

**Fixed Route Performance Indicators**  
**Year to Date as of 8/31/07**

	<b>YTD Aug, 2006</b>	<b>YTD Aug. 2007</b>	<b>Peer Comparison</b>
<b><u>Revenue Indicators</u></b>			
Revenue Sources			
Passenger Revenue	22.2%		
Other System Generated Revenue	1.3%		
County	0.1%		
Operating Revenue: Sub-Total	23.5%		36.1%
		<b>Financial</b>	
Local - Madison	17.8%		
Local - Other Municipalities/Entities	6.1%		
Local Sub-Total	24.0%		9.2%
		<b>Data</b>	
State	39.9%		28.8%
Federal	12.6%		25.9%
State/Federal: Sub-Total	52.5%		54.7%
		<b>Not</b>	
		<b>Available</b>	
		<b>for</b>	
<b>Total Revenue</b>	<b>100.0%</b>		100.0%
		<b>August</b>	
Operating Revenue/Operating Cost	23.1%		21.4%
Passenger Revenue/ Total Passenger Trips	\$ 0.69	<b>2007</b>	\$ 0.77
<b><u>Expense Indicators</u></b>			
Operating Cost/ Revenue Hour	\$ 98.00		\$ 85.34
Operating Cost/Passenger Trip	\$ 3.18		\$ 3.62
<b><u>Operations</u></b>			
Trips / Revenue Hour	30.82	32.52	23.60
Number of Trips using Lifts	25,678	23,212	NA
<b><u>Maintenance</u></b>			
Maintenance Inspections Conducted/Scheduled	100.7%	100.2%	NA
Miles per Road Call	6,059	5,881	3,773
<b><u>Customer Service</u></b>			
Customer Complaints	1009	1289	NA
Customer Compliments	88	112	NA
Customer Suggestions	121	151	NA
# Complaints/1000 Passenger Trips	0.14	0.16	NA

- Notes:
- (1) Trips per route are included in a separate monthly report.
  - (2) Reported Expenses do not include depreciation, debt principal, or fixed assets.
  - (3) Peer Comparison data from **2004** NTD database for Peer Service Level systems..

**FIXED ROUTE**  
**Operating Statistics For Periods Ending 8/31/2006 & 8/31/2007**

CURRENT MONTH			YEAR TO DATE			
Actual 2006	Actual 2007	Variance 2006 to 2007		Actual 2006	Actual 2007	Variance 2005 to 2006
			<b>Service Supplied</b>			
433,082	<b>422,035</b>	(11,047)	Total (Vehicle) Miles *	3,598,923	<b>3,563,799</b>	(35,124)
30,301	<b>29,188</b>	(1,113)	Revenue Hours	241,507	<b>241,823</b>	316
32,401	<b>31,231</b>	(1,170)	Total (Vehicle) Hours *	266,133	<b>266,524</b>	391
			<i>Ridership</i>			
587,572	<b>648,601</b>	61,029	Revenue Passengers **	6,717,179	<b>7,092,763</b>	375,584
87,282	<b>90,093</b>	2,811	Transfers	643,838	<b>673,587</b>	29,749
<u>11,924</u>	<u><b>16,006</b></u>	<u>4,082</u>	Non-Revenue Rides	<u>82,397</u>	<u><b>98,354</b></u>	<u>15,957</u>
686,778	<b>754,700</b>	67,922	Total Passengers	7,443,414	<b>7,864,704</b>	421,290
			<b>Service Quality</b>			
3,622	<b>3,547</b>	(75)	Trips using Lifts	25,678	<b>23,212</b>	(2,467)
8	<b>11</b>	3	Passenger Accidents	52	<b>78</b>	26
23	<b>13</b>	(10)	Vehicle Accidents	161	<b>151</b>	(10)
			<b>Fleet/Maintenance</b>			
103	<b>138</b>	35	Road Calls	840	<b>918</b>	78
75	<b>70</b>	(5)	Actual Inspections	603	<b>595</b>	(8)
72	<b>70</b>	(2)	Scheduled Inspections	599	<b>594</b>	(5)

