

Transit Plus Advisory Council January 21, 2020 Minutes

PLACE: Milwaukee County Transit System Administration Building, 1942 N. 17th Street, Milwaukee, Wisconsin, Large Conference Room

PRESENT: Marcia Perkins (Chair), Jim Bahneman (Vice-Chair), Gerald Balezentis, David Buck, Grace Graves, Annie Johnson, Arlene Washington

ABSENT: Laurel Henschel, Troy Hergert, Diane Peterman-Simmons, Jeanette Williams

GUESTS: Danita Jackson and Mae Wingo – TPAC Applicants; Felicia Claybourne, Michael Cole, Sonia Williams – Guests; Jonathan Liegois – American United; Morgan McClelland - First Transit; Quentin Averhart and Latisha Scott – National Express; Fran Musci, Chris Fox, Jo Douville and Lisa Walters - Transit Plus

CALL TO ORDER:

APPROVAL OF MINUTES: The minutes of the December 17, 2019 meeting were approved.

2020 COMMITTEE ASSIGNMENTS:

Driver/Reservationist Recognition Committee: Annie Johnson (Chair), Troy Hergert, Arlene Washington

Membership Committee: Grace Graves (Chair), Gerald Balezentis David Buck. Fran Musci reminded the Membership Committee of their By-law requirements for Council membership.

Public Relations Committee: David Buck, Jim Bahneman, Marcia Perkins

UNFINISHED BUSINESS:

AIRA: Chris Fox explained that a pilot program for AIRA is underway. AIRA is a wayfinding app for smart phones for transit use or use on County properties. Twenty beta testers went out and tried the app in December. Among the participants were Troy Hergert, David Buck and Felicia Claybourne. A FAQ on AIRA is being put together. Information will also be placed on the website and postcards will be sent to Transit Plus clients with visual impairments. Training sessions for the public will also be held. The AIRA app is funded until the end of October. A press conference on AIRA will be held on February 5, 2020.

NEW BUSINESS:

MCTS Lobby Remodeling: Fran Musci reported that the lobby area and the front of the Transit Pus office will be remodeled so that all customer transactions such as reduced fare, cashiers, photos, etc. can take place in the lobby. The design phase is starting next week. There may be a time during the remodeling process when the lobby will not be accessible. An

alternate pick up and drop off area may be needed in the interim. We may need to suspend a meeting during construction. We don't know yet. The original goal was to have the work done by June but now it may not happen until after the DNC.

MCTS Route and Transit Plus Bubble Changes: Fran Musci reported that recent fixed route changes have resulted in small changes to the Transit Plus service area. Route 12 now ends at Schroeder Drive instead of Cherrywood. This change shrunk the bubble in Ozaukee County. Route 21 on the west used to end at 92nd Street at Luther Manor. Now it goes west along Hampton to 127th Street. This change created a bubble in Butler on Hampton almost all the way to Lily Road.

Logo: MCTS's Marketing Department is working to make our visual messages more consistent and one of the things that may be updated is the Transit Plus logo. The current logo was came over from Milwaukee County when MCTS took over the Transit Plus program. The current logo has a plus sign which may have medical connotations. Transit Plus is an extension of the public bus system and we want to make it clear that Transit Plus is tied to the fixed route bus. The proposed change would incorporate the MCTS logo and the Transit Plus name to help clarify that this is not a separate service but rather a complement to the fixed route bus. When available, we will share the logo ideas with TPAC for your feedback.

Democratic National Convention: Fran Musci reported that the Secret Service has provided some information about security for the DNC. A "soft" security zone will comprise Water Street on the east, 10th Street on the west, Clybourn on the south and Cherry Street on the north. No vehicles of any kind will be allowed in or out of the "soft zone". Certain areas such as Fiserv Forum, Panther Arena and the Wisconsin Center will be credential only areas. Transit Plus vehicles will not be able to drive into the "soft zone". Clients will have to find their own way in and out of the soft zone. We are looking to establish pick up and drop offs areas around the outside periphery of the zone. Our focus is on Milwaukee County residents not on transporting convention delegates. Transit Plus will be meeting with the DNC Director of Accessibility this week to discuss plans for service to those who need to get in and out of soft zone. We will also have to work with the City. It is strongly suggested that travel to this zone should be avoided from July 10, 2020 through July 17, 2020 if possible.

Summer Break: Members voted to take a summer break in August.

NEW FREEDOM REPORT

Jo Douville reported that travel training finished the year strong. The number of people travel trained increased from last year. Four new referrals have been received in 2020.

Chris Fox reported that New Freedom is rebranding it's name. The Team began in 2008 with funding from a New Freedom grant. The team has not been funded by this grant for the last three years. They are now being funded by a Mobility Management grant so now the name will be the Mobility Management Program. The New Freedom bus pass will now be the Transit Plus pass. Drivers will use the same button, but they will need to get used to the name change. The team recently met with MPS Transition staff and Concordia University. There will be an ADA training for 14 new bus operators this week. Dementia training has been added to the driver curriculum.

CARRIER REPORTS:

American United: Jonathan Liegeios reported that the average pick-up time is 17 minutes. American United had some phone outages in the new year due to hardware failure. There are no other major issues at this time.

Transit Express: Quentin Averhart reported that Transit Express finished off the year strong. They had a new phone system installed last year. They are fully staffed in Milwaukee. They are hiring 3 to 4 new operators in Waukesha. A training class started yesterday. It was the first in a while. Transit Express has implemented a new "safe speed" system which controls vehicle speedometers. This has so far been installed in about 90 to 100 vehicles. In addition, Transit Express has installed new cameras and has drive cam. All vans have 7 cameras. Transit Express may get some new vehicles next year.

First Transit: Morgen McClelland reported that December was a good month for weather. There is a little more snow now. First Transit is good with 67 drivers, but they may want to hire a few more. Three new drivers are coming on. First Transit is also good with vehicles.

TRANSIT PLUS: Fran Musci reported that Transit Plus provided 35,246 van rides in December and a total number of van rides in 2019 of 437,466. Ridership had a decrease of less than 1% in 2019. The overall on-time percentage in December was 95.21%. Transit Plus also provided 5,034 taxi trips in December and a total of 62,500 taxi trips in 2019. This was a 13% decrease. In 2018 Transit Plus provided 70,043 taxi rides. Taxi ridership is down 22% since 2015. In April or May Transit Plus will be doing a customer satisfaction survey. A transit system group of transit operators from across the county called ABBG will be developing the questions. We may do the survey on an annual basis after that.

OPEN DISCUSSION:

ADJOURNMENT