

MTD Report to Santa Barbara on City-Assisted Services

**Annual Report
FY 2010**

Prepared by the

**Santa Barbara Metropolitan Transit District
Strategic Planning**



August 11, 2010

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MTD Report to Santa Barbara on City-Assisted Services FY 2010 Annual Report

The City of Santa Barbara provides funding to the Santa Barbara Metropolitan Transit District (MTD) to support several MTD bus routes. This report, prepared pursuant to Agreements No. 22,278.1 and No. 23,135, provides the City with data regarding MTD shuttle services, MTD South Coast Transit Priorities routes supported by the City, and core MTD routes assisted by the City through the Enhanced Transit Program. This report includes each City-assisted MTD route in fiscal year (FY) 2010, the period from July 1, 2009, through June 30, 2010.

Beginning in May 2007, MTD uses a biodiesel blend in all diesel-powered buses. Biodiesel is a renewable fuel manufactured from vegetable oils, animal fats, or recycled cooking oils. The use of biodiesel can result in reduced dependence on imported oil, improved engine lubricity, and reductions in emissions (e.g., particulate matter, hydrocarbon, carbon monoxide, and greenhouse gas).

MTD CITY-ASSISTED SERVICES

Brief descriptions of each of MTD's City-assisted services are provided below. Following the descriptions, the report provides tables and graphs of operating characteristics and performance indicators for the services.

Shuttle Services

The City provides a fare-buydown subsidy to MTD for clean and quiet 22-ft. electric shuttle services to meet downtown Santa Barbara traffic-reduction goals.

- *Downtown-Waterfront Shuttle.* The Downtown service operates along State Street from Sola Street to Cabrillo Boulevard, and the Waterfront service operates along Cabrillo Boulevard from the harbor to the zoo. The one-way fare is \$0.25. Transfers between State Street and the Waterfront are free.
- *Carrillo Lot Shuttle.* This weekday peak-period service is subsidized by the City as an incentive to attract downtown employees to park in the commuter lot. The service is free for commuter lot parkers and \$0.25 for other riders.

South Coast Transit Priorities

MTD implemented two new routes within Santa Barbara as part of the South Coast Transit Priorities (SCTP) - the Crosstown Shuttle and Line 4 - Mesa/SBCC. The SCTP was initially funded with a federal Congestion Mitigation and Air Quality Improvement (CMAQ) grant awarded to MTD. The City partially

subsidized the operation of both routes In FY 2010. The City has also provided MTD with capital assistance for both routes.

- *Crosstown Shuttle*. Utilizes clean and quiet 22-ft. electric shuttles to connect the eastside via Cota Street and the westside via Micheltorena Street with downtown Santa Barbara. Also serves the Cota Commuter Lot.
- *Line 4 – Mesa/SBCC (formerly called Mesa Loop)*. Utilizes biodiesel in clean-burning 29-ft. buses to connect downtown Santa Barbara and the Mesa via Carrillo Street and Cliff Drive. Also serves Santa Barbara City College.

Enhanced Transit Program

During ongoing service evaluations, MTD staff identified various routes with a number of trips that were carrying excessive passenger loads. Bus drivers were often forced to leave passengers at the bus stop because the bus was too full to board. Beginning in March 2007, the City assisted MTD with funding to enhance service on several core MTD routes to alleviate these overloads:

- *Line 1 - West & Line 2 - East*. Utilizes a biodiesel blend in clean-burning 40-ft. buses for enhanced weekday peak-period service to downtown Santa Barbara. Line 1 connects the upper westside to the San Andres corridor, west Carrillo Street, and downtown. Line 2 connects the lower eastside to the Milpas Street corridor, east Anapamu Street, and downtown.
- *Line 6 - Goleta & Line 11 - UCSB*. Utilizes a biodiesel blend in clean-burning 40-ft. buses for enhanced weekday peak-period service from downtown Santa Barbara to Upper State Street, the Eastern Goleta Valley, the City of Goleta, and the University of California at Santa Barbara (UCSB). Many of the buses on these routes are hybrid diesel-electric buses. Both routes follow State Street and Hollister Avenue from downtown Santa Barbara to Fairview Avenue. Line 6 continues along Hollister Avenue to Camino Real Marketplace, while Line 11 turns south on Fairview Avenue and travels to the airport and UCSB. (Santa Barbara County, Goleta, and UCSB also provide financial assistance to MTD for the Lines 6 & 11 enhancement.)
- *Line 3 - Oak Park*. Utilizes a biodiesel blend in clean-burning 29-ft. buses for enhanced weekday service connecting downtown Santa Barbara to Santa Barbara Cottage Hospital, upper State Street, and La Cumbre Plaza, via Bath and Castillo Streets, the Samarkand area, and Las Positas Road.

OPERATING CHARACTERISTICS & PERFORMANCE INDICATORS

The following pages present tables and figures of operating characteristics and performance indicators for the various City-assisted MTD services. The tables present annual totals for FY 2010 and FY 2009. Some of the figures present data by month in FY 2010 compared to FY 2009, and other figures present a multi-year trend in annual totals. Note that all FY 2010 financial data are estimates.

There are several factors that likely have contributed to an overall decrease in travel in recent months. These include: an increase in the use of various Transportation Demand Management (TDM) measures such as carpooling, flex schedules, and compressed workweeks; the depressed economy, which has led to a reduction in commute trips (due to furloughs and layoffs) and in discretionary trips; a decrease in tourism; the decreased price of gasoline; and MTD's January 2009 fare increase.

Shuttle Services

As mentioned above, the City of Santa Barbara provides MTD with fare-buydown subsidies for shuttle services to assist the City in meeting traffic reduction goals in downtown Santa Barbara.

Downtown-Waterfront Shuttle

Table 1 shows that ridership on the Downtown-Waterfront Shuttle decreased in FY 2010, while revenue hours increased slightly. However, because the change in both passengers and revenue hours was small, the change in ridership per revenue hour was slight. MTD receives a fare-buydown subsidy from the City of Santa Barbara for these services. Figure 1 compares the Downtown-Waterfront Shuttle in terms of ridership, revenue hours, and passengers per hour by month for FY 2010 and FY 2009. Figure 2 presents 10-year trends for those same measures.

Carrillo Lot Shuttle

As shown in Table 2, total ridership on the Carrillo Commuter Lot Shuttle decreased in FY 2010. As shown in Figure 3, ridership by month in FY 2010 compared to FY 2009 varied widely. This route typically exhibits a wide range of variation, as ridership depends heavily on factors such as usage of the commuter lot and the weather. Figure 4 presents a ten-year trend for the service. MTD receives a fare-buydown subsidy from the City of Santa Barbara for the Carrillo Lot Shuttle.

South Coast Transit Priorities

MTD implemented the Crosstown Shuttle and Line 4 - Mesa/SBCC in partnership with the City of Santa Barbara as part of the South Coast Transit Priorities project.

Crosstown Shuttle

Table 3 presents data for the Crosstown Shuttle. In addition to its function as a local circulator route, the Crosstown Shuttle provides service for patrons of the Cota Commuter Lot. The City of Santa Barbara pays the fare for users of the commuter lot through a fare-buydown subsidy to MTD. Other riders pay the usual MTD fare. In addition to the fare buydown subsidy, the City provides operating assistance to MTD for the service.

The Crosstown Shuttle is a complementary service to the Lines 1 & 2. When MTD enhanced the peak-period service on those lines (as discussed below), some Crosstown Shuttle riders elected to switch to the enhanced Lines 1 & 2. Overall, Crosstown Shuttle ridership increased a very small amount in FY 2010. Figure 5 presents month-by-month data for the service, and Figure 6 presents annual data since the implementation of the route.

Line 4 - Mesa/SBCC

MTD implemented this service in partnership with the City of Santa Barbara as part of the federally-funded South Coast Transit Priorities project. Table 4 shows that the performance of the route in terms of riders per revenue hour improved from FY 2009 to FY 2010. Figure 7 presents monthly data for FY 2009 and FY 2010, and Figure 8 presents annual data since the implementation of the route in FY 2007. The City provided a subsidy for Line 4 beginning in September 2009, when the federal grant money was exhausted.

Enhanced Transit Program

MTD staff identified various routes with a number of trips that were carrying excessive passenger loads and were forced to leave passengers at the bus stop. MTD was able to enhance service on several of these routes in March 2007 in partnership with the City of Santa Barbara (and, in the case of Lines 6 & 11, also with Goleta, Santa Barbara County, and UCSB). Note that the data presented in the following tables and figures represent the entire routes, not only the enhanced service.

Line 1 - West & Line 2 - East

Lines 1 & 2 are major trunk routes serving the westside (Line 1) and eastside (Line 2) of Santa Barbara. FY 2010 combined ridership on Lines 1 & 2 totaled more than 1.2 million passengers in FY 2010, a decrease from FY 2009. Figure 9 presents month-by-month data for these routes for FY 2010 and FY 2009. The number of passengers per hour also decreased.

Line 6 - State/Hollister/Goleta & Line 11 - State/Hollister/UCSB

Lines 6 & 11 are major trunk routes that serve the State/Hollister corridor. The combined ridership on the two lines totaled nearly 1.8 million passengers in FY 2010. The combined routes carried an average of 42.1 passengers per revenue hour in FY 2010, a decrease from FY 2009. Month-by-month data for FY 2009 and FY 2010 are presented in Figure 10.

Line 3 – Oak Park

Ridership on Line 3 totaled 327,201 passengers in FY 2010, a decrease from the FY 2009 total. The average number of passengers carried per revenue hour also decreased. Figure 11 shows the ridership by month for FY 2010 and FY 2009.

**TABLE 1
Downtown-Waterfront Shuttle**

Downtown-Waterfront Shuttle	FY 2010	FY 2009
	Total	Total
Operating Characteristics		
Passengers (One-Way Trips)	539,684	543,952
Revenue Hours	15,326	15,296
Operating Cost to MTD ¹	\$1,611,182	\$1,611,467
<i>Sources of Revenue (Est.)</i>		
Farebox Revenue	\$116,618	\$118,090
City Fare-Buydown Subsidy	\$1,072,078	\$1,033,677
<u>MTD Subsidy</u>	<u>\$422,486</u>	<u>\$459,700</u>
Total	\$1,611,182	\$1,611,467
Performance Indicators		
Passengers per Revenue Hour	35.2	35.6
Operating Cost per Passenger	\$2.99	\$2.96

Note 1: MTD's FY 2010 budgeted systemwide average hourly operating cost (not including depreciation) totaled \$105.13. The FY 2009 audited hourly cost totaled \$105.35.
Source: Santa Barbara Metropolitan Transit District.

