

## Ad Hoc On-Line Survey Results

<b>Q1. How often do you ride a Metro Transit bus?</b>		
answer options	Response Percent	Response Count
4-7 days per week	72.1%	62
1-3 days per week	10.5%	9
once per week	3.5%	3
a few times per month	3.5%	3
a few times per year	3.5%	3
I've never ridden a Metro bus	3.5%	3
Other (please specify)	3.5%	3

Other:

1. On days that I don't bike Tue, 8/7/07 7:36 PM
2. 5-6 days per week in winter, not in summer Tue, 8/7/07 11:03 AM
3. mostly in winter

### Comments About Funding:

1. Wrap around on buses...great idea...
2. Funding for Metro is essential because demand for its services are going to continue to grow. Metro is an asset to the community, the University, outlying areas, etc. An RTA is an excellent idea. The City of Madison should not continue to bear the brunt of the costs while other areas enjoy the benefits.
3. Put the entire bus system on the property tax rolls
4. I like the bus wraps as a way to generate revenue, but working with other businesses might help promote metro by making them sales outlets as well.
5. I am part of an employee-supported program and think it's great. This would give Metro a steady stream of income.
6. If possible, all transportation funding should come from a county/city wheel tax.
7. I feel that a regional approach to funding would be the best alternative. I think that large businesses and government office buildings should be assessed a fee based on a formula that includes the number of employees, the density of parking need they generate and the amount and affordability of parking that they make available.
8. Public funding should be maintained or increased. The local government should focus more transportation efforts on the Metro bus line.
9. Increase advertising on busses and add advertising to shelters and at transfer points.

10. I like the idea of a Regional Transportation Authority. I believe it should be funded by all municipalities serviced. To be fair, it could be on a proportional basis.
11. I am absolutely opposed to the ugly, outrageous, advertisements, which are covering some buses. One recent was "EXPERIENCE BEER" !!!! Do you think we really need this in Wisconsin??? Where people seem to be born with a beer bottle! Buses should be welcoming and the ads make them just the opposite.
12. I wouldn't mind paying more to ride the bus. I don't ride more because the buses aren't frequent enough (and stop way too often -- almost every block in some areas).
13. Just remember economics 101. You may increase revenue by increasing ridership. Demand is driven up when price is driven down - not up. RELATIVE price increases will kill ridership. Drop the rate on one side and raise the cost of private transportation on the other (raise parking tickets, raise parking fees, raise taxes on private parking structures/lots/space downtown). It seems that the problem is often portrayed as monolithic - break it up into little tiny pieces that can all be attacked separately. What about raising funding by offering new bus options? What about mini-buses? On University Avenue - I try to catch a bus around 6AM to go downtown. Look and see how often one of those elephants comes at that hour. Instead, what about some small buses - little vans? Maybe electric, propane or biodiesel, get more federal \$ for innovations. Think outside the box. What about radio on the buses with paid advertisements? Or TVs like Milwaukee's "flyer" buses?
14. Put more democrats in office.
15. I am deeply concerned about the decline in the reserve fund due to increased diesel fuel costs. These recent cost surges are not one-time events; they will be repeated in most if not all coming years. Hence, a reserve fund approach is not adequate for dealing with the fuel costs. It may be appropriate and prudent to have a reserve fund but the "special fund" approach is not appropriate for a permanent shift in the cost of operations. 2. I approve of the idea that developers of new housing and commercial sites should include the expected use of public transit and roads in their planning documents and should potentially bear the cost for route development, bus stop signage and part of the capitol costs of any new buses needed.
16. Agree with use of increased revenue from sale of advertising although this needs to be done in a way that doesn't degrade too much the appearance of buses and bus stops. Also agree with road planning for express/dedicated lanes, service to the Dane County airport from city centers, transit fee for developments, and Regional Transportation Authority.
17. Wrap more buses - it's a great source of funding and if it means increased service, riders won't mind.
18. Pursue all suggestions.
19. Funding is always complicated, but I can't help but notice the number of under and unpopulated busses on the streets. If I lived near "not in service" I could get home much faster. Perhaps there is a way to minimize the cost of transporting fresh drivers/busses onto routes. Some ideas include a van to a transfer point for

drivers starting a shift and the replaced drivers to return to the garage. Or busses could be parked in under-used parking lots near the route and the beginning/end of shifts so they don't waste so much time and fuel going to the garage. I've seen these implemented in other bussing situations.

