

TAXICAB SERVICE SURVEY 2025 (2024 financial and statistical data)

ITEM	Madison Taxi	Union Cab	Transit Solutions	First Student
MILES	1,554,056	1,796,385	874,544	30,000
PASSENGERS	110,393	165,663	103,884	89,000
PASSENGER TRIPS	91,638	147,604	103,884	89,000
REVENUES	3,309,139	4,559,775	3,179,556	3,800,000
TOTAL EXPENSES*	3,048,063	4,854,044	3,079,989	3,420,000
PROFIT (LOSS)	261,076	(294,269)	99,567	380,000
COMPANY COST PER PASSENGER	28	29	30	38
CRASHES	8	12	2	2
CRASHES WHERE DRIVER WAS AT FAULT	1	6	0	0
MILES/CRASH	194,257	149,699	437,272	15,000
INTERNAL COMPLAINTS	15	123	0	245
CITY COMPLAINTS	1	2	0	0
PERMITS REQUESTED	32	54	37	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).

FIRST STUDENT (FS): FS PURCHASED BADGER BUS ON AUGUST 1, 2023. FS IS A PRIVATELY OWNED, FLAT-RATED OPERATION FOR MADISON METRO, FOR DISABLED PASSENGERS. FS WAS ISSUED A SPECIALIZED TRANSPORTATION SERVICE LICENSE ON MAY 7, 2024.

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

Please note: Transit Solutions and FS do not accept demand-responsive rides, and do not list contract rates. Also, Some data may be estimated