

LAPC RTA Feasibility Study

Technical Report #2:

Governance, Financial Feasibility, and Operations



La Crosse Area Planning Committee

Prepared by:



January 2026

SRF Project No. 19159

Table of Contents

- Introduction..... 3
- Governance Alternatives Analysis..... 3
 - Existing Transit Governance Landscape..... 3
 - Current Legislative Proposal for RTAs in Wisconsin..... 5
 - Case Studies 7
 - Existing Wisconsin Governance Structures..... 10
 - Potential Governance Scenarios 12
- Financial Feasibility 16
 - Existing Funding Landscape..... 16
 - Sales Tax Methodology 16
 - Estimated Revenue by Scenario..... 19
- Operational Alternatives Analysis..... 24
 - Operational Alternatives by Scenario 24

INTRODUCTION

The La Crosse Area Planning Committee (LAPC) is studying the feasibility of establishing a Regional Transit Authority (RTA) as a mechanism to strengthen mobility, coordination, and funding for public transportation across the region. To date, existing conditions and initial stakeholder needs and interests have been collected and documented. This report builds upon this work to evaluate potential RTA structures through four key scenarios. Each scenario is assessed for its potential governance structure, financial feasibility, and operational alternatives, as well as the relation to current legislative proposals for RTAs in Wisconsin.

This assessment will guide LAPC in determining, along with its local government partners, the desired scope of an RTA for the La Crosse region. The analysis of funding and operational alternatives will ensure that the RTA structure supports sustainable investment in transit services that meaningfully improve access for residents, employees, and visitors.

GOVERNANCE ALTERNATIVES ANALYSIS

This section evaluates potential governance models for regional transit coordination in the La Crosse region, with a particular focus on scenarios enabled by proposed Regional Transit Authority (RTA) legislation as well as a multi-county transit commission alternative currently permitted under Wisconsin law. As background, the analysis includes an overview of the existing transit governance landscape to establish baseline decision-making structures. It then summarizes the governance and statutory framework outlined in Senate Bill 754, followed by comparative case studies from Minnesota, Illinois, and Michigan that illustrate how different enabling legislative environments shape RTA formation, funding, and oversight. Building on this background, this section assesses four potential governance scenarios for the La Crosse region, focusing on tradeoffs related to geographic scope, representation, administrative complexity, and alignment with existing service delivery models.

Existing Transit Governance Landscape

Existing transit services in the La Crosse region are provided by La Crosse Municipal Transit Utility (MTU), Scenic Mississippi Regional Transit (SMRT), and DriftLink. Each service is managed by a lead funding partner, with intergovernmental agreements that facilitate service to nearby communities. These governance structures are described below.

La Crosse MTU

MTU is a department within the City of La Crosse that also operates service via intergovernmental agreements in the City of Onalaska, Town of Campbell, and the City of La Crescent, Minnesota. It handles its own operations, maintenance, and marketing functions, while human resources, finance, and legal functions are handled by other City departments. The management team includes the Director of Transit, who reports directly to the Mayor of La Crosse, and a Deputy Director, Operations Manager, and Fleet and Maintenance Manager.

Oversight of MTU is provided by the MTU Board, which approves service agreements and minor contracts. The Board includes both elected officials and members of the general public. The Common Council approves large capital purchases and the annual budget.

Within MTU, the Director is responsible for preparing budgets, hearing grievances, and negotiating labor contracts. The Deputy Director is responsible for vehicle procurement. The Operations Manager sets operating policies. Discipline, route/service planning, and fare policies are handled by multiple staff members. Management holds weekly staff meetings, with the Transit Director meeting monthly with the mayor. Staff receive training courses that vary by the year; recent and planned training subjects include workplace sensitivity and security. The Board holds quarterly meetings open to the public, with staff providing regular updates.

MTU's current organizational structure requires periodic negotiations with neighboring municipalities, and in the case of La Crescent, a community in a neighboring state with different transit funding policies. RTA legislation could enable MTU to more formally incorporate existing partners into planning and decision-making functions, as well as providing more stable funding over time.

Scenic Mississippi Regional Transit (SMRT)

SMRT is managed by La Crosse County, with additional funding participation from three nearby counties, as well as local municipalities and businesses.

At the county level, transit governance is supported by a regional Transportation Coordination Committee (TCC), which serves in an advisory role to the La Crosse County Board of Supervisors. The committee meets quarterly, or more frequently as needed, with participation from the system operator, Running Inc., to support coordinated decision-making across the region.

SMRT has faced falling ridership in recent years, presenting challenges for La Crosse County and other government partners in justifying continued investment in its current service model. Administrative burdens are currently borne by La Crosse County, which has indicated it would appreciate stronger participation from other funding partners. If implemented at the multi-county scale, RTA legislation could enable formal regional collaboration that includes sustainable funding and staffing levels for SMRT or similar multi-county services.

DriftLink

DriftLink, formerly known as the Onalaska-Holmen-West Salem Shared-Ride Taxi, is managed by the City of Onalaska, with funding participation from the Village of Holmen and Village of West Salem. The City of Onalaska's financial services director serves as the transit grant administrator and oversees the transit contractor, Running Inc. The contractor employs over 20 drivers for the DriftLink service, as well as dispatchers and maintenance staff.

The City of Onalaska is responsible for human resources, finance, purchasing, legal and other administrative support. These functions are the responsibility of the City of Onalaska without assistance from the two village governmental units. Operations and maintenance are the responsibility of the contractor.

The City of Onalaska has a public transit committee which meets quarterly to review financials and advise capital purchases. Transit policy and budgetary decisions are the responsibility of the City of Onalaska Common Council.

In addition to DriftLink, the City of Onalaska provides financial support to La Crosse MTU in exchange for MTU's Route 9, which serves Onalaska. RTA legislation could enable more efficient coordination between

funding partners for DriftLink, reduce the administrative burden on the City of Onalaska, and enhance coordination with fixed-route transit in the La Crosse region.

Current Legislative Proposal for RTAs in Wisconsin

The history of RTA legislation in Wisconsin is documented in Technical Report #1. In December 2025, a new bill was introduced in the Wisconsin state senate to facilitate the creation of RTAs in regions throughout the state.

Wisconsin Senate Bill 754 (SB 754) would create RTAs as distinct governmental entities with defined governance, finance, and operational responsibilities. Additionally, unlike previous legislative efforts to permit RTAs in Wisconsin, SB 754 does not just *enable* RTA formation. Rather, it *creates* an RTA in each metropolitan planning area in the state. This would, by default, result in RTA formation in every region with an urban population of 50,000 or greater, including the following:

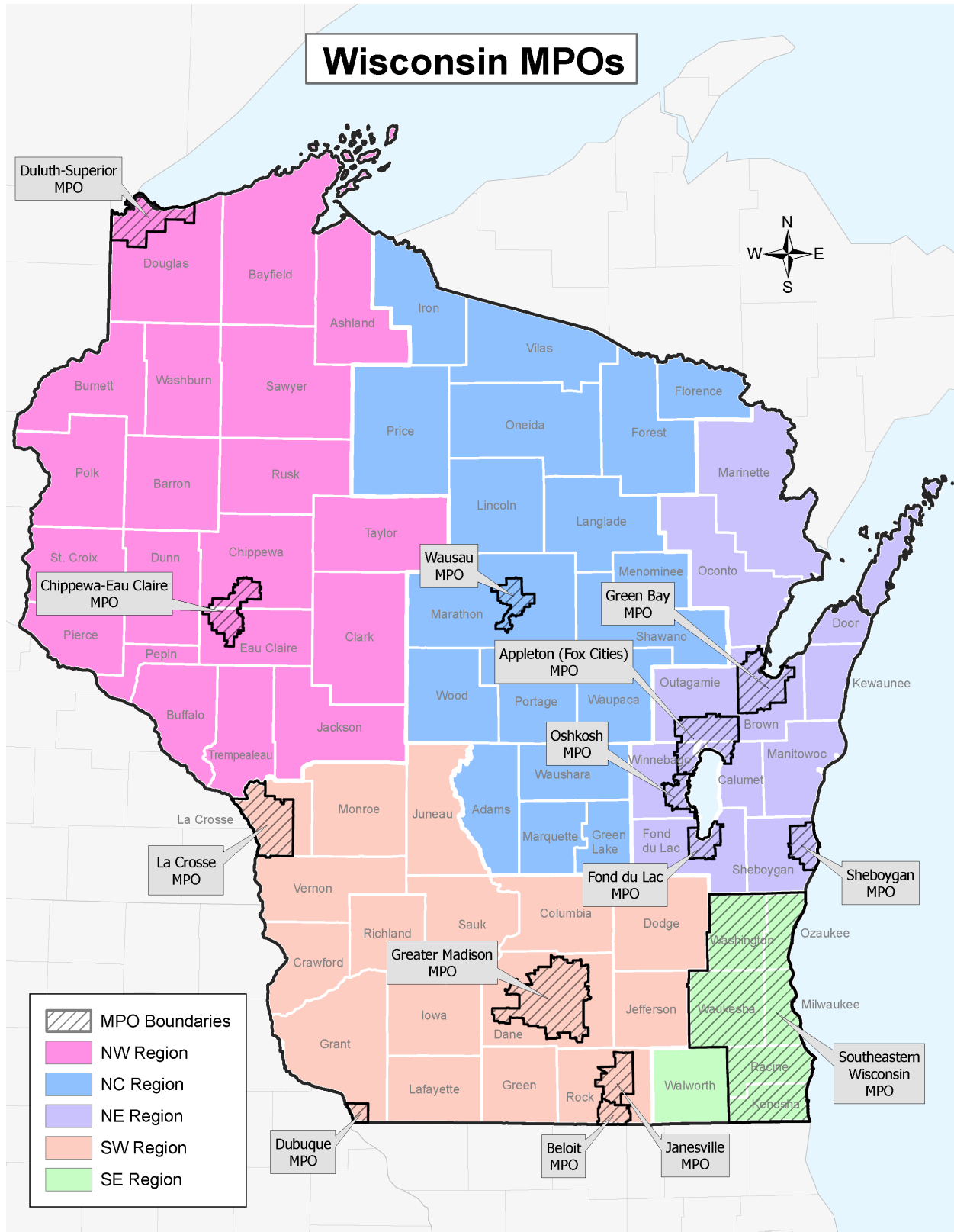
- Milwaukee-Racine-Kenosha
- Madison
- Green Bay
- Duluth-Superior (MN-WI)
- Appleton (Fox Cities)
- Eau Claire
- Oshkosh
- Wausau
- Janesville
- Beloit
- La Crosse (WI-MN)
- Sheboygan
- Fond du Lac
- Dubuque (IA-WI)

