

# Interim Report Feedback

Area	Last Name	First Name	Comment
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Cost Management			
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Richards			
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	Rick and Sara		
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Regarding the section Cost Management:

1. Suggest that there be health programs specifically targeted to driver needs resulting from the nature of the work; for example, free exercise classes to counteract the problems caused by sitting 40 hours a week.

Smith			
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	Barbara		
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These comments expand upon my verbal statement at the TPC meeting on August 14th.

I'd like to thank the committee for their work so far on the interim report.

Support Bus Drivers

14. I hope Metro can build a long-term strategy for its service based on supporting its bus drivers. One of the Cost Management references (p.9) noted that bus drivers take more sick leave than other city staff. This may be reasonable if bus drivers' jobs are more physically demanding and involve more stressful contact with the public than a typical city job. A more apt comparison may be to see if our bus drivers take more sick leave than bus drivers in other similar cities. Recently I read an article about the very poor level of health of long-distance truck drivers, and I wondered if parts of this situation applied to bus drivers, too. For example, Schneider Trucking has been testing most of their truck drivers for sleep apnea and found a shockingly high incidence of this dangerous condition (and offered treatment). I also heard a NYC taxi drivers' union representative talk this spring, and he mentioned the physical toll of taxi driving on the drivers. To combat this problem, the union has set up a gym at their depot near the airport, where drivers can work out during the periods when there are fewer fares.

15. Overall, it is in our interest to recognize our bus drivers as an important resource for keeping our buses safe. Also, Metro can encourage bus drivers to live a transit-oriented lifestyle and become "ambassadors" for Metro.

Area	Last Name	First Name	Comment
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Sprenger	Rosemary
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I've heard about the small vs. large bus issue before (p. 9) and thought it was already settled to avoid having two fleets, which is also costly.

**Funding**

Richards	Rick and Sara
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Regarding the section Local Funding Issues:

1.Contingency fund: Yes, we are in favor of replenishing the reserve contingency fund. Some possibilities (besides use of general revenues) could be:

- Setting up and promoting an endowment fund soliciting tax-deductible donations from local entrepreneurs and others
- Setting up an adopt-a-bus or –bus-route program where the bus or route is named after the sponsor (or give the sponsor naming rights). For example, there could be an American Family bus or bus route, a WPS bus route, etc.
- Creating annual fund-raising events for friends of Madison Metro similar to fund-raising events for the Zoo.

2.We support the suggestions for raising funds discussed under “other issues”, especially: “a transit fee for developments”, parking fees to support unlimited transit passes”, Partner with Dane County to provide transit to county airport from population centers” and “city and county road planning include planning for transit”.

We also would like to suggest that all parking lots, such as for malls, private business parking, etc., be assessed a tax (or higher tax if this already is being done) to support public transit.

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Area	Last Name	First Name	Comment
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<input type="text" value="Adams"/>	<input type="text" value="Sue"/>		
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I have been a bus rider for about ten years. I have a car but like riding the bus. It's the right thing to do environmentally. I'm excited about people getting hybrid buses. I have a hybrid car and really support that. I saw a GM hybrid bus at Hybridfest. The GM representative at the fest said that some cities were able to get grants for hybrids and pay 30 cents on the dollar. I hope Metro took advantage of that. I hope that is encouraged on the state and federal levels. There are a lot of misconceptions about hybrids, so you really need to use them and have people become part of the experience before they will buy in.

I read that Metro does not cover their costs for buses for Badger games. They should cover costs; raise the price if they have to. Does Metro have any plans for fare increases? There were two transit increases before there was a parking increase. That encourages people to drive. I would like to see parking fees/bus fees to be made so that they encourage people to ride the bus – without hurting evening businesses. Market that and say we have plenty of bus service during these hours. Here are your options – park and ride, bus schedules, etc. If we get into the RTA, hopefully people will see the benefits.

When Monona Terrace was built, the state threw in \$20 million for the parking ramp with the proviso that state employees could park there. Maybe the state could use some money to support transit use.

<input type="text" value="Clark"/>	<input type="text" value="Mike"/>		
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Regarding funding, he wondered if there could be an infusion of capital (maybe from an individual legacy as a service to the community), which would jumpstart a more comprehensive service, serving more people, so that eventually more riders would sustain the service. He supported a more affordable and practical service for riders.

<input type="text" value="Clark"/>	<input type="text" value="Mike"/>		
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Using a fuel tax could yield a much larger revenue source than the \$45 million estimated for the RTA. Also use parking fees and also registration fees for cars. We need to make quantum leaps to better service so people feel the bus fits into their lives. I think the money is there; we have to approach things differently.

<input type="text" value="Higgins"/>	<input type="text" value="Cynthia"/>		
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You could have fees toward transportation so when there is development going further out – have developers pay in to support transit. I ride Route 38, and I'm really happy with that.

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Area	Last Name	First Name	Comment
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Lewis	Andy		
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<p>[The City of Middleton is] introducing a resolution about RTA. It's different than the city/county one. We thought it was too early. But ours just focuses on the enabling legislation. That will be voted on [8/7/07] at the Middleton City Council.</p>
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Melton	Dan		
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Here's what the Schenk-Atwood-Starkweather-Yahara Neighborhood Association council would like to say, at Transit and Parking today, about Madison Metro bus service and the proposed Regional Transportation Authority (RTA).

1. Any money raised by a proposed half-cent sales tax that goes to Madison Metro should be NEW money for Madison Metro, IN ADDITION TO - NOT a replacement for - existing revenues.
2. Any money raised by a proposed half-cent sales tax that goes to road construction should NOT be new money for road construction, but a replacement for existing property tax revenues now used for road construction.
3. We are lukewarm about the Middleton - Sun Prairie commuter rail proposed for the RR right-of-way that runs through our neighborhood. We have many questions we need to have answered first. We are OK with the 'general concept' of commuter rail and the 'general concept' of an RTA - but we have a lot of questions about the details of implementing a commuter rail proposal: For example, the size and location of proposed Park And Ride lots at commuter rail stations; and the apparent lack of additional land use controls that would accompany any commuter rail proposal.
4. To the greatest extent possible, we want to see commuter rail be 'walk to' - walk to the station - NOT 'drive to' [to a big Park And Ride lot]. Commuter rail seems to have worked best in other cities where very high density development is encouraged within a block or two of the commuter rail station - to encourage 'walk to' business - with strict low-density land use controls further from the station.
5. We would like to see as high a % of the total revenue raised by a proposed half-cent sales tax be devoted to beefing up EXISTING BUS SERVICE, BEFORE there's talk of bus 'add-ons' like new routes or new non-stop service. IF there is money available, we want to see frequencies on existing routes increased. For example, if the frequency now is every 30 minutes, we would like to see that become every 20 minutes. We would also like to see hours of "peak service" frequencies be expanded -- to, say, 7:00 PM. We think that's the way we're going to attract new riders -- by increasing frequencies - so, if you miss your bus, you don't have to wait as long for the next one -- and by expanding the hours of "peak service" frequencies.

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Funding issue: if the point of view is that we need to speak to the needs of people taking the bus, then write a special grant just for the comfort and safety of passengers who are waiting for the bus. (For example to pay for shelters, etc.)

Perhaps there could be bus lanes or multiple occupancy vehicle lanes or a tax for single occupancy vehicles or something. Fare increases "tax" the people who depend on the bus because don't have a car or the income level to get one.

The first thing in correcting a problem is to be honest about it. You say ridership is the highest in 20 years. But you didn't say 21 years. Ridership was higher 21 years ago and in the '80s. I support an RTA. But it has to be able to do more than just control the transportation part of it.

And yes the RTA does have the implication of the trolley in it. The reason RTA has the focus is that Transport 2020 wants funds, and they aren't going to get the funds without an RTA. We need to let people know what is going on, and then they can make an informed decision. We need to work as a community and improve everything.

You need more revenue. The RTA needs to cover more than just Dane County. Many people commute into Madison to work and live outside of Dane County.

I'm curious about an RTA and what the benefits and risks are likely to be. Also, is it going to be focused on getting to and from the light rail?

These comments expand upon my verbal statement at the TPC meeting on August 14th.

I'd like to thank the committee for their work so far on the interim report.

10. If federal and state funding continues to drop and other options are not bringing in needed funds, a fair way to fund Metro might be a tax on parking spots in the county.

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Sprenger

Rosemary

In Isthmus I learned of a public hearing in my area on Aug. 8, but I'm hoping to go to a meeting that night. I called Customer Service, and a woman told me to get the 12-page interim report from the library, which I've read. My comments are not in priority order. I own a car but often take the bus for various reasons, boarding either at the STP or Fisher/Buick streets.

I'm glad that the subcommittees get input from Metro staff and hope that that includes drivers. Perhaps I should give the page no. in the report in parenthesis that relates to my comments. I think we should probably have transit from the airport for tourists, but unless transit to the airport [is] fast and frequent, I'd prefer a taxi (p. 5). I have a B.S. degree but not sure I understand No. 2 and 7 under Regional Funding Issues. I'm not sure I favor a Center for Transportation Research unless it is part of the Wis. DOT; it is time to act and modify later to see what works and improve service.

Threinen

Constance

I support RTA/rail because I don't want any more big parking ramps downtown.

Williams

Royce

I have two big concerns about the RTA. The county is too big an area. I don't think the RTA has a chance with that. There are 220,000 people in the city, 150,000 in the suburbs (which is another 26 units of government) and thousands more out in the county. It would be very difficult to get the whole county or even the whole urban area to agree. The second issue is that I'm really upset by the percentages put into that agreement. RTA is going to run the bus system. There is not enough money there. Twenty-five percent is only going to cover the share that Madison is kicking in. Middleton and others will want their shares covered. We will also want to expand service and the money won't cover that. Percentages should be taken out. I would like to see a committee set up to get some University people involved and talk about how RTAs are running in other part of the country, and how we could get it to work in Wisconsin. Right now the state version isn't being drafted in the state. It's being drafted by the Alliance of Cities. I think it's inappropriate to have the legislation to be drafted outside the state.

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Wilson	Bruce		
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Board Member of Madison Area Bus Advocates:

We understand that we won't have enhancements unless there is a funding base. We support the creation of an RTA. We think a sales tax should be considered but we don't think an RTA will go forward without increased state aid. There is no capital program out of WisDOT other than some discretionary expenditures they might make. Until we get state match for BRT or some state aids for BRT, they won't happen. WisDOT has to be stronger. We want to work with the business community and build partnerships. There are some examples of that. The City and Country road planning should include express dedicated lanes. As we improve the street system, we should be making improvements to help BRT. Clarify the relationship with the MPO. I hope RTA and the MPO work together on the boundary. There is less federal funding, so the state is going to have to step up. Madison is a good transit community, so if improvements are made, I'm sure the ridership will increase accordingly.

**Increasing Ridership**

Richards	Rick and Sara		
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Regarding the section "Increasing Ridership"

- 1.Suggest better PR regarding ozone alert days.
- 2.Consider creating special, express-like routes targeting needs of low-income neighborhoods based on surveys of neighborhood residents' most common transit needs.
- 3.Make the use the occasional free days more of a recruiting tool by establishing "regular free days" that people can plan for, such as the first Monday of every month.
- 4.Regarding the "Passenger Amenities" under ideas for future meetings:
  - A very big "YES" for developing transfer points by bringing in vendors with newspapers, coffee, breakfast and lunch food, etc."
  - Like the idea of providing shelters and benches at more stops in partnership with nearby business and neighborhoods and could allow sponsoring organization to advertise of the shelter/bench that "This shelter/bench provided by..."



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Adams
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Sue
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I'm a state employee. I would really like to see a state program similar to what the University has with the unlimited ride passes. I'd like to encourage Metro to get the state involved. There are so many state workers who work downtown. So many people get off at campus, but by the time I get to the square, it's obvious state employees don't take the bus. It's so convenient with a bus stop right across from work. From my office on the square to a meeting on campus the bus is quickest way with no worries about parking. We really need to get the word out to people.

I like the direction you are going in discussing the park and ride lots. That's useful especially in combination with express routes for people driving in from really outlying areas. If they could use a park and ride it would have to be an express bus route for that to be useful to them.

