

**COUNTY OF MILWAUKEE
INTEROFFICE COMMUNICATION**

DATE: May 17, 2011

TO: Supervisor Michael Mayo, Sr., Chairperson, Transportation, Public Works & Transit Committee

FROM: Jack Takerian, Director, Transportation & Public Works
Lloyd Grant, Jr., Managing Director, MCTS

SUBJECT: Proposed Service Modification: Route 223 (Park Place/Bradley Woods Shuttle) – For Information Only

POLICY

Proposed additions, deletions, and modifications to transit routes and services are subject to County Board approval prior to implementation. Requests for such changes are researched and reported to the County Board by Transit System staff.

BACKGROUND

Route 223 (Park Place Bradley Woods Shuttle) began operation on March 28, 2011 providing limited weekday service to the Park Place and Bradley Woods business parks. This shuttle route replaced limited weekday service formerly operated by Route 23 (Fond du Lac Avenue) and includes new service to Actuant Electrical located at 125th and Westbrook Crossing and Junior Achievement on Liberty Drive.

Ridership on Route 223 has averaged 79 rides per day since the route began operation.

Since the route change, MCTS received feedback from several passengers who work at the Wells Fargo office building. With the inception of Route 223, direct service to the stop at the entrance of this office building was discontinued, requiring passengers to walk a couple of blocks to get to their building. MCTS also received a request on behalf of the ADA community to change the layover location of Route 223 so that it is on the same side of the street (Park Place) as Route 23. Currently, in order to transfer between routes, passengers must walk across Park Place in the absence of crosswalk markings.

Proposed Service Modification

Based on review by transit planning staff, it is recommended that Route 223 is modified such that the bus stop directly in front of Wells Fargo building is directly served and that passengers transferring between Route 23 and 223 make their transfer on the same side of the street. This would require a slight change in the routing via 107th Street, Bradley Road and 113th Street and reverse the looping direction within the Park Place business park. (See attached map).

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On the basis of the analysis presented above, Route 223 will be modified to provide direct service to the Wells Fargo office building and the direction of looping within Park Place business park area will be reversed. This service change will take effect June 13, 2011 and will not result in an increase in transit operating costs.

RECOMMENDATION

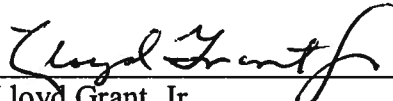
This report is for informational purposes unless otherwise directed.

Prepared by: Sandra Kellner, Chief Operating Officer, MCTS

Approved by:



Jack Takerian, Director
Transportation & Public Works



Lloyd Grant, Jr.
Managing Director, MCTS

cc: Chairman Lee Holloway, County Board of Supervisors
Terrence Cooley, Chief of Staff, County Board of Supervisors
George Aldrich, Chief of Staff, Milwaukee County Executive Chris Abele
Josh Fudge, Fiscal and Budget Analyst, Department of Administrative Services