



**KING KONG**



**HALF WRAP**

## Full Wrap Online Survey Results: 841 Responses

### 1. Have you ever ridden a full-wrapped advertising bus?

Yes	81.0%	677
No	19.0%	159

### 2. Please describe how riding a full-wrap advertising bus has affected your riding experience.

Negative Affect	59.4%	398
No Effect	33.1%	222
Positive Effect	7.5%	50

#### Additional Comments

1. I like being able to look out the window while riding the bus. The wrap impaired that.
2. It is hard to look out the windows. If you don't know what stop you need it can be easy to miss it. You can see directly out the window, but you can't look at an angle down the street.
3. It was difficult to see out the windows and made the whole experience less enjoyable. Plus, those of us who get motion sickness easily (myself included) get nauseous from our eyes having to adjusting to the 2 different perspectives (distance and close up from the dots on the windows) making it quite uncomfortable. I wouldn't mind them at all if the windows were not included in the advertisements.
4. I have absolutely no problem with full-wrap advertising. There are no visibility concerns, etc., and let's face it I'm sure the city could use the extra revenue in a rather harmless fashion.
5. Makes it noticeably harder to watch for landmarks/cross-streets when riding a new route. Also makes the inside of the bus dimmer and generally less pleasant.
6. Cuts down glare during the day and makes riders more "anonymous" (but this could be a negative, too, since criminal activity on a bus might not be noticed and the perpetrator(s) could go unseen).
7. It makes bus riders feel like second class citizens. Mon, 5/5/08 3:06 PM
8. can't see your stop at night
9. It's harder to see out of the windows, but it hasn't made the experience negative impact.
10. Harder to see the street names out of the window.
11. They are ugly to look at and limit the amount of light that gets into the bus. After a long day of working and looking at a computer, in an office with little natural light, I want to be on the bus and see nature.
12. I get motion sick on the full-wrap buses because the windows distort my vision.
13. Looking out the window is noticeably less clear due to the mesh. However, the outside of the bus is sharper and cleaner looking.
14. Not only is it difficult to see out the window but doing so makes me feel nauseous.
15. Cannot see out the windows! Not only does this make it unpleasant to be inside the bus, but it also makes it very difficult to see where you need to get off, especially after dark.

16. People would like to see things outside...while they traveling. It is hard to see and recognize outside places some times. It is good to wrap bottom part of the BUS
17. Normally I have no motion sickness issues on the bus, but the advertising minimizes the view outside, making me ill on bus rides.
18. It makes it impossible to see out of the windows, which greatly reduces my enjoyment of riding the bus.
19. It is difficult to see out of the full-wrap buses, and makes the interior feel claustrophobic. I wouldn't mind advertising as much if the windows could be kept clear.
20. I didn't like the windows being covered up.
21. It's fine when you know where you are going and where to get off but it makes it difficult when you are on a new route because you can't see/read street signs through the windows very well so it is hard to know when you are getting close to your stop
22. At night, it was difficult to see out the windows. In the winter, the windows fog up so the fog plus the wrap made it difficult to see out the windows during the day. When I can't see out the windows, I can't see if my stop is coming up. I truly HATE the full bus wraps. Why not just advertise below the window lines?
23. It makes the bus look a little neater, but it's difficult to see through the "dots" out the windows
24. It also provides a little more privacy as a rider.
25. On cloudy days (outside light intensity is about inside light intensity), it can be extremely difficult to see out the bus windows to figure out where your stop is.
26. The advertising impairs my view while riding the bus, but I am willing to deal with that to keep the cost of riding low.
27. Cannot see out the windows, making it difficult, during daylight hours, to figure out where I am and when to ring the bell. It's impossible to see out at night.
28. It makes those of us who have motion sickness not able to see out windows - which is sometimes the only relief we get...
29. I understand using a very visible resource on which to advertise but as a rider, it is difficult to see out windows.
30. Keep them...you need the money.
31. Absolutely horrible. Makes me think twice about riding the bus. Hard to see where you are and when you need to get off. Feel like I am in a sardine can
32. cannot see out the windows, that is the main negative comment.
33. I think it's too much advertising but I do understand the revenue need of it. My real dislike is that it's awful to be on the bus and not be able to see clearly outside. I ride the bus because I do not want to own a car. But it seems somewhat unfair that this choice means I have to ride around in an enclosed box.
34. It's hard to see out the windows - especially at night
35. depressingly dim
36. I felt like it was unsafe. As though the driver couldn't see
37. View is obscured. Drivers on routes allow front entry to be blocked by standing passengers even when seats are available, which further obscures the view. At the same time I applaud this method of generating revenue. A less "intense" cover would be preferable.
38. It's hard to see out at night. You have to really keep track of where you are.
39. Please find a way to make seeing out of the windows better.
40. I would say it's had a minor negative effect. It does affect my ability to see out the windows somewhat, which is usually just a minor annoyance (although it's a bit more than a minor annoyance when I actually need to see where I am).

41. Well, it does make the bus more colorful, and more fun, so I guess that counts as a positive effect. The only thing is now it is not as easy to look out the window if we wanted to look for, say, a landmark or something to where we are going.
42. I feel like I am forced to endorse the product.
43. I feel dizzy when I look through the window next to my seat. I have to look through a clear front wind shield or the other side windows instead when I want to see an outside view. I think it's too much to cover all windows with the wrap. Top of that, people outside hardly see what's going on inside a bus.
44. I enjoy looking out the window while riding, so I found the complete covering of the windows a hinderance to my peering out.
45. I dislike the fact that it blocks ones ability to see out the windows. I'm actually disappointed when I have to get on a giant billboard that feels like riding in cave rather than just a plain, non-advertisement bus. I hope that another way to sell buses as advertising space is found that doesn't obscure the riders' view and assault us visually in a public space.
46. No light gets in. Hard to see out
47. at night its annoying... hard to see where you need to get off cuz the advertisement makes everything foggy
48. cant see (with any detail) out of the window when the window gets dirty, forget it, you cant see anything why dont you wrap the drivers window too? answer: because they couldnt see out the window so how can you deny riders the right to see out the window? not only that but you cant see THROUGH the bus windows either, which is needed when you are looking for your bus at a transfer point
49. I can't see out of the windows, especially at night. I have missed my stop because of it.
50. It makes the interior darker, and Make te view out the window distorted.
51. The buses are very dark inside. It feels like riding in a cave.
52. cant see out the windows
53. looking out the window gives me a headache and the bus seems much more cramped. overall it is a very unpleasant experience. did you have to cover the windows?!?!?!?!?
54. Not being able to see out the windows makes the bus feel too tight. The worst is the white hybrid something ad, its impossible to even see where you are to ring the bell.
55. 'Twas pretty bitchin'
56. I will actively avoid riding a full-wrap bus if I can. I have also accidentally \*missed\* my bus because the advertising made it look like a commercial vehicle rather than public transport.
57. The wrap reduces how much light gets through the windows so the bus is darker. It also negatively affects what I can see out the windows. I feel morally "dirty" when I board a bus that is wrapped with an alcohol or gambling ad.
58. It's more difficult to see out of the wrapped bus, especially at certain times of the day (dusk for example).
59. i cant see well out of the windows
60. It's very hard to see through the window in the day, and especially at night. It makes it very hard for me to tell when to get off, even though there is a computerized voice that tells us when to get off. I feel bad for the elderly whose vision is usually worse than mine.
61. I like to look out the window during my bus rides, and with the full-wrap advertising I can't. It's frustrating.
62. I wish I could see out of the bus better, although I do like that people can not see in.

63. It's very difficult to see out the windows in a wrapped bus, which is annoying if you are traveling in an area you are unfamiliar with and trying to see where you are, which stop you should get off, etc.
64. It's a little hard to see out the windows, but since you can see out the front of the bus, and there are announcements indicating what stop you're at it's not a problem.
65. I can't look out the window. That is what I do to pass time on the bus. I also can't see where my stop is at.
66. Can't see out the windows.
67. Hard to see how crowded the bus is till boarding, miss sunlight while riding, and object to advertising alcohol on city conveyance.
68. Looking out of the window in those buses gives me a headache.
69. It sometimes is hard to see out the window, and at night, it sometimes causes some to miss their stop if they are not paying attention.
70. Significantly reduces the ability to see out of the bus.
71. It is difficult to see out the window to make sure which stop is mine (if I am judging where to get off by sight). The alcohol and gambling advertisements bother me for their content more than the Einstein and Charter ones.
72. Difficult to see out windows
73. The bus looks snazzy, and it's good that Metro can get some extra revenue. However, it's hard to read street signs through the wrap in the daytime, and at night it's hard to see out at all. And if Metro is getting extra revenue by making it harder to see out the bus, why hasn't my bus fare decreased?
74. hard to look out windows
75. Harder to see out of, and I wasn't able to get my bearings as easily. Also, I get motion sick so not being able to see out the windows made me a bit nauseous.
76. As long as the advertisements are well evaluated and don't project any negative images, I think it's a good source of revenue
77. It's next to impossible to see anything out of the windows when riding, especially at night or in inclement weather. This often makes it difficult to signal properly for my stop. Not to mention as my main means of travel when I can't see what I'm going past, I don't get to see what's going on between my start point and destination, I'm stuck just looking at the inside of a bus...and lets face it, even the new buses are not all that interesting to look at day in and day out going to and from work.
78. It is more difficult to see out of the windows of the advertising buses, and I have heard of drivers saying they are unable to see clearly out of the windows. This seems like a major safety hazard to me. In addition, the regular (non-wrapped) buses are a lot easier on the eye. Not everything needs to be covered in advertisements. I understand that the advertising probably raises a lot of much-needed funds for metro, but there's nothing wrong with keeping the ads inside the buses. They're probably more effective anyway - people don't have much to look at inside the bus.
79. It was worse than looking out dirty windows.
80. It is hard to see out of the windows and in the winter fog on the windows reduces visibility to near zero making the busses seem small and leading to motion sickness.
81. great idea-helps the buses look cleaner and gives some sense of privacy while riding.
82. I had a hard time seeing out the windows. I ride the bus almost every day and I have trouble with motion sickness if I can't see out the window. It also makes it difficult to spot upcoming stops if you're traveling to an unfamiliar place. In each case, this had a very negative effect on my bus riding experience.
83. It is more difficult to see out of the windows, although this doesn't affect my bus riding experience enough to make it intolerable.

84. It felt dark, like the sun had gone behind a cloud. I normally like looking out the window, and while I could still see, it felt like I had to wipe my glasses clean.
85. The bus seemed too hot.
86. Dark
87. just looks tacky
88. It may be a little more difficult to see outside...but it wasn't really a problem.
89. Riding in it was no different than riding in an unwrapped bus. The wrap on the windows reduces visibility out of the bus because of the perforated image. I have found I get a headache looking out the window.
90. Decreased visibility out windows.
91. hard to see outside, especially in the dark... Hard to see the bus number from the side... Just horrible... I know it probably brings in the revenue, but it is not very good for the customers...
92. it drives me crazy that i can't see out the windows anymore without crossing my eyes or going blind.
93. I don't like seeing them coming - they are hideous especially when in my neighborhood and not downtown. Riding the bus and looking out the windows through the wrap makes me dizzy - which is too bad since it used to be fun to look outside when on the bus.
94. Felt a little claustrophobic.
95. awful looking out from the inside
96. It is not like you are on the bus ride to sight see.
97. If they could be modified to make it easier for riders to see out the windows, it would make riding a more pleasant experience. I miss watching the change of seasons during my longer rides.
98. Hard to see where we are. After dark, it's impossible to see where we are. No way to tell if scary people are at a stop before I get off alone. If I knew, I could get off at the next stop instead. I won't even ride at night now.
99. I like not having people able to stare in at me when I'm riding the bus, particularly at intersections
100. If you're not familiar with the street names throughout town, you have a hard time reading the signs, to learn where you are. It's hard enough, without anything obstructing your view; imagine how hard it is, when you are looking through this "visual filter", that only permits you to see about 25% of the picture you're trying to look at, through these micro-size "holes"! I absolutely hate these window coverings; what's the sense in buying windows, if you can't see what you're looking through?
101. You can't even see out of the windows! It's not a very "customer-friendly" experience.
102. It's much harder to see landmarks (i.e., names on street signs).
103. it is not as easy to see outside. I hate the feeling that I am supporting the advertising of products I do not endorse by riding the bus!
104. impairs vision at dusk and in the evening
105. It's very dark and unpleasant. Does every bit of space have to be covered with advertising?
106. It's impossible to see out the windows, or know where the bus is. It is an extremely claustrophobic feeling, riding the bus without seeing out the windows. Unless in a big hurry, I would not take a wrapped bus and wait for the next one.
107. It is harder to see out of some areas of the painted advertising, which can make it difficult to see where you are/your stops
108. \* I'm more likely to get car-sick now, because I can't see out. This is a huge factor for me. \* I have a hard time seeing my stop, especially in when it is dark out or when there is bad weather. \* Can the small holes be made larger? The visibility they

- currently allow only lets a person see directly out (not at an oblique angle).  
Furthermore, what you do see is blurred significantly. \* If there are more of these buses, I'll be more likely to find another way to get to work - I used to enjoy the Madison scenery. Not anymore. :(
109. I get nauseous if I read on the bus, so I count on looking out the window to pass the time. With the wraps, you can't really see out.
  110. It is very difficult to see out of the windows of a fully wrapped bus, especially at night, making it difficult to see where my stop is.
  111. the advertising wraps make it much harder to see out the windows
  112. It's difficult to see out the windows to know if your stop is approaching, especially when the bus is crowded and/or the weather is bad.
  113. Can't see out of them from the inside clearly. Don't feel safe that can't be seen into from the outside.
  114. Vision out of the windows is quite bad -- that's the biggest problem, so that I dislike seeing those buses on my routes. Admittedly, I also don't like the beer or casino ads, but I understand that you have to support the bus system.
  115. I am no longer able to look out of the windows, which I do not like. If there were a way to make some window space available for passengers, that would be much appreciated. Otherwise, some of the adds are colorful and can liven up the look of the buses, which is fun.
  116. harder to see out of the windows (I like looking out of the windows while riding the bus)
  117. I currentlve in Milwaukee and they have several buses that have full wrap buses on there streets. I use to live in Madison and I am pleased to see it. I hope that Metro can add more buses to the program. Keep up the good work. I hope that I can get to Madison to ride on of thoses. The full wrap also keeps the glare of the sun out.  
Sincerely, Greg Sanders
  118. Its nice seeing more colorful buses.
  119. There is no effect to me except for the beer wrapped ones.
  120. The view out the windows is distorted and almost obscured. It's like riding inside of a mosquito net. Never mind street "visual clutter" created by these large vehicles and their movable advertising. lck!
  121. It is much harder to see out of the windows.
  122. It's much harder to see where you are at, especially at night, and in the rain/snow.
  123. It makes it very difficult to see outside the bus which affects arriving at the correct destination when I normally use land marks.
  124. 1) It is difficult to see out the windows. 2) You feel like you are riding in a billboard, not a mass transit vehicle. I think the buses, quite frankly look stupid with the full wrap. It is embarrassing!
  125. They look great.
  126. It's really hard to see outside, and trying to look through all of the pixelated dots ends up giving me a headache and makes me kind of nauseous. I like to watch the city go by but I can't when I have to ride one of the wrapped buses. I really wish they had never implemented these.
  127. a little darker on the bus
  128. Slightly harder to look out through windows and slightly darker in the bus
  129. I sometimes can't tell where I am, especially at night. I'd be in real trouble if the GPS system didn't work. During the day, my view outside is also obscured, taking away one of the pleasant aspects of riding the bus.
  130. I don't like not being able to see out the windows as well



131. It's difficult to see out the side windows. I am very much opposed to gambling & the full-wrap ad.
132. It's hard to see out the windows!
133. Doesn't really affect the ride, but it's a bit "in your face" when they do drive by.
134. It's harder to see out the window, which is a large part of my bus-riding experience.
135. The advertising makes it very hard to see out of the windows, which actually causes quite a bit of problem if you aren't very familiar with an area but need to see out to find where you need to stop. I do understand that it's beneficial financially, but perhaps the advertising should be limited to not covering the windows.
136. Makes it harder to see out of bus, especially at night so that know when to get off.
137. The buses look great! And you cannot tell once you're inside that they're wrapped.
138. It makes it hard to see clearly out the windows.
139. Gave me a headache and made me nauseous. I could not look out of the windows without becoming ill feeling.
140. I CAN'T SEE OUT OF THE BUS. I AM NEW TO MADISON AND I HAVE TO PAY ATTENTION TO WHERE I AM WHILE RIDING. EVEN IF I KNEW MY WAY AROUND, ITS STILL NOT A FUN RIDE WHEN YOU CAN'T SEE OUT. MAYBE YOU COULD LEAVE THE FRONT HALF OF THE WINDOWS UNBLOCKED. OVERALL, ITS LIKE RIDING IN A BOX.
141. It is not pleasant to have your view through the windows obstructed.
142. It's hard to see through the windows
143. Made the interior of the bus a bit darker during the day.
144. It is difficult to see detail through the covering on the windows. I much prefer looking outside on the bus, so having the windows wrapped does negatively affect my experience.
145. Cannot see out the windows as well to know where on the route you are.
146. Although I do not approve of the "beer bus" with the beer advertising, so that can be negative.
147. Can't see out windows. Can't see bus stops at night.
148. UGLY-UGLY-Worthless
149. Sometimes I think it impairs the drivers vision, By that I mean, before, I noticed, drivers saw me better, waiting at the stops and running for buses, while, now, I think they miss me.
150. Bus is dark and seeing out the window actually became hard on my eyes. A larger hole should be considered in the wrap which would be easier to see through
151. Hard to see out windows, especially at night. Creates the sensation of being in a windowless box.
152. Slight negative effect - it is a lot harder to see out the windows on a wrap bus. Especially in inclement weather, at dusk, etc. If you are unfamiliar with the route, I think it could be a problem.
153. Depending on where you are in the bus, some windows are more difficult to see out.
154. very difficult to see out as a passenger, or see in before you board; also very dark inside compared to an unwrapped bus
155. I like the look and even with the ad covering the window, there is plenty of visibility to see out of the bus.
156. I haven't owned a car in the thirty years I have lived in Madison and have always relied on buses. One of the best parts of riding buses is looking out the window at the different neighborhoods and sights. I cringe whenever the bus I am riding on is fully wrapped. It is THE worst way I envision your raising revenue. Wrap all other parts of the buses but leave the windows clear.

157. I get motion sick, so I like to look out the window, since I can't read. With the full wraps, I can't see anything out the window at all.
158. Generally the only way it affects my experience is that when looking through the windows objects appear blurry. This is a negative experience but not a strong one in my opinion.
159. I couldn't see out of the windows properly. If that could be changed, I wouldn't have a problem riding in a full-wrap bus. I dislike it intensely- they block daylight to the inside of the bus. Also, I think it's stupid and ironic that a city with so many alcohol problems has to have a bus wrapped in Miller Genuine Draft
160. I hate stepping into a giant advertising. Although if it had an immediate and noticeable effect in the form of increased routes and increased buses on those routes, I'd be happy with it.
161. While inside I was fully able to see out. The only way a full-wrap advertising bus has affected my riding was when I had to take the particular bus because I had to be somewhere and it was a bus wrapped in a beer commercial. I felt uncomfortable being in such a bus; there is no need to accept any advertising just to make money.
162. less light, harder for me to read in the bus
163. Difficult to see out, especially in bad weather. Don't want to have to ask driver for stop all the time. Remember when you used to advertise Metro as a pleasant way to commute to work, because you could sit and look out the windows?
164. I can't read on the bus so the only thing I have to do for 30 minutes is look outside and it is hard to see things and impossible to read billboards or addresses etc. through a wrapped bus.
165. This is kind of cool since the light in the bus is filtered due to the wrapping. I am usually riding the #6 bus that is a hybrid-type bus. I feel strongly positive about hybrid vehicle use. Bus wrapping that advertises alcohol isn't positive or a positive message for society and our kids. Yes, I know that a commercial group must choose to advertise via a wrap and this may be costly but I'd love to see more non-profits deliver a message than the alcohol industry. Years ago when Olbrich Botanical Garden advertized its Butterfly Bonanza, this was a beautiful, educational, and a local area support effort. Nice!! It's easier to notice full-wrap advertising campaigns rather than just a side-bus message.
166. Though the view from the inside is not as nice as on a non-wrap bus.
167. It is an eye sore to see full-wrapped advertising on Madison Metro buses. The design creates an impersonal situation where one can see out (in a tinted manner) but no one can really see in. Why succumb to exceedingly more corporate sponsorship? They have got our buildings, shirts, movies, schools, and everything else: did we really have to add buses to that long list? or does it just not matter to anyone anymore?
168. It makes me feel sick because of the lack of light
169. When on the bus its nice to look out the windows and be able to see a clear picture of the city. With the wrap its like seeing the city through rain storm. Its very dull...
170. Darker inside
171. I don't respond positively to alcohol and gaming ads on city buses.
172. View was tempered; I enjoy watching out the window and seeing the beautiful colors of gardens, etc.
173. I see advertisements all the time no matter where I go. I think it's ridiculous that you're wrapped your buses just for the extra funds it brings to the company. On top of that, I've seen typos on all the buses that advertise beer. Which, as you already know, is an offensive ad to most here in Madison.