The only other thing I'd like to see is having all the bus signs numbered with the route on there. It is helpful to know exactly which buses stop at that route. It would be a difficult task to keep up, but it is helpful.

Benish
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Tom
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I have been riding the bus for a year and a half. I used to ride my bike or drive my car. I like the bus. I don't pollute the city. We've already had Clean Air Action Days; there should be more of these to encourage more people to take the bus, leave their cars at home. There are some things that bother me such as people smoking in the shelters. I tell them politely that it is not allowed. I sometimes get rude comments back. I don't like that. There is no eating allowed on the bus, but there is a lot of eating, and then people leave their garbage. I agree on the need for good shelters. It's cold on a winter night.

I like the bike racks, but sometimes they are full.

Bowman
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Eric
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I like the various changes you have made to the driving experience for the riders and the drivers, such as not having the drivers having to tear off paper bus passes, the mechanical voice that tells you what street you're at, but I could want a voice or sign telling you what number Bus you're on from the inside especially when the bus changes its number, for instance between arriving and departing from a Transfer Point.

Area	Last Name	First Name	Comment
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Bowman	Eric		
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You could work with businesses or stores like you did with Shopko to get a bus stop/service. New developments could have that as criteria – a bus stop right in front of their doors.

Brar	Dorothy		
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It used to be that every shelter had a garbage can. That's no longer the case. People throw cigarettes, wrappers, cans, etc. on the ground. They shouldn't do that, but maybe at least with a garbage can they'd have a choice.

Bruni	Barbara		
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I'd like the bus to be more convenient. I will take a bus to go shopping but take a cab home because I have packages. I think it would be nice if buses swung into the shopping center area because it's hard with packages to walk to the stop near the street. I realize everything will cost more. It would be nice if you could put "bus stop" or some identifier on the back of the signs so people don't run and find out it's a no parking sign instead of a bus stop sign. The free rides that come on Clean Air Action Day are a waste of money. People will ride those days anyway. A better marketing strategy would be to have businesses donate rides to employees and have them ride whenever it's convenient for them. Have a business buy a pack of passes and employees can save them until they need to ride the bus because their car doesn't work or they decide to try it.

For special events such as Concerts on the Square or events in Greenway Station, you could run a special event bus. I don't know how you would inform the public. But I think that would be nice when there are lots of people all going to the same place. Maybe have that bus subsidized by the event planner.

Casper	Cathy		
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Expressed concern for rider safety and employee safety (esp. on Route 18). he had seen drinking, drug sales and vendors at bus stops. She wanted more consistent customer service among bus drivers re: giving good information about routes and cleaning up more; saw drivers wearing head phones and using cell phones. She found trip guides and rides guides were not in sync. She was concerned about violent kids.

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Area	Last Name	First Name	Comment
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Clark	Mike		
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Ask people who don't ride the bus what it would take for them to ride the bus. I'd say it needs to be more convenient. I ride my bike most places and get there faster on bike. It would be nice if the bus system were so convenient that choice riders would ride. I like Mr. Kelly's point about the "official bus stop." If I'm trying to get to work and I'm walking along the route and I hit my cell phone or transponder or whatever, they would know I want to get on and they would beam back that a bus is coming for me. Looking toward the future, make it so convenient to ride, that it would almost be punitive not to ride it. Make buses a little nicer to ride. I don't know exactly what that would be. Now they are noisy and jarring to the body. You can get anything to pass if we can show how in the big picture its saving money. Maybe by having all of us ride the bus so often because its so convenient. Maybe we don't benefit, but someone is benefiting. Maybe show how it would mean less traffic, and fewer street repairs. Less need to spend money on infrastructure projects. Show those things could save money by making the riding fun and convenient.

Clarke	Edward		
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Our report was taken up this morning and several comments are worth passing on. I think Susan Schmitz already passed on one e mail comment.

Other Ideas:

There is an exciting local company, TrafficCast, who provides "route-specific, real-time traffic information and travel time forecasts for emerging applications which deliver personalized traffic information via Internet and wireless devices" They are international in scope and growing. They may be a local source of expertise on how to make access to Metro easier through real time schedule info. <http://www.trafficcast.com/index.htm>

Think about the park and ride as the "last mile" provider to keep folks out of the downtown. Similar ideas are being floated in New York City as they seek to keep traffic out of Manhattan.

Key routes to employers, particularly those who have lower income workers, like call centers.

Seek partnerships with the Sewage District. In Sweden, the buses run on methane from the local land fills. This would remove one reason why people don't like buses and it might be so effective that people would not mind them on State Street, even in the summer.

Predictions that the RTA will go down tonight at the Dane County Board. (Sigh!)

Good meeting, lots of support for what we are doing.

Area	Last Name	First Name	Comment
	Jolin	Bill	<p>When buying new buses, please purchase the kind that blow heat at the floor of the bus, rather than the kind that blow from the ceiling. Sitting still with your feet on an ice cold, wet floor in winter, is chilling. More people ride in winter, why make it so uncomfortable?</p>
	Kolbach	Eileen	<p>Didn't like the bus shelters on State Street that were now being installed on the Square. With a 16-inch gap at the bottom, she felt they were not designed with Wisconsin winters in mind. She thought they would discourage bus ridership, and observed that the metal bar on seats made them cold and uncomfortable. She felt that airport service needed to go downtown. She said she preferred the old shelters, which had lasted 30 years, had more comfortable wood seats, had smoky glass to block sun, and accommodated more people in them.</p>
	Lewis	Andy	<p>Maybe Metro should work with some real estate firms to get an annual bus pass with the sale of a unit etc.</p>
	Livanos	Michelle	<p>All metrobus stops should have sidewalks, a bench in addition would be nice. I find it unbelievable that some of the stops have absolutely no sidewalk whatsoever. Sometimes, one has to walk along the side of the street, on bumpy grass.</p> <p>Trying to figure out where exactly the stop is can sometimes be a real challenge. I especially find the bus stop conditions appalling at the University Station stop on University Avenue. No sidewalk, no bench, no sidewalk access to the health clinic, and located at a dangerous intersection. Try crossing University Avenue to get to the clinics as a pedestrian. It is near impossible and treacherous. This dangerous intersection needs a traffic light; there needs to be a sidewalk so those that are disabled and are taking the bus, most likely because they are not able to drive, can safely board/get off the bus and walk safely to the clinics. I witnessed an elderly man nearly getting hit for these very reasons. It's just very infuriating. One also thinks one's doing a good thing, taking the bus, only to be treated with no regard for one's safety.</p> <p>It's just a matter of respect and safety to the Metro's riders. Please put in sidewalks.</p>

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Area	Last Name	First Name	Comment
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Mitchell	Nelly		
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Thanks for all the work. It's a very American thing. But so is not supporting public transportation. I only take the bus one-way to work (my husband drives the other way) because it takes me an hour to get to work on the west side. Also, I hate the advertising on the buses. But major employers need to push their employees not to drive – by charging more for parking. Some bus drivers drive strangely, and I get carsick. The schedule can be frustrating if I have one minute to make a connection. If my bus is slightly late, I can't make the connection. Why not have small buses? We have to convince people that buses are not just for "those people."

Sarto	Mary		
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I am a senior citizen. I moved here from Chicago because there was a bus system. I had pretty good experiences the first three years. Then service started getting cut, which made it harder. The winter weather is a problem with shelters that don't shelter. The ones downtown are being replaced with flimsier ones. I'm sad to see the stone ones downtown just left to deteriorate. Maybe there was no way to save them. Last year there were public hearings and I went to one at a community mtg. It would have meant a lot to me if there had been more time for a public meeting to discuss Metro rather than having it cut off for the neighborhood meeting's other business. My comments might have had more weight in a public forum. The connections of the 13 bus are very few. It goes downtown but manages to just miss the 3 and 4 several times. I hear other people saying, "I'm not going to take the bus standing out in this weather." Also if I had not been able to apply for paratransit support, I could not have kept my job. The lack of bus shelters has a message of "the rider doesn't matter." Shelters are very important. Also those two-seat benches with no shelter are at least something. It also gives a space to place some bus schedule information.

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Area	Last Name	First Name	Comment
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Schaefer	Bob		
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Transportation and land use have to go hand in hand. As you develop the transportation system (roads or transit, whichever) you create a way for people to move to new areas. BRT, park and ride lots, and rail would mean people would/could move to outlying communities. Unlimited ride pass programs have increased ridership but have not increased revenue. So you have more riders and need more equipment but don't have more money. You have people making a lot of money at the UW who could afford to drive and park and they get a free bus pass. It makes it so attractive to ride, but it's not helping Metro financially.

In reference to the need for service on the far east side – this is where you could use your equipment more efficiently. Take some of the buses of the 24 routes on University and use those for far east service. A lot of University usage is probably because students have a free pass and get on to ride three blocks. You have to make an investment in the system and get it to new places so people use it. Then you can't say no one uses it in those locations. I don't ever use the bus because I carry tools and stuff in my vehicle and when clients call, they can't wait for me to come on the bus. But we need to look at it as a community perspective and how we can accomplish what we want to do. Reducing the fares is important for people who need that. But there are people in the community who can afford more and would be willing to help out. Maybe come up with a voucher system people could contribute to for providing transit for low-income riders.

Schomisch	Ann		
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Buses should be friendlier to ride. I take buses that are school buses at other times of day. There is food stuck in the seats and sticky floors. That's off putting as a rider. Some of the restaurants at Greenway Station were having trouble getting people to work out there because there was no bus service. Park and Rides would really encourage people to ride the bus from the outer edge of the Metro system.

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Area	Last Name	First Name	Comment
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Smith
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Barbara
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These comments expand upon my verbal statement at the TPC meeting on August 14th.

I'd like to thank the committee for their work so far on the interim report.

Businesses Need to Support Metro

3. One suggestion to expand the financial resources available to Metro is to partner more with businesses, especially those who have pledged to be environmental. For example, MGE has been successful promoting its wind power product to businesses that want to promote an environmental image. Organizations to target include the kind of businesses that advertise in Sustainable Times, or who belong to the Dane County Clean Air Coalition. Metro may also want to partner with MGE or Focus on Energy on co-marketing and to leverage Metro's limited resources to arrange joint tabling at fairs and various environmental events.

4. Even if companies reject the opportunity to join the bus pass program, these firms can still take many other actions to actively support Metro. In fact, Metro may wish to establish "gold" and "silver" level supporters lists, as well as an annual award ceremony, to encourage businesses to become active Metro supporters. Examples of actions companies can take include: (a) pledge to orient all new employees on how to commute to their work site by bus and offering several weeks of free passes for new employees (b) keeping bus route info handy for employees and customers (c) encouraging bus riding among employees by running regular newsletter articles on bus topics, organizing internal promotions and prizes, and doing surveys to better identify employee obstacles to using transit (d) organizing group trips on transit.

5. I would especially like to see grocery, healthcare, and dental offices become more active in facilitating transit use by their customers.

6. I hope Metro does not slow down its efforts to expand the bus pass program to other large employers. Employers to target include the state, the county, MMSD school district, MATC faculty, American Family, etc. Some of these employers already have existing bus pass programs for some portion of their campus occupants, so expanding these programs would involve synergies.

Airport Service

11. To improve transit options to get to the airport, Metro might start a shared-ride van service to the airport. I've ridden these [private] services in some other communities, and they provide a nice hybrid of door-to-door service with lower cost than a single-occupancy private taxi.

Etc.

Area	Last Name	First Name	Comment
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16. Pay phones. The elimination of pay phones from the public sphere is a safety issue that affects bus riders more than other citizens. It would be helpful if Metro does what it can to resist the elimination of pay phones. Metro could identify where pay phones exist at or near its stops, perhaps keep a map of these locations on its web site, and evaluate whether additional options are needed for their patrons. Pay phones are especially helpful to avoid stranded passengers in poor weather at remote bus stops. Pay phones are more basic and important than GIS technologies to track the bus or internet access on the bus.

17. Reduce air pollution from tailpipes. I would like to see what retrofit technologies are available to lower emissions from buses. Perhaps some of the technologies that work on trucks, such as oxidation catalysts, could also be helpful on buses. This could also help combat the public impression that buses are dirty.

