

Madison Metro Transit
Year to Year Fixed Route Ridership and Revenue Comparison
April 2009 to March 2010 and April 2008 to March 2009

Fixed Route Passenger Revenue

2009-2010	April	May	June	July	August	September	October	November	December	January	February	March	Total
Cash fares	\$ 107,166	\$ 112,743	\$ 116,652	\$ 106,693	\$ 121,627	\$ 121,221	\$ 115,509	\$ 95,393	\$ 90,385	\$ 107,668	\$ 100,462	\$ 102,833	\$ 1,298,352
Day passes	\$ 6,782	\$ 6,804	\$ 7,703	\$ 7,524	\$ 8,437	\$ 7,283	\$ 7,229	\$ 6,350	\$ 7,388	\$ 6,803	\$ 6,522	\$ 6,050	\$ 84,874
10 ride passes/tickets	\$ 86,930	\$ 144,070	\$ 131,080	\$ 87,085	\$ 91,779	\$ 106,420	\$ 100,590	\$ 73,875	\$ 126,810	\$ 138,755	\$ 106,015	\$ 98,150	\$ 1,291,559
31 day passes	\$ 77,385	\$ 99,138	\$ 86,240	\$ 96,525	\$ 86,788	\$ 99,248	\$ 102,741	\$ 87,451	\$ 155,568	\$ 102,740	\$ 113,300	\$ 113,713	\$ 1,220,837
EZ Rider/Summer Youth passes	\$ 138,308	\$ 138,308	\$ 55,752	\$ 6,950	\$ 11,030	\$ 204,927	\$ 204,927	\$ 204,927	\$ 152,587	\$ 128,478	\$ 148,821	\$ 162,228	\$ 1,557,243
Total cash, ticket & pass revenue	\$ 416,571	\$ 501,063	\$ 397,427	\$ 304,777	\$ 319,661	\$ 539,099	\$ 530,996	\$ 467,996	\$ 532,738	\$ 484,444	\$ 475,120	\$ 482,973	\$ 5,452,865
UW ASM	\$ 243,128	\$ 156,700	\$ 138,255	\$ 145,255	\$ 136,327	\$ 240,253	\$ 288,394	\$ 247,007	\$ 208,374	\$ 202,962	\$ 288,960	\$ 270,208	\$ 2,565,822
UW Employees	\$ 126,209	\$ 106,676	\$ 109,396	\$ 111,927	\$ 104,155	\$ 111,299	\$ 130,162	\$ 117,016	\$ 116,691	\$ 131,380	\$ 141,041	\$ 144,131	\$ 1,450,082
MATC	\$ 45,805	\$ 24,326	\$ 12,856	\$ (33,062)	\$ 23,759	\$ 66,028	\$ 73,192	\$ 67,121	\$ 53,679	\$ 46,655	\$ 70,730	\$ 76,078	\$ 527,168
City of Madison	\$ 10,161	\$ 9,100	\$ 9,473	\$ 9,230	\$ 8,920	\$ 10,248	\$ 11,261	\$ 10,340	\$ 10,034	\$ 11,661	\$ 11,846	\$ 12,510	\$ 124,784
Edgewood	\$ 5,920	\$ 3,654	\$ 1,442	\$ 1,681	\$ 3,322	\$ 9,820	\$ 9,579	\$ 8,575	\$ 6,531	\$ 7,597	\$ 8,246	\$ 8,575	\$ 74,941
St. Mary's	\$ 3,220	\$ 3,076	\$ 3,249	\$ 4,104	\$ 4,199	\$ 4,434	\$ 4,520	\$ 4,500	\$ 4,271	\$ 3,196	\$ 4,137	\$ 3,870	\$ 46,775
Meriter	\$ 2,456	\$ 2,232	\$ 2,488	\$ 2,454	\$ 2,209	\$ 2,447	\$ 2,778	\$ 2,478	\$ 2,413	\$ 3,305	\$ 3,785	\$ 3,800	\$ 32,844
Commuter	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 911	\$ 2,368	\$ 3,026	\$ 6,304
Total unlimited ride pass revenue	\$ 436,899	\$ 305,765	\$ 277,159	\$ 241,589	\$ 282,890	\$ 444,528	\$ 519,886	\$ 457,037	\$ 401,993	\$ 407,666	\$ 531,111	\$ 522,196	\$ 4,828,720
Total passenger revenue	\$ 853,470	\$ 806,828	\$ 674,586	\$ 546,366	\$ 602,551	\$ 983,627	\$ 1,050,882	\$ 925,033	\$ 934,731	\$ 892,110	\$ 1,006,231	\$ 1,005,169	\$ 10,281,585
Cumulative YTD passenger revenue	\$ 853,470	\$ 1,660,297	\$ 2,334,883	\$ 2,881,250	\$ 3,483,801	\$ 4,467,428	\$ 5,518,310	\$ 6,443,343	\$ 7,378,074	\$ 8,270,184	\$ 9,276,416	\$ 10,281,585	

