

Improving Economic Mobility through Innovative Transit Solutions

Bringing BRT to Milwaukee County

2021 Southeast Wisconsin Transportation Symposium



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Improving Economic Mobility in Milwaukee County



*We can improve economic mobility by removing barriers:
expanding access to quality transit and shortening travel times*

“The number one barrier for job seekers is often transportation; making sure people have a way to get to work opens doors for workers and strengthens our communities. **Healthy transit systems mean stronger neighborhoods, greater equity, and more economic opportunities.**” – WisDOT Secretary Craig Thompson

Improving Economic Mobility – Challenges



Milwaukee County

Place	Population	% Zero-Car Households	% Minority Population	% Population below Poverty
Milwaukee County	948,201	14%	46%	22%
State of Wisconsin	5,686,986	7%	17%	13%

Census 2010

Zero-car households Nationally: 5.6% to 7.5%

Improving Economic Mobility – Solutions



Redesigned route network to create more high frequency service and expand access to jobs



New modern transit service along the most vital, most traveled and most congested corridor in Wisconsin



Feasibility Study will examine options to enhance transit service along 27th Street in Milwaukee County

Mass Transit in Milwaukee County



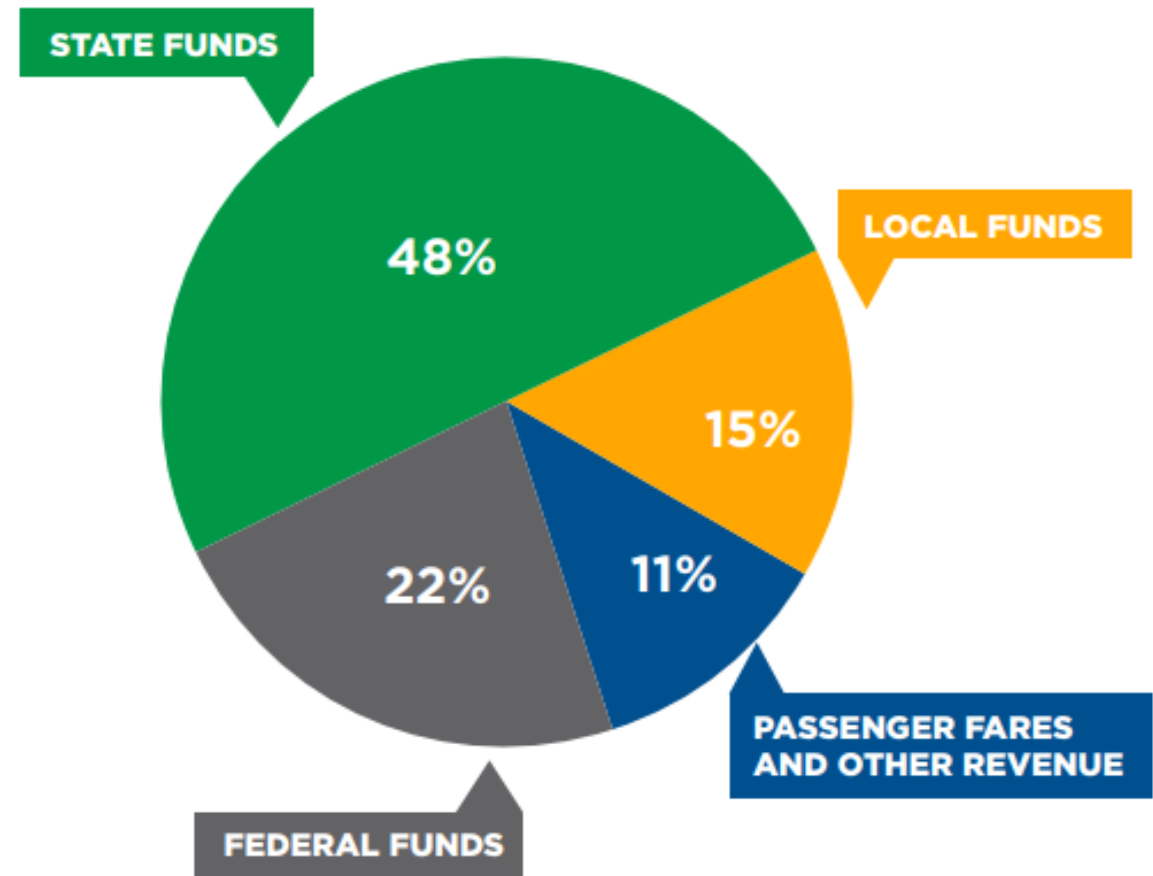
Budget: \$162M

Fixed Route: \$145M

Paratransit: \$17M

Federal COVID funds have supplemented revenue losses due to the ongoing effects of COVID19 pandemic.

