



System Ridership Report: May 2010

System-wide ridership was down 2.9% month over month in May and is down 3.9% from FY 2009 to date. However, as shown in the chart on page 9, projected annual ridership for FY 2010 is roughly even with that for FY 2008, and 5% higher than in FY 2007.

Table A: Ridership Trends by Fare Component

Fare Categories	Month			Fiscal Year to Date		
	May 10	May 09	%Change	Jul 09 - May 10	Jul 08 - May 09	%Change
General Fare	111,307	112,755	-1.3%	1,225,609	1,668,245	-26.5%
Transfers	68,736	66,650	3.1%	733,340	816,020	-10.1%
Full Fare Prepaid (1)	110,235	159,624	-30.9%	1,463,460	1,400,540	4.5%
Santa Barbara City College	80,816	80,230	0.7%	1,045,683	1,027,945	1.7%
Senior & Disabled Prepaid (2)	56,364	50,565	11.5%	575,368	521,805	10.3%
Shuttle (DWE, Commuter & Seaside)	42,063	45,291	-7.1%	484,377	497,139	-2.6%
UC Santa Barbara	89,963	66,102	36.1%	792,738	579,604	36.8%
Student Prepaid (3)	54,884	53,233	3.1%	489,040	522,361	-6.4%
Free	29,597	29,068	1.8%	321,683	363,253	-11.4%
My Ride	9,568	9,110	5.0%	86,767	93,297	-7.0%
Senior	8,607	9,002	-4.4%	93,292	111,960	-16.7%
Persons with Disabilities	3,729	3,822	-2.4%	42,714	49,839	-14.3%
Tokens	2,253	2,732	-17.5%	27,935	32,596	-14.3%
Total	668,122	688,184	-2.9%	7,382,006	7,684,604	-3.9%

(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		
	May 10	May 09	%Change	Jul 09 - May 10	Jul 08 - May 09	%Change
Passengers	668,122	688,184	-2.9%	7,382,006	7,684,604	-3.9%
Revenue Hours	17,793	17,426	2.1%	193,669	188,371	2.8%
Passengers per Rev Hour	37.55	39.49	-4.9%	38.12	40.80	-6.6%
Miles	226,045	223,377	1.2%	2,451,620	2,408,452	1.8%
Passengers per Mile	2.96	3.08	-4.1%	3.01	3.19	-5.6%

