

TAXICAB SERVICE SURVEY 2008 (2007 financial and statistical data)

ITEM	UNION CAB	BADGER CAB	MADISON TAXI	FIRST TRANSIT INC. (Laidlaw)	TRANSIT SOLUTIONS	BADGER BUS	TOTAL	AVERAGE
MILES	3,490,909	3,002,882	2,483,401	502,754		302,646	9,782,592	1,397,513
PASSENGERS	573,152	602,082	401,470	61,755		52,978	1,691,437	241,634
PASSENGER TRIPS	398,910	401,388	237,113	61,755		52,978	1,152,144	164,592
REVENUES	5,903,456	4,857,350	4,145,683	1,504,900		890,019	17,301,408	2,471,630
TOTAL EXPENSES*	5,840,715	4,876,866	4,088,077	1,399,577		836,013	17,041,248	2,434,464
PROFIT (LOSS)	\$62,741	\$19,516	\$57,566	\$105,343		\$54,006	\$299,172	\$42,739
COMPANY COST PER PASSENGER	10.30	8.07	10.18	22.66		15.78	66.99	9.57
CRASHES	46	39	37	4		8	134	19
CRASHES WHERE DRIVER WAS AT FAULT	19	12	20	2		4	57	8
MILES/CRASH	75,889	76,997	67,119	125,689		37,831	383,525	54,789
CO. COMPLAINTS	25	35	31	58		15	164	23
DOT COMPLAINTS	3	2	5	0	0	0	10	1
PERMITS REQUESTED	65	43	50	33		24	215	31

*Report expenses before earnings distribution to owners and officers

UNION: A METERED CAB OPERATION, OPERATED AS A COOPERATIVE, (EMPLOYEES OWN THE COMPANY)

BADGER CAB: A ZONE CAB (NO METERS), OPERATES AS A LEASED OPERATION, (DRIVERS LEASE VEHICLES, PAYING A DAILY LEASE RATE AND RETAINING SUBSEQUENT REVENUE), PROVIDES A SHARED RIDE SERVICE

MADISON TAXI: A METERED CAB OPERATION THAT IS PRIVATELY OWNED, SOME LEASED CABS

*FIRST TRANSIT (FORMERLY LAIDLAW WITH DISABILITIES. THIS IS A NATIONWIDE COMPANY. ALL CONTRACTUAL.

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

*BADGER BUS-- PRIVATELY OWNED FLAT RATED OPERATION FOR MADISON METRO FOR DISABLED PASSENGERS

* does not accept demand responsive rides & does not list contract rates