

East-West Bus Rapid Transit (BRT) is Milwaukee County's planned 9-mile, **regional, modern** transit service connecting major **employment, education** and **recreation** destinations through downtown Milwaukee, Milwaukee's Near West Side, Marquette University, Wauwatosa and the Milwaukee Regional Medical Center. BRT would provide improved access to the region's most **vital**, most **traveled** and most congested corridor.



Preferred route and station locations for the East-West BRT designated based on technical analysis and public/stakeholder input during the 2016 feasibility study



Wells Street/Wisconsin Avenue downtown alignment and station locations if conditions arise in which the preferred route is found not to be feasible



REGIONAL CONNECTIVITY

BRT is a key part of the regional transportation plan, building on existing MCTS routes and providing opportunities to spur the development of and connection to additional rapid transit corridors in the region.

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, efficient** and has been proven to increase transit use with **improved service** frequencies, travel time and reliability.
- BRT supports and sparks millions of dollars in **economic development**.
- BRT meets a critical need to **mitigate traffic congestion** during the multi-year reconstruction of I-94.

WHO WILL USE BRT?

The East-West BRT will attract between 7,250 and 9,250 new average daily transit riders – a 40 percent increase over existing transit ridership in the corridor. Within the half-mile station area around the preferred route are ...

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 PHASES



KEY 2017 PROJECT DECISIONS

In 2016, Milwaukee County completed a Feasibility Study and identified a preferred BRT route for the corridor. In 2017, the county will advance the project through the engineering and development phase and make three key decisions with public and local community input:

- **Lane configuration:** Where dedicated lanes will be located and whether they run along the center lane, along the median, the outside lane or curbside.
- **Station locations:** Final locations of stations along the route, including placement in the median or road side.
- **Station design:** The appropriate size and design of each station for its neighborhood – from urban stations to smaller neighborhood stops.



HOW IS BRT FUNDED?

The BRT capital cost is estimated at \$42 million to \$48 million. The financial plan for the project anticipates the capital cost will be funded up to 80 percent through the federal Small Starts program, which requires a minimum local match of 20 percent.

The day-to-day cost of operating and maintaining BRT is estimated at \$3.7 million annually. Operations will be funded as part of the existing Milwaukee County Transit System, which is resourced through fares, state and federal funding.

EAST-WEST BRT PROJECT FEATURES



Up to 19 stations connect regional network of major employment centers, education facilities and recreational destinations



Modern, fuel-efficient comfortable, vehicles with features for easy boarding and interior bike storage



Shorter travel times because of dedicated lanes, fewer stops, traffic signal priority and pre-board ticketing



Reduces traffic congestion by removing an estimated 6,700 cars per day 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 hours



UPCOMING PUBLIC ENGAGEMENT OPPORTUNITIES

- Neighborhood and stakeholder outreach
- Public workshops
- Public open house
- Email communications

Please visit www.eastwestbrt.com to submit comments or questions, and sign up to receive public meeting notices.



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