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# Draft Final Report Feedback

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I will not be able to be at the meeting but there has always been a concern on the changes made by Metro when they started the transfer sites. We lost many popular routes. One route ran from the Central Wisconsin Center to the Hilldale area. Many of us thought it would continue and the transfer site would be an additional stop along the way. It didn't work that way...users had to transfer at the transfer site. People in our neighborhood had a direct bus to and from downtown but after the transfer site they had to transfer to get to our neighborhood and many stopped using Metro.

I haven't used Metro since trying the new route and finding how incontinent it was. I don't know if it has changed since then but if it hasn't management should consider making some changes to routes from the east and north side to the west and south side to make those routes more user friendly.

The main intent for the northside transfer site was to get people from the northside to the eastside, EastTown, MATC, Post Office, Woodman's, Airport, ect, without doing any harm to the existing routes. That didn't happen.

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Dear Long Range Metro Transit Planning Committee Members:

Thank you for your work on "The Plan." My comments below are in reference to the latest draft. Below that you will find my original comment from way back in August of Aught Seven. I include the latter because I reference it in my latest comment.

In reading the Plan, it was clear that the authors wanted to avoid the biggest issues facing Metro, namely, process, place & politics. That is, there seemed to be a reticence to address:

- modern management theory,
- transit-friendly land use (severely lacking in peripheral areas)
- anti-transit elected officials at the county, state and federal levels (yes, including the Madison delegations).

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Below are the details.

Thank you for your work on this project, and thank you for reading these comments.

Cities rise & fall with Transit and Land Use Decisions The plan should be clear that support for the city's bus service must scale with the growth of the city. This includes infill growth as well as growth at the periphery. If downtown areas are growing with more dense development, then its bus service should increase in frequency. The city should also acknowledge the fact that low-density development at the periphery is not conducive to transit. Thus, it should build at densities and mixes of uses that promote transit. The bottom line is, the city must support transit, and transit-oriented development. Because without good urban land use, transit will fail. Without good transit, cities fail.

Unfortunately for long term planning, there is almost no discussion of land use and its impacts on transit. There is nothing about 'Transit-Oriented Development' or other aspects of urban design vis-à-vis transit. Without transit-supporting densities, there can be no cost-effective transit! (See Colin Conn's 4/15/2008 TPC testimony about filling up a bus in three stops in high density areas.)

Relatedly, there is no discussion of the issue of suburbanization of basic services. Medical providers are the most obvious of these. Many basic health services are now out of reach of transit because of their poor siting decisions which seem to be based on an assumption of car ownership.

Ultimately, transit-oriented land use is about the rider experience before boarding the bus. If the environment between destination and bus stop is a pleasing one, then taking the bus will be an attractive option. If that environment is scaled to the automobile, it will be an unpleasant experience, thus detracting from the bus riding experience.

Quality Control and Organizational Improvement My original comment addressed organizational process improvement as a major point to be taken up in long term planning for the system. I could find nothing in the

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document that addressed it.

I'll re-iterate and expand on some of it here. Hire senior managers who hold MPA's, MBAs or the like, and who have extensive training and experience in organizational process improvement. This includes the ideas in the book From Good to Great, or the systems processes of the renowned Six Sigma program (inspired by "Quality Control," "Total Quality Management" and "Zero Defects" methodologies). Specifically, Madison Metro needs to look to an organizational outlook that harnesses the entire organization in:

... Measuring, analyzing, improving and controlling productivity ... Succeeding in attaining sustained quality improvement through aC commitment from the entire organization, particularly from top-level management, but also engaging all levels of employees.

Madison Must Advocate for Equitable Treatment for Buses That means lobby. The city needs to harness its lobbying prowess (it's own hired lobbyist as well as through the Alliance of Cities) to pressure the state and federal legislators to begin to pay its fair share toward transit. Right now our county, state and US delegations are getting a 'by' on the issue of equitable treatment for buses. They are boosting funding for more and bigger highways while they cut funds for transit. No one calls them on it.

Furthermore, there is no discussion of how fed, state, county & city car-centric policies promote sprawl, thus reducing the effectiveness of transit. No one calls them on it.

That must change. Votes must be tracked. Names must be named. Even if they are good liberals from Madison.

Pricing and Ride Pass Programs (p. 9; section 2) Free passes must be tied to employee agreeing not to drive. That is, don't make the mistake that the county made where they give away parking and free bus passes. The result of the latter situation? Bus passes end up on Craigslist and people keep driving. The car drivers then get a double benefit.

There is no discussion of peak pricing models. Or of gradual fare increases tied to inflation rather than out-of-the-blue double digit jolts.

Bus Rapid Transit and Routing (p. 28; section 34) BRT is completely dismissed in the report! BRT does not

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necessarily require dedicated lanes as claimed in this report. A starter system could do without. In any case, look to a modified Route 6, for starters, that goes the most direct route between, for example the Townes (East & West). No windy detours. No stops at transfer points. No waiting for connections at the square. Just fast, frequent (10 mins. or less) & direct service. Eventually, as the line gets more & more well known for its fast, frequent & direct service, and as ridership subsequently swells, E. Washington could eventually convert an existing car lane to dedicated bus lane. (During the reconstruction of E. Wash, traffic moved perfectly smoothly with only two lanes in each direction.) This has been detailed by the Madison Area Bus Advocates here: <http://busadvocates.org/busadvocates/articles/BRT/>

#### Park & Ride Militates Against Cities

The Plan's P&R section directly argues against my points about the negatives of Park & Rides. It doesn't address the air quality issue, nor the land use issue. The ugliness of P & Rs militate against everything transit needs: a pleasing urban environment.

#### On Language and Symbolism

Sharpen the language. Say what you mean, mean what you say. There is too much obfuscation in the report. Even the transit geeks who have pored over the report have a difficult time divining out the ultimate goal of some of the Plan's language.

For instance, one of my major suggestions was to make the routes direct, not wandering. It came out "simple is better." That is fine as far as it goes, but there needs to be language in here that is clear as to what that means. Direct lines is one component of simplification. Please clarify.

Delete all references to subsidy. All transportation is subsidized. Yes, even Interstate highways. The street in front of my house is entirely paid for by property taxes. That is a massive subsidy. Yet we don't refer to street spending as a subsidy. Indeed, all city services are subsidized. Using this term only in reference to bus service is a rhetorical tactic of Bush's Neo-Con Right. It has no place in Madison's discourse.

Madison Metro: A Charity Case? The notion of a 501(c) (3) charitable organization to fund Metro is almost as

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insulting as calling city funding for metro a "subsidy." When HRH Larry Nelson is forced to send out fundraising letters to build his over-sized sprawlways, then we can re-consider this matter. Until then, we expect the city to fully support buses.

Appoint and support known transit advocates to all relevant commissions. This includes Plan Commission, Urban Design Commission, Ped/Bike/Motor Vehicle Commission as well as the Transit & Parking Commission. The current purges of transit advocates sends a strong symbolic message that advocacy of sustainable transportation is not supported in this city. The symbolism gets even uglier when transit advocates are replaced with known car advocates (as has been occurring over the past year).

The Report's conclusion is rather limited. For a mode of transportation with so many possibilities for so many people, Madison Metro should not just be "workforce transportation." Buses should be the transportation mode of choice for everyone in Madison to get to work, play and social life twenty four hours a day, seven days a week.

[My original comment sent 08/2007 follows]

#### Building a Better Bus System

Recent events, namely spiraling fuel costs, energy wars, and global warming have made it clear that a complete re-thinking of our transportation priorities is in order. It is time to push the discussion out of that belching, old, rusty, four-wheeled box. With that in mind I re-present these ideas to the Ad Hoc Long Range Transit Committee.

Rethinking Management and operations from top to bottom We will never be able to think of everything there is to make a better bus system in one fell swoop. But, we can apply modern management theory to empower everyone from the Manager to the driver to help build a better bus system. Here are some ideas to create an organizational structure that fosters a process of constant innovation and improvement.

