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)**

<table>
<thead>
<tr>
<th>Route</th>
<th>Destination</th>
<th>Next</th>
<th>2nd</th>
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<tbody>
<tr>
<td>15</td>
<td>To Chicago/Drexel</td>
<td>18 min</td>
<td>37 min</td>
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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