



City of Madison

Minutes - Final

City of Madison
Madison, WI 53703
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Increasing Ridership/System Improvement Subcommittee to the Long Range Metro Transit Planning Ad Hoc Committee

Monday, January 28, 2008

4:00 PM

215 Martin Luther King, Jr. Blvd., Room LL-120
(Madison Municipal Building)

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Ann Schroeder 267-4967 or TTY 866-704-2316

Attendees: Richard Wilberg, Satya Rhodes-Conway, Mark Opitz, Carl DuRocher, Amanda White, Chuck Kamp

There was no public comment.

The group reviewed items 1-10 on Table 2, and focused on items #1 and #9 because these recommendations do not yet have written paragraphs detailing the recommendations. For item #9, ride checking program, the group suggested some sort of "secret shopper" program, perhaps through the Rider Alert, where a certain number of riders each month could provide feedback on their bus rides, reviewing areas like courtesy, perceptions of safety, schedule adherence, etc. It was also suggested that Metro provide a 10-ride ticket or some sort of encouragement and recognition to those who participated in the program. The group approved this recommended strategy.

Next, item #1 was reviewed related to service improvements. The group talked about improvements related to bus stop placements and amenities, vs. improvements related to core services, periphery services, weekends, etc. The group supported more transit-friendly bus stops, such as the recommended changes to the stop at East Towne Mall that Metro staff is working on currently. Alder Rhodes-Conway will draft a recommendation based on the discussion that occurred.

The group approved items #1-#10 to be forwarded to the full Ad Hoc Committee at the February 18th meeting.

The group next looked at short term, mid term, and long-term priorities and developed Table 3 below.

**Table 3
Public Comment Priority**

	Scoring of Public Comment	Short-Term	Mid-Term	Long-Term
1.	Service Improvements		4	2
2.	Schedule		3	1
3.	Express Service		5	3
4.	Amenities available on bus/at stops	6	6	5
5.	Bus signs on both signs of sign	4		
6.	Partnerships with Business	5	8	
7.	Schedule at more bus stops		1	
8.	Ride pass program	3	2	4
9.	Ride checking program	1		
10.	Fare card options	2	7	6

Short-term = 2008 - 2009

Mid-term = 2010 - 2012

Long-term = 2013 +