



System Ridership Report: June 2010

System-wide ridership was down 4.5% month over month in June and was down 4.0% for the year from FY 2009. However, as shown in the chart on page 9, annual ridership for FY 2010 was down only 2% from FY 2008, and was 4% higher than in FY 2007 and 9% higher than in FY 2006. The slight declines may be attributable to low gas prices, high unemployment, and generally more flexible work schedules. For example, City of Santa Barbara employees work a “9-80” schedule, which gives them every other Friday off – and 26 days per year is 10% of our weekday service days.

Table A: Ridership Trends by Fare Component

Fare Categories	Month			Fiscal Year to Date		
	June 10	June 09	%Change	Jul 09 - Jun 10	Jul 08 - Jun 09	%Change
General Fare	121,045	125,791	-3.8%	1,346,654	1,794,036	-24.9%
Transfers	70,435	70,527	-0.1%	803,775	886,547	-9.3%
Full Fare Prepaid (1)	116,617	148,839	-21.6%	1,580,077	1,549,379	2.0%
Santa Barbara City College	33,468	36,239	-7.6%	1,079,151	1,064,184	1.4%
Senior & Disabled Prepaid (2)	55,767	52,531	6.2%	631,135	574,336	9.9%
Shuttle (DWE, Commuter & Seaside)	52,418	52,977	-1.1%	536,795	550,116	-2.4%
UC Santa Barbara	51,037	39,592	28.9%	843,775	619,196	36.3%
Student Prepaid (3)	27,064	26,507	2.1%	516,104	548,868	-6.0%
Free	28,547	29,662	-3.8%	350,230	392,915	-10.9%
My Ride	9,736	9,633	1.1%	96,503	102,930	-6.2%
Senior	8,511	9,436	-9.8%	101,803	121,396	-16.1%
Persons with Disabilities	4,039	4,165	-3.0%	46,753	54,004	-13.4%
Tokens	2,426	2,573	-5.7%	30,361	35,169	-13.7%
Total	581,110	608,472	-4.5%	7,963,116	8,293,076	-4.0%

(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		
	June 10	June 09	%Change	Jul 09 - Jun 10	Jul 08 - Jun 09	%Change
Passengers	581,110	608,472	-4.5%	7,963,116	8,293,076	-4.0%
Revenue Hours	17,785	17,362	2.4%	211,454	205,733	2.8%
Passengers per Rev Hour	32.67	35.05	-6.8%	37.66	40.31	-6.6%
Miles	216,793	217,045	-0.1%	2,668,412	2,625,497	1.6%
Passengers per Mile	2.68	2.80	-4.4%	2.98	3.16	-5.5%