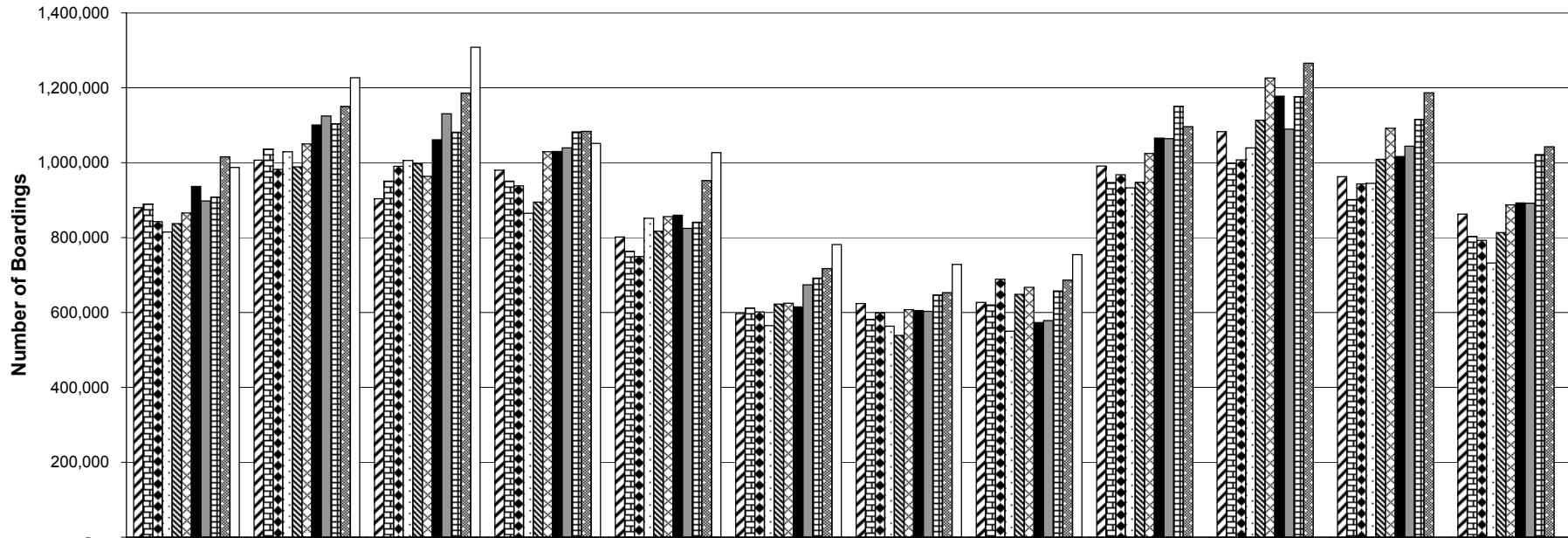
Note: NA means the information was not available at the time of this report. YTD would also be incorrect.

\* Vehicle Miles and Hours are for fixed route service only. Miles & hours for training, maintenance testing etc. are not included in these totals.

\*\* Includes special events.

Key: A (negative variance) denotes a decrease in activity over 2006.
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## Fixed Route Monthly Ridership Comparison 1997 - 2007



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1997	879,508	1,006,367	903,825	979,881	801,527	596,734	624,112	627,090	991,131	1,082,706	962,549	862,351
1998	889,534	1,035,689	950,862	950,862	763,136	611,605	581,591	620,431	946,731	998,817	901,334	803,185
1999	842,320	982,443	990,202	938,413	749,457	601,421	598,376	689,113	968,099	1,007,681	943,109	792,396
2000	814,750	1,029,307	1,005,882	865,026	851,741	565,291	563,084	550,100	932,491	1,039,554	944,560	731,742
2001	837,154	988,685	996,866	894,681	816,879	622,695	539,129	648,253	947,811	1,113,786	1,009,097	813,671
2002	865,836	1,050,347	963,482	1,029,092	855,918	624,723	607,808	667,377	1,024,708	1,226,392	1,092,108	887,298
2003	936,445	1,100,676	1,061,166	1,030,032	859,997	614,850	605,111	573,030	1,065,881	1,177,974	1,016,353	892,610
2004	898,093	1,124,417	1,130,633	1,039,883	824,571	674,055	603,195	577,986	1,064,175	1,089,722	1,043,753	891,862
2005	908,041	1,103,864	1,081,452	1,081,774	841,309	691,503	646,554	657,479	1,150,617	1,176,126	1,115,398	1,021,480
2006	1,015,533	1,149,708	1,185,534	1,083,645	952,273	717,241	652,702	686,778	1,096,245	1,265,901	1,186,367	1,042,541
2007	987,020	1,227,229	1,307,864	1,051,145	1,026,690	781,606	728,450	754,700				

1997
  1998
  1999
  2000
  2001
  2002
  2003
  2004
  2005
  2006
  2007

Year	Annual Ridership
1997	10,370,107
1998	10,097,867
1999	10,110,441
2000	10,065,495
2001	10,210,834
2002	10,895,089
2003	10,934,125
2004	10,962,345
2005	11,475,597
2006	12,034,468

Transfer Center-based system began July 19, 1998.

