

**FIXED ROUTE**  
**Operating Statistics For Periods Ending 7/31/2009 & 7/31/2010**

CURRENT MONTH			YEAR TO DATE			
Actual 2009	Actual 2010	Variance 2009 to 2010		Actual 2009	Actual 2010	Variance 2009 to 2010
			<b>Service Supplied</b>			
423,218	<b>417,835</b>	(5,383)	Total (Vehicle) Miles	3,161,884	<b>3,262,769</b>	100,885
29,527	<b>28,635</b>	(892)	Revenue Hours	214,399	<b>219,602</b>	5,203
31,650	<b>31,152</b>	(498)	Total (Vehicle) Hours	238,518	<b>244,666</b>	6,148
			<i>Ridership</i>			
650,624	<b>670,578</b>	<b>19,954</b>	Revenue Passengers	7,123,613	<b>7,184,973</b>	<b>61,360</b>
91,299	<b>85,957</b>	<b>(5,342)</b>	Transfers	550,787	<b>489,009</b>	<b>(61,778)</b>
<u>15,913</u>	<u>18,520</u>	<u>2,607</u>	Non-Revenue Rides	<u>94,331</u>	<u>107,510</u>	<u>13,179</u>
757,836	<b>775,055</b>	17,219	Total Passengers	7,768,731	<b>7,781,492</b>	12,761
			<b>Service Quality</b>			
3,205	<b>3,653</b>	448	Trips using Lifts	18,958	<b>21,060</b>	2,102
7	<b>8</b>	1	Passenger Accidents	59	<b>75</b>	16
			Vehicle Accidents			
3	<b>2</b>	(1)	Chargeable	30	<b>28</b>	(2)
7	<b>3</b>	(4)	Non-chargeable	76	<b>52</b>	(24)
<u>1</u>	<u>1</u>	<u>0</u>	Preventable	<u>12</u>	<u>8</u>	<u>(4)</u>
11	<b>6</b>	(5)	Total Vehicle Accidents	118	<b>88</b>	(30)
			<b>Fleet/Maintenance</b>			
62	<b>83</b>	21	Road Calls	478	<b>451</b>	(27)
71	<b>70</b>	(1)	Actual Inspections	529	<b>544</b>	15
71	<b>70</b>	(1)	Scheduled Inspections	529	<b>544</b>	15

Note: NA means the information was not available at the time of this report. YTD would also be incorrect.

**ROUTE PRODUCTIVITY COMPARISON--YEAR TO DATE--July 2010 vs. July 2009**  
**(Routes sorted in order of 2010 passengers per revenue hour productivity)**

