



## System Ridership Report: July 2012

System-wide ridership was down 1.5% for the month, but efficiency metrics Passengers per Hour and Passengers per Mile were up 2.9% and 0.9% over the previous year respectively. Ridership on the Downtown-Waterfront Shuttles was down significantly, which is likely due to the fare increase that took effect on July 2 (25¢ to 50¢). Independence Day falling on a Wednesday this year and there being one less Saturday in the month may also have contributed. There appear to have been large swings in several of the fare categories that we will need to keep an eye on in the coming months.

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

Fare Categories	Month			Fiscal Year to Date		
	Jul 12	Jul 11	%Change	Jul 12 - Jul 12	Jul 11 - Jul 11	%Change
General Fare	108,460	114,855	-5.6%	108,460	114,855	-5.6%
Transfers	63,179	66,927	-5.6%	63,179	66,927	-5.6%
Full Fare Prepaid (1)	131,417	135,107	-2.7%	131,417	135,107	-2.7%
Santa Barbara City College	49,723	39,308	26.5%	49,723	39,308	26.5%
Senior & Disabled Prepaid (2)	58,949	56,037	5.2%	58,949	56,037	5.2%
Shuttle (DWE, Commuter & Seaside)	42,844	68,717	-37.7%	42,844	68,717	-37.7%
UC Santa Barbara	28,925	26,837	7.8%	28,925	26,837	7.8%
Student Prepaid (3)	39,961	28,614	39.7%	39,961	28,614	39.7%
Free	22,188	25,409	-12.7%	22,188	25,409	-12.7%
My Ride	14,898	13,029	14.3%	14,898	13,029	14.3%
Senior	13,115	9,589	36.8%	13,115	9,589	36.8%
Persons with Disabilities	4,951	3,623	36.7%	4,951	3,623	36.7%
Tokens	3,155	2,611	20.8%	3,155	2,611	20.8%
<b>Total</b>	<b>581,765</b>	<b>590,663</b>	<b>-1.5%</b>	<b>581,765</b>	<b>590,663</b>	<b>-1.5%</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		
	Jul 12	Jul 11	%Change	Jul 12 - Jul 12	Jul 11 - Jul 11	%Change
Passengers	581,765	590,663	-1.5%	581,765	590,663	-1.5%
Revenue Hours	16,385	17,123	-4.3%	16,385	17,123	-4.3%
Passengers per Rev Hour	35.51	34.50	2.9%	35.51	34.50	2.9%
Miles	201,311	206,181	-2.4%	201,311	206,181	-2.4%
Passengers per Mile	2.89	2.86	0.9%	2.89	2.86	0.9%

