

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

**Monthly Report  
July 2008**

*Prepared by the*

Santa Barbara Metropolitan Transit District  
Strategic Planning



August 28, 2008

*This page intentionally left blank*



## MTD Report to Santa Barbara on City-Assisted Services July 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 July 2008, the first month of fiscal year (FY) 2009. (The MTD fiscal year runs from July 1 through June 30.) The table also presents ridership for the corresponding period 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 Jul 2008	FY 2008 Jul 2007	FY 2009 Jul-Jul	FY 2008 Jul-Jul	Current Month	FY To Date
<b>Shuttle Services</b>						
DWE - State Street	59,529	56,318	59,529	56,318	5.7%	5.7%
DWE - East Beach	13,041	13,497	13,041	13,497	-3.4%	-3.4%
DWE - West Beach	5,317	5,912	5,317	5,912	-10.1%	-10.1%
<i>Downtown-Waterfront Total</i>	<i>77,887</i>	<i>75,727</i>	<i>77,887</i>	<i>75,727</i>	<i>2.9%</i>	<i>2.9%</i>
Wharf Woody	775	2,935	775	2,935	-73.6%	-73.6%
Carrillo Commuter Lot	1,784	1,390	1,784	1,390	28.3%	28.3%
<b>South Coast Transit Priorities</b>						
Crosstown Shuttle	12,878	13,883	12,878	13,883	-7.2%	-7.2%
4 - Mesa Loop	14,088	10,579	14,088	10,579	33.2%	33.2%
<b>Enhanced Transit Program</b>						
1 - Westside	49,699	40,592	49,699	40,592	22.4%	22.4%
2 - Eastside	67,207	59,694	67,207	59,694	12.6%	12.6%
<i>Lines 1 &amp; 2 Total</i>	<i>116,906</i>	<i>100,286</i>	<i>116,906</i>	<i>100,286</i>	<i>16.6%</i>	<i>16.6%</i>
6 - State/Hollister/Goleta	73,245	67,038	73,245	67,038	9.3%	9.3%
11 - State/Hollister/UCSB	104,151	80,887	104,151	80,887	28.8%	28.8%
<i>Lines 6 &amp; 11 Total</i>	<i>177,396</i>	<i>147,925</i>	<i>177,396</i>	<i>147,925</i>	<i>19.9%</i>	<i>19.9%</i>
3 - Oak Park	31,501	26,875	31,501	26,875	17.2%	17.2%

Source: Santa Barbara Metropolitan Transit District.

Table 2 shows the number of revenue hours that MTD operated on each City-assisted route in July 2008, 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.

**TABLE 2**  
**MTD Routes Assisted by Santa Barbara - Revenue Hours**

Line	Current Month		Fiscal Year to Date		Riders per Hour	
	FY 2009 Jul 2008	FY 2008 Jul 2007	FY 2009 Jul-Jul	FY 2008 Jul-Jul	FY 2009 Jul 2008	FY 2008 Jul 2007
<b>Shuttle Services</b>						
DWE - State Street	1,258	1,151	1,258	1,151	47.3	48.9
DWE - East Beach	361	365	361	365	36.1	37.0
DWE - West Beach	166	166	166	166	32.0	35.6
<i>Downtown-Waterfront Total</i>	<i>1,785</i>	<i>1,682</i>	<i>1,785</i>	<i>1,682</i>	<i>43.6</i>	<i>45.0</i>
Wharf Woody	71	72	71	72	10.9	40.8
Carrillo Commuter Lot	106	104	106	104	16.8	13.4
<b>South Coast Transit Priorities</b>						
Crosstown Shuttle	649	595	649	595	19.8	23.3
4 - Mesa Loop	322	281	322	281	43.8	37.6
<b>Enhanced Transit Program</b>						
1 - Westside	825	783	825	783	60.2	51.8
2 - Eastside	1,398	1,328	1,398	1,328	48.1	45.0
<i>Lines 1 &amp; 2 Total</i>	<i>2,223</i>	<i>2,111</i>	<i>2,223</i>	<i>2,111</i>	<i>52.6</i>	<i>47.5</i>
6 - State/Hollister/Goleta	1,538	1,475	1,538	1,475	47.6	45.4
11 - State/Hollister/UCSB	2,077	1,969	2,077	1,969	50.1	41.1
<i>Lines 6 &amp; 11 Total</i>	<i>3,615</i>	<i>3,444</i>	<i>3,615</i>	<i>3,444</i>	<i>49.1</i>	<i>43.0</i>
3 - Oak Park	996	864	996	864	31.6	31.1

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 75,727 passengers in July 2007 to 77,887 in July 2008, representing a 2.9 percent increase. Ridership increased along State Street, but decreased along the waterfront. July 2008 had 22 weekdays and 9 weekend days, while July 2007 had 21 weekdays and 10 weekend days.

Table 2 shows that total revenue hours operated on the Downtown-Waterfront Shuttle increased from 1,682 hours in July 2007 to 1,785 hours in July 2008. Riders per hour decreased from 45.0 in July 2007 to 43.6 in July 2008. The service generated \$16,741.25 in fare revenue in July 2008, compared to \$16,063.75 in July 2007.

The Wharf Woody operates only on weekend service days. The data in Table 1 shows that Wharf Woody ridership decreased substantially from 2,935 riders in July 2007 to 775 riders in July 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 into the farebox for all passengers.

