



## September 2012 Monthly Report to UCSB

### MTD Routes Serving UCSB - Ridership

Ridership by Line	Month		Fiscal Year Total		Percent Change		Prior Year
	FY 2013 Sep 2012	FY 2012 Sep 2011	FY 2013 Jul-Sep	FY 2012 Jul-Sep	Current Month	FY To Date	FY 2012 Jul-Jun
<b>Total Riders</b>							
11 - State/Hollister/UCSB	96,597	83,670	271,730	251,577	15.4%	8.0%	1,015,741
15x - SBCC/UCSB Express	44,188	44,295	67,535	73,687	-0.2%	-8.3%	320,667
23 - Winchester Canyon	7,020	19,921	36,627	49,935	-64.8%	-26.7%	247,898
24x - UCSB Express	46,135	47,266	142,711	137,467	-2.4%	3.8%	647,700
25 - Ellwood	4,978	10,401	22,773	27,619	-52.1%	-17.5%	135,667
27 - Isla Vista Shuttle	12,760	16,804	29,605	33,592	-24.1%	-11.9%	275,595
<i>Subtotal</i>	<i>211,678</i>	<i>222,357</i>	<i>570,981</i>	<i>573,877</i>	<i>-4.8%</i>	<i>-0.5%</i>	<i>2,643,268</i>
Total Riders on Other Lines	451,920	483,842	1,286,008	1,380,972	-6.6%	-6.9%	5,305,141
<b>Systemwide Total Riders</b>	<b>663,598</b>	<b>706,199</b>	<b>1,856,989</b>	<b>1,954,849</b>	<b>-6.0%</b>	<b>-5.0%</b>	<b>7,948,409</b>
<b>UCSB Student Riders</b>							
11 - State/Hollister/UCSB	10,758	6,680	19,543	14,687	61.0%	33.1%	95,217
15x - SBCC/UCSB Express	1,694	1,927	3,326	3,427	-12.1%	-2.9%	31,116
23 - Winchester Canyon	436	5,580	5,767	10,905	-92.2%	-47.1%	97,707
24x - UCSB Express	16,001	20,103	38,541	42,597	-20.4%	-9.5%	316,602
25 - Ellwood	362	3,004	3,529	6,385	-87.9%	-44.7%	50,563
27 - Isla Vista Shuttle	7,116	11,361	16,087	20,238	-37.4%	-20.5%	213,699
<i>Subtotal</i>	<i>36,367</i>	<i>48,655</i>	<i>86,793</i>	<i>98,239</i>	<i>-25.3%</i>	<i>-11.7%</i>	<i>804,904</i>
UCSB Students on Other Lines	6,897	7,422	14,558	16,789	-7.1%	-13.3%	80,688
<b>Systemwide UCSB Student Riders</b>	<b>43,264</b>	<b>56,077</b>	<b>101,351</b>	<b>115,028</b>	<b>-22.8%</b>	<b>-11.9%</b>	<b>885,592</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 2013 Sep 2012	FY 2012 Sep 2011	FY 2013 Jul-Sep	FY 2012 Jul-Sep	FY 2013 Sep 2012	FY 2012 Sep 2011	FY 2012 Jul-Jun
11 - State/Hollister/UCSB	2,524	1,943	6,657	5,958	38.3	43.1	23,545
15x - SBCC/UCSB Express	654	730	1,305	1,456	67.6	60.7	6,376
23 - Winchester Canyon	270	572	1,401	1,753	26.0	34.8	6,934
24x - UCSB Express	748	810	2,352	2,377	61.7	58.4	9,999
25 - Ellwood	128	351	816	1,075	38.9	29.6	4,255
27 - Isla Vista Shuttle	429	512	1,197	1,272	29.7	32.8	6,802
<i>Subtotal</i>	<i>4,753</i>	<i>4,918</i>	<i>13,728</i>	<i>13,891</i>	<i>44.5</i>	<i>45.2</i>	<i>57,911</i>
Revenue Hours on Other Lines	11,368	12,069	35,978	38,299	39.8	40.1	145,744
<b>Systemwide Revenue Hours</b>	<b>16,121</b>	<b>16,987</b>	<b>49,706</b>	<b>52,190</b>	<b>41.2</b>	<b>41.6</b>	<b>203,655</b>

Source: Santa Barbara Metropolitan Transit District.

### MTD Lines 6 & 11 Weekday Ridership

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

Hour	Sep 2012		Sep 2006		Change	
	Month	Avg. Day	Month	Avg. Day	Month	Avg. Day
Total (Weekday Only)	114,988	6,052	108,703	5,435	6,285	617
Peak-Period <sup>1</sup>	49,763	2,619	45,743	2,287	4,020	332

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.

10/16/12

Although the total number of UCSB student riders decreased from last September, the average number of student riders per day that UCSB was in session is substantially higher. It is also 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 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.