

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

**Annual Report  
FY 2009**

*Prepared by the*

**Santa Barbara Metropolitan Transit District  
Strategic Planning**



July 27, 2009

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MTD Report on City-Assisted Services

Annual Report  
FY 2009

City of San Francisco

Department of Public Health  
San Francisco Department of Public Health



San Francisco



## **MTD Report to Santa Barbara on City-Assisted Services FY 2009 Annual 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. 22,829 and No. 22,831, provides the City with data regarding MTD shuttle services, MTD South Coast Transit Priorities routes supported by the City, and core MTD routes assisted by the City through the Enhanced Transit Program. This report includes each City-assisted MTD route in fiscal year (FY) 2009, the period from July 1, 2008, through June 30, 2009.

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. The use of biodiesel can result in reduced dependence on imported oil, improved engine lubricity, and reductions in emissions (e.g., particulate matter, hydrocarbon, carbon monoxide, and greenhouse gas). As of March 2008, MTD is using B20 fuel, a blend of 20 percent biodiesel and 80 percent petrodiesel.

### **MTD CITY-ASSISTED SERVICES**

Brief descriptions of each of MTD's City-assisted services are provided below. Following the descriptions, the report provides tables and graphs of operating characteristics and performance indicators for the services.

#### **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.* This service was canceled mid-year by agreement between MTD and the City. The Wharf Woody provided 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.
- *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.

## South Coast Transit Priorities

MTD implemented two new routes within Santa Barbara as part of the South Coast Transit Priorities (SCTP). The SCTP was initially funded with a federal Congestion Mitigation and Air Quality Improvement (CMAQ) grant awarded to MTD. The City currently subsidizes the Crosstown Shuttle, and has agreed to subsidize the Mesa Loop when the CMAQ funds run out, estimated to occur at the end of August 2009. The City has also provided MTD with capital assistance for new buses for the Mesa Loop, and has agreed to provide capital assistance for repowering existing electric vehicles for the Crosstown Shuttle.

- *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.

## 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. Peak-period frequency was enhanced to run every 10 minutes.
- *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.) Alternating peak-period frequency was enhanced to run every 10 minutes from downtown Santa Barbara to Hollister at Fairview, and every 20 minutes continuing to the end of the line.
- *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 3 was enhanced to run every 20 minutes all day on weekdays.

## **OPERATING CHARACTERISTICS & PERFORMANCE INDICATORS**

The following pages present tables and figures of operating characteristics and performance indicators for the various City-assisted MTD services. The tables present annual totals for FY 2009 and FY 2008. Some of the figures present data by month in FY 2009 compared to FY 2008, and other figures present a multi-year trend in annual totals. Note that all FY 2009 financial data are estimates.

There are several factors that likely have contributed to an overall decrease in travel in recent months. These include: an increase in the use of various Transportation Demand Management (TDM) measures such as carpooling, flex schedules, and compressed workweeks; the depressed economy, which has led to a reduction in commute trips (due to furloughs and layoffs) and in discretionary trips; a decrease in tourism; the decreased price of gasoline; and MTD's January 2009 fare increase.

### **Shuttle Services**

As mentioned above, the City of Santa Barbara provides MTD with fare-buydown subsidies for shuttle services to assist the City in meeting traffic reduction goals in downtown Santa Barbara.

#### Downtown-Waterfront Shuttle & Wharf Woody

Table 1 shows that ridership on the Downtown-Waterfront Shuttle increased in FY 2009, while Wharf Woody ridership decreased. *(Note that much of the decrease in the Wharf Woody is due to the mid-year discontinuation of the service, by agreement between MTD and the City.)* Ridership on the two services combined decreased. However, because the number of revenue hours decreased at approximately the same rate as passengers, combined ridership per revenue hour was virtually unchanged. MTD receives a fare-buydown subsidy from the City of Santa Barbara for these services.

Figure 1 compares the combined services in terms of ridership, revenue hours, and passengers per hour by month for FY 2009 and FY 2008. Figure 2 presents 10-year trends for those same measures.

#### Carrillo Lot Shuttle

As shown in Table 2, total ridership on the Carrillo Commuter Lot Shuttle increased slightly in FY 2009. However, as shown in Figure 3, ridership by month in FY 2009 compared to FY 2008 varied widely. This route typically exhibits a wide range of variation, as ridership depends heavily on factors such as usage of the commuter lot and the weather. Figure 4 presents a ten-year trend for the service. MTD receives a fare-buydown subsidy from the City of Santa Barbara for the Carrillo Lot Shuttle.

## **South Coast Transit Priorities**

MTD implemented the Crosstown Shuttle and the Mesa Loop in partnership with the City of Santa Barbara as part of the South Coast Transit Priorities project. During FY 2009, the City provided MTD with operating assistance for the Crosstown Shuttle. The operation of Line 4 - Mesa/SBCC was subsidized by a federal CMAQ grant during FY 2009.

### Crosstown Shuttle

Table 3 presents data for the Crosstown Shuttle. In addition to its function as a local circulator route, the Crosstown Shuttle provides service for patrons of the Cota Commuter Lot. The City of Santa Barbara pays the fare for users of the assigned commuter lot through a fare-buydown subsidy to MTD. Other riders pay the usual MTD fare. In addition to the fare buydown subsidy, the City provides operating assistance to MTD for the service.

The Crosstown Shuttle is a complementary service to the Lines 1 & 2. When MTD enhanced the peak-period service on those lines (as discussed below), some Crosstown Shuttle riders elected to switch to the enhanced Lines 1 & 2. Overall, Crosstown Shuttle ridership decreased a very small amount in FY 2009 compared to FY 2008. MTD expects ridership on the Crosstown Shuttle to increase in FY 2010. Figure 5 presents month-by-month data for the service, and Figure 6 presents annual data since the implementation of the route.

### Line 4 - Mesa/SBCC

MTD implemented this service in partnership with the City of Santa Barbara as part of the federally-funded South Coast Transit Priorities project. The route was called the Mesa Loop until a reconfiguration and name change in August 2008. The little-used downtown loop portion of the route was eliminated, and those revenue hours are now utilized to provide bi-directional service all day. Table 4 shows that the performance of the route in terms of riders per revenue hour improved from FY 2008 to FY 2009. Figure 7 presents monthly data for FY 2008 and FY 2009.

The City does not currently provide MTD with an operating subsidy for Line 4. However, the City has agreed to provide a subsidy beginning in September 2009, when the federal grant money is anticipated to be exhausted.

## **Enhanced Transit Program**

As discussed above, MTD staff identified various routes with a number of trips that were carrying excessive passenger loads and were often forced to leave passengers at the bus stop. MTD was able to enhance service on several of these routes in March 2007 in partnership with the City of Santa Barbara (and, in the case of Lines 6 & 11, also with Goleta, Santa Barbara County, and UCSB). Note that the data presented in the following tables and figures represent the entire routes, not only the enhanced service.

