



North-South Transit Enhancement Study

November 13, 2020



STUDY AREA

The North-South Transit Enhancement Study will analyze the feasibility of a transit enhancement along or near 27th Street in Milwaukee County.

Why 27th Street?

- High ridership on existing PurpleLine Route
- High proportion of population is more likely to rely on transit
- High density residential development
- Employment along corridor
- Easy connections to other high frequency transit routes, including East-West BRT



ABOUT THE STUDY

The feasibility study will include:

- Existing conditions report (*draft complete*)
- Identification of Purpose and Need
- Alternatives analysis, including:
 - No build
 - Commuter rail
 - Bus rapid transit (BRT)
 - Streetcar
 - Light rail
- Result in a locally preferred alternative (LPA)



Austin Commuter Rail



BRT (Cleveland)

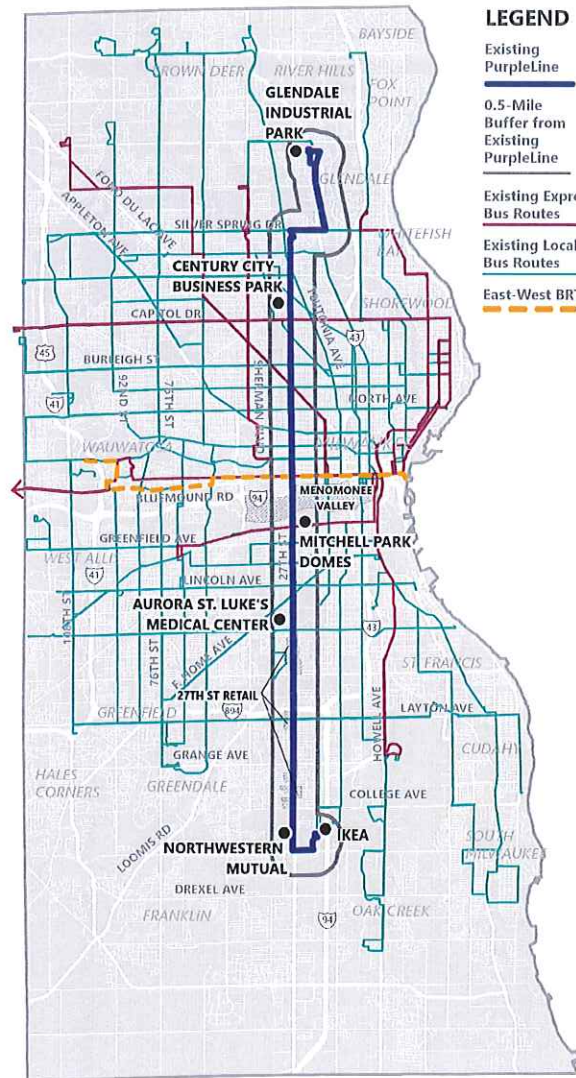


Existing PurpleLine



Milwaukee Streetcar

Existing PurpleLine Bus Route



LEGEND

- Existing PurpleLine
- 0.5-Mile Buffer from Existing PurpleLine
- Existing Express Bus Routes
- Existing Local Bus Routes
- East-West BRT

About the Service

- Approx. 15 Miles
- 15 Buses
- 71,101 Vehicle Hours Per Year
- 926,515 Vehicle Miles Per Year
- ±145 Stops

