

## Project Update

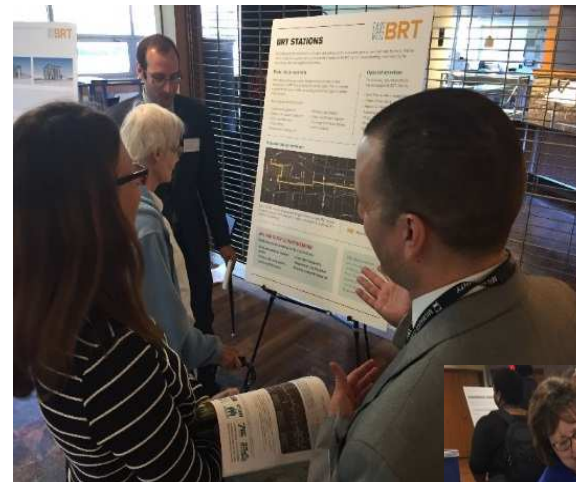
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EAST  
WEST **BRT**

# Stakeholder Engagement

## Public Information Meetings

- Decisions:
  - BRT Lane Configurations
  - Station Locations
  - Station Designs
- Meeting Format
  - Open House style at four locations
    - Marquette High – 6/7/2017
    - Zoofari – 6/8/2017
    - Workshop at Bethesda Church – 2/28/2018
    - Mitchell Street Library – 4/9/2018
    - Bethesda Church – 4/12/2018
  - Total Attendance: 377 attendees

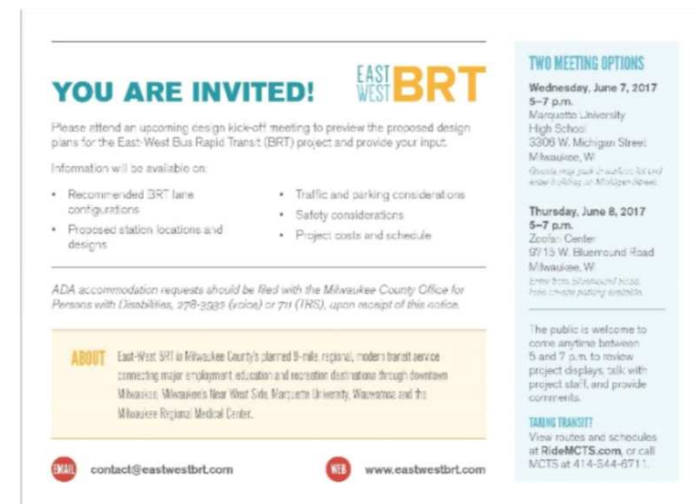


# Stakeholder Engagement



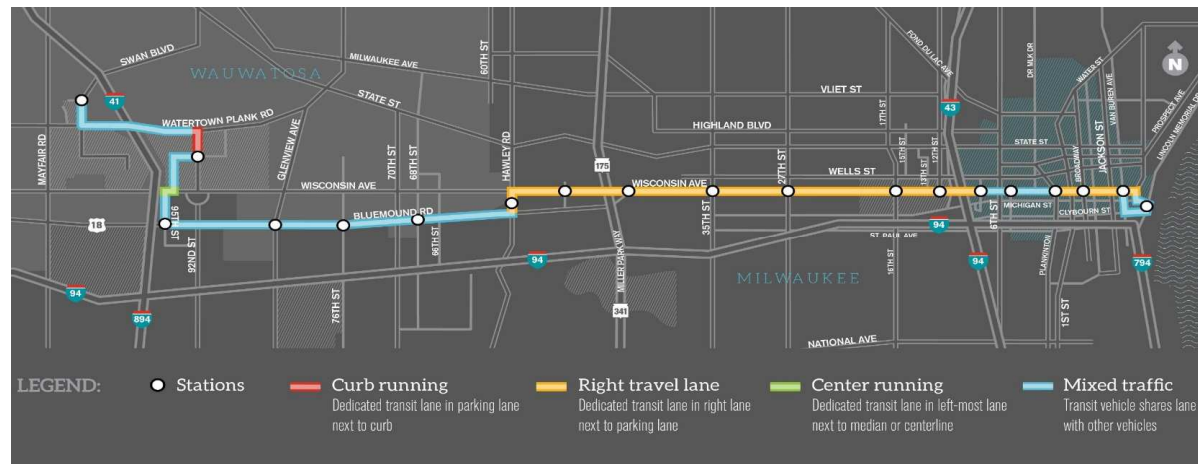
## Public Meeting Notifications

- **Website:** Home page advertising
- **Mailings:** 9,340 postcards mailed to occupants within one block
- **Project contact list:** E-Blast to 875 recipients.
- **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:** MCTS and news media releases
- **MCTS social media accounts:** 14,000 Facebook and 4,000 Twitter followers.
- **MCTS e-blast:** Approx. 8,500 recipients