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

Table C: June 2010 System Ridership

LINE	Month			Fiscal Year to Date		
	June 10	June 09	%Change	Jul 09 - Jun 10	Jul 08 - Jun 09	%Change
1 Westside	35,085	37,462	-6.3%	487,232	532,351	-8.5%
2 Eastside	53,896	57,693	-6.6%	714,696	767,691	-6.9%
3 Oak Park	26,001	26,740	-2.8%	327,201	363,866	-10.1%
4 Mesa/SBCC	10,791	10,450	3.3%	151,929	142,698	6.5%
5 Mesa / La Cumbre	15,014	16,142	-7.0%	201,059	241,093	-16.6%
6 Goleta	61,271	66,532	-7.9%	791,884	852,664	-7.1%
7 Calle Real / Fairview	11,210	-	100.0%	102,288	-	100.0%
8 Calle Real / Turnpike	11,697	23,983	-51.2%	161,399	291,991	-44.7%
9 Calle Real / Old Town Shuttle	5,235	8,560	-38.8%	76,435	104,609	-26.9%
10 Cathedral Oaks	2,346	3,694	-36.5%	50,446	58,919	-14.4%
11 UCSB	74,633	80,460	-7.2%	975,287	1,048,536	-7.0%
12x Goleta Express	23,023	26,273	-12.4%	290,686	335,513	-13.4%
14 Montecito	9,726	11,093	-12.3%	116,114	139,379	-16.7%
15x SBCC / UCSB Express	6,817	8,083	-15.7%	248,264	215,103	15.4%
16 City College Shuttle	468	491	-4.7%	132,284	135,757	-2.6%
17 Westside / SBCC	18,835	20,238	-6.9%	262,620	276,721	-5.1%
20 Carpinteria	30,401	33,044	-8.0%	375,625	427,600	-12.2%
21x Carpinteria Express	9,700	13,237	-26.7%	121,714	140,202	-13.2%
22 Old Mission	1,944	2,408	-19.3%	26,854	32,135	-16.4%
23 Winchester Canyon	15,288	18,070	-15.4%	231,651	258,108	-10.3%
24x UCSB Express	44,560	40,269	10.7%	573,723	561,507	2.2%
25 Ellwood	8,490	9,544	-11.0%	120,616	128,927	-6.4%
27 Isla Vista Shuttle	19,166	3,146	509.2%	261,146	63,051	314.2%
36 Seaside Shuttle	8,914	8,609	3.5%	100,786	99,403	1.4%
37 Crosstown Shuttle	11,975	13,228	-9.5%	153,713	152,855	0.6%
Booster Services	4,465	9,507	-53.0%	307,177	303,079	1.4%
System Subtotal	520,951	548,956	-5.1%	7,362,829	7,673,758	-4.1%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	43,771	42,947	1.9%	430,106	436,321	-1.4%
31 East Beach Waterfront Shuttle	8,636	7,931	8.9%	77,806	75,818	2.6%
32 West Beach Waterfront Shuttle	4,128	3,272	26.2%	31,772	31,813	-0.1%
33 Wharf Woody/Special Service	-	-	0.0%	63	4,364	-98.6%
Commuter Lot Shuttle						
50 Carrillo Commuter Lot Shuttle	1,178	1,826	-35.5%	17,418	19,942	-12.7%
Valley Express/Clean Air Express						
82 Goleta, Raytheon	804	723	11.2%	8,733	10,657	-18.1%
83 UCSB, County Health, Cottage Hospital	581	613	-5.2%	6,403	8,581	-25.4%
84 La Cumbre, Cottage Hosp, Downtown, SBCC	654	820	-20.2%	8,223	11,547	-28.8%
85 Clean Air Express	303	1,384	-78.1%	15,973	19,615	-18.6%
Unknown	104	-	100.0%	3,790	660	474.2%
System Total	581,110	608,472	-4.5%	7,963,116	8,293,076	-4.0%

Related Routes						
20, 21x Carpinteria	40,101	46,281	-13.4%	497,339	567,802	-12.4%
1, 2, 37 East/West & Crosstown	100,956	108,383	-6.9%	1,355,641	1,452,897	-6.7%
4, 5, 15x, 16, 17 Mesa Lines	51,925	55,404	-6.3%	996,156	1,011,372	-1.5%
7, 8, 9 Calle Real	28,142	32,543	-13.5%	340,122	396,600	-14.2%
6, 11 State/Hollister	135,904	146,992	-7.5%	1,767,171	1,901,200	-7.0%
82, 83, 84 Valley Express	2,039	2,156	-5.4%	23,359	30,785	-24.1%

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: June 2010 - Passengers per Hour

