



System Ridership Report: January 2013

System-wide ridership was down 3.5% for the month, and we're down 1.4% year to date, but SBCC ridership was up 1.4% per school day and UCSB ridership was up a whopping 19% per school day. 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 set is actually *up* 1.6% for the year to date.

Table A: Ridership Trends by Fare Component

Fare Categories	Month			Fiscal Year to Date		
	Jan 13	Jan 12	%Change	Jul 12 - Jan 13	Jul 11 - Jan 12	%Change
General Fare	105,693	105,184	0.5%	725,759	745,893	-2.7%
Transfers	58,312	61,534	-5.2%	424,786	439,103	-3.3%
Full Fare Prepaid (1)	118,059	122,839	-3.9%	838,503	852,195	-1.6%
Santa Barbara City College	50,167	70,656	-29.0%	656,739	681,368	-3.6%
Senior & Disabled Prepaid (2)	55,294	57,630	-4.1%	404,321	396,715	1.9%
Shuttle (DWE, Commuter & Seaside)	16,980	35,206	-51.8%	176,155	309,855	-43.1%
UC Santa Barbara	105,344	83,773	25.7%	502,382	448,197	12.1%
Student Prepaid (3)	63,397	60,551	4.7%	383,041	334,980	14.3%
Free	17,010	22,365	-23.9%	142,247	166,039	-14.3%
My Ride	9,703	7,470	29.9%	80,129	66,880	19.8%
Senior	10,741	7,763	38.4%	87,851	58,390	50.5%
Persons with Disabilities	4,727	3,581	32.0%	35,939	25,728	39.7%
Tokens	3,445	2,740	25.7%	20,991	18,853	11.3%
Total	618,872	641,292	-3.5%	4,478,843	4,544,196	-1.4%

(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		
	Jan 13	Jan 12	%Change	Jul 12 - Jan 13	Jul 11 - Jan 12	%Change
Passengers	618,872	641,292	-3.5%	4,478,843	4,544,196	-1.4%
Revenue Hours	16,631	16,505	0.8%	115,722	118,243	-2.1%
Passengers per Rev Hour	37.21	38.85	-4.2%	38.70	38.43	0.7%
Miles	208,125	208,431	-0.1%	1,456,123	1,487,028	-2.1%
Passengers per Mile	2.97	3.08	-3.4%	3.08	3.06	0.7%

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: January 2013 System Ridership

