



2012 Annual Report

LACROSSE MTU

MUNICIPAL TRANSIT UTILITY

MORE HYBRID BUSES ARRIVE!



As the area's largest transit provider, MTU is committed to our region and the environment in which we all work, live, and play. We strive to explore all options available to us toward reducing our carbon footprint at every level within our department. In 2011, MTU introduced one medium duty hybrid bus and two hybrid support vehicles. In 2012 we took delivery of three hybrid diesel electric buses. The addition of the newest will bring the bus fleet to 20 percent hybrid vehicles (4 of 20 buses).

Hybrid diesel electric buses use less fuel, help protect air quality, and minimize harmful emissions that contribute to climate change. The hybrid buses use about one-third less fuel than conventional diesel buses, are less costly to maintain, and are well liked by riders. The hybrid buses have a smooth ride, produce less diesel odor, and are much quieter for passengers and the neighborhoods they travel through.

The hybrid bus purchase became possible last year when the MTU was awarded a \$1.3 million State of Good Repair grant. The total cost of the three buses was \$1.75 million with the local match amount of \$450,000.

Although hybrid buses cost more to purchase than conventional diesel buses, we estimate that we will recover the additional local cost in fuel and maintenance savings over the life of the vehicles. Efficient in "stop-and-go" driving. Electric motors develop maximum torque at slow speed during frequent starts, and regenerative braking converts and stores energy in the roof-mounted batteries during stops. Reducing brake changes and wear on engine components and eliminate some maintenance items on the bus.

People can identify the hybrid buses by their domed roof and the hybrid decal. These buses have the distinctive new paint scheme and logo introduced a few years ago. The use of low-emission and efficient fuels is part of our commitment to sustainability. This coupled with the facility improvements made over the past several years that included high-efficiency replacement lighting and efficient heating and ventilation systems help reduce our impact on the natural environment and save money in the process.

On a national level, public transportation is leading the way with environmentally friendly vehicles. The American Public Transportation Association (APTA) reports that in early 2011, 18.6 percent of U.S. transit buses used compressed natural gas (CNG), liquefied natural gas (LNG) and blends. Almost 9 percent (8.8%) of public transit buses were hybrids and nearly 8 percent (7.9%) of public transit buses used biodiesel.

"Today's modern public transit bus is increasingly either a hybrid or is powered by fuels that are good for the environment," said APTA Chair Flora Castillo. "The public transportation industry is a green industry and is committed to improving the environment."

Introduction

La Crosse MTU provides safe, reliable, and affordable public transportation to the City of La Crosse and surrounding area. Our service represents a successful partnership between the City and County of La Crosse, the City of Onalaska, the Town of Campbell, and the City of La Crescent, Minnesota. The service is owned and operated by the City of La Crosse, with support and funding from the Federal Transit Administration, Wisconsin Department of Transportation, and all of the communities it serves.

Currently, seven fixed routes and two flex-routes offer transportation throughout the area, with most routes operating seven days a week.

"MTU Mobility Plus" paratransit service is available for individuals unable to use fixed route buses, under the requirements of the Americans with Disabilities Act. MTU contracts with a private provider for this service. A cooperative funding agreement between MTU and Western Wisconsin Cares, allows eligible individuals throughout the urbanized area to also utilize this service.

MTU strives to provide basic mobility throughout our service area, balancing the demands of riders with the limitations of a publicly funded transportation system. When comparing taxi and other specialized transportation ranging in cost from \$15 to \$25 per trip, to fixed route bus service with an average per trip of \$3.92 fixed route service continues to be the most cost-effective manner of providing transportation to those who need it in our community.

Mission Statement

It is our mission, through the efforts of dedicated, well trained employees, to provide safe, reliable, convenient, and efficient public transportation to our citizens and visitors of the La Crosse MTU service area.

