

TRANSIT MANAGEMENT OF RACINE

MEMORANDUM

To: AI Stanek and Parking and Transit Comm.

From: John J. Myers

Date: July 27, 2011

Subject: Belle Urban System June Report

We are submitting our analysis of the reasons for the vast growth in ridership and revenue for the first half of 2011 versus the first half of 2010. The factors behind all this, are as follows:

1. The introduction of the “swipe card” pass, late last year, gave a more accurate account of actual riders, than the previously used “flash pass”.
2. More efficient use in 2011 of available data retrieving equipment at The Bus, allowed a more accurate accounting of ridership and actual revenue calculations.
3. The weather conditions of the early part of the year, caused an exodus to bus use instead of auto use.
4. The weather allowed many “first time” riders an opportunity to experience the convenience of the Bus system.
5. The use of the 30-day pass was a factor in demonstrating the economic efficiencies that allowed riders to pay less for more use of the bus.
6. More riders became aware of the quality and reliability of the system and became “repeat” riders.
7. Newer equipment attracted more “first-time” riders.

In sum, the final first-half numbers are as follows:

	<u>2011</u>	<u>2010</u>	<u>% Increase</u>
Revenue	\$674,695	\$653,659	3.2
Ridership	621,641	561,948	10.6

Prepared By: Dr. John Myers,
General Manager