

High-Speed Rail



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Introduction



- **American Recovery and Reinvestment Act of 2009**
 - \$8 billion set aside for high-speed rail implementation throughout U.S.
 - \$810 million allocated to Wisconsin
 - \$600,000 dedicated towards research on route
- **Chicago Hub Network**
 - Spans from Chicago to the Twin Cities
 - Debate between route through La Crosse or Eau Claire

Introduction

- **La Crosse route**

- Chicago
- Milwaukee
- Madison
- Portage
- Wisconsin Dells
- Tomah
- La Crosse
- Winona
- Red Wing
- Twin Cities

- **Eau Claire route**

- Chicago
- Milwaukee
- Madison
- Portage
- Wisconsin Dells
- Camp Douglas
- Eau Claire
- Red Wing
- Twin Cities

Introduction

- Administered to approximately 2,000 La Crosse area business people
- 545 usable responses were obtained
- Respondents
 - 55% male, 45% female
 - Median age: 49



Purpose of Study



- To explore prior knowledge
- To study the current travel behaviors
- To determine the perspectives about the proposed high-speed rail route
- To acquire information regarding future use

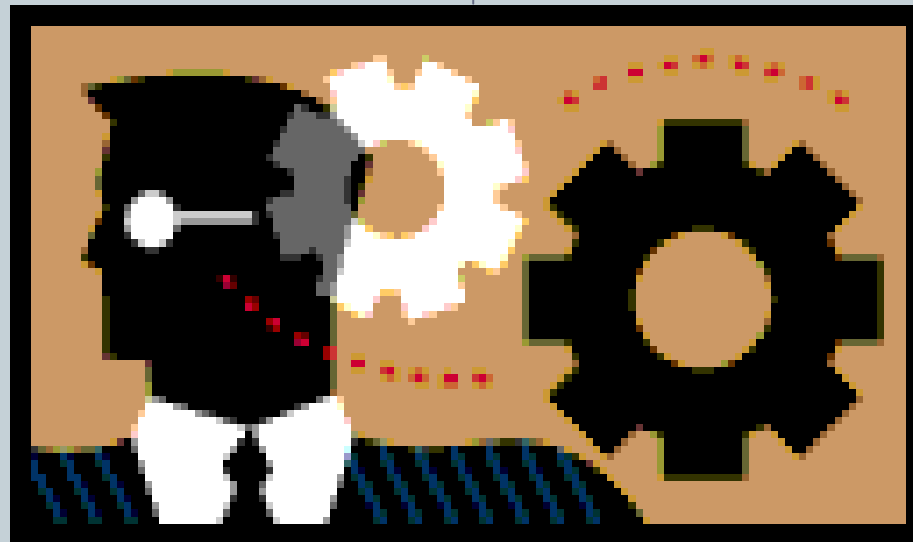
Hypotheses



- Moderate level of awareness of route through La Crosse
- Interest level is low
- Frequency will motivate use

Results: Awareness Level

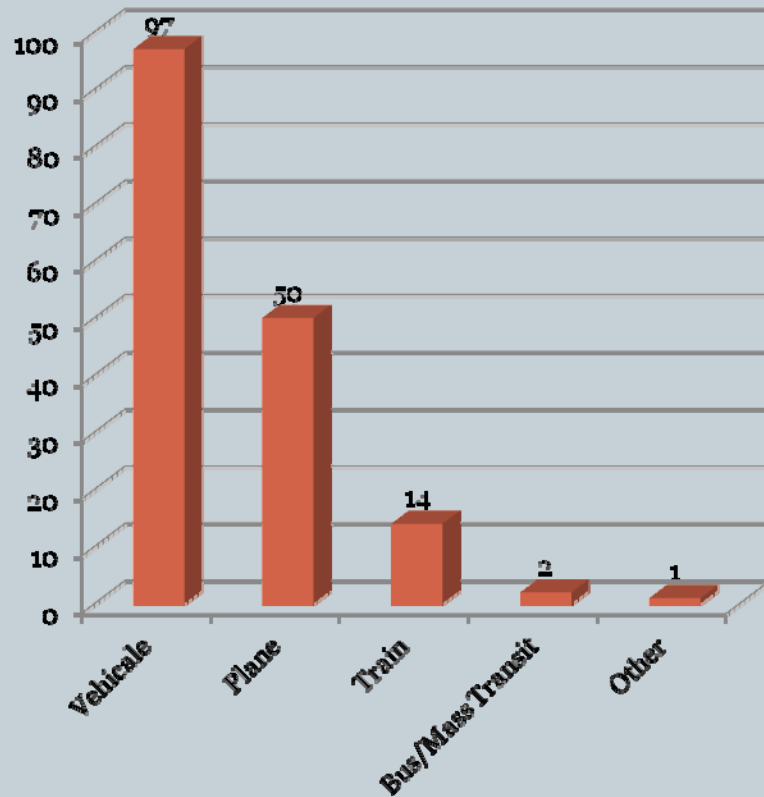
- Mean overall awareness at 4.41 out of 5
- Relatively high awareness level



