By Supervisor Dimitrijevic File No. 15-204

# A RESOLUTION

Authorizing the Milwaukee County Transit System to develop and implement a unique, smart card ID program for GO Pass participants

WHEREAS, the 2015 Adopted Budget created a new pass program, the Growing Opportunities Pass (GO Pass), to provide fixed route transit rides without charge to persons 65 years of age or older or persons with disabilities; and

WHEREAS, the 2015 Adopted Budget directed the Milwaukee County Transit System (MCTS) to “evaluate the benefits and costs of distributing a unique ID for participants” and present its findings and recommendations to the Board of Supervisors; and

WHEREAS, MCTS submitted a report, File No. 15-166, with its findings and recommendations for the review of the Board of Supervisors on March 25, 2015; and

WHEREAS, in its report, MCTS states that it is standard practice for other transit systems with similar free fare programs to distribute unique, smart card IDs to program participants; and

WHEREAS, requiring a smart card ID for GO Pass participants will enable MCTS to capture accurate ridership information, prevent fraud, and create an efficient onboarding process for GO Pass passengers; and

WHEREAS, capturing ridership information will enable MCTS to optimize its service design for passengers 65 years of age or with a disability; and

WHEREAS, the GO Pass will be made available to those individuals who can provide proof of eligibility in one of four ways to receive the card:

* government issued picture ID proving age and residency
* Medicare card and a government issued picture ID proving residency
* Physician statement describing disability on professional letterhead or prescription form and present a government issued picture ID proving residency
* MCTS issued Half-fare card and proof of residency

; and

WHEREAS, the purpose of the GO Pass is to support and improve the mobility of Milwaukee County’s seniors and persons with disabilities; now, therefore,

BE IT RESOLVED, that the Milwaukee County Board of Supervisors authorizes the Milwaukee County Transit System to develop and implement a unique, smart card ID program that shall be entitled the Growing Opportunities Pass, or GO Pass, for eligible Milwaukee County residents as approved in the 2015 Adopted Budget.