



## System Ridership Report: July 2013

**System-wide ridership was up slightly for the month compared to last July**, but that actually reflects the distribution of day types, not a real ridership increase. There were more weekdays in July this year, and ridership is significantly higher on weekdays. Shuttle ridership continues to be lower than last year due to the fare increase implemented on July 2 2012. A 12.5% increase in Transient Occupancy Taxes collected by the City of Santa Barbara, which we expect to correlate with higher shuttle use, seems to have in fact reduced the ridership decline.

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

Fare Categories	Month			Fiscal Year to Date		
	Jul 13	Jul 12	%Change	Jul 13 - Jul 13	Jul 12 - Jul 12	%Change
General Fare	113,544	108,460	4.7%	113,544	108,460	4.7%
Transfers	61,974	63,179	-1.9%	61,974	63,179	-1.9%
Full Fare Prepaid (1)	126,915	131,417	-3.4%	126,915	131,417	-3.4%
Santa Barbara City College	46,686	49,723	-6.1%	46,686	49,723	-6.1%
Senior & Disabled Prepaid (2)	60,020	58,949	1.8%	60,020	58,949	1.8%
Shuttle (DWE, Commuter & Seaside)	36,982	42,844	-13.7%	36,982	42,844	-13.7%
UC Santa Barbara	27,524	28,925	-4.8%	27,524	28,925	-4.8%
Student Prepaid (3)	53,298	39,961	33.4%	53,298	39,961	33.4%
Free	20,200	22,188	-9.0%	20,200	22,188	-9.0%
My Ride	15,886	14,898	6.6%	15,886	14,898	6.6%
Senior	15,322	13,115	16.8%	15,322	13,115	16.8%
Persons with Disabilities	4,812	4,951	-2.8%	4,812	4,951	-2.8%
Tokens	3,562	3,155	12.9%	3,562	3,155	12.9%
<b>Total</b>	<b>586,725</b>	<b>581,765</b>	<b>0.9%</b>	<b>586,725</b>	<b>581,765</b>	<b>0.9%</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		
	Jul 13	Jul 12	%Change	Jul 13 - Jul 13	Jul 12 - Jul 12	%Change
Passengers	586,725	581,765	0.9%	586,725	581,765	0.9%
Revenue Hours	16,720	16,331	2.4%	16,720	16,331	2.4%
Passengers per Rev Hour	35.09	35.62	-1.5%	35.09	35.62	-1.5%
Miles	204,646	201,311	1.7%	204,646	201,311	1.7%
Passengers per Mile	2.87	2.89	-0.8%	2.87	2.89	-0.8%

