

TRANSIT INSIDER

MCTS NEWS FOR STAKEHOLDERS AND COMMUNITY PARTNERS



QTR 3, 2020



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 Black Lives Matter protest movement has had a profound effect on MCTS. We know that we can do more to help communities in need. We'll continue to champion how transit plays a critical role in improving the poverty and unemployment rate gap to help Milwaukee County achieve racial equity and be the healthiest county in Wisconsin.

Last year, 36 MCTS leaders throughout the organization participated in the YWCA's racial equity training. It was a valuable learning experience that has helped to refine our focus and heighten our awareness of how transit services impact people of color. We recently published the following statement to further guide our efforts:

For 160 years, public transit has been an integral part of Milwaukee's community. Transit has been, and will always be, a key partner to economic opportunity — our very existence is woven into that social contract. As an employer, MCTS is proud to provide family-supporting jobs, affordable healthcare and retirement security for our diverse workforce.

We stand at this moment to honor all black and brown lives as we work together to undo systemic societal racism perpetrated on communities of color. At MCTS, we pledge our ongoing commitment to eliminate racism and inequity while we deliver essential transit services that allow everyone access to jobs, healthcare and education.

In future issues, you'll learn more about our initiatives to put racial equity first:

- Community listening sessions
- MCTS Racial Equity workgroup
- Route updates to advance racial equity



TRANSIT SPOTLIGHT

MCTS NEXT

The MCTS NEXT route redesign project will help more people get to work, school and everywhere they are going – faster and easier.



In the July Transportation, Public Works and Transit (TPWTC) Committee meeting, board members discussed the MCTS NEXT plan. The board may take up a vote at the next TPWTC meeting on September 9, 2020.



Advances Racial Equity

Redesigning the network will improve access for people of color to employment, education, healthcare, grocery stores and other essential services.



Aligns with the MCTS Mission

To connect our community to jobs, education and life with essential transit services.



Support from Community

Several organizations such as MICAH, NAACP, Near West Side Partners, and Layton Boulevard West Neighbors have sent letters of support for MCTS NEXT.



Supports Financial Sustainability

Creating higher quality transit service will attract more riders and revenue.



Expanded High Frequency Service

160,000 more people and 43,000 more jobs will be served on the network.



Cost-Neutral

NEXT was created using the existing budget to ensure operating costs remain consistent.

The Southeastern Wisconsin Regional Planning Commission (SEWRPC) supports MCTS NEXT as it aligns with the long-range land use and transportation plan, VISION 2050, which recommends significant improvement to and expansion of the public transit system to provide enhanced service that is time-competitive with car travel.

View the latest recommended system map and more information about future plans for MCTS NEXT by visiting RideMCTS.com/NEXT.

NEWS ON THE STREET COVID-19 RIDER SURVEY

Now more than ever, it's clear that public transportation is essential. At the beginning of the pandemic, many of our riders used the bus strictly to get to work and other essential destinations like the grocery store, pharmacy and hospital. In May, we asked riders to fill out a brief survey about their ridership habits during the pandemic. Of those surveyed, more than 12 percent work in Healthcare. And, the most popular destination, other than riding for work, was taking the bus to the grocery store.



TRANSIT FACTS

- Every \$1 invested in public transportation generates \$4 in economic returns.¹
- A total of 87 percent of trips on public transit have a direct impact on the local economy.¹

¹ Source: APTA

GOING THE EXTRA MILE ROSA PARKS TRIBUTE

This spring, we submitted the Rosa Parks Tribute Campaign to the local chapter of PRSA (Public Relations Society of America) for a Paragon Award. The Paragon Awards recognize the exceptional practice of public relations professionals throughout Southeastern Wisconsin.

The MCTS marketing team is excited to share that the Rosa Parks Tribute won the “Paragon Award of Excellence” in the category of Tactics/Events & Observances. MCTS kept a seat open on every bus in the fleet from Sunday, December 1 through Tuesday, December 3. Each reserved seat

included a red rose and a special placard that featured Parks’ photo and a message about her courageous act.

