

Embracing New Mobility in Southeastern Wisconsin

City of Milwaukee Millennial Task Force

September 8, 2020



About RTLC

Our Mission:

We unite regional leaders around shared strategies and actions to address Southeastern Wisconsin's transportation challenges

What we do:

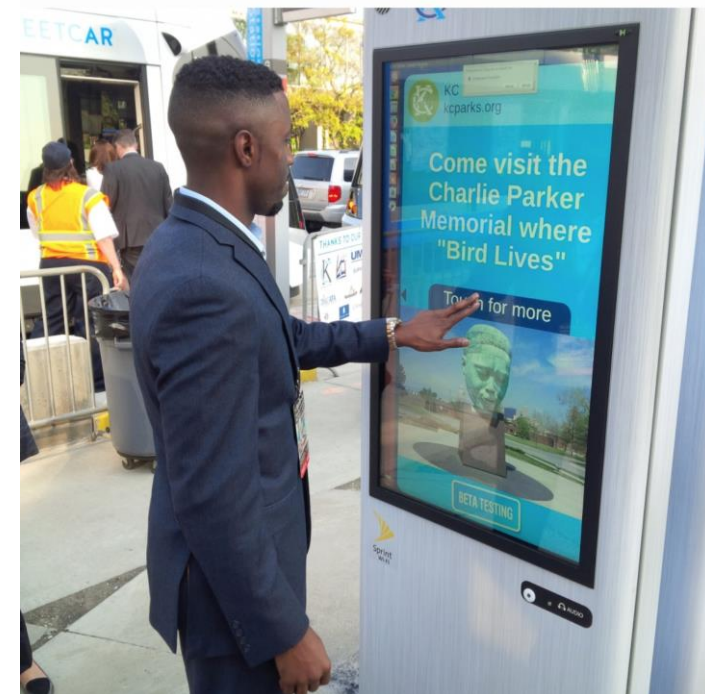
- Articulate a regional vision
- Cultivate and convene leadership
- Drive and measure results

We Champion Transportation Choices

Rapid

Regional

Modern



How Our Region Will Get There

Build on what's working

Encourage more choices

Work together across regional
lines

Champion equity



We Want to be a Region that Wins

After COVID: urgent need to get people back to work

Regions that bounce back dynamically will have an advantage

Low population growth + retirement boom = workforce shortages

Millennials ...

...show more tendency to live in cities than earlier generations

... are far more diverse than earlier generations

... are more likely to use transportation options (rideshare, scooters, transit) when/where they exist

... are less likely to own cars than earlier generations

Building on What's Working

Ranks 29th nationally for number of transit riders – about 32 million rides per year

Region	Rides per year/per capita
Chicago	68.4
Minneapolis/St. Paul	36
Milwaukee	23.5
Columbus, Ohio	11.2
Cincinnati	11.2
Kansas City	10.5
Detroit	9.6

The Region's Transit Systems

System	Yearly ridership
Milwaukee County Transit System	30,000,000
Kenosha Transit	1,400,000
Racine (Belle Transit)	1,100,000
Waukesha Metro	996,000
Milwaukee Streetcar (the HOP)	800,000
Washington County Shared Taxi	Paratransit
Ozaukee County Shared Taxi	Paratransit

Transit and Equity

National data show that communities of color more transit reliant than white communities

Communities of color experience more negative impact from transit service cuts

Transportation insecurity is major roadblock for advancement

The bus is the backbone of workforce transit

Transportation Insecurity

19% of all City of Milwaukee households lack access to a car

In 53206, 25% of households lack car access

Estimated 30,000 individuals in Milwaukee in labor pool lack valid drivers licenses

Financial burden on families

Cost of a reliable car in 2019 - \$7500 per year (AAA)

Median household income in the City of Milwaukee – \$35,000

The math doesn't add up

Spatial Mismatch

50% of jobs in four-county MKE metro are outside of the reach of a 90 minute bus ride on public transit per 2011 Brookings study

