

Madison Metro Transit
Year to Year Fixed Route Ridership and Revenue Comparison
Through October 31, 2013 and 2012

Fixed Route Passenger Revenue

2013	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	\$ 128,244	\$ 124,263	\$ 129,802	\$ 133,392	\$ 124,976	\$ 141,365	\$ 139,599	\$ 142,185	\$ 150,854	\$ 145,798			\$ 1,360,478
Day passes	\$ 8,079	\$ 7,350	\$ 7,497	\$ 6,152	\$ 8,784	\$ 8,424	\$ 8,478	\$ 9,549	\$ 8,730	\$ 9,065			\$ 82,108
2 ride passes	\$ 23,830	\$ 13,130	\$ 20,658	\$ 10,900	\$ 8,040	\$ 44,510	\$ 57,440	\$ 25,555	\$ 11,778	\$ 17,610			\$ 233,451
10 ride passes	\$ 99,820	\$ 79,570	\$ 83,955	\$ 75,095	\$ 100,395	\$ 78,915	\$ 65,985	\$ 60,815	\$ 85,005	\$ 80,745			\$ 810,300
31 day passes	\$ 157,839	\$ 103,439	\$ 139,528	\$ 130,731	\$ 134,105	\$ 128,247	\$ 126,850	\$ 118,764	\$ 122,621	\$ 139,760			\$ 1,301,884
EZ Rider/Summer Youth passes	\$ 46,500	\$ 219,940	\$ 185,110	\$ 254,660	\$ 254,680	\$ 98,550	\$ 11,000	\$ 11,000	\$ 210,430	\$ 220,600			\$ 1,512,470
Total cash, ticket & pass revenue	\$ 464,312	\$ 547,692	\$ 566,550	\$ 610,930	\$ 630,980	\$ 500,011	\$ 409,352	\$ 367,868	\$ 589,418	\$ 613,578			\$ 5,300,691
UW ASM	\$ 271,644	\$ 271,643	\$ 271,644	\$ 271,643	\$ 271,644	\$ 271,643	\$ 271,644	\$ 271,644	\$ 285,124	\$ 285,124			\$ 2,743,397
UW Employees	\$ 150,772	\$ 150,772	\$ 150,772	\$ 150,771	\$ 150,771	\$ 150,772	\$ 150,772	\$ 150,772	\$ 156,101	\$ 156,100			\$ 1,518,375
MATC	\$ 52,571	\$ 69,315	\$ 62,306	\$ 61,867	\$ 47,352	\$ 13,887	\$ 17,837	\$ 24,682	\$ 66,932	\$ 73,521			\$ 490,270
City of Madison	\$ 11,518	\$ 11,347	\$ 11,566	\$ 10,368	\$ 10,178	\$ 9,156	\$ 9,905	\$ 10,187	\$ 10,503	\$ 12,413			\$ 107,141
Edgewood	\$ 8,466	\$ 12,368	\$ 10,187	\$ 10,106	\$ 8,156	\$ 3,045	\$ 3,138	\$ 5,478	\$ 13,503	\$ 14,596			\$ 89,043
St. Mary's	\$ 2,390	\$ 2,711	\$ 3,146	\$ 2,706	\$ 2,758	\$ 2,922	\$ 3,293	\$ 3,041	\$ 2,897	\$ 3,484			\$ 29,348
Meriter	\$ 2,754	\$ 2,673	\$ 2,586	\$ 2,221	\$ 2,253	\$ 1,923	\$ 2,107	\$ 1,900	\$ 1,716	\$ 1,862			\$ 21,995
Dane County	\$ 2,198	\$ 2,100	\$ 2,136	\$ 1,654	\$ 1,650	\$ 1,538	\$ 1,908	\$ 2,106	\$ 2,014	\$ 2,494			\$ 19,798
Commuter	\$ 11,317	\$ 12,142	\$ 13,795	\$ 13,209	\$ 14,668	\$ 13,421	\$ 14,661	\$ 13,262	\$ 12,820	\$ 14,746			\$ 134,041
Total unlimited ride pass revenue	\$ 513,630	\$ 535,071	\$ 528,138	\$ 524,545	\$ 509,430	\$ 468,307	\$ 475,265	\$ 483,072	\$ 551,610	\$ 564,340			\$ 5,153,408
Total passenger revenue	\$ 977,942	\$ 1,082,763	\$ 1,094,688	\$ 1,135,475	\$ 1,140,410	\$ 968,318	\$ 884,617	\$ 850,940	\$ 1,141,028	\$ 1,177,918			\$ 10,454,099
Cumulative YTD passenger revenue	\$ 977,942	\$ 2,060,705	\$ 3,155,393	\$ 4,290,868	\$ 5,431,278	\$ 6,399,596	\$ 7,284,213	\$ 8,135,153	\$ 9,276,181	\$ 10,454,099			

