

ROUND 2 ENGAGEMENT SUMMARY

30TH STREET CORRIDOR TRAIL FEASIBILITY STUDY

MAY 29TH, 2026



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PROJECT OVERVIEW

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OVERVIEW OF ENGAGEMENT PROCESS

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WHAT WE HEARD IN ROUND 2

4

ROUND 2 ENGAGEMENT PREVIEW



PROJECT TIMELINE



Phase	2026				2027	
	Q1	Q2	Q3	Q4	Q1	Q2
Engagement Round 1: Priorities & Existing Conditions	★					
Engagement Round 2: Alternatives		★				
Engagement Round 3: Preferred Alignment			★			
Feasibility Study			→			
30% Construction Plans				→		



ROUND 2 ENGAGEMENT

March – May 2026



■ Goals:

- Share Round 1 engagement feedback
- Seek feedback on the trail alternatives
- Share initial evaluation criteria for the alternatives

■ Engagement Activities:

- Advisory committees (TAC and PAC)
- Stakeholder meetings
 - 30th Street Corridor Development Task Force
 - Harley Davidson
 - Molson Coors
 - Brewers
 - MMSD
- Public meeting (4/28)
- Online survey





Corridor Direct

- ✓ Most direct route
- ✓ Most un-interrupted trail
- ✗ Most number of new structures needed
- ✗ Railroad approval challenging
- ✗ Least accessible from neighborhoods



Greenway Link

- ✓ Links parks, rivers, and nature
- ✓ Hybrid on-street and along rail
- ✓ Direct connection to Oak Leaf and Beerline trails
- ✗ Most circuitous route (least direct)
- ✗ Floodplain regulatory approvals needed



Explore the Neighborhoods

- ✓ No need for railroad approval
- ✓ Most accessible to neighborhoods
- ✓ Investments in safer streets
- ✗ Most at-grade street crossings
- ✗ Feels least like a trail



