

2004 Metro Transit Annual Report



Dear Friend of Metro,

This year, as last, we faced significant funding hurdles related to development of the 2005 budget. Nevertheless, it was a very productive year for Metro, as you will see in this report. I would like to thank Transit and Parking Commission (TPC) members for their many hours devoted to policy guidance and assistance during the budget deliberations. Many thanks also to Mayor Cieslewicz for his strong support of Metro in the city budget process and in many other ways. Finally, I would like to thank Metro staff for their constant hard work as they continue to take the system onward and upward for the benefit of our transit patrons throughout the metropolitan service area. Staff and I look forward to continued success in 2005 and beyond. This report is organized by goals established by the TPC in Metro's 2004 Strategic Plan.

Sincerely yours,

Catherine S. Debo

Metro Transit General Manager

Goal...Increase Ridership

Metro's ridership continued to increase in 2004 to the highest level in 17 years. For the first time since 1999, Metro was able to increase the number of annual service hours provided in our metropolitan area. We currently provide route service to within 1/4 of a mile of 97% of our service area population, and 91% of its housing units. With approval of the TPC, Metro introduced a number of service improvements including:

Service extension to:

- * Richmond Hill neighborhood - east of Interstate 90/94.
- * Businesses along the East Frontage Road of Highway 51 in the vicinity of Madison Area Technical College, including the Community Action Coalition and State Motor Vehicle licensing facility.
- * Hoffman Street in the vicinity of Covance Labs.
- * New Dean Clinic on Buckeye Road east of Highway 51.
- * Pleasant View/Fairway Industrial area in Middleton.

Route service improvements on weekdays:

- * Direct non-transfer midday service from East Transfer Point (ETP) to the UW Campus.
- * Fast and frequent service between ETP and North Transfer Point (NTP).
- * Faster and more frequent service to the Airport.
- * More commuter service on Routes 14, 15, and 38.
- * Expanded service to the World Dairy Center.
- * Better bus phasing through the Jennifer Street corridor by offsetting the bus departure "pulse" at ETP, such that Metro now provides 7 minute headways during peak hours, and 15 minute headways during the rest of the day and evening.

Our 2004 service planning focused on design of future improvements:

- * West-side transit service in Madison and Middleton, with anticipated implementation in 2006.
- * New commuter service taking employees to the new Epic Systems facility in Verona, and bringing Verona residents into the greater Madison service area. As a result of numerous discussions with Verona and Epic officials and an extensive survey of Epic employees during 2004, service design was approved and is scheduled to begin in August 2005.
- * Service extension to Sun Prairie, where we held a number of discussions and developed a survey for Sun Prairie residents with a view to potential service start in the fall of 2006.
- * Development of a new Park & Ride lot at the ETP.
- * Discussions with UW concerning transit improvements to incorporate in the University's Master Plan, as well as the possibility of a future UW Park & Ride ramp at West Transfer Point.

Our marketing efforts included:

- * Direct marketing to the Dean Clinic, Copps/Shopko, the Airport, and both West Towne and East Towne Malls.
- * Outreach to the Spanish-speaking community at the Hispanic Resource Fair, and by translating into Spanish Metro forms, applications, instructions, service schedule info; and a Spanish version of our website.
- * Training sessions were provided for people with disabilities through the Wisconsin Academy of Graduate Service Dogs (WAGS), the Madison Refugee Center, and by expanding our program with Madison area Senior Centers and Retirement Communities.
- * Teaming up with local Fannie Mae mortgage lenders and other area businesses to offer "Smart Commute" incentives to people who purchase homes near bus routes.
- * Participation in many events, including Taste of the Orient, Friday Night Flicks, and Clean Air Action Day.
- * Promoting special event shuttles including Bucky Bus to Badger games, ESPN Great Outdoor Games, Art Fair on the Square, Rhythm & BOOMS, etc.
- * Successfully acquiring the continued generous support of Miller Brewing Company for funding free, extended New Years Eve service.
- * Continued participation with the Madison Environmental Group by serving on the EnAct Board and supporting their transit Environmental Action Team outreach efforts



WAGS Training

I just wanted to pass on how glad I am to have service on Groveland & Tompkins. It's really nice not to have to walk up to Pflaum. Thanks!



