



## System Ridership Report: February 2014

**System-wide ridership decreased 4% for the month compared to February 2013.** Revenue hours and revenue miles increased about 2% each over the prior February (reflecting the service adjustments made in August 2013), but since ridership has declined, the passengers per revenue hour and passengers per revenue mile metrics each declined about 6% from last year. The upside is that the incidence of overloaded buses declined more than 45% from February last year.

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

Fare Categories	Month			Fiscal Year to Date		
	Feb 14	Feb 13	%Change	Jul 13 - Feb 14	Jul 12 - Feb 13	%Change
General Fare	84,969	89,845	-5.4%	808,779	815,604	-0.8%
Transfers	50,038	53,502	-6.5%	451,663	478,288	-5.6%
Full Fare Prepaid (1)	106,665	104,850	1.7%	907,090	943,353	-3.8%
Santa Barbara City College	121,069	132,891	-8.9%	753,703	789,630	-4.5%
Senior & Disabled Prepaid (2)	52,180	52,787	-1.1%	457,918	457,108	0.2%
Shuttle (DWE & Seaside)	15,874	17,503	-9.3%	183,546	193,658	-5.2%
UC Santa Barbara	105,436	111,528	-5.5%	598,205	613,910	-2.6%
Student Prepaid (3)	64,514	62,020	4.0%	489,073	445,061	9.9%
Free	15,196	18,179	-16.4%	142,424	160,466	-11.2%
My Ride	7,718	9,740	-20.8%	82,944	89,829	-7.7%
Senior	13,233	10,527	25.7%	120,889	98,378	22.9%
Persons with Disabilities	3,372	4,418	-23.7%	32,149	40,357	-20.3%
Tokens	2,188	3,145	-30.4%	22,339	24,136	-7.4%
<b>Total</b>	<b>642,452</b>	<b>670,935</b>	<b>-4.2%</b>	<b>5,050,722</b>	<b>5,149,778</b>	<b>-1.9%</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		
	Feb 14	Feb 13	%Change	Jul 13 - Feb 14	Jul 12 - Feb 13	%Change
Passengers	642,452	670,935	-4.2%	5,050,722	5,149,778	-1.9%
Revenue Hours	15,814	15,581	1.5%	132,554	130,993	1.2%
Passengers per Rev Hour	40.63	43.06	-5.7%	38.10	39.31	-3.1%
Miles	204,530	199,827	2.4%	1,684,153	1,655,950	1.7%
Passengers per Mile	3.14	3.36	-6.4%	3.00	3.11	-3.6%

