



System Ridership Report: June 2013

System-wide ridership finished down 2.2% for the fiscal year, but most of that passenger loss occurred on weekends and non-shuttle ridership is actually 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 weekday non-shuttle ridership actually increased by approximately 1.7% per day for the fiscal year. Downtown-Waterfront Shuttle ridership declined sharply when the fare was increased on July 30, 2012 to compensate for the loss of RDA funding.

Table A: Ridership Trends by Fare Component

Fare Categories	Month			Fiscal Year to Date		
	Jun 13	Jun 12	%Change	Jul 12 - Jun 13	Jul 11 - Jun 12	%Change
General Fare	109,638	108,550	1.0%	1,214,174	1,251,190	-3.0%
Transfers	58,320	63,221	-7.8%	713,387	746,093	-4.4%
Full Fare Prepaid (1)	112,563	121,240	-7.2%	1,400,613	1,454,554	-3.7%
Santa Barbara City College	26,133	27,519	-5.0%	1,185,587	1,210,826	-2.1%
Senior & Disabled Prepaid (2)	57,442	60,319	-4.8%	688,379	694,253	-0.8%
Shuttle (DWE, Commuter & Seaside)	30,156	51,668	-41.6%	290,474	517,479	-43.9%
UC Santa Barbara	53,937	57,868	-6.8%	980,545	885,593	10.7%
Student Prepaid (3)	34,083	33,998	0.3%	676,798	611,467	10.7%
Free	18,414	23,035	-20.1%	239,975	286,111	-16.1%
My Ride	12,958	8,470	53.0%	135,577	109,367	24.0%
Senior	14,151	9,023	56.8%	150,550	100,139	50.3%
Persons with Disabilities	4,868	3,904	24.7%	59,514	44,300	34.3%
Tokens	3,505	3,217	9.0%	38,716	33,840	14.4%
Total	536,168	572,032	-6.3%	7,774,289	7,945,212	-2.2%

(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		
	Jun 13	Jun 12	%Change	Jul 12 - Jun 13	Jul 11 - Jun 12	%Change
Passengers	536,168	572,032	-6.3%	7,774,289	7,945,212	-2.2%
Revenue Hours	16,287	16,643	-2.1%	199,449	203,379	-1.9%
Passengers per Rev Hour	32.92	34.37	-4.2%	38.98	39.07	-0.2%
Miles	198,042	204,496	-3.2%	2,513,125	2,573,854	-2.4%
Passengers per Mile	2.71	2.80	-3.2%	3.09	3.09	0.2%

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: June 2013 System Ridership