Incentives to do the right thing. Modern management theory uses the metaphor "get the right people on the bus, get the wrong ones off the bus." The idea being, we need to make sure that the people running the show and making

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our transit system work are motivated and empowered to make it even better. Here are some ideas for incentives to help make that so:

Align the incentives of everyone on the Metro management, all the way down to the front line drivers toward quality service and efficiency.

For example,

Reward drivers who drive judiciously and don't drive with fast braking & accelerating.

Railroads, for example, have discovered that fuel efficiency can vary as much as 30% from engineer to engineer merely because of operator habits.

Car fuel efficiencies vary by up to 20% depending on driving habits. Buses probably fall somewhere between. Savings on fuel and reduced maintenance through more efficient driving can be split between drivers, the system (for service improvement), and the taxpayers. That way, everyone is bought into an improved system!

Reward city management from all departments for mode shifts to transit, biking & walking. Make this across the board such that the Plan Dept, Traffic and Engineering are all rewarded for getting more people out of cars. This means, planning staff and engineering staff will have a strong incentive to re-think their planning in a way that promotes safety and convenience for those who bus, bike and, most importantly, walk.

(Currently they are rewarded for moving more cars, faster.)

Hire senior managers who hold MPA's, MBAs or the like, and who have extensive training and experience in organizational process improvement.

This includes the ideas in the book From Good to Great, or the systems processes of the renowned Six Sigma program (inspired by "Quality Control,"

"Total Quality Management" and "Zero Defects"

methodologies). Specifically, Madison Metro needs to look to an organizational outlook that harnesses the entire organization in:

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also engaging all levels of employees.

Consider hedging against future fuel increases.

Ladder the hedges such that the risk & volatility is decreased. Fuel will not be getting cheaper.

Savings from this should be realized by Metro in the form of even better, expanded service.

Routes & Land Use

Directness: Begin to design routes as a big city would-direct, not wandering.

Bus Rapid Transit-Start with a modified, direct version of Route 6. This should be an add-on, not a replacement of existing service. This has been detailed by the Madison Area Bus Advocates here:

<http://busadvocates.org/busadvocates/articles/BRT/>.

Frequency, Frequency, Frequency! There is a large body of research that has proven beyond a shadow of a doubt that bus route frequency will do more than any other single factor to boost ridership.

It is time to boost ridership, not cut it. Thus, we need more frequent service as promised by our elected leadership.

Design of cities closely correlates with transit usage. Note that the Madison Comprehensive Plan calls for Transit-Oriented development, walkable, bikeable, etc. Yet most development in new areas is single-use only. This means more cars.

Single-use neighborhoods are places that cannot be served well by transit.

Suburbanization of Services: The private sector must be made to understand how difficult it is when they locate critical services (especially medical care) out in the transit-deficient suburbs. And yes, the car-oriented suburbs will always be transit-deficient simply because of their layout (see the point above).

The 10 & 11: It was a severe blow to transit-oriented neighborhoods like ours when these lines were axed. The 10 & 11 connected the "workforce housing" on the near east side to the "workplaces"-the UW & VA hospitals and the UW campus. And they worked. The 11 was the 2nd most productive route in the system. The 10 was the 4th most

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productive. They were slashed in a very underhanded way. They must be brought back. Here are the advantages the 10 & 11 provided to commuters:

... Direct

... Frequent

... Not flocked with other buses

... No transfers required

... Connected several transit-oriented neighborhoods ... No hang ups on the square/transfer point ... Time competitive with the automobile

**Bonus Buses-Paratransit:** To provide an affordability option, permit para-transit buses to go onto the mainline as an adjunct service.

This would only be at the option of the para-transit rider, but the incentive would be a significant discount (1/2 or less) for that rider if the ride can go along a mainline route for a significant distance and pick up standard fares along the way. This would not only provide a cheaper ride for para-transit riders, but would also increase the frequency of the service for standard-fare paying riders. Again, to boost overall ridership, frequency, frequency, frequency is the key.

**Advance Signal of bus arrival:** Make it easier to know when the bus is coming. The "MAX" bus rapid transit system in Kansas City has sheltered bus stops that flash when the bus is on the way. This would be ideal especially in the core area of the city where bus stops are often near coffee shops-i.e., convenient waiting areas for the bus. And this would be particularly helpful in heavy snowfall events when the buses often go off schedule.

Park & Rides are abysmal relics of the 1970s. We need Transit-Oriented Development, not more asphalt. Goerke's Corners P & R on the outskirts of Milwaukee is the most abysmal place on the planet. Dutch Mill P & R in Madison also figures lowly in Dante's land use inferno. P & Rs do nothing to help our air quality. The first 30 seconds after the ignition switch is turned is the most polluting, emitting 90% of the pollutants a car will emit that day. This means we need places that are designed around transit, so you don't even have to start a car.

Furthermore, P & Rs do little to relieve congestion where it is worst. If P & Rs are adopted, they should be limited in scope and coordinated with already paved, but underutilized lots. Sherman Plaza comes to mind. Movie theatre

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lots are another prime spot. And P & Rs should be scattered along the line, not concentrated at one location so as to not be disruptive of normal business and good, healthy urban development.

Politics-state, local, federal Valiant efforts at the city level have staved off complete disaster for Metro. But our city cannot go on bearing the brunt of regional traffic problems foisted upon us by county, state and federal reps-yes, including our own saintly representatives at those levels.

County: Make it publicly known that our county officials-from the county executive to our county supervisors-have not shared in their transportation responsibilities for urban residents. Furthermore, they continue to allow rural subdivision sprawl which makes our local traffic problems even worse.

State: Make it known that our state level representatives have failed and continue to fail us by funding highway sprawl while choking off transit funding. Yes, that includes our representatives who represent the East Side News distribution area. During this year's budget process for example, our very own senator, Mark Miller, despite being well-positioned to do something about it while on the Joint Finance Committee, did nothing to halt cuts in state support for transit. When I questioned him about this, he stated that he will do nothing about it. The result: Madison's 75,000 transit riders will see more cuts in their bus service; DeForest's 7,000 car-dependent residents will get a \$40,000,000 expressway. Yup, you read it right, forty million for a village, cuts for us. Guess who gets to breathe their fumes as they speed to work downtown? Yup. Us.

Federal: Broadcast the fact that federal highway policy promotes sprawl while degrading transit. That's right, all three of them, Tammy, Russ and Herb all continue to support lopsided transportation funding priorities that squeeze transit while paving our countryside for more cars.

As you can see, the lack of support for transit is worse than bi-partisan.

#### Fair Fare Pricing

Pricing: The entire subject of pricing to demand needs to be discussed further. For example, why not price fares according to peak pricing models used by the private sector, from cell phones to airlines? Further information about

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transit pricing can be found at the Victoria Transportation Policy Institute (<http://www.vtppi.org>).

Tax Bennies of Transit: There needs to be a better marketing of existing tax benefits of transit. Federal tax rules provide for a tax-free way to buy transit passes. Both employers and employees benefit from this federal tax break. Let's keep our hard earned money local rather than sending it off to the federal government to fund more energy wars!

#### The Need for a Free Market in Transportation

Options: Here are some random musings about current regulatory mechanisms that drive car use while inhibiting other modes:

... Overcapacity of highways that generally sit more than 3/4 empty for all but 2 hours of the day.

... Undercapacity of bus network, particularly on a frequency of service basis ... Overpriced bus service ...

Underpriced parking citywide ... Transportation benefit for car drivers (free parking) ... Lack of transportation benefit for human powered transportation, carpooling or transit ... Overcapacity of parking citywide ...

