



System Ridership Report: September 2014

System-wide ridership was down 1% for the month of September, but while UCSB had 3 days of Fall Quarter classes in September last year, it had no regular classes in September this year. This explains the ridership decreases on Lines 24x and 27. If we take UCSB student ridership out, overall ridership increased 1.4%. While weekday SBCC ridership on Lines 15x & 16 increased more than 6% per day, SBCC ridership system-wide was down, with significantly fewer students riding Lines 2, 4, 5, 17, & 24x – probably partly because of the additional service now available on Lines 15x and 16. Some of the previously cut service was restored to the Crosstown Shuttle in August and ridership on that route increased 42% over September 2013. Line 22 was eliminated in August.

Table A: Ridership Trends by Fare Component

| Fare Categories | Month | | | Fiscal Year to Date | | |
|-------------------------------|----------------|----------------|--------------|---------------------|------------------|--------------|
| | Sep 13 | Sep 14 | %Change | Jul 13 - Sep 13 | Jul 14 - Sep 14 | %Change |
| General Fare | 102,106 | 101,540 | -0.6% | 339,462 | 328,968 | -3.1% |
| Transfers | 57,673 | 57,662 | 0.0% | 184,419 | 175,297 | -4.9% |
| Full Fare Prepaid (1) | 113,195 | 122,879 | 8.6% | 367,593 | 398,043 | 8.3% |
| Santa Barbara City College | 143,913 | 141,773 | -1.5% | 228,037 | 220,363 | -3.4% |
| Senior & Disabled Prepaid (2) | 56,784 | 58,443 | 2.9% | 178,773 | 178,009 | -0.4% |
| Shuttle (DWE & Seaside) | 23,047 | 22,420 | -2.7% | 94,159 | 93,141 | -1.1% |
| UC Santa Barbara | 41,717 | 26,938 | -35.4% | 98,255 | 83,146 | -15.4% |
| Student Prepaid (3) | 61,520 | 66,112 | 7.5% | 160,074 | 170,172 | 6.3% |
| Free | 18,717 | 15,613 | -16.6% | 59,587 | 49,122 | -17.6% |
| My Ride | 10,200 | 9,862 | -3.3% | 41,071 | 38,593 | -6.0% |
| Senior | 15,968 | 16,240 | 1.7% | 47,665 | 46,669 | -2.1% |
| Persons with Disabilities | 3,940 | 3,779 | -4.1% | 13,581 | 11,376 | -16.2% |
| Tokens | 2,825 | 2,373 | -16.0% | 9,862 | 7,573 | -23.2% |
| Total | 651,605 | 645,634 | -0.9% | 1,822,538 | 1,800,472 | -1.2% |

(1) Includes adult 10-Ride and Unlimited 30-Day Passport use.

(2) Includes seniors' and persons with disabilities' 10-Ride and Unlimited 30-Day Passport use.

(3) Includes student 10-Ride and Unlimited 30-Day Passport use.

Table B: Revenue Hours and Revenue Miles

| Metrics | Month | | | Fiscal Year to Date | | |
|-------------------------|---------|---------|---------|---------------------|-----------------|---------|
| | Sep 13 | Sep 14 | %Change | Jul 13 - Sep 13 | Jul 14 - Sep 14 | %Change |
| Passengers | 651,605 | 645,634 | -0.9% | 1,822,538 | 1,800,472 | -1.2% |
| Revenue Hours | 16,489 | 17,218 | 4.4% | 50,262 | 51,051 | 1.6% |
| Passengers per Rev Hour | 39.52 | 37.50 | -5.1% | 36.26 | 35.27 | -2.7% |
| Miles | 212,620 | 219,766 | 3.4% | 628,258 | 636,706 | 1.3% |
| Passengers per Mile | 3.06 | 2.94 | -4.1% | 2.90 | 2.83 | -2.5% |

