

Transit Enhancement Plan

Update on Recent Activities

Purpose Here, Today

- Summarize survey activities
 - Grand River Station public input session
 - MTU Onboard survey and boarding/alighting study
 - Online University student/employee survey
- Present new brand for MTU

Public Input Session

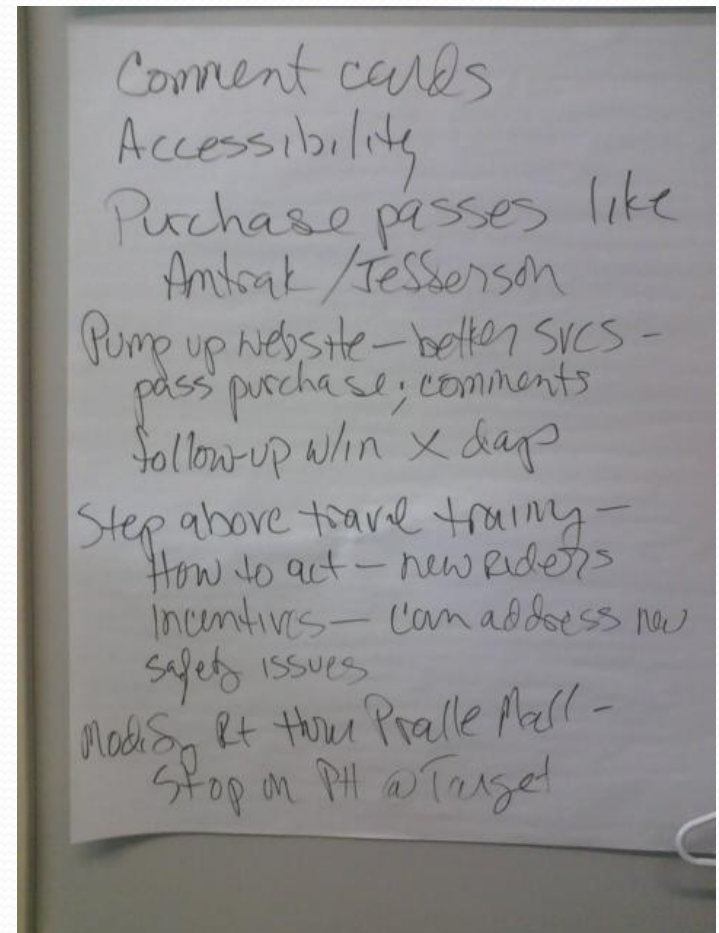
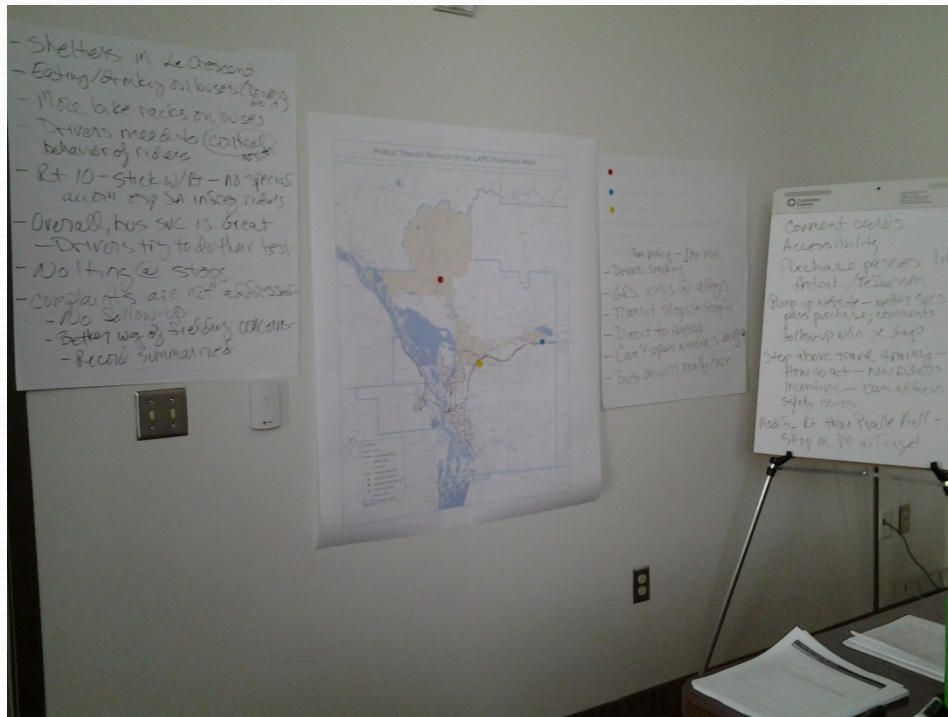
Grand River Station

