



W. Keefe

SPECIAL ISSUE

Downtown

Miller
ParkWood
Veterans
Center

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BusLines

2012 Transit System Service Changes

We are pleased to let our customers know we are introducing new bus service, the MetroEXpress, and we are able to maintain the majority of the current service levels for 2012. It was a challenge to prepare for the upcoming year and how to keep MCTS bus service intact. We are thankful to the Milwaukee County Executive, the Milwaukee County Board and our riders whose dedication to transit made a positive impact. This special issue of Bus Lines will explain the upcoming changes and assist you with the transition occurring on Sunday, January 29.

What Led to the Transit Service Changes

We started the year facing a 10% (\$6.8 Million) reduction in State aid which equals roughly \$9.8 million in diminished bus services. This was on top of other budgetary challenges, including State elimination of County reimbursement for Title XIX Medicaid non-emergency medical transportation rides, the rising cost of fuel and other annual inflationary cost increases attributed to utilities, parts, materials, labor and benefits.

During 2011, a special CMAQ grant opportunity arose which allows us to create NEW SERVICE and improve air quality by positively impacting auto congestion. This approach will improve the system with three routes (with limited stops) and allow us to maintain the majority of service by reducing expenses with other routes.

**Service change effective:
Sunday, January 29, 2012**



How Service will Change

A number of actions were taken to reduce costs in other areas since decreasing bus service is always the last resort. Eliminations were trimmed to small segments which had the lowest ridership and we are finally able to bring back express service so many had enjoyed in the past.

Summation of changes

- Three new express routes – RedLine, GreenLine & BlueLine
- Two new routes – Route 56 (Greenfield Avenue) and 52 (Clement-15th)
- Names of Route 11, 18 & 68 will no longer be used, their service is replaced by other routes
- Routes 15, 23 & 62 will have significant routing changes
- Routes 15, 54 & 63 will have extensions, picking up other route segments
- Some small segment eliminations on Routes 11, 18, 23 & 68

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Questions & Answers

When will the bus schedule changes go into effect?

The change in services will begin on Sunday, January 29, 2012.

When will route schedules be available?

Schedules will be available on our website, RideMCTS.com, by January 12, 2012. Printed schedules will be placed on buses, in information racks and sent to libraries and other locations by January 25, 2012. It is a short amount of time from when the budget is set to implementation of changes. We will work as quickly as possible to prepare the information on routes.

Are there any fare increases?

Transit Plus service will increase 75 cents from \$3.25 to \$4.00. The Commuter Value Pass will increase from \$195 per quarter to \$201. Both will occur on January 1, 2012.

How will I know what bus stops are changing?

If a bus stop for a route is being eliminated, a temporary sign will be posted at the stop in early January. For all other changes, please read this special issue of Bus Lines carefully, review route guides (printed or online) or call MCTS Customer Service at 414-344-6711. All permanent bus stop sign changes will be made by January 29 when service begins. *Due to the number of bus stops changing, we will be unable to put up temporary signs at bus stops that are being replaced by another route.*

What are the names of the new routes?

MetroEXpress buses are:
RedLine (Capitol Drive)
BlueLine (Fond du Lac-National)
GreenLine (Bayshore-Airport)

What makes it an express service vs. local service?

Bus stops are spaced further apart with express service to provide quicker bus service for passengers. In general, regular service means bus stops are generally placed every 1/8 of a mile. Express bus stops would be spaced every 1/2 mile when there is another bus route on the street. However, when there is no other bus route, stops will be spaced every 1/4 of a mile.

Why did other routes change when you added express bus routes?

Some service changes will be necessary with the introduction of

express bus service to avoid substantial cuts, duplication of bus service or reductions in transit service system wide.

What are the fares for the new MetroEXpress bus routes?

MetroEXpress fares will be the same as riding a regular route - \$2.25 adult cash, \$1.10 for Seniors, Children and Individuals with Disabilities. Weekly pass, monthly pass, adult fare tickets, Freedom Pass, CVP and U-PASS are also valid on express services.

