2020 was a year filled with unexpected firsts related to the Coronavirus Disease (COVID-19) pandemic. From the beginning, MCTS rose to the challenge and remained in operation so that essential workers in our community could get to critical destinations like hospitals, pharmacies, and grocery stores.

MCTS ridership in the early weeks of 2020 was stronger than in 2019 but that changed as the pandemic hit. For the second half of 2020 ridership has been consistently around 50% of the week-to-week tally from the previous year. While teleworking, school and university closures, and restrictions on in-door dining and recreation continue, ridership should persist at this level – neither declining nor increasing substantially. Essential workers are using transit now to reach their in-person work and will continue to do so as long as the service is available.

As the economy bounces back (in-door activities resume, in-person teaching returns, and some tele-working transitions back to in-person work) ridership will begin to increase. In particular, those individuals that are in the service industry that has been hit so hard by COVID-19 will begin to use transit again to get to jobs at coffee shops, bars, restaurants, event venues, etc.

MCTS is committed to adapting its strategies in order to keep employees and customers safe, while also continuing to work towards the many exciting and innovative projects on the horizon.

**DRIVER COMMENDATIONS**

723 DRIVERS COMMENDED IN 2020

440 DRIVERS COMMENDED FOR SAFE DRIVING

64 DRIVERS RECEIVED PATCHES FOR SAFE DRIVING*

<table>
<thead>
<tr>
<th>Period</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 year</td>
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</tr>
<tr>
<td>10 year</td>
<td>15</td>
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<tr>
<td>15 year</td>
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</tr>
<tr>
<td>25 year</td>
<td>1</td>
</tr>
<tr>
<td>30 year</td>
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</tbody>
</table>

* Patches are awarded in 5 year increments
BUS RAPID TRANSIT APPROVAL

Federal officials announced in late 2020 the execution of a $40.9 million grant award to Milwaukee County, clearing the way for the East-West Bus Rapid Transit (BRT) project to move forward. The nine-mile East-West BRT, which will utilize battery-electric buses, will allow MCTS to better connect major employment, education and recreation destinations through downtown Milwaukee, Marquette University, Milwaukee’s Near West Side, Wauwatosa, and the Milwaukee Regional Medical Center. Construction is slated to begin in Spring 2021, with revenue service currently anticipated in Fall 2022.

MCTS NEXT SYSTEM REDESIGN APPROVAL

The MCTS NEXT system redesign received approval from the Milwaukee County Board of Supervisors in Fall 2020. MCTS spent years conducting a comprehensive review of the entire transit network, including a massive public outreach effort. Planners examined and evaluated every route and bus stop to identify opportunities for improvements, enhanced efficiency, and faster service. Changes related to MCTS NEXT will roll out in three phases throughout 2021.

COVID-19 OVERVIEW

At the start of the COVID-19 pandemic, when Personal Protective Equipment was still in short supply, MCTS developed partnerships with community groups in order to supply tens of thousands of disposable masks to protect employees. We also solicited and obtained disposable and reusable masks from individuals, businesses and the County and Federal government.

Once all employees had proper protection, MCTS launched an extensive effort to distribute masks to passengers. With the help of custom-made dispensers installed on every bus in the fleet, MCTS has provided hundreds of thousands of free masks – and counting.
To reach one of its new organizational goals – develop sustainable funding and enhance fiscal stability – MCTS launched Transit Insider, a quarterly e-newsletter designed to inform elected officials and other stakeholders about important transit-related news. The first two issues were distributed in 2020, with more each quarter in 2021.

Milwaukee Bucks Forward Khris Middleton played “Secret Santa” for bus operators who worked on Christmas Day. At both Fond du Lac and Kinnickinnic Stations, operators dined on catered breakfast, lunch and dinner. In addition, 20 lucky bus operators (10 each at Fond du Lac and Kinnickinnic Stations) received gift bags from Khris filled with treats like wine, candles, tech gadgets and more. The meals and gifts were part of his “12 Days of Khris-Mas” – a series of community service events Middleton led with an emphasis on essential workers here in Milwaukee.

Thank you, Khris, for thinking of our bus operators and community!
**SUMMARY OF PROJECTS**

**Kinnickinnic Bus Lift Replacements:**
MCTS replaced two aging lifts and added support to hold the added weight of our incoming Battery Electric Buses at the Kinnickinnic Garage.

**Major Maintenance Projects in 2020:**
· Fond du Lac and Kinnickinnic Garages
  · The bus storage floors at both MCTS garages were entirely restriped; old markings were ground off and the floors were cleaned. New paint striping was done so Operators can see where to safely park buses. The project should wrap up in February 2021.

