



**July 2013
Monthly Report to UCSB**

MTD Routes Serving UCSB - Ridership

Ridership by Line	Month		Fiscal Year Total		Percent Change		Prior Year
	FY 2014 Jul 2013	FY 2013 Jul 2012	FY 2014 Jul-Jul	FY 2013 Jul-Jul	Current Month	FY To Date	FY 2013 Jul-Jun
Total Riders							
11 - State/Hollister/UCSB	98,253	83,726	98,253	83,726	17.4%	17.4%	1,226,705
15x - SBCC/UCSB Express	8,550	7,748	8,550	7,748	10.4%	10.4%	350,198
23 - Winchester Canyon	7,923	15,859	7,923	15,859	-50.0%	-50.0%	101,103
24x - UCSB Express	50,875	47,286	50,875	47,286	7.6%	7.6%	704,733
25 - Ellwood	4,266	9,565	4,266	9,565	-55.4%	-55.4%	64,935
27 - Isla Vista Shuttle	8,747	8,519	8,747	8,519	2.7%	2.7%	305,186
<i>Subtotal</i>	<i>178,614</i>	<i>172,703</i>	<i>178,614</i>	<i>172,703</i>	<i>3.4%</i>	<i>3.4%</i>	<i>2,752,860</i>
Total Riders on Other Lines	408,111	409,062	408,111	409,062	-0.2%	-0.2%	5,021,469
Systemwide Total Riders	586,725	581,765	586,725	581,765	0.9%	0.9%	7,774,329
UCSB Student Riders							
11 - State/Hollister/UCSB	7,975	3,831	7,975	3,831	108.2%	108.2%	255,441
15x - SBCC/UCSB Express	680	706	680	706	-3.7%	-3.7%	36,312
23 - Winchester Canyon	186	2,895	186	2,895	-93.6%	-93.6%	11,041
24x - UCSB Express	10,043	11,426	10,043	11,426	-12.1%	-12.1%	339,077
25 - Ellwood	179	1,752	179	1,752	-89.8%	-89.8%	8,300
27 - Isla Vista Shuttle	5,237	4,720	5,237	4,720	11.0%	11.0%	240,602
<i>Subtotal</i>	<i>24,300</i>	<i>25,330</i>	<i>24,300</i>	<i>25,330</i>	<i>-4.1%</i>	<i>-4.1%</i>	<i>890,773</i>
UCSB Students on Other Lines	3,224	3,595	3,224	3,595	-10.3%	-10.3%	89,772
Systemwide UCSB Student Riders	27,524	28,925	27,524	28,925	-4.8%	-4.8%	980,545

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 Jul 2013	FY 2013 Jul 2012	FY 2014 Jul-Jul	FY 2013 Jul-Jul	FY 2014 Jul 2013	FY 2013 Jul 2012	FY 2013 Jul-Jun
11 - State/Hollister/UCSB	2,657	1,997	2,657	1,997	37.0	41.9	29,762
15x - SBCC/UCSB Express	274	258	274	258	31.2	30.0	6,289
23 - Winchester Canyon	286	585	286	585	27.7	27.1	3,882
24x - UCSB Express	782	775	782	775	65.1	61.0	9,907
25 - Ellwood	131	360	131	360	32.6	26.6	1,975
27 - Isla Vista Shuttle	383	377	383	377	22.8	22.6	6,774
<i>Subtotal</i>	<i>4,513</i>	<i>4,352</i>	<i>4,513</i>	<i>4,352</i>	<i>39.6</i>	<i>39.7</i>	<i>58,589</i>
Revenue Hours on Other Lines	12,207	11,979	12,207	11,979	33.4	34.1	140,859
Systemwide Revenue Hours	16,720	16,331	16,720	16,331	35.1	35.6	199,448

Source: Santa Barbara Metropolitan Transit District.

MTD Lines 6 & 11 Weekday Ridership

Current Month Compared to Corresponding Month Prior to Enhanced Service

Hour	Jul 2013		Jul 2006		Change ²	
	Month	Avg. Day	Month	Avg. Day	Month	Avg. Day
Total (Weekday Only)	127,694	5,804	111,662	5,583	16,032	221
Peak-Period ¹	51,490	2,340	43,064	2,153	8,426	187

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.