Under SB 754, any municipality with a border adjacent to an existing member of a metropolitan planning area may opt to join an RTA. There appears to be no provision for RTAs to be implemented at geographies smaller than a metropolitan planning area (such as one or more municipalities), or larger than a metropolitan planning area (such as one or more counties). These scenarios have been addressed in previous legislation and are discussed in the later sections of this report. It is possible that the final version of SB 754, were it to pass, may be amended to include additional governance structures.

Funding options for RTAs in SB 754 include the same 0.5-cent sales tax proposed in previous legislation. RTAs would be authorized to levy *up to* this amount but could implement lower sales taxes if desired. This discretion would allow each RTA to match the level of funding requested to the level of transit need in their community.

Figure 1 shows a map of metropolitan planning area boundaries for each metropolitan planning organization (MPO) in Wisconsin. For urban areas that cross state boundaries, only the Wisconsin portion is shown. It is assumed that only the Wisconsin portion of each metropolitan planning area would be incorporated in an RTA.

Figure 1. Map of Metropolitan Planning Boundaries in Wisconsin



Case Studies

The following case studies explore RTA examples in neighboring Midwest states that have RTA enabling legislation. Depending on the state, RTAs may be created individually by state statute or enabled across the state and formed at the discretion of local governments. Case studies include peer transit systems in communities similar to the La Crosse region: Duluth Transit Authority (Minnesota), CONNECT Transit (Illinois), and Kalamazoo Metro (Michigan).

Minnesota – Duluth Transit Authority

Duluth Transit Authority (DTA) is a public mass-transit authority created by the Minnesota Legislature and operated as a unit of the City of Duluth. DTA’s statutory framework provides the authority with independent powers, including taxation. DTA currently receives funding through a property tax levy, assessed at 0.03123% throughout the Minnesota portion of its service area.

DTA provides fixed-route bus service, paratransit, and regional connections. Its service area, shown in Figure 2, includes the City of Duluth and neighboring Minnesota communities. Service extends into the City of Superior via intergovernmental agreement. DTA’s Board of Directors is composed primarily of Duluth City Council representatives from multiple districts, along with representatives from the City of Superior and several at-large members, as illustrated in Figure 3. This structure balances representation from core service areas with broader regional oversight.

Figure 2. DTA System Map

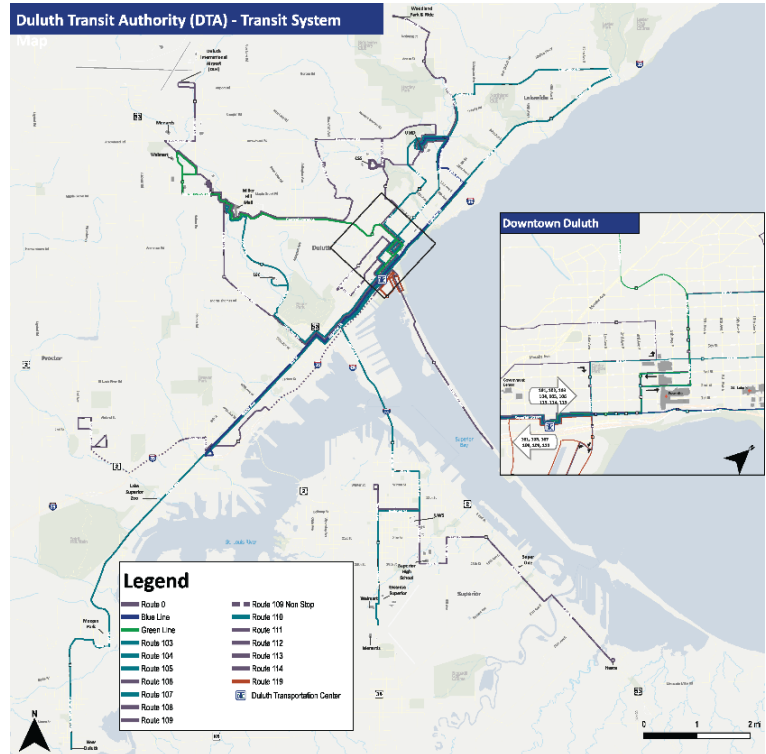
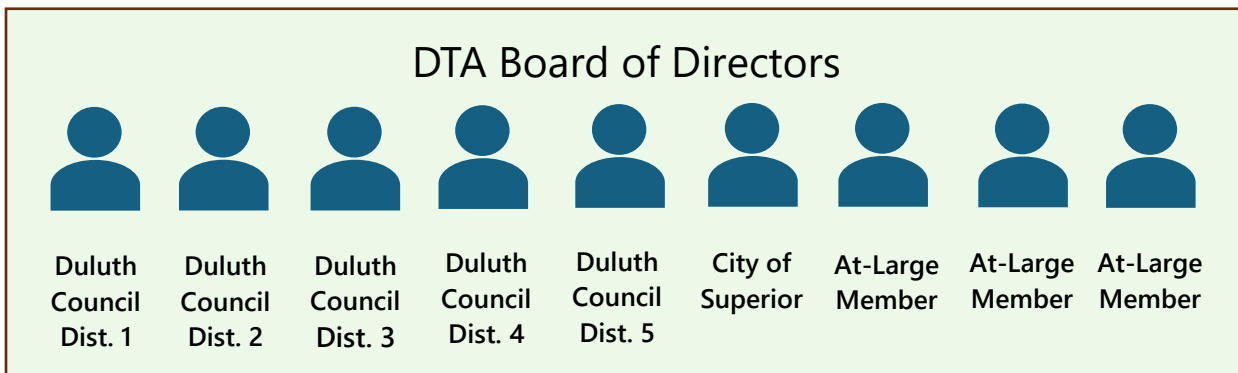


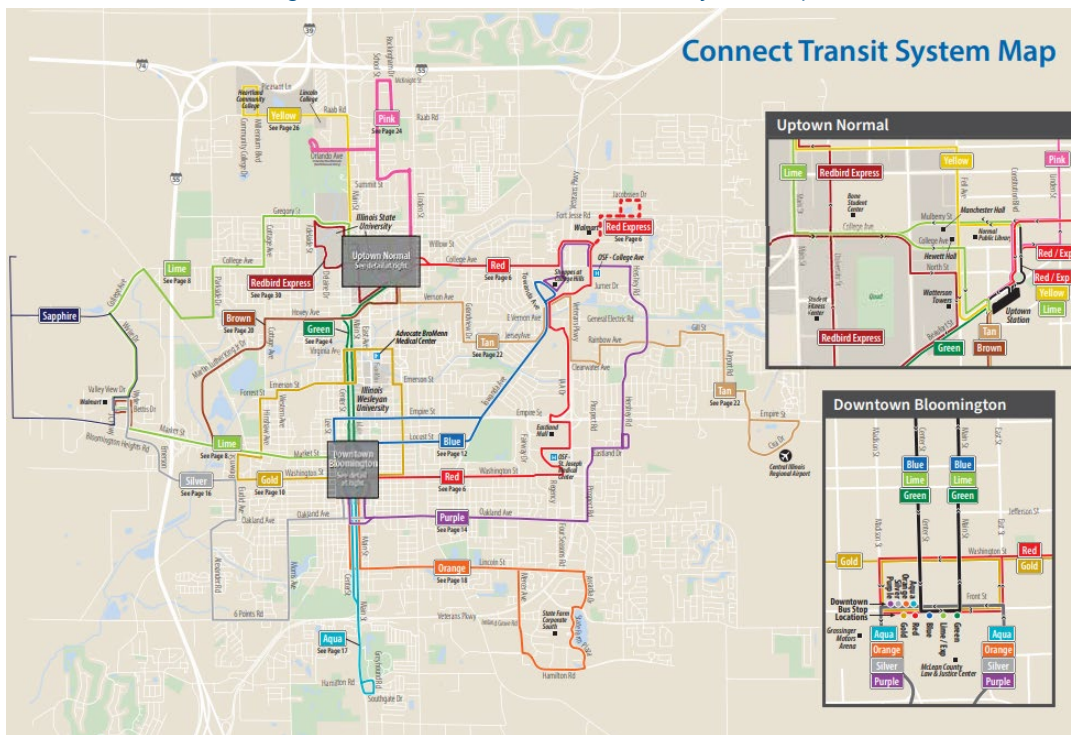
Figure 3. DTA Board of Directors



Illinois – CONNECT Transit

CONNECT Transit was established in 1972 as an intergovernmental transit agency by the City of Bloomington and the Town of Normal, Illinois, which is home to Illinois State University. Under the Illinois Mass Transit District Act, CONNECT Transit is now structured as a Mass Transit District (the State of Illinois term for small urban or rural RTAs). The agency’s fixed-route map is shown below in Figure 4. In 2024, the agency expanded to provide rural demand-response service throughout McLean County.

