

# New Fare Collection System Update

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# 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 Fare Collection System



- Last updated in April. To summarize:
  - Cubic's Umo System was selected
    - Mobile app called "Umo"
    - Smartcard branded as "WisGo"
    - Account based (old system card based)
  - Title VI Analysis complete
    - Elimination of transfer for cash paying clients had some disparate impact
    - Mitigations included targeted outreach in minority neighborhoods, expanding number of retail outlets, lowering cash price from \$2.25 to \$2, and issuing free Smartcards initially.



**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.

# Changes Since Last Update



Supply chain issues have delayed manufacture of the validator. Implications:

1. Validators arriving this Winter instead of Summer. Launch is likely February 2023
2. Umo's temporary mobile app will stay in place allowing people to continue buying one-ride and day-pass tickets. Full features coming in 2023.
3. Pilot phase and transition in Spring 2023
4. Completion to coincide with BRT launch in June 2023. (Riders cannot ride the BRT with the old MCARD system, so thus the need to phase out.)

# New System Methodology



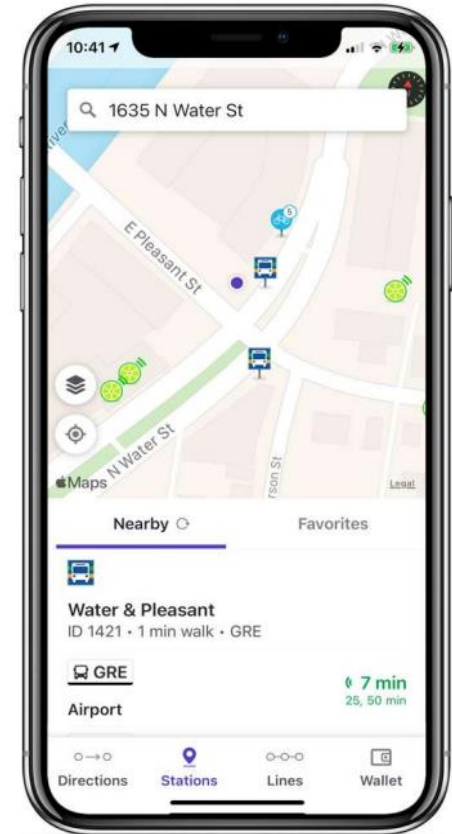
## Conceptual approach:

1. De-couple the cash and smartcard systems
2. Focus on mobile app which provides modern tools including trip planning, fare payment, integration with other mass transit services, and advanced features like fare capping.
3. Replace the Smartcard for those still electing this method of payment (WisGo Card)
4. Gradually phase out the old Smartcard (MCard)
5. Position the company to move away from cash

# What will our passengers see?



1. More mobile-centric focus. U-Pass, Commuter Value Pass and regular riders encouraged to go mobile.
2. Fare capping for Mobile & Smartcard users
3. Real time trip info
4. Open payments
5. Integrations with Waukesha Metro, The HOP, Uber, Lyft, Bubl, Bird
6. Cash less attractive due to absence of discounts and transfers. Using the 200 retail sites, cash can be converted to Smartcard.



# Expanded Retail Network



- ❖ Partner with the InComm network to service more neighborhoods.
- ❖ 60% representation in low income and minority census tracts.
- ❖ Maintaining relationship with Pick N Save and other local outlets to distribute cards and add stored value
- ❖ Incomm sites have ability to add stored value, but not distribute cards (CVS, Speedway, Walgreens & Family Dollar)

Retail Network	Current System	New System
# Locations	100	200+



# Strategic Options / Partnerships



1. Contract and application is designed to be expandable to other entities with MCTS acting as the lead agency. This opens the possibility of a Statewide or Regional Transit App, with cost efficiencies and rider benefits.
2. CMAQ grant funding will allow us to put validators on the Waukesha buses for the ease of transfer for MCTS clients
3. Waukesha likely to adopt the full Umo system
4. Beloit Transit has expressed interest
5. Need to get our system active to pursue further partnership discussions





# Thank you! / Questions?



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