

MTD Report to Santa Barbara on City-Assisted Services

**Monthly Report
January 2010**

Prepared by the

Santa Barbara Metropolitan Transit District



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MTD Report to Santa Barbara on City-Assisted Services January 2010 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. 22,278.1 and No. 23,135, 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.

Table 1 presents the ridership of each City-assisted MTD route for January 2010 and for fiscal year (FY) 2010 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 2010 had 19 weekday service days and 12 weekend service days, and January 2009 had 20 weekday service days and 11 weekend service days.

TABLE 1
MTD Routes Assisted by Santa Barbara - Ridership

Line	Current Month		Fiscal Year to Date		Percent Change	
	FY 2010 Jan 2010	FY 2009 Jan 2009	FY 2010 Jul-Jan	FY 2009 Jul-Jan	Current Month	FY To Date
Shuttle Services						
DWE - State Street	27,172	28,500	259,534	272,369	-4.7%	-4.7%
DWE - East Beach	3,314	3,440	48,796	50,023	-3.7%	-2.5%
DWE - West Beach	1,666	1,587	20,513	20,345	5.0%	0.8%
<i>Downtown-Waterfront Total</i>	<i>32,152</i>	<i>33,527</i>	<i>328,843</i>	<i>342,737</i>	<i>-4.1%</i>	<i>-4.1%</i>
Carrillo Commuter Lot	1,490	1,473	11,516	11,592	1.2%	-0.7%
South Coast Transit Priorities						
Crosstown Shuttle	9,902	11,342	92,599	88,090	-12.7%	5.1%
4 - Mesa/SBCC	8,999	9,853	87,640	82,777	-8.7%	5.9%
Enhanced Transit Program						
1 - Westside	38,142	39,103	289,510	326,277	-2.5%	-11.3%
2 - Eastside	54,334	60,040	423,497	457,664	-9.5%	-7.5%
<i>Lines 1 & 2 Total</i>	<i>92,476</i>	<i>99,143</i>	<i>713,007</i>	<i>783,941</i>	<i>-6.7%</i>	<i>-9.0%</i>
6 - State/Hollister/Goleta	61,546	68,240	473,258	503,137	-9.8%	-5.9%
11 - State/Hollister/UCSB	81,413	80,839	585,115	625,031	0.7%	-6.4%
<i>Lines 6 & 11 Total</i>	<i>142,959</i>	<i>149,079</i>	<i>1,058,373</i>	<i>1,128,168</i>	<i>-4.1%</i>	<i>-6.2%</i>
3 - Oak Park	22,875	30,352	192,261	210,281	-24.6%	-8.6%

Source: Santa Barbara Metropolitan Transit District.

There are several factors that have contributed to an overall decrease in travel in recent months when compared to the same month of the previous year. These include: the depressed economy, which has led to a reduction both in commute trips and other trips; decreased tourism to the area; MTD's January 2009 fare increase; the decreased price of gasoline; and an increase in the use of various measures such as carpooling, flex schedules, and compressed workweeks.

MTD experienced a significant ridership spike during much of FY 2009, due to the increased cost of gasoline at that time. With the decreased fuel prices that have followed, as well as the other factors mentioned above, MTD ridership has returned to more typical rates. This can be seen in an examination of MTD's five-year ridership trend.

Table 2 shows the number of revenue hours that MTD operated on each City-assisted route in January 2010 and for fiscal year 2010 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 2010 Jan 2010	FY 2009 Jan 2009	FY 2010 Jul-Jan	FY 2009 Jul-Jan	FY 2010 Jan 2010	FY 2009 Jan 2009
Shuttle Services						
DWE - State Street	907	887	6,869	6,766	30.0	32.1
DWE - East Beach	165	165	1,586	1,550	20.1	20.8
DWE - West Beach	83	83	754	737	20.1	19.1
<i>Downtown-Waterfront Total</i>	<i>1,155</i>	<i>1,135</i>	<i>9,209</i>	<i>9,053</i>	<i>27.8</i>	<i>29.5</i>
Carrillo Commuter Lot	95	106	728	712	15.7	13.9
South Coast Transit Priorities						
Crosstown Shuttle	555	584	4,263	4,278	17.8	19.4
4 - Mesa/SBCC	318	335	2,442	2,365	28.3	29.4
Enhanced Transit Program						
1 - Westside	791	814	5,689	5,682	48.2	48.0
2 - Eastside	1,324	1,364	9,595	9,584	41.0	44.0
<i>Lines 1 & 2 Total</i>	<i>2,115</i>	<i>2,178</i>	<i>15,284</i>	<i>15,266</i>	<i>43.7</i>	<i>45.5</i>
6 - State/Hollister/Goleta	1,538	1,547	10,677	10,672	40.0	44.1
11 - State/Hollister/UCSB	1,982	2,013	13,898	13,986	41.1	40.2
<i>Lines 6 & 11 Total</i>	<i>3,520</i>	<i>3,560</i>	<i>24,575</i>	<i>24,658</i>	<i>40.6</i>	<i>41.9</i>
3 - Oak Park	910	940	6,696	6,696	25.1	32.3

