



## System Ridership Report: October 2012

System-wide ridership was up 6% for the month, but that is mostly because there were two additional weekdays, and two additional school days this year than there were last October. Per-weekday ridership was up only 2% system-wide, but ridership growth on routes serving the SBCC & UCSB campuses continues to outstrip system-wide growth at 7.3% for the month of October. Overloads are an ongoing problem on Lines 15x & 24x particularly.

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

Fare Categories	Month			Fiscal Year to Date		
	Oct 12	Oct 11	%Change	Jul 12 - Oct 12	Jul 11 - Oct 11	%Change
General Fare	105,159	102,083	3.0%	440,658	454,618	-3.1%
Transfers	66,378	62,192	6.7%	261,946	267,455	-2.1%
Full Fare Prepaid (1)	130,279	125,329	3.9%	518,984	517,516	0.3%
Santa Barbara City College	166,423	155,379	7.1%	401,700	416,901	-3.6%
Senior & Disabled Prepaid (2)	63,416	57,612	10.1%	244,201	231,428	5.5%
Shuttle (DWE, Commuter & Seaside)	21,594	40,379	-46.5%	126,782	213,047	-40.5%
UC Santa Barbara	126,121	113,282	11.3%	227,472	228,310	-0.4%
Student Prepaid (3)	72,198	58,700	23.0%	213,011	178,288	19.5%
Free	22,649	24,207	-6.4%	90,000	100,891	-10.8%
My Ride	11,976	9,628	24.4%	53,538	44,598	20.0%
Senior	14,737	7,888	86.8%	54,952	35,429	55.1%
Persons with Disabilities	5,948	3,644	63.2%	21,839	15,100	44.6%
Tokens	2,962	2,707	9.4%	11,746	11,102	5.8%
<b>Total</b>	<b>809,840</b>	<b>763,030</b>	<b>6.1%</b>	<b>2,666,829</b>	<b>2,714,683</b>	<b>-1.8%</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.

**Table B: Revenue Hours and Revenue Miles**

Metrics	Month			Fiscal Year to Date		
	Oct 12	Oct 11	%Change	Jul 12 - Oct 12	Jul 11 - Oct 11	%Change
Passengers	809,840	763,030	6.1%	2,666,829	2,714,683	-1.8%
Revenue Hours	17,898	17,431	2.7%	67,605	69,376	-2.6%
Passengers per Rev Hour	45.25	43.77	3.4%	39.45	39.13	0.8%
Miles	231,319	227,028	1.9%	850,637	865,081	-1.7%
Passengers per Mile	3.50	3.36	4.2%	3.14	3.14	-0.1%