LINE	Month			Fiscal Year to Date		
	Jan 13	Jan 12	%Change	Jul 12 - Jan 13	Jul 11 - Jan 12	%Change
1 West Santa Barbara	35,779	39,035	-8.3%	260,495	269,341	-3.3%
2 East Santa Barbara	53,635	56,028	-4.3%	391,737	389,385	0.6%
3 Oak Park	19,407	20,776	-6.6%	147,419	159,122	-7.4%
4 Mesa/SBCC	12,188	13,917	-12.4%	97,419	103,187	-5.6%
5 Mesa / La Cumbre	15,436	16,811	-8.2%	122,359	125,374	-2.4%
6 Goleta	59,614	63,640	-6.3%	434,311	449,104	-3.3%
7 County Health / Fairview	12,683	12,349	2.7%	89,001	86,496	2.9%
8 County Health	10,342	10,301	0.4%	73,936	78,112	-5.3%
9 Calle Real / Old Town Shuttle	3,242	3,322	-2.4%	22,986	28,281	-18.7%
10 Cathedral Oaks	2,157	2,679	-19.5%	15,789	18,081	-12.7%
11 UCSB	106,449	83,898	26.9%	698,359	581,942	20.0%
12x Goleta Express	25,454	24,530	3.8%	178,464	172,803	3.3%
14 Montecito	9,092	9,778	-7.0%	66,280	70,670	-6.2%
15x SBCC / UCSB Express	15,233	17,886	-14.8%	193,028	182,125	6.0%
16 City College Shuttle	4,470	7,481	-40.2%	85,491	96,590	-11.5%
17 Lower West / SBCC	17,253	19,372	-10.9%	134,484	134,624	-0.1%
20 Carpinteria	28,352	28,900	-1.9%	214,822	209,702	2.4%
21x Carpinteria Express	9,995	10,038	-0.4%	69,042	66,403	4.0%
22 Old Mission	1,733	1,621	6.9%	13,149	13,147	0.0%
23 Winchester Canyon	7,584	21,524	-64.8%	65,293	133,820	-51.2%
24x UCSB Express	65,020	56,903	14.3%	391,749	358,931	9.1%
25 Ellwood	4,705	12,081	-61.1%	42,101	73,279	-42.5%
27 Isla Vista Shuttle	34,362	26,811	28.2%	148,784	131,896	12.8%
36 Seaside Shuttle	5,215	7,408	-29.6%	40,957	57,954	-29.3%
37 Crosstown Shuttle	7,027	9,942	-29.3%	55,419	79,908	-30.6%
Booster Services	25,513	26,546	-3.9%	144,818	131,763	9.9%
System Subtotal	591,940	603,577	-1.9%	4,197,692	4,202,040	-0.1%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	19,248	29,891	-35.6%	209,085	262,144	-20.2%
31 East Beach Waterfront Shuttle	2,941	3,559	-17.4%	36,912	45,883	-19.6%
32 West Beach Waterfront Shuttle	1,080	1,786	-39.5%	14,231	19,353	-26.5%
Coastal Express Limited						
Coastal Express Limited - Santa Barbara	1,768	649	172.4%	10,669	3,108	243.3%
Coastal Express Limited - Goleta	1,895	672	182.0%	10,214	3,628	181.5%
Discontinued Routes						
50 Carrillo Lot Shuttle	-	1,158	N/A	-	7,746	N/A
Valley Express (82, 83, & 84)	-	-	N/A	-	3,196	N/A
Unknown/Miscellaneous	-	-	0.0%	40	294	-86.4%
System Total	618,872	641,292	-3.5%	4,478,843	4,547,392	-1.5%

Related Routes						
20, 21x Carpinteria	38,347	38,938	-1.5%	283,864	276,105	2.8%
1, 2, 37 East/West & Crosstown	96,441	105,005	-8.2%	707,651	738,634	-4.2%
4, 5, 15x, 16, 17 Mesa Lines	64,580	75,467	-14.4%	632,781	641,900	-1.4%
7, 8, 9 Calle Real	26,267	25,972	1.1%	185,923	192,889	-3.6%
6, 11 State/Hollister	166,063	147,538	12.6%	1,132,670	1,031,046	9.9%

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: January 2013 - Passengers per Hour

