

MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle

Monthly Report January 2014

Prepared by the

Santa Barbara Metropolitan Transit District



February 11, 2014

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MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle January 2014 Monthly Report

The City of Santa Barbara provides funding to the Santa Barbara Metropolitan Transit District (MTD) to assist in supporting MTD's Downtown-Waterfront Shuttle service. This report, prepared pursuant to Agreement No. 24,534, provides the City with data regarding this service.

DOWNTOWN-WATERFRONT SHUTTLE

The City provides a fare-buydown subsidy to MTD for the Downtown-Waterfront Shuttle for clean and quiet 22-ft. electric shuttle services to meet downtown Santa Barbara traffic-reduction goals. 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. Effective July 1, 2012, the one-way fare is \$0.50, with a half-fare of \$0.25 for seniors and persons with disabilities. Transfers between the State Street and Waterfront services are free.

Table 1 presents the ridership of the Downtown-Waterfront Shuttle service for January 2014 and the year-to-date total for fiscal year (FY) 2014. (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. January 2014 and January 2013 both had 21 weekday service days and 10 weekend service days.

Table 2 shows the number of revenue hours that MTD operated on the Downtown-Waterfront Shuttle in January 2014 and the year-to-date total for fiscal year 2014, 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.

As shown in Table 1, total ridership on the Downtown-Waterfront Shuttle increased substantially, from 23,269 passengers in January 2013 to 27,947 in January 2014. Ridership increased on both State Street and the Waterfront.

Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle increased slightly, from 1,103 hours in January 2013 to 1,126 hours in January 2014. Average riders per hour increased from 21.1 in January 2013 to 24.8 in January 2014. Estimated fare revenue increased from \$8,843.00 in January 2013 to \$10,690.25 in January 2014.

TABLE 1
MTD Routes Assisted by Santa Barbara - Ridership

Line	Current Month		Fiscal Year To Date		Percent Change	
	FY 2014 Jan 2014	FY 2013 Jan 2013	FY 2014 Jul-Jan	FY 2013 Jul-Jan	Current Month	FY Total
Downtown-Waterfront Shuttle						
Line 30 - State Street	22,896	19,248	204,723	209,085	19.0%	-2.1%
Line 31 - East Beach	3,204	2,941	34,841	36,912	8.9%	-5.6%
Line 32 - West Beach	1,847	1,080	15,619	14,231	71.0%	9.8%
<i>Downtown-Waterfront Total</i>	<i>27,947</i>	<i>23,269</i>	<i>255,183</i>	<i>260,228</i>	<i>20.1%</i>	<i>-1.9%</i>

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 2014 Jan 2014	FY 2013 Jan 2013	FY 2014 Jul-Jan	FY 2013 Jul-Jan	FY 2014 Jan 2014	FY 2013 Jan 2013
Downtown-Waterfront Shuttle						
Line 30 - State Street	863	851	6,764	6,612	26.5	22.6
Line 31 - East Beach	170	169	1,533	1,568	18.8	17.4
Line 32 - West Beach	93	83	723	741	19.9	13.0
<i>Downtown-Waterfront Total</i>	<i>1,126</i>	<i>1,103</i>	<i>9,020</i>	<i>8,921</i>	<i>24.8</i>	<i>21.1</i>

Source: Santa Barbara Metropolitan Transit District.

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, prior to the fare increase of July 1, 2012, annual ridership varied from approximately 525,000 to 567,000 passengers. Ridership following the July 1, 2012, fare increase has been substantially lower than this prior trend.

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.

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.

Marketing & Public Information

- Passenger information cards are distributed at many locations along the route, including lodging establishments and the Visitors' Center. During the summer, the Downtown Organization hands out the cards as part of their "Downtown Hosts" program.
- The shuttle route is featured in all Santa Barbara Car Free collateral. Flyers are available on 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 and the Crosstown Shuttle are featured on the map in the "Explore" section of Santa Barbara Seasons magazine.
- The City Waterfront Department's "Illustrated Map of the Santa Barbara Waterfront" features the Downtown-Waterfront Shuttle.
- Partnership website links are provided by Visit Santa Barbara (formerly the Santa Barbara Conference & Visitors Bureau and Film Commission), Santa Barbara Car Free, and the Downtown Organization.
- The Downtown-Waterfront Shuttle route is featured in the "Downtown Map & Guide" produced by the Downtown Organization.
- MTD is an active member of Visit Santa Barbara, 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.

