


Green Bay Metro Quarterly Route Data and Analysis Report November 2014

METRO RIDER
ALERT
EFFECTIVE
Friday
October 24, 2014

MONROE AVE.
CONSTRUCTION
IS OVER!



The following routes
return to regular route:
1, 3, 4, 5, 6,
8, 14, 18, 65, 74 & 75

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 November recovered 17.1 percent of all expenses, or 17.1 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 November. 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: A snapshot of a Green Bay Metro Rider Alert posted on all Green Bay Metro buses, Transportation Center, and Facebook page.

**Table 1
Revenue per Hour
Weekday**

Route	Daytime Trips	Evening Trips	Route Length (in hours)	Total Revenue	Daytime Revenue per Hour	Evening Revenue per Hour	Total Revenue per Hour
# 6 Red	26	3	1.0	\$684.32	\$24.19	\$18.49	\$23.60
# 8 Green	26	3	1.0	580.57	20.05	19.76	20.02
# 4 Blue	13	3	1.0	291.56	19.20	14.00	18.22
#14 Pink	13	3	1.0	262.32	18.21	8.54	16.40
# 3 Silver	13	0	1.0	203.38	15.64		15.64
# 2 Orange	25	7	0.5	241.08	17.12	7.74	15.07
# 5 Plum	8	0	1.0	109.66	13.71		13.71
#11 Sky	13	3	1.0	218.07	15.44	5.78	13.63
# 1 Brown	26	3	1.0	381.53	13.50	10.21	13.16
# 7 Lime	26	3	1.0	361.99	12.54	11.98	12.48
SYSTEM STANDARD							\$10.97
#10 Yellow	13	3	1.0	136.74	9.62	3.91	8.55
#18 Gold	12	3	1.0	123.12	9.46	3.19	8.21
#17 Brick	13	3	1.0	114.47	7.22	6.87	7.15
Total/System Average:				\$3,708.80	\$15.73	\$10.01	\$14.95

System Median:

\$13.71

System Standard:

\$10.97

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	868	30.7	23.7	29.9
# 8 Green	26	3	1.0	719	25.0	23.3	24.8
# 4 Blue	13	3	1.0	396	26.5	17.3	24.8
# 3 Silver	13	0	1.0	276	21.2		21.2
#14 Pink	13	3	1.0	334	23.2	10.7	20.9
# 2 Orange	25	7	0.5	321	22.9	10.0	20.1
#11 Sky	13	3	1.0	302	21.5	7.7	18.9
# 7 Lime	26	3	1.0	530	18.4	17.0	18.3
# 5 Plum	8	0	1.0	145	18.1		18.1
# 1 Brown	26	3	1.0	465	16.4	12.7	16.0
SYSTEM STANDARD							15.1
#10 Yellow	13	3	1.0	174	12.4	4.3	10.9
#17 Brick	13	3	1.0	170	10.9	9.3	10.6
#18 Gold	12	3	1.0	154	11.9	3.7	10.3
Total/System Average:				4,854	20.7	12.7	19.6

System Median:

18.9

System Standard:

15.1

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.

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**Table 3
Green Saturday**

Route	Hours of Service per Saturday	All Passengers Ride Free	Free Riders per Hour
# 1 Brown	11	318	28.9
# 2 Orange	11	273	24.8
# 3 Silver			
# 4 Blue	11	360	32.7
# 5 Plum			
# 6 Red	11	571	51.9
# 7 Lime	11	265	24.1
# 8 Green	11	589	53.5
#10 Yellow	11	72	6.5
#11 Sky	11	141	12.8
#14 Pink	11	304	27.6
#17 Brick	11	135	12.3
#18 Gold	11	201	18.3
Total/System Average:	121	3,229	26.7

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	\$684.32	27.8%	21.3%	27.1%
# 8 Green	26	3	29	1.0	29.0	2,521.55	580.57	23.1%	22.7%	23.0%
# 4 Blue	13	3	16	1.0	16.0	1,391.20	291.56	22.1%	16.1%	21.0%
#14 Pink	13	3	16	1.0	16.0	1,391.20	262.32	20.9%	9.8%	18.9%
# 3 Silver	13	0	13	1.0	13.0	1,130.35	203.38	18.0%		18.0%
# 2 Orange	25	7	32	0.5	16.0	1,391.20	241.08	19.7%	8.9%	17.3%
# 5 Plum	8	0	8	1.0	8.0	695.60	109.66	15.8%		15.8%
#11 Sky	13	3	16	1.0	16.0	1,391.20	218.07	17.8%	6.6%	15.7%
# 1 Brown	26	3	29	1.0	29.0	2,521.55	381.53	15.5%	11.7%	15.1%
# 7 Lime	26	3	29	1.0	29.0	2,521.55	361.99	14.4%	13.8%	14.4%
SYSTEM STANDARD										12.6%
#10 Yellow	13	3	16	1.0	16.0	1,391.20	136.74	11.1%	4.5%	9.8%
#18 Gold	12	3	15	1.0	15.0	1,304.25	123.12	10.9%	3.7%	9.4%
#17 Brick	13	3	16	1.0	16.0	1,391.20	114.47	8.3%	7.9%	8.2%
Total/System Average:					248.0	\$21,650.55	\$3,708.80	18.0%	11.2%	17.1%

System Median:

15.8%

System Standard:

12.6%

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.

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Table 5
2014 Bike Rack Usage

Month	Boardings
January	411
February	448
March	601
April	986
May	1,344
June	1,546
July	1,788
August	1,563
September	1,622
October	1,637
November	
December	
Total:	11,946
Average per Month:	1,195