

Action

Increase bus frequency. At a minimum, extend 30-minute service on weekdays by one hour until 6:42 pm on routes 1, 2, 4, 5, and 6 to provide flexibility to employees who work into the evening. (TM 2-2)

Introduction

Increasing bus frequency is an important Transportation & Mobility action for GHG reduction. It supports the Climate Action Plan's strategy to increase the share of commuters traveling by bus to 3% by 2030. As of 2019, bus riders made up 1.6% of commuters. Using the current total commuter number of 39,197, 3% would be 1,176 commuters taking transit, an increase of 549.

Goal

The CAP draws on MTU's [Transit Service Enhancement & Policy Plan](#) recommendation to extend 30-minute service on weekdays by one hour until 6:42 pm on routes 1, 2, 4, 5, and 6 to provide flexibility to employees who work into the evening (Pg. 6-2). La Crosse's Municipal Transit Utility (MTU) operates buses between 5:12 am and 10:40 pm. Before 5:42 pm, buses operate on a 30-minute cycle. After that time, they operate on a 60-minute cycle.

Cost

MTU estimates the annual cost of this improvement to be \$111,137 for 1,300 hours of service (wages for drivers). They would need more drivers, longer shifts, or shift shifts.

Work Sequence

- A. Review linked documents in the CAP Implementation Matrix for funding:
 - a. <https://www.vtpe.org/tranfund.pdf>
 - b. <https://utcm.tti.tamu.edu/tfo/transit/summary.stm>
 - c. <https://uspigedfund.org/sites/pirg/files/reports/Why-and-How-to-Fund-Public-Transportation.pdf>
 - d. <https://digitalcommons.usf.edu/cgi/viewcontent.cgi?article=1031&context=jpt>
- B. In collaboration with the grant services consultant, identify funding sources in addition to those in the MTU plan in Chapter 6.
- C. Track increases in ridership during that additional hour to support further actions.

Current Status

Not started

Considerations

If funding is from a one-time source, the MTU must identify new sources in subsequent years. The latest Transit Development Plan has additional documents that could add to this recommendation: [Needs Assessment](#), [Service & Policy Recommendations](#), and [Executive Summary](#).

Climate Action Plan Implementation - Increase Bus Frequency (Revision 10/16/24)

MTU's focus is accessibility

Lead

MTU

Support

Planning Dept., La Crosse Area Planning Committee (LAPC), transit advocacy groups, and major employers.

Complementary Actions

- I. Identify funding for public transit improvements and service increases. (TM 2-1)
- II. Establish a parking cash-out program, where municipal employees who do not drive to work can cash out their parking space or receive a comparable transit benefit. Guide other businesses and organizations to implement their own parking cash-out program. Goal: 10 New organizations will establish programs annually. (TM 1-4)
- III. Add transit-oriented development (TOD) requirements to commercial design standards; add design standards for transit corridors, including accommodations for bus stops and wider sidewalks. (TM 2-3)
- IV. Partner with sports and entertainment organizations for free bus rides to/from events. (TM 2-6)