

Southeastern Wisconsin  
**Regional Planning Commission**



# **Bluemound Corridor BRT Feasibility Study**

City of Waukesha Transit Committee

February 8, 2024

- Completed as part of the Waukesha Transit Development Plan in January 2022
- Identified options including alignments and potential station locations for enhanced local service, corridor BRT, and fixed-guideway/full BRT
- Feasibility study identified as next step



Bus Rapid Transit Concept Plan for the **Bluemound Road Corridor**





## Mobility:

- Buses come more often
- Route is simplified
- Stops are further apart meaning the bus will stop less often
- Dedicated lane is expanded to improve speed

## Workforce Connections:

- Extend running times to accommodate hospitality industry jobs and other 2nd shift jobs
- Convenient transfer to/from CONNECT Bus Rapid Transit
- Use of Umo App will allow for easy fare payment, bus tracking, and more seamless transfers between MCTS and Waukesha Metro

## Safety/Comfort:

- Improve stops with shelters and lighting (where ridership warrants)
- Pedestrian improvements where needed





# Existing Route 1 with Dedicated Bus Lanes



- EXISTING ROUTE 1 (NO BUILD)
- CONNECT BUS RAPID TRANSIT (MCTS)
- EXISTING DEDICATED BUS LANE
- POTENTIAL DEDICATED BUS LANE EXTENSION

Source: Waukesha Metro Transit, MCTS, and SEWRPC

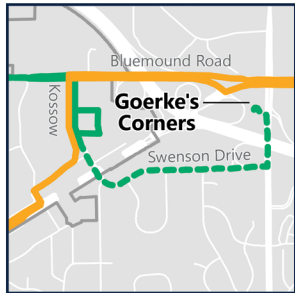
## Study considered:

- Extension of dedicated bus lanes
- Route configuration
- Bus stop locations
- Pedestrian crossings





# Bluemound Road Enhanced Transit Route Alignment



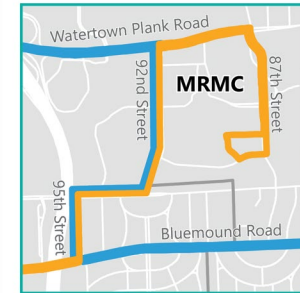
*Service to Goerke's Corners Park and Ride*

- Route 1 shifted away from Goerke's Corners
- Route 3 extended to cover service to Goerke's Corners



*Brookfield Square Stop*

- Previously a transfer point between GoldLine and Route 1
- Option was presented for public comment—recommended to remain
- Recommended to consider bypassing prior to mall opening



*Connections to CONNECT 1 and Other Waukesha Metro Routes*

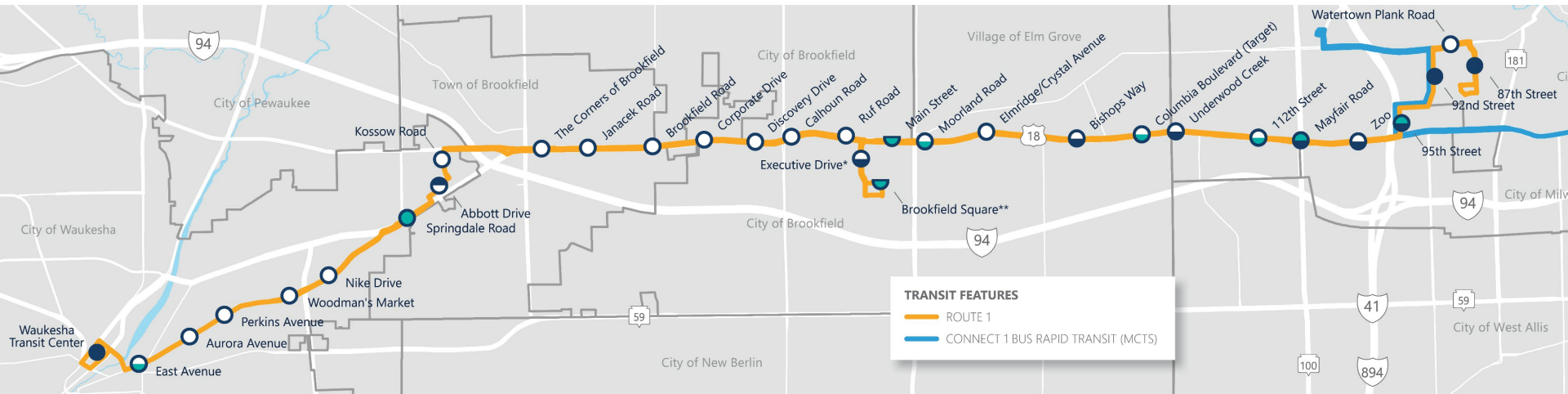
- Transfer point to Connect 1 at 95th Street
- Overlap service with Connect 1, providing service from MRMC to downtown Milwaukee
- Transit connections from Route 1 to all other Waukesha Metro routes at Waukesha Transit Center

