

## Young Role Models Win Rosa Parks Tribute Scholarship

Civil Rights Hero Rosa Parks said, "Each of us should live of life as a role model for others." In its second year, we're proud to announce our 2022 Rosa Parks Tribute Scholarship winners: Elizabeth Nieves, Emily Odenkirk and Paris Wooden. Each winner will receive \$1,000 to attend a trade school, college or university this fall. The following are excerpts from their award-winning essays:

*"I have learned through Rosa Parks that being a role model takes courage and confidence. I am thankful to be blessed with many role models in my life. This is why I must continue to pursue my purpose and push aside anything that will persuade me to be a follower, instead of a leader."*

- Elizabeth Nieves

*"I believe that Rosa Parks' legacy demands that we refuse to yield to injustice. It requires us to refuse to move, even if we are standing alone."*

- Emily Odenkirk

*"Whatever circumstance we may be in, we have the power to be a positive influence. Life is short and we all have a responsibility to love and serve onto others."*

- Paris Wooden

In all, we received 107 applications from a very diverse group of young women and men representing public and private schools throughout Milwaukee County. All entries were first reviewed by employees serving on our MCTS Racial Equity Work Group. Finalist were reviewed by MCTS and Milwaukee County leadership.

Congratulations to our 2022 winners!

## Save Your Green – Miller Lite Free Rides for St. Patrick's Day Returns

**Miller Lite Free Rides** for St. Patrick's Day returns in 2022! It will take place on St. Patrick's Day, **Thursday, March 17**, beginning at 6:00 p.m. until the end of regularly scheduled service. This applies to all routes. Save your "green" on parking fees and gas while you celebrate responsibly with us! Visit [RideMCTS.com](https://www.rideMCTS.com) for more details about the program.

On **Saturday, March 12**, watch for our bus in the **Shamrock Club of Wisconsin's Annual Saint Patrick's Day Parade** beginning at 12:00 p.m. in Downtown Milwaukee. You can also watch for MCTS in the **Bluemound Road Business Association's St. Patrick's Day parade** starting at 3:30 p.m.

## Celebrate Earth Day on April 22!

Earth Day began in 1970 as a way to raise public awareness and teach about air and water pollution. This year's theme is "climate change" which is defined as long-term shifts in temperatures and weather patterns.

Public transportation plays a key role in reducing air pollution by helping to decrease the number of cars on the road. **Did you know...**

- A typical trip on public transit releases 55% fewer greenhouse gas emissions than driving or ride sharing alone.
- Communities like ours that invest in public transit reduce the nation's carbon emissions by 63 million metric tons annually.

### But how does MCTS help the environment?

All of our buses at MCTS are clean-diesel engines and have special transmissions designed for improved fuel economy. These features help keep Milwaukee clean by releasing fewer emissions into the air and lowering our dependence on oil.

Furthermore, the 15 state-of-the-art all-electric buses we purchased will operate up to 247 miles on a single charge. Eleven of these buses will run on the new East-West Bus Rapid Transit route, and four will be used along regular routes.

**This Earth Day, we thank you for choosing MCTS! You're helping make our climate cleaner for all.**

## Bus Lines

Bus Lines is published four times a year as a service to Milwaukee County Transit System passengers.

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For 24-hour automated bus information, call 414-344-6711 or visit [RideMCTS.com](https://www.rideMCTS.com)



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# Bus Lines

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### Schedules Changing Sunday, March 6

**Routes 12, 14, 18, 21, 22, 31, 35, 40U, 55, 56, 60, 66, and 68.**

Check buses for updated schedules or see previews at [RideMCTS.com](https://www.rideMCTS.com) starting Thursday, February 24, and on buses starting Wednesday, March 2.

### Transit Trivia

**Choice Riders (noun)** Riders who have a transportation choice, such as commuters who could use their private vehicle but choose to take public transportation.

**Mobile Ticketing (noun)** Providing fares for riders through mobile devices.

For COVID-19 testing site or vaccination site information, call **211** or to have the testing site information sent to your phone, text **HEALTHINFO** AT **898-211**.

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# Bus Lines

## COMING THIS FALL! New MCTS Fare Collection System!

We're excited to introduce you to Umo (pronounced YOU-mo), a national fare collection system that will connect MCTS's riders to its bus services and other forms of transit across the region.

The communities we serve will benefit from improved transportation equity. The new system fits the needs of all transit riders, including those without smartphones or who don't have a bank account. Riders can choose to pay for their transit trips whichever way they prefer, including contactless payments, the app, smart cards reloadable online or by cash on board the buses. More plentiful retail locations based in a larger number of neighborhoods, multi-lingual capabilities, and options for the visually impaired further boost access to transit.

"Making public transit more accessible is key to achieving racial equity in Milwaukee County. To create more connected communities, we must reduce the barriers that keep our neighborhoods, and their residents, separated today," said Milwaukee County Executive David Crowley. "MCTS is working to reduce barriers to accessing public transit by introducing flexibility in transit fare collection to accommodate the needs of all potential riders."



## Let's Continue to Fight the Spread of COVID-19



COVID-19 positive cases climbed to record rates this winter. It takes each one of us to do their part to stop the virus from spreading and greatly impacting our lives.

