

**TAXICAB SERVICE SURVEY 2012 (2011 financial and statistical data) - REVISED**

<b>ITEM</b>	<b>Badger Cab</b>	<b>Green Cab</b>	<b>Madison Taxi</b>	<b>Union Cab</b>	<b>Badger Bus</b>	<b>Transit Solutions</b>
MILES	2,404,883	1,762,515	2,593,091	3,764,831	772,086	935,721
PASSENGERS	472,263	283,803	441,737	614,289	109,162	116,498
PASSENGER TRIPS	472,263	189,282	281,740	404,710	109,162	116,498
REVENUES	3,926,817	929,612	4,630,144	6,643,798	2,310,404	1,785,325
TOTAL EXPENSES*	3,981,177	1,118,204	4,473,148	6,810,094	2,171,351	1,785,325
PROFIT (LOSS)	-\$54,360	-\$188,592	156,999.59	-\$166,296	139,053	\$32,100
COMPANY COST PER PASSENGER	8.43	3.94	10.13	11.09	19.89	15.05
CRASHES	16	11	38	36	18	3
CRASHES WHERE DRIVER WAS AT FAULT	9	3	24	7	12	1
MILES/CRASH	150,305	160,229	68,239	104,579	42,894	315,907
CO. COMPLAINTS	29	12	57	45	71	6
DOT COMPLAINTS	3	4	6	1	0	0
PERMITS REQUESTED	43	55	50	71	47	30

\*Report expenses before earnings distribution to owners and officers

**BADGER CAB:** A ZONE CAB (NO METERS), OPERATES AS A LEASED OPERATION, (DRIVERS LEASE VEHICLES, AND PAY A DAILY LEASE RATE). THIS IS A SHARED-RIDE SERVICE.

**GREEN CAB of MADISON:** A ZONE CAB (NO METERS), OPERATES AS A LEASED OPERATION, (DRIVERS LEASE VEHICLES, AND PAY A DAILY LEASE RATE). THIS IS A SHARED-RIDE SERVICE. OPERATIONS BEGAN IN SEPTEMBER 2010.

**MADISON TAXI:** A METERED CAB OPERATION THAT IS PRIVATELY OWNED, SOME LEASED CABS.

**UNION CAB:** A METERED-CAB OPERATION, OPERATED AS A COOPERATIVE (EMPLOYEES OWN THE COMPANY).

**BADGER BUS:** PRIVATELY OWNED, FLAT-RATED OPERATION FOR MADISON METRO, FOR DISABLED PASSENGERS.

**TRANSIT SOLUTIONS:** FLAT-RATED OPERATION TO TRANSPORT ELDERLY & PEOPLE WITH DISABILITIES. THEY ALSO HAVE LICENSE TO SERVE THE AIRPORT AS A TAXICAB.

Please note: Badger Bus and Transit Solutions do not accept demand-responsive rides, and do not list contract rates.