

RIDERSHIP FORECASTS

The study team used a transit ridership model provided by the Federal Transit Administration to estimate future ridership on the route if the recommended improvements are made. Estimates are provided for the near-term (2025) and the long-term (2045) given expected population and job changes in the area.

The recommended enhancements are estimated to attract **100-200 more riders per day** by 2025.

ESTIMATED AVERAGE DAILY RIDERSHIP

Route 1 with Schedule Improvements from Waukesha to MCTS CONNECT Bus Rapid Transit
Starting June 2023

Route 1 with Future Recommended Enhancements
Without Executive Drive route segment into the Brookfield Square area

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