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

**Table C: July 2013 System Ridership**

LINE	Month			Fiscal Year to Date		
	Jul 13	Jul 12	%Change	Jul 13 - Jul 13	Jul 12 - Jul 12	%Change
1 West Santa Barbara	33,512	33,833	-0.9%	33,512	33,833	-0.9%
2 East Santa Barbara	55,512	51,889	7.0%	55,512	51,889	7.0%
3 Oak Park	20,848	20,675	0.8%	20,848	20,675	0.8%
4 Mesa/SBCC	13,196	13,514	-2.4%	13,196	13,514	-2.4%
5 Mesa / La Cumbre	15,795	17,253	-8.5%	15,795	17,253	-8.5%
6 Goleta	62,027	61,035	1.6%	62,027	61,035	1.6%
7 County Health / Fairview	13,949	13,096	6.5%	13,949	13,096	6.5%
8 County Health	11,901	11,174	6.5%	11,901	11,174	6.5%
9 Calle Real / Old Town Shuttle	2,963	3,383	-12.4%	2,963	3,383	-12.4%
10 Cathedral Oaks	1,723	1,571	9.7%	1,723	1,571	9.7%
11 UCSB	98,253	83,726	17.4%	98,253	83,726	17.4%
12x Goleta Express	25,356	25,060	1.2%	25,356	25,060	1.2%
14 Montecito	9,349	10,074	-7.2%	9,349	10,074	-7.2%
15x SBCC / UCSB Express	8,550	7,748	10.4%	8,550	7,748	10.4%
16 City College Shuttle	941	1,452	-35.2%	941	1,452	-35.2%
17 Lower West / SBCC	20,237	20,143	0.5%	20,237	20,143	0.5%
20 Carpinteria	33,312	32,713	1.8%	33,312	32,713	1.8%
21x Carpinteria Express	10,010	9,338	7.2%	10,010	9,338	7.2%
22 Old Mission	2,257	2,289	-1.4%	2,257	2,289	-1.4%
23 Winchester Canyon	7,923	15,859	-50.0%	7,923	15,859	-50.0%
24x UCSB Express	50,875	47,286	7.6%	50,875	47,286	7.6%
25 Ellwood	4,266	9,565	-55.4%	4,266	9,565	-55.4%
27 Isla Vista Shuttle	8,747	8,519	2.7%	8,747	8,519	2.7%
36 Seaside Shuttle	5,912	6,688	-11.6%	5,912	6,688	-11.6%
37 Crosstown Shuttle	7,155	7,844	-8.8%	7,155	7,844	-8.8%
Booster Services	618	1,621	-61.9%	618	1,621	-61.9%
<b>System Subtotal</b>	<b>525,187</b>	<b>517,348</b>	<b>1.5%</b>	<b>525,187</b>	<b>517,348</b>	<b>1.5%</b>
<b>Downtown Waterfront Shuttles</b>						
30 Downtown Shuttle	46,180	48,201	-4.2%	46,180	48,201	-4.2%
31 East Beach Waterfront Shuttle	8,027	10,738	-25.2%	8,027	10,738	-25.2%
32 West Beach Waterfront Shuttle	3,421	3,502	-2.3%	3,421	3,502	-2.3%
<b>Coastal Express Limited</b>						
Coastal Express Limited - Santa Barbara	1,894	1,104	71.6%	1,894	1,104	71.6%
Coastal Express Limited - Goleta	2,016	872	131.2%	2,016	872	131.2%
<b>Unknown/Miscellaneous</b>	<b>-</b>	<b>-</b>	<b>N/A</b>	<b>-</b>	<b>-</b>	<b>N/A</b>
<b>System Total</b>	<b>586,725</b>	<b>581,765</b>	<b>0.9%</b>	<b>586,725</b>	<b>581,765</b>	<b>0.9%</b>
<b>Related Routes</b>						
20, 21x Carpinteria	43,322	42,051	3.0%	43,322	42,051	3.0%
1, 2, 37 East/West & Crosstown	96,179	93,566	2.8%	96,179	93,566	2.8%
4, 5, 15x, 16, 17 Mesa Lines	58,719	60,110	-2.3%	58,719	60,110	-2.3%
7, 8, 9 Calle Real	28,813	27,653	4.2%	28,813	27,653	4.2%
6, 11 State/Hollister	160,280	144,761	10.7%	160,280	144,761	10.7%

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 2013 - Passengers per Hour**