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

**Table C: July 2012 System Ridership**

LINE	Month			Fiscal Year to Date		
	Jul 12	Jul 11	%Change	Jul 12 - Jul 12	Jul 11 - Jul 11	%Change
1 West Santa Barbara	33,833	34,082	-0.7%	33,833	34,082	-0.7%
2 East Santa Barbara	51,889	50,946	1.9%	51,889	50,946	1.9%
3 Oak Park	20,675	22,820	-9.4%	20,675	22,820	-9.4%
4 Mesa/SBCC	13,514	12,915	4.6%	13,514	12,915	4.6%
5 Mesa / La Cumbre	17,253	15,526	11.1%	17,253	15,526	11.1%
6 Goleta	61,035	62,834	-2.9%	61,035	62,834	-2.9%
7 County Health / Fairview	13,096	12,291	6.5%	13,096	12,291	6.5%
8 County Health	11,174	11,170	0.0%	11,174	11,170	0.0%
9 Calle Real / Old Town Shuttle	3,383	5,838	-42.1%	3,383	5,838	-42.1%
10 Cathedral Oaks	1,571	1,835	-14.4%	1,571	1,835	-14.4%
11 UCSB	83,726	81,147	3.2%	83,726	81,147	3.2%
12x Goleta Express	25,060	23,570	6.3%	25,060	23,570	6.3%
14 Montecito	10,074	9,633	4.6%	10,074	9,633	4.6%
15x SBCC / UCSB Express	7,748	6,754	14.7%	7,748	6,754	14.7%
16 City College Shuttle	1,452	14	10271.4%	1,452	14	10271.4%
17 Lower West / SBCC	20,143	18,293	10.1%	20,143	18,293	10.1%
20 Carpinteria	32,713	31,958	2.4%	32,713	31,958	2.4%
21x Carpinteria Express	9,338	9,052	3.2%	9,338	9,052	3.2%
22 Old Mission	2,289	2,258	1.4%	2,289	2,258	1.4%
23 Winchester Canyon	15,859	14,128	12.3%	15,859	14,128	12.3%
24x UCSB Express	47,286	43,737	8.1%	47,286	43,737	8.1%
25 Ellwood	9,565	8,066	18.6%	9,565	8,066	18.6%
27 Isla Vista Shuttle	8,519	7,981	6.7%	8,519	7,981	6.7%
36 Seaside Shuttle	6,688	10,000	-33.1%	6,688	10,000	-33.1%
37 Crosstown Shuttle	7,844	11,570	-32.2%	7,844	11,570	-32.2%
Booster Services	1,621	1,564	3.6%	1,621	1,564	3.6%
<b>System Subtotal</b>	<b>517,348</b>	<b>509,982</b>	<b>1.4%</b>	<b>517,348</b>	<b>509,982</b>	<b>1.4%</b>
<b>Downtown Waterfront Shuttles</b>						
30 Downtown Shuttle	48,201	59,902	-19.5%	48,201	59,902	-19.5%
31 East Beach Waterfront Shuttle	10,738	12,356	-13.1%	10,738	12,356	-13.1%
32 West Beach Waterfront Shuttle	3,502	5,426	-35.5%	3,502	5,426	-35.5%
<b>Coastal Express Limited</b>						
Coastal Express Limited - Santa Barbara	1,104	-	N/A	1,104	-	N/A
Coastal Express Limited - Goleta	872	-	N/A	872	-	N/A
<b>Discontinued Routes</b>						
50 Commuter Lot Shuttle	-	1,139	N/A	-	1,139	N/A
Valley Express (82, 83, & 84)	-	1,858	N/A	-	1,858	N/A
<b>Unknown/Miscellaneous</b>	<b>-</b>	<b>-</b>	<b>0.0%</b>	<b>-</b>	<b>-</b>	<b>0.0%</b>
<b>System Total</b>	<b>581,765</b>	<b>590,663</b>	<b>-1.5%</b>	<b>581,765</b>	<b>590,663</b>	<b>-1.5%</b>

<b>Related Routes</b>						
20, 21x Carpinteria	42,051	41,010	2.5%	42,051	41,010	2.5%
1, 2, 37 East/West & Crosstown	93,566	96,598	-3.1%	93,566	96,598	-3.1%
4, 5, 15x, 16, 17 Mesa Lines	60,110	53,502	12.4%	60,110	53,502	12.4%
7, 8, 9 Calle Real	27,653	29,299	-5.6%	27,653	29,299	-5.6%
6, 11 State/Hollister	144,761	143,981	0.5%	144,761	143,981	0.5%

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: July 2012 - Passengers per Hour**

