

# Metro Transit Annual Report 2011



## Record-Breaking Ridership

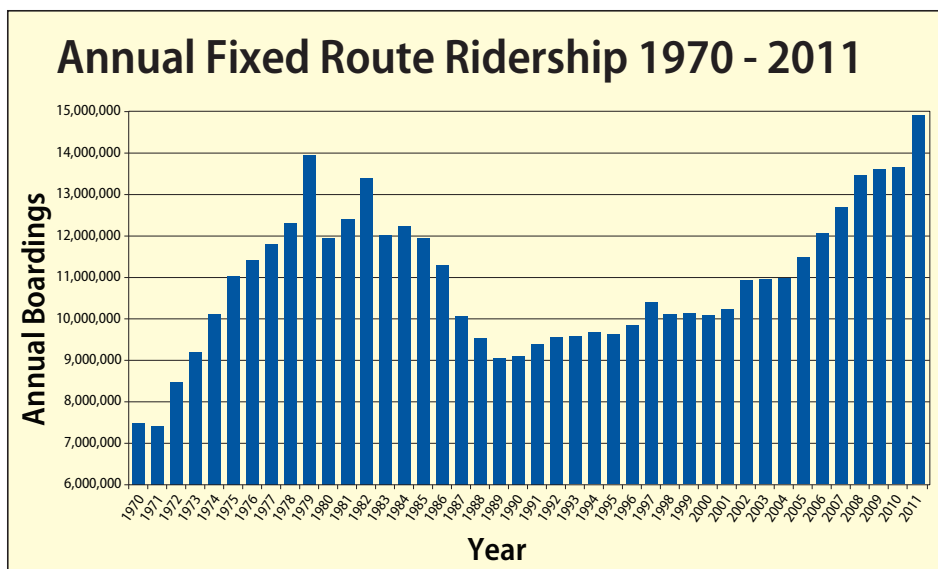
In 2011, more than 14.9 million rides were recorded on Metro Transit, a 9.5% increase over the last year! These numbers are Metro's highest ridership ever recorded, outpacing 13.9 million rides in 1979. This is in keeping with a trend of increased mass transit ridership across the country that has grown by 31% in the last 15 years. Metro's ridership in that same period has grown 44%.

According to information released by the American Transportation Association (ATA), individuals can save an estimated \$807 a month and \$9,648 a year riding transit versus driving to work alone. With a recovering economy and high gas prices, transit riders locally, and across the country, are saving thousands.

Metro's new improvements in information technology as well as successful unlimited ride programs have also greatly contributed to ridership success.

In June, passengers were able to start planning trips on their PC or mobile devices using Google Maps. Metro is also promoting applications that allow passengers to track the location of their bus in real-time.

Metro also has several programs in place that provide employees and college students yearly unlimited ride passes. Metro recently implemented a Commute Card program that allows businesses of all sizes to provide this same unlimited ride benefit.



## 2011 State of Good Repair Grant Award

Metro was awarded a State of Good Repair grant for \$5,160,800! This funding was used for purchasing 14 new diesel buses equipped with improved engine and exhaust technology and 25 new bus stop shelters. The grant was also used to fund the replacement of fareboxes in Metro's fixed-route fleet.

Mayor Paul Soglin stated, "I am very pleased that Department of Transportation officials listened to the City of Madison as they awarded this \$5 million dollar grant. "At a time when Metro ridership is increasing and state funds are decreasing, this additional funding means a lot to the citizens of Madison and surrounding communities."

The \$5 million grant was part of a \$920 million federal grant intended to put Americans back to work repairing, rebuilding and modernizing the nation's transit infrastructure. Metro Transit was one of 300 public transportation organizations to receive this federal grant.

## Need for New Garage Facility

Due to a foreseen fleet expansion, Metro is in need of a new facility to store and service its buses. The current garage facility is built to accommodate the storage of 160 buses. Metro's current fleet is made up of 209 vehicles. Mayor Soglin has formed a facility research committee, and Metro continues to ask for federal assistance.

## Hybrid and Diesel Technology

Since the addition of 5 hybrid-electric buses in 2007, and 14 in 2010, Metro has been experiencing improved fuel efficiency. While the numbers of passengers has greatly increased, Metro has experienced a 13% mile per gallon fuel efficiency improvement and a 28% passenger fuel improvement.

The addition of diesel buses equipped with new engine and exhaust technology has also contributed to the improvement of Metro's overall fuel economy success.

## Safety

Metro's insurance provider, TMI, conducts safety reviews in which companies have a chance to reduce their premiums if they are determined to conduct business safely. Ratings can be positive (above and beyond), neutral (addressing the issue) or negative. During its most recent review, Metro received positives in all five categories being reviewed. As a result, Metro's premium will be reduced by 2½% for 2012.

## Name That Bus Contest

Metro's Advisory Respect Group (MARG) continued its second year of the *Name That Metro Bus* contest. The contest was started in 2010 to honor employees and their families for their hard work and time spent away from home.

