Madison Metro Transit
Year to Year Fixed Route Ridership and Revenue Comparison
Through March 31, 2011 and 2010

Fixed Route Passenger Revenue

2011	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	$ 113,456	$ 124,917	$ 123,260										$ 361,633
Day passes	$ 6,756	$ 6,596	$ 7,075										$ 20,427
10 ride passes/tickets	$ 148,710	$ 76,940	$ 129,495										$ 355,145
31 day passes	$ 102,053	$ 95,480	$ 118,167										$ 315,700
EZ Rider/Summer Youth passes	$ 134,566	$ 173,309	$ 173,309										$ 481,184
Total cash, ticket & pass revenue	**$ 505,541**	**$ 477,242**	**$ 551,306**										**$ 1,534,089**
UW ASM	$ 245,290	$ 245,290	$ 245,290										$ 735,870
UW Employees	$ 138,054	$ 138,054	$ 138,054										$ 414,162
MATC	$ 57,524	$ 73,902	$ 83,751										$ 215,177
City of Madison	$ 11,953	$ 12,050	$ 13,534										$ 37,537
Edgewood	$ 8,510	$ 9,078	$ 9,571										$ 27,159
St. Mary's	$ 3,775	$ 4,039	$ 4,488										$ 12,302
Meriter	$ 2,929	$ 2,821	$ 3,503										$ 9,253
Commuter	$ 11,784	$ 11,502	$ 14,598										$ 37,884
Total unlimited ride pass revenue	**$ 479,819**	**$ 496,736**	**$ 512,789**										**$ 1,489,344**
Total passenger revenue	**$ 985,360**	**$ 973,978**	**$ 1,064,095**										**$ 3,023,433**
Cumulative YTD passenger revenue	**$ 985,360**	**$ 1,959,338**	**$ 3,023,433**										

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/quiktix	$ 138,755	$ 106,015	$ 98,150										$ 342,920
31 day passes	$ 102,740	$ 113,300	$ 113,713										$ 329,753
EZ Rider/Summer Youth passes	$ 107,786	$ 156,501	$ 156,501										$ 420,788
Total cash, ticket & pass revenue	**$ 463,752**	**$ 482,800**	**$ 477,246**										**$ 1,423,798**
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	$ 3,390	$ 3,870										$ 10,456
Meriter	$ 3,305	$ 3,785	$ 3,800										$ 10,889
Commuter	$ 911	$ 2,368	$ 3,026										$ 6,304
Total unlimited ride pass revenue	**$ 407,666**	**$ 530,365**	**$ 522,196**										**$ 1,460,227**
Total passenger revenue	**$ 871,418**	**$ 1,013,165**	**$ 999,442**										**$ 2,884,025**
Cumulative YTD passenger revenue	**$ 871,418**	**$ 1,884,583**	**$ 2,884,025**										

Madison Metro Transit
Year to Year Fixed Route Ridership and Revenue Comparison
Through March 31, 2011 and 2010

Fixed Route Rides

2011	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	71,189	67,676	71,132										209,997
Day passes	3,598	3,567	4,127										11,292
10 ride passes/tickets	72,573	67,323	83,097										222,993
31 day passes	133,180	121,420	151,517										406,117
EZ Rider/Summer Youth passes	189,975	151,918	239,213										581,106
Total cash, ticket & pass rides	**470,515**	**411,904**	**549,086**										**1,431,505**
UW ASM	242,812	305,756	304,610										853,178
UW Employees	146,341	146,893	161,652										454,886
MATC	50,021	64,263	72,827										187,111
City of Madison	10,394	10,478	11,769										32,641
Edgewood	7,400	7,894	8,323										23,617
St. Mary's	3,283	3,512	3,903										10,698
Meriter	2,547	2,453	3,046										8,046
Commuter	10,247	10,002	12,755										33,004
Total unlimited ride pass rides	**473,045**	**551,251**	**578,885**										**1,603,181**
UW routes 80-85	220,475	340,473	281,593										842,541
Total revenue rides	**1,164,035**	**1,303,628**	**1,409,564**										**3,877,227**
Transfers	71,408	61,215	72,636										205,259
Non-revenue rides	18,034	15,996	20,961										54,991
Total rides	**1,253,477**	**1,380,839**	**1,503,161**										**4,137,477**
Cumulative YTD total rides	**1,253,477**	**2,634,316**	**4,137,477**										

