Project Overview

Annual ITS Forum
November 8, 2017
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
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
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 jobs**
- **47,000 residents**
- **7 medical facilities**
- **25 hotels**
- **100+ businesses with 250 or more employees**

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
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
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:

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