2008-2009	April	May	June	July	August	September	October	November	December	January	February	March	Total
Cash fares	\$ 109,924	\$ 101,569	\$ 119,458	\$ 110,980	\$ 115,147	\$ 121,390	\$ 115,458	\$ 102,916	\$ 96,019	\$ 105,360	\$ 102,084	\$ 102,882	\$ 1,303,187
Day passes	\$ 5,677	\$ 5,505	\$ 6,694	\$ 8,139	\$ 9,727	\$ 7,919	\$ 6,079	\$ 5,624	\$ 5,397	\$ 6,438	\$ 6,100	\$ 6,344	\$ 79,642
10 ride passes/quiktitx	\$ 121,847	\$ 137,074	\$ 105,447	\$ 82,446	\$ 73,075	\$ 112,289	\$ 102,201	\$ 82,952	\$ 106,350	\$ 105,459	\$ 117,722	\$ 135,395	\$ 1,282,256
31 day passes	\$ 84,060	\$ 83,143	\$ 88,313	\$ 92,496	\$ 77,619	\$ 88,760	\$ 93,483	\$ 89,418	\$ 83,051	\$ 88,149	\$ 84,906	\$ 121,032	\$ 1,074,429
EZ Rider/Summer Youth passes	\$ 110,108	\$ 110,108	\$ 35,570	\$ 7,570	\$ 7,570	\$ 173,061	\$ 175,024	\$ 173,276	\$ 30,781	\$ 103,569	\$ 138,308	\$ 138,308	\$ 1,203,253
Total cash, ticket & pass revenue	\$ 431,615	\$ 437,399	\$ 355,481	\$ 301,630	\$ 283,138	\$ 503,418	\$ 492,244	\$ 454,186	\$ 321,598	\$ 408,975	\$ 449,120	\$ 503,961	\$ 4,942,766
UW ASM	\$ 228,931	\$ 148,716	\$ 119,725	\$ 127,871	\$ 115,049	\$ 239,793	\$ 268,528	\$ 233,258	\$ 210,567	\$ 198,661	\$ 270,457	\$ 240,390	\$ 2,401,946
UW Employees	\$ 116,444	\$ 100,727	\$ 96,915	\$ 99,424	\$ 64,315	\$ 112,489	\$ 129,343	\$ 112,448	\$ 121,167	\$ 127,310	\$ 133,249	\$ 135,886	\$ 1,349,718
MATC	\$ 37,978	\$ 30,791	\$ 27,364	\$ (1,850)	\$ 31,428	\$ 52,731	\$ 57,798	\$ 45,680	\$ 39,236	\$ 38,571	\$ 42,829	\$ 42,883	\$ 445,440
City of Madison	\$ 9,113	\$ 8,601	\$ 8,434	\$ 9,006	\$ 7,994	\$ 9,418	\$ 10,389	\$ 8,590	\$ 8,968	\$ 8,571	\$ 8,790	\$ 9,275	\$ 107,149
Edgewood	\$ 5,693	\$ 3,550	\$ 1,686	\$ 1,932	\$ 2,999	\$ 7,191	\$ 6,967	\$ 5,715	\$ 4,813	\$ 5,077	\$ 6,442	\$ 5,598	\$ 57,663
St. Mary's	\$ 2,212	\$ 2,465	\$ 2,879	\$ 3,137	\$ 3,125	\$ 3,216	\$ 3,457	\$ 2,949	\$ 2,960	\$ 2,279	\$ 2,600	\$ 2,841	\$ 34,119
Meriter	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,053	\$ 2,537	\$ 2,512	\$ 2,589	\$ 9,692
Total unlimited ride pass revenue	\$ 400,371	\$ 294,849	\$ 257,003	\$ 239,520	\$ 224,911	\$ 424,839	\$ 476,482	\$ 408,640	\$ 389,763	\$ 383,006	\$ 466,879	\$ 439,463	\$ 4,405,727
Total passenger revenue	\$ 831,986	\$ 732,249	\$ 612,484	\$ 541,151	\$ 508,049	\$ 928,257	\$ 968,726	\$ 862,826	\$ 711,361	\$ 791,981	\$ 915,999	\$ 943,424	\$ 9,348,494
Cumulative YTD passenger revenue	\$ 831,986	\$ 1,564,235	\$ 2,176,719	\$ 2,717,870	\$ 3,225,919	\$ 4,154,176	\$ 5,122,902	\$ 5,985,729	\$ 6,697,090	\$ 7,489,071	\$ 8,405,070	\$ 9,348,494	