2012	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	\$ 116,363	\$ 118,857	\$ 113,311	\$ 116,713	\$ 120,271	\$ 120,823	\$ 128,808	\$ 139,038	\$ 139,040	\$ 139,304			\$ 1,252,528
Day passes	\$ 7,082	\$ 7,530	\$ 6,917	\$ 8,442	\$ 8,732	\$ 8,129	\$ 9,419	\$ 10,405	\$ 9,658	\$ 10,370			\$ 86,682
2 ride passes	\$ 25,860	\$ 9,580	\$ 14,505	\$ 11,060	\$ 8,880	\$ 64,680	\$ 11,940	\$ 9,150	\$ 22,105	\$ 16,745			\$ 194,505
10 ride passes	\$ 111,255	\$ 89,735	\$ 85,650	\$ 79,475	\$ 91,380	\$ 101,275	\$ 53,630	\$ 62,485	\$ 90,000	\$ 79,340			\$ 844,225
31 day passes	\$ 122,348	\$ 128,755	\$ 122,092	\$ 98,285	\$ 94,380	\$ 107,938	\$ 93,692	\$ 105,022	\$ 97,570	\$ 148,363			\$ 1,118,445
EZ Rider/Summer Youth passes	\$ 99,000	\$ 165,000	\$ 157,000	\$ 165,000	\$ 165,000	\$ 59,010	\$ 10,465	\$ 11,635	\$ 226,360	\$ 226,360			\$ 1,284,830
Total cash, ticket & pass revenue	\$ 481,907	\$ 519,457	\$ 499,475	\$ 478,975	\$ 488,643	\$ 461,855	\$ 307,954	\$ 337,735	\$ 584,733	\$ 620,482			\$ 4,781,215
UW ASM	\$ 256,804	\$ 256,804	\$ 256,804	\$ 256,804	\$ 256,804	\$ 256,804	\$ 256,804	\$ 256,804	\$ 271,643	\$ 271,644			\$ 2,597,717
UW Employees	\$ 144,798	\$ 144,798	\$ 144,798	\$ 144,798	\$ 144,798	\$ 144,798	\$ 144,798	\$ 144,798	\$ 150,772	\$ 150,772			\$ 1,459,928
MATC	\$ 52,705	\$ 84,875	\$ 80,540	\$ 86,684	\$ 56,483	\$ 20,720	\$ 23,467	\$ 30,484	\$ 78,248	\$ 93,174			\$ 607,379
City of Madison	\$ 11,096	\$ 11,685	\$ 11,152	\$ 10,861	\$ 11,115	\$ 9,820	\$ 10,357	\$ 10,870	\$ 10,221	\$ 12,871			\$ 110,047
Edgewood	\$ 9,942	\$ 14,273	\$ 12,451	\$ 12,097	\$ 8,672	\$ 3,266	\$ 3,378	\$ 5,435	\$ 13,259	\$ 15,310			\$ 98,082
St. Mary's	\$ 3,012	\$ 3,455	\$ 3,471	\$ 3,683	\$ 3,895	\$ 3,802	\$ 4,009	\$ 4,263	\$ 3,928	\$ 4,117			\$ 37,634
Meriter	\$ 3,367	\$ 3,928	\$ 3,873	\$ 3,427	\$ 3,466	\$ 3,459	\$ 3,218	\$ 3,579	\$ 3,373	\$ 4,103			\$ 35,794
Dane County	\$ 2,205	\$ 2,060	\$ 1,940	\$ 1,682	\$ 1,776	\$ 1,695	\$ 1,764	\$ 1,949	\$ 1,525	\$ 1,980			\$ 18,576
Commuter	\$ 9,245	\$ 9,741	\$ 8,999	\$ 8,697	\$ 8,783	\$ 8,846	\$ 9,509	\$ 10,003	\$ 9,783	\$ 11,507			\$ 95,112
Total unlimited ride pass revenue	\$ 493,173	\$ 531,617	\$ 524,027	\$ 528,733	\$ 495,791	\$ 453,209	\$ 457,303	\$ 468,185	\$ 542,752	\$ 565,478			\$ 5,060,269
Total passenger revenue	\$ 975,080	\$ 1,051,074	\$ 1,023,502	\$ 1,007,708	\$ 984,434	\$ 915,064	\$ 765,257	\$ 805,920	\$ 1,127,485	\$ 1,185,960			\$ 9,841,484
Cumulative YTD passenger revenue	\$ 975,080	\$ 2,026,154	\$ 3,049,656	\$ 4,057,364	\$ 5,041,798	\$ 5,956,862	\$ 6,722,119	\$ 7,528,039	\$ 8,655,524	\$ 9,841,484			

