

CONNECT 1 Bus Rapid Transit / Recommended Route Changes Title VI Equity Analysis

Transportation and Transit Committee
Milwaukee County Board of Supervisors



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

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Recommended Route Adjustments



- Milwaukee County's investment in the CONNECT 1 Bus Rapid Transit line will create a premium level of transit service that expands mobility and spurs economic activity.
- The introduction of CONNECT 1 BRT also presents opportunities to improve the reliability of service on adjacent routes and to make service easier to understand.
- These changes are in alignment with the MCTS mission to connect our community to jobs, education, and life with essential transit services.

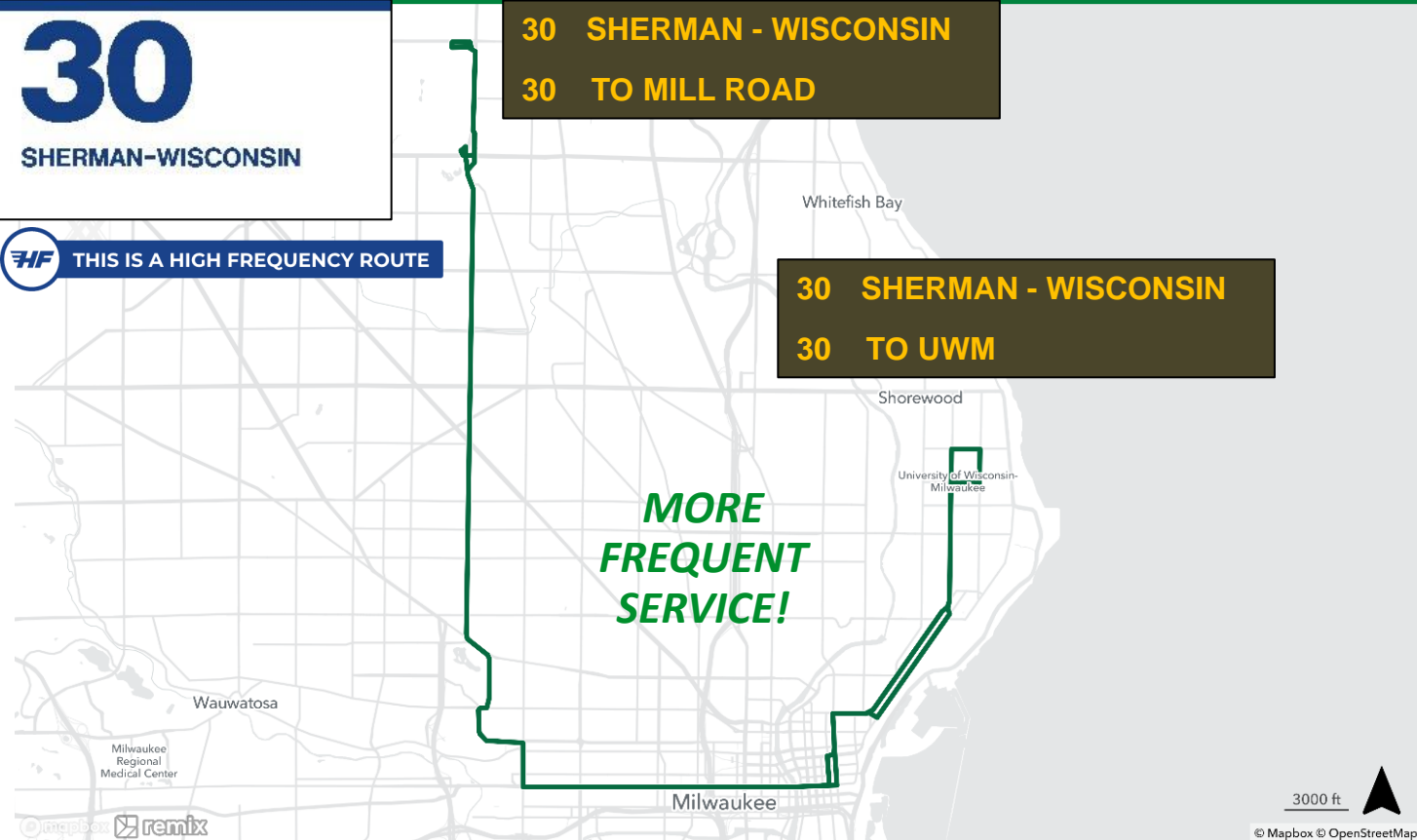
Recommended Route Adjustments - Summary



- GoldLine – CONNECT 1 BRT will replace the GoldLine which will be retired
 - Route 30 – Service will be made more frequent
 - Route 21 – Service will be expanded to operate year-round to UWM
 - Waukesha Metro 1 – Extended to meet CONNECT 1 BRT at MRMC
- Route 14 – Route will be modified into two separate routes:
 - Route 14 will travel via Humboldt between Bayshore and downtown
 - Route 24 will travel via Forest Home between Southridge and MCTS
- BlueLine - Route will be adjusted to end at Marquette University campus

