

TAXICAB SERVICE SURVEY 2024 (2023 financial and statistical data)

ITEM	Madison Taxi	Union Cab	Transit Solutions	First Student
MILES	1,538,385	1,740,710	735,641	12,500
PASSENGERS	116,363	174,005	101,450	37,000
PASSENGER TRIPS	97,832	154,777	101,450	37,000
REVENUES	3,447,009	4,669,956	2,870,650	1,600,000
TOTAL EXPENSES*	3,103,685	4,811,720	2,732,085	1,425,000
PROFIT (LOSS)	343,324	(141,764)	138,565	175,000
COMPANY COST PER PASSENGER	27	28	27	39
CRASHES	7	13	2	1
CRASHES WHERE DRIVER WAS AT FAULT	2	6	1	0
MILES/CRASH	219,769	133,901	367,821	12,500
INTERNAL COMPLAINTS	20	107	0	102
CITY COMPLAINTS	2	0	0	0
PERMITS REQUESTED	30	54	37	25

*Report expenses before earnings distribution to owners and officers

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).

FIRST STUDENT (FS): FS PURCHASED BADGER BUS ON AUGUST 1, 2023. FS IS A PRIVATELY OWNED, FLAT-RATED OPERATION FOR MADISON METRO, FOR DISABLED PASSENGERS. FS WAS ISSUED A SPECIALIZED TRANSPORTATION SERVICE LICENSE ON MAY 7, 2024.

TRANSIT SOLUTIONS: FLAT-RATED OPERATION TO TRANSPORT ELDERLY & PEOPLE WITH DISABILITIES.

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

Also, Some data may be estimated

