



FEEDBACK RECEIVED AS OF 1/7/2015

PUBLIC HEARING

**Proposed Increase to Unlimited Ride Pass Rate
Wednesday, December 10; 6:00 PM**

**215 Martin Luther King, Jr. Blvd.
Room 260 (Madison Municipal Building)**

Hello,

My feedback regarding the unlimited ride rate increase is that it should not be done. The flyer doesn't mention a reason for the rate increase but it's my understanding that it is to pay for an unnecessary addition of WI FI on all Madison Metro buses. This is an unnecessary luxury. Many countries in Europe actually ban WI FI for public safety. Also, from what I've seen most people that could take advantage of this technology do not need it as they use smart phones that already have built in internet connectivity. If a rate increase must happen it should be for the right reasons such as expanding routes and services.

Thank you,

If the fares for UW riders are going to be increased, I propose allowing us be allowed to get a transfer, so that it doesn't cost the UW 2-3 times that fare for us to complete a single commute (if we need to change buses to get to our destination).

I read that Madison Metro Transit is proposing to raise the price of unlimited ride passes to equip buses with Wi-Fi. This expenditure is misguided. I live in the City of Madison near the Spring Harbor bus shelter located at 5301 University Avenue (stop ID 2404) and work at the GEF 1 state office building. Given the lack of affordable parking downtown, I ride either the 72 or 71 buses. By the time the 72 (7:11 AM arrival time) or 71 (7:24 AM arrival time) buses arrive at the Spring Harbor bus shelter, they are practically filled to capacity. It would be difficult to utilize the Wi-Fi service when standing in the aisle holding a strap in one hand and bag in the other while maintaining one's balance on a slippery bus floor. Rather than spending money on frivolous services like Wi-Fi, please consider running an extra bus along University Avenue toward the capital square with an arrival time between 7:11 AM and 7:24 AM at the Spring Harbor bus shelter.

Comments on the proposed fare increase to be discussed at Dec 10, 2014 public hearing: Madison.com reports the proposed increase is to fund wi-fi service on city buses. This is a bad choice, unworthy of fare increases - in contrast with increasing the range and frequency of service which should be higher priorities. I don't want to pay more for my bus pass to have wi-fi available that I won't use! Most bus trips are too short to make good use of wi-fi; besides, smartphones with 4G work fine in town. (Most people would be using a phone or tablet, not a laptop, on a bus.)

Hello,

I'm a UW employee. I realize the bus pass program rate is highly subsidized by UW but perhaps another type of pass for employees is warranted. Not one that is unlimited rides throughout the day but rather more like an a la carte type pass where you get 60 rides a month and the UW would price that differently than an unlimited pass.

I ride two buses in the morning to get to work. (technically I guess the second bus would be characterized as a transfer since it's within 15 minutes of getting on the bus and getting on another one). In the evening I typically ride 1 bus but occasionally I will need to ride 2 buses to get home. I only ride the bus in the morning and evening on weekdays and don't ride on weekends.

So a possible 4 rides/day times 5 days a week = 20 rides. 20 rides times 4 weeks = 80 rides per month (or 40 rides per month if you figured the second ride on each leg is a transfer)

My point is rather than trying to sell the University an unlimited pass which many of their employees won't use as "unlimited"... why not try to sell them a pass which has 60-80 rides or various tiers. I recognize this could be confusing...but you could load those 60-80 rides per month onto a card for an entire year so say 80 rides/month = 960 rides per year. Then employees have a card they can use for the specific amount of rides, each time they ride..a ride is deducted...less hassle with getting transfers, etc.

I don't know what the price point is for 2 rides with 2 transfers is compared to unlimited rides but it's something to consider as an alternative to raising the price of unlimited rides which the university may not want to pursue depending upon how many employees actually purchase bus passes. It's something to consider as an option at the bargaining table.

Thank you

I'm a UW employee and understand the need to raise fares, but raising the unlimited ride passes for UW employees and students and hospital employees isn't the right step. I ride the 15 to and from campus and most of the riders on the bus have some affiliation with UW. Also, on both east and west bound trips, the bus is usually full with some times where it feels too crowded. I would be open to paying more if there were steps taken to help with the overcrowding and helping the route stay on time. Suggestions include designating certain buses for pass holders only and giving them priority seating.

I think that raising fares for disabled/senior is perhaps the better way to go. I've seen people who use those passes take up multiple seats with wheelchairs and walkers. I've also seen those passes for sale on craigslist, which is fraud. That fraud costs the city money.

I don't believe the rates for unlimited ride passes should increase. As UW ASM student I find the passes very helpful. Without them I would have no form of transportation. An increase in price would hurt the university and the students who cover the extra cost through tuition.

Rate increase on unlimited pass. Please do not raise the fare. It's difficult enough to try and get back and forth to work with the monthly fare without it being raised again. Please reconsider - or maybe come up with a weekly unlimited pass (Monday thru Friday) pass that would cost less. I never travel on weekends, only weekdays to work and after work. Hate running errands on weekends because there are too many teenagers running around the city.

I just want to quickly say that I support this change. I have had many situations where I needed WiFi on the bus, and even if Madison College had to raise the price to cover this change, I would gladly pay up the difference.

I wanted to give some feedback about the proposed fare increase and the plans to put wifi on Metro's buses. I'm in favor of a fare increase in order to fund improvements for Metro, though I don't know that the addition of wifi is the best option. The people who would want to use wireless are probably the same people who have smartphones as well. Perhaps wifi would've been a good addition a few years ago, but with all of the major cell carriers making serious inroads in terms of improving the strength and coverage of their networks I feel like it wouldn't be as much of a benefit as it could've been in years past. My bus ride takes between 35 and 45 minutes most days (I live on the far West side and commute to the Square) and I think most of my fellow passengers have rides that are shorter.

That said, I'm definitely not opposed to increasing the fares, I just think that perhaps there are some other things Metro could do to improve itself more than the wifi proposal. One thing that I think could be very beneficial would be the addition of a small Metro office or kiosk on the Square. I work in the Parking Utility/Traffic Engineering office and spend a good portion of my time selling bus passes. I find that most of our customers buy from us because they think we are Metro, and that they're unaware of any of the other outlets. When people were looking to exchange their (non-functioning) passes during the fare box upgrade we had to send them to the main office and they were not happy about that. We also have customers who would like to use their flex plan cards to buy passes, but they are unable to because our office doesn't take them. Having an actual Metro office on the Square would be a great addition.

I could not attend the public hearing on December 10, but would like to share my support for increasing the unlimited ride pass rate from \$1.15 per ride to \$1.20. I believe that with the increasing number of riders and needed routes, and decreased federal/state/city funding, it is a reasonable amount for riders to "chip in" a small amount for better Madison Metro bus service. This would affect the following pass programs: UW Employees, UW Hospital Employees, UW ASM students, Madison College, Edgewood College, Dane County employees, City of Madison employees, St. Mary's and Meriter. Since most of

these pass programs are subsidized by the employer, I believe the small added cost would likely not be a significant hardship for most of the riders in the above groups.

This is to do with the idea of raising the bus fares for the students to fund Wi-Fi. This is a terrific idea and I wish you had taken it up sooner. I've only been on the bus designated for the Epic employees that has wi-fi and it was fantastic.