

Madison Metro Transit
Year to Year Fixed Route Ridership and Revenue Comparison
Through December 31, 2009 and 2008

Fixed Route Passenger Revenue

2009	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	\$ 105,360	\$ 102,084	\$ 102,882	\$ 107,166	\$ 112,743	\$ 116,652	\$ 106,693	\$ 121,627	\$ 121,221	\$ 115,509	\$ 95,393	\$ 90,385	\$ 1,297,715
Day passes	\$ 6,438	\$ 6,100	\$ 6,344	\$ 6,782	\$ 6,804	\$ 7,703	\$ 7,524	\$ 8,437	\$ 7,283	\$ 7,229	\$ 6,350	\$ 7,388	\$ 84,382
10 ride passes/tickets	\$ 105,459	\$ 117,722	\$ 135,395	\$ 86,930	\$ 144,070	\$ 131,080	\$ 87,085	\$ 91,779	\$ 106,420	\$ 100,590	\$ 73,875	\$ 119,745	\$ 1,300,150
31 day passes	\$ 88,149	\$ 84,906	\$ 121,032	\$ 77,385	\$ 99,138	\$ 86,240	\$ 96,525	\$ 86,788	\$ 99,248	\$ 102,741	\$ 87,451	\$ 139,783	\$ 1,169,386
EZ Rider/Summer Youth passes	\$ 103,569	\$ 138,308	\$ 138,308	\$ 138,308	\$ 138,308	\$ 55,752	\$ 6,950	\$ 11,030	\$ 204,927	\$ 204,927	\$ 204,927	\$ 190,093	\$ 1,535,407
Total cash, ticket & pass revenue	\$ 408,975	\$ 449,120	\$ 503,961	\$ 416,571	\$ 501,063	\$ 397,427	\$ 304,777	\$ 319,661	\$ 539,099	\$ 530,996	\$ 467,996	\$ 547,394	\$ 5,387,040
UW ASM	\$ 198,661	\$ 270,457	\$ 240,390	\$ 243,128	\$ 156,700	\$ 138,255	\$ 145,255	\$ 136,327	\$ 240,253	\$ 288,394	\$ 247,007	\$ 208,374	\$ 2,513,201
UW Employees	\$ 127,310	\$ 133,249	\$ 135,886	\$ 126,209	\$ 106,676	\$ 109,396	\$ 111,927	\$ 104,155	\$ 111,299	\$ 130,162	\$ 117,016	\$ 116,691	\$ 1,429,976
MATC	\$ 38,571	\$ 42,829	\$ 42,883	\$ 45,805	\$ 24,326	\$ 12,856	\$ (33,062)	\$ 23,759	\$ 66,028	\$ 73,192	\$ 67,121	\$ 53,679	\$ 457,987
City of Madison	\$ 8,571	\$ 8,790	\$ 9,275	\$ 10,161	\$ 9,100	\$ 9,473	\$ 9,230	\$ 8,920	\$ 10,248	\$ 11,261	\$ 10,340	\$ 10,034	\$ 115,403
Edgewood	\$ 5,077	\$ 6,442	\$ 5,598	\$ 5,920	\$ 3,654	\$ 1,442	\$ 1,681	\$ 3,322	\$ 9,820	\$ 9,579	\$ 8,575	\$ 6,531	\$ 67,641
St. Mary's	\$ 2,279	\$ 2,600	\$ 2,841	\$ 3,220	\$ 3,076	\$ 3,249	\$ 4,104	\$ 4,199	\$ 4,434	\$ 4,520	\$ 4,500	\$ 4,271	\$ 43,292
Meriter	\$ 2,537	\$ 2,512	\$ 2,589	\$ 2,456	\$ 2,232	\$ 2,488	\$ 2,454	\$ 2,209	\$ 2,447	\$ 2,778	\$ 2,478	\$ 2,721	\$ 29,902
Total unlimited ride pass revenue	\$ 383,006	\$ 466,879	\$ 439,463	\$ 436,899	\$ 305,765	\$ 277,159	\$ 241,589	\$ 282,890	\$ 444,528	\$ 519,886	\$ 457,037	\$ 402,301	\$ 4,657,402
Total passenger revenue	\$ 791,981	\$ 915,999	\$ 943,424	\$ 853,470	\$ 806,828	\$ 674,586	\$ 546,366	\$ 602,551	\$ 983,627	\$ 1,050,882	\$ 925,033	\$ 949,695	\$ 10,044,442
Cumulative YTD passenger revenue	\$ 791,981	\$ 1,707,980	\$ 2,651,404	\$ 3,504,873	\$ 4,311,701	\$ 4,986,287	\$ 5,532,653	\$ 6,135,205	\$ 7,118,832	\$ 8,169,714	\$ 9,094,747	\$ 10,044,442	