LINE	Month			Fiscal Year to Date		
	Jan 13	Jan 12	%Change	Jul 12 - Jan 13	Jul 11 - Jan 12	%Change
1 West Santa Barbara	38.9	51.3	-24.2%	43.0	49.6	-13.2%
2 East Santa Barbara	44.5	44.0	1.0%	46.3	42.6	8.7%
3 Oak Park	28.9	31.8	-9.2%	32.0	32.2	-0.7%
4 Mesa/SBCC	31.1	36.4	-14.7%	36.2	38.1	-5.0%
5 Mesa / La Cumbre	25.9	28.7	-9.7%	29.9	30.5	-1.7%
6 Goleta	35.9	38.2	-6.1%	38.0	38.8	-2.0%
7 Calle Real / Fairview	29.9	29.5	1.2%	30.5	29.4	3.7%
8 Calle Real / Turnpike	32.8	33.6	-2.5%	34.1	35.8	-4.6%
9 Calle Real / Old Town Shuttle	15.3	15.7	-2.3%	15.8	16.6	-5.2%
10 Cathedral Oaks	16.5	21.6	-23.3%	17.6	19.9	-11.4%
11 UCSB	40.2	42.4	-5.2%	41.2	42.3	-2.6%
12x Goleta Express	48.7	47.3	3.0%	49.8	47.3	5.3%
14 Montecito	21.3	23.8	-10.6%	22.7	24.0	-5.6%
15x SBCC / UCSB Express	47.3	50.2	-5.9%	56.1	52.5	6.8%
16 City College Shuttle	104.6	99.7	4.9%	100.0	108.3	-7.6%
17 Lower West / SBCC	63.2	73.1	-13.6%	71.8	71.3	0.7%
20 Carpinteria	24.7	25.5	-3.1%	27.3	26.5	2.8%
21x Carpinteria Express	27.3	28.7	-4.8%	27.6	26.2	5.0%
22 Old Mission	12.0	11.1	7.5%	13.2	12.8	2.9%
23 Winchester Canyon	26.8	37.0	-27.5%	26.1	33.1	-21.1%
24x UCSB Express	75.5	68.3	10.6%	68.7	62.9	9.2%
25 Ellwood	35.0	33.8	3.6%	31.4	29.5	6.5%
27 Isla Vista Shuttle	54.2	44.7	21.3%	40.6	36.2	12.2%
36 Seaside Shuttle	14.5	20.8	-30.4%	16.5	21.5	-23.1%
37 Crosstown Shuttle	20.4	21.9	-7.0%	23.4	22.3	5.0%
Booster Services	94.8	96.2	-1.4%	93.3	92.9	0.4%
System Average	38.7	40.0	-3.5%	39.8	39.2	1.7%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	22.6	34.5	-34.4%	31.6	38.7	-18.3%
31 East Beach Waterfront Shuttle	17.4	21.1	-17.4%	23.5	28.8	-18.4%
32 West Beach Waterfront Shuttle	13.1	21.6	-39.5%	19.2	26.0	-26.3%
Coastal Express Limited						
Coastal Express Limited - Santa Barbara	23.7	7.6	212.0%	20.6	7.6	170.8%
Coastal Express Limited - Goleta	22.0	5.5	300.2%	17.3	8.2	110.7%
Discontinued Routes						
50 Commuter Lot Shuttle	-	11.6	N/A	-	10.7	N/A
Valley Express (82, 83, & 84)	-	-	N/A	-	13.0	N/A
Unknown/Miscellaneous	-	-	-100.0%	-	1.1	-100.0%
System Total	37.2	38.9	-4.2%	38.7	38.4	0.7%
Related Routes						
20, 21x Carpinteria	25.3	26.2	-3.5%	27.3	26.4	3.4%
1, 2, 37 East/West & Crosstown	39.0	42.2	-7.6%	41.9	40.7	3.0%
4, 5, 15x, 16, 17 Mesa Lines	39.7	45.4	-12.4%	48.9	49.1	-0.5%
7, 8, 9 Calle Real/Fairview	27.6	27.7	-0.5%	28.4	28.2	0.5%
6, 11 State/Hollister	38.5	40.5	-4.8%	39.9	40.7	-1.9%

