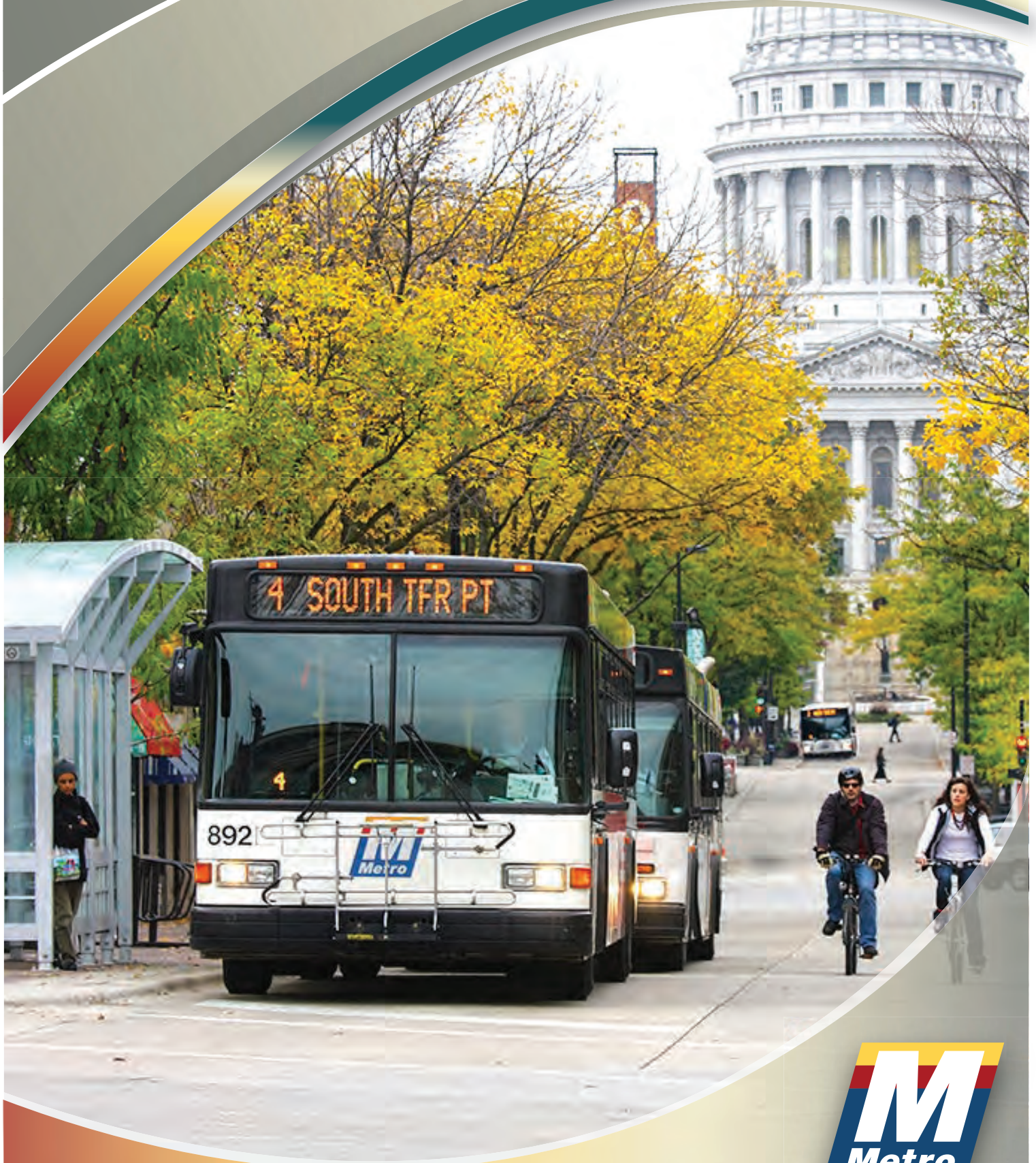


Metro Transit 2012 Annual Report



2012 Year in Review

Metro Transit was proud to be recognized as the best transit system of its size in North America by the American Public Transportation Association (APTA). At its annual national conference, APTA presented Metro with the 2012 Outstanding Public Transportation System Achievement Award citing Metro's record ridership in 2011, improved fuel economy due to the addition of 19 hybrid buses to its fleet, as well as improvements in online trip planning and implementation of live bus arrival information using smart phone technology.

