



System Ridership Report: January 2014

System-wide ridership increased 1% for the month compared to January 2013, but there was an additional school day in January 2014, so ridership per school day was actually down. In fact, passengers per hour on primary SBCC lines 15x and 16 declined 20% and 23% respectively for the month of January. SBCC student ridership for the month declined 15% per SBCC school day, and UCSB student ridership declined 10% per UCSB school day. These declines may relate to the weather – it’s possible that the warm, sunny days induced more students to walk or ride their bikes to school this year. Indeed, MTD carried 13% more bicycles in January 2014 than in January 2013. The increase in shuttle ridership is partly, but not wholly, attributable to the two cruise ships that visited in January.

Table A: Ridership Trends by Fare Component

Fare Categories	Month			Fiscal Year to Date		
	Jan 14	Jan 13	%Change	Jul 13 - Jan 14	Jul 12 - Jan 13	%Change
General Fare	102,774	105,693	-2.8%	723,810	725,759	-0.3%
Transfers	55,972	58,312	-4.0%	401,625	424,786	-5.5%
Full Fare Prepaid (1)	115,976	118,059	-1.8%	800,425	838,503	-4.5%
Santa Barbara City College	53,389	50,167	6.4%	632,634	656,739	-3.7%
Senior & Disabled Prepaid (2)	57,139	55,294	3.3%	405,738	404,321	0.4%
Shuttle (DWE & Seaside)	18,921	16,980	11.4%	167,672	176,155	-4.8%
UC Santa Barbara	100,527	105,344	-4.6%	492,769	502,382	-1.9%
Student Prepaid (3)	71,993	63,397	13.6%	424,559	383,041	10.8%
Free	15,494	17,010	-8.9%	127,228	142,287	-10.6%
My Ride	8,964	9,703	-7.6%	75,226	80,089	-6.1%
Senior	14,972	10,741	39.4%	107,656	87,851	22.5%
Persons with Disabilities	3,848	4,727	-18.6%	28,777	35,939	-19.9%
Tokens	2,825	3,445	-18.0%	20,151	20,991	-4.0%
Total	622,794	618,872	0.6%	4,408,270	4,478,843	-1.6%

(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 14	Jan 13	%Change	Jul 13 - Jan 14	Jul 12 - Jan 13	%Change
Passengers	622,794	618,872	0.6%	4,408,270	4,478,843	-1.6%
Revenue Hours	16,789	16,578	1.3%	116,740	115,413	1.1%
Passengers per Rev Hour	37.10	37.33	-0.6%	37.76	38.81	-2.7%
Miles	212,479	208,125	2.1%	1,479,624	1,456,123	1.6%
Passengers per Mile	2.93	2.97	-1.4%	2.98	3.08	-3.1%