ROUND 2 BY THE NUMBERS



38

Public meeting attendees

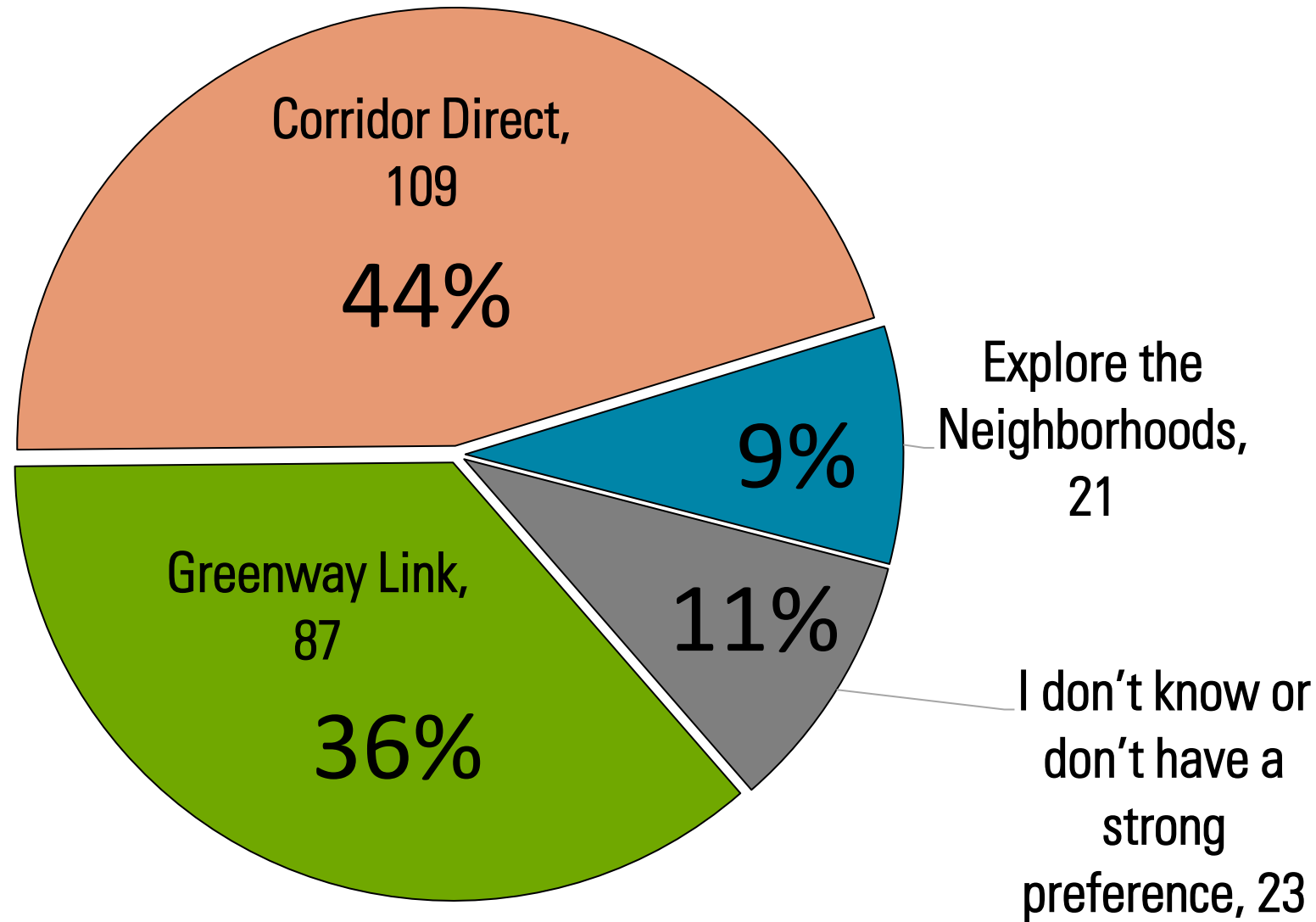
245

Survey responses



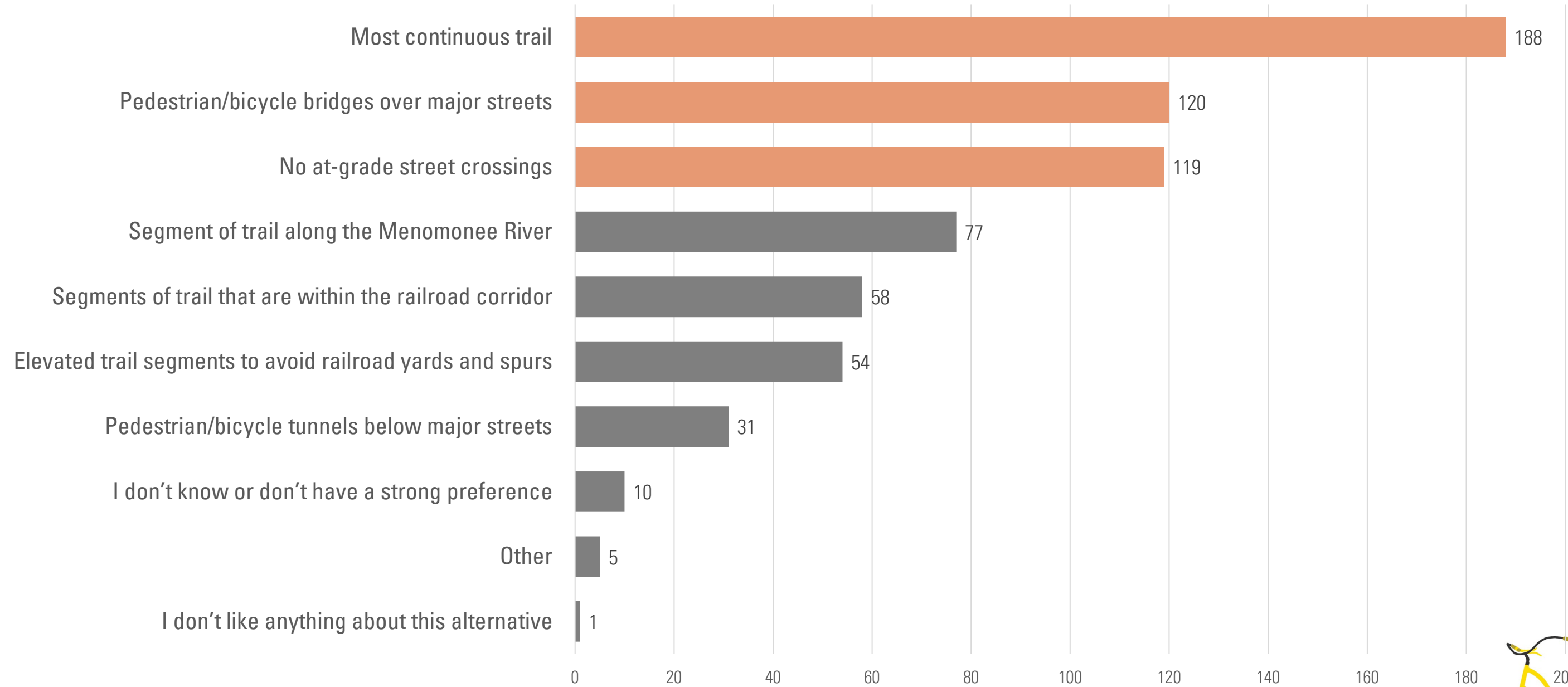
SURVEY RESULTS

Overall alternative preference



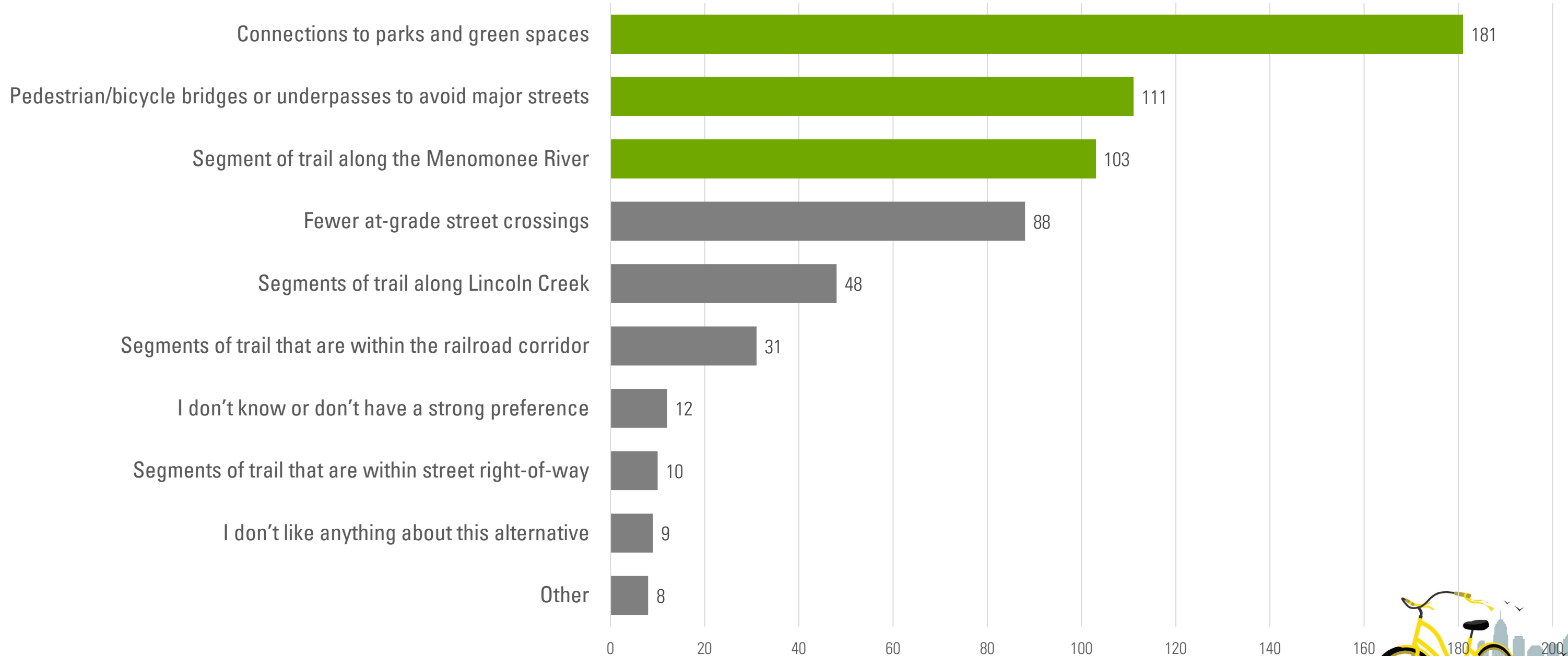
SURVEY RESULTS

Corridor Direct favorite features



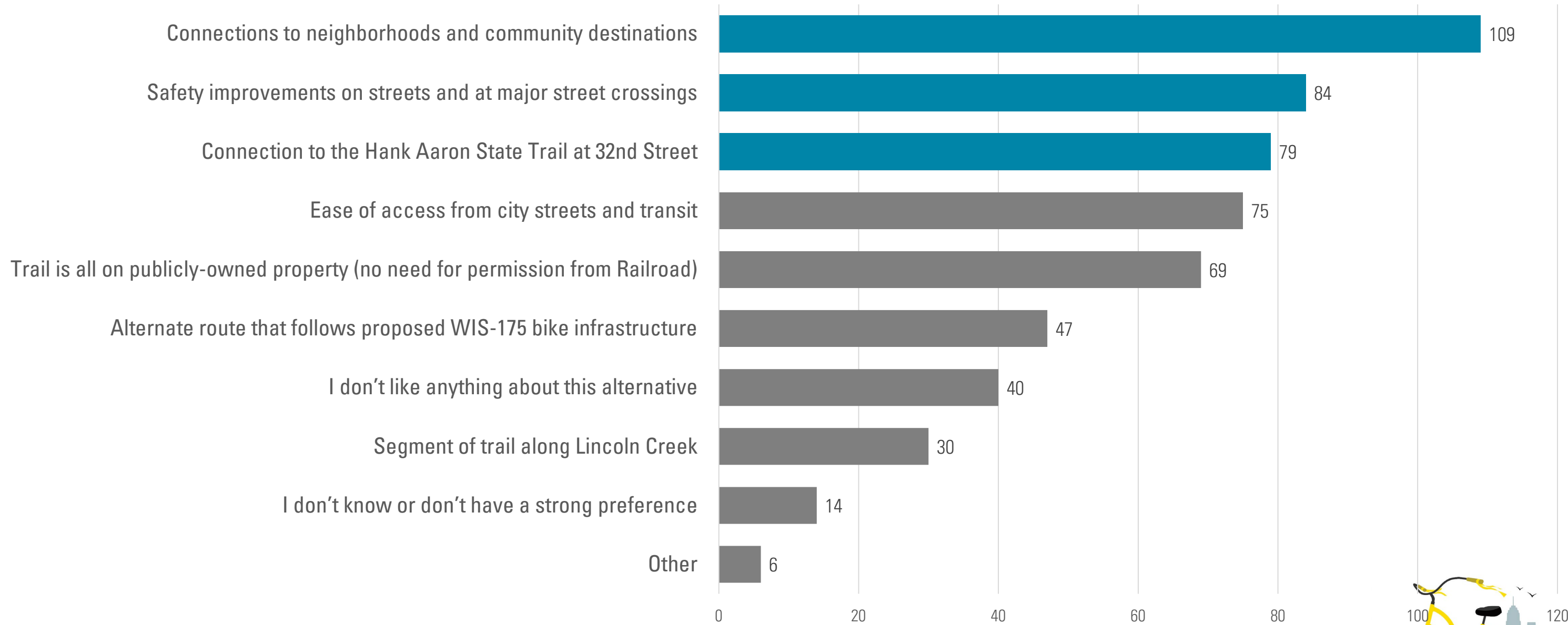
SURVEY RESULTS

Greenway Link favorite features



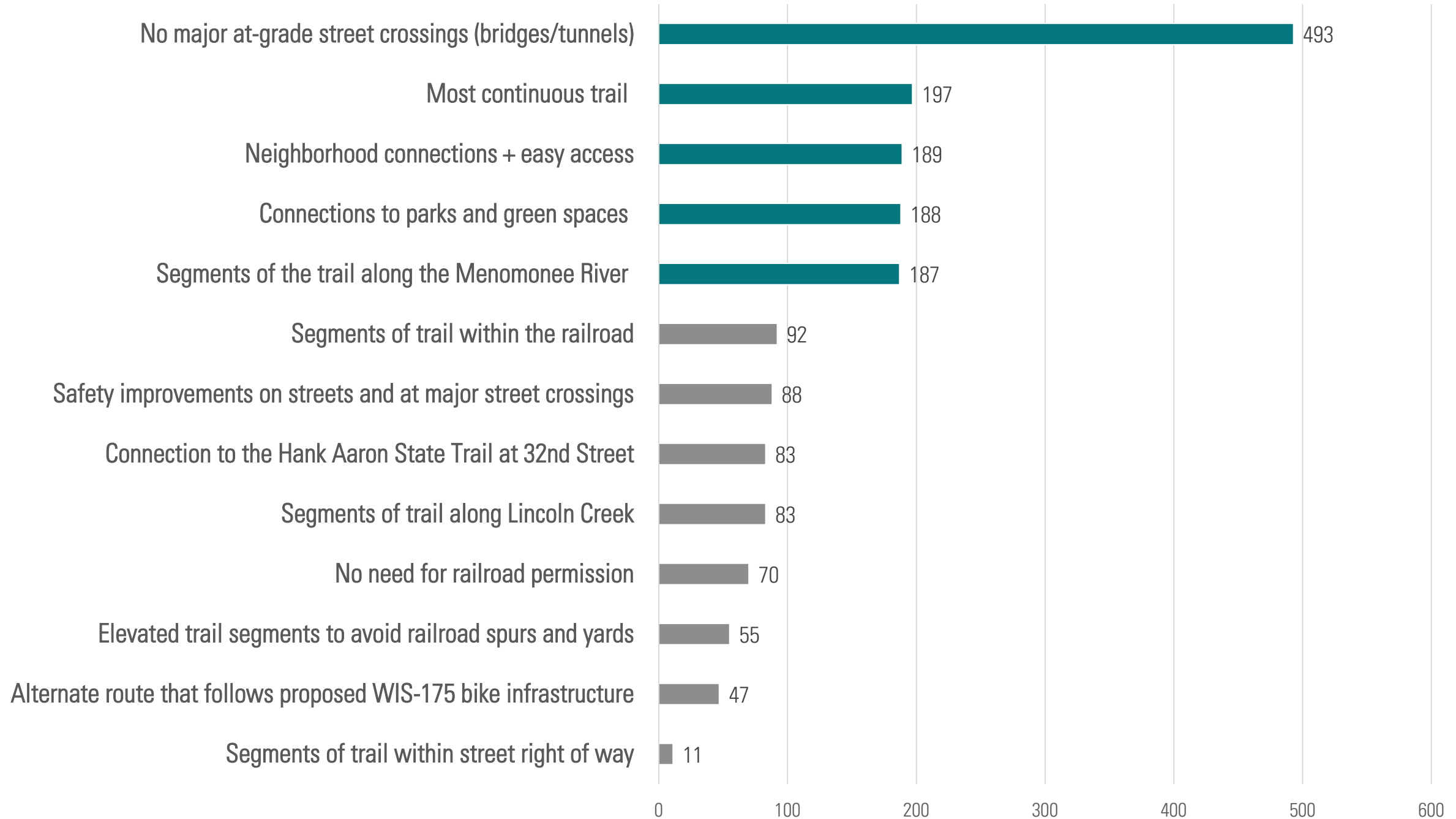
SURVEY RESULTS

