**Milwaukee Rapid Transit System Map**

**System Map Alternative #1**

**Legend**
- Blue Line (Phase 1) - Milwaukee Lakefront / Regional Medical Center
- Gold Line - Capital Av / Fond Du Lac / Wisconsin State Fair Park
- Green Line - Capital Dr / Fond Du Lac / General Mitchell Airport
- Orange Line - Bayshore Town Center / Southridge Mall
- Purple Line - Bayshore Town Center / Wisconsin Center

**BRT Metro Operating Times**
- Mon-Thur: 5am - Midnight
- Fri: 5am - 3am
- Sat: 7am - 3am
- Sun: 7am - Midnight
- Times are approximate

**BRT is Accessible.**

- No Smoking
- No Eating or Drinking
- No Animals (except service animals)
- No Audio (without earphones)
- No Littering or Spitting
- No Dangerous or Flammable Items

**Final - Produced by UWM Bus Rapid Transit Workshop, Fall 2015**

**Map is not to scale.**
### Milwaukee Rapid Transit System Map

**System Map Alternative #2**

**Legend:**
- Blue Line (Phase 1) - Milwaukee Lakefront / Regional Medical Center
- Gold Line - Bayshore Town Center / Downtown Waukesha
- Green Line - Liberty Ave / Park Pl. / Southridge Mall
- Orange Line - Liberty Ave / General Mitchell Airport
- Purple Line - Northridge Mall / Southridge Mall
- Red Line - 128th St / Capital Dr / Southridge Mall

**Times are approximate:**
- 7AM - Midnight
- Sun: 7AM - 3AM
- Sat: 5AM - 3AM
- Fri: 5AM - Midnight
- Mon-Thu: 7AM - Midnight

**Operating Times:**
- BRT Metro
  - Mon-Thu: 5AM - 3AM
  - Fri: 5AM - 3AM
  - Sat: 7AM - 3AM
  - Sun: 7AM - Midnight
  - Times are approximate

**BRT is Accessible.**

- No Smoking
- No Eating or Drinking
- No Animals (except service animals)
- No Audio (without earphones)
- No Littering or Spitting
- No Dangerous or Flammable Items

**Special Event Operations**

**Minor Station Locations**

**Legend:**
- Shared Station Locations
- Major Station Locations

**Map Note:**
- Map is not to scale
- Fall 2015
- Final - Produced by UWM Bus Rapid Transit Workshop
- 2015
MILWAUKEE RAPID TRANSIT SYSTEM MAP

ALTERNATIVE #1 INFRASTRUCTURE PHASING

LEGEND

BL Blue Line (Phase 1) - Milwaukee Lakefront / Regional Medical Center
GD Gold Line - Capital Ave / Fond Du Lac / Wisconsin State Fair Park
GR Green Line - Capital Dr / Fond Du Lac / General Mitchell Airport
OR Orange Line - Bayshore Town Center / Southridge Mall
PR Purple Line - Bayshore Town Center / Wisconsin Center

PHASE 1
PHASE 2
PHASE 3
PHASE 4

FINAL - PRODUCED BY UWM BUS RAPID TRANSIT WORKSHOP, FALL 2015

MAP IS NOT TO SCALE
**Preliminary Analysis**

### Activity Centers by Sale Activities

#### Existing MCTS Express Routes

Top Generation Hot Spots

#### Current MCTS Express Routes 0.5 Mile Buffer Study Area

Population

- 432,383

Employment

- 295,165

Sales Volume

- $230 M

Ridership

- 910,000

Poverty Rate

- 37% 207,012

Racial Diversity

- White: 225,970 54%
- Black: 152,112 36%
- Asian: 17,450 4%
- American Indian and Alaska Native: 2,207 1%
- Hawaiian and Pacific Islander: 160 0%
- Other Races: 19,951 5%

**Summary**

- **Total:** 417,860

### System Analysis - Private Right of Way

#### 0.5 Mile Buffer Study Area

#### Population Density

#### Employment Density

#### Poverty

#### Key Business Capture

#### Racial Diversity

Note:

1. "Number1/ Number2/ Number3" Ridership number rationale:
   - Number1: Ridership captured from the existing MCTS ridership data by the BR system.
   - Number2: Ridership projection based on the current MCTS average daily ridership, or per se trip generation per Serviceable Sq. Miles.
   - Number3: High ridership scenario projection based on the current MCTS average daily ridership on selected high ridership corridors, including Wisconsin Avenue, 27th Street, Fond Du Lac Ave, Capitol Drive, Silver Spring and National Avenue Corridors.

Data Source:

2. MCTS Ridership Data, Mar, 15th.
3. ESRI ARCGIS, Business Analysis Sales_Volume.

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**System Analysis - Alternative I**

**Population Density**
- High
- Medium
- Low

**Employment Density**
- High
- Medium
- Low

**Poverty Status**
- High
- Medium
- Low

**Racial Diversity**
- White
- Black
- Asian
- American Indian and Alaska Native
- Hawaiian and Pacific Islander
- Other Races

**System Overlap with Current MCTS: 72 miles' Service Overlap**

**Data Source:**
2. MCTS Ridership Data, Mar, 15th.
3. ESRI ARCGIS, Business Analysis Sales_Volume.

**Note:**
1. "Number1/ Number2/ Number3" Ridership number rationale:
   - Number1: Ridership captured from the existing MCTS ridership data by the BRT system.
   - Number2: Ridership projection based on the current MCTS average daily ridership, or per se trip generation per Serviceable Sq. Miles.
   - Number3: High ridership scenario projection based on the current MCTS average daily ridership on selected high ridership corridors, including Wisconsin Avenue, 27th Street, Fond Du Lac Ave, Capitol Drive, Silver Spring and National Avenue Corridors.

**Legend:**
- **Green**: BRT
- **Purple**: Street
- **Orange**: Rail
- **Red**: Walk
- **Blue**: Future Study Area

**Land Use Inclusion Details**
- Industrial: IO, IL, IM
- Residential: RS, RT, RM, RO
- Commercial: NS, LB, CS, RB, C9A-C9H
- Special Districts: PD, DPD, RED

**Developed by UWM Bus Rapid Transit Workshop, Fall 2015**
**System Analysis - Alternative II**

**Population** 456,671

**Employment** 323,342

**Sales Volume** 3273 M

**Ridership** 879,735, 85, 879, 210,000

**Poverty Rate** 32%

**Race**
- White 254,301 (53%)
- Black 144,233 (33%)
- Asian 17,345 (4%)
- American Indian and Alaska Native 2,004 (1%)
- Hawaiian and Other Pacific Islander 191 (0%)
- Other Races 22,702 (5%)

**System Overlap with Current MCTS: 109 miles’ Service Overlap**

- **Development Potential: Vacant Property (Na. Ft.)**
  - Commercial: 7,155,794
  - Industrial: 15,876,986
  - Special District: 5,133,464

**Sale Activity Centers captured by the System**

**Legend**
- Alternative II
- Commercial
- Residential
- Industrial
- Special District

Produced by UWM Bus Rapid Transit Workshop, Fall 2015