

Commuter Bus Service Feasibility Study

ARCADIA TO LA CROSSE AND TOMAH TO LA CROSSE

Mississippi River Regional Planning Commission

| WITH LA CROSSE COUNTY, LA CROSSE AREA PLANNING COMMITTEE, AND U.W. EXTENSION

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COMMUTER BUS SERVICE FEASIBILITY STUDY: ARCADIA TO LA CROSSE AND TOMAH TO LA CROSSE

INTRODUCTION

La Crosse County and neighboring rural counties continually face the challenge of public transportation options for workers, students, elderly/disabled and the general public. Single occupancy vehicle trips continue to be the most prevalent form of travel in the La Crosse County area. This is not a La Crosse area phenomenon, but a nationwide issue. However, La Crosse County is committed to explore options to address public transportation options due to the burden single occupancy vehicle trips place on the local transportation infrastructure (traffic congestion, roads, road maintenance, parking, etc.). Combined with the area's unique geography and rural landscape public transportation is a challenge and determining the feasibility of specific public transportation options is critical prior to spending time and resources. Based on this need, La Crosse County applied for and received a planning grant from the Wisconsin Department of Transportation to determine the feasibility of a daily commuter bus service that would provide service to the USH 53 and STH 93 corridor from La Crosse to Arcadia and the Interstate 90 corridor from La Crosse to Tomah. The feasibility study was prepared by La Crosse County staff from the Planning Department, UW-Extension Office, and the La Crosse Area Planning Committee, with assistance from the Mississippi River Regional Planning Commission. The feasibility study was initiated in March of 2016 and completed in December of 2016.

As discussed, the public transit study will focus on the feasibility of a daily commuter bus service that would have routes that connect La Crosse to Arcadia (Trempealeau County) and La Crosse to Sparta/Tomah (Monroe County). The commuter bus service is envisioned to be similar to the existing Scenic Mississippi Regional Transit (SMRT Bus) that operates today in portions of La Crosse County and connects Viroqua (Vernon County), Prairie du Chien (Crawford County) to La Crosse. The SMRT Bus service has been successful, so this study will utilize it as a model and determine if its success could be translated to similar corridors north and east of the existing SMRT Bus service area. The SMRT Bus is described in greater detail in the section on Existing Transportation Services.

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PUBLIC INVOLVEMENT PROCESS

As part of the planning process, the study team offered several opportunities for the public to provide input. Input was gathered through various types of surveys, public information meetings and special events, and stakeholder interviews and written comments.

SURVEYS

A key step in the public transit feasibility study was to determine employer and employee attitudes and preferences regarding a daily commuter bus service. The input helps to determine which business would support and benefit from the service and helps project the potential number of employees that would use a commuter bus service. Experience gained from the SMRT Bus service indicates that if employers support and promote the service to employee's ridership from the supporting businesses increases. The survey instruments and complete summaries for the employer and employee surveys can be seen in Appendix A.

EMPLOYER SURVEY

Our initial project for gathering public input to this process was a survey of the region's largest employers. We e-mailed the survey to over 100 employers and received 20 responses. This survey focused on the employer's interest in transit and ride share opportunities for their employees. It also provided a brief education of the current transit systems and asked for voluntary participation through donated parking spaces and locations for potential future transit stops. These surveys identified a potential pool of commuting workers at these businesses, along with potential shift starting and ending times for preparing route times and locations. The responses to the surveys also indicate a strong willingness by these large employers to participate in a regional transit program, both logistically and financially.

Through the process of completing the employer survey, and discussing this document with local units of government we were able to identify a few important stakeholders. We discussed this plan with the La Crosse Area Planning Committee members, with all four affected County governments, along with a few key employers along the way. These interviews gave us a preliminary sense of the demand and some of the key logistics aspects of a regional transit proposal.

EMPLOYEE SURVEY

An Employee Survey was utilized to determine the potential interest and need from employees in the region. Various employers were asked to participate by emailing the introduction letter and link to the survey (via survey monkey) to their employee base. The survey asked a variety of questions regarding work commutes including; distance employee travels one-way to work, how they commute, willingness to

ride via SMRT bus, and willingness to ride with employer incentive. The employee survey received a total of 366 responses representing eight separate employers.

Our analysis indicated the following breakdown for work commuters based on one-way distance to employment:

Distance	Amount
No Answer	10
0-5 miles	158
6-10 miles	81
11-20 miles	63
20+ miles	54
<i>Total</i>	<i>366</i>

Logically, the most likely to utilize the SMRT Bus service would be people travelling longer distances versus shorter distances. Survey data indicated the following:

- Nearly all long-distance workers (11-mile commute or greater) commute alone.
- Convenience and a potential incentive (financial) are the two factors that would most dictate a person’s interest in commuter bus service.
- Approximately **72% of all commuters** that travelled greater than 20 miles indicated an interest in SMRT Bus service, pending convenience and potential employer incentive.

WEST SALEM PARK-AND-RIDE SURVEY

For the on-site survey at the park and ride facility in West Salem, Wisconsin, we set out a large very visible crate with a slot for facility users to return the survey. We manned the facility 3 times a day for two days. We placed surveys in weather proof packaging on the windshields of the facility users. We were authorized to do so by a permit from the Wisconsin Department of Transportation. We received 15 responses. Responses included information about the reason for their use of the facility, the distance travelled, the frequency of use of the facility and most important the level of interest in future transit at this facility. All respondents were using this facility for commuting to work. Most respondents used the facility 3-4 times per week, and their destination/ origination indicated that there would be potentially good demand for a transit stop to be located at this facility. We were happy with the survey and its results.

PUBLIC INFORMATION MEETINGS AND SPECIAL EVENTS

PUBLIC INFORMATION MEETINGS

We held two regional public open houses: one on September 13, 2016 at the Trempealeau Town Hall in Centerville and one on September 14, 2016 in the conference room of the Hazel Brown Leicht Library in West Salem. Although we had only around 20 people in total attend the two meetings, we were able to make some important contacts. The meetings not only provided us with a double-check of the data we were gathering they also provided us with an opportunity to market and ascertain interest in regional transit service.

TOMAH CHAMBER OF COMMERCE EVENT

On October 19, 2016 we were invited by the Tomah Chamber of Commerce to attend its annual customer appreciation night. We displayed materials and interacted with the public at a booth provided by the Chamber as well as serving as the keynote speakers for the event. This opportunity afforded us a way to speak individually with a number of businesses in Tomah about our plan and gauge their interest and the demand for the service. We also made additional employer contacts for our employer and employee survey activities.

STAKEHOLDER INTERVIEWS AND WRITTEN COMMENT

Through the process of completing the employer survey, and discussing this document with local units of government we were able to identify a few important stakeholders. We discussed this plan with the La Crosse Area Planning Committee members, with all four affected County governments, along with a few key employers along the way. These interviews gave us a preliminary sense of the demand and some of the key logistics aspects of a regional transit proposal.

We offered written comment forms at all of our public events as well as online on the websites of our team's partners. We received 10 comments either in writing or via e-mail. These comments encouraged us to continue studying this issue and showed a great amount of support for the regional transit offerings that are already available in the La Crosse area.

SUMMARY OF THE PUBLIC PROCESS

We felt that the cumulative result of this public input showed significant support for spending public and private resources increasing the opportunity for regional transit offerings in the La Crosse Area. In addition, this input helped us to double check our data analysis for the actual predicted number of potential transit users. Obviously, as we have seen in many other studies, the surveyed public is much more likely to use transit, than the actual public. We have taken many steps to be conservative in our data analysis when projecting these number of transit uses, but the number of people interested in

transit, even if it is just in a survey answer, is heartening. Those surveyed obviously feel that transit is an important decision, even if it is a difficult one for them to follow up on and actually start to change their daily activities to participate in.

EXISTING PUBLIC TRANSPORTATION SERVICES

Limited fixed route public transportation options are available in the three county study area. The La Crosse Municipal Transit (MTU) and the SMRT Bus are the only fixed route bus services that operate in the study area and they only provide service to limited areas in La Crosse County. The La Crosse MTU provides public transportation to the City of La Crosse and portions of the Town of Campbell, City of Onalaska and La Crescent, Minnesota. The SMRT Bus provides service in Vernon and Crawford Counties and to the City of La Crosse in La Crosse County. Neither bus service provides service to Trempealeau County or Monroe County. The following table lists the public transportation services available in the three counties.

TABLE 1: SUMMARY OF PUBLIC TRANSIT SERVICES AVAILABLE

County	Intercity Shuttle/ Commuter Service	Intercity Motorcoach Services	Municipal Fixed- Route Bus Systems	Shared Ride Taxi Systems
La Crosse	S.M.R.T. Reg. Transit; GO Carefree Shuttle	Jefferson Lines	La Crosse Municipal Transit Utility (MTU)	Onalaska/Holmen/ West Salem Public Transit
Monroe	No Service	Jefferson Lines; Greyhound	No Service	Tomah Transit SRT
Trempealeau	No Service	No Service	No Service	No Service

Source: Wisconsin Department of Transportation.

INTERCITY SHUTTLE AND COMMUTER SERVICES

SCENIC MISSISSIPPI REGIONAL TRANSIT “SMRT BUS”

The SMRT bus service began operation in 2012 and was developed through a collaborative effort of local businesses, units of government, and the Wisconsin Department of Transportation. The service provides affordable public bus transportation for citizens in Vernon, La Crosse, and Crawford Counties. The focus of SMRT Bus transit service is to provide affordable transportation for commuters, elderly and disabled residents, students, and the general public. Bus riders pay only \$3.00 (cash) one way no matter how far they ride. Funding for the bus service is provided by a rural transportation grant from the Wisconsin Department of Transportation, fare box revenue, local units of government and business contributions.

In 2016, the cost of operating the SMRT bus transit program is \$350,000. Due to funding from federal and state program monies, the local match required for the service is \$140,000.

The service operates three routes with buses running multiple round trips a day, five days a week. Stops are made at several locations in the cities of Prairie du Chien, Viroqua and La Crosse. The service also makes stops in Stoddard, Genoa, Coon Valley, Westby, Desoto, Ferryville, and Lynxville. The primary travel routes for the buses are on US Highway 14/61, State Highways 27 and 35.

- Buses are handicapped accessible with bike carriers
- Depending on the size of the communities served, there are one to six stops
- Free Wi-Fi
- Cost for a one-way trip is \$3 with discount punch cards available.
- <http://www.ridesmrt.com>

GO CAREFREE SHUTTLE

GO Carefree Shuttle is a shared-ride van service that connects the La Crosse Amtrak Station to Winona, Rochester, and the Minneapolis Airport. Seven daily round-trips are offered Monday through Saturday, but a reservation is required with 24 hour notice.

INTERCITY MOTORCOACH SERVICES

JEFFERSON LINES AND GREYHOUND

Within the study area regional bus services are provided by Jefferson Lines and Greyhound bus services. Jefferson Lines provides daily service between La Crosse and Madison, with connections to various other points. This Minneapolis -La Crosse-Madison service consists of a daily route via I-90/94. Greyhound provides bus service between Madison-Eau Claire and the Twin Cities with a regional stop in Tomah.

