



System Ridership Report: February 2013

System-wide ridership was down 5.6% for the month, and we're down 2% year to date. The precipitous decline in shuttle ridership since fares were increased in July accounts for the bulk of the lost passengers. System-wide ridership excluding the shuttle fare category is actually *up* 1% for the year to date.

Table A: Ridership Trends by Fare Component

Fare Categories	Month			Fiscal Year to Date		
	Feb 13	Feb 12	%Change	Jul 12 - Feb 13	Jul 11 - Feb 12	%Change
General Fare	89,842	95,398	-5.8%	815,601	841,291	-3.1%
Transfers	53,502	58,478	-8.5%	478,288	497,581	-3.9%
Full Fare Prepaid (1)	104,823	118,097	-11.2%	943,326	970,292	-2.8%
Santa Barbara City College	132,891	143,321	-7.3%	789,630	824,689	-4.3%
Senior & Disabled Prepaid (2)	52,787	57,098	-7.6%	457,108	453,813	0.7%
Shuttle (DWE, Commuter & Seaside)	17,503	35,266	-50.4%	193,658	345,121	-43.9%
UC Santa Barbara	111,528	98,905	12.8%	613,910	547,102	12.2%
Student Prepaid (3)	62,020	60,470	2.6%	445,061	395,450	12.5%
Free	18,179	22,329	-18.6%	160,426	188,368	-14.8%
My Ride	9,740	7,462	30.5%	89,869	74,342	20.9%
Senior	10,527	7,896	33.3%	98,378	66,286	48.4%
Persons with Disabilities	4,418	3,509	25.9%	40,357	29,237	38.0%
Tokens	3,145	2,663	18.1%	24,136	21,516	12.2%
Total	670,905	710,892	-5.6%	5,149,748	5,255,088	-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		
	Feb 13	Feb 12	%Change	Jul 12 - Feb 13	Jul 11 - Feb 12	%Change
Passengers	670,905	710,892	-5.6%	5,149,748	5,255,088	-2.0%
Revenue Hours	15,581	16,408	-5.0%	131,303	134,650	-2.5%
Passengers per Rev Hour	43.06	43.33	-0.6%	39.22	39.03	0.5%
Miles	199,827	212,271	-5.9%	1,655,950	1,699,299	-2.6%
Passengers per Mile	3.36	3.35	0.3%	3.11	3.09	0.6%

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: February 2013 System Ridership

