

Fare Increase

Name Phillip **Received** 7/25/2005 **By:** telephone **ID** 20

Contact Information

Comment the increase are nuts, what are your trying to do, taking the poor people and not allowing them to ride the bus, but the city council members can ride the bus free, this is ridiculous, hurting the poor people and not hurting the rest....Please consider who you are hurting with this increases. Look at how many buses are running around town with no one on them.

Name David **Received** 7/22/2005 **By:** telephone **ID** 11

Contact Information

Comment fare increase, it's a good that you are looking to increase the fare, for what type of service madison metro provides, its an amazing service at the prices now, and I ride the bus for years, and will be glad to pay increase.

Name Adams Susan **Received** 7/25/2005 **By:** email **ID** 57

Contact Information 5to9@merr.com 7209 Harvest Hill Rd

Comment I cannot understand why there will have been two bus fare increases without a corresponding increase in parking rates in Madison. I can understand the need to fund a projected budget shortfall, but the proposed increases appear to encourage people to drive and park, rather than to take the bus.

I am concerned for the many Madison Metro riders who take the bus because of driving or financial limitations. These people would be least able to afford the increase.

I have used the bus every day to go to work every day for nearly 10 years. If the proposed increases are implemented, it is more cost efficient to drive and park if I don't work the entire day....

Name Anderson Mary **Received** 7/21/2005 **By:** email **ID** 2

Contact Information Mary.Anderson@dwd.state.wi.us

Comment I am very up set with you people 1st of all you just raised the Fairs last year! I am Disabled person and that can't afford what you want on the fairs it is VERY VERY UNFAIR!!!! TO US AS DISABLED PEOPLE. If you raise the bus fare you will be losing a lot riders. I have to take 2 buses just to go to work and going home at the same time as will. I only work 4 days a week and put in 20 hours a week which is not much and I get a 1 Disabled Social Sec Check as will which is not much to live on. ...if you raise the Fares I will be taking your buses at all and you will be losing rider ship as will and the bus Drivers will be out of a Job as will too I wonder if you ever thought about that...I all so heard that if you work for the you get FREE BUS PASSES will MADISON METRO that is NOT FAIR AT ALL. If everyone has to pay then the CITY SHOULD TOO!!! And they should not be getting anything free at all just because they work for the CITY. YES I AM MAD AT YOU AND THE MAYOR AS WILL I E- MAILED HIM ON THIS AS WILL! ...

Name Barrett Pat **Received** 7/25/2005 **By:** email **ID** 45

Contact Information peeweeb@tds.net 2137 Sommers Ave

Comment I'm writing in staunch opposition to raising Madison Metro fares!

By Metro's own accounting, more than 120,000 riders will be lost if a fare hike is instituted. Metro may continue to serve the commuter of the "professional class" as their passes are paid for by their employers, but, with a rate hike, you will limit access for the poor, and discourage others from trying the bus. Metro will continue its death spiral.

I ride the bus and my fare is paid by my employer. But many people are not that lucky. In combination with the 2003 fare increase, we are talking about a 44% fare increase for quick tix holders. I don't know of anybody that has experienced a 44% wage increase in that time.....

I urge you to be more creative in your business dealings. Renegotiate the contracts that you have with employers and quit cutting profitable routes. Make the routes more efficient rather having them resemble a piece of Spiro-graph art.

Name Benford Brian **Received** 6/14/2005 **By:** in person **ID** 52

Contact Information Alder, District 12

Comment This comment was presented in person at the 6/14/04 TPC meeting:

Opposed a fare increase.

Name Block Dawn **Received** 7/26/2005 **By:** telephone **ID** 68

Contact Information DAWNB@WISMED.ORG

Comment I understand that gas prices are causing the proposal for these increases. However, if there is any way to lower the Youth Semester Pass increase, please find it!!

There are many families, especially single-parent families, that struggle to pay \$95. An additional \$38 is going to be a hardship in many cases. If it's going to be that high, could there be a Youth "Quarter" pass?

At the beginning of the school year, we pay our school fees, which are about \$80. I don't think some people have another \$133 for a bus pass....

Name Brown Bridget **Received** 6/15/2005 **By:** email **ID** 35

Contact Information bridgetbrow@earthlink.net

Comment I just read today's Capital Times story by Lee Sensenbrenner about Metro fare hikes and would like to voice a hearty second to Brenda Konkel's call for more innovative solutions such as coffee carts and newsstands at transfer points.

They could make the transfer points feel less like you're stranded in the middle of nowhere and could be a huge source of income.

Name Burkhardt Brett **Received** 6/7/2005 **By:** email **ID** 25

Contact Information bburkhar@ssc.wisc.edu

Comment I do not support a fare increase for Madison Metro. The city should be doing all it can to encourage public transportation and mitigate widespread dependence on private autos. Low fares are a means to this end. Do not raise Metro fares.

Name Chalice Michele **Received** 7/26/2005 **By:** email **ID** 55

Contact Information m_chalice@yahoo.com 1330 Jenifer St

Comment I am writing to express my anger, frustration and sadness at the newest proposal to yet again compromise our mass transit system....while I understand our budget constraints...I believe we continue to compromise the health of our community by making mass transit increasingly difficult (less routes, less convenient times), and more expensive.

I urge the City Council to reconsider this short-sighted strategy and give higher value to the quality of the air we have our children breathe. Raising fares will only decrease ridership. Decreasing routes will do the same....

I believe these types of increases could be accomplished much less painfully by having the corporate community contribute a fair share of their profits by closing tax loopholes that they currently enjoy.

