



RIDERSHIP & PERFORMANCE REPORT

For the Fiscal Year July 2014 – June 2015



EXECUTIVE SUMMARY

This annual report provides information about system performance and ridership for the most recent fiscal year with similar information from prior fiscal years for comparison.

While MTD has experienced several years of ridership decline (and the most recent fiscal year was no exception), MTD still out-performs almost every other transit agency of similar size in the State of California. Some of the drop in ridership can be attributed to the economic climate, but several changes intended to address reliability and capacity issues were implemented during the year, and staff expects the positive effects of those changes to build into the future.

Year over year, ridership in FY 2014-15 was down 1.8% from FY 2013-14, while revenue hours grew 2.7%, resulting in a 4.5% reduction in passengers per hour for the year. Longer term,

ridership in FY 2014-15 was down 2.9% from FY 2010-11 while revenue hours operated decreased 1.8%, resulting in a 1.1% decrease in passengers per hour over the past 5 fiscal years.

BACKGROUND

The effects of the economic downturn that began in 2008 continued through 2012; fuel prices were high, sales tax revenues were low, and Redevelopment Agency (RDA) funding was eliminated, all of which necessitated that MTD make a series of service cuts in fiscal years 2011-12 and 2012-13. At the same time, more people were turning to transit – perhaps as a way to save money – and ridership was trending upward. Since 2012, the economy has improved and MTD has been able to restore some service, but ridership has declined for the past 3 fiscal years. Staff believes that lower fuel prices may have induced some people to return to driving. Rising housing prices and the extremely tight rental market may also be prompting some lower- and middle-income people to move out of the District. Other contributing factors could be increased traffic congestion, which created schedule adherence issues and a perception of unreliability, and (despite a slight decrease in enrollment at SBCC) capacity constraints on lines serving the campuses.

Summarized below are the service changes that were implemented in fiscal years 2012 through 2014:

- 2011-12: 3.5% service reduction. Hours were reduced on Lines 1, 2, 3, 9, 27, 37, & booster routes. Valley Express inter-regional service was eliminated and Coastal Express Limited service was initiated.
- 2012-13: 2.0% service reduction. Hours were reduced on Lines 3, 9, 36, & 37. Lines 6, 11, 23, & 25 were restructured. The Commuter Lot Shuttle was eliminated. Shuttle fares were increased.
- 2013-14: 1.0% service increase. Hours were added on Lines 6 & 11, 12x, 15x, 24x and DWE. Hours on Lines 23 & 25 were reduced.

FY 2014-15 SERVICE CHANGES

In Fiscal Year 2014-15, MTD made several service changes that were intended to address reliability and capacity issues:

- An additional bus was deployed on Lines 1 & 2 on weekday mornings giving all drivers more time to complete their trips. The public schedule was not changed,

- On weekends, a bus was added to Lines 1 & 2 to improve headways from 25 minutes to about 20 minutes.
- Line 15x was re-routed out of interior Isla Vista to save time and maintain headways, and buses that used to be on layovers were put into service in the evenings. New articulated buses were deployed on Line 15x in January.
- An additional bus on Line 16 in the afternoons reduced headways from 30 minutes to 20 minutes, adding needed capacity.
- Weekday evening schedules on Lines 23, 25, and 36 (Seaside Shuttle) were adjusted to give them more time for each trip.
- An additional bus on Line 37 (Crosstown Shuttle) at peak commute times reduced headways and gave the drivers more time to complete each trip.

In addition to the changes mentioned above, in December 2014, Line 3 was extended on weekdays to serve the new Sansum Clinic on Foothill Road, Line 22 was eliminated in August 2014, and the Coastal Express Limited ceased operation in June 2015. In totality, the service changes resulted in a net 2.7% increase in revenue hours.

Outcomes of these changes have been generally positive. Lines 1 & 2 are no longer routinely missing trips, and passengers are better able to make connections to other routes at the Transit Center. Passengers who go to Sansum have been grateful for the added Line 3 service and residents of the nearby neighborhoods have begun using the bus more often too. The articulated buses are accommodating passenger loads on Line 15x without undue crowding and without leaving passengers behind. Ridership on Line 15x from SBCC in the evenings has increased with the new service. The additional bus on Line 16 is well-used and it has relieved some of the load pressure from other routes such as Line 5 and Line 17. There have been very few complaints about the loss of Line 22. The adjustments on Lines 23, 25, & 36 seem to be working well to keep those buses on schedule and ridership increased on Line 36. Crosstown Shuttle ridership has increased significantly in response to the improved schedule and buses are running more on time. Staff is pleased with these results and believes that passenger confidence in the system is gradually rebounding.

The charts and tables on the following pages provide detailed information about MTD's performance and ridership for the most recent five-year period.