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

FY 2009 ridership on Lines 1 & 2 totaled more than 1.3 million passengers in FY 2009, a slight decrease of 0.7 percent from FY 2008. Figure 8 presents month-by-month data on these routes for FY 2009 and FY 2008. As can be seen, the number of passengers was generally greater in the first half of FY 2009. The number of passengers per hour also decreased slightly, from 50.4 in FY 2008 to 49.6 in FY 2009.

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

Lines 6 & 11 are major trunk routes that serve the State/Hollister corridor. The combined ridership on the two lines totaled more than 1.9 million passengers in FY 2009, a 1.9 percent increase over FY 2008. The combined routes carried an average of 45.2 passengers per revenue hour in FY 2009, a small increase over the 44.4 passengers carried per hour in FY 2008.

Month-by-month data for FY 2008 and FY 2009 are presented in Figure 9. As with Lines 1 & 2, the performance of the routes compared to FY 2008 was better in the first half of the fiscal year. It is likely that ridership on Lines 6 & 11 has decreased in recent months for the same reasons as those listed above for Lines 1 & 2.

### Line 3 – Oak Park

Ridership on Line 3 totaled nearly 364,000 passengers in FY 2009, a 5.6 percent increase over the FY 2008 total. The average number of passengers carried per revenue hour increased 30.6 in FY 2008 to 31.7 in FY 2009.

Figure 10 shows the ridership by month for FY 2009 and FY 2008. It can be seen that ridership in the 4<sup>th</sup> quarter of FY 2009 decreased from FY 2008 ridership

**TABLE 1**  
**Downtown-Waterfront Shuttle & Wharf Woody**

Line Item	FY 2009			FY 2008		
	Downtown-Waterfront	Wharf Woody <sup>2</sup>	Total	Downtown-Waterfront	Wharf Woody	Total
<b>Operating Characteristics</b>						
Passengers (One-Way Trips)	543,952	4,364	548,316	540,183	11,934	552,117
Revenue Hours	15,296	278	15,574	15,200	388	15,588
Operating Cost to MTD <sup>1</sup>	\$1,644,494	\$29,888	\$1,674,382	\$1,481,120	\$37,808	\$1,518,928
<i>Sources of Revenue (Est.)</i>						
Farebox Revenue	\$118,090	\$0	\$118,090	\$116,570	\$0	\$116,570
City Fare-Buydown Subsidy	\$1,033,677	\$21,634	\$1,055,310	\$994,331	\$29,354	\$1,023,685
<u>MTD Subsidy</u>	<u>\$492,728</u>	<u>\$8,254</u>	<u>\$500,982</u>	<u>\$370,219</u>	<u>\$8,454</u>	<u>\$378,673</u>
Total	\$1,644,494	\$29,888	\$1,674,382	\$1,481,120	\$37,808	\$1,518,928
<b>Performance Indicators</b>						
Passengers per Revenue Hour	35.6	15.7	35.2	35.5	30.8	35.4
Operating Cost per Passenger	\$3.02	\$6.85	\$3.05	\$2.74	\$3.17	\$2.75

Note 1: MTD's FY 2009 budgeted systemwide average hourly operating cost (not including depreciation) totaled \$107.51. The FY 2008 audited hourly cost totaled \$97.44.

Note 2: The Wharf Woody was discontinued mid-year of FY 2009 by agreement between MTD and the City of Santa Barbara.

Source: Santa Barbara Metropolitan Transit District.

**TABLE 2**  
**Carrillo Commuter Lot Shuttle**

Carrillo Commuter Lot Shuttle	FY 2009	FY 2008
	Total	Total
<b>Operating Characteristics</b>		
Passengers (One-Way Trips)	19,942	19,160
Revenue Hours	1,236	1,243
Operating Cost to MTD <sup>1</sup>	\$132,884	\$121,121
<i>Sources of Revenue (Est.)</i>		
City Fare-Buydown Subsidy	\$98,987	\$95,250
<u>MTD Subsidy</u>	<u>\$33,897</u>	<u>\$25,871</u>
Total	\$132,884	\$121,121
<b>Performance Indicators</b>		
Passengers per Revenue Hour	16.1	15.4
Operating Cost per Passenger	\$6.66	\$6.32

Note 1: MTD's FY 2009 budgeted systemwide average hourly operating cost (not including depreciation) totaled \$107.51. The FY 2008 audited hourly cost totaled \$97.44.

Source: Santa Barbara Metropolitan Transit District.

**TABLE 3  
Crosstown Shuttle**

Line Item	FY 2009			FY 2008		
	Crosstown Shuttle	Cota Lot Service	Total	Crosstown Shuttle	Cota Lot Service	Total
<b>Operating Characteristics</b>						
Passengers (One-Way Trips) <sup>1</sup>	152,855	n/a	152,855	153,286	n/a	153,286
Revenue Hours	6,091	1,255	7,346	6,138	1,255	7,393
Operating Cost to MTD <sup>2</sup>	\$654,852	\$134,927	\$789,779	\$598,100	\$122,290	\$720,390
<i>Sources of Revenue (Est.)</i>						
Farebox Revenue	\$121,605	\$0	\$121,605	\$119,875	\$0	\$119,875
City Fare-Buydown Subsidy	\$0	\$98,442	\$98,442	\$0	\$94,726	\$94,726
City Operating Assistance	\$367,626	\$0	\$367,626	\$353,758	\$0	\$353,758
<u>MTD Subsidy</u>	<u>\$165,621</u>	<u>\$36,485</u>	<u>\$202,106</u>	<u>\$124,467</u>	<u>\$27,564</u>	<u>\$152,031</u>
Total	\$654,852	\$134,927	\$789,779	\$598,100	\$122,290	\$720,390
<b>Indicators</b>						
Passengers per Revenue Hour			20.8			20.7
Operating Cost per Passenger			\$5.17			\$4.70

Note 1: Passengers riding on the Crosstown Shuttle to and from the Cota Commuter Lot are not tracked separately.

Note 2: MTD's FY 2009 budgeted systemwide average hourly operating cost (not including depreciation) totaled \$107.51. The FY 2008 audited hourly cost totaled \$97.44.

Source: Santa Barbara Metropolitan Transit District.

