



Bus Lines

Schedules Changing Sunday, December 6, 2020

**Routes 12, 35, 40U, 54,
55, 76, 81, GoldLine and
BlueLine**

Check buses for updated
schedules or see previews
at RideMCTS.com starting
Tuesday, November 24.

Special Notice for Reduced Fare Passengers

Starting January 1, 2021,
the 1-Day Reduced Fare
Pass will be reduced from
\$3 to \$2. This includes
rides on the Freeway Flyer
& UBus routes (Please note
that Freeway Flyer service
remains suspended due to
the COVID-19 pandemic).
Visit RideMCTS.com or call
414-344-6711 for more fare
information.

**Inside This Issue: Route
81 to Amazon Oak Creek
| Learning Fun for Young
Ones | Tributes to Civil
Rights Legends**

MCTS NEXT Receives Approval

We're excited to announce that 'MCTS NEXT' - the agency's first comprehensive redesign project in decades - received approval from the Milwaukee County Board of Supervisors on September 24.

A lot has changed over the years, especially when it comes to the locations of job centers, shopping destinations, schools and homes. This means transit services must continue to evolve in order to meet the community's needs.

We spent nearly three years conducting a complete review of the entire transit system. Planners examined and evaluated **every route and bus stop** across our service area to identify opportunities for improvements, enhanced efficiency and faster service.

A massive public outreach effort - including 13 open house events and more than 40 stakeholder meetings - resulted in hundreds of comments and thousands of interactions with passengers, bus drivers, businesses, community groups, and elected officials. Additionally, MCTS received input from the Milwaukee County Office on African American Affairs (OAAA). This valuable feedback helped shape plans that will advance racial equity by improving access for people of color to employment, education, healthcare, grocery stores and other essential destinations.

MCTS NEXT is cost-neutral, meaning it was created based on our existing budget to ensure that operating costs remain consistent. We will now prepare a schedule for making incremental changes starting in 2021.

Read more about MCTS NEXT on page two.

MCTS NEXT

Traveling Safe During Flu Season & COVID-19

As COVID-19 cases continue to rise and with the arrival of flu season, we all need to take steps to prevent becoming ill. Here are a few tips for when you are riding on MCTS buses (or traveling anywhere):

- ▶ Wear a mask over your mouth and nose! If you forgot your mask, please take one from our on-board dispenser.
- ▶ When boarding and leaving the bus, use hand sanitizer containing at least 60 percent alcohol (available on each bus).
- ▶ When you arrive at your destination, wash your hands with soap and water for at least 20 seconds.

For more tips about how to stay virus free this winter, read "**Keeping Healthy and Virus Free this Winter**" on the back cover.

New Bus Route to Amazon Facility in Oak Creek Links to New Jobs

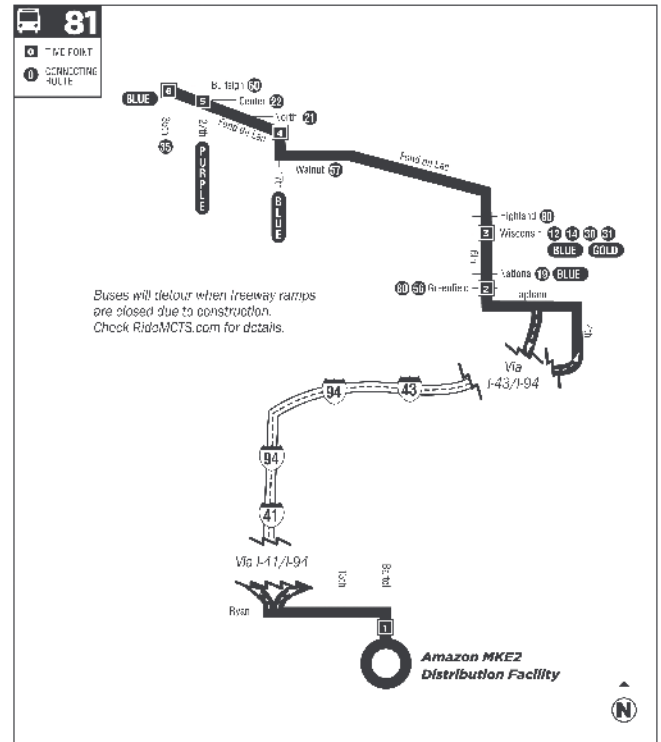
Amazon, the nation’s leading online retailer, recently expanded its operations with a fulfillment center in Oak Creek and it is ready to hire! And MCTS is ready to link Milwaukee County residents to these new job openings.