174. it's harder to see out the windows, but is something i'm willing to accept if it keeps the metro open
175. I find that I get a headache if I look out of the window for any length of time due to having to look through the advertising. In addition it is much more difficult to see details outside of the bus (read signs) through the advertising.
176. I felt disoriented when riding the wrapped bus at night--I couldn't see where we were. It was uncomfortable. Even during daylight hours, I feel uneasy on the wrapped buses because it is hard to see out the windows. When I board an unwrapped bus it is a relief for me.
177. I enjoy looking out the windows on my ride and the view is obscured on the full wrap busses.
178. Some full-wrap advertising are good. A few full-wrap advertising are dar and ugly and makes it dark in the bus and hard to see outside. Basically, it is a good idea as long as you keep full-wrap advertising tasteful!
179. It was hard to look out the window
180. i hate it...can't see out the windows
181. love
182. Sometimes at night I can't see where we are to signal for a stop.
183. Especially at night on a poorly lit street, it is even harder to see when it's my stop because of the partial covering of the windows. I also feel a mild sense of relief when I see that the bus I will be riding is not a full-wrap advertising bus.
184. Have missed stops on several occasions because i couldn't see out the bus wrap for the street numbers or the cross streets! I am 27 years old with good eyesight, by the way. I do not like the wraps at all. On Saturday, I took the 67 bus down Mineral point road and missed my stop by 6 blocks! I had to walk the rest. That shouldn't have happened.
185. The bus seems as if a private ride--the windows are somewhat tinted because of the material that used in the full-wrap advertisement. It's a little hard sometimes to see exactly where the stops are because of the "tint".
186. As the bus approaches, I think, "Is this a bus or a truck with ads?" On the bus the full-wrap windows are like looking out a very heavy screen.
187. it was sort of distracting and you can't see out the windows as well, but it didn't bother me too much. it was difficult to see out the windows (what was ahead, how close my stop was), especially at night. it's obnoxious
188. I like looking out of the bus windows, and these ads make it hard to see out.
189. Its too dark & dingy inside full wrapped buses, particularly when the skies are overcast.
190. You can barely see through the windows... Part of the joy of riding the bus is being able to do site-seeing while the bus is in operation!
191. I don't like them becuase you can't see as well out of the windows and I like to look out them, not just the windshield when I'm on the bus.
192. A Bill Board is a Bill Board, wheather it is on Park Street, or on the side of a Bus. Looks like hell!
193. Why can,t you keep an area eye level to look out?
194. It's harder to see where you are going.
195. It is much more difficult to see out the bus windows. No one in our family of 4 like it at all.
196. It's difficult to see out -- everything is blurry. It's especially bad on rainy days.
197. Good for City, however I like to site see, which is difficult with the wraps.

198. It is hard to see out. I am concerned about this because it could be dangerous while exiting. People could miss their stop or get off at the wrong place or a place that they feel uncomfortable. Especially in the dark.
199. Visibility is reduced. It makes bus riding a less positive experience.
200. Prefer direct light to the hazy light.
201. I can put up with it. Does it really generate a sufficient revenue, though? It's not bad on a bright sunny day, but I dread the thought of riding a wrapped bus on Jenifer after dark in the rain or in window-fogging weather. Ask your drivers— naw, what thoroughly-modern business would ever ask its workers anything— but they and your passengers would tell you how hard it is to see out of a bus on Jenifer after dark, to know where to get off. Don't tell me about your GPS; it's good when it's working, but we'd like to be able to tell for ourselves.
202. It is hard for passengers to see out and someone on outside cannot see in.
203. Would prefer to ride non-wrapped busses.
204. With rising gas prices; additional revenue generated by advertising makes sense.
205. The outside advertising is nice, however you can't see out the windows very well, especially when it's overcast/cloudy/raining.
206. The wrap shades the windows and makes it a little difficult at times to see out.
207. It was a bit strange, and friends have raised concerns about safety as people can not see in
208. Harder to see out, especially at night -- hard to see my stop.
209. It is slightly harder to see out of the windows, but I don't care.
210. You can't see out very well at all, especially with darker colored ads.
211. Wrap advertising warps and discolors my view out the windows.
212. I actually feel that there are BOTH negative and positive effects, but in the end they cancel out for me. I understand that Metro needs to generate more revenue, and that the advertising helps fulfill that mission. Advertising revenue = greater security for Metro, which is a positive effect for me personally also. (I also feel that the modest local controversy about the "hypocrisy" of alcohol advertising on Metro buses is exaggerated and silly.) The main way in which I feel the wrapped buses are a negative for me is that it is very hard to see out of them; there are times when this is OK, like at night and during the dark winter. But sometimes I'd like to look at the Madison skyline, watch the Capitol Dome go by, or scope out the figures of some lovely co-eds on campus, and the exterior advertising makes that virtually impossible.
213. it's taken me a while to get used to them. they make me slightly claustrophobic. but i feel like the income to keep the number of routes up is worth it.
214. 1. I can't ride the bus if there's standing room only and the wrap prevents me from seeing how crowded the bus is. 2. From inside, it is difficult or impossible to see landmarks at night in neighborhoods that aren't well-lit. It's tough to tell when to get off (the voice announcement of the stops can occur after the stop is past). 3. From inside, it's aesthetically unpleasant, giving a greasy look.
215. It was not terribly negative, it was just darker in the bus and it was blurry looking out the windows. So I don't feel like it ruined my day, but I did notice.
216. If you're riding at night, you can't see anything out the windows except a blur. You can't see the numbers of the buses around you. You can't tell if there's another bus a block away from an intersection. That's bad.
217. 1) Liquor advertising does not belong on a bus - what kind of reinforcing message is that about the wonders of drinking to all the young people who ride the bus? Wisconsin has enough problems with being the #1 drinking and driving state in the whole U.S. 2) I do not believe the city buses (therefore the city), should be in the

- business of advertising anything, unless it's a non-profit bringing-people-together events that could be rotated say, monthly. 2) The full-wrap obscures the windows and makes it difficult to see out of the bus at night to make sure you are getting off at the right stop.
218. Visibility through the wraps is bad, both for riders and for drivers.
219. i like to stare out the window. The full-wrap makes it harder to see out the bus and watch where i'm going. i'm left with my own thoughts, and that's no good at all. Also, if i have trouble looking out the window, how can the bus driver see out the windows?
220. It was harder to see outside
221. I truly dislike riding on a fully-wrapped bus. The feeling inside is very stifling. At times, it is hard to see where you are, especially if the material on the window is not just background, but something solid. If the windows steam up (as they did alot this winter, and on rainy days) its next to impossible to see out the window. I usually can't wait to get off one of those buses. The other thing, though of less importance, is that I just don't like riding on a giant billboard. Some of the ads are so "in your face", like the Charter ones, and others, well, I just don't like the idea of advertizing beer or gambling. Its not that I don't approve of them--I make use of these on occassion--but I just don't want to advertize them.
222. It's more difficult to see out the windows. I like to people watch as I ride.
223. I guess I see both negative and positive affects. Negative would be being not being able to see outside, not being able to see road signs and forced to stare at people on the bus. One positive advantage for me is sometimes I get motion sickness and having darker windows helps me .
224. I was surprised how little it affected my ability to see out, and if anything, helped because it reduced sunlight glare, making it easier to read.
225. Too dark inside for me to read and can't see outside very well to see where i am.
226. Could not see out as well but I usually read while commuting
227. I don't mind riding in the full-wrap bus, specially if it's one of the environmentally friendly buses (that is most important to me). But I am totally opposed to advertising of beer/alcohol - specially when I think my son will be riding regular buses to High School next year. In any case, with the notorious level of drinking in Wisconsin and the number of deaths/injuries due to drunken driving, more advertising of alcohol is inappropriate.
228. I am glad to have this opportunity to comment, because I was very concerned when I rode the wrapped bus. I love riding the regular busses and watching the world go by each morning. With the wrapped bus, trying to peer out the window made me feel dizzy and somewhat sick. It is very difficult to see, which would be problematic on routes that a person is new to where you need visual cues to help determine where you are. It would also be quite impossible to see at night. But just as important, it really reduces the enjoyment of riding the bus and my feeling of connectedness to my community through the riding experience. If I had to ride a wrapped bus all the time, I'd probably look for other commuting options.
229. Can't see out as easily. Oh well. Probably worth the money you get from businesses.
230. on a bright clear day you can still outside, but on a rainy, foggy, cold, or snowy day, it prevents one from seeing outside--i don't like it then... Wed, 4/30/08 2:31 PM
231. It was difficult to see where we were. I had a hard time seeing landmarks to identify my stop.
232. I enjoy looking outside and this completely obstructs any ability to see the outside world.

233. I really object to some of the things Metro advertises, including the casino and beer ads. The wrapped buses are also darker inside with poor visibility out the windows. When I see a "wrapped" bus coming, I check the schedule to see if I have time to wait for another bus. This whole process is rider unfriendly. Plus how much junk waste is Metro generating with this stuff?
234. When I rode during the day, I felt very dizzy by the time I had even ridden three blocks. I also rode at night, and noticed no negative effects.
235. on really sunny days, it reduces the power of the sun, which i like
236. It's a little weird riding a beer can, but if it means that I'll eventually have weekend bus service, wrap 'em up.
237. For revenue to support public transportation, I firmly believe selling this advertising is a great idea! Visibility is definitely cut down, but in this case I rate support of public transportation above ability to sightsee.
238. Can't see your stop coming when it is dark outside.
239. I am concerned about the safety of those inside the bus who can't be seen, and the problems with service dogs who do not recognized a full-wrapped vehicle as a "bus". For the former concern, the windows should not be covered.
240. Unpleasant exterior aesthetics aside, although the wrap doesn't impair visibility (inside to outside) very much if at all in bright conditions, it's not so good in the evening. ASIDE, I hope a bit funny: I see that the graphic on the top of this survey is a wrapped bus advertising mobile phone service. It reads "Talk all you want wireless." Perhaps it ought to add "but be courteous to your fellow passengers and don't do it on the bus." If you want a negative riding experience, just sit within a few rows of one of these tele-exhibitionists babbling on about nothing of any great importance right out in public. If you have bus rules about no radios and such, please add one about not using mobiles on the bus. When you get on the bus, turn the damn thing off!
241. I hate looking out of the windows and I'm ashamed to board something so ugly. Now I walk rather than riding the bus.
242. Difficult to see out. Also, the wrap can increase the problem for anyone that can suffers from motion sickness.
243. It's not SUPER-negative, but it is sometimes a little claustrophobic not being able to see clearly out the windows sometimes. I'm closer to neutral than negative, I guess.
244. Keep it off the windows, please!
245. It is very difficult to see upcoming bus stops and street signs out the windows when they are covered with advertising.
246. Take the covering off of the windows; I like to read and it takes away the sunlight in the morning. It makes the bus look weird, too. Otherwise, it's OK.
247. Riding the full wrap bus 1. dreary feeling 2. feel somewhat vulnerable; no one can see; and you can barely see out; especially if bus is crowded, especially with lots of kids, if something should happen no one on outside would see that.
248. Kinda hard tol look out the windows without seeing the lines from the ad wraps
249. I miss being able to see clearly out of the bus windows. Some of the wraps are easier to see through than others.
250. It is difficult to see out of the windows
251. Unless there's bright sunshine outside, the wrapped buses make it very difficult to see outside, so you have to be sure of where your stop is; very inconvenient if you're not riding a familiar route.
252. Riding around in a billboard? Feels like I'm a whore.
253. It is really hard to see out the window to watch for your stop, especially at night. I don't like them.

254. I prefer being able to clearly see out of the bus windows. Having advertising that did not cover the windows would improve my experience.
255. I assume that it keeps the bus fare's down, which is good.
256. You could \*sort of\* see the advertising from inside the bus (in this particular case, it was a Miller ad) but it wasn't as noticeable as I thought it might be.
257. I ride the bus to work every day. I would gladly pay double my current fare if it meant never again riding in a full-wrap bus. These buses are effectively windowless, thus stealing from the rider the small joy of watching the world go by. The sensation is not unlike riding in a bumpy submarine. No... scratch that. A better description would be a coffin on wheels. I often wait for a later bus when I see one of these full-wraps coming my way. I also take note of the advertiser names so that I can avoid their products. Please rid our beautiful city of these monstrosities. They are a daily torment to riders and an eyesore to the general public. If I find out that any more buses are headed to the painter, I will likely abandon Madison Metro entirely. PLEASE RAISE MY FARE INSTEAD! Thank you!
258. Depending upon the ad the ability to see out is affected. The MGD is the most limited vision because of the black. The DeJope is easier to see out of.
259. It help block out the sun, the bus feels cooler.
260. you can't look outside very well, especially when it's dark. If you are riding a route you don't take every day, it's hard to find your stop and know when to pull the cord. Plus it makes me nauseous when looking outside.
261. although a bit hard to see out the windows
262. Difficult to see out of the bus; depending on the color of the wrap, glare coming into the bus.
263. I didn't even notice it at first. But after talking with some people on the bus, some people had a hard time seeing out of the windows.
264. The slight sun-shading effect is actually quite nice!
265. It's like riding in a box with looking through tiny holes being the only way to see outside. The effect is even worse at night. I dislike the experience and it gives me motion-sickness! Also, I don't like the fact that people outside the bus can't see what's going on inside the bus -- like the gasoline fire several years ago.
266. With the windows painted over it makes it difficult to see out, especially at night. Aside from the aesthetics, visual cues are let you know when you reached you're destination.
267. I thought it was kind of difficult to see out the windows.
268. hard to see out window, especially when dark or precipitating so hard to see when stop where you want to get off coming up
269. Only in that it makes it more difficult to see out of the windows. When I'm going somewhere new, I like (and need) to be able to see the street numbers so I know where to get off.
270. It makes it harder to see outside with all those little dots. It also makes it seem darker. For all us nature lovers who take the bus to help save the environment, it does result in a diminished bus riding experience. I understand the need for revenues, but my vote would be to let the outdoors come through the windows as much as possible! P.S. It could increase some people's sense of feeling claustrophobic, if they already have that tendency.
271. It's a good idea if it generates revenue.
272. Slightly negative but overall none. The most difficult is at night when trying to see if my stop is coming up. Looking out the windows is a bit difficult so I try to pay closer attention thru the front windshield.
273. Is a bit harder to see out the windows, but didn't affect me much.

274. Really a bummer to have view compromised. Attractive and fun from the outside, but terrible for passengers.
275. More difficult to see out of the bus, which could affect people riding in unfamiliar areas trying to judge where they are and when their stop is approaching)
276. would be nice to be able to see out the windows
277. i need to stand in the front of the bus so that I can look out the front window. Otherwise the partially obscured windows make me really really car sick. (but then drivers want you to move to the back of the bus and you are in people's way) . Not so pleasant, would never have guessed that this would be side effect of the wrapped bus. I realize that the revenue is important, but if i had the option, no wrapped buses
278. I intensely dislike having to ride a bus with a huge ad. They are UGLY. I think it's especially crude to advertise alcohol on the buses: A BUS IS A MOTOR VEHICLE!!! Please take these off the buses. The experience is "ugly" enough...
279. I read on the bus and rarely look out the windows. However occasionally I have not been able to read signs along the way.
280. The advertising did not affect any practical part of my riding experience, however, it makes it difficult to see out the windows, which is an enjoyable part of the ride. If there is a way to wrap the bus while still being able to see out more clearly, that would be very nice.
281. Love seeing them on routes
282. It is difficult to see into or out of the windows, which could be a security problem.
283. It is horrible not being able to see out properly and it makes me feel travel sick.
284. My only comment is that the windows seem more difficult to see out of
285. Overall, my experience has been positive--I think it's fun to get on the DeJope bus because it's red. The only drawback to the full-wrap advertising is that it covers the windows somewhat.
286. It's like trying to look through a mesh shirt. Very hard on the eyes and makes the ride less enjoyable HOWEVER if this is what we have to do to keep prices down, so be it.
287. At night, I couldn't see when the bus was getting near the stop I needed. The vocal announcement wasn't early enough to give me time to fight through the packed bodies to get to a bus door while the bus was still stopped.
288. It's often hard to see outside to tell where your stop is ... especially at night. Plus, they're really ugly.
289. I react getting on the bus thinking how ugly they are and especially if it advertises something that is in poor taste given our culture such as the full wrap beer buses.
290. I am glad that Madison Metro can earn some money by the advertising. The only thing I noticed is that the view out of the windows from inside was not clear. You need to look through the mesh. Minor detail. From the outside the full wrap looks really great.
291. It cuts down on visibility from inside the bus, but it's no major inconvenience balanced against the revenue that it generates for the system.
292. makes it harder to see out and increases the chance that I'll get motion sick.
293. can't see out at all at night, rainy days, etc. Usually obscures street signs
294. Except I find that it hurts my eyes to look out the window.
295. Poor visibility; felt closed in; ride less enjoyable
296. A little more difficult to see out the windows, but not THAT big a deal
297. I can't see out the window very well. I really like natural light and being able to see my surroundings. Sitting in a wrapped bus on a rainy dark day it's hard to see the stops and read street signs.



298. On humid days, I can't see out the windows at all when the bus has a full-wrap. Since I get motion sickness, I need to see out to avoid nausea. Otherwise, I don't care about the wrap.
299. Don't recognize busses as busses and the wrap makes me car sick.
300. I didn't notice any difference with the full-wrap advertising. I like it because it generates revenue and makes the buses future more secure.
301. It makes it harder to look out the windows. I work inside all day, and like having a view when I travel.
302. difficult to see outside
303. It's not possible to see out of the windows. Why have windows if the effect is one of diffused light only? Part of the experience of riding a bus is to see the outer world. Does this have a negative impact on people who are prone to motion sickness?
304. If it brings in more money and keeps the fares constant and you can provide better service, you should full wrap every bus in the fleet!
305. When it's rainy or snowy the windows fog up and make it hard to see where you are. It makes it hard to watch for your stop.
306. I hate looking out the window in wrapped buses: the blurry dottiness gives me a headache. And I hate not looking out the window, so I spend bus rides in wrapped buses with a headache.
307. It's hard to see through, especially at night.
308. On rainy/foggy days it is difficult to see out the windows which makes it hard to watch for your stop.
309. Moments of confusion deciding whether or not this is a Metro Bus. Also deteriorates the view from inside the bus--makes for a less relaxing bus ride.
310. It makes it very hard to see out of the bus so I can tell where I am supposed to get off. It also makes the buses look like trucks and commercial buses, particularly from the side and rear, and they are hard to identify as City buses
311. reduces ability to see out the window
312. It's nice to see Metro generating income from something other than fare increases. This was long overdue.
313. It feels like I'm looking through a digital world.
314. It's a mild negative effect, but I don't like the fact that I can't easily see out of the bus when it's not bright and sunny outside. Granted, when it \*is\* bright and sunny, the shaded windows help with the glare, but I'd prefer glare to not being able to see.
315. It is difficult to see out of the windows. If the windows are foggy or it is raining, it is pretty well impossible. Beyond that, i think they look ridiculous.
316. The full-wrap buses make it difficult to see out the windows of the bus. They make the interior of the buses darker.
317. They're terrible to try to see out of the windows. Especially in the winter months when it's darker - hard to tell where you are at on the route.
318. Can't see out the windows. Too hard to see where we are and can't rely on the voice prompted location recording.
319. It darkens the interior but if it helps hold down costs I can live with it.
320. You can't see out the windows quite as well, so I have to say negative effect, but it's not a big deal.
321. You cannot see out of the bus very well, it distorts your vision and on dark afternoons or rainy/snowy days it's hard to see your stop coming up. I understand why it's being done and I don't disagree with it.
322. can't see out the windows very well, esp when dark. Ugly too.
323. CAN'T SEE OUT AS WELL, KINDA MAKES ME DIZZY
324. Difficulty in seeing surroundings outside of busw.

325. Looking out the side windows as the bus is moving produces a sensation very similar to motion sickness. I've experienced this personally and heard the same complaint from several fellow passengers.
326. I don't like the Miller Light bus
327. I don't like that I can't see out clearly -- I think advertisements on the bottom half of the bus, under the windows, would be equally effective.
328. It does have a negative Affect but realize the need for additional funding for Metro. Its not negative enough that it should be eliminated.
329. Honestly, it's not that bad. When looking out the windows, it's darker/distorted but something I can live with especially when Metro is gaining advertising dollars.
330. It's harder to see out the windows; however, if it keeps fares/prices from going up, that's a sacrifice that I'm willing to make.
331. It is like riding a bus with REALLY dirty windows. The wraps also send a very clear message that transit is considered a low-end service primarily for people with few choices (and no taste?) who have to tolerate riding around wrapped inside a corporate billboard and hidden from public view.
332. Can't see out - can't make out street signs or other signs, can't see people's faces. Really annoying. Also. it makes me woozy to have the blurry movement all the time, while trying to focus. HATE IT!
333. I believe that it is important to keep rider cost as affordable as possible. However the full wraps tend to make the inside of the buses darker. I do not care for them since we have so few sunny days up here in da nort.
334. It's dark inside the wrapped buses. They are also not very attractive. Other than that, it's fine. The buses still seat as many people as always and get me to where I want to go. I appreciate them if they help keep fares at the same level.
335. it is harder to see out of the windows, but that is the only negative effect it has had on me
336. it reduces the dignity of the rider to have to be riding around in a commercial advertisement
337. I can barely see out of the wrapped buses. When I know that I can take a couple of different routes to get home/work, I will pass on riding in a wrapped one. Folks from other places use the buses to sight see -- but not on those wrapped buses.
338. clean, crisp graphics that informed and entertained us
339. If it's dark out, I get motion sick riding on a wrapped bus.
340. They're cool to look at from the outside, but it messes up the view while you're riding the bus.
341. It doesn't really bother me that much although it is more difficult to see out the windows.
342. feel boxed in... feel like a mobile commercial...
343. I don't like the windows being covered. It dims the inside of the bus.
344. I cant see out the window as well - which useful both aesthetically and for understanding where I need to get off.
345. Ads make it difficult to see through windows and figure out where you are, especially when combined with bad weather or riding at night.
346. When the bus approached I felt like I was getting on a party bus when the MGD wrapped bus came, and going to the casino when the Jalope bus came. I feel like low-income people are being exploited and encouraged to consume products part of unhealthy lifestyle choices. While riding, I couldn't see outside the window at all. I ride the bus quite frequently and whenever I have to ride a wrapped bus it is quite a negative experience.
347. It makes looking out of the windows depressing. The world looks dirty and gloomy.

