

Project Overview

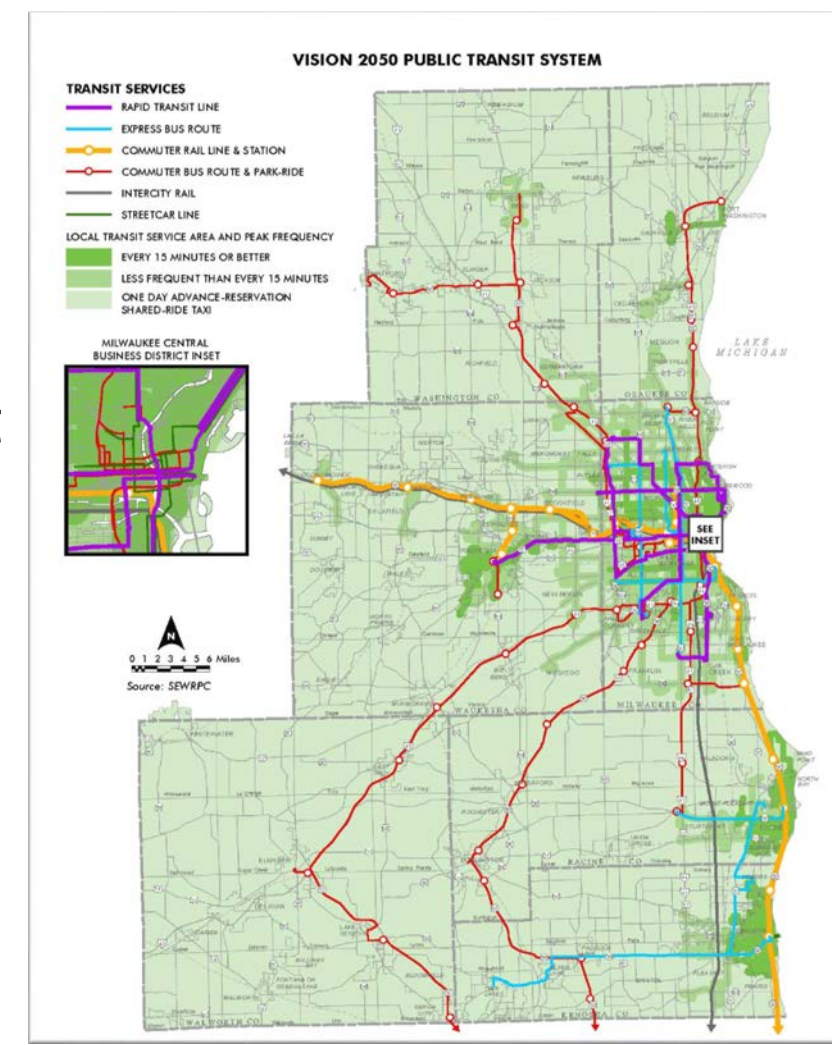
Annual ITS Forum

November 8, 2017

EAST
WEST **BRT**

The East-West Corridor

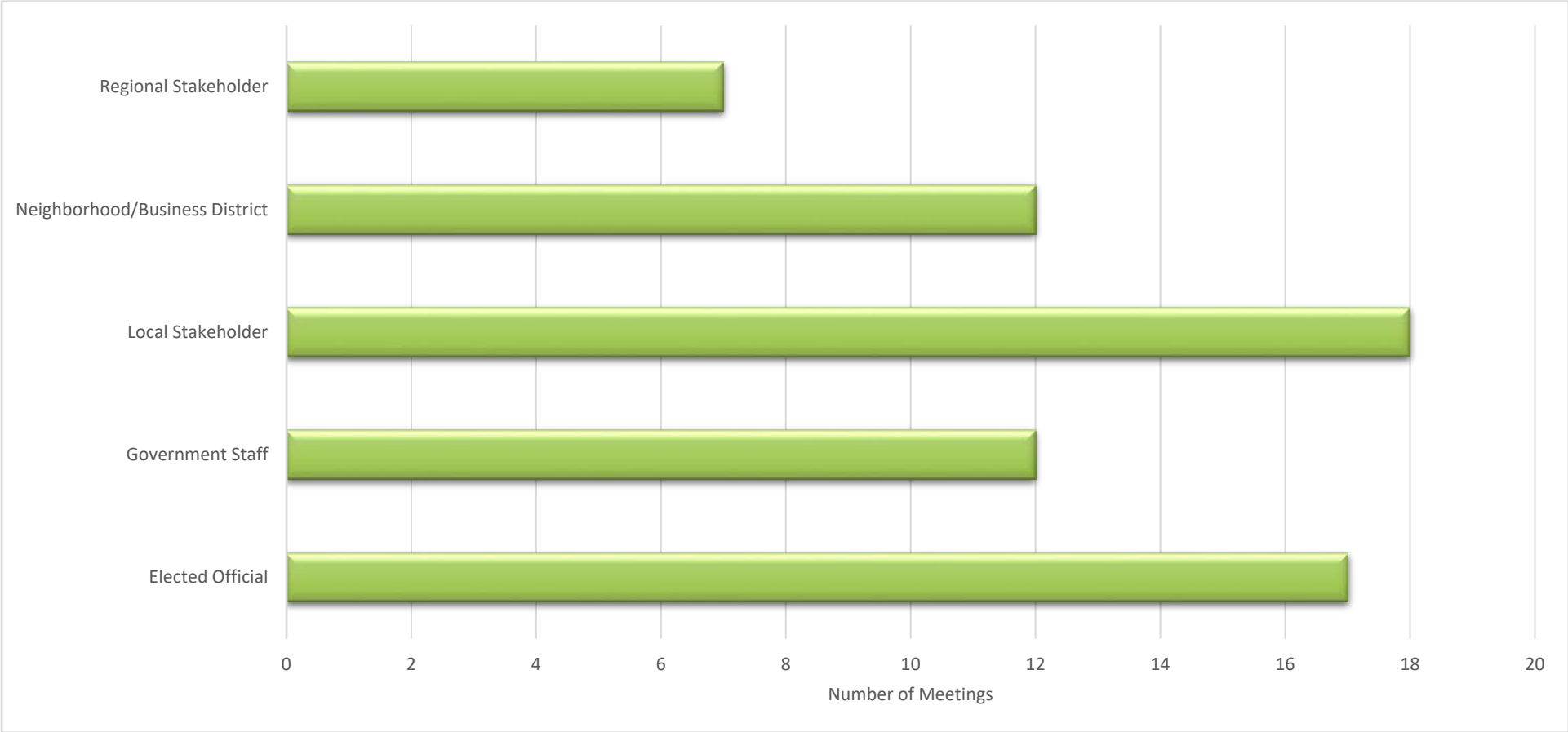
- 9-mile regional, modern bus rapid transit service
- Connects downtown, Near West Side, Marquette University, Wauwatosa and the MRMC
- Provides improved access to region's most vital, most traveled and most congested corridor by building on existing MCTS routes
