

MILWAUKEE COUNTY TRANSIT SYSTEM

2014 SERVICE STATISTICS



Route / Destination	Estimated Arrival / Bus #
BLU To Park Placuit Liberty (Midwest Express)	8 MINUTES 2102
BLU To Park Placuit Liberty (Midwest Express)	13 MINUTES 2102
BLU To Park Placuit Liberty (Midwest Express)	30 MINUTES 2102/2103
BLU To Park Placuit Liberty (Midwest Express)	54 MINUTES 2102/2103



2014 SERVICE STATISTICS

Service Area/Milwaukee County	242 Square Miles
Milwaukee County Population	956,406
City of Milwaukee Population	599,642
Miles Served	17,457,798
Bus hours	1,345,689
Revenue Passenger Ridership	33,222,468
Total Passenger Ridership	40,028,664
Paratransit Ridership Total	569,400
Passenger Trips on an Average Weekday	150,177
Average Revenue Passengers per Bus Hour	24.6
Average Passengers per Bus Hour	26.4
Routes	56
40 Foot Low Floor New Flyer Buses	390
Average Age of Vehicle	7
Oldest Vehicle	14
MCTS & Private Bus Shelters	719
Advertising bus shelters	125
Bus stops	5,621
Summer Special Event Ridership	396,638
AM/PM Peak Bus Use	327 / 322
Freeway Flyer Ridership	499,698
Full Time Employees	1,045

In 2014, MCTS saw a **13% increase in overall ridership to Summerfest** compared to 2013. Despite freeway construction and a shortage of parking, Summerfest attendance saw a boost, largely in part to the many festival goers who sought out transit service as a solution.

Additional Bus Services Provided

Operate Ozaukee County Express Route 143:

Five buses operating 35 bus hours per weekday

Total ridership including Summer Services: 113,816

Operate Waukesha County's Route 79 and Route 10 (partial):

Operating 34 bus hours per weekday

Total ridership: 256,938

You asked for it. We made it happen.

new technology onboard



RideMCTS.com

In 2014 MCTS proudly began offering riders the M•CARD, a new reloadable smart card which offers a number of convenient payment options as part of the new electronic fare system. The new fare system also provides more ridership information than was ever available before which will help MCTS with strategic route planning, marketing tactics, security efforts and beyond.

Real-Time Bus Information was also launched, giving riders the much anticipated ability to see where their bus is at all times via GPS tracking, a very attractive feature especially during the Wisconsin winter. A new automated stop announcement system was also installed to make navigating the system even easier for riders, including those who are visually impaired.

With these new features and other improvements on the horizon, MCTS is poised to offer riders a state of the art passenger experience. It's truly an exciting time for transit in Milwaukee and we invite you to come aboard.

HOW FARE IS PAID

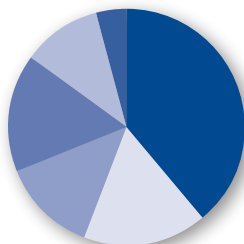
Cash.....	41%
Monthly Pass	2%
Weekly Pass.....	10%
Full Fare Tickets.....	21%
Half Fare Tickets.....	9%
U-PASS	9%
*MCTS M•CARD.....	4%
CVP	2%
Freedom Pass.....	1%
Other.....	1%

*Introduced in October 2014



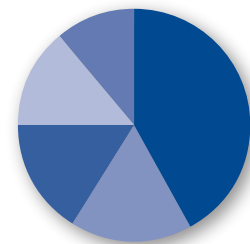
REASONS TO RIDE

	39%	Work
	17%	Recreational
	13%	Shopping
	16%	Medical
	11%	School
	4%	Job interviews/ search/other



YEARS USING THE BUS

	42%	15 Years <
	17%	3-5 Years
	16%	< 2 Years
	14%	10-14 Years
	11%	6-9 Years

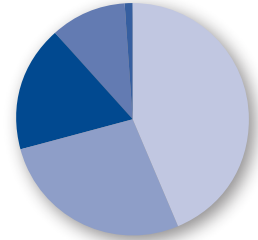
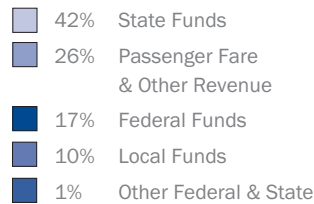


ANNUAL OPERATING BUDGET

Fixed Route	\$138,794,000
Transit Plus.....	\$16,258,000
Total.....	\$155,052,000

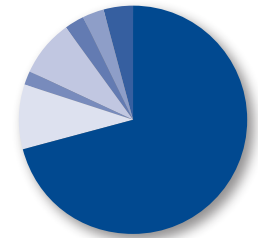
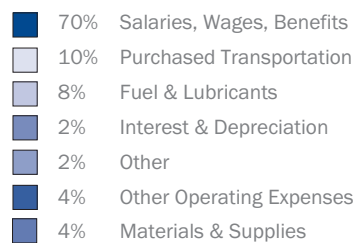
2014 REVENUE STATISTICS

Passenger Fares.....	\$40,755,000
Other Revenue	\$7,023,000
Federal Funds.....	\$26,219,000
State Funds.....	\$64,569,000
Other Federal & State	\$828,000
Local Funds	\$15,658,000
Total.....	\$155,052,000



EXPENSES

Salaries, Wages, Benefits....	\$108,337,000
Purchased Transportation	\$15,362,000
Fuel & Lubricants.....	\$12,742,000
Materials & Supplies.....	\$5,599,000
Other Operating Expenses	\$6,048,000
Total MTS	\$148,088,000
Interest & Depreciation	\$3,089,000
Other.....	\$3,875,000
Total Expenses.....	\$155,052,000



The mission of the Milwaukee County Transit System is to provide reliable, convenient and safe public transportation services that efficiently and effectively meet the varied travel needs of the community and contribute to its quality of life.