# The East-West BRT Corridor

- 9-mile regional, modern bus rapid transit service
- Connects downtown, Marquette University, Near West Side, 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



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# What is Bus Rapid Transit (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



# What is BRT – 50% Transit-Only Lanes

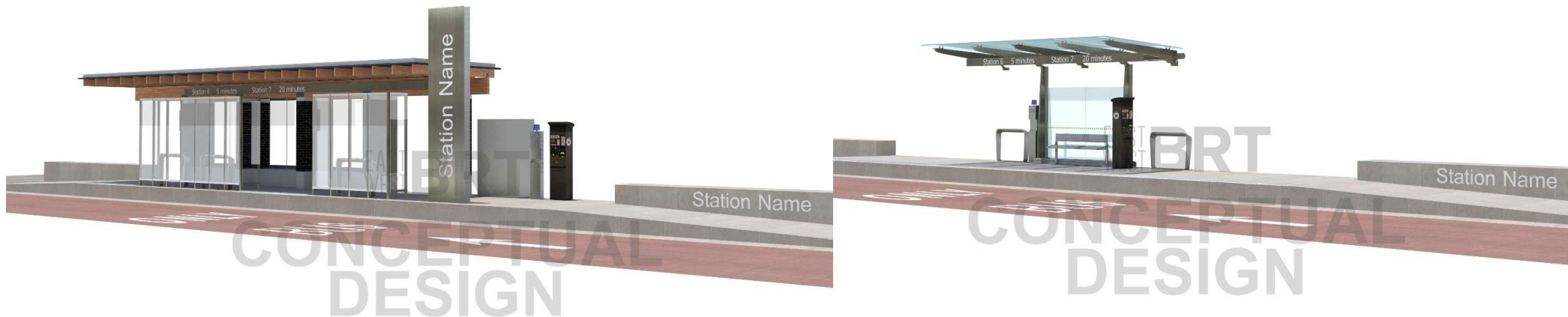
- Painted or otherwise separated from general travel lanes
- Can either be center-running (along the median) or curb-running (in the rightmost lane)