MUNICIPAL FIXED-ROUTE BUS SYSTEMS

LA CROSSE MUNICIPAL TRANSIT UTILITY (MTU)

In the City of La Crosse, a municipal mass transit bus system serves key points in the city, and agreements with the City of Onalaska, City of La Crescent, Minnesota, and the Town of Campbell result in the urban bus system serving parts of those nearby communities. Buses operate seven days a week serving fixed route stops every ½ hour.

SHARED-RIDE TAXI SYSTEMS

Shared ride taxi cab services are available in several communities in the study area. The shared ride taxi cab services are subsidized by State funding allowing for public transportation service in rural communities.

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.

TOMAH SHARED RIDE TAXI

The City of Tomah operates a shared ride taxi through a contract with FDS Enterprises. The service offers reduced fare rides to handicapped citizens with 4 wheelchair accessible vans. The service offers reduced fare rides to senior citizens, students, children and handicapped. The service operates Monday – Thursday 5:30 am to 10:00 pm, Friday and Saturday and Friday and Saturday 5:30 am to 11:59 pm and Sunday 6:30 am to 10:00 pm.

OTHER TRANSIT SERVICES

The three counties either sponsor/operate a minibus that provides service to elderly and disabled residents. The majority of funding for the operation of the mini-buses comes through State of Wisconsin 85.21 funding. The mini-bus services are primarily operated by County Aging and Disability Resource Centers (ADRC), Aging Units or Senior Services Offices. Mini-buses provide door to door service for medical appointments, shopping, and social activities.

The Trempealeau County ADRC operates a mini-bus that make schedule trips to La Crosse on Tuesdays, Thursdays, and Fridays each week.

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DEMOGRAPHICS

To assist in evaluating the service area and potential ridership for a commuter bus, demographic data were collected. The data provides information on population, household, and worker flow characteristics that help determine if the residents of a community are more likely (have a higher propensity) to use transit.

Table 2 presents the estimates and their margins of error for five demographic variables often used to estimate the propensity or likelihood to take transit for communities within a 2.5-mile “travel shed” of a community being considered to have one or more transit stops (highlighted in red). These communities constitute the “service area.” The estimates represent the percent of the community that exhibits the characteristic of the demographic variable. For example, the Town of Glencoe is estimated to have 0.8% +/- 1.1% of its workers 16 and older having no access to a vehicle. The estimates are then compared to the proportion of each demographic variable for the whole of the service area counties of La Crosse, Monroe, and Trempealeau¹ (“Tri-county”): 2.3% +/-0.3% of workers 16 and older live in households with no access to a vehicle, 12.5% +/-0.5% of the total population is 18-to-24-year olds or “college-age,” 14.5% +/-0.4% of the total population is 65 and older or “elderly,” 23.1% +/-0.9% of persons for whom poverty status has been determined are low-income² or live at or below 150% of the federal poverty level, and 10.9% +/-0.4% of the civilian noninstitutionalized population has a disability. One must be cautioned, however, when comparing these numbers because small sample sizes will generate large margins of error such as in the Town of Glencoe example.

When accounting for the margins of error, the communities with the highest propensity among the communities in the Tri-county area are the cities of La Crosse and Tomah (exceeded the Tri-county in three of five variables), and the City of Galesville (two of five). The towns of Bangor, Medary, Shelby, Byron, and Trempealeau; the villages of West Salem, Oakdale, and Trempealeau; and the cities of Sparta and Arcadia each exceeded the Tri-county in one of the five variables.

Although some of these communities exhibit propensity because they have *relatively* high percentages when compared to each other or the Tri-county region, the small community proportions suggest little propensity at the community level. Table 3 categorizes communities by their variable proportions to illustrate how few communities exhibit transit propensity. Arcadia, La Crosse, Sparta, and Tomah are exceptions in that they have high percentages of low-income persons (over 30%). Transit services connecting these communities can provide access to new job markets for members of this demographic.

¹ The county percentages were calculated by summing the counts for each variable of interest for the three counties and dividing those totals by the universe totals for the three counties.

² The FTA defines low-income under the Job Access and Reverse Commute (JARC) program as a person having a household income less than 150% of the federal poverty level.

TABLE 2: TRANSIT PROPENSITY VARIABLES IN TRAVEL SHED¹ COMMUNITIES (IN PERCENT)

Community	0 Vehicles ²		Age 18-24 ³		Age 65+ ⁴		Low-Income ⁵		Disabled ⁶	
	Est. ⁷	MOE ⁷	Est.	MOE	Est.	MOE	Est.	MOE	Est.	MOE
<i>Buffalo County</i>										
Glencoe (T)	0.8	1.1	7.2	3.6	15.1	3.7	27.3	10.2	7.4	2.4
<i>La Crosse County</i>										
Bangor (V)	0.3	0.7	7.2	2.3	16.6	3.8	18.1	6.2	11.9	2.9
Bangor (T)	10.0	6.5	9.2	5.5	8.6	2.9	20.9	8.9	5.2	2.5
Barre (T)	0.6	0.7	5.8	2.7	12.7	3.3	9.4	2.5	7.3	2.7
Burns (T)	0.0	1.8	8.9	3.2	13.2	3.3	17.8	8.2	8.8	2.8
Campbell (T)	2.6	2.6	4.2	2.1	14.1	3.7	22.4	7.1	12.7	3.3
Hamilton (T)	0.0	0.4	5.3	1.9	11.1	3.4	5.4	1.6	4.3	1.6
Holland (T)	2.1	2.7	10.5	4.0	10.4	3.6	9.1	4.8	11.3	5.0
Holmen (V)	1.0	1.0	4.0	1.8	13.5	2.2	11.3	3.6	10.0	2.3
La Crosse (C)	3.0	0.9	27.6	0.8	13.1	0.6	34.4	1.9	10.9	0.8
Medary (T)	0.4	0.5	3.4	1.3	15.6	3.3	13.4	4.4	11.5	2.7
Onalaska (C)	0.5	0.8	8.7	1.6	16.1	1.3	16.6	2.7	9.9	1.6
Onalaska (T)	0.6	0.6	4.6	1.6	9.9	3.2	10.9	4.4	8.5	2.4
Rockland (V)	0.9	1.3	11.4	5.8	8.9	3.6	9.8	5.0	13.8	5.5
Shelby (T)	4.5	3.7	5.8	2.4	21.8	4.1	8.2	3.6	8.9	2.2
West Salem (V)	0.3	0.4	4.9	1.5	17.4	2.7	13.7	4.6	10.9	2.1
<i>Monroe County</i>										
Adrian (T)	1.0	1.3	7.0	2.8	10.2	3.8	8.8	7.6	9.3	2.3
Angelo (T)	0.5	0.7	3.9	1.6	13.3	3.4	17.0	4.8	11.4	3.4
Byron (T)	3.1	3.2	7.2	2.7	14.6	3.5	30.3	8.5	15.3	4.3
Greenfield (T)	1.4	2.3	8.6	3.1	14.9	4.8	9.3	5.4	8.9	2.9
Lafayette (T) (Fort McCoy)	0.0	5.8	16.9	14.9	16.4	7.1	7.1	5.1	9.2	4.5
La Grange (T)	1.3	1.2	6.6	1.9	12.8	2.6	11.2	3.4	12.0	2.7
Leon (T)	1.8	1.8	10.7	3.3	12.5	3.3	17.6	7.5	4.4	1.8
Oakdale (V)	0.0	7.1	10.5	6.8	24.1	10.6	25.9	9.2	19.1	7.5
Oakdale (T)	6.7	6.1	9.6	4.5	14.1	4.7	16.5	14.2	11.3	3.2
Sparta (C)	4.0	2.2	6.7	1.4	14.5	1.4	30.7	5.4	13.4	3.0
Sparta (T)	2.1	2.3	5.3	1.7	14.6	3.1	12.9	4.3	8.0	2.3
Tomah (C)	2.8	2.0	7.7	1.8	16.2	1.9	31.2	5.6	17.2	2.8
Tomah (T)	3.6	2.6	7.3	3.4	14.8	3.6	15.8	8.8	9.6	2.7
Wyeville (V)	0.0	11.8	3.2	3.2	16.1	11.7	28.4	19.9	11.8	8.3

Table continued...

TABLE 2: TRANSIT PROPENSITY VARIABLES IN TRAVEL SHED¹ COMMUNITIES (IN PERCENT) (continued)

Community	0 Vehicles ²		Age 18-24 ³		Age 65+ ⁴		Low-Income ⁵		Disabled ⁶	
	Est. ⁷	MOE ⁷	Est.	MOE	Est.	MOE	Est.	MOE	Est.	MOE
<i>Trempealeau County</i>										
Arcadia (C)	2.0	1.3	9.8	2.0	14.1	3.0	34.5	8.6	11.4	2.9
Arcadia (T)	0.3	0.4	3.8	1.5	12.5	2.9	16.9	6.0	7.3	2.1
Caledonia (T)	3.2	2.6	4.5	1.7	14.5	4.0	10.8	5.2	9.2	2.9
Gale (T)	0.6	0.9	7.8	2.3	13.4	2.8	17.9	6.9	11.1	2.4
Galesville (C)	4.5	3.2	9.7	3.0	18.4	3.8	25.8	6.8	15.9	3.2
Trempealeau (V)	1.8	1.9	7.1	2.5	17.7	2.6	14.6	4.8	7.6	1.9
Trempealeau (T)	1.0	1.2	6.8	2.5	18.0	3.6	11.5	3.9	9.5	2.5

¹The travel shed includes communities within 2.5 miles of communities conceptualized to have one or more transit stops (emphasized in red).

²Percent of workers 16 and older in households with no access to a vehicle. *Source:* B08141 Means of Transportation to Work by Vehicles Available for workers 16 years and over in households, U.S. Census Bureau, 2010-2014 American Community Survey (ACS) 5-Year Estimates.

³Percent of college-age persons (18-24). *Source:* S0101 Age and Sex, U.S. Census Bureau, 2010-2014 ACS 5-Year Estimates.

⁴Percent of persons age 65 and older. *Source:* S0101 Age and Sex, U.S. Census Bureau, 2010-2014 ACS 5-Year Estimates.

⁵Percent of population for which poverty status has been determined living at or below 150% of the poverty line. *Source:* S1701 Poverty Status in the past 12 Months, U.S. Census Bureau, 2010-2014 ACS 5-Year Estimates.

⁶Percent of population with a disability. *Source:* S1810 Disability Characteristics, U.S. Census Bureau, 2010-2014 ACS 5-Year Estimates.

⁷“Est.” is short for “estimate” and “MOE” is “margin of error.”

NOTE: The Tri-county proportions are: No vehicles: 2.3% +/-0.3%; age 18-24: 12.5% +/-0.5%; age 65 and older: 14.5% +/-0.4%; poverty: 23.1% +/-0.9%; disability: 10.9% +/-0.4%.

