



System Ridership Report: March 2014

System-wide ridership decreased 2% for the month compared to March 2013. Three-quarters of the overall decline in ridership for March is in the SBCC-student category, particularly on Lines 2, 20, and 17. Year-to-date, SBCC ridership declines account for 41% of the overall decrease. UCSB ridership has also decreased, but less significantly. Counterbalancing the student ridership declines somewhat, the passengers from five cruise ships helped boost shuttle ridership in March (there were no cruise ship visits in March 2013). Since many of the cruise-ship passengers are senior citizens, the ridership increase shows up in the “Senior” category in Table A, below.

Table A: Ridership Trends by Fare Component

Fare Categories	Month			Fiscal Year to Date		
	Mar 14	Mar 13	%Change	Jul 13 - Mar 14	Jul 12 - Mar 13	%Change
General Fare	91,032	93,210	-2.3%	899,811	908,814	-1.0%
Transfers	54,756	56,017	-2.3%	506,419	534,305	-5.2%
Full Fare Prepaid (1)	111,501	110,256	1.1%	1,018,591	1,053,609	-3.3%
Santa Barbara City College	108,419	118,718	-8.7%	862,122	908,348	-5.1%
Senior & Disabled Prepaid (2)	57,475	56,877	1.1%	515,393	513,985	0.3%
Shuttle (DWE & Seaside)	19,945	20,613	-3.2%	203,491	214,271	-5.0%
UC Santa Barbara	83,713	86,022	-2.7%	681,918	699,932	-2.6%
Student Prepaid (3)	59,788	57,712	3.6%	548,861	502,773	9.2%
Free	16,916	18,973	-10.8%	159,340	179,439	-11.2%
My Ride	8,758	9,384	-6.7%	91,702	99,213	-7.6%
Senior	15,787	11,831	33.4%	136,676	110,209	24.0%
Persons with Disabilities	3,935	4,758	-17.3%	36,084	45,115	-20.0%
Tokens	2,337	3,545	-34.1%	24,676	27,681	-10.9%
Total	634,362	647,916	-2.1%	5,685,084	5,797,694	-1.9%

(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		
	Mar 14	Mar 13	%Change	Jul 13 - Mar 14	Jul 12 - Mar 13	%Change
Passengers	634,362	647,916	-2.1%	5,685,084	5,797,694	-1.9%
Revenue Hours	17,130	16,871	1.5%	149,684	147,864	1.2%
Passengers per Rev Hour	37.03	38.40	-3.6%	37.98	39.21	-3.1%
Miles	218,393	213,268	2.4%	1,902,546	1,869,218	1.8%
Passengers per Mile	2.90	3.04	-4.4%	2.99	3.10	-3.7%