SERVICE HOURS

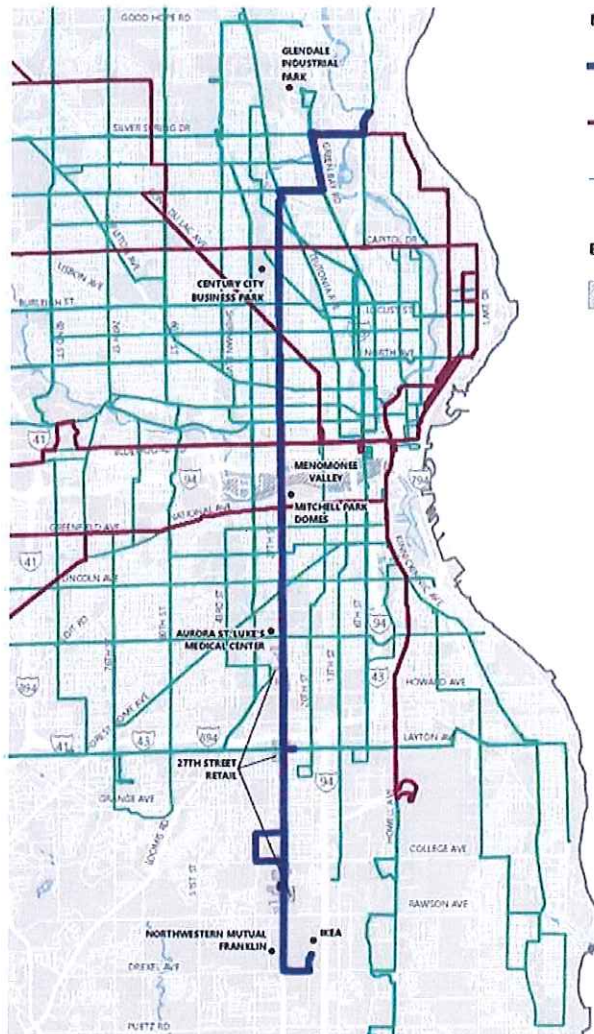
4:30 a.m. – 1:00 a.m.

HEADWAYS

14 – 29 minutes



Ongoing MCTS Projects

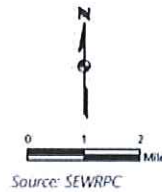


MCTS NEXT ROUTES

- MCTS NEXT PURPLELINE (ALL VARIATIONS)
- OTHER MCTS NEXT EXPRESS BUS ROUTES
- MCTS NEXT LOCAL BUS ROUTES

BASEMAP

- AREAS OF INTEREST NEAR PURPLELINE CORRIDOR
- POINTS OF INTEREST NEAR PURPLELINE CORRIDOR



MCTS NEXT

- Reconfiguration of existing transit routes in the system (2020)

East-West BRT

- New Bus Rapid Transit service from Downtown to MMRC (2022)

