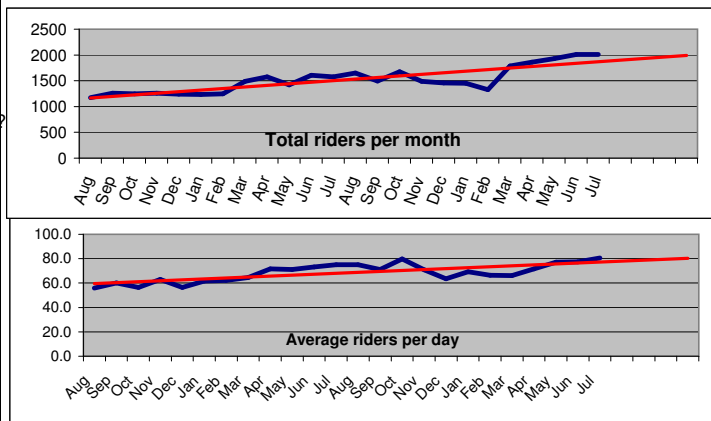


Summary:

Ridership continues up - over 2000 again in July. The number of Free riders was down this month resulting in a revenue per rider of \$1.03.

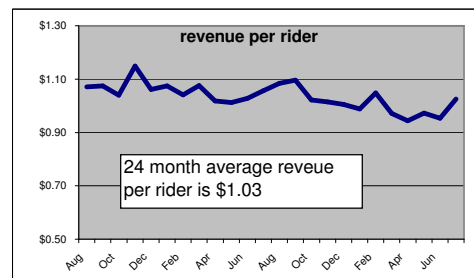


Month	Operating days	Riders	Riders per day
Aug	21	1173	56
Sep	21	1261	60
Oct	22	1244	57
Nov	20	1262	63
Dec	22	1240	56
Jan	20	1235	62
Feb	20	1246	62
Mar	23	1487	65
Apr	22	1575	72
May	20	1420	71
Jun	22	1609	73
Jul	21	1575	75
Aug	22	1653	75
Sep	21	1493	71
Oct	21	1676	80
Nov	21	1488	71
Dec	23	1458	63
Jan	21	1454	69
Feb	20	1330	67
Mar	27	1785	66
Apr	26	1860	72
May	25	1931	77
Jun	26	2011	77
Jul	25	2013	81

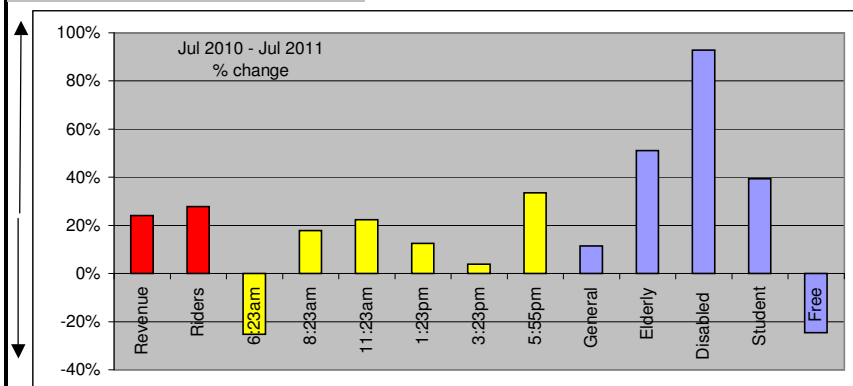
The blue line on this chart shows the average per day on a monthly basis for MEL. The red line is the linear trend line.

