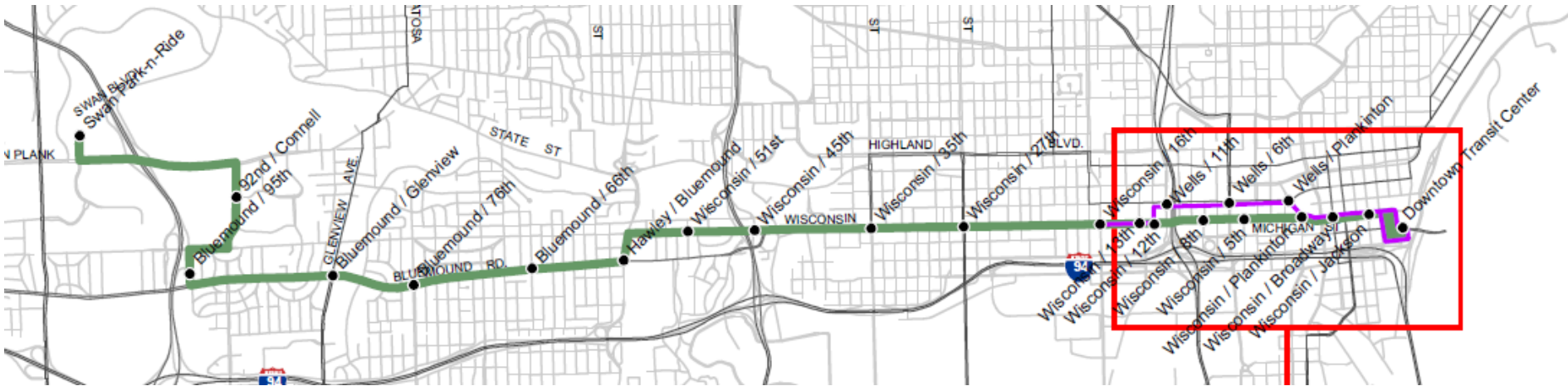


East-West Bus Rapid Transit Feasibility Study Update and Recommended Locally Preferred Alternative (LPA) Summary – City of Milwaukee, Public Works Committee and Common Council

July 13, 2016



A feasibility study to evaluate bus rapid transit service in the East-West Corridor connecting major employment and activity centers between downtown Milwaukee, the Milwaukee Regional Medical Center (MRMC), and Milwaukee County Research Park (MCRP).