TABLE 3: PERCENT OF WORKERS AND POPULATION GROUPS IN TRANSIT STOP COMMUNITIES

Propensity Variable	Percent of Universe ¹			
	<10%	10% - <20%	20% - <30%	30% - <40%
0 Vehicles	Bangor, Holmen, La Crosse, Onalaska, Rockland, West Salem, Lafayette, Sparta, Tomah, Arcadia, Galesville, Trempealeau	None	None	None
College Age (18-24)	Bangor, Holmen, Onalaska, West Salem, Sparta, Tomah, Arcadia, Galesville, Trempealeau	Rockland, Lafayette	La Crosse	None
Elderly (65 and older)	Rockland	Bangor, Holmen, La Crosse, Onalaska, West Salem, Lafayette, Sparta, Tomah, Arcadia, Galesville, Trempealeau	None	None
Low-Income (150% of the poverty line)	Rockland, Lafayette	Bangor, Holmen, Onalaska, West Salem, Trempealeau	Galesville	La Crosse, Sparta, Tomah, Arcadia
Disabled	Onalaska, Lafayette, Trempealeau	Bangor, Holmen, La Crosse, Rockland, West Salem, Sparta, Tomah, Arcadia, Galesville	None	None

¹The universes for the variables are as follows: Workers 16 and older in households for “0 Vehicles”; Total population for “College Age,” “Elderly,” and “Disabled”; and Population for which poverty status has been determined for “Low-Income.”

Sources: B08141 Means of Transportation to Work by Vehicles Available for workers 16 years and over in households, S0101 Age and Sex, S1701 Poverty Status in the past 12 Months, and S1810 Disability Characteristics from the U.S. Census Bureau, 2010-2014 ACS 5-year estimates.

Although the proportions for the elderly are relatively low for the 2010-2014 estimates, the Wisconsin Department of Administration has projected from 2010 a more-than-doubling of the elderly population in La Crosse County and Monroe County and a 76% increase in Trempealeau County by 2040 (Table 4). The result is a doubling of the elderly population in the three counties as a whole. As the population continues to age and is often aging in place, the need for transit services, especially rural services, will continue to grow, and access to medical services in La Crosse and Tomah will become more crucial.

TABLE 4: COUNTY PROJECTIONS FOR PERSONS 65 AND OLDER, 2010-2014

Year	La Crosse County	Monroe County	Trempealeau County	Total
2010	15,201	6,223	4,567	25,991
2015	18,645	7,350	4,970	30,965
2020	22,170	8,850	5,825	36,845
2025	25,950	10,585	6,720	43,255
2030	28,840	12,060	7,500	48,400
2035	30,370	12,680	7,910	50,960
2040	30,990	12,840	8,020	51,850
% change 2010-2040	103.9%	106.3%	75.6%	99.5%

Source: County Age-Sex Population Projections 2010-2040, Wisconsin Department of Administration.

The Census Transportation Planning Products (CTPP) is the only source for county-to-county worker flows with cross-tabulations with some propensity variables. Using 2006-2010 ACS data, the CTPP generated the number of workers age 16 and older that worked outside the home, had zero vehicles available, and/or were low income (Table 5). Not surprisingly, most work trips were internal trips, meaning the worker lived and worked in the same county. However, a rather substantial number of workers (at least 637 if we assume that 0-vehicle workers are a perfect subset of low-income) work outside of their resident county and could be a pool of potential transit riders.

TABLE 5: COUNTY-TO-COUNTY WORKER FLOWS FOR SELECT TRANSIT PROPENSITY VARIABLES

Resident County	Propensity Variable	Work County		
		La Crosse	Monroe	Trempealeau
La Crosse	0 Vehicles available	1,395	0	50
	Low Income ¹	8,995	165	185
Monroe	0 Vehicles available	4	495	4
	Low Income	145	2,180	4
Trempealeau	0 Vehicles available	25	0	230
	Low Income	130	8	1,130

¹Low income means a person living at or below 150% of the poverty line.

Source: U.S. Census Bureau, American Community Survey 2006-2010 Five-year estimates. Special Tabulation: Census Transportation Planning Products (CTPP).

CONCEPTUAL COMMUTER BUS ROUTES

Based on data analysis, feedback received from employers and employees, and review of the SMRT Bus service, several commuter bus routes and stops were developed for the proposed service area. The bus routes timing and stops were developed with the intention of meeting the transportation needs of workers. Transportation for workers was established as the highest priority for the bus system to serve as employee's would use the bus on a daily basis versus other users. The regularity of ridership would provide more revenue and increase the long-term sustainability of the service. In addition, other bus users would be able to use the bus service as they have more ability to modify schedules (medical appointments, classes, etc.) versus workers.

This feasibility study looks at two commuter bus routes: One connects Arcadia and La Crosse; the other connects Tomah and La Crosse. The alignments under consideration are illustrated in Figure 1.

ARCADIA – LA CROSSE

The Arcadia-to-La Crosse Route is anticipated to connect workers to major employers in Arcadia and La Crosse. From Arcadia to La Crosse, the major alignment of the Route (excluding deviations) would follow STH 93 between Arcadia and Centerville and between Centerville and Galesville and then either A) continue along STH 93 into Holmen or B) follow CTH K into Trempealeau and STH 35 into Holmen. The Route would then follow USH 53 through Holmen and Onalaska and STH 157 to either A) STH 16 into La Crosse or B) CTH SS and through the North La Crosse Industrial Park into La Crosse.

Possible businesses and other stop locations to be served include: Ashley Furniture and Golden N' Plump in Arcadia; park-and-rides in Centerville, Galesville, and Holmen; the future Mayo Health System Hospital in Onalaska; Valley View Mall, Waltzcraft, and Kwik Trip in North La Crosse, and the University of Wisconsin – La Crosse (UWL), Western Technical College (WTC), Mayo Health System (MHS), and Gundersen Health System (GHS) in South La Crosse. The park-and-ride at Centerville is likely to be patronized by commuters from as far as Winona, MN and Alma, WI.

The choice of alignment (A or B) depends on the results of employer surveys and travel times.

TOMAH – LA CROSSE

The Tomah-to-La Crosse Route is anticipated to connect not only workers to major employers in Tomah, Sparta, and La Crosse, but also residents in need of medical care (VA Medical Center in Tomah and MHS and GHS in La Crosse).

From Tomah to La Crosse, the major alignment of the Route (again, excluding deviations) would follow either A) I-90 from Tomah to Sparta or B) STH 21 to Fort McCoy and then to Sparta. From Sparta, the Route would follow I-90 to West Salem and STH 16 to Onalaska and La Crosse.

Possible businesses and other stop locations to be served include: The VA Medical Center, the Walmart Distribution Center, and Toro in Tomah; Fort McCoy in Lafayette; Northern Engraving in Sparta; Stella Jones in Bangor; the I-90 park-and-ride, Lakeview Business Park, and Northern Engraving in West Salem; the GHS Clinic in Onalaska; and the Valley View Mall, UWL, WTC, MHS, and GHS in La Crosse.

The choice of alignment A or B depends on the feasibility of serving Fort McCoy as determined by ridership estimates and access to the facility.

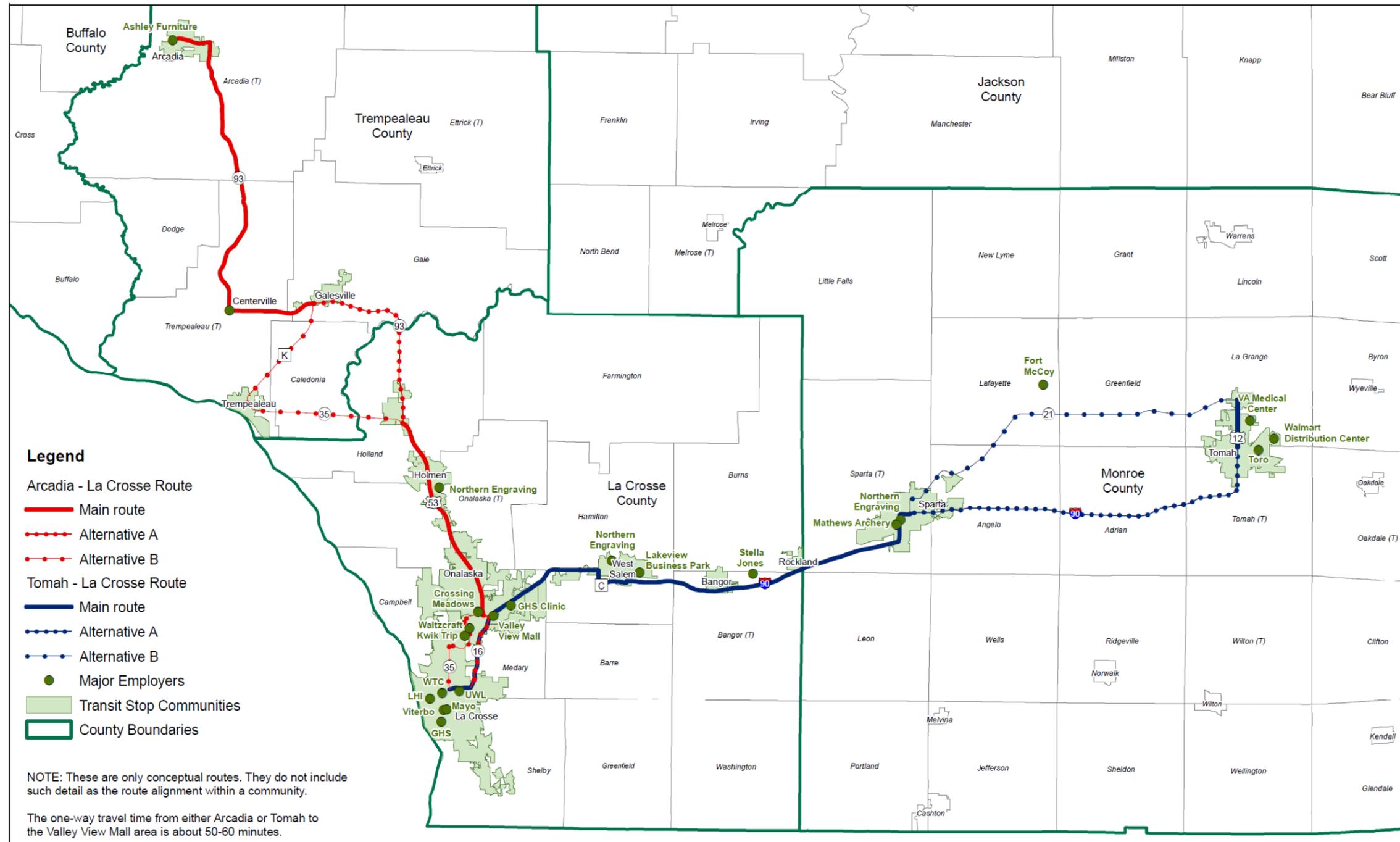


FIGURE 1: CONCEPTUAL TRANSIT ROUTES BETWEEN LA CROSSE AND TOMAH AND LA CROSSE AND ARCADIA.