However, the majority of Federal COVID funds supporting transit will be committed by the end of 2022.

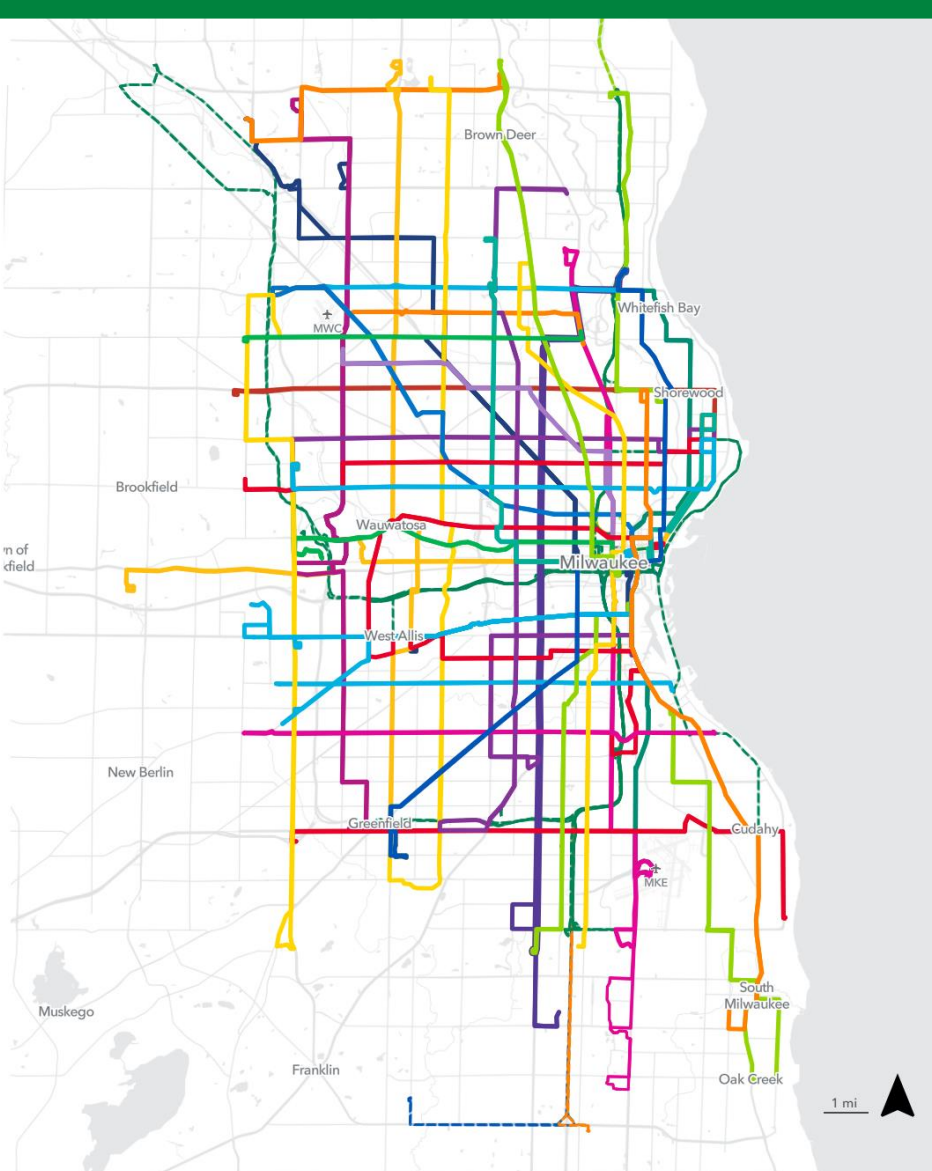


Mass Transit in Milwaukee County



Population: 948,201

- 48 Routes
- 368 Buses
- 750 Bus Drivers
- 1,057 Employees



MCTS NEXT – Route Network Redesign



Update the route network, in a cost neutral way, to meet the community's modern needs and improves the rider's experience



