM). With only one collision in each 2008, 2010, 2011, and 2012 and stable vehicle revenue miles (VRM), the number of collisions per 100,000 miles is the same for all four years (0.13). Unfortunately, the one collision that occurred in 2012 resulted in one fatality. No collisions occurred in 2009. The result is a 5-year average of 0.10.

Because 2005 experienced six collisions, that year skews the average for the 2007 Plan time period, resulting in an average accident rate (0.23) more than double the average accident rate for the 2015 Plan time period (0.10). [Please note: The average accident rate for the 2007 Plan was calculated as a 4-year average for 2002-2005 because 2001 data were not available in the S & S database.]

Passenger Safety

No passenger fatalities occurred during the two Plan time frames and only one passenger injury occurred during the 2008-2012 time period. This results in an average of 0.00 fatalities and 0.00 injuries for 2002-2005 (recall that 2001 data were not available in the S & S database) and an average of 0.00 fatalities and 0.20 injuries for 2008-2012.

Most passengers who participated in the onboard survey felt "good" or "excellent" about safety on the bus (93.2%). Several questions were asked about safety within the online surveys, resulting in the majority of respondents feeling "very" or "somewhat" satisfied:

- Personal safety on the transit vehicle: 93.0%

- Safe operation of the transit vehicle: 94.7%
- Personal safety waiting for transit: 86.7%
- Sidewalk connections to transit stops: 79.9%
- Snow removal around stops and shelters: 63.5%
- Lighting at bus stops: 58.0%

The percentages for each category between the two online surveys were for the most part very similar. Respondents from the university and college survey, however, felt less comfortable with "personal safety waiting for transit" (84.7%) than did respondents from the major employer survey (92.8%). Some respondents from the online surveys reported safety concerns for NOT taking transit.

Customer Service

Passenger Satisfaction

Although MTU maintains a staff person to field inquiries and complaints, no one formally tracks compliments and complaints. Some participants in the public input opportunity at the Grand River Station asked that MTU develop a better way to field and follow-up on concerns. They felt that their concerns are simply not addressed. Other suggestions to improve customer service include:

- Having an MTU employee staff the GRS service desk full time.
- Making comment cards available.
- Allowing customers to comment online.
- Providing an ATM-like machine for the purchase of bus passes.
- Allowing customers to purchase passes online.
- Offering day passes, multi-day passes, and weekly passes.
- Allowing transfer passes to be used multiple times within a two-hour window.
- Offering family passes with the property tax bill.

Comments from all of the public input activities give high marks to the helpfulness and courtesy of the MTU drivers.

Passenger Information

MTU makes passenger information available through its *Transit System Map and Rider's Guide*, the City of La Crosse website, and flyers posted on buses. Inquiries may also be made by calling the MTU office directly.

Rider's Guide

The Rider's Guide is the most comprehensive source for information. It includes a route system map, route schedules, a list of pass outlets, fares, contacts for other transit services in the area, and other helpful information. Comments from some non-riders participating in the online surveys, however, suggest that learning how to take transit is difficult (i.e. "the bus routes are confusing," "I cannot figure out the bus schedule"). The most convenient places to obtain a Rider's Guide are from the MTU website, the GRS transit center, or from a bus.

Website

Overall, the MTU website is easy to find through a Google web search. Features of the main page include some basic background and contact information; quick links to the Rider's Guide, detour information, safety brochure, and other information; and the Google Maps MTU Trip Planner.

Some MTU riders participating in the GRS public input session commented that the main page (rather than a linked page) should include time-sensitive information, updates, and notices.

The Google Maps MTU Trip Planner (**Figure 25**) added to the City website in 2012 helps riders map a transit course between their origin and destination. The Trip Planner is a great tool to help riders visualize their trips and to acquaint potential riders with the system; however, the actual travel time and the estimated travel time can be quite different. For the scenario in **Figure 25**, for example, the actual in-vehicle transit travel time is 15 minutes, not 26 minutes, and the auto travel time is 9 minutes. The transit-trip-time estimation is nearly three times the time it takes to drive, making the transit trip intolerable for a choice rider. Such over-estimation in trip time can deter a potential rider from choosing transit for a particular trip.

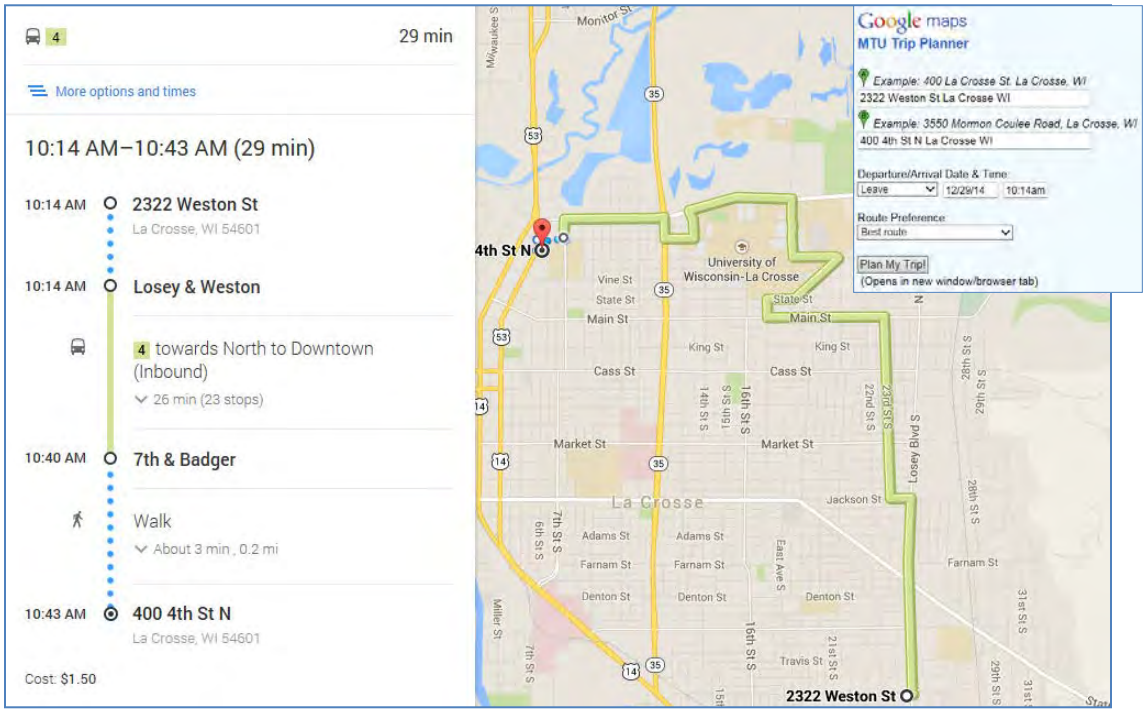


Figure 25: MTU Trip Planner, http://www.cityoflacrosse.org/index.aspx?nid=19.

Flyers

Transit users need to be informed in a timely manner of any disruptions to existing service as a result of, for example, roadway construction or parades. MTU is very good at posting information regarding route changes, etc. on its buses in readily visible locations for passengers to see; however, some riders who participated in the public input activities expressed their wish for information to be posted on ALL buses, not just those operating on the affected route.

Suggested Improvements

In addition to those previously discussed, suggestions by participants in the public input activities to improve public transit information include:

- SmartPhone applications to track bus locations
- Bus locator boards in shelters
- Route information on bus stop signs
- Better website: information about other transit services, transferring between MTU and OHWSPT, and how to use the system
- Up-to-date stop locations on Google Maps Transit

- Pocket-size map and schedule

Passenger Environment

The passenger environment includes factors that affect the comfort and perceptions of passengers toward the transit service. Factors include, but are not limited to, the appearance, cleanliness, and maintenance of buses, bus stops, and transit stations; the proper operation of equipment (i.e. air conditioning, bus kneeling function, wheelchair lift); the accuracy, readability, and usability of customer information; and the proper image and performance of drivers.

Overall, the passenger environment has improved since the transfer center moved from a shared facility at the La Crosse Post Office to a dedicated transit facility at the Grand River Station (GRS). Transfers at the GRS are protected from the weather unlike at the Post Office where all transfers took place out in the open along a public street. GRS also provides a heated waiting area with seating, vending machines, and bathrooms.

Buses

All MTU buses are air conditioned and lift-equipped. They also all have bicycle racks that hold two bicycles for added convenience to transit riders who use their bicycles for part of their trip. Some riders participating in the public input activities voiced a desire for bicycle racks that hold more than two bicycles. They stated that they experienced times when the bike rack was full and had to wait 30 minutes for the next bus to come through.

Nearly all (192 of 194) of the riders reporting on the condition/cleanliness of their bus in the onboard survey felt satisfied, good, or excellent about their bus. Among the 239 respondents in the *La Crosse Area University Rider/Non-Rider Survey* and the 66 respondents in the *Major Employer Transit Survey* who reported their level of satisfaction with the inside cleanliness of MTU fixed-route vehicles, 189 (79.1%) and 57 (86.4%), respectively, were "very satisfied" or "somewhat satisfied."

Bus Stops

Winter maintenance of bus stops and shelters (and the sidewalks that lead to them) has been a point of contention for many riders, especially those with physical disabilities. With the City enforcing its current sidewalk maintenance ordinance, conditions should improve. Roughly 60.0% of the respondents participating in the online surveys and reporting using MTU were "very satisfied" or "somewhat satisfied" with snow removal around stops

and shelters. Respondents from the onboard survey ranked the "maintenance of bus stops and shelters" sixth among "bus improvements that are most important to you," behind "more shelters," which was ranked fourth. Although, the ratio of bus stops with shelters to all bus stops increased from 13.3% in 2007 to 14.6% in 2014, the desire for more shelters still ranked high among the onboard survey respondents. Shelters are preferred at stops because they provide protection from wind and inclement weather.

Based on boarding and alighting counts performed on April 7, 2014 and the TCRP standard for suburban boardings[5] (25 or more boardings per day), an additional 18 stops qualify for shelters. Five of these stops may be eliminated from consideration, however, because they are at businesses with no outdoor space to accommodate a shelter and/or are at businesses where passengers may wait inside. The remaining eligible stops are:

- Onalaska Shopko
- South La Crosse Shopko
- On 4th St at the La Crosse County Administrative Center for the outbound Route 6 Northside
- On Cass St at 5th Ave (Coop)
- On 4th St past Main St (State Bank) for outbound Route 6 Northside
- On State St at 8th St for inbound Route 5 Valley View Mall
- On George St at Sill St for inbound Route 5 Valley View Mall
- On Access Rd at Kohl's in Onalaska
- On Green Bay St at Mooresmiles
- On State St at 8th St for outbound Route 5 Valley View Mall
- On State St at West Ave for outbound Route 5 Valley View Mall
- On Gillette St past George St for outbound Route 5 Valley View Mall and Route 6 Northside
- On Division St past 3rd St for outbound Route 1 South Ave

Although neither of the following two locations meets the standard for boardings to warrant a shelter, some riders of MTU requested a shelter at the Lancer Apartments in La Crescent and at The Arterial in La Crosse.

[5] Suburban boardings were used to identify potential locations for bus shelters because 1) boarding locations that meet the urban standard already have shelters; 2) densities in most areas of the city only support 30-minute service, which can be a substantial wait for a bus rider; and, 3) shelters provide a higher level of customer comfort.

Drivers
MTU drivers received high marks in both driver courtesy and driver helpfulness. Nearly 93.0% of onboard survey respondents felt driver courtesy was "good" or "excellent." Most respondents participating in the online surveys and using MTU were "very satisfied" or "somewhat satisfied" with driver courtesy (85.6%) and with driver helpfulness (80.0%).

Summary of MTU Quality of Service

Tables 21 and **22** summarize the performance of the MTU quality of service attributes for availability and for comfort and convenience, respectively, discussed previously in this chapter.

- As a whole (MTU core and contracted services), MTU quality of service has improved over time.
- Service frequency and hours of service for Routes 1, 2, 4, 5, 6, 7, and 8 have remained unchanged, while the Route 10 La Crescent has seen some improvement. Service frequency for the Route 9 Onalaska has degraded with the implementation of a large mid-day gap and elimination of weekend service.
- Over 90.0% of the transit-supportive areas in the City of La Crosse (service district) are served by MTU, often favoring meandering and/or unidirectional service (i.e. Route 6 Northside, Route 7 French Island, Route 8 Industrial Park) over direct service.
- MTU does well at serving low-income and minority neighborhoods despite environmental barriers (i.e. overpasses, rail lines, lack of sidewalks).
- Passenger loads and transit-auto travel time ratio have remained unchanged over time. Although passenger loads have increased from an increase in ridership, they are still well below the maximum standard of 1.1. Improving the transit-auto travel time ratio should increase ridership and move the passenger load per bus upward toward more productive service (over 80% of the seats are occupied).
- MTU's lack of an automatic vehicle location (AVL) system makes it difficult to assess on-time performance, which affects customer service and ridership.
- Although the accident rate has decreased over time, the distance between bus breakdowns has gone down and the number of passenger injuries has gone up. As the older buses in the bus fleet are replaced by

new buses, the distance between breakdowns should rise again. Unfortunately, the replacement of buses has not been able to keep up with the need.

- Passenger satisfaction, information, and environment have improved over time by MTU constructing an iconic transit center, employing great drivers, implementing an online trip planner, and installing additional shelters.

To move beyond the status quo of providing sufficient service to those who are transit-dependent, MTU needs to invest in service that will make transit more competitive with the personal vehicle. MTU will likely never experience a condition where transit is faster than the personal vehicle unless substantial investment is made in bus rapid transit, but, MTU could, with sufficient funding and local investment, modify existing routes and implement new service to make transit more competitive.

TABLE 21: QUALITY OF SERVICE SUMMARY FOR MEASURES OF AVAILABILITY		
Quality of Service Measure	**Overall Performance**	**Recommendations / Comments**
Service frequency	↔ Routes 1, 2, 4, 5, 6, 7, 8 ▼ Route 9 ▲ Route 10	• Eliminate mid-day gaps in Routes 9 & 10 • Expand 30-minute service on core routes one hour from 5:42 pm to 6:42 pm
Hours of service	↔ Routes 1, 2, 4, 5, 6, 7, 8, 9 ▲ Route 10	• Eliminate mid-day gaps in Routes 9 & 10 • Expand weekday hours of service for Routes 7 & 8 • Add Saturday service to Routes 7, 8, 9, 10 • Operate day-of-week hours on Christmas Eve & New Year's Eve
Service coverage: Transit-supportive areas	▲ MTU service district; May be over-served: emphasis on coverage over convenience	• Re-align Routes 1, 4, 5, and 6 for directness and convenience
Service coverage: Low-income & minority neighborhoods	▲ MTU service district	• Re-align Route 6 to serve Amtrak and Indian Hill neighborhoods • Fill gaps in sidewalk network • Mitigate barriers by installing bicycle/pedestrian paths
Overall Availability Rating	↔ Routes 1, 2, 4, 5, 6, 7, 8, 10 ▼ Route 9	• Route 9 service has degraded over time; need to eliminate mid-day gap and add Saturday service • Although Route 10 has improved over time, it can benefit from eliminating the noon-hour gap and adding Saturday service.

▲ Measure has improved or is good overall ▼ Measure has worsened or is poor overall ↔ Measure is unchanged or flat overall

TABLE 22: QUALITY OF SERVICE SUMMARY FOR MEASURES OF COMFORT AND CONVENIENCE		
Quality of Service Measure	**Overall Performance**	**Recommendations / Comments**
Passenger load	↔	• Loads are within standards
On-time performance	Quantitative data unavailable.	• Probably improved on Route 2 with elimination of rail crossings and worsened on Route 5 with congestion on STH 16 • Implement an automatic vehicle location (AVL) system
Distance between breakdowns	▼	• Continue to replace older buses as budget and funding allow
Transit-auto travel time ratio	↔	• Unchanged over time • Would need express bus or dedicated transit lanes to improve travel time ratio for those traveling >3 miles • Implement a direct, limited-stop route between Shelby Mall and Valley View Mall
Accident rate	▲	• The average accident rate decreased between the time frames for the 2015 plan (0.10) and the 2007 plan (0.23) • The trend in annual accident rates for 2008-2012 is flat
Passenger safety	▼	• One injury occurred during the 2008-2012 time frame
Passenger satisfaction	▲	• "Satisfaction" was not assessed for the 2007 Plan • Results from 2014 survey activities suggest a high level of satisfaction
Passenger information	▲	• Google Transit and GRS have provided access to better information, but lots of room for improvement
Passenger environment	▲	• GRS has improved environment for main transfer point • Additional shelters installed
Overall Comfort & Convenience Rating	▲	• Room for improvement
▲ Measure has improved or is good overall ▼ Measure has worsened or is poor overall ↔ Measure is unchanged or flat overall		

Introduction

This chapter discusses the transit service concepts that were developed to meet the goals and objectives outlined in the Purpose and Need in Chapter 1.

Service Concepts Considered

The service concepts discussed below were developed out of the analyses performed for Chapter 4 and from the results of the public input activities conducted during 2014. They were developed to:

- Meet the service goals outlined in the purpose and need in Chapter 1;
- Improve the quality of service for availability and for comfort and convenience as evaluated under "Quality of Service"; and,
- Address the needs and desires of existing and potential riders as provided by public input.