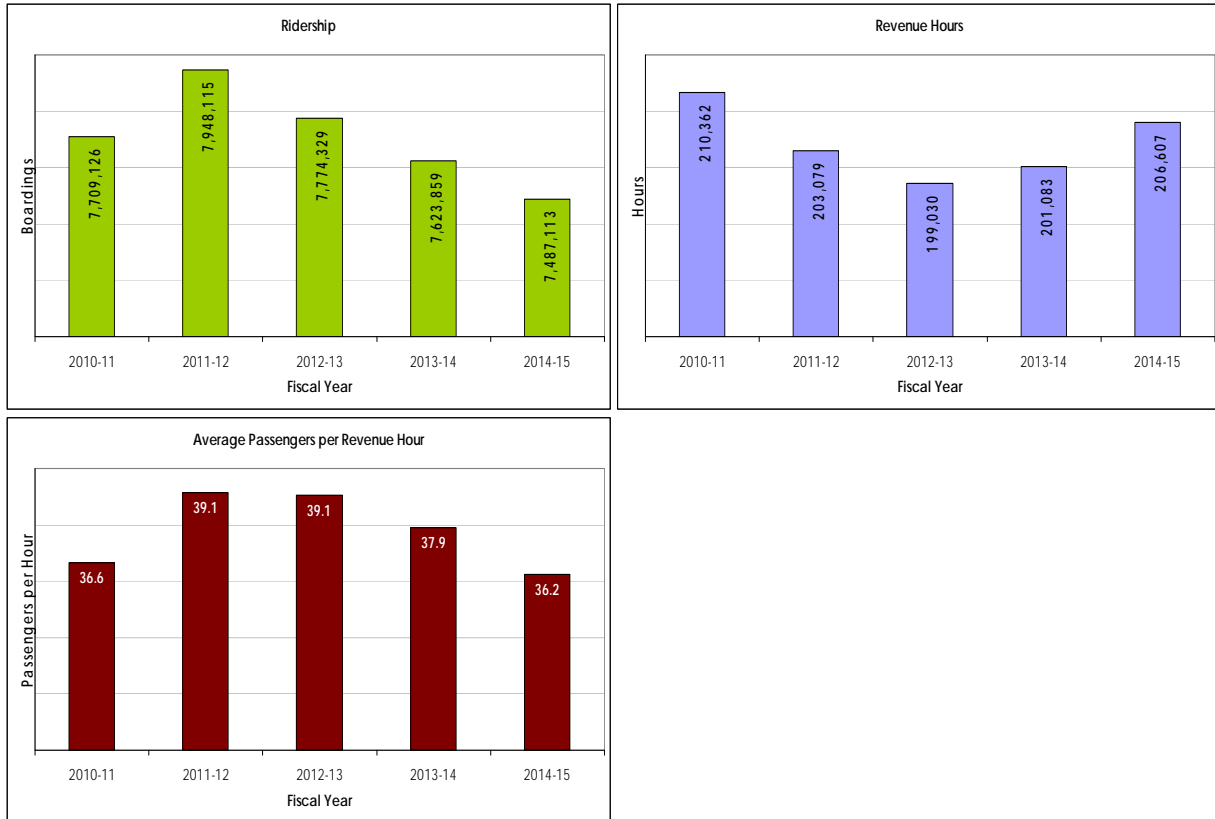
As always, staff will continue to monitor the data, review MTD routes and schedules, and suggest service modifications as appropriate. Staff looks forward to the implementation of the new AIM system and the availability of additional data that will enable more detailed analyses.

Table 1: Systemwide Ridership & Performance

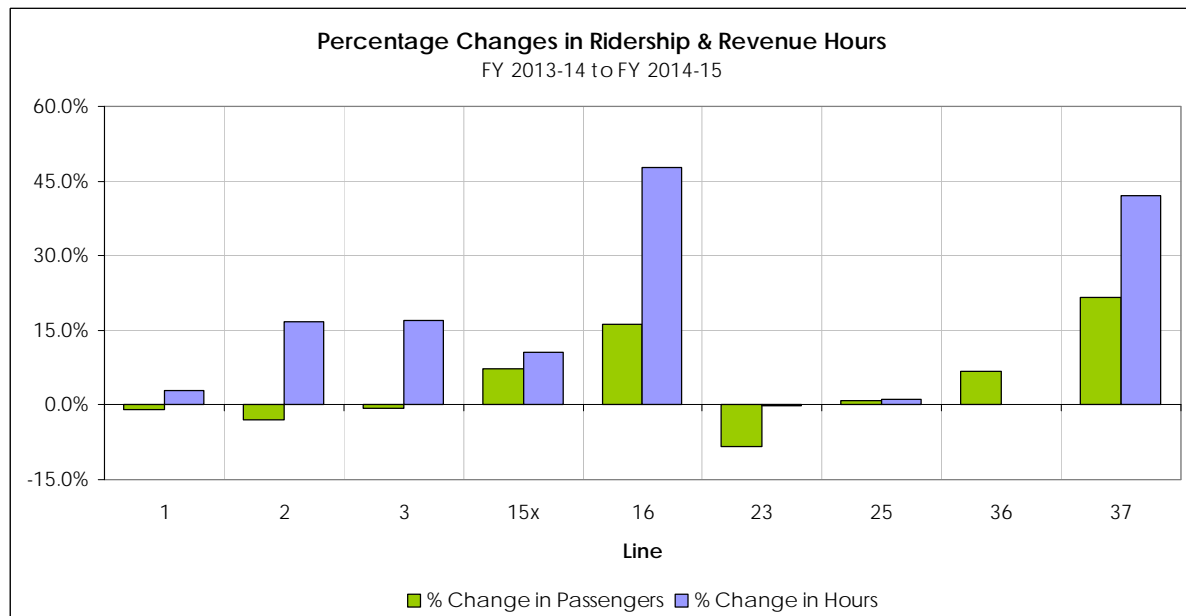
PERFORMANCE INDICATORS	FY 2010-11	FY 2011-12	FY 2012-13	FY 2013-14	FY 2014-15	Five-year Change FY 2011 - FY 2015	
Total Passengers	7,709,126	7,948,114	7,774,289	7,623,859	7,487,113	(222,013)	-2.9%
Week day Passengers	6,420,978	6,571,512	6,424,113	6,308,856	6,210,081	(210,897)	-3.3%
Saturday Passengers	731,337	775,220	762,325	744,555	724,318	(7,019)	-1.0%
Sunday Passengers	556,811	601,382	587,851	570,448	552,714	(4,097)	-0.7%
Total Revenue Hours	210,362	203,079	199,030	201,083	206,607	(3,756)	-1.8%
Week day Hours	171,600	164,271	158,254	159,785	165,379	(6,222)	-3.6%
Saturday Hours	20,568	20,840	21,627	21,960	22,002	1,434	7.0%
Sunday Hours	18,195	17,967	19,149	19,338	19,226	1,032	5.7%
Total Revenue Miles	2,630,098	2,583,400	2,513,127	2,556,497	2,577,324	(52,774)	-2.0%
Week day Miles	2,165,755	2,118,634	2,042,489	2,078,187	2,110,002	(55,753)	-2.6%
Saturday Miles	254,315	256,116	256,022	260,811	256,714	2,398	0.9%
Sunday Miles	210,028	208,650	214,616	217,498	210,609	580	0.3%
Passengers per Revenue Hour	36.6	39.1	39.1	37.9	36.2	(0.4)	-1.1%
Week day Passengers per Hour	37.4	40.0	40.6	39.5	37.6	0.1	0.4%
Saturday Passengers per Hour	35.6	37.2	35.2	33.9	32.9	(2.6)	-7.4%
Sunday Passengers per Hour	30.6	33.5	30.7	29.5	28.7	(1.9)	-6.1%
Passengers per Revenue Mile	2.9	3.1	3.1	3.0	2.9	(0.0)	-0.9%
Week day Passengers per Mile	3.0	3.1	3.1	3.0	2.9	(0.0)	-0.7%
Saturday Passengers per Mile	2.9	3.0	3.0	2.9	2.8	(0.1)	-1.9%
Sunday Passengers per Mile	2.7	2.9	2.7	2.6	2.6	(0.0)	-1.0%
Total Fare Revenue*	\$ 8,149,358	\$ 8,136,841	\$ 8,082,232	\$ 8,140,153	\$ 8,374,757	\$ 225,399	2.8%
Operating Cost (not including depreciation)*	\$ 22,765,997	\$ 22,248,845	\$ 22,597,766	\$ 22,825,241	\$ 23,104,328	\$ 338,331	1.5%
Operating Cost per Revenue Hour*	\$ 108.22	\$ 109.56	\$ 113.54	\$ 113.51	\$ 111.83	\$ 3.60	3.3%
Farebox Ratio*	35.8%	36.6%	35.8%	35.7%	36.2%	0.5%	1.3%