LINE	Month			Fiscal Year to Date		
	Jun 13	Jun 12	%Change	Jul 12 - Jun 13	Jul 11 - Jun 12	%Change
1 West Santa Barbara	30,560	32,909	-7.1%	441,169	463,895	-4.9%
2 East Santa Barbara	51,874	51,027	1.7%	677,847	678,550	-0.1%
3 Oak Park	18,446	20,381	-9.5%	252,980	267,287	-5.4%
4 Mesa/SBCC	10,586	12,091	-12.4%	168,382	181,120	-7.0%
5 Mesa / La Cumbre	12,968	14,411	-10.0%	208,131	216,672	-3.9%
6 Goleta	57,068	59,980	-4.9%	732,843	767,398	-4.5%
7 County Health / Fairview	11,813	11,330	4.3%	155,258	146,373	6.1%
8 County Health	10,283	10,360	-0.7%	126,630	128,623	-1.5%
9 Calle Real / Old Town Shuttle	2,978	2,987	-0.3%	38,917	43,841	-11.2%
10 Cathedral Oaks	1,466	1,764	-16.9%	27,202	31,228	-12.9%
11 UCSB	91,541	80,600	13.6%	1,226,705	1,015,741	20.8%
12x Goleta Express	21,721	23,664	-8.2%	301,674	299,369	0.8%
14 Montecito	8,189	9,461	-13.4%	111,226	122,035	-8.9%
15x SBCC / UCSB Express	5,825	6,313	-7.7%	350,198	320,667	9.2%
16 City College Shuttle	413	414	-0.2%	151,825	165,563	-8.3%
17 Lower West / SBCC	16,138	17,610	-8.4%	228,182	235,988	-3.3%
20 Carpinteria	29,242	29,451	-0.7%	368,123	364,980	0.9%
21x Carpinteria Express	8,624	8,513	1.3%	118,545	115,981	2.2%
22 Old Mission	1,720	2,275	-24.4%	23,230	24,192	-4.0%
23 Winchester Canyon	5,810	16,888	-65.6%	101,103	247,898	-59.2%
24x UCSB Express	49,345	46,212	6.8%	704,733	647,700	8.8%
25 Ellwood	3,842	10,751	-64.3%	64,935	135,667	-52.1%
27 Isla Vista Shuttle	17,913	18,191	-1.5%	305,186	275,595	10.7%
36 Seaside Shuttle	5,426	8,494	-36.1%	70,652	99,606	-29.1%
37 Crosstown Shuttle	6,666	10,682	-37.6%	93,089	138,527	-32.8%
Booster Services	5,221	6,579	-20.6%	261,607	242,311	8.0%
System Subtotal	485,678	513,338	-5.4%	7,310,372	7,376,807	-0.9%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	37,118	43,084	-13.8%	341,891	435,617	-21.5%
31 East Beach Waterfront Shuttle	6,731	9,688	-30.5%	57,623	75,291	-23.5%
32 West Beach Waterfront Shuttle	2,821	3,409	-17.2%	24,413	30,522	-20.0%
Coastal Express Limited						
Coastal Express Limited - Santa Barbara	1,876	844	122.3%	20,277	6,707	202.3%
Coastal Express Limited - Goleta	1,944	739	163.1%	19,713	7,092	178.0%
Discontinued Routes						
50 Carrillo Lot Shuttle	-	930	N/A	-	12,882	N/A
Valley Express (82, 83, & 84)	-	-	N/A	-	3,196	N/A
Unknown/Miscellaneous	-	-	0.0%	-	294	-100.0%
System Total	536,168	572,032	-6.3%	7,774,289	7,948,408	-2.2%

Related Routes						
20, 21x Carpinteria	37,866	37,964	-0.3%	486,668	480,961	1.2%
1, 2, 37 East/West & Crosstown	89,100	94,618	-5.8%	1,212,105	1,280,972	-5.4%
4, 5, 15x, 16, 17 Mesa Lines	45,930	50,839	-9.7%	1,106,718	1,120,010	-1.2%
7, 8, 9 Calle Real	25,074	24,677	1.6%	320,805	318,837	0.6%
6, 11 State/Hollister	148,609	140,580	5.7%	1,959,548	1,783,139	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: June 2013 - Passengers per Hour