LINE	Month			Fiscal Year to Date			
	Jun 10	Jun 09	%Change	Jul 09 - Jun 10	Jul 08 - Jun 09	%Change	
1	Westside	42.6	45.4	-6.0%	49.9	54.6	-8.6%
2	Eastside	38.9	41.4	-6.0%	43.4	46.7	-7.1%
3	Oak Park	26.5	27.1	-2.4%	28.5	31.7	-10.3%
4	Mesa/SBCC	29.3	28.4	3.2%	36.0	34.6	4.1%
5	Mesa / La Cumbre	25.5	27.8	-8.2%	28.4	34.9	-18.7%
6	Goleta	40.8	44.2	-7.7%	43.4	46.8	-7.2%
7	Calle Real / Fairview	26.0	-	100.0%	24.2	-	100.0%
8	Calle Real / Turnpike	36.4	37.3	-2.4%	37.4	36.6	2.2%
9	Calle Real / Old Town Shuttle	15.0	20.7	-27.6%	17.9	22.1	-18.9%
10	Cathedral Oaks	17.1	23.8	-28.1%	31.5	33.3	-5.4%
11	UCSB	37.6	40.6	-7.2%	41.1	44.0	-6.7%
12x	Goleta Express	44.3	50.2	-11.7%	46.7	54.1	-13.6%
14	Montecito	22.6	23.6	-4.4%	22.8	25.5	-10.7%
15x	SBCC / UCSB Express	22.2	22.0	1.1%	38.7	40.9	-5.4%
16	City College Shuttle	166.0	147.9	12.2%	79.2	82.9	-4.5%
17	Westside / SBCC	63.6	68.3	-6.9%	73.4	73.9	-0.7%
20	Carpinteria	27.0	29.3	-8.0%	27.9	31.8	-12.1%
21x	Carpinteria Express	25.7	35.8	-28.1%	27.6	32.0	-13.6%
22	Old Mission	12.2	14.2	-13.8%	13.9	15.7	-11.5%
23	Winchester Canyon	25.2	29.8	-15.4%	31.9	35.6	-10.4%
24x	UCSB Express	53.7	47.3	13.7%	56.1	52.8	6.3%
25	Ellwood	25.7	28.9	-11.0%	30.4	32.6	-6.7%
27	Isla Vista Shuttle	27.8	30.1	-7.6%	39.1	36.8	6.3%
36	Seaside Shuttle	19.5	19.0	2.3%	20.9	20.7	1.2%
37	Crosstown Shuttle	18.6	20.6	-9.5%	20.9	20.8	0.3%
	School Boosters	42.1	59.8	-29.6%	88.8	87.2	1.8%
<i>System Average</i>		33.2	35.9	-7.7%	37.6	40.6	-7.3%
Downtown Waterfront Shuttles							
30	Downtown Shuttle	36.5	35.9	1.9%	37.5	38.2	-1.8%
31	East Beach Waterfront Shuttle	24.7	22.3	11.1%	29.8	29.0	2.9%
32	West Beach Waterfront Shuttle	25.8	20.3	27.3%	25.5	25.6	-0.3%
33	Wharf Woody/Special Service	-	-	0.0%	8.4	15.7	-46.4%
Commuter Lot Shuttle							
50	Carillo Commuter Lot Shuttle	10.8	16.7	-35.5%	13.9	16.1	-14.1%
Valley Express/Clean Air Express							
82	Goleta, Raytheon	17.7	15.9	11.2%	16.8	20.5	-18.2%
83	UCSB, County Health, Cottage Hospital	10.1	10.7	-5.3%	9.7	13.1	-25.7%
84	La Cumbre, Cottage Hosp, Downtown, SBCC	12.6	15.8	-20.3%	13.8	19.4	-28.8%
85	Clean Air Express	31.1	25.9	20.5%	28.2	32.3	-12.8%
Unknown		1.9	-	100.0%	19.8	3.3	498.5%
<i>System Total</i>		32.7	35.0	-6.8%	37.7	40.3	-6.5%
Related Routes							
20, 21x Carpinteria		26.7	30.9	-13.8%	27.8	31.8	-12.5%
1, 2, 37 East/West & Crosstown		38.9	41.7	-6.6%	44.3	48.1	-7.9%
4, 5, 15x, 16, 17 Mesa Lines		33.2	34.3	-3.0%	43.4	46.7	-7.1%
7, 8, 9 Calle Real/Fairview		25.6	30.8	-17.0%	26.5	31.2	-14.9%
6, 11 State/Hollister		39.0	42.1	-7.4%	42.1	45.2	-6.9%

