



## **RIDERSHIP & PERFORMANCE REPORT**

For the Fiscal Year July 2015 – June 2016

### 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 in the State of California.

Year over year, ridership in FY 2015-16 was down 8.1% from FY 2014-15, while revenue hours grew 2.1%, resulting in a 10.0% reduction in passengers per hour for the year. Longer term, ridership in FY 2015-16 was down 13.4% from FY 2011-12 while revenue hours operated increased 3.9%, resulting in a 16.7% decrease in passengers per hour over the past five 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 service to previous levels (revenue hours), but despite the additional service, ridership has declined for the past four fiscal years.

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 increasing traffic congestion, which can create schedule adherence issues and a perception of unreliability, declining enrollment at SBCC and at the international language schools, and the January 2015 implementation of AB-60, a new California law which requires the DMV to "issue a driver license to an applicant who is unable to submit satisfactory proof of legal presence in the United States."

Summarized below are the service changes that were implemented in fiscal years 2012 through 2015:

- 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.
- 2014-15: 2.1% 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.

## FY 2015-16 SERVICE CHANGES

In Fiscal Year 2015-16, MTD made service changes that were intended to address schedule adherence, reliability and capacity issues:

- Grant funding enabled the December restoration of 10-minute headways on Lines 1 & 2 weekday mornings between 6:30am and 8:30am.
- The Line 15x schedule was adjusted to give each trip more time and improve schedule adherence.
- UCSB funded additional evening and weekend service on Lines 12x and 24x to help accommodate increasing student transit demand.

- Schedules on Lines 23 and 25 were adjusted to give these routes more time for each trip and improve schedule adherence.

The service changes (and the extra 2016 Leap Day) resulted in a net 2.1% increase in revenue hours.

Outcomes of these changes have been generally positive. Lines 1 & 2 are no longer routinely missing trips, and ridership during the morning peak has been virtually flat, even while the remainder of the system experienced significant ridership decreases. Line 15x now runs on time, and Lines 12x and 24x together saw a 1.1% ridership increase over last year.

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.

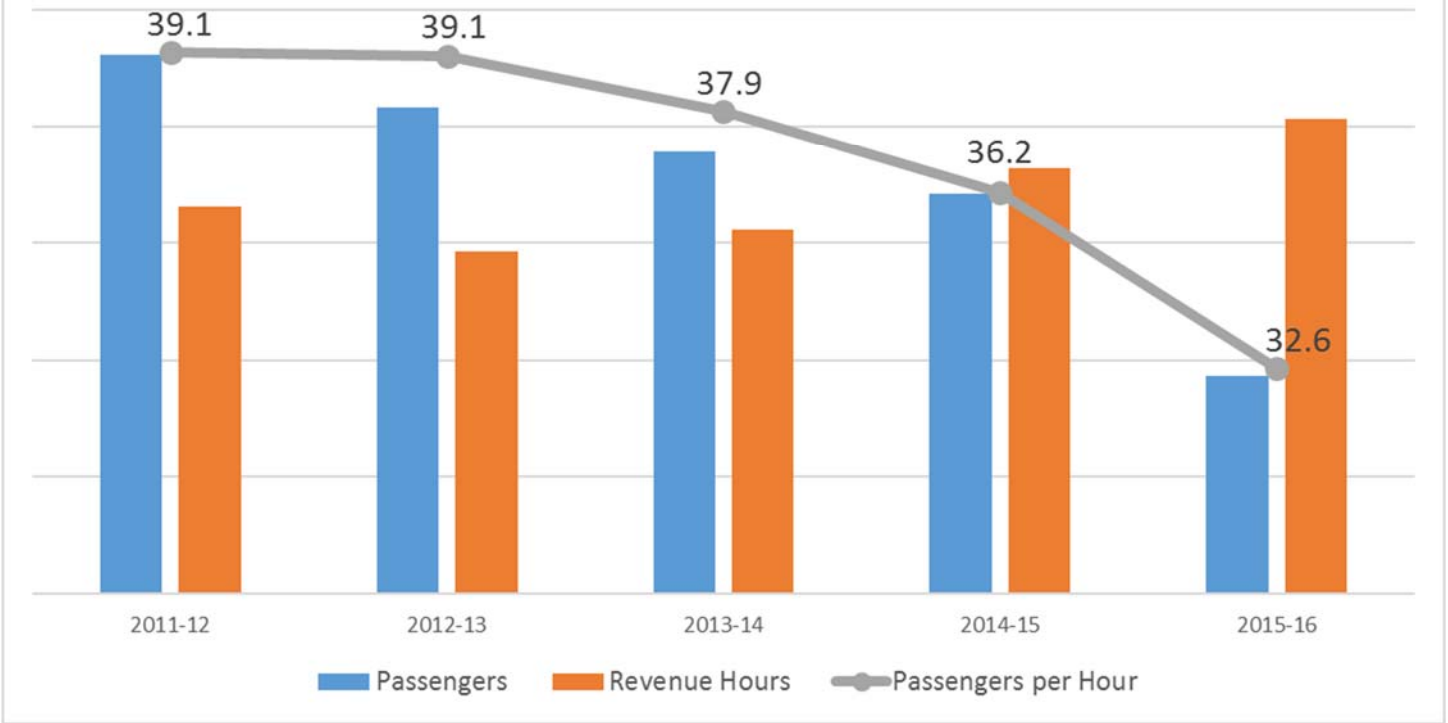
**Table 1: Systemwide Ridership & Performance**