35% of jobs in metro are completely inaccessible by transit

75% of job sites in Waukesha County are inaccessible by transit

Manufacturing and retail jobs tend to be less transit accessible

Short-Term

COVID-19 Recovery:

- Emergency transportation fund for displaced workers
- Embrace Complete Streets for safe transportation modes
- Support the backbone transit system

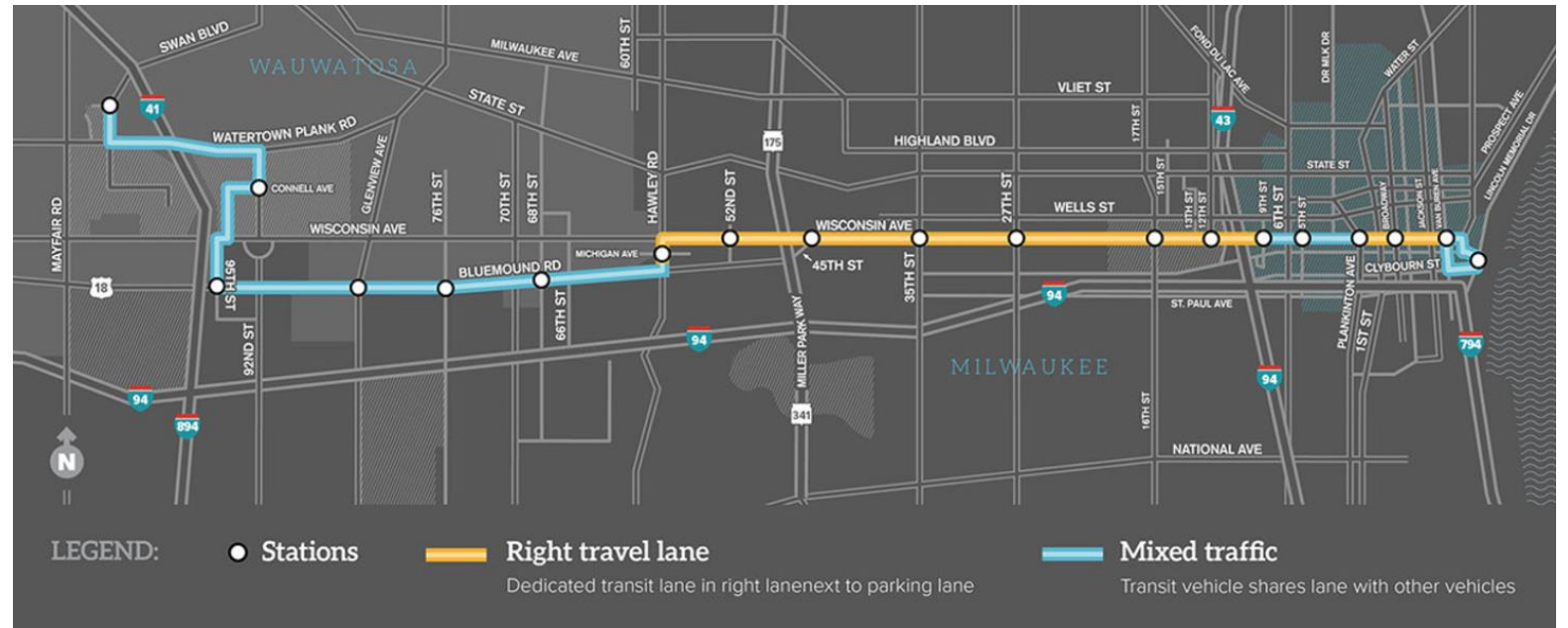
Mid-Term

East-West Bus Rapid Transit - Service Start 2022

RTLC goals:

-Advocate for "true BRT"