Legend

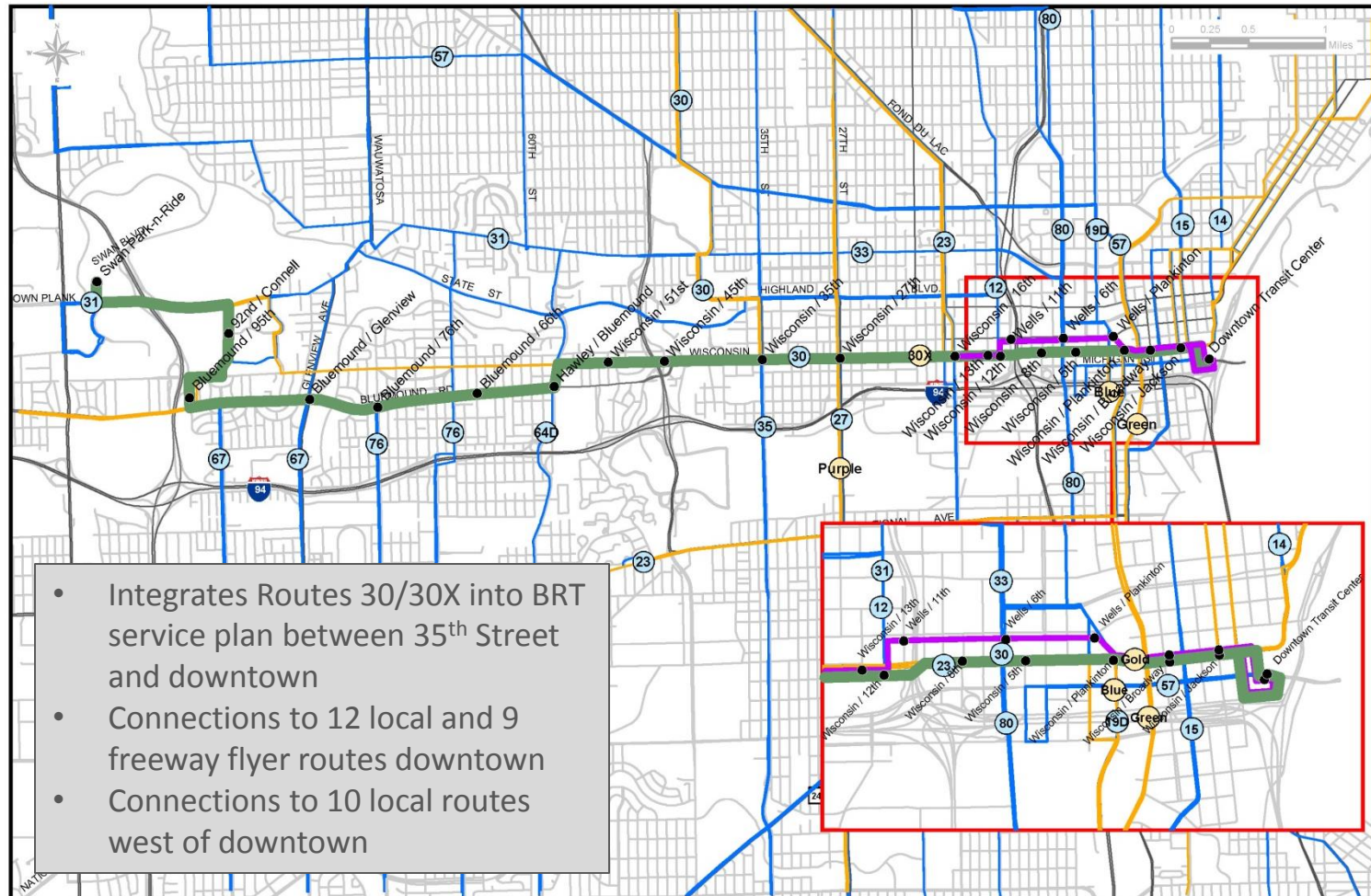
— East-West BRT LPA
Based on Technical
Analysis and
Public/Stakeholder Input

● Proposed Stations

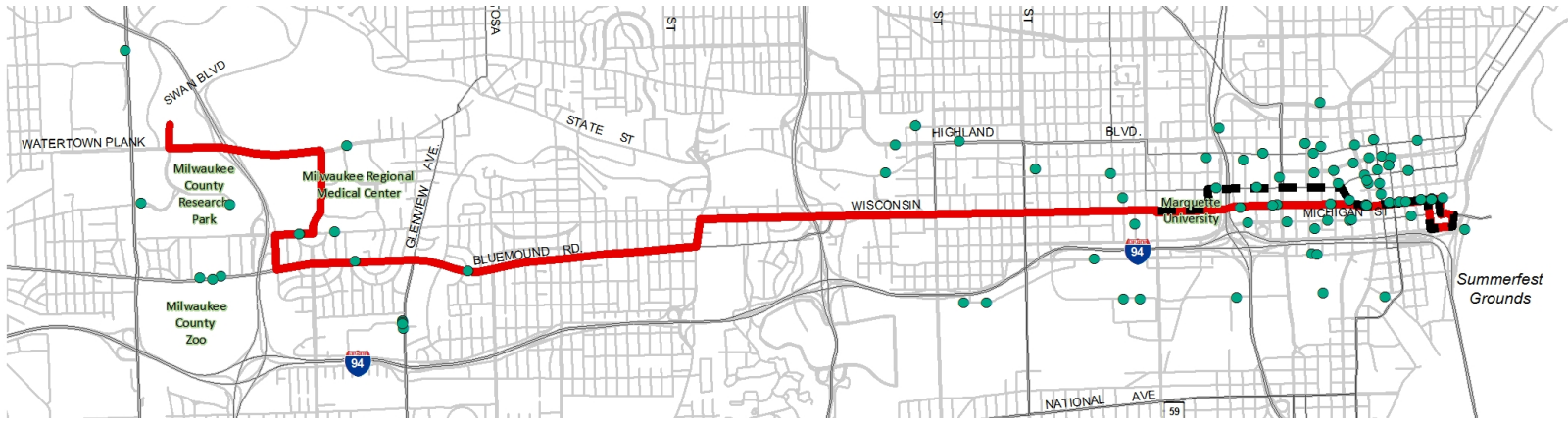
— Wells-Wisconsin Downtown
Alignment if conditions arise
where the LPA is not feasible
during NEPA/PE phase of the
project