PERFORMANCE INDICATORS	FY 2011-12	FY 2012-13	FY 2013-14	FY 2014-15	FY 2015-16	Five-year Change FY 2012 - FY 2016	
Total Passengers	7,948,114	7,774,289	7,623,859	7,487,113	6,884,198	(1,063,916)	-13.4%
Weekday Passengers	6,571,512	6,424,113	6,308,856	6,210,081	5,719,668	(851,844)	-13.0%
Saturday Passengers	775,220	762,325	744,555	724,318	670,130	(105,090)	-13.6%
Sunday Passengers	601,382	587,851	570,448	552,714	494,400	(106,982)	-17.8%
Total Revenue Hours	203,079	199,030	201,083	206,607	211,046	7,967	3.9%
Weekday Hours	164,271	158,254	159,785	165,379	168,238	3,967	2.4%
Saturday Hours	20,840	21,627	21,960	22,002	22,838	1,998	9.6%
Sunday Hours	17,967	19,149	19,338	19,226	19,970	2,003	11.1%
Total Revenue Miles	2,583,400	2,513,127	2,556,497	2,577,324	2,554,466	(28,934)	-1.1%
Weekday Miles	2,118,634	2,042,489	2,078,187	2,110,002	2,056,771	(61,863)	-2.9%
Saturday Miles	256,116	256,022	260,811	256,714	269,043	12,927	5.0%
Sunday Miles	208,650	214,616	217,498	210,609	228,651	20,001	9.6%
Passengers per Revenue Hour	39.1	39.1	37.9	36.2	32.6	(6.5)	-16.7%
Weekday Passengers per Hour	40.0	40.6	39.5	37.6	34.0	(6.0)	-15.0%
Saturday Passengers per Hour	37.2	35.2	33.9	32.9	29.3	(7.9)	-21.1%
Sunday Passengers per Hour	33.5	30.7	29.5	28.7	24.8	(8.7)	-26.0%
Passengers per Revenue Mile	3.1	3.1	3.0	2.9	2.7	(0.4)	-12.4%
Weekday Passengers per Mile	3.1	3.1	3.0	2.9	2.8	(0.3)	-10.3%
Saturday Passengers per Mile	3.0	3.0	2.9	2.8	2.5	(0.5)	-17.7%
Sunday Passengers per Mile	2.9	2.7	2.6	2.6	2.2	(0.7)	-25.0%
Total Fare Revenue*	\$ 8,136,841	\$ 8,082,232	\$ 8,140,153	\$ 8,275,150	\$ 7,630,437	(506,404)	-6.2%
Operating Cost (not including depreciation)*	\$ 22,248,845	\$ 22,597,766	\$ 22,825,241	\$ 23,253,330	\$ 23,838,319	1,589,474	7.1%
Operating Cost per Revenue Hour*	\$ 109.56	\$ 113.54	\$ 113.51	\$ 112.55	\$ 112.95	\$ 3.40	3.1%
Farebox Ratio*	36.6%	35.8%	35.7%	35.6%	32.0%	-4.6%	-12.5%

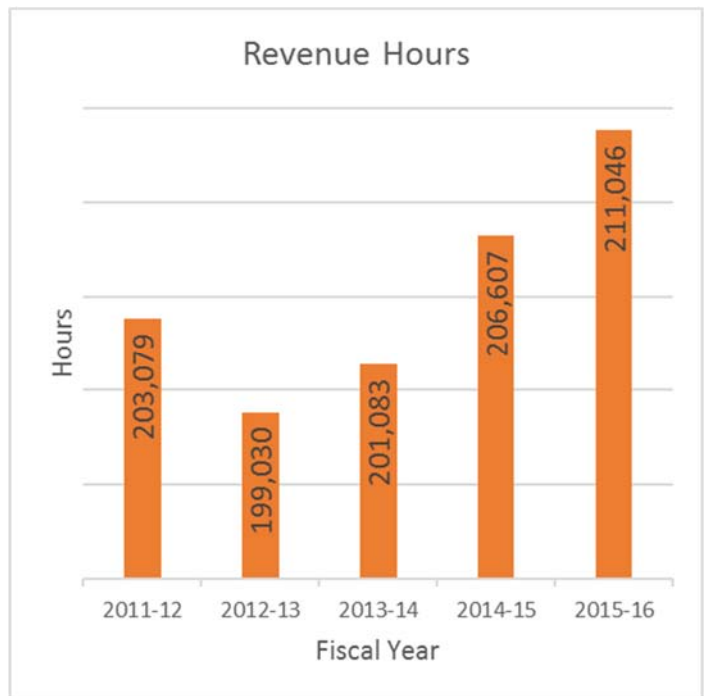
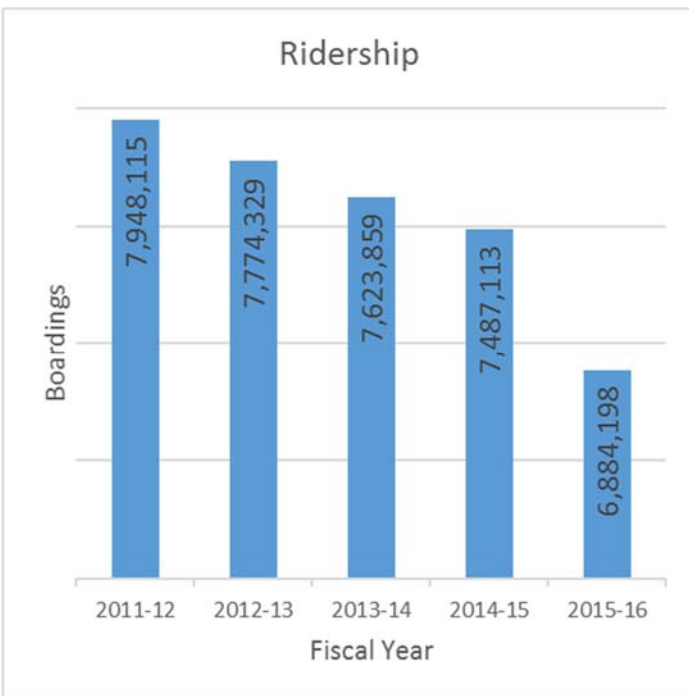
\* FY 2016 figures are estimates

