

**COUNTY OF MILWAUKEE
INTEROFFICE COMMUNICATION**

DATE: September 27, 2011

TO: Supervisor Michael Mayo, Sr., Chairperson
Transportation, Public Works & Transit Committee

FROM: Jack Takerian, Director, Transportation & Public Works
Lloyd Grant, Jr., Managing Director, MCTS

SUBJECT: MCTS Smartphone Mobile Application

POLICY

MCTS periodically provides informational updates to the Committee on transit issues.

BACKGROUND

In mid-October 2011, MCTS and other transit systems in the Southeastern Wisconsin Regional Marketing Partnership plan to launch a smartphone mobile application that links customers to trip planning, fare information and sales outlet location information. By providing transit riders with creative options for accessing information they need the most, MCTS seeks to grow, capture new riders and provide transit users with a convenient and fast way to get transit information using a hand-held device. Transit users will be able to take advantage of Google Maps which is currently integrated with the MCTS bus schedule and route information system. Transit users will be able to quickly search for locations near them to buy bus tickets and passes.

Mobile applications for iPhone and Android users are increasingly growing in popularity with a steadily rising percentage of the population using mobile phones. The Transit Trip Planner, Sales Outlet Locator and Fare Finder tools will be supported by iPhone and Android mobile platforms. Users will be able to download the mobile application free through their provider's app market.

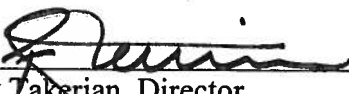
Funding for development of the mobile application is provided through a Congestion Mitigation and Air Quality (CMAQ) grant awarded to the Southeastern Wisconsin Regional Marketing Partnership which consists of Milwaukee, Ozaukee, Racine, Washington and Waukesha transit systems.

RECOMMENDATION

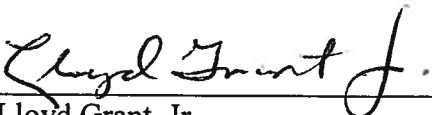
This report is for informational purposes unless otherwise directed.

Prepared by: Lloyd Grant, Jr., Managing Director, MCTS

Approved by:



Jack Takerian, Director
Transportation & Public Works



Lloyd Grant, Jr.
Managing Director, MCTS

- cc: Chris Abele, Milwaukee County Executive
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