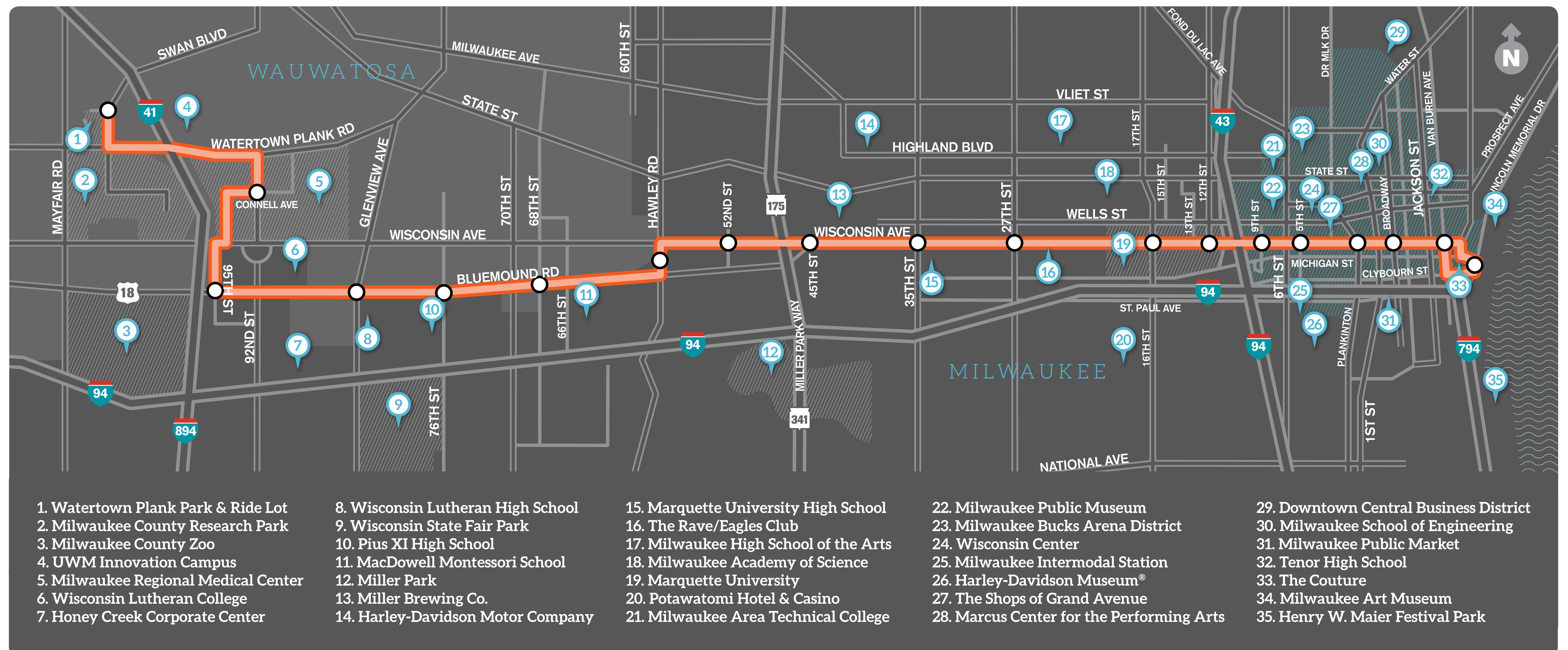



ABOUT EAST-WEST BRT

- 9-mile regional, modern bus rapid transit service
- Connects downtown, Near West Side, Marquette University, Wauwatosa and the Milwaukee Regional Medical Center
- Provides improved access to region's most vital, most traveled and most congested corridor



 Proposed route and station locations for the East-West BRT designated based on technical analysis and public/stakeholder input during the 2016 feasibility study and 2017 preliminary design phase

Why BRT?

- BRT plays a vital role in a **healthy, multimodal transportation** system that connects people to **jobs**, and businesses to their **customers**.
- BRT is **cost-effective** and has been proven to increase transit use with **improved service** frequencies, travel time and reliability.
- BRT supports millions of dollars in **economic development**.
- BRT meets a critical need to **mitigate traffic congestion**.

