Madison Metro Transit
Year to Year Fixed Route Ridership and Revenue Comparison
Through March 31, 2010 and 2009

Fixed Route Passenger Revenue

2010	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	$ 107,668	$ 100,462	$ 102,833										$ 310,963
Day passes	$ 6,803	$ 6,522	$ 6,050										$ 19,374
10 ride passes/tickets	$ 138,755	$ 106,015	$ 98,150										$ 342,920
31 day passes	$ 102,740	$ 113,300	$ 113,713										$ 329,753
EZ Rider/Summer Youth passes	$ 128,478	$ 148,821	$ 162,228										$ 439,527
Total cash, ticket & pass revenue	**$ 484,444**	**$ 475,120**	**$ 482,973**										**$ 1,442,537**
UW ASM	$ 202,962	$ 288,960	$ 270,208										$ 762,129
UW Employees	$ 131,380	$ 141,041	$ 144,131										$ 416,551
MATC	$ 46,655	$ 70,730	$ 76,078										$ 193,464
City of Madison	$ 11,661	$ 11,846	$ 12,510										$ 36,017
Edgewood	$ 7,597	$ 8,246	$ 8,575										$ 24,417
St. Mary's	$ 3,196	$ 4,137	$ 3,870										$ 11,202
Meriter	$ 3,305	$ 3,785	$ 3,800										$ 10,889
Commuter	$ 911	$ 2,368	$ 3,026										$ -
Total unlimited ride pass revenue	**$ 407,666**	**$ 531,111**	**$ 522,196**										**$ 1,454,669**
Total passenger revenue	**$ 892,110**	**$ 1,006,231**	**$ 1,005,169**										**$ 2,897,206**
Cumulative YTD passenger revenue	**$ 892,110**	**$ 1,898,341**	**$ 2,903,511**										

2009	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	$ 105,360	$ 102,084	$ 102,882										$ 310,326
Day passes	$ 6,438	$ 6,100	$ 6,344										$ 18,882
10 ride passes/quiktix	$ 105,459	$ 117,722	$ 135,395										$ 358,576
31 day passes	$ 88,149	$ 84,906	$ 121,032										$ 294,087
EZ Rider/Summer Youth passes	$ 103,569	$ 138,308	$ 138,308										$ 380,185
Total cash, ticket & pass revenue	**$ 408,975**	**$ 449,120**	**$ 503,961**										**$ 1,362,056**
UW ASM	$ 198,661	$ 270,457	$ 240,390										$ 709,508
UW Employees	$ 127,310	$ 133,249	$ 135,886										$ 396,445
MATC	$ 38,571	$ 42,829	$ 42,883										$ 124,283
City of Madison	$ 8,571	$ 8,790	$ 9,275										$ 26,636
Edgewood	$ 5,077	$ 6,442	$ 5,598										$ 17,117
St. Mary's	$ 2,279	$ 2,600	$ 2,841										$ 7,720
Meriter	$ 2,537	$ 2,512	$ 2,589										$ 7,639
Total unlimited ride pass revenue	**$ 383,006**	**$ 466,879**	**$ 439,463**										**$ 1,289,348**
Total passenger revenue	**$ 791,981**	**$ 915,999**	**$ 943,424**										**$ 2,651,404**
Cumulative YTD passenger revenue	**$ 791,981**	**$ 1,707,980**	**$ 2,651,404**										

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Fixed Route Rides

2010	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	66,441	59,320	64,109										189,870
Day passes	3,716	3,794	3,733										11,243
10 ride passes/tickets	77,047	75,437	77,543										230,027
31 day passes	126,169	129,516	144,359										400,044
EZ Rider/Summer Youth passes	192,573	188,628	215,939										597,140
Total cash, ticket & pass rides	**465,946**	**456,695**	**505,683**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**1,428,324**
UW ASM	213,195	303,529	283,832										800,556
UW Employees	138,004	148,152	151,398										437,554
MATC	42,414	64,300	69,162										175,876
City of Madison	10,140	10,301	10,878										31,319
Edgewood	6,906	7,496	7,795										22,197
St. Mary's	2,779	3,597	3,365										9,741
Meriter	2,874	3,291	3,304										9,469
Commuter	792	2,059	2,631										5,482
Total unlimited ride pass rides	**417,104**	**542,725**	**532,365**										**1,492,194**
UW routes 80-85	159,861	305,376	263,277										728,514
Total revenue rides	**1,042,911**	**1,304,796**	**1,301,325**										**3,649,032**
Transfers	66,399	61,933	68,110										196,442
Non-revenue rides	16,013	13,011	16,114										45,138
Total rides	**1,125,323**	**1,379,740**	**1,385,549**										**3,890,612**
Cumulative YTD total rides	**1,125,323**	**2,505,063**	**3,890,612**										