GRS Public Input Session

- Monday, March 31
- 10:00 am to 6:00 pm
- Chatted with over 20 visitors
- Current bus riders; no drop-ins off the street
- 16 surveys completed



GRS Public Input Session



Onboard Survey

Public Input Opportunity for MTU Bus Riders

MTU Onboard Survey

- Sunday, April 6 and Monday, April 7
- No one distributed survey
- 205 respondents (4% response rate)
- 81% of respondents were transit dependent (didn't drive/have a valid license or didn't have a vehicle available)

La Crosse MTU On-Board Transit Survey

Important: Please tell us about the trip you are making now. If you have already completed this survey, DO NOT complete another.

WHICH BUS ROUTE ARE YOU CURRENTLY RIDING? : ROUTE # _____

HOME Address/Cross-Streets: (ex. 123 W. Main St or Main St & 1 st Ave): _____	
City: _____	State: _____ Zip Code: _____
COMING FROM?	GOING TO?
1. What type of place are you COMING FROM now? <input type="radio"/> Your HOME <input type="radio"/> Your Job <input type="radio"/> Social/Recreation <input type="radio"/> Shopping <input type="radio"/> A Medical/dental appointment <input type="radio"/> Childcare <input type="radio"/> Your School (Name of School): _____ <input type="radio"/> Other: _____	5. What type of place are you GOING TO now? <input type="radio"/> Your HOME <input type="radio"/> Your Job <input type="radio"/> Social/Recreation <input type="radio"/> Shopping <input type="radio"/> A Medical/dental appointment <input type="radio"/> Childcare <input type="radio"/> Your School (Name of School): _____ <input type="radio"/> Other: _____
2. What is the <u>NAME</u> of the place you are coming from now? (for example, Valley View Mall, APAC, home.) _____	6. What is the <u>NAME</u> of the place you are going to now? (for example, Valley View Mall, APAC, home.) _____
3. How did you get to THIS bus? <input type="radio"/> I transferred from another bus: Route # _____ Where did you transfer?: _____ <input type="radio"/> Walked all the way <input type="radio"/> Was dropped off and walked part of the way <input type="radio"/> Rode a Bike <input type="radio"/> Drove alone then parked <input type="radio"/> Used a Wheelchair or scooter <input type="radio"/> Someone dropped me off <input type="radio"/> Other: _____	7. How will you get to your destination once you get off THIS bus? <input type="radio"/> Transfer to another bus: Route # _____ Where will you transfer?: _____ <input type="radio"/> Walk the rest of the way <input type="radio"/> Ride a Bike <input type="radio"/> Drive my parked car <input type="radio"/> Use my wheelchair or scooter <input type="radio"/> Someone will pick me up <input type="radio"/> Other: _____
4. How long did it take you to get to the bus stop where you boarded this bus? About _____ minutes	8. How long will it take you to get to your final destination after you get off this bus? About _____ minutes
THIS TRIP (Answer the following based on your current one-way trip.)	
9. Approximately what time did you board this bus? Hour/Minute: _____ am / pm	
10. How long did you wait for the bus? About _____ minutes	
11. How long will you travel on THIS bus? About _____ minutes	
12. If this bus were NOT AVAILABLE, how would you make this trip? <input type="radio"/> I would not have made this trip <input type="radio"/> I would have carpooled or vanpooled <input type="radio"/> I would have biked <input type="radio"/> I would have driven alone <input type="radio"/> I would have taken a taxi <input type="radio"/> Other: _____ <input type="radio"/> Someone would have driven me <input type="radio"/> I would have walked	

CONTINUED ON OTHER SIDE

MTU Onboard Survey

- **Less than 40%** of trips were “coming from” or “going to” a job.
- **5 minutes** most often cited to get to, from, and wait for the bus.
- **20 minutes** was the average trip time.
- **Over half** paid general fare.
- **85%** rode 4 or more days per week.
- **67%** have been riding more than 2 years.
- **84%** were 25 and older.
- **60%** were female.

MTU Onboard Survey

- Respondents who felt “good” or “excellent” about their bus:
 - Bus condition and cleanliness: 86%.
 - Seat comfort: 74%.
 - Safety: 93%.
 - Driver courtesy: 93%.

MTU Onboard Survey

- Top 3 cited actions if the bus were not available:
 1. Would **not have made the trip**.
 2. Would have **walked**.
 3. Would have taken a **taxi**.
- Top 3 bus improvements desired:
 1. More **weekend** service.
 2. More **frequent** service.
 3. **Later evening** service.