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

Table C: March 2014 System Ridership

LINE	Month			Fiscal Year to Date		
	Mar 14	Mar 13	%Change	Jul 13 - Mar 14	Jul 12 - Mar 13	%Change
1 West Santa Barbara	33,895	36,645	-7.5%	311,419	332,929	-6.5%
2 East Santa Barbara	55,668	57,841	-3.8%	502,786	505,258	-0.5%
3 Oak Park	18,865	21,295	-11.4%	177,489	188,856	-6.0%
4 Mesa/SBCC	14,420	14,709	-2.0%	125,310	127,335	-1.6%
5 Mesa / La Cumbre	17,961	17,573	2.2%	157,730	158,670	-0.6%
6 Goleta	60,044	61,612	-2.5%	543,910	552,415	-1.5%
7 County Health / Fairview	13,418	13,641	-1.6%	117,808	115,258	2.2%
8 County Health	10,635	10,410	2.2%	96,503	94,450	2.2%
9 Calle Real / Old Town Shuttle	3,267	3,770	-13.3%	28,084	29,835	-5.9%
10 Cathedral Oaks	2,604	2,288	13.8%	21,363	20,379	4.8%
11 UCSB	104,990	102,897	2.0%	926,051	907,629	2.0%
12x Goleta Express	22,461	25,323	-11.3%	216,499	227,983	-5.0%
14 Montecito	8,781	9,547	-8.0%	82,955	84,532	-1.9%
15x SBCC / UCSB Express	32,052	31,660	1.2%	268,378	266,843	0.6%
16 City College Shuttle	13,989	13,494	3.7%	105,479	116,922	-9.8%
17 Lower West / SBCC	17,499	18,280	-4.3%	160,309	173,333	-7.5%
20 Carpinteria	29,895	31,321	-4.6%	274,354	274,969	-0.2%
21x Carpinteria Express	9,172	9,802	-6.4%	81,547	88,615	-8.0%
22 Old Mission	2,003	2,013	-0.5%	17,273	17,235	0.2%
23 Winchester Canyon	7,074	6,881	2.8%	61,544	80,108	-23.2%
24x UCSB Express	55,069	57,698	-4.6%	498,586	514,568	-3.1%
25 Ellwood	5,019	4,342	15.6%	42,632	51,130	-16.6%
27 Isla Vista Shuttle	26,341	27,131	-2.9%	214,649	212,740	0.9%
36 Seaside Shuttle	6,006	5,862	2.5%	51,530	52,256	-1.4%
37 Crosstown Shuttle	7,008	7,476	-6.3%	63,037	70,151	-10.1%
Booster Services	21,824	22,873	-4.6%	194,502	193,590	0.5%
System Subtotal	599,960	616,384	-2.7%	5,341,727	5,457,989	-2.1%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	23,886	22,554	5.9%	248,186	251,104	-1.2%
31 East Beach Waterfront Shuttle	3,566	3,643	-2.1%	40,896	43,431	-5.8%
32 West Beach Waterfront Shuttle	3,287	1,567	109.8%	20,367	17,052	19.4%
Coastal Express Limited						
Coastal Express Limited - Santa Barbara	1,783	1,879	-5.1%	16,857	14,217	18.6%
Coastal Express Limited - Goleta	1,880	1,889	-0.5%	17,051	13,861	23.0%
Unknown/Miscellaneous	-	-	0.0%	-	40	-100.0%
System Total	634,362	647,916	-2.1%	5,685,084	5,797,694	-1.9%
Related Routes						
20, 21x Carpinteria	39,067	41,123	-5.0%	355,901	363,584	-2.1%
1, 2, 37 East/West & Crosstown	96,571	101,962	-5.3%	877,242	908,338	-3.4%
4, 5, 15x, 16, 17 Mesa Lines	95,921	95,716	0.2%	817,206	843,103	-3.1%
7, 8, 9 Calle Real	27,320	27,821	-1.8%	242,395	239,543	1.2%
6, 11 State/Hollister	165,034	164,509	0.3%	1,469,961	1,460,044	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: March 2014 - Passengers per Hour