Explore the Neighborhoods favorite features



SURVEY RESULTS

Combined favorite features from all three alternatives



WHAT WE HEARD

PUBLIC MEETING AND ONLINE SURVEY



45% Safety from vehicle traffic

OF THE COMMENTS MENTION:

“For me the number one concern is safety as a biker or walker. Reducing grade street crossing is vital.”
“I don’t consider street routes...to actually qualify as ‘trails.’”
“Do everything possible to physically separate bikes from cars. Bike lanes that are just painted on are dangerous.”

24% Wayfinding, access, & directness

OF THE COMMENTS MENTION:

“Any off rail should/has to be well marked and ‘branded’ to not lose riders along the way.”
“Making it as easy as possible to jump on and off the trail would convince more people to use it.”

20% Feasibility, railroad coordination

OF THE COMMENTS MENTION:

“...get permission from landowners feels like it may stall the project significantly.”

21% Connection to existing/future trails

OF THE COMMENTS MENTION:

“I am in favor of connecting to as many existing trails as possible, like the Beerline. A network of car free routes around the city is the dream.”

19% Trails should serve transportation & recreation

OF THE COMMENTS MENTION:

“Prioritize helping connect Milwaukeeans to a variety along the corridor not just a commute.”
“I prefer bike trails that can be used for getting around and errands rather than trails that are purely recreational.”

