



System Redesign – Status Update
Milwaukee County Board of Supervisors
TPW&T Committee

March 2019

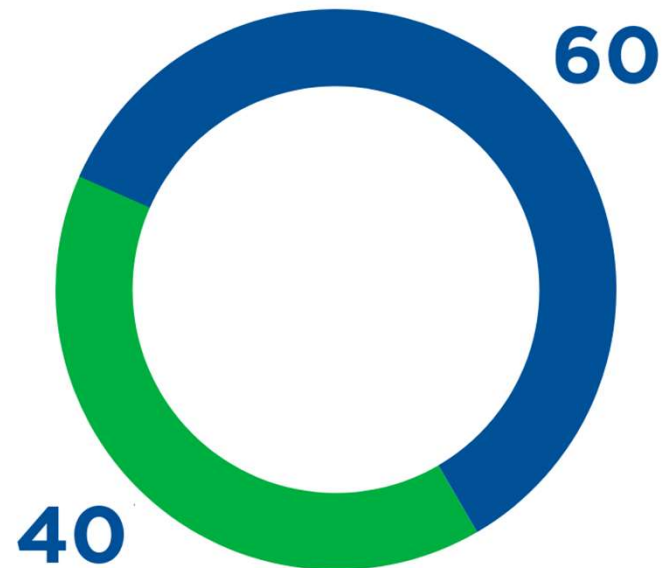
MCTS System Today

40/60

40% - High Frequency Service

60% - Low Frequency Service

**In the 1990s,
MCTS operated 70%
High Frequency service.**



Background / Progress

County Board
authorizes route
redesign study

MCTS NEXT
introduced to the
County Board

MCTS develops 60/40 &
80/20 proposals. Public
and stakeholders
comment on proposals

2017

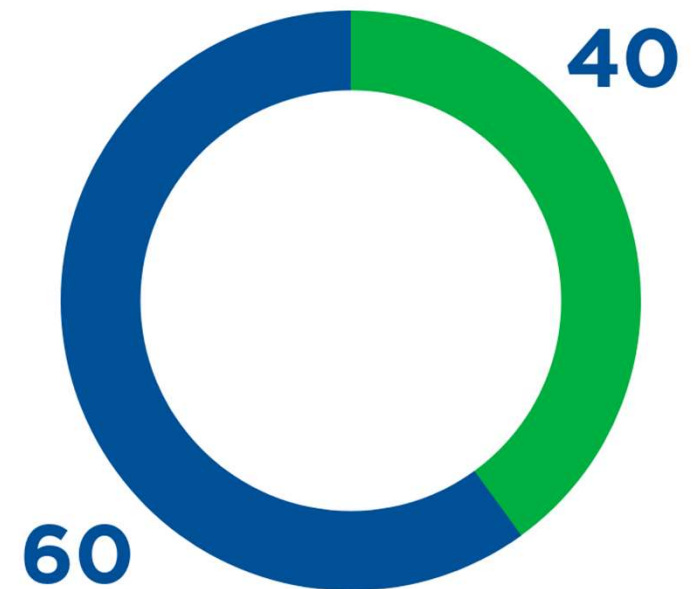
Fall
2018

Winter
2018

MCTS NEXT – Option 1

60/40

- 6 new High Frequency routes (16 total)
- Improved weekend frequency
- 15 Local routes / 8 Daytime routes (service 6 AM – 7 PM)
- 97% of riders' service is retained

