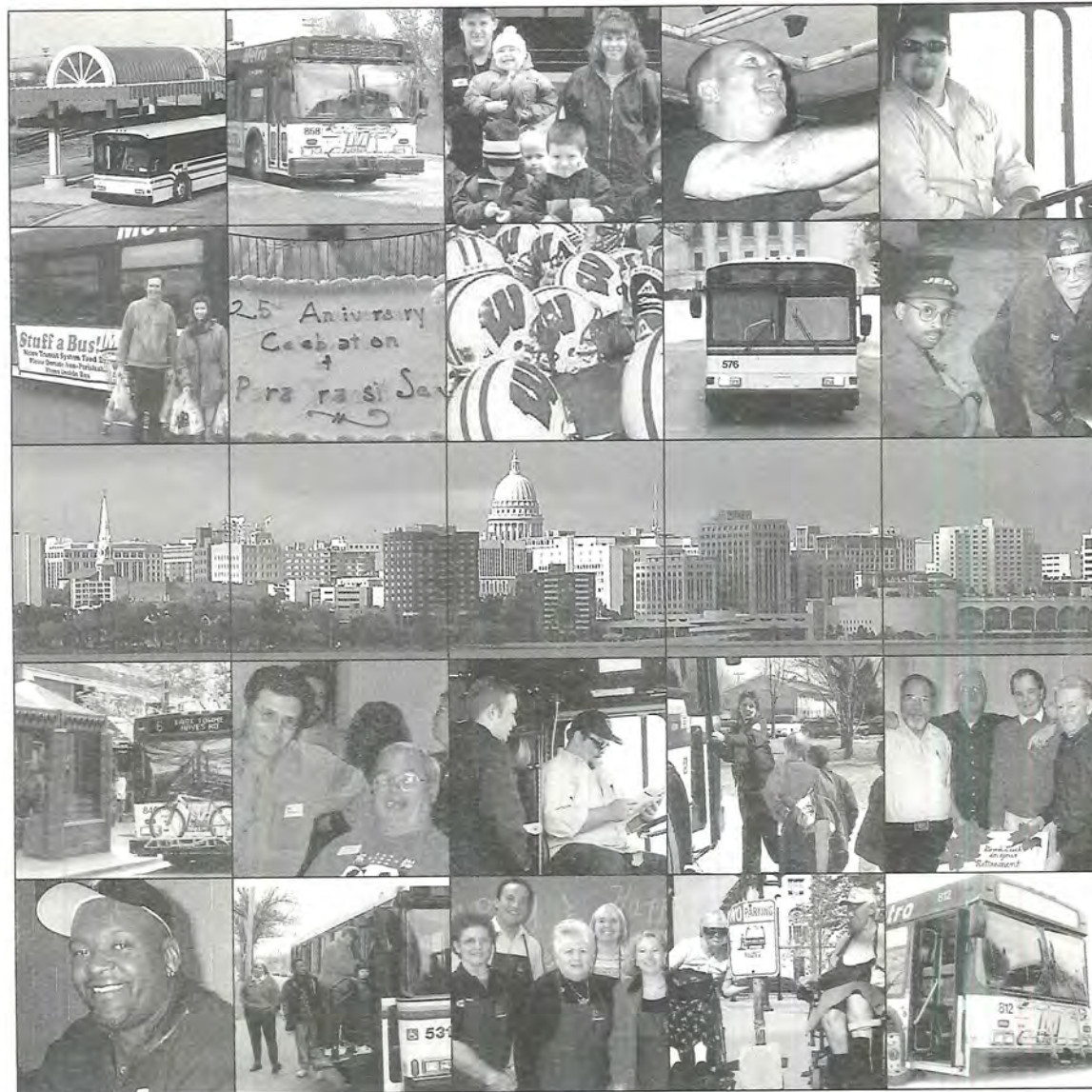


2001 METRO ANNUAL REPORT





Dear Friend of Metro:

Since coming to Metro in May, I have thoroughly enjoyed my work at Metro and in the Madison community. I feel it is important to celebrate some important improvements in our transit system's performance this year: a stable budget, increased ridership, increased productivity (5.5% increase in trips per revenue hour), a reduction in service complaints, increased satisfaction with paratransit service, and an improved Operating Ratio (reduced reliance on subsidies).