Smart Commute™ News Conference

Thank you very much for all the new trip planning info! The on-line trip planning form is FANTASTIC!



I want to compliment this driver. He usually runs close to the schedule, and he pays attention to his regular customers' stops, remembering both where they get on and get off. He has saved me more than once.



New North Transfer Point Park & Ride Lot

I wanted to thank the driver who allowed me to cut into traffic at Greenway Cross. There was a lot of traffic and I appreciate it!



Senior Citizen Training at Oakwood Village

The paratransit driver taking me home from the Kohl Center the other night was very accommodating and helpful. Thanks!

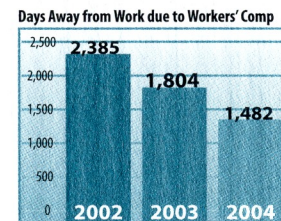
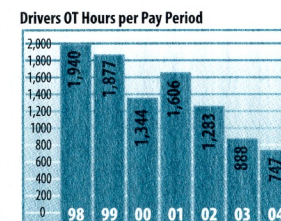
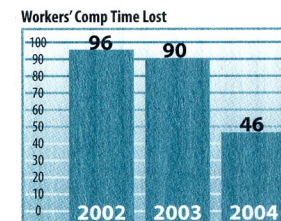


In the arena of passenger amenities:

- After several years of planning, Metro proudly opened its new North Transfer Point Park & Ride lot with a ribbon-cutting ceremony by the Mayor, TPC Chair Carl Durocher, and other officials. The 169-space lot became an instant success. Within weeks, area commuters filled it to capacity.
- Metro made significant progress in installing Siemens ITS (Intelligent Transportation System) equipment on buses with a view for introducing automatic bus stop announcements, digital real-time schedule info at key boarding sites, and other related amenities in 2005. By the late fall of 2004, we began testing internal bus stop announcements on three routes. An Internet Trip Planner was introduced for general public use, after testing with city employees in 2003. Staff continues to make improvements to these systems based on public feedback.
- Metro contracted with GFI Genfare for the installation of a new passenger fare collection system, expected to go on-line in July 2005, which would significantly improve data collection through interfaces with the Siemens system, and for marketing new fare opportunities.
- Metro survived the first phase of the East Washington Avenue construction project! As a result of staff participation in the planning process, the project will incorporate new passenger shelters, boarding pads at every stop, and improved pedestrian access and crossings.
- Staff continued active involvement in land use planning. Additional amenities obtained through Conditions of Approval included a passenger shelter provided by Dean Clinic, a bench by Meriter Retirement Center, and new benches at East Towne Mall.

Goal...Cost Reduction & Efficiencies

- Metro continued a steady decrease in operator overtime. The trend continued in 2004, with a total 53.5% decrease since 2001.
- Workers' Compensation (WC) attracted quite a bit of publicity in 2004.
 - Facts:**
 - We've seen a 52% reduction of WC cases with lost time since 2002.
 - We've seen a 37.9% reduction in days away from work due to WC since 2002.
 - We've seen a 57.1% reduction in average WC wages/month since 2001.
 - Metro set the city precedent of ending WC supplementary pay in its 2004-05 labor agreement.
 - Further improvements in supervisory oversight of WC claims are expected to bring even further improvement to our record.
 - Our website "hits" rose by 75.8% to 3,226,933 in 2004, bringing concrete *results* such as:
 - 61.6% increase in number of fare media purchased on-line.
 - Increased use of on-line schedules, which has allowed Metro to reduce the number of its printed Ride Guides by 28%.



