

**From:** David Waugh (waugh@morningwoodfarm.com)  
**To:** council@cityofmadison.com  
**Date:** Tuesday, May 13, 2008 10:31:48 AM  
**Cc:** Cath Hixon  
**Subject:** bus wrap petition

Dear City of Madison council members,

Madison Metro's recent bus wrap survey concluded that the majority of metro customers have a negative reaction to the fully wrapped buses. I hope it is clear to policy makers that the city must find other sources of revenue to deal with Metro's rising costs and remove advertising that cover bus windows. The Long Range Transportation Committee concluded in their recent report that the number one priority for Metro should be customer service. If we are to maintain or increase ridership, we must do everything possible to make the ride convenient and comfortable. This doesn't even address that the wraps violate the spirit of Madison's billboard ban.

I have attached a survey that was conducted via central and near east side neighborhood listservers. Please read what residents of the central and near east neighborhoods say about the fully wrapped buses.

Please also look at the comments left by residents who participated in Metro's survey at:

<http://legistar.cityofmadison.com/attachments/3f9f4053-b182-4476-9f2a-6fd46642c2c7.pdf>

Kind Regards,  
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