

## **#1 Service Improvements**

Destinations, route maps and frequency of service are the most common topics that this committee received feedback on. While we are reluctant to make recommendations about specific route numbers, stops, or even neighborhoods, we can and do recommend certain standards and guiding principles.

1. Core Service: although it is the natural inclination of any system to grow, it is important that any expansion of the Metro service area only be undertaken if it does not harm existing service. In other words, adding new destinations on the periphery of the Metro system should not be done at the expense of service on existing routes.
2. The current Metro Service Goals and Standards are written from a “route” perspective (i.e. service frequencies by route, stop spacing by route, etc. We recommend that these be supplemented with a user or neighborhood perspective. Stop spacing, for example, should be determined both by what types of routes serve the stops and by the neighborhood in which they are located. Neighborhoods with higher densities of housing might require more frequent stops, for example. In addition, common destinations should continue to be a priority for stop placement.
3. Priority neighborhoods: Metro should make it a priority to provide a higher level of service to low income and transit dependent neighborhoods. Demographic data showing income and car ownership by neighborhood are readily available and can be used to prioritize the allocation of bus service. These neighborhoods should, ideally, be served more frequently, for more hours in the day and more days in the week.
4. Stop location and common destinations: There was a clear desire expressed by members of the public for buses to stop closer to major destinations such as shopping malls, grocery stores, etc. Metro should explore partnering with the management of these businesses to establish bus stops in their parking lots, and the planning department should consider making bus access a condition of approval for future development. This concept might be expanded to other destinations (community centers, parks, etc.) as well.
5. Transit time: Unsurprisingly, transit time is of primary importance to Metro’s ridership. This is dealt with under other recommendations (express service, bus rapid transit, etc), but we restate it here as an important criteria for planning and decision making. One recurring complaint about the transfer point system is that it increased transit times significantly. In addition, as Madison has grown and added miles and miles of new streets, the area Metro needs to cover, and thus the time it takes to cover it, has grown as well. An ideal, if not always achievable, goal is to make it faster to ride the bus than to drive. A more realistic standard might be to make it no slower to take the bus. This is one of the key factors in deciding to ride the bus, and as such, should be an important factor in planning route placement and timing.

## **#2 Schedule**

(refer also to Express Service for input regarding scheduling matters)

Metro must avoid cutting service(s) to avoid the commonly understood “death spiral.” Increasing frequency accommodates and attracts riders whose personal schedules may vary. Decreasing the length (time) of trips contributes to convenience of public transportation. Expanding service to the area East of I-90 and South of I-94 has been suggested in our feedback, as well as restoring routes 10 and 11.

Running buses later allows more potential riders to take a bus to given destination since there would be a bus option for the return trip. Add Sunday service in Middleton to the recently established Saturday Middleton service.

Try to make the Ride Guide more intuitively comprehensible and prominently display in the Ride Guide details of finding Metro scheduling information online, including information by bus stop ID number, not just route. Metro already has that information on its Website, but it is a little known feature.

### #3 Express Bus Service

Public comment centered on several key issues following the release of the Interim Report. One of these was the need for express bus service covering:

- Large employers or employment centers
- Park and ride lots
- The square
- University of Wisconsin
- Airport
- And, when returning to the garage.

The challenges to providing each type of service relate to schedule, equipment and funding. As such, they are mid and long-term objectives. However, at least one of the express bus concepts has been adopted and shows potential for application in other parts of METRO's service area. As discussed in the building public / private partnerships section of this report, the commuter service and financial model, which was successfully applied to The American Center (a large employer and employment center), has the potential to be used as a solution to meet other express bus service needs.

Rush hour, commuter service, for example, could be provided from park and ride lots to the square. If this service is combined with the recommendation elsewhere in this report to adopt a policy for locating new park and ride lots at transfer points rather than on the perimeter of the urban area, commuters could park their automobiles or transfer to local or express service to the square. Depending on density and time of day, this concept could also be applied to the University of Wisconsin as a destination.

Express service to and from the airport is more problematic as the volume of flights is not concentrated by time of day similar to starting and quitting times at employment centers. Airport express service, however, does have a good potential for financing if the scheduling issues can be worked out.