Goal...Increase Revenues & Sources

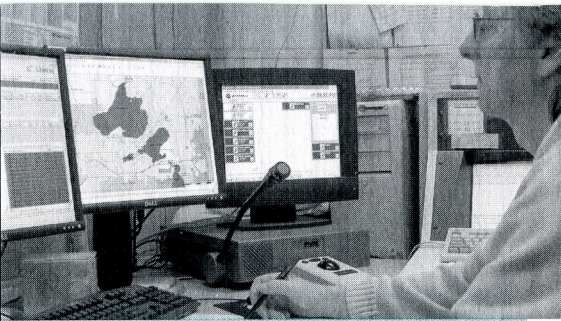
- A fare structure change, approved by the TPC, was implemented in January 2004. It has generated approximately \$381,000 in increased passenger revenue to Metro, and is expected to generate an additional \$148,000 in 2005.
- Metro applied for a two-year Federal Reverse Commute grant from Wisconsin Department of Transportation for funding assistance to facilitate implementation of new service to Verona.
- Metro's Unlimited Ride Pass Programs were extended for UW/ASM, UW and UW/Hospital employees, Edgewood College, and MATC.
- New Unlimited Ride Pass Programs were developed for St. Marys Hospital (for implementation in February 2005) and City of Madison employees (anticipated implementation in August 2005). While they are not expected to bring added revenue immediately, they are expected to induce greater ridership, and with new ridership additional revenue to the system in the future, by the terms of the agreements.
- Metro sought and obtained a City of Madison commitment to provide Rooms and Meals funding to pay for the very expensive Rhythm & BOOMS special shuttle service in 2005 and beyond.

Goal...Increase Operational Efficiency

- * Metro's new ITS equipment on buses will result in substantial improvement in accuracy of data important to design of routes and schedules, data for billing purposes on a growing number of Unlimited Ride Pass Agreements, and data for timely maintenance of buses. Metro will be the first transit system in the country to have a fully integrated Automatic Vehicle Locator and fare collection system for tracking of data to the bus stop level.
- * Metro's ITS program has begun to provide Customer Service Representatives with real-time information to provide to customers concerning arrival and location of buses.
- * Fixed-route and Paratransit dispatchers are using the new data to swiftly identify and correct road problems, and help drivers maintain on-time performance. Our ITS system has made it possible to re-distribute tasks among Operations Supervisors, reducing the need for road supervisors, allowing in-house staff to correct problems through use of real-time visual data on monitors in the dispatch office, and permitting broader dispatch coverage later in the evening for the benefit of drivers and customers, particularly paratransit customers who need to communicate changes in plans, etc.
- * Metro prepared a Request for Proposals for its Needs Assessment/Master Plan Study, to which it will look for advice in improving its facilities and operations. Award of bids took place in early 2005.
- * Metro made plans to use ultra-low sulfur diesel fuel, starting in July 2005, through a grant from MGE - a full year in advance of the time when transit systems nationally will be required to use this very clean fuel.