- Key part of regional transportation plan
- Provides opportunities to spur development of and connections to more corridors in region



Project Overview

- Participants:
 - Project Champion: Milwaukee County
 - Project Lead: MCTS
 - Consultant Support: AECOM/HNTB
 - Project Phases
 - Feasibility Study 2016
 - PE 2017
 - EA underway
-

Stakeholder Engagement



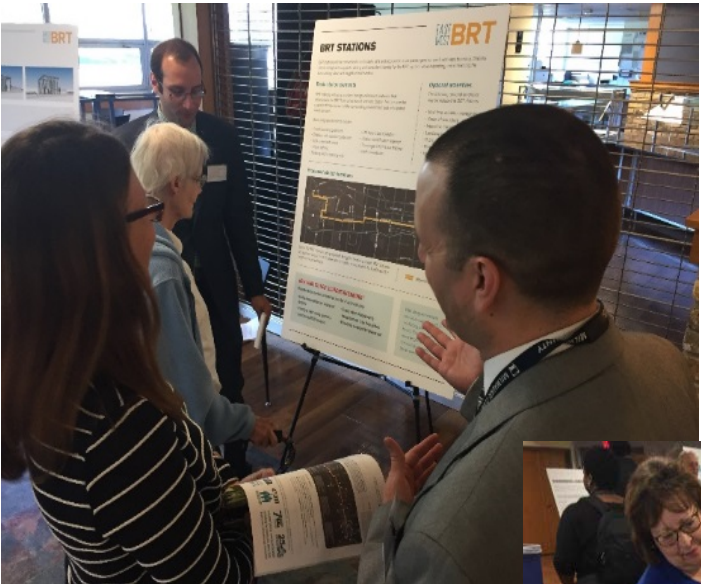
Nearly 70 stakeholder meetings held from Jan. 2017 to June 2017

