The East-West Corridor has been identified as the most heavily traveled and congested corridor in the Milwaukee area, significantly so along Wisconsin Avenue (AECOM).

Milwaukee County Transit System has been struggling to meet the demands of riders in the corridor. Investing in a Bus Rapid Transit (BRT) service is a sustainable public transportation option that will improve travel time and reliability, attract new ridership and reduce existing commuting issues.

Photo credit goes to: TheCityOfLosAngeles.org, CityofChicago.org, “Existing Bike Lanes & Marked Shared Lanes”, & The Chicago Department of Transportation Ashland Avenue BRT Project Assessment Summary.
MILWAUKEE COUNTY TRANSIT
TODAY

Automobile-Dominated, Pass-Through Road

Downtown Milwaukee has the largest employment hub in the city with 81,000 jobs and 25,000 residents. Business and other activity is predicted to increase.

THE FUTURE
WITH BUS RAPID TRANSIT

Pedestrian-Friendly, Locally-Oriented Street

BRT provides sustainable transit to transport riders QUICKLY and SAFELY to their destinations.

Transit technologies improve driver and pedestrian safety around BRT stations.

PARKING

Only 150 existing parking spaces are being removed for the BRT, but in their place will be a protected bike lane. There are roughly still over 1500 spaces between Glenview Rd. to Van Buren St.

PROTECTED BIKE LANES
MEAN BUSINESS

When San Francisco reduced car lanes and installed bike lanes and wider sidewalks on Valencia Street, 2/3rds of merchants said the increased levels of bicycling and walking improved business. **

In Toronto’s business district, 50% of customers traveling by bike spent $100 a month versus 34% who traveled by car. ***

***http://www.tritag.ca/static/uploads/protected-bike-lane-infographic.png
Bus Rapid Transit can actually lead to *economic benefits* that greatly outweigh the costs to run it!

**Here’s Why!**

**The Value of Time**

$\text{Time} = \$ \text{per day}$

BRT in the East-West Corridor is estimated to reduce the total trip length by 15 minutes. Based on ridership projections and an average wage of $12/hour, the *time savings BRT would provide* translates to roughly $11 thousand per day, or *$4.2 million per year*! \(^1\), \(^2\)

**The Value of Transit Oriented Development**

$\text{Development} = \$ \text{per year in tax revenue}$

BRT in the East-West Corridor will create a more attractive, pedestrian-oriented environment that will add to Milwaukee’s tax base. Based on a study of properties in the corridor, it is estimated that BRT could lead to *$96 million* in transit-oriented development, generating *$3 million per year in tax revenue*! \(^1\), \(^2\)

**The Value of Safety**

$\text{Safety} = \$ \text{per year}$

BRT in the East-West Corridor will create safer and more predictable streets. Based on comparable case studies, it is estimated that BRT could lead to *annual savings of $4 million* from costs associated with traffic accidents. \(^1\), \(^3\)

**The Value of a Robust Transit System**

BRT in the East-West Corridor will be the first step towards developing a more robust regional transit system. With such a system, many households would be able to forgo car ownership, *saving an estimated $10,000 per year*. \(^4\)

**The Value of Clean Air**

BRT systems in Mexico City reduced air pollutants and *saved an estimated $3 million* in public health related expenses. \(^5\)

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For more information:
2. UWM BRT Workshop, Fall 2016
5. Social, Environmental and Economic Impacts of BRT Systems, Embarq, World Resources Institute.
**BRT & THE ENVIRONMENT**

**THE CONCERN**

“Bus Rapid Transit will add to the number of noisy, polluting buses.”

**DID YOU KNOW?**

Bus Rapid Transit will *improve air quality* and *reduce emissions* in the East-West corridor!

**HERE’S WHY!**

**AN ATTRACTIVE, ECOLOGICALLY FRIENDLY SYSTEM**

BRT in the East-West Corridor will transform the nature of the environment. BRT improvements will *calm traffic, remove cars from the road*, and *reduce emissions* that pollute the air. Based on projected ridership estimates, BRT will *reduce vehicle miles traveled by over 50,000 per day.*

**LOW-EMISSION BUSES**

If fully funded, BRT in the East-West Corridor may utilize low-emissions buses that are *more efficient* to operate and have *smaller carbon footprints.*

**REMOVES CARS FROM ROAD**

Through increased ridership, BRT in the East-West Corridor will remove an estimated 6,700 cars from Milwaukee region roadways, a reduction of over 30,000 tons of carbon dioxide per year.

**INCREASES LOCAL AUTONOMY**

Through more efficient vehicles and increased ridership, BRT in the East-West Corridor will *reduce dependence* on foreign oil and *increase local resilience.*

**REDUCES PERSONAL CARBON FOOTPRINT**

People who use public transit instead of a personal automobile *reduce* their contribution to *greenhouse gases* by 30%.

**FINANCIALLY SUSTAINABLE**

Utilizing public transit instead of owning a car can save households up to $10,000 a year.

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BRT & CURRENT MCTS RIDERS

THE CONCERN
“Bus Rapid Transit will make service worse for local riders.”

DID YOU KNOW?
Bus Rapid Transit will improve frequency and quality of service in the East-West Corridor!

HERE’S WHY!

