

**ROUTE PRODUCTIVITY COMPARISON--YEAR TO DATE--March 2014 vs. March 2013**  
 (Routes sorted in order of 2014 passengers per revenue hour productivity)

ROUTE	RIDERSHIP, 2014 vs. 2013 Year to Date			Productivity, Trips per Revenue Hour			Routes < 60% of system avg.	ROUTE KEY
	2013	2014	% change	2013	2014	% Change		
80 UW CAMPUS (service revised August 26, 2012)	599,351	694,545	15.9%	109.36	125.78	15.0%		<b>Core Routes</b> operate every day from early a.m. to late p.m.: <b>2, 3, 4, 5, 6, 7, 13</b>
28 NTP-WTP COMMUTER (revised August 25, 2013)	122,425	118,060	-3.6%	75.61	68.77	-9.0%		
E, L, M, W SUPPLEMENTARY SCHOOL SERVICE	329,698	347,798	5.5%	69.71	67.92	-2.6%		(3 operates weekdays only; 7 operates weekends & holidays only).
84 EAGLE HEIGHTS EXPRESS (began operating August 25, 2008)	15,819	8,530	-46.1%	112.43	60.63	-46.1%		<b>Commuter Routes</b> operate on weekdays during peak hours: <b>11, 12, 14, 15, 25, 27, 28, 29, 37, 38, 44, 47, 48, 55, 56, 57</b> <b>58, 71, 72, 74, 75</b>
2 WTP-NTP (revised August 25, 2013)	390,161	415,843	6.6%	58.14	54.53	-6.2%		
10 SCHENK/ATWOOD - UW CAMPUS (began August 24, 2009 & revised August 25, 2013)	32,085	212,550	562.5%	32.59	48.93	50.1%		<b>Peripheral Routes</b> operate from transfer points to outlying areas: <b>20, 21, 22, 26, 30, 31, 32, 33, 35, 36, 40, 50, 51, 52, 73, 78</b>
38 PFLAUM RD-SHEBOYGAN AVE COMMUTER (revised Oct. '08, Aug '09, & Aug 25, 2013)	105,997	107,972	1.9%	49.28	47.17	-4.3%		
44 STP-UW CAMPUS & FITCHBURG COMMUTER RTES	29,497	30,147	2.2%	44.17	46.53	5.3%		<b>Connector Routes</b> connect transfer points throughout the day: <b>16, 17, 18.</b>
4 NTP-STP	210,207	214,506	2.0%	45.10	46.50	3.1%		
50 WTP-SCHROEDER-RAYMOND LOOP	49,057	49,543	1.0%	46.98	46.45	-1.1%		<b>Circulator Routes</b> <b>1, 9, 10, 34</b>
71 MIDDLETON-CAPITOL SQUARE VIA MARSHALL PARK COMMUTER (revised Aug 25, 2013)	26,256	22,082	-15.9%	55.00	43.81	-20.3%		
67 WTP-WEST TOWNE	78,146	72,289	-7.5%	48.34	43.35	-10.3%		<b>Other routes:</b> <b>8</b> operates between the Capitol Square and Spring Harbor, weekends only. <b>19</b> operates like a core route between the Capitol Square and Allied Drive on weekdays. <b>39</b> operates as a commuter route during peak hours; operates like a circulator route midday. <b>59</b> operates weekends & holidays between the WTP and Fitchburg. <b>67</b> connects with route 6 at the West Transfer Point; operates to/from West Towne Mall. <b>63</b> and <b>68</b> operate between the WTP and Prairie Town Center. <b>70</b> operates like a core route between the Capitol Square & Middleton on weekdays.