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

**Table C: February 2014 System Ridership**

LINE	Month			Fiscal Year to Date		
	Feb 14	Feb 13	%Change	Jul 13 - Feb 14	Jul 12 - Feb 13	%Change
1 West Santa Barbara	32,341	35,789	-9.6%	277,524	296,284	-6.3%
2 East Santa Barbara	53,789	55,680	-3.4%	447,118	447,417	-0.1%
3 Oak Park	18,364	20,142	-8.8%	158,624	167,561	-5.3%
4 Mesa/SBCC	15,027	15,207	-1.2%	110,890	112,626	-1.5%
5 Mesa / La Cumbre	17,457	18,738	-6.8%	139,769	141,097	-0.9%
6 Goleta	57,179	56,492	1.2%	483,866	490,803	-1.4%
7 County Health / Fairview	12,416	12,616	-1.6%	104,390	101,617	2.7%
8 County Health	9,495	10,104	-6.0%	85,868	84,040	2.2%
9 Calle Real / Old Town Shuttle	2,791	3,079	-9.4%	24,817	26,065	-4.8%
10 Cathedral Oaks	2,697	2,302	17.2%	18,759	18,091	3.7%
11 UCSB	104,499	106,373	-1.8%	821,061	804,732	2.0%
12x Goleta Express	23,075	24,196	-4.6%	194,038	202,660	-4.3%
14 Montecito	8,497	8,705	-2.4%	74,174	74,985	-1.1%
15x SBCC / UCSB Express	39,887	42,155	-5.4%	236,326	235,183	0.5%
16 City College Shuttle	16,910	17,937	-5.7%	91,490	103,428	-11.5%
17 Lower West / SBCC	18,352	20,569	-10.8%	142,810	155,053	-7.9%
20 Carpinteria	28,279	28,826	-1.9%	244,459	243,648	0.3%
21x Carpinteria Express	9,062	9,771	-7.3%	72,375	78,813	-8.2%
22 Old Mission	1,778	2,073	-14.2%	15,270	15,222	0.3%
23 Winchester Canyon	6,704	7,934	-15.5%	54,470	73,227	-25.6%
24x UCSB Express	60,823	65,121	-6.6%	443,517	456,870	-2.9%
25 Ellwood	4,749	4,687	1.3%	37,613	46,788	-19.6%
27 Isla Vista Shuttle	34,076	36,825	-7.5%	188,308	185,609	1.5%
36 Seaside Shuttle	5,298	5,437	-2.6%	45,524	46,394	-1.9%
37 Crosstown Shuttle	6,456	7,256	-11.0%	56,029	62,675	-10.6%
Booster Services	25,474	25,899	-1.6%	172,678	170,717	1.1%
<b>System Subtotal</b>	<b>615,475</b>	<b>643,913</b>	<b>-4.4%</b>	<b>4,741,767</b>	<b>4,841,605</b>	<b>-2.1%</b>
<b>Downtown Waterfront Shuttles</b>						
30 Downtown Shuttle	19,577	19,465	0.6%	224,300	228,550	-1.9%
31 East Beach Waterfront Shuttle	2,489	2,876	-13.5%	37,330	39,788	-6.2%
32 West Beach Waterfront Shuttle	1,461	1,254	16.5%	17,080	15,485	10.3%
<b>Coastal Express Limited</b>						
Coastal Express Limited - Santa Barbara	1,707	1,669	2.3%	15,074	12,338	22.2%
Coastal Express Limited - Goleta	1,743	1,758	-0.9%	15,171	11,972	26.7%
<b>Unknown/Miscellaneous</b>	-	-	0.0%	-	40	-100.0%
<b>System Total</b>	<b>642,452</b>	<b>670,935</b>	<b>-4.2%</b>	<b>5,050,722</b>	<b>5,149,778</b>	<b>-1.9%</b>
<b>Related Routes</b>						
20, 21x Carpinteria	37,341	38,597	-3.3%	316,834	322,461	-1.7%
1, 2, 37 East/West & Crosstown	92,586	98,725	-6.2%	780,671	806,376	-3.2%
4, 5, 15x, 16, 17 Mesa Lines	107,633	114,606	-6.1%	721,285	747,387	-3.5%
7, 8, 9 Calle Real	24,702	25,799	-4.3%	215,075	211,722	1.6%
6, 11 State/Hollister	161,678	162,865	-0.7%	1,304,927	1,295,535	0.7%

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: February 2014 - Passengers per Hour**