LINE	Month			Fiscal Year to Date		
	Jun 13	Jun 12	%Change	Jul 12 - Jun 13	Jul 11 - Jun 12	%Change
1 West Santa Barbara	34.5	42.8	-19.4%	41.8	49.9	-16.2%
2 East Santa Barbara	44.8	39.5	13.3%	47.2	43.4	8.8%
3 Oak Park	28.7	30.9	-7.3%	32.1	32.4	-0.9%
4 Mesa/SBCC	28.1	31.3	-10.1%	36.5	38.9	-6.2%
5 Mesa / La Cumbre	22.6	24.6	-8.0%	29.8	30.7	-3.1%
6 Goleta	36.0	36.9	-2.3%	37.7	38.7	-2.6%
7 Calle Real / Fairview	28.9	27.0	7.1%	31.1	28.9	7.4%
8 Calle Real / Turnpike	34.0	33.2	2.2%	34.1	34.2	-0.5%
9 Calle Real / Old Town Shuttle	14.6	14.4	1.2%	15.6	16.0	-1.9%
10 Cathedral Oaks	11.8	13.5	-12.7%	17.6	19.9	-11.4%
11 UCSB	36.0	41.4	-13.2%	41.2	43.1	-4.5%
12x Goleta Express	43.0	45.7	-5.8%	49.1	47.7	3.0%
14 Montecito	20.0	22.2	-9.9%	22.2	24.1	-7.9%
15x SBCC / UCSB Express	23.5	24.3	-3.5%	55.7	50.3	10.7%
16 City College Shuttle	150.2	190.8	-21.3%	92.3	99.6	-7.4%
17 Lower West / SBCC	61.6	65.2	-5.5%	71.0	72.7	-2.3%
20 Carpinteria	26.4	26.3	0.6%	27.3	26.9	1.5%
21x Carpinteria Express	24.6	23.2	5.9%	27.5	26.5	3.6%
22 Old Mission	12.9	15.9	-19.2%	13.9	13.9	0.0%
23 Winchester Canyon	21.2	29.4	-27.9%	26.1	35.8	-27.1%
24x UCSB Express	62.4	56.5	10.4%	71.1	64.8	9.8%
25 Ellwood	30.6	30.5	0.2%	32.9	31.9	3.1%
27 Isla Vista Shuttle	35.4	34.6	2.3%	45.1	40.5	11.2%
36 Seaside Shuttle	15.5	24.0	-35.5%	16.7	22.3	-25.1%
37 Crosstown Shuttle	20.3	22.4	-9.5%	22.9	23.2	-1.3%
Booster Services	60.0	64.3	-6.7%	93.2	92.3	1.0%
<i>System Average</i>	<i>34.0</i>	<i>35.1</i>	<i>-3.1%</i>	<i>40.2</i>	<i>39.9</i>	<i>0.7%</i>
Downtown Waterfront Shuttles						
30 Downtown Shuttle	27.4	37.0	-26.1%	29.6	38.6	-23.3%
31 East Beach Waterfront Shuttle	20.1	27.3	-26.4%	22.1	28.5	-22.4%
32 West Beach Waterfront Shuttle	18.7	21.3	-12.4%	19.8	24.6	-19.3%
Coastal Express Limited						
Coastal Express Limited - Santa Barbara	26.4	11.3	133.4%	22.8	8.6	165.4%
Coastal Express Limited - Goleta	23.7	8.6	176.2%	19.3	8.0	141.5%
Discontinued Routes						
50 Commuter Lot Shuttle	-	8.9	N/A	-	10.3	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>32.9</i>	<i>34.4</i>	<i>-4.2%</i>	<i>39.0</i>	<i>39.1</i>	<i>-0.2%</i>
Related Routes						
20, 21x Carpinteria	26.0	25.5	1.9%	27.4	26.8	2.0%
1, 2, 37 East/West & Crosstown	37.6	37.3	0.7%	41.8	41.4	0.9%
4, 5, 15x, 16, 17 Mesa Lines	31.4	33.8	-7.1%	48.7	48.7	-0.1%
7, 8, 9 Calle Real/Fairview	27.4	26.3	4.2%	28.6	27.6	3.9%
6, 11 State/Hollister	36.0	39.4	-8.6%	39.8	41.1	-3.1%