**TABLE 4  
Line 4 - Mesa/SBCC**

Line Item	FY 2009	FY 2008
	Total	Total
<b>Operating Characteristics</b>		
Passengers (One-Way Trips)	142,698	120,278
Revenue Hours	4,123	3,642
Operating Cost to MTD <sup>1</sup>	\$443,269	\$350,845
<i>Sources of Revenue (Est.)</i>		
Farebox Revenue	\$100,996	\$81,719
City Operating Assistance	\$0	\$0
<u>MTD Subsidy<sup>2</sup></u>	<u>\$342,273</u>	<u>\$269,126</u>
Total	\$443,269	\$350,845
<b>Performance Indicators</b>		
Passengers per Revenue Hour	34.6	33.0
Operating Cost per Passenger	\$3.11	\$2.92

Note 1: MTD's FY 2009 budgeted systemwide average hourly operating cost (not including depreciation) totaled \$107.51. The FY 2008 audited hourly cost totaled \$97.44.

Note 2: A Federal CMAQ pilot program currently provides much of the subsidy.

Source: Santa Barbara Metropolitan Transit District.

**TABLE 5**  
**Line 1 - Westside & Line 2 - Eastside**

Line Item	FY 2009	FY 2008
	Total	Total
<b>Operating Characteristics</b>		
Passengers (One-Way Trips)	1,300,042	1,309,578
Revenue Hours	26,190	26,009
Operating Cost to MTD <sup>1</sup>	\$2,815,723	\$2,505,526
<i>Sources of Revenue (Est.)</i>		
Farebox Revenue	\$1,061,047	\$989,383
City Operating Assistance	\$269,480	\$259,315
<u>MTD Subsidy</u>	<u>\$1,485,197</u>	<u>\$1,256,828</u>
Total	\$2,815,723	\$2,505,526
<b>Performance Indicators</b>		
Passengers per Revenue Hour	49.6	50.4
Operating Cost per Passenger	\$2.17	\$1.91

Note 1: MTD's FY 2009 budgeted systemwide average hourly operating cost (not including depreciation) totaled \$107.51. The FY 2008 audited hourly cost totaled \$97.44.

Source: Santa Barbara Metropolitan Transit District.

**TABLE 6**  
**Line 6 - State/Hollister/Goleta & Line 11 - State/Hollister/UCSB**

Line Item	FY 2009	FY 2008
	Total	Total
<b>Operating Characteristics</b>		
Passengers (One-Way Trips)	1,901,200	1,866,568
Revenue Hours	42,050	42,042
Operating Cost to MTD <sup>1</sup>	\$4,520,854	\$4,050,033
<i>Sources of Revenue (Est.)</i>		
Farebox Revenue	\$1,646,449	\$1,474,879
City Operating Assistance	\$159,447	\$153,433
Other Operating Assistance <sup>2</sup>	\$181,578	\$174,729
<u>MTD Subsidy</u>	<u>\$2,533,380</u>	<u>\$2,246,992</u>
Total	\$4,520,854	\$4,050,033
<b>Performance Indicators</b>		
Passengers per Revenue Hour	45.2	44.4
Operating Cost per Passenger	\$2.38	\$2.17

Note 1: MTD's FY 2009 budgeted systemwide average hourly operating cost (not including depreciation) totaled \$107.51. The FY 2008 audited hourly cost totaled \$97.44.

Note 2: Combined Goleta, Santa Barbara County, & UCSB operating assistance.

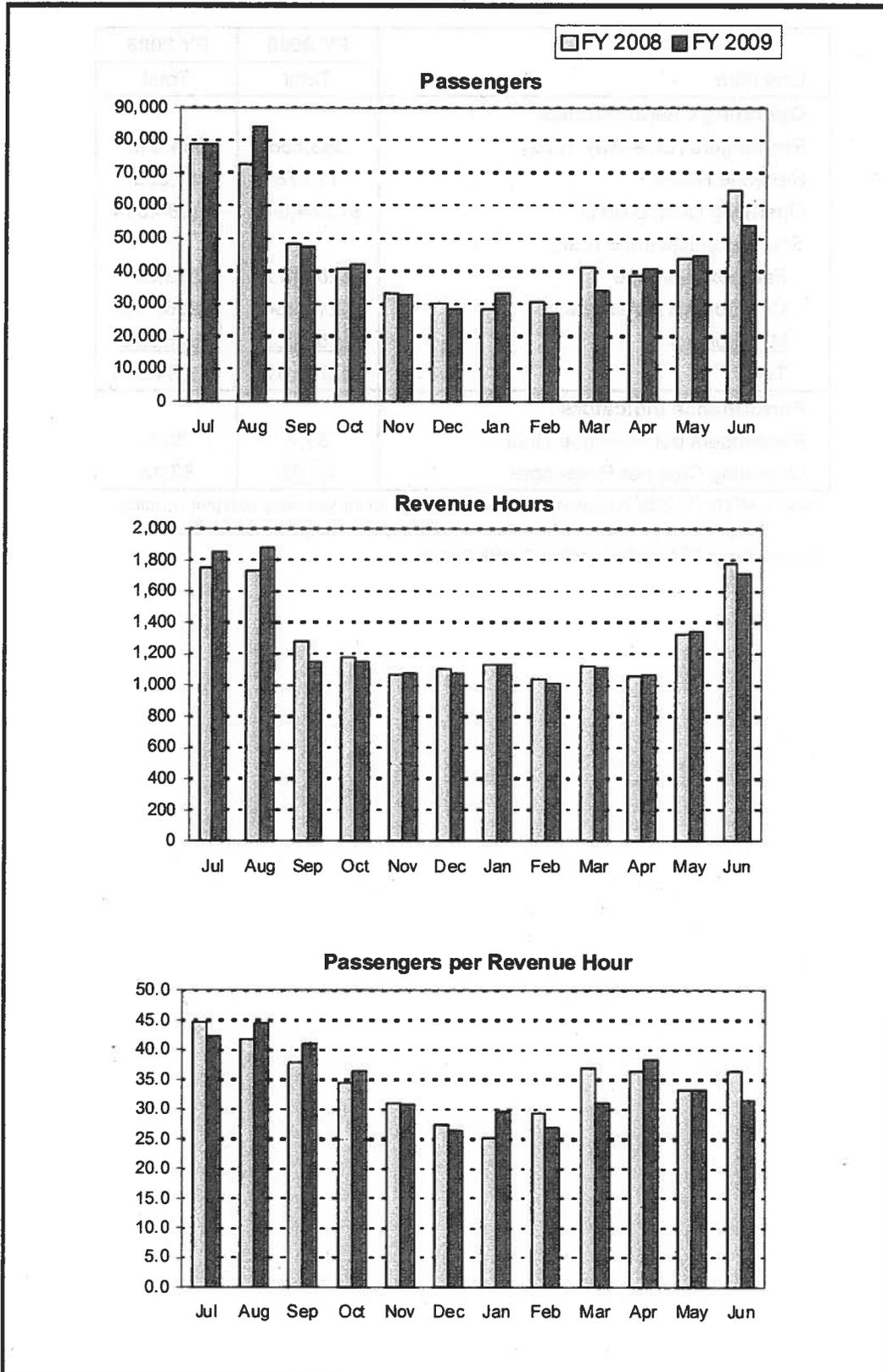
Source: Santa Barbara Metropolitan Transit District.