LINE	Month			Fiscal Year to Date		
	Feb 14	Feb 13	%Change	Jul 13 - Feb 14	Jul 12 - Feb 13	%Change
1 West Santa Barbara	38.7	42.9	-9.7%	38.7	43.0	-10.0%
2 East Santa Barbara	49.1	50.9	-3.5%	47.5	46.8	1.3%
3 Oak Park	30.1	33.1	-8.8%	30.3	32.1	-5.6%
4 Mesa/SBCC	42.1	42.8	-1.6%	36.2	37.0	-2.2%
5 Mesa / La Cumbre	32.3	34.7	-6.8%	30.2	30.5	-1.1%
6 Goleta	38.3	37.7	1.5%	37.7	38.0	-0.6%
7 Calle Real / Fairview	32.2	32.9	-1.9%	31.4	30.8	2.2%
8 Calle Real / Turnpike	33.3	35.4	-6.0%	34.9	34.3	1.8%
9 Calle Real / Old Town Shuttle	14.2	16.1	-11.8%	14.8	15.8	-6.5%
10 Cathedral Oaks	22.8	19.5	17.1%	18.4	17.9	3.1%
11 UCSB	43.8	44.5	-1.6%	40.0	41.6	-3.9%
12x Goleta Express	46.8	50.9	-8.0%	46.3	49.9	-7.2%
14 Montecito	21.7	22.2	-2.4%	22.3	22.6	-1.5%
15x SBCC / UCSB Express	54.1	65.6	-17.6%	51.8	57.6	-10.0%
16 City College Shuttle	87.7	93.3	-6.1%	84.8	98.8	-14.1%
17 Lower West / SBCC	73.7	83.1	-11.3%	66.8	73.1	-8.7%
20 Carpinteria	27.2	27.8	-1.9%	27.4	27.3	0.2%
21x Carpinteria Express	27.1	29.2	-7.4%	25.3	27.8	-8.7%
22 Old Mission	14.3	16.2	-11.7%	14.3	13.5	5.6%
23 Winchester Canyon	26.0	30.9	-16.0%	24.6	26.5	-7.3%
24x UCSB Express	71.2	81.9	-13.1%	64.8	70.3	-7.8%
25 Ellwood	40.3	39.0	3.2%	37.1	32.1	15.8%
27 Isla Vista Shuttle	55.7	60.1	-7.5%	43.9	43.4	1.2%
36 Seaside Shuttle	16.3	16.7	-2.6%	16.2	16.6	-2.1%
37 Crosstown Shuttle	20.7	23.3	-11.0%	20.8	23.4	-11.1%
Booster Services	94.3	96.3	-2.1%	96.3	93.7	2.8%
<i>System Average</i>	<i>42.0</i>	<i>44.6</i>	<i>-5.9%</i>	<i>39.1</i>	<i>40.4</i>	<i>-3.2%</i>
<b>Downtown Waterfront Shuttles</b>						
30 Downtown Shuttle	25.5	25.4	0.4%	29.8	31.0	-3.8%
31 East Beach Waterfront Shuttle	16.3	18.9	-13.5%	22.2	23.1	-4.2%
32 West Beach Waterfront Shuttle	18.8	16.8	12.2%	21.3	19.0	12.4%
<b>Coastal Express Limited</b>						
Coastal Express Limited - Santa Barbara	23.3	24.7	-5.7%	24.3	21.3	14.0%
Coastal Express Limited - Goleta	21.5	22.6	-4.7%	21.9	17.9	22.2%
<b>Unknown/Miscellaneous</b>						
	-	-	100.0%	-	160.0	-100.0%
<i>System Total</i>	<i>40.6</i>	<i>43.1</i>	<i>-5.7%</i>	<i>38.1</i>	<i>39.3</i>	<i>-3.0%</i>

<b>Related Routes</b>						
20, 21x Carpinteria	27.2	28.1	-3.3%	26.9	27.4	-2.0%
1, 2, 37 East/West & Crosstown	41.3	44.1	-6.3%	40.5	42.2	-4.0%
4, 5, 15x, 16, 17 Mesa Lines	51.8	57.9	-10.5%	46.6	50.1	-7.0%
7, 8, 9 Calle Real/Fairview	28.5	30.0	-5.0%	28.8	28.6	0.8%
6, 11 State/Hollister	41.7	41.9	-0.5%	39.1	40.2	-2.6%

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

**Table E: February 2014 – ‘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 14	Feb 13	%Change	Jul 13 - Feb 14	Jul 12 - Feb 13	%Change
1 West Santa Barbara	1	4	-75.0%	27	69	-60.9%
2 East Santa Barbara	6	3	100.0%	77	109	-29.4%
3 Oak Park	-	-	0.0%	7	14	-50.0%
4 Mesa/SBCC	-	-	0.0%	11	8	37.5%
5 Mesa / La Cumbre	18	14	28.6%	90	112	-19.6%
6 Goleta	15	10	50.0%	133	116	14.7%
7 Calle Real / Fairview	9	13	-30.8%	70	38	84.2%
8 Calle Real / Turnpike	-	-	0.0%	2	2	0.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	1	-	100.0%
10 Cathedral Oaks	-	-	0.0%	-	5	-100.0%
11 UCSB	86	55	56.4%	493	391	26.1%
12x Goleta Express	4	8	-50.0%	52	101	-48.5%
14 Montecito	2	1	100.0%	6	7	-14.3%
15x SBCC / UCSB Express	132	142	-7.0%	750	763	-1.7%
16 City College Shuttle	39	54	-27.8%	119	165	-27.9%
17 Lower West / SBCC	4	16	-75.0%	58	77	-24.7%
20 Carpinteria	2	1	100.0%	24	18	33.3%
21x Carpinteria Express	9	1	800.0%	16	9	77.8%
22 Old Mission	-	-	0.0%	-	1	-100.0%
23 Winchester Canyon	-	3	-100.0%	23	14	64.3%
24x UCSB Express	78	88	-11.4%	596	969	-38.5%
25 Ellwood	-	2	-100.0%	2	4	-50.0%
27 UCSB Shuttle	60	60	0.0%	215	274	-21.5%
36 Seaside Shuttle	-	-	0.0%	1	7	-85.7%
37 Crosstown Shuttle	2	-	100.0%	13	15	-13.3%
Booster Services	18	19	-5.3%	213	215	-0.9%
<b>System Subtotal</b>	<b>485</b>	<b>494</b>	<b>-1.8%</b>	<b>2,999</b>	<b>3,503</b>	<b>-14.4%</b>
<b>Downtown Waterfront Shuttles</b>						
30 Downtown Shuttle	27	49	-44.9%	802	988	-18.8%
31 East Beach Waterfront Shuttle	-	3	-100.0%	46	37	24.3%
32 West Beach Waterfront Shuttle	-	-	0.0%	15	11	36.4%
<b>Coastal Express Limited</b>						
Santa Barbara	-	-	0.0%	-	-	0.0%
Goleta	-	-	0.0%	-	1	-100.0%
<b>Unknown</b>	<b>1</b>	<b>-</b>	<b>100.0%</b>	<b>6</b>	<b>8</b>	<b>-25.0%</b>
<b>System Total</b>	<b>513</b>	<b>546</b>	<b>-6.0%</b>	<b>3,868</b>	<b>4,548</b>	<b>-15.0%</b>

