

**ROUTE PRODUCTIVITY COMPARISON--YEAR TO DATE--May 2014 vs. May 2013**  
**(Routes sorted in order of 2014 passengers per revenue hour productivity)**

| ROUTE  | RIDERSHIP, 2014 vs. 2013<br>Year to Date |                  |             | Productivity, Trips per Revenue Hour |              |              | Routes<br>< 60% of<br>system avg. | ROUTE KEY   |
|--|--|------------------|-------------|--------------------------------------|--------------|--------------|-----------------------------------|---|
|  | 2013                                     | 2014             | % change    | 2013                                 | 2014         | % Change     |                                   |   |
| 80 UW CAMPUS (service revised August 26, 2012)                                       | 907,514                                  | 1,071,902        | 18.1%       | 96.01                                | 113.81       | 18.5%        |                                   | <b>Core Routes</b> operate every day from early a.m. to late p.m.:<br><b>2, 3, 4, 5, 6, 7, 13</b><br>(3 operates weekdays only;<br>7 operates weekends & holidays only).  |
| E, L, M, W SUPPLEMENTARY SCHOOL SERVICE  | 587,111                                  | 571,106          | -2.7%       | 67.96                                | 66.97        | -1.5%        |                                   |   |
| 28 NTP-WTP COMMUTER (revised August 25, 2013)  | 193,122                                  | 186,067          | -3.7%       | 69.34                                | 63.73        | -8.1%        |                                   | <b>Commuter Routes</b> operate on weekdays during peak hours:<br><b>11, 12, 14, 15, 25, 27, 28, 29, 37, 38, 44, 47, 48, 55, 56, 57</b><br><b>58, 71, 72, 74, 75</b>   |
| 84 EAGLE HEIGHTS EXPRESS (began operating August 25, 2008)                           | 25,713                                   | 14,659           | -43.0%      | 107.60                               | 61.92        | -42.5%       |                                   |   |
| 2 WTP-NTP (revised August 25, 2013)  | 618,984                                  | 674,496          | 9.0%        | 54.71                                | 52.54        | -4.0%        |                                   | <b>Peripheral Routes</b> operate from transfer points to outlying areas: <b>20, 21, 22, 26, 30, 31, 32, 33, 35, 36, 40, 50, 51, 52, 73, 78</b>  |
| 50 WTP-SCHROEDER-RAYMOND LOOP  | 79,533                                   | 85,727           | 7.8%        | 45.20                                | 47.80        | 5.8%         |                                   |   |
| 4 NTP-STP  | 340,387                                  | 363,778          | 6.9%        | 43.17                                | 46.81        | 8.4%         |                                   | <b>Connector Routes</b> connect transfer points throughout the day:<br><b>16, 17, 18.</b>   |
| 10 SCHENK/ATWOOD - UW CAMPUS (began August 24, 2009 & revised August 25, 2013)       | 49,737                                   | 343,311          | 590.3%      | 29.55                                | 46.66        | 57.9%        |                                   |   |
| 67 WTP-WEST TOWNE  | 129,718                                  | 125,233          | -3.5%       | 47.32                                | 44.53        | -5.9%        |                                   | <b>Circulator Routes</b><br><b>1, 9, 10, 34</b>   |
| 40 STP - ARBOR HILLS LOOP (revised August 25, 2013)                                  | 75,129                                   | 90,113           | 19.9%       | 36.26                                | 43.10        | 18.9%        |                                   |   |
| 44 STP-UW CAMPUS & FITCHBURG COMMUTER RTES   | 46,154                                   | 47,196           | 2.3%        | 40.43                                | 43.01        | 6.4%         |                                   | <b>Other routes:</b><br><b>8</b> operates between the Capitol Square and Spring Harbor, weekends only.<br><b>19</b> operates like a core route between the Capitol Square and Allied Drive on weekdays.<br><b>39</b> operates as a commuter route during peak hours; operates like a circulator route middle day.<br><b>59</b> operates weekends & holidays between the WTP and Fitchburg.<br><b>67</b> connects with route 6 at the West Transfer Point; operates to/from West Towne Mall.<br><b>63</b> and <b>68</b> operate between the WTP and Prairie Town Center.<br><b>70</b> operates like a core route between the Capitol Square & Middleton on weekdays. |