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

Table C: September 2014 System Ridership

| LINE | Month | | | Fiscal Year to Date | | |
|---|----------------|----------------|--------------|---------------------|------------------|--------------|
| | Sep 13 | Sep 14 | %Change | Jul 13 - Sep 13 | Jul 14 - Sep 14 | %Change |
| 1 West Santa Barbara | 37,386 | 37,637 | 0.7% | 106,278 | 103,452 | -2.7% |
| 2 East Santa Barbara | 58,525 | 59,290 | 1.3% | 170,174 | 164,996 | -3.0% |
| 3 Oak Park | 21,027 | 21,116 | 0.4% | 61,631 | 58,616 | -4.9% |
| 4 Mesa/SBCC | 16,280 | 15,220 | -6.5% | 41,177 | 38,802 | -5.8% |
| 5 Mesa / La Cumbre | 20,528 | 18,704 | -8.9% | 51,808 | 49,816 | -3.8% |
| 6 Goleta | 60,113 | 61,402 | 2.1% | 183,750 | 179,975 | -2.1% |
| 7 County Health / Fairview | 13,330 | 12,792 | -4.0% | 40,708 | 40,399 | -0.8% |
| 8 County Health | 10,557 | 10,472 | -0.8% | 33,976 | 33,085 | -2.6% |
| 9 Calle Real / Old Town Shuttle | 3,402 | 3,149 | -7.4% | 9,536 | 9,170 | -3.8% |
| 10 Cathedral Oaks | 2,391 | 3,125 | 30.7% | 5,833 | 7,485 | 28.3% |
| 11 UCSB | 94,457 | 92,619 | -1.9% | 287,634 | 282,817 | -1.7% |
| 12x Goleta Express | 23,824 | 23,575 | -1.0% | 72,860 | 74,501 | 2.3% |
| 14 Montecito | 9,595 | 8,898 | -7.3% | 28,736 | 26,669 | -7.2% |
| 15x SBCC / UCSB Express | 46,971 | 52,150 | 11.0% | 71,457 | 75,382 | 5.5% |
| 16 City College Shuttle | 18,507 | 22,818 | 23.3% | 24,028 | 29,378 | 22.3% |
| 17 Lower West / SBCC | 20,301 | 18,379 | -9.5% | 57,573 | 53,734 | -6.7% |
| 20 Carpinteria | 30,623 | 30,018 | -2.0% | 96,343 | 92,939 | -3.5% |
| 21x Carpinteria Express | 9,139 | 9,118 | -0.2% | 28,370 | 27,966 | -1.4% |
| 22 Old Mission | 2,169 | - | -100.0% | 6,263 | 3,172 | -49.4% |
| 23 Winchester Canyon | 6,477 | 6,677 | 3.1% | 21,086 | 21,044 | -0.2% |
| 24x UCSB Express | 45,232 | 38,484 | -14.9% | 144,082 | 152,299 | 5.7% |
| 25 Ellwood | 4,443 | 4,731 | 6.5% | 13,454 | 13,895 | 3.3% |
| 27 Isla Vista Shuttle | 13,729 | 9,698 | -29.4% | 30,542 | 27,822 | -8.9% |
| 36 Seaside Shuttle | 6,052 | 6,637 | 9.7% | 17,170 | 19,633 | 14.3% |
| 37 Crosstown Shuttle | 7,140 | 10,110 | 41.6% | 21,292 | 24,884 | 16.9% |
| Booster Services | 29,693 | 31,570 | 6.3% | 37,660 | 36,924 | -2.0% |
| System Subtotal | 611,891 | 608,389 | -0.6% | 1,663,421 | 1,648,855 | -0.9% |
| Downtown Waterfront Shuttles | | | | | | |
| 30 Downtown Shuttle | 27,765 | 26,201 | -5.6% | 115,839 | 109,765 | -5.2% |
| 31 East Beach Waterfront Shuttle | 5,396 | 3,961 | -26.6% | 21,980 | 20,661 | -6.0% |
| 32 West Beach Waterfront Shuttle | 2,444 | 3,186 | 30.4% | 9,303 | 9,408 | 1.1% |
| Coastal Express Limited | | | | | | |
| Coastal Express Limited - Santa Barbara | 2,048 | 1,896 | -7.4% | 5,926 | 5,668 | -4.4% |
| Coastal Express Limited - Goleta | 2,061 | 2,001 | -2.9% | 6,069 | 6,115 | 0.8% |
| Unknown/Miscellaneous | - | - | 0.0% | - | - | 0.0% |
| System Total | 651,605 | 645,634 | -0.9% | 1,822,538 | 1,800,472 | -1.2% |
| Related Routes | | | | | | |
| 20, 21x Carpinteria | 39,762 | 39,136 | -1.6% | 124,713 | 120,905 | -3.1% |
| 1, 2, 37 East/West & Crosstown | 103,051 | 107,037 | 3.9% | 297,744 | 293,332 | -1.5% |
| 4, 5, 15x, 16, 17 Mesa Lines | 122,587 | 127,271 | 3.8% | 246,043 | 247,112 | 0.4% |
| 7, 8, 9 Calle Real | 27,289 | 26,413 | -3.2% | 84,220 | 82,654 | -1.9% |
| 6, 11 State/Hollister | 154,570 | 154,021 | -0.4% | 471,384 | 462,792 | -1.8% |

