



System Ridership Report: August 2009

Ridership for August 2009 was down 10% from August 2008. The economy is almost certainly affecting ridership patterns and causing people to think twice about making discretionary trips. In the summer of 2008, gas prices were at their highest and the dollar was at its lowest against European currencies in particular. So, in addition to more locals choosing the bus as a gas-saving measure, there were a great many European visitors using MTD's system last summer and driving ridership figures up. August 2009 ridership was also slightly down versus August 2007 as is YTD ridership for FY2010 vs. FY2008. The cool weather this year (3.9° cooler than 'normal' in August) could also be tempering tourism.

Table A: Ridership Trends by Fare Component

Fare Categories	Month			Fiscal Year to Date		
	Aug 09	Aug 08	%Change	Jul 09 - Aug 09	Jul 08 - Aug 08	%Change
General Fare	133,398	212,708	-37.3%	264,240	427,200	-38.1%
Transfers	74,887	90,477	-17.2%	148,531	182,366	-18.6%
Full Fare Prepaid (1)	158,299	116,832	35.5%	316,749	243,801	29.9%
Santa Barbara City College	43,033	40,098	7.3%	90,855	88,471	2.7%
Senior & Disabled Prepaid (2)	53,885	48,564	11.0%	109,122	98,125	11.2%
Shuttle (DWE, Commuter & Seaside)	67,606	77,051	-12.3%	143,144	151,369	-5.4%
UC Santa Barbara	24,009	25,386	-5.4%	44,142	51,955	-15.0%
Student Prepaid (3)	26,911	29,148	-7.7%	53,565	60,596	-11.6%
Free	30,420	38,267	-20.5%	61,091	74,123	-17.6%
My Ride	9,280	9,029	2.8%	19,235	18,632	3.2%
Senior	9,446	13,247	-28.7%	19,242	26,307	-26.9%
Persons with Disabilities	4,174	5,707	-26.9%	8,206	10,855	-24.4%
Tokens	2,586	2,999	-13.8%	5,317	6,205	-14.3%
Total	637,934	709,513	-10.1%	1,283,439	1,440,005	-10.9%

(1) Includes adult 10-Ride and Unlimited 30-Day Passport use.

(2) Includes seniors' and persons with disabilities' 10-Ride and Unlimited 30-Day Passport use.

(3) Includes student 10-Ride and Unlimited 30-Day Passport use.

Source: MTD Passdat Program, MTD Transit Development Department, Planning Section

Table B: Revenue Hours and Revenue Miles

Metrics	Month			Fiscal Year to Date		
	Aug 09	Aug 08	%Change	Jul 09 - Aug 09	Jul 08 - Aug 08	%Change
Passengers	637,934	709,513	-10.1%	1,283,439	1,440,005	-10.9%
Revenue Hours	17,547	17,441	0.6%	35,252	34,891	1.0%
Passengers per Rev Hour	36.36	40.68	-10.6%	36.41	41.27	-11.8%
Miles	217,238	215,221	0.9%	435,786	427,445	2.0%
Passengers per Mile	2.94	3.30	-10.9%	2.95	3.37	-12.6%

Source: MTD Passdat Program, MTD Transit Development Department, Planning Section