LINE	Month			Fiscal Year to Date		
	Jul 12	Jul 11	%Change	Jul 12 - Jul 12	Jul 11 - Jul 11	%Change
1 West Santa Barbara	43.6	42.8	2.0%	43.6	42.8	2.0%
2 East Santa Barbara	39.9	38.2	4.4%	39.9	38.2	4.4%
3 Oak Park	31.0	27.6	12.2%	31.0	27.6	12.2%
4 Mesa/SBCC	34.6	33.9	2.2%	34.6	33.9	2.2%
5 Mesa / La Cumbre	29.1	26.2	11.3%	29.1	26.2	11.3%
6 Goleta	36.7	38.1	-3.9%	36.7	38.1	-3.9%
7 Calle Real / Fairview	30.6	30.0	2.2%	30.6	30.0	2.2%
8 Calle Real / Turnpike	35.4	36.4	-2.9%	35.4	36.4	-2.9%
9 Calle Real / Old Town Shuttle	15.8	16.7	-5.3%	15.8	16.7	-5.3%
10 Cathedral Oaks	12.0	14.8	-18.5%	12.0	14.8	-18.5%
11 UCSB	41.9	41.0	2.4%	41.9	41.0	2.4%
12x Goleta Express	48.4	46.0	5.2%	48.4	46.0	5.2%
14 Montecito	24.2	23.4	3.2%	24.2	23.4	3.2%
15x SBCC / UCSB Express	30.0	27.3	9.8%	30.0	27.3	9.8%
16 City College Shuttle	352.4	4.3	8077.0%	352.4	4.3	8077.0%
17 Lower West / SBCC	74.1	69.1	7.1%	74.1	69.1	7.1%
20 Carpinteria	28.6	28.2	1.3%	28.6	28.2	1.3%
21x Carpinteria Express	25.9	25.9	0.0%	25.9	25.9	0.0%
22 Old Mission	15.5	13.7	13.3%	15.5	13.7	13.3%
23 Winchester Canyon	27.1	24.3	11.6%	27.1	24.3	11.6%
24x UCSB Express	61.0	57.4	6.3%	61.0	57.4	6.3%
25 Ellwood	26.6	22.6	17.7%	26.6	22.6	17.7%
27 Isla Vista Shuttle	22.6	21.5	5.2%	22.6	21.5	5.2%
36 Seaside Shuttle	18.6	20.7	-10.4%	18.6	20.7	-10.4%
37 Crosstown Shuttle	22.8	19.3	17.7%	22.8	19.3	17.7%
Booster Services	36.6	29.3	24.9%	36.6	29.3	24.9%
<i>System Average</i>	<i>35.7</i>	<i>33.9</i>	<i>5.3%</i>	<i>35.7</i>	<i>33.9</i>	<i>5.3%</i>
<b>Downtown Waterfront Shuttles</b>						
30 Downtown Shuttle	40.2	46.1	-12.9%	40.2	46.1	-12.9%
31 East Beach Waterfront Shuttle	29.9	33.1	-9.8%	29.9	33.1	-9.8%
32 West Beach Waterfront Shuttle	21.2	32.9	-35.5%	21.2	32.9	-35.5%
<b>Coastal Express Limited</b>						
Coastal Express Limited - Santa Barbara	14.8	-	N/A	14.8	-	N/A
Coastal Express Limited - Goleta	10.1	-	N/A	10.1	-	N/A
<b>Discontinued Routes</b>						
50 Commuter Lot Shuttle	-	11.4	N/A	-	11.4	N/A
Valley Express (82, 83, & 84)	-	13.2	N/A	-	13.2	N/A
<b>Unknown/Miscellaneous</b>						
	-	-	0.0%	-	-	0.0%
<i>System Total</i>	<i>35.5</i>	<i>34.5</i>	<i>2.9%</i>	<i>35.5</i>	<i>34.5</i>	<i>2.9%</i>
<b>Related Routes</b>						
20, 21x Carpinteria	27.9	27.6	1.0%	27.9	27.6	1.0%
1, 2, 37 East/West & Crosstown	38.6	35.4	9.2%	38.6	35.4	9.2%
4, 5, 15x, 16, 17 Mesa Lines	39.6	35.9	10.3%	39.6	35.9	10.3%
7, 8, 9 Calle Real/Fairview	28.9	27.5	5.1%	28.9	27.5	5.1%
6, 11 State/Hollister	39.5	39.7	-0.4%	39.5	39.7	-0.4%