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: September 2014 - Passengers per Hour

| LINE | Month | | | Fiscal Year to Date | | |
|---|-------------|-------------|--------------|---------------------|-----------------|--------------|
| | Sep 13 | Sep 14 | %Change | Jul 13 - Sep 13 | Jul 14 - Sep 14 | %Change |
| 1 West Santa Barbara | 42.5 | 40.6 | -4.5% | 38.5 | 37.0 | -3.8% |
| 2 East Santa Barbara | 50.5 | 41.8 | -17.2% | 46.9 | 42.0 | -10.3% |
| 3 Oak Park | 32.7 | 32.0 | -2.1% | 30.6 | 29.1 | -4.9% |
| 4 Mesa/SBCC | 43.3 | 39.4 | -9.0% | 34.9 | 32.8 | -6.0% |
| 5 Mesa / La Cumbre | 36.0 | 32.2 | -10.6% | 29.1 | 28.0 | -3.9% |
| 6 Goleta | 37.6 | 38.2 | 1.4% | 37.6 | 36.8 | -2.1% |
| 7 Calle Real / Fairview | 32.6 | 29.8 | -8.7% | 31.8 | 30.8 | -3.0% |
| 8 Calle Real / Turnpike | 34.9 | 33.6 | -3.7% | 35.7 | 34.7 | -2.6% |
| 9 Calle Real / Old Town Shuttle | 16.2 | 14.9 | -8.1% | 15.0 | 14.2 | -5.4% |
| 10 Cathedral Oaks | 19.2 | 23.9 | 24.5% | 14.7 | 18.8 | 28.3% |
| 11 UCSB | 37.1 | 36.1 | -2.7% | 36.6 | 36.0 | -1.7% |
| 12x Goleta Express | 46.1 | 44.5 | -3.5% | 45.8 | 45.4 | -1.0% |
| 14 Montecito | 24.0 | 21.4 | -10.9% | 22.5 | 20.9 | -7.2% |
| 15x SBCC / UCSB Express | 60.3 | 55.6 | -7.8% | 49.0 | 46.3 | -5.4% |
| 16 City College Shuttle | 86.4 | 67.7 | -21.6% | 87.4 | 69.3 | -20.7% |
| 17 Lower West / SBCC | 77.4 | 67.9 | -12.3% | 69.8 | 64.9 | -7.1% |
| 20 Carpinteria | 27.8 | 26.9 | -3.2% | 28.1 | 27.1 | -3.5% |
| 21x Carpinteria Express | 26.5 | 25.3 | -4.7% | 25.7 | 25.3 | -1.4% |
| 22 Old Mission | 16.2 | - | -100.0% | 15.4 | 13.0 | -15.4% |
| 23 Winchester Canyon | 23.7 | 24.2 | 2.4% | 24.9 | 24.8 | -0.4% |
| 24x UCSB Express | 55.3 | 51.3 | -7.4% | 59.7 | 62.2 | 4.3% |
| 25 Ellwood | 35.5 | 36.9 | 3.7% | 34.7 | 35.6 | 2.6% |
| 27 Isla Vista Shuttle | 30.6 | 24.4 | -20.2% | 25.1 | 24.0 | -4.4% |
| 36 Seaside Shuttle | 17.4 | 18.9 | 8.4% | 16.0 | 18.2 | 14.3% |
| 37 Crosstown Shuttle | 21.8 | 19.6 | -9.9% | 20.3 | 19.7 | -2.8% |
| Booster Services | 100.1 | 98.3 | -1.8% | 90.6 | 87.9 | -3.0% |
| <i>System Average</i> | <i>40.2</i> | <i>38.2</i> | <i>-5.1%</i> | <i>36.8</i> | <i>35.9</i> | <i>-2.6%</i> |
| Downtown Waterfront Shuttles | | | | | | |
| 30 Downtown Shuttle | 32.5 | 31.1 | -4.3% | 34.4 | 32.8 | -4.8% |
| 31 East Beach Waterfront Shuttle | 29.9 | 23.6 | -21.1% | 25.8 | 24.4 | -5.3% |
| 32 West Beach Waterfront Shuttle | 28.9 | 33.6 | 16.3% | 23.9 | 23.5 | -1.5% |
| Coastal Express Limited | | | | | | |
| Coastal Express Limited - Santa Barbara | 27.2 | 23.5 | -13.7% | 25.5 | 23.4 | -8.1% |
| Coastal Express Limited - Goleta | 24.2 | 22.3 | -7.5% | 0.7 | 22.4 | 3115.4% |
| Unknown/Miscellaneous | | | | | | |
| | - | - | 0.0% | - | - | 0.0% |
| <i>System Total</i> | <i>39.5</i> | <i>37.5</i> | <i>-5.1%</i> | <i>36.3</i> | <i>35.3</i> | <i>-2.7%</i> |

