

# **MTD Report to Santa Barbara on City-Assisted Services**

**Monthly Report  
August 2008**

*Prepared by the*

Santa Barbara Metropolitan Transit District  
Strategic Planning



September 12, 2008

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## MTD Report to Santa Barbara on City-Assisted Services August 2008 Monthly Report

The City of Santa Barbara provides funding to the Santa Barbara Metropolitan Transit District (MTD) to support several MTD bus routes. This report, prepared pursuant to Agreements No. 22,278, No. 22,831, and the FY 2009 Master Agreement, provides the City with data regarding MTD shuttle services in Santa Barbara, MTD South Coast Transit Priorities routes supported by the City, and core MTD routes assisted by the City through the Enhanced Transit Program.

### MTD RIDERSHIP & REVENUE HOURS

Table 1 presents the ridership of each City-assisted MTD route for August 2008 and for fiscal year (FY) 2009 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.

**TABLE 1**  
**MTD Routes Assisted by Santa Barbara - Ridership**

| Line                                  | Current Month       |                     | Fiscal Year to Date |                    | Percent Change   |               |
|---------------------------------------|---------------------|---------------------|---------------------|--------------------|------------------|---------------|
|                                       | FY 2009<br>Aug 2008 | FY 2008<br>Aug 2007 | FY 2009<br>Jul-Aug  | FY 2008<br>Jul-Aug | Current<br>Month | FY<br>To Date |
| <b>Shuttle Services</b>               |                     |                     |                     |                    |                  |               |
| DWE - State Street                    | 61,024              | 52,677              | 120,553             | 108,995            | 15.8%            | 10.6%         |
| DWE - East Beach                      | 15,354              | 12,653              | 28,395              | 26,150             | 21.3%            | 8.6%          |
| DWE - West Beach                      | 5,760               | 4,927               | 11,077              | 10,839             | 16.9%            | 2.2%          |
| <i>Downtown-Waterfront Total</i>      | <i>82,138</i>       | <i>70,257</i>       | <i>160,025</i>      | <i>145,984</i>     | <i>16.9%</i>     | <i>9.6%</i>   |
| Wharf Woody                           | 1,799               | 2,482               | 2,574               | 5,417              | -27.5%           | -52.5%        |
| Carrillo Commuter Lot                 | 1,641               | 1,850               | 3,425               | 3,240              | -11.3%           | 5.7%          |
| <b>South Coast Transit Priorities</b> |                     |                     |                     |                    |                  |               |
| Crosstown Shuttle                     | 12,776              | 15,382              | 25,654              | 29,265             | -16.9%           | -12.3%        |
| 4 - Mesa/SBCC                         | 10,705              | 9,789               | 24,793              | 20,368             | 9.4%             | 21.7%         |
| <b>Enhanced Transit Program</b>       |                     |                     |                     |                    |                  |               |
| 1 - Westside                          | 48,553              | 44,652              | 98,252              | 85,244             | 8.7%             | 15.3%         |
| 2 - Eastside                          | 65,539              | 63,432              | 132,746             | 123,126            | 3.3%             | 7.8%          |
| <i>Lines 1 &amp; 2 Total</i>          | <i>114,092</i>      | <i>108,084</i>      | <i>230,998</i>      | <i>208,370</i>     | <i>5.6%</i>      | <i>10.9%</i>  |
| 6 - State/Hollister/Goleta            | 73,438              | 70,538              | 146,683             | 137,576            | 4.1%             | 6.6%          |
| 11 - State/Hollister/UCSB             | 97,394              | 86,473              | 201,545             | 167,360            | 12.6%            | 20.4%         |
| <i>Lines 6 &amp; 11 Total</i>         | <i>170,832</i>      | <i>157,011</i>      | <i>348,228</i>      | <i>304,936</i>     | <i>8.8%</i>      | <i>14.2%</i>  |
| 3 - Oak Park                          | 29,824              | 27,751              | 61,325              | 54,626             | 7.5%             | 12.3%         |

Source: Santa Barbara Metropolitan Transit District.