### *Downtown-Waterfront Shuttle & Wharf Woody 10-Year Trend*

Tables 3A, 3B, and 3C present 10-year combined Downtown-Waterfront Shuttle and Wharf Woody trends in ridership, revenue hours, and passengers per revenue hour, respectively. The tables show that, in general, annual ridership has decreased over the period while annual revenue hours have remained relatively constant.

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	
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	78,662

**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	
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	1,856

**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	
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.

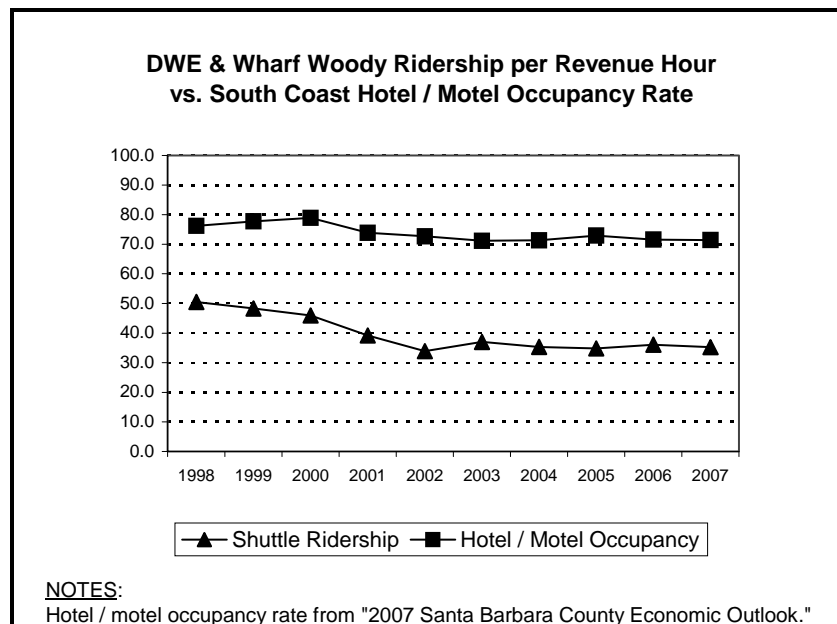
*Service Disruptions due to State Street Pedestrian Improvements*

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 22 weekdays in July 2008 and 21 weekdays in July 2007. As shown in Table 1, ridership increased from 1,390 passengers in July 2007 to 1,784 in July 2008. The service transported an average of 13.4 passengers per hour in July 2007, and increased to 16.8 riders per hour in July 2008.

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 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 the Mesa Loop 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 the Mesa Loop, 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 \$4.03 in July 2008, compared to an average of \$2.36 in July 2007. This represents a 71.0 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 13,883 riders in July 2007 to 12,878 riders in July 2008. (Ridership on Lines 1 & 2 and the Crosstown Shuttle combined increased 13.7 percent for the month.)

MTD 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.

The Crosstown Shuttle operates on weekday service days only, and operated on 22 weekdays in July 2008 and 21 weekdays in July 2007. As can be seen in Table 2, total revenue hours increased from 595 in July 2007 to 649 in July 2008. The average number of passengers per hour decreased from 23.3 in July 2007 to 19.8 in July 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 Loop

MTD implemented the Mesa Loop as a stand-alone route in March 2007. (MTD implemented a small-scale version of the Mesa Loop 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.) Like the Crosstown Shuttle, the Mesa Loop operates only on weekday service days.

The Mesa Loop carried 14,088 passengers in July 2008, compared to 10,579 passengers in July 2007, for a 33.2 percent increase. The route carried an average of 43.8 riders per revenue hour in July 2008, compared to 37.6 in July 2007. The route continues to perform even more effectively than expected, as MTD had forecast that the Mesa Loop 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	
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	12,878

**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	
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	649

**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	
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 July is the fifth month to compare the enhanced service to the enhanced service.

As shown in Table 1, total combined ridership on Lines 1 & 2 increased from 100,286 passengers in July 2007 to 116,906 in July 2008, for a 16.6 percent increase. Table 2 shows an increase in combined revenue hours, from 2,111 in July 2007 to 2,223 in July 2008. The average number of riders per revenue hour increased from 47.5 in July 2007 to 52.6 in July 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). As with Lines 1 & 2, note that the enhancement was implemented in March 2007 and July is the fifth month to compare the enhanced service to the enhanced service.

Table 1 shows that total combined ridership on Lines 6 & 11 increased from 147,925 in July 2007 to 177,396 in July 2008, for a 19.9 percent increase. Table 2 shows that combined Lines 6 & 11 revenue hours increased from 3,444 in July 2007 to 3,615 in July 2008. The average number of riders per revenue hour increased from 43.0 in July 2007 to 49.1 in July 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, July is the fifth month to compare the enhanced service to the enhanced service.

As shown in Table 1, ridership on Line 3 increased from 26,875 passengers in July 2007 to 31,501 passengers in July 2008. This represents a 17.2 percent increase. Line 3 revenue hours increased from 864 hours in July 2007 to 996 hours in July 2008. The average number of riders per revenue hour increased slightly, from 31.1 in July 2007 to 31.6 in July 2008.