

TAXICAB SERVICE SURVEY 2011 (2010 financial and statistical data)

ITEM	Union Cab	Badger Cab	Madison Taxi	Green Cab (est. 9/2010)	Transit Solutions	Badger Bus
MILES	3,793,146	2,771,800	2,651,099	263,000	950,098	741,511
PASSENGERS	601,373	592,173	444,117	59,712	119,871	113,713
PASSENGER TRIPS	407,704	394,782	286,991	28,871	119,871	113,713
REVENUES	6,787,690	510,256	4,486,310	181,581	1,897,801	2,319,657
TOTAL EXPENSES*	6,662,075	5,083,781	4,341,270	593,500	1,816,564	2,299,722
PROFIT (LOSS)	\$125,615	\$21,475	\$144,041	-\$411,981	\$81,237	\$19,935
COMPANY COST PER PASSENGER	11.08	8.59	9.77	9.94	15.83	20.22
CRASHES	46	30	30	3	2	17
CRASHES WHERE DRIVER WAS AT FAULT	15	15	13	0	0	14
MILES/CRASH	252,876	92,393	83,366	87,667	475,049	43,618
CO. COMPLAINTS	42	42	45	8	4	97
DOT COMPLAINTS	1	4	5	2	0	0
PERMITS REQUESTED	71	43	50	16	29	47

*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, AND PAY A DAILY LEASE RATE), THIS IS A SHARED RIDE SERVICE.

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

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

*TRANSIT SOLUTIONS: 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