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

**Table C: October 2012 System Ridership**

LINE	Month			Fiscal Year to Date		
	Oct 12	Oct 11	%Change	Jul 12 - Oct 12	Jul 11 - Oct 11	%Change
1 West Santa Barbara	44,069	41,419	6.4%	154,209	155,808	-1.0%
2 East Santa Barbara	65,616	60,538	8.4%	231,898	228,737	1.4%
3 Oak Park	25,397	24,158	5.1%	90,565	96,447	-6.1%
4 Mesa/SBCC	17,431	17,319	0.6%	59,427	62,355	-4.7%
5 Mesa / La Cumbre	22,195	21,379	3.8%	75,684	77,414	-2.2%
6 Goleta	71,416	69,006	3.5%	258,461	264,603	-2.3%
7 County Health / Fairview	14,887	13,450	10.7%	53,850	51,633	4.3%
8 County Health	11,810	11,821	-0.1%	44,632	46,627	-4.3%
9 Calle Real / Old Town Shuttle	3,827	3,885	-1.5%	13,952	18,611	-25.0%
10 Cathedral Oaks	3,286	3,188	3.1%	9,348	10,203	-8.4%
11 UCSB	125,332	93,750	33.7%	397,062	345,327	15.0%
12x Goleta Express	29,821	27,030	10.3%	105,758	101,635	4.1%
14 Montecito	10,595	10,694	-0.9%	40,562	41,280	-1.7%
15x SBCC / UCSB Express	52,998	43,052	23.1%	120,533	116,739	3.2%
16 City College Shuttle	25,520	24,991	2.1%	51,713	59,830	-13.6%
17 Lower West / SBCC	24,072	21,388	12.5%	85,018	82,818	2.7%
20 Carpinteria	33,280	30,679	8.5%	130,902	125,714	4.1%
21x Carpinteria Express	12,508	9,868	26.8%	41,630	38,826	7.2%
22 Old Mission	1,765	1,806	-2.3%	8,386	8,424	-0.5%
23 Winchester Canyon	8,333	26,203	-68.2%	44,960	76,138	-40.9%
24x UCSB Express	76,933	70,923	8.5%	219,644	208,390	5.4%
25 Ellwood	5,805	13,498	-57.0%	28,578	41,117	-30.5%
27 Isla Vista Shuttle	35,010	31,796	10.1%	64,615	65,388	-1.2%
36 Seaside Shuttle	6,459	8,706	-25.8%	25,903	36,667	-29.4%
37 Crosstown Shuttle	9,796	11,754	-16.7%	35,216	50,025	-29.6%
Booster Services	34,225	27,258	25.6%	71,705	64,792	10.7%
<b>System Subtotal</b>	<b>772,386</b>	<b>719,559</b>	<b>7.3%</b>	<b>2,464,211</b>	<b>2,475,548</b>	<b>-0.5%</b>
<b>Downtown Waterfront Shuttles</b>						
30 Downtown Shuttle	28,197	33,309	-15.3%	151,359	182,124	-16.9%
31 East Beach Waterfront Shuttle	3,805	5,098	-25.4%	28,952	34,857	-16.9%
32 West Beach Waterfront Shuttle	1,697	2,064	-17.8%	10,854	14,440	-24.8%
<b>Coastal Express Limited</b>						
Coastal Express Limited - Santa Barbara	1,895	757	150.3%	5,898	1,236	377.2%
Coastal Express Limited - Goleta	1,860	900	106.7%	5,515	1,814	204.0%
<b>Discontinued Routes</b>						
50 Carrillo Lot Shuttle	-	1,075	N/A	-	4,387	N/A
Valley Express (82, 83, & 84)	-	-	N/A	-	3,196	N/A
<b>Unknown/Miscellaneous</b>	-	268	-100.0%	40	277	-85.6%
<b>System Total</b>	<b>809,840</b>	<b>763,030</b>	<b>6.1%</b>	<b>2,666,829</b>	<b>2,717,879</b>	<b>-1.9%</b>

<b>Related Routes</b>						
20, 21x Carpinteria	45,788	40,547	12.9%	172,532	164,540	4.9%
1, 2, 37 East/West & Crosstown	119,481	113,711	5.1%	421,323	434,570	-3.0%
4, 5, 15x, 16, 17 Mesa Lines	142,216	128,129	11.0%	392,375	399,156	-1.7%
7, 8, 9 Calle Real	30,524	29,156	4.7%	112,434	116,871	-3.8%
6, 11 State/Hollister	196,748	162,756	20.9%	655,523	609,930	7.5%

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: October 2012 - Passengers per Hour**