| Related Routes | | | | | | |
|--------------------------------|------|------|--------|------|------|-------|
| 20, 21x Carpinteria | 27.5 | 26.5 | -3.6% | 27.5 | 26.7 | -3.1% |
| 1, 2, 37 East/West & Crosstown | 43.5 | 37.4 | -14.1% | 40.0 | 36.7 | -8.1% |
| 4, 5, 15x, 16, 17 Mesa Lines | 55.7 | 50.6 | -9.0% | 44.6 | 42.3 | -5.2% |
| 7, 8, 9 Calle Real/Fairview | 29.6 | 27.7 | -6.4% | 29.3 | 28.4 | -3.2% |
| 6, 11 State/Hollister | 37.3 | 36.9 | -1.1% | 37.0 | 36.3 | -1.8% |

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

Table E: September 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 | | |
|-------------------------------------|-------------------------------|------------|------------|---------------|---------------------|-----------------|---------------|
| | | Sep 13 | Sep 14 | %Change | Jul 13 - Sep 13 | Jul 14 - Sep 14 | %Change |
| 1 | West Santa Barbara | 29 | 2 | -93.1% | 37 | 15 | -59.5% |
| 2 | East Santa Barbara | 46 | 14 | -69.6% | 66 | 35 | -47.0% |
| 3 | Oak Park | 6 | 2 | -66.7% | 9 | 7 | -22.2% |
| 4 | Mesa/SBCC | - | 5 | 100.0% | 2 | 10 | 400.0% |
| 5 | Mesa / La Cumbre | 25 | 4 | -84.0% | 49 | 26 | -46.9% |
| 6 | Goleta | 25 | 35 | 40.0% | 90 | 65 | -27.8% |
| 7 | Calle Real / Fairview | 15 | 16 | 6.7% | 132 | 41 | -68.9% |
| 8 | Calle Real / Turnpike | 2 | - | -100.0% | 47 | - | -100.0% |
| 9 | Calle Real / Old Town Shuttle | - | - | 0.0% | 1 | 2 | 100.0% |
| 10 | Cathedral Oaks | - | - | 0.0% | 2 | - | -100.0% |
| 11 | UCSB | 107 | 69 | -35.5% | 281 | 202 | -28.1% |
| 12x | Goleta Express | 10 | 11 | 10.0% | 64 | 52 | -18.8% |
| 14 | Montecito | 4 | 1 | -75.0% | 10 | 5 | -50.0% |
| 15x | SBCC / UCSB Express | 124 | 147 | 18.5% | 167 | 193 | 15.6% |
| 16 | City College Shuttle | 39 | 15 | -61.5% | 66 | 29 | -56.1% |
| 17 | Lower West / SBCC | 6 | 13 | 116.7% | 38 | 26 | -31.6% |
| 20 | Carpinteria | 11 | 20 | 81.8% | 28 | 40 | 42.9% |
| 21x | Carpinteria Express | 2 | 1 | -50.0% | 26 | 4 | -84.6% |
| 22 | Old Mission | - | - | 0.0% | - | - | 0.0% |
| 23 | Winchester Canyon | 10 | - | -100.0% | 16 | 5 | -68.8% |
| 24x | UCSB Express | 46 | 17 | -63.0% | 191 | 251 | 31.4% |
| 25 | Ellwood | 1 | - | -100.0% | 1 | 2 | 100.0% |
| 27 | UCSB Shuttle | 4 | - | -100.0% | 4 | 1 | 100.0% |
| 36 | Seaside Shuttle | - | 2 | 100.0% | 1 | 5 | 400.0% |
| 37 | Crosstown Shuttle | - | 2 | 100.0% | - | 5 | 100.0% |
| | Booster Services | 17 | 59 | 247.1% | 26 | 64 | 146.2% |
| System Subtotal | | 529 | 435 | -17.8% | 1,354 | 1,085 | -19.9% |
| Downtown Waterfront Shuttles | | | | | | | |
| 30 | Downtown Shuttle | 29 | 58 | 100.0% | 317 | 267 | -15.8% |
| 31 | East Beach Waterfront Shuttle | 1 | - | -100.0% | 7 | 5 | -28.6% |
| 32 | West Beach Waterfront Shuttle | - | - | 0.0% | 2 | - | -100.0% |
| Coastal Express Limited | | | | | | | |
| | Santa Barbara | - | - | 0.0% | - | - | 0.0% |
| | Goleta | - | - | 0.0% | - | - | 0.0% |
| Unknown | | - | 1 | 100.0% | - | 2 | 100.0% |
| System Total | | 559 | 494 | -11.6% | 1,680 | 1,359 | -19.1% |

