

# MTD

## Santa Barbara

### System Ridership Report: September 2009

Ridership for September 2009 was only slightly down from September 2008. UCSB student ridership this September was almost double that of any of the previous 3 Septembers! There was one additional class day this year, which would account for some of the growth, but the new frequency & weekend service on Line 27, the Isla Vista Shuttle, probably deserves more of the credit. And, although pass usage has been strong since the fare adjustment in January, it too surged this month.

**Table A: Ridership Trends by Fare Component**

| Fare Categories                   | Month          |                |              | Fiscal Year to Date |                  |              |
|-----------------------------------|----------------|----------------|--------------|---------------------|------------------|--------------|
|                                   | Sep 09         | Sep 08         | %Change      | Jul 09 - Sep 09     | Jul 08 - Sep 08  | %Change      |
| General Fare                      | 115,715        | 184,296        | -37.2%       | 379,955             | 611,476          | -37.9%       |
| Transfers                         | 69,799         | 80,339         | -13.1%       | 218,330             | 262,692          | -16.9%       |
| Full Fare Prepaid (1)             | 167,205        | 102,800        | 62.7%        | 483,954             | 346,589          | 39.6%        |
| Santa Barbara City College        | 139,137        | 142,788        | -2.6%        | 229,992             | 231,259          | -0.5%        |
| Senior & Disabled Prepaid (2)     | 53,637         | 47,023         | 14.1%        | 162,759             | 144,954          | 12.3%        |
| Shuttle (DWE, Commuter & Seaside) | 49,349         | 48,590         | 1.6%         | 192,493             | 199,959          | -3.7%        |
| UC Santa Barbara                  | 42,265         | 22,934         | 84.3%        | 86,407              | 74,887           | 15.4%        |
| Student Prepaid (3)               | 49,078         | 49,768         | -1.4%        | 102,643             | 110,364          | -7.0%        |
| Free                              | 28,455         | 35,301         | -19.4%       | 89,546              | 109,669          | -18.3%       |
| My Ride                           | 9,633          | 8,763          | 9.9%         | 28,868              | 27,395           | 5.4%         |
| Senior                            | 8,770          | 11,196         | -21.7%       | 28,012              | 37,502           | -25.3%       |
| Persons with Disabilities         | 3,752          | 5,274          | -28.9%       | 11,958              | 16,128           | -25.9%       |
| Tokens                            | 2,521          | 2,706          | -6.8%        | 7,838               | 8,909            | -12.0%       |
| <b>Total</b>                      | <b>739,316</b> | <b>741,778</b> | <b>-0.3%</b> | <b>2,022,755</b>    | <b>2,181,783</b> | <b>-7.3%</b> |

(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 |                 |         |
|-------------------------|---------|---------|---------|---------------------|-----------------|---------|
|                         | Sep 09  | Sep 08  | %Change | Jul 09 - Sep 09     | Jul 08 - Sep 08 | %Change |
| Passengers              | 739,316 | 741,778 | -0.3%   | 2,022,755           | 2,181,783       | -7.3%   |
| Revenue Hours           | 17,879  | 17,128  | 4.4%    | 53,131              | 51,988          | 2.2%    |
| Passengers per Rev Hour | 41.35   | 43.31   | -4.5%   | 38.07               | 41.97           | -9.3%   |
| Miles                   | 226,897 | 221,972 | 2.2%    | 662,683             | 649,294         | 2.1%    |
| Passengers per Mile     | 3.26    | 3.34    | -2.5%   | 3.05                | 3.36            | -9.2%   |