Eight service concepts were considered:

- Make minor modifications to Routes 1 South Ave, 2 Green Bay St, 4 Losey Blvd, and 5 Valley View Mall.
- Create a new City Circulator route.
- Modify Route 6 to serve the Amtrak and Indian Hill Neighborhoods.
- Convert Route 7 French Island to a circulator.
- Extend Route 8 Crossing Meadows to the Valley View Mall and the DMV.
- Realign Route 5 Valley View Mall from George St and Gillette St to La Crosse St and STH 16 and extend to the DMV.
- Realign Route 5 Valley View Mall as modified above to a Route 5 Express Connector that bypasses downtown La Crosse.
- Create a new Express Connector route.

Each service concept is discussed below and accompanied by one or more map images, if necessary, to illustrate route modifications (the thick, grey lines in the maps represent the current route alignment). A summary of the pros and cons of each concept can be found in **Table 23**.

Make Minor Modifications to Routes 1 South Ave, 2 Green Bay St, 4 Losey Blvd, and 5 Valley View Mall

- Route 1 South Ave (**Figure 26**):
  - Eliminate service along Losey Blvd between East Ave and Ward Ave and along Ward Ave between Losey Blvd and 21st Pl.
  - Provide bidirectional service on 21st Pl and Victory St and on East Ave between Victory St and Birch St.
- Route 2 Green Bay St (**Figure 27**):
  - Eliminate limited and unidirectional service on Farnam St and 31st St. Although some blocks in this area meet the transit-supportive densities expected for 60-minute frequency, the construction of a second rail line and the anticipated increase in train sets will negatively impact on-time performance and cause delays and missed transfers.
- Route 4 Losey Blvd (**Figure 28**):
  - Provide bidirectional service on Hass St, 28th St, and Broadview Pl.
  - Use Shelby Rd, East Ave, Losey Blvd, Mormon Coulee Rd, Birch St, and Access Rd for the loop-around for the return trip.
- Route 5 Valley View Mall (**Figure 29**):
  - Eliminate service along Theater Rd and Pralle Center Dr and transfer service to CTH PH.
  - Provide regular service to Gundersen Health System (GHS) Onalaska Clinic.
- No additional staff or buses needed.
- Can be implemented independently from other service concepts.

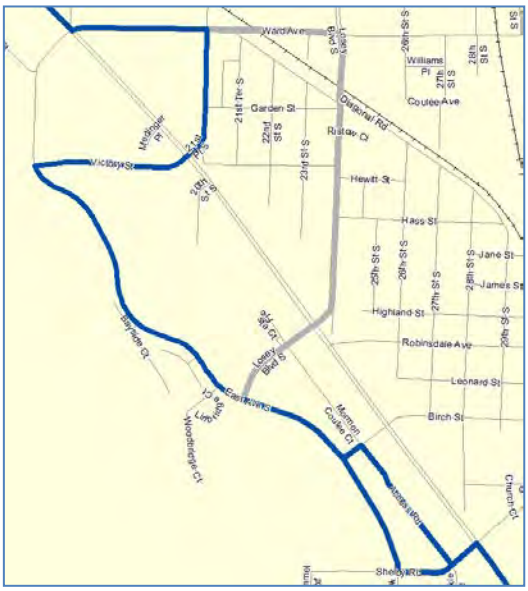


Figure 26: Minor modification of Route 1 South Ave. Transfer service from Losey Blvd to East Ave.

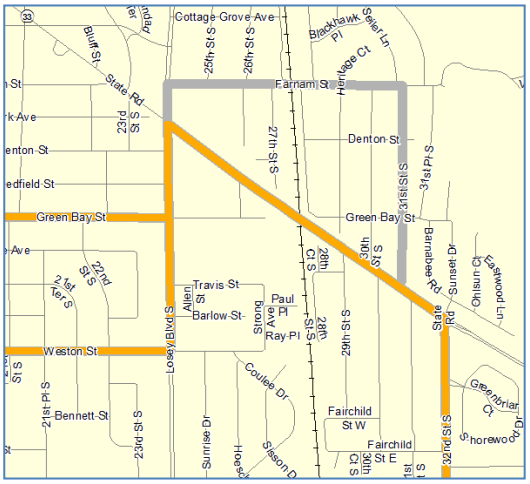


Figure 27: Minor modification of Route 2 Green Bay St. Eliminate service to Farnam St and 31st St S.

Figure 28: Minor modification of Route 4 Losey Blvd. Transfer service from East Ave to bidirectional service along Hass St and 28th St S.

Figure 29: Minor modification of Route 5 Valley View mall. Eliminate service along Pralle Center Dr; provide regular service to Gundersen Health System.

Create a New City Circulator Route (Figure 30)

- Create as an overlay to connect residences, including off-campus housing marketed to students (blue dots), directly to universities and major businesses (UWL, WTC, City Hall, Oktoberfest grounds, Riverside Park, Logistics Health, the Pump House, the Weber Center, Viterbo University, Mayo Health System, and Jackson Plaza).
- Provide bidirectional service.
- Operate on weekdays at 15-minute frequency from 6:12 am to 5:42 pm and 30-minute service until end of service at 9:42 pm.
- Market as a separate service.
- Need four new buses and drivers. Use smaller buses such as those used for S.M.R.T.
- Can be implemented independently from other service concepts.

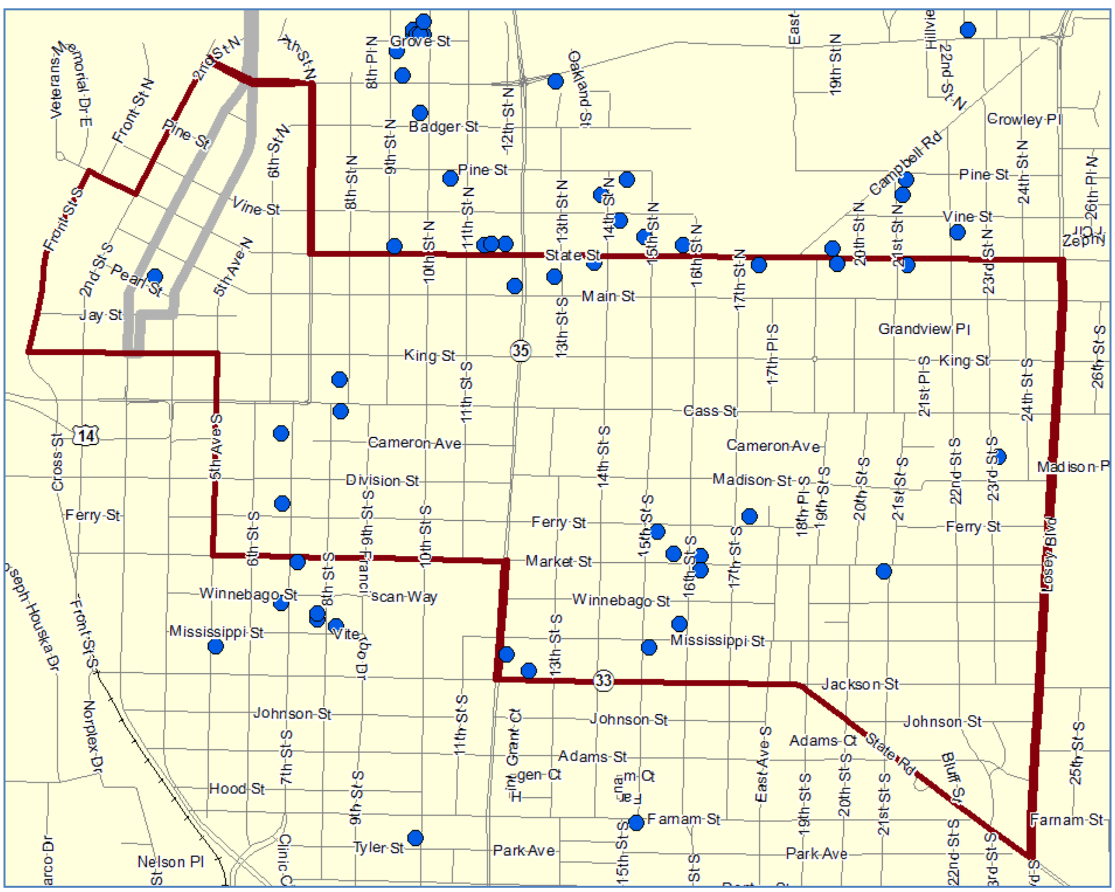


Figure 30: City Circulator route concept.

Modify Route 6 to Serve the Amtrak and Indian Hill Neighborhoods (Figure 31)

- Create an Amtrak Station/Rubber Mills-bound route that travels outbound on Monitor St, Caledonia St, St Andrew St, Island St, and George St.
- Create a Bridgeview Plaza-bound route that travels outbound on Rose St, Saint James St, and Liberty St.
- Provides service to the Amtrak Station and to low-income neighborhoods that are currently not served.
- May stagger outbound departure times to double service to Festival Foods.
  - Provides better perception of service than having one bus following another.
  - Loss of transfer coordination at Clinton St/Caledonia St and at GRS.
- Need two buses and four full-time drivers to meet hours of service.
- Can be implemented independently from other service concepts.

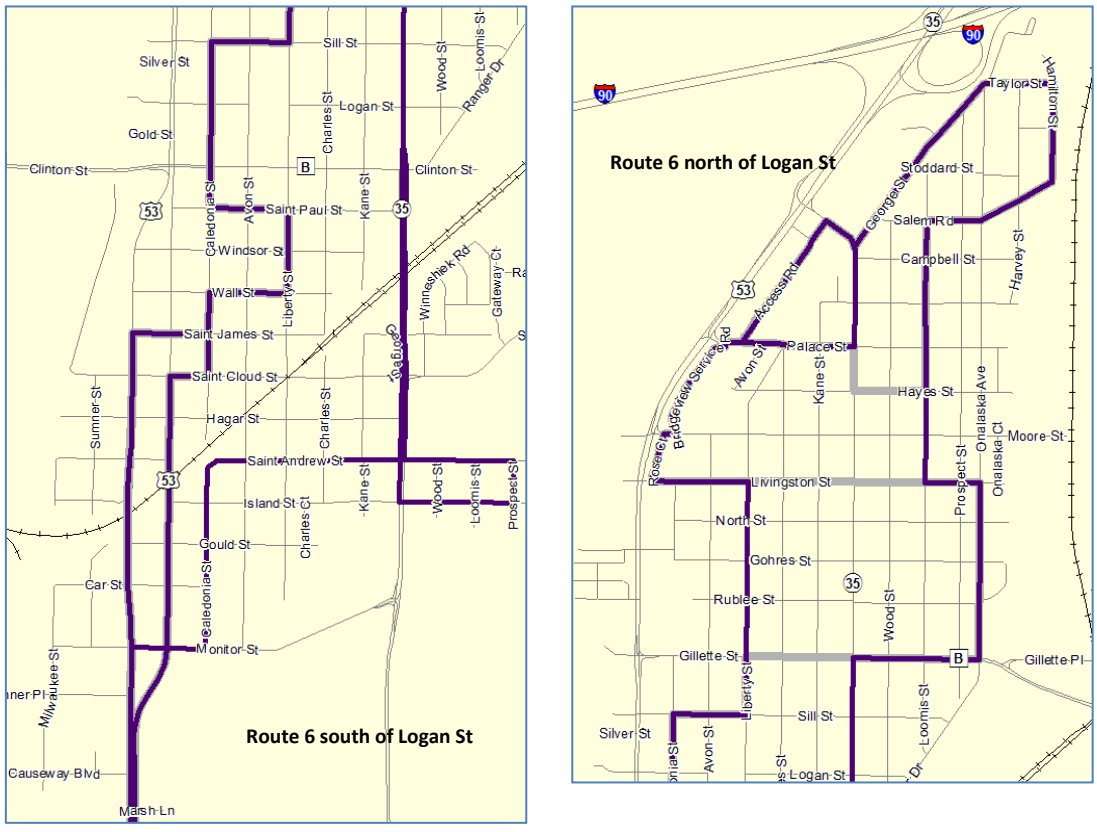


Figure 31: Route 6 Northside concept.

Convert Route 7 French Island to a Circulator

- Operate as a 30-minute circulator with a transfer at Clinton St and Caledonia St. No change in route alignment. Loop back to French Island via Caledonia St, Logan St, and Avon St.
  - Level of service is determined by service agreement with the Town of Campbell.
  - Only three blocks on French Island within the MTU service area have the transit supportive densities to support 30-minute service.
- Change in Route 7 is required to extend Route 8 Crossing Meadows to the DMV (see Route 8 concept below).
- Need dedicated driver and bus.

Extend Route 8 Crossing Meadows to the Valley View Mall and the DMV (Figure 32)

- Eliminate service on Kwik Trip Way and Oak St. Provide northbound service on Hemstock St and southbound service on Commerce St.
- Extend to APAC as demand response and to the Valley View Mall and the DMV as regular service.
- Serve the Valley View Mall park-and-ride.
- Expand hours of service to accommodate work shifts at Waltzcraft.
- Provide 30-minute service.
- Need two full-time drivers and two buses to meet frequency. May be able to use existing part-time staff to meet additional service hours.
- Need to operate independently of Route 7 French Island (one bus for Route 7; two buses for Route 8).
- Provide weekend service at same level of service as routes 1, 2, 4, 5, and 6.

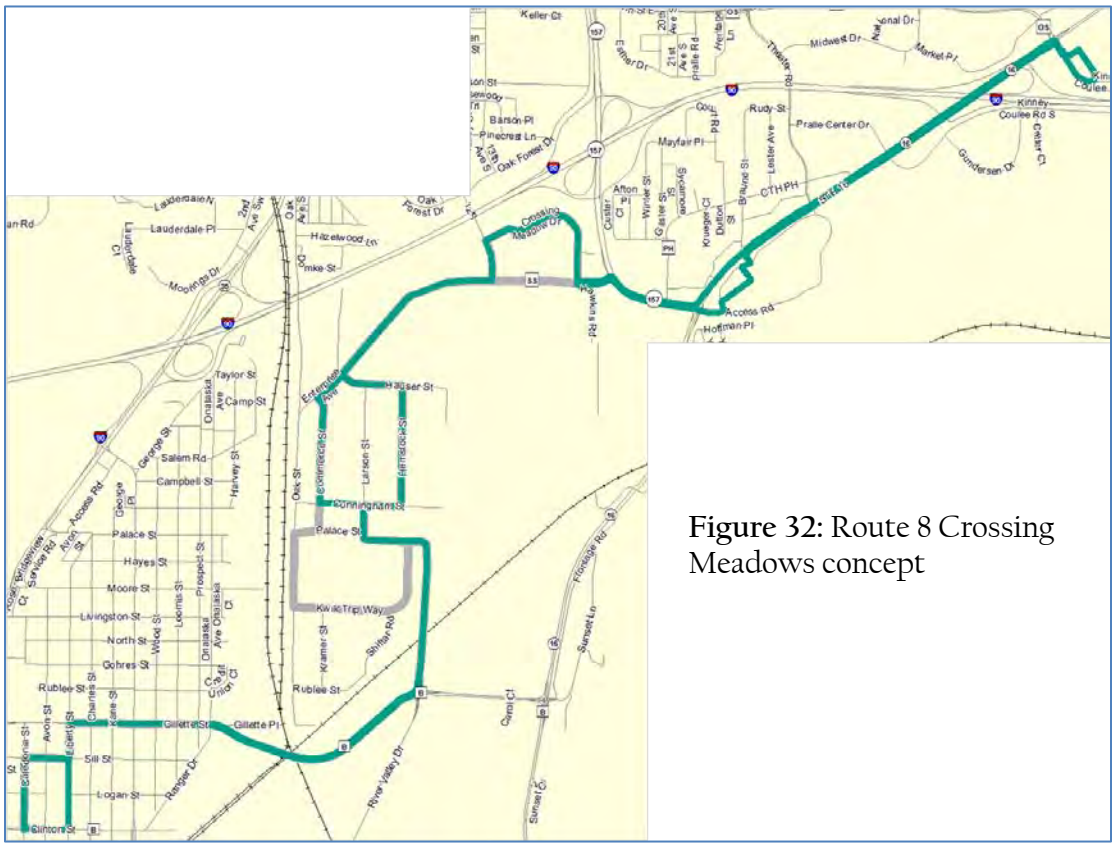


Figure 32: Route 8 Crossing Meadows concept

Realign Route 5 Valley View Mall from George St and Gillette St to La Crosse St and STH 16 and Extend to the DMV (Figure 33)

- Transfer service from Lang Dr/George St/Gillette St to the La Crosse St/STH 16 corridor.
- Need to implement the Route 8 Crossing Meadows concept to provide direct access to the Valley View Mall for La Crosse north side residents.
- Feasible if service ends at GHS and does not serve the DMV.
- Mobility improvements through the STH 16 corridor would help avoid delays.