* FY 2015 figures are estimates

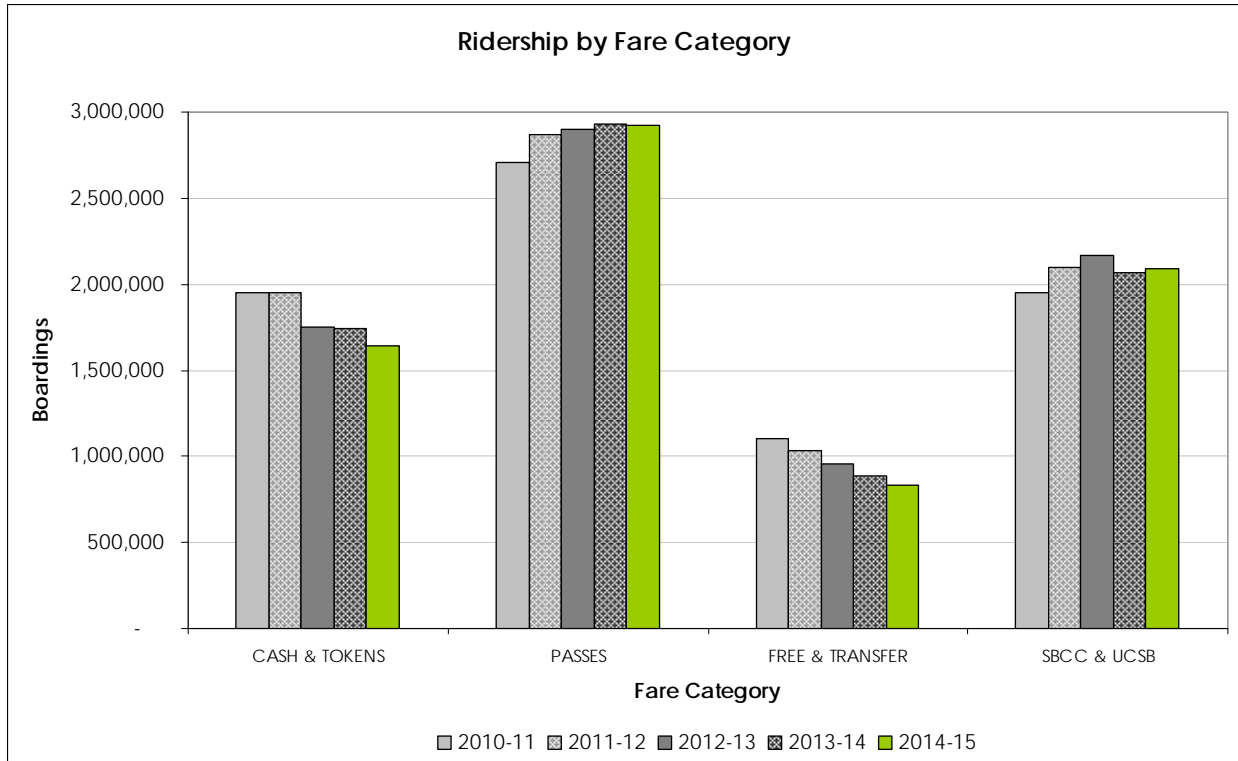
Table 1 shows that compared to FY 2011, FY 2015 ridership decreased 2.9%, revenue hours decreased 1.8%, and passengers per hour decreased 1.1%. Compared to FY 2014, system-wide ridership decreased 1.8%, revenue hours operated increased 2.7%, and passengers per revenue hour decreased 4.4% in FY 2015.



The charts above depict system-wide ridership, revenue hours, and passengers per revenue hour for the past five years.