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RIDERSHIP ESTIMATIONS

The most valuable tool to determine the feasibility of a commuter bus service is to estimate ridership. The estimates are informed by the propensity data discussed under the section on demographic data, worker flow data, the results of employer and employee surveys, and an analysis of the existing ridership of the current SMRT Bus system. Because the proposed services would operate on schedules that cater to workers, the primary input into determining ridership is to look at existing commuter work flows from resident communities in the transit shed to communities being considered for transit stops. Those estimates are then adjusted up or down in response to the anticipated effects of the other inputs.

COMMUTER WORK FLOWS

Tables 6 and 7 illustrate the commuter work flows between communities in the transit sheds for the Arcadia to La Crosse Route and the Tomah to La Crosse Route, respectively. The data are the most recent available and were obtained from the Census Transportation Planning Program (CTPP) and the 2006-2010 American Community Survey (ACS) 5-year estimates.

TABLE 6: ARCADIA TO LA CROSSE ROUTE COMMUTER WORK FLOWS, 2006-2010

Residence	Workplace					
	Arcadia	Galesville	Trempealeau	Holmen	Onalaska	La Crosse
Glencoe (T)	75	0	0	0	0	4
Arcadia (C)	670	15	4	0	0	20
Arcadia (T)	445	10	0	0	0	10
Caledonia (T)	20	85	4	10	35	110
Gale (T)	55	145	10	60	50	155
Galesville (C)	25	215	25	45	60	120
Trempealeau (V)	30	95	95	45	90	135
Trempealeau (T)	80	65	55	35	45	115
Holmen (V)	80	4	4	685	780	1,745
Holland (T)	25	25	50	245	305	675
Onalaska (C)	90	20	15	415	2,625	4,290
Onalaska (T)	10	15	0	210	530	1,670
Campbell (T)	15	0	0	20	300	1,645
La Crosse (C)	45	40	25	295	3,480	18,985

Source: Census Transportation Planning Package, 2006-2010 American Community Survey, U.S. Census Bureau.

TABLE 7: TOMAH TO LA CROSSE ROUTE COMMUTER WORK FLOWS, 2006-2010

Residence	Workplace							
	Tomah	Lafayette	Sparta	Rockland	Bangor	West Salem	Onalaska	La Crosse
Wyeville (V)	25	4	10	0	0	4	0	4
Tomah (T)	340	10	40	0	0	0	0	15
Tomah (C)	2,430	70	175	0	0	30	15	155
Sparta (T)	115	0	600	4	20	45	60	175
Sparta (C)	335	45	2,320	10	15	100	105	370
Oakdale (T)	190	0	10	0	0	0	0	4
Oakdale (V)	60	0	0	0	0	0	0	0
La Grange (T)	500	10	35	0	0	4	15	15
Lafayette (T)	20	30	45	4	4	4	0	10
Greenfield (T)	185	10	25	0	0	0	0	4
Byron (T)	305	0	25	0	0	0	0	4
Angelo (T)	75	4	200	0	4	20	10	80
Adrian (T)	120	4	60	10	0	0	10	4
Leon (T)	20	0	155	4	10	10	35	80
Rockland (V)	20	0	50	30	15	20	40	55
Bangor (V)	15	4	30	0	135	65	70	150
Bangor (T)	15	0	40	0	20	35	35	115
Burns (T)	20	0	35	0	15	35	75	145
West Salem (V)	25	0	170	0	4	525	355	745
Hamilton (T)	20	0	65	4	4	215	220	465
Barre (T)	0	0	10	0	10	60	50	370
Onalaska (T)	0	0	10	0	15	60	530	1,670
Onalaska (C)	85	0	150	0	0	100	2,625	4,290
Medary (T)	0	0	25	0	0	20	170	470
La Crosse (C)	165	15	160	0	0	435	3,480	18,985

Source: Census Transportation Planning Package, 2006-2010 American Community Survey, U.S. Census Bureau.

A transit factor was then applied to the worker flows from each resident community to each workplace community. Communities defined by the U.S. Census as urban areas were assigned a transit factor of 0.009 while rural communities were assigned a transit factor of 0.001. The transit factors were developed from existing urban and rural transit ridership in La Crosse County. The preliminary results (numbers are rounded down to the nearest whole number) are illustrated in Tables 8 and 9. Communities resulting in no transit flow—all of which are rural and were assigned a transit factor of 0.001—were omitted from the tables.

The next step was to eliminate commuters that either wouldn't be able to access the service or were unlikely to access the service. Because this service is proposed to be a commuter service, it will not serve residential areas like the La Crosse Municipal Transit Utility (MTU) and thus is unlikely to meet the needs of workers who live and work in the same community (highlighted in bold black text for those who do not currently have access to other transit service). Commuters who live and work in communities with existing transit connections (bold blue text) were eliminated because the service would not be available

to them. The remaining commuters highlighted in bold red text are those anticipated to use the service for work purposes. The total number of commuters estimated to use the Arcadia to La Crosse Route is 18 (2 northbound toward Arcadia and 16 southbound toward La Crosse), with no riders estimated to travel to or from the Village of Trempealeau (Alternative B community). The total number of commuters estimated to use the Tomah to La Crosse route is 22 (10 eastbound toward Tomah and 12 westbound toward La Crosse), with no riders estimated to travel to or from the Town of Lafayette where Fort McCoy resides (Alternative B stop).

With the infeasibility of providing service to either the Village of Trempealeau or Fort McCoy, those locations are eliminated from further analysis.

TABLE 8: PRELIMINARY TRANSIT COMMUTER FLOW ESTIMATES,¹ ARCADIA-LA CROSSE

Residence	Transit Factor ²	Workplace					
		Arcadia	Galesville	Trempealeau	Holmen	Onalaska	La Crosse
Arcadia (C)	0.009	6	0	0	0	0	0
Holmen (V)	0.009	0	0	0	6	7	15
Onalaska (C)	0.009	0	0	0	0	2	4
Onalaska (T)	0.001	0	0	0	0	0	1
Campbell (T)	0.001	0	0	0	0	2	14
La Crosse (C)	0.009	0	0	0	2	31	170

¹Because the number of commuters estimated to use transit to their place of work was zero for the towns of Glencoe, Arcadia, Caledonia, Gale, Trempealeau, and Holland, and the villages of Galesville and Trempealeau, those flows have been omitted from the table.

²The transit factor is derived from the percent of urban (0.9%) and rural (0.1%) workers 16 and older in La Crosse County who did not work at home and who took public transit to work. "Urban" includes populations in urban areas (includes urban clusters and urbanized areas). "Rural" includes everyone outside of "urban." Bold red denotes a high likelihood of transit use; bold black denotes internal trips, which are not included in the calculation; and bold blue denotes possible commuters, but they occur between communities with existing transit service. *Source:* Means of Transportation to Work, 2006-2010 CTPP; list of 2010 Census Urban Areas, U.S. Census Bureau.

TABLE 9: PRELIMINARY TRANSIT COMMUTER FLOW ESTIMATES,¹ TOMAH-LA CROSSE

Residence	Transit Factor ²	Workplace							
		Tomah	Lafayette	Sparta	Rockland	Bangor	W Salem	Onalaska	La Crosse
Tomah (C)	0.009	21	0	1	0	0	0	0	1
Sparta (C)	0.009	3	0	20	0	0	0	0	3
West Salem (V)	0.009	0	0	1	0	0	4	3	6
Onalaska (T)	0.001	0	0	0	0	0	0	0	1
Onalaska (C)	0.009	0	0	1	0	0	0	23	38
La Crosse (C)	0.009	1	0	1	0	0	3	31	170

¹Because the number of commuters estimated to use transit to their place of work was zero for the towns of Tomah, Sparta, Oakdale, La Grange, Lafayette, Greenfield, Byron, Angelo, Adrian, Leon, Bangor, Burns, Hamilton, Barre, and Medary, and the villages of Wyeville, Oakdale, Rockland, and Bangor, those flows have been omitted from the table.

²The transit factor is derived from the percent of urban (0.9%) and rural (0.1%) workers 16 and older in La Crosse County who did not work at home and who took public transit to work. “Urban” includes populations in urban areas (includes urban clusters and urbanized areas). “Rural” includes everyone outside of “urban.” Red denotes a high likelihood of transit use; Green denotes internal trips, which are not included in the calculation; and Blue denotes possible commuters, but they occur between communities with existing transit service.

Source: Means of Transportation to Work, 2006-2010 CTPP; list of 2010 Census Urban Areas, U.S. Census Bureau.

AUTO-BUS TRAVEL TIME COMPARISON

The Transit Capacity and Quality of Service Manual (TCQSM) states that for fixed-route transit service an in-vehicle bus travel time of no more than 1.5 times that of the personal automobile is considered tolerable for choice riders (they have access to a personal vehicle but choose to take transit) to make a trip by bus. With internal commuters and commuters between communities with existing transit removed from the equation, the remainder of the commuters are assumed to be commuting by personal automobile.

Tables 10 and 11 compare the in-vehicle travel times between key origins (parking and pick-up locations) and destinations (major employers) along the Arcadia to La Crosse Route and the Tomah to La Crosse Route, respectively. The travel times (minutes) for internal origin-destination trips in La Crosse and Tomah are illustrated in black italics to signify that those trips are ineligible to be made by the new service because transit service already exists. Bold black text highlights the travel times for trips that are unlikely to occur because the in-vehicle trip time by bus is more than 1.5 times that by personal automobile. Only the origin-destination trips whose text is highlighted in bold red are likely to be made by transit.

TABLE 10: AUTO-BUS TRAVEL TIME COMPARISONS (IN MINUTES) FOR THE ARCADIA-LA CROSSE ROUTE

Public Pick-Up Location	Destination									
	Gundersen Health System		Mayo Health System		Western Tech College		UW-La Crosse		Ashley Furniture	
	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus
Ashley Home Store	51	92	50	88	49	78	48	72	5	5
Galesville Library	32	58	31	54	30	44	27	38	25	29
Trempealeau Town Hall	37	67	35	63	34	53	31	47	19	20
Festival Foods Holmen	<i>24</i>	<i>44</i>	<i>22</i>	<i>40</i>	21	30	20	24	37	43
Valley View Mall	<i>16</i>	<i>32</i>	<i>12</i>	<i>28</i>	<i>11</i>	<i>18</i>	<i>9</i>	<i>12</i>	53	55
Cameron Park	<i>4</i>	<i>10</i>	<i>4</i>	<i>6</i>	<i>5</i>	<i>6</i>	<i>6</i>	<i>10</i>	57	78

NOTES: Text in black italics show travel times for origins and destinations that cannot be served by the proposed service because there is existing transit service. Text in bold black reflects trips by bus that are *unlikely* to occur by choice riders (those who have access to a personal vehicle) because the in-vehicle bus travel time is more than 1.5 times the in-vehicle travel time by automobile. Text in bold red reflect trips that are the most likely to occur by transit.

Sources: TCRP Transit Capacity and Quality of Service Manual; Google Maps; draft bus schedule.