**ROUTE PERFORMANCE, Year to Date through August 2007**

ROUTE	RIDERSHIP			Passengers/revenue hour	
	2007	2006	% change	2007	2006
1 CAP SQUARE - UW (service reduced August 27, 2006)	15,330	27,517	-44.3%	24.23	26.83
2 WTP-NTP	653,914	573,092	14.1%	38.06	36.16
3 WTP-ETP & 7 WTP-ETP (route 7 weekend route began Aug. 27, 2006)	408,260	375,706	8.7%	25.66	24.55
4 NTP-STP	488,572	450,782	8.4%	38.17	32.95
5 ETP-STP, 13 STP-CAP SQUARE & 18 STP-WTP (13 began Aug. 27, 2006)	611,274	560,887	9.0%	26.55	25.43
6 CITY VIEW DR-WTP & 67 WTP-WEST TOWNE (67 began Aug. 27, 2006)	825,075	851,864	-3.1%	31.07	26.36
8 CAP SQUARE-SPRING HARBOR (reduced to <b>weekend route only</b> Aug. 27, 2006)	15,893	212,734	-92.5%	14.65	21.60
9 ETP - UW CAMPUS & 33 HIESTAND LOOP (Rte 9 expanded Aug. 27, 2006)	72,561	74,816	-3.0%	23.24	28.76
11 & 12 WTP-DUTCH MILL-CAP SQUARE (11 added & route expanded Aug. 27, 2006)	68,754	31,521	118.1%	19.55	17.07
14 & 15 RICHMOND HILL-WEXFORD RIDGE/JUNCTION RIDGE	463,104	435,145	6.4%	26.37	28.01
16 STP - ETP (began Aug. 27, 2006; replaces routes 31, 41, 42 & 43)	180,163	2,645	6711.5%	22.33	15.37
17 ETP-NTP, 20 NTP-EAST TOWNE & 30 ETP-EAST TOWNE	297,344	276,576	7.5%	21.01	19.56
19 RED ARROW TR-CAP SQUARE (revised Aug. 27, 2006)	109,549	117,260	-6.6%	20.21	21.77
21 LAKEVIEW LOOP (was interlined with route 27 until August 27, 2006)	98,040	43,790	123.9%	28.78	23.04
22 MENDOTA LOOP & 28 NTP-WTP COMMUTER	353,351	326,721	8.2%	44.58	42.57
24 AIRPORT LOOP	21,674	24,555	-11.7%	11.75	13.75
25 AMERICAN CENTER	6,798	7,089	-4.1%	18.64	19.18
27 NTP - UW CAMPUS COMMUTER (serviced reduced August 27, 2006)	25,106	98,130	-74.4%	17.54	18.90
29 SHERMAN COMMUTER	24,423	21,237	15.0%	34.00	30.32
32 ACEWOOD-THOMPSON LOOP	23,049	19,611	17.5%	16.45	13.86
34 ETP-MATC & 39 ETP - DAIRY DRIVE	24,184	17,801	35.9%	13.35	10.42
37 & 38 PFLAUM RD-SHEBOYGAN AVE COMMUTER	228,274	145,767	56.6%	29.15	22.45
40 STP - ARBOR HILLS LOOP (expanded August 27, 2006)	90,704	49,238	84.2%	27.50	22.82
44 STP - UW CAMPUS COMMUTER (began Aug. 27, 2006)	49,128	866	5573.0%	25.45	19.18
47 ARBOR HILLS COMMUTER (service reduced Aug. 27, 2006)	40,098	113,319	-64.6%	17.86	22.50
48 FITCHBURG COMMUTER (reconfigured August 27, 2006)	12,390	13,841	-10.5%	18.72	22.58
50 WTP-SCHROEDER-RAYMOND LOOP	89,262	93,689	-4.7%	32.87	33.90
51 WTP-MUIR FIELD LOOP	41,470	32,467	27.7%	24.90	20.20
53 SCIENCE DR-UW HOSP COMMUTER (service reduced Aug. 27, 2006)	18,978	42,217	-55.0%	15.97	22.24
55 VERONA- WTP COMMUTER (began Sept. 19, 2005)	12,621	8,830	42.9%	13.13	8.99
56 PILGRIM-REETZ COMMUTER & 57 MUIR FIELD COMMUTER	153,319	141,921	8.0%	29.28	26.41
58 GREENTREE COMMUTER	48,756	46,763	4.3%	24.45	20.62
60 MIDDLETON-WTP (discontinued August 25, 2006)	NA	149,503	NA	NA	25.58
61 MIDDLETON OFFICE PARK (discontinued August 25, 2006)	NA	43,173	NA	NA	30.43
70 MIDDLETON-CAPITOL SQUARE (routes 70-74 began Aug. 27, 2006)	99,827	1,832	5349.1%	21.91	17.19
71 MIDDLETON-CAPITOL SQUARE VIA MARSHALL PARK COMMUTER	61,291	1,297	4625.6%	31.14	28.17
72 MIDDLETON-CAPITOL SQUARE VIA BRANCH COMMUTER	62,286	1,323	4607.9%	30.84	28.01
74 MIDDLETON LOOP	5,541	126	4297.6%	5.40	5.25
<b>MIDDLETON ROUTES TOTAL</b>	<b>228,945</b>	<b>197,254</b>	<b>16.1%</b>	<b>23.92</b>	<b>26.34</b>
63 WTP-PRAIRIE TOWNE CTR & 68 WTP-PRAIRIE TWN CTR (began Aug. 27, 2006)	32,528	413	7776.0%	14.50	13.45
73 WTP-OLD SAUK TRAILS (began Aug. 27, 2006)	99,459	2,404	4037.2%	26.93	27.82
89 PARKING RAMP SHUTTLE (operated January 2 - June 15, 2007)	1,316	NA	NA	1.01	NA
90-93 SUPPLEMENTARY SCHOOL SERVICE	535,603	571,509	-6.3%	65.08	71.86
80 UW CAMPUS	1,038,219	1,061,139	-2.2%	81.66	84.41
81-82 UW LATE NITE CIRCULATORS	159,468	149,713	6.5%	56.14	55.40
85 UW CAMPUS-PARK ST CIRCULATOR (began July 31, 2006)	182,805	793	22952.3%	65.37	3.14
SPECIAL EVENT SERVICE	14,225	18,204	-21.9%	18.30	16.68
UNKNOWN ROUTE & ROAD BUS *	719	1,650	-56.4%	NA	NA
<b>ROUTES DISCONTINUED AFTER AUGUST 26, 2006:</b>					
31 TURNER-MONONA LOOP	NA	63,689	NA	NA	24.01
41 STP-LAKE POINT, 42 STP-MOORLAND & 43 MOORLAND-LAKEPOINT	NA	85,055	NA	NA	20.55
62 GREENWAY BLVD	NA	21,461	NA	NA	15.60
65 WALNUT GROVE COMMUTER	NA	31,734	NA	NA	22.46
<b>SYSTEM TOTAL</b>	<b>7,864,704</b>	<b>7,443,414</b>	<b>5.7%</b>	<b>32.52</b>	<b>30.82</b>
<b>TOTAL WITHOUT CAMPUS CIRCULATORS (Routes 80-85)</b>	<b>6,484,212</b>	<b>6,232,562</b>	<b>4.0%</b>	<b>29.02</b>	<b>27.58</b>