20. I know some people don't like them, but I have no problem with more ads on busses or at the transfer points.
21. In the "Other issues" section starting at the top of page 5: 2. I would support higher parking fees to increase transit funding. 3. I strongly support greater airport service - I live close to the airport and it would still take me an hour to get there on the bus! 5. I don't like the look of the wrapped buses (especially the dark ads), and it decreases visibility from the inside of the bus. However, if it helps with funding transit, I support wrapped buses.

### **Comments about System Improvements:**

1. Route 14 needs to be reevaluated.
2. More direct routes would be great, but I don't know if they're feasible.
3. increase their frequency
4. Put it back the way it was where the square was the central hub, heck it still is for the majority of the routes anyways.
5. Stupid to have to so many "express buses" that run during off-peak hours that are empty (#9, WTP-ETP 28 in the PM), and not enough bus routes that serve ever expanding areas such as the US Hospital area. Why on earth do you cut routes that are going to be desperately needed?
6. Metro has to start giving more commuter type lines. I live on the far east side and have to get to the west side for work. It is 20 min by car and 1 1/2 hr by bus--guess how I go. If metro had a park and ride with a 30-minute ride to the west side, I would use it.
7. It's too complicated to ride. You have too many routes number. Many of them go basically the same route but you put 2 different numbers on them. We live off Watts road. We take the 73 during the week and 63 on the weekends (or is it the other way around?). It is confusing! Then the 3 is during the week, but becomes the 7 on weekends.
8. Improving signage so it is easier to know the routes would be important to knowing how to ride the bus. Consideration of using smaller buses to cover routes not used by as many people could help too.
9. I would like to see express routes and park and ride lots available in surrounding communities - especially Cottage Grove.
10. Eliminate the Monona no stop zone on route 16 and expand service to Monona. Offer more express or limited stop routes. Make bus schedule information and trip planner available over the telephone with an automated system such as Milwaukee and other cities use. Offer half-hour service all day on weekdays on route 16.
11. I do like the increased service to the South side.
12. smaller buses on some lines. rides available more frequently than every 1/2 hour during rush hour in the morning and afternoon.

13. Buses would need to be 5-10 minutes apart for me to ride more often. I would gladly give up bus stop density for more frequent buses. It's no big deal for me to walk a few (up to about six) blocks or drive a short distance to a park and ride. It is a big deal to wait half an hour (or longer) if I miss a bus.
14. For relatively short trips (say, from campus to the other side of the capital) the bus system is fantastic. Buses come all the time, and the trips do not take a very long time. Obviously, a longer trip will take a longer time, but in many cases, this longer time is outrageous. I live near the Jenifer Street market and work at the UW hospital. It takes 45 minutes to ride the 38 from one place to the other, and that is my only option, and only during peak hours. That is ridiculous!!! Yes, the number 3/7/4 come through the neighborhood, but then a transfer is required, and at least 40% of the time, the transfer is missed due to one of the buses being late (at least, that was my experience for 16 months when living on the west side). I can't even count the number of times I have gotten off a bus at the square and sprinted for the bus I need, only to have it pull away from the curb just as I near the door. Then it is typically a 30-minute wait for the next one. This is not amenable to keeping a job!
15. I'm surprised there's not at least Saturday service to Middleton, and more service to Fitchburg. In the latter, service on McKee Rd between Fish Hatchery to the east and Seminole Hwy or 18/151 to the west is totally absent.
16. Get out of the one-size bus. There are peak needs for buses 2X as big and a lot of other needs for little tiny buses - minivans. Diversify this and create a more dynamic bus route system. Use some computers and adjust the daily flow of buses instantaneously - sorry about the spelling.
17. 1. Posting the schedules in the shelters is great, but please do not post them above the benches. They are difficult for riders with vision problems to read. 2. The new locations of the bus shelters at Hilldale and West Town are not user friendly. The ones at Hilldale are in the hot sun and inconvenient. The one at West Town is an accident waiting to happen. It is too isolated. I am amazed there have been no purse snatchings.
18. Electronic readout of current time at stops with expected times of arrival of various route numbers. Don't know what category to put this under, but find a way to get the word out about ozone days on local NPR station.
19. 1. It is way past time to provide express non-stop or minimal stop service from the Student Union, Capitol Square, East and West Towne Malls to the Dane County Airport. 2. Do you realize how hard it is to use the weekend bus system to get to downtown for farmers market, games, etc.
20. Perception that there are too many empty buses may be real. There needs to be data available to either prove or disprove this perception. If it is true, then service needs to be adjusted accordingly. This would save money and air emissions. A guiding principle should be that bus service should exist for the purpose of easing traffic congestion and air pollution, not necessarily so that 100% of the people can have access to a bus 100% of the time.
21. Bring in streetcars before fuel is so expensive we can't afford to run the buses.
22. I definitely think expanding routes is a must - particularly adding weekend routes - even if it's infrequent, I would definitely take the bus (19 specifically) on