Table E: January 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		
	Jan 13	Jan 12	%Change	Jul 12 - Jan 13	Jul 11 - Jan 12	%Change
1 West Santa Barbara	2	5	-60.0%	65	35	85.7%
2 East Santa Barbara	6	6	0.0%	106	85	24.7%
3 Oak Park	-	-	0.0%	14	21	-33.3%
4 Mesa/SBCC	2	3	0.0%	8	10	-20.0%
5 Mesa / La Cumbre	12	23	-47.8%	98	244	-59.8%
6 Goleta	16	19	-15.8%	106	187	-43.3%
7 Calle Real / Fairview	6	1	500.0%	25	10	150.0%
8 Calle Real / Turnpike	1	-	100.0%	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	51	64	-20.3%	336	393	-14.5%
12x Goleta Express	6	6	0.0%	93	51	82.4%
14 Montecito	2	1	100.0%	6	29	-79.3%
15x SBCC / UCSB Express	49	70	-30.0%	621	544	14.2%
16 City College Shuttle	9	25	-64.0%	111	216	-48.6%
17 Lower West / SBCC	10	14	-28.6%	61	66	-7.6%
20 Carpinteria	-	-	0.0%	17	18	-5.6%
21x Carpinteria Express	2	-	100.0%	8	3	166.7%
22 Old Mission	-	-	0.0%	1	3	-66.7%
23 Winchester Canyon	-	8	-100.0%	11	39	-71.8%
24x UCSB Express	90	94	-4.3%	881	652	35.1%
25 Ellwood	1	2	-50.0%	2	18	-88.9%
27 UCSB Shuttle	94	38	147.4%	214	93	130.1%
36 Seaside Shuttle	-	2	-100.0%	7	34	-79.4%
37 Crosstown Shuttle	2	1	100.0%	15	3	400.0%
Booster Services	17	70	-75.7%	196	279	-29.7%
<i>System Subtotal</i>	378	452	-16.4%	3,009	3,036	-0.9%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	30	79	-62.0%	939	1,572	-40.3%
31 East Beach Waterfront Shuttle	-	-	0.0%	34	47	-27.7%
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	-	3	-100.0%	8	18	-55.6%
<i>System Total</i>	408	534	-23.6%	4,002	4,679	-14.5%

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

Table F: January 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		
	Jan 13	Jan 12	%Change	Jul 12 - Jan 13	Jul 11 - Jan 12	%Change
1 West Santa Barbara	5	10	-50.0%	145	44	229.5%
2 East Santa Barbara	38	12	216.7%	249	125	99.2%
3 Oak Park	2	5	-60.0%	54	49	10.2%
4 Mesa/SBCC	-	2	-100.0%	12	25	-52.0%
5 Mesa / La Cumbre	25	17	47.1%	101	155	-34.8%
6 Goleta	21	6	250.0%	184	169	8.9%
7 Calle Real / Fairview	17	5	240.0%	103	27	281.5%
8 Calle Real / Turnpike	2	-	100.0%	10	3	233.3%
9 Calle Real / Old Town Shuttle	-	-	0.0%	-	-	0.0%
10 Cathedral Oaks	-	-	0.0%	6	1	500.0%
11 UCSB	75	51	47.1%	437	412	6.1%
12x Goleta Express	36	8	350.0%	173	78	121.8%
14 Montecito	5	6	-16.7%	15	61	-75.4%
15x SBCC / UCSB Express	25	31	-19.4%	259	425	-39.1%
16 City College Shuttle	5	23	-78.3%	189	142	33.1%
17 Lower West / SBCC	4	21	-81.0%	63	179	-64.8%
20 Carpinteria	13	3	333.3%	134	84	59.5%
21x Carpinteria Express	18	-	100.0%	40	11	263.6%
22 Old Mission	-	-	0.0%	-	2	-100.0%
23 Winchester Canyon	-	8	-100.0%	11	62	-82.3%
24x UCSB Express	140	66	112.1%	674	484	39.3%
25 Ellwood	-	4	-100.0%	5	15	-66.7%
27 UCSB Shuttle	121	29	317.2%	262	97	170.1%
36 Seaside Shuttle	1	-	100.0%	3	24	-87.5%
37 Crosstown Shuttle	1	1	0.0%	20	15	33.3%
Booster Services	34	39	-12.8%	199	234	-15.0%
<i>System Subtotal</i>	<i>588</i>	<i>347</i>	<i>69.5%</i>	<i>3,348</i>	<i>2,923</i>	<i>14.5%</i>
Downtown Waterfront Shuttles						
30 Downtown Shuttle	77	52	48.1%	440	537	-18.1%
31 East Beach Waterfront Shuttle	-	1	-100.0%	8	18	-55.6%
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	1	1	0.0%	4	15	-73.3%
<i>System Total</i>	<i>666</i>	<i>401</i>	<i>66.1%</i>	<i>3,802</i>	<i>3,495</i>	<i>8.8%</i>

