

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

Fixed Route Passenger Revenue

2010	January	February	March	April	May	June	July	August	Total
Cash fares	\$ 107,668	\$ 100,462	\$ 102,833	\$ 92,170	\$ 104,315	\$ 108,660	\$ 94,258	\$ 124,803	\$ 835,169
Day passes	\$ 6,803	\$ 6,522	\$ 6,050	\$ 5,582	\$ 7,172	\$ 7,890	\$ 8,600	\$ 8,870	\$ 57,486
10 ride passes/tickets	\$ 138,755	\$ 106,015	\$ 98,150	\$ 99,830	\$ 103,585	\$ 106,695	\$ 118,815	\$ 73,765	\$ 845,610
31 day passes	\$ 102,740	\$ 113,300	\$ 113,713	\$ 115,501	\$ 114,675	\$ 96,635	\$ 97,928	\$ 98,258	\$ 852,748
EZ Rider/Summer Youth passes	\$ 107,786	\$ 156,501	\$ 156,501	\$ 156,501	\$ 156,501	\$ 55,075	\$ 8,340	\$ 8,340	\$ 805,547
Total cash, ticket & pass revenue	\$ 463,752	\$ 482,801	\$ 477,246	\$ 469,583	\$ 486,248	\$ 374,955	\$ 327,940	\$ 314,035	\$ 3,396,560
UW ASM	\$ 202,962	\$ 288,960	\$ 270,208	\$ 239,974	\$ 169,240	\$ 148,529	\$ 149,624	\$ 149,831	\$ 1,619,328
UW Employees	\$ 131,380	\$ 141,041	\$ 144,131	\$ 125,765	\$ 112,549	\$ 115,941	\$ 111,546	\$ 115,915	\$ 998,267
MATC	\$ 46,655	\$ 70,730	\$ 76,078	\$ 71,084	\$ 38,410	\$ 20,888	\$ 24,138	\$ 34,286	\$ 382,270
City of Madison	\$ 11,661	\$ 11,846	\$ 12,510	\$ 11,547	\$ 10,767	\$ 10,823	\$ 10,271	\$ 10,928	\$ 90,353
Edgewood	\$ 7,597	\$ 8,246	\$ 8,575	\$ 7,687	\$ 3,970	\$ 2,584	\$ 2,537	\$ 4,507	\$ 45,701
St. Mary's	\$ 3,196	\$ 3,390	\$ 3,870	\$ 3,843	\$ 3,537	\$ 3,715	\$ 3,966	\$ 4,016	\$ 29,533
Meriter	\$ 3,305	\$ 3,785	\$ 3,800	\$ 3,499	\$ 2,637	\$ 2,801	\$ 2,795	\$ 3,058	\$ 25,680
Commuter	\$ 911	\$ 2,368	\$ 3,026	\$ 2,922	\$ 2,867	\$ 2,985	\$ 3,074	\$ 3,671	\$ 21,824
Total unlimited ride pass revenue	\$ 407,666	\$ 530,365	\$ 522,196	\$ 466,322	\$ 343,978	\$ 308,266	\$ 307,950	\$ 326,212	\$ 3,212,955
Total passenger revenue	\$ 871,418	\$ 1,013,165	\$ 999,443	\$ 935,905	\$ 830,226	\$ 683,221	\$ 635,890	\$ 640,247	\$ 6,609,516
Cumulative YTD passenger revenue	\$ 871,418	\$ 1,884,584	\$ 2,884,026	\$ 3,819,932	\$ 4,650,158	\$ 5,333,379	\$ 5,969,269	\$ 6,609,516	