348. It is much harder to see out of the bus window, making it difficult to see street signs and stuff, which is kind of important so you know when to stop the bus if you're on an unfamiliar route. Also, a friend of mine has complained that the "dot pattern" you can see on the windows from inside gives her a headache when the bus is moving.
349. its harder to see out, and possible i would miss my stop if i were riding a route for the first time. but that doesn't happen very often.
350. The wrap makes it very difficult to see out the windows, especially when it is dark out, and in the winter, when salt and dirt are on the windows. I generally feel carsick when I try to look out the windows of full wrap buses.
351. Can't see out windows as well as the usual buses.
352. Couldn't see as well out the windows.
353. It was difficult to see out. It felt bad to ride in a mobile billboard.
354. It blocks a good portion of the light coming into the bus. Also, despite being perforated, the wraps make it hard to see out of the windows, especially at angles.
355. can't look outside, hurts your eyes, hard to see your stop,
356. I feel they are unsafe ...no one can see wht is going on inside the bus...if something were. they block the view and the light.
357. I liked how the windows were covered on some of the buses. It shielded the harmful UV rays from coming into the bus.
358. cant see through them very well
359. I didn't like the obstructed view or decreased light - it makes the bus even more claustrophobic. I also find the "in your face", larger than life advertising oppressive and overwhelming. If metro absolutely needs advertising revenue then I would prefer something less obtrusive. However, I think that accepting alcohol ads is totally unacceptable. Metro is a public service and should have higher standards than the average pulp rag.
360. I can't see out the window which can be very inconvenient when I'm trying to find my stop or I'm taking the bus to a place I've never been before--especially during winter when the snow makes it harder enough to see
361. Like riding in a limo with blackened windows
362. The only thing I don't like about the wrap is when you look out the windows. I don't like the little dots formed by the wrap.
363. Although I personally dislike full-wrap advertising and find it quite annoying, I feel the benefit of providing additional revenue for Metro purposes cancels out the negative effects.
364. hard to see forward (at an angle through the wrap). Annoying when trying to see where the next stop is.
365. I didn't care for the reduced visibility out the window, but it wasn't horrible.
366. Riding the bus, I enjoy looking at houses, gardens, the lake, other scenery. I felt queasy in the wrapped bus and had to look straight ahead. Very uncomfortable.
367. One of the apeals of riding the bus is the view, while you can still see out the windows with the full wrap, vision is very obscured. I only ride the bus about half as often as before (I also have a car). Also, it makes it nearly impossible to read street signs or look for vaguely familiar landmarks at night when riding unfamiliar routes.
368. I find the wrapped buses to be claustrophobic and dark when riding them. When it is raining or snowing, it is also occasionally difficult to see where we are on the routes. The buses are often very crowded and unpleasant, so cutting down on the view further diminishes an already difficult experience. In order to avoid staring at your fellow passengers, you have to now stare at the equivalent of a wall or your feet.  
Note: I am extremely dedicated to riding the bus and non-auto transportation in general.

369. There is a feeling of being less safe since people can't see what is happening inside the bus.
370. The blurring of the view out the window is very unpleasant. Part of the experience of bus riding is being able to look out the window at different neighborhoods, people and sights. The "grayish" cast to the windows caused by the wraps is depressing. Bus advertising is ok, but please keep the windows clear.
371. IT is hard to see when my stop is coming, especially on cloudy or rainy days.
372. The interiors are darker, and it's more difficult to see outside, especially at certain times of the day.
373. Very annoying.
374. I don't like the way the wraps compromise visibility. While you can see large scale structures fairly well, they make it impossible to read signs because such small details get blurred through the wraps.
375. Hard to see out the windows, especially if it's dark, raining or you're sitting right next to them. On the plus side, keeps the sunny side of the bus cooler on hot days.
376. Claustrophobic, dark, and creepy-feeling.
377. I felt like I was in a cave; and that Metro was more concerned about people who could see the wrap advertising (people in cars) than riders on the bus (who are in the cave).
378. can't see where i am. makes ride generally much less pleasant. but also if i am not sure of the route, makes it impossible to see where to get off.
379. Much more difficult to see out. In addition, it is sometimes hard to identify a full-wrapped bus as a bus when waiting at a bus stop.
380. Weird but got use to it. However, on rainy evenings, made extremely difficult to see where we were in relation to when my stop was coming up.
381. Our environment needs less advertising, not more.
382. Can't see out the window. When you try to look, you kinda get vertigo because your eyes don't focus properly.
383. I don't know who came up with that idea ....
384. I couldn't see out the window I was sitting next to - I could only see out the front window of the bus. I wasn't sure where on the route we were. It gave a very claustrophobic feeling to the ride - I did not like it at all. The buses also look very ugly with the wrap around advertising.
385. travelling in a saran-wrapped bubble does not make for a positive riding experience.
386. It makes me ill to look out the window. You have taken away the one joy I had riding the bus -- looking out the window. My roommate, from Peru, also complained to me that she likes to tour Madison by bus, and the wrapped bus makes it difficult to see.
387. Reduced visibility is just the beginning of the problem here. There is no denying that this bus wrap advertising scheme makes me an unwilling partner with any company "renting" the bus I ride. There are precious few companies that I want to have that sort of relationship with. What is my soul worth? When do I refuse to ride a bus because the company being advertised conflicts with my value system? This implicit partnership with a becomes
388. The exterior view is slightly affected, but there's usually a shading effect which is welcome in the summertime.
389. more difficult to see out windows
390. The wraps make the bus a closed uncomfortable place and because I navigate by landmarks and not street names it makes it hard to tell when the bus is approaching the stop I want. Because of these factors I have completely stopped taking the bus,
391. can't see in, makes bus-riding scary from a personal safety standpoint. I can't see in before I get on, and no one can see me from the street once I'm in...

392. hard to see out the windows
393. Can't see out the windows. Difficult to judge where you are.
394. impacts visibility
395. The bus felt dreary and I felt less safe.
396. I hate the alcohol ads! Otherwise, fine.
397. It would be better if windows weren't wrapped, however, i would rather have a wrapped bus pick me up rather than no bus at all
398. you can't see out of the windows
399. I get car sick and its worse when riding on buses in general. Then when you add a full wrap to the bus it made it even harder to see out the window which is all i can do to counter the car sickness.
400. I can't see out the window like I used to be able to. Now it feels like I'm riding inside of a candy bar. Sigh.
401. It is hard to see out of the bus, which makes the ride much more unpleasant. It has occasionally made me feel slightly ill on longer trips due to motion sickness (the eyes see no motion due to the wrap while the ears feel motion).
402. One of my favorite things about riding the bus is looking out the window. The full-wrap buses make me sick when I try to look out the window--all of those little holes are too hard to see through. The bus also seems dark and gloomy inside.
403. can't see out the windows very well--get motion sickness
404. It is hard to see outside of the bus. Sometimes the only nice thing about riding a bus is being able to look out the window and see things that you normally cannot pay attention to because you are driving.
405. It doesn't bother me at all. I notice it when I board but it doesn't bother me. It can be a little difficult to see out of the windows but I have no problem identifying my stop. Some of them look better than the average bus. It adds variety I guess.
406. But, it is a little harder to see out of if you're looking for a stop
407. I like the privacy it brings to the riders.
408. Looking out the window makes me feel nauseated.
409. Cannot see out the windows and maybe the wrap prevents the windows from opening too. Riding one of the full-wrap buses feels very stuffy because of it.
410. At night, it is slightly harder to see out of the bus and identify my stop in a poorly lit area. During the daytime, the full-wrap bus has no impact on me; I can tell from the inside of the bus that it is wrapped but can see out just fine.
411. Can't see well out of the windows, very annoying. Darker on bus, harder to read.
412. Can't see out the windows.
413. Paint dots are too big to see out the windows
414. I can't see detail outside of the bus! It's absurd!
415. It is difficult to see out the window, but overall it doesn't really bother me.
416. The wrap significantly reduces the view out the windows.
417. I think it looks cheap and tacky and takes away from the Metro "brand." I do think advertising opportunities inside buses are underused. Bus riders are a captive audience and inside advertising has a long history. Why isn't there interesting copy and visuals in bus ads, capable of sustaining a rider's interest over several blocks?
418. Difficult to see from the inside, horrendously ugly on the outside
419. especially when on a longer metro ride [i.e. 1/2 hour or longer] the fact that one cannot see anything clearly out of most of the windows really seems to make the ride take longer. On rainy/drizzly days, it is nice to be able to look out of the window and see exactly what is going on. I know that you are unable to cherry pick your advertisers, but I am offended by the beer and casino advertisements.

420. I like to look out the window when I ride the bus to watch the scenery go by but on the full-wrap buses it becomes quite difficult and is often gloomy on the bus even when it's sunny outside.
421. Firstly, if I have to pay a fare, I don't want advertising to block my view; I can't see out and end up feeling claustrophobic. Maybe these buses should be fare-free.
422. I don't know exactly how much wrapping the buses affects riding rates, and if it had a significant impact, I would say to keep them. However, I have a very difficult time riding wrapped buses because I cannot read the street signs and am forced to guess or use landmarks for when I request a stop. Personally, I don't like to be surrounded by advertising in my daily life - when I'm riding the bus, that turns into a literal statement!
423. it's a mild annoyance - harder to see out of the bus windows and the buses look really garish. I find them much more distracting than the older style, smaller bus ads.
424. It blocks out more sun without restricting the view of the outside
425. They are difficult to see outside of, almost the the point of you just don't want to look outside of the window. I wish the busses did not have them.

**3. In the future, Metro Transit is hoping to continue the bus wrap advertising program which would generate thousands of dollars of additional revenue for the system. Does this affect your opinion of the program?**

Yes	47.0%	378
No	53.0%	427

Additional Comments

1. I understand why this is being done, but overall I had when systems sell-out to advertisers. Also, I think the alcohol ads are inappropriate.
2. Have more billboard buses to generate more revenue for the bus system
3. Obviously, if the wraps help Metro plus financially, they are a good thing overall.
4. It is probably worth the money even if it is annoying.
5. Because it seems as though Madison Metro didn't look at it from the perspective of those inside the bus...the riders and the other large source of revenue.
6. Fine with me
7. As long as public transit is viewed as a grudging concession to allow those who can't or won't run an automobile to get to and from work (though with great difficulty) but not to, say, go to recreational activities or even shopping, the whole downward spiral of "bus service is too infrequent, has too little coverage, and ends too early in the evening -> people don't consider the bus a viable alternative to driving -> revenues are poor -> transit authority needs to hike fares, cut routes, or adopt annoying advertising -> bus service becomes less frequent and \*also\* less pleasant -> .. and so on.. " will continue. So, well, what can I tell you? I'd rather the irksome mesh covering the windows than for Madison bus service to become even more phoned-in than it currently is. But it doesn't change my actual opinion of it.
8. Yes. Generate more money to make a more pleasurable experience for the passengers/to add better routes (to Middleton on Sundays, for example).
9. The bus system existed for decades without wrapping.
10. always assumed that it was about money, so this statement isn't surprising. I understand this is a capitalist society, and have absolutely NO problem with whatever any business does to make money.
11. In general, I am unsupportive of a public transit system growing more reliant on funding from advertisements, and would certainly rather see an increase in public funding for transit.
12. Unclear how this will effect my bus experience. More routes, more frequent, light rail, cheaper fares?
13. On-time arrivals are far, far more important than what the bus looks like.
14. I doubt the benefits of the additional revenue would be passed on to me. I'm a 31-day pass user and it seems everytime there's a rate hike it effects us the most, which has always struck me as odd because I would think 31-day pass users are probably Metros most loyal customers.
15. It is important to fund Metro through our taxes instead of by making the buses ugly and unpleasant.
16. I support it.
17. Depends on what kind of advertises you show.
18. Bus wraps do not bother me.

19. I don't like the full wrap ads. I think the only tasteful one is the hybrid bus one. Otherwise I think the panel ones were more tasteful and not so obnoxious.
20. Is it going to keep the rates affordable so that the poor and homeless will still be able to ride?
21. The system would benefit greatly from additional funding sources, with the increased cost of oil. If you could see better through the windows on full-wrapped buses, I'd have no problem at all.
22. The bus wraps are ugly. They detract from our beautiful city and in some cases the message is repulsive. There must be another way to get additional revenue.
23. I would rather pay a greater fare and be able to see out of the bus!
24. I understand the need for revenue generation, but I don't think advertising should include alcohol products on ANY of the busses.
25. The advertising does not bother me and I think it is a good way to raise money, I would just like to be able to see out the window a little easier
26. I would be disappointed if they continued because it is difficult to see out the windows. I understand additional funds are needed, but find a different option.
27. will it reduce my fare?
28. I think that it is great
29. Maybe this will help keep the price of bus fare to a minimum.
30. Whatever needs to be done to not raise base fares.
31. If you're getting thousands of dollars from this, use some of it to figure out a way to "half-wrap" the bus, the windows won't be covered.
32. While I understand the need to make money, it still is annoying to have to deal with.
33. if it helps the underprivileged to be get around then by all means.
34. Get rid of the wraps
35. If this brings in money, fine. However the Miller beer ad is a bit much...
36. It makes me rather discouraged about riding the bus. And it makes me think there must be a more creative and talented ad agency that could figure out a way to work the windows in to the design.
37. At least keep the front half of the windows uncovered
38. I think it makes the buses ugly, but if the additional income lowers or stabilizes fare, I'm all for it.
39. there must be a better way for Metro Transit to be successful
40. I feel that it would be good to have the revenue, but drivers have expressed that it is difficult to see. Safety should be the main concern, therefore drivers should have a large say
41. Bucks have to be secured. Persons who do not ride Metro daily, as I do, may not appreciate the need for this less costly alternative to driving. The aesthetic argument from non-riders has less than no standing with me.
42. I get that you need the extra money and I do like that I'm not expected to pay more. However, I think you need to be stricter with who you allow to advertise. And really, did we really need to do a full wrap?
43. Advertising money is important as it helps keep costs down
44. Go ahead so long as the bus wraps look pretty.
45. Not worth it to sell out.
46. I also understand the need for Metro to raise additional funds, and am willing to forgo some personal benefit on account of keeping fares low.
47. No, there must be a better way to generate revenue. I pay to ride the bus, too....not just large corporations!
48. It's great to generate money to make the busses better. Though, there must be a way to still have the full-bus wrap and have better visibility



49. find another way to make money or at least open a slot about 6" high along the bottom of each window to at least give a rider a chance to see where theyre going but honestly, its rediculas, try seeing where youre at night forget about it
50. Can't they paint the windows like they paint one-way mirrors?
51. I also think they are hideous to see on the streets.
52. With the grossness and outrageousness, not to mention utter lack of artistry, of the ads, the program could not possibly raise enough money to make me favor it. Besides, "thousands of dollars" is a pittance compared with Metro Transit's budget.
53. Continue the program but leave the windows open so light can get in.
54. why do you need to cover the windows. i have an idea, why don't you cover all of your windows (car, home, office, etc) with the same material and see if you approve.
55. That's the only thing making it tolerable in my mind, that it will keep fares down. If it would be possible to trouble-shoot, design ads that would have less of an effect on the riders' experience, it would be fine by me.
56. 'Twould be pretty bitchin'
57. I think it's a sell-out. The program doesn't mean Metro condones/validates any of the products/services you advertise, so I don't think it's appropriate for Metro to use its fleet for advertising.
58. But not that much
59. I understand the need for Metro to obtain more money. I can make some sacrifices to my riding experience if it means that Metro is better funded and doesn't need to increase fares.
60. I know the bus system needs to make money in order to be viable and that overrides my concern about being able to see out.
61. Is there a possible compromise where the windows could remain uncovered or less obscured?
62. It looks nice on the bus and I think it would be a smart choice to continue the program.
63. It's good that the wrap generates revenue for the company. But it's not good that most advertising comes from Beer or Casino companies for youths to see.
64. I still get from A to B, so I can't complain too much about not being able to see the scenery on the way.
65. It makes me think that its a good idea, because extra revenue will mean that there is improved service and a better experience for all those who ride buses.
66. There are other ways that Metro could make money in advertising. Why doesn't it sell more space on the inside of the bus? The great majority of posters inside are about Metro, how to ride, tornado drill information, and others that are unnecessary. Selling space to advertisers here seems like an obvious choice. Also, you can advertise on the outside of the bus without making a wrap.
67. More revenue for the bus system will probably help fares stay low, so it's a great idea.
68. I dislike the wrapped advertising.
69. Because of the expenses the city and Metro take on, I am in support of having more revenue generating bus wrap.
70. I am not opposed to some advertising on the busses, but I feel that the full-wrap advertising is in bad taste. It makes the busses difficult to recognize, and sends the wrong message (particularly when the advertisements are for beer or casinos). The busses are a symbol of the city government, and to turn them into full-sized advertising venues reflects poorly on the city of Madison.

71. Please do not let gambling and liquor companies to participate in the bus wrap. If you financially need bus wraps, use wraps that do not support negative influences to children and new college students.
72. I don't like the idea that you can't see inside and theoretically outside. I don't know I guess it just makes me feel less safe. Also, since I don't know the routes too well, it seems like it would make it difficult to see my correct stop.
73. Would the extra revenue decrease the price of the fare?
74. I wish the advertisements were less consumer products, and more things like the wraps on the hybrid buses promoting hybrid engines. Also, I think it is terrible to have alcohol ads on buses - almost like promoting drunk driving.
75. I don't think it is appropriate for city buses to have alcohol advertising on them.
76. The money out-weighs the bad.
77. the revenue is good, I like seeing the nice things on the buses
78. Keep costs down for riders please!
79. I'd rather increase the cost of bus tickets or increase the cost of advertising for below-the-window ads. Or put ads in the metro guides.
80. I like the program a lot more now. Money to operate the service has to come from somewhere, so any riders with a negative opinion of the advertisements should offer to pay more for their fares or higher taxes.
81. Compared to the overall budget of Metro, I do not feel the added revenue is worth the negatives of the program.
82. Depends on what the money is used for. If its used for running more buses then I am all for it. If the money is just going to be pure profits for Madison Metro, then I don't care.
83. Great idea to save money
84. makes sense, i'm sure the system needs other sources of income
85. Do what you need to do to support the bus system...it seems nobody else in madison will support Metro.
86. I think they should do it to take advantage of the \$\$ to be made in advertising.
87. i have no choice to ride when the weather is inclement, but every chance i get to bike, i will.
88. Couldn't the advertising, as hideous as it is, be below the window line? Is there any evidence that the businesses using this service are obtaining more customers from this type of advertising? Personally, it would make me less likely to be interested in that business.
89. Good bus service is essential to the community. If it takes wraps, so be it.
90. I feel that if Metro Transit can generate additional revenue for the system so that the fares to take the buses remain less or stay the same for everyone by using advertising as a means to do this then it is a win-win situation for everyone.
91. The more money gained by advertising, the less the fare. Look at the internet...all those sites supported by ad dollars.
92. If it helps fund more frequent service and extended hours on weekends, I would appreciate that.
93. Why does a city with strong billboard laws, allow something as disgusting as this? Its a public bus, whats wrong with publicly funding it?
94. Fewer people will ride the bus so you'll need more money if you want to keep the empty buses running.
95. I fully support a program like this that helps to provide financial stability to the metro buses and keeps fares at a reasonable and affordable rate, particularly with the economy sucking right now.

96. I would have no problem with it, if - and only if - you left at least a bare-minimum of, say, 6 to 8 inches of "open" window visual area. This "open" area, where no wrap advertising would be placed, could easily blend right into whatever the ad is intended to say. The Einstein-wireless ad, as you showed for an example, would not look strange, if it had a horizontal stripe going through it, just tall enough to permit clear vision.
97. A city needs affordable public transportation. As fuel prices increase, other revenue streams need to be used to their full potential. Advertising revenue needs to be as high as possible
98. It's typical business short-sightedness--salivate at quick, easy money while ignoring the customer and then wondering why people aren't coming back for more (or back more often). At least get it off the windows!
99. There should be a way of generating revenue without sacrificing riders visibility. It's particularly irritating when you are new to the area.
100. I think it is great that they are getting additional revenue and helping local madison businesses
101. I don't like being bombarded by ads, but I value the Metro Transit and realize it has to have funds to operate.
102. It should be illegal to advertise on public transportation vehicles. We, the riders, do not choose what you advertise yet our constantly assaulted by these obnoxious ads. The buses are absolutely ugly and I am appalled that Madison supports this.
103. It is a huge punishment to the riders of the bus, who have to endure riding a bus without windows. It generates income at the expense of the people actually on the bus.
104. How about a partial wrap, where an 18" tall zone is left open for the riders to see out? I'll pay more to ride the bus if I don't have to ride a wrapped bus.
105. I do want Metro to be solvent; I understand the need to generate revenue. I guess I feel that \$100,000 would be worth it, but \$10,000 wouldn't.
106. I really believe that advertising IN the bus is the only justified form advertising. If the wrapped advertising continues, a good rule of thumb would be to avoid putting on the exterior of the bus anything that the city would not be will to advertise IN the bus.
107. I think it is fine as long as the advertisement is appropriate.
108. i understand the system has a budget crunch, and if there's absolutely no other option, fine, but it really does make for a less enjoyable bus ride.
109. My opinion was, and is, in TOTAL OPPOSITION to the bus wrap program.
110. Only if it means that we'll have more measures to improve safety on public transportation.
111. Yes, I understand the need for revenue to keep the system going. But if you could please allow for more outward vision for the passengers, that would make a \*huge\* difference for me.
112. This need for additional revenue should be balanced with rider comfort. So if the some open windows can be incorporated into a specific ad, it should be done.
113. I don't mind the program so long as it's not most buses and you don't do tobacco, alcohol or gambling. You'd get fewer complaints if you were a bit more selective.
114. it would be nice if advertising could be used to keep fares from rising as fast, but I bet advertising revenues would plateau once all avenues have been pursued (i.e.: full-wrap ads on every bus), but the costs of operating the system will always be growing, so we'd get to a place where we have a ton of advertising, but still have increasing fares
115. Hopefully, Metro Transit can turn those funds into new routes. Thu, 5/1/08 5:27 PM
116. That's very disappointing.

