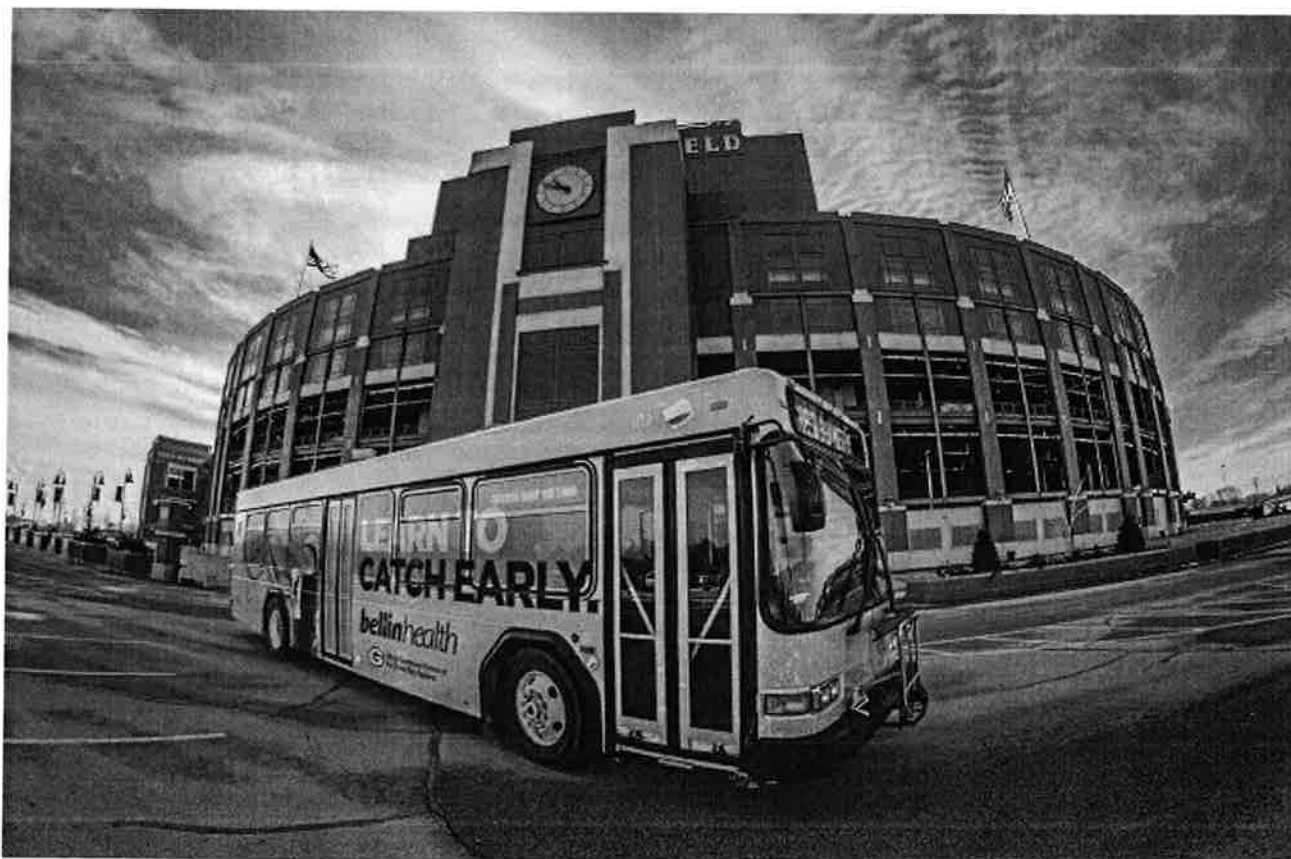


Green Bay Metro Quarterly Route Data and Analysis Report May 2016



**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 15 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 15.2 percent of all expenses, or 15.2 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. 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: On-Bus Advertising. Green Bay Metro offers a wide-range of on-bus advertising from modest sized billboards to partial and fully-wrapped buses. Advertising revenue offsets the cost of fixed route bus and paratransit services to participating local communities.

