



## System Ridership Report: October 2014

**System-wide ridership was virtually flat for the month of October**, and is down 1% for the year to date. Although UCSB was in session one less day than last year, student ridership increased nearly 3% for the month and by 7.5% per school day with the largest increases on Lines 11, 15x, and 27. At the same time, SBCC ridership declined 7%. As expected, there were fewer passengers on Lines 4, 5, & 17, as SBCC students began riding the now-more-frequent Line 16 instead, but SBCC student ridership was down across most of the MTD system. Although there was 1 less cruise ship visit in October this year, ridership on the Downtown-Waterfront shuttles was down less than 2% for the month.

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

| Fare Categories               | Month          |                |              | Fiscal Year to Date |                  |              |
|-------------------------------|----------------|----------------|--------------|---------------------|------------------|--------------|
|                               | Oct 14         | Oct 13         | %Change      | Jul 14 - Oct 14     | Jul 13 - Oct 13  | %Change      |
| General Fare                  | 97,695         | 101,080        | -3.3%        | 426,663             | 440,542          | -3.2%        |
| Transfers                     | 59,583         | 60,523         | -1.6%        | 234,880             | 244,942          | -4.1%        |
| Full Fare Prepaid (1)         | 127,475        | 119,742        | 6.5%         | 525,518             | 487,335          | 7.8%         |
| Santa Barbara City College    | 146,627        | 157,720        | -7.0%        | 366,990             | 385,757          | -4.9%        |
| Senior & Disabled Prepaid (2) | 61,828         | 60,606         | 2.0%         | 239,837             | 239,379          | 0.2%         |
| Shuttle (DWE & Seaside)       | 20,720         | 20,598         | 0.6%         | 113,861             | 114,757          | -0.8%        |
| UC Santa Barbara              | 132,502        | 128,806        | 2.9%         | 215,648             | 227,061          | -5.0%        |
| Student Prepaid (3)           | 76,963         | 74,935         | 2.7%         | 247,135             | 235,009          | 5.2%         |
| Free                          | 16,760         | 19,479         | -14.0%       | 65,882              | 79,066           | -16.7%       |
| My Ride                       | 11,639         | 9,680          | 20.2%        | 50,232              | 50,751           | -1.0%        |
| Senior                        | 17,496         | 18,199         | -3.9%        | 64,165              | 65,864           | -2.6%        |
| Persons with Disabilities     | 3,841          | 4,230          | -9.2%        | 15,217              | 17,811           | -14.6%       |
| Tokens                        | 2,596          | 2,783          | -6.7%        | 10,169              | 12,645           | -19.6%       |
| <b>Total</b>                  | <b>775,725</b> | <b>778,381</b> | <b>-0.3%</b> | <b>2,576,197</b>    | <b>2,600,919</b> | <b>-1.0%</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 |                 |         |
|-------------------------|---------|---------|---------|---------------------|-----------------|---------|
|                         | Oct 14  | Oct 13  | %Change | Jul 14 - Oct 14     | Jul 13 - Oct 13 | %Change |
| Passengers              | 775,725 | 778,381 | -0.3%   | 2,576,197           | 2,600,919       | -1.0%   |
| Revenue Hours           | 18,658  | 18,104  | 3.1%    | 69,709              | 68,366          | 2.0%    |
| Passengers per Rev Hour | 41.58   | 42.99   | -3.3%   | 36.96               | 38.04           | -2.9%   |
| Miles                   | 239,617 | 235,904 | 1.6%    | 876,323             | 864,162         | 1.4%    |
| Passengers per Mile     | 3.24    | 3.30    | -1.9%   | 2.94                | 3.01            | -2.3%   |

