

TAXICAB SERVICE SURVEY 2020 (2019 financial and statistical data)

ITEM	Badger Cab	Green Cab	Madison Taxi	Union Cab	Transit Solutions	Badger Bus
MILES	1,500,000	1,850,000	1,878,283	2,986,778	1,015,363	597,663
PASSENGERS	390,000	203,716	319,384	296,383	172,338	70,255
PASSENGER TRIPS	270,000	173,361	212,923	249,840	172,338	70,766
REVENUES	2,900,000	2,953,484	2,976,405	\$5,778,218	3,154,176	2,023,036
TOTAL EXPENSES*	2,920,000	2,980,000	2,783,532	\$5,608,238	3,043,665	1,921,884
PROFIT (LOSS)	(20,000)	(26,516)	192,873	169,980	110,511	101,152
COMPANY COST PER PASSENGER	7.49	\$14.63	\$8.72	\$18.92	\$17.66	\$27.36
CRASHES	7	13	9		5	12
CRASHES WHERE DRIVER WAS AT FAULT	3	8	2		2	7
MILES/CRASH	214,286	142,308	208,698	#DIV/0!	203,073	49,805
INTERNAL COMPLAINTS	30	30	20		3	200
CITY COMPLAINTS	-	1	0	0	0	0
PERMITS REQUESTED	-	32	23	42	38	23

*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). SHARED AND DIRECT RIDE SERVICES ARE OFFERED. 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).

NOTE: Some Crash/internal data was not provide in time for this report

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.

TAXICAB SERVICE SURVEY 2021 (2020 financial and statistical data)

ITEM	Badger Cab	Green Cab	Madison Taxi	Union Cab	Transit Solutions	Badger Bus
MILES	204,109	1,741,408	1,191,342	1,538,274	364,995	404,805
PASSENGERS		183,916	167,956	140,258	92,349	42,336
PASSENGER TRIPS	35,323	160,746	132,249	127,579	92,349	42,515
REVENUES	498,772	2,676,350	1,789,055	\$2,942,822	1,702,323	1,584,293
TOTAL EXPENSES*		2,925,565	1,747,736	\$4,026,737	2,093,443	1,489,235
PROFIT (LOSS)	498,772	(249,215)	41,319	(1,083,915)	(391,120)	95,058
COMPANY COST PER PASSENGER	#DIV/0!	\$18.20	\$10.41	\$28.71	\$22.67	\$35.18
CRASHES		12	5		2	4
CRASHES WHERE DRIVER WAS AT FAULT		6			1	3
MILES/CRASH	#DIV/0!	145,117	238,268	#DIV/0!	182,498	101,201
INTERNAL COMPLAINTS		30	17		2	92
CITY COMPLAINTS	2	2	2	0	0	0
PERMITS REQUESTED		48	23	42	36	23

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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.

BADGER CAB WENT OUT OF BUSINESS IN MARCH 2020 WITH GREEN CAB ACQUIRING MANY ASSETS.

GREEN CAB of MADISON: A ZONE CAB (NO METERS), DRIVERS MAY LEASE VEHICLES FOR SHIFTS OR WORK DIRECTLY FOR THE COMPANY,

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).

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