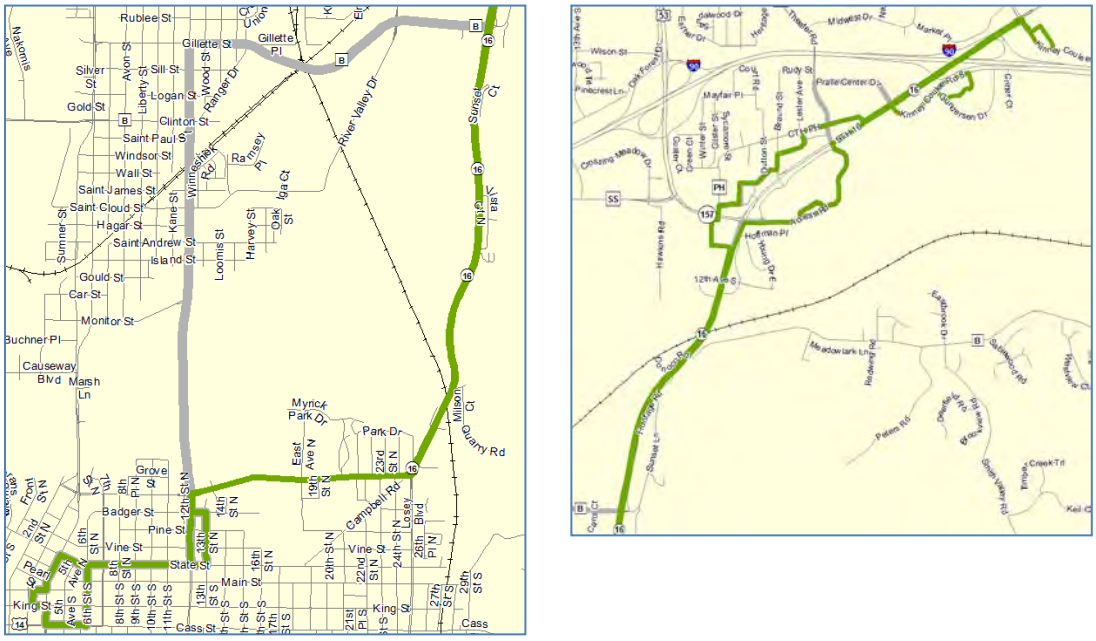


Figure 33: Realignment of Route 5 Valley View Mall with extension to the DMV.

Realign Route 5 Valley View Mall as Modified (Figure 33) to a Route 5 Express Connector that Bypasses Downtown La Crosse (Figure 34)

- Provide a direct connection between Shelby Mall, Valley View Mall, and Woodman's/DMV via Mormon Coulee Rd, West Ave, La Crosse St, and STH 16.
- Provide 30-minute frequency.
- Need 2 new buses and 4 new drivers to meet hours of service.
- Bypass downtown transit center.
- Provide bidirectional, limited-stop service.
- Need to implement the Route 8 Crossing Meadows concept to provide direct access to the Valley View Mall for La Crosse north side residents.
- Need mobility improvements through STH 16 corridor to avoid delays (over 20-mile-round-trip if serves DMV; over 18-mile-round-trip if serves GHS).

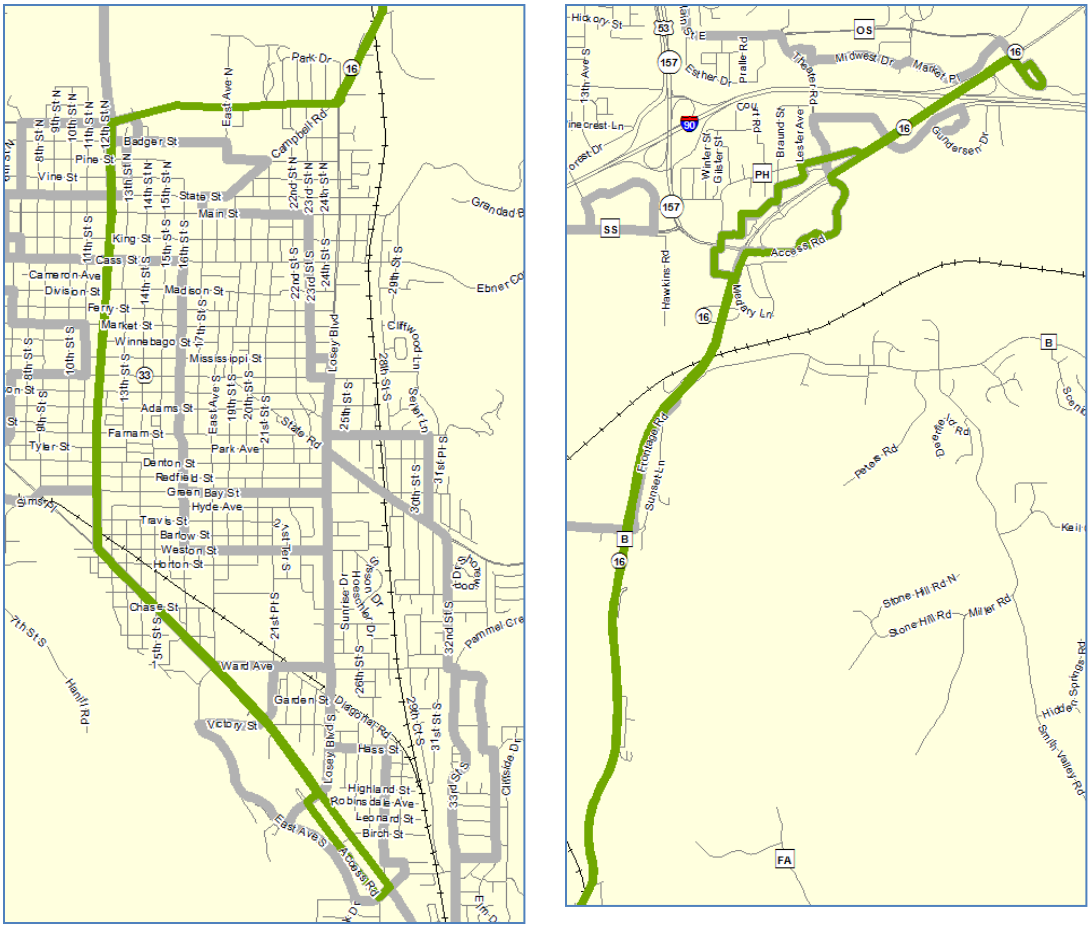


Figure 34: Route 5 Valley View Mall Express Connector concept.

Create New Express Connector Route (Figure 35)

- Provide a direct connection between Shelby Mall, Valley View Mall, and Woodman's/DMV via Mormon Coulee Rd, West Ave, La Crosse St, and STH 16.
- Serve Valley View Mall park-and-ride.
- Provide 30-minute frequency.
- Need 2 new buses and 4 new drivers to meet hours of service.
- Bypass downtown transit center.
- Provide bidirectional, limited-stop service.

- Can be implemented independently from other service concepts. The Route 5 Valley View Mall would continue to operate as a separate route.
- Need mobility improvements through STH 16 corridor to avoid delays (over 20-mile-round-trip if serves DMV).

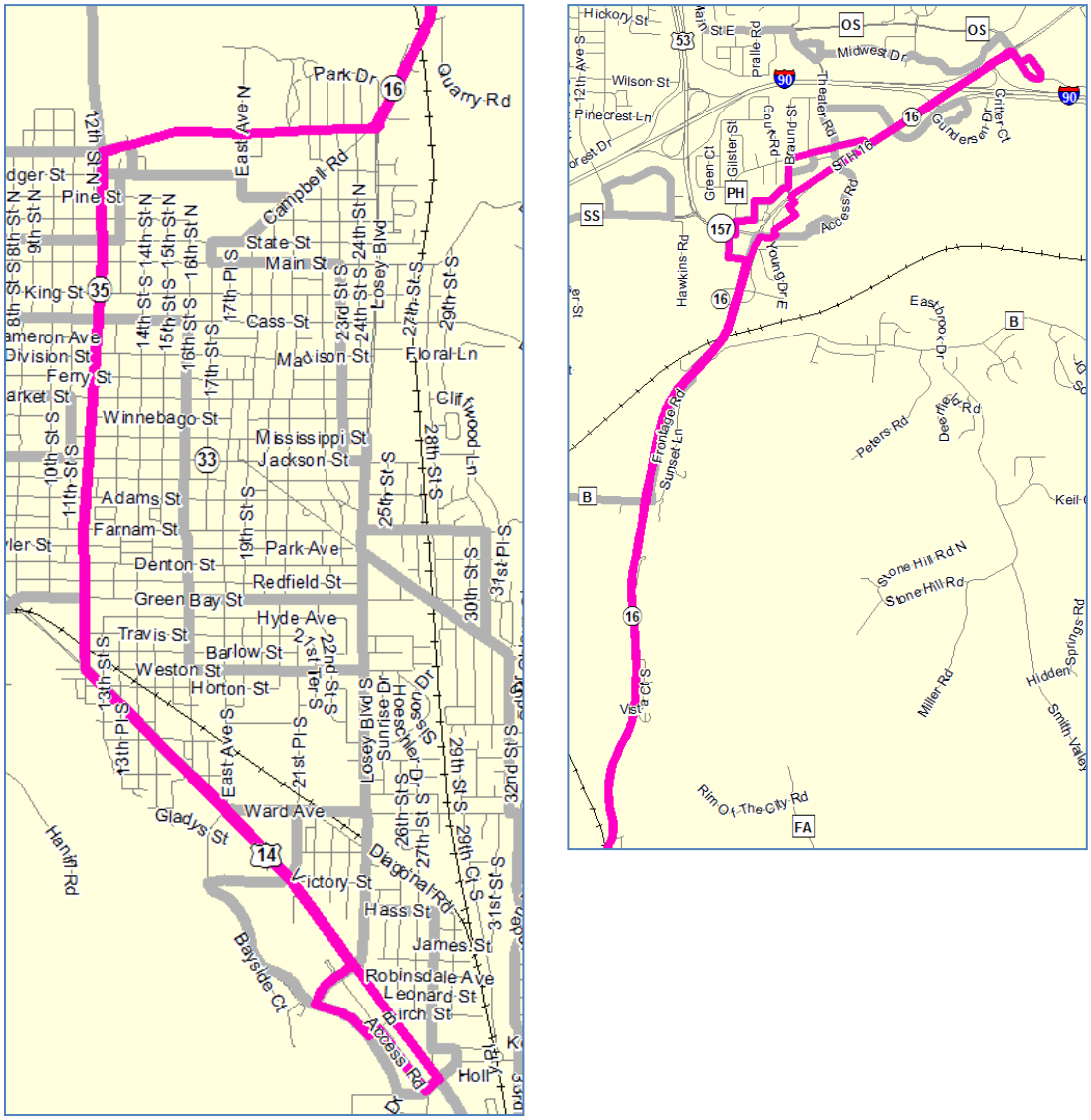


Figure 35: Express Connector route concept.

Table 23 highlights the pros and cons of each concept.

TABLE 23: PROS AND CONS OF SERVICE CONCEPTS		
Concept	**Pros**	**Cons**
Minor modifications to Routes 1, 2, 4, & 5	• Improves access and travel time with bidirectional service. • Improves reliability by eliminating rail crossing.	• Removes two transit-supportive blocks from service area.
Modified Route 6 Bridgeview & Amtrak Station	• Brings two low-income neighborhoods into the MTU service area. • Directly serves the Amtrak Station and the La Crosse Footwear development.	• Cost: Requires two new buses and four new drivers to meet hours of service. • Possible loss of coordination at transfer locations.
New City Circulator Route	• Improves travel time. • 15-minute service has greater appeal to choice riders. • Brings transit-supportive blocks into the MTU service area. • Provides direct service to large employers along 2nd St & Front St. • Opportunity to re-brand MTU image.	• Cost: Requires 4 new buses and 4 new drivers for 15-minute service. • Likely not to have the choice ridership if operated at 30-minute service. • Could just redistribute existing ridership, resulting in a high cost/low benefit.
Converted Route 7 French Island to a Circulator	• Doubles frequency. • Improves service to Airport.	• Adds a transfer. • Existing densities cannot support 30-minute service. • Cost to Campbell would have to be re-evaluated/renegotiated.
Modified Route 8 Crossing Meadows	• Doubles frequency. • Expands hours of service to serve first shift workers @ Waltzcraft. • Provides direct service to Valley View Mall and DMV. • Eliminates reliance on Route 9 Onalaska for access to DMV. • Provides a safe travel option for pedestrians walking along STH 157 between Crossing Meadows and Valley View Mall area.	• Drops a transit-supportive block from the service area. • Can't operate under current coordination with Route 7. Need to separate service. • Would negatively impact the Route 7 French Island.

TABLE 23: PROS AND CONS OF SERVICE CONCEPTS (CONTINUED)		
Concept	**Pros**	**Cons**
Realigned Route 5 Valley View Mall	• Brings a low-income neighborhood and Myrick Park into the MTU service area.	• Dependent on implementation of Route 8 concept to provide north side residents access to Valley View Mall area. • Round trip is too long to make in 1 hour if extended to DMV.
Realigned Route 5 Express Connector	• Brings a low-income neighborhood into the MTU service area. • Provides service to Myrick Park. • Improves travel time by bypassing downtown La Crosse. • Provides limited-stop service to West Ave corridor.	• Dependent on implementation of Route 8 concept to provide north side residents access to Valley View Mall area. • Round trip is too long to make in 1 hour w/o additional improvements; with Route 8, can drop extension to DMV.
New Express Connector Route	• Brings a low-income neighborhood and Myrick Park into the MTU service area. • Improves travel time by bypassing downtown La Crosse. • Provides limited-stop service to West Ave corridor. • Serves park-and-ride. • Can be implemented independently.	• Cost: Whole new service requiring 2 buses and 4 drivers to meet hours of service. • Requires limited-stop service and congestion management improvements within the STH 16 corridor to travel a 20-mile round trip in one hour.

After considering the pros and cons of each concept, the level of impact the concept would have on the rest of the transit system, and how each concept affects quality of service and meets the stated goals and objectives, the concepts recommended to go forward include:

- Making minor modifications to Routes 1 South Ave, 2 Green Bay St, 4 Losey Blvd, and 5 Valley View Mall.
- Modifying Route 6 Northside to provide service to the Amtrak and Indian Hill Neighborhoods.
- Creating a new City Circulator route.
- Creating a new Express Connector route.

Introduction

This chapter discusses the final service recommendations, financial plan, and implementation steps to improve MTU's quality of service. The recommendations are divided into two categories: 1) the Preferred System in 2025, which includes a phased approach as short-, mid-, and long-range investments; and 2) quality of service improvements that can be implemented independently in a time frame the decision-making entity can accommodate.

Recommended Improvements

The recommended improvements discussed in this section were developed out of the public input and technical analyses discussed previously in this Plan. Improvements include a phased approach to implementing the service concepts recommended to move forward (Preferred System 2025); and infrastructure, customer service, marketing, and planning activities to address quality of service, public concerns, and stated goals and objectives.

Preferred System 2025 (Figure 36)

All costs for the preferred system (**Figure 36** p. 5-23) are provided in 2015 dollars and are estimated using the following operations and capital costs:

- New 35-foot, 32-passenger low-floor bus: $450,000
- New 27-foot, 23-passenger low-floor bus: $169,000
- Full-time driver (entry-level, including benefits): $57,000[6]
- New bus shelter: $5,000
- Moving an existing shelter: $1,000
- New bus stop sign/post: $200 (installed)
- Moving existing sign: $100
- Average operating cost per hour: $85.49 for La Crosse routes; $86.85 for La Crescent and Campbell (deviated service); $106.00 for Onalaska (includes paratransit).

[6] When new drivers are needed to provide new service, the total cost for the recommended number of drivers is provided for illustration when summarized, but is not included in the total cost for operations in the tables. Operations are calculated from an average cost per hour, which includes the cost of labor.

The cost provided with each recommendation is the *total* cost rounded to the nearest whole dollar, not the *local share* cost. The local shares are itemized in the Estimated Cost for Improvements tables.

SHORT-RANGE INVESTMENT (2016-2017)

Bus Routing

- Implement the minor modifications to Routes 1 South Ave, 2 Green Bay St, 4 Losey Blvd, and 5 Valley View Mall:
  - No additional staff or buses needed.
  - Eliminates 18 existing stop locations and creates 18 new stop locations (Appendix D).

Infrastructure

- Relocate 18 signs and posts to new stop locations: **$1,800**.
- Move and reorient shelter on 31st St S at State Rd to new bus stop on State Rd west of 31st St S: **$1,000**.
- Move shelter on Ward Ave west of Losey Blvd to bus stop on Losey Blvd at Altra: **$1,000**.
- Move shelter located on Losey Blvd S at Fiesta Ct to Shopko South: **$1,000**.
- Install new shelter on CTH PH at Target for Route 5 Valley View Mall: **$5,000**.
- Install real-time AVL system with mobile apps:[7] **$85,240** (first year total cost).

Quality of Service

- Routes 1, 2, 4, 5, 6:
  - Extend 30-minute service on weekdays by one hour until 6:42 pm. This will provide flexibility to employees who work into the evening. Connections are rushed and can be missed if workers stay past 5:00 pm: **$111,137** for 1,300 hours of service.
- City of Onalaska Route 9:
  - Eliminate mid-day gap: **$82,680** for 780 hours of service.

[7] Estimate provided to MTU by ETA Transit Systems.

- Add Saturday service: **$55,120** for 520 hours of service.

