

TRANSIT INSIDER

MCTS NEWS FOR STAKEHOLDERS AND COMMUNITY PARTNERS



QTR 2, 2021



Our goal is to bring you informative transit news and insights that will assist your work with constituents and advocates.

THE ROAD AHEAD

DAN BOEHM, MCTS MANAGING DIRECTOR

The COVID-19 crisis has been the single most disruptive event of our time. It has exposed disparities in our economic, social and cultural systems. While transit continued to operate and keep our work teams gainfully employed, individuals in our families and broader community faced financial distress, health struggles and loss of life. Fortunately for all of us, the availability of vaccines has proven to be a light at the end of a long and dark tunnel. Those who stepped up to get vaccinated are leaders in this fight against the global pandemic. They have not only protected themselves from the mysterious virus and its potential long-term effects that we may not realize for years to come, but they have also ‘taken one for the team.’ In many respects, getting vaccinated is a selfless act that shows that you care about your family members, elders, co-workers, passengers, and community. Only by working together can we turn back COVID-19 and its dangerous variants.

Despite the challenges of the past year, we have brighter days ahead.

MCTS NEXT is a bold step towards building a better future for transit in Milwaukee County, and it couldn't have come at a better time. In 2022, BRT will bring a new focus on the value of transit in our community and open the eyes of a new generation of transit riders to the ease and convenience of taking the bus. Meanwhile,

significant amounts of Federal support was made available to counter our lost passenger revenue and help us address critical issues of deferred maintenance in our facilities and our fleet. In the 2022 Transit Capital Budget, we are seeking 60 new buses to replace vehicles that are at the end of their useful life.

There's a lot of good news for MCTS. In this issue of Transit Insider, you will learn about actions we are taking, but more importantly, information about the people at MCTS and in our community that are helping us to achieve a future where we build back better.



WHO'S DRIVING OUR SUCCESS

EAST-WEST BRT

Each issue will spotlight a MCTS employee or department delivering on our mission.

How long has MCTS been working on the BRT Project?

The MCTS East-West BRT project has been in the works since 2016. The process kicked off with a feasibility study to investigate the location, impact and benefits of the project. It was at that point I personally came on board to help with design and engineering, as well as the environmental study portion of the project. Design work continued through 2020 and was completed ahead of the Small Starts Grant Award announcement from the FTA in December of 2020.

What's an interesting thing you learned during the planning process?

Overall, it was fascinating to see the amount of detail that goes into studying, planning and designing a Small Starts Grant-funded project. Specifically, it was interesting to see how technology was able to be leveraged to help us gather information and stay connected during COVID-19. When travel restrictions cancelled our in-person FTA risk review, we were still able to conduct a fully virtual FTA risk review through the use of Microsoft Teams, complete with a virtual tour of the corridor. With some creative thinking, we never missed a beat and we were able to pass the risk review, a very important milestone, and keep the project on track.



**BRITTANY
BERTSCH**

Project Manager -
Executive

*"Completing the first BRT
route in Milwaukee won't
be the end of something,
it's only the beginning!"*

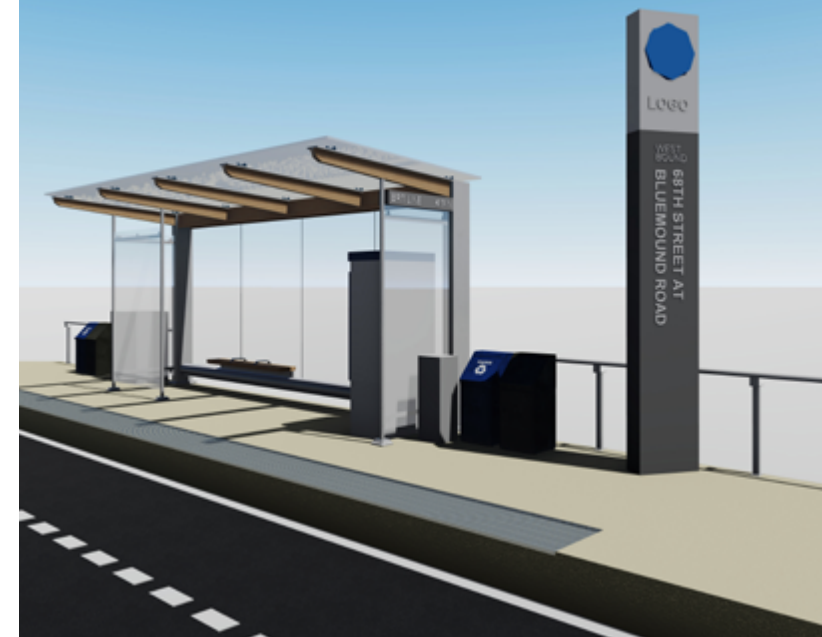
You can reach her at
bbertsch@mcts.org

What are you most excited for?