2008	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	\$ 110,743	\$ 113,618	\$ 122,511	\$ 109,924	\$ 101,569	\$ 119,458	\$ 110,980	\$ 115,147	\$ 121,390	\$ 115,458	\$ 102,916	\$ 96,019	\$ 1,339,734
Day passes	\$ 4,775	\$ 4,614	\$ 5,474	\$ 5,677	\$ 5,505	\$ 6,694	\$ 8,139	\$ 9,727	\$ 7,919	\$ 6,079	\$ 5,624	\$ 5,397	\$ 75,623
10 ride passes/quiktitx	\$ 128,545	\$ 99,630	\$ 102,533	\$ 121,847	\$ 137,074	\$ 105,447	\$ 82,446	\$ 73,075	\$ 112,289	\$ 102,201	\$ 82,952	\$ 106,350	\$ 1,254,387
31 day passes	\$ 90,334	\$ 91,650	\$ 81,381	\$ 84,060	\$ 83,143	\$ 88,313	\$ 92,496	\$ 77,619	\$ 88,760	\$ 93,483	\$ 89,418	\$ 83,051	\$ 1,043,706
EZ Rider/Summer Youth passes	\$ 82,109	\$ 110,108	\$ 110,109	\$ 110,108	\$ 110,108	\$ 35,570	\$ 7,570	\$ 7,570	\$ 173,061	\$ 175,024	\$ 173,276	\$ 30,781	\$ 1,125,394
Total cash, ticket & pass revenue	\$ 416,506	\$ 419,620	\$ 422,008	\$ 431,615	\$ 437,399	\$ 355,481	\$ 301,630	\$ 283,138	\$ 503,418	\$ 492,244	\$ 454,186	\$ 321,598	\$ 4,838,844
UW ASM	\$ 169,393	\$ 254,535	\$ 207,061	\$ 228,931	\$ 148,716	\$ 119,725	\$ 127,871	\$ 115,049	\$ 239,793	\$ 268,528	\$ 233,258	\$ 210,567	\$ 2,323,427
UW Employees	\$ 113,000	\$ 120,310	\$ 115,738	\$ 116,444	\$ 100,727	\$ 96,915	\$ 99,424	\$ 64,315	\$ 112,489	\$ 129,343	\$ 112,448	\$ 121,167	\$ 1,302,322
MATC	\$ 33,048	\$ 34,410	\$ 32,567	\$ 37,978	\$ 30,791	\$ 27,364	\$ (1,850)	\$ 31,428	\$ 52,731	\$ 57,798	\$ 45,680	\$ 39,236	\$ 421,181
City of Madison	\$ 8,771	\$ 9,184	\$ 9,160	\$ 9,113	\$ 8,601	\$ 8,434	\$ 9,006	\$ 7,994	\$ 9,418	\$ 10,389	\$ 8,590	\$ 8,968	\$ 107,628
Edgewood	\$ 4,147	\$ 5,560	\$ 4,906	\$ 5,693	\$ 3,550	\$ 1,686	\$ 1,932	\$ 2,999	\$ 7,191	\$ 6,967	\$ 5,715	\$ 4,813	\$ 55,160
St. Mary's	\$ 2,037	\$ 2,040	\$ 2,112	\$ 2,212	\$ 2,465	\$ 2,879	\$ 3,137	\$ 3,125	\$ 3,216	\$ 3,457	\$ 2,949	\$ 2,960	\$ 32,588
Meriter												\$ 2,053	\$ 2,053
Total unlimited ride pass revenue	\$ 330,396	\$ 426,038	\$ 371,545	\$ 400,371	\$ 294,849	\$ 257,003	\$ 239,520	\$ 224,911	\$ 424,839	\$ 476,482	\$ 408,640	\$ 389,764	\$ 4,244,359
Total passenger revenue	\$ 746,901	\$ 845,659	\$ 793,552	\$ 831,986	\$ 732,249	\$ 612,484	\$ 541,151	\$ 508,049	\$ 928,257	\$ 968,726	\$ 862,826	\$ 711,362	\$ 9,083,203
Cumulative YTD passenger revenue	\$ 746,901	\$ 1,592,560	\$ 2,386,112	\$ 3,218,098	\$ 3,950,347	\$ 4,562,831	\$ 5,103,982	\$ 5,612,031	\$ 6,540,289	\$ 7,509,015	\$ 8,371,841	\$ 9,083,203	

