Green Bay Metro
Quarterly Route Data and Analysis Report
August 2017

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 May recovered 13.0 percent of all expenses, or 13.0 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 9.4.

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 *2017 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 G-Line information.

Table 1
Revenue per Hour
Weekday

Route	Daytime Trips	Evening Trips	Route Length (in hours)	Total Hours	Total Revenue	Daytime Revenue per Hour	Evening Revenue per Hour	Total Revenue per Hour
# 6 Red	26	3	1.0	29.0	$540.17	$19.16	$14.01	$18.63
# 8 Green	13	3	1.0	16.0	240.67	16.95	6.76	15.04
# 9 Tan	13	3	1.0	16.0	206.57	14.57	5.72	12.91
# 4 Blue	13	3	1.0	16.0	196.06	13.81	5.51	12.25
# 2 Orange	25	7	0.5	16.0	184.95	13.10	6.07	11.56
#14 Pink	13	3	1.0	16.0	168.02	10.93	8.66	10.50
#11 Sky	13	3	1.0	16.0	164.41	11.94	3.07	10.28
# 7 Lime	26	3	1.0	29.0	288.50	10.34	6.52	9.95
# 3 Silver	13	0	1.0	13.0	123.51	9.50		9.50
# 1 Brown	26	3	1.0	29.0	271.83	9.25	10.47	9.37
#10 Yellow	13	3.5	1.0	16.5	145.80	10.07	4.25	8.84
#18 Gold	12	3	1.0	15.0	130.79	10.18	2.87	8.72
#13 River	24	7	0.5	15.5	127.12	9.05	5.30	8.20
SYSTEM STANDARD								**$7.96**
# 5 Plum	8	0	1.0	8.0	52.93	6.62		6.62
#17 Brick	13	3	1.0	16.0	89.33	5.56	5.68	5.58
#19 G	Route is offered to the public for Free. Therefore, no Fare Revenue is generated.							
Total/System Average:				**267.0**	**$2,930.67**	**$11.78**	**$6.48**	**$10.98**

System Median: **$9.95**
System Standard: **$7.96**

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.
#19 G is open to the general public and is free.

Table 2
Passengers per Hour
Weekday

Route	Daytime Trips	Evening Trips	Route Length (in hours)	Total Hours	Total Passengers	Daytime Passengers per Hour	Evening Passengers per Hour	Total Passengers per Hour
# 6 Red	26	3	1.0	29.0	673	24.0	16.7	23.2
# 8 Green	13	3	1.0	16.0	304	21.3	9.0	19.0
# 9 Tan	13	3	1.0	16.0	265	18.6	7.7	16.6
# 4 Blue	13	3	1.0	16.0	258	18.2	7.0	16.1
# 2 Orange	25	7	0.5	16.0	240	17.0	7.7	15.0
#14 Pink	13	3	1.0	16.0	219	14.3	11.0	13.7
#11 Sky	13	3	1.0	16.0	215	15.6	4.0	13.4
# 7 Lime	26	3	1.0	29.0	367	13.2	8.0	12.7
# 3 Silver	13	0	1.0	13.0	159	12.2		12.2
# 1 Brown	26	3	1.0	29.0	333	11.3	12.7	11.5
#10 Yellow	13	3.5	1.0	16.5	188	13.0	5.4	11.4
#18 Gold	12	3	1.0	15.0	161	12.5	3.7	10.7
#13 River	24	7	0.5	15.5	160	11.4	6.6	10.3
SYSTEM STANDARD								**10.0**
# 5 Plum	8	0	1.0	8.0	69	8.6		8.6
#17 Brick	13	3	1.0	16.0	110	6.9	6.7	6.9
#19 G	16	0	1.0	16.0	36	2.3		2.3
Total/System Average:				**283.0**	**3,757**	**14.1**	**8.1**	**13.3**