Create more **high frequency service** that **expands access** and **shortens travel time**



Importance of **advancing racial equity** through transit improvements



Ensure network is integrated with the new **East – West Bus Rapid Transit** project



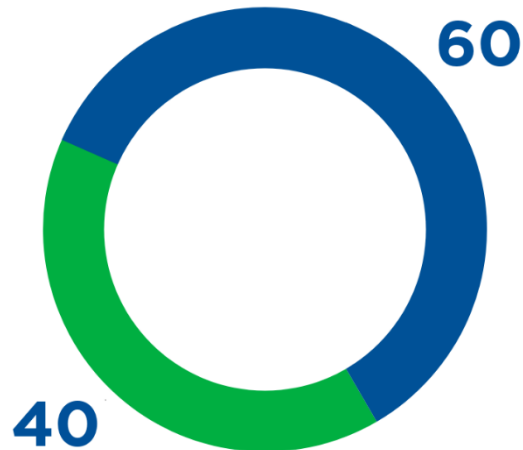
Attracting riders increases revenue and helps with **fiscal sustainability**

MCTS NEXT – Route Network Redesign

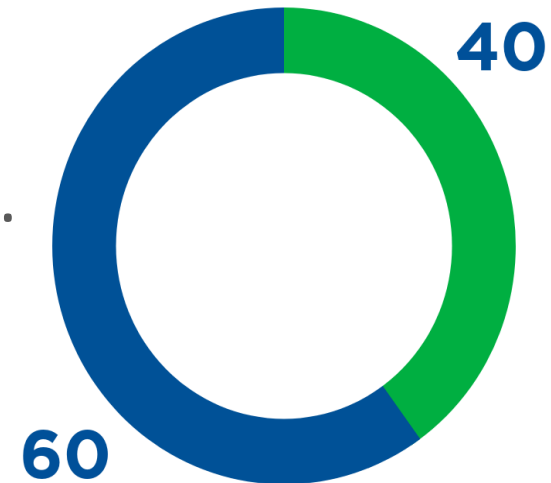


- Created More High Frequency service
- Expanded Access to unserved and underserved job centers
- Made Route Network Easier to Understand / Faster service

Before NEXT:
40% High Freq.
60% Low Freq.



After NEXT:
60% High Freq.
40% Low Freq.