I'm excited to take my first ride on the BRT route! After looking at designs and renderings for the last few years, it will be extremely gratifying to see the stations and other elements of the project come to life. Beyond that, I am excited to see the full impact of how BRT will elevate and improve transit for our community.

Anything else you'd like readers to know?

As many people know, the East-West BRT is a first-of-its kind project, not only for Milwaukee, but for the entire state of Wisconsin. This project is extremely complex with many stakeholders and partners involved, from the local level all the way up to the national level. Behind the scenes, the project management team and I have coordinated over a dozen vendor contracts for everything from design services to the Battery Electric Buses. Though it has been a lot of learning and a lot of work, it is rewarding to work with such a dedicated team. It is truly inspiring to see the level of dedication and commitment from not only MCTS, but from all our project partners. From big ideas, down to the smallest detail, everyone has been actively engaged and fully committed to moving this project ahead. I look forward to seeing the project completed and to what we can accomplish in the future. Completing the first BRT route in Milwaukee won't be the end of something, it's only the beginning!





**DAVID
LOCHER**

Transportation
Manager



You can reach him at
dlocher@mcts.org

WHO'S DRIVING OUR SUCCESS EAST-WEST BRT

Describe your role in the project.

BRT Transportation Manager/
BRT Quality Manager is a catch-all that involves daily operations and troubleshooting, asking the questions: *How is this going to work? Is it working well? What problems can we expect? How do we fix them?* I am one voice in a collective conversation among consultants, outside officials and stakeholders, internal MCTS departments, and others. In the design process, I'd think of myself as a bus driver, and what I would like to drive; then also as

a passenger, what would I expect from my bus ride? As a driver, is there a restroom? As a passenger, will the platforms have protection from the elements? Each is a topic where collective feedback was needed to make a successful design, and I hope my prior experience as a bus operator and as a rider have helped lend those perspectives.

My other role is helping make the BRT run smoothly once it's been built. We're aiming for full revenue service in Fall 2022. At that point, I'll be examining how our day-to-day operations are going to be successful and how to troubleshoot for all situations. In many ways, this is a bus, and Transportation knows how to do buses. But, BRT is

special, and it's the details that will set it apart in how we manage it.

What's been the most challenging?

Working through design is both rewarding and challenging. Feedback from a single voice does not enact a design change – there are no unilateral decisions. Every decision is a conversation or a meeting, or a series of meetings; and there are endless email chains. Collaboration is so important. It refines the design and it strengthens the product. Sometimes, this means working with one idea in mind (and becoming very invested in it), then taking it back to stakeholders and partners, and finding out your great idea works for MCTS, but maybe a business or a neighborhood sees it differently. It's humbling when the team has to go back to the drawing board. But it also pushes the project to become better. And that's the reward – knowing that the collaboration is producing the best product possible.

Anything else you'd like readers to know?

Our BRT project comes from Federal investment dollars that can only be used to build infrastructure for Transit – this does not cover operating costs (i.e. extra buses). Essentially, we're using infrastructure to allow fewer buses to work more effectively: dedicated lanes, signal priority, etc. All of this works to help a BRT bus move through the corridor with fewer delays. In other words, this Federal funding allows MCTS to provide more frequent and reliable service than if we did not have this opportunity. It's helping to upgrade our already top-notch service.

TRANSIT PLANNING IN OUR REGION

SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION

The Southeastern Wisconsin Regional Planning Commission (SEWRPC) has been helping transit systems in Southeastern Wisconsin plan since the 1960s, when MCTS was still privately owned. At a local government's request, SEWRPC is available to help communities explore important questions about what they want the future of their infrastructure, neighborhoods, parks, or business districts to look like, focusing on providing detailed technical analysis on these topics. For transit in Milwaukee County, this has included early feasibility work on the East-West BRT, a transit plan for MCTS developed in the late 2000s, and commuter rail and light rail planning efforts in previous decades. SEWRPC also helps transit systems in Southeastern Wisconsin determine how to share Federal transit funding and is a repository of system data and information. Find out more and how to reach us [here](#).