- City of La Crescent Route 10:
  - Eliminate mid-day gap: **$16,936** for 195 hours of service.
  - Add Saturday service: **$42,904** for 494 hours of service.
  - Add shelter at Lancer Apartments or the La Crescent High School: **$5,000.**

Total Estimated Cost for Short-Range Improvements

Table 24 summarizes the estimated costs for the bus routing and quality of service improvements recommended in the near-term (2016-2017) for MTU and for the communities that contract with MTU for service (Town of Campbell, City of La Crescent, City of Onalaska). In order to estimate the local cost for improvements, the total costs are broke out by the minimum local contribution (20% for vehicles; 56% for operations and infrastructure like shelters and benches) and the maximum state/federal contribution (80% for vehicles; 44% for operations).

Other than costs associated with moving shelters and moving and adding transit-stop signs and posts ($6,100), the costs are associated with the goal to improve the quality of service for comfort and convenience.

TABLE 24: ESTIMATED COSTS FOR SHORT-RANGE IMPROVEMENTS (IN 2015$)

Expense	MTU	La Crescent	Onalaska
Transit vehicles	$0	$0	$0
Infrastructure[1]	$95,040	$5,000	$0
Operations[2]	$111,137	$59,840	$137,800
Total	$206,177	$64,840	$137,800
Local Share[3]	***$115,459***	***$36,310***	***$77,168***
State/Federal Share[4]	$90,718	$28,530	$60,632

[1]New shelters and signs, moving shelters and signs, automatic vehicle location (AVL), etc.

[2]Estimated total annual service hours for the recommended improvement times the average operating cost per hour ($85.49).

[3]Estimated at 20% for transit vehicles through the 5309 Bus and Bus Facilities program and 56% for operations and infrastructure (excluding vehicles) through the 5307 Urbanized Area Formula Funding program.

[4]Estimated at 80% for capital and 44% for operations.

MID-RANGE INVESTMENT (2018-2022)

Bus Routes

- Implement the modified Route 6 Northside to provide service to the Amtrak and Indian Hill Neighborhoods.
  - Need two additional buses at **$690,000** and four additional drivers at **$228,000** to meet hours of service.
  - Adds 8,996 service hours per year: **$769,068**.
  - Creates 34 new stops and eliminates 14 existing stops (Appendix D).

Infrastructure

- Relocate 14 signs and posts to new stop locations: **$1,400**.
- Install 20 new signs and posts: **$4,000**.
- Install 2 new shelters: **$10,000**.
  - On Gillette St east of George St.
  - On 4th St at the La Crosse County Administrative Center.

- AVL Units: **$3,400**[8] for 2 buses.

Quality of Service

- Route 7 French Island / Route 8 Crossing Meadows:
  - Provide 60-minute service on Saturdays: **$54,194** for 624 hours of service. (Under the current service agreement, the City of La Crosse and the Town of Campbell split the cost for service, resulting in a cost of **$27,097** to each.)

Total Estimated Cost for Mid-Range Improvements

Table 25 summarizes the estimated costs for the bus routing and quality of service improvements recommended in the mid-term (2018-2022) for MTU and for the communities that contract with MTU for service. [Please note: The quality of service improvements recommended in the short-term (i.e. added service hours) are assumed into the base service for the mid-term; thus, the costs for those recommendations are not carried over into the mid-term.]

Implementation of the Route 6 Northside will require a substantial local commitment.

TABLE 25: ESTIMATED COSTS FOR MID-RANGE IMPROVEMENTS (IN 2015$)

Expense	MTU	Campbell
Transit vehicles	$900,000	$0
Infrastructure[1]	$18,800	$0
Operations[2]	$796,165	$27,097
Total	$1,714,965	$27,097
Local Share[3]	***$636,380***	***$15,174***
State/Federal Share[4]	$1,078,585	$11,923

[1]New shelters and signs, moving shelters and signs, automatic vehicle location (AVL), etc.

[2]Estimated total annual service hours for the recommended improvement times the average operating cost per hour ($85.49).

[3]Estimated at 20% for transit vehicles through the 5309 Bus and Bus Facilities program and 56% for operations and infrastructure (excluding vehicles) through the 5307 Urbanized Area Formula Funding program.

[4]Estimated at 80% for capital and 44% for operations.

[8] Includes the cost for vehicle logic unit with software license ($500 each), data mobile terminal with software modules ($800 each), and vehicle installation ($400 each).

LONG-RANGE INVESTMENT (2023 AND BEYOND)

Bus Routes

- Create new limited-stop Express Connector.
  - Two buses (34-passenger): **$900,000**.
  - Four drivers to meet hours of service: **$228,000**.
  - Provide 30-minute service at same level of service as the recommended Routes 1, 2, 4, 5, and 6.
  - Adds 8,996 service hours per year: **$769,068**.
  - Creates 15 new stops (Appendix D) and utilizes 8 existing stops (one of the 8 stops will have been installed in short-range).
- Create new City Circulator.
  - Four buses (23-passenger): **$676,000**.
  - Four drivers to meet hours of service: **$228,000**.
  - Provide 15-minute, bidirectional service during the week from 6:12 am to 6:12 pm and 30-minute service until end of service at 9:42 pm.
  - Adds 14,300 service hours: **$1,222,507**.
  - Market as a separate service.
  - Creates 56 new stops (Appendix D).

Infrastructure

- New signs: **$14,200**.
- Shelters: To be determined; evaluate boardings after implementation.
- AVL units: **$10,200** for 6 buses.

Quality of Service

- No additional long-range quality of service improvements recommended. Re-evaluate during next transit plan planning process.

Total Estimated Cost for Improvements

Table 26 illustrates the estimated costs for the recommended long-range improvements.

TABLE 26: ESTIMATED COSTS FOR LONG-RANGE IMPROVEMENTS (IN 2015 $)

Expense	MTU
Transit vehicles	$1,576,000
Infrastructure[1]	$24,400
Operations[2]	$1,991,575
Total	$3,591,975
Local Share[3]	***$1,444,146***
State/Federal Share[4]	$2,147,829

[1]Shelters, signs, automatic vehicle location (AVL), etc.

[2]Estimated using the average operating cost per hour ($85.49).

[3]Estimated at 20% for transit vehicles through the 5309 program and 56% for operations and infrastructure (excluding vehicles) through the 5307 program.

[4]Estimated at 80% for capital and 44% for operations.

Quality of Service Improvements

Additional improvements and activities recommended to improve the quality of service for existing and future transit riders are provided below. They include infrastructure not included in the short-, mid-, or long-range schedule of improvements; customer service and marketing strategies; and planning and policy actions.

OTHER INFRASTRUCTURE

MTU

- Install shelters on:
  1. Cass St at 5th Ave for inbound Route 2 Green Bay St.

2. 4th St north of Main St at State Bank for outbound Route 6 Northside.
3. State St at 8th St for inbound Route 5 Valley View Mall.
4. George St at Sill St for inbound Route 5 Valley View Mall.
5. Green Bay St at Mooresmiles for inbound Route 2 Green Bay St.
6. State St at 8th St for outbound Route 5 Valley View Mall.
7. State St at West Ave for outbound Route 5 Valley View Mall.
8. Division St east of 3rd St for outbound Route 1 South Ave.
9. 16th St at Jackson St for inbound Route 2 Green Bay St.

- Purchase three-bicycle bicycle racks for new buses.

City of La Crosse

- Install marked crosswalks at alley across Jay St and at alley across King St for pedestrians crossing to/from GRS.
- Continue installing sidewalks.
  - Prioritize segments along and leading to transit routes.
- Construct a multimodal path along STH 157 between Hawkins Rd and the bike path east of STH 16.
  - Provides a bicycle and pedestrian connection between the Routes 5, 8, and 9.

CUSTOMER SERVICE

MTU

- Include the estimated time point and the route(s) served at each bus stop.
- Install a bus pass kiosk in the GRS.
- Develop a process for addressing and tracking customer calls, comments, and complaints.
  - Develop performance measure.
- Re-vamp the MTU website so that time-sensitive information, updates, and notices are on the main page.
- Actively promote the transfer coordination between MTU and OHWSPT.
- Develop a schedule for updating bus stop locations and bus routes on Google Maps.

- Expand the time frame within which a rider may use a transfer from immediately to one hour.
- Offer day, multiday, and week-long passes.
  - Promote at hotels within the service area.

MARKETING

MTU

- Re-brand MTU as Grand River Transit (GRT).
- Continue selling advertizing on buses, but not as full bus wraps. Need to be recognizable as GRT. Need to elevate image to appeal to choice riders.
- Expand the sale of advertizing to transit shelters and benches.
- Create a marketing plan to address negative perceptions of transit.
- Promote the MTU Works program to other major employers.
- Advertize existing travel training opportunities.

City of La Crosse

- Actively promote the MTU Works program among city employees.

PLANNING AND POLICY

MTU

- Study the feasibility of instituting a shuttle service between the La Crosse Regional Airport and hotels in the City.
  - Determine applicability of room tax as a source of funding.

MTU and City of La Crosse

- Begin discussions with regional partners of what a Regional Transportation Authority (RTA) will look like here.
  - Who will "manage" the RTA in the region? (The 2007 transit plan recommended La Crosse County.)
  - Will the RTA own or contract for transit services?
- Actively pursue RTA legislation.

- Supported in the January 2013 Report of the Wisconsin Transportation Finance and Policy Commission, *Keep Wisconsin Moving*.
- Allows for a local source of funding for not only transit service but also bicycle and pedestrian improvements to improve transit accessibility.

City of La Crosse

- Conduct a study of the feasibility and cost/benefit of metering on-street parking in the downtown and other areas of the city.
  - Revenues could be used for transportation demand management (TDM) activities (i.e. improvements that support active transportation choices and discourage driving alone), infrastructure improvements in front of downtown businesses, and maintenance of parking structures.
- Develop a pedestrian plan that identifies appropriate locations for rectangular rapid flashing beacons (RRFBs) and other enhanced pedestrian crossings to connect bus stops to destinations.
- Prioritize transportation projects that are bicycle, pedestrian, and transit supportive.
- Prioritize transit capital projects in the Surface Transportation Program-Urban (STP-U) application process.
- Update development code to replace minimum parking standards with maximum parking standards and to accommodate opportunities for shared parking.
- Identify areas for transit-oriented development.

Figure 37, which originates from the recommendations for the La Crosse City Transportation Vision for the Future, illustrates the recommendation for the City to implement parking maximums and transit-oriented development within the USH 53 / USH 14 corridor.

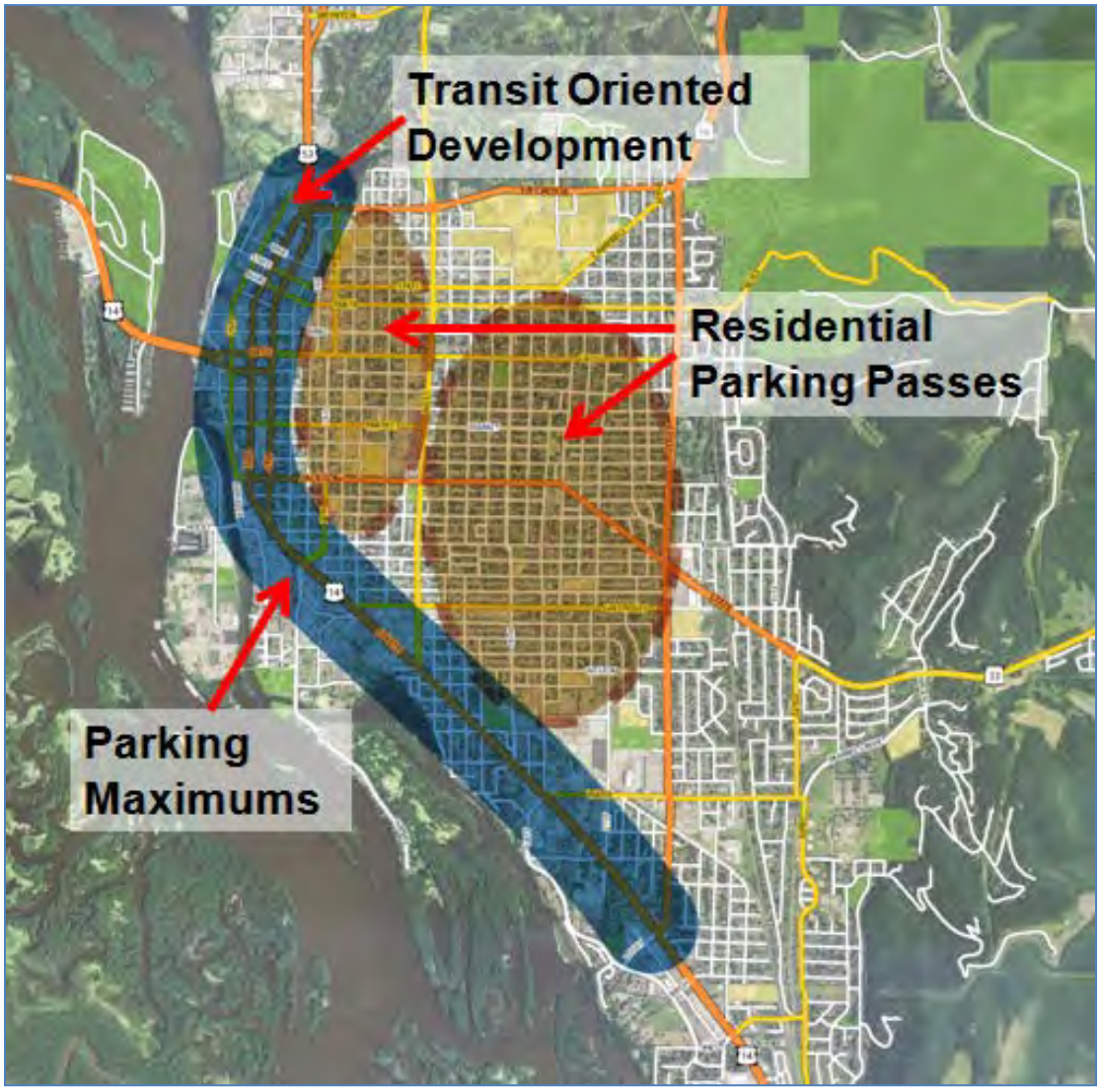
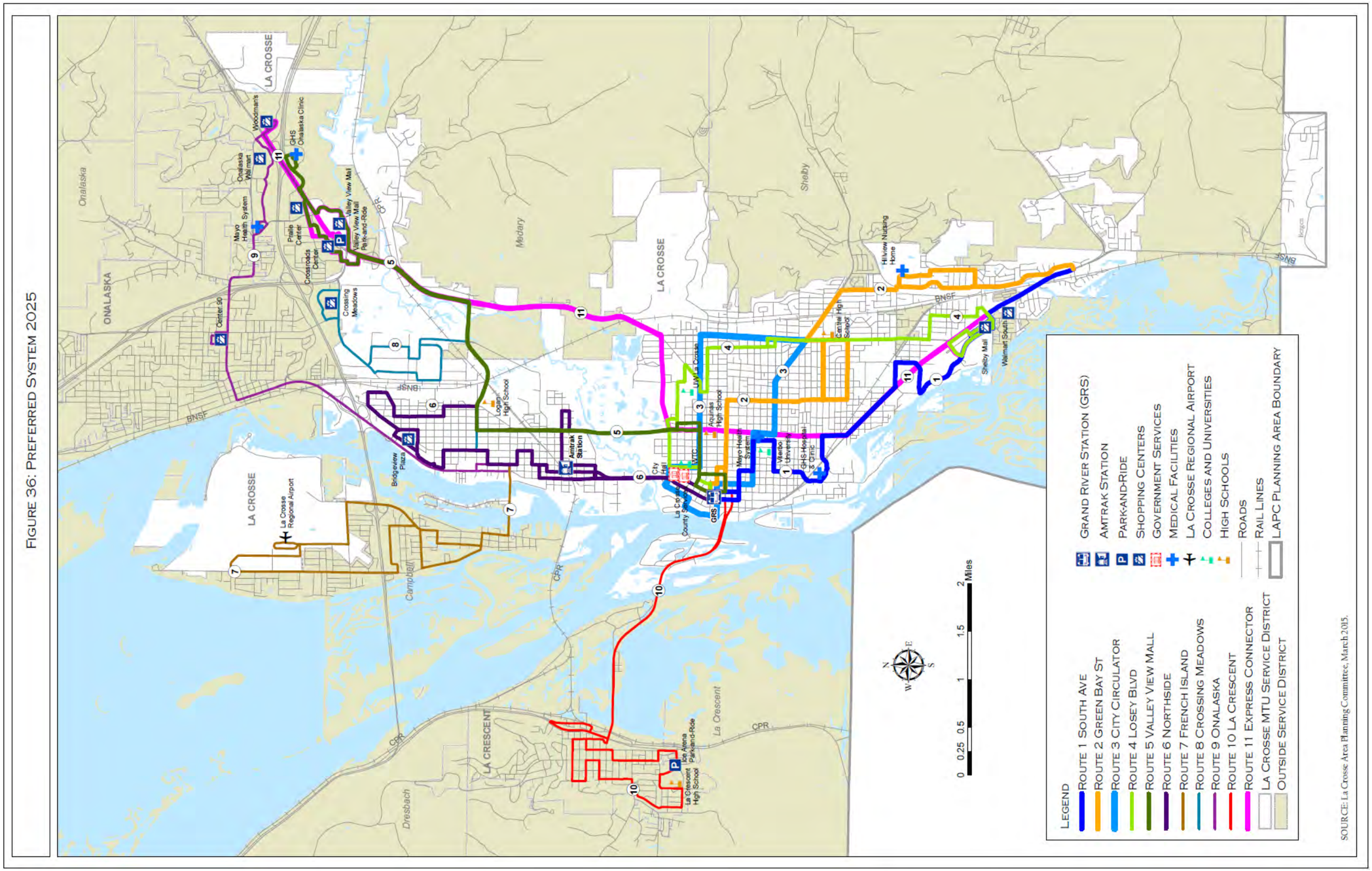


Figure 37: Recommendation by Ian Lockwood, Toole Design Group, for parking maximums, transit-oriented development, and residential parking passes.
Source: La Crosse Transportation Vision, www.grandrivergreatcity.com.

