



# *Recommended Route Plan Resolution Report*

*Transportation and Transit Committee  
County Board of Supervisors*



Tom Winter, Director, Service Development Department  
Jesus Ochoa, Planning Manager, Service Development Department

May 21, 2025

# Purpose and Background



- The purpose of MOVE 2025 has been 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 were balanced through improved efficiencies based on a review of ridership and productivity throughout the system.
- MCTS gave a presentation to the Committee on 3/5/25 (File 25-179 Informational Report). It was also included in the 2025 Recommended Budget Overview (File 24-827).

# Timeline



## **Phase I** (*December 2024 – January 2025*)

- Gathered feedback on proposals through 5 in-person meetings, 15 Stakeholder meetings, an online survey, and feedback from bus operators.
- A Spanish language interpreter and ASL interpreter were at in person meetings.

## **Phase II** (*February – April*)

- Compiled Phase 1 feedback and prepared a draft plan. Gathered feedback on draft plan at 3 in-person meetings.
- Prepared a recommended plan after second round of feedback.

## **Phase III** (*May – August*)

- **Present Recommended Plan to County Board and request approval.**
- **If approved, MCTS would inform riders / drivers / County Board and implement changes beginning August 24, 2025.**

# Outreach Plan



- Created a **MOVE 2025 website** with background information, description of route options, and a survey to gather feedback.
- Published issues of **Bus Lines and Rider Insider** and prepared a press release.
- Met 4 times 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. Also presented draft plan to **ATU leadership** which helped create the Recommended Plan.
- Met with stakeholders that represent the **interests of persons with disabilities** including Independence First, Industries for the Blind & Visually Impaired, Milwaukee County Transit Plus Advisory Committee, and County Days events.
- Met with the City of Milwaukee, South Milwaukee, Oak Creek, West Allis, and Shorewood DPW's to inform them and seek their feedback.

# Recommended Plan – Service Changes



- The Recommended Plan includes four types of service improvements and modifications:
  - **More Frequent Service:** Route 57, Route 63 & BlueLine.
  - **Creating New Routes:** Route 59 (Drexel Ave), Route 73 (Mill Road), Route 74 (43<sup>rd</sup> St. - Miller Park Way), and Route 82 (S. 13<sup>th</sup> - Howell Avenue).
  - **Extending Routes / Improving Connections:** Routes 14, 30, 52, 56, & 68.
  - **Route Modifications:** Routes 19, 20, 28, 51, 55, 58, and Redline & PurpleLine.

# More Frequent Service



GOAL – Providing more frequent service to areas of high ridership.



High frequency service (15 min.) would be expanded from 60<sup>th</sup> & Hampton Avenue to 76<sup>th</sup> & Mill Road (versus 30 min).



Service on the north end will be shortened at 76th & Mill Road. Riders will be able to connect to expanded service along Mill Road via new Route 73.



Buses would come more frequently during the AM and PM rush hour, i.e., every 22 min. (versus 28. min.)



New high frequency service (15 min.) would be provided during the AM and PM rush hour (versus 20 min.).



# Creating New Routes



GOAL – Creating new service / improving connections to jobs/shopping.

**59** *NEW  
ROUTE*  
DREXEL AVENUE

New route on Drexel Avenue between Chicago Avenue and 27<sup>th</sup> Street. Expands access and shortens travel times to jobs/shopping at Drexel Towne Square and IKEA.

**73** *NEW  
ROUTE*  
MILL ROAD

New route on Mill Road from Teutonia & Florist to 124<sup>th</sup> & Brown Deer. Expands access to jobs/shopping via connections to Routes 12, 19, 30, 35, and BlueLine.

**74** *NEW  
ROUTE*  
S. 43rd Street

New route on S. 43<sup>rd</sup> St. - Miller Park Way from 35<sup>th</sup> & Wis. to Loomis & Morgan. Expands access and shortens travel times to jobs/shopping.

**82** *NEW  
ROUTE*  
S. 13th St. - Howell Avenue

New route on 13<sup>th</sup> and Howell Ave. between College Avenue and Puetz Avenue. Improves efficiency of service as well as on time performance.

# Extending Routes / Improving Connections



GOAL – Extending service / improving connections to jobs/shopping.

**14**

HUMBOLDT BLVD - WISCONSIN

Route would be extended west on Wisconsin Avenue to 17<sup>th</sup> Street to provide a one bus ride to more employers in downtown and to Marquette University

**30**

SHERMAN-WISCONSIN

Route would be modified to serve Florist Avenue to Teutonia Avenue and create new connections to Routes 12 and 19. This change will also address concerns from bus drivers to improve access to nearby restrooms.

**52**

CLEMENT-PENNSYLVANIA

Service on the north end would be modified to travel to Chase Ave. & Holt Street. Service on the south end will be extended to Chicago Ave. & Drexel Ave. Both changes will allow connections to other routes and better serve jobs/shopping.

