

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

**Monthly Report  
September 2011**

*Prepared by the*

Santa Barbara Metropolitan Transit District



October 25, 2011

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## MTD Report to Santa Barbara on City-Assisted Services September 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 September 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. September 2011 and September 2010 both had 21 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 September 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 Sep 2011	FY 2011 Sep 2010	FY 2012 Jul-Sep	FY 2011 Jul-Sep	Current Month	FY To Date
<b>Downtown-Waterfront Shuttle</b>						
State Street	36,516	37,684	148,815	149,874	-3.1%	-0.7%
East Beach	6,291	6,570	29,759	31,349	-4.2%	-5.1%
West Beach	2,227	2,685	12,376	13,706	-17.1%	-9.7%
<i>Downtown-Waterfront Total</i>	<i>45,034</i>	<i>46,939</i>	<i>190,950</i>	<i>194,929</i>	<i>-4.1%</i>	<i>-2.0%</i>
<b>Commuter Lot Shuttles</b>						
Carrillo Commuter Lot	1,023	1,059	3,312	3,290	-3.4%	0.7%
Crosstown Shuttle	13,514	13,245	38,271	38,551	2.0%	-0.7%

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 Sep 2011	FY 2011 Sep 2010	FY 2012 Jul-Sep	FY 2011 Jul-Sep	FY 2012 Sep 2011	FY 2011 Sep 2010
<b>Downtown-Waterfront Shuttle</b>						
State Street	895	887	3,432	3,432	40.8	42.5
East Beach	196	205	932	930	32.1	32.0
West Beach	91	96	420	427	24.5	28.0
<i>Downtown-Waterfront Total</i>	<i>1,182</i>	<i>1,188</i>	<i>4,784</i>	<i>4,789</i>	<i>38.1</i>	<i>39.5</i>
<b>Commuter Lot Shuttles</b>						
Carrillo Commuter Lot	105	105	319	324	9.7	10.1
Crosstown Shuttle	482	629	1,716	1,919	28.0	21.1

Source: Santa Barbara Metropolitan Transit District.

### **Downtown-Waterfront Shuttle**

As shown in Table 1, total ridership on the Downtown-Waterfront Shuttle decreased from 46,939 passengers in September 2010 to 45,034 in September 2011. Ridership decreased on both State Street and the Waterfront. Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle decreased slightly, with 1,188 hours in September 2010 and 1,182 hours in September 2011. Riders per hour decreased from 39.5 in September 2010 to 38.1 in September 2011. The service generated \$10,417.50 in fare revenue in September 2010, compared to \$10,005.75 in September 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 525,000 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	68,232
Sep.	57,988	47,600	47,203	48,519	45,410	47,491	45,967	46,286	48,034	46,939	45,034
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	1,766
Sep.	1,192	1,279	1,227	1,225	1,214	1,173	1,192	1,086	1,237	1,188	1,182
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	38.6
Sep.	48.6	37.2	38.5	39.6	37.4	40.5	38.6	42.6	38.8	39.5	38.1
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 21 days in both September 2011 and September 2010. As shown in Table 1, ridership decreased slightly, with 1,059 passengers in September 2010 and 1,023 in September 2011. Revenue hours were unchanged, with 105 hours in both September 2010 and September 2011. The average number of passengers per revenue hour decreased slightly, from 10.1 in September 2010 to 9.7 in September 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 increased from 13,245 riders in September 2010 to 13,514 in September 2011. Like the Carrillo Lot Shuttle, the Crosstown Shuttle operates on weekday service days only and operated on 21 days in both September 2011 and September 2010.

As is shown in Table 2, Crosstown Shuttle revenue hours decreased significantly, from 629 hours in September 2010 to 482 hours in September 2011. Thus, the average number of passengers per hour increased from 21.1 in September 2010 to 28.0 in September 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	13,187
Sep.	3,800	11,649	14,531	13,978	14,273	13,907	12,247	13,694	14,836	13,245	13,514
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	635
Sep.	448	488	512	512	559	591	561	615	614	629	482
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	20.8
Sep.	8.5	23.9	28.4	27.3	25.5	23.5	21.8	22.3	24.2	21.1	28.0
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.



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

**Monthly Report  
October 2011**

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November 23, 2011

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- *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 October 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. October 2011 and October 2010 both had 21 weekday service days and 10 weekend service days.

Table 2 shows the number of revenue hours that MTD operated on each City-assisted shuttle service in October 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 Oct 2011	FY 2011 Oct 2010	FY 2012 Jul-Oct	FY 2011 Jul-Oct	Current Month	FY To Date
<b>Downtown-Waterfront Shuttle</b>						
State Street	33,309	30,725	182,124	180,599	8.4%	0.8%
East Beach	5,098	4,806	34,857	36,155	6.1%	-3.6%
West Beach	2,064	2,053	14,440	15,759	0.5%	-8.4%
<i>Downtown-Waterfront Total</i>	<i>40,471</i>	<i>37,584</i>	<i>231,421</i>	<i>232,513</i>	<i>7.7%</i>	<i>-0.5%</i>
<b>Commuter Lot Shuttles</b>						
Carrillo Commuter Lot	1,075	889	4,387	4,179	20.9%	5.0%
Crosstown Shuttle	11,754	13,303	50,025	51,854	-11.6%	-3.5%

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 Oct 2011	FY 2011 Oct 2010	FY 2012 Jul-Oct	FY 2011 Jul-Oct	FY 2012 Oct 2011	FY 2011 Oct 2010
<b>Downtown-Waterfront Shuttle</b>						
State Street	864	852	4,296	4,284	38.6	36.1
East Beach	169	165	1,101	1,095	30.2	29.1
West Beach	83	83	503	510	24.9	24.7
<i>Downtown-Waterfront Total</i>	<i>1,116</i>	<i>1,100</i>	<i>5,900</i>	<i>5,889</i>	<i>36.3</i>	<i>34.2</i>
<b>Commuter Lot Shuttles</b>						
Carrillo Commuter Lot	105	104	424	428	10.2	8.5
Crosstown Shuttle	480	629	2,196	2,548	24.5	21.1

Source: Santa Barbara Metropolitan Transit District.