This page intentionally left blank.



SOURCE: La Crosse Area Planning Committee, March 2015.

FIGURE 36: PREFERRED SYSTEM 2025

This page intentionally left blank.

Anticipated Funding Sources

Federal and State Revenues

OPERATING ASSISTANCE

The majority of MTU's operating assistance comes from the Federal §5307 Urbanized Area Formula Program and the Wisconsin s.85.20 State Urban Mass Transit Operating Assistance Program. Because MTU provides service to the City of La Crescent, MTU also receives §5307 funds distributed to Minnesota and a local share from the City of La Crescent.

Both programs may provide operating assistance up to 50% of operating expenses, but because state funds are distributed by tier with each tier having a separate appropriation, funds within each tier are distributed such that the combination of State and Federal operating assistance covers an equal percentage of operating costs for all systems within a tier. The *2015-2018 Transportation Improvement Program Project List* reports that of Federal and State operating assistance MTU receives, MTU receives greater support from the §5307 program (56%) than from the s.85.20 program (44%).

MTU anticipates Federal and State operating assistance to cover 56% of the operating costs for the years 2016 through 2018 as presented in the Transportation Improvement Program (TIP). The TIP values also include a 1% increase from the previous year. If the 1% annual increase is projected out to 2023, MTU can anticipate receiving $3.54 million in Federal and State operating funds in 2023.

Table 27 illustrates the anticipated operating assistance and the estimated costs for improvements for the first year of each the short-, mid-, and long-range time frames (2016, 2018, and 2023, respectively). The mid-range *cost of service improvements* includes the short-range cost inflated 1% each year to 2018; the long-range cost includes short- and mid-range inflated costs. This assumes that the recommendations have been implemented and continue into the next phase.

As suggested by the table, major service improvements such as those recommended for the mid- and long-term will need significant local support to be implemented.

TABLE 27: ANTICIPATED OPERATING ASSISTANCE AND ESTIMATED OPERATING COSTS IN YEAR ONE OF SHORT-, MID-, AND LONG-RANGE INVESTMENT SCHEDULES

Operating Assistance	Short-Range (2016)[1]	Mid-Range (2018)[1]	Long-Range (2023)[2]
Wisconsin			
Federal 5307	$1,858,500	$1,895,856	$1,992,564
State 85.20	$1,442,300	$1,471,290	$1,546,341
Local / Other	$2,846,100	$2,903,307	$3,051,404
Subtotal (WI)	*$6,146,900*	*$6,270,453*	*$6,590,309*
Minnesota			
Federal 5307	$94,000	$72,300	$75,988
Local / Other	$246,800	$289,300	$304,057
Subtotal (MN)	*$340,800*	*$361,600*	*$380,045*
Total Assistance Anticipated	$6,487,700	$6,632,053	$6,970,354
Estimated additional operating costs[3]	**$311,865**	**$1,166,341[4]**	**$3,382,426[5]**

[1]Federal, state, and local values were obtained from *Table 4: 2015-2018 Transportation Improvement Program Project List*, November 19, 2014; www.lapc.org.

[2]Long-range values were estimated using a 1% annual increase as was used to estimate the Wisconsin assistance provided in the transportation improvement program project list.

[3]The "cost of service improvements" is the additional amount needed to implement the recommendations and likely to be borne by the local share. The estimated costs for the individual short-, mid-, and long-range projects in 2015 dollars are $308,777, $823,262, and $1,991,575, respectively.

[4]Assumes implementation and continuation of short-range recommendations inflated 1% per year.

[5]Assumes implementation and continuation of short-range and mid-range recommendations inflated 1% per year.

CAPITAL ASSISTANCE

Capital assistance is traditionally obtained through the Federal §5307 Urbanized Area Formula Program, the Wisconsin s.85.20 State Urban Mass Transit Operating Assistance Program, and the §5309 Federal Discretionary Capital Assistance program. In 2013, the LAPC Technical Advisory Committee (TAC) recommended that WisDOT award STP-Urban funds to both MTU and OHWSPT for the purchase of vehicles.

- §5307 Urbanized Area Formula Program
  - Provides capital assistance up to 80% of the cost of project equipment or up to 90% if the equipment is required to comply with the Americans with Disabilities Act (ADA); capital investments in bus and bus-related activities such as replacement of buses, overhaul of buses, rebuilding of buses, crime prevention and security equipment and construction of maintenance and passenger facilities; and capital investments in new and existing fixed guideway systems including rolling stock, overhaul and rebuilding of vehicles, track, signals, communications, and computer hardware and software.
- §5309 Federal Discretionary Capital Assistance
  - Provides capital assistance up to 80% of the cost of project equipment (up to 90% of the cost of equipment or modifications required by the Americans with Disabilities Act (ADA) or by the Federal Clean Air Act).
- Surface Transportation Program–Urban (STP-U)
  - May be used for up to 80% of the capital costs for transit projects eligible for assistance under chapter 53 of title 49. MTU was awarded $360,000 in 2014 for a new bus.

Local Revenues

All transit funding programs require some amount of local support, usually about 20% towards capital and 50% towards operations.

Table 28 illustrates the local revenues that MTU anticipates in 2015. These revenues are allocated to existing service levels and will need to be increased to support the recommended improvements.

TABLE 28: MTU LOCAL REVENUES BUDGETED FOR 2015

Operating Revenues	
Advertizing	$31,000
Farebox	$640,000
Lease/Rent	$120,000
Contracted Services	$904,463
Universities/Colleges	$254,582
City Subsidy	$609,610
Parking Utility	$55,000
Gas tax	$25,000
Other Local	$21,000
Total local support	$2,660,655

Source: City of La Crosse 2015 Operating Budget.

Potential Local Funding Sources

- Advertizing on buses, shelters, and benches:
  - MTU has an active program of selling advertizing space on buses; however, shelters and benches may also be utilized.
- La Crosse County registration fee.
  - If La Crosse County implements a $20 registration fee and sets aside 5% for transit, bicycle, and pedestrian projects as has been proposed, MTU could compete for $88,186.
- Hotel room tax:
  - To be determined by study.
- Parking fees:
  - To be determined by study.
- Regional Transportation Authority:
  - Need enabling legislation.

- The Wisconsin Transportation Finance and Policy Commission recommends a 1/2-cent sales tax. This could generate $11.4 million per year. (La Crosse County received $11.4 million in 2014 in sales tax distributions with its 1/2-cent sales tax. *Source:* County Sales Tax Distributions 2014, www.revenue.wi.gov.)

Implementation

Challenges

To successfully implement the preferred system, several challenges need to be addressed:

- **An anticipated shortfall in operating assistance to expand service.** Federal and State assistance levels barely support existing services, and with funding levels increasing at a rate less than inflation, MTU may be faced with having to cut service rather than expand service.
- **Competition for capital assistance.** The FTA has established a service life of 10 years or 350,000 miles for the heavy duty small buses used by MTU. At an average fleet age of 8.8 years, MTU buses are breaking down more frequently and are in need of replacement. With funds falling short of replacement needs, MTU may find it challenging to purchase vehicles for new service.
- **The negative perception of bus transit and those who use transit.** Responses from non-riders participating in the online surveys confirm the anecdotal sentiments that transit is only for those who can't afford a personal vehicle and that the buses are dirty and unsafe. In contrast, the majority of riders participating in the survey activities reported feeling safe riding the bus and being satisfied with its cleanliness. The perceptions of non-riders are quite contrary to the realities revealed by transit riders.
- **Congestion in the existing transportation network.** While transit can serve as one tool in the toolbox of congestion management strategies, roadway congestion will negatively impact transit performance. In order for the new Express Connector to operate at 30-minute service with two buses, roadway congestion in the STH 16 corridor must be addressed.

Next Steps

Several next steps for each the MTU and the City of La Crosse should be taken in the near future to work toward the goal of operating the Preferred System in 2023.

MTU

1) Apply for STP-U funds (in addition to traditional sources) for the purchase of new vehicles (2015).
2) Order two new buses for the modified Route 6 (2016).
3) Implement the Short-Range Investment recommendations (2016).
4) Begin rebranding MTU with "Grand River Transit" (2016).

MTU AND CITY OF LA CROSSE

1) Identify and work with regional partners toward implementing a regional transportation authority (2015-2016).
2) Actively promote the MTU Works Program to City staff (ongoing).
3) Implement other infrastructure, customer service, marketing, and planning and policy recommendations as time and budget allow.

CITY OF LA CROSSE

1) Establish a process to prioritize transit capital projects in the STP-U application process (2016).

ADA Americans with Disabilities Act
AVL Automatic Vehicle Location
CPI Consumer Price Index
DMV Department of Motor Vehicles
FTA Federal Transit Administration
GRS Grand River Station
LAPC La Crosse Area Planning Committee
LOS Level of Service
MAP-21 Moving Ahead for Progress in the 21st Century Act
MnDOT Minnesota Department of Transportation
MPO Metropolitan Planning Organization
MRRPC Mississippi River Regional Planning Commission
MTP Metropolitan Transportation Plan
MTU Municipal Transit Utility
NTD National Transit Database
OHWSPT Onalaska/Holmen/West Salem Public Transit
QoS Quality of Service
RRFB Rectangular Rapid Flashing Beacon
RSVP Retired Senior Volunteer Program
RTA Regional Transportation Authority
S.M.R.T. Scenic Mississippi Regional Transit
STP-U Surface Transportation Program-Urban
SWOT Strengths, weaknesses, opportunities, and threats
TAC Technical Advisory Committee
TCQSM Transit Capacity and Quality of Service Manual
TCRP Transit Cooperative Research Program
TEP Transit Enhancement Plan
VRH Vehicle Revenue Hours
VRM Vehicle Revenue Miles
WisDOT Wisconsin Department of Transportation

This page intentionally left blank.

Grand River Station Public Input

The following is a summary of the comments (paraphrased and verbatim, which are reported in quotes) categorized by topic received on Monday, March 31 as part of a public input session hosted from 10:00 am to 6:00 pm at the Grand River Station, 314 Jay St, La Crosse, WI.

Infrastructure

- More/better shelters; specific request for a shelter at the La Crescent High School/Middle School and at the apartment building across Lancer
- More benches
- Bike racks that accommodate more bicycles
- Lighting at stops
- Pedestrian crosswalks at alleys to cross Jay St and King St to GRS
- New bus with windows that open for Route 10
- Grid-tied solar panels on bus shelters
- ATM for bus passes
- Stop at/near the food court at Valley View Mall
- Need better maintenance of bus shelters (snow and ice removal; dirty glass; webs and bugs) and other stops (snow and ice removal). Shelter at Clinton/Caledonia at bank driveway identified as example

Information

- GPS on all buses; use in SmartPhone app and bus locator boards
- App or phone ability to find out where your bus is
- Improve website: ability to purchase passes; ability to comment; transfers between MTU and OHWSPT; post route deviations, promotions, etc on front page
- Update stop locations on GoogleTransit
- Route information on bus stop signs
- Pocket-size map and schedule
- "Signs for changes on bus routes should go on EVERY bus as soon as transit is aware of interruption!!!"

Marketing

- More/better advertising to promote ridership
- Better information regarding transfers between MTU and OHWSPT
- Student competitions: bus shelter design; bus wrap design; SmartPhone app
- Scavenger hunts or CitySolve
- Partner with neighborhood groups
- Education: letters to the editor; work/school seminars; beyond travel training
- Work with local businesses for discounts w/bus pass

Customer Service

- Face of MTU at GRS; need to have a dedicated, full-time, customer service-oriented staff person
- Perception that complaints are not addressed
- Need better way of fielding concerns and following up
- Comment cards
- Way to submit comments online
- Perception of preferential treatment of certain riders on the Route 10
- ATM for bus passes
- Purchase passes online like Amtrak/Jefferson
- A variety of positive comments about the bus drivers.
- Special fares: one, two, five-day passes for visitors
- Family passes available with tax bill
- Change transfer policy to allow riders to use transfer pass within i.e. one hour, two hours of receipt instead of immediately (would only apply to cash passengers)

Bus Service

- Service in La Crescent should continue to be provided by MTU
- Eliminate mid-day service gaps on routes 9 and 10

- Weekend service for routes 7, 8, 9, and 10
- Weekday schedule on Saturday, especially for Northside bus
- More service to French Island and Industrial Park
- Extend 1/2-hr service in evenings
- "What of the possibility of paratransit and private sector providers having a larger share of the wheelchair population?"
- North - South express M-F 7-9 am and 4-6 pm w/20-minute service
- Increase Woodman's route to Saturday and/or Sunday to accommodate no-car shoppers
- Extend evening service on #9 so southside workers can make connections if get off at 5
- Route 5 on Midwest Dr when Rt 9 is not in service
- Seasonal service to Shrine
- Overall bus service is great. Bus drivers try to do their best.

MTU Rider Count and Survey

ETC Institute of Olathe, KS, conducted a 100% boarding and alighting count and onboard survey of the MTU fixed-route system on Sunday, April 6 and Monday, April 7, 2014.

ETC hired and trained local temporary help to use iPads to plot the locations and record the number of persons getting on and getting off the bus. They also made an onboard rider survey available. Limitations to the survey and count effort include: 1) Some buses had no surveyors; and, 2) No one passed out or directed riders to the onboard survey. A total of 205 surveys were returned. This represents a 3.6 percent response rate.

Boarding and Alighting Counts

Despite one run having been missed on Monday, April 7 and made up on Wednesday, April 9, the route 4/5 still experienced fewer rides than had been estimated. Actual rides on Monday were 3.7 percent higher than estimated.

Route	Sunday rides	Actual Monday rides	Est. Monday Rides	Actual vs Est.
1/2/6	Not provided	2,533	2,369	↑
4/5	Not provided	1,455	1,555	↓
7/8	No service	178	146	↑
9	No service	132	85	↑
10	No service	106	92	↑
Total	**1,236**	**4,404**	**4,247**	↑

Onboard Survey

Results of the onboard survey are presented below:

Q1: What type of place are you COMING FROM now?

2 (1.0%) of the 205 persons who took the survey did not respond to this question.

Of the 203 persons who responded:
- 118 (58.1%) chose "home"
- 32 (15.8%) chose "job"
- 8 (3.9%) chose "social/recreation"
- 17 (8.4%) chose "shopping"
- 5 (2.5%) chose "medical/dental appointment"
- 0 (0%) chose "childcare"
- 4 (2.0%) chose "school"
- 19 (9.4%) chose "other," which included church, job hunting, restaurant, volunteering, and bank

Q2: What is the NAME of the place you are coming from now?

51 (25.9%) of the 205 persons who took the survey did not respond to this question.

Of the 155 persons who responded:
- 58 (37.4%) reported "home."
- 96 (61.9%) reported somewhere other than "home," with the location most reported being Wal-Mart.

Q3: How did you get to THIS bus?

6 (2.9%) of the 205 persons who took the survey did not respond to this question.

Of the 199 persons who responded:
- 44 (22.1%) selected "transferred" from another bus
- 119 (59.8%) selected "walked"; 135 (67.8%) walked when "other" added
- 4 (2.0%) selected "dropped off and walked part of the way"
- 5 (2.5%) selected "rode a bike"
- 1 (0.5%) selected "drove alone then parked"
- 2 (1.0%) selected "used a wheelchair or scooter"
- 4 (2.0%) selected "someone dropped me off"
- 20 (10%) selected "other"—2 of which used OHWSPT; 16 of which are the equivalent of "walked"; 1 stayed on the bus (on route 1); 1 stated "free fare day"

Q4: How long did it take you to get to the bus stop where you boarded this bus?

18 (8.8%) of the 205 persons who took this survey did not respond to this question.

Of the 187 persons who responded:
- Time ranged from 0 to 60 minutes.
- The average time was 8 minutes.
- The median time was 5 minutes.
- The time reported most often was 5 minutes.

Q5 What type of place are you GOING TO now?

4 (2.0%) of the 205 persons who took this survey did not respond to this question.

Of the 201 persons who responded:
- 66 (32.8%) selected "home
- 48 (23.9%) selected "job"
- 15 (7.5%) selected "social/recreation"
- 22 (10.9) selected shopping
- 12 (6.0%) selected "medical/dental appointment"
- 0 (0%) selected "childcare"
- 11 (5.5%) selected "school"
- 27 (13.4%) selected "other"—one of which could be "shopping" ("Mall") and 4 of which could be "social/recreation" ("YMCA," "See my son," "party"); "other" included church, lunch, job interview, laundromat, library, city hall, volunteer, bank, help my mom/grandma, appointment.