Table 2 shows the number of revenue hours that MTD operated on each City-assisted route in August 2008 and for fiscal year 2009 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 2**  
**MTD Routes Assisted by Santa Barbara - Revenue Hours**

| Line                                  | Current Month       |                     | Fiscal Year to Date |                    | Riders per Hour     |                     |
|---------------------------------------|---------------------|---------------------|---------------------|--------------------|---------------------|---------------------|
|                                       | FY 2009<br>Aug 2008 | FY 2008<br>Aug 2007 | FY 2009<br>Jul-Aug  | FY 2008<br>Jul-Aug | FY 2009<br>Aug 2008 | FY 2008<br>Aug 2007 |
| <b>Shuttle Services</b>               |                     |                     |                     |                    |                     |                     |
| DWE - State Street                    | 1,263               | 1,138               | 2,522               | 2,289              | 48.3                | 46.3                |
| DWE - East Beach                      | 378                 | 369                 | 739                 | 734                | 40.6                | 34.3                |
| DWE - West Beach                      | 165                 | 166                 | 332                 | 331                | 34.9                | 29.7                |
| <i>Downtown-Waterfront Total</i>      | <i>1,806</i>        | <i>1,673</i>        | <i>3,593</i>        | <i>3,354</i>       | <i>45.5</i>         | <i>42.0</i>         |
| Wharf Woody                           | 79                  | 64                  | 150                 | 136                | 22.8                | 38.8                |
| Carrillo Commuter Lot                 | 101                 | 114                 | 207                 | 218                | 16.2                | 16.2                |
| <b>South Coast Transit Priorities</b> |                     |                     |                     |                    |                     |                     |
| Crosstown Shuttle                     | 618                 | 658                 | 1,268               | 1,253              | 20.7                | 23.4                |
| 4 - Mesa/SBCC                         | 318                 | 314                 | 641                 | 595                | 33.7                | 31.2                |
| <b>Enhanced Transit Program</b>       |                     |                     |                     |                    |                     |                     |
| 1 - Westside                          | 813                 | 831                 | 1,638               | 1,614              | 59.7                | 53.7                |
| 2 - Eastside                          | 1,376               | 1,420               | 2,773               | 2,748              | 47.6                | 44.7                |
| <i>Lines 1 &amp; 2 Total</i>          | <i>2,189</i>        | <i>2,251</i>        | <i>4,411</i>        | <i>4,362</i>       | <i>52.1</i>         | <i>48.0</i>         |
| 6 - State/Hollister/Goleta            | 1,538               | 1,519               | 3,076               | 2,995              | 47.7                | 46.4                |
| 11 - State/Hollister/UCSB             | 2,049               | 2,025               | 4,126               | 3,994              | 47.5                | 42.7                |
| <i>Lines 6 &amp; 11 Total</i>         | <i>3,587</i>        | <i>3,544</i>        | <i>7,202</i>        | <i>6,989</i>       | <i>47.6</i>         | <i>44.3</i>         |
| 3 - Oak Park                          | 967                 | 940                 | 1,963               | 1,804              | 30.8                | 29.5                |

Source: Santa Barbara Metropolitan Transit District.

### 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.
- *Wharf Woody.* Seasonal service from Memorial Day weekend through October, on weekends and holidays only, from the Chase Palm Park parking lot along Cabrillo Boulevard onto Stearns Wharf, with stops at the visitor's center and the Dolphin Fountain. The Wharf Woody is free for all riders.
- *Carrillo Lot Shuttle.* This weekday peak-period service is subsidized by the City as an incentive to attract downtown employees to park in the commuter lot. The service is free for commuter lot parkers, and \$0.25 for other riders.

## Downtown-Waterfront Shuttle & Wharf Woody

As shown in Table 1, total ridership on the Downtown-Waterfront Shuttle increased from 70,257 passengers in August 2007 to 82,138 in August 2008, representing a 16.9 percent increase. Ridership increased along both State Street and the waterfront. August 2008 had 21 weekdays and 10 weekend days, while August 2007 had 23 weekdays and 8 weekend days. The increase in the number of weekend days undoubtedly accounts for some of the increase in ridership.

Table 2 shows that total revenue hours operated on the Downtown-Waterfront Shuttle increased from 1,673 hours in August 2007 to 1,806 hours in August 2008, for a 7.9 percent increase. Riders per hour increased from 42.0 in August 2007 to 45.5 in August 2008. The service generated \$17,673.50 in fare revenue in August 2008, compared to \$14,971.00 in August 2007.

The Wharf Woody operates only on weekend service days. Table 1 shows that Wharf Woody ridership decreased from 2,482 riders in August 2007 to 1,799 riders in August 2008, although the service operated on more days in August 2008. Because the Wharf Woody does not charge a fare, boarding passengers do not activate the farebox. Thus, MTD has increased monitoring of the service to ensure that all operators are manually entering data for all passengers.