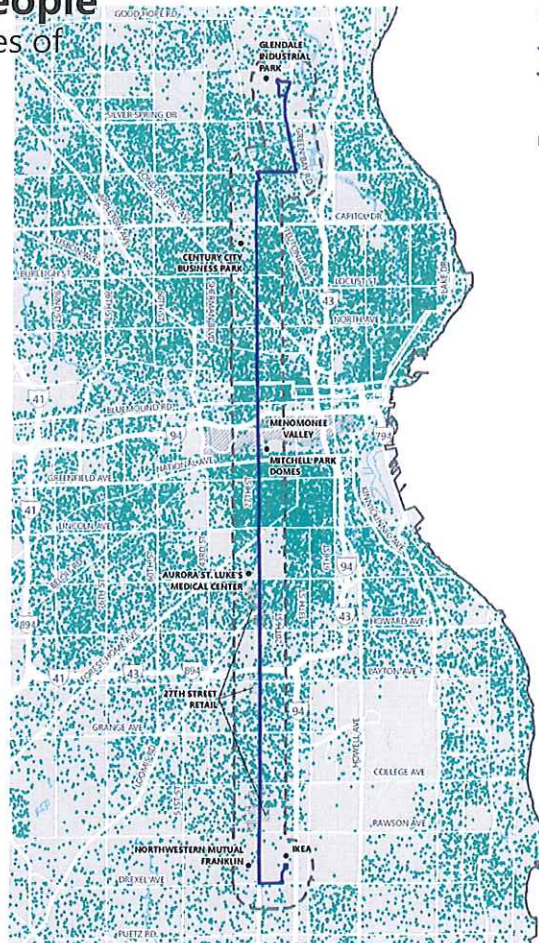
North-South Transit Enhancement Study

- Modernized transit service, mode TBD, in or around 27th street

Total Population

118,072 people

within 0.5 miles of
existing stops



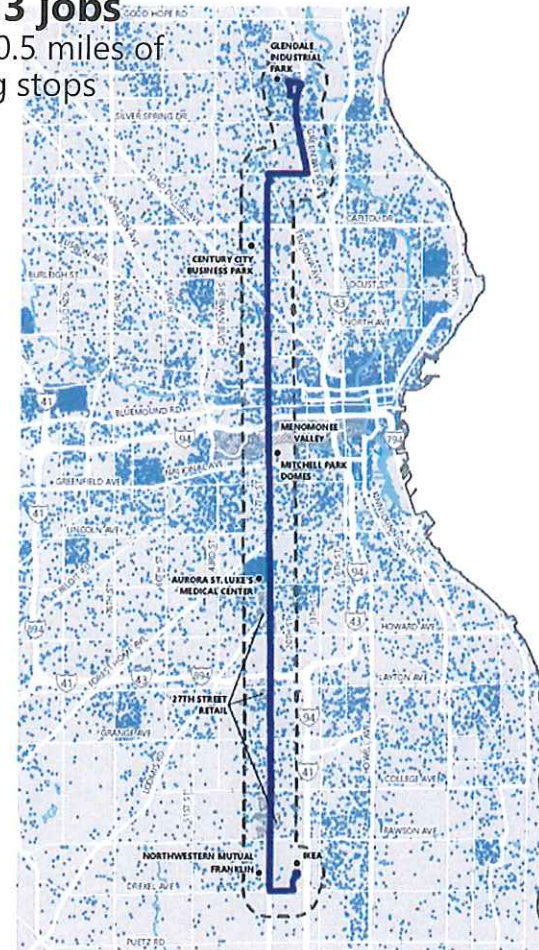
- EXISTING TRANSIT ROUTE**
- MCTS PURPLELINE
 - - - 0.5 MILE BUFFER AROUND EXISTING ROUTE
- ESTIMATED POPULATION (2020)**
- 25 PEOPLE



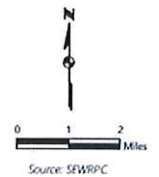
Total Jobs

49,223 jobs

within 0.5 miles of
existing stops



- EXISTING TRANSIT ROUTE**
- MCTS PURPLELINE
 - - - 0.5 MILE BUFFER AROUND EXISTING ROUTE
- ESTIMATED EMPLOYMENT (2020)**
- 25 JOBS