117. If they could come up with a better screen for the windows (more see through), I would be more supportive. But I don't find the busses attractive from the outside either.
118. I think a compromise could be reached that allows the ads but either don't cover the windows or apply very translucent material over them.
119. I know they need the revenue, but I think this is a disgusting way to raise it. I've been riding Madison busses for 41 years now, and always thought it was a good, well run system, but this program really "cheapens" it. These busses are UGLY!
120. I love the wrapped busses!
121. Money should not be the only concern. I think it is highly inappropriate in a city where binge drinking is a HUGE problems to cover busses in beer ads. Also, as a person who is riding the busses now rather than driving to conserve energy, I believe I would prefer the partially wrapped bus to the full wrap.
122. They are eyesores.
123. I think it's a smart idea. If it makes more money for mass transit systems, why not?
124. Metro Transit needs revenue and advertising is one source but see my other comments regarding the need to balance it with safety and sustainability of the materials used.
125. What about all the empty spaces for ads on the inside of the bus. What's up with that?
126. Please do it! If it helps to reduce costs, do it, do it, do it!!
127. Nice that it generates revenue and keeps costs down, it would just be nice if it didn't impede my view.
128. I think it is a great way to generate needed funds to support the Metro Transit system.
129. I think it's good to bring in the revenue--however, as a rider, I'm disappointed that the windows are hard to see out of.
130. I'm sure you need to get funding from wherever you can get it to maintain good operations.
131. Maybe if the amount made is substantial. I wish that you could go up with a wrap that allows in more light.
132. As I mentioned, I think advertisement is perfectly acceptable, but this type interferes with the service being provided.
133. The revenue is necessary! It will off-set the high fuel costs.
134. I suppose the added revenue is worth the minor inconvenience of not seeing as clearly out the windows.
135. I cannot ride a wrapped bus.
136. OF COURSE YOU ARE DOING IT FOR THE MONEY. BUT IT MAKES FOR A BORING BUS COMMUTE WHEN YOU CAN'T EVEN LOOK OUT THE WINDOW. PLEASE CONSIDER ONLY BLOCKING THE BACK HALF OF THE WINDOWS. AT LEAST YOU GET SOME REVENUE AND PASSENGERS CAN STILL SEE OUT 50% OF THE WINDOWS.
137. How many thousands? Is there some way not all of the windows need to be obstructed?
138. On one hand the Metro always seems so broke that it is nice to see the added revenue. HOWEVER, it can never make these busses seems less ugly, intrusive and terrible to have to see on our streets. The WORST is when they drive through downtown advertising alcohol larger than life. Just what a city desperately trying to curb intoxication needs!!!!
139. anything that can generate money for public transportation is cool with me

140. I like the program, and think it's a necessary step. I just wish it didn't affect riders' ability to see out the windows.
141. If it means keeping fares low and drivers paid then I'm in support.
142. Don't need to be walking billboard to get to store-work, etc.
143. I ride line 29 so I haven't been on a wrapped bus. I am all for additional revenue to keep ride prices down, however I do object to alcohol and gambling advertising.
144. i can understand the need for additional revenue
145. I don't like the wraps because they block the windows. I don't care if all the buses had advertising on them as long as the windows weren't blocked.
146. If it helps generate revenue for metro transit, I think it is a good idea.
147. I think the drawbacks are minor compared to the revenue. If this expands service, it's definitely worth it!
148. negatively
149. It really is a black mark for Madison Metro. Why don't you increase the number of buses with advertising on the outside but with the windows clear.
150. There have got to be designs that would leave the windows more open. Or other ways to generate money.
151. I know Metro needs money, but please allow your riders to see out of the windows clearly! Some of us need to watch for our stops!
152. I think any idea that generates additional revenue is a good idea.
153. I am for metro increasing revenue through advertising to keep services affordable
154. Thousands of dollars? That seems like a paltry sum. Thousands of dollars every few days, maybe. This should be generating \$100k a year.
155. I don't mind them and if it helps keep the cost down I think it is a great program.
156. Again I hope that Metro is more thoughtful in selecting advertisers. What kind of message do we want to portray as a city? for children? I will not board a bus wrapped in images of beer or a casino ad if I do not need to be somewhere at a particular time. Other ads which are neutral, whether it be advertising cell phones or new tires, are fine and sometimes beautiful to look at.
157. In general, I feel that there is too much commercialism in the world and this doesn't help. However, I understand the budgetary needs and can tolerate it grudgingly. I would rather see this program used for organizations like the YMCA or Community Shares but the wraps are probably too expensive.
158. good for the system
159. I understand the need for money, but there are some things that degrade the riders experience too much. I don't mind advertising on the busses, but please let us see out. I spend an hour a day, many spend more on the bus.
160. There is plenty of room to advertise on buses without wrapping the windows also.
161. Great idea, good means of obtaining financial support
162. I think the full-wrap buses look neat and if it generates needed revenue then that is great.
163. I say go for it but keep them decent and in good taste.
164. It makes me feel better about it.
165. It's good to have the revenue, but does it have to be so tacky?
166. It disgusts me that this is happening to publicly funded transportation services. Have a referendium and see how many Madisonians appreciate this negative externality.
167. The inside of the bus was dark. It was difficult to see out of the windows. It was not a pleasant ride.
168. yes, i understand that it helps with income, but I could you change how much the windows are covered?
169. Try to keep it off the windows.

170. I know Metro is desperate for revenue. I wonder if the police or fire department are willing to wrap their vehicles. Like buses, their shapes are distinctive enough that the don't "need" standard livery -- besides, the safety officers have lights & sirens!
171. I think they look hideous
172. i assume it will keep costs to riders down, improve service and maintenance of bus.
173. I think that it is a good idea if it helps keep the cost of busing lower.
174. It makes me dizzy looking thru the advertising. Are we going to get a lower bus pass rate????? Your cutting routes and advertising too????
175. Metro is a public transport, and should be funded by public funds, not by corporate interests. It demeans us as a city to have our resources sold to the highest bidder.
176. I understand the need for funding revenue, but if the negative effect of that funding harms the service itself, then it seems one must take that into account in deciding whether to continue the program. IF there is some way to do "limited" wraps that don't cover the windows, I think that would be much less harmful and imposing on the riders.
177. I understand the need to generate revenue, but is it really necessary to cover the windows?
178. As long as wrap advertising is tasteful and not offensive
179. speedway ponderosa tds dish tv
180. How about partial wraps? Not over the windows, please!
181. Being a college student and getting a bus pass through my tuition, maybe the idea of receiving revenue will help lower the cost on students to ride?
182. Great idea. Don't listen to the whingers complaining about aesthetics, or whatever nonsense they base their objections on. It beats fare increases!
183. if it makes riding free, then i'd be okay with it. otherwise, i think it's an eyesore.
184. I understand the need for revenue, and if it were a choice between the ads and raising Metro fares, I support the ads. It would be great if there were a way to make it so you could still look out the windows, though.
185. I do not object to advertising on the outside, or the inside, of buses. I object to covering the windows with advertising graphics. The windows should be kept clear.
186. I suppose extra dollars would only make the bus service better, so I suppose I can live without seeing outside the bus...
187. Find another way to finance transportation.
188. As long as it keeps the prices down but doesn't affect my view, it's OK
189. If we are going to do this to the buses, then we should stop seeing so many (frequent) route cuts and fare increases!
190. No. Full wrap of the windows stinks. If you are listening to a portable audio device and cannot hear the stop announcement, it is very possible to miss our stop if we can't see out the window. We listen to radio or music on the bus to drown out the fowl language that is usually emanating from the back of the bus. It would be nice to talk to other people on the bus without the interruption of the constant "mother fucker" and "fuck you's" being shouted every 10 seconds...especially on the southbound #4 bus. We've heard both of these phrases bellowed over 500 time in one trip from nears East High to Dean Fish Hatchery Clinic. We realize this is about advertising, but riding the bus is a package deal. The good the bad and the ugly.
191. no alcohol or cigarettes
192. Metro Transit should discontinue this type of advertising and get revenue from another source. This is totally an inappropriate revenue source! Bus wraps are ugly and distracting when driving due to the nature of their large images. Also, they make the bus not immediately recognizable as a bus because the images are different (regular Metro buses with the same logo/design are uniform and recognizable as a

- bus!). Also, ads for beer and cigarettes are totally inappropriate and completely send the wrong message by our City! Especially in light of the recent fact that Wisconsin is ranked #1 for drunk driving in the US!!! These products should absolutely NOT be advertised on City owned buses!!!
193. it doesn't mean I like it.
  194. If you are going to continue this don't advertise beer or fattening foods.
  195. if you can not spend anymore and cut taxes that would be great. Don't just spend it.
  196. Money good
  197. I feel it is a positive: 1) more revenue and 2) better looking buses. The traditional bus cards generally have very poorly designed graphics while the full bus wraps are all of high quality design. The aesthetics of the urban environment is very important to me and I feel these are a significant improvement. (P.S.: I have absolutely no vested interest in this program. I don't work for the bus company or for any company involved in producing or buying these.)
  198. I don't mind if they are wrapped as long as the windows were more transparent. Also, where is the money going? Do you plan to spend some of the money to make the bus system better and offer more routes and at more times. I would like to see some popular routes that run all through the night and morning. At least every hour or so. It is hard for those that work late hours to get home from work past midnight.
  199. 'Thousands of dollars'? 'Thousands of dollars is peanuts when you consider budget figures for even small municipal governments. Somehow we've got to bust loose some of the millions— thousands of thousands— of dollars Madisonians send to the State House, and some of the billions— thousands of thousands of thousands— we send to DC, and keep it or get it back in Madison in order to restore the 'Thousands of Cuts' recently inflicted on Metro and to build a system that meets all the needs of all of Madison's riders, 'non-choice' as well as 'choice'. 'Choice', Metro, 'choice': Hear how bad that sounds? Whose choice? Do you mean they choose to leave their cars in their garages and Metro into work 9-to-5 Monday through Friday, or do you mean you choose to cater to them? Yours, Ted Voth Jr
  200. It is very sad to see our city government bowing to such over the top advertising. It is very sad.
  201. I'm all for it.
  202. Would prefer to keep rider rates low.
  203. I do find it sad that Metro has to rely on this instead of tax funds to support the system but that is not a reflection on Metro.
  204. The dollars are not worth the ugliness
  205. I do want public transportation to be well-funded, and I'm willing to accept that wrap ads are a good way to get new interest. I would hope that a little more controls are put on how they look though. One of the Einstein ads I've seen has the bus all in bright green with these HUGE blue letters, something like "NO ROAMING" and its just way way too much.
  206. If you can find a way to wrap the bus but NOT obstruct the windows, then I'm fine with it. Otherwise, the full-body wrap will continue to negatively impact my bus-riding experience.
  207. Putting this additional advertising on buses does of course open Metro up to even more scrutiny of what the additional revenue generated is used to pay for. That additional money should be prominently ear-marked for uses that add value for all riders, and even for all citizens, including non-riders, since everyone who sees the buses has a stake in the money raised. Maybe use that revenue for deferred maintenance, or to make up short-fall in city funding (which would allow the city to use the money somewhere else).

208. if it means that more routes will stay open, it's better.
209. Although the wraps are a huge personal nuisance for a rider who relies on the bus every day (I don't have a car), if the revenue prevents elimination of service, I can put up with the wraps!
210. If it keeps the buses running, then keep doing it.
211. Riders need to be able to see out of the windows, clearly. It's not so bad during the daytime, but at night (or for someone with poor vision) it is impossible.
212. Wrong way to go! This is putting money over the common good and welfare of the people.
213. Find another way to get revenue...
214. understand that Metro needs the money. i do, really. i just think that safety and comfort of the passengers should rank above the difference in income between full-wrap and what i suppose could be partial-wrap.
215. This is tough to answer as a yes or no. Yes, I am very glad that Metro can find a way to help continue to bring the very great service that they provide. Do I like the fully-wrapped buses? No! Do I want to see more of them? No! Are the partially wrapped one (where the windows are open) seem like a better option? Yes!
216. I also don't like some of the pictures. One of them scared my daughter.
217. I think advertising is a key element in generating revenue for the system, however, is there a way to keep it off the windows? I don't mind the type of advertising either I just don't think it has to be that obnoxious.
218. We need the revenue, and if it could help add routes and service this should ALWAYS be your primary goal.
219. I'm glad you guys are making money but it still really bugs me when i can't see on the bus.
220. If it makes money and is not in poor taste I am OK with it
221. see previous comments
222. I understand the need to raise revenue. I do not object to the concept of increased advertising, but I do object to the obstruction of passengers' view. I'd rather pay an increased fare than not be able to see out.
223. i think we need buses as part of the transportation solution, and we need more support for the system we have, but i was always taught not to do something just for the money
224. I already knew that revenue was the reason for this, and I appreciate the need. It nevertheless remains a negative experience. I enjoy looking out the windows as I ride the bus. Madison is an attractive city. I felt especially disturbed as the daffodils and forsynthia began to bloom this spring and I could barely see them. The bus is my transport mode, as I do not drive, and it is hard for me to get to our beautiful places, so what I see from the bus is especiallly important. I wonder whether a partial wrap would be a possible compromise. Incidentallly, I am far less inclined to buy a product whose advertising offends me.
225. I can understand the getting extra funding, but there has got to be a way to design it better so your view is not obstructed as bad as it is currently.
226. It makes me even more unhappy. This is a poorly thought-out program.
227. Metro should have locked in a diesel fuel price when it had the chance several months ago. That alone would have made up for the lost revenue by getting rid of the wraps.
228. What a great source of additional revenue.
229. Like I said, if wrapping the buses means that I'll eventually have weekend service (my weekend commute from High Point Road to downtown is a 2-hour round trip with Metro right now), wrap them.



230. Yes, negatively. Metro shouldn't have to prostitute itself to crass commercialism to get funding. The city should fund the bus system at the level needed to provide a high level of service. What's next, ad wraps for fire trucks, police cars, and garbage trucks?
231. Bus wrap advertising is one of the stupidest marketing ideas I have ever encountered. Whose brilliant idea was it to cover the windows on a moving vehicle?
232. There has to be a better way to raise money. Ads permeate everything in American life. Give us a break! Buying more things isn't the answer. This cheapens the look of the whole city, and I'm ashamed of Madison.
233. Just because there are advertisers willing to pay for displaying their message does not mean we should take their money. Shall we paint advertising on Monona Terrace if there is a willing advertiser? No!
234. Looks cheap & tacky. Please, just have them on the lower portion of the buses like before, and leave it off the windows.
235. I don't think it's worth it. The net thousands of dollars if few. I was on board in Washington during Metro creation. What you're looking for is familiarity and buses to look alike. When buses come you don't know if it's a beer truck or bus. And in favor of unwrapping. The net per bus still would not warrant it. I think the city should be budgeting for the bus and not using these scapegoat things to fund the bus.
236. If it will keep the fares down, go for it!
237. I really dislike the program for a number of reasons.
238. Much as I like to look out the window, I also like to have the bus system well-funded - by whatever means works (including advertising).
239. Free rides on the wrapped bus. They need to generate tens of thousands per bus to justify the eyesore. Even then, they're probably not worth it.
240. I know advertising money is important to the system, and I know Metro needs more money to increase service, which is definitely the most important thing that needs to happen. But the windows are still unbearably annoying. Maybe there's a way to make the window mesh bigger, and easier to see out of?
241. If it is needed to support affordable accessible mass transit, then I have no problems with it.
242. I'm quite certain that the marketing and/or accounting genius who dreamed up this fund-raising scheme does not have to ride in these confounded, sightless contraptions on a regular basis. Otherwise by now he would surely have kicked himself in the rear.
243. Please continue to do this, if it will maintain Madison Metro in the black. This is one of the worst managed public transportation systems in the country, so it needs all the help it can get.
244. I understand that the need for revenue will play a more important role than mild disappointment from ridership with the decreased visibility, so I can live with it. I just wish we didn't have to!
245. I think it would be a good source of revenue, but I think there should be standards for what is acceptable. Products that have a negative health effect: tobacco, alcohol, fast food, soda etc should not be permitted.
246. It is a good idea.
247. It is a great idea and it helps keep cost to the rider down.
248. If that makes the bus tickets cheaper, fine. I cannot imagine that covering up the windows with advertisement makes so much more revenue than sparing the window space....
249. I certainly appreciate and do not begrudge the revenue stream, but it definitely has a negative impact on my ride.

250. I say "Go for it!" It will help keep bus fare down. But maybe avoid the windows if possible.
251. Smart move.
252. maybe something could be done to improve vision out of windows
253. Hey, the folks who're griping aren't paying to run the buses are they? Can they think of an alternative to raising money?
254. The additional revenue is good if it's used to keep fares down.
255. THINK ITS A TERRIFIC WAY TO GO!!
256. I know the revenue is needed.
257. Do it! This is much better than making any service cuts in order to make ends meets.
258. I would like to know how much revenue the advertising brings in because if it is enough to support something meaningful like an express bus route then it seems like it is worth the slightly ugly sight.
259. While I don't particularly care for the wrap advertising, the fact that it generates important revenue offsets the negative aspects of outward rider visibility
260. I think if it helps keep the cost or riding down, it is worth it.
261. maybe leave some of the windows unwrapped
262. Just raise my taxes & make the buses FREE.
263. I don't really like it but the fact it generates money makes it OK. I don't remember but aren't we being screwed on this? Sholudn't we get a higher percentage?
264. It would be less ugly and intrusive to the landscape to use simple unbusy signs for the wrap arounds.
265. Only if it means more buses and/or lower prices.
266. I would consider finding other travel arrangements if my regular route was permanently this way.
267. I think a government should not be selling advertising space. It indicates that any part of the government can be bought by someone who has enough money. This reduces public trust in the government's policies and actions, and indicates that government policy can be influenced by the desires of commercial vendors.
268. Any way for Metro to expand is fine by me!
269. Go for it!
270. nfortunately, it's a reality that the city isn't funding Metro properly. I'd rather deal with crappy advertising than more service cuts.
271. Since wrapped busses won't keep me from taking the bus, and I'm sure there are many things that you can do with the money that would make me a happier metro customer, go ahead, keep on wrappin'
272. No - I figure you are going to do what you do even if I don't like it. I wish you didn't have to do larger than life advertising in order to raise money to support and improve Madison Metro. What a shame....
273. I can understand peoples' concerns, but the revenue is critical to keeping service up, and fares down.
274. Go for it.
275. Good idea for additional revenue.
276. Money to help improve the bus system in any way is great!
277. Very provocative - sounds like you'll do it no matter what riders say since it produces "thousands of dollars"
278. Others on the bus were remarking how not being able to look out the windows ruined the one pleasure of riding for them.
279. I'm all for limited wrapping. Even though people hate beer ads on buses, I thought the Miller beer ad was the most aesthetically pleasing of them all. How about you have people vote for their favorite in various categories (Most artistic, best use of

- space, etc) and then you might be able to convince companies like Einstein to do a little better job of making the ad a bit nicer to view.
280. Can you wrap the buses everywhere except for the windows? Or, at the very least make the "holes" larger?
281. Using money as a reason to do something is to contribute to the movement in our culture which is taking us further and further away from a civic-minded people and closer to one which is oriented toward money as the primary motivating factor. Don't we realize that it's decisions like this one which contribute to that very movement?
282. The bus needs to remain affordable and available and if advertising helps you should do it.
283. I appreciate the system's need for money but the buses are ugly.
284. Wrapping is preferable to higher rates but I'm glad my "usual" route is not a wrapped bus. It's on the occasions when I'm taking not my usual bus to or from work that I've ridden them.
285. This is one of the worst ideas Metro has ever had. These ugly busses demean the transit system, are travelling eyesores throughout the city and its many fine and attractive neighborhoods, and clearly indicate that the State, the City (and more affluent riders as well) are too cheap to support a public transit system the community can take pride in. My guess is that neither commuter rail cars or streetcars (should either ever happen here) would ever be wrapped because it's recognized how very uncool that would make them. Its bad enough that busses have gone from once being sort of stylish and streamlined-looking to today's big rectangular boxes without also making them virtual billboards. It's also hard to avoid the implication that the City is endorsing the products that it's willing let its public vehicles become ads for---much more so than when it rents a modest-sized ad on the side of the bus, for example.
286. Unfortunately, Beer and Casino gambling are two huge addiction problems in our society. Must we also promote these problems on our city busses????? It puts a bad image on our city, when so many agencies are fighting to combat the problems caused by these two addictions.
287. If the bus wraps help Metro stay solvent, let's keep them. I ride Metro every day, allowing my family to have only one car. I don't want to have to buy a second car.
288. I am happy about it. In my opinion, wrap all of them!
289. is there a way to keep advertising on the buses without covering up the windows?
290. Sort of -- if in fact it would bring in lots more money, and IF it would help expand service (I'm crossing fingers hoping for at least a weekend and evening bus to the airport here), then I guess it might be worth it. Is there any way to have mostly-wrapped buses, maybe with only the top half of the windows wrapped?
291. Wrap every bus in the fleet.
292. Keep it up. I hope it will slow down the rate of fare increases and service cuts.
293. Same as previous comments. Can't see out the windows to tell where we are.
294. It gives me a headache regardless of how lucrative it is, so no, I'd say it doesn't affect my opinion. I do wish we could find some way of funding this that did not give me a headache.
295. I know you need the money and it's the way to get it these days for public transit. I just wish you could see out of them better than you can now.
296. I like the full wrap, it makes the buses look nicer.
297. While I appreciate the need offset increasing operating costs, I would hope this could be achieved without nauseating passengers.
298. If it helps support the bus system, it's a good thing
299. But you have to make money where you can, I guess.