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

**Table C: October 2014 System Ridership**

| LINE                                    | Month          |                |              | Fiscal Year to Date |                  |              |
|---|----------------|----------------|--------------|---------------------|------------------|--------------|
|   | Oct 14         | Oct 13         | %Change      | Jul 14 - Oct 14     | Jul 13 - Oct 13  | %Change      |
| 1 West Santa Barbara                    | 39,510         | 39,869         | -0.9%        | 142,962             | 146,147          | -2.2%        |
| 2 East Santa Barbara                    | 62,121         | 61,111         | 1.7%         | 227,117             | 231,285          | -1.8%        |
| 3 Oak Park                              | 22,553         | 22,697         | -0.6%        | 81,169              | 84,328           | -3.7%        |
| 4 Mesa/SBCC                             | 15,688         | 17,409         | -9.9%        | 54,490              | 58,586           | -7.0%        |
| 5 Mesa / La Cumbre                      | 19,217         | 22,772         | -15.6%       | 69,033              | 74,580           | -7.4%        |
| 6 Goleta                                | 66,242         | 66,314         | -0.1%        | 246,217             | 250,064          | -1.5%        |
| 7 County Health / Fairview              | 14,205         | 14,447         | -1.7%        | 54,604              | 55,155           | -1.0%        |
| 8 County Health                         | 11,508         | 11,874         | -3.1%        | 44,593              | 45,850           | -2.7%        |
| 9 Calle Real / Old Town Shuttle         | 3,379          | 3,847          | -12.2%       | 12,549              | 13,383           | -6.2%        |
| 10 Cathedral Oaks                       | 3,579          | 2,891          | 23.8%        | 11,064              | 8,724            | 26.8%        |
| 11 UCSB                                 | 127,146        | 122,763        | 3.6%         | 409,963             | 410,397          | -0.1%        |
| 12x Goleta Express                      | 25,663         | 27,837         | -7.8%        | 100,164             | 100,697          | -0.5%        |
| 14 Montecito                            | 9,650          | 10,353         | -6.8%        | 36,319              | 39,089           | -7.1%        |
| 15x SBCC / UCSB Express                 | 57,677         | 54,059         | 6.7%         | 133,059             | 125,516          | 6.0%         |
| 16 City College Shuttle                 | 24,489         | 21,095         | 16.1%        | 53,867              | 45,123           | 19.4%        |
| 17 Lower West / SBCC                    | 18,852         | 20,750         | -9.1%        | 72,586              | 78,323           | -7.3%        |
| 20 Carpinteria                          | 32,089         | 32,505         | -1.3%        | 125,028             | 128,848          | -3.0%        |
| 21x Carpinteria Express                 | 10,160         | 10,268         | -1.1%        | 38,126              | 38,638           | -1.3%        |
| 22 Old Mission                          | -              | 1,960          | -100.0%      | 3,172               | 8,223            | -61.4%       |
| 23 Winchester Canyon                    | 7,487          | 7,381          | 1.4%         | 28,531              | 28,467           | 0.2%         |
| 24x UCSB Express                        | 70,754         | 74,381         | -4.9%        | 223,053             | 218,463          | 2.1%         |
| 25 Ellwood                              | 5,203          | 5,191          | 0.2%         | 19,098              | 18,645           | 2.4%         |
| 27 Isla Vista Shuttle                   | 40,587         | 39,701         | 2.2%         | 68,409              | 70,243           | -2.6%        |
| 36 Seaside Shuttle                      | 7,123          | 6,531          | 9.1%         | 26,756              | 23,701           | 12.9%        |
| 37 Crosstown Shuttle                    | 10,936         | 8,510          | 28.5%        | 35,820              | 29,802           | 20.2%        |
| Booster Services                        | 33,668         | 34,644         | -2.8%        | 70,592              | 72,304           | -2.4%        |
| <b>System Subtotal</b>                  | <b>739,486</b> | <b>741,160</b> | <b>-0.2%</b> | <b>2,388,341</b>    | <b>2,404,581</b> | <b>-0.7%</b> |
| <b>Downtown Waterfront Shuttles</b>     |                |                |              |                     |                  |              |
| 30 Downtown Shuttle                     | 24,656         | 26,659         | -7.5%        | 134,421             | 142,498          | -5.7%        |
| 31 East Beach Waterfront Shuttle        | 3,160          | 4,095          | -22.8%       | 23,821              | 26,075           | -8.6%        |
| 32 West Beach Waterfront Shuttle        | 4,210          | 1,874          | 124.7%       | 13,618              | 11,177           | 21.8%        |
| <b>Coastal Express Limited</b>          |                |                |              |                     |                  |              |
| Coastal Express Limited - Santa Barbara | 2,033          | 2,320          | -12.4%       | 7,701               | 8,246            | -6.6%        |
| Coastal Express Limited - Goleta        | 2,180          | 2,273          | -4.1%        | 8,295               | 8,342            | -0.6%        |
| <b>Unknown/Miscellaneous</b>            | -              | -              | 0.0%         | -                   | -                | 0.0%         |
| <b>System Total</b>                     | <b>775,725</b> | <b>778,381</b> | <b>-0.3%</b> | <b>2,576,197</b>    | <b>2,600,919</b> | <b>-1.0%</b> |
| <b>Related Routes</b>                   |                |                |              |                     |                  |              |
| 20, 21x Carpinteria                     | 42,249         | 42,773         | -1.2%        | 163,154             | 167,486          | -2.6%        |
| 1, 2, 37 East/West & Crosstown          | 112,567        | 109,490        | 2.8%         | 405,899             | 407,234          | -0.3%        |
| 4, 5, 15x, 16, 17 Mesa Lines            | 135,923        | 136,085        | -0.1%        | 383,035             | 382,128          | 0.2%         |
| 7, 8, 9 Calle Real                      | 29,092         | 30,168         | -3.6%        | 111,746             | 114,388          | -2.3%        |
| 6, 11 State/Hollister                   | 193,388        | 189,077        | 2.3%         | 656,180             | 660,461          | -0.6%        |

