



System Ridership Report: December 2011

System-wide weekday ridership was virtually flat for this December over last December, considering that there was one more weekday & one less school day. Weekend ridership was significantly higher than last year, but last year's December weather was dreadful, which probably kept people at home. Efficiency metrics Passengers per Hour and Passengers per Mile are up 7.4% and 5.6% for the year to date respectively.

Table A: Ridership Trends by Fare Component

Fare Categories	Month			Fiscal Year to Date		
	Dec 11	Dec 10	%Change	Jul 11 - Dec 11	Jul 10 - Dec 10	%Change
General Fare	96,143	93,391	2.9%	641,733	640,795	0.1%
Transfers	55,792	57,170	-2.4%	377,602	396,024	-4.7%
Full Fare Prepaid (1)	103,347	93,173	10.9%	731,377	678,360	7.8%
Santa Barbara City College	58,206	58,598	-0.7%	610,712	533,035	14.6%
Senior & Disabled Prepaid (2)	54,167	48,391	11.9%	339,086	324,642	4.4%
Shuttle (DWE, Commuter & Seaside)	31,840	28,034	13.6%	274,649	273,443	0.4%
UC Santa Barbara	41,156	44,152	-6.8%	364,424	342,714	6.3%
Student Prepaid (3)	41,829	41,931	-0.2%	274,429	271,148	1.2%
Free	21,584	21,420	0.8%	143,715	159,304	-9.8%
My Ride	6,967	6,118	13.9%	59,486	54,851	8.5%
Senior	7,700	7,634	0.9%	50,627	51,471	-1.6%
Persons with Disabilities	3,608	3,681	-2.0%	22,147	22,299	-0.7%
Tokens	2,469	2,306	7.1%	16,113	14,152	13.9%
Total	524,808	505,999	3.7%	3,906,100	3,762,238	3.8%

(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		
	Dec 11	Dec 10	%Change	Jul 11 - Dec 11	Jul 10 - Dec 10	%Change
Passengers	524,808	505,999	3.7%	3,906,100	3,762,238	3.8%
Revenue Hours	16,279	16,778	-3.0%	102,015	105,535	-3.3%
Passengers per Rev Hour	32.24	30.16	6.9%	38.29	35.65	7.4%
Miles	204,051	206,376	-1.1%	1,288,261	1,310,472	-1.7%
Passengers per Mile	2.57	2.45	4.9%	3.03	2.87	5.6%