- Saturdays. I like the idea of smaller buses for off-peak times on certain routes, if it means increased service. New routes should also be explored, for example an express bus up and down Midvale Blvd - I would take this daily if it existed.
23. System improvements from my point of view need to take into account people who have cars, but would chose to ride the bus if it were available on weekends, or off peak hours. I also think that individual travel patterns, not overall ridership could be considered. Can I ride the bus from X to Y?
24. When I moved to Madison from Chicago I expected Madison to have a really great Metro system. I was wrong. I have no problem taking the bus and would prefer it on some occasions. We have only one car right now which isn't fun when my husband needs to get to work and I have two small kids. It would be great if my husband could take a bus to work, but it just isn't practical. We live on Hammersley near McKenna and he works at CUNA. By car it takes 8-10 minutes. By bus, it would take much longer partially because there isn't a bus stop right at CUNA. I would like to see more logical routes, similar to Chicago. That being one bus going along major roads. For instance, have a bus route go up and down McKenna/Gammon, one bus route up and down Whitney, one route across Odana and Mineral Point, etc. In this scenario, my husband would be able to catch the McKenna/Gammon bus going north and then transfer to the Mineral Point bus and get off at CUNA. This is how it works in Chicago, and it works because no matter where you are, you know the bus system. You don't need to decipher some crazy route system that seems to have no logic. Also, busses need to run more often. My friend and I thought about taking our kids down to the Geo museum by bus. It would have been fine, but the bus only ran once an hour during the day (a week day). With little kids, you never know when you'll need to leave. Once an hour isn't good enough.
25. I would like to see a park and ride in the south central area (ie verona rd, 18/151). I actually drive from out of the county to a residential area in the south central area and park my car (and take a bus) to my workplace (I have no parking at work). The route to EPIC would work for me except to is set up for people headed out of town (incoming buses miss most of the transfers to other routes). Ridership might improve if people find that they don't add an hour to their commute by taking the bus.
26. I really like the express bus idea. So many people don't take the bus because it takes so long. Perhaps, some routes could be sped up by cutting back on the number of bus stops out there. Sometimes they are absurdly close together. The online trip planner is TERRIBLE and really needs a serious overhaul! I think work needs to also be done on the timing of busses. I am thankful I don't have to make a transfer in the morning because I see people miss their transfers several times a week because the bus is running late or early. This is a VERY regular occurrence! You lose a lot of riders this way, because people can't afford to be 1/2 hour late to work three times a week because the bus is never on schedule. (I think many drivers don't take this very seriously, and they should.) There also seems to be timing issues at the transfer points. The smaller looping route busses (like the 50) should run more frequently so that when the main line busses arrive, you don't have to sit for 1/2 an hour before the next one comes. It

seems like it is often "all or nothing" at the West Transfer Point. Everything arrives within 5 minutes of everything else and then there's this 1/2 hour of dead time when nothing comes. That loses you riders as well--nobody wants to sit at a transfer point for a 1/2 hour when it's 20 degrees out.

27. In response to the notes at the bottom of pg. 6: 1. I strongly support schedules at all stops. Sometimes it's hard to walk to a shelter to check the schedule, and sometimes the schedules are missing in the shelters. 3. Real-time schedules would be great! Could you put real-time information on the Internet, too? Tue, 7/31/07 8:29 AM

