

# LACROSSE MTU MUNICIPAL TRANSIT UTILITY



## Community Outreach

The La Crosse MTU's community outreach efforts included involvement in events and activities throughout the coulee region.

MTU continued to offer training opportunities to senior centers, bike rodeos, Family Fest, Careers on Wheels, the disability community, Hmong community elders, and numerous other support agencies.

MTU continued to market the benefits of public transit with a new statewide advertising campaign called "Cure Your Addiction to Oil" Using radio and television and print advertising, commuters were encouraged to leave their cars at home and try taking the MTU to work instead.



MTU's James Krueger and Tou Xiong show Hmong residents how to ride the bus

## La Crosse MTU Bus Fares

2009

Adult cash	\$1.25
Youth cash	\$1.00
Senior/disabled* cash	.60¢
Adult tokens	10 for \$12.00
Youth tokens	10 for \$9.50
Adult monthly pass	\$30
Youth monthly pass	\$18
Youth Max pass	\$40
Youth Freedom	\$25
D & S monthly pass	\$20
Children (3 and under)	Free

## Monthly Pass Outlets

Post Office  
 City Hall—Treasurer's Office  
 UW-L—Cartwright Center  
 Degen Berglund - Village & Center 90  
 MTU—Office  
 Heth's Hardware—La Crescent  
 People's Food Co-Op  
 Valley View Mall—Pro Cellular

## MTU Mobility Plus— ADA Paratransit Fares

2009

Curb-to-curb (All MTU service hours)	\$2.50
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## Ridership by Route

Route 1/6	380,154
Route 2/3	169,859
Route 4/5	366,105
Route 7/8	35,490
Route 9	26,659
Route 10	18,840
Safe Ride	71,600
Paratransit	85,296

## Google Transit Implimentation Delayed

Google offers transit trip planning that provides riders with an easy way to plan trips on the web. Riders can enter origin and destination information into the web site and it provides specific bus arrival and other travel information. We have provided Google with geo coded information about each of our 500 bus stops so that through the use of the web site a customer can plan any trip by simply entering their starting address and ending destination. We had original hoped to implement this program in 2009, but due to the popularity of this product we have been scheduled to go live in 2010.

## U-Pass Agreements

Updated unlimited ride – U-Pass Agreements were successfully negotiated with the University of Wisconsin- La Crosse, Viterbo University, and Western Technical College. 2009 marked the ninth year of U-Pass service to UW-La Crosse and Western Technical College. It is the seventh year for Viterbo. These programs have provided over 1.5 million rides to students helping to reduce parking needs and lowering costs for students.

## Bourne Transit Study

The MTU contracted with Bourne Transit Consulting to analyze and plan for increasing usage of the Municipal Transit Utility buses. The "La Crosse Municipal Transit Utility Market Segment Plan" report completed in May of 2009 recommended improving frequencies on portions of MTU routes serving the University of Wisconsin – La Crosse (UWL) and Western Technical College (WTC). It also recommended creating a circulator route between the two campuses. As students take more classes on both campuses, travel will increase between the two campuses. One of the primary design elements is to address short-distance travel from the student-intensive areas between the campuses to class each day. The other design element is to allow travel between the two campuses for students who takes classes on both campuses. Discussions among the City, schools, and students have continued since the release of the report. The circulator route has received the most attention.

A phased program of improvements will allow La Crosse MTU to prepare for increased ridership, reduced overall Greenhouse Gas Emissions in the area, reduce energy consumption, and improve mobility for everyone.