

Madison Metro Transit
Year to Year Fixed Route Ridership and Revenue Comparison
Through June 30, 2009 and 2008

Fixed Route Passenger Revenue													
Month	January	February	March	April	May	June	July	August	September	October	November	December	Total
2009 actual	793,561	917,570	947,103	857,065	808,549	653,183							4,977,030
2008 actual	749,501	831,185	800,532	810,008	733,949	578,774							4,503,949
% change	5.9%	10.4%	18.3%	5.8%	10.2%	12.9%							10.5%
Cumulative YTD													
2009 actual	793,561	1,711,131	2,658,234	3,515,299	4,323,847	4,977,030							
2008 actual	749,501	1,580,686	2,381,218	3,191,226	3,925,175	4,503,949							
% change	5.9%	8.3%	11.6%	10.2%	10.2%	10.5%							
Fixed Route Rides													
2009	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash, cards & passes*	281,257	289,065	304,101	271,069	269,927	267,040							1,682,459
EZ Rider passes	161,086	182,475	207,701	164,501	188,130	92,950							996,843
Unlimited ride passes*	403,977	492,069	465,485	461,268	321,703	291,079							2,435,581
UW routes 80-85	178,188	326,901	281,218	352,154	163,842	69,324							1,371,627
Total revenue rides	1,024,508	1,290,510	1,258,505	1,248,992	943,602	720,393							6,486,510
Transfers	75,063	74,196	79,443	72,609	73,475	84,698							459,484
Non-revenue rides	12,991	11,845	12,452	12,427	14,372	14,859							78,946
Total rides	1,112,562	1,376,551	1,350,400	1,334,028	1,031,449	819,950							7,024,940
Cumulative YTD total rides	1,112,562	2,489,113	3,839,513	5,173,541	6,204,990	7,024,940							
2008	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash, cards & passes*	298,600	292,622	291,463	303,355	295,891	281,161							1,763,092
EZ Rider passes	126,110	153,291	146,885	189,786	179,152	77,724							872,948
Unlimited ride passes*	374,521	483,170	421,241	453,994	334,105	291,077							2,358,108
UW routes 80-85	156,518	300,281	212,763	260,857	132,235	64,505							1,127,159
Special events	524	6,160	7,389	33	-	-							14,106
Total revenue rides	956,273	1,235,524	1,079,741	1,208,025	941,383	714,467							6,135,413
Transfers	85,649	78,302	82,735	85,656	87,113	95,515							514,970
Non-revenue rides	11,630	9,283	12,908	14,491	16,698	17,137							82,147
Total rides	1,053,552	1,323,109	1,175,384	1,308,172	1,045,194	827,119							6,732,530
Cumulative YTD total rides	1,053,552	2,376,661	3,552,045	4,860,217	5,905,411	6,732,530							
% change	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash, cards & passes*	-5.8%	-1.2%	4.3%	-10.6%	-8.8%	-5.0%							-4.6%
EZ Rider passes	27.7%	19.0%	41.4%	-13.3%	5.0%	19.6%							14.2%
Unlimited ride passes	7.9%	1.8%	10.5%	1.6%	-3.7%	0.0%							3.3%
UW routes 80-85	13.8%	8.9%	32.2%	35.0%	23.9%	7.5%							21.7%
Total revenue rides	7.1%	4.5%	16.6%	3.4%	0.2%	0.8%							5.7%
Transfers	-12.4%	-5.2%	-4.0%	-15.2%	-15.7%	-11.3%							-10.8%
Non-revenue rides	11.7%	27.6%	-3.5%	-14.2%	-13.9%	-13.3%							-3.9%
Total rides	5.6%	4.0%	14.9%	2.0%	-1.3%	-0.9%							4.3%
Cumulative YTD total rides	5.6%	4.7%	8.1%	6.4%	5.1%	4.3%							

* see next page for further detail

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2009 ridership	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	83,556	82,989	84,333	67,270	70,126	70,962							459,236
Day passes	5,868	5,474	5,476	4,337	4,186	5,373							30,714
10-ride cards	83,908	86,308	89,443	77,580	75,374	69,041							481,654
Month passes	107,925	114,294	124,849	121,882	120,241	121,664							710,855
Total cash, cards & passes	281,257	289,065	304,101	271,069	269,927	267,040							1,682,459
UW ASM	209,720	285,335	255,403	258,376	165,833	146,010							1,320,677
UW Employees	134,256	140,305	143,594	133,271	112,580	115,403							779,409
MATC	40,590	45,045	45,103	48,175	25,581	13,510							218,004
City of Madison	9,003	9,233	9,743	9,237	8,273	8,612							54,101
Edgewood	5,349	6,781	5,938	6,247	3,860	1,518							29,693
St. Mary's	2,394	2,731	2,984	3,382	3,231	3,413							18,135
Meriter	2,665	2,639	2,720	2,580	2,345	2,613							15,562
Total unlimited ride passes	403,977	492,069	465,485	461,268	321,703	291,079							2,435,581
2008 ridership	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	97,084	87,976	84,165	90,854	92,874	91,823							544,776
Day passes	4,491	4,783	5,094	4,913	5,481	6,035							30,797
10-ride cards	92,189	95,727	90,169	96,252	87,857	74,466							536,660
Month passes	104,836	104,136	112,035	111,336	109,679	108,837							650,859
Total cash, cards & passes	298,600	292,622	291,463	303,355	295,891	281,161							1,763,092
UW ASM	192,492	289,244	235,297	260,149	168,995	136,051							1,282,228
UW Employees	128,409	136,716	131,521	132,323	114,462	110,131							753,562
MATC	37,554	39,102	37,008	43,157	34,990	31,096							222,907
City of Madison	9,213	9,647	9,622	9,572	9,035	8,859							55,948
Edgewood	4,713	6,318	5,575	6,469	4,034	1,916							29,025
St. Mary's	2,140	2,143	2,218	2,324	2,589	3,024							14,438
Meriter													-
Total unlimited ride passes	374,521	483,170	421,241	453,994	334,105	291,077							2,358,108
% change	January	February	March	April	May	June	July	August	September	October	November	December	Total
Cash fares	-13.9%	-5.7%	0.2%	-26.0%	-24.5%	-22.7%							-15.7%
Day passes	30.7%	14.4%	7.5%	-11.7%	-23.6%	-11.0%							-0.3%
10-ride passes/cards	-9.0%	-9.8%	-0.8%	-19.4%	-14.2%	-7.3%							-10.2%
Month passes	2.9%	9.8%	11.4%	9.5%	9.6%	11.8%							9.2%
Total cash, cards & passes	-5.8%	-1.2%	4.3%	-10.6%	-8.8%	-5.0%							-4.6%
UW ASM	8.9%	-1.4%	8.5%	-0.7%	-1.9%	7.3%							3.0%
UW Employees	4.6%	2.6%	9.2%	0.7%	-1.6%	4.8%							3.4%
MATC	8.1%	15.2%	21.9%	11.6%	-26.9%	-56.6%							-2.2%
City of Madison	-2.3%	-4.3%	1.3%	-3.5%	-8.4%	-2.8%							-3.3%
Edgewood	13.5%	7.3%	6.5%	-3.4%	-4.3%	-20.8%							2.3%
St. Mary's	11.9%	27.4%	34.5%	45.5%	24.8%	12.9%							25.6%
Meriter (new in 12/2008)													
Total unlimited ride passes	7.9%	1.8%	10.5%	1.6%	-3.7%	0.0%							3.3%