**Table E: July 2012 – ‘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		
	Jul 12	Jul 11	%Change	Jul 12 - Jul 12	Jul 11 - Ju1 11	%Change
1 West Santa Barbara	-	-	0.0%	-	-	0.0%
2 East Santa Barbara	-	-	0.0%	-	-	0.0%
3 Oak Park	-	1	-100.0%	-	1	-100.0%
4 Mesa/SBCC	4	1	300.0%	4	1	300.0%
5 Mesa / La Cumbre	11	32	-65.6%	11	32	-65.6%
6 Goleta	20	42	-52.4%	20	42	-52.4%
7 Calle Real / Fairview	2	4	-50.0%	2	4	-50.0%
8 Calle Real / Turnpike	-	-	0.0%	-	-	0.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	-	-	0.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	59	55	7.3%	59	55	7.3%
12x Goleta Express	29	13	123.1%	29	13	123.1%
14 Montecito	-	6	-100.0%	-	6	-100.0%
15x SBCC / UCSB Express	26	4	550.0%	26	4	550.0%
16 City College Shuttle	2	10	-80.0%	2	10	-80.0%
17 Lower West / SBCC	26	16	62.5%	26	16	62.5%
20 Carpinteria	2	7	-71.4%	2	7	-71.4%
21x Carpinteria Express	-	3	-100.0%	-	3	-100.0%
22 Old Mission	-	-	0.0%	-	-	0.0%
23 Winchester Canyon	1	1	0.0%	1	1	0.0%
24x UCSB Express	128	105	21.9%	128	105	21.9%
25 Ellwood	-	2	-100.0%	-	2	-100.0%
27 UCSB Shuttle	1	-	100.0%	1	-	100.0%
36 Seaside Shuttle	3	14	-78.6%	3	14	-78.6%
37 Crosstown Shuttle	2	-	100.0%	2	-	100.0%
Booster Services	-	-	0.0%	-	-	0.0%
<i>System Subtotal</i>	<i>316</i>	<i>316</i>	<i>0.0%</i>	<i>316</i>	<i>316</i>	<i>0.0%</i>
<b>Downtown Waterfront Shuttles</b>						
30 Downtown Shuttle	320	555	-42.3%	320	555	-42.3%
31 East Beach Waterfront Shuttle	11	23	-52.2%	11	23	-52.2%
32 West Beach Waterfront Shuttle	5	6	100.0%	5	6	-16.7%
<b>Coastal Express Limited</b>						
86 Santa Barbara	-	-	0.0%	-	-	0.0%
87 Goleta	-	-	0.0%	-	-	0.0%
<b>Unknown</b>	-	1	-100.0%	-	1	-100.0%
<i>System Total</i>	<i>652</i>	<i>901</i>	<i>-27.6%</i>	<i>652</i>	<i>901</i>	<i>-27.6%</i>

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

**Table F: July 2012 – ‘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		
	Jul 12	Jul 11	%Change	Jul 12 - Jul 11	Jul 11 - Jul 10	%Change
1 West Santa Barbara	10	-	100.0%	10	-	100.0%
2 East Santa Barbara	29	5	480.0%	29	5	480.0%
3 Oak Park	7	16	-56.3%	7	16	-56.3%
4 Mesa/SBCC	7	4	75.0%	7	4	75.0%
5 Mesa / La Cumbre	7	26	-73.1%	7	26	-73.1%
6 Goleta	41	26	57.7%	41	26	57.7%
7 Calle Real / Fairview	19	8	137.5%	19	8	137.5%
8 Calle Real / Turnpike	-	-	0.0%	-	-	0.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	-	-	0.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	73	58	25.9%	73	58	25.9%
12x Goleta Express	38	17	123.5%	38	17	123.5%
14 Montecito	1	15	-93.3%	1	15	-93.3%
15x SBCC / UCSB Express	7	4	75.0%	7	4	75.0%
16 City College Shuttle	1	-	100.0%	1	-	100.0%
17 Lower West / SBCC	20	11	81.8%	20	11	81.8%
20 Carpinteria	28	4	600.0%	28	4	600.0%
21x Carpinteria Express	6	6	0.0%	6	6	0.0%
22 Old Mission	-	2	-100.0%	-	2	-100.0%
23 Winchester Canyon	1	-	100.0%	1	-	100.0%
24x UCSB Express	75	106	-29.2%	75	106	-29.2%
25 Ellwood	4	1	300.0%	4	1	300.0%
27 UCSB Shuttle	3	-	100.0%	3	-	100.0%
36 Seaside Shuttle	-	10	-100.0%	-	10	-100.0%
37 Crosstown Shuttle	-	2	-100.0%	-	2	-100.0%
Booster Services	-	1	-100.0%	-	1	-100.0%
<i>System Subtotal</i>	<i>377</i>	<i>322</i>	<i>17.1%</i>	<i>377</i>	<i>322</i>	<i>17.1%</i>
<b>Downtown Waterfront Shuttles</b>						
30 Downtown Shuttle	121	155	-21.9%	121	155	-21.9%
31 East Beach Waterfront Shuttle	3	8	-62.5%	3	8	-62.5%
32 West Beach Waterfront Shuttle	1	2	-50.0%	1	2	-50.0%
<b>Coastal Express Limited</b>						
Santa Barbara	-	-	0.0%	-	-	0.0%
Goleta	-	-	0.0%	-	-	0.0%
<b>Unknown</b>	-	2	-100.0%	-	2	-100.0%
<i>System Total</i>	<i>502</i>	<i>489</i>	<i>2.7%</i>	<i>502</i>	<i>489</i>	<i>2.7%</i>