**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 | \$623.06 | \$21.87 | \$18.14 | \$21.48 |
| # 8 Green | 13 | 3 | 16 | 1.0 | 319.09 | 21.61 | 12.72 | 19.94 |
| # 9 Tan | 13 | 3 | 16 | 1.0 | 240.83 | 16.61 | 8.30 | 15.05 |
| # 4 Blue | 13 | 3 | 16 | 1.0 | 217.62 | 14.85 | 8.17 | 13.60 |
| # 2 Orange | 25 | 7 | 32 | 0.5 | 210.64 | 15.35 | 5.36 | 13.16 |
| # 7 Lime | 26 | 3 | 29 | 1.0 | 368.93 | 12.88 | 11.32 | 12.72 |
| #11 Sky | 13 | 3 | 16 | 1.0 | 200.65 | 14.33 | 4.80 | 12.54 |
| # 5 Plum | 8 | 0 | 8 | 1.0 | 96.59 | 12.07 | | 12.07 |
| # 1 Brown | 26 | 3 | 29 | 1.0 | 345.73 | 11.98 | 11.39 | 11.92 |
| # 3 Silver | 13 | 0 | 13 | 1.0 | 154.74 | 11.90 | | 11.90 |
| #14 Pink | 13 | 3 | 16 | 1.0 | 190.22 | 13.05 | 6.84 | 11.89 |
| SYSTEM STANDARD | | | | | | | | \$9.66 |
| #10 Yellow | 13 | 3.5 | 16.5 | 1.0 | 143.66 | 10.20 | 3.17 | 8.71 |
| #13 River | 24 | 7 | 31 | 0.5 | 130.94 | 10.09 | 2.81 | 8.45 |
| #18 Gold | 12 | 3 | 15 | 1.0 | 111.27 | 8.78 | 1.95 | 7.42 |
| #17 Brick | 13 | 3 | 16 | 1.0 | 107.79 | 7.53 | 3.28 | 6.74 |
| Total/System Average: | | | | | \$3,461.76 | \$13.96 | \$7.42 | \$12.97 |

System Median: **\$12.07**
System Standard: **\$9.66**

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 | 804 | 27.7 |
| # 8 Green | 13 | 3 | 16 | 1.0 | 16.0 | 401 | 25.1 |
| # 9 Tan | 13 | 3 | 16 | 1.0 | 16.0 | 301 | 18.8 |
| # 4 Blue | 13 | 3 | 16 | 1.0 | 16.0 | 292 | 18.3 |
| # 2 Orange | 25 | 7 | 32 | 0.5 | 16.0 | 285 | 17.8 |
| # 7 Lime | 26 | 3 | 29 | 1.0 | 29.0 | 512 | 17.7 |
| #11 Sky | 13 | 3 | 16 | 1.0 | 16.0 | 268 | 16.8 |
| #14 Pink | 13 | 3 | 16 | 1.0 | 16.0 | 267 | 16.7 |
| # 5 Plum | 8 | 0 | 8 | 1.0 | 8.0 | 127 | 15.9 |
| # 3 Silver | 13 | 0 | 13 | 1.0 | 13.0 | 204 | 15.7 |
| # 1 Brown | 26 | 3 | 29 | 1.0 | 29.0 | 440 | 15.2 |
| SYSTEM STANDARD | | | | | | | 13.4 |
| #13 River | 24 | 7 | 31 | 0.5 | 15.5 | 170 | 11.0 |
| #10 Yellow | 13 | 3.5 | 16.5 | 1.0 | 16.5 | 180 | 10.9 |
| #18 Gold | 12 | 3 | 15 | 1.0 | 15.0 | 141 | 9.4 |
| #17 Brick | 13 | 3 | 16 | 1.0 | 16.0 | 141 | 8.8 |
| Total/System Average: | | | | | 267.0 | 4,533 | 17.0 |

System Median: 16.7
System Standard: 13.4

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.

**Table 3
Green Saturday**

| Route | Hours of Service per Saturday | All Passengers Ride Free | Free Riders per Hour |
|------------------------------|--|-------------------------------------|---------------------------------|
| # 1 Brown | 11 | 223 | 20.3 |
| # 2 Orange | 11 | 364 | 33.1 |
| # 3 Silver | | | |
| # 4 Blue | 11 | 190 | 17.3 |
| # 5 Plum | | | |
| # 6 Red | 15 | 533 | 35.5 |
| # 7 Lime | 11 | 214 | 19.5 |
| # 8 Green | 11 | 362 | 32.9 |
| # 9 Tan | 11 | 252 | 22.9 |
| #10 Yellow | 11 | 92 | 8.4 |
| #11 Sky | 11 | 136 | 12.4 |
| #13 River | 11 | 136 | 12.4 |
| #14 Pink | 11 | 270 | 24.5 |
| #17 Brick | 11 | 107 | 9.7 |
| #18 Gold | 11 | 87 | 7.9 |
| Total/System Average: | 147 | 2,966 | 20.2 |