### *Downtown-Waterfront Shuttle & Wharf Woody Ten-Year Trend*

Tables 3A, 3B, and 3C present ten-year combined Downtown-Waterfront Shuttle and Wharf Woody trends in ridership, revenue hours, and passengers per revenue hour, respectively. The tables show that, over the entire ten-year period, annual ridership has decreased while annual revenue hours have remained relatively constant. However, the most recent few years have shown less variation in ridership.

The primary market for the Downtown-Waterfront Shuttle and the Wharf Woody differs somewhat from that for a typical public transportation service. In general terms, the primary market for these shuttle services 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 these services 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.

**TABLE 3A: Downtown-Waterfront Shuttle & Wharf Woody Ridership**

| Month | Fiscal Year |         |         |         |         |         |         |         |         |         |         |
|-------|-------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
|       | 1998-99     | 1999-00 | 2000-01 | 2001-02 | 2002-03 | 2003-04 | 2004-05 | 2005-06 | 2006-07 | 2007-08 | 2008-09 |
| Jul.  | 97,054      | 103,154 | 102,022 | 103,187 | 79,353  | 88,387  | 81,585  | 78,272  | 78,365  | 78,662  | 78,662  |
| Aug.  | 108,564     | 101,002 | 97,951  | 88,542  | 80,333  | 90,333  | 78,769  | 72,589  | 70,112  | 72,739  | 83,937  |
| Sep.  | 71,624      | 65,910  | 71,657  | 61,243  | 50,144  | 51,220  | 51,179  | 47,508  | 50,268  | 48,560  |         |
| Oct.  | 60,367      | 60,582  | 53,844  | 39,240  | 41,717  | 48,541  | 41,015  | 40,451  | 38,633  | 40,884  |         |
| Nov.  | 48,566      | 48,765  | 39,560  | 30,184  | 36,240  | 35,899  | 32,307  | 34,528  | 32,372  | 33,210  |         |
| Dec.  | 49,594      | 51,678  | 46,700  | 31,026  | 33,443  | 31,832  | 30,376  | 31,672  | 30,473  | 30,298  |         |
| Jan.  | 53,226      | 44,209  | 44,252  | 28,609  | 38,051  | 36,212  | 28,900  | 33,439  | 30,698  | 28,370  |         |
| Feb.  | 45,960      | 44,036  | 29,607  | 29,717  | 34,602  | 33,550  | 28,036  | 34,767  | 30,898  | 30,575  |         |
| Mar.  | 50,564      | 52,424  | 44,327  | 32,254  | 44,913  | 40,149  | 36,855  | 34,382  | 35,999  | 41,274  |         |
| Apr.  | 48,764      | 64,209  | 54,134  | 32,374  | 41,557  | 40,577  | 38,992  | 37,411  | 37,436  | 38,653  |         |
| May   | 59,245      | 60,669  | 53,860  | 38,683  | 44,617  | 44,931  | 45,329  | 43,778  | 44,554  | 44,116  |         |
| Jun.  | 66,486      | 65,894  | 74,342  | 55,262  | 59,577  | 55,334  | 61,238  | 58,199  | 61,318  | 64,776  |         |
| Total | 760,014     | 762,532 | 712,256 | 570,321 | 584,547 | 596,965 | 554,581 | 546,996 | 541,126 | 552,117 |         |

