



# **RECORD OF PUBLIC COMMENTS**

## **MILWAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN**

volume two

**ALTERNATIVE IMPROVEMENT PLANS**

**COMMENTS RECEIVED JANUARY 9  
THROUGH MARCH 16, 2009**

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Vebber, former Vice President and Director Operations of the  
Milwaukee County Transit System.

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**MILWAUKEE COUNTY TRANSIT  
SYSTEM DEVELOPMENT PLAN**

volume two

ALTERNATIVE IMPROVEMENT PLANS

COMMENTS RECEIVED JANUARY 9  
THROUGH MARCH 16, 2009

Prepared by the

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April 2009

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## **RECORD OF PUBLIC COMMENTS**

# **MILWAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN: ALTERNATIVE TRANSIT SERVICE IMPROVEMENT PLANS**

### **INTRODUCTION**

This report documents the public comment received on the alternative transit service improvement plans for the Milwaukee County Transit System and consists of a summary of the comments received and a series of appendices:

- Written and oral comments received during the formal public comment period between January 9 and March 16, 2009 (Appendix A).
- Attendance records of public information meetings held January 20 through 22, 2009 (Appendix B).
- Newspaper articles concerning the Milwaukee County Transit System Development Plan and the proposed alternative transit service improvements (Appendix C).
- Materials announcing the three public information meetings and summary materials distributed at those meetings (Appendix D).

The following section provides a summary of the comments received.

### **SUMMARY OF COMMENTS**

Through March 16, 2009, a total of 159 comments were received regarding the Milwaukee County Transit System Development Plan. The comments were provided on comment forms available at public information meetings and to court reporters at those meetings, or via letter, e-mail, or through the Commission website for the Milwaukee County Transit System Development Plan. The 159 total comments include some that individuals provided more than once through the various media used to collect comments.

## **Comments related to the Transit System in General**

A total of 57 comments were received on general transit system issues and did not specifically identify services proposed under the Alternative Transit Service Improvement Plans.

### ***Comments Expressing General Support for Transit System or Opposition to Past Service Cuts***

A total of 20 people expressed support for the Milwaukee County Transit System or public transit in general. The following are specific subjects addressed in the comments:

- Two people indicated that there was a need to keep the Milwaukee County Transit System intact or suggested that there be no more service cuts until action was taken on the additional sales tax approved in the November 2008 advisory referendum held in Milwaukee County;
- Eight people expressed support for rail or light rail transit services, some of whom cited the economic benefits associated with rail transit service;
- A total of six people supported providing dedicated funding for public transit;
- Two people suggested using a regional approach to providing public transit service; and
- Two people suggested that there was a need to reduce one person per automobile travel and suggested that the environmental and economic benefits of using the bus should attract new riders to the transit system

A total of five people expressed their opposition to the service reductions made on the transit system since 2007. Their comments included the following:

- Two people noted that the elimination of the service provided by Route No. 53 over south Delaware Avenue made using the transit system very inconvenient;
- One person indicated that the service cuts made to Route Nos. 11 and 64 made it very difficult to use the bus service;
- One person commented that recent service cuts, especially those which split routes serving the southern part of the Milwaukee County, made it so that only the people who have to use the transit system will ride it; and
- One person stated that because of cutbacks in the bus service to a senior center on the southwest side of Milwaukee County, volunteers that formerly rode the bus to the senior center could no longer get to the center;

### ***Comments Expressing Opinions on Equipment and Facilities, Bus Operators, and Riders***

A total of 19 people provided comments regarding transit system equipment and facilities, bus operators, or passengers. These comments included:

- One person suggested that the Downtown Transit Center wasn't needed and should be torn down;
- Two people expressed concerns with overcrowded buses;
- One person suggested that buses serving the Amtrak station should have signs clearly indicating the bus would stop at the station;



- Six people commented on bus stop locations including four that wanted bus stops at every transfer corner in downtown Milwaukee along Wisconsin Avenue; one that wanted a stop at the Amtrak station; and one that commented that the stops at the Bayshore and Mayfair malls were inconveniently located;
- Two people cited problems for disabled bus passengers when bus stops are not cleared of snow in the winter months, or where stops are spaced far apart;
- Four people commented on bus drivers, suggesting that drivers should announce bus stops or inform passengers when their requested stop had been reached, or that drivers exhibiting a negative attitude toward passengers should be required to participate in sensitivity training;
- Two people suggested that action should be taken by the system to curb profane or improper language by passengers on the bus; and
- One person commented that some buses were not clean.

### ***Comments on Public Relations and Marketing Activities***

A total of 10 comments were received that were related to the existing marketing and public relations efforts undertaken by the transit system including:

- Three people indicated there was a need for additional and improved marketing efforts including one person suggesting that the transit system should try new approaches and techniques for attracting riders such as through the various social media outlets now available through the Internet, and by marketing the system's new bicycle racks on buses;
- One person suggested that a marketing plan for the transit system and the proposed services be identified in the transit system development plan and that it specify how the system will recruit riders and boost ridership and consider using promotional programs providing free merchandise as one possible approach;
- One person suggested that the transit system develop a management culture that welcomes suggestions and engages riders and, toward this end, require management staff to ride the bus regularly and bring back suggestions for improvements based on firsthand observations and rider comments;
- Two people suggested the transit system establish new ways to involve the community and riding public including creating a citizens transit advisory committee that is visible and actively reaches out to the community, and a driver of the month award as a means for riders to identify and report drivers that assist passengers in various ways; and
- Three people expressed their dislike for the Transit TV system used on each Milwaukee County bus with two suggesting that it be replaced with a stop announcement system like that used by the Chicago Transit Authority.

### ***Comments on Safety and Security***

Three comments were received related to safety and security including:

- Two comments directed at identifying the need for passengers to feel safe when they are on the bus; and
- One comment suggesting that the cameras on buses be used to identify and report unruly students to the appropriate schools.

## **Comments Specific to the Transit System Development Plan and the Alternative Transit Service Improvement Plans**

A total of 102 comments were received that addressed various elements of the services proposed under the alternative plans or the proposed Milwaukee County Bus Rapid Transit (BRT) Project.

### ***Comments on the Transit System Development Plan or the Process Followed for Developing the Plan***

Six people provided comments regarding the information that was made available on the alternatives including:

- One person suggested that planners should start with the transit services that were being provided in the year 2000--when the system was rated as the best system in the country--and propose how to enhance that system;
- One person identified other issues they believed should be addressed prior to making improvements to the transit system such as placing restrictions on auto and truck travel that would make auto travel impractical; charging higher fees for automobile travel and the use of roads; promoting the use of bicycles a mode of travel; and not building more roads or a light rail transit system;
- One person suggested that the service changes proposed in the alternative plans were based on survey data and statistics, not on input from those using the transit system; and that small "mini" meetings should have been held with users and other people in the community to identify the improvements that are desired and needed;
- One person was disappointed that the written materials for the plan did not identify or recognize the public comments concerning MCTS transit services and cutbacks that were made at the public hearing for the 2008 Milwaukee County budget that was held on October 30, 2007;
- One person indicated that the plan did not identify a mechanism for Milwaukee County to implement the plan or evaluate how it would be implemented; and
- One person stated that transit riders should not be expected to fully fund all transit services, and that the plan should propose providing the best transit service to the areas where people are least able to afford or use other transportation modes.

Three people left comments regarding the funding options identified for the alternative plans including:

- Two people indicated that not enough information had been provided on how to fund the transit system; and
- One person stated that the Kenosha-Racine-Milwaukee (KRM) Commuter Rail Project was no longer needed because of the recent economic downturn and should be put on hold, and proposed using the funding identified for the KRM project to improve the bus services provided by the Milwaukee County Transit System.

Three people left comments on the scheduling, location, or format of the January 2009 public informational meetings held for the Milwaukee County Transit System development plan including:

- One person objected to the meetings being scheduled for the week of the Presidential inauguration ceremonies;
- One person suggested that the locations for the meetings should have been served by several bus routes operating with frequent service; and

- One person indicated the format of the meetings should have allowed those attending to make statements and provide testimony before all meeting attendees which would have allowed interaction with others in the audience.

### ***Comments Concerning the Elements of the Alternative Transit Service Improvement Plans***

A total of 87 comments were made regarding the transit service changes and improvements proposed under the alternative plans including general comments and comments on specific elements of the alternative plans.

#### ***General Comments on the Alternative Transit Service Improvement Plans***

Seven comments were received on the alternative plan proposals in general including:

- Three people expressed their support for either Alternative Plan 1 or 2 or both plans;
- One person stated that the service increase proposed under Alternative Plan 1 was not sufficient to replace past service cuts plus accommodate the total growth in service needs through the year 2014;
- One commenter suggested that the alternative plans were not bold enough and should have been designed with an eye toward providing for meaningful service changes after absorbing some compromise on the proposed services;
- One person suggested that the economic consequences to Milwaukee County of the proposed service improvements should be considered when evaluating the alternatives; and
- One commenter suggested that proposed new transit services should be provided at no charge to users for a trial period when they are implemented.

#### ***Comments on the Areas Served and Proposed Hours of Operation, Service Levels, Routing Changes, or New Routes***

Fourteen comments were provided on the aspects of the alternative plans related to the areas served within Milwaukee County, transit service to areas outside the County, and the hours of operation, frequency of service, alignment changes to existing routes, or new routes including:

- Two people expressed support for expanding the fixed-route bus and paratransit services provided in Milwaukee County;
- One person stated that the accessibility needs of disabled persons should be considered by the County in developing new services and facilities;
- One commenter indicated that the southern part of County remained underserved by the transit system under the alternatives and identified the problems this creates for disabled persons who may want to live there because they can't use the bus system to access jobs or activities in the other parts of the County, and also noting the limits placed on their ability to get personal care attendants who need the bus system for transportation;
- One person expressed a need for better connections with transit services in surrounding counties;
- Three people supported extending the hours of operation for the bus system on Friday and weekend evenings, with an extension until 3:00 or 3:30 a.m. indicated as desirable for persons employed in providing security services;

- Five people commented on the need for reducing headways on bus routes for various reasons including to provide for more frequent service during weekday peak periods or on weekends; to provide ten-minute headways on the trunk portions of routes; and to alleviate overcrowded conditions or improve service convenience; and
- One comment was made in favor of the elimination of bus turn-backs as proposed under Alternative Improvement Plans 1 and 2.

#### *Comments on the Proposed Freeway Flyer and Express Bus Services*

A total of 12 people provided comments regarding the rapid and express transit services proposed under the alternative plans including:

- One person supported the proposed expansion of Freeway Flyer bus service;
- Two people suggested additional improvements to freeway flyer services including: a new route from the State Fair Park Park-Ride lot to the new campus of Northwestern Mutual Life Insurance and the new Wheaton Franciscan Healthcare Clinic on S. 27th Street in the City of Franklin; and freeway flyer service for reverse commute travel;
- Three people supported either the need for faster and more frequent bus service or the concept of express bus and Bus Rapid Transit (BRT) services;
- Three people suggested providing express bus service over other routes or in additional corridors to those identified in alternative plans 1 and 2 including: over Route Nos. 15, 31, and 62; to serve new development along S. 27th Street in the City of Franklin; and to the Southridge and Brookfield Square Shopping Centers;
- One person believed the transit system should go back to the express bus route alignments and services that were operated in the year 2000 as those worked very well;
- One person suggested that the service life of transit system buses could be extended if each bus in the fleet was given the opportunity to operate in express service; and
- One person suggested that special, distinct signs be used for the express bus vehicles and stops.

#### *Comments on the BRT Service Proposal advanced by Milwaukee County*

A total of 28 comments were provided on the BRT routes and service levels proposed by Milwaukee County separately from the alternative plans including:

- One person expressed support for BRT service in the southern part of County;
- Five comments made by individuals concerned with the accessibility of the buses and loading sites for the proposed Milwaukee County BRT service;
- Two comments indicating that the proposed wide stop spacing for BRT service would cause problems for disabled individuals, particularly those using wheelchairs;
- Two comments in support of eliminating local bus service and stops where BRT service is provided;



- Eight commenters were opposed to eliminating local bus service and stops where BRT service is provided including:
  - One person expressing concern for retaining the passengers using the stops that would be dropped and who suggesting that a mix of local and BRT service should be operated in the BRT corridors;
  - One person indicating that the BRT service should not negatively affect the existing local transit services and its users;
  - One person suggesting that passengers will have to walk farther at the beginning and end of their bus trips with the wider stop spacing for the proposed BRT and express bus services; and that passengers would not realize a significant travel time savings with these services due to the need to transfer to another route at end of the BRT or express bus segment of their trips;
- Four people suggested that light rail transit service be considered as an alternative to BRT service, or as a replacement for BRT service if it was successful;
- One person commented on the potential bus shelters for the BRT project, suggesting that the shelters should shield passengers from the weather but not obscure the views of passengers waiting for buses or of bus operators looking for passengers;
- One person stated that BRT service would not solve existing problems with bus "bunching" and overcrowding on Routes 18 and 23, and also expressed concern that the BRT service could end up being less reliable than the existing local bus service due to the length of the proposed BRT route and the long distance between layover points; and
- Four people offered suggestions for additional stops along, or the extension of, the proposed BRT route.

#### *Comments on the Proposed Local Bus Services*

12 of the comments received related to the local bus services proposed under the alternative plans including:

- Three people expressed a need to expand local bus service to provide connections to job locations and for passengers using the Amtrak depot after 10:00 p.m.;
- Two commenters suggested that Route No. 68 be extended to operate over Brown Deer Road;
- Three comments suggested that Route No. 28 be extended to serve the Village of Hales Corners or the Boerner Botanical Gardens in Whitnall Park;
- One person requested the extension of Route No. 27 south on 27<sup>th</sup> Street to serve the new campus of Northwestern Mutual Life Insurance and the new Wheaton Franciscan Healthcare Clinic;
- Two people requested that the transit system re-establish local bus service over Vliet St. to replace the service lost when Route No. 11 was eliminated; and
- One person commented that the two branches of Route No. 18 were confusing and suggested either using two separate routes that interline along common segments or clearly marking the Route No. 18 buses so passengers can easily identify which branch the bus is operating over.

#### *Comments on Transfers, Travel Times, or Fares*

A total of 14 people provided comments related to transfers, travel times, or fares including:

- Four people indicated that hour-long transfers are too short for some trips or suggested that improving transfer connections would enable passengers to reach their destinations conveniently;

- Three people commented on the importance of increasing bus operating speeds and decreasing travel times, or on keeping route lengths and running times to what bus operators can meet without having to "cut corners;"
- Four people suggested that the transit system keep fares affordable including offering fares that provide incentives to ride such as deeply discounted passes or tickets and free ride days;
- One person requested that a discounted weekly pass be made available for passengers paying half fares (elderly and disabled persons and children);
- One person suggested charging the same fare for all bus services including the proposed BRT service; and
- One person suggested establishing a free fare zone in downtown Milwaukee similar to the Ride Free Area provided by Metro Transit in Seattle, Washington.

*Comments Concerning the Identified Capital Equipment Needs*

Three people provided comments regarding the capital projects and improvements identified for the alternative plans including:

- One person supported the installation of bike racks on transit system buses;
- One person opposed the installation of bike racks on buses; and
- One person indicated there was a need for the transit system to replace the buses in the fleet that are in poor condition.

## APPENDICES

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**Appendix A**

**COMMENTS RECEIVED BETWEEN JANUARY 9, 2009 AND MARCH 16, 2009  
REGARDING THE MILWAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN  
AND THE ALTERNATIVE TRANSIT SERVICE IMPROVEMENT PLANS**

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**WRITTEN COMMENTS RECEIVED  
BY MAIL, E-MAIL, OR ONLINE COMMENT FORM**

PAGE 02

re: milwaukee county transit development 2009-2013 "suggestions for"

First, before you deal with the bus system you have to deal with the transportation system in general. The rail vehicles first should be in the system in the future are the bus, the bike, the motorcycle/motor scooter, and the covered motorcycle/motor scooter which amounts to a commuter car. further we need trucks, vans and other commercial vehicles. the vehicles that should not be in the system are two in number cars & light rail. the car is an incredibly stupid and expensive product. for example ~~XXXX~~ of the time the car moves two or less people but weighs 2500 lbs where the more the people the better it is for the same at much less weight per person. further light rail is incredibly inflexible, and disrptive and expensive to build.

the road system is being used very inefficiently. Therefore it should not be widened or expanded in any way. To wit maybe half the car traffic is frivolous, further roads can be used by vehicles that use less space. A passenger such as the above mentioned bikes, buses, and motorcycles etc. Roads are needed for the riding of motorcycles and cars that are used by the police, trucks and other commercial vehicles should be using them. Before then during the day they can drive to and park in caravans or posts on the outside of the city till the time arrives to drive in. If one wanted, a community could be planned where all the citizens cars could be parked on the outskirts and accessed by said citizens by bike, bus, and federal police. There would be said caravans and posts where the cars are since they would be accessed by these people anyway, etc, etc.

car use should be discouraged in every way possible. The present best/worst example is the federal bailout of the auto industry. one should raise the gas tax, the car registration fee, eliminate street parking, raise pollution standards, raise safety standards, charge tolls for the use of the roads system especially in the city center as they do in London etc.

conversely, bike use should be greatly encouraged primarily by piggybacking bikes on mass transit such as buses, and providing bike shortcuts wherever possible by station parking. these shortcuts going mostly to secondary roads can be named & marked. these interconnection and the secondary roads they connect will form a network to form a bike freeway system. these interconnections can be of the following type

- 1) between existing houses, building & property lines,
- 2) across railroad tracks between existing street crossings,
- 3) across bridges,
- 4) places where cars should be banned such as park trails. thousands of such shortcuts (or places for) exist. a walk along RR tracks reveals many. to implement i would determine those secondary roads that are best for bikes and interconnect them first. these shortcuts not only save bikes faster but makes them feel safer as bikers will tend to leave the heavily trafficked highways.

as to the bus system itself I prefer that routes be few and with widely spaced stops with the same 15 minute frequency you have now thereby saving for speed and lower cost. The old and antiquated way have more trouble accessing such but one cannot be all things to all people. On the other hand if the system is very good (cheap & fast) incentive to use transit for these citizens to access it might arise. I use my bike to playback so that is why I would want the above three bus system.

this may be a little extreme but i think you could implement a bus system which would amount to light rail without the tracks. as in a semi i would have a engine cab and would as in a train have it attached to say 4-6 % bus ~~xxxxxx~~ or passenger sections hooked behind it using the rod as a "track".

PAGE 01

re: milwaukee county transit plan 2009-2013

Dear gentlemen: I note that sewerage originally blocked freeways and also told me that bikes would never be a viable form of transit. I further note that I expressed bicyclist bikes on buses to the county board when O'Donnell was on it say 35 years ago.

In general, I do not believe in major systems or projects such as freeways, or light rail (which are sold to themselves) or even buying new buses. Rather I would want small cheap changes such as bies orbits, bike racks on buses, to interact to yield a desired system. To wit the 2 previous bike items increases the # of bus use raising for lower fares ~~increases bus use~~ increases to return further increase bus use. This is a small example, but when this can interact with higher car prices and to reverse the pollution & see regulations and bids and the bus use, the bike, the car, the orb, the bus, the fares, the regulations to further lessen car use, etc. did it ever occur to anyone that taxing cars and not building roads naturally brings in money. I would even be gone so far as not to b the magnetic infrastructure and/or let the freeway deteriorate/disappear

as to where routes should go or what routes we should have i have not the knowledge or skills to tell you. ditto whether the transit system should be regional although intuitively it does sound like a good idea.

I am angry that these simple, cheap, useful, things are not done with things for the social plagues on society are (read drivers). I am referring to bike shortcuts (overtaking), they are very cheap to build and maintain (and in fact save money when they reduce the more expensive bike paths) since they are only short stretches. & plus there will be little political opposition. all one has to do is condemn the law for the right of way which is done all the time for highways. I am sure some people would not like this (but I am rewarded instead of subsidizing people who are destroying society & the environment? I can give you plenty of places for bike short which I find in the course of riding my bike. ask me.

sincerely,

from  
Linnon 1-14-'09"

PER: IMPLEMENTING TRANSPORTATION SYSTEMS

before you build anything make a list of all the things you can do to make the car impractical and expensive and implement it. often this can be politically popular and popular or not bring in money. how much has London made from banning cars from their downtown? so far our government (state & us) is actually supporting infrastructure for cars primarily through road building to wit the interstate interchange and the us interstate system. once this is done you will then create a mass market for alternatives to cars and you will know more exactly what the alternative system you build should be like. cars are expensive, they cost the average driver 7000/year and there are about 150 million cars in the us for a total cost of \$1 trillion. that is not to mention cars effect on local air pollution, global warming, resource depletion including the pollution & energy use of these industries themselves, aesthetics, death & injuries etc. etc PER YEAR!

conversley and as a ~~condole~~ advantage bikes & busses. example:  
brake lights for busses is both a plus for busses and a minus  
for cars.. example: there are millions of places to put bike  
shortcuts which speed bikes enormously versus cars & are very  
cheap. where are they?

TO REPEAT: YOU DO THE ABOVE FIRST BEFORE YOU DO ANYTHING ELSE

\*another vehicle I forgot to mention that should be disadvantaged are semis. They should only be allowed to use the roads at hours when there is little traffic--early morning and late night.

I know your 2009-2013 study is over but here is one more thought.

From: Linda  
Sent: Wednesday, January 21, 2009 7:26 AM  
To: MilwaukeeCountyTDP  
Subject: Transit System Development Plan

I am a long time user of the Milwaukee County Transit System. I have taken several routes (including Freeway Flyers) to and from work over the last 33 years. I have noticed the reduction in the number of buses on certain routes over time. I work for a large Milwaukee employer, and my job will be relocated to 27th and Drexel Ave in Franklin in February 2009.

There currently is no bus service going this far south on 27th Street. I am particularly interested in the proposal for Express Bus Service and the creation of a Route 27X north-south route between Bayshore Shopping Center with an extension south to the Northwestern Mutual Life Campus on 27th and Drexel. The bus service if expanded further could also serve the new Wheaton Franciscan Healthcare Hospital near 27th and Oakwood Road. \*I believe that if either an express or BRT route with frequent service were implemented, that ridership would greatly increase. Also, if another Freeway Flyer route was created (perhaps with a central departure location of State Fair Park and one other park and ride lot) which would serve these southern destinations, that might be another positive solution. Bottom line, we need expanded service to connect people with jobs. Also, the environmental benefits, economic benefits of taking the bus vs driving and convenience would attract new riders.

Linda Lynch 3637 S 83 St Milwaukee WI 53220-1029

From: Bill Sell  
Sent: Saturday, February 14, 2009 3:00 PM  
To: MilwaukeeCountyTDP  
Cc: bay\_view\_matters@yahoo.com  
Subject: Response to MCTS Plan 2009

Re: Milwaukee County Transit System Development Plan: 2009-2013 Transit Service Improvement Alternatives.

A Response by Bill Sell <http://www.milwaukeerenaissance.com/BusesAreGreen/MCTSPlan2009>

#### Dear Transit Planners

I appreciate that you have a difficult job in a day of when politics is sometimes hostile to practical, wise investment in our infrastructure. Many believe Transit is a luxury because, they say, "I have a car. I don't need it." And elected officials pander to that tune rather than educate the citizen.

Your MCTS Plan 2009, however, too, is lacking. If anything it is not bold enough. You are open to serious criticism while your opening position on Plan 2009 does not reach far enough. While I understand the need to accommodate many interests, the opening position should be strong and capable of absorbing some compromise. Plan 2009 is a tepid response to a need that stretches far beyond the solution your Plan offers, while ignoring voices in the community for access to jobs, schools, and parks.

#### MCTS Plan 2009 Bypasses Significant Public Comment in Devising Plan 2009

**The Public Hearing.** The public commented on the MCTS 2007 transit plan in early 2007. Late that same year the County Government cut Transit severely through the winter and spring of 2008. Plan 2009 does not mention the suggestions to the County Board's public hearing on October 30, 2007. Hundreds showed up, most citizens objecting to one or the other aspects of the proposed budget, including transit. Granted some routes were saved, but some were cut in spite of reasoned protests. Those comments in October 2007 are no less relevant than the handful who responded to the request for comments in February and March, 2007.

**Slow Slide Downward.** One reference to 2000 levels claims that 2013 goals (Alt 1) would be only a percent short of 2000 levels. This simple numeric calculation is a statistical dodge; it does not include the growth of need in that 13 year period, which could be 5 to 10 percent. The difference between 2000 levels and 2013 goals would, then, be still 6 to 11 percent short of the 2000 levels. The report suggests that the goal in the Plan is only to slow down the continued failure of our transit.

**Alternative 1 should be aggressive and bold.** Plan 2009 should have the input of development economics, not simply the numbers at hand in Transit offices. Building a weak system is building for failure. If we want commerce to support buses, Transit must use these plans to bolster confidence in Transit.

Plan 2009 should also have specifics on recruiting riders of choice.

A weakened transit system is doomed. If Alternative 1 improvements do not work in the minds of the taxpayers, Transit will suffer political failure, which Milwaukee's economy cannot afford.

1

Milwaukee can aim for a strong transit system, one that will carry substantially higher loads of passengers. Without that as a goal, Transit will continue to leak passengers.

Specifics. Now, given there is in the Plan 2009 no public comment about the 2007-2008 cuts, I mention some specifics that I believe must be restored for the health of Milwaukee County:

- Serve the County Parks. South Shore: Restore Route 53 east to Delaware serving several bars, a popular grocery store, a struggling Delaware business district, and South Shore Park. With connections west via Route 51. Lake: Restore Route 22 to Lake Park, particularly on Saturdays and Sundays. Whitnall and Root River Parks - go into the parks. County government should promote County assets.
- Serve the opening of the Stritch campus in St. Francis. This is an opportunity to finesse the transportation market to the advantage of County Transit. If it fails, it can be cancelled; if it is not offered, it will not succeed. A strategic objective would offer bus service before the parking lots and cars arrive. Again, build for success; late-coming reactive gestures set Transit up for failure. Write schedules with Stritch course schedules in mind.
- South side Route 11. Reduce those route-damaging headways of 40 minutes.
- Return Route 11 service to the Milwaukee Public School System offices.
- The incipient failure of Route 11 to support passengers on the south side will be used as "evidence" in a year or so to eliminate that route completely. It was the 2007 cuts that brought Route 11 to its knees. 40 minute headways and personal safety demand that the rider have a cell phone or a schedule, particularly in the winter.
- Some - any - service to downtown County Government offices. A bus stop, both ways, beneath the 9th Street covered entrance to 901 N. 9th Street. Given that 12th and Wisconsin is served already by 5 routes, move Routes 12 and 31 to serve the County building. The personal traffic in the Courthouse is as dense as any other building in the city. A crowd is Transit's customer base.
- Restore service to that West Vliet Street business corridor that is east of Washington Park.
- The increased service of the Plan 2009 to the southern part of the County is blinkered. Work with the South Suburban Chamber of Commerce to build access to jobs. The
- Deliver passengers to their destination: Bus stops on the fringe of Bay Shore deliver passengers to the outer edge of parking lots, rather than to store doors. Bay Shore should have a central bus stop. The bus stop at the airport is invisible. The Intermodal should have a bus stop (maybe the layover too) underneath the auto overhang. These nagging neglects of passenger comfort and convenience send a message that the bus rider is second class and that Milwaukee does not care.

