

Madison Metro wants to raise fares. The problem is...

These **FARES** are **UNFAIR!**



Fares just went up two years ago and now Metro wants to raise them again.



Big employers get huge discounts on fares yet Metro isn't raising their fares like it is for other riders.



Options to increase revenue (and keep fare increases down) have not been fully explored.



We're talking about Metro's bus budget in a vacuum, outside of the time we talk about the city's budget.



Low-income riders are hit hardest.

The Transit and Parking Commission (TPC) will take public comment on this unfair fare proposal only through 10am July 27. Make your voice heard now. Right now!

Got your cell phone on you? Use it to call now!

TPC staff – 266-4761, gphillips@cityofmadison.com
Metro – 266-4904, cdebo@cityofmadison.com
Mayor Dave – 266-4611, mayor@cityofmadison.com

Contact TPC, Metro and the Mayor now!
Come to the TPC public hearing on July 26, 5:30 pm, Room 260
Madison Municipal Building, 215 Martin Luther King Blvd.

Tell them you think this fare increase is unfair.
Tell them we can do better.

Metro says we must either accept their increases or cut services. But there is another choice (see other side).

Tell the Mayor, Metro and the Transit and Parking Commission to give us some **fair** choices!

Metro's unfair fare proposal

Fare type	2003	2005	Proposed	Increase
Adult	\$ 1.50	\$ 1.50	\$ 1.75	17%
Disabled/Senior	\$ 0.75	\$ 0.75	\$ 0.85	13%
Youth	\$ 0.85	\$ 0.85	\$ 1.00	18%
Adult 10-ride card	\$ 9.00	\$ 11.00	\$ 13.00	44%
Youth 10-ride card	\$ 5.50	\$ 6.00	\$ 8.50	55%
Senior/Disabled 10-ride card	\$ 7.50	\$ 7.50	\$ 8.50	13%
Youth Semester	\$ 87.00	\$ 95.00	\$ 133.00	53%
One-Day Pass	\$ 3.00	\$ 3.00	\$ 3.40	13%
Summer Youth	\$ 20.00	\$ 20.00	\$ 30.00	50%
Day Tripper	\$ 25.00	\$ 25.00	\$ 42.00	68%
Two adults, four children		\$ 1.50	\$ 6.00	300%
31-Day Pass	\$ 38.50	\$ 39.00	\$ 47.00	22%
Paratransit Off-Peak	\$ 1.50	\$ 2.00	\$ 2.40	60%
Paratransit Peak	\$ 2.50	\$ 3.00	\$ 3.40	36%
Unlimited Ride Passes		\$ 0.83	\$ 0.88	7%

Metro says we must either accept their increases or cut services. But there is another choice!

Tell the Transit and Parking Commission you want it to:

- Reject Metro's unfair fare rate hike.
- Further explore revenue from advertisements, vending and booths at the transfer points.
- Protect taxpayers and Metro riders by reworking the great deal Metro currently gives the UW and other unlimited ride contractors – 82.5 cents per ride isn't fair when other fares are much higher.
- Take up Metro's budget when the rest of the city budget is debated.
- Consider a fairer, smaller fare increase if all other options fail.

TPC hearing: July 26, 5:30 pm
Room 260, Madison Municipal Building
215 Martin Luther King Blvd.

The TPC will take public comment on whether to increase your fares only through 10am July 27. Speak up now!

*Paid for by Progressive Dane, Mary Anglim, Treasurer
257-4985 * office@prodane.org * www.prodane.org*