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: October 2014 - Passengers per Hour**

| LINE                                    | Month       |             |              | Fiscal Year to Date |                 |              |
|---|-------------|-------------|--------------|---------------------|-----------------|--------------|
|   | Oct 14      | Oct 13      | %Change      | Jul 14 - Oct 14     | Jul 13 - Oct 13 | %Change      |
| 1 West Santa Barbara                    | 40.3        | 41.7        | -3.4%        | 37.9                | 39.3            | -3.7%        |
| 2 East Santa Barbara                    | 41.2        | 48.2        | -14.6%       | 41.8                | 47.2            | -11.5%       |
| 3 Oak Park                              | 32.1        | 32.3        | -0.7%        | 29.9                | 31.1            | -3.8%        |
| 4 Mesa/SBCC                             | 38.0        | 42.2        | -9.9%        | 34.2                | 36.8            | -7.2%        |
| 5 Mesa / La Cumbre                      | 31.4        | 37.2        | -15.6%       | 28.9                | 31.2            | -7.5%        |
| 6 Goleta                                | 39.5        | 39.5        | -0.1%        | 37.5                | 38.1            | -1.6%        |
| 7 Calle Real / Fairview                 | 30.8        | 32.5        | -5.1%        | 30.8                | 31.9            | -3.5%        |
| 8 Calle Real / Turnpike                 | 34.5        | 35.5        | -3.1%        | 34.7                | 35.6            | -2.7%        |
| 9 Calle Real / Old Town Shuttle         | 15.3        | 17.5        | -12.3%       | 14.5                | 15.6            | -7.4%        |
| 10 Cathedral Oaks                       | 24.9        | 20.2        | 23.3%        | 20.4                | 16.1            | 26.7%        |
| 11 UCSB                                 | 47.5        | 45.9        | 3.4%         | 38.9                | 39.0            | -0.2%        |
| 12x Goleta Express                      | 45.7        | 49.5        | -7.8%        | 45.4                | 46.8            | -2.9%        |
| 14 Montecito                            | 21.5        | 23.0        | -6.8%        | 21.0                | 22.6            | -7.1%        |
| 15x SBCC / UCSB Express                 | 55.5        | 60.1        | -7.7%        | 49.9                | 53.2            | -6.2%        |
| 16 City College Shuttle                 | 66.3        | 85.6        | -22.5%       | 67.9                | 86.5            | -21.5%       |
| 17 Lower West / SBCC                    | 64.9        | 71.5        | -9.2%        | 64.9                | 70.3            | -7.6%        |
| 20 Carpinteria                          | 27.4        | 27.7        | -1.3%        | 27.2                | 28.0            | -3.0%        |
| 21x Carpinteria Express                 | 25.9        | 26.1        | -1.0%        | 25.5                | 25.8            | -1.3%        |
| 22 Old Mission                          | -           | 14.5        | -100.0%      | 13.0                | 15.2            | -14.1%       |
| 23 Winchester Canyon                    | 26.0        | 25.5        | 1.8%         | 25.1                | 25.1            | 0.2%         |
| 24x UCSB Express                        | 78.1        | 77.6        | 0.7%         | 66.5                | 64.8            | 2.7%         |
| 25 Ellwood                              | 38.6        | 39.1        | -1.2%        | 36.4                | 35.8            | 1.6%         |
| 27 Isla Vista Shuttle                   | 56.6        | 55.4        | 2.2%         | 36.5                | 36.4            | 0.4%         |
| 36 Seaside Shuttle                      | 19.3        | 17.7        | 9.1%         | 18.5                | 16.4            | 12.9%        |
| 37 Crosstown Shuttle                    | 19.4        | 22.5        | -14.2%       | 19.6                | 20.9            | -6.1%        |
| Booster Services                        | 96.0        | 100.9       | -4.9%        | 91.6                | 95.3            | -3.9%        |
| <b>System Average</b>                   | <b>42.6</b> | <b>44.2</b> | <b>-3.4%</b> | <b>37.7</b>         | <b>38.8</b>     | <b>-2.8%</b> |
| <b>Downtown Waterfront Shuttles</b>     |             |             |              |                     |                 |              |
| 30 Downtown Shuttle                     | 28.8        | 30.7        | -6.2%        | 32.0                | 33.7            | -5.0%        |
| 31 East Beach Waterfront Shuttle        | 18.7        | 22.5        | -16.9%       | 23.5                | 25.2            | -6.9%        |
| 32 West Beach Waterfront Shuttle        | 39.6        | 22.7        | 74.6%        | 26.9                | 23.7            | 13.7%        |
| <b>Coastal Express Limited</b>          |             |             |              |                     |                 |              |
| Coastal Express Limited - Santa Barbara | 23.0        | 26.2        | -12.4%       | 23.2                | 25.7            | -9.8%        |
| Coastal Express Limited - Goleta        | 22.2        | 23.2        | -4.1%        | 22.3                | 0.9             | 2260.7%      |
| <b>Unknown/Miscellaneous</b>            |             |             |              |                     |                 |              |
|   | -           | -           | 0.0%         | -                   | -               | 0.0%         |
| <b>System Total</b>                     | <b>41.6</b> | <b>43.0</b> | <b>-3.3%</b> | <b>37.0</b>         | <b>38.0</b>     | <b>-2.9%</b> |
| <b>Related Routes</b>                   |             |             |              |                     |                 |              |
| 20, 21x Carpinteria                     | 27.0        | 27.3        | -1.2%        | 26.8                | 27.5            | -2.6%        |
| 1, 2, 37 East/West & Crosstown          | 36.8        | 42.1        | -12.4%       | 36.8                | 40.5            | -9.3%        |
| 4, 5, 15x, 16, 17 Mesa Lines            | 49.9        | 55.3        | -9.7%        | 44.7                | 47.9            | -6.6%        |
| 7, 8, 9 Calle Real/Fairview             | 28.7        | 30.2        | -5.1%        | 28.5                | 29.5            | -3.7%        |
| 6, 11 State/Hollister                   | 44.4        | 43.4        | 2.2%         | 38.3                | 38.6            | -0.7%        |