Figure 4. CONNECT Transit Fixed-Route System Map



Under Illinois state law, locally formed RTAs have the authority to levy taxes, subject to a local referendum. However, not every urban RTA utilizes this authority, and no rural agency has enacted a levy. CONNECT Transit has not utilized its taxation authority. Instead, local funding is primarily provided through general fund contributions from Bloomington and Normal, totaling approximately \$1.5 million in 2024. Like most transit agencies, CONNECT Transit also receives significant state and federal funding support.

Governance is provided by a Board of Trustees made up of appointees from the City of Bloomington and the Town of Normal, along with ex officio members. This governance structure reflects its intergovernmental origins and maintains a strong connection to the municipalities that created and fund the system.

CONNECT Transit Board of Trustees

Appointees of the City of Bloomington and town of Normal (+2 Ex Officio Members)

Michigan – Kalamazoo Metro

Kalamazoo Metro provides urban and rural services to the City of Kalamazoo, Michigan, and surrounding communities. Founded in 1900, Kalamazoo Metro has undergone several governance transitions. Its services are currently provided by the Central County Transit Authority (CCTA), a public transportation authority formed under Michigan’s Act 196. In 2016, CCTA assumed operation of the City of Kalamazoo’s “Metro” fixed-route system (map shown in Figure 5), transitioning service delivery from a municipal department to an independent authority. CCTA coordinates closely with the Kalamazoo County Transportation Authority (KCTA), which funds Kalamazoo Metro’s countywide demand-response service, branded as Metro Connect (Figure 6).

Figure 6. CCTA Fixed-Route Map



Figure 5. KCTA Metro Connect Brochure

What is Connect?

Metro Connect is a shared ride, origin- to-destination public transit service that travels throughout Kalamazoo County. Metro Connect is available to all residents of Kalamazoo County, offering discounted fares to all individuals with a disability and seniors who are 62 years of age or older.

Certification

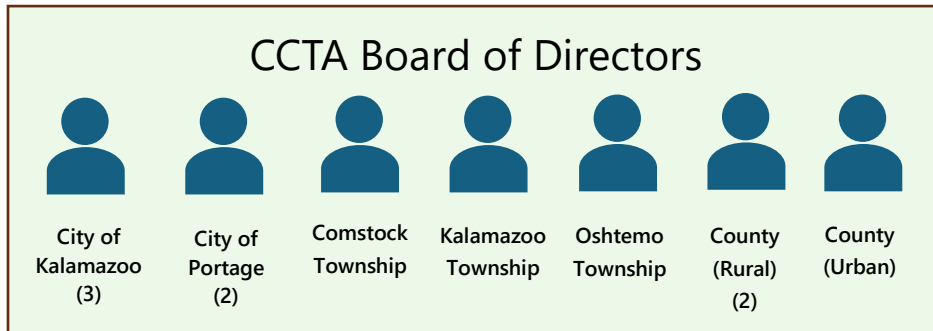
All Connect riders must be certified by Metro staff. To become certified, call (269) 337-8222 or visit the Metro Customer Service desk at the Kalamazoo Transportation Center.

Further information will be required to apply for reduced fare. Applications and forms are available online at www.kmetro.com. *Alternate formats available upon request.*



CCTA is funded in part by a dedicated 0.896 property tax millage levied within the service area. In parallel, KCTA levies a separate, lower countywide 0.315 millage to support demand-response service through Metro Connect, creating a funding and service structure that is appropriate for the differing urban and countywide transit needs. Governance for CCTA is provided by a board that includes representatives from participating jurisdictions, as shown in Figure 7.

Figure 7. CCTA Board of Directors



Peer State Policy Comparison

Minnesota, Illinois, and Michigan permit RTA creation through varying processes depending on their enabling legislation, as well as local decisions. Key features of each state’s enabling legislation are shown in Figure 8.

Figure 8. Key Features of Peer State RTA Legislation

Minnesota	Illinois	Michigan
<ul style="list-style-type: none"> • Authorities formed individually in state statute – with some exceptions • DTA formed by MN legislature in 1969 • St. Cloud Metropolitan Transit Commission established by MN Legislature in late 1960s • Minnesota Valley Transit Authority (MVTA) formed under enabling legislation through the Replacement Service Program, allowing it to opt out of Metropolitan Council/Metro Transit services. • Local tax levy permitted 	<ul style="list-style-type: none"> • Mass Transit Districts formed at local level authorized by the Local Mass Transit Districts Act. • Exception: the Regional Transportation Authority (soon to be Northern Illinois Transit Authority) is established specifically in state statute to provide transit in the Chicago region. • Participation approved by township or municipality Boards of Trustees or County Boards of Commissioners • City or County clerk reports the formation to the State of Illinois • Local tax levy permitted; referendum required. 	<ul style="list-style-type: none"> • Enabling legislation, as well as some authorities formed in state statute. • Public Transportation Authority Act of 1986 • Metropolitan Transportation Authorities Act of 1967 (SMART) & Regional Transportation Authority Act of 2012 (RTA)

Existing Wisconsin Governance Structures

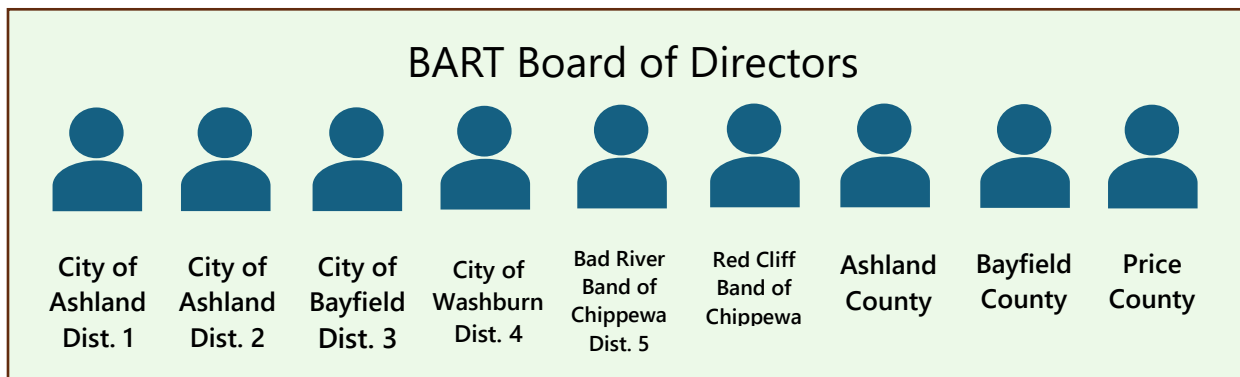
Multi-County Transit Commissions

Though RTA formation is not currently permitted in Wisconsin, Multi-County Transit Commissions are a mechanism in Wisconsin for coordinating and delivering public transportation services across jurisdictional boundaries. Authorized under Wis. Stat. §66.1021, these commissions are formed through intergovernmental agreements among participating counties, municipalities, and tribal governments. Participating entities appoint representatives to a governing board, consisting of a minimum of three members. Board appointments must be approved by the governing bodies of each participating jurisdiction. Once

established, a Multi-County Transit Commission may hire staff, adopt policies and procedures, enter contracts, and procure goods and services. The commission does not create a new, independent taxing authority; local funding continues to come from individual county and municipal contributions.

Multi-County Example: Bay Area Rural Transit

An example of this structure is Bay Area Rural Transit (BART), which operates fixed-route, flex-route, and demand-response services across Ashland County, Bayfield County, northern Price County and surrounding areas. In addition to service operations, BART provides centralized administrative functions. Its governing board includes representatives from participating counties, cities, and tribal nations, allowing Multi-County Transit Commissions to support regional service delivered under a single framework. Figure 10 and Figure 9 show DCT’s Community Bus routes and Stout Express bus service maps, respectively.



Single-County Example: Dunn County Transit Commission

Despite their title, Multi-County Transit Commissions can exist among partners in a single county. One example is Dunn County Transit (DCT). DCT operates fixed-route bus service, as well as complementary paratransit. DCT has a nine-member board comprised of elected County Supervisors and resident representatives (including from UW-Stout). Transit Commission members provide an advisory role overseeing system policies and major service changes and collect public comments. The Transit Commission is overseen by the Dunn County Public Infrastructure Committee, which reports to the County Board.

