



MCTS Route Redesign - Update Milwaukee County Board of Supervisors TPW&T Committee

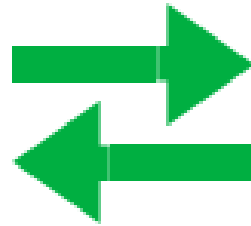
September 2018

What is MCTS NEXT?

A review of the entire network of fixed routes with an eye towards providing:



FASTER
SERVICE



MORE
CONNECTIONS



INCREASED
ACCESSIBILITY

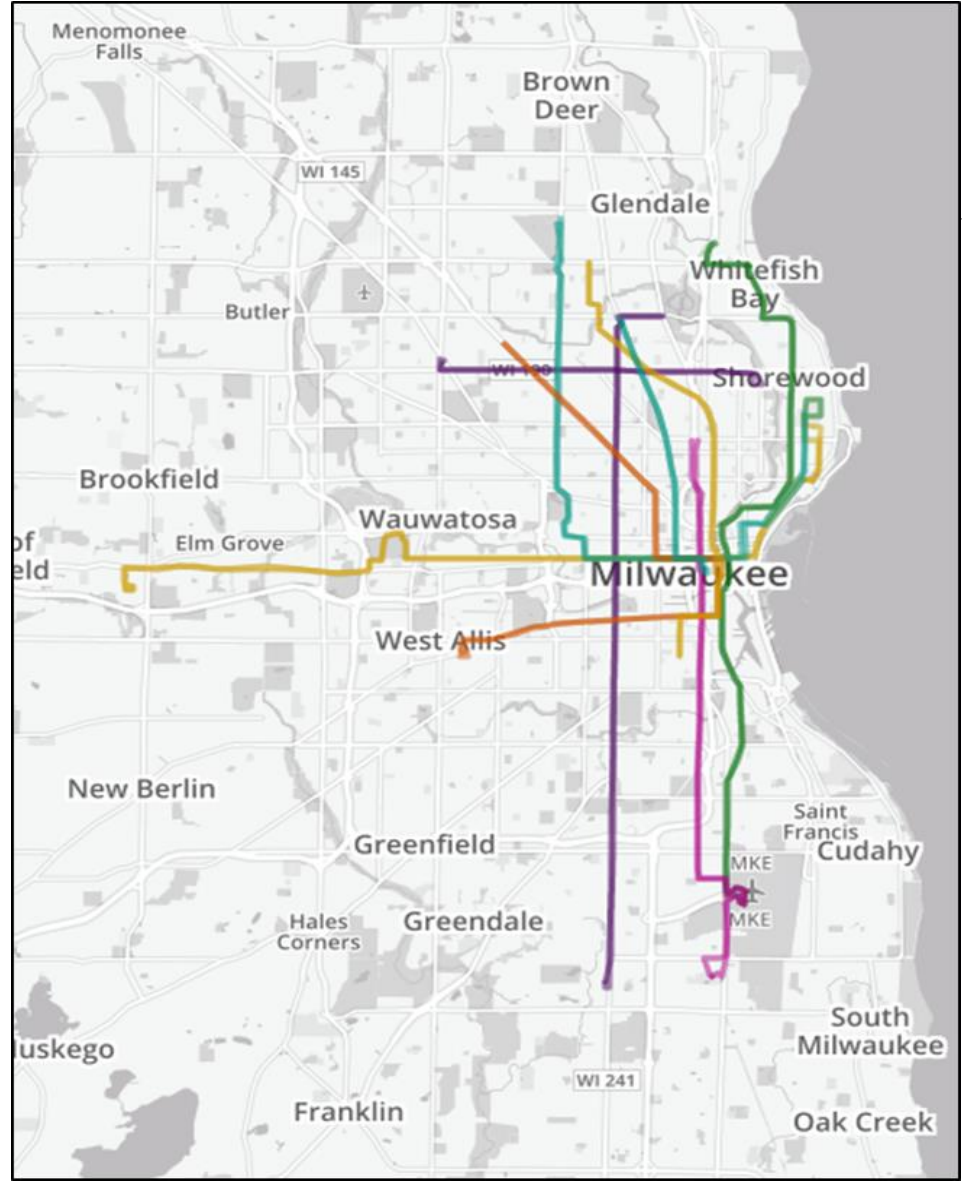
At its core, MCTS NEXT is about creating more **high frequency routes**. By increasing transit service in busy corridors, **we can help more people get to their destinations more quickly.**

