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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.
Stop / station amenities
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.
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
BRT Route

BRT would primarily operate in mixed traffic

- Midtown Center to Downtown Milwaukee
- Downtown Milwaukee to Wood Veterans Center, Summit Place and State Fair Park
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.
BRT is in the Transit Development Plan

- 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
BRT stations serve all transfer corners. Some existing bus stops are removed to reduce in-vehicle time.
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
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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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.
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.
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.path.berkeley.edu/informationclearinghouse/brt/brt.html
http://www.apta.com/research/info/briefings/briefing_2.cfm

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