Table E: June 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		
	Jun 13	Jun 12	%Change	Jul 12 - Jun 13	Jul 11 - Jun 12	%Change
1 West Santa Barbara	2	1	100.0%	77	57	35.1%
2 East Santa Barbara	5	2	150.0%	138	106	30.2%
3 Oak Park	1	2	-50.0%	16	28	-42.9%
4 Mesa/SBCC	1	2	-50.0%	10	15	-33.3%
5 Mesa / La Cumbre	9	6	50.0%	145	291	-50.2%
6 Goleta	6	17	-64.7%	143	253	-43.5%
7 Calle Real / Fairview	1	-	100.0%	42	12	250.0%
8 Calle Real / Turnpike	-	-	0.0%	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	34	18	88.9%	563	536	5.0%
12x Goleta Express	-	7	-100.0%	115	98	17.3%
14 Montecito	2	-	0.0%	9	33	-72.7%
15x SBCC / UCSB Express	2	15	-86.7%	963	815	18.2%
16 City College Shuttle	4	1	300.0%	229	357	-35.9%
17 Lower West / SBCC	11	20	-45.0%	102	142	-28.2%
20 Carpinteria	4	-	100.0%	22	21	4.8%
21x Carpinteria Express	-	-	0.0%	12	5	140.0%
22 Old Mission	-	-	0.0%	2	3	-33.3%
23 Winchester Canyon	2	-	100.0%	20	79	-74.7%
24x UCSB Express	49	28	75.0%	1,321	1,031	28.1%
25 Ellwood	-	-	0.0%	6	19	-68.4%
27 UCSB Shuttle	7	13	-46.2%	364	281	29.5%
36 Seaside Shuttle	6	1	500.0%	15	62	-75.8%
37 Crosstown Shuttle	-	2	-100.0%	15	13	15.4%
Booster Services	3	2	50.0%	296	517	-42.7%
System Subtotal	149	137	8.8%	4,634	4,777	-3.0%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	121	112	8.0%	1,409	2,277	-38.1%
31 East Beach Waterfront Shuttle	10	11	-9.1%	69	87	-20.7%
32 West Beach Waterfront Shuttle	-	3	-100.0%	16	10	60.0%
Coastal Express Limited						
Santa Barbara	-	-	0.0%	-	-	0.0%
Goleta	-	-	0.0%	1	-	100.0%
Unknown	2	-	100.0%	10	21	-52.4%
System Total	282	263	7.2%	6,139	7,172	-14.4%

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

Table F: June 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		
	Jun 13	Jun 12	%Change	Jul 12 - Jun 13	Jul 11 - Jun 12	%Change
1 West Santa Barbara	4	5	-20.0%	184	88	109.1%
2 East Santa Barbara	12	13	-7.7%	380	214	77.6%
3 Oak Park	2	6	-66.7%	70	85	-17.6%
4 Mesa/SBCC	1	2	-50.0%	20	37	-45.9%
5 Mesa / La Cumbre	5	1	400.0%	150	203	-26.1%
6 Goleta	16	18	-11.1%	417	272	53.3%
7 Calle Real / Fairview	18	4	350.0%	155	50	210.0%
8 Calle Real / Turnpike	3	-	100.0%	16	5	220.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	1	-	100.0%
10 Cathedral Oaks	-	-	0.0%	7	2	250.0%
11 UCSB	62	36	72.2%	1,189	658	80.7%
12x Goleta Express	7	8	-12.5%	231	156	48.1%
14 Montecito	2	-	100.0%	23	77	-70.1%
15x SBCC / UCSB Express	8	7	14.3%	505	695	-27.3%
16 City College Shuttle	3	2	50.0%	237	388	-38.9%
17 Lower West / SBCC	11	14	-21.4%	137	266	-48.5%
20 Carpinteria	-	2	-100.0%	163	107	52.3%
21x Carpinteria Express	4	-	100.0%	56	13	330.8%
22 Old Mission	-	-	0.0%	2	2	0.0%
23 Winchester Canyon	1	5	-80.0%	26	123	-78.9%
24x UCSB Express	65	27	140.7%	1,177	894	31.7%
25 Ellwood	-	-	0.0%	11	35	-68.6%
27 UCSB Shuttle	16	12	33.3%	472	272	73.5%
36 Seaside Shuttle	5	7	-28.6%	12	33	-63.6%
37 Crosstown Shuttle	-	3	-100.0%	22	29	-24.1%
Booster Services	11	13	-15.4%	478	442	8.1%
<i>System Subtotal</i>	<i>256</i>	<i>185</i>	<i>38.4%</i>	<i>6,141</i>	<i>5,146</i>	<i>19.3%</i>
Downtown Waterfront Shuttles						
30 Downtown Shuttle	100	107	-6.5%	937	939	-0.2%
31 East Beach Waterfront Shuttle	8	1	700.0%	103	27	281.5%
32 West Beach Waterfront Shuttle	2	-	100.0%	12	2	500.0%
Coastal Express Limited						
Santa Barbara	-	-	0.0%	-	-	0.0%
Goleta	-	-	0.0%	-	-	0.0%
Unknown	-	-	<i>0.0%</i>	7	21	-66.7%
<i>System Total</i>	<i>366</i>	<i>293</i>	<i>24.9%</i>	<i>7,200</i>	<i>6,135</i>	<i>17.4%</i>

