

"Madison Metro is experimenting with advertising that completely wraps Madison's buses, including the windows. The wrapped buses are difficult to see out from, decreasing the quality of the rider's experience. This petition is not against the advertising, but rather a request to remove the portion that covers the windows. Metro's success depends on the quality of service it provides to the customer, and the inability to see out the windows is a serious degradation of service.

While originally only half of each bus was wrapped, these evolved to a pilot project with first 15 and now 5 more buses. The city has become dependent on the revenue it receives and will likely choose to continue wrapping buses after the trial period ends. Unless they hear otherwise, policy makers will assume the public is content with these wraps. Note, both Minneapolis and Seattle Metro transit are moving away from fully wrapped buses due to customer complaints concerning the inability to see out.

By signing this petition, you are asking for metro to remove advertising from the windows when the trial ends. If you support covered windows, do not sign this petition."

ID	NAME	ADDRESS	COMMENTS	EMAIL ADDRESS
1	David Waugh	1213 East Mirflin	Please remove advertising from the windows. I find the experience of riding on a wrapped bus very unpleasant. I will not continue to be a Metro advocate until wraps are removed. Foreign students and visitors often use buses to "see" Madison, and wraps remove this tourist use. I recommend we hire artist Christo to wrap the city county building with advertising instead.	
2	Eric Genrich		Bus wraps are ugly and demeaning to transit users. They further degrade a riding experience that isn't spectacular to begin with.	
3	Lynne Robertson	1522 Windfield Way, Middleton, WI 53562	I don't mind the half-wrapped buses, but really dislike not being able to see out the windows of fully wrapped buses. The interior becomes very dark and I actually have trouble seeing where I am on the route (and where to get off.)	
4	Ed Blume	1019 Melvin Court 53704	Metro surely needs the money from the full-wrap advertising, the urban blight of the wraps should over rule the money.	edblume@mailbag.com
5	Ana Mistic	808 Williamson St. #203, Madison 53703	I have missed my stop before because I couldn't see out of the bus wrap and couldn't tell what the street numbers and cross streets were.	ammistic@wisc.edu

6	Shadayra Kilfoy-Flores	1020 Willy St	<p>A large number of our cities riders are youth. My 10 yr. old daughter hates when we have to ride a "beer" bus. Come on people what kind of message is this sending to our children? I overheard a conversation @ work. Someone was wondering how could our city possibly afford buses made by LEXUS. This proves that the designs are not only ugly but also misleading. I say get rid of them! That is unless whomever is responsible for approving the wraps gets a clue.</p>	shadayra@yahoo.com
7	Nancy Mae	215 Schley Pass, 53703		
8	Diane O. Peltin	325 East Sunset Ct.	<p>I don't like the bus wraps over the bus windows. But I especially don't want to see any bus wraps at all for alcohol or tobacco products. It sends mixed messages to teenagers in particular. I was a Madison Metro rider for 30 years.</p>	
9	Jeff Burkhart	109 N 6th Street	<p>The wraps detract greatly from the rider's experience, which is not something that planners considered. If the goal is to increase ridership with Metro, it is important to consider the experience from inside the bus, not just outside. Certainly there are advertising options that do not make you feel as though you're riding in a ball of saran wrap!</p>	jeff@jeffburkhart.com
10	Adam Plotkin	304 N. Pinckney St.		
11	Steve Steinhoff	1219 Spaight Street	<p>While I understand the need to find revenue sources for the buses, it is demeaning and degrading of public transit riders to be asked to ride in moving casino and liquor (and other) advertisements. It is a sad reflection on the state of transit in our city and country that, at a time when we should be expanding transit to reduce greenhouse gas emissions, we have to resort to bus wrap ads. If the revenue is indispensable at this point, commission local artists to decorate the buses and find sponsors who will be willing to place their name in a discrete place on the bus.</p>	stevesc@tds.net