300. This needs to be subsidized somehow.
301. i like that funds are sought through means other than fares and taxes.
302. I understand that recent proposed cuts in service for the Northside are now rescinded. I am afraid that in exchange for empty buses running on these routes that fares will go up. I don't like the bus wraps but see them as a necessity to keep Metro running.
303. It's ugly, but I appreciate the thoughts to raise money this way instead of raising fares.
304. Why make it uncomfortable to ride?
305. I think it is a GREAT idea. The money can go for more hybrid busses
306. See other comment
307. As I previously mentioned, they're tolerable if they are helping keep fares at the same level or if having these buses will allow Metro to expand services.
308. If it is saving homeowners more taxes I say "go for it". Personally, I like them better than buses without. Buses have always had advertising on them. The wraps are more attractive.
309. i think that it is important for metro transit to generate revenue in order to continue providing good service to its customers
310. yes. hope it keeps fares from risiing
311. is wrapping the vehicles involved with this basic city service is acceptable, then why isn't the city arranging for similar advertising programs for vehicles of the vehicles provided to the city employees, the city's fire department, the city's streets and sanitation departments, etc.?
312. What does this question mean? My thoughts: Bus wraps are ugly. I live right on #3/4/7 which has several wrapped buses. You can't see the riders. One rider, a low-income Latino male, told me it feels like the City is trying to hide the poor people from everyone else. He further commented that the Lexus ad feels like salt in the wound for all the poor people who are transit dependent riding the bus. A better question may get at: Do you think bus wraps are worth it to keep the cash fare at \$1.50? Or what about half-wraps that at least don't cover the windows so much? --An occasional bus rider.
313. Sorry I entered the discussion late. There has to be alternative ways other than wrapped to generate revenue. Can't you still advertize effectively w/o covering the windows? How about something on top.
314. I would like to see some discrimination in what is advertised on Madison Metro buses but, overall, it's a good revenue-generator.
315. Sounds like a good opportunity
316. I think the wraps are fine, it doesn't bother me that they are advertising, and the giant moving billboards are just as 'artistic' as the Metro design on the original busses. I am planning to do more bus riding; now I have a disabled sister to convey, and otherwise I ride my bike. I will start riding busses in the fall.
317. seems like a great idea that adds value and revenue
318. I have to look at this from a personal standpoint. If faced with riding a wrapped bus in the dark or driving, I'm going to drive.
319. It's fine as long as they are tasteful and for worthy causes/products
320. Good idea!
321. I think it's a fine program. The bus system needs to raise revenue, this can bring a lot in. My view being compromised a little is a small price to pay for being able to have access to a fantastic public transit system.
322. It's too bad you have to have full bus advertising, however, I would rather have that than a cut in service.

323. ya get what y pay for... it's not worth the extra thousands of \$ u'd make... INSTEAD, GET RID OF THE HUBS AND GO BACK TO THE ROUTES U OFFERED DECADES AGO...
324. If nice graphics, the wrapped busses look better thena the regular ones. if you get a lot of money from it, wrap them all and drop our taxes.
325. I am for the bus-wrapping program, but only want 1/2-wrapped buses.
326. I think the wraps are actually cool looking and I think it's a reasonable way to add revenue and enhance the public transit system.
327. I think the wrapping should be abandoned altogether. I understand the need to fund Metro Transit and keep fees low, but alternatives must be developed.
328. This raises questions. How meaningful is the revenue increase? How does it comare to other sources of revenue? Who makes all the money -- the advertising company or the bus company?
329. I think the slight negative effects on experience are a fair trade for the money raised.
330. This affects my opinion of the program only inasmuch as the additional revenue translates into additional service. I have not heard of any new service being added as a result of the full wraps. Given that the wraps degrade the experience of riders, the revenue should be used to provide benefits to riders. If it is not being used thusly, the wraps need to go.
331. Probably worth the extra revenue.
332. As long as they are tasteful I think they are an excellent revenue source for the city.
333. Bus wraps are basically a non-issue for me...some I like some are average. However if they make money for the city that is a no brainer.
334. I understand the need for revenue, but I still think advertising should not cover the windows.
335. I like them
336. These bus wraps are an eyesore and should be removed from service. Metro should look elsewhere for funding.
337. I'm all for generating income for the City
338. any move to support public transit and make it a self sustaining business is positive.
339. Anything to help keep costs down for the riders should be seriously considered.
340. they should adjust so they do not cover the windows
341. I think they look better than plain buses
342. I think the wrapped buses add excitement to the experience, and also the streetscape.
343. I think by allowing these simple advertisements to be posted to help keep our fares low is a good thing.
344. Yes, but not much. I really HATE the look of the wrapped bus and find them somewhat annoying to ride in. So unless the advertising revenue is a significant percentage of the budget it's not worth it (to me).
345. Which program? Advertising or metro? I know that funding is always a problem and while I could deal with signs on the side of the buses, I do not approve of the obtrusive "wrap" format; especially if your standards of advertiser acceptance don't exclude alcohol and tobacco.
346. I would be more comfortable if opportunity was provided for local business to advertise as well so the city doesn't have to be surrounded by giant mobile billboards
347. Bring on the ad dollers
348. I HATE THE BUS WRAPS...ONE MORE EXAMPLE OF CURRENT ADMINISTRATION'S INCOMPETENCE

349. I strongly support bus wrap advertising, but there is a lot of talk in my neighborhood about how unpleasant the wrapped busses are to ride, and I wonder if more partially wrapped buses could be used to generate revenue
350. surely something can be done over the windows to increase visibility- I understand the need to generate funding, but the window wraps really suck as is, so much so that I don't ride as often as I would without the window covering
351. I think advertising on the buses is fine, but not the full-wrap variety. Please take the wraps off the windows. I could care less which products are advertised, as long as I can see out the windows.
352. I appauld the most cost effective ways to operate the system. If we can decrease costs to both riders & taxpayers by having advertising wraps on the buses, I'm all for it.
353. Any way the city can offset budget deficits is good with me.
354. On the above wrap three of the windows could be uncovered so people can see inside the bus.
355. It is OK to undertake this project as long as there is a benefit for the community, such as increased number of buses per route or new routes. This is highly needed!
356. Making the bus experience unpleasant will hurt revenue in the long run. Better funding for transit, through an RTA, is the right answer for transit funding - not rolling billboards.
357. The wrap program is a sign of desperation. With gas nearly \$4.00/gal we, as society, as a metro region, should collectively place enough value on public transport that bus services should not have to resort to this form of revenue. What's more the CONTENT of the ads is offensive - esp. the Miller one - I don't want my 8 and 11yo kids seeing that as it tends to glamorize alcohol. This society does have restrictions on cigarette advertising (and others) for good reason. Bus wraps appear to be an end-around on these advertising rules. I will fight bus wraps 'til the end.
358. Drop in the bucket compared to the irritation and the impression it spreads that Metro is desperate for money and only desperately poor people (you can dump any kind of crap on them!) would ever ride it (because \*they\* have no choice).
359. It's simply a sad commentary on our city's support for public transit.
360. Compromising the mission of Metro (moving people, and hopefully working to serve those people) for ad revenue (which MANY in the community find offensive) is truly a lose-lose situation.
361. I like the wraps.
362. don't wrap the windows.
363. I would like our government invest sufficient funds for mass transit such that it can grow, rather than maintain itself or need resort to offering to be a medium for advertisements (i.e., a never-asked-for attempt to manipulate beholders).
364. I hate the wrap advertising, and consider it a very depressing eyesore which hardly enhances the idea of a welcoming, and friendly, efficient bus service!
365. Our environment needs less advertising, not more.
366. Metro should find other ways how to generate revenue internally not by making a circus fleet
367. You can do a "partial wrap" and not put this crap on the windows!!!
368. Find another way to generate revenue. I notice there is very little in the bus advertising - the above-the-seat advertising is mostly public service or bus regulation information. If you need more revenue sell advertising in these spaces first.
369. Some of the money should go into the community, not for profit for Madison Metro.
370. If metro continues this program, I will no longer support metro and will start walking when I used to hop on with my uw free pass.

371. I have been against this bus wrap advertising from the beginning and I will not ride any of the buses anymore. There is no denying that this bus wrap advertising scheme would make me an unwilling partner with any company "renting" a bus that I might ride. This implicit partnership with the bus advertiser becomes a genuine endorsement as one steps right into the advertisement. There are precious few companies that I want to have that sort of supportive relationship with. What is my soul worth? This is a tough question to answer in the abstract, but in this specific case I can tell you that it is worth more than a bus ride. I'm lucky I have a choice. I know other people may not have an alternative and many of these people must feel like whores who must sell their soul to get a discount. Madison Metro has become a pimp looking for prostitutes. Where is your dignity?
372. Revenue is good.
373. transit is a basic city need (like police) and should not be dependent on ad revenue
374. Besides the factors on the previous page I think it bad that a city bus system basically turns the buses in to traveling billboards particularly since we do not allow new billboards
375. It depends. They should all be appropriate for all ages, not glamorizing anything that is harmful or detrimental to all age groups. The example above is fine. But ads for alcohol, cigarettes, gambling really give our city a trashy image. This is not Las Vegas and I don't want it to look anything like that, please!
376. It negatively affects my opinion of the program. Metro should be looking to the public to provide funding, not private corporations.
377. More money is better for public transportation. However, I would still encourage metro to look for additional less intrusive source of revenue.
378. Why do you need additional revenue?
379. Go for it! I think it looks trendy! I prefer the look to the out-of-date looking busses
380. Will this make the fare rates go down then?
381. You can get more transparent wraps. Or sell ad space inside the buses where you currently place Metro signs.
382. Awesome!!! Keep those buses running anyway you can. More revenue = better mass transit planning = less automobiles
383. I really cringe when I see one of those buses coming to my bus stop--I hate riding in them.
384. I feel it brings the buses to life and makes money at the same time, it can work.
385. I think that anything to improve service should receive serious consideration. I would rather have all my buses be wrapped and have more service than limit access to make a point about ads.
386. Absolutely a great idea. The content of the advertising can be up for debate (alcohol, etc), but the fact that we have urban rolling billboards already that do nothing but move a (smaller) visual message around already makes it a no-brainer. Have you ever seen those little rolling billboards? Adams Outdoor won't have much work to do - just take the clients away from the rolling billboard trucks. Instant success.
387. The revenue is important for Metro and worth getting. However, more state funding is necessary for real, long term stability of the system, as far as I can tell.
388. Good for Metro riders, but still dark and hard to see out of windows.
389. It will keep fares from rising most likely which is a good thing for commuters
390. This is not how we should be raising money. Is there no where to look without an advertisement bombarding you at every turn?
391. I think that the state should be taxing the daylight hours out of anyone driving a SUV and any vehicle that gets poor gas mileage and using that money for public transportation. I also think that incentives [or should I say disincentives?] need to be

- made for persons who drive to work by themselves as opposed to carpooling. Again, not against targeted tariffs on specific parts of the city at certain times of the day for persons who are not carpooling with all of that money going into mass transit.
392. I still feel it hinders the enjoyability of the ride, but possibly there is a compromise to be made here, leave some of the windows uncovered or work with a better film something that would let the riders see out with the advertisement still there.
393. I don't want my life ruled by advertising. If that's the case, I'll buy a car.
394. As I said before, it does affect my opinion. It's important to keep buses affordable for all who need them, and to encourage drivers to commute by bus instead. If bus wraps are the only effective way to gain that much revenue, keep them. If there are other ways to gain significant revenue (other than increasing fares), I would rather Metro utilize those options.
395. It helps me understand why Metro is considering it, but it doesn't make me like the ads.
396. I sometimes can get nauseous by looking through all the little holes, trying to see if my stop is up on a particularly bad snow or rain day.



#### 4. Do you have any additional comments regarding the full-wrap advertising program?

1. As a rider, it is very difficult to see out a wrapped bus' windows. Riding the bus during my commute used to be relaxing because I could watch scenery out the window, something I couldn't do while driving a car. Now I feel cramped in a bus with no windows. In addition, the full-wrap advertisements take away from the classiness and uniformity of Metro's fleet. I might support the full-wrap advertising if revenue is being put solely towards updating more of the fleet to hybrid buses. Perhaps in the future, fuel cost savings with the hybrid buses would eliminate the need for these advertisements.
2. If the wraps help keep Metro financially stable, they are a good thing. I don't like the aesthetics of it at all-- either from the inside or out. The program should be kept at minimum levels. Add the wraps as needed.
3. I understand the concept but it needs some modification. Leave the windows obstructed so the riders view is saved.
4. it is a good way to bring in extra dollars.
5. Certain types of adds seem inappropriate for our buses. For example, the beer buses should not continue.
6. I ride the buses all the time as a student. I feel that the citizens of madison complaining about full-wrap advertising are off base and do not understand the financial adversities facing public transportation. I also am not in the slightest offended by what types of advertising are on the sides of the buses. I look at full-wrap advertising as a creative way to generate much needed revenue at very little cost to the user. -A UW Student M
7. Yes, please post a video on your site on how they wrap the buses, if you have not done so already.
8. If the wrapping did not cover the side windows, my impression of this program would be completely positive. Without the ability to look out the window (especially at night), riding the bus is a very depressing and unpleasant experience.
9. It is hard to see out with the wrap in place especially at night.
10. If this can help to keep fares down, feel free to do this on as many buses as possible.
11. public transit systems should not be utilized as mobile billboards for private entities. i recognize the serious budget problems metro faces, but would much rather pay additional taxes to fund the system than see it becoming more reliant on funding from this program.
12. They wouldn't be as bad if it allowed you to see better out of the windows.
13. We need to do something about those gas prices!! More buses!! I'm not so concerned about the ad wraps. I think we need more buses that have limit stops. (Sherman Ave Flyer specifically!!)
14. Makes buses too dark Humilating
15. How about a partial wrap? Do we really need neon colors over the window? How about just the portion beneath the windows? They are so ugly, that you have to consider the aesthetics of the buses and what it portrays to visitors and residents.
16. 1. Make the windows clear to eliminate motion sickness of some passengers. 2. Find sponsors that do not advertise alcohol or gambling
17. I wish you would get rid of it.
18. seems like a good idea
19. It is a good use of a public space as long as a fair market price is being charged, revenues go directly to supporting mass transit, and advertisements remain 'child

- friendly' - i.e. I do have issue with beer promotion (even though I love beer personally).
20. If you need to do ads, go back to the smaller panels around outside metal and on inside.
  21. I enjoy the way they look in the market. The wrap buses make the buses look fun and inviting.
  22. I personally think they are ugly. I would not want to see anymore beer or liquor wraps on the buses. I think it gives a negative position on drinking and driving. Especially for school age children. They see it advertised that way and may think that it is cool and would be fun to try whatever alcohol you are advertising. They get enough ideas of their own, they don't need encouragement from the city.
  23. I think they are so, so ugly.
  24. I get massive headaches trying to look out the windows.
  25. The bus wrapping is horribly ugly. I already am frustrated by being "advertised at" nearly everywhere I go, and the bus wraps just compound the problem. But my main disappointment with the wraps is the lack of view out of the windows when riding. Thanks for surveying your loyal riders!
  26. No. See previous comments.
  27. STOP THE FULL-WRAP PROGRAM. IT'S A TRAFFIC DISTRACTION.
  28. Buses have advertising on them normally too. I don't see anything wrong with increased revenue for public transportation, although Madison Metro could be much better organized. Mon, 5/5/08 9:15 AM
  29. I don't like the choice of advertizers like Charter Comm and beer companies. It significantly impairs looking out the side windows
  30. It's pretty good. Just don't let the advertisements be anything really dumb!
  31. Yes. I would like to get a wrap for my company van and would like to know where I could get this done.
  32. The extra money is good, but covering the windows is not. The city could get another half million dollars every year if they would stop spending it on the ridiculous State St. Halloween "party" and give it to Metro instead!
  33. Do not cover all windows with the ad.
  34. As far as the controversy about the Miller adds, I think that people should just take a chill pill. I do not drink and do not plan to so the adds do not bother me. I also do not subscribe to cable TV nor attend casinos. While I am more offended by those companies that Miller I do not think those adds should be removed either. I do use a cell phone though....
  35. The advertising program does not bother me at all and I think it is a great way to generate revenue.
  36. I think it's a great idea! I don't see anything negative about it and if it makes some money - go for it!
  37. I don't think it looks good. You can't see out the windows very well.
  38. Please do not put any liquor, cigarette or contraceptive ads on any buses. Otherwise, this program is fine, especially if it helps to keep fares down.
  39. If I have to regularly ride in a wrap bus I will stop taking the bus. It is awful
  40. There's already too much advertising in our lives. Plus, I hate the look of the color on the windows.
  41. Whatever is necessary to prevent route cuts and fare increases should be done, even if it looks worse. I actually think it looks better, as it makes the city more colorful.

42. A less intense cover over part of the window areas would be appreciated. If there is trouble on a bus there is need to see out and be seen. Drivers do not always notice or respond to potential problems on buses. Thanks
43. Cut the beer and other advertising like that. Of course, the beer ones aren't as ugly as the cable ones. Yeah, I do'nt like them, they're ugly and not something to make Madison proud. CAN we not have them wrap the entire bus? Why not just the back? Or one side?
44. Although it makes vision at night more difficult the earned income is probably worth it. I would recommend not running those busses as much after dark though.
45. Isn't there a way to make seeing out of the windows better? Otherwise, it's O.K.
46. I'm not particularly enthusiastic about "rolling advertising", especially if advertisers like Miller Brewing are going to be included amongst other advertisers/advertisements. I feel that having a bus wrapped in a Miller Brewing scheme sends a HORRIBLE message about drinking and driving.
47. i do not like them
48. It would be nice to not see advertising on the buses Sun, 5/4/08 1:33 PM
49. i think it looks really good.
50. Nope. That's it. As long as your bus service doesn't change as a result, your bus wraps are fine.
51. I think it's a great idea to raise money and prevent fares from increasing.
52. i understand it but it looks extremely gaudy... and please dont support crappy businesses... like mcdonalds burger king or walmart... so on
53. it would be so easy to incorporate an opening about 6" high along the bottom of each window into the design of the ad there is no good reason that they have to cover the the ENTIRE window like i said, you dont see the drivers window covered its inhuman to transport people blindfolded!
54. I fully support Metro's need to make money. I don't like the full-wrap buses (it seems darker inside the bus), but I guess it's better than raising the fare. Sat, 5/3/08 7:46 PM
55. They're an eye-sore.
56. Evem though it brings in reveue, I would prefer to not have this money. Would the mayor and his staff wear corporate logos on their shirts if it rased revenue? I don't think city buses should be made into corporate bill boards. Sat, 5/3/08 5:18 PM
57. end it
58. I am especially not a fan of the "beer buses" and the way they joyously promote drinking and driving.
59. make the wrap lighter around the windows
60. STOP WRAPPING THE BUSES!!!!!!
61. Advertising on buses is fine -- and we've had it for years. Bus-wrapping is just too too over the top -- and turns out beautiful buses into visual annoyances. I would rather pay an extra 0.5% sales tax to fund public transportation in Dane County.
62. The ads chosen so far have been fine, unoffensive, and you're still able to tell that its the bus coming despite lack of uniformity. Again, not being able to see out the window has bothered me quite a bit, if that could be remedied I'd be a happy rider.
63. Would be better if it was less commercial, or at least no giant people
64. keep on rockin' in the free world
65. keep using it to the extent that it generates revenue and improves the level of bus service
66. It's stupid.
67. It makes it much darker in the bus, which I don't like... and you can't open the windows!

