



System Ridership Report: April 2013

System-wide ridership is down 2% for the fiscal year to date, but non-shuttle ridership is up 0.8% for the year. There were 4 more weekdays last year than this year (one was because of Leap Year, the others are due to how the calendar falls), and we typically carry more than twice as many passengers on weekdays as we do on weekend days. So non-shuttle ridership per day by day type has actually increased by approximately 2% for the fiscal year to date.

Table A: Ridership Trends by Fare Component

Fare Categories	Month			Fiscal Year to Date		
	Apr 13	Apr 12	%Change	Jul 12 - Apr 13	Jul 11 - Apr 12	%Change
General Fare	95,201	94,843	0.4%	1,004,015	1,033,217	-2.8%
Transfers	59,698	59,071	1.1%	594,003	617,462	-3.8%
Full Fare Prepaid (1)	116,216	117,030	-0.7%	1,169,825	1,205,208	-2.9%
Santa Barbara City College	142,184	139,108	2.2%	1,050,532	1,094,931	-4.1%
Senior & Disabled Prepaid (2)	57,260	57,384	-0.2%	571,245	571,383	0.0%
Shuttle (DWE, Commuter & Seaside)	20,549	39,099	-47.4%	234,820	420,976	-44.2%
UC Santa Barbara	114,840	101,191	13.5%	814,772	729,811	11.6%
Student Prepaid (3)	68,924	63,096	9.2%	571,697	512,957	11.5%
Free	20,788	24,265	-14.3%	200,187	236,207	-15.2%
My Ride	11,579	9,700	19.4%	110,792	91,881	20.6%
Senior	12,785	8,063	58.6%	122,994	82,468	49.1%
Persons with Disabilities	4,481	3,560	25.9%	49,596	36,432	36.1%
Tokens	3,666	2,767	32.5%	31,347	27,367	14.5%
Total	728,171	719,177	1.3%	6,525,825	6,660,300	-2.0%

(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.

Table B: Revenue Hours and Revenue Miles

Metrics	Month			Fiscal Year to Date		
	Apr 13	Apr 12	%Change	Jul 12 - Apr 13	Jul 11 - Apr 12	%Change
Passengers	728,171	719,177	1.3%	6,525,825	6,660,300	-2.0%
Revenue Hours	17,326	17,034	1.7%	165,500	169,160	-2.2%
Passengers per Rev Hour	42.03	42.22	-0.5%	39.43	39.37	0.1%
Miles	221,979	220,553	0.6%	2,091,197	2,145,007	-2.5%
Passengers per Mile	3.28	3.26	0.6%	3.12	3.11	0.5%

Note: Prior Year-to-date passenger totals in these tables do not include Valley Express, thus the discrepancy with Table C.

