

MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle

**Monthly Report
October 2015**

Prepared by the

Santa Barbara Metropolitan Transit District



November 11, 2015

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MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle October 2015 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 service 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. The one-way fare is \$0.50, with a \$0.25 fare for seniors, Medicare card holders, 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 October 2015 and the year-to-date total for fiscal year (FY) 2016. (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. October 2015 had 22 weekday service days and 9 weekend service days, while October 2014 had 23 weekday service days and 8 weekend service days.

Table 2 shows the number of revenue hours that MTD operated on the Downtown-Waterfront Shuttle in October 2015 and the year-to-date total for FY 2016, 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 from 32,026 passengers in October 2014 to 30,956 in October 2015. Ridership increased on State Street, but decreased on the Waterfront.

Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle increased from 1,131 hours in October 2014 to 1,266 hours in October 2015. Average riders per hour decreased from 28.3 in October 2014 to 24.5 in October 2015. Estimated fare revenue decreased from \$12,183.25 in October 2014 to \$11,744.25 in October 2015. The percentage of passengers who paid the \$0.25 half-fare increased from 25.1 percent in October 2014 to 28.5 percent in October 2015.

TABLE 1
MTD Routes Assisted by Santa Barbara - Ridership

Line	Current Month		Fiscal Year To Date		Percent Change	
	FY 2016 Oct 2015	FY 2015 Oct 2014	FY 2016 Jul-Oct	FY 2015 Jul-Oct	Current Month	FY Total
Downtown-Waterfront Shuttle Ridership (Total)						
Line 30 - State Street	25,281	24,656	126,462	134,421	2.5%	-5.9%
Line 31 - East Beach	2,790	3,160	19,653	23,821	-11.7%	-17.5%
Line 32 - West Beach	2,885	4,210	11,582	13,618	-31.5%	-15.0%
<i>Downtown-Waterfront Total</i>	<i>30,956</i>	<i>32,026</i>	<i>157,697</i>	<i>171,860</i>	<i>-3.3%</i>	<i>-8.2%</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 2016 Oct 2015	FY 2015 Oct 2014	FY 2016 Jul-Oct	FY 2015 Jul-Oct	FY 2016 Oct 2015	FY 2015 Oct 2014
Downtown-Waterfront Shuttle Revenue Hours (Total)						
Line 30 - State Street	975	856	4,499	4,204	25.9	28.8
Line 31 - East Beach	175	169	1,056	1,016	15.9	18.7
Line 32 - West Beach	116	106	517	506	24.9	39.7
<i>Downtown-Waterfront Total</i>	<i>1,266</i>	<i>1,131</i>	<i>6,072</i>	<i>5,726</i>	<i>24.5</i>	<i>28.3</i>

Source: Santa Barbara Metropolitan Transit District.

It is likely that the multiple construction projects underway on lower State Street and Cabrillo Boulevard have depressed ridership on the Downtown-Waterfront Shuttle. MTD will continue to monitor ridership trends.

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 in the ten-year period varied from approximately 525,000 to 544,000 passengers. Ridership following the 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 Pacific Surfliner trains.
- 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										
	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
Jul.	76,499	73,310	75,727	77,887	78,777	75,620	77,684	62,441	57,628	54,658	46,463
Aug.	71,631	66,978	70,257	82,138	71,549	72,370	68,232	55,143	53,889	51,828	44,916
Sep.	45,410	47,491	45,967	46,286	48,034	46,939	45,034	39,882	35,605	33,348	35,362
Oct.	38,797	36,864	39,422	41,480	37,068	37,584	40,471	33,699	32,628	32,026	30,956
Nov.	34,528	32,350	33,210	33,044	32,677	31,884	28,978	23,931	23,282	23,349	
Dec.	31,672	30,473	30,298	28,375	28,586	27,415	31,745	21,863	24,204	20,141	
Jan.	33,439	30,698	28,370	33,527	32,152	34,229	35,236	23,269	27,947	24,576	
Feb.	34,767	30,898	30,575	27,233	31,372	28,823	34,481	23,595	23,527	21,101	
Mar.	34,067	35,999	41,274	34,380	39,381	32,626	36,286	27,764	30,739	25,645	
Apr.	37,411	37,436	38,653	40,821	39,387	41,618	41,360	30,484	36,492	28,970	
May	42,861	43,587	43,347	44,631	44,166	44,456	45,742	35,186	33,276	25,015	
Jun.	55,301	59,194	63,083	54,150	56,535	52,381	56,181	46,670	42,037	32,865	
Total	536,383	525,278	540,183	543,952	539,684	525,945	541,430	423,927	421,254	373,522	

TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours

Month	Fiscal Year										
	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
Jul.	1,786	1,586	1,682	1,785	1,791	1,830	1,836	1,724	1,743	1,729	1,762
Aug.	1,702	1,615	1,673	1,806	1,765	1,773	1,766	1,717	1,743	1,759	1,747
Sep.	1,214	1,173	1,192	1,086	1,237	1,188	1,182	1,149	1,121	1,106	1,298
Oct.	1,139	1,114	1,122	1,093	1,114	1,100	1,116	1,087	1,133	1,131	1,266
Nov.	1,058	1,042	1,070	1,072	1,064	1,043	1,043	1,040	1,069	1,086	
Dec.	1,082	1,067	1,105	1,076	1,081	1,088	1,046	1,100	1,086	1,072	
Jan.	1,140	1,119	1,128	1,135	1,155	1,115	1,119	1,103	1,126	1,127	
Feb.	1,035	1,011	1,043	1,013	1,013	993	1,029	996	1,000	1,010	
Mar.	1,126	1,113	1,121	1,109	1,101	1,074	1,089	1,103	1,173	1,111	
Apr.	1,109	1,079	1,062	1,065	1,063	1,058	1,047	1,129	1,214	1,132	
May	1,193	1,234	1,297	1,342	1,235	1,218	1,215	1,382	1,331	1,323	
Jun.	1,432	1,685	1,705	1,715	1,707	1,710	1,678	1,842	1,694	1,673	
Total	15,016	14,838	15,200	15,297	15,326	15,190	15,166	15,372	15,433	15,259	

TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour

Month	Fiscal Year										
	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
Jul.	42.8	46.2	45.0	43.6	44.0	41.3	42.3	36.2	33.1	31.6	26.4
Aug.	42.1	41.5	42.0	45.5	40.5	40.8	38.6	32.1	30.9	29.5	25.7
Sep.	37.4	40.5	38.6	42.6	38.8	39.5	38.1	34.7	31.8	30.2	27.2
Oct.	34.1	33.1	35.1	38.0	33.3	34.2	36.3	31.0	28.8	28.3	24.5
Nov.	32.6	31.0	31.0	30.8	30.7	30.6	27.8	23.0	21.8	21.5	
Dec.	29.3	28.6	27.4	26.4	26.4	25.2	30.3	19.9	22.3	18.8	
Jan.	29.3	27.4	25.2	29.5	27.8	30.7	31.5	21.1	24.8	21.8	
Feb.	33.6	30.6	29.3	26.9	31.0	29.0	33.5	23.7	23.5	20.9	
Mar.	30.3	32.3	36.8	31.0	35.8	30.4	33.3	25.2	26.2	23.1	
Apr.	33.7	34.7	36.4	38.3	37.1	39.3	39.5	27.0	30.1	25.6	
May	35.9	35.3	33.4	33.3	35.8	36.5	37.6	25.5	25.0	18.9	
Jun.	38.6	35.1	37.0	31.6	33.1	30.6	33.5	25.3	24.8	19.6	
Avg.	35.7	35.4	35.5	35.6	35.2	34.6	35.7	27.6	27.3	24.5	

Source: Santa Barbara Metropolitan Transit District.

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Table 1 presents the ridership of the Downtown-Waterfront Shuttle for November 2015 and the year-to-date total for fiscal year (FY) 2016. (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. November 2015 had 18 weekday service days and 11 weekend service days, while November 2014 had 17 weekday service days and 12 weekend service days (MTD does not operate on Thanksgiving Day).

