

New Fare Collection System and Title VI Review

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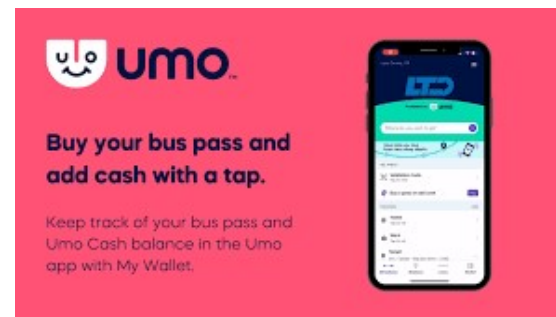


April 22, 2022

New Fare Collection System



- After evaluating 10 separate systems, MCTS has selected Cubic for the new fare collection system
- The new pass system is called UMO
- MCTS will fully convert all fare collection to the UMO System – including the East West BRT
- The UMO system will launch in late 2022



Vision for New System



Simplicity

A tariff that is simple and eliminates complex rules and exceptions.

Equity

Expand ease of access and equal pricing for all

Safety

Bus operators can concentrate on driving safely as the system will validate fares.

Growth

A scalable, regional platform that encourages more ridership.

New System Components



Components of new system include:

1. Cubic's UMO system provides:
 1. Account Based Smartcard payment system
 2. Mobile app (UMO)
 3. Validators on buses, BRT platforms and Waukesha buses
 4. Robust software development plan
2. Ventek Ticket Vending Machines (TVM) on BRT route
 1. Single cash tickets
 2. Similar to farebox functionality
3. Scheidt & Bachmann farebox for cash fares

New System Design: 1. High Quality Mobile App



High Quality User Experience:

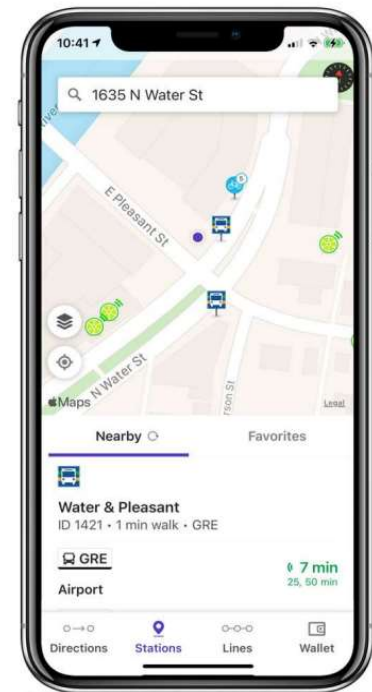
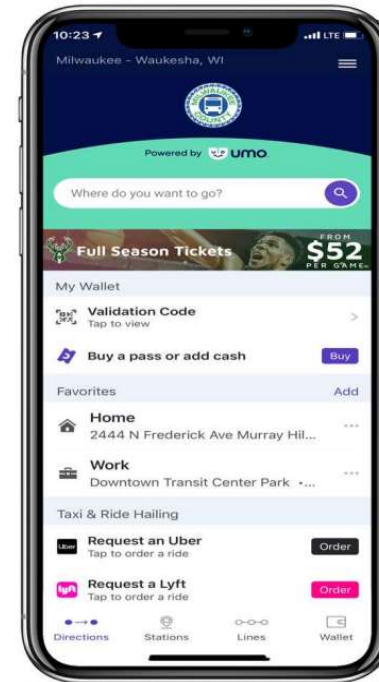
- Clean, intuitive screens
- All-in-one App:
 - Real-Time information
 - Trip Planning
 - Account Based
 - Utilize all fares

Integrations with:

- Waukesha
- The HOP
- Uber, Lyft
- Lime, Bird, Spin
- Bublr
- In the future:
 - Para-transit

New and Unique Features:

- Fare capping
- Open Payments
- Rewards program
- Fares available immediately vs. waiting
- Institutional program support