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

Table F: September 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 | | |
|-------------------------------------|------------|------------|---------------|---------------------|-----------------|---------------|
| | Sep 13 | Sep 14 | %Change | Jul 13 - Sep 13 | Jul 14 - Sep 14 | %Change |
| 1 West Santa Barbara | 10 | 2 | -80.0% | 15 | 5 | -66.7% |
| 2 East Santa Barbara | 19 | 9 | -52.6% | 28 | 16 | -42.9% |
| 3 Oak Park | - | 2 | 100.0% | 1 | 4 | 300.0% |
| 4 Mesa/SBCC | 1 | 2 | 100.0% | 7 | 5 | -28.6% |
| 5 Mesa / La Cumbre | 21 | 6 | -71.4% | 40 | 31 | -22.5% |
| 6 Goleta | 10 | 16 | 60.0% | 50 | 36 | -28.0% |
| 7 Calle Real / Fairview | 13 | 5 | -61.5% | 41 | 11 | -73.2% |
| 8 Calle Real / Turnpike | 1 | - | -100.0% | 2 | 5 | 150.0% |
| 9 Calle Real / Old Town Shuttle | 1 | - | -100.0% | 1 | 1 | 0.0% |
| 10 Cathedral Oaks | - | - | 0.0% | - | - | 0.0% |
| 11 UCSB | 34 | 40 | 17.6% | 149 | 119 | -20.1% |
| 12x Goleta Express | 3 | 2 | -33.3% | 32 | 27 | -15.6% |
| 14 Montecito | 1 | - | -100.0% | 2 | 3 | 50.0% |
| 15x SBCC / UCSB Express | 233 | 231 | -0.9% | 320 | 305 | -4.7% |
| 16 City College Shuttle | 25 | 15 | -40.0% | 35 | 17 | -51.4% |
| 17 Lower West / SBCC | 10 | 1 | -90.0% | 32 | 22 | -31.3% |
| 20 Carpinteria | 1 | 5 | 400.0% | 8 | 25 | 212.5% |
| 21x Carpinteria Express | - | - | 0.0% | - | 29 | 100.0% |
| 22 Old Mission | - | - | 0.0% | - | - | 0.0% |
| 23 Winchester Canyon | 4 | - | -100.0% | 19 | 2 | -89.5% |
| 24x UCSB Express | 25 | 9 | -64.0% | 208 | 292 | 40.4% |
| 25 Ellwood | - | - | 0.0% | - | 2 | 100.0% |
| 27 UCSB Shuttle | 5 | - | -100.0% | 5 | - | -100.0% |
| 36 Seaside Shuttle | - | 1 | 100.0% | - | 3 | 100.0% |
| 37 Crosstown Shuttle | 2 | - | -100.0% | 2 | 1 | -50.0% |
| Booster Services | 45 | 22 | -51.1% | 64 | 31 | -51.6% |
| <i>System Subtotal</i> | <i>464</i> | <i>368</i> | <i>-20.7%</i> | <i>1,061</i> | <i>992</i> | <i>-6.5%</i> |
| Downtown Waterfront Shuttles | | | | | | |
| 30 Downtown Shuttle | 63 | 109 | 73.0% | 648 | 437 | -32.6% |
| 31 East Beach Waterfront Shuttle | 7 | - | -100.0% | 30 | 22 | -26.7% |
| 32 West Beach Waterfront Shuttle | 2 | 1 | -50.0% | 6 | 3 | -50.0% |
| Coastal Express Limited | | | | | | |
| Santa Barbara | - | - | 0.0% | - | 1 | 100.0% |
| Goleta | - | - | 0.0% | - | 1 | 100.0% |
| Unknown | 1 | - | -100.0% | 5 | 1 | -80.0% |
| <i>System Total</i> | <i>537</i> | <i>478</i> | <i>-11.0%</i> | <i>1,750</i> | <i>1,457</i> | <i>-16.7%</i> |