Revenue

Mth	Total revenue	Operating days/mth	Avg fare per day	Avg Riders	rider
Aug	\$ 1,256	21	\$ 59.80	55.9	\$ 1.07
Sep	\$ 1,356	21	\$ 64.55	60.0	\$ 1.08
Oct	\$ 1,294	22	\$ 58.80	56.5	\$ 1.04
Nov	\$ 1,449	20	\$ 72.47	63.1	\$ 1.15
Dec	\$ 1,316	22	\$ 59.82	56.4	\$ 1.06
Jan	\$ 1,326	20	\$ 66.32	61.8	\$ 1.07
Feb	\$ 1,296	20	\$ 64.82	62.3	\$ 1.04
Mar	\$ 1,600	23	\$ 69.56	64.7	\$ 1.08
Apr	\$ 1,603	22	\$ 72.86	71.6	\$ 1.02
May	\$ 1,437	20	\$ 71.87	71.0	\$ 1.01
Jun	\$ 1,654	22	\$ 75.16	73.1	\$ 1.03
Jul	\$ 1,665	21	\$ 79.27	75.0	\$ 1.06
Aug	\$ 1,791	22	\$ 81.42	75.1	\$ 1.08
Sep	\$ 1,637	21	\$ 77.93	71.1	\$ 1.10
Oct	\$ 1,713	21	\$ 81.58	79.8	\$ 1.02
Nov	\$ 1,510	21	\$ 71.89	70.9	\$ 1.01
Dec	\$ 1,466	23	\$ 63.72	63.4	\$ 1.01
Jan	\$ 1,437	21	\$ 68.43	69.2	\$ 0.99
Feb	\$ 1,395	20	\$ 69.73	66.5	\$ 1.05
Mar	\$ 1,734	27	\$ 64.23	66.1	\$ 0.97
Apr	\$ 1,755	26	\$ 67.51	71.5	\$ 0.94
May	\$ 1,878	25	\$ 75.11	77.2	\$ 0.97
Jun	\$ 1,917	26	\$ 73.71	77.3	\$ 0.95
Jul	\$ 2,065	25	\$ 82.60	80.5	\$ 1.03



average revenue per rider is above \$1 for the 2nd time this year

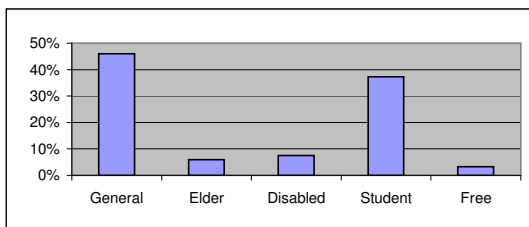


This chart reflects change in the key measurements from this month last year to the current month. Free riders are down >20% and disabled riders are up nearly 100%.