3 WTP-ETP	179,539	177,887	-0.9%	42.31	41.97	-0.8%		
40 STP - ARBOR HILLS LOOP (revised August 25, 2013)	44,249	51,650	16.7%	36.07	41.60	15.3%		<b>UW Campus Circulators</b> <b>80, 81, 82, 84</b>
81-82 UW LATE NITE CIRCULATORS	34,505	36,213	5.0%	38.72	40.00	3.3%		
72 MIDDLETON-CAPITOL SQUARE VIA BRANCH COMMUTER (revised August 25, 2013)	41,792	37,059	-11.3%	43.97	39.32	-10.6%		<b>School Day Supplemental Routes</b> <b>E, L, M, W</b>
6 EAST TOWNE-WTP	325,903	324,307	-0.5%	39.14	39.09	-0.1%		
22 MENDOTA LOOP	63,427	59,299	-6.5%	38.37	38.32	-0.1%		Average weekday ridership March 2013: 59,526 Average weekday ridership March 2014: 62,504
5 ETP-STP	131,592	130,247	-1.0%	37.29	37.38	0.2%		
11 WTP-DUTCH MILL-CAP SQUARE	29,427	26,440	-10.2%	40.15	37.34	-7.0%		2013 MMSD spring break: March 25 - April 1 2014 MMSD spring break: April 14-21
1 CAP SQUARE - UW	8,672	8,985	3.6%	35.86	37.16	3.6%		
27 NTP - UW CAMPUS COMMUTER	15,971	16,498	3.3%	34.90	36.11	3.4%		
51 WTP-MUIR FIELD LOOP	22,559	24,558	8.9%	34.67	34.52	-0.4%		
58 GREENTREE COMMUTER	23,425	24,651	5.2%	31.75	34.13	7.5%		
75 VERONA-CAPITOL SQUARE COMMUTER (began Mar 26, 2012; revised Mar 11 & Dec 2, 2013)	11,033	17,810	61.4%	31.84	34.02	6.9%		
17 ETP-NTP	32,733	32,842	0.3%	35.43	33.63	-5.1%		
7 WTP-ETP (Weekends & Holidays Only)	44,415	47,475	6.9%	30.41	32.51	6.9%		
57 PILGRIM-REETZ COMMUTER & MUIR FIELD COMMUTER	34,322	29,126	-15.1%	38.44	31.85	-17.2%		
21 LAKEVIEW LOOP	43,994	45,129	2.6%	28.79	31.67	10.0%		
18 STP-WTP (revised August 25, 2013)	114,059	101,343	-11.1%	35.66	31.49	-11.7%		
30 ETP-EAST TOWNE	69,241	62,132	-10.3%	34.63	31.20	-9.9%		
8 CAP SQUARE-SPRING HARBOR (Weekends & Holidays Only)	11,205	12,952	15.6%	26.55	30.69	15.6%		
47 ARBOR HILLS COMMUTER	22,325	22,505	0.8%	27.87	30.17	8.3%		
14 RICHMOND HILL-WEXFORD RIDGE/JUNCTION RIDGE (revised August 25, 2013)	118,142	84,664	-28.3%	34.91	28.64	-17.9%		
19 RED ARROW TR-CAP SQUARE	51,348	51,954	1.2%	28.32	28.43	0.4%		
16 STP - ETP	106,484	85,971	-19.3%	35.02	27.70	-20.9%		
15 RICHMOND HILL-WEXFORD RIDGE/JUNCTION RIDGE (revised August 25, 2013)	148,240	110,326	-25.6%	37.45	26.70	-28.7%		
63 WTP-PRAIRIE TWN CTR (Weekends & Holidays only)	11,144	9,196	-17.5%	30.09	24.83	-17.5%	x	
56 PILGRIM-REETZ COMMUTER & MUIR FIELD COMMUTER	36,194	27,791	-23.2%	32.76	24.43	-25.4%	x	
12 WTP-DUTCH MILL-CAP SQUARE	15,549	14,067	-9.5%	27.47	24.27	-11.7%	x	
55 VERONA - WTP COMMUTER (revised Mar 11, 2013)	10,983	9,987	-9.1%	33.23	24.20	-27.2%	x	