Undercapacity of pedestrian amenities citywide (lack of density, building behind a sea of asphalt, etc.) ... No wheel tax for cars ... Exorbitant wheel tax for bicycles (registration, that when summed up for a family of 4, two bikes each, adds up to more than that of the cost of state car registration!) ... Exorbitant tax on pedestrians (through sidewalk charges that amount to thousands of dollars)

Add it up, and you've got a city in which the single largest single item in the budget is the automobile. Not people. Automobiles.

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Satya,

You said that you wanted my comments on the draft final plan of the AHLRMTPC. For what they're worth, here are my comments.

1. Statistics - I think you already know that I take issue with the way numbers are presented. As someone who

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considers herself a scientist with years of working with numbers, I find the way data are handled and compared unsophisticated and potentially misleading. Even if the FTA defines “rides” a certain way, honest appraisal would include mention of the definition and how it is at odds with how most people think of a “trip.” It could also be helpful to note that interpretation of the numbers has been the subject of some dissension.

2. Marketing - I do not think it of any value to do more than suggest that you examine my report’s different conclusions from those of Amanda re. marketing. For all the “offensiveness” that I seemed to convey, I could say the same thing about various behaviors of others. I am a firm believer in democracy and a staunch opponent of autocracy.

3. Strategic Plan You may find the Bus Advocate’s Strategic Plan of some interest. The full text is attached. The following represents its initial summary:

1. The first priority in our vision of an area-wide transit system is for an improved and expanded regional bus system.
2. Bus riders are not second class citizens and need to provide input into decision making.
3. We need a Regional Transit Authority and a source of dedicated funding for transit.
4. No major road improvements or road construction should be planned without the inclusion of a viable transit way.
5. There should be at least 6 different types of bus service including but not limited to a core service running almost all the time, direct commuter service to and from outside Madison, peak commuter service with limited stops within Madison, circulators and shuttles, service for special need populations, and connectors to intercity transport carriers.
6. Metro Transit would be enhanced by implementing more sophisticated “way-finding” items such as user-friendly maps, schedules, and signage.
7. Our transit system can benefit by closer relations with the research and education facilities of the University of Wisconsin’s flagship campus that houses such colleges, institutes and research centers as the College of Engineering, the Nelson Institute for Environmental Studies, the School of Journalism and Mass Communication, the La Follette School of Public Affairs, and the Midwest University Transportation Center.

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8. The use and availability of various bus passes should become much more commonplace in employment and other settings;

9. There should be more incentives for people to ride safe, clean, affordable, efficient and convenient transit (whether in the form of tax deductions, discounts; priority for ticket sales; etc.).

[See MABA Strategic Plan - separate document]

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Dear Madison Metro:

For the past two years I have worked in construction as an electrical apprentice. And I have not been car dependent yet.

This is due, in part, to having had good fortune in workplace assignments. The locations have (with a couple of exceptions) been accessible to me by both bicycle and Madison Metro buses. I am also fortunate to have been able to purchase (in 2002, at the corner of N. First and E. Dayton) a small house located close to numerous bus routes.

Thanks to apprentices' status as part-time MATC students, my MATC tuition earns me a student bus pass which I have used quite a bit, particularly during the iciest, coldest winter months. For what it's worth, out of the hundreds of MATC apprentices, I am certain that I am one of a very few who are aware of and take advantage of the free bus pass.

It is worth noting that I have lived in Madison on and off since 1985, for a total of about 16 years. During this time, I seldom used the bus. I have relied virtually 100% on bicycle transportation to get to school and work.

However, the following conditions have made me a relatively frequent user of Madison Metro over the past 18 months:

1.) Free bus pass, thanks to my MATC tuition. Especially for an entry level (broke) construction worker, this has

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made riding the bus a virtual no-brainer. Even now that I am earning more, I will be glad to continue riding whenever I can. I love to read on the bus.

2.) Sometimes I have to haul a fairly heavy and bulky bag of tools to and from work.

3.) During the depths of winter, the past couple of years, it has sometimes been beastly cold (recall the cold spell of January/February 2007), and at times more snowy and icy than I've been comfortable negotiating by bicycle at o'dark o'clock hours (recall December/Jan 2007-2008).

4.) AND, if I wish, I can throw my bicycle on the bus in the morning, and ride home at the end of the day. I've bussed my bike on many occasions. This option rocks!

It's also worth mentioning that especially when I was new to riding the bus, it took a fair bit of initial effort and tenacity to determine which route(s) to catch to the various work sites. Each time I was assigned to a new work site, I'd spend some time rummaging around the map and schedule to figure out my options. I did not find the Metro web site route finder to be helpful (it was never working when I attempted to use it), nor did I have any success on the couple of occasions I attempted to use the telephone route finder.

Following is a brief, chronological history of my work locations over the past two years. In all cases, work has started at 6:30 or 7:00 a.m., and sometimes at 6:00 a.m.

>Meriter Hospital - Route 6 was my favorite route to work, depositing me at the corner of Regent and Park St in time for a 6:30 or 7:00 start. Depending on how far I felt like walking and how long I felt like waiting, there were multiple options to return home.

>Monroe Commons/Trader Joe's - Typically I took Route 6 to Regent near Monroe, then walked the last couple of blocks out Monroe to work.

>St. Mary's Hospital - Route 5 took me virtually door to door.

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>UW Hospital - Routes 2 and 28 were customary for me for a 6:30, and occasionally 6:00 start time. However, it was not possible to get to work on time via bus on Martin Luther King Day (holiday bus schedule) or on Saturday mornings (when the first bus would not get me to work early enough). Typically, (unless I took the extra time to transfer to another route at the Square) I had to walk home several blocks from the corner of N. Baldwin and E. Johnson. Not a hardship for me, but this distance might be problematic for people with limited walking capabilities.

Schedule-wise, I wonder what people do if they work at UW Hospital or the VA Hospital and do not have cars, and have work schedules the bus does not support.

>Capitol West - (300 block of West Washington.) Love that Route 5 ! Again, virtually door to door. Multiple routes home from Capitol Square after work.

\*\* Oscar Mayer - Ironically, this is probably as close to home as I've ever worked. But it has been the one site I have been unable to reach by bus in the morning. We start work at 6:00 a.m., which means I need to be sitting in the job trailer at Oscar Mayer by about 5:50 a.m. As the crow flies, the trailer is about 200 yards across a fence from the North Transfer Point. The Number 2 bus does not run quite early enough to get me there on time. As a result, I confess to having driven to work (perhaps 1.5 miles distance) for about my first month working there (February 2008), when early morning conditions were pretty cold and icy, and I didn't feel comfortable walking that route alone, nor bicycling on N. Sherman Ave. I did not like starting my car and running it for such a short time, but that is how I got to work. Fortunately, I've resumed bicycling, and resorted to bicycling out N. Sherman Ave (beyond Commercial Ave) on the sidewalk, which has been relatively snow and ice-free since early March. Less than ideal, but it works.

I find this ironic for a number of reasons. As I understand it, neighborhoods like mine (Emerson-East) grew up to house people who worked at places like Oscar Mayer. I wonder how many others who live nearby have this same challenge with getting to work for early start times. There are a LOT of cars in the parking lot at Oscar's at 6 a.m.

As you can see, with the exception of Oscar Mayer and a few occasions at UW Hospital, Metro has worked well for

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me, overall. I consider myself a fortunate commuter.

Various people have mentioned the importance of having a bus service that serves the work force. As indicated above, in many cases, it has served me well. But I live in a pretty ideal location, and have been fortunate in workplace assignments. Although I begin work earlier than many people, I work relatively normal first shift hours. Others are not so fortunate, and I am not sure how well Metro serves them.

I have read recently that Metro ridership is at near-record levels. Given that fact, I find it difficult to understand why cuts in service are necessary. Why not bring back the once tremendously popular Route 10, and KEEP routes that serve people who need them?

For what it's worth, here are some further observations about other construction workers' commutes. Perhaps there are ways Metro can play a role for some:

Many working at Meriter and St. Mary's were able to park at the Labor Temple and ride shuttles to the hospitals.