**TABLE 3B: Downtown-Waterfront Shuttle & Wharf Woody Revenue Hours**

| Month | Fiscal Year |         |         |         |         |         |         |         |         |         |         |
|-------|-------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
|       | 1998-99     | 1999-00 | 2000-01 | 2001-02 | 2002-03 | 2003-04 | 2004-05 | 2005-06 | 2006-07 | 2007-08 | 2008-09 |
| Jul.  | 1,494       | 1,702   | 1,920   | 2,057   | 2,035   | 2,036   | 2,002   | 1,866   | 1,665   | 1,754   | 1,856   |
| Aug.  | 1,589       | 1,697   | 1,840   | 2,058   | 2,030   | 2,051   | 1,952   | 1,766   | 1,679   | 1,737   | 1,885   |
| Sep.  | 1,308       | 1,370   | 1,395   | 1,282   | 1,362   | 1,292   | 1,297   | 1,286   | 1,253   | 1,280   |         |
| Oct.  | 1,276       | 1,280   | 1,286   | 1,169   | 1,320   | 1,282   | 1,217   | 1,219   | 1,186   | 1,183   |         |
| Nov.  | 1,192       | 1,090   | 1,098   | 974     | 1,128   | 1,114   | 1,062   | 1,058   | 1,044   | 1,070   |         |
| Dec.  | 1,379       | 1,261   | 1,427   | 1,141   | 1,150   | 1,123   | 1,084   | 1,082   | 1,067   | 1,105   |         |
| Jan.  | 1,269       | 1,128   | 1,130   | 1,018   | 1,168   | 1,176   | 1,146   | 1,140   | 1,119   | 1,128   |         |
| Feb.  | 1,129       | 1,110   | 1,085   | 994     | 1,062   | 1,102   | 1,026   | 1,035   | 1,011   | 1,043   |         |
| Mar.  | 1,094       | 1,108   | 1,145   | 1,047   | 1,187   | 1,128   | 1,119   | 1,133   | 1,113   | 1,121   |         |
| Apr.  | 1,147       | 1,192   | 1,324   | 1,067   | 1,183   | 1,067   | 1,114   | 1,109   | 1,079   | 1,062   |         |
| May   | 1,240       | 1,268   | 1,613   | 1,206   | 1,379   | 1,214   | 1,251   | 1,215   | 1,256   | 1,328   |         |
| Jun.  | 1,343       | 1,390   | 1,705   | 1,534   | 1,590   | 1,717   | 1,711   | 1,490   | 1,750   | 1,776   |         |
| Total | 15,460      | 15,596  | 16,968  | 15,547  | 16,594  | 16,302  | 15,981  | 15,399  | 15,222  | 15,587  |         |

**TABLE 3C: Downtown-Waterfront Shuttle & Wharf Woody Passengers per Hour**

| Month | Fiscal Year |         |         |         |         |         |         |         |         |         |         |
|-------|-------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
|       | 1998-99     | 1999-00 | 2000-01 | 2001-02 | 2002-03 | 2003-04 | 2004-05 | 2005-06 | 2006-07 | 2007-08 | 2008-09 |
| Jul.  | 65.0        | 60.6    | 53.1    | 50.2    | 39.0    | 43.4    | 40.8    | 41.9    | 47.1    | 44.8    | 42.4    |
| Aug.  | 68.3        | 59.5    | 53.2    | 43.0    | 39.6    | 44.0    | 40.4    | 41.1    | 41.8    | 41.9    | 44.5    |
| Sep.  | 54.8        | 48.1    | 51.4    | 47.8    | 36.8    | 39.6    | 39.5    | 36.9    | 40.1    | 37.9    |         |
| Oct.  | 47.3        | 47.3    | 41.9    | 33.6    | 31.6    | 37.9    | 33.7    | 33.2    | 32.6    | 34.6    |         |
| Nov.  | 40.7        | 44.7    | 36.0    | 31.0    | 32.1    | 32.2    | 30.4    | 32.6    | 31.0    | 31.0    |         |
| Dec.  | 36.0        | 41.0    | 32.7    | 27.2    | 29.1    | 28.3    | 28.0    | 29.3    | 28.6    | 27.4    |         |
| Jan.  | 41.9        | 39.2    | 39.2    | 28.1    | 32.6    | 30.8    | 25.2    | 29.3    | 27.4    | 25.2    |         |
| Feb.  | 40.7        | 39.7    | 27.3    | 29.9    | 32.6    | 30.4    | 27.3    | 33.6    | 30.6    | 29.3    |         |
| Mar.  | 46.2        | 47.3    | 38.7    | 30.8    | 37.8    | 35.6    | 32.9    | 30.3    | 32.3    | 36.8    |         |
| Apr.  | 42.5        | 53.9    | 40.9    | 30.3    | 35.1    | 38.0    | 35.0    | 33.7    | 34.7    | 36.4    |         |
| May   | 47.8        | 47.8    | 33.4    | 32.1    | 32.4    | 37.0    | 36.2    | 36.0    | 35.5    | 33.2    |         |
| Jun.  | 49.5        | 47.4    | 43.6    | 36.0    | 37.5    | 32.2    | 35.8    | 39.1    | 35.0    | 36.5    |         |
| Avg.  | 49.2        | 48.9    | 42.0    | 36.7    | 35.2    | 36.6    | 34.7    | 35.5    | 35.5    | 35.4    |         |

Source: Santa Barbara Metropolitan Transit District.

