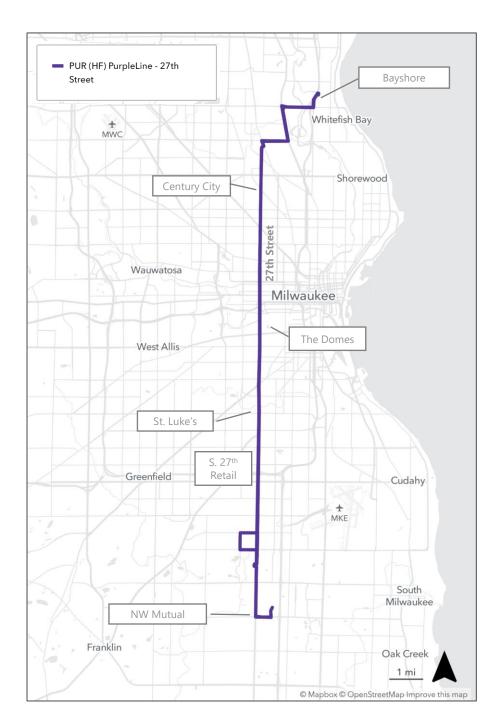


Environmental Justice Task Force

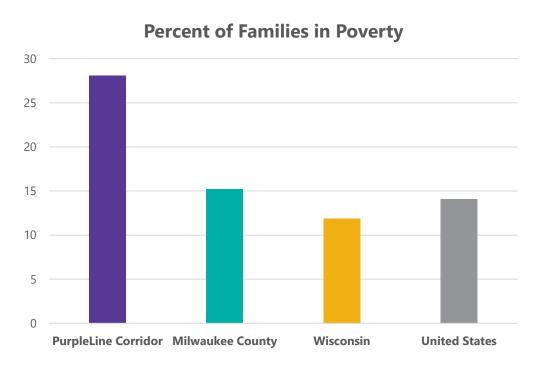
December 16, 2021



EXISTING PURPLELINE BUS ROUTE

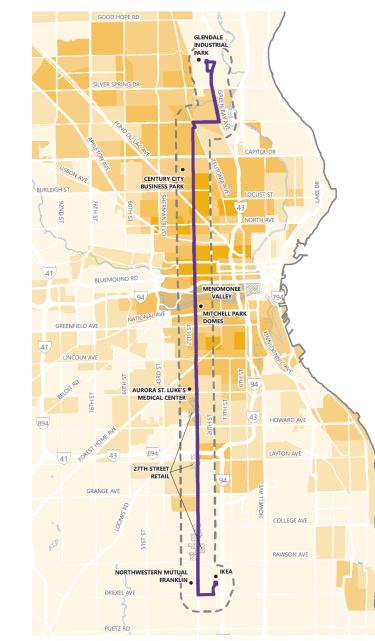


FAMILIES IN POVERTY



Source: U.S. Bureau of the Census American Community Survey, 2014-18

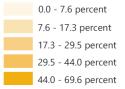
> **21% of all families** in poverty in Milwaukee County live within ½ mile o the PurpleLine



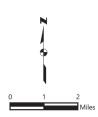
EXISTING TRANSIT ROUTE

MCTS PURPLELINE
 0.5 MILE BUFFER
 AROUND EXISTING ROUTE

PERCENT OF FAMILIES WITH INCOMES AT OR BELOW THE POVERTY LEVEL

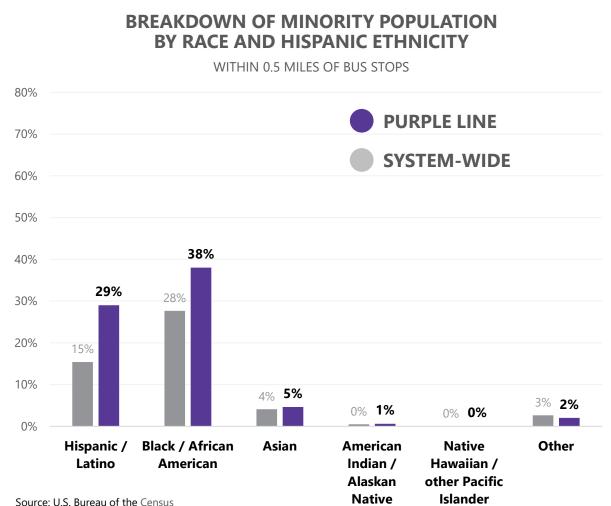


28% of families within 0.5 miles of existing stops have incomes at or below the poverty level