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

Table C: December 2011 System Ridership

LINE	Month			Fiscal Year to Date		
	Nov 11	Nov 10	%Change	Jul 11 - Dec 11	Jul 10 - Dec 10	%Change
1 West Santa Barbara	36,003	35,008	2.8%	230,306	232,159	-0.8%
2 East Santa Barbara	51,119	51,013	0.2%	333,357	340,075	-2.0%
3 Oak Park	20,042	21,617	-7.3%	138,346	153,831	-10.1%
4 Mesa/SBCC	11,436	10,548	8.4%	89,270	81,826	9.1%
5 Mesa / La Cumbre	13,263	11,880	11.6%	108,563	101,789	6.7%
6 Goleta	58,596	55,822	5.0%	385,464	370,869	3.9%
7 County Health / Fairview	10,864	9,305	16.8%	74,147	68,405	8.4%
8 County Health	10,371	10,030	3.4%	67,811	66,219	2.4%
9 Calle Real / Old Town Shuttle	3,091	5,818	-46.9%	24,959	35,813	-30.3%
10 Cathedral Oaks	2,149	2,290	-6.2%	15,402	16,856	-8.6%
11 UCSB	71,755	66,155	8.5%	498,044	460,610	8.1%
12x Goleta Express	21,996	20,143	9.2%	148,273	141,571	4.7%
14 Montecito	9,705	8,133	19.3%	60,892	54,797	11.1%
15x SBCC / UCSB Express	9,762	9,495	2.8%	164,239	125,995	30.4%
16 City College Shuttle	7,014	6,230	12.6%	89,109	68,085	30.9%
17 Lower West / SBCC	13,899	12,659	9.8%	115,252	110,550	4.3%
20 Carpinteria	26,905	26,214	2.6%	180,802	177,391	1.9%
21x Carpinteria Express	8,402	7,618	10.3%	56,365	55,880	0.9%
22 Old Mission	1,545	1,303	18.6%	11,526	10,599	8.7%
23 Winchester Canyon	13,979	13,964	0.1%	112,296	97,747	14.9%
24x UCSB Express	35,560	32,145	10.6%	302,028	262,334	15.1%
25 Ellwood	8,671	7,697	12.7%	61,198	54,390	12.5%
27 Isla Vista Shuttle	11,889	15,076	-21.1%	105,085	127,032	-17.3%
36 Seaside Shuttle	6,681	6,381	4.7%	50,546	50,601	-0.1%
37 Crosstown Shuttle	9,737	11,362	-14.3%	69,966	75,456	-7.3%
Booster Services	16,280	17,551	-7.2%	105,217	109,750	-4.1%
System Subtotal	490,714	475,457	3.2%	3,598,463	3,450,630	4.3%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	26,138	23,093	13.2%	232,253	230,000	1.0%
31 East Beach Waterfront Shuttle	4,028	3,074	31.0%	42,324	43,262	-2.2%
32 West Beach Waterfront Shuttle	1,579	1,248	26.5%	17,567	18,550	-5.3%
Commuter Lot Shuttle						
50 Carrillo Commuter Lot Shuttle	1,198	948	26.4%	6,588	5,888	11.9%
Valley Express/Coastal Express Limited						
82 Goleta, Raytheon	-	607	-100.0%	1,229	4,623	-73.4%
83 UCSB, County Health, Cottage Hospital	-	599	-100.0%	1,015	3,608	-71.9%
84 La Cumbre, Cottage Hosp, Downtown, SBCC	-	692	-100.0%	952	4,303	-77.9%
Coastal Express Limited - Santa Barbara	626	-	100.0%	2,459	-	100.0%
Coastal Express Limited - Goleta	508	-	100.0%	2,956	-	100.0%
Unknown/Miscellaneous	17	281	-94.0%	294	1,374	-78.6%
System Total	524,808	505,999	3.7%	3,906,100	3,762,238	3.8%
Related Routes						
20, 21x Carpinteria	35,307	33,832	4.4%	237,167	233,271	1.7%
1, 2, 37 East/West & Crosstown	96,859	97,383	-0.5%	633,629	647,690	-2.2%
4, 5, 15x, 16, 17 Mesa Lines	55,374	50,812	9.0%	566,433	488,245	16.0%
7, 8, 9 Calle Real	24,326	25,153	-3.3%	166,917	170,437	-2.1%
6, 11 State/Hollister	130,351	121,977	6.9%	883,508	831,479	6.3%

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: December 2011 - Passengers per Hour