### TRANSIT FEATURES

- ROUTE 1
- CONNECT 1 BUS RAPID TRANSIT (MCTS)
- EXISTING DEDICATED BUS LANE
- EXISTING ROUTE 3
- RECOMMENDED CHANGES TO ROUTE 3



# Recommended Station Locations



- BUS STOP PAIR
- WESTBOUND BUS STOP
- EASTBOUND SHELTER
- EXISTING SHELTER
- SHELTER RECOMMENDED
- NO SHELTER EXISTING OR RECOMMENDED AT THIS TIME

\*The existing shelter at the Executive Drive stop is located on the northbound side of the road and is utilized by trips in both directions.

\*\*The shelter recommended at Brookfield Square would serve trips in both directions.

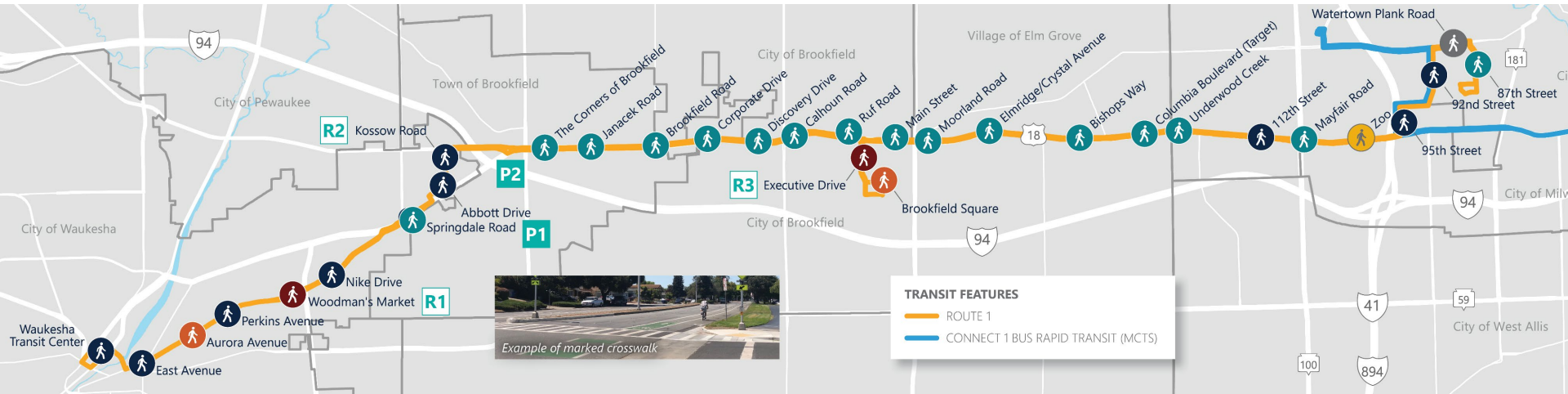
Source: Waukesha Metro Transit, MCTS, and SEWRPC

- ADA-compliant bus pads recommended at 11 stops
- Ten additional shelters
- Recommendations based on 15 riders per day at existing stops