Table C: August 2009 System Ridership

LINE	Month			Fiscal Year to Date		
	Aug 09	Aug 08	%Change	Jul 09 - Aug 09	Jul 08 - Aug 08	%Change
1 Westside	41,996	48,553	-13.5%	81,070	98,252	-17.5%
2 Eastside	59,161	65,539	-9.7%	119,065	132,746	-10.3%
3 Oak Park	27,715	29,824	-7.1%	55,955	61,325	-8.8%
4 Mesa/SBCC	11,645	10,705	8.8%	23,603	24,793	-4.8%
5 Mesa / La Cumbre	15,475	19,762	-21.7%	32,791	39,467	-16.9%
6 Goleta	68,618	73,438	-6.6%	136,478	146,683	-7.0%
7 Calle Real / Fairview	3,020	-	100.0%	3,020	-	100.0%
8 Calle Real / Turnpike	20,804	29,349	-29.1%	46,804	64,744	-27.7%
9 Calle Real / Old Town Shuttle	9,077	7,298	24.4%	18,934	13,790	37.3%
10 Cathedral Oaks	3,488	3,047	14.5%	6,823	5,842	16.8%
11 UCSB	81,454	97,394	-16.4%	165,140	201,545	-18.1%
12x Goleta Express	25,932	28,878	-10.2%	54,563	59,203	-7.8%
14 Montecito	11,562	12,354	-6.4%	23,243	25,235	-7.9%
15x SBCC / UCSB Express	12,305	7,684	60.1%	18,370	7,684	139.1%
16 City College Shuttle	6,927	4,701	47.4%	7,793	5,401	44.3%
17 Westside / SBCC	19,723	21,756	-9.3%	41,183	47,974	-14.2%
20 Carpinteria	34,789	40,261	-13.6%	69,990	81,044	-13.6%
21x Carpinteria Express	11,077	11,849	-6.5%	24,586	24,429	0.6%
22 Old Mission	2,574	2,982	-13.7%	5,385	6,239	-13.7%
23 Winchester Canyon	15,100	19,025	-20.6%	32,061	40,257	-20.4%
24x UCSB Express	34,657	44,616	-22.3%	74,518	99,342	-25.0%
25 Ellwood	8,030	10,805	-25.7%	17,123	22,289	-23.2%
27 Isla Vista Shuttle	1,961	-	100.0%	1,961	-	100.0%
36 Seaside Shuttle	8,974	9,410	-4.6%	18,513	19,227	-3.7%
37 Crosstown Shuttle	13,291	12,776	4.0%	28,243	25,654	10.1%
Booster Services	12,032	6,935	73.5%	15,630	9,798	59.5%
System Subtotal	561,387	618,941	-9.3%	1,122,845	1,262,963	-11.1%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	53,967	61,024	-11.6%	114,742	120,553	-4.8%
31 East Beach Waterfront Shuttle	12,149	15,354	-20.9%	24,985	28,395	-12.0%
32 West Beach Waterfront Shuttle	5,433	5,760	-5.7%	10,599	11,077	-4.3%
33 Wharf Woody	-	1,799	-100.0%	-	2,574	-100.0%
Commuter Lot Shuttle						
50 Carillo Commuter Lot Shuttle	1,609	1,641	-2.0%	3,355	3,425	-2.0%
Valley Express/Clean Air Express						
82 Goleta, Raytheon	775	1,162	-33.3%	1,539	2,436	-36.8%
83 UCSB, County Health, Cottage Hospital	621	920	-32.5%	1,314	2,004	-34.4%
84 La Cumbre, Cottage Hosp, Downtown, SBCC	669	1,064	-37.1%	1,468	2,500	-41.3%
85 Clean Air Express	1,227	1,848	-33.6%	2,445	3,831	-36.2%
Unknown	97	-	100.0%	147	247	-40.5%
System Total	637,934	709,513	-10.1%	1,283,439	1,440,005	-10.9%

Related Routes						
20, 21x Carpinteria	45,866	52,110	-12.0%	94,576	105,473	-10.3%
1, 2, 37 East/West & Crosstown	114,448	126,868	-9.8%	228,378	256,652	-11.0%
4, 5, 15x, 16, 17 Mesa Lines	66,075	64,608	2.3%	123,740	125,319	-1.3%
7, 8, 9 Calle Real	29,881	36,647	-18.5%	65,738	78,534	-16.3%
6, 11 State/Hollister	150,072	170,832	-12.2%	301,618	348,228	-13.4%
82, 83, 84 Valley Express	2,065	3,146	-34.4%	4,321	6,940	-37.7%

Source: MTD Passdat Program, MTD Transit Development Department, Planning Section

Table C Notes: Period over period comparison exceptions. System changes and enhancements occur throughout the year. These affect the quality of conclusions drawn when comparing ridership period over period for those lines that are modified.