LACROSSE MTU MUNICIPAL TRANSIT UTILITY



La Crosse MTU Bus Fares

2012

Adult cash	\$1.50
Youth Cash	\$1.25
Senior/Disabled Cash	.75
Adult Tokens	10 for \$14.50
Youth Tokens	10 for \$12.00
Adult Monthly Pass	\$35
Youth Monthly Pass	\$23
Youth Max Pass	\$45
Youth Freedom Pass	\$30
D&S Monthly Pass	\$25
Children (3 and under)	Free

Monthly Pass Outlets

- City Hall – Treasurer’s Office
- UW-L – Cartwright Center
- Degen Berglund – Village & Center 90
- Grand River Station
- Heth’s Hardware – La Crescent
- People’s Food Coop
- Central & Logan High School Credit Unions

MTU Mobility Plus – ADA Paratransit Fares

2012

Curb to Curb (All MTU service hours)	\$3.00
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Ridership by Route

Route 1/2/3/6	593,305
Route 4/5	368,201
Route 7/8	34,143
Route 9	22,201
Route 10	25,745
Safe Ride	95,711
Paratransit	70,399
TOTAL	1,223,180

Fare Increase Has An Impact On Ridership

In 2012, the La Crosse MTU provided 1,152,781 rides on its fixed route services and 70,399 additional rides on its specialized services for individuals with disabilities for a total of 1,223,180 rides. This was a 2.57% drop in ridership, the first drop since 2008. The ridership drop can be attributed to a fare increase that went into effect in January 2012. The fare increase was necessary to offset cuts in state and local funding.

Cash fares increase from \$1.25 to \$1.50 and all monthly pass prices increased \$5.00 a month. The fare increase did generate the necessary revenue needed to keep from cutting any service.

According to the American Public Transportation Association demand for public transportation rose last year as Americans took 10.5 billion trips, the second highest ridership since 1957. Two big reasons for the increased national ridership were high, volatile gas prices and in certain localities, a recovering economy with more people returning to work.

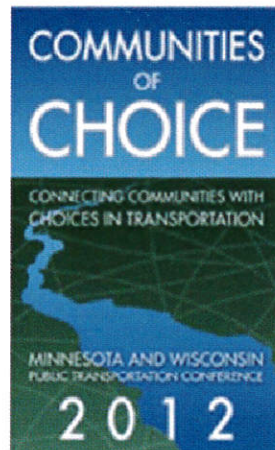
Google Transit

La Crosse Municipal Transit Utility (MTU) has partnered with Google to include its public transportation information on Google Maps.



La Crosse MTU's local route and schedule information is now included on Google Maps and Google's Trip Planner is now available on the City of La Crosse's website. Passengers provide the trip origin, destination and travel time and Google Maps does the rest. The La Crosse MTU Trip Planner will provide transit options for trips anywhere in the La Crosse MTU service area including Onalaska, La Crescent and Town of Campbell.

From the La Crosse MTU home page at www.cityoflacrosse.org/mtu or <http://maps.google.com>, simply enter the start and end address in the Trip Planner by either street address, cross streets or major landmarks along with the trip date and desired arrival or departure times – for same day service or many weeks in advance. The Trip Planner will then display directions to and from the nearest bus stop; applicable route numbers including any transfer information; and, total travel times. Riders will no longer need to sort through timetables – they simply use Google Maps.



La Crosse Hosts Joint Minnesota & Wisconsin Public Transportation Conference October 8 – 10, 2012

Every three years the Wisconsin Urban and Rural Transit Association and the Minnesota Public Transit Association come together either in Duluth, MN or La Crosse, WI for their annual transportation conference. This year's conference was hosted by the La Crosse MTU and was held at the La Crosse Center October 8 – 10, 2012. The conference was a huge success with 379 attendees and 79 vendors. The La Crosse Center Arena and North Hall were completely full of buses and transit related vendor demonstrations. Attendees got the latest information from both Minnesota and Wisconsin DOT and FTA representatives. Sessions on marketing, alternative fuels, emergency preparedness proved very popular.

Safety & Security Plan Updated

The terrible tragedy of September 11, combined with nation's continuing war on terrorism, has created a heightened threat environment for public transportation. In this new environment, the vulnerabilities of public agencies and the communities they serve to acts of terrorism and extreme violence have greatly increased.

To establish the importance of security and emergency preparedness in all aspects of our organization, La Crosse MTU has developed a System Security and Emergency Preparedness Plan. The Plan outlines the process to be used by La Crosse MTU to make informed decisions that are appropriate for our operations, passengers, employees and communities regarding the development and implementation of a comprehensive security and emergency preparedness program.