### **Downtown-Waterfront Shuttle**

As shown in Table 1, total ridership on the Downtown-Waterfront Shuttle increased from 37,584 passengers in October 2010 to 40,471 in October 2011. Ridership increased on both State Street and the Waterfront. Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle increased slightly, with 1,100 hours in October 2010 and 1,116 hours in October 2011. Riders per hour increased from 34.2 in October 2010 to 36.3 in October 2011. The service generated \$8,334.25 in fare revenue in October 2010, compared to \$8,995.00 in October 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 525,000 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	68,232
Sep.	57,988	47,600	47,203	48,519	45,410	47,491	45,967	46,286	48,034	46,939	45,034
Oct.	37,818	40,072	45,430	38,690	38,797	36,864	39,422	41,480	37,068	37,584	40,471
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	1,766
Sep.	1,192	1,279	1,227	1,225	1,214	1,173	1,192	1,086	1,237	1,188	1,182
Oct.	1,104	1,254	1,235	1,137	1,139	1,114	1,122	1,093	1,114	1,100	1,116
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	38.6
Sep.	48.6	37.2	38.5	39.6	37.4	40.5	38.6	42.6	38.8	39.5	38.1
Oct.	34.3	32.0	36.8	34.0	34.1	33.1	35.1	38.0	33.3	34.2	36.3
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 21 days in both October 2011 and October 2010. As shown in Table 1, ridership increased from 889 passengers in October 2010 to 1,075 in October 2011. Revenue hours were virtually unchanged, with 104 hours in October 2010 and 105 hours in October 2011. The average number of passengers per revenue hour increased from 8.5 in October 2010 to 10.2 in October 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 13,303 riders in October 2010 to 11,754 in October 2011. Like the Carrillo Lot Shuttle, the Crosstown Shuttle operates on weekday service days only and operated on 21 days in both October 2011 and October 2010.

As is shown in Table 2, due to a change that was implemented in August 2011, Crosstown Shuttle revenue hours decreased significantly. The Crosstown Shuttle provided 629 hours of service in October 2010, and 480 hours in October 2011. While both ridership and revenue hours decreased, the service effectiveness increased from an average of 21.1 passengers per hour in October 2010 to 24.5 in October 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	13,187
Sep.	3,800	11,649	14,531	13,978	14,273	13,907	12,247	13,694	14,836	13,245	13,514
Oct.	5,089	13,795	14,958	14,538	14,152	15,911	14,801	15,117	16,042	13,303	11,754
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	635
Sep.	448	488	512	512	559	591	561	615	614	629	482
Oct.	561	561	561	512	560	649	679	672	643	629	480
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	20.8
Sep.	8.5	23.9	28.4	27.3	25.5	23.5	21.8	22.3	24.2	21.1	28.0
Oct.	9.1	24.6	26.7	28.4	25.3	24.5	21.8	22.5	24.9	21.1	24.5
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.



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

**Monthly Report  
November 2011**

*Prepared by the*

Santa Barbara Metropolitan Transit District



December 15, 2011

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## MTD Report to Santa Barbara on City-Assisted Services November 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 November 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. November 2011 and November 2010 both had 19 weekday service days and 10 weekend service days (MTD does not provide bus service on Thanksgiving Day).

Table 2 shows the number of revenue hours that MTD operated on each City-assisted shuttle service in November 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 Nov 2011	FY 2011 Nov 2010	FY 2012 Jul-Nov	FY 2011 Jul-Nov	Current Month	FY To Date
<b>Downtown-Waterfront Shuttle</b>						
State Street	23,991	26,308	206,115	206,907	-8.8%	-0.4%
East Beach	3,439	4,033	38,296	40,188	-14.7%	-4.7%
West Beach	1,548	1,543	15,988	17,302	0.3%	-7.6%
<i>Downtown-Waterfront Total</i>	<i>28,978</i>	<i>31,884</i>	<i>260,399</i>	<i>264,397</i>	<i>-9.1%</i>	<i>-1.5%</i>
<b>Commuter Lot Shuttles</b>						
Carrillo Commuter Lot	1,003	761	5,390	4,940	31.8%	9.1%
Crosstown Shuttle	10,204	12,240	60,229	64,094	-16.6%	-6.0%

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 Nov 2011	FY 2011 Nov 2010	FY 2012 Jul-Nov	FY 2011 Jul-Nov	FY 2012 Nov 2011	FY 2011 Nov 2010
<b>Downtown-Waterfront Shuttle</b>						
State Street	808	811	5,103	5,095	29.7	32.4
East Beach	158	155	1,259	1,250	21.8	26.0
West Beach	77	77	580	587	20.1	20.0
<i>Downtown-Waterfront Total</i>	<i>1,043</i>	<i>1,043</i>	<i>6,942</i>	<i>6,932</i>	<i>27.8</i>	<i>30.6</i>
<b>Commuter Lot Shuttles</b>						
Carrillo Commuter Lot	95	95	518	523	10.6	8.0
Crosstown Shuttle	431	577	2,627	3,125	23.7	21.2

Source: Santa Barbara Metropolitan Transit District.

### **Downtown-Waterfront Shuttle**

As shown in Table 1, total ridership on the Downtown-Waterfront Shuttle decreased from 31,884 passengers in November 2010 to 28,978 in November 2011. Ridership decreased on both State Street and the Waterfront. Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle were unchanged, with 1,043 hours in both November 2010 and November 2011. Riders per hour decreased from 30.6 in November 2010 to 27.8 in November 2011. The service generated \$6,947.25 in fare revenue in November 2010, compared to \$6,351.25 in November 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 525,000 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	68,232
Sep.	57,988	47,600	47,203	48,519	45,410	47,491	45,967	46,286	48,034	46,939	45,034
Oct.	37,818	40,072	45,430	38,690	38,797	36,864	39,422	41,480	37,068	37,584	40,471
Nov.	30,165	36,240	35,899	32,307	34,528	32,350	33,210	33,044	32,677	31,884	28,978
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	1,766
Sep.	1,192	1,279	1,227	1,225	1,214	1,173	1,192	1,086	1,237	1,188	1,182
Oct.	1,104	1,254	1,235	1,137	1,139	1,114	1,122	1,093	1,114	1,100	1,116
Nov.	973	1,128	1,114	1,062	1,058	1,042	1,070	1,072	1,064	1,043	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	38.6
Sep.	48.6	37.2	38.5	39.6	37.4	40.5	38.6	42.6	38.8	39.5	38.1
Oct.	34.3	32.0	36.8	34.0	34.1	33.1	35.1	38.0	33.3	34.2	36.3
Nov.	31.0	32.1	32.2	30.4	32.6	31.0	31.0	30.8	30.7	30.6	27.8
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 19 days in both November 2011 and November 2010. As shown in Table 1, ridership increased from 761 passengers in November 2010 to 1,003 in November 2011. Revenue hours were unchanged, with 95 hours in both November 2010 and November 2011. The average number of passengers per revenue hour increased from 8.0 in November 2010 to 10.6 in November 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 12,240 riders in November 2010 to 10,204 in November 2011. Like the Carrillo Lot Shuttle, the Crosstown Shuttle operates on weekday service days only and operated on 19 days in both November 2011 and November 2010.

