



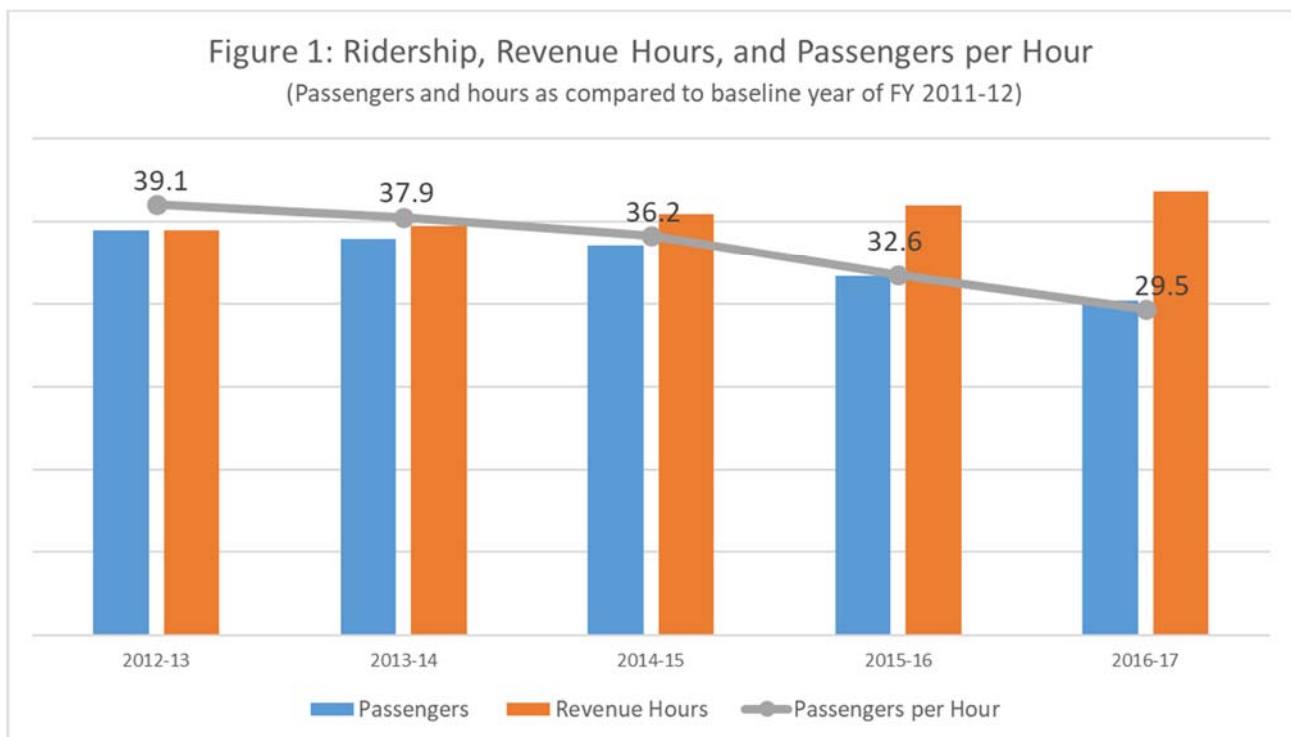
RIDERSHIP & PERFORMANCE REPORT

For the Fiscal Year July 2016 – June 2017

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.

Compared to last fiscal year, ridership in FY 2016-17 was down 6.7% from FY 2015-16, while revenue hours grew 3.3%, resulting in a 9.5% reduction in passengers per hour for the year. Longer term, ridership in FY 2016-17 was down 17.3% from FY 2012-13 while revenue hours operated increased 9.5%, resulting in a 24.5% decrease in passengers per hour over the past five fiscal years. Figure 1 depicts these overall system-wide trends. Even though MTD has experienced several years of ridership decline, MTD still out-performs almost every other transit agency in the State of California.



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 service to previous levels (revenue hours), but despite the additional service and adjustments, ridership has overall declined for the past five fiscal years particularly in fiscal years 2015-16 and 2016-17.

Lower fuel prices and more easily attainable car loans 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 region. Other contributing factors could be increasing traffic congestion causing schedule adherence issues affecting ridership, declining enrollment at SBCC and at the international language schools, stricter national immigration policies and the January 2015 implementation of AB-60 which allows undocumented residents to obtain California driver licenses. There were also twenty additional days of measureable precipitation this fiscal year compared to last fiscal year which typically negatively affects ridership.

Summarized below are the service changes that were implemented in fiscal years 2013 through 2016:

- 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.
- 2014-15: 2.7% service increase. Hours were added on Lines 1, 2, 15x, 16, and 37. Schedules were adjusted on Lines 23, 25, and 36. Line 22 and the Coastal Express Limited were discontinued, and Line 3 was extended to serve Sansum Clinic on weekdays.
- 2015-16: 2.1% service increase. UCSB funded additional evening and weekend service on Lines 12x and 24x to help offset additional demand from new off campus student housing, grant funding restored 10 minute frequency to Lines 1 and 2 peak hour weekday mornings, and Lines 15x, 23 and 25 schedules were adjusted to improve schedule adherence.

FY 2016-17 SERVICE CHANGES

In Fiscal Year 2016-17, MTD focused service changes on enhancing service in Goleta and Isla Vista and addressing schedule adherence. The changes as follows (and the additional weekday) resulted in a net 3.3% increase in revenue hours:

- A new Line 28 funded by UCSB began service between Camino Real Marketplace, Isla Vista and UCSB to help offset additional demand from new off campus student housing.
- Line 7 was extended to Goleta Old Town with more regular service while eliminating Lines 8 and 9.
- Lines 6, 11, 23 and 25 were restructured to provide more direct service in Goleta without the need to transfer at the Storke/Hollister intersection, depending on the direction. The Line 23 route was also changed to better service the El Encanto Heights neighborhood.
- Line 20 weekday mid day service frequency was increased from one hour to 40 minutes.
- Line 10 and weekday Seaside Shuttle schedules were adjusted for improved schedule adherence.

Outcomes of these changes have been overall positive to these lines. Line 28 passengers per hour is more than double the system average at 62.4. Line 7 average per weekday ridership at -4.5% is higher than the system wide per weekday average ridership at -6.7% compared to last fiscal year. Also, as opposed to most MTD lines this fiscal year, the combined Lines 23 and 25 average per weekday ridership increased by 10.0% likely due to the increased passenger convenience on these lines. Line 20 passengers have greatly appreciated the increased weekday service frequency and Line 10 and the Seaside Shuttle are much more on time.

Looking ahead, as traffic congestion continues to worsen on the South Coast, more revenue hours will be needed to maintain current service levels. Otherwise, service may need to be reduced in order to maintain a balanced budget. Without an increase in ridership, MTD passengers per hour and other performance metrics will decline.

