



## October 2014 Monthly Report to UCSB

### MTD Routes Serving UCSB - Ridership

Ridership by Line	Month		Fiscal Year Total		Percent Change		Prior Year
	FY 2015 Oct 2014	FY 2014 Oct 2013	FY 2015 Jul-Oct	FY 2014 Jul-Oct	Current Month	FY To Date	FY 2014 Jul-Jun
<b>Total Riders</b>							
11 - State/Hollister/UCSB	127,146	122,763	409,963	410,397	3.6%	-0.1%	1,249,297
15x - SBCC/UCSB Express	57,677	54,059	133,059	125,516	6.7%	6.0%	345,185
23 - Winchester Canyon	7,487	7,381	28,531	28,467	1.4%	0.2%	81,765
24x - UCSB Express	70,754	74,381	223,053	218,463	-4.9%	2.1%	684,985
25 - Ellwood	5,203	5,191	19,098	18,645	0.2%	2.4%	57,372
27 - Isla Vista Shuttle	40,587	39,701	68,409	70,243	2.2%	-2.6%	302,277
<i>Subtotal</i>	<i>308,854</i>	<i>303,476</i>	<i>882,113</i>	<i>871,731</i>	<i>1.8%</i>	<i>1.2%</i>	<i>2,720,881</i>
Total Riders on Other Lines	466,871	474,905	1,694,084	1,729,188	-1.7%	-2.0%	4,902,964
Systemwide Total Riders	775,725	778,381	2,576,197	2,600,919	-0.3%	-1.0%	7,623,845
<b>UCSB Student Riders</b>							
11 - State/Hollister/UCSB	37,889	36,122	60,232	64,304	4.9%	-6.3%	267,938
15x - SBCC/UCSB Express	8,280	5,877	11,445	9,334	40.9%	22.6%	39,732
23 - Winchester Canyon	622	566	932	1,134	9.9%	-17.8%	4,248
24x - UCSB Express	41,864	44,017	72,537	80,541	-4.9%	-9.9%	324,895
25 - Ellwood	386	351	739	1,022	10.0%	-27.7%	3,700
27 - Isla Vista Shuttle	34,748	33,071	48,454	51,054	5.1%	-5.1%	241,564
<i>Subtotal</i>	<i>123,789</i>	<i>120,004</i>	<i>194,339</i>	<i>207,389</i>	<i>3.2%</i>	<i>-6.3%</i>	<i>882,077</i>
UCSB Students on Other Lines	8,713	8,802	21,309	19,672	-1.0%	8.3%	74,331
Systemwide UCSB Student Riders	132,502	128,806	215,648	227,061	2.9%	-5.0%	956,408

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 2015 Oct 2014	FY 2014 Oct 2013	FY 2015 Jul-Oct	FY 2014 Jul-Oct	FY 2015 Oct 2014	FY 2014 Oct 2013	FY 2014 Jul-Jun
<b>Total Revenue Hours</b>							
11 - State/Hollister/UCSB	2,679	2,675	10,540	10,534	47.5	45.9	30,951
15x - SBCC/UCSB Express	1,039	899	2,666	2,359	55.5	60.1	7,014
23 - Winchester Canyon	288	289	1,136	1,136	26.0	25.5	3,342
24x - UCSB Express	906	959	3,353	3,374	78.1	77.6	10,432
25 - Ellwood	135	133	525	521	38.5	39.0	1,528
27 - Isla Vista Shuttle	717	717	1,875	1,932	56.6	55.4	6,775
<i>Subtotal</i>	<i>5,764</i>	<i>5,672</i>	<i>20,095</i>	<i>19,856</i>	<i>53.6</i>	<i>53.5</i>	<i>60,042</i>
Revenue Hours on Other Lines	12,895	12,432	49,614	48,511	36.2	38.2	141,042
Systemwide Revenue Hours	18,659	18,104	69,709	68,367	41.6	43.0	201,084

Source: Santa Barbara Metropolitan Transit District.

### MTD Lines 6 & 11 Weekday Ridership

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

Hour	Oct 2014		Oct 2006		Change <sup>2</sup>	
	Month	Avg. Day	Month	Avg. Day	Month	Avg. Day
Total (Weekday Only)	157,346	6,841	122,567	5,571	34,779	1,270
Peak-Period <sup>1</sup>	64,966	2,825	52,031	2,365	12,935	460

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.

11/19/14

October 2014 ridership on Lines 11, 23, & 25 combined increased over October 2013.