

County of Milwaukee
Interoffice Communication

DATE: 6/17/2020
TO: Marcelia Nicholson, Chairman, Milwaukee County Board of Supervisors
FROM: Donna Brown-Martin, Director, Department of Transportation
SUBJECT: Implementation of MCTS Route 81 – Amazon Oak Creek

POLICY

Proposed additions, deletions, and modifications to transit routes and services are subject to approval by the County Executive and County Board of Supervisors.

BACKGROUND

An adopted amendment to the 2020 Transit Budget moved \$100,000 into contingency. In response to the amendment, Milwaukee County Transit System (MCTS) presented an informational report to the Transportation, Public Works & Transit Committee in March 2020 (File 20-227) to identify potential uses of the funds to connect County residents to jobs. No action was taken in March. This report recommends using the contingency funds to start a new MCTS bus route – Route #81 – to the Amazon Distribution Center in Oak Creek; hereafter referred to Amazon MKE2.

Route 81 is designed to improve job access for residents within Milwaukee County by connecting both the near north and south sides of Milwaukee to Amazon MKE2. Route 81 would start at the Fond du Lac garage and station located near 35th Street & Fond du Lac Avenue and primarily travel along Fond du Lac Avenue, 6th Street, and Interstate 43/94 to Oak Creek. See the attached map.

By using intersecting bus routes that are a part of the core MCTS fixed route network, residents would be able to connect to this route at transfer points shown in the ‘detail cutout’ in the upper right-hand corner of the attached map, and as listed below:

- Fond du Lac Avenue & 35th Street / Burleigh - BlueLine and Routes 35 and 60
- Fond du Lac & 27th Street / Center Street - PurpleLine and Route 22
- Fond du Lac & North Avenue - Route 21
- Walnut Street & 17th Street - Route 57
- 6th Street in Downtown - BlueLine, GoldLine and Routes 12, 14, 30, 31, 33 and 80
- National Avenue & 6th Street - BlueLine and Routes 19 and 80
- Greenfield Avenue & 6th Street - Route 56

If approved, Route 81 would begin August 2, 2020. Service will operate seven days per week to serve four work shifts: 7AM to 5:30PM, 7:30AM to 6PM, 6PM to 4:30AM, and 6:30PM to 5AM. Local fares apply, and MCTS will inform passengers and stakeholders about the new route through multiple efforts:

- Provide route/schedule information to neighborhood and business groups including to underrepresented populations along the route
- Install signs at bus stops to promote awareness of the route in advance of implementation
- Add route/schedule information to www.ridemcts.com with electronic schedule information and real-time information system data, as well as printed schedules
- Promote the route in the MCTS Rider Insider Newsletter
- Provide route/schedule information to County Supervisors and constituents, as requested

It is estimated Route 81 will generate 100 rides/day and operate at a productivity of 11.1 passengers per bus hour.

FISCAL EFFECT

Per the 2020 Adopted Budget for Milwaukee County, funding is available in the appropriations for contingencies account for Route 81. The cost of operating the route in 2021 will be on the order of \$200,000. As the 2021 budget is developed, revenues and expenses associated with this route will be budgeted.

RECOMMENDATION

MCTS recommends approval of the resolution authorizing the use of \$100,000 from contingency to operate Route 81 to provide residents of Milwaukee County with a transit option to new employment opportunities at the Amazon MKE2 facility in Oak Creek.

Prepared by:

Dan Boehm, President and Managing Director, MCTS

Approved by:


Donna Brown-Martin
Director, Department of Transportation

Route 81 - Amazon Oak Creek Proposed Route



Date: 06/04/2020