

MTD Report to Santa Barbara on City-Assisted Services

**Monthly Report
July 2011**

Prepared by the

Santa Barbara Metropolitan Transit District



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MTD Report to Santa Barbara on City-Assisted Services July 2011 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 Agreement No. 23,794, provides the City with data regarding MTD shuttle services in Santa Barbara.

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.
- *Crosstown Shuttle.* Connects the east and west sides of Santa Barbara with downtown via Cota Street and Micheltorena Street. Also serves the Cota Commuter Lot. The service is free for commuter lot parkers and the standard MTD fare for other riders.

Table 1 presents the ridership of each City-assisted MTD shuttle service for July 2011 and for fiscal year (FY) 2011 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. July 2011 had 20 weekday service days and 11 weekend service days, while July 2010 had 22 weekday service days and 9 weekend service days.

Table 2 shows the number of revenue hours that MTD operated on each City-assisted shuttle service in July 2011 and for fiscal year 2011 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 1
MTD Routes Assisted by Santa Barbara - Ridership

Line	Current Month		Fiscal Year Total		Percent Change	
	FY 2012 Jul 2011	FY 2011 Jul 2010	FY 2012 Jul-Jul	FY 2011 Jul-Jul	Current Month	FY To Date
Downtown-Waterfront Shuttle						
State Street	59,902	57,974	59,902	57,974	3.3%	3.3%
East Beach	12,356	12,267	12,356	12,267	0.7%	0.7%
West Beach	5,426	5,379	5,426	5,379	0.9%	0.9%
<i>Downtown-Waterfront Total</i>	<i>77,684</i>	<i>75,620</i>	<i>77,684</i>	<i>75,620</i>	<i>2.7%</i>	<i>2.7%</i>
Commuter Lot Shuttles						
Carrillo Commuter Lot	1,139	1,118	1,139	1,118	1.9%	1.9%
Crosstown Shuttle	11,570	12,234	11,570	12,234	-5.4%	-5.4%

Source: Santa Barbara Metropolitan Transit District.

TABLE 2
MTD Routes Assisted by Santa Barbara - Revenue Hours

Line	Current Month		Fiscal Year Total		Riders per Hour	
	FY 2012 Jul 2011	FY 2011 Jul 2010	FY 2012 Jul-Jul	FY 2011 Jul-Jul	FY 2012 Jul 2011	FY 2011 Jul 2010
Downtown-Waterfront Shuttle						
State Street	1,298	1,298	1,298	1,298	46.1	44.7
East Beach	373	367	373	367	33.1	33.4
West Beach	165	165	165	165	32.9	32.6
<i>Downtown-Waterfront Total</i>	<i>1,836</i>	<i>1,830</i>	<i>1,836</i>	<i>1,830</i>	<i>42.3</i>	<i>41.3</i>
Commuter Lot Shuttles						
Carrillo Commuter Lot	100	110	100	110	11.4	10.2
Crosstown Shuttle	599	643	599	643	19.3	19.0

Source: Santa Barbara Metropolitan Transit District.

Downtown-Waterfront Shuttle

As shown in Table 1, total ridership on the Downtown-Waterfront Shuttle increased from 75,620 passengers in July 2010 to 77,684 in July 2011. Ridership increased on both State Street and the Waterfront. Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle increased very slightly, with 1,830 hours in July 2010 and 1,836 hours in July 2011. Riders per hour increased from 41.3 in July 2010 to 42.3 in July 2011. The service generated \$16,392.50 in fare revenue in July 2010, compared to \$17,179.50 in July 2011.

Downtown-Waterfront Shuttle Ten-Year Trend

Tables 3A, 3B, and 3C present ten-year Downtown-Waterfront Shuttle trends in ridership, revenue hours, and passengers per revenue hour, respectively. The tables show that annual ridership during the period has varied from approximately 526,000 to 567,000 passengers.

TABLE 3A: Downtown-Waterfront Shuttle Ridership

Month	Fiscal Year										
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Jul.	95,727	72,007	78,586	73,895	76,499	73,310	75,727	77,887	78,777	75,620	77,684
Aug.	81,304	72,465	79,726	70,693	71,631	66,978	70,257	82,138	71,549	72,370	
Sep.	57,988	47,600	47,203	48,519	45,410	47,491	45,967	46,286	48,034	46,939	
Oct.	37,818	40,072	45,430	38,690	38,797	36,864	39,422	41,480	37,068	37,584	
Nov.	30,165	36,240	35,899	32,307	34,528	32,350	33,210	33,044	32,677	31,884	
Dec.	31,026	33,443	31,832	30,376	31,672	30,473	30,298	28,375	28,586	27,415	
Jan.	28,609	38,051	36,212	28,900	33,439	30,698	28,370	33,527	32,152	34,229	
Feb.	29,717	34,602	33,550	28,036	34,767	30,898	30,575	27,233	31,372	28,823	
Mar.	32,001	43,923	40,149	36,855	34,067	35,999	41,274	34,380	39,381	32,626	
Apr.	32,374	41,452	40,536	38,369	37,411	37,436	38,653	40,821	39,387	41,618	
May	37,358	43,085	43,982	44,240	42,861	43,587	43,347	44,631	44,166	44,456	
Jun.	50,499	56,228	53,482	59,501	55,301	59,194	63,083	54,150	56,535	52,381	
Total	544,586	559,168	566,587	530,381	536,383	525,278	540,183	543,952	539,684	525,945	

TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours

Month	Fiscal Year										
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Jul.	1,838	1,777	1,786	1,754	1,786	1,586	1,682	1,785	1,791	1,830	1,836
Aug.	1,807	1,772	1,801	1,704	1,702	1,615	1,673	1,806	1,765	1,773	
Sep.	1,192	1,279	1,227	1,225	1,214	1,173	1,192	1,086	1,237	1,188	
Oct.	1,104	1,254	1,235	1,137	1,139	1,114	1,122	1,093	1,114	1,100	
Nov.	973	1,128	1,114	1,062	1,058	1,042	1,070	1,072	1,064	1,043	
Dec.	1,141	1,150	1,123	1,084	1,082	1,067	1,105	1,076	1,081	1,088	
Jan.	1,018	1,168	1,176	1,146	1,140	1,119	1,128	1,135	1,155	1,115	
Feb.	994	1,062	1,102	1,026	1,035	1,011	1,043	1,013	1,013	993	
Mar.	1,028	1,176	1,128	1,119	1,126	1,113	1,121	1,109	1,101	1,074	
Apr.	1,067	1,182	1,060	1,093	1,109	1,079	1,062	1,065	1,063	1,058	
May	1,181	1,349	1,190	1,227	1,193	1,234	1,297	1,342	1,235	1,218	
Jun.	1,456	1,520	1,655	1,646	1,432	1,685	1,705	1,715	1,707	1,710	
Total	14,799	15,817	15,597	15,223	15,016	14,838	15,200	15,297	15,326	15,190	

TABLE 3C: Downtown-Waterfront 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	2010-11	2011-12
Jul.	52.1	40.5	44.0	42.1	42.8	46.2	45.0	43.6	44.0	41.3	42.3
Aug.	45.0	40.9	44.3	41.5	42.1	41.5	42.0	45.5	40.5	40.8	
Sep.	48.6	37.2	38.5	39.6	37.4	40.5	38.6	42.6	38.8	39.5	
Oct.	34.3	32.0	36.8	34.0	34.1	33.1	35.1	38.0	33.3	34.2	
Nov.	31.0	32.1	32.2	30.4	32.6	31.0	31.0	30.8	30.7	30.6	
Dec.	27.2	29.1	28.3	28.0	29.3	28.6	27.4	26.4	26.4	25.2	
Jan.	28.1	32.6	30.8	25.2	29.3	27.4	25.2	29.5	27.8	30.7	
Feb.	29.9	32.6	30.4	27.3	33.6	30.6	29.3	26.9	31.0	29.0	
Mar.	31.1	37.3	35.6	32.9	30.3	32.3	36.8	31.0	35.8	30.4	
Apr.	30.3	35.1	38.2	35.1	33.7	34.7	36.4	38.3	37.1	39.3	
May	31.6	31.9	37.0	36.1	35.9	35.3	33.4	33.3	35.8	36.5	
Jun.	34.7	37.0	32.3	36.1	38.6	35.1	37.0	31.6	33.1	30.6	
Avg.	36.8	35.4	36.3	34.8	35.7	35.4	35.5	35.6	35.2	34.6	

Source: Santa Barbara Metropolitan Transit District.

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.

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.

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.

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.
- The Santa Barbara Region Chamber of Commerce Visitors' Center sells the MTD day pass.

- 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 20 days in July 2011 and on 22 days in July 2010. As shown in Table 1, ridership increased slightly, with 1,118 passengers in July 2010 and 1,139 in July 2011. Revenue hours decreased from 110 hours in July 2010 to 100 hours in July 2011. The number of passengers per revenue hour increased from 10.2 in July 2010 to 11.4 in July 2011.

The Carrillo commuter parking lot is generally not filled to capacity. MTD staff will continue to monitor the performance of the service.

Crosstown Shuttle

MTD implemented the Crosstown Shuttle as part of the South Coast Transit Priorities (SCTP) project. The City provides MTD a fare buydown subsidy for Crosstown Shuttle passengers who park in the Cota Street commuter parking lot, and has also provided MTD with capital assistance for the service.

