

Project Update – Milwaukee County Board

December 30, 2022



Preparing for Launch June 4, 2023



From Concept
To Construction
To Service



2022 Recap

Civil Construction Complete

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

First Battery Electric Bus Arrives

- BEB Showcased
- Branding Announced



EAST
WEST **BRT**



Benchmarks Met

2023 Look Ahead

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



Preparing for Operations

Training

- Operators
- Mechanics
- Dispatchers, Route Supervisors

Establishing

- Dedicated BRT Transit Security
- Dedicated BRT Maintenance Team



Coordinating with our Partners

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.



On-Boarding the Public

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:

eastwestbrtmke.com

MCTS CONNECT (ridemcts.com)

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**EAST
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