

ABC's of the MTU

A comprehensive guide to taking the bus in La Crosse!

Made by your friendly county Mobility Manager.

Volume 1 – October 2026

Plan and Wait

Any map app such as Google or Apple is programmed to have a “bus” option! This is the easiest way to quickly figure out a route while using an app you are familiar with.

Once you’ve got your route planned out, figure out which bus stop you need to get to. Get to the bus stop **5 minutes before** the bus is scheduled.

Planning Steps:

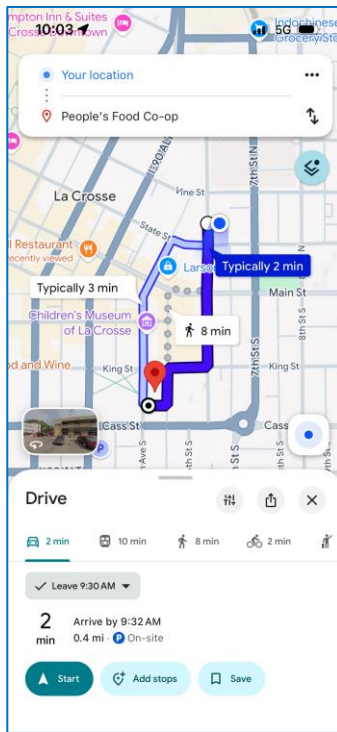
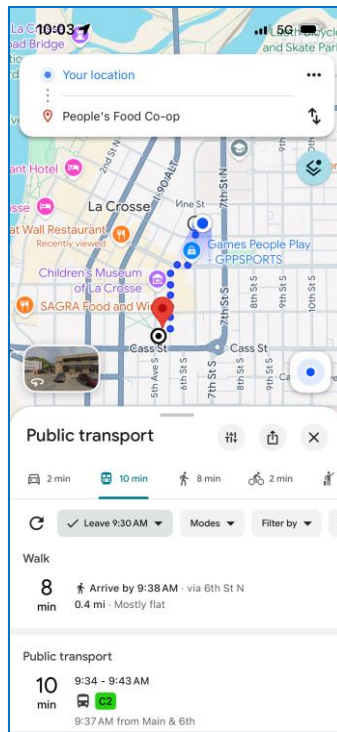
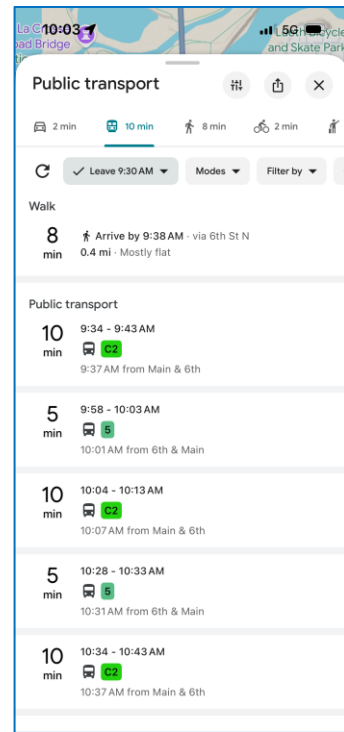
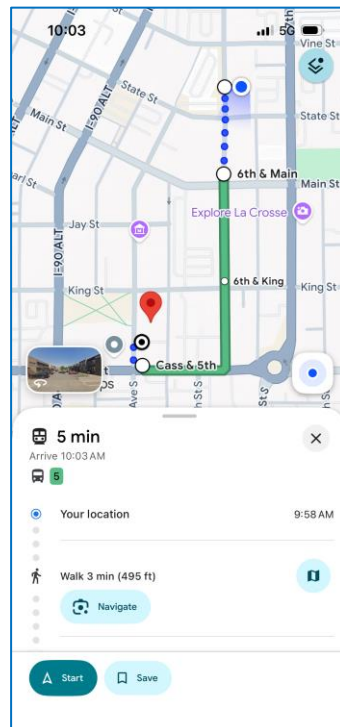
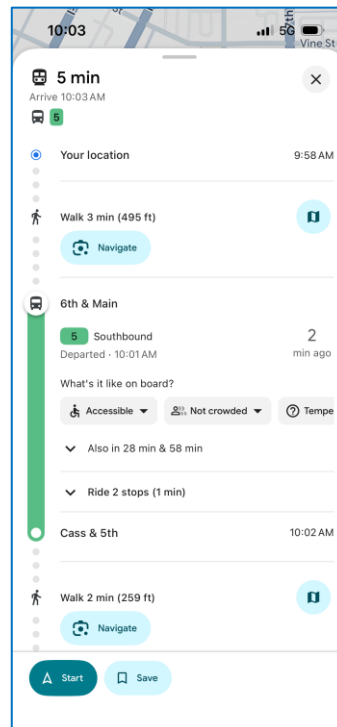
- 1) Open map app of choice
- 2) Pick location you are going
- 3) Change mode from driving to bus
- 4) Pick the route that suits you best

MTU App

MTU has its own app that works similarly with a slightly different interface! Use this if you’re up for learning a new app.



Images for page 1 “Plan and Wait”



Look and Board

- 1) Look – Watch for your bus, when it arrives make sure it is the correct route.
- 2) Listen – Stay alert when watching for your bus! When it is approaching, make sure you are standing next to the bus stop sign. A wave to the driver as the bus pulls up helps make sure you are seen.
- 3) Board – Stand clear of the door, people getting off will come out before you may board. If you have a bike, follow the instructions below. When you board, have your fare ready to either give as cash/bus pass, tap your phone, or show your ID (see fare info below as well).

