

**WELCOME ABOARD**

**WISGO**



# What we've accomplished with **WisGo**

**The WisGo fare collection system is fully implemented in Milwaukee including:**

- **WisGo Card & Umo Mobile App**
- **Fare capping**
- **Increase in retail outlets from 95 to 194**
- **New reduced fare program**
- **BRT ticketing through Ticket Vending Machines (TVM's) and fare checking through handheld devices**
- **Phase out of MCard**



# WHAT'S NEXT FOR WISGO ?

- Umo system is a SAAS platform on which WisGo is built, and therefore it continues to expand and offer more features as its developed by the parent company, Cubic Transportation Systems
- What's on the current road map per Cubic for 2025:
  - Open Payments: The ability to pay by simply tapping a credit card on the validator without any pre-registration.
  - Umo Mobile App version 2
    - Allowing MCTS to control advertising and messaging in the mobile app
    - Loyalty program for riders
  - Regionalization



# WHAT IS REGIONALIZATION ?

While Wisconsin does not have a Regional Transit Authority (RTA), we can still act regionally to benefit our riders and other Transit Agencies.

The contract with Cubic was structured to allow MCTS to subcontract to other Transit agencies so our riders can transfer seamlessly, and Agencies can access an existing, fully developed system. Costs and revenue are managed centrally by MCTS.

Contract was federally procured, so other Transit agencies can join through a simple Inter-governmental Agreement (IGA) with MCTS and take advantage of the same pricing, as well as avoid lengthy, time-consuming procurements.



# WHO'S ON BOARD ?

1. Waukesha Metro Transit – LIVE now
2. Beloit Transit – July 2024
3. Ryde Racine – November 2024
4. Oshkosh “GO Transit” – early launch of Student program in September 2024. Full system to follow

With 20 fixed route systems in Wisconsin, as well as several shared ride, tribal and paratransit services, the possibilities are extensive.





**Thank  
You!**