Deadheading empty busses back to the garage could provide express service options if origins and destinations of potential passengers can be identified and routes to the garage could be designed to meet passenger needs. This effort would also address a perception issue discussed elsewhere in this report that empty busses are wasteful, not environmentally sensitive and fiscally un-sound. Whether this is actually the case is not the issue. The issue is a marketing perception problem, which an express bus option has the potential to address.

#### **#4 Bus Amenities and Bus Stop Amenities**

Driver attitude alone has an impact on the experience of a bus trip, enhancing or negating all other amenities in place.

Riders can benefit from providing benches, and/or shelters at more stops in partnership with nearby business and neighborhoods and allow sponsoring organization to advertise on the shelter/bench that “This shelter/bench provided by...”.

Metro can consider bringing in vendors with newspapers, coffee, breakfast and lunch food, etc. where such vendors do not already exist adjacent to the stop, shelter or transfer point. Heating and pay phones are other amenities that riders would welcome.

A system for trash receptacles could be provided on buses to achieve and maintain a goal of cleanliness; and Metro can work with the City Streets Department about placement of new automated trash containers at bus stops that will be emptied by the Streets Dep’t. on their weekly cycle.

There have been public comments requesting enforcement of smoking bans.

An inexpensive amenity at stops would be to use both side of bus stop signs to make it clear from both directions that “this is a bus stop”, and make it clear exactly where the bus stops.

All bus stops should have sidewalks and schedule info available at bus stops.

Metro must maintain its concern for rider and employee safety.

Consideration of providing wireless (WiFi) laptop access en route may be obviated by the growing use of GSM (Global System for Mobile Communications) which is a service subscribed to the individual, as opposed to a service that Metro would provide..

Feedback tells us that bike racks are often full.

Destination signs are recommended.

Air temperature in the buses and a heat system from the floor has been brought up in public comments.

It may help riders confirm that they’ve boarded the right bus if internal annunciators announced route # inside as the external ones do when a bus pulls up to a stop..

## **Public Comment Priority #5: Bus signs on both sides of sign**

Per the request of the Long-Range Metro Transit Planning Ad Hoc Subcommittee, I have prepared the following proposal for marking the rear sides of bus stop sign plaques with bus stop identification information.

### **Current practice**

City traffic engineering currently installs and maintains all bus stop signage along rights-of-way controlled by the City of Madison. Their policy has been that bus stop plaques are predominantly meant to address passenger vehicles and convey the associated parking restrictions in bus stops zones. This is the reason the sign plaques are installed at a 45-degree angle facing the street (as opposed to perpendicular to the street or even facing the sidewalk, where they could be more easily read by passengers and pedestrians).

In situations where a bus stop falls before, or nearside of an intersection, the sign plaque must be installed at the start of the parking zone restriction – approximately eighty feet from the corner – despite the fact that passengers actually board the bus at the intersection itself. In these situations, the City of Madison sign shop installs a supplementary plaque on the rear side of the bus stop sign, stating “Board Bus at Corner”. This supplemental information plaque adds up to \$32.23 of cost to the installation or replacement of a bus stop sign location.

For bus stops along rights-of-way not controlled by the City of Madison, Metro Transit purchases the necessary bus stop sign plaques from the City of Madison sign shop. These sign plaques are then delivered to the appropriate agencies (i.e. municipal public works departments or private property owners), and presently, Metro Transit is not charged by any of these parties for any of the labor or materials required for their installation. Metro Transit does not typically purchase the supplemental “Board Bus at Corner” plaques for installation by other agencies – due both to the cost of the plaques themselves and because of the added complexity of labor and materials in installing them.

### **Proposed pilot project**

The City of Madison sign shop could manufacture and install marking materials for placement on the rear side of the bus stop sign plaques that currently have no distinguishing information (i.e. “Board Bus at Corner” supplemental plaques).

Metro Transit currently serves just over 2,000 unique bus stop locations – of which approximately 1,700 are on right-of-way controlled by the City of Madison. Around seven hundred of these bus stops are classified as “nearside” stops and are therefore assumed to already have the “Board Bus at Corner” supplemental plaque on the rear of the sign. The remaining one thousand bus stop locations on rights-of-way controlled by the City of Madison, as well as the three hundred signs owned and maintained by other parties, all would be expected to lack any information on the rear side of the signage at present.