LINE	Month			Fiscal Year to Date		
	Feb 13	Feb 12	%Change	Jul 12 - Feb 13	Jul 11 - Feb 12	%Change
1 West Santa Barbara	35,789	40,156	-10.9%	296,284	309,497	-4.3%
2 East Santa Barbara	55,680	59,243	-6.0%	447,417	448,628	-0.3%
3 Oak Park	20,142	21,365	-5.7%	167,561	180,487	-7.2%
4 Mesa/SBCC	15,207	17,227	-11.7%	112,626	120,414	-6.5%
5 Mesa / La Cumbre	18,738	20,452	-8.4%	141,097	145,826	-3.2%
6 Goleta	56,492	63,897	-11.6%	490,803	513,001	-4.3%
7 County Health / Fairview	12,616	12,139	3.9%	101,617	98,635	3.0%
8 County Health	10,104	9,757	3.6%	84,040	87,869	-4.4%
9 Calle Real / Old Town Shuttle	3,079	3,412	-9.8%	26,065	31,693	-17.8%
10 Cathedral Oaks	2,302	2,812	-18.1%	18,091	20,893	-13.4%
11 UCSB	106,373	88,097	20.7%	804,732	670,039	20.1%
12x Goleta Express	24,196	26,090	-7.3%	202,660	198,893	1.9%
14 Montecito	8,705	10,159	-14.3%	74,985	80,829	-7.2%
15x SBCC / UCSB Express	42,155	39,118	7.8%	235,183	221,243	6.3%
16 City College Shuttle	17,937	19,204	-6.6%	103,428	115,794	-10.7%
17 Lower West / SBCC	20,569	22,602	-9.0%	155,053	157,226	-1.4%
20 Carpinteria	28,826	29,987	-3.9%	243,648	239,689	1.7%
21x Carpinteria Express	9,771	10,577	-7.6%	78,813	76,980	2.4%
22 Old Mission	2,073	1,889	9.7%	15,222	15,036	1.2%
23 Winchester Canyon	7,934	24,660	-67.8%	73,227	158,480	-53.8%
24x UCSB Express	65,121	62,986	3.4%	456,870	421,917	8.3%
25 Ellwood	4,687	13,114	-64.3%	46,788	86,393	-45.8%
27 Isla Vista Shuttle	36,825	31,978	15.2%	185,609	163,874	13.3%
36 Seaside Shuttle	5,437	7,973	-31.8%	46,394	65,927	-29.6%
37 Crosstown Shuttle	7,256	10,413	-30.3%	62,675	90,321	-30.6%
Booster Services	25,899	24,818	4.4%	170,717	156,581	9.0%
System Subtotal	643,913	674,125	-4.5%	4,841,605	4,876,165	-0.7%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	19,465	28,661	-32.1%	228,550	290,805	-21.4%
31 East Beach Waterfront Shuttle	2,876	3,982	-27.8%	39,788	49,865	-20.2%
32 West Beach Waterfront Shuttle	1,254	1,838	-31.8%	15,485	21,191	-26.9%
Coastal Express Limited						
Coastal Express Limited - Santa Barbara	1,669	627	166.2%	12,338	3,735	230.3%
Coastal Express Limited - Goleta	1,728	585	195.4%	11,942	4,213	183.5%
Discontinued Routes						
50 Carrillo Lot Shuttle	-	1,074	N/A	-	8,820	N/A
Valley Express (82, 83, & 84)	-	-	N/A	-	3,196	N/A
Unknown/Miscellaneous	-	-	0.0%	40	294	-86.4%
System Total	670,905	710,892	-5.6%	5,149,748	5,258,284	-2.1%

Related Routes						
20, 21x Carpinteria	38,597	40,564	-4.8%	322,461	316,669	1.8%
1, 2, 37 East/West & Crosstown	98,725	109,812	-10.1%	806,376	848,446	-5.0%
4, 5, 15x, 16, 17 Mesa Lines	114,606	118,603	-3.4%	747,387	760,503	-1.7%
7, 8, 9 Calle Real	25,799	25,308	1.9%	211,722	218,197	-3.0%
6, 11 State/Hollister	162,865	151,994	7.2%	1,295,535	1,183,040	9.5%

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: February 2013 - Passengers per Hour