**TABLE 2
Carrillo Commuter Lot Shuttle**

Carrillo Commuter Lot Shuttle	FY 2010	FY 2009
	Total	Total
Operating Characteristics		
Passengers (One-Way Trips)	17,418	19,942
Revenue Hours	1,260	1,236
Operating Cost to MTD ¹	\$132,460	\$130,215
<i>Sources of Revenue (Est.)</i>		
City Fare-Buydown Subsidy	\$101,951	\$98,987
<u>MTD Subsidy</u>	<u>\$30,509</u>	<u>\$31,228</u>
Total	\$132,460	\$130,215
Performance Indicators		
Passengers per Revenue Hour	13.8	16.1
Operating Cost per Passenger	\$7.60	\$6.53

Note 1: MTD's FY 2010 budgeted systemwide average hourly operating cost (not including depreciation) totaled \$105.13. The FY 2009 audited hourly cost totaled \$105.35.
Source: Santa Barbara Metropolitan Transit District.

**TABLE 3
Crosstown Shuttle**

Line Item	FY 2010			FY 2009		
	Crosstown Shuttle	Cota Lot Service	Total	Crosstown Shuttle	Cota Lot Service	Total
Operating Characteristics						
Passengers (One-Way Trips) ¹	153,713	n/a	153,713	152,855	n/a	152,855
Revenue Hours	6,100	1,260	7,360	6,091	1,255	7,346
Operating Cost to MTD ²	\$641,277	\$132,460	\$773,737	\$641,700	\$132,217	\$773,917
<i>Sources of Revenue (Est.)</i>						
Farebox Revenue	\$133,297	\$0	\$133,297	\$122,190	\$0	\$122,190
City Fare-Buydown Subsidy	\$0	\$101,390	\$101,390	\$0	\$98,442	\$98,442
City Operating Assistance	\$283,992	\$0	\$283,992	\$367,626	\$0	\$367,626
<u>MTD Subsidy</u>	<u>\$223,988</u>	<u>\$31,070</u>	<u>\$255,058</u>	<u>\$151,884</u>	<u>\$33,775</u>	<u>\$185,659</u>
Total	\$641,277	\$132,460	\$773,737	\$641,700	\$132,217	\$773,917
Indicators						
Passengers per Revenue Hour			20.9			20.8
Operating Cost per Passenger			\$5.03			\$5.06

Note 1: Passengers riding on the Crosstown Shuttle to and from the Cota Commuter Lot are not tracked separately.

Note 2: MTD's FY 2010 budgeted systemwide average hourly operating cost (not including depreciation) totaled \$105.13. The FY 2009 audited hourly cost totaled \$105.35.

Source: Santa Barbara Metropolitan Transit District, Strategic Planning.

**TABLE 4
Line 4 - Mesa/SBCC**

Line Item	FY 2010	FY 2009
	Total	Total
Operating Characteristics		
Passengers (One-Way Trips)	151,929	142,698
Revenue Hours	4,215	4,123
Operating Cost to MTD ¹	\$443,112	\$434,367
<i>Sources of Revenue (Est.)</i>		
Farebox Revenue	\$123,804	\$102,725
City Operating Assistance	\$88,715	\$0
<u>MTD Subsidy²</u>	<u>\$230,593</u>	<u>\$331,642</u>
Total	\$443,112	\$434,367
Performance Indicators		
Passengers per Revenue Hour	36.0	34.6
Operating Cost per Passenger	\$2.92	\$3.04

Note 1: MTD's FY 2010 budgeted systemwide average hourly operating cost (not including depreciation) totaled \$105.13. The FY 2009 audited hourly cost totaled \$105.35.

Note 2: A Federal CMAQ pilot program provided much of the subsidy.

Source: Santa Barbara Metropolitan Transit District.

TABLE 5
Line 1 - West & Line 2 - East

Line Item	FY 2010	FY 2009
	Total	Total
Operating Characteristics		
Passengers (One-Way Trips)	1,201,928	1,300,042
Revenue Hours	26,238	26,190
Operating Cost to MTD ¹	\$2,758,331	\$2,759,173
<i>Sources of Revenue (Est.)</i>		
Farebox Revenue	\$1,051,335	\$1,048,262
City Operating Assistance	\$204,981	\$271,627
<u>MTD Subsidy</u>	<u>\$1,502,015</u>	<u>\$1,439,285</u>
Total	\$2,758,331	\$2,759,173
Performance Indicators		
Passengers per Revenue Hour	45.8	49.6
Operating Cost per Passenger	\$2.29	\$2.12

Note 1: MTD's FY 2010 budgeted systemwide average hourly operating cost (not including depreciation) totaled \$105.13. The FY 2009 audited hourly cost totaled \$105.35.

Source: Santa Barbara Metropolitan Transit District.

TABLE 6
Line 6 - Goleta & Line 11 - UCSB

Line Item	FY 2010	FY 2009
	Total	Total
Operating Characteristics		
Passengers (One-Way Trips)	1,767,171	1,901,200
Revenue Hours	41,989	42,050
Operating Cost to MTD ¹	\$4,414,192	\$4,430,059
<i>Sources of Revenue (Est.)</i>		
Farebox Revenue	\$1,658,681	\$1,635,498
City Operating Assistance	\$159,447	\$160,716
Other Operating Assistance ²	\$181,579	\$183,024
<u>MTD Subsidy</u>	<u>\$2,414,485</u>	<u>\$2,450,820</u>
Total	\$4,414,192	\$4,430,059
Performance Indicators		
Passengers per Revenue Hour	42.1	45.2
Operating Cost per Passenger	\$2.50	\$2.33

Note 1: MTD's FY 2010 budgeted systemwide average hourly operating cost (not including depreciation) totaled \$105.13. The FY 2009 audited hourly cost totaled \$105.35.

Note 2: Combined Goleta, County, & UCSB operating assistance.

Source: Santa Barbara Metropolitan Transit District.

TABLE 7
Line 3 - Oak Park

Line Item	FY 2010	FY 2009
	Total	Total
Operating Characteristics		
Passengers (One-Way Trips)	327,201	363,866
Revenue Hours	11,502	11,478
Operating Cost to MTD ¹	\$1,209,175	\$1,209,232
<i>Sources of Revenue (Est.)</i>		
Farebox Revenue	\$263,334	\$270,773
City Operating Assistance	\$162,937	\$215,912
<u>MTD Subsidy</u>	<u>\$782,904</u>	<u>\$722,547</u>
Total	\$1,209,175	\$1,209,232
Performance Indicators		
Passengers per Revenue Hour	28.4	31.7
Operating Cost per Passenger	\$3.70	\$3.32

Note 1: MTD's FY 2010 budgeted systemwide average hourly operating cost (not including depreciation) totaled \$105.13. The FY 2009 audited hourly cost totaled \$105.35.

Source: Santa Barbara Metropolitan Transit District.

