



2019 YEAR IN REVIEW

BY THE NUMBERS

48
ROUTES



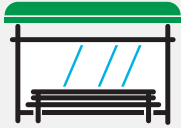
4,814
BUS STOPS

1,057
FULL TIME
EMPLOYEES

20 AVERAGE
PASSENGERS
PER BUS HOUR



127
ADVERTISING
SHELTERS



637
MCTS AND PRIVATE
BUS SHELTERS

17,965,917
MILES SERVED



28,972,674
TOTAL PASSENGER RIDERSHIP



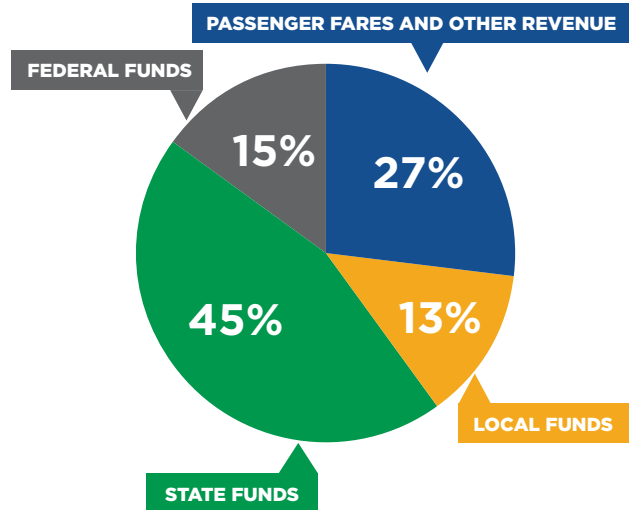
413 DRIVERS
COMMENDED
FOR SAFE DRIVING

48
DRIVERS
RECEIVED SPECIAL
SAFETY PATCHES
FOR SAFE DRIVING

5 year	18
10 year	14
15 year	6
20 year	5
25 year	5

Patches are awarded in 5 year increments

FUNDING BY SOURCE 2019



RIDERSHIP

223,180 SUMMER SERVICES RIDES

2,187,119 U-PASS RIDES

513,069 PARATRANSIT RIDES

2,802 COMMUTER VALUE PASS RIDERS

63 COMMUTER VALUE PASS EMPLOYERS

MISSION

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

VALUES

Respect, Integrity, Excellence, Equity, Collaboration, Innovation

VISION

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

MCTS Wins National Innovation Award

In October 2019, the American Public Transportation Association (APTA) awarded the Milwaukee County Transit System (MCTS) with its 2019 APTA Innovation Award for the world-renowned 'MCTS Excellence' program. MCTS is the first transit agency to use its own surveillance video to tell inspiring stories that highlight employees' acts of kindness, compassion and heroism. Videos highlighting MCTS Excellence employees regularly go viral and have been viewed hundreds of millions of times thanks to the broad reach of social media, TV, radio, newspapers and other media outlets. MCTS Excellence is reshaping how people see public transportation, while creating positive changes in our community.



Second Season of Bus Shelter Art Program is a Success

Eight new pieces of artworks designed by local artists were installed on bus shelters across Milwaukee in 2019. The Bus Art Project MKE, founded by Libby Olbrantz, works to raise money to pay for the production and installation of original art on MCTS bus shelters. Visit RideMCTS.com/Art to see the current designs and learn how you can help support the project.



MCTS Welcomed 28 New Buses to Fleet

In late May, 28 clean-diesel GILLIG buses rolled off the assembly line in California and completed a five-day, 2,200-mile road trip to Wisconsin. The new buses entered service in early summer, replacing older vehicles that reached the end of their useful life.

Notable features of the new vehicles include improved fuel economy, lower emissions, optimized driver visibility, easier-to-read digital display signs, and a stainless-steel understructure designed to reduce salt corrosion. The buses also have heated side mirrors which will help melt snow and ice during the extreme winter months.