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

Table C: January 2014 System Ridership

LINE	Month			Fiscal Year to Date		
	Jan 14	Jan 13	%Change	Jul 13 - Jan 14	Jul 12 - Jan 13	%Change
1 West Santa Barbara	33,700	35,779	-5.8%	245,183	260,495	-5.9%
2 East Santa Barbara	55,183	53,635	2.9%	393,329	391,737	0.4%
3 Oak Park	18,972	19,407	-2.2%	140,260	147,419	-4.9%
4 Mesa/SBCC	12,189	12,188	0.0%	95,863	97,419	-1.6%
5 Mesa / La Cumbre	15,282	15,436	-1.0%	122,312	122,359	0.0%
6 Goleta	61,148	59,614	2.6%	426,687	434,311	-1.8%
7 County Health / Fairview	13,141	12,683	3.6%	91,974	89,001	3.3%
8 County Health	10,191	10,342	-1.5%	76,373	73,936	3.3%
9 Calle Real / Old Town Shuttle	2,834	3,242	-12.6%	22,026	22,986	-4.2%
10 Cathedral Oaks	2,676	2,157	24.1%	16,062	15,789	1.7%
11 UCSB	108,545	106,449	2.0%	716,562	698,359	2.6%
12x Goleta Express	24,237	25,454	-4.8%	170,963	178,464	-4.2%
14 Montecito	9,345	9,092	2.8%	65,677	66,280	-0.9%
15x SBCC / UCSB Express	14,436	15,233	-5.2%	196,439	193,028	1.8%
16 City College Shuttle	5,194	4,470	16.2%	74,580	85,491	-12.8%
17 Lower West / SBCC	16,446	17,253	-4.7%	124,458	134,484	-7.5%
20 Carpinteria	30,539	28,352	7.7%	216,180	214,822	0.6%
21x Carpinteria Express	9,009	9,995	-9.9%	63,313	69,042	-8.3%
22 Old Mission	1,791	1,733	3.3%	13,492	13,149	2.6%
23 Winchester Canyon	6,735	7,584	-11.2%	47,766	65,293	-26.8%
24x UCSB Express	62,190	65,020	-4.4%	382,694	391,749	-2.3%
25 Ellwood	4,638	4,705	-1.4%	32,864	42,101	-21.9%
27 Isla Vista Shuttle	33,600	34,362	-2.2%	154,232	148,784	3.7%
36 Seaside Shuttle	5,378	5,215	3.1%	40,226	40,957	-1.8%
37 Crosstown Shuttle	6,878	7,027	-2.1%	49,573	55,419	-10.5%
Booster Services	26,838	25,513	5.2%	147,204	144,818	1.6%
System Subtotal	591,115	591,940	-0.1%	4,126,292	4,197,692	-1.7%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	22,896	19,248	19.0%	204,723	209,085	-2.1%
31 East Beach Waterfront Shuttle	3,204	2,941	8.9%	34,841	36,912	-5.6%
32 West Beach Waterfront Shuttle	1,847	1,080	71.0%	15,619	14,231	9.8%
Coastal Express Limited						
Coastal Express Limited - Santa Barbara	1,752	1,768	-0.9%	13,367	10,669	25.3%
Coastal Express Limited - Goleta	1,980	1,895	4.5%	13,428	10,214	31.5%
Unknown/Miscellaneous	-	-	0.0%	-	40	-100.0%
System Total	622,794	618,872	0.6%	4,408,270	4,478,843	-1.6%
Related Routes						
20, 21x Carpinteria	39,548	38,347	3.1%	279,493	283,864	-1.5%
1, 2, 37 East/West & Crosstown	95,761	96,441	-0.7%	688,085	707,651	-2.8%
4, 5, 15x, 16, 17 Mesa Lines	63,547	64,580	-1.6%	613,652	632,781	-3.0%
7, 8, 9 Calle Real	26,166	26,267	-0.4%	190,373	185,923	2.4%
6, 11 State/Hollister	169,693	166,063	2.2%	1,143,249	1,132,670	0.9%