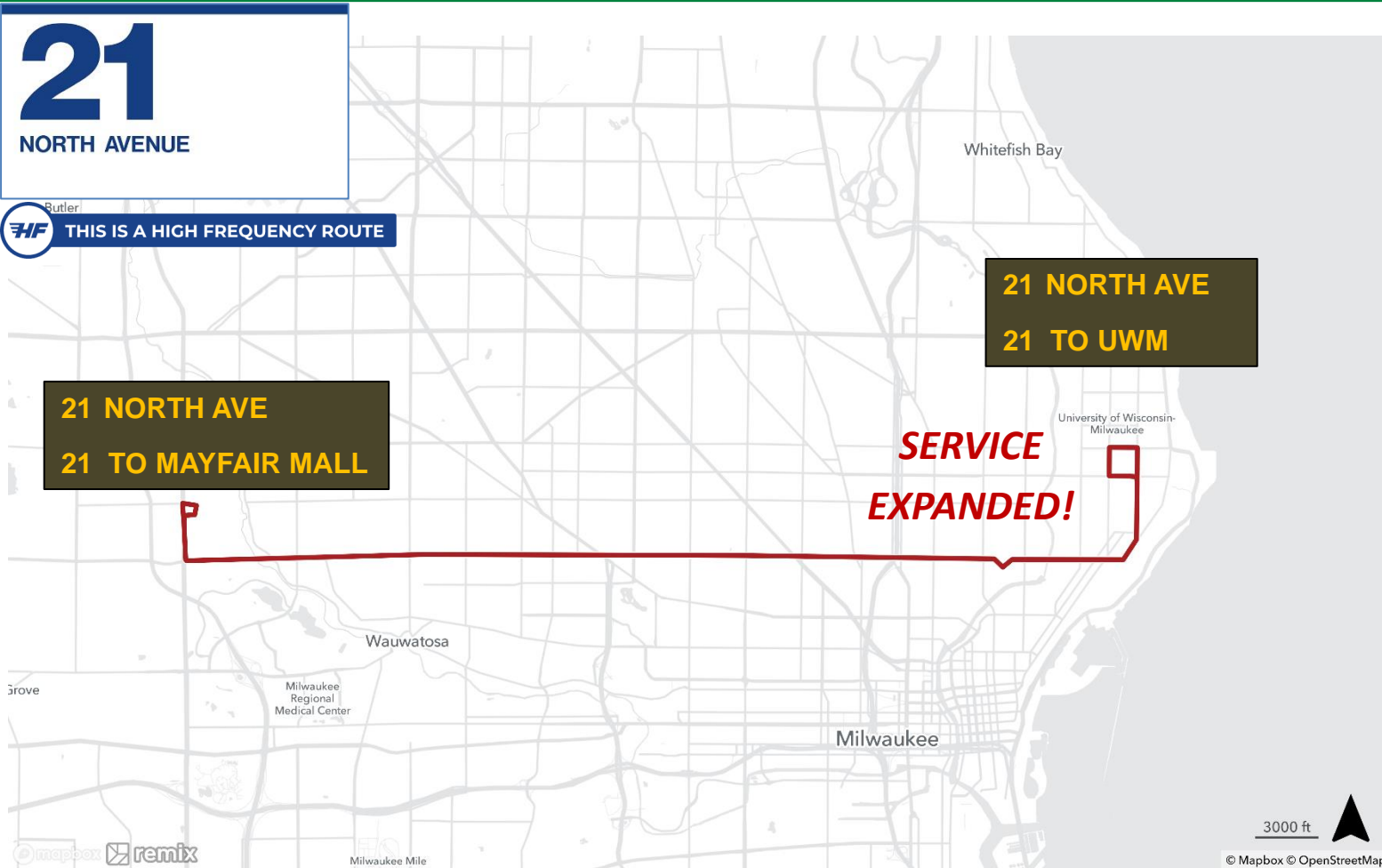


Route 30 – Sherman - Wisconsin



- Route 30 service frequency will be expanded as it replaces the GoldLine between downtown and UWM.
- Route 30 buses will serve every CONNECT 1 BRT Station along Wisconsin Avenue.
- Buses will continue to run from 4AM-130AM like today.