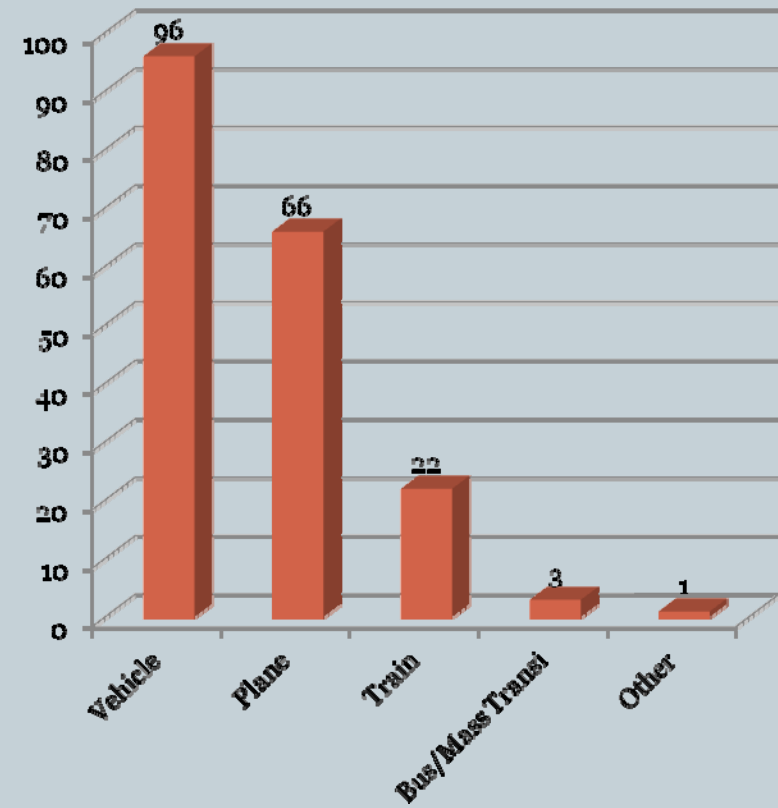
Results: Current Behaviors

- Transportation method for distances exceeding 75 miles

Transportation for Business Purposes



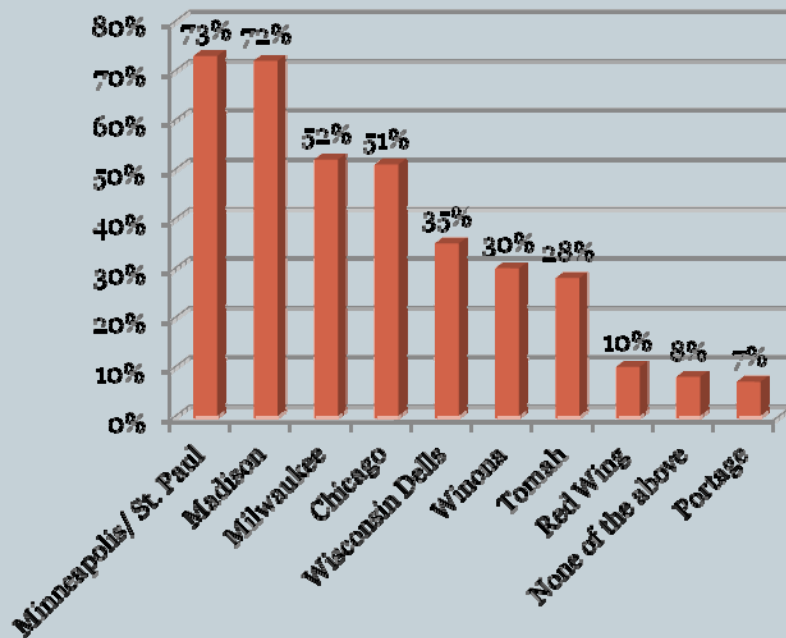
Transportation for Leisure Purposes



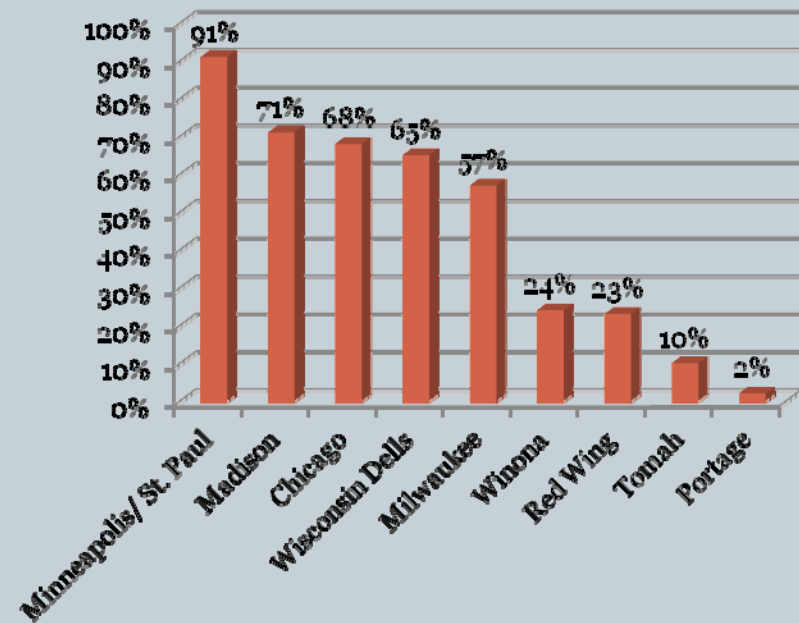
Results: Current Behaviors

- Cities traveled to along the proposed route

Cities Traveled to for Business