### **Alternative one**

The first alternative for marking the rear sides of bus stop signs would be an adhesive sticker. The cost of these stickers purchased from the City of Madison sign shop would be approximately \$4.62 each. Metro Transit would be required to pay the sign shop to place these stickers on any bus stop sign plaques along rights-of-way they control (one thousand locations as identified above). This labor cost would range around \$19.60 per location (estimating fifteen minutes of time using a sign truck). Total costs related to the one thousand bus stop locations maintained by the City sign shop would amount to \$24,220 in materials and installation labor.

The stickers for the three hundred bus stop locations owned and maintained by other parties would also need to be purchased from the City of Madison sign shop, for \$1,386 total. The assumption is that Metro could then deliver these to the various agencies involved for them to install, at no additional cost to Metro.

Total implementation cost of this alternative would range up to \$25,606.

### **Alternative two**

The second alternative for marking the rear sides of the bus stop signs would be a permanent metal sign plaque (similar to the “Board Bus at Corner” at nearside bus stops). These metal plaques could be half the height of the “Board Bus at Corner” signs, so the cost would be approximately \$8.51 each. These metal plaques need additional mounting hardware and take longer to install (when compared to a sticker), so upgrading the one thousand bus stops controlled by the City of Madison sign shop would total up to \$65,460 in materials and labor.

Using the metal sign alternative for other agencies, approximately one third of the three hundred bus stop locations are classified as “nearside” stops. Purchasing one hundred “Board Bus at Corner” plaques from the City sign shop (for upgrading the “nearside” bus stop locations assumed to be lacking signage currently, per the description of current practice above) would cost \$1,701 total. Two hundred sign plaques for use at the remaining non-nearside stops would cost the same, \$1,702 total. While current practice is that coordinating agencies do not charge Metro Transit for any mounting materials or labor, this alternative does have significant time and material cost requirements.

Total implementation cost of this second alternative would range up to \$68,863 – assuming coordinating agencies supplied their labor and mounting hardware materials at no cost to Metro Transit.

### **Conclusion**

Overall, this proposed pilot project would cost from \$25,000 to \$70,000 to implement depending upon the alternative chosen.

Application of this program to bus stop signs along rights-of-way controlled by other jurisdictions or private parties would require the review and approval of those controlling agencies (i.e. municipal public works and/or political action; or private property management).



*Example of “Board Bus at Corner” sign*

## **#6 Partner with Businesses**

Maximizing opportunities to partner with businesses should be an ongoing focus for Madison Metro. A strong relationship with Madison's business community can provide Metro with key contacts, new marketing opportunities, and an avenue for Metro to reach out to thousands of potential new riders.

By promoting and supporting Madison Metro, businesses may also benefit in a variety of ways such as saving money on parking by encouraging their employees to use transit, enhancing the company's employee benefits package, marketing themselves as a sustainable businesses, and publicizing their community leadership.

Madison Metro and local businesses may partner in a number of ways to reach mutually beneficial goals. Examples of increased partnership opportunities include:

- Provide an area for bus stops – Businesses may offer space in front of their store/office building for a Metro bus stop.
- Increased Sales Outlets – Partner with high-traffic businesses who will sell passes to both employees and the public.
- Partner with realtors and apartment owners – Offer realtors and apartment owners an opportunity to buy bus passes at a discount to use as an incentive for buying/renting downtown homes.
- Angel System -
- Airport Service – Partner with the County and Airport to not only create better bus service to the airport, but also provide Metro information to out-of-town visitors.

## **Public Comment Priority #7: Schedules at more bus stops**

Per the request of the Long-Range Metro Transit Planning Ad Hoc Subcommittee, I have prepared the following proposal for a trial implementation of bus stop sign pole information display units.

### **Current practice**

Metro Transit currently posts stop level departure data at the four off-street Transfer Point facilities (Kiosk posters) and around 150 bus shelters maintained by Metro Transit (Shelter posters – including the Middleton Transfer Point). Metro Transit also provides laminated shelter posters for some additional bus shelters owned and/or maintained by other entities (i.e East Towne Mall, locations on the UW campus).