### **Comments about increasing ridership:**

1. Just wait for the price of gas to go up again!
2. give the bus drivers transponders to trigger the stop and go lights in their favor  
give every person in Madison a bus pass
3. More routes to popular destinations and more frequently. All of the talk about servicing outlying areas like Sun Prairie and Verona is good and all but it costs Madison taxpayers money for their bus improvement.
4. More people realize buses are the better transportation option than driving to work. Look at your statistics and make better decisions on routes.
5. I think it goes with system improvements. As gas prices rise, people are looking for alternatives that won't take away big chunks of time from their day.
6. Safety!
7. Retail workers need the bus to run LATER in the evening. Right now if you work somewhere like ShopKo or Target you cannot work until close because the buses don't run late enough.
8. If the system is improved ridership will also increase. If the trip time and wait time for transfers was not so long I would ride a lot more often. Park and ride is important as will as increasing routes to westside and middleton.
9. Park and ride lots at each of the transfer points and in surrounding communities.
10. Make bus schedule information and trip planner available over the telephone with an automated system such as Milwaukee and other cities use. Offer smaller area-based route schedules in addition to or instead of the big ride guide.
11. The idea of a system of "commuter-type" trains appeals to me. I would take transit more often if the length of trips decreased. I think the proposed commuter rail would do this.
12. More outreach to companies to encourage their employees to ride buses. Routes going out to outlying towns since many people now commute from further out. Show that riding the bus is for everyone; there is an image that it is for the riff-raff... or "those people"!
13. Need more frequent buses. Put more energy into reducing transfers (nobody is going to wait 10 minutes for a transfer on a cold winter day) than into improving transfer stops.
14. 1. Make the bus routes more reliable, by which I mean eliminate the majority of transfers. As described above, relying on a transfer to get you where you need to

- go when you need to get there is foolish. 2. Expand the schedules for the "commuter" buses, like the 38. The last 38 bus comes to the hospital at 5:44. MANY of us work later than that. . .but then there is really no good alternative to getting home. I usually walk 1 mile to the nearest #3 bus stop, but for many people such a walk is not really an option. And in icy freezing weather, it is certainly no fun.
15. Do not put trash receptacles on the bus as this will only encourage eating and drinking on the bus. Be like the State Parks - bring it in, take it out. I'm uncertain about running buses are bar time as it seems a police officer would need to be present on each bus on the weekend runs.
  16. Yes - see above. Economics - Make driving relatively more expensive. Make riding relatively cheaper. Improve options, remember economics. People choose that which suits their preference - one big bus simply doesn't work for everyone. Make routes more flexible - again taste and preference. People are impatient. I might wait 5 minutes for a bus to come, but I will get in my car if I have to wait 35! Information disparity - Push info. More ways to find out about routes. More info on the cost of riding vs. driving - and put out in many different figures. The CO2 emissions. The \$ saved. The time to do other things (reading that latest Harry Potter book). Never rely on any one thing.
  17. Partnerships with small businesses, marketing. See "System Improvements". Was the experience for route 25 described in the report an overall success? Can that approach be repeated for other routes?
  18. Having used transit systems in other localities, my use here is limited not by the fares (reasonable) but by the limited and complicated service to useful destinations (such as the airport or crosstown shopping) throughout the day. Service is definitely oriented to moving to the center of town and at commuter hours. I can't use bus to go to weekend Farmers Market, to downtown weekend events. Service is limited, takes weird transfers and long delays. What about introducing riders to metro bus on the weekend though uses like farmers market or Dane County Fair from Capitol?
  19. Agree with express routes. Do not agree with schedules at each stop. Too difficult and costly to implement and maintain considering constant changes to schedules. Suggest schedules at stops that are located in heavy ridership areas and tourist areas (i.e. near hotel and convention/entertainment centers). Very little value in posting schedules at mainly commuter stops. Agree with adding more types of unlimited ride passes.
  20. Eliminate fares for city residents, if not all riders. Replace it with a new transit tax either on property or a sales tax.
  21. I think if you do some of the above, have the bus run where and when folks need it, you'll increase ridership immediately. Next comes marketing - Metro is not very visible. All of the marketing materials I've seen are in the bus or at transfer points - these aren't the people you need to reach.
  22. More employers using a system like the UW free bus pass, with more parking options like park and ride at other locations, especially on the West side.
  23. Have room on the bus for new riders. If it is standing room only for 15 minutes to downtown, people are going to drive. Also, train drivers to drive in a safe and

gentle manner to make a comfortable ride for passengers so you make a good impression.