LINE	Month			Fiscal Year to Date		
	Oct 12	Oct 11	%Change	Jul 12 - Oct 12	Jul 11 - Oct 11	%Change
1 West Santa Barbara	46.1	53.3	-13.5%	44.9	49.1	-8.6%
2 East Santa Barbara	52.0	46.3	12.5%	46.0	42.8	7.6%
3 Oak Park	36.1	35.9	0.6%	33.6	32.3	4.0%
4 Mesa/SBCC	42.5	44.2	-4.0%	37.7	39.8	-5.3%
5 Mesa / La Cumbre	36.3	35.9	1.0%	31.8	32.4	-2.0%
6 Goleta	42.3	40.8	3.8%	38.9	39.5	-1.5%
7 Calle Real / Fairview	33.6	31.4	6.9%	31.4	30.4	3.4%
8 Calle Real / Turnpike	35.4	37.4	-5.6%	34.9	36.8	-5.1%
9 Calle Real / Old Town Shuttle	17.8	18.2	-2.0%	16.5	17.2	-4.3%
10 Cathedral Oaks	23.0	24.4	-5.9%	17.5	19.3	-9.3%
11 UCSB	46.9	47.0	-0.2%	42.6	43.4	-2.0%
12x Goleta Express	55.0	50.8	8.4%	50.5	48.0	5.3%
14 Montecito	23.6	25.0	-5.8%	23.7	24.2	-2.2%
15x SBCC / UCSB Express	65.4	58.6	11.7%	57.0	53.3	6.9%
16 City College Shuttle	104.4	111.1	-6.0%	102.6	111.1	-7.6%
17 Lower West / SBCC	83.5	78.4	6.4%	77.1	75.7	1.9%
20 Carpinteria	28.4	26.7	6.1%	28.5	27.5	4.0%
21x Carpinteria Express	31.8	26.9	18.2%	28.1	26.4	6.4%
22 Old Mission	12.3	12.5	-1.2%	14.5	13.9	5.0%
23 Winchester Canyon	29.0	44.5	-34.8%	26.6	32.5	-18.1%
24x UCSB Express	83.7	79.7	4.9%	67.1	63.8	5.2%
25 Ellwood	42.2	37.4	13.0%	30.0	28.6	4.7%
27 Isla Vista Shuttle	48.8	47.0	4.0%	33.8	33.5	0.7%
36 Seaside Shuttle	17.5	24.1	-27.3%	18.0	22.2	-19.2%
37 Crosstown Shuttle	25.9	24.5	5.9%	24.9	22.8	9.5%
Booster Services	98.8	101.1	-2.3%	92.4	92.7	-0.4%
<b>System Average</b>	<b>46.4</b>	<b>45.0</b>	<b>3.2%</b>	<b>40.3</b>	<b>39.6</b>	<b>1.9%</b>
<b>Downtown Waterfront Shuttles</b>						
30 Downtown Shuttle	33.8	38.6	-12.4%	36.9	42.4	-12.9%
31 East Beach Waterfront Shuttle	22.5	30.2	-25.5%	26.9	31.7	-15.2%
32 West Beach Waterfront Shuttle	20.5	25.0	-17.8%	21.7	28.7	-24.6%
<b>Coastal Express Limited</b>						
Coastal Express Limited - Santa Barbara	23.2	9.6	141.4%	18.9	7.3	158.1%
Coastal Express Limited - Goleta	19.7	10.2	94.1%	15.6	9.6	63.6%
<b>Discontinued Routes</b>						
50 Commuter Lot Shuttle	-	10.3	N/A	-	10.4	N/A
Valley Express (82, 83, & 84)	-	-	N/A	-	13.0	N/A
<b>Unknown/Miscellaneous</b>						
	-	6.4	-100.0%	0.2	1.8	100.0%
<b>System Total</b>	<b>45.2</b>	<b>43.8</b>	<b>3.4%</b>	<b>39.4</b>	<b>39.1</b>	<b>0.8%</b>
<b>Related Routes</b>						
20, 21x Carpinteria	29.2	26.8	9.2%	28.4	27.2	4.5%
1, 2, 37 East/West & Crosstown	46.1	44.3	3.9%	42.6	40.5	5.1%
4, 5, 15x, 16, 17 Mesa Lines	60.1	57.7	4.1%	51.1	51.3	-0.4%
7, 8, 9 Calle Real/Fairview	30.8	30.5	1.0%	29.3	28.9	1.4%
6, 11 State/Hollister	45.1	44.1	2.3%	41.1	41.6	-1.4%