18. Growing elderly population. To build support for Metro in more rural areas, Metro should remind the community of the important service that it provides for the elderly who cannot, or do not wish to, drive. Much of our population is aging, and the bus will become more important for this group.

Sprenger

Rosemary

It would be nice to have a park and ride near the South and West Transfer points, but I'm not sure where you'd put it in South Madison unless you used Villager lot or other nearby spot.

Wenholz

Michael

I ride the Route 38. It could use some improvements, but I've used it since 1998. I love the addition of the bike racks. The only problem is that it has caught on and often the bike racks are full. Sometimes I have to let several buses pass because the bike racks are full. I won't ride my bike to work, but I would ride home if I thought I that a bike rack would be available for me. So I'd love other ideas for how to make this possible. I know you are for the bus, but as an issue for overall transportation for an RTA – for people who would be willing to ride their bikes to work, there is no shower system in the government buildings. You can't rent a locker; you have to take all your stuff home every night. Perhaps there could be lockers at transfer points. People could bike to the transfer point.

Williams

Royce

Minneapolis is using on demand heaters on their light rail line. They don't stay on all the time. The passenger can push a button, and the heater stays on for two minutes. They would use some power, but the cold is a real problem in winter waiting in shelters.

Marketing



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Area	Last Name	First Name	Comment
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Richards
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Rick and Sara
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Regarding the section Marketing:

- 1.Suggest encouraging local radio and television media to add metro info to their traffic reporting, such as route changes, specials, and possibly projected commute times on major routes and expected delays due to traffic conditions, breakdowns, etc. There may be some of this currently happening, but media should be encouraged to cover this regularly, not just when there is something unusual. Putting metro info on the air on a regular basis makes is a valuable PR tool for reminding people of the Metro transit option.
- 2.In addition to Metro management, would also like to see mayor and alders and high-profile city employees also riding the bus and having that regularly advertised for its PR value.
- 3.Could have a campaign publicizing a “customer of the month”: celebrity locals who ride the bus such as UW professors, politicians, business leaders, etc. Maybe have a clever award or trophy to go with this?
- 4.Could create specific occasion events at the various transit centers or high-use locations such as art projects, art shows, outdoor markets, group exercise demos and classes, etc.

Adams
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Sue
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As for marketing, I hope Metro is getting enough money from wrapped buses. They are unattractive. My rule is if you give me my vehicle free, then I will advertise for you. Maybe you could get advertisers to give you buses. I’m not real crazy about advertising but we have to consider it to make up some costs. Right now there is no advertising on the bus pass. Put someone’s name on it.

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Area	Last Name	First Name	Comment
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[After talking about smoking in shelters and eating on the bus] Some drivers say what can I do. Some help. I call customer service, but they don't seem to enforce that too well.

There is a particular bus driver who uses their ear buds with a radio. Also, if you complain, nobody gets back to you. I also heard a driver say bus drivers don't have to follow the speed limit. A trainer who was riding with a new driver said that they get bored, so they can have an ear bud in one ear. I complained about one driver, and he still wears ear buds. Once a driver left to get something to eat and a passenger on the bus stole some transfers. Or some people sneak on the bus. I told the driver about it when I got off the bus, but he just said ok. Is there a limit to how much people can bring on the bus? Some people bring on an awful lot of stuff. I usually only bring on what I can carry.

Second, I would like to offer my opinion about the Metro Ride Guides. I have been living in Madison for almost 7 years, and I know the town fairly well (at least the major streets), and I ride the bus every day in bad weather and winter, but still, I cannot figure out the maps that are printed in the ride guide. It is amazingly difficult (at least for me) to figure out where the routes are when no streets are pictured to give the context of the route. It does not seem that it would be difficult to include a few more streets on the maps - there is plenty of blank space on the map pages. I understand that some people are not thrown by this type of map, but I don't think that including a few more streets would be detrimental for those people that like the current maps, and this would help other people, such as myself, tremendously.

When you put out a new schedule, it's hard to tell on the map/schedule where buses turn, stops etc. Maybe there could be a little more clarity. I know it's hard to find the space to put every stop, but especially when the bus turns, list that stop so I know where the bus is going.

She found trip guides and rides guides were not in sync.

The advertising that covers the windows of the buses, degrades the experience.

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Area	Last Name	First Name	Comment
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McClure
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Steve
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He also wanted Customer Service to be open during all hours of operations.

Sadicario
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Morris
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I changed from driving to bus riding, spurred on by high gas prices. I am also motivated by the talk of detrimental effects on the environment. As I saw the summary, it cost over \$800,000 more last year for diesel fuel. How many new riders would Metro need to attract to make up that shortfall since the state is not increasing funding? I'm having a hard time with the numbers. The ridership doesn't seem to balance out the amount of money needed. One thing not in the report - We need bus angels. It could be a program that would be like send in your names, click on this request on the Internet, fill out this form . Are you even mildly interested in how the bus system works? The angel would help an interested person learn about the system. The potential riders wouldn't immediately start to use the system. You learn by doing; teaching ridership might be beneficial. Teaching by not only example, but by actual hands-on teaching. People who are riding the bus are the people who recognize what a benefit it is to the community. The bus drivers take care of you if you ride regularly. If you miss your connection, they will radio ahead. There is community within the Metro system. That kind of promotion might work. Thanks for the Middleton transfer point.

I would not be riding the bus if there weren't a run by me. The development in Middleton is very rewarding. I come back to the bus angel concept. Someone at each company (in the HR department in businesses) they can say we have 20 people who could take the bus. I like the service so much I don't want to lose it. I'm willing to say here are the books, let's look at them, and even say let's go out and take the bus one day.

Sarto
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Mary
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We have this big fancy Overture Center downtown and people pay a lot of money to go there. Perhaps have a promotion with Overture and Metro – maybe even have a special bus or later buses for their performances. Our City has some locations that could be promoted mutually; it would require flexibility of the bus schedule – like Miller Free Rides.

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Area	Last Name	First Name	Comment
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Smith	Barbara
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These comments expand upon my verbal statement at the TPC meeting on August 14th.

I'd like to thank the committee for their work so far on the interim report.

Keep Serving the Center City

1. One of the statements in the report that resonated with me especially was under the Marketing section (p. 10). The report stated that it is more cost-effective to retain existing riders than to attract new ones. On a similar note, it may be more cost-effective for Metro to concentrate its marketing in its well-served corridors, rather than in areas of the city with commuter-hour-only bus service. It may make the most sense to do targeted new rider recruitment in these areas of the city. New riders in these well-served corridors will be more satisfied with the product (service), so that customer loyalty to the service may be easier to retain once the initial recruitment has happened.

2. It is important not to reduce service in well-served corridors in order to extend commuter service further to the periphery. This risks losing established riders, while investing resources into difficult new-rider recruitment. This violates the cost effectiveness principle noted in the report and cited in #1 above.

City and County Can Do More to Support Metro

7. It would be desirable if the city and county would more actively support Metro. The city and county can integrate Metro marketing into most contacts with the public, and each of these could be an opportunity to bundle a Metro message. Some of these transactions include: (a) Reserving a park shelter (b) Buying county arts commission calendars (c) Attending major city or county-sponsored events such as the County Fair, "Celebrate Madison" or the Halloween festival (d) Distribution of garbage, recycling and moving day notices put out by Streets Dept. (e) Citizens buying on-street parking permits for their neighborhood. The City and County can also take steps to integrate Metro messages into their ongoing operations. For example, Monona Terrace and the Overture Center could do more to be friendly and helpful to transit riders, such as putting links to Metro on their web site, and messages in their programs and ticket packages encouraging patrons to ride the bus to their events. Monona Terrace particularly, as a "green building" should do more to help its users ride transit rather than drive to events.

8. The city and county should consider offering preferred entry or other perks to attendees to their events who get there on transit. Events such as Dane Dances, Halloween, etc.

9. The city and county both have leaders who frequently put out environmental messages. These efforts could be more often done in partnership with Metro, and using their visibility to build community pride in our environmental transportation option: the bus. The Mayor should do a ride-along on Metro, similar to his ride-along with

Area	Last Name	First Name	Comment
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the police (but shorter and more of a celebration). City and county leaders should involve Metro in their Earth Day efforts.

More Partnerships

12. Metro may want to consider the feasibility of creating a Downtown Transit Center. This could be an office similar to the Transportation Center at UW-Madison, where patrons can get personal assistance with trip planning, buy passes, pick up maps, learn about bus options to Milwaukee, etc. This Center could be combined with existing efforts such as the downtown Ambassadors' effort, and potentially housed in the Overture building, Monona Terrace, or another city office. It should be welcoming to residents and visitors.

13. The report noted the potential to bring music and art to bus stops. This brings up an opportunity for Metro to partner with community groups. Since Metro is short of marketing resources, it might be to Metro's advantage to arrange volunteer trades with community groups. For example, in exchange for being allowed to place their art in shelters, perhaps a community group could volunteer to staff a table promoting Metro at an event or do other volunteer work for Metro. Metro could also ask these community groups to include bus route information on their event notices.

19. Fun places to go on transit. One marketing idea is to develop a booklet with a list of fun places to go on transit. This is a common transit marketing technique in larger cities, to show people that transit is useful for more than commuting.

Sprenger

Rosemary

During construction season, routes involve temporary detours that vary in length and make riding the bus more complicated. It means I have to take time to study the flyer so I know where to get on/off and be sure I'll arrive to my destination on time etc. This can't be avoided, I assume, so it is best to minimize schedule changes for other reasons, even though fuel costs have risen. I spent all afternoon riding the bus after shopping at West Towne after taking the 18 from the STP because I decided to go to Land's End near Target and the driver told me to return to the WTP when I would have only had to walk a short distance from the mall shelter to the stop near Gammon/Odana Rd. After I was done at Land's End, I went back to the STP via the WTP. I believe it was a weekday and was told one can get a bus to Prairie Town from mall shelter on the weekends.

This spring I think there was a hearing about changes to Fitchburg bus service, and I'm driving there more often to the senior center. I also don't know what changes you have in mind for fall 2007.

Partner with Sustain Dane and environmental org[anizations]. Does Ride Guide show how to take taxi from East Towne to Sun Prairie and back - times, cost?

Area	Last Name	First Name	Comment
	Wilson	Bruce	Board Member of Madison Area Bus Advocates: We also support an increase in the marketing budget.
<b>Multiple</b>			
	Masseur	Andrea	Expressed concerns about people waiting without shelter on highways, esp. on Broadway and Bridge Roads (Route 12); thought this route could be more frequent. She was also concerned that there was not one stop on Broadway from WPS to Park and Ride (on Routes 12 or 16). She didn't understand why Monona couldn't work with Metro. She thought buses should run on same route all the time (with the exception of holidays). She wanted Metro to listen to drivers and passengers, and felt that the drivers' hands were tied when it came to safety.
	Smith	Barbara	Supported partnering more with businesses; expanding pass program to new large employers (ex. American Family); solicit help from businesses, asking them to make bus schedules available, to do Metro promotions at their locations, informing people as to what routes serve their location. She also recommended integrating Metro marketing into all city functions; creating a downtown transit center; improving airport service; supporting bus drivers; and installing pay phones at stops.
	Subeck	Lisa	Wanted people to recognize that, for some riders, Metro is a basic service (as much as garbage pick-up). She cited her work with homeless families who used buses exclusively. She saw the following needs: make ride guide more user-friendly (more important than developing PDA service); provide ample bus services at night; provide enough frequent service so that parents could drop off children at daycare and still getting to work on time; provide cheaper service to families. Overall, she hoped for more affordable, reliable service.
<b>Other</b>			

Area	Last Name	First Name	Comment
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Barrett	Michael		
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Talked about the need to rethink how ideas are developed within/without the Metro organization. He suggested trying modern management theory (to elicit input from employees), and aligning incentives at Metro to reward drivers who drive judiciously (to encourage upper-end efficiencies), with savings to be split between three interest groups involved, bus drivers, system and tax-payers. (NOTE: Electronic or hard copies of a written statement provided by Barrett can be obtained by contacting Anne Benishek-Clark, Recording Secretary, 267-8751.)

Browning	Torey		
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First, I would like to ask why all of the bus service public hearings are at 5 pm? Many people are still working at 5, or need time to travel to the meeting site (especially those of us who use the bus!). For example, even if I left work this afternoon at 5 pm, there is no way I could make it to the Pinney Branch before 5:45 using Metro transit.