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

Table C: May 2010 System Ridership

LINE	Month			Fiscal Year to Date		
	May 10	May 09	%Change	Jul 09 - May 10	Jul 08 - May 09	%Change
1 Westside	39,966	40,172	-0.5%	452,147	494,889	-8.6%
2 Eastside	59,264	61,233	-3.2%	660,800	709,998	-6.9%
3 Oak Park	27,252	28,642	-4.9%	301,200	337,126	-10.7%
4 Mesa/SBCC	11,635	10,410	11.8%	141,138	132,248	6.7%
5 Mesa / La Cumbre	16,310	16,360	-0.3%	186,045	224,951	-17.3%
6 Goleta	65,217	70,210	-7.1%	730,613	786,132	-7.1%
7 Calle Real / Fairview	9,938	-	100.0%	91,078	-	100.0%
8 Calle Real / Turnpike	11,207	22,537	-50.3%	149,702	268,008	-44.1%
9 Calle Real / Old Town Shuttle	5,348	9,349	-42.8%	71,200	96,049	-25.9%
10 Cathedral Oaks	3,906	5,616	-30.4%	48,100	55,225	-12.9%
11 UCSB	80,109	85,128	-5.9%	900,654	968,076	-7.0%
12x Goleta Express	22,934	26,520	-13.5%	267,663	309,240	-13.4%
14 Montecito	8,832	10,863	-18.7%	106,388	128,286	-17.1%
15x SBCC / UCSB Express	20,192	18,830	7.2%	241,447	207,020	16.6%
16 City College Shuttle	12,061	12,044	0.1%	131,816	135,266	-2.6%
17 Westside / SBCC	20,767	20,623	0.7%	243,785	256,483	-5.0%
20 Carpinteria	30,803	33,277	-7.4%	345,224	394,556	-12.5%
21x Carpinteria Express	10,240	12,807	-20.0%	112,014	126,965	-11.8%
22 Old Mission	2,650	3,355	-21.0%	24,910	29,727	-16.2%
23 Winchester Canyon	20,877	25,202	-17.2%	216,363	240,038	-9.9%
24x UCSB Express	54,088	46,739	15.7%	529,163	521,238	1.5%
25 Ellwood	10,765	11,069	-2.7%	112,126	119,383	-6.1%
27 Isla Vista Shuttle	30,997	8,174	279.2%	241,980	59,905	303.9%
36 Seaside Shuttle	8,261	8,434	-2.1%	91,872	90,794	1.2%
37 Crosstown Shuttle	12,448	12,956	-3.9%	141,738	139,627	1.5%
Booster Services	22,842	38,164	-40.1%	302,712	293,572	3.1%
System Subtotal	618,909	638,714	-3.1%	6,841,878	7,124,802	-4.0%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	36,131	35,771	1.0%	386,335	393,374	-1.8%
31 East Beach Waterfront Shuttle	5,899	5,995	-1.6%	69,170	67,887	1.9%
32 West Beach Waterfront Shuttle	2,136	2,865	-25.4%	27,644	28,541	-3.1%
33 Wharf Woody/Special Service	-	-	0.0%	63	4,364	-98.6%
Commuter Lot Shuttle						
50 Carrillo Commuter Lot Shuttle	1,064	1,542	-31.0%	16,240	18,116	-10.4%
Valley Express/Clean Air Express						
82 Goleta, Raytheon	716	661	8.3%	7,929	9,934	-20.2%
83 UCSB, County Health, Cottage Hospital	587	552	6.3%	5,822	7,968	-26.9%
84 La Cumbre, Cottage Hosp, Downtown, SBCC	651	710	-8.3%	7,569	10,727	-29.4%
85 Clean Air Express	1,676	1,348	24.3%	15,670	18,231	-14.0%
Unknown	353	26	1257.7%	3,686	660	458.5%
System Total	668,122	688,184	-2.9%	7,382,006	7,684,604	-3.9%

Related Routes						
20, 21x Carpinteria	41,043	46,084	-10.9%	457,238	521,521	-12.3%
1, 2, 37 East/West & Crosstown	111,678	114,361	-2.3%	1,254,685	1,344,514	-6.7%
4, 5, 15x, 16, 17 Mesa Lines	80,965	78,267	3.4%	944,231	955,968	-1.2%
7, 8, 9 Calle Real	26,493	31,886	-16.9%	311,980	364,057	-14.3%
6, 11 State/Hollister	145,326	155,338	-6.4%	1,631,267	1,754,208	-7.0%
82, 83, 84 Valley Express	1,954	1,923	1.6%	21,320	28,629	-25.5%

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: May 2010 - Passengers per Hour