24. A lot of my friends complain about the routes and running times. If you make these better, using the ideas in the system improvements section, I think you would increase ridership. I know we would use it more.
25. Ridership might improve if people find that they don't add an hour to their commute by taking the bus. Transfer points or lots that aren't in the middle of town may help. I would take the bus from the transfer point if it didn't add 20 minutes to my commute (which is already an hour) on a good traffic day. If I could get a place to park at the edge of town and take the bus the rest of the way in I would take the bus every day. I save gas and it is easier to let someone else do the driving.
26. I really like the ideas of adding amenities at the transfer points and more park and ride options (especially with an express bus) I think you might get more commuters this way. Better lighting on busses would be nice for reading and I like the trash receptacle idea too. I think there is sometimes the (incorrect) impression that busses are dirty or gross and I think anything you can do to increase the perception that they are clean and safe is a good thing.
27. In response to the notes at the bottom of pg. 7: 1. I strongly support more unlimited ride-pass programs. I work for the state and would appreciate a ride-pass program initiated with the state. In response to the notes at the middle of pg. 9: d. Benches at more stops would be appreciated.
28. Bring to outlying areas - DeForest/Windsor A couple in the am...6:30 8:00 am in aft 2:15 4:00 to start - have stop at Airport

### **Comments about cost management:**

1. I like the idea of two separate garages to make the down time of getting to routes less onerous.
2. Reduce the wages of the overpaid administrators of metro, don't print as many system maps because those are always left to sit, the AC units on the busses are used quite frequently during the summer and at extreme temperatures so turning down the ac or using the windows more would help save on gas.
3. no
4. Better management of employees benefits/overtime. My guess is employees are the biggest expense, much like the school system, that's is where you will find the biggest savings.
5. Cost management issues would require a greater understanding of each of the issues than I have. I assume that we hire good administrators to do this.
6. Adjust driver work schedules and eliminate 12-hour split shifts.
7. If it keeps fares lower and off-sets taxes, I would like to see more "ad-wrapped" buses. They do not look tacky to me.
8. Reduce costs by using used cooking oil from Dane county restaurants instead of diesel. In return we could give them a property tax credit, a sewage bill credit, or free bus passes for employees.
9. Focus on "core" service. "Once an hour" routs are nearly useless.

10. How well would the articulated bus work on Route 80 in the winter? Campus does a good job with snow removal, but how will it perform with snow in the construction areas?
11. Diversify the fleet. Gas will go up - and then it may go down. Propane may become really expensive. Electricity may shoot up in price due to increasing coal demand. BioDiesel may be found to cause cancer. WHO KNOWS? Diversify the fleets energy sources. Diversify the transportation options. People taking peak routes should not be crammed like sardines. Get a couple of those double buses (2X as long, not high - although that may be gimmicky and work as well) Get mini-vans for the routes that are not picking up many people - but are still vital. Finally, I hate to say it - but if there really are bus drivers making \$100K+ per year (which I am suspect of the truth on, but nonetheless) that needs to be addressed. There is no way that is justifiable. A living income - "living wage" - yes! Better than the minimum? Absolutely! Better than a Ph.D. or Master's degree - or a cop or firefighter - seriously?!
12. Hybrid busses seem like a good idea to save on fuel costs. Have there been studies to evaluate the cost effectiveness of hybrid busses? Are there plans to purchase hybrid busses for the Madison system? Smaller busses for less popular routes/times.
13. Doubt that articulated buses will help. Can smaller vans provide disability service? if they can, this would be big part of cost management for off peak hours.
14. See comments on "System Improvements". I believe there are too many buses that run empty or with just a few riders. This is a waste and runs need to be evaluated and eliminated if necessary to reduce costs.
15. No overtime. Hire more bus drivers. Entry-level drivers should cost less than over time for the old timers. Keep monitoring the sick leave situation.
16. Get good drivers who take care of the busses. Drivers who constantly abuse busses cost Metro money and annoy passengers. Heavy braking and accelerating damage equipment.
17. Articulated buses - this would be great for Route 80. I was a student, and Route 80 was almost always packed, especially in the morning coming from Eagle Heights. Now I ride the 6 most frequently - that can get crowded, too, during the morning commute.

### **Comments about marketing:**

1. I love the full wrap bus ads.
2. get the rest of the fleet painted with the new ads
3. You should really market service to middle age working class. More ads like your pressed at the pump but with more variety.
4. I think you need to work with more employers and offer their employees rides that work for them. Connecting east to west and north to west is vital in todays world of work in Madison. Park and rides will make a big difference and then marketing those businesses it would affect.
5. GPS. Show where buses are real time via computer/internet/mobile phones.