MCTS Route Network Today

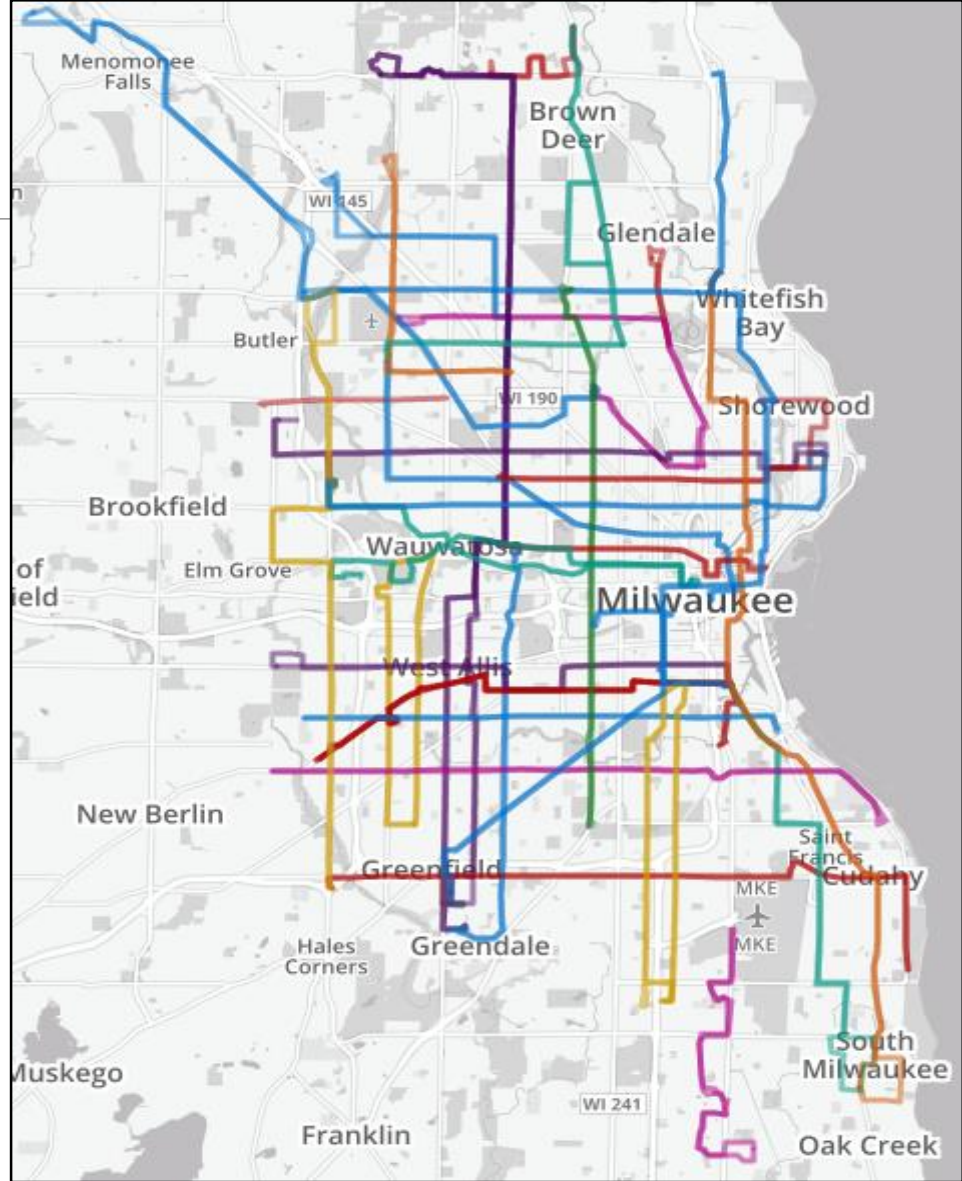
Low Frequency, Wide Coverage

- 40% of service is high frequency
 - Defined as buses arriving at least every 15 minutes
- 60% of service is low frequency
 - Defined as buses arriving 15 minutes up to one hour
- Routes have not been updated to reflect changes in the local economy
- Slow travel times due in part to narrow spacing of bus stops