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

**Table F: February 2014 – ‘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 14	Feb 13	%Change	Jul 13 - Feb 14	Jul 12 - Feb 13	%Change
1 West Santa Barbara	7	5	40.0%	70	150	-53.3%
2 East Santa Barbara	17	29	-41.4%	192	278	-30.9%
3 Oak Park	4	6	-33.3%	33	60	-45.0%
4 Mesa/SBCC	1	1	0.0%	6	13	-53.8%
5 Mesa / La Cumbre	23	23	0.0%	137	124	10.5%
6 Goleta	10	59	-83.1%	184	243	-24.3%
7 Calle Real / Fairview	11	22	-50.0%	186	125	48.8%
8 Calle Real / Turnpike	1	-	100.0%	56	10	460.0%
9 Calle Real / Old Town Shuttle	-	1	-100.0%	1	1	0.0%
10 Cathedral Oaks	2	-	100.0%	6	6	0.0%
11 UCSB	94	231	-59.3%	751	668	12.4%
12x Goleta Express	6	17	-64.7%	126	190	-33.7%
14 Montecito	3	1	200.0%	20	16	25.0%
15x SBCC / UCSB Express	96	74	29.7%	529	333	58.9%
16 City College Shuttle	9	15	-40.0%	157	204	-23.0%
17 Lower West / SBCC	9	20	-55.0%	62	83	-25.3%
20 Carpinteria	4	19	-78.9%	66	153	-56.9%
21x Carpinteria Express	4	9	-55.6%	33	49	-32.7%
22 Old Mission	-	-	0.0%	-	-	0.0%
23 Winchester Canyon	-	5	-100.0%	29	16	81.3%
24x UCSB Express	66	126	-47.6%	595	800	-25.6%
25 Ellwood	-	4	-100.0%	1	9	-88.9%
27 UCSB Shuttle	25	63	-60.3%	116	325	-64.3%
36 Seaside Shuttle	-	2	-100.0%	4	5	-20.0%
37 Crosstown Shuttle	5	-	100.0%	8	20	-60.0%
Booster Services	31	56	-44.6%	145	255	-43.1%
<b>System Subtotal</b>	<b>428</b>	<b>788</b>	<b>-45.7%</b>	<b>3,513</b>	<b>4,136</b>	<b>-15.1%</b>
<b>Downtown Waterfront Shuttles</b>						
30 Downtown Shuttle	30	110	-72.7%	413	550	-24.9%
31 East Beach Waterfront Shuttle	-	2	-100.0%	9	10	-10.0%
32 West Beach Waterfront Shuttle	-	-	0.0%	10	2	400.0%
<b>Coastal Express Limited</b>						
Santa Barbara	-	-	0.0%	-	-	0.0%
Goleta	-	-	0.0%	-	-	0.0%
<b>Unknown</b>	<b>1</b>	<b>2</b>	<b>-50.0%</b>	<b>1</b>	<b>6</b>	<b>-83.3%</b>
<b>System Total</b>	<b>459</b>	<b>902</b>	<b>-49.1%</b>	<b>3,946</b>	<b>4,704</b>	<b>-16.1%</b>