Source: U.S. Census Bureau, American Community Survey 2014-2018

POPULATION BY RACE AND ETHNICITY



GLENDALE INDUSTRIAL PARK* CENTURY CITY **BUSINESS PARK** MENOMONEE VALLEY **AITCHELL PARK** AURORA ST. LUKE'S MEDICAL CENTER 27TH STREET RETA NORTHWESTERN MUTUAL

GOOD HOPE RD

EXISTING TRANSIT ROUTE

- MCTS PURPLELINE
- O.5 MILE BUFFER
 AROUND EXISTING RO

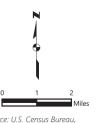
RACE AND ETHNICITY

- BLACK/AFRICAN AMERICAN
- HISPANIC
- WHITE
- ASIAN
- OTHER RACES, OR TWO OR MORE RACES

Note: One dot equals 25 people

75% of people

within 0.5 miles from existing stops who are non-white or of Hispanic origin



Source: U.S. Census Bureau, American Community Survey 2014-2018

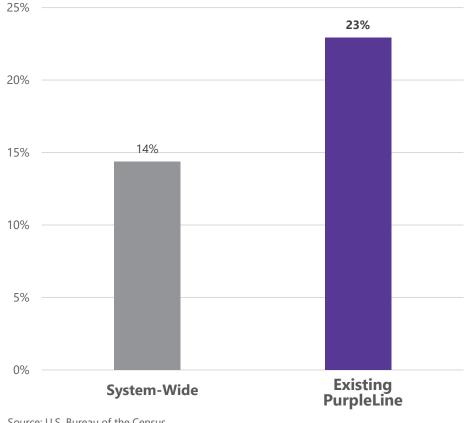
- 99 - F

Source: U.S. Bureau of the Census American Community Survey, 2014-18

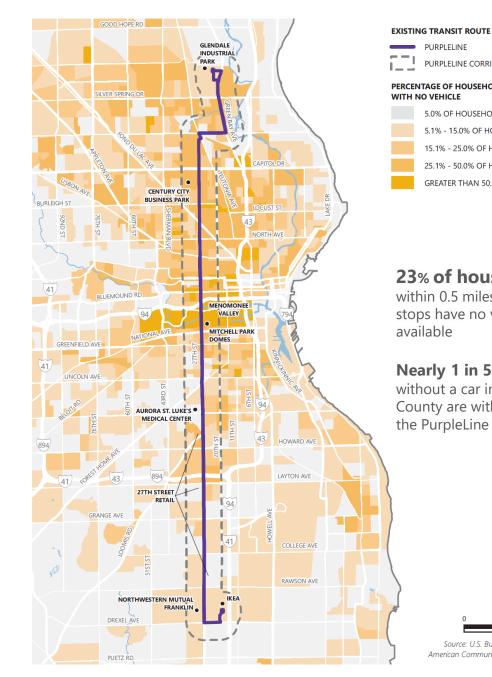
HOUSEHOLDS WITHOUT A CAR

PORTION OF HOUSEHOLDS WITHOUT ACCESS TO A VEHICLE

WITHIN 0.5 MILES OF BUS STOPS



Source: U.S. Bureau of the Census American Community Survey, 2014-18



PURPLELINE PURPLELINE CORRIDOR (0.5 MILES) PERCENTAGE OF HOUSEHOLDS WITH NO VEHICLE 5.0% OF HOUSEHOLDS OR LESS 5.1% - 15.0% OF HOUSEHOLDS

15.1% - 25.0% OF HOUSEHOLDS

25.1% - 50.0% OF HOUSEHOLDS

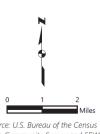
GREATER THAN 50.0% OF HOUSEHOLDS

23% of households within 0.5 miles from existing

stops have no vehicle available

Nearly 1 in 5 households

without a car in Milwaukee County are within a 1/2 mile of the PurpleLine



Source: U.S. Bureau of the Census American Community Survey and SEWRPC

STUDY PURPOSE

PURPOSE

The purpose of the Milwaukee North-South Transit Enhancement Study is to build upon Milwaukee's existing transit infrastructure and investment to **enhance mobility along or near 27th Street** and throughout Milwaukee County, **focusing on underserved residents in the corridor and supporting the local commitment to racial equity and social justice investments.** Racial equity is a top priority of Milwaukee County government. This study is one step toward supporting Milwaukee County's goal to identify and address policies, practices, and power structures that, whether intentionally or unintentionally, favor white people and create barriers for black, brown, and indigenous people.

