



March 2014 Monthly Report to UCSB

MTD Routes Serving UCSB - Ridership

Ridership by Line	Month		Fiscal Year Total		Percent Change		Prior Year
	FY 2014 Mar 2014	FY 2013 Mar 2013	FY 2014 Jul-Mar	FY 2013 Jul-Mar	Current Month	FY To Date	FY 2013 Jul-Jun
Total Riders							
11 - State/Hollister/UCSB	104,990	102,897	926,051	907,629	2.0%	2.0%	1,226,705
15x - SBCC/UCSB Express	32,052	31,660	268,378	266,843	1.2%	0.6%	350,198
23 - Winchester Canyon	7,074	6,881	61,544	80,108	2.8%	-23.2%	101,103
24x - UCSB Express	55,069	57,698	498,586	514,568	-4.6%	-3.1%	704,733
25 - Ellwood	5,019	4,342	42,632	51,130	15.6%	-16.6%	64,935
27 - Isla Vista Shuttle	26,341	27,131	214,649	212,740	-2.9%	0.9%	305,186
<i>Subtotal</i>	<i>230,545</i>	<i>230,609</i>	<i>2,011,840</i>	<i>2,033,018</i>	<i>0.0%</i>	<i>-1.0%</i>	<i>2,752,860</i>
Total Riders on Other Lines	403,817	417,307	3,673,244	3,764,676	-3.2%	-2.4%	5,021,469
Systemwide Total Riders	634,362	647,916	5,685,084	5,797,694	-2.1%	-1.9%	7,774,329
UCSB Student Riders							
11 - State/Hollister/UCSB	23,614	23,482	192,137	180,827	0.6%	6.3%	255,441
15x - SBCC/UCSB Express	4,667	3,287	28,255	25,746	42.0%	9.7%	36,312
23 - Winchester Canyon	378	514	3,090	9,535	-26.5%	-67.6%	11,041
24x - UCSB Express	27,190	29,067	230,976	243,320	-6.5%	-5.1%	339,077
25 - Ellwood	333	461	2,757	7,007	-27.8%	-60.7%	8,300
27 - Isla Vista Shuttle	20,944	22,058	170,160	164,828	-5.1%	3.2%	240,602
<i>Subtotal</i>	<i>77,126</i>	<i>78,869</i>	<i>627,375</i>	<i>631,263</i>	<i>-2.2%</i>	<i>-0.6%</i>	<i>890,773</i>
UCSB Students on Other Lines	6,587	7,153	54,533	68,615	-7.9%	-20.5%	89,772
Systemwide UCSB Student Riders	83,713	86,022	681,908	699,878	-2.7%	-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 2014 Mar 2014	FY 2013 Mar 2013	FY 2014 Jul-Mar	FY 2013 Jul-Mar	FY 2014 Mar 2014	FY 2013 Mar 2013	FY 2013 Jul-Jun
11 - State/Hollister/UCSB	2,639	2,638	23,163	21,976	39.8	39.0	29,762
15x - SBCC/UCSB Express	626	537	5,187	4,622	51.2	59.0	6,289
23 - Winchester Canyon	285	284	2,500	3,044	24.8	24.2	3,882
24x - UCSB Express	908	850	7,753	7,351	60.6	67.9	9,907
25 - Ellwood	130	130	1,143	1,590	38.6	33.4	1,975
27 - Isla Vista Shuttle	606	606	4,895	4,882	43.5	44.8	6,774
<i>Subtotal</i>	<i>5,194</i>	<i>5,045</i>	<i>44,641</i>	<i>43,465</i>	<i>44.4</i>	<i>45.7</i>	<i>58,589</i>
Revenue Hours on Other Lines	11,937	11,828	105,041	104,397	33.8	35.3	140,859
Systemwide Revenue Hours	17,131	16,873	149,682	147,862	37.0	38.4	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	Mar 2014		Mar 2006		Change ²	
	Month	Avg. Day	Month	Avg. Day	Month	Avg. Day
Total (Weekday Only)	126,949	6,045	113,312	4,927	13,637	1,119
Peak-Period ¹	51,683	2,461	46,356	2,015	5,327	446

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.

04/08/14

UCSB student ridership on Lines 11, 23, & 25 combined exhibits a slight increase year-to-date from FY 2013 to FY 2014.