

Transit Plus Advisory Council

April 15, 2025 Minutes

PLACE: Milwaukee County Transit System Administration Building, 1942 N. 17th Street, Milwaukee, Wisconsin, Large Conference Room & via Microsoft Teams Meeting

PRESENT: David Buck - Chair, Terry Hogans - Vice Chair, Elois Reed, Nilda Rivera, Laurel Henschel, Patricia Martin, Rev. William Jackson, Helen White, Janice Briggs-Simmon, Kelley Santi

ABSENT: Arlene Washington, Mae Wingo

GUESTS: Mark Ward, Patrick O'Brien, Misty Robinson, Darryl Demory, and Maureen Brown – Transdev; Joe Pietrek – Via; Jeff Sponcia – MCDOT; Fran Musci and Megan Newman - Transit Plus; Brianne Mueller and Jesus Ochoa – MCTS; Eric Rademacher – UZURV; Joe Schuenemann, Anita Spight and Kevin Meyers - Guests

CALL TO ORDER:

APPROVAL OF MINUTES: The minutes of the March 18, 2025 meeting were unanimously approved. Motion by Terry Hogans, seconded by Helen Jackson.

COMMITTEES:

Driver/Reservationist Recognition Committee: The Driver/Reservationist Committee is happy to present three Transdev drivers with a pin, a Transit Plus pen and a certificate of appreciation for their customer service that our committee feels was above and beyond their call of duty. Thank you for your exemplary service, Misty Robinson, Darryl Demory, and Maureen Brown.

Membership Committee: The Membership Committee nominates Anita Spight to fill the vacant seat on the TPAC Council. The motion was made by Terry Hogans and seconded by Kelley Santi. Welcome to the council, Anita!

Public Relations Committee: David Buck states that there continues to be new cases of measles. Please consult a doctor to see if a vaccination is appropriate.

David Buck says that summer is upon us and that means baseball and festival season. Due to this, David states he would like to schedule a Public Relations Committee meeting on June 17, 2025 at 1:00 PM, prior to the June TPAC Meeting.

UNFINISHED BUSINESS:

Move 2025 Update: Jesus Ochoa, Planning Manager with MCTS gives the following update regarding bus route updates expected to be implemented in Fall 2025. The original proposal had 32 options for route redesigns. In phase one of the project, the planning team listened to feedback from the public and learned that there is a demand for more frequent service in some areas, service in areas of Milwaukee County that currently have no service, and easy to understand

routes. The team took that feedback and refined the proposals, taking into consideration the feedback given in public meetings. Now, in phase two, the planning team gathered additional feedback and is preparing a more refined plan. If you did not have an opportunity to attend a public meeting but would like to share your feedback, please visit the MCTS website and reach out to Transit Plus to share your ideas.

Transdev Update: Fran Musci states that Transdev experienced an outage that affected the connectivity of the tablets that drivers use for trip assignments and navigation. The outage took place on April 1st and lasted from approximately 8:30 AM to 3:30 PM. At the point of the outage, Transdev had the new tablets in-house but they were not programmed with the necessary applications to be useful. All tablets have been programmed and are in use on the vans as of April 4th. After a few updates, everything is running smoothly. All tablets are now on the same operating platform.

As part of contract management, Transit Plus meets with leadership at Transdev three times each week. Transdev is currently working to improve service and productivity to increase customer satisfaction.

Same Day Ride Pilot Update: Fran Musci reports that March ridership on the Same Day Ride Program has increased substantially. There were 88 completed trips with 112 total riders. As of April 13th, there are 61 completed trips with 72 total passengers. We are on target to exceed ridership for March. April 24th is the next Taxi Taskforce Meeting to discuss the program. If anyone would like to attend, reach out to Fran for a link to the virtual meeting. The number to call if you need to schedule a same day ride is 414-946-6318.