Madison Metro Transit
Year to Year Fixed Route Ridership and Revenue Comparison
April 2009 to March 2010 and April 2008 to March 2009

Fixed Route Rides

2009-2010	April	May	June	July	August	September	October	November	December	January	February	March	Total
Cash fares	66,614	69,360	70,962	70,385	62,248	72,210	65,423	57,600	54,440	66,441	59,320	64,109	779,112
Day passes	4,337	4,186	5,373	6,014	5,681	4,908	4,179	3,796	3,503	3,716	3,794	3,733	53,220
10 ride passes/tickets	77,580	75,374	69,041	59,196	54,476	74,718	75,002	66,519	64,461	77,047	75,437	77,543	846,394
31 day passes	121,882	120,241	121,664	125,734	118,001	125,511	130,900	119,193	109,803	126,169	129,516	144,359	1,492,973
EZ Rider/Summer Youth passes	164,492	188,129	92,950	22,922	16,784	190,938	214,543	198,027	148,745	192,573	188,628	215,939	1,834,670
Total cash, ticket & pass rides	434,905	457,290	359,990	284,251	257,190	468,285	490,047	445,135	380,952	465,946	456,695	505,683	5,006,369
UW ASM	255,387	164,601	145,226	152,579	143,201	252,367	302,935	259,461	218,880	213,195	303,529	283,832	2,695,193
UW Employees	132,572	112,055	114,912	117,570	109,407	116,911	136,725	122,916	122,575	138,004	148,152	151,398	1,523,197
MATC	48,114	25,552	13,504	15,101	24,957	60,025	66,538	61,019	48,799	42,414	64,300	69,162	539,485
City of Madison	9,237	8,273	8,612	8,391	8,109	9,316	10,237	9,400	9,122	10,140	10,301	10,878	112,016
Edgewood	6,218	3,838	1,515	1,766	3,489	8,927	8,708	7,795	5,937	6,906	7,496	7,795	70,390
St. Mary's	3,382	3,231	3,413	3,731	3,817	4,031	4,109	4,091	3,883	2,779	3,597	3,365	43,429
Meriter	2,580	2,345	2,613	2,578	2,320	2,570	2,918	2,603	2,474	2,874	3,291	3,304	32,470
Commuter										792	2,059	2,631	5,482
Total unlimited ride pass rides	457,490	319,895	289,795	301,716	295,300	454,147	532,170	467,285	411,670	417,104	542,725	532,365	5,021,662
UW routes 80-85	352,032	163,765	69,324	64,666	76,092	304,303	333,094	274,342	205,970	159,861	305,376	263,277	2,572,102
Total revenue rides	1,244,427	940,950	719,109	650,633	628,582	1,226,735	1,355,311	1,186,762	998,592	1,042,911	1,304,796	1,301,325	12,600,133
Transfers	72,601	73,468	84,698	91,290	77,779	76,336	69,962	63,274	58,126	66,399	61,933	68,110	863,976
Non-revenue rides	13,222	15,223	14,859	15,913	14,825	17,945	15,352	14,026	16,088	16,013	13,011	16,114	182,591
Total rides	1,330,250	1,029,641	818,666	757,836	721,186	1,321,016	1,440,625	1,264,062	1,072,806	1,125,323	1,379,740	1,385,549	13,646,700
Cumulative YTD total rides	1,330,250	2,359,891	3,178,557	3,936,393	4,657,579	5,978,595	7,419,220	8,683,282	9,756,088	10,881,411	12,261,151	13,646,700	

