



January 2011 Monthly Report to UCSB

MTD Routes Serving UCSB - Ridership

Ridership by Line	Month		Fiscal Year To Date		Percent Change		Prior Year FY 2010 Jul-Jun
	FY 2011 Jan 2011	FY 2010 Jan 2010	FY 2011 Jul-Jan	FY 2010 Jul-Jan	Current Month	FY To Date	
Total Riders							
11 - State/Hollister/UCSB	79,889	81,413	540,499	585,115	-1.9%	-7.6%	975,287
15x - SBCC/UCSB Express	14,436	12,880	140,431	134,510	12.1%	4.4%	248,264
23 - Winchester Canyon	21,722	22,033	119,469	132,295	-1.4%	-9.7%	231,651
24x - UCSB Express	56,409	54,309	318,743	317,086	3.9%	0.5%	573,723
25 - Ellwood	12,571	10,629	66,961	70,465	18.3%	-5.0%	120,616
27 - Isla Vista Shuttle	32,786	30,481	159,818	116,745	7.6%	36.9%	261,146
<i>Subtotal</i>	<i>217,813</i>	<i>211,745</i>	<i>1,345,921</i>	<i>1,356,216</i>	<i>2.9%</i>	<i>-0.8%</i>	<i>2,410,687</i>
Total Riders on Other Lines	423,575	409,730	3,057,705	3,322,095	3.4%	-8.0%	5,552,429
Systemwide Total Riders	641,388	621,475	4,403,626	4,678,311	3.2%	-5.9%	7,963,116
UCSB Student Riders							
11 - State/Hollister/UCSB	10,358	12,470	50,880	60,041	-16.9%	-15.3%	100,372
15x - SBCC/UCSB Express	2,120	2,580	14,630	14,648	-17.8%	-0.1%	28,503
23 - Winchester Canyon	10,175	10,577	42,580	41,756	-3.8%	2.0%	84,116
24x - UCSB Express	33,571	32,461	146,603	149,204	3.4%	-1.7%	291,033
25 - Ellwood	5,957	5,145	24,049	23,557	15.8%	2.1%	44,468
27 - Isla Vista Shuttle	26,826	25,791	119,191	88,454	4.0%	34.7%	206,273
<i>Subtotal</i>	<i>89,007</i>	<i>89,024</i>	<i>397,933</i>	<i>377,660</i>	<i>0.0%</i>	<i>5.4%</i>	<i>754,765</i>
UCSB Students on Other Lines	7,423	7,475	41,209	58,359	-0.7%	-29.4%	89,010
Systemwide UCSB Student Riders	96,430	96,499	439,142	436,019	-0.1%	0.7%	843,775

Source: Santa Barbara Metropolitan Transit District.

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

Revenue Hours by Line	Month		Fiscal Year To Date		Riders per Hour		Prior Year FY 2010 Jul-Jun
	FY 2011 Jan 2011	FY 2010 Jan 2010	FY 2011 Jul-Jan	FY 2010 Jul-Jan	FY 2011 Jan 2011	FY 2010 Jan 2010	
11 - State/Hollister/UCSB	1,979	1,982	13,785	13,898	40.4	41.1	23,741
15x - SBCC/UCSB Express	374	486	3,317	3,446	38.6	26.5	6,415
23 - Winchester Canyon	590	607	4,171	4,248	36.8	36.3	7,269
24x - UCSB Express	876	866	5,812	5,902	64.4	62.7	10,225
25 - Ellwood	358	334	2,409	2,323	35.1	31.8	3,968
27 - Isla Vista Shuttle	657	638	4,229	3,317	49.9	47.8	6,678
<i>Subtotal</i>	<i>4,834</i>	<i>4,913</i>	<i>33,723</i>	<i>33,134</i>	<i>45.1</i>	<i>43.1</i>	<i>58,296</i>
Revenue Hours on Other Lines	12,464	12,285	89,108	89,426	34.0	33.4	153,193
Systemwide Revenue Hours	17,298	17,198	122,831	122,560	37.1	36.1	211,489

Source: Santa Barbara Metropolitan Transit District.

MTD Lines 6 & 11 Weekday Ridership

Current Month Compared to Corresponding Month Prior to Enhanced Service

Hour	Jan 2011		Jan 2007		Change	
	Month	Avg. Day	Month	Avg. Day	Month	Avg. Day
Total (Weekday Only)	105,788	5,289	109,224	5,201	(3,436)	88
Peak-Period ¹	46,003	2,300	45,881	2,185	122	115

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.

02/15/11