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

Table G: June 2013 – Bicycles Carried

LINE	Month			Fiscal Year to Date		
	Jun 13	Jun 12	%Change	Jul 12 - Jun 13	Jul 11 - Jun 12	%Change
1 West Santa Barbara	221	166	33.1%	2,588	2,407	7.5%
2 East Santa Barbara	556	541	2.8%	7,373	7,532	-2.1%
3 Oak Park	170	207	-17.9%	2,401	3,119	-23.0%
4 Mesa/SBCC	180	234	-23.1%	2,349	3,042	-22.8%
5 Mesa / La Cumbre	307	247	24.3%	3,613	3,252	11.1%
6 Goleta	1,660	1,280	29.7%	17,671	17,039	3.7%
7 Calle Real / Fairview	224	246	-8.9%	2,910	2,629	10.7%
8 Calle Real / Turnpike	175	163	7.4%	2,000	1,906	4.9%
9 Calle Real / Old Town Shuttle	30	31	-3.2%	453	394	15.0%
10 Cathedral Oaks	33	44	-25.0%	616	634	-2.8%
11 UCSB	2,161	1,792	20.6%	24,322	23,187	4.9%
12x Goleta Express	597	758	-21.2%	8,872	8,178	8.5%
14 Montecito	140	137	2.2%	1,694	2,295	-26.2%
15x SBCC / UCSB Express	143	151	-5.3%	3,407	3,782	-9.9%
16 City College Shuttle	-	3	-100.0%	902	920	-2.0%
17 Lower West / SBCC	102	175	-41.7%	1,567	1,750	-10.5%
20 Carpinteria	620	647	-4.2%	7,589	8,164	-7.0%
21x Carpinteria Express	242	235	3.0%	3,274	2,932	11.7%
22 Old Mission	19	55	-65.5%	674	523	28.9%
23 Winchester Canyon	101	209	-51.7%	1,340	3,502	-61.7%
24x UCSB Express	1,090	1,089	0.1%	13,176	12,176	8.2%
25 Ellwood	92	145	-36.6%	1,341	1,725	-22.3%
27 UCSB Shuttle	175	192	-8.9%	3,057	2,986	2.4%
36 Seaside Shuttle*	-	-	N/A	-	-	N/A
37 Crosstown Shuttle*	-	-	N/A	-	-	N/A
Booster services	6	19	-68.4%	573	358	60.1%
System Subtotal	9,044	8,766	3.2%	113,762	114,432	-0.6%
Downtown Waterfront Shuttles						
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
Coastal Express Limited						
Santa Barbara	16	11	45.5%	270	232	16.4%
Goleta	11	21	-47.6%	359	176	104.0%
Unknown	9	19	-52.6%	183	146	25.3%
System Total	9,080	8,817	3.0%	114,574	114,986	-0.4%

* The electric shuttles cannot carry bicycles.