Will bike racks be on express routes?

Yes, all MCTS buses have bike racks.

Service Hours & Frequency of MetroEXpress

► RedLine (Capitol Drive)

- Service will operate roughly 4:30 am to 12:30 am, seven days a week
- Frequency – Weekday: 15-20 minutes, Saturday: 25-30 minutes & Sunday: 25-30 minutes

► BlueLine (Fond du Lac-National)

- Service will operate roughly 4:30 am to 2:00 am, seven days a week
- Frequency – Weekday: 15-30 minutes, Saturday: 30-45 minutes & Sunday: 30-45 minutes

► GreenLine (Bayshore-Airport)

- Service will operate roughly 4:30 am to 2:00 am, seven days a week
- Frequency – Weekday: 10-15 minutes, Saturday: 20-25 minutes & Sunday: 25-30 minutes



Combined Frequency for MetroEXpress Buses and Routes 62 & 23

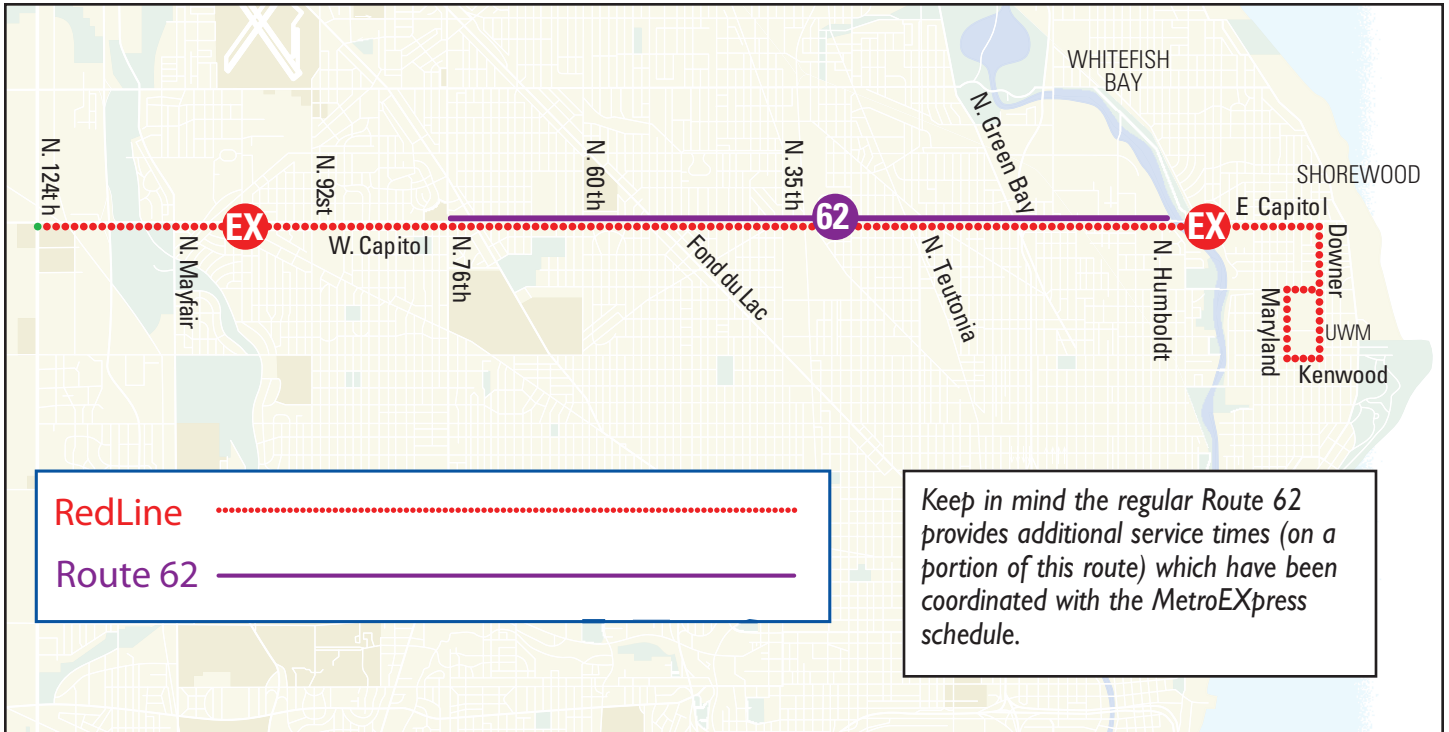
Keep in mind the regular Routes 23 & 62 provide additional service times (on a portion of the route) which have been coordinated with the MetroEXpress schedules.