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 continued implementation of the new AIM system that will provide additional data to enable more detailed analyses for upcoming quarterly and annual reports.

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

OVERALL RIDERSHIP TRENDS

Table 1 shows that FY 2016 ridership decreased 17.3%, revenue hours increased 9.5%, and passengers per hour decreased 24.5% compared to FY 2013. Note that 62.5% (2,616 hours in FY 16 and 9,250 hours in FY 17) of this five year revenue hours increase is funded by UCSB for the Line 12x/24x enhancements that began in August 2015 and the new Line 28 that began in August 2016. Compared to FY 2016, system-wide ridership decreased 6.7%, revenue hours operated increased 3.3%, and passengers per revenue hour decreased 9.7% in FY 2017. Figures 2 and 3 depict these system ridership and revenue hour trends. Table 2 details ridership, revenue hours and passengers per hour for each line for the past five years.

Table 1: Systemwide Ridership & Performance

PERFORMANCE INDICATORS	FY 2012-13	FY 2013-14	FY 2014-15	FY 2015-16	FY 2016-17	Five-year Change FY 2013 - FY 2017	
Total Passengers	7,774,289	7,623,859	7,487,113	6,884,198	6,425,641	(1,348,648)	-17.3%
Weekday Passengers	6,424,113	6,308,856	6,210,081	5,719,668	5,364,162	(1,059,951)	-16.5%
Saturday Passengers	762,325	744,555	724,318	670,130	614,863	(147,462)	-19.3%
Sunday Passengers	587,851	570,448	552,714	494,400	446,616	(141,235)	-24.0%
Total Revenue Hours	199,030	201,083	206,607	211,046	218,028	18,998	9.5%
Weekday Hours	158,254	159,785	165,379	168,238	176,137	17,884	11.3%
Saturday Hours	21,627	21,960	22,002	22,838	22,514	887	4.1%
Sunday Hours	19,149	19,338	19,226	19,970	19,377	228	1.2%
Total Revenue Miles	2,513,127	2,556,497	2,577,324	2,554,466	2,651,490	138,363	5.5%
Weekday Miles	2,042,489	2,078,187	2,110,002	2,056,771	2,148,629	106,140	5.2%
Saturday Miles	256,022	260,811	256,714	269,044	271,811	15,789	6.2%
Sunday Miles	214,616	217,498	210,609	228,651	231,050	16,434	7.7%
Passengers per Revenue Hour	39.1	37.9	36.2	32.6	29.5	(9.6)	-24.5%
Weekday Passengers per Hour	40.6	39.5	37.6	34.0	30.5	(10.1)	-25.0%
Saturday Passengers per Hour	35.2	33.9	32.9	29.3	27.3	(7.9)	-22.5%
Sunday Passengers per Hour	30.7	29.5	28.7	24.8	23.0	(7.6)	-24.9%
Passengers per Revenue Mile	3.1	3.0	2.9	2.7	2.4	(0.7)	-21.7%
Weekday Passengers per Mile	3.1	3.0	2.9	2.8	2.5	(0.6)	-20.6%
Saturday Passengers per Mile	3.0	2.9	2.8	2.5	2.3	(0.7)	-24.0%
Sunday Passengers per Mile	2.7	2.6	2.6	2.2	1.9	(0.8)	-29.4%
Total Fare Revenue*	\$ 8,082,232	\$ 8,140,153	\$ 8,275,150	\$ 7,562,308	\$ 7,264,574	(817,658)	-10.1%
Operating Cost (not including depreciation)*	\$ 22,597,766	\$ 22,825,241	\$ 23,253,330	\$ 23,872,440	\$ 24,689,866	2,092,100	9.3%
Operating Cost per Revenue Hour*	\$ 113.54	\$ 113.51	\$ 112.55	\$ 113.11	\$ 113.24	\$ (0.30)	-0.3%
Farebox Ratio*	35.8%	35.7%	35.6%	31.7%	29.4%	-6.3%	-17.7%