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

Table G: September 2014 – Bicycles Carried

| LINE | Month | | | Fiscal Year to Date | | |
|-------------------------------------|---------------|---------------|---------------|---------------------|-----------------|---------------|
| | Sep 13 | Sep 14 | %Change | Jul 13 - Sep 13 | Jul 14 - Sep 14 | %Change |
| 1 West Santa Barbara | 291 | 217 | -25.4% | 765 | 551 | -28.0% |
| 2 East Santa Barbara | 635 | 645 | 1.6% | 1,920 | 1,831 | -4.6% |
| 3 Oak Park | 200 | 221 | 10.5% | 565 | 553 | -2.1% |
| 4 Mesa/SBCC | 212 | 349 | 64.6% | 508 | 690 | 35.8% |
| 5 Mesa / La Cumbre | 448 | 300 | -33.0% | 1,174 | 935 | -20.4% |
| 6 Goleta | 1,489 | 1,504 | 1.0% | 4,889 | 4,526 | -7.4% |
| 7 Calle Real / Fairview | 325 | 198 | -39.1% | 849 | 800 | -5.8% |
| 8 Calle Real / Turnpike | 190 | 218 | 14.7% | 610 | 638 | 4.6% |
| 9 Calle Real / Old Town Shuttle | 37 | 31 | -16.2% | 121 | 98 | -19.0% |
| 10 Cathedral Oaks | 47 | 69 | 46.8% | 112 | 180 | 60.7% |
| 11 UCSB | 2,236 | 2,282 | 2.1% | 6,801 | 6,509 | -4.3% |
| 12x Goleta Express | 818 | 868 | 6.1% | 2,220 | 2,357 | 6.2% |
| 14 Montecito | 155 | 147 | -5.2% | 486 | 534 | 9.9% |
| 15x SBCC / UCSB Express | 527 | 667 | 26.6% | 866 | 1,038 | 19.9% |
| 16 City College Shuttle | 164 | 226 | 37.8% | 204 | 284 | 39.2% |
| 17 Lower West / SBCC | 137 | 200 | 46.0% | 394 | 499 | 26.6% |
| 20 Carpinteria | 698 | 701 | 0.4% | 2,099 | 2,349 | 11.9% |
| 21x Carpinteria Express | 224 | 281 | 25.4% | 663 | 772 | 16.4% |
| 22 Old Mission | 46 | - | -100.0% | 150 | 101 | -32.7% |
| 23 Winchester Canyon | 114 | 81 | -28.9% | 298 | 207 | -30.5% |
| 24x UCSB Express | 1,168 | 1,135 | -2.8% | 3,424 | 3,416 | -0.2% |
| 25 Ellwood | 120 | 109 | -9.2% | 348 | 277 | -20.4% |
| 27 UCSB Shuttle | 119 | 105 | -11.8% | 293 | 306 | 4.4% |
| 36 Seaside Shuttle* | - | - | N/A | - | - | N/A |
| 37 Crosstown Shuttle* | - | - | N/A | - | - | N/A |
| Booster services | 24 | 52 | 116.7% | 33 | 65 | 97.0% |
| System Subtotal | 10,424 | 10,606 | 1.7% | 29,792 | 29,516 | -0.9% |
| 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 | 32 | 3 | -90.6% | 57 | 15 | -73.7% |
| Goleta | 31 | 137 | 341.9% | 75 | 234 | 212.0% |
| Unknown | 29 | 14 | -51.7% | 73 | 45 | -38.4% |
| System Total | 10,516 | 10,760 | 2.3% | 29,997 | 29,810 | -0.6% |