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

**Table E: October 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 |                 |               |
|-------------------------------------|-------------------------------|------------|------------|---------------|---------------------|-----------------|---------------|
|                                     |                               | Oct 14     | Oct 13     | %Change       | Jul 14 - Oct 14     | Jul 13 - Oct 13 | %Change       |
| 1                                   | West Santa Barbara            | 2          | 6          | -66.7%        | 17                  | 43              | -60.5%        |
| 2                                   | East Santa Barbara            | 8          | 44         | -81.8%        | 43                  | 110             | -60.9%        |
| 3                                   | Oak Park                      | -          | 3          | -100.0%       | 7                   | 12              | -41.7%        |
| 4                                   | Mesa/SBCC                     | 3          | 1          | 200.0%        | 13                  | 3               | 333.3%        |
| 5                                   | Mesa / La Cumbre              | 10         | 30         | -66.7%        | 36                  | 79              | -54.4%        |
| 6                                   | Goleta                        | 43         | 34         | 26.5%         | 108                 | 124             | -12.9%        |
| 7                                   | Calle Real / Fairview         | 20         | 17         | 17.6%         | 61                  | 149             | -59.1%        |
| 8                                   | Calle Real / Turnpike         | 1          | 1          | 0.0%          | 1                   | 48              | -97.9%        |
| 9                                   | Calle Real / Old Town Shuttle | -          | -          | 0.0%          | 2                   | 1               | 100.0%        |
| 10                                  | Cathedral Oaks                | 5          | -          | 100.0%        | 5                   | 2               | 150.0%        |
| 11                                  | UCSB                          | 157        | 140        | 12.1%         | 359                 | 421             | -14.7%        |
| 12x                                 | Goleta Express                | 19         | 22         | -13.6%        | 71                  | 86              | -17.4%        |
| 14                                  | Montecito                     | -          | 3          | -100.0%       | 5                   | 13              | -61.5%        |
| 15x                                 | SBCC / UCSB Express           | 155        | 114        | 36.0%         | 348                 | 281             | 23.8%         |
| 16                                  | City College Shuttle          | 14         | 48         | -70.8%        | 43                  | 114             | -62.3%        |
| 17                                  | Lower West / SBCC             | 5          | 7          | -28.6%        | 31                  | 45              | -31.1%        |
| 20                                  | Carpinteria                   | 19         | 5          | 280.0%        | 59                  | 33              | 78.8%         |
| 21x                                 | Carpinteria Express           | 4          | 1          | 300.0%        | 8                   | 27              | -70.4%        |
| 22                                  | Old Mission                   | -          | -          | 0.0%          | -                   | -               | 0.0%          |
| 23                                  | Winchester Canyon             | 2          | 6          | -66.7%        | 7                   | 22              | -68.2%        |
| 24x                                 | UCSB Express                  | 155        | 146        | 6.2%          | 406                 | 337             | 20.5%         |
| 25                                  | Ellwood                       | -          | -          | 0.0%          | 2                   | 1               | 100.0%        |
| 27                                  | UCSB Shuttle                  | 46         | 25         | 84.0%         | 47                  | 29              | 62.1%         |
| 36                                  | Seaside Shuttle               | -          | -          | 0.0%          | 5                   | 1               | 400.0%        |
| 37                                  | Crosstown Shuttle             | -          | 1          | -100.0%       | 5                   | 1               | 400.0%        |
|                                     | Booster Services              | 66         | 13         | 407.7%        | 130                 | 39              | 233.3%        |
| <b>System Subtotal</b>              |                               | <b>734</b> | <b>667</b> | <b>10.0%</b>  | <b>1,819</b>        | <b>2,021</b>    | <b>-10.0%</b> |
| <b>Downtown Waterfront Shuttles</b> |                               |            |            |               |                     |                 |               |
| 30                                  | Downtown Shuttle              | 28         | 13         | 115.4%        | 295                 | 330             | -10.6%        |
| 31                                  | East Beach Waterfront Shuttle | -          | -          | 0.0%          | 5                   | 7               | -28.6%        |
| 32                                  | West Beach Waterfront Shuttle | 20         | 1          | 1900.0%       | 20                  | 3               | 566.7%        |
| <b>Coastal Express Limited</b>      |                               |            |            |               |                     |                 |               |
|                                     | Santa Barbara                 | -          | -          | 0.0%          | -                   | -               | 0.0%          |
|                                     | Goleta                        | -          | -          | 0.0%          | -                   | -               | 0.0%          |
| <b>Unknown</b>                      |                               | <b>3</b>   | <b>-</b>   | <b>100.0%</b> | <b>5</b>            | <b>-</b>        | <b>100.0%</b> |
| <b>System Total</b>                 |                               | <b>785</b> | <b>681</b> | <b>15.3%</b>  | <b>2,144</b>        | <b>2,361</b>    | <b>-9.2%</b>  |