Table E: June 2010 – ‘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		
	Jun 10	Jun 09	%Change	Jul 09 - Jun 10	Jul 08 - Jun 09	%Change
1 Westside	1	1	0.0%	27	55	-50.9%
2 Eastside	1	3	-66.7%	78	108	-27.8%
3 Oak Park	1	-	100.0%	18	53	-66.0%
4 Mesa/SBCC	1	2	-50.0%	27	26	3.8%
5 Mesa / La Cumbre	14	8	75.0%	84	224	-62.5%
6 Goleta	24	8	200.0%	333	537	-38.0%
7 Calle Real / Fairview	2	-	100.0%	4	-	100.0%
8 Calle Real / Turnpike	-	1	-100.0%	1	11	-90.9%
9 Calle Real / Old Town Shuttle	-	-	0.0%	1	2	-50.0%
10 Cathedral Oaks	-	-	0.0%	2	29	-93.1%
11 UCSB	21	18	16.7%	212	471	-55.0%
12x Goleta Express	2	4	-50.0%	36	131	-72.5%
14 Montecito	-	1	-100.0%	3	45	-93.3%
15x SBCC / UCSB Express	-	5	-100.0%	316	498	-36.5%
16 City College Shuttle	-	2	-100.0%	201	277	-27.4%
17 Westside / SBCC	18	18	0.0%	144	208	-30.8%
20 Carpinteria	5	1	400.0%	40	63	-36.5%
21x Carpinteria Express	-	1	-100.0%	9	5	80.0%
22 Old Mission	-	-	0.0%	2	3	-33.3%
23 Winchester Canyon	4	3	33.3%	122	51	139.2%
24x UCSB Express	42	24	75.0%	539	676	-20.3%
25 Ellwood	-	3	-100.0%	15	38	-60.5%
27 UCSB Shuttle	8	-	100.0%	235	8	2837.5%
36 Seaside Shuttle	5	1	400.0%	19	48	-60.4%
37 Crosstown Shuttle	-	3	-100.0%	11	15	-26.7%
<i>System Subtotal</i>	<i>149</i>	<i>107</i>	<i>39.3%</i>	<i>2,479</i>	<i>3,582</i>	<i>-30.8%</i>
Downtown Waterfront Shuttles						
30 Downtown Shuttle	160	141	13.5%	1,899	1,929	-1.6%
31 East Beach Waterfront Shuttle	17	7	142.9%	99	137	-27.7%
32 West Beach Waterfront Shuttle	3	-	100.0%	5	5	0.0%
33 Wharf Woody/Special Service	-	-	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%	-	1	-100.0%
Unknown	-	-	0.0%	6	8	-25.0%
<i>System Total</i>	<i>329</i>	<i>255</i>	<i>29.0%</i>	<i>4,488</i>	<i>5,662</i>	<i>-20.7%</i>

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

Table F: June 2010 – ‘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		
	Jun 10	Jun 09	%Change	Jul 09 - Jun 10	Jul 08 - Jun 09	%Change
1 Westside	3	6	-50.0%	85	143	-40.6%
2 Eastside	15	16	-6.3%	237	278	-14.7%
3 Oak Park	1	-	100.0%	73	83	-12.0%
4 Mesa/SBCC	2	2	0.0%	20	38	-47.4%
5 Mesa / La Cumbre	2	8	-75.0%	71	186	-61.8%
6 Goleta	39	25	56.0%	398	499	-20.2%
7 Calle Real / Fairview	2	-	100.0%	14	-	100.0%
8 Calle Real / Turnpike	-	4	-100.0%	12	40	-70.0%
9 Calle Real / Old Town Shuttle	-	2	-100.0%	5	5	0.0%
10 Cathedral Oaks	-	2	-100.0%	12	27	-55.6%
11 UCSB	29	29	0.0%	390	634	-38.5%
12x Goleta Express	4	14	-71.4%	67	170	-60.6%
14 Montecito	2	3	-33.3%	14	60	-76.7%
15x SBCC / UCSB Express	2	1	100.0%	411	454	-9.5%
16 City College Shuttle	-	-	0.0%	101	324	-68.8%
17 Westside / SBCC	14	1	1300.0%	138	69	100.0%
20 Carpinteria	7	3	133.3%	52	122	-57.4%
21x Carpinteria Express	-	6	-100.0%	33	51	-35.3%
22 Old Mission	-	-	0.0%	-	4	-100.0%
23 Winchester Canyon	2	1	100.0%	54	62	-12.9%
24x UCSB Express	42	23	82.6%	647	614	5.4%
25 Ellwood	3	7	-57.1%	77	39	97.4%
27 UCSB Shuttle	6	-	100.0%	260	50	420.0%
36 Seaside Shuttle	2	2	0.0%	34	90	-62.2%
37 Crosstown Shuttle	-	2	-100.0%	15	7	114.3%
System Subtotal	177	157	12.7%	3,220	4,049	-20.5%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	97	121	-19.8%	1,094	1,231	-11.1%
31 East Beach Waterfront Shuttle	-	1	-100.0%	35	39	-10.3%
32 West Beach Waterfront Shuttle	-	-	0.0%	2	6	-66.7%
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	-	-	0.0%	-	1	-100.0%
Unknown	1	-	100.0%	1	4	-75.0%
System Total	275	279	-1.4%	4,352	5,331	-18.4%