Figure 10. Dunn County Transit Route Map

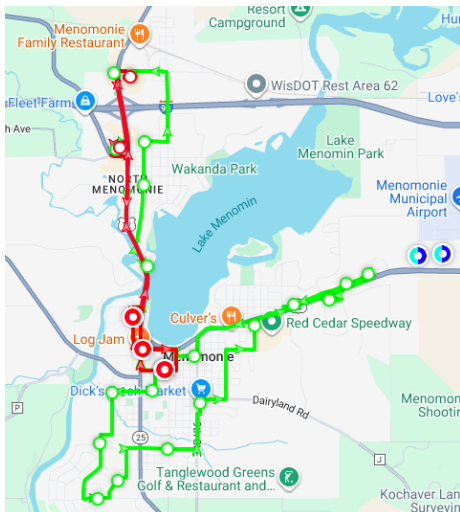


Figure 9. UW Stout Service Map



Potential Governance Scenarios

Four possible governance scenarios covered in this document vary in geographic scope, representation, administrative complexity, and alignment with existing service delivery models. The four potential governance scenarios reflect different scales and partnership models that could be implemented depending on the final structure of RTA enabling legislation in Wisconsin.

Scenario 1: Existing Municipal Partners

Under this scenario, an RTA would be formed by the municipalities that currently coordinate or have the greatest potential to coordinate fixed-route and demand-response transit services: the City of La Crosse, the City of Onalaska, the Village of West Salem, and the Village of Holmen, shown in Figure 11.

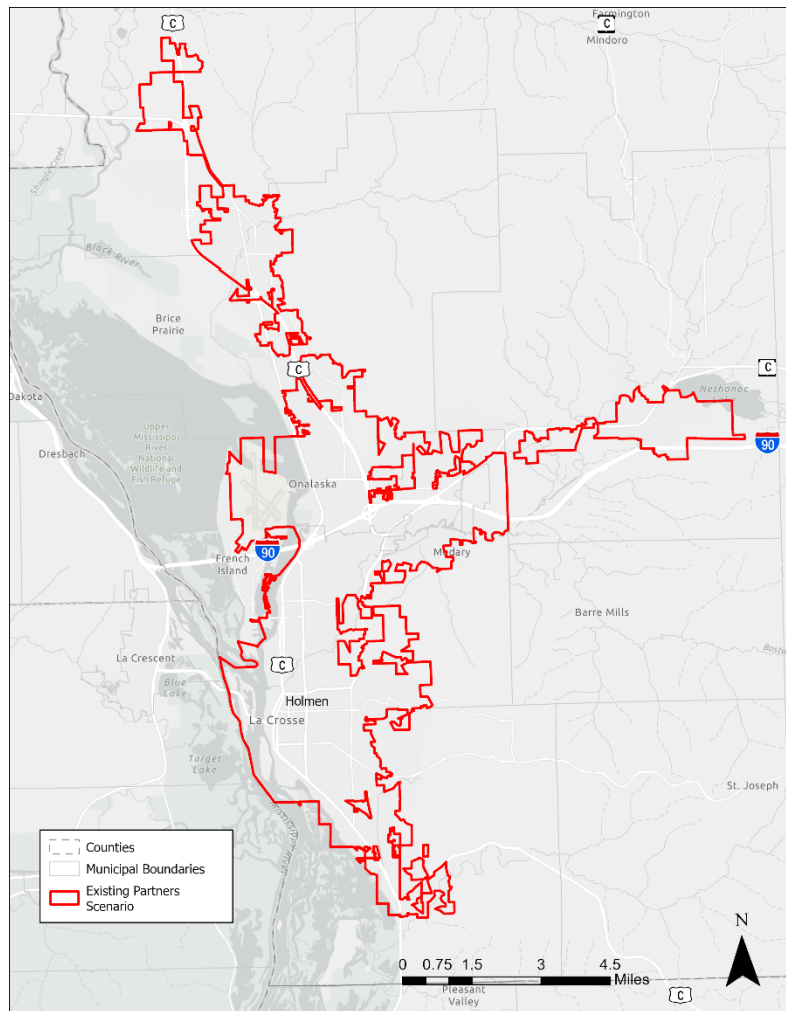
RTAs formed by municipalities have been allowed in previous legislative proposals but are not currently included in SB 754.

Participation in an RTA would depend on the structure of enabling legislation, but would most likely be voluntary and formalized through resolutions adopted by each governing body.

Governance would consist of a board with representation from each participating municipality. Under SB 754, the RTA would assume operation of all existing transit service within the RTA boundary, with assets transferred from MTU and DriftLink, though in some cases, RTAs in other states exist as financial entities who pass through funding to existing providers.

An RTA at this scale would allow closer coordination among existing urban transit services in the La Crosse region, while limiting geographic scope and administrative complexity. However, it would also limit the RTA's ability to address broader rural mobility needs outside participating municipal boundaries.

Figure 11. Existing Partners Scenario Boundary

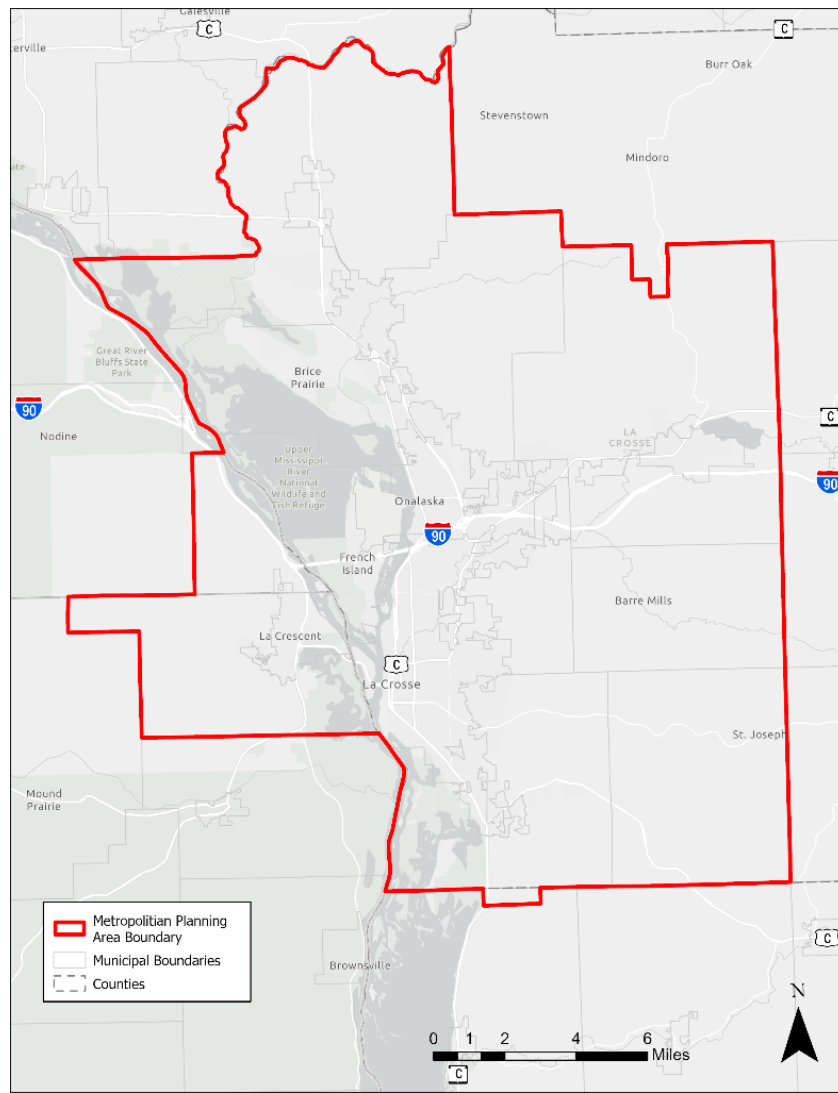


Scenario 2: Metropolitan Planning Area

This scenario would establish an RTA covering all municipalities within the LAPC metropolitan planning area. While it is uncertain how RTA legislation would approach RTA formation for metropolitan planning areas that cross state borders, this scenario assumes that the RTA would form only in the Wisconsin portion of the metropolitan planning area. As in the existing condition, service La Crescent could be achieved through a separate intergovernmental agreement rather than direct RTA membership. Governance would reflect the Wisconsin-based member jurisdictions, with authority limited to those entities legally eligible to participate. Interstate service would be addressed through contractual agreement, allowing the RTA to plan and operate cross-border service without extending governance authority beyond Wisconsin.

This scenario is consistent with the current structure of SB 754, which would create RTAs for metropolitan planning areas only. While the structure is well aligned with regional mobility needs, it would omit some areas of La Crosse County.