LINE	Month			Fiscal Year to Date		
	Dec 11	Dec 10	%Change	Jul 11 - Dec 11	Jul 10 - Dec 10	%Change
1 West Santa Barbara	46.1	43.3	6.3%	49.3	47.5	3.8%
2 East Santa Barbara	38.7	37.4	3.5%	42.3	41.3	2.4%
3 Oak Park	29.8	25.7	15.7%	32.3	29.2	10.7%
4 Mesa/SBCC	29.0	27.4	5.6%	38.4	36.2	6.3%
5 Mesa / La Cumbre	22.5	20.2	11.1%	30.8	28.8	7.0%
6 Goleta	35.5	34.0	4.2%	38.9	38.3	1.5%
7 Calle Real / Fairview	25.3	22.2	14.0%	29.4	27.0	9.0%
8 Calle Real / Turnpike	32.3	32.2	0.5%	36.1	35.2	2.4%
9 Calle Real / Old Town Shuttle	14.8	16.9	-12.6%	16.7	17.2	-2.6%
10 Cathedral Oaks	15.7	17.5	-10.4%	19.7	21.5	-8.8%
11 UCSB	36.6	34.1	7.4%	42.3	39.0	8.4%
12x Goleta Express	41.8	39.1	6.9%	47.3	45.2	4.6%
14 Montecito	22.4	19.6	14.7%	24.1	21.7	11.0%
15x SBCC / UCSB Express	41.2	36.6	12.5%	52.8	42.8	23.3%
16 City College Shuttle	93.5	72.7	28.7%	109.0	83.3	31.0%
17 Lower West / SBCC	50.2	47.1	6.5%	71.0	66.2	7.4%
20 Carpinteria	23.8	23.6	0.8%	26.7	26.3	1.5%
21x Carpinteria Express	22.3	21.5	3.7%	25.8	26.1	-0.8%
22 Old Mission	11.1	8.3	34.1%	13.1	11.0	18.3%
23 Winchester Canyon	24.2	24.1	0.2%	32.4	27.3	18.7%
24x UCSB Express	44.9	40.4	11.1%	61.9	53.2	16.5%
25 Ellwood	24.5	21.9	11.8%	28.8	26.5	8.6%
27 Isla Vista Shuttle	25.1	31.2	-19.7%	34.5	35.6	-3.0%
36 Seaside Shuttle	18.8	16.8	12.0%	21.6	20.5	5.6%
37 Crosstown Shuttle	19.5	18.1	7.9%	22.4	20.1	11.3%
Booster Services	84.4	78.7	7.2%	92.1	78.3	17.6%
System Average	23.4	23.1	1.4%	26.5	26.2	0.9%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	32.6	27.7	17.6%	39.3	38.8	1.4%
31 East Beach Waterfront Shuttle	24.6	18.1	35.8%	29.8	30.5	-2.4%
32 West Beach Waterfront Shuttle	19.7	14.6	35.0%	26.6	27.6	-3.5%
Commuter Lot Shuttle						
50 Carillo Commuter Lot Shuttle	10.9	9.1	20.6%	10.5	9.4	11.7%
Valley Express/Coastal Express Limited						
82 Goleta, Raytheon	-	14.0	-100.0%	17.0	17.8	-4.3%
83 UCSB, County Health, Cottage Hospital	-	10.9	-100.0%	11.1	10.9	1.3%
84 La Cumbre, Cottage Hosp, Downtown, SBCC	-	13.9	-100.0%	11.5	14.4	-20.4%
Coastal Express Limited - Santa Barbara	7.6	-	100.0%	7.6	-	100.0%
Coastal Express Limited - Goleta	5.5	-	100.0%	8.2	-	100.0%
Unknown/Miscellaneous	5.4	5.2	2.9%	2.6	4.3	-38.3%
System Total	32.2	30.2	6.9%	38.3	35.6	7.4%
Related Routes						
20, 21x Carpinteria	23.4	23.1	1.4%	26.5	26.2	0.9%
1, 2, 37 East/West & Crosstown	39.9	38.2	4.5%	43.3	42.1	2.9%
4, 5, 15x, 16, 17 Mesa Lines	35.2	32.0	9.8%	49.7	43.5	14.3%
7, 8, 9 Calle Real/Fairview	25.4	23.4	8.3%	28.3	26.2	8.0%
6, 11 State/Hollister	36.1	34.0	5.9%	40.7	38.7	5.3%

Table E: December 2011 – ‘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		
	Dec 11	Dec 10	%Change	Jul 11 - Dec 11	Jul 10 - Dec 10	%Change
1 West Santa Barbara	4	1	300.0%	30	17	76.5%
2 East Santa Barbara	1	8	-87.5%	79	39	102.6%
3 Oak Park	1	4	-75.0%	21	29	-27.6%
4 Mesa/SBCC	-	-	0.0%	7	16	-56.3%
5 Mesa / La Cumbre	4	3	33.3%	221	52	325.0%
6 Goleta	12	32	-62.5%	168	228	-26.3%
7 Calle Real / Fairview	-	-	0.0%	9	8	12.5%
8 Calle Real / Turnpike	-	-	0.0%	1	-	100.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	2	1	100.0%
10 Cathedral Oaks	-	-	0.0%	-	3	-100.0%
11 UCSB	29	11	163.6%	329	121	171.9%
12x Goleta Express	5	2	150.0%	45	11	309.1%
14 Montecito	1	-	100.0%	28	3	833.3%
15x SBCC / UCSB Express	17	18	-5.6%	474	383	23.8%
16 City College Shuttle	7	4	75.0%	191	83	130.1%
17 Lower West / SBCC	2	3	-33.3%	52	48	8.3%
20 Carpinteria	1	3	-66.7%	18	22	-18.2%
21x Carpinteria Express	-	-	0.0%	3	6	-50.0%
22 Old Mission	-	-	0.0%	3	-	100.0%
23 Winchester Canyon	-	2	-100.0%	31	27	14.8%
24x UCSB Express	14	26	-46.2%	558	362	54.1%
25 Ellwood	-	-	0.0%	16	4	300.0%
27 UCSB Shuttle	5	15	-66.7%	55	150	-63.3%
36 Seaside Shuttle	6	6	0.0%	32	11	190.9%
37 Crosstown Shuttle	-	-	0.0%	2	6	-66.7%
Booster Services	44	25	76.0%	209	267	-21.7%
<i>System Subtotal</i>	<i>153</i>	<i>163</i>	<i>-6.1%</i>	<i>2,584</i>	<i>1,897</i>	<i>36.2%</i>
Downtown Waterfront Shuttles						
30 Downtown Shuttle	123	32	284.4%	1,493	955	56.3%
31 East Beach Waterfront Shuttle	-	5	-100.0%	47	62	-24.2%
32 West Beach Waterfront Shuttle	-	-	0.0%	6	9	-33.3%
Commuter Lot Shuttle						
50 Carillo Commuter Lot Shuttle	-	-	0.0%	-	-	0.0%
Coastal Express Limited						
86 Santa Barbara	-	-	0.0%	-	-	0.0%
87 Goleta	-	-	0.0%	-	-	0.0%
Unknown	-	-	0.0%	15	27	-44.4%
<i>System Total</i>	<i>276</i>	<i>200</i>	<i>38.0%</i>	<i>4,145</i>	<i>2,950</i>	<i>40.5%</i>