I worked with a fellow who did not drive, and relied completely on the bus to get from the North Side to work, in this case in the vicinity of UW Hospital.

A co-worker told me about someone he worked with who lived somewhere out near Goodland Park and lost his drivers license (this happens to construction workers, on occasion). His solution was to bicycle to work (downtown). Apparently he added a small motor/mo-ped for his colder months commutes. Sounds like a tough way to get to work. Seems like regional bus service could sure help people who live in outlying places.

There are many construction workers working downtown year round, in the heart of Metro territory. Consider recent construction projects at University Square, Grainger Hall and Capitol West, to name a few. And soon the Wisconsin Institutes for Discovery job will bring a lot of workers to the heart of campus. (Where in the world might these workers hope to park in the heart of campus??) These large projects bring many workers to each site. Many live out of town. I've worked with plenty of people who drive to work an hour each way from places like

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Dodgeville, Monroe, Waterloo, Baraboo and The Dells. Construction workers' universal lament is the lack of parking at job sites. Some who drive address this by meeting up, parking their cars farther out, then sharing a ride the rest of the way to work (and sharing parking ramp costs). Others commute alone, one person per car, and suck up \$8/day to park. Or, they resort to sneaking a spot in a two-hour parking zone. Or whatever other creative measures they can get away with.

In one instance, I used to see a co-worker from Sun Prairie on the bus. He had a short-term (two week) job on campus and drove to the North Transfer Point, then rode the bus the rest of the way to work. I thought this was a wise solution, but given the scarcity of Park-and-Ride sites, I wonder how many people do this. On this same bus through campus (the very first #2 of the day), there were usually 2-3 other construction workers who worked on campus. I believe they lived in town.

I can't help but wonder if there aren't additional ways Metro could facilitate many other construction workers' commutes. (Personally, I couldn't imagine spending \$8 -or more- daily, to park.) Has Metro ever explored the possibility of working with general contractors to tweak schedules/service to support this large pool of potential riders? It doesn't seem like it would take a lot of creativity to pilot something on this front. Or, perhaps it's as simple as increasing communications/marketing efforts to better publicize Metro to contractors. The results might be increased ridership and less congestion downtown, in places that are already straining to accommodate people trying to park and work. Let me know if you'd like some help exploring/brainstorming on this front.

Apologies for the length of this document. Thanks for the chance to share my experiences and observations.

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Here are my thoughts on long-range planning:

1) Metro needs to do a better job at making taking the bus a desire and not something to be done but for circumstances. People should want to take the bus in spite of fuel prices and in spite of free employer/student passes. Our neighborhood, as I'm sure many in the city have, has become a commuter parking lot for people with employer/student bus passes. There is a prominent Madison city planner that drives his car all the way to the 1100

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block of Jenifer Street to get the bus. He doesn't live in our neighborhood. I would expect like many city, UW and hospital employees, he is parking here to avoid parking fees downtown, but does not want to take the bus all the way from his house. Again, not truly using the bus for transit and minimizing time on the bus as much as possible.

2) Metro should take care of/maintain their bus stops. The bus stop is their front door. This is what greets someone when they decide to use public transit. They should be shoveled and accessible in the winter. The shelters should be maintained cleaned. I've seen bus shelters being power-washed in San Francisco, why couldn't Metro do the same here? Drivers should be required to report damaged amenities at bus stops. Graffiti should be removed quickly. Illegal behavior should be reported to police. Maybe if the bus stop didn't look like a place to drink and deal drugs people would be more apt to wait there.

3) The city should install restroom facilities at the Transfer Points for Metro drivers. To me this is just a no-brainer. Even a small city like Wausau has a restroom at its main hub for drivers.

4) Employee breaks should be scheduled, whenever possible, at the Transfer Points. If a driver has a scheduled break it should be taken at a Transfer Point, not in front of someone's home or business.

5) "Not in Service" buses stopped for more than 5 minutes, stopped for driver breaks or buses being taken out of service should be turned off. Why must they sit and idle? I could understand in very cold weather, but otherwise it is just wasting fuel and polluting our air. This is something I also observed in San Francisco. Drivers took a break at the far end of a bus route. They turned the bus off. What a concept!

6

I am writing today to ask your reconsideration on eliminating the current peak service to the Old Sauk Trails office park on Route 15.

I am a newly returned rider as of about 3 weeks ago, primarily to commute to work from home in the Tenney Park neighborhood. It has been wonderful to ride from my favorite neighborhood coffee shop to a stop directly across from my office without a transfer, and in a reasonable 44 minutes. The addition of that quality time to each end of

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my work day has been a real gift.

In this short time I've become a pretty evangelical straphanger, especially among my fellow employees at Marshall Erdman & Associates, and I don't want to give up my good ride or stop selling the benefits of Metro to others. Our firm of close to 500 employees moved to a new LEED Gold Certified building on Deming Way this past November. Close proximity to a transit stop was one criterion for getting this rating as a high-performing <sup>3</sup>green<sup>12</sup> building. The proposed change seems directly counter to the goals outlined in the final draft of the Long Range Transit Plan just released. The Gialamas office park is a major employment center with several more buildings in the works this season, including a major call center facility for Dean Health Insurance. As such, it should be considered a priority area for providing and maintaining viable service that will get workers like me out their cars. Metro should be enlisting the assistance of key business leaders such as Mr. Gialamas in building ridership in these premier growth areas.

I shared a ride recently on the 15 bus with the HR director for Seitel Corp. a neighbor business on Deming Way. She related what a challenge it already is to make it feasible for willing workers from her North side neighborhood to get to and from their facility in a reasonable time that can fit within the limits of day care schedules, etc. She said she knew of at least 6 staff who will have to find other employment if this change is implemented. These are not minor consequences when we fail to provide stable routes and schedules.

A couple of days ago, I tried getting home myself on the 73 that will be the only route remaining if this cut is made. After riding to the West Transfer point and switching to a #6, I was able to get home in a bit over 75 minutes, compared to 44 minutes on the 15. This route is so much longer that it actually cancels all carbon footprint reduction that I was achieving by riding the 15. In my case this amounted to 1404 lbs. of CO2 per year at 4 days/week riding, a reduction of 36% from driving my little Subaru.

This service cut makes no sense in terms of business, the environment or good public policy. We can do better.

Could schedules be changed to allow timely transfer between the 15 & 73 lines at Old Sauk and Junction Rd.?  
This might provide a viable replacement for the present service into the Gialamas development.

## The Suicide of a Thousand Cuts

Something for the Metro's Tuesday Hearing on August Service Change Proposals

If I had a bumper sticker it'd say 'My Only Car is a Madison Metro Bus'— but I don't have a bumper to put it on, because I don't have a car.

I speak on behalf of those of us who do not have cars: minority workers, Latinos, Blacks, Asians... kids... 'economically disadvantaged'— poor— folk... emotionally challenged folk, 'entry-level workers', homeless people; 'undesirable'—systemically excluded— folk .

Or simply those of us who find keeping a car too much trouble, one way or another. speak on behalf of those of us who do not have cars

You'd think Madison Metro would be especially interested in us. In fact they are not; in fact they cater to the 'choice', or 'elite', riders, those who find it economical to leave their SUVs and pick-ups in their 2- and 3-car suburban garages and Metro into work five days a week from nine to five. This is well and good, but— you've heard of the Chinese 'Death of a Thousand Cuts'?

Wikipedia says:

'Slow slicing, *língchí*, also translated as the slow process, the lingering death, or death by/of a thousand cuts, was a form of execution used in China from roughly AD 900 to its abolition in 1905... The process involved tying the person to be executed to a wooden frame, usually in a public place. The flesh is then cut from the body in very small pieces. Often drugs were administered throughout the process to keep the victim from dying...'

Metro has been committing 'the Suicide of a Thousand Cuts' for the last several years, with its repeated self-amputations of routes and runs, 'in very small pieces': of evenings and mornings; and Saturdays and Sundays.