6. Perception of making it easy to use would be needed. Also addressing the issue of empty busses driving around would need addressing to draw more people to want to be on the bus.
7. Here is what got me to consider riding the bus: 1. As a State employee working in downtown Madison, I received a minimal pay raise, parking rates had increased to the point where it was costing me 9-10/day to park and then gas prices went up to \$3.00+ dollar per gallon. 2. I live in Cottage Grove, which is not serviced by a bus or any other form of public transportation. I decided that a combination of driving a shorter distance and riding the bus downtown was the best solution to my problem. 3. I struggled to find a location to park my car and still have access to more than 1 bus every 1/2 hour. I ended up parking at the Olbrick Park ball diamonds and catching either the #3 or #38 bus. This gives me 3 chances to catch the bus every 1/2 hour, adds only an average of 20-25 minutes to my commute every day and costs me \$12.00 per week for the 10 ride card. The result is a net savings to me of \$35-38/week between parking fees and gas. This is \$140 to 152 per month. Clearly to my benefit.
8. None.
9. Instead of advertising casinos or beer, you may want to consider some ads encouraging people to take the bus; it won't give you the money you get from DeJope but it may get you more riders and be a good long term project.
10. Marketing can't make people use a bad service.
11. The wrapped buses are certainly incredibly ugly, but then, the unwrapped buses are pretty ugly as well.
12. Utilize riders (from various routes) to advertise why Metro works for them. This could be audio, video or written.
13. see above. Integrate all government marketing avenues. They should all have space with each other. Buses should carry fire department logos. The fire trucks can carry messages for the police or for sanitation. City Hall can have messages from the State D.O.R. - etc. There are HUGE opportunities for cooperation here!
14. Emphasize the cost savings of riding the bus. Focus on real dollar amounts that can be saved. Play up obvious global warming connection. Do a lot more of it. I know you can't advertise on NPR, but is there an effective way to have a presence in that medium?
15. Ridership increase is key. Senior and youth ridership for off rush hour service is not developing because the destinations are not matched to those demographics. The transfer points are not rider friendly. They need to have attendant booths for information, security, water, trash disposal, after school hours and into evening. Say 3 to 11 p.m.
16. Keep it simple. Strategy aimed at more effort to keep riders than to attract new ones only partially makes sense. Best way to keep riders is to have good reliable service. Nothing will upset a rider and lose them in the long run than bad service such as late or no-show buses, rude or inconsiderate drivers, dirty or crowded buses, etc.
17. See above
18. Make Metro seem fun. Make bus stops look attractive and entertaining.

19. I rarely actually SEE any metro marketing (except on the bus). For instance, the only marketing I saw about the recent "Dump the Pump" campaign was ON the bus. (Sort of preaching to the choir wasn't it?) And I remember when gas started to climb last year, I kept thinking, gee, why isn't metro running any ads about how cost effective it is to bus? I realize that all of this is expensive, but its the only way to get the message out there to non-riders. Spending money to promote ride the bus campaigns ON the bus is pretty silly.
20. I am not a big fan of the wrapped buses due to the look of it on the exterior (especially the new beer advertisement), and due to decreased visibility from the inside. However, if it is effective in keeping costs down, I support it. Consider not allowing alcohol advertisements.

### **Is there anything we missed in the areas of focus?**

1. Bus rider safety.
2. Just keep the buses rolling. It's an incredible asset to the city and the county.
3. some stops are three and four blocks apart and some are only one block away.space out the close ones a little more
4. I think Metro really needs to reevaluate the options from the West Transfer Point to the UW Hospital in both am & pm routes. Over the past 1-1.5 years I notice almost 90% of the prime time routes have been cut (#53, #8, #2 constant sardine atmosphere, and #11 timing.) HORRENDOUS decisions. The number of people who will need transportation to the hospital area will increase next year with the new Children's Hospital, Research facilities, planned increase in the # of students @ the Health Sciences Learning Center, not to mention the new Nursing building planned for 2010-2011. Ridership will explode and your current routes are so ill-equipped to hand the potential surge. I see soo many empty buses (true routes) it really infuriates me to know whomever plans routes is so poor at reading the statistics and planning. Remember, not everyone on the west side is made of money and can drive ourselves. Getting up an hour eariler to make god-awful connections sucks. Keep us in mind when you plan for the route changes in 2009.
5. I think the low-income population that has used the bus also needs support. While you are looking for marketing and increase in business, these folks who don't have money and low paying jobs and rely on metro cannot be ignored.
6. More shelters, benches are needed.
7. It would be nice if Route 67 would run every half hour(at least during winter).
8. The areas are good but how they are addresses remains to be seen. Focus needs to also be put on combining other transportation areas into Metro such as the trolley project
9. Driver attitude. Seems to me that the type of sick leave abuse you are experiencing is the result of your corporate culture and that you have a few bad apples spoiling the barrel. Over the time I have been riding the bus there have been drivers that are seemingly very angry and overly aggressive in their driving habit - so much so that I have gotten of their bus well before my stop and have taken the next bus.