In 2011, 20 names of children and grandchildren of Metro employees were randomly selected to appear on the side of fixed-route buses.

Name that  
Metro Bus  
Contest



Auggie Meudt poses with his bus as part of Metro's "Names on Buses" program. Auggie is the grandson of Metro accountant Karen Meudt.

With over 120 names entered, this year's contest was a great success. On July 27th, General Manager, Chuck Kamp, and the chair of the City of Madison Transit and Parking Commission, Gary Poulson, were on hand to celebrate and congratulate employees and their families.

Kamp described this program as a simple way to feel good about your family and the place you work. MARG plans to continue the program again next year.

## Commute Card

The Metro Commute Card program continued to be a focal point in 2011 as a way to increase ridership and reach out to local businesses.

Through employer and community outreach, the Commute Card program grew to over 80 businesses, and accounted for more than 163,680 rides in 2011. Both large and small organizations have found the Commute Card to be an attractive benefit to offer their employees, and yet another way to promote environmental sustainability.



## "Transit Tracker"

One of the many reasons Metro experienced record-breaking ridership in 2011, was the fact that information was more readily accessible after the introduction of mobile applications.

Metro Transit's very own PC and smart phone app "Transit Tracker," allows users to receive real-time arrival estimates and bus locator map information with just a click of a button. The web application is designed to take the guess work out of riding public transit and provide a more convenient and accurate service.

## 3rd Party Providers

In 2011, Metro made its schedule data publicly available for other potential third party developers. This move allowed third parties to use Metro route and schedule information to develop mobile PC and smart phone apps. Current third party applications include Mobile UW and BusRadar, which both provide real-time bus information using Metro's GPS technology.



## Google Maps

Other exciting news that occurred in the past year was the introduction of electronic trip-planning through Google Maps. Google Maps added Metro's 2,200 bus stop locations and more than 60 routes to its data, making traveling throughout the Madison area much simpler and more user-friendly. Users can now customize routes and trips, get walking directions to and from bus stops, and receive street-view information and names of surrounding local businesses. It is also available in 12 different languages and accessible for the visually impaired.

The innovation of electronic trip-planning is also another movement to help sustain the environment. This paperless feature will greatly reduce the need for printing paper schedules and will help Metro's overall operating cost.

To prevent overcrowding on fixed-route buses, Metro offer's a supplemental school service on days when the Madison Metropolitan School District is in session. These routes also appear on Google Maps, so children and their parents have a better understanding of their routes to and from school.



## Paratransit No-Show Policy

No-Show notices and policies were changed in the past year. Riders now must cancel their rides one hour prior to the ride reservation time. Those that fail to show for rides or who do not cancel in the allotted time will receive a no-show postcard in the mail.

Depending on how many trips the passenger takes per month, a certain number of no-shows are allowed before a period of service suspension is issued. The change in policy is aimed at reducing confusion for riders and drivers, and in the end create a more efficiently scheduled paratransit system.

## Passenger Outreach Regarding Strollers on Buses

In response to complaints from customers regarding strollers blocking bus aisles and wheelchair securement areas as well as safety concerns raised by staff, Metro implemented a policy on stroller use on all buses.

*The following policy on strollers is in effect on all Metro buses.*

1. For the safety of all passengers, including children in strollers, riders are asked to remove children from strollers and fold them during the ride.
2. Strollers should not block aisles.
3. Strollers should be moved to make room for seniors and those with disabilities.

Metro staff conducted several community outreach programs, which included giveaways of staff recommended folding strollers, to inform riders of its new policy as well as provide an explanation as to the safety reasons behind its implementation.

## Safety Awards

Metro recognized 196 drivers for safe driving the previous year. These drivers tallied a combined total of 1,907 safe years.



*Some of the several Metro drivers receiving safety awards in 2011 are (R to L): Tom Jordee, Robert Hellwig, Dennis Johnson, Dave Hoeft and Ed Sinner shown with General Manager Chuck Kamp.*