Figure 12. MPA Scenario Boundary

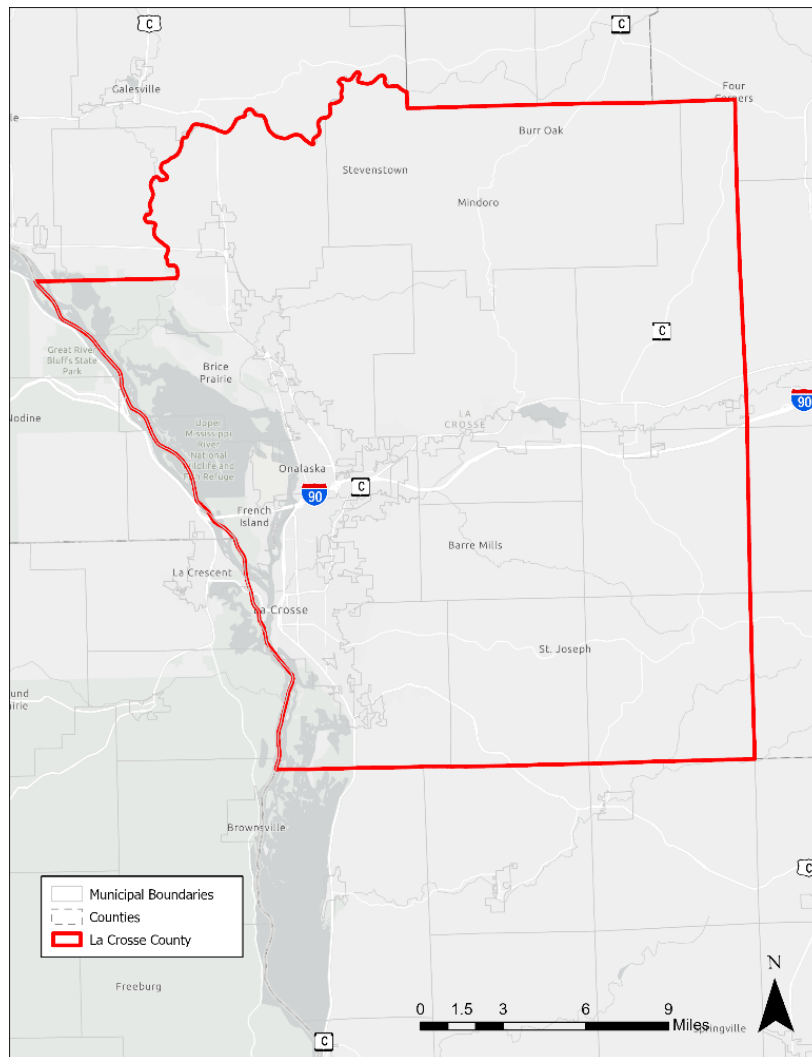


Scenario 3: La Crosse County

The third option could be the formation of an RTA encompassing all of La Crosse County, as shown in Figure 13. As the bill is currently written, this scenario would not be possible if SB 754 were to be enacted since it includes municipalities that do not border the MPA. In this scenario, both incorporated municipalities and the county government would participate in establishing the RTA, creating a single countywide transit governance entity. The RTA board would include representatives from the County and selected municipalities.

A countywide structure could streamline decision-making and create a centralized mechanism for allocating resources among fixed-route, deviated-route, and demand-response services. This model would support stronger integration between urban and rural service markets, particularly for employment, medical, and educational trips that cross municipal boundaries. Potential challenges include meeting both urban and rural priorities and ensuring that governance structures equitably represent jurisdictions with differing service needs and financial capacity.

Figure 13. La Crosse County Scenario Boundary



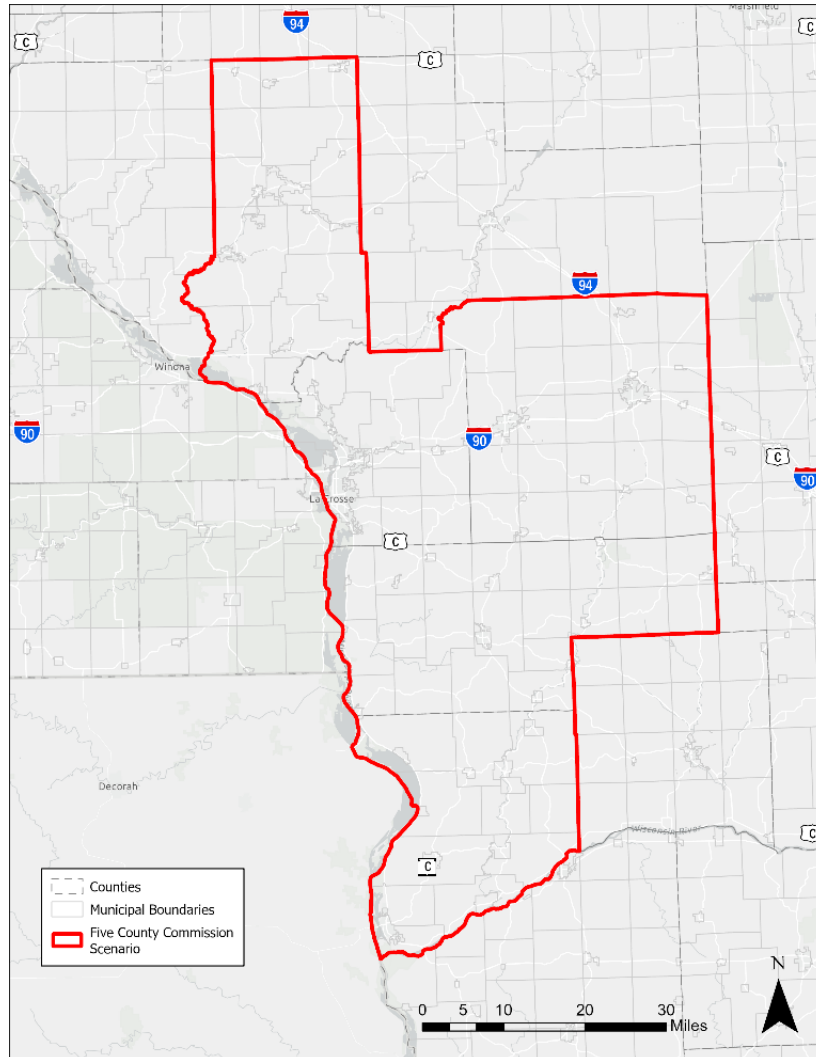
Scenario 4: Multi-County RTA

The fourth scenario involves the creation of a multi-county RTA to govern transit services across both rural and urban contexts. While not permitted under SB 754, this scenario would create an RTA comprised of La Crosse County, Vernon County, Crawford County, Monroe County, and Trempealeau County.

Transit service at this scale could currently be governed using Wisconsin's enabling legislation for Multi-County Transit Commissions. Under this structure, the commission would function as a coordinating and planning body rather than a taxing authority. Governance would be defined entirely through intergovernmental agreements, with representation from each county and potentially from municipalities, universities, and other partners. Responsibilities could include planning, administration, procurement, and operations, while financial contributions would continue to be allocated by separate county boards.

A Multi-County Transit Commission could serve as a transitional governance model, laying the groundwork for future RTA formation if eventually permitted by state law.

Figure 14. Multi-County Commission Scenario Boundary



FINANCIAL FEASIBILITY

This section explores the financial feasibility of each governance scenario, including potential sales tax revenues that could be used to fund regional transit service.

Existing Funding Landscape

In order to assess the feasibility of future RTA scenarios, it is important to understand the funding levels and funding sources used to operate existing transit service in the La Crosse region. Table 1 shows the existing funding sources for MTU, SMRT, and DriftLink in 2024. Included are federal assistance (FTA Section 5307/5311), State of Wisconsin (85.20) operating assistance, local subsidies, and directly generated revenues (fares, contracts, and program revenue).

Table 1. Existing Funding by Transit System (2024)

Jurisdiction	FTA Section 5307 (Urban) & 5311 (Rural)	Wisconsin 85.20 State Operating Assistance	Local Subsidy (General Fund)	Directly Generated (Fares, etc.)	Total Operating Funds
La Crosse MTU	\$3,686,649 (51.3%)	\$1,470,090 (20.5%)	\$1,223,829 (17.0%)	\$799,282 (11.1%)	\$7,179,850
SMRT	\$259,522 (46.5%)	\$40,419 (7.2%)	\$229,863 (41.2%)	\$28,676 (5.1%)	\$558,480
DriftLink	\$380,131 (36.2%)	\$196,219 (18.7%)	\$181,452 (17.3%)	\$291,739 (27.8%)	\$1,049,541
Total	\$4,326,302 (49.2%)	\$1,706,728 (19.4%)	\$1,635,144 (18.6%)	\$1,119,697 (12.7%)	\$8,787,871

Over two-thirds (68.6 percent) of total funding for transit in the La Crosse region comes from federal or state operating assistance. Locally, just over \$1.6 million was spent by the City of La Crosse and other municipal funding partners to support public transportation in 2024. In total, \$8,787,871 was spent on operating public transportation across all three providers.

Sales Tax Methodology

Given the structure of SB 754, it is possible that an eventual RTA will resemble the La Crosse metropolitan planning area. SB 754 proposes that an RTA be established for every urban area over 50,000 in population and incorporate every municipality entirely or partially located in the Census-defined urban area. These include the following municipalities which are all located in La Crosse County (the Town of Bergen in Vernon County is excluded due to being the only municipality not wholly included in the La Crosse MPA).

- City of La Crosse
- City of Onalaska
- Village of Holmen
- Village of West Salem
- Town of Barre
- Town of Campbell
- Town of Greenfield
- Town of Hamilton
- Town of Holland
- Town of Medary
- Town of Onalaska
- Town of Shelby

Funding Share by Municipality

SB 754 specifies that funding for an RTA be levied via a sales tax, not to exceed a “half-cent” (i.e., 0.5 percent). While a half-cent sales tax is reported monthly by 71 of 72 Wisconsin counties, these figures are not reported at the municipal level, necessitating the need for estimation. For the purposes of this feasibility study, estimates for sales tax per municipality rely on an average of the following four measures:

1. **Population Estimates:** Population Estimates rely on the Wisconsin Department of Administration’s (WDOA) official estimates for 2025. A percentage is generated for each municipality as a proportion of the county’s total.
2. **Adjusted Gross Income (AGI):** AGI – the total sum of taxable income reported to the Internal Revenue Service (IRS) – is reported by the Wisconsin Department of Revenue (WDOR) at the county and municipal levels. A percentage is generated for each municipality as a proportion of the county’s total AGI.
3. **Equalized Values of Commercial Properties:** The WDOR develops standardized (i.e., equalized) taxable values of commercial properties across Wisconsin at the municipal and county levels, and serves as a relatively dependable proxy for the sales tax. A percentage is generated for each municipality as a proportion of the county’s total equalized value of commercial properties.
4. **Job Counts from Core NAICS Sectors:** WDOR advises that the following NAICS categories in aggregate are a dependable proxy for sales tax: Retail Trade; Accommodation and Food Services; and Arts, Entertainment, and Recreation. While overall income per NAICS sector is not reported for every municipality, job counts per NAICS category are reported in the U.S. Census Bureau’s Longitudinal Employment-Household Data (LEHD). A percentage is generated for each municipality’s job counts across the three NAICS categories as a proportion of those job counts across the entire county.