Name Chewning Betty **Received** 6/14/2005 **By:** email **ID** 29

Contact Information bachewning@pharmacy.wisc.edu

Comment Hello - I am a faculty member at the University of WI and therefore have the luxury of free bus service. As a result I use the bus as much as I can. I believe improved routes and more frequent stops will generate needed more revenue while increase fares will do the opposite. The problem for me is that since I live by Maple and Oakridge my service stops relatively early in the morning. Further there is a bus only every 30 minutes....

Please rethink your strategies. I think the biggest problem you have with income is not the fare price, but rather the discontinuation of key east side routes and reduction in service. Please think creatively and carefully. I urge you to revisit some of the choices you made before....Why not put the money earmarked for trolleys into establishing better service?

Name Conn Isiah **Received** 6/15/2005 **By:** telephone **ID** 36

Contact Information

Comment ... I would vote against the increase in the current fares for the buses.

As a hard working citizen of Madison, WI I have found the current rates and standings are all that I can afford with out constant pollution and having to pay every day at the pump.

Name Cook Ron **Received** 7/22/2005 **By:** email **ID** 15

Contact Information wwup_2100@hotmail.com

Comment I am a senior citizen and ride the bus full time. (I do not have a car and I live entirely on social security income.)

I feel that there must be better ways to handle the financial affairs of the metro system regarding increased fares, ESPECIALLY REGARDING LOW-INCOME RIDERS.

Do you know that the majority of the advertising spots inside many of the buses are more than half vacant? Increasing advertising revenues would seem to be a much better approach than increasing low-income rider fares.

I also think that offering free rides to everyone on high pollution days should be stopped because it is a financial drain on the system.

Name Dwyer Ali **Received** 7/22/2005 **By:** email **ID** 13

Contact Information alidwyer@gmail.com 330 Russell St

Comment ...I was very disappointed to learn that Madison Metro is considering raising the bus fare. I am very concerned about social justice issues and I can see very simply that a fare hike without proper investigation into alternatives is unjust....

*Low-income riders are hit hardest.

* Fares just went up two years ago and I feel that it is not fair to raise them again

*Big employers get huge discounts on fares yet Metro isn't raising their fares as much as it is for other riders.

*Options to increase revenue (and keep fare increases down) have not been fully explored.

*We are not discussing the Metro bus budget at the same time that we talk about the rest of the budget.

And then there is the air pollution problem. As Dane County approaches non-attainment status, I would hope that Madison is doing everything possible to encourage alternative means of transportation. I guess not....

...

I would like the Transit and Parking Commission to:

*Reject Metro's unfair fare rate hike.

*Further explore revenue from advertisements, vending and booths at the transfer points.

*Protect taxpayers and Metro riders by reworking the great deal Metro currently gives the UW and other unlimited ride contractors

- 82.5 cents per ride isn't fair when other fares are much higher.

*Take up Metro's budget when the rest of the city budget is debated.

*Consider a fairer, smaller fare increase if all other options fail.

Name Fleisher Jay **Received** 7/25/2005 **By:** email **ID** 60

Contact Information jmf301@charter.net

Comment 1. Yes, given the increased costs (especially, fuel costs) I support the fare change proposal and hope that service can be maintained at current levels.

2. For those of us who don't drive, it's very important that bus service is maintained at current levels with perhaps just a few minor changes for efficiency....

Name Fueleman Amy **Received** 7/18/2005 **By:** email **ID** 5

Contact Information fuelev@terra.com.net 911 Laurie Dr

Comment I write to argue against bus fare increases. I ride the bus every work day. I usually buy the monthly pass but have recently changed to the 10-ride tickets.

Raising fares will price some people out of riding. If fares are to be increased I think the monthly fee should remain the same. It is already pretty expensive and the proposed increase is way too much. The better solution is to get more people riding the bus. We need to get cars out of the city to cut pollution and congestion. Let's make it cool to ride the bus. Here are some ideas.

1. It would better to find creative ways to increase ridership. Funny commercials and PSAs might be one way. Emphasize the fact that burning 1 gallon of gas driving puts 20 lbs of CO2 into the air.
2. I would also like to see shorter times between buses. And add some express buses that don't go through transfer points....
3. Run those buses on bio-diesel! The city could collect and make bio-diesel...
4. Maybe start a bus to work day, like bike to work, so people can try it out and maybe experience the benefits for free -- every Monday, or Friday or first day of the month....
5. Stop sprawl. There has been a HUGE INCREASE in traffic over the last few years. The pace of building and destroying farm land is frightening. People who live in the suburbs use a lot more energy ...
6. ... I would support charging people who do not live in the city but drive in every day. The danger is that more businesses might move out to Fitchburg where driving and parking are free.

Name Genrich Eric **Received** 6/14/2005 **By:** email **ID** 32

Contact Information ecgenrich@yahoo.com 2045 Atwood Ave #207

Comment As a signatory of the U.S. Mayors' Climate Protection Agreement, Mayor Dave Cieslewicz has shown his commitment to fighting global climate change....The agreement...does read, "...Promote transportation options such as bicycle trails, commute trip reduction programs, *incentives for car pooling and public transit*."

It seems pretty clear that increasing fares for Madison Metro, whatever the fiscal justification, would result in the creation of an additional *disincentive* to use mass transit. This action clearly runs counter to the spirit of Climate Protection Agreement. I hope that the members of the Transit and Parking Commission recognize this fact and act accordingly in rejecting the proposed fare increase.

Name Goodman Michael **Received** 7/26/2005 **By:** email **ID** 67

Contact Information michaelagoodman@yahoo.com 2314 Sommers Ave

Comment I am writing to protest the proposed .25 fare increase on Madison's buses. I realize that the costs have gone up (especially on gas) but this increase will hit those most in need the hardest. Unless a sliding scale or reduced pass rate will be included in this proposal, I urge you to reconsider. Maybe some of the \$ in the proposed streetcar plan can be used to pay for these increased costs....