BENEFITS OF ENHANCED TRANSIT

- Faster, more reliable access to jobs, education, healthcare, and other destinations by transit
- A better experience for riders with improved stations
- Traffic calming and pedestrian safety enhancements near stations
- Support for businesses by providing better access for workers and customers
- Encourage development and redevelopment near stations
- Better connections to other transit routes including East-West BRT



PUBLIC INVOLVEMENT



VIRTUAL PUBLIC MEETINGS



BUS STOP SURVEYS



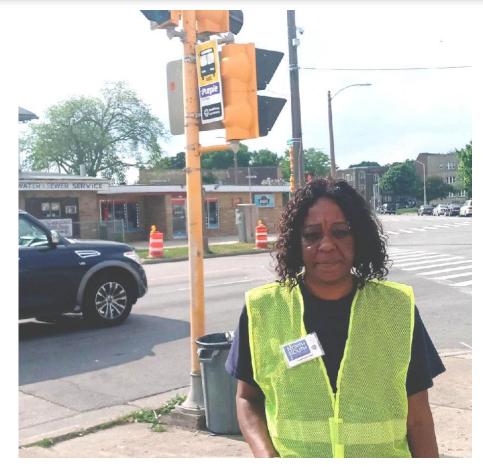
MAIL DROPS



COMMUNITY EVENTS



STAKEHOLDER OUTREACH















PUBLIC INVOLVEMENT OUTCOMES



218 VIRTUAL PUBLIC MEETING ATTENDEES



490 RESPONSES TO BUS STOP SURVEY



2 ROUNDS OF MAIL DROPS



DOZENS OF COMMUNITY EVENTS





80+ INDIVIDUAL OR SMALL GROUP STAKEHOLDER MEETINGS

RANGE OF ALTERNATIVES



BUS RAPID TRANSIT (BRT)

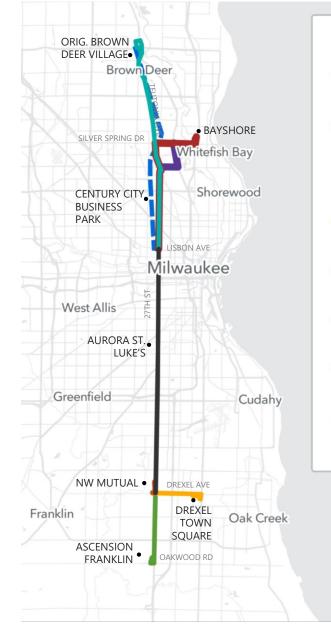


RAPID STREETCAR



LIGHT RAIL TRANSIT

Milwaukee North-South Transit Enhancement Route Alternatives



- Central On-Street Segment
- North Option 1 Brown Deer Village
- North Option 2 Bayshore (Teutonia)
- North Option 3 Bayshore (Green Bay Ave)
- North Option 4 Brown Deer (on rail)
- North Option 4 Lisbon/27th Connection
- South Option A Northwestern Mutual
- South Option B Drexel Town
 Square
- South Option C Ascension
 Franklin

3 mi

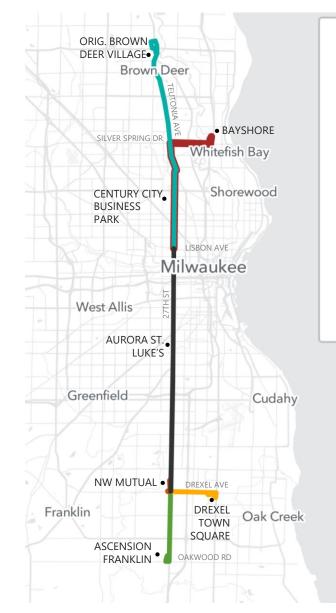
REMAINING RANGE OF ALTERNATIVES



BUS RAPID TRANSIT (BRT)