* FY 2017 figures are estimates

Figure 2: Ridership

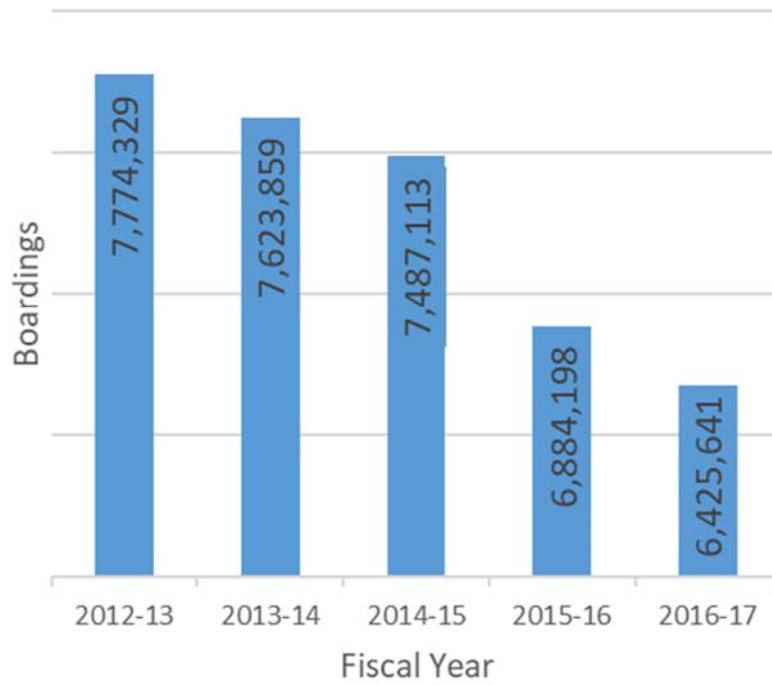


Figure 3: Revenue Hours

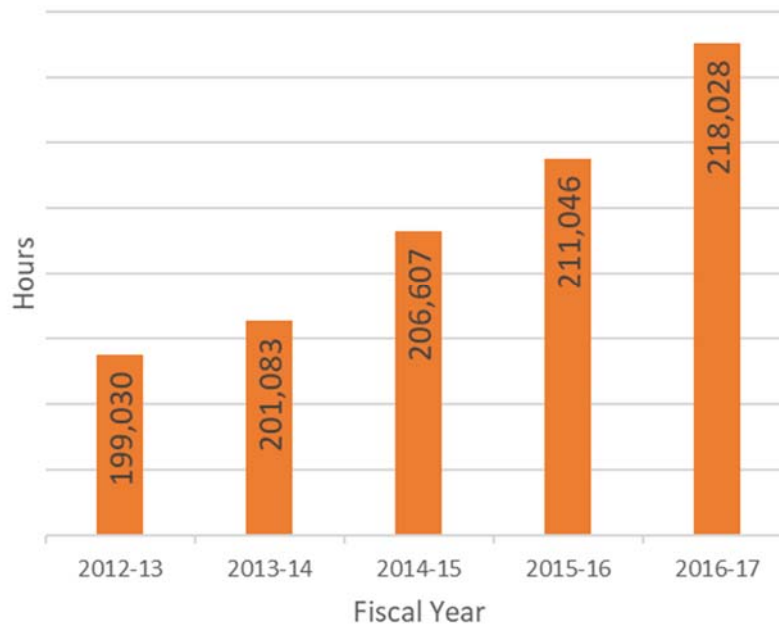
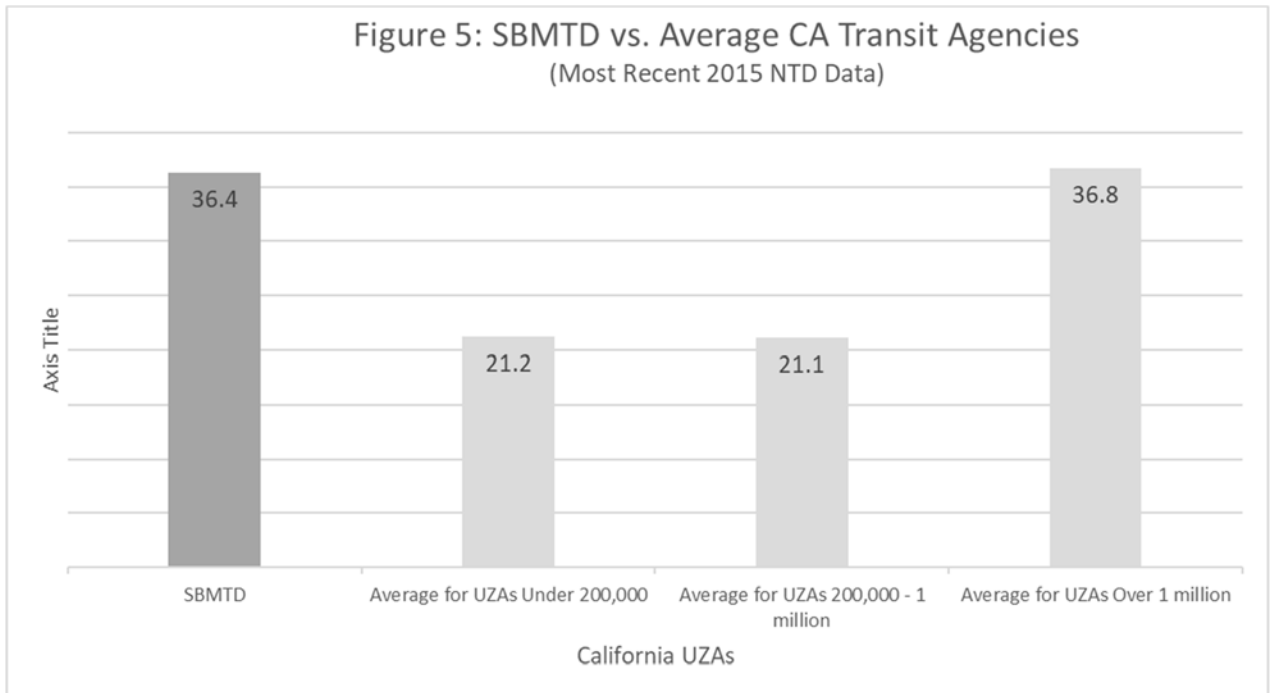
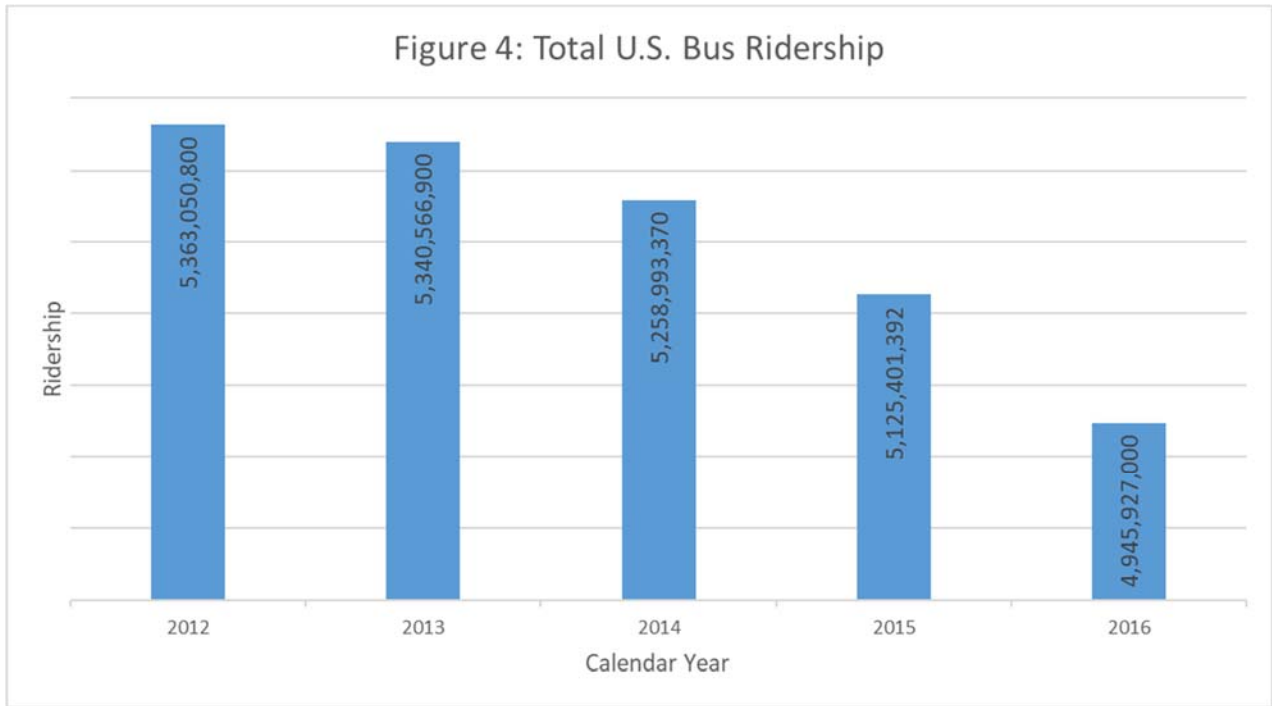