This chart highlights changes in metrics for the routes that were affected by the FY 2014-15 service changes, as discussed above. Line by line detail is in Table 5 on page 12.



The chart above shows ridership by Fare Category. Generally, pass usage (including K-12 students) has been increasing while cash fare payments are declining. Table 2 on the next page provides details for the past five years.

- The increase in Shuttle fares in FY 2012-13 caused shuttle ridership to plummet. With that fare adjustment, new half-price Senior and Disabled shuttle fares were created. Most of the increase in Senior cash ridership is on the Downtown-Waterfront Shuttle, partly because many of the visiting cruise ship passengers pay a Senior fare.
- The decrease in Disabled cash fares may be related to MTD's recently revised qualification process.
- The increase in Student Prepaid fares may be due in part to increasingly large numbers of international students, many of whom are high school age or even younger.
- Free rides are down 40% from FY 2010-11 with the greatest numeric declines on Lines 1 & 2 and the greatest percentage declines on Lines 9 & 23. Eighteen percent fewer Transfers were used in FY 2014-15 than in FY 2010-11. The largest numeric decreases were on Lines 1, 2, & 3, while the greatest percentage declines were on Lines 9, 27, & 37.

TABLE 2: Ridership by Fare Category

Fare Category	Abbreviation	FY 2010-11	FY 2011-12	FY 2012-13	FY 2013-14	FY 2014-15
General Fare	FULL	1,270,598	1,252,200	1,214,174	1,198,775	1,144,189
Tokens	TOKE	29,957	33,839	38,716	33,188	27,903
Full Fare Prepaid (1)	FFPP	1,346,257	1,456,553	1,400,614	1,381,951	1,375,455
Student Prepaid (2)	STPP	603,425	611,455	676,799	736,683	736,607
Senior	SRCA	101,610	100,139	150,551	183,022	169,485
Mobility	DICA	44,248	44,298	59,514	47,780	43,453
Senior & Mobility Prepaid (3)	SDPP	655,376	694,110	688,383	691,095	693,320
Transfers	TRAN	793,998	746,081	713,416	676,363	649,000
Free	FREE	309,975	286,138	239,979	210,383	180,917
Shuttle (DWE & Seaside)	SHUT	504,003	517,450	290,474	277,348	258,429
My Ride & Brooks	SUPR	102,190	109,440	135,577	122,609	118,283
UC Santa Barbara	UCSB	846,989	885,593	980,545	956,408	1,030,302
Santa Barbara City College	SBCC	1,100,500	1,210,819	1,185,587	1,108,255	1,059,770
TOTAL		7,709,126	7,948,115	7,774,329	7,623,859	7,487,113