68. Stop having ads for alcohol, gambling, and other things that are addictive or dangerous!!! I find these ads to be offensive despite the fact that I do drink alcohol and gamble. These things should not be boldly advertised on a bus that is viewed by and used by minors. The city is a hypocrite for allowing alcohol ads to travel on State St. while trying to adopt policies that reduce alcohol availability and consumption in the downtown area.
69. When the wrapping first began, I know there were safety concerns (like could the drivers see as well). Have those been resolved?
70. The full wrap ads are rather gaudy and, like I said, obstructs my view out of the window
71. I like some of them. Others, I'm still ok with but am more neutral on them... Seems inappropriate to accept alcohol industry money when the city is working to control high-risk drinking at the same time. As someone who purchases advertising on behalf of the city--and w content that would look really good and be a point of civic pride--I would appreciate a city discount on wraps.
72. I recommend that they get rid of it completely, or at the very least, don't wrap the windows.
73. It would be nice to see more variety, instead of numerous buses with the same ad.
74. I hope it continues. I think it's a good way to raise money for the bus system without raising fares.
75. As important as revenue is to transit, there are somethings that are not acceptable, and this program is one of them.
76. They look nice from the outside, but they make riding miserable.
77. Just keep the ads "clean" - which they are now.
78. Full wrap with alcohol adds seems inappropriate.
79. Feels like riding in a can.
80. Maybe you can design a clever wrap that will let us have some small peek-holes at each window.
81. no
82. no alcohol ad-wraps! I like beer, but not on my streets where it goes hand in hand with driving.
83. If it means the buses do better, I'm all for it!
84. Do not like. If we are going to full wrap advertise, lets do something that benefits our children, and gives positive influences.
85. Seems like Metro could use the underwriting these ads provide!
86. Every time I see one of these buses I think 1) how tacky and 2) how sad that a relatively prosperous city has to resort to this. I would be willing to pay a higher fare to help get rid of this program.
87. keep the beer and booze off the bus's
88. I like the idea and think it is great. We need to have some advertising to help offset the costs of those people who ride the bus without paying. I cannot afford the rates to go up any higher!!
89. Look, we can all agree that the buses with the full-wrap advertisements are ugly, bordering on eyesores, and I really do like being able to look out the window, which is hindered in these eyesores, but overall, they are a great idea. It is basically free money for the Metro system. Anyone who complains about it should be prepared to offer an alterntaive idea for generating revenue because the bus system always operates at a loss as it is. Finally, I still don't see why Metro cannot incorporate smaller buses into its fleet for routes that do not have a lot of people riding them.
90. Ugly ugly ugly

91. As a rider you can't see out of the bus to know where you're going. You only know where to get off if you're extremely familiar with the route. That's why many other locations are now prohibiting this and not wrapping the window.
92. I think this is an excellent idea. I (and many others) rely heavily on the metro bus system, particularly the fact that as UW staff I can ride for free. Therefore, this method helps Metro generate revenue and this reduces the chances that routes will be cut or shortened. I hope in fact that this will help Metro add more routes improving the bus-ride experience for people like me :) Thank you.
93. I think they look really cool.
94. Glad you can earn more money. Congrats!
95. Refrain from having alcohol advertising for school routes.
96. I think they are cool to look at. I especially like the MGD full-wrap.
97. I think the buses look pretty cool from the outside. I'd like to see a better way to cover the windows so that riders' views are not obstructed.
98. A necessary evil.
99. STOP DOING THAT!!!
100. Hard to see through them and see where your stop is, other than that no problem with it.
101. the ads are tacky, and you can't see out of them. bad idea.
102. very cool - My company is looking into advertising on the bus
103. If it stalls fare increases, That is fine.
104. Nope
105. the wraps are an eyesore. I think that there should at least be some standards in terms of the type of advertising, e.g. no gambling, alcohol ads, etc...
106. hard to see out of the windows of the bus when riding
107. I would think that the Metro would want to increase the number of buses rather than cutting the numbers. I do not understand a government agency that cannot see the benefits of adding to it's budget. This is the first year Metro has not had to cut services or raise fares--and the first year for the pilot program. I does not take an Einstein to figure out which direction to go.
108. I avoid these busses whenever possible
109. I'd rather look at the colorful ad then the standard bus decor
110. They look great...what a cool way to get your name in front of so many potential customers
111. GREAT revenue builder. Seems an easy decision- either make more money with things like bus wraps or raise fares!
112. I thinks it's great!!! I'm happy the city has found an alternative source of revenue for our public transit system.
113. I don't mind the ad content. It's especially uncomfortable to ride wrapped hybrid buses on which the windows can't be opened. I appreciate the effort to raise funds, though.
114. I would wager that citizens would be okay with an extra \$0.05 in taxes, to not have a giant beer ad sitting outside their house. At least give the people some sort of option. I live near a bus stop, and have to deal with the consequences of this bizarre fund raising activity 20 times a day.
115. Why does the city limit the number of full wraps? The graphics are professionally created and look much better than billboards along major roads and interstates. This is an alternative advertising source that advertisers look for to create the "wow" factor and have their advertising stand out from the crowd.
116. They are ugly, hideous, billboards that Madison would not allow on any building or sign. Does the City endorse these companies? Are we as residents supposed to buy

- these products? I think it's utterly ridiculous that you would even consider this when you are trying to encourage ridership. It's dangerous & isolating for the riders and offensive to everyone else.
117. More hybrid buses!
  118. Yeah - if you insist on doing such advertising, then would you consider fractional, "shared" printing? Einstein wireless, for instance, could pay to advertise the front half, while McDonald's, or whoever, could pay to advertise on the back half? Unless you're seeing it from far back, you don't usually have time to look at the entire bus, in the first place; therefore, a half-length ad would probably be more efficient for the advertiser, as well as you.
  119. Maybe limit dark colors, i.e the black MGD bus is a bit much
  120. I like how they look. I think the advertising on them is in no way offensive or objectionable.
  121. If you can earn operating dollars - DO IT!
  122. Some of the wraps were much more pleasing than others. I suggest there be some sort of screening so that there is less controversy.
  123. It's a harmless program - buses aren't great to look at for starters, so wrapping them causes no harm (and even elicits a few smiles, when they're done creatively). And the monetary benefits are huge for the program. It's a no-brainer to keep this going.
  124. We are already so bombarded with advertising, these wraps are a bit disconcerting. The deciding factor for me is too loose a variable: graphic quality. Poorly designed graphics at that scale and close up are atrocious.
  125. Why are we pushing consumption when the planet is being destroyed by our overuse and abuse of its resources?
  126. I wish there was a better way.
  127. Get rid of it. Given the social (external costs) of auto use there should be increased public support for mass transit. Compared to everybody in their own transportation pods it's a green alternative.
  128. Discontinue it or use paint that allows the riders to see out the windows.
  129. Make it easier to see from inside to outside
  130. Please pull back on this campaign!
  131. The wrapping in no way affects my buying decisions, but I definitely think that you should generate as much money as you can for Metro, keep doing it.
  132. Advertising beer is over the "acceptable" line.
  133. !!! STOP !!!
  134. NO
  135. if it generates more money for the metro system i'm all for it. i rely on the metro for ~80% of my transportation, so i appreciate the fact that more money means more routes, better service, etc.
  136. Go slow.
  137. Keep up the good work.
  138. Please reconsider. Bus-ridership is up -- isn't the added revenue helping keep pace with increased costs?
  139. I think it would be better to improve the route structure to increase ridership and not have to do the full wrap. "Thousands of dollars" for Metro is not all that much really, compared to the budget.
  140. I hope Metro can find another way to advertise, and discontinue this program.
  141. keep doing it. i am tired of subsidizing empty busses
  142. nope
  143. Please get rid of it. I always used to have a pleasant riding experience on the Metro and I've been a rider for about 10 years and now, it's just getting worse. I cringe

- when I see a full-wrap bus coming to my stop, it's just such a bad idea. There are other ways to generate revenue through advertising, this is a little ridiculous.
144. Just other factors for Metro to consider: What are the bus-wraps made of? Are they recyclable or made from recycled materials? Are they made from harmful materials or used with affixing chemicals that are harmful to those making them and the bus workers who put them on? Will they all just go to the landfill after they are discarded?
  145. I like them
  146. I wish that alcohol companies were not allowed to do fully wrapped bus advertising because I think it is a bit of an oxymoron to advertise for alcohol to people who are driving (in their cars; if everyone rode the bus or used other public/non-motorized transportation it would be a different issue). On the other hand, it can possibly remind drivers that the bus is available when they have ingested alcohol - and perhaps it is those companies that are able to actually afford the cost of full-wrap advertising. It would be great if places like Madison Environmental group would be able to afford full-wrap advertising - to send positive and edifying messages to the city of Madison.
  147. I don't think Madison Metro should promote advertisements for alcoholic beverages.
  148. It's very ugly and distracting. People I have talked to think it makes the city look trashy, and also it doesn't make them want to buy the product any more than they did before seeing the ad.
  149. The audio info on where the bus is located helps to make up for not being able to see where we are. However, sometimes riders know the location only by sight, not by street names.
  150. I'm glad we have it. I'm glad we have buses.
  151. PLEASE GET RID OF IT OR GO TO HALF WINDOWS.
  152. Please discontinue the full wrapping. It makes it dark in the bus, difficult to see stops, and makes me ill.
  153. See previous response. Especially the comment on the advertising of alcohol. Thanks!
  154. It's a little annoying, but not too bad. Great way to advertise and I'm glad the bus system can generate that revenue.
  155. I think the GIANT beer commercials send an inappropriate message to children.
  156. No.
  157. I think the pros of full wrapping, adding thousands of dollars of revenue, outweigh the cons, such as people thinking its "trashy." Maybe those people can foot the extra bill if they don't like it.
  158. I feel that there should be some guidelines and rules about who can purchase the advertising. I don't feel it is appropriate to have alcohol or cigarette ads on buses that may drive by schools or have school children aboard.
  159. Wrap just half the bus (front or back, one side or the other) so we can at least see our bus stops.
  160. Get money elsewhere -- please return to actual routes and not "sitting duck blinds"
  161. I would definitely ban alcohol, smoking, gambling ads. The ads should go before a citizens committee to be judge as tasteful and adding to the environment of Madison.
  162. I don't like the wraps blocking the windows! Thu, 5/1/08 9:43 AM
  163. It is more difficult to see out of the buses, especially if you are visually impaired.
  164. In general I am supportive of the program because of the revenue it generates, but I wish there were a way to accomplish it without affecting the view from the inside of the bus.
  165. I think the bus wraps are a good way for Metro keep bus fares down by generating revenue. Gas isn't getting cheaper and I am worried how that will effect bus fares in the future.

166. If you have buses with advertising on the outside, the windows should always be normal, clear glass. They can manage to do this for buses, streetcars, etc. in many European cities
167. I was recently in Mexico City and they have buses wrapped with outside advertising but in those buses it did not encompass window advertising. You really have stirred up a hornet's nest with full-wrap advertising.
168. I've started to take a different bus and avoid the full wrap buses. If they all were, I would stop riding Metro.
169. Personally, I think the wrapped buses look cool, no matter what the bus is advertising.
170. I like the fact that they bring revenue to the bus system, but I think they are really ugly. The only bus that looks nice is the hybrid one. But some companies are doing creative things with bus wraps, especially in Europe.  
[http://inventorspot.com/articles/taking\\_transportation\\_next\\_level\\_6455](http://inventorspot.com/articles/taking_transportation_next_level_6455) T
171. Please end it-- or at least make the ads less invasive
172. I particularly find the wraps advertising alcoholic beverages offensive, and contradicting the many municipal efforts to combat alcohol abuse.
173. I like them. I think they look better than the plain buses.
174. If you can tell me "we've increased the frequency of the buses in front of your house from once an hour to twice an hour" then I'd be happy.
175. Please say no to alcohol promoters. It is embarrassing to be in a city which has endless drinking problems and have a bus wrapped in alcohol ads!! If that is eliminated, I'm all for it.
176. I hate it. Particularly I hate the specific products advertised, such as beer and gambling. They don't look like buses transporting people, whom you can't even tell are there. They look like giant billboards. Yuck.
177. They are ugly!! Hard to distinguish as a legitimate Madison Metro bus instead of a tour or private bus.
178. I don't like seeing them on our streets
179. I think the advertising is O.K.
180. I think that the buses look more interesting. I like it!
181. I don't think you should advertise beer or liquor companies.
182. I vote for the half-wrap, i.e. below the windows option. The quality of your survey would have been much better if it had offered this option for voting!! Bad Design
183. They should be catchy, fun and colorful adds
184. Again, "No" to alcohol campaigns. Too bad that they may have the money for full wraps while public safety, public health, public gardens, wind power efforts via public utilities, Badger State Games, public library advertisements, WI Public Television, local area farmers' market endeavours, and etc. may not have the funds for full-wraps.
185. It makes the city look cheap.
186. I would prefer to not have alcohol or gambling advertised to the city on the buses.
187. I'm in favor of it.
188. Please get rid of it.
189. Figure out a way to make it more comfortable for those inside.
190. Anything to offset the fares I'm fine with. As long as the advertising is in good taste.
191. Let it happen.
192. I certainly think that they are interesting to look at.
193. I think it is fantastic. I am very happy to see major advertisers helping to keep the excellent Metro system up and running with their advertising dollars. You do a great job and it is time somebody sees the value you provide by supporting it financially.
194. Urghhhh.



195. I think they're a neat way to liven up the rather dull busses. I also believe it's a great step by the city to generate additional revenue.
196. I think it is in extremely bad taste and poor judgement to advertise alcohol and gaming on city buses.
197. Keep in good taste and avoid ads for things like alcohol, cigarettes, and other health hazards. You should be "socially" responsible and not sell out to the highest bidder. This is only my opinion.
198. The only thing I find annoying is that you can't see out the windows very well.
199. The wrap makes it hard to see out looking forward to anticipate your stop. Also I just think it doesn't look classy.
200. it is a small, annoying price to pay to keep the bus system working. i hope everyone who gets annoyed by this advertising as i do will consider how it is enabling us access to the metro/helping it to improve or maintain its level of service.
201. gaudy, but worthwhile because it helps fund public transportation
202. It looks terrible
203. If the have to be wrapped, let them be wrapped in ads for the Metro and the City of Madison itself. Generate our own revenue from fundraising or accessing other city services.
204. Thank you for soliciting my input. I urge Madison Metro not to continue the full-wrap advertising program, because even though it brings additional funding, it negatively affects the riding experience.
205. The buses look good from the outside, but the advertising really makes riding much less pleasant.
206. keep them
207. I would not object to the wrap if I could see out of the windows during my ride. I am also less than pleased by the 'beer' and 'casino' busses. To me this makes it appear that the city is endorsing drinking & gambling by selling such prominent space for this type of advertising
208. Great way to raise money! I hope it is wisely spent. Thu, 5/1/08 4:13 AM
209. na
210. You're obviously going to do it no matter what, so why waste time with a survey?
211. I really dislike missing my stop, that never happens on a bus without the wrap.
212. It's very classy!
213. none
214. It is a great idea.
215. did i say it was an obnoxious eyesore yet?
216. Please cease & desist from covering bus windows with advertising graphics.
217. Go beer!
218. I don't like it, but I appreciate efforts to keep Metro more affordable, and hopefully to expand it's services.
219. I don't care if it's advertising for gambling or beer. Kids can see that anywhere. Tell the parents to get out of there shell.
220. Yes. discontinue the program.
221. Enough with the alcohol and gambling!
222. Not safe. Not a good idea. Stop it when experiment is over.
223. Yes, get rid of the full wrap advertising. Its funny that you are having a survey as we were considering contacting Metro about the full wrap advertising concept.
224. I don't like the look of it and the constant advertising.
225. The full-wrap advertising program should be dumped!!!
226. I think it looks cool

227. If it negatively effects the vision of passengers it should be scaled down in some manner.
228. I dislike it very much. I understand the need for the funds, but I think metro should look at other ways to increase revenue.
229. Yes, quit taxing us to poverty and wrap all your busses.
230. Thanks for asking
231. I'd love it if all the buses looked this good.
232. What do you have to say about the safety of riders exiting these wrapped buses? I don't think there should be advertising on public transportation.
233. The bus wraps are difficult for people with visual disabilities and no amount of money they bring in are worth the difficulties they cause for these riders - including many senior citizens.
234. A friend of mine, reading your Long Range plan on branding, pointed out how destructive of branding the wrapping intrinsically is: the wrapped buses perforce no longer wear the distinctive Madison Metro livery
235. If it keeps the fares in check I can tolerate the lessened visibility. But I wish beer advertising on the busses could be eliminated.
236. Isn't there some way to put a lot of advertising on a bus - but not cover the windows?
237. As a tax payer any additional income is welcome. Something needs to be done to bring our public transportation budget more in line with what we can afford. If necessary all buses should be included.
238. I'm against it. The windows should not be covered.
239. It is awful. Having a huge BEER commercial that we expect our children to ride in. Having a HUGE gambling advertisement for students to ride in. Terrible.
240. Funds generated by advertising is a wise move. It will help keep much needed services (routes) from being cut, and will help the riders by keeping bus fares at a reasonable price. Keep up the good work! W
241. Fifteen buses is more than enough.
242. If the full-wrap program generates enough revenue, then it will help keep bus fares lower.
243. Good idea, it look like the city is in the present time and a city moving in the right direction to keep riders cost down.
244. Apparently in some cities the wraps are quite creative; e.g., in the shape of a shoe to advertise shoes. Maybe Metro could provide examples of this to advertisers.
245. I really despise the wraps. There is already too much advertising on our roads, distracting the drivers.
246. IF WRAPPING BUSES MEANS NOT CUTTING SERVICE OR ROUTES OR RAISING FARES, THEN MAYBE IT IS A NECESSARY EVIL.
247. So many advertising messages are out and about and so my feeling is that this is another puke parade of marketing. So this is the only way for the city and Metro to raise funds? Come on!!!!
248. none
249. Keep pursuing this option, with care. Ignore the fools who rail about the beer ads. And tell Charter Cable that their ad with the creepy, Dracula-looking guy pointing at the viewer is a VERY bad image for their advertising to send. Some ad agency ought to be fired over that ad's design, it is scary in only the worst ways. Erik Walke Route #28 rider DeForest, WI
250. Just a note to the advertisers - I notice that the bus is wrapped and therefore a nuisance, but so far I've never noticed what product is being advertised, so the whole purpose is lost on me.
251. It's ugly and detrimental to riders since the view is almost completely destroyed.

252. Great idea with poor execution. Try again when they develop something that you can see out of in all conditions. Thanks for asking!
253. I truly hope you do NOT go ahead with full-wrap advertising. I am just as concerned about the safety issue as the ads.
254. Wish you would discontinue it, even if it means fare increases.
255. The compromise of the partially wrapped buses sits much better with me. That at least pays attention to the riders, but still allows metro to earn extra revenue. Also, thank you very much for all of the great service Metro has provided, especially this past winter. And thanks for the chance to comment on this program.
256. I think it's fun. I like the bright colors of some of the ads, and look forward to more variety.
257. I understand that there's added revenue, but since I don't know how much that actually saves me in bus fare I don't know if it's worth the obstructed view or not.
258. see previous comments
259. Thanks so much for giving us the opportunity to comment. I very much appreciate your considering the riders' concerns.
260. the beer ones are offensive....
261. If there's any way to lessen the effect on the windows, that would be great. If it's raining out at night, it's hard enough to see on a normal bus, but it's impossible with the wrap.
262. Personally, I would be willing to pay an increased fare in order to have a clear view from the bus, but I know many couldn't afford that.
263. I think that the buses are quite ugly and all the advertising is distracting to other drivers on the road.
264. as a rider, I find it difficult to see out of the windows of the wrapped buses.
265. Some of the bus wraps look quite nice however there are 2-3 that are downright garish. I don't mind those that advertise DeJope or Beer but those do happen to be the worst looking ones I have ever seen. Can they cool it down?
266. Is there a way to design the designs to not go over the window make a full wrap with a design that continues above and below the window or at least a portion of the, say 18" from sill up, does not have the advertisement on it?
267. I think it blocks the window too much.
268. The wrap program is rider unfriendly, environmentally unfriendly, community unfriendly in the things advertised, and a bad idea all round.
269. They're ugly. I don't want to ride in a billboard. I understand that there's a long history of buses and subway trains bearing advertising, at least on the inside and sometimes on reasonably sized placards on the outside of the bus (sides and rear). One could argue that this is just an extension of that, but somehow this just seems worse when it's the whole bus rather than incidental. Another comment, however, is that if we do have them, I would be uncomfortable about censoring ad content. Alcohol advertising is no more offensive than mobile phone advertising or advertising local newspaper/TV/radio or anything else. If you're going to allow it at all, you shouldn't suppress content. If a group wanted to buy an anti-war ad wrap, or an anti-abortion or pro-choice ad wrap, or just about anything else, it's all fair game. You can include a disclaimer that it does not represent the views of the City of Madison (as you should already be doing anyway with the Miller, casino, mobile phone, or any other ads), but if you allow anyone to rent the space, you have to allow everyone. It's all or nothing.
270. I think they are clever and attention getting.

271. I find almost all of the ads obnoxious, the Charter and Einstein probably the least so. Many people are offended by the beer and gambling ads. I object to the beer ads only because Miller is such shitty beer.
272. Considering the way this society works, full-wrapping of buses with advertising provides a viable means of funding public transportation.
273. No more wraps. No more wraps.
274. As a member of the Fitchburg Transit and Transportation Commission, I would strongly prefer that no full-wrap buses be sent to Fitchburg. They may violate our sign ordinance. (I'll check.) I would be interested in the annual economic impact to Fitchburg of ending all full-wrap bus revenue. Steve Arnold, Steve.Arnold@Fitchburg.WI.US, 608 278 7700
275. Great idea! Keep it up!
276. I can live with it
277. Overall, I'm for it. I think they look kinda cool, and if it helps support the bus system/routes/facilities/employees/etc., then I think it's a good thing.
278. Leave enough of the original bus' appearance that people can recognize, at a distance, that this is a Madison Metro bus.
279. They look terrible - like moving billboards. I also object to advertising alcohol, gambling, etc. I take the bus every day to work but will stop if my route starts using wrapped buses.
280. Cut out the window sections!
281. I think it's ugly, but if it helps pay for the service, I'm all for it.
282. Again, sometimes it's frustrating to have the windows obscured, but if it will help keep the bus service I rely on, I'll deal with it.
283. If the buses were free, I might see it as worthwhile. Otherwise it feels like we've crossed a line too soon.
284. I think the bus would look better if the ads were not covering the windows
285. Anything that helps with cost of the bus system in Madison without increasing the bus fare is okay with me.
286. please limit ad graphics to opaque surfaces, and leave the windows clear.
287. Just because a thing CAN be done does not mean that it SHOULD be done. Surely there is a better way to raise extra money. (I repeat: PLEASE RAISE MY FARE!) Please do not add any more full-wrap buses. Thank you.
288. Good idea
289. Also I would be dismayed to see an ad for exotic dance or escort services
290. I am all for it because it will help hold ridership costs down.
291. There is advertisement in the bus and outside of the bus. Does advertisement that covers up windows really get in that much more money?
292. You have probably already analyzed your strategic planning but there still seems a lot of work/marketing to do for Metro service that could replace the space you sell to other advertisers.
293. The only concern I have would be the potential for controversy over what ads are accepted. But I trust your department to make those smart decisions.
294. If it saves/makes money, I say continue doing it.
295. I would like to see the alcohol and gambling ads removed. A family-friendly ad policy seems reasonable.
296. I think it has to be done to keep down prices.
297. I wish alcohol and gambling weren't part of it.
298. I am fairly indifferent to the wrapped buses myself, but I have read comments from others that are negative. For instance, I read that one man had trouble because his

- seeing eye dog would not recognize the wrapped buses. I also read that bus drivers have reduced visibility due to the windows being harder to see out of.
299. The updated signage makes me feel like there is an investment in the metro bus system.
  300. really, some places to look out are really important
  301. There is enough advertisement in the world. We don't need anymore. The busses look silly as well. Madison should be above this blatant form of advertisement.
  302. There simply must be a better way than reducing visibility through windows.
  303. I think it may be dangerous to have rolling billboards travelling the city streets. They distract drivers of other vehicles.
  304. Stop it please. It is very ironic that as the City want sto take down (also ugly) billboards, it then puts them on the buses.
  305. They are awful to look at. If you do decide to continue them, do not take any more contracts for things like alcoholic beverages, smoking products, etc. They are totally offensive.
  306. I appreciate the revenue they bring in, but could they be more transparent at the bus windows? and not so butt ugly?
  307. Leave some windows so that there is some escape from the screen door effect.
  308. If this kind of advertising will help keep bus fees down and provide the necessary maintenance to and replacement of buses, I'm all for it.
  309. Never thought about it but will it affect the opening of windows in warmer weather? Hope not. W
  310. Go for it.
  311. Maybe you could just use less irritating colors. The lime green is really bad.
  312. I think mass transit is critical to a vibrant community and I think it's sad that we have to have bake sales to fund it.
  313. Modify design to allow for full use of windows.
  314. How about devoting a few of the new wraps to non-profits? It would improve community acceptance and still provide advertising dollars. Maybe you could get a program going so that non-corporate groups can apply to sponsor their own bus design within your clearly-stated policies.
  315. If you must wrap, please leave the windows uncovered.
  316. This spring I am looking for an apartment location that will allow me to walk to work rather than to take the bus. I know we're lucky to have them, but they are still a far cry from what they could be. Wouldn't it help our bus system if we could be doing things to encourage people to ride the buses rather than discouraging them?
  317. End it as soon as possible---even if it adds a nickel to the fare (or reduces the current unnecessary subsidy provided to well-paid City employees who ride the bus--and I am one---for example.) And by the way, similar "bold, new ideas" like putting business advertizing in public bus shelters, are equally undesirable.
  318. I hope you continue to look for revenue opportunities like this.
  319. Would like to see some holiday lights-to cheer up the long winters and an occassional cleaning of the interior of the bus' would be nice.
  320. need to fix audable stop announcement problems. If everyone could see out of the bus ok, you'd wrap the dirver's window too - doesn't that tell you all you need to know about how disruptive the advertising is to passengers?
  321. Reduces visibility to exterior by about 30% on a clean bus and 50% on a dirty bus. Thus harder to distinguish when to pull the cord to get off at the correct stop. However, patrons like myself are not tapped to raise funds so all for increasing full wrap busses from 15 to 20.

