

# **Green Bay Metro Quarterly Route Data and Analysis Report May 2018**



**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 recovered 14.6 percent of all expenses, or 14.6 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 10.9 percent.

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 *2018 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 introduced phone charging stations at the Transportation Center.

**Table 1  
Revenue per Hour  
Weekday**

<b>Route</b>	<b>Daytime Trips</b>	<b>Evening Trips</b>	<b>Route Length (in hours)</b>	<b>Total Hours</b>	<b>Total Revenue</b>	<b>Daytime Revenue per Hour</b>	<b>Evening Revenue per Hour</b>	<b>Total Revenue per Hour</b>
# 6 Red	26	3	1.0	29.0	\$525.17	\$17.63	\$22.24	\$18.11
# 8 Green	13	3	1.0	16.0	252.54	16.86	11.10	15.78
# 2 Orange	25	7	0.5	16.0	247.43	17.99	6.45	15.46
#14 Pink	13	3	1.0	16.0	235.78	16.30	7.97	14.74
# 9 Tan	13	3	1.0	16.0	212.88	14.28	9.10	13.31
# 5 Plum	10	0	1.0	10.0	128.52	12.85		12.85
#13 River	24	7	0.5	15.5	194.44	13.57	9.02	12.54
# 1 Brown	26	3	1.0	29.0	332.73	11.41	12.03	11.47
# 4 Blue	13	3	1.0	16.0	183.42	12.34	7.68	11.46
# 7 Lime	26	3	1.0	29.0	325.46	11.55	8.38	11.22
#18 Gold	12	3	1.0	15.0	168.16	13.12	3.57	11.21
# 3 Silver	13	0	1.0	13.0	135.88	10.45		10.45
#11 Sky	13	3	1.0	16.0	165.87	12.02	3.22	10.37
<b>SYSTEM STANDARD</b>								<b>\$9.18</b>
#10 Yellow	13	3.5	1.0	16.5	122.10	8.22	4.36	7.40
#17 Brick	13	3	1.0	16.0	94.64	6.59	3.01	5.91
<b>Total/System Average:</b>				<b>269.0</b>	<b>\$3,325.00</b>	<b>\$13.09</b>	<b>\$8.25</b>	<b>\$12.36</b>

**System Median:**

**\$11.47**

**System Standard:**

**\$9.18**

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**

<b>Route</b>	<b>Daytime Trips</b>	<b>Evening Trips</b>	<b>Route Length (in hours)</b>	<b>Total Hours</b>	<b>Total Passengers</b>	<b>Daytime Passengers per Hour</b>	<b>Evening Passengers per Hour</b>	<b>Total Passengers per Hour</b>
# 6 Red	26	3	1.0	29.0	675	22.9	26.3	23.3
# 2 Orange	25	7	0.5	16.0	317	23.2	7.7	19.8
# 8 Green	13	3	1.0	16.0	317	21.3	13.3	19.8
#14 Pink	13	3	1.0	16.0	311	21.5	10.3	19.4
# 9 Tan	13	3	1.0	16.0	269	18.2	11.0	16.8
# 5 Plum	10	0	1.0	10.0	164	16.4		16.4
#13 River	24	7	0.5	15.5	240	16.8	10.9	15.5
# 4 Blue	13	3	1.0	16.0	236	16.0	9.3	14.8
# 1 Brown	26	3	1.0	29.0	410	14.2	14.0	14.1
# 7 Lime	26	3	1.0	29.0	410	14.6	10.0	14.1
# 3 Silver	13	0	1.0	13.0	178	13.7		13.7
#11 Sky	13	3	1.0	16.0	219	15.9	4.0	13.7
#18 Gold	12	3	1.0	15.0	205	16.0	4.3	13.7
<b>SYSTEM STANDARD</b>								<b>11.8</b>
#10 Yellow	13	3.5	1.0	16.5	145	9.8	5.1	8.8
#17 Brick	13	3	1.0	16.0	128	9.0	3.7	8.0
<b>Total/System Average:</b>				<b>269.0</b>	<b>4,224</b>	<b>16.7</b>	<b>9.9</b>	<b>15.7</b>

**System Median:** **14.8**  
**System Standard:** **11.8**

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 and #5 Plum do not operate in the evening.