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.
- *Carrillo Lot Shuttle.* Weekday peak-period service subsidized by the City as an incentive to attract downtown employees to park in the Carrillo 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 decreased from 33,527 passengers in January 2009 to 32,152 in January 2010. Ridership decreased on both State Street and on the Waterfront. Table 2 shows that total revenue hours operated on the Downtown-Waterfront Shuttle increased from 1,135 in January 2009 to 1,155 in January 2010, due to one additional weekend service day in January 2010. Riders per hour decreased 32.1 in January 2009 to 30.0 in January 2010. The service generated \$7,343.50 in fare revenue in January 2009, and decreased to \$6,936.25 in January 2010.

Downtown-Waterfront Shuttle Ten-Year Trend

Tables 3A, 3B, and 3C present ten-year combined Downtown-Waterfront Shuttle 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 several years have shown less variation in ridership.

The primary market for the Downtown-Waterfront Shuttle differs from that for a typical public transportation service. In general terms, the primary market for this shuttle service is tourists and local residents who are shopping, dining, sightseeing, or enjoying other recreational activities downtown and on the waterfront. Thus, shuttle ridership is heavily dependent on the convenience of the service and on the number of persons spending leisure time in these areas. Some factors affecting ridership on the service 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 Ridership

Month	Fiscal Year										
	1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
Jul.	102,746	97,492	95,727	72,007	78,586	73,895	76,499	73,310	75,727	77,887	78,777
Aug.	97,141	93,566	81,304	72,465	79,726	70,693	71,631	66,978	70,257	82,138	71,549
Sep.	64,788	69,886	57,988	47,600	47,203	48,519	45,410	47,491	45,967	46,286	48,034
Oct.	60,600	53,163	37,818	40,072	45,430	38,690	38,797	36,864	39,422	41,480	37,068
Nov.	48,765	39,560	30,165	36,240	35,899	32,307	34,528	32,350	33,210	33,044	32,677
Dec.	51,678	46,700	31,026	33,443	31,832	30,376	31,672	30,473	30,298	28,375	28,586
Jan.	44,209	44,252	28,609	38,051	36,212	28,900	33,439	30,698	28,370	33,527	32,152
Feb.	44,036	29,607	29,717	34,602	33,550	28,036	34,767	30,898	30,575	27,233	
Mar.	52,424	44,327	32,001	43,923	40,149	36,855	34,067	35,999	41,274	34,380	
Apr.	64,209	54,134	32,374	41,452	40,536	38,369	37,411	37,436	38,653	40,821	
May	60,669	52,654	37,358	43,085	43,982	44,240	42,861	43,587	43,347	44,631	
Jun.	65,894	70,601	50,499	56,228	53,482	59,501	55,301	59,194	63,083	54,150	
Total	757,159	695,942	544,586	559,168	566,587	530,381	536,383	525,278	540,183	543,952	

TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours

Month	Fiscal Year										
	1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
Jul.	1,696	1,720	1,838	1,777	1,786	1,754	1,786	1,586	1,682	1,785	1,791
Aug.	1,605	1,646	1,807	1,772	1,801	1,704	1,702	1,615	1,673	1,806	1,765
Sep.	1,338	1,312	1,192	1,279	1,227	1,225	1,214	1,173	1,192	1,086	1,237
Oct.	1,280	1,214	1,104	1,254	1,235	1,137	1,139	1,114	1,122	1,093	1,114
Nov.	1,090	1,098	973	1,128	1,114	1,062	1,058	1,042	1,070	1,072	1,064
Dec.	1,261	1,427	1,141	1,150	1,123	1,084	1,082	1,067	1,105	1,076	1,081
Jan.	1,128	1,130	1,018	1,168	1,176	1,146	1,140	1,119	1,128	1,135	1,155
Feb.	1,110	1,085	994	1,062	1,102	1,026	1,035	1,011	1,043	1,013	
Mar.	1,108	1,145	1,028	1,176	1,128	1,119	1,126	1,113	1,121	1,109	
Apr.	1,192	1,324	1,067	1,182	1,060	1,093	1,109	1,079	1,062	1,065	
May	1,268	1,589	1,181	1,349	1,190	1,227	1,193	1,234	1,297	1,342	
Jun.	1,391	1,638	1,456	1,520	1,655	1,646	1,432	1,685	1,705	1,715	
Total	15,467	16,328	14,799	15,817	15,597	15,223	15,016	14,838	15,200	15,297	

TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour

Month	Fiscal Year										
	1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
Jul.	60.6	56.7	52.1	40.5	44.0	42.1	42.8	46.2	45.0	43.6	44.0
Aug.	60.5	56.8	45.0	40.9	44.3	41.5	42.1	41.5	42.0	45.5	40.5
Sep.	48.4	53.3	48.6	37.2	38.5	39.6	37.4	40.5	38.6	42.6	38.8
Oct.	47.3	43.8	34.3	32.0	36.8	34.0	34.1	33.1	35.1	38.0	33.3
Nov.	44.7	36.0	31.0	32.1	32.2	30.4	32.6	31.0	31.0	30.8	30.7
Dec.	41.0	32.7	27.2	29.1	28.3	28.0	29.3	28.6	27.4	26.4	26.4
Jan.	39.2	39.2	28.1	32.6	30.8	25.2	29.3	27.4	25.2	29.5	27.8
Feb.	39.7	27.3	29.9	32.6	30.4	27.3	33.6	30.6	29.3	26.9	
Mar.	47.3	38.7	31.1	37.3	35.6	32.9	30.3	32.3	36.8	31.0	
Apr.	53.9	40.9	30.3	35.1	38.2	35.1	33.7	34.7	36.4	38.3	
May	47.8	33.1	31.6	31.9	37.0	36.1	35.9	35.3	33.4	33.3	
Jun.	47.4	43.1	34.7	37.0	32.3	36.1	38.6	35.1	37.0	31.6	
Avg.	49.0	42.6	36.8	35.4	36.3	34.8	35.7	35.4	35.5	35.6	

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

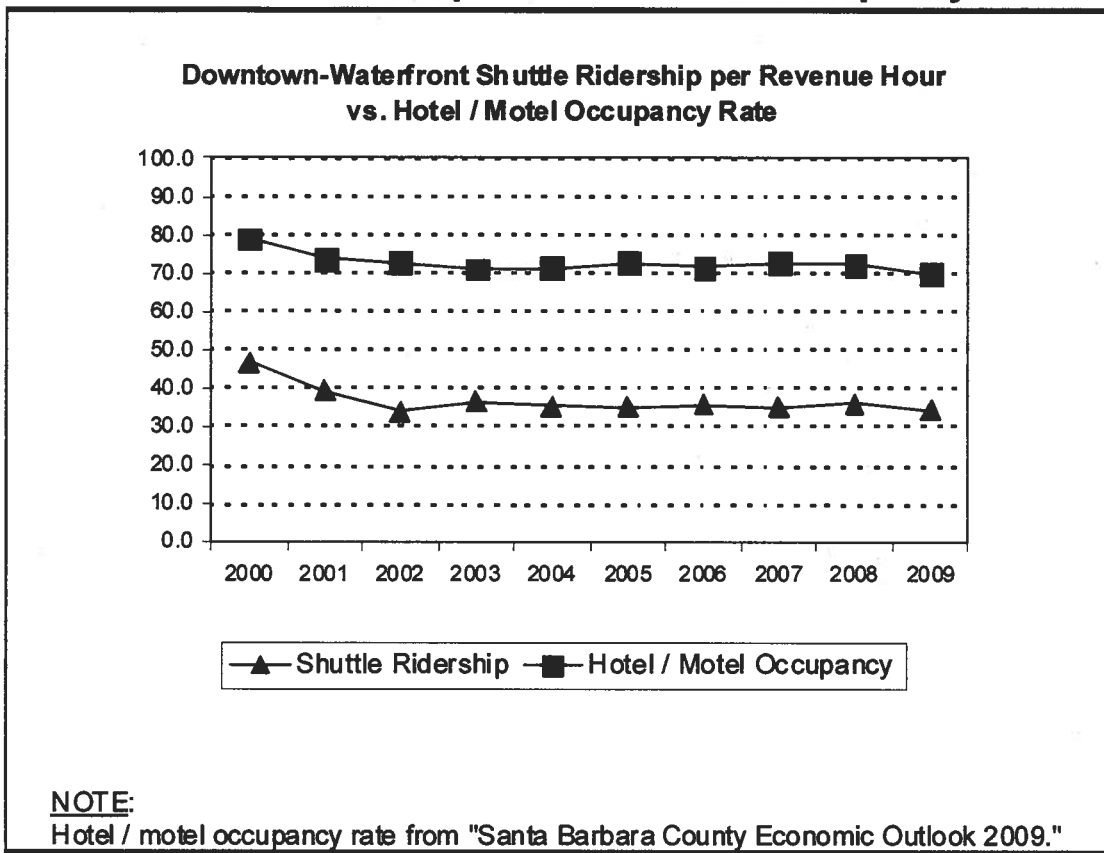
The Downtown-Waterfront Shuttle (DWE) is quite popular with tourists, and a change in the number of visitors to Santa Barbara's downtown and waterfront areas has a major impact on ridership. Annual lodging occupancy rates, shown in Figure 1, are a good indicator of annual changes in the number of tourists visiting the area.

