

TAXICAB SERVICE SURVEY 2014 (2013 financial and statistical data)

ITEM	Badger Cab	Green Cab of Madison	Madison Taxi	Union Cab	Transit Solutions	Badger Bus
MILES	2,453,144	2,862,495	2,210,088	3,658,608	985,655	785,264
PASSENGERS	540,630	412,652	399,120	545,787	131,894	103,949
PASSENGER TRIPS	360,420	315,880	286,340	370,353	131,894	103,949
REVENUES	1,703,380	1,447,054	4,099,102	\$6,278,355	2,012,779	2,354,957
TOTAL EXPENSES*	1,682,429	1,210,348	4,077,848	\$6,270,489	1,944,254	2,329,637
PROFIT (LOSS)	20,951	236,706	21,254	\$7,866	68,525	25,320
COMPANY COST PER PASSENGER	\$3.11	\$2.93	\$10.22	\$ 11.49	\$ 14.74	22.41
CRASHES	18	6	31	36	6	23
CRASHES WHERE DRIVER WAS AT FAULT	5	2	14	3	3	8
MILES/CRASH	136286	477083	71293	101628	164276	34,142
INTERNAL COMPLAINTS	25	9	37	28	4	119
CITY COMPLAINTS	1	3	3	2	0	0
PERMITS REQUESTED	43	39	50	79	32	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 AND DIRECT 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 AND DIRECT 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.