**TABLE 7**  
**Line 3 - Oak Park**

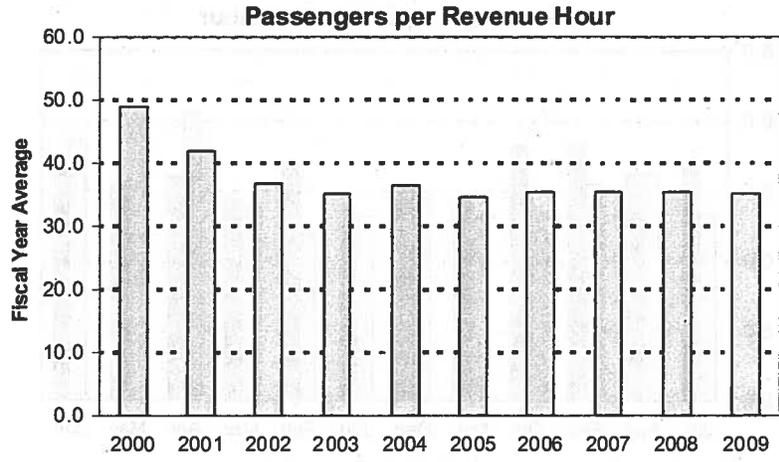
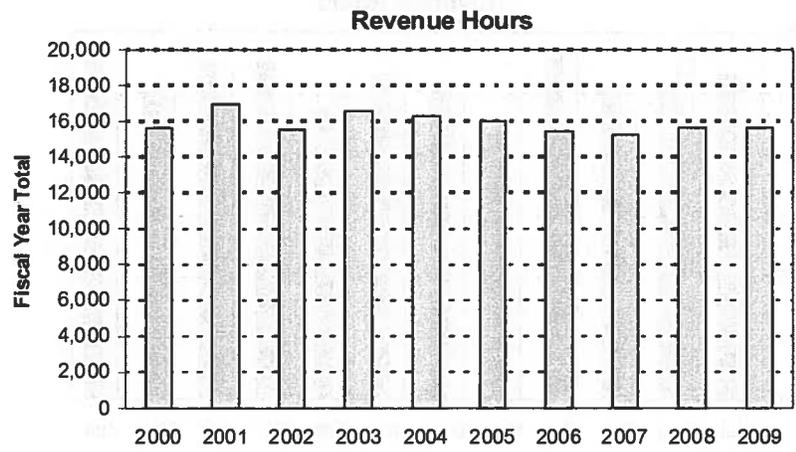
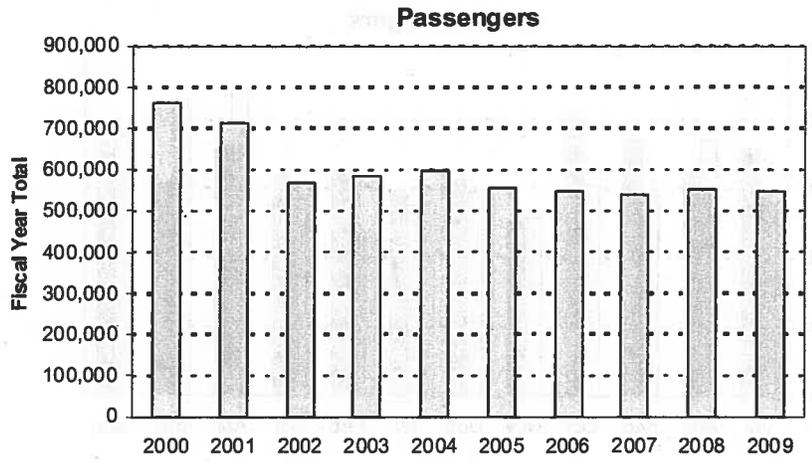
Line Item	FY 2009	FY 2008
	Total	Total
<b>Operating Characteristics</b>		
Passengers (One-Way Trips)	363,866	344,499
Revenue Hours	11,478	11,259
Operating Cost to MTD <sup>1</sup>	\$1,234,016	\$1,084,614
<i>Sources of Revenue (Est.)</i>		
Farebox Revenue	\$269,472	\$233,257
City Operating Assistance	\$214,206	\$206,125
<u>MTD Subsidy</u>	<u>\$750,338</u>	<u>\$645,232</u>
<b>Total</b>	<b>\$1,234,016</b>	<b>\$1,084,614</b>
<b>Performance Indicators</b>		
Passengers per Revenue Hour	31.7	30.6
Operating Cost per Passenger	\$3.39	\$3.15

Note 1: MTD's FY 2009 budgeted systemwide average hourly operating cost (not including depreciation) totaled \$107.51. The FY 2008 audited hourly cost totaled \$97.44.  
Source: Santa Barbara Metropolitan Transit District.

