

2009 Metro Transit Annual Report





A Message From General Manager Charles Kamp

2009 was an outstanding year in many ways for Metro, and also one with emerging challenges to address. Despite a fare increase in April, ridership increased from 13.40 million in 2008 to 13.59 million in 2009, a 1.4% increase and a 30-year record. This is especially impressive when compared to our peers across the country which saw average ridership drops of between 4 and 7 percent. Metro added service for the first time in many years throughout the community without any offsetting service reductions and introduced a new low-income bus fare pass for people eligible based on income criteria. Both of these initiatives were contributing factors to the ridership increase.

For the first time, a pilot program with the Madison Police Department was tested at the South Transfer Point from April through October at key times of the afternoon and early evening. As a result, security incidents dropped 48% from 216 calls to the police in 2008 to 112 calls in 2009. Driver reported security incidents also dropped 18% from 668 in 2008 to 565 in 2009. Metro also saw the lowest number of preventable accidents in over 5

years, with 65 for the fixed route system in 2009 versus a range of 85 to 125 per year from 2004 through 2008. As a result of this very strong year of safety performance, Metro received an additional \$204,000 insurance dividend from Transit Mutual Insurance at the beginning of 2010.

Metro received nearly \$10 million in economic stimulus funding from the federal government and used about 10% for operating support in 2010 and the other 90% for new hybrid buses, low floor paratransit vans, and computer security equipment. By year's end, the new more-accessible paratransit vans had been delivered and the hybrid buses ordered with a projected delivery date of summer, 2010. Despite this funding infusion, future local funding through property taxes appears very constrained, which makes the approval of the formation of an RTA in Dane County very encouraging. By early 2010, the RTA Board members were appointed and work on an RTA service/financial plan for consideration in a future referendum had started as part of Metro's five year update of the Transit Development Plan.

A major challenge emerged for Metro in 2009, in the form of increased Family Medical Leave Act



Chris Olson, Karen Jensen, Gary Paulson, Charles Kamp, Roger Waggoner, Douglas Clark, Darlene Harris, Dean Harrison, and Gary Tachon.

(FMLA) absenteeism. This caused a large increase in overtime costs during the year. This one category of absenteeism alone increased from about 20,000 hours in 2008 to 28,000 hours in 2009, a 40% increase. This was the most significant factor for the increase in overtime costs. In 2010, Metro will be focused on addressing this issue through a variety of strategies that will deal with potential labor contract bargaining provisions, budgetary adjustments, and more.

Metro Ranks 20th in Ridership Per Capita

As a result of our community's steady support for transit service, both in using the bus service and in funding the service, Metro now ranks 20th out of the top 100 transit systems as measured by the National Transit Database Report through the Federal Transit Administration based on ridership per capita.

Although the Madison area is ranked 95th in

population (329,533), Metro has a much better ridership per capita than much larger cities, including Miami, Houston, San Diego, and the Twin Cities which have populations of between 2 and 5 million.

Other Good News at Metro

In June 2010, Metro recognized its many drivers with safe driving records, including Roger Waggoner with 35 years of safe driving! At 25 years of safe driving were Gerald Jackson and Gary Tachon, and at 20 years of safe driving were Douglas Clark, Darlene Harris, Dean Harrison, and Karen Jensen. In total for 2009, there were 214 drivers with safe driving records for a cumulative total of 1,932 years of safe driving in our community.

Also related to this safe performance, the Transit Mutual Insurance Company of Wisconsin awarded Metro the most improved transit system in the state for all larger transit systems.



Metro finished 2009 by adding almost \$400,000 to its reserve, just about doubling that account. The reserve is now at \$868,000 versus \$123,000 in 2006.

Customer Service Award Presented to Motorcoach Operator

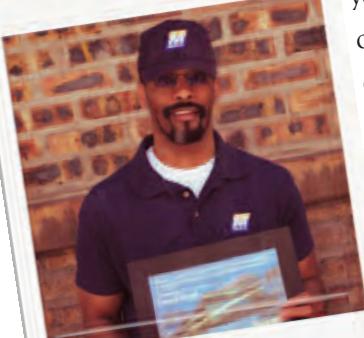
As part of Public Service Recognition week, Metro Transit General Manager Chuck Kamp presented Motorcoach Operator Lowell Roach with Metro's first annual "Customer Service Excellence Award".

This new award will be presented every year to the Metro Transit employee who acquires the most

customer compliments in a year and performs consistently at a level that exceeds customer expectations.

Lowell Roach is the first winner of this award for his outstanding customer service efforts in 2009.

The presentation was



Lowell Roach

part of the City of Madison's Public Service recognition event in May.

New Commute Card Program

Using funds from the most recent fare increase, a new position was created in the marketing unit to oversee Metro's Commute Card Program. The Commute Card is an unlimited ride pass program that small and medium-sized businesses, non-profit groups, neighborhood associations, and smaller higher education and technical schools can offer as a benefit to their employees or members. More than 25 businesses were signed up in the first month of the program.