MCTS NEXT – New High Frequency Network

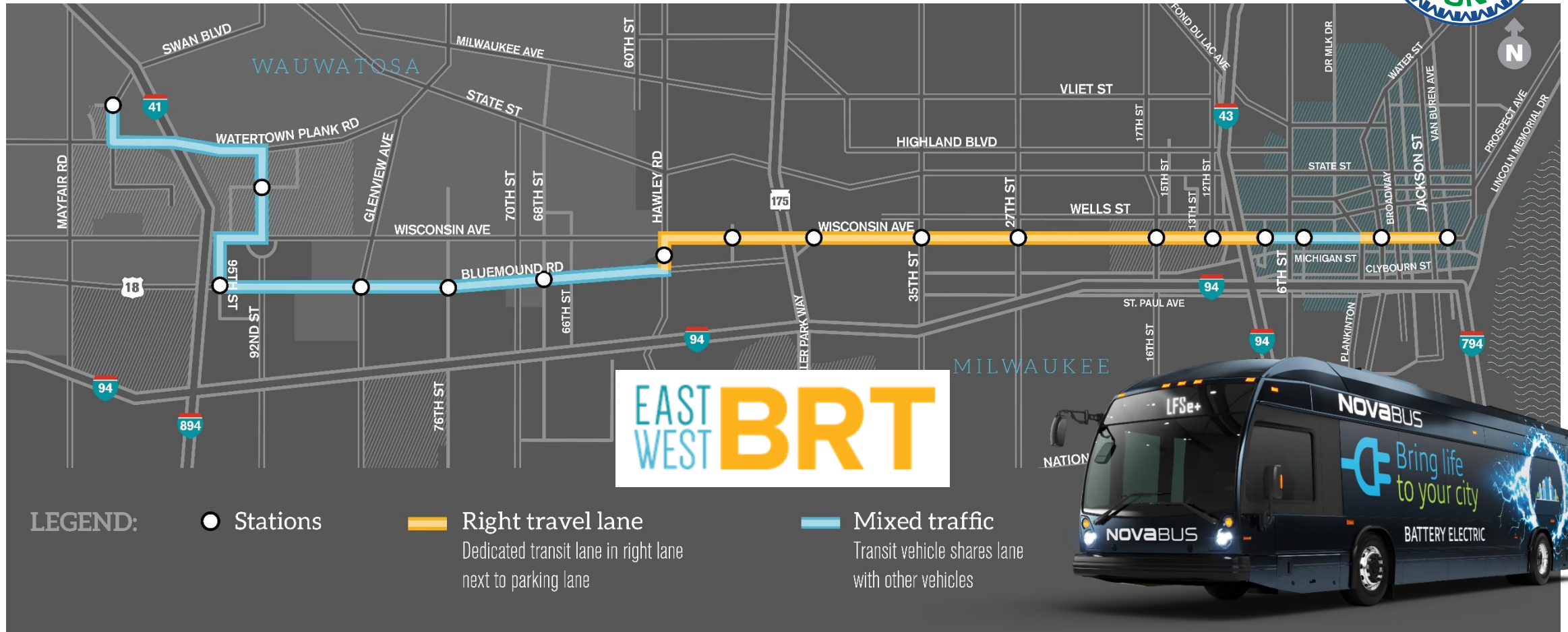


- Serves More People **+47%**
- Persons of Color population served **+37%**
- Senior population served **+59%**
- Low-Income population served **+32%**
- Persons with disabilities population served **+47%**



Represents 20,000 people

East-West Bus Rapid Transit



East-West Bus Rapid Transit



FREQUENCY and RELIABILITY

- Dedicated Lanes
- Transit Signal Priority
- Enhanced Platforms
- Specialized Vehicles
- Off-board Fare Collection
- Fewer Stops
- Increased Frequency



East-West Bus Rapid Transit



- E-W BRT connects people to **jobs**, and businesses to their **customers**
- E-W BRT supports millions of dollars in **economic development**
- E-2 BRT is **cost-effective** compared to other transportation options
- E-2 BRT meets a critical need to **mitigate traffic congestion**


9
colleges and
universities

120K  **JOB**
100+ BUSINESSES
with **250 or more**
EMPLOYEES

47,000

RESIDENTS

7 
MEDICAL
FACILITIES

25 
HOTELS

COUNTLESS ATTRACTIONS
including the county zoo, Miller Park,
Bucks' arena, art museum and Summerfest

East-West Bus Rapid Transit



Bringing Enhanced Frequency and Reliability to the Corridor

Place	Population	% Zero-Car Households	% Minority Population	% Population below Poverty
East-West Corridor (within ½-mile)	69,821	21%	37%	23%
City of Wauwatosa	46,396	8%	12%	6%
City of Milwaukee	594,833	18%	63%	29%
Milwaukee County	948,201	14%	46%	22%
State of Wisconsin	5,686,986	7%	17%	13%

Census 2010

East-West Bus Rapid Transit



- Approval Development: 2016
- Construction: 2021 - 2022
- Begin Service: Fall 2022



North South Transit Enhancement Study

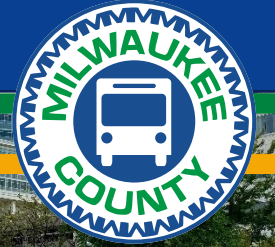


SEWRPC, Milwaukee County, and MCTS are analyzing the feasibility of enhancing transit service along and near N. and S. 27th Street



[Milwaukee North-South Transit Enhancement Study \(mkenorthsouth.com\)](http://mkenorthsouth.com)