Table D: August 2009 – ‘Too Full To Board’ Loads Indicated

Passengers were refused service because a vehicle was too full to safely board additional riders.

LINE	Month			Fiscal Year to Date		
	Aug 09	Aug 08	%Change	Jul 09 - Aug 09	Jul 08 - Aug 08	%Change
1 Westside	1	4	-75.0%	1	5	-80.0%
2 Eastside	3	11	-72.7%	4	19	-78.9%
3 Oak Park	-	3	-100.0%	-	5	-100.0%
4 Mesa/SBCC	3	1	200.0%	7	7	0.0%
5 Mesa / La Cumbre	4	16	-75.0%	11	24	-54.2%
6 Goleta	35	71	-50.7%	60	127	-52.8%
7 Calle Real / Fairview	-	-	0.0%	-	-	0.0%
8 Calle Real / Turnpike	-	3	-100.0%	-	6	-100.0%
9 Calle Real / Old Town Shuttle	-	1	-100.0%	-	2	-100.0%
10 Cathedral Oaks	-	3	-100.0%	-	3	-100.0%
11 UCSB	21	70	-70.0%	44	213	-79.3%
12x Goleta Express	4	5	-20.0%	17	32	-46.9%
14 Montecito	3	10	-70.0%	3	17	-82.4%
15x SBCC / UCSB Express	42	49	-14.3%	44	49	-10.2%
16 City College Shuttle	15	24	-37.5%	19	24	-20.8%
17 Westside / SBCC	14	20	-30.0%	32	60	-46.7%
20 Carpinteria	10	7	42.9%	11	12	-8.3%
21x Carpinteria Express	4	-	100.0%	8	-	100.0%
22 Old Mission	-	1	-100.0%	-	2	-100.0%
23 Winchester Canyon	1	-	100.0%	7	4	75.0%
24x UCSB Express	11	25	-56.0%	28	191	-85.3%
25 Ellwood	1	-	100.0%	2	-	100.0%
27 UCSB Shuttle	2	-	100.0%	2	-	100.0%
36 Seaside Shuttle	1	5	-80.0%	2	7	-71.4%
37 Crosstown Shuttle	1	4	-75.0%	3	5	-40.0%
System Subtotal	176	333	-47.1%	305	814	-62.5%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	279	541	-48.4%	735	995	-26.1%
31 East Beach Waterfront Shuttle	19	42	-54.8%	32	77	-58.4%
32 West Beach Waterfront Shuttle	1	2	-50.0%	1	4	-75.0%
33 Wharf Woody	-	-	0.0%	-	-	0.0%
Commuter Lot Shuttle						
50 Carillo Commuter Lot Shuttle	-	-	0.0%	-	-	0.0%
Valley Express/Clean Air Express						
82 Goleta, Raytheon	-	-	0.0%	-	-	0.0%
83 UCSB, County Health, Cottage Hospital	-	-	0.0%	-	-	0.0%
84 La Cumbre, Cottage Hosp, Downtown, SBCC	-	-	0.0%	-	-	0.0%
85 Clean Air Express	-	-	0.0%	-	-	0.0%
Unknown	-	-	0.0%	2	8	-75.0%
System Total	475	918	-48.3%	1,075	1,898	-43.4%

Source: GFI Genfare, MTD Transit Development Department, Planning Section

Table E: August 2009 – ‘At Capacity’ Loads Indicated

Classified as a 30 foot vehicle with 10 or more standees, or a 40 foot vehicle with 20 or more standees.