| 38 PFLAUM RD-SHEBOYGAN AVE COMMUTER (revised Oct. '08, Aug '09, & Aug 25, 2013)      | 166,124                                  | 166,881          | 0.5%        | 45.02                                | 42.95        | -4.6%        |                                   |   |
| 71 MIDDLETON-CAPITOL SQUARE VIA MARSHALL PARK COMMUTER (revised Aug 25, 2013)        | 42,394                                   | 36,540           | -13.8%      | 51.94                                | 42.80        | -17.6%       |                                   | <b>UW Campus Circulators</b><br><b>80, 81, 82, 84</b>   |
| 22 MENDOTA LOOP  | 106,728                                  | 103,650          | -2.9%       | 38.09                                | 39.74        | 4.3%         |                                   |   |
| 3 WTP-ETP  | 282,986                                  | 284,188          | 0.4%        | 38.99                                | 39.57        | 1.5%         |                                   | <b>School Day Supplemental Routes</b><br><b>E, L, M, W</b>  |
| 72 MIDDLETON-CAPITOL SQUARE VIA BRANCH COMMUTER (revised August 25, 2013)            | 67,138                                   | 61,930           | -7.8%       | 41.32                                | 38.80        | -6.1%        |                                   |   |
| 6 EAST TOWNE-WTP   | 525,151                                  | 534,513          | 1.8%        | 37.07                                | 38.16        | 2.9%         |                                   |   |
| 5 ETP-STP  | 214,374                                  | 221,712          | 3.4%        | 35.95                                | 37.80        | 5.1%         |                                   |   |
| 81-82 UW LATE NITE CIRCULATORS   | 51,940                                   | 58,959           | 13.5%       | 32.66                                | 37.07        | 13.5%        |                                   |   |
| 11 WTP-DUTCH MILL-CAP SQUARE   | 46,624                                   | 41,709           | -10.5%      | 37.21                                | 34.78        | -6.5%        |                                   |   |
| 51 WTP-MUIR FIELD LOOP   | 36,487                                   | 41,108           | 12.7%       | 33.62                                | 34.51        | 2.7%         |                                   |   |
| 75 VERONA-CAPITOL SQUARE COMMUTER (began Mar 26, 2012; revised Mar 11 & Dec 2, 2013) | 19,285                                   | 30,092           | 56.0%       | 29.90                                | 34.16        | 14.2%        |                                   |   |
| 17 ETP-NTP   | 55,316                                   | 56,404           | 2.0%        | 35.02                                | 34.11        | -2.6%        |                                   |   |
| 1 CAP SQUARE - UW  | 13,553                                   | 13,860           | 2.3%        | 32.78                                | 33.85        | 3.2%         |                                   |   |
| 27 NTP - UW CAMPUS COMMUTER  | 25,767                                   | 26,125           | 1.4%        | 32.94                                | 33.76        | 2.5%         |                                   |   |
| 21 LAKEVIEW LOOP   | 74,688                                   | 77,717           | 4.1%        | 28.88                                | 32.38        | 12.1%        |                                   |   |
| 30 ETP-EAST TOWNE  | 117,632                                  | 107,580          | -8.5%       | 34.91                                | 32.14        | -8.0%        |                                   |   |
| 18 STP-WTP (revised August 25, 2013)   | 191,562                                  | 173,109          | -9.6%       | 35.67                                | 32.05        | -10.2%       |                                   |   |
| 58 GREENTREE COMMUTER  | 37,642                                   | 38,831           | 3.2%        | 29.84                                | 31.74        | 6.4%         |                                   |   |
| 57 PILGRIM-REETZ COMMUTER & MUIR FIELD COMMUTER                                      | 56,060                                   | 49,116           | -12.4%      | 36.73                                | 31.71        | -13.7%       |                                   |   |