TABLE 2: Passengers, Hours, & Passengers per Hour* by Line

LINE	FY 2012-13			FY 2013-14			FY 2014-15			FY 2015-16			FY 2016-17		
	Passengers	Hours	PPH	Passengers	Hours	PPH	Passengers	Hours	PPH	Passengers	Hours	PPH	Passengers	Hours	PPH
1	441,169	10,550	41.8	414,313	10,833	38.2	410,243	11,137	36.8	393,673	11,449	34.4	339,203	11,668	29.1
2	677,847	14,365	47.2	670,075	14,242	47.0	651,025	16,635	39.1	597,256	17,984	33.2	517,814	18,518	28.0
3	252,980	7,894	32.0	237,118	7,910	30.0	235,575	9,260	25.4	203,117	10,437	19.5	197,370	9,943	19.9
4	168,382	4,608	36.5	167,041	4,636	36.0	158,856	4,640	34.2	140,892	4,655	30.3	122,676	4,660	26.3
5	208,131	6,990	29.8	209,168	6,999	29.9	187,866	7,003	26.8	157,503	7,027	22.4	138,436	7,025	19.7
6	732,843	19,443	37.7	724,629	19,343	37.5	712,574	19,338	36.8	649,886	19,477	33.4	580,573	18,665	31.1
7	155,258	4,999	31.1	157,977	5,040	31.3	151,033	5,149	29.3	130,824	5,269	24.8	239,908	13,898	17.3
8	126,630	3,718	34.1	128,317	3,726	34.4	118,720	3,726	31.9	101,263	3,740	27.1	13,743	528	26.0
9	38,917	2,488	15.6	36,820	2,542	14.5	37,041	2,552	14.5	35,679	2,559	13.9	4,257	365	11.7
10	27,202	1,542	17.6	29,438	1,548	19.0	32,486	1,549	21.0	26,714	1,555	17.2	21,432	1,661	12.9
11	1,226,705	29,762	41.2	1,249,297	30,951	40.4	1,246,593	30,955	40.3	1,114,748	31,047	35.9	964,159	29,832	32.3
12x	301,674	6,141	49.1	288,114	6,346	45.4	275,849	6,401	43.1	245,398	7,027	34.9	215,923	7,119	30.3
14	111,226	5,018	22.2	109,441	5,032	21.7	104,444	5,032	20.8	94,206	5,051	18.7	85,153	5,067	16.8
15x	350,198	6,289	55.7	345,185	7,014	49.2	369,880	7,749	47.7	322,469	7,284	44.3	242,473	7,003	34.6
16	151,825	1,645	92.3	138,017	1,672	82.6	160,576	2,471	65.0	128,832	2,464	52.3	88,960	2,467	36.1
17	228,182	3,213	71.0	212,937	3,239	65.8	200,337	3,242	61.8	168,752	3,253	51.9	153,092	3,258	47.0
20	368,123	13,466	27.3	363,650	13,479	27.0	346,569	13,524	25.6	314,261	13,668	23.0	284,190	13,975	20.3
21x	118,545	4,311	27.5	109,432	4,328	25.3	103,844	4,321	24.0	94,952	4,327	21.9	84,608	3,781	22.4
23	101,103	3,882	26.0	81,765	3,342	24.5	74,923	3,333	22.5	61,067	3,308	18.5	57,357	2,593	22.1
24x	704,733	9,907	71.1	684,985	10,432	65.7	666,243	9,985	66.7	707,010	12,245	57.7	588,466	12,443	47.3
25	64,935	1,975	32.9	57,372	1,528	37.5	57,818	1,546	37.4	47,065	1,529	30.8	61,218	2,243	27.3
27	305,186	6,774	45.1	302,277	6,775	44.6	333,135	6,779	49.1	346,277	6,792	51.0	298,590	6,803	43.9
28													387,566	6,213	62.4
30	341,891	11,535	29.6	336,183	11,555	29.1	298,411	11,443	26.1	298,452	11,832	25.2	288,659	11,325	25.5
31	57,623	2,606	22.1	55,442	2,566	21.6	46,429	2,536	18.3	43,914	2,563	17.1	41,955	2,571	16.3
32	24,413	1,231	19.8	29,629	1,312	22.6	28,682	1,280	22.4	28,816	1,321	21.8	18,890	1,196	15.8
36	70,652	4,234	16.7	70,662	4,234	16.7	75,479	4,235	17.8	82,474	4,248	19.4	61,710	4,255	14.5
37	93,089	4,072	22.9	85,295	4,088	20.9	103,831	5,807	17.9	95,474	6,145	15.5	86,491	6,161	14.0
boost	261,607	2,806	93.2	259,738	2,760	94.1	255,235	2,812	90.8	253,224	2,788	90.8	240,769	2,790	86.3
disc	23,230	1,668	13.9	23,821	1,611	14.8	3,172	244	13.0	-	-	0.0	-	-	0.0
reg	39,990	1,897	21.1	45,721	2,001	22.8	40,244	1,924	20.9	-	-	0.0	-	-	0.0
Total	7,774,289	199,030	39.1	7,623,859	201,083	37.9	7,487,113	206,607	36.2	6,884,198	211,046	32.6	6,425,641	218,028	29.5

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

The downward trends in Ridership and Passengers per Hour are a nation-wide phenomena as shown in Figure 4. However, MTD performance metrics are still higher than most other transit agencies and furthermore possesses the highest passengers per hour for an urbanized area (UZA) in California under 200,000 population, as shown in Figure 5, second only to Unitrans, a bus service serving largely UC Davis students.



RIDERSHIP BY FARE CATEGORY TRENDS

As shown in Figure 6, ridership has decreased across all fare categories except UCSB students. Detailed ridership numbers per fare category are listed in Table 3.

Some possible reasons for fare category ridership declines:

- Enrollment at the international language schools in the area tracks with the economy and the strength of the U.S. Dollar. A relatively strong dollar followed by stricter national immigration policies for the past year has caused enrollment declines of about 43.8% overall at the schools since FY 2015. International students typically buy passes (either adult or youth) and the vast majority of them ride the bus at least twice each day of their visit, so enrollment levels can have a significant effect on MTD ridership.
- The increase in Shuttle fares in FY 2012-13 caused shuttle ridership to decline. 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.
- Free rides decreased 45% and transfers decreased 25% compared to FY 2012-13 and decreased 16% and 12% compared to FY 2015-16, respectively. Aside from decreased ridership, the lesser number of transfers could be partly attributed to the less transfers needed at the Storke/Hollister intersection due to Lines 23 and 25 continuing as interlined Lines 11 and 6, respectively.
- The decrease in disabled cash fares may be related to MTD's recently revised qualification process, which requires passengers to be re-certified as eligible for the discount every five years.