Madison Metro Transit
Year to Year Fixed Route Ridership and Revenue Comparison
Through October 31, 2013 and 2012

Fixed Route Rides

2013	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	70,426	65,704	68,961	58,134	67,358	68,209	71,040	75,491	74,337	75,425			695,085
Day passes	5,111	4,499	5,034	4,317	5,517	4,848	5,313	6,117	5,000	5,450			51,206
2 ride passes	8,335	8,339	8,954	9,206	11,284	13,559	27,268	12,956	15,225	13,130			128,256
10 ride passes	75,490	74,867	70,846	67,227	70,655	53,502	46,249	48,198	68,793	73,512			649,339
31 day passes	159,053	155,956	167,743	151,530	174,380	168,531	177,429	175,570	172,232	186,252			1,688,676
EZ Rider/Summer Youth passes	192,011	189,342	183,642	200,745	220,029	110,646	31,376	23,856	182,683	228,815			1,563,145
Total cash, ticket & pass rides	510,426	498,707	505,180	491,159	549,223	419,295	358,675	342,188	518,270	582,584			4,775,707
UW ASM	244,252	368,939	324,704	309,305	228,975	161,209	175,657	172,014	300,846	349,770			2,635,671
UW Employees	160,084	166,734	165,888	149,311	142,209	122,934	130,747	129,021	124,399	155,313			1,446,640
MATC	45,714	60,274	54,179	53,797	41,176	12,076	15,510	21,463	58,202	63,931			426,322
City of Madison	10,016	9,867	10,057	9,016	8,850	7,962	8,613	8,858	9,133	10,794			93,166
Edgewood	7,362	10,755	8,858	8,788	7,092	2,648	2,728	4,764	11,742	12,692			77,429
St. Mary's	2,078	2,357	2,736	2,353	2,398	2,541	2,864	2,644	2,519	3,030			25,520
Meriter	2,395	2,324	2,249	1,931	1,959	1,672	1,833	1,652	1,492	1,619			19,126
Dane County	1,911	1,680	1,709	1,323	1,320	1,231	1,526	1,685	1,611	1,995			15,991
Commuter	9,841	9,714	11,036	10,567	11,734	10,737	11,729	10,609	10,256	11,797			108,020
Total unlimited ride pass rides	483,653	632,644	581,416	546,391	445,713	323,010	351,207	352,710	520,200	610,941			4,847,885
UW routes 80-85	155,152	272,986	221,537	199,322	136,170	55,866	65,893	68,582	162,780	207,619			1,545,907
Total revenue rides	1,149,231	1,404,337	1,308,133	1,236,872	1,131,106	798,171	775,775	763,480	1,201,250	1,401,144			11,169,499
Transfers	73,957	68,637	72,342	61,355	73,602	78,548	95,763	85,781	82,528	80,398			772,911
Non-revenue rides	18,300	16,871	18,877	18,157	24,419	21,512	21,463	30,607	28,284	22,093			220,583
Total rides	1,241,488	1,489,845	1,399,352	1,316,384	1,229,127	898,231	893,001	879,868	1,312,062	1,503,635			12,162,993
Cumulative YTD total rides	1,241,488	2,731,333	4,130,685	5,447,069	6,676,196	7,574,427	8,467,428	9,347,296	10,659,358	12,162,993			