RedLine & Route 62 combined frequency: Weekday: 10-15 minutes, Saturday: 10-15 minutes & Sunday: 15-20 minutes

BlueLine & Route 23 combined frequency: Weekday: 10-15 minutes, Saturday: 15-20 minutes & Sunday: 15-20 minutes

MetroEXpress - RedLine (Capitol Drive)

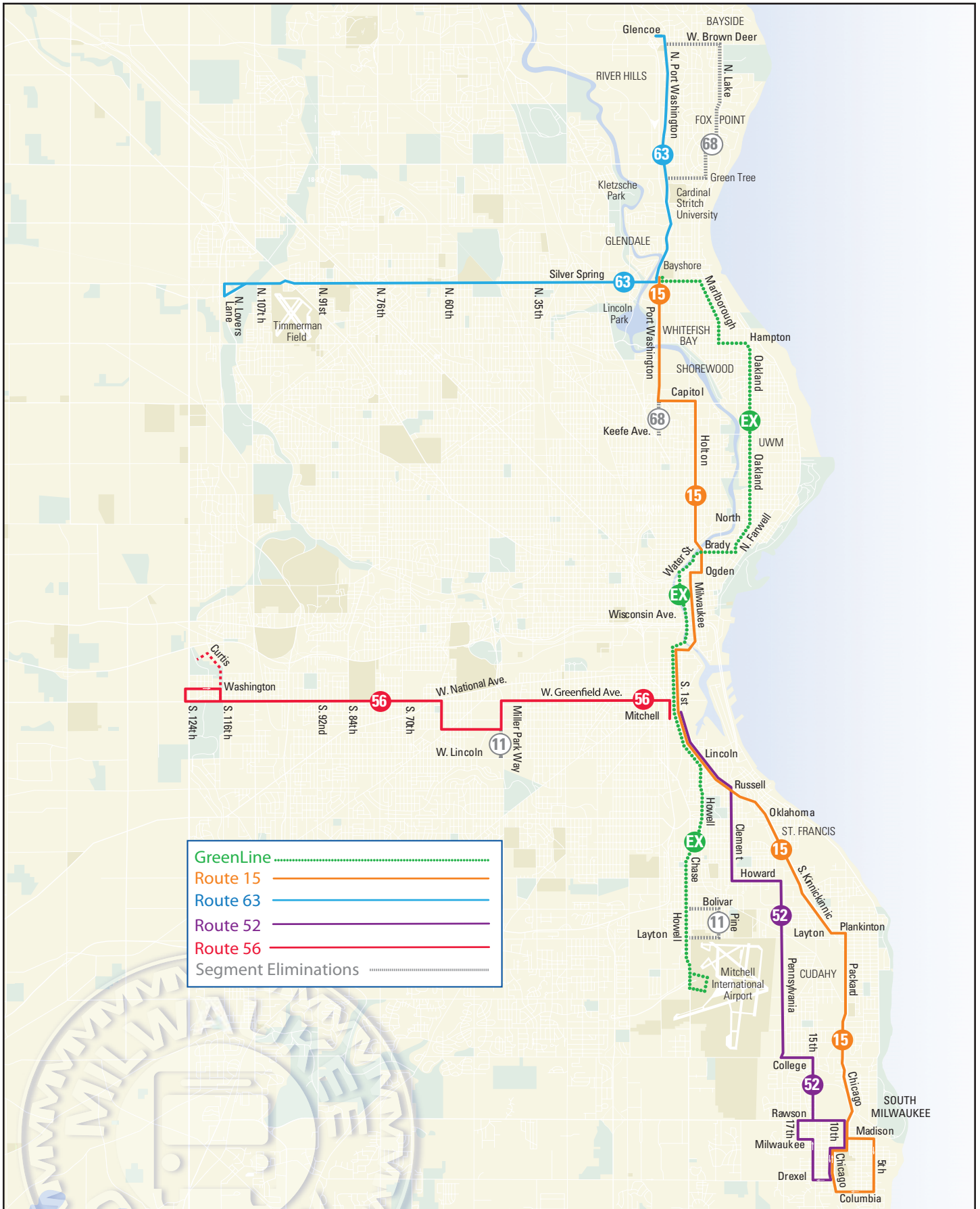
- **New RedLine Route** operating on Capitol Drive between 124th Street and UWM
- **Replaces Segments** of Route 62 – on Capitol Drive between 76th Street and 124th Street and segment between Humboldt Boulevard and UWM
- Service will operate roughly 4:30 am to 12:30 am, seven days a week
Frequency – Weekday: 20-24 minutes, Saturday: 24 minutes & Sunday: 20 minutes