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

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

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

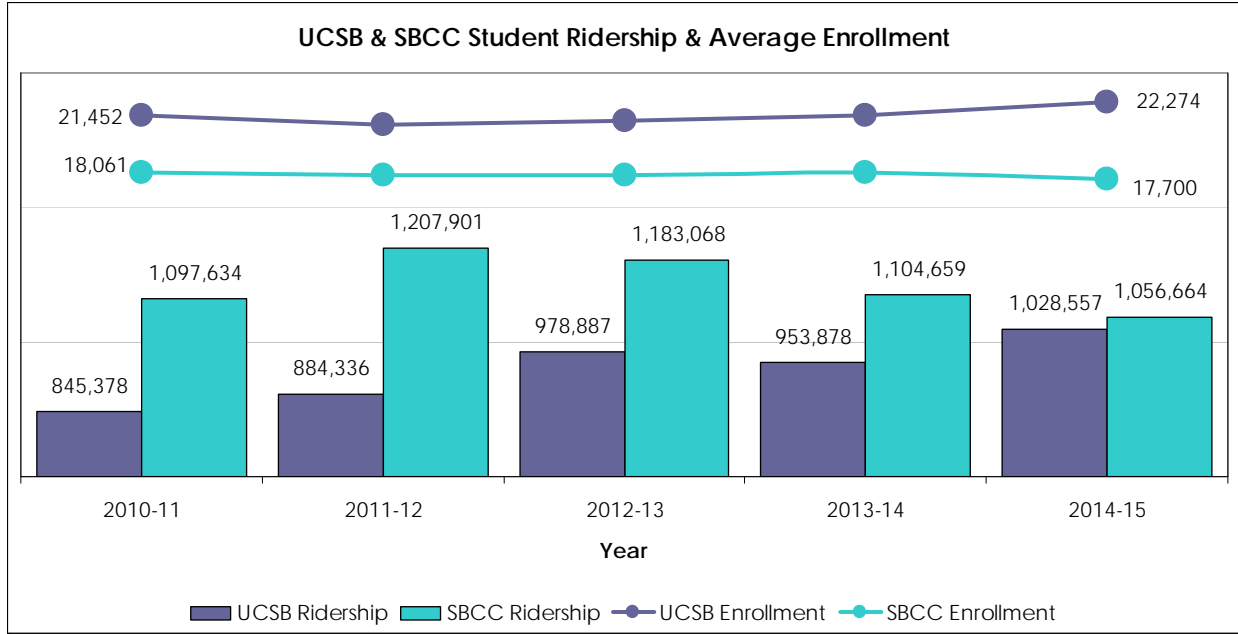
