



Implementation Plan Report

Milwaukee County Transportation, Public Works and
Transit Committee



Current / Future Considerations

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- The impact of COVID-19 has resulted in a 50% decline in ridership
- While COVID-19 will continue to impact ridership in 2021, it is essential MCTS does all it can to get people back on the bus
- The East-West Bus Rapid Transit service is scheduled to begin in 2022
- Major route changes can only be done 4 times a year per the Contract with ATU 998 (March, June, September, and December)

Implementation Plan - 2021

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3 Phase Plan – Spring, Summer, Fall

- Route changes would be implemented in March, June, & September
- Plan affords MCTS time to complete all essential work
 - Inform riders / stakeholders, create new schedules, and train drivers
- MCTS will provide information on route changes to the TPW&T Committee / supervisors prior to each phase



Implementation Plan - 2021

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3 Phase Plan – Spring, Summer, Fall

March 2021

- Routes 15, 19, 20, 31, 33, 35, 51, 52, 63 and 68.

June 2021

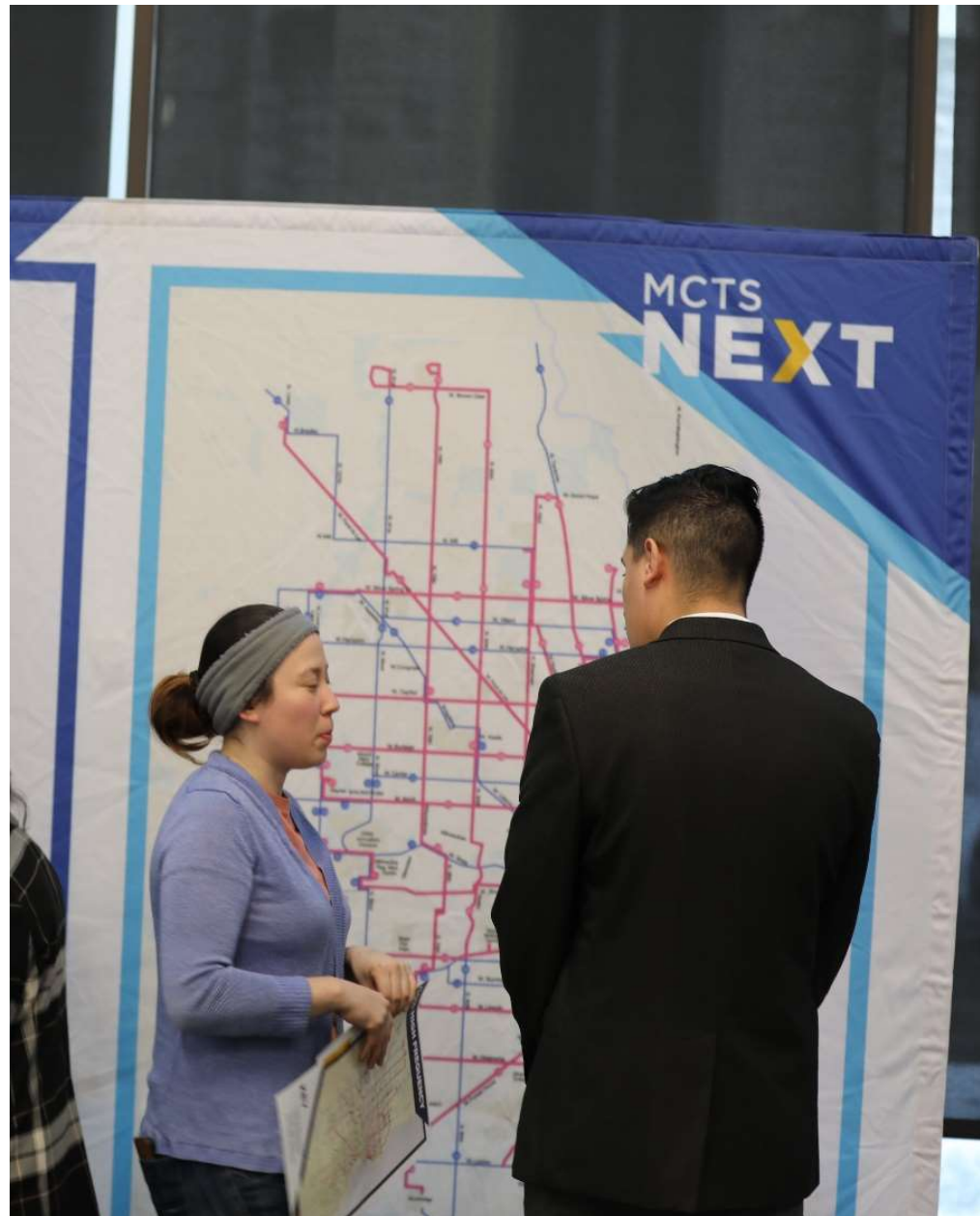
- PurpleLine, Routes 11, 12, 58, 65, 80 and 88.

September 2021

- BlueLine, OrangeLine, Routes 22, 28, 54, 55, 56, 60, 66, 76 and 92



Riders & Stakeholders - Outreach



- Host Virtual Community Meetings in affected neighborhoods
- Post Videos describing routes changes online for easy access
- Prepare Signage at individual Bus Stops
- Publish Special issues of MCTS Bus Lines and Rider Insider
- Update On Bus Audio / Visual Announcements
- Update website and RideMCTS App
- Provide key materials in Spanish and use a Spanish language interpreter to answer questions
- Prepare New route timetables

ATU 998/ Bus Operators - Outreach

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Informing ATU Leadership / Stewards

- Have met / will continue to meet to inform / listen to suggestions
- Will prepare an outreach campaign / maps to inform bus operators at Fond du Lac and Kinnickinnic Stations
- Will need same number of operators (bus hours are unchanged)

New Benefits for Bus Operators

- All routes will have restrooms at the end of the line
- More time will be added at the layover on many routes