LINE	Month			Fiscal Year to Date		
	Jul 13	Jul 12	%Change	Jul 13 - Jul 13	Jul 12 - Jul 12	%Change
1 West Santa Barbara	35.8	43.6	-17.9%	35.8	43.6	-17.9%
2 East Santa Barbara	45.1	39.9	13.2%	45.1	39.9	13.2%
3 Oak Park	30.5	31.0	-1.5%	30.5	31.0	-1.5%
4 Mesa/SBCC	33.0	34.6	-4.9%	33.0	34.6	-4.9%
5 Mesa / La Cumbre	26.2	29.1	-10.0%	26.2	29.1	-10.0%
6 Goleta	37.7	36.7	2.9%	37.7	36.7	2.9%
7 Calle Real / Fairview	31.8	30.6	4.0%	31.8	30.6	4.0%
8 Calle Real / Turnpike	36.6	35.4	3.5%	36.6	35.4	3.5%
9 Calle Real / Old Town Shuttle	13.9	15.8	-12.3%	13.9	15.8	-12.3%
10 Cathedral Oaks	12.6	12.0	4.7%	12.6	12.0	4.7%
11 UCSB	37.0	41.9	-11.8%	37.0	41.9	-11.8%
12x Goleta Express	47.6	48.4	-1.6%	47.6	48.4	-1.6%
14 Montecito	21.6	24.2	-10.8%	21.6	24.2	-10.8%
15x SBCC / UCSB Express	31.3	30.0	4.2%	31.3	30.0	4.2%
16 City College Shuttle	233.5	352.4	-33.7%	233.5	352.4	-33.7%
17 Lower West / SBCC	72.2	74.1	-2.5%	72.2	74.1	-2.5%
20 Carpinteria	28.7	28.6	0.6%	28.7	28.6	0.6%
21x Carpinteria Express	26.6	25.9	2.6%	26.6	25.9	2.6%
22 Old Mission	16.5	15.5	6.7%	16.5	15.5	6.7%
23 Winchester Canyon	27.8	27.1	2.4%	27.8	27.1	2.4%
24x UCSB Express	65.0	61.0	6.5%	65.0	61.0	6.5%
25 Ellwood	32.5	26.6	22.3%	32.5	26.6	22.3%
27 Isla Vista Shuttle	22.9	22.6	1.2%	22.9	22.6	1.2%
36 Seaside Shuttle	16.2	18.6	-12.6%	16.2	18.6	-12.6%
37 Crosstown Shuttle	19.8	22.8	-12.9%	19.8	22.8	-12.9%
Booster Services	16.7	36.6	-54.4%	16.7	36.6	-54.4%
<i>System Average</i>	<i>35.5</i>	<i>35.8</i>	<i>-1.0%</i>	<i>35.5</i>	<i>35.8</i>	<i>-1.0%</i>
<b>Downtown Waterfront Shuttles</b>						
30 Downtown Shuttle	36.8	40.2	-8.6%	36.8	40.2	-8.6%
31 East Beach Waterfront Shuttle	24.1	29.9	-19.3%	24.1	29.9	-19.3%
32 West Beach Waterfront Shuttle	22.4	21.2	5.7%	22.4	21.2	5.7%
<b>Coastal Express Limited</b>						
Coastal Express Limited - Santa Barbara	24.3	14.8	63.8%	24.3	14.8	63.9%
Coastal Express Limited - Goleta	22.4	10.1	120.7%	22.4	10.1	120.7%
<b>Unknown/Miscellaneous</b>						
	-	-	N/A	-	-	N/A
<i>System Total</i>	<i>35.1</i>	<i>35.6</i>	<i>-1.5%</i>	<i>35.1</i>	<i>35.6</i>	<i>-1.5%</i>

<b>Related Routes</b>						
20, 21x Carpinteria	28.2	27.9	1.0%	28.2	27.9	1.0%
1, 2, 37 East/West & Crosstown	38.1	38.6	-1.5%	38.1	38.6	-1.5%
4, 5, 15x, 16, 17 Mesa Lines	37.6	39.6	-5.1%	37.6	39.6	-5.1%
7, 8, 9 Calle Real/Fairview	29.5	28.9	2.1%	29.5	28.9	2.1%
6, 11 State/Hollister	37.3	39.5	-5.7%	37.3	39.5	-5.7%

**Table E: July 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		
	Jul 13	Jul 12	%Change	Jul 13 - Jul 13	Jul 12 - Jul 12	%Change
1 West Santa Barbara	-	-	0.0%	-	-	0.0%
2 East Santa Barbara	3	-	100.0%	3	-	100.0%
3 Oak Park	-	-	0.0%	-	-	0.0%
4 Mesa/SBCC	3	4	-25.0%	3	4	-25.0%
5 Mesa / La Cumbre	12	11	9.1%	12	11	9.1%
6 Goleta	24	20	20.0%	24	20	20.0%
7 Calle Real / Fairview	20	2	900.0%	20	2	900.0%
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	74	59	25.4%	74	59	25.4%
12x Goleta Express	23	29	-20.7%	23	29	-20.7%
14 Montecito	1	-	100.0%	1	-	100.0%
15x SBCC / UCSB Express	4	26	-84.6%	4	26	-84.6%
16 City College Shuttle	5	2	150.0%	5	2	150.0%
17 Lower West / SBCC	17	26	-34.6%	17	26	-34.6%
20 Carpinteria	2	2	0.0%	2	2	0.0%
21x Carpinteria Express	-	-	0.0%	-	-	0.0%
22 Old Mission	-	-	0.0%	-	-	0.0%
23 Winchester Canyon	3	1	200.0%	3	1	200.0%
24x UCSB Express	122	128	-4.7%	122	128	-4.7%
25 Ellwood	-	-	0.0%	-	-	0.0%
27 UCSB Shuttle	-	1	-100.0%	-	1	-100.0%
36 Seaside Shuttle	-	3	-100.0%	-	3	-100.0%
37 Crosstown Shuttle	-	2	-100.0%	-	2	-100.0%
Booster Services	-	-	0.0%	-	-	0.0%
<i>System Subtotal</i>	<i>313</i>	<i>316</i>	<i>-0.9%</i>	<i>313</i>	<i>316</i>	<i>-0.9%</i>
<b>Downtown Waterfront Shuttles</b>						
30 Downtown Shuttle	372	320	16.3%	372	320	16.3%
31 East Beach Waterfront Shuttle	10	11	-9.1%	10	11	-9.1%
32 West Beach Waterfront Shuttle	4	5	100.0%	4	5	-20.0%
<b>Coastal Express Limited</b>						
Santa Barbara	-	-	0.0%	-	-	0.0%
Goleta	-	-	0.0%	-	-	0.0%
<b>Unknown</b>	<b>2</b>	<b>-</b>	<b>-100.0%</b>	<b>2</b>	<b>-</b>	<b>-100.0%</b>
<i>System Total</i>	<i>701</i>	<i>652</i>	<i>7.5%</i>	<i>701</i>	<i>652</i>	<i>7.5%</i>

