



CITY OF ONALASKA

415 MAIN STREET
ONALASKA, WISCONSIN 54650-2953
FAX (608) 781-9534

PLANNING DEPARTMENT
(608) 781-9590

February 16, 2011

La Crosse Area Planning Committee

2011 Transportation Study Funding

City of Onalaska

Proposal for an Onalaska Area Transit Study

Introduction

In January of 2011, the City of Onalaska Mass Transit Committee which is represented by Onalaska, Holmen and West Salem officials, requested that the current multifaceted transit system in Onalaska be studied for potential improvements and a cohesive long range plan around which future policy decisions would be made.

Project Summary

The City of Onalaska will contract with a qualified consultant to study the City's transit system and make recommendations on the following:

- Define transit system goals, objectives and priorities for the next 20 years in Onalaska
 - Review existing objectives in City's Comprehensive Plan and Regional Transit Plans
 - Meet with area stakeholders including transit users, and neighboring communities
 - Create a stakeholder participation strategy
- Evaluate current system efficiencies and make recommendations on efficiency improvements
 - Evaluate all applicable data including service costs, route lengths, ridership, transfer data, route level data and national data comparables.
 - Evaluate costs per rider, passenger capacity and riders per vehicle data
- Evaluate ridership trends and recommend strategies for increasing capacity and ridership
 - Evaluate historical ridership trends and make projections
 - Complete a SWOT analysis (strengths, weaknesses, opportunities and threats)
 - Evaluate local and regional strategies for capacity increases

- Recommend new technologies that create greater efficiencies
 - Develop a range of service options
- Evaluate and recommend methods to meet increasing demand on systems
 - Evaluate costs, fiscal impacts, markets served, benefits to various constituencies
- Evaluate ridership revenue levels and make recommendations
 - Create ridership projections
 - Estimate ridership revenues based on trend data and forecast data
- Evaluate and make recommendations on service beyond Onalaska's borders
 - Identify stakeholders
 - Consider conceptual options

Schedule

It is anticipated that this study will take 6 months to complete the final analysis and documentation.

Estimated Project Costs

Based on estimates from a variety of qualified firms, it is anticipated that this work will require a project budget of \$40,000. The final selection of a firm will be based on a qualification based selection process to be administered by City staff and the City's Mass Transit Committee.