

**Madison Metro Transit**  
**Year to Year Fixed Route Ridership and Revenue Comparison**

**Fixed Route Passenger Revenue**

Month	January	February	March	April	May	June	July	August	September	October	November	December	Total
2008 actual	749,501	831,185	800,532	810,008	733,949	578,774	561,142	547,297	958,666	995,464	805,568	798,775	9,170,861
2007 actual	747,058	755,695	792,773	748,768	709,148	515,811	552,920	583,201	842,579	874,654	818,310	780,960	8,721,877
% change	0.3%	10.0%	1.0%	8.2%	3.5%	12.2%	1.5%	-6.2%	13.8%	13.8%	-1.6%	2.3%	5.1%
<b>Cumulative YTD</b>													
2008 actual	749,501	1,580,686	2,381,218	3,191,226	3,925,175	4,503,949	5,065,091	5,612,388	6,571,054	7,566,518	8,372,086	9,170,861	
2007 actual	747,058	1,502,753	2,295,526	3,044,294	3,753,442	4,269,253	4,822,172	5,405,374	6,247,953	7,122,607	7,940,917	8,721,877	
% change	0.3%	5.2%	3.7%	4.8%	4.6%	5.5%	5.0%	3.8%	5.2%	6.2%	5.4%	5.1%	

**Fixed Route Rides**

2008	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash, cards & passes*	298,750	293,643	292,219	303,334	294,848	280,926	280,967	269,488	317,971	326,471	270,872	265,510	3,494,999
EZ Rider 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
Unlimited ride passes*	374,521	483,170	421,241	453,994	334,105	291,077	304,376	286,733	446,259	500,506	429,244	409,416	4,734,642
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
Transfers & other*	97,653	92,724	96,307	100,201	104,854	112,887	120,287	109,430	108,052	104,616	85,280	85,141	1,217,432
<b>Total</b>	<b>1,053,552</b>	<b>1,323,109</b>	<b>1,169,415</b>	<b>1,308,172</b>	<b>1,045,194</b>	<b>827,119</b>	<b>802,658</b>	<b>756,844</b>	<b>1,299,868</b>	<b>1,461,221</b>	<b>1,257,879</b>	<b>1,128,118</b>	<b>13,433,149</b>
<b>Cumulative YTD total riders</b>	<b>1,053,552</b>	<b>2,376,661</b>	<b>3,546,076</b>	<b>4,854,248</b>	<b>5,899,442</b>	<b>6,726,561</b>	<b>7,529,219</b>	<b>8,286,063</b>	<b>9,585,931</b>	<b>11,047,152</b>	<b>12,305,031</b>	<b>13,433,149</b>	
2007	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash, cards & passes*	279,725	251,396	290,945	257,546	282,523	265,537	256,970	255,708	287,185	314,169	281,758	264,233	3,287,695
EZ Rider passes	116,404	128,855	164,634	123,628	155,543	76,956	19,903	14,656	141,449	183,550	155,859	127,054	1,408,491
Unlimited ride passes*	332,434	435,263	453,536	369,728	328,068	264,588	271,097	287,016	391,159	454,313	412,791	356,678	4,356,671
UW routes 80-85	161,718	332,521	301,751	214,990	158,074	59,297	68,911	83,230	244,422	288,763	273,140	203,839	2,390,656
Transfers & other*	96,739	79,194	96,998	85,253	102,482	115,228	111,569	114,090	119,703	123,796	99,412	84,288	1,228,752
<b>Total</b>	<b>987,020</b>	<b>1,227,229</b>	<b>1,307,864</b>	<b>1,051,145</b>	<b>1,026,690</b>	<b>781,606</b>	<b>728,450</b>	<b>754,700</b>	<b>1,183,918</b>	<b>1,364,591</b>	<b>1,222,960</b>	<b>1,036,092</b>	<b>12,672,265</b>
<b>Cumulative YTD total riders</b>	<b>987,020</b>	<b>2,214,249</b>	<b>3,522,113</b>	<b>4,573,258</b>	<b>5,599,948</b>	<b>6,381,554</b>	<b>7,110,004</b>	<b>7,864,704</b>	<b>9,048,622</b>	<b>10,413,213</b>	<b>11,636,173</b>	<b>12,672,265</b>	
% change	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash, cards & passes*	6.8%	16.8%	0.4%	17.8%	4.4%	5.8%	9.3%	5.4%	10.7%	3.9%	-3.9%	0.5%	6.3%
EZ Rider passes	8.3%	19.0%	-10.8%	53.5%	15.2%	1.0%	20.1%	12.9%	27.4%	20.4%	12.1%	8.6%	15.5%
Unlimited ride passes	12.7%	11.0%	-7.1%	22.8%	1.8%	10.0%	12.3%	-0.1%	14.1%	10.2%	4.0%	14.8%	8.7%
UW routes 80-85	-3.2%	-9.7%	-29.5%	21.3%	-16.3%	8.8%	6.1%	-10.3%	1.2%	6.9%	9.0%	12.9%	-1.3%
Transfers & other	0.9%	17.1%	-0.7%	17.5%	2.3%	-2.0%	7.8%	-4.1%	-9.7%	-15.5%	-14.2%	1.0%	-0.9%
<b>Total</b>	<b>6.7%</b>	<b>7.8%</b>	<b>-10.6%</b>	<b>24.5%</b>	<b>1.8%</b>	<b>5.8%</b>	<b>10.2%</b>	<b>0.3%</b>	<b>9.8%</b>	<b>7.1%</b>	<b>2.9%</b>	<b>8.9%</b>	<b>6.0%</b>
<b>Cumulative YTD total riders</b>	<b>6.7%</b>	<b>7.3%</b>	<b>0.7%</b>	<b>6.1%</b>	<b>5.3%</b>	<b>5.4%</b>	<b>5.9%</b>	<b>5.4%</b>	<b>5.9%</b>	<b>6.1%</b>	<b>5.7%</b>	<b>6.0%</b>	