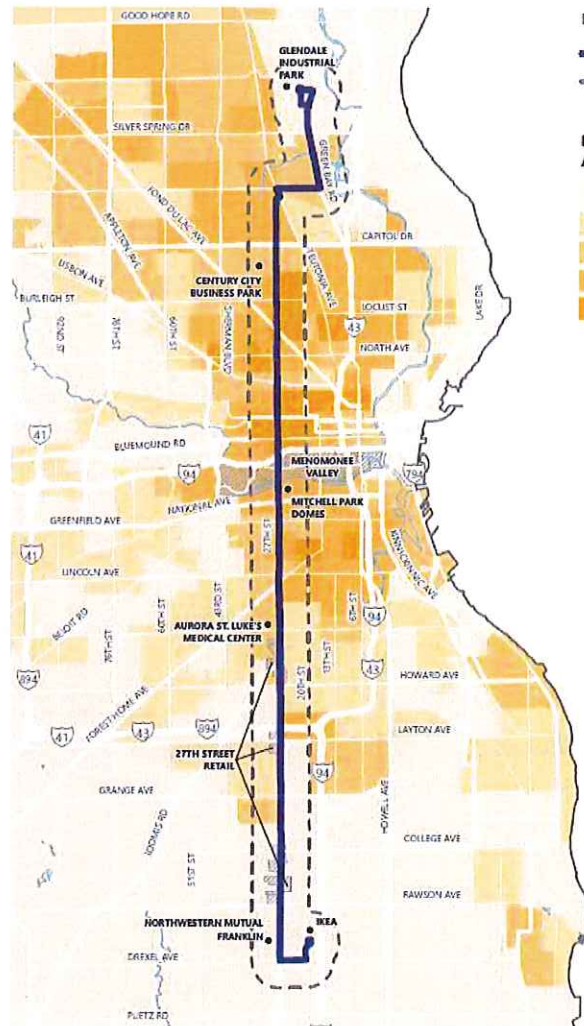
Families in Poverty

28% of families

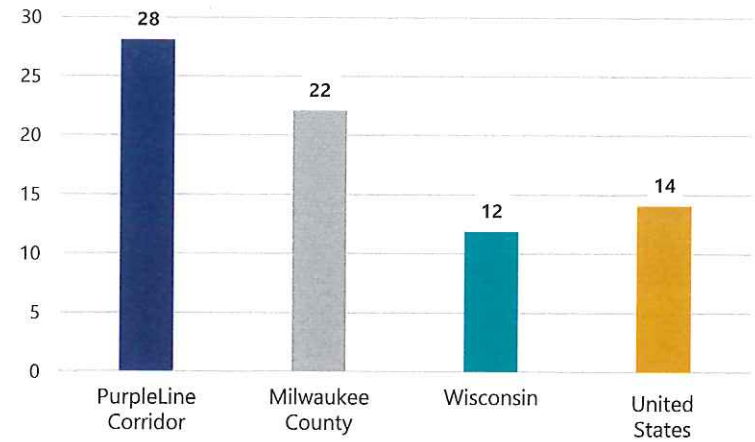
within 0.5 miles of existing stops have incomes at or below the poverty level

63% of all families

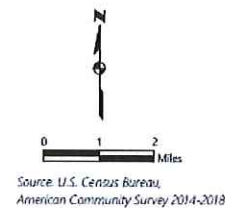
in poverty in Milwaukee County live within 1/2 mile of the PurpleLine



Percent of Families in Poverty

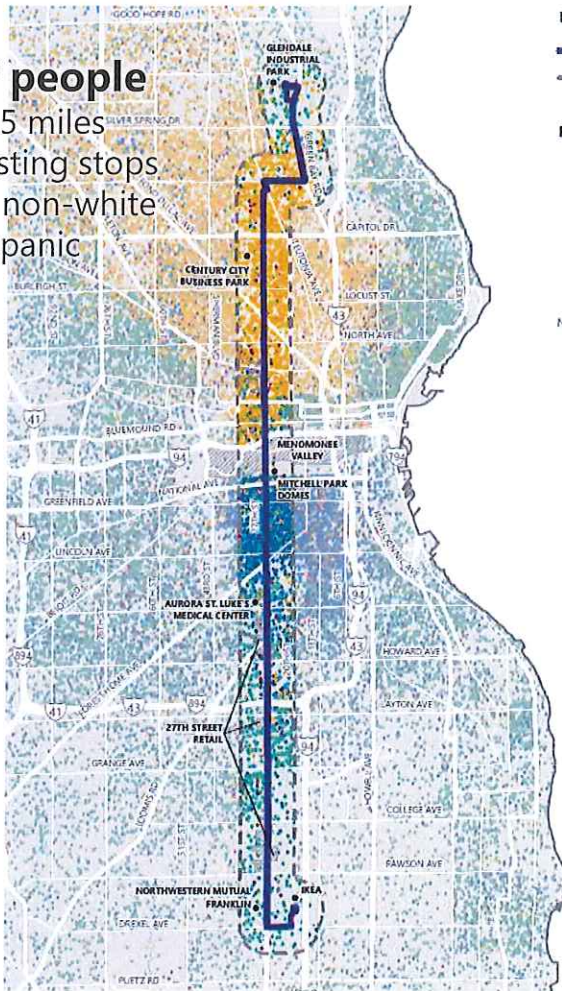


Source: U.S. Bureau of the Census American Community Survey, 2014-18



Minority Populations

75% of people within 0.5 miles from existing stops who are non-white or of Hispanic origin