These percentages are derived below in Table 2 for the municipalities within the RTA as specified in SB 754.

Table 2. Estimated Sales Tax Share by Municipality

Municipality	2025 Population (WDOA)	2024 AGI (WDOR)	2025 EQV (WDOR)	2022 Job Counts (LEHD)	AVERAGE
Town of Barre	1.0%	0.8%	0.2%	0.6%	0.7%
Town of Campbell	3.4%	1.9%	2.2%	1.9%	2.3%
Town of Greenfield	1.8%	1.4%	0.2%	0.5%	1.0%
Town of Hamilton	1.9%	1.6%	0.7%	0.1%	1.1%
Town of Holland	3.7%	2.6%	0.4%	0.5%	1.8%
Town of Medary	1.3%	1.1%	0.3%	0.1%	0.7%
Town of Onalaska	4.8%	4.6%	1.8%	1.2%	3.1%
Town of Shelby	3.8%	3.3%	0.9%	1.3%	2.3%
Village of Holmen	9.9%	12.4%	8.6%	5.0%	9.0%
Village of West Salem	4.4%	5.6%	5.8%	3.6%	4.9%

Municipality	2025 Population (WDOA)	2024 AGI (WDOR)	2025 EQV (WDOR)	2022 Job Counts (LEHD)	AVERAGE
City of La Crosse	42.2%	38.6%	49.4%	55.6%	46.4%
City of Onalaska	16.4%	22.0%	28.3%	28.4%	23.8%

Table 3 shows the estimated sales tax revenue by municipality for the communities in LAPC metropolitan planning area based on 2024 sales tax revenue of \$17,297,675 in La Crosse County. Revenue amounts are calculated for the maximum levy permitted in SB 754 (a half-cent, or 0.5%) as well as a reasonable minimum levy of a tenth-cent (0.1%). The table also includes an annual maximum tax per capita based on the half-cent levy and the 2025 population of each community.

Table 3. Estimated Annual Sales Tax Revenue by Municipality

Municipality	Est. Share of County Sales Tax	Half-Cent Sales Tax Allocation (0.5%)	"Tenth-Cent" Sales Tax (0.1%)	2025 Population (WDOA)	Annual Tax Per Capita (0.5%)
Town of Barre	0.7%	\$115,948	\$23,190	1,306	\$89
Town of Campbell	2.3%	\$404,825	\$80,965	4,205	\$96
Town of Greenfield	1.0%	\$164,886	\$32,977	2,187	\$75
Town of Hamilton	1.1%	\$192,885	\$38,577	2,416	\$80
Town of Holland	1.8%	\$312,295	\$62,459	4,658	\$67
Town of Medary	0.7%	\$123,675	\$24,735	1,612	\$77
Town of Onalaska	3.1%	\$534,593	\$106,919	5,935	\$90
Town of Shelby	2.3%	\$402,450	\$80,490	4,777	\$84
Village of Holmen	9.0%	\$1,550,516	\$310,103	12,358	\$125
Village of West Salem	4.9%	\$844,579	\$168,916	5,422	\$156
City of La Crosse	46.4%	\$8,033,913	\$1,606,783	52,542	\$153
City of Onalaska	23.8%	\$4,112,147	\$822,429	20,475	\$201
Metropolitan Planning Area Total	--	\$16,792,712	\$3,358,542	117,893	\$142

Based on the language in SB 754, any other municipality bordering the metropolitan planning area would also have the option to "opt in" to an RTA. Funding from these RTA-eligible municipalities (within La Crosse County unless otherwise noted) is shown in Table 4.

Table 4. Estimated Annual Sales Tax Revenue by Eligible Municipality

Municipality	Proportion of County Sales Tax	Half-Cent Sales Tax Allocation (0.5%)	"Tenth-Cent" Sales Tax (0.1%)	2025 Population (WDOA)	Annual Tax Per Capita (0.5%)
Village of Bangor	0.9%	\$154,836	\$30,967	1,651	\$94
Village of Rockland <i>(La Crosse County portion only)</i>	0.3%	\$60,207	\$12,041	785	\$77
Village of Trempealeau <i>(Trempealeau County)</i>	5.4%	\$151,059	\$30,212	1,900	\$80
Village of Stoddard <i>(Vernon County)</i>	3.7%	\$98,330	\$19,666	911	\$108
Town of Bangor	0.3%	\$51,460	\$10,292	628	\$82
Town of Bergen <i>(Vernon County)</i>	2.3%	\$62,021	\$12,404	1,359	\$46
Town of Burns	0.3%	\$54,861	\$10,972	956	\$57
Town of Caledonia <i>(Trempealeau County)</i>	1.6%	\$43,117	\$8,623	932	\$46
Town of Farmington	0.8%	\$146,534	\$29,307	2,162	\$68
Town of Gale <i>(Trempealeau County)</i>	3.8%	\$104,416	\$20,883	1,726	\$60
Town of Genoa <i>(Vernon County)</i>	1.2%	\$32,915	\$6,583	762	\$43
Town of Hamburg <i>(Vernon County)</i>	1.7%	\$44,265	\$8,853	949	\$47
Town of Harmony <i>(Vernon County)</i>	1.2%	\$32,383	\$6,477	933	\$35
Town of Trempealeau <i>(Trempealeau County)</i>	5.4%	\$150,898	\$30,180	1,993	\$76
Town of Washington	0.2%	\$37,063	\$7,413	515	\$72
RTA-Eligible Total	--	\$1,224,365	\$244,873	18,162	\$67

Estimated Revenue by Scenario

The following section summarizes the total RTA funding that could be collected in each scenario based on 2024 sales tax receipts by county, as well as the municipal estimates shown above.

Scenario 1: Existing Municipal Partners

In Scenario 1, sales tax funding would be collected only in communities that currently participate in MTU or DriftLink: the City of La Crosse, City of Onalaska, Town of Campbell, Village of Holmen, and Village of West Salem. Estimated sales tax revenue from these municipalities is shown below in Table 5. In this scenario, the La Crosse RTA would collect over \$14.9 million from a half-cent (0.5%) sales tax, or nearly \$3.0 million from a tenth-cent (0.1%) sales tax. The half-cent sales tax represents a 70% increase relative to the region’s total 2024 federal, state, and local funding, while the tenth-cent sales tax would represent an increase of 83% compared to the current local share. Either level could enable the region to significantly expand transit service.

Table 5. Estimated Sales Tax Revenue: Scenario 1

Municipality	Est. Share of County Sales Tax	Half-Cent Sales Tax (0.5%)	“Tenth-Cent” Sales Tax (0.1%)	2025 Population (WDOA)	Annual Tax Per Capita (0.5%)
City of La Crosse	46.4%	\$8,033,913	\$1,606,783	52,542	\$153
City of Onalaska	23.8%	\$4,112,147	\$822,429	20,475	\$201
Town of Campbell	2.3%	\$404,825	\$80,965	4,205	\$96
Village of Holmen	9.0%	\$1,550,516	\$310,103	12,358	\$125
Village of West Salem	4.9%	\$844,579	\$168,916	5,422	\$156
Scenario 1 Total	--	\$14,945,980	\$2,989,196	95,002	\$157
Comparison to Existing	--	+70% Total Revenue	+83% Local Share	--	--

Scenario 2: Metropolitan Planning Area

In Scenario 2, the RTA would be composed of all Wisconsin municipalities currently included within LAPC’s metropolitan planning area, consistent with SB 754. Table 3 shows the estimated sales tax revenue by municipality for the communities in the metropolitan planning area in 2024. A half-cent sales tax would generate a total of \$16,792,712, or over 91 percent more than the total federal, state, and local funding currently collected by MTU, SMRT, and DriftLink. Even a tenth-cent sales tax would raise \$3,358,542, or more than double the current local share invested in the three transit services. As in Scenario 1, a sales tax at either level could enable an RTA to significantly expand service relative to existing conditions.