Name Grunze Erin **Received** 7/26/2005 **By:** email **ID** 56

Contact Information erin@progressive.org 409 E Main St

Comment ...I like the idea of mass transit and I like to support mass transit. I take the bus to and from work nearly every day.... I now get the 31-day pass. It's pricey. I can barely justify the cost for myself. But I believe in mass transit for our city.

Please reconsider your proposed hike in prices. If you raise this pass to nearly \$50, I won't be able to afford it. These proposed prices across the board are outrageously greater than most large city bus prices, and many times their day prices include the subway fare as well....

Name Hardie Mary **Received** 6/6/2005 **By:** email **ID** 22

Contact Information leehardie@yahoo.com 2210 LaFollette Ave 608-244-6175

Comment I am writing to voice my opinion that raising the fares for bus transportation is a bad idea. The current \$1.50 fare is high, and shouldn't become higher. The price is so high that it is cheaper for me to drive my car downtown, and park in a ramp, for a part time work day, than to take a bus. That is crazy!! Bus transportation should be inexpensive and easily available to reduce our use of petroleum products and to keep our city from traffic congestion and pollution.

Please don't increase the fares!

Name Herman Deborah **Received** 7/25/2005 **By:** email **ID** 46

Contact Information deborah_herman@earthlink.net 6505 Piedmont Rd

Comment I am very concerned about the proposed increase in fares for the metro bus service. While I myself could probably afford the increases, it seems very irresponsible to me to increase the base fare by 17% and fares for children's programs by 40-60%, while increasing the discounted fares to businesses and the UW by virtually nothing.

Poor and working people really depend on the bus in Madison. It's a good service. Let's not drive them off them bus.

Have negotiations been attempted with businesses and the UW to have them pay a fair share for their mass purchases of unlimited ride passes? Have they flat-out refused to pay more? Have they actually threatened to cease participation in the unlimited ride pass program if they have to pay a little more? (I would myself not take such a threat too seriously, especially in the case of the UW.)...

Name Hill Emma **Received** 7/1/2005 **By:** mail **ID** 38

Contact Information 3210 Nottingham Way

Comment I am writing to you because I believe that your Youth Quik and EZ Rider Youth passes are too expensive. I cannot see why we need to pay so much money if we only ride the bus twice a day for ten minutes....

I strongly encourage you to lower the prices of your bus passes and tickets. It would be much more fun and easier to ride your bus every year. I will not hesitate to tell other people and students that I think prices should be lowered....

Name Jacob Michael **Received** 6/14/2005 **By:** in person **ID** 51

Contact Information 410 Russell Street

Comment This comment was presented in person at the 6/14/05 TPC meeting:

*Suggested that Metro and the TPC take a fresh look at the contract with the UW and other bulk contracts....The UW pass agreement is 82.5¢ per ride compared with \$1.50 for the cash fare and is a tremendous deal. Increasing the rate to \$1.00 or \$1.25 would be good. If the UW says they can't afford it, encourage the UW to talk to employees about paying a portion, such as \$5 or \$10 a month. He felt a lot of employees would be willing to chip in.

*Felt this discussion should be part of the overall city budget. Need to talk about Metro in the context of other City services. Should not be having this conversation in a vacuum.

*Don't go with a fare increase that is more than one year. It's important for the Mayor, Metro and the TPC to talk to the public each year if a fare increase is needed....

Name Jacobs Michael **Received** 7/22/2005 **By:** telephone **ID** 16

Contact Information

Comment I AM AGAINST THE FARE INCREASE THAT HAS BEEN PROPOSED. I THINK IT SHOULD BE TAKEN UP WITH THE REST OF THE BUDGET AND DOESN'T LOOK AT THE OTHER REVENUES ENOUGH.

Name Johnson Doug **Received** 6/14/2005 **By:** email **ID** 31

Contact Information dnjohnson@yahoo.com 325 Russell St 608-241-5667

Comment I am writing to express my opposition to the proposal for a 15 cent bus fare increase and automatic increases in the coming years. If we are to have any hope of increasing bus ridership and decreasing the pollution and congestion from ever-increasing auto usage, then increasing fares is the exact wrong thing to do. Rather, the fares should be decreased and more general revenue funds should be used to support bus system operations. Increasing frequency of service should also be a major goal. Making it harder for regular or occasional users to choose to ride the bus is counterproductive and will lead to the destruction of the system you are charged to protect.

Name Kaysen Jesse **Received** 7/20/2005 **By:** email **ID** 7

Contact Information jesse_the_k@yahoo.com 814 Kiawatha Dr, Madison

Comment Make the principal deep-discount pass 14-day/\$25.

advantages:

- *Squeezes one more interval out of the year
- *Differentially hits the "choice" rider
- *Provides a deep-discount fare that low-income riders are more likely to be able to afford
- *Simplifies making a bus pass part of a bi-weekly payroll
- *Increases likelihood of pass purchase near vacations
- *Spreads out Metro's accounting burden

Name King Austin **Received** 6/14/2005 **By:** in person **ID** 53

Contact Information Alder, District 8

Comment Provided a memo in which he encouraged the TPC to avoid a fare increase. He noted that many citizens are transit dependent, and for those on the economic margins, a fare increase will consume an increasingly large part of their income. He asked that the TPC consider a fare increase as the absolute last resort in closing Metro's budget gap. If the TPC finds a fare increase necessary, Ald. King ask that they approve a one-year increase. The public should have an opportunity to give input on each and every increase.

Name Krinsky Rachel **Received** 6/10/2005 **By:** email **ID** 26

Contact Information interfaith@tds.net

Comment I am writing to urge you NOT to raise Madison Metro bus fares. A raise in fares would have a very negative impact on the homeless and low-income families we serve at Interfaith Hospitality Network. Our families rely heavily on Metro to apply for work and housing, get to work, get to childcare, and have any chance of successfully making ends meet....