Extension of services. While extension of service in (and to) the far reaches of the County is long overdue, it appears to this reader that these extensions may have a liability - failure alert! The extensions will have the challenge of building a ridership - how long will tax payers accept what they see as "empty buses"? Where is the marketing plan to pull in new riders? Success is predicated on filling buses as soon as they are seen on those new streets. Hand out free tickets, passes, coffee, newspapers; provide WiFi on these new buses. These are inexpensive investments that Transit needs to make.

#### The Long Walk to the Bus

More frequent headways is the most desirable aspect of Plan 2009.

Express service is welcome but why remove local stops? The passengers Transit loses over this mistake may never return. (See "Local Bus Stop Cancellations" below).

2

At the hearing I heard officials say that new bus stop separations would be 1/4 mile, then I heard another official say 1/3 mile to 1/2 mile. This spreading of individual bus stops from each other to longer distances, on top of the long-forgotten MCTS benchmark of 1/4 mile from the rider's home to the bus route, erodes the hope of garnering passengers. And the growing senior population should not be left out of these Plans; there will be more of us.

Consider that the heaviest wear and tear on these buses are those frequent starts and stops they must make per mile. Give each bus a "turn" at being an Express bus, doing more miles with fewer starts and stops, thereby increasing their long term value. I'm no mechanical engineer, but depreciation of our assets - I'm told by folks who know - figures in a major way into the County financial straightjacket.

**Express Buses Now.** In fact, while new buses would be welcome, we can have express buses now. New (bright red?) signage will make it clear to the rider which bus stop is only for express, and which bus stop is for both buses. Economize, the tradition of our efficient Milwaukee County Transit, until we have the dedicated funding and a restored fleet. Using leapfrogging express buses as the paradigm, Transit could introduce express service widely with minimal effort or cost. Besides the Routes mentioned on page 3 of Plan 2009, other routes could be enhanced rotating present equipment. Routes (using 28 mph for an estimated express rate):

- 15 (serves 11 major commercial centers of the County), Chicago and Drexel to Bay Shore Town Center: 36 minutes express instead of 86 minutes current standard.
- 62 (a busy cross-town service), 22 minutes instead of 47 minutes from UWM to 124th St.
- 31 (serving the labor market at the County grounds and Mayfair), Downtown Transit Center to 10000 Watertown Plank Road would be 15 minutes instead of 45 minutes.

#### Local Bus Stop Cancellations

In building express service, there is no need to challenge your clientele by taking away local service.

Express service can be mixed, on the same Route, with local service. (See above The Long Walk to the Bus) Express will leapfrog the slower service. Someone walking to the bus will be able to board at a local stop, ride a bit, and transfer at an express stop.

Let me call attention to a claim in the MCTS 2009 BRT discussion:

The upgrading of express bus routes to BRT could also entail some route realignment and wider stop spacing, along with re-introduction of local bus service. --page 4.

Folly. Once you lose those local passengers by dropping bus stops you will have to rebuild that ridership. Because of their jobs, age, and health, riders will have made accommodation to the loss of local service while the BRT whizzes past. In fact, they might not even be available for express service a year or two later, under your plan for reintroduction.

#### The Curious Route of our First Express Service

The BRT first project (MidTown to State Fair) is an odd choice. I know that Transit counts or estimates ridership, but I also understand that you do not have a statistical base to tell you both where riders board and

3



where they alight. Granted Route 23 and 18 are fairly busy (by no means the busiest routes of the system), there are routes that carry more volume.

The measure of success is significant. This measure - especially on our First Express Bus - would give the County taxpayer some reassurance about the long-term goals of local transit - namely, that it may succeed. The hybrid BRT route does not seem to serve current high RBH routes.

I observe that there is a more direct route from Midtown to the State Fair, viz., Route 76 (which has a lower RBH than other routes being considered for BRT). If people are actually traveling from MidTown to State Fair now, they would be on Route 76 (25 minutes) Route 76. But the RBH is not compelling enough to call for the first BRT, which should NOT be allowed to fail.

How will a partially used Express service bolster confidence in the taxpayer for more development?

Was there any economic development analysis to bolster this choice? Did Transit engage the opinion of developers in sketching out this route?

Economists and rail consultants point to consistent and dense development that comes from the implementation of rail. This kind of development will not grow around a BRT service, particularly a route that is not obviously a development magnet, or a route that appears to be a political whim. What politicians give them can take away - as the 2007-2008 cuts have shown. Embedded rail, while costly initially, will convince developers to plant their investments nearby because the entire County (not a few politicians) will have made a commitment to that route. Density in strategic parts of the city brings the cost of living in a city down, while increasing the livability of the city. <http://www.cnt.org> shows how transportation costs affect home affordability. The closer you live to public transit, the less likely you will need a car. This is what a city has the power to do, if it has the will.

#### Promotion

MCTS self promotion is tepid. The Transit officials I have met are decent caring people who love their jobs but there seems to be something blocking them when a citizen steps forward with ideas to recruit more riders.

Take for example that web page. It is dead. Same old same old. Don't be afraid of blogs, Facebook, and the like. Your riders are there.

Consider the inept promotions of MCTS Plan 2009. Well, I happened to see MCTS Plan 2009 promoted on Transit TV - that quaint tiny video on some buses. And I am not asking for a repeat performance. Here is what we saw: The TTV promos were 28 seconds, compared to 240 seconds in that same small space to show off the Transit TV or County Transit logo. The Plan promos were in the smallest print on the bottom of the screen and were covered during bus stop announcements. The shills and scams on TTV always used to get 80% of screen real estate. One gets the impression Transit is too shy to promote itself. I don't want to see TTV on buses, and have written about it elsewhere; it does not belong in long-range planning for a successful Transit service. It draws zero new passengers.

#### Please add to the Plan

I would like you to add to the MCTS Plan 2009 the following items. I see these steps as essential to a successfully managed transportation service:

- A plan to boost ridership and to build a robust system that will grow. Specifics, please.

4

- A plan to recruit passengers of choice, riders who have options. Specifics, please.
- Management culture should be a part of a public service plan. A client-centered management culture of curiosity, a desire to meet passengers and a desire to recruit passengers. The current method, a survey, is antiseptic, and avoids talking to people while they are riding the bus. The survey omits people who no longer ride the bus. Transit has no handle on their quitting.
- A phone number which the rider can call to praise something a driver has done to help a passenger.
- A Driver of the Month award.
- A plan to enhance all job descriptions at Transit to require X number of hours on the bus periodically, all seasons. Executives, managers and staff will bring back suggestions for improvements. They will see things they do not see from the desk.
- High level, positive thinking about the marriage of County assets: airport, parks, transit. The bicycle racks will add a dimension to marketing buses; put them in this Plan as part of your plan to build ridership. How are you going to exploit those bike racks? Instead of County trying to sell the parks to corporations (a wretched idea), why not sell parks to us, the citizens, and make bus-party trips? Engage volunteers with travel agency experience.
- A culture that welcomes suggestions and engages the citizen.
- A citizens transit advisory committee that is visible to the community and actively reaching out to people who do not ride the bus. We know there is one, somewhere. But what do they do, really?

It is time to move. Your specialty is to move people. Move us. Convince us to Move with you.

