

# **Green Bay Metro Quarterly Route Data and Analysis Report May 2014**



**Prepared by the  
Brown County Planning Commission/  
Metropolitan Planning Organization (MPO)  
for the Green Bay Urbanized Area**

## Overview

The Brown County Planning Commission and Green Bay Metro staffs conduct route reviews on a quarterly basis each year in the months of February, May, August, and November. In February of each year, a large-scale review is conducted resulting in the publication of the *Green Bay Metro Annual Route Review and Analysis Report*, by Brown County Planning Commission. In May, August, and November, a smaller scale route review report is issued.

For each route review, Green Bay Metro's 14 full service routes are evaluated individually in terms of the performance standards outlined in the *Green Bay Metro Policy and Procedures Manual*, August 1992, as amended. The three primary performance measures used to evaluate each route are as follows:

1. Revenue Per Hour. The revenue per hour standard helps to determine the financial efficiency of a route. The revenue per hour of an individual route should be at least 80 percent of the system median.
2. Passengers Per Hour. This standard evaluates the number of revenue passengers per hour. Each route should have 80 percent of the system median of passengers per hour.
3. Operating Ratio. The operating ratio of a route is determined by dividing a route's passenger revenue by the total operating expense. The operating ratio measure illustrates the percentage of revenue recovered. For example, the weekday full service system during May recovered 17.0 percent of all expenses, or 17.0 cents per every dollar spent operating the system (excluding the paratransit system). The standard for the operating ratio is 80 percent of the system median.

Ridership and revenue data were gathered for all full service routes on weekdays. A special effort was made to separate day and evening data for the full service route system. Results of the route review are contained in this report.

The passenger and revenue statistics are typical of a weekday in May. It should be noted that passenger and revenue levels fluctuate throughout the year.

The Brown County Planning Commission staff maintains historical ridership and revenue data by route. This information is routinely used for planning purposes.

For a copy of the *2014 Green Bay Metro Annual Route Review and Analysis Report*, please visit the Brown County Planning Commission's website at <http://www.co.brown.wi.us/>. Click on Departments, Planning, Transportation, and scroll down and click Transit Planning.

On the Cover: Green Bay Metro received a federal grant to install a new bus washer at its maintenance facility on University Avenue.

**Table 1  
Revenue per Hour  
Weekday**

<b>Route</b>	<b>Daytime Trips</b>	<b>Evening Trips</b>	<b>Route Length (in hours)</b>	<b>Total Revenue</b>	<b>Daytime Revenue per Hour</b>	<b>Evening Revenue per Hour</b>	<b>Total Revenue per Hour</b>
# 6 Red	26	3	1.0	\$640.38	\$22.42	\$19.13	\$22.08
# 4 Blue	13	3	1.0	298.18	19.25	15.99	18.64
#14 Pink	13	3	1.0	286.62	17.25	20.81	17.91
# 8 Green	26	3	1.0	477.27	16.60	15.24	16.46
# 3 Silver	13	0	1.0	204.71	15.75		15.75
# 5 Plum	8	0	1.0	120.94	15.12		15.12
# 1 Brown	26	3	1.0	426.76	14.75	14.46	14.72
# 2 Orange	25	7	0.5	228.99	16.57	6.24	14.31
# 7 Lime	26	3	1.0	408.63	14.05	14.44	14.09
#11 Sky	13	3	1.0	215.59	14.64	8.43	13.47
<b>SYSTEM STANDARD</b>							<b>\$11.78</b>
#10 Yellow	13	3	1.0	136.91	9.56	4.23	8.56
#18 Gold	12	3	1.0	120.49	8.71	5.30	8.03
#17 Brick	13	3	1.0	104.61	6.84	5.23	6.54
<b>Total/System Average:</b>				<b>\$3,670.08</b>	<b>\$15.28</b>	<b>\$11.69</b>	<b>\$14.80</b>

**System Median:**

**\$14.72**

**System Standard:**

**\$11.78**

Notes:

Daytime operations are from 5:15 AM to 6:00 PM

Evening operations are from 6:00 PM to 9:45 PM

Revenue is passenger generated only. Free fare passengers are not included.

#3 Silver and #5 Plum do not operate in the evening.