Stakeholder Engagement

Public Meetings – Design Kick-off Meetings

- Decisions:
 - BRT Lane Configurations
 - Station Locations
 - Station Designs

- Meeting Format
 - Open House style at two locations
 - Marquette High – 6/7/2017
 - Zoofari – 6/8/2017
 - Total Attendance: 284 people



Stakeholder Engagement



Public Meeting Notifications

- **Website:** Home page advertising
- **Mailings:** May 18, 2017 - 9,340 postcards mailed to occupants within one block
- **Project contact list:** May 19, 2017 E-Blast to 875 recipients BRT meeting.
- **Third party coordination:**
 - Elected officials in Milwaukee and Wauwatosa,
 - 47 neighborhood associations in Milwaukee and Wauwatosa
 - 212 organizations that represent minority, low-income, disabled and transit dependent populations.
- **Press release:** June 1 & June 6 - MCTS press release
- **MCTS social media accounts:** June 1, 2017 to 14,000 Facebook and 4,000 Twitter followers.
- **MCTS e-blast:** May 19, 2017 to approx. 8,500 recipients

An invitation flyer for the East-West BRT design kick-off meeting. The flyer is titled "YOU ARE INVITED!" and features the "EAST WEST BRT" logo. It provides details for two meeting options: Wednesday, June 7, 2017 (5-7 p.m.) at Marquette University High School, and Thursday, June 8, 2017 (5-7 p.m.) at Zofas Center. The flyer lists information available, such as recommended BRT lane configurations, proposed station locations, traffic and parking considerations, and safety considerations. It also includes an "ABOUT" section and contact information for email and web.

YOU ARE INVITED! EAST WEST BRT

Please attend an upcoming design kick-off meeting to preview the proposed design plans for the East-West Bus Rapid Transit (BRT) project and provide your input.

Information will be available on:

- Recommended BRT lane configurations
- Proposed station locations and designs
- Traffic and parking considerations
- Safety considerations
- Project costs and schedule

ADA accommodation requests should be filed with the Milwaukee County Office for Persons with Disabilities, 278-2932 (voice) or 711 (TTS), upon receipt of this notice.

ABOUT East-West BRT is Milwaukee County's planned 9-mile regional, modern transit service connecting major employment, education and recreation destinations through downtown Milwaukee, Milwaukee's Near West Side, Marquette University, Wauwatosa and the Milwaukee Regional Medical Center.

TWO MEETING OPTIONS

Wednesday, June 7, 2017
5-7 p.m.
Marquette University High School
3306 W. Michigan Street
Milwaukee, WI
Guests may park in east-side lot and enter building on Michigan Street.