As is shown in Table 2, due to a change that was implemented in August 2011, Crosstown Shuttle revenue hours decreased significantly. The Crosstown Shuttle provided 577 hours of service in November 2010, and 431 hours in November 2011. While both ridership and revenue hours decreased, the service effectiveness increased from an average of 21.2 passengers per hour in November 2010 to 23.7 in November 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	13,187
Sep.	3,800	11,649	14,531	13,978	14,273	13,907	12,247	13,694	14,836	13,245	13,514
Oct.	5,089	13,795	14,958	14,538	14,152	15,911	14,801	15,117	16,042	13,303	11,754
Nov.	3,968	11,355	11,088	14,459	13,648	13,625	12,657	10,344	12,607	12,240	10,204
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	635
Sep.	448	488	512	512	559	591	561	615	614	629	482
Oct.	561	561	561	512	560	649	679	672	643	629	480
Nov.	511	463	439	488	533	591	590	526	555	577	431
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	20.8
Sep.	8.5	23.9	28.4	27.3	25.5	23.5	21.8	22.3	24.2	21.1	28.0
Oct.	9.1	24.6	26.7	28.4	25.3	24.5	21.8	22.5	24.9	21.1	24.5
Nov.	7.8	24.5	25.3	29.6	25.6	23.1	21.5	19.7	22.7	21.2	23.7
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.



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

**Monthly Report  
December 2011**

*Prepared by the*

Santa Barbara Metropolitan Transit District



January 17, 2012

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## MTD Report to Santa Barbara on City-Assisted Services December 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 December 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. December 2011 had 22 weekday service days and 8 weekend service days, while December 2010 had 21 weekday service days and 9 weekend service days (MTD does not provide bus service on Christmas Day).

Table 2 shows the number of revenue hours that MTD operated on each City-assisted shuttle service in December 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 Dec 2011	FY 2011 Dec 2010	FY 2012 Jul-Dec	FY 2011 Jul-Dec	Current Month	FY To Date
<b>Downtown-Waterfront Shuttle</b>						
State Street	26,138	23,093	232,253	230,000	13.2%	1.0%
East Beach	4,028	3,074	42,324	43,262	31.0%	-2.2%
West Beach	1,579	1,248	17,567	18,550	26.5%	-5.3%
<i>Downtown-Waterfront Total</i>	<i>31,745</i>	<i>27,415</i>	<i>292,144</i>	<i>291,812</i>	<i>15.8%</i>	<i>0.1%</i>
<b>Commuter Lot Shuttles</b>						
Carrillo Commuter Lot	1,198	948	6,588	5,888	26.4%	11.9%
Crosstown Shuttle	9,737	11,362	69,966	75,456	-14.3%	-7.3%

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 Dec 2011	FY 2011 Dec 2010	FY 2012 Jul-Dec	FY 2011 Jul-Dec	FY 2012 Dec 2011	FY 2011 Dec 2010
<b>Downtown-Waterfront Shuttle</b>						
State Street	802	833	5,905	5,928	32.6	27.7
East Beach	164	170	1,422	1,419	24.6	18.1
West Beach	80	85	660	673	19.7	14.7
<i>Downtown-Waterfront Total</i>	<i>1,046</i>	<i>1,088</i>	<i>7,987</i>	<i>8,020</i>	<i>30.3</i>	<i>25.2</i>
<b>Commuter Lot Shuttles</b>						
Carrillo Commuter Lot	110	105	628	627	10.9	9.0
Crosstown Shuttle	499	629	3,126	3,753	19.5	18.1

Source: Santa Barbara Metropolitan Transit District.

### **Downtown-Waterfront Shuttle**

As shown in Table 1, total ridership on the Downtown-Waterfront Shuttle increased from 27,415 passengers in December 2010 to 31,745 in December 2011. Ridership increased on both State Street and the Waterfront. Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle decreased from 1,088 hours in December 2010 and 1,046 hours in December 2011. Riders per hour increased from 25.2 in December 2010 to 30.3 in December 2011. The service generated \$6,000.50 in fare revenue in December 2010, compared to \$6,922.00 in December 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 525,000 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	68,232
Sep.	57,988	47,600	47,203	48,519	45,410	47,491	45,967	46,286	48,034	46,939	45,034
Oct.	37,818	40,072	45,430	38,690	38,797	36,864	39,422	41,480	37,068	37,584	40,471
Nov.	30,165	36,240	35,899	32,307	34,528	32,350	33,210	33,044	32,677	31,884	28,978
Dec.	31,026	33,443	31,832	30,376	31,672	30,473	30,298	28,375	28,586	27,415	31,745
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	1,766
Sep.	1,192	1,279	1,227	1,225	1,214	1,173	1,192	1,086	1,237	1,188	1,182
Oct.	1,104	1,254	1,235	1,137	1,139	1,114	1,122	1,093	1,114	1,100	1,116
Nov.	973	1,128	1,114	1,062	1,058	1,042	1,070	1,072	1,064	1,043	1,043
Dec.	1,141	1,150	1,123	1,084	1,082	1,067	1,105	1,076	1,081	1,088	1,046
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	38.6
Sep.	48.6	37.2	38.5	39.6	37.4	40.5	38.6	42.6	38.8	39.5	38.1
Oct.	34.3	32.0	36.8	34.0	34.1	33.1	35.1	38.0	33.3	34.2	36.3
Nov.	31.0	32.1	32.2	30.4	32.6	31.0	31.0	30.8	30.7	30.6	27.8
Dec.	27.2	29.1	28.3	28.0	29.3	28.6	27.4	26.4	26.4	25.2	30.3
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 22 days in December 2011 and 21 days in December 2010. As shown in Table 1, ridership increased from 948 passengers in December 2010 to 1,198 in December 2011. Revenue hours increased from 105 hours in December 2010 to 110 hours in December 2011. The average number of passengers per revenue hour increased from 9.0 in December 2010 to 10.9 in December 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 11,362 riders in December 2010 to 9,737 in December 2011. Like the Carrillo Lot Shuttle, the Crosstown Shuttle operates on weekday service days only and operated on 22 days in December 2011 and 21 days in December 2010.