FIGURE 1
FY 2009 and FY 2010
Downtown-Waterfront Shuttle

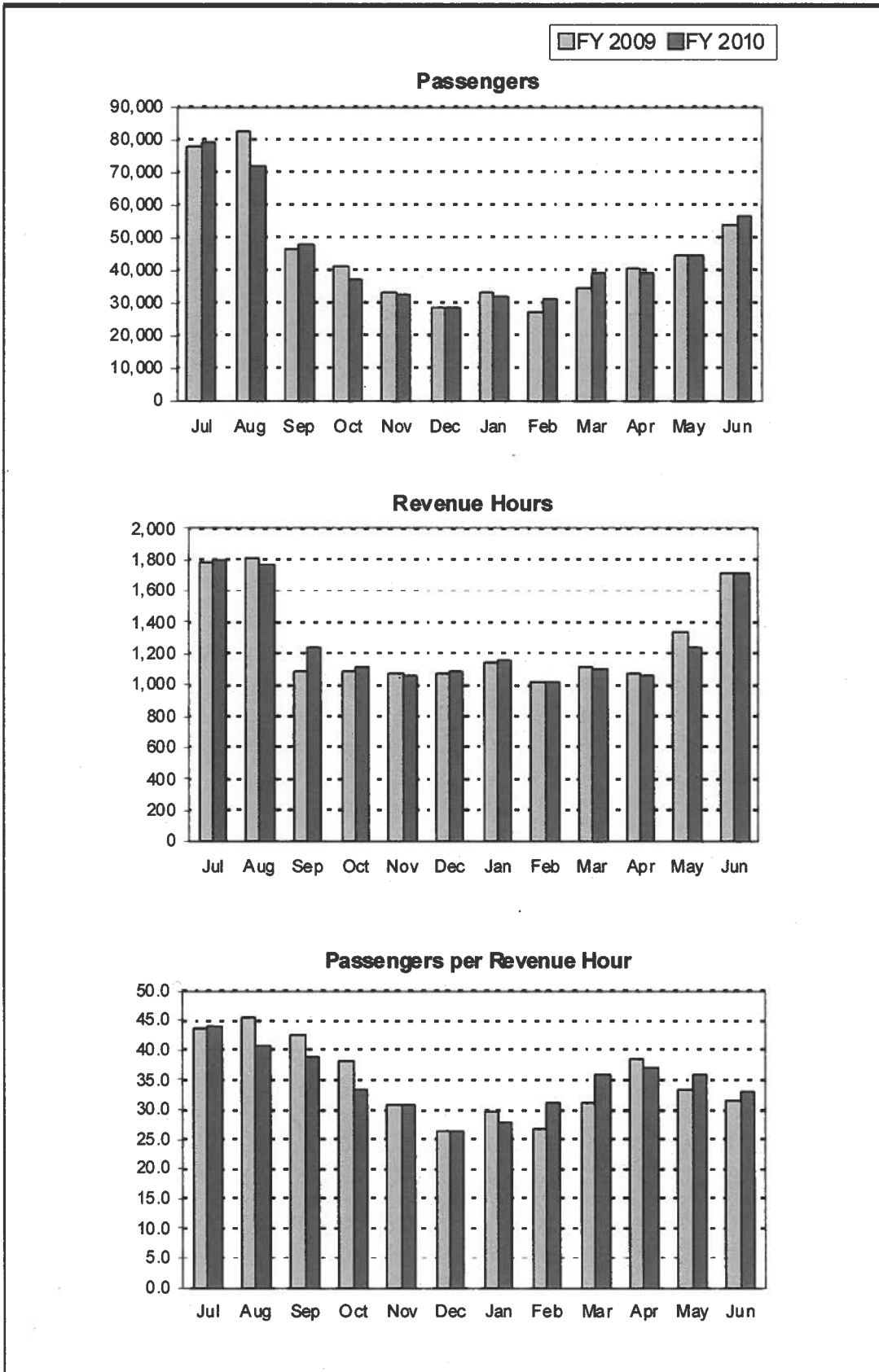


FIGURE 2
FY 2001 Through FY 2010 Totals
Downtown-Waterfront Shuttle

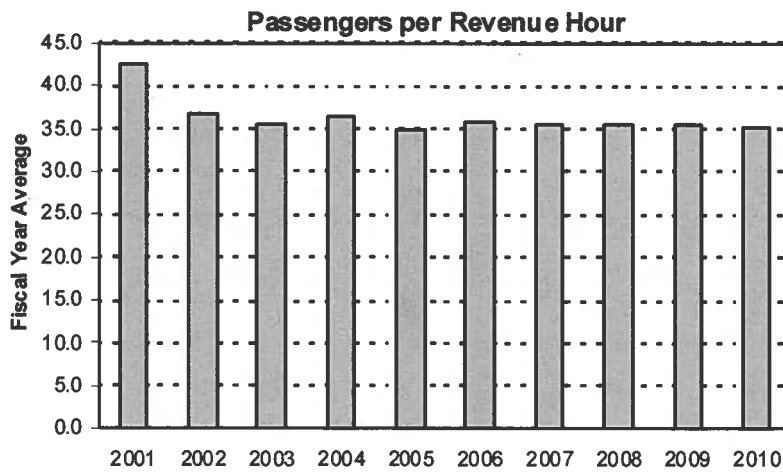
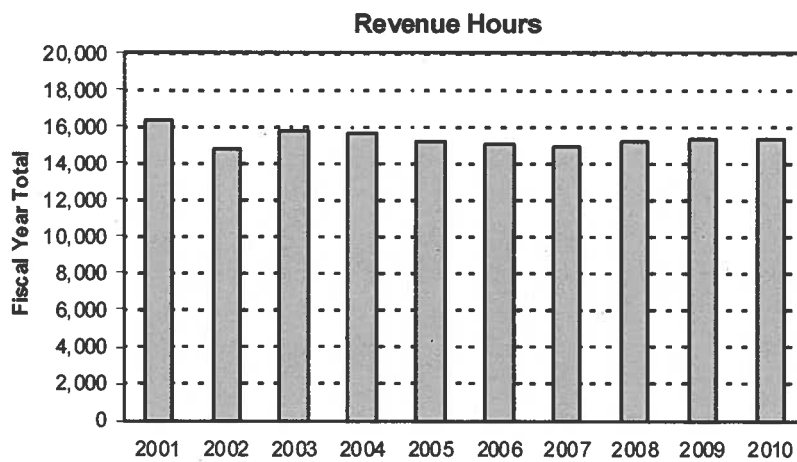
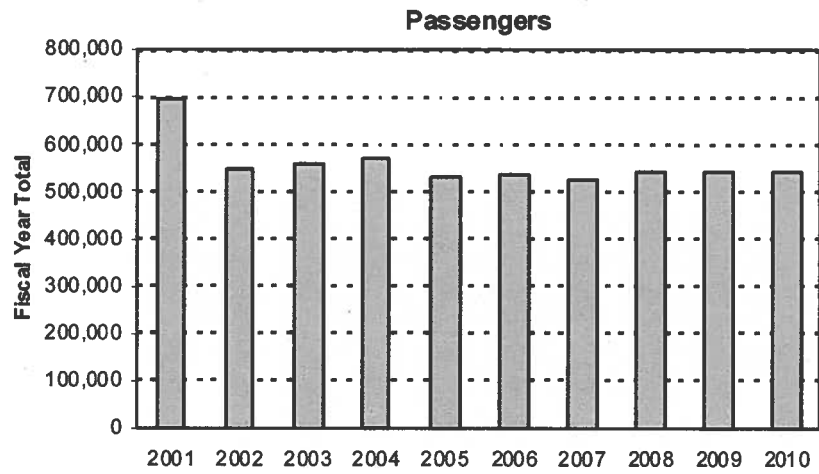