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

Table F: December 2011 – ‘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		
	Dec 11	Dec 10	%Change	Jul 11 - Dec 11	Jul 10 - Dec 10	%Change
1 West Santa Barbara	2	2	0.0%	34	24	41.7%
2 East Santa Barbara	10	10	0.0%	113	81	39.5%
3 Oak Park	4	1	300.0%	44	35	25.7%
4 Mesa/SBCC	2	-	100.0%	23	7	228.6%
5 Mesa / La Cumbre	10	4	150.0%	138	116	19.0%
6 Goleta	22	11	100.0%	163	186	-12.4%
7 Calle Real / Fairview	3	-	100.0%	22	27	-18.5%
8 Calle Real / Turnpike	-	2	-100.0%	3	6	-50.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	-	1	-100.0%
10 Cathedral Oaks	-	-	0.0%	1	1	0.0%
11 UCSB	30	23	30.4%	361	280	28.9%
12x Goleta Express	12	6	100.0%	70	55	27.3%
14 Montecito	5	2	150.0%	55	15	266.7%
15x SBCC / UCSB Express	7	23	-69.6%	394	263	49.8%
16 City College Shuttle	8	5	60.0%	119	17	600.0%
17 Lower West / SBCC	11	1	1000.0%	158	44	259.1%
20 Carpinteria	6	5	20.0%	81	48	68.8%
21x Carpinteria Express	-	-	0.0%	11	26	-57.7%
22 Old Mission	-	-	0.0%	2	-	100.0%
23 Winchester Canyon	2	4	-50.0%	54	27	100.0%
24x UCSB Express	21	31	-32.3%	418	464	-9.9%
25 Ellwood	1	-	100.0%	11	29	-62.1%
27 UCSB Shuttle	4	7	-42.9%	68	88	-22.7%
36 Seaside Shuttle	2	11	-81.8%	24	14	71.4%
37 Crosstown Shuttle	-	2	-100.0%	14	17	-17.6%
Booster Services	20	12	66.7%	194	169	14.8%
<i>System Subtotal</i>	<i>182</i>	<i>162</i>	<i>12.3%</i>	<i>2,575</i>	<i>2,040</i>	<i>26.2%</i>
Downtown Waterfront Shuttles						
30 Downtown Shuttle	59	20	195.0%	485	407	19.2%
31 East Beach Waterfront Shuttle	-	3	-100.0%	17	9	88.9%
32 West Beach Waterfront Shuttle	-	-	0.0%	2	-	100.0%
Commuter Lot Shuttle						
50 Carillo Commuter Lot Shuttle	-	-	0.0%	-	2	-100.0%
Coastal Express Limited						
Santa Barbara	-	-	0.0%	-	-	0.0%
Goleta	-	-	0.0%	-	-	0.0%
Unknown	9	-	100.0%	14	27	-48.1%
<i>System Total</i>	<i>250</i>	<i>185</i>	<i>35.1%</i>	<i>3,093</i>	<i>2,485</i>	<i>24.5%</i>

