

Madison Metro Transit
Year to Year Fixed Route Ridership and Revenue Comparison
Through July 31, 2012 and 2011

Fixed Route Passenger Revenue

2012	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	\$ 116,363	\$ 118,857	\$ 113,311	\$ 116,713	\$ 120,271	\$ 120,823	\$ 128,808						\$ 835,146
Day passes	\$ 7,082	\$ 7,530	\$ 6,917	\$ 8,442	\$ 8,732	\$ 8,129	\$ 9,419						\$ 56,249
2 ride passes	\$ 25,860	\$ 9,580	\$ 14,505	\$ 11,060	\$ 8,880	\$ 63,660	\$ 11,940						\$ 145,485
10 ride passes	\$ 111,255	\$ 89,735	\$ 85,650	\$ 79,475	\$ 91,380	\$ 102,295	\$ 41,665						\$ 601,455
31 day passes	\$ 122,348	\$ 128,755	\$ 122,092	\$ 98,285	\$ 94,380	\$ 107,938	\$ 86,625						\$ 760,422
EZ Rider/Summer Youth passes	\$ 111,000	\$ 163,000	\$ 163,000	\$ 163,000	\$ 163,000	\$ 47,010	\$ 10,225						\$ 820,235
Total cash, ticket & pass revenue	\$ 493,907	\$ 517,457	\$ 505,475	\$ 476,975	\$ 486,643	\$ 449,854	\$ 288,682						\$ 3,218,993
UW ASM	\$ 256,804	\$ 256,804	\$ 256,804	\$ 256,804	\$ 256,804	\$ 256,804	\$ 256,804						\$ 1,797,626
UW Employees	\$ 144,798	\$ 144,798	\$ 144,798	\$ 144,798	\$ 144,798	\$ 144,798	\$ 144,798						\$ 1,013,586
MATC	\$ 52,705	\$ 84,875	\$ 80,540	\$ 86,684	\$ 56,483	\$ 20,720	\$ 23,467						\$ 405,473
City of Madison	\$ 11,096	\$ 11,685	\$ 11,152	\$ 10,861	\$ 11,115	\$ 9,820	\$ 10,357						\$ 76,085
Edgewood	\$ 9,942	\$ 14,273	\$ 12,451	\$ 12,097	\$ 8,672	\$ 3,266	\$ 3,378						\$ 64,078
St. Mary's	\$ 3,012	\$ 3,455	\$ 3,471	\$ 3,683	\$ 3,895	\$ 3,802	\$ 4,009						\$ 25,326
Meriter	\$ 3,367	\$ 3,928	\$ 3,873	\$ 3,427	\$ 3,466	\$ 3,459	\$ 3,218						\$ 24,739
Dane County	\$ 2,402	\$ 2,155	\$ 1,940	\$ 1,682	\$ 1,776	\$ 1,695	\$ 1,764						\$ 13,415
Commuter	\$ 9,245	\$ 9,741	\$ 8,999	\$ 8,697	\$ 8,783	\$ 8,846	\$ 9,509						\$ 63,819
Total unlimited ride pass revenue	\$ 493,371	\$ 531,713	\$ 524,027	\$ 528,733	\$ 495,791	\$ 453,209	\$ 457,303						\$ 3,484,147
Total passenger revenue	\$ 987,278	\$ 1,049,169	\$ 1,029,502	\$ 1,005,708	\$ 982,434	\$ 903,063	\$ 745,985						\$ 6,703,140
Cumulative YTD passenger revenue	\$ 987,278	\$ 2,036,447	\$ 3,065,949	\$ 4,071,657	\$ 5,054,091	\$ 5,957,155	\$ 6,703,140						