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

Table H: June 2013 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date		
	Jun 13	Jun 12	%Change	Jul 12 - Jun 13	Jul 11 - Jun 12	%Change
1 West Santa Barbara	83	88	-5.7%	1,221	1,334	-8.5%
2 East Santa Barbara	197	160	23.1%	2,138	2,202	-2.9%
3 Oak Park	120	87	37.9%	1,392	1,279	8.8%
4 Mesa/SBCC	12	18	-33.3%	118	189	-37.6%
5 Mesa / La Cumbre	45	91	-50.5%	588	858	-31.5%
6 Goleta	272	276	-1.4%	2,962	3,539	-16.3%
7 Calle Real / Fairview	84	64	31.3%	706	661	6.8%
8 Calle Real / Turnpike	58	40	45.0%	561	582	-3.6%
9 Calle Real / Old Town Shuttle	12	21	-42.9%	337	299	12.7%
10 Cathedral Oaks	-	-	0.0%	71	177	-59.9%
11 UCSB	311	267	16.5%	3,327	3,145	5.8%
12x Goleta Express	51	137	-62.8%	1,063	1,230	-13.6%
14 Montecito	26	23	13.0%	219	264	-17.0%
15x SBCC / UCSB Express	-	1	-100.0%	68	205	-66.8%
16 City College Shuttle	-	-	0.0%	217	227	-4.4%
17 Lower West / SBCC	5	31	-83.9%	161	260	-38.1%
20 Carpinteria	146	183	-20.2%	1,576	1,462	7.8%
21x Carpinteria Express	30	49	-38.8%	350	414	-15.5%
22 Old Mission	1	4	-75.0%	24	12	100.0%
23 Winchester Canyon	22	11	100.0%	133	218	-39.0%
24x UCSB Express	17	56	-69.6%	366	395	-7.3%
25 Ellwood	25	23	8.7%	200	278	-28.1%
27 UCSB Shuttle	1	5	-80.0%	103	64	60.9%
36 Seaside Shuttle	-	-	0.0%	42	92	-54.3%
37 Crosstown Shuttle	11	13	-15.4%	190	149	27.5%
Booster Services	-	-	0.0%	17	18	-5.6%
System Subtotal	1,529	1,648	-7.2%	18,150	19,553	-7.2%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	94	56	67.9%	776	580	33.8%
31 East Beach Waterfront Shuttle	25	27	-7.4%	214	261	-18.0%
32 West Beach Waterfront Shuttle	3	9	-66.7%	153	49	212.2%
Coastal Express Limited						
Santa Barbara	-	-	0.0%	3	1	200.0%
Goleta	-	-	0.0%	-	1	-100.0%
Unknown	-	3	-100.0%	17	18	-5.6%
System Total	1,651	1,743	-5.3%	19,313	20,463	-5.6%

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

Table I: Ridership by Day Type

June 2013					June 2012					Change in Daily Ridership	% Change in Daily Ridership
	Ridership	% of Total	Days	Avg Daily Ridership	Ridership	% of Total	Days	Avg Daily Ridership			
Weekday	424,709	79.2%	22	19,305	463,192	81.0%	22	21,054	-1,749	-8.3%	
Saturday	66,019	12.3%	4	16,505	67,993	11.9%	4	16,998	-494	-2.9%	
Sunday	45,440	8.5%	5	9,088	40,847	7.1%	5	8,169	919	11.2%	
Total	536,168		31	17,296	572,032		31	18,453	-1,157	-6.3%	

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	6,424,113	82.6%	228	28,176	6,571,795	82.7%	231	28,449	-273	-1.0%	
Saturday	762,325	9.8%	51	14,948	775,231	9.8%	50	15,505	-557	-3.6%	
Sunday	587,851	7.6%	54	10,886	601,382	7.6%	53	11,347	-461	-4.1%	
Total	7,774,289		333	23,346	7,948,408		334	23,798	-451	-1.9%	

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

External Factors Affecting Ridership

Service Days & School Days: There was one less weekday & one more Sunday service day in June this year. Secondary schools ended their year in May. SBCC had one less day of summer school, and UCSB had one less day of regular term and the same number of summer school days..