North South Transit Enhancement Study – 27th Street



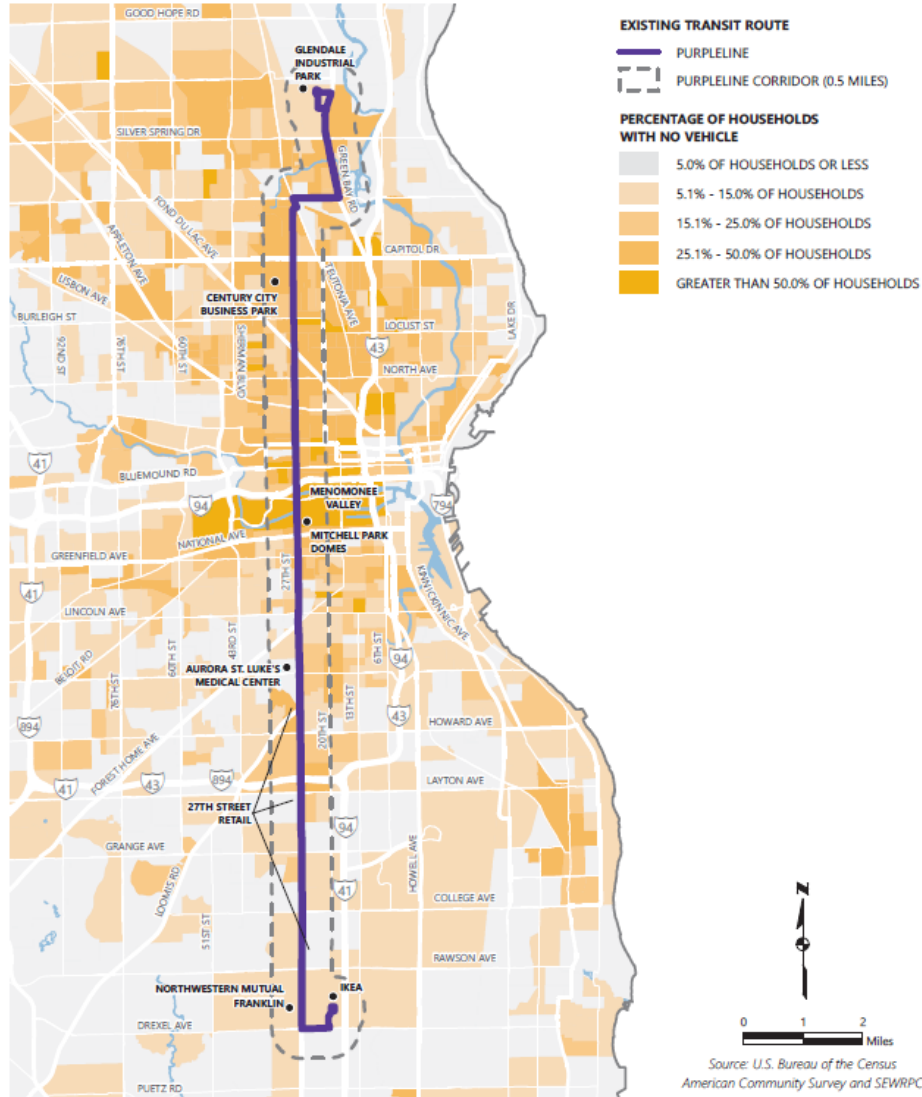
- Very High ridership (PurpleLine)
- High proportion of population is more likely to use transit
- High Density residential development
- Major Employment corridor
- Easy connections to other high frequency transit routes, including future East-West BRT



North South Transit Enhancement Study

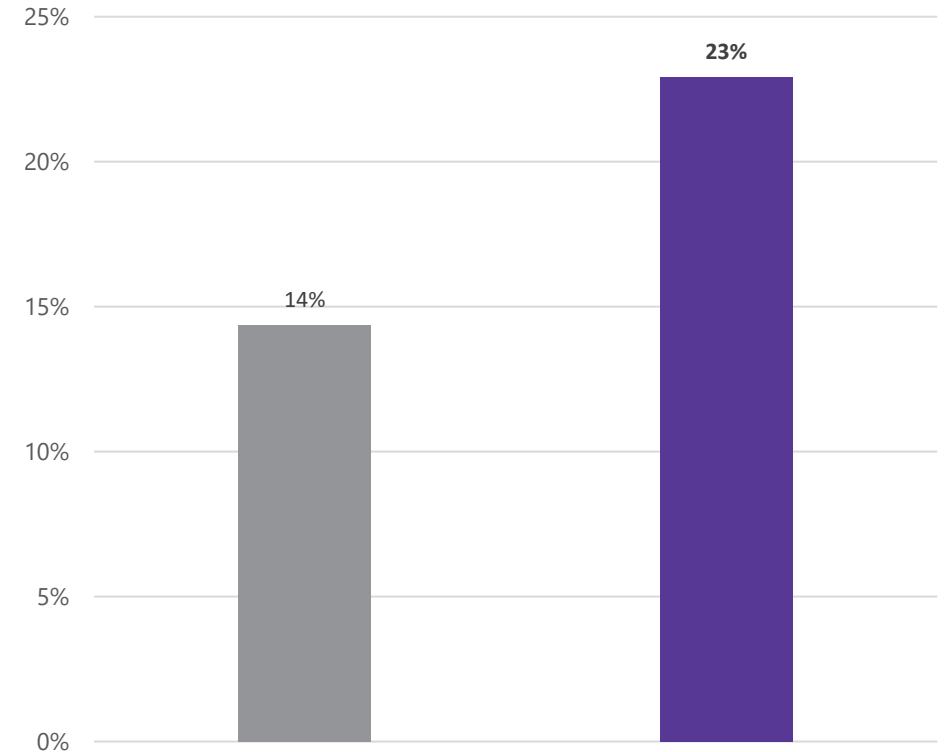
23% of households within 0.5 miles from existing stops have no vehicle available

