

Transit Plus Advisory Council

February 17, 2026

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

PRESENT: Terry Hogans - Vice Chair, Laurel Henschel, Kelley Santi, Arlene Washington, Elois Reed, Nilda Rivera

EXCUSED: Helen White, Patricia Martin, Anita Spight

ABSENT: Janice Briggs-Simmon, Mae Wingo

GUESTS: Patrick O'Brien - Transdev; Paula Schultz, Megan Newman, Chris Fox - Transit Plus; Tom Bertrand, Sneha Arunkumar – MCTS Service Development; Jeff Sponcia, Nikki Todd – MCDOT; Joe Piatek – Via; Jeff Young, Rita Bruce, Kevin Meyers, Dan Barone – Guests

CALL TO ORDER

APPROVAL OF MINUTES: The minutes for the January 20, 2026, meeting were unanimously approved.

NEW BUSINESS:

Tom Bertrand and Sneha Arunkumar from MCTS Service Development Department provided information on the March 8 fixed route service changes. The changes are due to 2026 budget, customer needs, and adjustments for ongoing detours.

UNFINISHED BUSINESS:

Nominating Committee: Election took place to fill the positions of Chair and Vice-Chair. Six members were present to vote which results in a quorum. Megan did not receive any votes by email from members who are excused and no members attended virtually. The result was a tie. The election will be repeated next month when more council members are expected to be present.

Account Based Fare Collection: Transit Plus is working with nursing homes to set them up to add funds to Transit Plus WisGo cards as merchant vendors. A process has been developed to manage the cards that are returned to us as undeliverable. The last day for \$40 ticket sales is next Friday, February 27, 2026. Agencies will continue issuing tickets to clients. Tickets will be accepted through 2026. Clients can also continue to pay the \$4.00 fare in cash. Exact change is required.

Transdev Update: New driver hiring is finally balancing with driver turnover. MCTS is still working with our attorney to develop an acceptable resolution to meet service standards. Final meetings have concluded in considering new scheduling software and the final decision should be made by Transdev in the near future.

Transit Plus Same Day Pilot Update:

Ridership:

November: 400 rides with 492 passengers

December: 488 rides with 596 passengers

January: 493 rides with 591 (preliminary)

Effective March 16, 2026, the first service hour, from 7AM – 8AM will be eliminated to align service with budget. A letter will be mailed to all clients who have taken at least one ride on the Same Day Ride Pilot. In communicating the change, Transit Plus staff is working with marketing to update website and post on social media pages. Processes with Marketing has been delayed because of communications regarding fixed route changes.

TRANSIT PLUS REPORT:

- Ridership: December: 30,874 rides.
 - 2025 Total Ridership: 385,602; up 6% from 2024 and trending 88% of pre-Covid levels.
- OTP: December: 85.84%, down from 92.01%, in November. Baseline goal is 93%
 - 2025 overall OTP: 92.06%
- Productivity: The contract productivity target is 1.70 passengers per service hour (PPSH). 2025 average productivity was 1.50 (PPSH).
- December feedback:
 - 91 complaints: On -time 27, Late appointment drop off 22, Ride duration 11.
 - 8 Staff commendations.

COMMITTEES:

Provider Employee Recognition Committee: The committee recommended that George Woodard (Reservationist), David Bruckner (Driver), and Yolanda Lopez (Reservationist) be recognized for excellent service. Nilda Rivera made a motion to approve these nominees. Laurel Henshel seconded the motion. The motion was unanimously approved. Patrick O'Brien will arrange for these individuals to be present at the March meeting to receive their awards.

Membership Committee: No updates.

Public Relations Committee: No updates.

MOBILITY MANAGEMENT REPORT: Paula reported that the Mobility Management Team is assisting customers with the transition to the new account-based fare collection system. The travel training program has been very busy teaching people how to ride the bus. We are in the process of recruiting for a part-time travel trainer to join the Team. If any members or guests at the meeting know of a facility that would like a group presentation or someone needing individual travel training, please call the Transit Plus office.

CARRIER REPORT:

Transdev: Patrick O'Brein reports that hiring is now outpacing attrition. Hiring is continuing in February. Staffing target is 131 Transdev drivers and 20 Peoples drivers. Driver training courses continue at a weekly pace. Transdev plans to continue having a Transit Plus clients talk at driver training to share their experiences and discuss why the service is important to them. They start a new class every Monday. Wednesday is the day that the client visit takes place. Vicki arranges those visits and rotates between clients who volunteer. Many TPAC members have attended and find it valuable as well.

Transdev has been meeting with paratransit software providers for ride scheduling. A requirement of the new software is the capability to meet Key Performance Indicators (KPIs) as indicated in the contract. They plan to have new software picked by next month and intend to begin implementation shortly after.

Via: Joe Pietrek stated that he is working with the IT team at VIA to communicate service hours for the same day ride pilot. Clients will receive messages on the scheduling app and through text messages.

OPEN DISCUSSION: Kelley reported she tried to cancel an 8 am pickup 2 hours prior but there was no one answering the phone at 6 am. Arlene asked if drivers could call out the person's name when multiple people are waiting because she saw someone get on the wrong van. Patrick states that the drivers are now checking IDs to make sure they have the correct rider. Riders should have their Transit Plus ID ready when they board the van. Drivers will also call out the client's name.

Kevin Meyers asked how the average distance of rides per month was calculated. Megan asked him to provide more information on which number he was referring to. Kevin was reviewing the ADA report. Megan will verify and reply to Kevin by email.

Laurel asked how the message could get out to riders about the bag limits for purchases. Many people are trying to get on the van with large quantities of items. Several ideas were suggested (reservationist reminding them, signs on vans, driver reminders, place on the recorded message system). Patrick states that riders should be aware of the bag limit because it is mentioned in the assessment and is in the Rider's Guide. Transdev is working on dispatcher communications when a driver calls in with this issue.

Nikki Todd asked for a list of current KPI's. Megan will get that list to her via email.

Terry stated that all council members need to attend the next meeting and be prepared to choose which committee they want to serve on. The election for officers will take place during the 2 pm meeting.

ADJOURNMENT: Motion made by Arlene, 2nd by Kelly Santi. Motion carried. Adjourned 3:05 pm.

NEXT MEETING: Tuesday, March 17, 2026