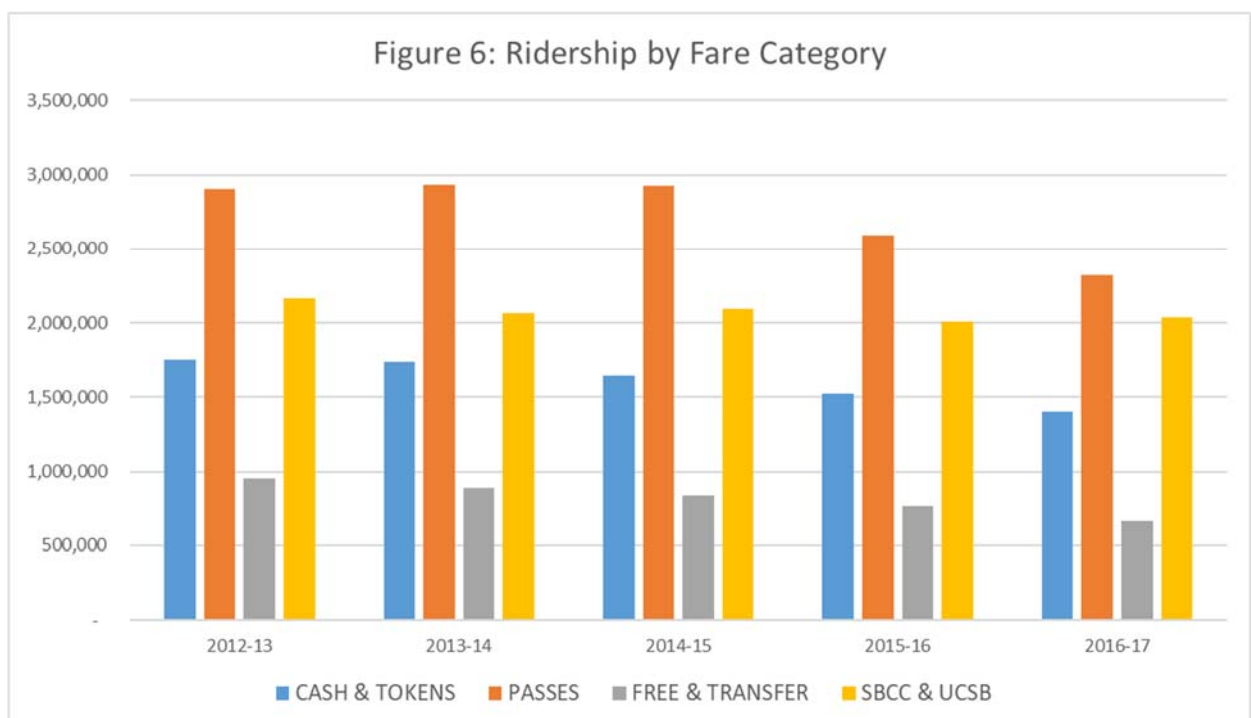


TABLE 3: Ridership by Fare Category

Fare Category	Abbreviation	FY 2012-13	FY 2013-14	FY 2014-15	FY 2015-16	FY 2016-17
General Fare	FULL	1,214,174	1,198,775	1,144,189	1,015,300	923,273
Tokens	TOKE	38,716	33,188	27,903	25,157	26,126
Full Fare Prepaid (1)	FFPP	1,400,614	1,381,951	1,375,455	1,150,169	972,056
Student Prepaid (2)	STPP	676,799	736,683	736,607	644,783	579,874
Senior	SRCA	150,551	183,022	169,485	185,334	191,524
Mobility	DICA	59,514	47,780	43,453	38,266	38,300
Senior & Mobility Prepaid (3)	SDPP	688,383	691,095	693,320	691,896	675,867
Transfers	TRAN	713,416	676,363	649,000	604,649	532,816
Free	FREE	239,979	210,383	180,917	157,537	132,041
Shuttle (DWE & Seaside)	SHUT	290,474	277,348	258,429	257,538	224,924
My Ride & Brooks	SUPR	135,577	122,609	118,283	107,820	95,335
UC Santa Barbara	UCSB	980,545	956,408	1,030,302	1,106,561	1,326,220
Santa Barbara City College	SBCC	1,185,587	1,108,255	1,059,770	899,188	707,285
TOTAL		7,774,329	7,623,859	7,487,113	6,884,198	6,425,641

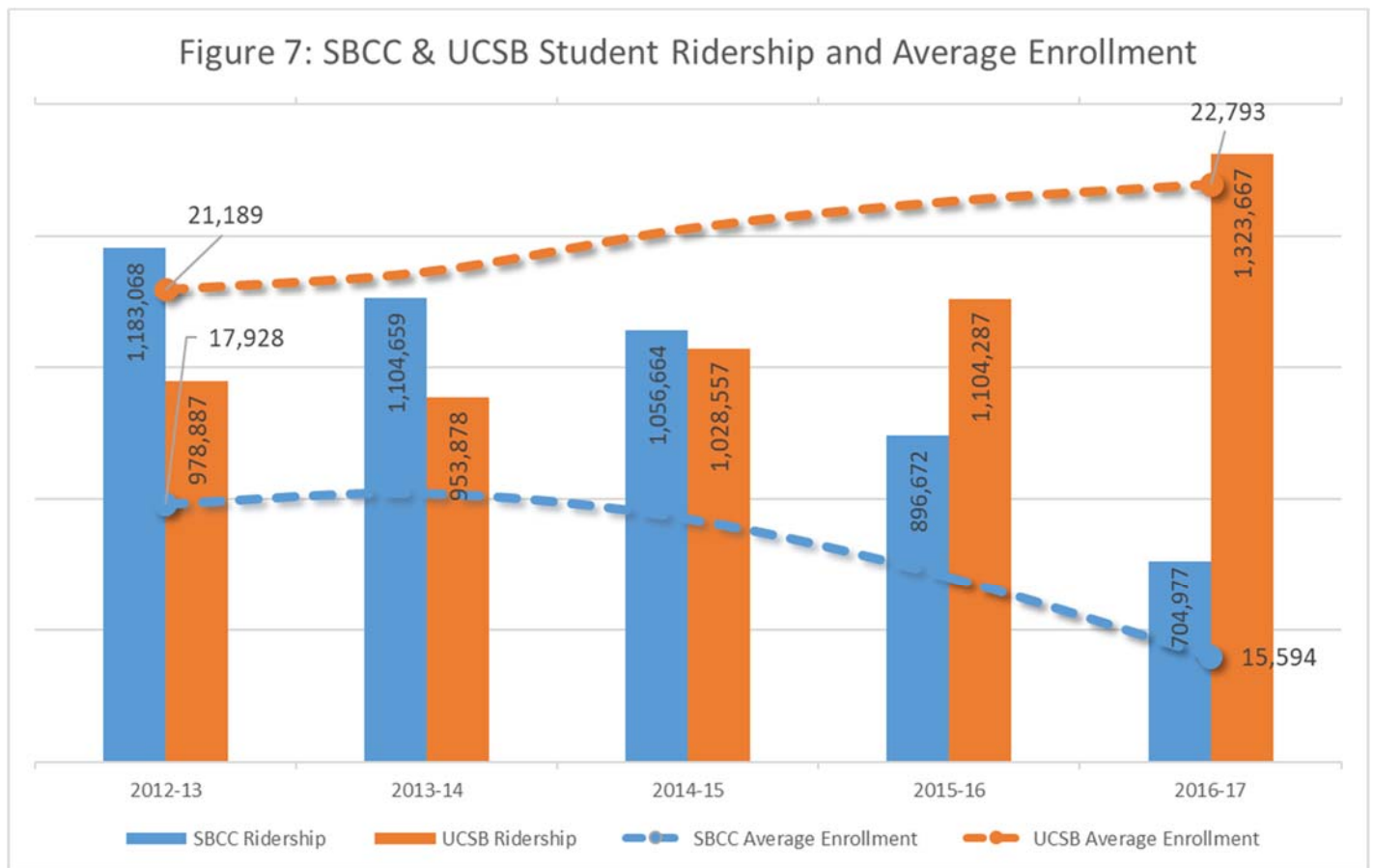
(1) Includes adult 10-Ride and Unlimited 30-Day Passport use.