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

**Table F: October 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 |                 |               |
|-------------------------------------|------------|------------|---------------|---------------------|-----------------|---------------|
|                                     | Oct 14     | Oct 13     | %Change       | Jul 14 - Oct 14     | Jul 13 - Oct 13 | %Change       |
| 1 West Santa Barbara                | -          | 1          | -100.0%       | 5                   | 16              | -68.8%        |
| 2 East Santa Barbara                | 10         | 17         | -41.2%        | 26                  | 45              | -42.2%        |
| 3 Oak Park                          | 1          | -          | 100.0%        | 5                   | 1               | 400.0%        |
| 4 Mesa/SBCC                         | -          | -          | 0.0%          | 5                   | 7               | -28.6%        |
| 5 Mesa / La Cumbre                  | 1          | 17         | -94.1%        | 32                  | 57              | -43.9%        |
| 6 Goleta                            | 26         | 23         | 13.0%         | 62                  | 73              | -15.1%        |
| 7 Calle Real / Fairview             | 2          | 7          | -71.4%        | 13                  | 48              | -72.9%        |
| 8 Calle Real / Turnpike             | -          | -          | 0.0%          | 5                   | 2               | 150.0%        |
| 9 Calle Real / Old Town Shuttle     | -          | -          | 0.0%          | 1                   | 1               | 0.0%          |
| 10 Cathedral Oaks                   | 7          | -          | 100.0%        | 7                   | -               | 100.0%        |
| 11 UCSB                             | 133        | 91         | 46.2%         | 252                 | 240             | 5.0%          |
| 12x Goleta Express                  | 3          | 5          | -40.0%        | 30                  | 37              | -18.9%        |
| 14 Montecito                        | 1          | -          | 100.0%        | 4                   | 2               | 100.0%        |
| 15x SBCC / UCSB Express             | 151        | 146        | 3.4%          | 456                 | 466             | -2.1%         |
| 16 City College Shuttle             | 14         | 21         | -33.3%        | 31                  | 56              | -44.6%        |
| 17 Lower West / SBCC                | -          | 7          | -100.0%       | 22                  | 39              | -43.6%        |
| 20 Carpinteria                      | 9          | 7          | 28.6%         | 34                  | 15              | 126.7%        |
| 21x Carpinteria Express             | -          | -          | 0.0%          | 29                  | -               | 100.0%        |
| 22 Old Mission                      | -          | -          | 0.0%          | -                   | -               | 0.0%          |
| 23 Winchester Canyon                | -          | 4          | -100.0%       | 2                   | 23              | -91.3%        |
| 24x UCSB Express                    | 95         | 134        | -29.1%        | 387                 | 342             | 13.2%         |
| 25 Ellwood                          | -          | -          | 0.0%          | 2                   | -               | 100.0%        |
| 27 UCSB Shuttle                     | 67         | 55         | 21.8%         | 67                  | 60              | 11.7%         |
| 36 Seaside Shuttle                  | -          | -          | 0.0%          | 3                   | -               | 100.0%        |
| 37 Crosstown Shuttle                | 1          | 3          | -66.7%        | 2                   | 5               | -60.0%        |
| Booster Services                    | 35         | 64         | -45.3%        | 66                  | 128             | -48.4%        |
| <b>System Subtotal</b>              | <b>556</b> | <b>602</b> | <b>-7.6%</b>  | <b>1,548</b>        | <b>1,663</b>    | <b>-6.9%</b>  |
| <b>Downtown Waterfront Shuttles</b> |            |            |               |                     |                 |               |
| 30 Downtown Shuttle                 | 68         | 32         | 112.5%        | 505                 | 680             | -25.7%        |
| 31 East Beach Waterfront Shuttle    | -          | 11         | -100.0%       | 22                  | 41              | -46.3%        |
| 32 West Beach Waterfront Shuttle    | 15         | 5          | 200.0%        | 18                  | 11              | 63.6%         |
| <b>Coastal Express Limited</b>      |            |            |               |                     |                 |               |
| Santa Barbara                       | -          | -          | 0.0%          | 1                   | -               | 100.0%        |
| Goleta                              | -          | -          | 0.0%          | 1                   | -               | 100.0%        |
| <b>Unknown</b>                      | <b>1</b>   | <b>-</b>   | <b>100.0%</b> | <b>2</b>            | <b>5</b>        | <b>-60.0%</b> |
| <b>System Total</b>                 | <b>640</b> | <b>650</b> | <b>-1.5%</b>  | <b>2,097</b>        | <b>2,400</b>    | <b>-12.6%</b> |

