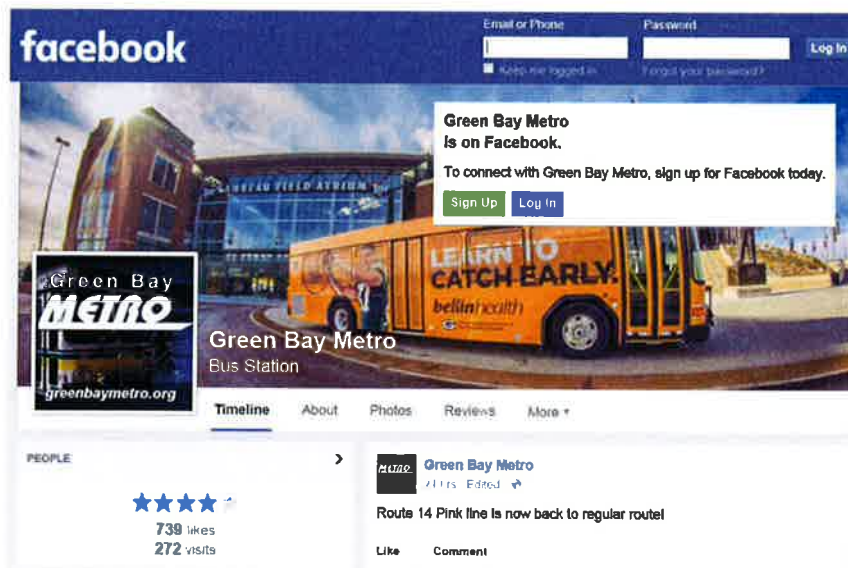


Green Bay Metro Quarterly Route Data and Analysis Report August 2015



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 August (school not in session) recovered 12.9 percent of all expenses, or 12.9 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 August. It should be noted that passenger and revenue levels fluctuate throughout the year. Historically, system performance is down in the summer months when school is not in session as well as post-secondary are closed or are operating under reduced schedules.

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 *2015 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 enters its sixth year on Facebook.



**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
# 8 Green	13	3	16	1.0	\$286.79	\$19.44	\$11.37	\$17.92
# 6 Red	26	3	29	1.0	509.52	17.56	17.64	17.57
# 2 Orange	25	7	32	0.5	226.50	15.97	7.69	14.16
# 9 Tan	13	3	16	1.0	203.76	13.58	9.08	12.73
# 4 Blue	13	3	16	1.0	202.82	13.67	8.35	12.68
# 3 Silver	13	0	13	1.0	157.94	11.78		12.15
# 7 Lime	26	3	29	1.0	332.78	11.68	9.69	11.48
#14 Pink	13	3	16	1.0	174.32	11.27	9.28	10.89
#11 Sky	13	3	16	1.0	161.25	11.65	3.28	10.08
# 1 Brown	26	3	29	1.0	291.36	10.02	10.24	10.05
SYSTEM STANDARD								\$8.71
#13 River	24	7	31	0.5	108.93	7.70	4.73	7.03
#18 Gold	12	3	15	1.0	100.91	7.15	5.04	6.73
#10 Yellow	13	3.5	16.5	1.0	110.62	7.82	2.57	6.70
# 5 Plum	8	0	8	1.0	51.39	5.90		6.42
#17 Brick	13	3	16	1.0	91.11	6.41	2.58	5.69
Total/System Average:					\$3,009.99	\$11.87	\$7.93	\$11.27

System Median: \$10.89
System Standard: \$8.71

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
#19 G	16	7	23	1.0	\$0.00	----	----	----

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 does not generate fare revenue as passengers are not required to pay a fare.

**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	663	22.9
# 8 Green	13	3	16	1.0	16.0	354	22.1
# 2 Orange	25	7	32	0.5	16.0	305	19.1
# 4 Blue	13	3	16	1.0	16.0	279	17.4
# 3 Silver	13	0	13	1.0	13.0	212	16.3
# 9 Tan	13	3	16	1.0	16.0	251	15.7
# 7 Lime	26	3	29	1.0	29.0	446	15.4
#14 Pink	13	3	16	1.0	16.0	226	14.1
#11 Sky	13	3	16	1.0	16.0	222	13.9
# 1 Brown	26	3	29	1.0	29.0	356	12.3
SYSTEM STANDARD							11.2
#13 River	24	7	31	0.5	15.5	143	9.2
# 5 Plum	8	0	8	1.0	8.0	71	8.9
#10 Yellow	13	3.5	16.5	1.0	16.5	145	8.8
#18 Gold	12	3	15	1.0	15.0	127	8.5
#17 Brick	13	3	16	1.0	16.0	120	7.5
#19 G*	16	7	23	1.0	23.0	69	3.0
Total/System Average:					290.0	3,989	13.8

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.