2009	January	February	March	April	May	June	July	August	Total
Cash fares	\$ 105,360	\$ 102,084	\$ 102,882	\$ 107,166	\$ 112,743	\$ 116,652	\$ 106,693	\$ 121,627	\$ 875,207
Day passes	\$ 6,438	\$ 6,100	\$ 6,344	\$ 6,782	\$ 6,804	\$ 7,703	\$ 7,524	\$ 8,437	\$ 56,132
10 ride passes/quiktix	\$ 105,459	\$ 117,722	\$ 135,395	\$ 86,930	\$ 144,070	\$ 131,080	\$ 87,085	\$ 91,779	\$ 899,520
31 day passes	\$ 88,149	\$ 84,906	\$ 121,032	\$ 77,385	\$ 99,138	\$ 86,240	\$ 96,525	\$ 86,788	\$ 740,163
EZ Rider/Summer Youth passes	\$ 103,569	\$ 138,308	\$ 138,308	\$ 138,308	\$ 138,308	\$ 55,752	\$ 6,950	\$ 11,030	\$ 730,533
Total cash, ticket & pass revenue	\$ 408,975	\$ 449,120	\$ 503,961	\$ 416,571	\$ 501,063	\$ 397,427	\$ 304,777	\$ 319,661	\$ 3,301,555
UW ASM	\$ 198,661	\$ 270,457	\$ 240,390	\$ 243,128	\$ 156,700	\$ 138,255	\$ 145,255	\$ 136,327	\$ 1,529,173
UW Employees	\$ 127,310	\$ 133,249	\$ 135,886	\$ 126,209	\$ 106,676	\$ 109,396	\$ 111,927	\$ 104,155	\$ 954,808
MATC	\$ 38,571	\$ 42,829	\$ 42,883	\$ 45,805	\$ 24,326	\$ 12,856	\$ (33,062)	\$ 23,759	\$ 197,967
City of Madison	\$ 8,571	\$ 8,790	\$ 9,275	\$ 10,161	\$ 9,100	\$ 9,473	\$ 9,230	\$ 8,920	\$ 73,520
Edgewood	\$ 5,077	\$ 6,442	\$ 5,598	\$ 5,920	\$ 3,654	\$ 1,442	\$ 1,681	\$ 3,322	\$ 33,136
St. Mary's	\$ 2,279	\$ 2,600	\$ 2,841	\$ 3,220	\$ 3,076	\$ 3,249	\$ 4,104	\$ 4,199	\$ 25,567
Meriter	\$ 2,537	\$ 2,512	\$ 2,589	\$ 2,456	\$ 2,232	\$ 2,488	\$ 2,454	\$ 2,209	\$ 19,478
Total unlimited ride pass revenue	\$ 383,006	\$ 466,879	\$ 439,463	\$ 436,899	\$ 305,765	\$ 277,159	\$ 241,589	\$ 282,890	\$ 2,833,650
Total passenger revenue	\$ 791,981	\$ 915,999	\$ 943,424	\$ 853,470	\$ 806,828	\$ 674,586	\$ 546,366	\$ 602,551	\$ 6,135,205
Cumulative YTD passenger revenue	\$ 791,981	\$ 1,707,980	\$ 2,651,404	\$ 3,504,873	\$ 4,311,701	\$ 4,986,287	\$ 5,532,653	\$ 6,135,205	

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

Fixed Route Rides

2010	January	February	March	April	May	June	July	August	Total
Cash fares	62,055	56,315	60,361	56,320	60,003	65,860	69,686	63,508	494,108
Day passes	3,716	3,794	3,733	3,828	4,369	5,373	5,961	6,085	36,859
10 ride passes/tickets	81,433	78,442	81,291	71,757	70,266	59,635	50,262	50,451	543,537
31 day passes	126,169	129,516	144,359	129,655	129,782	136,347	134,541	134,969	1,065,338
EZ Rider/Summer Youth passes	192,573	188,628	215,939	199,078	206,591	90,118	26,891	19,774	1,139,592
Total cash, ticket & pass rides	465,946	456,695	505,683	460,638	471,011	357,333	287,341	274,787	3,279,434
UW ASM	213,195	303,529	283,832	252,074	177,773	156,018	157,168	157,386	1,700,975
UW Employees	138,004	148,152	151,398	132,106	118,224	121,787	117,170	121,759	1,048,600
MATC	42,414	64,300	69,162	64,622	34,918	18,989	21,944	31,169	347,518
City of Madison	10,140	10,301	10,878	10,041	9,363	9,411	8,931	9,503	78,568
Edgewood	6,906	7,496	7,795	6,988	3,609	2,349	2,306	4,097	41,546
St. Mary's	2,779	2,948	3,365	3,342	3,076	3,230	3,449	3,492	25,681
Meriter	2,874	3,291	3,304	3,043	2,293	2,436	2,430	2,659	22,330
Commuter	792	2,059	2,631	2,541	2,493	2,596	2,673	3,192	18,977
Total unlimited ride pass rides	417,104	542,076	532,365	474,757	351,749	316,816	316,071	333,257	3,284,195
UW routes 80-85	159,861	306,025	263,277	237,658	124,127	61,919	67,004	74,097	1,293,968
Total revenue rides	1,042,911	1,304,796	1,301,325	1,173,053	946,887	736,068	670,416	682,141	7,857,597
Transfers	66,399	61,933	68,110	63,282	65,023	78,305	85,957	73,960	562,969
Non-revenue rides	16,013	13,011	16,114	16,862	18,703	17,642	18,682	19,508	136,535
Total rides	1,125,323	1,379,740	1,385,549	1,253,197	1,030,613	832,015	775,055	775,609	8,557,101
Cumulative YTD total rides	1,125,323	2,505,063	3,890,612	5,143,809	6,174,422	7,006,437	7,781,492	8,557,101	

