

Fare Increase Feedback as of 11/5/12

Caller was angry about proposed fare increase. Metro's fare will be as much or even greater than Milwaukee Transit's. Milwaukee's service operates well into the early morning for 2nd and 3rd shift employees; Metro's service ends too early. Shouldn't have to pay a higher fare for less service span.

I am writing in response to the proposed fare increase I would like to express my opposition to increasing cash fares for Metro riders. Increases to cash fares will discourage casual transit usage by visitors and occasional riders, limiting the opportunities to expand the potential pool of riders.

The additional increase by a quarter is also rather inconvenient in these days where so few people carry change an increase to \$2.25 might as well be a sneaky way to practically increase it to \$3, as fareboxes only accept exact change.

Instead, I propose going forward with a modestly higher increase in costs for passes currently 31-day passes are heavily discounted compared to the cash fare cost of commuting on a daily basis with Metro. An increase to the mid-\$60's range would still be a significant discount but offer an opportunity to increase revenue. Notably, I suggest this as a regular monthly purchaser of the 31-ride cards since the fare increase will go into service improvements, the most frequent riders who are using passes will likely find the increased cost acceptable if service improves significantly as a result.

I think you should keep fares about the same, but reduce late night service or some low ridership route times....If you add Rapid-Ride service then I would support fare increases. Albuquerque New Mexico has Rapid Ride service, and much lower bus fares, but doesn't have the late night service, especially on Sunday, that Madison has....New Mexico has vastly superior light rail and regional bus service, which doesn't even exist in WI, but that is somewhat of a separate issue, except that Scott Walker is a moron that turns down Federal funding for these services....

As a regular rider of Metro Transit, I believe that a price increase would hurt many residents. While I can afford a \$6 increase to my monthly pass, how many need that \$6? Please reconsider this price increase.

I simply have to write to register my opposition to your current proposed increase in bus fares. I know this is only an example but think about it. If a person is making a mere \$9.00 an hour (check Captel's hourly wage to workers); with an employer that will allow you to work 32-36 hours per week, which means about \$1224. per month wages (before taxes). This person is sharing an apt. that costs \$630/mo. (divide by 2). This person is currently trying to survive on a budget of \$40./week food and miscellaneous items; \$25./week on utilities (this includes a phone that has to be prepaid); goes to and from work via bus transportation (\$27.50/month). HOW in the ___ can a person make it? Do you understand how demeaning this is? This person (above's example) exists! And this person has a college degree with no job that could possibly allow hem/her to repay college loans. This person

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qualified and was admitted to graduate school but cannot afford to go because he/she cannot get the loans. If the bus transit in Madison needs money, have your grant writer write a grant! Have the city employees take another reduction in pay! Why increase this fare 8 1/2 % when wages are not going up, and food and utilities are not going down?

The relatively affordable price of the monthly bus pass is the only reason I use public transportation. If there is an increase, I might as well just put that money into monthly payments for a car. I would strongly recommend not increasing the cost of fare.

As a low-income resident of Madison who depends on bus service to reach my job (5 days a week), I strongly request that an alternative to the proposed fare increase be found. If something must be cut instead, take a look at the UW Campus routes, which appear to very under-used in comparison to the regular routes. And let's face it, the average UW student (or their parents) has more money than the working poor.

You've already rendered the busses hideous with full-coverage advertising, which makes the interior of the bus gloomy and grey, and makes it very difficult to see where one's going. As well as being an ongoing insult to your regular riders. And it appears that very little is spent on cleaning the fleet either; busses on the heavily-used routes (e.g., 6, 2, 4 &c) are generally pretty cruddy inside. Finally, there is no consistency whatsoever between different drivers as to climate (some drivers have windows and roof vents open in sub-freezing weather, while others have the heat blasting if it's below 65) or behavior (some drivers can't tolerate the slightest headphone leakage; others are happy to let dead-drunk loons stagger on to annoy, insult or harass other passengers).

Those of us without other options for transportation, your regular patrons who depend on Metro bus service every week, would deeply appreciate some consideration here. We put up with an awful lot to ride our rolling billboards; anyone who doubts my assertions needs to ride a busy route or two every day for a few months (or years) to understand what your regulars enjoy. Asking us, who can afford it the least, to pay more for all this is frankly insulting. It is your core ridership which pays the lion's share of the bills. We would like as much consideration.