# Recommended Pedestrian Improvements



## Existing Pedestrian Crossing Infrastructure

- Signalized Intersection with Marked Crosswalk, Curb Ramps, and Refuge Island
- Signalized Intersection with Marked Crosswalk and Curb Ramps
- Pedestrian Crossing with HAWK Signal
- Pedestrian Crossing with Pedestrian Bridge
- Unmarked Crossing with Curb Ramps
- Unmarked Crossing without Curb Ramps

## Planned Improvements

- P1** Add ADA bus pads and sidewalk connections near Springdale Road
- P2** Improve sidewalk connection between Goerke's Corners Park Ride Lot and Bluemound Road

## Recommended Improvements

- R1** Add curb ramp, sidewalk connections, and mark crosswalk near Woodman's Market
- R2** Add ADA bus pads at Kossow Road bus stops
- R3** Add ADA bus pads, curb ramps, sidewalk connections, and mark crosswalk near stop on Executive Drive



# Capital Costs

2023-2024 (\$0)	2025 (\$332K)	After 2025 (Potential Future Investments)
<ul style="list-style-type: none"> <li>➤ Safety signage along Bluemound Road (part of WisDOT project)</li> <li>➤ Adjustments to pedestrian signal cycle changes, if necessary, on Bluemound Road</li> <li>➤ Use of Waukesha Metro system UMO App (provides off-board ticketing &amp; real-time bus arrival information)</li> <li>➤ Coordinate with Milwaukee County Zoo to reduce operational concerns during high zoo visitor days</li> </ul>	<ul style="list-style-type: none"> <li>➤ Bus shelters where warranted (by ridership) and sidewalk to bus from shelter</li> <li>➤ Solar, motion-activated lighting</li> <li>➤ Pedestrian crossing at Woodman's grocery store on Main Street and Executive Drive</li> </ul>	<ul style="list-style-type: none"> <li>➤ Transit signal queue jumps</li> <li>➤ Level boarding platforms with snowmelt system</li> <li>➤ Off-board fare collection</li> <li>➤ Additional high-quality shelters</li> <li>➤ Specialized logo and route branding for enhanced transit shelters and buses</li> <li>➤ Next bus arrival information signs at high ridership shelters</li> <li>➤ Additional amenities at mobility hub</li> </ul>





# Operating Costs

*Estimated annual operating cost increase: \$760K*

**Existing Service**  
*Effective June 2023*

**Wait Time Between Buses**  
Weekdays: 20 Minutes  
Saturdays: 20 Minutes  
Sundays: 35 Minutes

**Service Hours**  
Weekdays: 5:15 a.m. – 11:55 p.m.  
Saturdays: 6:10 a.m. – 11:44 p.m.  
Sundays: 7:05 a.m. – 10:14 p.m.

**Recommended Enhancements**

**Wait Time Between Buses**  
Weekdays: 15 Minutes  
Saturdays: 20 Minutes  
Sundays: 30 Minutes

**Service Hours**  
M-Th: 5:15 a.m. – 11:55 p.m.  
Fridays: 5:15 a.m. – 12:30 a.m.  
Saturdays: 6:10 a.m. – 12:45 a.m.  
Sundays: 7:00 a.m. – 11:00 p.m.