As is shown in Table 2, due to a change that was implemented in August 2011, Crosstown Shuttle revenue hours decreased significantly. The Crosstown Shuttle provided 629 hours of service in December 2010, and 499 hours in December 2011. While both ridership and revenue hours decreased, the service effectiveness increased from an average of 18.1 passengers per hour in December 2010 to 19.5 in December 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	13,187
Sep.	3,800	11,649	14,531	13,978	14,273	13,907	12,247	13,694	14,836	13,245	13,514
Oct.	5,089	13,795	14,958	14,538	14,152	15,911	14,801	15,117	16,042	13,303	11,754
Nov.	3,968	11,355	11,088	14,459	13,648	13,625	12,657	10,344	12,607	12,240	10,204
Dec.	4,490	11,469	12,387	13,286	13,301	12,086	10,298	11,939	10,969	11,362	9,737
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	635
Sep.	448	488	512	512	559	591	561	615	614	629	482
Oct.	561	561	561	512	560	649	679	672	643	629	480
Nov.	511	463	439	488	533	591	590	526	555	577	431
Dec.	526	512	536	536	586	587	591	614	614	629	499
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	20.8
Sep.	8.5	23.9	28.4	27.3	25.5	23.5	21.8	22.3	24.2	21.1	28.0
Oct.	9.1	24.6	26.7	28.4	25.3	24.5	21.8	22.5	24.9	21.1	24.5
Nov.	7.8	24.5	25.3	29.6	25.6	23.1	21.5	19.7	22.7	21.2	23.7
Dec.	8.5	22.4	23.1	24.8	22.7	20.6	17.4	19.4	17.9	18.1	19.5
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.



# **Crosstown Shuttle, Mesa/SBCC & Line 1 & 2 Enhancement**

## **Traffic Mitigation**

**Quarter Ending  
September 30, 2011**

*Prepared by the*

Santa Barbara Metropolitan Transit District



October 25, 2011



## Traffic Mitigation Quarter Ending September 30, 2011

The Santa Barbara Metropolitan Transit District (MTD), in partnership with the City of Santa Barbara, has implemented several service enhancements in recent years. These enhancements include two new routes, the Crosstown Shuttle and Line 4 - Mesa/SBCC, and enhanced peak-period service on Line 1 - Westside and Line 2 - Eastside.

The City is relying on these MTD service enhancements to provide the traffic mitigation required of the City by the Addendum to the Final Mitigated Negative Declaration for the Granada Garage Project (i.e., 985 average daily trips and 229 peak hour trips). The table below presents the ridership of each of these services during each month of the first quarter of fiscal year (FY) 2012.

For the enhanced service on Lines 1 & 2, the ridership in the table represents the change from the corresponding month of the year prior to implementation of the enhanced service, to the current month. For Line 4 and the Crosstown Shuttle, the ridership represents the entire ridership of the new routes.

### Fiscal Year 2012 MTD Enhanced Transit Ridership<sup>1</sup>

Period	Change in Total Weekday Average Daily Ridership				Change in P.M. Peak Hour Average Daily Ridership <sup>2</sup>			
	Line 1 & 2	Mesa/SBCC	Crosstown	Total	Line 1 & 2	Mesa/SBCC	Crosstown	Total
<b>1st Quarter</b>								
Jul 2011	(307)	567	579	<b>839</b>	16	94	121	<b>231</b>
Aug 2011	(53)	612	573	<b>1,132</b>	(5)	117	113	<b>225</b>
Sep 2011	8	711	644	<b>1,363</b>	23	143	101	<b>267</b>

Note 1: Line 1 & 2 ridership is the change from the corresponding month prior to implementation of the enhanced service.

Mesa/SBCC and Crosstown Shuttle ridership is the entire ridership of the new routes.

Note 2: The City of Santa Barbara P.M. Peak Hour is 4:00 - 6:00 P.M.

Source: Santa Barbara Metropolitan Transit District.

It is important to note that the negative results on Lines 1 & 2 in July and August show only that fewer persons rode Lines 1 & 2 on a typical weekday in a given month in FY 2011 than in the corresponding month prior to implementation of the enhanced transit. These data do not suggest that the decrease in ridership resulted in additional traffic.

There are several factors that likely have contributed to an overall decrease in travel. These include an increase in the use of Transportation Demand Management measures (such as carpooling, flex schedules, and compressed workweeks) and the depressed economy, which has resulted in furloughs, layoffs, and a decrease in discretionary trips.

# **Crosstown Shuttle, Mesa/SBCC & Line 1 & 2 Enhancement**

## **Traffic Mitigation**

**Quarter Ending  
December 31, 2011**

*Prepared by the*

Santa Barbara Metropolitan Transit District



January 17, 2012



## Traffic Mitigation Quarter Ending December 31, 2011

The Santa Barbara Metropolitan Transit District (MTD), in partnership with the City of Santa Barbara, has implemented several service enhancements in recent years. These enhancements include two new routes, the Crosstown Shuttle and Line 4 - Mesa/SBCC, and enhanced peak-period service on Line 1 - Westside and Line 2 - Eastside.

The City is relying on these MTD service enhancements to provide the traffic mitigation required of the City by the Addendum to the Final Mitigated Negative Declaration for the Granada Garage Project (i.e., 985 average daily trips and 229 peak hour trips). The table below presents the ridership of each of these services during each month of the second quarter of fiscal year (FY) 2012.

For the enhanced service on Lines 1 & 2, the ridership in the table represents the change from the corresponding month of the year prior to implementation of the enhanced service, to the current month. For Line 4 and the Crosstown Shuttle, the ridership represents the entire ridership of the new routes.

### Fiscal Year 2012 MTD Enhanced Transit Ridership<sup>1</sup>

Period	Change in Total Weekday Average Daily Ridership				Change in P.M. Peak Hour Average Daily Ridership <sup>2</sup>			
	Line 1 & 2	Mesa/SBCC	Crosstown	Total	Line 1 & 2	Mesa/SBCC	Crosstown	Total
<u>2nd Quarter</u>								
Oct 2011	(40)	724	560	<b>1,244</b>	64	141	95	<b>300</b>
Nov 2011	47	708	537	<b>1,292</b>	32	134	91	<b>257</b>
Dec 2011	(127)	449	443	<b>765</b>	(10)	103	74	<b>167</b>

Note 1: Line 1 & 2 ridership is the change from the corresponding month prior to implementation of the enhanced service.