Fare Info:

Prices

- Adult (18+): \$1.50
- Youth (4-17): \$1.25
- Children (3 and under): FREE¹
- Senior (65+): \$0.75²
- Disabled Persons: \$0.75³
- University of Wisconsin – La Crosse, Western Technical College, and Viterbo Students: FREE⁴
- Transfers: FREE

Where can I buy a monthly pass?

- La Crosse City Hall – Treasurer's Office
- UWL – Student Union
- Gundersen Pharmacy – Village and Center 90
- MTU Office – By Appointment Only
- La Crescent Hardware – La Crescent
- People's Food Co-op
- Grand River Station – Transit Center

¹ When accompanied by an adult.

² With an ID card issued by MTU or Medicare Card.

³ With an ID card issued by MTU or Medicare Card.

⁴ With student ID.

Mobile Pay App

To download, search “MTU Mobile Pay” on the Apple Store or Google Play Store. You will need to make an account **BEFORE** purchasing passes

Be Aware

You can only purchase **SOME** fare types on the app:

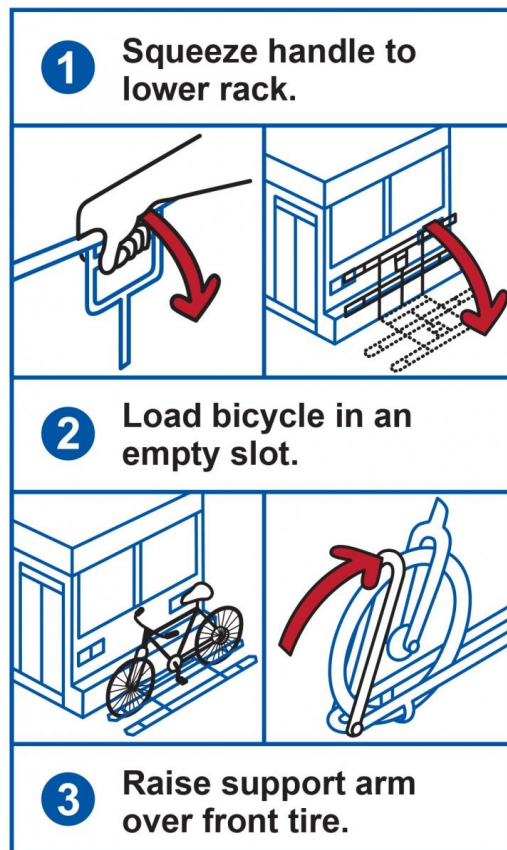
- Adult Fare
- Multi-day pass for Adult or Family

Transfers

They are FREE! If your plan includes switching to a different bus, you do not need to pay a second fare!

Tell the driver of your **FIRST** bus that you will be transferring and specify which route you will transfer to.

Images for page 2 “Plan and Wait”



Sit and Get (off at your stop!)

Getting Seated

Woohoo! You are on the bus! Congrats! All there's left to do is find a seat and enjoy yourself. The first handful of seats are reserved for **elderly, disabled, or otherwise mobility/limited people**. So, if that is not you, please find a seat further back in the bus to leave those for people who need them!

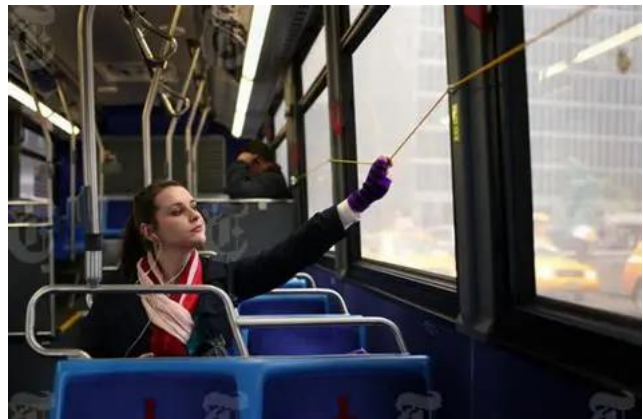
Approaching Your Stop

Keep an eye or ear out for your stop! The overhead speaker will announce stops as they are approaching. You will need to pull what is called the "bell cord," this is a **yellow cord** that runs along the whole inside of the bus. If you are in a seat facing the front of the bus, it will be on the right or left of you. If you are in a seat facing the inside of the bus, it will be behind you. Pull that cord when you are approaching your stop! It will alert the driver to stop there.

Bell Cord Images



shutterstock.com · 2553072183



Getting Off

Wait until the bus is fully stopped and exit out the front or middle door. Don't forget to grab your bike off the front if you put one there! **Do NOT walk in front of the bus!** Cross behind or wait until it drives away.

Contact Information

Mobility Manager

Have a question, comment, or suggestion about our local transit systems? Feel free to contact me! I can be reached at:

- Email: mobilitymanager@lacrossecounty.org
- Phone: 608-895-2284
- Community Input Box
 - o Online form that you can access with a QR code or link below.



Link: [Community Input Box - Public Transit](#)

MTU Research

You can find my research about the **accessibility of the MTU** by searching online for: “ArcGIS StoryMap Sustainable Commuting Patterns in La Crosse.”

Or by clicking this link: [Sustainable Commuting Patterns in La Crosse](#)

Upcoming ABC’s of the MTU – Volume 2!

Don’t want to rely on a phone to get around? Keep an eye out for Volume 2 of the ABC’s of the MTU! It will include a **full map and timetables**, as well as how to read time tables! Consider it a “buddy zine” to this one.