Schaefer	Bob		
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I've seen a lot of changes in my lifetime in transportation. It boggles my mind that in 100 years we will still be using these modes of transportations. Look at new modes of transportation. Look at technology like maglev. Skytran uses maglev and is a two-person gondola that goes point to point. There has been a study done, although nothing has been built yet. They looked at it for Orange County in California, and it cost less than a light rail system. That is so clean you can even bring that into buildings. You need to look at futuristic things. If you stay stuck with what we have now, we're not going to make any progress.

Sprenger	Rosemary		
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I don't know what a automatic vehicle locator system is or real-time info.; the report should define these terms.  
 Dead-head time (p. 10) isn't defined, but prior sentence gives me some idea. Maybe it is an empty bus at end of driver's shift?

I'm not in favor of tracks being laid for trolleys. I'm in favor of trains using existing tracks, however, as proposed to go from Middleton to UW, downtown, etc. I'd like to get to West Towne without going through Allied Dr. area to save time.

Area	Last Name	First Name	Comment
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Wenholz
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Michael
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[He first asked for a brief explanation of RTA, BRT and expanded unlimited pass program.] The third and fourth guiding principles in the report say that transit should be available to everyone and should be attractive/convenient for everyone. If this is done without working with city planning, they are going to build up places with no bus service and the need to keep expanding bus service without the resources to do it will keep on. Also, it is a basic education component. People say they cant take the bus because it would take so long. People move where there is no bus service and then complain about it. When people are moving they need to consider the availability of bus service as part of their decision. That is a problem with the guiding principles' wording – if I move by choice to a place without bus service, then it's not convenient for me.

**Service Improvement**

Richards
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Rick and Sara
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Regarding the section System Improvements:

- 1.A big “YES” in support of “Make the trip planner on the Madison Metro Website more user-friendly” It is pretty stupid in its present form.
- 2.More information is needed regarding item number 4 “Explore the feasibility of a bus rapid-transit system for the Madison area, with the goals of improving the frequency of service and reducing transit times.” Ho would this exploration be done? Wouldn't it make more sense to try a pilot project on some high-use commuter routes? Do we really need a “study” before taking some trail actions?
- 3.Why would the review of IT staff (item 5) need to be done? The phrase “review IT needs in order to provide a serious investigation” doesn't make sense. Also, what would be the usefulness and cost of a first-class automatic vehicle locator system implementation? If we did implement such a system does it have any value by itself or would it merely enable the creation of other systems? If the later, what would be the purpose/usefulness of those other systems, what would they likely cost, and what value would they provide?
- 4.Regarding item 2 under topics the subcommittee will address in the future (fare card options), what about considering:
  - Allowing customers to print fare-cards at home, similar to the way postal customers can now print their own stamps
  - Adding credit-card technology to busses to sell multi-ride passes (not single-rides). Could use wireless technology for this.
  - Consider installing fare-card dispensing machines at all/most/many bus stops. Use a system that allows customers to add money to an existing fare card.
- 5.Regarding items 3 and 4 under topics the subcommittee will address in the future (expanded service hours and frequency of services), try these first on the most heavily traveled routes. Also consider some “blue sky” technological solutions such as service on demand (using an electronic call system at strategic bus stops) and the ability to pre-pay for the ride when making such a service request call.



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Area	Last Name	First Name	Comment
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Adams
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Sue
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I like the informal transfer points, such as at University and Midvale Boulevard. I would encourage that to continue and the marketing of that to increase. There could be some minor tweaking of schedules and routes to make sure that it is possible to meet up in those areas. Route 68 on Saturday that serves West side to the WTP - if they go a couple more blocks, they could meet up with the service that goes downtown. I think all the bus service in Middleton and the West side only going to the WTP isn't useful if you want to go downtown. I looked at the new Middleton schedule and taking the bus was almost a 50-minute wait for the next bus. A half-mile adjustment would have allowed someone to meet up with a bus going downtown.

Benish
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Tom
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I'd like to see if it's possible for the bus to go to nearby suburbs – Stoughton, DeForest, etc. At least make a couple of runs. I know there has been talk about this but I don't know if anything has been done or is in the works. Sometimes the bus schedule is not too coordinated, but I do the best I can.

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Area	Last Name	First Name	Comment
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Bowman	Eric
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I like the Transfer Point system because you know exactly when they will leave. It used to be just from the square when you could say that.

I think you should have route planners ride the Bus to various locations and see If they are best served by certain routes or adjustments.

I think it is about time that every bus doesn't have to go down State Street. I live on the east side and if I had to go somewhere on the west side it seemed like half the time was taken by going down State Street.

I can't speak on all route, only the ones I've ridden. Route 5 is personally very useful to me. It goes right past my Capital Clinic now that it goes down West Washington. Also at Johnson and North there is now a bus stop, which I think is very useful. Route 17 is a lot better than Route 16 (?) used to be. My two suggestions are to stop at Copps also and to run on the weekends too (at least Saturdays.) A route nearer to Farm and Fleet among other stores would be good. Last week when I called the Metro number and asked what bus to take to Farm and Fleet and was told to take Route 16. That bus only came about five or so blocks from the store. My thought was why did it go down Turner? Why not the Frontage road or at least Camden (which has many apartments and duplexes)?

It seemed to me it would be hard to keep track of the number of riders on certain buses. My example is Route 67. My goal was to get to the IRS office so from my side of town I took Route 6 and when we got to the Westside Transfer Point it became Route 67 and those of us already on the bus didn't go up and run our Bus Transfer pass through. On the return trip those of us wanting Route 6 did the same thing. My question related to this is how many times can you use a bus pass? Is it simply as long as it's within the time limits it's good?

I wish there was some way you could make stops like Route 17 does with Shopko. Examples would be Grocery stores (like Woodmans), other stores that get a lot of people and Hospitals (such as University). It may not be possible because of space problems but at least when new places are built bus approach should be built in.

Bowman	Eric
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I have to ride the bus everywhere I want to go because I can't drive. I'm generally happy with the bus system. I like the transfer point idea. You should get the planners to ride the routes to specific locations so they can see how it works. Not every bus has to go down State Street. I used to not be able to get to my clinic. A change was made and now I have access. The bus to Shopko only goes on weekends. The Route 7 should go to weekdays not just weekends. That would help me.

Area	Last Name	First Name	Comment
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Brar	Dorothy		
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I know there can't be shelters everywhere. It's nice, though, that shelters have a map and posters with stop times. If there's no shelter, this information isn't at the stop. People new in town or unfamiliar with routes would have no way to get route information at many stops. It would be nice if there were a kiosk with bus schedules. At least have the information there if you can't afford a shelter there.

Browning	Torey		
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I have a lot of very strong opinions about the Metro (such as: the transfer system does not work - ask anyone who has ever sprinted from a bus at the square to make a connecting bus, only to have the bus pull away right as s/he reaches the door. . .and that's probably everyone who's ever had to make a connection), but my feeling is that changing the map is something that might actually take place, whereas changing the transfer system is probably not even going to be considered, so that's my main comment.

Bruni	Barbara		
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I've been riding the bus for 8 years. I have a 95% satisfaction rate. I don't know what I'd do without it. Some little picky things - we like to go some places that have no bus service but other places have a bus every half hour or hour. There are lots of buses to downtown or to Hilldale. If I want to go somewhere else, either there's no service or it takes an hour instead of ten minutes. If we could have even four or six buses a day going somewhere else - not every half hour, but people could plan their trips. Take those 4 or 6 trips from the other more frequent routes so we are serving more area with the same number of buses.

For weekend service, I'd rather have a bus go 2 or 4 times than not at all.

Other cities have a small shuttle bus that goes along the main route - maybe holds 10 or 12 people. It circles around a route with no schedule; it just keeps following a route. The fare is 75 cents or something. The bus calls into the office and if fewer people are riding, they don't send as many buses on the route.

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Area	Last Name	First Name	Comment
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Cairns	Rita		
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One comment I have about Metro Buses is that sometime their stops are inconveniently located, just on the other side of a stop and go light. When the light turns green, the bus will proceed just a few feet and then stop again to let passengers on or off. This doesn't allow cars that are on the same lane to move on.

Could the bus stop be located further along on either side of stop light?

Thanks for your consideration.

Cechvala	Mike		
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I am a Madison Area Bus Advocates member. We have been working on a BRT proposal. We're really excited that Metro is doing this planning study and that BRT may be a part. The basic idea is that service is similar to light rail but at a fraction of the cost. There would be service every ten or 15 minutes all day with signal priority. It would be in addition to existing neighborhood service. The idea is to have bus lanes going straight to campus, downtown, etc. It would be a lot more attractive to some of the choice riders who now drive. It would make the schedule were easier to figure out. No figuring out what time a bus comes. Just go to the right stop and the bus goes straight downtown with limited stops. It would also potentially stir redevelopment on Mineral Point Road and East Washington Avenue and could be upgraded to light rail in the future.

Clark	Mike		
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Have buses that have better right of way privileges. That would be a benefit if buses could get through certain busy intersections more easily. Maybe have bus signs state their destinations (MATC, Menards, etc.) and their general direction. Have a very quantifiable goal – increasing ridership to X number of riders by the year 2010. We know we could do this if improvement X were made because we asked people. Or if there were a bus stop every 3 to 4 blocks and a bus came every 7 to 10 minutes. So people would know how long they'd have to wait at most.

Clark	Mike		
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Thought the Interim Report contained lots of good ideas (ex. trash receptacles at bus stops). He supported making the system more comprehensive, to better serve everyone (so that folks would actually use it); and wanted Metro to avoid expanding service to outlying communities at the expense of core service. He thought it more efficient to live in the city rather than further out.

Area	Last Name	First Name	Comment
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Clark	Mike
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Since our current system is not reasonably green, it subsidizes cars. It's good to set a standard, a level of service or come up with an idea of the kind of level of service we want. So we have a mark to hit instead of incrementally greasing the squeaky wheel. For example, make a goal that no one has to walk more than four blocks or wait more than seven minutes for a bus.

Creswell	Joel
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Felt it took too long to get across town; didn't like transfer system at all; used his bike more than the bus because it was faster. He was appalled that airport bus did not run on weekends; favored rail transit (vis a vis RTA) Responding to a question re: airport service, he felt that a shuttle between Capitol Square/Campus straight to airport would be better. He also noted that the airport bus drops folks off at "arrival" point for passengers rather than departure point, and thought it better to stop at both points.

Friedman	Samuel
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Expressed concerns about the ability of riders to easily get around on bus, and the amount of time it took to get across town (from ETP to WTP took an hour, while driving took 20 minutes.) He wondered if maybe rapid transit would help. He found that if a rider missed the bus by a minute, they could end up waiting an hour, esp. on weekends.

Gaub	Albrecht
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I am from Germany and have been living in Madison for three years. I work in Middleton. One major concern is daytime service on weekdays and weekend service is scarce. I also want more service to the airport. When I use Route 24, very few people are on that route. Any airport service should originate from downtown Madison. I can get a bus to Chicago and Milwaukee but not the Dane County airport. It is also circuitous route. Service is not frequent and there is none on weekends. There are too many stops on the route. There should be an express between downtown and the NTP or ideally straight to the airport. Also, Metro buses have no compartments for baggage.

Higgins	Cynthia
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I don't buy the monthly pass because I don't ride often enough in 31 consecutive days to make that worthwhile. I buy a series of ten ride tickets so I have a supply. I would like a card that is good for a greater number of rides, like 50 rides.

Area	Last Name	First Name	Comment
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	Kelly	Ed	
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I'm in favor of buses, but opposed to rail, streetcars and trolleys. I wonder why buses only stop at "official stops". People should be able to flag down a bus to get on or get off at any intersection. Buses run empty. If it were more convenient, maybe more people would ride. I hope the new manager will give some thought to that.

	Livanos	Michelle	
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Also, there needs to be more regular bus service to the eastside UW clinic. Not all folks are capable of driving, and shouldn't be.

	Lowinske Desmond	Tessa	
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I am not able to attend the public forum meetings held next week but wanted to provide some feedback. Thank you for the opportunity to do so via email in lieu of the meetings.