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

**Table C: September 2009 System Ridership**

| LINE                                       | Month          |                |               | Fiscal Year to Date |                  |              |
|--|----------------|----------------|---------------|---------------------|------------------|--------------|
|  | Sep 09         | Sep 08         | %Change       | Jul 09 - Sep 09     | Jul 08 - Sep 08  | %Change      |
| 1 Westside                                 | 45,056         | 51,420         | -12.4%        | 126,126             | 149,672          | -15.7%       |
| 2 Eastside                                 | 67,030         | 69,127         | -3.0%         | 186,095             | 201,873          | -7.8%        |
| 3 Oak Park                                 | 32,245         | 31,261         | 3.1%          | 88,200              | 92,586           | -4.7%        |
| 4 Mesa/SBCC                                | 15,687         | 13,219         | 18.7%         | 39,290              | 38,012           | 3.4%         |
| 5 Mesa / La Cumbre                         | 20,964         | 26,869         | -22.0%        | 53,755              | 66,336           | -19.0%       |
| 6 Goleta                                   | 72,647         | 74,544         | -2.5%         | 209,125             | 221,227          | -5.5%        |
| 7 Calle Real / Fairview                    | 10,886         | -              | 100.0%        | 13,906              | -                | 100.0%       |
| 8 Calle Real / Turnpike                    | 12,520         | 22,804         | -45.1%        | 59,324              | 87,548           | -32.2%       |
| 9 Calle Real / Old Town Shuttle            | 7,192          | 9,659          | -25.5%        | 26,126              | 23,449           | 11.4%        |
| 10 Cathedral Oaks                          | 6,892          | 6,118          | 12.7%         | 13,715              | 11,960           | 14.7%        |
| 11 UCSB                                    | 85,538         | 88,186         | -3.0%         | 250,678             | 289,731          | -13.5%       |
| 12x Goleta Express                         | 25,566         | 29,898         | -14.5%        | 80,129              | 89,101           | -10.1%       |
| 14 Montecito                               | 11,118         | 12,812         | -13.2%        | 34,361              | 38,047           | -9.7%        |
| 15x SBCC / UCSB Express                    | 34,297         | 30,933         | 10.9%         | 52,667              | 38,617           | 36.4%        |
| 16 City College Shuttle                    | 19,639         | 19,763         | -0.6%         | 27,432              | 25,164           | 9.0%         |
| 17 Westside / SBCC                         | 26,619         | 28,390         | -6.2%         | 67,802              | 76,364           | -11.2%       |
| 20 Carpinteria                             | 33,070         | 37,559         | -12.0%        | 103,060             | 118,603          | -13.1%       |
| 21x Carpinteria Express                    | 10,355         | 12,158         | -14.8%        | 34,941              | 36,587           | -4.5%        |
| 22 Old Mission                             | 2,395          | 2,905          | -17.6%        | 7,780               | 9,144            | -14.9%       |
