

Metro Ride

Overview & Operating Statistics

ABOUT

Metro Ride is a community service owned and operated by the City of Wausau since 1972.

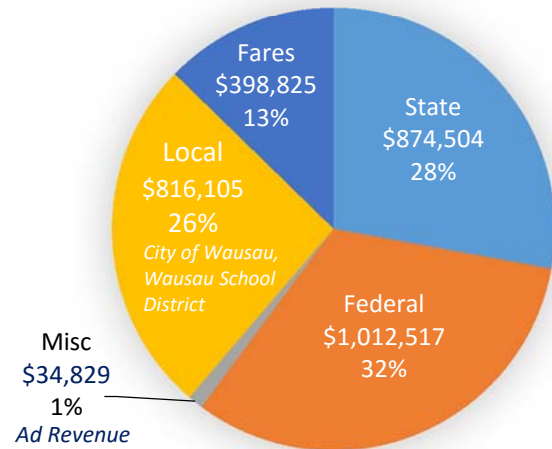
SERVICES PROVIDED

- 7 regular routes operated on Monday through Friday, from 6:30 a.m.-6:30 p.m.
- 10 express routes operated on school days.
- 1 bus route for workers at Northern Valley Industries.
- Weekly grocery shopping bus for seniors.
- ADA Paratransit service for persons with disabilities, operating during the same hours and in the same service area as bus service.

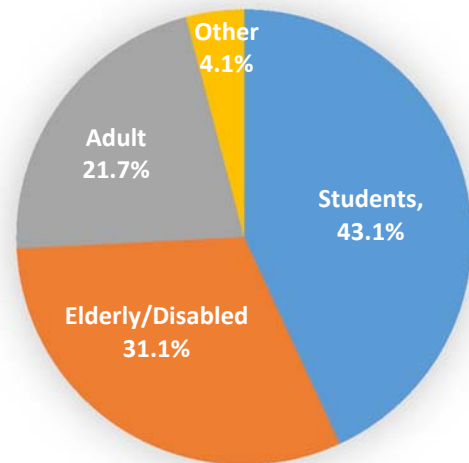
CHALLENGES

- Reduced State transit investment has shifted a greater share of transit operating cost to the City. State imposed levy limits and reduced shared revenue payments have left the City with few options but to cut transit service and increase passenger fares.
- Service cuts and fare increases have diminished transit availability, affordability and usefulness. Ridership has declined as a result.
- Many employment opportunities in the Wausau region are inaccessible to transit users.
- Current transit service levels are insufficient to meet the needs of retiring Baby Boomers or to attract young adults to live and work in the Wausau metro area.
- Without the availability of regional transit services, the Wausau area is at risk of losing population, tax base and economic competitiveness.

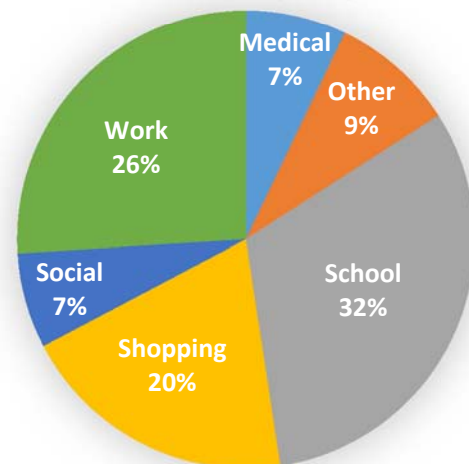
Funding Sources ²⁰¹⁸




Bus Riders by Fare Category ²⁰¹⁸



Bus Riders by Trip Purpose ²⁰¹⁸



Wisconsin Transit Systems generate a **3 to 1** return on tax dollars invested



Cost Per Ride ²⁰¹⁸	Riders	Expense	Cost/Rider
Bus Service	503,359	\$3,007,504	\$5.97
Paratransit Service	3,841	\$166,049	\$43.23