Weather: Temperatures for June this year were generally about 3° warmer than last year and about 2° warmer than ‘normal’ overall. We had a trace of moisture spread over 2 days in June 2013 and only one day of semi-precipitation in 2012.

	Weekdays	Saturdays	Sundays
Jun 2013	20	5	5
Jun 2012	21	5	4

Source: Gregorian Calendar

	HS + JHS	SBCC	UCSB
Jun 2013	0	9 SS	10 + 5 SS
Jun 2012	5	10 SS	11 + 5 SS

Source: SB Area School Districts, SBCC, UCSB.

	Temperature (°F)			Precipitation		
	High	Average	Low			
Jun 2013	Maximum	91	73	63	Weekday: T in (1 day)	
	Mean	72	65	57	Saturday: 0 in (0 days) T in	
	Minimum	64	60	52	Sunday: T in (1 day)	
Jun 2012	Maximum	84	72	59	Weekday: T in (1 day)	
	Mean	70	62	54	Saturday: 0 in (0 days) T in	
	Minimum	64	59	48	Sunday: 0 in (0 days)	

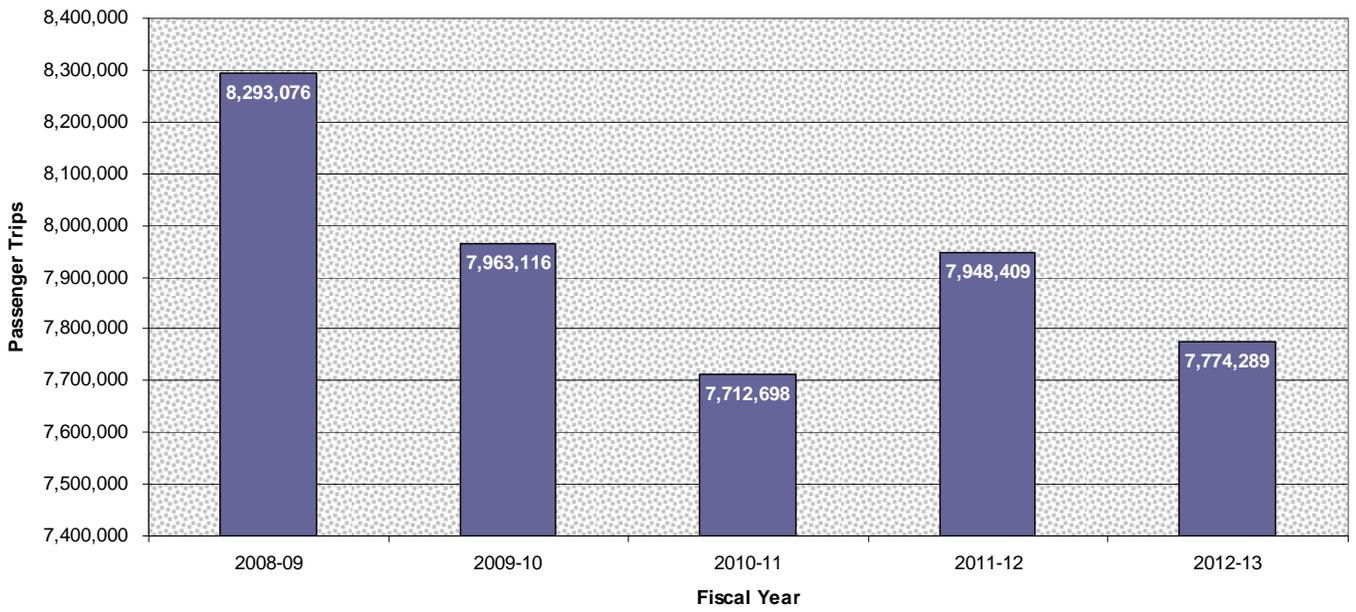
Source: www.wunderground.com

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.

Annual Ridership



Passengers per Hour