**Table E: October 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		
	Oct 12	Oct 11	%Change	Jul 12 - Oct 12	Jul 11 - Oct 11	%Change
1 West Santa Barbara	15	8	87.5%	39	15	160.0%
2 East Santa Barbara	24	31	-22.6%	59	65	-9.2%
3 Oak Park	5	4	25.0%	12	15	-20.0%
4 Mesa/SBCC	-	2	-100.0%	6	5	20.0%
5 Mesa / La Cumbre	24	60	-60.0%	68	188	-63.8%
6 Goleta	22	26	-15.4%	69	144	-52.1%
7 Calle Real / Fairview	-	1	-100.0%	15	8	87.5%
8 Calle Real / Turnpike	-	1	-100.0%	1	1	0.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	-	2	-100.0%
10 Cathedral Oaks	-	-	0.0%	5	-	100.0%
11 UCSB	70	71	-1.4%	213	251	-15.1%
12x Goleta Express	16	5	220.0%	74	38	94.7%
14 Montecito	-	3	-100.0%	-	20	-100.0%
15x SBCC / UCSB Express	174	88	97.7%	484	404	19.8%
16 City College Shuttle	39	50	-22.0%	78	146	-46.6%
17 Lower West / SBCC	4	8	-50.0%	45	44	2.3%
20 Carpinteria	6	2	200.0%	14	9	55.6%
21x Carpinteria Express	-	-	0.0%	2	3	-33.3%
22 Old Mission	1	-	100.0%	1	3	-66.7%
23 Winchester Canyon	3	14	-78.6%	8	22	-63.6%
24x UCSB Express	288	189	52.4%	580	463	25.3%
25 Ellwood	-	6	-100.0%	1	11	-90.9%
27 UCSB Shuttle	37	27	37.0%	44	38	15.8%
36 Seaside Shuttle	1	-	100.0%	5	24	-79.2%
37 Crosstown Shuttle	3	-	100.0%	11	2	450.0%
Booster Services	56	43	30.2%	116	132	-12.1%
<b>System Subtotal</b>	<b>788</b>	<b>639</b>	<b>23.3%</b>	<b>1,950</b>	<b>2,053</b>	<b>-5.0%</b>
<b>Downtown Waterfront Shuttles</b>						
30 Downtown Shuttle	136	181	-24.9%	857	1,319	-35.0%
31 East Beach Waterfront Shuttle	-	1	-100.0%	33	46	-28.3%
32 West Beach Waterfront Shuttle	-	-	0.0%	10	6	66.7%
<b>Coastal Express Limited</b>						
Santa Barbara	-	-	0.0%	-	-	0.0%
Goleta	-	-	0.0%	1	-	100.0%
<b>Unknown</b>	<b>-</b>	<b>9</b>	<b>-100.0%</b>	<b>3</b>	<b>15</b>	<b>-80.0%</b>
<b>System Total</b>	<b>924</b>	<b>830</b>	<b>11.3%</b>	<b>2,854</b>	<b>3,439</b>	<b>-17.0%</b>

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

**Table F: October 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		
	Oct 12	Oct 11	%Change	Jul 12 - Oct 12	Jul 11 - Oct 11	%Change
1 West Santa Barbara	25	6	316.7%	97	22	340.9%
2 East Santa Barbara	40	31	29.0%	129	81	59.3%
3 Oak Park	22	3	633.3%	47	33	42.4%
4 Mesa/SBCC	2	4	-50.0%	10	17	-41.2%
5 Mesa / La Cumbre	13	20	-35.0%	52	98	-46.9%
6 Goleta	39	22	77.3%	131	118	11.0%
7 Calle Real / Fairview	16	4	300.0%	70	18	288.9%
8 Calle Real / Turnpike	2	1	100.0%	6	2	200.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	-	-	0.0%
10 Cathedral Oaks	2	-	100.0%	5	1	400.0%
11 UCSB	66	88	-25.0%	285	290	-1.7%
12x Goleta Express	27	9	200.0%	99	44	125.0%
14 Montecito	5	6	-16.7%	6	45	-86.7%
15x SBCC / UCSB Express	67	86	-22.1%	172	309	-44.3%
16 City College Shuttle	56	33	69.7%	120	68	76.5%
17 Lower West / SBCC	13	38	-65.8%	53	116	-54.3%
20 Carpinteria	27	18	50.0%	100	46	117.4%
21x Carpinteria Express	4	-	100.0%	13	11	18.2%
22 Old Mission	-	-	0.0%	-	2	-100.0%
23 Winchester Canyon	-	22	-100.0%	5	40	-87.5%
24x UCSB Express	151	104	45.2%	331	338	-2.1%
25 Ellwood	-	4	-100.0%	5	7	-28.6%
27 UCSB Shuttle	51	39	30.8%	65	47	38.3%
36 Seaside Shuttle	-	-	0.0%	-	19	-100.0%
37 Crosstown Shuttle	2	7	-71.4%	12	13	-7.7%
Booster Services	36	54	-33.3%	102	138	-26.1%
<i>System Subtotal</i>	<i>666</i>	<i>599</i>	<i>11.2%</i>	<i>1,915</i>	<i>1,923</i>	<i>-0.4%</i>
<b>Downtown Waterfront Shuttles</b>						
30 Downtown Shuttle	60	69	-13.0%	308	400	-23.0%
31 East Beach Waterfront Shuttle	-	-	0.0%	8	16	-50.0%
32 West Beach Waterfront Shuttle	-	-	0.0%	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%	3	5	-40.0%
<i>System Total</i>	<i>726</i>	<i>670</i>	<i>8.4%</i>	<i>2,235</i>	<i>2,346</i>	<i>-4.7%</i>