North-South Transit Enhancement Study Update

Milwaukee County and SEWRPC are currently making progress in the transit study along and near 27th Street to enhance transit service, increase frequency, add amenities, and potentially expand the existing MCTS PurpleLine service area. Both rail and bus services are being considered.

The first round of virtual public meetings for the study took place on February 23 and 24. The study team presented various preliminary rail and bus route options, transit technologies, and evaluation criteria that are being used to evaluate the transit alternatives.



KEVIN MUHS

Executive Director
SEWRPC



PUBLIC COMMENTS RECEIVED INCLUDE:



Support for improved transit stops with shelters



More frequent transit service



Faster travel times



Improved safety and security in the corridor



Transit service with dedicated lanes



Better pedestrian and bicycle connectivity near stops



Environmental considerations

This feedback is currently being used to refine the documented purpose statement for the study and the needs in the corridor the study will address, as well as routes, transit technology, and service features under consideration.

SHARE YOUR FEEDBACK!

**VIRTUAL PUBLIC MEETINGS FOR
MILWAUKEE NORTH-SOUTH TRANSIT
ENHANCEMENT STUDY JUNE 22-24**

Milwaukee County and the Southeastern Wisconsin Regional Planning Commission are hosting the second round of virtual public meetings about a potential future transit enhancement along and near 27th Street. A transit enhancement would provide faster travel times, expand access to destinations in the corridor, and connect to other important routes in the system. Both rail and bus services are being considered. Participants will have the opportunity to provide feedback about updated route options, preliminary station locations, service amenities, and more on an interactive Zoom meeting.

Tuesday, June 22 | 1:00-2:00 PM

***Spanish Only* - Wednesday, June 23
6:30-7:30 PM**

Thursday, June 24 | 6:00-7:00 PM

Visit mkenorthsouth.com to register and learn more.

Please direct questions to
info@mkenorthsouth.com.

TRANSIT PARTNER SPOTLIGHT

MILWAUKEE COUNTY OFFICE ON AFRICAN AMERICAN AFFAIRS

The vision for Milwaukee County states, “By achieving racial equity, Milwaukee will be the healthiest county in Wisconsin.”

For MCTS, the well-being of all our customers and neighbors is very important to us. We seek to contribute to Milwaukee County’s overall health by advancing racial equity through transit improvements, and by participating in community events and educational opportunities. We work frequently with the Milwaukee County Office on African American Affairs (OAAA) as we align our work with the County’s vision.

In 2018 and 2019, we conducted a massive public outreach effort for MCTS NEXT to gather community input. As part of our efforts to make transit improvements equitable for all MCTS customers, we asked for and received valuable input from OAAA. Its feedback helped shape plans that will advance racial equity. MCTS NEXT will improve access for people of color to employment, education, healthcare, grocery stores and other essential destinations.

MCTS managers, human resources staff, and marketing staff took part in a Racial Equity Training “Leadership Series” in 2019. The training sessions were effective in teaching how to use a racial equity framework to analyze policies, practices,

and service delivery through a racial equity lens. The training gave participants a more personal understanding of how racial inequity is created and the skills to ameliorate the problem.

For the past three years, we have partnered with OAAA to promote our Rosa Parks Bus Tribute. Last fall, we extended our tribute with the MCTS Rosa Parks Tribute Scholarship. OAAA’s Director Jeff Roman was among the judges who helped select the program’s first three winners.

Most recently, OAAA invited MCTS to teach guests at its Bicycle Giveaway events on Saturday, May 22 at Lincoln Park and Saturday, June 12 at Washington Park, how to use our bus bike racks. In addition, MCTS donated 20 unclaimed bicycles from our Lost & Found to the giveaway event.

As MCTS pursues its mission of connecting our community to jobs, education and life with essential transit services, we look forward to future collaborations with OAAA.



WHO'S RIDING? RIDER PROFILES

How long have you been riding the bus? I have been riding the bus to/from work every day since 2013.

What is your primary reason for riding? My wife and I chose where to live based specifically on transit access. I enjoy taking the bus to work at Milwaukee Mitchell International Airport every day.

Do you use the bus other than to travel to work? Yes, for dining, shopping, medical appointments, volunteering, etc.