2010	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	62,055	56,315	60,361										178,731
Day passes	3,716	3,794	3,733										11,243
10 ride passes/tickets	81,433	78,442	81,291										241,166
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	2,948	3,365										9,092
Meriter	2,874	3,291	3,304										9,469
Commuter	792	2,059	2,631										5,482
Total unlimited ride pass rides	**417,104**	**542,076**	**532,365**										**1,491,545**
UW routes 80-85	159,861	306,025	263,277										729,163
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**										

Madison Metro Transit
Year to Year Fixed Route Ridership and Revenue Comparison
Through March 31, 2011 and 2010

Fixed Route Passenger Revenue % Change

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	5.4%	24.3%	19.9%										16.3%
Day passes	-0.7%	1.1%	17.0%										5.4%
10 ride passes/tickets	7.2%	-27.4%	31.9%										3.6%
31 day passes	-0.7%	-15.7%	3.9%										-4.3%
EZ Rider/Summer Youth passes	24.8%	10.7%	10.7%										14.4%
Total cash, ticket & pass revenue	**9.0%**	**-1.2%**	**15.5%**										**7.7%**
UW ASM	20.9%	-15.1%	-9.2%										-3.4%
UW Employees	5.1%	-2.1%	-4.2%										-0.6%
MATC	23.3%	4.5%	10.1%										11.2%
City of Madison	2.5%	1.7%	8.2%										4.2%
Edgewood	12.0%	10.1%	11.6%										11.2%
St. Mary's	18.1%	19.1%	16.0%										17.7%
Meriter	-11.4%	-25.5%	-7.8%										-15.0%
Commuter	1193.8%	385.8%	382.5%										500.9%
Total unlimited ride pass revenue	**17.7%**	**-6.3%**	**-1.8%**										**2.0%**
Total passenger revenue	**13.1%**	**-3.9%**	**6.5%**										**4.8%**
Cumulative YTD passenger revenue	**13.1%**	**4.0%**	**4.8%**										

Fixed Route Rides % Change

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	14.7%	20.2%	17.8%										17.5%
Day passes	-3.2%	-6.0%	10.6%										0.4%
10 ride passes/tickets	-10.9%	-14.2%	2.2%										-7.5%
31 day passes	5.6%	-6.3%	5.0%										1.5%
EZ Rider/Summer Youth passes	-1.3%	-19.5%	10.8%										-2.7%
Total cash, ticket & pass rides	**1.0%**	**-9.8%**	**8.6%**										**0.2%**
UW ASM	13.9%	0.7%	7.3%										6.6%
UW Employees	6.0%	-0.8%	6.8%										4.0%
MATC	17.9%	-0.1%	5.3%										6.4%
City of Madison	2.5%	1.7%	8.2%										4.2%
Edgewood	7.2%	5.3%	6.8%										6.4%
St. Mary's	18.1%	19.1%	16.0%										17.7%
Meriter	-11.4%	-25.5%	-7.8%										-15.0%
Commuter	1193.8%	385.8%	384.8%										502.0%
Total unlimited ride pass rides	**13.4%**	**1.7%**	**8.7%**										**7.5%**
UW routes 80-85	37.9%	11.3%	7.0%										15.5%
Total revenue rides	**11.6%**	**-0.1%**	**8.3%**										**6.3%**
Transfers	7.5%	-1.2%	6.6%										4.5%
Non-revenue rides	12.6%	22.9%	30.1%										21.8%
Total rides	**11.4%**	**0.1%**	**8.5%**										**6.3%**
Cumulative YTD total rides	**11.4%**	**5.2%**	**6.3%**										