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

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

LINE	Month			Fiscal Year to Date		
	Oct 12	Oct 11	%Change	Jul 12 - Oct 12	Jul 11 - Oct 11	%Change
1 West Santa Barbara	245	232	5.6%	957	809	18.3%
2 East Santa Barbara	665	705	-5.7%	2,533	2,598	-2.5%
3 Oak Park	246	302	-18.5%	968	1,207	-19.8%
4 Mesa/SBCC	167	278	-39.9%	842	1,004	-16.1%
5 Mesa / La Cumbre	325	280	16.1%	1,231	1,020	20.7%
6 Goleta	1,634	1,448	12.8%	5,835	6,486	-10.0%
7 Calle Real / Fairview	271	218	24.3%	825	944	-12.6%
8 Calle Real / Turnpike	128	178	-28.1%	572	702	-18.5%
9 Calle Real / Old Town Shuttle	46	36	27.8%	137	152	-9.9%
10 Cathedral Oaks	44	59	-25.4%	188	192	-2.1%
11 UCSB	2,348	2,210	6.2%	8,152	8,482	-3.9%
12x Goleta Express	880	675	30.4%	3,262	2,940	11.0%
14 Montecito	191	177	7.9%	584	730	-20.0%
15x SBCC / UCSB Express	390	439	-11.2%	990	1,310	-24.4%
16 City College Shuttle	163	111	46.8%	344	317	8.5%
17 Lower West / SBCC	164	139	18.0%	596	507	17.6%
20 Carpinteria	770	714	7.8%	2,819	2,867	-1.7%
21x Carpinteria Express	305	243	25.5%	1,012	960	5.4%
22 Old Mission	66	21	214.3%	178	181	-1.7%
23 Winchester Canyon	130	506	-74.3%	558	1,148	-51.4%
24x UCSB Express	1,540	1,172	31.4%	5,032	4,281	17.5%
25 Ellwood	149	188	-20.7%	573	560	2.3%
27 UCSB Shuttle	376	402	-6.5%	703	793	-11.3%
36 Seaside Shuttle*	-	-	0.0%	-	-	0.0%
37 Crosstown Shuttle*	-	-	0.0%	-	-	0.0%
Booster services	71	52	36.5%	172	160	7.5%
<b>System Subtotal</b>	<b>11,314</b>	<b>10,785</b>	<b>4.9%</b>	<b>39,063</b>	<b>40,350</b>	<b>-3.2%</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	41	13	215.4%	116	15	673.3%
Goleta	85	60	41.7%	180	106	69.8%
<b>Unknown</b>	<b>23</b>	<b>8</b>	<b>187.5%</b>	<b>63</b>	<b>49</b>	<b>28.6%</b>
<b>System Total</b>	<b>11,463</b>	<b>10,866</b>	<b>5.5%</b>	<b>39,422</b>	<b>40,520</b>	<b>-2.7%</b>

\* The electric shuttles cannot carry bicycles.