Last fall my husband and I purchased a home in Bram's Addition Neighborhood (east of Park Street and South of Wingra). We are both associated with the university—I'm a staff member and my husband is a PhD student. When we made an offer on our home route 5 was servicing the university. But, with the changes made last fall, as you know, route 5 no longer meets this need. We have tried to utilize the rush hour service on route 44, however, I work on the eastside of campus (near State Street) which is not serviced by this route. We have both turned to alternative means of transportation which sometimes involves commuting the short distance from our home to the university because there is no convenient route via the Metro system.

We are not the only ones in our neighborhood who are affected by this change. Our neighbors on both sides are affiliated with the university—two as staff members and one as a graduate student. I believe that reinstating a regular route that would connect our community to the university and State Street would have a long-term beneficial affect on our community as a whole by connecting it to the university Metro would not only service those of us tied to the UW for work and school but would also make this rich resource available to other community members. Additionally, I believe that a convenient transport link between the university and the community would encourage more folks who are connected to the university to consider Madison's Southside as an affordable housing option.

Thank you again for allowing a forum to provide this feedback. Please feel free to contact me if you have further questions.

Area	Last Name	First Name	Comment
	McClure	Steve	

Moved to Madison from Chicago, and felt that new riders faced tangled, confusing routes, having to study ride guide to figure out routes that have different frequencies at different times. Concerned about traffic congestion on the Isthmus, he thought that the system needed to be simplified, and routes needed to be run more often, to attract more riders.

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Munger	Jennifer		
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I've read the Long-Range Metro Transit Planning Interim Report, and I applaud your efforts. But I would like you to consider that before these plans can be implemented, there are some small things to get right first. What you need to do is make the existing service more appealing so that more people will opt to take the bus rather than their cars. To do that, routes need to be streamlined along corridors to minimize time in transit and transfers. That is more important than more frequent service or more routes to more places as a first priority.

If you don't mind, I will use my own experience as a bus rider to illustrate. I've lived in the same location for over twenty years, so I've seen how the routing and timing have changed. Many things have improved. I really like the ½ hour format. It makes it much easier to calculate when the bus is coming (the old system it could range from 20 minutes to 40 minutes to an hour or more, so was a real challenge). There also seems to be a better monitoring of timing points, which also helps eliminate guess-work. I like the idea of route timings posted at all stops. Simple is fine, the main thing is accuracy to the extent possible. Lots of us do not cart around a ride guide, have PDA, or check the web first.

I like the idea of bio-friendly busses, and think smaller busses would be great on a number of routes. I know the expensive part of an operation like this is personnel, but I think the public would be better served in general with smaller busses in greater number over all. But I don't have specific recommendations here, so I leave it to your best judgment how to proceed.

Let me talk about a few specifics. I live on the corner of E. Johnson and North Street. The 5 and the 9 both come by here. It should be ideal, but it isn't. My husband and I both work on campus. I bike most of the time, but like to have the bus available when the weather is bad. However, we still pay for a parking space. We would really like to give it up, but we do not feel the bus is not a viable option. The reasons are summarized below:

**Time.** Having to sit on the square is one of the most annoying parts of using the bus in this city. People go to the square as a "popular destination" (per our report) because you make them. It is a lousy and annoying space for a transfer point (not a frequent destination), since it is spread out over several blocks, and doubles the time it takes to get to campus. The 9 is an excellent non-square option. It is often so full no other people can get on the bus. But it does not start until 9:00am and ceases after 3:00 or so in the afternoon. That is not anywhere near the length of a work day. It defies imagination why one of the most popular routes in the city has such rotten timing. If the 9 ran regular hours, or even began at 8:00 and ran until 6:00, we would gladly give up our parking space on campus, and depend entirely on the bus and bike for our daily trek.

**Routing .** Recently, the routing for both the 5 and 9 became less convenient. Why west Washington for the 5? So much of the ridership of that route are headed for Lake



Area	Last Name	First Name	Comment
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and State. Why does the 9 now skip Charter street and head for the Weisman center instead? So many people are concentrated in the Charter street area, and the Weisman center is just one building. Also, I appreciate the efforts to move busses off state street, but I don't understand why those that do use the street do not go to the State and Lake intersection. That is usually a huge stop. The university is providing a large sum of money for student and staff bus passes, so why this reduction in service? Finally, I would strongly recommend that when the East Washington corridor is completed, there will be more routes making use of that street. There should be at least one line that continues the entire length of the street so that passengers are not forced to transfer or to wait at a transfer point to go to East Town Mall , for example. I know the owner of the mall where Sentry used to be resisted efforts for a park-and-ride there in the past, but I think that issue should be revisited, along with consideration for additional park-and-ride spots along E. Washington Avenue. I would gladly walk to E. Wash for express service there, and think many people for blocks on both sides of the street would do the same.

I focus on the East side to Campus area because that is what I know best. The points I wish to illustrate with the above examples are that the best way to encourage people to stop using their cars and get on the bus is to make the bus efficient and appealing by emphasizing regular routes along major streets in the city. I think that our bus system is good, but could be great. I'm really glad to see that I think you think so too. Thank you very much for listening to me, I would feel honored and grateful if you had time for an acknowledgment.

Best wishes both with your planning and in general,

Novkov

Russell

My idea is to add more routes extending as far east as Sun Prairie, as far west as Verona, as far north as Waunakee and as far south as Oregon, McFarland and Stoughton.

Schaefer

Bob

If you look at University Avenue, there are so many routes on that road. You need not to look at this as being door-to-door service. Then you don't pull in the people who want to get from point A to point B as fast as possible. If you had one route going up and down University as fast as possible connecting at other hubs you could serve more people. You could then have neighborhood circulators to deliver people to their homes from the through buses instead of using the transfer points. We need to look at a different concept than what has been looked at here.

If you can't get 50 rides on the usual type card because it can't print that many times on the card, use a swipe card for a 50-ride card. Then the farebox display could show how many rides are left. Of course the rider would have to remember it.

Area	Last Name	First Name	Comment
	Schomisch	Ann	
When service changes are instituted, I would like the 8 service to still be running on the weekend and have the Middleton weekend service interface with the 8.			
	Shea	Ann	
How are routes determined? How are new routes determined and what does it take to get a new route established? What do I need to do as a citizen to get service on the far east side past the Interstate? There are a million good reasons to use the bus – not getting stressed by other drivers, it's green, etc. but there is no service by me.			
	Sprenger	Rosemary	
On p. 6 it may cost too much to have schedule info. At each bus stop and would need something that vandals could not remove/modify. Not all shelters even have schedules now - near Sundance at Hilldale mall and the one at State/Johnson going west.			
I like the idea of buses becoming express buses when returning to garage at the end of their route (p. 7). Distances between stops vary a lot, at times; maybe too often on Mills Street going north but too far apart on Atwood Ave. going toward Olbrich Park/gardens.			
	Starobin	Amy	
She was satisfied with the current westside system (esp. with travel to WTP on weekends), but hoped that there would be service to downtown and Route 15 would continue to go to MATC next semester, when she hoped to attend MATC.			

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Area	Last Name	First Name	Comment
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Williams

Royce

I'm a senior who rides the bus. I use routes off Monroe street where service is good during the week but has gone downhill during the weekend. There is also no real good service to West Towne. I put this forth because I've gone to a number of bus hearings that Metro holds. They usually have one in the late spring. The problem with the hearings is that Metro has already decided what they are going to do. I understand they have a problem because they have to put out schedules etc. But they need to start earlier so people can give feedback. One example: I don't know why Metro runs on Campus Drive. They save a few minutes, but that means no stops on campus or at the Medical Center. At hearings, I've mentioned this but by the time of the hearing, things are already planned out. It's hard for Metro to make changes by that time. Metro has a lot of good points. I use Metro to go to Overture because it stops right at the front door. Hardly anyone does that. Metro can promote that. Also maybe when shows let out at Overture, Metro could have schedule flexibility. Buses could wait a few minutes when people are coming out so they don't have to wait half an hour for the next bus.

I have some relatives in Champaign-Urbana. It interim report talked about technology. C-U has status signs at inter-modal terminals. I come in on the train and a sign shows what buses are coming in the next half hour. It's updated every few minutes. They have signs on campus. Metro could look into this for places like the corner of Park and University, or downtown at the Union.

What will happen to the county's request to expand bus service to the airport? Are people talking to hotels and motels because they run a lot of vans? Maybe work with them.

Wilson

Bruce

Board Member of Madison Area Bus Advocates:

I know this group has been participating in discussions with Transport 2020. I support the report and want to emphasize – which is stated under guiding principles – that it is essential to have a balanced transportation scheme. There is a lot of interest in rail transit. We aren't anti-rail but we are interested in balanced transportation. There are a lot of corridors that aren't easily served by rail. Right now it takes me an hour to get back to Middleton during the day. We support bus, BRT, and other bus service improvements. The City and Country road planning should include express dedicated lanes. As we improve the street system, we should be making improvements to help BRT. Clarify the relationship with the MPO. I hope RTA and the MPO work together on the boundary.

# Interim Survey Feedback

How Often Ride	Focus Area Feedback	Top Priorities	Anything Else?
4 - 7 days/wk	System Improvements Subcommittee - Take request so can go to MATC 2008-2009 school year, 15 Route availability after night classes ending at 8:30 transfer to 15 after bus from MATC.	Service availability. Don't cut service.	
	System improvements, increased ridership, increased state and local funding, cost effective. Start running buses at 4:30 - 5:00 AM which could get Metro work at Cintas on the east side because I start at 6 AM.	-More service availability -Reduced wait time -Express service	Circulate a petition drive to take down to the Saturday morning Farmer's Market to get people at the market to sign a petition for more state funding to hand deliver Assembly Speaker Mike Huebsch.

How Often Ride	Focus Area Feedback	Top Priorities	Anything Else?
4 - 7 days/wk	<ul style="list-style-type: none"> <li>-Frequency</li> <li>-People waiting 1/2 hour for bus on a county highway - no shelter in winter - safety</li> <li>-Commuter route 12 - more often to down from a park and ride all day - maybe weekends people who do not need to go to the STP and back thru downtown to get downtown and isthmus 1 1/2 hour ride or more</li> </ul>	<p>Expansion - route same EVERY DAY not just for holidays, special events buses. As usual too many out of service buses all the time all times of day.</p>	<ul style="list-style-type: none"> <li>-Listen to drivers</li> <li>-A downtown information transit center</li> <li>-Example of problem: Monona - not 1 stop from Bridge Rd. to Park Circle either direction.</li> </ul> <p>[I've been a] rider for 35 years. I am with a disadvantage and rely on Metro for grocery shopping and other life.</p>
4 - 7 days/wk	<p>I liked bus rapid transit, shared ride taxis. In terms of public/private cooperation, what about car service like in NYC?</p>	<ul style="list-style-type: none"> <li>-Bus Rapid Transit/Express Buses</li> <li>-Increased frequency, especially weekends &amp; nights</li> <li>-Increased safety</li> <li>-In favor of late night buses</li> <li>-Decrease length (time) of trips</li> </ul>	<p>[Person indicated they only ride 1 - 3 days per week in the summer]</p>
4 - 7 days/wk	<p>Must have greater focus on attracting new riders.</p>	<p>Simplify bus routes - run every 15 minutes focusing on taking cars off the road.</p>	
few times/year		<ul style="list-style-type: none"> <li>-Increased frequency of service, especially in near-downtown areas.</li> <li>-Run buses later.</li> <li>-Restore routes 10 &amp; 11.</li> <li>-Bus service to airport from UW and downtown.</li> </ul>	<p>Bus service should be free, much like garbage, poice and fire.</p>

