

ADDRESSING
THE LAST MILE
PROBLEM IN METRO MILWAUKEE



PUBLIC POLICY FORUM

IMPARTIAL RESEARCH. INFORMED DEBATE.

Previous Transit Research

Getting to Work:

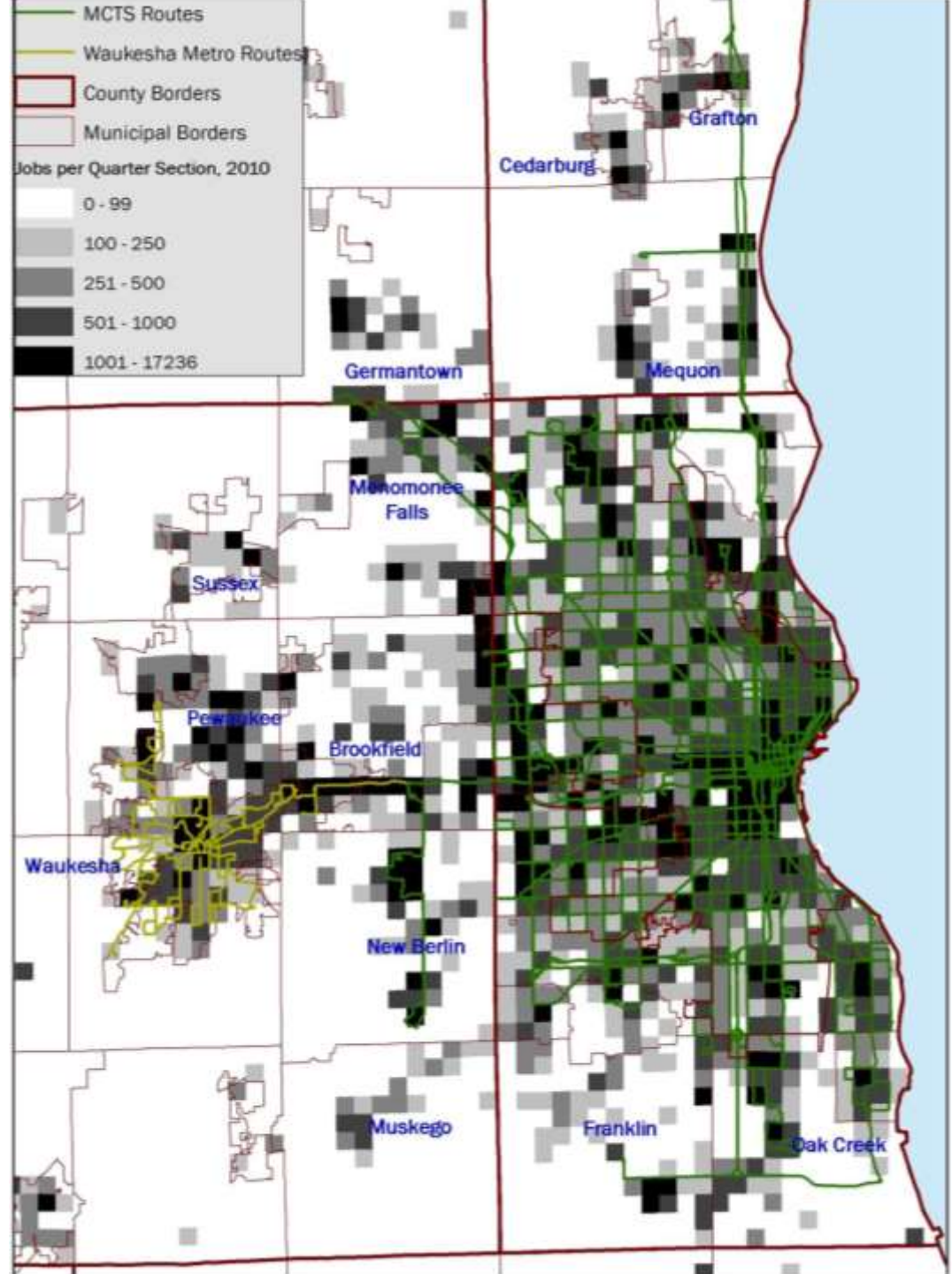
Opportunities and obstacles to improving transit service to suburban Milwaukee job hubs



PICKING UP THE PACE:

An analysis of best practices for improving bus speeds and their potential applicability to Milwaukee

Jobs & Transit





THE LAST MILE:

CONNECTING WORKERS TO PLACES
OF EMPLOYMENT



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Strategies Used in Other Metro Areas

- Flexible Transit Services
- Ride-Hailing
- Micro-Transit
- Bike Share
- Employer Shuttles



Flexible Transit Services

Typical Features

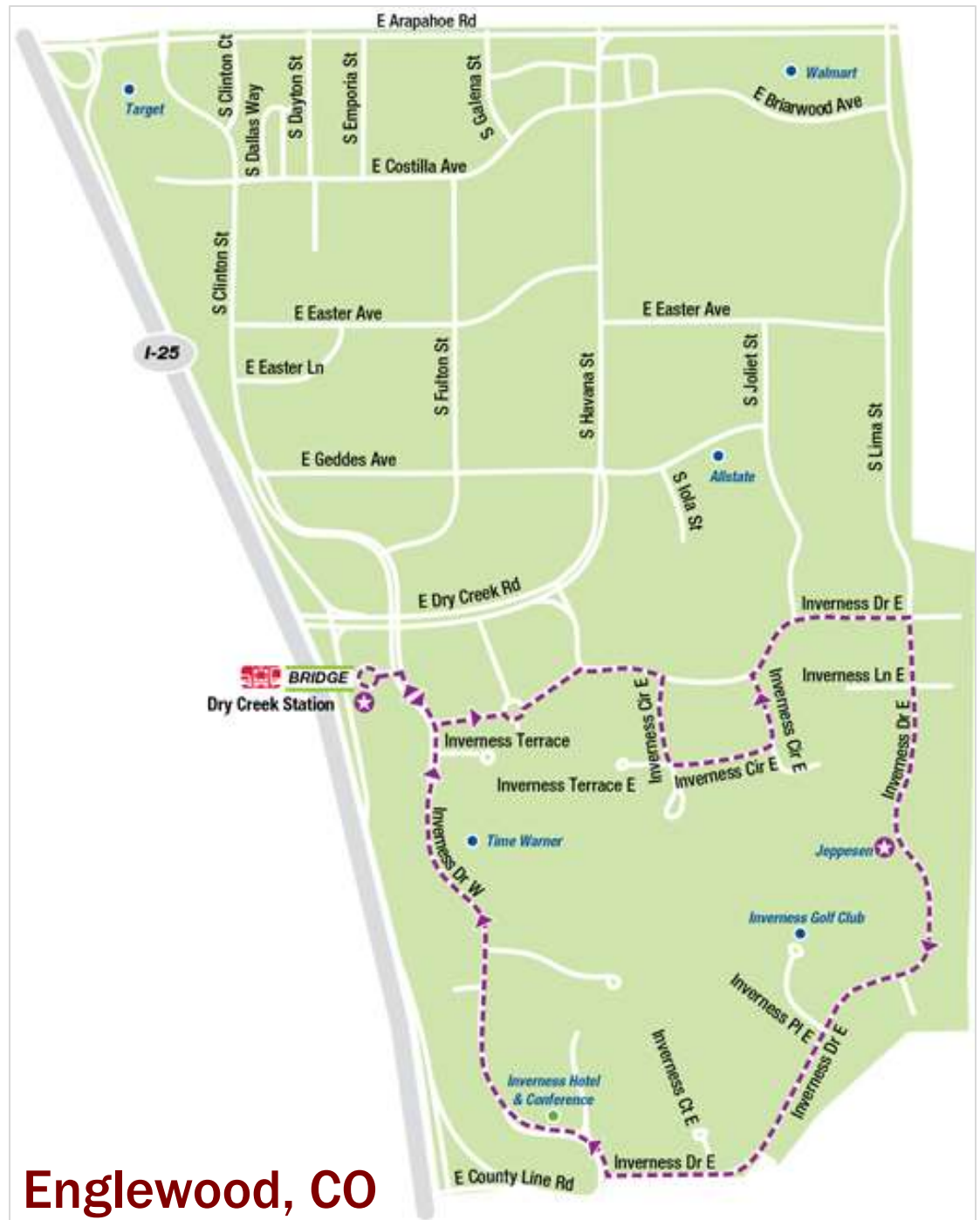
- 14-passenger mini-buses
- Lower-density, 4-10 sq. mile areas

Common Models

- Route deviation
- Demand-responsive connector



Flexible Transit Services



Englewood, CO

Ride-Hailing Partnerships

Typical features

- On-demand service
- Often in lower-density areas
- Serve designated transit stops