System Median: **12.5**
System Standard: **10.0**

Notes:
Daytime operations are from 5:15 AM to 6:00 PM.
Evening operations are from 6:00 PM to 9:45 PM.
#3 Silver, #5 Plum and #19 G 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	185	16.8
# 2 Orange	11	252	22.9
# 3 Silver			
# 4 Blue	11	231	21.0
# 5 Plum			
# 6 Red	15	568	37.9
# 7 Lime	11	218	19.8
# 8 Green	11	273	24.8
# 9 Tan	11	198	18.0
#10 Yellow	11	69	6.3
#11 Sky	11	146	13.3
#13 River	11	164	14.9
#14 Pink	11	220	20.0
#17 Brick	11	84	7.6
#18 Gold	11	72	6.5
#19 G	14	23	1.6
Total/System Average:	**161**	**2,703**	**16.8**

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 $84.27	Total Revenue	Daytime Operating Ratio	Evening Operating Ratio	Total Operating Ratio
# 6 Red	26	3	29	1.0	29.0	$2,443.83	$540.17	22.7%	16.6%	22.1%
# 8 Green	13	3	16	1.0	16.0	1,348.32	240.67	20.1%	8.0%	17.8%
# 9 Tan	13	3	16	1.0	16.0	1,348.32	206.57	17.3%	6.8%	15.3%
# 4 Blue	13	3	16	1.0	16.0	1,348.32	196.06	16.4%	6.5%	14.5%
# 2 Orange	25	7	32	0.5	16.0	1,348.32	184.95	15.5%	7.2%	13.7%
#14 Pink	13	3	16	1.0	16.0	1,348.32	168.02	13.0%	10.3%	12.5%
#11 Sky	13	3	16	1.0	16.0	1,348.32	164.41	14.2%	3.6%	12.2%
# 7 Lime	26	3	29	1.0	29.0	2,443.83	288.50	12.3%	7.7%	11.8%
# 3 Silver	13	0	13	1.0	13.0	1,095.51	123.51	11.3%		11.3%
# 1 Brown	26	3	29	1.0	29.0	2,443.83	271.83	11.0%	12.4%	11.1%
#10 Yellow	13	3.5	16.5	1.0	16.5	1,390.46	145.80	11.9%	5.0%	10.5%
#18 Gold	12	3	15	1.0	15.0	1,264.05	130.79	12.1%	3.4%	10.3%
#13 River	24	7	31	0.5	15.5	1,306.19	127.12	10.7%	6.3%	9.7%
SYSTEM STANDARD										**9.4%**
# 5 Plum	8	0	8	1.0	8.0	674.16	52.93	7.9%		7.9%
#17 Brick	13	3	16	1.0	16.0	1,348.32	89.33	6.6%	6.7%	6.6%
#19 G	Route is offered to the public for Free. Therefore, no revenue is generated and the Operating Ratio is 0.0%									
Total/System Average:					**267.0**	**$22,584.36**	**$2,930.67**	**13.9%**	**7.5%**	**13.0%**

System Median: **11.8%**
System Standard: **9.4%**

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.
#19 G is open to the general public and is free.

Table 5 Bikes on Buses				
Month	**2014 Bikes**	**2015 Bikes**	**2016 Bikes**	**2017 Bikes**
January	411	690	568	579
February	448	654	571	681
March	601	912	1,009	811
April	986	1,347	1,198	1,035
May	1,344	1,718	1,601	1,537
June	1,546	1,785	1,656	1,647
July	1,788	1,672	1,644	1,858
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	1,279	
December	603	908	745	
Total:	**13,523**	**14,840**	**15,240**	**8,148**
Average per Month:	**1,127**	**1,237**	**1,270**	**1,164**

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

Table 6 Mobility Device Boardings on the Fixed Route Bus System				
Month	**2014 Mobility Device**	**2015 Mobility Device**	**2016 Mobility Device**	**2017 Mobility Device**
January	256	422	466	427
February	290	295	575	440
March	507	600	879	431
April	715	750	886	588
May	785	685	889	763
June	750	728	877	715
July	716	858	944	720
August	742	679	887	
September	650	719	729	
October	724	710	747	
November	547	521	691	
December	480	618	448	
Total:	**7,162**	**7,585**	**9,018**	**4,084**
Average per Month:	**597**	**632**	**752**	**583**

Note:

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