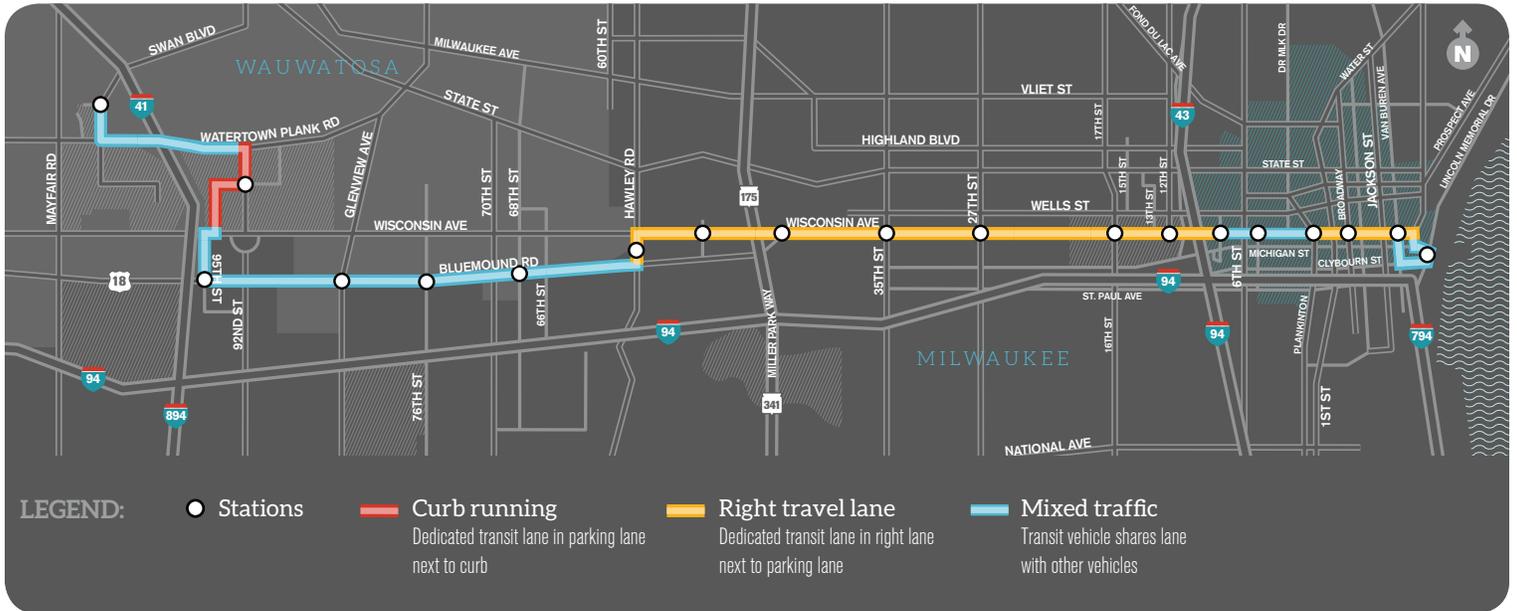


East-West Bus Rapid Transit (BRT) is Milwaukee County's planned 9-mile, **regional, modern** transit service connecting major **employment, education** and **recreation** destinations through downtown Milwaukee, Milwaukee's Near West Side, Marquette University, Wauwatosa and the Milwaukee Regional Medical Center. The first project of its kind in Wisconsin, East-West BRT would provide improved access to the region's most **vital**, most **traveled** and most congested corridor.

EAST-WEST BRT ROUTE AND STATIONS



REGIONAL CONNECTIVITY

Milwaukee County is one of the few metropolitan areas with over 1 million people that doesn't have an enhanced transit system. BRT is a key part of the regional transportation plan, building on existing MCTS routes and providing opportunities to improve regional transit efficiency. BRT can spur the development of and connection to additional rapid transit corridors in the region.

WHY BRT?

- BRT is part of a **healthy, multimodal** transportation system that connects people to **jobs**, and businesses to **customers**.
- BRT is **cost-effective, efficient** and has been proven to increase transit use with **improved service** frequencies, travel time and reliability.
- BRT supports and sparks millions in **economic development**.

WHO WILL USE BRT?

The East-West BRT is projected to average over 9,500 daily riders by 2035 and increase overall transit ridership in the corridor by 17 percent. Ridership will be fueled by activity generators within the half-mile station area around the proposed route including ...

9
colleges and universities

120K **JOB**
100+ BUSINESSES
with **250 or more**
EMPLOYEES

47,000
RESIDENTS

7 **MEDICAL**
FACILITIES

25 **HOTELS**

COUNTLESS ATTRACTIONS including the county zoo, Miller Park, Bucks' arena, art museum and Summerfest

Nearly \$1 billion of under-construction development and over \$400 million of proposed development in the East-West corridor will directly benefit from BRT service.

PROJECT PHASES



Project schedule is subject to federal funding availability.

BRT SERVES LOW-INCOME POPULATIONS

Within the BRT corridor ...

 **17.5 percent** of the population live below the poverty line

AND

17.7 percent of households do not have a car 

HOW IS BRT FUNDED?

The BRT capital cost is estimated at \$53 million (year of expenditure dollars). The financial plan for the project anticipates the capital cost may be funded up to 80 percent through the federal Small Starts program, which requires a minimum local match of 20 percent. With systemwide MCTS operating improvements, the new BRT service will only add about 1 percent to MCTS's overall operating and maintenance costs. Operations will be funded as part of the existing MCTS, which comes from bus fares, advertising and sponsorships, state and federal funding and local tax levy.



BRT service can save up to 8 minutes – a **20 percent savings in travel time** – compared with current MCTS service options. BRT travel time between downtown Milwaukee and the Watertown Plank park and ride lot is anticipated to take about 37 minutes during peak periods. This is competitive with auto travel times, which can be as high as 50 minutes during congested peak travel times.

EAST-WEST BRT PROJECT FEATURES



Up to 19 stations connect regional network of major employment centers, education facilities and recreational destinations



Modern electric buses provide a quiet, comfortable, sustainable vehicle with features for easy boarding and interior bike storage



Reliable and predictable travel times through the use of dedicated lanes (over 50% of the corridor length), fewer stops, traffic signal priority and pre-board ticketing



Reduces traffic congestion by attracting more transit riders and removing thousands of cars from the corridor



More frequent daily service with buses every 10 minutes during peak hours and midday, and every 20-30 minutes in early morning, evening and late-night



Please visit www.eastwestbrt.com to submit comments or questions, and sign up to receive public meeting notices.



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