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

Table G: December 2011 – Bicycles Carried

LINE	Month			Fiscal Year to Date		
	Dec 11	Dec 10	%Change	Jul 11 - Dec 11	Jul 10 - Dec 10	%Change
1 West Santa Barbara	217	164	32.3%	1,292	1,189	8.7%
2 East Santa Barbara	574	434	32.3%	3,823	3,015	26.8%
3 Oak Park	305	182	67.6%	1,799	1,583	13.6%
4 Mesa/SBCC	228	113	101.8%	1,480	1,170	26.5%
5 Mesa / La Cumbre	263	176	49.4%	1,551	2,075	-25.3%
6 Goleta	1,230	1,084	13.5%	9,036	8,521	6.0%
7 Calle Real / Fairview	171	211	-19.0%	1,294	2,065	-37.3%
8 Calle Real / Turnpike	139	163	-14.7%	973	1,382	-29.6%
9 Calle Real / Old Town Shuttle	32	39	-17.9%	210	285	-26.3%
10 Cathedral Oaks	50	40	25.0%	286	317	-9.8%
11 UCSB	1,657	1,524	8.7%	12,177	11,195	8.8%
12x Goleta Express	497	458	8.5%	3,987	3,828	4.2%
14 Montecito	189	196	-3.6%	1,113	1,308	-14.9%
15x SBCC / UCSB Express	105	172	-39.0%	1,756	1,760	-0.2%
16 City College Shuttle	30	40	-25.0%	432	416	3.8%
17 Lower West / SBCC	127	59	115.3%	790	1,011	-21.9%
20 Carpinteria	573	441	29.9%	4,005	3,899	2.7%
21x Carpinteria Express	240	180	33.3%	1,415	1,660	-14.8%
22 Old Mission	29	48	-39.6%	243	493	-50.7%
23 Winchester Canyon	244	213	14.6%	1,786	1,683	6.1%
24x UCSB Express	661	678	-2.5%	5,864	6,357	-7.8%
25 Ellwood	109	103	5.8%	859	979	-12.3%
27 UCSB Shuttle	127	155	-18.1%	1,254	1,160	8.1%
36 Seaside Shuttle*	-	-	0.0%	-	-	0.0%
37 Crosstown Shuttle*	-	-	0.0%	-	-	0.0%
Booster services	17	24	-29.2%	176	192	-8.3%
System Subtotal	7,814	6,897	13.3%	57,601	57,543	0.1%
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%
Commuter Lot Shuttle						
50 Carillo Commuter Lot Shuttle*	-	-	0.0%	-	-	0.0%
Coastal Express Limited						
Santa Barbara	19	-	100.0%	173	-	100.0%
Goleta	3	-	100.0%	3	-	100.0%
Unknown	14	4	250.0%	71	60	18.3%
System Total	7,850	6,901	13.8%	57,848	57,603	0.4%

* The electric shuttles cannot carry bicycles.