322. Thank you for requesting feedback. I have heard much concern about wrapped buses and have a coworker who waits for the next bus if one is wrapped. I don't like them, mostly because I want to be able to SEE clearly.
323. Avoid advertising alcohol products, etc
324. Very ugly buses
325. The additional revenue is a great idea. My hope for the future is that the advertising designs have class and are tasteful.
326. I have NO problem with advertising on buses, inside or outside - but I want to be able to see out the window, day and night
327. Wrap every bus in the fleet.
328. Just a general one: People in this country are exposed to huge amounts of advertising every day. I try to reduce my exposure, but the bus wraps work against that.
329. The wrap makes it difficult to see stops when dark
330. Personally I'd rather see a fare hike.
331. I have to admit that when I seeing a wrapped bus come my way(especially a Charter because I hate the company) I think it's ugly. I get over it though once I get on. The bus system is vital to Madison. Wrapped buses seem to be an unfortunate necessity.
332. I really don't like them. I ride one almost everyday and it's awful It's a real treat when I can actually look outside and see the world. clearly.
333. I don't mind the idea of the full-wrap advertisements, only the affect on the window clarity.
334. I'm in favor of the cost savings. More people will ride the bus if the cost is kept low. It would be nice if the visibility from inside the bus could be improved.
335. I stopped riding the bus because I was left standing for several hours during a snow storm. The buses changed routes and did not go by the Cuna Mutual stop for 2 hours during evening runs. The bus drivers laughed about it. I was stranded at the West side change over spot for over an hour as no buses were going to the East side. One of my fingers is still numb from having to stand outside so long in the sever cold. I was riding the bus because I thought it was reliable. It was the last time I rode the bus as my car is far more reliable and my health is too important to take a chance riding the bus again. That experience finished me from ever wanting to ride the bus again.
336. I have no problem with other advertising as long as it's not offensive or degrading.
337. It makes it hard to see out the windows so if I didn't bring anything to do on the bus, I can't even look out the windows to keep me occupied.
338. Please don't wrap any more busses.
339. Remove the full-wrap advertising from the buses so riders can see out the windows.
340. It's slightly less pleasant to ride a full-wrap bus because you can't look out the windows as well. However, maintaining good service without fare increases is MUCH MUCH MUCH MORE IMPORTANT, so if ads help do that, they're certainly tolerable.
341. Full-wrap is neat, I like it!
342. It makes me hate the companies that do it. That seems to me counter-productive for them as well as the Bus co.
343. I wasn't opposed to the program until I rode in a wrapped bus. I do not like that I cannot see out the windows clearly, which makes it more difficult to see my upcoming stop -- particularly in the winter or on cloudy/bad-weather when it is dark during the evening commute.
344. no problem with it.
345. Can you leave the windows open?

346. I ride the bus all the time. The black one is like stepping into a hearse. The red one is lurid. I resent being used to promote drunkenness and gambling. Why are bus riders treated as prey in this way?
347. anything to keep the buses running without cutbacks to service.
348. CAN YOU ENJOY THE VIEW OF THE CITY STREETS WHEN THE BUS IS WRAPPED ?
349. expand to all buses, buy only hybrids
350. i am not opposed to the full-wrap advertising program
351. Please stop this program, especially the ones with beer messages.
352. A year ago I saw a video type screen on the side of a truck advertizing "Screaming Monkey" Get some of those video screens instead.
353. I think they look dynamic and cool in the Madison area.
354. Due to the fact that I am not a resident of Madison,WI and I am a college student I feel that the full wrap is a disadvantage in a way. The full-wrap disables passengers to fully view their surroundings. With saying this, I am only saying this because when the full-wrap was not on the buses it made it easier to view the city!
355. i think it looks cool, and it raises money
356. makes sense and cents...please proceed
357. I'd be interested to hear the difference in ad revenue between a fully wrapped bus and a partial wrap that leaves the windows clear.
358. Good source for income.
359. I don't love how it looks, but I understand the need for the revenue. I'd rather see rolling billboards than lose the services we have.
360. I think it is a great way to generate revenue, but maybe make it a more local focus to advertise our local/regional businesses more so.
361. Consider the effect of the advertisements you put on the busses, re: children and teens. Beer or cigs or other harmful things don't belong there.
362. At the very least, the windows should not be wrapped. Better yet, these moving billboards should not be allowed at all.
363. Great idea to generate additional revenue to keep taxes down.
364. I dislike the Miller ad. It was explained to me that since this was a legal advertisement, then it was allowable. So, what other harmful and offensive products will be allowable?
365. It is important not to alienate your ridership in order to increase advertising revenue, as losing riders will cost you fare revenue. If the wraps are to continue, there needs to be some added service, such as late night service on Friday and Saturday nights, and it needs to be made explicit that the additional service is being paid for by the wrap revenue. If the revenue from the full wraps is simply going to bolster everyday operations, they need to go, and another revenue source needs to be found.
366. Makes the buses look cleaner
367. Why was there an ad for SUVs?
368. I have no prblem with the advertising
369. I like it. Busses actually look better this way.
370. Limit advertising to the bottom half of the bus. hire local artists to decorate the bus and sell sponsorships of the art to corporations.
371. The full wraps add some life and vibrancy to the landscape and the dull vehicle itself.
372. Buses are not billboards.
373. This is a disturbing step in terms of the public/private blend of funding basic city services. What's next -- listening through commercials while on hold waiting for a city office to answer the phone? Billboards on private land are annoying, but billboards on public services moving through the streets are much more so. I also wonder

- about the safety impact of attention-getting text moving around our roadways (i.e. where they could distract drivers).
374. the ads are well done, some cleverly placed, and serve a public purpose---which the city should embrace.
375. I like it.
376. looks great!
377. I understand the need for revenue, but you could change it to partially wrapped busses. That's what happened in Minneapolis. Thanks!
378. keep it going - good for revenue generation and looks good, too.
379. I like them. And if it keeps bus fare down, then all the better.
380. I think that the fully wrapped busses are a fantastic addition to the city scape. All metro areas have this product. It goes a long way to off set Metro's expenses and helps keep fares at a reasonable rate.
381. I am definitely in support. It adds some excitement to the boring buses. I wish we could see more like I have seen in other cities & aboard.
382. While I don't like to be constantly bombarded with corporate images, I think that generating revenue to support sustainable forms of transportation is a dire responsibility.
383. If it brings in money for the bus system, great!!
384. I really don't like them. It makes riding the bus less enjoyable.
385. Please review this policy carefully based on public input. Society is already beset by advertising at every turn. Often telling us we need to buy products to be prettier, happier, more accepted and successful. Our public transportation systems shouldn't be a means of spreading consumerism.
386. It is just depressing not to be able to see the streets and life outside...
387. I really don't like the looks on the buses. I don't ride the bus so can't say.
388. If this program must continue for budget reasons can there be a little more selectivity in ads? Maybe drop the socially irresponsible stuff(e.g. alcohol, gambling, etc)?
389. I do think we should consider the source of the advertiser - and possibly not use alcohol wrapped advertising on school routes.
390. I believe that it's necessary to provide additional non taxpayer funding to madison metro. I think the design of the wraps could be more creative and less bill-boardish.
391. I do not like the look of the buses, especially those wrapped with alcohol ads, but if it helps metro stay afloat and make a better bottom line, I can live with them.
392. WHEN I AM DRIVING THEY ARE HARD TO EVEN RECOGNIZE AS BUSES...AN UGLY BLIGHT ON THE LANDSCAPE
393. Don't do political ads please
394. I really hope that you can have good advertisers. I don't think beer and gambling are a good thing to advertise on the buses. It gives a bad impression of our city. I hope that there will be more businesses interested in wraps so that the negative is balanced with positive. Thanks! I commute on the bus everyday, and I want metro around for a long time to come.
395. From the outside of the bus, I don't like the full-wrap advertising. It's just more visual pollution in an urban landscape. I don't mind the partially wrapped buses. And please don't advertise alcoholic beverages on the wraps.
396. Please don't expand it.
397. I'm glad you are seeking new revenue streams and trying to improve service.
398. My only concerns related to the wrap ads are safety issues. If you can't see inside and riders can't see out, does that present a safety problem?
399. I don't mind the wraps if it keeps costs down. But I don't think it is a good idea to advertise beer since so many kids ride the buses.



400. No objections to it, but discretion should be used as to what the advertisements are. Alcohol is not really a good one.
401. Truth be told I kind of like the full wrapped buses...they look cool. Wed,
402. It is hypocritical to advertise any alcohol products on City owned property.
403. I think full wraps are demeaning to transit riders and and eyesore to everyone else. Partial wraps that leave the windows clear is an acceptable compromise.
404. I understand the need for revenue and have no problem with with the concept of using wraps -- just concerns about the impact on riders.
405. If the wraps were fulfilling some kind of public service or advertised Madison attractions or were purely decorative or artistic I would probably find them slightly more tolerable. As it is turning the buses into giant rolling ads for beer, casinos and cell phones reflects badly on the city, on Metro and on me, the hapless Metro rider. I appreciate you're doing a survey and all but frankly you (Metro "planners") dump on us (Metro riders) beyond all reason. It's starting to feel like you're more interested in exercising arbitrary power than running a good, practical, efficient bus service. "Money problems" are just your excuse to screw us over some more.
406. see previous comment.
407. Since it helps to keep bus fares from being increased, I am in favor of it. I also think they brighten up the roadways; the wrapped buses look "cheerful" and it gives them a "personality". You know what I mean!!
408. I would just prefer it if the wraps could be modified to either provide better visibility through all windows, or to leave more windows clear so that riders that needed to read signs would have more options on where they could sit and still see out clearly.
409. if it raises money to support increased frequency, increased hours, increased routes, or even simply can help maintain service in this period of rising costs, I am totally in favor of the program and I ride the buses most days.
410. The Common Council, esp. the trolley and rail transit critics who said "expand the bus system instead," need to FULLY FUND Metro and not make riding the bus a negative experience (because of the wrap ads).
411. Are there truly no better options for getting the revenue needed?
412. What a waste of resources. Shameful and short-sighted that mass transit isn't a higher priority and that it must stoop to seeking advertisers (i.e., manipulators).
413. Some of them are ugly and should be reviewed by some body with taste before they get to go on a bus.
414. I think it's a real eyesore, and would love to see it discontinued!
415. Somehow, the companies that advertise are some of my least favorite organizations (e.g., Charter) to start with.
416. it is just awful!
417. How about no alcohol, tobacco or gambling ads
418. Madison Metro has really excellent service and drivers. The wrap around advertising detracts from the overall positive view of the bus system.
419. I hope that the Metro program can make the riding experience more pleasurable by discontinuing the full wrap advertising program. I don't mind ads on busses, I just hope that we don't have to suffer as riders as a result.
420. I like them
421. The bus drivers tell me they cannot see out the windows at night, resulting in very dangerous riding/driving conditions. I am visually impaired. I cannot see out the windows. The dots severely obscures my view. Additionally, my dog does not recognize them as buses and refuses to let me on them, nor can she tell what number the bus is, especially the red wrapped buses (and yes, dogs, like humans,

- can be trained to read -- by learning to recognize the shape associated with a spoken word).
422. Not every decision can be about money.
  423. Please get rid of them. You will lose money in the long run because of loss of customers.
  424. I like it!
  425. Get rid of the bus wrap program. Develop a program to encourage Madison metropolitan residents to urge their legislative representatives (at all levels) to stop funding war and start funding ecological imperatives.
  426. Keep it, you NEED the income.
  427. Charge 2x for booze wraps, if you accept them at all.
  428. I wish the bus ads didn't promote drinking and gambling...
  429. It's demeaning and degrades the riding experience for Metro users. The program should be scrapped entirely.
  430. full wrap ads are problematic; ads that keep the windows clear are OK
  431. I think it should be terminated.
  432. It's not a pleasant riding experience b/c you can't see out the windows very well. But if it brings in money...it's OK.
  433. i don't like beer, cellphones, or gambling... i don't wear advertising and i don't want to ride in it. i understand the need for more revenue, but perhaps a system that made people want to ride it would generate more revenue, eh?
  434. don't like them
  435. Have you considered half-wrap? I ride daily and can't stand not being able to see out the windows.
  436. Please make sure it benefits the branding and image of Madison and that it in no way detracts from our image.
  437. Keep it non-offensive, avoid alcohol and tobacco advertising, and it's a better way to raise funds than fare or tax hikes.
  438. The amount of net revenue doesn't justify the degradation of the bus riding experience. Ultimately, those persons not HAVING to use the bus will chose not to do so.
  439. Please do not cover all the windows
  440. I have no problem with wrapped bus. Please do only partial wraps and keep 50% of the window uncovered.
  441. Yes - It was a bad idea from the get-go. Get rid of it. Call on Madisonians to support Metro by working to get more public funding.
  442. I hope that rates go down or service increases greatly for the sacrifice of the ads.
  443. they are ugly
  444. If there was a way to make it easier to see out the windows I would be in favor of it.
  445. I guess I understand if you NEED more revenue, but I don't understand why you do.
  446. cover the wheels too! Make the bus drivers wear Einstein uniforms! I'm serious! This is a lot of useful money for no effort!
  447. I definitely approve of it if it helps reduce the costs of riding the bus system.
  448. Love it! I feel like Madison is turning into a larger city.
  449. If they can make the experience better for the riders, then I wouldn't mind them so much.
  450. I don't mind the full-wrap advertising, but if it is generating so much revenue, then could you make the riding costs a little more affordable?
  451. If it will save money and improve access I think it is a good idea. Please Keep Wrapped buses and continue to provide top notch bus service in madison.
  452. I don't think they're all that bad.

453. Some people think that alcoholic beverage ads are too much for school kids to handle. Last I checked, nobody was being served alcohol on the Miller buses. What better way for a company such as Miller to support safe drinking anyway? Public transit and alcohol in Madison go hand-in-hand. I'm honestly more offended by Metro wasting the space of the buses with ordinary blue paint than I would be by an ad for Miller Beer. Miller, Adams, and Metro should sit down together and figure out a message that is positive for both kids and responsible adults. I work in advertising and would like to suggest black and white newsprint text reading: "By purchasing this advertising space, Miller Brewing Company has helped everybody in Madison get around, whether they are riding this bus or not, or whether they plan to have a beer or not." Picture a bus wrapped in newspaper with that message as well as Miller's logo, and Metro's logo, and the City's logo. mpwelk@gmail.com daily metro rider
454. Get creative! Figure out a better way to handle the windows. Maybe each window could have a space where there is no print. Or on the windows make the dot-pattern holes larger. Make the graphic designers work around this problem, that's what they're paid for, right?
455. I understand that Metro needs the ad revenue, but it would be really nice if the windows could be made more transparent to riders, or if there could be more "cut outs" in the full-wrap ad by the windows.
456. Take it off of the windows.
457. Keeping bus fares low is key to keeping public transport alive.
458. I don't like it one bit. I actually rode one of the older buses the other day for the first time in months and had FORGOTTEN that there was once a time you could see both out and into the buses...
459. With all of the additional revenue that this program is going to provide for the Madison Metropolitan Transit System, I believe that the certain routes should operate on a 22-24 hour basis. Though many routes run until nearly midnight, it would be highly beneficial for those who work late second shift jobs to have a means of transportation available when they leave at 12 am or later.
460. Insulting. Advertising in general operates on avarice.
461. I think the revenue that Madison Metro will be making from the full-wrap buses can outweigh the aesthetic effects, but I believe there may be a way to compromise. I have ridden in buses elsewhere that are fully wrapped but still let the passengers see through it much more so that the ones that have been put on the buses here.
462. Aren't bill boards enough?
463. I think it's tacky and looks obnoxious. It's extremely distracting. It makes me want to boycott the bus system and the advertisers in order to not support the situation. It is a constant barrage of consumerism.
464. This would be much better, if the windows weren't covered as well.
465. Great idea, generates much needed revenue, and the full-wrap buses look really cool!
466. I like some of the wraps but the red DeJope is a little too much.

## Metro Feedback Summary on Full-Wrap Advertising

1. I recently had the pleasure of riding one of the new wrapped buses. "The windows are covered; however, riders may easily see outside through the special vinyl material." This is simply not true. Everything is blurry and you can't read signs or anything through the window. One thing I used to enjoy about riding the bus was being able to look outside at the scenery and advertising of other businesses, restaurants etc. Something I can't do while driving. This really has a negative impact on the ride.
2. Subject: Official complaint on full wrap buses.

Here is a quote:

"The windows are covered; however, riders may easily see outside through the special vinyl material," said Kamp.

This is incorrect. If you are going to sell out the buses to advertising, you should completely uncover the windows. Looking out of those mesh covered windows makes me feel sick.

sincerely,

Demian

3. Hello, I'm been a rider for several years now and have a couple of issues I wanted to raise.

The first is the new "full wrap" advertising buses. I recognize the need for revenue, and while I find them aesthetically unpleasing, my real issue is the vinyl mesh window coverings. The website quotes General Manager Chuck Kamp as saying "The windows are covered; however, riders may easily see outside through the special vinyl material." This is not really true, as the effect of the honeycombed material is to distort and blur the view of the outside. It is significant enough that I have been developing mild headaches looking through the windows.

My other concern is the fact that I've noticed diesel fumes on some buses in the rear seating area. I assume this is due to the proximity of the rear-mounted engine. It is not due to windows being open and letting in exhaust; it is noticeable even with the windows closed. In fact, opening the windows tends to improve the situation somewhat, but this is not always possible given the weather, and does not entirely clear out the fumes even when it is. I've really only noticed these fumes on the newer model buses that I think were introduced 2 years ago or so.

Despite these issues, there is a great number of things that the Metro Bus system does very well. The buses run on time, the routes are well designed, and with few exceptions the bus drivers are very good.

Thank you for listening.

4. As a regular Metro commuter, I rode on a wrapped bus yesterday for the first time. I must say I found it rather difficult to see out those windows. There was a banner hanging over the University Ave bridge and I could not read it through those windows. I found it very distracting to look through those dots that make up the picture.

How about a survey for your riders whether they actually like the wrapped buses and ask how they enjoy looking out the window now? I know you have a large fleet and only plan to do 15 buses, but I hope it stays at that number and I don't end up having to look through a company's advertisements from now on.

Thank you

5. This is more a comment on the new wrap-around advertising found on some buses. As a frequent rider, I have to say that the view outwards is quite limiting. If the wrap arounds only took up a few of the windows, it may be a nice compromise to current method. The feeling is like that of being in a hazy tunnel. Thank you.
6. "BUS IS UGLY BLUE NEW ONE WRAPPED WITH ADVERTIZING, AND YOU CANNOT SEE WELL OUT THE WINDOWS ONCE INSIDE. IT IS DISCUSTING TO BE INSIDE. I'D RATHER RIDE IN A YELLOW SCHOOL BUS WITHOUT AC."
7. Does not like the wrapped buses. Something that looks like a giant beer commercial or gambling casino is really an eye sore. It's too much. It's a distraction to traffic. It's a bad direction to go in. Also there are fewer friendly drivers. They used to be very friendly. It is really disheartening when you say hi and they don't answer. Some of these drivers almost initiate the bad behavior of the public with their own attitude. If they were more friendly it might help to eliminate the problems.
8. Ms. Williams, a Metro driver, called to state she likes the transit full-wrap ads and that many of her customers comment to her that they like them, as well. She said she could easily get a petition with at least 300 names of people who like the full-wrap ads.

She also stated she wanted me to know that she liked the way I handled the media regarding the Kris Burke incident as well as the full-wrap issue.

9. Hello Julie,

I have been meaning to write to you about the All over Ad. Wrap on the Madison buses. I understand that the Metro needs money and while I'm not offended by the alcohol or the gambling stuff. I do, however, do not like the fact that I can't hardly see out of the windows of the bus. Can't you leave the windows w/out adverting on? I don't care if you put Ads all over the bus, but please leave the windows alone. I like being able to outside while I'm riding the the bus. Now, I can't really see very clearly from the windows. It's as if I have cataracts or something. Plus, when riding the bus, looking out of the windows gives me reference of where I'm and where I need to get off.

The city and the public should fund public transportation.

Thanks.

10. She is very upset about the bus wraps she has been reading about on two counts:
  - 1) She thinks it is out of line to cover the bus windows.
  - 2) She objects to the content of the beer ad.

She can't imagine Metro would do these things. She got used to the more modest sized bus ads with appropriate content or on buses that didn't carry children. But she thinks these wraps are out of line.

11. Hi Jenni,

Thanks for figuring out my route!

Please do pass this e-mail on!

