



North 6th Street Bus Stop Changes at Wisconsin Avenue

The northbound and southbound bus stop pair on North 6th Street at Wisconsin Avenue are at the heart of Westtown, within Downtown BID 21, and among the busiest bus stops in the entire MCTS system. These stops are served by 8 MCTS fixed routes and have seen a steady increase in ridership in recent years. In fall 2018, these stops saw a combined ridership of 555 people boarding and 530 people getting off a bus at these stops on an average weekday. By fall 2023, these stops had seen more than a 100% increase in ridership with 1,130 people boarding and 997 people getting off a bus on an average weekday. The increase in ridership has outpaced the available space between the street and buildings and, at peak travel times, the sidewalks can feel crowded and restrictive.

This document outlines proposed plans to move and improve these bus stops in the near- and long-term. By moving and improving these stops, MCTS intends to improve the bus rider experience and alleviate issues and concerns related to passengers crowding sidewalks while waiting for a bus.

Current Conditions

The northbound stop at 6th & Wisconsin is currently located on the southeast corner of the intersection, adjacent to the western end of the Hilton Milwaukee City Center property. There is an MCTS C-1 (5' x 15') bus shelter at the stop that can feel overly crowded at peak travel times. The southbound stop at 6th & Wisconsin is currently located on the southwest corner of the intersection, in front of the DoubleTree by Hilton Hotel, and experiences similar sidewalk crowding at peak travel times.

Near-Term Solution

To alleviate issues in the near-term, MCTS proposes moving both stops north across Wisconsin Avenue to mid-block locations. The northbound stop would be located in front of the Baird Center. The southbound stop would be located in front of the privately-owned parking lot (see following map for reference). These new locations would provide more space for riders waiting for their bus, space for pedestrians to pass by on the sidewalk unimpeded, and potential space for bus shelters. The proposed stop locations would aid MCTS operations by providing more space for buses to load (these stops frequently have more than one bus pulling up to load) and eliminating northbound delays as, currently, buses must wait for right-turning vehicles to clear the bus stop before pulling up to load.

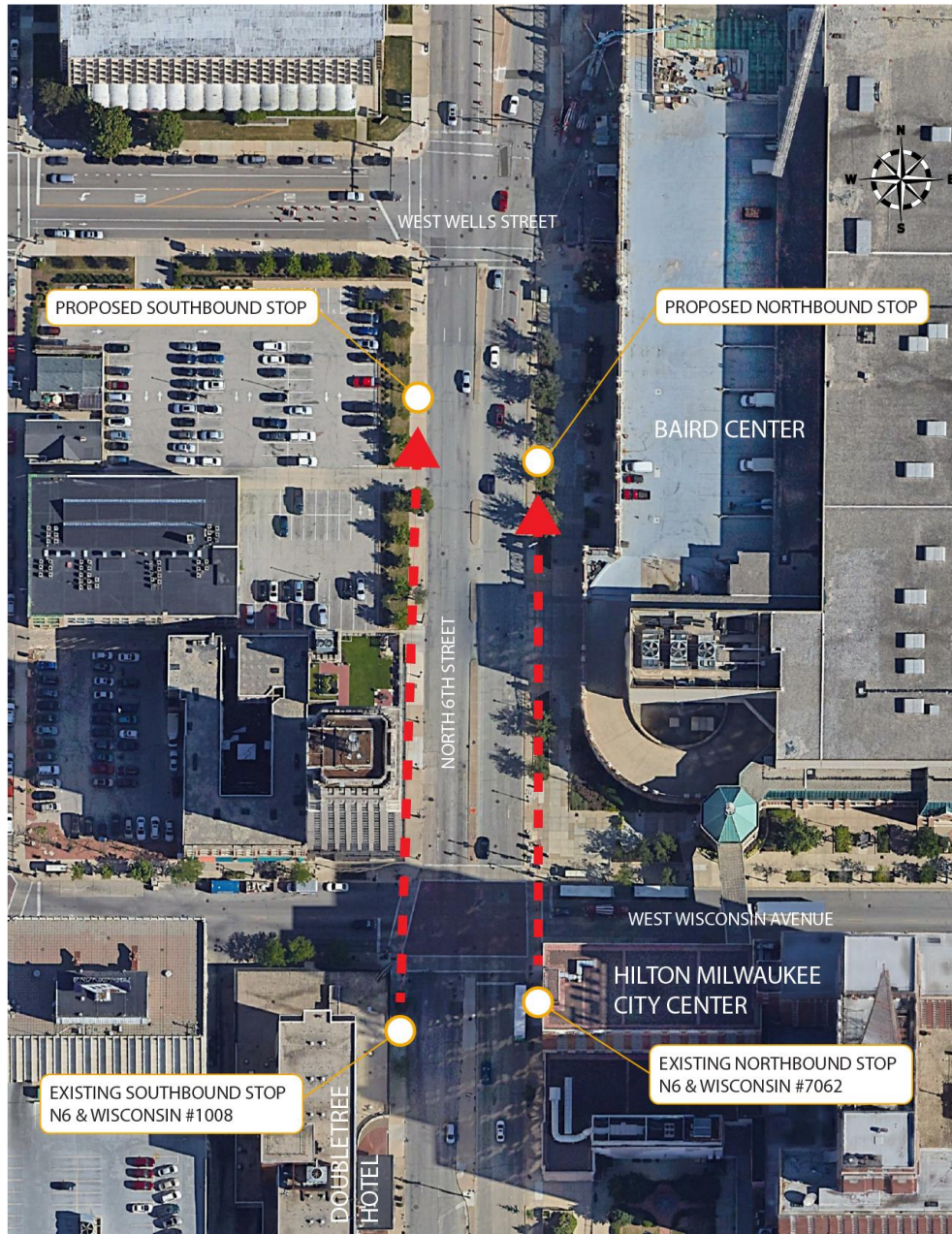
In addition to moving the bus stops, MCTS will support these new bus stop locations by providing improved maintenance and security oversight. MCTS will have CONNECT 1 (Wisconsin Avenue Bus Rapid Transit line) maintenance crews add these stops to their regular cleaning schedule. MCTS will also have Transit Safety Officers check these stops regularly to ensure the bus stops are safe and welcoming.



Milwaukee County Transit System

1942 North 17th Street • Milwaukee, Wisconsin • 53205-1697

(414) 344-4550 • RideMCTS.com



Long-Term Solution

As North 6th Street is identified as a catalytic project and part of the Transit Priority Network in the City of Milwaukee's Connecting MKE Downtown Plan 2040, there will likely be an opportunity in the future to redesign this segment of the street to better accommodate transit riders. Given the ridership and number of routes serving this corridor, dedicated and enhanced bus stops, similar to the stations found along the CONNECT 1 BRT line, could work in this location. MCTS looks forward to working with the City of Milwaukee, Westtown, Downtown BID 21, neighbors, and property owners to determine the best location in this area to locate these bus stops in the long term.