

# **Crosstown Shuttle, Mesa Loop & Line 1 & 2 Enhancement Traffic Mitigation**

**Quarter Ending  
June 30, 2009**

*and*

**Fiscal Year 2009  
Annual Report**

*Prepared by the*

**Santa Barbara Metropolitan Transit District  
Strategic Planning**



July 17, 2009

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## Traffic Mitigation Quarter Ending June 30, 2009

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) 2009.

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 2009 MTD Enhanced Transit Ridership<sup>1</sup>**

Period	Change in Total Weekday Average Daily Ridership				Change in P.M. Peak Hour Average Daily Ridership <sup>2</sup>			
	Line 1 & 2	Mesa/SBCC	Crosstown	Total	Line 1 & 2	Mesa/SBCC	Crosstown	Total
<b>4th Quarter</b>								
Apr 2009	468	585	616	<b>1,669</b>	108	62	115	<b>285</b>
May 2009	66	521	648	<b>1,235</b>	3	55	121	<b>179</b>
Jun 2009	(178)	475	601	<b>898</b>	(18)	42	118	<b>142</b>

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 June result on Lines 1 & 2 suggests only that fewer persons rode Lines 1 & 2 on a typical weekday in June 2009 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; the sharp decrease in the price of gasoline; and MTD's January 2009 fare increase.



## Traffic Mitigation FY 2009 Annual Report

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	Line 1 & 2	Mesa/SBCC	Crosstown	Total	Line 1 & 2	Mesa/SBCC	Crosstown	Total
<b><u>1st Quarter</u></b>								
Jul 2008	781	640	585	<b>2,006</b>	224	132	123	<b>479</b>
Aug 2008	705	510	608	<b>1,823</b>	170	88	133	<b>391</b>
Sep 2008	707	629	652	<b>1,988</b>	138	53	138	<b>329</b>
<b><u>2nd Quarter</u></b>								
Oct 2008	675	657	657	<b>1,989</b>	156	65	136	<b>357</b>
Nov 2008	550	574	575	<b>1,699</b>	94	51	111	<b>256</b>
Dec 2008	428	451	569	<b>1,448</b>	134	43	113	<b>290</b>
<b><u>3rd Quarter</u></b>								
Jan 2009	249	493	567	<b>1,309</b>	105	53	114	<b>272</b>
Feb 2009	366	627	598	<b>1,591</b>	101	65	116	<b>282</b>
Mar 2009	634	650	621	<b>1,905</b>	139	79	129	<b>347</b>
<b><u>4th Quarter</u></b>								
Apr 2009	468	585	616	<b>1,669</b>	108	62	115	<b>285</b>
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