

Green Bay Metro Quarterly Route Data and Analysis Report August 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 17 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 11.5 percent of all expenses, or 11.5 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 9.0.

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 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.

**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	\$264.15	\$18.11	\$9.55	\$16.51
# 8 Green	13	3	16	1.0	16.0	\$236.74	\$16.60	\$6.97	\$14.80
# 6 Red	26	3	29	1.0	29.0	\$414.82	\$14.68	\$11.03	\$14.30
# 9 Gold	13	3	16	1.0	16.0	\$207.37	\$14.96	\$4.28	\$12.96
# 4 Blue	13	3	16	1.0	16.0	\$178.47	\$12.63	\$4.77	\$11.15
# 2 Orange	25	3	28	0.5	14.0	\$150.98	\$10.25	\$15.25	\$10.78
# 7 Lime	26	3	29	1.0	29.0	\$305.08	\$10.87	\$7.48	\$10.52
#13 River	24	3	27	0.5	13.5	\$132.20	\$10.23	\$6.33	\$9.79
#12 Coal	26	6	32	0.5	16.0	\$151.87	\$9.76	\$8.35	\$9.49
#11 Sky	13	3	16	1.0	16.0	\$148.08	\$10.79	\$2.58	\$9.25
# 3 Silver	13	0	13	1.0	13.0	\$101.38	\$7.80	\$0.00	\$7.80
SYSTEM STANDARD									\$7.59
#17 Brick	13	3	16	1.0	16.0	\$98.51	\$6.91	\$2.89	\$6.16
#10 Yellow	13	3.5	16.5	1.0	16.5	\$97.96	\$6.83	\$2.63	\$5.94
#15 Aqua	12	4	16	1.0	16.0	\$90.14	\$6.64	\$2.62	\$5.63
#16 Pink	13	0	13	1.0	13.0	\$58.75	\$4.52	\$0.00	\$4.52
# 5 Plum	8	0	8	1.0	8.0	\$32.83	\$4.10	\$0.00	\$4.10
#18 Tan	24	7	31	0.5	15.5	\$56.90	\$4.25	\$1.69	\$3.67
Total/System Average:					279.5	\$2,726.23	\$10.46	\$5.65	\$9.75

System Median:

\$9.49

System Standard:

\$7.59

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.

**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	Daytime Passengers per Hour	Evening Passengers per Hour	Total Passengers per Hour
#14 Brown	26	6	32	0.5	16.0	312	33	345	24.0	11.0	21.6
# 8 Green	13	3	16	1.0	16.0	283	27	310	21.8	9.0	19.4
# 6 Red	26	3	29	1.0	29.0	506	38	544	19.5	12.7	18.8
# 9 Gold	13	3	16	1.0	16.0	257	14	271	19.8	4.7	16.9
# 4 Blue	13	3	16	1.0	16.0	225	18	243	17.3	6.0	15.2
# 2 Orange	25	3	28	0.5	14.0	173	27	200	13.8	18.0	14.3
# 7 Lime	26	3	29	1.0	29.0	371	27	398	14.3	9.0	13.7
#11 Sky	13	3	16	1.0	16.0	194	10	204	14.9	3.3	12.8
#13 River	24	3	27	0.5	13.5	157	11	168	13.1	7.3	12.4
#12 Coal	26	6	32	0.5	16.0	166	28	194	12.8	9.3	12.1
# 3 Silver	13	0	13	1.0	13.0	137	0	137	10.5		10.5
SYSTEM STANDARD											8.6
#17 Brick	13	3	16	1.0	16.0	119	11	130	9.2	3.7	8.1
#10 Yellow	13	3.5	16.5	1.0	16.5	116	11	127	8.9	3.1	7.7
#15 Aqua	12	4	16	1.0	16.0	105	12	117	8.8	3.0	7.3
#16 Pink	13	0	13	1.0	13.0	77	0	77	5.9	0.0	5.9
# 5 Plum	8	0	8	1.0	8.0	47	0	47	5.9		5.9
#18 Tan	24	7	31	0.5	15.5	68	7	75	5.7	2.0	4.8
Total/System Average:					279.5	3,313	274	3,587	13.9	6.7	12.8

System Median:

10.7

System Standard:

8.6

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.

