



## October 2010 Monthly Report to UCSB

### MTD Routes Serving UCSB - Ridership

Ridership by Line	Month		Fiscal Year To Date		Percent Change		Prior Year FY 2010 Jul-Jun
	FY 2011 Oct 2010	FY 2010 Oct 2009	FY 2011 Jul-Oct	FY 2010 Jul-Oct	Current Month	FY To Date	
<b>Total Riders</b>							
11 - State/Hollister/UCSB	85,462	97,395	318,129	348,073	-12.3%	-8.6%	975,287
15x - SBCC/UCSB Express	31,978	33,548	87,659	86,215	-4.7%	1.7%	248,264
23 - Winchester Canyon	22,818	25,325	63,673	74,309	-9.9%	-14.3%	231,651
24x - UCSB Express	60,574	65,095	178,167	179,115	-6.9%	-0.5%	573,723
25 - Ellwood	12,794	14,251	35,691	40,626	-10.2%	-12.1%	120,616
27 - Isla Vista Shuttle	35,777	32,684	81,221	47,687	9.5%	70.3%	261,146
<i>Subtotal</i>	<i>249,403</i>	<i>268,298</i>	<i>764,540</i>	<i>776,025</i>	<i>-7.0%</i>	<i>-1.5%</i>	<i>2,410,687</i>
Total Riders on Other Lines	474,753	545,907	1,847,317	2,060,935	-13.0%	-10.4%	5,552,429
Systemwide Total Riders	724,156	814,205	2,611,857	2,836,960	-11.1%	-7.9%	7,963,116
<b>UCSB Student Riders</b>							
11 - State/Hollister/UCSB	11,804	15,100	25,382	28,317	-21.8%	-10.4%	100,372
15x - SBCC/UCSB Express	3,973	4,091	7,797	7,899	-2.9%	-1.3%	28,503
23 - Winchester Canyon	10,701	10,319	18,061	18,008	3.7%	0.3%	84,116
24x - UCSB Express	35,251	39,371	67,304	69,140	-10.5%	-2.7%	291,033
25 - Ellwood	5,789	6,282	10,652	10,837	-7.8%	-1.7%	44,468
27 - Isla Vista Shuttle	29,635	25,897	56,008	33,672	14.4%	66.3%	206,273
<i>Subtotal</i>	<i>97,153</i>	<i>101,060</i>	<i>185,204</i>	<i>167,873</i>	<i>-3.9%</i>	<i>10.3%</i>	<i>754,765</i>
UCSB Students on Other Lines	8,392	14,943	21,570	34,536	-43.8%	-37.5%	89,010
Systemwide UCSB Student Riders	105,545	116,003	206,774	202,409	-9.0%	2.2%	843,775

Source: Santa Barbara Metropolitan Transit District.

### MTD Routes Serving UCSB - Revenue Hours & Total Riders per Revenue Hour

Revenue Hours by Line	Month		Fiscal Year To Date		Riders per Hour		Prior Year FY 2010 Jul-Jun
	FY 2011 Oct 2010	FY 2010 Oct 2009	FY 2011 Jul-Oct	FY 2010 Jul-Oct	FY 2011 Oct 2010	FY 2010 Oct 2009	
11 - State/Hollister/UCSB	1,997	2,043	8,009	8,079	42.8	47.7	23,741
15x - SBCC/UCSB Express	682	718	2,056	2,052	46.9	46.7	6,415
23 - Winchester Canyon	595	628	2,450	2,470	38.3	40.3	7,269
24x - UCSB Express	911	942	3,309	3,402	66.5	69.1	10,225
25 - Ellwood	363	341	1,362	1,347	35.2	41.8	3,968
27 - Isla Vista Shuttle	676	630	2,468	1,460	52.9	51.9	6,678
<i>Subtotal</i>	<i>5,224</i>	<i>5,302</i>	<i>19,654</i>	<i>18,810</i>	<i>47.7</i>	<i>50.6</i>	<i>58,296</i>
Revenue Hours on Other Lines	12,881	13,241	52,398	52,863	36.9	41.2	153,193
Systemwide Revenue Hours	18,105	18,543	72,052	71,673	40.0	43.9	211,489

Source: Santa Barbara Metropolitan Transit District.

### MTD Lines 6 & 11 Weekday Ridership

#### Current Month Compared to Corresponding Month Prior to Enhanced Service

Hour	Oct 2010		Oct 2006		Change	
	Month	Avg. Day	Month	Avg. Day	Month	Avg. Day
Total (Weekday Only)	115,057	5,479	122,567	5,571	(7,510)	(92)
Peak-Period <sup>1</sup>	50,950	2,426	52,031	2,365	(1,081)	61

Note 1: Peak period includes weekday service from 7:00 - 9:00 A.M. and 3:00 - 6:00 P.M.

Source: Santa Barbara Metropolitan Transit District.