

Interim Report Survey Feedback = Marketing

10/21/2007

The number of responses are listed after each category and sub-category

Customer Service = 10 total responses

- Complaints are not followed-up = 1
- Bus Driver issues (wears ear buds, leaves bus and riders misbehave, don't listen to rider issues) = 2
- Expanded Customer service hours = 1
- Ride Guides are difficult to understand = 4
- Public hearings start too early (most people work until at least 5pm) = 1
- Bus angels – volunteer program to connect people interested in learning how to ride with veteran riders = 1

Partnerships = 5 total responses

- Co-market Metro within city and county = 3
 1. special bus for Overture events
 2. preferred entry at city/county events for those who arrive by transit
 3. have Metro info (web links, general info) on Overture and other city/county websites
 4. have Metro promote services at city/county-sponsored events (County Fair, Halloween Festival, Dane Dances, etc.)
 5. co-market Metro with Monona Terrace “green building” certification
- Partner with large businesses = 1
 1. expand bus pass contracts
 2. encourage employees to ride (i.e. make schedules available, inform employees of routes near the workplace)
- Partner with Sustain Dane and other environmental organizations = 1

Media/PR = 4 total responses

- Add service changes and other update info in radio and TV traffic reporting = 1
- More regular Metro updates = 1
- Publicize higher profile Madisonians riding the bus = 1
- Customer of the month – local celebrity = 1

Strategy = 4 total responses

- Target marketing efforts in core areas = 1
- Don't reduce service in core areas = 1
- Increase marketing budget = 1
- Modern management theory (rethink how ideas are developed within/without Metro) = 1

Advertising = 3 total responses

- Make sure Metro receives enough money from wraps to make them worthwhile = 1
- Poor visibility through windows of wrapped buses = 1
- More advertising on fare passes = 1

Promotion = 3 total responses

- Fun places to go on Metro booklet = 1
- Events at transfer points (art showings, group exercise, live music) = 2

Downtown Transit Center = 2 total responses

- Designated Metro site with general information and assistance