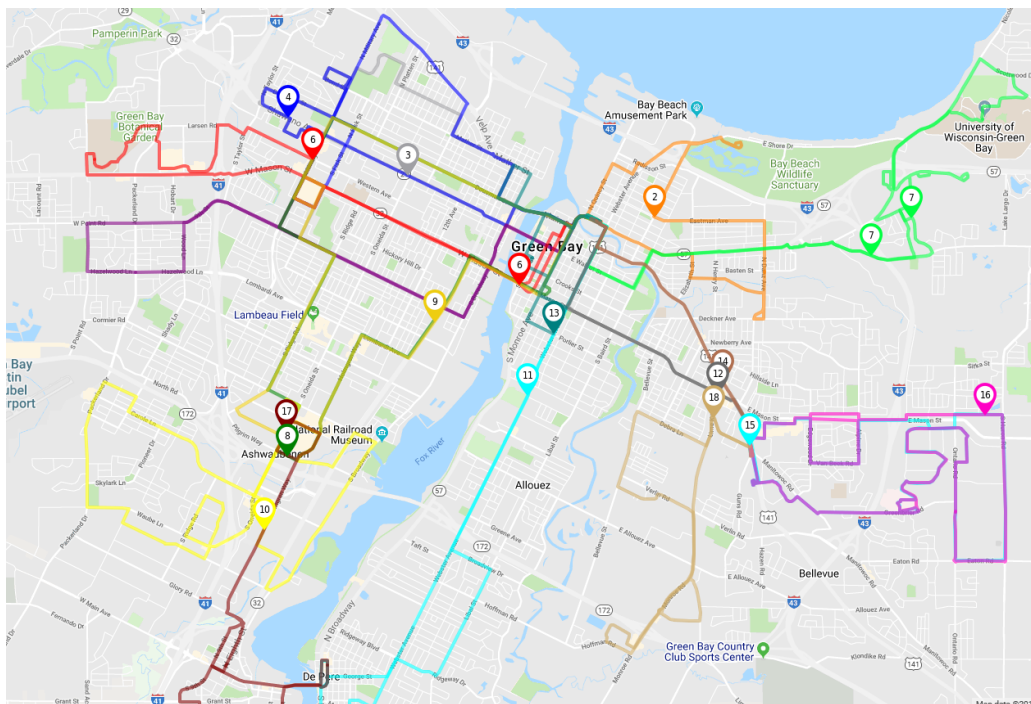


# Green Bay Metro Quarterly Route Data and Analysis Report May 2019



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 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 *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: **Green Bay Metro Bus Tracker App**. Green Bay Metro Bus Tracker App provides passengers with real-time information about their bus location, arrival times, route path, and more. Download information at: <https://greenbaywi.gov/231/Metro-Transit>.

**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
# 6 Red	26	3	29	1.0	29.0	\$629.31	\$21.96	\$19.41	\$21.70
#12 Coal	26	6	32	0.5	16.0	\$323.71	\$22.28	\$11.35	\$20.23
#13 River	24	3	27	0.5	13.5	\$230.08	\$16.52	\$21.21	\$17.04
# 4 Blue	13	3	16	1.0	16.0	\$251.67	\$17.65	\$7.39	\$15.73
# 2 Orange	25	3	28	0.5	14.0	\$207.92	\$15.56	\$8.91	\$14.85
# 9 Gold	13	3	16	1.0	16.0	\$231.31	\$15.97	\$7.89	\$14.46
# 8 Green	13	3	16	1.0	16.0	\$231.29	\$15.45	\$10.15	\$14.46
# 5 Plum	10	0	10	1.0	10.0	\$135.95	\$13.59	\$0.00	\$13.59
# 7 Lime	26	3	29	1.0	29.0	\$391.97	\$13.66	\$12.31	\$13.52
# 3 Silver	13	0	13	1.0	13.0	\$159.20	\$12.25	\$0.00	\$12.25
#14 Brown	26	6	32	0.5	16.0	\$192.78	\$12.75	\$9.00	\$12.05
<b>SYSTEM STANDARD</b>									<b>\$10.82</b>
#11 Sky	13	3	16	1.0	16.0	\$170.63	\$12.11	\$4.41	\$10.66
#15 Aqua	12	4	16	1.0	16.0	\$128.70	\$9.76	\$2.89	\$8.04
#17 Brick	13	3	16	1.0	16.0	\$108.45	\$7.43	\$3.96	\$6.78
#10 Yellow	13	3.5	16.5	1.0	16.5	\$107.67	\$7.38	\$3.35	\$6.53
#16 Pink	13	0	13	1.0	13.0	\$80.40	\$6.18	\$0.00	\$6.18
#18 Tan	24	6	30	0.5	15.0	\$76.03	\$5.58	\$3.03	\$5.07
<b>Total/System Average:</b>					<b>281.0</b>	<b>\$3,657.07</b>	<b>\$13.81</b>	<b>\$8.28</b>	<b>\$13.01</b>