2008-2009	April	May	June	July	August	September	October	November	December	January	February	March	Total
Cash fares	90,854	92,874	91,823	89,639	84,458	100,841	94,869	78,329	77,745	82,794	82,126	83,672	1,050,024
Day passes	4,913	5,481	6,035	7,242	9,129	7,669	6,459	4,987	4,933	5,886	5,474	5,472	73,680
10 ride passes/tickets	96,252	87,857	74,466	68,685	62,796	89,371	91,849	76,384	77,308	83,888	86,301	89,428	984,585
31 day passes	111,336	109,679	108,837	113,682	111,686	121,069	128,843	109,157	104,556	107,962	114,284	124,771	1,365,862
EZ Rider/Summer Youth passes	189,786	179,152	77,724	23,901	16,553	180,201	220,926	174,686	137,948	161,045	182,470	207,680	1,752,072
Total cash, ticket & pass rides	493,141	475,043	358,885	303,149	284,622	499,151	542,946	443,543	402,490	441,575	470,655	511,023	5,226,223
UW ASM	257,636	167,634	135,449	144,553	130,433	249,753	279,775	242,550	219,875	208,677	284,094	252,511	2,572,940
UW Employees	131,795	113,995	109,779	112,534	104,998	117,639	135,199	117,451	126,762	133,729	139,967	142,737	1,486,585
MATC	43,109	34,942	31,077	31,091	35,697	55,334	60,581	47,868	41,160	40,516	44,988	45,045	511,408
City of Madison	9,572	9,035	8,859	9,460	8,397	9,893	10,913	9,023	9,420	9,003	9,233	9,743	112,551
Edgewood	6,457	4,027	1,910	2,191	3,403	7,536	7,266	5,956	5,037	5,333	6,767	5,880	61,763
St. Mary's	2,324	2,589	3,024	3,295	3,283	3,378	3,631	3,098	3,109	2,394	2,731	2,984	35,840
Meriter									2,157	2,665	2,639	2,720	10,181
Total unlimited ride pass rides	450,893	332,222	290,098	303,124	286,211	443,533	497,365	425,946	407,520	402,317	490,419	461,620	4,791,268
UW routes 80-85	260,857	132,235	64,505	73,127	74,640	247,385	308,702	297,797	230,103	178,073	326,729	280,955	2,475,108
Total revenue rides	1,204,891	939,500	713,488	679,400	645,473	1,190,069	1,349,013	1,167,286	1,040,113	1,021,965	1,287,803	1,253,598	12,492,599
Transfers	85,656	87,113	95,515	103,080	92,147	90,865	89,358	71,571	70,663	75,060	74,189	79,418	1,014,635
Non-revenue rides	14,491	16,698	17,137	18,926	18,702	16,208	16,709	12,724	15,477	13,877	12,909	13,519	187,377
Total rides	1,305,038	1,043,311	826,140	801,406	756,322	1,297,142	1,455,080	1,251,581	1,126,253	1,110,902	1,374,901	1,346,535	13,694,611
Cumulative YTD total rides	1,305,038	2,348,349	3,174,489	3,975,895	4,732,217	6,029,359	7,484,439	8,736,020	9,862,273	10,973,175	12,348,076	13,694,611	

