



January 2010 Monthly Report to UCSB

MTD Routes Serving UCSB - Ridership

| Ridership by Line | Month | | Fiscal Year To Date | | Percent Change | | Prior Year FY 2009 Jul-Jun |
|--------------------------------|---------------------|---------------------|---------------------|--------------------|------------------|---------------|----------------------------------|
| | FY 2010 Jan 2010 | FY 2009 Jan 2009 | FY 2010 Jul-Jan | FY 2009 Jul-Jan | Current Month | FY To Date | |
| Total Riders | | | | | | | |
| 11 - State/Hollister/UCSB | 81,413 | 80,839 | 585,115 | 625,031 | 0.7% | -6.4% | 1,048,536 |
| 15x - SBCC/UCSB Express | 12,880 | 11,606 | 134,510 | 114,392 | 11.0% | 17.6% | 215,103 |
| 23 - Winchester Canyon | 22,033 | 20,757 | 132,295 | 142,101 | 6.1% | -6.9% | 258,108 |
| 24x - UCSB Express | 54,309 | 47,193 | 317,086 | 333,333 | 15.1% | -4.9% | 561,507 |
| 25 - Ellwood | 10,629 | 10,921 | 70,465 | 74,777 | -2.7% | -5.8% | 128,927 |
| 27 - Isla Vista Shuttle | 30,481 | 7,296 | 116,745 | 26,214 | 317.8% | 345.4% | 63,051 |
| <i>Subtotal</i> | <i>211,745</i> | <i>178,612</i> | <i>1,356,216</i> | <i>1,315,848</i> | <i>18.6%</i> | <i>3.1%</i> | <i>2,275,232</i> |
| Total Riders on Other Lines | 409,730 | 447,751 | 3,322,095 | 3,553,702 | -8.5% | -6.5% | 6,017,844 |
| Systemwide Total Riders | 621,475 | 626,363 | 4,678,311 | 4,869,550 | -0.8% | -3.9% | 8,293,076 |
| UCSB Student Riders | | | | | | | |
| 11 - State/Hollister/UCSB | 12,470 | 7,938 | 60,041 | 49,774 | 57.1% | 20.6% | 89,161 |
| 15x - SBCC/UCSB Express | 2,580 | 2,588 | 14,648 | 11,285 | -0.3% | 29.8% | 26,069 |
| 23 - Winchester Canyon | 10,577 | 7,099 | 41,756 | 36,589 | 49.0% | 14.1% | 75,917 |
| 24x - UCSB Express | 32,461 | 24,861 | 149,204 | 129,714 | 30.6% | 15.0% | 243,490 |
| 25 - Ellwood | 5,145 | 4,389 | 23,557 | 22,462 | 17.2% | 4.9% | 42,909 |
| 27 - Isla Vista Shuttle | 25,791 | 5,932 | 88,454 | 20,108 | 334.8% | 339.9% | 51,251 |
| <i>Subtotal</i> | <i>89,024</i> | <i>52,807</i> | <i>377,660</i> | <i>269,932</i> | <i>68.6%</i> | <i>39.9%</i> | <i>528,797</i> |
| UCSB Students on Other Lines | 7,475 | 8,838 | 58,359 | 46,632 | -15.4% | 25.1% | 90,397 |
| Systemwide UCSB Student Riders | 96,499 | 61,645 | 436,019 | 316,564 | 56.5% | 37.7% | 619,194 |

Source: Santa Barbara Metropolitan Transit District.

MTD Routes Serving UCSB - Revenue Hours & Total Riders per Revenue Hour

| Revenue Hours by Line | Current Month | | Fiscal Year To Date | | Riders per Hour | | Prior Year FY 2009 Jul-Jun |
|------------------------------|---------------------|---------------------|---------------------|--------------------|---------------------|---------------------|----------------------------------|
| | FY 2010 Jan 2010 | FY 2009 Jan 2009 | FY 2010 Jul-Jan | FY 2009 Jul-Jan | FY 2010 Jan 2010 | FY 2009 Jan 2009 | |
| 11 - State/Hollister/UCSB | 1,982 | 2,013 | 13,898 | 13,986 | 41.1 | 40.2 | 23,815 |
| 15x - SBCC/UCSB Express | 486 | 460 | 3,446 | 2,475 | 26.5 | 25.2 | 5,257 |
| 23 - Winchester Canyon | 607 | 614 | 4,248 | 4,247 | 36.3 | 33.8 | 7,260 |
| 24x - UCSB Express | 866 | 886 | 5,902 | 6,274 | 62.7 | 53.3 | 10,634 |
| 25 - Ellwood | 334 | 337 | 2,323 | 2,313 | 31.8 | 32.4 | 3,955 |
| 27 - Isla Vista Shuttle | 638 | 199 | 3,317 | 794 | 47.8 | 36.7 | 1,714 |
| <i>Subtotal</i> | <i>4,913</i> | <i>4,509</i> | <i>33,134</i> | <i>30,089</i> | <i>43.1</i> | <i>39.6</i> | <i>52,635</i> |
| Revenue Hours on Other Lines | 12,285 | 12,521 | 89,426 | 89,737 | 33.4 | 35.8 | 153,378 |
| Systemwide Revenue Hours | 17,198 | 17,030 | 122,560 | 119,826 | 36.1 | 36.8 | 206,013 |

Source: Santa Barbara Metropolitan Transit District.

MTD Lines 6 & 11 Weekday Ridership

Current Month Compared to Corresponding Month Prior to Enhanced Service

| Hour | Jan 2010 | | Jan 2006 | | Change | |
|--------------------------|----------|----------|----------|----------|---------|----------|
| | Month | Avg. Day | Month | Avg. Day | Month | Avg. Day |
| Total (Weekday Only) | 104,429 | 5,496 | 109,224 | 5,201 | (4,795) | 295 |
| Peak-Period ¹ | 47,423 | 2,496 | 45,881 | 2,185 | 1,542 | 311 |

Note 1: Peak period includes weekday service from 7:00 - 9:00 A.M. and 3:00 - 6:00 P.M.

Source: Santa Barbara Metropolitan Transit District.

02/10/10