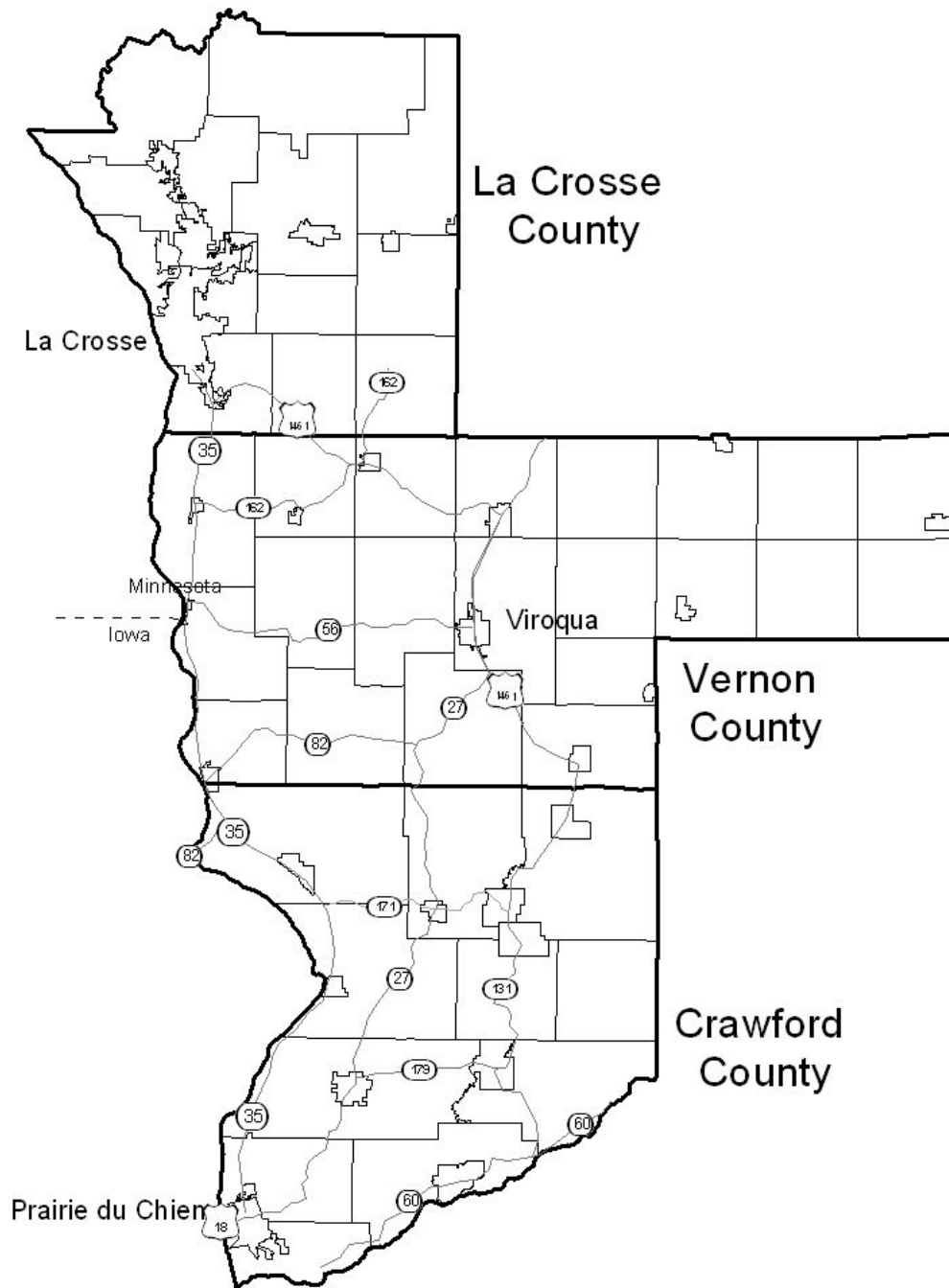


Proposed Southwest Wisconsin Commuter Bus



Peter Fletcher
Mississippi River Regional Planning Commission August 2011



Background Information

- Feasibility Study Conducted by Crawford County TCC (May – October 2010)
- Original Focus – A State Highway 35 commuter bus providing service between Prairie du Chien and La Crosse
- Based on County input the focus changed to connecting Prairie du Chien, Viroqua and La Crosse

Study Findings

- Transportation needed for workers, elderly/disabled, and general public.
- Based on ridership data, there would not be enough users to support a State Highway 35 commuter bus route between La Crosse and Prairie du Chien.
- However, three preferred routes were identified based on potential ridership.

Proposed Southwest Wisconsin Commuter Bus



3-Bus Option Scenario

- Route Option 2
- Route Option 3
- Route Option 4
- U.S. / State Highways

Route Option 3 and Route Option 4 are the same route, however they travel in opposite directions.

There would be four round trips per day on each of the proposed routes (Morning, Mid-Morning, Mid-Afternoon, and Evening)

Route/Service Features

- One 12 passenger bus on each route making 4 round trips per day serving 12 cities and villages
- Early morning, mid morning, mid afternoon and early evening routes
- Fixed route service with stops in each community served
- \$3.00 to \$4.00 one way fare – transfers available
- “Flag Stops” in rural areas
- Guaranteed Ride Home Service
- Utilize existing mini-buses as feeders to the system to provide service to a larger area

12 Passenger Commuter Bus



- Handicapped Accessible
- Bike Accessible

Funding

- Annual estimated cost of service \$420,000
- WDOT will provide approximately 65% of funding.
- MRRPC worked to secure the local matching funds
- Local match sources – local units of government, businesses and organizations

Next Steps

- Continue to secure local match
- Continue multi-county cooperation and coordination with providing the service
- Develop a Request for Proposal (RFP)
 - Routes will be contracted to a service provider
- Identify stop locations
- Market the service
- Begin service in May 2012

