

## Ad Hoc Subcommittee Recommendations – 12.17.07

### FUNDING/COST MANAGEMENT:

- **Regional Transit Authority** – Urge the state government to grant local governments the authority to establish an RTA while still protecting current funding
- **Increased State/Federal Revenue** – Request state to be a stable funding partner by covering one-third or more of Metro's operating costs. Look to increased federal gas taxes for 20% of operating costs.
- **Advertising** - One-percent of Metro's budget should come from advertising.
- **Unlimited Ride Pass Programs** – Pursue small employer bus pass program as well as increasing large employer agreements (i.e. State of Wisconsin, Dane County.)
- **Paratransit Service** – Begin to develop a plan with Dane County to deal with changes involved with upcoming Family Care transportation model.
- **Public/Private Partnerships** – Set a goal of 1% of revenues to come from partnerships, then re-evaluate.
- **Lift Restrictions on Parking Funds to Be Used for TDM Projects**
- **Bus Size and Type** – Develop a scope of work for outside party review as to appropriate bus size/type for Metro fleet.
- **Achieving efficiencies through the use of technology.**
- **Employee Issues** – Develop a wellness/fitness program.
- **TDM** – Develop demand/response taxi service in at least one periphery zone to see if this is more efficient than traditional bus service.

### INCREASING RIDERSHIP/SYSTEM IMPROVEMENTS:

- **Service Improvements** core, periphery, weekends, evenings, etc.
- **Schedule** – revise schedules where currently unrealistically tight
- **BRT/Express Service** – reduce travel times from periphery to core, and between transfer points. BRT component too?
- **Amenities Available On Bus/At Stops** – newspapers, next stop information, real time information
- **Information on Both Sides of Bus Stop Signs** – see pilot project proposal
- **Partner with Businesses** – Increased sales outlets, but stops in front of businesses, work with realtors, airport, bus angels
- **Schedules At More Bus Stops**
- **Unlimited Ride Pass Programs** – With more large employers, smaller employers, realtors, apartment/owner associations, hotels, centers of employment
- **Ride Checking Program**
- **IS Staffing Study** – Outside party to review and recommend appropriate IS staffing to meet technology/customer service goals

## MARKETING:

- **Business Advisory Committee:** To increase buy-in and participation from the business community, the Marketing Subcommittee recommends the creation of a Business Advisory Committee comprised of key business leaders who will assist Metro in telling its story to the business community.
- **Recommendation Matrix:** The Marketing Subcommittee has created a matrix to offer marketing strategies for communicating the Ad Hoc Committee's final recommendations.
- **Market Research and Target Audiences:** The Marketing Sub-Committee recommends that Metro implement 3 targeted market research surveys: current customer onboard survey, core Madison service area survey, and survey new areas for potential growth.
- **Increased Marketing Budget:** Metro's marketing budget of \$163,000 comprises only 0.4% of Metro's overall budget, as compared to compared to peer systems averaged at \$492,600 and 1.5% of overall budget. Staff has composed a list of "wish list" marketing items that will increase the budget. The final report will include a prioritized list of these additional marketing activities and the total cost.
- **Increased Partnerships:** The Marketing Sub-Committee recommends that Metro build upon partnership efforts with organizations and businesses, starting first with groups that have similar goals.

Additional recommendations regarding the following areas will be made once final discussions are held in December and January.

- **Corporate Sponsorships and Advertising:** The Marketing Sub-Committee has had an in-depth conversation regarding the increase of corporate naming rights/sponsorships and the continued use of full/partial bus wraps. Because the committee was divided on the bus wrap issue and could not come to a unanimously agreed-upon recommendation, the larger Ad-Hoc group should address the issue.
- **Analysis of Metro's Customer Service Approach:** At its January 2008 meeting, the Marketing Subcommittee will review Metro's customer service plan/activities and provide recommendations on ways to enhance the customer experience.
- **Re-branding Metro and its Image:** The Marketing Sub-Committee is exploring the opportunity for Metro to hire an outside marketing consult to re-develop the organization's brand, logo, and image in the community.