Boarding/Alighting Study

100% Count of MTU Bus Riders

MTU Boarding & Alighting

- Sunday, April 6 and Monday, April 7
- ETC Institute, Olathe, KS conducted 100% count
- Used temp help
- One run was missed—made up on Wednesday

Route	Sunday rides	Monday rides	Est. Monday Rides	Actual vs Est.
1/2/6	Not provided	2,533	2,369	↑
4/5	Not provided	1,455	1,555	↓
7/8	No service	178	146	↑
9	No service	132	85	↑
10	No service	106	92	↑
Total	1,236	4,404	4,247	↑

MTU Boarding & Alighting

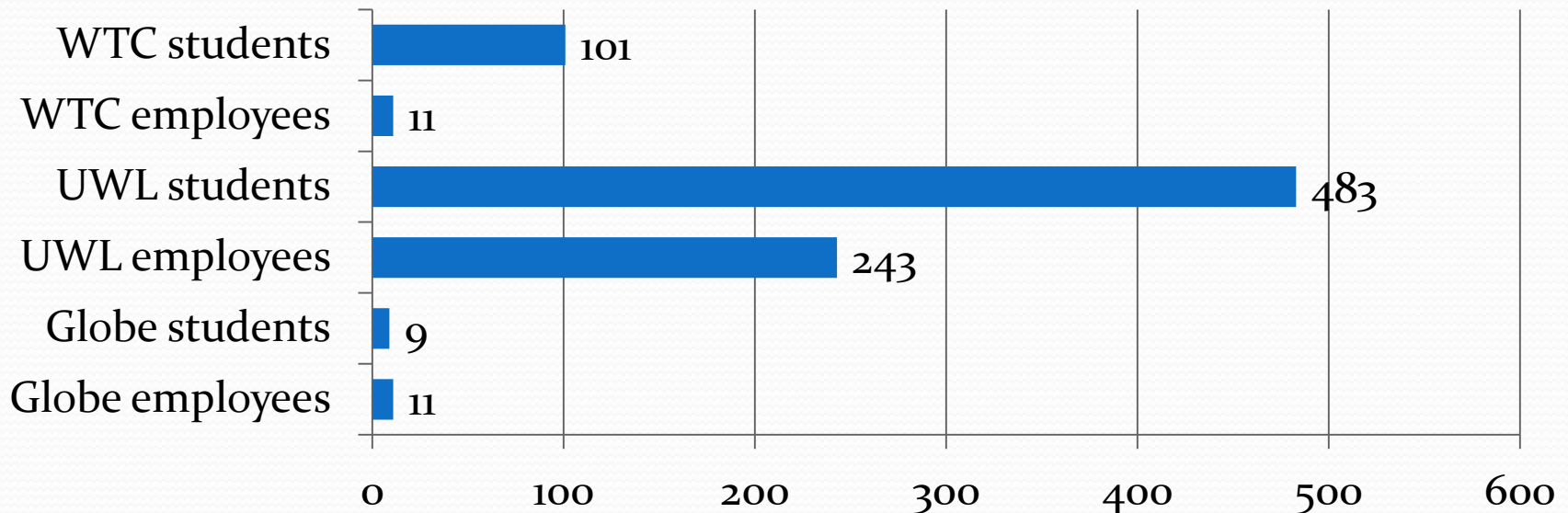
- Most Active Bus Stops (excluding transfer locations) for Monday, April 7:
 1. 5th and Cass (Coop): 413 (149 on 4/6)
 2. 3rd and Main (Dublin Square): 221 (69 on 4/6)
 3. 5th and Division (Firefighters CU): 213 (47 on 4/6)
 4. Valley View Mall: 182 (124 on 4/6)
 5. South side Wal-Mart: 165 (52 on 4/6)

University Online Survey

Public Input Opportunity for Students and Employees of area
Colleges and Universities

