

Transit Plus Advisory Council

July 21, 2026

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

PRESENT: Terry Hogans - Chair, Helen White – Vice Chair, Laurel Henschel, Nilda Rivera, Anita Spight, Kelley Santi, Patricia Martin

EXCUSED: Arlene Washington

ABSENT: Mae Wingo, Elois Reed

GUESTS: Patrick O'Brien - Transdev; Chris Fox, Paula Schultz, Fran Musci - Transit Plus; Claire Enders – Milwaukee County Aging and Disability Services; Jeff Sponcia – MCDOT; Nikki Todd – Milwaukee County Office of Strategy, Budget & Performance; Chris Adams – Spare; Will van de Noort – Spare; Yves Tang – Transdev; Jeff Young, Kevin Meyers, Stephen Hiatt-Leonard, Rita Bruce, Rebecca Rabatin – Guests

CALL TO ORDER

APPROVAL OF MINUTES: The minutes for the June 17, 2026, meeting were unanimously approved. Motion by Nilda Rivera, 2nd by Kelley Santi.

SPARE SOFTWARE DEMO

Representatives from Spare and Transdev gave an overview of the rider experience and the driver experience including a look at the Spare App. Questions were answered following the presentation. Highlights of the demonstration:

- Spare app is compatible with text to speech, screen readers, and has alt text under all images
- The app shows rider's current location and nearby fixed route options
- Rider can access upcoming and past trip data
- Rider can submit trip reviews through the app
- Rider can personalize their profile and notification preference
- Initially the app will be useful for seeing trip data. Ride scheduling and canceling will be added later. Rides will still need to be scheduled the day before
- Those using the My Transit Manager App will be first to receive Spare App
- With Spare, the driver will receive turn-by-turn instructions
- Live traffic information notifies drivers if their route needs to change
- A Google Maps interface is built into the Spare platform
- A pop-up will show the driver any notes related to the rider
- Notifications will be sent the night before, an hour before and when the van arrives. Fran is checking whether it will also give 10-minute arrival notifications
- When rides are scheduled and/or canceled or staffing changes occur, the Spare software redistributes rides and updates routing and scheduling

COMMITTEES:

Provider Employee Recognition Committee: Three drivers were nominated for Special Recognition. Those drivers are Winford Gordan, Clayton Moore, and Robert Morris. Anita Spight made a motion to vote on approving these drivers. Nilda Rivera seconded the motion. The vote was unanimous to approve these 3 drivers for Special Recognition.

Membership Committee: Anita Spight made a motion to vote against adding non-rider advocates to the council. Nilda Rivera seconded the motion. The vote passed unanimously.

Laurel mentioned that there are 3 vacancies on the council and that the committee is waiting for guidance on procedures for filling those positions. No specific names have been suggested. Jeff Sponcia will check with the MCDOT Director and let Fran know. The committee plans to fill those vacancies once permission from the Director is granted.

Public Relations Committee: No updates.

UNFINISHED BUSINESS:

Transit Plus Same Day Pilot: June ridership 481 Trips for 584 Passengers. Last Task Force meeting was June 30th. There was conversation that the Same Day Pilot is not in the MCTS 2027 Departmental Budget request. Options for providing a same day ride might include a supplemental budget request for the pilot or Transdev providing a limited number of same day rides if capacity is available after Spare conversion. Next meeting will be Aug 20th at 2PM on Zoom. Mark Tillman can send the meeting link to anyone interested in attending.

2027 Budget: Has been submitted to County Dept of Strategy, Budget and Performance. County Exec's Budget is due on or before October 1st. Then County Board holds public budget meetings and makes amendments to the Exec's budget. Final budget by mid-November.

Software Update: Project is in full swing meeting multiple times per week to configure new system and work on reporting. "Go-live" target is September 6th. First phase will include operations and deploying the app so people can check on their rides. Second phase will take place once software is stable and will include tweaks to increase efficiency and the launch of the self-booking features in the app. Working with MCTS Marketing team and Spare to coordinate customer communication.

MCTS Fixed Route Redesign: Nilsa participated in the initial meeting on July 6 along with other community members. Jarrett Walker & Associates is the consultant assisting with the redesign. They provided an overview of the steps involved in the redesign process. There was not a lot of talk about paratransit at this initial meeting. There will be another meeting in September. Chris Fox attended the 4-day retreat from July 7 through July 10 organized by Jarrett Walker. Other attendees included representatives from MCTS leadership, MCDOT, WisDOT, and SEWRPC. The goal was to draft both Coverage and Ridership concepts with a 25% budget reduction. Coverage concept – Spreads service out so that there's some service everywhere. Since there is a huge area to serve, the buses come less frequently which means that fewer people find them useful. Ridership concept – Put high frequency routes in places that are dense, walkable, linear, and continuous but covers a smaller area. Could be some

combination of these concepts. Once the options are refined, public meetings will take place. The MCTS website has information on this process. Anyone interested can Google “MCTS Forward” and can download the Choices Report. Jeff Sponcia mentioned that public engagement will be a huge part of the process. Public meetings will begin this fall. There will be multiple opportunities for input. The process will take 12 to 18 months. The new system will be implemented some time in late 2027 or 2028. Jeff encouraged all in attendance to reach out to their public officials at the state and local level to request more funding for transit. Peer agencies across the country receive a % of sales tax or other dedicated funding. MCTS is the only agency of its size that doesn’t receive dedicated funding. Kevin Meyers mentioned that Transit is Milwaukee is a group that is working to get funding for transit. Claire Enders is co-chair and will do a presentation at the next TPAC meeting.

Due to time constraints, the balance of the July agenda will be moved to the September meeting.

ADJOURNMENT: Motion made by Helen White, 2nd by Kelley Santi. Motion carried. Adjourned 3:27 pm.

NEXT MEETING: Tuesday, September 15, 2026, from 2:00 pm to 3:30 pm.