

**Madison Metro  
2012 Budget Proposal  
Impact of Fare and Service Changes**

	Effect on Revenue/Expenses	Effect on Ridership
Fare discount reductions-option 1	\$ 350,000	(18,000)
Incremental effect to go from option 1 to option 1a	\$ 170,000	(10,500)
Eliminate Route 10	\$ 215,000	(7,500)
Eliminate Holiday service	\$ 168,000	(34,000)
Reduce Sunday service to current Holiday level	\$ 160,000	(56,000)
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<b>Total</b>	<b>\$ 1,063,000</b>	<b>(126,000)</b>
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