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

**Table G: February 2014 – Bicycles Carried**

LINE	Month			Fiscal Year to Date		
	Feb 14	Feb 13	%Change	Jul 13 - Feb 14	Jul 12 - Feb 13	%Change
1 West Santa Barbara	217	182	19.2%	1,862	1,729	7.7%
2 East Santa Barbara	534	585	-8.7%	4,668	4,780	-2.3%
3 Oak Park	166	175	-5.1%	1,409	1,611	-12.5%
4 Mesa/SBCC	197	203	-3.0%	1,520	1,462	4.0%
5 Mesa / La Cumbre	332	329	0.9%	2,899	2,259	28.3%
6 Goleta	1,305	1,367	-4.5%	12,109	11,152	8.6%
7 Calle Real / Fairview	274	268	2.2%	2,246	1,726	30.1%
8 Calle Real / Turnpike	206	157	31.2%	1,740	1,155	50.6%
9 Calle Real / Old Town Shuttle	40	36	11.1%	313	289	8.3%
10 Cathedral Oaks	71	78	-9.0%	449	401	12.0%
11 UCSB	2,292	1,915	19.7%	18,279	15,576	17.4%
12x Goleta Express	616	619	-0.5%	5,728	5,779	-0.9%
14 Montecito	149	122	22.1%	1,298	1,110	16.9%
15x SBCC / UCSB Express	392	448	-12.5%	2,859	2,060	38.8%
16 City College Shuttle	185	97	90.7%	898	615	46.0%
17 Lower West / SBCC	126	136	-7.4%	981	1,055	-7.0%
20 Carpinteria	555	556	-0.2%	5,087	5,123	-0.7%
21x Carpinteria Express	262	278	-5.8%	1,849	2,033	-9.1%
22 Old Mission	88	78	12.8%	450	416	8.2%
23 Winchester Canyon	109	73	49.3%	955	906	5.4%
24x UCSB Express	1,041	911	14.3%	9,476	8,687	9.1%
25 Ellwood	77	99	-22.2%	871	939	-7.2%
27 UCSB Shuttle	273	347	-21.3%	1,593	1,909	-16.6%
36 Seaside Shuttle*	-	-	N/A	-	-	N/A
37 Crosstown Shuttle*	-	-	N/A	-	-	N/A
Booster services	36	48	-25.0%	150	380	-60.5%
<b>System Subtotal</b>	<b>9,543</b>	<b>9,107</b>	<b>4.8%</b>	<b>79,689</b>	<b>73,152</b>	<b>8.9%</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	8	23	-65.2%	127	184	-31.0%
Goleta	20	13	53.8%	159	289	-45.0%
<b>Unknown</b>	<b>9</b>	<b>22</b>	<b>-59.1%</b>	<b>129</b>	<b>121</b>	<b>6.6%</b>
<b>System Total</b>	<b>9,580</b>	<b>9,165</b>	<b>4.5%</b>	<b>80,104</b>	<b>73,746</b>	<b>8.6%</b>

\* The electric shuttles cannot carry bicycles.