Metro also expanded service to Epic Systems, one of the largest employers in the area. A new route from downtown Madison to Epic was added. Due to the popularity of this new route, Metro will partner with Epic to again expand this service in 2013.

Metro also experienced its second highest ridership of all time, recording more than 14.6 million rides for the year. Overall this was a 2.2% decrease from the previous year, however staff attribute the slight ridership drop to a reduction in contracted service on the University of Wisconsin campus. Metro's ridership on all other routes increased 1.7%

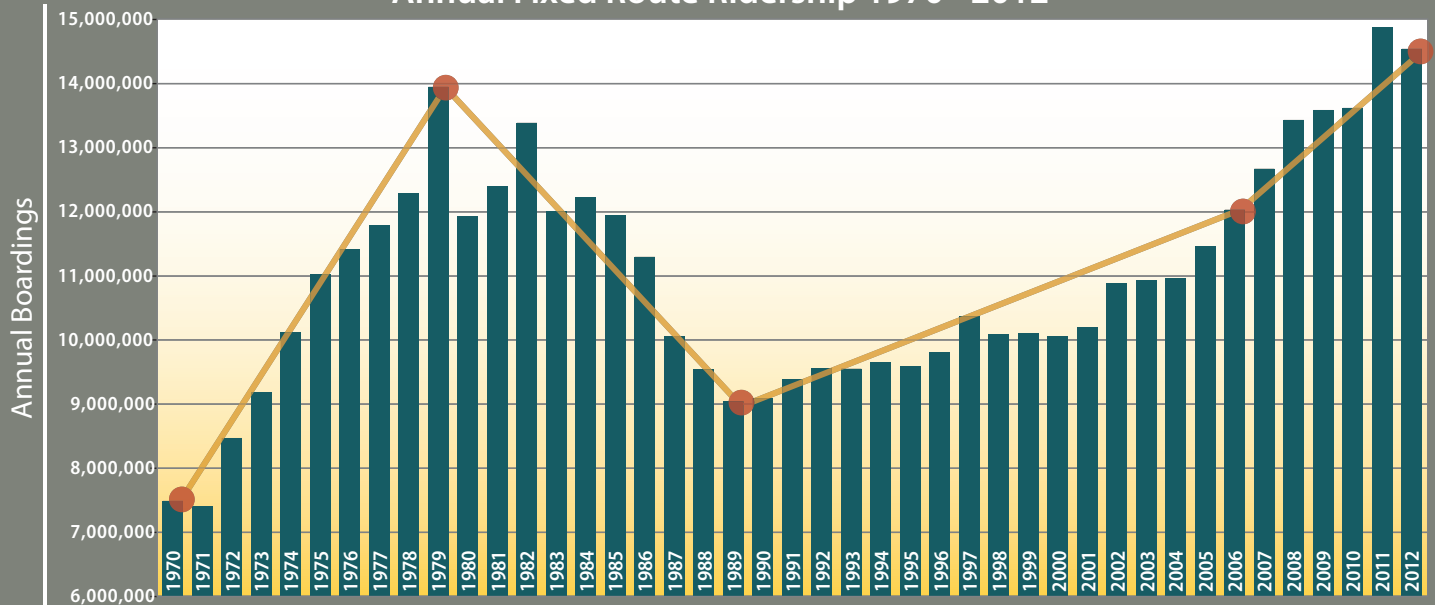
Underlying factors contributing to Metro's continued record ridership levels is a sustained increase of transit use by young adults, high fuel and oil costs, and improvements in electronic transit schedule and live vehicle tracking information that has made it easier and less stressful to ride the bus.