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

**Table F: July 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		
	Jul 13	Jul 12	%Change	Jul 13 - Jul 13	Jul 12 - Jul 12	%Change
1 West Santa Barbara	1	10	-90.0%	1	10	-90.0%
2 East Santa Barbara	8	29	-72.4%	8	29	-72.4%
3 Oak Park	2	7	-71.4%	2	7	-71.4%
4 Mesa/SBCC	1	7	-85.7%	1	7	-85.7%
5 Mesa / La Cumbre	8	7	14.3%	8	7	14.3%
6 Goleta	36	41	-12.2%	36	41	-12.2%
7 Calle Real / Fairview	73	19	284.2%	73	19	284.2%
8 Calle Real / Turnpike	26	-	100.0%	26	-	100.0%
9 Calle Real / Old Town Shuttle	1	-	100.0%	1	-	100.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	88	73	20.5%	88	73	20.5%
12x Goleta Express	34	38	-10.5%	34	38	-10.5%
14 Montecito	4	1	300.0%	4	1	300.0%
15x SBCC / UCSB Express	13	7	85.7%	13	7	85.7%
16 City College Shuttle	13	1	1200.0%	13	1	1200.0%
17 Lower West / SBCC	26	20	30.0%	26	20	30.0%
20 Carpinteria	3	28	-89.3%	3	28	-89.3%
21x Carpinteria Express	18	6	200.0%	18	6	200.0%
22 Old Mission	-	-	0.0%	-	-	0.0%
23 Winchester Canyon	-	1	-100.0%	-	1	-100.0%
24x UCSB Express	76	75	1.3%	76	75	1.3%
25 Ellwood	-	4	-100.0%	-	4	-100.0%
27 UCSB Shuttle	-	3	-100.0%	-	3	-100.0%
36 Seaside Shuttle	1	-	100.0%	1	-	100.0%
37 Crosstown Shuttle	-	-	0.0%	-	-	0.0%
Booster Services	-	-	0.0%	-	-	0.0%
<i>System Subtotal</i>	<i>432</i>	<i>377</i>	<i>14.6%</i>	<i>432</i>	<i>377</i>	<i>14.6%</i>
<b>Downtown Waterfront Shuttles</b>						
30 Downtown Shuttle	142	121	17.4%	142	121	17.4%
31 East Beach Waterfront Shuttle	3	3	0.0%	3	3	0.0%
32 West Beach Waterfront Shuttle	2	1	100.0%	2	1	100.0%
<b>Coastal Express Limited</b>						
Santa Barbara	-	-	0.0%	-	-	0.0%
Goleta	-	-	0.0%	-	-	0.0%
<b>Unknown</b>	-	-	0.0%	-	-	0.0%
<i>System Total</i>	<i>579</i>	<i>502</i>	<i>15.3%</i>	<i>579</i>	<i>502</i>	<i>15.3%</i>