Seems like some physiological screening might be useful as a part of the hiring process.

10. No.
11. I wish some of the drivers were not such "jail guards"; I cringe when I step on the bus with and a certain driver is on duty. I am in for an uncomfortable ride!
12. For me, bus frequency is the only issue. Buses need to be 5-10 minutes apart. Fewer stops and park and rides are fine if they help make more frequent buses possible. (Fewer stops would make rides shorter, too.)
13. Do not think of redoing this current system. The current system is turn of the century - 19th to 20th. Set routes. Set vehicles. Etc. Think of how a new system should be from the top to the bottom. Redesign around the efficiencies of communications and computers - instant schedules, multiple options, etc. Do not think of updating this system. Think of a new ideal system and then how to make this one fit into that ideal, not how to compromise the ideal into the current.
14. I wish you would not change schedules so much and get rid of the transfer points!
15. I know from talking to friends that some are afraid to ride the bus because of the perceived danger or awkwardness of riding later in the evening. Not sure how to address this issue.
16. You talk more about Metro's ridership increase and potential to address air pollution, congestion, higher fuel costs for varied income groups, and serve youth, seniors, and disabled -- reducing the need for specialized transit services for these groups. Metro is a good thing, which should be helped to be better.
17. Wondering how far out from Madison center is bus service expected to be expanded. Is this being considered? Believe there is a limit on how far bus service should be extended at which point it becomes very inefficient in operating costs (maybe up to an hour ridership time).
18. I think safety is a big issue for many routes. I have not been affected, but have some friends that no longer ride the bus because they had to go through the South Transfer Point and were harassed daily. It's a huge issue for both Metro and MPD. this definitely affects the image of Metro.
19. It looks like a great report. It covers my issues.
20. I am not always sure of locations of stops on the outer loop when buses are detoured from the Square. Maybe those locations can be better defined in the Ride Guide.

### **What are your top priorities for Metro?**

1. Better weekend service
2. More direct routes where possible.
3. more routes, more buses, more riders
4. More routes from the WTP to the US Hospital area.
5. Park and Rides System changes that include faster and out of neighborhood rides Marketing to businesses and area communities
6. Secure a dedicated funding source that is not from the property tax. A city/county wheel tax would be better.

7. The ability to get to and from work in a timely manner, and having my disabled fare stay at an affordable rate.
8. Make the buses easy to use both knowing schedules as well as increasing the schedules. Increase ridership needs to happen to keep the bus system viable which means more people have to be able to access it and not take a couple of hours to get somewhere that they can drive to in 15 minutes.
9. Ideally, I would like to see a light rail transit system feeding into a bus hub system to serve communities in Dane county as part of a regional transit system funded at the county level.
10. Expanding coverage to outlying areas. Improving capacity on rush hour routes and decreasing waste on non-essential routes.
11. Continue and enhance level of service and frequency of busses and reduce travel times
12. Bus travel (route 6 via Hayes) more often on weekends to make shopping easier.
13. A regional transit authority is a good start. We need an overall strategy for the greater Madison area, not just the City. Creating new routes were the ridership warrants. I like how the routes were reworked and increased to the south side. When I first moved to Madison, it surprised how focused it was on just getting people to campus and the Capitol. Commuter train or light rail transit that would decrease trip times. People are not going to take Metro if the trip takes at least twice as long as by car.
14. Reaching further out of Madison for more riders Working with companies to encourage employees to ride the bus ...I still would prefer a tramway to buses!
15. More frequent buses. If you miss a bus, you shouldn't have to wait more than 10 minutes, preferably 5.
16. Affordability (doesn't affect me, since I work at the hospital). The bus is becoming on the verge of inaffordability for that segment of the population for which the bus is their only means of transport. Route changes: it should not take 45 minutes to travel 5 miles from the near east side to the hospital!!! The transfer system does not work as well as it should. Rider responsiveness: The advertisement in the buses with the metro phone number and the phrase "Call us, we're listening" is a joke. They have never once responded phone call complaints, nor written complaints. Drivers: Most drivers (the vast majority) are great- friendly, helpful, and safe. But I think all of us regular bus riders know a few drivers who speed past stops and through red lights to make it to the square a few minutes early, to get a longer break. These drivers don't care that being 5 minutes early prevents a lot of people from catching the bus they need, and due to the schedule, the next bus they need probably isn't for 30 minutes.
17. Short run times, reasonable ridership costs, on-time buses.
18. Ridership. Period.
19. Safety of older children at transfer points.
20. On time operation Clean buses Helpful drivers
21. That it continues as an integral part of Madison, and grows and improves with time.
22. Deal with that disheartening fuel cost increase in way which allows continued operation. Improve ridership and overall usage by fitting into transit needs of