Do you have a regular bus operator? I see a number of bus operators on a regular basis. It's not easy being a bus operator. There are a lot of things they have to pay attention to. In my experience, all of the operators do an outstanding job under sometimes stressful circumstances.

How did COVID-19 affect your bus travel? Other than working from home for a while in 2020, I have taken the bus to/from work every day and felt safe doing so during the pandemic.

What's something interesting about riding the bus people not might know or think about?

Some people think it's inconvenient to ride the bus, but they forget that owning your own car can also be inconvenient. Think about the time you waste getting your car serviced, washed, repaired, and fueled. It all adds up. On balance, for me, riding the bus is way more convenient than owning my own car. I can safely catch up on news/emails/social media, and maybe even sneak in a quick snooze while I'm riding, too! Don't "text and drive"..."text and ride instead!"

If you could encourage someone to try riding the bus, what would you say? MCTS is safe, reliable, and can take you to many different places across Milwaukee County. If you are able to use the bus for your daily commute, you really don't need to own your own car. My wife walks to work, and I take the GreenLine, so we sold both of our cars. The cost savings are significant. When I do need a car, I can rent one!

Any other fun fact about your personal experience riding the bus? It all comes down to your own mindset. When I ride the bus, I look at it as having my own chauffeur, so I don't have to worry about any logistics. Drivers swing by every 10-15 minutes just to see if I'm there, ready to go somewhere. Now that's service!



**HAROLD
MESTER, C.M.**

Director Of Public
Affairs And Marketing

MKE - MILWAUKEE MITCHELL
INTERNATIONAL AIRPORT

MWC- LAWRENCE
J. TIMMERMAN AIRPORT

TRANSIT SPOTLIGHT

MCTS SELECTS BATTERY-ELECTRIC BUS VENDOR

MCTS has awarded a contract to the vendor who will build Milwaukee County's first battery-electric buses.

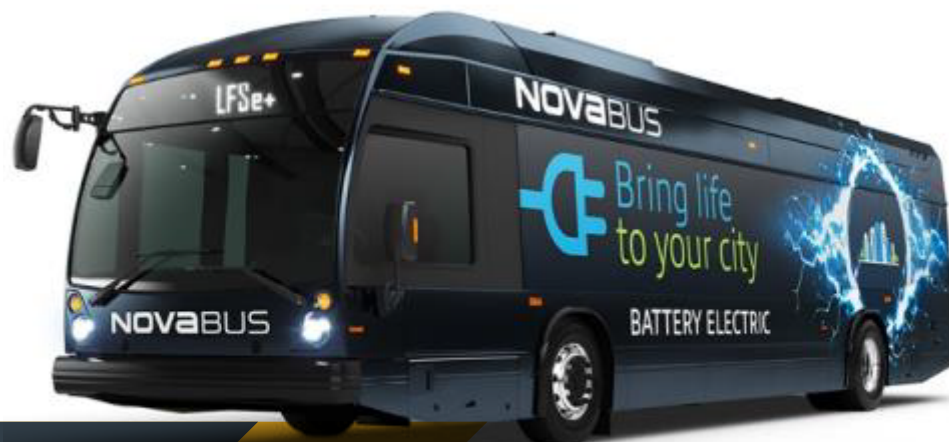
Nova Bus, a leading North American transportation manufacturer that's part of the Volvo Group, will produce up to 15 all-electric LFSe+ buses for MCTS. The first 11 state-of-the-art vehicles will run exclusively on the upcoming East-West Bus Rapid Transit (BRT) line; four additional vehicles will be used along regular routes.

Passengers who board these ultra-modern buses will enjoy a quiet ride, comfortable seating, USB charging ports, off-board fare collection, and a bike rack. Additionally, the new clean-air vehicles have several features that strengthen accessibility and improve the experience of riders with disabilities:

- Riders who use mobility devices (or any rider, regardless of their ability) can enter the bus through the front or back door thanks to wider aisles and level boarding via new BRT platforms.
- Each bus is equipped with an industry-leading QUANTUM Self-Securement system, allowing passengers who use mobility devices to secure themselves independently, in addition to traditional driver-operated securement equipment.
- Because battery-electric buses are nearly silent when operating at low speeds, exterior and interior chimes will sound when the vehicle slows to under three miles per hour to ensure that passengers who are blind or low vision know the bus is approaching a stop.

