



## September 2013 Monthly Report to UCSB

### MTD Routes Serving UCSB - Ridership

Ridership by Line	Month		Fiscal Year Total		Percent Change		Prior Year
	FY 2014 Sep 2013	FY 2013 Sep 2012	FY 2014 Jul-Sep	FY 2013 Jul-Sep	Current Month	FY To Date	FY 2013 Jul-Jun
<b>Total Riders</b>							
11 - State/Hollister/UCSB	94,457	96,597	287,634	271,730	-2.2%	5.9%	1,226,705
15x - SBCC/UCSB Express	46,971	44,188	71,457	67,535	6.3%	5.8%	350,198
23 - Winchester Canyon	6,477	7,020	21,086	36,627	-7.7%	-42.4%	101,103
24x - UCSB Express	45,232	46,135	144,082	142,711	-2.0%	1.0%	704,733
25 - Ellwood	4,443	4,978	13,454	22,773	-10.7%	-40.9%	64,935
27 - Isla Vista Shuttle	13,729	12,760	30,542	29,605	7.6%	3.2%	305,186
<i>Subtotal</i>	<i>211,309</i>	<i>211,678</i>	<i>568,255</i>	<i>570,981</i>	<i>-0.2%</i>	<i>-0.5%</i>	<i>2,752,860</i>
Total Riders on Other Lines	440,296	451,920	1,254,283	1,286,008	-2.6%	-2.5%	5,021,469
<b>Systemwide Total Riders</b>	<b>651,605</b>	<b>663,598</b>	<b>1,822,538</b>	<b>1,856,989</b>	<b>-1.8%</b>	<b>-1.9%</b>	<b>7,774,329</b>
<b>UCSB Student Riders</b>							
11 - State/Hollister/UCSB	11,462	10,758	28,182	19,543	6.5%	44.2%	255,441
15x - SBCC/UCSB Express	1,951	1,694	3,457	3,326	15.2%	3.9%	36,312
23 - Winchester Canyon	200	436	568	5,767	-54.1%	-90.2%	11,041
24x - UCSB Express	15,414	16,001	36,524	38,541	-3.7%	-5.2%	339,077
25 - Ellwood	254	362	671	3,529	-29.8%	-81.0%	8,300
27 - Isla Vista Shuttle	8,253	7,116	17,983	16,087	16.0%	11.8%	240,602
<i>Subtotal</i>	<i>37,534</i>	<i>36,367</i>	<i>87,385</i>	<i>86,793</i>	<i>3.2%</i>	<i>0.7%</i>	<i>890,773</i>
UCSB Students on Other Lines	4,183	6,897	10,750	14,325	-39.4%	-25.0%	89,772
<b>Systemwide UCSB Student Riders</b>	<b>41,717</b>	<b>43,264</b>	<b>98,135</b>	<b>101,118</b>	<b>-3.6%</b>	<b>-3.0%</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 Sep 2013	FY 2013 Sep 2012	FY 2014 Jul-Sep	FY 2013 Jul-Sep	FY 2014 Sep 2013	FY 2013 Sep 2012	FY 2013 Jul-Jun
11 - State/Hollister/UCSB	2,544	2,524	7,859	6,657	37.1	38.3	29,762
15x - SBCC/UCSB Express	779	654	1,460	1,305	60.3	67.6	6,289
23 - Winchester Canyon	274	270	846	1,401	23.6	26.0	3,882
24x - UCSB Express	817	748	2,415	2,352	55.4	61.7	9,907
25 - Ellwood	125	128	388	816	35.5	38.9	1,975
27 - Isla Vista Shuttle	449	429	1,215	1,197	30.6	29.7	6,774
<i>Subtotal</i>	<i>4,988</i>	<i>4,753</i>	<i>14,183</i>	<i>13,728</i>	<i>42.4</i>	<i>44.5</i>	<i>58,589</i>
Revenue Hours on Other Lines	11,503	11,319	36,080	35,818	38.3	39.9	140,859
<b>Systemwide Revenue Hours</b>	<b>16,491</b>	<b>16,072</b>	<b>50,263</b>	<b>49,546</b>	<b>39.5</b>	<b>41.3</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	Sep 2013		Sep 2006		Change <sup>2</sup>	
	Month	Avg. Day	Month	Avg. Day	Month	Avg. Day
Total (Weekday Only)	116,630	5,832	108,703	5,435	7,927	396
Peak-Period <sup>1</sup>	49,523	2,476	45,743	2,287	3,780	189

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.

10/17/13

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.