



October 2012 Monthly Report to UCSB

MTD Routes Serving UCSB - Ridership

Ridership by Line	Month		Fiscal Year Total		Percent Change		Prior Year
	FY 2013 Oct 2012	FY 2012 Oct 2011	FY 2013 Jul-Oct	FY 2012 Jul-Oct	Current Month	FY To Date	FY 2012 Jul-Jun
Total Riders							
11 - State/Hollister/UCSB	125,332	93,750	397,062	345,327	33.7%	15.0%	1,015,741
15x - SBCC/UCSB Express	52,998	43,052	120,533	116,739	23.1%	3.2%	320,667
23 - Winchester Canyon	8,333	26,203	44,960	76,138	-68.2%	-40.9%	247,898
24x - UCSB Express	76,933	70,923	219,644	208,390	8.5%	5.4%	647,700
25 - Ellwood	5,805	13,498	28,578	41,117	-57.0%	-30.5%	135,667
27 - Isla Vista Shuttle	35,010	31,796	64,615	65,388	10.1%	-1.2%	275,595
<i>Subtotal</i>	<i>304,411</i>	<i>279,222</i>	<i>875,392</i>	<i>853,099</i>	<i>9.0%</i>	<i>2.6%</i>	<i>2,643,268</i>
Total Riders on Other Lines	505,429	483,808	1,791,437	1,864,780	4.5%	-3.9%	5,305,141
Systemwide Total Riders	809,840	763,030	2,666,829	2,717,879	6.1%	-1.9%	7,948,409
UCSB Student Riders							
11 - State/Hollister/UCSB	33,928	12,489	53,471	27,176	171.7%	96.8%	95,217
15x - SBCC/UCSB Express	5,629	4,132	8,955	7,559	36.2%	18.5%	31,116
23 - Winchester Canyon	759	12,363	6,526	23,268	-93.9%	-72.0%	97,707
24x - UCSB Express	43,966	41,471	82,507	84,068	6.0%	-1.9%	316,602
25 - Ellwood	900	6,374	4,429	12,759	-85.9%	-65.3%	50,563
27 - Isla Vista Shuttle	28,493	25,737	44,580	45,975	10.7%	-3.0%	213,699
<i>Subtotal</i>	<i>113,675</i>	<i>102,566</i>	<i>200,468</i>	<i>200,805</i>	<i>10.8%</i>	<i>-0.2%</i>	<i>804,904</i>
UCSB Students on Other Lines	12,446	10,716	27,004	27,505	16.1%	-1.8%	80,688
Systemwide UCSB Student Riders	126,121	113,282	227,472	228,310	11.3%	-0.4%	885,592

Source: Santa Barbara Metropolitan Transit District.

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

Revenue Hours by Line	Month		Fiscal Year Total		Riders per Hour		Prior Year
	FY 2013 Oct 2012	FY 2012 Oct 2011	FY 2013 Jul-Oct	FY 2012 Jul-Oct	FY 2013 Oct 2012	FY 2012 Oct 2011	FY 2012 Jul-Jun
11 - State/Hollister/UCSB	2,673	1,997	9,330	7,954	46.9	46.9	23,545
15x - SBCC/UCSB Express	810	735	2,115	2,191	65.4	58.6	6,376
23 - Winchester Canyon	287	589	1,688	2,341	29.0	44.5	6,934
24x - UCSB Express	920	890	3,272	3,267	83.6	79.7	9,999
25 - Ellwood	138	361	953	1,437	42.1	37.4	4,255
27 - Isla Vista Shuttle	717	677	1,914	1,949	48.8	47.0	6,802
<i>Subtotal</i>	<i>5,545</i>	<i>5,249</i>	<i>19,272</i>	<i>19,139</i>	<i>54.9</i>	<i>53.2</i>	<i>57,911</i>
Revenue Hours on Other Lines	12,354	12,186	48,331	50,487	40.9	39.7	145,744
Systemwide Revenue Hours	17,899	17,435	67,603	69,626	45.2	43.8	203,655

Source: Santa Barbara Metropolitan Transit District.

MTD Lines 6 & 11 Weekday Ridership

Current Month Compared to Corresponding Month Prior to Enhanced Service

Hour	Oct 2012		Sep 2006		Change	
	Month	Avg. Day	Month	Avg. Day	Month	Avg. Day
Total (Weekday Only)	158,414	6,888	122,567	5,571	35,847	1,316
Peak-Period ¹	69,071	3,003	52,031	2,365	17,040	638

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.

11/15/12

It is important to note that much of the decrease on Lines 23 & 25, as well as much of the increase on Line 11, is definitional. Prior to MTD's August 27, 2012, service changes, Line 11 began and ended at UCSB and the bus became a Line 23 or 25 at that point. Now, Line 11 continues from UCSB through Isla Vista to Camino Real Marketplace (CRM) and back. Thus, riders that board at UCSB to ride to Isla Vista or CRM, and vice versa, are now counted on Line 11 instead of Line 23 or 25.