LINE	Month			Fiscal Year to Date		
	Feb 13	Feb 12	%Change	Jul 12 - Feb 13	Jul 11 - Feb 12	%Change
1 West Santa Barbara	42.9	54.4	-21.2%	43.0	50.2	-14.3%
2 East Santa Barbara	50.9	47.9	6.3%	46.8	43.2	8.4%
3 Oak Park	33.1	33.7	-1.8%	32.1	32.4	-0.8%
4 Mesa/SBCC	42.8	46.5	-7.9%	37.0	39.1	-5.5%
5 Mesa / La Cumbre	34.7	36.4	-4.7%	30.5	31.2	-2.2%
6 Goleta	37.7	40.5	-6.9%	38.0	39.0	-2.6%
7 Calle Real / Fairview	32.9	30.1	9.3%	30.8	29.5	4.3%
8 Calle Real / Turnpike	35.4	32.7	8.3%	34.3	35.4	-3.2%
9 Calle Real / Old Town Shuttle	16.1	17.0	-5.4%	15.8	16.7	-5.2%
10 Cathedral Oaks	19.5	22.6	-13.8%	17.9	20.2	-11.8%
11 UCSB	44.5	46.9	-5.2%	41.6	42.9	-2.9%
12x Goleta Express	50.9	51.9	-1.9%	49.9	47.8	4.3%
14 Montecito	22.2	24.8	-10.5%	22.6	24.1	-6.2%
15x SBCC / UCSB Express	65.6	57.6	14.0%	57.6	53.4	7.9%
16 City College Shuttle	93.3	94.3	-1.0%	98.8	105.7	-6.5%
17 Lower West / SBCC	83.1	87.4	-4.9%	73.1	73.3	-0.2%
20 Carpinteria	27.8	27.8	0.0%	27.3	26.7	2.4%
21x Carpinteria Express	29.2	30.1	-3.0%	27.8	26.7	3.9%
22 Old Mission	16.2	13.9	16.7%	13.5	12.9	4.6%
23 Winchester Canyon	30.9	44.6	-30.6%	26.5	34.4	-23.0%
24x UCSB Express	81.9	75.6	8.4%	70.3	64.5	9.0%
25 Ellwood	39.0	38.6	1.1%	32.1	30.6	4.8%
27 Isla Vista Shuttle	60.1	49.9	20.5%	43.4	38.3	13.5%
36 Seaside Shuttle	16.7	23.5	-29.1%	16.6	21.7	-23.8%
37 Crosstown Shuttle	23.3	23.0	1.4%	23.4	22.4	4.6%
Booster Services	96.3	93.8	2.7%	93.7	93.0	0.7%
<i>System Average</i>	<i>44.6</i>	<i>44.7</i>	<i>-0.3%</i>	<i>40.4</i>	<i>39.8</i>	<i>1.4%</i>
Downtown Waterfront Shuttles						
30 Downtown Shuttle	25.4	36.1	-29.8%	31.0	38.4	-19.4%
31 East Beach Waterfront Shuttle	18.9	25.2	-25.2%	23.1	28.5	-18.9%
32 West Beach Waterfront Shuttle	16.8	23.8	-29.4%	19.0	25.8	-26.5%
Coastal Express Limited						
Coastal Express Limited - Santa Barbara	24.7	7.6	225.6%	21.1	7.9	166.5%
Coastal Express Limited - Goleta	22.2	5.5	303.3%	17.8	7.9	125.9%
Discontinued Routes						
50 Commuter Lot Shuttle	-	10.8	N/A	-	10.7	N/A
Valley Express (82, 83, & 84)	-	-	N/A	-	13.0	N/A
Unknown/Miscellaneous	-	-	-100.0%	160.0	1.9	8365.6%
<i>System Total</i>	<i>43.1</i>	<i>43.3</i>	<i>-0.6%</i>	<i>39.2</i>	<i>39.0</i>	<i>0.5%</i>
Related Routes						
20, 21x Carpinteria	28.1	28.3	-0.8%	27.4	26.7	2.8%
1, 2, 37 East/West & Crosstown	44.1	45.2	-2.5%	42.2	41.2	2.3%
4, 5, 15x, 16, 17 Mesa Lines	57.9	57.2	1.4%	50.1	50.2	-0.3%
7, 8, 9 Calle Real/Fairview	30.0	28.0	6.9%	28.6	28.2	1.3%
6, 11 State/Hollister	41.9	44.0	-4.8%	40.2	41.1	-2.3%