2019: OUR FLEET AT A GLANCE



369 FORTY FOOT
BUSES

1,371,441 BUS
HOURS


7 YEARS
OLD
AVERAGE VEHICLE AGE

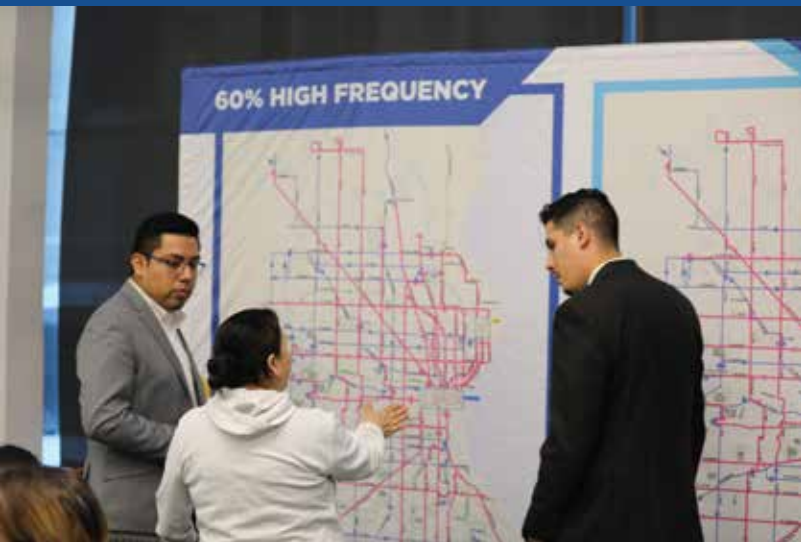


OUR MECHANICS WORK

24/7
365

MCTS Partnered with YWCA on Racial Justice Initiative

In April 2019, Milwaukee County declared racism a public health crisis. As the community's transit provider, MCTS connects all communities and provides citizens with access to family supporting jobs. The Racial Equity Training "Leadership Series" for MCTS managers, human resources and marketing staff was 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.



Public Feedback Shapes Transit

The MCTS NEXT route redesign/frequency initiative had more than 3,000 public interactions during public information events and community stakeholder education sessions.

During the 2020 Transit Budget planning process, more than 700 people submitted feedback on "how proposed route cuts would affect you." In November, Milwaukee County announced that the majority of bus routes and seasonal services that were originally considered for possible elimination were no longer ending service.

MCTS is a majority minority company.

68%

of our workforce is representative of minority populations.

Labor Peace: MCTS and ATU Local 998 Agree on Three-Year Contract

The agreement, which was ratified by union members on Friday, November 15, 2019, is a three-year contract that includes salary increases, signing bonuses and a generous healthcare plan. The men and women of MCTS and ATU Local 998 all share a passion for public transportation. This milestone allowed us to come together to do what we do best – connect people in our community to work, school and life.

Infrastructure Improvements

In 2019, MCTS was able to complete several updates to employee facilities including security, infrastructure, environmental and aesthetic enhancements. Security elements included installation of employee parking lot gates and expansion of the MCTS door access control system. Both MCTS operator stations were given a facelift which included updates such as paint, furniture, new restroom fixtures and enclosures as well as updated kitchenettes and breakrooms. The largest MCTS garage also saw renovations including a locker room expansion and a refresh of breakroom and office areas. A significant update to the parking lot at MCTS' largest operating station included not only a new smooth surface, but also "green" elements such as permeable pavers to reduce water runoff and new LED lighting.

During those projects, MCTS prioritized working with women and minority owned businesses, far exceeding the Targeted Business Enterprise goal set by Milwaukee County and more importantly, putting money back into the community and supporting small businesses.



Bus Ad Campaign Encouraged Non-Riders to #DontKnockIt

The 2019 creative ad campaign was designed to reach the largest untapped segment of potential riders: Millennials. “Don’t Knock It Until You Ride It” featured a series of bold statements designed to grab attention, evoke an emotional response and spark conversation. Examples included:

“Brunch is overrated.”

-Person who’s never tried it

“Craft beer is for snobs.”

-Person who’s never tried it

“Yoga isn’t exercise.”

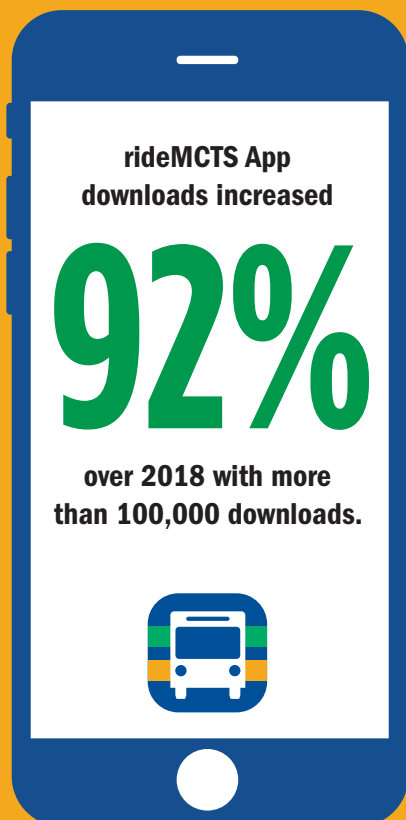
-Person who’s never tried it

“Listening to podcasts is boring.”

-Person who’s never tried it

By pointing out misperceptions, the ads prompted viewers to reexamine their own views of the bus.

Each ad ended with a call for action that encouraged individuals to “give the bus a try.” Years of MCTS research shows that most first-time riders are pleasantly surprised with their positive bus experience. Once they try it for themselves, it’s likely that they will consider public transportation as an attractive option in the future.



90% of riders surveyed reported driver helpfulness either met or exceeded their needs.

This is an 8% increase over the previous year.

*NuStats 2019 Customer Satisfaction Survey



Our Facebook following grew **25%** in 2019, averaging **10 new followers per day.**

The number of employers enrolled in the Commuter Value Pass (CVP) program increased **9%**

