

MILWAUKEE COUNTY BOARD OF SUPERVISORS

DATE: March 23, 2017

AMENDMENT NO. 1 to Item #95

Resolution File No. 17-231

Ordinance File No.

COMMITTEE: Transportation, Public Works, and Transit

OFFERED BY SUPERVISOR(S): Mayo, Sr.

AMEND THE BE IT RESOLVED CLAUSE AND ADD AS FOLLOWS:

BE IT RESOLVED, the Milwaukee County Board of Supervisors does hereby approve the following proposed GO Pass implementation plan, which was recommended and endorsed by the GO Pass workgroup:

- Determine eligibility of current GO Pass participants
 - All existing GO Pass holders will be reviewed for ability to participate in the GO Pass program based on the eligibility guidelines as adopted in the County budget
- Communicate with current passholders
 - Individuals who are determined to be no longer eligible will be informed by mail that there are new eligibility guidelines for the program, and that they will no longer be able to use the bus for free. The letter will also explain that reduced-fares are available to them, and that if they think they might be eligible for Medicaid, Foodshare, SSI, SSDI, etc., they should contact Aging Resource Center (ARC) or Disability Resource Center (DRC) to discuss
 - Individuals who are determined to remain eligible under the new GO Pass criteria will receive a letter explaining they are eligible for a significantly reduced fare of \$1 for a 1-day pass. The letter will also include information about how to locate M-CARD Recharge Units (MRUs) where money can be loaded onto their GO Pass and used to purchase a 1-day pass at the farebox. An easy to read one-page infographic document showing how to use the GO Pass ID to request a 1-day pass for \$1 from the bus operator will also be included in the letter

- Outreach efforts to individuals who may have relocated/changed addresses can be done through other contact information (e.g. phone number)
- Communication to the community – Information will be spread throughout the community using many tools, including
 - Media – television, radio, newspapers, social media
 - Speaking engagements – County staff speaking on the program’s changes and promoting how to use the GO Pass. The workgroup members identified targeted audiences (ex: agencies like Grand Avenue Club and Disability Rights Wisconsin as well as gathering sites like senior centers).
 - One-on-one trainings – MCTS staff will host training sessions for service agencies’ staff on how to use GO Pass to purchase a 1-day pass so the agencies’ staff can practice with their clients.
 - Electronic communication – newsletters and announcements through the networks of the workgroup members (ex: Mental Health Task Force’s email list)
- Update to the eligibility requirements
 - The workgroup recommends that participation in Foodshares be included as a qualifying program of the financial eligibility guideline for people with disabilities. This change means that the guidelines for people with disabilities matches those for seniors
- Timeline
 - The implementation process is currently scheduled for June 1, 2017. The fare collection system vendor is revising the farebox software to enable the sale of the GO Pass (1-day pass) at the farebox. This programming is scheduled to be completed and tested by May 1, 2017.
 - There will be a minimum of one month between when letters are received by current passholders and the go-live date. This is to allow time for (1) current users who are not eligible under the new guidelines but feel they ought to be to communicate with ARC or DRC and begin the process of enrolling in qualifying programs, and (2) current users who remain eligible to practice and become comfortable with the new process for using the GO Pass.