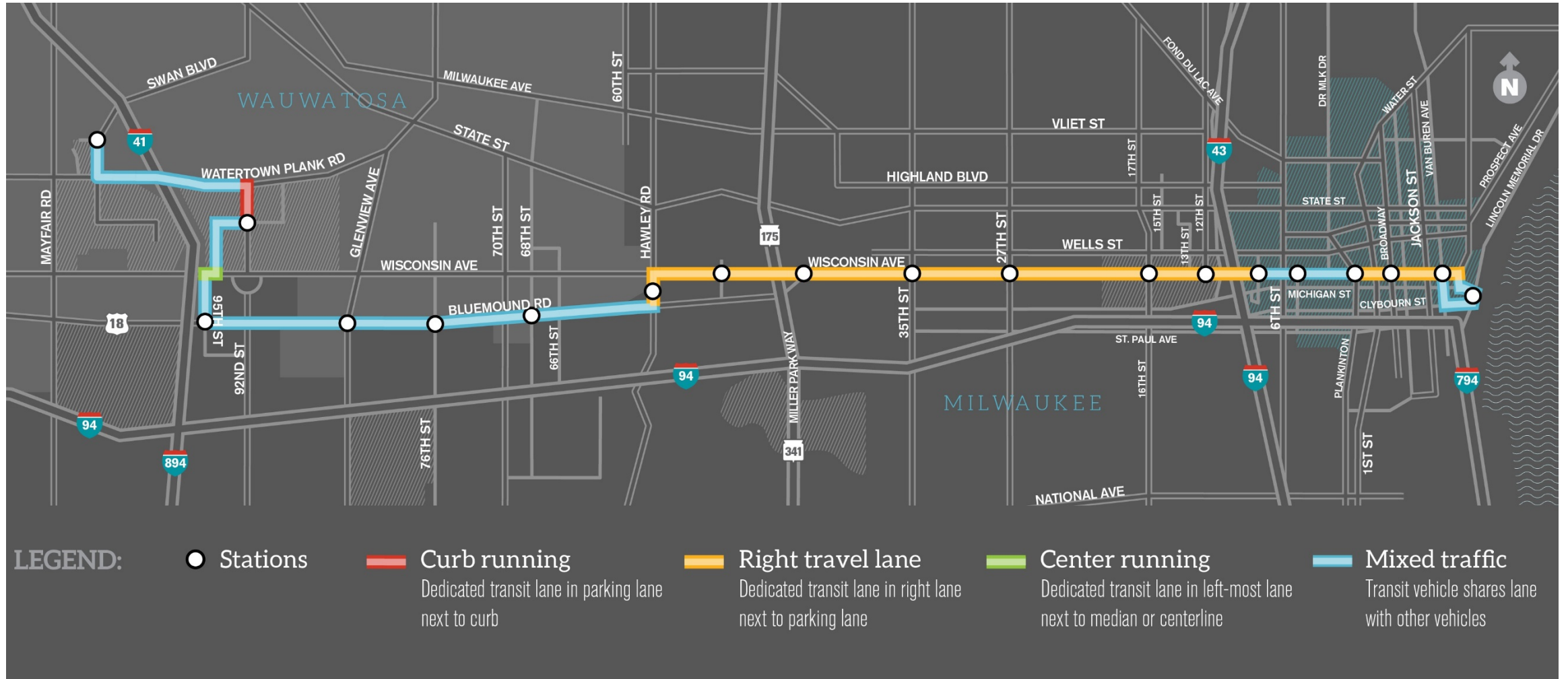
Thursday, June 8, 2017
5-7 p.m.
Zofas Center
5715 W. Bluemound Road
Milwaukee, WI
Enter from Blomquist Plaza. Free on-street parking available.

The public is welcome to come anytime between 5 and 7 p.m. to review project displays, talk with project staff, and provide comments.

TAKING TRANSIT?
View routes and schedules at RideMCTS.com, or call MCTS at 414-544-6711.