Moreover, IHN purchases bus passes to help families in a pinch, and a fare increase will decrease the number of passes we are able to purchase. This, too, will negatively impact our families' ability to get and keep housing and employment....

Name LeMahieu Peggy **Received** 6/6/2005 **By:** email **ID** 23

Contact Information urahrahwisconsin@charter.net

Comment I would like to let you know, I think an increase in bus fare at this time would be a big mistake. The people with the greatest impact are those who can NOT afford even your minimal increase. I hope you will reconsider and hold off to see how the economy does in the next 6-12 months.

Name LeMay Gloria **Received** 7/21/2005 **By:** email **ID** 76

Contact Information Gloria.LeMay@dwd.state.wi.us

CommentThe bus company is targeting the lower paid individuals in the city.

July 1, Madison Metro instituted a 31-day pass for \$39.00 a month. At that time, bus fees went up. Now they want to raise that fee to \$47.00. I find that totally unfair.

...I am checking to see if it would be cheaper...for me to take a state van than to ride the Madison Metro buses. If that doesn't work, I plan on checking on car pools in my area. Thus, you will lose a faithful rider.

Name Leveni Sharon **Received** 7/22/2005 **By:** email **ID** 8

Contact Information leveni@dwd.state.wi.us

Comment I believe the 31 day pass increase is rather high, perhaps \$4 as an increase and an increase in UW fare would be more appropriate. The UW people would only be paying \$.88/ride. Perhaps the increase could be to a \$1/ride, or drop the incentive and make them pay full fare like we do....

The bulk of the city bus ridership are the working poor and disabled. These people are on a fixed income and if they can no longer ride the bus, they sure can't afford to park downtown, they may very well lose their jobs because they are unable to get to work.

Name Longert Jack **Received** 6/14/2005 **By:** in person **ID** 50

Contact Information Dane County Homeless Services Consortium and Porchlight, Inc.

Comment This comment was presented in person at the 6/14/05 TPC meeting:

*He represents people who have to scrape to even get \$1.50 or get a ticket from a social service agency. The Hospitality House distributes 17 bus tickets a day but the need is for double or triple that.

*The bigger the fare increase, the harder the hit on agencies serving the low income and homeless.

Name McNeil Laura **Received** 6/13/2005 **By:** email **ID** 28

Contact Information lauramcneill@tds.net 608-442-0541

Comment I am writing to voice my concern and disapproval of the bus fare increase of 15 cents and 5 cents every year through 2008. Until we have better/faster bus service from the Eastside to the Westside of Madison, and vice versa, I don't feel this is fair to ask of riders.

Name Melton Julie **Received** 7/26/2005 **By:** email **ID** 71

Contact Information

Comment Kamis said he would rather see higher fares than service cuts [to Madison Metro]. Those are the two options to close a projected deficit of at least \$421,000 this year due to exorbitant increases in fuel costs, as well as a shortfall of at least \$500,000 next year...

Name Neulander D **Received** 6/14/2005 **By:** email **ID** 30

Contact Information dneulander@charter.net

Comment It will not only discourage prospective riders, but also hurt current ones. I find it unbelievable that this supposedly progressive city cannot not run a mass transit system. It makes me want to move to Vancouver, San Francisco or portland.

Name Ninedorf Janet **Received** 7/22/2005 **By:** telephone **ID** 14

Contact Information

Comment Fare Increase Comment:

Should have been done a long time ago. Great Service!

Name Nitzel Lori **Received** 7/25/2005 2nd email same day **By:** email **ID** 39

Contact Information lori_nitzel@yahoo.com 3109 Hermania St

Comment I'm writing to request that you not increase Metro fares. I use the bus frequently to get downtown. Because I make very little money, a fare increase would definitely have a large impact on my financial status. Please find a way to get revenue from other sources to keep bus fares low for those of us that need it most.

Name Novkov Russell **Received** 7/22/2005 **By:** email **ID** 17

Contact Information rnovkov@netzero.net

Comment The faire increases are unfair and I do believe that there are alternative ways for Metro to raise money, without having to raise faires, like rewards for employers who encourage people to ride the bus to work and billboard advertising.

Name O'Brien Kathy **Received** 7/25/2005 **By:** email **ID** 42

Contact Information kathyjean7777@yahoo.com

Comment I work with low income families.... Trnsportation is a huge problem. Very few of the families I work with, perhaps 10 to 15% have cars. They depend on the bus system. These are families who are working at low wage jobs. They often are paying 75 to 85% of their income on rent and utilities.... When my co-workers and I work with these families on budgeting it is an exercise in extreme frustration. This summer about 30% of my client families had their utilities disconnected....These families have no way to pay increased costs for bus transportation. The agencies that sometimes help them with bus tickets - such as the one I work for - also have very limited funds....

Please explore other ways to raise money such as increased use of buses and bus shelters for advertising. It seems very unjust that busenes and the university can purchase tickets at reduced prices and that the poorest of our local citizens have to pay full fare. These families are being pushed over an edge where there will be no way they can make it no matter what they do.

Name Pardella Josie **Received** 7/26/2005 **By:** telephone **ID** 54

Contact Information 4803 Buckeye Rd #2

Comment To keep increasing bus fares is sending the wrong message. The burden should be shifted to people who drive cars rather than those who ride mass transit. A fare increase is not how you get more people to ride mass transit. Madison already has some of the highest fares in the country, and raising them more will not solve the problem.

Name Patterson William **Received** 6/14/2005 **By:** in person **ID** 47

Contact Information 1014 Williamson Street

Comment This comment was presented in person at the 6/14/05 TPC meeting:

*A fare increase is an economic issue. He distributed a copy of a paper by the Brookings Institution... that shows that poorer people pay more for basic services.

