

TAXICAB SERVICE SURVEY 2023 (2022 financial and statistical data)

ITEM	Madison Taxi	Union Cab	Transit Solutions	Badger Bus
MILES	1,386,445	1,761,682	647,308	674,458
PASSENGERS	102,032		101,852	74,575
PASSENGER TRIPS	80,868		101,852	74,825
REVENUES	2,787,933	\$4,224,930	2,326,264	3,059,123
TOTAL EXPENSES*	2,712,042	\$4,178,728	2,346,146	2,954,730
PROFIT (LOSS)	75,891	46,202	(19,882)	104,393
COMPANY COST PER PASSENGER	\$26.58	#DIV/0!	\$23.03	\$39.62
CRASHES	5	36	3	8
CRASHES WHERE DRIVER WAS AT FAULT	1	16	1	3
MILES/CRASH	277,289	48,936	215,769	84,307
INTERNAL COMPLAINTS	13	119	0	113
CITY COMPLAINTS	4	0	33	0
PERMITS REQUESTED	30	45	36	25

*Report expenses before earnings distribution to owners and officers

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

UNION CAB: A METERED-CAB OPERATION, OPERATED AS A COOPERATIVE (EMPLOYEES OWN THE COMPANY).

Union cab is still not yet provided this data

BADGER BUS: PRIVATELY OWNED, FLAT-RATED OPERATION FOR MADISON METRO, FOR DISABLED PASSENGERS.

TRANSIT SOLUTIONS: FLAT-RATED OPERATION TO TRANSPORT ELDERLY & PEOPLE WITH DISABILITIES. THEY ALSO HAVE LICENSE TO SERVE THE AIRPORT AS A TAXICAB.

Please note: Badger Bus and Transit Solutions do not accept demand-responsive rides, and do not list contract rates.