ROUTE	RIDERSHIP, 2010 vs. 2009 Year to Date			Productivity, Trips per Revenue Hour				Routes < 60% of system avg.	ROUTE KEY
	2010	2009	% change	2010	2009	% Change			
80 UW CAMPUS	913,535	1,078,014	-15.3%	89.56	104.98	-14.68%		<b>Core Routes</b> operate every day, from early a.m. to late p.m.: <b>2, 3, 4, 5, 6, 7, 13</b> (3 operates weekdays only; 7 operates wkends & holidays only).	
85 UW CAMPUS-PARK ST CIRCULATOR	172,702	181,069	-4.6%	70.20	70.24	-0.06%			
90-93 SUPPLEMENTARY SCHOOL SERVICE	614,620	614,132	0.1%	64.14	67.08	-4.39%			
84 EAGLE HEIGHTS EXPRESS (began operating August 25, 2008)	16,715	18,053	-7.4%	50.65	53.97	-6.16%		<b>Commuter Routes</b> operate on weekdays during peak hours: <b>11, 12, 14, 15, 25, 27, 28, 29, 37, 38, 44, 47, 48, 55, 56, 57, 58, 71, 72, 74</b>	
81-82 UW LATE NITE CIRCULATORS	117,961	159,432	-26.0%	46.61	63.00	-26.01%			
22 MENDOTA LOOP & 28 NTP-WTP COMMUTER	335,104	336,986	-0.6%	45.86	46.15	-0.63%			
2 WTP-NTP	650,380	640,295	1.6%	44.12	43.10	2.38%		<b>Peripheral Routes</b> operate from transfer points to outlying areas: <b>20, 21, 22, 24, 26, 30, 32, 33, 36, 40, 50, 51, 52, 73, 78</b>	
50 WTP-SCHROEDER-RAYMOND LOOP	104,039	96,904	7.4%	42.25	40.93	3.23%			
71 MIDDLETON-CAPITOL SQUARE VIA MARSHALL PARK COMMUTER	47,226	49,472	-4.5%	41.67	42.79	-2.61%			
4 NTP-STP	434,061	435,057	-0.2%	39.47	38.46	2.63%		<b>Connector Routes</b> connect transfer points throughout the day: <b>16, 17, 18.</b>	
9 ETP - UW CAMPUS & 33 HIESTAND LOOP (peak hour trips on 9 began Aug. 24, 2009)	109,871	94,184	16.7%	35.57	36.81	-3.37%			
6 CITY VIEW DR-WTP & 67 WTP-WEST TOWNE	828,085	778,219	6.4%	35.09	33.46	4.85%			
40 STP - ARBOR HILLS LOOP	96,423	94,575	2.0%	34.80	33.36	4.32%		<b>Circulator Routes</b> <b>1, 9, 10, 34</b>	
72 MIDDLETON-CAPITOL SQUARE VIA BRANCH COMMUTER	75,931	75,615	0.4%	33.69	33.43	0.79%			
29 SHERMAN COMMUTER ("School day" trip discontinued October 4, 2008)	15,009	16,321	-8.0%	32.31	35.56	-9.15%			
14 & 15 RICHMOND HILL-WEXFORD RIDGE/JUNCTION RIDGE	485,354	439,596	10.4%	31.59	28.94	9.18%		<b>Other routes:</b> 8 operates between the Capitol Square and Spring Harbor, weekends only. 19 operates like a core route between the Capitol Square and Allied Drive on weekdays. 39 operates as a commuter route during peak hours; operates like a circulator route midday. 59 operates weekdays & holidays between the WTP and Fitchburg. 67 connects with route 6 at the West Transfer Point; operates to/from West Towne Mall. 63 and 68 operate between the West Transfer Point and Prairie Town Center on weekends. 70 operates like a core route between the Capitol Square & Middleton on weekdays.	
56 & 57 PILGRIM-REETZ COMMUTER & MUIR FIELD COMMUTER	148,843	143,372	3.8%	31.26	31.36	-0.33%			
16 STP - ETP	219,878	207,694	5.9%	30.76	29.75	3.38%			
3 WTP-ETP	307,483	327,126	-6.0%	30.70	31.53	-2.62%		<b>UW Campus Circulators</b> <b>80, 81, 82, 84, 85</b>	
21 LAKEVIEW LOOP	110,531	109,722	0.7%	30.55	33.14	-7.80%			
5 ETP-STP, 13 STP-CAP SQUARE & 18 STP-WTP	614,977	574,915	7.0%	30.17	28.23	6.88%			
37 & 38 PFLAUM RD-SHEBOYGAN AVE COMMUTER (revised Oct. '08 & Aug '09)	205,670	208,608	-1.4%	29.52	29.52	-3.16%		<b>School Day Supplemental Routes</b> <b>90, 91, 92, 93</b>	
55 VERONA - WTP COMMUTER	22,415	20,653	8.5%	27.70	25.54	8.44%			
44 & 48 STP-UW CAMPUS & FITCHBURG COMMUTER RTES	62,943	59,057	6.6%	27.57	26.08	5.72%			
51 WTP-MUIR FIELD LOOP	39,488	34,480	14.5%	25.70	23.77	8.12%		<b>UNKNOWN ROUTE &amp; ROAD BUS *</b>	
32 ACEWOOD-THOMPSON LOOP	31,387	23,713	32.4%	25.47	19.41	31.20%			
11 & 12 WTP-DUTCH MILL-CAP SQUARE	75,688	71,393	6.0%	24.58	22.81	7.77%			
1 CAP SQUARE - UW	13,805	16,826	-18.0%	24.08	27.54	-12.57%		<b>SYSTEM TOTAL</b>	
52 WTP-FITCHBURG	37,027	33,004	12.2%	22.77	21.10	7.96%			
47 ARBOR HILLS COMMUTER	42,598	42,982	-0.9%	22.43	22.33	0.45%			
19 RED ARROW TR-CAP SQUARE	95,417	100,846	-5.4%	21.70	22.75	-4.63%		<b>TOTAL WITHOUT CAMPUS CIRCULATORS (Routes 80-85)</b>	
27 NTP - UW CAMPUS COMMUTER	23,395	25,300	-7.5%	21.62	23.01	-6.02%			
17 ETP-NTP, 20 NTP-EAST TOWNE & 30 ETP-EAST TOWNE	280,894	270,050	4.0%	21.34	21.02	1.55%			
58 GREENTREE COMMUTER	37,178	41,137	-9.6%	21.25	23.20	-8.39%	x		
70 MIDDLETON-CAPITOL SQUARE	79,048	81,286	-2.8%	20.47	21.61	-5.26%	x		
7 WTP-ETP (Weekends & Holidays Only)	67,390	69,576	-3.1%	19.94	20.35	-2.02%	x		
8 CAP SQUARE-SPRING HARBOR (Weekends & Holidays Only)	18,015	16,465	9.4%	18.44	17.40	5.95%	x		
73 WTP-OLD SAUK TRAILS	71,288	70,810	0.7%	16.72	16.51	1.27%	x		
78 MIDDLETON-WTP (Began Oct. 5, 2008; Saturdays only)	5,904	4,585	28.8%	16.20	9.55	69.53%	x		
63 & 68 WTP-PRAIRIE TWN CTR (Weekends & Holidays only)	29,600	30,340	-2.4%	15.96	15.49	3.09%	x		
34 ETP-MATC & 39 ETP - DAIRY DRIVE (peak service on 34 began Aug. 24, 2009)	35,206	26,696	31.9%	15.48	15.51	-0.20%	x		
74 MIDDLETON LOOP	16,762	16,827	-0.4%	15.45	15.06	2.61%	x		
36 CITY VIEW LOOP (Began Oct. 5, 2008; formerly part of Route 6)	25,014	26,585	-5.9%	14.38	14.85	-3.13%	x		
10 SCHENK/ATWOOD - UW CAMPUS (began August 24, 2009)	33,270	NA	NA	14.30	NA	NA	x		
25 AMERICAN CENTER COMMUTER	5,562	5,299	5.0%	13.37	15.46	-13.53%	x		
59 FITCHBURG - WTP (weekend & holiday route, began August 23, 2009)	5,630	NA	NA	5.77	NA	NA	x		
26 AMERICAN CENTER LOOP (Began Oct. 5, 2008)	1,517	1,340	13.2%	4.67	3.86	20.98%	x		
UNKNOWN ROUTE & ROAD BUS *	654	119	449.6%	NA	NA	NA	x		
<b>SYSTEM TOTAL</b>	<b>7,781,492</b>	<b>7,768,731</b>	<b>0.2%</b>	<b>35.42</b>	<b>36.24</b>	<b>-2.24%</b>	<b>21.25</b>		