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

Table C: April 2013 System Ridership

LINE	Month			Fiscal Year to Date		
	Apr 13	Apr 12	%Change	Jul 12 - Apr 13	Jul 11 - Apr 12	%Change
1 West Santa Barbara	39,275	40,791	-3.7%	372,204	389,930	-4.5%
2 East Santa Barbara	60,023	58,361	2.8%	565,281	568,139	-0.5%
3 Oak Park	22,651	22,147	2.3%	211,507	224,148	-5.6%
4 Mesa/SBCC	15,521	16,673	-6.9%	142,856	153,209	-6.8%
5 Mesa / La Cumbre	18,707	19,490	-4.0%	177,377	184,422	-3.8%
6 Goleta	61,551	63,149	-2.5%	613,966	641,878	-4.3%
7 County Health / Fairview	14,148	11,884	19.1%	129,406	122,333	5.8%
8 County Health	10,778	9,722	10.9%	105,228	107,467	-2.1%
9 Calle Real / Old Town Shuttle	3,039	2,911	4.4%	32,874	37,894	-13.2%
10 Cathedral Oaks	2,615	2,909	-10.1%	22,994	26,447	-13.1%
11 UCSB	114,067	86,820	31.4%	1,021,696	844,666	21.0%
12x Goleta Express	25,944	25,133	3.2%	253,927	250,053	1.5%
14 Montecito	9,206	10,133	-9.1%	93,738	101,988	-8.1%
15x SBCC / UCSB Express	43,923	36,784	19.4%	310,766	290,859	6.8%
16 City College Shuttle	19,748	20,043	-1.5%	136,670	152,740	-10.5%
17 Lower West / SBCC	20,425	22,075	-7.5%	193,758	199,515	-2.9%
20 Carpinteria	31,929	31,899	0.1%	306,898	302,802	1.4%
21x Carpinteria Express	10,878	9,826	10.7%	99,493	97,247	2.3%
22 Old Mission	2,185	2,303	-5.1%	19,420	19,405	0.1%
23 Winchester Canyon	7,475	25,097	-70.2%	87,583	205,914	-57.5%
24x UCSB Express	70,720	62,258	13.6%	585,288	539,355	8.5%
25 Ellwood	4,981	12,769	-61.0%	56,111	111,367	-49.6%
27 Isla Vista Shuttle	38,311	33,667	13.8%	251,051	223,803	12.2%
36 Seaside Shuttle	5,884	7,775	-24.3%	58,140	81,786	-28.9%
37 Crosstown Shuttle	8,110	12,817	-36.7%	78,261	114,551	-31.7%
Booster Services	31,484	28,104	12.0%	225,074	206,902	8.8%
System Subtotal	693,578	675,540	2.7%	6,151,567	6,198,820	-0.8%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	24,480	34,117	-28.2%	275,584	355,129	-22.4%
31 East Beach Waterfront Shuttle	4,092	5,254	-22.1%	47,523	59,381	-20.0%
32 West Beach Waterfront Shuttle	1,912	1,989	-3.9%	18,964	24,997	-24.1%
Coastal Express Limited						
Coastal Express Limited - Santa Barbara	2,094	684	206.1%	16,311	5,119	218.6%
Coastal Express Limited - Goleta	2,015	681	195.9%	15,876	5,657	180.6%
Discontinued Routes						
50 Carrillo Lot Shuttle	-	912	N/A	-	10,903	N/A
Valley Express (82, 83, & 84)	-	-	N/A	-	3,196	N/A
Unknown/Miscellaneous	-	-	0.0%	-	294	-100.0%
System Total	728,171	719,177	1.3%	6,525,825	6,663,496	-2.1%

Related Routes						
20, 21x Carpinteria	42,807	41,725	2.6%	406,391	400,049	1.6%
1, 2, 37 East/West & Crosstown	107,408	111,969	-4.1%	1,015,746	1,072,620	-5.3%
4, 5, 15x, 16, 17 Mesa Lines	118,324	115,065	2.8%	961,427	980,745	-2.0%
7, 8, 9 Calle Real	27,965	24,517	14.1%	267,508	267,694	-0.1%
6, 11 State/Hollister	175,618	149,969	17.1%	1,635,662	1,486,544	10.0%

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: April 2013 - Passengers per Hour

