Transit Challenges & Opportunities in Metro Milwaukee

Barriers to Employment
N = 8,668

- No high school diploma/GED: 23%
- No driver's license: 50%
- Criminal backgrounds: 42%
- Multiple barriers: 39%

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Recent Transit Research

Getting to Work
Opportunities and obstacles to improving transit access to suburban Milwaukee job hubs

2013

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Common Transit Challenges

Transit travel time is prohibitive
• Examples: Brookfield, Oak Creek

“Last mile” problem
• Examples: Franklin, Mequon, New Berlin

Bus service attempted before but eliminated
• Examples: New Berlin, Franklin

Service not designed for reverse commuters
• Examples: Menomonee Falls, Mequon

Picking up the Pace – 2015

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Strategies for Improved Transit Speed & Efficiency

- Bus stop consolidation
- Transit signal prioritization
- Bus-only lanes or shoulders
- Bus rapid transit (BRT)

Increased Stop Spacing

1,589 stops less than $\frac{1}{4}$ mile apart

30%
Bus Rapid Transit (BRT)

Cleveland’s HealthLine
East-West Corridor

19 routes

BRT Developments

- East-West BRT proposed by County Executive and currently in advanced planning phase

- Consensus reached for dedicated lanes on roughly ½ of the 9-mile route

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The Last Mile – 2017

Current Strategies

- MCTS Shuttle Routes
- Shared-Ride Taxi Services
- Bikes on Buses
- Bublr Bike Share
- Private Shuttles
### MCTS Shuttle Routes

<table>
<thead>
<tr>
<th>Route Number</th>
<th>Route Name</th>
<th>Passengers per Bus Hour (Sept 2015)</th>
</tr>
</thead>
<tbody>
<tr>
<td>219</td>
<td>Oak Creek Shuttle</td>
<td>5.3</td>
</tr>
<tr>
<td>223</td>
<td>Park Place - Bradley Woods Shuttle</td>
<td>7.1</td>
</tr>
<tr>
<td>276</td>
<td>Brown Deer Shuttle</td>
<td>6.4</td>
</tr>
<tr>
<td></td>
<td>MCTS System Average</td>
<td>26.3</td>
</tr>
</tbody>
</table>

### Ozaukee County

#### Shared-Ride Taxi Service

<table>
<thead>
<tr>
<th>Year</th>
<th>Passengers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>74,588</td>
</tr>
<tr>
<td>2011</td>
<td>79,886</td>
</tr>
<tr>
<td>2012</td>
<td>90,751</td>
</tr>
<tr>
<td>2013</td>
<td>96,320</td>
</tr>
<tr>
<td>2014</td>
<td>110,591</td>
</tr>
<tr>
<td>2015</td>
<td>108,513</td>
</tr>
<tr>
<td>2016 (estimated)</td>
<td>116,000</td>
</tr>
</tbody>
</table>

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Bikes on Buses

In 2015, 159,381 passengers boarded an MCTS bus with a bike.

Bublr Bike Share
74 Stations

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Strategies in Other Metro Areas

- Flexible Transit Services
- Ride-Hailing
- Micro-Transit
- Bike Share
- Employer Shuttles
Flexible Transit Services

Typical Features
- 14-passenger mini-buses
- Lower-density, 4-10 sq. mile areas

Common Models
- Route deviation
- Demand-responsive connector

Flexible Transit Services

Englewood, CO

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Ride-Hailing Partnerships

Typical features
- On-demand service
- Often in lower-density areas
- Serve designated transit stops

Possible Models
- Subsidized rides
- Marketing partnerships
- Mobile app integration
Last Mile Developments

• New “Buslr” pass
• MCTS mobile app by end of 2017
• Menomonee Valley survey of employers and workers