(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.

SBCC AND UCSB RIDERSHIP TRENDS

SBCC and UCSB students comprised 32% of total MTD ridership in FY 2016-17 and their level of enrollment can directly influence level of ridership as shown in Figure 7.



Figures 8 and 9 depict the ten routes carrying the largest number of SBCC and UCSB students over the past three fiscal years, respectively. 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. SBCC ridership decreased significantly particularly on Line 15x due to the decreased enrollment over the past few years. UCSB ridership increased due to recent increased enrollment as well as new direct Line 28 service funded by UCSB in August 2016 serving the expanded off campus housing. The decreases in Line 11, 24x and 27 UCSB ridership could be attributed to UCSB students using the Line 28 instead to reach campus between Camino Real Marketplace, Isla Vista and UCSB. Detailed student ridership numbers for all routes over the past 5 years are listed in Table 4.

Figure 8: SBCC Student Ridership

(Top Ten Routes = 84% of Total SBCC Ridership)

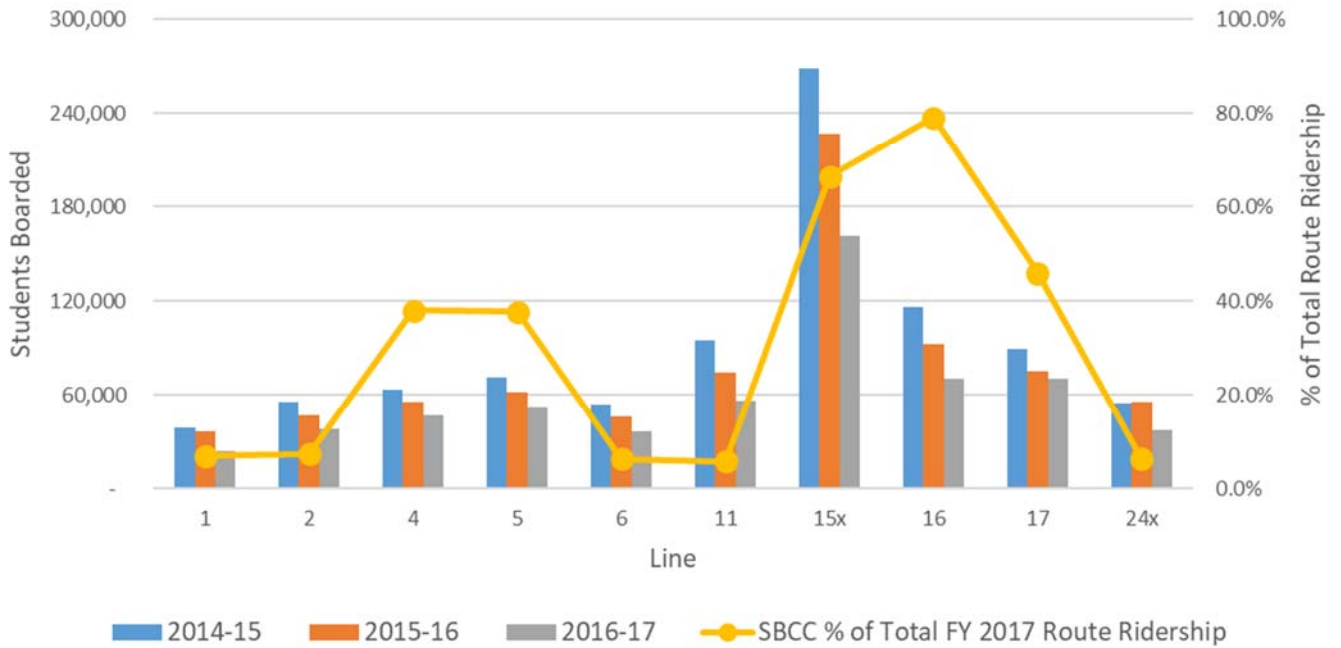


Figure 9: UCSB Student Ridership

(Top Ten Routes = 98% of Total UCSB Ridership)