Route 81 (Amazon-Oak Creek) began service on October 11, operating seven days a week between the intersections of N. 35th Street & W. Fond du Lac Avenue in Milwaukee and S. 13th Street & W. Ryan Road in Oak Creek. Buses have stops on portions of W. Fond du Lac Avenue, N. 17th Street, W. Walnut Street, N. and S. 6th Street. The new Amazon facility brings 1,500 jobs to the area.

In addition to operating along those busy corridors, Route 81 also connects with 16 existing MCTS bus routes. Passengers who use **Routes 12, 14, 19, 21, 22, 30, 31, 33, 35, 56, 57, 60, 80, GoldLine, BlueLine and PurpleLine** can transfer to Route 81 from neighborhoods all across the County.

MCTS worked closely with officials from Amazon and the City of Oak Creek to make sure the route’s schedule synchronizes with employee shift times at the facility.

You can find specific schedule information and bus stop locations on **RideMCTS.com** and the **Ride MCTS app**.



Passengers who use Routes 12, 14, 19, 21, 22, 30, 31, 33, 35, 56, 57, 60, 80, GoldLine, BlueLine and PurpleLine can transfer to Route 81 and go directly to the new Amazon Fulfillment Center in Oak Creek.

MCTS NEXT Receives Approval continued...

Benefits of MCTS NEXT

- Expanded high frequency service – there will be a larger number of routes where buses come every 15 minutes or better. 160,000 more people and 43,000 additional jobs will be served by these high frequency routes.
- More service along high-demand corridors.
- New service to major job centers and grocery stores.
- Less waiting when transferring between routes.
- Faster travel times.
- Service that is easier to use and understand.

Next Steps

MCTS will host a number of coordinated outreach efforts to inform employees, passengers, and the public about what to expect with the new and improved system.

We want to acknowledge and thank the Milwaukee County Board of Supervisors for approving MCTS NEXT. We are also grateful to passengers and employees who supported the plan as well as the dozens of stakeholders who submitted letters of support – including MICAH, NAACP and SEWRPC.

Visit **RideMCTS.com/NEXT** to watch videos explaining the changes that will be coming to specific routes.

Fun on the Go Awaits Our Youngest Riders

Learning through play is very valuable – and important – for infants and young children. It helps them make sense of the world around them, as well as build their mental, emotional and social skills.

MCTS is excited to work with the City of Milwaukee's Office of Early Childhood Initiatives (OECI) to help make bus travel

entertaining and educational for our youngest riders.

Below are some activities that we hope you and your little one will enjoy. We will be sure to keep you updated as we work on future projects that will promote early learning for children in our community.

WHAT CAN YOU DO IN 15 MINUTES?



Prepare your child for the rest of their life.

A child's early years are so important. In the first three years of life, you can make a great impact on their brain development and help them get ready for kindergarten with fun activities like:

READING
ALoud



PLAYING
GAMES



SINGING
SONGS



LOOKING FOR MORE WAYS TO PLAY?

Follow along at @PopSpots on Facebook and Instagram, or sign up for weekly play tips by texting MKECARES to 274-448.



SCAVENGER HUNT

Touch and count the shapes. How many rectangles do you see? How many circles? Where do you see these shapes at home? What other shapes can you find?

Are they big or small?



When you're at home, or in the car, or on the bus, look out the window. What do you see? Do you see a tree or a car? Do you see people? What do you see in the sky?



Happy Holidays and Happy New Year!

On behalf of all our employees at MCTS, we thank you for your support and choosing us as your transportation provider in 2020. We wish you peace, health and safe travels in 2021!

