

Green Bay Metro Quarterly Route Data and Analysis Report August 2019



**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 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 expenses recovered. For example, the full service system recovered 12.8 percent of all expenses, or 12.8 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 (11.2%) or 9.0 percent.

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.

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 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 *2019 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: **Automated Passenger Counter (APC)**. APC systems count the number of passengers that board and alight a bus. Lights are installed above doorways and a series of infrared beams shine down on passengers. The order in which the beams are broken determines if a passenger is boarding or alighting the bus. APCs are helpful for transit service planning and collecting data used to fulfill FTA reporting requirements. Green Bay Metro has eight buses with APC technology.

**Table 1
Revenue per Hour
Weekday**

Route	Daytime Trips	Evening Trips	Total Trips	Route Length (in hours)	Total Hours	Total Revenue	Daytime Revenue per Hour	Evening Revenue per Hour	Total Revenue per Hour
#14 Brown	26	6	32	0.5	16.0	\$340.08	\$23.06	\$13.42	\$21.25
# 6 Red	26	3	29	1.0	29.0	\$548.20	\$18.89	\$18.99	\$18.90
# 4 Blue	13	3	16	1.0	16.0	\$208.17	\$13.34	\$11.58	\$13.01
# 2 Orange	25	3	28	0.5	14.0	\$163.19	\$11.84	\$10.10	\$11.66
#13 River	24	3	27	0.5	13.5	\$144.54	\$11.07	\$7.78	\$10.71
# 7 Lime	26	3	29	1.0	29.0	\$306.74	\$10.73	\$9.29	\$10.58
#11 Sky	13	3	16	1.0	16.0	\$158.17	\$11.23	\$4.07	\$9.89
# 3 Silver	13	0	13	1.0	13.0	\$126.16	\$9.70		\$9.70
#10 Yellow	13	3.5	16.5	1.0	16.5	\$156.00	\$10.97	\$3.81	\$9.45
#12 Coal	26	6	32	0.5	16.0	\$147.32	\$9.13	\$9.52	\$9.21
SYSTEM STANDARD									\$7.76
#17 Brick	13	3	16	1.0	16.0	\$105.51	\$7.34	\$3.38	\$6.59
#15 Aqua	12	4	16	1.0	16.0	\$78.38	\$5.44	\$3.28	\$4.90
#16 Pink	13	0	13	1.0	13.0	\$61.49	\$4.73		\$4.73
# 5 Plum	10	0	10	1.0	10.0	\$44.70	\$4.47		\$4.47
#18 Tan	24	6	30	0.5	15.0	\$58.50	\$4.02	\$3.43	\$3.90
Total/System Average:					249.0	\$2,647.15	\$11.06	\$7.95	\$10.63

System Median: \$9.70
System Standard: \$7.76

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, #5 Plum, and #16 Pink do not operate in the evening.

#8 Green and #9 Gold routes do not generate revenue at the farebox. Passengers may ride for free. Revenue is prepaid by the **Green Bay Packers**.

**Table 2
Passengers per Hour
Weekday**

Route	Daytime Trips	Evening Trips	Total Trips	Route Length (in hours)	Total Hours	Daytime Passengers	Evening Passengers	Total Passengers	Total Passengers per Hour
#14 Brown	26	6	32	0.5	16.0	398	46	444	27.8
# 6 Red	26	3	29	1.0	29.0	634	71	705	24.3
# 8 Green	13	3	16	1.0	16.0	318	57	375	23.4
# 9 Gold	13	3	16	1.0	16.0	253	46	299	18.7
# 4 Blue	13	3	16	1.0	16.0	222	42	264	16.5
# 2 Orange	25	3	28	0.5	14.0	197	18	215	15.4
#13 River	24	3	27	0.5	13.5	174	15	189	14.0
# 7 Lime	26	3	29	1.0	29.0	366	35	401	13.8
#11 Sky	13	3	16	1.0	16.0	184	14	198	12.4
# 3 Silver	13	0	13	1.0	13.0	159		159	12.2
#10 Yellow	13	3.5	16.5	1.0	16.5	185	16	201	12.2
#12 Coal	26	6	32	0.5	16.0	154	35	189	11.8
SYSTEM STANDARD									9.9
#17 Brick	13	3	16	1.0	16.0	118	14	132	8.3
#15 Aqua	12	4	16	1.0	16.0	91	15	106	6.6
# 5 Plum	10	0	10	1.0	10.0	61		61	6.1
#16 Pink	13	0	13	1.0	13.0	79		79	6.1
#18 Tan	24	6	30	0.5	15.0	65	13	78	5.2
Total/System Average:					281.0	3,658	437	4,095	14.6

System Median:

12.4

System Standard:

9.9

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 #16 Pink do not operate in the evening.