2009	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	82,794	82,126	83,672										248,592
Day passes	5,886	5,474	5,472										16,832
10 ride passes/tickets	83,888	86,301	89,428										259,617
31 day passes	107,962	114,284	124,771										347,017
EZ Rider/Summer Youth passes	161,045	182,470	207,680										551,195
Total cash, ticket & pass rides	**441,575**	**470,655**	**511,023**										**1,423,253**
UW ASM	208,677	284,094	252,511										745,282
UW Employees	133,729	139,967	142,737										416,433
MATC	40,516	44,988	45,045										130,549
City of Madison	9,003	9,233	9,743										27,979
Edgewood	5,333	6,767	5,880										17,980
St. Mary's	2,394	2,731	2,984										8,109
Meriter	2,665	2,639	2,720										8,024
Total unlimited ride pass rides	**402,317**	**490,419**	**461,620**										**1,354,356**
UW routes 80-85	178,073	326,729	280,955										785,757
Total revenue rides	**1,021,965**	**1,287,803**	**1,253,598**										**3,563,366**
Transfers	75,060	74,189	79,418										228,667
Non-revenue rides	13,877	12,909	13,519										40,305
Total rides	**1,110,902**	**1,374,901**	**1,346,535**										**3,832,338**
Cumulative YTD total rides	**1,110,902**	**2,485,803**	**3,832,338**										

Madison Metro Transit
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Fixed Route Passenger Revenue % Change

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	2.2%	-1.6%	0.0%										0.2%
Day passes	5.7%	6.9%	-4.6%										2.6%
10 ride passes/tickets	31.6%	-9.9%	-27.5%										-4.4%
31 day passes	16.6%	33.4%	-6.0%										12.1%
EZ Rider/Summer Youth passes	24.1%	7.6%	17.3%										15.6%
Total cash, ticket & pass revenue	**18.5%**	**5.8%**	**-4.2%**										**5.9%**
UW ASM	2.2%	6.8%	12.4%										7.4%
UW Employees	3.2%	5.8%	6.1%										5.1%
MATC	21.0%	65.1%	77.4%										55.7%
City of Madison	36.1%	34.8%	34.9%										35.2%
Edgewood	49.6%	28.0%	53.2%										42.6%
St. Mary's	40.2%	59.1%	36.2%										45.1%
Meriter	30.3%	50.6%	46.7%										42.6%
Total unlimited ride pass revenue	**6.4%**	**13.8%**	**18.8%**										**12.8%**
Total passenger revenue	**12.6%**	**9.9%**	**6.5%**										**9.3%**
Cumulative YTD passenger revenue	**12.6%**	**11.1%**	**9.5%**										

Fixed Route Rides % Change

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	-19.8%	-27.8%	-23.4%										-23.6%
Day passes	-36.9%	-30.7%	-31.8%										-33.2%
10 ride passes/tickets	-8.2%	-12.6%	-13.3%										-11.4%
31 day passes	16.9%	13.3%	15.7%										15.3%
EZ Rider/Summer Youth passes	19.6%	3.4%	4.0%										8.3%
Total cash, ticket & pass rides	**5.5%**	**-3.0%**	**-1.0%**										**0.4%**
UW ASM	2.2%	6.8%	12.4%										7.4%
UW Employees	3.2%	5.8%	6.1%										5.1%
MATC	4.7%	42.9%	53.5%										34.7%
City of Madison	12.6%	11.6%	11.6%										11.9%
Edgewood	29.5%	10.8%	32.6%										23.5%
St. Mary's	16.1%	31.7%	12.8%										20.1%
Meriter	7.8%	24.7%	21.5%										18.0%
Total unlimited ride pass rides	**3.7%**	**10.7%**	**15.3%**										**10.2%**
UW routes 80-85	-10.2%	-6.5%	-6.3%										-7.3%
Total revenue rides	**2.0%**	**1.3%**	**3.8%**										**2.4%**
Transfers	-11.5%	-16.5%	-14.2%										-14.1%
Non-revenue rides	15.4%	0.8%	19.2%										12.0%
Total rides	**1.3%**	**0.4%**	**2.9%**										**1.5%**
Cumulative YTD total rides	**1.3%**	**0.8%**	**1.5%**										