**Madison Metro Transit
Year to Year Fixed Route Ridership and Revenue Comparison
Through December 31, 2009 and 2008**

Fixed Route Rides

2009	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	82,794	82,126	83,672	66,614	69,360	70,962	70,385	62,248	72,210	65,423	57,600	54,440	837,834
Day passes	5,886	5,474	5,472	4,337	4,186	5,373	6,014	5,681	4,908	4,179	3,796	3,503	58,809
10 ride passes/tickets	83,888	86,301	89,428	77,580	75,374	69,041	59,196	54,476	74,718	75,002	66,519	64,461	875,984
31 day passes	107,962	114,284	124,771	121,882	120,241	121,664	125,734	118,001	125,511	130,900	119,193	109,803	1,439,946
EZ Rider/Summer Youth passes	161,045	182,470	207,680	164,492	188,129	92,950	22,922	16,784	190,938	214,543	198,027	148,745	1,788,725
Total cash, ticket & pass rides	441,575	470,655	511,023	434,905	457,290	359,990	284,251	257,190	468,285	490,047	445,135	380,952	5,001,298
UW ASM	208,677	284,094	252,511	255,387	164,601	145,226	152,579	143,201	252,367	302,935	259,461	218,880	2,639,919
UW Employees	133,729	139,967	142,737	132,572	112,055	114,912	117,570	109,407	116,911	136,725	122,916	122,575	1,502,076
MATC	40,516	44,988	45,045	48,114	25,552	13,504	15,101	24,957	60,025	66,538	61,019	48,799	494,158
City of Madison	9,003	9,233	9,743	9,237	8,273	8,612	8,391	8,109	9,316	10,237	9,400	9,122	108,676
Edgewood	5,333	6,767	5,880	6,218	3,838	1,515	1,766	3,489	8,927	8,708	7,795	5,937	66,173
St. Mary's	2,394	2,731	2,984	3,382	3,231	3,413	3,731	3,817	4,031	4,109	4,091	3,883	41,797
Meriter	2,665	2,639	2,720	2,580	2,345	2,613	2,578	2,320	2,570	2,918	2,603	2,474	31,025
Total unlimited ride pass rides	402,317	490,419	461,620	457,490	319,895	289,795	301,716	295,300	454,147	532,170	467,285	411,670	4,883,824
UW routes 80-85	178,073	326,729	280,955	352,032	163,765	69,324	64,666	76,092	304,303	333,094	274,342	205,970	2,629,345
Total revenue rides	1,021,965	1,287,803	1,253,598	1,244,427	940,950	719,109	650,633	628,582	1,226,735	1,355,311	1,186,762	998,592	12,514,467
Transfers	75,060	74,189	79,418	72,601	73,468	84,698	91,290	77,779	76,336	69,962	63,274	58,126	896,201
Non-revenue rides	13,877	12,909	13,519	13,222	15,223	14,859	15,913	14,825	17,945	15,352	14,026	16,088	177,758
Total rides	1,110,902	1,374,901	1,346,535	1,330,250	1,029,641	818,666	757,836	721,186	1,321,016	1,440,625	1,264,062	1,072,806	13,588,426
Cumulative YTD total rides	1,110,902	2,485,803	3,832,338	5,162,588	6,192,229	7,010,895	7,768,731	8,489,917	9,810,933	11,251,558	12,515,620	13,588,426	