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This most harms those of us who need Metro most, those of us who depend on Metro for our only vehicular transportation. The LRMTAHP Final Report says under Service Hours:

'Another critical aspect of Metro's service is the hours during which it is available. We recommend extending service on key routes later at night to serve:

...

- Second and third shift workers, including employees in the food service sector.'

... Well, yes; second and third shift workers; minority workers, Latinos, Blacks, Asians... kids... economically disadvantaged folk... emotionally challenged folk... entry-level workers, homeless people.

Chuck Kamp himself told the story of how shortly after he came to Madison he had planned to take his child to a game on Saturday on the Three Bus— only to learn that the Three doesn't run on weekends.

As I say, the Three, serves my neighborhood, Marquette, probably the neighborhood philosophically and practically most committed to mass transit, and also serves the Darbo-Worthington Park neighborhood, not a hood characterized by a lot of automobile ownership. The Three no longer runs weekends. It's partially substituted by the Seven on weekends. The Seven runs the same route as the Three— almost: significantly, it does not run past Olbrich Gardens! So much for people who might want to go to Olbrich on weekends...

The Four, which also serves my neighborhood, now runs only hourly on weekends and evenings after 6:00. 'We run once an hour, whether you need it or not.'

This has personally inconvenienced me several times now. My daughter and son-in-law recently bought themselves a house over on Heath, just off N Sherman. A couple of times now I've been over visiting, and when it was time for me to come home, I've said 'I'll just walk over to the North Transfer Point and hop on the Four', only to realize when I got there that it was after 6:00, and I could either wait an hour or just walk. And I've just walked.

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Again, a few Sundays ago I had to run down to my son's place on Badger Road to care for his cat while he was out of town. It's right across from the South Transfer Point. Convenient, right? Not really: I could hop the Four bus and ride back to my neighborhood, yes, but it had taken me all of a quarter-hour to care for the cat, and then what? Wait forty-five minutes, or walk? It was the weekend. I'm not that patient a man; I walked.

Now I'm young for a 60-something, still relatively able-bodied and relatively vigorous. But Metro's job is not to encourage us to healthy exercise. Metro's job is to provide frequent, convenient, rapid, accessible, safe, comfortable, transportation for all the people of Madison and environs.

Not all of us without cars are young, vigorous, and able-bodied. And some of us are not merely inconvenienced on occasion by Metro's nearly adequate service, as I was. Some of us depend upon Metro for regular transportation to our jobs day-by-day, week in and week out, and some of us work second and third shifts, or at awkward locations. Or like my son, the Certified Nursing Assistant, we work weird shifts involving weekends.

This is a matter of justice, folks, plain and simple. Contrary to the dominant notion of society, wealthier people do not deserve more and better service than poor folks.

8

My suggestion for Madison Metro is to change the city's philosophy that a bus route should be available within one mile of all city residences. Public transportation to travel on major thoroughfares, and not wind through neighborhoods as though they were taxis. If bus routes were rearranged to travel mostly in straight lines on major thoroughfares then buses should be able to arrive at any stop every 10-15 minutes. That should increase ridership, as riders would be willing to wait for the next bus, and decrease riders' travel times as routes would be more direct.

9

I am speaking for people who don't have cars for a variety of reasons. You would think Metro would be interested in us, but they cater to the choice riders and commuters. The death of a thousand cuts is what Metro has been doing for some time now. The final report says that another critical aspect of Metro service is expanding service at night for second and third shift workers. That's fine as far as it goes. The Route 3 serves the Worthing Park and

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Marquette neighborhoods, but no longer runs weekends. The Route 7 runs on the weekends, but doesn't go all the way to Olbrich Gardens. The Route 4 runs only hourly evenings and weekends. Sometimes I think I'll ride home from my daughter's on the Route 4, but in choosing between waiting an hour or walking, I choose to walk. When I take care of my son's cat at his house, taking care of the cat takes about 15 minutes, but then I have to sit in the transfer point for 45 minutes waiting for the bus. I choose to walk. I am young and relatively vigorous, but some people are not. Some people depend on the bus and work unusual shifts. I understand why we send lots of money to the state and feds. Ask yourself why we have plenty of money but it's not spent at Metro. Rich people don't have the right to better services than lower income people.

10

I represent the Madison Environmental Justice Organization and am a North side residence. In a community such as ours where the population is growing and air pollution is getting worse, it disproportionately impacts low income and minority populations who don't have equally good access to health care.

Some of the things in the draft report are tremendous and should perhaps be used in the upcoming Metro route change discussion. Metro service improvements such as having a user and neighborhood perspective is great compared to a transit or route perspective. The North side has a high percentage of low-income people without cars, and Metro gives this community a higher quality of life – getting us places we need to go to work and shop is really key. Other areas of Madison can look to other things for a higher quality of life. That is one of the most important things for the transit system in our community. There are a lot of different kinds of users, but focusing on people who don't have options to get around is really one of the goals, and strategic planning is key. The priority neighborhoods recommendation speaks to that issue.

To be served more frequently is really key. Reducing service to once an hour later in the day really impacts how many people are able to get to and from work, shopping and around the community. Many people in the community do work second and third shift. For people to have the ability for to locate in different parts of town, to work jobs that are good for them, the bus is really key to that. It's important to look at that. Regarding targeting specific audiences, I do hope some of the really good things can move up in priority or be focused on the lower income, lower car ownership areas. If you don't have a car and the bus isn't available, your option is a taxi. That's

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not cost effective. The North side has a lot of senior citizens and working families and groups who really need to use the bus to keep their standard of living up and keep them in the community.

It's not just ridership it's the value of bus service in the community. It's not just picking the best routes for Metro to run but the value of the routes to the community. We get listened to in this venue, but sometimes the needs of people who ride the bus don't get listened to in the larger scope of things.

11

I am not a current bus rider but ride the bus with others in the course of my work. I work with lower income people. On page 13 of the report, it talks about the size of the bus etc. Why not talk about convenience of the service to people? It's hard for someone to get herself and her children to the bus stop. Then you miss the bus by 2 minutes, you have to wait with your child for another 45 minutes. It's not more important to make it convenient for 2nd and 3rd shift workers. We've got to make it convenient for people with children.

Lots of buses come down the same route so why not have them come every few minutes instead of waiting 45 minutes. There are lots of good things in the report, but think about the mothers. Taking the child to childcare is important. If you are taking a child who is walking slowly and you have your bags to get to work. Then you miss the bus by a few minutes and worry about losing your job waiting a long time for the next bus. It seems Metro was trying to cut some bus service to Allied and Verona and beef up the Route 6. We need to connect where everyone is served, although yes the Route 6 is great. The one going to Vera Court I hear will be cut. There are only two buses that go there on off times. If you miss one you have to go in the opposite direction. Robbing Peter to pay Paul doesn't work. Add more service in overall.

12

I started taking the bus when we gave up a car because we saw Al Gore's movie. I'm a public school teacher. I thought I'd get to meet my students better on the bus. I go from the East Side to the Near East side to LaFollette. My concern is if we're building long range, we need to run the school routes differently. They're dangerous and scary. There are often police at the transfer points. I understand the students are acting out, but they are sardined in

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there, and they are letting off energy. I can look past the behavior and swearing because I know the kids. But the other adults are scared to ride. Often a tense bus driver is flying down the road hoping that nothing bad will happen. I think it's an accident waiting to happen.

I've called Metro and got no response. I had a reporter ride with me, and there was gang activity at the transfer point. The reporter said he'd write an article, but he didn't. There are a variety of people on the bus in other large cities. Here it is disproportionately people of color. We need to encourage more people to ride the bus with pass programs. Why not have a program for school employees like the University has.

