



December 2012 Monthly Report to UCSB

MTD Routes Serving UCSB - Ridership

Ridership by Line	Month		Fiscal Year Total		Percent Change		Prior Year
	FY 2013 Dec 2012	FY 2012 Dec 2011	FY 2013 Jul-Dec	FY 2012 Jul-Dec	Current Month	FY To Date	FY 2012 Jul-Jun
Total Riders							
11 - State/Hollister/UCSB	86,622	71,755	591,910	498,044	20.7%	18.8%	1,015,741
15x - SBCC/UCSB Express	18,452	9,762	177,795	164,239	89.0%	8.3%	320,667
23 - Winchester Canyon	5,948	13,979	57,709	112,296	-57.5%	-48.6%	247,898
24x - UCSB Express	43,160	35,560	326,729	302,028	21.4%	8.2%	647,700
25 - Ellwood	4,363	8,671	37,396	61,198	-49.7%	-38.9%	135,667
27 - Isla Vista Shuttle	18,368	11,889	114,422	105,085	54.5%	8.9%	275,595
<i>Subtotal</i>	<i>176,913</i>	<i>151,616</i>	<i>1,305,961</i>	<i>1,242,890</i>	<i>16.7%</i>	<i>5.1%</i>	<i>2,643,268</i>
Total Riders on Other Lines	349,370	373,192	2,553,997	2,663,210	-6.4%	-4.1%	5,305,141
Systemwide Total Riders	526,283	524,808	3,859,958	3,906,100	0.3%	-1.2%	7,948,409
UCSB Student Riders							
11 - State/Hollister/UCSB	16,808	4,959	99,948	42,574	238.9%	134.8%	95,217
15x - SBCC/UCSB Express	2,041	1,111	14,939	12,533	83.7%	19.2%	31,116
23 - Winchester Canyon	430	4,277	7,502	38,152	-89.9%	-80.3%	97,707
24x - UCSB Express	21,488	15,156	141,374	132,917	41.8%	6.4%	316,602
25 - Ellwood	421	2,670	5,480	20,966	-84.2%	-73.9%	50,563
27 - Isla Vista Shuttle	13,466	8,169	83,531	76,443	64.8%	9.3%	213,699
<i>Subtotal</i>	<i>54,654</i>	<i>36,342</i>	<i>352,774</i>	<i>323,585</i>	<i>50.4%</i>	<i>9.0%</i>	<i>804,904</i>
UCSB Students on Other Lines	6,745	4,814	44,210	40,830	40.1%	8.3%	80,688
Systemwide UCSB Student Riders	61,399	41,156	396,984	364,415	49.2%	8.9%	885,592

Source: Santa Barbara Metropolitan Transit District.

MTD Routes Serving UCSB - Revenue Hours & Total Riders per Revenue Hour

Revenue Hours by Line	Month		Fiscal Year Total		Riders per Hour		Prior Year
	FY 2013 Dec 2012	FY 2012 Dec 2011	FY 2013 Jul-Dec	FY 2012 Jul-Dec	FY 2013 Dec 2012	FY 2012 Dec 2011	FY 2012 Jul-Jun
11 - State/Hollister/UCSB	2,517	1,962	14,300	11,773	34.4	36.6	23,545
15x - SBCC/UCSB Express	346	237	3,120	3,112	53.3	41.2	6,376
23 - Winchester Canyon	269	578	2,220	3,466	22.1	24.2	6,934
24x - UCSB Express	765	792	4,845	4,877	56.4	44.9	9,999
25 - Ellwood	127	355	1,205	2,127	34.4	24.4	4,255
27 - Isla Vista Shuttle	495	474	3,030	3,044	37.1	25.1	6,802
<i>Subtotal</i>	<i>4,519</i>	<i>4,398</i>	<i>28,720</i>	<i>28,399</i>	<i>39.1</i>	<i>34.5</i>	<i>57,911</i>
Revenue Hours on Other Lines	10,974	11,883	70,373	73,615	31.8	31.4	145,744
Systemwide Revenue Hours	15,493	16,281	99,093	102,014	34.0	32.2	203,655

Source: Santa Barbara Metropolitan Transit District.

MTD Lines 6 & 11 Weekday Ridership

Current Month Compared to Corresponding Month Prior to Enhanced Service

Hour	Dec 2012		Dec 2006		Change	
	Month	Avg. Day	Month	Avg. Day	Month	Avg. Day
Total (Weekday Only)	99,593	5,533	96,772	4,839	2,821	694
Peak-Period ¹	42,797	2,378	38,863	1,943	3,934	434

Note 1: Peak period includes weekday service from 7:00 - 9:00 A.M. and 3:00 - 6:00 P.M.

Source: Santa Barbara Metropolitan Transit District.

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It is important to note that much of the decrease on Lines 23 & 25, as well as much of the increase on Line 11, is definitional. Prior to MTD's August 27, 2012, service changes, Line 11 began and ended at UCSB and the bus became a Line 23 or 25 at that point. Now, Line 11 continues from UCSB through Isla Vista to Camino Real Marketplace (CRM) and back. Thus, riders that board at UCSB to ride to Isla Vista or CRM, and vice versa, are now counted on Line 11 instead of Line 23 or 25.