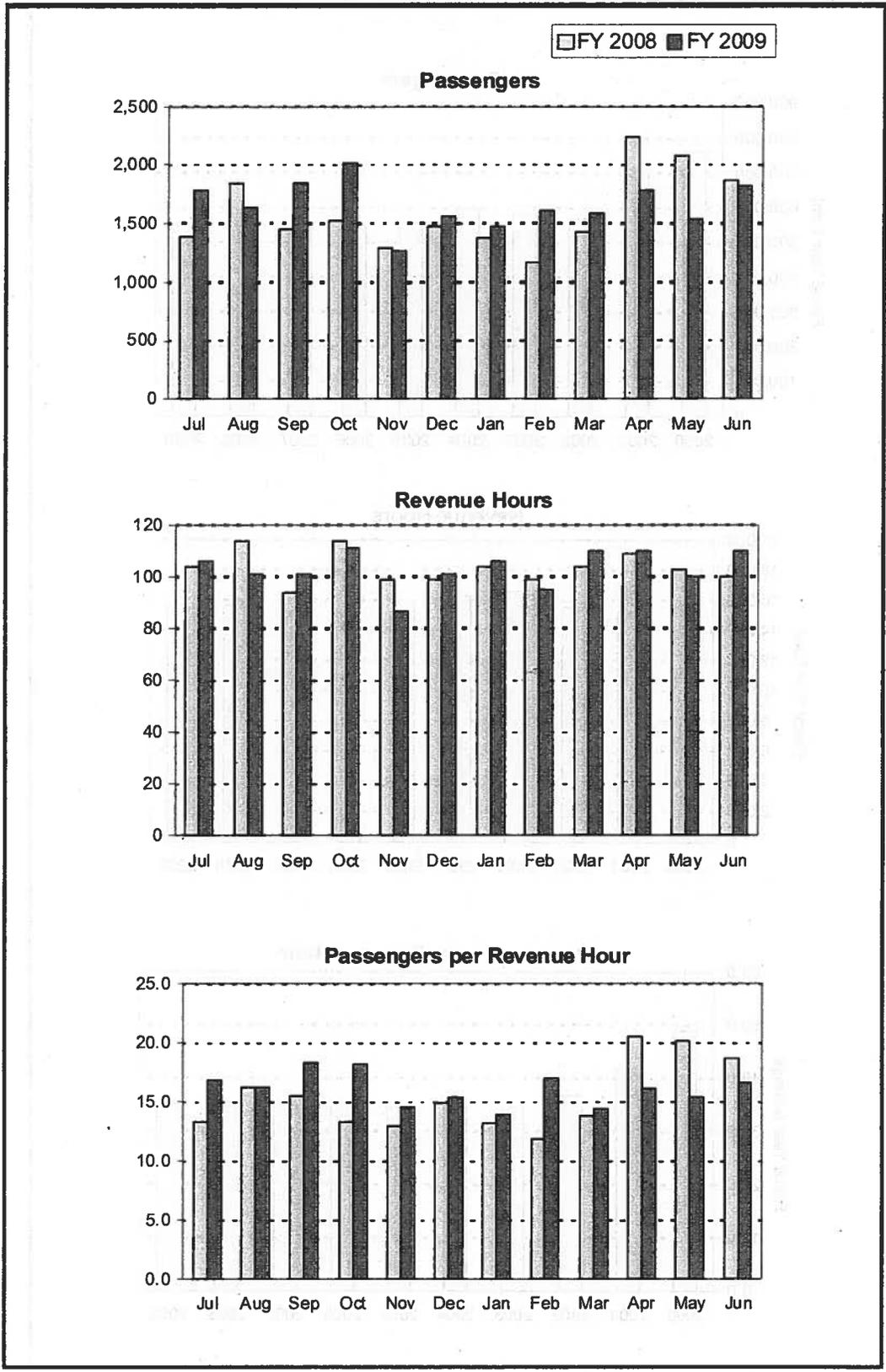
**FIGURE 1**  
**FY 2008 and FY 2009**  
**Downtown-Waterfront Shuttle & Wharf Woody**



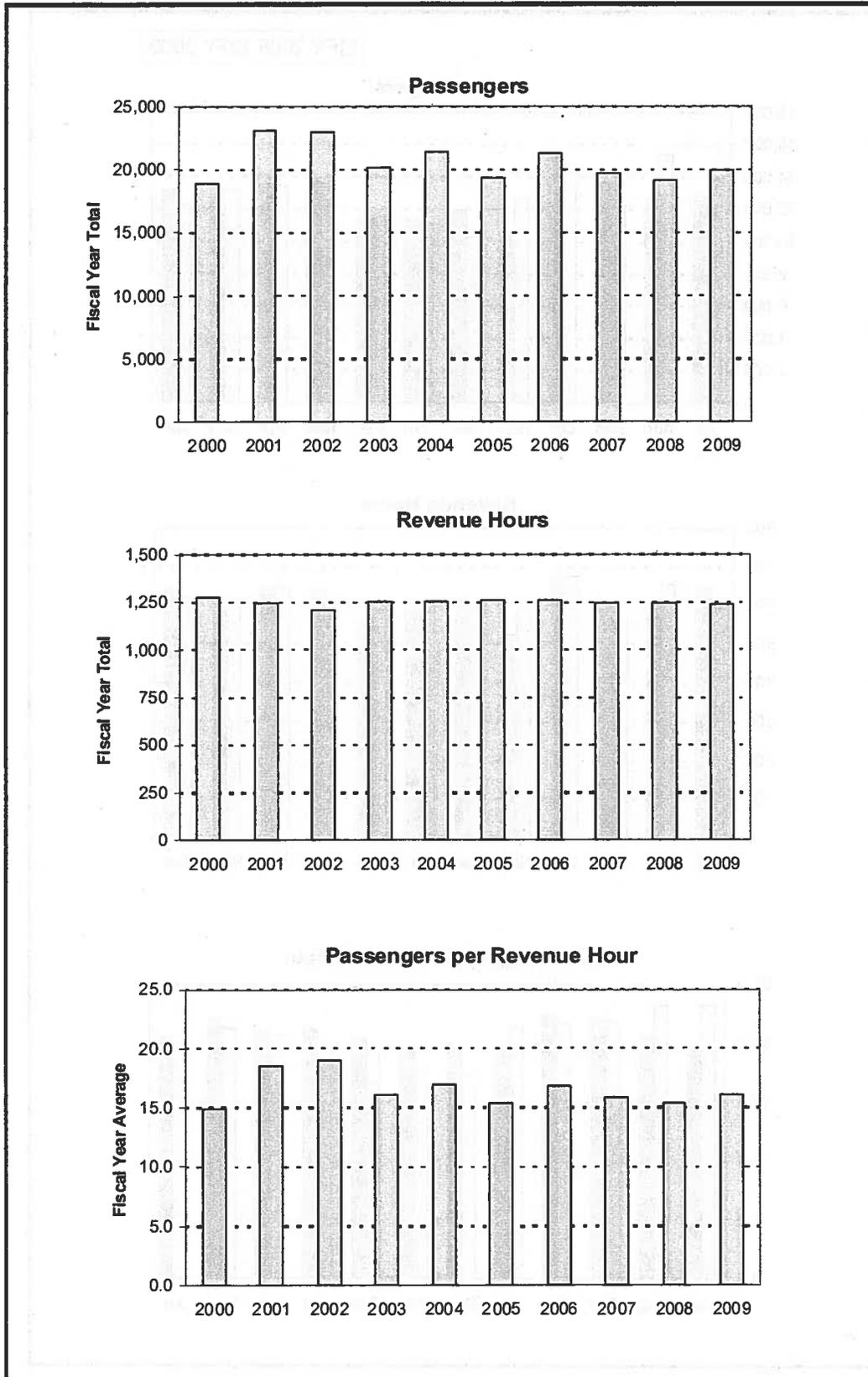
**FIGURE 2**  
**FY 2000 Through FY 2009 Totals**  
**Downtown-Waterfront Shuttle & Wharf Woody**