2009	January	February	March	April	May	June	July	August	Total
Cash fares	82,794	82,126	83,672	66,614	69,360	70,962	70,385	62,248	588,161
Day passes	5,886	5,474	5,472	4,337	4,186	5,373	6,014	5,681	42,423
10 ride passes/tickets	83,888	86,301	89,428	77,580	75,374	69,041	59,196	54,476	595,284
31 day passes	107,962	114,284	124,771	121,882	120,241	121,664	125,734	118,001	954,539
EZ Rider/Summer Youth passes	161,045	182,470	207,680	164,492	188,129	92,950	22,922	16,784	1,036,472
Total cash, ticket & pass rides	441,575	470,655	511,023	434,905	457,290	359,990	284,251	257,190	3,216,879
UW ASM	208,677	284,094	252,511	255,387	164,601	145,226	152,579	143,201	1,606,276
UW Employees	133,729	139,967	142,737	132,572	112,055	114,912	117,570	109,407	1,002,949
MATC	40,516	44,988	45,045	48,114	25,552	13,504	15,101	24,957	257,777
City of Madison	9,003	9,233	9,743	9,237	8,273	8,612	8,391	8,109	70,601
Edgewood	5,333	6,767	5,880	6,218	3,838	1,515	1,766	3,489	34,806
St. Mary's	2,394	2,731	2,984	3,382	3,231	3,413	3,731	3,817	25,683
Meriter	2,665	2,639	2,720	2,580	2,345	2,613	2,578	2,320	20,460
Total unlimited ride pass rides	402,317	490,419	461,620	457,490	319,895	289,795	301,716	295,300	3,018,552
UW routes 80-85	178,073	326,729	280,955	352,032	163,765	69,324	64,666	76,092	1,511,636
Total revenue rides	1,021,965	1,287,803	1,253,598	1,244,427	940,950	719,109	650,633	628,582	7,747,067
Transfers	75,060	74,189	79,418	72,601	73,468	84,698	91,290	77,779	628,503
Non-revenue rides	13,877	12,909	13,519	13,222	15,223	14,859	15,913	14,825	114,347
Total rides	1,110,902	1,374,901	1,346,535	1,330,250	1,029,641	818,666	757,836	721,186	8,489,917
Cumulative YTD total rides	1,110,902	2,485,803	3,832,338	5,162,588	6,192,229	7,010,895	7,768,731	8,489,917	

Madison Metro Transit
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Through August 31, 2010 and 2009

