

MTD Report to Santa Barbara on City-Assisted Services

**Monthly Report
March 2011**

Prepared by the

Santa Barbara Metropolitan Transit District



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MTD Report to Santa Barbara on City-Assisted Services March 2011 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 March 2011 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. March 2011 and March 2010 both had 23 weekday service days and 8 weekend service days. There were several more rainy days in March 2011 than in March 2010. Total rainfall in Santa Barbara exceeded seven inches in March 2011, compared to less than one inch in March 2010.

Table 2 shows the number of revenue hours that MTD operated on each City-assisted shuttle service in March 2011 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 Mar 2011	FY 2010 Mar 2010	FY 2011 Jul-Mar	FY 2010 Jul-Mar	Current Month	FY To Date
Downtown-Waterfront Shuttle						
State Street	27,406	32,501	310,045	318,280	-15.7%	-2.6%
East Beach	3,846	5,107	54,663	57,501	-24.7%	-4.9%
West Beach	1,374	1,773	22,782	23,815	-22.5%	-4.3%
<i>Downtown-Waterfront Total</i>	<i>32,626</i>	<i>39,381</i>	<i>387,490</i>	<i>399,596</i>	<i>-17.2%</i>	<i>-3.0%</i>
Commuter Lot Shuttles						
Carrillo Commuter Lot	1,205	1,254	8,830	14,062	-3.9%	-37.2%
Crosstown Shuttle	14,973	13,414	114,101	116,703	11.6%	-2.2%

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 Mar 2011	FY 2010 Mar 2010	FY 2011 Jul-Mar	FY 2010 Jul-Mar	FY 2011 Mar 2011	FY 2010 Mar 2010
Downtown-Waterfront Shuttle						
State Street	826	852	8,390	8,515	33.2	38.1
East Beach	165	166	1,899	1,898	23.3	30.8
West Beach	83	83	913	909	16.6	21.4
<i>Downtown-Waterfront Total</i>	<i>1,074</i>	<i>1,101</i>	<i>11,202</i>	<i>11,322</i>	<i>30.4</i>	<i>35.8</i>
Commuter Lot Shuttles						
Carrillo Commuter Lot	114	115	936	937	10.6	10.9
Crosstown Shuttle	725	672	5,645	5,490	20.7	20.0

Source: Santa Barbara Metropolitan Transit District.

Downtown-Waterfront Shuttle

As shown in Table 1, total ridership on the Downtown-Waterfront Shuttle decreased from 39,381 passengers in March 2010 to 32,626 in March 2011. Ridership decreased on both State Street and the Waterfront. The rainy weather undoubtedly contributed to the decrease. Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle decreased from 1,101 hours in March 2010 to 1,074 hours in March 2011. Riders per hour decreased from 35.8 in March 2010 to 30.4 in March 2011. The service generated \$8,541.25 in fare revenue in March 2010, compared to \$7,226.50 in March 2011.