TABLE 11: AUTO-BUS TRAVEL TIME COMPARISONS (IN MINUTES) FOR THE TOMAH-LA CROSSE ROUTE

Public Pick-Up Location	Destination													
	Gundersen Health System		Mayo Health System		Western Technical College		UW-La Crosse		Northern Engraving		VA Hospital		Walmart Distribution Center	
	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus
Downtown Tomah	49	87	47	83	45	73	44	67	19	27	<i>5</i>	<i>10</i>	<i>5</i>	<i>5</i>
Wesco in Sparta	37	67	36	63	34	53	33	47	6	7	25	30	23	25
I-90 Park-and-Ride	22	44	21	40	18	30	19	24	15	16	33	53	32	48
Valley View Mall	<i>16</i>	<i>32</i>	<i>12</i>	<i>28</i>	<i>11</i>	<i>18</i>	<i>9</i>	<i>12</i>	23	30	41	67	41	62
Cameron Park	<i>4</i>	<i>10</i>	<i>4</i>	<i>6</i>	<i>5</i>	<i>6</i>	<i>6</i>	<i>10</i>	34	56	51	93	51	88

NOTES: Text in black italics show travel times for origins and destinations that cannot be served by the proposed service because there is existing transit service. Text in bold black reflect trips by bus that are *unlikely* to occur by choice riders (those who have access to a personal vehicle) because the in-vehicle bus travel time is more than 1.5 times the in-vehicle travel time by automobile. Text in bold red reflect trips that are the most likely to occur by transit.

Sources: TCRP Transit Capacity and Quality of Service Manual; Google Maps; draft bus schedule.

FINAL RIDERSHIP ESTIMATIONS

Because worker flow data are the only data available for analysis, these estimates only include an estimate of *commuters* and *commuter trips*. The service has the potential to generate additional trips for shopping (the Valley View Mall is a regional mall), school (WTC has locations in Tomah, Sparta, and La Crosse), and medical purposes (VA Hospital in Tomah and regional hospitals in La Crosse), but, because of a lack of data, they are not included in the estimates.

The estimates are presented as a Best Case Scenario and a Likely Case Scenario. The Best Case Scenario considers only the transit factor and includes commuters with a “high likelihood” of using transit as illustrated in Tables 7 and 8. The Likely Case Scenario considers two additional factors—the auto-bus travel time comparison (Tables 9 and 10) and the location of existing park-and-rides. (If, for example, an opportunity were available to pick up and drop off West Salem residents closer to their homes than the park-and-ride off of the interstate to access the service, West Salem residents working in La Crosse or Sparta may be more likely to use the service.)

Table 12 summarizes the results. The number of commuters is doubled for the number of trips with the assumption that each worker makes one trip in each direction (home-to-work and work-to-home).

TABLE 12: DAILY WORKER RIDERSHIP ESTIMATES

Scenario	Tomah-La Crosse Route		Arcadia-La Crosse Route	
	Westbound to La Crosse	Eastbound to Tomah	Southbound to La Crosse	Northbound to Arcadia
<i>Best Case</i>				
# Commuters	12	10	16	2
# Trips	24	20	32	4
<i>Total Trips per Day</i>	44		36	
<i>Likely Case</i>				
# Commuters	5	9	8	2
# Trips	10	18	16	4
<i>Total Trips per Day</i>	28		20	

SERVICE DETAILS

In order for a commuter bus service to be successful specific details of the service must be addressed to help ensure its success. Key components such as bus fares, hours of operation, awareness of the service and its benefits will weigh in the decision of potential riders whether to utilize the bus service.

VEHICLES

Ridership projections for the new service indicate that the vehicles utilized by the current SMRT Bus service would provide adequate capacity for the proposed routes identified in this study. It is recommended that buses for the proposed routes be handicapped accessible (two-wheel chairs) having a minimum capacity of 22 passengers with wheel chairs (26 passengers without wheelchairs). It is recommended that buses be equipped with bike racks with the capability of carrying a minimum of four bicycles. Buses should also be equipped with free Wi Fi to be accessible by passengers.

OPERATIONS

HOURS

A new commuter bus service or the expansion of the SMRT Bus service hours of operation, route times, and route frequency is based primarily on maximizing the service to meet the needs of employees in the service area. In order for the service to be economically feasible, consistent daily ridership (people that will use the bus daily) is necessary. Employer work day schedules and employee shift changes have all been taken into consideration in making route time and route frequency recommendations. Secondary considerations such as class schedules for students and medical appointment considerations have been evaluated as well.

Preliminary bus schedules for each corridor were developed as part of the study (see Appendix B). The purpose of the preliminary schedules is to help establish the overall route times which will assist in establishing the cost of the service. The preliminary schedules also provide potential service providers and riders a clearer description of the service. The route start times and individual bus stop times are conceptual with the understanding that specific times would be established if the bus service is implemented. It is estimated that the preliminary times are accurate to +/- 10 minutes to the overall route time.

ROUTE TIMES

Based on information gained from the existing SMRT Bus service, the majority of riders that use the SMRT bus are onboard for 30 to 60 minutes. The feasibility study attempted to identify routes and times that would provide the most efficient travel times in an effort to get people to and from their destinations

within a 60 minute time frame. As previously discussed, preliminary bus schedules and route times have been developed but it is recommended that specific route times (stop/start times) be determined upon implementation of the service. At that time more information on employer/employee ridership time preferences will be known.

ROUTE FREQUENCY

Route frequency determinations are derived from projected ridership and meeting the travel tendencies/demands of riders. As discussed previously, the primary function of the proposed service is to take people to and from work. With daily employment ridership as a focus, daily (Monday-Friday) route options have been developed. Sample bus schedules for the two routes can be found in Appendix B.

LA CROSSE – TOMAH CORRIDOR

If it is determined feasible to initiate the bus service it is recommended that two buses serve the La Crosse-Tomah corridor. One bus each day (Monday-Friday) originating travel in La Crosse at 6:15 am (all times are approximate) traveling to Tomah and returning to La Crosse at 8:56 am. A second round trip each day is recommended to begin at 3:09 pm in La Crosse travel to Tomah and return to La Crosse at 5:46 pm.

A second bus would originate travel from Tomah at 6:10 am each day (Monday-Friday) travel to La Crosse and return to Tomah at 9:00 am. A second round trip each day is recommended to begin at 3:00 pm in Tomah travel to La Crosse and return to Tomah at 5:50 pm.

It is also important to provide routes at a frequency that provides functional mobility for bus users throughout the study area. With this in mind it is recommended that a mid-day route be considered for the La Crosse – Tomah route as the route serves a larger population base that has the potential to support a variety of riders and travel needs (students, medical appointments, shopping etc.).

LA CROSSE – ARCADIA CORRIDOR

It is recommended that one bus initially serve the La Crosse- Arcadia corridor with the bus originating service each morning (Monday-Friday) from La Crosse at 6:15 am. Making a round trip to Arcadia and returning to La Crosse at 8:38 am. A second round trip each day is recommended to begin at 3:23 pm in La Crosse travel to Arcadia and return to La Crosse at 5:40 pm.

BUS STOPS

Identifying accessible bus stops that have the capability to serve as park and ride stops is critical to developing or expanding a predominantly rural commuter bus service. To limit the costs associated with starting a new bus service or expanding the existing SMRT Bus service it is recommended that bus stops utilize existing parking lots/shelters (businesses, public properties, etc.) and continue cooperation with MTU with shared stops in the La Crosse Municipal Transit (MTU) service area. As part of the feasibility

study, employers were contacted regarding using their facilities (parking lots) as commuter bus park and ride stops. Employers were very support in their response and were willing to have their facilities used as bus stops. It is anticipated the bus stops utilized by the new or expanding commuter bus service will be comprised of a combination of private business parking lots, existing public/private park and ride lots, and publicly owned facilities (parking lots, town/city/village facilities, etc.). Generalized areas for bus stop locations have been identified as part of this study (see proposed route maps and draft schedules).

In addition, it is recommended that any proposed service implement “flag stops” in which buses would stop for passengers along designated bus routes (flag stops). People desiring to be picked up by the bus along travel routes could signal to the bus driver the desire to be picked up by waving their hand. All flag stops would be made at the discretion of the bus driver. Factors such as a safe location to pull over (width of roadway, hills, curves, etc.) and weather conditions (fog, snow, ice, etc.) would determine if a stop is made. Specific areas along routes that flag stops would not be permitted due to existing safety and/or traffic concerns will be determined if the bus service is implemented.

FARES

Bus fares for the proposed bus service routes are anticipated to account for 10%-20% of the bus service revenue. A uniform bus fare and a zone based bus fare system were considered as part of the feasibility study. The current SMRT Bus service utilizes a uniform bus fare of \$3.00 per one-way trip regardless of the riders origin or destination. Discounted fares are offered through 10-ride punch cards and monthly ridership passes. A uniformed bus fare consistent with the existing SMRT Bus fare is recommended. A uniformed bus fare is easier to administer (bus driver collection, billing, etc.) and is easier for bus users to understand. As the bus system matures, it is recommended that a zone based fare system be re-evaluated as fare/location technology improves. Existing SMRT Bus fare options are listed below:

- \$3.00 one-way fare
- 10 Ride punch cards \$25.00
- Monthly pass \$80.00 unlimited rides

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COST ESTIMATES

CAPITAL COSTS

It is anticipated that if a new bus system is started to provide service to the study area that the bus service would be contracted out to a transportation provider. Under this scenario the capital costs to start the service would be primarily limited to the cost of buses. Additional capital costs such as bus stops, shelters, etc. are not anticipated since existing bus stops and/or business or municipal properties will initially be used as stop locations.

The current SMRT Bus Service utilizes handicapped accessible (two-wheel chair capacity) 22 passenger buses (26 passenger without wheel chairs). Based on ridership projections a new or expanded bus service in the study area would utilize the same size commuter bus. The buses are equipped with bike racks (4 bikes) and internet service. The existing SMRT bus service recently purchased new buses which assist in determining the capital costs of a new or expanded service.

Commuter buses purchased by the City of Prairie du Chien in 2015 for the existing SMRT Bus Service were Ford Eldorado Buses with a F550 diesel engine at a cost of \$92,250.00 per bus. The buses have a “useful life” of 150,000 miles. The existing SMRT Bus Service replaces buses at around 200,000 miles (approximately 2-2 ½ years of service). Commuter buses are purchased through the WDOT 53.11 program in which 80% (\$73,800) of the cost of a bus is paid by WDOT/Federal funding and 20% (\$18,450) of the cost is the responsibility of the sponsoring agency (local unit of government).

If a new or expanded SMRT Bus Service is initiated in the study area, two to three buses would have to be purchased depending on the number of routes that are implemented. A capital cost estimate per bus of \$100,000 is projected. Of that cost 20% (\$20,000) would be the responsibility of the sponsoring agency (local unit of government) and 80% (\$80,000) of the cost of a bus would be paid by WIDOT/Federal funding. Important to note that WIDOT funding for vehicles is constrained and WIDOT funds replacement vehicles for existing bus services over vehicles for service expansions.