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 2014 - Passengers per Hour

LINE	Month			Fiscal Year to Date		
	Jan 14	Jan 13	%Change	Jul 13 - Jan 14	Jul 12 - Jan 13	%Change
1 West Santa Barbara	36.6	38.9	-5.8%	38.7	43.0	-10.1%
2 East Santa Barbara	45.7	44.5	2.9%	47.2	46.3	2.0%
3 Oak Park	28.2	28.9	-2.3%	30.3	32.0	-5.2%
4 Mesa/SBCC	31.0	31.1	-0.4%	35.4	36.2	-2.3%
5 Mesa / La Cumbre	25.7	25.9	-1.0%	29.9	29.9	-0.3%
6 Goleta	37.0	35.9	3.1%	37.7	38.0	-0.9%
7 Calle Real / Fairview	30.8	29.9	3.2%	31.3	30.5	2.8%
8 Calle Real / Turnpike	32.3	32.8	-1.5%	35.1	34.1	2.9%
9 Calle Real / Old Town Shuttle	13.0	15.3	-14.8%	14.8	15.8	-5.8%
10 Cathedral Oaks	20.5	16.5	24.1%	17.8	17.6	1.0%
11 UCSB	41.2	40.2	2.4%	39.5	41.2	-4.1%
12x Goleta Express	44.7	48.7	-8.1%	46.2	49.8	-7.1%
14 Montecito	21.8	21.3	2.8%	22.4	22.7	-1.4%
15x SBCC / UCSB Express	37.9	47.3	-19.8%	51.4	56.1	-8.4%
16 City College Shuttle	80.8	104.6	-22.8%	84.2	100.0	-15.8%
17 Lower West / SBCC	59.8	63.2	-5.3%	65.9	71.8	-8.3%
20 Carpinteria	26.6	24.7	7.7%	27.4	27.3	0.5%
21x Carpinteria Express	24.6	27.3	-9.9%	25.1	27.6	-8.9%
22 Old Mission	13.0	12.0	8.5%	14.3	13.2	8.4%
23 Winchester Canyon	23.6	26.8	-11.9%	24.4	26.1	-6.4%
24x UCSB Express	66.7	75.5	-11.7%	63.9	68.7	-6.9%
25 Ellwood	35.6	35.0	1.8%	36.7	31.4	16.8%
27 Isla Vista Shuttle	52.2	54.2	-3.6%	42.0	40.6	3.3%
36 Seaside Shuttle	14.9	14.5	3.1%	16.2	16.5	-1.9%
37 Crosstown Shuttle	20.0	20.4	-2.1%	20.8	23.4	-11.1%
Booster Services	94.8	94.8	0.0%	96.7	93.3	3.6%
<i>System Average</i>	<i>38.0</i>	<i>38.7</i>	<i>-1.6%</i>	<i>38.7</i>	<i>39.8</i>	<i>-2.9%</i>
Downtown Waterfront Shuttles						
30 Downtown Shuttle	26.5	22.6	17.2%	30.3	31.6	-4.3%
31 East Beach Waterfront Shuttle	18.9	17.4	8.4%	22.7	23.5	-3.4%
32 West Beach Waterfront Shuttle	19.8	13.1	51.2%	21.6	19.2	12.5%
Coastal Express Limited						
Coastal Express Limited - Santa Barbara	21.7	23.7	-8.6%	24.2	20.9	15.8%
Coastal Express Limited - Goleta	22.1	22.0	0.4%	21.9	17.3	26.8%
Unknown/Miscellaneous						
	0.1	-	100.0%	0.1	160.0	-100.0%
<i>System Total</i>	<i>37.1</i>	<i>37.3</i>	<i>-0.6%</i>	<i>37.8</i>	<i>38.8</i>	<i>-2.7%</i>

Related Routes						
20, 21x Carpinteria	26.1	25.3	3.1%	26.8	27.3	-1.8%
1, 2, 37 East/West & Crosstown	38.7	39.0	-0.7%	40.4	41.9	-3.7%
4, 5, 15x, 16, 17 Mesa Lines	37.2	39.7	-6.4%	45.8	48.9	-6.3%
7, 8, 9 Calle Real/Fairview	27.3	27.6	-1.1%	28.9	28.4	1.6%
6, 11 State/Hollister	39.6	38.5	2.6%	38.8	39.9	-2.8%

