

LOOK & BOARD

SIT & GET

(off at your stop!)

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!

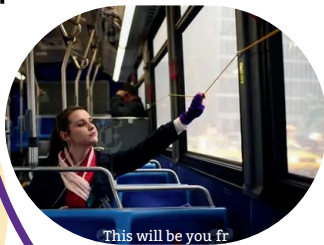
Keep an eye out for your stop!

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.

look around, it may be behind you!

Pull that cord when you are approaching your stop! It will alert the driver.



Wait until the bus is fully stopped and exit out either door that is open. 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.



1) Look
Watch for your bus, 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.



Check that you have the correct bus before boarding!

Fares can be paid by cash, bus pass, student ID, or MTU Mobile Pay app!



Where to buy a bus pass + download the mobile pay app? **INSIDE this zine!** (unfold me!)

Fare info:	
Adult (18+)	\$1.50
Youth (4-17)	\$1.25
Children (3 and under)*	FREE
Senior (65+)**	\$0.75
Disabled Persons**	\$0.75
UWL, Western, and Viterbo Students***	FREE
Transfers (more info inside)	FREE

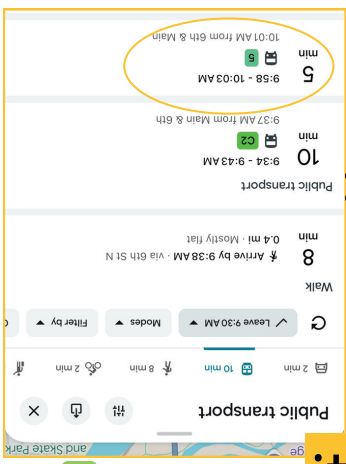
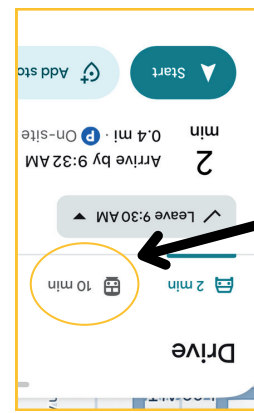
When accompanied by adult
**With an ID card issued by MTU or Medicare Card
***With student ID

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 on the top left of this page. When you board, have your fare ready to either give as cash/bus pass, tap your phone, or show your ID (see the fare info to the left.)

PLAN & WAIT

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

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 stop you need to get to. Get to bus stop 5 mins before bus is scheduled



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

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

OR

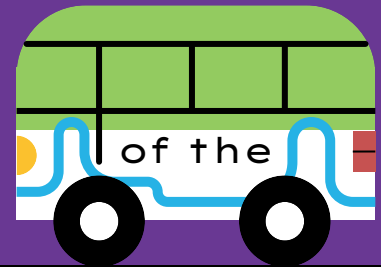
By scanning the QR code below and submitting your comment to my Community Input Box!

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



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

A comprehensive guide to taking the bus in La Crosse! made by your friendly county Mobility Manager :-)



Volume 1 - October 2026

Where can I buy a monthly bus pass?

- La Crosse City Hall - Treasurer's Office
- UWL - Student Union
- Gunderson 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

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.

Fun Game!

Can you help the buses find their way to the correct destination?