BETTER SERVICE AT THE SAME PRICE

$ = $

BRT in the East-West Corridor will provide faster, more frequent service without increasing costs to riders. It will improve the quality of the street environment, and make for safer, more efficient streets.

FASTER SERVICE SAVES TIME

BRT in the East-West Corridor is estimated to reduce the total trip length by 15 minutes, largely because of dedicated lanes. For riders who use transit to travel this corridor everyday, faster service will save approximately 7.6 days of travel time every year.1,2

MINIMAL IMPACT TO LOCAL ROUTES

Though many local routes that utilize the East-West Corridor will be unaffected, some will need to be relocated a block north or south. Personal schedules may need to be adjusted. Overall, BRT improvements will improve local service by efficiently serving the busiest transit corridor in Milwaukee.1

MORE FREQUENT SERVICE

BRT in the East-West Corridor will operate with more frequent service than current MCTS schedules. During peak hours, buses will arrive every 10 minutes. During off-peak hours, buses will arrive every 15-30 minutes.1

QUALITY STATIONS

With BRT, the East-West Corridor will have bus stations that are more attractive, and easier to use. Paying before boarding will be easier and more efficient.1

HOW DOES BRT PROVIDE FASTER SERVICE?

Dedicated lanes help keep streets orderly and efficient

Level platforms make boarding quicker

Pre-pay stations save time

Signal priority helps buses stay on schedule

Busway alignment reduces the need to merge

2. UWM BRT Workshop, Fall 2016

Figure F05
Appendix F (Infographics)
BRT & BUSINESSES

THE CONCERN
“Bus Rapid Transit will hurt my East-West Corridor business.”

DID YOU KNOW?
Bus Rapid Transit can actually lead to a better business environment that can positively impact your business!

HERE’S WHY!

Street improvements like landscaping and street furniture can create a more attractive environment and encourage more people to visit the corridor.

More shoppers can come to your business due to faster, more reliable transportation.

Your employees will benefit from an easier, faster commute to work and not having to deal with parking.

Pedestrians and bicyclists spend comparable, if not more, money over the course of a month than automobile drivers.

In the 6 years since implementation of the Cleveland HealthLine BRT, property values along the corridor have doubled overall.

BRT has been shown to encourage other investment in development along the corridor such as commercial development, housing and hotels, other attractions, which helps to revitalize neighborhoods.

For more information:
1. Consumer Behavior and Travel Mode Choices, Oregon Transportation Research and Education Consortium 2012.
3. Estimated parking impacts are associated with recommended alignment in MOVING MILWAUKEE: Regional Rapid Transit for a 21st Century City, Section 7: Alignment for the East-West BRT Corridor, UWM-Milwaukee BRT Transportation Workshop Class, Fall 2016.
4. Image and observation of downtown parking sign by Dr. Robert J. Schneider.
**DID YOU KNOW?**

Bus Rapid Transit can actually lead to **safer streets** and a more **pedestrian-friendly** environment!

**HERE’S WHY!**

The “Rapid” in Bus Rapid Transit refers to **faster travel times** due to more efficient boarding, less stopping, and clear bus lanes.

**BRT Buses must follow the posted SPEED LIMIT!**

Consolidating automobile traffic to one lane in each direction will help slow drivers down and make the road easier to cross, creating a **more pedestrian-friendly environment**!

**THE CONCERN**  “Bus Rapid Transit will make the streets less safe for my family.”

**WALTERS**

**WITH BRT**

**WITHOUT BRT**

**BRT stations** add mid-crossing refuges for **PEDESTRIANS**, which shortens the overall distance needed to cross the street.

BRT on the East-West Corridor is estimated to increase ridership by **40%**, which can mean **more people walking around the station areas**.

This puts more **EYES** on the street & increases surveillance.

Many United States BRT stations are equipped with **24-hour lighting**, **emergency phones**, and **security cameras**.

BRT separates traffic into segregated uses, preventing collisions that result from merging in mixed traffic.

In Latin America, streets with BRT have seen an average reduction in fatalities and injuries of over **40%**.

Based on comparable case studies, it is estimated that BRT will save **$4 million per year** in expenses related to traffic accidents.

For more information:
Bus Rapid Transit is easier to use and more accessible than the current bus system. It makes riding the bus easier for everyone. BRT stations are more protected from the elements, so it creates a nicer environment to wait for the bus. BRT allows for larger bus stops which accommodate service animals and wheelchairs. All BRT stations will be ADA accessible, so everyone can use the station with little worries.

**The Concern**

“Bus Rapid Transit will not be accessible to all.”

**DID YOU KNOW?**

Bus Rapid Transit is easier to use and more accessible than the current bus system.

**Here’s Why!**

- **Easier access to bus facilities**
- **Easier ticket purchasing**
- **Easier snow removal**

Which makes the overall bus ride better for everyone!

**Local service** will still continue through the corridor, allowing for people to use their current bus routes.

**Without BRT**

- BRT stations allow for easier access to bus facilities.
- Easier ticket purchasing.
- Easier snow removal.

**With BRT**

- BRT allows for level boarding into the bus. This allows for everyone to be able to board the bus and not have to step up onto the bus.
- BRT makes riding the bus easier for everyone.
- Better station design allows for a safer, easier, and better overall riding experience.
- Making riding from home to work and shopping smoother.
- Easier boarding leads to faster commuting times, saving hours a year for regular riders. This attracts new riders and can save people money.