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.

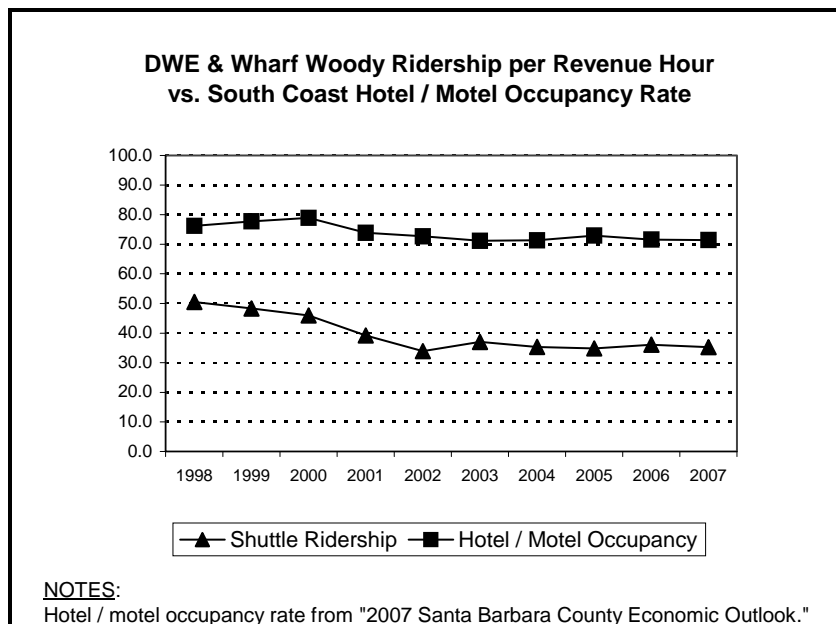
*Service Disruptions due to State Street Pedestrian Improvements*

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) and the Wharf Woody are 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.

**FIGURE 1**  
**Calendar Years 1998 Through 2007**  
**Shuttle Ridership & Hotel / Motel Occupancy**



Source: Santa Barbara Metropolitan Transit District.

The figure presents average annual South Coast hotel / motel occupancy rates for the period from 1998 to 2007 from the *Santa Barbara County Economic Outlook 2007* (Table 20, p. 186), and average annual combined Downtown-Waterfront Shuttle and Wharf Woody 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. (Note that, while shuttle ridership and revenue hours were higher in 1999 than in 1998, ridership per hour decreased.) 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 (as presented in 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. It is difficult to determine the extent to which 9/11 continues to affect tourism and ridership. However, neither the hotel / motel occupancy rate nor shuttle ridership has returned to pre-9/11 levels.

The factors discussed above (increased traffic congestion, service disruptions, and decreased tourism following 9/11) have undoubtedly contributed to the general decrease in ridership on the Downtown-Waterfront Shuttle and the Wharf Woody over the ten-year period. MTD staff will continue efforts to increase ridership on the services.

#### *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.
- MTD staff attends Cabrillo Boulevard and State Street hotel staff meetings to conduct individualized marketing regarding the Downtown-Waterfront Shuttle.
- Food & Home Magazine features the shuttle in their regular article, "A Perfect Day in Downtown Santa Barbara."
- 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.
- All Downtown-Waterfront Shuttle vehicles display City of Santa Barbara seals.



- The Downtown-Waterfront Shuttle route is featured in the “Cultural Arts” brochure produced by the Downtown Organization.
- Amtrak passengers can request two free MTD transfers from the conductor.
- MTD is an active member of the Santa Barbara Conference & Visitors Bureau and Film Commission, and works with the Bureau to publicize the shuttle.

### Carrillo Commuter Lot Shuttle

The Carrillo Lot Shuttle operates on weekday service days only, and operated on 21 weekdays in August 2008 and 23 weekdays in August 2007. As shown in Table 1, ridership decreased from 1,850 passengers in August 2007 to 1,641 in August 2008. The service transported an average of 16.2 passengers per revenue hour in both August 2007 and August 2008, indicating that ridership decreased commensurately with days of service.

The Carrillo commuter parking lot is generally not filled to capacity and often has as many as 20 to 30 spaces free. MTD staff will continue to monitor the performance of the service and will continue discussions with City Parking staff regarding the monthly variability in ridership.