LINE	Month			Fiscal Year to Date		
	Apr 13	Apr 12	%Change	Jul 12 - Apr 13	Jul 11 - Apr 12	%Change
1 West Santa Barbara	42.7	53.4	-20.1%	42.6	50.4	-15.4%
2 East Santa Barbara	49.5	45.5	8.8%	47.2	43.7	8.1%
3 Oak Park	33.5	33.5	-0.1%	32.2	32.4	-0.5%
4 Mesa/SBCC	39.3	43.3	-9.3%	37.3	39.7	-6.0%
5 Mesa / La Cumbre	31.7	33.6	-5.7%	30.5	31.5	-3.0%
6 Goleta	38.0	38.5	-1.3%	37.9	38.9	-2.5%
7 Calle Real / Fairview	33.2	28.3	17.2%	31.1	29.1	7.0%
8 Calle Real / Turnpike	33.6	31.3	7.4%	34.1	34.5	-1.2%
9 Calle Real / Old Town Shuttle	14.6	14.0	4.4%	15.9	16.3	-2.5%
10 Cathedral Oaks	19.1	22.3	-14.2%	18.0	20.4	-11.7%
11 UCSB	44.1	44.7	-1.2%	41.6	43.1	-3.5%
12x Goleta Express	49.7	48.3	2.9%	49.7	47.9	3.8%
14 Montecito	21.3	24.4	-12.6%	22.5	24.2	-7.3%
15x SBCC / UCSB Express	57.9	50.7	14.1%	57.8	52.5	10.0%
16 City College Shuttle	84.4	89.1	-5.2%	94.2	101.2	-6.9%
17 Lower West / SBCC	73.7	82.1	-10.2%	72.6	74.0	-1.9%
20 Carpinteria	28.2	28.5	-1.2%	27.4	26.9	2.0%
21x Carpinteria Express	28.9	27.2	6.0%	27.8	26.8	3.5%
22 Old Mission	16.6	16.5	0.7%	13.9	13.4	3.7%
23 Winchester Canyon	26.8	43.9	-38.9%	26.4	35.7	-26.2%
24x UCSB Express	80.7	72.4	11.4%	71.1	65.1	9.3%
25 Ellwood	38.8	36.4	6.7%	32.7	31.5	3.8%
27 Isla Vista Shuttle	55.6	50.4	10.4%	45.1	40.1	12.3%
36 Seaside Shuttle	16.6	22.1	-25.1%	16.5	21.8	-24.3%
37 Crosstown Shuttle	22.5	26.9	-16.6%	23.1	22.9	1.2%
Booster Services	95.7	96.3	-0.6%	94.2	93.3	0.9%
<i>System Average</i>	<i>43.4</i>	<i>43.1</i>	<i>0.7%</i>	<i>40.6</i>	<i>40.2</i>	<i>1.0%</i>
Downtown Waterfront Shuttles						
30 Downtown Shuttle	27.7	42.5	-34.9%	30.2	38.6	-21.6%
31 East Beach Waterfront Shuttle	25.0	32.1	-22.2%	23.1	28.5	-18.9%
32 West Beach Waterfront Shuttle	23.9	24.9	-3.9%	19.4	25.4	-23.8%
Coastal Express Limited						
Coastal Express Limited - Santa Barbara	24.4	8.6	184.2%	22.0	9.2	139.2%
Coastal Express Limited - Goleta	21.9	8.3	164.3%	18.7	9.1	106.0%
Discontinued Routes						
50 Commuter Lot Shuttle	-	8.7	N/A	-	10.5	N/A
Valley Express (82, 83, & 84)	-	-	N/A	-	13.0	N/A
Unknown/Miscellaneous						
	-	-	0.0%	-	0.6	-100.0%
<i>System Total</i>	<i>42.0</i>	<i>42.2</i>	<i>-0.5%</i>	<i>39.4</i>	<i>39.4</i>	<i>0.1%</i>
Related Routes						
20, 21x Carpinteria	28.4	28.2	0.6%	27.5	26.9	2.4%
1, 2, 37 East/West & Crosstown	43.1	44.4	-2.9%	42.2	41.7	1.2%
4, 5, 15x, 16, 17 Mesa Lines	52.5	52.7	-0.4%	50.2	50.4	-0.3%
7, 8, 9 Calle Real/Fairview	29.3	26.1	12.0%	28.7	27.7	3.5%
6, 11 State/Hollister	41.8	41.9	-0.2%	40.1	41.2	-2.6%

