

Green Bay Metro Quarterly Route Data and Analysis Report May 2015



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 13 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 18.0 percent of all expenses, or 18.0 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 *2015 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 social media and Where is my Bus? applications can be found on Metro's website at www.GreenBayMetro.org.



**Table 1
Revenue per Hour
Weekday**

Route	Daytime Trips	Evening Trips	Route Length (in hours)	Daytime Hours	Evening Hours	Total Hours	Daytime Revenue	Evening Revenue	Daytime Revenue per Hour	Evening Revenue per Hour	Total Revenue per Hour
# 6 Red	26	3	1.0	26.0	3.0	29.0	625.81	78.17	\$24.07	\$26.06	\$24.28
# 8 Green	26	3	1.0	26.0	3.0	29.0	541.30	50.21	20.82	16.74	20.40
# 4 Blue	13	3	1.0	13.0	3.0	16.0	270.25	51.42	20.79	17.14	20.10
# 2 Orange	25	7	0.5	12.5	3.5	16.0	264.41	37.36	21.15	10.67	18.86
# 3 Silver	13	0	1.0	13.0	0.0	13.0	198.28	0.00	15.25		15.25
# 1 Brown	26	3	1.0	26.0	3.0	29.0	393.50	39.31	15.13	13.10	14.92
#14 Pink	13	3	1.0	13.0	3.0	16.0	211.62	24.53	16.28	8.18	14.76
# 7 Lime	26	3	1.0	26.0	3.0	29.0	344.17	39.98	13.24	13.33	13.25
#11 Sky	13	3	1.0	13.0	3.0	16.0	184.79	18.79	14.21	6.26	12.72
# 5 Plum	8	0	1.0	8.0	0.0	8.0	97.08	0.00	12.14		12.14
SYSTEM STANDARD											\$11.81
#18 Gold	12	3	1.0	12.0	3.0	15.0	163.53	12.77	13.63	4.26	11.75
#10 Yellow	13	3	1.0	13.0	3.0	16.0	123.29	8.02	9.48	2.67	8.21
#17 Brick	13	3	1.0	13.0	3.0	16.0	105.27	11.73	8.10	3.91	7.31
Total/System Average:				214.5	33.5	248.0	\$3,523.31	\$372.27	\$16.43	\$11.11	\$15.71

System Median:

\$14.76

System Standard:

\$11.81

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**

Route	Daytime Trips	Evening Trips	Route Length (in hours)	Total Passengers	Daytime Passengers per Hour	Evening Passengers per Hour	Total Passengers per Hour
# 6 Red	26	3	1.0	829	28.3	30.7	28.6
# 4 Blue	13	3	1.0	394	25.7	20.0	24.6
# 8 Green	26	3	1.0	702	24.7	19.7	24.2
# 2 Orange	25	7	0.5	361	25.4	12.6	22.6
# 3 Silver	13	0	1.0	242	18.6		18.6
# 1 Brown	26	3	1.0	508	17.8	15.3	17.5
# 7 Lime	26	3	1.0	508	17.6	16.7	17.5
#14 Pink	13	3	1.0	280	19.3	9.7	17.5
#11 Sky	13	3	1.0	266	18.6	8.0	16.6
SYSTEM STANDARD							14.0
#18 Gold	12	3	1.0	208	16.3	4.3	13.9
# 5 Plum	8	0	1.0	110	13.8		13.8
#10 Yellow	13	3	1.0	166	12.0	3.3	10.4
#17 Brick	13	3	1.0	162	11.2	5.7	10.1
Total/System Average:				4,736	20.0	13.3	19.1

System Median: 17.5
System Standard: 14.0

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
Operating Ratio or Percent of Expenses Recovered
Weekday**

Route	Daytime Trips	Evening Trips	Total Trips	Route Length (in hours)	Total Hours	Expense per Hour (\$86.00)	Total Revenue	Daytime Operating Ratio	Evening Operating Ratio	Total Operating Ratio
# 6 Red	26	3	29	1.0	29.0	\$2,521.55	\$703.98	27.7%	30.0%	27.9%
# 8 Green	26	3	29	1.0	29.0	2,521.55	591.51	23.9%	19.2%	23.5%
# 4 Blue	13	3	16	1.0	16.0	1,391.20	321.67	23.9%	19.7%	23.1%
# 2 Orange	25	7	32	0.5	16.0	1,391.20	301.77	24.3%	12.3%	21.7%
# 3 Silver	13	0	13	1.0	13.0	1,130.35	198.28	17.5%		17.5%
# 1 Brown	26	3	29	1.0	29.0	2,521.55	432.81	17.4%	15.1%	17.2%
#14 Pink	13	3	16	1.0	16.0	1,391.20	236.15	18.7%	9.4%	17.0%
# 7 Lime	26	3	29	1.0	29.0	2,521.55	384.15	15.2%	15.3%	15.2%
#11 Sky	13	3	16	1.0	16.0	1,391.20	203.58	16.3%	7.2%	14.6%
# 5 Plum	8	0	8	1.0	8.0	695.60	97.08	14.0%		14.0%
SYSTEM STANDARD										13.6%
#18 Gold	12	3	15	1.0	15.0	1,304.25	176.30	15.7%	4.9%	13.5%
#10 Yellow	13	3	16	1.0	16.0	1,391.20	131.31	10.9%	3.1%	9.4%
#17 Brick	13	3	16	1.0	16.0	1,391.20	116.99	9.3%	4.5%	8.4%
Total/System Average:					248.0	\$21,649.60	\$3,895.58	18.8%	12.4%	18.0%

System Median:

17.0%

System Standard:

13.6%

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 4
Green Saturday**

Route	Hours of Service per Saturday	All Passengers Ride Free	Free Riders per Hour
# 1 Brown	11	285	25.9
# 2 Orange	11	530	48.2
# 3 Silver			
# 4 Blue	11	339	30.8
# 5 Plum			
# 6 Red	15	524	34.9
# 7 Lime	11	198	18.0
# 8 Green	11	515	46.8
#10 Yellow	11	60	5.5
#11 Sky	11	152	13.8
#14 Pink	11	253	23.0
#17 Brick	11	172	15.6
#18 Gold	11	125	11.4
Total/System Average:	125	3,153	25.2

Notes:

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



**Table 6
Bike Rack Usage**

Month	2014 Bikes	2015 Bikes	Increase
January	411	690	59.6%
February	448	654	68.5%
March	601	912	65.9%
April	986	1,347	73.2%
May	1,344		
June	1,546		
July	1,788		
August	1,563		
September	1,622		
October	1,637		
November	974		
December	603		
January-April Total:	2,446	3,603	67.9%
January-April Average:	612	901	67.9%