Online University Survey

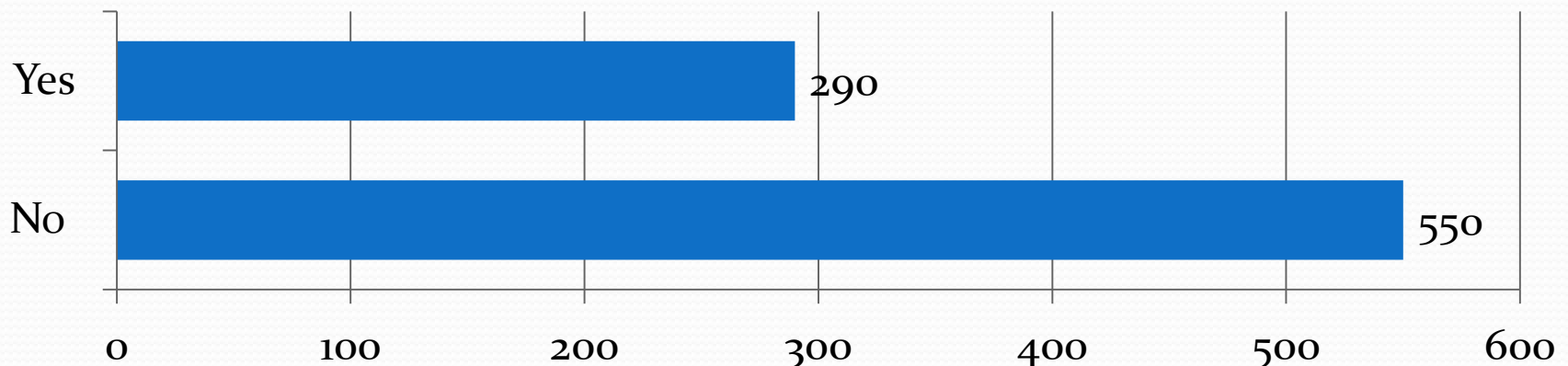
- Employees (265) and students (593) at WTC, UWL, and Globe
- 858 respondents



Online University Survey

In the last 30 days, have you used public transit to make any trips within, to, or from La Crosse County or La Crescent?

Answer option	Total	Percent
Yes	290	34.6%
None in the last 30 days	307	36.6%
I have never taken public transit in the La Crosse area	177	21.1%
I have never taken public transit	66	7.9%



Online University Survey

- 86% of all transit users were students (248).
- But only 42% (199) of all students (593) used transit
- Top 3 reasons students took transit:
 1. Don't have access to a vehicle (61%).
 2. Employer/school pays for some or all of pass (55%).
 3. Save money on gas (33%).
- Of transit riding students:
 - 72% use it for shopping
 - 42% use it for school
 - 34% use it for work

Online University Survey

- Top 3 ways how all MTU riders learned about transit:
 1. Employer/school (75%).
 2. Saw buses/vans and stops (52%).
 3. Word of mouth (40%).
- 91% of MTU fixed-route riders are satisfied with driver courtesy and with overall service.
- MTU fixed-route riders were least satisfied with the number of transfers, with only 56% being satisfied.

Online University Survey

- Of MTU fixed-route riders:
 - 94% felt personally safe on the vehicle and that the vehicle was being operated safely.
 - 86% felt safe waiting for transit.
 - 81% were satisfied with the sidewalk connections to transit stops.
 - 68% were satisfied with snow removal around stops and shelters.
 - 62% were satisfied with the lighting at bus stops.

Online University Survey

- MTU fixed-route riders find transit information from:
 1. City Website (57%)
 2. Bus shelters (45%)
 3. On the buses (26%)
- 77% (23) of “other” respondents noted they obtain their information from the MTU map and schedule.
- 22% use the online trip planner; 54% didn't know about it.

Online University Survey

- With regards to non-transit users:
 - 64% reported knowing their employer/school has a transit pass program.
 - The top 3 reasons for NOT taking transit:
 1. 51% stated it's more convenient to drive.
 2. 41% stated that driving is faster.
 3. 41% stated they biked or walked.
 - 62% (334) drove alone or carpooled
 - 46% were students
 - 57% paid to park

Online University Survey

- Current non-transit riders are:
 - Traveling **15 minutes or less** to work/school (**72%**).
 - More likely to try/take MTU once per month or more if:
 1. Employer/school provides free or discounted pass (**62%**).
 2. My smartphone tells me where the bus is (**56%**).
 3. The price of gas goes above \$4.00 per gallon (**54%**).
 4. New transit is provided in your community (**50%**).
 5. A circulator bus connects campuses to downtown (**45%**).
 6. The buses operate more frequently during the day (**42%**).
 7. “Other comments included “direct connections” to campus and service to Holmen, West Salem, etc.

Re-Branding MTU

A New Name—A New Perception

Re-branding MTU

- SWOT analysis with Steven McCombs
 - “Empty” U
 - Suggested a marketing plan.

Re-Branding MTU

Grand

River

Transit



Re-Branding MTU

GR^{ea}T

Service!

Grand River Transit Service Enhancement & Policy Plan 2015-2025

Proposed Title for the MTU Transit Plan Update