



## May 2013 Monthly Report to UCSB

### MTD Routes Serving UCSB - Ridership

Ridership by Line	Month		Fiscal Year Total		Percent Change		Prior Year
	FY 2013 May 2013	FY 2012 May 2012	FY 2013 Jul-May	FY 2012 Jul-May	Current Month	FY To Date	FY 2012 Jul-Jun
<b>Total Riders</b>							
11 - State/Hollister/UCSB	113,468	90,475	1,135,164	935,141	25.4%	21.4%	1,015,741
15x - SBCC/UCSB Express	33,607	23,495	344,373	314,354	43.0%	9.5%	320,667
23 - Winchester Canyon	7,710	25,096	95,293	231,010	-69.3%	-58.7%	247,898
24x - UCSB Express	70,100	62,133	655,388	601,488	12.8%	9.0%	647,700
25 - Ellwood	4,982	13,549	61,093	124,916	-63.2%	-51.1%	135,667
27 - Isla Vista Shuttle	36,222	33,601	287,273	257,404	7.8%	11.6%	275,595
<i>Subtotal</i>	<i>266,089</i>	<i>248,349</i>	<i>2,578,584</i>	<i>2,464,313</i>	<i>7.1%</i>	<i>4.6%</i>	<i>2,643,268</i>
Total Riders on Other Lines	446,207	464,531	4,659,577	4,912,064	-3.9%	-5.1%	5,305,141
Systemwide Total Riders	712,296	712,880	7,238,161	7,376,377	-0.1%	-1.9%	7,948,409
<b>UCSB Student Riders</b>							
11 - State/Hollister/UCSB	29,473	9,786	241,002	88,598	201.2%	172.0%	95,217
15x - SBCC/UCSB Express	4,528	3,206	35,441	29,784	41.2%	19.0%	31,116
23 - Winchester Canyon	581	11,372	10,710	91,299	-94.9%	-88.3%	97,707
24x - UCSB Express	38,076	34,260	319,203	295,267	11.1%	8.1%	316,602
25 - Ellwood	513	5,382	8,031	47,224	-90.5%	-83.0%	50,563
27 - Isla Vista Shuttle	30,311	27,485	227,008	199,934	10.3%	13.5%	213,699
<i>Subtotal</i>	<i>103,482</i>	<i>91,491</i>	<i>841,395</i>	<i>752,106</i>	<i>13.1%</i>	<i>11.9%</i>	<i>804,904</i>
UCSB Students on Other Lines	8,354	6,423	85,213	75,618	30.1%	12.7%	80,688
Systemwide UCSB Student Riders	111,836	97,914	926,608	827,724	14.2%	11.9%	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 May 2013	FY 2012 May 2012	FY 2013 Jul-May	FY 2012 Jul-May	FY 2013 May 2013	FY 2012 May 2012	FY 2012 Jul-Jun
11 - State/Hollister/UCSB	2,655	2,013	27,216	21,600	42.7	44.9	23,545
15x - SBCC/UCSB Express	660	579	6,041	6,117	50.9	40.6	6,376
23 - Winchester Canyon	286	592	3,608	6,360	27.0	42.4	6,934
24x - UCSB Express	888	894	9,116	9,181	78.9	69.5	9,999
25 - Ellwood	131	364	1,849	3,903	38.0	37.2	4,255
27 - Isla Vista Shuttle	697	698	6,268	6,276	52.0	48.1	6,802
<i>Subtotal</i>	<i>5,317</i>	<i>5,140</i>	<i>54,098</i>	<i>53,437</i>	<i>50.0</i>	<i>48.3</i>	<i>57,911</i>
Revenue Hours on Other Lines	12,343	12,438	128,646	133,578	36.2	37.3	145,744
Systemwide Revenue Hours	17,660	17,578	182,744	187,015	40.3	40.6	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	May 2013		May 2006		Change	
	Month	Avg. Day	Month	Avg. Day	Month	Avg. Day
Total (Weekday Only)	139,024	6,319	116,794	5,309	22,230	1,010
Peak-Period <sup>1</sup>	57,223	2,601	48,238	2,193	8,985	408

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.

06/17/13

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.