2011	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	\$ 113,456	\$ 124,917	\$ 123,260	\$ 106,168	\$ 109,926	\$ 122,187	\$ 114,083						\$ 813,997
Day passes	\$ 6,756	\$ 6,596	\$ 7,075	\$ 6,462	\$ 7,866	\$ 9,201	\$ 10,631						\$ 54,587
2 ride passes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -						\$ -
10 ride passes	\$ 148,710	\$ 76,940	\$ 130,155	\$ 100,335	\$ 91,365	\$ 149,710	\$ 100,980						\$ 798,195
31 day passes	\$ 104,116	\$ 95,480	\$ 118,167	\$ 109,615	\$ 102,933	\$ 128,672	\$ 112,805						\$ 771,788
EZ Rider/Summer Youth passes	\$ 124,549	\$ 171,065	\$ 171,064	\$ 171,065	\$ 171,064	\$ 51,496	\$ 9,960						\$ 870,263
Total cash, ticket & pass revenue	\$ 497,587	\$ 474,998	\$ 549,721	\$ 493,645	\$ 483,154	\$ 461,266	\$ 348,459						\$ 3,308,830
UW ASM	\$ 245,290	\$ 245,290	\$ 245,290	\$ 245,290	\$ 245,290	\$ 245,290	\$ 245,290						\$ 1,717,032
UW Employees	\$ 136,825	\$ 136,825	\$ 136,825	\$ 136,825	\$ 136,825	\$ 136,824	\$ 136,825						\$ 957,772
MATC	\$ 57,524	\$ 73,902	\$ 83,751	\$ 82,367	\$ 42,080	\$ 24,678	\$ 25,191						\$ 389,493
City of Madison	\$ 11,953	\$ 12,050	\$ 13,534	\$ 11,079	\$ 11,183	\$ 11,440	\$ 10,772						\$ 82,011
Edgewood	\$ 8,510	\$ 9,078	\$ 9,571	\$ 9,108	\$ 5,425	\$ 3,631	\$ 4,557						\$ 49,880
St. Mary's	\$ 3,775	\$ 4,039	\$ 4,488	\$ 4,033	\$ 4,098	\$ 4,618	\$ 5,057						\$ 30,108
Meriter	\$ 2,929	\$ 2,821	\$ 3,503	\$ 3,034	\$ 3,112	\$ 3,535	\$ 3,254						\$ 22,188
Dane County	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 59	\$ 1,203						\$ 1,262
Commuter	\$ 11,784	\$ 11,502	\$ 14,598	\$ 13,032	\$ 14,851	\$ 17,921	\$ 17,722						\$ 101,410
Total unlimited ride pass revenue	\$ 478,590	\$ 495,507	\$ 511,560	\$ 504,768	\$ 462,864	\$ 447,996	\$ 449,871						\$ 3,351,156
Total passenger revenue	\$ 976,177	\$ 970,505	\$ 1,061,281	\$ 998,413	\$ 946,018	\$ 909,262	\$ 798,330						\$ 6,659,986
Cumulative YTD passenger revenue	\$ 976,177	\$ 1,946,682	\$ 3,007,963	\$ 4,006,376	\$ 4,952,394	\$ 5,861,656	\$ 6,659,986						

Madison Metro Transit
Year to Year Fixed Route Ridership and Revenue Comparison
Through July 31, 2012 and 2011

Fixed Route Rides

2012	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	66,971	65,298	64,783	59,594	68,150	72,704	66,147						463,647
Day passes	4,067	4,508	4,961	4,599	5,305	5,656	5,789						34,885
2 ride passes	3,185	4,636	6,210	5,594	6,576	13,326	21,713						61,240
10 ride passes	72,398	75,429	73,748	62,891	72,541	56,121	47,513						460,641
31 day passes	141,044	152,218	155,961	144,519	156,671	156,008	151,988						1,058,409
EZ Rider/Summer Youth passes	162,558	196,313	216,313	163,226	211,441	87,437	28,764						1,066,052
Total cash, ticket & pass rides	450,223	498,402	521,976	440,423	520,684	391,252	321,914						3,144,874
UW ASM	228,254	347,822	323,205	261,839	229,875	172,068	185,366						1,748,429
UW Employees	147,261	161,025	151,108	139,336	137,607	124,481	129,425						990,243
MATC	45,830	73,804	70,035	75,377	49,116	18,017	20,402						352,581
City of Madison	9,649	10,161	9,697	9,444	9,665	8,539	9,005						66,160
Edgewood	8,645	12,411	10,827	10,519	7,541	2,840	2,937						55,720
St. Mary's	2,619	3,004	3,018	3,203	3,387	3,306	3,486						22,023
Meriter	2,928	3,416	3,368	2,980	3,014	3,008	2,797						21,511
Dane County	2,089	1,874	1,687	1,463	1,544	1,474	1,534						11,665
Commuter	8,039	8,470	7,825	7,563	7,637	7,692	8,269						55,495
Total unlimited ride pass rides	455,314	621,987	580,770	511,724	449,386	341,425	363,221						3,323,827
UW routes 80-85	149,851	322,161	281,896	210,120	164,279	67,961	74,392						1,270,660
Total revenue rides	1,055,388	1,442,550	1,384,642	1,162,267	1,134,349	800,638	759,527						7,739,361
Transfers	72,942	72,578	71,530	67,890	75,299	89,480	91,344						541,063
Non-revenue rides	22,807	18,445	20,917	19,964	24,101	23,434	23,359						153,027
Total rides	1,151,137	1,533,573	1,477,089	1,250,121	1,233,749	913,552	874,230						8,433,451
Cumulative YTD total rides	1,151,137	2,684,710	4,161,799	5,411,920	6,645,669	7,559,221	8,433,451						