With ridership still at record levels, Metro continues to experience overcrowding on many buses. Overcrowding and passenger pass-ups are the biggest complaints to Metro's customer service center. A fare increase was approved in 2012 to help pay for additional service that will help alleviate these overcrowded trips.

Despite this fare increase, Metro will not be able to completely address or sustain its overcrowding issues. Metro is currently at its limit in the number of buses available to provide extra service. In addition, Metro's current facility is housing 209 full-sized buses and 18 paratransit vehicles in a garage designed to only hold 160. Even if funding were available to purchase extra buses, Metro does not have adequate space to store them.

Even with increases in service and ridership, Metro experienced its lowest total of preventable and chargeable accidents in the last seven years. Metro recorded 61 accidents in 2012 which was down from 125 in 2011. Staff attribute this accident decrease to continued refresher training for drivers, the installation and use of surveillance cameras for situational coaching purposes, and an overall increase in the quality of work provided by both supervisors and employees.

Annual Fixed Route Ridership 1970 - 2012



APTA Award

Metro Transit was proud to announce that it had been recognized as the best transit system of its size in North America by the American Public Transportation Association (APTA). In October, Metro was given the 2012 Outstanding Public Transportation System Achievement Award at its annual national conference held this year in Seattle, Washington.

APTA presented this award to three systems in North America that demonstrated outstanding achievement in efficiency and effectiveness over the previous three-year period. Metro received the award in the division that provides more than 4 million but less than 20 million passenger trips annually.

In its application, Metro cited its record ridership in 2011, improved fuel economy due to the addition of 19 hybrid buses to its fleet, as well as improvements in online trip planning and implementation of live bus arrival information using smartphone technology.

Additionally, Metro was recognized for its implementation of both a small business and a low income bus program, the installation of surveillance technology on buses and transfer points, its cooperative initiatives with the Madison Metropolitan School District, the continuation of green initiatives through the use of Green power and participation in local environmental sustainability events, the reduction in printing costs due to electronic communication efforts, and its improvements and expansion in employee training programs.

In July, Metro held a series of customer appreciation events to thank and honor its riders, employees and the citizens of Madison. Additionally, APTA President and CEO, Michael Melaniphy joined Wisconsin Department of Transportation Deputy Secretary Michael J. Berg, Mayor Paul Soglin, Metro Transit General Manager Chuck Kamp, and Metro Transit staff in celebrating its recognition at press conference event in August.

"I want to highlight that at Metro we believe this award is as much about the future, as the past," Kamp said at the event. "Currently over a half-dozen studies are underway to look at a range of future transportation improvements. We are very excited to receive this award and the momentum it gives us to strive to better serve our community in the future."



President and CEO of the American Public Transportation Association (APTA) Michael Melaniphy spoke at Metro's APTA award celebration event in August.

2012 State of Good Repair Grant

In 2012, Metro was awarded \$3.8 million for the purchase of new buses, as part of a \$787 million State of Good Repair federal grant given by U.S. Transportation Secretary LaHood.

Funding was used to purchase 16 new standard advanced diesel engine buses in 2013. In previous years, Metro has replaced 15 buses, however, with increasing service and ridership, staff hope to remain on a 16-bus replacement cycle rate. According to Metro Transit General Manager Chuck Kamp, "There has been a regular decline in discretionary funding, and Metro is glad to receive this and will be using it to stay on top of bus replacement in an orderly fashion."



Miller Lite New Year's Eve Free Rides

Miller Lite New Year's Eve Free Ride event was a great success this year. On New Year's Eve 2012, MillerCoors Brewing Company provided more than 3,600 free rides after 7 PM, which is around 800 more rides than was provided last year. This was the 19th year MillerCoors has provided free rides on New Year's Eve.



City Budget and Fare Increases

This year, Madison Mayor Paul Soglin asked all city departments to come up with a 5% budget reduction list for 2013. Therefore, a public hearing was scheduled to discuss an increase in all Metro fare items to address these shortages in the City of Madison operating budget. Fare increases were also suggested to fund a service expansion to Madison's Owl Creek neighborhood and to help alleviate bus overcrowding and scheduling issues.

