

**County of Milwaukee**  
**Interoffice Communication**

**DATE:** 2/8/2019  
**TO:** Theodore Lipscomb, Sr., Chairman, Milwaukee County Board of Supervisors  
**FROM:** Donna Brown-Martin, Director, Department of Transportation  
**SUBJECT:** Informational Report – Update on MCTS NEXT System Redesign Project

**BACKGROUND**

A resolution adopted by the County Board of Supervisors (File No. 17-435) in June 2017 authorized MCTS to study a 60/40 service delivery option and present findings in a written report to the County Board for review and approval. It was noted then that MCTS operates at a 40/60 service model, meaning that 40 percent of services were considered high frequency, and 60 percent of services were considered coverage routes. In September 2018, MCTS provided an informational update regarding the progress of public engagement efforts for the redesign of the transit system's route structure, branded as MCTS NEXT (File No. 18-638). At its core, MCTS NEXT is about creating more frequent service that allows more riders to get to their destinations more quickly. This report provides a status update on the project and proposed next steps.

Since last fall, MCTS drafted a 60/40 service proposal and added an 80/20 proposal as well. This was done to give the public a choice regarding the type of system they would like to see. It was also based on the experiences of other systems that implemented system redesigns. Detailed information/maps of the two proposals were made available to the public in early November at <https://www.ridemcts.com/programs/mcts-next>.

MCTS prepared a multifaceted outreach plan to introduce the proposals to riders and stakeholders and ask for their input and feedback. Specifically, riders were invited to attend three (3) public participation meetings held across Milwaukee County in late November and early December. Each meeting featured a presentation by MCTS planners along with informational boards/maps to facilitate one-on-one and group discussions. All meetings were widely advertised to the public including the County Board of Supervisors and City of Milwaukee Common Council. MCTS buses were also programmed to make audio and visual announcements about the meetings thus reaching potentially every rider in the system.

In addition, MCTS hosted a virtual open house webinar in December for people who were not able to attend the public participation meetings in person. The recorded webinar is available online at <https://www.ridemcts.com/programs/mcts-next/mcts-next-open-houses-2018>. A Spanish language meeting was also planned for February.

MCTS also met with 35 stakeholders from various groups that represent the interests of the elderly, persons with disabilities, minority and low-income populations, transit experts/supporters, local municipalities, etc., as follows:

- Milwaukee County Department of Aging
- Independence First
- Coalition for More Responsible Transportation
- Disability Rights Wisconsin
- Milwaukee County Transit Plus Advisory Committee
- Beyond Vision
- Milwaukee Inner-city Congregations Allied for Hope
- Southeastern Wisconsin Regional Planning Commission (SEWRPC)
- UWM School of Urban Planning
- Wisconsin Policy Forum
- Milwaukee County Transit Services Advisory Committee
- City of Milwaukee Department of City Development
- Planners from the Cities of West Allis, and Oak Creek
- Amalgamated Transit Union (ATU) Local No. 998 leadership

In addition to talking with ATU leaders, MCTS planners also sought direct input from bus operators early in the process, as well as after the initial 60/40 and 80/20 service proposals were developed.

Through the outreach efforts described above, over 1,000 comments and survey responses were collected. Comments from the public and stakeholders are being used by transit planners to develop a draft final plan which in turn will again be presented to the public for their final review of the MCTS Next project plan. Finally, in accordance with the 2019 Adopted Budget for Transit, the final recommended plan will be presented to the Milwaukee County Board of Supervisors for approval before the plan is implemented.

#### RECOMMENDATION

This report is for informational purposes unless otherwise directed.

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Approved by:



Donna Brown-Martin

Director, Department of Transportation

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