		<p>The full wraps pose serious health and safety risks. An epileptic person cannot drive and thereby must ride the bus for a length of time after they have had a seizure. This is a neurological problem much the same as motion sickness from the looking out the window as the tiny dots break up the landscape and force the eye to stigmatize. I've heard from the nearly blind people that the bus is darker and they cannot see out. I've asked fellow riders if they have had problems and they've shared that they have missed stops because they are missing the landmarks, particularly on the busses that do not have announced stops or that are so full that announcements cannot be heard. The drivers have told me that they cannot see out their blind spots and have requested to have a rear front window exposed so they can see to change lanes. A recovering alcoholic told me it was against his beliefs to ride a bus promoting the thing that ruined his life. Muslims, some Christians, Buddhists, Quakers, Mormons all do not believe in consuming alcoholic beverages. They do not want to be subsidized by the promotion of alcoholic beverage advertising. There is no guarantee that the revenues generated will remain subsidies of metro transportation any more than the guarantee that the tobacco fund subsidizes advertising against smoking or the energy funds go towards education of energy efficiency.</p>	Catherineh51@yahoo.com
12	Catherine Hixon 29 E Wilson #208		
13	Susan De Vos 610 N. Midvale Blvd.		mabaa@tds.net
14	Nino Rodriguez 102 N Franklin St 312, madison 53703	I ride the buses almost every day for work and/or personal business, and the advertising over the windows ruins the ride for me.	
15	Bob Shaw 917 E. Dayton	I think a nice compromise would be to keep the windows free of ads but wrap the rest of the bus. I was recently in Mexico City and that is what they did.	
16	Dace Zeps 3013 Worthington Ave	I am more than a bit put off by the bus wraps. I find it difficult to see out the windows even on good sunny days, at night is impossible. I am constantly trying to look out the front window to see where I am. I thought we were clear during the first phase - please take the advertising off the windows.	dzepe@sbcglobal.net

17	Jocelyn Luglio	2274 Winnebago St. Madison WI 53704	My favorite part of riding the bus is looking out the window!	jocillator@hotmail.com
18	Stephen Montagna	1441 East Johnson Street	Madison Metro Buses should represent the city, and taxpayers, of Madison, not corporate interests or brand loyalty.	
19	John Ottinger	6 S. Blackhawk Ave., Madison	Advertising revenue can accrue without the extreme step of totally wrapping the buses!	
20	Yogesh Chawla	324 Russell St	I don't mind advertising on buses, but the complete wrap that covers windows is obtrusive. A wrap that doesn't cover windows would be preferred.	premiergeneration@yahoo.com
21	Jake Fleming	529 N Pinckney	Riding in a fully wrapped bus is significantly less pleasant than riding in an unwrapped bus. It is also more difficult to see, and therefore easier to miss one's stop. Please unwrap Madison's buses.	
22	Anne Stoelting	125 N. Hamilton St. #803	My first viewing of a wrap was a Dejepe bus from my car. After recovering from initial disorientation from the unusual appearance I thought it must be their private tour bus. Pretty ugly but if they wanted to do this in their name it was their business. This is just talking about how awful the buses look. Then there is the nightmare of driving and riding in them described elsewhere in this petition...	
23	Mary Barrett	1108 Mound Street Madison, WI 53715	I am also concerned about the ads for alcohol (beer) - this city has enough problems with underage drinking without having "moving billboards" driving around town encouraging more of it!	
24	Dory Christensen	360 W. Washington Avenue	I think the bus wrap-arounds are ABSOLUTELY HORRENDOUS!! Not only that, but they are also advertising drinking and gambling, just what we need more of in this city. Please discontinue this practice. If you need the money, my God just find another way to generate the income, not this way.	christensen46@hotmail.com
25	David Williams	404 S. Park St. Madison WI 53715	I concur with many other members of the public that covering the windows is a terrible idea.	dvdwilliams51@yahoo.com