Mesa/SBCC and Crosstown Shuttle ridership is the entire ridership of the new routes.

Note 2: The City of Santa Barbara P.M. Peak Hour is 4:00 - 6:00 P.M.

Source: Santa Barbara Metropolitan Transit District.

It is important to note that the negative results on Lines 1 & 2 in October and December show only that fewer persons rode Lines 1 & 2 on a typical weekday in a given month in FY 2011 than in the corresponding month prior to implementation of the enhanced transit. These data do not suggest that the decrease in ridership resulted in additional traffic.

There are several factors that likely have contributed to an overall decrease in travel. These include an increase in the use of Transportation Demand Management measures (such as carpooling, flex schedules, and compressed workweeks) and the depressed economy, which has resulted in furloughs, layoffs, and a decrease in discretionary trips.

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

**Annual Report  
FY 2011**

*Prepared by the*

Santa Barbara Metropolitan Transit District  
Strategic Planning



August 17, 2011

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## MTD Report to Santa Barbara on City-Assisted Services FY 2011 Annual 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. 23,457, provides the City with data regarding MTD shuttle services in Santa Barbara during fiscal year (FY) 2011 (the period from July 1, 2010, through June 30, 2011).

### 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.

The following pages present tables and figures of operating characteristics and performance indicators for these City-assisted MTD services. The tables present annual totals for FY 2011 and FY 2010. (*Note that all FY 2011 financial data are estimates.*) Figures 1, 3, & 5 present data by month in FY 2011 compared to FY 2010, while figures 2, 4, & 6 present ten-year trends in annual totals.

### Downtown-Waterfront Shuttle

As shown in Table 1, MTD receives a fare-buydown subsidy from the City of Santa Barbara for this service. The table shows that both ridership and revenue hours on the Downtown-Waterfront Shuttle decreased in FY 2011 compared to FY 2010. Because both passengers and revenue hours decreased, the change in ridership per revenue hour was slight. Figure 1 compares the Downtown-Waterfront Shuttle in terms of ridership, revenue hours, and passengers per revenue hour by month for FY 2011 and FY 2010. 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 decreased in FY 2011 compared to FY 2010, while the number of revenue hours was virtually unchanged. Thus, the average number of passengers per revenue hour decreased substantially. As shown in Figure 3, ridership by month in FY 2011 stabilized in comparison to FY 2010 in the final four months of the year. 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.

## **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 commuter lot through a fare-buydown subsidy to MTD. Other riders pay the usual MTD fare.

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 increased FY 2011 compared to FY 2010. The average number of passengers per revenue hour was virtually unchanged. Figure 5 presents month-by-month data for the service, and Figure 6 presents a ten-year trend. The Crosstown Shuttle was implemented in July 2001 (the beginning of FY 2002).



**TABLE 1**  
**Downtown-Waterfront Shuttle<sup>1</sup>**

Downtown-Waterfront Shuttle	FY 2011	FY 2010
	Total	Total
<b>Operating Characteristics</b>		
Passengers (One-Way Trips)	525,945	539,684
Revenue Hours	15,190	15,326
Operating Cost to MTD <sup>2</sup>	\$1,581,977	\$1,574,980
<i>Sources of Revenue (Est.)</i>		
Farebox Revenue	\$115,187	\$116,618
City Fare-Buydown Subsidy	\$1,072,251	\$1,072,078
<u>MTD Subsidy</u>	<u>\$394,539</u>	<u>\$386,285</u>
Total	\$1,581,977	\$1,574,980
<b>Performance Indicators</b>		
Passengers per Revenue Hour	34.6	35.2
Operating Cost per Passenger	\$3.01	\$2.92

Note 1: All FY 2011 financial data are estimated.

Note 2: MTD's FY 2011 budgeted systemwide average hourly operating cost (not including depreciation) totaled \$104.15. The FY 2010 audited hourly cost totaled \$102.77.

Source: Santa Barbara Metropolitan Transit District.

**TABLE 2**  
**Carrillo Commuter Lot Shuttle<sup>1</sup>**

Carrillo Commuter Lot Shuttle	FY 2011	FY 2010
	Total	Total
<b>Operating Characteristics</b>		
Passengers (One-Way Trips)	12,123	17,418
Revenue Hours	1,255	1,256
Operating Cost to MTD <sup>2</sup>	\$130,703	\$129,073
<i>Sources of Revenue (Est.)</i>		
City Fare-Buydown Subsidy	\$101,951	\$101,951
<u>MTD Subsidy</u>	<u>\$28,752</u>	<u>\$27,122</u>
Total	\$130,703	\$129,073
<b>Performance Indicators</b>		
Passengers per Revenue Hour	9.7	13.9
Operating Cost per Passenger	\$10.78	\$7.41

Note 1: All FY 2011 financial data are estimated.

Note 2: MTD's FY 2011 budgeted systemwide average hourly operating cost (not including depreciation) totaled \$104.15. The FY 2010 audited hourly cost totaled \$102.77.

Source: Santa Barbara Metropolitan Transit District.

**TABLE 3  
Crosstown Shuttle<sup>1</sup>**

Line Item	FY 2011			FY 2010		
	Crosstown Shuttle	Cota Lot Service	Total	Crosstown Shuttle	Cota Lot Service	Total
<b>Operating Characteristics</b>						
Passengers (One-Way Trips) <sup>2</sup>	157,485	n/a	157,485	153,713	n/a	153,713
Revenue Hours	6,301	1,260	7,561	6,100	1,260	7,360
Operating Cost to MTD <sup>3</sup>	\$656,224	\$131,224	\$787,448	\$626,868	\$129,484	\$756,352
<i>Sources of Revenue (Est.)</i>						
Farebox Revenue	\$131,788	\$0	\$131,788	\$133,453	\$0	\$133,453
City Fare-Buydown Subsidy	\$0	\$101,390	\$101,390	\$0	\$101,390	\$101,390
<u>MTD Subsidy</u>	<u>\$524,436</u>	<u>\$29,834</u>	<u>\$554,270</u>	<u>\$493,415</u>	<u>\$28,094</u>	<u>\$521,509</u>
Total	\$656,224	\$131,224	\$787,448	\$626,868	\$129,484	\$756,352
<b>Indicators</b>						
Passengers per Revenue Hour			20.8			20.9
Operating Cost per Passenger			\$5.00			\$4.92