Study Area - Connections to MCTS Routes



Major Employers and Activity Centers



Major Employers

Legend

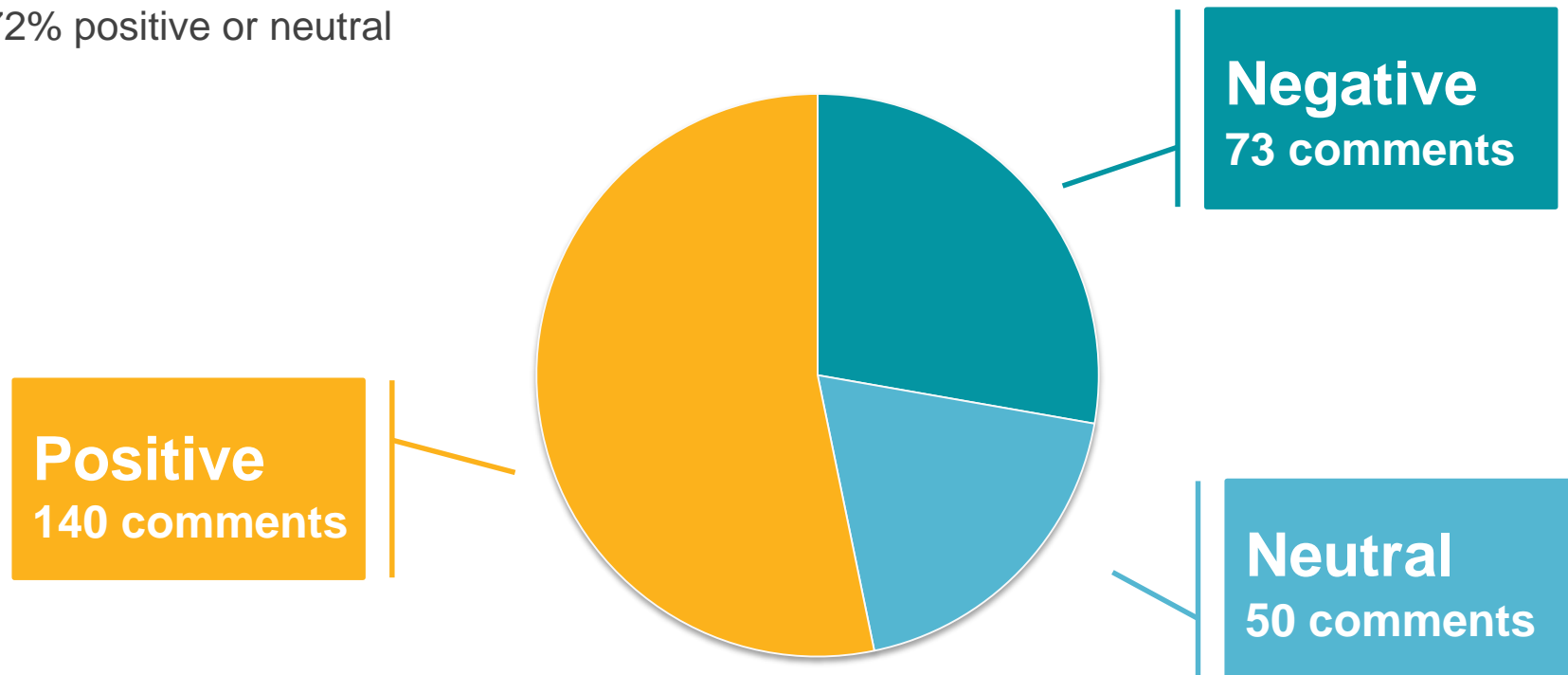
- Major Employers in Study Area with 250+ Employees
- East-West BRT LPA
- Wells-Wisconsin Alternative