While I am pleased that the Board of Estimates approved extending bus service to the Owl Creek/Great Gray neighborhood, I am dismayed that the fare increase was approved. Making public transportation accessible to some while making it less accessible to others because of increased fares makes no sense. As an everyday bus user and school district employee who makes 19K/yr in wages, and who has had my income decreased substantially in the last few years by a wage freeze, fewer hours, and increased contributions to WRS, I'm not sure how I can stretch my budget even further.

Please work together to ensure that this proposed fare increase does not have to occur. You all support the creation of a Regional Transit Authority, which is currently being blocked by the Joint Finance Committee of the Wisconsin

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Legislature. In the interim, until sanity returns to State Government, I implore you to put on your creative hats and find a way to maintain our current METRO fare structure. The Madison Area Bus Advocates offer the following concepts for you to consider as a starting point for the collective solution we all expect from you:

- **The County does now and will benefit significantly from METRO transit service**
 - o **from a proposed transit extension to the Dane County Airport**
 - o **from a proposed enhancement of Route # 13 service to the Alliant Center, where County Employees could Park & Ride to County Employment Centers in the Downtown**
 - o **from service to the County Court House**
 - o **County Human Service Agencies which often locate facilities inside Madison to have access to public transportation**
 - o **County Human Service Agencies which often use Metro paratransit services**
- **The Metropolitan Planning organization (MPO) may have access to discretionary transportation funds which could be allocated to selected components of the METRO Budget**
 - o **for Capital Projects, including support for Bus Maintenance facilities and Bus Fleet purchases**
 - o **for Demonstration Projects, possibly including service to the Owl Creek Neighborhood or other innovative transit service concepts**

As far as cutting current transit services, we consider this only to be a last resort, after all options for increased revenue are explored. We do not support the "slow death" of transit through some attrition program. Instead, like you, we want to make transit service available throughout the Madison Area in response to growing user needs, energy prices and environmental concerns associated with total reliance on private auto transportation..

Thank you in advance for the job I know you can do to address this situation.

Please reconsider raising the bus fare for Madison Metro. I know 25 cents a ride may not sound like a lot, but to someone who has very little money, and is trying very hard to get off public assistance, it is a lot of money. My son and his girlfriend are trying very hard to make it on their own, but on their very limited incomes, the dollar a day that it would cost the two of them could mean a difference of eating at the end of the month, or not. Some months they don't even have \$30 to buy groceries. There is only so much help that I can give, as I am retired and also on a fixed income.

Please think of those people who depend upon the bus - many don't drive or have a car. If a person is on a tight budget to begin with, this could really affect them.

Thank you,

For the disabled or low-income passes, they should not be increased. I am a

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disable person as my daughter is and if you raise them to \$40.00 each we could not afford them!

I was very concerned to read in the Badger Herald (or was it the Daily Cardinal) that part of the fare increase and/or part of the bus budget covers increasing police enforcement at the transfer point. Doesn't the city get special grants for Community Policing? Those ruffians are a community issue not a bus issue! Yes, they give the entire Metro Bus system a very undeserved bad name but it's a problem for the entire community. The people riding the bus are already doing more than their share to get educated, be productive, reduce personal automobile traffic, build social co-rider relationships... The rest of the village needs to participate and chip in, not the riders!

I am writing to strongly encourage Madison Metro to provide services to the Owl Creek/Great Gray neighborhood without increasing fares. All Madison citizens deserve access to work, school, and play, and some people in that neighborhood can only do so using public transportation. I know, because I use the bus to get to and from work, and for most of my other daily activities. As a school district employee who makes about \$19K a year in wages, I can say with certainty that a fare increase would add to the financial hardship many of us endure, especially over the past few years. Thank for you taking my comments into consideration.

to: Soglin, Paul

Subject: Possible metro fare increase for Senior/Disabled passengers

Dear Mayor Soglin,

I am a 75 year-old Madison resident, a graduate of UW and New York universities, and I was astounded to read in the WSJ paper today (10/10) that metro transit is considering raising the fare for Senior/Disabled passengers (for the 31-day passes) from \$27.50 to \$40! That's a 45% increase, and seems totally inappropriate and ridiculous to me.

Please tell me what your response to that is.

Thank you for your reply,

I've just received notice of the hearing to be held regarding the proposed increase in fares. Please accept these comments in lieu of my attending the hearing.

Because of a visual impairment that limits my ability to drive I rely on Paratransit for many of my transportation needs.

The proposed fare increase to \$4 each way, would place an additional burden on my ability to cover my basic living expenses with what remains of my savings. It would definitely limit my use of the service. Please consider a smaller increase in fares.

Thank you.