OPERATIONS AND MAINTENANCE COSTS

Similar to capital costs, it is anticipated that if a new bus system is started to serve the study area that the bus service would be contracted out to a transportation provider. Operating and maintenance costs would be covered as contracted services and be the responsibility of the contracted transportation provider. Once again operating and maintenance costs can be estimated based on the existing SMRT Bus Service. The existing SMRT Bus Service is being rebid during the time period of this study so projected operating and maintenance costs can be accurately projected based on bid information received from transportation service providers.

COST/REVENUE ANALYSIS

An operational cost/revenue analysis has been prepared for commuter bus routes that would serve the La Crosse -Tomah corridor and the La Crosse - Arcadia corridor. The cost/revenue analysis evaluates the operational costs of the service on an annual basis for the years 2018, 2019, 2020. Tables 13, 14, and 15 in Appendix C provide detailed costs and revenues anticipated for the years 2018, 2019, and 2020, respectively. Please refer to them for the discussion below. The capital costs discussed earlier are not included in this analysis. If the service were to be initiated at some point in 2017 the hourly rate and cost/revenue analysis for 2018 would be applicable.

COSTS

Commuter bus hourly costs were calculated using the contract bids received for the existing SMRT Bus service in 2016. The existing SMRT Bus Service was re-bid in 2016 for contract years 2017-2020. The hourly costs used were \$48.50 for 2018, \$48.74 for 2019, and \$48.98 for 2020. In each year the existing SMRT Bus service hourly bid rate plus \$0.25 was used to project route costs. Minutes per route derived from preliminary schedules were used to calculate daily, weekly, and annual route costs.

REVENUES

Fare box revenue was calculated based on a percentage of total costs. A conservative percentage of 10% of total costs was utilized to project fare box revenue. The 10% figure was derived from the experiences of the existing SMRT Bus Service which in its first full year of service (2013) fare box revenue equated to approximately 10% of total costs. The use of 10% of total costs may be conservative if we look at the daily worker rider estimates provided in Table 12. The worker estimated ridership equates to approximately 12,288 rides (one-way fares) annually. This would equate to approximately \$36,000 in annual fare box revenue compared to \$26,838 in annual revenue (2018) using the percentage of total costs formula. It is important to note that the worker estimates do not include one way trips by other users (students, elderly, general public, etc.)

Such a commuter bus service would be eligible to apply for state/federal transportation funding through the 53.11 program. In 2016, the 53.11 program funded public transportation bus services in Wisconsin at a rate of 56% of operational costs (minus fare box revenue). The state/federal grant percentage is anticipated to remain the same over the next several years. The local match needed (required by the state/federal 53.11 grant) equates to the total operational costs minus fare box and grant funding.

The analysis presented in the tables in Appendix C was conducted on each route so the financial implications of each are illustrated. The ultimate goal of the service would be to increase ridership, thus increasing revenue resulting in less local matching funds needed to operate the service annually.

BUS SERVICE IMPLEMENTATION

If the bus service is initiated for the study area, decisions regarding funding, sponsorship, administration, service options, etc. will all have to be determined.

ADMINISTRATIVE OPTIONS

As discussed previously, the study utilized the existing SMRT Bus service as a model. Currently the SMRT Bus service is administered by the City of Prairie du Chien as the lead agency, acting as the fiscal agent and Wisconsin Department of Transportation (WisDOT) grant applicant. The bus service is operated under contract with the City of Prairie du Chien by Running, Inc., a private transportation provider. The City of Prairie du Chien also applies for WIDOT funding for the purchase of the commuter buses (80% federal and state, 20% local match funding required) which are then leased to the contracted transportation service provider. This method of administration was preferred by the existing SMRT Bus service versus a bus service that would be entirely provided (operated) by a local unit of government. In case where the local unit of government operated the bus service the local unit of government would have to hire drivers, purchase and maintain buses, administer daily oversight, etc. which would make such a service cost prohibitive.

It is recommended that if a SMRT Bus service expansion is determined feasible (to serve either or both the La Crosse - Sparta – Tomah corridor or the La Crosse – Arcadia corridor) that a similar method of administration be pursued. A couple of service options exist if the service warranted. Either the existing SMRT Bus service, associated WisDOT grants and service contract could be expanded or a separate commuter bus service could be created. If a new bus service were created a local unit of government lead agency would have to be designated (to apply for WisDOT funding) and a new bus service contract would have to be developed.

Of the two options the expansion of the existing SMRT Bus service would be the most preferred from a cost, administration and efficiency of service perspective. Expansion of the existing SMRT Bus Service would allow the use of the SMRT brand which is known in the study area as a public transportation option. Maintaining a consistent service brand will assist in marketing and continued awareness as a public transportation option.

Another cost savings that could be realized by the expansion of the existing bus service is the bus cost savings. The current SMRT Bus service maintains five buses. Three newer buses are used daily to provide service on the existing bus routes (3 routes). Two older buses are maintained as spare buses in case of breakdowns or maintenance needs of the three active buses. If the SMRT Bus service is expanded utilizing the same lead agency and bus provider additional buses would be needed to run the new routes but a cost savings would be realized as a spare bus or buses would not have to be purchased. However, if a new independent service were initiated to serve the routes, buses would have to be purchased for the daily operation of the service as well as a spare bus or buses would need to be acquired.

Cost and administration efficiencies would be achieved with regard to grant applications and bus service contracts. If one local governmental entity is the lead agency, versus two or more local governmental agencies, only a single grant application for buses and operational costs need to be prepared and administered versus multiple grants. The same is the case for the administration and oversight of the bus service provider contract, if there is one lead agency for the entire service only one provider contract is needed thus reducing administrative costs.

FUNDING

FEDERAL/STATE

Operational costs and capital costs for a rural transportation service are eligible for funding through the Federal Formula Grant Program for Rural Areas commonly referred to as the 53.11 program. The program funds public transportation services that are operated in non-urbanized areas (populations under 50,000). Annual funding amounts allocated per transportation system are allocated by a statewide formula. In recent years approximately 56% (minus fare box revenue) of operating costs of transportation systems have been funded by the program. Capital costs (bus purchases) are funded through the 53.11 program as well at 80% state/federal funding and 20% local match. The 53.11 program grants are available annually with applications due in October of each year. In order for a new or expanded transportation service to be started in the study area, the 53.11 grants would have to be applied for and received annually.

LOCAL MATCH

In order to receive Wisconsin Department of Transportation grant funding for the purchase of buses or to offset the operating cost of the bus service a commitment of local match is required. Based on ridership and revenue projections it is anticipated that 30%-34% of the operating costs will have to be off-set by local matching funds. Local match can be comprised of financial contributions of local units of government, businesses, or other organizations (trusts, foundations, etc.). If the new or expanded bus service is determined to be feasible, out-reach to local units of government and private businesses requesting local match funding will be necessary to implement the service. A variety of other possible local match funding sources (grants through trusts, foundations, etc.) will have to be pursued to reduce the funding burden on local units of government.

REGIONAL TRANSPORTATION SYSTEM

If the new or expanded bus service providing fixed route daily public transportation to the La Crosse – Arcadia and the La Crosse – Tomah corridors is implemented, combined with the existing SMRT Bus service a five county twenty city/village regional commuter bus system will be in place. The recommended routes for the Arcadia and Tomah services would follow the alignments for the Main and Alternative A segments illustrated earlier in Figure 1. (The estimated lack of ridership on the Alternative B segments showed the infeasibility of providing service to Fort McCoy and the Village of Trempealeau at this time.)

The estimated annual operational cost for the five-county regional service (Monday-Friday daily service) in 2018 would range from approximately \$477,000 to \$598,000 depending on the number of routes operated (state/federal grant and fare box revenue would account for over 60% of operating costs). Such a service would require up to six buses (the existing SMRT Bus service operates three buses and a new or expanded service would require an additional two or three buses) and the capital costs needed to maintain an operational fleet would be approximately \$48,000 per year (assuming buses are purchased with state/federal grant assistance).

MARKETING

Marketing and promotion is important in order for a new or expanded bus service to be successful. The existing SMRT Bus service has been operating since 2012 and the brand is recognized in the study area. The existing SMRT Bus service has remained functional even though minimal marketing has taken place since the entire budget for the bus service is used for operating and capital expenses. Though the SMRT Bus service remains in operation, the service recognizes that additional marketing would help attract new riders and increase brand recognition. The existing SMRT Bus service has been marketed by supportive employers, organization, and county agencies through pamphlets, emails, word of mouth, etc. Free ride promotions and limited radio and television adds were used during the first year of service. It is recommended that a new or expanded service utilize the same methods but also (depending on budget) market through radio, television, social media, and internet outlets.

COORDINATION WITH MTU AND COUNTY MINIBUSES

If the new or expanded bus service is implemented in the study area, it is recommended that coordination with La Crosse MTU and County mini-bus programs is initiated when feasible. The routes and bus stops proposed for the new service in the City of La Crosse would utilize many of the same bus stops the existing SMRT Bus service utilizes. The La Crosse MTU through an informal cooperative agreement allows the existing SMRT Bus service to utilize MTU stops. The MTU bus stops have been shared since 2012 (inception of the SMRT Bus service). The shared bus stops have worked well for the SMRT Bus service as the stops are easily identified, accessible and allow bus users a seamless transition

between services. It is anticipated this cooperative relationship will continue with a new or expanded commuter bus service.

Cooperation with existing mini bus programs may present challenges but efforts should be made to create the most seamless and efficient transportation system as possible in the study area. A new or expanded bus service in the study area would be a fixed route service and could serve as a backbone of a regional bus system. Existing mini-bus routes could serve as feeders to the new or expanded system. This potentially could allow existing mini-buses to serve larger areas if the new or expanded service provides fixed route transportation on their traditional routes.

Developing a system of seamless bus transfers is another coordinated effort that could benefit bus services and transportation users. If a system were developed that a rider could transfer between bus systems via paying one fare it would encourage users to coordinate rides.

PROJECT FEASIBILITY AND CONCLUSIONS

The feasibility of a proposed daily commuter bus service that would connect La Crosse to Arcadia (Trempealeau County) and La Crosse to Sparta/Tomah (Monroe County) was evaluated based on several factors. Feasibility was evaluated from a ridership perspective, a revenue perspective and a local matching funding perspective. With regard to ridership the study focused on employment commuter trips. The findings portrayed a “best case scenario” and a “likely case scenario.” For this discussion on feasibility the most conservative measure “likely case scenario” is used. In this scenario the study indicated that approximately 48 trips per day would be comprised of employment commuter trips and that would equate to approximately 12,000+ trips annually. When the existing SMRT bus service began in 2013, in the first year of service it provided slightly over 13,000 trips. This is significant in that the existing SMRT Bus service operated more routes and more service hours. In addition, this study focused primarily on employment trips and the ridership projections do not account for “other” trips (medical, students, shopping, etc.). The “other” trips in the existing SMRT Bus service account for 40%-45% of total one-way trips. Based on this analysis from a ridership perspective the bus service is feasible.

