

INFORMATIONAL UPDATE ON ROUTE 88 BROWN DEER ROAD SERVICE ADJUSTMENT

Milwaukee County Board of Supervisors
Committee on Transportation & Transit



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March 7th, 2023

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Route 88 – Brown Deer Road

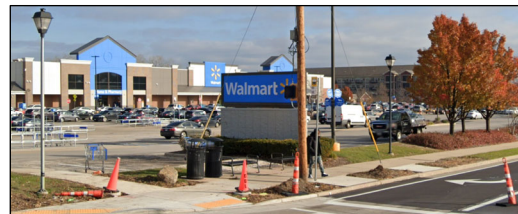


Began service in June 2021

Serves Brown Deer Road between Green Bay Avenue and N. 124th & Bradley

Major destinations include Marketplace of Brown Deer, Pick 'n Save, Walgreen's, Walmart, Woodman's, Sam's Club and Aldi.

Frequency of one bus every 20 minutes



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Service Reduction Proposed for 2023



In the 2023 Budget, MCTS was directed to propose reductions in service due to future fiscal constraints.

MCTS proposed to remove one bus from Route 88

Frequency would be decreased to one bus every 30-40 minutes

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Public Outreach and New Routing



Residents at Westridge Apartments (7901 W. Glenbrook Road) nearby Route 88 expressed a need for transit service.

MCTS and MCDOT visited twice to listen to residents' needs and analyze feasibility of providing transit service near their facility.

More multi-family residences and apartment complexes could also be served with a modified routing.

The new routing for Route 88 began in December 2022.

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Ridership Gains Despite Low Frequency



Route 88 ridership increased 25% despite the reduced frequency and longer routing.

Route 88	Winter 2021	Winter 2022	Percent Change
Average Daily Rides	338	424	+ 25%
Passengers per Bus Hour	6.8	11.0	+ 62%

Ridership increases attributed to:

- 1) Added convenience for riders on N. 76th, Glenbrook and N. 85th
- 2) Byproduct of bounce-back from COVID-19 pandemic

Ridership increased despite the route's frequency reduction (very uncommon).

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Cautionary Tale



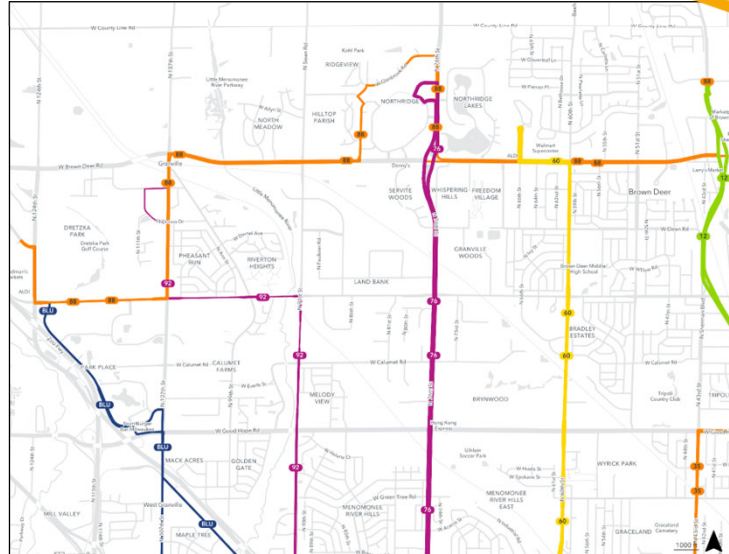
Federal Stimulus funding used to operate this and many other routes expires in Fiscal Year 2025.

Milwaukee County Comptroller states it is imperative that the County strategically address the forecasted Fiscal Cliff in 2025.

Without proper planning, major disruptions to transit service could occur in 2025.

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Entire Route 88 as of December 2022



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Thank You



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