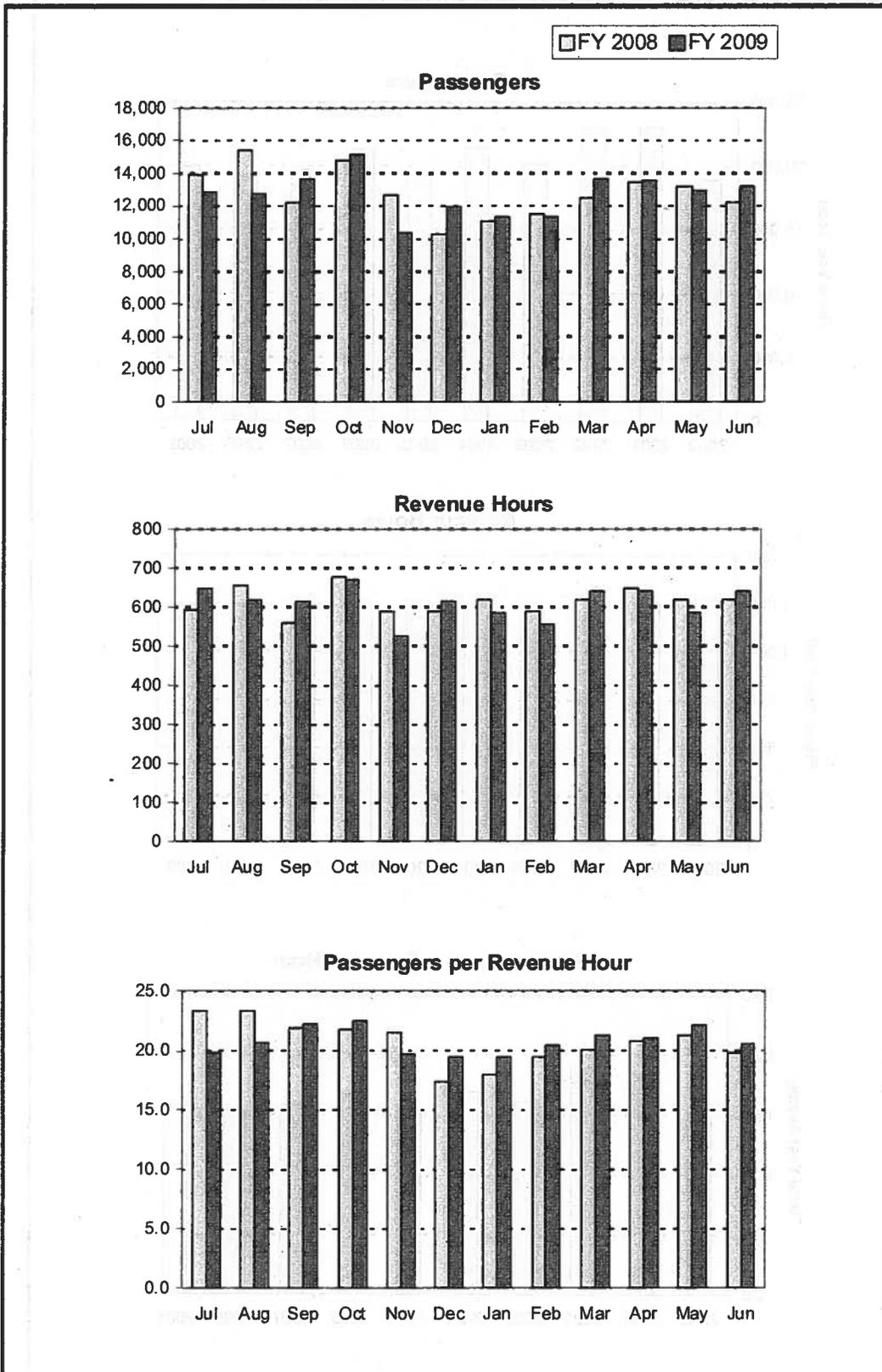
**FIGURE 3**  
**FY 2008 and FY 2009**  
**Carrillo Commuter Lot Shuttle**



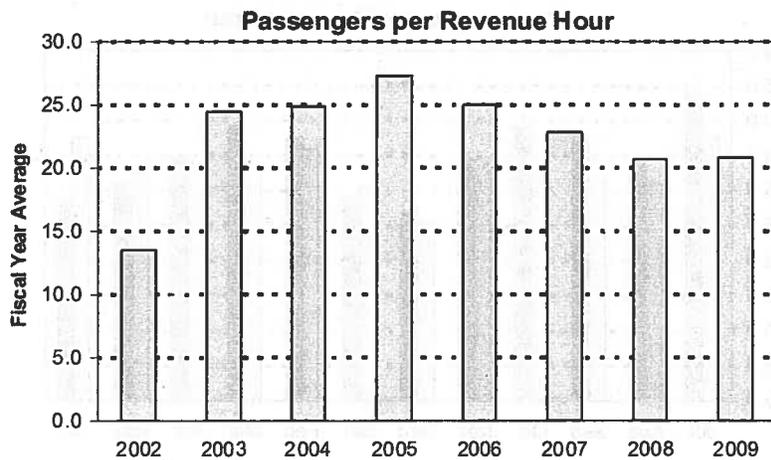
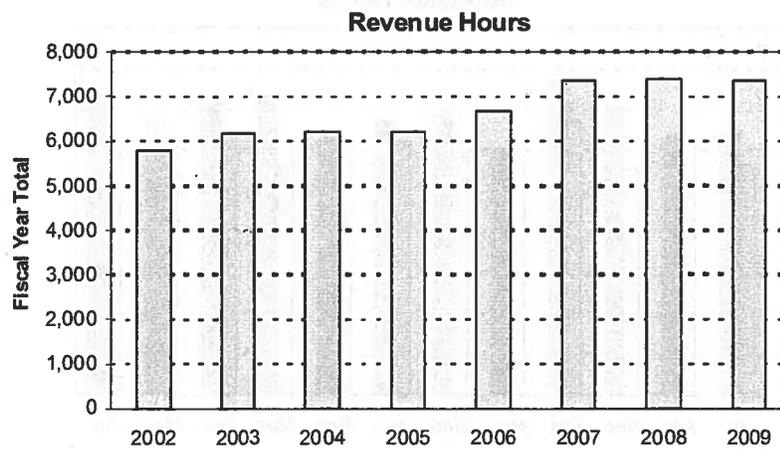
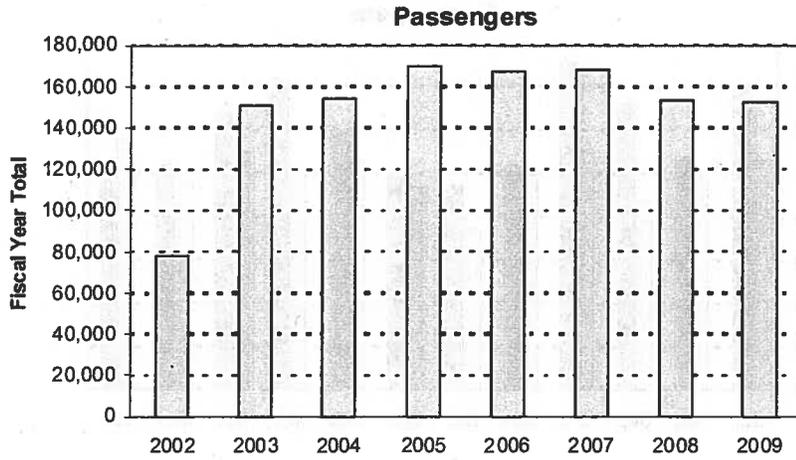
**FIGURE 4**  
**FY 2000 Through FY 2009 Totals**  
**Carrillo Commuter Lot Shuttle**



