

Milwaukee County Transit: New mobile app from MCTS lets you plan, buy and ride from your phone!

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Milwaukee, Wisconsin – The days of exact change and crinkled dollar bills are over, welcome to the future of transit – the *Ride MCTS* App.

The *Ride MCTS* app is the first smartphone app in Wisconsin that lets people plan their trip, buy their ticket and get on the bus – all from a smartphone.

Riders will love the trip planning, alerts and real-time information on the app, while those who are new or unfamiliar with public transit will enjoy how simple and easy the app makes getting on board.

“MCTS has done it again, making riding easier and more accessible to people across the region,” said Milwaukee County Executive Chris Abele. “While Silicon Valley efforts get all the headlines, MCTS needs to be applauded for finding new and exciting ways to continue to use technology to improve their system. This app is another major leap forward in transit and continues our countywide effort of creating the most empowering, sustainable and nimble government.”

With the *Ride MCTS* app you never need to worry about cash or schedules again. Open the app, plan your trip, buy your fare and get on board.

Paying for a ticket is a snap. Buy a 90-minute ticket for \$2 or a 24-hour ticket for \$5 using your credit card, PayPal, Venmo or Apple Pay. Trip planning in the *Ride MCTS* app is powered by Google and MCTS real-time bus information, meaning taking trips

is easy and safe and you never need to worry about missing your ride or waiting in the rain.

The app was developed in partnership with Tixora, a Wisconsin-based start-up company that has worked with MCTS since 2016 on an e-ticket for special service to Summerfest.

“We could not be prouder of this project and this app,” Tixora Co-founder and CEO Aaron Redlich said. “Tixora’s mission is focused on helping to improve public transportation through technology. This app makes riding easier than ever before.”

The Ride MCTS app is currently available in the Apple app store, with an Android version under development.

For more information on how to use the app [head here.](#)