EXISTING TRANSIT ROUTE

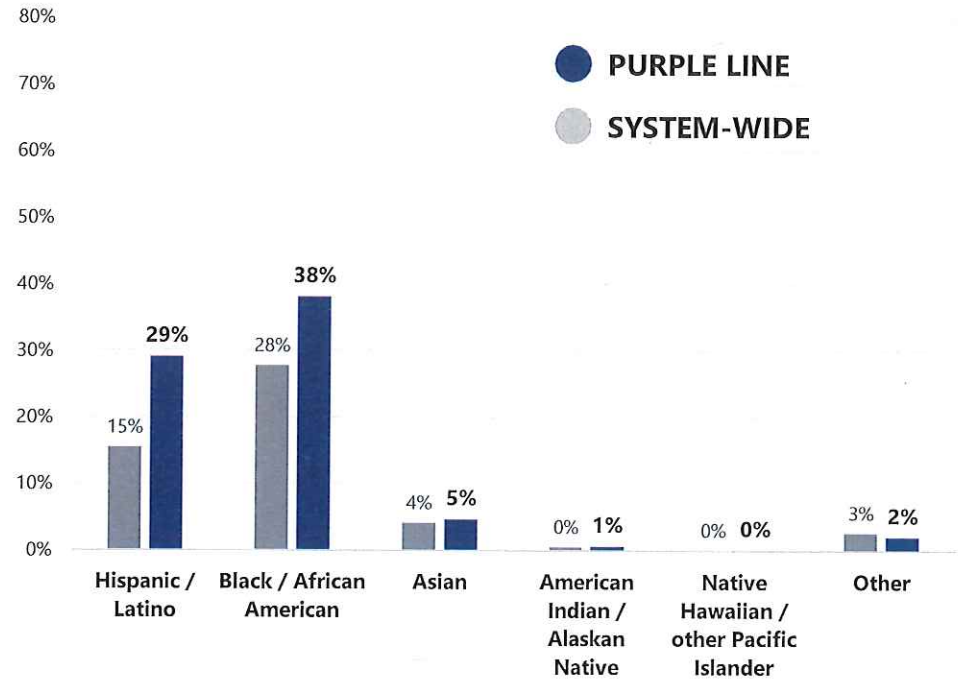
- MCTS PURPLELINE
- 0.5 MILE BUFFER AROUND EXISTING ROUTE

RACE AND ETHNICITY

- BLACK/AFRICAN AMERICAN
- HISPANIC
- WHITE
- ASIAN
- OTHER RACES, OR TWO OR MORE RACES

Note: One dot equals 25 people

BREAKDOWN OF MINORITY POPULATION BY RACE AND HISPANIC ETHNICITY WITHIN 0.5 MILES OF BUS STOPS

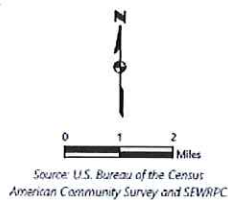
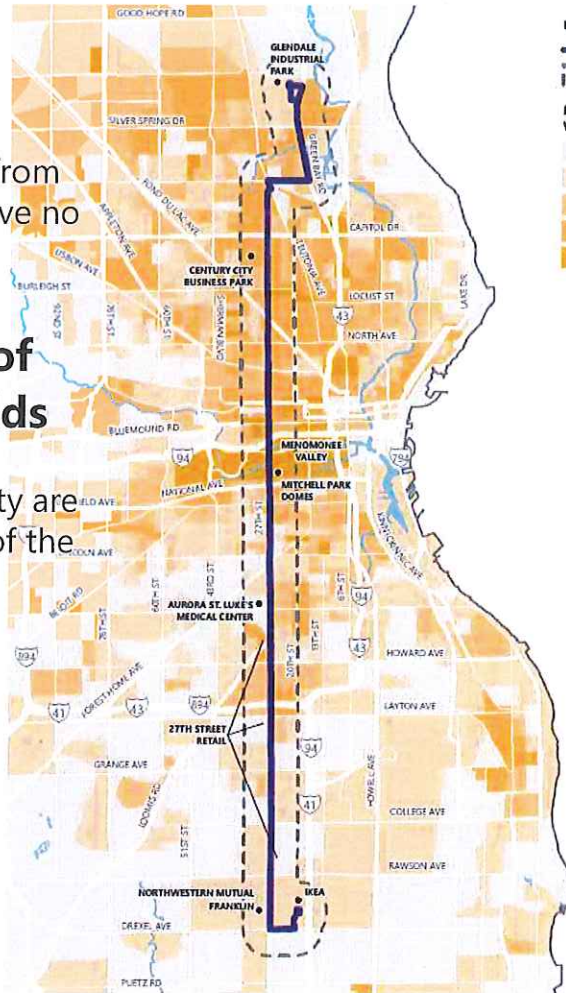