Events & Items of Note

- * Metro received 15 forty-foot Low Floor Gillig buses that provide the most fuel-efficient bus engines and transmissions available in the transit industry.
- * Metro introduced three 28-foot Low Floor ELF vehicles in ADA Paratransit service.
- * The Maintenance Unit performed 904 Preventative Maintenance Inspections on fixed-route buses traveling 5,390,434 miles, and 143 Preventative Maintenance Inspections on paratransit buses traveling 448,062 miles. One 6V92 and six Detroit Diesel Series-50 motors were rebuilt during the year.
- * Maintenance installed new Motorola radios and Siemens AVL system in the fleet and conducted extensive field-testing of the equipment.
- * Metro held a Retirement Banquet on 12/15/04 to honor 15 retired and retiring employees who together devoted 404 years of service to Metro. They received gifts from Metro and the Social Committee and our thanks for their years of hard work and devotion to the system.
- * Our Customer Service representatives gave 59 tours of Metro's maintenance facility to 1,129 children and 348 adults in 2004. Kids especially liked the ride through the bus wash and Metro's antique buses (which we hope to display when the city holds its birthday celebration in 2006).
- * Metro's active and well-appreciated Social Committee hosted special events on Valentine's Day (Treats from the Heart: cake, candy, flowers), Soup Day, Hot Dog Day, Go-Hawaiian Picnic, Holiday Craft Fair, traditional Retirement Buffet in December, and assisted management staff with its traditional Halloween event. Management staff also hosted its traditional pancake daylong breakfast for Metro employees.
- * At the annual statewide Bus Roadeo, sponsored by Transit Mutual Insurance Company, bringing home awards were Lon Bjornstad - 2nd place, Tom Griffin - 3rd place, and Eric Ward - Rookie of the Year award. Tom Griffin was presented the Roadeo Leadership Award recognizing his 20 years of outstanding participation. This event offers drivers a chance to showcase their driving talents competitively against bus operators from around the state.
- * Many drivers were honored at Metro's Annual Safety Banquet. Drivers receiving awards for their exceptional safe driving records of 30 or more years were Hans Roth - 35 years, Roger Waggoner - 30 years and Tom Griffin - 32 years. (Pictured at left with Safety Supervisor Timlin Groves)



New ITS Equipment in Dispatch

He called to inquire about The Capital Times article. He is happy we are looking into serving Verona and hopes there will be bus stops for Verona residents along Verona Road.



Busy Metro Stop on UW Campus

For the last two years I've been commuting to work via Metro. I've lost my cell phone, Palm Pilot, and wallet. I got 'em all back, none the worse for wear. I want to say thanks and I'm grateful Metro has the employees they do.



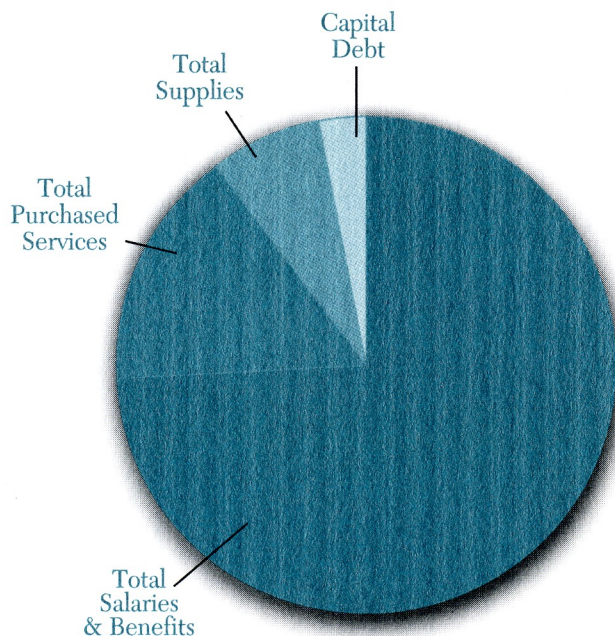
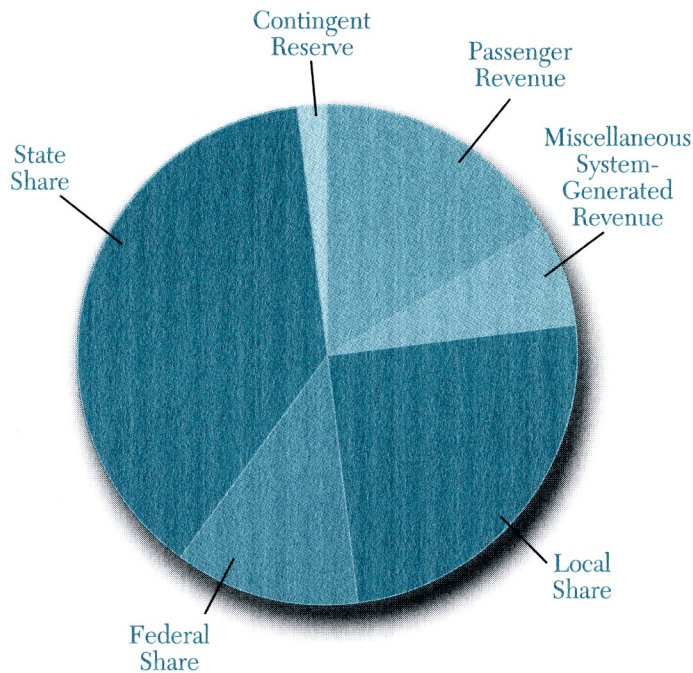
REVENUES & EXPENSES*

