

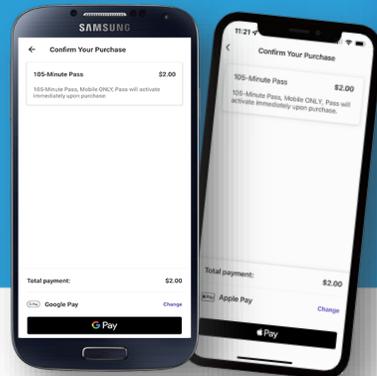
INTRODUCING

WISGO



UMO App

Use our mobile app to pay your fare with credit card, Google Pay and Apple Pay.



WisGo Card

\$2 for a single ride

WisGo Reduced Fare Card

\$1 for a single ride



Cash

Cash will always be an option!



MORE WAYS TO PAY

Board quickly with the Umo app or the WisGo card. Riders can still pay with cash, but will not get the fare capping benefit or transfers. Tap and pay option coming soon.

HOW FARE CAPPING WORKS

Earn free rides once you reach your fare maximum for each day, week, or month when you use the Umo app or WisGo card. Tap your card or mobile app every time you ride and earn free rides!

[FARE CAPPING - YouTube](#)

**MCTS IS MODERNIZING ITS
FARE COLLECTION SYSTEM!**



SUMMARY OF FARE CAPPING

- **Daily fare** (3:00 a.m. - 2:59 a.m.)
 - \$2.00 for reduced fare
 - \$4.00 for full fare
- **Weekly** (Monday-Sunday)
 - \$11.00 for reduced fare
 - \$19.50 for full fare
- **Monthly** (Calendar month: first day of month to last day of month)
 - \$32.00 for reduced fare
 - \$72.00 for full fare
- Fare capping delivers on equity, giving riders the best value
- Pay as you go makes it more accessible for those who couldn't afford to purchase a monthly pass in the previous system
- **Fare capping is not available for cash fare**

Adult Regular Fare

Most common for riders ages 12 - 64.

\$2⁰⁰
per ride



Fare Capping

\$4 Daily
\$19.50 Weekly
\$72 Monthly

Reduced Fare

For riders 65+ & ages 6-11 or with a qualifying disability. Children 5 and under ride free.

\$1⁰⁰
per ride



Fare Capping

\$2 Daily
\$11 Weekly
\$32 Monthly

EVEN MORE RETAIL LOCATIONS TO LOAD WISGO CARDS

We've got our riders covered! Reload your WisGo card in more places than ever before!
Over 200 locations including:

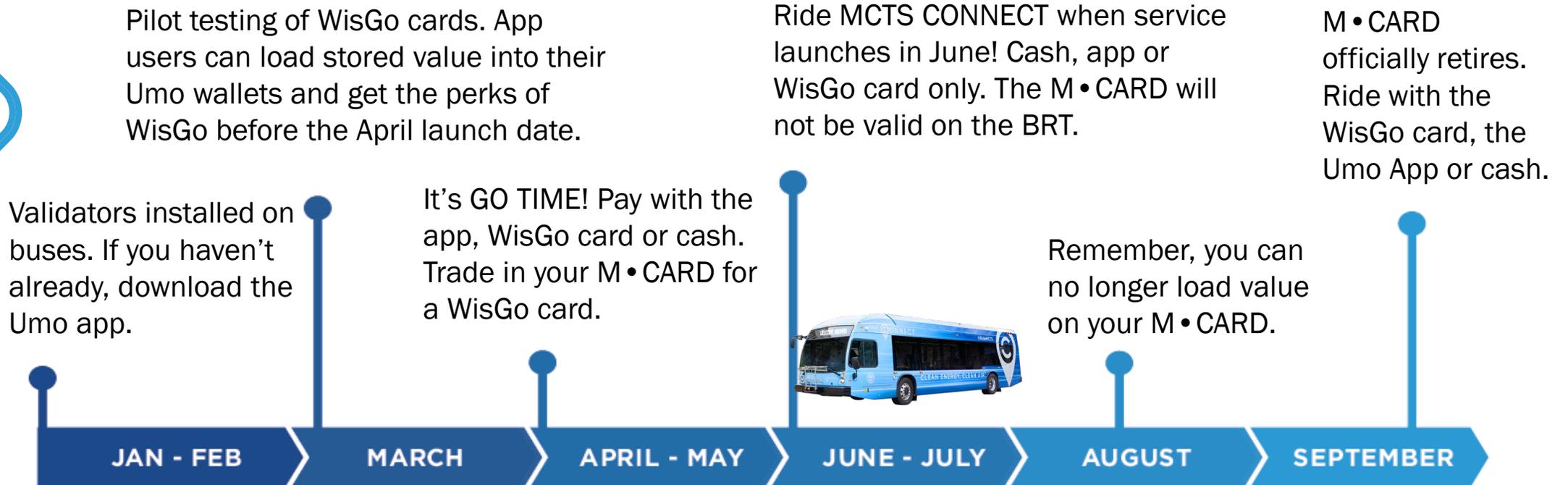


We have partnered with the InComm network to service more neighborhoods.

- Visit Pick 'n Save and other local outlets to buy cards and add stored value
- Incomm sites have ability to add stored value, but not sell cards (CVS, Speedway, Walgreens & Family Dollar)
- Visit [our website](#) for a complete list of where to buy and reload your WisGo card

TRANSITION TIMELINE

Get started planning your transition to WisGo!



REGIONAL PARTNER OUTREACH

Waukesha Metro has signed on!

In discussions with Beloit, Racine and other transit agencies across Wisconsin



COMMUNITY OUTREACH

- 7 Community Meetings held in March and April (in person and virtual)
- Community Meetings will continue through September
- WisGo Brand Ambassadors on buses
 - Phase 1: March – June
 - Phase 2: July – September
- Press Conference March 29
- Media Ride Alongs (March & April)
- Twitter and Facebook “Ask Me Anything” virtual Q&A sessions (April)



CVP & UPASS

Commuter Value Pass

Number of companies **49**

Total number of participants **1,498**

U-Pass

Participating universities **7**

Total U-Pass rides **20,195**

**All clients have been trained
on the new system**



REDUCED FARE

- Special outreach sessions held for this group
 - Q&A
- Developed new signage, materials and held trainings for Coggs Center employees
- Customized letter mailed to homes for all Reduced Fare/Go Pass participants with new Reduced Fare cards



MILWAUKEE COUNTY TRANSIT SYSTEM
Milwaukee Transport Services, Inc. Operator
1942 N 17th Street
Milwaukee, Wisconsin 53205-1697

Introducing
WisGo

Firstname Lastname
1234 Address Street
Milwaukee, WI ZIPCODE-ZIP

Dear MCTS Rider,

We're excited to offer you a better way to ride the bus! Enjoy your new WisGo card.



A few tips:

- This card will replace your current reduced fare, Go Pass or Transit Plus M-Card.
- If you have funds remaining on your current card, please call customer service, between the hours of 8:00 a.m. - 4:30 p.m., Monday - Friday at 414-937-3218. We will be happy to assist you in transferring over your funds.
- With the new WisGo reduced fare card, once value is loaded onto the card, it's available immediately, in real time. It's that fast!
- WisGo starts in April, but you have until September to make the change.

>Welcome Aboard **WisGo!**

ADVERTISING CAMPAIGN

Let's Go With
WisGo
Powered by  **umo.**

Easy. Flexible. Affordable.

When it comes to riding the bus, there's a better way to pay. It's WisGo—our new, modern fare collection system that's available as a card and in the Umo app. Get WisGo and start enjoying all the benefits that come with it.



**Ready to Make
the Change?**

Scan here to download
the Umo app.



- Buses
 - Bus Shelters*
 - Billboards*
 - Wallscapes*
 - Radio
 - Print*
 - Online*
 - Social Media*
 - Video
- *Spanish

ENJOY THE RIDE!

WISGO

