

# Metro Transit 2013 Annual Report



## 2013 Year in Review

In 2013, Metro experienced its second-highest ridership of all time, recording more than 14.7 million rides. This ridership was up 1% compared to 2012, but slightly down from Metro's record ridership in 2011.

Staff attributed the slight dip from 2011 to 2012 to a 10% reduction of service made in 2012 to circulator routes that operate on the University of Wisconsin campus. Excluding these campus circulator routes, Metro's 2013 ridership on the rest of the fixed route system increased 2.7%.

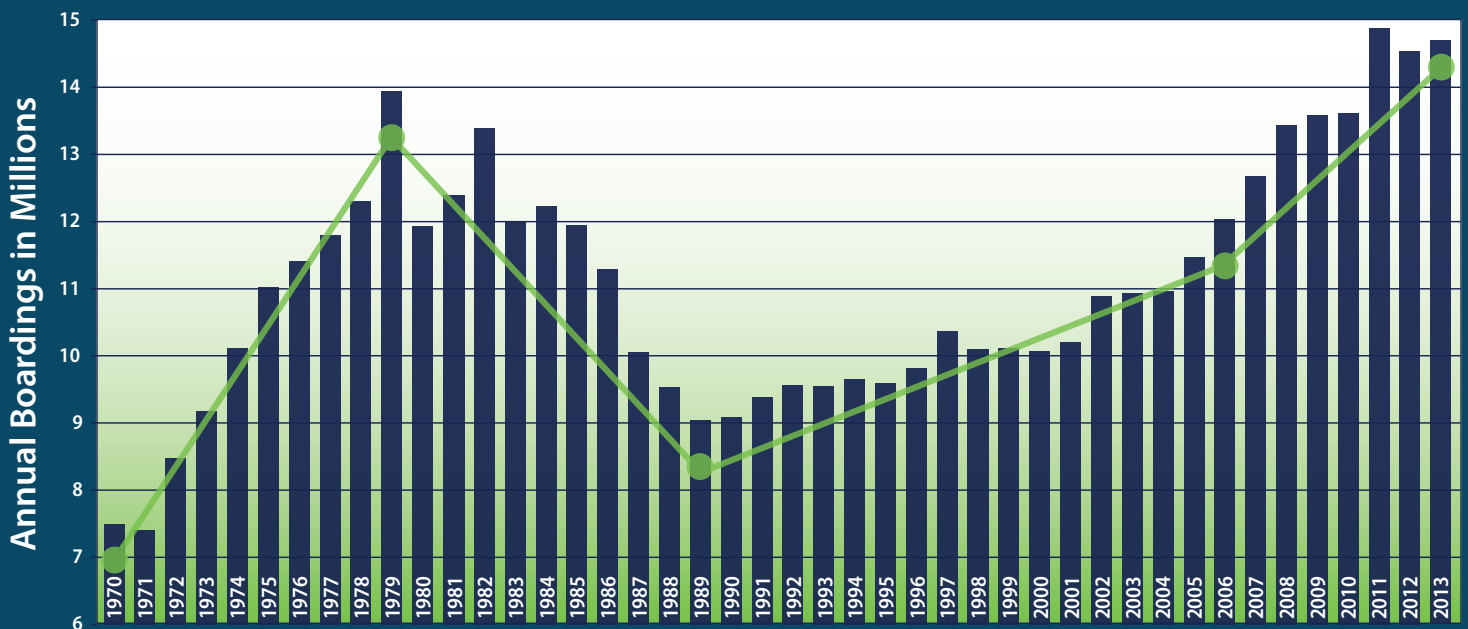
With this 1% overall increase in 2013, Metro continues to head in an extremely positive direction. The many factors contributing to this success include the large number of rides generated by its unlimited ride pass program, the continued trends of young people driving less, continued high costs of fuel, and an ever-increasing community value placed on environmental sustainability.

In addition, Metro was one of the only transit systems in Wisconsin to implement a service expansion in 2013. Given the current limits on public funding, and the abundance of transit service cuts occurring throughout the country, Metro staff were thrilled to be offering increased levels of service. It was noted that this reflected positively on riders who are increasingly using Metro, as well as community leaders who helped provide the necessary funding resources.

Major service changes included the addition of Route 31 to the Owl Creek/ Marsh Rd. area, Route 33 to the Grandview Commons Neighborhood, increased frequency on University Ave., and additional peak service to the Epic Campus in Verona.