TABLE 3A: Downtown-Waterfront Shuttle Ridership

Month	Fiscal Year										
	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Jul.	78,586	73,895	76,499	73,310	75,727	77,887	78,777	75,620	77,684	62,441	57,628
Aug.	79,726	70,693	71,631	66,978	70,257	82,138	71,549	72,370	68,232	55,143	53,889
Sep.	47,203	48,519	45,410	47,491	45,967	46,286	48,034	46,939	45,034	39,882	35,605
Oct.	45,430	38,690	38,797	36,864	39,422	41,480	37,068	37,584	40,471	33,699	32,628
Nov.	35,899	32,307	34,528	32,350	33,210	33,044	32,677	31,884	28,978	23,931	23,282
Dec.	31,832	30,376	31,672	30,473	30,298	28,375	28,586	27,415	31,745	21,863	24,204
Jan.	36,212	28,900	33,439	30,698	28,370	33,527	32,152	34,229	35,236	23,269	27,947
Feb.	33,550	28,036	34,767	30,898	30,575	27,233	31,372	28,823	34,481	23,595	
Mar.	40,149	36,855	34,067	35,999	41,274	34,380	39,381	32,626	36,286	27,764	
Apr.	40,536	38,369	37,411	37,436	38,653	40,821	39,387	41,618	41,360	30,484	
May	43,982	44,240	42,861	43,587	43,347	44,631	44,166	44,456	45,742	35,186	
Jun.	53,482	59,501	55,301	59,194	63,083	54,150	56,535	52,381	56,181	46,670	
Total	566,587	530,381	536,383	525,278	540,183	543,952	539,684	525,945	541,430	423,927	

TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours

Month	Fiscal Year										
	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Jul.	1,786	1,754	1,786	1,586	1,682	1,785	1,791	1,830	1,836	1,724	1,743
Aug.	1,801	1,704	1,702	1,615	1,673	1,806	1,765	1,773	1,766	1,717	1,743
Sep.	1,227	1,225	1,214	1,173	1,192	1,086	1,237	1,188	1,182	1,149	1,121
Oct.	1,235	1,137	1,139	1,114	1,122	1,093	1,114	1,100	1,116	1,087	1,133
Nov.	1,114	1,062	1,058	1,042	1,070	1,072	1,064	1,043	1,043	1,040	1,069
Dec.	1,123	1,084	1,082	1,067	1,105	1,076	1,081	1,088	1,046	1,100	1,086
Jan.	1,176	1,146	1,140	1,119	1,128	1,135	1,155	1,115	1,119	1,103	1,126
Feb.	1,102	1,026	1,035	1,011	1,043	1,013	1,013	993	1,029	996	
Mar.	1,128	1,119	1,126	1,113	1,121	1,109	1,101	1,074	1,089	1,103	
Apr.	1,060	1,093	1,109	1,079	1,062	1,065	1,063	1,058	1,047	1,129	
May	1,190	1,227	1,193	1,234	1,297	1,342	1,235	1,218	1,215	1,382	
Jun.	1,655	1,646	1,432	1,685	1,705	1,715	1,707	1,710	1,678	1,842	
Total	15,597	15,223	15,016	14,838	15,200	15,297	15,326	15,190	15,166	15,372	

TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour

Month	Fiscal Year										
	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Jul.	44.0	42.1	42.8	46.2	45.0	43.6	44.0	41.3	42.3	36.2	33.1
Aug.	44.3	41.5	42.1	41.5	42.0	45.5	40.5	40.8	38.6	32.1	30.9
Sep.	38.5	39.6	37.4	40.5	38.6	42.6	38.8	39.5	38.1	34.7	31.8
Oct.	36.8	34.0	34.1	33.1	35.1	38.0	33.3	34.2	36.3	31.0	28.8
Nov.	32.2	30.4	32.6	31.0	31.0	30.8	30.7	30.6	27.8	23.0	21.8
Dec.	28.3	28.0	29.3	28.6	27.4	26.4	26.4	25.2	30.3	19.9	22.3
Jan.	30.8	25.2	29.3	27.4	25.2	29.5	27.8	30.7	31.5	21.1	24.8
Feb.	30.4	27.3	33.6	30.6	29.3	26.9	31.0	29.0	33.5	23.7	
Mar.	35.6	32.9	30.3	32.3	36.8	31.0	35.8	30.4	33.3	25.2	
Apr.	38.2	35.1	33.7	34.7	36.4	38.3	37.1	39.3	39.5	27.0	
May	37.0	36.1	35.9	35.3	33.4	33.3	35.8	36.5	37.6	25.5	
Jun.	32.3	36.1	38.6	35.1	37.0	31.6	33.1	30.6	33.5	25.3	
Avg.	36.3	34.8	35.7	35.4	35.5	35.6	35.2	34.6	35.7	27.6	

Source: Santa Barbara Metropolitan Transit District.

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**Monthly Report
February 2014**

Prepared by the

Santa Barbara Metropolitan Transit District



March 13, 2014

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DOWNTOWN-WATERFRONT SHUTTLE

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Table 1 presents the ridership of the Downtown-Waterfront Shuttle service for February 2014 and the year-to-date total for fiscal year (FY) 2014. (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. February 2014 and February 2013 both had 19 weekday service days and 9 weekend service days.

Table 2 shows the number of revenue hours that MTD operated on the Downtown-Waterfront Shuttle in February 2014 and the year-to-date total for fiscal year 2014, 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.

As shown in Table 1, total ridership on the Downtown-Waterfront Shuttle decreased very slightly, from 23,595 passengers in February 2013 to 23,527 in February 2014. Ridership decreased on both State Street and the Waterfront.

Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle were nearly flat, with 996 hours in February 2013 and 1,000 hours in February 2014. Average riders per hour decreased slightly, from 23.7 in February 2013 to 23.5 in February 2014. Estimated fare revenue decreased from \$9,162.50 in February 2013 to \$8,893.00 in February 2014. The percentage of passengers who qualified for the \$0.25 fare increased from 15.7 percent in February 2013 to 21.4 percent in February 2014.

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Line	Current Month		Fiscal Year To Date		Percent Change	
	FY 2014 Feb 2014	FY 2013 Feb 2013	FY 2014 Jul-Feb	FY 2013 Jul-Feb	Current Month	FY Total
Downtown-Waterfront Shuttle						
Line 30 - State Street	19,577	19,465	224,300	228,550	0.6%	-1.9%
Line 31 - East Beach	2,489	2,876	37,330	39,788	-13.5%	-6.2%
Line 32 - West Beach	1,461	1,254	17,080	15,485	16.5%	10.3%
<i>Downtown-Waterfront Total</i>	<i>23,527</i>	<i>23,595</i>	<i>278,710</i>	<i>283,823</i>	<i>-0.3%</i>	<i>-1.8%</i>

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 2014 Feb 2014	FY 2013 Feb 2013	FY 2014 Jul-Feb	FY 2013 Jul-Feb	FY 2014 Feb 2014	FY 2013 Feb 2013
Downtown-Waterfront Shuttle						
Line 30 - State Street	769	768	7,533	7,380	25.5	25.3
Line 31 - East Beach	153	153	1,685	1,720	16.3	18.8
Line 32 - West Beach	78	75	801	816	18.7	16.7
<i>Downtown-Waterfront Total</i>	<i>1,000</i>	<i>996</i>	<i>10,019</i>	<i>9,916</i>	<i>23.5</i>	<i>23.7</i>

Source: Santa Barbara Metropolitan Transit District.

