



Implementation Plan Phase 2 - Summer

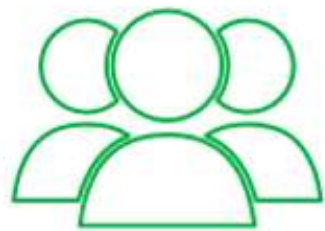
Milwaukee County Transportation, Public Works and
Transit Committee



Purpose

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Update the route network to meet the community's modern needs and to improve the rider experience



Create more high frequency service that expands access and shortens travel time



Importance of advancing racial equity through transit improvements



Ensure network is integrated with the new East – West Bus Rapid Transit project



Attracting riders increases revenue and helps with fiscal sustainability

Project Status – Phase 1

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- Phase 1 began March 7th, 2021
 - Added High Frequency service to Routes 15, 19, 35, and 51
 - Restructured Routes 19 & 20, Routes 31 & 33, and Routes 15, 52, 63, & 68
 - Improved systemwide High Frequency service to 53% (previously 40%)
 - Results? – 14% increase in ridership on routes changed in Phase 1

Phase 2 Route Changes – June 6th

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GOALS – Continue expansion of high frequency service, expand access to job centers, and provide more frequent service during the evening and on weekends



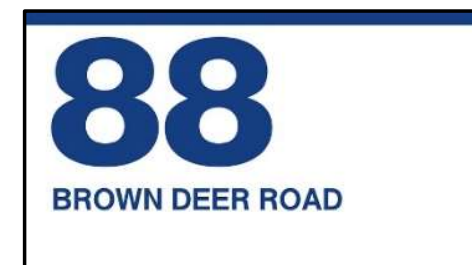
*NEW
ROUTE*



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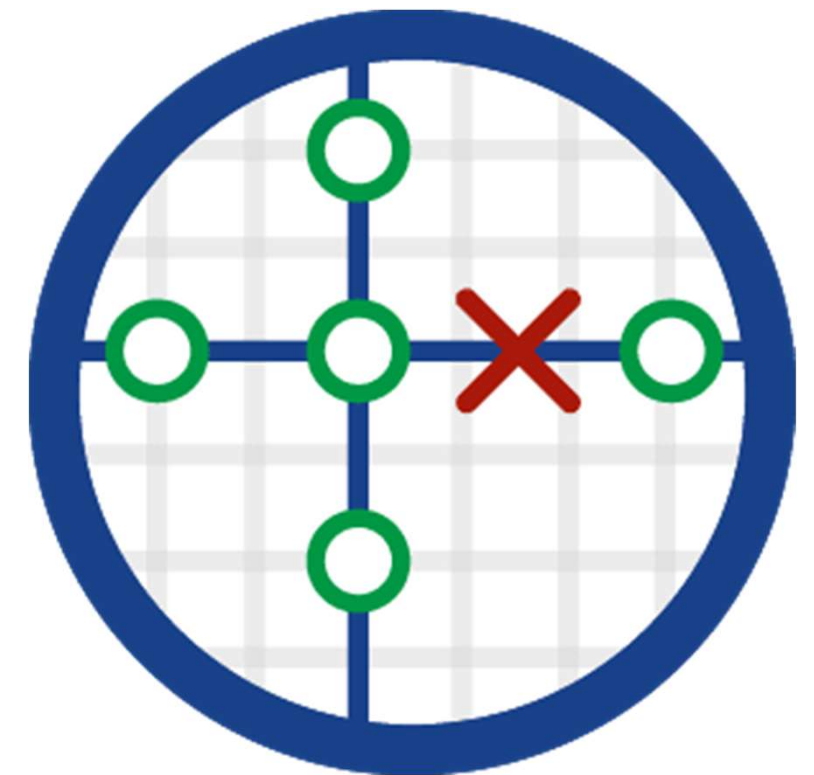


