

MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle

**Annual Report
FY 2013**

Prepared by the

Santa Barbara Metropolitan Transit District



August 15, 2013

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MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle FY 2013 Annual 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 during fiscal year (FY) 2013 (the period from July 1, 2012, through June 30, 2013).

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 subsidy allows MTD to charge a much lower fare for the shuttle than for other routes. 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. 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 following pages present a table and figures of operating characteristics and performance indicators for the Downtown-Waterfront Shuttle. The table presents annual totals for FY 2013 and FY 2012. (*Note that all FY 2013 financial data are estimates.*) Figure 1 presents data by month in FY 2013 compared to FY 2012, while Figures 2 and 3 present ten-year trends in annual totals.

As shown in Table 1, ridership on the Downtown-Waterfront Shuttle decreased substantially in FY 2013 compared to FY 2012. The decrease is likely due to the fare increase implemented at the beginning of FY 2013, as discussed above. MTD expects that the decrease due to the fare increase has bottomed out, and that ridership will begin to increase in coming months.

The number of revenue hours of service provided increased slightly from FY 2012 to FY 2013. This increase, coupled with the significant ridership decrease, resulted in a sharp decrease in the average number of riders per revenue hour. This measure decreased from 35.7 in FY 2012 to 27.6 in FY 2013. However, the fare revenue collected on the shuttles increased by nearly \$46,000 (38.6 percent), due to the higher fare charged in FY 2013.

Figure 1 compares the Downtown-Waterfront Shuttle in terms of ridership, revenue hours, and passengers per revenue hour by month for FY 2013 and FY 2012. Figure 2 presents 10-year trends for those same measures. Figure 3 shows a 10-year trend in farebox revenue.

TABLE 1
Downtown-Waterfront Shuttle¹

	FY 2013	FY 2012
Downtown-Waterfront Shuttle	Total	Total
Operating Characteristics		
Passengers (One-Way Trips)	423,927	541,430
Revenue Hours	15,372	15,166
Operating Cost to MTD ²	\$1,751,386	\$1,656,851
<i>Sources of Revenue (Est.)</i>		
Farebox Revenue	\$165,080	\$119,127
City Fare-Buydown Subsidy	\$1,029,051	\$1,069,876
<u>MTD Subsidy</u>	<u>\$557,255</u>	<u>\$467,848</u>
Total	\$1,751,386	\$1,656,851
Performance Indicators		
Passengers per Revenue Hour	27.6	35.7
Operating Cost per Passenger	\$4.13	\$3.06

Note 1: All FY 2013 financial data are estimated.

Note 2: MTD's FY 2013 budgeted systemwide average hourly operating cost (not including depreciation) totaled \$113.93. The FY 2012 audited hourly cost totaled \$109.25.

Source: Santa Barbara Metropolitan Transit District.

