

MCTS NEXT

Status Update and Service Recommendations

Milwaukee County Transportation, Public Works and
Transit Committee



Tom Winter, Director of Schedule & Planning and Jesus Ochoa, Planning Manager

June 2022

MCTS NEXT – Goals



Update the route network to meet the community's modern needs and to improve the rider experience



Create more high frequency service that expands access and shortens travel time



Importance of advancing racial equity through transit improvements



Ensure network is integrated with the new East – West Bus Rapid Transit project



Attract riders increases revenue and helps with fiscal sustainability

MCTS NEXT – Early Results



- System ridership has increased 15% or approximately 6,000 rides per day
- Ridership on high frequency routes increased 10% and represent 75% of all ridership
- Ridership on routes that primarily serve persons of color has increased 17% or approximately 5,000 rides per day.
- An annual customer survey revealed 75% of riders reported MCTS exceeds or meets their needs. Nearly 70% of riders reported they feel the frequency of service developed during MCTS NEXT exceeded or met their needs.

MCTS NEXT – Lessons Learned



- Outreach efforts to riders and county supervisors during the development of route plans is essential.
- Building relationships with neighborhood organizations will help develop plans that better meet their needs.
- Communication with internal stakeholders will aid with a smooth rollout.
- Installing temporary signs at bus stops is the most efficient way for riders to know what's going on with their route and stop.
- MCTS intends to develop an annual practice going forward of seeking rider's input on service adjustments in the spring with implementation in the fall. This will keep the route network up to date to the benefit of riders and the community overall.

MCTS NEXT – Fall 2022 Recommendations



GOALS – Expand of high frequency service, reduce or remove lightly used service, and make service easier to understand

18
NATIONAL – GREENFIELD



54
MITCHELL – BURNHAM

60
60TH STREET



19
DR. MLK DRIVE – S. 13TH



80
6TH STREET



35
35TH STREET



Purple
27TH STREET



28
108TH STREET

66
BURLEIGH STREET

Riders & Stakeholders - Outreach



- Host Virtual Community Meetings in affected neighborhoods
- Post Videos describing routes changes online for easy access
- Prepare Signage at individual Bus Stops
- Publish Special issues of MCTS Bus Lines and Rider Insider
- Update On Bus Audio / Visual Announcements
- Update website and RideMCTS App
- Provide key materials in Spanish and use a Spanish language interpreter to answer questions
- Prepare New route timetables

ATU 998 / Bus Operators - Outreach



Informing ATU Leadership / Stewards

- Will to meet to inform / listen to suggestions
- Will prepare an outreach campaign to inform operators at Fond du Lac and Kinnickinnic Stations
- Will need same number of operators

Project Contacts



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