

Commute Card Summary

2010 & 2011 Totals

2010	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total Rides
Totals Rides	788	2,040	2,630	2,527	2,492	2,598	2,673	3,187	3,773	3,842	8,037	10,101	44,688
Total Riders (Users per month)	70	117	156	169	159	180	177	189	225	224	481	530	

2011 SUMMARY (See Graph Below for Rides)

2011	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total Rides
Totals Rides	10,263	10,023	12,755	11,349	12,944	15,628	15,435	16,875	16,020				121,292
Total Riders (Users per month)	533	559	589	581	740	807	819	825	831				

Commute Card Notes & Observations

- 1) Over 80 businesses signed up; 64 **active** businesses in September.
- 2) If employees have to transfer on the way to work, the current structure isn't desirable due to \$1.15 transfer; program not cost-effective. (Only works for businesses picking up the cost, as the average will play a role).
- 3) Businesses that signed up in out-lying areas like Fitchburg, Middleton have shown low to no usage per month (transfers an issue).
- 4) Even though businesses can purchase the 31-day unlimited ride pass (\$55) for those employees who have to transfer, implementing two systems, the Commute Card and standard fare purchases isn't as desirable. (Creates more administrative work)
- 5) Initial interest in the program has seemed to peak a bit.
 - a. To increase the number of businesses participating, it may help to take a look at the structure of the program.
 - b. If the Commute Card cost per month for an individual rider did not exceed the current 31-day pass cost of \$55, it would be easier to get more people on board.
 - c. If organizations have members who are currently high frequent riders or those who have to transfer, there's not advantage/incentive to participate.
- 6) Right now from the data, it shows that most current participants in the program are more "moderate" and not HIGH-END riders. Larger businesses are more difficult to get aboard due to equity issues (not all employees having access to Metro) and administrative/payroll issues.

Commute Card Summary for Current 9 Months (Jan 2011 - Sept 2011)

Top 10 Organizations with MOST RIDES

	Jan Rides	Feb Rides	Mar Rides	Apr Rides	May Rides	June Rides	July Rides	Aug Rides	Sept Rides	Avg. Rides Per Month	Total Rides
William S. Middleton Memorial Veterans Hospital	5,402	5,054	7,074	6,430	8,511	11,042	11,130	12,549	11,182	8708.2	78,374
ITT Technical Institute	434	510	551	578	703	745	667	490	749	603.0	5,427
WESLI, LLC (WI English Second Language Institute)	553	516	655	496	425	415	484	459	627	514.4	4,630
Epic Systems Corporation	329	372	376	373	322	371	373	515	348	375.4	3,379
Sustainable Atwood	446	467	436	325	268	238	233	237	250	322.2	2,900
Towers Holdings (The Towers Apartments)	0	0	218	321	357	392	397	356	536	368.1	2,577
Madison Children's Museum	187	204	279	215	253	263	193	193	194	220.1	1,981
Deja Food, LLC (L'Etoile Restaurant, Graze)	369	317	284	251	192	144	100	105	166	214.2	1,928
Broadcast Interactive Media	188	185	265	213	166	169	175	145	208	190.4	1,714
Community Pharmacy	240	231	246	226	147	117	144	163	139	183.7	1,653

Top 10 Organizations with MOST RIDERS (Commuter Card Users)

	Jan Riders	Feb Riders	Mar Riders	Apr Riders	May Riders	June Riders	July Riders	Aug Riders	Sept Riders	Avg. # Riders Per Month
William S. Middleton Memorial Veterans Hospital	252	259	279	294	464	506	528	540	523	405.0
Epic Systems Corporation	24	28	26	26	24	30	40	33	37	29.8
Sustainable Atwood	27	28	29	28	24	24	22	24	21	25.2
WESLI, LLC (WI English Second Language Institute)	22	24	23	25	22	25	24	25	30	24.4
ITT Technical Institute	15	15	15	18	16	25	17	15	20	17.3
Madison Children's Museum	12	14	14	1	15	17	16	14	13	12.9
Broadcast Interactive Media	12	14	13	12	11	10	13	13	15	12.6
Towers Holdings (The Towers Apartments)	0	0	11	13	14	15	17	18	20	15.4
Community Pharmacy	15	14	12	13	10	10	8	9	8	11.0
Deja Food, LLC (L'Etoile Restaurant, Graze)	16	14	13	12	9	7	8	8	8	10.6

**AVERAGE RIDES (AND AVERAGE COST) PER COMMUTE CARD HOLDER
PER MONTH FOR TOP 10 ORGANIZATIONS**

*Based on the charts on page 2

	AVG RIDES	PER RIDE COST	TOTAL AVG COST
William S. Middleton Memorial Veterans Hospital	21.5	\$1.15	\$24.73
ITT Technical Institute	34.8	\$1.15	\$40.01
WESLI, LLC (WI English Second Language Institute)	21.0	\$1.15	\$24.20
Epic Systems Corporation	12.6	\$1.15	\$14.50
Sustainable Atwood	12.8	\$1.15	\$14.69
Towers Holdings (The Towers Apartments)	23.9	\$1.15	\$27.44
Madison Children's Museum	17.1	\$1.15	\$19.64
Deja Food, LLC (L'Etoile Restaurant, Graze)	20.3	\$1.15	\$23.34
Broadcast Interactive Media	15.2	\$1.15	\$17.44
Community Pharmacy	16.7	\$1.15	\$19.20

Dane County Unlimited Ride Pass 2011 Totals
(Signed on in July)

Dane County 2011	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total Rides
Totals Rides	0	0	0	0	0	49	1,046	1,468	1,537				4,100
Total Riders (Users per month)	0	0	0	0	0	12	56	59	62				
