

Transit Plus Advisory Council

June 17, 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, Mae Wingo, Elois Reed, Kelley Santi, Arlene Washington

EXCUSED: Patricia Martin

ABSENT: None

GUESTS: Patrick O'Brien - Transdev; Joe Pietrek – Via Transportation; Megan Newman, Paula Schultz, Fran Musci - Transit Plus; Brian Wojcik – MCTS; Claire Enders – Milwaukee County Aging and Disability Services; Jeff Sponcia – MCDOT; Jeff Young, Kevin Meyers, Stephen Hiatt-Leonard, Rita Bruce, Lauren Grudzinski – Guests

CALL TO ORDER

APPROVAL OF MINUTES: The minutes for the April 20, 2026, meeting were unanimously approved. Motion by Arlene Washington, 2nd by Anita Spight.

COMMITTEES:

Provider Employee Recognition Committee: Meeting scheduled for 1:00 prior to meeting in July. All TPAC Members should attend this committee meeting.

Membership Committee: No Updates.

Public Relations Committee: No updates.

UNFINISHED BUSINESS:

Transdev Update: Spare Software Project “Kickoff” Meeting was held on June 4th. Team is now meeting weekly to work on implementation. There will be two parallel implementation phases. One will focus on setting up the software and scheduling algorithms. The other will focus on transitioning all reporting needs into the new software. 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. The anticipated implementation target is in September 2026.

Additional discussion occurred regarding will-call pickups from Froedtert Hospital causing long ride durations.

Transit Plus Same Day Pilot Update: May Ridership: 546 total trips transporting 647 riders. This is a record high. There were 141 ride requests where a seat was unavailable. This equates to approx. 17.49% of overall trip requests. Discussion of what is next for Pilot will be held at next

Taxi Task Force meeting on June 30, 2026, at 2:00 PM. This is a Milwaukee County meeting that is held virtually with no in-person option. TPAC Members are encouraged to attend.

NEW BUSINESS:

Amendment 20 Report: Transit Plus gathered feedback from many different sources to compile the report. Included was feedback from in-person public meetings held in April 2026, online submissions for those who could not attend a meeting in-person, recent patterns in complaints and the 2025 Transit Plus Customer Satisfaction survey. There were similarities in the feedback.

In general riders are satisfied with the service. There are two main categories that were identified for improvement.

1. Scheduling, routing, and on-time performance:

- Riders are looking for more efficient scheduling and routing of their rides.
- Riders want more timely pick-ups and appointment drop-offs.
- Riders want improved communication on the status of their rides.
- Riders want a way to schedule and manage their rides without having to call Transdev.
- Riders want drivers to know where they are going and have up-to-date GPS to identify the most direct routes.

2. Improved rider experience:

- Riders want staff who are more customer-friendly and knowledgeable about working with riders who have disabilities.
- Riders want to be able to connect with staff who are polite and can answer their questions on the phone.
- Riders would like a reduction in AM/FM radio noise, 2-way radio chatter, and to hear staff using a more professional tone on the radio.
- Riders want drivers to consistently and safely provide the required door-to-door service.
- Riders want drivers who read and follow notes regarding specific pick-up or drop-off instructions.
- Riders have experienced that drivers are unhappy when trips are added to a route, causing the driver's workday to be extended. (Contract allows Transdev to hold over drivers for up to one hour beyond shift end time, if needed.) Unhappy drivers lead to poor customer service and higher turnover.

Recommendations:

- Updated contract with Transdev – heavier weighted KPI's.
- Scheduling software- Implementation of Spare software will be able to address many of the ongoing route, schedule, dispatch and booking issues. Platform has a dynamic scheduling algorithm that continually optimizes trips to limit manual placement of trips resulting in better dispatching, schedules and routes that make sense. It has pop ups with driver information as well as Google Maps and live

traffic as well as a rider app and online option to book/cancel/check on rides. Might allow us an opportunity to provide a limited number of same day rides on Transdev.

- Radio improvements to reduce the amount of noise on radio and training staff on radio etiquette
- Evaluate phone systems at Transdev as well as Transit Plus to make sure calls are being routed appropriately and call takers using scripts, minimize call center background noise
- Reinstate first person rider experience for new drivers.
- Safety initiatives
- Employee engagement/ recognition programs and engagement with Transit Plus staff to reinforce customer service mindset. Including continuing the TPAC employee recognition program.
- Consider updating the TPAC by-laws to allow up to two (2) non-rider, non-caregiver advocates to join the Council. Consider scheduling a Membership Committee meeting to discuss.

Will be monitoring complaints and conducting another customer satisfaction survey in 2027 to measure success as defined by our riders and to focus ongoing efforts for improvement. Paratransit Director Fran Musci will be presenting the report at the Transportation and Transit Committee meeting on July 15, 2026.