The figure presents average annual hotel / motel occupancy rates for the period from 2000 to 2009 from the *Santa Barbara County Economic Outlook 2009* (Table 20, p. 441), and average annual Downtown-Waterfront Shuttle 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. Neither the lodging occupancy rate nor shuttle ridership has returned to pre-9/11 levels.

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

FIGURE 1
Calendar Years 2000 Through 2009
Shuttle Ridership & Hotel / Motel Occupancy



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.
- 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.

- MTD is an active member of the Santa Barbara Conference & Visitors Bureau and Film Commission, the Santa Barbara Downtown Organization, and the Santa Barbara Region Chamber of Commerce, and works with these organizations to publicize the shuttle.
- All Downtown-Waterfront Shuttle vehicles display City of Santa Barbara seals.
- Amtrak passengers can request two free MTD transfers from the conductor. Caltrans pays MTD for the transfers after they are used.

Carrillo Commuter Lot Shuttle

The Carrillo Lot Shuttle operates on weekday service days only, and operated on 19 days in January 2010 and 20 days in January 2009. As shown in Table 1, ridership increased slightly, from 1,473 passengers in January 2009 to 1,490 in January 2010. Revenue hours decreased in January 2010, due to one fewer day of operation. This resulted in an increase in the number of passengers per revenue hour from 13.9 in January 2009 to 15.7 in January 2010.

The Carrillo commuter parking lot is generally not filled to capacity. 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) project:

- *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 project was initially funded with a federal Congestion Mitigation and Air Quality Improvement (CMAQ) grant awarded to MTD. The CMAQ funds for the two routes are fully expended, and the City is currently subsidizing the operation of both the Crosstown Shuttle and Line 4. The City has also provided MTD with capital assistance for new buses for Line 4, and has agreed to provide capital assistance 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.

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 this service.

Table 1 shows that ridership on the Crosstown Shuttle decreased from 11,342 riders in January 2009 to 9,902 riders in January 2010. The Crosstown Shuttle operates on weekday service days only, and operated on 19 days in January 2010 and 20 days in January 2009.

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.

As is shown in Table 2, Crosstown Shuttle revenue hours decreased from 584 in January 2009 to 555 in January 2010, due to one fewer day of operation. The average number of passengers per hour decreased from 19.4 in January 2009 to 17.8 in January 2010.

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, 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 19 days in January 2010 and 20 days in January 2009. Ridership decreased from 9,853 passengers in January 2009 to 8,999 in January 2010.

The number of revenue hours decreased from 335 hours in January 2009 to 318 in January 2010. The route carried an average of 29.4 riders per revenue hour in January 2009, and decreased to 28.3 passengers per hour in January 2010.

TABLE 4A: Crosstown Shuttle Ridership

Month	Fiscal Year								
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
Jul.	155	11,614	13,591	13,156	12,944	14,188	13,883	12,878	14,952
Aug.	3,542	11,536	13,420	13,103	14,749	16,169	15,382	12,776	13,291
Sep.	3,800	11,649	14,531	13,978	14,273	13,907	12,247	13,694	14,836
Oct.	5,089	13,795	14,958	14,538	14,152	15,911	14,801	15,117	16,042
Nov.	3,968	11,355	11,088	14,459	13,648	13,625	12,657	10,344	12,607
Dec.	4,490	11,469	12,387	13,286	13,301	12,086	10,298	11,939	10,969
Jan.	7,389	12,626	12,123	13,078	13,367	13,231	11,125	11,342	9,902
Feb.	7,899	11,712	11,347	13,084	12,930	12,503	11,496	11,355	
Mar.	9,544	13,514	13,229	16,241	14,662	14,369	12,457	13,669	
Apr.	10,579	14,228	13,030	14,508	12,727	13,312	13,457	13,557	
May	11,644	14,440	12,532	15,330	15,169	15,052	13,212	12,956	
Jun.	9,947	13,219	12,137	14,788	15,378	13,651	12,271	13,228	
Total	78,046	151,157	154,373	169,549	167,300	168,004	153,286	152,855	

