



City of Racine, Wisconsin
AGENDA BRIEFING MEMORADUM

AGENDA DATE: Transit Commission, 8/29/2024

SUBJECT: Communication sponsored by Alder Jones, on behalf of the Transit & Mobility Director, requesting consideration of a change in fare structure resulting in fare capping, replacing the 10-ride pass with a weekly pass, and a reduction in the monthly pass cost by one dollar.

PREPARED BY: Trevor Jung, Transit & Mobility Director

EXECUTIVE SUMMARY:

The fare changes proposed are designed to simplify fares and give passengers more flexibility with ways to pay through the new regional digital fare payment system, WisGo.

The WisGo system uses account-based fare capping, which is the maximum a passenger would pay for a specified period, instead of traditional passes. The fare-capping collection method will replace the pass system. The daily fare cap is proposed to be \$4, the same as a current day pass, while the weekly cap replaces the 10-Ride pass, and the monthly pass is replaced by a monthly cap.

- **Fare Capping:**

Instead of purchasing daily, weekly, or monthly passes the system stops charging once a rider has reached a capped amount. Once the cap has been reached, all rides and transfers are free for the rest of the period. As one rides, the WisGo system deducts fare value from their account for each trip. Caps are more equitable than prepurchase passes because the full dollar amount for a monthly or weekly pass is not needed up front, which serves as a potential cost barrier for riders.

- **10 Ride Ticket to Weekly Pass (Cap):**

In order to implement fare-capping, a proposed fare change would replace the 10-Ride pass with a one-week cap. The 10-Ride pass at the cost of \$15 would be replaced with a weekly fare cap of \$16, so instead of riding 10 unique times, \$16 dollars would provide unlimited rides Monday through Sunday.

- **Reduced Monthly Pass (Cap):**

In order to implement fare-capping, a proposed fare change would reduce a monthly pass, now cap, from \$65 to \$64, to equal the cap for the weekly pass multiplied by four weeks.

- **Project Timeline:**

The proposed new fare structure would be expected to take effect on or about October 15th. The WisGo cards will be rolled out for a targeted launch sometime in November. Passengers using existing fare media would be allowed 6 months after the rollout of the WisGo cards to use up existing fare media.

RYDE RACINE FARE SCHEDULE:

The updated RYDE Racine fare schedule & full fare capping beginning October 15, 2024, will be:

Youth (6-17) & Adult (18-64)

\$2 - Ride

\$4 - Day

\$16 - Week (Mon-Sun)

\$64 - Month (Calendar)

Senior Citizen/Medicare/ADA

\$1 - Ride

\$2 - Day

\$30 - Month (Calendar, not date-to-date)

Children (0-5)

Free (When accompanied by an adult)

Veterans

Free

BUDGETARY IMPACT: Budget neutral due to increase in weekly rate and deduction in monthly rate.

RECOMMENDED ACTION: To fare structure resulting in fare capping, replacing the 10-ride pass with a weekly pass, and a reduction in the monthly pass cost by one dollar.