

TAXICAB SERVICE SURVEY 2013 (2012 financial and statistical data)

ITEM	Badger Cab	Green Cab	Madison Taxi	Union Cab	Transit Solutions	Badger Bus
MILES	2,434,306	2,376,546	2,359,190	3,648,414	973,480	804,599
PASSENGERS	535,203	349,751	410,122	553,236	119,520	106,127
PASSENGER TRIPS	356,802	262,126	291,740	370,356	119,520	106,127
REVENUES	3,387,850	1,246,245	4,310,144	\$6,429,269	1,890,770	2,319,614
TOTAL EXPENSES*	3,457,871	1,059,385	4,173,128	\$6,249,319	1,545,170	2,224,553
PROFIT (LOSS)	-70,021	\$186,860	\$137,016	\$179,950	\$45,600	95,061
COMPANY COST PER PASSENGER	\$6.47	3.03	\$10.17	\$11.30	15.44	21.86
CRASHES	16	12	31	32	4	15
CRASHES WHERE DRIVER WAS AT FAULT	9	2	16	4	1	7
MILES/CRASH	145,894	198,046	77,158	114,013	243,370	53,640
INTERNAL COMPLAINTS	27	19	37	36	9	135
CITY COMPLAINTS	3	1	2	1	0	0
PERMITS REQUESTED	43	34	50	73	28	46

*Report expenses before earnings distribution to owners and officers

BADGER CAB: A ZONE CAB (NO METERS), OPERATES AS A LEASED OPERATION, (DRIVERS LEASE VEHICLES, AND PAY A DAILY LEASE RATE). THIS IS A SHARED-RIDE SERVICE.

GREEN CAB of MADISON: A ZONE CAB (NO METERS), OPERATES AS A LEASED OPERATION, (DRIVERS LEASE VEHICLES, AND PAY A DAILY LEASE RATE). THIS IS A SHARED-RIDE SERVICE. OPERATIONS BEGAN IN SEPTEMBER 2010.

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).

BADGER BUS: PRIVATELY OWNED, FLAT-RATED OPERATION FOR MADISON METRO, FOR DISABLED PASSENGERS.

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

Please note: Badger Bus and Transit Solutions do not accept demand-responsive rides, and do not list contract rates.