From:	Susan De Vos
To:	Benishek-Clark, Anne;
cc:	Susan De Vos; Kamp, Charles; Beck, Drew; BusAdvoCore@yahoogroups.com;
Subject:	Budget Comments
Date:	Tuesday, September 13, 2011 1:38:58 PM

Anne, please distribute these budget comments to TPC members BEFORE the meeting tomorrow evening. They reflect what my impaired memory can remember of comments made on the subject by MABA members at previous meetings. Although I'd like to vocalize these comments in person, my wheelchair is in the shop and I cannot attend many of the meetings I'd like to.

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1. The interest in maintaining the same cash fare as before is laudable. $2.00 is an even number that requires no coins, and does not add salt to the wound left by the draconian change of a few years go.

2. Consider increasing ridership during off-peak hours (and possibly reduce overflows during peak hours) by discounting the cash fare of boarding a bus during midday or in the evening. This could possibly increase revenue or decrease the effect on ridership of enacting some of the other hikes or cuts.

3. Please refer proposed changes to the paratransit fare to the ADA Transit Subcommittee. We have not been asked to comment on this at all, and I think we should both discuss the matter and submit an official recommendation to the TPC. The differential fare of before was not recommended lightly, nor should be dismissed lightly. Indeed, I would submit that making recommendations on issues such as this one is a main reason for having the subcommittee.

4. The cost of a 10-ride Senior/Disabled card needs to be reconsidered, as it would cost more for a ride under the scheme than would just paying the cash fare ($1,15 vs. $1.00). $1.00 is such a convenient fare that the hike to the cost of a 10-ride card would probably make the card near obsolete rather than bring in more revenue.

5. The different holidays (6 in all) should be differentiated rather than treated as an average. We do not have any numbers to evaluate the idea but it is very possible that certain holidays (e.g. Memorial Day, 4th of July,

Thanksgiving) have significant ridership whereas others (e.g. Labor Day, Christmas, New Years) do not. It could make more sense to eliminate the latter while retaining the former.

6. Instead of totally eliminating service on certain days, consider running a skeletal system that uses only a fraction of the normal number of buses. Since we are only in the process of developing this idea, we cannot suggest a definite scheme. But the scheme would probably involve running buses down only a handful of major arterials such as E. Washington, Park St. University Ave., Mineral Pt., and Monona Dr. Stops could be only every 3/4 mile or mile at **clearly-identified** stops. Someone without a car could be required to walk a mile to a bus stop for a 6-mile journey this way rather than having to walk all 6 miles.

7. Make more efficient use of what are now "deadheads" to bring in more revenue while projecting a better public image. These could be quasi-express limited-stop vehicles that would end or start at the bus barn. Perfect examples include the #2 turned #7 - the bus has to travel from the ETP to the NTP on weekends anyway while there is no #17 connecting riders between the two transfer points. Theoretically, the bus could carry passengers while going non-stop between the Transfer Points. Call it a #17x if you wish. Or consider the #25 or #26 that now only carry passengers one way while being empty the other way. They could carry passengers both ways (non-stop one way) while ending up or starting at the bus barn.

8. Make more efficient use of "extra"s. Often, extras follow a regular bus immediately, and are near-empty. They would serve their function better and perhaps generate more revenue (carry more riders) if they were scheduled to run 10-15 minutes AFTER the regular run (**that indicated the extra was following**). It is also possible to schedule them seasonally (e.g. Sept. through early May) if extra demand on the route were only seasonal as well.

9. The hike from $1.15 to $1.50 for the Commute Card is too draconian, especially since State workers do not have an employee bus pass. It may make the card uneconomical to administer. Consider a lesser hike.

I'll try to make these comments in person but do not know what is happening day to day.

Thanks, Susan

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