Other feedback – some people told me they wanted to give input but they couldn't pick up and drop off their kids and get to this location by 5:30. Also, I don't understand why Monona doesn't have a bus service that is coordinated with Madison. Many people said they'd be glad to patronize Monona businesses if they could get off the bus there. Maybe we could get Monona to be more cooperative. I'd like to know if there's anything I can do to support safe buses.

13

I want to echo part of what the previous speaker mentioned with students riding the buses. A lot of kids from my neighborhood tend to get on the bus just to ride around; it's a party on wheels. If we aren't providing enough for middle school students to do after school, it will become that way. I'm concerned about the North Transfer Point (NTP) where you miss connections by 2 to 5 minutes, and then young people end up there waiting for a long time for connections. The problems drivers are aware of and report to you will be more explosive when people are milling a round at a Transfer Point (TP). It's a problem for kids who are involved in after school activities who then walk to the TP and have to wait 30 or 45 minutes. Sometimes kids get stranded and then need someone to come pick them up.

During the years when we didn't have a grocery store, there was not bus service to Copps and Shopko. People were walking on 113 with on ramps and exit ramps. It was dangerous. I don't want to see Route 17 cut, which will shut down our access to a grocery store around the same time Pierces closes for the night. We learned a lot on the North side about where people were shopping. Cutting off access to the grocery store that early in the night is a

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real problem. On Page 13, we do need to really make the focus of service transit dependent people rather than choice riders. Route changes will lock down this neighborhood but help MATC and retirees.

14

I have always selected my housing in Madison in the last 35 years partly because I was looking for good bus service, and I've always had good bus service. But it's getting a little further and farther in between lately. The old Johnson Street Route 5 that used to run every 20 minutes seems to be down to more infrequent routing. The comment I really want to make today is that from my house right beside East High School, it's impossible to get to this library [Lakeview Branch] or Warner Park without transferring and the North Transfer Point (NTP) process is annoying because you either miss the bus by two minutes or you have a long wait. I don't understand why I can't get from Warner Park to East High School on one bus. They aren't remote locations.

Sometimes I like to go to University Hospital. I can't go from my house to University Avenue except during rush hour or by some circuitous route. I don't understand what happened to the good old straight shot routes. We've gone to a cumbersome transit system. As a senior citizen who anticipates not being able to drive in the future, I hope there are more fare options for us – not necessarily cheaper, but longer lasting so you don't have to keep getting new ones. Since politicians make decisions about where money goes, maybe we should encourage them to ride the bus so they know how it is.

15

I attended a few Ad Hoc committee meetings. I think it's great to have meetings that are discussing long-range things and not just dealing with day-to-day issues. I have been pushing for bus rapid transit (BRT) and then an upgrade to rail, including all day service, signal priority, and simple routes.

One thing that is worth looking at more is converting from a ride based counting system to a cash based counting system. The benefit is that you can buy a card for \$5, \$10 etc. rather than \$12.50 or whatever. I believe the existing fareboxes can be converted to accommodate this. You could board the bus with \$10 and then after one ride \$8.50 would be left.

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Farside stops are preferred to nearside stops. One advantage is that the “board bus at corner” stop sign situation gets eliminated. Then transit signal priority would integrate well with signal priority. So try for that. Establish a fareless zone downtown, instead of fareless days. Portland and Seattle have this. You don’t have to plan ahead like ozone alert days; people don’t know about that. Google Transit is a good idea and should be recommended; it’s a very robust program.

Transit signal priority should be pursued. I didn’t see this in the final report. It decreases travel time and increases reliability. It also decreases pollution and has very few detrimental effects on other traffic. Regarding Park & Rides, using space in underutilized lots is a great idea. For example, mall lots are sized to peak loads. Commuting peak is at different times than mall peaks. The same lot could be used for both functions.

The Route 25 ridership chart title is “Route 25 Ridership Grows.” I know it went from one bus to two buses. If you look at the productivity, it really doesn’t grow. It’s flat. It makes it look like you’re trying to play with numbers. Just change the title to something like “route 25 ridership is strong.”

16

Since the regional transit authority (RTA) is a long term rather than short term project, but many suggestions cost a lot in the short term, what in concrete terms are your suggestions about funding for things in the next five years.

My concern with the report is that it doesn’t come through clearly in the draft how things are prioritized, except marketing and much of that signage is expensive. There is a goal to do this in a relatively short time without more resources other than an increase in advertising that no agency has been able to produce in the last decade. I’m concerned that Metro and the Transit and Parking Commission are being set up for failure. I understand encouraging creativity but worry about reality in the final report with state funding decreasing. I hope when the Committee does the final draft there will be some trimming and more prioritization on what is doable.

Something I was disappointed to not see in this draft that I hope to see in the next is benchmarks. Examples: 1) Under-funding and what is the ideal proportion given what we know about the state budget. 2) What percentage of the operating budget will the farebox bring in? 3) What percentage of operating costs will be going to wages taking

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into account current negotiations with the union. You can't hit them on the head exactly, but having quantifiable goals is good. If you get new TPC members and new Metro managers, they can see something, they don't have to read between the lines to figure out what was meant. Instead of talking about ridership levels as raw rides, I would like us to use the more useful statistic of comparing it to vehicle trips. We have numbers on vehicle trips from Bill Schaefer. Yes, Metro ridership is high, but what is it as a portion of vehicle trips? UW students use their passes a lot, but there are lots of students also bringing cars to campus. They can ride the bus to school but what about grocery shopping? We know that Metro is mainly being used for commuting to work and school. Capturing statistics for other trips is extremely difficult to do, but you need to know what you're up against. Having very specific benchmarks will hold Metro's and other department's feet to the fire and my own department to the fire. For example, employers like the University say we support transportation demand management, but we're going to build a huge office park out west past the beltline. How will people get to it? Everyone needs to be held to it. Good statistics to include would be daily transit trips vs. car trips along with historical information for comparison. Cross community comparisons are good too. Bill Schaefer has those.

Metro can be connected to the city lobbyist the same way every single other agency does it. If Madison and other partners like the University are truly working together, why aren't our lobbyists working together and also working with our counterparts in Milwaukee? There are a lot of ways to bring our resources together.

17

I haven't been involved in an ongoing basis, but would like to be involved a little more in the future. I'm very happy with the service now as it selfishly meets my needs. I live on Johnson and work near a transfer point (TP). Getting to work or downtown by bus or walking work for me. Most of the tips aren't for my benefit but because I want to benefit other people, encourage less pollution, etc.

My only concern for myself is the wrapped buses. I realize ad revenue is important. But I get motion sick. If there is a bus with a wrap at night and a light is on inside, I will wait for another bus because I'd get sick. If there weren't any unwrapped buses, I'd have to start driving to work.

I did a little reading about bus improvement processes, and I heard a comment that a major priority should always

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be to do what's necessary to maintain the existing base of riders. New riders are fantastic, but you can't lose the riders you have. They are the ones currently using and paying to use the system. Fare increases and even losing the route you use can drive people away. Or something that makes the ride less comfortable can lose the current person's participation and also their advocacy on behalf of the bus.

I own a car, but I care about the statement I'm making to my co-workers – it's a little less convenient but worth it for the environmental impact. I definitely support service to the airport. I don't like the idea of more having pavement than we need to create park and rides. A friend in Stoughton who doesn't want to drive to work would use a park and ride if it were available. Yes, he'd have to start his car, but there'd be less traffic and pollution because they'd be driving less. Also, there would be less parking being used for all day parkers instead of people parking to go for a short time to use businesses. Whether or not there are dedicated park and ride lots, there are people who will park and ride. My neighborhood is somewhat of a park and ride. Some people will park in my unlimited time parking neighborhood and ride the bus from there. That's understandable; parking is expensive downtown. So people are clever and inventive, and they will find a way to do the things they want to do.

18

On clean air action days when I can ride the bus for free, I never know about it until I'm on the bus. Why isn't that on the news media? Clean air action day doesn't increase the ridership, but just looks good.