Bill Sell  
2827 S. Lenox St.  
Milwaukee, WI 53207  
414-744-3970

~~~~~  
"Let us put our minds together, and see what life we will make for our children." ---Tatanka-Iyotanka (Sitting Bull) --- Hunkpapa Lakota chief

5

From: Milwaukee Transit Riders Union  
Sent: Monday, March 09, 2009 6:16 PM  
To: TransitRidersUnion@gmail.com  
Subject: Weekly Update: March 9, 2009

## Local service along Fond du Lac, National and Greenfield Avenues is being threatened.

Scott Walker has been touting express buses as an alternative to rail transit. His plan has been released, and you can download it [here](#).

It is important to note that **this express route will replace, not supplement local service**. Under this plan, the existing routes 18 & 23 will be replaced by a gigantic route called

Route 18/23X, that will run between 60th & Congress & Fond du Lac and 67th & Greenfield. The new route will only stop at transfer points. The problem with this is that local service is not being preserved, so people who live in these neighborhoods will have no choice but to walk further to get to bus stops.

Businesses are also going to be impacted by this drastic route modification, for example: those who use the bus to go to the grocery store will have to walk several blocks with their bags, since both the Lena's on Fond du Lac, and the Pick & Save on National will no longer have bus stops.

It's also questionable whether this will save anyone any time at all. People going to work on the northwest side will have to get off the bus at 60th & Congress and wait for another bus. People on the south side will have to get off at 67th & Greenfield to wait for another bus as well. So any time saved on the bus trip will be lost by having to wait for another bus just to continue traveling west from these areas. And that's assuming

1

that the county follows through on creating the shuttles that will replace the western portions of Routes 18 & 23.

Another concern we have is that this plan does not do anything to solve the bus-bunching and over-crowding problems on both of these routes. Wait times will remain the same, and with local neighborhood riders sharing the same bus as people going further distances it's likely that these buses will be just as overcrowded as the current Routes 18 & 23, and much less reliable since this route is so long and the layovers are so far apart.

**The county is applying for a grant from the federal government in Spring to implement this plan.** We need the County to know that these neighborhoods and their people matter, and that any plans for express bus service should not shortchange local transit and the people who need it most.

You can call the county's switchboard at (414) 278-4222

You can also visit the County Transit (TPWT) Committee's web page at:

<http://www.county.milwaukee.gov/TransportationPublic21939.htm>

Find out who your county supervisor is, and how to contact him or her at:

<http://county.milwaukee.gov/MapofSupervisoryDist7780.htm>

Subscribe to the mailing list about this project at:

[milwcotdp@sewrpc.org](mailto:milwcotdp@sewrpc.org)

Be sure that you say in your message that you wish to subscribe to their mailing list for the 'Fondy-National Bus Rapid Transit Project'.

## Some stimulus money will find it's way to the bus system

2

Although County Executive Walker excluded Milwaukee County from receiving stimulus funds directly, stimulus money originally given to the state will be given to the bus system, and Walker has agreed to accept it.

The state will be giving \$25 million of federal stimulus money to the Milwaukee County Transit System. Lloyd Grant (deputy director) has said that the money will be used to buy 55 buses. It's also possible that at least a portion will be used to modernize the fareboxes which will lead to more flexible fare options, different kinds of passes, etc. Milwaukee County, Waukesha County, and the City of Waukesha have entered into an agreement to facilitate joint purchasing of fareboxes (in other words, Milwaukee and Waukesha will have the same modernized fare system, and smart cards should work on both systems).

This stimulus money can also serve to soften the massive cuts that are expected at the end of 2009 or early 2010. Although this stimulus doesn't contribute funds to operate the system, at least the county doesn't have to pay for the replacement of all 146 buses that have outlived their service life.

The bus system is expected to make a 37% across the board service cut in the 2010 budget. We will know more about this when the 2010 County budget comes out around October. At that time, we will keep you informed about what exactly will be cut and when.

--

Milwaukee Transit Riders Union  
2008 N Farwell Ave. Milwaukee WI 53202  
(414) 273-9778  
[transitridersunion@gmail.com](mailto:transitridersunion@gmail.com)  
[www.transitridersunion.org](http://www.transitridersunion.org)

## Appendix A-2

### WRITTEN COMMENTS SUBMITTED AT PUBLIC MEETINGS

#### WRITTEN COMMENT

##### MILWAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN: 2009-2013 MILWAUKEE COUNTY FONDY-NATIONAL BRT PROJECT

Public Information Meeting  
January 20, 2009  
Downtown Transit Center  
Harbor Lights Room  
909 E. Michigan Street  
Milwaukee, Wisconsin

Name: Andrew Elfe  
Affiliation: \_\_\_\_\_  
Mailing Address: 9418 N. Green Bay Rd,  
Apt. 247  
Brown Deer, WI 53209

Comment:  
\* I support service on Brown Deer Rd.  
\* My suggestion for service on Brown Deer Rd.  
is to modify Route 68 to cover this area.  
\* Out of all the routes Route 68 has the lower  
ridership numbers. If Route 68 were modified  
to cover Brown Deer Rd. it will increase the  
ridership for the route.

Add sheets as needed and leave at the registration table or give to a SEWRPC staff member or send following  
the meeting to the Southeastern Wisconsin Regional Planning Commission.

Southeastern Wisconsin Regional Planning Commission  
W239 N1812 Rockwood Drive  
P.O. Box 1607  
Waukesha, Wisconsin 53187-1607  
Phone: 262-547-6721 Fax: 262-547-1103  
E-mail: [milwctdp@sewrpc.org](mailto:milwctdp@sewrpc.org)  
Website: [www.sewrpc.org/milwctdp](http://www.sewrpc.org/milwctdp)

#### WRITTEN COMMENT

##### MILWAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN: 2009-2013 MILWAUKEE COUNTY FONDY-NATIONAL BRT PROJECT

Public Information Meeting  
January 21, 2009  
West Allis City Hall  
Common Council Chambers  
7525 W. Greenfield Avenue,  
West Allis, Wisconsin

Name: Jason Socia  
Affiliation: CITIZEN OF THE COUNTY  
Mailing Address: 2345 S. 107 St. #105  
West Allis, WI 53227

Comment:  
I RIDE RT-28 QUITE OFTEN AND ALWAYS WANT TO TAKE IT  
TO HALES CORNER, BUT THE RT. ENDS AT WHITNALL PARK AND RIDE. I WOULD  
LIKE THAT RT. TO BE EXTENDED SO IT'S EASIER TO GET TO THAT AREA OF THE  
COUNTY. IT WOULD BE NICE TO BRING BACK EXPRESS ROUTES THAT USED TO  
SERVICE JOURNAL SQUARE AND BROOKFIELD SQUARE. THE RT. 28 NEEDS LONGER  
SERVICE ON SATURDAYS. THERE'S NOT ENOUGH AS IT IS ON SOME ROUTES.  
I THINK THAT IT WOULD BE A STRIKE TO CUT MORE ROUTES AWAY  
BEFORE THE STATE ACT. ON THE NOV. 2008 REFERENDUM, PEOPLE FELT IN  
RUSH TO GET THEM PLACED (I.E. JOURNAL SQUARE AND BROOKFIELD). IF THE  
FIRST BRT PASSES AND GETS STARTED, THERE NEED TO BE A BRT FOR THE  
SOUTHERN PART OF THE COUNTY.

Add sheets as needed and leave at the registration table or give to a SEWRPC staff member or send following  
the meeting to the Southeastern Wisconsin Regional Planning Commission.

Southeastern Wisconsin Regional Planning Commission  
W239 N1812 Rockwood Drive  
P.O. Box 1607  
Waukesha, Wisconsin 53187-1607  
Phone: 262-547-6721 Fax: 262-547-1103  
E-mail: [milwctdp@sewrpc.org](mailto:milwctdp@sewrpc.org)  
Website: [www.sewrpc.org/milwctdp](http://www.sewrpc.org/milwctdp)

#### WRITTEN COMMENT

##### MILWAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN: 2009-2013 MILWAUKEE COUNTY FONDY-NATIONAL BRT PROJECT

Public Information Meeting  
January 21, 2009  
West Allis City Hall  
Common Council Chambers  
7525 W. Greenfield Avenue,  
West Allis, Wisconsin

Name: Debbie Maurer  
Affiliation: \_\_\_\_\_  
Mailing Address: 2521 S. 91 Street  
West Allis WI 53227

Comment:  
I like the extension of Rt 28 - Service to the Whitnall  
Park area is the one area that was lacking for me.  
I love the idea of Express bus service! I would  
go downtown much more frequently.  
I think any changes to the bus service to make it  
faster and more frequent will help me out. I don't  
drive so an efficient mass transit system is important  
to me.

Add sheets as needed and leave at the registration table or give to a SEWRPC staff member or send following  
the meeting to the Southeastern Wisconsin Regional Planning Commission.

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#### WRITTEN COMMENT

##### MILWAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN: 2009-2013 MILWAUKEE COUNTY FONDY-NATIONAL BRT PROJECT

Public Information Meeting  
January 21, 2009  
West Allis City Hall  
Common Council Chambers  
7525 W. Greenfield Avenue,  
West Allis, Wisconsin

Name: Victoria Blanchard  
Affiliation: \_\_\_\_\_  
Mailing Address: 5515 W Lincoln Ave Apt 2  
West Allis, WI 53219

Comment:  
It would be nice if the service hours  
were extended to 3:00AM-3:30AM. I  
work bar security and I rely on  
the bus to get from place to place.  
I do not get out of work on the weekends  
until about 2:30AM.  
Having service until 3:00AM would ensure  
that security guards and bar patrons  
would get home safely (for example the  
woman who nearly froze to death).

Add sheets as needed and leave at the registration table or give to a SEWRPC staff member or send following  
the meeting to the Southeastern Wisconsin Regional Planning Commission.

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Website: [www.sewrpc.org/milwctdp](http://www.sewrpc.org/milwctdp)



WRITTEN COMMENT

MILWAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN: 2009-2013  
MILWAUKEE COUNTY FONDY-NATIONAL BRT PROJECT

Public Information Meeting  
January 21, 2009  
West Allis City Hall  
Common Council Chambers  
7525 W. Greenfield Avenue,  
West Allis, Wisconsin

Name: Jeffrey A. Reed

Affiliation: \_\_\_\_\_

Mailing Address: 2429 S. 63rd Street  
West Allis, WI 53219

Comment: I am in favor of Alternate Plans 1a, 2, and 4. 5% dedicated sales tax for this transit service.

Add sheets as needed and leave at the registration table or give to a SEWRPC staff member or send following the meeting to the Southeastern Wisconsin Regional Planning Commission.

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Waukesha, Wisconsin 53187-1607  
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Website: [www.sewrpc.org/milwcotdp](http://www.sewrpc.org/milwcotdp)

WRITTEN COMMENT

MILWAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN: 2009-2013  
MILWAUKEE COUNTY FONDY-NATIONAL BRT PROJECT

Public Information Meeting  
January 21, 2009  
West Allis City Hall  
Common Council Chambers  
7525 W. Greenfield Avenue,  
West Allis, Wisconsin

Name: Edward Wilkommen

Affiliation: Milwaukee Rail Transit Advocates

Mailing Address: P.O. Box 100226 53210  
Milwaukee, Wis. 53210

Comment: I am president Edgewood Industries, Inc. Railroad Contractors

Here in West Allis my company has done 127 jobs in the Allis Chalmers complex since 1977, installing, repairing and removing tracks for the companies located there.

Add sheets as needed and leave at the registration table or give to a SEWRPC staff member or send following the meeting to the Southeastern Wisconsin Regional Planning Commission.

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W239 N1812 Rockwood Drive  
P.O. Box 1607  
Waukesha, Wisconsin 53187-1607  
Phone: 262-547-6721 Fax: 262-547-1103  
E-mail: [milwcotdp@sewrpc.org](mailto:milwcotdp@sewrpc.org)  
Website: [www.sewrpc.org/milwcotdp](http://www.sewrpc.org/milwcotdp)

# Milwaukee Rail Transit Advocates

P.O. Box 100226  
Milwaukee, Wisconsin 53210

## Milwaukee Rail Transit Line

With gasoline and diesel fuel prices high, near gridlock on the freeways and Blue Mound Road, the time has come to offer an alternative mode of transportation. Such a vehicle is an electric powered Light Rail Transit Train. They get their propellant from coal fired power plants, not oil sources.

There is a natural corridor through the Milwaukee area which has important destinations serving multitudes of citizens. Phase 1 will be entirely within the City of Milwaukee and is free of obstructing buildings, thereby making it a relatively Low Cost route to construct.

Phase 1 will start in the campus of the University of Wisconsin in Milwaukee and proceed westward in Edgewood Avenue to the former Chicago and Northwestern Railway right-of-way which is at the same elevation for easy access. Then it will use this existing right-of-way to downtown Milwaukee with stops at major street crossings. From the lakefront either Wisconsin Avenue, Michigan Street, or St. Paul Avenue can be used as a streetcar line (Minneapolis and Denver style) serving all the merchants along the way to the Amtrak station.

Just west of there the rail transit line will cross over the Canadian Pacific tracks and probably use the 13<sup>th</sup> Street bridge over the Menomonee River. Then it will run as a streetcar line in Canal Street to the Potawatomi Casino, the termination point of Phase 1.

Later when the line proves successful, it will be extended westward to the zoo or Elm Grove as Phase 2 of this project. Phase 2 begins just west of the Potawatomi Casino where the car shops can be located. From there the line will be on private right-of-way west and south passing Falk Corp. to join and use the recently abandoned route of the West Allis Airline (formerly owned by the Milwaukee Road). This route crosses over the Miller Way Freeway on a strong existing bridge. The first stop serves the very nearby Milwaukee County Stadium, Veterans Administration complex and the upcoming Wood Office Park.

The track next climbs past Hawley Road and along the north edge of the former Allis-Chalmers complex (now Whittall Summit office park and several industrial companies). This relevance will allow night switching of railroad freight cars into the West Allis Center industrial trackage.

The route continues westward between State Fair Park and the Pettit National Ice Center. A station near 84<sup>th</sup> Street will serve both these popular recreational facilities. Then westward to the Milwaukee County Zoo where the line could terminate or continue on to downtown Elm Grove.

Phase 3 can be added later as a southwest extension. It will leave the above route at about 97<sup>th</sup> Street, and run along the Wisconsin Electric Power right-of-way (which is adjacent to the Highway 45 Freeway). At freeway interchanges it will have to bridge over them. Using this powerline right-of-way (actually the old interurban line) will take the Milwaukee Rail Transit Line into Hales Corners, where it will terminate alongside the extensive shopping area.

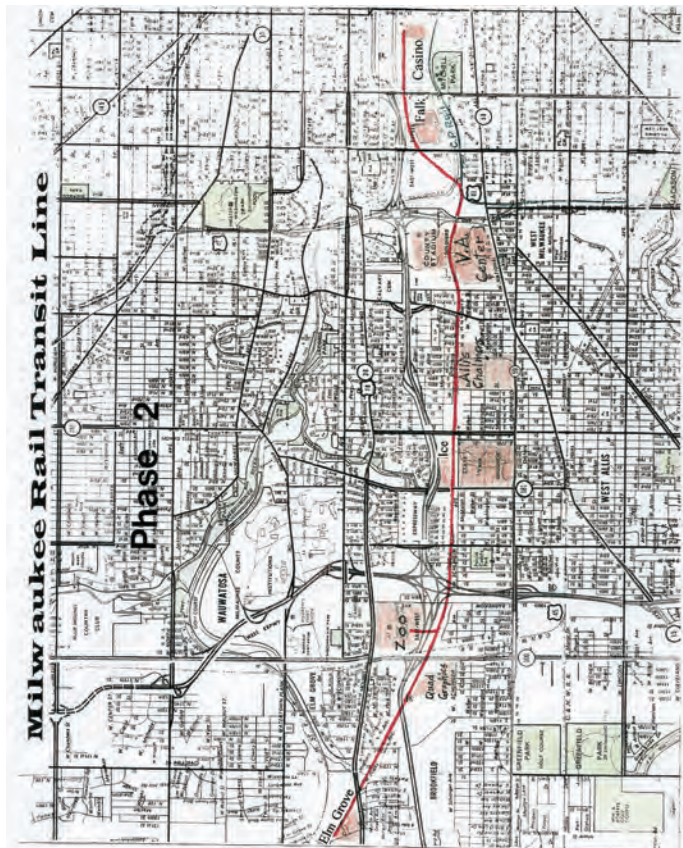
*Submitted by Edward Wilkommen*

## Milwaukee Rail Transit Line

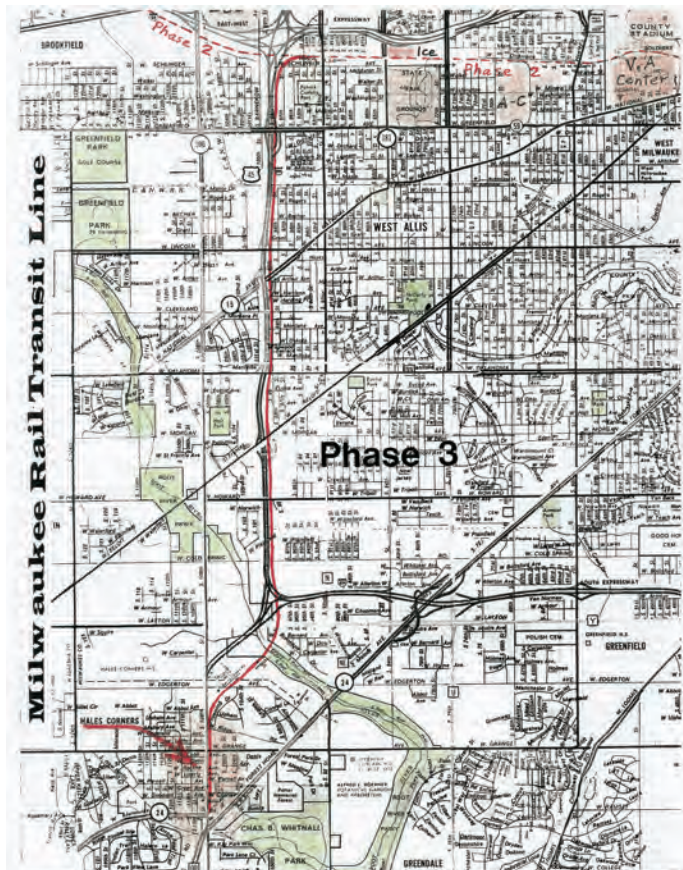
### Phase 1







Minneapolis Light Rail Vehicle suitable in Milwaukee



#### WRITTEN COMMENT

#### MILWAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN: 2009-2013 MILWAUKEE COUNTY FONDY-NATIONAL BRT PROJECT

Public Information Meeting  
January 22, 2009  
Washington Park Senior Center  
4420 W. Vliet Street  
Milwaukee, Wisconsin

Name: Joann Kreimendahl

Affiliation: \_\_\_\_\_

Mailing Address: W140 N 8128 Lilly  
Meno F1s 53051

Comment:  
Transportation needs to become more  
regional in scope, including funding. That  
would be after this current project, but  
would hopefully be the next phase as  
commuter and light rail go towards  
reality.

Add sheets as needed and leave at the registration table or give to a SEWRPC staff member or send following the meeting to the Southeastern Wisconsin Regional Planning Commission.

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WRITTEN COMMENT

MILWAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN: 2009-2013  
MILWAUKEE COUNTY FONDY-NATIONAL BRT PROJECT

Public Information Meeting  
January 22, 2009  
Washington Park Senior Center  
4420 W. Vliet Street  
Milwaukee, Wisconsin

Name: Kate Madison  
(Private Citizen)  
Affiliation: ~~Concerned Citizen~~  
Mailing Address: Home 1931 W. Artlett Ave  
MKE WI 53202

Comment:

I was wondering if any consideration has ever been given to a "poor" tax as a dedicated funding source. Pittsburgh (Allegheny County) instituted a 10% "poor" tax on alcohol as of the beginning of 2008, & although very politically unpopular, it apparently has created an incredible surplus (goes towards transit & cultural amenities). I wouldn't necessarily advocate a 10% tax, but certainly 1-3% on alcohol that goes towards transit or safety, etc. would/could be a possible source (or has this been studied as a no go?). (I'm writing this as a citizen, not as a representative for CED)

Add sheets as needed and leave at the registration table or give to a SEWRPC staff member or send following the meeting to the Southeastern Wisconsin Regional Planning Commission.

Southeastern Wisconsin Regional Planning Commission  
W239 N1812 Rockwood Drive  
P.O. Box 1607  
Waukesha, Wisconsin 53187-1607  
Phone: 262-547-6721 Fax: 262-547-1103  
E-mail: [milwcofdp@sewrpc.org](mailto:milwcofdp@sewrpc.org)  
Website: [www.sewrpc.org/milwcofdp](http://www.sewrpc.org/milwcofdp)

WRITTEN COMMENT

MILWAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN: 2009-2013  
MILWAUKEE COUNTY FONDY-NATIONAL BRT PROJECT

Public Information Meeting  
January 22, 2009  
Washington Park Senior Center  
4420 W. Vliet Street  
Milwaukee, Wisconsin

Name: Mary Eileen Agnew  
Affiliation: Concerned citizen  
Mailing Address: 1700 East River Park Court #518  
Shorewood Wisconsin 53211

Comment:

Someone needs to coordinate service to shovel out bus stops within one to one & a half blocks from all existing HUD housing developments. Property owners deny responsibility. Example 2007-2008 winter a narrow path over packed ice/snow was at southeast corner of Edley road & Oakland. Milwaukee City limit Stop No. bound #s. Property owner of lot service refused to clear area milw. city did not clear. I got Shorewood to clear it after a week or so. 300+ elderly & handicapped people live at River Park & access bus service. No for so because regularly but those with walkers or motorized chairs must go into traffic to board a bus.

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WRITTEN COMMENT

MILWAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN: 2009-2013  
MILWAUKEE COUNTY FONDY-NATIONAL BRT PROJECT

Public Information Meeting  
January 22, 2009  
Washington Park Senior Center  
4420 W. Vliet Street  
Milwaukee, Wisconsin

Name: Mary Agnew  
Affiliation: \_\_\_\_\_  
Mailing Address: 1700 East River Park Court #518  
Shorewood WI 53211

Comment:

Cut the TV info service. There is so much noise on the buses with cell phone use etc that you can't hear the TV or its played so loud its an irritation.  
P.S. we need Mass transit Rail Transit Public needs to take the blenders off. Look to the future & stop the 1 car 1 person mode of transport.

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WRITTEN COMMENT

MILWAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN: 2009-2013  
MILWAUKEE COUNTY FONDY-NATIONAL BRT PROJECT

Public Information Meeting  
January 22, 2009  
Washington Park Senior Center  
4420 W. Vliet Street  
Milwaukee, Wisconsin

Name: Ian Weissner  
Affiliation: \_\_\_\_\_  
Mailing Address: 2703 S Burrell St  
Milwaukee WI 53207

Comment:

- 1) Like BRT (express bus) as replacement (not addition) to existing local service
- 2) Troubled that already-implementing bike racks are on the plan - should be excluded
- 3) Insufficient work on finding no alternatives, just hope
- 4) No mechanism for County to implement the approved plan, nor to evaluate implementation.

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WRITTEN COMMENT

MILWAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN: 2009-2013  
MILWAUKEE COUNTY FONDY-NATIONAL BRT PROJECT

Public Information Meeting  
January 22, 2009  
Washington Park Senior Center  
4420 W. Vliet Street  
Milwaukee, Wisconsin

Name: Julia Alexander  
Affiliation: Independence First  
Mailing Address: 7224 W State ST #1A  
Wauwatosa, WI 53224

Comment:

Expand Fixed Route  
Support Sales Tax ↑  
↑ Marketing  
Accessibility loading, buses in BRT  
Weekly passes for Half-fare riders

Add sheets as needed and leave at the registration table or give to a SEWRPC staff member or send following the meeting to the Southeastern Wisconsin Regional Planning Commission.

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Website: www.sewrpc.org/milwcotdp

WRITTEN COMMENT

MILWAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN: 2009-2013  
MILWAUKEE COUNTY FONDY-NATIONAL BRT PROJECT

Public Information Meeting  
January 22, 2009  
Washington Park Senior Center  
4420 W. Vliet Street  
Milwaukee, Wisconsin

Name: Mike Hueberg  
Affiliation: Independence First  
Mailing Address: 4215 N 100 #145C  
Milw WI 53222

Comment:

Decrease ↑ Sales tax, to create a dedicated funding source  
Safety perception  
Free Trial period  
every BRT accessible

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WRITTEN COMMENT

MILWAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN: 2009-2013  
MILWAUKEE COUNTY FONDY-NATIONAL BRT PROJECT

Public Information Meeting  
January 22, 2009  
Washington Park Senior Center  
4420 W. Vliet Street  
Milwaukee, Wisconsin

Name: Daniel Lee  
Affiliation: Former METS rider  
Mailing Address: Milwaukee

Comment:

- ① Need a RTA to operate public transit in Milwaukee, Racine & Kenosha Counties, using Boston's MBTA as a model, instead of Chicago's RTA coordinating separate city, suburban and Metra systems. Hopefully, it can include Waukesha in the future.
- ② Support 10min rush-hour headways on all routes — shorter headways on busier lines.
- ③ We need light rail to serve as the system's backbone. Cities that kept rail have lost fewer riders than Milwaukee since WWII.
- ④ Keep local service on Fond du Lac National to supplement BRT, e.g. in San Francisco, local buses stop every two blocks on Mission Street, while the M streetcar-like makes express stops.
- ⑤ Maybe the BRT could be converted to light rail if it's works.

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WRITTEN COMMENT

MILWAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN: 2009-2013

March 14, 2009

Repairs of the Breach  
1335 W. Vliet Street  
Milwaukee, Wisconsin

Name: Dorothy M

Comment:

MORE buses on Route 57 on WK ENDS  
Please extend service to outlying areas  
where jobs are

Add sheets as needed and leave at the registration table or give to a SEWRPC staff member or send following the meeting to the Southeastern Wisconsin Regional Planning Commission.

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WRITTEN COMMENT

MILWAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN: 2009-2013

March 14, 2009

Repairers of the Breach

1335 W. Vliet Street  
Milwaukee, Wisconsin

Name: Willie Ross

Comment:

They have these camera on these buses and are not using them children are acting so bad I was wondering why don't they fix the footage to the school and address this situation

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WRITTEN COMMENT

MILWAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN: 2009-2013

March 14, 2009

Repairers of the Breach

1335 W. Vliet Street  
Milwaukee, Wisconsin

Name: Doran

Comment:

Why raise bus prices when there are lay offs short amount of time to use transfer if you have one who couldn't afford a weekly bus pass or tickets even when there wasn't any lay offs or this state going through an economic problem \$2.00 for one hour and depending what bus you get to catch your one hour transfer would be up it may be you get to catch two buses this is a serious problem especially if you work because some people income is just like some times limited income what I mean by limited is after taxes and paying bills some people check is like living on a once a month \$35.00 check

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WRITTEN COMMENT

MILWAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN: 2009-2013

March 14, 2009

Repairers of the Breach

1335 W. Vliet Street  
Milwaukee, Wisconsin

Name: Karen Martin

Comment:

Route 11 going back to north and west  
Bus help old people like me

thank you  
Karen Martin

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WRITTEN COMMENT

MILWAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN: 2009-2013

March 14, 2009

Repairers of the Breach

1335 W. Vliet Street  
Milwaukee, Wisconsin

Name: Anta Baugh

Comment:

Do anyone clean the buses at the end of the night or before starting the day, cleaning sometimes doesn't look clean. Thank you for your cooperation, Anta Baugh

Add sheets as needed and leave at the registration table or give to a SEWRPC staff member or send following the meeting to the Southeastern Wisconsin Regional Planning Commission.

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## Appendix A-3

### ORAL COMMENTS MADE TO COURT REPORTER AT PUBLIC MEETINGS

#### BROWN & JONES REPORTING, INC.

SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION  
and  
MILWAUKEE COUNTY TRANSIT SYSTEM

#### IN RE:

PUBLIC INFORMATIONAL MEETINGS  
ON THE MILWAUKEE COUNTY TRANSIT  
SYSTEM DEVELOPMENT PLAN AND THE  
FOND DU LAC-NATIONAL CORRIDOR  
TRANSIT IMPROVEMENT STUDY

#### \*\*PUBLIC COMMENTS\*\*

#### MEETING HELD:

Downtown Transit Center  
Harbor Lights Room  
909 East Michigan Street  
Milwaukee, Wisconsin  
5:00 p.m. to 7:00 p.m.

735 North Water Street, Suite M185  
Milwaukee, WI 53202  
(414) 224-9533  
(800) 456-9531

#### PUBLIC COMMENTS, 01/20/2009

2

#### TRANSCRIPT OF COMMENTS

MR. ZEISE: My name is David Zeise, 2525  
South Shore Drive, Apartment 24E, Milwaukee,  
Wisconsin, 53207.

And I am very disgusted with the kind of  
cuts that have been made over the last several  
years. I have to walk now nine blocks to a bus  
stop because they eliminated the Route 53 bus on  
Delaware Avenue. And that was last year, January  
1st.

And it makes it real difficult because I  
don't drive. And when I go shopping on Saturday,  
to carry three bags of groceries, and they're  
heavy, for that length of a walk, through the snow,  
and the icy sidewalks, it's very difficult.

And, also, going to work, and going home,  
that's a long ways to walk in the winter when we  
have the wind chills of zero or below zero.

Plus, on the south side, every route  
splits. So that if you want to go somewhere, for  
example, to Howell and Oklahoma, you have to wait  
30, 40, 45 minutes for a bus to go out to Howell  
and Oklahoma. Because every other bus goes up that  
way. The other one goes out Greenfield Avenue.

So it makes it very inconvenient, and I

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#### PUBLIC COMMENTS, 01/20/2009

3

think they lose a lot of riders because people that  
live in the condo where I live, they say, "I like  
to take the bus, but it's just too inconvenient to  
have to walk that far to Kinnickinnic Avenue to get  
the bus."

So that's mainly all my comments would  
be, is that the bus service has just deteriorated  
so much that it's become very, very inconvenient.

You have two people that -- groups of  
people that use the bus. There's the commuters  
that take the bus to work, and they do it mainly to  
save the environment, to save money, and maybe  
avoid congestion on the city streets.

And then you have the other group of  
people that are the elderly and disabled, that  
can't drive, and you have the people that are too  
poor to buy a car. And these are the people that  
are really hurt when they make these cuts because  
they don't have an alternative like the commuters  
do. They can decide, well, I'll drive, it's not  
convenient to take the bus.

But the disabled people and the elderly  
have got -- they have no alternative, and they have  
to walk the eight blocks to the bus stop, and wait  
40 minutes for a bus.

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#### PUBLIC COMMENTS, 01/20/2009

4

So these cuts really affect a lot of  
people in different ways. It makes the system very  
inconvenient to use. And that's why they've been  
constantly losing riders.

There was an interesting article in the  
Journal around, oh, the 1st of the year that  
talked and showed how the ridership has gone down  
so much in the last several years. But it's  
because of these cuts.

And I think the bus system should be  
doing more to make it more convenient for people  
and -- to attract riders and that. Because if you  
attract more riders, you get more revenue.

And they don't seem to be doing it. It's  
like they're trying to chase riders away by making  
it so inconvenient.

So that's mainly my comments on it.

\* \* \* \* \*

MS. CARR: Megan Carr. I've done some  
studies on urban design, focusing on transit and  
its impacts on land development and the patterns of  
land development.

And in my studies, I've come to  
realize -- come to find that rail, being that it is  
a fixed and permanent structure, has the strongest

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A-11



07:05 1 impact on community, as well as economic  
 07:05 2 development. It signals to the private sector that  
 07:05 3 this is a route that will not change, which  
 07:05 4 provides assurance to the private sector that this  
 07:05 5 is something worth investing in, and clearly  
 07:05 6 provides benefits to businesses to want to be near  
 07:05 7 rail stops as well as along rail corridors.

07:05 8 So from a community development as well  
 07:05 9 as an economic development viewpoint, Milwaukee,  
 07:06 10 the region of Milwaukee, has a lot of work to do  
 07:06 11 and stands a lot to gain from looking at rail as an  
 07:06 12 alternate option.

07:06 13 I also would like Milwaukee to look at  
 07:06 14 rail in -- from the viewpoint of broadening our  
 07:06 15 ridership to include those who want to support  
 07:06 16 transit but currently do not feel that it is --  
 07:06 17 they do not feel that it is a desirable option.

07:06 18 Rail is something that has also proven to  
 07:06 19 broaden its ridership base to include a much more  
 07:06 20 sophisticated -- to include the entire spectrum of  
 07:06 21 education and socioeconomic groups, including, in  
 07:06 22 many cases of light rail, first-time -- the  
 07:06 23 majority of the riders tend to be first-time riders  
 07:06 24 of upper graduate level education.

07:07 25 I think this is something that is very

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07:07 1 important for community, and Milwaukee is,  
 07:07 2 unfortunately, in a current state of being very  
 07:07 3 polarized in those who ride rail -- or I'm sorry --  
 07:07 4 those who are using public transit as it exists  
 07:07 5 today in the current bus system -- it tends not to  
 07:07 6 promote this type of balance to community  
 07:07 7 participation.

07:07 8 So, in summary, I would like to have  
 07:07 9 light rail reviewed as an alternate proposal to the  
 07:07 10 BRT, to be included in the study.

\* \* \* \* \*

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1 STATE OF WISCONSIN )  
 2 ) SS:  
 3 COUNTY OF MILWAUKEE )  
 4

5 I, KATHLEEN E. CARTER, a Certified  
 6 Realtime Reporter, Registered Merit Reporter and Notary  
 7 Public in and for the State of Wisconsin, do hereby  
 8 certify that the above public comments were recorded by  
 9 me on Tuesday, January 20, 2009, and reduced to writing  
 10 under my personal direction.

11 I further certify that I am not a  
 12 relative or employee or attorney or counsel of any of  
 13 the parties, or a relative or employee of such attorney  
 14 or counsel, or financially interested directly or  
 15 indirectly in this action.

16 In witness whereof I have hereunder set  
 17 my hand and affixed my seal of office at Milwaukee,  
 18 Wisconsin, this 21st day of January, 2009.

22 \_\_\_\_\_  
 23 Notary Public  
 24 In and for the State of Wisconsin

25 My Commission Expires: March 16, 2009.

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# BROWN & JONES REPORTING, INC.

SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION  
 and  
 MILWAUKEE COUNTY TRANSIT SYSTEM

## IN RE:

PUBLIC INFORMATIONAL MEETINGS  
 ON THE MILWAUKEE COUNTY TRANSIT  
 SYSTEM DEVELOPMENT PLAN AND THE  
 FOND DU LAC-NATIONAL CORRIDOR  
 TRANSIT IMPROVEMENT STUDY

\*\*PUBLIC COMMENTS\*\*

## MEETING HELD:

West Allis City Hall  
 Common Council Chambers  
 7525 West Greenfield Avenue  
 West Allis, Wisconsin  
 5:00 p.m. to 7:00 p.m.

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## TRANSCRIPT OF PROCEEDINGS

--00000--

MR. EDWARD WILKOMMEN: I believe that with this new administration in Washington, that Milwaukee area should look at more of a long-range plan for transit, rapid transit in the Milwaukee area. And contrary to the plan that I've seen from Mr. Younker for 28 years from now, I do believe that the surface road system will not be able to handle the volume of traffic. I believe that Milwaukee, which is the largest city without either light rail or heavy rail, will have to install a light rail system of the type I am contemplating. The Obama group or admin -- Obama administration will hopefully change the current ratio of funding, which is 80 percent national and 20 percent local, to be more favorable for funding to the local communities. This will help promote off-road type of mass transit in the Milwaukee area. And that's it.