Metro Transit also provides a printable PDF file of stop level departure data for every bus stop location on its website, so that riders may produce their own copies of this information for any stop they need.

In most instances, the present data format of the printable PDF file would fit within the dimensions of the information display unit previously identified by staff (COM180RP, sized 8 ½” x 14”). The exception may be at certain high-density stops with multiple routes, where a second display unit may be needed in order to fit all the stop level departure data.

### **Proposed pilot project**

The proposed pilot program would target “inbound” bus stops along the Route 2 corridor (operating between the West and North Transfer Points, via University Avenue and Johnson/Gorham Streets). Inbound bus stops are those locations where the predominant passenger activity would be boarding for travel towards the downtown or UW campus area. Fifteen bus stop locations are identified for this pilot, on the basis of their proximity to major intersections and generally how they fill in gaps between bus stops with information currently posted (i.e. bus stops with shelters). The listing of proposed stops is in the table below:

Rt	Dir	Stop Location	Other Routes
02	NTP	WHITNEY > MINERAL PT [2401]	12,28
02	NTP	REGENT > WHITNEY [2201]	14,28,56,57
02	NTP	UNIV AVE < HILL [2595]	11,12,15,28,37,38,70,71,72
02	NTP	U BAY > UNIV AVE [2131]	None
02	NTP	UNIV AVE > HIGHLAND [2561]	1,8,9,37,48,80
02	NTP	CAMPUS > RANDALL [0887]	1,3,7,8,9,12,14,15,19,29,37,48,56,57,58,70,71,72,74,82
02	NTP	W JOHNSON > BASSETT [0555]	3,7,8,9,11,12,13,14,15,27,28,37,47,56,57,58,70,71,72
02	WTP	N SHERMAN > COMMERCIAL [1154]	28
02	WTP	BALDWIN > SHERMAN [1936]	28
02	WTP	FORDEM > MC GUIRE [1692]	28
02	WTP	E JOHNSON > FORDEM [1892]	5,9,27,28
02	WTP	GORHAM % BASSETT [0428]	1,3,7,8,9,11,12,13,14,15,19,27,28,37,38,47,56,57,58,70,71,72
02	WTP	UNIV AVE < MILLS [0234]	1,3,7,8,9,11,12,14,15,19,27,28,29,37,38,48,56,57,58,70,71,72
02	WTP	UNIV AVE < SHOREWOOD [2714]	11,12,15,28,37,38,70,71,72
02	WTP	MIDVALE > UNIV AVE [2812]	11

The following information represents the estimated capital and operating expenditures needed to conduct this trial:

### **Capital purchase costs**

The original quote from Innocom (the information display holder supplier previously identified by staff) was \$69.96 per unit for 2100 units. Assuming that a smaller purchase of 15 units would remain at the same per-unit cost, the capital expenditure for Innocom would amount to \$1049.25. A ten dollar tool used to access the display unit would bring this amount to \$1059.25 total.



### **Operating installation costs**

The bus stop sign poles located along rights-of-way controlled by the City of Madison are owned and maintained by the City of Madison Sign Shop. All fifteen bus stop locations above would require an inter-agency expenditure by Metro for the installation time and materials of the sign shop. Based upon previous work order requests, materials would cost in the range of \$2.52 up to \$17.74 per unit (based on what the bus stop sign is attached to: a pre-drilled drive post or solid pipe or lamp pole). Labor costs per unit would amount to approximately \$30.66 (estimating an average of thirty minutes time using a pickup truck). Total inter-agency expenditures (materials plus labor) would range between \$497.70 and \$726.00.

### **Operating maintenance costs**

Metro Transit building and grounds staff update and maintain posted stop level departure data in bus shelters and the kiosks at the four transfer points. The approximate cost for this labor is \$60.58 per hour. Applying the same time estimate for work at each sign pole location (30 minutes) – this would total an initial expenditure of at least \$454.35 to post the associated schedule data for each of the fifteen locations. Subsequent schedule changes that require updated trip departure information would also be a recurring operating expense.

