

THE HOP

— STREETCAR —

PRESENTED BY
 **POTAWATOMI**
HOTEL & CASINO





Grand
HOP-ENING!
WEEKEND CELEBRATION

WEEKEND
CELEBRATION
NOV 2-4, 2018

PRESENTED BY
POTAWATOMI
HOTEL & CASINO

Opening Weekend - Friday, November 2, 2018

Cathedral Square Park

- > 11 a.m. Pre-Ceremony with music and public announcements
 - DJ Kima Hamilton, RadioMilwaukee
 - Drum Line from Golda Meir School
- > 12 p.m. Kick-off-celebration program with Mayor Tom Barrett, FTA officials, Common Council members, Potawatomi Hotel & Casino representative, entertainment and more
- > 12:45 p.m. Ribbon-cutting on streetcar platform
- > 1 p.m. The Hop is open – streetcar service continues until midnight
- > Until 2 p.m. Music in the park



Opening Weekend - Saturday, November 3, 2018

Hop-In for Business Day

Promoting businesses along the route; businesses can sign up to offer specials

Hop, Shop & Win contest

Riders can upload receipts from area businesses and enter to win cash prizes. Continues through Small Business Saturday (11/24).

Presented by Kiewit, in partnership with Milwaukee Downtown

Milwaukee in Motion: Multi-Modal Transit Fair

12-2 p.m. Burns Commons



Opening Weekend - Sunday, November 4, 2018

Kids & Families Day

Activities at stations hosted by:

- > Milwaukee Police Department
- > Milwaukee Fire Department
- > Milwaukee Downtown BID
- > Artists Working in Education Truck Studio
- > Visit Milwaukee/Mandel Group: “Me in MKE” statue
- > Metro Market
- > Free admission to Grohmann Museum and Milwaukee Jewish Museum

Opening Weekend - Staffing (queueing plans developed for 18 stations)

Staff and volunteers at all 18 stations throughout the weekend

Support from:

- Milwaukee Police Department
- Milwaukee Fire Department
- Other City Departments and Cabinet Members
- Visit Milwaukee
- Milwaukee Downtown BID Ambassadors
- Consultants/Contractors
- Downtown Security Network
- And more

Opening Weekend - Bus Bridge

- > Two MCTS buses will circulate the route for those who have ridden the streetcar and don't want to wait to return to their original location
- > There will be stations for the buses at both ends of the route, as well as the Third Ward and near Cathedral Square

Opening Weekend - Sponsors

Project Development Partners asked to sponsor the weekend

Commitments to date:

- > Kiewit and Mass Electric
- > Transdev
- > HNTB
- > The Concord Group
- > Brookville
- > LTK
- > Kimley-Horn
- > 2-Story Marketing

Opening Weekend - Promotions

- > “Hop On!” kits delivered to businesses along route
- > PR/communications
- > Business Journal special section
- > Social media
- > Paid advertising (limited)
- > E-mail marketing
- > Third Party outreach/engagement

System Operating Hours and Headways

- > Operating Hours
 - Weekdays - 5 am to Midnight
 - Saturdays – 7 am to Midnight
 - Sundays – 7 am to 10 pm
- > Headways
 - Under the initial operating plan, vehicles will operate under a defined schedule with 15 minute headways from 7am - 10pm and 20 minute headways during early morning and late evening.
 - Signal timing refinements are currently and will continue to be implemented during initial passenger operations to allow for reduced headways.
 - Operating plan refinements and other measures will also be evaluated to reduce headways during initial passenger service operations and to maximize frequency during peak periods potentially including operating an additional vehicle during peak travel periods or special events.

Automatic Vehicle Location (AVL) System

- > Transdev and DPW evaluated a variety of potential AVL systems to assist Transdev in managing headways as well as provide customer real-time information on the location of all vehicles on the route.
- > The selected AVL system is under development and is anticipated to be deployed in December 2018.
- > The AVL source data will be available for use in a variety of applications that can provide enhanced customer features in addition to vehicle location.
- > Discussions are ongoing with MCTS to incorporate real-time information on the Ride MCTS App

Project Status - Construction

- > Mainline infrastructure is completed with the exception of some remaining punchlist and closeout activities
- > Lakefront infrastructure has been completed down Michigan and Clybourn Streets to Cass Street.
- > The Lakefront Route construction will be completed in 2020, in coordination with the Couture development and opened for Revenue Service

Project Status – DBE/RPP

- > DBE
 - Project goal was 20%
 - We are currently reporting DBE participation of 21.4% with an overall projection of 23%
- > RPP
 - Project goal was 40%
 - The project is currently reporting RPP construction participation of 40.5%

Project Status – Budget Status

Capital Cost Breakdown	Phase I (\$ millions)	Encumbered Funds (\$ millions)	Total Spent to Date (\$ millions)
Construction	\$49.58	\$49.58	\$48.89
Utilities	\$11.81	\$11.81	\$8.35
Vehicles	\$19.46	\$19.46	\$8.33
Professional Services	\$15.04	\$15.04	\$12.05
Owner Contingency/Escalation	\$3.35	\$3.35	\$2.15
Total	\$99.24	\$99.24	\$79.77