A few comments more. I believe, as I've listed here, this project should be in three parts as shown here so that its funding can be better handled.

\* \* \* \* \*

MR. JEFFREY REED: Basically what I wrote

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## C E R T I F I C A T E

STATE OF WISCONSIN)  
MILWAUKEE COUNTY )

I, MARGARET M. MITCHELL, a Certified Realtime Reporter and Notary Public in and for the State of Wisconsin, do hereby certify that the above public comments were taken on the 21st day of January, 2009, and reduced to writing under my personal direction.

I further certify that I am not a relative or employee or attorney or counsel of any of the parties, or a relative or employee of such attorney or counsel, or financially interested directly or indirectly in this action.

In witness whereof I have hereunder set my hand and affixed my seal of office at Milwaukee, Wisconsin, this 28th day of January, 2009.

\_\_\_\_\_  
Notary Public  
In and for the State of Wisconsin

My commission expires January 6, 2013.

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down there is that I'm in favor of the alternate Plans 1 or 2 for the transit system. And the dedicated five-tenths of a percent sales tax to fund these improvements to the bus system. I think it's imperative that we have a dedicated funding source for our transit system to be viable. And that's it.

\* \* \* \* \*

MR. MAT SHIREMAN: Overall, I'm impressed with the recommendations put forth by SEWRPC. In particular, the express bus service and increased buses for freeway fliers are the best part of the plan. I believe that increasing the speed, the decreasing the travel time of Milwaukee transit system should be a first priority. And these plans reflect that.

Another suggested improvement such as extending hours, adding service to the north/southern portions of the county, are helpful, but not as important. I would really like to see Milwaukee get express bus -- excuse me, the bus rapid transit as that will further increase mobility and decrease the travel time with people who use the system. As well as increase ridership. That's it.

\* \* \* \* \*

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MILWAUKEE COUNTY TRANSIT SYSTEM  
DEVELOPMENT PLAN: 2009-2013  
MILWAUKEE COUNTY FONDY-NATIONAL BRT PROJECT  
PUBLIC INFORMATION MEETING  
JANUARY 22, 2009  
WASHINGTON PARK SENIOR CENTER  
4420 W. VLIET STREET  
MILWAUKEE, WISCONSIN

735 North Water Street, Suite M165  
Milwaukee, WI 53202  
(414) 224-9533  
(800) 456-9531

## A P P E A R A N C E S

Mr. Mike Hineberg, Independence First  
 and Ms. Julie Alexander.....3  
 Mr. Peter Sherman.....9  
 Ms. Rose Stietz.....9  
 Ms. Carol Caffrey.....12  
 Ms. Rose.....12  
 Ms. Adeline O'Malley, Transit Riders Union .....20  
 Mr. Ian Weisser.....21  
 Ms. Karen J. Nutter.....22

\* \* \* \* \*

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underserved areas in the Milwaukee area. The  
 Hales Corners area, southwest, southeast, Franklin  
 area is very underserved in terms of current bus  
 transportation here. People that are living in  
 those areas, you know, it's hard for people with  
 disabilities who would like to live there --  
 because they like the south side -- to get  
 personal care attendants, because 90 percent of  
 personal care attendants use rapid transit -- or  
 use transportation through the bus system, so they  
 can't get to those places. A person with  
 disabilities who has personal care attendants  
 can't move to those places because they need  
 personal care, so it limits them.

It also limits employment somewhat in  
 relation to people with disabilities living in  
 those areas trying to get around to employment  
 centers and more congregated -- other areas in the  
 Milwaukee counties. I am in favor of a system  
 that would also intersect better with other  
 counties that surround Milwaukee County.  
 Basically, a lot of people have relatives that are  
 in some of the other counties, and it's really  
 hard to get from one place to the other if you're  
 not able to drive there. So that's another one of

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## T R A N S C R I P T   O F   P R O C E E D I N G S

MR. MIKE HINEBERG: I want to just say  
 that I support the sales tax increase and the  
 extensive alternative No. 1, expansion. I'm  
 concerned about the distance between the bus  
 routes on the rapid transit being a third of a  
 mile. It might create a significant barrier with  
 people with disabilities during the wintertime  
 because of unshoveled sidewalks and street corners  
 for people who use wheelchairs.

MS. JULIE ALEXANDER: My name is Julie  
 Alexander, A-L-E-X-A-N-D-E-R. I'm a person with a  
 disability. I am glad that the County is looking  
 at expanding their services. I am in favor of  
 increasing the sales tax to help fund  
 transportation. I have concerns about  
 transportation being -- this process being done  
 too quickly and people not taking enough time to  
 look at accessibility as there might be building  
 up of new transit stations. Because for people  
 who have canes and walkers that need  
 accessibility, that needs to be put into any new  
 bus system or transit system, if they're expanding  
 that.

Also, I know that there are several

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my comments that I have here.

I think that there also should be a  
 better marketing campaign if we have this new  
 system come into place, because I think that in  
 general the public of Wisconsin really sort of  
 knows how the bus system works right now. In  
 order to really make a new system work, you need  
 to have better marketing so that they understand  
 that the system has changed some, otherwise  
 they're not going to know, because they remember  
 way back when they had to wait 30 minutes at one  
 stop before the bus came to pick them up. So I  
 think that should also be part of coming up with  
 some good marketing campaigns, as well as maybe  
 some incentives for ridership, more free-ride days  
 just so that people get used to seeing how easy it  
 might be to use transit. Maybe approaching some  
 of the bigger companies to see if they might be  
 able to sponsor a team with the bus company in  
 terms of developing a strategy to get more people  
 to use rapid transit, use the transportation in  
 Milwaukee. Those are my comments.

MR. MIKE HINEBERG: I have a few  
 additional comments, and my name is Mike Hineberg  
 from Independence First. Perhaps an incentive or

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05:14 1 a marketing suggestion would be to give people a  
 05:14 2 free trial period. Milwaukee County residents  
 05:14 3 could try the bus for a week or ten days at no  
 05:14 4 cost and see if it fits into their schedule. And  
 05:14 5 I'm also concerned that every rapid bus -- BRT is  
 05:14 6 accessible, both mechanical lifts and what about,  
 05:14 7 like, safety tie downs for people who might  
 05:15 8 require that feature to be safe in their  
 05:15 9 wheelchair. Some type of tie-down device for  
 05:15 10 people in wheelchairs in the rapid -- BRT. And  
 05:15 11 I'm not sure how to accomplish this, but just so  
 05:15 12 people perceive that they're safe while on the  
 05:15 13 bus. I know that Milwaukee County has put  
 05:15 14 uniformed officers on the bus, and that's been a  
 05:15 15 good effort in that direction. And I would like  
 05:15 16 to continue to see visible safety measures taken  
 05:15 17 so people feel safer on the bus.

05:15 18 MS. JULIE ALEXANDER: I have an  
 05:15 19 additional comment too. I know that -- I mean,  
 05:15 20 I've actually -- because of the distances between  
 05:15 21 the bus routes, et cetera, and because of snow,  
 05:15 22 whatever, I've fallen, you know, after I got off a  
 05:15 23 bus just trying to get -- to cross the street.  
 05:16 24 That really is a very big deterrent, you know, and  
 05:16 25 if you get longer spaces, it's really hard. Right

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05:17 1 intact, because I think that there is a place for  
 05:17 2 both paratransit and the bus transportation.  
 05:19 3 MR. MIKE HINEBERG: Accessibility could  
 05:19 4 also include audible announcements of bus stops  
 05:19 5 for people with visual impairments. So  
 05:19 6 accessibility is more than just structural changes  
 05:19 7 for people in wheelchairs. A visual readout of  
 05:19 8 bus stops for people who are deaf who can't hear  
 05:19 9 the auditory announcement. Braille would be  
 05:19 10 another.

05:20 11 MS. JULIE ALEXANDER: Well, I know that  
 05:20 12 basically you also -- especially if you have a lot  
 05:20 13 of people on a bus, it's really hard for people to  
 05:20 14 see anything because you've got so many people  
 05:20 15 standing in the aisle, so they can't see the  
 05:20 16 people. And sometimes there are bus drivers that  
 05:20 17 are not announcing it. And they only announce the  
 05:20 18 main streets, they don't announce the other  
 05:20 19 streets.

05:20 20 MR. MIKE HINEBERG: But then the rider  
 05:20 21 can take the responsibility and say, "Please let  
 05:20 22 me know when we get there --"

05:20 23 MS. JULIE ALEXANDER: But sometimes the  
 05:20 24 bus drivers don't do that. I'd like to have them  
 05:21 25 consider actually making weekly passes for people

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05:16 1 now I'm using paratransit and I'm not able to use  
 05:16 2 bus transportation because of my vision issues and  
 05:16 3 my balance and my cane. Paratransit is supposed  
 05:16 4 to mirror the fixed routes, you know, in terms of  
 05:16 5 actually -- only be a certain mileage, you know,  
 05:16 6 out from fixed routes. And right now if you'd  
 05:16 7 expand the county transportation you'd be able to  
 05:16 8 expand the paratransit, or maybe that would be  
 05:16 9 something that would be really good.

05:16 10 Also, when I was able to use the bus --  
 05:17 11 which basically was a while ago, a long while  
 05:17 12 ago -- you know, I'd run into situations where if  
 05:17 13 you have a wheelchair coming onto the bus you're  
 05:17 14 losing a lot of the seating, you know, a lot of  
 05:17 15 people would have to get up. You run into people  
 05:17 16 who are not happy with picking up people that have  
 05:17 17 dogs or wheelchairs or things like that, because  
 05:17 18 it decreases the ability of them to have seats and  
 05:17 19 ride comfortably. So that's also sort of a  
 05:17 20 marketing issue that people have run into.

05:17 21 I know I have difficulties riding the  
 05:17 22 bus so much it's just really difficult for me  
 05:17 23 right now. It's just beyond me because of a cane,  
 05:17 24 and that's something bad about that. I think that  
 05:17 25 Milwaukee County has to keep the transit system

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05:21 1 that pay half-fare, so that they have -- because  
 05:21 2 right now -- up until now, they only make passes  
 05:21 3 -- to buy weekly passes only for full fare. So  
 05:22 4 for people who use reduced fare, that they would  
 05:22 5 be able to use weekly passes.

05:23 6 The other thing that would be nice is if  
 05:23 7 someone would take responsibility for actually  
 05:23 8 shoveling the actual bus stops, because bus stops  
 05:23 9 are not good at all in winter.

05:23 10 MR. MIKE HINEBERG: And I attended a  
 05:23 11 public hearing once where they were suggesting  
 05:23 12 that residents who live around bus stops should be  
 05:23 13 responsible for shoveling the corners. That would  
 05:23 14 be ridiculous. It couldn't be policed. And if  
 05:23 15 the resident was a person with a personal  
 05:23 16 disability, it's just not practical. I would  
 05:23 17 strongly recommend against that.

05:27 18 MR. PETER SHERMAN: Make something  
 05:27 19 happen with light rail. That's it.

05:27 20 MS. ROSE STIETZ: The gentleman said I  
 05:29 21 should tell you my story. I was talking about the  
 05:29 22 buses being useful to Amtrak. My story was I had  
 05:29 23 to go to Chicago, and then I was catching a ride  
 05:29 24 from Chicago to St. Louis with somebody. And so  
 05:29 25 we came back from St. Louis, we missed the Amtrak

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05:30 1 coming back to Milwaukee by 15 minutes. Of  
 05:30 2 course, they don't wait. So I had to catch the  
 05:30 3 last train out of Chicago to Milwaukee, which put  
 05:30 4 me in at 11:30 at night. And getting to the  
 05:30 5 Amtrak station I -- but then I said, "Okay, now,  
 05:30 6 where do I catch my 19 bus?" "Well, you have to  
 05:30 7 go up to Plankinton," which is a five-block walk  
 05:30 8 past the closed post office, past all the rest of  
 05:30 9 the closed buildings, ended up being -- standing  
 05:30 10 next to a closed gas station and a vacant lot and  
 05:30 11 a big factory, which is either boarded up or  
 05:30 12 closed, or it wasn't working at night across the  
 05:30 13 street.

05:30 14 And here I am quarter to twelve at night  
 05:30 15 out in nowhere waiting for a bus, which I don't  
 05:30 16 know when it's going to come. Thank goodness I  
 05:31 17 didn't have to wait very long, because it did  
 05:31 18 come. But, we get to the Amtrak station and we  
 05:31 19 can't get from the Amtrak station to our bus  
 05:31 20 without walking through this crazy part during the  
 05:31 21 middle of the night.

05:31 22 So I guess my question is, how are we  
 05:31 23 helping inner-city people who have to be riding  
 05:31 24 buses, who have to be taking buses at that time of  
 05:31 25 night to make these connections? Maybe that

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05:31 1 doesn't happen real often. Maybe it happened once  
 05:31 2 to me, but I'm sure other people have missed that  
 05:31 3 train out of Chicago and get caught in the middle  
 05:31 4 of the night having to catch the last train into  
 05:31 5 Milwaukee. So the question is what -- is there a  
 05:31 6 way?

05:31 7 Now, I did look at -- and I haven't got  
 05:31 8 a map -- a bus 17 map. I looked at the county  
 05:31 9 schedule and it looks like there's a 17 that makes  
 05:31 10 a rectangular circuit, which might hit my bus  
 05:32 11 somewhere along the way, but I don't have a  
 05:32 12 schedule of that one and the buses down by Amtrak.  
 05:32 13 And I have no idea how often they run and whether  
 05:32 14 they still run in the middle of the night. So  
 05:32 15 maybe there's something -- but then I had to be  
 05:32 16 catching two or three buses instead of catching my  
 05:32 17 one bus that drops me right outside of my door.

05:32 18 So, it's great for dropping me off at my door, but  
 05:32 19 getting me to it or from the Amtrak bus station  
 05:32 20 there was not the best things. I mean, it was  
 05:32 21 okay, because I do go out and do things like that.  
 05:32 22 But, you know, here you are out in no-man's land  
 05:32 23 and next to a vacant lot and an empty gas station,  
 05:32 24 and anything could happen. And he said to tell  
 05:32 25 you the story, so that's it.

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05:33 1 It happened just once, but it was only a  
 05:33 2 couple months ago. In fact, it was September, I  
 05:33 3 think. So, I'm sure it's continuing. So as I was  
 05:33 4 reading the things, they talk a lot about express.  
 05:33 5 We don't necessarily need express buses here in  
 05:33 6 this city. We need to be able to make connections  
 05:33 7 so we can get safely where we're going. So that's  
 05:33 8 my story.

05:44 9 MS. CAROL CAFFREY: I think that they  
 05:47 10 should first take care of the city buses, the  
 05:47 11 local buses, like Milwaukee buses, before they  
 05:47 12 worry about bigger plans, because the city buses  
 05:47 13 are very crowded sometimes. I mean, they should  
 05:47 14 have more buses during crowded times. Since there  
 05:47 15 have been a lot of layoffs, they probably don't  
 05:47 16 even want to have -- need as many trains between  
 05:48 17 Racine, Chicago and Milwaukee, because there  
 05:48 18 aren't the jobs to bring all those people around.

05:48 19 The reason for it was so that they would  
 05:48 20 have more people to come to work at different  
 05:48 21 places, but those places may be laying people off  
 05:48 22 now. Like they wanted to have -- I guess  
 05:48 23 companies wanted those trains. What it's called,  
 05:48 24 the "R" something -- between Racine and Kenosha  
 05:48 25 and Chicago and Milwaukee -- KRM, but that was

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05:48 1 because of jobs, but now there aren't even that  
 05:48 2 many jobs. That plan could be put on hold right  
 05:48 3 now, especially since we don't have money right  
 05:48 4 now. The state is broke, more than broke. What  
 05:48 5 is it, five billion in debt, the State of  
 05:48 6 Wisconsin, something like that. But, anyway, they  
 05:48 7 don't have money right now, and they don't need to  
 05:49 8 transport people because they probably don't even  
 05:49 9 have the jobs. I'm not sure, it's just what I'm  
 05:49 10 thinking. And Milwaukee's transportation is just  
 05:49 11 getting worse and worse, and pretty soon they're  
 05:49 12 going to run out of money, then it's really going  
 05:49 13 to be bad. So I think they should start with  
 05:49 14 Milwaukee, take care of the small thing first, and  
 05:49 15 then go on to the bigger plans if they have the  
 05:49 16 money someday.

05:49 17 MS. ROSE: Let me start with the  
 05:50 18 location of meetings. This meeting here is not --  
 05:50 19 it's on a bus line that is hard to get to. It  
 05:51 20 runs every 40 minutes. And even though this is a  
 05:51 21 senior center, no meeting should be held where you  
 05:51 22 don't have at least two or three buses that you  
 05:51 23 should be able to get to. It's almost like they  
 05:51 24 don't want you at it.

05:51 25 The contents of the meeting. They're

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05:51 1 going to be doing a presentation. There's no  
05:51 2 interaction where people can share information.  
06:51 3 Because sometimes if it's done in the general  
05:51 4 public, what one person says might spark a thought  
05:51 5 process in another person. But when it's  
05:51 6 individually, it doesn't get that sort of  
05:51 7 community involvement and understanding. Many  
05:51 8 times other people might have the same thought  
05:51 9 process but don't want to say anything, and one  
05:51 10 person might help bring out something they may  
05:51 11 think of to say. So I have a problem when they  
05:51 12 just have a presentation and that's it.

05:51 13 Another thing, these meetings should not  
05:51 14 have been held in the week of the inauguration of  
05:51 15 our first African American president, especially,  
05:51 16 because they're expecting people to have time.  
05:51 17 It's almost like it's prepared to make sure they  
05:52 18 don't get people into these meetings. So I have a  
05:52 19 problem with them having the first meeting  
05:52 20 downtown that would normally get the people in the  
05:52 21 community on the day of the inauguration. It's a  
05:52 22 slap in the face to me. It should have been  
05:52 23 classified like a holiday like Dr. Martin Luther  
05:52 24 King, Jr., that Monday. It should not -- it  
05:52 25 should not have been -- they shouldn't have had

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05:52 1 anything that Monday or Tuesday.  
05:52 2 Now, let's get down to the brass tacks.  
05:52 3 I was looking at these maps. And the mentality of  
05:52 4 the people who are making these decisions are not  
05:52 5 based on usage or knowledge of residents who  
05:52 6 utilize these transit buses. They do not really  
05:52 7 have community or bus input. I look at a survey,  
05:52 8 and the survey does not give input. It just takes  
05:52 9 statistics. Statistics is not a survey. It  
05:53 10 doesn't tell people -- because it's limited to  
05:53 11 what you tell them. And it says something about,  
05:53 12 "What time did you go leave to catch the bus?  
05:53 13 Where were you going?" And they took one month to  
05:53 14 do this in. And there are many reasons that  
05:53 15 people utilize public transportation. And the  
05:53 16 survey did not take all of that into  
05:53 17 consideration. So, therefore, they base all their  
05:53 18 changes on these surveys. They got very limited  
05:53 19 information in order to make these decisions.  
05:53 20 I checked out the study that the -- the  
05:53 21 Milwaukee County Transit System Development Plan  
05:53 22 from 2005 to 2009. And I saw that where we had  
05:53 23 the best -- and when they started talking about  
05:53 24 the study of this transit system, all of a sudden  
05:53 25 I looked and I saw -- it says, "Although the

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05:53 1 service area population for the transit system has  
05:53 2 20 percent less than the average for its peer  
05:54 3 transit systems, the Milwaukee County Transit  
05:54 4 System carries almost 80 percent more passengers  
05:54 5 than the average for its peer transit systems."  
05:54 6 Well, that says something. That means that we  
05:54 7 utilize. And they should not use peer of other  
05:54 8 transit systems in other counties and cities,  
05:54 9 because we are unique. And that shows you right  
05:54 10 in that statement that we are unique. Milwaukee  
05:54 11 has always been unique.

05:54 12 And there's no reason why when we plan  
05:54 13 things -- when things are planned, there should be  
05:54 14 what I call "M-I-N-I" meetings of people in the  
05:54 15 community saying, "What do they want?" When I  
05:54 16 looked at a lot of buses that were cut, they were  
05:54 17 cut in areas as -- as to me, like discriminatory  
05:54 18 practices. As whites moved out of the area, the  
05:54 19 routes were cut and the services were cut. And it  
05:54 20 seems that as whites move into -- now that  
05:54 21 regeneration is coming in, now they want to bring  
05:54 22 it back. And they should, that doesn't bother me.  
05:55 23 It's the reasons they do things. And this is  
05:55 24 what's bothering me, is that everything is coming  
05:55 25 back and they're still not helping the people and

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05:55 1 the City of Milwaukee residents.  
05:55 2 And that is -- transportation should not  
05:55 3 be fully funded by the citizens who utilize it.  
05:55 4 Some of that should be subsidized from the  
05:55 5 Transportation Department itself. But because the  
05:55 6 majority of people who use the transit system are  
05:55 7 usually seniors or the elderly or the handicapped  
05:55 8 or the few people who are maybe low income or  
05:55 9 maybe people who have lost jobs, or whatever the  
05:56 10 circumstances, they don't have as much viability  
05:56 11 to be -- to move around as -- and it's usually in  
05:56 12 the lower-income arena. And to me that's doing a  
05:56 13 disservice to the people and our society and in  
05:56 14 our communities. And, in fact, these are the  
05:56 15 people that should have better service, because  
05:56 16 others can get around because they usually have  
05:56 17 transportation, they usually have means or modes  
05:56 18 of getting around. And, therefore, the focus  
05:56 19 should be on bettering the conditions -- the  
05:56 20 priority should be based on that the best transit  
05:56 21 should be where there are the least people able to  
05:56 22 afford it. And that's where we need to change how  
05:56 23 we look at how we handle the transit system.

05:57 24 I made a copy of the chapter outline of  
05:57 25 the Sewer Community Assistance Planning Report No.

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05:57 1 279, the Milwaukee County Transit System  
 05:57 2 Development Plan from 2006 to 2010. And in it  
 05:57 3 there was a statement that we were very  
 05:57 4 self-sufficient. And it seems that we were so  
 05:57 5 self-sufficient that they didn't want us to be so  
 05:57 6 self-sufficient. It says, "The Transit System  
 05:57 7 carries the most passengers per capita, but had  
 05:57 8 the lowest operating cost per passenger and had  
 05:57 9 the second highest fare box recovery rate among  
 05:58 10 this --" also related to the peer transit. So  
 05:58 11 that tells you we were going great and all of a  
 05:58 12 sudden they messed up a good system.

05:58 13 What we need to do is go back to the  
 05:58 14 system and then go from that point and make a  
 05:58 15 change to the update -- to get up to the new  
 05:58 16 things they want to do, rapid transit and all  
 05:58 17 that, that should be secondary. The main thing is  
 05:58 18 to bring it back to where we had it in the  
 05:58 19 beginning, not these changes, because it is  
 05:58 20 already negative. Go back to the very beginning  
 05:58 21 of where we had the best transit system, start  
 05:58 22 from there and get public input on how to enhance  
 05:58 23 those. We had a metro once and they're talking  
 05:58 24 about putting a metro in, they took them off.  
 05:58 25 They're panicking. Why take out something that's

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05:58 1 working? It was to destroy. And that's what we  
 05:58 2 need to get back to, what we had back in this --  
 05:58 3 it's called the Service Improvement 1998 - 2002,  
 05:59 4 where I talked about where we shared the most  
 05:59 5 passengers and operating cost and we had the  
 05:59 6 highest fare box recovery rate, which means we  
 05:59 7 didn't have to raise our rates.

05:59 8 The thing is, it seems as though  
 05:59 9 everything was geared to destroy the transit  
 05:59 10 system, because there seems to be an entity that  
 05:59 11 wants to create a whole new system and develop a  
 05:59 12 plan that has nothing to do with the people in the  
 05:59 13 City of Milwaukee, but has to do with special  
 05:59 14 interest groups. And I have a problem with that.

05:59 15 And I would like to -- I think what  
 05:59 16 should happen is we need more meetings so people  
 05:59 17 can interact verbally, not just sit and just have  
 05:59 18 one side, but have little, small M-I-N-I meetings  
 05:59 19 where we can interact with the people who are  
 05:59 20 making the decisions. And before they make the  
 05:59 21 decisions, have this information, not after they  
 05:59 22 decide and say, "Do you like it or don't you like  
 05:59 23 it?" But have these meetings at the beginning of  
 05:59 24 the decision making and then tell us why they  
 05:59 25 didn't want to take our recommendations. That way

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06:00 1 they really have community involvement.  
 06:00 2 MS. ADELINE O'MALLEY: My affiliation is  
 06:00 3 the Transit Riders Union, which is a volunteer  
 06:00 4 organization. I'm an elderly person who lives on  
 06:01 5 the near west side and we have very bad public  
 06:01 6 transportation on the near west side. We used to  
 06:01 7 have -- well, we have the No. 10 line, we have the  
 06:01 8 No. 64 line, which is the Hawley Road bus. We  
 06:01 9 used to have the 11 bus, which went down Vliet  
 06:01 10 Street from 70th and Vliet downtown. I used to  
 06:01 11 take the 11 bus to my bank on the east side. Now  
 06:01 12 I have to take three buses to get to my bank on  
 06:02 13 the east side. Which is -- well, my bank is near  
 06:02 14 State and Water, near Water and State. The Hawley  
 06:02 15 Road bus does not run on North Hawley on Saturday  
 06:02 16 and Sunday. That means all of us elderly who live  
 06:02 17 near Hawley Road, and the people in the home for  
 06:02 18 the blind on Hawley Road, okay, if we want to go  
 06:02 19 anywhere on Saturday and Sunday, I have -- I and  
 06:02 20 my sister have to walk six blocks to catch the No.  
 06:02 21 10 bus. Now, in the winter that is practically  
 06:02 22 impossible. I don't know what the people at the  
 06:02 23 home for the blind do. I guess the movers and  
 06:02 24 planners of the bus company seem to think that the  
 06:02 25 people who live on North Hawley don't want to go

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06:02 1 out on Saturday and Sunday.  
 06:02 2 Another example is I'm a member of an  
 06:03 3 organization that meets at the Irish Cultural  
 06:03 4 Heritage Center on 23rd and Wisconsin. A couple  
 06:03 5 of months ago my sister and I went to a concert at  
 06:03 6 the Irish Cultural Heritage Center. The concert  
 06:03 7 ended at 11:00. The last No. 10 going to  
 06:03 8 Wauwatosa left 12th Street at 11:15. Now, if we  
 06:03 9 had stopped and talked to people, we would have  
 06:03 10 missed the last bus to Wauwatosa. I didn't  
 06:03 11 realize that the buses -- the No. 10 line on  
 06:03 12 Friday, Saturdays and Sundays ends so early.  
 06:03 13 Because if we wanted to go downtown to the PAC and  
 06:03 14 out to dinner, we couldn't do it, because we would  
 06:03 15 have to walk from the PAC over to Wisconsin  
 06:03 16 Avenue, and we would probably miss the last No. 10  
 06:03 17 to Wauwatosa.

06:04 18 MR. IAN WEISSER: I like the BRT as a  
 06:07 19 replacement to existing local service instead of  
 06:07 20 an addition. My comment No. 2, is that I am  
 06:07 21 troubled that items that are already being  
 06:07 22 implemented, for example, bike racks are in the  
 06:07 23 plan, they should be excluded from planning,  
 06:07 24 they're already being implemented. No. 3, the  
 06:08 25 plan is completely insufficient dealing with

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06:08 1 funding. It only describes the problem, it does  
06:08 2 not present any alternatives. And we're expected  
06:08 3 to merely hope that funding can be found. And  
06:08 4 comment No. 4 is that I'm troubled that there is  
06:08 5 no mechanism for the county board to implement the  
06:08 6 approved plan nor to evaluate how it gets  
06:08 7 implemented. That it will just get lost in the  
06:08 8 ether.

06:54 9 MS. KAREN NUTTER: I'm just here because  
06:54 10 I'm a longtime bus rider, and I've been real  
06:54 11 interested in transit for a long time. They keep  
06:54 12 talking about converting things to the express,  
06:55 13 but a lot of the people -- a lot of the people  
06:55 14 were saying they don't -- they want to have both  
06:55 15 along these lines, they don't want to -- and I  
06:55 16 think they're really right. We shouldn't lose any  
06:55 17 of the local service to get the express. People  
06:55 18 with babies and groceries and disabilities and  
06:55 19 blind -- people like my parents that can't see  
06:55 20 well enough to drive at night, but they still got  
06:55 21 season tickets to the opera. They don't live  
06:55 22 here, but I'm sure there's people like that here  
06:55 23 that have that sort of situation.

06:56 24 I think it's really good to have the  
06:56 25 whole city covered so that you can get just about

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06:56 1 anywhere, because if you have services just about  
06:56 2 anywhere, then employers don't hesitate to hire  
06:56 3 somebody that's dependent on the bus. Some places  
06:56 4 I lived, they do hesitate to hire somebody that  
06:56 5 doesn't have a car. And one thing that might be  
06:56 6 cool is if they had -- if they did have this bus  
06:56 7 -- rapid transit, if they could have it  
06:56 8 interchangeable with the fares, so you could just  
06:56 9 use the same fare for all of them, like they do in  
06:56 10 San Francisco.

06:57 11 Also, I'm hoping that they are going to  
06:57 12 be really aware of the capacity of the bus. You  
06:57 13 know, they're not running it real full because  
06:57 14 some of these lines -- ten minutes apart is not  
06:57 15 going to give you enough bus service, and then  
06:57 16 they -- and then the buses get really overcrowded  
06:57 17 and people that really should be able to get a  
06:57 18 seat, they can't get a seat. And the back door  
06:57 19 starts to jam because the bus sags in the middle,  
06:57 20 and then people can't get out the back door and  
06:57 21 then they have to come out of the front and it  
06:57 22 slows it down and it just gets to be a mess. And  
06:58 23 the people in wheelchairs can't fit on the bus and  
06:58 24 they get passed up, and it's just not good.

06:58 25 And also I think it would be good if

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06:58 1 they had -- if they considered with the flyers  
06:58 2 that some people want to do a reverse commute.  
06:58 3 Say I want to work in the suburbs and live  
06:58 4 downtown, and now -- I used to work in Brookfield  
06:58 5 and it didn't seem like you could do that. And  
06:58 6 there was a bus -- there was a flyer that went  
06:58 7 really close to my job, but I couldn't use it  
06:58 8 because I was working in the suburbs and living  
06:58 9 downtown, so I used to ride the 60 instead.

06:59 10 And I'm hoping that these plans are  
06:59 11 going to include replacing the regular buses when  
06:59 12 they start to fall apart, because I don't know if  
06:59 13 they're talking about that, but they need to  
06:59 14 consider that. I think that would be real good.

06:59 15 I kind of like the bus shelters that  
07:00 16 they have at a lot of these places. They need to  