Low Income Bus Pass

A new low income bus pass was developed on a pilot basis in 2009 as part of the overall bus fare increase that went into effect in April. The pilot program allowed a passenger to show a "Quest" card at three authorized outlets, indicating eligibility for food stamps, and in turn provided a 50% discount off the price of a regular



monthly pass. A permanent low income bus program was developed in 2009 for consideration in future budgets. The program is continuing in 2010 with a funding level of 300 passes per month.

Information Services

Metro introduced the Transit Tracker real-time schedule program in 2009. Transit Tracker allows riders to view real-time bus stop estimates and real-time bus activity from their computer.

Metro was well on its way to completing the installation of security cameras on all fixed-route buses in 2009. This technology allows staff to record and view activities of passengers and drivers in an effort to increase safety on buses.

A City network was installed at the South Transfer Point so that law enforcement could more easily access video from this area. The South Transfer Point historically receives more police calls than the other three transfer points. This addition helped to reduce the number of calls significantly in 2009.

Obama Shuttle

On November 4, 2009, three Metro shuttles transported guests from a nearby parking lot to an event featuring President Obama at J.C. Wright Middle School. The shuttle operation was conducted in a completely secure environment; Metro drivers and staff had to be cleared by security before the shuttles could operate. The shuttles transported 450 guests (including several local and state elected officials) in a very short time.

MARG

The Metro Ad Hoc Respect Group (MARG) was created in 2009 with the goal of increasing respect in the workplace. After initial recommendations, it was decided that the group should be more permanent and was changed to the Metro Advisory Respect Group (still MARG). The group is composed of representatives from the operations, maintenance, administration, finance, marketing and planning units. The group meets regularly to work



Dave Eveland talks about security cameras at a MARG Brown Bag Lunch, which also featured Captain Joe Balles of the Madison Police Department.

on projects and make recommendations to management that will help improve respect in the workplace. MARG continues to meet and evolve in order to improve Metro as a respectful workplace.

Customer Service Center Improvements

A position in the marketing unit was transformed from half marketing, half customer service supervisor to a full-time supervisory position dedicated to customer service in 2009. A candidate with a heavy customer service and call center supervisory background was hired.

This new position's efforts are focused strictly on facilitating day-to-day customer service. Metro's new Quality Management phone software was also implemented around the same time. The new system records and logs every phone call made to the call center. This allows a supervisor to review

calls and coach customer service reps in areas that could be improved as well as praise staff on a job well done. Customer service hours were expanded by one hour on Sundays/holidays to 11:30 AM - 4:30 PM. Additional staff was also added on Saturdays to help during busy times.

New procedures, technology and restructuring of the supervisor position had immediate positive effects on customers and staff.

Paratransit Agency Fare

Metro held a public hearing and implemented a Paratransit Agency Fare in 2009. This fare requires a service agency to be responsible for arranging and/or providing specialized transportation schedules and/or pay for the trip on behalf of the paratransit customer.



Public Transit Coordination with Human Services Transportation

Drawing from Metro's long history of successfully coordinating transportation funding with Dane County Human Services for individuals eligible for certain Medicaid programs, expansions were made in coordinated activities with the county and other entities that authorize Medicaid transportation in 2009.

Expanded programs included Medicaid Common Carrier transportation for individuals whose medical transportation only is funded. Predetermined trips eligible for funding are reported to the county for reimbursement from the state. Another program was started in February 2009 with Care Wisconsin, Inc. Metro was able to determine on a trip-by-trip basis which trips were eligible for funding and Care Wisconsin drew down the funding to reimburse to

Metro for these trips. These expanded programs provided almost \$200,000 in funding in 2009 for paratransit services.

Paratransit Trip-by-Trip Coordination

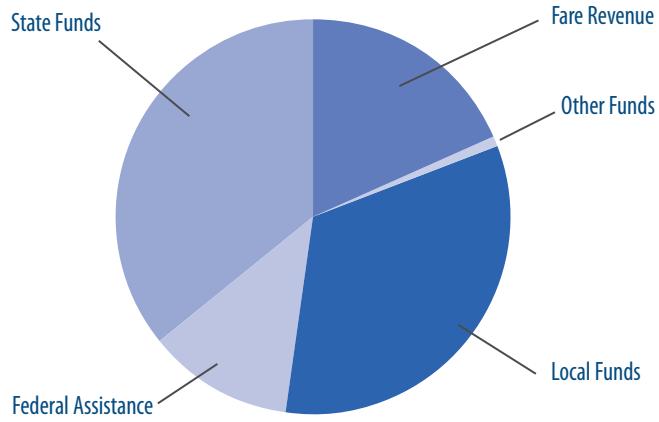
Metro worked with the ADA Transit Subcommittee, Care Wisconsin, and Dane County Human Services to reduce, if not eliminate, duplicative efforts to service facility based programs, group transportation services, and Metro Paratransit. In January 2009, Metro began negotiating trip times for sheltered employment sites that were served at the same time by county dedicated transportation services to avoid duplication of efforts. This resulted in more efficient loading and alighting for Metro and County service vehicles.