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

**Table G: July 2012 – Bicycles Carried**

LINE	Month			Fiscal Year to Date		
	Jul 12	Jul 11	%Change	Jul 12 - Jul 11	Jul 11 - Jul 10	%Change
1 West Santa Barbara	225	178	26.4%	225	178	26.4%
2 East Santa Barbara	656	620	5.8%	656	620	5.8%
3 Oak Park	201	344	-41.6%	201	344	-41.6%
4 Mesa/SBCC	257	202	27.2%	257	202	27.2%
5 Mesa / La Cumbre	268	222	20.7%	268	222	20.7%
6 Goleta	1,432	1,720	-16.7%	1,432	1,720	-16.7%
7 Calle Real / Fairview	164	281	-41.6%	164	281	-41.6%
8 Calle Real / Turnpike	162	214	-24.3%	162	214	-24.3%
9 Calle Real / Old Town Shuttle	28	41	-31.7%	28	41	-31.7%
10 Cathedral Oaks	52	46	13.0%	52	46	13.0%
11 UCSB	1,812	2,075	-12.7%	1,812	2,075	-12.7%
12x Goleta Express	808	813	-0.6%	808	813	-0.6%
14 Montecito	134	194	-30.9%	134	194	-30.9%
15x SBCC / UCSB Express	103	212	-51.4%	103	212	-51.4%
16 City College Shuttle	-	2	-100.0%	-	2	-100.0%
17 Lower West / SBCC	178	107	66.4%	178	107	66.4%
20 Carpinteria	627	757	-17.2%	627	757	-17.2%
21x Carpinteria Express	182	220	-17.3%	182	220	-17.3%
22 Old Mission	36	57	-36.8%	36	57	-36.8%
23 Winchester Canyon	165	200	-17.5%	165	200	-17.5%
24x UCSB Express	1,099	1,189	-7.6%	1,099	1,189	-7.6%
25 Ellwood	155	126	23.0%	155	126	23.0%
27 UCSB Shuttle	127	92	38.0%	127	92	38.0%
36 Seaside Shuttle*	-	-	0.0%	-	-	0.0%
37 Crosstown Shuttle*	-	-	0.0%	-	-	0.0%
Booster services	13	16	-18.8%	13	16	-18.8%
<b>System Subtotal</b>	<b>8,884</b>	<b>9,928</b>	<b>-10.5%</b>	<b>8,884</b>	<b>9,928</b>	<b>-10.5%</b>
<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%
<b>Coastal Express Limited</b>						
Santa Barbara	12	-	N/A	12	-	N/A
Goleta	22	-	N/A	22	-	N/A
<b>Unknown</b>	<b>7</b>	<b>9</b>	<b>-22.2%</b>	<b>7</b>	<b>9</b>	<b>-22.2%</b>
<b>System Total</b>	<b>8,925</b>	<b>9,937</b>	<b>-10.2%</b>	<b>8,925</b>	<b>9,937</b>	<b>-10.2%</b>

\* The electric shuttles cannot carry bicycles.