LINE	Month			Fiscal Year to Date			
	May 10	May 09	%Change	Jul 09 - May 10	Jul 08 - May 09	%Change	
1	Westside	49.5	49.5	0.0%	50.6	55.4	-8.8%
2	Eastside	43.7	45.1	-3.2%	43.8	47.2	-7.2%
3	Oak Park	29.1	30.6	-4.7%	28.6	32.1	-10.9%
4	Mesa/SBCC	34.8	31.1	12.0%	36.7	35.2	4.2%
5	Mesa / La Cumbre	27.4	28.3	-3.1%	28.7	35.6	-19.4%
6	Goleta	42.1	45.3	-7.1%	43.6	47.0	-7.2%
7	Calle Real / Fairview	23.6	-	100.0%	24.0	-	100.0%
8	Calle Real / Turnpike	36.5	36.3	0.7%	37.4	36.5	2.6%
9	Calle Real / Old Town Shuttle	15.3	23.1	-33.6%	18.2	22.2	-18.2%
10	Cathedral Oaks	30.0	39.7	-24.4%	32.8	34.2	-4.0%
11	UCSB	40.1	42.6	-5.9%	41.4	44.3	-6.7%
12x	Goleta Express	44.4	51.5	-13.8%	47.0	54.5	-13.8%
14	Montecito	21.5	24.4	-12.0%	22.8	25.7	-11.2%
15x	SBCC / UCSB Express	33.2	33.2	0.0%	39.5	42.3	-6.7%
16	City College Shuttle	74.6	69.9	6.6%	79.0	82.7	-4.5%
17	Westside / SBCC	68.1	67.6	0.7%	74.2	74.4	-0.1%
20	Carpinteria	27.3	29.5	-7.4%	28.0	32.0	-12.5%
21x	Carpinteria Express	28.6	35.8	-20.0%	27.8	31.6	-12.1%
22	Old Mission	16.2	19.2	-15.5%	14.1	15.9	-11.3%
23	Winchester Canyon	34.1	41.2	-17.2%	32.5	36.1	-10.0%
24x	UCSB Express	62.4	53.0	17.8%	56.3	53.3	5.7%
25	Ellwood	32.1	33.0	-2.8%	30.8	32.9	-6.4%
27	Isla Vista Shuttle	47.4	39.1	21.2%	40.4	37.2	8.5%
36	Seaside Shuttle	22.2	22.1	0.5%	21.1	20.9	1.1%
37	Crosstown Shuttle	21.3	22.2	-4.0%	21.1	20.8	1.3%
	School Boosters	64.4	105.7	-39.1%	90.3	88.5	1.9%
System Average		37.7	39.2	-3.9%	38.0	41.0	-7.3%
Downtown Waterfront Shuttles							
30	Downtown Shuttle	38.5	35.8	7.6%	37.6	38.4	-2.1%
31	East Beach Waterfront Shuttle	29.5	25.6	15.2%	30.6	30.0	1.9%
32	West Beach Waterfront Shuttle	22.0	26.3	-16.3%	25.4	26.4	-3.5%
33	Wharf Woody/Special Service	-	-	0.0%	8.4	15.7	-46.4%
Commuter Lot Shuttle							
50	Carillo Commuter Lot Shuttle	10.7	15.5	-31.0%	14.2	16.1	-11.9%
Valley Express/Clean Air Express							
82	Goleta, Raytheon	17.3	16.0	8.3%	16.7	20.9	-20.3%
83	UCSB, County Health, Cottage Hospital	11.2	10.6	6.4%	9.7	13.3	-27.3%
84	La Cumbre, Cottage Hosp, Downtown, SBCC	13.8	15.0	-8.3%	13.9	19.7	-29.5%
85	Clean Air Express	34.4	27.7	24.3%	28.1	33.0	-14.7%
Unknown		6.8	0.9	635.9%	20.3	3.3	514.5%
System Total		37.5	39.5	-4.9%	38.1	40.7	-6.4%
Related Routes							
20, 21x Carpinteria		27.6	31.0	-10.9%	28.0	31.9	-12.4%
1, 2, 37 East/West & Crosstown		44.3	45.4	-2.4%	44.9	48.7	-8.0%
4, 5, 15x, 16, 17 Mesa Lines		40.4	40.0	1.0%	44.1	47.7	-7.5%
7, 8, 9 Calle Real/Fairview		24.6	31.1	-20.8%	26.6	31.2	-14.7%
6, 11 State/Hollister		40.9	43.8	-6.5%	42.4	45.5	-6.9%

