

#6

Partner with Businesses:

Maximizing opportunities to partner with businesses should be an ongoing focus for Madison Metro. A strong relationship with Madison's business community can provide Metro with key contacts, new marketing opportunities, and an avenue for Metro to reach out to thousands of potential new riders.

By promoting and supporting Madison Metro, businesses may also benefit in a variety of ways such as saving money on parking by encouraging their employees to use transit, enhancing the company's employee benefits package, marketing themselves as a sustainable businesses, and publicizing their community leadership.

Madison Metro and local businesses may partner in a number of ways to reach mutually beneficial goals. Examples of increased partnership opportunities include:

- Provide an area for bus stops – Businesses may offer space in front of their store/office building for a Metro bus stop.
- Increased Sales Outlets – Partner with high-traffic businesses who will sell passes to both employees and the public.
- Partner with realtors and apartment owners – Offer realtors and apartment owners an opportunity to buy bus passes at a discount to use as an incentive for buying/renting downtown homes.
- Angel System -
- Airport Service – Partner with the County and Airport to not only create better bus service to the airport, but also provide Metro information to out-of-town visitors.

#8

Unlimited Ride Pass Agreements:

In addition to increasing partnerships with businesses, Metro will also benefit from increased promotion of Unlimited Ride Pass Agreements. By entering into an Unlimited Ride Pass Agreement, the customer pays up front for a high volume of rides and distributes these rides through free passes for its constituents or employees. The customer receives a discount for purchasing rides up front.

Metro currently holds unlimited ride pass agreements with UW-Madison, City of Madison, St. Mary's Hospital, Epic Systems, Edgewood College, MATC, and..... Giving people the opportunity to ride for free can dramatically increase ridership. Further opportunities for increasing ridership through additional Unlimited Ride Pass Agreements could be explored in the following categories:

- State of Wisconsin and Dane County (for employees)

- Apartment/Owners and Associations
- Corporate Real Estate Proprietor
- Small Businesses
- Large Centers of Employment
- Hotels and other Hospitality Groups (Greater Madison Convention and Visitor's Bureau)

#10

Fare Card Options:

Limiting the barriers to purchasing fare cards and offering a broader selection of fare card options may assist in increasing ridership. A compilation of fare card enhancements derived from the Systems Improvements/Increase Ridership Committee and public feedback is listed below.

- 24-hour fare card machines – These fully automated machines could accept credit cards or cash and may be located downtown on the Square, at the transfer points, on busses, and in other accessible areas to the riders and the public.
- Online Purchasing – Customers may not only purchase passes online, but may also have the option to print them at home.
- Reusable Cards – Once a fare card is exhausted, customers may have the option of adding rides to it and reusing the same ticket.
- Increased Number of Rides Per Ticket – A current limiting factor may be that few options exist between purchasing an unlimited monthly pass and the 10-Ride Ticket. Increased Fare Card options such as 25 or 50 ride tickets or an unlimited annual pass should be researched.