



## March 2011 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 Mar 2011	FY 2010 Mar 2010	FY 2011 Jul-Mar	FY 2010 Jul-Mar	Current Month	FY To Date	
<b>Total Riders</b>							
11 - State/Hollister/UCSB	83,437	81,267	698,004	740,788	2.7%	-5.8%	975,287
15x - SBCC/UCSB Express	30,179	29,611	201,720	193,980	1.9%	4.0%	248,264
23 - Winchester Canyon	22,245	20,263	163,430	173,442	9.8%	-5.8%	231,651
24x - UCSB Express	51,568	49,625	422,193	418,648	3.9%	0.8%	573,723
25 - Ellwood	11,214	9,613	89,848	90,426	16.7%	-0.6%	120,616
27 - Isla Vista Shuttle	26,699	28,910	215,707	177,179	-7.6%	21.7%	261,146
<i>Subtotal</i>	<i>225,342</i>	<i>219,289</i>	<i>1,790,902</i>	<i>1,794,463</i>	<i>2.8%</i>	<i>-0.2%</i>	<i>2,410,687</i>
Total Riders on Other Lines	458,141	477,855	3,935,035	4,228,312	-4.1%	-6.9%	5,552,429
Systemwide Total Riders	683,483	697,144	5,725,937	6,022,775	-2.0%	-4.9%	7,963,116
<b>UCSB Student Riders</b>							
11 - State/Hollister/UCSB	8,541	7,885	68,412	76,957	8.3%	-11.1%	100,372
15x - SBCC/UCSB Express	2,849	2,787	20,664	20,496	2.2%	0.8%	28,503
23 - Winchester Canyon	9,573	8,210	62,671	59,417	16.6%	5.5%	84,116
24x - UCSB Express	27,949	27,585	204,780	208,365	1.3%	-1.7%	291,033
25 - Ellwood	4,532	3,904	33,812	32,090	16.1%	5.4%	44,468
27 - Isla Vista Shuttle	21,072	23,612	164,513	138,822	-10.8%	18.5%	206,273
<i>Subtotal</i>	<i>74,516</i>	<i>73,983</i>	<i>554,852</i>	<i>536,147</i>	<i>0.7%</i>	<i>3.5%</i>	<i>754,765</i>
UCSB Students on Other Lines	6,009	5,976	53,704	70,835	0.6%	-24.2%	89,010
Systemwide UCSB Student Riders	80,525	79,959	608,556	606,982	0.7%	0.3%	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 Mar 2011	FY 2010 Mar 2010	FY 2011 Jul-Mar	FY 2010 Jul-Mar	FY 2011 Mar 2011	FY 2010 Mar 2010	
11 - State/Hollister/UCSB	2,030	2,054	17,620	17,776	41.1	39.6	23,741
15x - SBCC/UCSB Express	672	726	4,604	4,797	44.9	40.8	6,415
23 - Winchester Canyon	608	632	5,318	5,441	36.6	32.1	7,269
24x - UCSB Express	907	917	7,533	7,637	56.9	54.1	10,225
25 - Ellwood	367	342	3,103	2,972	30.6	28.1	3,968
27 - Isla Vista Shuttle	645	717	5,473	4,647	41.4	40.3	6,678
<i>Subtotal</i>	<i>5,229</i>	<i>5,388</i>	<i>43,651</i>	<i>43,270</i>	<i>43.1</i>	<i>40.7</i>	<i>58,296</i>
Revenue Hours on Other Lines	13,327	13,374	114,095	114,521	34.4	35.7	153,193
Systemwide Revenue Hours	18,556	18,762	157,746	157,791	36.8	37.2	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	Mar 2011		Mar 2007		Change	
	Month	Avg. Day	Month	Avg. Day	Month	Avg. Day
Total (Weekday Only)	119,109	5,179	113,312	4,927	5,797	252
Peak-Period <sup>1</sup>	49,644	2,158	46,356	2,015	3,288	143

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.

04/11/11