Summerfest 2026: Summerfest takes place over the course of three weekends on Thursday, Friday, and Saturday. The dates are June 18-20, 25-27 and July 2-4. Transit Plus will pick up and drop off at the mid-gate. The Transit Plus waiting area is on the north side of the mid-gate, identified by signage. Vans will operate in the same pick up / drop off location as MCTS buses. MCTS will operate shuttle buses from the Brown Deer, Whitnall and Collage Avenue park and ride lots. Regular fare: \$18 round trip; Reduced fare (Children, Seniors, People with Disabilities): \$9 round trip.

MOBILITY MANAGEMENT REPORT:

The mobility management team will be conducting a number of Driver ADA Sensitivity Training events between now and the end of July. These include:

- 2 ADA refresher sessions during NAMI De-escalation classes,
- 2 new operator 8-hour training classes, and
- 4 days out at the stations for operator ADA refresher training

We continue to schedule Freedom on Wheels group training and individual travel training as our schedule permits.

Paula had the opportunity to give a presentation about paratransit to the ADRC Governing Board this morning. They had a lot of great questions, and it was a good conversation.

CARRIER REPORT:

Via: Joe Pietrek clarifies, no hours have been added to staffing right now, only readjusting staffing as peak hours change a bit.

Transdev: The new driver run cut is effective June 21st. The intent is to align staffing with service trends to provide more efficient service. There was an update in April that adjusted ride demand, so data is limited but Patrick is confident that the run cut will help with timely service.

Construction continues at the Transdev location on South 13th Street. Progress includes a new fire suppression system, water mains, and upgraded electricity. Today was the first time Patrick saw the system.

Activities at Summerfest begin today with Garth Brooks concerts on June 16th and 17th. The music festival brings attendees from worldwide tourists, so road traffic is expected to be heavier than normal. Friday events that Transdev will be transporting passengers for are the Juneteenth Celebration, Easter Seals dance, and Summerfest. In anticipation of a busy weekend, Transdev staff is adjusting schedules to get more evening drivers.

Transdev has been discussing with drivers the importance of checking Transit Plus ID's when boarding clients. This is an effort to be sure that drivers have the correct person on board. If you have a driver who you know who doesn't ask for identification, Patrick states that's acceptable due to client familiarity. Patrick wants clients to be aware so not to offend anyone if they are asked to show their ID.

TRANSIT PLUS REPORT:

Ridership: April: 29,432 rides. Note- Severe storms and flooding as well as Group Home Agency fare enforcement impacted total rides in April

OTP: April: **93.35%**

Productivity: April: **1.50**. The contract productivity target for April was 1.70 passengers per service hour (PPSH).

April feedback:

- 72 complaints: Ride duration & On time: 10, Late appointment drop off 9. Did see a large decrease in door-to-door complaints from 9 in March to 3 in April.
- 7 Staff commendations

Transit Plus would respectfully ask that the TPAC recognition luncheon be moved to July going forward due to staff demands during the week of Summerfest. After discussion, this proposal is approved.

Fran reminds TPAC attendees that comments made during open discussion are entered in the TPAC minutes that are posted for public view on the MCTS website. We ask that attendees refrain from discussing personal experiences or issues in this public forum. Rather, please call 414-343-1700 and speak to Transit Plus customer service. If members or guests have general observations, complaints, or patterns that affect the general ridership, please share in the meetings.

Fixed Route Redesign: The first Community Stakeholder meeting will be held on July 6th. Nilda has been asked to join this group as a person with a disability who uses both fixed route and paratransit. Brian Peters, representing Independence First has also been asked to attend representing the disability community.

After that, the Core Design Team comprised of staff from Jerrett Walker & Associates (JWA), MCTS, SEWRPC, and Milwaukee County. They will be developing two route models for consideration. One will focus on maximizing ridership, and one will focus on maximizing coverage. These are the beginning stages of the study. The results will be presented for public comment in fall.

OPEN DISCUSSION:

Laurel Henschel asks if a rider has an 11:45 AM – 12:15 PM scheduled pick up and the van arrives at 11:35 AM, what time does the rider need to be present to board the van? Fran Musci states riders have up to five minutes into the pick up window so, in this case, 11:50 AM.

Kevin Meyers asks if it is possible to receive the Amendment 20 report prior to the Transportation and Transit Committee Meeting at the County on July 15th. Fran states everyone who attended the meetings will get a copy of the report once it is posted in the Milwaukee County database, Legistar. This is anticipated to happen at the end of June.

ADJOURNMENT: Motion made by Anita Spight, 2nd by Kelley Santi. Motion carried. Adjourned 3:20 pm.

NEXT MEETING: Tuesday, July 21, 2026, from 2:00 pm to 3:30 pm.