### **Conclusion**

Overall, this proposed pilot project would cost in the neighborhood of two to three thousand dollars to implement, and five hundred dollars to maintain at each subsequent schedule change. Metro Transit currently expends approximately \$4,800 each time the schedule posters need to be updated in all of the bus passenger shelters and the transfer point kiosks.

City Traffic Engineering would need to provide final approval of the aspects of this pilot project - prior to their sign shop staff mounting any infrastructure on the sign poles that they maintain.

Any expansion of this program to bus stop signs along rights-of-way controlled by other jurisdictions or private parties would require the review and approval of those controlling agencies (i.e. municipal public works and/or political action; or private property management).



## COM180 Outdoor Single Panel Information Display

Our custom sized COM180 single panel bus stop sign displays are now available in three different materials—recycled plastic, aluminum and stainless steel. Regardless of which material you prefer, the custom built display will fit your exact graphic requirements.

Point of purchase information is vital for bus passengers—especially for the infrequent rider. By displaying your vitals at the bus stop (route map, schedule and fare structure) you provide your riders with all the information they desire and need.

The **COM180RP** is the recycled plastic model and least expensive of the three materials we feature. It has a ½” thick frame and a lexan lens. Schedule information is replaced by removing the lens held in place with front-facing stainless steel tamper proof screws. Rubber gaskets and a unique interior air circulation grid lessen moisture and humidity buildup. Being made from recycled plastic, the COM180RP has no salvage value to potential thieves. In addition to black, the recycled plastic frame is available in white, green, brown, yellow, blue, beige and red.

Our **COM180SS** model is made from stainless steel and the **COM180RC** is made from aluminum with a powder coat finish. The stainless steel version is identical to the aluminum model as far as manufacturing criteria is concerned.

All three versions easily bolt to square or u-channel bus stop sign posts.

[Download an Innocom orderform](#) (in pdf format)

[Adobe Acrobat Reader®](#) lets you view, navigate, and print Adobe Portable Document Format (PDF) files.

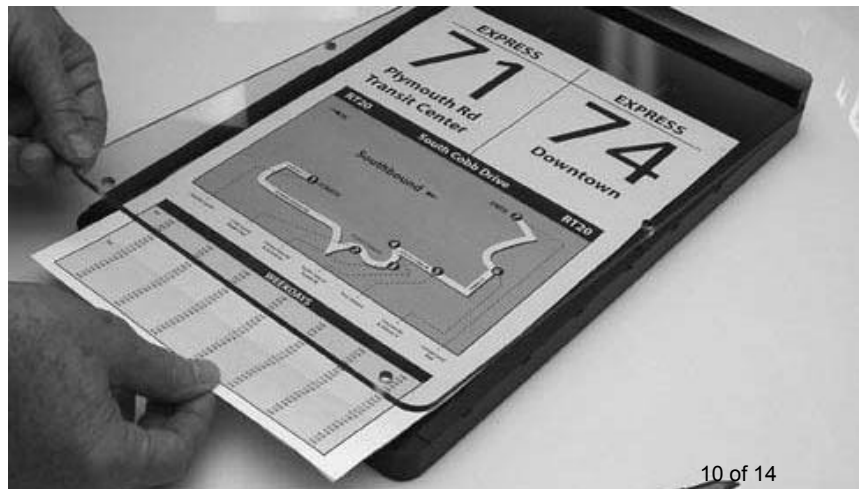


For more information about this product, contact :

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Columbus, Ohio 43219

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**Weekdays** Light Type=AM Dark Type=PM

**Route 1 Capitol Square**  
 9:54 10:54 11:54 12:54 1:54 2:54

**Route 2 North Tfr Pt**  
 5:33 5:57 6:19 6:49 7:21 7:51 8:21 8:51 9:21 9:49 10:19 10:49 11:19 11:49 12:19 12:49 1:19 1:49 2:19 2:49 3:19 3:49 4:19 4:49  
 5:19 5:49 6:18 6:48 7:18 7:48 8:18 8:47 9:17 9:47 10:17 10:47 11:17 11:47