Source: U.S. Bureau of the Census American Community Survey, 2014-18

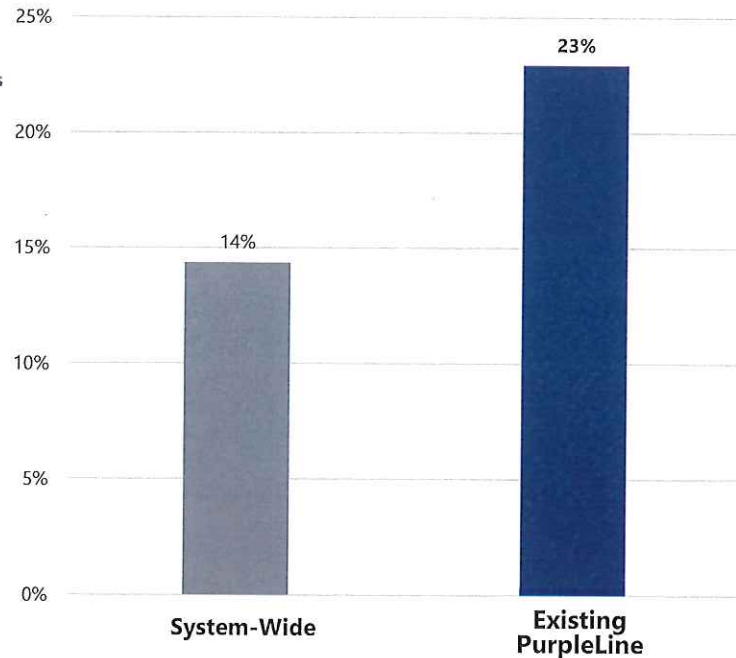
Households Without a Car

23% of households within 0.5 miles from existing stops have no vehicle available

Nearly **1 in 5 of all households** without a car in Milwaukee County are within a 1/2 mile of the **PurpleLine**