New System Design: 2. Robust Retail Network



Partner with the InComm network to service more neighborhoods

Retail Network	Current System	New System
# Locations	100	200+
In Low Income Census Tracts	20%	60%
In Minority Census Tracts	40%	58%



New System Design: 3. Simplified Tariff



1. Full fare \$2/ride with a monthly fare cap.
 - Mobile App and Smartcard users all get best rate
 - Expanded retail network support ease of adding value
2. No onboard sale of passes will speed up boarding time
3. Cash fare: Flat amount, no transfer.
4. Premium fares eliminated
5. GoPass and Reduced Fare combined into one program as \$1/ride with a daily cap of \$2
6. Existing Mcard will be phased out. Farebox is cash only.

Outreach Will be the Key to Success



umo

Buy your bus pass and add cash with a tap.

Keep track of your bus pass and Umo Cash balance in the Umo app with My Wallet.



Outreach and Education



Stakeholders to reach:

- Passengers
- County Board of Supervisors
- Neighborhood groups
- Social Service agencies
- ATU 998 / Bus Operators

Communication methods:

- Passengers reached via email, mail, in person events, and on-board the bus announcements / rack cards
- Neighborhood meetings
- Social media
- Advertising such as print, radio, etc.

Title VI – Fare Equity Analysis



The Federal Transit Administration (FTA) requires large transit systems perform a fare equity analysis when there is any change to fares.

The purpose of the analysis is to proactively assess the impacts of changes upon the minority and low-income population relative to the non-minority and non-low-income population.

Any changes that do not have a similar impact on the minority and low-income population are considered a “disparate impact” or a “disproportionate burden”, respectively.

If an impact or burden is determined to exist, the transit provider must then take steps to mitigate the impacts where practical.

Title VI – Review and Assessment of Fare Systems



- Cash Fares:
 - Case fares will be reduced from \$2.25 to \$2.00 and the half-fare will be reduced from \$1.10 to \$1.00.
- Transfer Policy:
 - Passengers who use an UMO card or app will receive free transfers.
 - Passengers who pay in cash will not receive a transfer since their trip would not be counted by the system. They would also be unable to get the benefits of fare capping.
 - As such, MCTS analyzed the impact this change could have on minority and low-income passengers.

Title VI – Process / Review



- MCTS uses the four-fifths rule as the threshold for determining if an impact will occur as a result of a fare change. Specifically, a disparate impact has occurred when the percent change in fares in the minority or low-income group compared to the non-minority / non low-income group is below four-fifths (0.80).
- % of population that pays with cash:
 - Minority passengers - 18%
 - Non-minority passengers - 14%
- *Impact ratio = 0.77 and a disparate impact would exist*
- % of income groups that pay with cash:
 - Low-income passengers - 16%
 - Non-low-income passengers -17%.
- *Impact ratio = 0.94 and a disproportionate burden would not exist.*

Title VI –Strategies to Mitigate Disparate Impact



MCTS developed the following strategies to mitigate the disparate impact on the minority population:

- Create an extensive public outreach effort in minority neighborhoods to inform people on the cost benefits of using UMO cards or a mobile device versus using cash, including the savings from fare capping.
- Significantly expand outlets and target locations in minority neighborhoods where passengers can add value to their UMO card.
- Ensure that new UMO fare cards will be free. After an initial grace period, UMO cards will be available for \$2.00.
- Decreases Cash fares from \$2.25 to \$2.00

In Summary:



MCTS is continuing its efforts to advance racial equity by making continuous investments in fare technologies that will retain and attract new riders. Gradual steps taken to move towards the future include:

- 2015 – New farebox and smartcard system implemented
- 2016 – Elimination of paper tickets and paper transfers
- 2017 – Introduction of mobile app
- 2018 – Conversion of reduced fare program to photo-ID smartcards
- 2022 – Launch of new Umo system and fare capping

Thank you! / Questions?



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