Nearly **1 in 5 households** without a car in Milwaukee County are within a ½ mile of the **PurpleLine**



PORTION OF HOUSEHOLDS WITHOUT ACCESS TO A VEHICLE

WITHIN 0.5 MILES OF BUS STOPS



Source: U.S. Bureau of the Census American Community Survey, 2014-18

Transit Demographics

DEMOGRAPHIC DATA ALONG ROUTE 18 (GREENFIELD - NATIONAL) AND PURPLELINE (27TH) BUS ROUTES 9/9/2021

	Population	% of people who are non-White or of Hispanic / Latino origin	% of people living with a disability	% of people in poverty	% of households that are car free	% of households with one car	% of workers who take public transit to work	% of people who speak English less than "very well"	private jobs (work)	essential jobs (work)	% of people who are 65+	% of people who are 17-
PurpleLine - 27th Street	60,820	74%	15%	32%	22%	42%	10%	13%	22,518	80%	12%	29%
Route 18 National - Greenfield	38,872	47%	14%	22%	16%	43%	6%	12%	48,297	56%	12%	22%
East-West BRT Wisconsin - Bluemound	24,001	34%	11%	30%	23%	45%	7%	3%	45,491	36%	8%	12%

NOTE: Data collected from Remix software. Represents data within a one quarter mile buffer along the route.

Milwaukee County DOT and MCTS are committed to improving economic mobility through innovative transit solutions



[MCTS NEXT](http://ridemcts.com)
(ridemcts.com)



[East West BRT](http://eastwestbrtmke.com)
(eastwestbrtmke.com)



[North South Transit Enhancement](http://mkenorthsouth.com)
(mkenorthsouth.com)

Thank You!