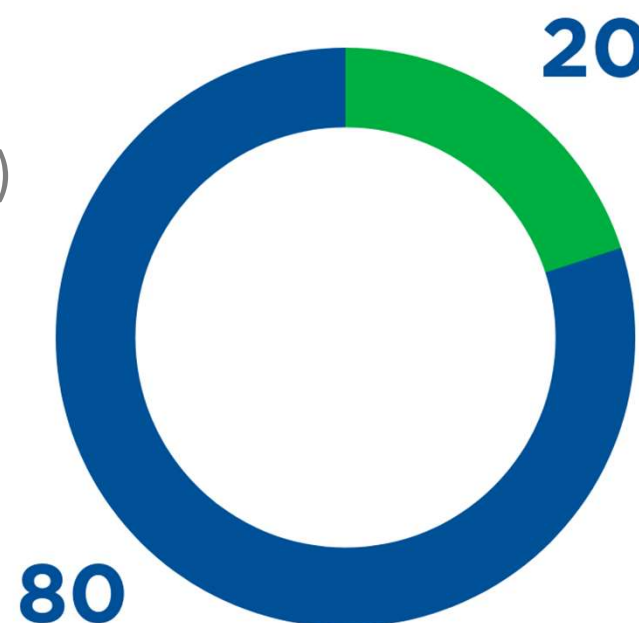


MCTS NEXT – Option 2

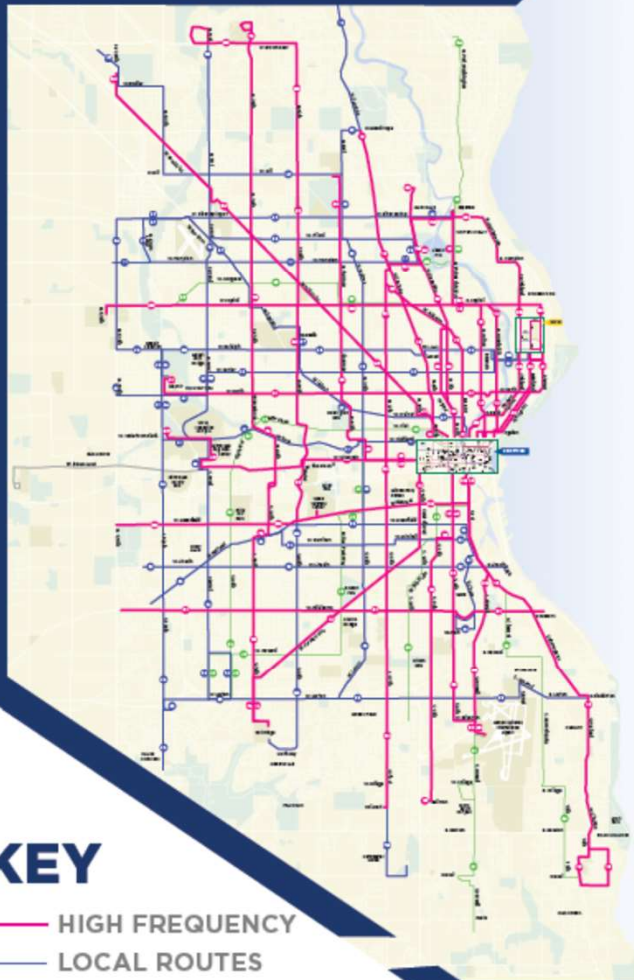
80/20

- 10 new High Frequency routes (20 total)
- Improved weekend frequency
- 11 Local routes
- No Daytime routes