LINE	Month			Fiscal Year to Date		
	Mar 14	Mar 13	%Change	Jul 13 - Mar 14	Jul 12 - Mar 13	%Change
1 West Santa Barbara	36.8	39.8	-7.5%	38.5	42.6	-9.7%
2 East Santa Barbara	46.1	48.0	-3.8%	47.3	46.9	0.7%
3 Oak Park	28.1	31.7	-11.4%	30.1	32.1	-6.3%
4 Mesa/SBCC	36.6	37.5	-2.4%	36.2	37.1	-2.2%
5 Mesa / La Cumbre	30.2	29.5	2.2%	30.2	30.4	-0.8%
6 Goleta	36.4	37.4	-2.6%	37.6	37.9	-0.8%
7 Calle Real / Fairview	31.5	32.1	-2.0%	31.4	30.9	1.7%
8 Calle Real / Turnpike	33.7	33.0	2.2%	34.7	34.1	1.8%
9 Calle Real / Old Town Shuttle	15.0	17.8	-15.5%	14.8	16.0	-7.7%
10 Cathedral Oaks	20.0	17.5	13.8%	18.6	17.8	4.3%
11 UCSB	39.8	39.0	2.0%	40.0	41.3	-3.2%
12x Goleta Express	41.4	48.4	-14.4%	45.7	49.7	-8.0%
14 Montecito	20.5	22.3	-8.0%	22.1	22.6	-2.3%
15x SBCC / UCSB Express	51.2	59.0	-13.1%	51.7	57.7	-10.4%
16 City College Shuttle	81.6	79.3	2.8%	84.4	96.1	-12.2%
17 Lower West / SBCC	63.7	66.9	-4.9%	66.4	72.4	-8.3%
20 Carpinteria	26.1	27.3	-4.5%	27.2	27.3	-0.4%
21x Carpinteria Express	25.0	26.7	-6.5%	25.3	27.6	-8.5%
22 Old Mission	14.5	14.5	-0.1%	14.3	13.6	5.0%
23 Winchester Canyon	24.8	24.2	2.4%	24.6	26.3	-6.5%
24x UCSB Express	60.7	67.9	-10.6%	64.3	70.0	-8.1%
25 Ellwood	38.6	33.4	15.6%	37.3	32.2	16.0%
27 Isla Vista Shuttle	43.5	44.8	-2.9%	43.9	43.6	0.6%
36 Seaside Shuttle	16.8	16.3	3.4%	16.3	16.5	-1.4%
37 Crosstown Shuttle	20.3	21.7	-6.3%	20.8	23.2	-10.6%
Booster Services	74.3	95.3	-22.1%	93.2	93.9	-0.8%
<i>System Average</i>	<i>38.0</i>	<i>39.5</i>	<i>-3.8%</i>	<i>39.0</i>	<i>40.3</i>	<i>-3.3%</i>
Downtown Waterfront Shuttles						
30 Downtown Shuttle	26.6	26.5	0.5%	29.4	30.5	-3.5%
31 East Beach Waterfront Shuttle	21.1	21.5	-1.9%	22.1	23.0	-4.0%
32 West Beach Waterfront Shuttle	30.6	19.0	61.5%	22.4	19.0	18.2%
Coastal Express Limited						
Coastal Express Limited - Santa Barbara	22.1	25.2	-12.5%	23.9	21.8	9.7%
Coastal Express Limited - Goleta	21.0	21.9	-4.4%	21.8	18.4	18.5%
Unknown/Miscellaneous						
	-	-	0.0%	-	160.0	-100.0%
<i>System Total</i>	<i>37.0</i>	<i>38.4</i>	<i>-3.6%</i>	<i>38.0</i>	<i>39.2</i>	<i>-3.1%</i>
Related Routes						
20, 21x Carpinteria	25.8	27.2	-5.0%	26.7	27.4	-2.3%
1, 2, 37 East/West & Crosstown	39.1	41.3	-5.3%	40.3	42.1	-4.2%
4, 5, 15x, 16, 17 Mesa Lines	46.5	48.6	-4.3%	46.6	49.9	-6.7%
7, 8, 9 Calle Real/Fairview	28.5	29.2	-2.5%	28.8	28.6	0.4%
6, 11 State/Hollister	38.5	38.4	0.3%	39.1	39.9	-2.2%

