



February 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 Feb 2014 | FY 2013 Feb 2013 | FY 2014 Jul-Feb | FY 2013 Jul-Feb | Current Month | FY To Date | |
| Total Riders | | | | | | | |
| 11 - State/Hollister/UCSB | 104,499 | 106,373 | 821,061 | 804,732 | -1.8% | 2.0% | 1,226,705 |
| 15x - SBCC/UCSB Express | 39,887 | 42,155 | 236,326 | 235,183 | -5.4% | 0.5% | 350,198 |
| 23 - Winchester Canyon | 6,704 | 7,934 | 54,470 | 73,227 | -15.5% | -25.6% | 101,103 |
| 24x - UCSB Express | 60,823 | 65,121 | 443,517 | 456,870 | -6.6% | -2.9% | 704,733 |
| 25 - Ellwood | 4,749 | 4,687 | 37,613 | 46,788 | 1.3% | -19.6% | 64,935 |
| 27 - Isla Vista Shuttle | 34,076 | 36,825 | 188,308 | 185,609 | -7.5% | 1.5% | 305,186 |
| <i>Subtotal</i> | <i>250,738</i> | <i>263,095</i> | <i>1,781,295</i> | <i>1,802,409</i> | <i>-4.7%</i> | <i>-1.2%</i> | <i>2,752,860</i> |
| Total Riders on Other Lines | 391,714 | 407,840 | 3,269,427 | 3,347,369 | -4.0% | -2.3% | 5,021,469 |
| Systemwide Total Riders | 642,452 | 670,935 | 5,050,722 | 5,149,778 | -4.2% | -1.9% | 7,774,329 |
| UCSB Student Riders | | | | | | | |
| 11 - State/Hollister/UCSB | 28,687 | 29,013 | 168,523 | 157,345 | -1.1% | 7.1% | 255,441 |
| 15x - SBCC/UCSB Express | 5,080 | 4,785 | 23,588 | 22,459 | 6.2% | 5.0% | 36,312 |
| 23 - Winchester Canyon | 385 | 847 | 2,712 | 9,021 | -54.5% | -69.9% | 11,041 |
| 24x - UCSB Express | 34,807 | 36,666 | 203,786 | 214,253 | -5.1% | -4.9% | 339,077 |
| 25 - Ellwood | 411 | 549 | 2,424 | 6,546 | -25.1% | -63.0% | 8,300 |
| 27 - Isla Vista Shuttle | 28,712 | 30,456 | 149,216 | 142,770 | -5.7% | 4.5% | 240,602 |
| <i>Subtotal</i> | <i>98,082</i> | <i>102,316</i> | <i>550,249</i> | <i>552,394</i> | <i>-4.1%</i> | <i>-0.4%</i> | <i>890,773</i> |
| UCSB Students on Other Lines | 7,354 | 9,212 | 47,946 | 61,462 | -20.2% | -22.0% | 89,772 |
| Systemwide UCSB Student Riders | 105,436 | 111,528 | 598,195 | 613,856 | -5.5% | -2.6% | 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 Feb 2014 | FY 2013 Feb 2013 | FY 2014 Jul-Feb | FY 2013 Jul-Feb | FY 2014 Feb 2014 | FY 2013 Feb 2013 | |
| 11 - State/Hollister/UCSB | 2,385 | 2,390 | 20,525 | 19,338 | 43.8 | 44.5 | 29,762 |
| 15x - SBCC/UCSB Express | 737 | 642 | 4,561 | 4,085 | 54.1 | 65.7 | 6,289 |
| 23 - Winchester Canyon | 258 | 257 | 2,215 | 2,760 | 26.0 | 30.9 | 3,882 |
| 24x - UCSB Express | 855 | 795 | 6,846 | 6,501 | 71.1 | 81.9 | 9,907 |
| 25 - Ellwood | 118 | 120 | 1,013 | 1,460 | 40.2 | 39.1 | 1,975 |
| 27 - Isla Vista Shuttle | 612 | 612 | 4,289 | 4,276 | 55.7 | 60.2 | 6,774 |
| <i>Subtotal</i> | <i>4,965</i> | <i>4,816</i> | <i>39,449</i> | <i>38,420</i> | <i>50.5</i> | <i>54.6</i> | <i>58,589</i> |
| Revenue Hours on Other Lines | 10,852 | 10,765 | 93,105 | 92,574 | 36.1 | 37.9 | 140,859 |
| Systemwide Revenue Hours | 15,817 | 15,581 | 132,554 | 130,994 | 40.6 | 43.1 | 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 | Feb 2014 | | Feb 2007 | | Change ² | |
|--------------------------|----------|----------|----------|----------|---------------------|----------|
| | Month | Avg. Day | Month | Avg. Day | Month | Avg. Day |
| Total (Weekday Only) | 124,903 | 6,574 | 104,315 | 5,490 | 20,588 | 1,084 |
| Peak-Period ¹ | 51,824 | 2,728 | 43,997 | 2,316 | 7,827 | 412 |

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.

03/13/14