2008	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	97,084	87,976	84,165	90,854	92,874	91,823	89,639	84,458	100,841	94,869	78,329	77,745	1,070,657
Day passes	4,491	4,783	5,094	4,913	5,481	6,035	7,242	9,129	7,669	6,459	4,987	4,933	71,216
10 ride passes/tickets	92,189	95,727	90,169	96,252	87,857	74,466	68,685	62,796	89,371	91,849	76,384	77,308	1,003,053
31 day passes	104,836	104,136	112,035	111,336	109,679	108,837	113,682	111,686	121,069	128,843	109,157	104,556	1,339,852
EZ Rider/Summer Youth passes	126,110	153,291	146,885	189,786	179,152	77,724	23,901	16,553	180,201	220,926	174,686	137,948	1,627,163
Total cash, ticket & pass rides	424,710	445,913	438,348	493,141	475,043	358,885	303,149	284,622	499,151	542,946	443,543	402,490	5,111,941
UW ASM	190,497	286,422	233,196	257,636	167,634	135,449	144,553	130,433	249,753	279,775	242,550	219,875	2,537,773
UW Employees	127,871	136,211	131,040	131,795	113,995	109,779	112,534	104,998	117,639	135,199	117,451	126,762	1,465,274
MATC	37,501	39,038	36,967	43,109	34,942	31,077	31,091	35,697	55,334	60,581	47,868	41,160	494,365
City of Madison	9,213	9,647	9,622	9,572	9,035	8,859	9,460	8,397	9,893	10,913	9,023	9,420	113,054
Edgewood	4,697	6,305	5,567	6,457	4,027	1,910	2,191	3,403	7,536	7,266	5,956	5,037	60,352
St. Mary's	2,140	2,143	2,218	2,324	2,589	3,024	3,295	3,283	3,378	3,631	3,098	3,109	34,232
Meriter													2,157
Total unlimited ride pass rides	371,919	479,766	418,610	450,893	332,222	290,098	303,124	286,211	443,533	497,365	425,946	407,520	4,707,207
UW routes 80-85	156,518	300,281	212,763	260,857	132,235	64,505	73,127	74,640	247,385	308,702	297,797	230,103	2,358,913
Special events	524	6,160	7,389	33	-	-	-	-	-	-	-	-	14,106
Total revenue rides	953,671	1,232,120	1,077,110	1,204,924	939,500	713,488	679,400	645,473	1,190,069	1,349,013	1,167,286	1,040,113	12,192,167
Transfers	85,649	78,302	82,735	85,656	87,113	95,515	103,080	92,147	90,865	89,536	71,571	70,663	1,032,654
Non-revenue rides	11,630	9,283	12,908	14,491	16,698	17,137	18,926	18,702	16,208	16,709	12,724	15,477	180,893
Total rides	1,050,950	1,319,705	1,172,753	1,305,071	1,043,311	826,140	801,406	756,322	1,297,142	1,455,080	1,251,581	1,126,253	13,405,714
Cumulative YTD total rides	1,050,950	2,370,655	3,543,408	4,848,479	5,891,790	6,717,930	7,519,336	8,275,658	9,572,800	11,027,880	12,279,461	13,405,714	

Madison Metro Transit
Year to Year Fixed Route Ridership and Revenue Comparison
Through December 31, 2009 and 2008

Fixed Route Passenger Revenue % Change

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	-4.9%	-10.2%	-16.0%	-2.5%	11.0%	-2.3%	-3.9%	5.6%	-0.1%	0.0%	-7.3%	-5.9%	-3.1%
Day passes	34.8%	32.2%	15.9%	19.5%	23.6%	15.1%	-7.6%	-13.3%	-8.0%	18.9%	12.9%	36.9%	11.6%
10 ride passes/tickets	-18.0%	18.2%	32.1%	-28.7%	5.1%	24.3%	5.6%	25.6%	-5.2%	-1.6%	-10.9%	12.6%	3.6%
31 day passes	-2.4%	-7.4%	48.7%	-7.9%	19.2%	-2.3%	4.4%	11.8%	11.8%	9.9%	-2.2%	68.3%	12.0%
EZ Rider/Summer Youth passes	26.1%	25.6%	25.6%	25.6%	25.6%	56.7%	-8.2%	45.7%	18.4%	17.1%	18.3%	517.6%	36.4%
Total cash, ticket & pass revenue	-1.8%	7.0%	19.4%	-3.5%	14.6%	11.8%	1.0%	12.9%	7.1%	7.9%	3.0%	70.2%	11.3%
UW ASM	17.3%	6.3%	16.1%	6.2%	5.4%	15.5%	13.6%	18.5%	0.2%	7.4%	5.9%	-1.0%	8.2%
UW Employees	12.7%	10.8%	17.4%	8.4%	5.9%	12.9%	12.6%	61.9%	-1.1%	0.6%	4.1%	-3.7%	9.8%
MATC	16.7%	24.5%	31.7%	20.6%	-21.0%	-53.0%	-1687.1%	-24.4%	25.2%	26.6%	46.9%	36.8%	8.7%
City of Madison	-2.3%	-4.3%	1.3%	11.5%	5.8%	12.3%	2.5%	11.6%	8.8%	8.4%	20.4%	11.9%	7.2%
Edgewood	22.4%	15.9%	14.1%	4.0%	2.9%	-14.5%	-13.0%	10.8%	36.6%	37.5%	50.0%	35.7%	22.6%
St. Mary's	11.9%	27.4%	34.5%	45.5%	24.8%	12.9%	30.8%	34.3%	37.9%	30.8%	52.6%	44.3%	32.8%
Meriter													32.5%
Total unlimited ride pass revenue	15.9%	9.6%	18.3%	9.1%	3.7%	7.8%	0.9%	25.8%	4.6%	9.1%	11.8%	3.2%	9.7%
Total passenger revenue	6.0%	8.3%	18.9%	2.6%	10.2%	10.1%	1.0%	18.6%	6.0%	8.5%	7.2%	33.5%	10.6%
Cumulative YTD passenger revenue	6.0%	7.2%	11.1%	8.9%	9.1%	9.3%	8.4%	9.3%	8.8%	8.8%	8.6%	10.6%	

