

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

Traffic Mitigation

**Quarter Ending
September 30, 2011**

Prepared by the

Santa Barbara Metropolitan Transit District



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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 Ridership¹

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

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.