Service to the Kelly Senior Center and the Aurora South Shore Hospital will continue to be provided.

# Extending Routes / Improving Connections (cont.)



GOAL – Extending service / improving connections to jobs/shopping.

**56**

GREENFIELD - BELOIT

Route would be extended to provide new service along Beloit Road from 60<sup>th</sup> St. to 92nd & Oklahoma Avenue. This change will improve access to jobs/shopping via connections with other routes.

Service on S. 43<sup>rd</sup> would be replaced by new Route 74.

**68**

PORT WASHINGTON - CAPITOL

Route would be extended to UWM via Capitol Drive and Downer Ave. This change would allow the RedLine to be modified to use Oakland Avenue and shorten travel times to UWM.

# Route Modifications



GOAL – Modifying routes based on ridership and travel trends.



Service on MLK Dr. between Kilbourn Ave. and McKinley Ave. will be moved to 6th to shorten travel times and improve reliability.

Service on the south end will be shortened at College Ave.

Riders going to Oak Creek can connect to new Route 82.



Service on the south end will be shortened at Edgerton Ave. due to low ridership. Riders going to the College Avenue Walmart can connect to the PurpleLine on 27<sup>th</sup> St.



Service is modified to travel along Hampton and Lovers Lane in both directions. Eliminates one way service with low ridership.

# Route Modifications (Cont.)



GOAL – Modifying routes based on demand and travel trends.



Midday service would be reduced to every 22 min. (versus 15 min.)

Limited-service on Lake Drive would be eliminated due to low ridership.



Limited-service on Lake Drive would be eliminated due to low ridership. Service to the Kelly Senior Center and Aurora South Shore Hospital would continue via Route 52.



Service on the west end would end at Villard & Appleton due to low ridership. Service on east end would be extended to Green Bay & Baker to provide a new connection to Route 63 (to access Bayshore). This change will help bus drivers by improving access to restrooms. Finally, service would be modified to run only during the daytime due to low ridership.

# Route Modifications (Cont.)



GOAL – Modifying routes based on demand and travel trends.



Service on the south end would be modified to end at College – Walmart due to low ridership.

New Route 59 will connect with the PurpleLine at the College – Walmart and maintain the connection to IKEA. It will also provide a new connection to Drexel Towne Square.



Service to UWM would be modified to use Oakland Ave. to shorten travel times and improve efficiency.

Service on Capitol Drive east of Oakland and on Downer Avenue would be replaced by Route 68.

# Title VI – Service Equity Analysis



- MCTS prepared a Service Equity Analysis (SAFE) to determine if the Recommended Plan would have a disparate impact on the minority population or disproportionate burden on the low-income population.
  - If either impact would exist, MCTS must take steps to avoid, minimize, or mitigate the impacts where practicable.
- The process involves measuring the annual people trips traveling through each census tract in the current system and Recommended Plan. A comparison was then made between the number of trips for the low-income / non-low-income populations and between the minority population / non-minority populations. The next step to compare the percent change in trips for each pair of population groups.
- The final step is to apply the “four-fifths rule”, i.e., if the difference in percent change is less than 80%, then the changes would be considered to have an impact / burden.

# Title VI – Service Equity Analysis



- MOVE 2025 Recommended Plan would **not have a disparate impact** on the minority population **nor a disproportionate burden** on the low-income population.
- In general, this plan would bring more useful transit service throughout the county by serving new areas and creating more connections while increasing service for both low-income and minority population groups.

Population Group	Annual People Trips Before	Annual People Trips After	Percent Change	Application of 4/5 <sup>th</sup> 's Rule (Exceed 80%?)
Low Income	50,769,455	51,400,850	1.2%	Yes (>100%)
Non-Low Income	48,558,740	48,346,780	-0.4%	
Minority	56,308,255	56,352,040	0.1%	Yes (>100%)
Non-Minority	43,439,375	43,395,590	-0.1%	
Total	99,747,630	99,747,630		

# Summary / Recommendation



- The purpose of MOVE 2025 has been to gather feedback from riders on cost neutral route and schedule proposals that would better serve the needs of the public. The Recommended Plan will help riders by making service more frequent and by creating or extending routes to better connect areas with jobs/shopping. It will also improve efficiency by reducing or removing service in areas with low ridership and productivity.
- Riders and stakeholders were supportive of the service changes in the Recommended Plan. These changes would not have a disparate impact on the minority population nor a disproportionate burden on the low-income population.
- As such, **MCTS recommends** the Transportation and Transit Committee and the full County Board **approve the MOVE 2025 Recommended Plan** for implementation.
- If approved, MCTS would prepare an outreach plan to inform riders / drivers / County Board of upcoming changes in June and July with **changes beginning August 24, 2025.**



Thank you! Questions?

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



RideMCTS.com



WisGo app



Facebook.com/RideMCTS



@RideMCTS



@RideMCTS