

County of Milwaukee
Interoffice Communication

DATE: 11/16/2018
TO: Theodore Lipscomb, Sr., Chairman Milwaukee County Board of Supervisors
FROM: Donna Brown-Martin, Director, Department of Transportation
SUBJECT: Innovation in Video Training

BACKGROUND

Milwaukee County Transit System (MCTS) administrative personnel seek to innovate to provide for better outcomes at lower costs. One of our biggest opportunities is in bus operator route training. MCTS has 760 bus operators and 60 bus routes split between two operating stations, making the process of training bus operators how to operate a new route time consuming and costly. Increasing levels of turn-over amongst our newest employees further magnifies training costs. Some have contributed the latest trends to millennials choosing to chase a variety of employment experiences over steady wages and long-term employment relationships.

Earlier this year, MCTS developed an alternative method of training bus operators on bus routes. The MCTS training team created a video training program that allows bus operators to train on routes remotely. Bus operators will access the program at computers in the garage/station locations with a goal of having it available to them at home in the future.

Short videos with easy-to-digest content are known to lead to higher levels of retention. Other benefits of using videos for learning and training in the workplace include:

- It accommodates different learning styles
- It keeps employees engaged
- It allows information to be deployed more quickly, especially for new employees
- It provides easy access to training
- It facilitates training at one's own pace and enables self-study
- It empowers employees, especially those motivated to learn more
- It demonstrates an investment in employees and enhances employee engagement
- It reduces costs by avoiding wear and tear on transit buses/vehicles

Demonstration: A live demonstration will show how efficiently the content needed to operate a new bus route can be delivered in a convenient, menu-driven, self-paced manner to a professional bus operator.

Finally, all new bus operators are trained on a bus to perform the duties of their job. Veteran operators who prefer the old method continue to be offered that opportunity. Meanwhile, MCTS Management is working with Amalgamated Transit Union (ATU) leaders to negotiate the terms and conditions under which video training can provide for the most benefit to employees.

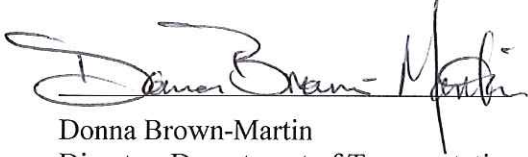
RECOMMENDATION

This report is for informational purposes unless otherwise directed.

Prepared by:

Dan Boehm, President & Managing Director, MCTS

Approved by:

A handwritten signature in black ink, appearing to read "Donna Brown-Martin". The signature is written in a cursive style with a large initial "D".

Donna Brown-Martin
Director, Department of Transportation

cc: Chris Abele, County Executive
Raisa Koltun, Chief of Staff, County Executive
John Weishan, Jr. Chair, Transportation, Public Works and Transit Committee
Joe Lamers, Budget Director, DAS - PSB
Steve Cady, Research Director, Office of the Comptroller