



November 2012 Monthly Report to UCSB

MTD Routes Serving UCSB - Ridership

Ridership by Line	Month		Fiscal Year Total		Percent Change		Prior Year
	FY 2013 Nov 2012	FY 2012 Nov 2011	FY 2013 Jul-Nov	FY 2012 Jul-Nov	Current Month	FY To Date	FY 2012 Jul-Jun
Total Riders							
11 - State/Hollister/UCSB	108,226	80,962	505,288	426,289	33.7%	18.5%	1,015,741
15x - SBCC/UCSB Express	38,810	37,738	159,343	154,477	2.8%	3.1%	320,667
23 - Winchester Canyon	6,801	22,179	51,761	98,317	-69.3%	-47.4%	247,898
24x - UCSB Express	63,925	58,078	283,569	266,468	10.1%	6.4%	647,700
25 - Ellwood	4,455	11,410	33,033	52,527	-61.0%	-37.1%	135,667
27 - Isla Vista Shuttle	31,439	27,808	96,054	93,196	13.1%	3.1%	275,595
<i>Subtotal</i>	<i>253,656</i>	<i>238,175</i>	<i>1,129,048</i>	<i>1,091,274</i>	<i>6.5%</i>	<i>3.5%</i>	<i>2,643,268</i>
Total Riders on Other Lines	413,190	425,238	2,204,627	2,290,018	-2.8%	-3.7%	5,305,141
Systemwide Total Riders	666,846	663,413	3,333,675	3,381,292	0.5%	-1.4%	7,948,409
UCSB Student Riders							
11 - State/Hollister/UCSB	29,669	10,439	83,140	37,615	184.2%	121.0%	95,217
15x - SBCC/UCSB Express	3,943	3,863	12,898	11,422	2.1%	12.9%	31,116
23 - Winchester Canyon	546	10,607	7,072	33,875	-94.9%	-79.1%	97,707
24x - UCSB Express	37,379	33,693	119,886	117,761	10.9%	1.8%	316,602
25 - Ellwood	630	5,537	5,059	18,296	-88.6%	-72.3%	50,563
27 - Isla Vista Shuttle	25,485	22,299	70,065	68,274	14.3%	2.6%	213,699
<i>Subtotal</i>	<i>97,652</i>	<i>86,438</i>	<i>298,120</i>	<i>287,243</i>	<i>13.0%</i>	<i>3.8%</i>	<i>804,904</i>
UCSB Students on Other Lines	10,515	8,520	37,519	36,025	23.4%	4.1%	80,688
Systemwide UCSB Student Riders	108,167	94,958	335,639	323,268	13.9%	3.8%	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 Nov 2012	FY 2012 Nov 2011	FY 2013 Jul-Nov	FY 2012 Jul-Nov	FY 2013 Nov 2012	FY 2012 Nov 2011	FY 2012 Jul-Jun
11 - State/Hollister/UCSB	2,453	1,857	11,783	9,811	44.1	43.6	23,545
15x - SBCC/UCSB Express	660	684	2,775	2,874	58.8	55.2	6,376
23 - Winchester Canyon	263	547	1,951	2,888	25.9	40.5	6,934
24x - UCSB Express	809	818	4,081	4,084	79.0	71.0	9,999
25 - Ellwood	125	335	1,078	1,772	35.6	34.1	4,255
27 - Isla Vista Shuttle	621	620	2,535	2,570	50.6	44.9	6,802
<i>Subtotal</i>	<i>4,931</i>	<i>4,861</i>	<i>24,203</i>	<i>23,999</i>	<i>51.4</i>	<i>49.0</i>	<i>57,911</i>
Revenue Hours on Other Lines	11,067	11,254	59,401	61,735	37.3	37.8	145,744
Systemwide Revenue Hours	15,998	16,115	83,604	85,734	41.7	41.2	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	Nov 2012		Nov 2006		Change	
	Month	Avg. Day	Month	Avg. Day	Month	Avg. Day
Total (Weekday Only)	127,135	6,691	107,898	5,395	19,237	1,296
Peak-Period ¹	54,174	2,851	46,059	2,303	8,115	548

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.

12/07/12

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.