



*Service Change Plan
Informational Report*

*County Board of Supervisors
Transportation and Transit Committee*



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MOVE 2025 – Purpose and Background



- The purpose of MOVE 2025 is to **gather feedback from riders, bus operators, and the public** on proposed route and schedule changes through an extensive public outreach campaign, leading to a **modified route network that better serves their needs.**
- Project goals are to **increase ridership, improve the rider's experience, and advance racial equity.**
- MCTS **does not request any additional funding** for MOVE 2025.
- Service expansions will be balanced through improved efficiencies based on a review of ridership and productivity throughout the system.
- MCTS referred to this effort in File 24-827 (2025 Recommended Budget Overview).

MOVE 2025 – Key Themes



- Continually **Adapting Service to Meet Riders' Needs**: Ensuring the route network evolves with shifting travel patterns, residential / commercial developments, and changes in post-COVID ridership trends.
- Strengthen **Support for Business**: Adjusting routes to better serve employment centers since riders rely on MCTS to get to work.
- **Improve Reliability**: Improving route predictability minimizes delays and enhances overall travel efficiency.
- **Broaden Coverage**: Expanding service to key destinations ensures more people can access essential locations.
- **Enhance Frequency**: Reducing wait times makes the rider's experience more convenient.

MOVE 2025 - Timeline



Phase I (*December – January*)

- Gather focused feedback on route proposals and collect ideas from the public
- Feedback will be collected via 7 in person meetings, an online survey, and feedback sheets from bus operators.

Phase II (*February – April*)

- Compile Phase 1 feedback and prepare a draft plan(s) for additional comment.
- Prepare a recommended plan after second round of feedback.

Phase III (*May – August*)

- Present recommended plan to County Board of Supervisors and request approval.
- If approved, MCTS would implement route changes in Fall 2025.

MOVE 2025 – Outreach Plan



- Riders and stakeholders have and will play a crucial role in shaping service design decisions in MOVE 2025.
- A **comprehensive outreach plan** has been developed to ensure that **service adjustments** are **carefully considered**, **transparently communicated**, and effectively implemented to meet the evolving needs of the community.

Under this plan MCTS will:

- Hold **7 in-person meetings** across Milwaukee County to provide route information to riders and the public.
- A **Spanish language interpreter** was available at all meetings to answer questions.
- **ASL interpreters** were available at all public meetings.

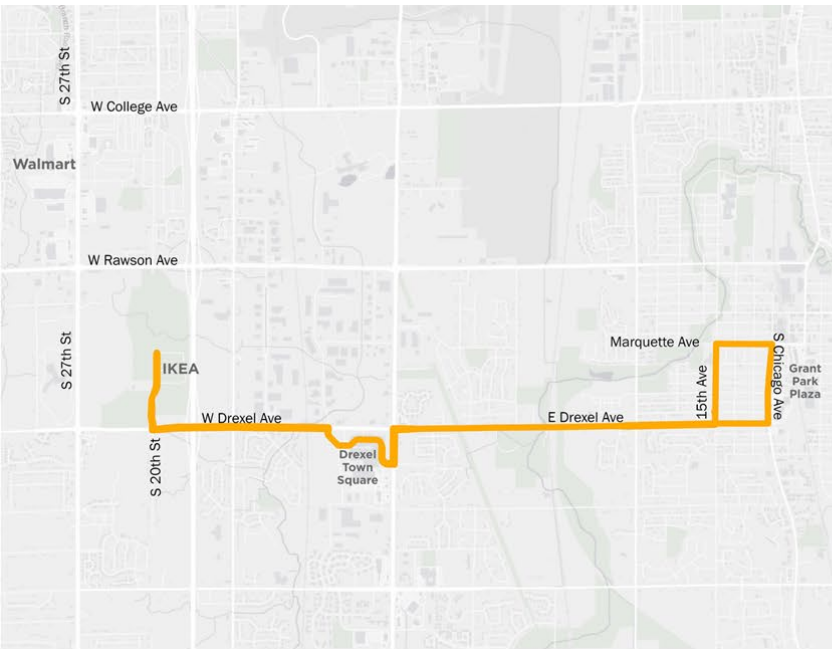
MOVE 2025 – Outreach Plan (cont.)



- Created a **MOVE 2025 website** with background information, description of route options, and a survey to gather feedback.
- Publish issues of **Bus Lines and Rider Insider** and prepare a press release.
- Met with **ATU 998 bus drivers** at both Fond du Lac and Kinnickinnic Stations to inform them of route proposals, gather structured feedback on the route proposals, and listen to additional suggestions.
- Met with stakeholders that represent the **interests of persons with disabilities** including Independence First, Beyond Vision, and the Milwaukee County Transit Plus Advisory Committee
- Met with **local municipalities** including the City of Milwaukee, South Milwaukee, Oak Creek, West Allis, and Shorewood to inform them and seek their feedback.

