

# MCTS and Bublr

# MILWAUKEE COUNTY TRANSIT SYSTEM

## 2016 ANNUAL STATISTICS



40,256,308  
TOTAL BUS  
RIDES



530,989  
PARATRANSIT  
RIDES



18,579,209  
TOTAL MILES  
SERVED



1,407,841  
TOTAL BUS  
HOURS



91,690

Trips Taken

367,628

Miles Traveled

349,247

Pounds of Carbon Offset

80%

of Stations  
Co-located with  
MCTS Stops



# The Partnership



**STOP# 400  
OGDEN + JACKSON (BUBLR BIKE  
STATION)**

Route	Destination	Next	2nd
<b>15</b>	To Chicago/Drexel	<b>18 min</b> 🚌 5806	<b>37 min</b> 📅 Sched

This Bublr proudly  
supported by:



05430



MILWAUKEE COUNTY  
MILWAUKEE COUNTY  
Call 414-937-0470  
for MCTS M-CARD  
Services  
Subject to Terms and Conditions  
at www.Bubl'r.com

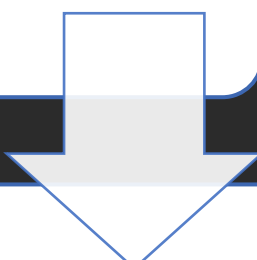
Call 414-931-1111  
for Bubl'r Bikes  
Customer Service  
Visit us at Bubl'r.com  
www.Bubl'r.com

Milwaukee County Transit System  
05



# The Result

The Buslr was introduced in September 2017 which is the beginning of Bublr's slow season.



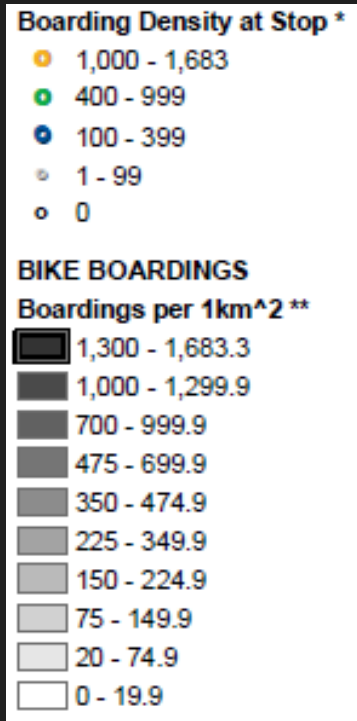
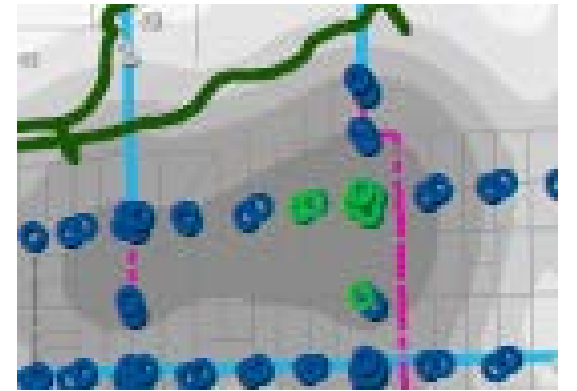
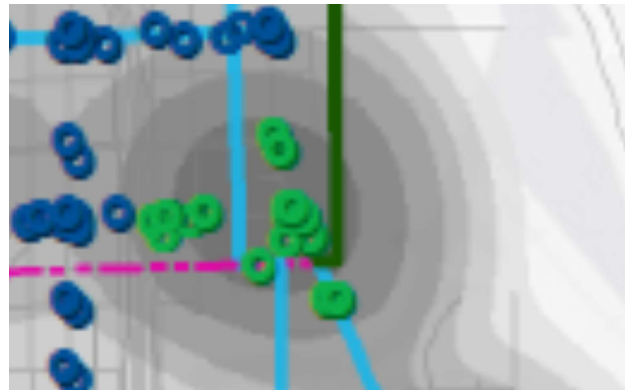
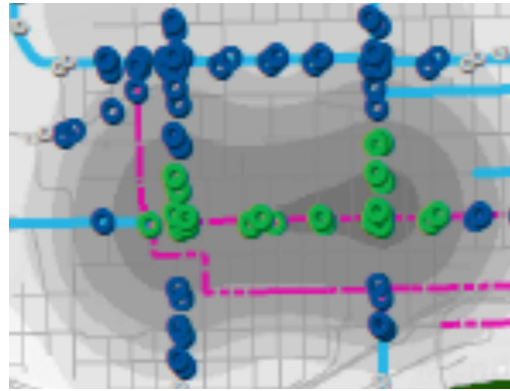
However, Buslr members have taken more than 750 trips since the pass was introduced.



# Possible Improvements

- Include an M•CARD with every Buslr pass purchase with the Buslr sticker already applied.
- Host public engagement meetings together.
- Look at joint maintenance agreements around stations and shelters.





Other Thoughts

# The Future

- More co-branding and co-messaging opportunities
- Creating a more powerful voice for transit in Milwaukee