19

I am most concerned about the regional transit authority (RTA), the area it will encompass, and the idea that a countywide referendum will put it in danger. I want one vote rather than by municipality, otherwise we'll run into the Town of Madison problem. I'm not saying a countywide RTA should not be pursued at all, but I'm very skeptical that countywide will pass. Polls indicate that 60% of the people support an RTA. Look at Milwaukee. Waukesha is in the Milwaukee urban area and transit is just screwed up there. They don't participate in the County transit system. They want to be separate, and they had the money. We need to get away from that.

On page 5, there should be tables to go with capital vs. operating budget. There should be two separate tables. When buying buses you get a lot of federal money. It distorts who is paying for what. [Kamp said we can

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capitalize our maintenance costs, so we can use some federal money for operating costs. As of 2006, about 12%.] Then maybe have a caption for that chart as “Metro Operating Budget.”

Recommendation 1 – It’s very important to add electronic assistance, including electronic signs. The kind of things that Champaign-Urbana is doing – being able to send messages to cell phones etc. That is better access for customers. We’re highly automated in this town. People are comfortable using their cell phones.

Pass programs – What on earth happens when a kid loses a semester pass. Shorter term passes need to be available because that’s a big hit to lose a pass and have to buy another one. Make weekly or monthly passes available so they don’t have to buy a new one. It’s really important to make sure that Metro is a great resource for kids.

Page 12 – Public/ Private Partnerships – Middleton is talking about doing a shuttle. There is a need for a shuttle from Middleton to the University, and there will be a hotel at Hilldale. Partnerships with downtown hotels could eliminate the need for so many vans. Also, the airport has some responsibility.

Page 14 – I would like to see Metro be responsive when Overture is letting out from events. Sometimes you just miss the bus. On a good route, it could be another half hour wait. For other routes it could be an hour.

Page 15 – “This review may also include an evaluation of Metro’s pilot program with hybrid diesel/electric buses.” This should say “will” instead of “may” since it’s really already being done. Bus Stop Signs – The big problem is not being able to read them at night. I assume if we are putting in electronic signs, we’ll put in lights for the schedules. [Kamp said where we plan to put electronic signs there should be light in those shelters. There are bus stops I see out on the market that have solar panels and gather energy and then have three buttons. One lights the bus stop sign, another has a GPS option and tells you when the bus will be there. The third does something else. That’s something we’ve looked at, though it’s not addressed in the report. Also, the Council has asked us to have advertising at a pilot number of shelters. It would include improved security by having those shelters lit. Other transit systems have had the advertiser buy and install the shelter/light and then they advertise on that shelter.] That solar panel was a good idea. You can’t read the schedules in the dark. That would be a nice project for an engineering student.

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Page 17 – Bus Stops – There is no mention of snow removal. It should not be just a city responsibility. I used to work at Hill Farms. They have a maintenance crew out there. There's no reason they can't clear their bus stop. Also at the University when they're doing a sidewalk and there's a bus stop there, why can't they clear it? Even residents should be encouraged to clear. If they don't then city will come through as back up. I was appalled that the University wouldn't clear when they are such a big supporter of Metro. I got off a lot at the Johnson and Randall stop and had to get off in a snow bank. It would be very easy to slip underneath the bus.

Page 18 – Advertising – Many people feel wrapped buses are hurting our image and brand. I think re-branding is hoey. Metro has a pretty good brand image. The wraps help to de-brand. Also the alcohol ads and so forth.

Page 22 – The airport ideas are very good. The question is how do we make it happen. It's good that Metro is adding service to the airport. It's still running through transfer points (TP). I don't think it will be very successful until it's a straight shuttle. [Kamp said there are discussions for express service from Campus to the Square to the Airport and looking for partners to fund that.] Williams said you keep putting it in reports and pass resolutions, but nothing happens.

Recommendation 28 – Williams asked about this recommendation. [Susan DeVos explained that Metro is getting that money now and the state is going to change the way the funding is handled. It might mean Metro won't get that money. Kamp said the state is phasing in Family Care. The aim is to reduce the waiting list for county human services. Dane County will implement this in 2011. Most of our money would go to other service and instead of covering a big portion of the cost of paratransit, the funds would be used to cover the smaller passenger fare. Demos said one idea is if someone has the MA Waiver, there is no incentive for them to use mainline. We want to encourage people - not to lose paratransit eligibility - but to use mainline when they can. It could be cost effective to give these people free passes because for every trip they used mainline, it would save money.]

Parking – the county needs to get their act together on that ramp downtown. It should be operating like the other city ramps downtown. The county is subsidizing parking for their employees. I don't understand why county employees don't have to pay for their parking just like state employees do. But that parking ramp is running under

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all different rules and its confusing for the people down there.

Recommendation 38 – Potential 501(c)(3) group. Some people are bent out of shape because Metro is lucky to have a 501c3 group already. We feel this is a big slap in the face. We realize we've had somewhat of a rocky relationship with Metro, but this is a big slap in the face, and maybe we need to analyze our relationship. I'm skeptical of having a "friends" group do fundraising. It's hard enough to keep a group going. It is a good idea to have a business advisory group. The downtown Madison group does have an interest in service downtown.

There needs to be talk about making transit info available to people at the airport. Even more important to make the information about Metro available at the Union. There is essentially no transit information down there. It would be a good place for electronic signs and route maps and schedules. Champaign-Urbana has that and it's wonderful when you're coming in. [Kamp said he was hearing from the discussion during feedback that if you get off a buss from Chicago or Milwaukee at the Union, there should be a bus kiosk with information. Then there should be an electronic sign showing, for example, a bus stop is at University and Park and when the next bus will be there. It could also say it's approximately a 3 minute walk to that stop. This would interline with the intercity buses. Williams said that might be another good project for a student. ] There should be a list of the electronic sign locations on the Metro Website. I want to compliment the Committee who did so much work, especially Alder Rhodes Conway who did so much writing and re-writing.

20

The bus wraps in general, regardless of what shows on the outside (although I don't like the gambling and liquor ads), at night it make it hard to see out if you're in an unfamiliar neighborhood or you've been reading and look up. It's problematic in terms of seeing where you are.

I have heard that on at least one morning route they add an extra bus for the kids, but the kids don't like to ride it, it's not cool. Then they crowd the bus, and they are obnoxious and loud and use bad language. It makes for a bad commute. The kids don't know how to behave in public. Metro is not their parent, but when there are times that they are getting to school – there should be control - when you have this kind of bus pass you can get on this extra bus to get to school.

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Until transfer points (TP) are safer, I can see building up infrastructure around them like day cares and other businesses. When someone was raped there, I can't see a day care there. Unfortunately, that's the nature of TPs. They are secluded enough for long enough periods of time that they are not terribly secure. My mother won't take the bus to the STP because she doesn't feel safe, so if she wants to go anywhere, she has a really long ride.

The regular bus is not comfortable for smaller people. Maybe that's why some people opt for paratransit. My feet don't touch the floor, and slouching hurts my back.

As far as the University clearing bus stops, the University had one heck of a time removing snow on its own property this year. The University does not get the state funding that many people seem to think it does. They do have buildings and grounds people, but not really that many for such a big campus.

I recently saw the electronic sign on the square. It was snowing but not a whole lot. But something was not working well there because the bus was way late compared to what the sign said. It would be good to have bus information at the Union, but not necessarily the electronic sign at the Memorial Union. It could be confusing for people because they could think those buses are coming there.

It's not clear to me when the city talks about RTA, how much of that would be focused on Metro as opposed to bedroom communities being able to get back and forth to Madison. I don't want anything to impinge on Metro and decrease service. Metro is more finite than trains running through the city. Clean up what you've got here and make it work really well, then I'll feel more confident to have focus on a multi-city area. It's never going to be easy in a city with an isthmus and lakes. It's easy with a city that has a grid. There have been a number of cuts, especially to south Madison. When service has been cut, it can be really hard to get places. I used to be able to get everywhere. I could get done with work and do errands. With the transfer points, I can't do that anymore because everything has to go to a transfer point.

