



## August 2013 Monthly Report to UCSB

### MTD Routes Serving UCSB - Ridership

Ridership by Line	Month		Fiscal Year Total		Percent Change		Prior Year
	FY 2014 Aug 2013	FY 2013 Aug 2012	FY 2014 Jul-Aug	FY 2013 Jul-Aug	Current Month	FY To Date	FY 2013 Jul-Jun
<b>Total Riders</b>							
11 - State/Hollister/UCSB	94,924	91,407	193,177	175,133	3.8%	10.3%	1,226,705
15x - SBCC/UCSB Express	15,936	15,599	24,486	23,347	2.2%	4.9%	350,198
23 - Winchester Canyon	6,686	13,748	14,609	29,607	-51.4%	-50.7%	101,103
24x - UCSB Express	47,975	49,290	98,850	96,576	-2.7%	2.4%	704,733
25 - Ellwood	4,745	8,230	9,011	17,795	-42.3%	-49.4%	64,935
27 - Isla Vista Shuttle	8,066	8,326	16,813	16,845	-3.1%	-0.2%	305,186
<i>Subtotal</i>	<i>178,332</i>	<i>186,600</i>	<i>356,946</i>	<i>359,303</i>	<i>-4.4%</i>	<i>-0.7%</i>	<i>2,752,860</i>
Total Riders on Other Lines	405,876	425,026	813,987	834,088	-4.5%	-2.4%	5,021,469
<b>Systemwide Total Riders</b>	<b>584,208</b>	<b>611,626</b>	<b>1,170,933</b>	<b>1,193,391</b>	<b>-4.5%</b>	<b>-1.9%</b>	<b>7,774,329</b>
<b>UCSB Student Riders</b>							
11 - State/Hollister/UCSB	8,745	4,954	16,720	8,785	76.5%	90.3%	255,441
15x - SBCC/UCSB Express	826	926	1,506	1,632	-10.8%	-7.7%	36,312
23 - Winchester Canyon	182	2,436	368	5,331	-92.5%	-93.1%	11,041
24x - UCSB Express	11,067	11,114	21,110	22,540	-0.4%	-6.3%	339,077
25 - Ellwood	238	1,415	417	3,167	-83.2%	-86.8%	8,300
27 - Isla Vista Shuttle	4,493	4,251	9,730	8,971	5.7%	8.5%	240,602
<i>Subtotal</i>	<i>25,551</i>	<i>25,096</i>	<i>49,851</i>	<i>50,426</i>	<i>1.8%</i>	<i>-1.1%</i>	<i>890,773</i>
UCSB Students on Other Lines	3,463	4,066	6,687	7,661	-14.8%	-12.7%	89,772
<b>Systemwide UCSB Student Riders</b>	<b>29,014</b>	<b>29,162</b>	<b>56,538</b>	<b>58,087</b>	<b>-0.5%</b>	<b>-2.7%</b>	<b>980,545</b>

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 2014 Aug 2013	FY 2013 Aug 2012	FY 2014 Jul-Aug	FY 2013 Jul-Aug	FY 2014 Aug 2013	FY 2013 Aug 2012	FY 2013 Jul-Jun
11 - State/Hollister/UCSB	2,658	2,136	5,315	4,133	35.7	42.8	29,762
15x - SBCC/UCSB Express	408	393	681	652	39.1	39.7	6,289
23 - Winchester Canyon	287	545	573	1,130	23.3	25.2	3,882
24x - UCSB Express	815	829	1,598	1,604	58.9	59.5	9,907
25 - Ellwood	132	328	263	688	35.9	25.1	1,975
27 - Isla Vista Shuttle	383	390	766	768	21.1	21.3	6,774
<i>Subtotal</i>	<i>4,683</i>	<i>4,621</i>	<i>9,196</i>	<i>8,975</i>	<i>38.1</i>	<i>40.4</i>	<i>58,589</i>
Revenue Hours on Other Lines	12,373	12,521	24,579	24,499	32.8	33.9	140,859
<b>Systemwide Revenue Hours</b>	<b>17,056</b>	<b>17,142</b>	<b>33,775</b>	<b>33,474</b>	<b>34.3</b>	<b>35.7</b>	<b>199,448</b>

Source: Santa Barbara Metropolitan Transit District.

### MTD Lines 6 & 11 Weekday Ridership

#### Current Month Compared to Corresponding Month Prior to Enhanced Service

Hour	Aug 2013		Aug 2006		Change <sup>2</sup>	
	Month	Avg. Day	Month	Avg. Day	Month	Avg. Day
Total (Weekday Only)	122,990	5,590	125,685	5,465	(2,695)	126
Peak-Period <sup>1</sup>	49,030	2,229	49,672	2,160	(642)	69

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

Note 2: Change on an average day accurately reflects the difference in the number of weekdays from one month to the other.

Source: Santa Barbara Metropolitan Transit District.

09/24/13

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.