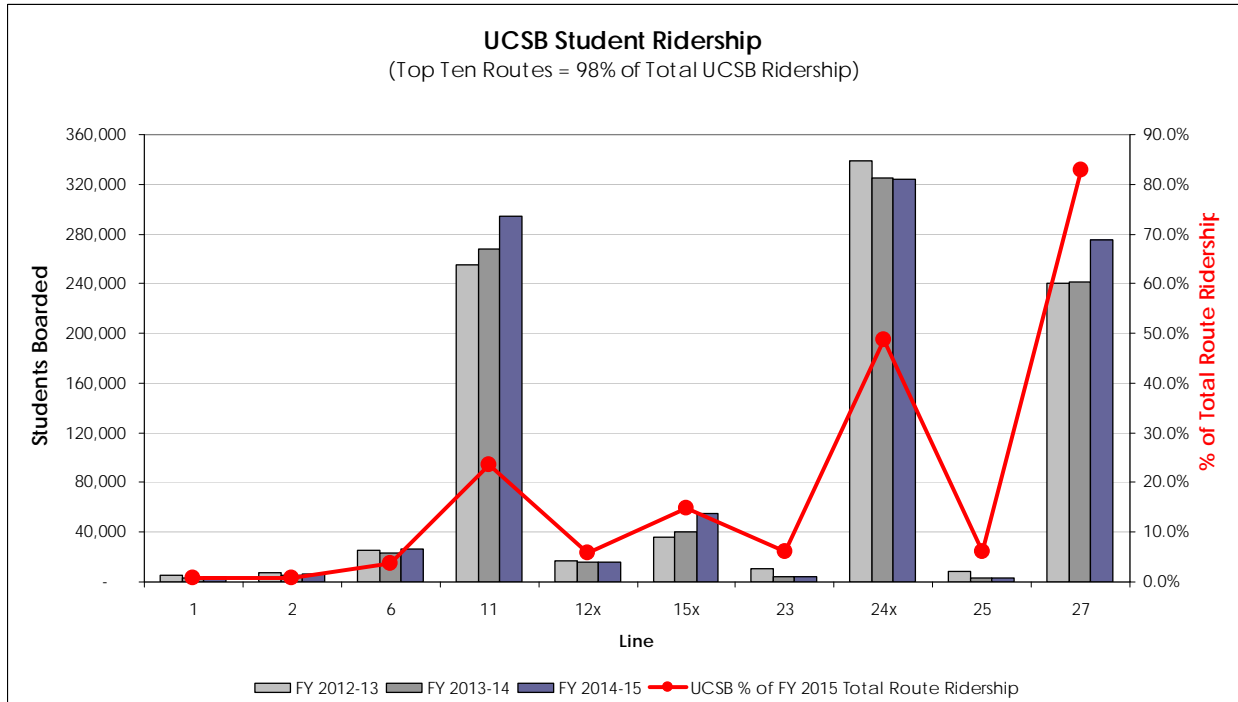
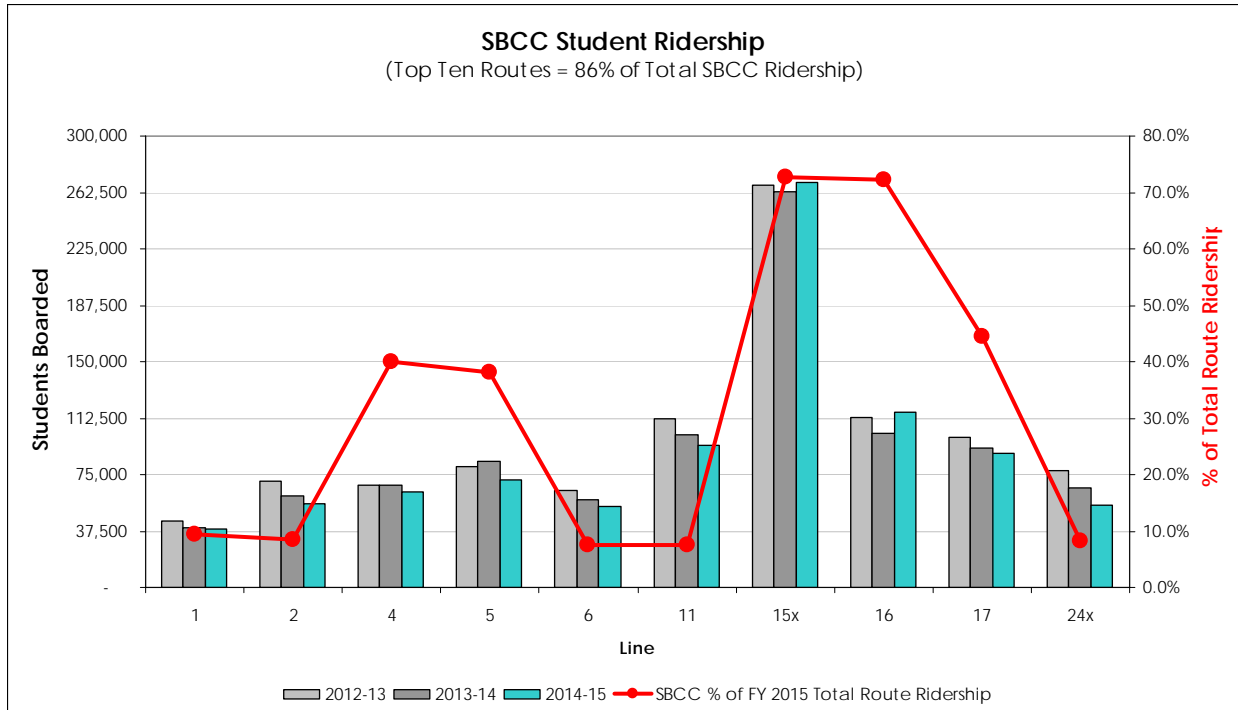
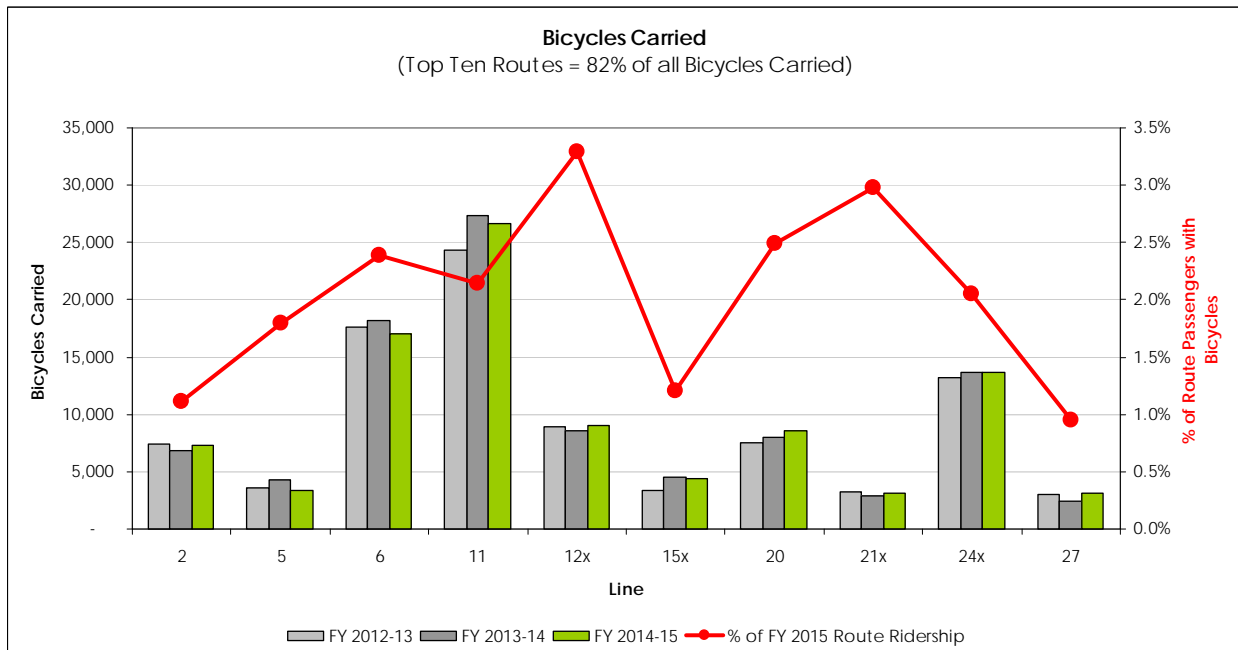
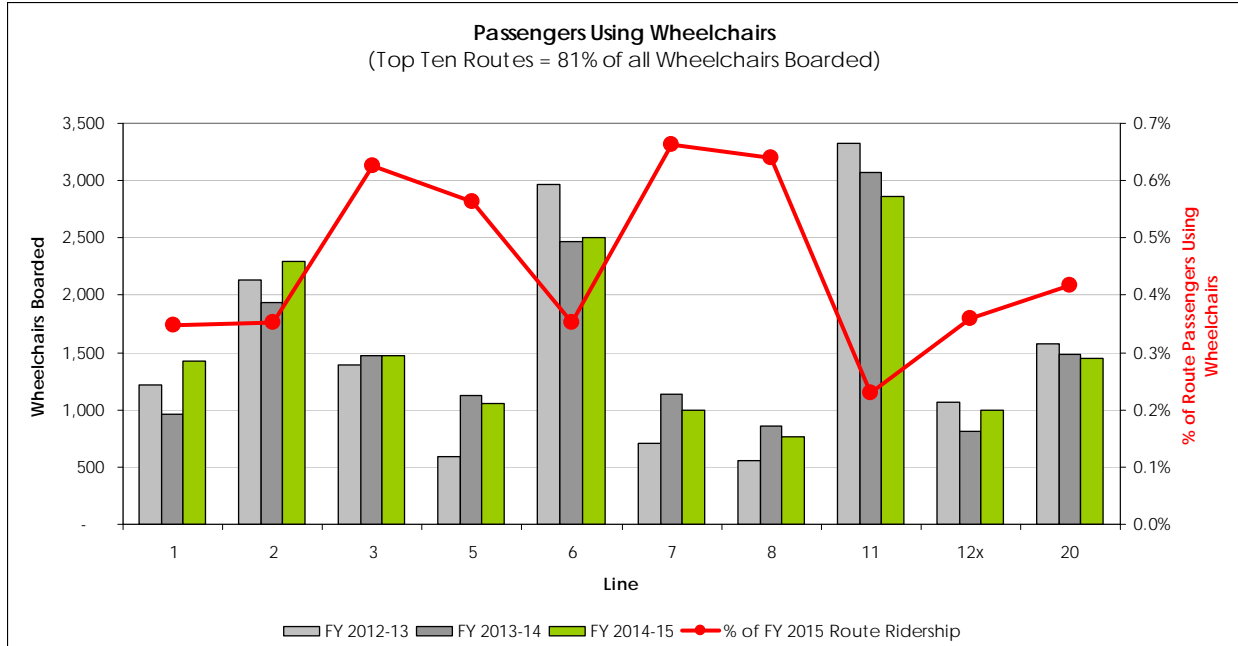