Madison Metro Transit
Year to Year Fixed Route Ridership and Revenue Comparison
April 2009 to March 2010 and April 2008 to March 2009

Fixed Route Passenger Revenue % Change

	April	May	June	July	August	September	October	November	December	January	February	March	Total
Cash fares	-2.5%	11.0%	-2.3%	-3.9%	5.6%	-0.1%	0.0%	-7.3%	-5.9%	2.2%	-1.6%	0.0%	-0.4%
Day passes	19.5%	23.6%	15.1%	-7.6%	-13.3%	-8.0%	18.9%	12.9%	36.9%	5.7%	6.9%	-4.6%	6.6%
10 ride passes/tickets	-28.7%	5.1%	24.3%	5.6%	25.6%	-5.2%	-1.6%	-10.9%	19.2%	31.6%	-9.9%	-27.5%	0.7%
31 day passes	-7.9%	19.2%	-2.3%	4.4%	11.8%	11.8%	9.9%	-2.2%	87.3%	16.6%	33.4%	-6.0%	13.6%
EZ Rider/Summer Youth passes	25.6%	25.6%	56.7%	-8.2%	45.7%	18.4%	17.1%	18.3%	395.7%	24.1%	7.6%	17.3%	29.4%
Total cash, ticket & pass revenue	-3.5%	14.6%	11.8%	1.0%	12.9%	7.1%	7.9%	3.0%	65.7%	18.5%	5.8%	-4.2%	10.3%
UW ASM	6.2%	5.4%	15.5%	13.6%	18.5%	0.2%	7.4%	5.9%	-1.0%	2.2%	6.8%	12.4%	6.8%
UW Employees	8.4%	5.9%	12.9%	12.6%	61.9%	-1.1%	0.6%	4.1%	-3.7%	3.2%	5.8%	6.1%	7.4%
MATC	20.6%	-21.0%	-53.0%	1687.1%	-24.4%	25.2%	26.6%	46.9%	36.8%	21.0%	65.1%	77.4%	18.3%
City of Madison	11.5%	5.8%	12.3%	2.5%	11.6%	8.8%	8.4%	20.4%	11.9%	36.1%	34.8%	34.9%	16.5%
Edgewood	4.0%	2.9%	-14.5%	-13.0%	10.8%	36.6%	37.5%	50.0%	35.7%	49.6%	28.0%	53.2%	30.0%
St. Mary's	45.5%	24.8%	12.9%	30.8%	34.3%	37.9%	30.8%	52.6%	44.3%	40.2%	59.1%	36.2%	37.1%
Meriter									17.5%	30.3%	50.6%	46.7%	238.9%
Total unlimited ride pass revenue	9.1%	3.7%	7.8%	0.9%	25.8%	4.6%	9.1%	11.8%	3.1%	6.4%	13.8%	18.8%	9.6%
Total passenger revenue	2.6%	10.2%	10.1%	1.0%	18.6%	6.0%	8.5%	7.2%	31.4%	12.6%	9.9%	6.5%	10.0%
Cumulative YTD passenger revenue	2.6%	6.1%	7.3%	6.0%	8.0%	7.5%	7.7%	7.6%	10.2%	10.4%	10.4%	10.0%	