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

Table G: January 2013 – Bicycles Carried

LINE	Month			Fiscal Year to Date		
	Jan 13	Jan 12	%Change	Jul 12 - Jan 13	Jul 11 - Jan 12	%Change
1 West Santa Barbara	200	214	-6.5%	1,547	1,506	2.7%
2 East Santa Barbara	595	625	-4.8%	4,195	4,448	-5.7%
3 Oak Park	127	261	-51.3%	1,436	2,060	-30.3%
4 Mesa/SBCC	141	242	-41.7%	1,259	1,722	-26.9%
5 Mesa / La Cumbre	215	323	-33.4%	1,930	1,874	3.0%
6 Goleta	1,369	1,240	10.4%	9,785	10,276	-4.8%
7 Calle Real / Fairview	222	172	29.1%	1,458	1,466	-0.5%
8 Calle Real / Turnpike	172	158	8.9%	998	1,131	-11.8%
9 Calle Real / Old Town Shuttle	41	31	32.3%	253	241	5.0%
10 Cathedral Oaks	45	59	-23.7%	323	345	-6.4%
11 UCSB	2,026	1,887	7.4%	13,661	14,064	-2.9%
12x Goleta Express	606	584	3.8%	5,160	4,571	12.9%
14 Montecito	135	254	-46.9%	988	1,367	-27.7%
15x SBCC / UCSB Express	189	250	-24.4%	1,612	2,006	-19.6%
16 City College Shuttle	22	63	-65.1%	518	495	4.6%
17 Lower West / SBCC	101	150	-32.7%	919	940	-2.2%
20 Carpinteria	632	649	-2.6%	4,567	4,654	-1.9%
21x Carpinteria Express	274	298	-8.1%	1,755	1,713	2.5%
22 Old Mission	58	36	61.1%	338	279	21.1%
23 Winchester Canyon	95	291	-67.4%	833	2,077	-59.9%
24x UCSB Express	839	1,032	-18.7%	7,776	6,896	12.8%
25 Ellwood	112	140	-20.0%	840	999	-15.9%
27 UCSB Shuttle	383	274	39.8%	1,562	1,528	2.2%
36 Seaside Shuttle*	-	-	0.0%	-	-	0.0%
37 Crosstown Shuttle*	-	-	0.0%	-	-	0.0%
Booster services	71	56	26.8%	332	248	33.9%
System Subtotal	8,670	9,289	-6.7%	64,045	66,906	-4.3%
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	18	13	38.5%	161	38	323.7%
Goleta	22	9	144.4%	276	136	102.9%
Unknown	12	16	-25.0%	99	73	35.6%
System Total	8,722	9,327	-6.5%	64,581	67,153	-3.8%

* The electric shuttles cannot carry bicycles.