| 23 Winchester Canyon                       | 16,923         | 18,374         | -7.9%         | 48,984              | 58,631           | -16.5%       |
| 24x UCSB Express                           | 39,502         | 38,916         | 1.5%          | 114,020             | 138,258          | -17.5%       |
| 25 Ellwood                                 | 9,252          | 9,527          | -2.9%         | 26,375              | 31,816           | -17.1%       |
| 27 Isla Vista Shuttle                      | 13,042         | 1,459          | 793.9%        | 15,003              | 1,459            | 928.3%       |
| 36 Seaside Shuttle                         | 9,145          | 9,201          | -0.6%         | 27,658              | 28,428           | -2.7%        |
| 37 Crosstown Shuttle                       | 14,836         | 13,694         | 8.3%          | 43,079              | 39,348           | 9.5%         |
| Booster Services                           | 43,428         | 28,605         | 51.8%         | 59,058              | 38,403           | 53.8%        |
| <b>System Subtotal</b>                     | <b>685,844</b> | <b>687,401</b> | <b>-0.2%</b>  | <b>1,808,689</b>    | <b>1,950,364</b> | <b>-7.3%</b> |
| <b>Downtown Waterfront Shuttles</b>        |                |                |               |                     |                  |              |
| 30 Downtown Shuttle                        | 37,224         | 37,374         | -0.4%         | 151,966             | 157,927          | -3.8%        |
| 31 East Beach Waterfront Shuttle           | 7,781          | 6,375          | 22.1%         | 32,766              | 34,770           | -5.8%        |
| 32 West Beach Waterfront Shuttle           | 3,029          | 2,537          | 19.4%         | 13,628              | 13,614           | 0.1%         |
| 33 Wharf Woody                             | -              | 1,108          | -100.0%       | -                   | 3,682            | -100.0%      |
| <b>Commuter Lot Shuttle</b>                |                |                |               |                     |                  |              |
| 50 Carillo Commuter Lot Shuttle            | 1,793          | 1,851          | -3.1%         | 5,148               | 5,276            | -2.4%        |
| <b>Valley Express/Clean Air Express</b>    |                |                |               |                     |                  |              |
| 82 Goleta, Raytheon                        | 738            | 1,138          | -35.1%        | 2,277               | 3,574            | -36.3%       |
| 83 UCSB, County Health, Cottage Hospital   | 585            | 882            | -33.7%        | 1,899               | 2,886            | -34.2%       |
| 84 La Cumbre, Cottage Hosp, Downtown, SBCC | 749            | 1,222          | -38.7%        | 2,217               | 3,722            | -40.4%       |
| 85 Clean Air Express                       | 1,484          | 1,890          | -21.5%        | 3,929               | 5,721            | -31.3%       |
| <b>Unknown</b>                             | <b>89</b>      | <b>-</b>       | <b>100.0%</b> | <b>236</b>          | <b>247</b>       | <b>-4.5%</b> |
| <b>System Total</b>                        | <b>739,316</b> | <b>741,778</b> | <b>-0.3%</b>  | <b>2,022,755</b>    | <b>2,181,783</b> | <b>-7.3%</b> |

