

# **MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle**

**Monthly Report  
October 2012**

*Prepared by the*

Santa Barbara Metropolitan Transit District



November 20, 2012

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## **MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle October 2012 Monthly Report**

The City of Santa Barbara provides funding to the Santa Barbara Metropolitan Transit District (MTD) to assist in supporting MTD's Downtown-Waterfront Shuttle service. This report, prepared pursuant to Agreement No. 24,179, provides the City with data regarding this service.

### **DOWNTOWN-WATERFRONT SHUTTLE**

The City provides a fare-buydown subsidy to MTD for the Downtown-Waterfront Shuttle for clean and quiet 22-ft. electric shuttle services to meet downtown Santa Barbara traffic-reduction goals. 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. Effective July 1, 2012, the one-way fare increased from \$0.25 to \$0.50 (with a half-fare of \$0.25 for elderly persons and persons with disabilities). Transfers between the State Street and Waterfront services are free.

Table 1 presents the ridership of the Downtown-Waterfront Shuttle service for October 2012 and for fiscal year (FY) 2013 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 2012 had 23 weekday service days and 8 weekend service days, while October 2011 had 21 weekday service days and 10 weekend service days.

Table 2 shows the number of revenue hours that MTD operated on the Downtown-Waterfront Shuttle in October 2012 and for fiscal year 2013 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.

As shown in Table 1, total ridership on the Downtown-Waterfront Shuttle decreased substantially, from 40,471 passengers in October 2011 to 33,699 in October 2012. Ridership decreased on both State Street and the Waterfront. The July 1 fare increase (discussed above) undoubtedly accounted for much of the decrease. Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle decreased slightly, with 1,116 hours in October 2011 and 1,087 hours in October 2012. Average riders per hour decreased from 36.3 in October 2011 to 31.0 in October 2012. Due to the fare increase, estimated fare revenue increased from \$8,995.00 in October 2011 to \$12,882.75 in October 2012.

**TABLE 1**  
**MTD Routes Assisted by Santa Barbara - Ridership**

Line	Current Month		Fiscal Year To Date		Percent Change	
	FY 2013 Oct 2012	FY 2012 Oct 2011	FY 2013 Jul-Oct	FY 2012 Jul-Oct	Current Month	FY Total
<b>Downtown-Waterfront Shuttle</b>						
Line 30 - State Street	28,197	33,309	151,359	182,124	-15.3%	-16.9%
Line 31 - East Beach	3,805	5,098	28,952	34,857	-25.4%	-16.9%
Line 32 - West Beach	1,697	2,064	10,854	14,440	-17.8%	-24.8%
<i>Downtown-Waterfront Total</i>	<i>33,699</i>	<i>40,471</i>	<i>191,165</i>	<i>231,421</i>	<i>-16.7%</i>	<i>-17.4%</i>

Source: Santa Barbara Metropolitan Transit District.

**TABLE 2**  
**MTD Routes Assisted by Santa Barbara - Revenue Hours**

Line	Current Month		Fiscal Year To Date		Riders per Hour	
	FY 2013 Oct 2012	FY 2012 Oct 2011	FY 2013 Jul-Oct	FY 2012 Jul-Oct	FY 2013 Oct 2012	FY 2012 Oct 2011
<b>Downtown-Waterfront Shuttle</b>						
Line 30 - State Street	835	864	4,099	4,296	33.8	38.6
Line 31 - East Beach	169	169	1,078	1,101	22.5	30.2
Line 32 - West Beach	83	83	501	503	20.4	24.9
<i>Downtown-Waterfront Total</i>	<i>1,087</i>	<i>1,116</i>	<i>5,678</i>	<i>5,900</i>	<i>31.0</i>	<i>36.3</i>

Source: Santa Barbara Metropolitan Transit District.

### 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. It is likely that ridership during the current year will continue to be lower than this trend, due to the fare increase.

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.

### Marketing & Public Information

- Passenger information cards are distributed at many locations along the route, including lodging establishments and the Visitors' Center. During the summer, the Downtown Organization hands out the cards as part of their "Downtown Hosts" program.
- 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," the Santa Barbara Conference & Visitors Bureau and Film Commission, and the Downtown Organization.
- The Downtown-Waterfront Shuttle route is featured in the "Downtown Map & Guide" 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.