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

Table E: January 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		
	Jan 14	Jan 13	%Change	Jul 13 - Jan 14	Jul 12 - Jan 13	%Change
1 West Santa Barbara	3	2	50.0%	26	65	-60.0%
2 East Santa Barbara	5	6	-16.7%	71	106	-33.0%
3 Oak Park	3	-	100.0%	7	14	-50.0%
4 Mesa/SBCC	3	2	50.0%	11	8	37.5%
5 Mesa / La Cumbre	8	12	-33.3%	72	98	-26.5%
6 Goleta	15	16	-6.3%	118	106	11.3%
7 Calle Real / Fairview	5	6	-16.7%	61	25	144.0%
8 Calle Real / Turnpike	-	1	-100.0%	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	78	51	52.9%	407	336	21.1%
12x Goleta Express	4	6	-33.3%	48	93	-48.4%
14 Montecito	2	2	0.0%	4	6	-33.3%
15x SBCC / UCSB Express	50	49	2.0%	618	621	-0.5%
16 City College Shuttle	9	9	0.0%	80	111	-27.9%
17 Lower West / SBCC	10	10	0.0%	54	61	-11.5%
20 Carpinteria	-	-	0.0%	22	17	29.4%
21x Carpinteria Express	7	2	250.0%	7	8	-12.5%
22 Old Mission	-	-	0.0%	-	1	-100.0%
23 Winchester Canyon	-	-	0.0%	23	11	109.1%
24x UCSB Express	72	90	-20.0%	518	881	-41.2%
25 Ellwood	-	1	-100.0%	2	2	0.0%
27 UCSB Shuttle	46	94	-51.1%	155	214	-27.6%
36 Seaside Shuttle	-	-	0.0%	1	7	-85.7%
37 Crosstown Shuttle	4	2	100.0%	11	15	-26.7%
Booster Services	20	17	17.6%	195	196	-0.5%
System Subtotal	344	378	-9.0%	2,514	3,009	-16.5%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	52	30	73.3%	775	939	-17.5%
31 East Beach Waterfront Shuttle	1	-	100.0%	46	34	35.3%
32 West Beach Waterfront Shuttle	3	-	100.0%	15	11	36.4%
Coastal Express Limited						
Santa Barbara	-	-	0.0%	-	-	0.0%
Goleta	-	-	0.0%	-	1	-100.0%
Unknown	-	-	0.0%	5	8	-37.5%
System Total	400	408	-2.0%	3,355	4,002	-16.2%

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

Table F: January 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		
	Jan 14	Jan 13	%Change	Jul 13 - Jan 14	Jul 12 - Jan 13	%Change
1 West Santa Barbara	11	5	120.0%	63	145	-56.6%
2 East Santa Barbara	24	38	-36.8%	175	249	-29.7%
3 Oak Park	6	2	200.0%	29	54	-46.3%
4 Mesa/SBCC	1	-	100.0%	5	12	-58.3%
5 Mesa / La Cumbre	7	25	-72.0%	114	101	12.9%
6 Goleta	18	21	-14.3%	174	184	-5.4%
7 Calle Real / Fairview	11	17	-35.3%	175	103	69.9%
8 Calle Real / Turnpike	2	2	0.0%	55	10	450.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	1	-	100.0%
10 Cathedral Oaks	1	-	100.0%	4	6	-33.3%
11 UCSB	108	75	44.0%	657	437	50.3%
12x Goleta Express	14	36	-61.1%	120	173	-30.6%
14 Montecito	1	5	-80.0%	17	15	13.3%
15x SBCC / UCSB Express	30	25	20.0%	433	259	67.2%
16 City College Shuttle	3	5	-40.0%	148	189	-21.7%
17 Lower West / SBCC	3	4	-25.0%	53	63	-15.9%
20 Carpinteria	18	13	38.5%	62	134	-53.7%
21x Carpinteria Express	1	18	-94.4%	29	40	-27.5%
22 Old Mission	-	-	0.0%	-	-	0.0%
23 Winchester Canyon	-	-	0.0%	29	11	163.6%
24x UCSB Express	63	140	-55.0%	529	674	-21.5%
25 Ellwood	-	-	0.0%	1	5	-80.0%
27 UCSB Shuttle	27	121	-77.7%	91	262	-65.3%
36 Seaside Shuttle	-	1	-100.0%	4	3	33.3%
37 Crosstown Shuttle	1	1	0.0%	3	20	-85.0%
Booster Services	22	34	-35.3%	114	199	-42.7%
System Subtotal	372	588	-36.7%	3,085	3,348	-7.9%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	36	77	-53.2%	383	440	-13.0%
31 East Beach Waterfront Shuttle	1	-	100.0%	9	8	12.5%
32 West Beach Waterfront Shuttle	7	-	100.0%	10	2	400.0%
Coastal Express Limited						
Santa Barbara	-	-	0.0%	-	-	0.0%
Goleta	-	-	0.0%	-	-	0.0%
Unknown	-	1	-100.0%	-	4	-100.0%
System Total	416	666	-37.5%	3,487	3,802	-8.3%