## ➤ Federal Funding Options

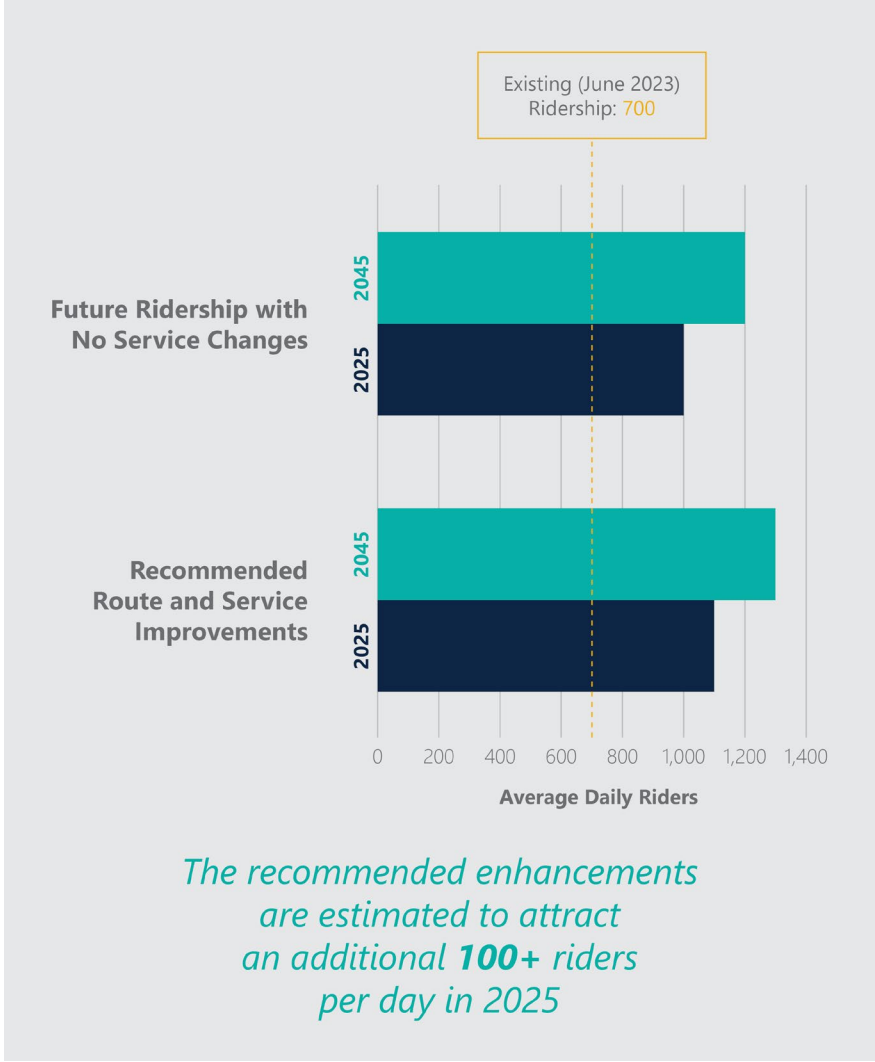
- FTA Section 5309 Capital Investment Grant (CIG) Program (80/20 split, spend within two years)
- FTA Section 5337 State of Good Repair Grant Program (80/20 split)
- FTA Section 5307 Urbanized Area Formula Program
- FHWA Congestion Mitigation and Air Quality (CMAQ) Program(80/20 split)
- Transportation Alternatives Program (TAP) (80/20 split)
- BIL Carbon Reduction Program (CRP)
- Others

## ➤ Value Capture Options

- Tax Incremental Financing Districts
- Parking Fees
- Special Assessments
- Private Sponsors/Branding (stations, buses)
- Advertising (stations, buses, state restrictions)



*Recommended improvements would save*  
**15 minutes round trip**  
*These enhancement are expected to increase ridership because service would be faster and more convenient.*



## ➤ Public Outreach

- Email list to send information and updates
- Bus rider survey: October 2022
- Business Meeting: Hosted by the Waukesha County Business Alliance: November 2022
- Outreach on Route 1 and Brookfield Square: April 2023



## ➤ Public Meeting

- Introduced recommended alternative details: April 2023
- Public comments to inform and finalize the recommended alternative





# Thank You

## Project Team

Carrie Cooper  
Project Manager  
Principal Transportation Planner  
[ccooper@sewrpc.org](mailto:ccooper@sewrpc.org)  
262.953.3205

Brian Engelking  
Transit Manager  
City of Waukesha Transit Commission  
[bengelki@waukesha-wi.gov](mailto:bengelki@waukesha-wi.gov)  
262.524.3634

Final report and other study information available at  
[www.sewrpc.org/SEWRPC/Transportation/Bluemound-Transit.htm](http://www.sewrpc.org/SEWRPC/Transportation/Bluemound-Transit.htm)