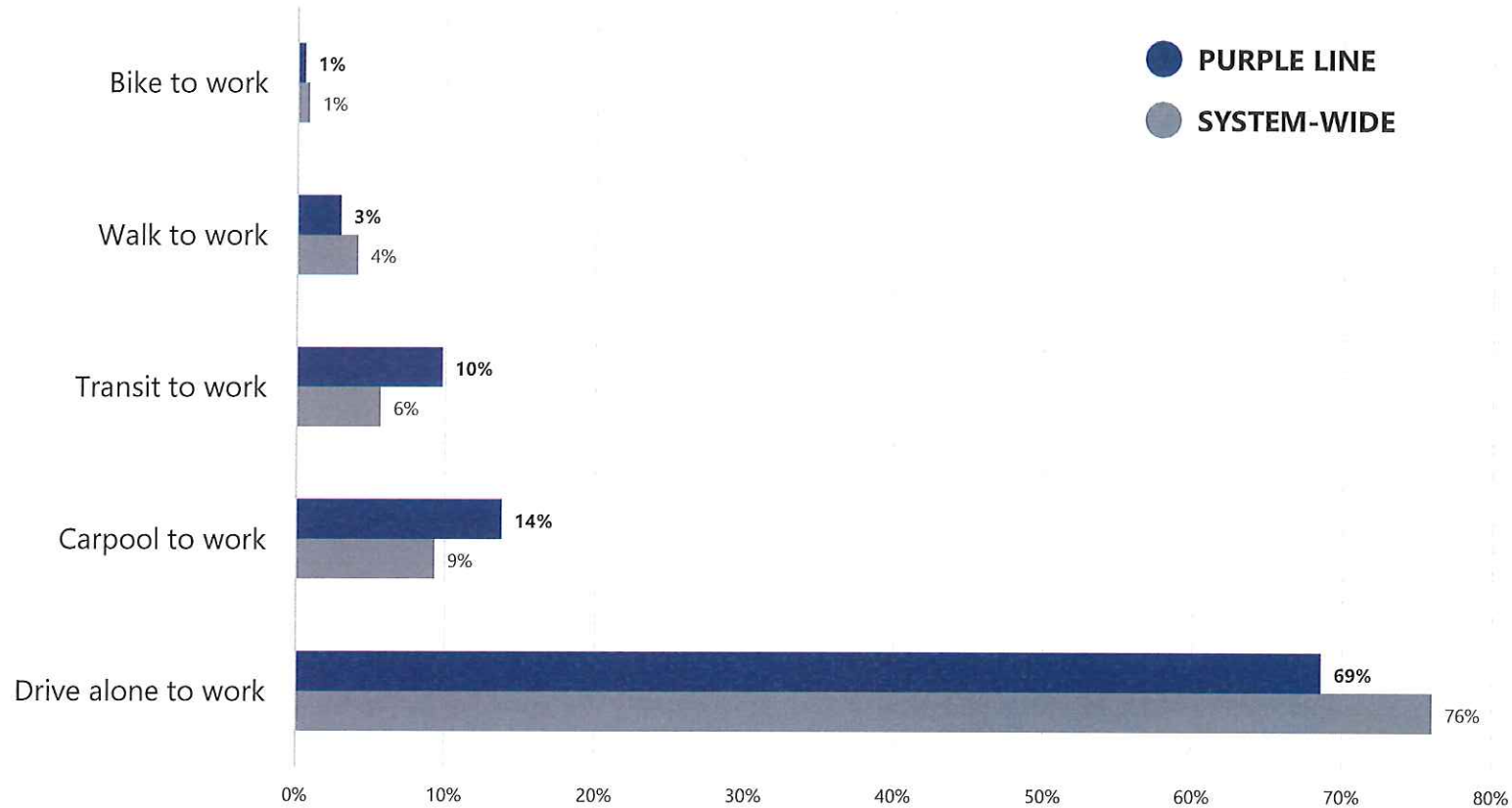
PORTION OF HOUSEHOLDS WITHOUT ACCESS TO A VEHICLE WITHIN 0.5 MILES OF BUS STOPS



Source: U.S. Bureau of the Census American Community Survey, 2014-18

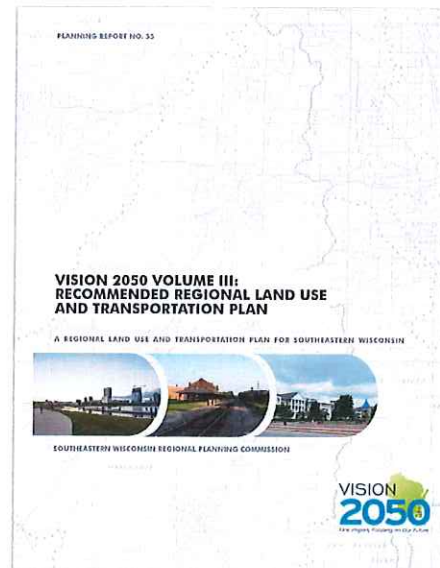
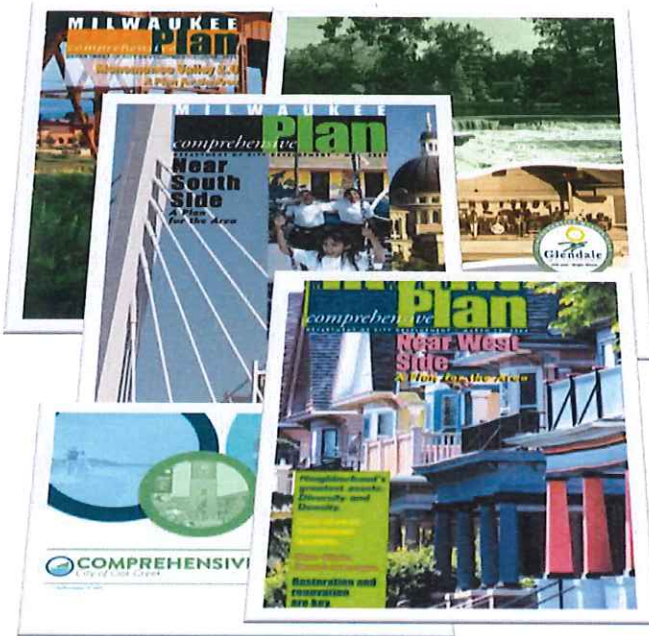
Mode of Travel to Work