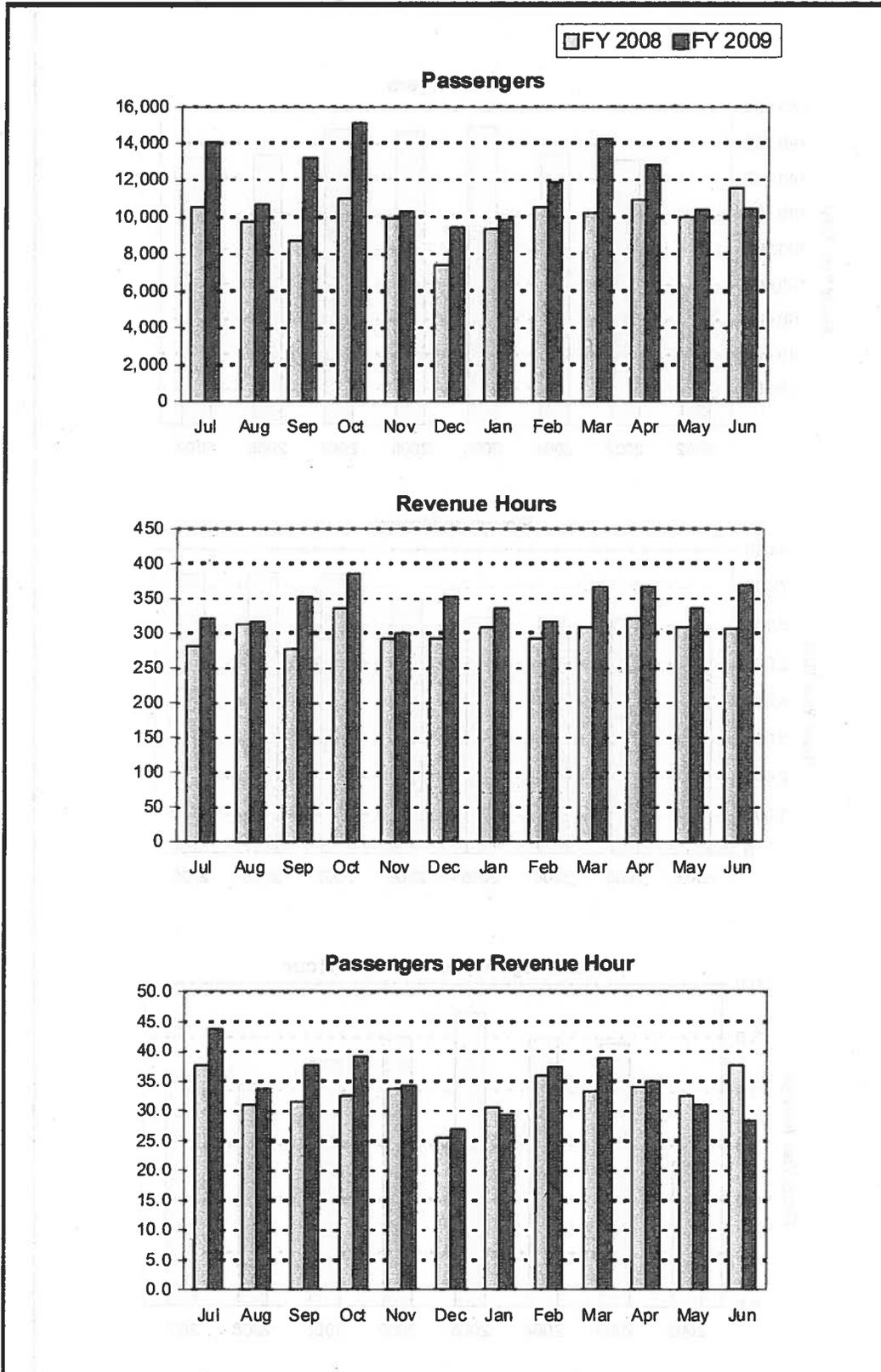
**FIGURE 5**  
**FY 2008 and FY 2009**  
**Crosstown Shuttle**