**Route 9 East Tfr Pt**  
 9:23 9:53 10:23 10:53 11:23 11:53 12:23 12:53 1:23 1:53 2:23 2:53

**Route 37 Pflaum Rd**  
 6:02 6:17 6:31 6:48 7:03 7:18 7:33 7:49 8:07 8:22 8:33 8:37 8:49 8:52 8:59 9:03 9:07 9:19 9:22 9:29 9:33 9:37

**Route 48 Fitchburg**  
 6:38 7:08 7:39

**Route 80 Memorial Union** UW Recess service *See Metro Ride Guide for daily service calendar.*  
 6:25 6:40 6:55 7:10 7:25 7:40 7:55 8:10 8:25 8:40 8:55 9:10 9:25 9:40 9:55 10:10 10:25 10:40 10:55 11:10 11:25 11:40 11:55 12:10  
 12:25 12:40 12:55 1:10 1:25 1:40 1:55 2:10 2:25 2:40 2:55 3:10 3:25 3:40 3:55 4:10 4:25 4:40 4:55 5:10 5:40 6:24 7:09 7:54  
 8:39 9:24 10:09 10:54 11:34 12:14

UW Standard service *See Metro Ride Guide for daily service calendar.*  
 6:25 6:40 6:55 7:10 7:25 7:40 7:48 7:56 8:04 8:12 8:20 8:28 8:36 8:44 8:52 9:00 9:08 9:16 9:24 9:32 9:40 9:48 9:56 9:58  
 10:04 10:10 10:16 10:22 10:28 10:34 10:40 10:46 10:52 10:58 11:04 11:10 11:16 11:22 11:28 11:34 11:40 11:46 11:52 11:58 12:04 12:10 12:16 12:22  
 12:28 12:34 12:40 12:46 12:52 12:58 1:04 1:10 1:16 1:22 1:28 1:34 1:40 1:46 1:52 1:58 2:04 2:10 2:16 2:22 2:28 2:34 2:40 2:46  
 2:52 2:58 3:04 3:10 3:16 3:22 3:28 3:32 3:36 3:52 3:58 4:04 4:12 4:20 4:28 4:36 4:44 4:52 5:00 5:08 5:16 5:24 5:32 5:48 6:04  
 6:12 6:24 6:39 6:54 7:09 7:24 7:39 7:54 8:09 8:24 8:39 8:54 9:09 9:39 10:19 10:59 11:39 12:19 12:59 1:39\* 2:19\*

**Saturdays**

**Route 2 North Tfr Pt**  
 7:19 7:49 8:19 8:49 9:19 9:49 10:19 10:49 11:19 11:49 12:19 12:49 1:19 1:49 2:19 2:49 3:19 3:49 4:19 4:49 5:19 5:49 6:19 6:49  
 7:19 7:49 8:19 8:49 9:19 9:49 10:19 10:49

**Route 8 Capitol Square**  
 7:41 8:41 9:41 10:41 11:41 12:41 1:41 2:41 3:41 4:41 5:41 6:41 7:41 8:41 9:41

**Route 80 Memorial Union** UW Recess service *See Metro Ride Guide for daily service calendar.*  
 8:24 9:09 9:54 10:39 11:24 12:09 12:54 1:39 2:24 3:09 3:54 4:39 5:39 6:24 7:09 7:54 8:39 9:24 10:09 10:54 11:39 12:24

UW Standard service *See Metro Ride Guide for daily service calendar.*  
 8:24 9:09 9:54 10:39 11:24 12:09 12:54 1:39 2:24 3:09 3:54 4:39 5:39 6:24 7:09 7:54 8:39 9:24 10:09 10:54 11:39 12:24 1:09 1:54

**Sundays**

**Route 2 North Tfr Pt**  
 7:49 8:19 8:49 9:19 9:49 10:19 10:49 11:19 11:49 12:19 12:49 1:19 1:49 2:19 2:49 3:19 3:49 4:19 4:49 5:19 5:49 6:19 6:49 7:19  
 7:49 8:19 8:49 9:19 9:49 10:19 10:49