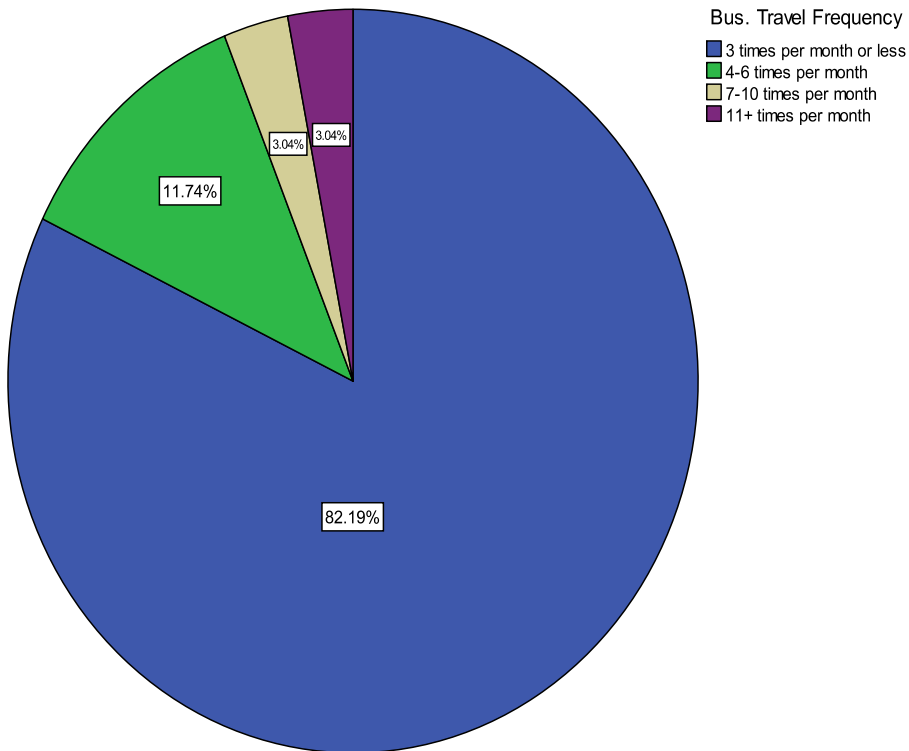
Cities Traveled to for Leisure



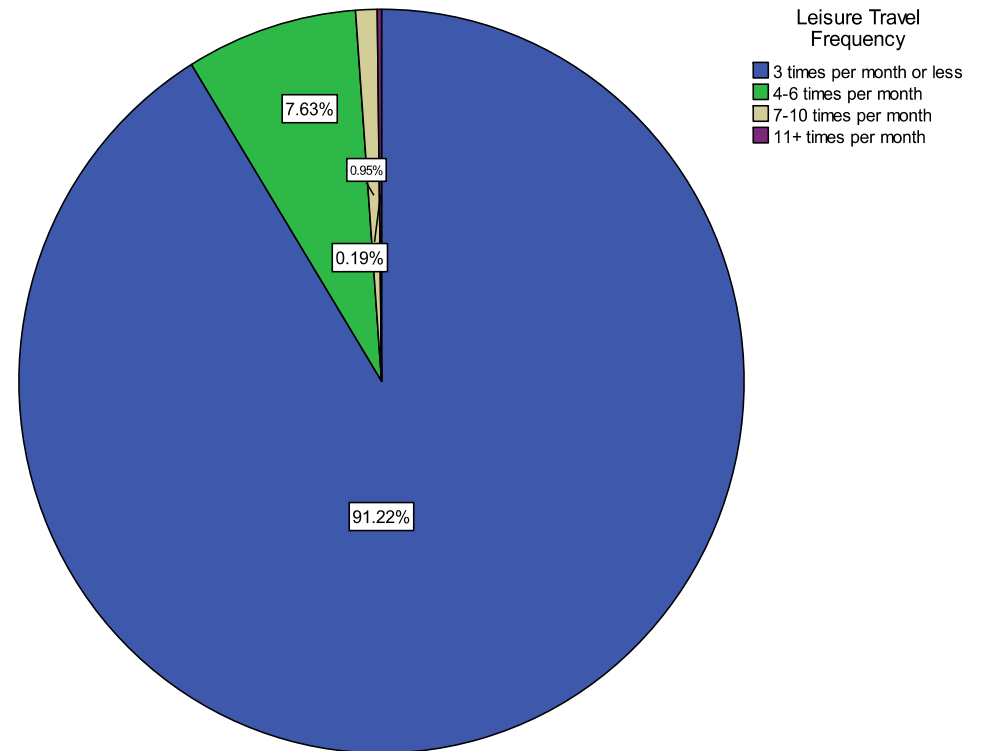
Results: Current Behaviors

- Monthly travel frequency to cities along possible route

Business Travel Frequency



Leisure Travel Frequency



Results: Interest and Importance

- **Mean interest level: 4.33**

- Scale of 1-5
- 1= Not interested
- 5=Very interested

- **Confidence interval**