*He gets a free bus pass as a UW employee but was concerned how the proposed fare increase would affect low income riders.

*A city needs lower paying jobs that provide services for the higher-paying jobs; many of these service employees work downtown and use transit.

*Many people whose incomes aren't increasing depend on Metro; need to keep in mind that many people are transit dependent.

Name Peck Ron **Received** 7/26/2005 **By:** email **ID** 44

Contact Information rfpeck75@yahoo.com

Comment I think that it's ludicrous that the city of Madison is considering increasing bus fares. During a time when air pollution has reached unsafe levels several times already, the city should be doing everything it can to encourage the use of public transportation and DECREASE automobile usage.....

All transportation needs to be looked at as a comprehensive issue. Please consider raising parking fees and using the subsequent revenue to subsidize Metro.

For what it's worth, I won't be directly financially affected by this increase since my bus pass is paid for by my employer, UW-Madison. I'm a concerned citizen who just wants a breath of clean air.

Name Rasmussen Katherine **Received** 7/23/2005 **By:** email **ID** 18

Contact Information midwestlizard@yahoo.com

Comment

I wanted to send an email as I've learned today about rate hikes planned for bus services.

I must say that seems to me a case of the "little guy" bearing the brunt, and those little guys, particularly those reliant on the bus system, would seem to be the least able to afford a hike in services.

I'm all for public transportation, but with increased fares, I think you discourage ridership and the wrong people are hit, those that most rely on it. Please reconsider other modes of increasing your revenues...you are all creative, smart folk up there - before tagging increased rates, please consider those it will hurt.

Name Reardon Patricia **Received** 7/26/2005 **By:** email **ID** 78

Contact Information patricia.reardon@doa.state.wi.us 5821 Russet Rd #2E

Comment I find it appalling that the contract rate is only going up 7%, while for everyone else, even seniors and the disabled, are facing double digit increases. And the monthly rate going is up over 20%!

Why is it that so much concern is being expressed about keeping fares low for corporate clients, who cater to a select group of employees who get their passes as a free perk, but Metro has no problem sticking it to people who PAY FOR and RELY ON Metro to get around. And, why is it that the HIGHEST percentage increase is for those who buy a monthly pass and obviously, therefore, rely on Metro for frequent, most likely daily, travel...

Name Rhodes-Conway Satya

Received 7/26/2005

By: email

ID 66

Contact Information satya_vadia@yahoo.com 1918 East Main St #1

Comment I am writing you in opposition to the Metro fare increase proposal that is currently before you....

Firstly, I am concerned about the lack of information the Commission has regarding the impact of various proposals to raise revenue, including fare increases, advertising, vending, and others....I would also encourage you to address the issue of alternative revenues for Metro in the longer term - gas prices are not going to go down, so this will continue to be an issue. The Commission and Metro should be thinking creatively now, exploring options now, so that future fare increases can be as small as possible.

Secondly, I am concerned about the long term integrity of the Metro system if you continue to raise fares. It's clear that raising fares reduces ridership for the fare types raised.... Do we want a system that only serves those who get free or subsidized passes from their employers? A system where routes are canceled because ridership is low because fares are too high? A system that only serves commuters? A system caught in the downward spiral of high fares and lost riders? Or do we want a system that serves the whole city, that encourages people to leave their car behind by providing convenient, affordable service while also serving those without cars? A system that helps keep our air clean and breathable and that helps reduce traffic problems and the need for parking? A system where it's easy and attractive to ride the bus because of the fair price and the route coverage? ... I am willing to support that kind of system, not only at the fare box, but at tax time as well....

Name Richards Mondest

Received 7/26/2005

By: email

ID 72

Contact Information syzygyretired@yahoo.com.....710 Spruce St 255-5023

Comment I am opposed to the proposed bus fare increases. I would prefer that such increases be considered at budget time when all revenue sources and the prioritization of spending initiatives can be considered together. I realize that increasing the bus fares now brings immediate revenue relief, but I think that it is bad policy in the long run for transportation priorities and for increasing bus the number of bus riders.

... Why not keep the fares stable (or reduce them) while funding better public transportation from general revenue and other sources? Why not implement policies to encourage more use of public transportation, such as higher parking fees in the downtown area? Why not make cheap public transportation one of the top goals of Madison's economic infrastructure and its attractiveness as a city to live in and do business in?...

Name Richards Sara

Received 6/6/2005

By: email

ID 24

Contact Information 710 Spruce St

Comment I know that public transportation is expensive and these are tight budget times, but I find it incredibly shortsighted that there is a proposal to raise Madison Metro fares for the next several years. I believe we all agree that public transit is a necessity for those who do not own a car either because it's unaffordable or because of age or infirmity. But public transportation is also important to anyone concerned about the quality of life in Madison now and even more so in the future as the population continues to grow both in Madison proper and in surrounding communities.

Our streets will only get more clogged and our air more polluted if affordable--and even cheap or free!--mass transit disappears. My vision would be to have dirt cheap bus rides with expanded park and ride lots, transfer points with several amenities (coffee stands, newspaper kiosks, day care centers, dry cleaners, supermarkets or mini-marts) so that people can conduct more and more of their daily business via the bus. To make mass transit really effective there must be more buses throughout the day not just at rush hours. If it's too expensive to run large buses throughout the entire day, purchase small ones for non-rush hour service.

Parking rates should be even higher than they are to encourage people to use the free/cheap bus. I really think trolleys are a foolish use of public transportation funds and would like to see more money put where there already is infrastructure; i.e., in the bus system....

Name Richardson Ron

Received 6/14/2005

By: in person

ID 48

Contact Information 216 N. Dickinson Street

Comment This comment was presented in person at the 6/14/05 TPC meeting:

*It's a social justice issue. When government needs money, it takes money or services away from people who can least afford it, and a fare increase will impact those populations more than others. Change in public policy should not be considered if it hurts those most at risk.