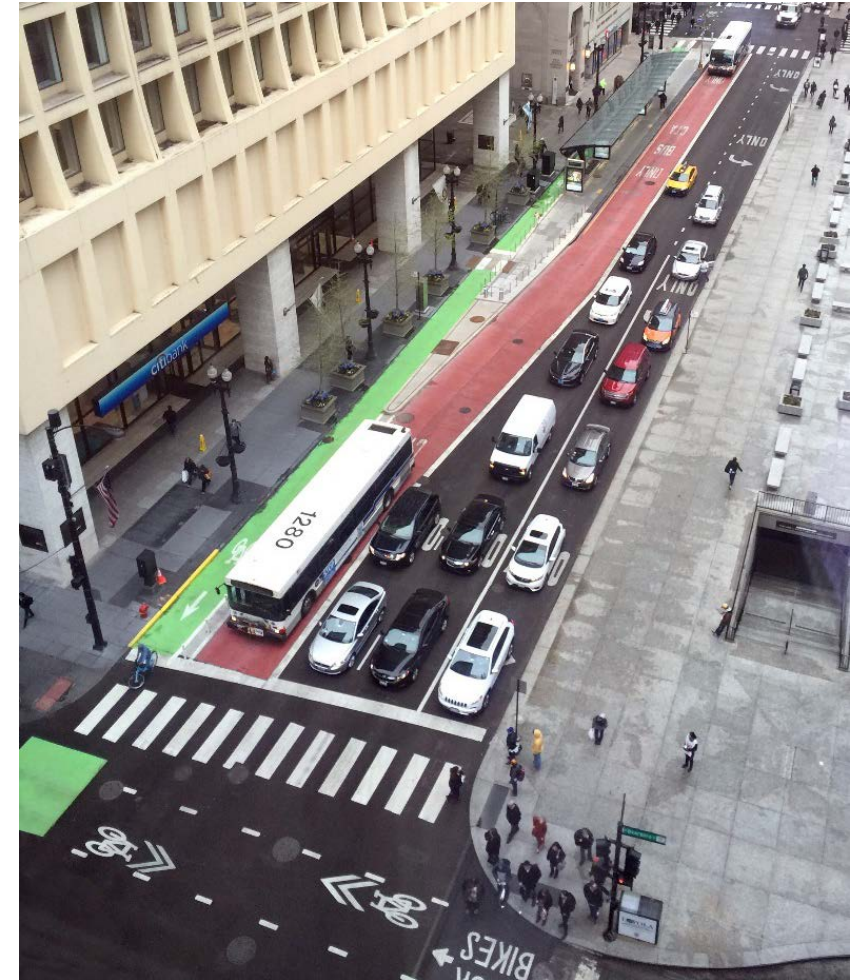
EMAIL: contact@eastwestbrt.com WEB: www.eastwestbrt.com

The East-West Corridor



Why BRT?

- BRT plays a vital role in a **healthy, multimodal** transportation system that connects people to **jobs**, and businesses to their **customers**
- BRT is **cost-effective, efficient** and has been proven to increase transit use with **improved service** frequencies, travel time and reliability
- BRT supports and sparks millions of dollars in **economic development**
- BRT meets a critical need to **mitigate traffic congestion** during the multi-year reconstruction of I-94



Who Will Use BRT?

The East-West BRT is projected to average over 10,000 daily riders by 2035 and increase overall transit ridership in the corridor by 31 percent. Ridership will be fueled by activity generators within the half-mile station area around the preferred route including ...


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

What is BRT?

High quality, cost-effective bus-based regional transit system with:

- Unique branding
- Specialized vehicles
- Enhanced stations
- Off-board fare collection
- Transit-only lanes
- Traffic signal priority
- Frequent service
- Fewer stops



ITS Components

- Intersection Enhancements
 - TSP,
 - Transit Only,
 - Timing Adjustments,
 - Pre-emption
- Potential Station Elements:
 - Real Time, Wireless Access, CCTV
- New Transit App