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, prior to the fare increase of July 1, 2012, annual ridership varied from approximately 525,000 to 567,000 passengers. Ridership following the July 1, 2012, fare increase has been substantially lower than this prior trend.

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.

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.

Marketing & Public Information

- Passenger information cards are distributed at many locations along the route, including lodging establishments and the Visitors' Center. During the summer, the Downtown Organization hands out the cards as part of their "Downtown Hosts" program.
- The shuttle route is featured in all Santa Barbara Car Free collateral. Flyers are available on Amtrak Surfliner trains.
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- The Downtown-Waterfront Shuttle route is featured in the "Downtown Map & Guide" produced by the Downtown Organization.
- MTD is an active member of Visit Santa Barbara, 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.

TABLE 3A: Downtown-Waterfront Shuttle Ridership

Month	Fiscal Year										
	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Jul.	78,586	73,895	76,499	73,310	75,727	77,887	78,777	75,620	77,684	62,441	57,628
Aug.	79,726	70,693	71,631	66,978	70,257	82,138	71,549	72,370	68,232	55,143	53,889
Sep.	47,203	48,519	45,410	47,491	45,967	46,286	48,034	46,939	45,034	39,882	35,605
Oct.	45,430	38,690	38,797	36,864	39,422	41,480	37,068	37,584	40,471	33,699	32,628
Nov.	35,899	32,307	34,528	32,350	33,210	33,044	32,677	31,884	28,978	23,931	23,282
Dec.	31,832	30,376	31,672	30,473	30,298	28,375	28,586	27,415	31,745	21,863	24,204
Jan.	36,212	28,900	33,439	30,698	28,370	33,527	32,152	34,229	35,236	23,269	27,947
Feb.	33,550	28,036	34,767	30,898	30,575	27,233	31,372	28,823	34,481	23,595	23,527
Mar.	40,149	36,855	34,067	35,999	41,274	34,380	39,381	32,626	36,286	27,764	
Apr.	40,536	38,369	37,411	37,436	38,653	40,821	39,387	41,618	41,360	30,484	
May	43,982	44,240	42,861	43,587	43,347	44,631	44,166	44,456	45,742	35,186	
Jun.	53,482	59,501	55,301	59,194	63,083	54,150	56,535	52,381	56,181	46,670	
Total	566,587	530,381	536,383	525,278	540,183	543,952	539,684	525,945	541,430	423,927	

TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours

Month	Fiscal Year										
	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Jul.	1,786	1,754	1,786	1,586	1,682	1,785	1,791	1,830	1,836	1,724	1,743
Aug.	1,801	1,704	1,702	1,615	1,673	1,806	1,765	1,773	1,766	1,717	1,743
Sep.	1,227	1,225	1,214	1,173	1,192	1,086	1,237	1,188	1,182	1,149	1,121
Oct.	1,235	1,137	1,139	1,114	1,122	1,093	1,114	1,100	1,116	1,087	1,133
Nov.	1,114	1,062	1,058	1,042	1,070	1,072	1,064	1,043	1,043	1,040	1,069
Dec.	1,123	1,084	1,082	1,067	1,105	1,076	1,081	1,088	1,046	1,100	1,086
Jan.	1,176	1,146	1,140	1,119	1,128	1,135	1,155	1,115	1,119	1,103	1,126
Feb.	1,102	1,026	1,035	1,011	1,043	1,013	1,013	993	1,029	996	1,000
Mar.	1,128	1,119	1,126	1,113	1,121	1,109	1,101	1,074	1,089	1,103	
Apr.	1,060	1,093	1,109	1,079	1,062	1,065	1,063	1,058	1,047	1,129	
May	1,190	1,227	1,193	1,234	1,297	1,342	1,235	1,218	1,215	1,382	
Jun.	1,655	1,646	1,432	1,685	1,705	1,715	1,707	1,710	1,678	1,842	
Total	15,597	15,223	15,016	14,838	15,200	15,297	15,326	15,190	15,166	15,372	

TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour

Month	Fiscal Year										
	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Jul.	44.0	42.1	42.8	46.2	45.0	43.6	44.0	41.3	42.3	36.2	33.1
Aug.	44.3	41.5	42.1	41.5	42.0	45.5	40.5	40.8	38.6	32.1	30.9
Sep.	38.5	39.6	37.4	40.5	38.6	42.6	38.8	39.5	38.1	34.7	31.8
Oct.	36.8	34.0	34.1	33.1	35.1	38.0	33.3	34.2	36.3	31.0	28.8
Nov.	32.2	30.4	32.6	31.0	31.0	30.8	30.7	30.6	27.8	23.0	21.8
Dec.	28.3	28.0	29.3	28.6	27.4	26.4	26.4	25.2	30.3	19.9	22.3
Jan.	30.8	25.2	29.3	27.4	25.2	29.5	27.8	30.7	31.5	21.1	24.8
Feb.	30.4	27.3	33.6	30.6	29.3	26.9	31.0	29.0	33.5	23.7	23.5
Mar.	35.6	32.9	30.3	32.3	36.8	31.0	35.8	30.4	33.3	25.2	
Apr.	38.2	35.1	33.7	34.7	36.4	38.3	37.1	39.3	39.5	27.0	
May	37.0	36.1	35.9	35.3	33.4	33.3	35.8	36.5	37.6	25.5	
Jun.	32.3	36.1	38.6	35.1	37.0	31.6	33.1	30.6	33.5	25.3	
Avg.	36.3	34.8	35.7	35.4	35.5	35.6	35.2	34.6	35.7	27.6	

Source: Santa Barbara Metropolitan Transit District.

MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle

**Monthly Report
March 2014**

Prepared by the

Santa Barbara Metropolitan Transit District



April 8, 2014

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Table 1 presents the ridership of the Downtown-Waterfront Shuttle service for March 2014 and the year-to-date total for fiscal year (FY) 2014. (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 2014 and March 2013 both had 21 weekday service days and 10 weekend service days.

Table 2 shows the number of revenue hours that MTD operated on the Downtown-Waterfront Shuttle in March 2014 and the year-to-date total for fiscal year 2014, 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.

As shown in Table 1, total ridership on the Downtown-Waterfront Shuttle increased from 27,764 passengers in March 2013 to 30,739 in March 2014. Ridership increased on both State Street and the Waterfront. Five cruise ships visited Santa Barbara in March 2014, while there were no cruise ship visits in March 2013. Cruise ship passengers undoubtedly accounted for much of the ridership increase.

Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle also increased, with 1,103 hours in March 2013 and 1,173 hours in March 2014. Average riders per hour increased from 25.2 in March 2013 to 26.2 in March 2014. Estimated fare revenue increased from \$10,855.50 in March 2013 to

\$13,113.50 in March 2014. The percentage of passengers who qualified for the \$0.25 fare increased from 14.9 percent in March 2013 to 20.7 percent in March 2014.

TABLE 1
MTD Routes Assisted by Santa Barbara - Ridership

Line	Current Month		Fiscal Year To Date		Percent Change	
	FY 2014 Mar 2014	FY 2013 Mar 2013	FY 2014 Jul-Mar	FY 2013 Jul-Mar	Current Month	FY Total
Downtown-Waterfront Shuttle						
Line 30 - State Street	23,886	22,554	248,186	251,104	5.9%	-1.2%
Line 31 - East Beach	3,566	3,643	40,896	43,431	-2.1%	-5.8%
Line 32 - West Beach	3,287	1,567	20,367	17,052	109.8%	19.4%
<i>Downtown-Waterfront Total</i>	<i>30,739</i>	<i>27,764</i>	<i>309,449</i>	<i>311,587</i>	<i>10.7%</i>	<i>-0.7%</i>

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 2014 Mar 2014	FY 2013 Mar 2013	FY 2014 Jul-Mar	FY 2013 Jul-Mar	FY 2014 Mar 2014	FY 2013 Mar 2013
Downtown-Waterfront Shuttle						
Line 30 - State Street	897	851	8,430	8,230	26.6	26.5
Line 31 - East Beach	169	169	1,854	1,890	21.1	21.6
Line 32 - West Beach	107	83	908	899	30.7	18.9
<i>Downtown-Waterfront Total</i>	<i>1,173</i>	<i>1,103</i>	<i>11,192</i>	<i>11,019</i>	<i>26.2</i>	<i>25.2</i>

Source: Santa Barbara Metropolitan Transit District.