*Any other solution is preferable to a fare increase.

*...the Mayor had mentioned that maybe "something wonderful" will happen, like ridership "going through the roof." What will make that happen is capturing the choice riders and people who are thinking about using transit. One way to dissuade them from using transit is to raise the fare, whereas one thing that would entice them to use it or use it more frequently would be to decrease the price.

*In terms of the budget, a fare decrease might seem bizarre but if you decrease the fare for a few years and combine that with an aggressive promotion of the transit system and additional revenue sources (ad space at transfer points), over the years you may be surprised by increased ridership that goes through the roof....

Name Ross Terry **Received** 7/26/2005 **By:** email **ID** 65

Contact Information trtrtr@charter.net 102 South First

Comment It doesn't make sense to increase Metro fares. When people ride the bus, it is something they are doing *right*. This is no something that should be strongly encouraged -- not penalized!...

An emphasis on public transportation is the ONLY way we should progress into the future. Why then allow a metro increase to go into effect, decreasing ridership?

I appreciate that there are money issues. From what I've read, it appears that not all options have been explored....

Name Rouleau Laurie **Received** 7/25/2005 **By:** email **ID** 59

Contact Information Laurie.Rouleau@dwd.state.wi.us

Comment Instead of raising fares again, and losing more riders, Metro should eliminate the empty and nearly empty buses. The late night and weekend routes should be reviewed....Metro should also look at more fuel-efficient bbuses (hybrids) and should consider using vans or mini-buses for the routes with fewer riders....

Name Sanders Greg **Received** 7/25/2005 **By:** email **ID** 61

Contact Information greg54@tds.net

Comment ...Your new fare proposal is in fact pretty much in line with the Milwaukee County Transit Systems fare structure which would be fine....So your fare increase would be appropriate at this time.... I would say that this fare increase would be right in line with Milwaukee. Again keep up the good work because when I come to Madison for a visit I'll always ride Metro, simply it's the only way to go....

Name Schroeder Ann **Received** 7/22/2005 **By:** email **ID** 10

Contact Information aschroeder@charter.net 754 Williamson St (D) 608-255-1166 (N) 800-783-5213

CommentRegarding public hearing...My concern here is the rush-hour fare--I have to pay \$6.80 per day to get just to and from work and I can't arrange my hours any differently. Also how will tickets be handled as you have \$2.50 rides and \$3.40...how are the tickets going to work? Have you considered a monthly pass for those of us who use tickets to get to work or whatever? Isn't the cost of printing tickets more than making a pass? If we have tickets, like \$.50 tickets that won't even work and for those who are visually impaired what does this come down to?...

Name Scott Gary **Received** 7/25/2005 **By:** email **ID** 43
Contact Information garyscott@tds.net
Comment I support the increase in metro fares.

Name Sime Rose **Received** 6/11/2005 **By:** email **ID** 73
Contact Information jrsime@chorus.net 6327 Elmwood Ave

Comment ...I urge the Commission NOT to pass a 15 cent bus fare increase that would be effective August 2005 and an automatic increase of 5 cents each year through 2008 for these reasons:

It's an economic development issue. Good, dependable, affordable transit is a central to a vibrant city.
It's a social justic issue. Low-income people, elderly and people with disabilities are often transit dependent.
It's an environmental issue. We need to give people realistic alternatives to driving.
It's a quality of life issue. Traffic congestion is a major complaint, and it is likely to get worse if there are no alternatives....

Name Solem Michelle **Received** 7/19/2005 **By:** email **ID** 6
Contact Information solemma@mail.slh.wisc.edu 465 Henry Mall

Comment You won't catch me using Metro for the family on the weekend or holidays. I can drive for less than \$6.00, pay a minimum for parking, and have my car available at any time.... When coming in from out of town, the benefit of the bus just isn't there - not a lot of parking at park-n-ride locations AND not enough buses going where I want to go. The hassle of the bus is not worth \$6.00. My pass on the other hand makes it worth the effort.

Name Spears Julie **Received** 7/25/2005 **By:** email **ID** 40

Contact Information julieannaspears@yahoo.com 2681 Milwaukee St

Comment I write you to request assurance that you have heard the public's input and fully explored alternatives to raising the bus fares by 25 cents next week. While bus fares may likely need to go up by 5 or 10 cents next year, a huge increase now would be a deathly economic blow to Madison's otherwise excellent transit system. Low fares keep ridership high. Good transit planners will tell you that doing the opposite will erase revenue increases with major drops in riders.

Keep Madison's transit system solvent by doing the following:

- 1) Maintain the current fare structure until at least January 2006. Consider a fairer, smaller fare increase if all other options fail.
- 2) Further explore revenue from vending and retail booths at the transfer points. This has been brought up several times and seemingly not addressed as an option.
- 3) Discuss Metro's budget when the rest of the city budget is debated. Raising the fares by commission only is really a faulty way of democratically doing business, an unacceptable practice in a democracy lovin town like ours.

Name Sprenger Rosemary **Received** 7/22/2005 **By:** mail **ID** 4

Contact Information 2211 Woodview Court, Apt. 2

Comment I object to the proposed fare increases and that they [may] take effect on August 7. How did you come up with that date? How did you decide a 31-day pass should go up \$8? Are the new magnetic cards and fare boxes increasing or decreasing your expenses?...Could ridership be increased? Could some routes be reduced-in the summer possibly?

Although I usually buy a monthly (now 31-day) pass, I may start buying 10-ride senior/disabled cards more often....If I bought four/month, I'd spend \$4 more than the present cost vs. \$8 more for a pass.... I probably could stand to see ads on the back of a bus or at the transfer points IF don't in a way that is fair to the companies involved and that looks neat and organized. I don't want ads in the bus shelters or on the sides of the buses.