**Table 2  
Passengers per Hour  
Weekday**

<b>Route</b>	<b>Daytime Trips</b>	<b>Evening Trips</b>	<b>Route Length (in hours)</b>	<b>Total Passengers</b>	<b>Daytime Passengers per Hour</b>	<b>Evening Passengers per Hour</b>	<b>Total Passengers per Hour</b>
# 6 Red	26	3	1.0	831	29.3	23.3	28.7
# 4 Blue	13	3	1.0	405	26.5	20.3	25.3
#14 Pink	13	3	1.0	353	22.6	19.7	22.1
# 3 Silver	13	0	1.0	282	21.7		21.7
# 8 Green	26	3	1.0	619	21.7	18.3	21.3
# 5 Plum	8	0	1.0	164	20.5		20.5
# 7 Lime	26	3	1.0	576	19.9	19.7	19.9
# 1 Brown	26	3	1.0	544	18.9	17.3	18.8
# 2 Orange	25	7	0.5	300	21.7	8.3	18.8
#11 Sky	13	3	1.0	292	20.0	10.7	18.3
<b>SYSTEM STANDARD</b>							<b>15.9</b>
#10 Yellow	13	3	1.0	177	12.5	5.0	11.1
#18 Gold	12	3	1.0	153	11.1	6.7	10.2
#17 Brick	13	3	1.0	143	9.4	7.0	8.9
<b>Total/System Average:</b>				<b>4,839</b>	<b>20.4</b>	<b>14.1</b>	<b>19.5</b>

**System Median: 19.9**  
**System Standard: 15.9**

Notes:

Daytime operations are from 5:15 AM to 6:00 PM

Evening operations are from 6:00 PM to 9:45 PM

Revenue is passenger generated only. Free fare passengers are not included.

#3 Silver and #5 Plum do not operate in the evening.

**Table 3  
Green Saturday**

<b>Route</b>	<b>Hours of Service per Saturday</b>	<b>All Passengers Ride Free</b>	<b>Free Riders per Hour</b>
# 1 Brown	11	283	25.7
# 2 Orange	11	504	45.8
# 3 Silver			
# 4 Blue	11	290	26.4
# 5 Plum			
# 6 Red	11	513	46.6
# 7 Lime	11	217	19.7
# 8 Green	11	531	48.3
#10 Yellow	11	85	7.7
#11 Sky	11	183	16.6
#14 Pink	11	327	29.7
#17 Brick	11	91	8.3
#18 Gold	11	119	10.8
<b>Total/System Average:</b>	<b>121</b>	<b>3,143</b>	<b>26.0</b>

Notes:

#3 Silver and #5 Plum do not operate on Saturday.

**Table 4  
Operating Ratio or Percent of Expenses Recovered  
Weekday**

Route	Daytime Trips	Evening Trips	Total Trips	Route Length (in hours)	Total Hours	Expense per Hour \$86.95	Total Revenue	Daytime Operating Ratio	Evening Operating Ratio	Total Operating Ratio
# 6 Red	26	3	29	1.0	29.0	\$2,521.55	\$640.38	25.8%	22.0%	25.4%
# 4 Blue	13	3	16	1.0	16.0	1,391.20	298.18	22.1%	18.4%	21.4%
#14 Pink	13	3	16	1.0	16.0	1,391.20	286.62	19.8%	23.9%	20.6%
# 8 Green	26	3	29	1.0	29.0	2,521.55	477.27	19.1%	17.5%	18.9%
# 3 Silver	13	0	13	1.0	13.0	1,130.35	204.71	18.1%		18.1%
# 5 Plum	8	0	8	1.0	8.0	695.60	120.94	17.4%		17.4%
# 1 Brown	26	3	29	1.0	29.0	2,521.55	426.76	17.0%	16.6%	16.9%
# 2 Orange	25	7	32	0.5	16.0	1,391.20	228.99	19.1%	7.2%	16.5%
# 7 Lime	26	3	29	1.0	29.0	2,521.55	408.63	16.2%	16.6%	16.2%
#11 Sky	13	3	16	1.0	16.0	1,391.20	215.59	16.8%	9.7%	15.5%
<b>SYSTEM STANDARD</b>										<b>13.5%</b>
#10 Yellow	13	3	16	1.0	16.0	1,391.20	136.91	11.0%	4.9%	9.8%
#18 Gold	12	3	15	1.0	15.0	1,304.25	120.49	10.0%	6.1%	9.2%
#17 Brick	13	3	16	1.0	16.0	1,391.20	104.61	7.9%	6.0%	7.5%
<b>Total/System Average:</b>					<b>248.0</b>	<b>\$21,650.55</b>	<b>\$3,670.08</b>	<b>17.5%</b>	<b>13.1%</b>	<b>17.0%</b>

**System Median: 16.9%**  
**System Standard: 13.5%**

Notes:

Daytime operations are from 5:15 AM to 6:00 PM

Evening operations are from 6:00 PM to 9:45 PM

Revenue is passenger generated only. Free fare passengers are not included.

#3 Silver and #5 Plum do not operate in the evening.