**Route 8 Capitol Square**  
 7:41 8:41 9:41 10:41 11:41 12:41 1:41 2:41 3:41 4:41 5:41 6:41 7:41 8:41 9:41

**Route 80 Memorial Union** UW Recess service *See Metro Ride Guide for daily service calendar.*  
 8:24 9:09 9:54 10:39 11:24 12:09 12:54 1:39 2:24 3:09 3:54 4:39 5:39 6:24 7:09 7:54 8:39 9:24 10:09 10:54 11:39 12:24

UW Standard service *See Metro Ride Guide for daily service calendar.*  
 8:24 9:09 9:54 10:39 11:24 12:09 12:54 1:39 2:24 3:09 3:54 4:39 5:39 6:24 7:09 7:54 8:39 9:24 10:09 10:54 11:39 12:24

**Holidays**

**Route 2 North Tfr Pt**  
 7:49 8:19 8:49 9:19 9:49 10:19 10:49 11:19 11:49 12:19 12:49 1:19 1:49 2:19 2:49 3:19 3:49 4:19 4:49 5:19 5:49 6:19 6:49

**Route 8 Capitol Square**  
 8:41 9:41 10:41 11:41 12:41 1:41 2:41 3:41 4:41 5:41 6:41

Please Note: Traffic and other conditions may affect a bus driver's ability to maintain these posted schedule times.  
 A modified Saturday schedule will operate on Martin Luther King Jr. holiday, Friday following Thanksgiving, Christmas Eve and Eve.

## **#8 Unlimited Ride Pass Agreements**

In addition to increasing partnerships with businesses, Metro will also benefit from increased promotion of Unlimited Ride Pass Agreements. By entering into an Unlimited Ride Pass Agreement, the customer pays up front for a high volume of rides and distributes these rides through free passes for its constituents or employees. The customer receives a discount for purchasing rides up front.

Metro currently holds unlimited ride pass agreements with UW-Madison, City of Madison, St. Mary's Hospital, Epic Systems, Edgewood College, MATC, and..... Giving people the opportunity to ride for free can dramatically increase ridership.

Further opportunities for increasing ridership through additional Unlimited Ride Pass Agreements could be explored in the following categories:

- State of Wisconsin and Dane County (for employees)
- Apartment/Owners and Associations
- Corporate Real Estate Proprietor
- Small Businesses
- Large Centers of Employment
- Hotels and other Hospitality Groups (Greater Madison Convention and Visitor's Bureau)

## **#9 Ride Checking Program**

Metro will establish a system, similar to “secret shoppers”, to solicit feedback from riders on their bus riding experience. Riders would fill out surveys, either web or paper based (or both), covering the following:

- Demographic information
- Driver behavior
- Ride experience
- Safety
- Cleanliness
- Schedule and transfers
- Origination and destination points, timeliness, convenience of stops, etc.

To the extent possible, questions should be aggregatable with the Rider Survey questions.

There are two possible methods of recruiting these “secret riders”.

1. Short term or one time participants: Advertise the opportunity, make forms available, and reward complete forms with entrance in a drawing for a free 10-ride pass. This has the advantage of a wider potential pool of feedback, but the possible disadvantage of only catching the negative experiences.
2. Long term participants: Offer a free 10 ride pass or a discounted monthly pass in exchange for evaluating a minimum number of trips per week or month. This would be more likely to get feedback on positive or neutral ride experiences in addition to negative ones, but has the disadvantage of getting feedback from a smaller pool of people.

## **#10 Fare Card Options**

Limiting the barriers to purchasing fare cards and offering a broader selection of fare card options may assist in increasing ridership. A compilation of fare card enhancements derived from the Systems Improvements/Increase Ridership Committee and public feedback is listed below.

- 24-hour fare card machines – These fully automated machines could accept credit cards or cash and may be located downtown on the Square, at the transfer points, on busses, and in other accessible areas to the riders and the public.
- Online Purchasing – Customers may not only purchase passes online, but may also have the option to print them at home.
- Reusable Cards – Once a fare card is exhausted, customers may have the option of adding rides to it and reusing the same ticket.
- Increased Number of Rides Per Ticket – A current limiting factor may be that few options exist between purchasing an unlimited monthly pass and the 10-Ride Ticket. Increased Fare Card options such as 25 or 50 ride tickets or an unlimited annual pass should be researched.