Fixed Route Rides % Change

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	-14.7%	-6.6%	-0.6%	-26.7%	-25.3%	-22.7%	-21.5%	-26.3%	-28.4%	-31.0%	-26.5%	-30.0%	-21.7%
Day passes	31.1%	14.4%	7.4%	-11.7%	-23.6%	-11.0%	-17.0%	-37.8%	-36.0%	-35.3%	-23.9%	-29.0%	-17.4%
10 ride passes/tickets	-9.0%	-9.8%	-0.8%	-19.4%	-14.2%	-7.3%	-13.8%	-13.2%	-16.4%	-18.3%	-12.9%	-16.6%	-12.7%
31 day passes	3.0%	9.7%	11.4%	9.5%	9.6%	11.8%	10.6%	5.7%	3.7%	1.6%	9.2%	5.0%	7.5%
EZ Rider/Summer Youth passes	27.7%	19.0%	41.4%	-13.3%	5.0%	19.6%	-4.1%	1.4%	6.0%	-2.9%	13.4%	7.8%	9.9%
Total cash, ticket & pass rides	4.0%	5.5%	16.6%	-11.8%	-3.7%	0.3%	-6.2%	-9.6%	-6.2%	-9.7%	0.4%	-5.4%	-2.2%
UW ASM	9.5%	-0.8%	8.3%	-0.9%	-1.8%	7.2%	5.6%	9.8%	1.0%	8.3%	7.0%	-0.5%	4.0%
UW Employees	4.6%	2.8%	8.9%	0.6%	-1.7%	4.7%	4.5%	4.2%	-0.6%	1.1%	4.7%	-3.3%	2.5%
MATC	8.0%	15.2%	21.9%	11.6%	-26.9%	-56.5%	-51.4%	-30.1%	8.5%	9.8%	27.5%	18.6%	0.0%
City of Madison	-2.3%	-4.3%	1.3%	-3.5%	-8.4%	-2.8%	-11.3%	-3.4%	-5.8%	-6.2%	4.2%	-3.2%	-3.9%
Edgewood	13.5%	7.3%	5.6%	-3.7%	-4.7%	-20.7%	-19.4%	2.5%	18.5%	19.8%	30.9%	17.9%	9.6%
St. Mary's	11.9%	27.4%	34.5%	45.5%	24.8%	12.9%	13.2%	16.3%	19.3%	13.2%	32.1%	24.9%	22.1%
Meriter													14.7%
Total unlimited ride pass rides	8.2%	2.2%	10.3%	1.5%	-3.7%	-0.1%	-0.5%	3.2%	2.4%	7.0%	9.7%	1.0%	3.8%
UW routes 80-85	13.8%	8.8%	32.1%	35.0%	23.8%	7.5%	-11.6%	1.9%	23.0%	7.9%	-7.9%	-10.5%	11.5%
Total revenue rides	7.2%	4.5%	16.4%	3.3%	0.2%	0.8%	-4.2%	-2.6%	3.1%	0.5%	1.7%	-4.0%	2.6%
Transfers	-12.4%	-5.3%	-4.0%	-15.2%	-15.7%	-11.3%	-11.4%	-15.6%	-16.0%	-21.7%	-11.6%	-17.7%	-13.2%
Non-revenue rides	19.3%	39.1%	4.7%	-8.8%	-8.8%	-13.3%	-15.9%	-20.7%	10.7%	-8.1%	10.2%	3.9%	-1.7%
Total rides	5.7%	4.2%	14.8%	1.9%	-1.3%	-0.9%	-5.4%	-4.6%	1.8%	-1.0%	1.0%	-4.7%	1.4%
Cumulative YTD total rides	5.7%	4.9%	8.2%	6.5%	5.1%	4.4%	3.3%	2.6%	2.5%	2.0%	1.9%	1.4%	