



City of Waukesha
 201 Delafield St. Waukesha, WI 53188
 Tel: 262.542.3700
 waukesha-wi.gov

Committee: Transit Commission	Date: 7/20/2023
Common Council Item Number: ID#23-7197	Date: 8/1/2023
Submitted By: Alex Damien, Director of Public Works	City Administrator Approval: Gina Kozlik, Interim City Administrator
Finance Department Review: Joseph Ciurro, Finance Director	City Attorney's Office Review: Brian Running, City Attorney BR
Subject: Review and Act on Proposed Fare Changes Effective On or About September 1, 2023	

Details:
 This item is to review and act on proposed Fare Changes that would be effective on or about September 1, 2023 which would include the approval of a resolution approving Fare Tariff #26 for the Waukesha Transit Commission. The fare changes proposed are designed to simplify fares and give passengers much more flexibility with ways to pay fares through the new regional fare payment system WisGo that is provided by UMO. This system is already in use for the Milwaukee County Transit System (MCTS) so passengers using both Metro and MCTS would now only need one app or fare card to ride both systems.

The proposed fares would have no changes to the Cash fares as current and passengers would have the flexibility of paying single fares also by using a WisGo Card, WisGo App or Open Payment (Credit or Debit Card). In addition, instead of passengers having to constantly buying new 10 ride cards or 31 day passes or day passes, passengers could use a reloadable WisGo card (essentially a smart card) or the WisGo mobile app or use open payment. To facilitate that, the WisGo system uses fare capping which is the maximum a passenger would pay for a specified time period. The fare caps would replace the day and 31 day passes and 10 ride cards. The proposed fares for the weekly and monthly fare caps are the same as the current 10 ride and 31 day passes for all three fare categories (Adult, Youth and Senior/Disabled). The daily fare cap for an Adult is proposed to be \$4 for which is a \$1 less than the current \$5 day pass. This change was recommended in the Transit 2018 WisDOT Management Review as the reviewers felt that our daily pass price was too high and could be dissuading ridership.

There would be a \$2 charge for WisGo cards but to incentivize passengers to move to the WisGo system, Metro will plan to initially provide them for free for a short period of time to help promote the new system.

Other proposed fare changes are as follows:
 WisGo Card, App Users, Open payment users will have a 90 minute transfer from first payment. This transfer period will be good for boarding any Metro bus or MCTS bus during that period.

Cash Fare Users will still be issued a physical transfer that is good for 90 minutes when paying the fare upon request. Valid transfers will allow a passenger to board one MCTS bus for free at the common stops with MCTS in Milwaukee County.

The Summer Youth Pass and Group Pass would be eliminated. Only 5 or fewer Summer Youth Passes have been sold to the general public each Summer for the past few years. The Group Pass has not been purchased for years.

A single Cash Metrolift fare would remain \$4 and passengers would also be able to use a WisGo Card, App, Open Payment or single ride paper token. None of these other options are currently available for a single ride. These options would replace the Metrolift two ride card. In addition, it is proposed to set the Agency rate for Metrolift, the rate agencies pay to have their clients ride Metrolift, be the lesser of \$50.00 or the latest audited cost of a Metrolift ride, as shown in the Transit Financial and Statistical Report. Currently the policy is to charge the latest audited cost of a Metrolift ride but that cost has fluctuated greatly the past few years and the cost has exceeded \$50/ride consistently. This change would stabilize the price but still protect Metrolift from Agencies "dumping" rides onto Metrolift as the price is still over 12X the standard fare. It would also make it easier for staff to administer the agency fare.

The proposed new fare structure would be expected to take effect on or about September 1st for Mobile App users first. The WisGo cards would then be rolled out for a targeted launch sometime in October. Passengers using existing fare media would be allowed 6 months after the roll out of the WisGo cards to use up existing fare media.

Options & Alternatives:

The City has already entered into a contract to join WisGo so certain aspects of the fare structure such as fare capping are required, however, the fares charged could be adjusted if desired. Staff felt that it would be best to leave the fares largely the same as converting to the WisGo system will be a significant adjustment to a number of passengers and that adjustments to fares if warranted can be recommended in the future.

Financial Remarks:

It is anticipated that there may be a slight decrease in revenue of \$5,000 or so with the daily fare cap set lower than the current daily pass. After the initial launch, the WisGo system will greatly reduce staff time dedicated to fares which will lead to efficiencies gained. The lower daily fare cap may increase ridership and could more than make for that initial loss of revenue.

Executive Recommendation:

Recommend approval.