How Often Ride	Focus Area Feedback	Top Priorities	Anything Else?
4 - 7 days/wk	I would like to see more tax revenue - possibly gas tax revenue - going into transit. Although it's very expensive, rail transit would do A TON to increase ridership.	Express buses between transfer points, or eliminate transfer points in favor of a downtown/UW hub. Airport bus (24) service 7 days a week, airport bus service direct to downtown.	(Person indicated they ride on a few times a month in summer.)  Please bring light rail/streetcars to Madison.
4 - 7 days/wk		<ul style="list-style-type: none"> <li>-Increase frequency of buses</li> <li>-Decrease or eliminate smoking at bus stops</li> <li>-Simplifying the map and rider guide</li> <li>-Improve trip planner (on-line tool for planning routes)</li> </ul>	I have worked with a Randy at Madison Metro for at least 3 years on enforcing the non-smoking rule at city bus stops. This problem hasn't gotten better. Large signs are needed along with enforcement.
1 - days/wk	System Improvements: Redesign so that transit serves everyone. Make Madison different with a popular bus system. Mainline: circulator bus activity [person drew a sketch of this.] 'Cars need to pay their fair share of cost for inefficient use of precious land.	<ol style="list-style-type: none"> <li>1) Ask public how to get 90% ridership.</li> <li>2) Design system to meet those needs...use circulator and main line design.</li> <li>3) Use biodiesel and 2 size buses.</li> <li>4) Technology - consider elimination of official bus stops along roads - riders w/ transponders signal wishes for rides to board along route anywhere.</li> <li>5) Frequent service - 7 min or less wait, 4 block or less walk to bus from anywhere.</li> </ol>	Develop a legacy funder program to get the capital to design and equip this system.
4 - 7 days/wk	Increasing ridership must go with changing perceptions about cleanliness and safety.	<ol style="list-style-type: none"> <li>1) Crosstown isthmus shuttle similar to discontinued #10.</li> <li>2) Commuter bus through Schenks Corner similar to discontinued #11.</li> </ol>	

How Often Ride	Focus Area Feedback	Top Priorities	Anything Else?
few times/year	System Improvements - route priorities  Ride Guide usability	Expanding to the far east side - East of I-90/South of I-94 - Reston Heights, Door Creek area. Cloud 9, Grandview - large, new population.	
once/wk	An RTA and federal funding are a must if we are going to expand and maintain bus service	Expanded bus service in Middleton; including Sunday service	Madison Metro has done an outstanding job working with the City of Middleton to improve service.
4 - 7 days/wk		-Weekend service to Middleton -Express bus service to Dane County Regional Airport (seven days a week) unless/until rail service is established there	I have no car (although I have a Wisconsin Driver's license) and I don't intend to buy one.
			1) No smoking in the bus shelter! Have bigger signs.  2) Print map/route sheets in addition to book
4 - 7 days/wk	Much in the preliminary report. No comments right now.	Affordability Coverage Sustainability Understandability	Keep working with businesses to develop prospective rider candidates. Consider a mentoring approach - bus angels? Help first timers not just route planning, but show and tell (go with). Yes, issue here: who "bonds" validates these helpers?

## Ad Hoc On-Line Survey Results

<b>Q1. How often do you ride a Metro Transit bus?</b>		
answer options	Response Percent	Response Count
4-7 days per week	72.1%	62
1-3 days per week	10.5%	9
once per week	3.5%	3
a few times per month	3.5%	3
a few times per year	3.5%	3
I've never ridden a Metro bus	3.5%	3
Other (please specify)	3.5%	3

Other:

1. On days that I don't bike Tue, 8/7/07 7:36 PM
2. 5-6 days per week in winter, not in summer Tue, 8/7/07 11:03 AM
3. mostly in winter

### Comments About Funding:

1. Wrap around on buses...great idea...
2. Funding for Metro is essential because demand for its services are going to continue to grow. Metro is an asset to the community, the University, outlying areas, etc. An RTA is an excellent idea. The City of Madison should not continue to bear the brunt of the costs while other areas enjoy the benefits.
3. Put the entire bus system on the property tax rolls
4. I like the bus wraps as a way to generate revenue, but working with other businesses might help promote metro by making them sales outlets as well.
5. I am part of an employee-supported program and think it's great. This would give Metro a steady stream of income.
6. If possible, all transportation funding should come from a county/city wheel tax.
7. I feel that a regional approach to funding would be the best alternative. I think that large businesses and government office buildings should be assessed a fee based on a formula that includes the number of employees, the density of parking need they generate and the amount and affordability of parking that they make available.
8. Public funding should be maintained or increased. The local government should focus more transportation efforts on the Metro bus line.
9. Increase advertising on busses and add advertising to shelters and at transfer points.



10. I like the idea of a Regional Transportation Authority. I believe it should be funded by all municipalities serviced. To be fair, it could be on a proportional basis.
11. I am absolutely opposed to the ugly, outrageous, advertisements, which are covering some buses. One recent was "EXPERIENCE BEER" !!!! Do you think we really need this in Wisconsin??? Where people seem to be born with a beer bottle! Buses should be welcoming and the ads make them just the opposite.
12. I wouldn't mind paying more to ride the bus. I don't ride more because the buses aren't frequent enough (and stop way too often -- almost every block in some areas).
13. Just remember economics 101. You may increase revenue by increasing ridership. Demand is driven up when price is driven down - not up. RELATIVE price increases will kill ridership. Drop the rate on one side and raise the cost of private transportation on the other (raise parking tickets, raise parking fees, raise taxes on private parking structures/lots/space downtown). It seems that the problem is often portrayed as monolithic - break it up into little tiny pieces that can all be attacked separately. What about raising funding by offering new bus options? What about mini-buses? On University Avenue - I try to catch a bus around 6AM to go downtown. Look and see how often one of those elephants comes at that hour. Instead, what about some small buses - little vans? Maybe electric, propane or biodiesel, get more federal \$ for innovations. Think outside the box. What about radio on the buses with paid advertisements? Or TVs like Milwaukee's "flyer" buses?
14. Put more democrats in office.
15. I am deeply concerned about the decline in the reserve fund due to increased diesel fuel costs. These recent cost surges are not one-time events; they will be repeated in most if not all coming years. Hence, a reserve fund approach is not adequate for dealing with the fuel costs. It may be appropriate and prudent to have a reserve fund but the "special fund" approach is not appropriate for a permanent shift in the cost of operations. 2. I approve of the idea that developers of new housing and commercial sites should include the expected use of public transit and roads in their planning documents and should potentially bear the cost for route development, bus stop signage and part of the capitol costs of any new buses needed.
16. Agree with use of increased revenue from sale of advertising although this needs to be done in a way that doesn't degrade too much the appearance of buses and bus stops. Also agree with road planning for express/dedicated lanes, service to the Dane County airport from city centers, transit fee for developments, and Regional Transportation Authority.
17. Wrap more buses - it's a great source of funding and if it means increased service, riders won't mind.
18. Pursue all suggestions.
19. Funding is always complicated, but I can't help but notice the number of under and unpopulated busses on the streets. If I lived near "not in service" I could get home much faster. Perhaps there is a way to minimize the cost of transporting fresh drivers/busses onto routes. Some ideas include a van to a transfer point for

drivers starting a shift and the replaced drivers to return to the garage. Or busses could be parked in under-used parking lots near the route and the beginning/end of shifts so they don't waste so much time and fuel going to the garage. I've seen these implemented in other bussing situations.

20. I know some people don't like them, but I have no problem with more ads on busses or at the transfer points.
21. In the "Other issues" section starting at the top of page 5: 2. I would support higher parking fees to increase transit funding. 3. I strongly support greater airport service - I live close to the airport and it would still take me an hour to get there on the bus! 5. I don't like the look of the wrapped buses (especially the dark ads), and it decreases visibility from the inside of the bus. However, if it helps with funding transit, I support wrapped buses.

### **Comments about System Improvements:**

1. Route 14 needs to be reevaluated.
2. More direct routes would be great, but I don't know if they're feasible.
3. increase their frequency
4. Put it back the way it was where the square was the central hub, heck it still is for the majority of the routes anyways.
5. Stupid to have to so many "express buses" that run during off-peak hours that are empty (#9, WTP-ETP 28 in the PM), and not enough bus routes that serve ever expanding areas such as the US Hospital area. Why on earth do you cut routes that are going to be desperately needed?
6. Metro has to start giving more commuter type lines. I live on the far east side and have to get to the west side for work. It is 20 min by car and 1 1/2 hr by bus--guess how I go. If metro had a park and ride with a 30-minute ride to the west side, I would use it.
7. It's too complicated to ride. You have too many routes number. Many of them go basically the same route but you put 2 different numbers on them. We live off Watts road. We take the 73 during the week and 63 on the weekends (or is it the other way around?). It is confusing! Then the 3 is during the week, but becomes the 7 on weekends.
8. Improving signage so it is easier to know the routes would be important to knowing how to ride the bus. Consideration of using smaller buses to cover routes not used by as many people could help too.
9. I would like to see express routes and park and ride lots available in surrounding communities - especially Cottage Grove.
10. Eliminate the Monona no stop zone on route 16 and expand service to Monona. Offer more express or limited stop routes. Make bus schedule information and trip planner available over the telephone with an automated system such as Milwaukee and other cities use. Offer half-hour service all day on weekdays on route 16.
11. I do like the increased service to the South side.
12. smaller buses on some lines. rides available more frequently than every 1/2 hour during rush hour in the morning and afternoon.

13. Buses would need to be 5-10 minutes apart for me to ride more often. I would gladly give up bus stop density for more frequent buses. It's no big deal for me to walk a few (up to about six) blocks or drive a short distance to a park and ride. It is a big deal to wait half an hour (or longer) if I miss a bus.
14. For relatively short trips (say, from campus to the other side of the capital) the bus system is fantastic. Buses come all the time, and the trips do not take a very long time. Obviously, a longer trip will take a longer time, but in many cases, this longer time is outrageous. I live near the Jenifer Street market and work at the UW hospital. It takes 45 minutes to ride the 38 from one place to the other, and that is my only option, and only during peak hours. That is ridiculous!!! Yes, the number 3/7/4 come through the neighborhood, but then a transfer is required, and at least 40% of the time, the transfer is missed due to one of the buses being late (at least, that was my experience for 16 months when living on the west side). I can't even count the number of times I have gotten off a bus at the square and sprinted for the bus I need, only to have it pull away from the curb just as I near the door. Then it is typically a 30-minute wait for the next one. This is not amenable to keeping a job!
15. I'm surprised there's not at least Saturday service to Middleton, and more service to Fitchburg. In the latter, service on McKee Rd between Fish Hatchery to the east and Seminole Hwy or 18/151 to the west is totally absent.
16. Get out of the one-size bus. There are peak needs for buses 2X as big and a lot of other needs for little tiny buses - minivans. Diversify this and create a more dynamic bus route system. Use some computers and adjust the daily flow of buses instantaneously - sorry about the spelling.
17. 1. Posting the schedules in the shelters is great, but please do not post them above the benches. They are difficult for riders with vision problems to read. 2. The new locations of the bus shelters at Hilldale and West Town are not user friendly. The ones at Hilldale are in the hot sun and inconvenient. The one at West Town is an accident waiting to happen. It is too isolated. I am amazed there have been no purse snatchings.
18. Electronic readout of current time at stops with expected times of arrival of various route numbers. Don't know what category to put this under, but find a way to get the word out about ozone days on local NPR station.
19. 1. It is way past time to provide express non-stop or minimal stop service from the Student Union, Capitol Square, East and West Towne Malls to the Dane County Airport. 2. Do you realize how hard it is to use the weekend bus system to get to downtown for farmers market, games, etc.
20. Perception that there are too many empty buses may be real. There needs to be data available to either prove or disprove this perception. If it is true, then service needs to be adjusted accordingly. This would save money and air emissions. A guiding principle should be that bus service should exist for the purpose of easing traffic congestion and air pollution, not necessarily so that 100% of the people can have access to a bus 100% of the time.
21. Bring in streetcars before fuel is so expensive we can't afford to run the buses.
22. I definitely think expanding routes is a must - particularly adding weekend routes - even if it's infrequent, I would definitely take the bus (19 specifically) on