FIGURE 1
FY 2012 and FY 2013
Downtown-Waterfront Shuttle

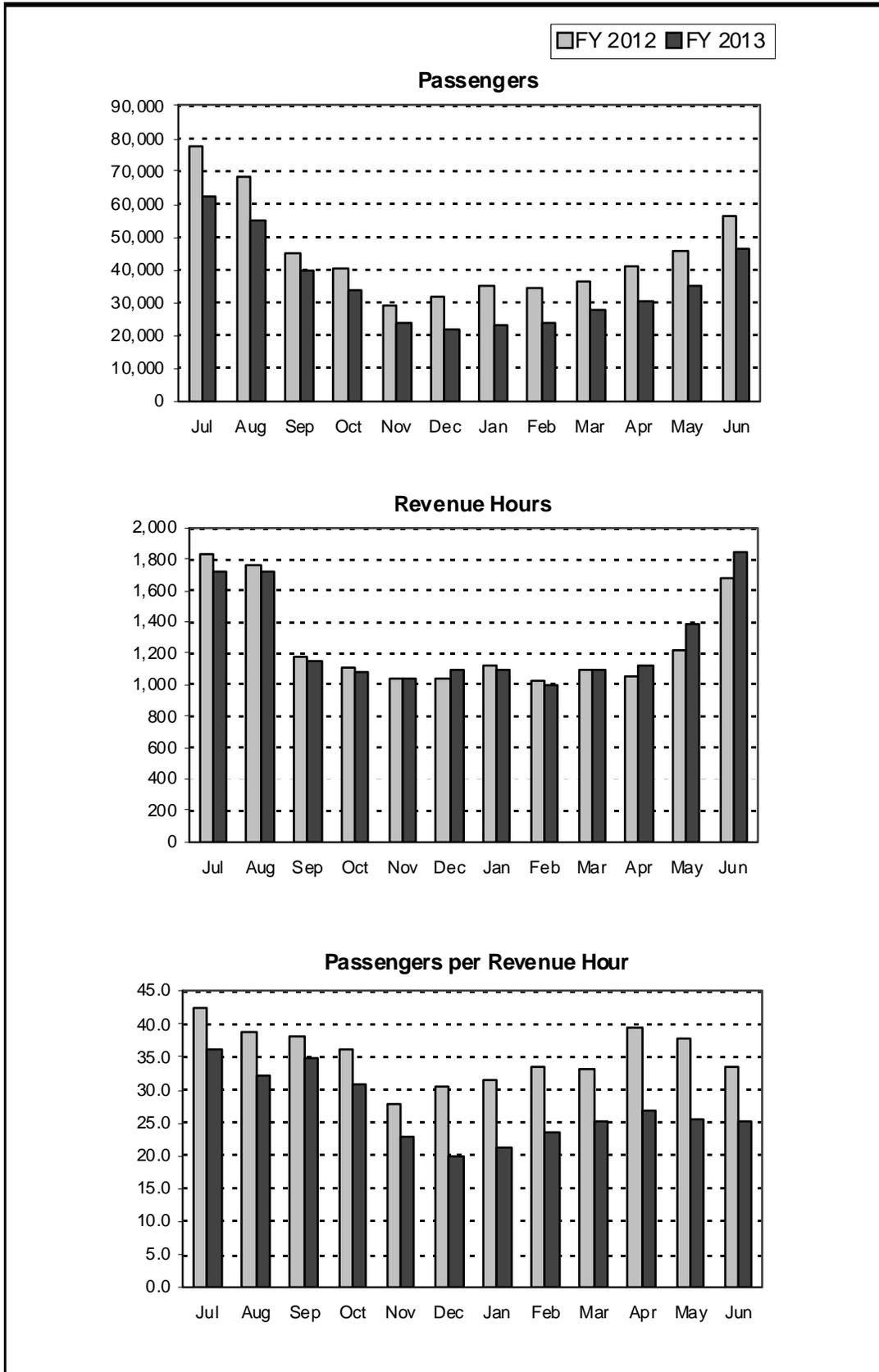


FIGURE 2
FY 2004 Through FY 2013 Totals
Downtown-Waterfront Shuttle