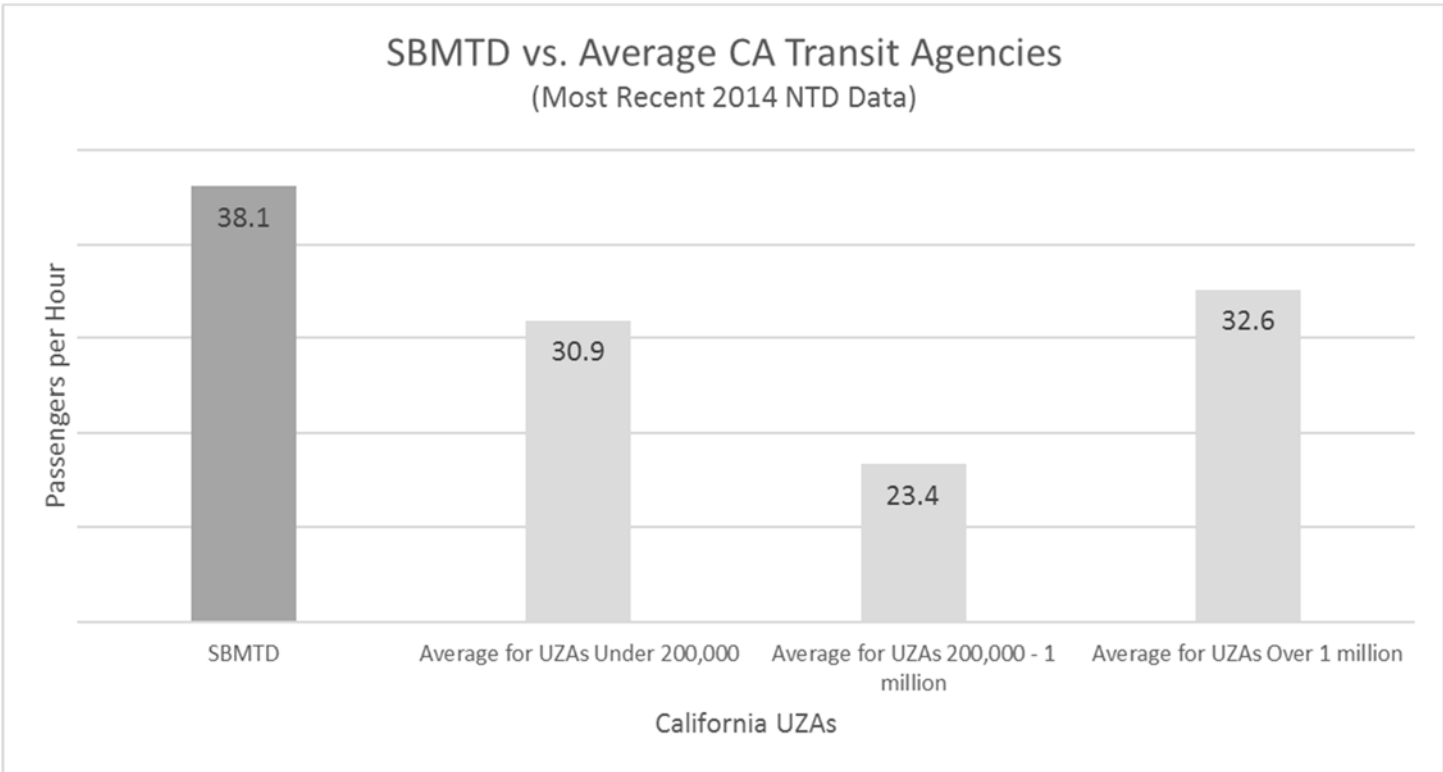
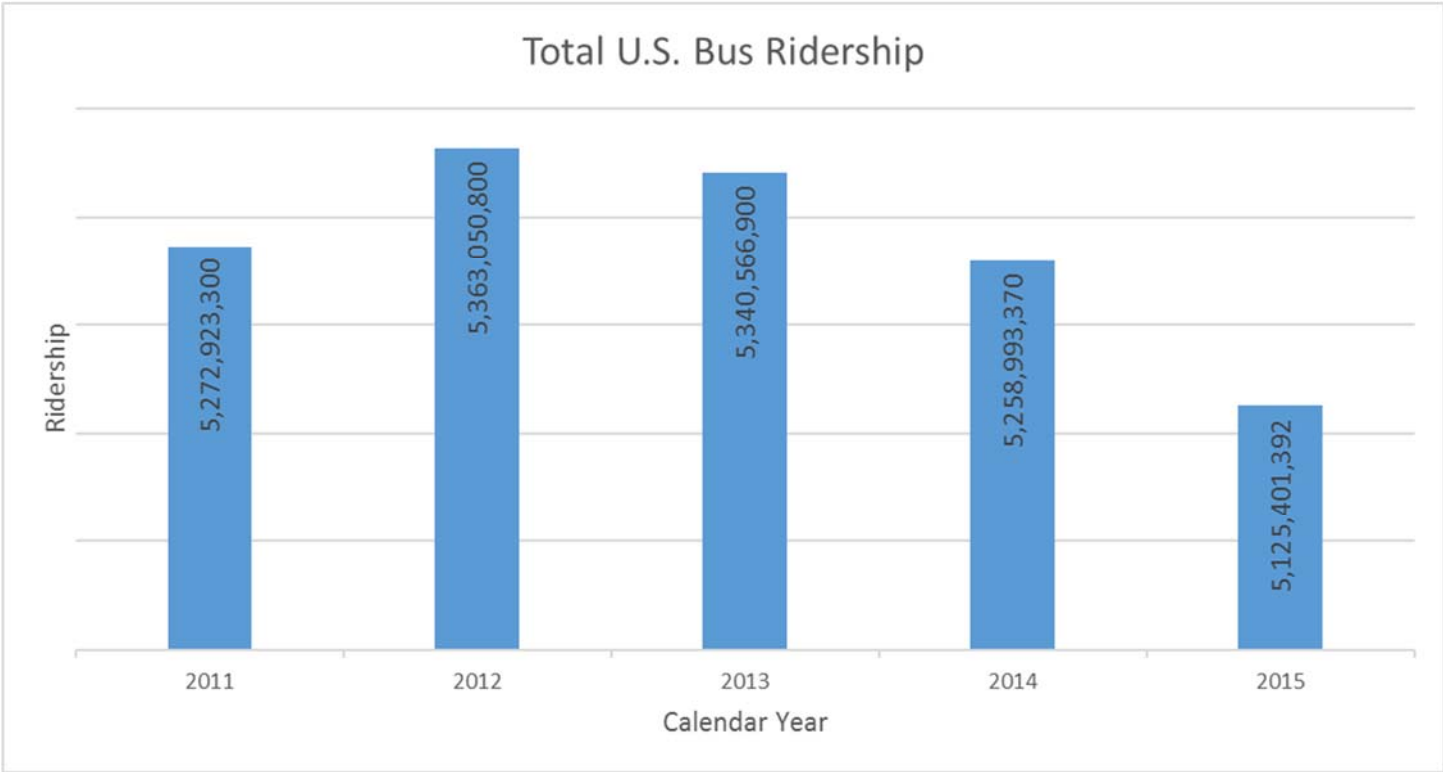
Table 1 shows that compared to FY 2012, FY 2016 ridership decreased 13.4%, revenue hours increased 3.9%, and passengers per hour decreased 16.7%. Compared to FY 2015, system-wide ridership decreased 8.1%, revenue hours operated increased 2.1%, and passengers per revenue hour decreased 10.0% in FY 2016.

