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MEMORANDUM

To: Ald. Scott Spiker
From: Max Dickey, Legislative & Fiscal Services Specialist
Date: October 29, 2025
Subject: The Hop Streetcar: Annual and Monthly Ridership

On October 28, 2025, you requested details on The Hop's ridership broken down annually and by month.

The following information is self-reported by Transdev, the streetcar's private operator based on Automatic Passenger Counter (APC) equipment installed on each streetcar. Some data are estimated or qualified due to errors by the APC system. The Hop also reports that some month-to-month drops in ridership reflect suspensions of service due to water main repairs along the service route.¹

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2018											80,361	76,131
2019	48,354	45,000	50,000	55,657	62,937	71,367	103,625	80,113	66,986	62,010	52,998	61,274
2020	50,444	48,028	27,447	7,285	9,762	14,947	17,110	19,310	18,796	18,479	14,339	15,356
2021	15,057	13,344	18,321	17,070	20,806	24,691	28,576	33,145	37,606	33,313	30,408	28,833
2022	17,055	18,454	25,843	23,972	25,537	30,910	48,433	40,319	38,607	36,590	33,039	33,348
2023	32,481	31,188	36,307	37,738	41,327	50,293	65,749	47,552	31,246	41,176	39,232	39,856
2024	32,116	37,602	40,162	43,080	44,958	58,441	63,383	49,573	42,464	45,692	36,235	38,754
2025	30,565	29,118	38,202	39,041	40,091	50,545	60,413	50,518	45,237			
Avg	32,296	31,819	33,755	31,978	35,060	43,028	55,327	45,790	40,135	39,543	40,945	41,936

Annual ridership is as follows:

	2018	2019	2020	2021	2022	2023	2024	2025
	156,492*	760,321	301,170	261,303	372,107	494,145	532,460	383,730*

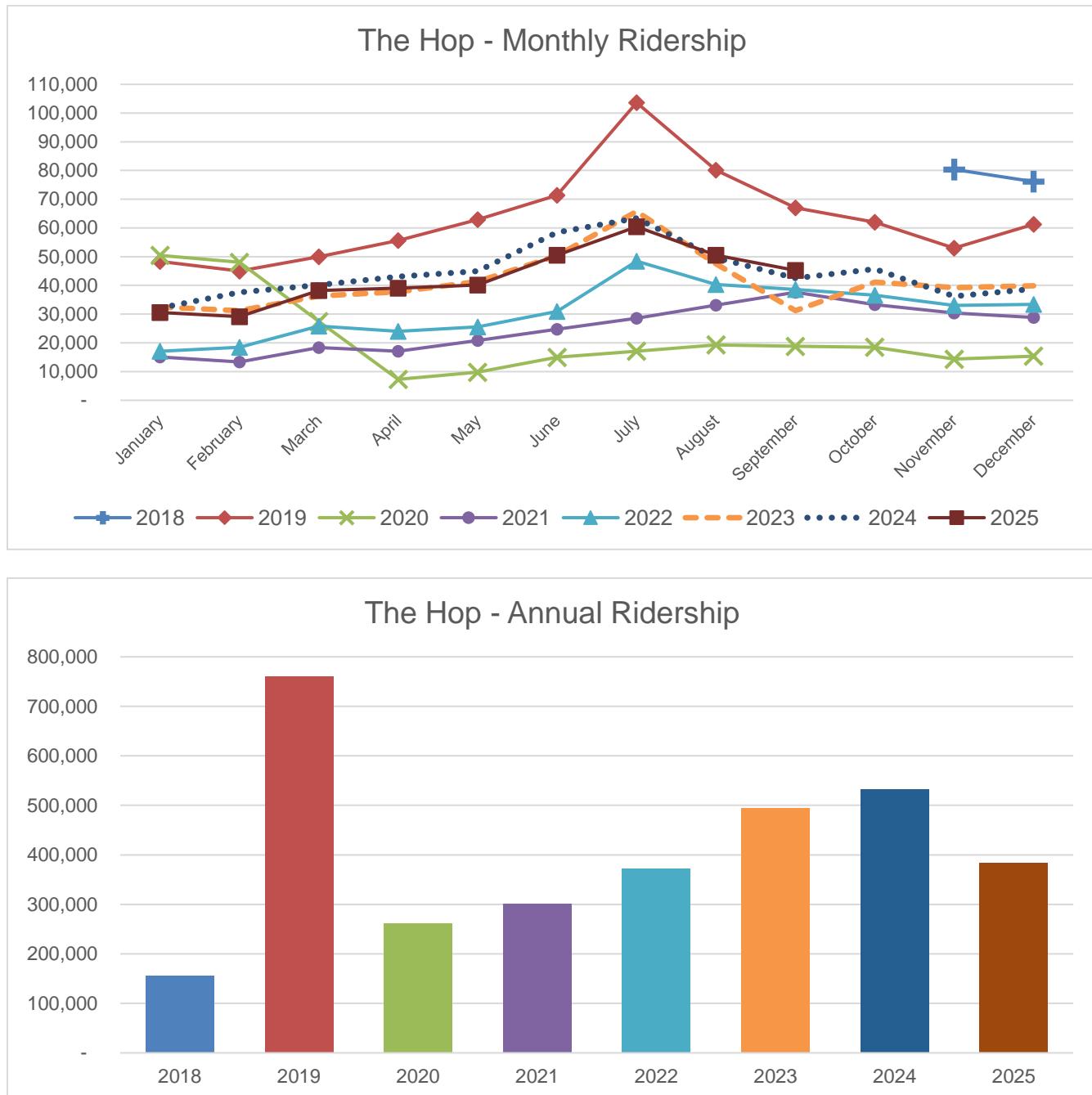
Notes: 2018 ridership is for November and December only. 2025 ridership is for January through September only.

The complete dataset, with footnotes from The Hop, is attached to this memo.

¹ "Ridership," The Hop MKE, <https://thehopmke.com/ridership/>, accessed October 29, 2025.

Visualization

The following charts track The Hop's monthly and annual ridership based on the above dataset.



Notes: 2018 ridership is for November and December only. 2025 ridership is for January through September only.

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