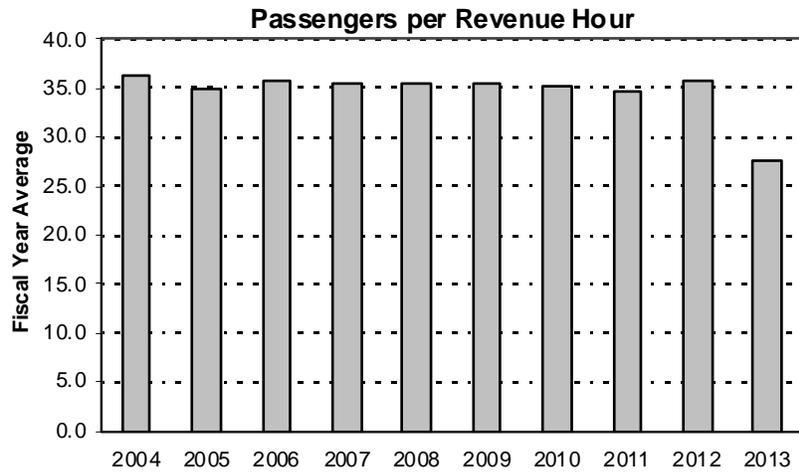
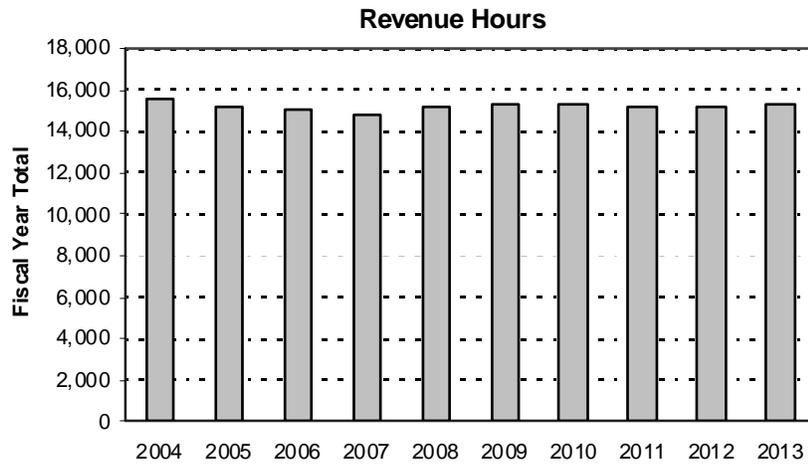
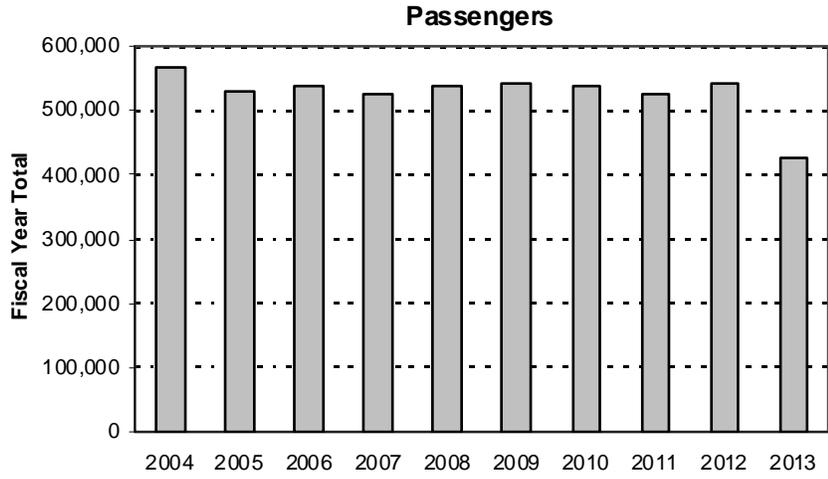
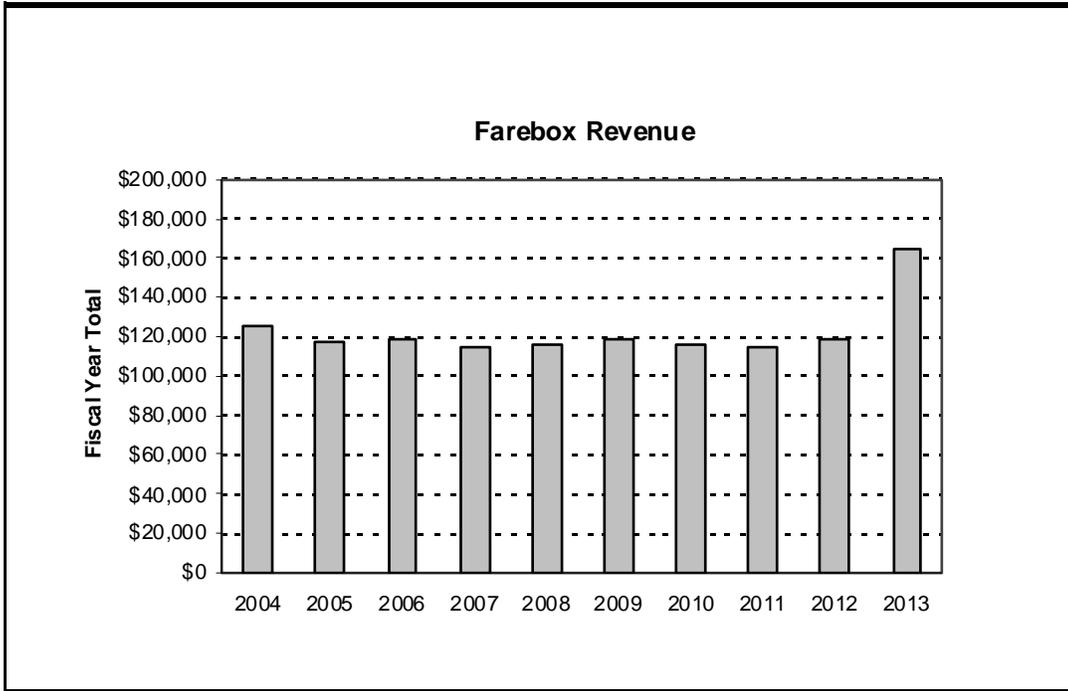