Table E: April 2013 – ‘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		
	Apr 13	Apr 12	%Change	Jul 12 - Apr 13	Jul 11 - Apr 12	%Change
1 West Santa Barbara	2	2	0.0%	73	52	40.4%
2 East Santa Barbara	12	3	300.0%	124	101	22.8%
3 Oak Park	1	2	-50.0%	15	26	-42.3%
4 Mesa/SBCC	-	-	0.0%	9	13	-30.8%
5 Mesa / La Cumbre	8	8	0.0%	133	281	-52.7%
6 Goleta	4	5	-20.0%	129	230	-43.9%
7 Calle Real / Fairview	1	-	100.0%	41	10	310.0%
8 Calle Real / Turnpike	2	-	100.0%	4	1	300.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	-	2	-100.0%
10 Cathedral Oaks	-	-	0.0%	5	-	100.0%
11 UCSB	49	21	133.3%	478	492	-2.8%
12x Goleta Express	10	7	42.9%	113	89	27.0%
14 Montecito	-	-	0.0%	7	33	-78.8%
15x SBCC / UCSB Express	75	54	38.9%	923	776	18.9%
16 City College Shuttle	22	50	-56.0%	203	331	-38.7%
17 Lower West / SBCC	6	8	-25.0%	90	118	-23.7%
20 Carpinteria	-	2	-100.0%	18	20	-10.0%
21x Carpinteria Express	2	1	100.0%	11	5	120.0%
22 Old Mission	1	-	100.0%	2	3	-33.3%
23 Winchester Canyon	-	14	-100.0%	15	75	-80.0%
24x UCSB Express	130	117	11.1%	1,170	918	27.5%
25 Ellwood	1	-	100.0%	6	19	-68.4%
27 UCSB Shuttle	45	63	-28.6%	343	234	46.6%
36 Seaside Shuttle	1	9	-88.9%	9	53	-83.0%
37 Crosstown Shuttle	-	2	-100.0%	15	8	87.5%
Booster Services	30	50	-40.0%	271	469	-42.2%
System Subtotal	402	418	-3.8%	4,207	4,359	-3.5%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	127	198	-35.9%	1,182	1,993	-40.7%
31 East Beach Waterfront Shuttle	16	10	60.0%	55	67	-17.9%
32 West Beach Waterfront Shuttle	3	1	200.0%	14	7	100.0%
Coastal Express Limited						
Santa Barbara	-	-	0.0%	-	-	0.0%
Goleta	-	-	0.0%	1	-	100.0%
Unknown	-	1	-100.0%	8	20	-60.0%
System Total	548	628	-12.7%	5,467	6,446	-15.2%

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

Table F: April 2013 – ‘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		
	Apr 13	Apr 12	%Change	Jul 12 - Apr 13	Jul 11 - Apr 12	%Change
1 West Santa Barbara	13	8	62.5%	170	64	165.6%
2 East Santa Barbara	31	20	55.0%	335	176	90.3%
3 Oak Park	3	9	-66.7%	65	70	-7.1%
4 Mesa/SBCC	2	3	-33.3%	16	33	-51.5%
5 Mesa / La Cumbre	9	10	-10.0%	142	194	-26.8%
6 Goleta	54	14	285.7%	363	238	52.5%
7 Calle Real / Fairview	2	1	100.0%	130	41	217.1%
8 Calle Real / Turnpike	1	-	100.0%	12	4	200.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	1	-	100.0%
10 Cathedral Oaks	1	1	0.0%	7	2	250.0%
11 UCSB	209	55	280.0%	1,018	567	79.5%
12x Goleta Express	15	14	7.1%	212	131	61.8%
14 Montecito	2	4	-50.0%	18	76	-76.3%
15x SBCC / UCSB Express	63	80	-21.3%	446	641	-30.4%
16 City College Shuttle	13	80	-83.8%	227	352	-35.5%
17 Lower West / SBCC	17	13	30.8%	115	240	-52.1%
20 Carpinteria	1	10	-90.0%	158	102	54.9%
21x Carpinteria Express	1	2	-50.0%	50	13	284.6%
22 Old Mission	2	-	100.0%	2	2	0.0%
23 Winchester Canyon	1	10	-90.0%	22	105	-79.0%
24x UCSB Express	120	106	13.2%	987	746	32.3%
25 Ellwood	1	8	-87.5%	10	32	-68.8%
27 UCSB Shuttle	50	54	-7.4%	413	209	97.6%
36 Seaside Shuttle	-	1	-100.0%	5	26	-80.8%
37 Crosstown Shuttle	2	2	0.0%	22	26	-15.4%
Booster Services	87	59	47.5%	406	365	11.2%
<i>System Subtotal</i>	<i>700</i>	<i>564</i>	<i>24.1%</i>	<i>5,352</i>	<i>4,455</i>	<i>20.1%</i>
Downtown Waterfront Shuttles						
30 Downtown Shuttle	110	85	29.4%	744	736	1.1%
31 East Beach Waterfront Shuttle	64	2	3100.0%	86	26	230.8%
32 West Beach Waterfront Shuttle	-	-	0.0%	2	2	0.0%
Coastal Express Limited						
Santa Barbara	-	-	0.0%	-	-	0.0%
Goleta	-	-	0.0%	-	-	0.0%
Unknown	-	2	-100.0%	6	20	-70.0%
<i>System Total</i>	<i>874</i>	<i>653</i>	<i>33.8%</i>	<i>6,190</i>	<i>5,239</i>	<i>18.2%</i>