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

**Table H: February 2014 – Wheelchairs Boarded**

LINE	Month			Fiscal Year to Date		
	Feb 14	Feb 13	%Change	Jul 13 - Feb 14	Jul 12 - Feb 13	%Change
1 West Santa Barbara	66	70	-5.7%	613	874	-29.9%
2 East Santa Barbara	118	161	-26.7%	1,198	1,352	-11.4%
3 Oak Park	122	124	-1.6%	1,045	978	6.9%
4 Mesa/SBCC	5	8	-37.5%	52	71	-26.8%
5 Mesa / La Cumbre	82	46	78.3%	748	382	95.8%
6 Goleta	197	213	-7.5%	1,599	1,913	-16.4%
7 Calle Real / Fairview	94	63	49.2%	829	384	115.9%
8 Calle Real / Turnpike	71	40	77.5%	607	320	89.7%
9 Calle Real / Old Town Shuttle	11	28	-60.7%	111	244	-54.5%
10 Cathedral Oaks	-	11	-100.0%	7	59	-88.1%
11 UCSB	217	256	-15.2%	1,983	2,023	-2.0%
12x Goleta Express	44	83	-47.0%	493	714	-31.0%
14 Montecito	24	21	14.3%	250	142	76.1%
15x SBCC / UCSB Express	1	9	-88.9%	31	52	-40.4%
16 City College Shuttle	45	23	95.7%	142	171	-17.0%
17 Lower West / SBCC	20	12	66.7%	145	111	30.6%
20 Carpinteria	91	93	-2.2%	1,042	1,031	1.1%
21x Carpinteria Express	34	27	25.9%	277	237	16.9%
22 Old Mission	1	2	-50.0%	13	9	44.4%
23 Winchester Canyon	9	9	0.0%	139	67	107.5%
24x UCSB Express	17	23	-26.1%	181	286	-36.7%
25 Ellwood	22	25	-12.0%	210	119	76.5%
27 UCSB Shuttle	5	7	-28.6%	65	57	14.0%
36 Seaside Shuttle	2	4	-50.0%	17	38	-55.3%
37 Crosstown Shuttle	6	13	-53.8%	65	114	-43.0%
Booster Services	1	2	-50.0%	5	14	-64.3%
<b>System Subtotal</b>	<b>1,305</b>	<b>1,373</b>	<b>-5.0%</b>	<b>11,867</b>	<b>11,762</b>	<b>0.9%</b>
<b>Downtown Waterfront Shuttles</b>						
30 Downtown Shuttle	48	44	9.1%	604	448	34.8%
31 East Beach Waterfront Shuttle	5	21	-76.2%	89	159	-44.0%
32 West Beach Waterfront Shuttle	5	6	-16.7%	36	106	-66.0%
<b>Coastal Express Limited</b>						
Santa Barbara	-	-	0.0%	-	3	-100.0%
Goleta	-	-	0.0%	-	-	0.0%
<b>Unknown</b>	<b>1</b>	<b>2</b>	<b>-50.0%</b>	<b>12</b>	<b>13</b>	<b>-7.7%</b>
<b>System Total</b>	<b>1,364</b>	<b>1,446</b>	<b>-5.7%</b>	<b>12,608</b>	<b>12,491</b>	<b>0.9%</b>

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

## Table I: Ridership by Day Type

February 2014

February 2013

	Ridership	% of Total	Days	Avg Daily Ridership	Ridership	% of Total	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	534,176	83.1%	19	28,115	559,405	83.4%	19	29,442	-1,328	-4.5%
Saturday	68,541	10.7%	5	13,708	70,486	10.5%	5	14,097	-389	-2.8%
Sunday	39,735	6.2%	4	9,934	41,044	6.1%	4	10,261	-327	-3.2%
Total	642,452		28	22,945	670,935		28	23,962	-1,017	-4.2%

FY 2014

FY 2013

	Ridership	% of Total	Days	Avg Daily Ridership	Ridership	% of Total	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	4,164,059	82.4%	164	25,391	4,231,169	82.2%	163	25,958	-567	-2.2%
Saturday	508,308	10.1%	38	13,377	517,396	10.0%	38	13,616	-239	-1.8%
Sunday	378,355	7.5%	39	9,701	401,213	7.8%	40	10,030	-329	-3.3%
Total	5,050,722		241	20,957	5,149,778		241	21,368	-411	-1.9%

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

## External Factors Affecting Ridership

**Service Days & School Days:** There was the same number of weekday, Saturday, and Sunday service days in February 2014 as in February 2013. Each of the schools was in session the same number of days as well.

**Weather:** Temperatures for February 2014 were a bit warmer than in 2013 and about 2° warmer than normal for the month overall. A pair of powerful storms that arrived in the last couple of days of the month delivered 3 days of much-needed rain.

	Weekdays	Saturdays	Sundays
Feb-14	19	5	4
Feb-13	19	5	4

Source: Gregorian Calendar

	HS + JHS	SBCC	UCSB
Feb-14	18	18	19
Feb-13	18	18	19

Source: SB Area School Districts, SBCC, UCSB.

	Temperature (°F)	High	Average	Low	Precipitation	
Feb-14	Maximum	79	64	57	Weekday: 3.6 in (6 days)	
	Mean	67	56	46	Saturday: 0 in (0 days)	3.8 in
	Minimum	58	50	36	Sunday: 0.2 in (1 day)	
Feb-13	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)	

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.