

# MV Transportation, Inc.



**The Best Partner for Milwaukee  
County**

# MV's Humble Beginnings

- Alex and Feysan Lodde began MV Transportation (formerly California Medi-Van) out of their San Francisco studio apartment in 1975.
- The Loddes saw a need to provide essential transportation services to the elderly and persons with disabilities.
- They founded the company with very limited resources: one van and three employees – and a desire to care for a very vulnerable community.



# Who is MV?

- MV was chosen as the #1 bidder on the County's competitive procurement for the Milwaukee County Transit Services.
- MV is now the largest privately-held and American –owned passenger transportation company in the US.
- MV provides fixed- route and paratransit services in 26 states, the District of Columbia, Canada and Saudi Arabia.
- MV employs nearly 18,000 transit professionals and safely operates more than 10,000 vehicles daily.



# Leadership that Understands

- MV's Board of Directors is comprised of four people: Feysan Lodde (owner); Alex Lodde (owner and former CEO); Jon Monson (former CEO); Carter Pate (current CEO)
- All four Board Members are former bus drivers.
- More than 50% of MV's Management Team began their careers as bus drivers and mechanics. The company understands its employees and passengers



# Organic Growth

- MV's growth is attributed to the company's core values of providing outstanding service, superior client relations and sincere community outreach; not through mergers and acquisitions.
- MV has a current client retention rate of 90%; the best measure of performance is when existing clients continue to hire their contractor back.
- More than 150 successful transitions over the past 6 years
- 95-98% retention record of current employees



# Research in Milwaukee

- MCTS Riders are concerned about:
  - Getting to where the jobs are (New Berlin, Franklin)
  - Timely and Reliable Service
  - Improved Customer Service
  - Safety and Security for Passengers and Employees
  - Updated and New Technology (smart phone apps, real-time information, etc.)



# What does MV Bring?

- MV bid the contract at zero profit.
- MV offers more service; less bureaucracy
- MV invests in its local employees
- Empowered local experienced management with extensive national resources
- Unmatched relationships with Trapeze and Clever Devices
- MV brings industry-wide best practices



# Highlights of New Contract

- Remedies available for substandard performance
- If issues arise, MV has to have response plan within 72 hours
- Performance incentive payments and deductions (MV will share 50% of all incentives with employees)
- Appropriate buses utilized on specific routes (if a smaller bus meets the need we use it.)
- Ensures no interruption in service





# Transparency – We have nothing to hide!

- Policy direction retained by County Supervisors
- Clear distinction in separation of costs for Management/Admin and Operating costs (County does not currently see this)
- All items from County's paratransit audit that were issues have been included as solutions in this contract
- In addition to required reporting, MV is providing additional real-time information and reports



# Labor Friendly Company

- 83% of all MV's contracts are organized with a union
- We have mutually respectful and beneficial relationships with the Amalgamated Transit Union and Teamsters, the two largest transit workers unions in the US, as well as many others
- MV has already agreed to current union contract, wages, benefits and seniority will be kept whole
- Pension Plan stays intact, with plans to fully fund the deficit created over the last decade



# MV Cares About Its Employees

- MV values current employees on MCTS contract and wants to hire as many as possible.
- MV has pledged to share 50% of every cash incentive earned on this contract with all employees
- Significant investment in employees/multiple employee incentives; culture from top down of incentives, promotion and advancement for all levels of employees
- Paid training and certifications – ASE, Safety, Customer Service, etc.



# A Culture of Safety & Security

- The safety of our passengers and employees are paramount to our operations.
- DriveCam will be installed on every bus.
- In addition to the current security presence, MV will hire undercover transit police to ride the buses and monitor safety of passengers and drivers.



# Safety Focus

- MV's Driver Safety Incentive programs and initiatives help to increase our safety performance (annual safety bonuses, pins, awards)
- Daily safety messages and monthly safety meetings to keep everyone focused on Safety
- MV exceeds industry standards in accident frequency, incident frequency and employee injury



# MV's Technology Expertise

- Trapeze, the most respected transit scheduling software in the industry, was originally designed by MV's Chief Information Officer, Ms. Marsha Moore
- MV's proprietary IT applications will help improve bus route efficiency, planning and on-time performance
- MV will design smart phone apps that will allow riders to track their bus arrival and departure times; the company's proprietary software will layer on existing technology to improve it
- MV will restore service on the current TV monitors on the current bus fleet



# MV In The Community

- MV is a strong corporate citizen in the cities/counties it serves
- Extensive DBE/MBE/SBE participation
- Small Business Mentoring Program
- Partnerships with established community organizations
- Charitable giving and fundraisers
- Internship Program



# MV Is The Solution for MCTS

- MV is the right partner to help advance these services.
- MV has a proven track record of improvement of safety, customer service, efficiency, and saving its clients money.
- For example – MV was awarded the Orange County Transportation Authority services contract earlier this year – MV is saving OCTA \$40M more than the previous contractor.
- Money saved by MV will be applied right back into the system for more service for you – the riding public here in Milwaukee County