High Frequency Routes



Low Frequency Routes



Why MCTS NEXT?

Milwaukee is continuing to grow and change. High quality transit should adapt to fit the environment and the needs of the community as they change over time.



What are the benefits?

MCTS NEXT will benefit both riders and non-riders. By improving transit in Milwaukee, more riders will use the bus more often, which leads to lower congestion and cleaner air.

Current Riders

- **Frequency:** Buses come more often
- **Transfers:** Less waiting when transferring between routes
- **Speed:** Shorter overall travel times for many trips

Milwaukee Community

- **Access:** More residents will have access to a bus route that arrives every 15 minutes (or better)
- **Simplicity:** An expanded network of frequent bus routes will be easier for potential riders to understand
- **Efficiency:** Frequent routes cost MCTS significantly less to operate per passenger, ensuring taxpayer money is spent wisely

Are there any trade offs?

A route redesign by nature requires making choices...

Ridership versus Coverage model

- Should buses be targeted to provide the best possible transit service in high demand areas (ridership), or should they be spread out so that all areas receive a little transit service (coverage)?

Walking versus Waiting considerations

- Would people prefer to walk a short distance and wait for a bus that comes infrequently or would they prefer to walk farther to a route where buses come more frequently?

Will you talk to riders / public?

MCTS has prepared an extensive outreach plan to riders and the public

- Informed All Milwaukee County Supervisors and City of Milwaukee Common Council members
- Informed 70+ stakeholders throughout the County, including groups that represent the interests of minority and low income populations as well as persons with disabilities, neighborhood and business organizations, and transit supporters in general
- Held 5 public meetings at libraries in Milwaukee (Mitchell Street, Washington Park and Bay View), Brown Deer and Wauwatosa to introduce route redesign concepts
- MCTS will continue to schedule direct meetings with stakeholders / groups that represent transit riders

How much will it cost?

One of the biggest benefits of a route redesign is that it maximizes MCTS resources:

- All route analysis and MCTS NEXT concepts are being completed using MCTS staff including planners, designers, project managers with input from drivers, stakeholders and the community
- Concepts will be created using the existing MCTS budget to ensure operating costs remain consistent before and after the redesign
- Efficiency is created by reallocating under-used service to the parts of the County that need it most

Where else has this been done?

With changing ridership patterns, competing rideshare services and new modes such as street cars or BRT becoming more popular, many cities have recently undertaken route redesign projects with positive results

Completed Route Redesigns

- Columbus, OH
- Jacksonville, FL
- Houston, TX
- Orange County, CA
- Omaha, NE
- Baltimore, MD
- Portland, OR

Route Redesigns in Planning Stages

- Indianapolis, IN
- Detroit, MI
- Philadelphia, PA
- Nashville, TN
- Charlotte, NC
- Sacramento, CA
- Los Angeles, CA

What are the next steps?

- Summer / Fall 2018 – MCTS has / will meet with groups that represent minority and low income populations, persons with disabilities, and neighborhood and business organizations
- Fall 2018 - MCTS will begin to draft route redesign alternatives based on the public transit service standards prepared by SEWRPC
- Winter 2018 - MCTS will present draft route redesign alternatives that include maps and information boards to the public. At each meeting, MCTS will collect and tabulate public comments
- Spring 2019 - MCTS will prepare a recommended route redesign plan using comments from the public and present the plan to the Committee on Transportation, Public Works and Transit for consideration

More Information

RideMCTS.com/NEXT