Passenger and neighborhood input were the driving forces behind making these increases happen. The City of Madison's Neighborhood Resource Team (NRT) initiative helped identify an equity need in an underserved neighborhood, and passenger feedback raised concern over bus overcrowding in the University Ave. corridor

## Annual Fixed Route Ridership 1970 - 2013





## Low-Income Pass Program Expansion

Due to high demand, Metro expanded its low-income pass program in 2013. As part of this expansion, an extra 150 passes were made available for sale on the 15th of each month.

Previously, 300 low-income passes were available for sale on the first day of each month. These 300 passes would sell out quickly leaving many low-income riders without an opportunity to purchase a pass for another 30 days.

Now, a total of 450 passes are now sold on a first-come, first-served basis twice a month. If passes sell out, a low-income rider only needs to wait two weeks for another chance to purchase a pass.



## Fare Increase

In 2013, the Madison Transit and Parking Commission approved an increase to the cost of Metro's 31-day pass and Commute Card charge. A standardized paratransit fare was also approved for all peak and off-peak paratransit rides.

These fare increases helped boost passenger revenue by 6% for a total of \$650,000. This extra money helped fund service improvements and expansions that were implemented in August. In addition, it also helped Metro add nearly \$750,000 to its contingency fund for the year.

## Safety and Security

Metro continues to work with the Madison Police Department in an effort to create a safer environment at its transfer points. From 2012 to 2013, police calls to transfer points decreased 12.5%. Calls to Metro's South Transfer Point, which generates the highest number of calls, decreased 30.6%. Since 2008, police calls to the South Transfer Point have decreased a total of 57.8%.

Staff feel this significant drop is a great example of how funding for security helps maintain ridership, improves passenger experience, and overall, is money well spent.

## In-House Advertising Program

In January 2013, all advertising efforts were brought in-house. Metro hired a full-time sales representative and contracted with a local printing and installation vendor. Metro looks forward to increased advertising revenue as the program continues to grow.



## Bus Rapid Transit Study

Between 2005 and 2012, Metro Transit's ridership has increased 30%. Yet, during this same period of time, service hours have only increased 5%. Additionally, the largest volume of complaints Metro receives is in response to overcrowding on buses leading to passed up passengers, and long travel times across the city.

In 2008, Metro Transit officials began working with members of the community to create a long-range transit plan. The plan focused on the imperative need to address overcrowding and reduce travel times.

In 2012, Madison Mayor Paul Soglin challenged Metro Transit to meet a goal of doubling its ridership in the next 10 to 20 years.

In 2013, a study was completed that examined the possibility of implementing a Bus Rapid Transit System (BRT) in the Madison area. The study was designed to investigate and identify ways to alleviate overcrowded buses, reduce travel times, and provide enough capacity that it might be possible to meet the Mayor's goal of doubling ridership in the coming years.

The proposed BRT would feature frequent all-day service, direct routing using fewer stops, transit signal priority, dedicated bus lanes, off-board fare payments and the use of 60-foot articulated buses. This type of system is estimated to be able to decrease travel times by 20-40% and increase capacity on Metro's busiest corridors by more than 75%.

The next step is for the City Transportation Master Plan to evaluate the possibilities of a Madison BRT system and to make it a priority in the City's transportation infrastructure in the next 20 years.



*Illustration of an articulated bus that could be used in a proposed Madison Bus Rapid Transit System (BRT).*

## Federal Drop in Funding

Due to an expected future drop in federal funding, Metro Transit staff are concerned there will not be the resources necessary to invest in a Bus Rapid Transit System and finance the construction of a much needed bus garage, while continuing its yearly practice of replacing buses.

In the past, Metro has received enough federal funding to replace approximately 15 buses each year. However, with the forecasted funding reduction, there will only be enough resources to purchase four buses per year.

Metro Transit is looking for the approval of regional transit authorities in the state in order to provide this essential funding.



## Phone App Technology

Metro continues to work with third party developers who are using bus GPS data to create smart phone applications. These apps help passengers plan their trips and get live arrival estimates to their personal stops.

Passenger use of these applications increases each year. According to one developer, there are more than 47 registered apps using Metro's data, and data requests for bus tracking information has increased more than ten-fold in 2013.

### Track Your Bus!

Live arrival estimates to every stop.

Try these apps



## Make Music Madison

Metro participated in Make Music Madison in June. Make Music Madison is a city-wide public celebration of music where local musicians put on free concerts throughout Madison.

