

**County of Milwaukee**  
**Interoffice Communication**

**DATE:** 8/17/2017  
**TO:** Theodore Lipscomb, Sr., Chairman, County Board of Supervisors  
Michael Mayo, Sr., Chairperson, Transportation, Public Works & Transit Committee  
**FROM:** Brian Dranzik, Director, Department of Transportation  
**SUBJECT:** Improve Service on Capitol Drive by Reallocating Route 62 Buses to the RedLine

POLICY

Proposed additions, deletions, and modifications to transit routes and services are subject to approval by the County Executive and County Board of Supervisors.

BACKGROUND

The RedLine bus route was initiated within the Capitol Drive transit corridor in 2012 with Congestion Mitigation and Air Quality (CMAQ) Improvement Funds. The RedLine was created from Milwaukee County Transit System (MCTS) Route 62 by removing lesser used bus stops to provide for faster travel times between the University of Wisconsin – Milwaukee and 124th Street, a distance of approximately 10 miles. Meanwhile, a shortened version of Route 62 was retained to provide for the continuation of local bus stops along a five (5) mile stretch of Capitol Drive between Humboldt Avenue on the east and N. 76th Street on the west. The distance between bus stops on Route 62 is about half of the distance between bus stops on the RedLine. As the RedLine has increased in popularity there is less reason to continue Route 62. (see attached map)

The RedLine carries about 5,400 passengers each weekday at a productivity of 45.7 passengers per bus hour. Meanwhile, Route 62 carries about 2,700 passengers each weekday at a productivity of 40 passengers per bus hour. Where the RedLine bus route overlaps Route 62, most passengers board at bus stops that are served by both routes. MCTS is proposing to add the following six (6) Route 62 bus stops in each direction to the RedLine's list of bus stop locations: 7th Street, 24th Street, 29th Street, 39th Street, and 64th Street. As a result, 96% of riders in the Capitol Drive transit corridor will continue to use the same bus stops that they use today.

The remaining Route 62 bus stops are used by fewer than 4% of passengers in the Capitol Drive transit corridor. These passengers would have to walk a short distance (1 to 3 blocks) to reach a RedLine bus stop. The tradeoff for this small number of passengers is frequent service with direct access to more destinations and opportunities to transfer onto intersecting bus routes.

Reallocating Route 62 buses to the RedLine improves transit in the Capitol Drive transit corridor:

- Passengers will only have to carry a schedule for one route and those using the website or a mobile App would more clearly see when the next bus is arriving
- Passengers will not have to choose between waiting at an independent Route 62 bus stop or seeking a combined bus stop for RedLine/Route 62
- Travel times and the frequency between buses will be more uniform.

Outreach activities will commence with stakeholders such as Riverworks Economic Development Agency in early September. MCTS will also reach out to County Supervisors in Districts #2, #3, #7, #10, #13, #15

and #18 to describe this service change one-on-one as necessary. In addition, MCTS will communicate with passengers by:

- Reporting on the change in Rider Insider Newsletter (see attached sample infographic for use online and in printed announcements)
- Updating our online information at [www.ridemcts.com](http://www.ridemcts.com)
- Issuing a press release
- Displaying signs at affected bus stops directing passengers to alternatives
- Printing new bus schedules
- Updating all electronic schedule information, and real-time information systems

If approved, the budget neutral change of reallocating Route 62 buses to the RedLine will be implemented no later than March 2018.

#### FISCAL EFFECT

There is no fiscal impact of reallocating Route 62 buses to the RedLine. Costs will not increase as a result of this change. Although the change will benefit passengers, the increase in passenger revenues is nominal.

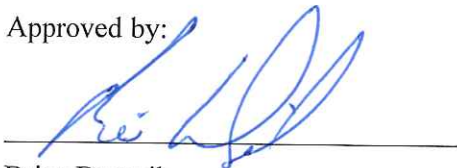
#### RECOMMENDATION

MCTS recommends approval of the resolution authorizing the reallocation of Route 62 buses to the RedLine.

Prepared by:

Daniel A. Boehm, President & Managing Director, MCTS

Approved by:



Brian Dranzik  
Director, Department of Transportation

cc: Chris Abele, County Executive  
Raisa Koltun, Chief of Staff, County Executive  
Kelly Bablitch, Chief of Staff, County Board of Supervisors  
Steve Kreklow, Budget Director, DAS - PSB  
Steve Cady, Research Director, Office of the Comptroller  
Jonathan Schatz, Fiscal and Budget Analyst, DAS-PSB