### Ridership, Revenue Hours, and Passengers per Hour (Passengers and hours as compared to baseline year of FY 2010-11)

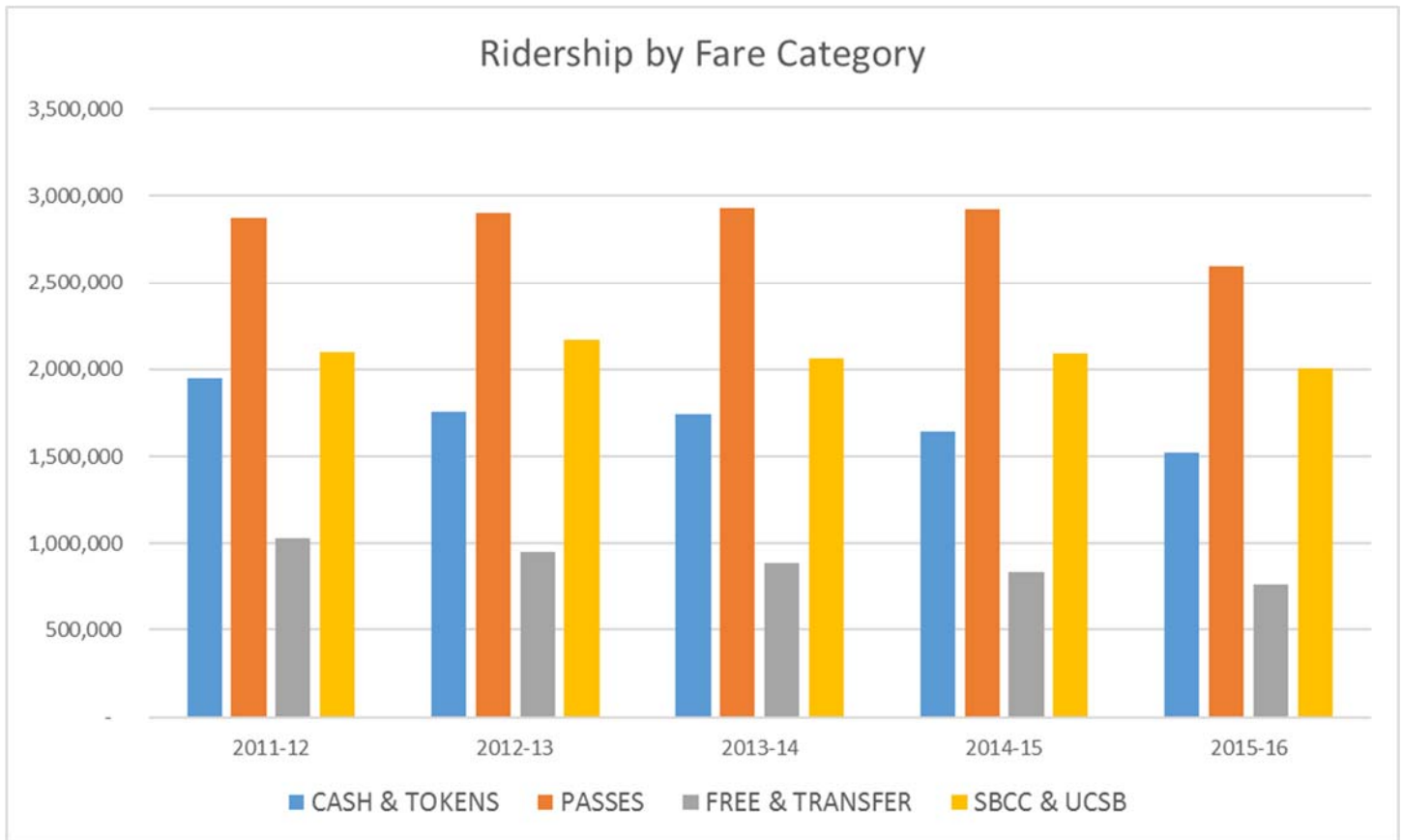


The chart above depicts system-wide Ridership, Revenue Hours, and Passengers per Revenue Hour for the past five years. Ridership and Revenue Hours are shown as percentages relative to a baseline of FY 2011 numbers. Actual Ridership and Hours figures are shown in the charts below.





The downward trends in Ridership and Passengers per Hour are nation-wide phenomena, but MTD's performance metrics are still higher than most other transit agencies.



The chart above shows ridership by Fare Category. Ridership has decreased across all fare categories except UCSB students. Table 2 on the next page provides details for the past five years.

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 for the past year has caused enrollment declines of about 20% at the schools. 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 are down 42% from FY 2011-12 with the greatest numeric declines on Lines 1, 2, 3, 6, & 11 and declines of more than 50% on Lines 3, 4, 5, 12x, 16, 17, 23, & 27. Nineteen percent fewer Transfers were used in FY 2015-16 than in FY 2011-12. The largest numeric decreases were on Lines 1, 2, 6, & 11, while Lines 4, 5, 10, 14, 17, & 27 each saw decreases of more than 25%.
- 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 2: Ridership by Fare Category**

Fare Category	Abbreviation	FY 2011-12	FY 2012-13	FY 2013-14	FY 2014-15	FY 2015-16
General Fare	FULL	1,252,200	1,214,174	1,198,775	1,144,189	1,015,300
Tokens	TOKE	33,839	38,716	33,188	27,903	25,157
Full Fare Prepaid (1)	FFPP	1,456,553	1,400,614	1,381,951	1,375,455	1,150,169
Student Prepaid (2)	STPP	611,455	676,799	736,683	736,607	644,783
Senior	SRCA	100,139	150,551	183,022	169,485	185,334
Mobility	DICA	44,298	59,514	47,780	43,453	38,266
Senior & Mobility Prepaid (3)	SDPP	694,110	688,383	691,095	693,320	691,896
Transfers	TRAN	746,081	713,416	676,363	649,000	604,649
Free	FREE	286,138	239,979	210,383	180,917	157,537
Shuttle (DWE & Seaside)	SHUT	517,450	290,474	277,348	258,429	257,538
My Ride & Brooks	SUPR	109,440	135,577	122,609	118,283	107,820
UC Santa Barbara	UCSB	885,593	980,545	956,408	1,030,302	1,106,561
Santa Barbara City College	SBCC	1,210,819	1,185,587	1,108,255	1,059,770	899,188
<b>TOTAL</b>		<b>7,948,115</b>	<b>7,774,329</b>	<b>7,623,859</b>	<b>7,487,113</b>	<b>6,884,198</b>