- others than univ. students and jobgoers -- Much improve airport service and start to make weekend service something people might want to use instead of dismiss as a waste of too much time.
23. Continued weekday service to Middleton. Bike racks on front of buses are a nice plus. Just want clean, on-time service, no frills.
  24. Streetcars before oil is too expensive.
  25. Increase current routes, add weekends, add new routes
  26. Getting to work on time. 7:30 2 bus from west transfer point. Getting home on time. Bus 2 to the west transfer point by 5 PM. Second run of the 2 at those times to accommodate UW students and staff. More express, limited stop rides to the UW.
  27. more weekend service, cheaper ride options
  28. Better routes and running times. I think that will solve a lot of your problems!
  29. a viable parking option for the verona rd hwy 18 area
  30. Increasing the system's efficiency, both in terms of commute time and frequency of busses. Maintaining a safe, clean, system and improving amenities both on busses and at transfer points. Better marketing to non-riders.
  31. Maintain current routes and level of service. Expand service if possible. Establish more ride-pass programs with local employers (such as the State of Wisconsin).

### **Is there anything else you want to tell us?**

1. I really hope Metro is listening to the riders and drivers. West Transfer Point is becoming more of a scary place to transfer. Hope this is being looked at. Also there needs to be better upkeep of transfer points and bus shelters. They are very dirty. A weekly wash wouldn't hurt. Also make sure you put your bus stops in well lighted areas. I know where I catch the bus on Grand Canyon and Yellowstone is very dark and not well lit. When the stop was at Clock Tower Mall it was much safer.
2. All the empty off-peak buses I see running their routes is a huge waste of resources. Re-evaluate them!!!
3. No
4. Oakwood Village East doesn't currently have service. They might like to have some.
5. I really hope the routes and frequency can be fixed. I also hope the trolley is not installed at the expense of improving Metro.
6. No.
7. More frequent buses. Less frequent stops. Don't worry so much about price.
8. Please get some people on this committee that ride the bus regularly, in all parts of town. I understand that the routes cannot be designed to accommodate every rider. But there are express buses from the west side (not the near west) that make it to campus in half the time my commute takes. This type of transport should be available to east siders as well. The new buses that hold 3 bikes are great!

9. Thank you for meeting my work commute needs, and some of my other commute uses. I like the bike racks too.
10. Please send updates to [bwcampbellwi@yahoo.com](mailto:bwcampbellwi@yahoo.com)
11. Some drivers think their job is to drive a bus. I believe the job of a bus driver is to provide transportation for the passengers. This information is provided by a person who has used the metro system for 37 years.
12. It's a great system.
13. Appreciate the time spent in this task by all. Important task
14. As region grows, you have a big challenge to meet the needs of the population. Don't try to do too much, too soon, and don't extend service too far out as development keeps growing.
15. I always report my concerns when they occur. Thanks for addressing them.
16. A few bad drivers ruin Metro's reputation in the area
17. I think Metro has a good system, and I enjoy riding. I appreciate that mass transit is good for the environment (I have a perfectly functional vehicle but sacrifice a few minutes of time in my day to ride the bus because of the environmental benefits of not driving to work). Consider expanding upon the environmental aspect in Metro's marketing campaign. Clean-air action days in the summer are good. Thanks for the survey!