70 MIDDLETON-CAPITOL SQUARE	46,874	39,713	-15.3%	28.65	23.84	-16.8%	x	
13 STP-CAP SQUARE	41,041	41,930	2.2%	21.39	21.87	2.3%	x	
33 SPRECHER/THOMPSON - ETP (revised August 25, 2013)	1,134	13,857	1122.0%	7.65	21.43	180.0%	x	
29 SHERMAN COMMUTER ("School day" trip discontinued October 4, 2008)	5,865	5,703	-2.8%	29.94	20.22	-32.5%	x	
37 PFLAUM RD-SHEBOYGAN AVE COMMUTER (revised Oct. '08 & Aug '09)	25,533	20,503	-19.7%	21.63	20.04	-7.4%	x	
32 ACEWOOD-THOMPSON LOOP	11,379	10,961	-3.7%	21.67	19.42	-10.4%	x	
73 WTP-OLD SAUK TRAILS	34,963	31,328	-10.4%	19.61	18.61	-5.1%	x	
74 MIDDLETON LOOP	7,878	8,389	6.5%	17.22	18.59	7.9%	x	
52 WTP-FITCHBURG	9,239	12,036	30.3%	13.41	18.45	37.6%	x	
34 ETP-MATC (peak service on 34 began Aug 24, 2009 & revised Aug 25, 2013)	8,489	5,568	-34.4%	18.76	18.14	-3.3%	x	
25 AMERICAN CENTER COMMUTER (revised August 25, 2013)	2,913	2,371	-18.6%	16.15	17.23	6.7%	x	
35 RICHMOND HILLS/ACEWOOD - ETP (began August 25, 2013)	-	10,537	NA	NA	17.05	NA	x	
20 NTP-EAST TOWNE	42,862	41,465	-3.3%	16.18	14.89	-8.0%	x	
48 STP-UW CAMPUS & FITCHBURG COMMUTER RTES	3,598	3,846	6.9%	13.07	14.00	7.1%	x	
39 ETP - DAIRY DRIVE (revised August 25, 2013)	7,177	4,486	-37.5%	13.95	12.47	-10.6%	x	
36 CITY VIEW LOOP (Began Oct. 5, 2008; formerly part of Route 6)	8,864	8,796	-0.8%	12.26	12.36	0.8%	x	
78 MIDDLETON-WTP (Began Oct. 5, 2008; Saturdays only)	2,880	2,755	-4.3%	12.41	11.88	-4.3%	x	
31 MARSH RD - ETP (began August 25, 2013)	-	5,789	NA	NA	8.56	NA	x	
59 FITCHBURG - WTP (weekend & holiday route, began August 23, 2009)	2,600	3,402	30.8%	6.17	8.07	30.8%	x	
26 AMERICAN CENTER LOOP (Began Oct. 5, 2008)	864	964	11.6%	6.31	7.00	11.1%	x	
68 WTP-PRAIRIE TWN CTR (Weekends & Holidays only)	2,506	2,497	-0.4%	5.83	5.81	-0.4%	x	
9 ETP - UW CAMPUS (ended operating on August 24, 2013)	72,850	-	-100.0%	57.74	NA	NA		
UNKNOWN ROUTE & ROAD BUS *	5	3	NA	NA	NA	NA		
<b>SYSTEM TOTAL</b>	<b>4,130,685</b>	<b>4,253,828</b>	<b>3.0%</b>	<b>43.08</b>	<b>42.15</b>	<b>-2.2%</b>	<b>25.29</b>	
<b>TOTAL WITHOUT CAMPUS CIRCULATORS (Routes 80-84)</b>	<b>3,481,010</b>	<b>3,514,540</b>	<b>1.0%</b>	<b>38.95</b>	<b>37.25</b>	<b>-4.4%</b>	<b>22.35</b>	

\* Unknown Route refers to ridership data that isn't assigned to a route by the farebox (generally seen when farebox goes into "fallback mode"). Road buses are put into service to do portions of routes because of vehicle breakdowns, late regular buses, or overloads.