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

Table G: June 2010 – Bicycles Carried

LINE	Month			Fiscal Year to Date		
	Jun 10	Jun 09	%Change	Jul 09 - Jun 10	Jul 08 - Jun 09	%Change
1 Westside	167	196	-14.8%	2,476	3,060	-19.1%
2 Eastside	480	623	-23.0%	6,665	7,561	-11.9%
3 Oak Park	289	207	39.6%	3,491	4,129	-15.5%
4 Mesa/SBCC	199	169	17.8%	2,552	2,143	19.1%
5 Mesa / La Cumbre	291	264	10.2%	3,809	4,531	-15.9%
6 Goleta	1,424	1,563	-8.9%	17,515	19,211	-8.8%
7 Calle Real / Fairview	347	-	100.0%	2,578	-	100.0%
8 Calle Real / Turnpike	214	444	-51.8%	3,006	5,217	-42.4%
9 Calle Real / Old Town Shuttle	18	41	-56.1%	510	920	-44.6%
10 Cathedral Oaks	43	36	19.4%	514	619	-17.0%
11 UCSB	1,622	1,716	-5.5%	21,810	23,890	-8.7%
12x Goleta Express	613	651	-5.8%	6,984	8,528	-18.1%
14 Montecito	212	249	-14.9%	2,711	3,169	-14.5%
15x SBCC / UCSB Express	175	269	-34.9%	4,026	3,559	13.1%
16 City College Shuttle	5	6	-16.7%	844	939	-10.1%
17 Westside / SBCC	213	98	117.3%	2,049	1,744	17.5%
20 Carpinteria	657	846	-22.3%	8,073	9,809	-17.7%
21x Carpinteria Express	290	472	-38.6%	3,892	3,819	1.9%
22 Old Mission	90	32	181.3%	945	608	55.4%
23 Winchester Canyon	245	204	20.1%	3,383	3,354	0.9%
24x UCSB Express	1,143	1,005	13.7%	12,464	12,813	-2.7%
25 Ellwood	124	114	8.8%	1,908	2,106	-9.4%
27 UCSB Shuttle	161	20	705.0%	2,769	536	416.6%
36 Seaside Shuttle*	-	-	0.0%	-	-	0.0%
37 Crosstown Shuttle*	-	-	0.0%	-	-	0.0%
<i>System Subtotal</i>	<i>9,022</i>	<i>9,225</i>	<i>-2.2%</i>	<i>114,974</i>	<i>122,265</i>	<i>-6.0%</i>
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	15	15	0.0%	77	207	-62.8%
83 UCSB, County Health, Cottage Hospital	13	16	-18.8%	302	553	-45.4%
84 La Cumbre, Cottage Hosp, Downtown, SBCC	8	1	700.0%	93	45	106.7%
85 Clean Air Express	-	36	-100.0%	104	109	-4.6%
Unknown	5	4	25.0%	77	48	60.4%
<i>System Total</i>	<i>9,063</i>	<i>9,297</i>	<i>-2.5%</i>	<i>115,627</i>	<i>123,227</i>	<i>-6.2%</i>

* The electric shuttles cannot carry bicycles.