Judges said the submission showcased “a wonderful job of achieving their objective and reaching their target audience” and the campaign “takes a creative approach to well-known history about Rosa Parks and her significant contribution to the civil rights movement.” Many thanks to our partners at the County Executive’s office, MCDOT and OAAA, whose contributions and support helped make the remembrance a success.



WHO'S DRIVING OUR SUCCESS

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

Jacqueline Zeledon is the Community Outreach & Internal Communications Coordinator for MCTS. She's responsible for proactively building positive and sustainable relationships with key organizations, groups and individuals in support of MCTS's mission, vision, values and business goals.

Jacqueline oversees production of Inside MCTS, an employee e-newsletter, and Bus Lines, a newsletter for passengers, coordinates the Bus Shelter Art Project and is part of the newly formed Racial Equity workgroup at MCTS.

In her Community Outreach role, you'll see Jacqueline attending monthly community listening sessions at local neighborhood meetings and other community groups. This summer, she gave an update on MCTS activities at Amani Neighborhood's virtual town hall on June 20 and with Washington Park Partners on July 6.

Recently, Jacqueline was asked to share her views on the future of Milwaukee's Juneteenth Day on TMJ4. Other community leaders who were interviewed included State Senator David Bowen, Milwaukee Common Council President Cavalier Johnson and State Representative Kaylan Haywood II.



JACQUELINE ZELEDON

holds a Bachelor of Arts degree in Communications from Purdue University and a Master of Science degree in Integrated Marketing Communications from the Medill School of Journalism at Northwestern University.

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INNOVATION NEWS

BUS RAPID TRANSIT (BRT)

The East-West BRT Project is Milwaukee County's 9-mile modern transit service connecting major employment, education, and recreation destinations from Downtown to the Milwaukee Regional Medical Center, featuring dedicated lanes, improved travel times, premium station amenities and Battery Electric Buses (BEB). At an estimated project cost of \$54.7 million, MCTS received news late May that \$40.9 million in federal funds had officially been earmarked for the project.

This summer, Federal Transit Administration (FTA) officials met with MCTS and Milwaukee County to complete what we expect is the last phase of Federal approvals for these funds. We are awaiting final reviews and anticipate a grant agreement by this December. The current schedule will take advantage of the 2021 construction season with revenue service beginning Fall 2022.

Coming Soon - Breaking Ground in 2021

A NEW PLAN FOR THE NORTH-SOUTH CORRIDOR

MCTS and Milwaukee County are coordinating with the Southeastern Wisconsin Regional Planning Commission (SEWRPC) on conducting a feasibility study to improve transit within the north-south corridor.

More than 118,000 people live within one-half mile of the PurpleLine, which provides essential transit trips to the following destinations:



49,223 jobs and **2** job centers



4 Major Medical Facilities



63 K-12 schools



31 grocery stores and **5** big box discount stores



12 community resource centers
(includes community service centers, senior centers, social security offices, food pantries, and youth centers)

Enhanced transit service along this corridor would improve access for people of color and low-income residents who are more likely to rely on transit.