Following implementation of the Enhanced Transit Program in March 2007, 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 12,234 riders in July 2010 to 11,570 in July 2011. Like the Carrillo Lot Shuttle, the Crosstown Shuttle operates on weekday service days only and operated on 20 days in July 2011 and 22 days in July 2010.

As is shown in Table 2, Crosstown Shuttle revenue hours decreased from 643 hours in July 2010 to 599 hours in July 2011. The average number of passengers per hour increased slightly from 19.0 in July 2010 to 19.3 in July 2011.

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.

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	2010-11	2011-12
Jul.	155	11,614	13,591	13,156	12,944	14,188	13,883	12,878	14,952	12,234	11,570
Aug.	3,542	11,536	13,420	13,103	14,749	16,169	15,382	12,776	13,291	13,072	
Sep.	3,800	11,649	14,531	13,978	14,273	13,907	12,247	13,694	14,836	13,245	
Oct.	5,089	13,795	14,958	14,538	14,152	15,911	14,801	15,117	16,042	13,303	
Nov.	3,968	11,355	11,088	14,459	13,648	13,625	12,657	10,344	12,607	12,240	
Dec.	4,490	11,469	12,387	13,286	13,301	12,086	10,298	11,939	10,969	11,362	
Jan.	7,389	12,626	12,123	13,078	13,367	13,231	11,125	11,342	9,902	12,173	
Feb.	7,899	11,712	11,347	13,084	12,930	12,503	11,496	11,355	10,690	11,499	
Mar.	9,544	13,514	13,229	16,241	14,662	14,369	12,457	13,669	13,414	14,973	
Apr.	10,579	14,228	13,030	14,508	12,727	13,312	13,457	13,557	12,587	15,019	
May	11,644	14,440	12,532	15,330	15,169	15,052	13,212	12,956	12,448	15,239	
Jun.	9,947	13,219	12,137	14,788	15,378	13,651	12,271	13,228	11,975	13,126	
Total	78,046	151,157	154,373	169,549	167,300	168,004	153,286	152,855	153,713	157,485	

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	2010-11	2011-12
Jul.	47	538	536	536	488	557	595	649	672	643	599
Aug.	541	538	512	537	567	647	658	618	611	648	
Sep.	448	488	512	512	559	591	561	615	614	629	
Oct.	561	561	561	512	560	649	679	672	643	629	
Nov.	511	463	439	488	533	591	590	526	555	577	
Dec.	526	512	536	536	586	587	591	614	614	629	
Jan.	593	536	512	488	559	620	620	584	555	599	
Feb.	489	463	463	463	506	561	590	555	555	569	
Mar.	512	512	561	561	613	649	621	643	672	725	
Apr.	537	537	536	512	535	620	649	643	643	629	
May	536	512	488	512	588	650	620	584	585	629	
Jun.	489	513	537	538	589	620	619	643	641	655	
Total	5,790	6,173	6,193	6,195	6,683	7,342	7,393	7,346	7,360	7,561	

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	2010-11	2011-12
Jul.	3.3	21.6	25.4	24.5	26.5	25.5	23.3	19.8	22.3	19.0	19.3
Aug.	6.5	21.4	26.2	24.4	26.0	25.0	23.4	20.7	21.8	20.2	
Sep.	8.5	23.9	28.4	27.3	25.5	23.5	21.8	22.3	24.2	21.1	
Oct.	9.1	24.6	26.7	28.4	25.3	24.5	21.8	22.5	24.9	21.1	
Nov.	7.8	24.5	25.3	29.6	25.6	23.1	21.5	19.7	22.7	21.2	
Dec.	8.5	22.4	23.1	24.8	22.7	20.6	17.4	19.4	17.9	18.1	
Jan.	12.5	23.6	23.7	26.8	23.9	21.3	17.9	19.4	17.8	20.3	
Feb.	16.2	25.3	24.5	28.3	25.6	22.3	19.5	20.5	19.3	20.2	
Mar.	18.6	26.4	23.6	29.0	23.9	22.1	20.1	21.3	20.0	20.7	
Apr.	19.7	26.5	24.3	28.3	23.8	21.5	20.7	21.1	19.6	23.9	
May	21.7	28.2	25.7	29.9	25.8	23.2	21.3	22.2	21.3	24.2	
Jun.	20.3	25.8	22.6	27.5	26.1	22.0	19.8	20.6	18.7	20.0	
Avg.	13.5	24.5	24.9	27.4	25.0	22.9	20.7	20.8	20.9	20.8	

Source: Santa Barbara Metropolitan Transit District.