FIGURE 3
FY 2004 Through FY 2013 Totals
Downtown-Waterfront Shuttle Farebox Revenue



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

Traffic Mitigation

**Quarter Ending
September 30, 2013**

Prepared by the

Santa Barbara Metropolitan Transit District



October 24, 2013



Traffic Mitigation Quarter Ending September 30, 2013

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) 2014.

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 2014 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 2013	(297)	534	325	562	1	101	74	176
Aug 2013	(213)	466	318	571	(43)	99	70	126
Sep 2013	(122)	717	357	952	(19)	156	70	207

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 show only that fewer persons rode Lines 1 & 2 on a typical weekday in a given month in FY 2014 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.

MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle

Monthly Report September 2013

Prepared by the

Santa Barbara Metropolitan Transit District



October 24, 2013

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MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle September 2013 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. 24,534, 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 is \$0.50, with a half-fare of \$0.25 for seniors 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 September 2013 and the total for fiscal year (FY) 2013. (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 2013 had 20 weekday service days and 10 weekend service days, while September 2012 had 19 weekday service days and 11 weekend service days.

Table 2 shows the number of revenue hours that MTD operated on the Downtown-Waterfront Shuttle in 2013 and the total for fiscal year 2013, 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 from 39,882 passengers in September 2012 to 35,605 in September 2013. Ridership decreased on State Street and increased on the Waterfront.

Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle decreased slightly, from 1,149 hours in September 2012 to 1,121 hours in September 2013. Average riders per hour decreased from 34.7 in September 2012 to 31.8 in September 2013. Estimated fare revenue decreased from \$15,650.5 in September 2012 to \$13,392.00 in September 2013.

TABLE 1
MTD Routes Assisted by Santa Barbara - Ridership

Line	Current Month		Fiscal Year To Date		Percent Change	
	FY 2014 Sep 2013	FY 2013 Sep 2012	FY 2014 Jul-Sep	FY 2013 Jul-Sep	Current Month	FY Total
Downtown-Waterfront Shuttle						
Line 30 - State Street	27,765	32,714	115,839	123,162	-15.1%	-5.9%
Line 31 - East Beach	5,396	4,894	21,980	25,147	10.3%	-12.6%
Line 32 - West Beach	2,444	2,274	9,303	9,157	7.5%	1.6%
<i>Downtown-Waterfront Total</i>	<i>35,605</i>	<i>39,882</i>	<i>147,122</i>	<i>157,466</i>	<i>-10.7%</i>	<i>-6.6%</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 2014 Sep 2013	FY 2013 Sep 2012	FY 2014 Jul-Sep	FY 2013 Jul-Sep	FY 2014 Sep 2013	FY 2013 Sep 2012
Downtown-Waterfront Shuttle						
Line 30 - State Street	855	876	3,364	3,264	32.5	37.3
Line 31 - East Beach	181	185	853	909	29.8	26.5
Line 32 - West Beach	85	88	390	419	28.8	25.8
<i>Downtown-Waterfront Total</i>	<i>1,121</i>	<i>1,149</i>	<i>4,607</i>	<i>4,592</i>	<i>31.8</i>	<i>34.7</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, prior to the fare increase on July 1, 2012, annual ridership varied from approximately 525,000 to 567,000 passengers. Ridership following the fare increase has been substantially lower than this trend.

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.