These efforts have improved efficiency and cost effectiveness in service delivery across programs.

Revenues & Expenses

Revenues

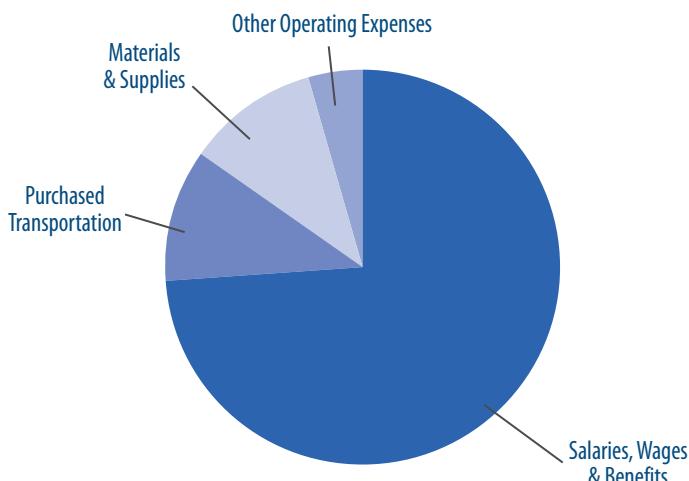
Fare Revenue	\$10,318,578
Local Share (City budget, revenues from contracting partners, and MA Waiver)	\$15,410,309
Federal Assistance	\$5,824,984
State Funds	\$17,167,320
Other Funds	\$498,414
Total Revenues	\$49,219,605



Net operating income or deficits are added to or subtracted from Metro's contingent reserve. Metro's contingent reserve balance at 12/31/2009 was \$866,956.

Expenses

Salaries, Wages & Benefits	\$35,273,750
Purchased Transportation	\$4,659,500
Materials & Supplies	\$5,994,377
Other Operating Expenses	\$1,959,368
Total Expenses	\$47,886,995



Source: National Transit Database

Service Snapshot

Transit Partners

Fixed Route:
City of Madison
City of Middleton
City of Fitchburg
City of Verona
Town of Madison
University of Wisconsin – Madison
Madison Metropolitan School District
Madison Area Technical College
Meriter Hospital
Edgewood College
Epic
St. Marys Hospital
The American Center
Paratransit Service:
Village of Shorewood Hills

Service Area

72 square miles
245,181 population

Annual Operating Budget

\$50,152,197

Employees

Administrative employees: 39
Operations employees: 342
Maintenance employees: 79
Total (FTEs): 460

Transit Service

57,800+ passenger trips on an average weekday, during the school year
29,750+ passenger trips on an average weekday, during the summer
204 fixed-route buses
19 paratransit vehicles
5 transfer points
210 shelters
2,062 bus stops
62 fixed-routes
372,134 annual fixed-route revenue hours
4,709,101 annual fixed-route revenue miles

Ridership

13,859,663 annual fixed-route and paratransit riders

City of Madison
Dave Cieslewicz, Mayor

Mission Statement

It is the mission of Metro, through the efforts of dedicated, well trained employees, to provide safe, reliable, convenient, and efficient public transportation to the citizens and visitors of the Metro service area.

Transit & Parking Commission Members:
Carl Durocher (January - May)
Gary Poulson
Amanda White (January - April)
Sharon McCabe
Kenneth Streit (May - December)
Duane Hinz
Alder Brian Solomon
Alder Robbie Webber (January - April)
Alder Jed Sanborn
Margaret Bergamini
David Tolmie (June - December)
Susan Schmitz (May - December)

Performance Measures

	Paratransit	Fixed Route
Operating Ratio (Operating Revenue/Operating Cost):	52%	24.7%
Passenger Revenue/Total Passenger Trips:	\$1.21	\$0.74
Operating Cost/Passenger Trip:	\$27.09	\$2.99
Total Trips:	289,314	13,588,426
Cancellation Rate:	17.1%	~
No Shows/Rides Provided:	2.2%	~
Number of Clients Provided Service:	1849	~
Average Number of Trips/Client:	146	~
Number of Customer Complaints/1,000 Passenger Trips:	1.95	0.16
Operating Cost/Revenue Hour:	\$61.17	\$109.02
Trips/Revenue Hour:	2.43	36.51
Number of Trips Using Lifts:	~	33,474
Maintenance Inspections Conducted/Scheduled:	100%	100%
Miles/Road Call:	~	6,485.0

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608-266-4904
TTY/Textnet: 1-866-704-2316
www.mymetrobus.com

