

Madison Metro Transit
Year to Year Fixed Route Ridership and Revenue Comparison
Through September 30, 2009 and 2008

Fixed Route Passenger Revenue

2009	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	\$ 105,360	\$ 102,084	\$ 102,882	\$ 107,166	\$ 112,743	\$ 116,652	\$ 106,693	\$ 121,627	\$ 121,221				\$ 996,428
Day passes	\$ 6,438	\$ 6,100	\$ 6,344	\$ 6,782	\$ 6,804	\$ 7,703	\$ 7,524	\$ 8,437	\$ 7,283				\$ 63,415
10 ride passes/tickets	\$ 105,459	\$ 117,722	\$ 135,395	\$ 86,930	\$ 144,070	\$ 131,080	\$ 87,085	\$ 91,779	\$ 107,335				\$ 1,006,855
31 day passes	\$ 88,149	\$ 84,906	\$ 121,032	\$ 77,385	\$ 99,138	\$ 86,240	\$ 96,525	\$ 86,788	\$ 96,635				\$ 836,798
EZ Rider/Summer Youth passes	\$ 103,569	\$ 138,308	\$ 138,308	\$ 138,308	\$ 138,308	\$ 41,458	\$ 6,950	\$ 11,030	\$ 204,927				\$ 921,166
Total cash, ticket & pass revenue	\$ 408,975	\$ 449,120	\$ 503,961	\$ 416,571	\$ 501,063	\$ 383,133	\$ 304,777	\$ 319,661	\$ 537,401				\$ 3,824,662
UW ASM	\$ 199,653	\$ 271,639	\$ 243,144	\$ 245,974	\$ 157,873	\$ 139,002	\$ 145,926	\$ 136,869	\$ 242,682				\$ 1,782,762
UW Employees	\$ 127,812	\$ 133,570	\$ 136,701	\$ 126,874	\$ 107,176	\$ 109,864	\$ 112,435	\$ 104,571	\$ 111,963				\$ 1,070,966
MATC	\$ 38,642	\$ 42,883	\$ 42,938	\$ 45,863	\$ 24,353	\$ 12,862	\$ (33,045)	\$ 23,809	\$ 66,220				\$ 264,524
City of Madison	\$ 8,571	\$ 8,790	\$ 9,275	\$ 10,161	\$ 9,100	\$ 9,473	\$ 9,230	\$ 8,920	\$ 10,248				\$ 83,768
Edgewood	\$ 5,092	\$ 6,456	\$ 5,653	\$ 5,947	\$ 3,675	\$ 1,445	\$ 1,688	\$ 3,332	\$ 9,845				\$ 43,133
St. Mary's	\$ 2,279	\$ 2,600	\$ 2,841	\$ 3,220	\$ 3,076	\$ 3,249	\$ 4,104	\$ 4,199	\$ 4,434				\$ 30,001
Meriter	\$ 2,537	\$ 2,512	\$ 2,589	\$ 2,456	\$ 2,232	\$ 2,488	\$ 2,454	\$ 2,209	\$ 2,447				\$ 21,925
Total unlimited ride pass revenue	\$ 384,586	\$ 468,450	\$ 443,142	\$ 440,494	\$ 307,486	\$ 278,382	\$ 242,793	\$ 283,908	\$ 447,838				\$ 3,297,078
Total passenger revenue	\$ 793,561	\$ 917,570	\$ 947,103	\$ 857,065	\$ 808,549	\$ 661,515	\$ 547,570	\$ 603,569	\$ 985,239				\$ 7,121,740
Cumulative YTD passenger revenue	\$ 793,561	\$ 1,711,131	\$ 2,658,234	\$ 3,515,299	\$ 4,323,847	\$ 4,985,362	\$ 5,532,932	\$ 6,136,501	\$ 7,121,740				
2008	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	\$ 110,743	\$ 113,618	\$ 122,511	\$ 109,924	\$ 101,569	\$ 119,458	\$ 110,980	\$ 115,147	\$ 121,390				\$ 1,025,341
Day passes	\$ 4,775	\$ 4,614	\$ 5,474	\$ 5,677	\$ 5,505	\$ 6,694	\$ 8,139	\$ 9,727	\$ 7,919				\$ 58,523
10 ride passes/quiktix	\$ 128,545	\$ 99,630	\$ 102,533	\$ 121,847	\$ 137,074	\$ 105,447	\$ 82,446	\$ 73,075	\$ 112,289				\$ 962,885
31 day passes	\$ 90,334	\$ 91,650	\$ 81,381	\$ 84,060	\$ 83,143	\$ 88,313	\$ 92,496	\$ 77,619	\$ 88,760				\$ 777,754
EZ Rider/Summer Youth passes	\$ 82,109	\$ 110,108	\$ 110,109	\$ 110,108	\$ 110,108	\$ 35,570	\$ 7,570	\$ 7,570	\$ 173,061				\$ 746,313
Total cash, ticket & pass revenue	\$ 416,506	\$ 419,620	\$ 422,008	\$ 431,615	\$ 437,399	\$ 355,481	\$ 301,630	\$ 283,138	\$ 503,418				\$ 3,570,815
UW ASM	\$ 169,393	\$ 254,535	\$ 207,061	\$ 228,931	\$ 148,716	\$ 119,725	\$ 127,871	\$ 115,049	\$ 239,793				\$ 1,611,074
UW Employees	\$ 113,000	\$ 120,310	\$ 115,738	\$ 116,444	\$ 100,727	\$ 96,915	\$ 99,424	\$ 64,315	\$ 112,489				\$ 939,363
MATC	\$ 33,048	\$ 34,410	\$ 32,567	\$ 37,978	\$ 30,791	\$ 27,364	\$ (1,850)	\$ 31,428	\$ 52,731				\$ 278,468
City of Madison	\$ 8,771	\$ 9,184	\$ 9,160	\$ 9,113	\$ 8,601	\$ 8,434	\$ 9,006	\$ 7,994	\$ 9,418				\$ 79,680
Edgewood	\$ 4,147	\$ 5,560	\$ 4,906	\$ 5,693	\$ 3,550	\$ 1,686	\$ 1,932	\$ 2,999	\$ 7,191				\$ 37,665
St. Mary's	\$ 2,037	\$ 2,040	\$ 2,112	\$ 2,212	\$ 2,465	\$ 2,879	\$ 3,137	\$ 3,125	\$ 3,216				\$ 23,223
Meriter													\$ -
Total unlimited ride pass revenue	\$ 330,396	\$ 426,038	\$ 371,545	\$ 400,371	\$ 294,849	\$ 257,003	\$ 239,520	\$ 224,911	\$ 424,839				\$ 2,969,473
Total passenger revenue	\$ 746,901	\$ 845,659	\$ 793,552	\$ 831,986	\$ 732,249	\$ 612,484	\$ 541,151	\$ 508,049	\$ 928,257				\$ 6,540,289
Cumulative YTD passenger revenue	\$ 746,901	\$ 1,592,560	\$ 2,386,112	\$ 3,218,098	\$ 3,950,347	\$ 4,562,831	\$ 5,103,982	\$ 5,612,031	\$ 6,540,289				

