



Valley Transit

CONNECTING THE FOX CITIES

Memorandum

TO: Fox Cities Transit Commission
FROM: Ron McDonald, General Manager
DATE: April 15, 2025
RE: WisGO Fare System Update and Fare Capping Policy Approval

In November 2024, the Fox Cities Transit Commission authorized the purchase of a new fare collection system, branded WisGO. WisGO is a modern system where riders pay their fare by scanning a smart card or phone app at an onboard validator. The system is set to replace the outdated and discontinued fareboxes currently used to collect fares. WisGO was initially deployed by Milwaukee County Transit System (MCTS) in 2023. The project was designed as a regional fare collection system for use by other transit systems in Wisconsin via an intergovernmental agreement. The system has also been implemented successfully in Oshkosh, Beloit, Waukesha and Racine. The purpose of this memo is to provide a project implementation update and present the fare capping policy for FCTC approval.

Valley Transit anticipates rolling out the new system this fall. Valley Transit staff have developed a draft communications and implementation plan to ensure riders are informed of the project's progress, key milestone dates, training sessions and rollout. The installation engineering is complete and all onboard equipment is expected to be onsite within the next week. Install is anticipated to begin later this month. Key rider messaging is planned to begin later this spring and continue throughout the summer. In addition to standard communications (website, social media and print), the planned tasks include multi-site training sessions and fare exchange events to directly engage and inform riders.

Below is the proposed fare capping policy. The Base Fare column is the current one-way fare charged to riders. The Daily Cap is set to twice the base fare. Each rider type would pay no more than the Daily Cap each day. The Monthly Cap matches Valley Transit's current monthly pass rate. Like the Daily Cap, each rider type would not be charged more than the amount shown in a calendar month.

Rider Type	Base Fare	Daily Cap	Monthly Cap
Youth (5-18)	\$ 0.75	\$ 1.50	\$ 22.00
Reduced (elderly & disabled)	\$ 1.00	\$ 2.00	\$ 40.00
Adult/Full Fare	\$ 2.00	\$ 4.00	\$ 60.00

RECOMMENDATION

Staff recommends approval of the fare capping levels referenced in the table above.