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 annual ridership decreased from FY 2000-01 to FY 2001-02. 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	72,370
Sep.	69,886	57,988	47,600	47,203	48,519	45,410	47,491	45,967	46,286	48,034	46,939
Oct.	53,163	37,818	40,072	45,430	38,690	38,797	36,864	39,422	41,480	37,068	37,584
Nov.	39,560	30,165	36,240	35,899	32,307	34,528	32,350	33,210	33,044	32,677	31,884
Dec.	46,700	31,026	33,443	31,832	30,376	31,672	30,473	30,298	28,375	28,586	27,415
Jan.	44,252	28,609	38,051	36,212	28,900	33,439	30,698	28,370	33,527	32,152	34,229
Feb.	29,607	29,717	34,602	33,550	28,036	34,767	30,898	30,575	27,233	31,372	28,823
Mar.	44,327	32,001	43,923	40,149	36,855	34,067	35,999	41,274	34,380	39,381	32,626
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	1,773
Sep.	1,312	1,192	1,279	1,227	1,225	1,214	1,173	1,192	1,086	1,237	1,188
Oct.	1,214	1,104	1,254	1,235	1,137	1,139	1,114	1,122	1,093	1,114	1,100
Nov.	1,098	973	1,128	1,114	1,062	1,058	1,042	1,070	1,072	1,064	1,043
Dec.	1,427	1,141	1,150	1,123	1,084	1,082	1,067	1,105	1,076	1,081	1,088
Jan.	1,130	1,018	1,168	1,176	1,146	1,140	1,119	1,128	1,135	1,155	1,115
Feb.	1,085	994	1,062	1,102	1,026	1,035	1,011	1,043	1,013	1,013	993
Mar.	1,145	1,028	1,176	1,128	1,119	1,126	1,113	1,121	1,109	1,101	1,074
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	40.8
Sep.	53.3	48.6	37.2	38.5	39.6	37.4	40.5	38.6	42.6	38.8	39.5
Oct.	43.8	34.3	32.0	36.8	34.0	34.1	33.1	35.1	38.0	33.3	34.2
Nov.	36.0	31.0	32.1	32.2	30.4	32.6	31.0	31.0	30.8	30.7	30.6
Dec.	32.7	27.2	29.1	28.3	28.0	29.3	28.6	27.4	26.4	26.4	25.2
Jan.	39.2	28.1	32.6	30.8	25.2	29.3	27.4	25.2	29.5	27.8	30.7
Feb.	27.3	29.9	32.6	30.4	27.3	33.6	30.6	29.3	26.9	31.0	29.0
Mar.	38.7	31.1	37.3	35.6	32.9	30.3	32.3	36.8	31.0	35.8	30.4
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

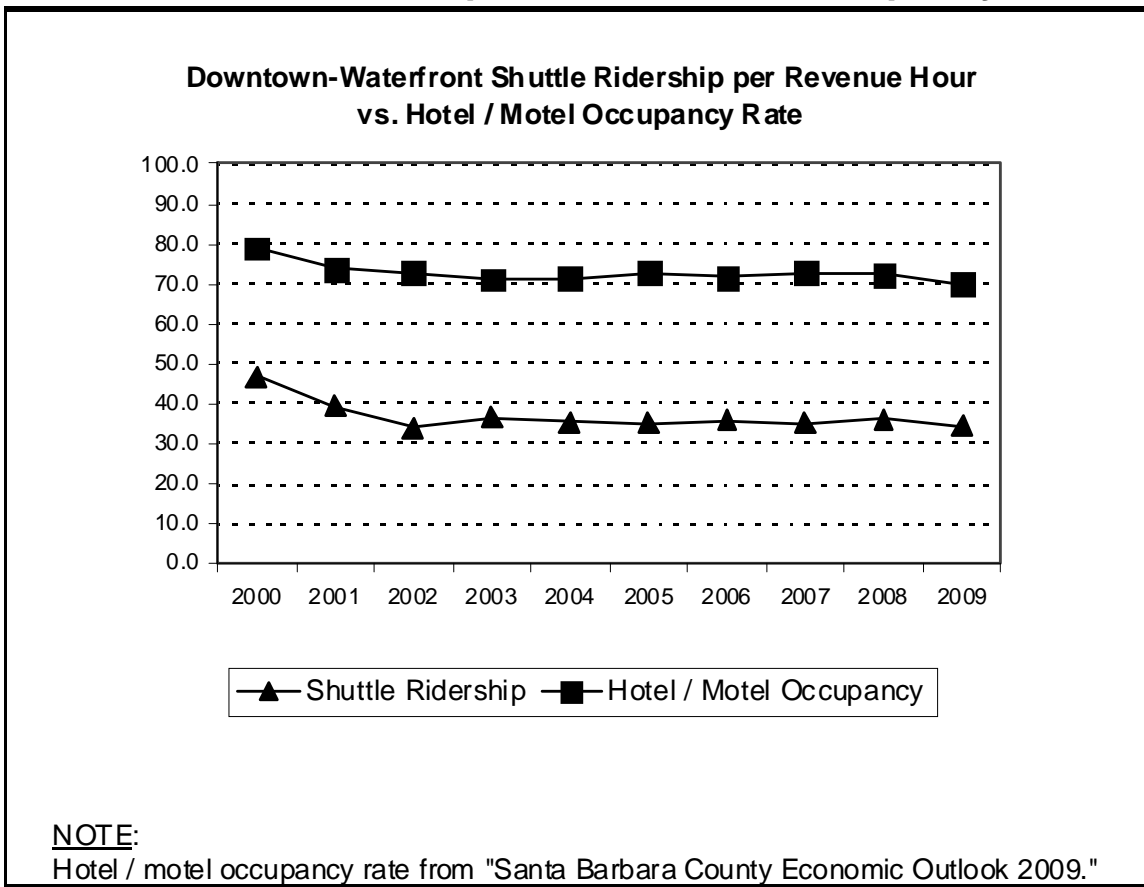
The Downtown-Waterfront Shuttle (DWE) is quite popular with tourists, and a change in the number of visitors to Santa Barbara's downtown and waterfront areas has a major impact on ridership. Annual lodging occupancy rates, shown in Figure 1, are a good indicator of annual changes in the number of tourists 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 23 days in both March 2011 and March 2010. As shown in Table 1, ridership decreased from 1,254 passengers in March 2010 to 1,205 in March 2011. Revenue hours were virtually unchanged, with 115 hours in March 2010 and 114 in March 2011. The number of passengers per revenue hour decreased slightly, from 10.9 in March 2010 to 10.6 in March 2011.