| <b>Related Routes</b>          |         |         |        |         |         |        |
|--------------------------------|---------|---------|--------|---------|---------|--------|
| 20, 21x Carpinteria            | 43,425  | 49,717  | -12.7% | 138,001 | 155,190 | -11.1% |
| 1, 2, 37 East/West & Crosstown | 126,922 | 134,241 | -5.5%  | 355,300 | 390,893 | -9.1%  |
| 4, 5, 15x, 16, 17 Mesa Lines   | 117,206 | 119,174 | -1.7%  | 240,946 | 244,493 | -1.5%  |
| 7, 8, 9 Calle Real             | 30,598  | 32,463  | -5.7%  | 99,356  | 110,997 | -10.5% |
| 6, 11 State/Hollister          | 158,185 | 162,730 | -2.8%  | 459,803 | 510,958 | -10.0% |
| 82, 83, 84 Valley Express      | 2,072   | 3,242   | -36.1% | 6,393   | 10,182  | -37.2% |

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: September 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 |                 |               |
|--|------------|------------|---------------|---------------------|-----------------|---------------|
|  | Sep 09     | Sep 08     | %Change       | Jul 09 - Sep 09     | Jul 08 - Sep 08 | %Change       |
| 1 Westside                                 | 5          | 13         | -61.5%        | 6                   | 18              | -66.7%        |
| 2 Eastside                                 | 9          | 17         | -47.1%        | 13                  | 36              | -63.9%        |
| 3 Oak Park                                 | 2          | 1          | 100.0%        | 2                   | 6               | -66.7%        |
| 4 Mesa/SBCC                                | 1          | 4          | -75.0%        | 8                   | 11              | -27.3%        |
| 5 Mesa / La Cumbre                         | 18         | 57         | -68.4%        | 29                  | 81              | -64.2%        |
| 6 Goleta                                   | 28         | 62         | -54.8%        | 88                  | 189             | -53.4%        |
| 7 Calle Real / Fairview                    | -          | -          | 0.0%          | -                   | -               | 0.0%          |
| 8 Calle Real / Turnpike                    | -          | 2          | -100.0%       | -                   | 8               | -100.0%       |
| 9 Calle Real / Old Town Shuttle            | 1          | -          | 100.0%        | 1                   | 2               | -50.0%        |
| 10 Cathedral Oaks                          | 1          | 4          | -75.0%        | 1                   | 7               | -85.7%        |
| 11 UCSB                                    | 15         | 26         | -42.3%        | 59                  | 239             | -75.3%        |
| 12x Goleta Express                         | 1          | 11         | -90.9%        | 18                  | 43              | -58.1%        |
| 14 Montecito                               | -          | 9          | -100.0%       | 3                   | 26              | -88.5%        |
| 15x SBCC / UCSB Express                    | 96         | 219        | -56.2%        | 140                 | 268             | -47.8%        |
| 16 City College Shuttle                    | 34         | 67         | -49.3%        | 53                  | 91              | -41.8%        |
| 17 Westside / SBCC                         | 20         | 51         | -60.8%        | 52                  | 111             | -53.2%        |
| 20 Carpinteria                             | -          | 3          | -100.0%       | 11                  | 15              | -26.7%        |
| 21x Carpinteria Express                    | -          | -          | 0.0%          | 8                   | -               | 100.0%        |
| 22 Old Mission                             | -          | -          | 0.0%          | -                   | 2               | -100.0%       |
| 23 Winchester Canyon                       | 9          | -          | 100.0%        | 16                  | 4               | 300.0%        |
| 24x UCSB Express                           | 23         | 12         | 91.7%         | 51                  | 203             | -74.9%        |
| 25 Ellwood                                 | 1          | -          | 100.0%        | 3                   | -               | 100.0%        |
| 27 UCSB Shuttle                            | 1          | -          | 100.0%        | 3                   | -               | 100.0%        |
| 36 Seaside Shuttle                         | 2          | 14         | -85.7%        | 4                   | 21              | -81.0%        |
| 37 Crosstown Shuttle                       | 2          | -          | 100.0%        | 5                   | 5               | 0.0%          |
| <b>System Subtotal</b>                     | <b>269</b> | <b>572</b> | <b>-53.0%</b> | <b>574</b>          | <b>1,386</b>    | <b>-58.6%</b> |
| <b>Downtown Waterfront Shuttles</b>        |            |            |               |                     |                 |               |
| 30 Downtown Shuttle                        | 165        | 153        | 7.8%          | 900                 | 1,148           | -21.6%        |
| 31 East Beach Waterfront Shuttle           | 14         | 10         | 40.0%         | 46                  | 87              | -47.1%        |
| 32 West Beach Waterfront Shuttle           | -          | -          | 0.0%          | 1                   | 4               | -75.0%        |
| 33 Wharf Woody                             | -          | -          | 0.0%          | -                   | -               | 0.0%          |
| <b>Commuter Lot Shuttle</b>                |            |            |               |                     |                 |               |
| 50 Carillo Commuter Lot Shuttle            | -          | -          | 0.0%          | -                   | -               | 0.0%          |
| <b>Valley Express/Clean Air Express</b>    |            |            |               |                     |                 |               |
| 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%          |
| <b>Unknown</b>                             | <b>-</b>   | <b>-</b>   | <b>0.0%</b>   | <b>2</b>            | <b>8</b>        | <b>-75.0%</b> |
| <b>System Total</b>                        | <b>448</b> | <b>735</b> | <b>-39.0%</b> | <b>1,523</b>        | <b>2,633</b>    | <b>-42.2%</b> |