Table 6. Estimated Sales Tax Revenue: Scenario 2

Municipality	Est. Share of County Sales Tax	Half-Cent Sales Tax (0.5%)	“Tenth-Cent” Sales Tax (0.1%)	2025 Population (WDOA)	Annual Tax Per Capita (0.5%)
Town of Barre	0.7%	\$115,948	\$23,190	1,306	\$89
Town of Campbell	2.3%	\$404,825	\$80,965	4,205	\$96
Town of Greenfield	1.0%	\$164,886	\$32,977	2,187	\$75

Municipality	Est. Share of County Sales Tax	Half-Cent Sales Tax (0.5%)	"Tenth-Cent" Sales Tax (0.1%)	2025 Population (WDOA)	Annual Tax Per Capita (0.5%)
Town of Hamilton	1.1%	\$192,885	\$38,577	2,416	\$80
Town of Holland	1.8%	\$312,295	\$62,459	4,658	\$67
Town of Medary	0.7%	\$123,675	\$24,735	1,612	\$77
Town of Onalaska	3.1%	\$534,593	\$106,919	5,935	\$90
Town of Shelby	2.3%	\$402,450	\$80,490	4,777	\$84
Village of Holmen	9.0%	\$1,550,516	\$310,103	12,358	\$125
Village of West Salem	4.9%	\$844,579	\$168,916	5,422	\$156
City of La Crosse	46.4%	\$8,033,913	\$1,606,783	52,542	\$153
City of Onalaska	23.8%	\$4,112,147	\$822,429	20,475	\$201
Scenario 2 Total	--	\$16,792,712	\$3,358,542	117,893	\$142
Comparison to Existing	--	+91% Total Revenue	+105% Local Share	--	--

Scenario 3: La Crosse County

In Scenario 3, the La Crosse RTA would cover the entirety of La Crosse County. This boundary would result in sales tax revenue equal to the existing half-cent sales tax already collected by the County, which totaled \$17,297,675 in 2024. This would result in an increase of 95% compared to existing total revenue for MTU, SMRT, and DriftLink. A tenth-cent sales tax would collect \$3,459,535, or 112% of existing local funding for transit. This broader geography results in both higher total revenue and a lower maximum tax per capita of \$139, enabling broader service with a lower overall tax burden.

Table 7. Estimated Sales Tax Revenue: Scenario 3

County	Est. Share of County Sales Tax	Half-Cent Sales Tax (0.5%)	"Tenth-Cent" Sales Tax (0.1%)	2025 Population (WDOA)	Annual Tax Per Capita (0.5%)
La Crosse County	100%	\$17,297,675	\$3,459,535	124,590	\$139
Scenario 3 Total	100%	\$17,297,675	\$3,459,535	124,590	\$139
Comparison to Existing	--	+97% Total Revenue	+112% Local Share	--	--

Scenario 4: Multi-County Transit Commission

Under current Wisconsin statutes, counties may enter into agreements with other jurisdictions including municipalities, tribes, and other counties to form Multi-County Transit Commissions. Multi-County Transit Commissions present an opportunity to enact a more immediate solution to regional transit issues, as they are enabled by state statute. However, state legislation grants no taxing authority to these commissions, meaning that funding would be entirely dependent on intergovernmental agreements. Depending on eventual enabling legislation, a Multi-County Transit Commission could be the basis for a future RTA.

In Scenario 4, a multi-county RTA would be comprised of La Crosse, Monroe, Trempealeau, Vernon, and Crawford counties. Table 4 shows the 2024 half-cent sales tax revenue for each county, as well as a sensitivity analysis to examine a tenth-cent sales tax. A half-cent sales tax could raise up to \$29.9 million, an increase of 240% compared to existing total revenue for MTU, SMRT, and DriftLink. A tenth-cent sales tax at this geography would raise nearly \$6.0 million, an increase of 266% compared to existing local share invested in each service. As in Scenario 3, the broader geography of this RTA would enable significant increases to service at a lower maximum tax burden: in this case, \$120 per capita.

Table 8. Estimated Sales Tax Revenue: Scenario 4

County	Est. Share of County Sales Tax	Half-Cent Sales Tax (0.5%)	"Tenth-Cent" Sales Tax (0.1%)	2025 Population (WDOA)	Annual Tax Per Capita (0.5%)
La Crosse County	100%	\$17,297,675	\$3,459,535	124,590	\$139
Monroe County	100%	\$5,027,940	\$1,005,588	46,836	\$107
Trempealeau County	100%	\$2,788,022	\$557,604	31,010	\$90
Vernon County	100%	\$2,681,132	\$536,226	31,388	\$85
Crawford County	100%	\$2,105,074	\$421,015	16,243	\$130
Scenario 4 Total	100%	\$29,899,843	\$5,979,969	250,067	\$120
Comparison to Existing	--	+240% Total Revenue	+266% Local Share	--	--

Summary of Revenue by Scenario

Table 9 summarizes the estimated sales tax revenue by scenario. As described in the previous sections, the potential revenue increases with the geographic area and population included in the RTA boundary, while the maximum tax per capita tends to decrease. Every scenario could result in major increases to transit funding in the La Crosse region. A half-cent sales tax at any scale would exceed all current federal, state, and local investment in MTU, SMRT, and DriftLink, while a tenth-cent sales tax would more than replace all current local funding. If an RTA were to be formed in the La Crosse region, tax rates could be set between 0.1% and 0.5% based on the level of service desired, the level of public support for taxation, and the level of state and federal investment received. It should be noted that if RTAs are permitted in Wisconsin, state support could be reduced as a share of overall transit investment, so local partners should be prepared and incorporate this into their budgetary plans.

Table 9. Estimated Sales Tax Revenue by Scenario

Scenario	Half-Cent Sales Tax (0.5%)	"Tenth-Cent" Sales Tax (0.1%)
Scenario 1: Existing Municipal Partners	\$14,945,980	\$2,989,196
Scenario 2: Metropolitan Planning Area	\$16,792,712	\$3,358,542
Scenario 3: La Crosse County	\$17,297,675	\$3,459,535
Scenario 4: Multi-County Transit Commission	\$29,899,843	\$5,979,969

OPERATIONAL ALTERNATIVES ANALYSIS

This section evaluates how different RTA governance structures could influence the types of transit services that are operationally feasible in the La Crosse region. This Operational Alternatives Analysis examines how service delivery, mode choice, scale, and flexibility may vary depending on institutional capacity, geographic scope, and funding ability. The scenarios presented in the following sections are intended to show how governance structure and financial capacity can shape service plans, as well as how an RTA structure could enable the region to achieve priorities expressed in previous planning efforts.

Currently, LAPC is conducting an updated Regional Transit Development Plan (TDP) which may reveal updates to regional transit priorities. These potential updates or findings in the updated TDP and other future plans are not reflected in this analysis. Any updates to stated regional priorities not reflected in the scenarios should be taken into consideration at the time that any of them could be realistically implemented.

Operational Alternatives by Scenario

Scenario 1: Existing Municipal Partners

This scenario assumes an RTA formed by municipal partners that already coordinate or contract for transit service, including the City of La Crosse, City of Onalaska, Town of Campbell, Village of Holmen, Village of West Salem, building on existing services provided by MTU and DriftLink.

As discussed in the Governance Alternatives Analysis, this structure would focus on urban service, with tax revenue collected only in municipalities that currently invest in transit. Tax revenue could be set at a level between 0.1% and 0.5%, depending on the desire for service in contributing communities. Transit service planning would take place at a regional level, with service allocated based on need and utilization, rather than the willingness of municipal governments to supply local match funding. The RTA would be charged with ensuring that service is equitably distributed across the service area.

Under this operating scenario, an RTA could enable service expansion to new areas, particularly for fixed-route service, which is currently provided only in the City of La Crosse, City of Onalaska, and Town of Campbell. Just as impactfully, the increased revenue achieved through an RTA sales tax could fund significant improvements to frequency and service hours within existing communities.

Table 10 shows service expansion opportunities recommended in the 2021 La Crosse Regional TDP that could be facilitated by RTA formation. These improvements were not previously implemented due to funding constraints, including lack of local match funds. A sales tax across contributing municipalities could fund some or all of these service improvements, depending on the level of revenue collected.

The table shows the total estimated cost of each service change, as well as minimum sales tax levy required to fund these improvements. The sales tax rate required to fund all improvements in Scenario 1 is 0.182%, assuming no federal or state funding increases beyond current levels. This total levy requirement is below SB 754's maximum sales tax of 0.5%.

Table 10. Potential Service Improvements, Costs, and Levy Requirements: Scenario 1

Service Improvement	Annual Cost (2024)	Minimum Levy Required (Scenario 1)
New North-South Connector Route ("Route 11") in the State Highway 35 corridor	\$848,300	0.028%
New Onalaska-Holmen Route ("Route 9")	\$848,300	0.028%
Weekend Service on Southside Circulator (Route 3)	\$130,100	0.004%
Weekday Frequency Improvements (Routes 1, 2, 4, 5, and 6)	\$3,507,000	0.117%
Weekend Span Extensions (Routes 1, 2, 4, 5, and 6)	\$115,400	0.004%
Total Needed to Implement All Improvements:	\$5,449,100	0.182%

Scenario 2: Metropolitan Planning Area

Under this scenario, service planning and funding would be structured around the Wisconsin portion of the LAPC metropolitan planning area, with service to the City of La Crescent, Minnesota, continuing through an intergovernmental agreement.

Operationally, this scenario would support a combination of urban fixed-route service within the metropolitan core and flexible service models in outlying areas of the LAPC planning area. Geographic coverage would be broader than the municipalities included in Scenario 1, which would help the RTA address the need for transit access in lower-density communities.

For rural areas within the LAPC jurisdiction, including areas currently served by SMRT, an RTA formed at this scale could play a role in stabilizing or reconfiguring long-standing regional service challenges identified in prior planning efforts. The previous TDP underscored both the importance of SMRT in providing essential trips and the ongoing challenges associated with service structure, cost efficiency, and coordination with urban transit services. In this context, RTA funding could support either the continuation of regional bus service within the metropolitan area, or the introduction of new service models.