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

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

| LINE                                | Month         |               |              | Fiscal Year to Date |                 |               |
|-------------------------------------|---------------|---------------|--------------|---------------------|-----------------|---------------|
|                                     | Oct 14        | Oct 13        | %Change      | Jul 14 - Oct 14     | Jul 13 - Oct 13 | %Change       |
| 1 West Santa Barbara                | 252           | 251           | 0.4%         | 803                 | 1,016           | -21.0%        |
| 2 East Santa Barbara                | 658           | 601           | 9.5%         | 2,489               | 2,521           | -1.3%         |
| 3 Oak Park                          | 285           | 219           | 30.1%        | 838                 | 784             | 6.9%          |
| 4 Mesa/SBCC                         | 269           | 247           | 8.9%         | 959                 | 755             | 27.0%         |
| 5 Mesa / La Cumbre                  | 355           | 440           | -19.3%       | 1,290               | 1,614           | -20.1%        |
| 6 Goleta                            | 1,544         | 1,541         | 0.2%         | 6,070               | 6,430           | -5.6%         |
| 7 Calle Real / Fairview             | 236           | 367           | -35.7%       | 1,036               | 1,216           | -14.8%        |
| 8 Calle Real / Turnpike             | 257           | 247           | 4.0%         | 895                 | 857             | 4.4%          |
| 9 Calle Real / Old Town Shuttle     | 36            | 51            | -29.4%       | 134                 | 172             | -22.1%        |
| 10 Cathedral Oaks                   | 89            | 67            | 32.8%        | 269                 | 179             | 50.3%         |
| 11 UCSB                             | 2,682         | 2,483         | 8.0%         | 9,191               | 9,284           | -1.0%         |
| 12x Goleta Express                  | 793           | 828           | -4.2%        | 3,150               | 3,048           | 3.3%          |
| 14 Montecito                        | 135           | 184           | -26.6%       | 669                 | 670             | -0.1%         |
| 15x SBCC / UCSB Express             | 588           | 669           | -12.1%       | 1,626               | 1,535           | 5.9%          |
| 16 City College Shuttle             | 256           | 207           | 23.7%        | 540                 | 411             | 31.4%         |
| 17 Lower West / SBCC                | 222           | 167           | 32.9%        | 721                 | 561             | 28.5%         |
| 20 Carpinteria                      | 642           | 742           | -13.5%       | 2,991               | 2,841           | 5.3%          |
| 21x Carpinteria Express             | 266           | 266           | 0.0%         | 1,038               | 929             | 11.7%         |
| 22 Old Mission                      | -             | 49            | -100.0%      | 101                 | 199             | -49.2%        |
| 23 Winchester Canyon                | 165           | 153           | 7.8%         | 372                 | 451             | -17.5%        |
| 24x UCSB Express                    | 1,356         | 1,655         | -18.1%       | 4,772               | 5,079           | -6.0%         |
| 25 Ellwood                          | 95            | 132           | -28.0%       | 372                 | 480             | -22.5%        |
| 27 UCSB Shuttle                     | 331           | 345           | -4.1%        | 637                 | 638             | -0.2%         |
| 36 Seaside Shuttle*                 | -             | -             | N/A          | -                   | -               | N/A           |
| 37 Crosstown Shuttle*               | -             | -             | N/A          | -                   | -               | N/A           |
| Booster services                    | 77            | 19            | 305.3%       | 142                 | 52              | 173.1%        |
| <b>System Subtotal</b>              | <b>11,589</b> | <b>11,930</b> | <b>-2.9%</b> | <b>41,105</b>       | <b>41,722</b>   | <b>-1.5%</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                       | 3             | 27            | -88.9%       | 18                  | 84              | -78.6%        |
| Goleta                              | 93            | 23            | 304.3%       | 327                 | 98              | 233.7%        |
| <b>Unknown</b>                      | <b>39</b>     | <b>23</b>     | <b>69.6%</b> | <b>84</b>           | <b>96</b>       | <b>-12.5%</b> |
| <b>System Total</b>                 | <b>11,724</b> | <b>12,003</b> | <b>-2.3%</b> | <b>41,534</b>       | <b>42,000</b>   | <b>-1.1%</b>  |