Q6: What is the NAME of the place you are going to now?

48 (23.4%) of the 205 persons who took this survey did not respond to this question.

Of the 157 persons who responded:
- 33 (21.0%) were going "home."
- 124 (79.0%) reported somewhere other than "home," with the location most reported being Valley View Mall.

Q7: How will you get to your destination once you get off THIS bus?

9 (4.4%) of the 205 persons who took this survey did not respond to this question.

Of the 196 persons who responded:
- 44 (22.4%) reported they would be transferring to another bus.
- 133 (67.9%) reported they would walk the rest of the way.
- 5 (2.6%) reported they would ride their bike.
- 3 (1.5%) reported that someone would pick them up.
- 11 (5.6%) reported some "other" means to include shared ride and being dropped off at their destination.

Q8: How long will it take you to get to your final destination after you get off this bus?

26 (12.7%) of the 205 persons who took this survey did not respond to this question.

Of the 179 persons who responded:
- Time ranged from 0 to 65 minutes.
- The average time was 8.6 minutes.
- The median time was 5 minutes.
- The time reported most often was 5 minutes.

Some respondents were reporting the total trip time, not just the final leg of the trip.

Q9: Approximately what time did you board this bus?

14 (6.8%) of the 205 persons who took this survey did not respond to this question.

Of the 191 persons who responded:
- Times ranged from 5:17 am to 9:30 pm.
- One entry was illegible.

Q10: How long did you wait for the bus?

12 (5.9%) of the 205 persons who took this survey did not respond to this question.

Of the 193 persons who responded:
- Time ranged from 0 to 70 minutes.
- The average time was 6.8 minutes.
- The median time was 5 minutes.
- The time reported most often was 5 minutes.

Only two of the five high-wait-time responses (waited 30 minutes or more) seem valid in that the respondents rode on Sunday. The other three (one of which is the 70 minute wait) rode on Monday, during the day, and on routes with 30-minute service.

Q11: How long will you travel on this bus?

22 (10.7%) of the 205 persons who took this survey either did not respond or gave invalid responses.

Of the 183 persons who responded:
- Time ranged from 2 to 60 minutes.
- The average time was 20.8 minutes.
- The median time was 20 minutes.
- The time reported most often was 20 minutes.

Q12: If this bus were NOT AVAILABLE, how would you make this trip?

11 (5.4%) of the 205 persons who took this survey did not respond to this question.

Of the 194 persons who responded:
- 47 (24.2%) would not have made the trip
- 14 (7.2%) would have driven alone
- 45 (23.2%) would have had someone drive them
- 6 (3.1%) would have carpooled or vanpooled
- 46 (23.7%) would have taken a taxi
- 47 (24.2%) would have walked
- 28 (14.4%) would have biked
- 12 (6.2%) would have done something else (walk to another location to pick up a different bus; not sure; Minibus)

Most respondents chose more than one option.

Q13: How did you pay for your trip today?

8 (3.9%) of the 205 persons who took this survey did not respond to this question.

Of the 197 persons who responded:

171 (86.8%) rode on Free Fare Monday (2 are unknown. The questionnaires were dropped off at the office.)
77 (45.0%) of the 171 Free Fare riders noted some pass option

Q14: Did you receive any of the following special fare discounts for your trip today?

21 (10.2%) of the 205 persons who took this survey did not respond to this question.

Of the 184 persons who responded:

93 (50.5%) reported no special fare discount.
11 (6.0%) reported a senior discount.
19 (10.3%) reported a student discount.
2 (1.1%) reported a youth discount.
44 (23.9%) reported a disabled discount.
15 (8.2%) reported "other," which included staff IDs, work passes, volunteer passes, and transfers.

Q15: Tell us how you feel about this bus?

10 (4.9%) of the 205 persons who took this survey did not respond to the question regarding bus condition and cleanliness.

Of the 195 persons who responded:

2 (1.0%) thought the bus was in poor condition.
24 (12.3%) thought it was in satisfactory condition.
168 (86.2%) thought it was in good or excellent condition.

13 (6.3%) of the 205 persons who took this survey did not respond to the question regarding bus seat comfort.

Of the 192 persons who responded:

6 (3.1%) thought the seat comfort was poor.
43 (22.4%) thought the seat comfort was satisfactory.
142 (74.0%) thought the seat comfort was good or excellent.
1 wrote in "not applicable" because he/she was in a wheelchair.

14 (6.8%) of the 205 persons who took this survey did not respond to the question regarding bus safety.

Of the 191 persons who responded:

2 (1.0%) felt safety on the bus was poor.
11 (5.8%) felt satisfactory about safety on the bus.
178 (93.2%) felt good or excellent about safety on the bus.

12 (5.9%) of the 205 persons who took this survey did not respond to the question regarding driver courtesy.

Of the 193 persons who responded:
1 (0.5%) thought driver courtesy was poor.
13 (6.7%) thought driver courtesy was satisfactory.
179 (92.7%) thought driver courtesy was good or excellent.

Q16: of the following list, please rank the top 3 bus improvements that are most important to you.

8 (3.9%) of the 205 persons who took the survey did not respond.

Many respondents did not rank the options, but instead marked all they thought were important. Others ranked all of the options with either a "1," "2," or "3." If no number was given, all marked options were given a "1."

In summed rank of importance, the results were as follows:
1) More weekend service.
2) More frequent service.
3) Later evening service.
4) More shelters.
5) Extend service to other places.
6) Maintenance of bus stops and shelters.
7) Improved access to bus stops.
8) Earlier morning service.
9) "Other"
10) Easier access to transit information.
11) Add park and ride lots.

The "Other" comments involved bus seats, better service in Onalaska, maintaining the extra Valley View service when school is out, additional shelters, holiday service, wi-fi, etc.

Q17: How often do you ride the La Crosse MTU?

11 (5.4%) of the 205 persons who took this survey did not respond to this question.

Of the 194 persons who responded:
165 (85.1%) ride regularly (4 or more days per week).

25 (12.9%) ride occasionally (several days per month).
3 (1.5%) ride infrequently (less than once per month).
1 (0.5%) was riding for the first time.

Q18: How long have you been riding the La Crosse MTU?

8 (3.9%) of the 205 persons who took this survey did not respond to this question.

Of the 197 persons who responded:
131 (66.5%) have been riding more than 2 years.
29 (14.7%) have been riding 1-to-2 years.
36 (18.3%) have been riding for less than one year.
1 (0.5%) was riding for the first time.

Q19: Do you typically have a vehicle available to YOU to drive?

12 (5.9%) of the 205 persons who took this survey did not respond to this question.

Of the 193 persons who responded:
88 (45.6%) do not drive or have a valid license.
69 (35.8%) did not have a vehicle available.
29 (15.0%) had access to their personal vehicle.
7 (3.6%) had access to someone else's vehicle.

81.4% of the respondents were transit dependent.

Q20: What is your AGE?

8 (3.9%) of the 205 persons who took this survey did not respond to this question.

Of the 197 persons who responded:
4 (2.0%) were under 18.
28 (14.2%) were 18-24.
56 (28.4%) were 25-44.
40 (20.3%) were 45-59.
43 (21.8%) were 50-64.
26 (13.2%) were 60 and over.

Q21: Are you...

14 (6.8%) of the 205 persons who took this survey did not respond to this question.

Of the 191 persons who responded:

107 (56.0%) reported being female.
84 (44.0%) reported being male.

Q22: How did you find out about La Crosse MTU bus service?

17 (8.3%) of the 205 persons who took this survey did not respond to this question.

Of the 188 persons who responded:
52 (27.7%) said a family or friend.
7 (3.7%) said their employer.
8 (4.3%) said an advertisement.
1 (0.5%) said the Internet.
77 (41.0%) said they say a bus/bus stop.
13 (6.9%) said the La Crosse MTU website.
1 (0.5%) said Google Transit.
2 (1.1%) said the paper timetables.
27 (14.4%) said "Other," which included social worker, phonebook, school, "rode all of my life," counselor, acquaintance.

Respondents often chose more than one.

Q23: Additional Comments:
Over 100 respondents made additional comments about MTU service. All of the comments as well as the summary of this survey were delivered to MTU management staff.

University and College Online Survey

Beginning on April 7, 2014 and ending on May 2, 2014, employees and students from the University of Wisconsin-La Crosse, Midwest Technical College, and Globe University (Viterbo University did not participate). The results of the survey as analyzed by SurveyMonkey are presented below.

Questions directed to ALL survey takers:

Q1: In what capacity are you participating in this survey?

Answer Options	Response Percent	Response Count
As an employee of Globe University	1.3%	11
As a student of Globe University	1.0%	9
As an employee of UW-La Crosse	28.3%	243
As a student of UW-La Crosse	56.3%	483
As an employee of Western Technical College	1.3%	11
As a student of Western Technical College	11.8%	101
	answered question	858

Q2: Does your employer/school sponsor a transit pass program?

Answer Options	Response Percent	Response Count
Yes	71.8%	599
No	4.1%	34
Don't know	24.1%	201
	answered question	834

Q3: In the last 30 days, have you used public transit to make any trips within, to, or from La Crosse County or La Crescent?

Answer Options	Response Percent	Response Count
Yes	34.6%	290
None in the last 30 days	36.6%	307
I have never taken public transit in the La Crosse area	21.1%	177
I have never taken public transit	7.9%	66
answered question		839

Questions directed to only transit users:

Q4: In the last 30 days, which transit service(s) did you use?

Answer Options	Response Percent	Response Count
La Crosse Municipal Transit Utility (MTU) fixed-route bus	82.4%	239
La Crosse MTU Mobility Plus	0.7%	2
SafeRide	31.7%	92
Onalaska/Holmen/West Salem Public Transit	3.4%	10
Scenic Mississippi Regional Transit (S.M.R.T.)	2.4%	7
La Crosse County Minibus	0.0%	0
Other (please specify)	1.0%	3
answered question		290

Q5: How did you first hear of the transit service(s) that you use? (Select all that apply.)

Answer Options	Response Percent	Response Count
My employer/school	74.8%	214
Community website	4.2%	12
The transit provider's website	10.1%	29
Saw buses/vans and stops	51.0%	146
I read about it in the newspaper	3.8%	11
I heard a public service announcement	1.0%	3
Facebook/Twitter	2.4%	7
It was recommended by someone (word of mouth)	40.2%	115
Heard about it on the news	1.4%	4
Brochure	9.8%	28
Don't remember	2.8%	8
Other (please specify)	4.5%	13
	answered question	286

Q6: Why did you start taking transit? (Select all that apply.)

Answer Options	Response Percent	Response Count
Save money on gas	35.9%	103
Save money on parking	23.0%	66
To avoid having to find parking	32.1%	92
Don't like driving in traffic/ don't like driving	12.2%	35
Cheaper than driving	31.4%	90
Safer than driving	23.3%	67
More convenient	25.1%	72
Don't have access to a vehicle	55.1%	158
Don't drive/Don't have a license	9.8%	28
Environmental/Less pollution/Saves energy/Trying to be green	32.4%	93
My employer/school pays for some or all of the cost of my pass	52.6%	151
Other (please specify)	3.8%	11
	answered question	287

Q7: For what types of trips do you use transit? (Select all that apply.)

Answer Options	Response Percent	Response Count
Work	41.9%	111
School	37.0%	98
Shopping	67.5%	179
Religious gatherings	2.6%	7
Medical or other appointments	20.8%	55
Special events	31.7%	84
Outdoor recreation	15.1%	40
Other (please specify)		31
	answered question	265

Q8: In the last 30 days, how many one-way rides have you taken by…

Answer Options	5-or-more	1 to 4	None	Response Count
La Crosse MTU fixed-route bus	116	104	43	263
La Crosse MTU Mobility Plus	2	3	150	155
SafeRide	21	73	105	199
Onalaska/Holmen/West Salem Public Transit	0	13	142	155
Scenic Mississippi Regional Transit (S.M.R.T.)	3	2	150	155
La Crosse County Minibus	0	1	151	152
Other	1	0	138	139
Other (please specify)				2
		answered question		286

This page intentionally left blank.

Q9: Please tell us how satisfied you are with the following service characteristics of the transit service YOU USE MOST:

Answer Options	Very satisfied	Somewhat satisfied	No opinion	Somewhat dissatisfied	Very dissatisfied	Not applicable	Don't know	Response Count	Percent Satisfied
Cleanliness of bus shelters	95	99	30	19	4	10	6	263	73.8%
Inside cleanliness of vehicles	98	130	15	17	2	0	0	262	87.0%
Availability of seating	122	105	12	17	7	0	0	263	86.3%
Where the vehicles go	96	96	12	45	9	1	0	259	74.1%
Directness of bus routes	79	107	22	47	8	0	0	263	70.7%
Fare payment options	135	39	49	6	3	20	6	258	67.4%
Frequency of service	93	101	11	37	17	2	0	261	74.3%
Driver courtesy	167	74	13	7	2	1	0	264	91.3%
Driver helpfulness	167	66	19	7	2	3	1	265	87.9%
Number of stops	111	91	30	20	11	0	1	264	76.5%
Number of transfers	71	68	65	11	6	24	12	257	54.1%
Time waiting for transit	68	104	28	47	11	3	1	262	65.6%
Travel time on vehicle	84	100	26	39	7	2	1	259	71.0%
Overall service	104	130	13	9	2	0	0	258	90.7%
Other	16	5	38	1	2	23	7	92	
Other (please specify):								17	
							answered question	266	

Q10: Please tell us how satisfied you are with the following safety and accessibility characteristics of the transit service YOU USE MOST:

Answer Options	Very satisfied	Somewhat satisfied	No opinion	Somewhat dissatisfied	Very dissatisfied	Not applicable	Don't know	Response Count	Percent Satisfied
Personal safety on transit vehicle	142	96	12	5	1	0	1	257	92.6%
Safe operation of transit vehicle	164	76	7	7	0	0	1	255	94.1%
Personal safety waiting for transit	114	102	17	14	5	0	3	255	84.7%
Sidewalk connections to transit stops	117	83	22	19	4	3	6	254	78.7%
Snow removal around stops/shelters	83	81	30	22	14	11	12	253	64.8%
Lighting at bus stops	63	88	31	45	12	4	10	253	59.7%
Other	10	7	32	3	3	24	5	84	
Other (please specify):								7	
							answered question	257	
							skipped question	601	

Q11: How do you typically find information about your transit service routes, schedules, and fares?

Answer Options	Response Percent	Response Count
Community website	21.5%	56
Transit service provider website	52.7%	137
Grand River Station transit center	16.2%	42
On the transit vehicles	22.3%	58
Bus shelters	38.1%	99
Employer/school	22.3%	58
Other people	17.7%	46
Local businesses	0.0%	0
I don't look for information about my transit service	5.4%	14
Other (please specify)	11.5%	30
	answered question	260

Q12: Do you use MTU's online Trip Planner?

Answer Options	Response Percent	Response Count
Yes, all the time.	3.5%	9
Yes, on occasion.	16.3%	42
I have used it in the past, but I don't use it anymore.	5.0%	13
No, I didn't know MTU had a Trip Planner.	54.3%	140
No, I'm aware of the Trip Planner, but I don't need to use it.	15.5%	40
No, I don't use MTU, so I haven't used it.	5.4%	14
Additional comments:		1
	answered question	258

Questions directed to only non-users of transit:

Q13: Why did you NOT take transit in the last 30 days?

Answer Options	Response Percent	Response Count
I biked or walked to work/school	40.9%	223
I carpooled	14.1%	77
Transit does not serve where I live	18.3%	100
I need my car to go to work after class	16.3%	89
I don't like transit	6.6%	36
I like to drive	20.7%	113
I need my vehicle to accomplish work duties	7.3%	40
It's more convenient to drive	50.6%	276
I have children to drop off/pick up from school	7.9%	43
I run errands before/after work	21.1%	115
I don't know how to use transit	8.6%	47
Buses don't go where I want them to	13.2%	72
Driving is faster	40.9%	223
My work schedule conflicts with transit service availability	11.4%	62
Buses don't come by often enough	11.4%	62
Buses don't operate early/late enough	9.4%	51
Other (please specify)	9.7%	53
	answered question	**545**

Q14: How did you normally travel to work/school in the last 30 days?

Answer Options	Response Percent	Response Count
Drove alone	54.4%	295
Carpooled	7.2%	39
Walked, rollerbladed, etc.	33.6%	182
Bicycled	3.7%	20
Other (please specify)	1.1%	6
	answered question	**542**

Q15: At what time do you normally leave home for work/school?

Answer Options	Response Percent	Response Count
Between 2:00 a.m. and 5:00 a.m.	1.3%	7
Between 5:00 a.m. and 8:00 a.m.	45.6%	246
Between 8:00 a.m. and 11:00 a.m.	43.3%	234
Between 11:00 a.m. and 2:00 p.m.	3.5%	19
Between 2:00 p.m. and 5:00 p.m.	4.3%	23
Between 5:00 p.m. and 8:00 p.m.	1.3%	7
Between 8:00 p.m. and 11:00 p.m.	0.7%	4
Between 11:00 p.m. and 2:00 a.m.	0.0%	0
	answered question	540

Q16: Approximately, how many minutes does the trip usually take you?

