



**City of Racine, Wisconsin**  
**AGENDA BRIEFING MEMORADUM**

**AGENDA DATE:** 7/27/2023

**SUBJECT:** Communication sponsored by Alder Jones, on behalf of the Transit & Mobility Director, requesting permission to accept funding through the Wisconsin Department of Transportation's 2023 Public Transit Assistance Program (PTAP) for transit capital projects.

**PREPARED BY:** Trevor Jung, Transit & Mobility Director

**EXECUTIVE SUMMARY:** The Wisconsin Department of Transportation (WisDOT) has authorized the reallocation of Wisconsin FFY 2022 Section 5307 Governor's Apportionment funds and Section 5339(a) program funds to Tier B transit systems. This program provides support of capital projects to midsized transit systems across Wisconsin.

The City of Racine has been awarded \$160,000 with a local match of \$40,000 to modernize its fare collection system to allow for smartcard and digital touchless payment.

**BACKGROUND:** RYDE Racine collects fares as one of the largest Tier B transit systems in Wisconsin with dated fare box technology, which limits individual's access to public transportation services locally. Currently, those who would like to use a RYDE Racine transit bus must have exact change or a purchased pass from satellite locations throughout the urbanized service area. It is the intention to modernize and expand access to public transit services with touchless payment technology therefore reducing barriers associated with out-of-date fare collection methods.

Transit agencies across the globe, United States, and Southeastern Wisconsin are making investments in creating fare-collection systems that are more flexible, equitable, and accessible. These agencies have accelerated the deployment of contactless payments with account-based ticketing (ABT) in recent years to provide a touchless and seamless travel experience in a bid to revive ridership. Recent research by *Global Mass Transit Research* on 60 cities in the US reveals that over 45 per cent of the cities have unveiled firm plans to deploy bankcards and 85 per cent will introduce mobile ticketing by 2026. As new and advanced technologies are being introduced to support integration and interoperability, there is also a focus on prioritizing equity and inclusivity in transit built into fare-payment software in way of fare capping. This technology has multimodal benefits as well as it can be integrated with other forms of shared transportation such as bicycle or scooter-share programs.

The City of Racine seeks to incorporate regionally connected, smart transit technology to provide greater and more convenient access to public transportation in Racine.

**BUDGETARY IMPACT:** Grant amount is \$160,000 with local match of \$40,000.

**RECOMMENDED ACTION:** That the Transit & Mobility Director be granted permission to accept funding through the Wisconsin Department of Transportation's 2023 Public Transit Assistance Program (PTAP) for transit capital projects.