Metro hosted the local rock band, HyperBeam, at the South Transfer Point. Riders were able to enjoy an hour of free music while waiting for their bus.



## Shelter Refurbishment Project

Metro began planning for a shelter refurbishment project in 2013. The plan includes refurbishing a total of 75 existing bus shelters with new roofs, benches and LED lighting.

The new roofs will be equipped with solar-powered, motion-sensor LED lighting and have improved Metro Transit markings. Installations will begin in 2014.

## Northside Bus Shelter Artwork

Northside bus shelters were transformed with art as part of an ongoing community effort to share pride of the cultural diversity, natural spaces, parklands, gardening, recreation, and economic opportunities unique to the Northside of Madison. Artwork now appears on six Metro shelters throughout the neighborhood.

## Safety Awards

In an April ceremony, Metro recognized 226 drivers with safe driving records in 2013, including five drivers that have 30 or more years of safe driving! Ten additional drivers were recognized for 25 or more safe-driving years.

A total of 186 full-time drivers received awards for a grand total of 2,026 years of combined safe driving! An additional 40 part-time drivers received safety awards for a total of 72 years.

Combining full-time and part-time, 226 drivers were recognized for a cumulative total of 2,098 years of safe driving in our community.

## Free Ride Promotions

Metro Transit and MillerCoors Brewing Company teamed up for two free ride promotions in 2013.

In August, Metro and Coors Light provided over 13,000 free rides on August 31, which was the date of the Taste of Madison event and first home University of Wisconsin football game.

Then in December, Metro teamed with Miller Lite to provide more than 4,890 rides on New Year's Eve. This was the 20th year MillerCoors has partnered with Metro to provide this important free ride service to the Madison community.

# Free Rides™



## Metro Advisory Respect Group

### MARG Ambassador Program

In 2013, the Metro Advisory Respect Group (MARG) kicked off its Ambassador Program. The program's main goal is to ensure that new employees have a positive experience during their first year at Metro.

The program is designed to provide new employees with a reliable source of information and make them feel more welcome.

New employees are partnered with a volunteer ambassador outside of their own

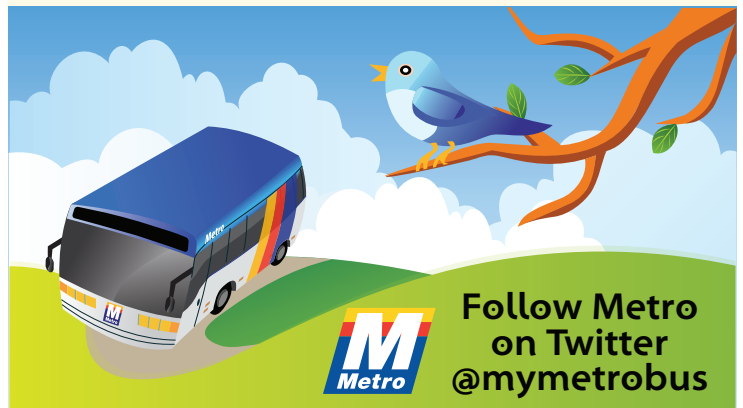
work unit. Ambassadors provide guidance and information as well as help new employees navigate the challenges associated with a new job and workplace during their first year.



## Tweet Chat Public Input Session

Metro hosted its first tweet chat in October. Metro staff and Transit and Parking Commission (TPC) member Margaret Bergamini responded to a variety of feedback items via Twitter. Comments ranged from concerns about on-time performance to compliments about our service and employees.

Metro has over 2,000 followers on Twitter and received about 35 tweets during the session. The group felt that it was a success and a great way to interactive with our customers who are increasingly using social media.





## 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

\$54,210,642  
 Employees  
 Administrative employees: 38  
 Operations employees: 352  
 Maintenance employees: 78  
 Total (FTEs): 468

### Transit Service

59,820 passenger trips on an average weekday,  
 during the school year  
 34,807 passenger trips on an average weekday,  
 during the summer  
 208 fixed-route buses  
 20 paratransit vehicles  
 5 transfer points  
 208 shelters  
 2,068 bus stops  
 67 fixed-routes  
 391,131 annual fixed-route revenue hours  
 4,922,010 annual fixed-route revenue miles