I like the idea of encouraging employers to do bus passes and get more ridership. Then though you get more ridership and buses are standing room only. People don't like that. You have to figure out whether to put more

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buses on certain lines. I don't know how easy it would be to integrate smaller vehicles. How would it be to peel those on and off? How would it be to have a second garage?

For years I've known working parents who don't feel comfortable that they could get to a sick child or other emergency if they use transit. That's a hard issue to address. [Kamp talked about the guaranteed ride home. If you are a pedestrian, bike rider, bus rider etc. you can sign up for a guaranteed ride home. It's like a taxi coming to get you and the cost is covered.] That needs to be publicized.

21

I am County Supervisor for some of the Midvale area. Transport 2020 think big is a good idea. It depends. Thinking big in this case is good not just because the big vision is good and attainable, but also it brings in possible additional resources. An RTA requires state legislation and application for Transport 2020 is application for federal money. Metro has to apply for flat resources. User are frustrated by seeing that we can use additional service and there is this death spiral of transit – if you raise fares hoping to increase revenues you decrease ridership and therefore decrease fares. If you reduce service, then you make the bus less desirable, you reduce ridership and maintain that same death spiral. So Transport 2020 envisions in the bigger picture that we get federal money for a capital project as well as an RTA.

We've talked about a half percent sales tax. The County Executive has split that six ways. That might be getting a little far ahead. We probably won't pass that legislation this year. The republican party is not particularly transit friendly. After the November elections, there might be changes that affect it. If we got the RTA authority, we'd have the half percent sales tax. We were talking about money for county roads (prohibiting expansion) but smaller area road improvements. It would also include Metro, pedestrian facilities, etc. That would serve all types of people all throughout the county. The Transportation 2020 vision is to have the light rail straight down from Sun Prairie going downtown Madison on existing tracks. There would be stops including at Monona Terrace, University Hospital, campus, Midvale and on to Middleton. Using existing tracks would save money. Unlike bus routes that can be taken away or changed based on funding, this would be something very fixed and visible. Metro bus routes would be rearranged (not eliminated) so that the bus system would feed into the rail with circulators and so forth. It would take the pressure off Metro in the core area and allow serving things like going straight up

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Midvale.

The regional approach is smart because we want outlying communities to feel like they are getting something out of it. Also, it can help people in other communities get to work. We had a test vehicle on the tracks in November of 2003. It was really quite exciting because they are self-propelled cars. Since then technology has improved. The vehicle was very comfortable but not disruptive to the community. Getting people who live in places like Waunakee on transit is very exciting. Growth should take place in urban areas, but not defined just as Madison and concentric circles of development, but with areas like Waunakee having their own urban center. Bringing those people into the fold, we can create another category of transit riders that are currently excluded. Light rail would be like any transit system with more frequency at peak times.

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Here are a few thoughts that have come to mind recently that may be of value to Madison and its Metro system.

1. Google has a new tool that is available for areas that participate and appears to be rather helpful:
  - a. <http://www.google.com/transit>
  - b. This could be used in conjunction with Metro's current web system to improve ridership (<http://trip.cityofmadison.com/hiwire>)
    - i. This may improve Madison Metro's Web presence and help diminish confusion of routes.
2. Goodman Pool has one bus route that runs in front of it, once an hour (<http://www.cityofmadison.com/metro/Schedules/Route%2013/13.html>)

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- a. This not only hurts building ridership it may also hurt usage of Madison's Pool.
  - b. Having a bus pass the pool every 10 minutes would make both the Pool and Metro more visible and possibly increase usage of both.
3. Buses aren't always running when they are needed.
- a. This is a tough problem to address and I'm pretty sure that a number of factors continue to play a part as to why many routes start and stop when they do.
  - b. A person needing to be somewhere between 11pm and 6am is pretty much out of luck if they are counting on Metro.
    - i. If they aren't near a core route, it's even worse.
1. They may not see a bus before noon or after 6pm.
- c. To solve this, some riders try to make other arrangements or just give up on riding the bus altogether.
4. There are a number of "mini" routes that don't really serve much value.
- a. These routes often travel the same direction other routes do and circle back to their origin to become another route.
  - b. Often these routes spend more time with an idling bus than they do with one in transit.
    - i. This burns fuel and doesn't get riders anywhere.
  - c. Many times these mini routes only have riders that are waiting for the bus to change into its next route.

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d. Why not combine these routes into other routes?

i. One example: the 14

<<http://www.cityofmadison.com/metro/Schedules/Route%2014/14.html>> ,15

<<http://www.cityofmadison.com/metro/Schedules/Route%2015/15.html>> , 30

<<http://www.cityofmadison.com/metro/Schedules/Route%2030/30.html>> , and 32

<<http://www.cityofmadison.com/metro/Schedules/Route%2032/32.html>> all could include the mini route 33

<<http://www.cityofmadison.com/metro/Schedules/Route%2033/33.html>> and not have any delay in service.

5. A great number of routes travel many of the same streets that other routes do.

a. This, often, causes following buses to be relatively empty while the leading buses often have standing room only.

b. Though it is nice when the buses are in demand, it causes confusion and deters riders unfamiliar with the other routes.

i. If one doesn't know that the bus following (directly behind) will take them to the same place that the crowded one will, will they get on it?

ii. If all buses, following each other, never get near capacity it is not fuel efficient.

c. If two (or more) buses travel the same street within ten minutes of each other for more than two blocks, break it up.

i. An example: the 6

<<http://www.cityofmadison.com/metro/Schedules/Route%206/6.html>> , 14

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<<http://www.cityofmadison.com/metro/Schedules/Route%2014/14.html>> , 15  
<<http://www.cityofmadison.com/metro/Schedules/Route%2015/15.html>> , 25  
<<http://www.cityofmadison.com/metro/Schedules/Route%2025/25.html>> , 56  
<<http://www.cityofmadison.com/metro/Schedules/Route%2056/56.html>> , and 57  
<<http://www.cityofmadison.com/metro/Schedules/Route%2057/57.html>> all travel East Washington between Milwaukee and Blair.

1. Though the destinations vary this stretch of road has multiple buses traveling for about 18 blocks
2. Many of the times are within minutes of each other, meaning a following bus may travel the entire distance empty
3. Since all these buses meet at the Square, one could assume that the intent was to give a transfer possibility.
4. Having these buses use streets like Dayton, Jenifer, Johnson, Gorham, Main, Mifflin, Wilson, or Williamson for a block or two in this stretch.
  - a. This would increase the coverage area and wouldn't force current riders to change their habits.
  - b. It would allow those residing on (or near) those streets a greater opportunity to catch Metro.
6. I still think an express route that services all four (five including the Square) transfer points would be an ideal solution for those just trying to get from one side of town to the other.
  - a. There are already routes that take a person from one transfer point to another, yet the time it takes (because of all the in-between stops) can easily eat an hour or more.
  - b. If a person needs to catch a bus that leaves only from one of the transfer points they either need to be on a bus that changes to it or find a way to get to the transfer point.

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i. If a person spends an hour to catch a bus that they might miss do you think they'll be eager to take the chance too often?

I know that some may feel Metro ridership is at some high level and perhaps even that there is no need to attempt to increase that ridership, I feel that Madison is missing an opportunity to improve its quality service to a point of envy for any Metropolis. Perhaps my fellow citizens of Madison have become too apathetic to appreciate its Metro system and what can be done to improve it. I, for one, am disappointed if we can't do better.

The purchase of the Hybrid Buses was a venture that I hope is working out well for saving fuel, I know that they are definitely quieter and smell better than the other buses, but is that where we are supposed to stop improving? I hope that there is still progress being made with Metro branching out to the surrounding communities in Dane County.

Thanks for your time; hopefully (at least) some of my thoughts are found to be useful.