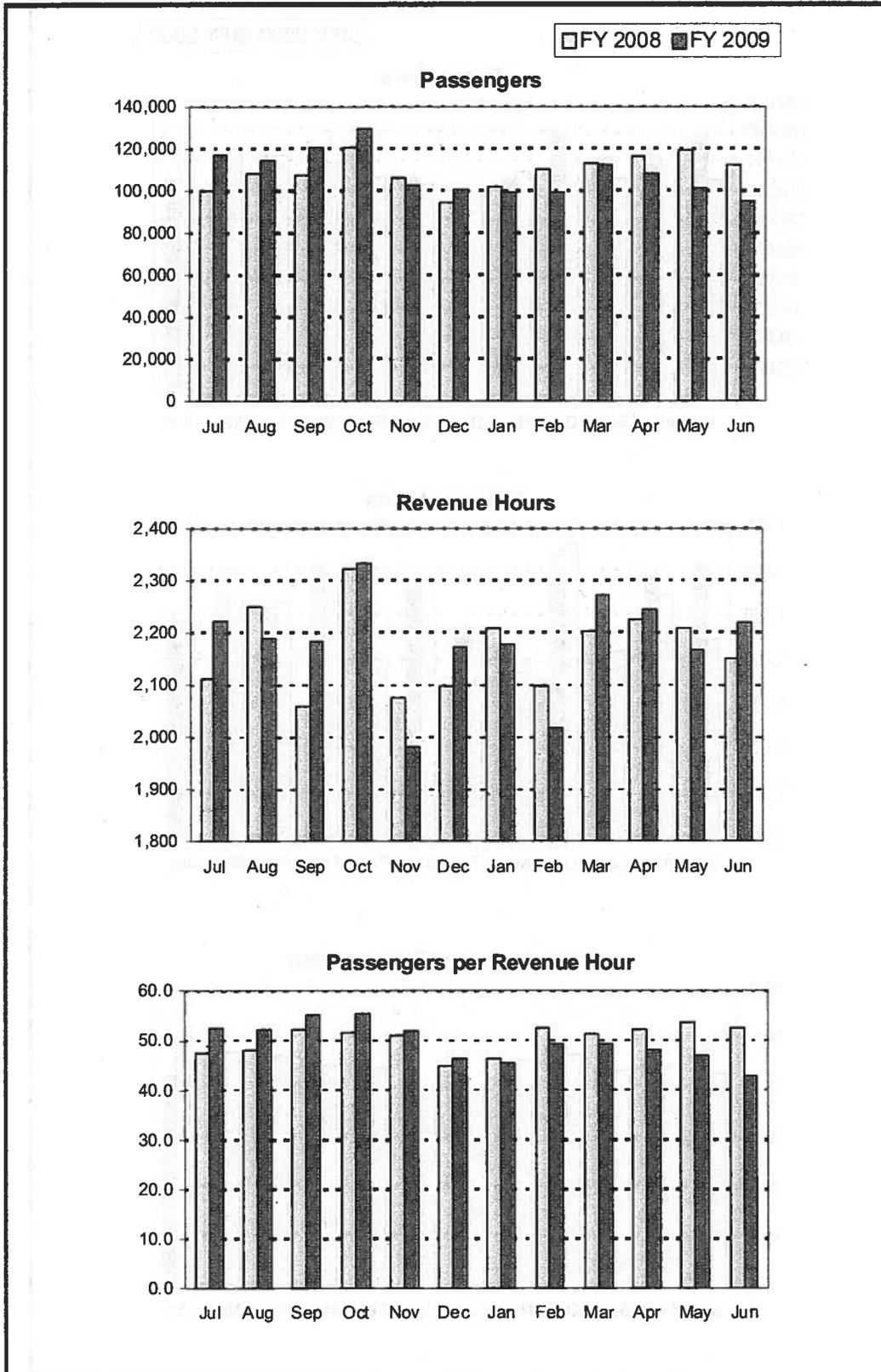
**FIGURE 6**  
**FY 2002 Through FY 2009 Totals**  
**Crosstown Shuttle**



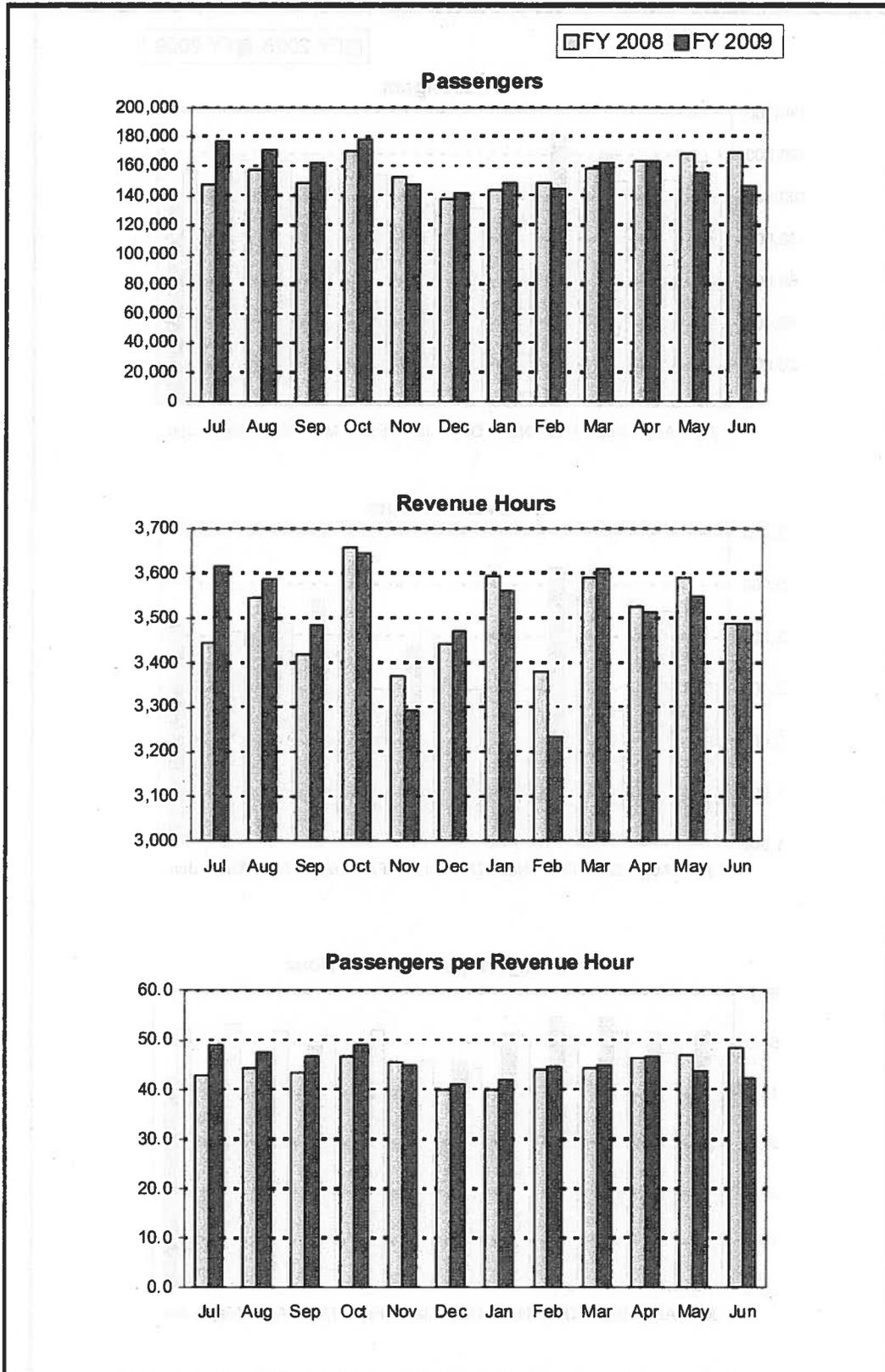
**FIGURE 7**  
**FY 2008 and FY 2009**  
**Line 4 - Mesa/SBCC**



**FIGURE 8**  
**FY 2008 and FY 2009**  
**Line 1 - Westside & Line 2 - Eastside**



**FIGURE 9**  
**FY 2008 and FY 2009**  
**Line 6 - State/Hollister/Goleta & Line 11 - State/Hollister/UCSB**



**FIGURE 10**  
**FY 2008 and FY 2009**  
**Line 3 - Oak Park**