NOTE: Substantial changes were made across the system effective August 27, 2006. This will affect comparisons of current service to previous.

\* Unknown Route refers to ridership data that isn't assigned to a route by the farebox (generally seen when farebox goes into "fallback mode").

Road buses are "extras" put into service to handle overloads.

**ROUTE PRODUCTIVITY COMPARISON--YEAR TO DATE**  
**August 2007 vs. August 2006**  
 (Routes sorted in order of 2007 passengers per revenue hour productivity)

REGULAR ROUTES	RIDERSHIP, 2007 vs. 2006 Year to Date			Productivity, Trips per Revenue Hour				ROUTE KEY	
	2007	2006	% Change	2007	2006	% Change	Routes < 60% of system avg.		
80 UW CAMPUS	1,038,219	1,061,139	-2.2%	81.66	84.41	-3.3%		<p><b>Core Routes</b> operate every day, from early a.m. to late p.m.: <b>2, 3, 4, 5, 6, 7, 13</b> (3 operates weekdays only; 7 operates weekends only).</p> <p><b>Commuter Routes</b> operate on weekdays during peak hours: <b>11, 12, 14, 15, 25, 27, 28, 29, 37, 38, 44, 47, 48, 53, 55, 56, 57, 58, 71, 72, 74</b></p> <p><b>Peripheral Routes</b> operate from transfer points to outlying areas: <b>20, 21, 22, 24, 30, 32, 33, 40, 50, 51, 73</b></p> <p><b>Connector Routes</b> connect transfer points throughout the day: <b>16, 17, 18.</b></p> <p><b>Circulator Routes</b> operate midday only: <b>1, 9, 34</b></p> <p><b>Other routes:</b>  <b>7</b> operates between the East and West Transfer Point on weekends.  <b>8</b> operates between the Capitol Square and Spring Harbor, weekends only.  <b>19</b> operates like a core route between the Capitol Square and Allied Drive on weekdays.  <b>39</b> operates as a commuter route during peak hours; operates like a circulator route midday on weekdays.  <b>67</b> connects with route 6 at the West Transfer Point; operates to/from West Towne Mall.  <b>63 and 68</b> operate between the West Transfer Point and Prairie Town Center on weekends.  <b>70</b> operates like a core route between the Capitol Square, Middleton &amp; the West Transfer Point on weekdays.</p> <p><b>UW Campus Circulators</b>  <b>80, 81, 82, 85</b></p> <p><b>School Day Supplemental Routes</b>  <b>90, 91, 92, 93</b></p>	
85 UW CAMPUS-PARK ST CIRCULATOR (began July 31, 2006)	182,805	793	22952.3%	65.37	3.14	1979.9%			
90-93 SUPPLEMENTARY SCHOOL SERVICE	535,603	571,509	-6.3%	65.08	71.86	-9.4%			
81-82 UW LATE NITE CIRCULATORS	159,468	149,713	6.5%	56.14	55.40	1.3%			
22 MENDOTA LOOP & 28 NTP-WTP COMMUTER	353,351	326,721	8.2%	44.58	42.57	4.7%			
4 NTP-STP	488,572	450,782	8.4%	38.17	32.95	15.8%			
2 WTP-NTP	653,914	573,092	14.1%	38.06	36.16	5.3%			
29 SHERMAN COMMUTER	24,423	21,237	15.0%	34.00	30.32	12.1%			
50 WTP-SCHROEDER-RAYMOND LOOP	89,262	93,689	-4.7%	32.87	33.90	-3.1%			
71 MIDDLETON-CAPITOL SQUARE VIA MARSHALL PARK COMMUTER	61,291	1,297	4625.6%	31.14	28.17	10.5%			
6 CITY VIEW DR-WTP & 67 WTP-WEST TOWNE (67 began Aug. 27, 2006)	825,075	851,864	-3.1%	31.07	26.36	17.9%			
72 MIDDLETON-CAPITOL SQUARE VIA BRANCH COMMUTER	62,286	1,323	4607.9%	30.84	28.01	10.1%			
56 PILGRIM-REETZ COMMUTER & 57 MUIR FIELD COMMUTER	153,319	141,921	8.0%	29.28	26.41	10.9%			
37 & 38 PFLAUM RD-SHEBOYGAN AVE COMMUTER	228,274	145,767	56.6%	29.15	22.45	29.8%			
21 LAKEVIEW LOOP (was interlined with route 27 until August 27, 2006)	98,040	43,790	123.9%	28.78	23.04	24.9%			