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

Table H: June 2010 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date		
	Jun 10	Jun 09	%Change	Jul 09 - Jun 10	Jul 08 - Jun 09	%Change
1 Westside	125	113	10.6%	1,643	1,808	-9.1%
2 Eastside	245	177	38.4%	2,556	2,085	22.6%
3 Oak Park	109	193	-43.5%	1,563	1,419	10.1%
4 Mesa/SBCC	24	25	-4.0%	275	225	22.2%
5 Mesa / La Cumbre	83	78	6.4%	952	953	-0.1%
6 Goleta	356	276	29.0%	3,444	3,422	0.6%
7 Calle Real / Fairview	67	-	100.0%	591	-	100.0%
8 Calle Real / Turnpike	69	47	46.8%	600	1,009	-40.5%
9 Calle Real / Old Town Shuttle	51	140	-63.6%	1,065	1,606	-33.7%
10 Cathedral Oaks	1	1	0.0%	12	13	-7.7%
11 UCSB	250	221	13.1%	2,871	2,967	-3.2%
12x Goleta Express	32	114	-71.9%	855	1,137	-24.8%
14 Montecito	40	19	110.5%	408	274	48.9%
15x SBCC / UCSB Express	2	2	0.0%	60	252	-76.2%
16 City College Shuttle	-	2	-100.0%	250	361	-30.7%
17 Westside / SBCC	14	31	-54.8%	382	259	47.5%
20 Carpinteria	159	82	93.9%	1,330	1,277	4.2%
21x Carpinteria Express	37	56	-33.9%	456	475	-4.0%
22 Old Mission	2	1	100.0%	21	24	-12.5%
23 Winchester Canyon	17	23	-26.1%	242	314	-22.9%
24x UCSB Express	32	37	-13.5%	395	471	-16.1%
25 Ellwood	5	18	-72.2%	115	181	-36.5%
27 UCSB Shuttle	1	-	100.0%	38	10	280.0%
36 Seaside Shuttle	5	1	400.0%	69	21	228.6%
37 Crosstown Shuttle	6	21	-71.4%	237	168	41.1%
System Subtotal	1,732	1,678	3.2%	20,430	20,731	-1.5%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	66	86	-23.3%	786	628	25.2%
31 East Beach Waterfront Shuttle	35	13	169.2%	346	181	91.2%
32 West Beach Waterfront Shuttle	6	2	200.0%	48	24	100.0%
33 Wharf Woody	-	-	0.0%	-	1	-100.0%
Commuter Lot Shuttle						
50 Carillo Commuter Lot Shuttle	-	-	0.0%	4	-	100.0%
Valley Express/Clean Air Express						
82 Goleta, Raytheon	27	5	440.0%	123	14	778.6%
83 UCSB, County Health, Cottage Hospital	-	-	0.0%	1	2	-50.0%
84 La Cumbre, Cottage Hosp, Downtown, SBCC	2	-	100.0%	6	-	100.0%
85 Clean Air Express	-	-	0.0%	-	1	-100.0%
Unknown	-	-	0.0%	5	3	66.7%
System Total	1,868	1,784	4.7%	21,749	21,585	0.8%

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

Table I: Ridership by Day Type

June 2010

June 2009

	Ridership	% of Total	Days	Avg Daily Ridership	Ridership	% of Total	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	486,877	83.8%	22	22,131	512,400	84.2%	22	23,291	-1,160	-5.0%
Saturday	55,236	9.5%	4	13,809	56,641	9.3%	4	14,160	-351	-2.5%
Sunday	38,997	6.7%	4	9,749	39,431	6.5%	4	9,858	-109	-1.1%
Total	581,110		30	19,370	608,472		30	20,282	-912	-4.5%

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	6,653,452	83.6%	252	26,403	6,874,225	82.9%	251	27,387	-985	-3.6%
Saturday	724,044	9.1%	53	13,661	790,618	9.5%	54	14,641	-980	-6.7%
Sunday	585,620	7.4%	58	10,097	628,233	7.6%	58	10,832	-735	-6.8%
Total	7,963,116		363	21,937	8,293,076		363	22,846	-909	-4.0%

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

External Factors Affecting Ridership

Service Days: There were the same number of service days in 2009 and 2010.

School Days: There was one less day of secondary school, and one more day of SBCC Summer Session in 2010 than in 2009. UCSB had the same number of total class days, but one more of them was summer session, which has lower enrollment than the regular school year.

Weather: June's 2010 high temperatures were significantly lower than those in June 2009, while lows were about the same. Overall, June 2010 was about 3° cooler than June 2009, and 2° cooler than a 'normal' June. Several days of heavy fog/drizzle resulted in .01 in of measureable precipitation.

	Weekdays	Saturdays	Sundays
Jun 10	22	4	4
Jun 09	22	4	4

Source: Gregorian Calendar

	HS + JHS	SBCC	UCSB
Jun 10	3	13 SS	9 + 8 SS
Jun 09	4	12 SS	10 + 7 SS

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

	Temperature (°F)			Precipitation		
	High	Average	Low			
Jun 10	Maximum	76	59	64	Weekday: 0.01 in (1 day)	
	Mean	67	60	54	Saturday: 0 in (0 days)	
	Minimum	61	57	49	Sunday: 0 in (0 days)	
Jun 09	Maximum	75	60	60	Weekday: 0.5 in (1 day)	
	Mean	70	62	54	Saturday: 0 in (0 days)	
	Minimum	64	65	49	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.

