



January 2014 Monthly Report to UCSB

MTD Routes Serving UCSB - Ridership

Ridership by Line	Month		Fiscal Year Total		Percent Change		Prior Year FY 2013 Jul-Jun
	FY 2014 Jan 2014	FY 2013 Jan 2013	FY 2014 Jul-Jan	FY 2013 Jul-Jan	Current Month	FY To Date	
Total Riders							
11 - State/Hollister/UCSB	108,545	106,449	716,562	698,359	2.0%	2.6%	1,226,705
15x - SBCC/UCSB Express	14,436	15,233	196,439	193,028	-5.2%	1.8%	350,198
23 - Winchester Canyon	6,735	7,584	47,766	65,293	-11.2%	-26.8%	101,103
24x - UCSB Express	62,190	65,020	382,694	391,749	-4.4%	-2.3%	704,733
25 - Ellwood	4,638	4,705	32,864	42,101	-1.4%	-21.9%	64,935
27 - Isla Vista Shuttle	33,600	34,362	154,232	148,784	-2.2%	3.7%	305,186
<i>Subtotal</i>	<i>230,144</i>	<i>233,353</i>	<i>1,530,557</i>	<i>1,539,314</i>	<i>-1.4%</i>	<i>-0.6%</i>	<i>2,752,860</i>
Total Riders on Other Lines	392,650	385,519	2,877,713	2,939,529	1.8%	-2.1%	5,021,469
Systemwide Total Riders	622,794	618,872	4,408,270	4,478,843	0.6%	-1.6%	7,774,329
UCSB Student Riders							
11 - State/Hollister/UCSB	28,460	28,384	139,836	128,332	0.3%	9.0%	255,441
15x - SBCC/UCSB Express	2,341	2,735	18,508	17,674	-14.4%	4.7%	36,312
23 - Winchester Canyon	350	672	2,327	8,174	-47.9%	-71.5%	11,041
24x - UCSB Express	33,235	36,213	168,979	177,587	-8.2%	-4.8%	339,077
25 - Ellwood	404	517	2,013	5,997	-21.9%	-66.4%	8,300
27 - Isla Vista Shuttle	28,578	28,783	120,504	112,314	-0.7%	7.3%	240,602
<i>Subtotal</i>	<i>93,368</i>	<i>97,304</i>	<i>452,167</i>	<i>450,078</i>	<i>-4.0%</i>	<i>0.5%</i>	<i>890,773</i>
UCSB Students on Other Lines	7,159	8,040	40,592	52,250	-11.0%	-22.3%	89,772
Systemwide UCSB Student Riders	100,527	105,344	492,759	502,328	-4.6%	-1.9%	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 2013 Jul-Jun
	FY 2014 Jan 2014	FY 2013 Jan 2013	FY 2014 Jul-Jan	FY 2013 Jul-Jan	FY 2014 Jan 2014	FY 2013 Jan 2013	
11 - State/Hollister/UCSB	2,638	2,648	18,140	16,948	41.1	40.2	29,762
15x - SBCC/UCSB Express	381	322	3,824	3,443	37.9	47.3	6,289
23 - Winchester Canyon	285	283	1,957	2,503	23.6	26.8	3,882
24x - UCSB Express	933	861	5,991	5,706	66.7	75.5	9,907
25 - Ellwood	130	134	895	1,339	35.7	35.1	1,975
27 - Isla Vista Shuttle	644	634	3,677	3,664	52.2	54.2	6,774
<i>Subtotal</i>	<i>5,011</i>	<i>4,882</i>	<i>34,484</i>	<i>33,603</i>	<i>45.9</i>	<i>47.8</i>	<i>58,589</i>
Revenue Hours on Other Lines	11,781	11,697	82,255	81,810	33.3	33.0	140,859
Systemwide Revenue Hours	16,792	16,579	116,739	115,413	37.1	37.3	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	Jan 2014		Jan 2007		Change ²	
	Month	Avg. Day	Month	Avg. Day	Month	Avg. Day
Total (Weekday Only)	131,958	6,284	109,224	5,201	22,734	1,083
Peak-Period ¹	56,062	2,670	45,881	2,185	10,181	485

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.

02/11/14