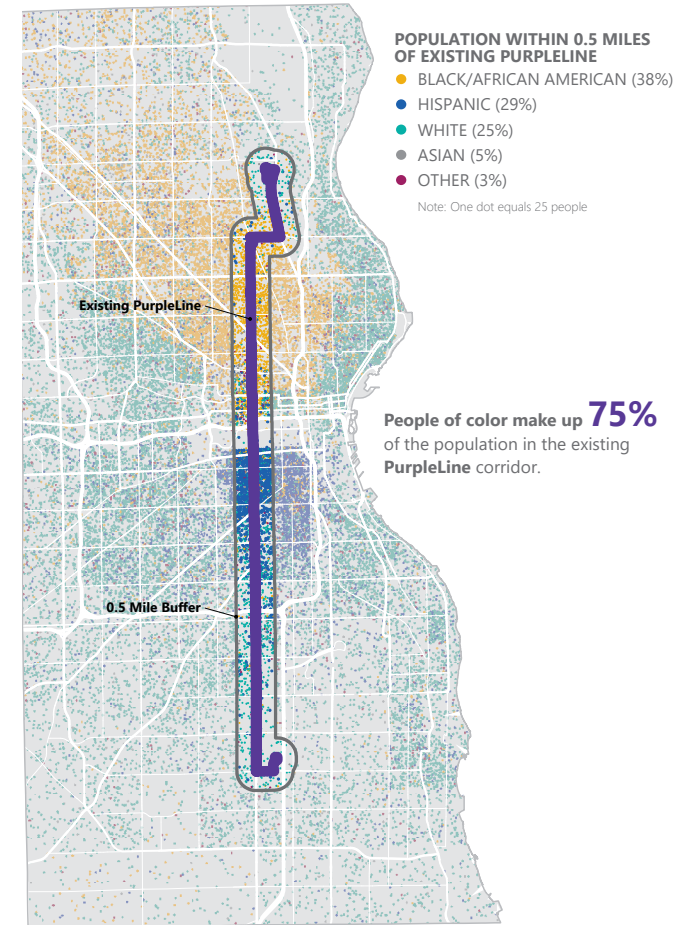
63%

of **families in poverty** in Milwaukee County live within a ½ mile of the **PurpleLine**



Nearly **1 in 5** households without a car in Milwaukee County are within a ½ mile of the **PurpleLine**

Milwaukee County Population by Race and Ethnicity



Source: American Community Survey 2014-2018

ON BOARD WORKFORCE DIVERSITY

Milwaukee County's Audit Services Division of the Office of the Comptroller recently completed its report entitled, "Revisiting MCTS Workforce Diversity: While the Road to Racial and Gender Equity Remains, Progress Has Been Made." The report provides a look at current workforce demographics at MCTS through a racial and gender equity lens. The Audit is anticipated to be discussed September 16th at the Audit Committee Meeting.

It concluded that the MCTS staff is more diverse in 2019 compared to the prior audit in 2017.

“
Employees interviewed noted changes in diversity efforts and that things at MCTS have gotten better.
”

“
Employees stated that there appears to be more transparency at MCTS with managers and hiring for diversity.
”

“
Black or African American employees were 40% of the promoted employees versus being 25% of the workforce.
”

for non-operator positions/
promotions

“
Females were 29% of all promotions versus being 23% of the workforce.
”

for non-operator positions/
promotions

In response to the Audit, Director Boehm noted that “while we are proud of our progress, the road to racial and gender equity is long.” The Audit teams’ recommendations will help further focus and enhance MCTS’s efforts to achieve racial equity and make Milwaukee the healthiest county in Wisconsin.

RACIAL EQUITY TRANSFORMING SERVICE DELIVERY

To achieve racial equity and become the healthiest county in Wisconsin, MCTS used the Racial Equity Budget Tool to critically assess the impacts of budget decisions on communities of color. This budgeting process allowed MCTS leaders to better understand the pain points and opportunities to help advance the county's objectives. The 2021 budget will serve as a baseline from which to measure improvements in key areas: Diverse & Inclusive Workforce, People-focused Design, Employee Perspective, Improved Performance & Equitable Practice, and Fiscal Health.

Some immediate areas of racial equity improvement will be centered on:

- employee engagement
- an employee mentoring program
- cross-functional employee workgroups
- community outreach and rider feedback
- in-depth ridership research
- translating more materials into Spanish



MCTS IN THE COMMUNITY

THURSDAY, SEPTEMBER 3, 2020 @ 6:00 PM

Sherman Park Community Association Meeting (via Zoom)



FALL ROUTE UPDATES

Public transportation agencies typically adjust service four times a year to account for road construction, long-term detours, new commercial developments, school schedules, ridership trends, and staffing requirements.

The new Fall Service Changes take effect on Sunday, August 30. Schedules that are changing include: 19, 21, 31, 53, 55, 60, 67, 40U, 44U, 49U, BlueLine, PurpleLine, RR1, RR2 and RR3.

Check buses for updated schedules Monday, August 24 or see previews at RideMCTS.com starting Thursday, August 20.



UPCOMING ISSUE

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

- MCTS launches new community webpage
- How to get involved with the Bus Shelter Art Project
- MCTS raises awareness for Human Trafficking with new ad campaign
- Back to Work & Back to School - CVP and UPASS programs



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