The battery-electric buses can operate up to 247 miles on a single charge. To help ensure optimum performance during winter months, diesel-powered heaters will keep the passenger compartment at appropriate temperatures. Batteries will be recharged at MCTS's maintenance garages and at a designated charging station along the BRT route.

This is Nova Bus' first order of LFSe+ vehicles in the United States. The groundbreaking buses are built on the company's proven LFS platform, which has a safety track record of more than 20 years. The Nova Bus LFSe, on which the new LFSe+ is modeled, was the first electric bus in the industry to receive a passing score for a full test at Altoona in June 2018.



NEW AIR FILTRATION TREATMENT HELPS TRAP AIRBORNE VIRUSES



Maintenance crews at MCTS are using an innovative, new air filtration product on buses to help prevent the airborne spread of viruses — including the one that causes COVID-19.

Workers started applying the Aeris Guard Bioactive Filter Treatment on buses several months ago and the initial treatment of the entire fleet is nearing completion.

The first-of-its-kind spray coats regular HVAC filters with a specialized polymer system that is independently tested to control bacteria and pathogens that house viruses, such as SARS-CoV-2, for up to three months after a single application. The proprietary product, developed by Aeris Environmental, increases filtration efficacy without decreasing airflow or placing extra strain on vehicle ventilation systems.

NEWS ON THE STREET

MCTS NEXT: PHASE 2

MCTS
NEXT

The second phase of the MCTS NEXT system redesign started **Sunday, June 6, 2021** with improvements, additions, and adjustments to **Routes 11, 12, 14, 21, 34, 53, 57, 58, 80, 88, and PurpleLine.**

The first phase of MCTS NEXT, which kicked off in March 2021, brought significant improvements to the system including 13% more high frequency service and 5% more trips across the board. In the first few weeks, ridership on the new and improved routes has increased. The **second phase** brings additional benefits, including:



WHEN BUSES COME MORE OFTEN, PASSENGERS ENJOY RELIABLE SERVICE AND CAN EASILY CONNECT WITH OTHER ROUTES.



FOUR NEW ROUTES - ROUTES 11, 34, 58, AND 88 - WILL PROVIDE ADDITIONAL ROUTING OPTIONS FOR PASSENGERS. VISIT [RIDEMCTS.COM/NEXT](https://ridemcts.com/next) TO SEE MAPS SHOWING WHERE THESE ROUTES WILL OPERATE.



WE ADDED WEEKEND SERVICE SO BUSES ARRIVE SOONER ON ROUTES 11, 12, 34, 58, 80, AND 88.



ROUTES 12 AND 80 WERE ADJUSTED TO PROVIDE MORE FREQUENT SERVICE ALONG A SINGLE CORRIDOR INSTEAD OF BEING "BRANCHED" ONTO MULTIPLE STREETS WITH LOW FREQUENCY SERVICE LIKE THEY ARE TODAY.



BUS STOPS ON ROUTES 12, 14, 21, 53, 57, AND 80 ARE NOW PROPERLY BALANCED TO SPEED UP SERVICE.

BUS STOP BALANCING MEANS SHORTENING MANY RIDERS' TRAVEL TIMES BY REMOVING SOME STOPS THAT ARE TOO CLOSE TO EACH OTHER, ARE NOT USED OFTEN, OR DO NOT MEET STANDARDS FOR BEING ACCESSIBLE TO PERSONS WITH DISABILITIES.

Passengers are encouraged to visit [RideMCTS.com/NEXT](https://ridemcts.com/next) or call **414-344-6711** for specific information about what to expect on their routes.



MCTS IN THE COMMUNITY

MCTS BUS SHELTER ART PROJECT EXPANDS INFLUENCE

We are fortunate that Milwaukee County has local public art projects that do more than beautify a building or a block. Each art piece – whether it’s a sculpture or a mural – tells a story, inspires, and unites. The MCTS Bus Shelter Art Project adds to this landscape of local artistry.

The program began nearly four years ago thanks to a local artist who shared her vision to make art accessible through public transit. We loved the concept of making art within reach for all residents, so we launched the MCTS Bus Shelter Art Project.

Today, the MCTS Bus Shelter Art Project features 24 murals on bus shelters owned by the agency. Much of the artwork has either been paid for by private, donated funds or sponsored by local community organizations such as business improvement districts.

Recently, we invited such groups along with other community partners and local arts supporters to **“Finding Beauty at the Bus Stop: The MCTS Bus Shelter Art Project”** webinar held on April 15.