FIGURE 3
FY 2009 and FY 2010
Carrillo Commuter Lot Shuttle

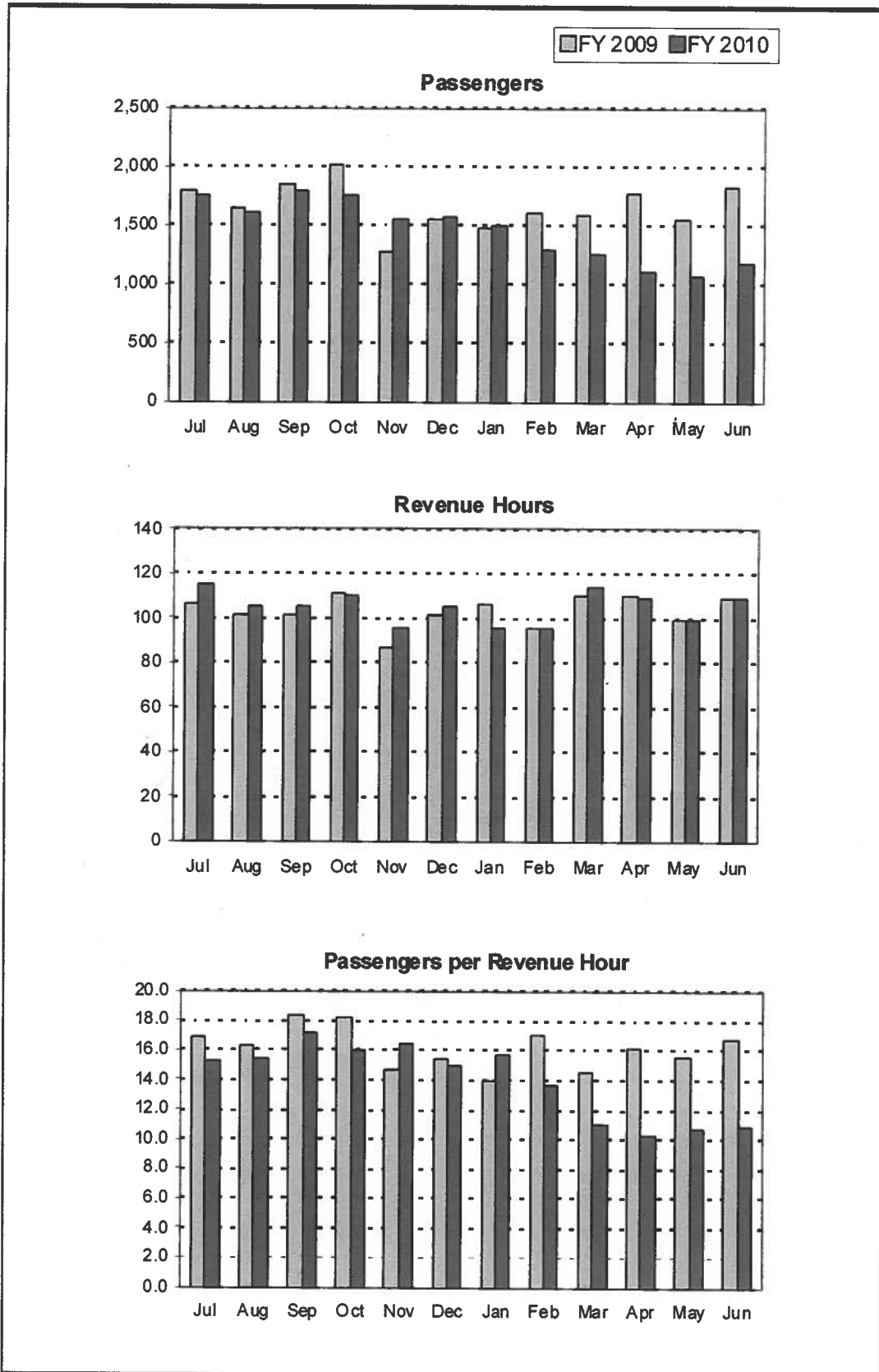


FIGURE 4
FY 2001 Through FY 2010 Totals
Carrillo Commuter Lot Shuttle

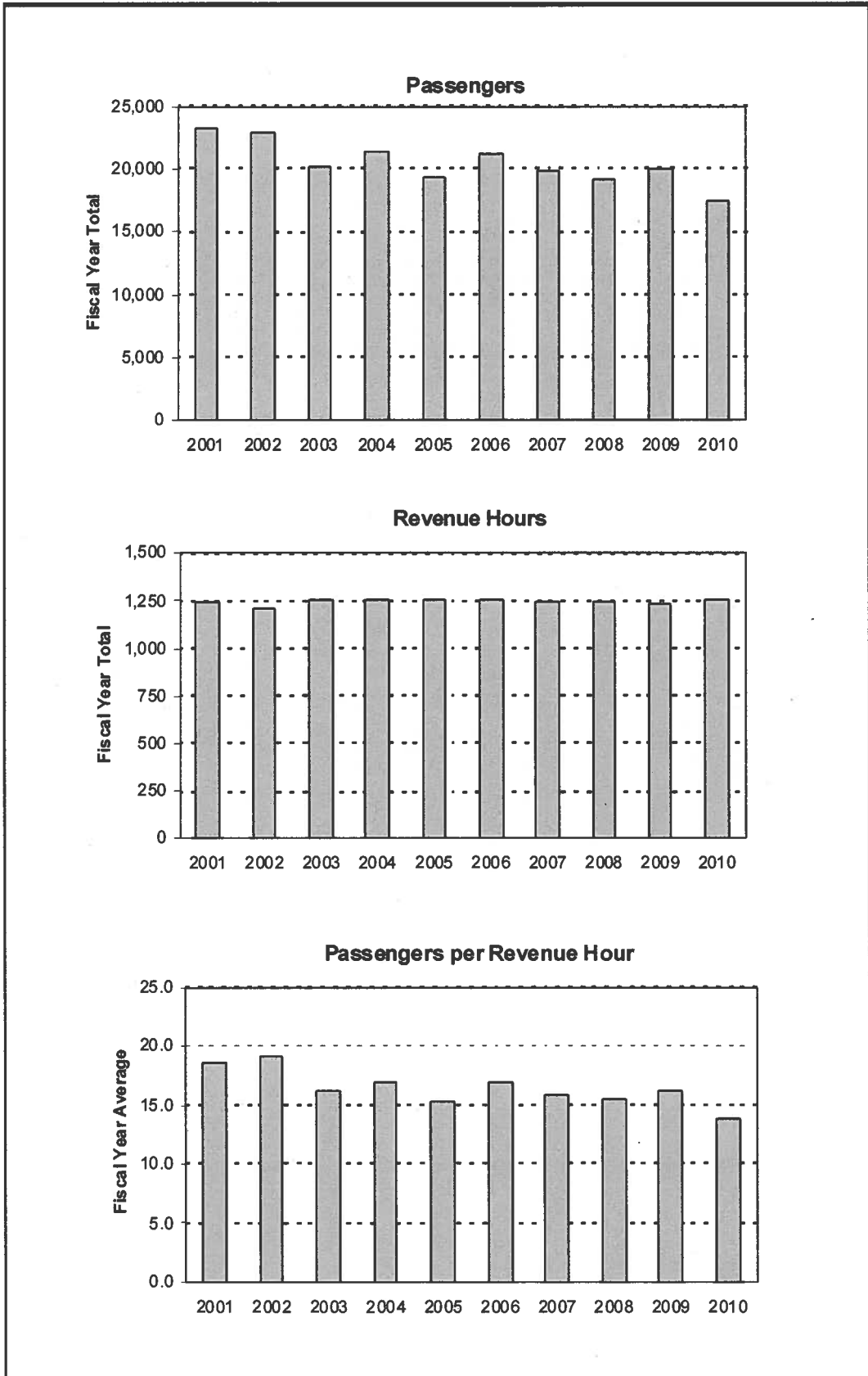


FIGURE 5
FY 2009 and FY 2010
Crosstown Shuttle

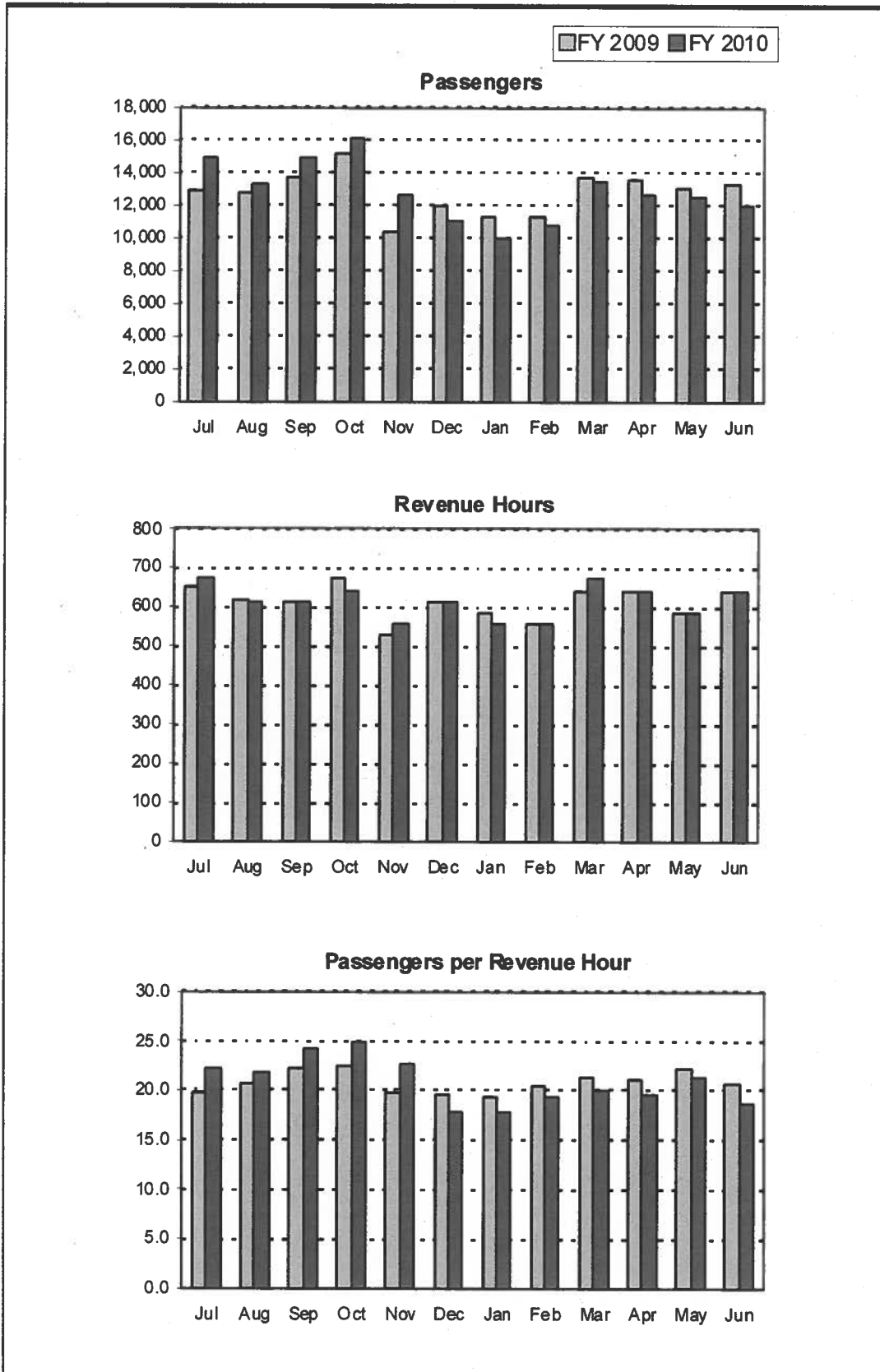


FIGURE 6
FY 2002 Through FY 2010 Totals
Crosstown Shuttle

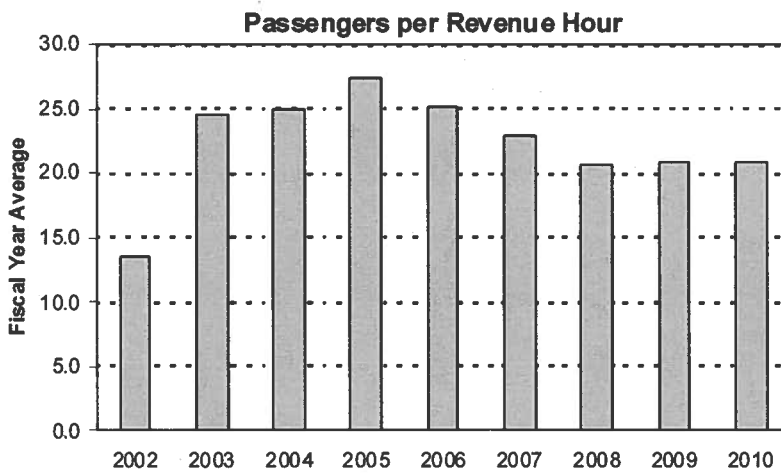
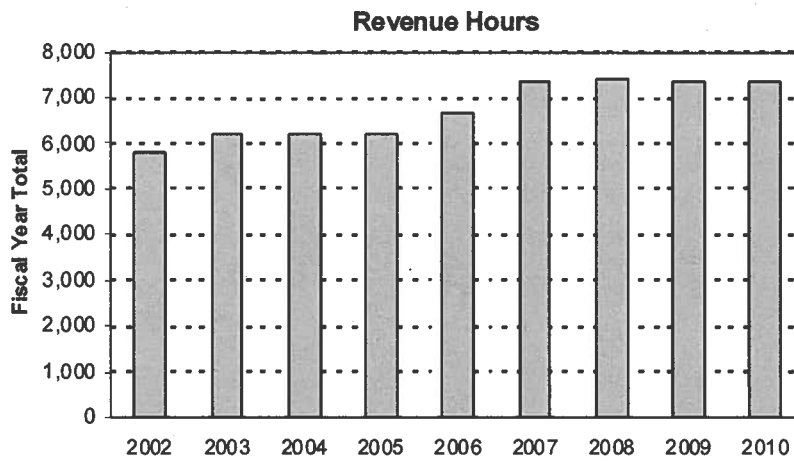
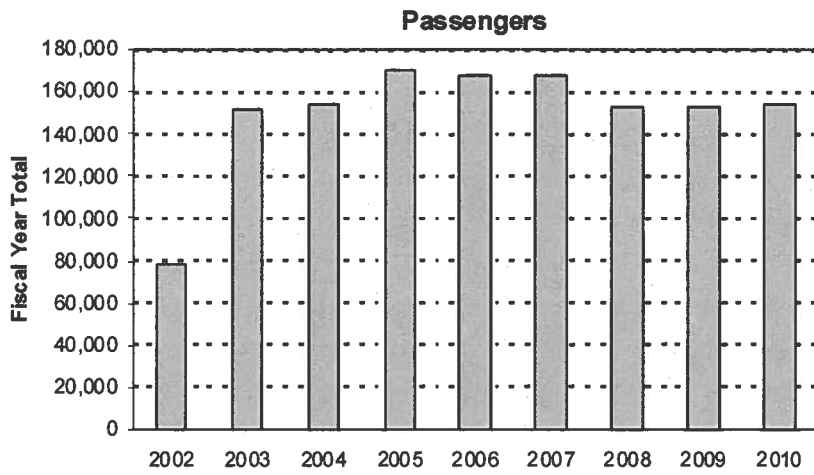