26	Deborah Speckmann	6823 Raymond Road	<p>Wrapped buses are an eye-sore. One wonders what is being done with the extra revenue as more buslines with full ridership are being cutback and other lines are being eliminated. Further buses wrapped as beer with cigarette or internet, or cable advertising are wonderful examples for our students: especially since the placement of these buses were so planned as to run in areas with high minority populations or economically deprived sections of the city; in these areas income needs to be focused on educational resources, not on discretionary items, health or crime generating items.</p>	daspeckmann@charter.net
27	Ilse Hecht	141 North Hancock St.	<p>It is hard for those of us who have problems with vision to recognize a city bus all wrapped up. Please keep at least the upper half of the buses in the original colors. And I object to advertising beer!</p>	rhecht@wisc.edu
28	Peggy LeMahieu	360 W. Washington Ave.	<p>I do not like advertising for behaviors that are not in support of community values and ethics. We need to find the monies to support if this is what is all about.</p>	urahrahwiscorsin@charter.net
29	Charles James MITCHELL	2542 Marshall Parkway	<p>America has no heart, but ... it sure has a wallet. EVERYTHING is for sale; we just have to find its price. Unfortunately, aesthetics is not in the American lexicon. Were it, there would be wraps on any buses, much less a growing number thereof. As the members of the Madison Metropolitan School District Board have learned, there is a level below which some of us taxpayers will NOT STOOP. Raise taxes, provide the services, scholastic or transportation and allow the public the option to subsidize their desired wishes. These wishes do not include adoration of the American dollar.</p>	ChicoMIT@yahoo.com

30	Donna Asif	201 N. Blair St. #307	These bus wraps are terribly ugly, distracting, and in conflict with the aesthetics of our city. They seem to "shout" and no matter what is being advertised, the ad always comes across as aggressive. The magnification dwarfs all around it in a very distasteful way. They do not make me feel proud or happy about living in Madison. Please stop wrapping our buses!
31	Jon Jordan	4440 Bellgrove Lane Madison, WI 53704	
32	Steve Ringwood	2221 E Washington Ave	While I think the wraps are ugly and violate the spirit of the billboard ban my main objection is one of safety and visibility. The reality of those wraps are you can barely see in or out. Since I tend to navigate by landmarks and not street names the limited visibility makes it hard to visually verify where the bus is at. In addition the lack of visibility makes the bus fill more like and enclosed space and less safe.
33	Dennis Bergren	1040 Spaight St.	They are so ugly! Madisonians should care about how our city looks!
34	John & Margaret Thomas	333 West Main St. # 506	bus wraps distort the appearance and sight of buses--
35	Emily	5019 Sheboygan Ave	emily13631@yahoo.com
36	Carl Baumann	4340 Bagley Parkway	The buses look totally gross!
37	Greg Rosenberg	3146 Buena Vista St, Madison 53704	greg@gregrosenberg.com
38	Dawn Watkins	Madison, WI	
39	Liz Vowles	633 Eugenia Avenue	It is important and enjoyable to be able to see out of a bus, and the experience of riding the bus should be attractive to as many people as possible.

40	Joel Creswell	1338 Rutledge St. Apt. 1	As a regular rider, I find the wraps unpleasant, as it is very difficult to see out the windows, especially in the dark. Because I am familiar with the routes, however, I can still recognize my stop. For an occasional rider or a visitor to Madison unfamiliar with the city, however, the wraps present a considerable impediment, as they make it very difficult to see when stops are approaching or even what part of town the bus is in. Infrequent riders are much more dependent on visual cues to figure out where their stops are, therefore these wraps may be preventing new or occasional riders from using the bus system.	jrcreswell@wisc.edu
41	Mike in Madison	parrothead_31		
42	thomas	kozlovsky	all advertising should be banned on buses. this is just another example of the corporate takeover of public facilities.	tak35@hotmail.com
43	Ben Manski	334D Amoth Court, Madison	I am opposed to exterior advertising on buses, period. From a practical standpoint, these ads - wrap or otherwise - are a safety hazard. They are designed to catch the attention of motorists, and anything that does that distracts attention from where it belongs - on the road and sidewalks. I contacted Ald. Golden back when he was pushing consideration of bus-advertising, and suggested that he was entering Metro on a slippery slope. I wish we had not gone down this route. The real solution for Metro's funding problems is advocacy - getting the money that is needed from public tax dollar to insure that our public transportation system improves in every way - including safety.	brmanski@yahoo.com
44	Anne Reynolds	2139 Linden Avenue Madison, WI 53704		atreynd@gmail.com