Currently Metro carries over 10.2 million passengers per year in fixed-route service and over 18,000 passengers per month in ADA paratransit service. Metro funds the County's RSVP elderly transportation services program in the Metro service area. In 2001, Metro funded a State Street Study for the rehabilitation and revitalization of the State Street Transit way, incorporating new infrastructure, including new sidewalks, street furniture, bus shelters, signage, street lighting, and public art in the design. Metro also provided 35% of the funding for Transport 2020, otherwise known as the Transit Alternatives Study. Staff managed the grant and actively participated in the study. The purpose of Transport 2020 was to research the feasibility and desirability of incorporating other modes of transit - traditional rail, light rail, or street running rail in the mix of transit services provided in the greater Madison area and to identify a locally preferred alternative for further environmental assessment and design. The study process continued into 2002.

This year we developed two strong staff teams to guide Metro. Our newly established Service Development Team has met weekly for service planning, using as its guide customer service data from phone calls, mail, E-mail and various surveys. Achievements include: an on-board survey concerning Capitol Square and Outer Ring detour issues; design of service revisions at Town of Madison request; a plan for posting of route and schedule information at bus shelters and eventually at other bus stops; a check-off list for all activities to be performed during service change implementation; initial discussions with the UW and conceptual development for a future transfer center on campus; and a map delineating plans for future Metro routes in Madison for use in transit planning and for use by City Engineering and Traffic Engineering in city street and traffic planning.

Our Senior Management Team has met weekly to review and improve administrative and operational systems. Achievements include: Introduction in June, 2001 of Metro's first Monthly Performance Indicator Report for Fixed-route and Paratransit Services, and reviewed monthly by the TPC; Implementation in July, 2001 of a computerized Customer

I just wanted to thank you for the information you sent my husband and I. The bus we took delivered us right in front of the stadium! We were so very pleased! After the game we caught a shuttle near the firehouse and were confused where to get off and transfer but a man talked us through it and told the bus driver to watch for us so we knew where to get off. Such very helpful people! We truly did enjoy our trip to Madison and hope to make this an annual event!!! Again thank you very, very much.

I would like to compliment the Metro driver I had today at 9:15 AM. He is always so pleasant and helpful and I would like to commend him for his professionalism and great spirit.

Driver was very helpful. There were passengers from out of town that he was very helpful with. He is very friendly and a good driver. Compliment him on great customer service!

A customer called about Miller Free Rides New Year's Eve Service and asked if Metro was going to do it again this year. I said, "Yes," and will send him out the new



Feedback Program, which provides a more effective process for receiving and responding to complaints, suggestions, and compliments from the public. The program continues to work well; Input to 2002 budget development, incorporating Saturday service to the Southdale neighborhood and Saturday service along East Washington Avenue in 2002 service plans; Input in development of Metro's first Transit Enhancement Program, encouraging neighborhood associations and contracting entities to apply for small grants for transit improvement projects such as shelters, benches, etc., and approving first round project submittals. Administered by the Metro Marketing Unit, this program provides from 80% to 95% federal funding for each project, with local share provided by the applicant entity.

In September, we created and filled the position of Paratransit Program Manager to oversee our Paratransit Program. This has greatly improved our ability to provide high quality ADA paratransit services in our community.

Metro also created and filled the position of Information Services Coordinator, who oversees Metro's computer hard and software and is involved in developing plans to acquire high tech equipment to obtain passenger counts by bus stop, automatically announce bus stops, provide real-time bus arrival and other messages at transfer points, trip itinerary software for use by transit patrons on the Internet, smart card technology for boarding passes, and other Intelligent Transportation Systems through WisDOT capital grants.

In October, Metro hosted a very successful 25th anniversary celebration for paratransit services, honoring the founders of paratransit service in Madison. The occasion, held at Monona Terrace, was a festive evening of music, food, and reminiscences providing recognition to key individuals who have been part of our history over the past 25 years. The party was well attended and enjoyed by all.

Metro's fleet is now firmly on a twelve-year replacement schedule. In 2001, Metro purchased eight Glavel vans and sixteen New Flyer low floor coaches, replacing some aging equipment dating back to 1979. These new vehicles will improve the accessibility and reliability of services for our customers.

Metro developed a contractual relationship with the Village of Shorewood for provision of paratransit service in that neighboring community.

Metro entered into multi-year agreements with Madison Area Technical College and the University of Wisconsin-Madison to continue successful student pass programs at each school. These programs provide free unlimited access by students to transit and paratransit services, with the cost of the pass programs reimbursed by the institutions

schedule. We went through the new schedule and he was happy to see additional service. He said, "Keep up the good service. It is valuable service!"