Fixed Route Rides % Change

	April	May	June	July	August	September	October	November	December	January	February	March	Total
Cash fares	-26.7%	-25.3%	-22.7%	-21.5%	-26.3%	-28.4%	-31.0%	-26.5%	-30.0%	-19.8%	-27.8%	-23.4%	-25.8%
Day passes	-11.7%	-23.6%	-11.0%	-17.0%	-37.8%	-36.0%	-35.3%	-23.9%	-29.0%	-36.9%	-30.7%	-31.8%	-27.8%
10 ride passes/tickets	-19.4%	-14.2%	-7.3%	-13.8%	-13.2%	-16.4%	-18.3%	-12.9%	-16.6%	-8.2%	-12.6%	-13.3%	-14.0%
31 day passes	9.5%	9.6%	11.8%	10.6%	5.7%	3.7%	1.6%	9.2%	5.0%	16.9%	13.3%	15.7%	9.3%
EZ Rider/Summer Youth passes	-13.3%	5.0%	19.6%	-4.1%	1.4%	6.0%	-2.9%	13.4%	7.8%	19.6%	3.4%	4.0%	4.7%
Total cash, ticket & pass rides	-11.8%	-3.7%	0.3%	-6.2%	-9.6%	-6.2%	-9.7%	0.4%	-5.4%	5.5%	-3.0%	-1.0%	-4.2%
UW ASM	-0.9%	-1.8%	7.2%	5.6%	9.8%	1.0%	8.3%	7.0%	-0.5%	2.2%	6.8%	12.4%	4.8%
UW Employees	0.6%	-1.7%	4.7%	4.5%	4.2%	-0.6%	1.1%	4.7%	-3.3%	3.2%	5.8%	6.1%	2.5%
MATC	11.6%	-26.9%	-56.5%	-51.4%	-30.1%	8.5%	9.8%	27.5%	18.6%	4.7%	42.9%	53.5%	5.5%
City of Madison	-3.5%	-8.4%	-2.8%	-11.3%	-3.4%	-5.8%	-6.2%	4.2%	-3.2%	12.6%	11.6%	11.6%	-0.5%
Edgewood	-3.7%	-4.7%	-20.7%	-19.4%	2.5%	18.5%	19.8%	30.9%	17.9%	29.5%	10.8%	32.6%	14.0%
St. Mary's	45.5%	24.8%	12.9%	13.2%	16.3%	19.3%	13.2%	32.1%	24.9%	16.1%	31.7%	12.8%	21.2%
Meriter									14.7%	7.8%	24.7%	21.5%	218.9%
Total unlimited ride pass rides	1.5%	-3.7%	-0.1%	-0.5%	3.2%	2.4%	7.0%	9.7%	1.0%	3.7%	10.7%	15.3%	4.8%
UW routes 80-85	35.0%	23.8%	7.5%	-11.6%	1.9%	23.0%	7.9%	-7.9%	-10.5%	-10.2%	-6.5%	-6.3%	3.9%
Total revenue rides	3.3%	0.2%	0.8%	-4.2%	-2.6%	3.1%	0.5%	1.7%	-4.0%	2.0%	1.3%	3.8%	0.9%
Transfers	-15.2%	-15.7%	-11.3%	-11.4%	-15.6%	-16.0%	-21.7%	-11.6%	-17.7%	-11.5%	-16.5%	-14.2%	-14.8%
Non-revenue rides	-8.8%	-8.8%	-13.3%	-15.9%	-20.7%	10.7%	-8.1%	10.2%	3.9%	15.4%	0.8%	19.2%	-2.6%
Total rides	1.9%	-1.3%	-0.9%	-5.4%	-4.6%	1.8%	-1.0%	1.0%	-4.7%	1.3%	0.4%	2.9%	-0.3%
Cumulative YTD total rides	1.9%	0.5%	0.1%	-1.0%	-1.6%	-0.8%	-0.9%	-0.6%	-1.1%	-0.8%	-0.7%	-0.3%	