LINE	Month			Fiscal Year to Date		
	Aug 09	Aug 08	%Change	Jul 09 - Aug 09	Jul 08 - Aug 08	%Change
1 Westside	3	17	-82.4%	6	38	-84.2%
2 Eastside	15	33	-54.5%	24	56	-57.1%
3 Oak Park	3	3	0.0%	7	7	0.0%
4 Mesa/SBCC	-	3	-100.0%	5	13	-61.5%
5 Mesa / La Cumbre	5	12	-58.3%	11	31	-64.5%
6 Goleta	33	77	-57.1%	60	141	-57.4%
7 Calle Real / Fairview	-	-	0.0%	-	-	0.0%
8 Calle Real / Turnpike	1	-	100.0%	7	5	40.0%
9 Calle Real / Old Town Shuttle	1	1	0.0%	1	1	0.0%
10 Cathedral Oaks	-	-	0.0%	-	1	-100.0%
11 UCSB	17	88	-80.7%	61	194	-68.6%
12x Goleta Express	15	11	36.4%	24	27	-11.1%
14 Montecito	3	9	-66.7%	4	24	-83.3%
15x SBCC / UCSB Express	29	46	-37.0%	30	46	-34.8%
16 City College Shuttle	5	21	-76.2%	5	21	-76.2%
17 Westside / SBCC	3	5	-40.0%	10	10	0.0%
20 Carpinteria	6	17	-64.7%	8	31	-74.2%
21x Carpinteria Express	6	1	500.0%	9	2	350.0%
22 Old Mission	-	-	0.0%	-	1	-100.0%
23 Winchester Canyon	-	1	-100.0%	-	4	-100.0%
24x UCSB Express	17	62	-72.6%	46	195	-76.4%
25 Ellwood	3	-	100.0%	16	4	300.0%
27 UCSB Shuttle	5	-	100.0%	5	-	100.0%
36 Seaside Shuttle	2	12	-83.3%	2	16	-87.5%
37 Crosstown Shuttle	-	1	-100.0%	-	1	-100.0%
System Subtotal	172	420	-59.0%	341	869	-60.8%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	160	215	-25.6%	384	451	-14.9%
31 East Beach Waterfront Shuttle	7	7	0.0%	16	10	60.0%
32 West Beach Waterfront Shuttle	-	2	-100.0%	-	4	-100.0%
33 Wharf Woody	-	-	0.0%	-	1	-100.0%
Commuter Lot Shuttle						
50 Carillo Commuter Lot Shuttle	-	-	0.0%	-	-	0.0%
Valley Express/Clean Air Express						
82 Goleta, Raytheon	-	-	0.0%	-	-	0.0%
83 UCSB, County Health, Cottage Hospital	-	-	0.0%	-	-	0.0%
84 La Cumbre, Cottage Hosp, Downtown, SBCC	-	-	0.0%	-	-	0.0%
85 Clean Air Express	-	1	-100.0%	-	1	-100.0%
Unknown	-	-	0.0%	-	-	0.0%
System Total	339	645	-47.4%	741	1,336	-44.5%