07:00 17 provide a little shelter from the -- a little bit  
07:00 18 of shade and shelter from the wind and stuff, but  
07:00 19 you need to be able to see the bus coming, and the  
07:00 20 bus driver needs to see that there's passengers  
07:00 21 waiting. And if you get something that's all  
07:00 22 covered with signs and stuff, then somebody has to  
07:00 23 stand out by the road to make sure the bus stops.  
07:00 24 Some of the high-tech pictures -- these pictures  
07:00 25 that they were showing for the bus, rapid transit,

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07:00 1 the stops, the shelters were just not good. So I  
07:00 2 was just hoping that they take that into account  
07:00 3 and not just something that looks cool. We want  
07:01 4 to have something that works here.

(Proceedings concluded at 7:01 p.m.)

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| 21:15<br>panicking [i] -<br>18:25<br>paratransit [i] -<br>7.1, 7.8, 8.2<br>Paratransit [i] -<br>7.3<br>parents [i] - 22:19<br>PARK [i] - 1:12<br>part [i] - 5:13,<br>16:20<br>parties [i] - 26:12,<br>26:13<br>passed [i] - 23:24<br>passenger [i] -<br>18:8<br>passengers [i] -<br>16:4, 18:7, 19:5,<br>24:20<br>passes [i] - 8:25,<br>9.2, 9.3, 9.5<br>past [i] - 10:8<br>pay [i] - 9:1<br>peer [i] - 16:2,<br>16:5, 16:7, 18:10<br>people [i] - 3:8,<br>3:10, 3:18, 3:20,<br>4:5, 4:16, 4:22,<br>5:16, 5:20, 6:1, 6:7,<br>6:10, 6:12, 6:17,<br>7:15, 7:16, 7:20,<br>8:5, 8:7, 8:8, 8:13,<br>8:14, 8:16, 8:25,<br>9:4, 10:23, 11:2,<br>12:18, 12:20, 12:21,<br>13:8, 14:2, 14:8,<br>14:16, 14:18, 14:20,<br>15:4, 15:10, 15:15,<br>16:14, 16:25, 17:6,<br>17:8, 17:9, 17:13,<br>17:15, 17:21, 19:12,<br>19:16, 19:19, 20:17,<br>20:22, 20:25, 21:9,<br>22:13, 22:19, 22:22,<br>23:17, 23:20, 23:23,<br>24:2<br>People [i] - 4:4,<br>22:17<br>per [i] - 18:7, 18:8<br>perceive [i] - 6:12<br>percent [i] - 4:8,<br>16:2, 16:4<br>Perhaps [i] - 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## Appendix A-4

### COMMENTS PROVIDED TO STAFF AT JANUARY 2009 PUBLIC INFORMATION MEETINGS ON MILWAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN AND MILWAUKEE COUNTY BRT PROJECT

#### SEWRPC STAFF NOTES

##### Tuesday, January 20, 2009 – Downtown Transit Center Meeting:

Person 1:

County Executive Walker wants to destroy the transit system by making it so inconvenient that nobody uses it. The service cuts, especially the split routes on the south side, make it so that only the people who have to use transit will ride. Need to restore cuts and funding for the transit system.

--Downtown bus stops should be every 2 blocks apart, the way they were before. It wasn't as confusing

Person 2: Agreed that downtown bus stops are currently very confusing, should return to old downtown stop system.

--Bus stops by Bayshore Mall and Mayfair mall are very inconveniently located.

--There should be a bus shelter and a convenient bus stop outside the downtown intermodal station, and more service to the station for Amtrak and Greyhound connecting service.

Person 3: Stressed the need for service running East-West on Brown Deer Road, perhaps an extension of Route 68.

##### Thursday, January 22, 2009 – Washington Park Senior Center Meeting:

Persons 1 and 2: Don't remove bus stops. BRT sounds good, but there should be a way for disabled people to still have service at the local bus stops. It is hard for someone in a wheelchair or with walking impairments to travel several blocks to a stop, especially in the winter when not everyone shovels their sidewalks.

Person 3: The buses are too crowded. There is barely standing room on some buses, and they have to skip stops and leave people standing at stops sometime. Need more frequent service to make it more convenient and alleviate crowding.

Person 4: Return service to the way it was in 2000. Service was good then; why did they make changes? The recommended improvements should not bother with new express alignments when the old express alignments worked perfectly well.

Person 5: When evaluating Alternatives 1, 2, and 3, you should consider and measure the economic consequences to the County.

Person 6: Some paratransit service policies are very inconvenient for riders.

--Bus services on the southwest side have been cut back so much that volunteers that ride the bus to a senior center can no longer travel to the center.



Saturday March 16, 2009 - Repairers of the Breach

Comment 1: Old Route 11 was good, and should be re-established.

Comment 2: Hour-long transfers are really not very workable for certain persons and errand needs as the period is too short for many trips.

Comment 3: Free rides were suggested for the Downtown Milwaukee area, much like in Seattle.

Comment 4: At least certain homeless clientele feel irritated--possibly discriminated against--when buses "shoot" past them and won't stop to pick them up (possibly due to capacity issues).

Comment 5: The prospect of 10-minute headways may help solve the above, because the wait for the next bus wouldn't be long.

Comment 6: Bus turn-back points should be eliminated as proposed under Alternatives 1 and 2.

Comment 7: Current fares are too high, and more substantial block savings packages should be offered; 10 tickets/monthly passes were not felt adequate as providing motivation to use the system.

Other questions addressed the rudeness of students on the buses, as well as by some drivers, and bus service to Racine and Kenosha.

## **MILWAUKEE COUNTY TRANSIT SYSTEM STAFF NOTES**

### Tuesday, January 20, 2009 – Downtown Transit Center Meeting:

Person 1:

Why does the BRT consist of only one route? I think that there should be two routes into Downtown – one from the north and one from the south – that include a distribution along Wisconsin Avenue and a turnaround at the Downtown Transit Center. If there is not going to be a distribution strategy downtown, then I would suggest that the BRT travel on Water Street through Water and Wisconsin.

### Wednesday, January 21, 2009 – West Allis City Hall Meeting:

Person 1:

I am concerned that the TDP express bus strategy and the BRT strategy creates too large of spaces between bus stops. If local service is not continued on National Avenue as is, it will be too difficult to push a wheel-chair to an express bus stop or BRT station. The wide spacing between stations is too long to walk.

As far as I am concerned, if you eliminate a bus stop you have created a service cut.

The BRT project should be light rail, not bus rapid transit.

Every bus should stop at every transfer corner, the spacing of bus stops along Wisconsin Avenue (about every three blocks) does not provide for convenient transfers between all east-west and all north-south routes. Sometimes you have to walk a block or longer to make a transfer and this is not convenient.

Person 2:

Lay rails – there should be a rail component to the TDP. The BRT should be rail, not buses.

The BRT plan should be better integrated into the multi-modal station (e.g. Amtrak, Greyhound bus station).

Tear down the transit center.

Person 3:

It is confusing to passengers to have two different destinations on one bus route (e.g. Route 18 to 124<sup>th</sup> and Greenfield, and Route 18 to 108<sup>th</sup> and Cleveland). There should be two different routes that interline along the trunk, or at least, the routes should be labeled as 18A and 18B to make it easier for new passengers to adjust to system.

Person 4:

There should be a bus route to the Boerner Botanical Gardens in Milwaukee County's Whitnall Park. That is about the only location that I want to go to that I cannot get to by bus.

Thursday, January 22, 2009 – Washington Park Senior Center Meeting:

Person 1:

Route 19 should not operate out of KK station (Kinnickinnic Street Station). The operators out of KK station have a negative attitude. There is a need for diversity training of the operators, especially the bus operators that work out of KK station.

More bus operators should be encouraged to press the button that releases the recorded message not to use profane language on the bus. This action may help to curb some of the language used by youths on the bus.

BRT route does not go to the Social Security office on Fond du Lac Avenue (north of the end-of-the line as currently proposed).

The current/present service that is operating on Fond du Lac Avenue should be allowed to continue – the BRT should operate on top of the present service. Do not replace what we have now.

Person 2:

Don't exchange the local service with express service or BRT service.

Person 3:

Service to Amtrak could be better signed – it is not very obvious that Route 57 will eventually get to the Amtrak station (Intermodal Station).

Person 4:

The Transit Television Network is a pain. I don't like the advertising system. You should have a bus stop announcement system with LED signs like they have in Chicago.

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**Appendix B**

**ATTENDANCE RECORDS OF PUBLIC INFORMATIONAL  
MEETINGS HELD JANUARY 20, 21, AND 22, AND MARCH 14, 2009**

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## SIGN-IN ROSTER/LISTA DE ASISTENCIA

Public Information Meeting /Reunión de Información Pública  
Milwaukee County Transit System Development Plan/Fondy-National Avenue BRT Project  
Plan de Desarrollo del Sistema de Transporte del Condado de Milwaukee/  
Proyecto de autobús rápido Fondy-National Avenue

January 20, 2009  
Downtown Transit Center  
Harbor Lights Room  
909 E. Michigan Street  
Milwaukee, Wisconsin

| Name/Nombre                 | Address/Dirección              | Community/Comunidad |
|-----------------------------|--------------------------------|---------------------|
| 1. RICHARD SCHREINER        | 912 E PLEASANT ST              | 53202               |
| 2. Lloyd Grant, Jr.         | 1942 N. 17th St.               | MILW 53205          |
| 3. Karen Matha              | 5400 N Bay Ridge Av.           | WFB, WI 53217       |
| 4. David Zeise              | 2525 South Shore Dr            | Mil WI 53207        |
| 5. Chris Johnson            | 1942 N. 17th St                | Milw 53205          |
| 6. Jeff Polenske            | 2411 N. Broadway Rm. 701       | Milw. 53202         |
| 7. Andrew Elfe              | 9418 N. Green Bay Rd. Apt. 247 | Brown 53209         |
| 8. Meghan Hamilton          | 1303 W. Kilbuck Avenue Apt E   | MKE 53233           |
| 9. Peter Pimmiller          | 3034 N. Barlows Ave            | Milw. 53211         |
| 10. NEGAN CARR              | 2527 N. 68th St.               | Milw. WI 53213      |
| 11. LARRY SANDLER, MILW. WI | 333 W. STATE ST.               | MILW. WI 53203      |
| 12. Russ Schmitz            | 2322 N. 83rd ST                | TOHA 53213          |
| 13. BILL SEAL               | 2627 S. LEX ST                 | MILW 53207          |
| 1. Andrew Mulligan          | 1329 N Van Buren               | Milwaukee 53202     |

## SIGN-IN ROSTER/LISTA DE ASISTENCIA

Public Information Meeting /Reunión de Información Pública  
Milwaukee County Transit System Development Plan/Fondy-National Avenue BRT Project  
Plan de Desarrollo del Sistema de Transporte del Condado de Milwaukee/  
Proyecto de autobús rápido Fondy-National Avenue

January 21, 2009  
West Allis City Hall  
Common Council Chambers  
7525 W. Greenfield Avenue,  
West Allis, Wisconsin

| Name/Nombre            | Address/Dirección     | Community/Comunidad |
|------------------------|-----------------------|---------------------|
| 1. Jason Scott         | 2345 S 107th St. #105 | Wauwatosa 53227     |
| 2. Edward Wilkerson    | 2587 N. 72nd St.      | Wauwatosa           |
| 3. Robert Schmitz      | 1603 N. Van Buren St. | Milwaukee           |
| 4. Jeffrey Real        | 2429 S. 63rd St       | West Allis.         |
| 5. Debbie Maubach      | 2521 S. 91 Street     | West Allis          |
| 6. Ron Rutkowski       | 8879 Greenhill Ln.    | Greenfield 53129    |
| 7. Dan Natske          |                       |                     |
| 8. Matt Shireman       | 519 N. 20th St. #6    | MILWAUKEE           |
| 9. Gary Portenier      | 6734 S. 34th St.      | Franklin            |
| 10. Dennis Ryan        | 8643 S. DEERWOOD LN   | FRANKLIN            |
| 11. Victoria Blanchard |                       | West Allis          |

## SIGN-IN ROSTER/LISTA DE ASISTENCIA

Public Information Meeting /Reunión de Información Pública  
Milwaukee County Transit System Development Plan/Fondy-National Avenue BRT Project  
Plan de Desarrollo del Sistema de Transporte del Condado de Milwaukee/  
Proyecto de autobús rápido Fondy-National Avenue

January 22, 2009  
Washington Park Senior Center  
4420 W. Vliet Street  
Milwaukee, Wisconsin

| Name/Nombre         | Address/Dirección        | Community/Comunidad  |
|---------------------|--------------------------|----------------------|
| 1. Julie Alcantara  | 722 W. State             | Sheboygan            |
| 2. Michael Henrich  |                          | Sheboygan            |
| 3. Mary Agnew       | 1706 E. River Park Court | Sheboygan disability |
| 4. DAN RYAN         | 1628 W. WIS AV           | MILWAUKEE            |
| 5. Karen J. Nutter  | 4125 N. 48th St          | Milwaukee, WI 53216  |
| 6. Mark McCumb      | 5085 S. Greenbrook       | Greenfield, WI 53220 |
| 7. Sandy Kellner    | 2630 N. 115th St.        | Wauwatosa, WI 53226  |
| 8. CHRIS CARSON     | 3012 S. Herman St.       | Milwaukee, WI 53207  |
| 9. Ms Rose          | P.O. Box 1783 (53201)    | Milwaukee            |
| 10. Addie O'Malley  | 5915 A.W. Park Hill Av   | Milwaukee 53213      |
| 11. Rose Shety      | P.O. Box 12150 (53212)   | Community            |
| 12. Ian Weissner    | 2703 S. Burrell St       | Milwaukee 53207      |
| 13. Marcus White    | 1020 N. Broadway #12     | Milwaukee 53202      |
| 14. Joann Krementz  | 14140 N 8120 Lilly       | Kenosha Falls 53051  |
| 15. Carol Caffrey   | 1816 N. 59th St.         | Milwaukee 53208      |
| 16. Vince Morano    | 1226 Memorial Dr. #3 So. | Milwaukee 53172      |
| 17. Frances Curry   | 1329A N. 43rd St.        | Milwaukee WI 53208   |
| 18. Daniel Lee      | 6133 W. Spilane St       | " 23                 |
| 19. LeAnn Launstein | 1236 S. 115th St         | West Allis, WI 53214 |
| 20. Kate Madison    | 1931 N. Bartle Ave       | MKE WI 53202         |
| 21. Todd Spencer    | 633 S. Hawley Rd         | Milwaukee 53214      |
| 1. Michael Kramer   | 2761 S. Superior, MKE    | Milwaukee, WI 53207  |

## SIGN-IN ROSTER/LISTA DE ASISTENCIA

Transit System Planning/  
Planeación del Sistema de Tránsito

March 14, 2009  
Repairers of the Breach

1335 W. Vliet Street  
Milwaukee, Wisconsin

Name/Nombre

1. Ian Harris
2. Cris Fernandez
3. DEB LOVE
4. Michelle Doan
5. LARRY Johnson
6. KAREN MACLIN
7. Willie Ross
8. Alina Wiley
9. Barbara Carter
10. Anita Baugh
11. Jane Smith
12. Danielle Kautz
13. Joanna Condon
14. Lynne Taylor
31. Antoni Patterson
32. Donney Wright
33. Milton Thomas
34. DOROTHY JACKSON
35. Reginald Griffin
36. Wanda Walley
37. Michael Lewis

## SIGN-IN ROSTER/LISTA DE ASISTENCIA

Transit System Planning/  
Planeación del Sistema de Tránsito

March 14, 2009  
Repairers of the Breach

1335 W. Vliet Street  
Milwaukee, Wisconsin

38. Duane Love JR
39. JAMES Willis
40. DAN
41. Gerry Wolf
42. Sherman Miller
43. KERRY TRILL
44. ROBERT HANSELL
45. Doran Holmes
46. Evan
47. Alex Mitchell
48. Johnnie Miller
49. TROY LOVE
50. El Hampton
51. Gerald Thompson
52. Joshua Obens
53. RAYMOND Podlasek
54. Atramuse Bellefont
55. Allen Raymond
56. Symoneess Knoster
57. Lidel Wilson



## **Appendix C**

### **NEWSPAPER ARTICLES AND EDITORIALS CONCERNING THE MILWAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN AND THE ALTERNATIVE TRANSIT SERVICE IMPROVEMENT PLANS**

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Milwaukee Journal Sentinel

January 13, 2009

Milwaukee County bus system must be saved, area officials say

By Larry Sandler

A diverse group of political, business and community leaders agreed Tuesday that saving Milwaukee County's beleaguered bus system must be the region's top transit priority, and that levying a local sales tax for transit is the best way to do it.

But in a surprise move, County Board Chairman Lee Holloway said that once the Milwaukee County Transit System is safe, supervisors should consider asking Congress to hand \$91.5 million in long-idle federal transit aid to the KRM Commuter Link rail project, bypassing Mayor Tom Barrett and County Executive Scott Walker to end a 17-year-long deadlock.

The comments came at a public hearing before a task force trying to craft a county position on the future of the Southeastern Wisconsin Regional Transit Authority. The RTA has asked the Legislature to turn it into a permanent body, overseeing buses and commuter trains in Milwaukee, Kenosha and western Racine counties, funded by a 0.5% sales tax.

Officially, that debate is separate from the fate of the \$91.5 million, the last remaining piece of \$289 million appropriated in late 1991. Barrett wants to spend the money on a mix of streetcars and express buses.

Walker wants to use it all on express buses. Holloway previously sided with Walker but also pushed to include a regional commuter bus station.

Barrett and Walker blasted Holloway's latest idea, saying the money should be spent in Milwaukee, not on the proposed commuter trains connecting Kenosha, Racine and the southern suburbs to downtown Milwaukee.

Walker said the KRM wouldn't benefit low-income residents, a requirement for the federal money under a 2001 legal settlement.

Barrett, meanwhile, said he was in talks with President-elect Barack Obama's staff and the Wisconsin congressional delegation "to end this stalemate once and for all." He declined to elaborate but said he remained committed to rail transit.

Board spokesman Harold Mester said Holloway still supports express buses but was suggesting other options "to see if anything can stick."

Regardless of how the KRM is funded, even its top backers agreed Tuesday that preserving county buses must come first. The Southeastern Wisconsin Regional Planning Commission and the Public Policy Forum have warned that the bus system will face a 35% service cut next year without new funding.

Federal transit officials won't approve the KRM if the bus system is in jeopardy, said Racine Mayor Gary Becker and Milwaukee Administration Director Sharon Robinson. Becker said some state lawmakers wrongly believe they can resolve the issue by reviving a previous plan to fund the KRM with a rental car tax increase that wouldn't aid buses.

Most speakers also backed a regional transit authority. But they differed on how it should be structured, with several speakers advocating a proportional voice for the city and county, the region's population centers.

Representatives of the Park People and the Sierra Club joined Holloway in urging the task force to honor the voters' wishes in a November advisory referendum that called for raising the county sales tax from 0.5% to 1.5% to fund parks, cultural programs and emergency medical services as well as transit. The Legislature has the final say on whether to create or raise local sales taxes.

Milwaukee Journal Sentinel

January 14, 2009

Vehicle sales tax growth can't fund transit, SEWRPC says

By Larry Sandler

An idea pushed by Milwaukee County Executive Scott Walker to fund the county's financially troubled bus system won't work, regional planners say.

For years, Walker advocated using the growth in state sales taxes on vehicle-related purchases to provide a revenue stream for the Milwaukee County Transit System. State Rep. Jeff Stone (R-Greendale) and state Sen. Jeff Plale (D-South Milwaukee) have backed variations on the idea. But Gov. Jim Doyle has never supported including it in the state budget, saying it would worsen the structural deficit in the state's general fund.

The Southeastern Wisconsin Regional Planning Commission staff took another look at the idea recently in working on a long-term plan for the bus system. Planners said vehicle-related sales tax collections actually have been dropping for several years, both statewide and in Milwaukee County, so "in recent years there has been no vehicle sales tax revenue to capture."

Walker said today he agrees with the SEWRPC analysis, citing the shift away from more expensive gas-guzzling vehicles and the economic downturn. He said he has moved away from the tax shift to his current proposal to lease Mitchell International Airport and use the revenue to help fund the transit system. The County Board has shown no support for that idea, but Walker said he hopes to revive debate within the next few months.

Planners said a 0.5% local sales tax would produce more than enough revenue for the transit system. But that revenue would not grow as fast as expenses, meaning that the bus system would need to save the surplus and continue to push for more state and federal aid, planners said.

The concept of using local sales taxes for transit has been backed by Milwaukee County voters, the County Board, the Southeastern Wisconsin Regional Transit Authority and others, but in somewhat different forms. Walker has consistently opposed new or higher sales taxes.

Planners laid out a variety of possible futures for the transit system, ranging from a major expansion to keeping existing service. The public can learn more and offer comments about those options, and about Walker's plan for a new express bus route, at three informational sessions next week:

- Tuesday at the Downtown Transit Center, 909 E. Michigan St.
- Wednesday at West Allis City Hall, 7525 W. Greenfield Ave.
- Jan. 22 at the Washington Park Senior Center, 4420 W. Vliet St.

All sessions will run from 5 to 7 p.m. in open house format, with a formal presentation at 6 p.m.



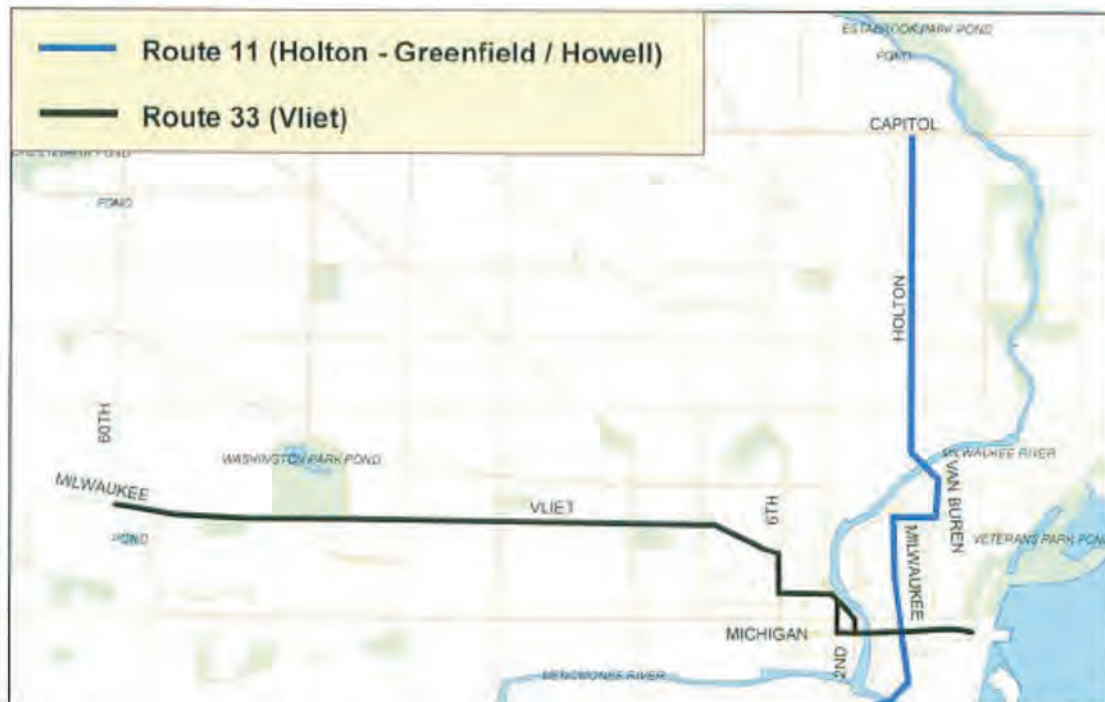
*Left on the Lake*  
February 5, 2009

## Milwaukee County Transit System to Restore Recently Cut West Side Milwaukee Route By Dan Cody

Some good news from the transit front in Milwaukee, especially for those of us on the west side of town.

Effective March 29 2009, MCTS will be starting up “Route 33 - Vliet Street” to replace the route 11 service that was cut early last year. The new route will run from 60th and Vliet to 6th Street, turn to Kilbourn, then to Plankinton, and follow Michigan Ave. to the downtown transit center.

The map below shows the new route.



Small victory for transit in Milwaukee County, but I'll take them one route at a time if that's what it takes.



## Funding trouble for Milwaukee transit

By Kaleigh Ward

- Milwaukee County's transit system has been inconveniencing patrons due to its lack of funding.
- These inconveniences are only expected to worsen by 2010 if officials do not remedy the crisis.
- One of the most popular proposals would raise sales tax by one percent and would use funding to replace buses and support mass transit, among other things.

Mass transit in Milwaukee County is suffering from inadequate funding, which is creating problems for the system itself and for those who rely on its services.

Consequences of delayed decision-making are expected to worsen by 2010. Many county supervisors are urging citizens to insist that elected officials act promptly.

John Weishan Jr. has been county supervisor of Milwaukee's 16th District since 2000. He said he has long supported Milwaukee's mass transit system.

Weishan said there are three major concerns regarding transit. First, Milwaukee needs to devise a dedicated funding source to stop the destruction of the transit system.

"Over the last six years, roughly 40,000 people were denied access to jobs due to reductions in transit," Weishan said. "Lines have been discontinued or cut back, and we have made opportunities out of reach for citizens."

The second major concern is overall improvement of the transit system. Weishan said roughly 30 buses reach the end of their useful cycles every year, and the county has not been able to replace them. He said the ticketing process also needs improvement.

"The third major concern is the need to expand the system so that it reaches more districts," Weishan said. "This would promote a more regional transit system."

A resolution recently passed in Milwaukee County to increase sales taxes by 1 percent. Revenue would support transit, county parks, public safety, property tax relief and various programs and services. Weishan devised the official resolution.

"We are in the process of incorporating this into the mayor's budget," he said.

Weishan said Milwaukee is not adequately represented on the Regional Transit Authority Board, and places like Racine and Kenosha have too much power over Milwaukee.

"We would be glad to join RTA if Racine and Kenosha agree to our sales tax and the use of its funding," he said.

Now, Milwaukee must see whether or not County Executive Scott Walker vetoes the tax. Weishan said Walker voted against all regional transit recommendations contained in a transcript by the governor's task force.

"In the late 1980s we received about \$290 million from the federal government to improve transit in Milwaukee," Weishan said. "It requires the governor of Wisconsin, mayor of Milwaukee and county executive all agree on a transit system."

He said nothing has been agreed upon in the last 18 years. Consequently, \$91.5 million remains and all other funds have been diverted into other projects.

"I can't emphasize enough how important it is to have a functioning 21st century transit system," he said. "We need to help citizens make good economic choices and good life choices rather than narrowing their options."

Chris Larson is the supervisor of Milwaukee's 14th District. Larson was elected nine months ago, and said he has been fighting for the transit system since his election.

Larson said the transit cuts and high fares have made the system much harder for passengers to use.

"This is nothing compared to what is coming next year when we will lose a third of all transit service, including freeway fliers and all night and weekend service," Larson said.

Larson said this reduction will result in more than 100,000 additional employment opportunities to extend beyond the transit's reach.

"This could all have been fixed years ago if we switched to a dedicated sales tax like many other systems have," Larson said. "Unfortunately, we have a county executive that is opposed to any and every tax increase."

Larson said the increase in sales tax would reduce property taxes by \$67 million and would replace 155 buses that are breaking down.

"If transit is important to you in your daily life, I encourage you to call your local representatives and those in Madison and let them know how you feel," Larson said.

Patricia Jursik, supervisor of Milwaukee's 8th District, said Milwaukee's buses are now 12 to 14 years old, and the system cannot continue to run without new buses.

"We have raised fares, but these fares are already some of the highest in the country," Jursik said.

She said Milwaukee County has one of the only major transit systems lacking a dedicated funding source and instead relying on the support of property tax.

**Appendix D**

**COMMISSION ANNOUNCEMENTS OF PUBLIC INFORMATIONAL  
MEETINGS HELD IN JANUARY 2009 AND SUMMARY  
MATERIALS DISTRIBUTED AT THOSE MEETINGS**

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## JANUARY 2009 PUBLIC INFORMATIONAL MEETINGS

### PUBLIC INFORMATIONAL MEETINGS ON THE MILWAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN AND THE FOND DU LAC-NATIONAL CORRIDOR TRANSIT IMPROVEMENT STUDY

The Southeastern Wisconsin Regional Planning Commission (SEWRPC), together with Milwaukee County and the Milwaukee County Transit System (MCTS), are preparing under the direction of an Advisory Committee a short-range transit system development plan for MCTS for the period 2009-2013. The plan includes an evaluation of the MCTS fixed-route bus service, and recommendations for service improvements over the next five years, including route extensions, expanded service hours, improved service frequency, and new express bus services. In addition, Milwaukee County is preparing a grant request for Federal Transit Administration (FTA) funding to study and implement Bus Rapid Transit (BRT) service over Fond du Lac, National, and Greenfield Avenues. The BRT service would follow an alignment similar to one being proposed for express bus service under the County's transit system development plan operating over Fond du Lac Avenue between Midtown Centre and downtown Milwaukee, over local streets in downtown, then continuing over National and Greenfield Avenues to the Woods Veteran's Center and State Fair Park.

Information on transit system improvement plans and the proposed Milwaukee County BRT project will be presented at three upcoming public informational meetings scheduled for the following dates and locations:

| Date                       | Location                                                                                               |
|----------------------------|--------------------------------------------------------------------------------------------------------|
| Tuesday January 20, 2009   | Downtown Transit Center<br>Harbor Lights Room<br>909 E Michigan Street<br>Milwaukee, Wisconsin         |
| Wednesday January 21, 2009 | West Allis City Hall<br>Common Council Chambers<br>7525 W. Greenfield Avenue,<br>West Allis, Wisconsin |
| Thursday January 22, 2009  | Washington Park Senior Center<br>4420 W. Violet Street<br>Milwaukee, WI                                |

All are encouraged to attend, learn more about the proposed transit improvements and BRT project, and most importantly, provide feedback and comments. The meetings will be conducted in an "open house" format from 5:00 p.m. to 7:00 p.m. with a short presentation made at 6:00 p.m. Staff will be available to provide information about the alternative improvement plans and the potential BRT project and to individually answer questions. Court reporters will be available to document all comments individuals may have on the potential MCTS improvement plans and the proposed BRT project. Individuals with special needs should contact the Commission offices a minimum of three business days in advance of the meeting dates so appropriate arrangements can be made.

Comments will be accepted through March 16, 2009, and can be provided in written or oral form at the meetings, electronically via email or through the public comment page of the website for the transit study ([www.sewrpc.org/milwotdp](http://www.sewrpc.org/milwotdp)), or by letter mailed to the following address:

Southeastern Wisconsin Regional Planning Commission  
P.O. Box 1607  
Waukesha, WI 53187  
Phone: 262-547-6721 Fax: 262-547-1103  
Email: [milwotdp@sewrpc.org](mailto:milwotdp@sewrpc.org)  
[www.sewrpc.org/milwotdp](http://www.sewrpc.org/milwotdp)

Milwaukee Community Journal  
January 9, 2009

El Conquistador  
January 9, 2009

The Milwaukee Courier  
January 10, 2009

Milwaukee Journal Sentinel  
January 11, 2009

### FÓRUM DE INFORMACIÓN AL PÚBLICO SOBRE EL PLAN DE DESARROLLO DEL SISTEMA DE TRÁNSITO DEL CONDADO DE MILWAUKEE Y DEL ESTUDIO DE MEJORA DEL CORREDOR TRANSITORIO FOND DU LAC-NATIONAL

La Comisión de Planificación Regional del Sureste de Wisconsin (SEWRPC) junto con el Condado de Milwaukee y el Sistema de Tránsito del Condado de Milwaukee (MCTS) están preparando bajo la dirección de un Comité de Consejo un plan de desarrollo de sistema de tránsito de corto alcance para el MCTS para el período 2009-2013. El plan incluye una evaluación de las rutas de autobuses de MCTS, y recomendaciones para mejoras del servicio para los próximos cinco años, incluyendo extensiones de rutas, extensiones de horas de servicio, mejora en frecuencia de servicio, y nuevos servicios de autobuses expresos. Además, el condado de Milwaukee está preparando una petición de una beca de la Administración Federal de Tránsito (FTA) para el estudio e implementación del servicio de Autobús de Tránsito Rápido (ERT) en las avenidas Fond Du Lac, National y Greenfield. El servicio ERT seguiría una alineación similar a la propuesta para el servicio express bajo el plan de desarrollo del sistema de tránsito en el condado operando en la avenida Fond Du Lac entre el Midtown Centre y el centro de Milwaukee, calles locales en el centro, después continuando sobre las avenidas National y Greenfield hacia el Centro de Veteranos y el Parque Estatal.

Información sobre los planes de mejoras del sistema de tránsito y el proyecto propuesto de ERT Condado de Milwaukee serán presentados en tres foros de información pública agendados en las siguientes fechas:

| Fecha                    | Dirección                                                                                            |
|--------------------------|------------------------------------------------------------------------------------------------------|
| Martes Enero 20, 2009    | Downtown Transit Center/<br>Harbor Lights Room<br>909 W. Michigan Street<br>Milwaukee, Wisconsin     |
| Miércoles Enero 21, 2009 | West Allis City Hall<br>Common Council Chambers<br>7525 W. Greenfield Ave.,<br>West Allis, Wisconsin |
| Jueves Enero 22, 2009    | Washington Park Senior Center<br>4420 W. Violet St.<br>Milwaukee, Wisconsin                          |

Se les pide a todas las personas que asistan a aprender más sobre las mejoras propuestas y el proyecto ERT, y sobre todo para realizar sus comentarios. Las foros serán en formato "casa abierta" de 5 p.m. a 7 p.m. con una corta presentación a las 6 p.m. Habrá personal disponible para proveer información sobre planes alternativos y proyecto ERT y para responder preguntas individuales. Reporteros de la Corte estarán disponibles para documentar todos los comentarios sobre los planes. Individuos con necesidades especiales necesitan contactar la Comisión al menos 3 días antes para realizar los arreglos necesarios.