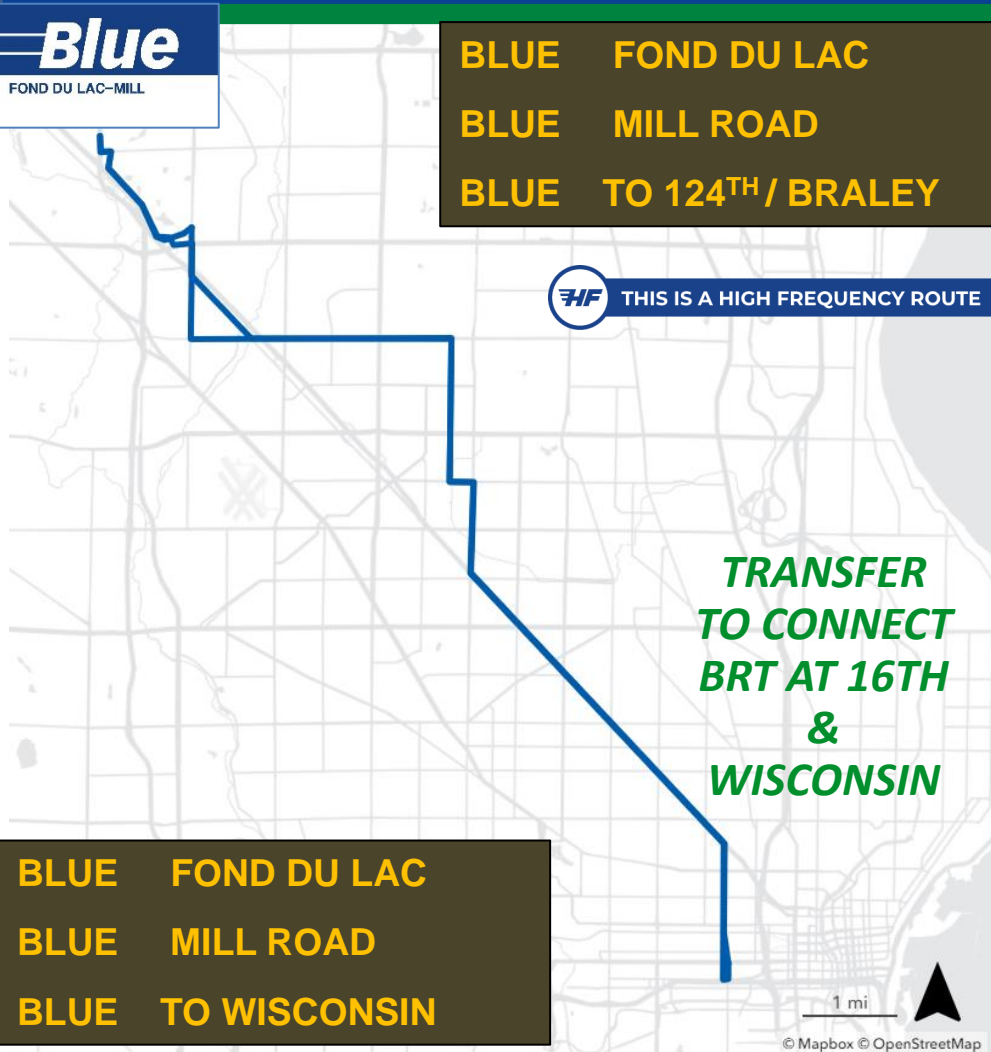
Route 21 – North Avenue



- Route 21 will be expanded to maintain year-round service on Downer Avenue between North Avenue and UWM.
- Buses will continue to run from 4AM - 130AM like today.