40 STP - ARBOR HILLS LOOP (expanded August 27, 2006)	90,704	49,238	84.2%	27.50	22.82	20.5%			
73 WTP-OLD SAUK TRAILS (began Aug. 27, 2006)	99,459	2,404	4037.2%	26.93	27.82	-3.2%			
5 ETP-STP, 13 STP-CAP SQUARE & 18 STP-WTP (13 began Aug. 27, 2006)	611,274	560,887	9.0%	26.55	25.43	4.4%			
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3 WTP-ETP & 7 WTP-ETP (route 7 weekend route began Aug. 27, 2006)	408,260	375,706	8.7%	25.66	24.55	4.5%			
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51 WTP-MUIR FIELD LOOP	41,470	32,467	27.7%	24.90	20.20	23.2%			
58 GREENTREE COMMUTER	48,756	46,763	4.3%	24.45	20.62	18.6%			
1 CAP SQUARE - UW (service reduced August 27, 2006)	15,330	27,517	-44.3%	24.23	26.83	-9.7%			
9 ETP - UW CAMPUS & 33 HIESTAND LOOP (Rte 9 expanded Aug. 27, 2006)	72,561	74,816	-3.0%	23.24	28.76	-19.2%			
16 STP - ETP (began Aug. 27, 2006; replaces routes 31, 41, 42 & 43)	180,163	2,645	6711.5%	22.33	15.37	45.3%			
70 MIDDLETON-CAPITOL SQUARE (routes 70-74 began Aug. 27, 2006)	99,827	1,832	5349.1%	21.91	17.19	27.5%			
17 ETP-NTP, 20 NTP-EAST TOWNE & 30 ETP-EAST TOWNE	297,344	276,576	7.5%	21.01	19.56	7.4%			
19 RED ARROW TR-CAP SQUARE (revised Aug. 27, 2006)	109,549	117,260	-6.6%	20.21	21.77	-7.2%			
11 & 12 WTP-DUTCH MILL-CAP SQUARE (11 added & route expanded Aug. 27, 2006)	68,754	31,521	118.1%	19.55	17.07	14.5%			
48 FITCHBURG COMMUTER (reconfigured August 27, 2006)	12,390	13,841	-10.5%	18.72	22.58	-17.1%	X		
25 AMERICAN CENTER	6,798	7,089	-4.1%	18.64	19.18	-2.8%	X		
SPECIAL EVENT SERVICE	14,225	18,204	-21.9%	18.30	16.68	9.7%	X		
47 ARBOR HILLS COMMUTER (service reduced Aug. 27, 2006)	40,098	113,319	-64.6%	17.86	22.50	-20.6%	X		
27 NTP - UW CAMPUS COMMUTER (serviced reduced August 27, 2006)	25,106	98,130	-74.4%	17.54	18.90	-7.2%	X		
32 ACEWOOD-THOMPSON LOOP	23,049	19,611	17.5%	16.45	13.86	18.7%	X		
53 SCIENCE DR-UW HOSP COMMUTER (service reduced Aug. 27, 2006)	18,978	42,217	-55.0%	15.97	22.24	-28.2%	X		
8 CAP SQUARE-SPRING HARBOR (reduced to weekend route only Aug. 27, 2006)	15,893	212,734	-92.5%	14.65	21.60	-32.1%	X		
63 WTP-PRAIRIE TOWNE CTR & 68 WTP-PRAIRIE TOWN CTR (began Aug. 27, 2006)	32,528	413	7776.0%	14.50	13.45	7.8%	X		
34 ETP-MATC & 39 ETP - DAIRY DRIVE	24,184	17,801	35.9%	13.35	10.42	28.2%	X		
55 VERONA- WTP COMMUTER (began Sept. 19, 2005)	12,621	8,830	42.9%	13.13	8.99	46.0%	X		
24 AIRPORT LOOP	21,674	24,555	-11.7%	11.75	13.75	-14.6%	X		
74 MIDDLETON LOOP	5,541	126	4297.6%	5.40	5.25	2.9%	X		
89 PARKING RAMP SHUTTLE (operated January 2 - June 15, 2007)	1,316	NA	NA	1.01	NA	NA	X		
UNKNOWN ROUTE & ROAD BUS *	719	1,650	-56.4%	NA	NA	NA	NA		
<b>ROUTES DISCONTINUED AFTER AUGUST 26, 2006:</b>									
31 TURNER-MONONA LOOP	NA	63,689	NA	NA	24.01	NA			
41 STP-LAKE POINT, 42 STP-MOORLAND & 43 MOORLAND-LAKEPOINT	NA	85,055	NA	NA	20.55	NA			
60 MIDDLETON-WTP (discontinued August 25, 2006)	NA	149,503	NA	NA	25.58	NA			
61 MIDDLETON OFFICE PARK (discontinued August 25, 2006)	NA	43,173	NA	NA	30.43	NA			
62 GREENWAY BLVD	NA	21,461	NA	NA	15.60	NA			
65 WALNUT GROVE COMMUTER	NA	31,734	NA	NA	22.46	NA			
<b>SYSTEM TOTAL</b>	<b>7,864,704</b>	<b>7,443,414</b>	<b>5.7%</b>	<b>32.52</b>	<b>30.82</b>	<b>5.5%</b>	<b>19.51</b>		
<b>TOTAL WITHOUT CAMPUS CIRCULATORS (Routes 80-85)</b>	<b>6,484,212</b>	<b>6,232,562</b>	<b>4.0%</b>	<b>29.02</b>	<b>27.58</b>	<b>5.2%</b>	<b>17.41</b>		