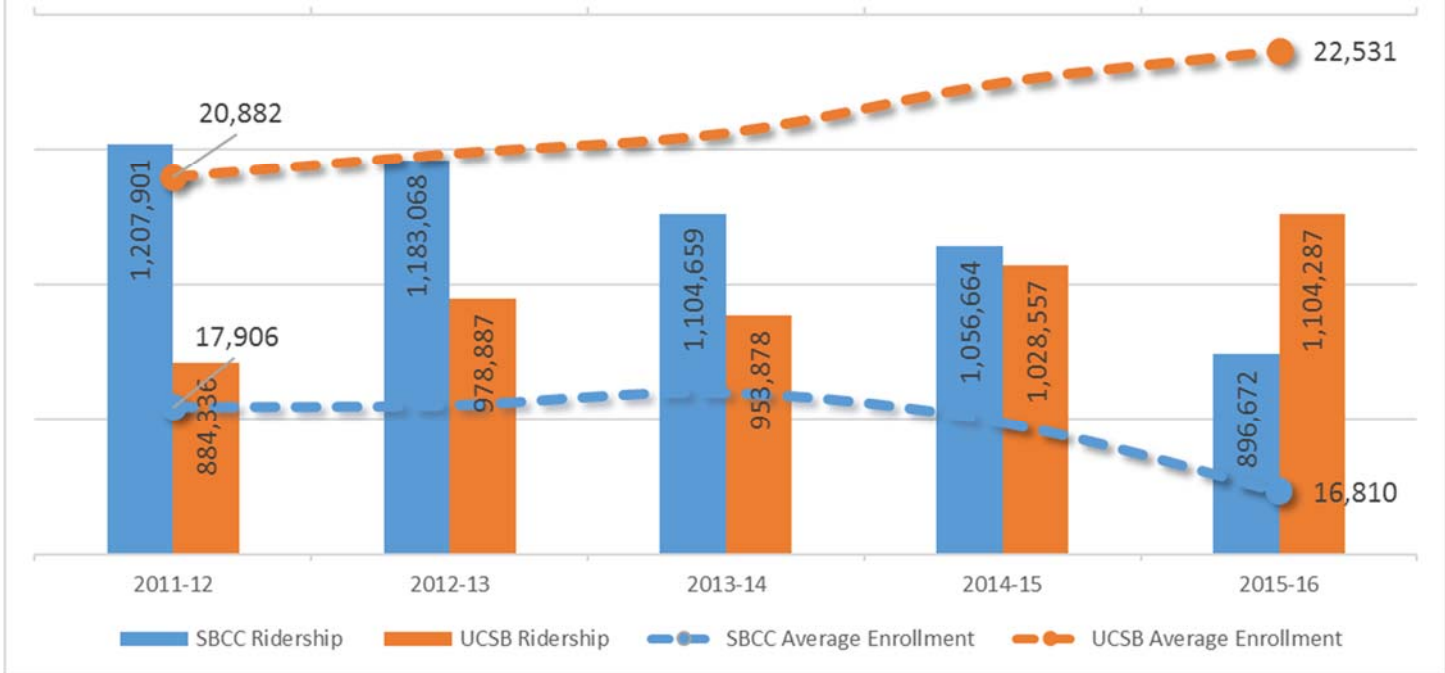
(1) Includes adult 10-Ride and Unlimited 30-Day Passport use.

(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.

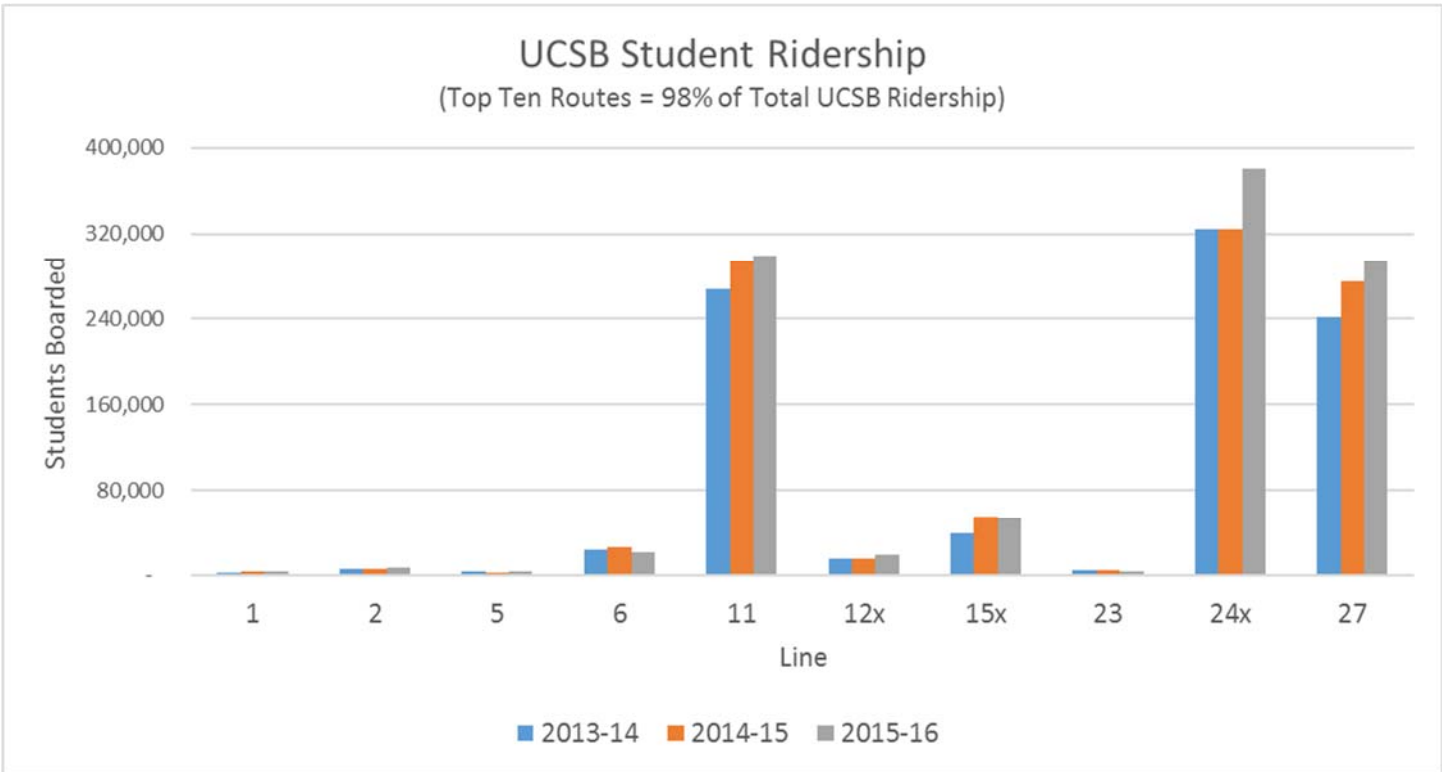
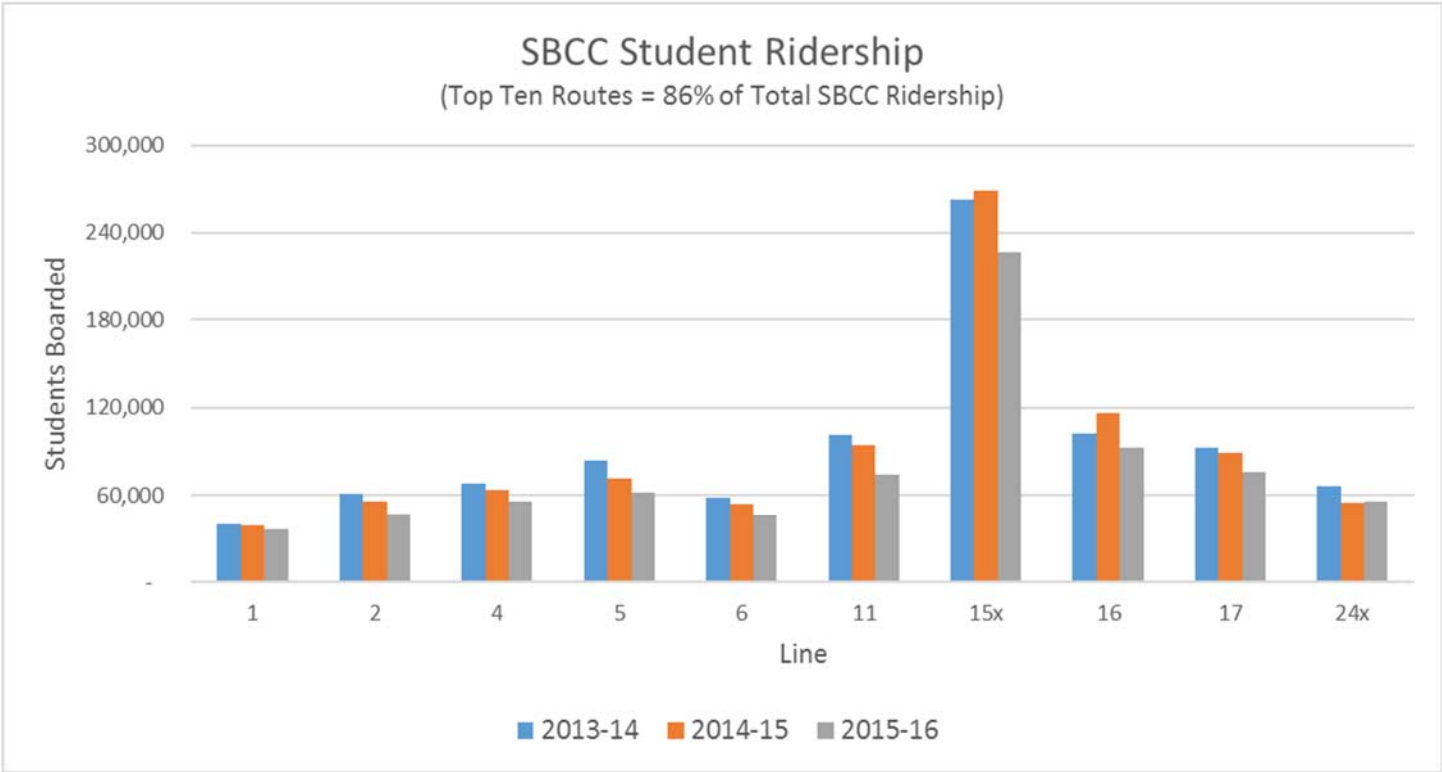