| 7 WTP-ETP (Weekends & Holidays Only)   | 67,048                                   | 75,408           | 12.5%       | 28.65                                | 31.50        | 9.9%         |                                   |   |
| 8 CAP SQUARE-SPRING HARBOR (Weekends & Holidays Only)                                | 17,620                                   | 20,691           | 17.4%       | 26.04                                | 29.90        | 14.8%        |                                   |   |
| 47 ARBOR HILLS COMMUTER  | 37,164                                   | 37,093           | -0.2%       | 27.14                                | 29.37        | 8.2%         |                                   |   |
| 16 STP - ETP   | 180,220                                  | 146,943          | -18.5%      | 35.10                                | 28.17        | -19.8%       |                                   |   |
| 14 RICHMOND HILL-WEXFORD RIDGE/JUNCTION RIDGE (revised August 25, 2013)              | 192,447                                  | 136,700          | -29.0%      | 33.19                                | 27.26        | -17.9%       |                                   |   |
| 15 RICHMOND HILL-WEXFORD RIDGE/JUNCTION RIDGE (revised August 25, 2013)              | 242,127                                  | 183,183          | -24.3%      | 35.61                                | 26.09        | -26.7%       |                                   |   |
| 19 RED ARROW TR-CAP SQUARE   | 80,505                                   | 80,492           | 0.0%        | 25.97                                | 26.01        | 0.1%         |                                   |   |
| 63 WTP-PRAIRIE TWN CTR (Weekends & Holidays only)                                    | 17,150                                   | 15,572           | -9.2%       | 28.89                                | 25.64        | -11.2%       |                                   |   |
| 12 WTP-DUTCH MILL-CAP SQUARE   | 24,589                                   | 23,614           | -4.0%       | 25.41                                | 24.05        | -5.3%        | x                                 |   |
| 70 MIDDLETON-CAPITOL SQUARE  | 76,475                                   | 67,799           | -11.3%      | 27.34                                | 24.03        | -12.1%       | x                                 |   |
| 56 PILGRIM-REETZ COMMUTER & MUIR FIELD COMMUTER                                      | 59,659                                   | 46,151           | -22.6%      | 31.58                                | 23.95        | -24.2%       | x                                 |   |
| 55 VERONA - WTP COMMUTER (revised Mar 11, 2013)                                      | 17,145                                   | 15,861           | -7.5%       | 27.71                                | 22.84        | -17.6%       | x                                 |   |
| 13 STP-CAP SQUARE  | 67,096                                   | 70,472           | 5.0%        | 20.73                                | 21.85        | 5.4%         | x                                 |   |
| 33 SPRECHER/THOMPSON - ETP (revised August 25, 2013)                                 | 2,029                                    | 22,756           | 1021.5%     | 8.01                                 | 20.78        | 159.4%       | x                                 |   |
| 32 ACEWOOD-THOMPSON LOOP   | 19,620                                   | 19,171           | -2.3%       | 22.44                                | 20.31        | -9.5%        | x                                 |   |
| 29 SHERMAN COMMUTER ("School day" trip discontinued October 4, 2008)                 | 9,958                                    | 9,307            | -6.5%       | 29.73                                | 19.48        | -34.5%       | x                                 |   |
| 37 PFLAUM RD-SHEBOYGAN AVE COMMUTER (revised Oct. '08 & Aug '09)                     | 41,118                                   | 33,370           | -18.8%      | 20.32                                | 19.22        | -5.4%        | x                                 |   |
| 73 WTP-OLD SAUK TRAILS   | 59,328                                   | 54,591           | -8.0%       | 19.46                                | 19.15        | -1.6%        | x                                 |   |
| 74 MIDDLETON LOOP  | 12,781                                   | 13,850           | 8.4%        | 16.34                                | 18.12        | 10.9%        | x                                 |   |