NOTE: Substantial changes were made across the system effective August 27, 2006. This will affect comparisons of current service to previous.  
 \* Unknown Route refers to ridership data that isn't assigned to a route by the farebox (generally seen when farebox goes into "fallback mode").  
 Road buses are "extras" put into service to handle overloads.

**Comparison of Routes 40, 47 & 48: Combined Ridership and Productivity, YTD July 2007 vs. YTD July 2006**

ROUTE	RIDERSHIP			Passengers/revenue hour		
	2007	2006	% change	2007	2006	% change
Routes 40, 47 & 48 (combined)	125,456	156,984	-20.1%	23.30	23.10	0.9%

NOTE: Substantial changes were made across the system effective August 27, 2006. This will affect comparisons of current service to previous.

**Comparison of Routes 18, 40, 47 & 48: Combined Ridership and Productivity, YTD July 2007 vs. YTD July 2006**

ROUTE	RIDERSHIP			Passengers/revenue hour		
	2007	2006	% change	2007	2006	% change
Routes 18, 40, 47 & 48 (combined)	338,258	344,242	-1.7%	26.89	24.62	9.2%

NOTE: Substantial changes were made across the system effective August 27, 2006. This will affect comparisons of current service to previous.

## AVERAGE ADULT FARE (2006)

Revised 7/31/2007

### Adult Fare Types (excluding pass contracts and elderly half-fare media)

Cash, 10-Ride Card, 31-Day Pass

### Average Fare Formula

The adult average fare is calculated by dividing total adult fare revenues by total unlinked trips. Unlinked trips are total trips including transfers.

### Calculating unlinked trips

Passengers who pay with cash and 10-Ride cards are issued transfers while passholders are not because the pass allows unlimited use. Thus, ridership data for passes are unlinked trips while cash and ticket rides are linked trips. To level the playing field, a transfer rate is applied to cash and tickets to convert into unlinked trips.