FIGURE 7
FY 2009 and FY 2010
Line 4 - Mesa/SBCC

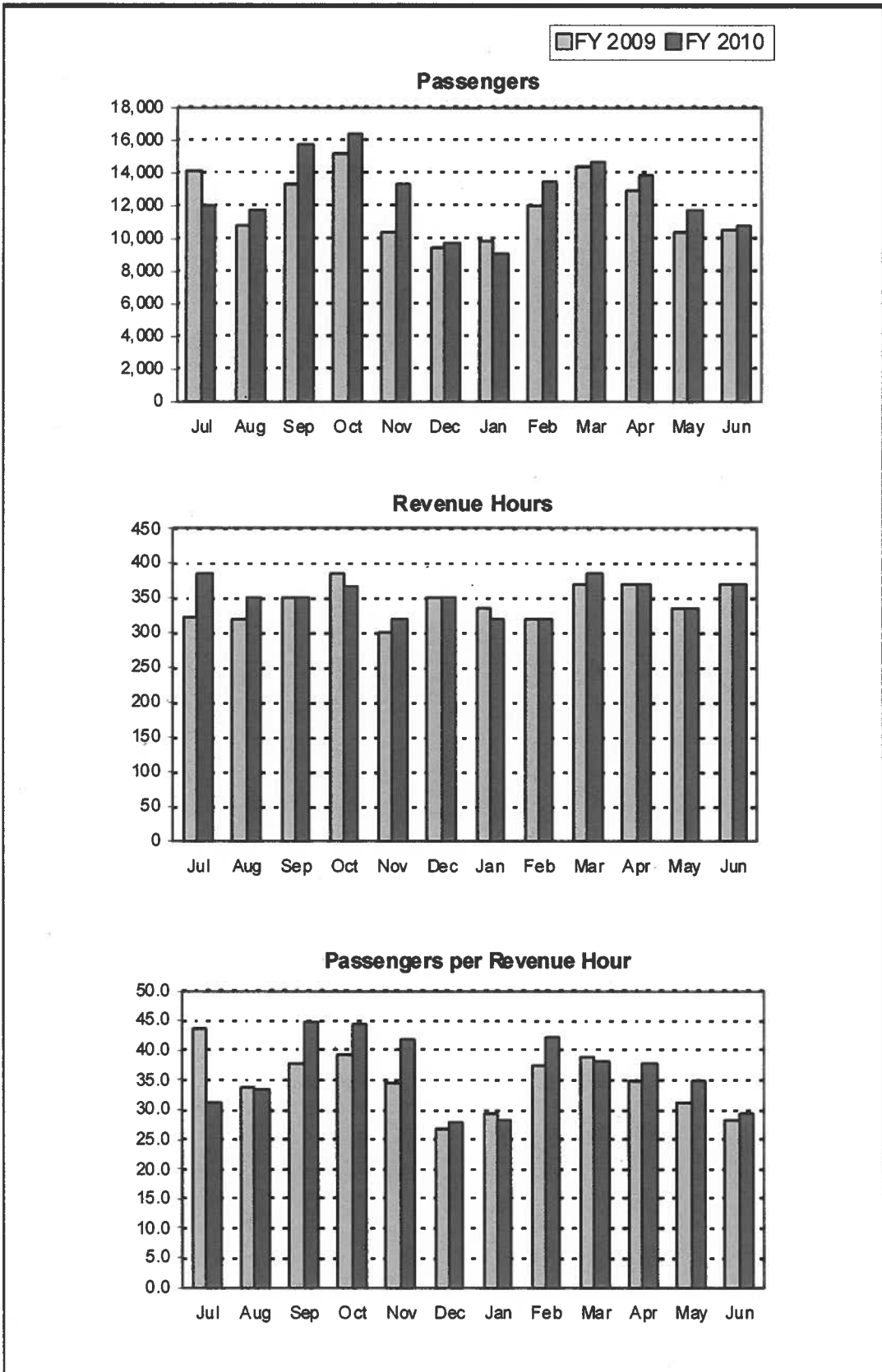


FIGURE 8
FY 2007 Through FY 2010 Totals
Line 4 - Mesa/SBCC

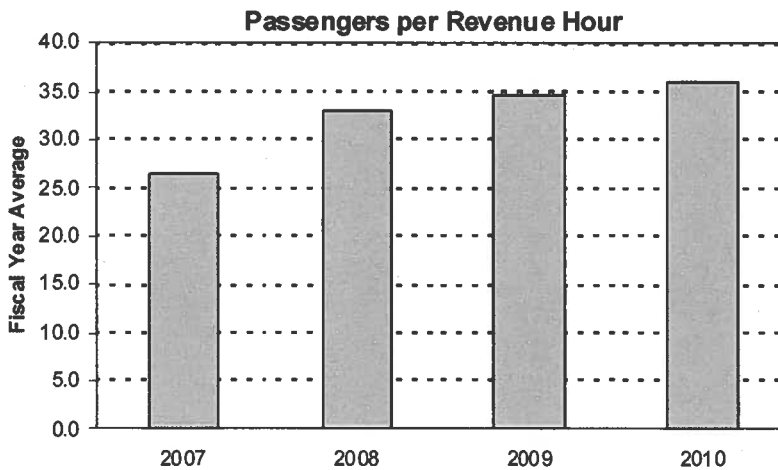
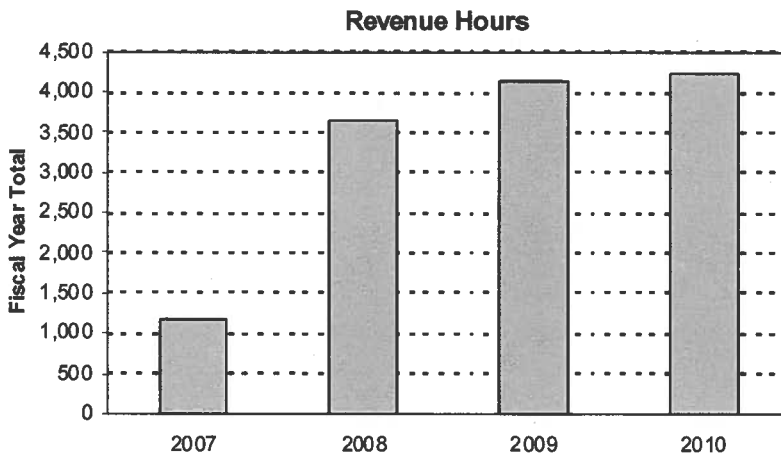
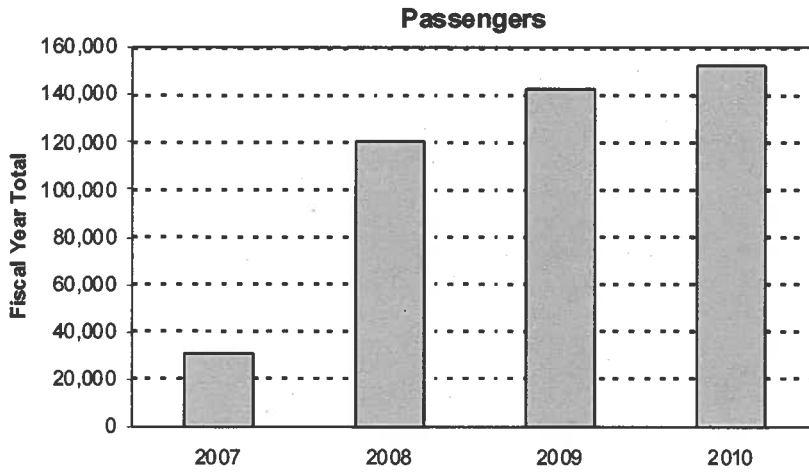