- Saturdays. I like the idea of smaller buses for off-peak times on certain routes, if it means increased service. New routes should also be explored, for example an express bus up and down Midvale Blvd - I would take this daily if it existed.
23. System improvements from my point of view need to take into account people who have cars, but would chose to ride the bus if it were available on weekends, or off peak hours. I also think that individual travel patterns, not overall ridership could be considered. Can I ride the bus from X to Y?
24. When I moved to Madison from Chicago I expected Madison to have a really great Metro system. I was wrong. I have no problem taking the bus and would prefer it on some occasions. We have only one car right now which isn't fun when my husband needs to get to work and I have two small kids. It would be great if my husband could take a bus to work, but it just isn't practical. We live on Hammersley near McKenna and he works at CUNA. By car it takes 8-10 minutes. By bus, it would take much longer partially because there isn't a bus stop right at CUNA. I would like to see more logical routes, similar to Chicago. That being one bus going along major roads. For instance, have a bus route go up and down McKenna/Gammon, one bus route up and down Whitney, one route across Odana and Mineral Point, etc. In this scenario, my husband would be able to catch the McKenna/Gammon bus going north and then transfer to the Mineral Point bus and get off at CUNA. This is how it works in Chicago, and it works because no matter where you are, you know the bus system. You don't need to decipher some crazy route system that seems to have no logic. Also, busses need to run more often. My friend and I thought about taking our kids down to the Geo museum by bus. It would have been fine, but the bus only ran once an hour during the day (a week day). With little kids, you never know when you'll need to leave. Once an hour isn't good enough.
25. I would like to see a park and ride in the south central area (ie verona rd, 18/151). I actually drive from out of the county to a residential area in the south central area and park my car (and take a bus) to my workplace (I have no parking at work). The route to EPIC would work for me except to is set up for people headed out of town (incoming buses miss most of the transfers to other routes). Ridership might improve if people find that they don't add an hour to their commute by taking the bus.
26. I really like the express bus idea. So many people don't take the bus because it takes so long. Perhaps, some routes could be sped up by cutting back on the number of bus stops out there. Sometimes they are absurdly close together. The online trip planner is TERRIBLE and really needs a serious overhaul! I think work needs to also be done on the timing of busses. I am thankful I don't have to make a transfer in the morning because I see people miss their transfers several times a week because the bus is running late or early. This is a VERY regular occurrence! You lose a lot of riders this way, because people can't afford to be 1/2 hour late to work three times a week because the bus is never on schedule. (I think many drivers don't take this very seriously, and they should.) There also seems to be timing issues at the transfer points. The smaller looping route busses (like the 50) should run more frequently so that when the main line busses arrive, you don't have to sit for 1/2 an hour before the next one comes. It

seems like it is often "all or nothing" at the West Transfer Point. Everything arrives within 5 minutes of everything else and then there's this 1/2 hour of dead time when nothing comes. That loses you riders as well--nobody wants to sit at a transfer point for a 1/2 hour when it's 20 degrees out.

27. In response to the notes at the bottom of pg. 6: 1. I strongly support schedules at all stops. Sometimes it's hard to walk to a shelter to check the schedule, and sometimes the schedules are missing in the shelters. 3. Real-time schedules would be great! Could you put real-time information on the Internet, too? Tue, 7/31/07 8:29 AM

### **Comments about increasing ridership:**

1. Just wait for the price of gas to go up again!
2. give the bus drivers transponders to trigger the stop and go lights in their favor  
give every person in Madison a bus pass
3. More routes to popular destinations and more frequently. All of the talk about servicing outlying areas like Sun Prairie and Verona is good and all but it costs Madison taxpayers money for their bus improvement.
4. More people realize buses are the better transportation option than driving to work. Look at your statistics and make better decisions on routes.
5. I think it goes with system improvements. As gas prices rise, people are looking for alternatives that won't take away big chunks of time from their day.
6. Safety!
7. Retail workers need the bus to run LATER in the evening. Right now if you work somewhere like ShopKo or Target you cannot work until close because the buses don't run late enough.
8. If the system is improved ridership will also increase. If the trip time and wait time for transfers was not so long I would ride a lot more often. Park and ride is important as will as increasing routes to westside and middleton.
9. Park and ride lots at each of the transfer points and in surrounding communities.
10. Make bus schedule information and trip planner available over the telephone with an automated system such as Milwaukee and other cities use. Offer smaller area-based route schedules in addition to or instead of the big ride guide.
11. The idea of a system of "commuter-type" trains appeals to me. I would take transit more often if the length of trips decreased. I think the proposed commuter rail would do this.
12. More outreach to companies to encourage their employees to ride buses. Routes going out to outlying towns since many people now commute from further out. Show that riding the bus is for everyone; there is an image that it is for the riff-raff... or "those people"!
13. Need more frequent buses. Put more energy into reducing transfers (nobody is going to wait 10 minutes for a transfer on a cold winter day) than into improving transfer stops.
14. 1. Make the bus routes more reliable, by which I mean eliminate the majority of transfers. As described above, relying on a transfer to get you where you need to

- go when you need to get there is foolish. 2. Expand the schedules for the "commuter" buses, like the 38. The last 38 bus comes to the hospital at 5:44. MANY of us work later than that. . .but then there is really no good alternative to getting home. I usually walk 1 mile to the nearest #3 bus stop, but for many people such a walk is not really an option. And in icy freezing weather, it is certainly no fun.
15. Do not put trash receptacles on the bus as this will only encourage eating and drinking on the bus. Be like the State Parks - bring it in, take it out. I'm uncertain about running buses are bar time as it seems a police officer would need to be present on each bus on the weekend runs.
  16. Yes - see above. Economics - Make driving relatively more expensive. Make riding relatively cheaper. Improve options, remember economics. People choose that which suits their preference - one big bus simply doesn't work for everyone. Make routes more flexible - again taste and preference. People are impatient. I might wait 5 minutes for a bus to come, but I will get in my car if I have to wait 35! Information disparity - Push info. More ways to find out about routes. More info on the cost of riding vs. driving - and put out in many different figures. The CO2 emissions. The \$ saved. The time to do other things (reading that latest Harry Potter book). Never rely on any one thing.
  17. Partnerships with small businesses, marketing. See "System Improvements". Was the experience for route 25 described in the report an overall success? Can that approach be repeated for other routes?
  18. Having used transit systems in other localities, my use here is limited not by the fares (reasonable) but by the limited and complicated service to useful destinations (such as the airport or crosstown shopping) throughout the day. Service is definitely oriented to moving to the center of town and at commuter hours. I can't use bus to go to weekend Farmers Market, to downtown weekend events. Service is limited, takes weird transfers and long delays. What about introducing riders to metro bus on the weekend though uses like farmers market or Dane County Fair from Capitol?
  19. Agree with express routes. Do not agree with schedules at each stop. Too difficult and costly to implement and maintain considering constant changes to schedules. Suggest schedules at stops that are located in heavy ridership areas and tourist areas (i.e. near hotel and convention/entertainment centers). Very little value in posting schedules at mainly commuter stops. Agree with adding more types of unlimited ride passes.
  20. Eliminate fares for city residents, if not all riders. Replace it with a new transit tax either on property or a sales tax.
  21. I think if you do some of the above, have the bus run where and when folks need it, you'll increase ridership immediately. Next comes marketing - Metro is not very visible. All of the marketing materials I've seen are in the bus or at transfer points - these aren't the people you need to reach.
  22. More employers using a system like the UW free bus pass, with more parking options like park and ride at other locations, especially on the West side.
  23. Have room on the bus for new riders. If it is standing room only for 15 minutes to downtown, people are going to drive. Also, train drivers to drive in a safe and

gentle manner to make a comfortable ride for passengers so you make a good impression.

24. A lot of my friends complain about the routes and running times. If you make these better, using the ideas in the system improvements section, I think you would increase ridership. I know we would use it more.
25. Ridership might improve if people find that they don't add an hour to their commute by taking the bus. Transfer points or lots that aren't in the middle of town may help. I would take the bus from the transfer point if it didn't add 20 minutes to my commute (which is already an hour) on a good traffic day. If I could get a place to park at the edge of town and take the bus the rest of the way in I would take the bus every day. I save gas and it is easier to let someone else do the driving.
26. I really like the ideas of adding amenities at the transfer points and more park and ride options (especially with an express bus) I think you might get more commuters this way. Better lighting on busses would be nice for reading and I like the trash receptacle idea too. I think there is sometimes the (incorrect) impression that busses are dirty or gross and I think anything you can do to increase the perception that they are clean and safe is a good thing.
27. In response to the notes at the bottom of pg. 7: 1. I strongly support more unlimited ride-pass programs. I work for the state and would appreciate a ride-pass program initiated with the state. In response to the notes at the middle of pg. 9: d. Benches at more stops would be appreciated.
28. Bring to outlying areas - DeForest/Windsor A couple in the am...6:30 8:00 am in aft 2:15 4:00 to start - have stop at Airport

### **Comments about cost management:**

1. I like the idea of two separate garages to make the down time of getting to routes less onerous.
2. Reduce the wages of the overpaid administrators of metro, don't print as many system maps because those are always left to sit, the AC units on the busses are used quite frequently during the summer and at extreme temperatures so turning down the ac or using the windows more would help save on gas.
3. no
4. Better management of employees benefits/overtime. My guess is employees are the biggest expense, much like the school system, that's is where you will find the biggest savings.
5. Cost management issues would require a greater understanding of each of the issues than I have. I assume that we hire good administrators to do this.
6. Adjust driver work schedules and eliminate 12-hour split shifts.
7. If it keeps fares lower and off-sets taxes, I would like to see more "ad-wrapped" buses. They do not look tacky to me.
8. Reduce costs by using used cooking oil from Dane county restaurants instead of diesel. In return we could give them a property tax credit, a sewage bill credit, or free bus passes for employees.
9. Focus on "core" service. "Once an hour" routs are nearly useless.

10. How well would the articulated bus work on Route 80 in the winter? Campus does a good job with snow removal, but how will it perform with snow in the construction areas?
11. Diversify the fleet. Gas will go up - and then it may go down. Propane may become really expensive. Electricity may shoot up in price due to increasing coal demand. BioDiesel may be found to cause cancer. WHO KNOWS? Diversify the fleets energy sources. Diversify the transportation options. People taking peak routes should not be crammed like sardines. Get a couple of those double buses (2X as long, not high - although that may be gimmicky and work as well) Get mini-vans for the routes that are not picking up many people - but are still vital. Finally, I hate to say it - but if there really are bus drivers making \$100K+ per year (which I am suspect of the truth on, but nonetheless) that needs to be addressed. There is no way that is justifiable. A living income - "living wage" - yes! Better than the minimum? Absolutely! Better than a Ph.D. or Master's degree - or a cop or firefighter - seriously?!
12. Hybrid busses seem like a good idea to save on fuel costs. Have there been studies to evaluate the cost effectiveness of hybrid busses? Are there plans to purchase hybrid busses for the Madison system? Smaller busses for less popular routes/times.
13. Doubt that articulated buses will help. Can smaller vans provide disability service? if they can, this would be big part of cost management for off peak hours.
14. See comments on "System Improvements". I believe there are too many buses that run empty or with just a few riders. This is a waste and runs need to be evaluated and eliminated if necessary to reduce costs.
15. No overtime. Hire more bus drivers. Entry-level drivers should cost less than over time for the old timers. Keep monitoring the sick leave situation.
16. Get good drivers who take care of the busses. Drivers who constantly abuse busses cost Metro money and annoy passengers. Heavy braking and accelerating damage equipment.
17. Articulated buses - this would be great for Route 80. I was a student, and Route 80 was almost always packed, especially in the morning coming from Eagle Heights. Now I ride the 6 most frequently - that can get crowded, too, during the morning commute.

### **Comments about marketing:**

1. I love the full wrap bus ads.
2. get the rest of the fleet painted with the new ads
3. You should really market service to middle age working class. More ads like your pressed at the pump but with more variety.
4. I think you need to work with more employers and offer their employees rides that work for them. Connecting east to west and north to west is vital in todays world of work in Madison. Park and rides will make a big difference and then marketing those businesses it would affect.
5. GPS. Show where buses are real time via computer/internet/mobile phones.