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

Table G: January 2014 – Bicycles Carried

LINE	Month			Fiscal Year to Date		
	Jan 14	Jan 13	%Change	Jul 13 - Jan 14	Jul 12 - Jan 13	%Change
1 West Santa Barbara	197	200	-1.5%	1,645	1,547	6.3%
2 East Santa Barbara	516	595	-13.3%	4,134	4,195	-1.5%
3 Oak Park	163	127	28.3%	1,243	1,436	-13.4%
4 Mesa/SBCC	210	141	48.9%	1,323	1,259	5.1%
5 Mesa / La Cumbre	326	215	51.6%	2,567	1,930	33.0%
6 Goleta	1,573	1,369	14.9%	10,804	9,785	10.4%
7 Calle Real / Fairview	248	222	11.7%	1,972	1,458	35.3%
8 Calle Real / Turnpike	233	172	35.5%	1,534	998	53.7%
9 Calle Real / Old Town Shuttle	45	41	9.8%	273	253	7.9%
10 Cathedral Oaks	98	45	117.8%	378	323	17.0%
11 UCSB	2,358	2,026	16.4%	15,987	13,661	17.0%
12x Goleta Express	691	606	14.0%	5,112	5,160	-0.9%
14 Montecito	166	135	23.0%	1,149	988	16.3%
15x SBCC / UCSB Express	212	189	12.2%	2,467	1,612	53.0%
16 City College Shuttle	54	22	145.5%	713	518	37.6%
17 Lower West / SBCC	110	101	8.9%	855	919	-7.0%
20 Carpinteria	523	632	-17.2%	4,532	4,567	-0.8%
21x Carpinteria Express	273	274	-0.4%	1,587	1,755	-9.6%
22 Old Mission	67	58	15.5%	362	338	7.1%
23 Winchester Canyon	123	95	29.5%	846	833	1.6%
24x UCSB Express	1,227	839	46.2%	8,435	7,776	8.5%
25 Ellwood	93	112	-17.0%	794	840	-5.5%
27 UCSB Shuttle	264	383	-31.1%	1,320	1,562	-15.5%
36 Seaside Shuttle*	-	-	N/A	-	-	N/A
37 Crosstown Shuttle*	-	-	N/A	-	-	N/A
Booster services	30	71	-57.7%	114	332	-65.7%
System Subtotal	9,800	8,670	13.0%	70,146	64,045	9.5%
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	18	-11.1%	119	161	-26.1%
Goleta	15	22	-31.8%	139	276	-49.6%
Unknown	16	12	33.3%	120	99	21.2%
System Total	9,847	8,722	12.9%	70,524	64,581	9.2%

* The electric shuttles cannot carry bicycles.