Revenue for the bus service in part is generated from ridership. The proposed service will have a \$3.00 one-way fare and that is utilized in determining revenue projections. The cost/revenue analysis conducted in this study used fare box revenue as a percentage of total costs to operate the service. A fare box percentage of 10% (of total costs) was used in the calculations. If the ridership projections discussed above are factored in, the fare box revenue from the “likely case scenario” would equate to approximately \$36,000 annually or about 13.4% of total operational costs of the service. If “other” ridership is factored in based on the experiences of the existing SMRT Bus service, revenue could increase to \$50,400 (16,800 one-way trips X \$3.00), and account for 18.8% of total operational costs. These percentages are in line with the existing SMRT Bus service and similar services in the State. We must keep in mind that capital costs (buses) are not included in this analysis but were projected previously in the study.

The determining factor with regard to feasibility of the commuter bus service ultimately comes down to the ability to raise local matching funds to match State/Federal grants for the commuter bus service. From a ridership and revenue perspective the proposed service is feasible based on study findings and assumptions. If local matching funds are the determining factor, based on study findings approximately \$25,000 in matching capital funds (buses) would have to be raised and approximately \$106,000 in matching funds for operational costs would need to be raised annually. If this can be accomplished the commuter bus service could operate (proposed routes) in the study area.

If the SMRT Bus service expands, an analysis of the service area and ridership trends clearly indicate a hub and spoke service area with La Crosse as the hub with service spokes extending to Prairie du Chien, Viroqua, Tomah, and Arcadia. The SMRT Bus service is currently administered by the City of Prairie du Chien as the lead agency and the City is also the fiscal agent for Wisconsin Department of Transportation (WisDOT) grant funding. The current SMRT Bus service would not exist today had it not

been for the continued financial and administrative support from the City of Prairie du Chien. In reality the City of Prairie du Chien is a spoke in the system and is a minor benefactor of the SMRT Bus service. The City of Prairie du Chien remains committed to the SMRT Bus service but as the system grows the City would prefer a different lead agency manage the SMRT Bus Service one that is more centrally located, financially able, and gains more direct benefit from the service.

APPENDIX A: PUBLIC INPUT

SURVEYS

EMPLOYER SURVEY

A short employer survey was made available through a hyperlink -mailed to over 100 employers. We received back 20, which equates to a 20% response rate.

1.	Have you heard of the SMRT Bus?	Yes (11)	No (5)
2.	Would you like to hear more/host a presentation?	Yes (10)	No (5)
3.	Do you have employees that commute to or from the La Crosse area?	Yes (16)	No (0)
4.	Estimated number?	5,500	
5.	Do you have areas of parking that are currently used for commuter park-and-ride?	Yes (1)	No (15)
6.	Would you be willing to commit a few parking stalls to this service?	Yes (11)	No (1)
7.	Would you be willing to distribute a survey to your employees regarding their interest in a commuter transit service?	Yes (16)	No (0)
8.	Does your company assist in organizing ride-share opportunities for your employees?	Yes (3)	No (13)
9.	If so, is this service utilized?	Yes (3)	No (0)
10.	What are your company's typical shift start times? <i>Most had a minimum of two shifts, some had three; morning start times varied between 5:30 am and 7:30 am.</i>		
11.	Would you be willing to participated in an employer-assisted transit pass program to provide reduced fare passes to employees?	Yes (9)	No (2)
12.	Would you be willing to financially support a regional commuter transit program for your employees/customers?	Yes (5)	No (4)

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9. What would encourage you to use public transit (bus)? (Check up to two)

- Convenience of bus stop (shelter, proximity of stop to home)
- Sale of bus passes at worksite
- My employer offers an incentive
- Guaranteed Ride Home in case of emergency
- Assistance finding bus routes and scheduling information
- Other
- I do not wish to use a bus to commute to work

10. If you were to choose an alternative mode of transportation, what modes would you consider? (Check up to two)

- Commuter Bus
- Carpool
- Vanpool
- Bike
- Walk

11. If you drive now, would you consider using a commuter bus if your employer offered an incentive?

- Yes
- No
- Undecided

12. Additional Comments:

Thank you for your participation in this survey. If you would like to be updated on the status of a commuter bus please provide us with your contact information:

Name: _____ **Email:** _____

Thank You

APPENDIX B: PROPOSED BUS SCHEDULES

PURPLE ROUTE FOR LA CROSSE-GALESVILLE-ARCADIA

Time at the Stop - Route 1		PM	
Time at the Stop - Route 1		Time at the Stop - Route 3	
La Crosse		La Crosse	
Gundersen Lutheran (7th St. East Bldg.)	6:15 AM	Gundersen Lutheran (7th St. East Bldg.)	3:23 PM
Mayo (11th St Ent) Viterbo (Mississippi St)	6:21 AM	Mayo (11th St Ent) Viterbo (Mississippi St)	3:29 PM
Downtown (5th Ave/King St.) (Cameron Park)	6:25 AM	Downtown (5th Ave/King St.) (Cameron Park)	3:33 PM
WTC (7th St Acad Resource Ctr-MTU Shelter)	6:31 AM	WTC (7th St Acad Resource Ctr-MTU Shelter)	3:39 PM
UW-L (State St. "Cartwright Center")	6:35 AM	UW-L (State St. "Cartwright Center")	3:43 PM
Valley View Mall Park and Ride Lot	6:48 AM	Valley View Mall Park and Ride Lot	3:50 PM
Holmen		Holmen	
Downtown Holmen (Shopping Center)	7:00 AM	Downtown Holmen (Shopping Center)	4:02 PM
Galesville		Galesville	
Downtown Galesville	7:14 AM	Downtown Galesville	4:16 PM
Centerville		Centerville	
Trempealeau Town Hall	7:23 AM	Trempealeau Town Hall	4:25 PM
Arcadia		Arcadia	
Ashley Home Store Area	7:38 AM	Ashley Home Store Area	4:40 PM
Downtown	7:42 AM	Downtown	4:44 PM
Ashley Manufacturing	7:43 AM	Ashley Manufacturing	4:45 PM
Centerville		Centerville	
Trempealeau Town Hall	8:03 AM	Trempealeau Town Hall	5:05 PM
Galesville		Galesville	
Downtown Galesville	8:12 AM	Downtown Galesville	5:14 PM
Holmen		Holmen	
Downtown Holmen (Shopping Center)	8:26 AM	Downtown Holmen (Shopping Center)	5:28 PM
La Crosse		La Crosse	
Valley View Mall Park and Ride Lot	8:38 AM	Valley View Mall Park and Ride Lot	5:40 PM
UW-L (State St. "Cartwright Center")	8:50 AM	UW-L (State St. "Cartwright Center")	5:52 PM
WTC (7th St Acad Resource Ctr-MTU Shelter)	8:56 AM	WTC (7th St Acad Resource Ctr-MTU Shelter)	5:58 PM
Downtown (5th Ave/King St.) (Cameron Park)	9:00 AM	Downtown (5th Ave/King St.) (Cameron Park)	6:02 PM
Mayo (11th St Ent) Viterbo (Mississippi St)	9:06 AM	Mayo (11th St Ent) Viterbo (Mississippi St)	6:08 PM
Gundersen Lutheran (7th St. East Bldg.)	9:10 AM	Gundersen Lutheran (7th St. East Bldg.)	6:12 PM

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GREEN ROUTE FOR TOMAH-SPARTA-LA CROSSE

AM		AM/PM	
Time at the Stop - Route 1		Time at the Stop - Route 2	
Tomah		Tomah	
VA Hospital	6:10 AM	VA Hospital	10:45 AM
Walmart Dist./Toro Area	6:15 AM	Walmart Dist./Toro Area	10:50 AM
Downtown Area	6:20 AM	Downtown Area	11:00 AM
Sparta		Sparta	
Downtown Area	6:41 AM	Downtown Area	11:21 AM
Kwik Trip Area	6:46 AM	Kwik Trip Area	11:26 AM
Bangor		Bangor	
Wehrs Area	6:58 AM	Wehrs Area	11:38 AM
West Salem		West Salem	
Interstate 90 Park-and-Ride Lot	7:03 AM	Interstate 90 Park-and-Ride Lot	11:43 AM
La Crosse		La Crosse	
Valley View Mall Park-and-Ride Lot	7:15 AM	Valley View Mall Park-and-Ride Lot	11:55 AM
UW-L (State St. "Cartwright Center")	7:27 AM	UW-L (State St. "Cartwright Center")	12:07 PM
WTC (7th St Acad Resource Ctr-MTU Shelter)	7:33 AM	WTC (7th St Acad Resource Ctr-MTU Shelter)	12:13 PM
Downtown (5th Ave/King St.) (Cameron Park)	7:37 AM	Downtown (5th Ave/King St.) (Cameron Park)	12:17 PM
Mayo (11th St Ent) & Viterbo (Mississippi St)	7:43 AM	Mayo (11th St Ent) & Viterbo (Mississippi St)	12:23 PM
Gundersen Health System (7th St. East Bldg.)	7:47 AM	Gundersen Health System (7th St. East Bldg.)	12:27 PM
Valley View Mall Park-and-Ride Lot	8:03 AM	Valley View Mall Park-and-Ride Lot	12:43 PM
West Salem		West Salem	
Interstate 90 Park-and-Ride Lot	8:17 AM	Interstate 90 Park-and-Ride Lot	12:57 PM
Bangor		Bangor	
Wehrs Area	8:22 AM	Wehrs Area	1:02 PM
Sparta		Sparta	
Kwik Trip Area	8:34 AM	Kwik Trip Area	1:14 PM
Downtown Area	8:39 AM	Downtown Area	1:19 PM
Tomah		Tomah	
Downtown Area	9:00 AM	Downtown Area	1:40 PM
Walmart Dist./Toro Area	9:05 AM	Walmart Dist./Toro Area	1:45 PM
VA Hospital	9:10 AM	VA Hospital	1:50 PM

PM	
Time at the Stop - Route 3	
Tomah	
VA Hospital	3:00 PM
Walmart Dist./Toro Area	3:05 PM
Downtown Area	3:10 PM
Sparta	
Downtown Area	3:31 PM
Kwik Trip Area	3:36 PM
Bangor	
Wehrs Area	3:48 PM
West Salem	
Interstate 90 Park-and-Ride Lot	3:53 PM
La Crosse	
Valley View Mall Park-and-Ride Lot	4:05 PM
UW-L (State St. "Cartwright Center")	4:17 PM
WTC (7th St Acad Resource Ctr-MTU Shelter)	4:23 PM
Downtown (5th Ave/King St.) (Cameron Park)	4:27 PM
Mayo (11th St Ent) & Viterbo (Mississippi St)	4:33 PM
Gundersen Health System (7th St. East Bldg.)	4:37 PM
Valley View Mall Park-and-Ride Lot	4:53 PM
West Salem	
Interstate 90 Park and Ride Lot	5:07 PM
Bangor	
Wehrs Area	5:12 PM
Sparta	
Kwik Trip Area	5:24 PM
Downtown (Courthouse)	5:29 PM
Tomah	
Downtown Area	5:50 PM
Walmart Dist./Toro Area	5:55 PM
VA Hospital	6:00 PM