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

Table H: December 2011 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date		
	Dec 11	Dec 10	%Change	Jul 11 - Dec 11	Jul 10 - Dec 10	%Change
1 West Santa Barbara	106	104	1.9%	675	744	-9.3%
2 East Santa Barbara	149	188	-20.7%	1,098	1,310	-16.2%
3 Oak Park	86	93	-7.5%	791	735	7.6%
4 Mesa/SBCC	12	33	-63.6%	94	167	-43.7%
5 Mesa / La Cumbre	63	61	3.3%	432	441	-2.0%
6 Goleta	266	259	2.7%	1,768	1,741	1.6%
7 Calle Real / Fairview	62	34	82.4%	307	314	-2.2%
8 Calle Real / Turnpike	33	54	-38.9%	349	309	12.9%
9 Calle Real / Old Town Shuttle	9	38	-76.3%	175	300	-41.7%
10 Cathedral Oaks	8	-	100.0%	99	7	1314.3%
11 UCSB	234	233	0.4%	1,569	1,653	-5.1%
12x Goleta Express	78	76	2.6%	563	603	-6.6%
14 Montecito	24	9	166.7%	124	199	-37.7%
15x SBCC / UCSB Express	4	16	-75.0%	109	60	81.7%
16 City College Shuttle	7	26	-73.1%	65	245	-73.5%
17 Lower West / SBCC	20	16	25.0%	121	144	-16.0%
20 Carpinteria	136	57	138.6%	669	844	-20.7%
21x Carpinteria Express	34	31	9.7%	160	244	-34.4%
22 Old Mission	-	-	0.0%	2	8	-75.0%
23 Winchester Canyon	15	19	-21.1%	123	119	3.4%
24x UCSB Express	24	32	-25.0%	157	205	-23.4%
25 Ellwood	25	8	212.5%	101	60	68.3%
27 UCSB Shuttle	5	4	25.0%	32	20	60.0%
36 Seaside Shuttle	20	10	100.0%	62	56	10.7%
37 Crosstown Shuttle	9	12	-25.0%	79	80	-1.3%
Booster Services	-	-	0.0%	11	5	120.0%
System Subtotal	1,429	1,413	1.1%	9,735	10,613	-8.3%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	45	60	-25.0%	341	260	31.2%
31 East Beach Waterfront Shuttle	9	31	-71.0%	126	161	-21.7%
32 West Beach Waterfront Shuttle	-	3	-100.0%	17	20	-15.0%
Commuter Lot Shuttle						
50 Carillo Commuter Lot Shuttle	-	-	0.0%	-	-	0.0%
Coastal Express Limited						
Santa Barbara	-	-	0.0%	-	-	0.0%
Goleta	-	-	0.0%	-	-	0.0%
Unknown	1	-	100.0%	9	24	-62.5%
System Total	1,484	1,507	-1.5%	10,228	11,078	-7.7%

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

Table I: Ridership by Day Type

December 2011					December 2010					Change in Daily Ridership	% Change in Daily Ridership
	Ridership	% of Total	Days	Avg Daily Ridership	Ridership	% of Total	Days	Avg Daily Ridership			
Weekday	440,189	83.9%	22	20,009	421,973	83.4%	21	20,094	-85	-0.4%	
Saturday	47,311	9.0%	4	11,828	42,697	8.4%	4	10,674	1,154	10.8%	
Sunday	37,308	7.1%	4	9,327	41,329	8.2%	5	8,266	1,061	12.8%	
Total	524,808		30	17,494	505,999		30	16,867	627	3.7%	

FY 2012					FY 2011					Change in Daily Ridership	% Change in Daily Ridership
	Ridership	% of Total	Days	Avg Daily Ridership	Ridership	% of Total	Days	Avg Daily Ridership			
Weekday	3,219,341	82.4%	126	25,550	3,109,517	82.7%	126	24,679	872	3.5%	
Saturday	381,282	9.8%	27	14,122	364,076	9.7%	27	13,484	637	4.7%	
Sunday	305,477	7.8%	29	10,534	288,645	7.7%	29	9,953	580	5.8%	
Total	3,906,100		182	21,462	3,762,238		182	20,672	790	3.8%	

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

External Factors Affecting Ridership

Service Days & School Days: There was one more weekday service day in December this year than there was last December, but schools were in session one less day this year, which would significantly mitigate the effect of the additional weekday.

Weather: Temperatures for December this year were overall about 4° cooler than last year and about 2° cooler than December averages. We got only 1" of rain in December this year, quite a bit less than the 10" that fell in December 2010.

	Weekdays	Saturdays	Sundays
Dec 11	22	4	4
Dec 10	21	4	5

Source: Gregorian Calendar

	HS + JHS	SBCC	UCSB
Dec 11	12	7	7
Dec 10	13	8	8

Source: SB Area School Districts, SBCC, UCSB.

	Temperature (°F)	High	Average	Low	Precipitation	
Dec 11	Maximum	71	58	48	Weekday: 0.7 (2 days)	
	Mean	64	50	36	Saturday: 0 in (0 days) 1.1 in	
	Minimum	56	47	31	Sunday: 0.4 in (1 days)	
Dec 10	Maximum	77	64	56	Weekday: 3.1 in (10 days)	
	Mean	62	54	45	Saturday: 2.8 in (2 days) 10.4 in	
	Minimum	54	45	34	Sunday: 3.4 in (2 days)	

Source: www.wunderground.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.