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

Table E: March 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		
	Mar 14	Mar 13	%Change	Jul 13 - Mar 14	Jul 12 - Mar 13	%Change
1 West Santa Barbara	2	2	0.0%	29	71	-59.2%
2 East Santa Barbara	2	3	-33.3%	79	112	-29.5%
3 Oak Park	2	-	100.0%	9	14	-35.7%
4 Mesa/SBCC	1	1	0.0%	12	9	33.3%
5 Mesa / La Cumbre	15	13	15.4%	105	125	-16.0%
6 Goleta	19	9	111.1%	152	125	21.6%
7 Calle Real / Fairview	4	2	100.0%	74	40	85.0%
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	43	38	13.2%	536	429	24.9%
12x Goleta Express	4	2	100.0%	56	103	-45.6%
14 Montecito	-	-	0.0%	6	7	-14.3%
15x SBCC / UCSB Express	51	85	-40.0%	801	848	-5.5%
16 City College Shuttle	23	16	43.8%	142	181	-21.5%
17 Lower West / SBCC	4	7	-42.9%	62	84	-26.2%
20 Carpinteria	1	-	100.0%	25	18	38.9%
21x Carpinteria Express	5	-	100.0%	21	9	133.3%
22 Old Mission	1	-	100.0%	1	1	0.0%
23 Winchester Canyon	-	1	-100.0%	23	15	53.3%
24x UCSB Express	67	71	-5.6%	663	1,040	-36.3%
25 Ellwood	-	1	-100.0%	2	5	-60.0%
27 UCSB Shuttle	15	24	-37.5%	230	298	-22.8%
36 Seaside Shuttle	-	1	-100.0%	1	8	-87.5%
37 Crosstown Shuttle	2	-	100.0%	15	15	0.0%
Booster Services	28	26	7.7%	241	241	0.0%
<i>System Subtotal</i>	289	302	-4.3%	3,288	3,805	-13.6%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	87	67	29.9%	889	1,055	-15.7%
31 East Beach Waterfront Shuttle	11	2	450.0%	57	39	46.2%
32 West Beach Waterfront Shuttle	12	-	100.0%	27	11	145.5%
Coastal Express Limited						
Santa Barbara	-	-	0.0%	-	-	0.0%
Goleta	-	-	0.0%	-	1	-100.0%
Unknown	2	-	100.0%	8	8	0.0%
<i>System Total</i>	401	371	8.1%	4,269	4,919	-13.2%

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

Table F: March 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		
	Mar 14	Mar 13	%Change	Jul 13 - Mar 14	Jul 12 - Mar 13	%Change
1 West Santa Barbara	1	7	-85.7%	71	157	-54.8%
2 East Santa Barbara	17	26	-34.6%	209	304	-31.3%
3 Oak Park	17	2	750.0%	50	62	-19.4%
4 Mesa/SBCC	4	1	300.0%	10	14	-28.6%
5 Mesa / La Cumbre	16	9	77.8%	153	133	15.0%
6 Goleta	14	66	-78.8%	198	309	-35.9%
7 Calle Real / Fairview	13	3	333.3%	199	128	55.5%
8 Calle Real / Turnpike	3	1	200.0%	59	11	436.4%
9 Calle Real / Old Town Shuttle	-	-	0.0%	1	1	0.0%
10 Cathedral Oaks	-	-	0.0%	6	6	0.0%
11 UCSB	60	141	-57.4%	811	809	0.2%
12x Goleta Express	3	7	-57.1%	129	197	-34.5%
14 Montecito	-	-	0.0%	20	16	25.0%
15x SBCC / UCSB Express	78	50	56.0%	607	383	58.5%
16 City College Shuttle	7	10	-30.0%	164	214	-23.4%
17 Lower West / SBCC	12	15	-20.0%	74	98	-24.5%
20 Carpinteria	8	4	100.0%	74	157	-52.9%
21x Carpinteria Express	18	-	100.0%	51	49	4.1%
22 Old Mission	1	-	100.0%	1	-	100.0%
23 Winchester Canyon	1	5	-80.0%	30	21	42.9%
24x UCSB Express	63	67	-6.0%	658	867	-24.1%
25 Ellwood	-	-	0.0%	1	9	-88.9%
27 UCSB Shuttle	33	38	-13.2%	149	363	-59.0%
36 Seaside Shuttle	1	-	100.0%	5	5	0.0%
37 Crosstown Shuttle	1	-	100.0%	9	20	-55.0%
Booster Services	24	64	-62.5%	169	319	-47.0%
System Subtotal	395	516	-23.4%	3,908	4,652	-16.0%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	63	84	-25.0%	476	634	-24.9%
31 East Beach Waterfront Shuttle	2	12	-83.3%	11	22	-50.0%
32 West Beach Waterfront Shuttle	6	-	100.0%	16	2	700.0%
Coastal Express Limited						
Santa Barbara	-	-	0.0%	-	-	0.0%
Goleta	-	-	0.0%	-	-	0.0%
Unknown	-	-	0.0%	1	6	-83.3%
System Total	466	612	-23.9%	4,412	5,316	-17.0%