2011	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	65,670	64,772	66,436	55,966	61,466	75,648	75,641						465,599
Day passes	3,598	3,567	4,127	3,836	4,249	5,901	6,727						32,005
2 ride passes	-	-	-	-	-	-	-						-
10 ride passes	78,092	70,215	87,793	66,691	72,594	59,074	48,852						483,311
31 day passes	133,180	121,416	151,517	136,740	145,278	147,151	143,065						978,347
EZ Rider/Summer Youth passes	189,975	151,918	239,213	183,109	220,301	92,446	26,706						1,103,668
Total cash, ticket & pass rides	470,515	411,888	549,086	446,342	503,888	380,220	300,991						3,062,930
UW ASM	242,812	305,756	304,610	291,511	192,816	168,831	166,852						1,673,188
UW Employees	146,341	146,893	161,652	141,391	124,909	126,077	114,868						962,131
MATC	50,021	64,263	72,827	71,623	36,591	21,459	21,905						338,689
City of Madison	10,394	10,478	11,769	9,634	9,724	9,948	9,367						71,314
Edgewood	7,400	7,894	8,323	7,920	4,717	3,157	3,963						43,374
St. Mary's	3,283	3,512	3,903	3,507	3,563	4,016	4,397						26,181
Meriter	2,547	2,453	3,046	2,638	2,706	3,074	2,830						19,294
Dane County	-	-	-	-	-	-	51						1,097
Commuter	10,247	10,002	12,694	11,332	12,914	15,583	15,410						88,182
Total unlimited ride pass rides	473,045	551,251	578,824	539,556	387,940	352,196	340,638						3,223,450
UW routes 80-85	220,478	340,489	281,654	297,510	126,838	71,192	73,154						1,411,315
Total revenue rides	1,164,038	1,303,628	1,409,564	1,283,408	1,018,666	803,608	714,783						7,697,695
Transfers	71,405	61,215	72,636	62,400	67,979	88,617	95,328						519,580
Non-revenue rides	18,034	15,996	20,961	19,180	21,731	21,727	20,423						138,052
Total rides	1,253,477	1,380,839	1,503,161	1,364,988	1,108,376	913,952	830,534						8,355,327
Cumulative YTD total rides	1,253,477	2,634,316	4,137,477	5,502,465	6,610,841	7,524,793	8,355,327						

