

Project Update – Milwaukee County Board

February 18, 2022

EAST
WEST **BRT**

Continued Advancements

Construction

- Platforms, concrete
- Shelters
- Pylons/Specialized Signs
- Dedicated Lane Striping

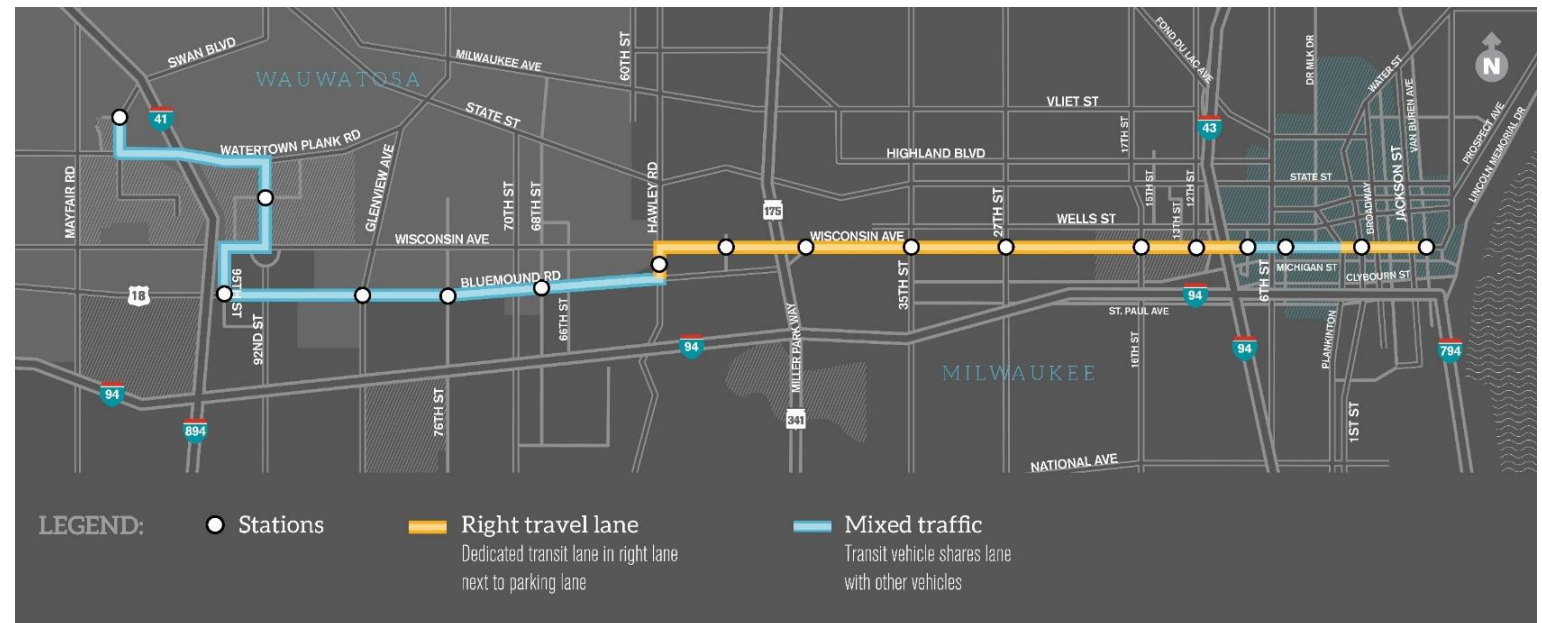


Procurement

- Cameras
- TVMs (Ticket Vending Machines)
- Validators
- BEBs (Battery Electric Buses)
- BEB Charging Infrastructure

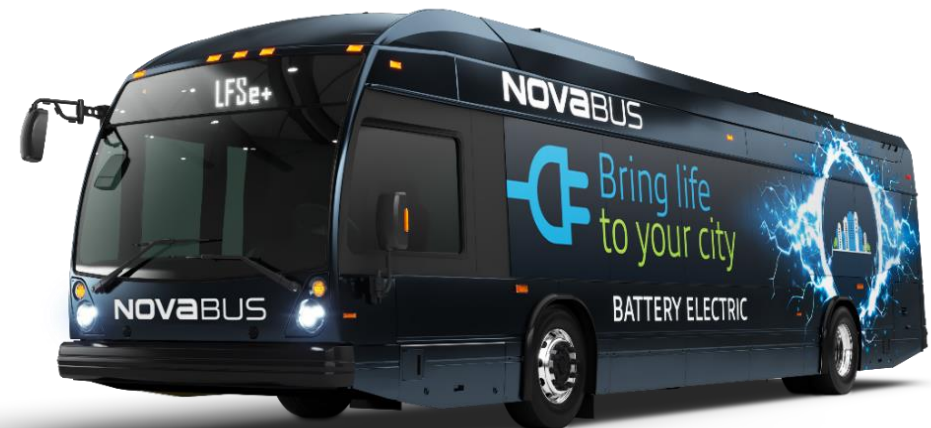
Testing

Startup




COVID Impacts Forcing Delays on BRT

- Due to supply chain issues caused by the global pandemic the MCTS NOVA bus order for Battery Electric Buses has been delayed
- Buses will not arrive in time for all required testing and training ahead of an October 2022 start for BRT
- MCTS is also experiencing issues purchasing critical electrical infrastructure components that are crucial for charging the vehicles, with some lead times as high as 50 weeks
- Further delays with other technology related purchases are also expected due to continued micro chip shortages
- Delaying the BRT Launch until **Spring of 2023** will allow buses to arrive and will ensure a successful start to BRT in Milwaukee



Improvements Coming for Fare Payment

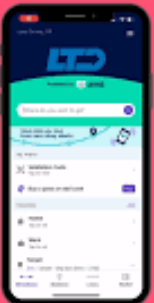
- MCTS has selected Cubic for the new fare collection system
- The new pass system is called **UMO**
- MCTS will fully convert all fare collection on BRT and Fixed Route to the UMO Platform for seamless riding
- **The UMO system will launch on existing bus lines in late 2022 and be ready for the BRT launch in spring of 2023**



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.



Improvements Coming for Fare Payment

The new UMO system will offer a number of benefits over the current fare collection system:

- Twice as many retail outlets to load value with better representation in low income and minority census tracks
- An account-based system which means instant access to purchases - everything happens in real-time!
- New, simplified fare structure for phone and smart card payments with fare capping for greater equity (passengers can still use cash)
- Possible integrations with Waukesha Metro Transit, Uber, Lyft, Lime, Bird and Spin and other UMO cities



Retail Network	Old System	New System
# Locations	100	200+
In Low Income census track	20%	60%
In Minority census track	40%	58%

Ticket Vending Machines

- MCTS has selected VenTek for the ticket vending machines (TVMs)
- The TVM will allow for ticket sales using cash or credit on the BRT platforms
- TVM tickets can be used seamlessly at any UMO validator on the BRT platform or on any MCTS bus system wide!



For more information:
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The logo for East West BRT. The words "EAST" and "WEST" are stacked vertically in a light blue, sans-serif font. To the right of this stack, the letters "BRT" are written in a large, bold, orange, sans-serif font.