- Downtown Milwaukee is the largest employment hub in Milwaukee County
 - 81,000 jobs, new investments, 25,000 residents and growing
- Corridor has retail centers and strong neighborhoods in both Wauwatosa and Milwaukee, including the Near West Side Neighborhood:
 - 30,000 employees and 40,000 residents
- The MRMC/MCRP is a significant employment center and statewide/regional destination
 - Over 16,000 employees and 30,000 daily visitors
 - MCRP has 4,600 employees

Public Feedback to Date

COMMENTS RECEIVED

- 263 comments received from public meetings and online
 - 72% positive or neutral



The Outcomes of East-West BRT

- **Outcomes to transit riders**

- Improves existing corridor transit service by:
 - Operating every 10 minutes on weekdays
 - Arriving at downtown stops every 5 minutes during rush hours (either an East-West BRT or Route 30/30X bus)
 - Saving up to 13 minutes in transit travel time between downtown and the Swan Blvd. Park-and-Ride lot
 - This savings translates into over 112 hours a year, which is valued at \$1,464
 - Saving up to 8 minutes in transit travel time between downtown and MRMC
 - This savings translates into over 69 hours a year, which is valued at \$901
 - Connecting downtown to Miller Park in just over 15 minutes
 - Connecting Marquette to the Milwaukee Art Museum in 11 minutes
 - Connecting Wauwatosa to Riverside in 23 minutes
 - Connection the west side (35th Street) to MRMC in just over 17 minutes
-

The Outcomes of East-West BRT

- **Outcomes to communities**
 - Provide cost-effective alternative to a car
 - Owning a car costs corridor residents an average of \$755/month, compared to \$64/month for an MCTS pass
 - Expand mobility
 - Improve access for those who cannot or choose not to drive
 - 7,250 to 9,250 corridor residents depend on transit
-

The Outcomes of East-West BRT

- **Outcomes to commuters**
 - Reduce congestion
 - Removes up to 6,700 cars daily
 - Approximately 77% of those cars travelling along Bluemound Road and Wisconsin Avenue are single-occupant;
 - Improve safety
 - Dedicated lanes reduce traffic weaving
 - Dedicated lanes mean cars won't get stuck behind buses



The Outcomes of East-West BRT

- **Outcomes to businesses**
 - Catalyze economic development
 - Peer agencies have seen \$500 million or more in investment along BRT routes
 - Increase employee attraction and retention
 - Expand preferences for potential and current employees
 - Changing trends towards urban, car-independent lifestyles
 - Increase foot traffic
 - People getting off and on the BRT translates into foot traffic and street activity
 - Attracts businesses and community investment in station areas and along the route because the infrastructure signals permanent investment
-

The Outcomes of East-West BRT

- **Outcomes to the region**
 - First investment in a regional BRT network
 - Will be part of SEWRPC's Vision 2050 Plan
 - East-West Corridor is the spine of the MCTS system
 - Opportunity for future extensions to Waukesha and UWM
 - Provide regional, multi-modal connections
 - Expand access through connections to Swan P&R and the BublR Bike Share system
 - Improve air quality
 - Generate a 17 million-mile annual reduction in vehicle miles travelled
 - Leverage federal funding that is not otherwise available locally