**Madison Metro Transit
Year to Year Fixed Route Ridership and Revenue Comparison
Through July 31, 2012 and 2011**

Fixed Route Passenger Revenue % Change

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	2.6%	-4.9%	-8.1%	9.9%	9.4%	-1.1%	12.9%						2.6%
Day passes	4.8%	14.2%	-2.2%	30.6%	11.0%	-11.7%	-11.4%						3.0%
2 ride passes													
10 ride passes	-25.2%	16.6%	-34.2%	-20.8%	0.0%	-31.7%	-58.7%						-24.6%
31 day passes	17.5%	34.9%	3.3%	-10.3%	-8.3%	-16.1%	-23.2%						-1.5%
EZ Rider/Summer Youth passes	-10.9%	-4.7%	-4.7%	-4.7%	-4.7%	-8.7%	2.7%						-5.7%
Total cash, ticket & pass revenue	-0.7%	8.9%	-8.0%	-3.4%	0.7%	-2.5%	-17.2%						-2.7%
UW ASM	4.7%	4.7%	4.7%	4.7%	4.7%	4.7%	4.7%						4.7%
UW Employees	5.8%	5.8%	5.8%	5.8%	5.8%	5.8%	5.8%						5.8%
MATC	-8.4%	14.8%	-3.8%	5.2%	34.2%	-16.0%	6.8%						4.1%
City of Madison	-7.2%	-3.0%	-17.6%	-2.0%	-0.6%	-14.2%	-3.9%						-7.2%
Edgewood	16.8%	57.2%	30.1%	32.8%	59.9%	-10.1%	-25.9%						28.5%
St. Mary's	-20.2%	-14.5%	-22.7%	-8.7%	-5.0%	-17.7%	-20.7%						-15.9%
Meriter	15.0%	39.3%	10.6%	13.0%	11.4%	-2.1%	-1.1%						11.5%
Dane County						2773.1%	46.6%						963.0%
Commuter	-21.5%	-15.3%	-38.4%	-33.3%	-40.9%	-50.6%	-46.3%						-37.1%
Total unlimited ride pass revenue	3.1%	7.3%	2.4%	4.7%	7.1%	1.2%	1.7%						4.0%
Total passenger revenue	1.1%	8.1%	-3.0%	0.7%	3.8%	-0.7%	-6.6%						0.6%
Cumulative YTD passenger revenue	1.1%	4.6%	1.9%	1.6%	2.1%	1.6%	0.6%						

Fixed Route Rides % Change

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	2.0%	0.8%	-2.5%	6.5%	10.9%	-3.9%	-12.6%						-0.4%
Day passes	13.0%	26.4%	20.2%	19.9%	24.9%	-4.2%	-13.9%						9.0%
2 ride passes													
10 ride passes	-7.3%	7.4%	-16.0%	-5.7%	-0.1%	-5.0%	-2.7%						-4.7%
31 day passes	5.9%	25.4%	2.9%	5.7%	7.8%	6.0%	6.2%						8.2%
EZ Rider/Summer Youth passes	-14.4%	29.2%	-9.6%	-10.9%	-4.0%	-5.4%	7.7%						-3.4%
Total cash, ticket & pass rides	-4.3%	21.0%	-4.9%	-1.3%	3.3%	2.9%	7.0%						2.7%
UW ASM	-6.0%	13.8%	6.1%	-10.2%	19.2%	1.9%	11.1%						4.5%
UW Employees	0.6%	9.6%	-6.5%	-1.5%	10.2%	-1.3%	12.7%						2.9%
MATC	-8.4%	14.8%	-3.8%	5.2%	34.2%	-16.0%	-6.9%						4.1%
City of Madison	-7.2%	-3.0%	-17.6%	-2.0%	-0.6%	-14.2%	-3.9%						-7.2%
Edgewood	16.8%	57.2%	30.1%	32.8%	59.9%	-10.0%	-25.9%						28.5%
St. Mary's	-20.2%	-14.5%	-22.7%	-8.7%	-4.9%	-17.7%	-20.7%						-15.9%
Meriter	15.0%	39.3%	10.6%	13.0%	11.4%	-2.1%	-1.2%						11.5%
Dane County						2790.2%	46.7%						963.4%
Commuter	-21.5%	-15.3%	-38.4%	-33.3%	-40.9%	-50.6%	-46.3%						-37.1%
Total unlimited ride pass rides	-3.7%	12.8%	0.3%	-5.2%	15.8%	-3.1%	6.6%						3.1%
UW routes 80-85	-32.0%	-5.4%	0.1%	-29.4%	29.5%	-4.5%	1.7%						-10.0%
Total revenue rides	-9.3%	10.7%	-1.8%	-9.4%	11.4%	-0.4%	6.3%						0.5%
Transfers	2.2%	18.6%	-1.5%	8.8%	10.8%	1.0%	-4.2%						4.1%
Non-revenue rides	26.5%	15.3%	-0.2%	4.1%	10.9%	7.9%	14.4%						10.8%
Total rides	-8.2%	11.1%	-1.7%	-8.4%	11.3%	0.0%	5.3%						0.9%
Cumulative YTD total rides	-8.2%	1.9%	0.6%	-1.6%	0.5%	0.5%	0.9%						