As a result of this program, La Crosse MTU hopes to achieve not only an effective physical security program, but also to enhance our coordination with the local public safety agencies in our service area. Improved communication will increase their awareness of our resources and capabilities, and improve our readiness to support their efforts to manage community-wide emergencies.

As part of the Plan, a Severe Weather Policy was implemented and two drills conducted in 2012. The purpose of the policy is to ensure the safety of all employees and the general public by providing an action plan to follow in case of severe weather. The new policy provides particular guidance for employees to seek shelter when a tornado warning is issued.

In August, officers from the City of La Crosse Emergency Response Team train on various ways to disable an MTU bus in the event of an emergency call out for a potential threat, like hijacking, kidnapping, hostage situation, or terrorist threat. The officers also had the opportunity to practice drills with the La Crosse County Sheriff's Department Bear Cat vehicle.



August 28, 2012 Emergency Response Team Drill.

Bus Stop Improvements

According to the current Transit Development Plan for MTU, one of the best improvements we can make to our bus system is to improve access to bus stops for pedestrians and make it more convenient and comfortable to ride the bus.

In 2012 we installed bus shelters and concrete pads at two new locations. The Wendy's stop (shown below), on Broadview Place on the city's south side has become a popular transfer location since the route changes that were implemented in 2010. In addition, a new shelter and pad were installed in anticipation of the new Goodwill store opening at Losey Blvd. & Mormon Coulee Road. This will provide much needed seating and shelter for riders frequenting this location.

A concrete pad was also installed at 7th & Jackson Street for a busy stop serving customers heading to Gundersen Lutheran medical Center or the southside Walmart.



FREE FARE DAYS

"First Monday of Expanded for Election Day"

The popular "Free Fare Monday" program included a Free Fare Day on Tuesday, November 6th - Election Day. The free day was sponsored by the Amalgamated Transit Union Local 519 and the League of Woman Voters. It was an effort by these organizations to make it easy for people to get out and vote. A total of 4,357 riders took advantage of the free ride that day.

This program started in 2007 to have the first Monday of each month to be "Free Fare Day" has become very popular. On average, ridership increases by 60% on these days. Average ridership on free days in 2012 was 4,413 compared to an average of 2,749 on other Mondays. Both regular riders and new riders have come to anticipate and like the free day once a month.

State Management Review & FTA Triennial Review



A 2012 System Management Performance Review conducted by the Wisconsin Department of Transportation concluded that the La Crosse MTU exemplifies many of the best practices of small transit systems in the United States and meets or exceeds standards in all areas when compared to national and Wisconsin peer systems.

The audit quantitatively evaluated MTU's performance through a peer group analysis in which the system is measured against a group of systems with similar characteristics. MTU was compared to its peers using seven specific performance measures.

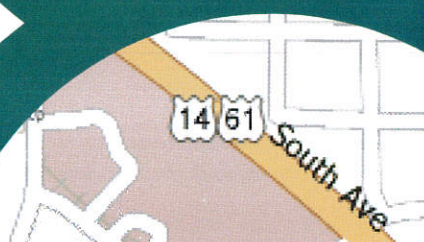
The report concluded that MTU's performance can be summarized as very good relative to its state and national peer systems. The MTU provides an excellent level of service hours relative to its peers, and as a result, carries a high level of ridership. Cost effectiveness is good due to high productivity and low hourly operating expenses. Fares are average, and the MTU's farebox return is very stable primarily due to the U-Pass agreements with local universities.

A Federal Transit Administration Triennial Review is conducted every three years to ensure our compliance with statutory and administrative requirements. The Triennial Review includes a review of our compliance in the following 24 areas: Legal, Financial, Technical, Satisfactory Continuing Control, Maintenance, Procurement, DBE, Buy America, Suspension & Debarment, Lobbying, Planning/Program of Projects, Title VI, Public Comment of Fare and Service Changes, Half fare, ADA, Charter Bus, School Bvus, NTD, Safety & Security, Drug-Free Workplace, Drug & Alcohol Program, Equal Employment Opportunity, ITS Architecture, and ARRA.