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

Table G: March 2014 – Bicycles Carried

LINE	Month			Fiscal Year to Date		
	Mar 14	Mar 13	%Change	Jul 13 - Mar 14	Jul 12 - Mar 13	%Change
1 West Santa Barbara	221	224	-1.3%	2,083	1,953	6.7%
2 East Santa Barbara	505	627	-19.5%	5,173	5,407	-4.3%
3 Oak Park	144	177	-18.6%	1,553	1,788	-13.1%
4 Mesa/SBCC	225	209	7.7%	1,745	1,671	4.4%
5 Mesa / La Cumbre	356	350	1.7%	3,255	2,609	24.8%
6 Goleta	1,515	1,664	-9.0%	13,624	12,816	6.3%
7 Calle Real / Fairview	266	329	-19.1%	2,512	2,055	22.2%
8 Calle Real / Turnpike	195	198	-1.5%	1,935	1,353	43.0%
9 Calle Real / Old Town Shuttle	32	54	-40.7%	345	343	0.6%
10 Cathedral Oaks	94	44	113.6%	543	445	22.0%
11 UCSB	2,312	2,179	6.1%	20,591	17,755	16.0%
12x Goleta Express	712	719	-1.0%	6,440	6,498	-0.9%
14 Montecito	209	142	47.2%	1,507	1,252	20.4%
15x SBCC / UCSB Express	353	287	23.0%	3,212	2,347	36.9%
16 City College Shuttle	160	86	86.0%	1,058	701	50.9%
17 Lower West / SBCC	141	141	0.0%	1,122	1,196	-6.2%
20 Carpinteria	781	619	26.2%	5,868	5,742	2.2%
21x Carpinteria Express	257	316	-18.7%	2,106	2,349	-10.3%
22 Old Mission	91	74	23.0%	541	490	10.4%
23 Winchester Canyon	104	141	-26.2%	1,059	1,047	1.1%
24x UCSB Express	999	972	2.8%	10,475	9,659	8.4%
25 Ellwood	123	99	24.2%	994	1,038	-4.2%
27 UCSB Shuttle	200	268	-25.4%	1,793	2,177	-17.6%
36 Seaside Shuttle*	-	-	N/A	-	-	N/A
37 Crosstown Shuttle*	-	-	N/A	-	-	N/A
Booster services	19	37	-48.6%	169	417	-59.5%
System Subtotal	10,014	9,956	0.6%	89,703	83,108	7.9%
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	3	37	-91.9%	130	221	-41.2%
Goleta	15	20	-25.0%	174	309	-43.7%
Unknown	13	14	-7.1%	142	135	5.2%
System Total	10,045	10,027	0.2%	90,149	83,773	7.6%

* The electric shuttles cannot carry bicycles.