REVENUES

Passenger Revenue	\$6,570,573
Miscellaneous System-Generated Revenues	\$2,743,943
Local Share (City budget and revenues from contracting partners)	\$9,878,620
Federal Share	\$4,835,916
State Share	\$15,177,169
Contingent Reserve	\$718,787
Total Revenues	\$39,925,008

EXPENSES

Total Salaries & Benefits	\$29,651,568
Total Purchased Services	\$6,190,825
Total Supplies	\$2,948,805
Capital Debt: Interest & Principal	\$1,133,810
Total Expenses	\$39,925,008



* Note: Revenues & Expenses are pre-audit

SERVICE SNAPSHOT

Transit Partners

Fixed-Route and Paratransit Service:

City of Fitchburg
 City of Madison
 City of Middleton
 Town of Madison
 Edgewood College
 Madison Area Technical College
 Madison Metropolitan School District
 University of Wisconsin-Madison

Paratransit Service:

Village of Shorewood Hills

Service Area - 2000 Census

60 square miles
 234,073 population

Annual Operating Budget

\$43,497,820 including depreciation

Employees

Administrative employees: 37.2
 Operations employees: 327.4
 Maintenance employees: 75
 Total: 439.6

Transit Service

45,248 people served in fixed-route service on an average weekday, during the school year
 199 fixed-route buses
 19 paratransit vehicles
 4 transfer points
 124 shelters
 2,004 bus stops
 44 fixed-routes
 365,827 annual fixed-route revenue hours
 4,676,120 annual fixed-route revenue miles

Ridership

11,218,883 fixed-route and paratransit riders

PERFORMANCE MEASURES

PARATRANSIT FIXED ROUTE

Operating Ratio (Operating Revenue/Operating Cost):	39.3%	20.6%
Passenger Revenue/Total Passenger Trips:	\$1.08	\$0.57
Operating Cost/Passenger Trip:	\$27.08	\$2.98
Total Trips:	256,538	10,962,345
Cancellation Rate:	14.0%	--
No Shows/Rides Provided:	2.4%	--
Number of Clients Provided Service:	1,604	--
Average Number of Trips/Client:	148.1	--
Number of Customer Complaints/1,000 Passenger Trips:	2.46	0.17
Operating Cost/Revenue Hour:	--	\$89.26
Trips/Revenue Hour:	--	29.97
Number of Trips Using Lifts:	--	26,193
Maintenance Inspections Conducted/Scheduled:	99.3%	99.7%
Miles/Road Call:	--	6,614



METRO TRANSIT SYSTEM

1101 East Washington Avenue
 Madison, Wisconsin 53703
 608-266-4904 TTY 267-1143
 On the web at: www.mymetrobus.com

CITY OF MADISON

Dave Cieslewicz, Mayor
**2004 TRANSIT & PARKING
 COMMISSION MEMBERS:**

Chris Carlsen

Gary Dillweg
May - December

Carl Durocher
Member January - April, Chair May - December

Robert Gibbons
January - April

Kevin Hoag

Jesse Kaysen
Chair January - April, Member May - December

Peter Quigley,
January-September

Kris Schutte
January-November

Diane Paoni
Alternate February - December

Kenneth Streit
Alternate February - December

Tim Wong
Alternate January, Member February - December

Alder Ken Golden

Alder Brenda Konkol

Alder Robbie Webber

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.