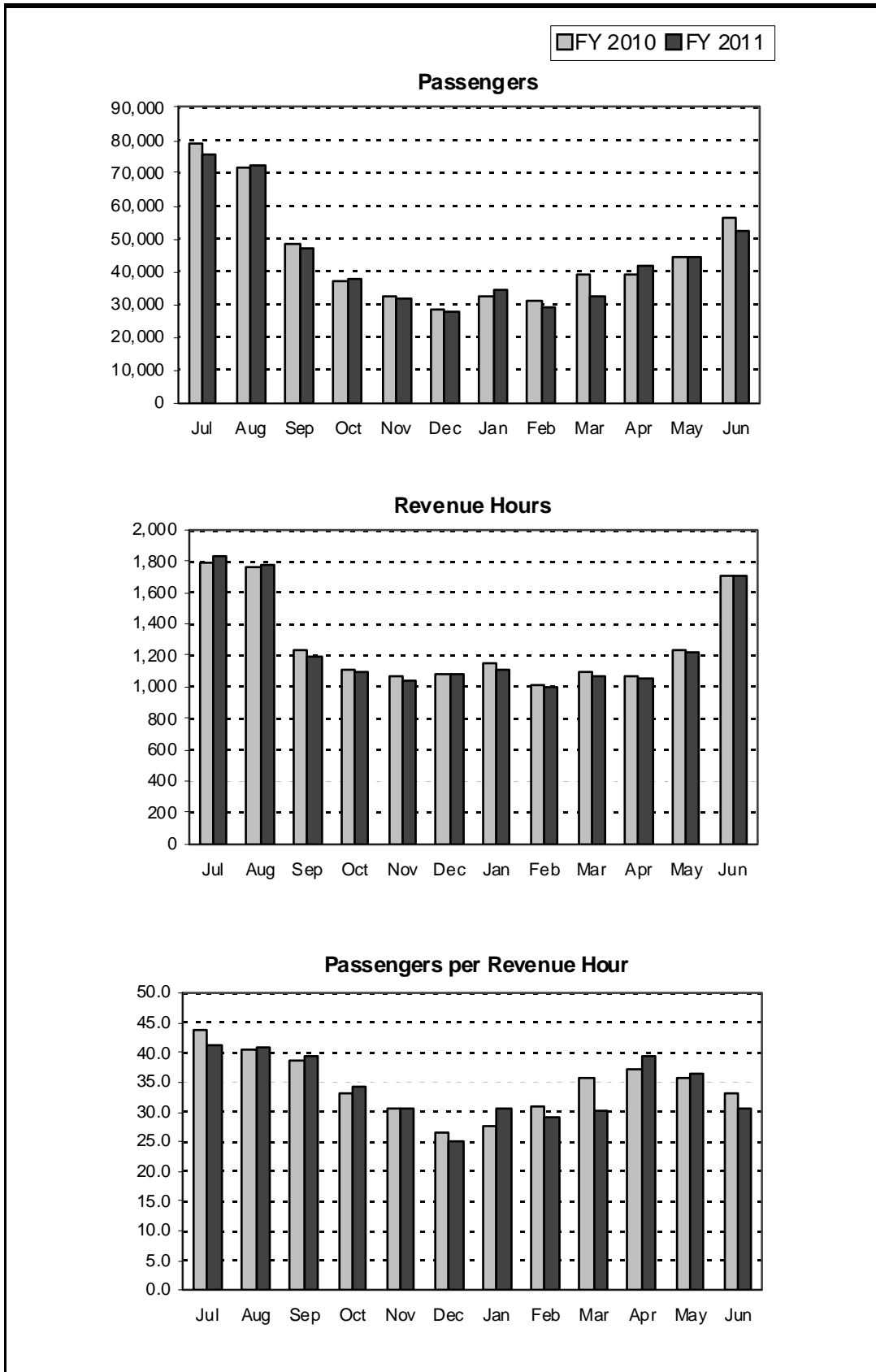
Note 1: All FY 2011 financial data are estimated.

Note 2: Passengers riding on the Crosstown Shuttle to and from the Cota Commuter Lot are not tracked separately.

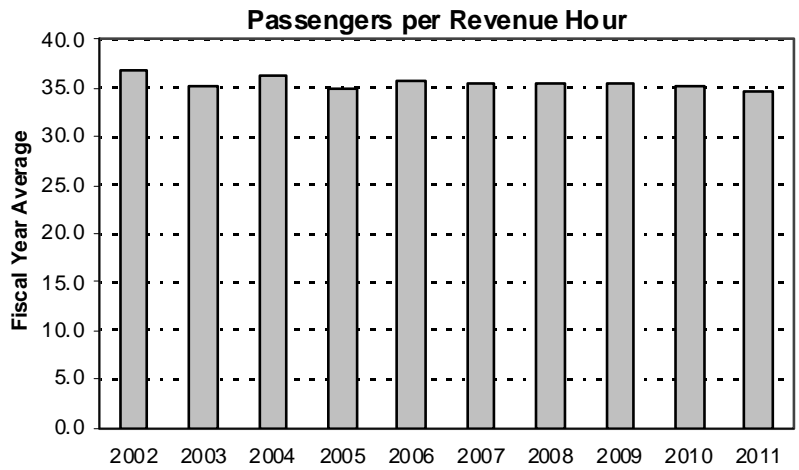
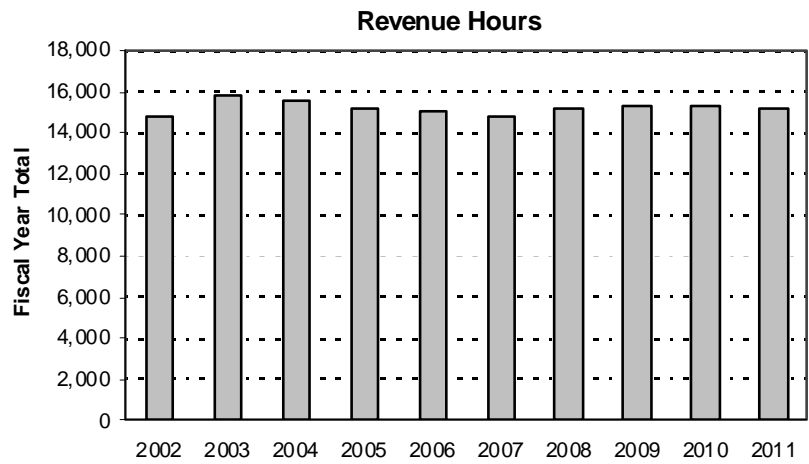
Note 3: MTD's FY 2011 budgeted systemwide average hourly operating cost (not including depreciation) totaled \$104.15. The FY 2010 audited hourly cost totaled \$102.77.