In November, the City of Madison Common Council decided not to move forward with the fare increase, as there was still money allocated to providing service to the Owl Creek neighborhood. Yet, in December, Transit and Parking Commission members decided that Metro in fact needed the additional revenue to address persistent overcrowding and scheduling problems.

Transit and Parking Committee members decided to implement a smaller targeted fare increase that only affected 31-day passes and the Commute Card Program. The fare increase on these items were expected to generate approximately \$60,000. This additional revenue will be used to help provide service to the Owl Creek Neighborhood, and extra service to address overcrowding issues in the University Ave. corridor as well as scheduling issues between the South and West Transfer Points.



University of Wisconsin students boarding the bus on Langdon St.

Bus Rapid Transit Corridor Study

Over the course of the year, Metro Transit and the Madison Area Transportation Planning Board conducted a Transit Corridor Study, which provided insight and potential development concept plans for Bus Rapid Transit (BRT) along four primary transit corridors in the Madison area.

BRT is high-frequency, high-capacity, limited-stop service that offers improved rider experience on busy arterial streets. It offers many similar advantages to rail transit, including reduced travel times, lower cost, high capacity, operational efficiencies, and enhanced image.

The BRT study is being sponsored by the Capital Region Sustainable Communities (CRSC) Partnership, which is being funded through a \$1.975 million Sustainable Communities Regional Planning Grant from the U.S. Department of Housing and Urban Development. The study is expected to be completed early in 2013.

Other Transit Studies

Altogether there were seven ongoing transit studies taking place in 2012, each looking at ways to improve and address the increasing demands for mass transit in the area.

Other topics included service on the University of Wisconsin campus, what size buses Metro should utilize in its fleet, and a need for an intercity bus terminal, and new Metro maintenance facility.

A key focus of all studies is a need for a regional transit authority (RTA) to help expand service and infrastructure to meet an ever-increasing demand for mass transit in the area.



University of Wisconsin students boarding the bus at the Memorial Union.



This is an illustration of an articulated bus that could be used in a proposed Madison Bus Rapid Transit System (BRT).

Safety and Security

Camera Installations

To improve Metro's safety and security efforts, surveillance cameras were installed in various locations at Metro's administration and maintenance facilities.

Metro now has safety surveillance equipment installed on all buses, at transfer points, and throughout its office and maintenance areas.

Audible Turn Signals

As a part of Metro's ongoing safety improvements, audible turn signals were installed and tested on six buses. At the end of the year, the program was expanded to 30 buses. Staff are continuing to review the effectiveness of audible turn signals and reviewing other options that might be available to improve pedestrian safety.

Accident/Incident Statistics

Metro is pleased to report that preventable and chargeable accidents are down from the last two years, even with an increase in service and ridership. Metro recorded 61 accidents in 2012, which is down from 125 in 2011. Staff attributed the reduction to an increase in driver refresher training, the use of surveillance cameras for coaching on how to handle different situations and the elevated quality of work by both supervisors and employees.

Due to increased emphasis on incident reporting in driver refresher training, the number of incidents reported on the bus has increased. The top incident reported in 2012 was vulgar and disruptive behavior. While incidents on Metro's fixed-route buses is decreasing, the amount reported on supplemental school service buses is increasing. Metro's 4M Team (Metro, Madison Police, Madison Municipal School District, Mayor's Office) are discussing ways to improve these numbers moving into 2013.

Southwest Safety Initiative

As part of the Madison Police Department's 2012 Southwest Safety Initiative, Madison Police have increased their presence at transfer points and on buses traveling through the south and west sides of Madison. MPD focuses its presence during warmer weather and rush hours, when most incidents tend to occur.



Shop Updates

No Electronics Policy

In September 2012, Metro's Maintenance unit introduced a 'no electronics policy' in the garage and maintenance area. This policy was introduced to eliminate the use of electronics devices in safety sensitive areas.

'On The Spot' Correction Notices

'On The Spot' is a new way for supervisors to address an employee's actions in a non-confrontational manner. The notices are informational only and not used as discipline. This allows a supervisor to address the issue with an employee and allows the employee to correct the action before entering the progressive discipline process.