\* see next page for further detail

**Madison Metro Transit**  
**Year to Year Fixed Route Ridership and Revenue Comparison**

2008 ridership	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	97,234	88,997	84,921	90,833	91,831	91,588	91,358	85,877	99,862	99,320	80,344	78,713	1,080,878
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 cards	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
Month 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
<b>Total cash, cards &amp; passes</b>	<b>298,750</b>	<b>293,643</b>	<b>292,219</b>	<b>303,334</b>	<b>294,848</b>	<b>280,926</b>	<b>280,967</b>	<b>269,488</b>	<b>317,971</b>	<b>326,471</b>	<b>270,872</b>	<b>265,510</b>	<b>3,494,999</b>
UW ASM	192,492	289,244	235,297	260,149	168,995	136,051	145,308	130,738	251,883	282,067	245,019	221,184	2,558,427
UW Employees	128,409	136,716	131,521	132,323	114,462	110,131	112,982	105,193	118,161	135,865	118,118	127,276	1,471,157
MATC	37,554	39,102	37,008	43,157	34,990	31,096	31,135	35,714	55,390	60,712	47,983	41,214	495,055
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	4,713	6,318	5,575	6,469	4,034	1,916	2,196	3,408	7,554	7,318	6,003	5,056	60,560
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	2,157
<b>Total unlimited ride passes</b>	<b>374,521</b>	<b>483,170</b>	<b>421,241</b>	<b>453,994</b>	<b>334,105</b>	<b>291,077</b>	<b>304,376</b>	<b>286,733</b>	<b>446,259</b>	<b>500,506</b>	<b>429,244</b>	<b>409,416</b>	<b>4,734,642</b>
Transfers	85,649	78,302	82,735	85,656	87,113	95,515	103,080	92,147	90,865	89,358	71,571	70,663	1,032,654
Other	12,004	14,422	13,572	14,545	17,741	17,372	17,207	17,283	17,187	15,258	13,709	14,478	184,778
<b>Total transfers &amp; other</b>	<b>97,653</b>	<b>92,724</b>	<b>96,307</b>	<b>100,201</b>	<b>104,854</b>	<b>112,887</b>	<b>120,287</b>	<b>109,430</b>	<b>108,052</b>	<b>104,616</b>	<b>85,280</b>	<b>85,141</b>	<b>1,217,432</b>

2007 ridership	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	89,038	76,149	86,915	78,615	86,900	88,496	89,463	83,497	98,920	97,720	89,071	85,300	1,050,084
Day passes	4,855	3,815	4,951	4,955	5,464	5,634	7,318	6,880	5,498	5,275	4,757	4,699	64,101
10-ride cards	90,294	85,367	99,325	81,647	91,028	77,926	67,102	70,009	84,831	96,709	85,604	81,809	1,011,651
Month passes	95,538	86,065	99,754	92,329	99,131	93,481	93,087	95,322	97,936	114,465	102,326	92,425	1,161,859
<b>Total cash, cards &amp; passes</b>	<b>279,725</b>	<b>251,396</b>	<b>290,945</b>	<b>257,546</b>	<b>282,523</b>	<b>265,537</b>	<b>256,970</b>	<b>255,708</b>	<b>287,185</b>	<b>314,169</b>	<b>281,758</b>	<b>264,233</b>	<b>3,287,695</b>
UW ASM	179,326	269,274	273,820	211,709	176,408	128,721	135,799	135,617	223,983	267,785	241,809	201,991	2,446,242
UW Employees	115,087	114,923	123,037	109,741	105,487	98,381	98,894	111,054	112,362	123,339	114,361	106,562	1,333,228
MATC	19,951	32,134	35,991	30,904	31,684	25,299	24,409	27,704	37,824	44,466	39,762	32,118	382,246
City of Madison	11,934	11,254	11,779	10,084	8,699	7,815	7,392	7,914	7,928	9,099	8,022	8,205	110,125
Edgewood	3,814	5,620	6,227	4,762	3,060	1,613	1,701	1,492	6,092	6,360	5,918	5,065	51,724
St. Mary's	2,322	2,058	2,682	2,528	2,730	2,759	2,902	3,235	2,970	3,264	2,919	2,737	33,106
<b>Total unlimited ride passes</b>	<b>332,434</b>	<b>435,263</b>	<b>453,536</b>	<b>369,728</b>	<b>328,068</b>	<b>264,588</b>	<b>271,097</b>	<b>287,016</b>	<b>391,159</b>	<b>454,313</b>	<b>412,791</b>	<b>356,678</b>	<b>4,356,671</b>
Transfers	82,818	68,039	81,848	76,996	86,082	92,266	95,445	90,093	81,528	87,715	79,224	73,826	995,880
Other	13,921	11,155	15,150	8,257	16,400	22,962	16,124	23,997	38,175	36,081	20,188	10,462	232,872
<b>Total transfers &amp; other</b>	<b>96,739</b>	<b>79,194</b>	<b>96,998</b>	<b>85,253</b>	<b>102,482</b>	<b>115,228</b>	<b>111,569</b>	<b>114,090</b>	<b>119,703</b>	<b>123,796</b>	<b>99,412</b>	<b>84,288</b>	<b>1,228,752</b>