

TAXICAB SERVICE SURVEY 2018 (2017 financial and statistical data)

ITEM	Badger Cab	Green Cab	Madison Taxi	Union Cab	Transit Solutions	Badger Bus
MILES	1,686,892	3,012,687	1,979,725	2,800,000	1,045,750	578,722
PASSENGERS	421,723	374,574	337,084	350,000	155,882	77,492
PASSENGER TRIPS	295,206	305,756	264,396	250,000	155,882	77,492
REVENUES	2,987,680	1,119,220	3,994,212	\$5,020,000	2,623,900	1,849,561
TOTAL EXPENSES*	3,000,048	1,133,413	3,927,811	\$5,148,000	2,585,000	1,725,001
PROFIT (LOSS)	(12,368)	(14,193)	66,401	(128,000)	38,900	124,560
COMPANY COST PER PASSENGER	\$1.77	\$0.37	\$11.65	\$14.71	\$16.58	\$22.26
CRASHES	7	7	25	35	5	10
CRASHES WHERE DRIVER WAS AT FAULT	3	4	8	16	3	5
MILES/CRASH	240,985	430,384	79,189	80,000	209,150	57,872
INTERNAL COMPLAINTS	11	22	33	39	3	255
CITY COMPLAINTS		0	0	0	0	0
PERMITS REQUESTED	43	40	50	62	32	22

*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.