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Demographics



Milwaukee County

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Transit Demographics



East-West BRT Corridor

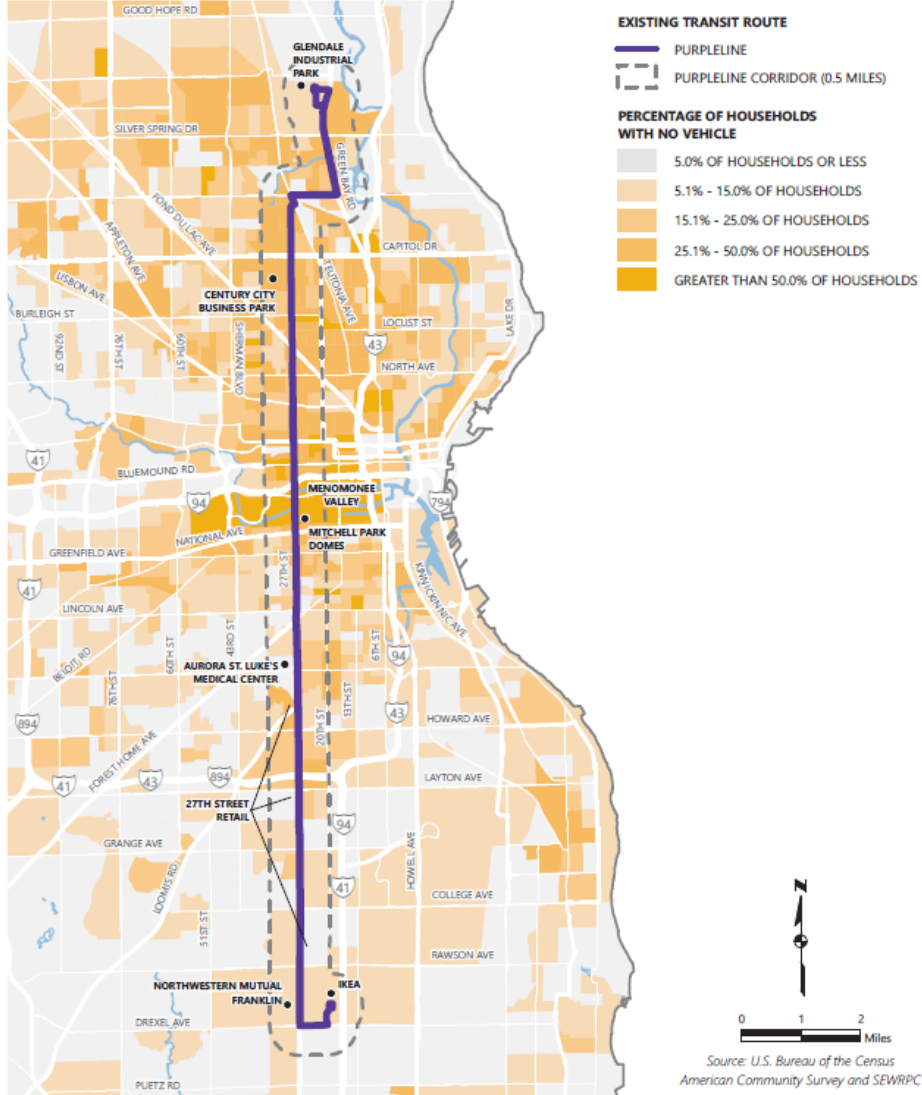
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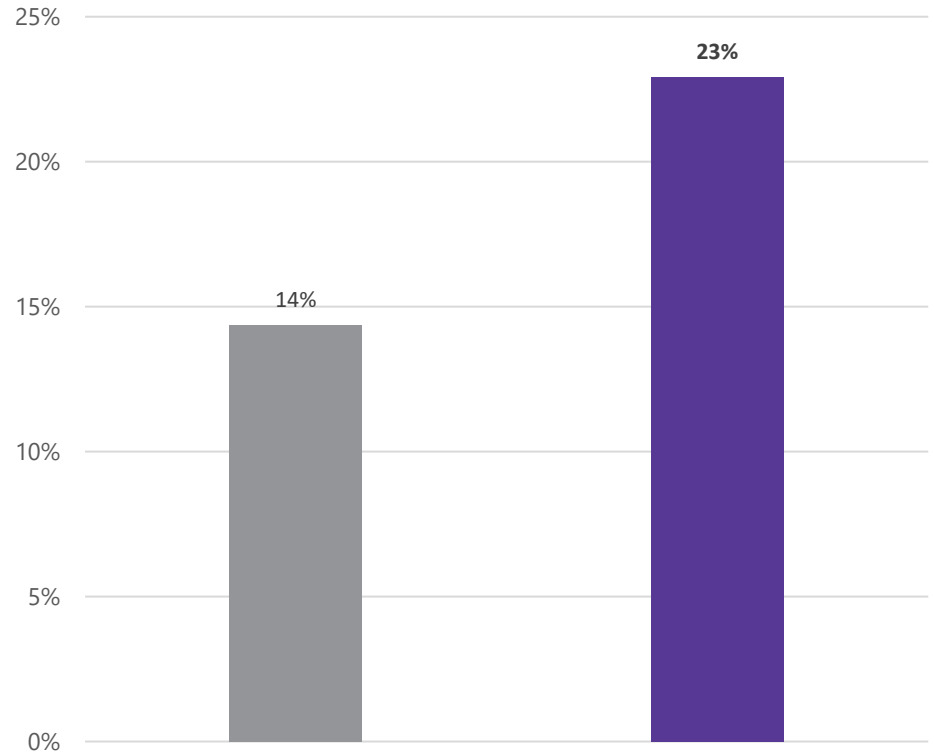
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