Table E: February 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		
	Feb 13	Feb 12	%Change	Jul 12 - Feb 13	Jul 11 - Feb 12	%Change
1 West Santa Barbara	4	9	-55.6%	69	44	56.8%
2 East Santa Barbara	3	9	-66.7%	109	94	16.0%
3 Oak Park	-	1	-100.0%	14	22	-36.4%
4 Mesa/SBCC	-	2	-100.0%	8	12	-33.3%
5 Mesa / La Cumbre	14	17	-17.6%	112	261	-57.1%
6 Goleta	10	27	-63.0%	116	214	-45.8%
7 Calle Real / Fairview	13	-	100.0%	38	10	280.0%
8 Calle Real / Turnpike	-	-	0.0%	2	1	100.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	-	2	-100.0%
10 Cathedral Oaks	-	-	0.0%	5	-	100.0%
11 UCSB	55	46	19.6%	391	439	-10.9%
12x Goleta Express	8	20	-60.0%	101	71	42.3%
14 Montecito	1	4	-75.0%	7	33	-78.8%
15x SBCC / UCSB Express	142	116	22.4%	763	660	15.6%
16 City College Shuttle	54	38	42.1%	165	254	-35.0%
17 Lower West / SBCC	16	35	-54.3%	77	101	-23.8%
20 Carpinteria	1	-	100.0%	18	18	0.0%
21x Carpinteria Express	1	1	0.0%	9	4	125.0%
22 Old Mission	-	-	0.0%	1	3	-66.7%
23 Winchester Canyon	3	16	-81.3%	14	55	-74.5%
24x UCSB Express	88	91	-3.3%	969	743	30.4%
25 Ellwood	2	1	100.0%	4	19	-78.9%
27 UCSB Shuttle	60	37	62.2%	274	130	110.8%
36 Seaside Shuttle	-	4	-100.0%	7	38	-81.6%
37 Crosstown Shuttle	-	2	-100.0%	15	5	200.0%
Booster Services	19	73	-74.0%	215	352	-38.9%
<i>System Subtotal</i>	<i>494</i>	<i>549</i>	<i>-10.0%</i>	<i>3,503</i>	<i>3,585</i>	<i>-2.3%</i>
Downtown Waterfront Shuttles						
30 Downtown Shuttle	49	64	-23.4%	988	1,636	-39.6%
31 East Beach Waterfront Shuttle	3	5	-40.0%	37	52	-28.8%
32 West Beach Waterfront Shuttle	-	-	0.0%	11	6	83.3%
Coastal Express Limited						
Santa Barbara	-	-	0.0%	-	-	0.0%
Goleta	-	-	0.0%	1	-	100.0%
Unknown	-	-	0.0%	8	18	-55.6%
<i>System Total</i>	<i>546</i>	<i>618</i>	<i>-11.7%</i>	<i>4,548</i>	<i>5,297</i>	<i>-14.1%</i>

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

Table F: February 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		
	Feb 13	Feb 12	%Change	Jul 12 - Feb 13	Jul 11 - Feb 12	%Change
1 West Santa Barbara	5	8	-37.5%	150	52	188.5%
2 East Santa Barbara	29	14	107.1%	278	139	100.0%
3 Oak Park	6	5	20.0%	60	54	11.1%
4 Mesa/SBCC	1	4	-75.0%	13	29	-55.2%
5 Mesa / La Cumbre	23	18	27.8%	124	173	-28.3%
6 Goleta	59	22	168.2%	243	191	27.2%
7 Calle Real / Fairview	22	5	340.0%	125	32	290.6%
8 Calle Real / Turnpike	-	-	0.0%	10	3	233.3%
9 Calle Real / Old Town Shuttle	1	-	100.0%	1	-	100.0%
10 Cathedral Oaks	-	-	0.0%	6	1	500.0%
11 UCSB	231	55	320.0%	668	467	43.0%
12x Goleta Express	17	25	-32.0%	190	103	84.5%
14 Montecito	1	3	-66.7%	16	64	-75.0%
15x SBCC / UCSB Express	74	78	-5.1%	333	503	-33.8%
16 City College Shuttle	15	80	-81.3%	204	222	-8.1%
17 Lower West / SBCC	20	32	-37.5%	83	211	-60.7%
20 Carpinteria	19	6	216.7%	153	90	70.0%
21x Carpinteria Express	9	-	100.0%	49	11	345.5%
22 Old Mission	-	-	0.0%	-	2	-100.0%
23 Winchester Canyon	5	16	-68.8%	16	78	-79.5%
24x UCSB Express	126	93	35.5%	800	577	38.6%
25 Ellwood	4	7	-42.9%	9	22	-59.1%
27 UCSB Shuttle	63	28	125.0%	325	125	160.0%
36 Seaside Shuttle	2	-	100.0%	5	24	-79.2%
37 Crosstown Shuttle	-	5	-100.0%	20	20	0.0%
Booster Services	56	37	51.4%	255	271	-5.9%
<i>System Subtotal</i>	<i>788</i>	<i>541</i>	<i>45.7%</i>	<i>4,136</i>	<i>3,464</i>	<i>19.4%</i>
Downtown Waterfront Shuttles						
30 Downtown Shuttle	110	45	144.4%	550	582	-5.5%
31 East Beach Waterfront Shuttle	2	3	-33.3%	10	21	-52.4%
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	3	-33.3%	6	18	-66.7%
<i>System Total</i>	<i>902</i>	<i>592</i>	<i>52.4%</i>	<i>4,704</i>	<i>4,087</i>	<i>15.1%</i>