As far as the City of Madison developing a low-income transit assistance program....Some low-income people happen to be seniors or disabled, but others may or may not be working, looking for work, getting food stamps etc. It may cost too much to administer and involve having to hire another clerical person....Perhaps low-income people would feel or be told they can only have a set number of rides per day/week, and I feel big brother is already watching enough things in my life....

Could we have some fare increases (lower than proposed) and some service cuts, plus a few ads, and steps to increase ridership?

Name Spring Katherine **Received** 7/26/2005 **By:** email **ID** 77

Contact Information kaspring@wisc.edu

Comment I oppose the Madison Metro fare increase for three reasons:

1. Fare increases *decrease* revenue and increase taxes. We know from the last go-round of Madison Metro fare increases that revenues did not pan out as expected....
2. Fare increases price low-income transit riders off the bus.
3. Fare increases punish those who are doing the environmentally right thing (i.e., using public transit).

Why not explore revenue from advertisements, vending and booths at the transfer points? Why not protect taxpayers and Metro riders by reworking the great deal Metro currently gives the UW and other unlimited ride contractors? (82.5 cents per ride isn't fair when other fares are much higher!) And why not take up Metro's budget when the rest of the city budget is debated?...

Name Starobin Amy **Received** 7/22/2005 2nd email same day **By:** email **ID** 12

Contact Information Arstarobin@aol.com 837 N Gammon Road, #D

Comment I would rather as a poor person on social security disability have a fare raise then cuts. I leave on old sauk and gammon and right now appreciate the bus service. But with cuts they usually cut number 8 and 15 which are necessary for the folks like me in this area. I don't want increases but don't and can't afford cuts. So please if you mean it do the raise and don't cut service.

Name Steinberg Janice **Received** 7/22/2005 Rec'd similar letter 7/1/05 **By:** mail **ID** 3

Contact Information 1632 Monroe Street, Apt. A

Comment ...I am a constant regular bus rider. I know the value of public transportation in Madison. I understand the need to increase fares, especially [with] the gas prices up. Eight dollar increase is a pretty big increase. Would it be possible to have a smaller increase & still maintain service? An \$8 increase may decrease ridership &/or decrease 31 day pass sales...

Name Strawser Chuck **Received** 7/26/2005 **By:** email **ID** 70

Contact Information chuck@bfw.org 1801 Helena St

Comment I'm writing in regards to the proposal to raise Madison Metro fares or cut service. I am against doing either....

First, raising fares will not achieve the stated objective of eliminating the budget gap. Fare increases actually *decrease* revenue and increase taxes. For background, see the American Public Transportation Association: <http://www.apta.com/research/info/online/elastic.cfm>) or the Victoria Transportation Policy Institute: http://www.vtpi.org/0_transt.htm).Likewise for cuts in service....

1) consider Metro's budget at the same time the city's budget as a whole is considered, instead of considering it separately. Perhaps more of the city's general revenue should go to Metro, and less to accommodating motorists (who may or may not be adding anything to the city's general revenue, e.g. a motorist that drives into Madison for work every day from Sun Prairie, using East Washington Ave, which is currently being rebuilt to the tune of about \$60 ... a significant portion (probably 20%) is paid by the City, and that's coming from my property taxes, among others. I'd rather see it go to Metro...

2) Make the fare increase for large employers (like UW) the same percentage increase (at the very least) as the base fare, or better yet, higher.

3) Since on-street parking spaces are maintained by Streets (or at least City Engineering and/or Traffic Engineering), use the revenue from on-street parking meters (and parking tickets) to subsidize Metro, instead of using it to subsidize the Parking Utility....

Lastly, I find it ironic, inappropriate, and incredibly poor planning that the public hearing on this matter is scheduled at a time that conflicts with the regularly scheduled meeting of the Pedestrian, Bicycle, and Motor Vehicle Commission, (of which I am a member - for information only; I am not claiming to represent the views of anyone else on the PBMVC)....

Name Sturges Laurel **Received** 7/24/2005 **By:** email **ID** 19

Contact Information Laurelseer@aol.com

Comment It is outrageous to think that some of the city's most vulnerable citizens living on limited fixed incomes will have access to their sole means of transportation priced out of their means while the city & businesses can provide free passes for their employess thanks to subsidies of the city's tax-payers!

Name Subeck Lisa **Received** 6/14/2005 **By:** in person **ID** 49

Contact Information 818 S Gammon Rd #4

Comment This comment was presented in person at the 6/14/05 TPC meeting:

- *She is a non-profit service provider and the cash fare increase will severely impact the homeless population she serves.
- *Most of the clients at the homeless shelter use the cash fare because they can't afford the upfront extra cost to use other fare media (tickets or pass).
- *As prices go up, social agencies have less money to buy tickets to distribute to their clients.
- *Not sure why the fare increase is proposed to be implemented in August 2005 if it's being done to address a 2006 budget shortfall.
- *The automatic multi-year fare increase is not looking at the whole picture.
- *City needs to prioritize transportation as a public service; City needs to look at alternate revenue sources instead of taking it out of the pockets of those least able to pay.
- *Suggested getting money from the General Fund in addition to ad revenues.

Name Swisher Nancy **Received** 7/25/2005 **By:** email **ID** 58

Contact Information nswisher3@charter.net

Comment i can't see the bus prices going to \$47.00 for a monthly pass. i would pay little more but not that much. i would start puting in money instead of a pass....those on fixed income are not going to be able to ride the bus,than rider ship will go down aren't we trying to get more people to ride, this is not the way to do it.