Answer Options	Response Percent	Response Count
15 minutes or less	71.6%	385
Between 15 and 30 minutes	17.8%	96
Between 30 and 45 minutes	7.8%	42
More than 45 minutes	2.8%	15
	answered question	538

Q17: At what time do you normally leave work/school for home?

Answer Options	Response Percent	Response Count
Between 2:00 a.m. and 5:00 a.m.	1.7%	9
Between 5:00 a.m. and 8:00 a.m.	3.0%	16
Between 8:00 a.m. and 11:00 a.m.	2.2%	12
Between 11:00 a.m. and 2:00 p.m.	6.9%	37
Between 2:00 p.m. and 5:00 p.m.	45.3%	243
Between 5:00 p.m. and 8:00 p.m.	28.0%	150
Between 8:00 p.m. and 11:00 p.m.	10.6%	57
Between 11:00 p.m. and 2:00 a.m.	2.2%	12
	answered question	536

Q18: Does your employer/school charge for parking?

Answer Options	Response Percent	Response Count
Yes, and I pay to park	45.6%	246
Yes/unsure, but I park on the street or in a ramp where it's free	23.2%	125
No, my employer/school does not charge for parking, so I park for free	10.8%	58
I don't drive to work/school	20.4%	110
	answered question	539

Q19: How much does your employer/school charge you for parking? Please note cost AND duration, for example, $4 per month or $194 per semester.

This open-ended question had 233 responses, ranging from "not sure" to $300 per academic year.

Questions again directed to all survey takers:

Q20: Tell us how likely it would be for you to try/take MTU once per month or more if the following improvements were made:

Answer Options	Very likely	Somewhat likely	No opinion	Somewhat unlikely	Very unlikely	Not applicable	Don't know	Response Count	Percent Likely
MTU buses operate more frequently during the day	160	233	147	50	97	37	30	754	52.1%
A bus route connects major shopping destinations without stopping at the transit center	157	204	172	52	102	42	17	746	48.4%
A circulator bus connects La Crosse college campuses to downtown	198	201	147	31	94	48	22	741	53.8%
MTU buses operate more frequently at night	204	191	157	35	92	47	22	748	52.8%
MTU directly serves my place of work	151	140	201	26	90	109	25	742	39.2%
MTU buses operate more frequently on weekends	190	201	142	36	104	45	22	740	52.8%
My Smartphone tells me where the bus is	278	178	92	23	74	78	18	741	61.5%
Other	55	16	83	4	31	69	24	282	
Other (please specify)								84	
							answered question	764	

Q21: Tell us how likely it would be for you to try/take transit in general once per month or more if the following improvements were made:

Answer Options	Very likely	Somewhat likely	No opinion	Somewhat unlikely	Very unlikely	Not applicable	Don't know	Response Count	Percent Likely
New transit service is provided in your community	151	229	185	39	59	49	26	738	51.5%
An express bus connects outlying communities to Onalaska and La Crosse	166	178	179	43	79	76	18	739	46.5%
Your employer/school provides you with a free or discounted transit pass	296	183	109	17	46	69	14	734	65.3%
Your employer/school begins to charge for or increases the cost of parking	130	203	160	42	87	82	27	731	45.6%
Information is provided via Facebook or Twitter	100	157	225	33	104	66	34	719	35.7%
The price of gas rises above $4.00 per gallon	163	249	135	40	59	52	31	729	56.5%
Other	11	8	85	3	19	79	26	231	
Other (please specify)								18	
							answered question	749	

Q22: Please list any specific barriers you might have to trying transit or using transit more often.

Comments are too many to list here, but cover issues with accessibility, travel time, perceptions of bus riders and bus cleanliness, work schedules, and lack of information, and convenience.

Q23: In what community is your place of work for which you are taking this survey?

Answer Options	Response Percent	Response Count
Holmen	0.9%	7
La Crescent	0.9%	7
La Crosse	70.4%	543
Onalaska	6.5%	50
West Salem	0.5%	4
Not applicable. I am taking this survey as a student	17.8%	137
Other (please specify)	3.0%	23
	answered question	771

Q24: In what city, village, or town do you live?

Three-quarters of those responding live in La Crosse. Other locations reported were as close as Onalaska to as far as Eau Claire and Wisconsin Rapids. Among students, I suspect that many of those who filled in "other" also live in La Crosse during the academic year. The question was misunderstood by some and may have been better written asking where they live *NOW*.

Q25: Approximately how many miles do you live from work/school for whom you are taking this survey?

Answer Options	Response Percent	Response Count
Not applicable. I am taking this survey as a student	44.2%	338
Miles from work…	55.8%	427
	answered question	765

Of the 427 respondents that entered a response for "miles to work," only 408 were able to be used to calculate some averages for distances to work/school:

- Distance ranged from 0 miles to 215 miles
- The average distance was 8.5 miles
- The median distance was 5 miles
- The distance most reported was 1 mile

NOTE: Entries that stated "less than one mile" were coded as one mile and entries that gave a work and a school distance, only the school distance was used because the student should have been completing the survey as a student.

Q26: What is your gender?

Answer Options	Response Percent	Response Count
Female	69.5%	532
Male	30.5%	233
	answered question	765

Q27: What is your age?

Answer Options	Response Percent	Response Count
Under 18	0.1%	1
18 - 29	62.9%	484
30 - 39	12.6%	97
40 - 49	10.5%	81
50 - 59	10.3%	79
60 and older	3.5%	27
	answered question	769

Major Employer Online Survey

From August 4, 2014 through August 29, 2014, employees from several major employers in the La Crosse area were given the opportunity to participate in an online survey designed to help inform the recommendations in this Plan. The questionnaire was virtually identical to the one used for the universities, with some minor tweaks to take out the student component. The organizations that participated included La Crosse County, the City of La Crosse, Gundersen Health System, Mayo Health System, Chart Industries, CenturyLink, and US Bank.

The results of the survey are presented below. "Other" responses were categorized when possible.

Questions directed to ALL survey takers:

Q1: Where do you work?

Answer Options	Response Percent	Response Count
Gundersen Health System	69.9%	1,637
Mayo Clinic Health System	11.5%	270
City of La Crosse	5.5%	130
La Crosse County	11.5%	269
CenturyLink	0.0%	1
Chart Industries	2.1%	49
US Bank	0.1%	3
Other	0.0%	2
	answered question	2,359

Q2: Does your employer sponsor a transit pass program?

Answer Options	Response Percent	Response Count
Don't know	58.8%	1,384
Yes	29.3%	690
No	11.9%	281
	answered question	2,355

Q3: In the last 30 days, have you used public transit to make any trips within, to, or from La Crosse County or La Crescent?

Answer Options	Response Percent	Response Count
I have never taken public transit in the La Crosse area	39.2%	926
None in the last 30 days	30.2%	713
I have never taken public transit	26.8%	634
Yes	3.8%	89
	answered question	2,362

Questions directed to only transit users:

Q4: In the last 30 days, which transit service(s) did you use?

Answer Options	Response Percent	Response Count
La Crosse Municipal Transit Utility fixed-route bus	74.2%	66
Scenic Mississippi Regional Transit (S.M.R.T.)	23.6%	21
Safe Ride	6.7%	6
Onalaska/Holmen/West Salem Public Transit	5.6%	5
La Crosse MTU Mobility Plus	0.0%	0
La Crosse County Minibus	0.0%	0
Other (please specify)	0.0%	0
	answered question	89

Q5: How did you first hear of the transit service(s) that you use? (Select all that apply.)

Answer Options	Response Percent	Response Count
Saw buses/vans and stops	45.1%	41
It was recommended by someone (word of mouth)	41.8%	38
My employer	33.0%	30
The transit provider's website	7.7%	7
I read about it in the newspaper	5.5%	5
Brochure	4.4%	4
Heard about it on the news	3.3%	3
Community website	2.2%	2
Facebook/Twitter	2.2%	2
I heard a public service announcement	0.0%	0
Don't remember	3.3%	3
Other (please specify)	9.9%	9
	answered question	89

Q6: Why did you start taking transit? (Select all that apply.)

Answer Options	Response Percent	Response Count
Save money on gas	59.6%	53
Cheaper than driving	50.6%	45
To avoid having to find parking	42.7%	38
Environmental/Less pollution/Saves energy/Trying to be green	41.6%	37
More convenient	29.2%	26
My employer/school pays for some or all of the cost of my pass	29.2%	26
Safer than driving	24.7%	22
Don't like driving in traffic/don't like driving	20.2%	18
Don't have access to a vehicle	20.2%	18
Don't drive/Don't have a license	13.5%	12
Save money on parking	13.5%	12
Other (please specify)	12.4%	11
	answered question	89

Q7: For what types of trips do you use transit? (Select all that apply.)

Answer Options	Response Percent	Response Count
Work	82.4%	70
Shopping	41.2%	35
Medical or other appointments	28.2%	24
Special events	25.9%	22
School	11.8%	10
Outdoor recreation	9.4%	8
Religious gatherings	2.4%	2
Other (please specify)	3.5%	3
	answered question	**85**

Q8: In the last 30 days, how many one-way rides have you taken by…

Answer Options	5-or-more	1 to 4	None	Response Count
La Crosse MTU fixed-route bus	33	30	10	73
Scenic Mississippi Regional Transit	13	4	26	43
Onalaska/Holmen/West Salem Public Transit	1	4	30	35
La Crosse MTU Mobility Plus	1	1	30	32
SafeRide	0	6	26	32
La Crosse County Minibus	0	0	30	30
Other	0	0	27	27
		answered question		**88**

Q9: Please tell us how satisfied you are with the following service characteristics of the transit service YOU USE MOST:

Answer Options	Very satisfied	Somewhat satisfied	No opinion	Somewhat dissatisfied	Very dissatisfied	Not applicable	Don't know	Response Count	Percent Satisfied[1]
Availability of seating	56	24	1	0	2	1	0	84	95.2%
Driver courtesy	61	19	2	2	0	1	0	85	94.1%
Driver helpfulness	60	18	4	1	0	1	0	84	92.9%
Overall service	41	35	2	4	0	1	0	83	91.6%
Inside cleanliness of vehicles	40	36	6	1	0	1	0	84	90.5%
Number of stops	46	26	5	6	0	1	0	84	85.7%
Time waiting for transit	36	35	4	5	1	2	1	84	84.5%
Frequency of service	37	32	2	10	2	1	0	84	82.1%
Travel time on vehicle	33	35	5	7	1	2	0	83	81.9%
Fare payment options	45	22	9	3	1	2	1	83	80.7%
Directness of bus routes	36	28	4	14	2	1	0	85	75.3%
Where the vehicles go	38	25	2	15	2	2	0	84	75.0%
Number of transfers	34	25	12	0	3	7	1	82	72.0%
Cleanliness of bus shelters	25	29	12	5	2	9	3	85	63.5%
Other	5	1	11	3	1	2	0	23	26.1%
Other (please specify):								13	
							answered question	**85**	

[1] "Percent satisfied" = (the number of "very satisfied" responses + "somewhat satisfied" responses) ÷ by the response count.

Q10: Please tell us how satisfied you are with the following safety and accessibility characteristics of the transit service YOU USE MOST:

Answer Options	Very satisfied	Somewhat satisfied	No opinion	Somewhat dissatisfied	Very dissatisfied	Not applicable	Don't know	Response Count	Percent Satisfied[1]
Safe operation of transit vehicle	59	22	1	0	1	1	0	84	96.4%
Personal safety on transit vehicle	55	24	1	2	1	1	0	84	94.0%
Personal safety waiting for transit	48	29	2	2	1	1	0	83	92.8%
Sidewalk connections to transit stops	48	23	5	3	2	2	2	85	83.5%
Snow removal around stops/shelters	25	25	15	5	3	4	7	84	59.5%
Lighting at bus stops	23	21	16	12	1	6	4	83	53.0%
Other	4	0	11	1	0	2	0	18	22.2%
Other (please specify):								6	
						answered question		**85**	

[1] "Percent satisfied" = (the number of "very satisfied" responses + "somewhat satisfied" responses) ÷ by the response count.

Q11: How do you typically find information about your transit service routes, schedules, and fares?

Answer Options	Response Percent	Response Count
Map and schedule brochures	47.7%	41
Transit service provider website	46.5%	40
On the transit vehicles	37.2%	32
Community website	24.4%	21
Bus shelters	17.4%	15
Grand River Station transit center	16.3%	14
Other people	16.3%	14
Employer	4.7%	4
Local businesses	3.5%	3
I don't look for information about my transit service (none)	1.2%	1
Other (please specify)	5.8%	5
	answered question	86

Q12: Do you use MTU's online Trip Planner?

Answer Options	Response Percent	Response Count
No, I didn't know MTU had a Trip Planner.	45.9%	39
No, I don't use MTU, so I haven't used it.	20.0%	17
No, I'm aware of the Trip Planner, but I don't need to use it.	18.8%	16
Yes, on occasion.	7.1%	6
I have used it in the past, but I don't use it anymore.	4.7%	4
Yes, all the time.	3.5%	3
Additional comments:		3
	answered question	85

Questions directed to only non-users of transit:

Q13: Why did you NOT take transit in the last 30 days? (Select up to three.)

Answer Options	Response Percent	Response Count
It's more convenient to drive	39.3%	893
Transit does not serve where I live	36.2%	822
I run errands before/after work	33.2%	754
Driving is faster	28.2%	641
I like to drive	17.5%	398
I have children to drop off/pick up from school	16.5%	374
My work schedule conflicts with transit service availability	13.1%	297
I need my vehicle to accomplish work duties	11.5%	261
I biked or walked to work	9.0%	204
Buses don't go where I want them to	8.0%	182
Buses don't operate early/late enough	6.3%	144
I don't know how to use transit	5.9%	133
Buses don't come by often enough	5.3%	121
I carpooled	4.6%	104
I don't like transit	3.9%	89
Other (please specify)	9.1%	207
	answered question	2,270

86 of the 207 that selected "other" selected no other option. More than half of those (46) stated they lived too far away or that there was no service.

Q14: How did you normally travel to work in the last 30 days?

Answer Options	Response Percent	Response Count
Drove alone	87.1%	1,972
Carpooled	5.7%	128
Bicycled	3.4%	76
Walked, rollerbladed, etc.	2.2%	49
Other (please specify)	1.8%	40
	answered question	2,265

Of the "other" respondents, 8 used a motorcycle or scooter, 9 worked from home, 9 used various modes over the 30 days, and 11 were dropped off.

Q15: At what time do you normally leave home for work?

Answer Options	Response Percent	Response Count
Between 2:00 a.m. and 5:00 a.m.	3.4%	77
Between 5:00 a.m. and 8:00 a.m.	79.4%	1,787
Between 8:00 a.m. and 11:00 a.m.	7.5%	169
Between 11:00 a.m. and 2:00 p.m.	2.6%	59
Between 2:00 p.m. and 5:00 p.m.	2.1%	48
Between 5:00 p.m. and 8:00 p.m.	3.0%	68
Between 8:00 p.m. and 11:00 p.m.	1.7%	39
Between 11:00 p.m. and 2:00 a.m.	0.1%	3
	answered question	2,250

Q16: Approximately, how many minutes does the trip usually take you?

Answer Options	Response Percent	Response Count
15 minutes or less	44.6%	1,003
Between 15 and 30 minutes	37.2%	836
Between 30 and 45 minutes	13.9%	312
More than 45 minutes	4.4%	99
	answered question	2,250

Q17: At what time do you normally leave work for home?

Answer Options	Response Percent	Response Count
Between 2:00 a.m. and 5:00 a.m.	3.5%	78
Between 5:00 a.m. and 8:00 a.m.	10.6%	237
Between 8:00 a.m. and 11:00 a.m.	0.5%	12
Between 11:00 a.m. and 2:00 p.m.	1.9%	42
Between 2:00 p.m. and 5:00 p.m.	49.6%	1,105
Between 5:00 p.m. and 8:00 p.m.	29.3%	652
Between 8:00 p.m. and 11:00 p.m.	2.3%	51
Between 11:00 p.m. and 2:00 a.m.	2.3%	51
	answered question	2,228

Q18: Does your employer charge for parking?

Answer Options	Response Percent	Response Count
No, my employer does not charge for parking, so I park for free	87.4%	1,978
Yes, and I pay to park	9.3%	211
I don't drive to work	2.3%	52
Yes/unsure, but I park on the street or in a ramp where it's free	0.9%	21
answered question		2,262

Q19: How much does your employer/school charge you for parking? Please note cost AND duration, for example, $4 per month or $194 per semester.

This open-ended question had 212 responses. The lowest cost was "free: the highest was $194 per year. The most commonly reported cost was $4.00 per month.