### **South Coast Transit Priorities**

MTD implemented two new routes within the City of Santa Barbara as part of the South Coast Transit Priorities (SCTP):

- *Crosstown Shuttle*. Utilizes clean and quiet 22-ft. electric shuttles to connect the Eastside via Cota Street and the Westside via Micheltorena Street with downtown Santa Barbara. Also serves the Cota Commuter Lot.
- *Line 4 – Mesa/SBCC (formerly called Mesa Loop)*. Utilizes biodiesel in clean-burning 29-ft. buses to connect downtown Santa Barbara and the Mesa via Carrillo Street and Cliff Drive. Also serves Santa Barbara City College.

The SCTP was initially funded with a federal Congestion Mitigation and Air Quality Improvement (CMAQ) grant awarded to MTD. The City is currently subsidizing the operation of the Crosstown Shuttle, and has agreed to subsidize operation of Line 4 when the CMAQ funds run out at the end of February 2010. The City has also provided MTD with capital assistance for new buses for Line 4, and has agreed to provide capital assistance for new vehicles for the Crosstown Shuttle.

Beginning in May 2007, MTD uses a biodiesel blend in all diesel-powered buses. Biodiesel is a renewable fuel manufactured from vegetable oils, animal fats, or recycled cooking oils. There are a number of benefits from the use of biodiesel, including reduced dependence on imported oil, improved engine lubricity, and reductions in particulate matter, hydrocarbon, carbon monoxide, and greenhouse gas emissions. As of March 2008, MTD is using B20 fuel, a blend of 20 percent biodiesel and 80 percent petrodiesel.

The increasing cost of fuel has a major impact on MTD. The average cost to MTD for a gallon of fuel was \$3.60 in August 2008, compared to an average of \$2.19 in August 2007. This represents a 64.6 percent increase in cost.

### Crosstown Shuttle

Following implementation of the Enhanced Transit Program in March 2007 (described below), 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 the Crosstown Shuttle.

Table 1 shows that ridership on the Crosstown Shuttle decreased from 15,382 riders in August 2007 to 12,776 riders in August 2008. The Crosstown Shuttle operates on weekday service days only, and operated on 21 weekdays in August 2008 and 23 weekdays in August 2007. A portion of the decrease in ridership is the result of fewer service days in August 2008. Ridership on Lines 1 & 2 and the Crosstown Shuttle combined increased 2.8 percent for the month.

In recent years, MTD has increased the number of revenue hours operated on the Crosstown Shuttle to compensate for the additional time needed to complete a trip due to increased traffic congestion. Although the additional revenue hours increased the cost to MTD, MTD does not bill the City for the additional hours. As can be seen in Table 2, total revenue hours decreased from 658 in August 2007 to 618 in August 2008. This is due to a decrease in the number of weekdays. The average number of passengers per hour decreased from 23.4 in August 2007 to 20.7 in August 2008.

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.

### Line 4 – Mesa/SBCC

This route was called the Mesa Loop until a name change on August 25, 2008. MTD implemented Line 4 – Mesa/SBCC as a stand-alone route in March 2007. (MTD implemented a small-scale version of the service in September 2003, incorporated into Line 5 - Mesa/La Cumbre, which provided a limited number of short "express" Line 5 weekday peak period trips between downtown and the Mesa.)

Line 4 operates only on weekday service days, and operated on two fewer days in August 2008 than in August 2007. Line 4 carried 10,705 passengers in August 2008, compared to 9,789 passengers in August 2007, for a 9.4 percent increase. The route carried an average of 33.7 riders per revenue hour in August 2008, compared to 31.2 in August 2007. Line 4 continues to perform even more effectively than expected. MTD had forecast that the line would carry an average of 28 passengers per hour by the end of the three-year CMAQ pilot program.