This live event featured three current participants and two artists whose work is featured on bus shelters. The panelists shared their first-hand accounts about the program’s impact from beautification efforts to neighborhood pride. As a result, MCTS received several inquiries to sponsor murals at bus shelters.

Check out the [MCTS Bus Shelter Art Project](#) and view our current collection of murals.

To learn more about the program and how you can become involved, read our [downloadable handout](#), or contact our Community Outreach & Internal Communications Coordinator Jacqueline Zeledon, at jzeledon@mcts.org

ADVANCING RACIAL EQUITY

MCTS SALUTES CIVIL RIGHTS ICON

CÉSAR E. CHÁVEZ

MCTS is a proud sponsor of the Marcus Performing Arts Center's third annual César E. Chávez Birthday Celebration that was held virtually on March 31. The digital event can be viewed anytime [here](#).

César E. Chávez was an activist who fought for equal rights for farm workers across the United States beginning in the 1960s, until his death in 1993. Through our sponsorship, MCTS added two murals to our Bus Shelter Art Project. They feature the winning works from the Marcus Center's César Chávez Student Art Contest. The murals are located at National & César E. Chávez Dr. (Top Image - Bus Stop ID 1677) and at Greenfield & César E. Chávez Drive (Bottom Image - Bus Stop ID 342).

This program is the second collaboration with Marcus. MCTS has been part of its Dr. Martin Luther King Jr. Birthday Celebration since 2014. In 2020, MCTS sponsored bus shelter murals featuring the winners of Marcus' Dr. Martin Luther King Art Contest.



GOING THE EXTRA MILE

SPECIAL PROGRAMS FOR BUSINESSES AND UNIVERSITIES MAKE THE GRADE

Our mission statement is very clear about what we do: MCTS connects our community to jobs, education and life with essential transit services.

MCTS offers easy-to-manage fare programs for businesses and universities of all sizes to help promote access to opportunities across the county.

The **Commuter Value Pass** program has approximately 1,245 participants across 40 companies. This popular program allows employers of all sizes to offer a valuable benefit to their staff at a relatively low cost, and in return, the staff develop positive public transit commuting habits promoting less stress and retention. The Commuter Value Pass program invoices employers once per quarter, but employees may join or leave each month. Commuter Value Pass employees love having MCTS as reliable transportation. They also appreciate the ability to avoid traffic congestion and eliminate the expenses that come with driving and parking.

The **U-PASS** program currently serves six universities and colleges with more than 29,000 eligible students including: UW-Milwaukee, Milwaukee Area Technical College, Marquette University, Milwaukee Institute of Art and Design, Bryant and Stratton College, and Mount Mary University. Like our CVP riders, students have appreciated our reliability along with saving money and avoiding expenses related to owning a car. Outside of work and school, pass holders also enjoy using their passes for other activities ranging from shopping to attending events.



JENNIFER ORTEGA

Business Services &
Customer Service Manager

Call **414-343-1777** or
email **cvpass@mcts.org**
to schedule your consultation today!

**CVP Participants
appreciate the ability to
avoid traffic congestion
and eliminate the
expenses that comes
with driving and parking**

Even though we have customers who are still working and learning from home, Business Services added new U-PASS and CVP accounts in 2020 and 2021:



Commuter Value Pass

- Argosy Foundation

U-PASS

- Mount Mary University
 - Offering UPASS for the academic year 2020 – 2021
- The Medical College of Wisconsin
 - CVP Trial during 2020 provided important data to form different commuter options for the staff and students.



U-PASS is being discussed as an available option to medical students in the upcoming academic year 2021-2022. Businesses and Universities of all sizes can receive a free transit consultation with our Business Services Manager, Jennifer Ortega, to discover what options may promote access and reduce stress of commuting to work or school among employees and students. Call **414-343-1777** or email **cvpass@mcts.org** to schedule your consultation today!



ON BOARD MCTS SUPPORTS PRIDE MONTH

Officials from MCTS, Milwaukee County, the City of Milwaukee, Milwaukee Downtown BID #21, Milwaukee Pride, and other partners gathered for an event at Cathedral Square Park on June 1 to help kick off Pride Month.