Comentarios serán aceptados hasta el 16 de marzo del 2009 y pueden ser provistos de manera escrita u oral en los foros, por vía internet o por medio de la página de comentarios del estudio de tránsito [www.sewrpc.org/milwotdp](http://www.sewrpc.org/milwotdp) o por carta a la siguiente dirección:

Southeastern Wisconsin Regional Planning Commission  
P.O. Box 1607  
Waukesha, Wisconsin 53187-1607  
Phone: 262-547-6721 Fax: 262-547-1103  
Email: [milwotdp@sewrpc.org](mailto:milwotdp@sewrpc.org)  
[www.sewrpc.org/milwotdp](http://www.sewrpc.org/milwotdp)

El Conquistador  
(Spanish version)  
January 9, 2009

## SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION

W239 N1812 ROCKWOOD DRIVE • PO BOX 1607 • WAUKESHA, WI 53187-1607 • TELEPHONE (262) 547-6721  
FAX (262) 547-1103

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## News Release

FOR IMMEDIATE RELEASE

January 19, 2009

Release No. 09-01

For more information:  
Kenneth R. Yunker,  
Executive Director  
Southeastern Wisconsin Regional Planning Commission  
262-547-6721  
kyunker@sewrpc.org

### POTENTIAL IMPROVEMENTS TO MILWAUKEE COUNTY TRANSIT SYSTEM PROPOSED

Under the guidance of a Study Advisory Committee, the Southeastern Wisconsin Regional Planning Commission (SEWRPC), working in cooperation with staff from the Milwaukee County Transit System (MCTS) and the Milwaukee County Department of Transportation and Public Works, have identified a plan of high-priority potential improvements to MCTS bus service, including new routes and route extensions, longer service hours, increased service frequency, and new express bus routes. The improvements have been identified as part of the short-range Milwaukee County Transit System Development Plan: 2009-2013.

The service improvement plan would expand transit service by about 22 percent, reversing the service cuts of about 19 percent in vehicle hours of service made since the year 2000. The Commission in 2007 warned of even more severe cuts by 2010 if property taxes continue to be the sole source of local funding for the transit system. The plan outlines the improvements that could be implemented over the next five years if the proposed dedicated funding should be approved.

- 2 -

An alternative service plan proposing a more modest 13 percent expansion of service was also proposed, including more limited new routes and route extensions, expanded service hours, increased service frequency, and new express routes.

The alternative service improvement plans were developed using findings from a performance and peer evaluation, and from feedback given through public comments earlier in the study. Given the public comments and short-term nature of the plan, staff focused on transit service improvements that would make transit more competitive with travel by private automobile and could be implemented over the next five years: extending routes; converting major routes to express routes; adding more freeway flyers; increasing the frequency of service routes; and expanding weekday and weekend hours.

Milwaukee County is studying a project to initiate Bus Rapid Transit (BRT) service over Fond du Lac, National, and Greenfield Avenues. The alignment is similar to one of the express bus routes proposed in the Commission's service improvement plans. The proposal, called the Fondy-National BRT Project, would feature stops spaced about 1/3 mile apart with no other underlying local bus service and would operate with high frequencies. Every bus stop or station along the line would have a shelter and "real-time" (next bus) passenger information displays. Other amenities will also be considered.

SEWRPC and Milwaukee County are holding a series of public informational meetings this week to seek public reaction to the proposed transit improvements in the plan and the proposed Fondy-National BRT Project. In preparation for the public meetings, SEWRPC has published a newsletter summarizing the three alternative service improvement plans, including their funding requirements, and a description of the proposed BRT project. The Newsletter, the schedule of public meetings and more information on the Milwaukee County Transit System Development Plan: 2009-2013 are available on the Commission's website, [www.sewrpc.org/milwcotdp](http://www.sewrpc.org/milwcotdp).

[Note: Attached to this press release is the Newsletter which lists the dates and locations of the scheduled public meetings and provides information summarizing the alternative service improvement plans and the Milwaukee County BRT proposal.]





# **MILWAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN: 2009-2013 Transit Service Improvement Alternatives**

NEWSLETTER 2

2009

The Milwaukee County Transit System Development Plan is nearing completion. The last newsletter documented the findings of a performance and peer evaluation of the transit system and solicited public feedback on the evaluation. Since then, the following actions have occurred:

- Informational meetings were held in February and March of 2007 for the public to learn about and comment on the study.
- All public comments were reviewed and summarized by staff at the Southeastern Wisconsin Regional Planning Commission and the study Advisory Committee (see box on page 2).
- Using the evaluation findings and public comments, staff developed three potential service plans, or “alternatives”, for making short-term (five year) improvements to the transit system and presented the alternative plans to the study Advisory Committee.
- Milwaukee County decided to seek Federal Transit Administration (FTA) funds to study and implement Bus Rapid Transit (BRT) service over Fond du Lac, National, and Greenfield Avenues following an express bus alignment similar to one identified in two of the alternative improvement plans.

This newsletter describes the three alternative plans developed for the transit system development plan, including their funding requirements. It also provides information on the proposed Milwaukee County BRT project. It concludes with a comparison of alternative funding options, which will be critical for implementing the final recommended service plan.

Public comments on the service improvement alternatives and the Milwaukee County BRT project submitted before March 16, 2009 will be taken into consideration in the development of the final recommended transit system development plan and the Milwaukee County BRT service proposal submitted for FTA approval. For more information on how to comment, see the last page of this newsletter. All documentation on plan development is available on the project website at [www.sewrpc.org/milwcotdp](http://www.sewrpc.org/milwcotdp).

## **KEY ADVISORY COMMITTEE FINDINGS TO DATE**

The transit system development plan is being prepared by the Southeastern Wisconsin Regional Planning Commission at the request of Milwaukee County and under the review of the Milwaukee County Transit Planning Advisory Committee appointed by Milwaukee County Executive Scott Walker. The plan is needed to replace outdated plans completed in the late 1990s by Milwaukee County and transit system staffs. Work completed to date has included: identification of the current population, employment, and land use characteristics in Milwaukee County and the adjacent counties; a performance evaluation of transit system routes and route segments to identify areas of good and poor performance; an assessment of unmet transit travel needs for Milwaukee County residents; a comparison with other similar “peer” transit systems across the United States; and an analysis of the current and possible future financial condition of the transit system. The findings of this work are summarized in Newsletter 1 prepared under the study.

## **PRIORITIES FOR SERVICE IMPROVEMENTS**

Staff at the Southeastern Wisconsin Regional Planning Commission, Milwaukee County Department of Public Works, the Milwaukee County Transit System (MCTS), and the Study Advisory Committee reviewed the findings of the performance evaluation and the public comments and identified several high-priority improvements. Given the short-term nature of the plan, staff focused on improvements to service that would make transit more competitive with travel by private automobile, address the public comments, and be feasibly implemented over a five-year period:

- Extending routes to unserved areas in Milwaukee County with significant population or employment concentrations.
- Reducing transit travel times by converting major local routes to express routes and by adjusting Freeway Flyer service.
- Increasing the frequency of service to provide for desirable headway levels on more routes.
- Expanding weekday and weekend service periods to provide for desirable hours of service on more routes.



## SUMMARY OF PUBLIC COMMENT ON THE PLAN

In February and March of 2007, Commission staff solicited public feedback on the transit development plan. Staff conveyed the plan findings at four public informational meetings, and several newspaper articles focused attention on transit issues. In total, 212 comments were submitted at informational meetings, or via letter, email, telephone, or through the Commission website. The full record of public comments is available online at [www.sewrpc.org/milwcotdp](http://www.sewrpc.org/milwcotdp).

Many individuals expressed support of the transit system in their comments, including 25 people who asked that service not be cut any further, and 19 people who favored establishing new dedicated funding sources for transit service.

### Comments on Unmet Transit Service Needs

The public comments confirmed the unmet needs identified in the transit system performance evaluation prepared by Commission staff:

- Areas Not Served. A number of people identified a need for more service in northern Milwaukee County, such as east-west service on Brown Deer Road. Five people asked for more service in southern Milwaukee County in the Cities of Oak Creek and Franklin, and four expressed support for more service to the Village of Hales Corners.
- Lengthy Travel Times. A need for faster travel times was indicated by the 11 comments requesting to restore the express bus services formerly provided over Fond du Lac Avenue; Forest Home Avenue; and Bluemound Road and Wisconsin Avenues. More frequent transit service would also result in faster travel times, and support for more frequent service was expressed in many comments.
- Inadequate Service Frequency. A number of people expressed support for more frequent transit service in general, and also on specific routes. Two people supported implementing 10-minute headways at all times, while two others suggested implementing peak-period headways of less than 10 minutes.
- Inadequate Service Hours. Four people identified a need for longer hours of service on freeway flyer and UBUS routes, and several identified a need for longer hours of service on local routes serving the far northern and southern portions of the County.
- Travel between Milwaukee and Surrounding Counties. A number of comments expressed support for more transit service between Milwaukee County and surrounding counties, including local bus service to Mequon in southern Ozaukee County, Germantown in southeastern Washington County, and various communities in eastern Waukesha County.

### Additional Unmet Transit Service Needs Identified in Public Comments

Public feedback in the comments helped staff identify additional unmet transit service needs that were not included in the initial performance evaluation:

- Bicycle Accommodation on Buses. A total of 52 people expressed support for installing bicycle racks on MCTS buses. The benefits cited include a potential for increased transit ridership, a larger transit service area because bicycles enable longer travel to and from bus stops, and increased mobility by increasing the number of transportation options.
- Insufficient Options for Fares, Tickets and Passes. A number of people expressed support for offering a greater variety of passes, including three people who requested rechargeable "smart" fare cards, three who requested a one-day pass, and two who requested monthly passes.
- Lack of a Regional Transit Authority. Eight people expressed support for using a regional approach or a regional transportation authority to fund and operate transit service. The benefits cited by supporters include a potential for improved travel between Milwaukee County and surrounding counties, and the potential to use a dedicated funding source for transit.

### Response to Public Comments

The transit service improvement alternatives were developed to respond to the public comments and the findings of the system performance evaluation. In addition, MCTS has already applied for Federal grants to purchase and install bicycle racks on the front of buses; Route No. 19 - Greenfield Avenue was extended south on Miller Park Way to serve Centennial Plaza at Lincoln Avenue; and freeway flyer Route 40U was changed to serve a new stop at the Rockwell Park-Ride Lot near the intersection of Greenfield Avenue and 4<sup>th</sup> Street.

The preceding priorities are reflected in the proposed service improvements under both Alternatives 1 and 2, as described in the following sections. Alternative 3, which would maintain the transit system at 2008 service levels, represents a baseline for comparison against the other alternatives.

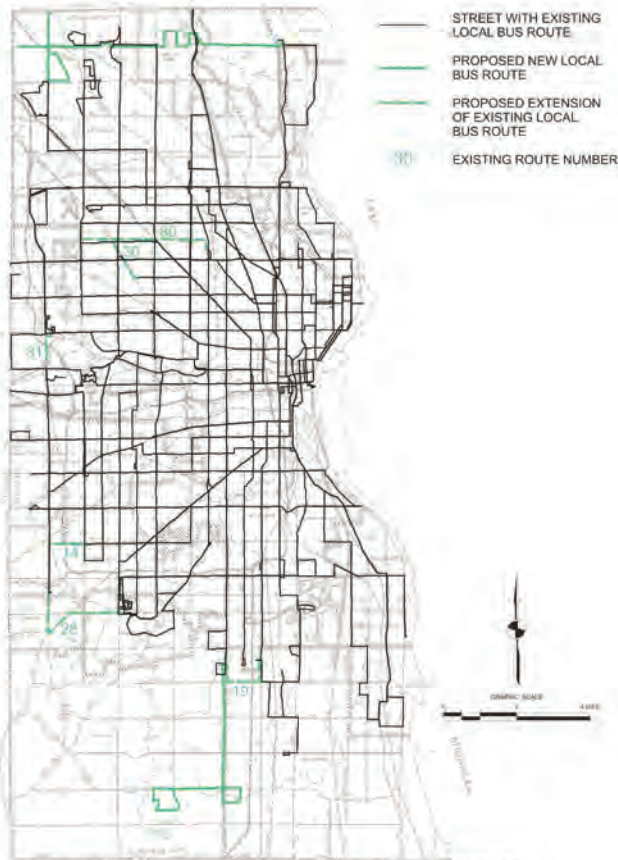
## ALTERNATIVE 1: EXTENSIVE SERVICE EXPANSION

Of the three potential service improvement plans, Alternative 1 represents the most aggressive attempt to address the priorities for service improvements identified above. Overall, the plan would:



Map 1

**CHANGES TO THE LOCAL BUS ROUTES OF  
THE MILWAUKEE COUNTY TRANSIT SYSTEM  
PROPOSED UNDER ALTERNATIVES 1 AND 2**



Source: Milwaukee County Transit System and SEWRPC.

- Expand fixed-route bus service by about 22 percent (4 percent per year) from 1,340,000 bus hours budgeted for in 2008, to 1,629,000 bus hours in 2013. This service level would be about one percent below the 1,650,000 bus hours provided in 2000.
- Increase Transit Plus paratransit service by about 3 percent by 2013 (keeping pace with anticipated growth in ridership).
- Boost annual ridership by an estimated 10 percent, from 42.8 million (in 2008 budget) to 47.1 million in 2013.

The specific service improvements proposed under Alternative 1 are identified below.

**Add New Local Routes and Adjust  
Alignments of Existing Local Bus Routes**

To address the unmet needs for service in the far northern, western, and southern portions of the County, Alternative 1 would extend several bus routes and add several new

routes, as displayed in Map 1. The proposed changes to the local bus routes would provide the following:

- An east-west route to serve the commercial and office development along Brown Deer Road
- Better transit service coverage in north-central and western Milwaukee County
- An extension of local bus service to the Village of Hales Corners
- An extension of local bus service to industrial and office parks in Franklin and Oak Creek
- Improved connectivity of transit system routes and ease in transferring between routes

The route additions and extension improvements outlined above represent a service increase of about 52,000 additional annual bus hours, or 4 percent, over year 2008 levels.

**Convert Local Bus Service to  
Express Bus Service in Three Corridors**

Alternative 1 proposes converting high-ridership local bus routes into express bus routes in order to improve transit travel times. Map 2 displays three proposed express bus routes along with proposed changes to the five local bus routes that would be affected. All routes would operate between 5:00 a.m. and 1:00 a.m. seven days a week, with frequent service. Buses would arrive every 7-10 minutes during weekday peak periods; every 9-16 minutes during weekday off-peak periods; and every 10-20 minutes on weekends.

- Route 10/30X would run from the Milwaukee Regional Medical Center in Wauwatosa to the University of Wisconsin-Milwaukee (UWM) over portions of Route Nos. 10 and 30. This route could also be extended north on Oakland Avenue to the intersection of Oakland Avenue and Kensington Boulevard in Shorewood.
- Route 18/23X would operate between Summit Place (S. 70th St. and Greenfield Avenue) and Midtown Center (N. 60th Street and Fond du Lac Avenue) over portions of Route Nos. 18 and 23.
- Route 27X would be a north-south route between the Bayshore Shopping Center and Wal-Mart (S. 27th Street and Sycamore Street) over the entire length of Route No. 27, with the addition of an extension to the Bayshore Shopping Center. This route could be extended south to the Northwestern Mutual Life Insurance Co. Campus at S. 27th Street and Drexel Avenue, or to the new Wheaton Franciscan Healthcare hospital near S. 27th Street and Oakwood Road.



Map 2

# **EXPRESS BUS ROUTES FOR THE MILWAUKEE COUNTY TRANSIT SYSTEM PROPOSED UNDER ALTERNATIVES 1 AND 2**



Source: Milwaukee County Transit System and SEWRPC.

A possible fourth express bus route also shown on Map 2 would be Route 11X running from the near northside at W. Capitol Drive and Holton Street through downtown to Milwaukee County's General Mitchell International Airport. The City of Milwaukee has indicated that the airport deserves consideration for express service.

The proposed express service represents an incremental move—achievable within a 5-year planning period—toward a faster system. A basic level of express service would be created by eliminating infrequently used stops to achieve stop spacing of one-quarter mile outside downtown Milwaukee. The conversion to express service would retain the most frequently used stops (representing about 80 percent of current passenger boardings and alightings on local routes). The express service could be upgraded to bus rapid transit (BRT) service similar to proposals that have been advanced by the Milwaukee County Executive and the City of Milwaukee Mayor. Enhancements to upgrade express bus service to BRT service could include exclusive bus lanes, transit priority at

traffic signals, next-bus information displays, buses of a different design or with special markings and paint schemes, and specially designed bump-out bus stops. The upgrading of express bus routes to BRT could also entail some route realignment and wider stop spacing, along with re-introduction of local bus service. The possibility of incorporating some of the BRT enhancements into the initial express bus route—including signal priority, minor street redesign at bus stops, and using buses with special paint schemes—could be explored as the express routes are moved into implementation. Milwaukee County is currently developing a project that would implement BRT service along Fond du Lac, National, and Greenfield Avenues. This project is summarized in the box on page 11.

The three basic express bus routes services described above represent a service increase of about 54,000 additional annual bus hours, or 4 percent, over year 2008 levels. Because the express services will replace the existing local bus service, the additional annual bus hours needed are solely due to the improved service frequency.

## **Upgrade Freeway Flyer Service**

Expanded freeway flyer service would address the sharp increase in ridership on those routes in recent years, ensure the routes meet the service standard that all passengers have a seat, and improve transit travel times. Alternative 1 proposes these improvements:

- Provide a minimum of 10 bus trips over each freeway flyer route during weekday morning and afternoon peak periods.
- Create one new freeway flyer route so that each route stops at no more than two park-and-ride lots (a service standard).
- Add two midday round-trips to each freeway flyer route.

The rapid services described above represent a service increase of about 32,000 additional annual bus hours, or 2 percent, over year 2008 levels.

## **Eliminate Bus Turn-back Points Along Selected Routes**

Many bus routes in Milwaukee County have “turn-back points”, points where some of the buses turn around before reaching the terminus of the route. Transit systems use turn-back points to efficiently provide more frequent service on the higher-ridership portions of routes. However, the turn-backs result in infrequent service—often not meeting standards—over the outer segments of the routes. The change proposed in Alternative 1 would provide consistent service levels on weekdays and weekends over the entire lengths of Routes 35, 57, and 64. Map 3 displays the affected route segments.



Map 3

**LOCAL ROUTE SEGMENTS OF  
THE MILWAUKEE COUNTY TRANSIT SYSTEM  
WHERE TURN-BACKS ARE PROPOSED TO BE  
ELIMINATED UNDER ALTERNATIVES 1 AND 2**



Source: Milwaukee County Transit System and SEWRPC.

The elimination of bus turn-backs on the identified routes represents a service increase of about 20,000 additional annual bus hours, or 1.5 percent, over year 2008 levels.

**Provide Desirable Headways on Fifteen Local Routes**

Earlier in the study, the Advisory Committee established standards for “headways”, or the amount of time between bus arrivals at a stop. According to the standards, buses should arrive no more than 10 minutes apart during weekday peak periods; no more than 20 minutes apart during weekday off-peak periods; and no more than 30 minutes apart on weekends. Currently, only a small area in the central portion of the County is served by local routes meeting the weekday standards for desirable headways. Alternative 1 would increase service frequencies to attain desirable headways on the 15 highest-ridership local routes, in addition to the five routes converted to express service.

The provision of desirable headways on 15 routes represents a service increase of about 118,000 additional annual bus hours or 9 percent over year 2008 levels.

**Provide 20 Hours of Service a Day on Weekdays and Weekends**

Lengthening bus route schedules to the number of hours specified in the service standards—20 hours a day—would address unmet needs for longer service hours identified in both the performance evaluation and in public comments. Bus routes operating from approximately 5:00 a.m. to 1:00 a.m. permit travel to and from all three traditional work shifts. Most local routes (25 of 30) currently operate 20 hours a day on weekdays, but only about half (14 of 30) do on Saturdays, and about a third (9 of 30) do on Sundays. Alternative 1 would improve the weekday schedules for Routes 35 and 80 to provide service on the southern portion of their routes during morning and evening periods. On Saturdays and Sundays, Alternative 1 would lengthen route schedules to attain the desired service hours on the 15 highest-ridership local routes, and the five routes converted to express service.

The provision of desirable service hours on 15 routes represents an increase of about 13,000 additional annual bus hours, or 1 percent over year 2008 levels.

**ALTERNATIVE 2:  
LIMITED SERVICE EXPANSION**

Alternative 2 represents a scaling back of the proposals in Alternative 1, but would still address most of the priorities for service improvements. Overall, Alternative 2 would:

- Expand fixed-route bus service by about 15 percent (3 percent per year) starting from the 1,340,000 bus hours budgeted for in 2008 and increasing to 1,540,000 bus hours in 2013. This service level would be about five percent below the 1,650,000 bus hours provided in 2000.
- Increase Transit Plus paratransit service by about 3 percent by 2013 (keeping pace with anticipated growth in ridership)
- Boost annual ridership by an estimated 6 percent, from 42.8 million (in 2008 budget) to 45.3 million in 2013.

The specific service improvements proposed under Alternative 2 are identified below.

**Add Same New Local Routes, Route Adjustments, and Express Bus Services as Proposed in Alternative 1**  
For these two service aspects, Alternative 2 proposes exactly the same service as Alternative 1:

- Extension of several bus routes and addition of several new routes, as displayed in Map 1. The new routes represent a service increase of about 52,000 additional annual bus hours, or 4 percent, over year 2008 levels.



- Conversion of high-ridership local bus routes into three express bus routes in order to improve transit travel times as displayed in Map 2. The express routes represent a service increase of about 54,000 additional annual bus hours, or 4 percent, over year 2008 levels.

#### **Upgrade Freeway Flyer Service Without Adding Midday Service**

Alternative 2 proposes the same freeway flyer service expansion as in Alternative 1, but without adding new midday bus trips:

- A minimum of 10 bus trips over each freeway flyer route during weekday morning and afternoon peak periods.
- The creation of one new freeway flyer so that each route stops at no more than two park-and-ride lots (a service standard).

The freeway flyer services described above represent a service increase of about 24,000 additional annual bus hours, or 2 percent, over year 2008 levels.

#### **Eliminate Bus Turn-back Points Only During Weekdays**

Alternative 2 proposes eliminating turn-backs to provide consistent service levels only on weekday schedules over Routes 35, 57, and 64,. Unlike Alternative 1, bus turn-backs would remain on weekend schedules. Map 3 displays the affected route segments.

The elimination of weekday bus turn-backs represents a service increase of about 8,000 additional annual bus hours, or 0.6 percent, over year 2008 levels.

#### **Provide Desirable Headways on 10 Local Routes**

Alternative 2 would increase service frequencies to attain desirable headways on the 10 highest-ridership local routes, in addition to the five routes converted to express service.

The provision of desirable headways on 10 routes represents a service increase of about 57,000 additional annual bus hours, or 4 percent, over year 2008 levels.

#### **Provide 20 Hours of Service a Day on Weekdays**

Alternative 2 would ensure that bus schedules operate at least 20 hours a day on weekdays, but not on weekends. Because most routes (25 of 30) already meet that standard on weekdays, only the schedules for Routes 35 and 80 would be adjusted to provide service on the southern portion of their routes during weekday morning and evening periods.

The provision of desirable service hours on weekdays represents an increase of about 5,000 additional annual bus hours, or 0.4 percent, over year 2008 levels.

### **ALTERNATIVE 3: MAINTAIN EXISTING SYSTEM**

Alternative 3 represents a “no expansion” approach. Under this alternative, the transit system would maintain fixed-

route bus service at the existing 2008 levels. Overall, Alternative 3 would:

- Maintain fixed-route bus service at the 1,340,000 bus hours budgeted for 2008. This service level is about 19 percent less than 1,650,000 bus hours of service operated in the year 2000.
- Increase Transit Plus paratransit service by about 3 percent by 2013 (keeping pace with anticipated growth in ridership).
- Depress annual ridership by an estimated 5 percent, from 42.8 million (in 2008 budget) to 40.5 million in 2013, due to the fare increases that were assumed for all scenarios (see box on page 8).

### **COMPARISON OF ALTERNATIVES**

Table 1 compares the proposed service expansions, equipment needs, and estimated ridership under Alternatives 1, 2, and 3.

### **CAPITAL NEEDS FOR ALTERNATIVES 1, 2, AND 3**

Regardless of which alternative service plan is selected, significant capital investments must occur over the next five years to maintain the existing transit system equipment and facilities. All the proposals would require the following capital investments:

- A total of 204 buses to replace part of the current aging fleet,
- Replacement fareboxes to be installed in the existing fleet,
- Bicycle racks to be placed on the existing fleet,
- Various repairs, renovations, and upgrades to MCTS facilities (currently scheduled in the transit system's capital expenditure program), and
- Various transit enhancement projects such as improving bus stops, adding bus shelters, and adding accessibility features to make it easier for disabled persons to use bus services and facilities.

In addition, both alternatives 1 and 2 would require additional capital investments to implement the proposed service improvements:

- Additional buses and fareboxes to expand the fleet to provide service over new or extended routes and operate with lower headways. Alternative 1 would require 75 additional buses; Alternative 2 would require 60.
- Bicycle racks for the additional buses (75 for Alternative 1; 60 for Alternative 2).



**Table 1**  
**COMPARISON OF SERVICE LEVELS, CAPITAL NEEDS,**  
**AND ESTIMATED RIDERSHIP UNDER ALTERNATIVES 1, 2, AND 3**

| Service Characteristic                                          | Alternative 1: Extensive Service Expansion                                                                                                                       | Alternative 2: Limited Service Expansion                                                       | Alternative 3: Maintain Existing System                                              |
|-----------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| Fixed-Route Service                                             |                                                                                                                                                                  |                                                                                                |                                                                                      |
| Annual Vehicle Hours, Year 2013                                 | 1,629,000                                                                                                                                                        | 1,540,000                                                                                      | 1,340,000                                                                            |
| Percent increase over 2008                                      | 22                                                                                                                                                               | 15                                                                                             | --                                                                                   |
| Average Annual Percent Increase                                 | 4.1                                                                                                                                                              | 2.8                                                                                            | --                                                                                   |
| Transit Plus Paratransit Service                                |                                                                                                                                                                  |                                                                                                |                                                                                      |
| Annual Vehicle Hours Year 2013                                  | 437,000                                                                                                                                                          | 437,000                                                                                        | 437,000                                                                              |
| Percent increase over 2008                                      | 3                                                                                                                                                                | 3                                                                                              | 3                                                                                    |
| Estimated Total Annual Bus and Paratransit Ridership Year 2013: | 47.1 million                                                                                                                                                     | 45.3 million                                                                                   | 40.5 million                                                                         |
| Percent Increase over 2008                                      | 10                                                                                                                                                               | 6                                                                                              | -5                                                                                   |
| Expansion of Transit Service Area                               | New routes and route extensions to northern and southern portions of County                                                                                      | New routes and route extensions to northern and southern portions of County                    | No change                                                                            |
| Express Bus Routes                                              | 3 express bus routes                                                                                                                                             | 3 express bus routes                                                                           | No express routes                                                                    |