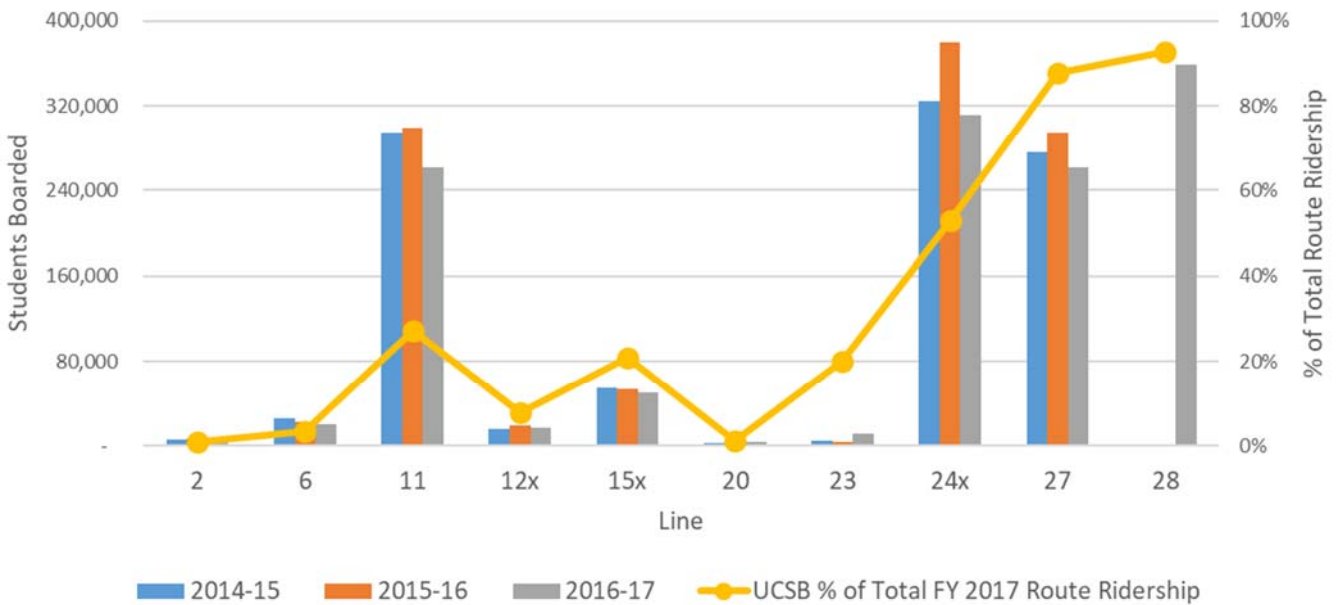


TABLE 4: SBCC & UCSB Ridership by Line

LINE	SBCC					UCSB				
	2012-13	2013-14	2014-15	2015-16	2016-17	2012-13	2013-14	2014-15	2015-16	2016-17
1	44,226	40,108	38,625	36,171	23,659	4,768	2,873	3,747	3,635	2,755
2	70,788	60,531	55,751	46,686	38,326	7,828	5,710	5,855	6,646	4,380
3	25,136	22,647	24,493	17,245	15,840	3,132	2,463	1,979	2,576	1,990
4	67,941	67,804	63,580	55,292	46,598	3,103	2,569	1,753	1,824	1,719
5	80,293	83,939	71,608	61,560	52,355	7,761	3,713	2,761	3,012	2,123
6	64,851	58,553	53,941	46,077	36,493	25,311	23,724	26,017	22,064	19,748
7	14,182	12,162	11,487	10,287	18,295	1,773	1,080	963	1,243	3,578
8	10,671	9,721	9,362	6,338	329	919	686	526	611	60
9	3,012	2,385	2,277	2,401	104	2,080	2,210	1,423	1,057	70
10	2,713	2,492	2,236	2,678	1,699	914	1,080	1,031	1,357	852
11	112,380	101,239	94,622	74,124	56,139	255,441	267,938	294,182	299,130	261,316
12x	34,413	28,887	23,607	21,905	17,025	17,005	15,882	15,780	18,858	17,110
14	8,379	8,439	8,926	5,199	4,785	1,226	765	837	687	1,327
15x	267,282	262,804	268,794	227,098	160,972	36,312	39,732	54,854	53,648	50,402
16	112,739	102,264	116,129	92,828	70,310	2,687	1,096	2,479	1,193	1,302
17	99,290	92,521	89,041	75,451	70,190	3,479	2,119	1,768	1,215	1,866
20	36,190	33,984	26,771	21,537	18,643	3,018	3,262	2,744	2,632	3,588
21x	13,125	12,671	9,536	9,811	8,389	1,477	1,240	955	848	1,035
22	2,522	2,730	123			795	642	39		
23	6,961	5,645	5,358	6,770	5,032	11,041	4,248	4,572	3,713	11,552
24x	77,740	66,385	54,792	55,444	37,233	339,077	324,895	324,240	379,991	311,826
25	5,230	5,687	5,589	4,829	4,821	8,300	3,700	3,465	2,822	3,175
27	16,015	15,769	12,929	11,637	7,753	240,602	241,564	275,675	294,644	261,723
28					6,249					359,413
36	535	714	506	406	466	40	40	28	43	64
37	6,454	4,578	6,581	4,898	3,272	798	647	884	838	693
Total	1,183,068	1,104,659	1,056,664	896,672	704,977	978,887	953,878	1,028,557	1,104,287	1,323,667

PASSENGERS USING WHEELCHAIRS AND BICYCLES CARRIED TRENDS

Figures 10 and 11 depict the ten routes carrying the largest numbers of wheelchairs and bicycles, respectively. Line 7 has the highest proportion of wheelchair-using passengers, but it still comprises 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, Lines 12x and 21x tie for the highest percentage of bike-bringing passengers. Detailed numbers for all routes over the past 5 years are presented in Table 5.