**TABLE 4A: Crosstown Shuttle Ridership**

| Month | Fiscal Year |         |         |         |         |         |         |         |
|-------|-------------|---------|---------|---------|---------|---------|---------|---------|
|       | 2001-02     | 2002-03 | 2003-04 | 2004-05 | 2005-06 | 2006-07 | 2007-08 | 2008-09 |
| Jul.  | 155         | 11,614  | 13,591  | 13,156  | 12,944  | 14,188  | 13,883  | 12,878  |
| Aug.  | 3,542       | 11,536  | 13,420  | 13,103  | 14,749  | 16,169  | 15,382  | 12,776  |
| Sep.  | 3,800       | 11,649  | 14,531  | 13,978  | 14,273  | 13,907  | 12,247  |         |
| Oct.  | 5,089       | 13,795  | 14,958  | 14,538  | 14,152  | 15,911  | 14,801  |         |
| Nov.  | 3,968       | 11,355  | 11,088  | 14,459  | 13,648  | 13,625  | 12,657  |         |
| Dec.  | 4,490       | 11,469  | 12,387  | 13,286  | 13,301  | 12,086  | 10,298  |         |
| Jan.  | 7,389       | 12,626  | 12,123  | 13,078  | 13,367  | 13,231  | 11,125  |         |
| Feb.  | 7,899       | 11,712  | 11,347  | 13,084  | 12,930  | 12,503  | 11,496  |         |
| Mar.  | 9,544       | 13,514  | 13,229  | 16,241  | 14,662  | 14,369  | 12,457  |         |
| Apr.  | 10,579      | 14,228  | 13,030  | 14,508  | 12,727  | 13,312  | 13,457  |         |
| May   | 11,644      | 14,440  | 12,532  | 15,330  | 15,169  | 15,052  | 13,212  |         |
| Jun.  | 9,947       | 13,219  | 12,137  | 14,788  | 15,378  | 13,651  | 12,271  |         |
| Total | 78,046      | 151,157 | 154,373 | 169,549 | 167,300 | 168,004 | 153,286 |         |

**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 |
| Jul.  | 47          | 538     | 536     | 536     | 488     | 557     | 595     | 649     |
| Aug.  | 541         | 538     | 512     | 537     | 567     | 647     | 658     | 618     |
| Sep.  | 448         | 488     | 512     | 512     | 559     | 591     | 561     |         |
| Oct.  | 561         | 561     | 561     | 512     | 560     | 649     | 679     |         |
| Nov.  | 511         | 463     | 439     | 488     | 533     | 591     | 590     |         |
| Dec.  | 526         | 512     | 536     | 536     | 586     | 587     | 591     |         |
| Jan.  | 593         | 536     | 512     | 488     | 559     | 620     | 620     |         |
| Feb.  | 489         | 463     | 463     | 463     | 506     | 561     | 590     |         |
| Mar.  | 512         | 512     | 561     | 561     | 613     | 649     | 621     |         |
| Apr.  | 537         | 537     | 536     | 512     | 535     | 620     | 649     |         |
| May   | 536         | 512     | 488     | 512     | 588     | 650     | 620     |         |
| Jun.  | 489         | 513     | 537     | 538     | 589     | 620     | 619     |         |
| Total | 5,790       | 6,173   | 6,193   | 6,195   | 6,683   | 7,342   | 7,393   |         |

**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 |
| Jul.  | 3.3         | 21.6    | 25.4    | 24.5    | 26.5    | 25.5    | 23.3    | 19.8    |
| Aug.  | 6.5         | 21.4    | 26.2    | 24.4    | 26.0    | 25.0    | 23.4    | 20.7    |
| Sep.  | 8.5         | 23.9    | 28.4    | 27.3    | 25.5    | 23.5    | 21.8    |         |
| Oct.  | 9.1         | 24.6    | 26.7    | 28.4    | 25.3    | 24.5    | 21.8    |         |
| Nov.  | 7.8         | 24.5    | 25.3    | 29.6    | 25.6    | 23.1    | 21.5    |         |
| Dec.  | 8.5         | 22.4    | 23.1    | 24.8    | 22.7    | 20.6    | 17.4    |         |
| Jan.  | 12.5        | 23.6    | 23.7    | 26.8    | 23.9    | 21.3    | 17.9    |         |
| Feb.  | 16.2        | 25.3    | 24.5    | 28.3    | 25.6    | 22.3    | 19.5    |         |
| Mar.  | 18.6        | 26.4    | 23.6    | 29.0    | 23.9    | 22.1    | 20.1    |         |
| Apr.  | 19.7        | 26.5    | 24.3    | 28.3    | 23.8    | 21.5    | 20.7    |         |
| May   | 21.7        | 28.2    | 25.7    | 29.9    | 25.8    | 23.2    | 21.3    |         |
| Jun.  | 20.3        | 25.8    | 22.6    | 27.5    | 26.1    | 22.0    | 19.8    |         |
| Avg.  | 13.5        | 24.5    | 24.9    | 27.4    | 25.0    | 22.9    | 20.7    |         |

Source: Santa Barbara Metropolitan Transit District.