Name Uttal Lynet **Received** 6/10/2005 **By:** email **ID** 27

Contact Information luttal@wisc.edu 2010 Yahara Pl 608-240-9594

Comment Please don't raise individual ride bus fares. In fact, please drop the rates!!!

If you must make some increases, raise the cost of passes -- which regular riders who are already invested in the bus system use, or big companies (eg. UW) pay for.

But don't do it on the individual fares because it will --discourage the first time user --make it hard for the worker or kid who can't find his bus pass for one day.

We want more riders and raising the individual ride rate will discourage people from trying to use the bus system.

Eventually, the new users become regular users who are willing to pay for passes (that may cost more)....

Name Veeder Anthony **Received** 7/21/2005 **By:** email **ID** 41

Contact Information Anthony.Veeder@dwd.state.wi.us

Comment I understand the higher prices of gasoline, etc., but raising the 31-day pass 20% or \$8.00 is a little steep! This follows the fare increase two years ago, and the doing away with the commuter pass a year ago with the increase in price for the monthly pass. I work downtown and ride the bus daily through the week when not traveling for business as I have for the last 8 years. I don't get a discount but am able to buy the passes through my employer pre-tax program before taxes are figured, which is some help. Since I have gone without pay raises for the last two going on three years I really don't want to pay the increase.

I also believe you should review the free bus pass program for non-Madison Metro city employees, especially the Common Council. I don't want my increased fare fees subsidizing city employees....

Name Wagnitz John **Received** 6/15/2005 **By:** email **ID** 33

Contact Information jjwagnitz@yahoo.com 165 Ohio Ave

Comment I wish to register my opposition to any increases in bus fares. I think we should find alternate ways to raise additional funding for transit.

Perhaps we could introduce a wheel tax or increase parking fees for those commuters coming into Madison from the far reaches of the county. Maybe a special assessment on Town of Vermont and Town of Berry residents who feel the need to make it more difficult for bicyclists to enjoy the rural parts of Dane County would help in raising funds for mass transit.

Name Watson Donna **Received** 7/25/2005 **By:** telephone **ID** 21

Contact Information 1136 Morraine View Drive

Comment Caller states that she would not like the monthly pass to increase \$47 from \$39 as she has a hard time making ends meet....

Name Westover Bonila **Received** 6/15/2005 **By:** email **ID** 34

Contact Information bjwestover@hotmail.com 2329 Oakridge Ave

Comment ...I...regularly take the bus to work on campus. My bus fare is subsidized by the University, so a fare increase may or may not directly affect me (yet).

However, I want to encourage members of the Transit & Parking Commission to explore with Madison Metro other alternatives to generating revenue in place of the incremental fare increases. In this case, as in so many others, our elected city representatives are poised to make a decision based upon little more than anecdotal comments, and dare I say, political or personal agendas.

I would like to see our city leaders and Madison Metro take a more systematic look at ways to fund public transportation. Specifically, an outside program evaluator should be contracted to compare options -- a person with economic evaluation experience would be ideal in this particular case. Hiring an outside (of city government or Madison Metro) evaluator is a sensible and frugal approach to informing better, more systematic decision-making....By increasing Metro fares, the city is simply shifting the burden of responsibility for public transit to individuals. That may be the wisest approach. However, I don't think anyone KNOWS what would be wisest at this moment. Without systematically evaluating how city revenue is spent, which uses of money are most effective at meeting programmatic objectives, etc., the members of the Transit & Parking Commission have little concrete, credible information on which to base their decision-making....

Name Wolter Mari **Received** 7/22/2005 **By:** mail **ID** 9

Contact Information mfwolter@charter.net

Comment I have been reading in the newspaper that Madison Metro is not making money and thinking of raising bus fare.... It is my observation that often times the buses run with very few passengers.... the bus which runs on Waunona Way... is generally empty. I have on only one occasion seen the bus pick up someone at the bus stop a few houses from mine. It would seem to me that it is far from profitable to be running buses on streets where you have very few customers.

...

I road the bus all through my college years as a returning adult student, so I know the value of good bus service. I would, however, like to see you running buses where they are needed and not wasting gas on routes that serve little purpose. I would also like to see the buses move off a street that is narrow and serves many bicyclists and walkers.

Name Wyatt

Mike

Received 7/26/2005

By: mail

ID 69

Contact Information 122 E. Gilman St

Comment ...I am opposed to these rate hikes....As a "captive" rider who has no alternative way to get to work easily, I have no alternative but to absorb the increase. However, the same is not true for the many choice riders, who are precisely the potential customers that Metro needs to win over to riding public transit as a matter of wise and strategic public policy. There is a larger public policy issue...the double standard in the treatment of Metro operating expenses as compared to other essential city services like police, fire and particularly roads.

The City of Madison administration was moving in the right direction by offering free rides all day on the recent "ozone alert" days here. But continuing to address Metro operating expense increases by raising bus fares, i.e. user fees, is directly inconsistent with this. It is a well-accepted principle in administering user fees to design them to discourage adverse behaviors (like people driving to work alone, one person to a car), and encourage other behaviors (like riding public transit instead of driving).

...Other essential services have a dedicated source of local funding through the property tax. A huge amount of the city-purpose property tax goes to road and other auto-related operating expenses, while only a tiny portion goes to funding Metro.....

...even deep subsidies to transit are inadequate to change behavior significantly unless financial penalties are explicitly present to discourage auto-dependent behavior. In Europe, this takes the form of extremely high taxes on gas and on the sale of cars for example. What is needed here is a city or county wheel tax which would be used to help subsidize transit or an annual tax based on odometer readings, translated into a credit for non-auto users....

...Many communities around the country routinely use transportation impact fees on property based on trip generation rates, road frontage and number of parking spaces/impervious surface. In fact, the current fees applied based on amount of impervious surface for stormwater-related costs should be increased and split between the stormwater utility and Madison Metro.