**Madison Metro Transit
Year to Year Fixed Route Ridership and Revenue Comparison
Through September 30, 2009 and 2008**

Fixed Route Rides

2009	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	83,556	82,989	84,333	67,270	70,126	70,962	70,385	62,248	72,210				664,079
Day passes	5,868	5,474	5,476	4,337	4,186	5,373	6,014	5,681	4,908				47,317
10 ride passes/tickets	83,908	86,308	89,443	77,580	75,374	69,041	59,196	54,476	74,718				670,044
31 day passes	107,925	114,294	124,849	121,882	120,241	121,664	125,734	118,001	125,511				1,080,101
EZ Rider/Summer Youth passes	161,086	182,475	207,701	164,501	188,130	92,950	22,922	16,784	190,938				1,227,487
Total cash, ticket & pass rides	442,343	471,540	511,802	435,570	458,057	359,990	284,251	257,190	468,285				3,689,028
UW ASM	209,720	285,335	255,403	258,376	165,833	146,010	153,284	143,770	254,918				1,872,649
UW Employees	134,256	140,305	143,594	133,271	112,580	115,403	118,104	109,843	117,608				1,124,964
MATC	40,590	45,045	45,103	48,175	25,581	13,510	15,119	25,009	60,200				318,332
City of Madison	9,003	9,233	9,743	9,237	8,273	8,612	8,391	8,109	9,316				79,917
Edgewood	5,349	6,781	5,938	6,247	3,860	1,518	1,773	3,500	8,950				43,916
St. Mary's	2,394	2,731	2,984	3,382	3,231	3,413	3,731	3,817	4,031				29,714
Meriter	2,665	2,639	2,720	2,580	2,345	2,613	2,578	2,320	2,570				23,030
Total unlimited ride pass rides	403,977	492,069	465,485	461,268	321,703	291,079	302,980	296,368	457,593				3,492,522
UW routes 80-85	178,188	326,901	281,218	352,154	163,842	69,324	64,666	76,092	304,303				1,816,688
Total revenue rides	1,024,508	1,290,510	1,258,505	1,248,992	943,602	720,393	651,897	629,650	1,230,181				8,998,238
Transfers	75,063	74,196	79,443	72,609	73,475	84,698	91,290	77,779	76,336				704,889
Non-revenue rides	12,991	11,845	12,452	12,427	14,372	14,859	15,913	14,825	17,945				127,629
Total rides	1,112,562	1,376,551	1,350,400	1,334,028	1,031,449	819,950	759,100	722,254	1,324,462				9,830,756
Cumulative YTD total rides	1,112,562	2,489,113	3,839,513	5,173,541	6,204,990	7,024,940	7,784,040	8,506,294	9,830,756				