#8 Green and #9 Gold routes do not generate revenue at the farebox. Passengers may ride for free. Revenue is prepaid by the **Green Bay Packers**.

**Table 3
Green Saturday**

Route	Hours of Service per Saturday	All Passengers Ride Free	Free Riders per Hour
# 2 Orange	5.5	169	30.7
# 3 Silver			
# 4 Blue	11	203	18.5
# 5 Plum			
# 6 Red	11	520	47.3
# 7 Lime	11	255	23.2
# 8 Green	11	274	24.9
# 9 Gold	11	274	24.9
#10 Yellow	11.5	73	6.3
#11 Sky	11	116	10.5
#12 Coal	11	167	15.2
#13 River	5.5	80	14.5
#14 Brown	11	286	26.0
#15 Aqua	11	90	8.2
#16 Pink			
#17 Brick	11	75	6.8
#18 Tan	10	45	4.5
Total/System Average:	142.5	2,627	18.4

Notes:

#3 Silver, #5 Plum, and #16 Pink 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 \$82.51	Total Revenue	Daytime Operating Ratio	Evening Operating Ratio	Total Operating Ratio
#14 Brown	26	6	32	0.5	16.0	\$1,320.16	\$105.51	8.9%	4.1%	8.0%
# 6 Red	26	3	29	1.0	29.0	\$2,392.79	\$144.54	6.2%	4.7%	6.0%
# 4 Blue	13	3	16	1.0	16.0	\$1,320.16	\$208.17	16.2%	14.0%	15.8%
# 2 Orange	25	3	28	0.5	14.0	\$1,155.14	\$340.08	29.1%	32.5%	29.4%
#13 River	24	3	27	0.5	13.5	\$1,113.89	\$147.32	12.0%	23.1%	13.2%
# 7 Lime	26	3	29	1.0	29.0	\$2,392.79	\$306.74	13.0%	11.3%	12.8%
#11 Sky	13	3	16	1.0	16.0	\$1,320.16	\$126.16	11.8%	0.0%	9.6%
# 3 Silver	13	0	13	1.0	13.0	\$1,072.63	\$548.20	45.8%		51.1%
#10 Yellow	13	3.5	16.5	1.0	16.5	\$1,361.42	\$158.17	13.6%	4.2%	11.6%
#12 Coal	26	6	32	0.5	16.0	\$1,320.16	\$156.00	13.3%	5.4%	11.8%
SYSTEM STANDARD										9.0%
#17 Brick	13	3	16	1.0	16.0	\$1,320.16	\$44.70	4.2%	0.0%	3.4%
#15 Aqua	12	4	16	1.0	16.0	\$1,320.16	\$78.38	6.6%	4.0%	5.9%
#16 Pink	13	0	13	1.0	13.0	\$1,072.63	\$61.49	5.7%		5.7%
# 5 Plum	10	0	10	1.0	10.0	\$825.10	\$163.19	17.9%		19.8%
#18 Tan	24	6	30	0.5	15.0	\$1,237.65	\$58.50	4.9%	4.2%	4.7%
Total/System Average:					249.0	\$20,627.50	\$2,647.15	13.3%	9.4%	12.8%

System Median:

11.2%

System Standard:

9.0%

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 Bikes on Buses		
Month	2014 Bikes	2019 Bikes
January	411	661
February	448	449
March	601	863
April	986	1,341
May	1,344	1,675
June	1,546	1,710
July	1,788	1,995
August	1,563	
September	1,622	
October	1,637	
November	974	
December	603	
Total:	13,523	8,694
Average per Month:	1,127	1,242

Notes:

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

The system is averaging approximately 58 bike loadings per day since 2014.

**Table 6
Mobility Device Boardings on the
Fixed Route Bus System**

Month	2014	2019
January	256	411
February	290	382
March	507	550
April	715	631
May	785	1,013
June	750	838
July	716	1,035
August	742	
September	650	
October	724	
November	547	
December	480	
Total:	7,162	4,860
Average per Month:	597	694

Notes:

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

The system is averaging approximately 30 mobility device boardings per day since 2014.