\* The electric shuttles cannot carry bicycles.

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

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

| LINE                                | Month        |              |               | Fiscal Year to Date |                 |               |
|-------------------------------------|--------------|--------------|---------------|---------------------|-----------------|---------------|
|                                     | Oct 14       | Oct 13       | %Change       | Jul 14 - Oct 14     | Jul 13 - Oct 13 | %Change       |
| 1 West Santa Barbara                | 159          | 53           | 200.0%        | 422                 | 334             | 26.3%         |
| 2 East Santa Barbara                | 203          | 152          | 33.6%         | 864                 | 684             | 26.3%         |
| 3 Oak Park                          | 146          | 93           | 57.0%         | 489                 | 566             | -13.6%        |
| 4 Mesa/SBCC                         | 52           | 9            | 477.8%        | 172                 | 27              | 537.0%        |
| 5 Mesa / La Cumbre                  | 101          | 122          | -17.2%        | 449                 | 392             | 14.5%         |
| 6 Goleta                            | 202          | 202          | 0.0%          | 971                 | 798             | 21.7%         |
| 7 Calle Real / Fairview             | 100          | 134          | -25.4%        | 312                 | 413             | -24.5%        |
| 8 Calle Real / Turnpike             | 60           | 97           | -38.1%        | 233                 | 351             | -33.6%        |
| 9 Calle Real / Old Town Shuttle     | 11           | 12           | -8.3%         | 74                  | 53              | 39.6%         |
| 10 Cathedral Oaks                   | 2            | 1            | 100.0%        | 8                   | 1               | 700.0%        |
| 11 UCSB                             | 260          | 270          | -3.7%         | 1,130               | 1,018           | 11.0%         |
| 12x Goleta Express                  | 85           | 71           | 19.7%         | 323                 | 255             | 26.7%         |
| 14 Montecito                        | 17           | 28           | -39.3%        | 116                 | 127             | -8.7%         |
| 15x SBCC / UCSB Express             | 6            | 2            | 200.0%        | 21                  | 17              | 23.5%         |
| 16 City College Shuttle             | 37           | 20           | 85.0%         | 119                 | 39              | 205.1%        |
| 17 Lower West / SBCC                | 40           | 21           | 90.5%         | 121                 | 70              | 72.9%         |
| 20 Carpinteria                      | 146          | 132          | 10.6%         | 446                 | 670             | -33.4%        |
| 21x Carpinteria Express             | 41           | 33           | 24.2%         | 86                  | 134             | -35.8%        |
| 22 Old Mission                      | -            | 1            | -100.0%       | -                   | 3               | -100.0%       |
| 23 Winchester Canyon                | 14           | 30           | -53.3%        | 60                  | 87              | -31.0%        |
| 24x UCSB Express                    | 38           | 31           | 22.6%         | 80                  | 92              | -13.0%        |
| 25 Ellwood                          | 15           | 29           | -48.3%        | 72                  | 102             | -29.4%        |
| 27 UCSB Shuttle                     | 5            | 7            | -28.6%        | 29                  | 21              | 38.1%         |
| 36 Seaside Shuttle                  | 2            | 1            | 100.0%        | 23                  | 10              | 130.0%        |
| 37 Crosstown Shuttle                | 8            | 7            | 14.3%         | 34                  | 37              | -8.1%         |
| Booster Services                    | 3            | 2            | 50.0%         | 5                   | 3               | 66.7%         |
| <b>System Subtotal</b>              | <b>1,753</b> | <b>1,560</b> | <b>12.4%</b>  | <b>6,659</b>        | <b>6,304</b>    | <b>5.6%</b>   |
| <b>Downtown Waterfront Shuttles</b> |              |              |               |                     |                 |               |
| 30 Downtown Shuttle                 | 35           | 74           | -52.7%        | 273                 | 370             | -26.2%        |
| 31 East Beach Waterfront Shuttle    | 3            | 22           | -86.4%        | 25                  | 67              | -62.7%        |
| 32 West Beach Waterfront Shuttle    | 6            | 10           | -40.0%        | 24                  | 26              | -7.7%         |
| <b>Coastal Express Limited</b>      |              |              |               |                     |                 |               |
| Santa Barbara                       | -            | -            | 0.0%          | 1                   | -               | 100.0%        |
| Goleta                              | -            | -            | 0.0%          | 4                   | -               | 100.0%        |
| <b>Unknown</b>                      | <b>1</b>     | <b>2</b>     | <b>-50.0%</b> | <b>7</b>            | <b>11</b>       | <b>-36.4%</b> |
| <b>System Total</b>                 | <b>1,798</b> | <b>1,668</b> | <b>7.8%</b>   | <b>6,993</b>        | <b>6,778</b>    | <b>3.2%</b>   |