6. Perception of making it easy to use would be needed. Also addressing the issue of empty busses driving around would need addressing to draw more people to want to be on the bus.
7. Here is what got me to consider riding the bus: 1. As a State employee working in downtown Madison, I received a minimal pay raise, parking rates had increased to the point where it was costing me 9-10/day to park and then gas prices went up to \$3.00+ dollar per gallon. 2. I live in Cottage Grove, which is not serviced by a bus or any other form of public transportation. I decided that a combination of driving a shorter distance and riding the bus downtown was the best solution to my problem. 3. I struggled to find a location to park my car and still have access to more than 1 bus every 1/2 hour. I ended up parking at the Olbrick Park ball diamonds and catching either the #3 or #38 bus. This gives me 3 chances to catch the bus every 1/2 hour, adds only an average of 20-25 minutes to my commute every day and costs me \$12.00 per week for the 10 ride card. The result is a net savings to me of \$35-38/week between parking fees and gas. This is \$140 to 152 per month. Clearly to my benefit.
8. None.
9. Instead of advertising casinos or beer, you may want to consider some ads encouraging people to take the bus; it won't give you the money you get from DeJope but it may get you more riders and be a good long term project.
10. Marketing can't make people use a bad service.
11. The wrapped buses are certainly incredibly ugly, but then, the unwrapped buses are pretty ugly as well.
12. Utilize riders (from various routes) to advertise why Metro works for them. This could be audio, video or written.
13. see above. Integrate all government marketing avenues. They should all have space with each other. Buses should carry fire department logos. The fire trucks can carry messages for the police or for sanitation. City Hall can have messages from the State D.O.R. - etc. There are HUGE opportunities for cooperation here!
14. Emphasize the cost savings of riding the bus. Focus on real dollar amounts that can be saved. Play up obvious global warming connection. Do a lot more of it. I know you can't advertise on NPR, but is there an effective way to have a presence in that medium?
15. Ridership increase is key. Senior and youth ridership for off rush hour service is not developing because the destinations are not matched to those demographics. The transfer points are not rider friendly. They need to have attendant booths for information, security, water, trash disposal, after school hours and into evening. Say 3 to 11 p.m.
16. Keep it simple. Strategy aimed at more effort to keep riders than to attract new ones only partially makes sense. Best way to keep riders is to have good reliable service. Nothing will upset a rider and lose them in the long run than bad service such as late or no-show buses, rude or inconsiderate drivers, dirty or crowded buses, etc.
17. See above
18. Make Metro seem fun. Make bus stops look attractive and entertaining.

19. I rarely actually SEE any metro marketing (except on the bus). For instance, the only marketing I saw about the recent "Dump the Pump" campaign was ON the bus. (Sort of preaching to the choir wasn't it?) And I remember when gas started to climb last year, I kept thinking, gee, why isn't metro running any ads about how cost effective it is to bus? I realize that all of this is expensive, but its the only way to get the message out there to non-riders. Spending money to promote ride the bus campaigns ON the bus is pretty silly.
20. I am not a big fan of the wrapped buses due to the look of it on the exterior (especially the new beer advertisement), and due to decreased visibility from the inside. However, if it is effective in keeping costs down, I support it. Consider not allowing alcohol advertisements.

### **Is there anything we missed in the areas of focus?**

1. Bus rider safety.
2. Just keep the buses rolling. It's an incredible asset to the city and the county.
3. some stops are three and four blocks apart and some are only one block away.space out the close ones a little more
4. I think Metro really needs to reevaluate the options from the West Transfer Point to the UW Hospital in both am & pm routes. Over the past 1-1.5 years I notice almost 90% of the prime time routes have been cut (#53, #8, #2 constant sardine atmosphere, and #11 timing.) HORRENDOUS decisions. The number of people who will need transportation to the hospital area will increase next year with the new Children's Hospital, Research facilities, planned increase in the # of students @ the Health Sciences Learning Center, not to mention the new Nursing building planned for 2010-2011. Ridership will explode and your current routes are so ill-equipped to hand the potential surge. I see soo many empty buses (true routes) it really infuriates me to know whomever plans routes is so poor at reading the statistics and planning. Remember, not everyone on the west side is made of money and can drive ourselves. Getting up an hour eariler to make god-awful connections sucks. Keep us in mind when you plan for the route changes in 2009.
5. I think the low-income population that has used the bus also needs support. While you are looking for marketing and increase in business, these folks who don't have money and low paying jobs and rely on metro cannot be ignored.
6. More shelters, benches are needed.
7. It would be nice if Route 67 would run every half hour(at least during winter).
8. The areas are good but how they are addresses remains to be seen. Focus needs to also be put on combining other transportation areas into Metro such as the trolley project
9. Driver attitude. Seems to me that the type of sick leave abuse you are experiencing is the result of your corporate culture and that you have a few bad apples spoiling the barrel. Over the time I have been riding the bus there have been drivers that are seemingly very angry and overly aggressive in their driving habit - so much so that I have gotten of their bus well before my stop and have taken the next bus.

Seems like some physiological screening might be useful as a part of the hiring process.

10. No.
11. I wish some of the drivers were not such "jail guards"; I cringe when I step on the bus with and a certain driver is on duty. I am in for an uncomfortable ride!
12. For me, bus frequency is the only issue. Buses need to be 5-10 minutes apart. Fewer stops and park and rides are fine if they help make more frequent buses possible. (Fewer stops would make rides shorter, too.)
13. Do not think of redoing this current system. The current system is turn of the century - 19th to 20th. Set routes. Set vehicles. Etc. Think of how a new system should be from the top to the bottom. Redesign around the efficiencies of communications and computers - instant schedules, multiple options, etc. Do not think of updating this system. Think of a new ideal system and then how to make this one fit into that ideal, not how to compromise the ideal into the current.
14. I wish you would not change schedules so much and get rid of the transfer points!
15. I know from talking to friends that some are afraid to ride the bus because of the perceived danger or awkwardness of riding later in the evening. Not sure how to address this issue.
16. You talk more about Metro's ridership increase and potential to address air pollution, congestion, higher fuel costs for varied income groups, and serve youth, seniors, and disabled -- reducing the need for specialized transit services for these groups. Metro is a good thing, which should be helped to be better.
17. Wondering how far out from Madison center is bus service expected to be expanded. Is this being considered? Believe there is a limit on how far bus service should be extended at which point it becomes very inefficient in operating costs (maybe up to an hour ridership time).
18. I think safety is a big issue for many routes. I have not been affected, but have some friends that no longer ride the bus because they had to go through the South Transfer Point and were harassed daily. It's a huge issue for both Metro and MPD. this definitely affects the image of Metro.
19. It looks like a great report. It covers my issues.
20. I am not always sure of locations of stops on the outer loop when buses are detoured from the Square. Maybe those locations can be better defined in the Ride Guide.

### **What are your top priorities for Metro?**

1. Better weekend service
2. More direct routes where possible.
3. more routes, more buses, more riders
4. More routes from the WTP to the US Hospital area.
5. Park and Rides System changes that include faster and out of neighborhood rides Marketing to businesses and area communities
6. Secure a dedicated funding source that is not from the property tax. A city/county wheel tax would be better.

7. The ability to get to and from work in a timely manner, and having my disabled fare stay at an affordable rate.
8. Make the buses easy to use both knowing schedules as well as increasing the schedules. Increase ridership needs to happen to keep the bus system viable which means more people have to be able to access it and not take a couple of hours to get somewhere that they can drive to in 15 minutes.
9. Ideally, I would like to see a light rail transit system feeding into a bus hub system to serve communities in Dane county as part of a regional transit system funded at the county level.
10. Expanding coverage to outlying areas. Improving capacity on rush hour routes and decreasing waste on non-essential routes.
11. Continue and enhance level of service and frequency of busses and reduce travel times
12. Bus travel (route 6 via Hayes) more often on weekends to make shopping easier.
13. A regional transit authority is a good start. We need an overall strategy for the greater Madison area, not just the City. Creating new routes were the ridership warrants. I like how the routes were reworked and increased to the south side. When I first moved to Madison, it surprised how focused it was on just getting people to campus and the Capitol. Commuter train or light rail transit that would decrease trip times. People are not going to take Metro if the trip takes at least twice as long as by car.
14. Reaching further out of Madison for more riders Working with companies to encourage employees to ride the bus ...I still would prefer a tramway to buses!
15. More frequent buses. If you miss a bus, you shouldn't have to wait more than 10 minutes, preferably 5.
16. Affordability (doesn't affect me, since I work at the hospital). The bus is becoming on the verge of inaffordability for that segment of the population for which the bus is their only means of transport. Route changes: it should not take 45 minutes to travel 5 miles from the near east side to the hospital!!! The transfer system does not work as well as it should. Rider responsiveness: The advertisement in the buses with the metro phone number and the phrase "Call us, we're listening" is a joke. They have never once responded phone call complaints, nor written complaints. Drivers: Most drivers (the vast majority) are great- friendly, helpful, and safe. But I think all of us regular bus riders know a few drivers who speed past stops and through red lights to make it to the square a few minutes early, to get a longer break. These drivers don't care that being 5 minutes early prevents a lot of people from catching the bus they need, and due to the schedule, the next bus they need probably isn't for 30 minutes.
17. Short run times, reasonable ridership costs, on-time buses.
18. Ridership. Period.
19. Safety of older children at transfer points.
20. On time operation Clean buses Helpful drivers
21. That it continues as an integral part of Madison, and grows and improves with time.
22. Deal with that disheartening fuel cost increase in way which allows continued operation. Improve ridership and overall usage by fitting into transit needs of

- others than univ. students and jobgoers -- Much improve airport service and start to make weekend service something people might want to use instead of dismiss as a waste of too much time.
23. Continued weekday service to Middleton. Bike racks on front of buses are a nice plus. Just want clean, on-time service, no frills.
  24. Streetcars before oil is too expensive.
  25. Increase current routes, add weekends, add new routes
  26. Getting to work on time. 7:30 2 bus from west transfer point. Getting home on time. Bus 2 to the west transfer point by 5 PM. Second run of the 2 at those times to accommodate UW students and staff. More express, limited stop rides to the UW.
  27. more weekend service, cheaper ride options
  28. Better routes and running times. I think that will solve a lot of your problems!
  29. a viable parking option for the verona rd hwy 18 area
  30. Increasing the system's efficiency, both in terms of commute time and frequency of busses. Maintaining a safe, clean, system and improving amenities both on busses and at transfer points. Better marketing to non-riders.
  31. Maintain current routes and level of service. Expand service if possible. Establish more ride-pass programs with local employers (such as the State of Wisconsin).

### **Is there anything else you want to tell us?**

1. I really hope Metro is listening to the riders and drivers. West Transfer Point is becoming more of a scary place to transfer. Hope this is being looked at. Also there needs to be better upkeep of transfer points and bus shelters. They are very dirty. A weekly wash wouldn't hurt. Also make sure you put your bus stops in well lighted areas. I know where I catch the bus on Grand Canyon and Yellowstone is very dark and not well lit. When the stop was at Clock Tower Mall it was much safer.
2. All the empty off-peak buses I see running their routes is a huge waste of resources. Re-evaluate them!!!
3. No
4. Oakwood Village East doesn't currently have service. They might like to have some.
5. I really hope the routes and frequency can be fixed. I also hope the trolley is not installed at the expense of improving Metro.
6. No.
7. More frequent buses. Less frequent stops. Don't worry so much about price.
8. Please get some people on this committee that ride the bus regularly, in all parts of town. I understand that the routes cannot be designed to accommodate every rider. But there are express buses from the west side (not the near west) that make it to campus in half the time my commute takes. This type of transport should be available to east siders as well. The new buses that hold 3 bikes are great!

9. Thank you for meeting my work commute needs, and some of my other commute uses. I like the bike racks too.
10. Please send updates to [bwcampbellwi@yahoo.com](mailto:bwcampbellwi@yahoo.com)
11. Some drivers think their job is to drive a bus. I believe the job of a bus driver is to provide transportation for the passengers. This information is provided by a person who has used the metro system for 37 years.
12. It's a great system.
13. Appreciate the time spent in this task by all. Important task
14. As region grows, you have a big challenge to meet the needs of the population. Don't try to do too much, too soon, and don't extend service too far out as development keeps growing.
15. I always report my concerns when they occur. Thanks for addressing them.
16. A few bad drivers ruin Metro's reputation in the area
17. I think Metro has a good system, and I enjoy riding. I appreciate that mass transit is good for the environment (I have a perfectly functional vehicle but sacrifice a few minutes of time in my day to ride the bus because of the environmental benefits of not driving to work). Consider expanding upon the environmental aspect in Metro's marketing campaign. Clean-air action days in the summer are good. Thanks for the survey!