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

**Table E: September 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 |                 |               |
|--|------------|------------|---------------|---------------------|-----------------|---------------|
|  | Sep 09     | Sep 08     | %Change       | Jul 09 - Sep 09     | Jul 08 - Sep 08 | %Change       |
| 1 Westside                                 | 12         | 37         | -67.6%        | 18                  | 75              | -76.0%        |
| 2 Eastside                                 | 29         | 49         | -40.8%        | 53                  | 105             | -49.5%        |
| 3 Oak Park                                 | 8          | -          | 100.0%        | 15                  | 7               | 114.3%        |
| 4 Mesa/SBCC                                | 1          | 1          | 0.0%          | 6                   | 14              | -57.1%        |
| 5 Mesa / La Cumbre                         | 10         | 33         | -69.7%        | 21                  | 64              | -67.2%        |
| 6 Goleta                                   | 31         | 32         | -3.1%         | 91                  | 173             | -47.4%        |
| 7 Calle Real / Fairview                    | 4          | -          | 100.0%        | 4                   | -               | 100.0%        |
| 8 Calle Real / Turnpike                    | 1          | 2          | -50.0%        | 8                   | 7               | 14.3%         |
| 9 Calle Real / Old Town Shuttle            | 1          | -          | 100.0%        | 2                   | 1               | 100.0%        |
| 10 Cathedral Oaks                          | 3          | 6          | -50.0%        | 3                   | 7               | -57.1%        |
| 11 UCSB                                    | 21         | 68         | -69.1%        | 82                  | 262             | -68.7%        |
| 12x Goleta Express                         | 6          | 16         | -62.5%        | 30                  | 43              | -30.2%        |
| 14 Montecito                               | 2          | 5          | -60.0%        | 6                   | 29              | -79.3%        |
| 15x SBCC / UCSB Express                    | 97         | 151        | -35.8%        | 127                 | 197             | -35.5%        |
| 16 City College Shuttle                    | 12         | 90         | -86.7%        | 17                  | 111             | -84.7%        |
| 17 Westside / SBCC                         | 17         | 8          | 112.5%        | 27                  | 18              | 50.0%         |
| 20 Carpinteria                             | 4          | 13         | -69.2%        | 12                  | 44              | -72.7%        |
| 21x Carpinteria Express                    | 3          | 6          | -50.0%        | 12                  | 8               | 50.0%         |
| 22 Old Mission                             | -          | -          | 0.0%          | -                   | 1               | -100.0%       |
| 23 Winchester Canyon                       | 1          | 1          | 0.0%          | 1                   | 5               | -80.0%        |
| 24x UCSB Express                           | 26         | 14         | 85.7%         | 72                  | 209             | -65.6%        |
| 25 Ellwood                                 | 8          | -          | 100.0%        | 24                  | 4               | 500.0%        |
| 27 UCSB Shuttle                            | 2          | -          | 100.0%        | 7                   | -               | 100.0%        |
| 36 Seaside Shuttle                         | 1          | 23         | -95.7%        | 3                   | 39              | -92.3%        |
| 37 Crosstown Shuttle                       | 5          | -          | 100.0%        | 5                   | 1               | 400.0%        |
| <b>System Subtotal</b>                     | <b>305</b> | <b>555</b> | <b>-45.0%</b> | <b>646</b>          | <b>1,424</b>    | <b>-54.6%</b> |
| <b>Downtown Waterfront Shuttles</b>        |            |            |               |                     |                 |               |
| 30 Downtown Shuttle                        | 156        | 134        | 16.4%         | 540                 | 585             | -7.7%         |
| 31 East Beach Waterfront Shuttle           | -          | 4          | -100.0%       | 16                  | 14              | 14.3%         |
| 32 West Beach Waterfront Shuttle           | -          | -          | 0.0%          | -                   | 4               | -100.0%       |
| 33 Wharf Woody                             | -          | -          | 0.0%          | -                   | 1               | -100.0%       |
| <b>Commuter Lot Shuttle</b>                |            |            |               |                     |                 |               |
| 50 Carillo Commuter Lot Shuttle            | -          | -          | 0.0%          | -                   | -               | 0.0%          |
| <b>Valley Express/Clean Air Express</b>    |            |            |               |                     |                 |               |
| 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%          | -                   | 1               | -100.0%       |
| <b>Unknown</b>                             | -          | -          | 0.0%          | -                   | -               | 0.0%          |
| <b>System Total</b>                        | <b>461</b> | <b>693</b> | <b>-33.5%</b> | <b>1,202</b>        | <b>2,029</b>    | <b>-40.8%</b> |