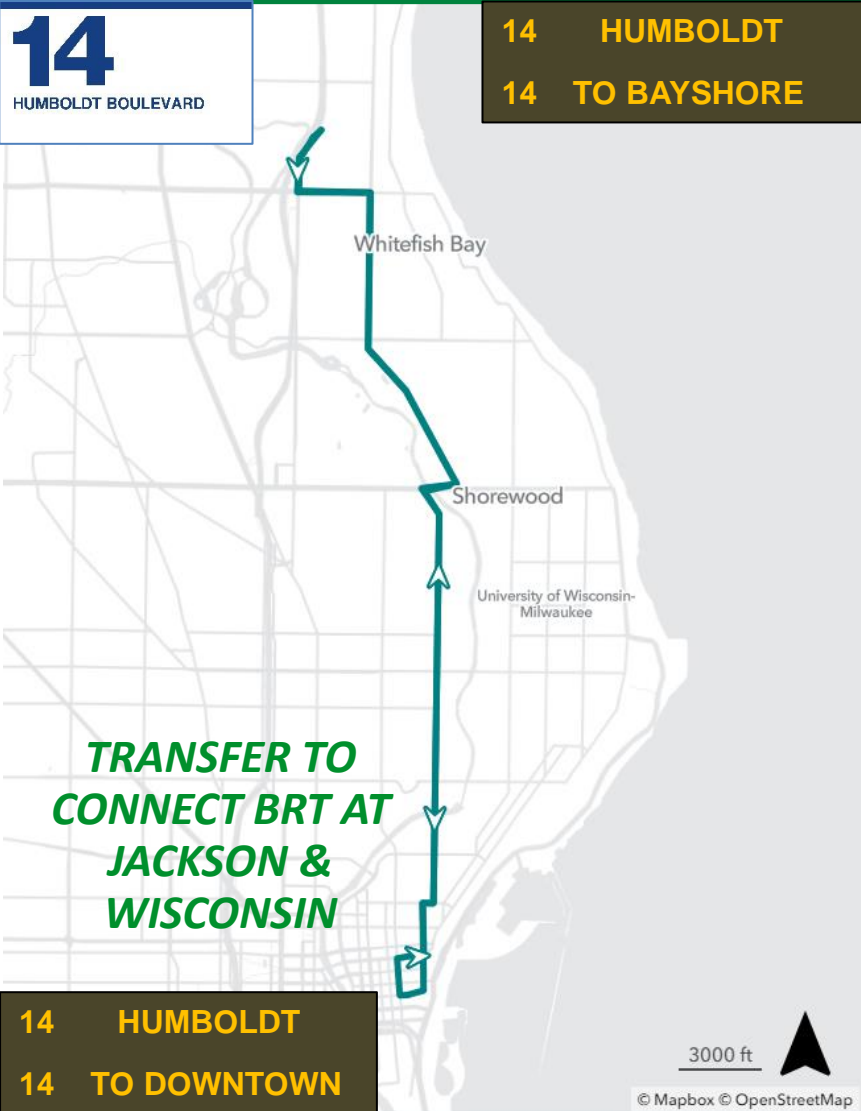


BlueLine – Fond du Lac - Mill



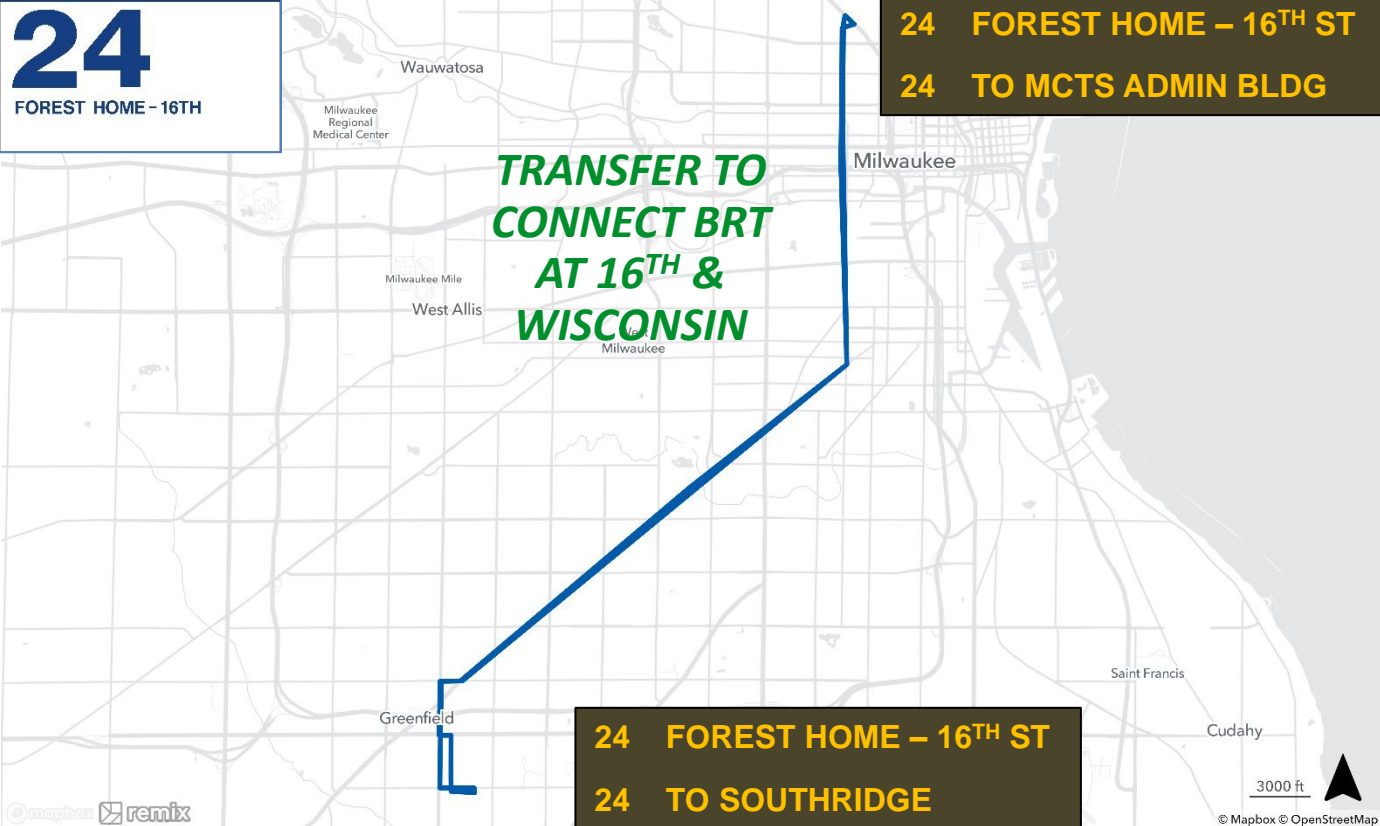
- The BlueLine will be shortened to end at Marquette University (16th Street & Wisconsin Avenue).
- Riders can transfer to CONNECT 1 Bus Station at the 16th & Wisconsin Station as well as to Route 30.
- The BlueLine will continue to provide high frequency service to riders.
- Buses will continue to run from 430AM-130AM like today.