### Calculating the transfer rate.

Metro is not able to track transfers by all individual fare categories. However, we do know the total number of transfers issued, and the ridership total for fares that issue transfers. Simple division produces a transfer rate for those fare categories. We assume that the transfer rate is the same for each of the fare categories for which transfers are issued. The rate in 2006 was approximately 50%.

**Transfer Rate**

Fare Type	Rides
Adult Cash	522,791
Youth Cash	287,333
Elderly Cash	81,183
Adult 10-Ride	660,224
Youth 10-Ride	270,599
Senior 10-Ride	101,872
<b>TOTAL</b>	<b>1,924,002</b>
Transfers	953,739
<b>Transfer Rate</b>	<b>50%</b>

### Calculating the average fare

The chart below converts total adult rides into unlinked trips (rides + transfers), then divides by total revenues for that period. If the transfer rate is lower or higher than what we are able to estimate, the average fare will also change, as shown in chart.

**Average Fare Calculation**

Adult Ave. Fare	Rides	Unlinked (1)	Revenues	Ave. Fare	40% TsferR Ave. Fare (2)	60% TsferR Ave. Fare (2)
Cash	522,791	784,187	\$ 784,187			
10-Ride	660,224	990,336	\$ 792,269			
31-Day	1,142,178	1,142,178	\$ 1,073,647			
One-Day Pass	81,336	81,336	\$ 83,344			
<b>Total</b>	<b>2,406,529</b>	<b>2,998,037</b>	<b>\$ 2,733,447</b>	<b>\$ 0.91</b>	<b>\$ 0.95</b>	<b>\$ 0.88</b>

(1) The 31-Day Pass and the Day Pass include transfers.

(2) The transfer rate is an estimate which, if lower raises the average fare and if higher, lowers the average fare.

**COMPARISON OF RIDERSHIP AND REVENUES**  
CY 2005 & 2006

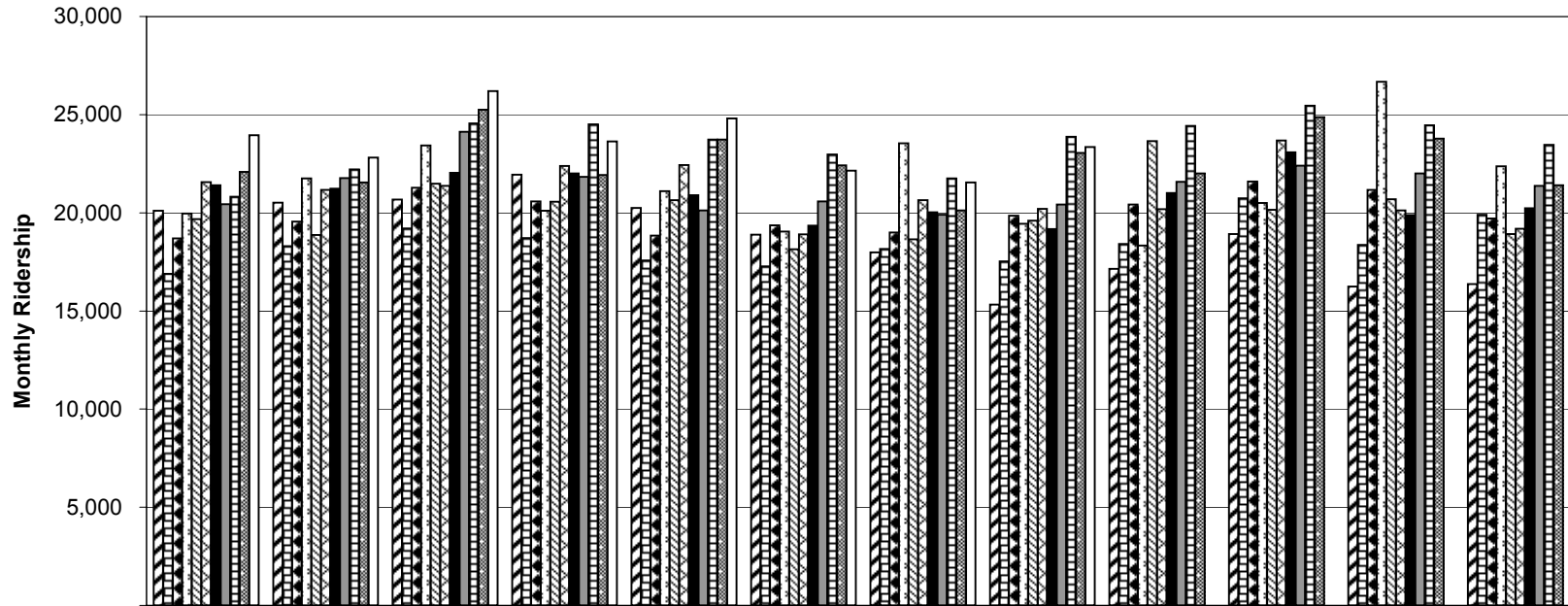
Fare Categories	Revenues		Rides	
	2005	2006	2005	2006
<b>Adults</b>				
Cash	\$ 748,638	\$ 720,782	502,371	522,791
One-Day Pass	\$ 34,123	\$ 76,527	38,955	81,336
31-Day	\$ 1,055,910	\$ 982,568	1,249,623	1,142,178
10-Ride	\$ 713,416	\$ 725,924	621,165	660,224
<b>Adult Pass Subtotal</b>	<b>\$ 2,552,086</b>	<b>\$ 2,505,801</b>	<b>2,412,114</b>	<b>2,406,529</b>
<b>Unlimited Ride Contracts</b>				
ASM	\$ 1,869,613	\$ 1,801,388	2,372,462	2,370,895
UW Employee	\$ 914,474	\$ 977,709	1,108,453	1,260,549
MATC	\$ 183,442	\$ 215,895	222,354	274,097
Edgewood	\$ 38,212	\$ 37,793	46,281	46,183
St. Marys	\$ 20,826	\$ 18,421	23,532	24,253
City Employees	\$ 7,345	\$ 93,289	38,272	123,679
<b>Unlimited Pass Subtotal</b>	<b>\$ 3,033,912</b>	<b>\$ 3,144,495</b>	<b>3,811,354</b>	<b>4,099,656</b>
<b>Youth</b>				
Cash/Tix	\$ 271,402	\$ 268,507	434,046	287,333
Semester Pass (1)	\$ 237,992	\$ 801,674	1,070,459	1,386,281
10-Ride	\$ 321,177	\$ 204,320	377,855	270,599
<b>Youth Subtotal</b>	<b>\$ 830,572</b>	<b>\$ 1,274,501</b>	<b>1,882,360</b>	<b>1,944,213</b>
<b>Senior</b>				
Cash	\$ 57,425	\$ 54,698	74,251	81,183
10-Ride	\$ 69,320	\$ 69,827	90,505	101,872
<b>Senior Subtotal</b>	<b>\$ 126,744</b>	<b>\$ 124,524</b>	<b>164,756</b>	<b>183,055</b>
Misc. (2)	\$ -	\$ -	160,106	89,825
Special Events	\$ -	\$ -	57,252	56,077
Route 80 - 82	\$ -	\$ -	1,949,400	2,174,644
Non-Revenue Rides	\$ -	\$ -	190,086	126,730
Transfers	\$ -	\$ -	848,169	953,739
<b>TOTAL</b>	<b>\$ 6,543,314</b>	<b>7,049,321</b>	<b>11,475,597</b>	<b>12,034,468</b>

