

# WHO WILL USE BRT?

The East-West Corridor connects workers and residents to the largest employment and activity centers in southeast Wisconsin including ...



**9**  
colleges and universities

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

**47,000**  
  
**RESIDENTS**

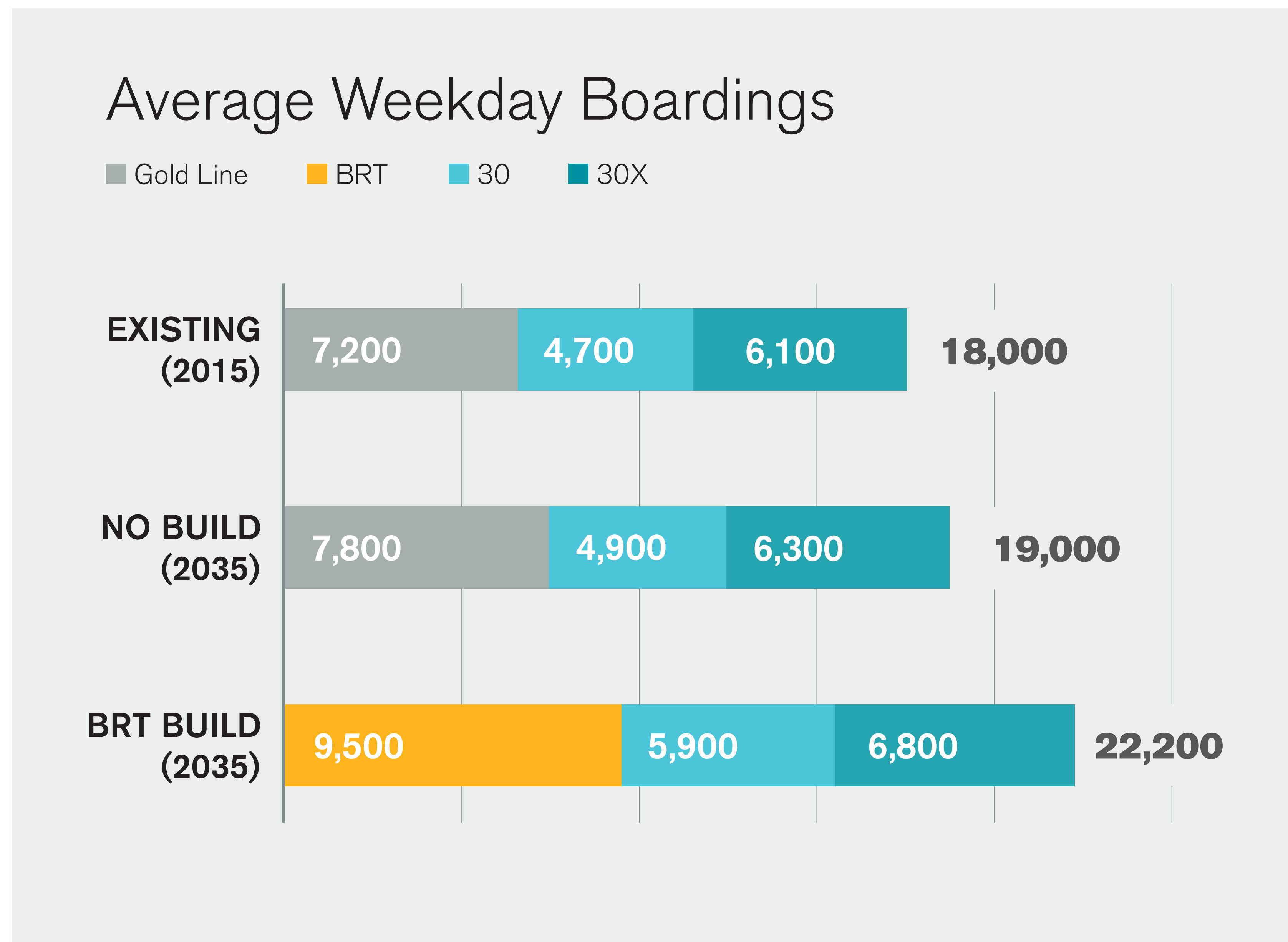
**7**  **MEDICAL FACILITIES**

**25**  **HOTELS**

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

## Ridership

Ridership for the East-West BRT will be generated by large concentration of population, employment centers and attractions.



### HOW IS RIDERSHIP DETERMINED?

The project team used a Federal Transit Administration model called STOPS, which stands for Simplified Trips-on-Project Software, to generate East-West BRT ridership projections.

The model shows transit ridership with BRT along the corridor would be over 22,200 by 2035 – a 17% increase over the no build scenario.

Figures are given for all routes utilizing the BRT corridor (BRT, Gold Line, 30 and 30X) for a complete picture of what exists today and what the corridor might look like in the future with or without BRT.

By 2035, the BRT project is expected to result in:

**17%** CORRIDOR RIDERSHIP INCREASE (Build vs. No Build)

**9,500** AVERAGE WEEKDAY BRT BOARDINGS