ORANGE ROUTE LA CROSSE-SPARTA-TOMAH

AM Time at the Stop - Route 1		AM/PM Time at the Stop - Route 2	
La Crosse		La Crosse	
Gundersen Health System (7th St. East Bldg.)	6:15 AM	Gundersen Health System (7th St. East Bldg.)	10:45 AM
Mayo (11th St Ent) & Viterbo (Mississippi St)	6:21 AM	Mayo (11th St Ent) & Viterbo (Mississippi St)	10:51 AM
Downtown (5th Ave/King St.) (Cameron Park)	6:25 AM	Downtown (5th Ave/King St.) (Cameron Park)	10:55 AM
WTC (7th St Acad Resource Ctr-MTU Shelter)	6:31 AM	WTC (7th St Acad Resource Ctr-MTU Shelter)	11:01 AM
UW-L (State St. "Cartwright Center")	6:35 AM	UW-L (State St. "Cartwright Center")	11:05 AM
Valley View Mall Park-and-Ride Lot	6:46 AM	Valley View Mall Park-and-Ride Lot	11:16 AM
West Salem		West Salem	
Interstate 90 Park-and-Ride Lot	7:00 AM	Interstate 90 Park-and-Ride Lot	11:30 AM
Bangor		Bangor	
Wehrs Area	7:05 AM	Wehrs Area	11:35 AM
Sparta		Sparta	
Kwik Trip Area	7:17 AM	Kwik Trip Area	11:47 AM
Downtown Area	7:22 AM	Downtown Area	11:52 AM
Tomah		Tomah	
Downtown Area	7:43 AM	Downtown Area	12:13 PM
Walmart Dist./Toro Area	7:48 AM	Walmart Dist./Toro Area	12:18 PM
VA Hospital	7:53 AM	VA Hospital	12:23 PM
Sparta		Sparta	
Downtown Area	8:22 AM	Downtown Area	12:50 PM
Kwik Trip Area	8:27 AM	Kwik Trip Area	12:55 PM
Bangor		Bangor	
Wehrs Area	8:39 AM	Wehrs Area	1:07 PM
West Salem		West Salem	
Interstate 90 Park-and-Ride Lot	8:44 AM	Interstate 90 Park-and-Ride Lot	1:12 PM
La Crosse		La Crosse	
Valley View Mall Park-and-Ride Lot	8:56 AM	Valley View Mall Park-and-Ride Lot	1:24 PM
UW-L (State St. "Cartwright Center")	9:08 AM	UW-L (State St. "Cartwright Center")	1:36 PM
WTC (7th St Acad Resource Ctr-MTU Shelter)	9:14 AM	WTC (7th St Acad Resource Ctr-MTU Shelter)	1:42 PM
Downtown (5th Ave/King St.) (Cameron Park)	9:18 AM	Downtown (5th Ave/King St.) (Cameron Park)	1:46 PM
Mayo (11th St Ent) & Viterbo (Mississippi St)	9:24 AM	Mayo (11th St Ent) & Viterbo (Mississippi St)	1:52 PM
Gundersen Health System (7th St. East Bldg.)	9:28 AM	Gundersen Health System (7th St. East Bldg.)	1:56 PM

PM	
Time at the Stop - Route 3	
La Crosse	
Gundersen Health System (7th St. East Bldg.)	3:09 PM
Mayo (11th St Ent) & Viterbo (Mississippi St)	3:15 PM
Downtown (5th Ave/King St.) (Cameron Park)	3:19 PM
WTC (7th St Acad Resource Ctr-MTU Shelter)	3:25 PM
UW-L (State St. "Cartwright Center")	3:29 PM
Valley View Mall Park-and-Ride Lot	3:40 PM
West Salem	
Interstate 90 Park-and-Ride Lot	3:52 PM
Bangor	
Wehrs Area	3:57 PM
Sparta	
Kwik Trip Area	4:09 PM
Downtown Area	4:14 PM
Tomah	
VA Hospital	4:41 PM
Walmart Dist./Toro Area	4:46 PM
Downtown Area	4:51 PM
Sparta	
Downtown Area	5:12 PM
Kwik Trip Area	5:17 PM
Bangor	
Wehrs Area	5:29 PM
West Salem	
Interstate 90 Park-and-Ride Lot	5:34 PM
La Crosse	
Valley View Mall Park-and-Ride Lot	5:46 PM
UW-L (State St. "Cartwright Center")	5:58 PM
WTC (7th St Acad Resource Ctr-MTU Shelter)	6:04 PM
Downtown (5th Ave/King St.) (Cameron Park)	6:08 PM
Mayo (11th St Ent) & Viterbo (Mississippi St)	6:14 PM
Gundersen Health System (7th St. East Bldg.)	6:18 PM

APPENDIX C: COMMUTER BUS COST/BENEFIT ANALYSIS

TABLE 13: COST/REVENUE ANALYSIS FOR 2018

Routes	Cost Inputs								Anticipated Revenues		
	Minutes / Round Trip	Cost / Hour ¹	Cost / Minute	Cost / Round Trip	Round Trips / Day	Cost / Day	Cost / Week	Cost / Year	Fare Box ²	State & Federal ³	Local ⁴
<i>TOMAH-LA CROSSE-TOMAH</i>											
Morning	180	\$48.50	\$0.81	\$145.50	1	\$145.50	\$727.50	\$37,830.00	\$3,783	\$19,066	\$14,981
Afternoon	180	\$48.50	\$0.81	\$145.50	1	\$145.50	\$727.50	\$37,830.00	\$3,783	\$19,066	\$14,981
<i>LA CROSSE-TOMAH-LA CROSSE</i>											
Morning	193	\$48.50	\$0.81	\$156.01	1	\$156.01	\$780.04	\$40,562.17	\$4,056	\$20,443	\$16,063
Mid-Day	191	\$48.50	\$0.81	\$154.39	1	\$154.39	\$771.96	\$40,141.83	\$4,014	\$20,231	\$15,896
Afternoon	189	\$48.50	\$0.81	\$152.78	1	\$152.78	\$763.88	\$39,721.50	\$3,972	\$20,020	\$15,730
<i>LA CROSSE-ARCADIA-LA CROSSE</i>											
Morning	175	\$48.50	\$0.81	\$141.46	1	\$141.46	\$707.29	\$36,779.17	\$3,678	\$18,537	\$14,565
Afternoon	169	\$48.50	\$0.81	\$136.61	1	\$136.61	\$683.04	\$35,518.17	\$3,552	\$17,901	\$14,065
Total								\$268,382.83	\$26,838	\$135,265	\$106,280

¹The hourly rate is based on the existing SMRT bus service contract hourly rate plus \$0.25 per hour.

²The annual projected fare box revenue is based on a \$3.00 one-way fare and estimated at 10% of total costs.

³Estimated at 56% of costs minus fare box revenue.

⁴Estimated as the total cost less fare box revenue and State and Federal funding.

TABLE 14: COST/REVENUE ANALYSIS FOR 2019

Routes	Cost Inputs								Anticipated Revenues		
	Minutes / Round Trip	Cost / Hour ¹	Cost / Minute	Cost / Round Trip	Round Trips / Day	Cost / Day	Cost / Week	Cost / Year	Fare Box ²	State & Federal ³	Local ⁴
<i>TOMAH-LA CROSSE-TOMAH</i>											
Morning	180	\$48.74	\$0.81	\$146.22	1	\$146.22	\$731.10	\$38,017.20	\$3,802	\$19,161	\$15,055
Afternoon	180	\$48.74	\$0.81	\$146.22	1	\$146.22	\$731.10	\$38,017.20	\$3,802	\$19,161	\$15,055
<i>LA CROSSE-TOMAH-LA CROSSE</i>											
Morning	193	\$48.74	\$0.81	\$156.78	1	\$156.78	\$783.90	\$40,762.89	\$4,076	\$20,544	\$16,142
Mid-Day	191	\$48.74	\$0.81	\$155.16	1	\$155.16	\$775.78	\$40,340.47	\$4,034	\$20,332	\$15,975
Afternoon	189	\$48.74	\$0.81	\$153.53	1	\$153.53	\$767.66	\$39,918.06	\$3,992	\$20,119	\$15,808
<i>LA CROSSE-ARCADIA-LA CROSSE</i>											
Morning	175	\$48.74	\$0.81	\$142.16	1	\$142.16	\$710.79	\$36,961.17	\$3,696	\$18,628	\$14,637
Afternoon	169	\$48.74	\$0.81	\$137.28	1	\$137.28	\$686.42	\$35,693.93	\$3,569	\$17,990	\$14,135
Total								\$269,710.91	\$26,971	\$135,934	\$106,806

¹The hourly rate is based on the existing SMRT bus service contract hourly rate plus \$0.25 per hour.

²The annual projected fare box revenue is based on a \$3.00 one-way fare and estimated at 10% of total costs.

³Estimated at 56% of costs minus fare box revenue.

⁴Estimated as the total cost less fare box revenue and State and Federal funding.

TABLE 15: COST/REVENUE ANALYSIS FOR 2020

Routes	Cost Inputs								Anticipated Revenues		
	Minutes / Round Trip	Cost / Hour ¹	Cost / Minute	Cost / Round Trip	Round Trips / Day	Cost / Day	Cost / Week	Cost / Year	Fare Box ²	State & Federal ³	Local ⁴
<i>TOMAH-LA CROSSE-TOMAH</i>											
Morning	180	\$48.98	\$0.82	\$146.94	1	\$146.94	\$734.70	\$38,204.40	\$3,820	\$19,255	\$15,129
Afternoon	180	\$48.98	\$0.82	\$146.94	1	\$146.94	\$734.70	\$38,204.40	\$3,820	\$19,255	\$15,129
<i>LA CROSSE-TOMAH-LA CROSSE</i>											
Morning	193	\$48.98	\$0.82	\$157.55	1	\$157.55	\$787.76	\$40,963.61	\$4,096	\$20,646	\$16,222
Mid-Day	191	\$48.98	\$0.82	\$155.92	1	\$155.92	\$779.60	\$40,539.11	\$4,054	\$20,432	\$16,053
Afternoon	189	\$48.98	\$0.82	\$154.29	1	\$154.29	\$771.44	\$40,114.62	\$4,011	\$20,218	\$15,885
<i>LA CROSSE-ARCADIA-LA CROSSE</i>											
Morning	175	\$48.98	\$0.82	\$142.86	1	\$142.86	\$714.29	\$37,143.17	\$3,714	\$18,720	\$14,709
Afternoon	169	\$48.98	\$0.82	\$137.96	1	\$137.96	\$689.80	\$35,869.69	\$3,587	\$18,078	\$14,204
Total								\$271,038.99	\$26,971	\$136,604	\$107,331

¹The hourly rate is based on the existing SMRT bus service contract hourly rate plus \$0.25 per hour.

²The annual projected fare box revenue is based on a \$3.00 one-way fare and estimated at 10% of total costs.

³Estimated at 56% of costs minus fare box revenue.

⁴Estimated as the total cost less fare box revenue and State and Federal funding.

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