

2020 YEAR IN REVIEW



BY THE NUMBERS



368 Buses
1,288,278 Bus Hours
 Average Age Of Bus In Fleet: **7**

48 Routes

4,591 Bus Stops

16,474,835 Miles Served



127 Advertising Shelters
637 MCTS And Private Bus Shelters

12.1 Average Passengers Per Bus Hour*

Total Passenger Ridership For Year: **15,595,089 Rides***



Annual ridership was impacted by the COVID-19 Pandemic and the 15-person capacity limit.

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*

5 year	32
10 year	15
15 year	11
20 year	4
25 year	1
30 year	1

* 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.



TRANSIT INSIDER

MCTS NEWS FOR STAKEHOLDERS AND COMMUNITY PARTNERS

QTR 3, 2020



TRANSIT INSIDER NEWSLETTER LAUNCH

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.



KHRIS MIDDLETON'S CHRISTMAS SURPRISE FOR BUS OPERATORS

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.

2020 FUNDING BY SOURCE

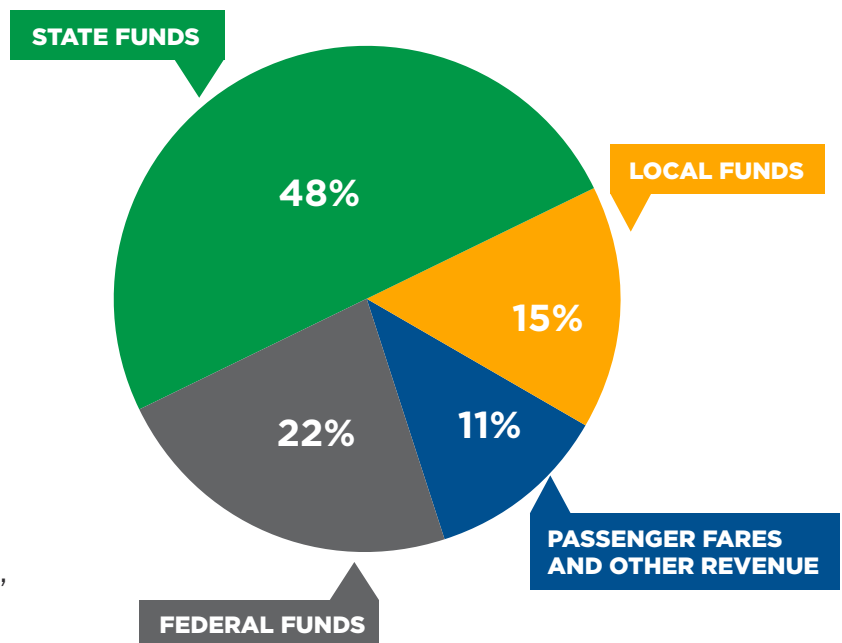
CRITICAL NEED FOR STATE FUNDING SOLUTIONS

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.

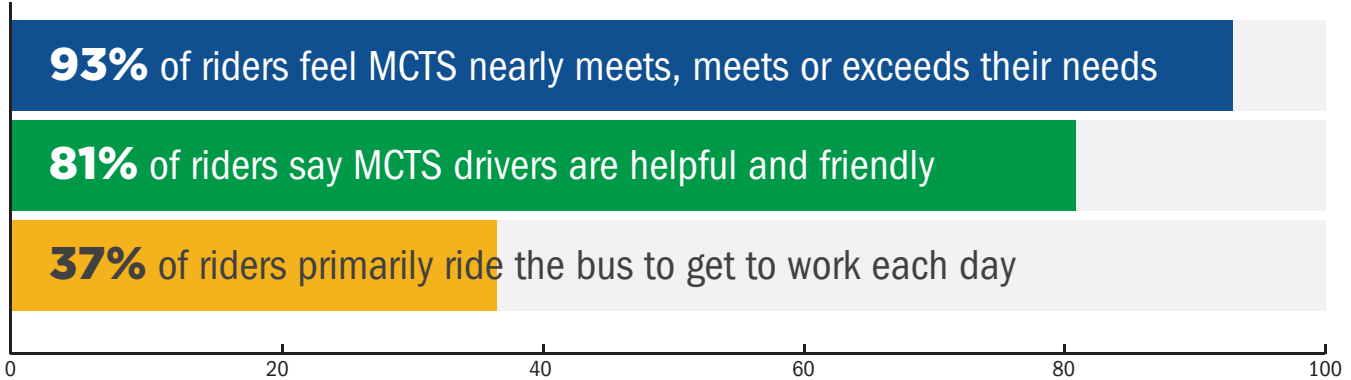
MCTS closed out 2020 with a CARES Act funds drawdown of \$31.5 million.



BUSINESS SNAPSHOT



WHAT RIDERS SAY



2020 MCTS Employee Stats

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

2020 Commuter Value Pass Stats



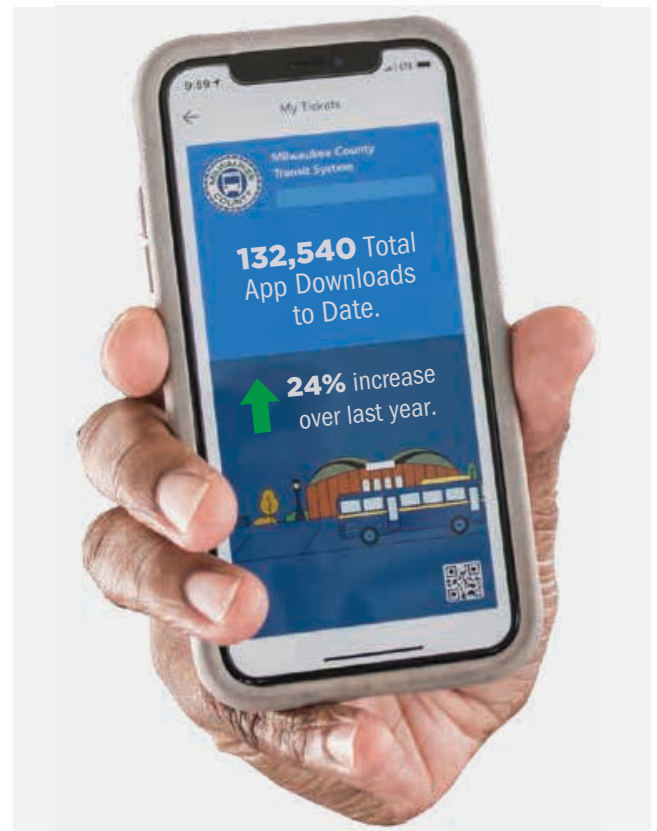
1,440 total number of Employees participating in CVP Program
45 total number of CVP Clients

2020 U-PASS Stats

Total number of participating Universities: **6**

Total number of eligible students: **29,000**

Total number of rides: **846,771**



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 transportation choice through service excellence and innovation



VALUES

Respect
 Integrity
 Excellence
 Equity
 Collaboration
 Innovation

2020 Paratransit Year in Review



PARATRANSIT DEPARTMENTAL PURPOSE

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 SERVICES

ADA VAN
RIDES
235,783



TAXI
RIDES
36,378



CLIENTS ASSESSED FOR
**PARATRANSIT
ELIGIBILITY**
1,684

(52% RENEWALS, 48% NEW)

NUMBER OF NEW
AND REPLACEMENT
REDUCED FARE
CARDS **ISSUED**
838

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.

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.



TRANSITPLUS
PARATRANSIT SERVICE