

Commute Card Feedback

(From approximately 20 meetings)

Initial Comments about the Commute Card

- Love the idea of public transportation and is supportive of programs that will increase ridership
- Very receptive of the program
- Parking is an issue so this program works for our employees
- Very interested in the program, our company usually purchases 100-10 ride cards per year, and this makes it easier
- Transportation issues are at the top of our list for our neighborhood association
- Likes the idea that this is something our “Green Committee” would like to institute
- Very receptive of the program, have four employees that we already purchase the 31-day unlimited ride passes
- Liked the fact that this program was now being offered to others than the large entities – and that small business were now getting the same price
- Employees complaining about the parking situation, so this might alleviate that problem
- Being an environmental advocacy group, this type of program is fitting for us
- I like the simplicity of the program
- The Commute Card program sounds good and we hope we can make it work for our organization
- Likes the idea of the program because members live on a small stipend and this provides more affordable transportation than a car
- One member commented she likes using public transportation because it makes her feel more a part of the community – she’s able to ride the bus with some of her students
- Love the bus system and the program

Concerns:

- Afraid of abuse on the unlimited ride option – as an employer I need to know my fixed costs per month
- Employer needs one-on-one accountability with each Commute Card
- Concern about the unlimited ride because many employees do use transfers and this could be a “more expensive” alternative to the 31-day unlimited ride pass. No longer a cost-effective program for our company.
- Had some concerns about routes, taking too long to get to work; would like Wi Fi on routes
- Worried about cost at \$1.15 per swipe, may get too expensive for students
- Not sure how to set up the program internally (neighborhood association)
- Concern about high users
- Concern about “over-use” outside of work hours, an employee using the Commute Card for rides other than to and from work
- Abuse on the card for above average use and the company being responsible
- We need to charge back the cost to our employees, so I need to make sure I can track the amount of swipes per card



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Questions

- Can the employer put a cap on the cards for spending?
- Can it be treated like a debit card – any way of going this route?
- Can we get improved service to our location?
- What will the invoicing look like?
- What will the contract look like?
- Are there electronic debiting options in place for the recurring monthly fees? In other words, our company would prefer if there were an auto debit we could set up online.
- What's the average percentage of riders who use a transfer?
- Which transfer points have parking?
- What's the plan for adding more hybrid buses? Why aren't they all hybrid buses?
- Do you have someone on staff that is responsible for checking the emissions on the buses?
- What's been the reaction from the larger entities that have this program in place? What problems have they encountered?
- Could we test this program in our company, on a three-month basis?
- If an employee was "abusing" the system, could we pull an individual Commute Card so we can see what times they are using it?
- Can we do a three-month trial period instead of signing an annual contract to start?
- Could each employee sign his or her own contract instead of our company as a whole?
- Is there a way to void use of the Commute Card on weekends when our employees aren't working?

Needs:

- Almost **unanimous** (except for one company) that an individual accounting per Commute Card is needed...need to see swipes per card/employee
 - Some employers will choose to have the employee pay the full cost, some will share the expense, and some companies will pick up the entire expense.
- Would like Wi Fi on some buses
- Would like electronic billing / payment options

Commitments to the Commute Card as of 12/3:

Business Name:	Approximate Participants
Madison Credit Union	3-5
IMS (Interactive Media Solutions, LLC)	4
KEMA	10
Broadcast Interactive Media	12-15
ITT Technical Institute	20
Wisconsin Youth Symphony Orchestra	4
XNR Productions	10
L'Etoile	5-10
Totals	Approximately 68-78 participants

*Another business with 27 participants is 98% sure of participation, waiting for final OK