* The electric shuttles cannot carry bicycles.

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

Table H: September 2014 – Wheelchairs Boarded

| LINE | Month | | | Fiscal Year to Date | | |
|-------------------------------------|--------------|--------------|--------------|---------------------|-----------------|-------------|
| | Sep 13 | Sep 14 | %Change | Jul 13 - Sep 13 | Jul 14 - Sep 14 | %Change |
| 1 West Santa Barbara | 66 | 79 | 19.7% | 281 | 263 | -6.4% |
| 2 East Santa Barbara | 154 | 255 | 65.6% | 532 | 661 | 24.2% |
| 3 Oak Park | 113 | 137 | 21.2% | 473 | 343 | -27.5% |
| 4 Mesa/SBCC | 3 | 58 | 1833.3% | 18 | 120 | 566.7% |
| 5 Mesa / La Cumbre | 95 | 89 | -6.3% | 270 | 348 | 28.9% |
| 6 Goleta | 175 | 233 | 33.1% | 596 | 769 | 29.0% |
| 7 Calle Real / Fairview | 99 | 69 | -30.3% | 279 | 212 | -24.0% |
| 8 Calle Real / Turnpike | 86 | 61 | -29.1% | 254 | 173 | -31.9% |
| 9 Calle Real / Old Town Shuttle | 19 | 14 | -26.3% | 41 | 63 | 53.7% |
| 10 Cathedral Oaks | - | 4 | 100.0% | - | 6 | 100.0% |
| 11 UCSB | 196 | 270 | 37.8% | 748 | 870 | 16.3% |
| 12x Goleta Express | 54 | 77 | 42.6% | 184 | 238 | 29.3% |
| 14 Montecito | 34 | 26 | -23.5% | 99 | 99 | 0.0% |
| 15x SBCC / UCSB Express | 4 | 8 | 100.0% | 15 | 15 | 0.0% |
| 16 City College Shuttle | 14 | 48 | 242.9% | 19 | 82 | 331.6% |
| 17 Lower West / SBCC | 23 | 32 | 39.1% | 49 | 81 | 65.3% |
| 20 Carpinteria | 157 | 78 | -50.3% | 538 | 300 | -44.2% |
| 21x Carpinteria Express | 33 | 24 | -27.3% | 101 | 45 | -55.4% |
| 22 Old Mission | 1 | - | -100.0% | 2 | - | -100.0% |
| 23 Winchester Canyon | 23 | 12 | -47.8% | 57 | 46 | -19.3% |
| 24x UCSB Express | 16 | 16 | 0.0% | 61 | 42 | -31.1% |
| 25 Ellwood | 27 | 17 | -37.0% | 73 | 57 | -21.9% |
| 27 UCSB Shuttle | 5 | 5 | 0.0% | 14 | 24 | 71.4% |
| 36 Seaside Shuttle | 6 | 3 | -50.0% | 9 | 21 | 133.3% |
| 37 Crosstown Shuttle | 7 | 8 | 14.3% | 30 | 26 | -13.3% |
| Booster Services | 1 | 2 | 100.0% | 1 | 2 | 100.0% |
| <i>System Subtotal</i> | <i>1,411</i> | <i>1,625</i> | <i>15.2%</i> | <i>4,744</i> | <i>4,906</i> | <i>3.4%</i> |
| Downtown Waterfront Shuttles | | | | | | |
| 30 Downtown Shuttle | 72 | 57 | -20.8% | 296 | 238 | -19.6% |
| 31 East Beach Waterfront Shuttle | 11 | 3 | -72.7% | 45 | 22 | -51.1% |
| 32 West Beach Waterfront Shuttle | 10 | 7 | -30.0% | 16 | 18 | 12.5% |
| Coastal Express Limited | | | | | | |
| Santa Barbara | - | - | 0.0% | - | 1 | 100.0% |
| Goleta | - | - | 0.0% | - | 4 | 100.0% |
| Unknown | 3 | - | -100.0% | 9 | 6 | -33.3% |
| <i>System Total</i> | <i>1,507</i> | <i>1,692</i> | <i>12.3%</i> | <i>5,110</i> | <i>5,195</i> | <i>1.7%</i> |