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

Table G: February 2013 – Bicycles Carried

LINE	Month			Fiscal Year to Date		
	Feb 13	Feb 12	%Change	Jul 12 - Feb 13	Jul 11 - Feb 12	%Change
1 West Santa Barbara	182	189	-3.7%	1,729	1,695	2.0%
2 East Santa Barbara	585	648	-9.7%	4,780	5,096	-6.2%
3 Oak Park	175	214	-18.2%	1,611	2,274	-29.2%
4 Mesa/SBCC	203	250	-18.8%	1,462	1,972	-25.9%
5 Mesa / La Cumbre	329	329	0.0%	2,259	2,203	2.5%
6 Goleta	1,367	1,346	1.6%	11,152	11,622	-4.0%
7 Calle Real / Fairview	268	239	12.1%	1,726	1,705	1.2%
8 Calle Real / Turnpike	157	133	18.0%	1,155	1,264	-8.6%
9 Calle Real / Old Town Shuttle	36	26	38.5%	289	267	8.2%
10 Cathedral Oaks	78	50	56.0%	401	395	1.5%
11 UCSB	1,915	1,791	6.9%	15,576	15,855	-1.8%
12x Goleta Express	619	641	-3.4%	5,779	5,212	10.9%
14 Montecito	122	254	-52.0%	1,110	1,621	-31.5%
15x SBCC / UCSB Express	448	382	17.3%	2,060	2,388	-13.7%
16 City College Shuttle	97	131	-26.0%	615	626	-1.8%
17 Lower West / SBCC	136	204	-33.3%	1,055	1,144	-7.8%
20 Carpinteria	556	591	-5.9%	5,123	5,245	-2.3%
21x Carpinteria Express	278	263	5.7%	2,033	1,976	2.9%
22 Old Mission	78	45	73.3%	416	324	28.4%
23 Winchester Canyon	73	345	-78.8%	906	2,422	-62.6%
24x UCSB Express	911	992	-8.2%	8,687	7,888	10.1%
25 Ellwood	99	156	-36.5%	939	1,155	-18.7%
27 UCSB Shuttle	347	366	-5.2%	1,909	1,894	0.8%
36 Seaside Shuttle*	-	-	0.0%	-	-	0.0%
37 Crosstown Shuttle*	-	-	0.0%	-	-	0.0%
Booster services	48	29	65.5%	380	277	37.2%
System Subtotal	9,107	9,614	-5.3%	73,152	76,520	-4.4%
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	23	13	76.9%	184	38	384.2%
Goleta	13	9	44.4%	289	136	112.5%
Unknown	22	4	450.0%	121	73	65.8%
System Total	9,165	9,640	-4.9%	73,746	76,767	-3.9%

* The electric shuttles cannot carry bicycles.