- 95% confidence interval
- Between 4.23 and 4.43

- **Mean importance level: 4.01**

- Scale of 1-5
- 1=Not important
- 5=Very important

- **Confidence interval**

- 95% confidence interval
- Between 3.89 and 4.12

Results: Future Use



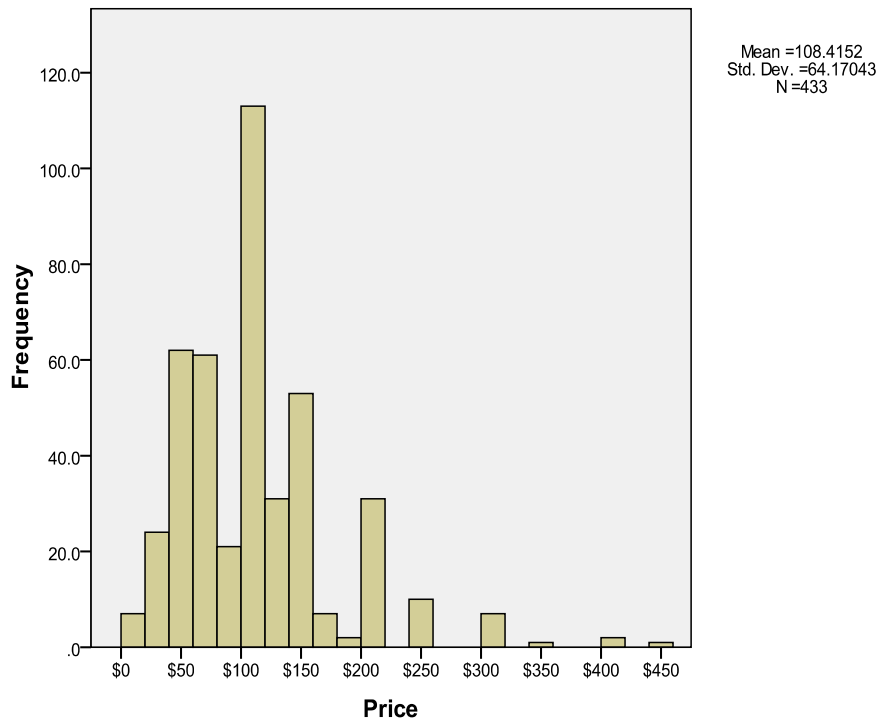
- **83% would use train for business purposes**
- **95% confidence interval**
 - Population proportion between 80% and 86%



