

Green Bay Metro Quarterly Route Data and Analysis Report November 2016



**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 16 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 November recovered 14.0 percent of all expenses, or 14.0 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 or 11.2.

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 August. It should be noted that passenger and revenue levels fluctuate throughout the year. Historically, system performance is lower in the summer months when K-12 and post-secondary schools are not in full-session.

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 *2016 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 offers a 30-Day unlimited use bus pass.

**Table 1
Revenue per Hour
Weekday**

Route	Daytime Trips	Evening Trips	Total Trips	Route Length (in hours)	Total Revenue	Daytime Revenue per Hour	Evening Revenue per Hour	Total Revenue per Hour
# 6 Red	26	3	29	1.0	\$572.39	\$20.43	\$13.73	\$19.74
# 8 Green	13	3	16	1.0	286.01	19.75	9.73	17.88
# 9 Tan	13	3	16	1.0	236.92	16.21	8.75	14.81
# 2 Orange	25	7	32	0.5	222.97	16.36	5.26	13.94
# 7 Lime	26	3	29	1.0	382.00	13.54	9.97	13.17
# 4 Blue	13	3	16	1.0	208.09	14.47	6.66	13.01
#14 Pink	13	3	16	1.0	202.42	13.89	7.26	12.65
# 1 Brown	26	3	29	1.0	345.42	11.99	11.26	11.91
# 5 Plum	8	0	8	1.0	95.28	11.91		11.91
#11 Sky	13	3	16	1.0	185.67	13.08	5.23	11.60
# 3 Silver	13	0	13	1.0	132.57	10.20		10.20
SYSTEM STANDARD								\$9.53
#13 River	24	7	31	0.5	140.14	10.32	4.66	9.04
#10 Yellow	13	3.5	16.5	1.0	120.52	8.57	2.60	7.30
#17 Brick	13	3	16	1.0	109.18	7.45	4.09	6.82
#18 Gold	12	3	15	1.0	89.17	6.54	3.58	5.94
Total/System Average:					\$3,328.76	\$13.44	\$7.03	\$12.47

System Median:

\$11.91

System Standard:

\$9.53

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	Total Trips	Route Length (in hours)	Total Hours	Total Passengers	Total Passengers per Hour
# 6 Red	26	3	29	1.0	29.0	739	25.5
# 8 Green	13	3	16	1.0	16.0	365	22.8
# 2 Orange	25	7	32	0.5	16.0	304	19.0
# 9 Tan	13	3	16	1.0	16.0	294	18.4
# 4 Blue	13	3	16	1.0	16.0	283	17.7
# 7 Lime	26	3	29	1.0	29.0	501	17.3
#14 Pink	13	3	16	1.0	16.0	272	17.0
# 5 Plum	8	0	8	1.0	8.0	127	15.9
#11 Sky	13	3	16	1.0	16.0	246	15.4
# 1 Brown	26	3	29	1.0	29.0	430	14.8
# 3 Silver	13	0	13	1.0	13.0	180	13.8
SYSTEM STANDARD							15.9
#13 River	24	7	31	0.5	15.5	183	11.8
#10 Yellow	13	3.5	16.5	1.0	16.5	152	9.2
#17 Brick	13	3	16	1.0	16.0	142	8.9
#18 Gold	12	3	15	1.0	15.0	114	7.6
Total/System Average:					267.0	4,332	16.2

System Median: 15.9
System Standard: 12.7

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**

Route	Hours of Service per Saturday	All Passengers Ride Free	Free Riders per Hour
# 1 Brown	11	245	22.3
# 2 Orange	11	234	21.3
# 3 Silver			
# 4 Blue	11	222	20.2
# 5 Plum			
# 6 Red	15	496	33.1
# 7 Lime	11	347	31.5
# 8 Green	11	347	31.5
# 9 Tan	11	227	20.6
#10 Yellow	11	83	7.5
#11 Sky	11	162	14.7
#13 River	11	144	13.1
#14 Pink	11	321	29.2
#17 Brick	11	109	9.9
#18 Gold	11	83	7.5
Total/System Average:	147	3,020	20.5

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	Total Revenue	Daytime Operating Ratio	Evening Operating Ratio	Total Operating Ratio
# 6 Red	26	3	29	1.0	29.0	\$572.39	24.1%	16.2%	23.3%
# 8 Green	13	3	16	1.0	16.0	286.01	23.3%	11.5%	21.1%
# 9 Tan	13	3	16	1.0	16.0	236.92	19.1%	10.3%	17.5%
# 2 Orange	25	7	32	0.5	16.0	222.97	19.3%	6.2%	16.4%
# 7 Lime	26	3	29	1.0	29.0	382.00	16.0%	11.8%	15.5%
# 4 Blue	13	3	16	1.0	16.0	208.09	17.1%	7.9%	15.3%
#14 Pink	13	3	16	1.0	16.0	202.42	16.4%	8.6%	14.9%
# 1 Brown	26	3	29	1.0	29.0	345.42	14.1%	13.3%	14.0%
# 5 Plum	8	0	8	1.0	8.0	95.28	14.0%		14.0%
#11 Sky	13	3	16	1.0	16.0	185.67	15.4%	6.2%	13.7%
# 3 Silver	13	0	13	1.0	13.0	132.57	12.0%		12.0%
SYSTEM STANDARD									11.2%
#13 River	24	7	31	0.5	15.5	140.14	12.2%	5.5%	10.7%
#10 Yellow	13	3.5	16.5	1.0	16.5	120.52	10.1%	3.1%	8.6%
#17 Brick	13	3	16	1.0	16.0	109.18	8.8%	4.8%	8.0%
#18 Gold	12	3	15	1.0	15.0	89.17	7.7%	4.2%	7.0%
Total/System Average:					267.0	\$3,328.76	15.8%	8.1%	14.6%

System Median:

14.0%

System Standard:

11.2%

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 5
Limited Service Routes
Passengers**

Limited Service Route	Passengers	Limited Service Route	Passengers
#65 a.m.	38	#75 a.m.	38
#65 p.m.	33	#75 p.m. (two loops)	48
#70 a.m.	46	#76 a.m.	29
#70 p.m.	41	#76 p.m.	36
#71 a.m.	50	#78 a.m.	4
#71 p.m.	68	#78 p.m.	9
#72 a.m.	9		
#72 p.m.	10		
Total Passengers:			459
Average Passengers per Trip:			26

Note:

Limited Service routes operate on a published schedule and are open to the general public.

**Table 6
Bikes on Buses**

Month	2014 Bikes	2015 Bikes	2016 Bikes
January	411	690	568
February	448	654	571
March	601	912	1,009
April	986	1,347	1,198
May	1,344	1,718	1,601
June	1,546	1,785	1,656
July	1,788	1,672	1,644
August	1,563	1,420	1,896
September	1,622	1,383	1,627
October	1,637	1,332	1,446
November	974	1,019	
December	603	908	
Total:	13,523	14,840	13,216
Average per Month:	1,127	1,237	1,322

Note:

All Green Bay Metro buses are equipped with a bike rack which can accommodate two bicycles.

Table 7
Mobility Device Boardings on the
Fixed Route Bus System

Month	2014 Mobility Device	2015 Mobility Device	2016 Mobility Device
January	256	422	466
February	290	295	575
March	507	600	879
April	715	750	886
May	785	685	889
June	750	728	877
July	716	858	944
August	742	679	887
September	650	719	729
October	724	710	747
November	547	521	
December	480	618	
Total:	7,162	7,585	7,879
Average per Month:	597	632	788

Note:

All Green Bay Metro buses have the necessary equipment to accommodate manual and electric wheelchairs.