Route 14 – Humboldt Blvd



- Route 14 will be modified in two separate routes to improve reliability along the two corridors.
 - New Route 14 will serve Humboldt Blvd.
 - New Route 24 will serve Forest Home.
- Riders can transfer to CONNECT 1 BRT at the Jackson & Wisconsin Station (as well as to Route 30).
- Buses will continue to run from 430AM-12AM.

Route 24 – Forest Home – 16th Street



- New Route 24 will replace Route 14 on Forest Home and 16th Street
- Service will be extended on 16th – 17th to the MCTS Admin Building.
- Frequency of service will be like today (20 - 30 minutes).
- Riders can transfer to CONNECT 1 Bus Station at the 16th & Wisconsin Station as well as to Route 30.
- Buses will run from 430AM-12AM.

Waukesha Metro Route 1



- Service along Bluemound Road to Brookfield Square will continue via Metro Route 1 at MRMC (replaces GoldLine service).
- Buses will run every 20 min. on weekdays / Sat. Sunday service will run every 35 minutes.
- Buses will run from 530AM-11PM on weekdays / Sat. and 7AM-10 PM.

Outreach and Education Efforts



- Host virtual and in person community education meetings (3)
- Update website with revised route maps/schedules. Videos will be prepared to describe key information on the new routings.
- Publish special issues of MCTS Bus Lines and Rider Insider / press release
- Install bus stop signage to promote awareness prior to implementation. Buses will also make audio/visual announcements of changes.
- Provide key materials in Spanish and have a Spanish language interpreter to answer questions.
- Provide detailed route/schedule information to County Board Supervisors whose districts are impacted by route changes.

Title VI – Service Equity Analysis



- The Federal Transit Administration (FTA) requires transit systems perform a service equity analysis when there is a major service change to a route or group of routes.
- The purpose of the analysis is to proactively assess the impacts of changes upon the minority and low-income population relative to the non-minority and non-low-income population.
- Any changes that do not have a similar impact on the minority and low-income population are considered a “disparate impact” or a “disproportionate burden”, respectively. If an impact or burden is determined to exist, the transit provider must then take steps to mitigate the impacts where practical.
- MCTS uses the “four-fifths rule” as the threshold for determining if an impact will occur as a result of a major service change.

Title VI – Process / Review



- A review of the data indicates these changes would not have a disparate impact on minority populations nor a disproportionate burden on low-income populations, i.e., the percent change exceeds four-fifths or 80%.

Population Group	Annual People Trips Before	Annual People Trips After	4/5ths Rule	Percent Change
Low Income	13,754,970	13,614,960	>100%	-1%
Non-Low Income	8,562,025	8,328,280		-3%
Minority	11,176,460	11,548,530	>100%	3%
Non-Minority	11,140,535	10,394,440		-7%

Thank you! Questions?

**For more information:
MCTS CONNECT (ridemcts.com)**

CONNECT 1 - Bus Rapid Transit
Starts June 4, 2023!



CONNECT 1 - Bus Rapid Transit



Very Frequent Service

- Every 10 min.

New Premium Amenities

- Bus Stations with Real Time Signage
- Ticket Vending Machines
- Bus Only Lanes

Faster Travel Times

- Downtown to MRMC in 30 min.



Starts June 4, 2023!



Wisconsin's first Bus Rapid Transit Line!