Source: GFI Genfare, MTD Transit Development Department, Planning Section

Table F: August 2009 – Bicycles Carried

LINE	Month			Fiscal Year to Date		
	Aug 09	Aug 08	%Change	Jul 09 - Aug 09	Jul 08 - Aug 08	%Change
1 Westside	253	363	-30.3%	479	743	-35.5%
2 Eastside	593	717	-17.3%	1,222	1,474	-17.1%
3 Oak Park	292	408	-28.4%	527	806	-34.6%
4 Mesa/SBCC	185	129	43.4%	389	292	33.2%
5 Mesa / La Cumbre	341	393	-13.2%	673	808	-16.7%
6 Goleta	1,625	1,577	3.0%	3,260	3,076	6.0%
7 Calle Real / Fairview	59	-	100.0%	60	-	100.0%
8 Calle Real / Turnpike	451	491	-8.1%	978	1,084	-9.8%
9 Calle Real / Old Town Shuttle	45	98	-54.1%	81	170	-52.4%
10 Cathedral Oaks	36	44	-18.2%	90	90	0.0%
11 UCSB	1,905	2,259	-15.7%	3,746	4,745	-21.1%
12x Goleta Express	666	846	-21.3%	1,353	1,755	-22.9%
14 Montecito	170	321	-47.0%	433	626	-30.8%
15x SBCC / UCSB Express	192	86	123.3%	395	86	359.3%
16 City College Shuttle	38	26	46.2%	44	28	57.1%
17 Westside / SBCC	136	109	24.8%	249	202	23.3%
20 Carpinteria	797	954	-16.5%	1,685	1,928	-12.6%
21x Carpinteria Express	380	327	16.2%	910	595	52.9%
22 Old Mission	65	81	-19.8%	98	168	-41.7%
23 Winchester Canyon	215	245	-12.2%	420	549	-23.5%
24x UCSB Express	1,035	1,109	-6.7%	2,119	2,202	-3.8%
25 Ellwood	116	182	-36.3%	257	387	-33.6%
27 UCSB Shuttle	34	-	100.0%	34	-	100.0%
36 Seaside Shuttle	-	-	0.0%	-	-	0.0%
37 Crosstown Shuttle	-	-	0.0%	-	-	0.0%
System Subtotal	9,629	10,765	-10.6%	19,502	21,814	-10.6%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	-	-	0.0%	-	-	0.0%
31 East Beach Waterfront Shuttle	-	-	0.0%	-	-	0.0%
32 West Beach Waterfront Shuttle	-	-	0.0%	-	-	0.0%
33 Wharf Woody	-	-	0.0%	-	-	0.0%
Commuter Lot Shuttle						
50 Carillo Commuter Lot Shuttle	-	-	0.0%	-	-	0.0%
Valley Express/Clean Air Express						
82 Goleta, Raytheon	9	10	-10.0%	11	11	0.0%
83 UCSB, County Health, Cottage Hospital	13	76	-82.9%	46	152	-69.7%
84 La Cumbre, Cottage Hosp, Downtown, SBCC	2	3	-33.3%	6	28	-78.6%
85 Clean Air Express	22	18	22.2%	67	47	42.6%
Unknown	20	3	566.7%	26	12	116.7%
System Total	9,695	10,875	-10.9%	19,658	22,064	-10.9%

Source: GFI Genfare, MTD Transit Development Department, Planning Section

Table G: August 2009 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date		
	Aug 09	Aug 08	%Change	Jul 09 - Aug 09	Jul 08 - Aug 08	%Change
1 Westside	162	205	-21.0%	307	372	-17.5%
2 Eastside	222	232	-4.3%	389	454	-14.3%
3 Oak Park	97	100	-3.0%	230	161	42.9%
4 Mesa/SBCC	12	19	-36.8%	30	39	-23.1%
5 Mesa / La Cumbre	76	75	1.3%	143	160	-10.6%
6 Goleta	235	297	-20.9%	494	537	-8.0%
7 Calle Real / Fairview	29	-	100.0%	29	-	100.0%
8 Calle Real / Turnpike	57	218	-73.9%	155	390	-60.3%
9 Calle Real / Old Town Shuttle	146	134	9.0%	307	264	16.3%
10 Cathedral Oaks	1	2	-50.0%	2	3	-33.3%
11 UCSB	187	313	-40.3%	430	643	-33.1%
12x Goleta Express	92	100	-8.0%	204	196	4.1%
14 Montecito	20	29	-31.0%	46	54	-14.8%
15x SBCC / UCSB Express	2	17	-88.2%	2	17	-88.2%
16 City College Shuttle	7	12	-41.7%	10	12	-16.7%
17 Westside / SBCC	44	25	76.0%	59	53	11.3%
20 Carpinteria	78	130	-40.0%	201	274	-26.6%
21x Carpinteria Express	32	35	-8.6%	91	64	42.2%
22 Old Mission	1	5	-80.0%	1	7	-85.7%
23 Winchester Canyon	13	25	-48.0%	35	41	-14.6%
24x UCSB Express	18	50	-64.0%	61	90	-32.2%
25 Ellwood	9	14	-35.7%	15	24	-37.5%
27 UCSB Shuttle	-	-	0.0%	-	-	0.0%
36 Seaside Shuttle	3	1	200.0%	3	3	0.0%
37 Crosstown Shuttle	28	18	55.6%	54	29	86.2%
System Subtotal	1,571	2,056	-23.6%	3,298	3,887	-15.2%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	96	42	128.6%	150	84	78.6%
31 East Beach Waterfront Shuttle	51	19	168.4%	75	38	97.4%
32 West Beach Waterfront Shuttle	10	3	233.3%	12	10	20.0%
33 Wharf Woody	-	-	0.0%	-	1	-100.0%
Commuter Lot Shuttle						
50 Carillo Commuter Lot Shuttle	1	-	100.0%	1	-	100.0%
Valley Express/Clean Air Express						
82 Goleta, Raytheon	-	-	0.0%	-	-	0.0%
83 UCSB, County Health, Cottage Hospital	-	-	0.0%	-	-	0.0%
84 La Cumbre, Cottage Hosp, Downtown, SBCC	-	-	0.0%	-	-	0.0%
85 Clean Air Express	-	-	0.0%	-	-	0.0%
Unknown	1	-	100.0%	2	-	100.0%
System Total	1,730	2,120	-18.4%	3,538	4,020	-12.0%