Source: Santa Barbara Metropolitan Transit District, Strategic Planning.

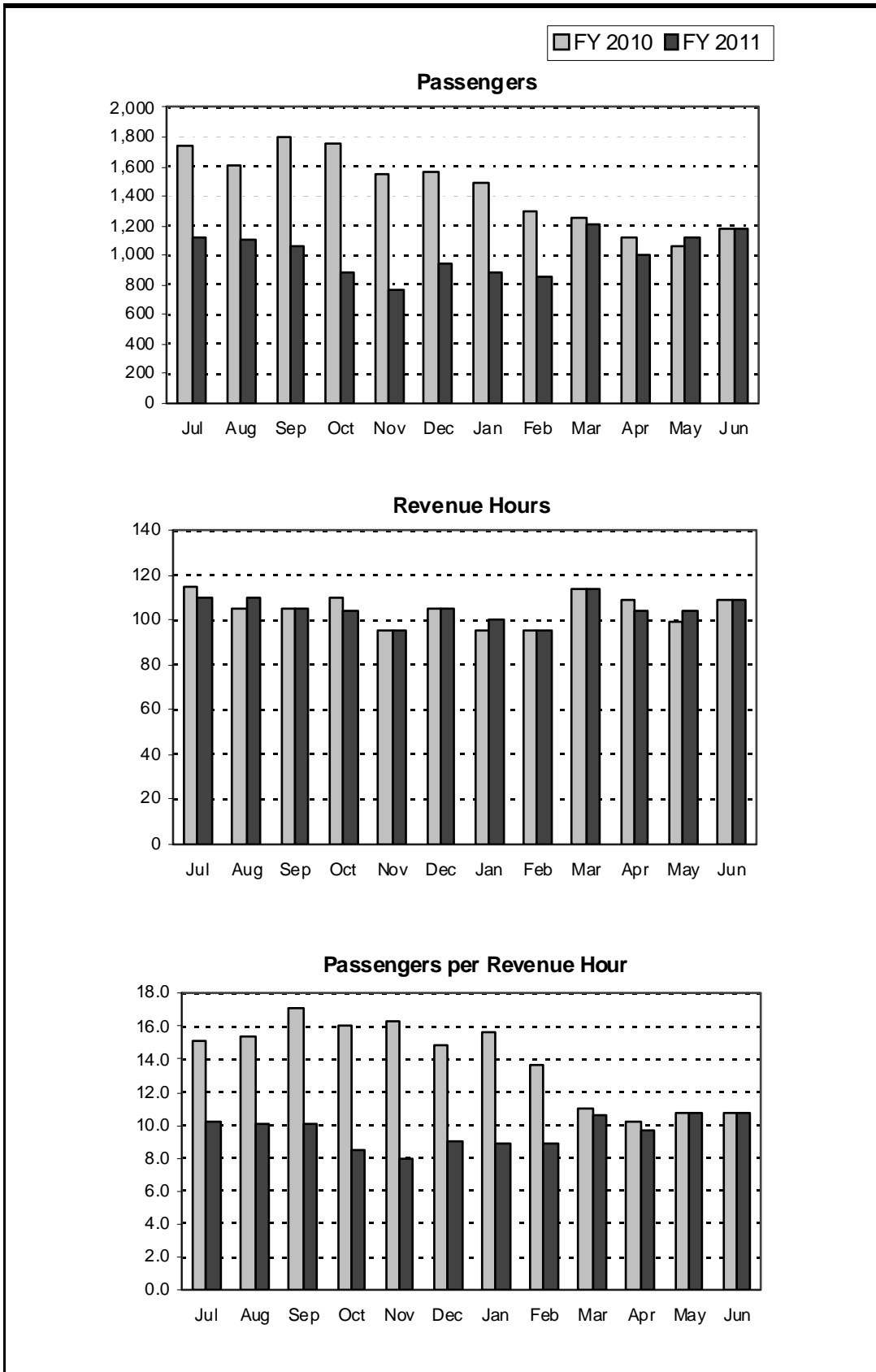
**FIGURE 1**  
**FY 2010 and FY 2011**  
**Downtown-Waterfront Shuttle**