**System Median: \$13.52**  
**System Standard: \$10.82**

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	Total Passengers per Hour
# 6 Red	26	3	29	1.0	29.0	734	74	808	27.9
#12 Coal	26	6	32	0.5	16.0	370	40	410	25.6
#13 River	24	3	27	0.5	13.5	245	37	282	20.9
# 4 Blue	13	3	16	1.0	16.0	295	26	321	20.1
# 2 Orange	25	3	28	0.5	14.0	261	16	277	19.8
# 8 Green	13	3	16	1.0	16.0	257	40	297	18.6
# 9 Gold	13	3	16	1.0	16.0	263	27	290	18.1
# 5 Plum	10	0	10	1.0	10.0	178		178	17.8
# 7 Lime	26	3	29	1.0	29.0	463	45	508	17.5
# 3 Silver	13	0	13	1.0	13.0	208		208	16.0
#14 Brown	26	6	32	0.5	16.0	214	35	249	15.6
<b>SYSTEM STANDARD</b>									<b>14.0</b>
#11 Sky	13	3	16	1.0	16.0	202	16	218	13.6
#15 Aqua	12	4	16	1.0	16.0	160	15	175	10.9
#17 Brick	13	3	16	1.0	16.0	129	15	144	9.0
#10 Yellow	13	3.5	16.5	1.0	16.5	123	13	136	8.2
#16 Pink	13	0	13	1.0	13.0	106		106	8.2
#18 Tan	24	6	30	0.5	15.0	84	11	95	6.3
<b>Total/System Average:</b>					<b>281.0</b>	<b>4,292</b>	<b>410</b>	<b>4,702</b>	<b>16.7</b>

**System Median:**

**17.5**

**System Standard:**

**14.0**

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**

<b>Route</b>	<b>Hours of Service per Saturday</b>	<b>All Passengers Ride Free</b>	<b>Free Riders per Hour</b>
# 2 Orange	5.5	259	47.1
# 3 Silver			
# 4 Blue	11	238	21.6
# 5 Plum			
# 6 Red	11	580	52.7
# 7 Lime	11	275	25.0
# 8 Green	11	268	24.4
# 9 Gold	11	279	25.4
#10 Yellow	11.5	75	6.5
#11 Sky	11	138	12.5
#12 Coal	11	285	25.9
#13 River	5.5	153	27.8
#14 Brown	11	269	24.5
#15 Aqua	11	120	10.9
#16 Pink			
#17 Brick	11	117	10.6
#18 Tan	10	85	8.5
<b>Total/System Average:</b>	<b>142.5</b>	<b>3,141</b>	<b>22.0</b>

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
# 6 Red	26	3	29	1.0	29.0	\$2,392.79	\$629.31	26.6%	23.5%	26.3%
#12 Coal	26	6	32	0.5	16.0	\$1,320.16	\$323.71	27.0%	13.8%	24.5%
#13 River	24	3	27	0.5	13.5	\$1,113.89	\$230.08	20.0%	25.7%	20.7%
# 4 Blue	13	3	16	1.0	16.0	\$1,320.16	\$251.67	21.4%	9.0%	19.1%
# 2 Orange	25	3	28	0.5	14.0	\$1,155.14	\$207.92	18.9%	10.8%	18.0%
# 9 Gold	13	3	16	1.0	16.0	\$1,320.16	\$231.31	19.4%	9.6%	17.5%
# 8 Green	13	3	16	1.0	16.0	\$1,320.16	\$231.29	18.7%	12.3%	17.5%
# 5 Plum	10	0	10	1.0	10.0	\$825.10	\$135.95	16.5%	0.0%	16.5%
# 7 Lime	26	3	29	1.0	29.0	\$2,392.79	\$391.97	16.6%	14.9%	16.4%
#11 Sky	13	0	13	1.0	13.0	\$1,072.63	\$170.63	14.7%	0.0%	15.9%
# 3 Silver	13	0	13	1.0	13.0	\$1,072.63	\$159.20	14.8%	0.0%	14.8%
#14 Brown	26	6	32	0.5	16.0	\$1,320.16	\$192.78	15.5%	10.9%	14.6%
<b>SYSTEM STANDARD</b>										<b>13.1%</b>
#15 Aqua	12	4	16	1.0	15.0	\$1,237.65	\$128.70	11.8%	3.5%	10.4%
#17 Brick	13	3	16	1.0	16.0	\$1,320.16	\$108.45	9.0%	4.8%	8.2%
#10 Yellow	13	3.5	16.5	1.0	16.5	\$1,361.42	\$107.67	8.9%	4.1%	7.9%
#16 Pink	13	0	13	1.0	13.0	\$1,072.63	\$82.20	7.5%	0.0%	7.7%
#18 Tan	24	6	30	0.5	15.0	\$1,237.65	\$76.03	6.8%	3.7%	6.1%
<b>Total/System Average:</b>					<b>277.0</b>	<b>\$22,937.78</b>	<b>\$3,658.87</b>	<b>16.7%</b>	<b>10.6%</b>	<b>16.0%</b>

**System Median:**

**16.4%**

**System Standard:**

**13.1%**

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**

<b>Month</b>	<b>2014 Bikes</b>	<b>2019 Bikes</b>
January	411	661
February	448	449
March	601	863
April	986	1,341
May	1,344	
June	1,546	
July	1,788	
August	1,563	
September	1,622	
October	1,637	
November	974	
December	603	
<b>Total:</b>	<b>13,523</b>	<b>3,314</b>
<b>Average per Month:</b>	<b>1,127</b>	<b>829</b>

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.

<b>Table 6 Mobility Device Boardings on the Fixed Route Bus System</b>		
<b>Month</b>	<b>2014</b>	<b>2019</b>
January	256	411
February	290	382
March	507	550
April	715	631
May	785	
June	750	
July	716	
August	742	
September	650	
October	724	
November	547	
December	480	
<b>Total:</b>	<b>7,162</b>	<b>1,974</b>
<b>Average per Month:</b>	<b>597</b>	<b>494</b>

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.