

County of Milwaukee
Interoffice Communication

DATE: March 17, 2023

TO: Marcelia Nicholson, Chair, Milwaukee County Board of Supervisors

FROM: Donna Brown-Martin, Director, Department of Transportation

SUBJECT: MCTS Fare Collection Status Update (April 2023) – Informational Report

FILE TYPE: Informational report

REQUEST

The report and presentation are for informational purposes only.

BACKGROUND

The attached presentation is an update on the Milwaukee County Transit System's (MCTS) new fare collection system. 2020-2024 FFY Congestion Mitigation and Air Quality funding was awarded to Milwaukee County for the Expansion of MCTS Mobile App/Enhanced Fare Collection System (File No. 20-410). MCTS presented a Title VI equity review of the new fare collection system (File No. 22-603). The attached presentation will provide a review and update of the system and its implementation.

ALIGNMENT TO STRATEGIC PLAN

Describe how the item aligns to the strategic plan:

2A: Determine what, where, and how we deliver services to advance health equity.

2C: Apply a racial equity lens to all decisions.

3A: Invest "upstream" to address root causes of health disparities.

3B: Enhance the County's fiscal health and sustainability.

3C: Dismantle barriers to diverse and inclusive communities.

RECOMMENDATION

For informational purposes only.

VIRTUAL MEETING INVITES

Tim Hosch, MCTS CFO, Kristina Hoffman, MCTS Director of Marketing

Prepared by: Kristina Hoffman, MCTS Director of Marketing

Approved by:

Donna Brown-Martin

Donna Brown-Martin
Director, Department of Transportation

ATTACHMENTS: PowerPoint Presentation

cc: Kelly Bablitch, Chief of Staff, County Board of Supervisors
Janelle Jensen, Legislative Services Division, County Clerk's Office