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

**Table F: September 2009 – Bicycles Carried**

| LINE                                       | Month         |               |                | Fiscal Year to Date |                 |               |
|--|---------------|---------------|----------------|---------------------|-----------------|---------------|
|  | Sep 09        | Sep 08        | %Change        | Jul 09 - Sep 09     | Jul 08 - Sep 08 | %Change       |
| 1 Westside                                 | 276           | 331           | -16.6%         | 755                 | 1,074           | -29.7%        |
| 2 Eastside                                 | 548           | 715           | -23.4%         | 1,770               | 2,189           | -19.1%        |
| 3 Oak Park                                 | 363           | 415           | -12.5%         | 890                 | 1,221           | -27.1%        |
| 4 Mesa/SBCC                                | 274           | 220           | 24.5%          | 663                 | 512             | 29.5%         |
| 5 Mesa / La Cumbre                         | 427           | 593           | -28.0%         | 1,100               | 1,401           | -21.5%        |
| 6 Goleta                                   | 1,709         | 1,776         | -3.8%          | 4,969               | 4,852           | 2.4%          |
| 7 Calle Real / Fairview                    | 245           | -             | 100.0%         | 305                 | -               | 100.0%        |
| 8 Calle Real / Turnpike                    | 231           | 382           | -39.5%         | 1,209               | 1,466           | -17.5%        |
| 9 Calle Real / Old Town Shuttle            | 54            | 131           | -58.8%         | 135                 | 301             | -55.1%        |
| 10 Cathedral Oaks                          | 57            | 74            | -23.0%         | 147                 | 164             | -10.4%        |
| 11 UCSB                                    | 1,945         | 2,091         | -7.0%          | 5,691               | 6,836           | -16.7%        |
| 12x Goleta Express                         | 682           | 852           | -20.0%         | 2,035               | 2,607           | -21.9%        |
| 14 Montecito                               | 272           | 320           | -15.0%         | 705                 | 946             | -25.5%        |
| 15x SBCC / UCSB Express                    | 492           | 359           | 37.0%          | 887                 | 445             | 99.3%         |
| 16 City College Shuttle                    | 108           | 130           | -16.9%         | 152                 | 158             | -3.8%         |
| 17 Westside / SBCC                         | 260           | 191           | 36.1%          | 509                 | 393             | 29.5%         |
| 20 Carpinteria                             | 684           | 859           | -20.4%         | 2,369               | 2,787           | -15.0%        |
| 21x Carpinteria Express                    | 300           | 340           | -11.8%         | 1,210               | 935             | 29.4%         |
| 22 Old Mission                             | 87            | 67            | 29.9%          | 185                 | 235             | -21.3%        |
| 23 Winchester Canyon                       | 208           | 242           | -14.0%         | 628                 | 791             | -20.6%        |
| 24x UCSB Express                           | 1,121         | 1,146         | -2.2%          | 3,240               | 3,348           | -3.2%         |
| 25 Ellwood                                 | 123           | 170           | -27.6%         | 380                 | 557             | -31.8%        |
| 27 UCSB Shuttle                            | 153           | 10            | 1430.0%        | 187                 | 10              | 1770.0%       |
| 36 Seaside Shuttle                         | -             | -             | 0.0%           | -                   | -               | 0.0%          |
| 37 Crosstown Shuttle                       | -             | -             | 0.0%           | -                   | -               | 0.0%          |
| <i>System Subtotal</i>                     | <i>10,619</i> | <i>11,414</i> | <i>-7.0%</i>   | <i>30,121</i>       | <i>33,228</i>   | <i>-9.4%</i>  |
| <b>Downtown Waterfront Shuttles</b>        |               |               |                |                     |                 |               |
| 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%          |
| <b>Commuter Lot Shuttle</b>                |               |               |                |                     |                 |               |
| 50 Carillo Commuter Lot Shuttle            | -             | -             | 0.0%           | -                   | -               | 0.0%          |
| <b>Valley Express/Clean Air Express</b>    |               |               |                |                     |                 |               |
| 82 Goleta, Raytheon                        | 1             | 19            | -94.7%         | 12                  | 30              | -60.0%        |
| 83 UCSB, County Health, Cottage Hospital   | 24            | 47            | -48.9%         | 70                  | 199             | -64.8%        |
| 84 La Cumbre, Cottage Hosp, Downtown, SBCC | 2             | 3             | -33.3%         | 8                   | 31              | -74.2%        |
| 85 Clean Air Express                       | 3             | 5             | -40.0%         | 70                  | 52              | 34.6%         |
| <b>Unknown</b>                             | <b>12</b>     | <b>1</b>      | <b>1100.0%</b> | <b>37</b>           | <b>13</b>       | <b>184.6%</b> |
| <i>System Total</i>                        | <i>10,661</i> | <i>11,489</i> | <i>-7.2%</i>   | <i>30,318</i>       | <i>33,553</i>   | <i>-9.6%</i>  |