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

Table H: January 2013 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date		
	Jan 13	Jan 12	%Change	Jul 12 - Jan 13	Jul 11 - Jan 12	%Change
1 West Santa Barbara	94	122	-23.0%	804	797	0.9%
2 East Santa Barbara	117	190	-38.4%	1,191	1,288	-7.5%
3 Oak Park	82	103	-20.4%	854	894	-4.5%
4 Mesa/SBCC	-	8	-100.0%	63	102	-38.2%
5 Mesa / La Cumbre	45	67	-32.8%	336	499	-32.7%
6 Goleta	212	251	-15.5%	1,700	2,019	-15.8%
7 Calle Real / Fairview	27	52	-48.1%	321	359	-10.6%
8 Calle Real / Turnpike	29	38	-23.7%	280	387	-27.6%
9 Calle Real / Old Town Shuttle	35	17	105.9%	216	192	12.5%
10 Cathedral Oaks	5	6	-16.7%	48	105	-54.3%
11 UCSB	272	227	19.8%	1,767	1,796	-1.6%
12x Goleta Express	58	82	-29.3%	631	645	-2.2%
14 Montecito	13	19	-31.6%	121	143	-15.4%
15x SBCC / UCSB Express	5	11	-54.5%	43	120	-64.2%
16 City College Shuttle	3	13	-76.9%	148	78	89.7%
17 Lower West / SBCC	10	28	-64.3%	99	149	-33.6%
20 Carpinteria	95	125	-24.0%	938	794	18.1%
21x Carpinteria Express	19	38	-50.0%	210	198	6.1%
22 Old Mission	2	-	100.0%	7	2	250.0%
23 Winchester Canyon	8	12	-33.3%	58	135	-57.0%
24x UCSB Express	33	27	22.2%	263	184	42.9%
25 Ellwood	23	27	-14.8%	94	128	-26.6%
27 UCSB Shuttle	3	4	-25.0%	50	36	38.9%
36 Seaside Shuttle	4	9	-55.6%	34	71	-52.1%
37 Crosstown Shuttle	14	9	55.6%	101	88	14.8%
Booster Services	5	2	150.0%	12	13	-7.7%
System Subtotal	1,213	1,487	-18.4%	10,389	11,222	-7.4%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	17	24	-29.2%	404	365	10.7%
31 East Beach Waterfront Shuttle	5	8	-37.5%	138	134	3.0%
32 West Beach Waterfront Shuttle	2	7	100.0%	100	24	316.7%
Coastal Express Limited						
Santa Barbara	-	-	0.0%	3	-	100.0%
Goleta	-	-	0.0%	-	-	0.0%
Unknown	-	-	0.0%	11	9	22.2%
System Total	1,237	1,526	-18.9%	11,045	11,754	-6.0%

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

Table I: Ridership by Day Type

	January 2012				January 2011					
	Ridership	% of Total	Days	Avg Daily Ridership	Ridership	% of Total	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	510,746	82.5%	21	24,321	515,176	80.3%	20	25,759	-1,438	-5.6%
Saturday	66,172	10.7%	5	13,234	68,123	10.6%	5	13,625	-390	-2.9%
Sunday	41,954	6.8%	5	8,391	57,993	9.0%	6	9,666	-1,275	-13.2%
Total	618,872		31	19,964	641,292		31	20,687	-723	-3.5%

	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	3,671,764	82.0%	144	25,498	3,734,517	82.1%	146	25,579	-81	-0.3%
Saturday	446,910	10.0%	33	13,543	449,405	9.9%	32	14,044	-501	-3.6%
Sunday	360,169	8.0%	36	10,005	363,470	8.0%	35	10,385	-380	-3.7%
Total	4,478,843		213	21,027	4,547,392		213	21,349	-322	-1.5%

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

External Factors Affecting Ridership

Service Days & School Days: There was 1 additional weekday service day and 1 less Sunday service day than last year in January. Secondary schools & UCSB were in session 2 more days in January this year than last year, while SBCC had 3 fewer days of classes.

Weather: Temperatures for January this year were generally about 1° cooler than normal, and about 2° cooler than last year overall. We had twice as much rain in January this year as last year.

	Weekdays	Saturdays	Sundays
Jan 2013	21	5	5
Jan 2012	20	5	6

Source: Gregorian Calendar

	HS + JHS	SBCC	UCSB
Jan 2013	18	4	18
Jan 2012	20	7	16

Source: SB Area School Districts, SBCC, UCSB.

	Temperature (°F)	High	Average	Low	Precipitation	
Jan 2013	Maximum	77	58	55	Weekday: 1.7 in (4 days)	
	Mean	64	51	38	Saturday: 0.1 in (2 days) 2.0 in	
	Minimum	54	41	27	Sunday: 0.2 in (1 day)	
Jan 2012	Maximum	85	66	47	Weekday: 0.4 in (2 days)	
	Mean	67	53	39	Saturday: 0.5 in (1 day) 1.0 in	
	Minimum	57	47	33	Sunday: 0.1 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.