## Enhanced Transit Program

During ongoing service evaluations, MTD staff identified various routes with a number of trips that were carrying excessive passenger loads. Bus drivers were often forced to leave passengers at the bus stop because the bus was too full to board. Beginning in March 2007, the City assisted MTD with funding to enhance service on several core MTD routes to alleviate these overloads:

- *Line 1 - Westside & Line 2 - Eastside.* Utilizes B20 biodiesel in clean-burning 40-ft. hybrid diesel-electric buses for enhanced peak-period service to downtown Santa Barbara. Line 1 connects the upper Westside to the San Andres corridor, west Carrillo Street, and downtown. Line 2 connects the lower Eastside to the Milpas Street corridor, east Anapamu Street, and downtown.
- *Line 6 - State/Hollister/Goleta & Line 11 - State/Hollister/UCSB.* Utilizes B20 biodiesel in clean-burning 40-ft. buses for enhanced peak-period service from downtown Santa Barbara to the Eastern Goleta Valley, the City of Goleta, and the University of California at Santa Barbara (UCSB). Both routes follow State Street from downtown Santa Barbara to Hollister Avenue at Fairview. Line 6 continues along Hollister Avenue to Camino Real Marketplace, while Line 11 turns south on Fairview Avenue and travels to the airport and UCSB. (Santa Barbara County, Goleta, and UCSB also provide financial assistance to MTD for the Line 6 & 11 enhancement.)
- *Line 3 - Oak Park.* Utilizes B20 biodiesel in clean-burning 29-ft. buses for enhanced weekday service connecting downtown Santa Barbara to Santa Barbara Cottage Hospital, upper State Street, and La Cumbre Plaza, via Bath and Castillo Streets, the Samarkand area, and Las Positas Road.

### Line 1 - Westside & Line 2 - Eastside

Lines 1 & 2 were enhanced to provide service every 10 minutes during weekday morning and afternoon peak periods (compared to the previous schedule of every 15 minutes). Note that the enhancement was implemented in March 2007, and August is the sixth month to compare the enhanced service to the enhanced service.

As shown in Table 1, total combined ridership on Lines 1 & 2 increased from 108,084 passengers in August 2007 to 114,092 in August 2008, for a 5.6 percent increase. This increase occurred even though there were fewer weekdays in August 2008. Table 2 shows a 2.8 percent decrease in combined revenue hours, from 2,251 in August 2007 to 2,189 in August 2008. The average number of riders per revenue hour increased from 48.0 in August 2007 to 52.1 in August 2008.

In addition to utilizing a B20 biodiesel blend (as discussed under South Coast Transit Priorities above), most of the buses operated on Lines 1 & 2 are hybrid diesel-electric vehicles. These buses are quieter, use less fuel, and are cleaner-burning than other diesel buses.

### Line 6 - State/Hollister/Goleta & Line 11 - State/Hollister/UCSB

Lines 6 & 11 were enhanced to provide alternating service every 10 minutes during weekday morning and afternoon peak periods, from downtown Santa Barbara to Hollister at Fairview (compared to the previous schedule of every 15 minutes). Line 6 continuing to Camino Real Marketplace and Line 11 continuing to the airport and UCSB now run every 20 minutes during weekday peak periods (compared to the previous schedule of every 30 minutes). As with Lines 1 & 2, note that the enhancement was implemented in March 2007 and August is the sixth month to compare the enhanced service to the enhanced service.

Table 1 shows that total combined ridership on Lines 6 & 11 increased from 157,011 in August 2007 to 170,832 in August 2008, for an 8.8 percent increase. Again, ridership increased despite a decrease in the number of weekdays in August 2008. Table 2 shows that combined Lines 6 & 11 revenue hours showed a slight increase, from 3,544 in August 2007 to 3,587 in August 2008. The average number of riders per revenue hour increased from 44.3 in August 2007 to 47.6 in August 2008.

### Line 3 - Oak Park

Line 3 was enhanced to run every 20 minutes all day long on weekdays (compared to the previous schedule of every 30 minutes). Again, August is the sixth month to compare the enhanced service to the enhanced service.

As shown in Table 1, ridership on Line 3 increased from 27,751 passengers in August 2007 to 29,824 in August 2008. This represents a 7.5 percent increase, although August 2008 had two fewer weekdays than August 2007. Line 3 revenue hours increased from 940 hours in August 2007 to 967 hours in August 2008. The average number of riders per revenue hour increased slightly, from 29.5 in August 2007 to 30.8 in August 2008.