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

Table H: January 2014 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date		
	Jan 14	Jan 13	%Change	Jul 13 - Jan 14	Jul 12 - Jan 13	%Change
1 West Santa Barbara	63	94	-33.0%	547	804	-32.0%
2 East Santa Barbara	112	117	-4.3%	1,080	1,191	-9.3%
3 Oak Park	155	82	89.0%	923	854	8.1%
4 Mesa/SBCC	10	-	100.0%	47	63	-25.4%
5 Mesa / La Cumbre	91	45	102.2%	666	336	98.2%
6 Goleta	226	212	6.6%	1,402	1,700	-17.5%
7 Calle Real / Fairview	86	27	218.5%	735	321	129.0%
8 Calle Real / Turnpike	57	29	96.6%	536	280	91.4%
9 Calle Real / Old Town Shuttle	20	35	-42.9%	100	216	-53.7%
10 Cathedral Oaks	-	5	-100.0%	7	48	-85.4%
11 UCSB	259	272	-4.8%	1,766	1,767	-0.1%
12x Goleta Express	72	58	24.1%	449	631	-28.8%
14 Montecito	42	13	223.1%	226	121	86.8%
15x SBCC / UCSB Express	1	5	-80.0%	30	43	-30.2%
16 City College Shuttle	17	3	466.7%	97	148	-34.5%
17 Lower West / SBCC	15	10	50.0%	125	99	26.3%
20 Carpinteria	84	95	-11.6%	951	938	1.4%
21x Carpinteria Express	52	19	173.7%	243	210	15.7%
22 Old Mission	2	2	0.0%	12	7	71.4%
23 Winchester Canyon	18	8	125.0%	130	58	124.1%
24x UCSB Express	22	33	-33.3%	164	263	-37.6%
25 Ellwood	28	23	21.7%	188	94	100.0%
27 UCSB Shuttle	13	3	333.3%	60	50	20.0%
36 Seaside Shuttle	-	4	-100.0%	15	34	-55.9%
37 Crosstown Shuttle	3	14	-78.6%	59	101	-41.6%
Booster Services	1	5	-80.0%	4	12	-66.7%
System Subtotal	1,449	1,213	19.5%	10,562	10,389	1.7%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	65	17	282.4%	556	404	37.6%
31 East Beach Waterfront Shuttle	2	5	-60.0%	84	138	-39.1%
32 West Beach Waterfront Shuttle	2	2	0.0%	31	100	-69.0%
Coastal Express Limited						
Santa Barbara	-	-	0.0%	-	3	-100.0%
Goleta	-	-	0.0%	-	-	0.0%
Unknown	-	-	0.0%	11	11	0.0%
System Total	1,518	1,237	22.7%	11,244	11,045	1.8%

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

Table I: Ridership by Day Type

January 2014					January 2013					Change in Daily Ridership	% Change in Daily Ridership
	Ridership	% of Total	Days	Avg Daily Ridership	Ridership	% of Total	Days	Avg Daily Ridership			
Weekday	514,080	82.5%	21	24,480	510,746	82.5%	21	24,321	159	0.7%	
Saturday	64,454	10.3%	5	12,891	66,172	10.7%	5	13,234	-344	-2.6%	
Sunday	44,260	7.1%	5	8,852	41,954	6.8%	5	8,391	461	5.5%	
Total	622,794		31	20,090	618,872		31	19,964	127	0.6%	

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	3,629,883	82.3%	145	25,034	3,671,764	82.0%	144	25,498	-465	-1.8%	
Saturday	439,767	10.0%	33	13,326	446,910	10.0%	33	13,543	-216	-1.6%	
Sunday	338,620	7.7%	35	9,675	360,169	8.0%	36	10,005	-330	-3.3%	
Total	4,408,270		213	20,696	4,478,843		213	21,027	-331	-1.6%	

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 January 2014 as in January 2013. Each of the school calendars had one more class day this year than last year in January.

Weather: Temperatures for January 2014 were significantly warmer than in 2013 and about 5° warmer than normal for the month overall. Only a trace of rain fell in January this year, while the area received 2 inches over 7 days in 2013.

	Weekdays	Saturdays	Sundays
Jan-14	21	5	5
Jan-13	21	5	5

Source: Gregorian Calendar

	HS + JHS	SBCC	UCSB
Jan-14	19	5	19
Jan-13	18	4	18

Source: SB Area School Districts, SBCC, UCSB.

	Temperature (°F)	High	Average	Low	Precipitation	
Jan-14	Maximum	85	62	51	Weekday: 0 in (0 days)	
	Mean	71	57	42	Saturday: 0 in (0 days) T in	
	Minimum	62	52	36	Sunday: T in (1 day)	
Jan-13	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)	

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.