Table E: May 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		
	May 10	May 09	%Change	Jul 09 - May 10	Jul 08 - May 09	%Change
1 Westside	-	4	-100.0%	26	54	-51.9%
2 Eastside	5	13	-61.5%	77	105	-26.7%
3 Oak Park	4	-	100.0%	17	53	-67.9%
4 Mesa/SBCC	2	-	100.0%	26	24	8.3%
5 Mesa / La Cumbre	2	-	100.0%	70	216	-67.6%
6 Goleta	26	25	4.0%	309	529	-41.6%
7 Calle Real / Fairview	1	-	100.0%	2	-	100.0%
8 Calle Real / Turnpike	-	-	0.0%	1	10	-90.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	1	2	-50.0%
10 Cathedral Oaks	-	-	0.0%	2	29	-93.1%
11 UCSB	19	30	-36.7%	191	453	-57.8%
12x Goleta Express	2	-	100.0%	34	127	-73.2%
14 Montecito	-	5	-100.0%	3	44	-93.2%
15x SBCC / UCSB Express	17	3	466.7%	316	493	-35.9%
16 City College Shuttle	11	10	10.0%	201	275	-26.9%
17 Westside / SBCC	6	3	100.0%	126	190	-33.7%
20 Carpinteria	1	-	100.0%	35	62	-43.5%
21x Carpinteria Express	1	1	0.0%	9	4	125.0%
22 Old Mission	2	1	100.0%	2	3	-33.3%
23 Winchester Canyon	15	16	-6.3%	118	48	145.8%
24x UCSB Express	35	34	2.9%	497	652	-23.8%
25 Ellwood	3	9	-66.7%	15	35	-57.1%
27 UCSB Shuttle	26	-	100.0%	227	8	2737.5%
36 Seaside Shuttle	-	4	-100.0%	14	47	-70.2%
37 Crosstown Shuttle	-	3	-100.0%	11	12	-8.3%
<i>System Subtotal</i>	<i>178</i>	<i>161</i>	<i>10.6%</i>	<i>2,330</i>	<i>3,475</i>	<i>-32.9%</i>
Downtown Waterfront Shuttles						
30 Downtown Shuttle	218	146	49.3%	1,739	1,788	-2.7%
31 East Beach Waterfront Shuttle	4	13	-69.2%	82	130	-36.9%
32 West Beach Waterfront Shuttle	1	-	100.0%	2	5	-60.0%
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	1	-	100.0%	6	8	-25.0%
<i>System Total</i>	<i>402</i>	<i>320</i>	<i>25.6%</i>	<i>4,159</i>	<i>5,407</i>	<i>-23.1%</i>

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

Table F: May 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		
	May 10	May 09	%Change	Jul 09 - May 10	Jul 08 - May 09	%Change
1 Westside	3	8	-62.5%	82	137	-40.1%
2 Eastside	9	26	-65.4%	222	262	-15.3%
3 Oak Park	10	8	25.0%	72	83	-13.3%
4 Mesa/SBCC	3	4	-25.0%	18	36	-50.0%
5 Mesa / La Cumbre	1	4	-75.0%	69	178	-61.2%
6 Goleta	43	39	10.3%	359	474	-24.3%
7 Calle Real / Fairview	-	-	100.0%	12	-	100.0%
8 Calle Real / Turnpike	-	1	-100.0%	12	36	-66.7%
9 Calle Real / Old Town Shuttle	-	-	0.0%	5	3	66.7%
10 Cathedral Oaks	-	1	-100.0%	12	25	-52.0%
11 UCSB	52	33	57.6%	361	605	-40.3%
12x Goleta Express	8	14	-42.9%	63	156	-59.6%
14 Montecito	2	8	-75.0%	12	57	-78.9%
15x SBCC / UCSB Express	19	17	11.8%	409	453	-9.7%
16 City College Shuttle	12	16	-25.0%	101	324	-68.8%
17 Westside / SBCC	13	2	550.0%	124	68	82.4%
20 Carpinteria	1	2	-50.0%	45	119	-62.2%
21x Carpinteria Express	6	7	-14.3%	33	45	-26.7%
22 Old Mission	-	2	-100.0%	-	4	-100.0%
23 Winchester Canyon	9	6	50.0%	52	61	-14.8%
24x UCSB Express	75	57	31.6%	605	591	2.4%
25 Ellwood	6	9	-33.3%	74	32	131.3%
27 UCSB Shuttle	33	2	1550.0%	254	50	408.0%
36 Seaside Shuttle	5	5	0.0%	32	88	-63.6%
37 Crosstown Shuttle	3	1	200.0%	15	5	200.0%
<i>System Subtotal</i>	<i>313</i>	<i>272</i>	<i>15.1%</i>	<i>3,043</i>	<i>3,892</i>	<i>-21.8%</i>
Downtown Waterfront Shuttles						
30 Downtown Shuttle	91	87	4.6%	997	1,110	-10.2%
31 East Beach Waterfront Shuttle	4	7	-42.9%	35	38	-7.9%
32 West Beach Waterfront Shuttle	-	1	-100.0%	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	-	-	0.0%	-	4	-100.0%
<i>System Total</i>	<i>408</i>	<i>367</i>	<i>11.2%</i>	<i>4,077</i>	<i>5,052</i>	<i>-19.3%</i>