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

Table H: March 2014 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date		
	Mar 14	Mar 13	%Change	Jul 13 - Mar 14	Jul 12 - Mar 13	%Change
1 West Santa Barbara	85	81	4.9%	698	955	-26.9%
2 East Santa Barbara	189	200	-5.5%	1,387	1,552	-10.6%
3 Oak Park	106	94	12.8%	1,151	1,072	7.4%
4 Mesa/SBCC	14	10	40.0%	66	81	-18.5%
5 Mesa / La Cumbre	109	63	73.0%	857	445	92.6%
6 Goleta	196	273	-28.2%	1,795	2,186	-17.9%
7 Calle Real / Fairview	90	102	-11.8%	919	486	89.1%
8 Calle Real / Turnpike	84	52	61.5%	691	372	85.8%
9 Calle Real / Old Town Shuttle	14	24	-41.7%	125	268	-53.4%
10 Cathedral Oaks	2	11	-81.8%	9	70	-87.1%
11 UCSB	292	351	-16.8%	2,275	2,374	-4.2%
12x Goleta Express	80	107	-25.2%	573	821	-30.2%
14 Montecito	36	16	125.0%	286	158	81.0%
15x SBCC / UCSB Express	2	9	-77.8%	33	61	-45.9%
16 City College Shuttle	36	20	80.0%	178	191	-6.8%
17 Lower West / SBCC	22	11	100.0%	167	122	36.9%
20 Carpinteria	95	135	-29.6%	1,137	1,166	-2.5%
21x Carpinteria Express	31	19	63.2%	308	256	20.3%
22 Old Mission	1	3	-66.7%	14	12	16.7%
23 Winchester Canyon	9	12	-25.0%	148	79	87.3%
24x UCSB Express	16	23	-30.4%	197	309	-36.2%
25 Ellwood	32	15	113.3%	242	134	80.6%
27 UCSB Shuttle	9	-	100.0%	74	57	29.8%
36 Seaside Shuttle	2	-	100.0%	19	38	-50.0%
37 Crosstown Shuttle	5	19	-73.7%	70	133	-47.4%
Booster Services	-	-	0.0%	5	14	-64.3%
System Subtotal	1,557	1,650	-5.6%	13,424	13,412	0.1%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	81	77	5.2%	685	525	30.5%
31 East Beach Waterfront Shuttle	21	4	425.0%	110	163	-32.5%
32 West Beach Waterfront Shuttle	11	21	-47.6%	47	127	-63.0%
Coastal Express Limited						
Santa Barbara	-	-	0.0%	-	3	-100.0%
Goleta	-	-	0.0%	-	-	0.0%
Unknown	4	2	100.0%	16	15	6.7%
System Total	1,674	1,754	-4.6%	14,282	14,245	0.3%

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

Table I: Ridership by Day Type

March 2014					March 2013					Change in Daily Ridership	% Change in Daily Ridership
	Ridership	% of Total	Days	Avg Daily Ridership	Ridership	% of Total	Days	Avg Daily Ridership			
Weekday	525,454	82.8%	21	25,022	534,533	82.5%	21	25,454	-432	-1.7%	
Saturday	60,431	9.5%	5	12,086	66,157	10.2%	5	13,231	-1,145	-8.7%	
Sunday	48,477	7.6%	5	9,695	47,226	7.3%	5	9,445	250	2.6%	
Total	634,362		31	20,463	647,916		31	20,901	-437	-2.1%	

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	4,689,513	82.5%	185	25,349	4,765,702	82.2%	184	25,901	-552	-2.1%	
Saturday	568,739	10.0%	43	13,226	583,553	10.1%	43	13,571	-345	-2.5%	
Sunday	426,832	7.5%	44	9,701	448,439	7.7%	45	9,965	-265	-2.7%	
Total	5,685,084		272	20,901	5,797,694		272	21,315	-414	-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 March 2014 as in March 2013. Each of the schools was in session the same number of days as well.

Weather: Temperatures for March 2014 were a bit warmer than in 2013 and about 4° warmer than normal for the month overall. The rain that arrived at the end of February lingered into the first couple of days of March, leaving almost an inch of precipitation behind. Bookending the month, a little bit more rain fell on the 31st.

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

Source: Gregorian Calendar

	HS + JHS	SBCC	UCSB
Mar-14	16	16	16
Mar-13	16	16	16

Source: SB Area School Districts, SBCC, UCSB.

	Temperature (°F)	High	Average	Low	Precipitation	
Mar-14	Maximum	84	69	56	Weekday: 0.2 in (2 days)	
	Mean	70	60	49	Saturday: 0.8 in (1 day) 1.1 in	
	Minimum	59	54	43	Sunday: 0.1 in (2 days)	
Mar-13	Maximum	84	67	55	Weekday: 0.7 in (3 days)	
	Mean	66	57	48	Saturday: 0 in (0 days) 1.1 in	
	Minimum	57	52	41	Sunday: 0.4 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.