2012	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	66,971	65,298	64,783	59,594	68,150	72,704	66,147	75,478	72,740	74,172			686,037
Day passes	4,067	4,508	4,961	4,599	5,305	5,656	5,789	7,477	6,630	6,366			55,358
2 ride passes	3,185	4,636	6,210	5,594	6,576	13,326	21,713	10,883	9,640	9,581			91,344
10 ride passes	72,398	75,429	73,748	62,891	72,541	56,121	47,513	50,997	64,316	73,485			649,439
31 day passes	141,044	152,218	155,961	144,519	156,671	156,008	151,988	157,605	149,282	169,418			1,534,714
EZ Rider/Summer Youth passes	162,558	196,313	216,313	163,226	211,441	87,437	28,764	24,912	168,446	229,818			1,489,228
Total cash, ticket & pass rides	450,223	498,402	521,976	440,423	520,684	391,252	321,914	327,352	471,054	562,840			4,506,120
UW ASM	228,254	347,822	323,205	261,839	229,875	172,068	185,428	183,241	289,620	349,463			2,570,815
UW Employees	147,261	161,025	151,108	139,336	137,607	124,481	129,471	136,553	128,057	164,963			1,419,862
MATC	45,830	73,804	70,035	75,377	49,116	18,017	20,406	26,508	68,042	81,021			528,156
City of Madison	9,649	10,161	9,697	9,444	9,665	8,539	9,006	9,452	8,888	11,192			95,693
Edgewood	8,645	12,411	10,827	10,519	7,541	2,840	2,937	4,726	11,530	13,313			85,289
St. Mary's	2,619	3,004	3,018	3,203	3,387	3,306	3,486	3,707	3,415	3,580			32,725
Meriter	2,928	3,416	3,368	2,980	3,014	3,008	2,798	3,112	2,933	3,568			31,125
Dane County	2,089	1,874	1,687	1,463	1,544	1,474	1,534	1,695	1,326	1,721			16,407
Commuter	8,039	8,470	7,825	7,563	7,637	7,692	8,269	8,698	8,505	10,005			82,703
Total unlimited ride pass rides	455,314	621,987	580,770	511,724	449,386	341,425	363,335	377,692	522,316	638,826			4,862,775
UW routes 80-85	149,851	322,161	281,896	210,120	164,279	67,961	74,392	74,589	183,412	231,077			1,759,738
Total revenue rides	1,055,388	1,442,550	1,384,642	1,162,267	1,134,349	800,638	759,641	779,633	1,176,782	1,432,743			11,128,633
Transfers	72,942	72,578	71,530	67,890	75,299	89,480	91,344	88,935	78,081	79,331			787,410
Non-revenue rides	22,807	18,445	20,917	19,964	24,101	23,434	23,245	24,090	32,217	25,359			234,579
Total rides	1,151,137	1,533,573	1,477,089	1,250,121	1,233,749	913,552	874,230	892,658	1,287,080	1,537,433			12,150,622
Cumulative YTD total rides	1,151,137	2,684,710	4,161,799	5,411,920	6,645,669	7,559,221	8,433,451	9,326,109	10,613,189	12,150,622			