(1) Includes MMSD and general pass sales.

(2) Includes 2/4/6, ASM/UW Employee rides on Route 53, and Summer Youth Pass.



**Monthly Paratransit Ridership, 1997 - 2007 (includes Group Access)**



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
▣ 1997	20,102	20,518	20,683	21,948	20,247	18,885	17,982	15,323	17,151	18,914	16,250	16,370
▤ 1998	16,897	18,293	19,204	18,705	17,571	17,275	18,164	17,526	18,406	20,742	18,367	19,900
▥ 1999	18,698	19,550	21,272	20,582	18,839	19,366	18,995	19,847	20,416	21,591	21,173	19,710
▦ 2000	19,970	21,748	23,433	20,110	21,097	19,040	23,548	19,447	18,333	20,495	26,681	22,374
▧ 2001	19,676	18,866	21,482	20,567	20,649	18,145	18,656	19,606	23,657	20,156	20,689	18,918
▨ 2002	21,563	21,173	21,377	22,386	22,436	18,910	20,644	20,208	20,191	23,681	20,126	19,180
▩ 2003	21,401	21,223	22,043	22,012	20,902	19,352	20,030	19,175	21,012	23,082	19,881	20,238
▪ 2004	20,435	21,770	24,126	21,831	20,117	20,575	19,902	20,429	21,571	22,395	22,009	21,378
▫ 2005	20,820	22,210	24,549	24,509	23,734	22,976	21,758	23,872	24,425	25,457	24,465	23,460
▬ 2006	22,087	21,553	25,257	21,923	23,725	22,409	20,115	23,047	22,000	24,873	23,779	21,405
▭ 2007	23,945	22,814	26,194	23,641	24,806	22,155	21,549	23,353				

▣ 1997 ▤ 1998 ▥ 1999 ▦ 2000 ▧ 2001 ▨ 2002 ▩ 2003 ▪ 2004 ▫ 2005 ▬ 2006 ▭ 2007

Year	Annual Ridership
1997	224,373
1998	221,050
1999	240,039
2000	256,276
2001	241,067
2002	251,875
2003	250,351
2004	256,538
2005	282,235
2006	272,173

Note: Annual Ridership includes Group Access.