

COUNTY OF MILWAUKEE
Inter-office Communication

DATE: 6/24/2022
TO: Marcelia Nicholson, Chair, County Board of Supervisors
FROM: Donna Brown-Martin, Director, Department of Transportation
SUBJECT: MCTS 2022-2023 Strategic Plan Report and Presentation
FILE TYPE: Informational Report

BACKGROUND

The Milwaukee County Transit System (MCTS) is pleased to present the attached 2022-2023 Strategic Plan. This document expresses the priorities of MCTS over the next two years, as we strive to fulfill our mission and achieve our vision. The 2022 - 2023 MCTS Strategic Plan is rooted in the MCTS Mission, Vision and Values (MVV), as well as aligns with mission critical directives encouraging staff to be: reliable, safe, helpful, responsible, and inclusive in our work.

Collectively, our efforts at MCTS focus on four key areas of our business: rider experience, employee experience, community engagement and fiscal sustainability. Importantly, the strategic plan and focus areas are also consistent with Milwaukee County's strategic efforts to create intentional inclusion, bridge the gap, and invest in equity.

As a new initiative, this strategic plan is a starting point for MCTS to intentionally identify strategies and initiatives that will improve transit for our community. In the future, through refinement of our efforts in identifying strategies that achieve meaningful outcomes for our organization, the creation of short-term strategic plans will become normal and customary at MCTS.

RECOMMENDATION

This report is for informational purposes unless otherwise directed.

PREPARED BY:

Dan Boehm, President & Managing Director, MCTS

APPROVED BY:

Donna Brown-Martin

Donna Brown-Martin
Director, Department of Transportation

ATTACHMENTS:

MCTS 2022-2023 Strategic Plan ATTACHMENT.pdf

cc: Kelly Bablitch, Chief of Staff, County Board of Supervisors
Janelle M. Jensen, Legislative Services Division Manager, Office of the County Clerk