

# LA CROSSE REGIONAL TRANSIT DEVELOPMENT PLAN

## EXECUTIVE SUMMARY

### PROJECT PURPOSE

To develop a ten-year transit plan proposing transit improvements for La Crosse Municipal Transit Utility (MTU), Onalaska Shared Ride (OSR), and Scenic Mississippi Regional Transit (SMRT) that meet the travel needs of residents and visitors in the region, with an emphasis on future needs and sustainable growth.

### ENGAGEMENT ACTIVITIES

- Community Surveys: 258 responses
- 5 Stakeholder Meetings: 28 attendees
- 2 Virtual Open Houses: 22 attendees
- Transit Center and Library Boards
- Wikimap: 38-point specific comments, 6 routes drawn
- Continued outreach and interviews

#### NEEDS

New/ Underserved Destinations	Policies	Markets	MTU	Onalaska – OSR	SMRT
<ul style="list-style-type: none"> <li>• Growing areas in Onalaska</li> <li>• Feasibility of northside circulator</li> <li>• Amtrak and Airport</li> <li>• Access to civic services and amenities</li> <li>• Corridor investments</li> </ul>	<ul style="list-style-type: none"> <li>• Fare structure</li> <li>• Guaranteed ride home program</li> <li>• Marketing/building awareness of service</li> <li>• Roadway design and physical development</li> <li>• Environmental Benefits</li> </ul>	<ul style="list-style-type: none"> <li>• Workforce Transportation</li> <li>• Regional travel</li> <li>• First-last mile connections</li> </ul>	<ul style="list-style-type: none"> <li>• Downtown Focused</li> <li>• Transfers and Missed Connections</li> <li>• On-time Performance</li> <li>• Higher quality service product</li> <li>• Environmental and Equity goals</li> </ul>	<ul style="list-style-type: none"> <li>• Growth in Onalaska and Holmen</li> <li>• Direct service to La Crosse</li> <li>• Rise in fares</li> <li>• Improve Marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Stop at Grand River Station</li> <li>• Additional run on Green Line</li> <li>• Cashton</li> <li>• Saturday Service</li> </ul>

#### GOALS

Determine methods to improve on-time performance and include improvement to on-time performance as part of the system design.

Distinguish between regional routes, neighborhood service and frequent corridors, and identify areas of route duplication.

Identify corridors for capital improvements and where those investments have the greatest potential.

Support car-light lifestyles through transit services that reduce costs for families as well as business, and benefits the environment.

### SERVICE RECOMMENDATIONS

- Reduce redundancy and overlap to improve on-time performance and add layover time
- Adjust low-performing route segments
- Attempt to reduce the number of turns buses make to improve directness and reliability
- Provide bi-directional service if possible and improve route legibility
- Operate routes on to main collectors and arterials, granted pedestrian infrastructure is present
- Reduce service through commercial parking lots
- Establish service and performance guidelines

### POLICY RECOMMENDATIONS

- Financial Planning: Operations and Capital
- Fares: Fare capping, guaranteed ride home, pass programs
- Technology: Electric buses and charging, smart cards
- Marketing: Website, wayfinding, customer service and complaint processes
- Bus stop spacing and amenity/shelter guidelines
- Local Operating Agreements between communities (SMRT)
- Regional Mobility Management

Phase	Total Peak Vehicles	Annual Revenue Hours	Annual Operating Cost
Current	15	60,626	\$5,317,615 (Fixed Route at \$87/hr in 2019)
Phase I	15	60,626	\$5,698,844 (At \$94/hr)
Phase II-A	17	69,653	\$6,547,382
Phase II-B	21	86,126	\$8,095,844
Phase II-C	22	92,782	\$8,721,461

New funding through the federal Infrastructure Bill – **Infrastructure Investment and Jobs Act (IIJA)** will lead to additional operating and capital funds. Matching funds will need to be secured.

A La Crosse Area Planning Committee (LAPC) project.