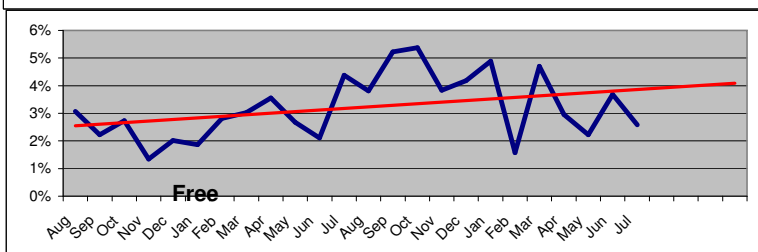
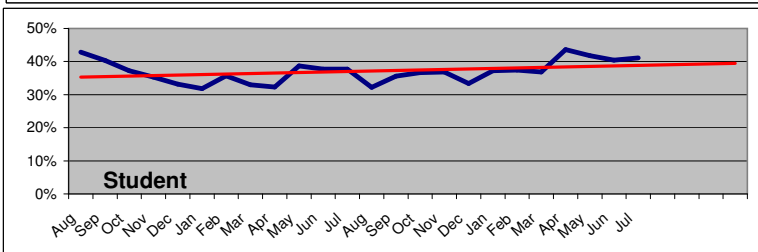
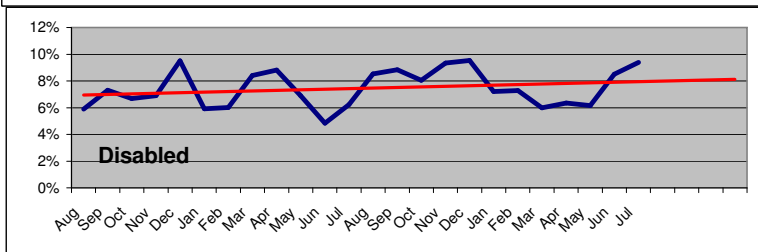
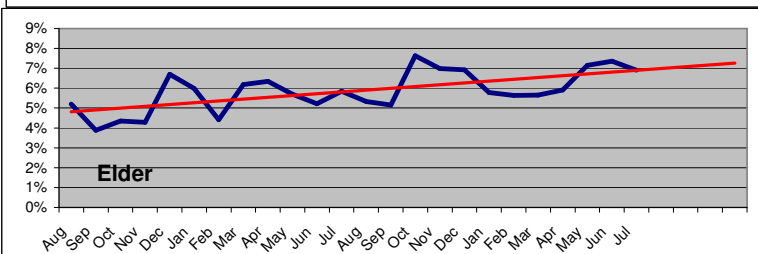
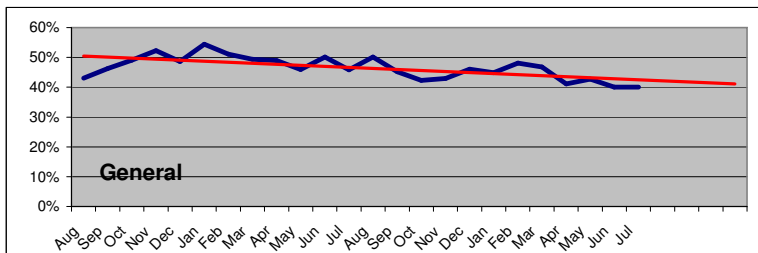
Jul-11

What is the composition and trends for various rider groups

	Total riders	% riders
General	16801	46%
Elder	2172	6%
Disabled	2727	7%
Student	13590	37%
Free	1189	3%



