



**January 2013  
Monthly Report to UCSB**

**MTD Routes Serving UCSB - Ridership**

Ridership by Line	Month		Fiscal Year Total		Percent Change		Prior Year
	FY 2013 Jan 2013	FY 2012 Jan 2012	FY 2013 Jul-Jan	FY 2012 Jul-Jan	Current Month	FY To Date	FY 2012 Jul-Jun
<b>Total Riders</b>							
11 - State/Hollister/UCSB	106,449	83,898	698,359	581,942	26.9%	20.0%	1,015,741
15x - SBCC/UCSB Express	15,233	17,886	193,028	182,125	-14.8%	6.0%	320,667
23 - Winchester Canyon	7,584	21,524	65,293	133,820	-64.8%	-51.2%	247,898
24x - UCSB Express	65,020	56,903	391,749	358,931	14.3%	9.1%	647,700
25 - Ellwood	4,705	12,081	42,101	73,279	-61.1%	-42.5%	135,667
27 - Isla Vista Shuttle	34,362	26,811	148,784	131,896	28.2%	12.8%	275,595
<i>Subtotal</i>	<i>233,353</i>	<i>219,103</i>	<i>1,539,314</i>	<i>1,461,993</i>	<i>6.5%</i>	<i>5.3%</i>	<i>2,643,268</i>
Total Riders on Other Lines	385,519	422,189	2,939,529	3,085,399	-8.7%	-4.7%	5,305,141
Systemwide Total Riders	618,872	641,292	4,478,843	4,547,392	-3.5%	-1.5%	7,948,409
<b>UCSB Student Riders</b>							
11 - State/Hollister/UCSB	28,384	8,779	128,332	51,353	223.3%	149.9%	95,217
15x - SBCC/UCSB Express	2,735	2,128	17,674	14,661	28.5%	20.6%	31,116
23 - Winchester Canyon	672	9,228	8,174	47,380	-92.7%	-82.7%	97,707
24x - UCSB Express	36,213	30,755	177,587	163,672	17.7%	8.5%	316,602
25 - Ellwood	517	5,180	5,997	26,146	-90.0%	-77.1%	50,563
27 - Isla Vista Shuttle	28,783	21,597	112,314	98,040	33.3%	14.6%	213,699
<i>Subtotal</i>	<i>97,304</i>	<i>77,667</i>	<i>450,078</i>	<i>401,252</i>	<i>25.3%</i>	<i>12.2%</i>	<i>804,904</i>
UCSB Students on Other Lines	8,040	6,106	52,250	46,936	31.7%	11.3%	80,688
Systemwide UCSB Student Riders	105,344	83,773	502,328	448,188	25.7%	12.1%	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 Jan 2013	FY 2012 Jan 2012	FY 2013 Jul-Jan	FY 2012 Jul-Jan	FY 2013 Jan 2013	FY 2012 Jan 2012	FY 2012 Jul-Jun
11 - State/Hollister/UCSB	2,648	1,979	16,948	13,753	40.2	42.4	23,545
15x - SBCC/UCSB Express	322	356	3,443	3,468	47.3	50.2	6,376
23 - Winchester Canyon	283	582	2,503	4,048	26.8	37.0	6,934
24x - UCSB Express	861	834	5,706	5,710	75.5	68.2	9,999
25 - Ellwood	134	358	1,339	2,484	35.1	33.7	4,255
27 - Isla Vista Shuttle	634	600	3,664	3,644	54.2	44.7	6,802
<i>Subtotal</i>	<i>4,882</i>	<i>4,709</i>	<i>33,603</i>	<i>33,107</i>	<i>47.8</i>	<i>46.5</i>	<i>57,911</i>
Revenue Hours on Other Lines	11,751	11,799	82,120	85,414	32.8	35.8	145,744
Systemwide Revenue Hours	16,633	16,508	115,723	118,521	37.2	38.8	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	Jan 2013		Jan 2007		Change	
	Month	Avg. Day	Month	Avg. Day	Month	Avg. Day
Total (Weekday Only)	127,946	6,093	109,224	5,201	18,722	892
Peak-Period <sup>1</sup>	57,052	2,717	45,881	2,185	11,171	532

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.

02/14/13

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.