### Ridership

15,001,760 annual fixed-route and paratransit riders

## Performance Measures

	Paratransit Service	Fixed Route
Operating Ratio (Operating Revenue/ Operating Cost)	47%	30%
Passenger Revenue/ Total Passenger Trips:	\$1.17	\$0.86
Operating Cost/ Passenger Trip:	\$31.17	\$2.87
Total Trips:	261,024	14,740,736
Cancellation Rate:	15.7%	–
No Shows/Rides Provided:	2.2%	–
Number of Clients Provided Service:	1,660	–
Average Number of Trips/Client:	157.2	–
Number of Customer Complaints/1,000 Passenger Trips:	2.19	0.19
Operating Cost/ Revenue Hour:	\$69.67	\$108.46
Trips/Revenue Hour:	2.61	37.69
Number of Trips Using Lifts:	–	39,463
Miles/Road Call:	10,836	6,017

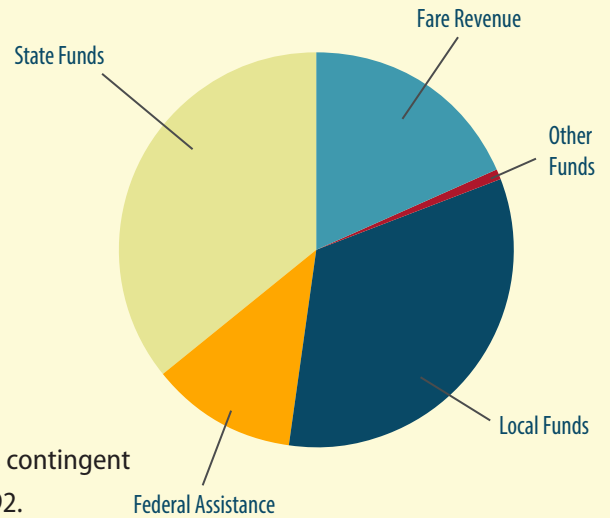
## Revenues & Expenses

### Revenue

Fare Revenue	\$12,900,033
Local Share*	\$18,421,877
Federal Assistance	\$6,023,421
State Funds	\$16,600,000
Other Funds	\$722,411
<b>Total Revenues</b>	<b>\$54,667,742</b>

\* City budget, revenues from contracting partners, and MA Waiver.

Net operating income or deficits are added to or subtracted from Metro's contingent reserve. Metro's contingent reserve balance at 12/31/2013 was \$2,673,292.

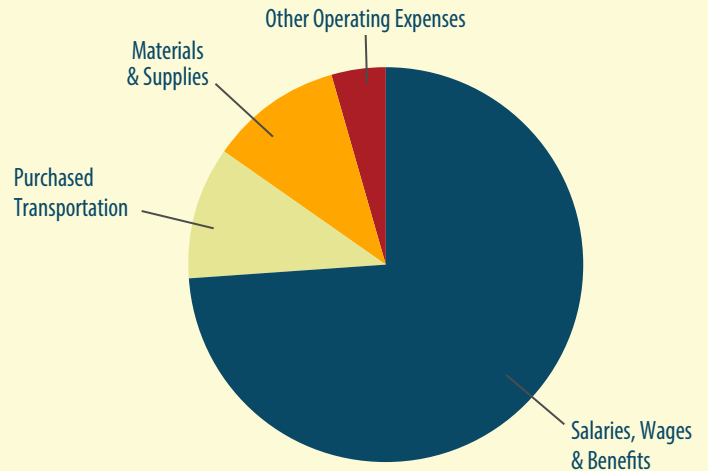


### Expenses

Salaries, Wages & Benefits	\$37,678,785
Purchased Transportation	\$4,462,664
Materials & Supplies	\$5,667,697
Other Operating Expenses	\$2,137,982
<b>Total Expenses</b>	<b>\$49,947,128</b>

**Annual Operating Budget: \$54,210,642**

Source: National Transit Database



## Transit & Parking Commission Members

### City of Madison

Paul Soglin, Mayor

### 2013 Transit and Parking Commission Members:

Margaret Bergamini	January – December
Alder Bridget Maniaci	January – April
Gary Poulson – chair	January – December
Alder Chris Schmidt	January – December
Susan Schmitz	January – April
Ken Streit	January – April
Alder Lisa Subeck	January – April
Dave Tolmie	January – December
Amanda White	January – June
Ken Golden	May – December
Ann Kovich	May – December
Alder Sue Ellington	April – December
Alder Anita Weier	April – December

### Alternates:

Ken Golden	January - April
Alder Anita Weier	July - December

## 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)