**Table 3  
Green Saturday**

<b>Route</b>	<b>Hours of Service per Saturday</b>	<b>All Passengers Ride Free</b>	<b>Free Riders per Hour</b>
# 1 Brown	11	217	19.7
# 2 Orange	11	525	47.7
# 3 Silver			
# 4 Blue	11	193	17.5
# 5 Plum			
# 6 Red	15	581	38.7
# 7 Lime	11	221	20.1
# 8 Green	11	252	22.9
# 9 Tan	11	185	16.8
#10 Yellow	11	61	5.5
#11 Sky	11	129	11.7
#13 River	11	217	19.7
#14 Pink	11	234	21.3
#17 Brick	11	94	8.5
#18 Gold	11	133	12.1
<b>Total/System Average:</b>	<b>147</b>	<b>3,042</b>	<b>20.7</b>

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 \$83.09	Total Revenue	Daytime Operating Ratio	Evening Operating Ratio	Total Operating Ratio
# 6 Red	26	3	29	1.0	29.0	\$2,443.83	\$525.17	20.9%	26.4%	21.5%
# 8 Green	13	3	16	1.0	16.0	1,348.32	252.54	20.0%	13.2%	18.7%
# 2 Orange	25	7	32	0.5	16.0	1,348.32	247.43	21.3%	7.7%	18.4%
#14 Pink	13	3	16	1.0	16.0	1,348.32	235.78	19.3%	9.5%	17.5%
# 9 Tan	13	3	16	1.0	16.0	1,348.32	212.88	16.9%	10.8%	15.8%
# 5 Plum	10	0	10	1.0	10.0	842.70	128.52	15.3%		15.3%
#13 River	24	7	31	0.5	15.5	1,306.19	194.44	16.1%	10.7%	14.9%
# 1 Brown	26	3	29	1.0	29.0	2,443.83	332.73	13.5%	14.3%	13.6%
# 4 Blue	13	3	16	1.0	16.0	1,348.32	183.42	14.6%	9.1%	13.6%
# 7 Lime	26	3	29	1.0	29.0	2,443.83	325.46	13.7%	9.9%	13.3%
#18 Gold	12	3	15	1.0	15.0	1,264.05	168.16	15.6%	4.2%	13.3%
# 3 Silver	13	0	13	1.0	13.0	1,095.51	135.88	12.4%		12.4%
#11 Sky	13	3	16	1.0	16.0	1,348.32	165.87	14.3%	3.8%	12.3%
<b>SYSTEM STANDARD</b>										<b>10.9%</b>
#10 Yellow	13	3.5	16.5	1.0	16.5	1,390.46	122.10	9.8%	5.2%	8.8%
#17 Brick	13	3	16	1.0	16.0	1,348.32	94.64	7.8%	3.6%	7.0%
<b>Total/System Average:</b>					<b>269.0</b>	<b>\$22,751.72</b>	<b>\$3,325.00</b>	<b>15.5%</b>	<b>9.6%</b>	<b>14.6%</b>

**System Median:**

**13.6%**

**System Standard:**

**10.9%**

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 Route  
Passengers  
Weekday**

<b>Limited Service Route</b>	<b>Passengers</b>
#78 am	42
#78 pm	43

Note:

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

**Table 6  
Bikes on Buses**

<b>Month</b>	<b>2014 Bikes</b>	<b>2015 Bikes</b>	<b>2016 Bikes</b>	<b>2017 Bikes</b>	<b>2018 Bikes</b>
January	411	690	568	679	528
February	448	654	571	775	564
March	601	912	1009	951	957
April	986	1,347	1077	1,223	765
May	1,344	1,718	1744	1,537	
June	1,546	1,785	1723	1,627	
July	1,788	1,672	1644	1,858	
August	1,563	1,420	1896	1,948	
September	1,622	1,383	1627	1,874	
October	1,637	1,332	1446	1,731	
November	974	1,019	1279	1,113	
December	603	908	745	681	
<b>Total:</b>	<b>13,523</b>	<b>14,840</b>	<b>15,329</b>	<b>15,997</b>	<b>2,814</b>
<b>Average per Month:</b>	<b>1,127</b>	<b>1,237</b>	<b>1,277</b>	<b>1,333</b>	<b>704</b>

Note:

All Green Bay Metro buses are equipped with a bike rack which can accommodate two bicycles. The system is averaging approximately 29 bike loadings per day in 2018.



**Table 7**  
**Mobility Device Boardings on the**  
**Fixed Route Bus System**

<b>Month</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
January	256	422	466	427	414
February	290	295	575	440	388
March	507	600	879	431	490
April	715	750	886	588	398
May	785	685	889	763	
June	750	728	877	715	
July	716	858	944	720	
August	742	679	887	639	
September	650	719	729	606	
October	724	710	747	533	
November	547	521	691	481	
December	480	618	448	343	
<b>Total:</b>	<b>7,162</b>	<b>7,585</b>	<b>9,018</b>	<b>6,686</b>	<b>1,690</b>
<b>Average per Month:</b>	<b>597</b>	<b>632</b>	<b>752</b>	<b>557</b>	<b>423</b>

Note:

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

The system is averaging approximately 17 mobility device boardings per day in 2018.