### Steps You Can Take

- **Wear your mask** and cover your nose and mouth. It is a federal mandate for public transportation for everyone on board the bus to wear a mask.
- If you don't have a mask, we've got you covered literally. **Please get one from the mask dispensers on all buses.**
- Along with the masks, **use the hand sanitizer** dispenser next to them to help all passengers remain healthy. (Wash your hands or use hand sanitizer when you get to your destination too).
- We strongly recommend **using contactless fares** like the **M-CARD** or **Ride MCTS App**.
- Please **enter the bus through the front door and exit via the rear door** (unless you need to use the ramp or kneeling feature of the bus).

All policies are subject to change. For the latest updates and more information about MCTS's response to COVID-19, please visit [RideMCTS.com/Coronavirus](https://www.rideMCTS.com/Coronavirus).

## Make Your Next Career Destination MCTS: Virtual Job Fair

Make the next turn in your career, the best turn with MCTS! We're hosting a virtual job fair on Tuesday, March 22 at 12:00 p.m. Reserve your spot at [RideMCTS.com/JobFair](https://RideMCTS.com/JobFair).

Our bus operator and mechanic positions offer excellent starting pay and benefits that will help you and your family thrive. Become a valued part of a company that is rooted in the community and known around the world for its Excellence.

At the virtual job fair, meet our hiring managers who will answer questions and explain the recruitment and selection process and the benefits we offer. Plus, we'll have breakout rooms where you'll meet current MCTS employees. They'll share their career paths with MCTS and answer your questions.

If you are a team-player, committed to providing excellent customer service and dedicated to helping others, then we would love to have you as a part of our company.

**It takes a network of employees to serve our community.**

Visit our career page at [RideMCTS.com/Careers](https://RideMCTS.com/Careers) for various job openings in Information Technology, Human Resources and more.



## Show Some Love

**National Transit Employee Appreciation Day is March 18**

MCTS salutes the women and men who keep our community moving! Be sure to thank your bus driver!



## See Milwaukee by Bike & Bus

This spring, experience Milwaukee County by bicycle and bus!

All MCTS buses have bike racks that securely hold up to two bicycles. The racks are easy-to-use. Watch our "Bikes on Buses" video on our website at [RideMCTS.com/bikes](https://RideMCTS.com/bikes).

Maybe you want to do some sightseeing or only need it for a short trip once off the bus? Consider Bublr Bikes. More than 80% of Bublr stations are co-located with MCTS bus stops. Almost all of their remaining bike stations are within a block or two of a bus stop.

**The Buslr Pass** allows you to move between MCTS and Bublr without a hitch.



**With your bike and bus pass, Milwaukee County, you can reach any travel point, save money on car related expenses and reduce your carbon footprint on the environment.**



## FlexRide Milwaukee and MCTS Connects Riders to Jobs in Northwest Suburbs

### Milwaukee residents have a new way to get to jobs in the northwest suburbs.

FlexRide Milwaukee is an on-demand ride service that launched in early February. Riders are picked up from one of five stops served by MCTS in and around Milwaukee's north and northwest sides. Riders are then dropped off at any employer within the Menomonee Falls and Butler service areas.

FlexRide's goal is to use technology to close Milwaukee's first- and last-mile transit gaps (the distance between the last bus stop and one's final end point). Research has shown that closing transit gaps can expand access to transportation for local workers, ultimately fostering opportunities for economic mobility.

The pilot service will operate through the fall of 2022 with hopes of securing funding for continued use.

Riders - who must be at least 18 years old, City of Milwaukee residents, and working or willing to work within the service areas - can request pickups using a smartphone app or by phone.

### FlexRide Hours, Stops & Cost

The service will operate weekdays from 5 a.m. to 9 p.m., with highly flexible scheduling based on demand.

Fixed stops will be at the following locations from which riders can connect directly to jobs or job interviews in Menomonee Falls and Butler:

- Sherman Phoenix, 3536 W. Fond du Lac Avenue
- Midtown Center, 5700 W. Capitol Drive
- Silver Spring Neighborhood Center, 5460 N. 64th Street
- Silver Spring Drive/Lovers Lane
- Woodman's/Sam's Club, Highway 145 in Menomonee Falls
  - Rides from and to the Woodman's/Sam's Club and Silver Spring/Lovers Lane stops will be free.
  - Riders from and to the other stops pay \$1.50 for a one-way ride, increasing to \$3 later in the pilot.

### How FlexRide Works

- Riders must register to use the service. To do so, they can get to [flexridemke.com](https://flexridemke.com) and fill out a form to determine eligibility and share basic information with the FlexRide team.
- After applying for the service, eligible riders will be able to download the FlexRide Milwaukee app and create an account.
- To book a ride, the rider will enter the pickup and drop-off locations and then check the app to find out where to meet the vehicle and when it will arrive.
- The service will be accessible to all riders - including residents with disabilities, those without a smartphone, and those without a credit or debit card.

**The service is a pilot funded by a \$1 million grant from the National Science Foundation to the University of Wisconsin-Milwaukee and the Southeastern Wisconsin Regional Planning Commission.**

**For more information about FlexRide, please visit [FlexRideMKE.org](https://FlexRideMKE.org).**