*#19 G route passengers are based on the average weekday for the entire month of August.

*#19 G route passengers are not required to pay a fare.

**Table 3
Green Saturday**

Route	Hours of Service per Saturday	All Passengers Ride Free	Free Riders per Hour
# 1 Brown	11	295	26.8
# 2 Orange	11	340	30.9
# 3 Silver			
# 4 Blue	11	254	23.1
# 5 Plum			
# 6 Red	11	541	49.2
# 7 Lime	11	214	19.5
# 8 Green	11	441	40.1
# 9 Tan	11	175	15.9
#10 Yellow	11	46	4.2
#11 Sky	11	150	13.6
#13 River	11	104	9.5
#14 Pink	11	302	27.5
#17 Brick	11	125	11.4
#18 Gold	11	73	6.6
#19 G	15	67	4.4
Total/System Average:	158	3,127	19.8

Notes:

#3 Silver and #5 Plum do not operate on Saturday.

#19 G route Saturday average includes fixed route service to Green Bay Packers Family Night.

**Table 4
Operating Ratio or Percent of Expenses Recovered
Weekday**

Route	Daytime Trips	Evening Trips	Total Trips	Route Length (in hours)	Total Revenue	Daytime Operating Ratio	Evening Operating Ratio	Total Operating Ratio
# 8 Green	13	3	16	1.0	\$286.79	22.4%	13.1%	20.6%
# 6 Red	26	3	29	1.0	509.52	20.2%	20.3%	20.2%
# 2 Orange	25	7	32	0.5	226.50	18.4%	8.8%	16.3%
# 9 Tan	13	3	16	1.0	203.76	15.6%	10.4%	14.6%
# 4 Blue	13	3	16	1.0	202.82	15.7%	9.6%	14.6%
# 3 Silver	13	0	13	1.0	157.94	13.5%		14.0%
# 7 Lime	26	3	29	1.0	332.78	13.4%	11.1%	13.2%
#14 Pink	13	3	16	1.0	174.32	13.0%	10.7%	12.5%
#11 Sky	13	3	16	1.0	161.25	13.4%	3.8%	11.6%
# 1 Brown	26	3	29	1.0	291.36	11.5%	11.8%	11.6%
SYSTEM STANDARD								10.0%
#13 River	24	7	31	0.5	108.93	8.9%	5.4%	8.1%
#18 Gold	12	3	15	1.0	100.91	8.2%	5.8%	7.7%
#10 Yellow	13	3.5	16.5	1.0	110.62	9.0%	3.0%	7.7%
# 5 Plum	8	0	8	1.0	51.39	6.8%		7.4%
#17 Brick	13	3	16	1.0	91.11	7.4%	3.0%	6.5%
Total/System Average:					\$3,009.99	13.6%	8.9%	12.9%

System Median: 12.5%
System Standard: 10.0%

Route	Daytime Trips	Evening Trips	Total Trips	Route Length (in hours)	Total Revenue	Daytime Operating Ratio	Evening Operating Ratio	Total Operating Ratio
#19 G	16	7	23	1.0	\$0.00	----	----	----

Notes:

Daytime operations are from 5:15 AM to 6:00 PM

Evening operations are from 6:00 PM to 9:45 PM

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#19 G does not generate fare revenue as passengers are not required to pay a fare.

**Table 5
Bike Rack Usage**

Month	2014 Bikes	2015 Bikes
January	411	690
February	448	654
March	601	912
April	986	1,347
May	1,344	1,718
June	1,546	1,785
July	1,788	1,672
August	1,563	1,420
September	1,622	
October	1,637	
November	974	
December	603	
Total:	13,523	10,198
Average per Month:	1,127	1,275