| Freeway Flyer Service                                           | 10 freeway flyer routes<br><br>Each route would make 10 trips every a.m. and p.m.<br><br>Two midday round trips on each route                                    | 10 freeway flyer routes<br><br>Each route would make 10 trips every a.m. and p.m.              | 9 freeway flyer routes<br><br>Routes make between 4 and 10 trips every a.m. and p.m. |
| Turn-back Points on Local Routes                                | Eliminate turn-backs on weekdays and weekends                                                                                                                    | Eliminate turn-backs on weekdays only                                                          | No change                                                                            |
| Headway Improvements                                            | 15 local routes and 3 new express bus routes would meet headway standards for all time periods                                                                   | 10 local routes and 3 new express bus routes would meet headway standards for all time periods | 3 local routes meet headway service standards for all time periods                   |
| Hours of Service                                                | Expand weekday hours on parts of Routes 35 and 80.<br><br>Provide 20 hours of service on Saturdays and Sundays on 15 local routes (in addition to express buses) | Expand weekday hours on parts of Routes 35 and 80.                                             | No change                                                                            |
| Bus Fleet Purchase Requirements                                 | 204 buses to replace aging fleet plus 75 buses to expand fleet                                                                                                   | 204 buses to replace aging fleet plus 60 buses to expand fleet                                 | 204 buses to replace aging fleet                                                     |

Source: SEWRPC.

**Table 2**  
**PROPOSED CAPITAL EXPENDITURES FOR MILWAUKEE**  
**COUNTY TRANSIT SYSTEM UNDER ALTERNATIVES 1, 2, AND 3**

| Capital Equipment/Project                                             | Average Annual: 2003-07 | Alternative 1: Extensive Service Expansion |                | Alternative 2: Limited Service Expansion |                | Alternative 3: Maintain Existing System |                |
|-----------------------------------------------------------------------|-------------------------|--------------------------------------------|----------------|------------------------------------------|----------------|-----------------------------------------|----------------|
|                                                                       |                         | Five-Year Total                            | Average Annual | Five-Year Total                          | Average Annual | Five-Year Total                         | Average Annual |
| Bus Fleet                                                             |                         |                                            |                |                                          |                |                                         |                |
| Bus Replacement/Rehabilitation                                        | \$3,408,000             | \$76,415,000                               | \$15,283,000   | \$76,415,000                             | \$15,283,000   | \$76,415,000                            | \$15,283,000   |
| Buses for Fleet Expansion: 75 for Alternative 1, 60 for Alternative 2 | --                      | 28,125,000                                 | 5,625,000      | 22,500,000                               | 4,500,000      | --                                      | --             |
| Subtotal                                                              | \$3,408,000             | \$104,540,000                              | \$20,908,000   | \$98,915,000                             | \$19,783,000   | \$76,415,000                            | \$15,283,000   |
| Fareboxes for the Existing and Expanded Bus Fleet                     | --                      | \$6,013,000                                | \$1,202,600    | \$5,810,000                              | \$1,162,000    | \$5,000,000                             | \$1,000,000    |
| Bicycle Racks for Existing and Expanded Bus Fleet                     | --                      | 751,000                                    | 150,200        | 732,000                                  | 146,400        | 650,000                                 | 130,000        |
| Facility Repair and Renovation                                        | \$687,000               | \$6,600,000                                | \$1,320,000    | \$6,600,000                              | \$1,320,000    | \$6,600,000                             | \$1,320,000    |
| Other Projects*                                                       | \$50,000                | 944,000                                    | 188,800        | 953,000                                  | 190,600        | 994,000                                 | 198,800        |
| Total                                                                 | \$4,145,000             | \$118,848,000                              | \$23,769,600   | \$113,010,000                            | \$22,602,000   | \$89,659,000                            | \$17,931,800   |
| Sources of Capital Funding                                            |                         |                                            |                |                                          |                |                                         |                |
| Federal <sup>b</sup>                                                  | \$3,338,400             | \$98,214,300                               | \$19,642,900   | \$93,375,600                             | \$18,675,100   | \$74,019,700                            | \$14,803,900   |
| Local (Milwaukee County)                                              | 806,600                 | 20,633,700                                 | 4,126,700      | 19,634,400                               | 3,926,900      | 15,639,300                              | 3,127,900      |

\*At least 1 percent of the County's annual allocation of Federal Section 5307 formula transit assistance funds must be spent annually on projects that enhance transit services or use. Such "transit enhancement" projects include the bicycle racks noted above as well as bus shelters, signage, landscaping, bicycle storage lockers, improving transit access to parks, and actions that improve the ability of disabled individuals to use public transit. The costs shown on this line represent the expenditures needed under each alternative in addition to those for the bicycle racks to meet this Federal requirement. The amount shown is based on the assumed levels of Federal Section 5307 formula transit assistance funds under the average scenario for future funding levels.

<sup>b</sup>Assumes 80 percent Federal share for all capital projects except bus purchases, for which 83 percent was assumed (to account for 90 percent Federal share for ADA-related bus accessibility features)

Source: Milwaukee County Department of Transportation and Public Works, Milwaukee County Transit System, and SEWRPC.



## FACTORS AND ASSUMPTIONS IN CONSIDERING FUNDING NEEDS

In order to forecast the costs and local funding needs for each alternative, Commission staff studied factors that affect the transit system budget. The factors, along with their trends, are listed below.

- **Operating Expense per Vehicle Hour of Service.** Operating expense per vehicle hour increased by 2.8 percent annually between 1995 and 2000 (during system expansion) and by 5.2 percent annually between 2001 and 2007 (during system contraction).
- **State Operating Assistance.** Annual operating assistance provided by the Wisconsin Department of Transportation through the Section 85.20 program has covered between 39 and 43 percent of the operating expenses for the transit system in recent years. The amount of Section 85.20 funding received by Milwaukee County increased by 5.2 percent annually from 1995 to 2000 (during system expansion) and by 1.7 percent annually from 2001 to 2007 (during system contraction).
- **Federal Formula Funds.** The Federal Transit Administration (FTA) provides annual allocations of Section 5307 formula funds, which are intended for capital purchases but may be used for the maintenance elements of operating expenses in 2007. These funds covered about 13 percent of transit system operating expenses in 2007. In the late 1990's, Milwaukee County accumulated a "bank" of about \$40 million in unused Section 5307 funds. In an attempt to avoid service cuts, since 2000 the banked allocations have been used to pay for operating expenses and capital projects, leaving less than \$9 million at the end of 2007. The County's annual allocation of new FTA Section 5307 funding has fluctuated between \$17 million and \$19 million over the past eight years.
- **Capital Needs and Federal Earmark Funds.** From 1999 to 2003, Milwaukee County received about \$5.1 million annually in Federal earmarks through the FTA Section 5309 program, which provided the bulk of bus replacement funding. In 2004-05, the County received about \$3.1 million annually; by 2006-07, Federal earmarks dropped to \$1.5 million per year. The County will need to replace 204 buses between 2010 and 2013, which will require a total of \$63.4 million in Federal funds. The current levels of earmark funds and banked Section 5307 formula funds are not sufficient to fund the County's bus replacement needs. Therefore, the annual allocation of Section 5307 funding (now used for operating expenses) will need to be used for bus replacements. This in turn will require more local funds to cover operating expenses.
- **Transit Fares.** Between 2003 and 2008, MCTS has raised transit fares by about 25 percent. Bus and paratransit fares are expected to increase with inflation in the next five years. Ridership is assumed to decrease 0.3 percent for every 1 percent increase in fares, in accordance with the Simpson-Curtain rule of transit fare elasticity, a commonly-used estimation tool in the transit industry.

Using the assumptions and factors outlined above, staff developed a range of estimates for their future values, as displayed in Table 3.

**Table 3**

### ESTIMATES OF FACTORS THAT DETERMINE FUTURE TRANSIT FUNDING NEEDS

| Factor Used to Measure Future Funding Needs                        | Range of Possible Future Values                                            |                  |                    |
|--------------------------------------------------------------------|----------------------------------------------------------------------------|------------------|--------------------|
|                                                                    | Worst-Case Scenario                                                        | Average Scenario | Best-Case Scenario |
| Annual Increase in Transit System Operating Costs Per Vehicle Hour | 5%                                                                         | 3%               | 2%                 |
| Annual Increase in State Operating Assistance                      | 2%                                                                         | 3%               | 4%                 |
| Annual Increase in Federal Formula Funds                           | 1%                                                                         | 2%               | 3%                 |
| Annual Amount of Federal Earmark Funds                             | \$2 million                                                                | \$5 million      | \$8 million        |
| Replacement of 204 Buses                                           | Will require a total of \$63.5 million in Federal funds from 2010 to 2013. |                  |                    |
| Transit Fares                                                      | Expected to increase with inflation (15% total over 5 years)               |                  |                    |

Source: SEWRPC.

Table 2 compares the capital investment required for each of the alternatives. Assuming Milwaukee County's priority in the use of limited Federal funds is to use these funds first on necessary capital projects, the Federal share for capital funding of each of the alternatives is approximately 80

percent. Milwaukee County's projected local share for the necessary capital investments would be \$20.6 million over the five year period to implement the extensive service expansion in Alternative 1, \$19.6 million for the limited service expansion in Alternative 2, and \$15.6 million



to maintain the existing system in Alternative 3. Table 2 indicates the projected breakdown between Federal and local funding.

### **OPERATING FUNDING NEEDS OF ALTERNATIVE SERVICE PLANS**

The three alternative plans represent three levels of public investment as measured by their annual capital and operating costs over the next five years. Commission staff examined recent trends of factors that affect the MCTS operating budget and prepared a range of future values for those factors (see box on page 8).

The estimates of factors were used to develop three funding scenarios:

- “Best-Case Scenario”, which assumes low increases in operating cost per revenue hour of transit service, and high levels of Federal and State funding assistance.
- “Average Scenario”, which assumes average increases in operating costs per revenue hour of transit service, and average levels of Federal and State funding assistance.
- “Worst-Case Scenario”, which assumes high increases in operating costs per revenue hour of transit service, and low levels of Federal and State funding assistance.

Those three funding scenarios were then used to calculate the possible range of operating costs and the public funds needed for each of the three transit service improvement alternatives. Table 4 presents the possible range of annual operating costs for each of the alternatives. Depending on the scenario, by 2013, Alternative 1 could require annual operating assistance of as little as \$153.8 million, or as much as \$187.4 million; while Alternative 3 could require as little as \$128.0 million, or as much as \$155.7 million.

Table 4 also presents the estimated Federal, State, and local share of operating assistance under each alternative and scenario. Depending on the amount of Federal and State funding that is available for operating assistance, Milwaukee County's share of operating expenses could increase greatly by 2013. In 2008, Milwaukee County used \$22.2 million from the property tax levy for transit operating expenses. *Even if the County were to simply maintain the existing system (Alternative 3), by 2013 it would have to contribute \$75.7 million of property tax levy for transit operating expenses under the worst-case scenario, \$49.5 million under the average scenario, and \$32.6 million under the best-case scenario.*

### **OPTIONS FOR DEDICATED FUNDING FOR TRANSIT**

Given the estimates of operating expenses and the potential local share needed as explained above, Milwaukee County cannot, even in the short term, continue to rely on the local

property tax levy to fund the transit system. Various proposals for dedicated funding for transit have been advanced by public officials in recent years. Some officials have proposed that the growth in the existing sales tax collected on vehicle-related purchases be diverted from the State general fund and used for funding transit. The Southeastern Wisconsin Regional Transit Authority has investigated many funding options including the possibility of levying a 0.5 percent additional local sales tax for transit. These two possibilities are among the most discussed options and are described below.

Future growth in sales tax on vehicle sales. Under this proposal, State legislation would be required to take the incremental growth in the current sales tax on motor vehicle-related purchases and designate it for mass transit. However, Wisconsin Department of Revenue data indicate that statewide sales tax revenues on vehicle-related purchases declined from \$675 million in 2003, to \$630 million in 2006, an average annual decrease of 2.2 percent. In Milwaukee County, sales tax revenues on vehicle-related purchases declined by 2.3 percent annually over this same period. Thus, in recent years there has been no vehicle sales tax revenue growth to capture.

Furthermore, this proposal would entail the removal of future revenue from the general fund of the State budget, which has been running a substantial deficit. Moreover, obtaining approval of the use of these funds to replace local property tax funds of public transit can be expected to be very difficult, because it would eliminate any local funding of public transit under a Wisconsin transportation responsibility structure in which transit is considered to be a local responsibility. Lastly, to provide adequate funding to meet Milwaukee County transit needs, Milwaukee County would need to receive substantially more than the growth in vehicle-related sales tax generated in Milwaukee County alone, even during periods when such revenue growth was observed.

Dedicated sales tax of 0.5 percent. Under this option, an additional 0.5 percent sales tax would be levied to raise revenues for the transit system. If the trend in County sales tax collections from 2002 to 2007 continues, a 0.5 percent sales tax in Milwaukee County would generate \$66.7 million for public transit in 2009 and \$72.2 million by 2013. Table 5 displays the revenue that would be generated by a 0.5 percent sales tax in Milwaukee County, compared to the local share of the combined operating and capital funding needs of Alternatives 1, 2 and 3 under the average scenario.

Public transit local funding needs over the next five years may be expected to increase faster than projected local sales tax revenues. This is due in part to the need to address long-deferred bus replacement, and under the expansion alternatives, an aggressive 15 to 22 percent expansion of service proposed to be implemented over only five years. However, it is also due to the expectation that transit system operating costs per vehicle hour of service may be expected to increase by 3 percent annually, while Federal,



**Table 4**  
**ESTIMATED RANGE OF ANNUAL OPERATING COSTS FOR**  
**MILWAUKEE COUNTY TRANSIT SYSTEM IN YEAR 2013 UNDER ALTERNATIVES 1, 2, AND 3**

| Characteristic                                  | Year 2008 Budgeted Costs <sup>a</sup> | Year 2013 Operating Costs (in Millions) for Best-Case, Average, and Worst-Case Scenarios <sup>b</sup> |         |            |                                             |         |            |                                            |         |            |
|-------------------------------------------------|---------------------------------------|-------------------------------------------------------------------------------------------------------|---------|------------|---------------------------------------------|---------|------------|--------------------------------------------|---------|------------|
|                                                 |                                       | Alternative 1:<br>Extensive Service Expansion                                                         |         |            | Alternative 2:<br>Limited Service Expansion |         |            | Alternative 3:<br>Maintain Existing System |         |            |
|                                                 |                                       | Best Case                                                                                             | Average | Worst Case | Best Case                                   | Average | Worst Case | Best Case                                  | Average | Worst Case |
| Costs and Revenues                              |                                       |                                                                                                       |         |            |                                             |         |            |                                            |         |            |
| Operating Expenses .....                        | \$163.8                               | \$215.2                                                                                               | \$226.0 | \$248.8    | \$204.9                                     | \$215.2 | \$236.9    | \$181.7                                    | \$190.8 | \$209.4    |
| Passenger and Other Revenues <sup>c</sup> ..... | 50.8                                  | 61.4                                                                                                  | 61.4    | 61.4       | 59.3                                        | 59.3    | 59.3       | 53.7                                       | 53.7    | 53.7       |
| Required Operating Assistance .....             | 113.0                                 | 153.8                                                                                                 | 164.6   | 187.4      | 145.6                                       | 155.9   | 177.6      | 128.0                                      | 137.1   | 155.7      |
| Sources of Operating Assistance                 |                                       |                                                                                                       |         |            |                                             |         |            |                                            |         |            |
| Federal .....                                   | \$25.2                                | \$15.5                                                                                                | \$11.6  | \$3.7      | \$15.5                                      | \$11.6  | \$4.8      | \$15.6                                     | \$11.6  | \$7.6      |
| State .....                                     | 65.6                                  | 79.8                                                                                                  | 76.0    | 72.4       | 79.8                                        | 76.0    | 72.4       | 79.8                                       | 76.0    | 72.4       |
| Local (Milwaukee County) <sup>d</sup> .....     | 22.2                                  | 58.5                                                                                                  | 77.0    | 111.3      | 50.3                                        | 68.3    | 100.4      | 32.6                                       | 49.5    | 75.7       |

<sup>a</sup>All data for 2008 reflect the adopted operating budget for the Milwaukee County Transit System.

<sup>b</sup>The assumptions used to forecast the financial data through year 2013 are described in the box on page 8 of this Newsletter.

<sup>c</sup>Passenger revenues vary with the ridership projected in each alternative assuming the proposed service changes. Ridership levels for each alternative do not vary on the best, average, and worst case public funding scenarios.

<sup>d</sup>No constraints were assumed for the total property tax levy for the bus and paratransit services provided by the Milwaukee County Transit System.

Source: Milwaukee County Transit System and SEWRPC.

**Table 5**  
**PROJECTED REVENUE GENERATED BY A 0.5 PERCENT LOCAL SALES TAX, COMPARED TO**  
**MILWAUKEE COUNTY SHARE OF TRANSIT SYSTEM FUNDING UNDER THE "AVERAGE" SCENARIO<sup>a,b</sup>**

| Service Improvement Alternative                                           | 2008 Budget (in Millions) | Yearly Local Share of Operating and Capital Expenses (in Millions) |        |        |        |        |
|---------------------------------------------------------------------------|---------------------------|--------------------------------------------------------------------|--------|--------|--------|--------|
|                                                                           |                           | 2009                                                               | 2010   | 2011   | 2012   | 2013   |
| Alternative 1:<br>Extensive Service Expansion .....                       | --                        | \$39.3                                                             | \$65.1 | \$68.6 | \$72.1 | \$80.6 |
| Alternative 2:<br>Limited Service Expansion .....                         | --                        | 34.9                                                               | 62.5   | 63.8   | 63.0   | 72.0   |
| Alternative 3:<br>Maintain Existing System .....                          | \$22.4                    | 26.3                                                               | 46.1   | 47.7   | 45.5   | 53.2   |
| Projected Annual Revenue for a<br>0.5% Local Sales Tax <sup>b</sup> ..... | --                        | \$66.7                                                             | \$68.0 | \$69.4 | \$70.8 | \$72.2 |
| Projected Revenue Surplus <sup>c</sup>                                    |                           |                                                                    |        |        |        |        |
| Alternative 1 .....                                                       | --                        | \$27.4                                                             | \$30.3 | \$31.1 | \$29.8 | \$21.4 |
| Alternative 2 .....                                                       | --                        | 31.8                                                               | 37.3   | 42.9   | 50.7   | 50.9   |

<sup>a</sup>Total local share of funding includes the local share required for both operating and capital expenditures.

<sup>b</sup>The potential tax revenue was estimated from a base of 2007 sales tax collections in Milwaukee County. County sales tax collections increased at a rate of 2 percent per year between 2002 and 2007, and were assumed to continue at that rate of growth between 2008 and 2012.

<sup>c</sup>A 3 percent annual return was assumed for any surplus revenues.

Source: Milwaukee County Transit System and SEWRPC.

State, and local (sales tax) revenues are only projected to increase by 2 percent annually, based on the trend of the past five years. This indicates a need to adopt strategies to aggressively use available Federal funding—such as Federal Highway Administration Congestion Mitigation and Air Quality or Surface Transportation Program-Milwaukee Urbanized Area funds—to reduce local funding needs and a need to “bank” excess sales tax funds in early years to address this concern, until economic conditions improve and sales tax revenues begin to increase at 3 to 4 percent annually as they did in the 1990's. The projections indicate potential surpluses under each alternative through 2013. This is a conservative assessment, as it assumes no additional Federal funds beyond Federal formula and limited discretionary funds.

## CONCLUSION

Both the performance evaluation and the substantial public comment regarding MCTS service identified areas where the transit system currently does not adequately serve Milwaukee County residents' travel needs. Alternatives 1 and 2 present service improvements to address those needs; Alternative 3 offers a baseline they can be compared against.

The current funding sources for the transit system are insufficient to maintain the system at current levels, let alone make needed improvements. The analysis to determine future funding needs took many uncertainties into account by using best-case, average and worst-case scenarios. Given the estimates of operating and capital



## FONDY-NATIONAL BUS RAPID TRANSIT PROJECT

Milwaukee County is proposing to construct and have the MCTS operate a 12-mile long street-running Bus Rapid Transit (BRT) running over Fond du Lac Avenue, downtown streets, National Avenue, and Greenfield Avenue. This proposed transit improvement, called the **Fondy-National BRT Project**, will connect the Midtown Center at 60th Street and Capitol Drive to Downtown Milwaukee and continue through Downtown to operate over National and Greenfield Avenues to Wisconsin State Fair Park. The proposed BRT route is shown on Map 4 and closely follows the alignment of express bus Route 18/23X shown in Map 2.

The existing local bus routes serving the corridor along Fond du Lac, National, and Greenfield Avenues (e.g. Routes 23 and 18) make frequent stops every two or three blocks to accommodate passenger demand and carry approximately 15,000 passengers each weekday. The Fondy-National BRT project will feature stops spaced about 1/3 of a mile apart with no other underlying local bus service and would operate with 10-minute headways or better during peak-periods and 15-minute headways during the weekday off-peak.

Every bus stop/station along the Fondy-National BRT line is proposed to include a shelter and "real-time" (next bus) passenger information displays. Traffic signal prioritization—which will speed up the time to a green signal or reduce the time of a red signal whenever buses approach the intersection—will also be considered. New buses will be used to provide the new BRT service and consideration will be given to using state-of-the-art 60-foot buses. The vehicles will be equipped with new fare boxes that take a variety of fare forms, possibly including daily passes, weekly passes, monthly passes, credit cards, etc. The vehicles will also be equipped with wheel-chair ramps, bus stop announcements, security cameras, and bike racks.

Map 4

### FONDY-NATIONAL BUS RAPID TRANSIT (BRT) PROJECT



Source: Milwaukee County Transit System and SEWRPC.

The Fondy-National BRT service will provide much faster transit service with greatly improved passenger amenities in a more user-friendly environment for a large number of existing MCTS transit riders. The project is designed to achieve the following goals:

- Improve Mobility
- Reduce Travel Time to Downtown Milwaukee
- Attract Increased Ridership
- Enhance the Community and Local Economy
- Preserve and Protect the Environment

Other BRT projects across the nation have produced gains of over 20 percent in transit ridership for the respective systems. Similarly, the **Fondy-National BRT Project** is expected to generate increased ridership on, and attract new riders to, the MCTS. The County anticipates submitting a funding application to the FTA for the project in Spring 2009.

expenses and potential local share, Milwaukee County cannot, even in the short term, continue to rely on the local property tax levy to fund the transit system. The future of transit in Milwaukee County depends on securing a permanent source of dedicated funding.

### ADDITIONAL INFORMATION

An electronic version of this newsletter, study report chapters, meeting minutes, public meeting notices, and all other project materials are available at [www.sewrpc.org/milwcotdp](http://www.sewrpc.org/milwcotdp). More information can be obtained by contacting:

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## TELL US WHAT YOU THINK!

Give us your opinion of the alternative service improvement proposals and funding options for transit in Milwaukee County. Attend one of the meetings and give us your feedback, or send us your written comments using one of the methods below by March 16, 2009.

Comments may be submitted by:

U.S. mail: P.O. Box 1607, Waukesha, WI 53187-1607

Website: [www.sewrpc.org/milwcotdp](http://www.sewrpc.org/milwcotdp)

E-mail: [milwcotdp@sewrpc.org](mailto:milwcotdp@sewrpc.org)

Fax: (262) 547-1103

Telephone: (262) 547-6721

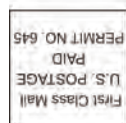
## SCHEDULE OF PUBLIC INFORMATIONAL MEETINGS

Milwaukee County residents can learn about, ask questions, and comment on the transit development plan and the proposed Milwaukee County BRT project at three public informational meetings (see box). Staff will be

available in an "open house" format to individually answer questions and respond to public input. A short presentation will be given at 6 p.m. The meeting locations are handicapped accessible. Persons with special needs should contact the Commission office at (262) 547-6721 a minimum of 72 hours in advance so appropriate arrangements can be made.

### SCHEDULE OF PUBLIC INFORMATIONAL MEETINGS

| Date                       | Location                                                                                               |
|----------------------------|--------------------------------------------------------------------------------------------------------|
| Tuesday January 20, 2009   | Downtown Transit Center<br>Harbor Lights Room<br>909 E. Michigan Street<br>Milwaukee, Wisconsin        |
| Wednesday January 21, 2009 | West Allis City Hall<br>Common Council Chambers<br>7525 W. Greenfield Avenue,<br>West Allis, Wisconsin |
| Thursday January 22, 2009  | Washington Park Senior Center<br>4420 W. Vliet Street<br>Milwaukee, Wisconsin                          |





# MILWAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN: 2009-2013



SUMMARY BROCHURE

JANUARY 2009

At the request of Milwaukee County, the Southeastern Wisconsin Regional Planning Commission, together with the Milwaukee County Transit System and the Milwaukee County Department of Transportation and Public Works, is preparing a short-range transit development plan for the Milwaukee County Transit System for the period 2009-2013.