- 95% of riders' service is retained



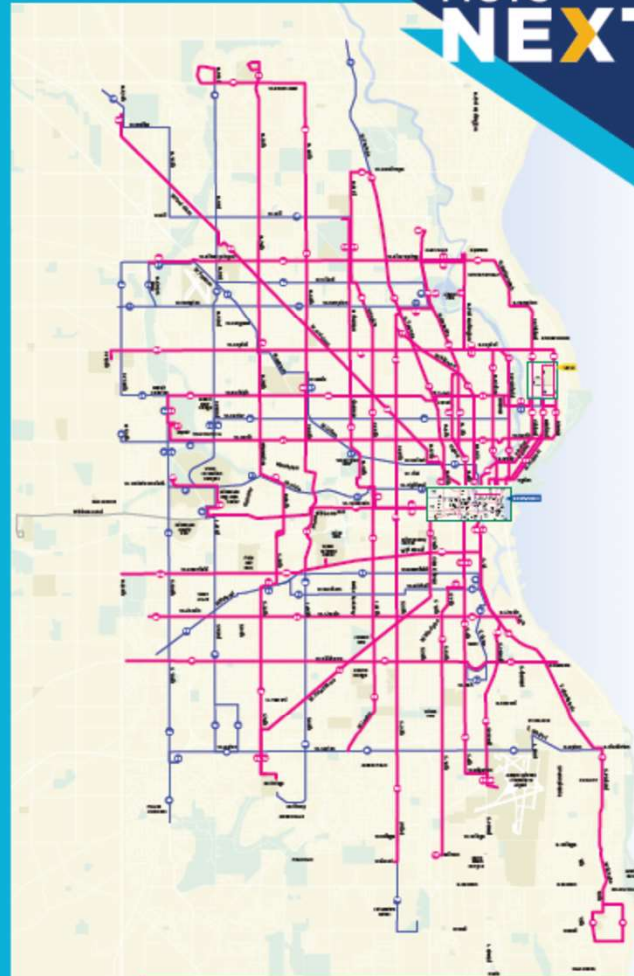
60% HIGH FREQUENCY



KEY

- HIGH FREQUENCY
- LOCAL ROUTES
- DAYTIME ROUTES

MCTS
NEXT



80% HIGH FREQUENCY

Outreach Plan - Goals

- Give riders **a voice** on what they want transit routes to look like
- Give rider's multiple **opportunities** to provide feedback
- Be **inclusive** of all riders
- Host meetings **across Milwaukee County**



Outreach Plan - Opportunities

- 3 public meetings
 - **125 attendees**
- Spanish Language Open House
 - **50 attendees**
- Virtual Open House
 - **900 unique views**
- MCTS NEXT Survey
 - **700 responses**



Here's what riders told us...

- **Solid Support for MCTS NEXT**

- 75% supported **either or both proposed plans**



- 78% said proposed plans were **easy to understand**



- 79% said proposed plans **connected major places**



- 70% said proposed plans would **allow me to ride more often**



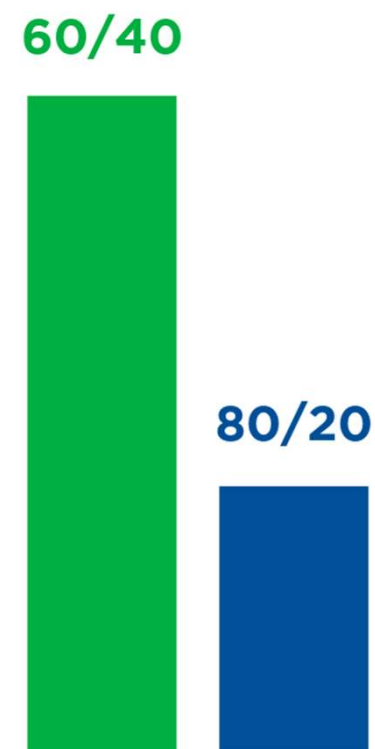
Here's what riders told us...

- **70%** of respondents want **more frequent / faster service**
- **77%** of respondents are **willing to walk 1 to 3 blocks farther to get to a high frequency route**
- **30%** of respondents want **service extended to unserved areas**

97% of riders will continue to be able to board at their bus stop or within a few minutes walk

Here's what riders told us...

- More **support** for **60/40** proposal than 80/20 proposal
- Support for retaining service in some corridors proposed to be eliminated
- Support for expanding daytime service to all day service in some corridors



Here's what riders told us...

- Top preferences for **new high frequency** service

- 76th Street
- Oklahoma Avenue
- Humboldt Boulevard



- Top preferences for **maintaining service or adding new service**

- Wilson Drive – Santa Monica
- Miller Park Way
- Port Washington Road
- Howell Avenue (Oak Creek)



Outreach Efforts - Stakeholders



Here's what stakeholders told us...

- **Solid Support for MCTS NEXT**
 - More high frequency has been met with good support across all stakeholder groups
 - More **support** for **60/40** proposal across all stakeholder groups because of expanded coverage
 - Great support to simplify the system which will attract more riders

Here's what stakeholders told us...

- **Concerns Regarding MCTS NEXT**
 - Concern about additional walking to bus stops due to bus stop optimization (especially in winter)
 - Concern that daytime routes would not meet the evening service hours of businesses/institutions along the route
 - Concern about connections to outlying job centers, including those outside of Milwaukee County

What are the next steps?

Draft Recommended Plan prepared (guided by public / stakeholder comments)

Public / stakeholders comment on Draft Recommended Plan

Final Recommended Plan is prepared and presented to County Board for consideration and request approval

January
2019

March
2019

May
2019