Questions again directed to all survey takers:

Q20: Tell us how likely it would be for you to try/take MTU once per month or more if the following improvements were made:

Answer Options	Very likely	Somewhat likely	No opinion	Somewhat unlikely	Very unlikely	Not applicable	Don't know	Response Count	Percent Likely[1]
MTU directly serves my place of work	317	416	262	121	659	369	89	2,233	32.8%
My Smartphone tells me where the bus is	217	377	273	100	659	473	102	2,201	27.0%
MTU buses operate more frequently during the day	160	331	313	125	780	392	128	2,229	22.0%
MTU buses operate more frequently at night	114	246	364	102	787	475	101	2,189	16.4%
A bus route connects major shopping destinations without stopping at the transit center	122	241	375	120	818	424	113	2,213	16.4%
MTU buses operate more frequently on weekends	117	204	379	101	810	464	104	2,179	14.7%
A circulator bus connects La Crosse college campuses to downtown	55	77	465	75	803	611	97	2,183	6.0%
Other	121	61	176	19	231	320	79	1,007	18.1%
Other (please specify)								310	
							answered question	2,284	

[1] "Percent likely" = (the number of "very likely" responses + "somewhat likely" responses) ÷ by the response count.

"Other" comments involved having transit service between La Crosse and northern Onalaska, Holmen, West Salem, Brice Prairie, Shelby, Winona, and Barre Mills. The most desired connection was between La Crosse and Holmen.

Q21: Tell us how likely it would be for you to try/take transit in general once per month or more if the following occurred:

Answer Options	Very likely	Somewhat likely	No opinion	Somewhat unlikely	Very unlikely	Not applicable	Don't know	Response Count	Percent Likely[1]
Your employer provides you with a free or discounted transit pass	420	636	222	137	531	205	74	2,225	47.5%
New transit service is provided in your community	305	564	312	162	597	180	92	2,212	39.3%
An express bus connects outlying communities to Onalaska and La Crosse	314	434	328	131	641	283	77	2,208	33.9%
Your employer begins to charge for or increases the cost of parking	226	511	327	201	582	252	103	2,202	33.5%
The price of gas rises above $4.00 per gallon	206	512	344	214	633	188	102	2,199	32.7%
Information is provided via Facebook or Twitter	94	186	575	128	747	332	99	2,161	13.0%
Other	54	17	224	18	208	221	76	818	8.7%
Other (please specify)								103	
							answered question	2,276	

[1] "Percent likely" = (the number of "very likely" responses + "somewhat likely" responses) ÷ by the response count.

Q22: Please list any specific barriers you might have to trying transit or using transit more often.

The more substantive barriers include work schedules, meetings, child care, need vehicle to accomplish work tasks, and no work-home connection. Other barriers are more inconveniences of the system: circuitous routes, lack of direct connections, and lack of information at bus stops.

Q23: In what community is your workplace located?

Answer Options	Response Percent	Response Count
La Crosse	72.4%	1,669
Onalaska	19.6%	452
La Crescent	1.3%	30
West Salem	1.3%	31
Holmen	1.0%	24
Other (please specify)	4.3%	98
	answered question	2,304

"Other" locations most commonly reported included "multiple locations," Trempealeau, Mindoro, Caledonia, Viroqua, and Sparta. The farthest locations reported included North Bend, WI; New Albin, IA; Lansing, IA; Spring Grove, MN; Lewiston, MN; and La Farge, WI.

Q24: In what city, village, or town do you live?

Of the 2,231 respondents to this question, 31.2% (695) reported living in La Crosse, 5.8% (129) reported living in La Crescent, 3.1% (69) reported living in the Town of Campbell, and 11.9% (265) reported living in Onalaska—many in north Onalaska outside of the MTU service area. Taken as a whole, less than half of the respondents live within the MTU service area.

Q25: Approximately how many miles do you live from work?

Of the 2,224 respondents that entered a response for "miles to work," only 2,146 were able to be used to calculate some averages for distances to work:

- Distance ranged from 0 miles to 80 miles
- The average distance was 12.6 miles
- The median distance was 9 miles
- The distance most reported was 5 mile

Q26: What is your gender?

Answer Options	Response Percent	Response Count
Female	76.3%	1,747
Male	23.7%	542
	answered question	2,289

Q27: What is your age?

Answer Options	Response Percent	Response Count
Under 18	0.0%	0
18 - 29	15.0%	343
30 - 39	22.2%	508
40 - 49	21.2%	486
50 - 59	30.0%	688
60 and older	11.6%	265
	answered question	2,290

SWOT Analysis

On Monday, June 17, 2013 the members and guests of a joint meeting of the La Crosse Municipal Parking Utility and La Crosse Municipal Transit Utility were asked to participate in a SWOT (strengths, weaknesses, opportunities, and threats) analysis of parking and transit in the La Crosse area. The SWOT exercise was facilitated by Steven McCombs from Western Technical College. The transit-related results of that exercise as recorded in the minutes of the joint meeting are provided below.

Strengths

Green; sustainable
Clean transit
Safe
Modern MTU/infrastructure
Reasonable MTU fares
Proximity to parking, shopping, business
Convenient
Bikes on buses program
Urban experience
Park & Ride is safe, easy & economical for employees
Reliable
Accessible
Routes/coverage/availability
No parking hassles – ride the bus

Weaknesses

Image; public perception of MTU riders
Limited funding, resources
Inconvenient bus service hours
Underserved geographical areas
Lack of posted routes in shelters
Transfers are inconvenient
Competition with free parking
Lack of collaboration between the Parking Utility and MTU
Lack of east-west circulator routes
Signage

Opportunities

Parking Utility give parking tokens for bus usage
MTU expand monthly pass for usage by commuters
Increase regional/urban demographic service
Concentrated Entertainment/Downtown Business District
Economics – gas, insurance, fares, parking
Build on sustainability: ridership makes walkable/bikable
Community more convenient; Take pride being "green" and save some "green"
No need for car
Express routes to park & rides
Joint marketing
Tourism
Weekly pass
Serve Amtrak and Airport connections
Coordinate with other transit agencies
Drunk-driving laws
Increase ridership by increasing cost of parking
Bus call on-demand service
Partner with employers
Applications that tell where bus is
Students speak to their market (peers)
Concentrated user areas–Housing Authority, colleges
Transportation plan update
Transit Enhancement Plan
Coulee Visions 2050 Plan

Threats

Reduced State/Federal/University funding
Image; perception
Smart cars; love of cars/freedom
Reduced demand
Business, high density usage leave downtown
Limited/competitive public resources
Political; lack of support-Council, citizens
Breakdown in regional collaboration
Availability of qualified operators
Private competition
Public attitude
Disconnect with transit and parking planning

Environmental Justice

In accordance with Section 601 of Title VI of the Civil Rights Act of 1964, Executive Order (EO) 12898 Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations, and DOT 5610.2 Environmental Justice in Minority Populations and Low-Income Populations, the La Crosse Area Planning Committee, in all of its planning and programming activities, explicitly considers the impact of governmental activities on minority and low-income populations.

As defined in DOT 5610.2, a disproportionately high and adverse effect is one that:

- Is predominately borne by a minority population and/or a low-income population; or
- Will be suffered by the minority population and/or low-income population and is appreciably more severe or greater in magnitude than the adverse effect that will be suffered by the non-minority population and/or non-low-income population.

The definitions for "minority" and "low-income" are those codified in MAP-21 and applied to FTA C 4702.1B *Title VI Requirements and Guidelines for Federal Transit Administration Recipients*.

Minority Person

A minority person is a person of Hispanic or Latino origin of white or non-white race within the Race and Hispanic or Latino Origin variable of the decennial census or ACS. Minority persons include American Indian and Alaskan Native, Asian, Black or African American, Hispanic or Latino, and Native Hawaiian or Other Pacific Islander.

Block group data from the 2010 decennial Census variable, Race Alone or in Combination and Hispanic or Latino, were used to identify block groups whose percent of minority persons is greater than the percent of minority persons for the City of La Crosse (11.5%).

Low-Income Individual

A low-income individual is a person whose family income is at or below 150% of the poverty line (as "poverty line" is defined in Section 673(2) of the Community Services Block Grant Act (42 U.S.C. 9902(2)), including any revision required by that section) for a family of the size involved. Tract data from the ACS variable, Ratio of Income to Poverty Level in the Past 12 Months, were used to identify tracts whose percent of low-income individuals is greater than the percent of low-income individuals for the City of La Crosse (34.7%). (Census poverty data at the block group level are not available.)

Because MTU is a department of the City of La Crosse and the City of La Crosse is the service district for MTU, the percents minority and low-income for the City were used as the thresholds. (For our metropolitan transportation plan (MTP) and transportation improvement program (TIP), we use thresholds based on characteristics of our planning area.)

This appendix provides an inventory of the stops recommended to be eliminated and created as a result of the short-, mid-, and long-range route concepts discussed for the Preferred System 2025 in Chapter 5.

Short-Range Bus Stop Modifications

Stops Eliminated

ROUTE 1 SOUTH AVE

- On Ward Ave at 21st Pl (westbound); relocate to 21st Pl at Ward Ave (northbound).
- On Ward Ave at 21st Pl (eastbound); relocate to 21st Pl south of Ward Ave (southbound).
- On Ward Ave west of Losey Blvd (shared with Route 4); relocate to Losey Blvd at Trane driveway. Move shelter to Altra.
- On Ward Ave at Losey Blvd (eastbound).
- On Losey Blvd at Hass St (northbound).
- On Losey Blvd across from Hass St (southbound).
- On Losey Blvd at Walgreens (southbound).
- On Losey Blvd at Fiesta Ct (westbound).

ROUTE 2 GREEN BAY ST

- On Farnam St at K-Mart (eastbound).
- On Farnam St at BNSF rail line (eastbound).
- On Farnam St at 29th St S (eastbound).
- On Farnam St at 31st St S (eastbound).
- On 31st St S at Denton St (southbound).
- On 31st St S at Green Bay St (southbound).
- On 31st St S at State Rd (southbound). Reorient stop so it's on State Rd west of 31st St S.

ROUTE 4 LOSEY BLVD

- On Ward Ave west of Losey Blvd (shared with Route 1).
- On East Ave at Seminary Trails (transferred to Route 1 South Ave).
- On East Ave at access drive to St Pius (transferred to Route 1 South Ave).

ROUTE 5 VALLEY VIEW MALL

- On Theater Rd at Wells Fargo (northbound).
- On Pralle Center Dr at Kohl's (eastbound).
- On Pralle Center Dr at Culver's (southbound).

New Stops

ROUTE 1 SOUTH AVE

- On East Ave across from Bayside Ct (northbound).
- On East Ave at East Point (northbound).
- On East Ave at Victory St (northbound).
- On Victory St across from Chileda (eastbound).
- On Victory St at Mormon Coulee Rd (eastbound).
- On 21st Pl S at Ward Ave (northbound).
- On 21st Pl S south of Ward Ave (southbound).

ROUTE 2 GREEN BAY ST

- On State Rd west of 31st St S (reoriented from stop on 31st St S at State Rd).

ROUTE 4 LOSEY BLVD

- On Hass St east of Losey Blvd (eastbound).
- On Hass St at 26th St S (eastbound).
- On 28th St S south of Hass St (southbound).
- On 28th St S across from James St (southbound).
- On 28th St S at Robinsdale Ave (southbound).
- On 28th St S at Birch St (southbound).
- On Mesa Grande Pl east of 28th St S (eastbound).
- On Broadway Pl at Mormon Coulee Rd (westbound).
- On Losey Blvd at Trane driveway (southbound).

ROUTE 5 VALLEY VIEW MALL

- On CTH PH at Target (westbound).

Mid-Range Bus Stop Modifications

Stops Eliminated

ROUTE 6 NORTHSIDE

- On Livingston St at Liberty St (westbound).
- On Livingston St at Charles St (westbound).
- On Livingston St at Charles St (eastbound).
- On Livingston St at George St (westbound).
- On Livingston St at George St (eastbound).
- On Livingston St at Loomis St (westbound).
- On Livingston St at Loomis St (eastbound).
- On Livingston St at Onalaska Ave (eastbound).
- On George St at Onalaska Ave (northbound).
- On George St at alley (northbound).

- On George St at Stoddard St (northbound).
- On Loomis St at Cunningham St (southbound).
- On Loomis St at Hayes St (southbound).
- On Hayes St at George St (westbound).

New Stops

ROUTE 6 NORTHSIDE

- On Caledonia St north of Monitor St (northbound).
- On Caledonia St north at Monitor St (southbound).
- On Caledonia St at Gould St (northbound).
- On Caledonia St at Gould St (southbound).
- On Caledonia St at Amtrak Station (northbound).
- On Caledonia St at Amtrak Station (southbound).
- On St Andrew St at Liberty St (eastbound).
- On St Andrew St at Liberty St (westbound).
- On St Andrew St at George St (eastbound).
- On Island St east of George St (eastbound).
- On Island St at Loomis St (eastbound).
- On Prospect St at St Andrew St (northbound).
- On St Andrew St at George St (westbound).
- On George St south of Gillette St (southbound).
- On Onalaska Ave at Livingston St (southbound).
- On Onalaska Ave at Hayes St (northbound).
- On Onalaska Ave at Hayes St (southbound).
- On Onalaska Ave at Cunningham St (northbound).
- On Onalaska Ave at Cunningham St (southbound).
- On Onalaska Ave at Salem Rd (northbound).
- On Salem Rd at Hamilton St (northbound).
- On Taylor St west of Hamilton St (westbound).

- On Prospect St at George St (northbound).
- On Prospect St south of George St (southbound).
- On Prospect St at Stoddard St (northbound).
- On Prospect St south of Stoddard St (southbound).
- On Salem Rd at Loomis St (eastbound).
- On George St at Kwik Trip (southbound).
- On George St at McDonald's (southbound).
- On George St at Palace St (southbound).
- On Livingston St west of Liberty St (westbound).
- On Liberty St at Gohres St (northbound).
- On Liberty St at Gohres St (southbound).
- On Liberty St at Gillette St (southbound).

Long-Range Bus Stop Modifications

Stops Eliminated

- None.

New Stops

CITY CIRCULATOR

- On Jackson St east of West Ave (eastbound).
- On Jackson St at West Ave (westbound).
- On Jackson St at 14th St S (westbound).
- On Jackson St at 14th St S (eastbound).
- On Jackson St at 16th St S (westbound).
- On Jackson St at 16th St S (eastbound).
- On Jackson St at East Ave (westbound).
- On Jackson St at East Ave (eastbound).

- On State Rd at 21st St S (westbound).
- On State Rd at 21st St S (eastbound).
- On State Rd at 23rd St S (eastbound).
- On State Rd at 22nd St S (westbound).
- On Losey Blvd at Jackson St (northbound).
- On Losey Blvd at Jackson St (southbound).
- On Losey Blvd at Cemetery (northbound).
- On Losey Blvd at Market St (southbound).
- On Losey Blvd at Madison Pl (northbound).
- On Losey Blvd at Madison St (southbound).
- On Losey Blvd at Cass St (northbound).
- On Losey Blvd at Cass St (southbound).
- On Losey Blvd at Main St (northbound).
- On Losey Blvd at Main St (southbound).
- On State St at 24th St N (westbound).
- On State St at 24th St N (eastbound).
- On State St at 22nd St N (westbound).
- On State St at 22nd St N (eastbound).
- On State St at Campbell Rd (westbound).
- On State St at 16th St N (eastbound).
- On State St at 14th St N (westbound).
- On State St at 14th St N (eastbound).
- On State St at West Ave (westbound).
- On La Crosse St midblock (westbound).
- On La Crosse St midblock at City Hall (eastbound).
- On La Crosse St at 2nd St N (westbound).
- On 2nd St N at La Crosse St (northbound).
- On 2nd St N across from Pine St (southbound).
- On 2nd St N at Pine St (northbound).
- On 2nd St N at Vine St (southbound).

- On 2nd St N at Vine St (northbound).
- On Front St south of State St (southbound).
- On Front St at State St (northbound).
- On Front St at Pearl St walkway crosswalk (southbound).
- On Front St at Pearl St walkway (northbound).
- On Front St at Weber Center (southbound).
- On Front St across from Weber Center (northbound).
- On King St at 2nd St S (eastbound).
- On King St at 2nd St S (westbound).
- On King St at 3rd St S (eastbound).
- On King St at 3rd St S and GRS (westbound).
- On 5th Ave S south of King St (southbound).
- On 5th Ave S at King St (northbound).
- On 5th Ave S at Division St (southbound).
- On 5th Ave S at Division St (northbound).
- On 5th Ave S at Market St (southbound).
- On 5th Ave S north of Market St (northbound).
- On Market St at 7th St S (eastbound).

EXPRESS CONNECTOR

- On South Ave across from Riverfront shelter (northbound).
- On West Ave at Green Bay St (northbound).
- On West Ave at Green Bay St (southbound).
- On West Ave at Jackson St (northbound).
- On West Ave at Jackson St (southbound).
- On West Ave at Cass St (northbound).
- On West Ave at Cass St (southbound).
- On West Ave at Badger St (northbound).
- On West Ave at Badger St (southbound).

- On La Crosse St at East Ave (eastbound).
- On La Crosse St at East Ave (westbound).
- On La Crosse St at Campbell Rd (eastbound).
- On La Crosse St at 24th St N (westbound).
- At JC Penny's / west Mall doors (northbound).
- On Braund St at Access Rd (southbound).

The Connector would utilize nine existing stops:

- On South Ave at Riverfront (southbound)
- On South Ave at Bennet St (southbound).
- On South Ave at 13th Pl S (northbound).
- Shopko South
- Woodman's
- DMV.
- Target (installed as a short-range investment).
- TJ Maxx.
- APAC.