Thanks to the people who found my silver rose ring that I lost on the bus a few weeks ago. The driver was very kind as were all the people at your office. I had faxed in after hours a note saying I lost the ring, and now wish to impart a word of thanks to whoever found it. Thank you. I appreciate this very much.

Thank you very much. Besides thanking you for these directions I want to tell you that your bus drivers were very informative and very nice. I take the bus to work Monday through Friday but it is much different to take one on a Sunday, and to a place you have never been. Thanks again for all your work to write the directions to me. I must say it is appreciated.

A red truck pulled in front of the bus by McDonald's on Park St. and the driver was able to stop quickly and safely in a very professional manner (without the use of any foul language). I would like to compliment the driver on her ability to handle the situation in such a competent manner. I am not from Madison and have seen many bad drivers and it was very nice to see this situation handled so well.

through student fees. Metro has a similar agreement with Edgewood College.

Customer Service Center representatives: answered approximately 176,300 paratransit and fixed-route phone inquiries, a 13.2% increase over last year; began using an automated itinerary planner to respond to passenger requests for information; were able to answer customer route and schedule questions by e-mail with the introduction of a Trip Planning Form on Metro's Internet website; and conducted 36 group tours by school children of Metro facilities.

Metro was awarded both the American Public Transportation Association's (APTA) annual "Bus Safety Improvement Award," and the Transit Mutual Insurance Company's "Safety Improvement Award" for 2001, in recognition of the greatest improvement in a year's time in safe service delivery among transit systems of similar size. A Metro driver won the Transit Mutual Insurance Company of Wisconsin's annual Bus Roadeo.

Finance Staff continued to improve financial reporting and the timeliness of reports. Seven Federal & State Grants were closed and three new grants were opened.

Metro provided 88,677 passenger trips for special shuttles at popular sporting events and Rhythm & BOOMS, and collected 1,110 pounds of food onboard buses in its Annual Holiday Drive for Dane County food pantries, promoted by Clear Channel Communications and distributed through the Community Action Coalition.

2001 has been a year of change and many successes for Metro. I have been pleased to play a part in system improvements and to work with a wonderful Metro staff. We look forward to building on present improvements for continued success in 2002 and beyond.

Sincerely,



Catherine S. Debo

Catherine S. Debo
Metro Transit General Manager

and operational systems. Achievements include: introduction in June, 2001 of Metro's first Monthly Performance Indicator Report for Fixed-route and Paratransit Services, and reviewed monthly by the TPC; Implementation in July, 2001 of a computerized Customer

The driver deserves a commendation...
She Was Great!

*I just wanted to say thanks
for answering my questions.
I'm planning on moving to Madison in
the fall and I was real worried about
there being good public transportation.
I was happy to see that the buses run
that early and that late. I'm in Connecticut
and our buses only run eight hours
a day and no service on weekends.
Once again: thanks for getting back.*

*I would like you to know
I really appreciate your service.
Too many people get off and on
the bus without saying,
"Thanks for the ride."
Your drivers have a very rough job
and many people I have noticed do
not even say thank you.
Thanks again.*

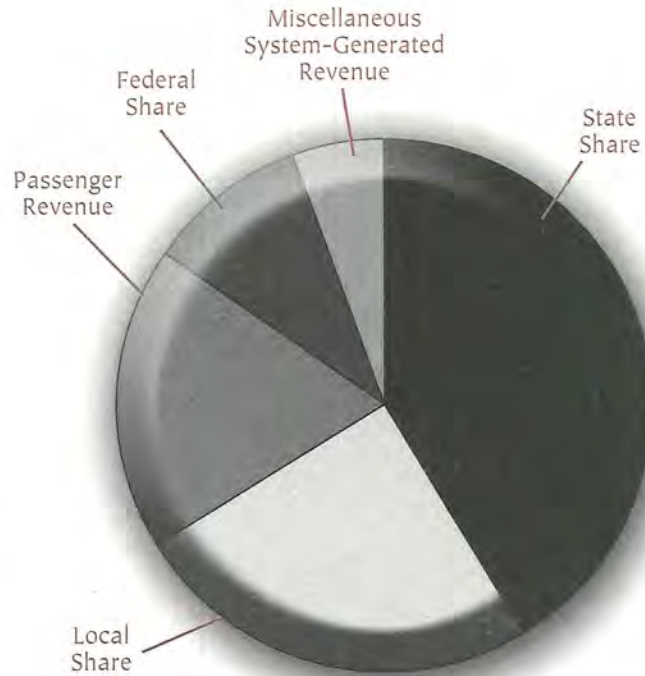
*Customer was waiting in
the shelter when he suffered a
seizure. The bus pulled up as
customer was having a seizure.
Female driver called 9-1-1
for an ambulance and caller
would like to say
thanks for the extra help.*