NEW BUSINESS:

Account Based Fare Collection Project: Transit Plus has ordered handheld cellphones to use as validators in the fare collection process. This will eventually eliminate paper tickets. A WisGo card or mobile app will be used to collect fares. Rather than having to come to or call the Transit Plus office to purchase tickets, riders will be able to load payment on the app or go to local businesses such as Pick n Save, Speedway, Walmart, CVS and some check cashing businesses. MCTS Admin Office will remain as a location to purchase fare media as well. Cash will still be accepted as a form of payment. One of the biggest challenges will be to work with agencies to manage billing on the back end. The target date for implementation is January 2026.

Bus Blade Redesign: Brianne Mueller, Graphic Design Coordinator for MCTS presented the plan for the bus blade redesign. MCTS is redesigning the bus blades to increase visibility for operators and bus riders. The signs will be larger, the print has more contrast and is reflective, so they are easier to see. Each sign will contain a QR code, that when scanned, will link the rider to the bus schedule to let them know when the next bus will be arriving. They will also have a number to call that connects you to a 24/7 hotline and website information. If anyone has feedback to share regarding this project, please get in touch with someone at Transit Plus who can share your ideas with Brianne.

MOBILITY MANAGEMENT REPORT:

The Mobility Management team is saying farewell to Jo Douville, who has worked on the team, helping Milwaukee County learn how to use fixed route buses for 14 years. Managers are in the process of recruiting for the role. The part-time travel training position is also vacant. Paula will be working hard in the upcoming months to train in the community and train a new team

member. She is currently booked solid for the month of May. Other members of the Transit Plus department are prepared to help with overflow as needed.

TRANSDEV REPORT: Transdev – Patrick O'Brien reported that Transdev staff is working to improve on time performance. Electronic device failure cause disparities for the beginning of April. The main focus is to improve productivity, reduce ride durations to an acceptable level, and perform timely pickups and drop-offs.

Transdev is also gearing up for summer. There are several locations that are popular summer destinations such as American Family Field and Summerfest Grounds that have special pickup / dropoff locations. They work on training new drivers on these procedures.

VIA REPORT: Joe Pietrek stated that new options for the same day ride program were implemented at the beginning of March. There were 65 rides on the program so far in April as of 4/15. He thinks there will be over 100 rides in April. Service is going well and increasing in large part due to marketing efforts and the press release.

TRANSIT PLUS REPORT: Fran Musci reports the following service update:
March 2025: 32,126 rides (increase of approximately 2,500 rides over February 2025)
OTP February 94.97%
Month of February Complaint Summary:
Total complaints: 63
Highest category: Pickup Dropoff Problems - 11
Commendations: 4

OPEN DISCUSSION: Laurel Henschel states that when she and Matt are riding together, she always tells the reservationist that there are two securement areas needed for the trip, but the driver never knows. Mark Ward states that the error could occur in a number of different steps. It could be the reservationist not properly noting or the driver not checking notes. Laurel states that she had a problem with a driver on Wednesday at St. Luke's. She states the driver refused to drop her off where she requested and dropped her at the back of the building. She really felt bad for another man who was unsteady on his feet. He was at the wrong door and the driver wouldn't take him to the correct entrance.

Helen White states that she had the opportunity to go to Transdev to talk to new staff members. She had a great experience. She says that people should be decent and respectful to drivers because that's what riders expect in return. Rev. Jackson shared that when he was talking with the drivers, they learned how to secure his scooter. He would be willing to volunteer for a second time. Janice Briggs-Simmon would like to volunteer as well.

Anita Spight states that she regularly has an issue with Treyvon. He is rude to her on the phone. Patrick states that he is making a note of that and will investigate.

Maureen Brown said that she is very appreciative of the recognition. She sees familiar faces in the room and enjoys transporting everyone. It means a lot to her to get the award.

ADJOURNMENT

Motion to adjourn made by Terry Hogans, seconded by Rev. Jackson. Unanimously approved.