

MCTS Commuter Value Pass Connects Companies and Employees

Welcome back!

That's what more local companies are saying to their employees, including those who are **Commuter Value Pass (CVP)** bus riders.

With the CVP, employees don't have the stress of worrying about how get to and from work. They know MCTS is reliable, on-time and economical. And with the service improvements from MCTS NEXT, cardholders have more routes to access and shorter wait times. Plus, they save at least 25 percent over the cash prices for commuting by bus five days a week.

And when CVP customers are not traveling to and from work, they can use their pass on any route, any time like on Freeway Flyers, to Milwaukee Bucks or Brewers home games or to events.

Ask your employer if it is a CVP partner. For big and small companies alike, the CVP program is a great way to attract and keep great talent in a hot job market.

To learn more about the CVP program, schedule a complimentary consultation call **414-343-1777** or email cypass@mcts.org.



MCTS welcomes these businesses and organizations to our Commuter Value Pass program:

- Brother Sister Subs Systems, LLC, DBA, Cousins Subs
- Milwaukee Repertory Theater
- Argosy Foundation
- Employ Milwaukee

Happy Holidays and Happy New Year from MCTS!



We thank you for choosing MCTS to meet your transportation needs! In 2022, we look forward to continuing to provide you with service excellence and innovation. May your holiday season be filled with peace, joy and love!

We Can Do It! Healthy Actions to Prevent COVID-19 Spread

As a community we've made much progress in the fight against the spread of COVID-19. Here at MCTS, we continue to deep clean our buses daily to prevent the virus's spread. For all of us to have the best 2022 possible, let's practice healthy actions like:

- Staying home if we're feeling sick, including having chills, body aches or a fever.
- Wearing a mask or face covering. Masks are required on-board all MCTS buses.
- When on board and whenever possible, giving us and fellow passengers space.
- Washing our hands frequently.
- Using hand sanitizer if we do not have access to soap and water.
- Sneezing or coughing into our elbow (not under our elbow or not uncovered even when wearing a mask).

To access COVID-19 site information, call **211** or to have testing site information sent to your phone, text **HEALTHINFO** to **898-211**.



Bus Lines

Bus Lines is published six times a year as a service to Milwaukee County Transit System passengers.

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For 24-hour automated bus information, call 414-344-6711 or visit RideMCTS.com



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Bus Lines

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Bus Lines

Schedules Changing Sunday, December 5, 2021

Routes 11, 14, 18, 20, 21, 22, 28, 33, 51, 54, 55, 57, 76, 88, GoldLine, and PurpleLine.

Check buses for updated schedules or see previews at RideMCTS.com starting Wednesday, November 24, 2021.

Holiday Bus Service Reminder

MCTS buses will follow a Sunday schedule on Friday, December 25, 2021 and Saturday, January 1, 2022.

Rider Insider Delivers the News and More!

The MCTS Rider Insider program keeps you connected to the latest MCTS news. Plus, when you sign up to become a Rider Insider, you help influence our decisions by weighing in on surveys, polls and focus groups. You also get invitations to special MCTS events and chances to win great prizes. All straight to your inbox through our monthly newsletter. Sign up today at RideMCTS.com/ridersinsider.



MCTS Salutes Rosa Parks

As part of our annual tradition for the past six years, MCTS will save a seat for Rosa Parks Wednesday, Dec. 1 through Friday, Dec. 3. On all 360 buses, each reserved seat will include a red rose and a special sign that features Parks' photo and a message about her courageous act.

It was on December 1, 1955, Parks was arrested after refusing to give up her seat to a white man in Montgomery, Ala. Her small act of civil disobedience led to a landmark Supreme Court ruling that outlawed segregation on public transportation.

We ask that you help us honor her by not sitting in these seats with the special "reserved" sign featuring Parks.

(See page three for details about the MCTS Rosa Parks Tribute Scholarship!)

Celebrate New Year's Eve Safely with MCTS and Miller Lite Free Rides

Miller Lite Free Rides for New Year's Eve returns! Free bus rides on all routes will begin at **8:00 p.m.** on **Friday, December 31** until the end of regularly scheduled service. **Masks are required to be worn on all buses.**

Several popular bus routes – **GreenLine** (Bayshore – Airport), **BlueLine** (Fond du Lac), **PurpleLine** (27th Street), **GoldLine** (UWM - Wisconsin) and **Routes 14** (Humboldt - Forest Home), **18** (National - Greenfield), **19** (King Drive - S. 13th), **30** (Sherman - Wisconsin) will have extended service until 4:00 a.m.