TABLE 3: SBCC & UCSB Ridership by Line

LINE	SBCC					UCSB				
	2010-11	2011-12	2012-13	2013-14	2014-15	2010-11	2011-12	2012-13	2013-14	2014-15
1	53,355	43,229	44,226	40,108	38,625	4,511	4,818	4,768	2,873	3,747
2	75,124	75,610	70,788	60,531	55,751	6,800	9,563	7,828	5,710	5,855
3	32,873	26,051	25,136	22,647	24,493	3,830	3,411	3,132	2,463	1,979
4	67,745	71,973	67,941	67,804	63,580	1,931	3,386	3,103	2,569	1,753
5	82,192	89,401	80,293	83,939	71,608	2,917	3,539	7,761	3,713	2,761
6	69,066	72,094	64,851	58,553	53,941	15,617	18,113	25,311	23,724	26,017
7	12,952	13,912	14,182	12,162	11,487	1,648	1,403	1,773	1,080	963
8	12,185	11,257	10,671	9,721	9,362	1,204	887	919	686	526
9	6,919	3,636	3,012	2,385	2,277	6,788	2,382	2,080	2,210	1,423
10	3,325	3,350	2,713	2,492	2,236	467	630	914	1,080	1,031
11	91,909	100,791	112,380	101,239	94,622	92,987	95,217	255,441	267,938	294,182
12x	30,355	34,450	34,413	28,887	23,607	15,175	14,398	17,005	15,882	15,780
14	9,944	12,320	8,379	8,439	8,926	700	1,147	1,226	765	837
15x	191,540	246,394	267,282	262,804	268,794	28,432	31,116	36,312	39,732	54,854
16	103,907	128,679	112,739	102,264	116,129	515	1,193	2,687	1,096	2,479
17	105,324	101,387	99,290	92,521	89,041	2,959	6,671	3,479	2,119	1,768
20	34,815	34,250	36,190	33,984	26,771	3,149	4,667	3,018	3,262	2,744
21x	11,763	13,278	13,125	12,671	9,536	907	1,328	1,477	1,240	955
22	2,534	3,102	2,522	2,730	123	1,028	845	795	642	39
23	15,755	19,143	6,961	5,645	5,358	90,179	97,707	11,041	4,248	4,572
24x	47,893	64,151	77,740	66,385	54,792	292,279	316,602	339,077	324,895	324,240
25	8,957	11,077	5,230	5,687	5,589	46,419	50,563	8,300	3,700	3,465
27	13,397	13,811	16,015	15,769	12,929	222,862	213,699	240,602	241,564	275,675
36	232	206	535	714	506	22	9	40	40	28
37	13,573	14,349	6,454	4,578	6,581	2,052	1,042	798	647	884
Total	1,097,634	1,207,901	1,183,068	1,104,659	1,056,664	845,378	884,336	978,887	953,878	1,028,557



SBCC & UCSB students comprise 28% of total MTD ridership. The charts above depict the ten routes carrying the largest number of SBCC and UCSB students, respectively. The red line represents the percentage of all passengers on the route who are students. SBCC student ridership is dispersed more widely through the system than UCSB student ridership, which is concentrated on a few routes that serve the UCSB campus. Detailed student ridership numbers for all routes over the past 5 years are listed in Table 3 on page 8.



The charts above depict the ten routes carrying the largest numbers of wheelchairs and bicycles, respectively. The red line represents the percentage of all passengers on the route who board with a bike or wheelchair. Line 7 has the highest proportion of wheelchair-using passengers, but they still make up less than 1% of total ridership on that route, and even Line 7 averages less than one wheelchair per trip. While Line 11 carries the greatest number of bicycles, Line 12x has the highest percentage of bike-bringing passengers. Detailed numbers for all routes over the past 5 years are presented in Table 4 on the next page.

TABLE 4: Wheelchair & Bicycle Boardings by Line

LINE	Wheelchairs					Bicycles				
	FY 2010-11	FY 2011-12	FY 2012-13	FY 2013-14	FY 2014-15	FY 2010-11	FY 2011-12	FY 2012-13	FY 2013-14	FY 2014-15
1	1,409	1,334	1,221	965	1,428	2,522	2,407	2,588	2,752	2,531
2	2,440	2,202	2,138	1,932	2,296	6,292	7,532	7,373	6,798	7,262
3	1,479	1,279	1,392	1,477	1,473	3,185	3,119	2,401	2,035	2,294
4	278	189	118	93	366	2,186	3,042	2,349	2,395	2,438
5	812	858	588	1,122	1,058	3,601	3,252	3,613	4,277	3,383
6	3,419	3,539	2,962	2,465	2,503	17,115	17,039	17,671	18,156	17,005
7	606	661	706	1,141	1,000	3,281	2,629	2,910	3,328	3,051
8	653	582	561	859	760	2,645	1,906	2,000	2,507	2,308
9	644	299	337	162	202	653	394	453	483	465
10	9	177	71	11	19	634	634	616	838	796
11	2,967	3,145	3,327	3,074	2,867	22,514	23,187	24,322	27,343	26,657
12x	1,301	1,230	1,063	808	992	7,373	8,178	8,872	8,614	9,080
14	278	264	219	383	345	2,407	2,295	1,694	2,032	1,863
15x	112	205	68	35	33	3,994	3,782	3,407	4,507	4,451
16	474	227	217	276	345	903	920	902	1,456	1,593
17	298	260	161	232	278	1,631	1,750	1,567	1,548	1,763
20	1,584	1,462	1,576	1,487	1,449	7,360	8,164	7,589	8,037	8,616
21x	510	414	350	417	344	3,017	2,932	3,274	2,869	3,091
22	21	12	24	17	-	1,023	523	674	750	103
23	247	218	133	198	149	3,389	3,502	1,340	1,364	1,196
24x	407	395	366	269	333	13,107	12,176	13,176	13,694	13,633
25	122	278	200	312	204	1,690	1,725	1,341	1,359	1,053
27	64	64	103	108	92	3,017	2,986	3,057	2,469	3,152
30	711	580	776	838	578	-	-	-	-	-
31	421	261	214	133	86	-	-	-	-	-
32	31	49	153	63	54	-	-	-	-	-
36	110	92	42	28	74	-	-	-	-	-
37	194	149	190	87	92	-	-	-	-	-
Total	21,601	20,425	19,276	18,992	19,420	113,539	114,074	113,189	119,611	117,784

* Note that the electric shuttles cannot carry bicycles.