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	2009-10
Jul.	47	538	536	536	488	557	595	649	672
Aug.	541	538	512	537	567	647	658	618	611
Sep.	448	488	512	512	559	591	561	615	614
Oct.	561	561	561	512	560	649	679	672	643
Nov.	511	463	439	488	533	591	590	526	555
Dec.	526	512	536	536	586	587	591	614	614
Jan.	593	536	512	488	559	620	620	584	555
Feb.	489	463	463	463	506	561	590	555	
Mar.	512	512	561	561	613	649	621	643	
Apr.	537	537	536	512	535	620	649	643	
May	536	512	488	512	588	650	620	584	
Jun.	489	513	537	538	589	620	619	643	
Total	5,790	6,173	6,193	6,195	6,683	7,342	7,393	7,346	

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	2009-10
Jul.	3.3	21.6	25.4	24.5	26.5	25.5	23.3	19.8	22.3
Aug.	6.5	21.4	26.2	24.4	26.0	25.0	23.4	20.7	21.8
Sep.	8.5	23.9	28.4	27.3	25.5	23.5	21.8	22.3	24.2
Oct.	9.1	24.6	26.7	28.4	25.3	24.5	21.8	22.5	24.9
Nov.	7.8	24.5	25.3	29.6	25.6	23.1	21.5	19.7	22.7
Dec.	8.5	22.4	23.1	24.8	22.7	20.6	17.4	19.4	17.9
Jan.	12.5	23.6	23.7	26.8	23.9	21.3	17.9	19.4	17.8
Feb.	16.2	25.3	24.5	28.3	25.6	22.3	19.5	20.5	
Mar.	18.6	26.4	23.6	29.0	23.9	22.1	20.1	21.3	
Apr.	19.7	26.5	24.3	28.3	23.8	21.5	20.7	21.1	
May	21.7	28.2	25.7	29.9	25.8	23.2	21.3	22.2	
Jun.	20.3	25.8	22.6	27.5	26.1	22.0	19.8	20.6	
Avg.	13.5	24.5	24.9	27.4	25.0	22.9	20.7	20.8	

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 on these routes 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 a biodiesel blend in clean-burning 40-ft. buses for enhanced weekday 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 - Goleta & Line 11 - UCSB.* Utilizes a biodiesel blend in clean-burning 40-ft. buses for enhanced weekday peak-period service from downtown Santa Barbara to Upper State Street, the Eastern Goleta Valley, the City of Goleta, and the University of California at Santa Barbara (UCSB). Many of the buses on these routes are hybrid diesel-electric buses. Both routes follow State Street and Hollister Avenue from downtown Santa Barbara to Fairview Avenue. 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 Lines 6 & 11 enhancement.)
- *Line 3 - Oak Park.* Utilizes a biodiesel blend 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). As shown in Table 1, total combined ridership on Lines 1 & 2 decreased from 99,143 passengers in January 2009 to 92,476 in January 2010. When compared to the January before implementation of the Enhanced Transit Program, Lines 1 & 2 continue to show a significant increase in average daily total and peak period ridership.

Table 2 shows that combined Lines 1 & 2 revenue hours decreased from 2,178 hours in January 2009 to 2,115 in January 2010. The average number of riders per revenue hour decreased from 45.5 in January 2009 to 43.7 in January 2010.

Line 6 - Goleta & Line 11 - 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).

Table 1 shows that total combined ridership on Lines 6 & 11 decreased from 149,079 in January 2010 to 142,959 in January 2009. When compared to the January before implementation of the Enhanced Transit Program, Lines 6 & 11 also continue to show a significant increase in average daily total and peak period ridership.

Table 2 presents combined Lines 6 & 11 revenue hours, which decreased from 3,560 hours in January 2009 to 3,520 hours in January 2010. The average number of riders per revenue hour decreased from 41.9 in January 2009 to 40.6 in January 2010.

Line 3 - Oak Park

Line 3 was enhanced to run every 20 minutes all day on weekdays (compared to the previous schedule of every 30 minutes). As shown in Table 1, ridership on Line 3 decreased from 30,350 passengers in January 2009 to 22,875 in January 2010. Line 3 ridership continues to reflect an increase in weekday average daily and P.M. peak riders over the ridership before implementation of the enhancement.

Line 3 revenue hours decreased from 940 hours in January 2009 to 910 hours in January 2010. The average number of riders per revenue hour decreased from 32.3 riders per hour in January 2009 to 25.1 in January 2010.