The short-range transit development plan has produced to date the following key findings: 1) the Milwaukee County Transit System performs significantly better than comparable peer transit systems nationwide with respect to service efficiency and effectiveness; 2) within Milwaukee County, the Milwaukee County Transit System provides excellent coverage of residential areas, employment locations, and major activity centers; and 3) the transit system does have deficiencies with respect to long transit travel times and limited hours and frequency of service provided on many routes, particularly on weekends.

Using the evaluation findings and public feedback from a series of public informational meetings, staff identified several priorities for improvements:

- Extend routes to unserved areas;
- Reduce transit travel times;
- Increase service frequency on major routes; and
- Increase service hours to 20 hours per day on more routes

## **Alternative Service Improvement Plans**

The Commission developed three potential service plans, or "alternatives", for making short-term (five-year) improvements to the transit system. Alternatives 1 and 2 proposed two levels of investment in addressing the priorities for service improvement. Alternative 3, which maintains service at 2008 levels, represents a baseline for comparison against the other alternatives. The table on page 2 compares the proposed service expansions, equipment needs, and estimated ridership under Alternatives 1, 2, and 3.

## **Alternative 1: Extensive Service Expansion**

Of the three potential service improvement plans, Alternative 1 represents the most aggressive attempt to address the priorities for service improvement. Overall, the plan would:

- Expand fixed-route bus service by about 22 percent (4 percent per year) from 1,340,000 bus hours budgeted for in 2008, to 1,629,000 bus hours in 2013. This service level would be 1 percent below the 1,650,000 bus hours provided in 2000.

**COMPARISON OF SERVICE LEVELS, ESTIMATED RIDERSHIP,  
AND CAPITAL NEEDS UNDER ALTERNATIVES 1, 2 AND 3**

| Service Characteristic                                                 | Alternative 1: Extensive Service Expansion                                                                                                                | Alternative 2: Limited Service Expansion                                                       | Alternative 3: Maintain Existing System                                        |
|------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| Fixed-Route Service<br>Annual Vehicle Hours,<br>Year 2013              | 1,701,000                                                                                                                                                 | 1,613,000                                                                                      | 1,394,000                                                                      |
| Percent increase over 2008                                             | 22                                                                                                                                                        | 16                                                                                             | --                                                                             |
| Average Annual Percent Increase                                        | 4.1                                                                                                                                                       | 3.0                                                                                            | --                                                                             |
| Transit Plus Paratransit Service<br>Annual Vehicle Hours,<br>Year 2013 | 437,000                                                                                                                                                   | 437,000                                                                                        | 437,000                                                                        |
| Percent increase over 2008                                             | 3                                                                                                                                                         | 3                                                                                              | 3                                                                              |
| Estimated Total Annual Bus and Paratransit Ridership, Year 2013        | 47.6 million                                                                                                                                              | 45.4 million                                                                                   | 40.5 million                                                                   |
| Percent Increase over 2008                                             | 11                                                                                                                                                        | 6                                                                                              | -5                                                                             |
| Expansion of Transit Service Area                                      | New routes and route extensions to northern and southern portions of County                                                                               | New routes and route extensions to northern and southern portions of County                    | No change                                                                      |
| Express Bus Routes                                                     | 3 express bus routes                                                                                                                                      | 3 express bus routes                                                                           | No express routes                                                              |
| Freeway Flyer Service                                                  | 10 freeway flyer routes; each route would make 10 trips every a.m. and p.m.; two midday round trips on each route                                         | 10 freeway flyer routes; each route would make 10 trips every a.m. and p.m.                    | 9 freeway flyer routes; routes make between 4 and 10 trips every a.m. and p.m. |
| Turn-back Points on Local Routes                                       | Eliminate turn-backs on weekdays and weekends                                                                                                             | Eliminate turn-backs on weekdays only                                                          | No change                                                                      |
| Headway Improvements                                                   | 15 local routes and 3 new express bus routes would meet headway standards for all time periods                                                            | 10 local routes and 3 new express bus routes would meet headway standards for all time periods | 3 local routes meet headway service standards for all time periods             |
| Hours of Service                                                       | Expand weekday hours on parts of Routes 35 and 80. Provide 20 hours of service on Saturdays and Sundays on 15 local routes (in addition to express buses) | Expand weekday hours on parts of Routes 35 and 80.                                             | No change                                                                      |
| Bus Fleet Purchase Requirements                                        | 204 buses to replace aging fleet plus 75 buses to expand fleet                                                                                            | 204 buses to replace aging fleet plus 60 buses to expand fleet                                 | 204 buses to replace aging fleet                                               |

Source: SEWRPC.



- Increase Transit Plus paratransit service by about 3 percent by 2013 (keeping pace with anticipated growth in ridership).
- Boost annual ridership by an estimated 10 percent, from 42.8 million (in 2008 budget) to 47.1 million in 2013.

#### **Alternative 2: Limited Service Expansion**

Alternative 2 represents a scaling back of the proposal in Alternative 1, but would still address most of the priorities for service improvements. Overall, Alternative 2 would:

- Expand fixed-route bus service by about 15 percent (3 percent per year) starting from 1,340,000 bus hours budgeted for in 2008 and increasing to 1,540,000 bus hours in 2013. This service level would be about 5 percent below the 1,650,000 bus hours provided in 2000.
- Increase Transit Plus paratransit service by about 3 percent by 2013 (keeping pace with anticipated growth in ridership).
- Boost annual ridership by an estimated 6 percent, from 42.8 million (in 2008 budget) to 45.3 million in 2013.

#### **Alternative 3: Maintain Existing System**

Alternative 3 represents a baseline for comparing against the other alternatives. It presumes maintaining fixed-route bus service at the existing 2008 levels:

- Maintain fixed-route bus service at the 1,340,000 bus hours budgeted for 2008. This service is about 19 percent less than 1,650,000 bus hours of service operated in the year 2000.
- Increase Transit Plus paratransit service by about 3 percent by 2013 (keeping pace with anticipated growth in ridership).
- Depress annual ridership by an estimated 5 percent, from 42.8 million (in 2008 budget) to 40.5 million in 2013, due to the fare increases that were assumed for all scenarios.

#### **Capital Needs for Alternatives 1, 2, and 3**

All proposals would require the following capital investments: 1) a total of 204 buses to replace part of the current aging fleet; 2) replacement fareboxes to be installed in the existing fleet; 3) bicycle racks to be placed on the existing fleet; 4) various repairs, renovations, and upgrades to MCTS facilities; and 4) various transit enhancement projects, such as improving bus stops and shelters.

In addition, both Alternatives 1 and 2 would require additional capital investments. Alternative 1 would require 75 additional buses and bike racks; Alternative 2 would require 60 additional buses and bike racks.

Assuming Milwaukee County's priority is to use the limited Federal funds first on necessary capital projects, the Federal share for capital funding of each of the alternatives is approximately 80 percent. Milwaukee County's projected local share for the necessary capital investments would be \$20.6 million over the five-year period to implement the extensive service expansion in Alternative 1, \$19.6 million for the limited service expansion in Alternative 2, and \$15.6 million to maintain the existing system in Alternative 3.

### **Operating Funding Needs of Alternative Service Plans**

Three funding scenarios (best-case, average, and worst case scenarios) were used to calculate the possible range of operating costs and the public funds needed for each of the three transit service improvement alternatives. Depending on the funding scenario, Milwaukee County's share of operating expenses could increase greatly by 2013. In 2008, Milwaukee County used \$22.2 million from the property tax levy for transit operating expenses. Even if the County were to simply maintain the existing system (Alternative 3), by 2013 it would have to contribute \$75.7 million of property tax levy for transit operating expenses under the worst-case scenario, \$49.5 million under the average scenario, and \$32.6 million under the best-case scenario.

### **Options for Dedicated Funding for Transit**

Given the estimates of operating expenses and the potential local share needed, Milwaukee County cannot, even in the short term, continue to rely on the local property tax levy to fund the transit system. An analysis of potential new revenue sources indicates that an additional 0.5 percent County sales tax would be sufficient to provide the local funds to maintain the existing transit system and implement the needed transit service improvements.

### **Conclusion**

Both the performance evaluation and the substantial public comment regarding MCTS service identified areas where the transit system currently does not adequately serve Milwaukee County residents' travel needs. Alternatives 1 and 2 present service improvements to address those needs; Alternative 3 offers a baseline for comparing against 2008 service levels.

The current funding sources for the transit system are insufficient to maintain the system at current levels, let alone make needed improvements. Given the estimates of operating and capital expenses and potential local share, Milwaukee County cannot, even in the short term, continue to rely on the local property tax levy to fund the transit system. The future of transit in Milwaukee County depends on securing a permanent source of dedicated funding.

### **FOR MORE INFORMATION**

Website: [www.sewrpc.org/milwcotdp](http://www.sewrpc.org/milwcotdp)

E-mail: [milwcotdp@sewrpc.org](mailto:milwcotdp@sewrpc.org)

Phone: (262) 547-6721

Fax: (262) 547-1103

Mail: P.O. Box 1607

W239 N1812 Rockwood Drive

Waukesha, WI 53187

A mailing list has been developed of individuals and organizations interested in receiving summary information. If you would like to directly receive such materials in the future, please contact us.





## **Milwaukee County Transit System Development Plan: 2009-2013**



#142273v2

### **Transit Service Improvement Plans**



## **Introduction**

### **Milwaukee County Transit System Development Plan**

- **Plan for the next 5 years (2009-2013)**
- **Focus on fixed-route bus system**
- **Evaluated transit system performance**
- **Identified unmet transit service needs**
- **Will recommend service and capital improvements for next 5 years**





## ***Introduction—continued***

### **Plan being developed by Southeastern Wisconsin Regional Planning Commission (SEWRPC)**

- **At request of Milwaukee County**
- **Together with Milwaukee County Transit System (MCTS) and Milwaukee County Department of Transportation and Public Works**

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## ***Milwaukee County Transit Planning Advisory Committee***

### **The Transit Planning Advisory Committee guides the work on the plan**

- **Members appointed by the Milwaukee County Executive, including representatives from:**
  - **Transit-dependent populations, minority groups, and business associations**
  - **Wisconsin Department of Transportation**
  - **City and County Public Works Departments**
  - **MCTS**
- **The Committee will propose to Milwaukee County a recommended plan**

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## ***Outline for Presentation***

- **Overview of the work completed in first stage of study**
- **Review public comments on system performance and unmet service needs**
- **Potential service improvement plans**
- **Remaining Steps**

5



## ***Work Completed in First Stage of Study***

- **Analysis of existing system and service area.**
  - **Existing population and population trends**
  - **Existing employment and employment trends**
  - **Major activity centers**
  - **Characteristics and trends of existing transit system**
- **Transit system performance evaluation**
  - **System Performance**
  - **Comparison to Peer Systems**
- **Potential future direction of system**
- **Identification of unmet transit service needs**

6





## ***Public Comments on Unmet Transit Service Needs***

- **Unserved Areas:**
  - Need service to extend to far northern and southern portions of County
- **Lengthy Travel Times:**
  - Need faster service, provide express bus routes
- **Service Hours:**
  - Need more or longer hours of service on high ridership local routes as well as on freeway flyer and UBUS routes
- **Service Frequency:**
  - Need 10-minute headways on major routes

7



## ***Comments on Unmet Transit Service Needs (continued)***

- **Other Unmet Needs:**
  - Bike racks on buses
  - Different types of fare payment such as smartcards, one-day passes, and monthly passes
  - Quieter, more comfortable buses

8



## ***High Priority Service Improvements***

### **Proposed Improvements Include:**

- **Extending routes to unserved areas in County**
- **Reducing transit travel times by adding express bus routes, expanding freeway flyer service**
- **Increasing the frequency of service on major local bus routes**
- **Expanding weekday and weekend service hours**

9



## ***Alternative 1 Service Plan***

- **22 percent expansion in fixed-route service between 2008 and 2013 (4 percent annually)**
  - **New Local Routes and Route Extensions**
  - **Express Bus Service**
  - **Freeway Flyer Bus Service Upgrades**
  - **Extended Service Periods**
  - **Eliminate Bus Turn-backs on Major Routes**
  - **Headway Reductions on Local Routes**
- **Increases Transit Plus paratransit service by about 3 percent (to keep pace with ridership)**
- **Returns service level to about the bus hours provided in 2000**

10





## ***Alternative 1 - New Local Routes and Route Extensions***

### **Add New Local Routes and Adjust Alignments of Existing Local Bus Routes**

- **Extend service to unserved/underserved areas**
  - **Development along Brown Deer Road**
  - **Industrial/office parks in Franklin and Oak Creek**
- **Some extensions would facilitate transfers and improve system connectivity**
- **Increase of about 60,000 bus hours annually—about 4 percent over the 1,340,00 bus hours for bus system in 2008**

11



## ***Alternative 1 - Express Bus Service***

### **Convert Local Bus Service to Express Bus Service in Three Corridors:**

- **Over Route Nos. 10 and 30**
  - **From Milwaukee Regional Medical Center to UWM using Wisconsin, Prospect Farwell, Oakland, and Kenwood**
- **Over Route Nos. 18 and 23**
  - **From Summit Place to Midtown Center using Fond du Lac, McKinley, 2<sup>nd</sup>/3<sup>rd</sup>, National, and Greenfield**
- **Over Route No. 27**
  - **From Bayshore Shopping Center to Wal-Mart using Port Washington, Hampton, and 27<sup>th</sup>**

12





## **Alternative 1 - Express Bus Service (continued)**

- **Potential to add fourth express route serving airport over the entire length of Route No. 11**
- **Conversion to express service would increase bus operating speed, decrease travel times**
  - **Eliminate some local bus stops; new stop spacing every quarter mile outside downtown**
  - **Keep stops used by about 80 percent of current passengers**
- **Express service to be provided 5:00 a.m. - 1:00 a.m. seven days a week with frequent service:**
  - **7-10 minutes for weekday peak periods**
  - **9-16 minutes for weekday off-peak periods**
  - **10-20 minute headways for weekends**

13



## **Alternative 1 - Express Bus Service (continued)**

- **The local routes converted to express service among the top ridership routes of the system**
- **Local bus service retained over non-express portions of affected local routes through new or restructured routes**
- **Increase of about 54,000 bus hours annually—about 4 percent over the total 1,340,000 bus hours in 2008**

14



## ***Alternative 1 - Potential for Express Bus to become BRT***

**Express bus service could be upgraded to bus rapid transit (BRT) service**

- **Potential enhancements for BRT include**
  - Exclusive bus lanes
  - Transit priority at traffic signals
  - Next-bus information displays
  - Buses of a different design or with special markings and paint schemes
  - Specially designed bump-out bus stops with other passenger amenities
- **Conversion to BRT could also include route realignments, wider stop spacing, and some underlying local bus service**
- **Milwaukee County Fondy-National BRT under development**

15



## ***Alternative 1 - Freeway Flyer Service Upgrades***

**Adjustment and Expansion of Freeway Flyer Bus Service**

- **Provide at least 10 bus trips over each route during both morning and afternoon peak periods each weekday**
- **Limit routes to serving no more than 2 park-ride lots; one new route required**
- **Increase service levels as needed to ensure that all passengers have a seat**
- **Add 2 midday round trips to each route**
- **Increase of about 32,000 bus hours annually—about 2 percent over the total 1,340,000 bus hours in 2008**

16





## **Alternative 1 - Expanded Hours of Service**

### **Expand Weekday and Weekend Hours of Service to Desirable Service Hours**

- **Desirable to provide 20 hours of service over all routes--hours that cover most work shifts**
  - **Most local routes (25 of 30) meet provide this on weekdays; far less (14 of 30) on Saturdays, and (9 of 29) on Sundays**
- **Expand service hours on weekdays and weekends on the 15 local routes with highest ridership (in addition to routes converted to express service)**
- **Increase of about 13,000 bus hours annually—about one percent over the total 1,340,000 bus hours in 2008**

17



## **Alternative 1 - Eliminate Bus Turn-backs**

### **Eliminate Bus Turn-back Points along Selected Routes**

- **Schedules of some routes do not provide for the same service frequency over the entire length of the route**
  - **Where buses turn back before reaching terminus of route, less frequent service provided over ends of route**
- **Proposed change would provide consistent service levels over entire length of route**
- **Turn-backs proposed to be eliminated for Route Nos. 35, 57, and 64**
- **Increase of about 20,000 bus hours annually—about 1.5 percent over the total 1,340,000 bus hours in 2008**

18



## **Alternative 1 - Headway Reductions on Local Routes**

### **Provide Desirable Headways on Local Routes**

- **Desirable headways of no more than:**
  - 10 minutes for weekday peak periods
  - 20 minutes for weekday off-peak periods
  - 30 minutes on weekends
  - Makes transit more convenient to use, attracts riders; only small area in County with this service
- **Increase weekday and weekend service frequency on 15 routes with highest ridership, in addition to routes converted to express service**
- **Increase of about 118,000 bus hours annually—about 9 percent over the total 1,340,000 bus hours in 2008**

19



## **Alternative 2 Service Plan**

- **A 15 percent expansion in fixed-route service between 2008 and 2013 (3 percent annually)**
- **Increases Transit Plus paratransit service by about 3 percent (to keep pace with ridership)**
- **Represents a scaling back of the improvements proposed under Alternative 1**
  - **Proposes less Freeway Flyer service upgrades, turn-back eliminations, and routes with desirable headways and service hours**
  - **Keeps the new local routes, local route extensions, and new express bus routes**
- **Provides for service level about 5 percent below the bus hours provided in 2000**

20





## ***Next Steps***

- **Obtain your thoughts on transit service improvements**
- **Develop final recommended plan**
- **Present plan to Advisory Committee for review and approval**
- **Submit plan recommended by Advisory Committee to Milwaukee County Board**

21



## ***Tell Us What You Think***

**Give us your input about the transit service improvements**

**Many ways to do so :**

- **Written comment: tonight, or send letter or email**
- **Oral comment with court reporter**
- **Speak with staff**

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# FONDY-NATIONAL BUS RAPID TRANSIT PROJECT

January 2009



Milwaukee County is proposing to construct and have the MCTS operate a 12-mile long street-running Bus Rapid Transit (BRT) running over Fond du Lac Avenue, downtown streets, National Avenue, and Greenfield Avenue. This proposed transit improvement, called the, **Fondy-National Bus Rapid Transit (BRT) Project**, will connect the Midtown Center at 60th Street and Capitol Drive to Downtown Milwaukee and continue through Downtown to operate over National and Greenfield Avenues to Wisconsin State Fair Park. The proposed BRT route is shown below and closely follows the alignment of express bus Route 18/23X shown in Map 2 of the second Newsletter for the Milwaukee County Transit System

The existing local bus routes serving the corridor along Fond du Lac, National, and Greenfield Avenues (e.g. Routes 23 and 18) make frequent stops every two or three blocks to accommodate passenger demand and carry approximately 15,000 passengers each weekday. The Fondy-National BRT project will feature stops spaced about 1/3 of a mile apart with no other underlying local bus service and would operate with 10-minute headways or better during peak-periods and 15-minute headways during the weekday off-peak.

Every bus stop/station along the Fondy-National BRT line is proposed to include a shelter and “real-time” (next bus) passenger information displays. Traffic signal prioritization which will speed up the time to a green signal or reduce the time of a red signal whenever buses approach the intersection will also be considered. New buses will be used to provide the new BRT service and consideration will be given to using state-of-the art 60-foot buses. The vehicles will be equipped with new fare boxes that take a variety of fare forms, possibly including daily passes, weekly passes, monthly passes, credit cards, etc. The vehicles will also be equipped with wheel-chair ramps, bus stop announcements, security cameras, and bike racks.

The Fondy-National BRT service will provide much faster transit service with greatly improved passenger amenities in a more user-friendly environment for a large number of existing MCTS transit riders. The project is designed to achieve the following goals:

- Improve Mobility
- Reduce Travel Time to Downtown Milwaukee
- Attract Increased Ridership
- Enhance the Community and Local Economy
- Preserve and Protect the Environment

Other BRT projects across the nation have produced gains of over 20 percent in transit ridership for the respective systems. Similarly, the Fondy-National BRT Project is expected to generate increased ridership on, and attract new riders to, the MCTS. The County anticipates submitting a funding application to the FTA for the project in Spring 2009.

D-30

## FONDY-NATIONAL BUS RAPID TRANSIT (BRT) PROJECT



## FOR MORE INFORMATION

Website:[www.sewrpc.org/milwcotdp](http://www.sewrpc.org/milwcotdp)

E-mail:[milwcotdp@sewrpc.org](mailto:milwcotdp@sewrpc.org)

Phone(262) 547-6721

Fax:(262) 547-1103

Mail: P.O. Box 1607

W239 N1812 Rockwood Drive

Waukesha, WI 53187

A mailing list has been developed of individuals and organizations interested in receiving summary information. If you would like to directly receive such materials in the future, please contact us.





# Milwaukee County Bus Rapid Transit Project

## SCHEDULE OF PUBLIC INFORMATIONAL MEETINGS

| Date                       | Location                                                                                               |
|----------------------------|--------------------------------------------------------------------------------------------------------|
| Tuesday January 20, 2009   | Downtown Transit Center<br>Harbor Lights Room<br>909 E. Michigan Street<br>Milwaukee, Wisconsin        |
| Wednesday January 21, 2009 | West Allis City Hall<br>Common Council Chambers<br>7525 W. Greenfield Avenue,<br>West Allis, Wisconsin |
| Thursday January 22, 2009  | Washington Park Senior Center<br>4420 W. Vliet Street<br>Milwaukee, Wisconsin                          |

Speaker:

Brian Dranzik, Fiscal  
& Policy Administrator  
Milwaukee County  
Department of  
Transportation and  
Public Works

Project coordinated by Milwaukee County Transit System  
and Southeastern Wisconsin Regional Planning Commission

January 2009

Bus Rapid Transit Project



## What is Bus Rapid Transit?

- BRT is a strategy to reduce bus travel times, increase service predictability and improve customer amenities.

### Passenger Information

- Real-time next bus information at stations

NEXT BUS IN 4 MIN

- Real-time next bus information over the internet:

[www.rapidbus.net](http://www.rapidbus.net)

Route: 728 - Wisconsin  
Direction: F  
Cross Street: Vermont Ave  
NEXT BUS IN 6 MIN



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Bus Rapid Transit Project





## Vehicles



Transit Project



## Stop / station amenities



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Bus Rapid Transit Project





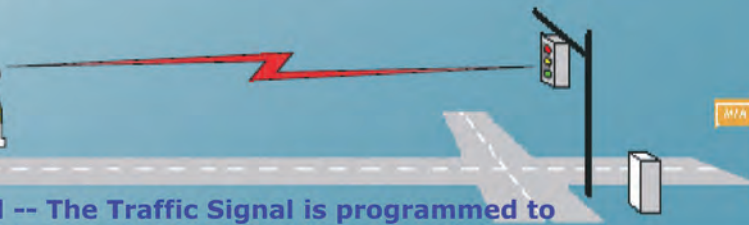
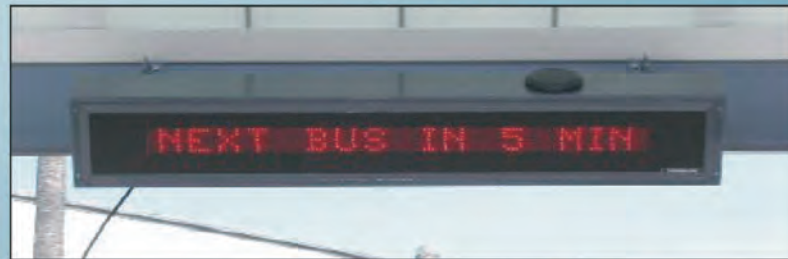
# Technology

**Passenger Information**

- Real-time next bus information at stations

**NEXT BUS IN 4 MIN**

- Real-time next



**Signal Priority Control** -- The Traffic Signal is programmed to detect approaching buses. If the signal is on "Red" it will change to "Green" faster than usual. If the signal is on "Green" it may hold the "Green" until the bus passes through.

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Bus Rapid Transit Project



## How will I benefit from BRT?

- **Faster service due to:**
  - Fewer stops
  - Priority signals at some intersections
  - Improved fare collection methods
- **Better information about the next bus due to:**
  - Real-time information availability about the next bus
- **Improved passenger comfort due to:**
  - New shelters, vehicles
- **Improved passenger convenience due to:**
  - New fareboxes with a variety of fare structures



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Bus Rapid Transit Project





# BRT Route



## FONDY-NATIONAL BUS RAPID TRANSIT (BRT) PROJECT



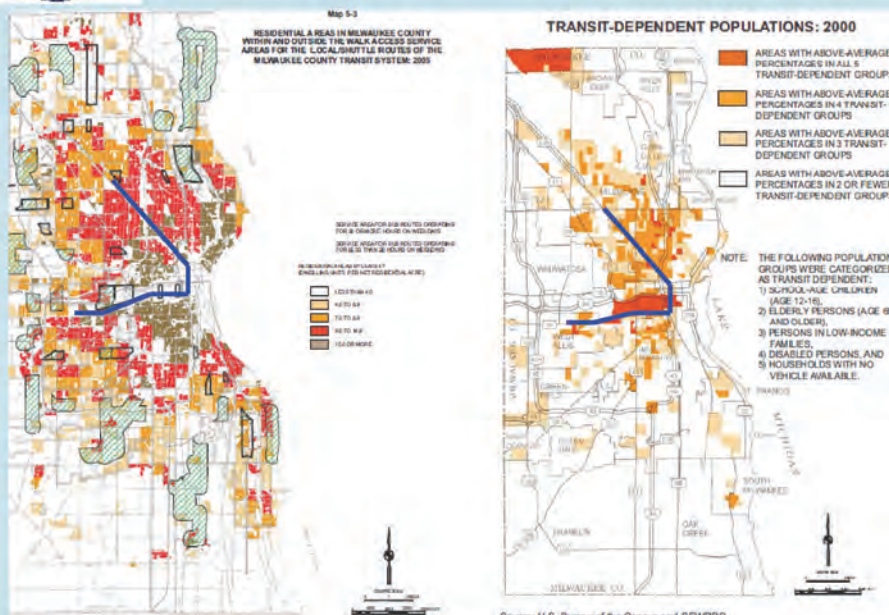
BRT would primarily operate in mixed traffic

- Midtown Center to Downtown Milwaukee
- Downtown Milwaukee to Wood Veterans Center, Summit Place and State Fair Park

Source: Milwaukee County Transit System and SEWRPC.



# Fondy-National BRT



The BRT Project will serve densely populated areas of Milwaukee County, while focusing upon areas with transit dependent populations.

There is currently strong transit ridership in these corridors.

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Bus Rapid Transit Project





# BRT is in the Transit Development Plan

## PRIORITIES FOR SERVICE IMPROVEMENTS

Staff at the Southeastern Wisconsin Regional Planning Commission, Milwaukee County Department of Public Works, the Milwaukee County Transit System (MCTS), and the Study Advisory Committee reviewed the findings of the performance evaluation and the public comments and identified several high-priority improvements. Given the short-term nature of the plan, staff focused on improvements to service that would make transit more competitive with travel by private automobile, address the public comments, and be feasibly implemented over a five-year period:

- Extending routes to unserved areas in Milwaukee County with significant population or employment concentrations.
- Reducing transit travel times by converting major local routes to express routes and by adjusting Freeway Flyer service.
- Increasing the frequency of service to provide for desirable headway levels on more routes.
- Expanding weekday and weekend service periods to provide for desirable hours of service on more routes.

- Converting local routes to express routes increases the distance between bus stops

- Routes #18 and #23 currently have bus stops spaced about every 1/8th to 1/4 mile
- BRT stations will be spaced about every 1/3rd to 1/2 mile

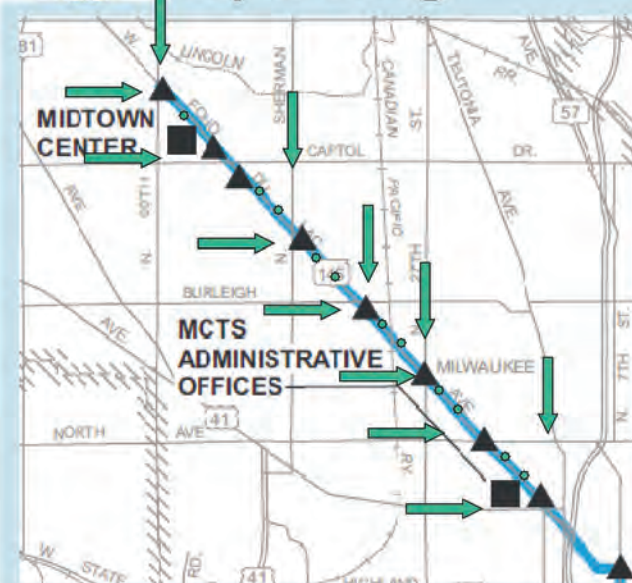


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## BRT Station Spacing



BRT stations serve all transfer corners.

Some existing bus stops are removed to reduce in-vehicle time.

- Connecting Bus Route
- Bus stop removed

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Bus Rapid Transit Project





## Service Plan

- Hours of Service
  - 5am to 1am
- Frequency of Service
  - 10 minutes in peak
- Simple Route Structure
  - easy to understand
- Stop Spacing
  - Integrated into existing services



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Bus Rapid Transit Project



## Goals for Bus Rapid Transit Project

- Improve Mobility
- Reduce Travel Time
  - Especially to /from Downtown Milwaukee
- Attract Increased Ridership
- Enhance the Community and Local Economy
- Preserve and Protect the Environment



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Bus Rapid Transit Project





## What's Next for the BRT Project?



- Finalize the design concept
  - Receive public comments
  - Obtain Milwaukee County Approval
- Make application for very small starts funding
  - If approved by the Federal Transit Administration (FTA), the project is eligible for federal funding of 50% to 80% of project costs of about \$40 Million.



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Bus Rapid Transit Project



## When will I see BRT in Service?



- A grant application requesting federal funding will be submitted in Spring 2009
- If Federal Funding is obtained in a timely manner, such as by Spring 2010, buses will be ordered
  - It takes about 1 year for new buses to be built
- BRT could be operating in 2011.

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Bus Rapid Transit Project





# Thank You



Milwaukee County appreciates this opportunity to share Bus Rapid Transit Information with you.

For more information go to:

<http://www.gobrt.org>

[http://www.fta.dot.gov/assistance/technology/research\\_4234.html](http://www.fta.dot.gov/assistance/technology/research_4234.html)

<http://www.path.berkeley.edu/informationclearinghouse/brt/brt.html>

[http://www.apta.com/research/info/briefings/briefing\\_2.cfm](http://www.apta.com/research/info/briefings/briefing_2.cfm)

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