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

Table G: April 2013 – Bicycles Carried

LINE	Month			Fiscal Year to Date		
	Apr 13	Apr 12	%Change	Jul 12 - Apr 13	Jul 11 - Apr 12	%Change
1 West Santa Barbara	204	180	13.3%	2,157	2,058	4.8%
2 East Santa Barbara	725	582	24.6%	6,132	6,354	-3.5%
3 Oak Park	215	200	7.5%	2,003	2,691	-25.6%
4 Mesa/SBCC	238	248	-4.0%	1,909	2,523	-24.3%
5 Mesa / La Cumbre	362	241	50.2%	2,971	2,731	8.8%
6 Goleta	1,564	1,293	21.0%	14,380	14,266	0.8%
7 Calle Real / Fairview	306	198	54.5%	2,361	2,162	9.2%
8 Calle Real / Turnpike	207	150	38.0%	1,560	1,585	-1.6%
9 Calle Real / Old Town Shuttle	47	36	30.6%	390	327	19.3%
10 Cathedral Oaks	69	70	-1.4%	514	544	-5.5%
11 UCSB	2,164	1,746	23.9%	19,919	19,406	2.6%
12x Goleta Express	922	654	41.0%	7,420	6,602	12.4%
14 Montecito	154	174	-11.5%	1,406	1,988	-29.3%
15x SBCC / UCSB Express	486	455	6.8%	2,833	3,273	-13.4%
16 City College Shuttle	122	103	18.4%	823	819	0.5%
17 Lower West / SBCC	141	147	-4.1%	1,337	1,471	-9.1%
20 Carpinteria	609	803	-24.2%	6,351	6,722	-5.5%
21x Carpinteria Express	314	197	59.4%	2,663	2,389	11.5%
22 Old Mission	80	41	95.1%	570	430	32.6%
23 Winchester Canyon	93	301	-69.1%	1,140	2,994	-61.9%
24x UCSB Express	1,200	1,071	12.0%	10,859	9,920	9.5%
25 Ellwood	105	136	-22.8%	1,143	1,439	-20.6%
27 UCSB Shuttle	372	321	15.9%	2,549	2,468	3.3%
36 Seaside Shuttle*	-	-	0.0%	-	-	0.0%
37 Crosstown Shuttle*	-	-	0.0%	-	-	0.0%
Booster services	90	25	260.0%	507	320	58.4%
System Subtotal	10,789	9,372	15.1%	93,897	95,482	-1.7%
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%
Coastal Express Limited						
Santa Barbara	16	10	60.0%	237	212	11.8%
Goleta	20	45	-55.6%	329	107	207.5%
Unknown	22	9	144.4%	157	122	28.7%
System Total	10,847	9,436	15.0%	94,620	95,923	-1.4%

* The electric shuttles cannot carry bicycles.