Milwaukee North-South Transit Enhancement Route Alternatives



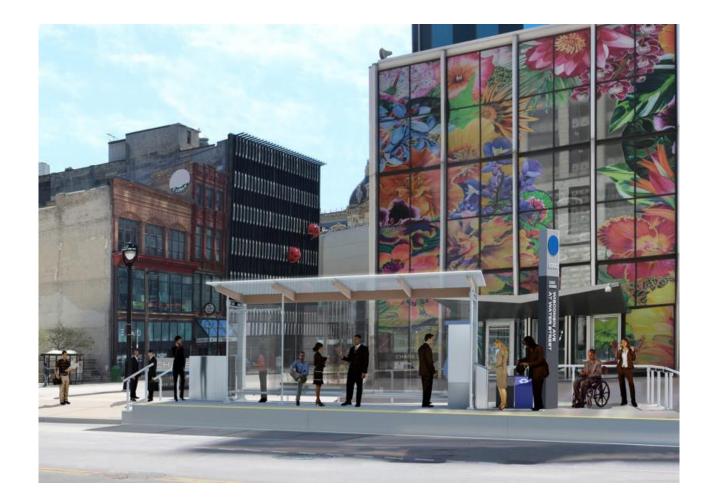
- Central On-Street Segment
- North Option 1 Brown Deer Village
- North Option 2 Bayshore (Teutonia)
- South Option A Northwestern Mutual
- South Option B Drexel Town
 Square
- South Option C Ascension
 Franklin

© Mapbox © OpenStreetMap Improve this map

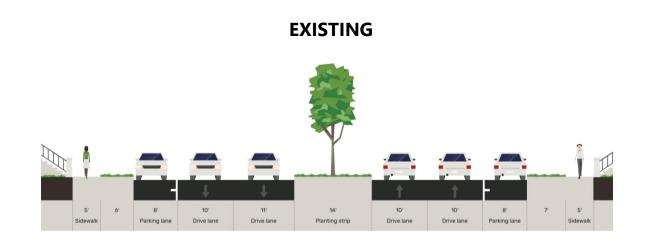
3 mi

STATIONS

- Level boarding
- High-quality shelters with seating
- Off-board ticketing
- Real-time bus arrival information and schedules
- Accessible to everyone
- Lighting



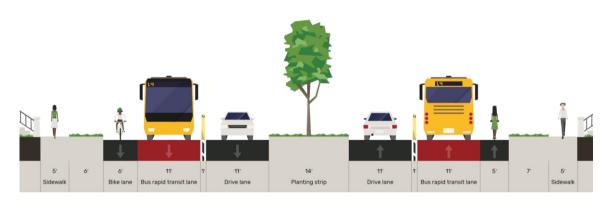
BUS-ONLY LANES

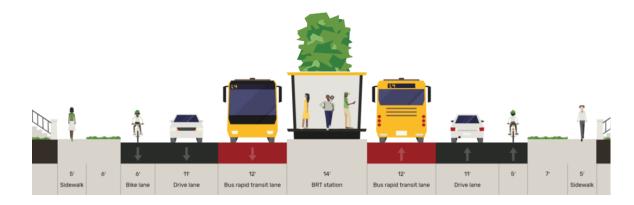




OPTION 1 – Outside Protected Bus-only Lane with Curbside Bike Lanes





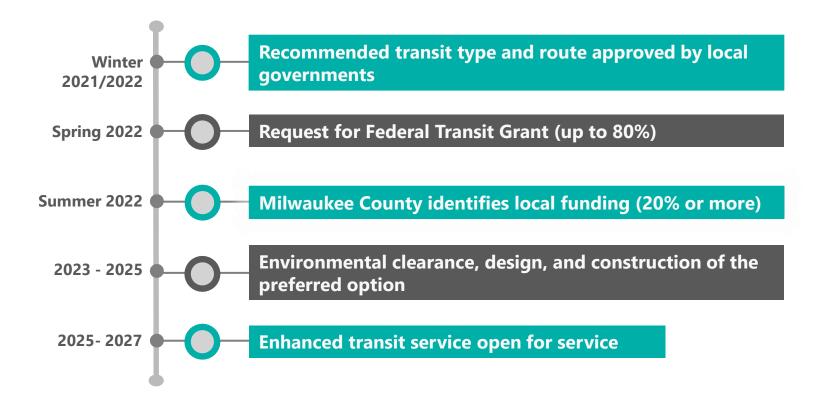


FUNDING

- This study will support an application for a Federal grant to support engineering, design, and construction
- 20% estimated local match
- Initial capital costs estimates:
 - \$134M \$177M



AFTER THE STUDY: NEXT STEPS







PROJECT CONTACTS

Southeastern Wisconsin Regional Planning Commission:

Carrie Cooper ccooper@sewrpc.org 262-953-3205

Kevin Muhs kmuhs@sewrpc.org 262-953-4288 Milwaukee County Transit System:

Tom Winter Twinter@mcts.org 414-937-3221

Jeff Sponcia Jsponcia@mcts.org 414-343-1726 Milwaukee County Department of Transportation:

John Rodgers john.rodgers@milwaukeecountywi.gov 414-257-5968

PROJECT WEBSITE: mkenorthsouth.com

