



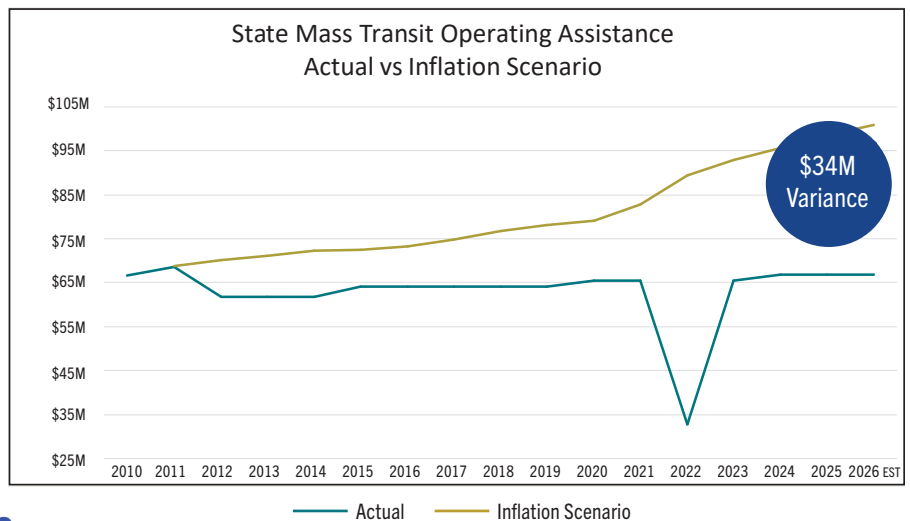
Driving Economic Growth Across Wisconsin: The Need for Stable Transit Funding

OPERATES WITHOUT DEDICATED FUNDING

Milwaukee County is the only major metro in the Midwest without a dedicated transit funding source. Milwaukee County Transit System (MCTS) is an important part of Southeast Wisconsin's transportation network - connecting workers to 386,000 jobs, supporting employers, powering major events, and reducing congestion across the region.

STATE FUNDING IS LOWER THAN IN 2011 AND NO LONGER SUPPORTS BASIC OPERATIONAL NEEDS

After a drastic cut in state transit funding in 2011, annual allocations have never recovered. At the same time, costs like fuel, bus maintenance and wages have risen substantially. **In 2026, MCTS is effectively underfunded by \$34 million in state support, without tools to raise additional revenue.** Since August 2025, MCTS has already implemented 170,000 hours - or 15% - service cuts. Without new revenue, the system faces an additional 25% in cuts in 2027.



SE WISCONSIN'S WORKFORCE RELIES HEAVILY ON TRANSIT

13%
of households in the
metro area don't have
a vehicle

1 in 5
working age residents
don't drive

47%
of riders use MCTS
to get to work

IF WE DO NOTHING, THE IMPACTS WILL BE FELT REGIONALLY BEGINNING IN 2027

Without changes in funding, service cuts will
continue and reach
36%
in total between 2025 to 2027

HOW WE CAN PROTECT THE REGIONAL TRANSPORTATION NETWORK

We need a stable, dedicated funding model that:

1. Keeps pace with inflation
2. Protects riders and commuters from budget swings
3. Reflects MCTS's true regional impact
4. Supports reliable service for workers and employers

Connect With Us

Work with us to build a funding model that supports Wisconsin's workforce, employers, and economic growth at community@mcts.org.



Driving Economic Growth Across Wisconsin: How MCTS Benefits the Regional Transportation Network

The Milwaukee County Transit System (MCTS) saves the region at least \$300 million every year, supports workforce growth, strengthens business operations, and keeps the transportation system functioning for everyone.

TRANSIT CUTS REDUCE OPTIONS FOR EMPLOYERS AND EMPLOYEES

Lack of transportation is a major obstacle to employment in Wisconsin, especially in Milwaukee County where a significant percentage of the workforce does not drive or does not have access to a vehicle.

#1

reason riders use
MCTS to get to work

386K

jobs accessible by
MCTS bus service

13%

of city of Milwaukee
households are without a
vehicle - higher than the
national average of 8.5%

WITHOUT TRANSIT, AREA TRAFFIC WILL CONTINUE TO GET WORSE

Congestion in the Milwaukee area has been getting worse. 120,000 people commute in and out of Milwaukee County each day. By reducing the number of cars, MCTS improves traffic flow on major roadways, including I-94 and I-43, and avoids hundreds of crashes per year. Cuts to transit would have a significant impact on daily commutes, including:

Severe congestion
would rise by

22%

Drivers would face

25K

more hours in traffic
per weekday

Up to

900

more crashes per
year

TRANSIT BOOSTS ECONOMIC DEVELOPMENT AND TOURISM

Affordable transportation options are crucial to the regional economy. MCTS is focusing on increasing services to major events and high-frequency corridors that support stronger retail sales, increased foot traffic, higher development value, reduced parking demand and lower project costs.

Summerfest 2025

MCTS provided 88,086 one-way rides and 44,043 round-trip bus rides between three park-and-rides.

High-Frequency Service

- The new CONNECT 1 Bus Rapid Transit (BRT) corridor has already attracted new business investment.
- MCTS has been awarded \$21 million in federal funding to invest in the PurpleLine Corridor.

5-to-1

economic return
produced by long-term
investment in public
transit

Getting People to Work

Nearly 50 employers participate in MCTS Commuter Value Pass programs, providing low-cost commute options to 1,500+ workers.

Connect With Us

Work with us to build a funding model that supports Wisconsin's workforce, employers, and economic growth at community@mcts.org.