MTD Report to Santa Barbara on City-Assisted Services

Monthly Report
January 2009

Prepared by the

Santa Barbara Metropolitan Transit District
Strategic Planning

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January 2008 Monthly Report

The City of Santa Barbara provides funding to the Santa Barbara Metropolitan Transit District (MTD) to assist in supporting several MTD bus routes. This report, prepared pursuant to Agreements No. 22,278, No. 22,829, and No. 22,831, 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 January 2009 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. January 2009 had one fewer weekday service day than January 2008.

TABLE 1
MTD Routes Assisted by Santa Barbara - Ridership

	Current Month		Fiscal Year to Date		Percent Change	
Line	FY 2009 Jan 2009	FY 2008 Jan 2008	FY 2009 Jul-Jan	FY 2008 Jul-Jan	Current Month	FY To Date
Shuttle Services						
DWE - State Street	28,500	24,226	272,369	256,761	17.6%	6.1%
DWE - East Beach	3,440	2,947	50,023	47,148	16.7%	6.1%
DWE - West Beach	1,587	1,197	20,345	19,342	32.6%	5.2%
Downtown-Waterfront Total	*33,527*	*28,370*	*342,737*	*323,251*	*18.2%*	*6.0%*
Wharf Woody	n/a	n/a	4,364	9,472	n/a	-53.9%
Carrillo Commuter Lot	1,473	1,377	11,592	10,370	7.0%	11.8%
South Coast Transit Priorities						
Crosstown Shuttle	11,342	11,125	88,090	90,393	2.0%	-2.5%
4 - Mesa/SBCC	9,853	9,393	82,777	66,915	4.9%	23.7%
Enhanced Transit Program						
1 - Westside	39,103	41,800	326,277	302,185	-6.5%	8.0%
2 - Eastside	60,040	60,483	457,664	436,308	-0.7%	4.9%
Lines 1 & 2 Total	*99,143*	*102,283*	*783,941*	*738,493*	*-3.1%*	*6.2%*
6 - State/Hollister/Goleta	68,240	64,622	503,137	479,550	5.6%	4.9%
11 - State/Hollister/UCSB	80,839	78,997	625,031	578,434	2.3%	8.1%
Lines 6 & 11 Total	*149,079*	*143,619*	*1,128,168*	*1,057,984*	*3.8%*	*6.6%*
3 - Oak Park	30,352	26,509	210,281	192,650	14.5%	9.2%

Source: Santa Barbara Metropolitan Transit District.

Table 2 shows the number of revenue hours that MTD operated on each City-assisted route in January 2009 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

	Current Month		Fiscal Year to Date		Riders per Hour	
Line	FY 2009 Jan 2009	FY 2008 Jan 2008	FY 2009 Jul-Jan	FY 2008 Jul-Jan	FY 2009 Jan 2009	FY 2008 Jan 2008
Shuttle Services						
DWE - State Street	887	880	6,766	6,662	32.1	27.5
DWE - East Beach	165	165	1,550	1,568	20.8	17.9
DWE - West Beach	83	83	737	743	19.1	14.4
Downtown-Waterfront Total	*1,135*	*1,128*	*9,053*	*8,973*	*29.5*	*25.2*
Wharf Woody	n/a	n/a	278	285	n/a	n/a
Carrillo Commuter Lot	106	104	712	728	13.9	13.2
South Coast Transit Priorities						
Crosstown Shuttle	584	620	4,278	4,293	19.4	17.9
4 - Mesa/SBCC	335	308	2,365	2,104	29.4	30.5
Enhanced Transit Program						
1 - Westside	814	822	5,682	5,617	48.0	50.9
2 - Eastside	1,364	1,388	9,584	9,508	44.0	43.6
Lines 1 & 2 Total	*2,178*	*2,210*	*15,266*	*15,125*	*45.5*	*46.3*
6 - State/Hollister/Goleta	1,547	1,555	10,672	10,553	44.1	41.6
11 - State/Hollister/UCSB	2,013	2,040	13,986	13,922	40.2	38.7
Lines 6 & 11 Total	*3,560*	*3,595*	*24,658*	*24,475*	*41.9*	*39.9*
3 - Oak Park	940	960	6,696	6,498	32.3	27.6

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*. Weekday peak-period service 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

As shown in Table 1, total ridership on the Downtown-Waterfront Shuttle increased from 28,370 passengers in January 2008 to 33,527 in January 2009, representing an 18.2 percent increase. Ridership increased on both the waterfront and State Street. January 2009 had 20 weekday service days and 11 weekend service days, and January 2008 had 21 weekday service days and 10 weekend service days. Unlike most public transit services, the Downtown-Waterfront Shuttle typically has higher ridership on weekends. Thus, a portion of the increase is due to one additional weekend service day.