NOTE 1: Substantial changes were made across the system effective August 23, 2009. This will affect comparisons of current service to previous.  
NOTE 2: Metro service did not operate on December 9, 2009 because of a severe weather event.  
\* 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 "extras" put into service to handle overloads.

**ROUTE PERFORMANCE, Year to Date - July 2010**

ROUTE	RIDERSHIP			Passengers/rev. hour	
	2010	2009	% change	2010	2009
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2 WTP-NTP	650,380	640,295	1.6%	44.12	43.10
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70 MIDDLETON-CAPITOL SQUARE	79,048	81,286	-2.8%	20.47	21.61
71 MIDDLETON-CAPITOL SQUARE VIA MARSHALL PARK COMMUTER	47,226	49,472	-4.5%	41.67	42.79
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73 WTP-OLD SAUK TRAILS	71,288	70,810	0.7%	16.72	16.51
74 MIDDLETON LOOP	16,762	16,827	-0.4%	15.45	15.06
78 MIDDLETON-WTP (Began Oct. 5, 2008; Saturdays only)	5,904	4,585	28.8%	16.20	9.55
<b>MIDDLETON ROUTES TOTAL</b>	<b>296,159</b>	<b>298,595</b>	<b>-0.8%</b>	<b>22.85</b>	<b>22.85</b>
63 & 68 WTP-PRAIRIE TWN CTR (Weekends & Holidays only)	29,600	30,340	-2.4%	15.96	15.49
80 UW CAMPUS	913,535	1,078,014	-15.3%	89.56	104.98
81-82 UW LATE NITE CIRCULATORS	117,961	159,432	-26.0%	46.61	63.00
84 EAGLE HEIGHTS EXPRESS (began operating August 25, 2008)	16,715	18,053	-7.4%	50.65	53.97
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90-93 SUPPLEMENTARY SCHOOL SERVICE	614,620	614,132	0.1%	64.14	67.08
UNKNOWN ROUTE & ROAD BUS *	654	119	449.6%	NA	NA
<b>SYSTEM TOTAL</b>	<b>7,781,492</b>	<b>7,768,731</b>	<b>0.2%</b>	<b>35.42</b>	<b>36.24</b>
<b>TOTAL WITHOUT CAMPUS CIRCULATORS (Routes 80-85)</b>	<b>6,560,579</b>	<b>6,332,163</b>	<b>3.6%</b>	<b>32.14</b>	<b>31.87</b>

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**ParaTransit**  
**Operating Statistics For Periods Ending 7/31/2009 & 7/31/2010**