# Revenues & Expenses

## Revenues

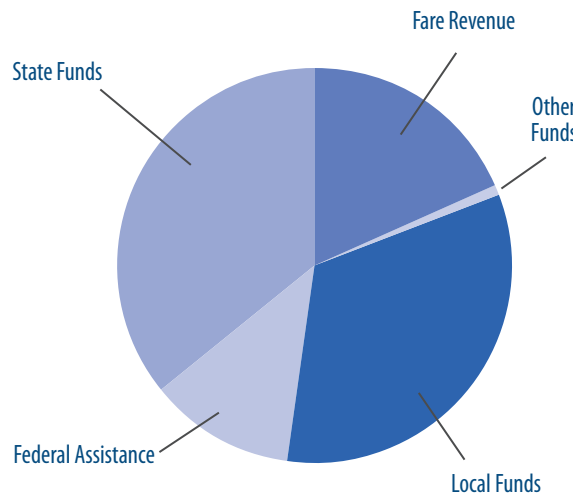
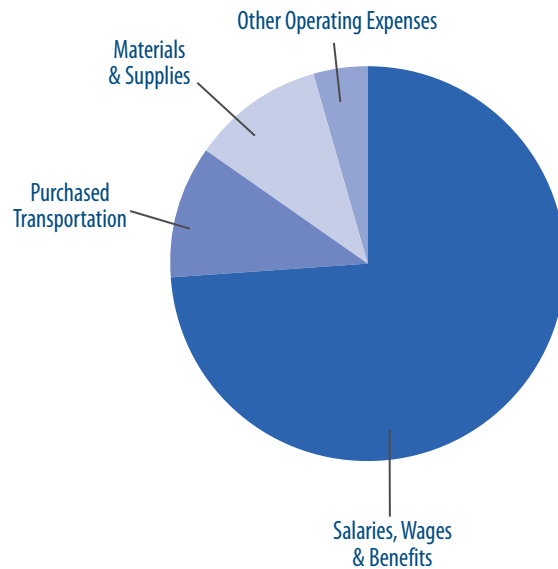
Fare Revenue	\$12,032,459
Local Share (City budget, revenues from contracting partners, and MA Waiver)	\$14,446,953
Federal Assistance	\$5,985,721
State Funds	\$18,021,300
Other Funds	\$580,125
<b>Total Revenues</b>	<b>\$51,066,558</b>

Net operating income or deficits are added to or subtracted from Metro's contingent reserve. Metro's contingent reserve balance at 12/31/2011 was \$198,183.

## Expenses

Salaries, Wages & Benefits	\$37,008,463
Purchased Transportation	\$4,254,722
Materials & Supplies	\$5,528,433
Other Operating Expenses	\$1,979,569
<b>Total Expenses</b>	<b>\$48,771,187</b>

Source: National Transit Database



# Performance Measures

	Paratransit	Fixed Route
Operating Ratio (Operating Revenue/Operating Cost)	49%	29%
Passenger Revenue/Total Passenger Trips:	\$1.28	\$0.78
Operating Cost/Passenger Trip:	\$29.06	\$2.74
Total Trips:	268,942	14,923,970
Cancellation Rate:	15.9%	-
No Shows/Rides Provided:	2.1%	--
Number of Clients Provided Service:	1765	-
Average Number of Trips/Client:	152.4	--
Number of Customer Complaints/1,000 Passenger Trips:	2.29	0.15
Operating Cost/Revenue Hour:	\$64.30	\$106.90
Trips/Revenue Hour:	2.69	38.96
Number of Trips Using Lifts:	--	34,853
Maintenance Inspections Conducted/Scheduled:		100%
Miles/Road Call:	7,913	6,331

## City of Madison

Paul Soglin, Mayor

### Transit & Parking Commission Members:

Gary Poulson  
Duane Hinz (Jan - June)  
Susan Schmitz  
Kenneth Streit  
David Tolmie  
Amanda White  
Ald. Jed Sanborn (Jan - April)  
Ald. Chris Schmidt  
Ald. Brian Solomon (Jan - April)  
Jay Ferm (Jan - June)  
Margaret Bergamini  
Ald. Bridget Maniaci (April - Dec)  
Ald. Lisa Subeck (April - Dec)  
Kenneth Golden (Sept - Dec)

## Service Snapshot

### Transit Partners

Fixed Route:  
City of Madison  
City of Middleton  
City of Fitchburg  
City of Verona  
Town of Madison  
University of Wisconsin - Madison  
Madison Metropolitan School District  
Madison College  
Meriter Hospital  
Edgewood College  
Epic  
St. Marys Hospital  
The American Center  
Paratransit Service:  
Village of Shorewood Hills

### Service Area

72 square miles  
249,051 population

### Annual Operating Budget

\$51,293,850

### Employees

Administrative employees: 37  
Operations employees: 351  
Maintenance employees: 78  
Total (FTEs): 450

### Transit Service

63,400+ passenger trips on an average weekday,  
during the school year  
34,200+ passenger trips on an average weekday,  
during the summer

209 fixed-route buses  
20 paratransit vehicles  
5 transfer points  
211 shelters  
2,056 bus stops  
62 fixed-routes  
383,106 annual fixed-route revenue hours  
4,818,879 annual fixed-route revenue miles

### Ridership

15,192,912 annual fixed-route and paratransit riders

## Mission Statement

It is the mission of Metro, through the efforts of dedicated, well trained employees, to provide safe, reliable, convenient, and efficient public transportation to the citizens and visitors of the Metro service area.



**Metro Transit System**  
1245 East Washington Avenue  
Madison, Wisconsin 53703  
608-266-4904  
[www.mymetrobus.com](http://www.mymetrobus.com)