



**April 2013
Monthly Report to UCSB**

MTD Routes Serving UCSB - Ridership

Ridership by Line	Month		Fiscal Year Total		Percent Change		Prior Year
	FY 2013 Apr 2013	FY 2012 Apr 2012	FY 2013 Jul-Apr	FY 2012 Jul-Apr	Current Month	FY To Date	FY 2012 Jul-Jun
Total Riders							
11 - State/Hollister/UCSB	114,067	86,820	1,021,696	844,666	31.4%	21.0%	1,015,741
15x - SBCC/UCSB Express	43,923	36,784	310,766	290,859	19.4%	6.8%	320,667
23 - Winchester Canyon	7,475	25,097	87,583	205,914	-70.2%	-57.5%	247,898
24x - UCSB Express	70,720	62,258	585,288	539,355	13.6%	8.5%	647,700
25 - Ellwood	4,981	12,769	56,111	111,367	-61.0%	-49.6%	135,667
27 - Isla Vista Shuttle	38,311	33,667	251,051	223,803	13.8%	12.2%	275,595
<i>Subtotal</i>	<i>279,477</i>	<i>257,395</i>	<i>2,312,495</i>	<i>2,215,964</i>	<i>8.6%</i>	<i>4.4%</i>	<i>2,643,268</i>
Total Riders on Other Lines	448,694	461,782	4,213,370	4,447,533	-2.8%	-5.3%	5,305,141
Systemwide Total Riders	728,171	719,177	6,525,865	6,663,497	1.3%	-2.1%	7,948,409
UCSB Student Riders							
11 - State/Hollister/UCSB	30,702	9,590	211,529	78,812	220.1%	168.4%	95,217
15x - SBCC/UCSB Express	5,167	4,752	30,913	26,578	8.7%	16.3%	31,116
23 - Winchester Canyon	594	11,357	10,129	79,927	-94.8%	-87.3%	97,707
24x - UCSB Express	37,807	34,486	281,127	261,007	9.6%	7.7%	316,602
25 - Ellwood	511	5,399	7,518	41,842	-90.5%	-82.0%	50,563
27 - Isla Vista Shuttle	31,869	27,739	196,697	172,449	14.9%	14.1%	213,699
<i>Subtotal</i>	<i>106,650</i>	<i>93,323</i>	<i>737,913</i>	<i>660,615</i>	<i>14.3%</i>	<i>11.7%</i>	<i>804,904</i>
UCSB Students on Other Lines	8,190	7,868	76,859	69,195	4.1%	11.1%	80,688
Systemwide UCSB Student Riders	114,840	101,191	814,772	729,810	13.5%	11.6%	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 Apr 2013	FY 2012 Apr 2012	FY 2013 Jul-Apr	FY 2012 Jul-Apr	FY 2013 Apr 2013	FY 2012 Apr 2012	FY 2012 Jul-Jun
11 - State/Hollister/UCSB	2,584	1,943	24,560	19,587	44.1	44.7	23,545
15x - SBCC/UCSB Express	759	726	5,381	5,538	57.9	50.7	6,376
23 - Winchester Canyon	278	571	3,322	5,767	26.9	44.0	6,934
24x - UCSB Express	876	860	8,228	8,287	80.7	72.4	9,999
25 - Ellwood	128	351	1,718	3,539	38.9	36.4	4,255
27 - Isla Vista Shuttle	689	668	5,571	5,579	55.6	50.4	6,802
<i>Subtotal</i>	<i>5,314</i>	<i>5,119</i>	<i>48,780</i>	<i>48,297</i>	<i>52.6</i>	<i>50.3</i>	<i>57,911</i>
Revenue Hours on Other Lines	12,011	11,918	116,717	121,143	37.4	38.7	145,744
Systemwide Revenue Hours	17,325	17,037	165,497	169,440	42.0	42.2	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	Apr 2013		Apr 2006		Change	
	Month	Avg. Day	Month	Avg. Day	Month	Avg. Day
Total (Weekday Only)	141,708	6,441	99,830	4,992	41,878	1,450
Peak-Period ¹	58,889	2,677	40,818	2,041	18,071	636

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.

05/13/13

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.