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

Table G: May 2010 – Bicycles Carried

LINE	Month			Fiscal Year to Date		
	May 10	May 09	%Change	Jul 09 - May 10	Jul 08 - May 09	%Change
1 Westside	180	183	-1.6%	2,309	2,864	-19.4%
2 Eastside	528	526	0.4%	6,185	6,938	-10.9%
3 Oak Park	314	287	9.4%	3,202	3,922	-18.4%
4 Mesa/SBCC	199	140	42.1%	2,353	1,974	19.2%
5 Mesa / La Cumbre	327	304	7.6%	3,518	4,267	-17.6%
6 Goleta	1,463	1,676	-12.7%	16,091	17,648	-8.8%
7 Calle Real / Fairview	344	-	100.0%	2,231	-	100.0%
8 Calle Real / Turnpike	180	425	-57.6%	2,792	4,773	-41.5%
9 Calle Real / Old Town Shuttle	47	51	-7.8%	492	879	-44.0%
10 Cathedral Oaks	40	29	37.9%	471	583	-19.2%
11 UCSB	1,779	2,000	-11.1%	20,188	22,174	-9.0%
12x Goleta Express	516	580	-11.0%	6,371	7,877	-19.1%
14 Montecito	234	219	6.8%	2,499	2,920	-14.4%
15x SBCC / UCSB Express	386	450	-14.2%	3,851	3,290	17.1%
16 City College Shuttle	89	75	18.7%	839	933	-10.1%
17 Westside / SBCC	134	129	3.9%	1,836	1,646	11.5%
20 Carpinteria	689	803	-14.2%	7,416	8,963	-17.3%
21x Carpinteria Express	329	405	-18.8%	3,602	3,347	7.6%
22 Old Mission	91	38	139.5%	855	576	48.4%
23 Winchester Canyon	265	340	-22.1%	3,138	3,150	-0.4%
24x UCSB Express	1,032	1,098	-6.0%	11,321	11,808	-4.1%
25 Ellwood	196	184	6.5%	1,784	1,992	-10.4%
27 UCSB Shuttle	276	47	487.2%	2,608	516	405.4%
36 Seaside Shuttle*	-	-	0.0%	-	-	0.0%
37 Crosstown Shuttle*	-	-	0.0%	-	-	0.0%
System Subtotal	9,638	9,989	-3.5%	105,952	113,040	-6.3%
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	22	-59.1%	62	192	-67.7%
83 UCSB, County Health, Cottage Hospital	46	35	31.4%	289	537	-46.2%
84 La Cumbre, Cottage Hosp, Downtown, SBCC	11	1	1000.0%	85	44	93.2%
85 Clean Air Express	3	3	0.0%	104	73	42.5%
Unknown	3	3	0.0%	72	44	63.6%
System Total	9,710	10,053	-3.4%	106,564	113,930	-6.5%

* The electric shuttles cannot carry bicycles.