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

**Table G: July 2013 – Bicycles Carried**

LINE	Month			Fiscal Year to Date		
	Jul 13	Jul 12	%Change	Jul 13 - Jul 13	Jul 12 - Jul 12	%Change
1 West Santa Barbara	224	225	-0.4%	224	225	-0.4%
2 East Santa Barbara	644	656	-1.8%	644	656	-1.8%
3 Oak Park	209	201	4.0%	209	201	4.0%
4 Mesa/SBCC	156	257	-39.3%	156	257	-39.3%
5 Mesa / La Cumbre	367	268	36.9%	367	268	36.9%
6 Goleta	1,726	1,432	20.5%	1,726	1,432	20.5%
7 Calle Real / Fairview	223	164	36.0%	223	164	36.0%
8 Calle Real / Turnpike	231	162	42.6%	231	162	42.6%
9 Calle Real / Old Town Shuttle	54	28	92.9%	54	28	92.9%
10 Cathedral Oaks	27	52	-48.1%	27	52	-48.1%
11 UCSB	2,305	1,812	27.2%	2,305	1,812	27.2%
12x Goleta Express	745	808	-7.8%	745	808	-7.8%
14 Montecito	150	134	11.9%	150	134	11.9%
15x SBCC / UCSB Express	130	103	26.2%	130	103	26.2%
16 City College Shuttle	7	-	100.0%	7	-	100.0%
17 Lower West / SBCC	139	178	-21.9%	139	178	-21.9%
20 Carpinteria	669	627	6.7%	669	627	6.7%
21x Carpinteria Express	207	182	13.7%	207	182	13.7%
22 Old Mission	51	36	41.7%	51	36	41.7%
23 Winchester Canyon	99	165	-40.0%	99	165	-40.0%
24x UCSB Express	1,203	1,099	9.5%	1,203	1,099	9.5%
25 Ellwood	132	155	-14.8%	132	155	-14.8%
27 UCSB Shuttle	111	127	-12.6%	111	127	-12.6%
36 Seaside Shuttle*	-	-	N/A	-	-	N/A
37 Crosstown Shuttle*	-	-	N/A	-	-	N/A
Booster services	2	13	-84.6%	2	13	-84.6%
<b>System Subtotal</b>	<b>9,811</b>	<b>8,884</b>	<b>10.4%</b>	<b>9,811</b>	<b>8,884</b>	<b>10.4%</b>
<b>Downtown Waterfront Shuttles</b>						
30 Downtown Shuttle*	-	-	N/A	-	-	N/A
31 East Beach Waterfront Shuttle*	-	-	N/A	-	-	N/A
32 West Beach Waterfront Shuttle*	-	-	N/A	-	-	N/A
<b>Coastal Express Limited</b>						
Santa Barbara	6	12	-50.0%	6	12	-50.0%
Goleta	11	22	-50.0%	11	22	-50.0%
<b>Unknown</b>	<b>28</b>	<b>7</b>	<b>300.0%</b>	<b>28</b>	<b>7</b>	<b>300.0%</b>
<b>System Total</b>	<b>9,856</b>	<b>8,925</b>	<b>10.4%</b>	<b>9,856</b>	<b>8,925</b>	<b>10.4%</b>

\* The electric shuttles cannot carry bicycles.