FIGURE 9
FY 2009 & FY 2010
Line 1 - West & Line 2 - East

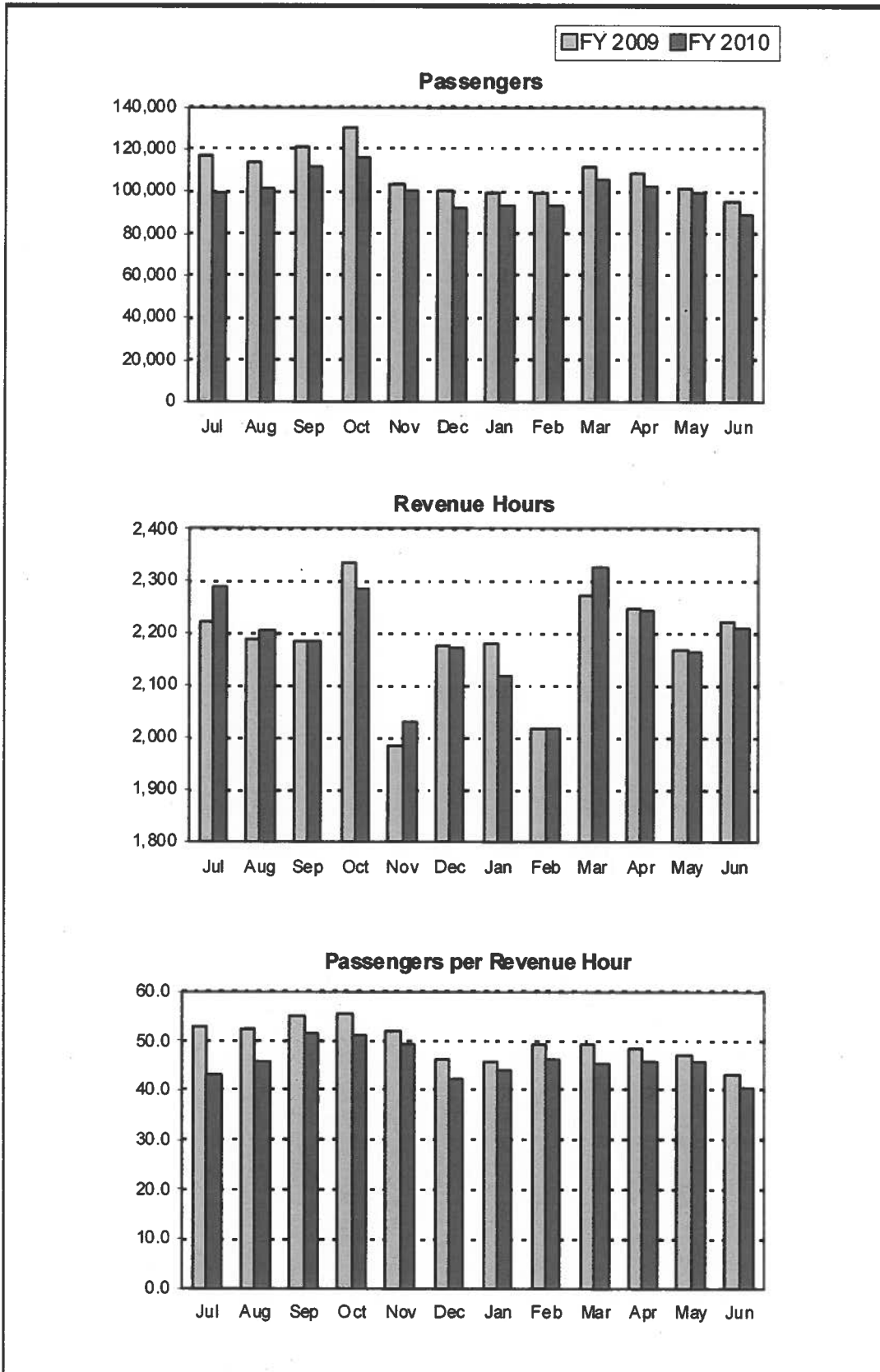


FIGURE 10
FY 2009 & FY 2010
Line 6 - Goleta & Line 11 - UCSB

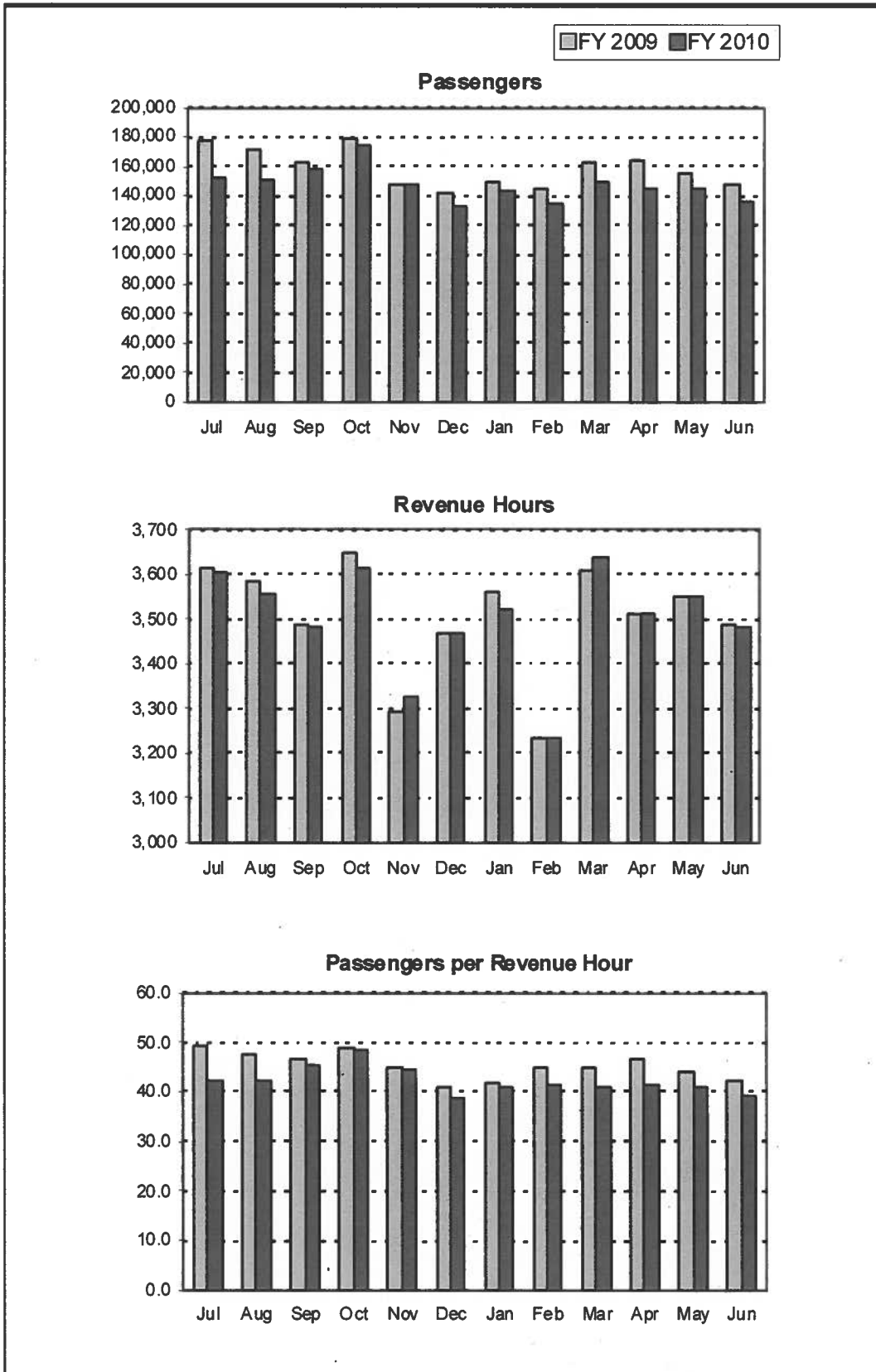
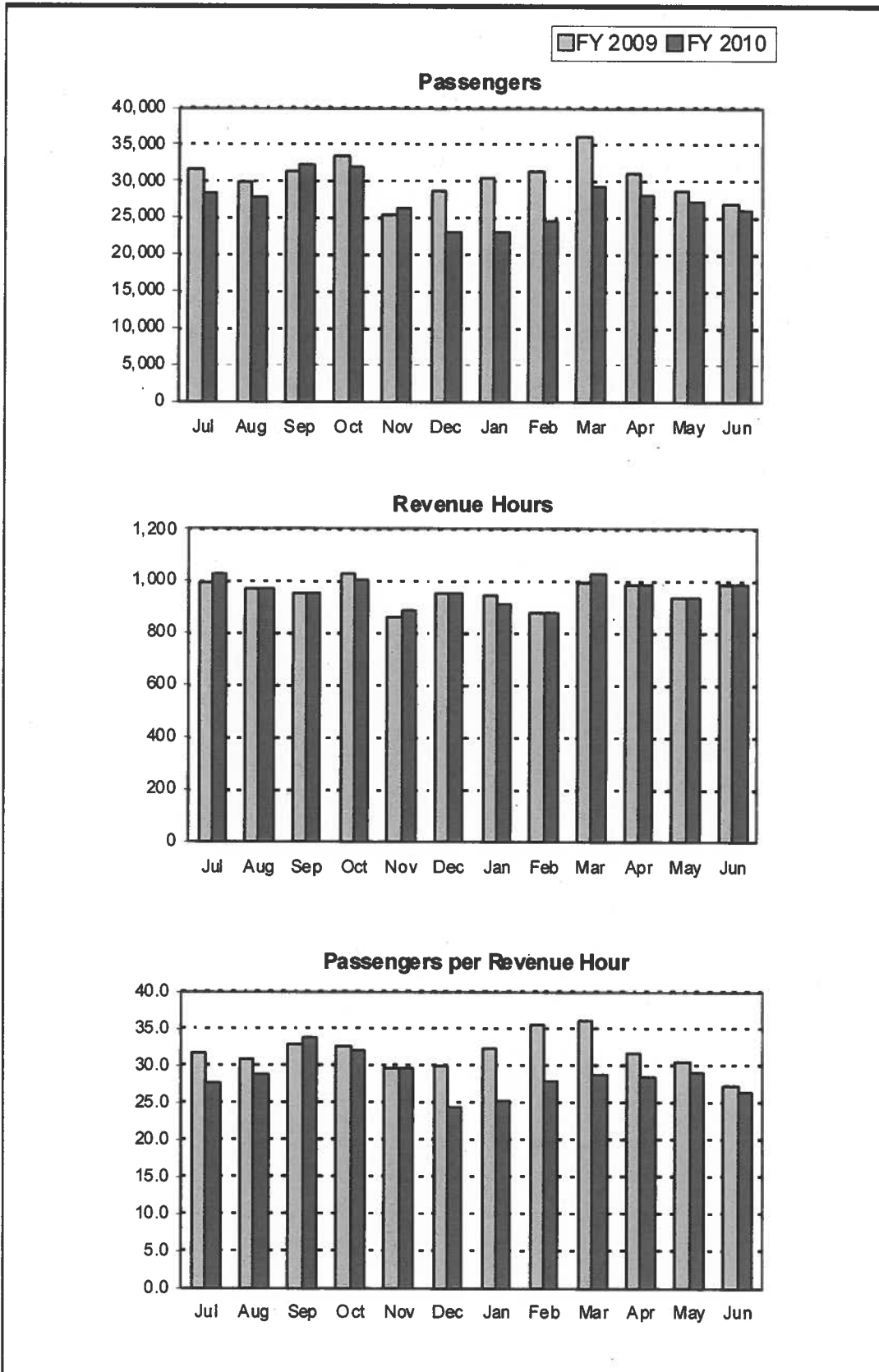


FIGURE 11
FY 2009 & FY 2010
Line 3 - Oak Park



MTD Report to Santa Barbara on City-Assisted Services

**Monthly Report
July 2010**

Prepared by the

Santa Barbara Metropolitan Transit District



September 3, 2010

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MTD Report to Santa Barbara on City-Assisted Services July 2010 Monthly Report

The City of Santa Barbara provides funding to the Santa Barbara Metropolitan Transit District (MTD) to assist in supporting several MTD bus routes. This report, prepared pursuant to Agreement No. 23,457, provides the City with data regarding MTD shuttle services in Santa Barbara.

SHUTTLE SERVICES

The City provides a fare-buydown subsidy to MTD for clean and quiet 22-ft. electric shuttle services to meet downtown Santa Barbara traffic-reduction goals.

- *Downtown-Waterfront Shuttle.* The Downtown service operates along State Street from Sola Street to Cabrillo Boulevard, and the Waterfront service operates along Cabrillo Boulevard from the harbor to the zoo. The one-way fare is \$0.25. Transfers between State Street and the Waterfront are free.
- *Carrillo Lot Shuttle.* Weekday peak-period service subsidized by the City as an incentive to attract downtown employees to park in the Carrillo commuter lot. The service is free for commuter lot parkers and \$0.25 for other riders.
- *Crosstown Shuttle.* Connects the east and west sides of Santa Barbara with downtown via Cota Street and Micheltorena Street. Also serves the Cota Commuter Lot. The service is free for commuter lot parkers and the standard MTD fare for other riders.

Table 1 presents the ridership of each City-assisted MTD shuttle service for July 2010 and for fiscal year (FY) 2011 to date. (The MTD fiscal year runs from July 1 through June 30.) The table also presents ridership for the corresponding periods of the previous fiscal year, as well as the percent change in ridership over the previous year. July 2010 had 22 weekday service days and 9 weekend service days, and July 2009 had 23 weekday service days and 8 weekend service days.

Table 2 shows the number of revenue hours that MTD operated on each City-assisted shuttle service in July 2010 and for fiscal year 2011 to date, along with corresponding data from the previous fiscal year for comparison. The table also presents ridership per revenue hour for each route for the current month and the corresponding month of the previous fiscal year.

TABLE 1
MTD Routes Assisted by Santa Barbara - Ridership

Line	Current Month		Fiscal Year to Date		Percent Change	
	FY 2011 Jul 2010	FY 2010 Jul 2009	FY 2011 Jul-Jul	FY 2010 Jul-Jul	Current Month	FY To Date
Downtown-Waterfront Shuttle						
State Street	57,974	60,775	57,974	60,775	-4.6%	-4.6%
East Beach	12,267	12,836	12,267	12,836	-4.4%	-4.4%
West Beach	5,379	5,166	5,379	5,166	4.1%	4.1%
<i>Downtown-Waterfront Total</i>	<i>75,620</i>	<i>78,777</i>	<i>75,620</i>	<i>78,777</i>	<i>-4.0%</i>	<i>-4.0%</i>
Commuter Lot Shuttles						
Carrillo Commuter Lot	1,118	1,746	1,118	1,746	-36.0%	-36.0%
Crosstown Shuttle	12,234	14,952	12,234	14,952	-18.2%	-18.2%

Source: Santa Barbara Metropolitan Transit District.

TABLE 2
MTD Routes Assisted by Santa Barbara - Revenue Hours

Line	Current Month		Fiscal Year to Date		Riders per Hour	
	FY 2011 Jul 2010	FY 2010 Jul 2009	FY 2011 Jul-Jul	FY 2010 Jul-Jul	FY 2011 Jul 2010	FY 2010 Jul 2009
Downtown-Waterfront Shuttle						
State Street	1,298	1,259	1,298	1,259	44.7	48.3
East Beach	367	365	367	365	33.4	35.2
West Beach	165	167	165	167	32.6	30.9
<i>Downtown-Waterfront Total</i>	<i>1,830</i>	<i>1,791</i>	<i>1,830</i>	<i>1,791</i>	<i>41.3</i>	<i>44.0</i>
Commuter Lot Shuttles						
Carrillo Commuter Lot	110	115	110	115	10.2	15.2
Crosstown Shuttle	643	672	643	672	19.0	22.3

Source: Santa Barbara Metropolitan Transit District.

Downtown-Waterfront Shuttle

As shown in Table 1, total ridership on the Downtown-Waterfront Shuttle decreased from 78,777 passengers in July 2009 to 75,620 in July 2010. Ridership decreased on both State Street and the Waterfront. Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle increased from 1,791 in July 2009 to 1,830 in July 2010. Riders per hour decreased from 33.8 in July 2009 to 33.2 in July 2010. The service generated \$17,284.75 in fare revenue in July 2009, and decreased to \$16,392.50 in July 2010.

Downtown-Waterfront Shuttle Ten-Year Trend

Tables 3A, 3B, and 3C present ten-year Downtown-Waterfront Shuttle trends in ridership, revenue hours, and passengers per revenue hour, respectively. The tables show that, over the entire ten-year period, annual ridership has decreased while annual revenue hours have remained relatively constant. However, beginning in FY 2001-02, there has been less variation in ridership.