**TABLE 3A: Downtown-Waterfront Shuttle Ridership**

Month	Fiscal Year										
	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
Jul.	72,007	78,586	73,895	76,499	73,310	75,727	77,887	78,777	75,620	77,684	62,441
Aug.	72,465	79,726	70,693	71,631	66,978	70,257	82,138	71,549	72,370	68,232	55,143
Sep.	47,600	47,203	48,519	45,410	47,491	45,967	46,286	48,034	46,939	45,034	39,882
Oct.	40,072	45,430	38,690	38,797	36,864	39,422	41,480	37,068	37,584	40,471	33,699
Nov.	36,240	35,899	32,307	34,528	32,350	33,210	33,044	32,677	31,884	28,978	
Dec.	33,443	31,832	30,376	31,672	30,473	30,298	28,375	28,586	27,415	31,745	
Jan.	38,051	36,212	28,900	33,439	30,698	28,370	33,527	32,152	34,229	35,236	
Feb.	34,602	33,550	28,036	34,767	30,898	30,575	27,233	31,372	28,823	34,481	
Mar.	43,923	40,149	36,855	34,067	35,999	41,274	34,380	39,381	32,626	36,286	
Apr.	41,452	40,536	38,369	37,411	37,436	38,653	40,821	39,387	41,618	41,360	
May	43,085	43,982	44,240	42,861	43,587	43,347	44,631	44,166	44,456	45,742	
Jun.	56,228	53,482	59,501	55,301	59,194	63,083	54,150	56,535	52,381	56,181	
Total	559,168	566,587	530,381	536,383	525,278	540,183	543,952	539,684	525,945	541,430	

**TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours**

Month	Fiscal Year										
	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
Jul.	1,777	1,786	1,754	1,786	1,586	1,682	1,785	1,791	1,830	1,836	1,724
Aug.	1,772	1,801	1,704	1,702	1,615	1,673	1,806	1,765	1,773	1,766	1,717
Sep.	1,279	1,227	1,225	1,214	1,173	1,192	1,086	1,237	1,188	1,182	1,149
Oct.	1,254	1,235	1,137	1,139	1,114	1,122	1,093	1,114	1,100	1,116	1,087
Nov.	1,128	1,114	1,062	1,058	1,042	1,070	1,072	1,064	1,043	1,043	
Dec.	1,150	1,123	1,084	1,082	1,067	1,105	1,076	1,081	1,088	1,046	
Jan.	1,168	1,176	1,146	1,140	1,119	1,128	1,135	1,155	1,115	1,119	
Feb.	1,062	1,102	1,026	1,035	1,011	1,043	1,013	1,013	993	1,029	
Mar.	1,176	1,128	1,119	1,126	1,113	1,121	1,109	1,101	1,074	1,089	
Apr.	1,182	1,060	1,093	1,109	1,079	1,062	1,065	1,063	1,058	1,047	
May	1,349	1,190	1,227	1,193	1,234	1,297	1,342	1,235	1,218	1,215	
Jun.	1,520	1,655	1,646	1,432	1,685	1,705	1,715	1,707	1,710	1,678	
Total	15,817	15,597	15,223	15,016	14,838	15,200	15,297	15,326	15,190	15,166	

**TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour**

Month	Fiscal Year										
	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
Jul.	40.5	44.0	42.1	42.8	46.2	45.0	43.6	44.0	41.3	42.3	36.2
Aug.	40.9	44.3	41.5	42.1	41.5	42.0	45.5	40.5	40.8	38.6	32.1
Sep.	37.2	38.5	39.6	37.4	40.5	38.6	42.6	38.8	39.5	38.1	34.7
Oct.	32.0	36.8	34.0	34.1	33.1	35.1	38.0	33.3	34.2	36.3	31.0
Nov.	32.1	32.2	30.4	32.6	31.0	31.0	30.8	30.7	30.6	27.8	
Dec.	29.1	28.3	28.0	29.3	28.6	27.4	26.4	26.4	25.2	30.3	
Jan.	32.6	30.8	25.2	29.3	27.4	25.2	29.5	27.8	30.7	31.5	
Feb.	32.6	30.4	27.3	33.6	30.6	29.3	26.9	31.0	29.0	33.5	
Mar.	37.3	35.6	32.9	30.3	32.3	36.8	31.0	35.8	30.4	33.3	
Apr.	35.1	38.2	35.1	33.7	34.7	36.4	38.3	37.1	39.3	39.5	
May	31.9	37.0	36.1	35.9	35.3	33.4	33.3	35.8	36.5	37.6	
Jun.	37.0	32.3	36.1	38.6	35.1	37.0	31.6	33.1	30.6	33.5	
Avg.	35.4	36.3	34.8	35.7	35.4	35.5	35.6	35.2	34.6	35.7	

Source: Santa Barbara Metropolitan Transit District.