Madison Metro Transit
Year to Year Fixed Route Ridership and Revenue Comparison
Through October 31, 2013 and 2012

Fixed Route Passenger Revenue % Change

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	10.2%	4.5%	14.6%	14.3%	3.9%	17.0%	8.4%	2.3%	8.5%	4.7%			8.6%
Day passes	14.1%	-2.4%	8.4%	-27.1%	0.6%	3.6%	-10.0%	-8.2%	-9.6%	-12.6%			-5.3%
2 ride passes	-7.8%	37.1%	42.4%	-1.4%	-9.5%	-31.2%	381.1%	179.3%	-46.7%	5.2%			20.0%
10 ride passes	-10.3%	-11.3%	-2.0%	-5.5%	9.9%	-22.1%	23.0%	-2.7%	-5.6%	1.8%			-4.0%
31 day passes	29.0%	-19.7%	14.3%	33.0%	42.1%	18.8%	35.4%	13.1%	25.7%	-5.8%			16.4%
EZ Rider/Summer Youth passes	-53.0%	33.3%	17.9%	54.3%	54.4%	67.0%	5.1%	-5.5%	-7.0%	-2.5%			17.7%
Total cash, ticket & pass revenue	-3.7%	5.4%	13.4%	27.5%	29.1%	8.3%	32.9%	8.9%	0.8%	-1.1%			10.9%
UW ASM	5.8%	5.8%	5.8%	5.8%	5.8%	5.8%	5.8%	5.8%	5.0%	5.0%			5.6%
UW Employees	4.1%	4.1%	4.1%	4.1%	4.1%	4.1%	4.1%	4.1%	3.5%	3.5%			4.0%
MATC	-0.3%	-18.3%	-22.6%	-28.6%	-16.2%	-33.0%	24.0%	-19.0%	-14.5%	-21.1%			-19.3%
City of Madison	3.8%	-2.9%	3.7%	-4.5%	-8.4%	-6.8%	-4.4%	-6.3%	2.8%	-3.6%			-2.6%
Edgewood	-14.8%	-13.3%	-18.2%	-16.5%	-6.0%	-6.8%	-7.1%	0.8%	1.8%	-4.7%			-9.2%
St. Mary's	-20.6%	-21.5%	-9.4%	-26.5%	-29.2%	-23.1%	-17.9%	-28.7%	-26.2%	-15.4%			-22.0%
Meriter	-18.2%	-32.0%	-33.2%	-35.2%	-35.0%	-44.4%	-34.5%	-46.9%	-49.1%	-54.6%			-38.6%
Dane County	-0.3%	2.0%	10.1%	-1.7%	-7.1%	-9.3%	8.2%	8.1%	32.1%	26.0%			6.6%
Commuter	22.4%	24.7%	53.3%	51.9%	67.0%	51.7%	54.2%	32.6%	31.0%	28.1%			40.9%
Total unlimited ride pass revenue	4.1%	0.6%	0.8%	-0.8%	2.8%	3.3%	3.9%	3.2%	1.6%	-0.2%			1.8%
Total passenger revenue	0.3%	3.0%	7.0%	12.7%	15.8%	5.8%	15.6%	5.6%	1.2%	-0.7%			6.2%
Cumulative YTD passenger revenue	0.3%	1.7%	3.5%	5.8%	7.7%	7.4%	8.4%	8.1%	7.2%	6.2%			