Keeping Healthy and Virus Free this Winter

The spread of COVID-19 is expected to continue this winter season. Here at MCTS, we'll do our part to keep you safe with cleaned and sanitized buses. We need each of you to do your part to prevent the further spread of COVID-19, the flu and other viruses.

Take steps like:

- ▶ Wear a mask or face covering. **Masks are required on-board all MCTS buses.**
- ▶ When on board, practice social distancing. Give yourself and fellow passengers space.
- ▶ Stay home if you are feeling sick, including having chills, body aches or a fever.
- ▶ Wash your hands frequently.
- ▶ If you do not have access to soap and water, use hand sanitizer.
- ▶ Cover your sneeze or cough – no matter where you are!

To access COVID-19 testing site information, call 211 or to have testing site information sent to your phone, text **HEALTHINFO** to **898-211**.

Did you know...

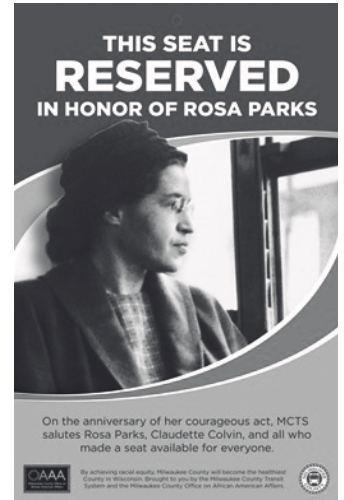
- ▶ Even if you hug someone and you both have masks on – you may still contract COVID?
- ▶ Wearing a mask just over your mouth and not your nose – You can still contract COVID?
- ▶ You can spread COVID 2 days before you ever show symptoms?
- ▶ You can be positive for COVID even if you don't have symptoms?
- ▶ Droplets from your breath can remain suspended in the air for minutes to hours and breathed in by others?
- ▶ COVID spreads from person-to-person more easily than the flu?
- ▶ The CDC does not recommend wearing masks with exhalation valves or vents?
- ▶ Face shields alone are not an effective substitute for masks?
- ▶ Masks should have at least **2 layers of fabric** and **fit snugly** against the sides of your face?

This Seat Is Reserved for Rosa Parks

MCTS is keeping a seat open on every bus in the fleet from Tuesday, December 1 through Thursday, December 3. Each reserved seat will include a red rose and a special sign that features Parks' photo and a message about her courageous act.

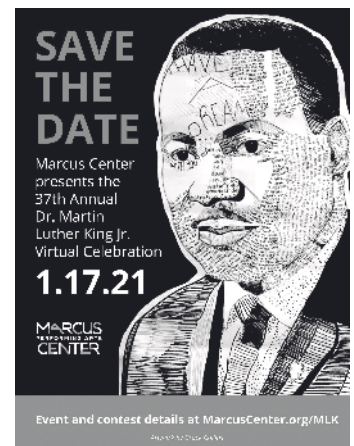
It was on December 1, 1955, that Mrs. Parks was arrested after refusing to give up her seat to a white man in Montgomery, Alabama. Her small act of civil disobedience led to a landmark Supreme Court ruling that outlawed segregation on public transportation.

This is the fifth year that MCTS has organized an on-board tribute to Rosa Parks. The annual effort has gained widespread attention on social media and inspired transit agencies across the country to implement similar initiatives.



Happy Birthday to Dr. King (Virtually)!

Since 1984, Milwaukee's Marcus Center for the Performing Arts has hosted its Dr. Martin Luther King, Jr. Birthday Celebration for the civil rights icon. MCTS is proud to be a sponsor of this treasured community event. The celebration highlights the youth in our community who every year interpret Dr. King's words through art, speech, and writing contests. Taking steps to celebrate during this COVID-19 pandemic, the Marcus Center will host a virtual celebration on Sunday, January 17 at 1:00 p.m. Visit RideMCTS.com/Community or MarcusCenter.org for details on how to view the free event.



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Bus Lines is published six times a year as a service to Milwaukee County Transit System passengers.

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For 24-hour automated bus information, call 414-344-6711 or visit RideMCTS.com



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