



# MILWAUKEE COUNTY TRANSIT SYSTEM

## 2018 Year in Review

*The mission of the Milwaukee County Transit System is to provide reliable, convenient and safe public transportation services that efficiently and effectively meet the varied travel needs of the community and contribute to its quality of life.*

### BY THE NUMBERS



**TOTAL BUS RIDES**  
30,429,788



**PARATRANSIT RIDES**  
527,941



**TOTAL MILES SERVED**  
18,302,357



**U-PASS RIDES TO STUDENTS**  
2,230,538



**COMMUTER VALUE PASS RIDES**  
893,957



**NUMBER OF BUSES**  
400



**TOTAL BUS HOURS**  
1,394,808



**RIDES TO STATE FAIR & SUMMERFEST**  
289,818



**NUMBER OF MCTS EMPLOYEES**  
1,080

**59**  
ROUTES

**5,190**  
STOPS

**57,310**  
MOBILE APP DOWNLOADS



## SERVICE HIGHLIGHTS

### MCTS DELIVERS EXCELLENCE

Hundreds of millions of people around the world learned about the MCTS Excellence program in 2018 thanks to the growing success of MCTS' innovative video series that highlights employees who go above and beyond. The initiative is now expanding to every aspect of the company - where Excellence is the standard that all members of our team expect and aspire to.

[RideMCTS.com/Excellence](http://RideMCTS.com/Excellence)

### MCTS NEXT IMPROVES SERVICE

2018 saw the successful kickoff of the MCTS NEXT project - the first comprehensive review of the entire transit system in more than 40 years. Transit planners are examining and evaluating routes to identify opportunities for improvements and higher-frequency service. This review, in addition to feedback gathered from thousands of stakeholders and members of the public, is guiding planners as they draft a new proposed route map. Transit systems across the country that have gone through similar top-to-bottom reviews have seen ridership increase and customer satisfaction improve.

[RideMCTS.com/NEXT](http://RideMCTS.com/NEXT)

### BRT PLAN MAKES PROGRESS

East-West Bus Rapid Transit (BRT) is Milwaukee County's planned 9-mile, regional modern transit service connecting major employment, education and recreation destinations through downtown Milwaukee, Milwaukee's Near West Side, Marquette University, Wauwatosa and the Milwaukee Regional Medical Center.

The BRT project achieved two major milestones in 2018. In November, the Milwaukee County Board and County Executive approved funding in the 2019 budget. The project also received the "go-ahead" from the FTA based on their environmental impact assessment. The project schedule anticipates that the route design will be completed by the end of 2019 with construction starting in 2020. The start of service is expected in 2021.

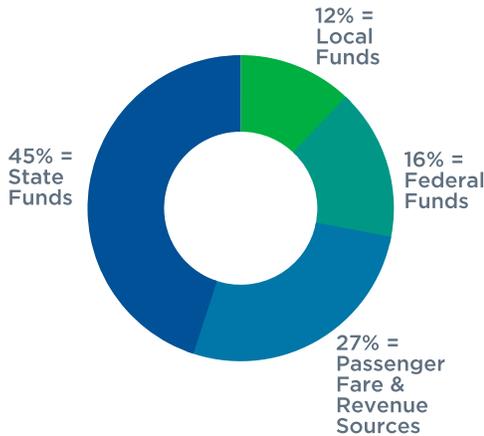
[EastWestBRT.com](http://EastWestBRT.com)

## ADA SENSITIVITY TRAINING HELPS CUSTOMERS

MCTS bus drivers have garnered positive local, national and international attention with stories showing how they go above and beyond their job description to help someone in need. Whether they're assisting a passenger in a wheelchair who is stuck in a pothole or helping a rider who is visually-impaired get across a busy street, our drivers are eager to lend a helping hand. Many credit their headline-grabbing actions to the extensive ADA training they received from MCTS' New Freedom Team before hitting the road for the first time. The training allows new drivers to experience what riders with visual and mobility impairments go through every day.

Due to positive driver feedback and MCTS' continued emphasis on safety and customer service, the ADA Sensitivity Training is going to be expanded once again. It will soon include a day-and-a-half worth of activities and instruction. This will allow the student drivers even more time to practice learning the skills that they will need to help passengers in the community.

## 2018 FUNDING SOURCES



## DID YOU KNOW?

- MCTS passenger trips per capita (30.5) is higher than average (24.19) for urbanized areas of +1 million *Benchmarking National Standards, 2016*
- MCTS connects people to jobs and businesses to customers 24/7, 365 days a year
- Millennials—those who entered adulthood in the early 21st century—use multiple modes of transportation and favor public transit. *Voices for Public Transit, 2018*

## WHAT RIDERS SAY

94%

of riders feel MCTS nearly meets, meets or exceeds their needs

80%

of riders say MCTS drivers are helpful and friendly

45%

of riders primarily ride the bus to get to work each day

90%

of riders are willing to transfer to reduce overall travel time

## MCTS DRIVERS EARN WORLDWIDE ACCLAIM

Countries that have shared MCTS Excellence stories: **100+**

Estimated MCTS Excellence video views: **500 million+**

Celebrities who've talked about our amazing team: **Ellen, Kelly Clarkson, Steve Harvey, Anderson Cooper, David Muir, Ashton Kutcher, Shonda Rhimes, George Takei, D.L. Hughley, Common, George Lopez**

## CELEBRITY QUOTES

"It's something we can all learn from."  
-Anderson Cooper

"We need more of this kind of kindness."  
-Ashton Kutcher

"Not all heroes wear capes."  
-D.L. Hughley

"I believe in humanity."  
-Common