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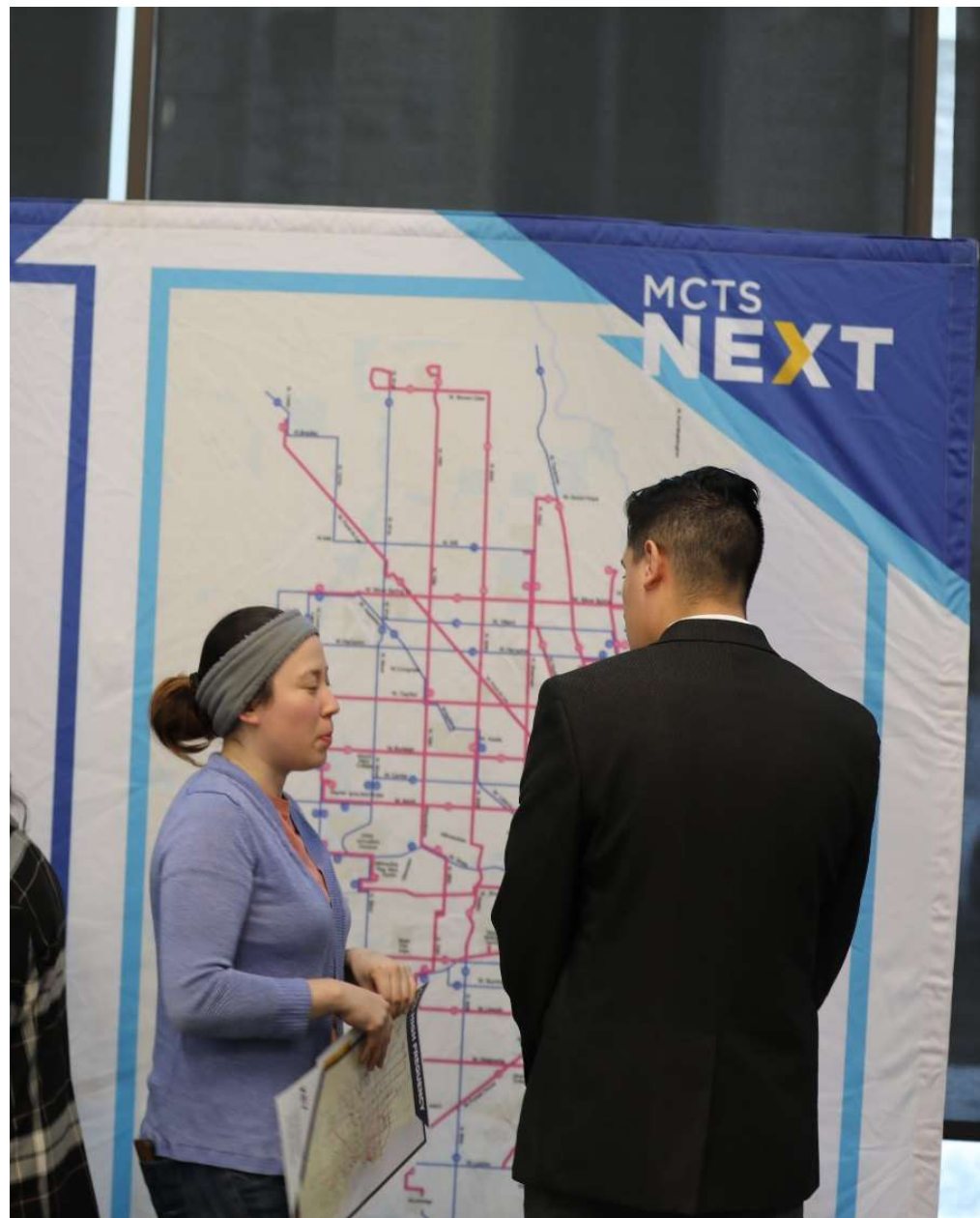
Bus Stop Balancing

Riders want faster, more reliable service

- MCTS can shorten travel times by selectively reducing bus stops that are too close together or are not used very often
- Bus stops at transfer corners, schools, medical facilities, senior centers, locations that serve persons of all abilities, and major employers / retail destinations will continue to be served
- Bus stops will be balanced on Routes 11, 12, 14, 21, 34, 53, 57, 58, 80, and 88



Riders & Stakeholders - Outreach



- Host Virtual Community Meetings (5/26 and 6/2)
- Update website and RideMCTS App
- Create Videos describing routes changes online for easy access
- Prepare Signage at individual Bus Stops
- Publish Special issues of MCTS Bus Lines and Rider Insider
- Create On Bus Audio / Visual Announcements (begin 5/1)
- 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

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

Project Contacts



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mcts-next](https://ridemcts.com/programs/mcts-next)