The 2021 TDP identified opportunities to reassess whether existing regional service models remain the best fit for current and future demand. In Scenario 2, regional service could be refined or reconfigured to better align with observed travel patterns, or it could be replaced by a new, broader demand-response service that would emphasize service coverage and access rather than commute trips. The TDP emphasized the need for stronger coordination between regional services and MTU, including schedule alignment and transfer opportunities. In these areas, an RTA could add value regardless of service levels.

In Scenario 2, the RTA would collect additional tax revenue from outlying portions of the service area, adding to the funding available in Scenario 1. Depending on desired service levels, the RTA could implement some or all of the enhancements identified in Scenario 1 while investing additional resources in rural demand-response service. Table 11 explores the potential cost of rural demand-response service within the metropolitan planning area, using per-capita costs from KCTA in Kalamazoo County, Michigan.

Table 11. Estimated Annual Operating Expenses: Demand-Response Service (Scenario 2)

Geography	Service Area Population	Rural Population	Operating Expense	Estimated Cost per Capita
Kalamazoo County	264,780	60,218	\$6,776,343	\$112.53
LAPC Metropolitan Planning Area	120,982	22,110	\$2,488,038	\$112.53

Source: National Transit Database (2024); U.S. Census (2020, 2024); LAPC Moving Ahead to 2055 Metropolitan Transportation Plan (2025).

Table 12 shows the potential service improvements that could be implemented in Scenario 2, as well as the expected cost for each. The minimum levy required to fund Scenario 2, assuming no increases to state or federal funding, is 0.27%. This is less than the 0.5% maximum sales tax proposed in SB 754.

Table 12. Potential Service Improvements, Costs, and Levy Requirements Scenario 2

Service Improvement	Annual Cost (2024)	Minimum Levy Required (Scenario 2)
Scenario 1 Improvements	\$5,449,100	0.175%
Scenario 2 Rural Demand-Response Service	\$2,935,596	0.094%
Total Needed to Implement All Improvements:	\$8,384,696	0.270%

Note: Annual tax levy required for Scenario 1 improvements is lower in this scenario due to the broader geographic area covered and higher total tax revenue collected from the metropolitan planning area in Scenario 2.

Scenario 3: La Crosse County

In Scenario 3, the RTA’s service area would extend beyond the metropolitan planning area to include the entirety of La Crosse County, including urban and rural areas. It should be noted that the current SB 754 language would not enable the enactment of this scenario, as La Crosse County includes municipalities that do not border the MPA.

While all improvements from Scenario 1 and Scenario 2 remain feasible, this structure would create even greater flexibility to allocate service across the county. As in Scenario 2, transit needs could be addressed by implementing some or all of the urban service improvements identified in Scenario 1, as well as a broader demand-response service in the rest of the RTA boundary. This approach could reduce barriers to travel between urban and rural communities and significantly expand access in rural areas and across municipal boundaries.

Table 13 explores the potential cost of rural demand-response service within the metropolitan planning area, using per-capita costs from KCTA in Kalamazoo County, Michigan. Overall costs are only marginally higher than Scenario 2, since most residents of La Crosse County reside within the metropolitan planning area.

Table 13. Estimated Annual Operating Expenses: Demand-Response Service (Scenario 3)

Geography	Service Area Population	Rural Population	Operating Expense	Estimated Cost per Capita
Kalamazoo County	264,780	60,218	\$6,776,343	\$112.53
La Crosse County	124,590	22,562	\$2,538,928	\$112.53

Source: National Transit Database (2024); U.S. Census (2020, 2024); Wisconsin DOA (2025).

A key consideration when addressing service needs in rural areas under this countywide RTA scenario is understanding the role of general public demand-response service in relation to DriftLink, which currently serves trip types that overlap with those typically addressed by county-administered demand-response systems. A countywide RTA would create an opportunity to evaluate how these overlapping service models function together, including whether efficiencies could be achieved through coordinated eligibility, dispatch, service standards, or funding structures. Countywide governance could enable more deliberate decisions about the appropriate scale, geography, and role of demand-response service, whether through parallel services, partial integration, or clearer differentiation between local and countywide mobility functions.

Table 14 shows the potential service improvements that could be implemented in Scenario 3, as well as the expected cost for each. The minimum levy required to fund Scenario 3, assuming no state or federal funding increases, is 0.244%. This is less than the 0.5% maximum sales tax proposed in SB 754.

Table 14. Potential Service Improvements, Costs, and Levy Requirements: Scenario 3

Service Improvement	Annual Cost (2024)	Minimum Levy Required (Scenario 3)
Scenario 1 Improvements	\$5,449,100	0.158%
Scenario 3 Rural Demand-Response Service	\$2,995,640	0.087%
Total Needed to Implement All Improvements:	\$8,447,740	0.244%

Note: Annual tax levy required for Scenario 1 improvements is lower in this scenario due to the broader geographic area covered and higher total tax revenue collected from the entirety of La Crosse County in Scenario 3.

Scenario 4: Multi-County RTA

This scenario would establish a multi-county RTA serving La Crosse, Monroe, Trempealeau, Vernon, and Crawford counties. While such a structure is not enabled by SB 754, previous RTA proposals in Wisconsin have allowed for the formation of multi-county RTAs, which would have the powers of existing Multi-County Transit Commissions, with the added taxation authority afforded to an RTA. Scenario 4 explores the appropriate service type and potential costs for a five-county RTA in the greater La Crosse region.

Given that most of the service area in Scenario 4 would be rural, demand-response service may provide the best balance of transit access and operating costs. The counties and RTA could work together to determine the types of trips that could be allowed, including customized service for older adults and people with disabilities, medical or employment trips, or service to the general public. For the purpose of cost estimation, it is assumed that the RTA would implement service open to all populations and trip types, as is the case for rural demand-response services in Scenarios 2 and 3.

Peer multi-county systems could include Reagan Mass Transit District (MTD), which serves Lee, Ogle, and rural Winnebago counties in northern Illinois. Reagan MTD began as a multi-county service established through intergovernmental agreement but became a mass transit district to improve coordination and facilitate expansion. Reagan MTD has since assumed operations for demand-response service in rural Winnebago County, which surrounds the city of Rockford, Illinois. Given its broader geography, Reagan MTD serves a more rural setting with lower transit demand than Kalamazoo County, so Reagan MTD is used here for cost comparison for Monroe, Trempealeau, Vernon, and Crawford counties.

Table 15 shows the estimated operating expenses for peer services and the five counties that would be included in Scenario 4.

Table 15. Estimated Annual Operating Expenses: Demand-Response Service (Scenario 4)

Geography	Service Area Population	Rural Population	Operating Expense	Estimated Cost per Capita
Kalamazoo County	264,780	60,218	\$6,776,343	\$112.53
Reagan MTD	84,889	84,889	\$3,049,832	\$35.93
La Crosse County	124,590	22,562	\$2,538,928	\$112.53
Monroe County	46,836	46,836	\$1,682,691	\$35.93
Trempealeau County	31,010	31,010	\$1,114,105	\$35.93
Vernon County	31,388	31,388	\$1,127,686	\$35.93
Crawford County	16,243	16,243	\$583,567	\$35.93
Service Area Total	250,067	148,039	\$7,046,977	\$47.60

Source: National Transit Database (2024); U.S. Census (2020, 2024); Wisconsin DOA (2025). 2024 data for Reagan MTD includes only Lee and Ogle counties, since service did not expand to rural Winnebago County until 2025.

Table 16 shows the potential service improvements that could be implemented in Scenario 4, as well as the expected cost for each. The minimum levy required to fund Scenario 3, assuming no state or federal funding increases, is 0.23%. This is less than the 0.5% maximum sales tax proposed in SB 754.

Table 16. Potential Service Improvements, Costs, and Levy Requirements: Scenario 4

Service Improvement	Annual Cost (2024)	Tax Levy Required (Scenario 4)
Scenario 1 Improvements	\$5,449,100	0.091%
Scenario 4 Rural Demand-Response Service	\$8,314,615	0.139%
Total Needed to Implement All Improvements:	\$13,763,715	0.230%

Note: Annual tax levy required for Scenario 1 improvements is lower in this scenario due to the broader geographic area covered and higher total tax revenue collected from the five-county service area in Scenario 4.

Summary of Costs by Scenario

Table 17 summarizes the estimated annual operating costs by scenario, as well as the estimated minimum sales tax levy needed to fund the identified service improvements. As described in the previous sections, as sales tax revenue increases with the geographic area and population included in the RTA boundary, the minimum levy needed for an individual service improvement decreases. Scenario 1, which does not expand the current urban service area, has the lowest overall levy requirement, while Scenario 2 has the highest.

The estimated annual costs of each scenario are below the half-cent maximum sales tax currently envisioned in SB 754. Final costs would depend on the year of implementation, RTA structure and staffing, and policy decisions, including fares and customer eligibility, but the values presented here can help local partners understand the implications of the different service areas and service types outlined in each scenario.

Table 17. Summary of Costs and Levy Requirements by Scenario

Scenario	Estimated Annual Operating Expenses	Minimum Levy Required
Scenario 1: Existing Municipal Partners	\$5,440,100	0.182%
Scenario 2: Metropolitan Planning Area	\$8,384,696	0.270%
Scenario 3: La Crosse County	\$8,447,740	0.244%
Scenario 4: Multi-County Transit Commission	\$13,763,715	0.230%