Source: GFI Genfare, MTD Transit Development Department, Planning Section

Table H: Ridership by Day Type

August 2009

August 2008

	Ridership	% of Total	Days	Avg Daily Ridership	Ridership	% of Total	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	511,319	80.2%	21	24,349	560,921	79.1%	21	26,711	-2,362	-8.8%
Saturday	73,172	11.5%	5	14,634	85,097	12.0%	5	17,019	-2,385	-14.0%
Sunday	53,443	8.4%	5	10,689	63,495	8.9%	5	12,699	-2,010	-15.8%
Total	637,934		31	20,579	709,513		31	22,888	-2,309	-10.1%

FY 2010

FY 2009

	Ridership	% of Total	Days	Avg Daily Ridership	Ridership	% of Total	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	1,056,575	82.3%	44	24,013	1,160,147	80.6%	43	26,980	-2,967	-11.0%
Saturday	117,830	9.2%	8	14,729	152,211	10.6%	9	16,912	-2,184	-12.9%
Sunday	109,034	8.5%	10	10,903	127,647	8.9%	10	12,765	-1,861	-14.6%
Total	1,283,439		62	20,701	1,440,005		62	23,226	-2,525	-10.9%

Source: GFI Genfare, MTD Transit Development Department, Planning Section

External Factors Affecting Ridership

Service Days: There were the same number of service days in August 2008 & August 2009.

School Days: Secondary schools & Santa Barbara City College were in session for 6 days this year, as opposed to 5 days last year. UCSB had the same number of Summer Session days this year as last year.

Weather: Temperatures in August 2009 were overall 3.9° cooler than normal and about 2° cooler than August 2008.

	Weekdays	Saturdays	Sundays
Aug-09	21	5	5
Aug-08	21	5	5

Source: Gregorian Calendar

	HS + JHS	SBCC	UCSB
Aug-09	6	6	21 ss
Aug-08	5	5	21 ss

Source: SB Area School Districts, SBCC, UCSB. SS=Summer Session

	Temperature (°F)	High	Average	Low	Precipitation
Aug-09	Maximum	89	72	61	Weekday: 0 in (0 days)
	Mean	74	65	56	Saturday: 0 in (0 days)
	Minimum	66	60	49	Sunday: 0 in (0 days)
Aug-08	Maximum	77	70	63	Weekday: 0 in (0 days)
	Mean	74	67	61	Saturday: 0 in (0 days)
	Minimum	69	64	55	Sunday: 0 in (0 days)

Source: www.AccuWeather.com

Addendum: Data Source Documentation

GFI Genfare data is taken directly from the electronic farebox system on each MTD vehicle so equipped. In general, GFI data has not been verified, modified, adjusted, added, or removed since being captured at the time of the driver/passenger transaction. GFI data is considered raw data.

Passdat program accuracy is determined by the amount of GFI farebox data that remains unchanged as compared to Trapeze Run and Trip templates for the evaluation time period. Both human and mechanical errors influence the need to make manual adjustments. These corrections are defined and determined by evaluation of historical and experiential ridership patterns.

Your MTD for

40 years