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

**Table H: July 2013 – Wheelchairs Boarded**

LINE	Month			Fiscal Year to Date		
	Jul 13	Jul 12	%Change	Jul 13 - Jul 13	Jul 12 - Jul 12	%Change
1 West Santa Barbara	90	94	-4.3%	90	94	-4.3%
2 East Santa Barbara	163	201	-18.9%	163	201	-18.9%
3 Oak Park	169	128	32.0%	169	128	32.0%
4 Mesa/SBCC	9	19	-52.6%	9	19	-52.6%
5 Mesa / La Cumbre	58	90	-35.6%	58	90	-35.6%
6 Goleta	208	236	-11.9%	208	236	-11.9%
7 Calle Real / Fairview	84	40	110.0%	84	40	110.0%
8 Calle Real / Turnpike	70	34	105.9%	70	34	105.9%
9 Calle Real / Old Town Shuttle	7	14	-50.0%	7	14	-50.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	288	253	13.8%	288	253	13.8%
12x Goleta Express	79	130	-39.2%	79	130	-39.2%
14 Montecito	32	21	52.4%	32	21	52.4%
15x SBCC / UCSB Express	1	2	-50.0%	1	2	-50.0%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	11	34	-67.6%	11	34	-67.6%
20 Carpinteria	196	217	-9.7%	196	217	-9.7%
21x Carpinteria Express	34	52	-34.6%	34	52	-34.6%
22 Old Mission	-	1	-100.0%	-	1	-100.0%
23 Winchester Canyon	15	12	25.0%	15	12	25.0%
24x UCSB Express	20	41	-51.2%	20	41	-51.2%
25 Ellwood	27	14	92.9%	27	14	92.9%
27 UCSB Shuttle	7	5	40.0%	7	5	40.0%
36 Seaside Shuttle	3	3	0.0%	3	3	0.0%
37 Crosstown Shuttle	13	10	30.0%	13	10	30.0%
Booster Services	-	2	-100.0%	-	2	-100.0%
<b>System Subtotal</b>	<b>1,584</b>	<b>1,653</b>	<b>-4.2%</b>	<b>1,584</b>	<b>1,653</b>	<b>-4.2%</b>
<b>Downtown Waterfront Shuttles</b>						
30 Downtown Shuttle	135	81	66.7%	135	81	66.7%
31 East Beach Waterfront Shuttle	19	29	-34.5%	19	29	-34.5%
32 West Beach Waterfront Shuttle	3	16	-81.3%	3	16	-81.3%
<b>Coastal Express Limited</b>						
Santa Barbara	-	-	0.0%	-	-	0.0%
Goleta	-	-	0.0%	-	-	0.0%
<b>Unknown</b>	<b>3</b>	<b>3</b>	<b>0.0%</b>	<b>3</b>	<b>3</b>	<b>0.0%</b>
<b>System Total</b>	<b>1,744</b>	<b>1,782</b>	<b>-2.1%</b>	<b>1,744</b>	<b>1,782</b>	<b>-2.1%</b>

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

**Table I: Ridership by Day Type**

July 2013					July 2012					Change in Daily Ridership	% Change in Daily Ridership
	Ridership	% of Total	Days	Avg Daily Ridership	Ridership	% of Total	Days	Avg Daily Ridership			
Weekday	483,991	82.5%	22	22,000	465,646	80.0%	21	22,174	-174	-0.8%	
Saturday	53,383	9.1%	4	13,346	54,357	9.3%	4	13,589	-244	-1.8%	
Sunday	49,351	8.4%	5	9,870	61,762	10.6%	6	10,294	-423	-4.1%	
Total	586,725		31	18,927	581,765		31	18,767	160	0.9%	

FY 2014					FY 2013					Change in Daily Ridership	% Change in Daily Ridership
	Ridership	% of Total	Days	Avg Daily Ridership	Ridership	% of Total	Days	Avg Daily Ridership			
Weekday	483,991	82.5%	22	22,000	465,646	80.0%	21	22,174	-174	-0.8%	
Saturday	53,383	9.1%	4	13,346	54,357	9.3%	4	13,589	-244	-1.8%	
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Total	586,725		31	18,927	581,765		31	18,767	160	0.9%	

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

**External Factors Affecting Ridership**

**Service Days & School Days:** There were one more weekday & one fewer Sunday service days in July this year. Secondary schools and SBCC had the same number of days of summer school, and UCSB had one more day of summer session in July this year.

**Weather:** Temperatures for July in 2013 were generally about 3° warmer than last year and about 1° warmer than 'normal' overall. We had a trace of rain one day in July this year and none in 2012.

	Weekdays	Saturdays	Sundays
Jul 2013	22	4	5
Jul 2012	21	4	6

Source: Gregorian Calendar

	HS + JHS	SBCC	UCSB
Jul 2013	19 ss	19 ss	22 ss
Jul 2012	19 ss	19 ss	21 ss

Source: SB Area School Districts, SBCC, UCSB.

	Temperature (°F)	High	Average	Low	Precipitation	
Jul 2013	Maximum	98	78	65	Weekday: 0.1 in (1 day)	
	Mean	74	67	59	Saturday: 0 in (0 days)      0.1 in	
	Minimum	69	62	54	Sunday: 0 in (0 days)	
Jul 2012	Maximum	85	74	62	Weekday: 0 in (0 days)	
	Mean	71	64	56	Saturday: 0 in (0 days)      0.0 in	
	Minimum	65	59	48	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.