Table 2 shows the number of revenue hours that MTD operated on the Downtown-Waterfront Shuttle in November 2015 and the year-to-date total for FY 2016, 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 23,349 passengers in November 2014 to 24,314 in November 2015. Ridership decreased very slightly on State Street, and increased on the Waterfront.

Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle increased from 1,086 hours in November 2014 to 1,184 hours in November 2015. Average riders per hour decreased from 21.5 in November 2014 to 20.5 in November 2015. Estimated fare revenue increased from \$9,007.75 in November 2014 to \$9,174.00 in November 2015. The percentage of passengers who paid the \$0.25 half-fare increased from 18.1 percent in November 2014 to 25.6 percent in November 2015.

TABLE 1
MTD Routes Assisted by Santa Barbara - Ridership

Line	Current Month		Fiscal Year To Date		Percent Change	
	FY 2016 Nov 2015	FY 2015 Nov 2014	FY 2016 Jul-Nov	FY 2015 Jul-Nov	Current Month	FY Total
Downtown-Waterfront Shuttle Ridership (Total)						
Line 30 - State Street	19,365	19,395	145,827	153,816	-0.2%	-5.2%
Line 31 - East Beach	2,576	2,487	22,229	26,308	3.6%	-15.5%
Line 32 - West Beach	2,373	1,467	13,955	15,085	61.8%	-7.5%
<i>Downtown-Waterfront Total</i>	<i>24,314</i>	<i>23,349</i>	<i>182,011</i>	<i>195,209</i>	<i>4.1%</i>	<i>-6.8%</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 2016 Nov 2015	FY 2015 Nov 2014	FY 2016 Jul-Nov	FY 2015 Jul-Nov	FY 2016 Nov 2015	FY 2015 Nov 2014
Downtown-Waterfront Shuttle Revenue Hours (Total)						
Line 30 - State Street	902	848	5,401	5,052	21.5	22.9
Line 31 - East Beach	158	158	1,214	1,173	16.3	15.7
Line 32 - West Beach	124	80	641	587	19.1	18.3
<i>Downtown-Waterfront Total</i>	<i>1,184</i>	<i>1,086</i>	<i>7,256</i>	<i>6,812</i>	<i>20.5</i>	<i>21.5</i>

Source: Santa Barbara Metropolitan Transit District.

It is likely that the multiple construction projects underway on lower State Street and Cabrillo Boulevard have depressed overall ridership on the Downtown-Waterfront Shuttle. MTD will continue to monitor ridership trends.

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 in the ten-year period varied from approximately 525,000 to 544,000 passengers. Ridership following the 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 Pacific Surfliner trains.
- 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										
	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
Jul.	76,499	73,310	75,727	77,887	78,777	75,620	77,684	62,441	57,628	54,658	46,463
Aug.	71,631	66,978	70,257	82,138	71,549	72,370	68,232	55,143	53,889	51,828	44,916
Sep.	45,410	47,491	45,967	46,286	48,034	46,939	45,034	39,882	35,605	33,348	35,362
Oct.	38,797	36,864	39,422	41,480	37,068	37,584	40,471	33,699	32,628	32,026	30,956
Nov.	34,528	32,350	33,210	33,044	32,677	31,884	28,978	23,931	23,282	23,349	24,314
Dec.	31,672	30,473	30,298	28,375	28,586	27,415	31,745	21,863	24,204	20,141	
Jan.	33,439	30,698	28,370	33,527	32,152	34,229	35,236	23,269	27,947	24,576	
Feb.	34,767	30,898	30,575	27,233	31,372	28,823	34,481	23,595	23,527	21,101	
Mar.	34,067	35,999	41,274	34,380	39,381	32,626	36,286	27,764	30,739	25,645	
Apr.	37,411	37,436	38,653	40,821	39,387	41,618	41,360	30,484	36,492	28,970	
May	42,861	43,587	43,347	44,631	44,166	44,456	45,742	35,186	33,276	25,015	
Jun.	55,301	59,194	63,083	54,150	56,535	52,381	56,181	46,670	42,037	32,865	
Total	536,383	525,278	540,183	543,952	539,684	525,945	541,430	423,927	421,254	373,522	

TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours

Month	Fiscal Year										
	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
Jul.	1,786	1,586	1,682	1,785	1,791	1,830	1,836	1,724	1,743	1,729	1,762
Aug.	1,702	1,615	1,673	1,806	1,765	1,773	1,766	1,717	1,743	1,759	1,747
Sep.	1,214	1,173	1,192	1,086	1,237	1,188	1,182	1,149	1,121	1,106	1,298
Oct.	1,139	1,114	1,122	1,093	1,114	1,100	1,116	1,087	1,133	1,131	1,266
Nov.	1,058	1,042	1,070	1,072	1,064	1,043	1,043	1,040	1,069	1,086	1,184
Dec.	1,082	1,067	1,105	1,076	1,081	1,088	1,046	1,100	1,086	1,072	
Jan.	1,140	1,119	1,128	1,135	1,155	1,115	1,119	1,103	1,126	1,127	
Feb.	1,035	1,011	1,043	1,013	1,013	993	1,029	996	1,000	1,010	
Mar.	1,126	1,113	1,121	1,109	1,101	1,074	1,089	1,103	1,173	1,111	
Apr.	1,109	1,079	1,062	1,065	1,063	1,058	1,047	1,129	1,214	1,132	
May	1,193	1,234	1,297	1,342	1,235	1,218	1,215	1,382	1,331	1,323	
Jun.	1,432	1,685	1,705	1,715	1,707	1,710	1,678	1,842	1,694	1,673	
Total	15,016	14,838	15,200	15,297	15,326	15,190	15,166	15,372	15,433	15,259	

TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour

Month	Fiscal Year										
	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
Jul.	42.8	46.2	45.0	43.6	44.0	41.3	42.3	36.2	33.1	31.6	26.4
Aug.	42.1	41.5	42.0	45.5	40.5	40.8	38.6	32.1	30.9	29.5	25.7
Sep.	37.4	40.5	38.6	42.6	38.8	39.5	38.1	34.7	31.8	30.2	27.2
Oct.	34.1	33.1	35.1	38.0	33.3	34.2	36.3	31.0	28.8	28.3	24.5
Nov.	32.6	31.0	31.0	30.8	30.7	30.6	27.8	23.0	21.8	21.5	20.5
Dec.	29.3	28.6	27.4	26.4	26.4	25.2	30.3	19.9	22.3	18.8	
Jan.	29.3	27.4	25.2	29.5	27.8	30.7	31.5	21.1	24.8	21.8	
Feb.	33.6	30.6	29.3	26.9	31.0	29.0	33.5	23.7	23.5	20.9	
Mar.	30.3	32.3	36.8	31.0	35.8	30.4	33.3	25.2	26.2	23.1	
Apr.	33.7	34.7	36.4	38.3	37.1	39.3	39.5	27.0	30.1	25.6	
May	35.9	35.3	33.4	33.3	35.8	36.5	37.6	25.5	25.0	18.9	
Jun.	38.6	35.1	37.0	31.6	33.1	30.6	33.5	25.3	24.8	19.6	
Avg.	35.7	35.4	35.5	35.6	35.2	34.6	35.7	27.6	27.3	24.5	

Source: Santa Barbara Metropolitan Transit District.

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December 2015**

Prepared by the

Santa Barbara Metropolitan Transit District



January 21, 2016

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Table 1 presents the ridership of the Downtown-Waterfront Shuttle for December 2015 and the year-to-date total for fiscal year (FY) 2016. (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. December 2015 and December 2014 both had 20 weekday service days and 10 weekend service days (MTD does not operate on Christmas Day).

Table 2 shows the number of revenue hours that MTD operated on the Downtown-Waterfront Shuttle in December 2015 and the year-to-date total for FY 2016, 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 from 20,141 passengers in December 2014 to 19,878 in December 2015. Ridership decreased on State Street and increased slightly on the Waterfront.

Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle were flat, with 1,072 hours in December 2014 and 1,073 hours in December 2015. Average riders per hour decreased slightly, from 18.8 in December 2014 to 18.5 in December 2015. Estimated fare revenue decreased from \$7,790.50 in December 2014 to \$7,454.25 in December 2015. The percentage of passengers

who paid the \$0.25 half-fare increased from 18.8 percent in December 2014 to 22.7 percent in December 2015.

TABLE 1
MTD Routes Assisted by Santa Barbara - Ridership

Line	Current Month		Fiscal Year To Date		Percent Change	
	FY 2016 Dec 2015	FY 2015 Dec 2014	FY 2016 Jul-Dec	FY 2015 Jul-Dec	Current Month	FY Total
Downtown-Waterfront Shuttle Ridership (Total)						
Line 30 - State Street	16,696	16,995	162,523	170,811	-1.8%	-4.9%
Line 31 - East Beach	1,989	2,254	24,218	28,562	-11.8%	-15.2%
Line 32 - West Beach	1,193	892	15,148	15,977	33.7%	-5.2%
<i>Downtown-Waterfront Total</i>	<i>19,878</i>	<i>20,141</i>	<i>201,889</i>	<i>215,350</i>	<i>-1.3%</i>	<i>-6.3%</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 2016 Dec 2015	FY 2015 Dec 2014	FY 2016 Jul-Dec	FY 2015 Jul-Dec	FY 2016 Dec 2015	FY 2015 Dec 2014
Downtown-Waterfront Shuttle Revenue Hours (Total)						
Line 30 - State Street	830	829	6,231	5,881	20.1	20.5
Line 31 - East Beach	163	163	1,377	1,336	12.2	13.8
Line 32 - West Beach	80	80	721	667	14.9	11.2
<i>Downtown-Waterfront Total</i>	<i>1,073</i>	<i>1,072</i>	<i>8,329</i>	<i>7,884</i>	<i>18.5</i>	<i>18.8</i>

Source: Santa Barbara Metropolitan Transit District.

It is likely that the multiple construction projects underway on lower State Street and Cabrillo Boulevard have depressed overall ridership on the Downtown-Waterfront Shuttle. MTD will continue to monitor ridership trends.

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 in the ten-year period varied from approximately 525,000 to 544,000 passengers. Ridership following the 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 Pacific Surfliner trains.
- 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										
	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
Jul.	76,499	73,310	75,727	77,887	78,777	75,620	77,684	62,441	57,628	54,658	46,463
Aug.	71,631	66,978	70,257	82,138	71,549	72,370	68,232	55,143	53,889	51,828	44,916
Sep.	45,410	47,491	45,967	46,286	48,034	46,939	45,034	39,882	35,605	33,348	35,362
Oct.	38,797	36,864	39,422	41,480	37,068	37,584	40,471	33,699	32,628	32,026	30,956
Nov.	34,528	32,350	33,210	33,044	32,677	31,884	28,978	23,931	23,282	23,349	24,314
Dec.	31,672	30,473	30,298	28,375	28,586	27,415	31,745	21,863	24,204	20,141	19,878
Jan.	33,439	30,698	28,370	33,527	32,152	34,229	35,236	23,269	27,947	24,576	
Feb.	34,767	30,898	30,575	27,233	31,372	28,823	34,481	23,595	23,527	21,101	
Mar.	34,067	35,999	41,274	34,380	39,381	32,626	36,286	27,764	30,739	25,645	
Apr.	37,411	37,436	38,653	40,821	39,387	41,618	41,360	30,484	36,492	28,970	
May	42,861	43,587	43,347	44,631	44,166	44,456	45,742	35,186	33,276	25,015	
Jun.	55,301	59,194	63,083	54,150	56,535	52,381	56,181	46,670	42,037	32,865	
Total	536,383	525,278	540,183	543,952	539,684	525,945	541,430	423,927	421,254	373,522	

TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours

Month	Fiscal Year										
	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
Jul.	1,786	1,586	1,682	1,785	1,791	1,830	1,836	1,724	1,743	1,729	1,762
Aug.	1,702	1,615	1,673	1,806	1,765	1,773	1,766	1,717	1,743	1,759	1,747
Sep.	1,214	1,173	1,192	1,086	1,237	1,188	1,182	1,149	1,121	1,106	1,298
Oct.	1,139	1,114	1,122	1,093	1,114	1,100	1,116	1,087	1,133	1,131	1,266
Nov.	1,058	1,042	1,070	1,072	1,064	1,043	1,043	1,040	1,069	1,086	1,184
Dec.	1,082	1,067	1,105	1,076	1,081	1,088	1,046	1,100	1,086	1,072	1,073
Jan.	1,140	1,119	1,128	1,135	1,155	1,115	1,119	1,103	1,126	1,127	
Feb.	1,035	1,011	1,043	1,013	1,013	993	1,029	996	1,000	1,010	
Mar.	1,126	1,113	1,121	1,109	1,101	1,074	1,089	1,103	1,173	1,111	
Apr.	1,109	1,079	1,062	1,065	1,063	1,058	1,047	1,129	1,214	1,132	
May	1,193	1,234	1,297	1,342	1,235	1,218	1,215	1,382	1,331	1,323	
Jun.	1,432	1,685	1,705	1,715	1,707	1,710	1,678	1,842	1,694	1,673	
Total	15,016	14,838	15,200	15,297	15,326	15,190	15,166	15,372	15,433	15,259	

TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour

Month	Fiscal Year										
	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
Jul.	42.8	46.2	45.0	43.6	44.0	41.3	42.3	36.2	33.1	31.6	26.4
Aug.	42.1	41.5	42.0	45.5	40.5	40.8	38.6	32.1	30.9	29.5	25.7
Sep.	37.4	40.5	38.6	42.6	38.8	39.5	38.1	34.7	31.8	30.2	27.2
Oct.	34.1	33.1	35.1	38.0	33.3	34.2	36.3	31.0	28.8	28.3	24.5
Nov.	32.6	31.0	31.0	30.8	30.7	30.6	27.8	23.0	21.8	21.5	20.5
Dec.	29.3	28.6	27.4	26.4	26.4	25.2	30.3	19.9	22.3	18.8	18.5
Jan.	29.3	27.4	25.2	29.5	27.8	30.7	31.5	21.1	24.8	21.8	
Feb.	33.6	30.6	29.3	26.9	31.0	29.0	33.5	23.7	23.5	20.9	
Mar.	30.3	32.3	36.8	31.0	35.8	30.4	33.3	25.2	26.2	23.1	
Apr.	33.7	34.7	36.4	38.3	37.1	39.3	39.5	27.0	30.1	25.6	
May	35.9	35.3	33.4	33.3	35.8	36.5	37.6	25.5	25.0	18.9	
Jun.	38.6	35.1	37.0	31.6	33.1	30.6	33.5	25.3	24.8	19.6	
Avg.	35.7	35.4	35.5	35.6	35.2	34.6	35.7	27.6	27.3	24.5	

Source: Santa Barbara Metropolitan Transit District.

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

Traffic Mitigation

**Quarter Ending
December 31, 2015**

Prepared by the

Santa Barbara Metropolitan Transit District



January 21, 2016



Traffic Mitigation Quarter Ending December 30, 2015

The Santa Barbara Metropolitan Transit District (MTD) has implemented several service enhancements in partnership with the City of Santa Barbara, including enhancements to Lines 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 second quarter of fiscal year (FY) 2016.

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 2016 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
<u>2nd Quarter</u>								
Oct 2015	(516)	531	455	470	(81)	100	89	108
Nov 2015	(623)	463	406	246	(119)	94	73	48
Dec 2015	(469)	414	350	295	(86)	83	68	65

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 during the second quarter of FY 2016 than in the corresponding month prior to implementation of the enhanced transit (i.e., December 2006). These data do not suggest that the decrease in ridership resulted in additional traffic.