Since 1987, MCTS has partnered with Miller Lite to give more than a half-million rides to ensure Milwaukee County residents get to their destinations safely on New Year's Eve.

Visit RideMCTS.com to see route maps and for more information.

The Future Is Electric! East-West Bus Rapid Transit Line

While much of our focus in 2021 has been on introducing MCTS NEXT, we've also made progress with our plans for the East-West Bus Rapid Transit (BRT) project. The East-West BRT is a nine-mile transit line that will allow MCTS to connect major

employment, education and recreation destinations through downtown Milwaukee, Marquette University, Milwaukee's Near West Side, Wauwatosa and the Milwaukee Regional Medical Center. Check out our 2021 timeline of activities:



Keep up with the BRT progress at EastWestBRTMKE.com

March 2021

Manufacturer for Battery Electric Buses Selected

Nova Bus will produce up to 15 electric buses for use on MCTS's East-West BRT Line.

MCTS awarded a contract to Nova Bus who will build Milwaukee County's first battery-electric buses. Nova Bus, a leading North American transportation manufacturer that's part of the Volvo Group, will produce up to 15 all-electric LFS+ buses for MCTS. The first 11 state-of-the-art vehicles will run exclusively on the upcoming East-West Bus Rapid Transit (BRT) line; four additional vehicles will be used along regular routes.

June 2021

MCTS Breaks Ground on Construction of BRT Stations

Dignitaries representing the City of Milwaukee, the Village of Wauwatosa, Milwaukee County, the State of Wisconsin and the U.S. Government helped MCTS break ground on our first-ever Bus Rapid Transit line.

In addition to the groundbreaking in June, the Federal Transportation Administration, announced that MCTS will receive a \$2.1 million allocation of American Rescue Plan funding for the East-West BRT project.

September 2021

A Glimpse of the Future

This is an artist rendering of what the BRT stations will look like once completed in the fall of 2022.

Along Wisconsin Avenue, parts of Bluemound Road and N. 92nd Street, the stations will be located at major transfer stops. The stations will be designed to be level with the bus doors – so it will be easier for everyone to board, including those who use mobility devices. Construction is expected to be completed by Fall of 2022.

Coming in 2022

Once completed, in addition to providing critical access to the area's biggest job, medical and entertainment centers, the East-West BRT will also take thousands of cars off Milwaukee area roads, reducing congestion and enhancing our environment.



We Want to Hear from You! Share Your MCTS Excellence Stories

Since 2017, we've been recognizing MCTS bus operators and other employees for their outstanding customer service through our MCTS Excellence program. Our inspiring MCTS Excellence stories have been viewed or read by hundreds of thousands of people around the globe thanks to social media, TV, radio and newspapers. Whether you've witnessed a bus operator help a lost child, avoid an accident or perform acts of kindness big or small, please let us know. Recognize someone anytime at RideMCTS.com/Excellence and submit your written commendation.



Happy Birthday Dr. King!

Join the Marcus Performing Arts Center for its 37th Annual Dr. Martin Luther King, Jr. Birthday Celebration on Monday, January 18, 2022, at 6 p.m. You can attend the event online at MarcusCenter.org/MLK. The celebration features performances as well as the winners of Marcus's annual Dr. Martin Luther King Jr. art, speech and writing contests.

MCTS is proud to be a sponsor of this beloved community event honoring Dr. King, which includes sponsoring murals at our bus shelters of the 2021 art contest winners. These shelters can be viewed at Martin Luther King Drive & Pleasant Street outside Golda Meir School Upper Campus, and at Martin Luther King Jr. Drive and Concordia Avenue outside of Dr. Martin Luther King Jr. Elementary School.

These photos are of the 2020 winners of the Marcus Performing Arts Center's Dr. Martin Luther King Jr. Art Contest. These murals (left to right) are located at MLK Drive & Pleasant Street outside Golda Meir School Upper Campus and at MLK & Concordia Avenue.

MCTS's Rosa Parks Tribute Scholarship Seeks High School Seniors

MCTS invites Milwaukee County area high school seniors who will be attending a trade school, college, or university in Fall 2022 to apply for the MCTS Rosa Parks Tribute Scholarship. In addition to completing the online applications, students will submit a short essay inspired by Parks' quote, "Each person must live their life as a model for others."

Entries must be submitted by January 7, 2022 to be considered. Three winners, who will each receive \$1,000 towards their higher education, will be announced on Parks' birthday, February 4, 2022. Apply online or download the application at RideMCTS.com/Scholarship.