**Other Projects in 2020:**
· Ceridian Dayforce:
  · At the end of 2020, MCTS rolled out a new cloud-based payroll and benefits software called Ceridian Dayforce. Dayforce replaced MCTS’s outdated Oracle-based attendance and payroll processes. The switch has made employee’s lives easier by combining HR, payroll, benefits, workforce management, and talent management in a single application.

· On-Bus Clever Device Tech Gets an Upgrade:
  · All 368 buses in the MCTS fleet have Clever GPS-tracking devices onboard used to track vehicle locations. New 4G external modems were ordered to replace 3G internal modems, which are located inside the on-bus Clever Device Intelligent Vehicle Network (IVN) processing units. The project was completed before the 3G cut-off deadline.

**CRITICAL NEED FOR STATE FUNDING SOLUTIONS**

Any reduction in State support will lead to a reduction in service, likely on a dollar-per-dollar basis. A service reduction due to lack of state funding will have a devastating impact on MCTS’s ability to continue to move essential workers to in person jobs and hinder our critical role in the economic recovery for our community.

**FEDERAL RELIEF EXPLAINED**

Whether ridership will return to 2019 levels, exceed it, or continue to lag, is unclear. Almost $30 million dollars in passenger revenue has been budgeted for 2021. At 50% of ridership levels, about $15 million in passenger revenue is at risk, which is exactly why Congress passed the Coronavirus Aid, Relief, and Economic Security (CARES) Act and Coronavirus Response and Relief Supplemental Appropriations Act, 2021 (CRRSAA). The Federal Government wants transit to be there for essential workers now, and to assist in the on-going economic recovery. They are committed to helping transit systems prevent, continue to prepare for, and respond to COVID-19. Those funds helped MCTS to cover added costs of the pandemic in 2020 and cover farebox revenues lost to lower ridership last year. It will be needed again in 2021 and beyond.

MCTS closed out 2020 with a CARES Act funds drawdown of $31.5 million.

**2020 FUNDING BY SOURCE**
In early 2020, MCTS finalized a new Mission and Vision statement, along with setting core organizational values. A set of strategic goals and focus areas were also developed to help guide the agency’s efforts across departments.

**MISSION**
MCTS connects our community to jobs, education and life with essential transit services

**VISION**
To be the preferred transporation choice through service excellence and innovation

**VALUES**
- Respect
- Integrity
- Excellence
- Equity
- Collaboration
- Innovation

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**WHAT RIDERS SAY**

- **93%** of riders feel MCTS nearly meets, meets or exceeds their needs
- **81%** of riders say MCTS drivers are helpful and friendly
- **37%** of riders primarily ride the bus to get to work each day

**2020 MCTS Employee Stats**

- 1,038 Full Time Employees
- 69% of MCTS workforce is majority minority

**2020 Commuter Value Pass Stats**

- 1,440 total number of Employees participating in CVP Program
- 45 total number of CVP Clients

**2020 U-PASS Stats**

- Total number of participating Universities: 6
- Total number of eligible students: 29,000
- Total number of rides: 846,771

**BUSINESS SNAPSHOT**

In early 2020, MCTS finalized a new Mission and Vision statement, along with setting core organizational values. A set of strategic goals and focus areas were also developed to help guide the agency’s efforts across departments.
Paratransit department provides ADA compliant paratransit services to meet the public transportation needs of persons with disabilities while seeking opportunities for service excellence and innovation.

**PARATRANSIT DEPARTMENTAL PURPOSE**

**KEY ACCOMPLISHMENTS:**
- Due to COVID-19, Transit Plus office staff transitioned to remote working while continuing to administer all paratransit services and mobility management program activities.
- Completed a Trapeze scheduling software database merge and upgrade.
- Partnered with Milwaukee County Department of Health and Human Services to provide free rides for COVID testing and for voting.
- Partnered with Milwaukee County Office for Persons with Disabilities to launch the Aira wayfinding app that provides live assistance to transit riders who have a visual impairment.

**PARATRANSIT SERVICES**

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADA Van Rides</td>
<td>235,783</td>
</tr>
<tr>
<td>Taxi Rides</td>
<td>36,378</td>
</tr>
<tr>
<td>Clients Assessed</td>
<td>1,684</td>
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<tr>
<td>Number of New</td>
<td>838</td>
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<tr>
<td>(52% Renewals, 48% New)</td>
<td></td>
</tr>
<tr>
<td>Reduced Fare Cards</td>
<td></td>
</tr>
<tr>
<td>Issued</td>
<td></td>
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</tbody>
</table>

**MOBILITY MANAGEMENT PROGRAM FIXED ROUTE IMPACT**

- **63,083** Transit Plus Pass Rides
- **108** Operators Trained
- **25** Travel Training Sessions
- **44,088** ADA Boardings
- **41** Outreach Presentations

*Ridership data not collected in April & May due to COVID-19 free rides.