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

Table I: Ridership by Day Type

September 2013

September 2014

| | Ridership | Days | Avg Daily Ridership | Ridership | Days | Avg Daily Ridership | Change in Daily Ridership | % Change in Daily Ridership |
|----------|-----------|------|---------------------|-----------|------|---------------------|---------------------------|-----------------------------|
| Weekday | 536,986 | 20 | 26,849 | 546,039 | 21 | 26,002 | -847 | -3.2% |
| Saturday | 54,067 | 4 | 13,517 | 52,108 | 4 | 13,027 | -490 | -3.6% |
| Sunday | 60,552 | 6 | 10,092 | 47,487 | 5 | 9,497 | -595 | -5.9% |
| Total | 651,605 | 30 | 21,720 | 645,634 | 30 | 21,521 | -199 | -0.9% |

FY 2014

FY 2015

| | Ridership | Days | Avg Daily Ridership | Ridership | Days | Avg Daily Ridership | Change in Daily Ridership | % Change in Daily Ridership |
|----------|-----------|------|---------------------|-----------|------|---------------------|---------------------------|-----------------------------|
| Weekday | 1,499,607 | 64 | 23,431 | 1,482,796 | 64 | 23,169 | -263 | -1.1% |
| Saturday | 175,409 | 13 | 13,493 | 172,254 | 13 | 13,250 | -243 | -1.8% |
| Sunday | 147,522 | 15 | 9,835 | 145,422 | 15 | 9,695 | -140 | -1.4% |
| Total | 1,822,538 | 92 | 19,810 | 1,800,472 | 92 | 19,570 | -240 | -1.2% |

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

External Factors Affecting Ridership

Service Days & School Days: There was one more weekday and one less Sunday in September 2014 than in September 2013. There were the same number of Saturday service days. Secondary schools and SBCC had one less class day in September this year, while UCSB was in summer session the same number of days, but had no regular class days in September this year.

Weather: Overall temperatures for September 2014 were about 4° warmer than normal and anywhere from 3-11° warmer than September 2013. There was no precipitation in September either year.

| | Weekdays | Saturdays | Sundays | HS + JHS | SBCC | UCSB |
|--------|----------|-----------|---------|----------|------|---------|
| Sep-14 | 21 | 4 | 5 | 21 | 21 | 9ss |
| Sep-13 | 20 | 4 | 6 | 20 | 20 | 9ss + 3 |

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

| | Temperature (°F) | High | Average | Low | Precipitation | |
|--------|------------------|------|---------|-----|-------------------------|------|
| Sep-14 | Maximum | 99 | 85 | 70 | Weekday: 0 in (0 days) | |
| | Mean | 80 | 69 | 59 | Saturday: 0 in (0 days) | 0 in |
| | Minimum | 73 | 64 | 51 | Sunday: 0 in (0 days) | |
| Sep-13 | Maximum | 88 | 76 | 67 | Weekday: 0 in (0 days) | |
| | Mean | 78 | 67 | 56 | Saturday: 0 in (0 days) | 0 in |
| | Minimum | 67 | 61 | 48 | Sunday: 0 in (0 days) | |

Source: www.wunderground.com

Addendum: Data Source Documentation

GFI Genfare data is taken directly from the electronic farebox system on each MTD vehicle so equipped. In general, GFI data has not been verified, modified, adjusted, added, or removed since being captured at the time of the driver/passenger transaction. GFI data is considered raw data.

Passdat program accuracy is determined by the amount of GFI farebox data that remains unchanged as compared to Trapeze Run and Trip templates for the evaluation time period. Both human and mechanical errors influence the need to make manual adjustments. These corrections are defined and determined by evaluation of historical and experiential ridership patterns.