12% Personal safety, maintenance & operations

OF THE COMMENTS MENTION:

“Consider what is likely to be least costly to maintain
“[Corridor Direct] feels the least safe from citizens perspective the route given you're down in that below grade 'can't see' along much of the corridor.”



COMMENTS ON THE ALTERNATIVES



Corridor Direct



Pros

Most direct and continuous route

"The trail needs to have the fewest street crossings and be continuous and easy to follow. The rail corridor does this the best."

Feels most like a true trail

"Corridor Direct is a far superior trail option. It will provide a safe, true recreational space away from motor vehicle traffic." ... "I do not think building this on the city streets would be a safe or enjoyable experience or make a true trail that this part of town needs."

Good for commuting and recreation

"It would create a very strong backbone for the city to then build off of with other connections to neighborhoods and green space."

Easier wayfinding

"Having the route be as direct as possible would lead to less confusion along the ride."

Cons

Railroad coordination and land access, and cost

"Direct looks like the most expensive, permission acquisitional, and time consuming alternative." "It concerns me that the City has been told repeatedly that the railroad is not interested in selling or leasing their land."

Limited neighborhood access

"Too many elevated bridges and bikeways in CD plan"

"I cannot tell where you can get on or off the trail on the Corridor Direct concept."

Elevated trail concerns

"Corridor Direct is my favorite but it needs enough ramps to make getting on and off easy."

"I also don't like the elevated trail segments - they feel unfriendly and expensive as drawn."

COMMENTS ON THE ALTERNATIVES



Greenway Link



Pros



Connects to parks, waterways, and green spaces

"I like the Greenway Trail best because of the connections to parks and green spaces." "There's so much research backing up the benefits of spending time in nature, and this would provide safe connections to many green spaces."



May be more feasible

"The Greenway Link is the best overall. I don't see the Corridor Direct option being very feasible with the amount of railroad cooperation and the infrastructure needed."



Good trail-network connections

"...links to the Oak Leaf Trail, Beerline Trail, Lincoln Creek, Hank Aaron State Trail, and future extensions.."



More active and visible

"I would lean heavily into the Greenway Link...you're in busy parks...and a more natural experience."

Cons



Less direct and includes on-street segments

"Greenway Link has some positive true trail features, but also not-great on-street segments." "Don't go way out of the way."



Less tied to the rail-with-trail vision

"Seems like the Greenway and Explore the Neighborhoods concepts have little to do with the 30th Street Industrial Corridor and rail line."



Confusing wayfinding

"Any off rail should/has to be well marked and 'branded' to not lose riders along the way."

COMMENTS ON THE ALTERNATIVES



Explore the Neighborhoods



Pros

- ✔ **Connects directly to neighborhoods**
- ✔ **May be more feasible**
- ✔ **Build on existing city bike plans**
- ✔ **Increases visibility of biking**
- ✔ **Support transit and commuting**

“...a big opportunity to meaningfully integrate with existing state and city plans for bikeways and create connections with the transit system.”

“Public right of way guarantees SOMETHING gets built.”

“I can especially appreciate that #3 might be easiest to do given that you don’t need RR permission.”

“It may also avoid redundancies in bikeway travel, given the other bikeway plans.”

“It helps increase the visibility of cycling across the city as well.”

“I think the most important opportunity for this project is to make bicycles a more practical option for transit in Milwaukee.”

Cons

- ✘ **Less safe & comfortable**
- ✘ **Confusing wayfinding**

“Explore neighborhoods has too many interactions with vehicular traffic and thus higher risk of collision.” .. “The Explore the Neighborhoods option is in my mind not safety conscious enough.” .. “I don’t **consider on-street routes...to actually qualify as ‘trails.’**” .. “Bike lanes that are just painted on are dangerous, drivers ignore them.”

“The Explore the Neighborhoods concept is good because it develops city streets, but the route feels convoluted.”

COMBINING ALTERNATIVES



“This CANNOT be an either/or proposition. The trail must be the ‘spine’...AND it must connect to communities.”

“Prefer a combination of the Greenway Link and the Corridor Direct plan.”

“I like elements of each of the 3 alternatives and I envision that ultimately the 30th St project should incorporate the best that each alternative has to offer.”

“The trail needs to have the fewest street crossings and be continuous and easy to follow.”