Examples and Features of BRT

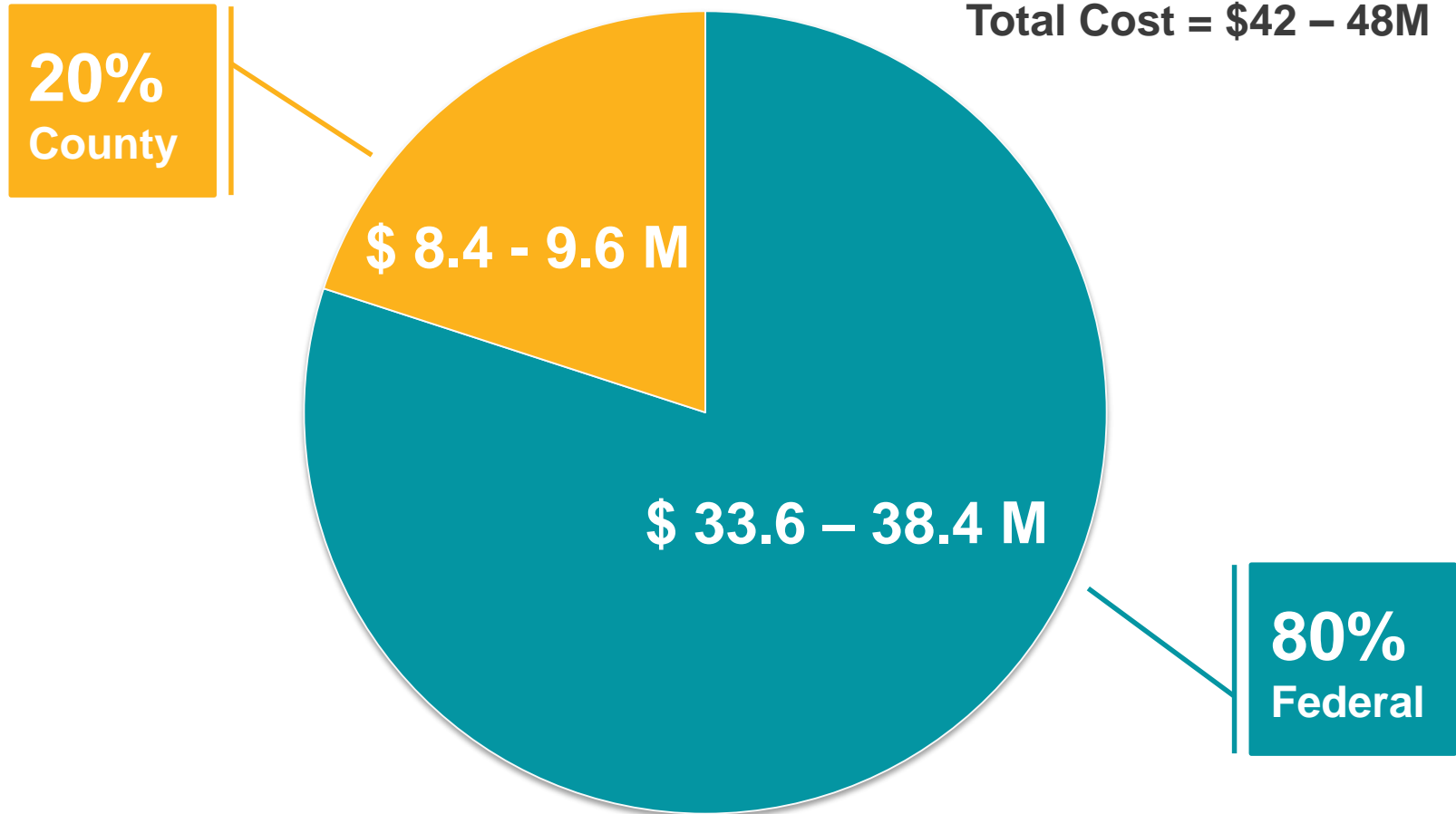


- Efficient platform design
- Exclusive travel lanes
- Fewer stops, more efficient travel
- Frequent headways
- Transit signal priority and real time messaging technology
- Pre-board ticketing



BRT Capital Cost Sharing

Total Cost = \$42 – 48M



FTA Process



ONGOING PUBLIC ENGAGEMENT



We are here

**Feb - June
2016**

**Summer
2016**

2017

2018 - 2019

Next Steps

MAY/JUNE

- On May 26th, County Board approved \$2.1M to advance environmental review, design and preliminary engineering process.
- On June 14th, City of Wauwatosa's Transportation Affairs Committee approved LPA.
- On June 21st, City of Wauwatosa's Common Council approved LPA.

JULY

	Approvals Timeline
Milwaukee	
Public Works Committee	7/13
Common Council	7/26
Milwaukee County	
Transportation Committee	7/13
County Board	7/28

- City of Milwaukee approval
- Milwaukee County Board approval

AUGUST

Submit FTA Small Starts application

Next Steps - Request

- Resolution to support the following:
 - LPA of the East-West Bus Rapid Transit Feasibility Study which concludes that Milwaukee County is seeking to develop a Bus Rapid Transit (BRT) line operating from Michigan Street and Lincoln Memorial Drive in the City of Milwaukee to the Swan Boulevard Park and Ride lot in the City of Wauwatosa.
 - Milwaukee County and the City of Milwaukee work together to finalize the alignment and provide further analysis during the environmental review, design and preliminary engineering phases of the project.
 - City of Milwaukee has additional opportunities to review and approve final alignment at conclusion of engineering and prior to commencement of construction.
-