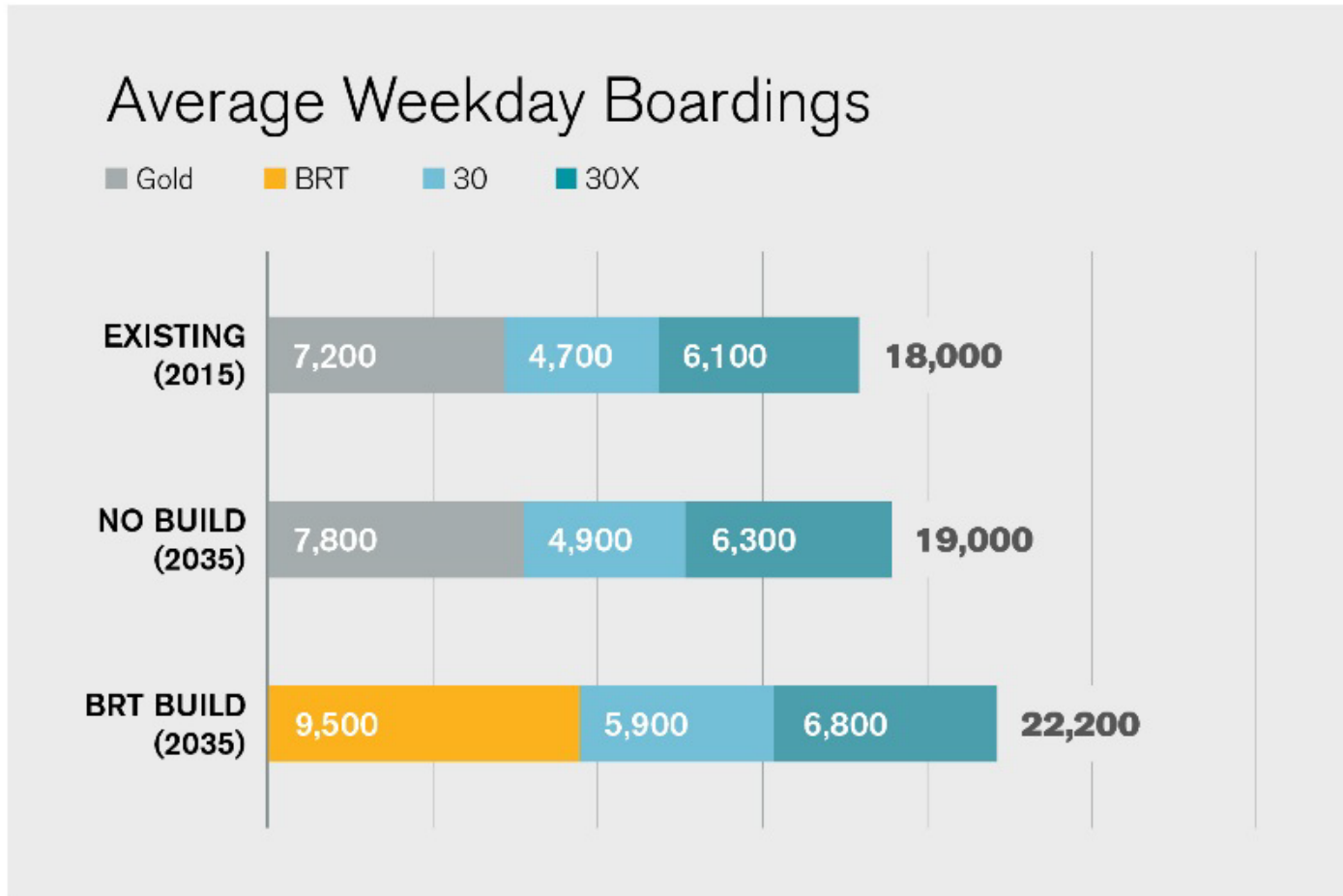
An advertisement for the Ride MCTS app. On the left is a smartphone displaying the app's 'My Tickets' screen, which includes a 'Ticket Activation' dialog box with 'Cancel' and 'Activate' buttons. In the center is a blue square with the word 'Buy' in white. To the right is a yellow rectangular box containing the text 'Plan. Buy. Ride.' followed by a paragraph: 'With the Ride MCTS app you never need to worry about cash or schedules again. Open the app, plan your trip, buy your fare and get on board. It's simple as A to B!' and 'The Future is Here' with a right-pointing arrow icon. Navigation arrows are on either side of the central elements, and a series of five dots (the first is green) is at the bottom right.

Intersections

- Pre-emption
 - Swan Blvd SBL and Watertown Plank
 - Watertown Plank NBL and 92nd
 - WI Ave and EBL 94th/WBL 95th
 - Bluemound Rd EBL and Hawley Rd
 - WI Ave WBL and Hawley Rd (transit only)
 - WI Ave and 36th, 35th, 27th
- TSP
 - Watertown Plank EBT/WBT and Discovery Pkwy
 - Watertown Plank EBR and 92nd
 - Bluemound Rd EBT/WBT and 92nd
 - Bluemound Rd EBT/WBT and 76th (adjust cycle)
 - Bluemound Rd EBT/WBT and 68th (adjust cycle)
 - Wisconsin Ave/46th, 45th, 32nd, 26th, 24th, 19th, 17th, 16th, 13th, 12th, 5th, Plankinton



Corridor Ridership



By 2035, the BRT project results in:

17%

CORRIDOR RIDERSHIP INCREASE
No Build vs. Build

9,500

AVERAGE WEEKDAY BRT BOARDINGS

Project Features



Up to 19 stations

connect regional network of major employment centers, education facilities and recreational destinations



Modern, hybrid electric buses provide a quiet, comfortable, sustainable vehicle with features for easy boarding and interior bike storage



