

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

**Quarter Ending
June 30, 2011**

and

**Fiscal Year 2011
Annual Report**

Prepared by the

Santa Barbara Metropolitan Transit District



July 27, 2011

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Traffic Mitigation Quarter Ending June 30, 2011

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) 2011.

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 2011 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 2011	341	669	715	1,725	79	131	133	343
May 2011	(29)	617	726	1,314	13	116	134	263
Jun 2011	(516)	563	597	644	(37)	89	112	164

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 2011 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.

Various factors have likely 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, and the depressed economy, which has resulted in furloughs, layoffs, and a decrease in discretionary trips.



Traffic Mitigation FY 2011 Annual Report

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	Line 1 & 2	Mesa/SBCC	Crosstown	Total	Line 1 & 2	Mesa/SBCC	Crosstown	Total
<u>1st Quarter</u>								
Jul 2010	(296)	523	556	783	15	49	111	175
Aug 2010	(48)	528	594	1,074	(27)	82	120	175
Sep 2010	41	711	631	1,383	12	153	131	296
<u>2nd Quarter</u>								
Oct 2010	51	713	633	1,397	42	159	127	328
Nov 2010	95	704	644	1,443	(5)	145	118	258
Dec 2010	(49)	447	541	939	(11)	85	98	172
<u>3rd Quarter</u>								
Jan 2011	148	576	609	1,333	77	112	116	305
Feb 2011	146	633	605	1,384	57	131	118	306
Mar 2011	133	606	651	1,390	43	126	126	295
<u>4th Quarter</u>								
Apr 2011	341	669	715	1,725	79	131	133	343
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