New Paratransit Fleet

In the last year, Metro has downsized its paratransit fleet from 20 to 17 coaches. Metro has replaced 13 of these vehicles with brand new 2013 Glaval paratransit coaches. This was a much needed upgrade, as many of Metro's previous paratransit vehicles were nearing the end of their usable lives.

Service Expansion to Epic Systems

Due to continued staffing increases at Epic Systems, Metro has expanded its service to and from the Epic campus in Verona. Due to a large concentration of Epic employees living in the downtown area, a new Route 75 was added that provides direct service from the Capitol Square to Epic.

New Route 75 became so heavily used that Epic held a public hearing in December to discuss increasing service to its campus on both Routes 55 and 75 in the beginning of 2013.



Historic Buses Held to Hollywood

This past year Metro auctioned off most of its historic buses. The buses were bought by an individual who supplies props for movies and other entertainment purposes in California. The absence of these historic buses has freed up much needed space in the crowded Metro garage facility.



Above: 1948 GMC Historic Bus



Above: 1966 GMC Historic Bus



Above: 1966 GMC Historic Bus

Employee Recognition

Retirement Party Honorees

At this year's holiday/retirement party, Metro honored many employees for their ongoing dedication and service to the community.

The highest number of years honored included:

35 years – Ann Chaney and Dennis Johnson

30 years - Margaret Fox-Bowman, Christian Halverson, Karen Owens and Geraldine Simmons

25 years - John Annen, Gary French, Robert Hull, Sherrie Peetz and Joseph Sellner

Additionally, Metro celebrated 13 retirements.

Congratulations to everyone recognized at the event.

Bus Driver Received Recognition

In March, driver Jill Olsen was recognized by the Wisconsin Chapter of the National Association of Social Workers for reporting an incident of child abuse that she witnessed while driving in November 2011. Jill was honored as a "public citizen who exemplifies the value of (*the social work*) profession" that "deserves much credit for taking the responsibility and time to go out of her way to report the abuse."

All Metro staff congratulate Jill on a job well done.



Metro driver Jill Olsen shown with her "Unsung Hero Award".

Metro Advisory Respect Group

Ambassador Program

The Metro Advisory Respect Group (MARG) worked on establishing an ambassador program that will match new employees with more seasoned employees during their first year of employment. The goal is to offer new employees a way to smoothly integrate into the workplace and have a reliable source for appropriate referrals when they have questions. The program will be implemented in early 2013.



Name That Metro Bus

MARG held its third annual *Name That Metro Bus* contest over the summer. The names of 21 children were randomly selected to appear on the side of fixed-route buses for an entire year. The contest is held annually to honor employees, and their families, for their hard work and time spent away from home.



Patricia Glenn poses with her grandchildren and grandson Roderick with a newly named Metro bus.

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 College
 Meriter Hospital
 Edgewood College
 Epic
 St. Marys Hospital
 The American Center

Paratransit Service:

Village of Shorewood Hills

Service Area

72 square miles
 249,051 population

Annual Operating Budget

\$51,293,850
 Employees
 Administrative employees: 37
 Operations employees: 351
 Maintenance employees: 78
 Total (FTEs): 450

Transit Service

61,213 passenger trips on an average weekday,
 during the school year
 35,017 passenger trips on an average weekday,
 during the summer
 208 fixed-route buses
 20 paratransit vehicles
 5 transfer points
 211 shelters
 2,056 bus stops
 66 fixed-routes
 382,455 annual fixed-route revenue hours
 4,822,865 annual fixed-route revenue miles