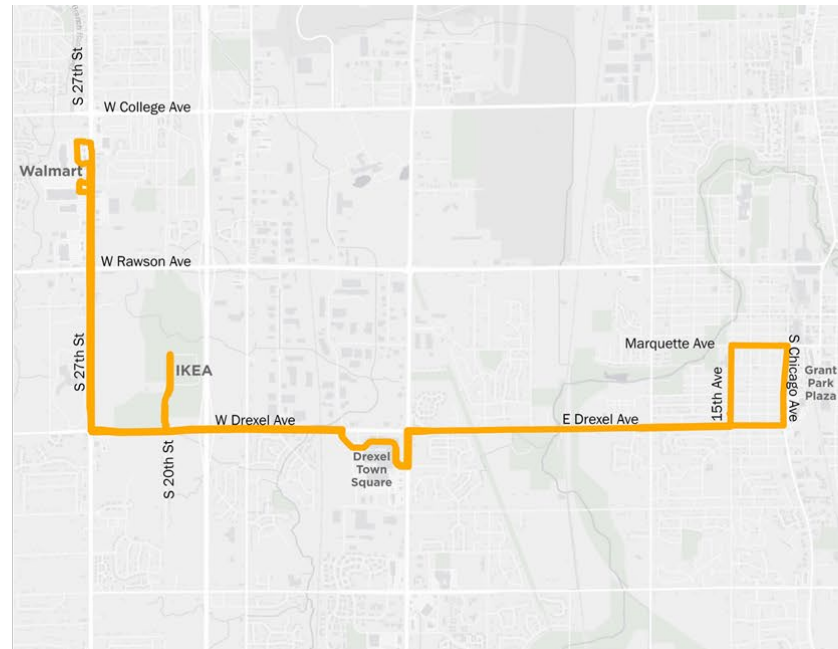
Route Proposal Example – New Route 59

Which of these options best meets your travel needs?



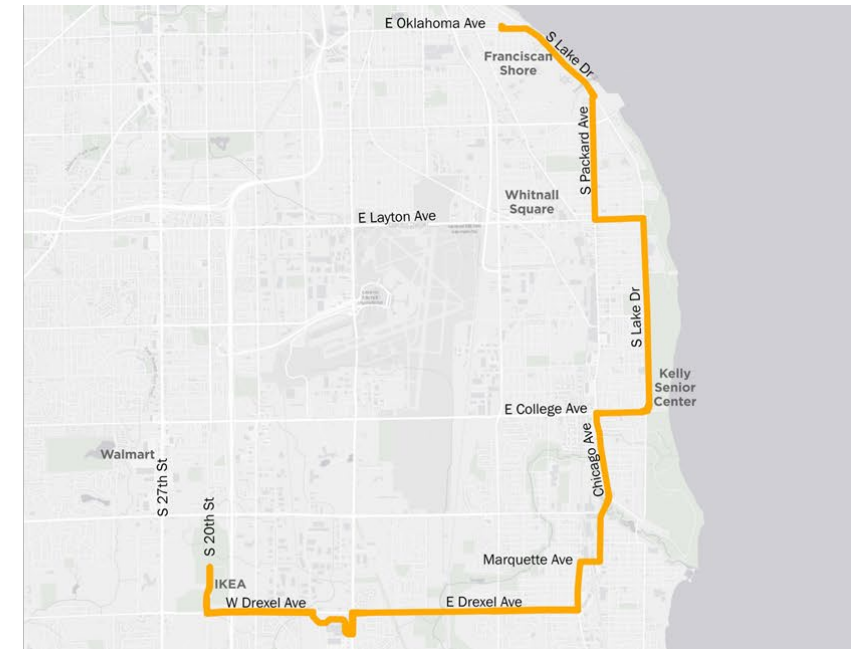
59-A

Travels on Drexel Ave from Chicago to IKEA.
One bus route.
Buses comes every 48 minutes.



59-B

Travels on Drexel Ave, stops at IKEA, and ends on 27th St.
Two bus route.
Buses comes every 30-35 minutes.



59-C

Travels on Drexel Ave from IKEA, Chicago Ave, and Lake Drive to Oklahoma.
Two bus route.
Buses come every 46 minutes.

These options come from rider feedback. – “MCTS needs more east-west connectivity on the southern end of the county.” The longer a route is extended, the less often buses will come.

MOVE 2025 – Title VI Plan



- MCTS will follow normal policies and procedures under its Title VI Plan for any service changes under consideration in MOVE 2025.
- In brief, guidelines state planners must examine a change to a route to see if it meets the definition of a “major service change”.
- If a major service change is confirmed, MCTS must prepare a service and fare equity analysis (SAFE). The SAFE indicates whether the change has a disparate impact on the minority population or disproportionate burden on the low-income population. If either impact exists, MCTS must take steps to avoid, minimize, or mitigate the impacts where practicable.

MOVE 2025 – Summary / Next Steps



- The purpose of MOVE 2025 is to **gather feedback from riders, bus operators, and the public** on proposed route and schedule changes through an extensive public outreach campaign, leading to a **modified route network that better serves their needs.**
- Project goals are to **increase ridership, improve the rider's experience, and advance racial equity.**
- MCTS **does not request any additional funding** for MOVE 2025.
- MCTS will **return to the Transportation and Transit Committee in May 2025** with a **recommendation to approve** the MOVE 2025 service plan.
- If approved, MCTS would **implement service changes in the Fall (8/24/25).**



Thank you! Questions?

<https://www.ridemcts.com/routes-schedules/move>