Project Update – Milwaukee County Board

December 30, 2022



EAST BRT

Preparing for Launch June 4, 2023



From Concept

To Construction

To Service





Civil Construction Complete

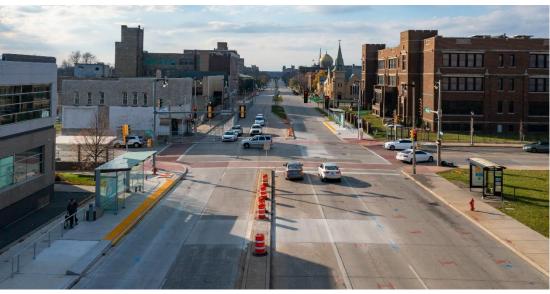
- Platforms
- Utilities
- Shelters
- Driver Restroom
- Charging Bar

First Battery Electric Bus Arrives

- BEB Showcased
- Branding Announced











EAST BRT

Final Construction

Dedicated Lane Striping & Signage

Accessory/Amenities Installation

- Cameras
- Pylons
- Fare Validators
- Ticket Vending Machines (TVMs)
- Real-Time Signs (RTS)

Additional Battery Electric Buses Arrive

- Starter Fleet of 11 on property March
- Updates to passenger mobile charging ports









Training

- Operators
- Mechanics
- Dispatchers, Route Supervisors

Establishing

- Dedicated BRT Transit Security
- Dedicated BRT Maintenance Team







Cities of Milwaukee & Wauwatosa

- Emergency Responders
- Plowing

Milwaukee Regional Medical Center (MRMC)

Campus Plan

Waukesha, Washington & Oz Flyers

Bus Stops

Waukesha Metro 1

Extension of Route into Milwaukee Co.











Marketing

- Fully integrated advertising, PR and promotion campaign
- Robust online presence: social media & website
- **Education focus**

How-To tutorials:

- Use TVMs
- Board
- Ride
- Get CONNECTED **JUNE 4, 2023**





For more information:

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