

# Draft Final Report Paper Survey Answers

**How often do you ride?** 4 - 7 days a week

**Three top priorities**

- a) provide transportation for people with no other alternatives
- b) attract students and commuters who are regular riders who will help pay for the service
- c) smooth bus rides 1) No jerky stops and starts and 2) Busses with first class suspension systems (shock absorbers, etc.) [Many of us have some degree of motion sickness. We sometimes stand up when busses are full or to prepare to get off.]
- d) contribute to fewer automobiles around the campuses and the Isthmus/Capitol corridor, for ecology and quality of life.

**Comments on specific recommendations**

- a) The short term discussion of customer service focused on how phone calls are answered. Although it was included elsewhere, it seems to me the most important customer service is driver service, bus comfort (all aspects), and reliability of schedules.
- b) The lost and found area at the bus garage is hard to get to for bus riders, and the times of operation make it nearly impossible for a person working a typical job to get there. Why not have the lost and found at the MLK (old PO) building? Most riders can get there easily. The hours may not be much better.
- c) Riders: People are going to continue to live away from bus routes. If I lived outside the service area, or the bus took too long to get me to work, I would be willing to pay for parking and a monthly pass at a Park & Ride - but only if it provided Express or Limited Stop service to the University and Capitol Square.
- d) Even though I live near a bus route, I would be willing to drive to a Park & Ride, and pay for parking and Monthly Pass, If the bus made a quick trip to the University and Capitol Square. There may be many areas in Madison where this could be an alternative to bus routes that snake through neighborhoods.

e) Branding: The name 'METRO' seems quite good to me. I'm not sure a different name would bring increased riders.

f) Marketing: I suggest the slogans "We're going to work" and "We're going to school"

This is because

1) The greatest potential for increased rides is people who will use the service daily to get to their primary activity.

2) If you took the bus to work or school, you would take it home also, so it is good to focus on the decision to use the bus.

3) It reinforces the perception that Madison METRO is working - on many different levels

4) It hints at a Madison METRO commitment to continuous improvement.

5) Although service for people who do not have a car is essential, people in that group do not need so much advertising because they already know their needs and know that Madison METRO provides the solution to the transportation need.

2. What are your top priorities for Metro?

a) provide transportation for people with no other alternatives

b) attract students and commuters who are regular riders who will help pay for the service

c) smooth bus rides 1) No jerky stops and starts and 2) Busses with first class suspension systems (shock absorbers, etc.) [Many of us have some degree of motion sickness. We sometimes stand up when busses are full or to prepare to get off.]

d) contribute to fewer automobiles around the campuses and the Isthmus/Capitol corridor, for ecology and quality of life.

**Anything else?**

a) I really like the idea of parking lots with Express or Limited Stop service to UW and Capitol, and perhaps to all transfer points. I would be willing to buy a Park & Ride bus pass that included extra to cover the parking benefit.

b) The partnering with malls, other businesses, and neighborhoods with on-street parking available, will cause problems if people park there and ride the bus. That will hurt the image

of Madison METRO for those malls, businesses and neighborhoods because it will be using up their precious parking.

c) smooth bus rides 1) No jerky stops and starts and 2) Busses with first class suspension systems (shock absorbers, etc.) [Many of us have some degree of motion sickness. We sometimes stand up when busses are full or to prepare to get off.]

d) I would be willing to serve as a secret rider. I commute 5 days a week, and take a variety of bus routes to the West side.

**How often do you ride?** 4 - 7 days a week

**Three top priorities** Buses on time and less crowded. Less commute time. Better temperature control.

**Comments on specific recommendations** I like the idea of express service to the Capitol Square. A lot of people drive and park near Atwood @ Walter to take the 3/38 bus in. Maybe there could be a park and ride near Door Creek with express transit downtown. Also, explore an agreement with State of Wisconsin for reduced or free passes.

**Anything else?** A lot of non-Madison residents drive to a convenient location to catch a bus. Perhaps you could explore park & rides outside the city to provide express service to popular locations as suggested in the report.

<b>How often do you ride?</b>	4 - 7 days a week
<b>Three top priorities</b>	#4 - Secret riders - not just for surveys, but to see what's happening on our buses. #7 - Service Improvements: priority neighborhoods, stop locations & common destinations - Take back Wal-Mart's
<b>Comments on specific recommendations</b>	Very cold winter / very hot summer. At Cubs, a shelter is needed badly or put us closer to the store. Or partnership with business (re: shelter). Small business / non-profit can use bus passes for their workers (employed) too.
<b>Anything else?</b>	#4 Bus to STP from Winnebago & Atwood. Most of the drivers will not do or say anything to the loud, profanity using teenage riders. We, the other passengers, have to endure this to either Badger Rd / STP. The bus drivers just drive along like they are unconscious of what is going (ignoring) is a better word. I am riding this bus 4 to 5 times a week for approximately 45 mins. If you think it's bad now, summer has not begun. Help, help, something can and should be done. Thank you for letting me express this mess. I'm either on the 2:12 / 3:12 PM #4 bus.

<b>How often do you ride?</b>	4 - 7 days a week
<b>Three top priorities</b>	Short term: service improvements, cost control / fare options, bus type (eco friendly!!) Long term: #1-Schedules at stops!!, expanded service area.
<b>Comments on specific recommendations</b>	Forget about branding and marketing, please re-focus on providing us with dependable service. I'd rather get my bus ON-TIME and at convenient times than get my bus with a cute new logo. Re-prioritize.
<b>Anything else?</b>	Biggest problems I have with Metro: 1) buses should be available later at night, like in Milwaukee - run until bar time! 2) Northside is DRASTICALLY underserved. 3) Every stop should have departure times posted, this is not difficult to do and would be very helpful.