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

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

LINE	Month			Fiscal Year to Date		
	Oct 12	Oct 11	%Change	Jul 12 - Oct 12	Jul 11 - Oct 11	%Change
1 West Santa Barbara	152	103	47.6%	511	440	16.1%
2 East Santa Barbara	173	165	4.8%	803	754	6.5%
3 Oak Park	155	130	19.2%	554	573	-3.3%
4 Mesa/SBCC	9	12	-25.0%	39	66	-40.9%
5 Mesa / La Cumbre	27	79	-65.8%	200	305	-34.4%
6 Goleta	338	324	4.3%	1,015	1,193	-14.9%
7 Calle Real / Fairview	47	49	-4.1%	207	204	1.5%
8 Calle Real / Turnpike	40	76	-47.4%	174	251	-30.7%
9 Calle Real / Old Town Shuttle	50	24	108.3%	129	153	-15.7%
10 Cathedral Oaks	12	27	-55.6%	31	66	-53.0%
11 UCSB	286	304	-5.9%	1,015	1,035	-1.9%
12x Goleta Express	101	92	9.8%	417	421	-1.0%
14 Montecito	23	22	4.5%	77	82	-6.1%
15x SBCC / UCSB Express	10	37	-73.0%	24	84	-71.4%
16 City College Shuttle	49	14	250.0%	93	41	126.8%
17 Lower West / SBCC	14	24	-41.7%	69	79	-12.7%
20 Carpinteria	133	102	30.4%	651	431	51.0%
21x Carpinteria Express	31	27	14.8%	148	114	29.8%
22 Old Mission	-	1	-100.0%	3	2	50.0%
23 Winchester Canyon	6	22	-72.7%	38	79	-51.9%
24x UCSB Express	48	36	33.3%	155	119	30.3%
25 Ellwood	6	18	-66.7%	33	56	-41.1%
27 UCSB Shuttle	12	9	33.3%	29	18	61.1%
36 Seaside Shuttle	8	18	-55.6%	15	35	-57.1%
37 Crosstown Shuttle	23	16	43.8%	67	51	31.4%
Booster Services	1	4	-75.0%	7	11	-36.4%
<b>System Subtotal</b>	<b>1,754</b>	<b>1,735</b>	<b>1.1%</b>	<b>6,504</b>	<b>6,663</b>	<b>-2.4%</b>
<b>Downtown Waterfront Shuttles</b>						
30 Downtown Shuttle	75	42	78.6%	311	250	24.4%
31 East Beach Waterfront Shuttle	23	12	91.7%	118	100	18.0%
32 West Beach Waterfront Shuttle	19	-	100.0%	75	13	476.9%
<b>Coastal Express Limited</b>						
Santa Barbara	-	-	0.0%	3	-	0.0%
Goleta	-	-	0.0%	-	-	0.0%
<b>Unknown</b>	<b>3</b>	<b>2</b>	<b>50.0%</b>	<b>11</b>	<b>6</b>	<b>83.3%</b>
<b>System Total</b>	<b>1,874</b>	<b>1,791</b>	<b>4.6%</b>	<b>7,022</b>	<b>7,032</b>	<b>-0.1%</b>

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

**Table I: Ridership by Day Type**

	October 2012				October 2011					
	Ridership	% of Total	Days	Avg Daily Ridership	Ridership	% of Total	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	698,006	86.2%	23	30,348	625,004	81.9%	21	29,762	586	2.0%
Saturday	65,244	8.1%	4	16,311	79,021	10.4%	5	15,804	507	3.2%
Sunday	46,590	5.8%	4	11,648	59,005	7.7%	5	11,801	-154	-1.3%
Total	809,840		31	26,124	763,030		31	24,614	1,510	6.1%

	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	2,207,589	82.8%	86	25,670	2,233,075	82.2%	85	26,271	-602	-2.3%
Saturday	246,148	9.2%	17	14,479	266,017	9.8%	18	14,779	-299	-2.0%
Sunday	213,092	8.0%	20	10,655	218,787	8.0%	20	10,939	-285	-2.6%
Total	2,666,829		123	21,682	2,717,879		123	22,097	-415	-1.9%

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

**External Factors Affecting Ridership**

**Service Days & School Days:** There were two fewer weekdays, one more Saturday, and one more Sunday in October 2012 than in the same month last year. There were two fewer UCSB, SBCC, & secondary school days this October as well.

**Weather:** Temperatures for October this year were generally about 2° warmer than normal, and a little warmer than last year overall. We had about three days of clouds that dropped a trace of an inch of rain in October this year, while October 2011 saw fewer cloudy days, but almost an inch of rain.

	Weekdays	Saturdays	Sundays
Oct 2012	23	4	4
Oct 2011	21	5	5

Source: Gregorian Calendar

	HS + JHS	SBCC	UCSB
Oct 2012	23	23	23
Oct 2011	21	21	21

Source: SB Area School Districts, SBCC, UCSB.

	Temperature (°F)	High	Average	Low	Precipitation	
Oct 2012	Maximum	89	72	61	Weekday: T in (2 days)	
	Mean	76	64	51	Saturday: T in (1 day)	T in
	Minimum	66	57	44	Sunday: 0 in (0 days)	
Oct 2011	Maximum	90	73	59	Weekday: 0.8 in (1 day)	
	Mean	72	62	52	Saturday: 0 in (0 days)	0.8 in
	Minimum	61	56	43	Sunday: 0 in (0 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.