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

**Table H: July 2012 – Wheelchairs Boarded**

LINE	Month			Fiscal Year to Date		
	Jul 12	Jul 11	%Change	Jul 12 - Jul 12	Jul 11 - Jul 11	%Change
1 West Santa Barbara	94	120	-21.7%	94	120	-21.7%
2 East Santa Barbara	201	166	21.1%	201	166	21.1%
3 Oak Park	128	177	-27.7%	128	177	-27.7%
4 Mesa/SBCC	19	15	26.7%	19	15	26.7%
5 Mesa / La Cumbre	90	99	-9.1%	90	99	-9.1%
6 Goleta	236	298	-20.8%	236	298	-20.8%
7 Calle Real / Fairview	40	60	-33.3%	40	60	-33.3%
8 Calle Real / Turnpike	34	63	-46.0%	34	63	-46.0%
9 Calle Real / Old Town Shuttle	14	69	-79.7%	14	69	-79.7%
10 Cathedral Oaks	-	4	-100.0%	-	4	-100.0%
11 UCSB	253	248	2.0%	253	248	2.0%
12x Goleta Express	130	139	-6.5%	130	139	-6.5%
14 Montecito	21	22	-4.5%	21	22	-4.5%
15x SBCC / UCSB Express	2	2	0.0%	2	2	0.0%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	34	13	161.5%	34	13	161.5%
20 Carpinteria	217	151	43.7%	217	151	43.7%
21x Carpinteria Express	52	34	52.9%	52	34	52.9%
22 Old Mission	1	-	100.0%	1	-	100.0%
23 Winchester Canyon	12	18	-33.3%	12	18	-33.3%
24x UCSB Express	41	19	115.8%	41	19	115.8%
25 Ellwood	14	5	180.0%	14	5	180.0%
27 UCSB Shuttle	5	4	25.0%	5	4	25.0%
36 Seaside Shuttle	3	6	-50.0%	3	6	-50.0%
37 Crosstown Shuttle	10	14	-28.6%	10	14	-28.6%
Booster Services	2	-	100.0%	2	-	100.0%
<b>System Subtotal</b>	<b>1,653</b>	<b>1,746</b>	<b>-5.3%</b>	<b>1,653</b>	<b>1,746</b>	<b>-5.3%</b>
<b>Downtown Waterfront Shuttles</b>						
30 Downtown Shuttle	81	96	-15.6%	81	96	-15.6%
31 East Beach Waterfront Shuttle	29	41	-29.3%	29	41	-29.3%
32 West Beach Waterfront Shuttle	16	9	77.8%	16	9	77.8%
<b>Coastal Express Limited</b>						
Santa Barbara	-	-	0.0%	-	-	100.0%
Goleta	-	-	0.0%	-	-	100.0%
<b>Unknown</b>	<b>3</b>	<b>2</b>	<b>50.0%</b>	<b>3</b>	<b>2</b>	<b>50.0%</b>
<b>System Total</b>	<b>1,782</b>	<b>1,894</b>	<b>-5.9%</b>	<b>1,782</b>	<b>1,894</b>	<b>-5.9%</b>

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

**Table I: Ridership by Day Type**

	July 2012				July 2011					
	Ridership	% of Total	Days	Avg Daily Ridership	Ridership	% of Total	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	465,646	80.0%	21	22,174	455,828	77.2%	20	22,791	-618	-2.7%
Saturday	54,357	9.3%	4	13,589	71,002	12.0%	5	14,200	-611	-4.3%
Sunday	61,762	10.6%	6	10,294	63,833	10.8%	6	10,639	-345	-3.2%
Total	581,765		31	18,767	590,663		31	19,054	-287	-1.5%

	FY 2013				FY 2012					
	Ridership	% of Total	Days	Avg Daily Ridership	Ridership	% of Total	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	465,646	80.0%	21	22,174	455,828	77.2%	20	22,791	-618	-2.7%
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Sunday	61,762	10.6%	6	10,294	63,833	10.8%	6	10,639	-345	-3.2%
Total	581,765		31	18,767	590,663		31	19,054	-287	-1.5%

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

**External Factors Affecting Ridership**

**Service Days & School Days:** There was one additional weekday service day, and one less Saturday service day in July this year. UCSB was in Summer Session 1 day more this year, and SBCC and the secondary schools were in Summer Session 4 more days this year than last year.

**Weather:** Temperatures for July this year were generally 2-3° cooler than normal, and about 1° cooler than last year overall. We had no rain and a generally sunny July in 2012, while we saw a lot of fog in 2011.

	Weekdays	Saturdays	Sundays
Jul 2012	21	4	6
July 2011	20	5	6

Source: Gregorian Calendar

	HS + JHS	SBCC	UCSB
Jul 2012	19 ss	19 ss	21 ss
Jul 2011	15 ss	15 ss	20 ss

Source: SB Area School Districts, SBCC, UCSB.

	Temperature (°F)	High	Average	Low	Precipitation	
Jul 2012	Maximum	85	74	62	Weekday: 0 in (0 days)	
	Mean	71	64	56	Saturday: 0 in (0 days) 0 in	
	Minimum	65	59	48	Sunday: 0 in (0 days)	
Jul 2011	Maximum	79	72	64	Weekday: 0 in (0 days)	
	Mean	72	65	58	Saturday: 0 in (0 days) T in	
	Minimum	67	61	52	Sunday: T in (1 day)	

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.