For population within 0.5 miles of bus stops



Source: U.S. Bureau of the Census
American Community Survey, 2014-18

Planning for 27th Street Transit Enhancement



Regional and Local Planning

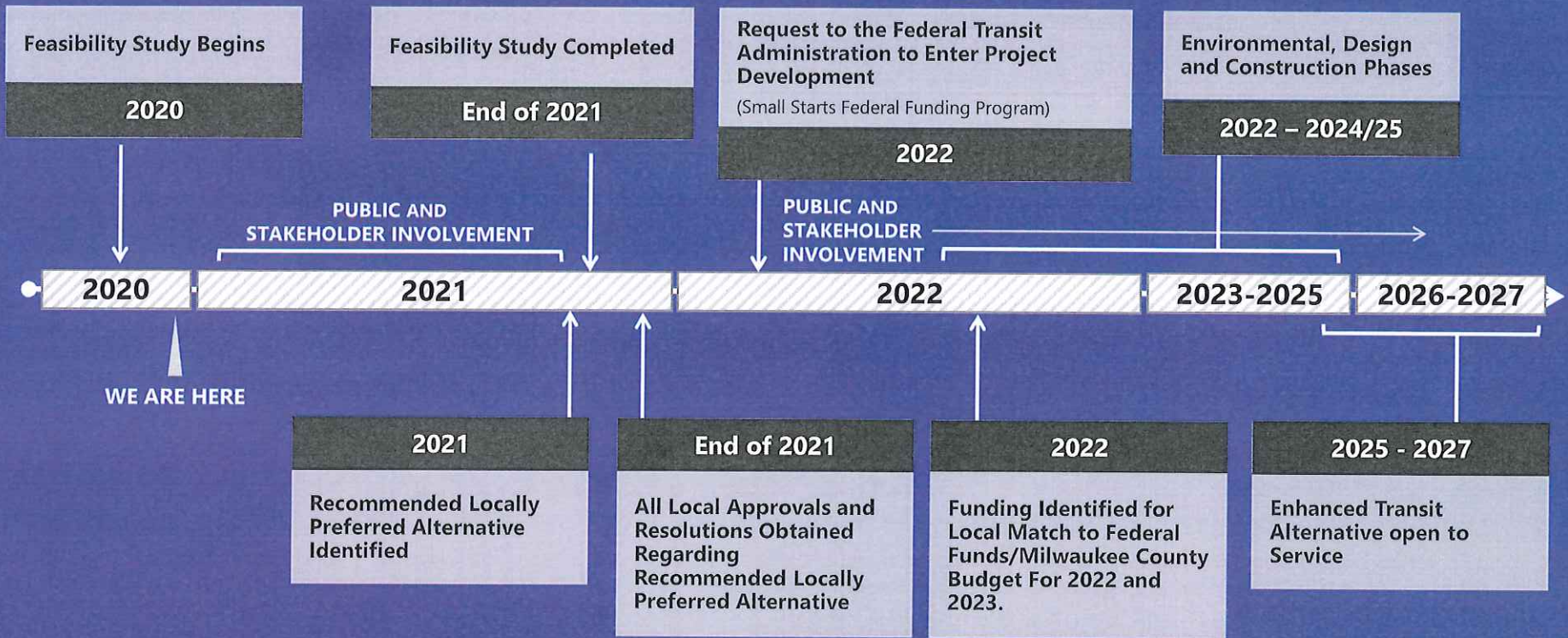
VISION 2050 recommends:

- Rapid transit and express bus serving the corridor:
 - limited-stop, higher-speed routes
 - transit vehicles operating in mixed traffic (express bus) or in reserved street lanes (rapid transit)
 - stops typically spaced every ½ to one mile
- Commuter rail in the 30th Street Corridor to downtown Milwaukee and extending to Racine and Kenosha to connect to the Metra rail service to Chicago

Local Comprehensive Plans

- Local Plans include existing PurpleLine transit service or recommend enhanced transit service

Anticipated Completion and Next Steps





mkenorthsouth.com

Project Contacts:

Carrie Cooper, SEWRPC
ccooper@sewrpc.org
262-953-3205

Tom Winter, MCTS
TWinter@mcts.org
414-937-3221

Jeff Sponcia, MCTS
JSponcia@mcts.org
414-343-1726

John Rodgers, MCDOT
john.rodgers@milwaukeecountywi.gov
414-257-5968

Kevin Muhs, SEWRPC
kmuhs@sewrpc.org
262-953-4288

