

Brown Cab's 2017 Annual Report for Shared-Ride Taxi service in Fort Atkinson

Applications for state and federal aid for 2018 shared-ride taxi programs are due December 15th. This report is meant to help city planners make decisions for the 2018 application.

Summary:

- In 2017 Ridership rose from 45,000 to about 46,000.
- 2017 Passenger Taxi Fares (user-fees) are up from \$156,000 to \$183,000.
- After taking the state and Federal aid, the local cost of the program is expected to be \$170,305. Because we are on track to collect \$183,000 from users, the program won't require any local tax subsidy this year. The taxi-users will pay enough to cover all local costs.
- The cost for the program in 2018 will go up by 49 cents per hour, which will amount to \$7269. So even if we have flat revenues the program is on track to pay for itself in 2018 as well. No fare increase is needed for 2018.

Ridership Details:

	2012 Trips	2013 Trips	2014 Trips	2015 Trips	2016 Trips	2017 Trips
January	4523	4467	5372	4767	4098	4280
February	4684	4304	5499	4695	3910	3892
March	4654	4474	5338	4549	3823	4494
April	4344	4260	5214	4424	3700	3661
May	4357	4295	4929	4391	3462	3887
June	4334	4086	4281	4239	3443	3678
July	4039	4207	4090	4033	3258	3457
August	4203	4230	4227	3907	3620	3545
September	3908	4275	4258	3816	3694	3605
October	4417	4810	4671	4334	3800	
November	4276	4526	4517	3659	3907	
December	4006	4864	4731	3949	4288	
	2012 Total 51,745	2013 Total 52,798	2014 Total 57,127	2015 Total 50,763	2016 Total 45,003	2017 proj 45,999

Ridership goes up and down for a number of reasons. Many of our faithful, everyday customers are elderly. These folks might use us for 5 roundtrips (10 trips) per week. If even two of these everyday riders move out of the area or into assisted living (and stop taking trips) our yearly ridership might go down by as much as 1000 trips. Over time we expect the number of elderly residents in the area to increase. So far this year, elderly and disabled customers are accounting for more than 58% of our trips.

Riders by Fare Type:

Full Fare (\$3.25)	Elderly & Disabled (\$2.25)	Student (\$2.75)	Under 6 years (FREE)	Agency Fare (\$5.25)
13%	58%	5%	Less than 1%	24%

Revenue Details:

		2016 Farebox	2017 Farebox
January		\$12,597	\$16,516
February		\$13,626	\$17,864
March		\$12,706	\$15,443
April		\$12,994	\$14,597
May		\$11,553	\$17,437
June		\$12,253	\$14,593
July		\$12,210	\$13,773
August		\$12,122	\$13,809
September		\$12,254	\$13,807
October		\$13,470	
November		\$14,074	
December		\$16,015	
		2016 Total	<i>2017 projected</i>
		\$155,874	\$183,786

State and Federal Assistance:

This year the program costs \$26.27 per hour, which is average for all Wisconsin Shared-Ride Taxi programs. Fort Atkinson requested 14,835 hours, for a total program cost of around \$390,000. This year the state and federal aid is pegged at 56.3% \$220,000. This leaves about \$170,000 which must be covered by either the taxicab riders, or the City. Because rider revenue will exceed \$170,000 there won't be any City obligation.

The State DOT has determined that the program will be awarded a 1.9% COLA for 2018. This means the program will cost \$26.76 per hour.

Hours for 2018:

We try to schedule so as to have each driver average about 3 trips per hour. We are currently averaging about 3.1 trips per hour, so at 14,835 hours we are right about on target. If the number of trip requests picks up substantially our customers will experience longer waits. But if we only increase incrementally we should be okay for 2018.

Fleet:

Fleet	
Fleet No	Odometer
64	116,474
1001	150,391
1002	147,576
1003	135,364
1004	131,810
1005	137,311

This fleet is owned by the City of Fort Atkinson. It was purchased with 100% funding from the old ARRA program (recovery from the recession). It is an aging fleet. If the City wants to replace cabs the City qualifies for a 5311 capital grant program which would pay 80% of the cost.

Earlier in 2017 the City of Fort Atkinson was awarded a \$100,000 grant from Easter Seals to be used for improving local transportation. The details of how the City will spend this money will be worked out in early 2018.