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

Table H: April 2013 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date		
	Apr 13	Apr 12	%Change	Jul 12 - Apr 13	Jul 11 - Apr 12	%Change
1 West Santa Barbara	94	108	-13.0%	1,049	1,144	-8.3%
2 East Santa Barbara	167	170	-1.8%	1,719	1,806	-4.8%
3 Oak Park	86	44	95.5%	1,158	1,130	2.5%
4 Mesa/SBCC	6	13	-53.8%	87	149	-41.6%
5 Mesa / La Cumbre	43	60	-28.3%	488	693	-29.6%
6 Goleta	279	293	-4.8%	2,465	2,960	-16.7%
7 Calle Real / Fairview	50	45	11.1%	536	531	0.9%
8 Calle Real / Turnpike	38	33	15.2%	410	500	-18.0%
9 Calle Real / Old Town Shuttle	19	19	0.0%	287	257	11.7%
10 Cathedral Oaks	-	17	-100.0%	70	163	-57.1%
11 UCSB	336	228	47.4%	2,710	2,557	6.0%
12x Goleta Express	112	124	-9.7%	933	943	-1.1%
14 Montecito	15	21	-28.6%	173	217	-20.3%
15x SBCC / UCSB Express	2	19	-89.5%	63	188	-66.5%
16 City College Shuttle	11	44	-75.0%	202	188	7.4%
17 Lower West / SBCC	17	14	21.4%	139	209	-33.5%
20 Carpinteria	109	86	26.7%	1,275	1,156	10.3%
21x Carpinteria Express	33	38	-13.2%	289	310	-6.8%
22 Old Mission	5	2	150.0%	17	8	112.5%
23 Winchester Canyon	18	22	-18.2%	97	183	-47.0%
24x UCSB Express	24	30	-20.0%	333	285	16.8%
25 Ellwood	21	38	-44.7%	155	207	-25.1%
27 UCSB Shuttle	17	4	325.0%	74	54	37.0%
36 Seaside Shuttle	2	7	-71.4%	40	90	-55.6%
37 Crosstown Shuttle	25	14	78.6%	158	117	35.0%
Booster Services	2	3	-33.3%	16	18	-11.1%
System Subtotal	1,531	1,496	2.3%	14,943	16,063	-7.0%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	93	43	116.3%	618	479	29.0%
31 East Beach Waterfront Shuttle	14	11	27.3%	177	198	-10.6%
32 West Beach Waterfront Shuttle	17	7	142.9%	144	36	300.0%
Coastal Express Limited						
Santa Barbara	-	1	-100.0%	3	1	200.0%
Goleta	-	-	0.0%	-	1	-100.0%
Unknown	-	-	0.0%	15	12	25.0%
System Total	1,655	1,558	6.2%	15,900	16,790	-5.3%

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

Table I: Ridership by Day Type

April 2013					April 2012					Change in Daily Ridership	% Change in Daily Ridership
	Ridership	% of Total	Days	Avg Daily Ridership	Ridership	% of Total	Days	Avg Daily Ridership			
Weekday	628,811	86.4%	22	28,582	601,407	83.6%	21	28,638	-56	-0.2%	
Saturday	56,929	7.8%	4	14,232	60,963	8.5%	4	15,241	-1,009	-6.6%	
Sunday	42,431	5.8%	4	10,608	56,807	7.9%	5	11,361	-754	-6.6%	
Total	728,171		30	24,272	719,177		30	23,973	300	1.3%	

FY 2013					FY 2012					Change in Daily Ridership	% Change in Daily Ridership
	Ridership	% of Total	Days	Avg Daily Ridership	Ridership	% of Total	Days	Avg Daily Ridership			
Weekday	5,394,473	82.7%	206	26,187	5,510,942	82.7%	209	26,368	-181	-0.7%	
Saturday	640,482	9.8%	47	13,627	648,626	9.7%	46	14,101	-473	-3.4%	
Sunday	490,870	7.5%	49	10,018	503,928	7.6%	48	10,499	-481	-4.6%	
Total	6,525,825		302	21,609	6,663,496		303	21,992	-383	-1.7%	

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

External Factors Affecting Ridership

Service Days & School Days: There was one more weekday service day than last year in April, and one less Sunday service day. Secondary schools, SBCC, & UCSB were all in session one more day this year than last year.

Weather: Temperatures for April this year were generally about 4° warmer than last year and about 2° warmer than ‘normal’ overall. While we had 2.2 inches of rain in April 2012 over 7 days, this year we got only a trace of moisture spread over 4 days.

	Weekdays	Saturdays	Sundays
Apr 2013	22	4	4
Apr 2012	21	4	5

Source: Gregorian Calendar

	HS + JHS	SBCC	UCSB
Apr 2013	22	22	22
Apr 2012	21	21	21

Source: SB Area School Districts, SBCC, UCSB.

	Temperature (°F)			Precipitation		
	High	Average	Low			
Apr 2013	Maximum	85	70	56	Weekday: T in (4 days)	
	Mean	69	60	51	Saturday: 0 in (0 days) T in	
	Minimum	59	56	43	Sunday: 0 in (0 days)	
Apr 2012	Maximum	73	61	54	Weekday: 2.2 in (7 days)	
	Mean	65	56	46	Saturday: 0 in (0 days) 2.2 in	
	Minimum	55	50	38	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.