Table 2 shows that total revenue hours operated on the Downtown-Waterfront Shuttle increased slightly from 1,128 hours in January 2008 to 1,135 hours in January 2009. Riders per hour increased from 25.2 in January 2008 to 29.5 in January 2009. The service generated $6,163.25 in fare revenue in January 2008, compared to $7,343.50 in January 2009.

The seasonal Wharf Woody service did not operate in January.

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 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

	Fiscal Year										
Month	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	47,394
Oct.	60,367	60,582	53,844	39,240	41,717	48,541	41,015	40,451	38,633	40,884	42,162
Nov.	48,566	48,765	39,560	30,184	36,240	35,899	32,307	34,528	32,372	33,210	33,044
Dec.	49,594	51,678	46,700	31,026	33,443	31,832	30,376	31,672	30,473	30,298	28,375
Jan.	53,226	44,209	44,252	28,609	38,051	36,212	28,900	33,439	30,698	28,370	33,527
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

	Fiscal Year										
Month	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	1,153
Oct.	1,276	1,280	1,286	1,169	1,320	1,282	1,217	1,219	1,186	1,183	1,154
Nov.	1,192	1,090	1,098	974	1,128	1,114	1,062	1,058	1,044	1,070	1,072
Dec.	1,379	1,261	1,427	1,141	1,150	1,123	1,084	1,082	1,067	1,105	1,076
Jan.	1,269	1,128	1,130	1,018	1,168	1,176	1,146	1,140	1,119	1,128	1,135
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

	Fiscal Year										
Month	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	41.1
Oct.	47.3	47.3	41.9	33.6	31.6	37.9	33.7	33.2	32.6	34.6	36.5
Nov.	40.7	44.7	36.0	31.0	32.1	32.2	30.4	32.6	31.0	31.0	30.8
Dec.	36.0	41.0	32.7	27.2	29.1	28.3	28.0	29.3	28.6	27.4	26.4
Jan.	41.9	39.2	39.2	28.1	32.6	30.8	25.2	29.3	27.4	25.2	29.5
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.

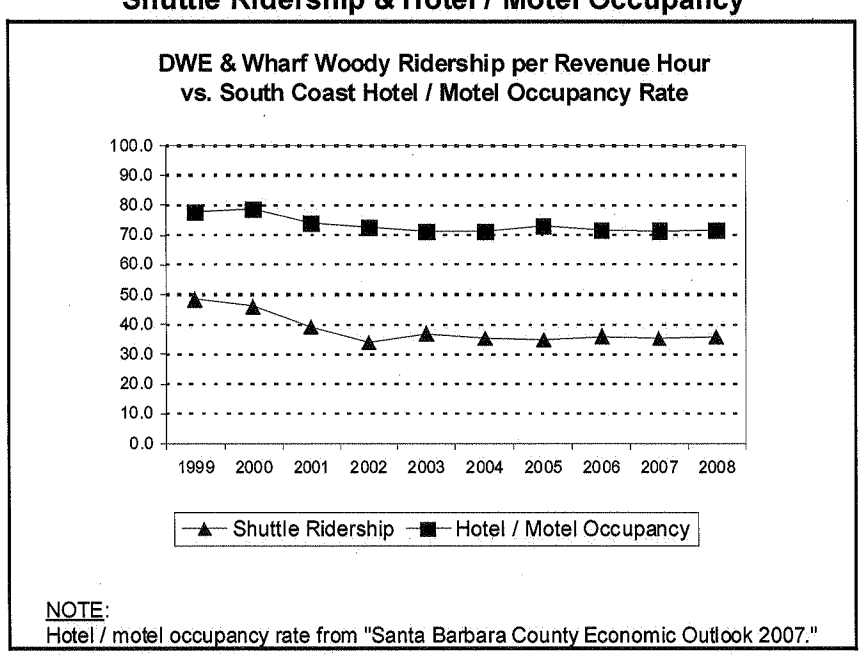
Service Disruptions due to State Street Pedestrian Improvements

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 1999 Through 2008
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 1999 to 2008 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. 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 (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 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 marketing 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.
- The Downtown-Waterfront Shuttle route is featured in the "Cultural Arts" brochure produced by the Downtown Organization.
- All Downtown-Waterfront Shuttle vehicles display City of Santa Barbara seals.