My family and I really enjoy riding Metro. We live on the near west side and use Metro, for example, to go to work, West Towne, hair appointments, doctor appointments and goofing off on State Street. We bought my 15-year-old daughter a summer pass and she went to the mall, bookstores, Saint Vinnie's on Willie St. and to visit me at work at the downtown Madison Public Library. She always feels safe and confident using Metro and has never had any problems transferring buses. She even totes her cello on the #2 to go to the UW campus for WYSO orchestra rehearsals every Saturday during the school year. One Saturday we were running a little late and the driver slowed down to look up Ridge Street to see if we were coming and waited for us.

I could go on and on but let me wrap up by saying we are always impressed with the friendliness and professional enthusiasm of the drivers and staff like you.

We bought a new car in April and have only put gas in it 5 times, and that included trips to Dubuque and Door County.

Thanks again,  
Alice Oakey  
(for my family and myself)

12. Would like to know which bus routes the Miller wrapped buses have been on. He wanted to express his extreme dissatisfaction that the buses are traveling in the downtown area where college kids may see them. He wants Metro to prohibit beer advertising on wrapped buses. He said that the smaller beer ads are acceptable but feels that the wrapped ads may encourage college kids to start drinking if they see them.

13. Please take the wrap-around ads off of the busses. We passengers cannot see well outside of the bus windows... they're covered with a sticky film and images!!! How can you expect passengers to pay to be seated behind driving window-ads?!? Try it for yourselves; you get motion sickness not being able to look out the windows properly.

If you're looking to raise revenue by getting new passengers to ride, this certainly won't do it. If anything it'll chase potential patrons to their cars and bikes!!!

14. I want to lodge a complaint about the grotesque vehicle wraps that you have been applying to your buses.

My father-in-law has been in the sign business for over 40 years and I understand the restrictions, permits and hoops a business must contend with to put up a sign on their private property. The use of complete vehicle wraps on your buses is an eye sore that I have to look at several times a day. Lady Bird Johnson would not approve either.

On another note I have seen one advertisement for some kind of beer.

With all the concern about binge drinking on the UW campus I think Metro as an agency of the city of Madison is being hypocritical with their promotion of alcoholic beverages. I have seen this beer advertisement on a bus that passes by at least two public schools on the west side.

I have seen many examples of vehicle wraps in several sign business magazines that are eye pleasing and a pleasure to look at but the ones you are using are gaudy.

15. The new wrapped buses have no ventilation. There are no windows and it is about 20% hotter inside the bus than outside. She has migraines and asthma and takes medication which impairs her from driving so she has to take the bus. The driver turned on the vent but the fumes from the bus came inside the bus. The driver then turned on the air conditioning which helped. She just wanted to pass this along.
16. The caller wanted to compliment the wrapped buses. She thinks they look good. They bring back good memories of Las Vegas, where all the buses are wrapped. She would like to see more wrapped buses.
17. He supports our full-wrap buses. He works with people with disabilities and visual impairments. He is going to attend an East Side alders meeting tonight. He doesn't think his alder supports the additional five full-wrap buses, so he asked some questions regarding our contract with Adams and the revenue Metro receives as a result of full wraps. I explained the guarantee for 2007 & 2008 - and how it drops in 2009 when the wrap program is not necessarily assured. We discussed the automated bus announcements to assist people with visual impairments - whether they are riding a bus with a wrap or not.
18. I rode a bus yesterday that was wrapped with an advertisement. The webbing material or whatever is used for the wrap is awful to look through. When I looked out my side of the bus, it hurt my eyes and made me dizzy. When I looked out the other side of the bus, it didn't have that same effect on my eyes, but the view was blurry.
19. I used to enjoy the ride, looking at the flowers around the capitol, the various neighborhoods around the city, the State St mix of stores and people, etc. Now the view is just a hazy blur! I understand the need to generate more revenue for Metro. But please don't wrap the windows with the advertisements!
20. Dear Madison Metro,

I have a couple concerns about the busses that have advertisements wrapped around the whole bus. First of all, I don't think it's appropriate for a city funded department to allow beer to be advertised on busses. I just think it could imply an endorsement of alcohol. We have a lot of problems with underage drinking in Madison as it is and I don't think it sends a good message to our youth.

Also, when the whole bus is wrapped with an advertisement, sometimes it is very difficult to watch for landmarks because it's difficult to see out the windows, depending on the color of the material on the advertisement. At night, this is especially difficult. While it helps that the bus drivers announce the major stops, if you're in an unfamiliar area of town, this doesn't help you watch for signs or other landmarks.

I am extremely frustrated with the "wrapped" bus situation. The windows are almost completely obscured by the advertising and this week when the windows were covered with salt from the poor road conditions, it made it impossible to see out of the bus. I ride the bus at least 5 hours each week in an effort to reduce my carbon footprint, this is quite oppressive.

So far, I have not been on many of the busses that are "wrapped," and I intend to keep it that way. As you are about to add 5 more wrapped busses to your fleet, if my regular routes are "wrapped" I will discontinue my use of the busses.

Additionally, there are often cognitively disabled riders on the bus and it is obvious that many of them have been trained to know when to ring the bell for their stops by looking for landmarks through the windows.

I appreciate living in a city that values and protects our environment and also provides a wide array of services for those less fortunate. I am dismayed and frustrated with the "wrapped" bus situation, especially as the advertisements themselves, while having a huge impact on riders only provides less than half of one percent of your annual budget.

21. Please remove advertising wraps from the windows. The diminished view out the window greatly diminishes the experience of riding the bus.
22. The new advertising wraps on buses are obtrusive and completely against the "clean city" look we are striving to uphold in Madison, such as the many grassy medians which have been put in by the city. These advertisement wraps block the view of passengers looking out the many windows on the bus, and can be especially frustrating if a passenger is not 100% familiar with the city and where they are trying to get to. I understand these ads may bring in more revenue, lowering or maintaining costs to the passengers, but not without loss of the view of the city. Also, do these wraps affect the fire windows? Please let me in on the debate which I assume has already been discussed over this issue, as both sides have their ups and downs. Thank you!
23. I do not remember the day, time, or number of the bus that I recently took (I take lots of busses!!). It was a bus wrapped with that new advertising. I just wanted to let you know that looking out of the windows was not only difficult, but it gave me a terrible headache and nausea. In the future, if the bus that I need to take is a wrapped bus, I will wait for the next bus, walk, or drive my own car. I cannot ride your wrapped buses!!
24. ....further, I do not favor the wraparound ads on the buses. People are getting sick from not being able to see out the windows. I would think you would consider the importance of marketing the buses to your ridership more than you are doing. Safe, convenient, green....and consider the loss of people who you desperately need to retain and recruit. If you want to turn us off of buses just keep up the strategies you are using.



25. To repeat what I have said numerous times (I am well trained in survey research) the results of any online survey are bogus and totally meaningless.

## Online Petition to Remove Wrap Advertising

### # Name Comments

1 David Waugh Please remove advertising from the windows. I find the experience of riding on a wrapped bus very unpleasant. I will not continue to be a Metro advocate until wraps are removed. Foreign students and visitors often use buses to "see" Madison, and wraps remove this tourist use. I recommend we hire artist Christo to wrap the city county building with advertising instead.

2 Eric Genrich Bus wraps are ugly and demeaning to transit users. They further degrade a riding experience that isn't spectacular to begin with.

3 Anonymous I don't mind the half-wrapped buses, but really dislike not being able to see out the windows of fully wrapped buses. The interior becomes very dark and I actually have trouble seeing where I am on the route (and where to get off.)

4 Ed Blume Metro surely needs the money from the full-wrap advertising, the urban blight of the wraps should over rule the money.

5 Anonymous I have missed my stop before because I couldn't see out of the bus wrap and couldn't tell what the street numbers and cross streets were.

6 Anonymous A large number of our cities riders are youth. My 10 yr. old daughter hates when we have to ride a "beer" bus. Come on people what kind of message is this sending to our children? I overheard a conversation @ work. Someone was wondering how could our city possibly afford buses made by LEXUS. This proves that the designs are not only ugly but also misleading. I say get rid of them! That is unless whomever is responsible for approving the wraps gets a clue.

7 Nancy Mae

8 Diane O. Peltin I don't like the bus wraps over the bus windows. But I especially don't want to see any bus wraps at all for alcohol or tobacco products. It sends mixed messages to teenagers in particular. I was a Madison Metro rider for 30 years.

9 Jeff Burkhart The wraps detract greatly from the rider's experience, which is not something that planners considered. If the goal is to increase ridership with Metro, it is important to consider the experience from inside the bus, not just outside. Certainly there are advertising options that do not make you feel as though you're riding in a ball of saran wrap!

10 Adam Plotkin

11 Steve Steinhoff While I understand the need to find revenue sources for the buses, it is demeaning and degrading of public transit riders to be asked to ride in moving casino and liquor (and other) advertisements. It is a sad reflection on the state of transit in our city and country that, at a time when we should be expanding transit to reduce greenhouse gas emissions, we have to resort to bus wrap ads. If the revenue is indispensable at this point, commission local artists to decorate the buses and find sponsors who will be willing to place their name in a discrete place on the bus.

12 Anonymous The full wraps pose serious health and safety risks. An epileptic person cannot drive and thereby must ride the bus for a length of time after they have had a seizure. This is a neurological problem much the same as motion sickness from the looking out the window as the tiny dots break up the landscape and force the eye to stigmatize. I've heard from the nearly blind people that the bus is darker and they cannot see out. I've asked fellow riders if they have had problems and they've shared that they

have missed stops because they are missing the landmarks, particularly on the busses that do not have announced stops or that are so full that announcements cannot be heard. The drivers have told me that they cannot see out their blind spots and have requested to have a near front window exposed so they can see to change lanes. A recovering alcoholic told me it was against his beliefs to ride a bus promoting the thing that ruined his life. Muslims, some Christians, Buddhists, Quakers, Mormons all do not believe in consuming alcoholic beverages. They do not want to be subsidized by the promotion of alcoholic beverage advertising. There is no guarantee that the revenues generated will remain subsidies of metro transportation any more than the guarantee that the tobacco fund subsidizes advertising against smoking or the energy funds go towards education of energy efficiency.

13 Susan De Vos

14 Anonymous I ride the buses almost every day for work and/or personal business, and the advertising over the windows ruins the ride for me.

15 Bob Shaw I think a nice compromise would be to keep the windows free of ads but wrap the rest of the bus. I was recently in Mexico City and that is what they did.

16 Dace Zeps I am more than a bit put off by the bus wraps. I find it difficult to see out the windows even on good sunny days, at night it is impossible. I am constantly trying to look out the front window to see where I am. I thought we were clear during the first phase - please take the advertising off the windows.

17 Jocelyn Luglio My favorite part of riding the bus is looking out the window!

18 Stephen Montagna Madison Metro Buses should represent the city, and taxpayers, of Madison, not corporate interests or brand loyalty.

19 John Ottinger Advertising revenue can accrue without the extreme step of totally wrapping the buses!

20 Yogesh Chawla I don't mind advertising on buses, but the complete wrap that covers windows is obtrusive. A wrap that doesn't cover windows would be preferred.

21 Jake Fleming Riding in a fully wrapped bus is significantly less pleasant than riding in an unwrapped bus. It is also more difficult to see, and therefore easier to miss one's stop. Please unwrap Madison's buses.

22 Anne Stoelting My first viewing of a wrap was a Dejepe bus from my car. After recovering from initial disorientation from the unusual appearance I thought it must be their private tour bus. Pretty ugly but if they wanted to do this in their name it was their business. This is just talking about how awful the buses look. Then there is the nightmare of driving and riding in them described elsewhere in this petition...

23 Mary Barrett I am also concerned about the ads for alcohol (beer) - this city has enough problems with underage drinking without having "moving billboards" driving around town encouraging more of it!

24 Dory Christensen I think the bus wrap-arounds are ABSOLUTELY HORRENDOUS!! Not only that, but they are also advertising drinking and gambling, just what we need more of in this city. Please discontinue this practice. If you need the money, my God just find another way to generate the income, not this way.

25 David Williams I concur with many other members of the public that covering the windows is a terrible idea.

26 Deborah Speckmann Wrapped buses are an eye-sore. One wonders what is being done with the extra revenue as more buslines with full ridership are being cutback and

other lines are being eliminated. Further buses wrapped as beer with cigarette or internet, or cable advertising are wonderful examples for our students; especially since the placement of these buses were so planned as to run in areas with high minority populations or economically deprived sections of the city; in these areas income needs to be focused on educational resources, not on discretionary items, health or crime generating items.

27 Ilse Hecht It is hard for those of us who have problems with vision to recognize a city bus all wrapped up. Please keep at least the upper half of the buses in the original colors. And I object to advertising beer !

28 Anonymous I do not like advertising for behaviors that are not in support of community values and ethics. We need to find the monies to support if this is what is all about.

29 Charles James MITCHELL America has no heart, but .... it sure has a wallet. EVERYTHING is for sale; we just have to find its price. Unfortunately, aesthetics is not in the American lexicon. Were it, there would be wraps on any buses, much less a growing number thereof. As the members of the Madison Metropolitan School District Board have learned, there IS a level below which some of us taxpayers will NOT STOOP. Raise taxes, provide the services, scholastic or transportation and allow the public the option to subsidize their desired wishes. These wishes do not include adoration of the American dollar.

30 Anonymous These bus wraps are terribly ugly, distracting, and in conflict with the aesthetics of our city. They seem to "shout" and no matter what is being advertised, the ad always comes across as aggressive. The magnification dwarfs all around it in a very distasteful way. They do not make me feel proud or happy about living in Madison. Please stop wrapping our buses!

31 Jon Jordan

32 Steve Ringwood While I think the wraps are ugly and violate the spirit of the billboard ban my main objection is one of safety and visibility. The reality of those wraps are you can barely see in or out. Since I tend to navigate by landmarks and not street names the limited visibility makes it hard to visually verify where the bus is at. In addition the lack of visibility makes the bus fill more like an enclosed space and less safe.

33 Dennis Bergren They are so ugly! Madisonians should care about how our city looks!

34 Anonymous bus wraps distort the appearance and sight of buses--

35 Anonymous

36 Carl Baumann The buses look totally gross!

37 Greg Rosenberg While I appreciate Madison Metro's interest in raising additional operating funds, bus wrapping is not the best way to do this. Our city is becoming increasingly filled with these giant moving billboards, which are becoming more and more visually oppressive. I would much rather pay another 1/2 % for sales tax to provide adequate funding for Madison Metro than to keep looking at this stuff.

38 Anonymous

39 Liz Vowles It is important and enjoyable to be able to see out of a bus, and the experience of riding the bus should be attractive to as many people as possible.

40 Joel Creswell As a regular rider, I find the wraps unpleasant, as it is very difficult to see out the windows, especially in the dark. Because I am familiar with the routes, however, I can still recognize my stop. For an occasional rider or a visitor to Madison

unfamiliar with the city, however, the wraps present a considerable impediment, as they make it very difficult to see when stops are approaching or even what part of town the bus is in. Infrequent riders are much more dependent on visual cues to figure out where their stops are, therefore these wraps may be preventing new or occasional riders from using the bus system.

41 Mike in Madison

42 thomas all advertising should be baned on buses. this is just another example of the corporate takeover of public facilities.

43 Ben Manski I am opposed to exterior advertising on buses, period. From a practical standpoint, these ads - wrap or otherwise - are a safety hazard. They are designed to catch the attention of motorists, and anything that does that distracts attention from where it belongs - on the road and sidewalks. I contacted Ald. Golden back when he was pushing consideration of bus-advertising, and suggested that he was entering Metro on a slippery slope. I wish we had not gone down this route. The real solution for Metro's funding problems is advocacy - getting the money that is needed from public tax dollar to insure that our public transportation system improves in every way - including safety.

44 Anne Reynolds

45 Sharon Hanrahan I have several friends who have sensitivity to lighting, and they report that the wrapper over the windows is very unpleasant for them -- to the point of making them dizzy or queasy. Now, that's not a good thing on public transportation. I am in marketing and believe the half-wraps are as effective an advertising too.

46 Jean M MacCubbin I ride METRO 4-5 days a week as a commuter. One can no longer SEE our great city from a window of a wrapped bus; one cannot see HOW FULL a bus is when it passes you when it is a WRAPPED BUS. Not being able to see our city for tourists who ride a WRAPPED bus; and they do; is very disturbing. For those riders you do not know the routes, they have little opportunity to try to see landmarks before pulling the bell for a stop. As a regular commuter since 1989, it makes one think that the decision to WRAP was made by people WHO DO NOT RIDE THE BUS!

47 Sandra Ward From the outside the wraps are ugly to look at and from inside they are ugly to look through. They are like moving bill boards. Given the city is seeking to rid itself of billboards, why would we create a set of moving ones.?

48 Sonja Moskalik

49 Jim Roper

50 Dan Ross The current wraps obscure the view excessively, including the ability to read and/or street signs and bus stop signs, which intereferes with the ability to travel via bus. If the wraps were different somehow (translucent, or with bigger "mesh holes") it might not be such a big problem.

51 Jim Skrentny

52 Anonymous

53 Andy Swartz Opposed to wraps due to rider view and also opposed to the content of most of the current wraps - gambling/alcohol.

54 Patrick McDonnell The financial problems of Metro will not be solved by advertising revenue. The answer is a Regional Transportation Authority with appropriate sales taxing authority. A well-funded regional system will improve commuting for riders and drivers alike and will be a boon to economic development. Covering the windows is an insult to

consumers and works against the goal of creating a quality transit system. Public transit advertising is fine up to a point, but the windows should remain clear.

55 Victoria Browning Even if just part of the window was clear, it would be a huge improvement.

56 Barbara Jenkin The wrapped busses are ugly and an assault on the visual senses. Please do not continue this form of advertising. The ability to see into and out of a bus is vital to safety and a pleasant bus ride.

57 Jerry Sullivan I dislike all the adds, both looking at the bus, or sitting in the bus trying to look out.

58 Ted Voth Jr This is not my big issue with Metro, but I would hate to be riding a bus on Jenifer after dark in the rain or on a night cold enough to fog the windows. On the whole, wrapping is not the way to go.

59 Colleen Moore I ride the bus during winter months. Looking through the wrapped windows is extremely unpleasant. It almost gives me motion sickness to try to look out. Get rid of it!! Also, how about a "no alcohol ads" policy??

60 MichaelPaul Czechanski

61 peter wolff

62 Brian Lavendel

63 Charles James MITCHELL Ugly, Uglier, Ugliest. Choose the word which describes the Xmas wrapping of Madison Metro's buses. I cannot use the word(s) which I feel describe it more accurately.

64 Karalyn Kratowicz

65 Sheila Przesmicki Although this is only for partially-wrapped buses, I add that I am against city buses advertising beer or casinos. Children and teenagers make up some large numbers of riders. I don't see how this type of promotion is good "community" education for them.

66 libbey meister i hate the wraps- especially the ones for beer...how do I explain that to my children??

67 Michael Chronister I enjoy the view while riding a bus and the ads on the outside of the bus greatly hinder that view. Just the other day I spent about 20 mins on a wrapped bus and near the end of the ride I couldn't look out the window anymore because I was getting a headache and becoming nauseas from looking through the ad.

68 Matt Jahnke I have heard bus drivers complain about visibility on wrapped buses. I think this is a major safety issue for both bus riders and the rest of the public out on the street.

69 Sebastian Philipp

70 Sara Arscott The bus wrapping made it so that I could not look out of the windows - it gave me a headache and made me feel sick to my stomach. I'm glad to hear that others are dismayed at this bus wrapping. In the future I will walk or drive if the only bus that I can take is wrapped with that advertising

71 Jim Winkle

72 Andrew Kell I am a frequent rider on city buses as I depend on them often to go to work and run errands (especially in the winter). I am against putting more bus wraps on buses, and ask that we cease the activity when current contracts are over. I appreciate the fact that we are looking at ways to keep bus fares low, but this is simply not the way to go about it. If we want to draw more riders and fill up the buses, bus wrap is a good way

to discourage more from riding as it detracts from a good riding experience. It almost impossible to see out of the bus when it's wrapped, especially at night. I personally dislike the fact that I am being hauled around on a giant piece of advertisement, and I'm sure I'm not alone. The beer and gambling ads are especially distasteful as they are obviously targeting low-income bus users. I am asking all transportation committees and the city council to stop the bus wrap practice, because it does not fit within a model of a modern mode of transportation that I envision, and I believe we should be constantly taking step toward a model with high expectations that encourages a diverse group of individuals to use the transit system instead of individual automobiles.

73 Justin Duris I hate that you can't see out of the bus and the ads are annoying large like billboards. Please restrict ads to the smaller type that fit under the windows.

74 Earnestine Moss Mayor Dave, I believe that wrapping the Madison Metro buses would not be prudent in judgment, as it would impair the vision of those riding the bus, especially tourists. People want to be able to see out of bus windows. I know I do and with the price of gas I suspect I will be riding the bus more often than before and I am not looking forward to wraps.

75 Heidi Wegleitner

76 John Koch The wraps do decrease visibility, and should be removed from the windows.

77 Andrea Den Otter I can't stand riding on a wrapped bus. I dread climbing onto a wrapped bus. Please stop covering the windows. When a bus is wrapped, I am unable to see out the windows to know when I'm near my stop. It's even worse in winter when the windows fog up. I commute by bus every day in winter and rainy days in spring and summer.

78 Tonya Rasmussen

79 Sarah Rogers

80 Kate When I ride the bus with my son, it's much harder to entertain him since it's tough to see out the wrapped windows!

81 Anonymous

82 Anita Temple I do not support advertising on the windows of buses. Limiting views from inside for ads is idiotic. There is plenty of space on the rest of the bus.

83 Sybil Better

84 Gary Tipler

85 Ledell Zellers Madison has wisely moved to limit the visual blight of billboards. Buses, as traveling billboards are as bad as permanently placed billboards. Additionally, at a time when we want to encourage greater use of such transit as a means to ease air pollution and to minimize the need to build expensive parking structures, we are making the metro riding experience more unpleasant (by making it darker and harder to see out) and more dangerous (by obstructing driver's field of vision).

86 Anonymous The buses are just incredibly ugly and not pleasant to ride on anymore. Just get rid of the bus wraps or just do the part below the windows and make the lads more attractive.