*and asked if Metro was going to do
it again this year. I said, "Yes,"
and will send him out the new*

REVENUES & EXPENSES

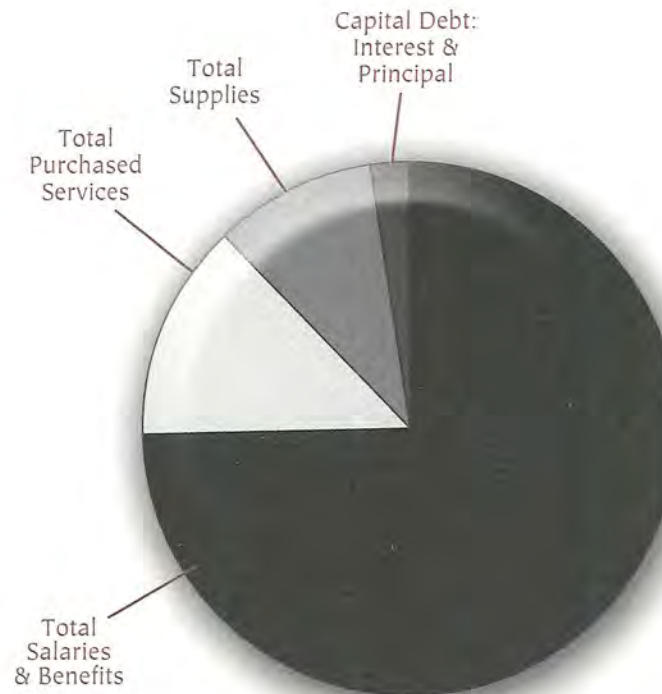
Revenues

Passenger Revenue	\$6,577,301
Miscellaneous System-Generated Revenues	\$1,975,058
Local Share (City budget and revenues from contracting partners)	\$8,864,765
Federal Share	\$3,490,771
State Share	\$14,738,579
Total Revenues	\$35,646,474



Expenses

Total Salaries & Benefits	\$26,616,530
Total Purchased Services	\$4,696,585
Total Supplies	\$3,502,374
Capital Debt: Interest & Principal	\$830,985
Total Expenses	\$35,646,474



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

60 square miles
 234,073 population
 42,147 people served on an average weekday, during the school year

Annual Operating Budget

\$40,612,794 including depreciation and interest

Employees

Administrative employees: 69
 Operations employees: 295
 Maintenance employees: 72
 Total: 436

Transit Service

197 fixed-route buses
 20 paratransit vehicles
 4 transfer points
 131 shelters
 1,915 bus stops
 44 fixed-routes
 373,331 annual fixed-route revenue hours
 4,654,434 annual fixed-route revenue miles

Ridership

10,450,871 fixed-route and paratransit riders

PERFORMANCE MEASURES

	Paratransit	Fixed Route
Operating Ratio (Operating Revenue/Operating Cost):	34.5%	23.4%
Passenger Revenue/Total Passenger Trips:	\$0.82	\$0.62
Operating Cost/Passenger Trip:	\$21.46	\$2.80
Total Trips:	240,037	10,210,834
Cancellation Rate:	14.2%	--
No Shows/Rides Provided:	2.6%	--
Number of Clients Provided Service:	1,544	--
Average Number of Trips/Client:	140.5	--
Number of Customer Complaints/1,000 Passenger Trips:	2.47	0.18
Operating Cost/Revenue Hour:	--	\$76.71
Trips/Revenue Hour:	--	27.35
Number of Trips Using Lifts:	--	13,112
Maintenance Inspections Conducted/Scheduled:	--	95.9%
Miles/Roadcall:	--	5,355



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CITY OF MADISON

Susan J.M. Bauman, Mayor

2001 TRANSIT & PARKING COMMISSION MEMBERS:

Chris Carlsen

Carl DuRocher

Ann Falconer, Chair

Jesse Kaysen, February - December

Peter Quigley

Kris Schutte

Alder Ken Golden

Alder Gary Poulson

Alder Mike Staude, January - April

Alder Brenda Konkel, May - December

John Angell, First Alternate

Robert Gibbons, Second Alternate

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.