- 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 20 weekdays in January 2009, and 21 weekdays in January 2008. As shown in Table 1, ridership increased from 1,377 passengers in January 2008 to 1,473 in January 2009, despite a decrease in days of operation. The service transported an average of 13.2 passengers per revenue hour in January 2008, and increased to 13.9 in January 2009.

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 end, beginning March 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 November 2007, MTD is using B20 fuel, a blend of 20 percent biodiesel and 80 percent petrodiesel.

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. In recent months, Crosstown Shuttle ridership has begun to increase.

In recent years, 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.

Table 1 shows that ridership on the Crosstown Shuttle increased slightly, from 11,125 riders in January 2008 to 11,342 riders in January 2009. The Crosstown Shuttle operates on weekday service days only, and operated on 20 weekdays in January 2009 and 21 weekdays in January 2008. Thus, ridership increased although the number of days of operation decreased.

As can be seen in Table 2, total Crosstown Shuttle revenue hours decreased from 620 in January 2008 to 584 in January 2009, reflecting one fewer day of operation. The average number of passengers per hour increased from 17.9 in January 2008 to 19.4 in January 2009.

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 reconfiguration and name change in August 2008. MTD implemented Line 4 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 also operates on weekday service days only, and operated on 20 weekdays in January 2009 and 21 weekdays in January 2008. Line 4 carried 9,853 passengers in January 2009, compared to 9,393 passengers in January 2008.

The number of revenue hours increased from 308 in January 2008 to 335 in January 2009, reflecting the reconfiguration of the route. The route carried an average of 29.4 riders per revenue hour in January 2009, compared to 30.5 in January 2008.

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	13,694
Oct.	5,089	13,795	14,958	14,538	14,152	15,911	14,801	15,117
Nov.	3,968	11,355	11,088	14,459	13,648	13,625	12,657	10,344
Dec.	4,490	11,469	12,387	13,286	13,301	12,086	10,298	11,939
Jan.	7,389	12,626	12,123	13,078	13,367	13,231	11,125	11,342
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	615
Oct.	561	561	561	512	560	649	679	672
Nov.	511	463	439	488	533	591	590	526
Dec.	526	512	536	536	586	587	591	614
Jan.	593	536	512	488	559	620	620	584
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	22.3
Oct.	9.1	24.6	26.7	28.4	25.3	24.5	21.8	22.5
Nov.	7.8	24.5	25.3	29.6	25.6	23.1	21.5	19.7
Dec.	8.5	22.4	23.1	24.8	22.7	20.6	17.4	19.4
Jan.	12.5	23.6	23.7	26.8	23.9	21.3	17.9	19.4
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 bus stops because the bus was too full to safely board additional passengers. 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.

<u>Line 1 - Westside & Line 2 - Eastside</u>

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 January is the eleventh month to compare the enhanced service to the enhanced service.

As shown in Table 1, total combined ridership on Lines 1 & 2 decreased from 102,283 passengers in January 2008 to 99,143 in January 2009, for a 3.1 percent decrease. January 2009 had one fewer weekday that January 2008, accounting for much of the decrease.

Table 2 shows that combined revenue hours decreased from 2,210 in January 2008 to 2,178 in January 2009, reflecting one fewer weekday. The average number of riders per revenue hour decreased slightly, from 46.3 in January 2008 to 45.5 in January 2009.

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 produce fewer pollutants than straight 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, the enhancement was implemented in March 2007 and January is the eleventh month to compare the enhanced service to the enhanced service.

Table 1 shows that total combined ridership on Lines 6 & 11 increased from 143,619 in January 2008 to 149,079 in January 2009, for a 3.8 percent increase.

As presented in Table 2, combined Lines 6 & 11 revenue hours decreased from 3,595 in January 2008 to 3,560 in January 2009. The average number of riders per revenue hour increased from 39.9 in January 2008 to 41.9 in January 2009.

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, January is the eleventh month to compare the enhanced service to the enhanced service.

As shown in Table 1, ridership on Line 3 increased substantially from 26,509 passengers in January 2008 to 30,352 in January 2009, representing a 14.5 percent increase.

Line 3 revenue hours decreased from 960 hours in January 2008 to 940 hours in January 2009. The average number of riders per revenue hour increased from 27.6 in January 2008 to 32.3 in January 2009.