CURRENT MONTH			YEAR TO DATE			
Actual 2009	Actual 2010	Variance 2009 to 2010		Actual 2009	Actual 2010	Variance 2009 to 2010
			<b>Service Supplied Data</b>			
			No. of Clients riding the System	1,653	1,619	(34)
			<i>Ridership</i>			
1,151	1,112	(39)	Directly Operated Service	38,740	34,462	(4,278)
5,166	4,135	(1,031)	ADA Contracted Services	122,022	124,707	2,685
17,178	17,275	97	Total ADA Ridership *	160,762	159,169	(1,593)
22,344	21,410	(934)	Group Access *	11,314	12,367	1,053
1,722	1,614	(108)	Total No-shows	3,484	2,878	(606)
444	421	(23)				
			<b>Service Quality Data</b>			
0	0	0	Passenger Accidents	7	6	(1)
			Vehicle Accidents			
0	0	0	Chargeable **	6	3	(3)
0	1	1	Non-chargeable **	1	4	3
0	0	0	Preventable **	0	1	1
0	1	1	Total Vehicle Accidents **	7	8	1
			<b>Fleet/Maintenance Data</b>			
6	5	(1)	Road Calls	23	23	0
12	8	(4)	Actual Inspections	84	64	(20)
12	10	(2)	Scheduled Inspections	84	67	(17)

Note: N/A means the information was not available at the time of this report. The YTD would also be incorrect as it

\* ADA Ridership does not include Group Access.

\*\* Staff continues to refine updated accident reporting process.

**Paratransit Performance Indicators  
July, 2010**

**Metro Plus YTD**                      **Fixed Route YTD**  
**July. 2009**      **July. 2010**      **July. 2009**      **July. 2010**

**Revenue Indicators**

Operating Revenue/ Operating Cost  
Passenger Revenue/ Total Passenger Trips

*Financial Data not available at time of printing*

**Expense Indicators**

Operating Cost/Passenger Trip

<b>Operations</b>	<b>Metro Plus</b>			
	<b>July. 2009</b>	<b>July. 2010</b>	<b>YTD July, 2009</b>	<b>YTD July, 2010</b>
Total Trips	22,344	21,410	160,762	159,169
Rides Cancelled	3,697	2,881	27,051	23,804
Cancellation Rate	16.5%	13.5%	16.8%	15.0%
No Shows	444	421	3,484	2,878
No Shows/Rides Provided	2.0%	2.0%	2.2%	1.8%
Number of Clients Provided Service	1,151	1,112	1,653	1,619
Average Trips/Client	19.4	19.3	97.3	98.3
DDS Trips	13,372	13,465	91,885	97,784
Subscription Trips	13,268	11,674	95,014	94,324
DDS Subscription Trips	8,920	8,104	60,381	64,350
D2D Trips	17,280	16,083	122,558	120,175
Lv Attended Trips	6,087	8,805	41,164	45,331
Maintenance Inspections Conducted/Scheduled	100.0%	80.0%	100.0%	95.5%

<b>Number of Trips by Provider YTD</b>	<b>Metro Direct</b>	<b>Cap. Express</b>	<b>Badger</b>	<b>Trans. Sol.</b>	<b>Badger Bus</b>	<b>Total</b>
Ambulatory	19,294	606	26,895	32,168	31,369	110,332
Non-Ambulatory	15,168	1,109	-	4,654	27,906	48,837
Percentage	21.65%	1.08%	16.90%	23.13%	37.24%	100.00%

<b>Customer Service YTD</b>	<b>Metro Direct</b>	<b>Cap. Express</b>	<b>Badger</b>	<b>Transit Sol</b>	<b>Badger Bus</b>	<b>Total</b>
Rides Provided	34,462	1,715	26,895	36,822	59,275	159,169
Customer Complaints	95	5	62	31	71	264
Customer Compliments	9	1	2	4	7	23
Customer Suggestions	4	0	0	1	0	5
Complaints/1000 passenger trips	2.76	2.92	2.31	0.84	1.20	1.66
Late Service Reports (2)	116	21	277	76	212	702
Late Service Reports/1000 passenger trips	3.37	12.24	10.30	2.06	3.58	4.41

<b>On-Time Performance, July. 2010</b>	<b>Metro Direct</b>	<b>Cap. Express</b>	<b>Badger</b>	<b>Transit Sol.</b>	<b>Badger Bus</b>
	90%	91%	96%	98%	96%

<b>ADA Certifications, July 2010</b>	<b>Clients</b>	<b>1-19 Trips</b>	<b>&gt;20 - 40&lt;</b>	<b>&lt;40 Trips/mo</b>	<b>TTL Trips</b>
Category 1	1,431	279	197	132	14,499
Category 2	31	0	0	1	45
Category 2/3	80	10	3	0	124
Category 3	2,465	407	98	30	6,682
<b>Total</b>	<b>4,007</b>				<b>21,350</b>

Monthly New Certification	37
Monthly Denied Applications	3

(1) Passenger Revenue does not include Group Access revenue.

(2) Late Service Reports are based on passenger feedback. Not all late reports are chargeable to the vendor.

**NOTE: Reported expenses do not include depreciation, debt principal, or fixed assets.**