Prepared by:



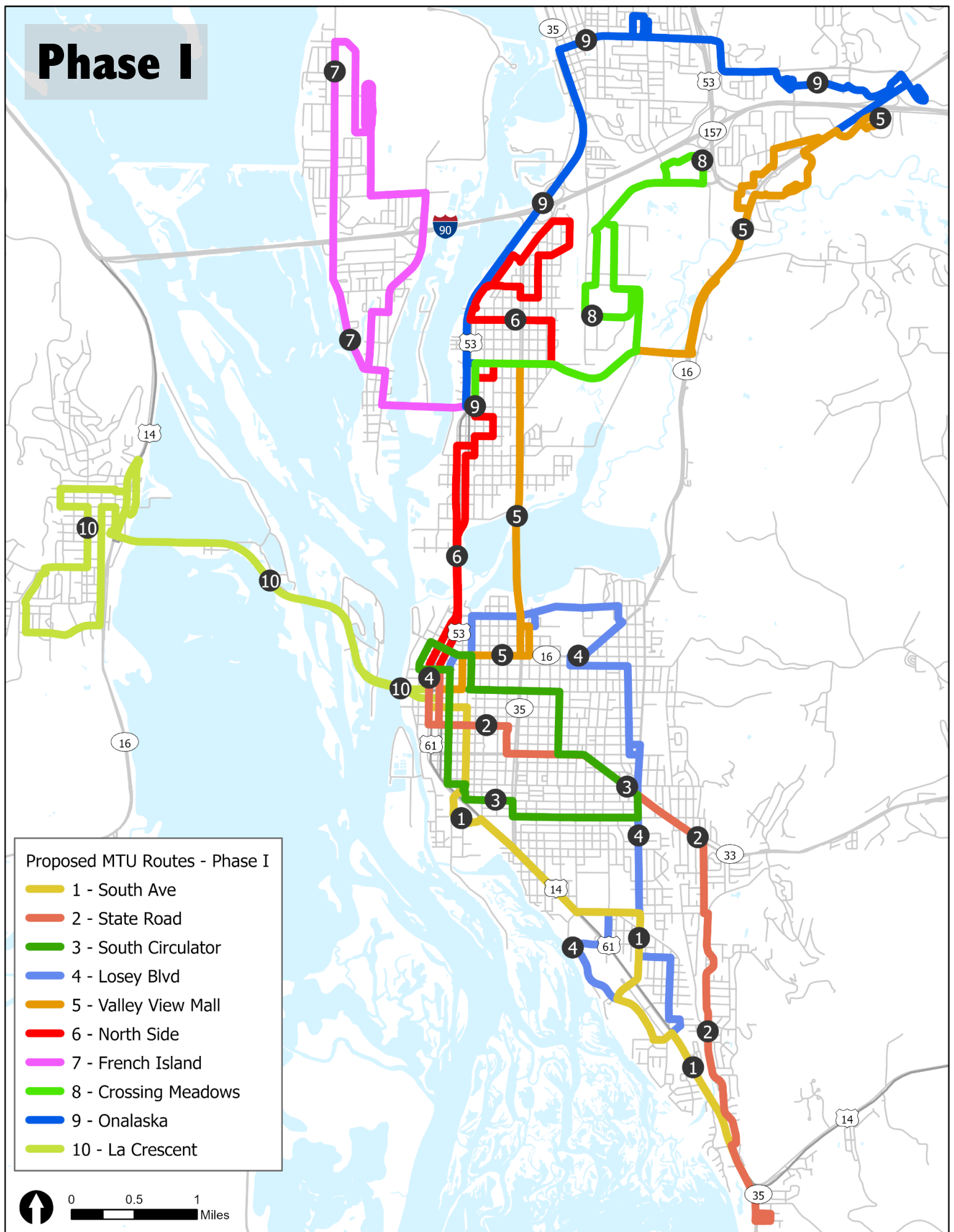
# Phase I

## Proposed MTU Routes - Phase I

- 1 - South Ave
- 2 - State Road
- 3 - South Circulator
- 4 - Losey Blvd
- 5 - Valley View Mall
- 6 - North Side
- 7 - French Island
- 8 - Crossing Meadows
- 9 - Onalaska
- 10 - La Crescent



0 0.5 1 Miles



# Phase II

## Proposed MTU Routes - Phase II

- 1 - South Ave
- 2 - State Road
- 3 - South Circulator
- 4 - Losey Blvd
- 5 - Valley View Mall
- 6 - North Side
- 7 - French Island
- 8 - Crossing Meadows
- 9 - Onalaska
- 10 - La Crescent
- 11 - North-South Connector



0 0.5 1 Miles