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 | \$623.06 | 25.8% | 21.4% | 25.3% |
| # 8 Green | 13 | 3 | 16 | 1.0 | 16.0 | 319.09 | 25.5% | 15.0% | 23.5% |
| # 9 Tan | 13 | 3 | 16 | 1.0 | 16.0 | 240.83 | 19.6% | 9.8% | 17.7% |
| # 4 Blue | 13 | 3 | 16 | 1.0 | 16.0 | 217.62 | 17.5% | 9.6% | 16.0% |
| # 2 Orange | 25 | 7 | 32 | 0.5 | 16.0 | 210.64 | 18.1% | 6.3% | 15.5% |
| # 7 Lime | 26 | 3 | 29 | 1.0 | 29.0 | 368.93 | 15.2% | 13.3% | 15.0% |
| #11 Sky | 13 | 3 | 16 | 1.0 | 16.0 | 200.65 | 16.9% | 5.7% | 14.8% |
| # 5 Plum | 8 | 0 | 8 | 1.0 | 8.0 | 96.59 | 14.2% | | 14.2% |
| # 1 Brown | 26 | 3 | 29 | 1.0 | 29.0 | 345.73 | 14.1% | 13.4% | 14.1% |
| # 3 Silver | 13 | 0 | 13 | 1.0 | 13.0 | 154.74 | 14.0% | | 14.0% |
| #14 Pink | 13 | 3 | 16 | 1.0 | 16.0 | 190.22 | 15.4% | 8.1% | 14.0% |
| SYSTEM STANDARD | | | | | | | | | 11.4% |
| #10 Yellow | 13 | 3.5 | 16.5 | 1.0 | 16.5 | 143.66 | 12.0% | 3.7% | 10.3% |
| #13 River | 24 | 7 | 31 | 0.5 | 15.5 | 130.94 | 11.9% | 3.3% | 10.0% |
| #18 Gold | 12 | 3 | 15 | 1.0 | 15.0 | 111.27 | 10.4% | 2.3% | 8.7% |
| #17 Brick | 13 | 3 | 16 | 1.0 | 16.0 | 107.79 | 8.9% | 3.9% | 7.9% |
| Total/System Average: | | | | | 267.0 | \$3,461.76 | 16.4% | 8.5% | 15.2% |

System Median:

14.2%

System Standard:

11.4%

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.

**Table 5
Limited Service Routes
Passengers**

| Limited Service Route | Passengers | Limited Service Route | Passengers |
|-------------------------------------|-------------------|------------------------------|-------------------|
| #65 a.m. | 39 | #75 a.m. | 29 |
| #65 p.m. | 27 | #75 p.m. (two loops) | 35 |
| #70 a.m. | 29 | #76 a.m. | 7 |
| #70 p.m. | 32 | #76 p.m. | 18 |
| #71 a.m. | 51 | #77 a.m. | 10 |
| #71 p.m. | 50 | #77 p.m. | 7 |
| #72 a.m. | 13 | #78 a.m. | 5 |
| #72 p.m. | 19 | #78 p.m. | 8 |
| #74 a.m. | 28 | | |
| #74 p.m. | 26 | | |
| Total Passengers: | | | 433 |
| Average Passengers per Trip: | | | 24 |

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 | |
| June | 1,546 | 1,785 | |
| July | 1,788 | 1,672 | |
| August | 1,563 | 1,420 | |
| September | 1,622 | 1,383 | |
| October | 1,637 | 1,332 | |
| November | 974 | 1,019 | |
| December | 603 | 908 | |
| Total: | 13,523 | 14,840 | 3,346 |
| Average per Month: | 1,127 | 1,237 | 837 |

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 | |
| June | 750 | 728 | |
| July | 716 | 858 | |
| August | 742 | 679 | |
| September | 650 | 719 | |
| October | 724 | 710 | |
| November | 547 | 521 | |
| December | 480 | 618 | |
| Total: | 7,162 | 7,585 | 2,806 |
| Average per Month: | 597 | 632 | 702 |

Note:

All Green Bay Metro buses are equipped with the necessary equipment to accommodate standard and electric wheelchairs.