Milwaukee County Executive David Crowley, Milwaukee Mayor Tom Barrett, Milwaukee County Board of Supervisors Chairwoman Marcelia Nicholson, Milwaukee Common Council President Cavalier Johnson, Milwaukee Alderman Bob Bauman, and Milwaukee Pride President Wes Shaver were among the speakers who highlighted the importance of promoting diversity, inclusion, and respect for the lesbian, gay, bisexual, transgender, and queer or questioning (LGBTQ+) community.

This year, since Milwaukee's annual PrideFest is not able to take place in June like it normally would, local municipalities and organizations are finding new ways to celebrate.

One of the creative displays that residents can look forward to seeing is MCTS's first-ever 'Pride Bus.' The 40-foot-long bus features a colorful design, the phrase 'MCTS Rides with Pride,' and the hashtag #PrideMCTS. The bus's normal paint scheme has been replaced with a rainbow design featuring inclusive colors – like black and brown to represent people of color; as well as pink, white, and powder blue that are included in the Transgender Pride flag.



MCTS ADVOCATES FOR TRANSIT FUNDING DURING CONGRESSIONAL MEETINGS

On May 19, Milwaukee County Department of Transportation (MCDOT) Deputy Director Julie Esch and MCTS Director of Marketing and Communications Kristina Hoffman, virtually met with staff from the offices of Senator Tammy Baldwin, Senator Ron Johnson and Congresswoman Gwen Moore. These meetings were scheduled by the American Public Transportation Association (APTA) as part of our industry's annual legislative outreach day, called the Fly In.

During the meetings, MCTS's specific budgetary needs were discussed and underscored how important congressional leaders are to transportation's success.

APTA's key messages included:

Public transportation is a \$74 billion industry that directly employs 435,000 workers and supports millions of private-sector jobs.

We urge Congress to significantly increase investment in public transit and passenger rail to modernize these systems and meet the mobility demands of our communities.

Congress must ensure that public transportation and passenger rail are the cornerstone of both the surface transportation authorization and infrastructure bills.

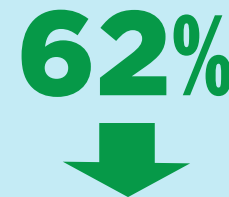
Specifically, we urge Congress to significantly increase funding to eliminate the \$105 billion state-of-good-repair backlog and modernize our public transit systems.

TRANSIT FACTS



For every \$1 invested in public transportation, \$5 is generated in economic returns.

Public transportation supports and creates approximately 50,000 jobs for every \$1 billion of investment.



Public transportation significantly reduces greenhouse gas emissions. A typical public transit trip emits 62 percent fewer greenhouse gases than driving alone.

TODAY, PUBLIC TRANSIT IN AMERICA IS...



More Widespread

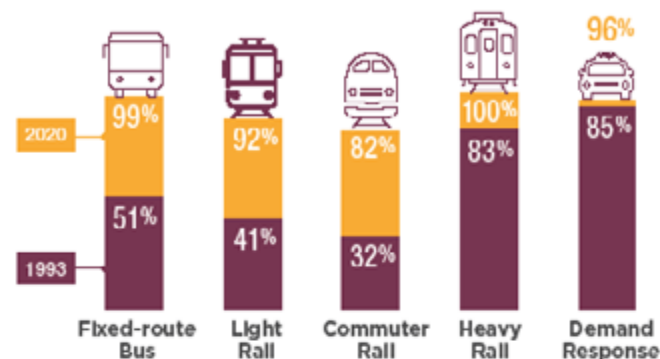
Public transit systems are...



More Accessible*

Share of Accessible Public Transit Vehicles

*transit system accessibility is also affected by station accessibility



EXPANDING

Total Number of Rail Systems

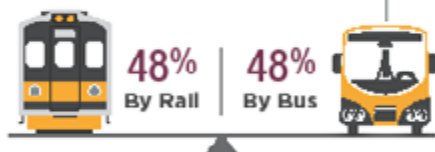


>52%

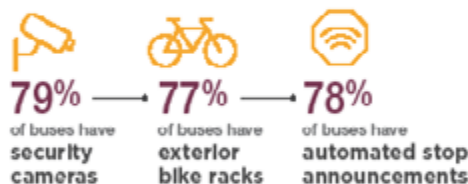
Increase in Rail Ridership Since 1999

More Balanced

Public transit trips are...