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

**Table G: September 2009 – Wheelchairs Boarded**

| LINE                                       | Month        |              |              | Fiscal Year to Date |                 |               |
|--|--------------|--------------|--------------|---------------------|-----------------|---------------|
|  | Sep 09       | Sep 08       | %Change      | Jul 09 - Sep 09     | Jul 08 - Sep 08 | %Change       |
| 1 Westside                                 | 173          | 171          | 1.2%         | 480                 | 543             | -11.6%        |
| 2 Eastside                                 | 261          | 196          | 33.2%        | 650                 | 650             | 0.0%          |
| 3 Oak Park                                 | 164          | 105          | 56.2%        | 394                 | 266             | 48.1%         |
| 4 Mesa/SBCC                                | 42           | 22           | 90.9%        | 72                  | 61              | 18.0%         |
| 5 Mesa / La Cumbre                         | 87           | 72           | 20.8%        | 230                 | 232             | -0.9%         |
| 6 Goleta                                   | 264          | 261          | 1.1%         | 758                 | 798             | -5.0%         |
| 7 Calle Real / Fairview                    | 84           | -            | 100.0%       | 113                 | -               | 100.0%        |
| 8 Calle Real / Turnpike                    | 56           | 93           | -39.8%       | 211                 | 483             | -56.3%        |
| 9 Calle Real / Old Town Shuttle            | 96           | 149          | -35.6%       | 403                 | 413             | -2.4%         |
| 10 Cathedral Oaks                          | -            | 2            | -100.0%      | 2                   | 5               | -60.0%        |
| 11 UCSB                                    | 210          | 267          | -21.3%       | 640                 | 910             | -29.7%        |
| 12x Goleta Express                         | 64           | 95           | -32.6%       | 268                 | 291             | -7.9%         |
| 14 Montecito                               | 34           | 21           | 61.9%        | 80                  | 75              | 6.7%          |
| 15x SBCC / UCSB Express                    | 8            | 62           | -87.1%       | 10                  | 79              | -87.3%        |
| 16 City College Shuttle                    | 34           | 77           | -55.8%       | 44                  | 89              | -50.6%        |
| 17 Westside / SBCC                         | 44           | 26           | 69.2%        | 103                 | 79              | 30.4%         |
| 20 Carpinteria                             | 71           | 111          | -36.0%       | 272                 | 385             | -29.4%        |
| 21x Carpinteria Express                    | 47           | 35           | 34.3%        | 138                 | 99              | 39.4%         |
| 22 Old Mission                             | 2            | 1            | 100.0%       | 3                   | 8               | -62.5%        |
| 23 Winchester Canyon                       | 24           | 18           | 33.3%        | 59                  | 59              | 0.0%          |
| 24x UCSB Express                           | 41           | 35           | 17.1%        | 102                 | 125             | -18.4%        |
| 25 Ellwood                                 | 9            | 12           | -25.0%       | 24                  | 36              | -33.3%        |
| 27 UCSB Shuttle                            | 3            | -            | 100.0%       | 3                   | -               | 100.0%        |
| 36 Seaside Shuttle                         | 4            | 5            | -20.0%       | 7                   | 8               | -12.5%        |
| 37 Crosstown Shuttle                       | 22           | 13           | 69.2%        | 76                  | 42              | 81.0%         |
| <b>System Subtotal</b>                     | <b>1,844</b> | <b>1,849</b> | <b>-0.3%</b> | <b>5,142</b>        | <b>5,736</b>    | <b>-10.4%</b> |
| <b>Downtown Waterfront Shuttles</b>        |              |              |              |                     |                 |               |
| 30 Downtown Shuttle                        | 86           | 33           | 160.6%       | 236                 | 117             | 101.7%        |
| 31 East Beach Waterfront Shuttle           | 26           | 12           | 116.7%       | 101                 | 50              | 102.0%        |
| 32 West Beach Waterfront Shuttle           | 7            | 3            | 133.3%       | 19                  | 13              | 46.2%         |
| 33 Wharf Woody                             | -            | -            | 0.0%         | -                   | 1               | -100.0%       |
| <b>Commuter Lot Shuttle</b>                |              |              |              |                     |                 |               |
| 50 Carillo Commuter Lot Shuttle            | 2            | -            | 100.0%       | 3                   | -               | 100.0%        |
| <b>Valley Express/Clean Air Express</b>    |              |              |              |                     |                 |               |
| 82 Goleta, Raytheon                        | 1            | -            | 0.0%         | 1                   | -               | 100.0%        |
| 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%          |
| <b>Unknown</b>                             | <b>-</b>     | <b>-</b>     | <b>0.0%</b>  | <b>2</b>            | <b>-</b>        | <b>100.0%</b> |
| <b>System Total</b>                        | <b>1,966</b> | <b>1,897</b> | <b>3.6%</b>  | <b>5,504</b>        | <b>5,917</b>    | <b>-7.0%</b>  |

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

**Table H: Ridership by Day Type**

September 2009

September 2008

|          | Ridership | % of Total | Days | Avg Daily Ridership | Ridership | % of Total | Days | Avg Daily Ridership | Change in Daily Ridership | % Change in Daily Ridership |
|----------|-----------|------------|------|---------------------|-----------|------------|------|---------------------|---------------------------|-----------------------------|
| Weekday  | 626,552   | 84.7%      | 21   | 29,836              | 623,242   | 84.0%      | 21   | 29,678              | 158                       | 0.5%                        |
| Saturday | 58,106    | 7.9%       | 4    | 14,527              | 62,560    | 8.4%       | 4    | 15,640              | -1,114                    | -7.1%                       |
| Sunday   | 54,658    | 7.4%       | 5    | 10,932              | 55,937    | 7.5%       | 5    | 11,187              | -256                      | -2.3%                       |
| Total    | 739,316   |            | 30   | 24,644              | 741,739   |            | 30   | 24,725              | -81                       | -0.3%                       |