45	Sharon Hanrahan	5709 Lancashire Court, Fitchburg 53711	I have several friends who have sensitivity to lighting, and they report that the wrapper over the windows is very unpleasant for them -- to the point of making them dizzy or queasy. Now, that's not a good thing on public transportation. I am in marketing and believe the half-wraps are as effective an advertising too.	shanrahan@ecw.org
46	Jean M MacCubbin	3530 Heather Crest MADISON	I ride METRO 4-5 days a week as a commuter. One can no longer SEE our great city from a window of a wrapped bus; one cannot see HOW FULL a bus is when it passes you when it is a WRAPPED BUS. Not being able to see our city for tourists who ride a WRAPPED bus; and they do, is very disturbing. For those riders you do not know the routes, they have little opportunity to try to see landmarks before pulling the bell for a stop. As a regular commuter since 1989, it makes one think that the decision to WRAP was made by people WHO DO NOT RIDE THE BUS!	citizenjean@tds.net
47	Sandra Ward	441 N. Paterson St.	From the outside the wraps are ugly to look at and from inside they are ugly to look through. They are like moving bill boards. Given the city is seeking to rid itself of billboards, why would we create a set of moving ones.?	sward@tds.net
48	Sorja Moskalik	746 E. Gorham Street		sonjamoskalik@gmail.com
49	Jim Roper	746 E. Gorham Street, Madison, WI		projectman2@gmail.com
50	Dan Ross	125 N Hamilton St Unit 602, Madison 53703	The current wraps obscure the view excessively, including the ability to read and/or street signs and bus stop signs, which interferes with the ability to travel via bus. If the wraps were different somehow (translucent, or with bigger "mesh holes") it might not be such a big problem.	
51	Jim Skrentny	305 1/2 W. Johnson St.		
52	Ron Haeger	1114 E Johnson St		

53	Andy Swartz	2102 Yahara Place	Opposed to wraps due to rider view and also opposed to the content of most of the current wraps - gambling/alcohol.	swartz@hotmail.com
54	Patrick McDonnell	441 N. Paterson Street	The financial problems of Metro will not be solved by advertising revenue. The answer is a Regional Transportation Authority with appropriate sales taxing authority. A well-funded regional system will improve commuting for riders and drivers alike and will be a boon to economic development. Covering the windows is an insult to consumers and works against the goal of creating a quality transit system. Public transit advertising is fine up to a point, but the windows should remain clear.	pmcdonnell@tds.net
55	Victoria Browning	1738 Helena St	Even if just part of the window was clear, it would be a huge improvement.	vlbrowning@wisc.edu
56	Barbara Jenkin	417 N. 7th St., Madison, WI 53704	The wrapped busses are ugly and an assault on the visual senses. Please do not continue this form of advertising. The ability to see into and out of a bus is vital to safety and a pleasant bus ride.	
57	Jerry Sullivan	2517 Hoard St	I dislike all the adds, both looking at the bus, or sitting in the bus trying to look out.	jerry.sullivan@gmail.com
58	Ted Voht Jr	1146 Williamson #3	This is not my big issue with Metro, but I would hate to be riding a bus on Jenifer after dark in the rain or on a night cold enough to fog the windows. On the whole, wrapping is not the way to go.	tedvohtjr@gmail.com
59	Colleen Moore	124 N. 4th St., Madison 53704	I ride the bus during winter months. Looking through the wrapped windows is extremely unpleasant. It almost gives me motion sickness to try to look out. Get rid of it! Also, how about a "no alcohol ads" policy??	
60	Michael Paul Czechanski	2010 East Main St.		
61	peter wolf	945 jenifer street		
62	Brian Lavendel	2302 Center Av		
63	Charles James MITCHELL	2542 Marshall Parkway	Ugly, Uglier, Ugliest Choose the word which describes the Xmas wrapping of Madison Metro's buses. I cannot use the word(s) which I feel describe it more accurately.	ChicomIT@yahoo.com