Possible Models

- Marketing partnerships
- Mobile app integration
- Subsidized rides



Ride-Hailing

Pinellas County, FL

DIRECT CONNECT STOPS

Location	Connecting Routes
1 Huey Ave & Lemon St E	19, 66L
2 Tampa Rd & Pine Ave N	67, Countryside/Oldsmar/ Tampa Connector
3 Main St & Patricia Ave	61, 66L, 78, Dunedin/ Palm Harbor Connector
4 PSTA 34th St Layby	4, 11, 52, 59, 97, 98
5 Pinellas Park Transit Center	11, 34, 52, 74, 75, 97, 444
6 Seminole Blvd & Orange Blossom Ln	18
7 16th St S & 18th Ave S	14, 23
8 E Bay Dr & Missouri Ave N	18, 52, 61, 98



HOW TO RIDE



Choose a provider



Hail a ride



Travel to/from a designated PSTA stop



Ride the bus

Menomonee Valley



New Berlin

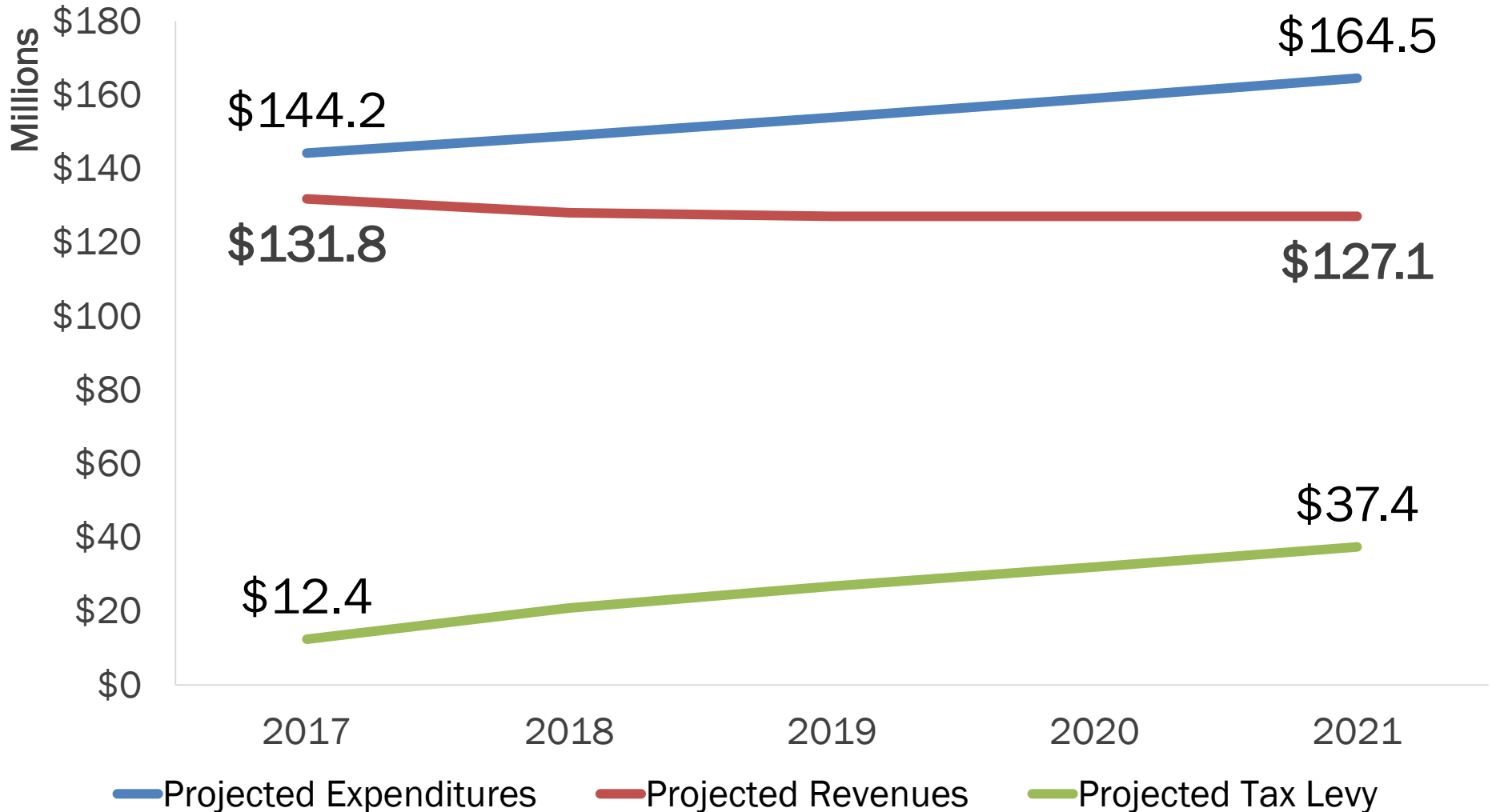
New Berlin
Industrial Park



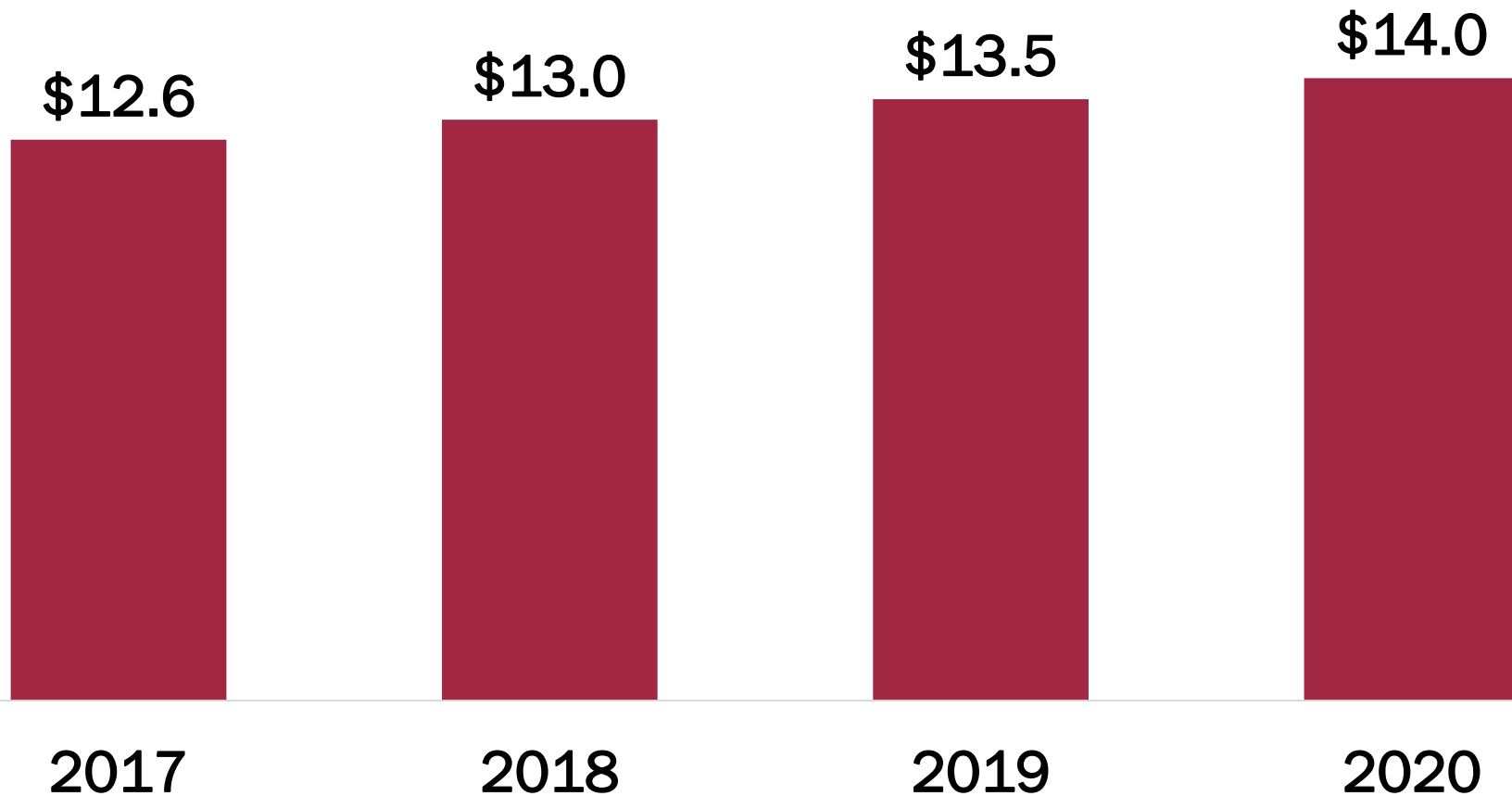
Westridge
Business Park



MCTS Operations



Local Capital Spending for MCTS Bus Replacements (in millions)





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