Route 62 (Capitol Drive)

- Route is shortened and segments transferred to RedLine
- **Transferred Segment to RedLine** – on Capitol Drive between 76th Street and 124th Street and segment between Humboldt Boulevard & Capitol Drive and UWM

MetroEXpress - GreenLine (Bayshore-Airport)



MetroEXpress - GreenLine (Bayshore-Airport)

- **New GreenLine Route** - Operates between Bayshore and the Airport
 - **Replaces** – Route 15 service between Lincoln Avenue and Bayshore along Water Street, Brady Street, Oakland Avenue, Marlborough Avenue and Silver Spring Drive. Also replaces Route 11 service between National Avenue to Layton Avenue
 - Service will operate roughly 4:30 am to 2:00 am, seven days a week
 - Frequency – Weekday: 12-13 minutes, Saturday: 19 minutes & Sunday: 30 minutes
 - The GreenLine bus stop will be in the same location as the Route 80 bus stop across from Baggage Claim at the Airport
-

Route 15 (Holton-Kinnickinnic)

- **Revised routing and new name** – Operates between Bayshore and Chicago Avenue & Columbia Avenue
- **Replaces** – part of Route 68 – on Port Washington Road between Capitol Drive and Bayshore
- **Transfer segment** to New GreenLine – will replace Route 15 service from Downtown to Bayshore along Water Street, Brady Street, Oakland Avenue and Silver Spring Drive
- **Transfer segment** to Route 52 – will replace Route 15 on Clement Avenue, Pennsylvania Avenue and 15th Avenue
- **New Extension** – Will now operate on Milwaukee Street, Holton Street, and Port Washington Road between Downtown and Bayshore

Route 52 (Clement-15th)

- **New Route** will operate between Kinnickinnic Avenue & Mitchell Street and Drexel Boulevard via 15th Avenue
- **Replaces** – Route 15 segment on Clement Avenue, Pennsylvania Avenue and 15th Avenue
- Customers can transfer to Route 15 or the GreenLine

Route 63 (Silver Spring Drive-Port Washington)

- **New Name:** was called Silver Spring
- **Replaces** – part of Route 68 – on Port Washington Road between Bayshore and Brown Deer Road

Route 56 information is on page 7.

