

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 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
<u>2nd Quarter</u>								
Oct 2011	(40)	724	560	1,244	64	141	95	300
Nov 2011	47	708	537	1,292	32	134	91	257
Dec 2011	(127)	449	443	765	(10)	103	74	167

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.