## SBCC & UCSB Student Ridership and Average Enrollment

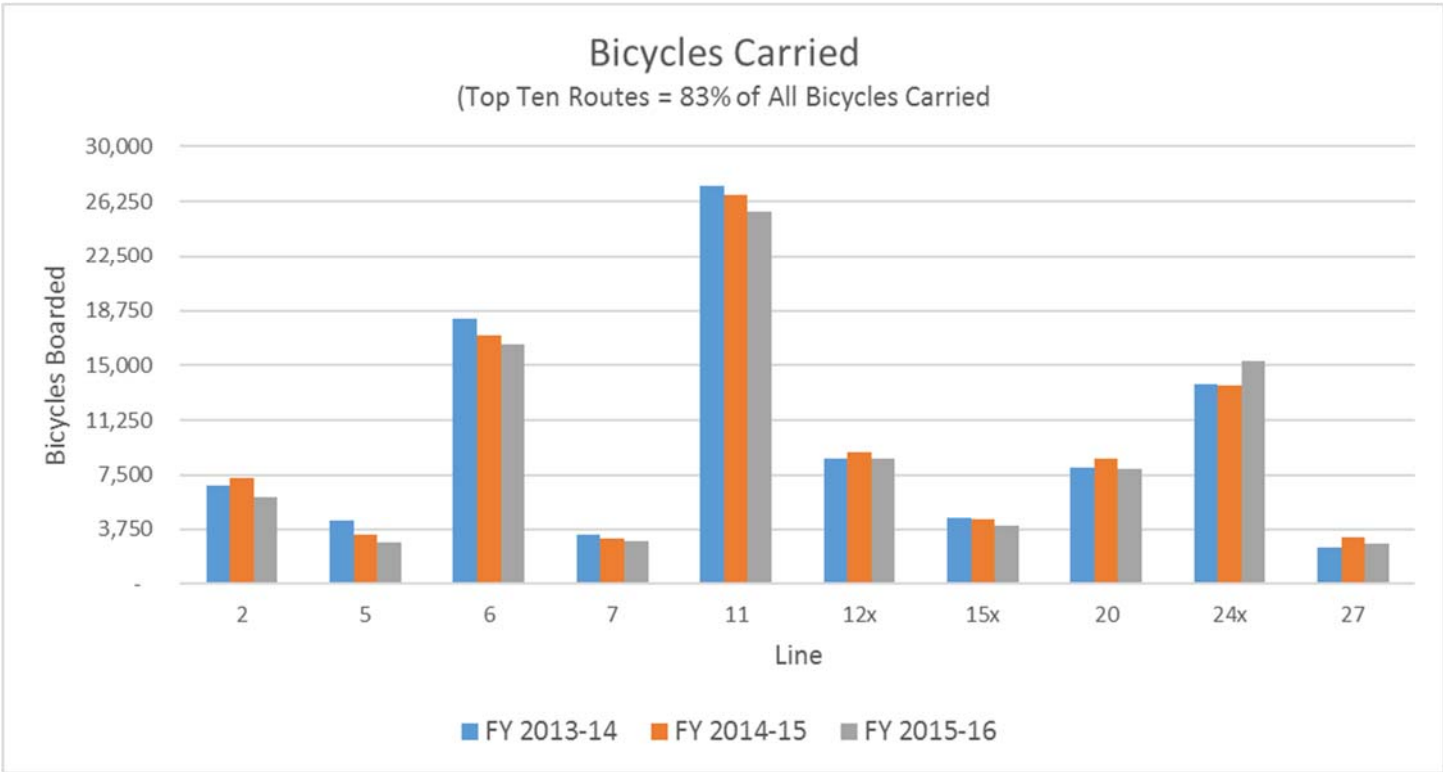
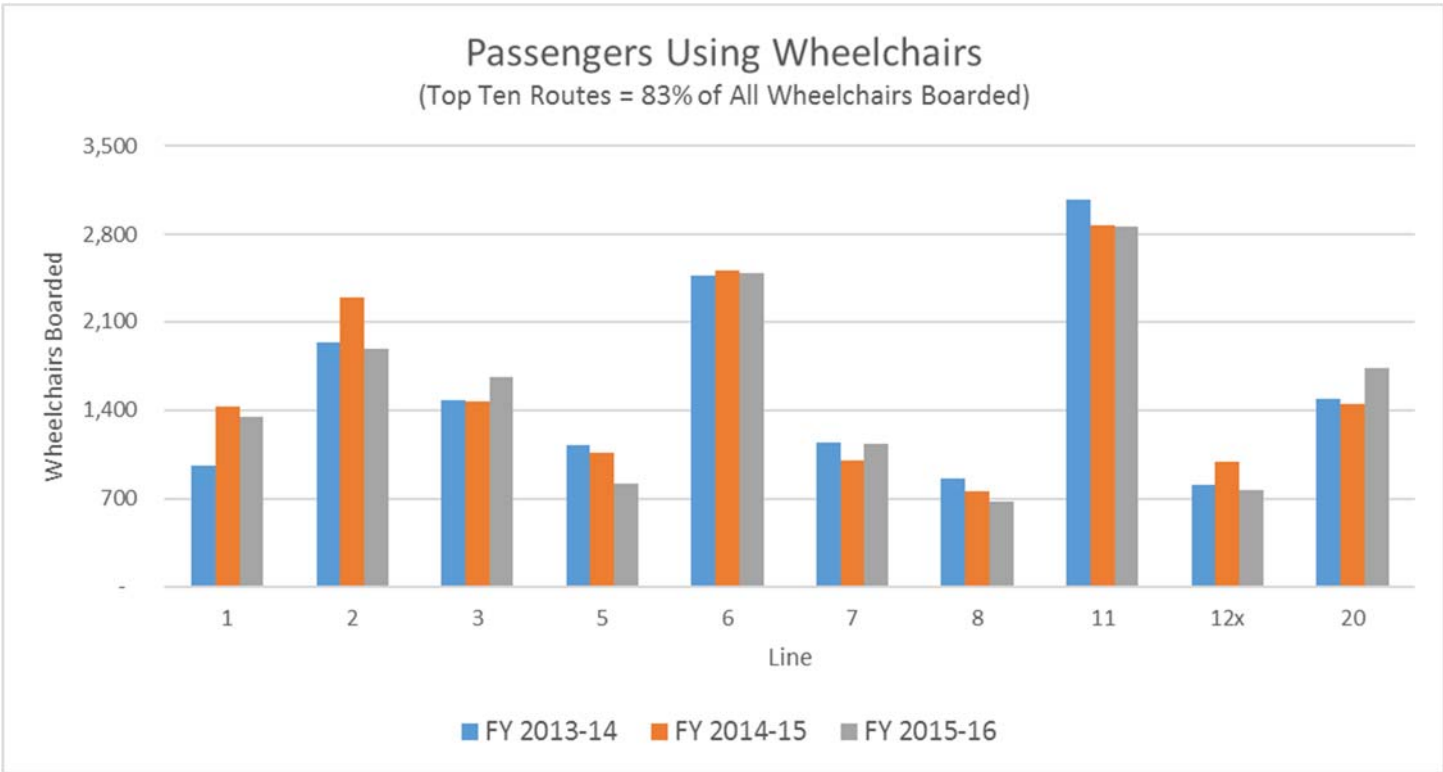


