

September 27, 2023

Fellow Milwaukee Business Leaders,

I am writing this letter on behalf of the Milwaukee County Transit System (MCTS), and its **Commuter Value Pass (CVP)** program. The MCTS Commuter Value Pass is a uniquely beneficial corporate commuter initiative that allows companies such as Northwestern Mutual to support transportation alternatives for their employees at a fraction of the normal cost of other transportation modes. Using the CVP program, companies like ours subsidize employee fares knowing that they will receive the highest level of service at the lowest possible price. Once activated via the WisGo app, the pretax monthly deduction is realized in the form of a savings to the employee. We also receive a tax benefit as the employer, as the cost of participation is a tax-deductible expense.

Northwestern Mutual has participated in the CVP program for many years and we recognize the value the program brings to our employees. Bus transportation allows our entire workforce one more option to get to work. From a community standpoint, it helps combat traffic congestion, reduces parking space needs, and lowers vehicle exhaust pollution.

Additionally, we've found the CVP program to be very easy for us from an operations standpoint. Employers are billed by MCTS once per quarter, but employees may leave or join at any time.

We believe the MCTS CVP program is mutually beneficial to our employees, our company, and the vibrant community we call home. Given the recent enhancements to MCTS service, including the Bus Rapid Transit (Connect 1) line direct to downtown, this program will become even more beneficial in 2024. We certainly encourage other Milwaukee County businesses to take part in it, as well.

Sincerely,



Cal Schattschneider  
Vice President – Campus and Event Experiences  
Northwestern Mutual