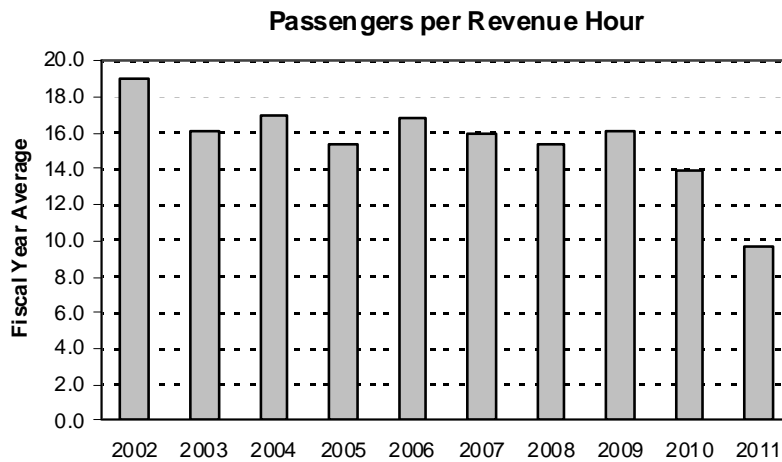
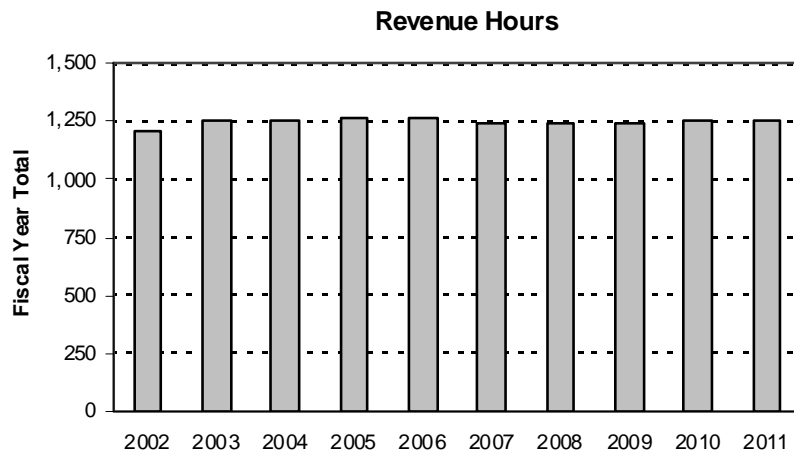
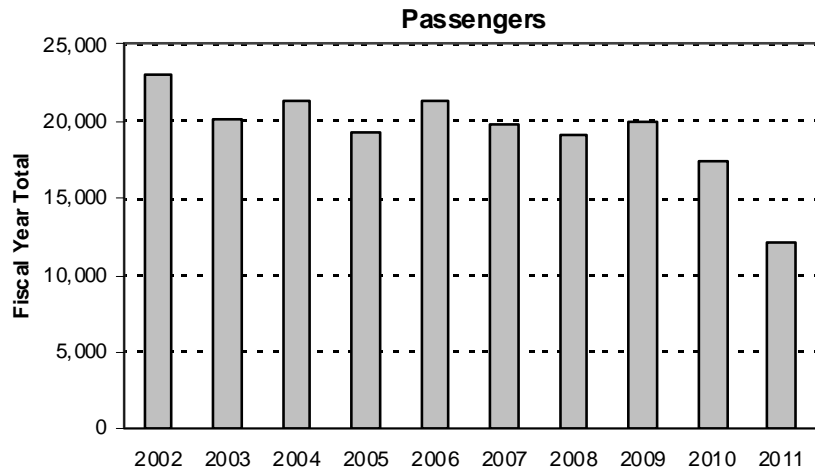
**FIGURE 2**  
**FY 2002 Through FY 2011 Totals**  
**Downtown-Waterfront Shuttle**



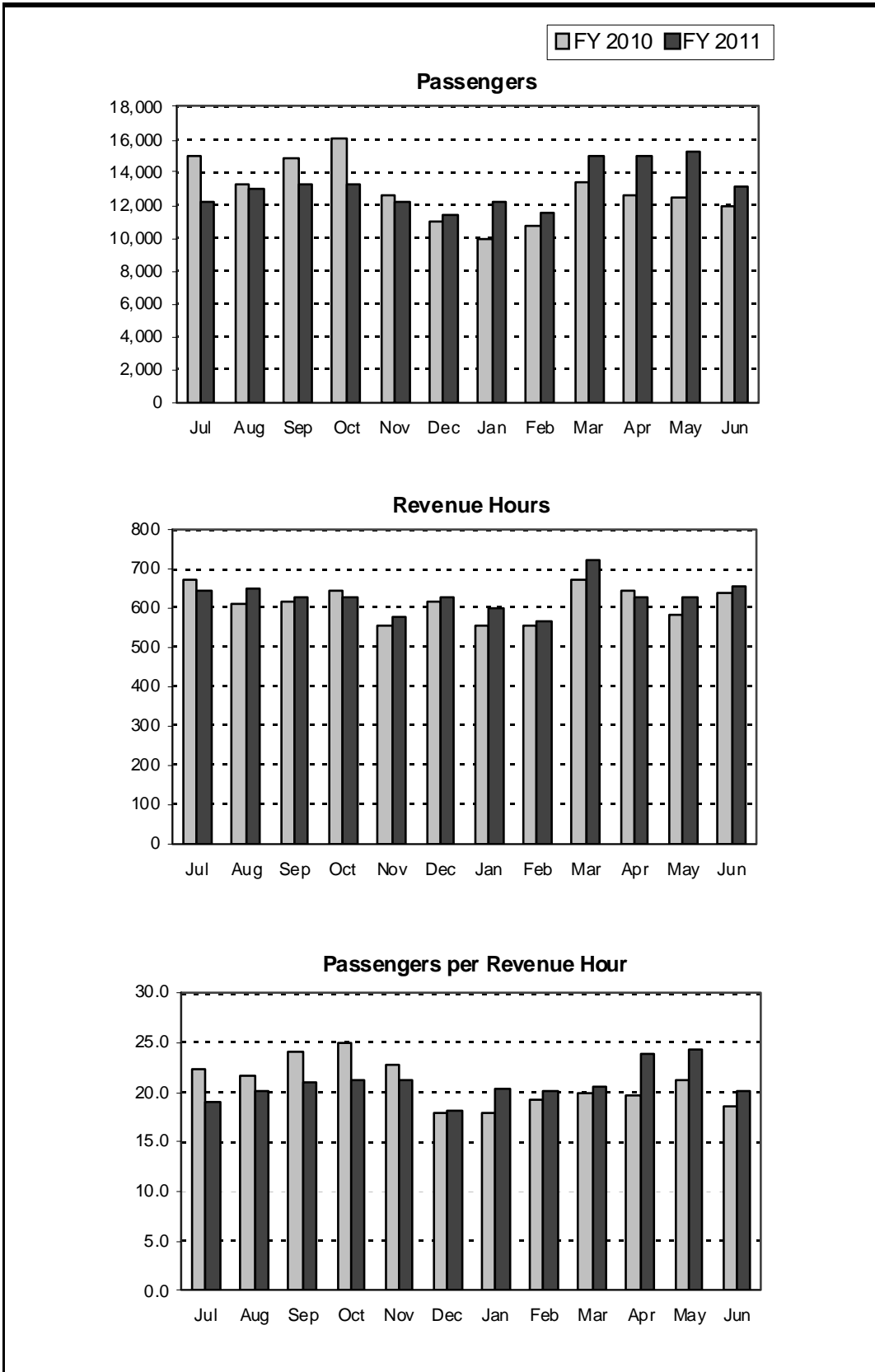
**FIGURE 3**  
**FY 2010 and FY 2011**  
**Carrillo Commuter Lot Shuttle**



**FIGURE 4**  
**FY 2002 Through FY 2011 Totals**  
**Carrillo Commuter Lot Shuttle**



**FIGURE 5**  
**FY 2010 and FY 2011**  
**Crosstown Shuttle**



**FIGURE 6**  
**FY 2002 Through FY 2011 Totals**  
**Crosstown Shuttle**