**TABLE 3: SBCC & UCSB Ridership by Line**

LINE	SBCC					UCSB				
	2011-12	2012-13	2013-14	2014-15	2015-16	2011-12	2012-13	2013-14	2014-15	2015-16
1	43,229	44,226	40,108	38,625	36,171	4,818	4,768	2,873	3,747	3,635
2	75,610	70,788	60,531	55,751	46,686	9,563	7,828	5,710	5,855	6,646
3	26,051	25,136	22,647	24,493	17,245	3,411	3,132	2,463	1,979	2,576
4	71,973	67,941	67,804	63,580	55,292	3,386	3,103	2,569	1,753	1,824
5	89,401	80,293	83,939	71,608	61,560	3,539	7,761	3,713	2,761	3,012
6	72,094	64,851	58,553	53,941	46,077	18,113	25,311	23,724	26,017	22,064
7	13,912	14,182	12,162	11,487	10,287	1,403	1,773	1,080	963	1,243
8	11,257	10,671	9,721	9,362	6,338	887	919	686	526	611
9	3,636	3,012	2,385	2,277	2,401	2,382	2,080	2,210	1,423	1,057
10	3,350	2,713	2,492	2,236	2,678	630	914	1,080	1,031	1,357
11	100,791	112,380	101,239	94,622	74,124	95,217	255,441	267,938	294,182	299,130
12x	34,450	34,413	28,887	23,607	21,905	14,398	17,005	15,882	15,780	18,858
14	12,320	8,379	8,439	8,926	5,199	1,147	1,226	765	837	687
15x	246,394	267,282	262,804	268,794	227,098	31,116	36,312	39,732	54,854	53,648
16	128,679	112,739	102,264	116,129	92,828	1,193	2,687	1,096	2,479	1,193
17	101,387	99,290	92,521	89,041	75,451	6,671	3,479	2,119	1,768	1,215
20	34,250	36,190	33,984	26,771	21,537	4,667	3,018	3,262	2,744	2,632
21x	13,278	13,125	12,671	9,536	9,811	1,328	1,477	1,240	955	848
22	3,102	2,522	2,730	123		845	795	642	39	
23	19,143	6,961	5,645	5,358	6,770	97,707	11,041	4,248	4,572	3,713
24x	64,151	77,740	66,385	54,792	55,444	316,602	339,077	324,895	324,240	379,991
25	11,077	5,230	5,687	5,589	4,829	50,563	8,300	3,700	3,465	2,822
27	13,811	16,015	15,769	12,929	11,637	213,699	240,602	241,564	275,675	294,644
36	206	535	714	506	406	9	40	40	28	43
37	14,349	6,454	4,578	6,581	4,898	1,042	798	647	884	838
<b>Total</b>	<b>1,207,901</b>	<b>1,183,068</b>	<b>1,104,659</b>	<b>1,056,664</b>	<b>896,672</b>	<b>884,336</b>	<b>978,887</b>	<b>953,878</b>	<b>1,028,557</b>	<b>1,104,287</b>



SBCC & UCSB students comprise 29% of total MTD ridership. The charts above depict the ten routes carrying the largest number of SBCC and UCSB students, 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. UCSB ridership on Line 24x, in particular, has grown significantly since the University funded increased evening and weekend service on the route last year. Detailed student ridership numbers for all routes over the past 5 years are listed in Table 3 on page 9.