Fixed Route Rides % Change

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	5.2%	0.6%	6.4%	-2.4%	-1.2%	-6.2%	7.4%	0.0%	2.2%	1.7%			1.3%
Day passes	25.7%	-0.2%	1.5%	-6.1%	4.0%	-14.3%	-8.2%	-18.2%	-24.6%	-14.4%			-7.5%
2 ride passes	161.7%	79.9%	44.2%	64.6%	71.6%	1.7%	25.6%	19.0%	57.9%	37.0%			40.4%
10 ride passes	4.3%	-0.7%	-3.9%	6.9%	-2.6%	-4.7%	-2.7%	-5.5%	7.0%	0.0%			0.0%
31 day passes	12.8%	2.5%	7.6%	4.9%	11.3%	8.0%	16.7%	11.4%	15.4%	9.9%			10.0%
EZ Rider/Summer Youth passes	18.1%	-3.6%	-15.1%	23.0%	4.1%	26.5%	9.1%	-4.2%	8.5%	-0.4%			5.0%
Total cash, ticket & pass rides	13.4%	0.1%	-3.2%	11.5%	5.5%	7.2%	11.4%	4.5%	10.0%	3.5%			6.0%
UW ASM	7.0%	6.1%	0.5%	18.1%	-0.4%	-6.3%	-5.3%	-6.1%	3.9%	0.1%			2.5%
UW Employees	8.7%	3.5%	9.8%	7.2%	3.3%	-1.2%	1.0%	-5.5%	-2.9%	-5.8%			1.9%
MATC	-0.3%	-18.3%	-22.6%	-28.6%	-16.2%	-33.0%	-24.0%	-19.0%	-14.5%	-21.1%			-19.3%
City of Madison	3.8%	-2.9%	3.7%	-4.5%	-8.4%	-6.8%	-4.4%	-6.3%	2.8%	-3.6%			-2.6%
Edgewood	-14.8%	-13.3%	-18.2%	-16.5%	-6.0%	-6.8%	-7.1%	0.8%	1.8%	-4.7%			-9.2%
St. Mary's	-20.7%	-21.5%	-9.3%	-26.5%	-29.2%	-23.1%	-17.8%	-28.7%	-26.2%	-15.4%			-22.0%
Meriter	-18.2%	-32.0%	-33.2%	-35.2%	-35.0%	-44.4%	-34.5%	-46.9%	-49.1%	-54.6%			-38.6%
Dane County	-8.5%	-10.4%	1.3%	-9.6%	-14.5%	-16.5%	-0.5%	-0.6%	21.5%	15.9%			-2.5%
Commuter	22.4%	14.7%	41.0%	39.7%	53.6%	39.6%	41.8%	22.0%	20.6%	17.9%			30.6%
Total unlimited ride pass rides	6.2%	1.7%	0.1%	6.8%	-0.8%	-5.4%	-3.3%	-6.6%	-0.4%	-4.4%			-0.3%
UW routes 80-85	3.5%	-15.3%	-21.4%	-5.1%	-17.1%	-17.8%	-11.4%	-8.1%	-11.2%	-10.2%			-12.2%
Total revenue rides	8.9%	-2.6%	-5.5%	6.4%	-0.3%	-0.3%	2.1%	-2.1%	2.1%	-2.2%			0.4%
Transfers	1.4%	-5.4%	1.1%	-9.6%	-2.3%	-12.2%	4.8%	-3.5%	5.7%	1.3%			-1.8%
Non-revenue rides	-19.8%	-8.5%	-9.8%	-9.1%	1.3%	-8.2%	-7.7%	27.1%	-12.2%	-12.9%			-6.0%
Total rides	7.8%	-2.9%	-5.3%	5.3%	-0.4%	-1.7%	2.1%	-1.4%	1.9%	-2.2%			0.1%
Cumulative YTD total rides	7.8%	1.7%	-0.7%	0.6%	0.5%	0.2%	0.4%	0.2%	0.4%	0.1%			