Ridership

14,852,259 annual fixed-route and paratransit riders

1948 GMC Historic Bus

	Paratransit Service	Fixed Route
Operating Ratio (Operating Revenue/ Operating Cost)	49%	30%
Passenger Revenue/ Total Passenger Trips:	\$1.19	\$0.82
Operating Cost/ Passenger Trip:	\$30.08	\$2.77
Total Trips:	259,945	14,592,314
Cancellation Rate:	14.9%	–
No Shows/Rides Provided:	1.3%	–
Number of Clients 1948 GMC Historic Bus		
1966 GMC Historic Bus		
1966 GMC Historic Bus		
Provided Service:	1,670	–
Average Number of Trips/Client:	155.7	–
Number of Customer Complaints/1,000 Passenger Trips:	2.1	0.15
Operating Cost/ Revenue Hour:	\$67.24	\$104.64
Trips/Revenue Hour:	2.6	38.15
Number of Trips Using Lifts:	–	36,260
Miles/Road Call:	6,544	6,900

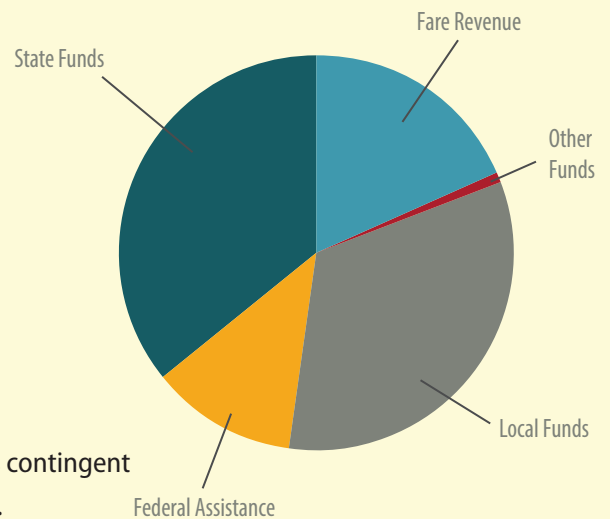
Revenues & Expenses

Revenue

Fare Revenue	\$12,280,594
Local Share*	\$15,410,587
Federal Assistance	\$5,988,679
State Funds	\$16,599,975
Other Funds	\$643,843
Total Revenues	\$50,923,677

* City budget, revenues from contracting partners, and MA Waiver.

Net operating income or deficits are added to or subtracted from Metro's contingent reserve. Metro's contingent reserve balance at 12/31/2012 was \$784,150.

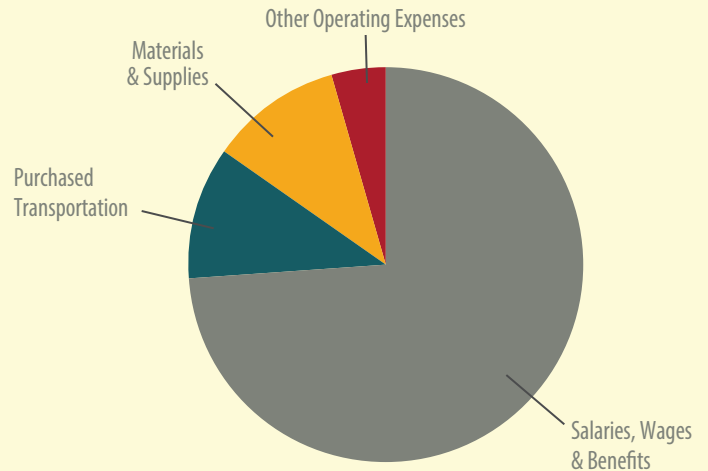


Expenses

Salaries, Wages & Benefits	\$36,338,977
Purchased Transportation	\$4,307,438
Materials & Supplies	\$5,708,273
Other Operating Expenses	\$1,838,241
Total Expenses	\$48,192,929

Annual Operating Budget: \$52,048,148

Source: National Transit Database



People

City of Madison

Paul Soglin, Mayor

2012 Transit and Parking Commission Members:

Margaret Bergamini
 Alder Bridget Maniaci
 Gary Poulson – chair
 Alder Chris Schmidt
 Susan Schmitz
 Ken Streit
 Alder Lisa Subeck
 Dave Tolmie
 Amanda White

Alternates:

Ken Golden
 Ann Kovich – June - December

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.



Metro Transit System

1245 East Washington Avenue
 Madison, Wisconsin 53703
 608-266-4904
www.mymetrobus.com