This reflects 224 months of data

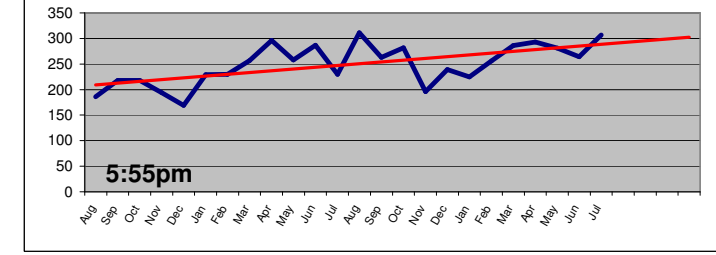
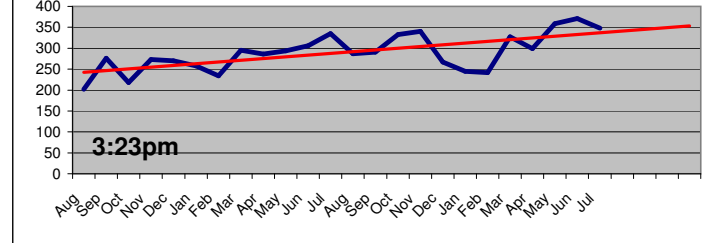
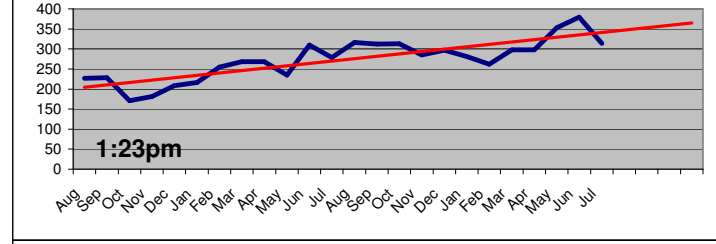
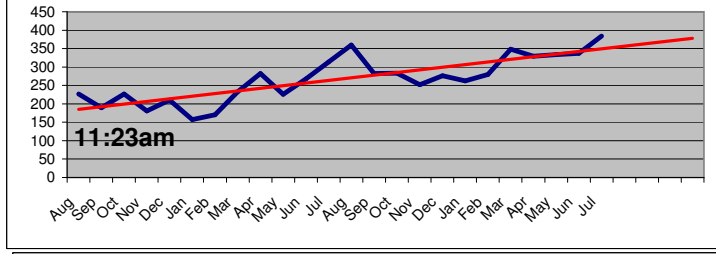
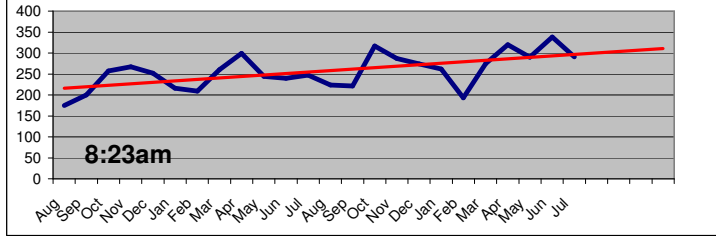
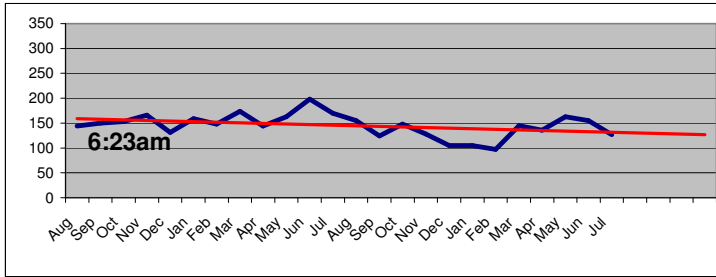


% of free riders per day Mar-Jul 2011

Mon	14%
Tue	11%
Wed	13%
Thur	23%
Fri	34%
Sat	5%

Jul-11

What scheduled times have the most riders ?



	Fare per rider
Saturday	\$ 1.07
Other July Days	\$ 1.02

	General	Elderly	Disabled	Students	Free
Saturday	43%	9%	7%	40%	2%
Other July Days	40%	7%	9%	41%	3%

Schedule	9:17am	12:17pm	4:17pm	7:17pm
Jul	16%	33%	29%	22%

	Morning	Midday	Afternoon	Evening
Saturday	16%	33%	29%	22%
Other July Days	24%	39%	20%	17%
combined	(6:23+8:23am)	(11:23+1:23)	(3:23pm)	(5:55pm)

Average daily Saturday riders

Schedule	9:17am	12:17pm	4:17pm	7:17pm	Total
Mar	5.75	5	10.25	5.5	26.5
Apr	11.8	8.6	10.2	6.4	37
May	8.5	12.75	9	7.5	37.75
Jun	7.25	14	11.25	9.25	41.75
Jul	7.8	16	14	10.6	48.4

Average daily Saturday riders

Month	General	Elder	Disabled	Student	Free	Total average
Mar	12.5	2.75	1.75	8.75	0.75	26.5
Apr	15.8	4	1.8	14	1.4	37
May	18	2.5	4.75	11.75	0.75	37.75
Jun	16.75	1.5	6	17.5	0	41.75
Jul	20.6	4.2	3.6	19.2	0.8	48.4

% riders per day

	Mon	Tues	Wed	Thurs	Fri	Sat	
Mar	20%	18%	6%	20%	16%	20%	100%
Apr	17%	22%	10%	18%	17%	16%	100%
May	20%	17%	8%	20%	18%	18%	100%
Jun	11%	20%	8%	23%	16%	21%	100%
Jul	14%	23%	12%	20%	13%	18%	100%