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

Table H: February 2013 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date		
	Feb 13	Feb 12	%Change	Jul 12 - Feb 13	Jul 11 - Feb 12	%Change
1 West Santa Barbara	70	148	-52.7%	874	945	-7.5%
2 East Santa Barbara	161	157	2.5%	1,352	1,445	-6.4%
3 Oak Park	124	104	19.2%	978	998	-2.0%
4 Mesa/SBCC	8	17	-52.9%	71	119	-40.3%
5 Mesa / La Cumbre	46	65	-29.2%	382	564	-32.3%
6 Goleta	213	306	-30.4%	1,913	2,325	-17.7%
7 Calle Real / Fairview	63	57	10.5%	384	416	-7.7%
8 Calle Real / Turnpike	40	31	29.0%	320	418	-23.4%
9 Calle Real / Old Town Shuttle	28	14	100.0%	244	206	18.4%
10 Cathedral Oaks	11	21	-47.6%	59	126	-53.2%
11 UCSB	256	284	-9.9%	2,023	2,080	-2.7%
12x Goleta Express	83	76	9.2%	714	721	-1.0%
14 Montecito	21	26	-19.2%	142	169	-16.0%
15x SBCC / UCSB Express	9	25	-64.0%	52	145	-64.1%
16 City College Shuttle	23	29	-20.7%	171	107	59.8%
17 Lower West / SBCC	12	31	-61.3%	111	180	-38.3%
20 Carpinteria	93	149	-37.6%	1,031	943	9.3%
21x Carpinteria Express	27	47	-42.6%	237	245	-3.3%
22 Old Mission	2	3	-33.3%	9	5	80.0%
23 Winchester Canyon	9	16	-43.8%	67	151	-55.6%
24x UCSB Express	23	31	-25.8%	286	215	33.0%
25 Ellwood	25	16	56.3%	119	144	-17.4%
27 UCSB Shuttle	7	7	0.0%	57	43	32.6%
36 Seaside Shuttle	4	2	100.0%	38	73	-47.9%
37 Crosstown Shuttle	13	5	160.0%	114	93	22.6%
Booster Services	2	2	0.0%	14	15	-6.7%
System Subtotal	1,373	1,669	-17.7%	11,762	12,891	-8.8%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	44	34	29.4%	448	399	12.3%
31 East Beach Waterfront Shuttle	21	26	-19.2%	159	160	-0.6%
32 West Beach Waterfront Shuttle	6	1	500.0%	106	25	324.0%
Coastal Express Limited						
Santa Barbara	-	-	0.0%	3	-	100.0%
Goleta	-	-	0.0%	-	-	0.0%
Unknown	2	3	-33.3%	13	12	8.3%
System Total	1,446	1,733	-16.6%	12,491	13,487	-7.4%

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

Table I: Ridership by Day Type

	February 2013				February 2012				Change in Daily Ridership	% Change in Daily Ridership
	Ridership	% of Total	Days	Avg Daily Ridership	Ridership	% of Total	Days	Avg Daily Ridership		
Weekday	559,375	83.4%	19	29,441	593,648	83.5%	20	29,682	-242	-0.8%
Saturday	70,486	10.5%	5	14,097	72,637	10.2%	5	14,527	-430	-3.0%
Sunday	41,044	6.1%	4	10,261	44,607	6.3%	4	11,152	-891	-8.0%
Total	670,905		28	23,961	710,892		29	24,514	-553	-2.3%

	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	4,231,139	82.2%	163	25,958	4,328,165	82.3%	166	26,073	-115	-0.4%
Saturday	517,396	10.0%	38	13,616	522,042	9.9%	37	14,109	-494	-3.5%
Sunday	401,213	7.8%	40	10,030	408,077	7.8%	39	10,464	-433	-4.1%
Total	5,149,748		241	21,368	5,258,284		242	21,728	-360	-1.7%

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

External Factors Affecting Ridership

Service Days & School Days: There was 1 less weekday service day than last year in February, but the same number of weekend service days. Secondary schools, SBCC, & UCSB were all in session 1 less day this year than last year.

Weather: Temperatures for February this year were generally about 2° cooler than normal, and about 2° cooler than last year overall. We had virtually no rain in February – 2 years in a row!

	Weekdays	Saturdays	Sundays
Feb 2013	19	5	4
Feb 2012	20	5	4

Source: Gregorian Calendar

	HS + JHS	SBCC	UCSB
Feb 2013	18	18	19
Feb 2012	19	19	20

Source: SB Area School Districts, SBCC, UCSB.

	Temperature (°F)			Precipitation		
	High	Average	Low			
Feb 2013	Maximum	80	60	51	Weekday: 0.1 in (1 day)	
	Mean	65	52	40	Saturday: 0 in (0 days) 0.1 in	
	Minimum	56	47	35	Sunday: 0 in (0 days)	
Feb 2012	Maximum	75	62	50	Weekday: 0.1 in (4 days)	
	Mean	65	54	42	Saturday: 0 in (0 days) 0.1 in	
	Minimum	57	48	36	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.