Fixed Route Passenger Revenue % Change

	January	February	March	April	May	June	July	August	Total
Cash fares	2.2%	-1.6%	0.0%	-14.0%	-7.5%	-6.9%	-11.7%	2.6%	-4.6%
Day passes	5.7%	6.9%	-4.6%	-17.7%	5.4%	2.4%	14.3%	5.1%	2.4%
10 ride passes/tickets	31.6%	-9.9%	-27.5%	14.8%	-28.1%	-18.6%	36.4%	-19.6%	-6.0%
31 day passes	16.6%	33.4%	-6.0%	49.3%	15.7%	12.1%	1.5%	13.2%	15.2%
EZ Rider/Summer Youth passes	4.1%	13.2%	13.2%	13.2%	13.2%	-1.2%	20.0%	-24.4%	10.3%
Total cash, ticket & pass revenue	13.4%	7.5%	-5.3%	12.7%	-3.0%	-5.7%	7.6%	-1.8%	2.9%
UW ASM	2.2%	6.8%	12.4%	-1.3%	8.0%	7.4%	3.0%	9.9%	5.9%
UW Employees	3.2%	5.8%	6.1%	-0.4%	5.5%	6.0%	-0.3%	11.3%	4.6%
MATC	21.0%	65.1%	77.4%	55.2%	57.9%	62.5%	173.0%	44.3%	93.1%
City of Madison	36.1%	34.8%	34.9%	13.6%	18.3%	14.2%	11.3%	22.5%	22.9%
Edgewood	49.6%	28.0%	53.2%	29.8%	8.6%	79.2%	50.9%	35.7%	37.9%
St. Mary's	40.2%	30.4%	36.2%	19.4%	15.0%	14.3%	-3.4%	-4.4%	15.5%
Meriter	30.3%	50.6%	46.7%	42.5%	18.1%	12.6%	13.9%	38.4%	31.8%
Total unlimited ride pass revenue	6.4%	13.6%	18.8%	6.7%	12.5%	11.2%	27.5%	15.3%	13.4%
Total passenger revenue	10.0%	10.6%	5.9%	9.7%	2.9%	1.3%	16.4%	6.3%	7.7%
Cumulative YTD passenger revenue	10.0%	10.3%	8.8%	9.0%	7.8%	7.0%	7.9%	7.7%	

Fixed Route Rides % Change

	January	February	March	April	May	June	July	August	Total
Cash fares	-25.0%	-31.4%	-27.9%	-15.5%	-13.5%	-7.2%	-1.0%	2.0%	-16.0%
Day passes	-36.9%	-30.7%	-31.8%	-11.7%	4.4%	0.0%	-0.9%	7.1%	-13.1%
10 ride passes/tickets	-2.9%	-9.1%	-9.1%	-7.5%	-6.8%	-13.6%	-15.1%	-7.4%	-8.7%
31 day passes	16.9%	13.3%	15.7%	6.4%	7.9%	12.1%	7.0%	14.4%	11.6%
EZ Rider/Summer Youth passes	19.6%	3.4%	4.0%	21.0%	9.8%	-3.0%	17.3%	17.8%	9.9%
Total cash, ticket & pass rides	5.5%	-3.0%	-1.0%	5.9%	3.0%	-0.7%	1.1%	6.8%	1.9%
UW ASM	2.2%	6.8%	12.4%	-1.3%	8.0%	7.4%	3.0%	9.9%	5.9%
UW Employees	3.2%	5.8%	6.1%	-0.4%	5.5%	6.0%	-0.3%	11.3%	4.6%
MATC	4.7%	42.9%	53.5%	34.3%	36.7%	40.6%	45.3%	24.9%	34.8%
City of Madison	12.6%	11.6%	11.6%	8.7%	13.2%	9.3%	6.4%	17.2%	11.3%
Edgewood	29.5%	10.8%	32.6%	12.4%	-6.0%	55.0%	30.6%	17.4%	19.4%
St. Mary's	16.1%	7.9%	12.8%	-1.2%	-4.8%	-5.4%	-7.6%	-8.5%	0.0%
Meriter	7.8%	24.7%	21.5%	17.9%	-2.2%	-6.8%	-5.7%	14.6%	9.1%
Total unlimited ride pass rides	3.7%	10.5%	15.3%	3.8%	10.0%	9.3%	4.8%	12.9%	8.8%
UW routes 80-85	-10.2%	-6.3%	-6.3%	-32.5%	-24.2%	-10.7%	3.6%	-2.6%	-14.4%
Total revenue rides	2.0%	1.3%	3.8%	-5.7%	0.6%	2.4%	3.0%	8.5%	1.4%
Transfers	-11.5%	-16.5%	-14.2%	-12.8%	-11.5%	-7.5%	-5.8%	-4.9%	-10.4%
Non-revenue rides	15.4%	0.8%	19.2%	27.5%	22.9%	18.7%	17.4%	31.6%	19.4%
Total rides	1.3%	0.4%	2.9%	-5.8%	0.1%	1.6%	2.3%	7.5%	0.8%
Cumulative YTD total rides	1.3%	0.8%	1.5%	-0.4%	-0.3%	-0.1%	0.2%	0.8%	