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 City provides MTD a fare buydown subsidy for Crosstown Shuttle passengers who park in the Cota Street commuter parking lot, and 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 increased from 13,414 riders in March 2010 to 14,973 riders in March 2011. Like the Carrillo Lot Shuttle, the Crosstown Shuttle operates on weekday service days only and operated on 23 days in both March 2011 and March 2010.

As is shown in Table 2, Crosstown Shuttle revenue hours increased from 672 hours in March 2010 to 725 hours in March 2011. The average number of passengers per hour increased from 20.0 in March 2010 to 20.7 in March 2011.

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	13,072
Sep.	3,800	11,649	14,531	13,978	14,273	13,907	12,247	13,694	14,836	13,245
Oct.	5,089	13,795	14,958	14,538	14,152	15,911	14,801	15,117	16,042	13,303
Nov.	3,968	11,355	11,088	14,459	13,648	13,625	12,657	10,344	12,607	12,240
Dec.	4,490	11,469	12,387	13,286	13,301	12,086	10,298	11,939	10,969	11,362
Jan.	7,389	12,626	12,123	13,078	13,367	13,231	11,125	11,342	9,902	12,173
Feb.	7,899	11,712	11,347	13,084	12,930	12,503	11,496	11,355	10,690	11,499
Mar.	9,544	13,514	13,229	16,241	14,662	14,369	12,457	13,669	13,414	14,973
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	648
Sep.	448	488	512	512	559	591	561	615	614	629
Oct.	561	561	561	512	560	649	679	672	643	629
Nov.	511	463	439	488	533	591	590	526	555	577
Dec.	526	512	536	536	586	587	591	614	614	629
Jan.	593	536	512	488	559	620	620	584	555	599
Feb.	489	463	463	463	506	561	590	555	555	569
Mar.	512	512	561	561	613	649	621	643	672	725
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	20.2
Sep.	8.5	23.9	28.4	27.3	25.5	23.5	21.8	22.3	24.2	21.1
Oct.	9.1	24.6	26.7	28.4	25.3	24.5	21.8	22.5	24.9	21.1
Nov.	7.8	24.5	25.3	29.6	25.6	23.1	21.5	19.7	22.7	21.2
Dec.	8.5	22.4	23.1	24.8	22.7	20.6	17.4	19.4	17.9	18.1
Jan.	12.5	23.6	23.7	26.8	23.9	21.3	17.9	19.4	17.8	20.3
Feb.	16.2	25.3	24.5	28.3	25.6	22.3	19.5	20.5	19.3	20.2
Mar.	18.6	26.4	23.6	29.0	23.9	22.1	20.1	21.3	20.0	20.7
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.