Reliable and predictable travel times through the use of dedicated lanes (over 50% of the corridor length), fewer stops, traffic signal priority and pre-board ticketing



Reduces traffic congestion by attracting more transit riders and removing thousands of cars from the corridor



More frequent daily service with buses every 10 minutes during peak hours and midday, and every 20-30 minutes in early morning, evening and late-night

Project Phases

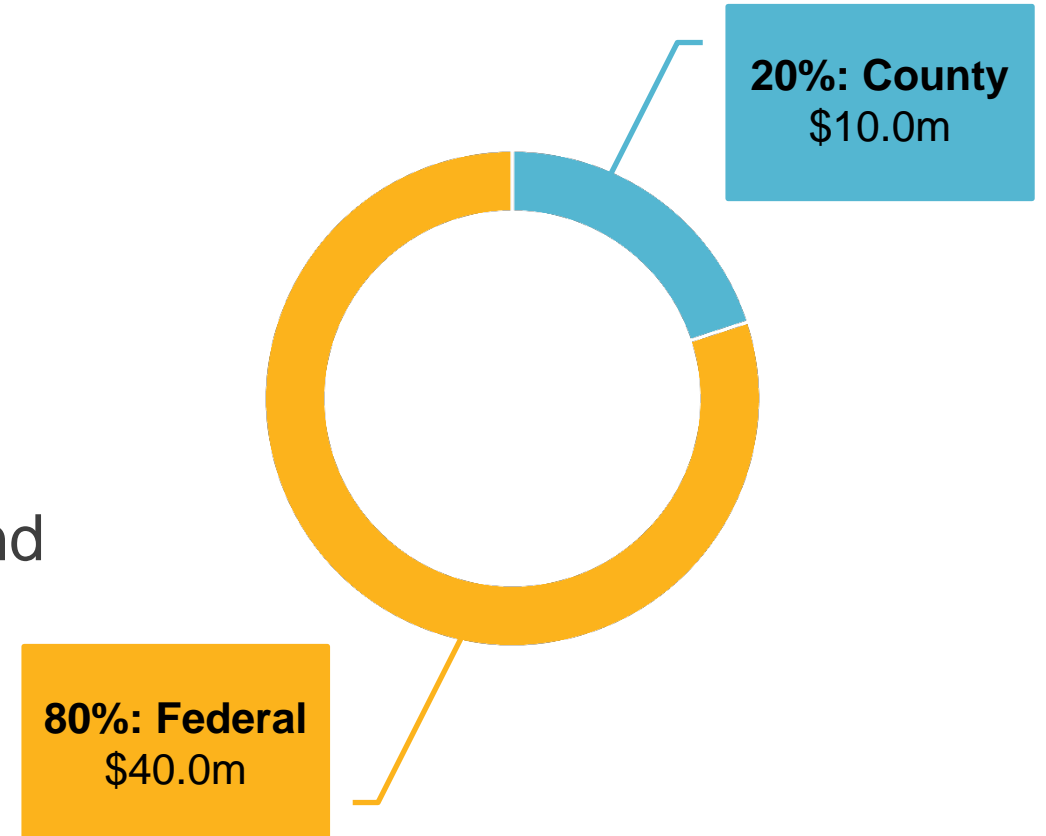


Key 2017 project decisions

- **Lane configuration**
 - Dedicated lane locations
 - Curb running, right travel lane, center running and mixed traffic
- **Station locations**
 - Final station locations
- **Station design**
 - Appropriate size and design of each station

Costs/Funding

- Capital Cost (\$50 million)
 - Federal Small Starts: up to 80 percent
 - Local match: minimum 20 percent
- Annual Operations Cost
 - New BRT service will only add about 1 percent to MCTS's overall operating and maintenance costs
 - Funded under existing MCTS, which is resourced through fares, state and federal funding



Questions?

For more information:

www.eastwestbrt.com

<http://www.eastwestbrt.com/design-kick-off-meeting.html>

Or contact:

Dan Basile – MCTS Project Manager
dbasile@mcts.org

The logo for East West BRT. The words "EAST" and "WEST" are stacked vertically on the left in a teal, sans-serif font. To the right of this, the letters "BRT" are displayed in a large, bold, orange, sans-serif font.