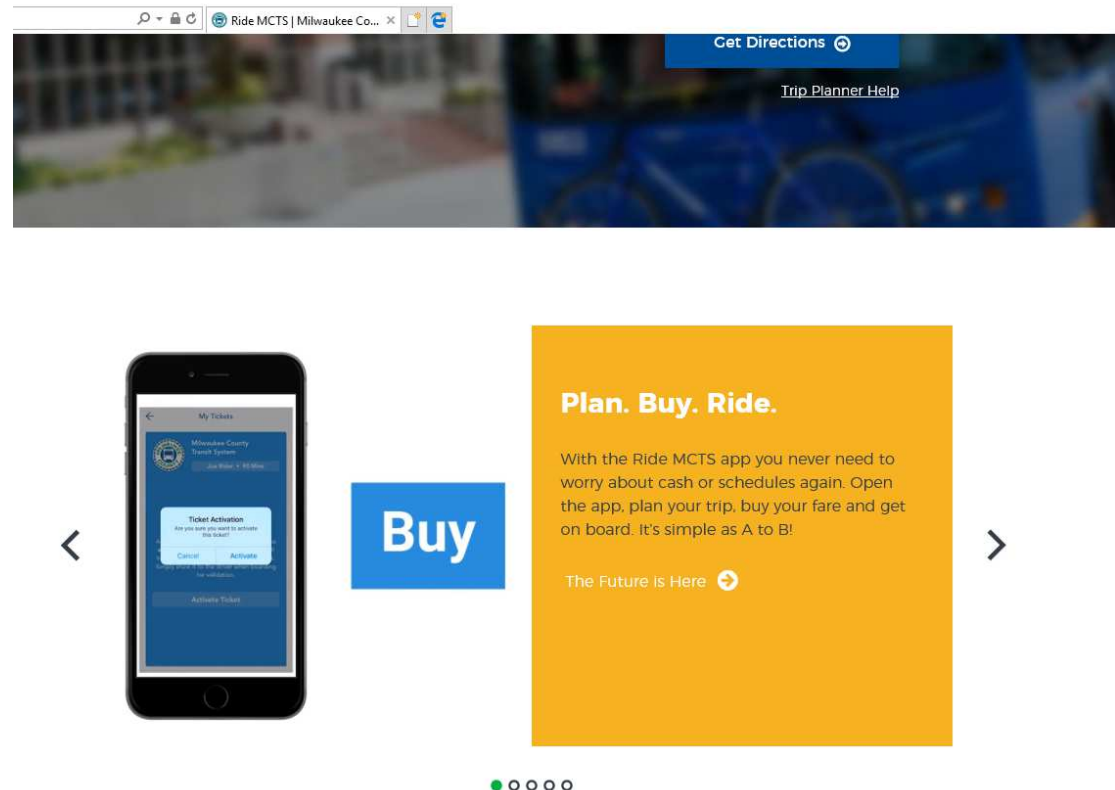
# What is BRT - High Quality Stations

- Scale and presence can vary by neighborhood



# ITS Components

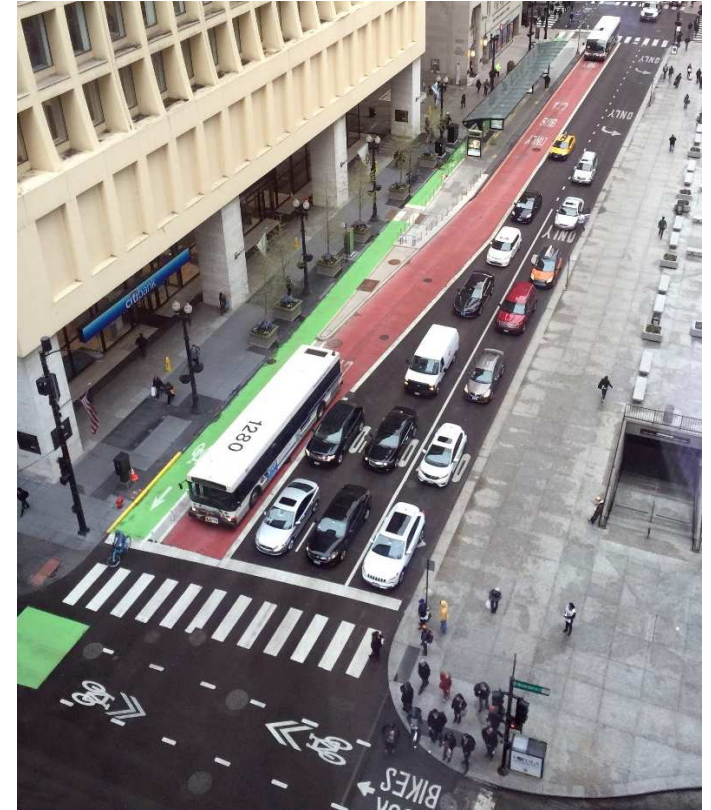
- Intersection Enhancements
  - Transit Signal Priority (TSP),
  - Transit Only,
  - Timing Adjustments,
  - Pre-emption
- Potential Station Elements:
  - Real Time, Wireless Access, CCTV
- New Transit App





# 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** and has been proven to increase transit use with **improved service** frequencies, travel time and reliability
- BRT supports millions of dollars in **economic development**
- BRT meets a critical need to **mitigate traffic congestion**



## Who Will Use BRT?

The East-West BRT is projected to average over 9,500 daily riders by 2035 and increase overall transit ridership in the corridor by 17 percent. Ridership will be fueled by activity generators within the half-mile station area around the preferred route including ...

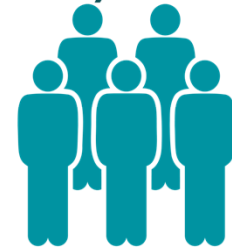


**9**  
colleges and  
universities

**120K** 

**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

# 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 2018 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

# Environmental Assessment

- Required for all projects to get federal funds
- Evaluates No Build and Build alternatives
- Topics include:
  - Traffic
  - Noise
  - Air quality
  - Historic resources
  - Communities and neighborhoods
  - Environmental justice
  - Land use and economics

## EA TIMELINE and REVIEW PROCESS



## Costs/Funding

- Capital Cost (\$53.5 million)
    - Federal Small Starts: up to 80 percent
    - Local match: minimum 20 percent
  - Annual Operations Cost
    - New BRT service will only add approximately 1 percent to MCTS's overall operating and maintenance costs
    - Funded under existing MCTS, which is resourced through fares, state and federal funding
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