| 52 WTP-FITCHBURG   | 15,381                                   | 19,985           | 29.9%       | 13.06                                | 18.09        | 38.5%        | x                                 |   |
| 34 ETP-MATC (peak service on 34 began Aug 24, 2009 & revised Aug 25, 2013)           | 13,329                                   | 9,136            | -31.5%      | 17.23                                | 17.58        | 2.0%         | x                                 |   |
| 35 RICHMOND HILLS/ACEWOOD - ETP (began August 25, 2013)                              | -  | 17,753           | NA          | NA                                   | 16.96        | NA           | x                                 |   |
| 25 AMERICAN CENTER COMMUTER (revised August 25, 2013)                                | 4,620                                    | 3,945            | -14.6%      | 14.98                                | 16.92        | 13.0%        | x                                 |   |
| 20 NTP-EAST TOWNE  | 72,611                                   | 72,573           | -0.1%       | 16.32                                | 15.52        | -4.9%        | x                                 |   |
| 48 STP-UW CAMPUS & FITCHBURG COMMUTER RTES   | 5,890                                    | 6,454            | 9.6%        | 12.51                                | 13.88        | 10.9%        | x                                 |   |
| 39 ETP - DAIRY DRIVE (revised August 25, 2013)                                       | 11,693                                   | 7,731            | -33.9%      | 13.29                                | 12.69        | -4.5%        | x                                 |   |
| 36 CITY VIEW LOOP (Began Oct. 5, 2008; formerly part of Route 6)                     | 14,566                                   | 14,958           | 2.7%        | 11.95                                | 12.50        | 4.6%         | x                                 |   |
| 78 MIDDLETON-WTP (Began Oct. 5, 2008; Saturdays only)                                | 4,363                                    | 4,765            | 9.2%        | 11.97                                | 12.50        | 4.5%         | x                                 |   |
| 31 MARSH RD - ETP (began August 25, 2013)  | -  | 10,105           | NA          | NA                                   | 8.93         | NA           | x                                 |   |
| 59 FITCHBURG - WTP (weekend & holiday route, began August 23, 2009)                  | 3,890                                    | 5,760            | 48.1%       | 5.76                                 | 8.34         | 44.8%        | x                                 |   |
| 26 AMERICAN CENTER LOOP (Began Oct. 5, 2008)   | 1,555                                    | 1,774            | 14.1%       | 6.64                                 | 7.61         | 14.7%        | x                                 |   |
| 68 WTP-PRAIRIE TWN CTR (Weekends & Holidays only)                                    | 4,055                                    | 4,263            | 5.1%        | 5.88                                 | 6.05         | 2.8%         | x                                 |   |
| 9 ETP - UW CAMPUS (ended operating on August 24, 2013)                               | 115,543                                  | -                | -100.0%     | 53.42                                | NA           | NA           |                                   |   |
| UNKNOWN ROUTE & ROAD BUS *   | 68                                       | 3                | NA          | NA                                   | NA           | NA           |                                   |   |
| <b>SYSTEM TOTAL</b>  | <b>6,676,196</b>                         | <b>6,949,841</b> | <b>4.1%</b> | <b>40.82</b>                         | <b>40.81</b> | <b>0.0%</b>  | <b>24.49</b>                      |   |
| <b>TOTAL WITHOUT CAMPUS CIRCULATORS (Routes 80-84)</b>                               | <b>5,691,029</b>                         | <b>5,804,321</b> | <b>2.0%</b> | <b>37.38</b>                         | <b>36.49</b> | <b>-2.4%</b> | <b>21.90</b>                      |   |

\* Unknown Route refers to ridership data that isn't assigned to a route by the farebox (generally seen when farebox goes into "fallback mode"). Road buses are put into service to do portions of routes because of vehicle breakdowns, late regular buses, or overloads.

Average weekday ridership May 2013: 48,630  
Average weekday ridership May 2014: 49,691