2008	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	97,084	87,976	84,165	90,854	92,874	91,823	89,639	84,458	100,841				819,714
Day passes	4,491	4,783	5,094	4,913	5,481	6,035	7,242	9,129	7,669				54,837
10 ride passes/tickets	92,189	95,727	90,169	96,252	87,857	74,466	68,685	62,796	89,371				757,512
31 day passes	104,836	104,136	112,035	111,336	109,679	108,837	113,682	111,686	121,069				997,296
EZ Rider/Summer Youth passes	126,110	153,291	146,885	189,786	179,152	77,724	23,901	16,553	180,201				1,093,603
Total cash, ticket & pass rides	424,710	445,913	438,348	493,141	475,043	358,885	303,149	284,622	499,151				3,722,962
UW ASM	192,492	289,244	235,297	260,149	168,995	136,051	145,308	130,738	251,883				1,810,157
UW Employees	128,409	136,716	131,521	132,323	114,462	110,131	112,982	105,193	118,161				1,089,898
MATC	37,554	39,102	37,008	43,157	34,990	31,096	31,135	35,714	55,390				345,146
City of Madison	9,213	9,647	9,622	9,572	9,035	8,859	9,460	8,397	9,893				83,698
Edgewood	4,713	6,318	5,575	6,469	4,034	1,916	2,196	3,408	7,554				42,183
St. Mary's	2,140	2,143	2,218	2,324	2,589	3,024	3,295	3,283	3,378				24,394
Meriter													-
Total unlimited ride pass rides	374,521	483,170	421,241	453,994	334,105	291,077	304,376	286,733	446,259				3,395,476
UW routes 80-85	156,518	300,281	212,763	260,857	132,235	64,505	73,127	74,640	247,385				1,522,311
Special events	524	6,160	7,389	33	-	-	-	-	-				14,106
Total revenue rides	956,273	1,235,524	1,079,741	1,208,025	941,383	714,467	680,652	645,995	1,192,795				8,654,855
Transfers	85,649	78,302	82,735	85,656	87,113	95,515	103,080	92,147	90,865				801,062
Non-revenue rides	11,630	9,283	12,908	14,491	16,698	17,137	18,926	18,702	16,208				135,983
Total rides	1,053,552	1,323,109	1,175,384	1,308,172	1,045,194	827,119	802,658	756,844	1,299,868				9,591,900
Cumulative YTD total rides	1,053,552	2,376,661	3,552,045	4,860,217	5,905,411	6,732,530	7,535,188	8,292,032	9,591,900				

Madison Metro Transit
Year to Year Fixed Route Ridership and Revenue Comparison
Through September 30, 2009 and 2008