TABLE 3A: Downtown-Waterfront Shuttle Ridership

Month	Fiscal Year										
	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11
Jul.	97,492	95,727	72,007	78,586	73,895	76,499	73,310	75,727	77,887	78,777	75,620
Aug.	93,566	81,304	72,465	79,726	70,693	71,631	66,978	70,257	82,138	71,549	
Sep.	69,886	57,988	47,600	47,203	48,519	45,410	47,491	45,967	46,286	48,034	
Oct.	53,163	37,818	40,072	45,430	38,690	38,797	36,864	39,422	41,480	37,068	
Nov.	39,560	30,165	36,240	35,899	32,307	34,528	32,350	33,210	33,044	32,677	
Dec.	46,700	31,026	33,443	31,832	30,376	31,672	30,473	30,298	28,375	28,586	
Jan.	44,252	28,609	38,051	36,212	28,900	33,439	30,698	28,370	33,527	32,152	
Feb.	29,607	29,717	34,602	33,550	28,036	34,767	30,898	30,575	27,233	31,372	
Mar.	44,327	32,001	43,923	40,149	36,855	34,067	35,999	41,274	34,380	39,381	
Apr.	54,134	32,374	41,452	40,536	38,369	37,411	37,436	38,653	40,821	39,387	
May	52,654	37,358	43,085	43,982	44,240	42,861	43,587	43,347	44,631	44,166	
Jun.	70,601	50,499	56,228	53,482	59,501	55,301	59,194	63,083	54,150	56,535	
Total	695,942	544,586	559,168	566,587	530,381	536,383	525,278	540,183	543,952	539,684	

TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours

Month	Fiscal Year										
	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11
Jul.	1,720	1,838	1,777	1,786	1,754	1,786	1,586	1,682	1,785	1,791	1,830
Aug.	1,646	1,807	1,772	1,801	1,704	1,702	1,615	1,673	1,806	1,765	
Sep.	1,312	1,192	1,279	1,227	1,225	1,214	1,173	1,192	1,086	1,237	
Oct.	1,214	1,104	1,254	1,235	1,137	1,139	1,114	1,122	1,093	1,114	
Nov.	1,098	973	1,128	1,114	1,062	1,058	1,042	1,070	1,072	1,064	
Dec.	1,427	1,141	1,150	1,123	1,084	1,082	1,067	1,105	1,076	1,081	
Jan.	1,130	1,018	1,168	1,176	1,146	1,140	1,119	1,128	1,135	1,155	
Feb.	1,085	994	1,062	1,102	1,026	1,035	1,011	1,043	1,013	1,013	
Mar.	1,145	1,028	1,176	1,128	1,119	1,126	1,113	1,121	1,109	1,101	
Apr.	1,324	1,067	1,182	1,060	1,093	1,109	1,079	1,062	1,065	1,063	
May	1,589	1,181	1,349	1,190	1,227	1,193	1,234	1,297	1,342	1,235	
Jun.	1,638	1,456	1,520	1,655	1,646	1,432	1,685	1,705	1,715	1,707	
Total	16,328	14,799	15,817	15,597	15,223	15,016	14,838	15,200	15,297	15,326	

TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour

Month	Fiscal Year										
	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11
Jul.	56.7	52.1	40.5	44.0	42.1	42.8	46.2	45.0	43.6	44.0	41.3
Aug.	56.8	45.0	40.9	44.3	41.5	42.1	41.5	42.0	45.5	40.5	
Sep.	53.3	48.6	37.2	38.5	39.6	37.4	40.5	38.6	42.6	38.8	
Oct.	43.8	34.3	32.0	36.8	34.0	34.1	33.1	35.1	38.0	33.3	
Nov.	36.0	31.0	32.1	32.2	30.4	32.6	31.0	31.0	30.8	30.7	
Dec.	32.7	27.2	29.1	28.3	28.0	29.3	28.6	27.4	26.4	26.4	
Jan.	39.2	28.1	32.6	30.8	25.2	29.3	27.4	25.2	29.5	27.8	
Feb.	27.3	29.9	32.6	30.4	27.3	33.6	30.6	29.3	26.9	31.0	
Mar.	38.7	31.1	37.3	35.6	32.9	30.3	32.3	36.8	31.0	35.8	
Apr.	40.9	30.3	35.1	38.2	35.1	33.7	34.7	36.4	38.3	37.1	
May	33.1	31.6	31.9	37.0	36.1	35.9	35.3	33.4	33.3	35.8	
Jun.	43.1	34.7	37.0	32.3	36.1	38.6	35.1	37.0	31.6	33.1	
Avg.	42.6	36.8	35.4	36.3	34.8	35.7	35.4	35.5	35.6	35.2	

Source: Santa Barbara Metropolitan Transit District.

The primary market for the Downtown-Waterfront Shuttle differs from that for a typical public transportation service. In general terms, the primary market for this shuttle service is tourists and local residents who are shopping, dining, sightseeing, or enjoying other recreational activities downtown and on the waterfront. Thus, shuttle ridership is heavily dependent on the convenience of the service and on the number of persons spending leisure time in these areas. Some factors affecting ridership on the service are discussed below.

Traffic Congestion

The time required to complete a trip on the Downtown-Waterfront Shuttle has increased over time as traffic congestion has worsened. A round trip on the State Street portion of the service (i.e., from the Dolphin Fountain to Sola Street and back to the Dolphin Fountain), for example, formerly required from 30 to 35 minutes, depending on the season and the time of day. Now, a round trip requires up to 45 minutes at peak times.

Because MTD operates the same number of vehicles and approximately the same number of revenue hours annually, the number of trips provided during a typical day has decreased due to the increase in congestion and in the time required for each trip. *Thus, over the ten-year period, the travel time has increased and the frequency of service has decreased.* These factors make the service less appealing, and undoubtedly account for some of the decrease in riders over time.

Service Disruptions due to State Street Pedestrian Improvements

Between 1999 and 2007, the City Redevelopment Agency installed new brick sidewalks, updated street furniture, and enhanced landscaping on State Street between Gutierrez and Victoria Streets. These improvements, which were constructed in four phases, improved pedestrian amenities and helped to revitalize the State Street corridor. However, closures of portions of State Street during construction of the improvements required the Downtown-Waterfront Shuttle to detour to Chapala and Anacapa Streets. The State Street service was much less convenient during these detours, which likely contributed to the general decrease in ridership during the 10-year period.

Tourism

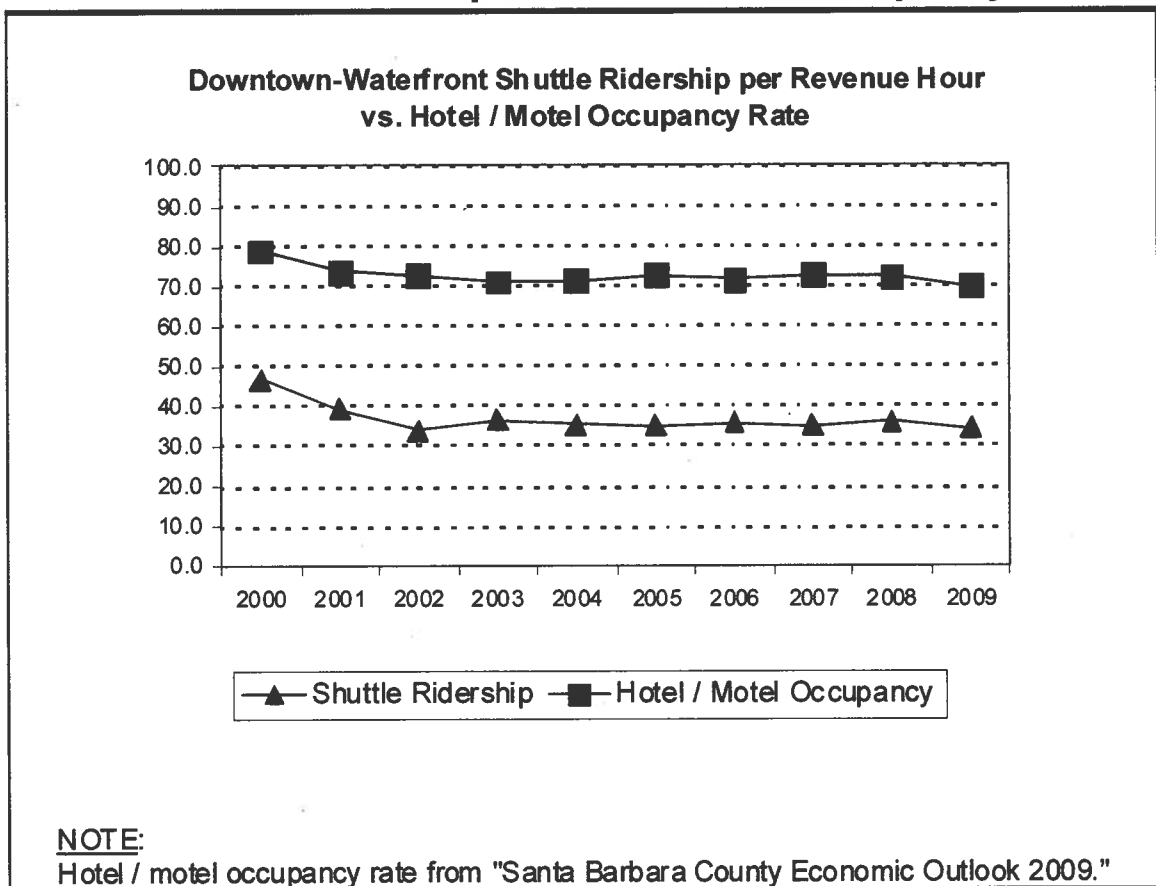
The Downtown-Waterfront Shuttle (DWE) is quite popular with tourists, and a change in the number of visitors to Santa Barbara's downtown and waterfront areas has a major impact on ridership. Annual lodging occupancy rates, shown in Figure 1, are a good indicator of annual changes in the number of tourists visiting the area.

The figure presents average annual hotel / motel occupancy rates for the period from 2000 to 2009 from the *Santa Barbara County Economic Outlook 2009* (Table 20, p. 441), and average annual Downtown-Waterfront Shuttle ridership per revenue hour for the same period. (In order to match the occupancy data,

shuttle ridership and revenue hour data used to calculate ridership per hour for this discussion are for calendar years rather than fiscal years.)

As the figure shows, the two measures have similar trend lines. By far the greatest decrease in both ridership and hotel / motel occupancy occurred between 2000 and 2002, following the terrorist attacks of September 11, 2001. A comparison of month-by-month ridership (Table 3A) reveals that for 12 of the 13 months beginning September 2001, ridership significantly decreased compared to the same month of the previous year. Neither the lodging occupancy rate nor shuttle ridership has returned to pre-9/11 levels.

FIGURE 1
Calendar Years 2000 Through 2009
Shuttle Ridership & Hotel / Motel Occupancy



Source: Santa Barbara Metropolitan Transit District.

The factors discussed above (increased traffic congestion, service disruptions, and decreased tourism) have undoubtedly contributed to the general decrease in ridership on the Downtown-Waterfront Shuttle over the ten-year period. MTD staff will continue marketing efforts to increase ridership.

Downtown-Waterfront Shuttle Marketing & Public Information

- Passenger information cards with detachable perforated pocket-sized schedules are distributed at 36 locations along the route, including lodging establishments and the Visitors' Center.
- The shuttle route is featured in all "Santa Barbara Car Free" collateral. Flyers are available on all Amtrak Surfliner trains.
- The "Santa Barbara Car Free" brochure for the MTD's Line 22 service to "Santa Barbara's Highlights" features the Downtown-Waterfront Shuttle as a connection from the beach to Line 22.
- The Downtown-Waterfront Shuttle route is featured on the map in the explore section of Santa Barbara Seasons magazine.
- Partnership website links are provided by "Santa Barbara Car Free," Amtrak, the Santa Barbara Conference & Visitors Bureau and Film Commission, and the Downtown Organization.
- The Downtown-Waterfront Shuttle route is featured in the "Cultural Arts" brochure produced by the Downtown Organization.
- MTD is an active member of the Santa Barbara Conference & Visitors Bureau and Film Commission, the Santa Barbara Downtown Organization, and the Santa Barbara Region Chamber of Commerce, and works with these organizations to publicize the shuttle.
- All Downtown-Waterfront Shuttle vehicles display City of Santa Barbara seals.
- The Santa Barbara Region Chamber of Commerce Visitors' Center sells the MTD day pass.
- Amtrak passengers can request two free MTD transfers from the conductor. Caltrans pays MTD for the transfers after they are used.