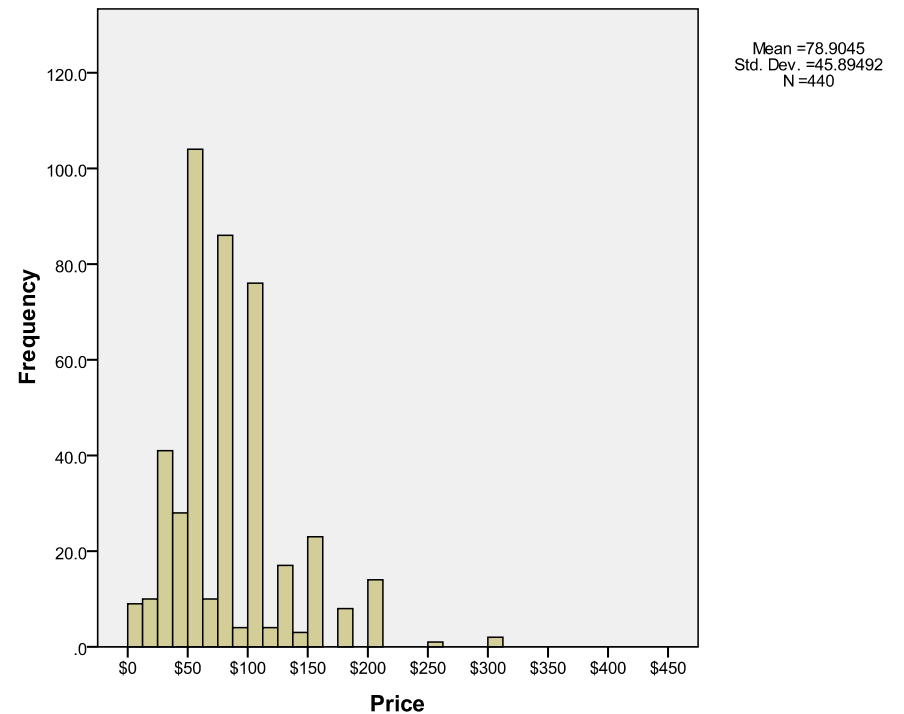
Results: Maximum Price

- Average maximum price (La Crosse – Chicago) = \$108.42
- Average maximum price (La Crosse – Minneapolis) = \$78.90

Maximum Price (Round-Trip- La Crosse to Chicago)



Maximum Price (Round-Trip- La Crosse to Minneapolis)



Results: Frequency and Availability

- **Mean importance of same day travel: 4.06**
 - Scale of 1-5
 - 1=Not important
 - 5=Very important
- **Confidence interval**
 - 95% confidence interval
 - Between 3.97 and 4.16

- **Mean effect of increased availability: 4.72**
 - Based on six trains traveling in each direction per day
 - Scale of 1-5
 - 1=No effect
 - 5=Significant effect
- **Confidence interval**
 - 95% confidence interval
 - Between 4.57 and 4.86

Discussion: Awareness and Current Behaviors



- High level of awareness
- Currently, a large proportion of the respondents travel extended distances by means of personal vehicles and planes.
 - Only a small proportion use the current Amtrak rail network.
- Minneapolis/St. Paul, Madison, Milwaukee, and Chicago traveled to most often.

Discussion: Interest Level and Importance



- Interest level is high.
- Importance level of high-speed rail being implemented in La Crosse is high.
- Proportion of respondents that would utilize the proposed high-speed rail is .83.

Discussion: Ticket Prices



- Respondents are willing to pay \$108.42 for a round-trip ticket from La Crosse to Chicago.
 - \$78.90 round-trip (La Crosse to Minneapolis)

Discussion: Schedule Frequency



- Frequency of arrivals and departures is an important factor motivating La Crosse business people to utilize the proposed high-speed rail.
 - Increased frequency would increase ridership.

Suggestions



- **Frequency more important than speed.**
 - Allocate money towards increasing number of train sets before increasing speed of the trains.
- **Maximum ticket price**
 - \$108.42 (La Crosse to Chicago)
 - \$78.90 (La Crosse to Minneapolis/St. Paul)
- **Similar studies should be conducted in Eau Claire**
 - Matched against results of this study
 - Should be implemented in the area with the greatest utility.

Suggestions- Continued



- **Less time spent marketing**
 - Money could be allocated to advocating the implementation of the high-speed rail route through La Crosse.

Closing Comments



- **More studies in the La Crosse area to obtain a larger sample size.**
 - College students and elderly
- **Similar studies should be conducted in the Eau Claire area.**
 - Determine area with the largest utility.