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  | 1,683,127 | 83.2%      | 65   | 25,894              | 1,783,389 | 81.7%      | 64   | 27,865              | -1,971                    | -7.1%                       |
| Saturday | 175,936   | 8.7%       | 12   | 14,661              | 214,771   | 9.8%       | 13   | 16,521              | -1,860                    | -11.3%                      |
| Sunday   | 163,692   | 8.1%       | 15   | 10,913              | 183,584   | 8.4%       | 15   | 12,239              | -1,326                    | -10.8%                      |
| Total    | 2,022,755 |            | 92   | 21,986              | 2,181,744 |            | 92   | 23,715              | -1,728                    | -7.3%                       |

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

**External Factors Affecting Ridership**

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

**School Days:** Secondary schools & Santa Barbara City College were in session for the same number of days this year as last year. UCSB was in session for one day more in 2009 than 2008.

**Weather:** Temperatures in September 2009 were overall a fraction of a degree cooler than normal and about 2° warmer than September 2008.

|        | Weekdays | Saturdays | Sundays |
|--------|----------|-----------|---------|
| Sep-09 | 21       | 4         | 5       |
| Sep-08 | 21       | 4         | 5       |

Source: Gregorian Calendar

|        | HS + JHS | SBCC | UCSB |
|--------|----------|------|------|
| Sep-09 | 21       | 21   | 5    |
| Sep-08 | 21       | 21   | 4    |

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

|        | Temperature (°F) | High | Average | Low | Precipitation           |
|--------|------------------|------|---------|-----|-------------------------|
| Sep-09 | Maximum          | 88   | 73      | 63  | Weekday: 0 in (0 days)  |
|        | Mean             | 76   | 67      | 58  | Saturday: 0 in (0 days) |
|        | Minimum          | 69   | 62      | 48  | Sunday: 0 in (0 days)   |
| Sep-08 | Maximum          | 85   | 69      | 63  | Weekday: 0 in (0 days)  |
|        | Mean             | 74   | 65      | 57  | Saturday: 0 in (0 days) |
|        | Minimum          | 69   | 62      | 51  | Sunday: 0 in (0 days)   |

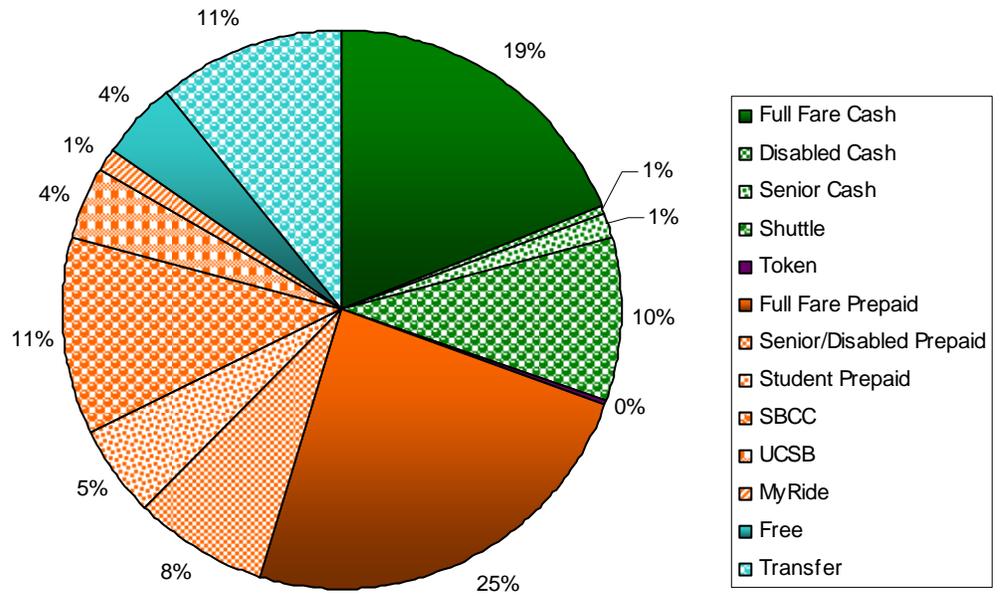
Source: www.AccuWeather.com

**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.

### September 2009



### September 2008