More Accessorized



More Efficient

Increase in Vehicle Miles Operated per Kilowatt-Hour over the Past 30 Years

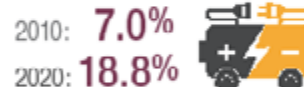


Receiving More Investment Transit Spending in the Private Sector



Leading in Clean Technology

Share of Hybrid Electric Buses



(According to APTA's 2020 Vehicle Database)

Lowering Carbon Emissions



(According to TCRP "Report 226: An Update on Public Transportation's Impacts on Greenhouse Gas Emissions")

Saving Lives

Cities with more than 40 annual public transit trips per person have **half the traffic fatality rate** of those with fewer than 20 trips per person

(According to APTA's "The Hidden Traffic Safety Report: Public Transportation")

Reducing Gasoline Consumption

6.0 BILLION Gallons of Gas Saved

each year by using public transportation

(According to TCRP "Report 226: An Update on Public Transportation's Impacts on Greenhouse Gas Emissions")

Driving the Economy

87% of trips on transit directly benefit the local economy

50% of trips are to and from work
37% of trips are to shopping and recreational spending

(According to APTA's "Who Rides Public Transportation?")

Creating Jobs

448K+ people directly work for public transportation agencies

Long-term investment in public transit supports 50,000 jobs and \$382 million in tax revenue per \$1 billion invested

(According to APTA's "Economic Impact of Public Transportation Investment, 2020 Update")

INNOVATION NEWS

VIRTUAL JOB FAIR

MCTS held its second virtual job fair in May which was a convenient opportunity for job seekers to connect with hiring managers in a unique way. MCTS employees helped attendees experience a “Day in the Life” using real-life examples. A bus operator, a mechanic and HR professionals provided an in-depth look at what jobs entail at MCTS. The event exceeded expectations with 35 applications submitted on the day of the event—this far outweighs results from past in-person events. Applications continue to come in due to promotional efforts on social media and radio and word-of-mouth.



MCTS MAINTENANCE ADMINISTRATION MANAGER JOE PRICE PROVIDED ATTENDEES A GLIMPSE OF THEIR POTENTIAL FUTURE WITH THE COMPANY.



We're hiring bus drivers who are the face of the company on the streets of Milwaukee County, and skilled mechanics who work behind-the-scenes to keep the entire fleet of buses clean, fueled, and operating safely. Both positions include a sign-on bonus!

Throughout the COVID-19 pandemic, MCTS has kept the wheels turning, making sure people can get to work, school, appointments, and other important destinations. As an essential service that the community relies on, MCTS never laid off or furloughed any bus drivers or mechanics.

TRANSIT THOUGHTS

WHY ACCESS MATTERS

People come to public transit with many goals that seem to be in conflict, but it turns out that a lot of different things get better when we make access better:

- **Ridership** tends to be higher, because access captures the likelihood that any particular person, when they check the travel time for a trip, will find that the transit trip time is reasonable. Ridership goes up and down for all kinds of other reasons, but access captures how network design and operations affect ridership. [2] In our firm's bus network redesigns, we've been using access as a key measure of success for about five years now, and it consistently leads us to ridership-improving network designs.
- **Emissions** and **congestion** benefits all improve, because they depend on ridership, which depends on access.
- **Economically**, the whole point of a city is to connect people to abundant opportunities. People come together in cities so that more stuff will be inside the wall around their lives. When we measure access we're measuring how well the city functions at its defining purpose.
- As for **equity** or **racial justice** in transit, well, isn't equal access to opportunity at the core of what these movements are fighting for? Access describes the essence of what has been denied to some groups through exclusionary development planning and exclusionary transport planning, so it helps us quantify what it would mean to fix those things. This, in turn, could help justice struggles avoid a lot of distractions. Because in the end, access is ...
- **Freedom.** Where you can go limits what you can do. If we increase your access, we've expanded the options that you have in your life. Isn't that what freedom is?

When we improve access, with attention to who is benefiting most, we improve all of those things. It's this remarkable sweep of relevance that makes access analysis so interesting and potentially transformative as a way to think about transportation.

Blog excerpt from humantransit.org, The professional blog of public transit consultant Jarrett Walker



UPCOMING ISSUE

Watch your e-mail for our next newsletter featuring topics such as:

- MCTS NEXT Concludes Redesign with Phase 3
- MCTS Hosts Public Allies
- BRT Construction Breaks Ground
- Bias Training at MCTS



MISSION:

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



VISION:

To be the preferred transportation choice through service excellence and innovation.



VALUES:

Respect, Integrity, Excellence, Equity, Collaboration, Innovation

