

Shared Ride Taxi Quarterly Report

1st Quarter 2025

Comparison of Q1 2024 and Q1 2025 Shared Ride Taxi Data

Metric	Q1 2024	Q1 2025	% Change
Operational Metrics			
Passenger Trips	3,719	3,086	-17.02%
Agency Fare Trips	2,896	1,953	-32.56%
Total Trips	6,615	5,039	-23.83%
Vehicle Miles	25,433	24,452	-3.86%
Vehicle Hours	2,229	2,029	-8.96%
Gallons of Fuel	1,598	1,500	-6.17%
Revenue Metrics			
Passenger Fare	\$10,453.50	\$6,135.50	-41.31%
Agency Fare	\$18,550.00	\$14,510.00	-21.78%
Other Revenue	\$0.00	\$0.00	0.0%
Total Revenue	\$29,003.50	\$20,645.50	-28.81%
Expense Metrics			
Service Hours	2229.0	\$2,029.3	-8.96%
Hourly Rate	\$35.22	\$38.58	9.54%
Total Expenses	\$78,505.38	\$78,290.39	-.27%
Net Expenses	\$49,501.88	\$57,644.89	16.45%
Safety Metrics			
Reportable Events	0	2	
Injuries	0	2	
Fatalities	0	0	
Complaints			
Received by Running	0	0	
Received by City	0	0	
Total Complaints	0	0	

Shared Ride Taxi Quarterly Report

1st Quarter 2025

Key Observations

Q1 2025

- An ongoing demand for the service is present with over 5,000 trips provided and 24,452 miles driven.
- Net expenses (\$57,644.89) exceed total revenue (\$20,645.50).
- A need for improved safety training and/or protocols may be present.

Comparing Q1 of 2024 and 2025

- **Declining Demand:** The significant reduction in trips, particularly agency fare trips, suggests a decrease in demand or changes in service utilization patterns. This could be due to external factors such as alternative transportation options or service dissatisfaction.
- **Declining Revenue:** The sharp decline in passenger revenue (41.31%) exacerbates deficit.
- **Rising Costs:** The increased hourly rate (9.54%) and decreased ridership further strain budget.
- **Safety Concerns:** The reportable events and injuries in 2025, absent in 2024, indicate there may be a need for enhanced safety protocols.

Recommendations

1. **Investigate Demand Decline.** Analyze the reasons for the decline in ridership, particularly agency fare trips, and consider marketing or service adjustments to increase ridership.
2. **Review and Adjust Fares.** Examine fare structures and assess how fare increases required to address the deficit might affect ridership.
3. **Review Safety Measures.** Examine the two safety incidents from Q1 2025 and evaluate whether corrective measures have been or should be implemented to prevent future incidents.

Conclusion

Despite operational metrics showing continued demand, the Shared Ride Taxi Service experienced a significant decline in operational and financial performance from Q1 2024 to Q1 2025, with fewer trips, lower revenue, and emerging safety concerns. While the Wisconsin Department of Transportation's Section 5311 program provides grant reimbursements, these will not fully fund the transit program based on . Maximizing ridership and fare revenue is crucial to closing the financial gap and reducing taxpayer costs for maintaining this service.