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, prior to the fare increase of July 1, 2012, annual ridership varied from approximately 525,000 to 567,000 passengers. Ridership following the July 1, 2012, fare increase has been substantially lower than this prior trend.

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.

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.

Marketing & Public Information

- Passenger information cards are distributed at many locations along the route, including lodging establishments and the Visitors' Center. During the summer, the Downtown Organization hands out the cards as part of their "Downtown Hosts" program.
- The shuttle route is featured in all Santa Barbara Car Free collateral. Flyers are available on 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 and the Crosstown Shuttle are featured on the map in the "Explore" section of Santa Barbara Seasons magazine.
- The City Waterfront Department's "Illustrated Map of the Santa Barbara Waterfront" features the Downtown-Waterfront Shuttle.
- Partnership website links are provided by Visit Santa Barbara (formerly the Santa Barbara Conference & Visitors Bureau and Film Commission), Santa Barbara Car Free, and the Downtown Organization.
- The Downtown-Waterfront Shuttle route is featured in the "Downtown Map & Guide" produced by the Downtown Organization.
- MTD is an active member of Visit Santa Barbara, 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.

TABLE 3A: Downtown-Waterfront Shuttle Ridership

Month	Fiscal Year										
	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Jul.	78,586	73,895	76,499	73,310	75,727	77,887	78,777	75,620	77,684	62,441	57,628
Aug.	79,726	70,693	71,631	66,978	70,257	82,138	71,549	72,370	68,232	55,143	53,889
Sep.	47,203	48,519	45,410	47,491	45,967	46,286	48,034	46,939	45,034	39,882	35,605
Oct.	45,430	38,690	38,797	36,864	39,422	41,480	37,068	37,584	40,471	33,699	32,628
Nov.	35,899	32,307	34,528	32,350	33,210	33,044	32,677	31,884	28,978	23,931	23,282
Dec.	31,832	30,376	31,672	30,473	30,298	28,375	28,586	27,415	31,745	21,863	24,204
Jan.	36,212	28,900	33,439	30,698	28,370	33,527	32,152	34,229	35,236	23,269	27,947
Feb.	33,550	28,036	34,767	30,898	30,575	27,233	31,372	28,823	34,481	23,595	23,527
Mar.	40,149	36,855	34,067	35,999	41,274	34,380	39,381	32,626	36,286	27,764	30,739
Apr.	40,536	38,369	37,411	37,436	38,653	40,821	39,387	41,618	41,360	30,484	
May	43,982	44,240	42,861	43,587	43,347	44,631	44,166	44,456	45,742	35,186	
Jun.	53,482	59,501	55,301	59,194	63,083	54,150	56,535	52,381	56,181	46,670	
Total	566,587	530,381	536,383	525,278	540,183	543,952	539,684	525,945	541,430	423,927	

TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours

Month	Fiscal Year										
	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Jul.	1,786	1,754	1,786	1,586	1,682	1,785	1,791	1,830	1,836	1,724	1,743
Aug.	1,801	1,704	1,702	1,615	1,673	1,806	1,765	1,773	1,766	1,717	1,743
Sep.	1,227	1,225	1,214	1,173	1,192	1,086	1,237	1,188	1,182	1,149	1,121
Oct.	1,235	1,137	1,139	1,114	1,122	1,093	1,114	1,100	1,116	1,087	1,133
Nov.	1,114	1,062	1,058	1,042	1,070	1,072	1,064	1,043	1,043	1,040	1,069
Dec.	1,123	1,084	1,082	1,067	1,105	1,076	1,081	1,088	1,046	1,100	1,086
Jan.	1,176	1,146	1,140	1,119	1,128	1,135	1,155	1,115	1,119	1,103	1,126
Feb.	1,102	1,026	1,035	1,011	1,043	1,013	1,013	993	1,029	996	1,000
Mar.	1,128	1,119	1,126	1,113	1,121	1,109	1,101	1,074	1,089	1,103	1,173
Apr.	1,060	1,093	1,109	1,079	1,062	1,065	1,063	1,058	1,047	1,129	
May	1,190	1,227	1,193	1,234	1,297	1,342	1,235	1,218	1,215	1,382	
Jun.	1,655	1,646	1,432	1,685	1,705	1,715	1,707	1,710	1,678	1,842	
Total	15,597	15,223	15,016	14,838	15,200	15,297	15,326	15,190	15,166	15,372	

TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour

Month	Fiscal Year										
	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Jul.	44.0	42.1	42.8	46.2	45.0	43.6	44.0	41.3	42.3	36.2	33.1
Aug.	44.3	41.5	42.1	41.5	42.0	45.5	40.5	40.8	38.6	32.1	30.9
Sep.	38.5	39.6	37.4	40.5	38.6	42.6	38.8	39.5	38.1	34.7	31.8
Oct.	36.8	34.0	34.1	33.1	35.1	38.0	33.3	34.2	36.3	31.0	28.8
Nov.	32.2	30.4	32.6	31.0	31.0	30.8	30.7	30.6	27.8	23.0	21.8
Dec.	28.3	28.0	29.3	28.6	27.4	26.4	26.4	25.2	30.3	19.9	22.3
Jan.	30.8	25.2	29.3	27.4	25.2	29.5	27.8	30.7	31.5	21.1	24.8
Feb.	30.4	27.3	33.6	30.6	29.3	26.9	31.0	29.0	33.5	23.7	23.5
Mar.	35.6	32.9	30.3	32.3	36.8	31.0	35.8	30.4	33.3	25.2	26.2
Apr.	38.2	35.1	33.7	34.7	36.4	38.3	37.1	39.3	39.5	27.0	
May	37.0	36.1	35.9	35.3	33.4	33.3	35.8	36.5	37.6	25.5	
Jun.	32.3	36.1	38.6	35.1	37.0	31.6	33.1	30.6	33.5	25.3	
Avg.	36.3	34.8	35.7	35.4	35.5	35.6	35.2	34.6	35.7	27.6	

Source: Santa Barbara Metropolitan Transit District.

Crosstown Shuttle, Mesa/SBCC & Line 1 & 2 Enhancement Traffic Mitigation

**Quarter Ending
March 31, 2014**

Prepared by the

Santa Barbara Metropolitan Transit District



April 8, 2014



Traffic Mitigation Quarter Ending March 31, 2014

The Santa Barbara Metropolitan Transit District (MTD) has implemented several service enhancements in partnership with the City of Santa Barbara, including Line 1 - West Santa Barbara, Line 2 - East Santa Barbara, Line 4 - Mesa/SBCC, and Line 37 - Crosstown Shuttle.

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 third quarter of fiscal year (FY) 2014.

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. For Line 4 - Mesa/SBCC and the Crosstown Shuttle, the ridership in the table represents the entire ridership of the routes.

Fiscal Year 2014 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
3rd Quarter								
Jan 2014	(244)	498	328	582	(14)	108	63	157
Feb 2014	(287)	689	340	742	(25)	145	67	187
Mar 2014	(222)	590	334	702	(29)	118	70	159

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.

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 a given month in FY 2014 than in the corresponding month prior to implementation of the enhanced transit. These data do not suggest that the decrease in ridership resulted in additional traffic. MTD's Board of Directors is considering approval of staff recommendations to enhance service on Lines 1 & 2 and the Crosstown Shuttle. If approved, the enhancements will be implemented in late August, 2014.