The charts above depict the ten routes carrying the largest numbers of wheelchairs and bicycles, respectively. 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 2011-12	FY 2012-13	FY 2013-14	FY 2014-15	FY 2015-16	FY 2011-12	FY 2012-13	FY 2013-14	FY 2014-15	FY 2015-16
1	1,334	1,221	965	1,428	1,344	2,407	2,588	2,752	2,531	2,415
2	2,202	2,138	1,932	2,296	1,890	7,532	7,373	6,798	7,262	6,018
3	1,279	1,392	1,477	1,473	1,663	3,119	2,401	2,035	2,294	2,418
4	189	118	93	366	158	3,042	2,349	2,395	2,438	2,205
5	858	588	1,122	1,058	820	3,252	3,613	4,277	3,383	2,863
6	3,539	2,962	2,465	2,503	2,483	17,039	17,671	18,156	17,005	16,422
7	661	706	1,141	1,000	1,137	2,629	2,910	3,328	3,051	2,927
8	582	561	859	760	678	1,906	2,000	2,507	2,308	2,127
9	299	337	162	202	266	394	453	483	465	416
10	177	71	11	19	14	634	616	838	796	514
11	3,145	3,327	3,074	2,867	2,864	23,187	24,322	27,343	26,657	25,596
12x	1,230	1,063	808	992	770	8,178	8,872	8,614	9,080	8,626
14	264	219	383	345	240	2,295	1,694	2,032	1,863	1,830
15x	205	68	35	33	136	3,782	3,407	4,507	4,451	3,966
16	227	217	276	345	234	920	902	1,456	1,593	1,042
17	260	161	232	278	192	1,750	1,567	1,548	1,763	1,319
20	1,462	1,576	1,487	1,449	1,729	8,164	7,589	8,037	8,616	7,938
21x	414	350	417	344	358	2,932	3,274	2,869	3,091	2,687
22	12	24	17	-	-	523	674	750	103	-
23	218	133	198	149	65	3,502	1,340	1,364	1,196	1,090
24x	395	366	269	333	416	12,176	13,176	13,694	13,633	15,252
25	278	200	312	204	45	1,725	1,341	1,359	1,053	666
27	64	103	108	92	67	2,986	3,057	2,469	3,152	2,776
30	580	776	838	578	635	-	-	-	-	-
31	261	214	133	86	165	-	-	-	-	-
32	49	153	63	54	54	-	-	-	-	-
36	92	42	28	74	142	-	-	-	-	-
37	149	190	87	92	73	-	-	-	-	-
<b>Total</b>	<b>20,425</b>	<b>19,276</b>	<b>18,992</b>	<b>19,420</b>	<b>18,638</b>	<b>114,074</b>	<b>113,189</b>	<b>119,611</b>	<b>117,784</b>	<b>111,113</b>

\* Note that the electric shuttles cannot carry bicycles.

Looking ahead, if traffic congestion continues to worsen on the South Coast, more revenue hours will be needed to maintain current service levels. Without an increase in ridership, MTD's Passengers per Hour and other performance metrics will decline.

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

LINE	FY 2011-12			FY 2012-13			FY 2013-14			FY 2014-15			FY 2015-16		
	Passengers	Hours	PPH	Passengers	Hours	PPH	Passengers	Hours	PPH	Passengers	Hours	PPH	Passengers	Hours	PPH
1	463,895	9,295	49.9	441,169	10,550	41.8	414,313	10,833	38.2	410,243	11,137	36.8	393,673	11,449	34.4
2	678,550	15,638	43.4	677,847	14,365	47.2	670,075	14,242	47.0	651,025	16,635	39.1	597,256	17,984	33.2
3	267,287	8,263	32.3	252,980	7,894	32.0	237,118	7,910	30.0	235,575	9,260	25.4	203,117	10,437	19.5
4	181,120	4,651	38.9	168,382	4,608	36.5	167,041	4,636	36.0	158,856	4,640	34.2	140,892	4,655	30.3
5	216,672	7,053	30.7	208,131	6,990	29.8	209,168	6,999	29.9	187,866	7,003	26.8	157,503	7,027	22.4
6	767,398	19,824	38.7	732,843	19,443	37.7	724,629	19,343	37.5	712,574	19,338	36.8	649,886	19,477	33.4
7	146,373	5,060	28.9	155,258	4,999	31.1	157,977	5,040	31.3	151,033	5,149	29.3	130,824	5,269	24.8
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	101,263	3,740	27.1
9	43,841	2,749	15.9	38,917	2,488	15.6	36,820	2,542	14.5	37,041	2,552	14.5	35,679	2,559	13.9
10	31,228	1,568	19.9	27,202	1,542	17.6	29,438	1,548	19.0	32,486	1,549	21.0	26,714	1,555	17.2
11	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	1,114,748	31,047	35.9
12x	299,369	6,278	47.7	301,674	6,141	49.1	288,114	6,346	45.4	275,849	6,401	43.1	245,398	7,027	34.9
14	122,035	5,071	24.1	111,226	5,018	22.2	109,441	5,032	21.7	104,444	5,032	20.8	94,206	5,051	18.7
15x	320,667	6,376	50.3	350,198	6,289	55.7	345,185	7,014	49.2	369,880	7,749	47.7	322,469	7,284	44.3
16	165,563	1,662	99.6	151,825	1,645	92.3	138,017	1,672	82.6	160,576	2,471	65.0	128,832	2,464	52.3
17	235,988	3,246	72.7	228,182	3,213	71.0	212,937	3,239	65.8	200,337	3,242	61.8	168,752	3,253	51.9
20	364,980	13,553	26.9	368,123	13,466	27.3	363,650	13,479	27.0	346,569	13,524	25.6	314,261	13,668	23.0
21x	115,981	4,370	26.5	118,545	4,311	27.5	109,432	4,328	25.3	103,844	4,321	24.0	94,952	4,327	21.9
23	247,898	6,934	35.8	101,103	3,882	26.0	81,765	3,342	24.5	74,923	3,333	22.5	61,067	3,308	18.5
24x	647,700	9,999	64.8	704,733	9,907	71.1	684,985	10,432	65.7	666,243	9,985	66.7	707,010	12,245	57.7
25	135,667	4,255	31.9	64,935	1,975	32.9	57,372	1,528	37.5	57,818	1,546	37.4	47,065	1,529	30.8
27	275,595	6,802	40.5	305,186	6,774	45.1	302,277	6,775	44.6	333,135	6,779	49.1	346,277	6,792	51.0
30	435,617	11,280	38.6	341,891	11,535	29.6	336,183	11,555	29.1	298,411	11,443	26.1	298,452	11,832	25.2
31	75,291	2,644	28.5	57,623	2,606	22.1	55,442	2,566	21.6	46,429	2,536	18.3	43,914	2,563	17.1
32	30,522	1,242	24.6	24,413	1,231	19.8	29,629	1,312	22.6	28,682	1,280	22.4	28,816	1,321	21.8
36	99,606	4,470	22.3	70,652	4,234	16.7	70,662	4,234	16.7	75,479	4,235	17.8	82,474	4,248	19.4
37	138,527	5,984	23.1	93,089	4,072	22.9	85,295	4,088	20.9	103,831	5,807	17.9	95,474	6,145	15.5
boost	242,311	2,603	93.1	261,607	2,806	93.2	259,738	2,760	94.1	255,235	2,812	90.8	253,224	2,788	90.8
disc	37,074	2,992	12.4	23,230	1,668	13.9	23,821	1,611	14.8	3,172	244	13.0	-	-	0.0
reg	16,995	1,914	8.9	39,990	1,897	21.1	45,721	2,001	22.8	40,244	1,924	20.9	-	-	0.0
Total	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	6,884,198	211,046	32.6

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