

TAXICAB SERVICE SURVEY 2010 (2009 financial and statistical data)

ITEM	UNION CAB	BADGER CAB	MADISON TAXI	TRANSIT SOLUTIONS	BADGER BUS	TOTAL	AVERAGE
MILES	3,506,115	2,822,455	2,471,712	841,113	679,817	10,321,212	1,474,459
PASSENGERS	577,540	549,335	398,470	120,000	66,537	1,711,882	244,555
PASSENGER TRIPS	415,118	379,042	231,840	120,000	66,537	980,697	140,100
REVENUES	\$6,284,503	\$5,320,640	\$4,276,877	\$1,900,000	\$2,017,048	\$15,522,191	\$2,217,456
TOTAL EXPENSES*	\$6,241,880	\$5,341,620	\$4,188,412	\$1,821,000	\$1,918,839	\$19,511,751	\$2,787,393
PROFIT (LOSS)	\$42,623	-\$20,980	\$88,465	\$79,000	\$98,209	\$287,317	\$41,045
COMPANY COST PER PASSENGER	\$11	\$10	\$11	\$16	\$29	\$76	\$11
CRASHES	35	29	27	3	25	119	17
CRASHES WHERE DRIVER WAS AT FAULT	18	15	12	0	21	66	9
MILES/CRASH	100,175	97,326	91,544	280,371	27,193	596,609	85,230
CO. COMPLAINTS	49	34	31	4	177	295	42
DOT COMPLAINTS	2	7	4	0	0	13	2
PERMITS REQUESTED	65	43	50	29	32	219	31

*Report expenses before earnings distribution to owners and officers

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

BADGER CAB: A ZONE CAB (NO METERS), OPERATES AS A LEASED OPERATION, (DRIVERS LEASE VEHICLES, PAYING A DAILY LEASE RATE AND RETAINING SUBSEQUENT REVENUE), PROVIDES A SHARED RIDE SERVICE

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

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

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

* does not accept demand responsive rides & does not list contract rates