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

Table H: May 2010 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date		
	May 10	May 09	%Change	Jul 09 - May 10	Jul 08 - May 09	%Change
1 Westside	123	108	13.9%	1,518	1,695	-10.4%
2 Eastside	206	176	17.0%	2,311	1,908	21.1%
3 Oak Park	127	152	-16.4%	1,454	1,226	18.6%
4 Mesa/SBCC	20	13	53.8%	251	200	25.5%
5 Mesa / La Cumbre	100	90	11.1%	869	875	-0.7%
6 Goleta	339	285	18.9%	3,088	3,146	-1.8%
7 Calle Real / Fairview	47	-	100.0%	524	-	100.0%
8 Calle Real / Turnpike	41	45	-8.9%	531	962	-44.8%
9 Calle Real / Old Town Shuttle	56	115	-51.3%	1,014	1,466	-30.8%
10 Cathedral Oaks	-	-	0.0%	11	12	-8.3%
11 UCSB	300	195	53.8%	2,621	2,746	-4.6%
12x Goleta Express	64	86	-25.6%	823	1,023	-19.6%
14 Montecito	35	15	133.3%	368	255	44.3%
15x SBCC / UCSB Express	5	8	-37.5%	58	250	-76.8%
16 City College Shuttle	23	30	-23.3%	250	359	-30.4%
17 Westside / SBCC	32	14	128.6%	368	228	61.4%
20 Carpinteria	127	110	15.5%	1,171	1,195	-2.0%
21x Carpinteria Express	32	57	-43.9%	419	419	0.0%
22 Old Mission	1	5	-80.0%	19	23	-17.4%
23 Winchester Canyon	24	27	-11.1%	225	291	-22.7%
24x UCSB Express	32	31	3.2%	363	434	-16.4%
25 Ellwood	18	22	-18.2%	110	163	-32.5%
27 UCSB Shuttle	3	3	0.0%	37	10	270.0%
36 Seaside Shuttle	28	-	100.0%	64	20	220.0%
37 Crosstown Shuttle	14	22	-36.4%	231	147	57.1%
<i>System Subtotal</i>	<i>1,797</i>	<i>1,609</i>	<i>11.7%</i>	<i>18,698</i>	<i>19,053</i>	<i>-1.9%</i>
Downtown Waterfront Shuttles						
30 Downtown Shuttle	31	41	-24.4%	720	542	32.8%
31 East Beach Waterfront Shuttle	21	14	50.0%	311	168	85.1%
32 West Beach Waterfront Shuttle	10	1	900.0%	42	22	90.9%
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	23	1	2200.0%	96	9	966.7%
83 UCSB, County Health, Cottage Hospital	-	-	0.0%	1	2	-50.0%
84 La Cumbre, Cottage Hosp, Downtown, SBCC	2	-	100.0%	4	-	100.0%
85 Clean Air Express	-	1	-100.0%	-	1	-100.0%
Unknown	1	-	100.0%	5	3	66.7%
<i>System Total</i>	<i>1,885</i>	<i>1,667</i>	<i>13.1%</i>	<i>19,881</i>	<i>19,801</i>	<i>0.4%</i>

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

Table I: Ridership by Day Type

May 2010					May 2009					Change in Daily Ridership	% Change in Daily Ridership
	Ridership	% of Total	Days	Avg Daily Ridership	Ridership	% of Total	Days	Avg Daily Ridership			
Weekday	536,276	80.3%	20	26,814	555,737	80.8%	20	27,787	-973	-3.5%	
Saturday	69,459	10.4%	5	13,892	69,715	10.1%	5	13,943	-51	-0.4%	
Sunday	62,387	9.3%	6	10,398	62,732	9.1%	6	10,455	-58	-0.5%	
Total	668,122		31	21,552	688,184		31	22,199	-647	-2.9%	

FY 2010					FY 2009					Change in Daily Ridership	% Change in Daily Ridership
	Ridership	% of Total	Days	Avg Daily Ridership	Ridership	% of Total	Days	Avg Daily Ridership			
Weekday	6,166,575	83.5%	230	26,811	6,361,825	82.8%	229	27,781	-970	-3.5%	
Saturday	668,808	9.1%	49	13,649	733,977	9.6%	50	14,680	-1,030	-7.0%	
Sunday	546,623	7.4%	54	10,123	588,802	7.7%	54	10,904	-781	-7.2%	
Total	7,382,006		333	22,168	7,684,604		333	23,077	-909	-3.9%	

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

External Factors Affecting Ridership

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

School Days: UCSB & Secondary schools had the same number of class days in May this year as they did last year. SBCC had one less day of classes.

Weather: May 2010 high temperatures were significantly cooler than the record-setting highs in May 2009, and lows were somewhat lower too. Overall, May 2010 was about 2 cooler than May 2009, which made it a 'normal' month. Several days of heavy fog/drizzle resulted in .15 in of precipitation – more than usual for this time of year.

	Weekdays	Saturdays	Sundays
May 10	20	5	6
May 09	20	5	6

Source: Gregorian Calendar

	HS + JHS	SBCC	UCSB
May 10	20	15	20
May 09	20	16	20

Source: SB Area School Districts, SBCC, UCSB.

	Temperature (°F)	Temperature			Precipitation	
		High	Average	Low		
May 10	Maximum	84	70	60	Weekday: 0.15 in (3 days)	
	Mean	72	61	55	Saturday: 0 in (0 days)	
	Minimum	59	51	44	Sunday: 0 in (0 days)	
May 09	Maximum	101	85	69	Weekday: 0 in (0 days)	
	Mean	72	63	54	Saturday: 0 in (0 days)	
	Minimum	63	56	47	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.

Annual Ridership