Carrillo Commuter Lot Shuttle

The Carrillo Lot Shuttle operates on weekday service days only, and operated on 22 days in July 2010 and 23 days in July 2009. As shown in Table 1, ridership decreased from 1,746 passengers in July 2009 to 1,118 in July 2010. Revenue hours decreased from 115 hours in July 2009 to 110 hours in July 2010. The number of passengers per revenue hour decreased from 15.2 in July 2009 to 10.2 in July 2010.

The Carrillo commuter parking lot is generally not filled to capacity. MTD staff will continue to monitor the performance of the service.

Crosstown Shuttle

MTD implemented the Crosstown Shuttle as part of the South Coast Transit Priorities (SCTP) project: The SCTP project was initially funded with a federal Congestion Mitigation and Air Quality Improvement (CMAQ) grant awarded to MTD. The CMAQ funds are fully expended, and the City is currently partially

subsidizing the operation of the Crosstown Shuttle. The City has also provided MTD with capital assistance for the service.

Following implementation of the Enhanced Transit Program in March 2007, Crosstown Shuttle ridership decreased compared to the previous year. This was to be expected, as the Crosstown Shuttle is a complementary service to Lines 1 & 2 and the enhanced peak-period service on those lines attracted some riders that previously rode this service.

Table 1 shows that ridership on the Crosstown Shuttle decreased from 14,952 riders in July 2009 to 12,234 riders in July 2010. Like the Carrillo Lot Shuttle, the Crosstown Shuttle operates on weekday service days only. It operated on 22 days in July 2010 and 23 days in July 2009.

In recent years, MTD increased the number of revenue hours operated on the Crosstown Shuttle to compensate for the additional time needed to complete a trip due to increased traffic congestion. Although the additional revenue hours increased the cost to MTD, MTD does not bill the City for the additional hours.

As is shown in Table 2, Crosstown Shuttle revenue hours decreased from 672 hours in July 2009 to 643 hours in July 2010. The average number of passengers per hour decreased from 22.3 in July 2009 to 19.0 in July 2010.

Tables 4A, 4B, and 4C present monthly ridership, revenue hours, and passengers per hour for the Crosstown Shuttle since the implementation of the service in late July 2001.

TABLE 4A: Crosstown Shuttle Ridership

Month	Fiscal Year									
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11
Jul.	155	11,614	13,591	13,156	12,944	14,188	13,883	12,878	14,952	12,234
Aug.	3,542	11,536	13,420	13,103	14,749	16,169	15,382	12,776	13,291	
Sep.	3,800	11,649	14,531	13,978	14,273	13,907	12,247	13,694	14,836	
Oct.	5,089	13,795	14,958	14,538	14,152	15,911	14,801	15,117	16,042	
Nov.	3,968	11,355	11,088	14,459	13,648	13,625	12,657	10,344	12,607	
Dec.	4,490	11,469	12,387	13,286	13,301	12,086	10,298	11,939	10,969	
Jan.	7,389	12,626	12,123	13,078	13,367	13,231	11,125	11,342	9,902	
Feb.	7,899	11,712	11,347	13,084	12,930	12,503	11,496	11,355	10,690	
Mar.	9,544	13,514	13,229	16,241	14,662	14,369	12,457	13,669	13,414	
Apr.	10,579	14,228	13,030	14,508	12,727	13,312	13,457	13,557	12,587	
May	11,644	14,440	12,532	15,330	15,169	15,052	13,212	12,956	12,448	
Jun.	9,947	13,219	12,137	14,788	15,378	13,651	12,271	13,228	11,975	
Total	78,046	151,157	154,373	169,549	167,300	168,004	153,286	152,855	153,713	

TABLE 4B: Crosstown Shuttle Revenue Hours

Month	Fiscal Year									
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11
Jul.	47	538	536	536	488	557	595	649	672	643
Aug.	541	538	512	537	567	647	658	618	611	
Sep.	448	488	512	512	559	591	561	615	614	
Oct.	561	561	561	512	560	649	679	672	643	
Nov.	511	463	439	488	533	591	590	526	555	
Dec.	526	512	536	536	586	587	591	614	614	
Jan.	593	536	512	488	559	620	620	584	555	
Feb.	489	463	463	463	506	561	590	555	555	
Mar.	512	512	561	561	613	649	621	643	672	
Apr.	537	537	536	512	535	620	649	643	643	
May	536	512	488	512	588	650	620	584	585	
Jun.	489	513	537	538	589	620	619	643	641	
Total	5,790	6,173	6,193	6,195	6,683	7,342	7,393	7,346	7,360	

TABLE 4C: Crosstown Shuttle Passengers per Hour

Month	Fiscal Year									
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11
Jul.	3.3	21.6	25.4	24.5	26.5	25.5	23.3	19.8	22.3	19.0
Aug.	6.5	21.4	26.2	24.4	26.0	25.0	23.4	20.7	21.8	
Sep.	8.5	23.9	28.4	27.3	25.5	23.5	21.8	22.3	24.2	
Oct.	9.1	24.6	26.7	28.4	25.3	24.5	21.8	22.5	24.9	
Nov.	7.8	24.5	25.3	29.6	25.6	23.1	21.5	19.7	22.7	
Dec.	8.5	22.4	23.1	24.8	22.7	20.6	17.4	19.4	17.9	
Jan.	12.5	23.6	23.7	26.8	23.9	21.3	17.9	19.4	17.8	
Feb.	16.2	25.3	24.5	28.3	25.6	22.3	19.5	20.5	19.3	
Mar.	18.6	26.4	23.6	29.0	23.9	22.1	20.1	21.3	20.0	
Apr.	19.7	26.5	24.3	28.3	23.8	21.5	20.7	21.1	19.6	
May	21.7	28.2	25.7	29.9	25.8	23.2	21.3	22.2	21.3	
Jun.	20.3	25.8	22.6	27.5	26.1	22.0	19.8	20.6	18.7	
Avg.	13.5	24.5	24.9	27.4	25.0	22.9	20.7	20.8	20.9	

Source: Santa Barbara Metropolitan Transit District.

Crosstown Shuttle, Mesa Loop & Line 1 & 2 Enhancement

Traffic Mitigation

**Quarter Ending
June 30, 2010**

and

**Fiscal Year 2010
Annual Report**

Prepared by the

Santa Barbara Metropolitan Transit District



July 16, 2010

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Traffic Mitigation Quarter Ending June 30, 2010

The Santa Barbara Metropolitan Transit District (MTD), in partnership with the City of Santa Barbara, has implemented several service enhancements in recent years. These enhancements include two new routes, the Crosstown Shuttle and Line 4 - Mesa/SBCC, and enhanced peak-period service on Line 1 - Westside and Line 2 - Eastside.

The City is relying on these MTD service enhancements to provide the traffic mitigation required of the City by the Addendum to the Final Mitigated Negative Declaration for the Granada Garage Project (i.e., 985 average daily trips and 229 peak hour trips). The table below presents the ridership of each of these services during each month of the fourth quarter of fiscal year (FY) 2010.

For the enhanced service on Lines 1 & 2, the ridership in the table represents the change from the corresponding month of the year prior to implementation of the enhanced service, to the current month.

Fiscal Year 2010 MTD Enhanced Transit Ridership¹

Period	Change in Total Weekday Average Daily Ridership				Change in P.M. Peak Hour Average Daily Ridership ²			
	Line 1 & 2	Mesa/SBCC	Crosstown	Total	Line 1 & 2	Mesa/SBCC	Crosstown	Total
4th Quarter								
Apr 2010	247	630	572	1,449	60	65	113	238
May 2010	(2)	582	622	1,202	5	61	121	187
Jun 2010	(437)	491	544	598	(17)	51	117	151

Note 1: Line 1 & 2 ridership is the change from the corresponding month prior to implementation of the enhanced service.

Mesa/SBCC and Crosstown Shuttle ridership is the entire ridership of the new routes.

Note 2: The City of Santa Barbara P.M. Peak Hour is 4:00 - 6:00 P.M.

Source: Santa Barbara Metropolitan Transit District, Strategic Planning.

It is important to note that the negative results on Lines 1 & 2 show only that fewer persons rode Lines 1 & 2 on a typical weekday in June 2010 than in the June prior to implementation of the enhanced transit. These data do not suggest that the decrease in ridership resulted in additional traffic.

There are several factors that likely have contributed to an overall decrease in travel. These include: an increase in the use of Transportation Demand Management (TDM) measures such as carpooling, flex schedules, and compressed workweeks; the depressed economy, which has resulted in furloughs, layoffs, and a decrease in discretionary trips; a decrease in tourism; and MTD's January 2009 fare increase.



Traffic Mitigation FY 2010 Annual Report

The Santa Barbara Metropolitan Transit District (MTD), in partnership with the City of Santa Barbara, has implemented several service enhancements in recent years. These enhancements include two new routes, the Crosstown Shuttle and Line 4 - Mesa/SBCC, and enhanced peak-period service on Line 1 - Westside and Line 2 - Eastside.

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For the enhanced service on Lines 1 & 2, the ridership in the table represents the change from the corresponding month of the year prior to implementation of the enhanced service, to the current month.

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Period	Change in Total Weekday Average Daily Ridership				Change in P.M. Peak Hour Average Daily Ridership ²			
	Line 1 & 2	Mesa/SBCC	Crosstown	Total	Line 1 & 2	Mesa/SBCC	Crosstown	Total
1st Quarter								
Jul 2009	15	520	650	1,185	43	51	129	223
Aug 2009	229	555	633	1,417	16	72	121	209
Sep 2009	442	747	706	1,895	69	89	138	296
2nd Quarter								
Oct 2009	378	740	729	1,847	99	76	134	309
Nov 2009	414	701	664	1,779	92	82	125	299
Dec 2009	165	464	522	1,151	39	54	104	197
3rd Quarter								
Jan 2010	82	474	521	1,077	61	59	107	227
Feb 2010	80	705	563	1,348	50	80	107	237
Mar 2010	221	635	583	1,439	98	66	116	280
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Crosstown Shuttle, Mesa Loop & Line 1 & 2 Enhancement

Traffic Mitigation

**Quarter Ending
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Annual Report**

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July 16, 2010

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Traffic Mitigation Quarter Ending June 30, 2010

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For the enhanced service on Lines 1 & 2, the ridership in the table represents the change from the corresponding month of the year prior to implementation of the enhanced service, to the current month.

Fiscal Year 2010 MTD Enhanced Transit Ridership¹

Period	Change in Total Weekday Average Daily Ridership				Change in P.M. Peak Hour Average Daily Ridership ²			
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For the enhanced service on Lines 1 & 2, the ridership in the table represents the change from the corresponding month of the year prior to implementation of the enhanced service, to the current month.

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