Fixed Route Passenger Revenue % Change

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	-4.9%	-10.2%	-16.0%	-2.5%	11.0%	-2.3%	-3.9%	5.6%	-0.1%				-2.8%
Day passes	34.8%	32.2%	15.9%	19.5%	23.6%	15.1%	-7.6%	-13.3%	-8.0%				8.4%
10 ride passes/tickets	-18.0%	18.2%	32.1%	-28.7%	5.1%	24.3%	5.6%	25.6%	-4.4%				4.6%
31 day passes	-2.4%	-7.4%	48.7%	-7.9%	19.2%	-2.3%	4.4%	11.8%	8.9%				7.6%
EZ Rider/Summer Youth passes	26.1%	25.6%	25.6%	25.6%	25.6%	16.6%	-8.2%	45.7%	18.4%				23.4%
Total cash, ticket & pass revenue	-1.8%	7.0%	19.4%	-3.5%	14.6%	7.8%	1.0%	12.9%	6.8%				7.1%
UW ASM	17.9%	6.7%	17.4%	7.4%	6.2%	16.1%	14.1%	19.0%	1.2%				10.7%
UW Employees	13.1%	11.0%	18.1%	9.0%	6.4%	13.4%	13.1%	62.6%	-0.5%				14.0%
MATC	16.9%	24.6%	31.8%	20.8%	-20.9%	-53.0%	-1686.2%	-24.2%	25.6%				-5.0%
City of Madison	-2.3%	-4.3%	1.3%	11.5%	5.8%	12.3%	2.5%	11.6%	8.8%				5.1%
Edgewood	22.8%	16.1%	15.2%	4.5%	3.5%	-14.3%	-12.7%	11.1%	36.9%				14.5%
St. Mary's	11.9%	27.4%	34.5%	45.5%	24.8%	12.9%	30.8%	34.3%	37.9%				29.2%
Meriter													
Total unlimited ride pass revenue	16.4%	10.0%	19.3%	10.0%	4.3%	8.3%	1.4%	26.2%	5.4%				11.0%
Total passenger revenue	6.2%	8.5%	19.3%	3.0%	10.4%	8.0%	1.2%	18.8%	6.1%				8.9%
Cumulative YTD passenger revenue	6.2%	7.4%	11.4%	9.2%	9.5%	9.3%	8.4%	9.3%	8.9%				

Fixed Route Rides % Change

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	-13.9%	-5.7%	0.2%	-26.0%	-24.5%	-22.7%	-21.5%	-26.3%	-28.4%				-19.0%
Day passes	30.7%	14.4%	7.5%	-11.7%	-23.6%	-11.0%	-17.0%	-37.8%	-36.0%				-13.7%
10 ride passes/tickets	-9.0%	-9.8%	-0.8%	-19.4%	-14.2%	-7.3%	-13.8%	-13.2%	-16.4%				-11.5%
31 day passes	2.9%	9.8%	11.4%	9.5%	9.6%	11.8%	10.6%	5.7%	3.7%				8.3%
EZ Rider/Summer Youth passes	27.7%	19.0%	41.4%	-13.3%	5.0%	19.6%	-4.1%	1.4%	6.0%				12.2%
Total cash, ticket & pass rides	4.2%	5.7%	16.8%	-11.7%	-3.6%	0.3%	-6.2%	-9.6%	-6.2%				-0.9%
UW ASM	8.9%	-1.4%	8.5%	-0.7%	-1.9%	7.3%	5.5%	10.0%	1.2%				3.5%
UW Employees	4.6%	2.6%	9.2%	0.7%	-1.6%	4.8%	4.5%	4.4%	-0.5%				3.2%
MATC	8.1%	15.2%	21.9%	11.6%	-26.9%	-56.6%	-51.4%	-30.0%	8.7%				-7.8%
City of Madison	-2.3%	-4.3%	1.3%	-3.5%	-8.4%	-2.8%	-11.3%	-3.4%	-5.8%				-4.5%
Edgewood	13.5%	7.3%	6.5%	-3.4%	-4.3%	-20.8%	-19.3%	2.7%	18.5%				4.1%
St. Mary's	11.9%	27.4%	34.5%	45.5%	24.8%	12.9%	13.2%	16.3%	19.3%				21.8%
Meriter													
Total unlimited ride pass rides	7.9%	1.8%	10.5%	1.6%	-3.7%	0.0%	-0.5%	3.4%	2.5%				2.9%
UW routes 80-85	13.8%	8.9%	32.2%	35.0%	23.9%	7.5%	-11.6%	1.9%	23.0%				19.3%
Total revenue rides	7.1%	4.5%	16.6%	3.4%	0.2%	0.8%	-4.2%	-2.5%	3.1%				4.0%
Transfers	-12.4%	-5.2%	-4.0%	-15.2%	-15.7%	-11.3%	-11.4%	-15.6%	-16.0%				-12.0%
Non-revenue rides	11.7%	27.6%	-3.5%	-14.2%	-13.9%	-13.3%	-15.9%	-20.7%	10.7%				-6.1%
Total rides	5.6%	4.0%	14.9%	2.0%	-1.3%	-0.9%	-5.4%	-4.6%	1.9%				2.5%
Cumulative YTD total rides	5.6%	4.7%	8.1%	6.4%	5.1%	4.3%	3.3%	2.6%	2.5%				