64	Karalyn Kratowicz	110 S. Brooks St. #502 Madison WI		
65	Sheila Przesmicki	541 Oak Street, Madison	Although this is only for partially-wrapped buses, I add that I am against city buses advertising beer or casinos. Children and teenagers make up some large numbers of riders. I don't see how this type of promotion is good "community" education for them.	micki_mouse77@hotmail.com
66	libbey meister	177 lakewood gardens lane	I hate the wraps- especially the ones for beer...how do I explain that to my children??	libbey05@yahoo.com
67	Michael Chronister	170 Dixon St. Madison, WI 53704	I enjoy the view while riding a bus and the ads on the outside of the bus greatly hinder that view. Just the other day I spent about 20 mins on a wrapped bus and near the end of the ride I couldn't look out the window anymore because I was getting a headache and becoming nauseas from looking through the ad.	michaeljchronister@gmail.com
68	Matt Jahnke	2542 E Dayton St.	I have heard bus drivers complain about visibility on wrapped buses. I think this is a major safety issue for both bus riders and the rest of the public out on the street.	mjahnke@uwalumni.com
69	Sebastian Philipp	2334 E Washington Ave. Apt. 2, Madison, WI, 53704		sebastianvphilipp@yahoo.com
70	Sara Arscott	1930 E. Dayton St. Madison, WI 53704	The bus wrapping made it so that I could not look out of the windows - it gave me a headache and made me feel sick to my stomach. I'm glad to hear that others are dismayed at this bus wrapping. In the future I will walk or drive if the only bus that I can take is wrapped with that advertising	sara_arscott@tds.net
71	Jim Winkle	813 Emerson St		

			<p>I am a frequent rider on city buses as I depend on them often to go to work and run errands (especially in the winter). I am against putting more bus wraps on buses, and ask that we cease the activity when current contracts are over. I appreciate the fact that we are looking at ways to keep bus fares low, but this is simply not the way to go about it. If we want to draw more riders and fill up the buses, bus wrap is a good way to discourage more from riding as it detracts from a good riding experience. It almost impossible to see out of the bus when it's wrapped, especially at night. I personally dislike the fact that I am being hauled around on a giant piece of advertisement, and I'm sure I'm not alone. The beer and gambling ads are especially distasteful as they are obviously targeting low-income bus users. I am asking all transportation committees and the city council to stop the bus wrap practice, because it does not fit within a model of a modern mode of transportation that I envision, and I believe we should be constantly taking step toward a model with high expectations that encourages a diverse group of individuals to use the transit system instead of individual automobiles.</p>	andrewkell10@hotmail.com
72	Andrew Kell	140 West Gilman St., Madison		
73	Justin Duris	2012 E Mifflin St. Madison WI, 53704	<p>I hate that you can't see out of the bus and the ads are annoying large like billboards. Please restrict ads to the smaller type that fit under the windows.</p>	
74	Earnestine Moss	1729 Browning Road, Madison, WI 53704	<p>Mayor Dave, I believe that wrapping the Madison Metro buses would not be prudent in judgment, as it would impair the vision of those riding the bus, especially tourists. People want to be able to see out of bus windows. I know I do and with the price of gas I suspect I will be riding the bus more often than before and I am not looking forward to wraps.</p>	emosse@aol.com
75	Heidi Weglethner	1941 E. Dayton St. 2134 E. Washington Ave.		heidmayree@gmail.com
76	John Koch		<p>The wraps do decrease visibility, and should be removed from the windows.</p>	

77	Andrea Den Offer	2714 La Follette Ave	I can't stand riding on a wrapped bus. I dread climbing onto a wrapped bus. Please stop covering the windows. When a bus is wrapped, I am unable to see out the windows to know when I'm near my stop. It's even worse in winter when the windows fog up. I commute by bus every day in winter and rainy days in spring and summer.	
78	Tonya Rasmussen	2230 E. Johnson St.		trras@sbcglobal.net
79	Sarah Rogers	2116 East Main St.		thebestsarah@gmail.com
80	Kate	Sandretto	When I ride the bus with my son, it's much harder to entertain him since it's tough to see out the wrapped windows!	
81	Terese Allen	2726 Willard Avenue		
82	Anita Temple	2517 Hoard St	I do not support advertising on the windows of buses. Limiting views from inside for ads is idiotic. There is plenty of space on the rest of the bus.	anitatemple@hotmail.com
83	Sybil Better	424 South Blount St		simbetter@yahoo.com