Looking ahead, the population of the South Coast is aging and we can expect more passengers using wheelchairs, more people requesting the bus to kneel, and/or more passengers asking to use the ramp in the coming years. Bicycle ridership is increasing on the South Coast and nationwide. Loading and unloading bikes and deploying the boarding ramp can increase dwell time at bus stops and may eventually require the addition of revenue time to maintain current levels of service.

TABLE 5: Passengers, Hours, & Passengers per Hour* by Line

LINE	FY 2010-11			FY 2011-12			FY 2012-13			FY 2013-14			FY 2014-15		
	Passengers	Hours	PPH	Passengers	Hours	PPH	Passengers	Hours	PPH	Passengers	Hours	PPH	Passengers	Hours	PPH
1	467,921	9,745	48.0	463,895	9,295	49.9	441,169	10,550	41.8	414,313	10,833	38.2	410,243	11,137	36.8
2	689,114	16,469	41.8	678,550	15,638	43.4	677,847	14,365	47.2	670,075	14,242	47.0	651,025	16,635	39.1
3	304,049	10,325	29.4	267,287	8,263	32.3	252,980	7,894	32.0	237,118	7,910	30.0	235,575	9,260	25.4
4	168,147	4,583	36.7	181,120	4,651	38.9	168,382	4,608	36.5	167,041	4,636	36.0	158,856	4,640	34.2
5	208,227	7,090	29.4	216,672	7,053	30.7	208,131	6,990	29.8	209,168	6,999	29.9	187,866	7,003	26.8
6	742,421	19,614	37.9	767,398	19,824	38.7	732,843	19,443	37.7	724,629	19,343	37.5	712,574	19,338	36.8
7	134,031	5,052	26.5	146,373	5,060	28.9	155,258	4,999	31.1	157,977	5,040	31.3	151,033	5,149	29.3
8	134,342	3,754	35.8	128,623	3,756	34.2	126,630	3,718	34.1	128,317	3,726	34.4	118,720	3,726	31.9
9	73,416	4,158	17.7	43,841	2,749	15.9	38,917	2,488	15.6	36,820	2,542	14.5	37,041	2,552	14.5
10	33,275	1,566	21.2	31,228	1,568	19.9	27,202	1,542	17.6	29,438	1,548	19.0	32,486	1,549	21.0
11	946,405	23,518	40.2	1,015,741	23,545	43.1	1,226,705	29,762	41.2	1,249,297	30,951	40.4	1,246,593	30,955	40.3
12x	282,971	6,263	45.2	299,369	6,278	47.7	301,674	6,141	49.1	288,114	6,346	45.4	275,849	6,401	43.1
14	110,505	5,056	21.9	122,035	5,071	24.1	111,226	5,018	22.2	109,441	5,032	21.7	104,444	5,032	20.8
15x	262,169	6,116	42.9	320,667	6,376	50.3	350,198	6,289	55.7	345,185	7,014	49.2	369,880	7,749	47.7
16	137,914	1,656	83.3	165,563	1,662	99.6	151,825	1,645	92.3	138,017	1,672	82.6	160,576	2,471	65.0
17	234,471	3,291	71.3	235,988	3,246	72.7	228,182	3,213	71.0	212,937	3,239	65.8	200,337	3,242	61.8
20	358,301	13,470	26.6	364,980	13,553	26.9	368,123	13,466	27.3	363,650	13,479	27.0	346,569	13,524	25.6
21x	112,476	4,332	26.0	115,981	4,370	26.5	118,545	4,311	27.5	109,432	4,328	25.3	103,844	4,321	24.0
23	225,573	7,073	31.9	247,898	6,934	35.8	101,103	3,882	26.0	81,765	3,342	24.5	74,923	3,333	22.5
24x	585,121	10,132	57.8	647,700	9,999	64.8	704,733	9,907	71.1	684,985	10,432	65.7	666,243	9,985	66.7
25	121,506	4,170	29.1	135,667	4,255	31.9	64,935	1,975	32.9	57,372	1,528	37.5	57,818	1,546	37.4
27	290,219	7,307	39.7	275,595	6,802	40.5	305,186	6,774	45.1	302,277	6,775	44.6	333,135	6,779	49.1
30	420,686	11,334	37.1	435,617	11,280	38.6	341,891	11,535	29.6	336,183	11,555	29.1	298,411	11,443	26.1
31	75,097	2,610	28.8	75,291	2,644	28.5	57,623	2,606	22.1	55,442	2,566	21.6	46,429	2,536	18.3
32	30,162	1,246	24.2	30,522	1,242	24.6	24,413	1,231	19.8	29,629	1,312	22.6	28,682	1,280	22.4
36	96,456	4,820	20.0	99,606	4,470	22.3	70,652	4,234	16.7	70,662	4,234	16.7	75,479	4,235	17.8
37	157,485	7,561	20.8	138,527	5,984	23.1	93,089	4,072	22.9	85,295	4,088	20.9	103,831	5,807	17.9
boost	245,553	3,109	79.0	242,311	2,603	93.1	261,607	2,806	93.2	259,738	2,760	94.1	255,235	2,812	90.8
disc	34,803	3,167	11.0	37,074	2,992	12.4	23,230	1,668	13.9	23,821	1,611	14.8	3,172	244	13.0
reg	26,310	1,777	14.8	16,995	1,914	8.9	39,990	1,897	21.1	45,721	2,001	22.8	40,244	1,924	20.9
Total	7,709,126	210,362	36.6	7,948,114	203,078	39.1	7,774,289	199,030	39.1	7,623,859	201,083	37.9	7,487,113	206,607	36.2

* Passengers per Hour = PPH boost = school boosters disc = discontinued routes (22, 33, & 50) reg = regional routes (Valley Express & Coastal Express Limited)