Route 68 (Port Washington)

- **Retired Route Number**
- **Eliminate two segments:** Green Tree Road, Lake Drive and Brown Deer Road. Also on Port Washington Road, between Capitol Drive and Keefe Avenue
- **Transferred Segment** to Route 63 – on Port Washington Road between Bayshore and Brown Deer Road
- **Transferred Segment** to Route 15 – on Port Washington Road between Capitol Drive and Bayshore

BlueLine
Route 23
Route 56
Route 54
Segment Eliminations

MetroEXpress - BlueLine (Fond du Lac-National)

- **New BlueLine Route** – mainly operating on Mill Road, Fond du Lac Avenue and National Avenue
- Service will operate roughly 4:30 am to 2:00 am, seven days a week
Frequency – Weekday: 20-24 minutes, Saturday: 30 minutes & Sunday: 34 minutes

Keep in mind the regular Route 23 provides additional service times (on a portion of this route) which have been coordinated with the MetroEXpress schedule.

Route 23 (Fond du Lac-National)

- **Name change:** was called Fond du Lac
- **Eliminated segment** between Wisconsin Avenue & 2nd Street and Downtown Transit Center
- **Transferred segment to** – BlueLine – between 110th Street & Park Place and 60th Street & Congress Street along 107th Street, Fond du Lac Avenue, Mill Road, 64th Street, Villard Avenue & 60th Street
- **Replaces** – part of Route 18 – on 2nd Street and National Avenue between Downtown and 70th Street & Greenfield Avenue

Route 56 (Greenfield Avenue)

- **New Route** replaces part of Route 18 and Route 11
- **Replaces** – part of Route 18 - on Greenfield Avenue between 70th Street and 124th Street
- **Replaces** – part of Route 11 – on Greenfield Avenue between 1st Street and Miller Park Way

Route 54 (Mitchell-Burnham)

- **Replaces** – Route 18 – on National Avenue & Cleveland Avenue between 92nd Street and 108th Street and Cleveland Avenue
- **NOTE:** no name change

Route 11 (Holton-Greenfield/Howell)

- **Retired Route Number** – Route 11 will be replaced by Route 15, Route 56 and GreenLine
- **Eliminated segment** – on Bolivar Street, Pine Street and Layton Avenue
- **Transferred segment to** New Route 56 – on Greenfield Avenue between 1st Street and Miller Park Way
- **Transferred segment to** Route 15 – on Milwaukee Street and Holton Street
- **Transferred segment to** GreenLine – on Howell Avenue to Airport

Route 18 (National-Greenfield)

- **Retired Route Number** – Route 18 will be replaced by Routes BlueLine, 23, 54, and 56
- **Eliminated segment** on 92nd Street between National Avenue and Greenfield Avenue
- **Transferred segment to** Route 23 and BlueLine – along 2nd Street and National Avenue from Wisconsin Avenue to 70th Street & Greenfield Avenue
- **Transferred segment to** Route 56 – on Greenfield Avenue between 70th Street to 124th Street
- **Transferred segment to** Route 54 – on National Avenue and Cleveland Avenue between 92nd Street and 108th Street

Service Changes

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Decision on Routing

If we would not have received the CMAQ funding, potentially, 21 bus routes could have been eliminated. This would have been devastating to the transit system. We are thankful for the County and their creative approach to maintain as much service as possible.

Our overall methodology for making necessary changes includes:

- Maintain access to job corridors and public service. We want to get people to their jobs
- Minimize loss of service to transit dependent areas
- Consider availability of alternate service
- Simplify routes where possible
- Increase overall efficiency of service provided
- Minimal elimination of service on lowest producing routes or segments
- Reduce service frequency on low producing route segments
- Remove or modify branching of routes

Why we picked the three express routes?

- Are along strong, heavily used work corridors
- Have major destinations
- SEWRPC identified these recommendations in their Five Year Transit Development Plan
- Community has indicated they would like express routing in these areas (i.e. Route 1 was a popular route we had eliminated due to limited funding)
- In order to find a healthy solution instead of cutting 21 bus routes, this option allows us to create new, improved service which frees operating dollars to protect other important bus service
- Improved access to Downtown
- Best opportunity to reduced auto congestion to qualify for CMAQ funding

For More Information:



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