-Service extension into
Waukesha
County/Bluemound Road



Mid-Term



The HOP and Milwaukee BRT Transfer point at Vel Phillips Square – 4th/Wisconsin

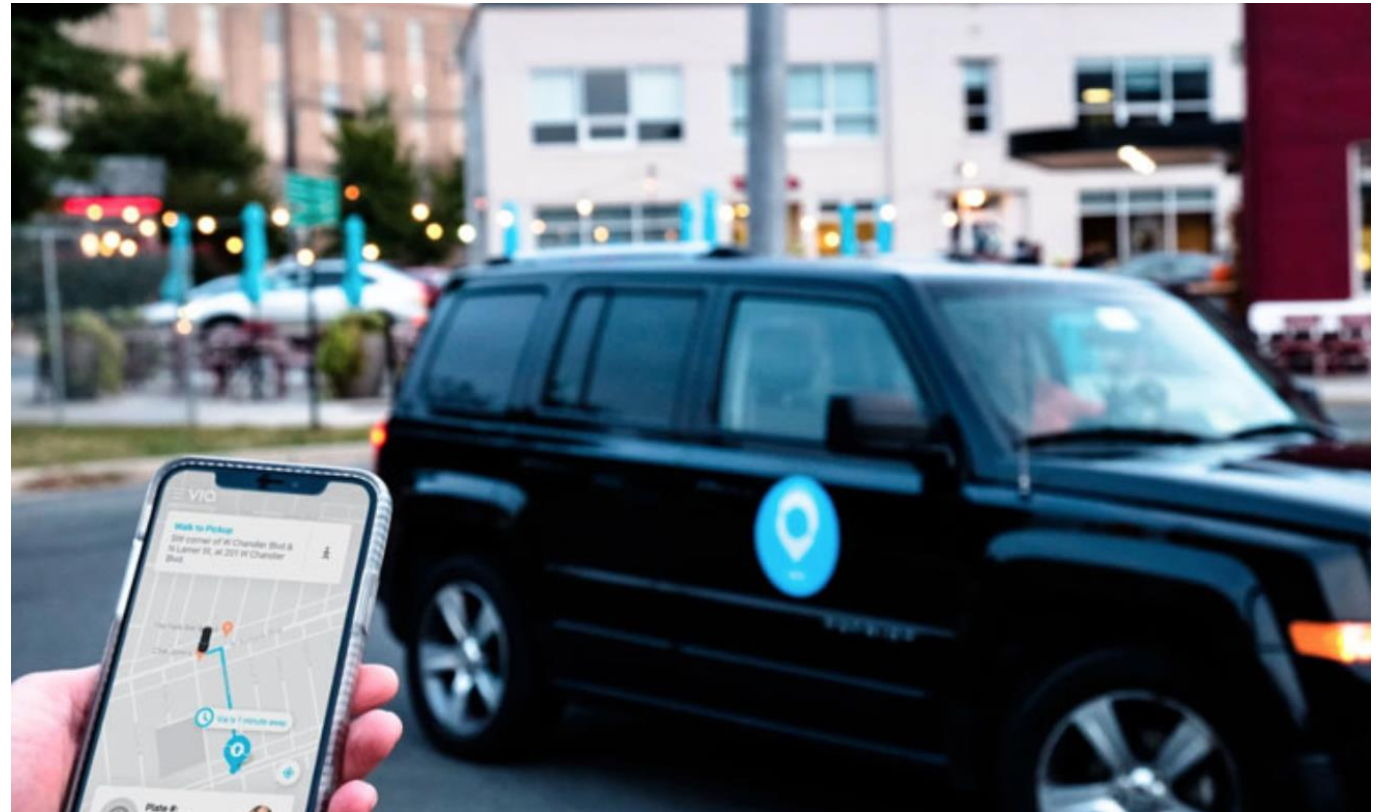
Regional transit app including MCTS, Waukesha County and The HOP

Mid-Term

RTLCL Goal:

Spearhead rideshare or microtransit service in suburban areas

Flexible, on demand service



Long-Term

One fare, one app

Flexible, on demand solutions for
low-density areas

Full integration of modes

Reliable, frequent service as backbone

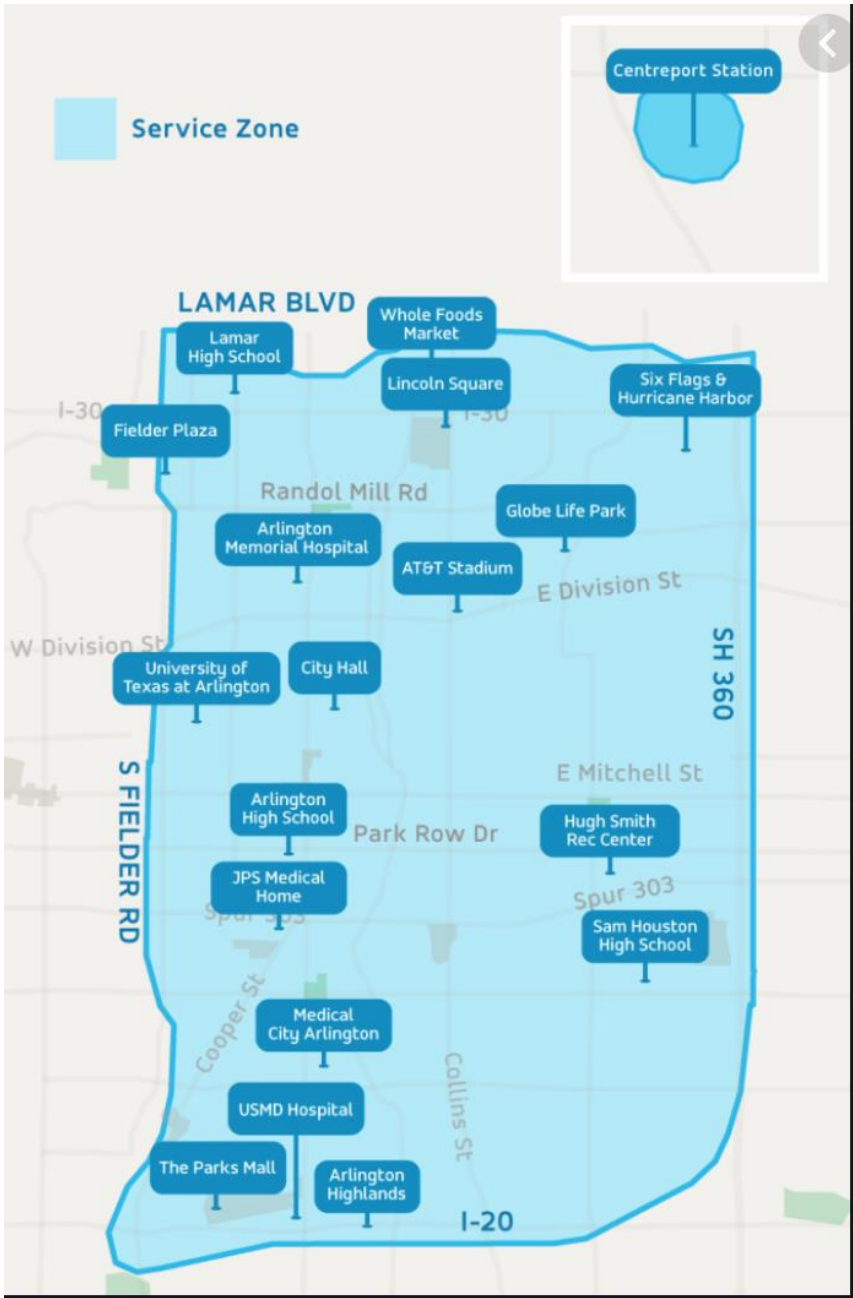


CitiesToday
INSTITUTE

Micro-transit

Reduces the uncertainty that affects suburban bus routes

- Door to door service (or close to it) – less distance to walk
- Fewer stops = faster service
- Smaller vehicles = more financially viable



Fall Symposium:

Reimagining Transportation in Southeastern Wisconsin

September 15, 2020