ROUND 2 SUMMARY



- **Corridor Direct** was most favored by survey respondents and key stakeholders, but more than a third preferred **Greenway Link**
 - ✓ Most continuous uninterrupted trail – “feels” more like a trail
 - ✓ No at-grade crossings of major streets
- Greenway Link and Explore the Neighborhoods each have **elements that the community like**
 - ✓ Connections to parks and green spaces
 - ✓ Segments along Menomonee River
 - ✓ Connections to neighborhoods and easier access
 - ✓ Safety improvements on City streets
- **Feasibility concerns** remain regarding Corridor Direct
 - Permission for use of the rail corridor as a barrier
 - Cost of structures seen as potentially delaying the trail
 - Flyovers may be seen as uncomfortable or unsafe if too long



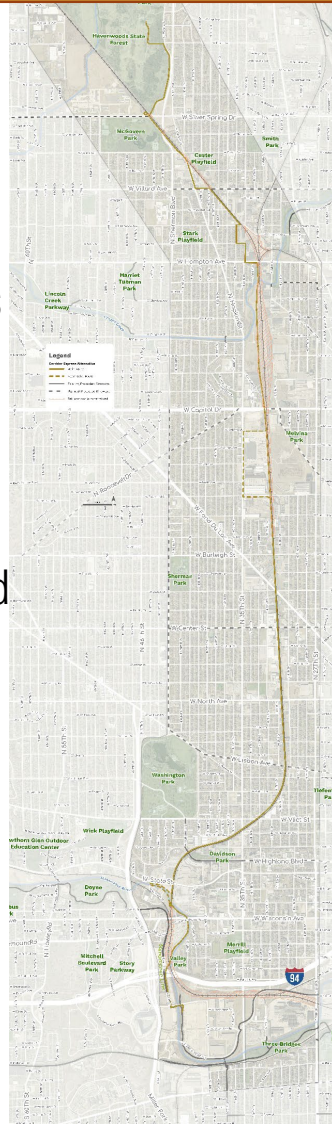
RECOMMENDATIONS

Consolidating to one preferred alternative



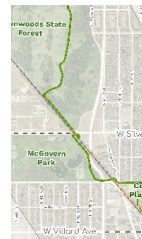
Corridor Direct

- ✓ Use Corridor Direct as the "base"
- ✓ Uninterrupted trail
- ✓ Bridges or underpasses at all major streets
- ✓ Flyovers to avoid major rail infrastructure (where feasible), but limit length for cost and comfort
- ✓ Limit railroad ROW usage where possible



Greenway Link

- ✓ Incorporate best parts of Greenway Link, (connect to water, green space, other trails)



- ✓ Entry to Havenwoods & connection to McGovern Park



- ✓ Lincoln Creek & West Basin segment, connections to Oak Leaf & Beerline trails

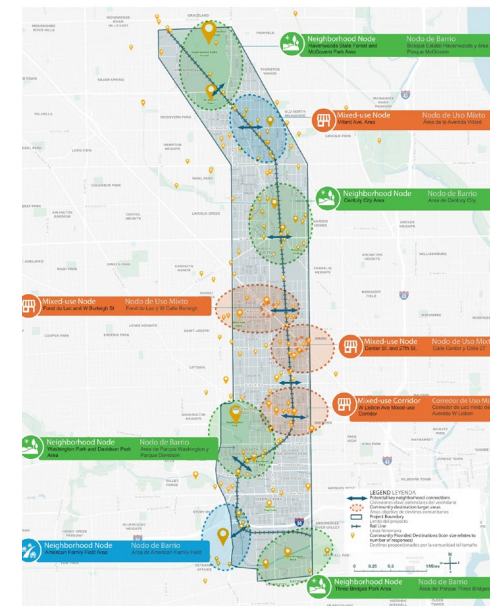


- ✓ Menomonee River segment (east side of river)
- ✓ Use spurs to connect to other parks and existing trails



Explore the Neighborhoods

- ✓ Incorporate best parts of Explore the Neighborhoods (safe/easy neighborhood access, safer streets)



- ✓ Connections to community destinations
- ✓ Regular access ramps
- ✓ Safe and intuitive routes to connect neighborhoods to the trail
- ✓ Traffic calming and protected bike infrastructure



DISCUSSION

THANK YOU!

QUESTIONS?

Contact Danny Park

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