**Table 3
Green Saturday**

Route	Hours of Service per Saturday	All Passengers Ride Free	Free Riders per Hour
# 2 Orange	5.5	195	35.5
# 3 Silver			
# 4 Blue	11	208	18.9
# 5 Plum			
# 6 Red	11	497	45.2
# 7 Lime	11	220	20.0
# 8 Green	11	287	26.1
# 9 Gold	11	238	21.6
#10 Yellow	11.5	66	5.7
#11 Sky	11	143	13.0
#12 Coal	11	267	24.3
#13 River	5.5	93	16.9
#14 Brown	11	139	12.6
#15 Aqua	11	94	8.5
#16 Pink			
#17 Brick	11	101	9.2
#18 Tan	11	59	5.4
Total/System Average:	143.5	2,607	18.2

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 \$83.09	Total Revenue	Daytime Operating Ratio	Evening Operating Ratio	Total Operating Ratio
#14 Brown	26	6	32	0.5	16.0	\$1,348.32	\$264.15	21.5%	11.3%	19.6%
# 8 Green	13	3	16	1.0	16.0	\$1,348.32	\$236.74	19.7%	8.3%	17.6%
# 6 Red	26	3	29	1.0	29.0	\$2,443.83	\$414.82	17.4%	13.1%	17.0%
# 9 Gold	13	3	16	1.0	16.0	\$1,348.32	\$207.37	17.8%	5.1%	15.4%
# 4 Blue	13	3	16	1.0	16.0	\$1,348.32	\$178.47	15.0%	5.7%	13.2%
# 2 Orange	25	3	28	0.5	14.0	\$1,179.78	\$150.98	12.2%	18.1%	12.8%
# 7 Lime	26	3	29	1.0	29.0	\$2,443.83	\$305.08	12.9%	8.9%	12.5%
#13 River	24	3	27	0.5	13.5	\$1,137.65	\$132.20	12.1%	7.5%	11.6%
#12 Coal	26	6	32	0.5	16.0	\$1,348.32	\$151.87	11.6%	9.9%	11.3%
#11 Sky	13	3	16	1.0	16.0	\$1,348.32	\$148.08	12.8%	3.1%	11.0%
# 3 Silver	13	0	13	1.0	13.0	\$1,095.51	\$101.38	9.3%		9.3%
SYSTEM STANDARD										9.0%
#17 Brick	13	3	16	1.0	16.0	\$1,348.32	\$98.51	8.2%	3.4%	7.3%
#10 Yellow	13	3.5	16.5	1.0	16.5	\$1,390.46	\$97.96	8.1%	3.1%	7.0%
#15 Aqua	12	4	16	1.0	16.0	\$1,348.32	\$90.14	7.9%	3.1%	6.7%
#16 Pink	13	0	13	1.0	13.0	\$1,095.51	\$58.75	5.4%		5.4%
# 5 Plum	8	0	8	1.0	8.0	\$674.16	\$32.83	4.9%		4.9%
#18 Tan	24	7	31	0.5	15.5	\$1,306.19	\$56.90	5.0%	2.0%	4.4%
Total/System Average:					279.5	\$23,636.56	\$2,726.23	12.4%	6.5%	11.5%

System Median:

11.3%

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.

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

**Table 5
Bikes on Buses**

Month	2014 Bikes	2015 Bikes	2016 Bikes	2017 Bikes	2018 Bikes
January	411	690	568	679	528
February	448	654	571	775	564
March	601	912	1,009	951	957
April	986	1,347	1,077	1,223	765
May	1,344	1,718	1,744	1,537	1,115
June	1,546	1,785	1,723	1,627	1,370
July	1,788	1,672	1,644	1,858	1,362
August	1,563	1,420	1,896	1,948	
September	1,622	1,383	1,627	1,874	
October	1,637	1,332	1,446	1,731	
November	974	1,019	1,279	1,113	
December	603	908	745	681	
Total:	13,523	14,840	15,329	15,997	6,661
Average per Month:	1,127	1,237	1,277	1,333	952

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 6
Mobility Device Boardings on the
Fixed Route Bus System

Month	2014	2015	2016	2017	2018
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	537
June	750	728	877	715	710
July	716	858	944	720	586
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	
Total:	7,162	7,585	9,018	6,686	3,523
Average per Month:	597	632	752	557	503

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.