Deficiencies were found in only 2 areas; Legal and Planning/Program of Projects. The Legal deficiency was resolved through a Joint Powers Agreement approved by both La Crosse and La Crescent. The Planning/Program of Projects was resolved through an update to a memorandum of understanding with the La Crosse Area Planning Committee and the Minnesota Department of Transportation.

As a result, the City remains eligible for Federal assistance for transit projects.



Service Snapshot

Transit Partners

City of La Crosse
 City of La Crescent
 City of Onalaska
 Town of Campbell
 La Crosse County
 University of Wisconsin – La Crosse
 Viterbo University
 Western Technical College

Service Area

36 Square miles
 78,170 population

Annual Operating Expenses

\$5,580,285

Employees

Administrative employees: 5
 Operations employees: 37
 Maintenance employees 6
 Total: 48

Transit Service

4,100 + passenger trips on an average weekday, during the school year
 3,316 + passengers trips on an average weekday, during the summer
 20 fixed route buses / 15 peak
 495 bus stops
 61 bus shelters
 8 fixed routes
 2 flex routes
 54,155 annual fixed-route revenue hours
 769,318 annual fixed-route revenue miles

Ridership

1,223,180 annual fixed-route and paratransit riders

2012 MTU Board Members:

Mathias Harter, Mayor
 Richard Swantz, City Council
 Bob Seaquist, City Council
 Randy Turtenwald, City Engineer
 Larry Kirch, Planning Director
 Dale Hexom, Director of Public Works
 Steve Johnson, Citizen Member
 Charles Marx, Citizen Member
 Kyle Slaby, UW-L
 Zac Juszczak, WTC
 Justin Kempf, Viterbo
 Joe Chilson, Mayor City of Onalaska
 Mike Poellinger, Mayor City of La Crescent
 Scot Johnson, Chairman Town of Campbell
 Karin Johnson, La Crosse County

For more information

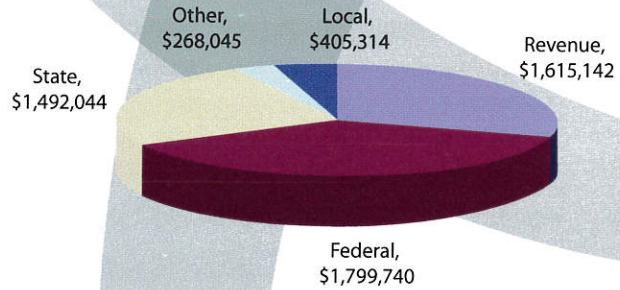
Please contact us to learn more about the La Crosse MTU.

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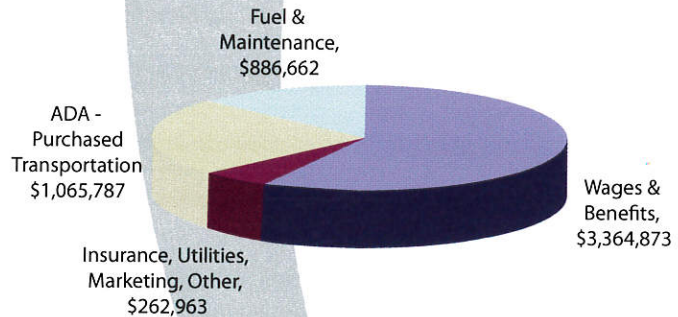
www.cityoflacrosse.org



2012 MTU Revenue Sources



2012 MTU Operating Expenses



2012 Revenues

Revenue	\$1,615,142
Federal	\$1,799,740
State	\$1,492,044
Other	\$268,045
Local	\$405,314

Total \$5,580,285

2012 Expenses

Wages & Benefits	\$3,364,873
Insurance, Utilities, Marketing, Other	\$262,963
ADA - Purchased Transportation	\$1,065,787
Fuel & Maintenance	\$886,662

Total \$5,580,285

Fixed Route Performance Measures:

Operating Ratio (Revenue/Cost):	23.86%
Passenger Revenue/Total Trips:	\$0.56
Operating Cost/Passenger Trip:	\$3.92
Total Trips:	1,223,180
Operating Cost/Revenue Hour:	\$81.85
# of Trips/Revenue Hour:	22.18
Number of trips using Lifts:	8,747
Maintenance Inspections Conducted/Scheduled	97%
Miles/Road Call:	9,195