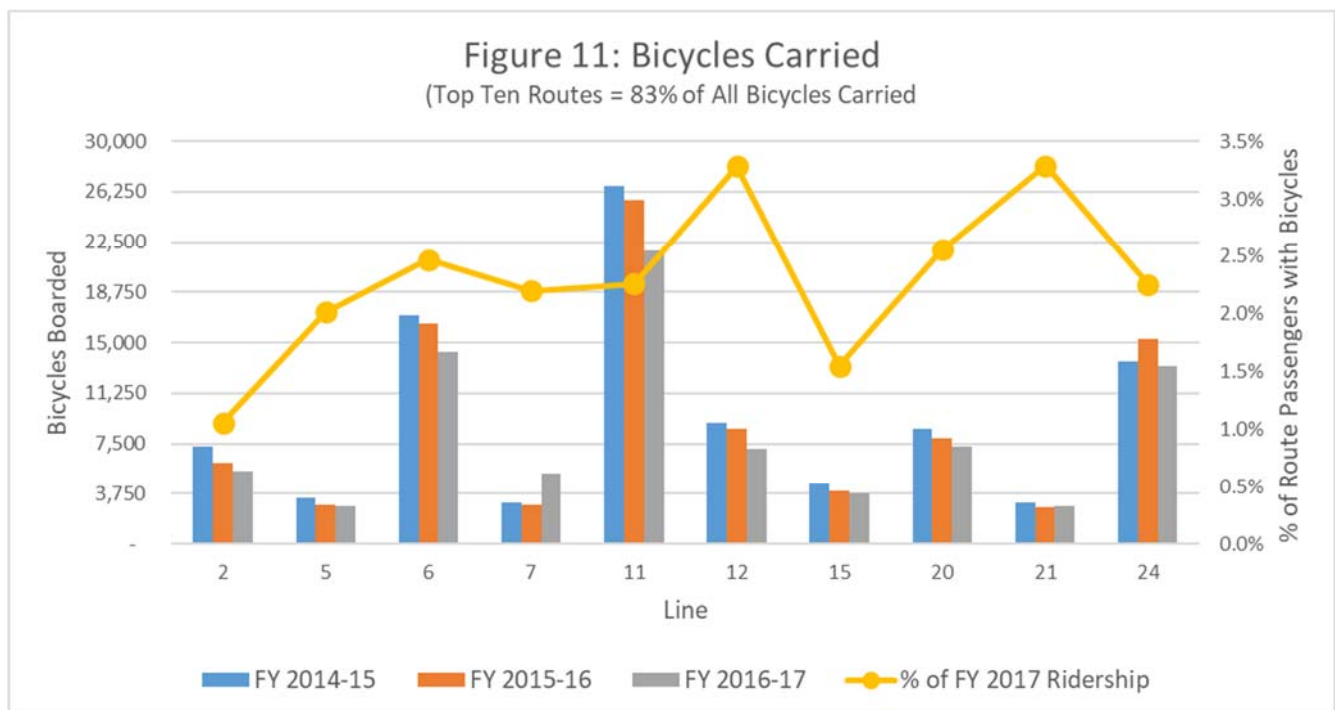
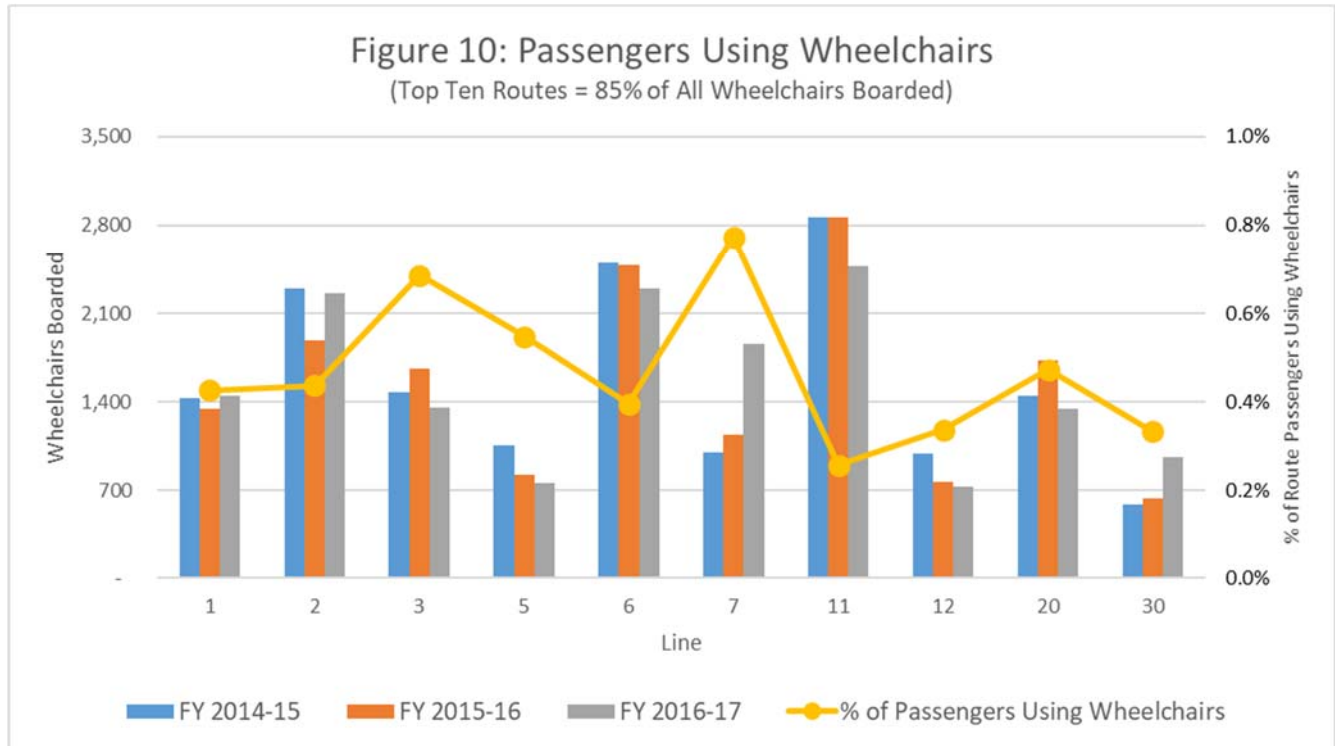


TABLE 5: Wheelchair & Bicycle Boardings by Line

LINE	Wheelchairs					Bicycles				
	FY 2012-13	FY 2013-14	FY 2014-15	FY 2015-16	FY 2016-17	FY 2012-13	FY 2013-14	FY 2014-15	FY 2015-16	FY 2016-17
1	1,221	965	1,428	1,344	1,444	2,588	2,752	2,531	2,415	2,357
2	2,138	1,932	2,296	1,890	2,259	7,373	6,798	7,262	6,018	5,483
3	1,392	1,477	1,473	1,663	1,354	2,401	2,035	2,294	2,418	1,790
4	118	93	366	158	124	2,349	2,395	2,438	2,205	1,738
5	588	1,122	1,058	820	757	3,613	4,277	3,383	2,863	2,786
6	2,962	2,465	2,503	2,483	2,294	17,671	18,156	17,005	16,422	14,338
7	706	1,141	1,000	1,137	1,856	2,910	3,328	3,051	2,927	5,280
8	561	859	760	678	86	2,000	2,507	2,308	2,127	330
9	337	162	202	266	33	453	483	465	416	51
10	71	11	19	14	11	616	838	796	514	418
11	3,327	3,074	2,867	2,864	2,474	24,322	27,343	26,657	25,596	21,808
12x	1,063	808	992	770	727	8,872	8,614	9,080	8,626	7,095
14	219	383	345	240	363	1,694	2,032	1,863	1,830	1,382
15x	68	35	33	136	217	3,407	4,507	4,451	3,966	3,757
16	217	276	345	234	265	902	1,456	1,593	1,042	778
17	161	232	278	192	262	1,567	1,548	1,763	1,319	1,200
20	1,576	1,487	1,449	1,729	1,345	7,589	8,037	8,616	7,938	7,268
21x	350	417	344	358	309	3,274	2,869	3,091	2,687	2,782
22	24	17	-	-	-	674	750	103	-	-
23	133	198	149	65	59	1,340	1,364	1,196	1,090	1,166
24x	366	269	333	416	576	13,176	13,694	13,633	15,252	13,261
25	200	312	204	45	71	1,341	1,359	1,053	666	1,340
27	103	108	92	67	33	3,057	2,469	3,152	2,776	1,860
28	-	-	-	-	61	-	-	-	-	2,707
30 *	776	838	578	635	962	-	-	-	-	-
31 *	214	133	86	165	116	-	-	-	-	-
32 *	153	63	54	54	27	-	-	-	-	-
36 *	42	28	74	142	55	-	-	-	-	-
37	190	87	92	73	81	-	-	-	-	55
Total	19,276	18,992	19,420	18,638	18,282	113,189	119,611	117,784	111,113	101,030

* Note that the electric shuttles cannot carry bicycles.