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

## Table I: Ridership by Day Type

October 2014

October 2013

|          | Ridership | Days | Avg Daily Ridership | Ridership | Days | Avg Daily Ridership | Change in Daily Ridership | % Change in Daily Ridership |
|----------|-----------|------|---------------------|-----------|------|---------------------|---------------------------|-----------------------------|
| Weekday  | 670,465   | 23   | 29,151              | 673,001   | 23   | 29,261              | -110                      | -0.4%                       |
| Saturday | 60,629    | 4    | 15,157              | 62,352    | 4    | 15,588              | -431                      | -2.8%                       |
| Sunday   | 44,631    | 4    | 11,158              | 43,028    | 4    | 10,757              | 401                       | 3.7%                        |
| Total    | 775,725   | 31   | 25,023              | 778,381   | 31   | 25,109              | -86                       | -0.3%                       |

FY 2015

FY 2014

|          | Ridership | Days | Avg Daily Ridership | Ridership | Days | Avg Daily Ridership | Change in Daily Ridership | % Change in Daily Ridership |
|----------|-----------|------|---------------------|-----------|------|---------------------|---------------------------|-----------------------------|
| Weekday  | 2,153,261 | 87   | 24,750              | 2,172,608 | 87   | 24,973              | -222                      | -0.9%                       |
| Saturday | 232,883   | 17   | 13,699              | 237,761   | 17   | 13,986              | -287                      | -2.1%                       |
| Sunday   | 190,053   | 19   | 10,003              | 190,550   | 19   | 10,029              | -26                       | -0.3%                       |
| Total    | 2,576,197 | 123  | 20,945              | 2,600,919 | 123  | 21,146              | -201                      | -1.0%                       |

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

## External Factors Affecting Ridership

**Service Days & School Days:** There were the same number of service days in October this year as there were last year. UCSB started classes on October 2<sup>nd</sup>, so there was one less day of UCSB school day ridership. SBCC and the secondary schools were in session the same number of days as last year.

**Weather:** Overall temperatures for October 2014 were about 4° warmer than normal and approximately 6° warmer than October 2013. In October 2013 there were 3 days of light precipitation, while October 2014 was completely dry until the evening of the 31<sup>st</sup>, when more than an inch of rain fell in a few hours.

|        | Weekdays | Saturdays | Sundays | HS + JHS | SBCC | UCSB |
|--------|----------|-----------|---------|----------|------|------|
| Oct-14 | 23       | 4         | 4       | 23       | 23   | 22   |
| Oct-13 | 23       | 4         | 4       | 23       | 23   | 23   |

Source: Gregorian Calendar, SB Area School Districts, SBCC, UCSB. SS = Summer Session

|        | Temperature (°F) | High | Average | Low | Precipitation            |        |
|--------|------------------|------|---------|-----|--------------------------|--------|
| Oct-14 | Maximum          | 96   | 76      | 66  | Weekday: 1.2 in (1 day)  |        |
|        | Mean             | 78   | 66      | 54  | Saturday: 0 in (0 days)  | 1.2 in |
|        | Minimum          | 72   | 61      | 46  | Sunday: 0 in (0 days)    |        |
| Oct-13 | Maximum          | 88   | 67      | 59  | Weekday: 0.4 in (3 days) |        |
|        | Mean             | 72   | 61      | 48  | Saturday: 0 in (0 days)  | 0.4 in |
|        | Minimum          | 66   | 55      | 42  | 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.