



June 2013 Monthly Report to UCSB

MTD Routes Serving UCSB - Ridership

Ridership by Line	Month		Fiscal Year Total		Percent Change		Prior Year
	FY 2013 Jun 2013	FY 2012 Jun 2012	FY 2013 Jul-Jun	FY 2012 Jul-Jun	Current Month	FY To Date	FY 2012 Jul-Jun
Total Riders							
11 - State/Hollister/UCSB	91,541	80,600	1,226,705	1,015,741	13.6%	20.8%	1,015,741
15x - SBCC/UCSB Express	5,825	6,313	350,198	320,667	-7.7%	9.2%	320,667
23 - Winchester Canyon	5,810	16,888	101,103	247,898	-65.6%	-59.2%	247,898
24x - UCSB Express	49,345	46,212	704,733	647,700	6.8%	8.8%	647,700
25 - Ellwood	3,842	10,751	64,935	135,667	-64.3%	-52.1%	135,667
27 - Isla Vista Shuttle	17,913	18,191	305,186	275,595	-1.5%	10.7%	275,595
<i>Subtotal</i>	<i>174,276</i>	<i>178,955</i>	<i>2,752,860</i>	<i>2,643,268</i>	<i>-2.6%</i>	<i>4.1%</i>	<i>2,643,268</i>
Total Riders on Other Lines	361,892	393,077	5,021,469	5,305,141	-7.9%	-5.3%	5,305,141
Systemwide Total Riders	536,168	572,032	7,774,329	7,948,409	-6.3%	-2.2%	7,948,409
UCSB Student Riders							
11 - State/Hollister/UCSB	14,439	6,619	255,441	95,217	118.1%	168.3%	95,217
15x - SBCC/UCSB Express	871	1,332	36,312	31,116	-34.6%	16.7%	31,116
23 - Winchester Canyon	331	6,408	11,041	97,707	-94.8%	-88.7%	97,707
24x - UCSB Express	19,874	21,335	339,077	316,602	-6.8%	7.1%	316,602
25 - Ellwood	269	3,339	8,300	50,563	-91.9%	-83.6%	50,563
27 - Isla Vista Shuttle	13,594	13,765	240,602	213,699	-1.2%	12.6%	213,699
<i>Subtotal</i>	<i>49,378</i>	<i>52,798</i>	<i>890,773</i>	<i>804,904</i>	<i>-6.5%</i>	<i>10.7%</i>	<i>804,904</i>
UCSB Students on Other Lines	4,559	5,070	89,519	80,317	-10.1%	11.5%	80,688
Systemwide UCSB Student Riders	53,937	57,868	980,292	885,221	-6.8%	10.7%	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 Jun 2013	FY 2012 Jun 2012	FY 2013 Jul-Jun	FY 2012 Jul-Jun	FY 2013 Jun 2013	FY 2012 Jun 2012	FY 2012 Jul-Jun
11 - State/Hollister/UCSB	2,547	1,945	29,762	23,545	35.9	41.4	23,545
15x - SBCC/UCSB Express	248	259	6,289	6,376	23.5	24.4	6,376
23 - Winchester Canyon	274	574	3,882	6,934	21.2	29.4	6,934
24x - UCSB Express	791	818	9,907	9,999	62.4	56.5	9,999
25 - Ellwood	126	352	1,975	4,255	30.5	30.5	4,255
27 - Isla Vista Shuttle	506	526	6,774	6,802	35.4	34.6	6,802
<i>Subtotal</i>	<i>4,492</i>	<i>4,474</i>	<i>58,589</i>	<i>57,911</i>	<i>38.8</i>	<i>40.0</i>	<i>57,911</i>
Revenue Hours on Other Lines	11,798	12,167	140,859	145,744	30.7	32.3	145,744
Systemwide Revenue Hours	16,290	16,641	199,448	203,655	32.9	34.4	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	Jun 2013		Jun 2006		Change ²	
	Month	Avg. Day	Month	Avg. Day	Month	Avg. Day
Total (Weekday Only)	111,982	5,599	117,405	5,337	(5,423)	263
Peak-Period ¹	45,104	2,255	47,740	2,170	(2,636)	85

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.

07/11/13

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.