TABLE 3A: Downtown-Waterfront Shuttle Ridership

Month	Fiscal Year										
	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Jul.	78,586	73,895	76,499	73,310	75,727	77,887	78,777	75,620	77,684	62,441	57,628
Aug.	79,726	70,693	71,631	66,978	70,257	82,138	71,549	72,370	68,232	55,143	53,889
Sep.	47,203	48,519	45,410	47,491	45,967	46,286	48,034	46,939	45,034	39,882	35,605
Oct.	45,430	38,690	38,797	36,864	39,422	41,480	37,068	37,584	40,471	33,699	
Nov.	35,899	32,307	34,528	32,350	33,210	33,044	32,677	31,884	28,978	23,931	
Dec.	31,832	30,376	31,672	30,473	30,298	28,375	28,586	27,415	31,745	21,863	
Jan.	36,212	28,900	33,439	30,698	28,370	33,527	32,152	34,229	35,236	23,269	
Feb.	33,550	28,036	34,767	30,898	30,575	27,233	31,372	28,823	34,481	23,595	
Mar.	40,149	36,855	34,067	35,999	41,274	34,380	39,381	32,626	36,286	27,764	
Apr.	40,536	38,369	37,411	37,436	38,653	40,821	39,387	41,618	41,360	30,484	
May	43,982	44,240	42,861	43,587	43,347	44,631	44,166	44,456	45,742	35,186	
Jun.	53,482	59,501	55,301	59,194	63,083	54,150	56,535	52,381	56,181	46,670	
Total	566,587	530,381	536,383	525,278	540,183	543,952	539,684	525,945	541,430	423,927	

TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours

Month	Fiscal Year										
	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Jul.	1,786	1,754	1,786	1,586	1,682	1,785	1,791	1,830	1,836	1,724	1,743
Aug.	1,801	1,704	1,702	1,615	1,673	1,806	1,765	1,773	1,766	1,717	1,743
Sep.	1,227	1,225	1,214	1,173	1,192	1,086	1,237	1,188	1,182	1,149	1,121
Oct.	1,235	1,137	1,139	1,114	1,122	1,093	1,114	1,100	1,116	1,087	
Nov.	1,114	1,062	1,058	1,042	1,070	1,072	1,064	1,043	1,043	1,040	
Dec.	1,123	1,084	1,082	1,067	1,105	1,076	1,081	1,088	1,046	1,100	
Jan.	1,176	1,146	1,140	1,119	1,128	1,135	1,155	1,115	1,119	1,103	
Feb.	1,102	1,026	1,035	1,011	1,043	1,013	1,013	993	1,029	996	
Mar.	1,128	1,119	1,126	1,113	1,121	1,109	1,101	1,074	1,089	1,103	
Apr.	1,060	1,093	1,109	1,079	1,062	1,065	1,063	1,058	1,047	1,129	
May	1,190	1,227	1,193	1,234	1,297	1,342	1,235	1,218	1,215	1,382	
Jun.	1,655	1,646	1,432	1,685	1,705	1,715	1,707	1,710	1,678	1,842	
Total	15,597	15,223	15,016	14,838	15,200	15,297	15,326	15,190	15,166	15,372	

TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour

Month	Fiscal Year										
	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Jul.	44.0	42.1	42.8	46.2	45.0	43.6	44.0	41.3	42.3	36.2	33.1
Aug.	44.3	41.5	42.1	41.5	42.0	45.5	40.5	40.8	38.6	32.1	30.9
Sep.	38.5	39.6	37.4	40.5	38.6	42.6	38.8	39.5	38.1	34.7	31.8
Oct.	36.8	34.0	34.1	33.1	35.1	38.0	33.3	34.2	36.3	31.0	
Nov.	32.2	30.4	32.6	31.0	31.0	30.8	30.7	30.6	27.8	23.0	
Dec.	28.3	28.0	29.3	28.6	27.4	26.4	26.4	25.2	30.3	19.9	
Jan.	30.8	25.2	29.3	27.4	25.2	29.5	27.8	30.7	31.5	21.1	
Feb.	30.4	27.3	33.6	30.6	29.3	26.9	31.0	29.0	33.5	23.7	
Mar.	35.6	32.9	30.3	32.3	36.8	31.0	35.8	30.4	33.3	25.2	
Apr.	38.2	35.1	33.7	34.7	36.4	38.3	37.1	39.3	39.5	27.0	
May	37.0	36.1	35.9	35.3	33.4	33.3	35.8	36.5	37.6	25.5	
Jun.	32.3	36.1	38.6	35.1	37.0	31.6	33.1	30.6	33.5	25.3	
Avg.	36.3	34.8	35.7	35.4	35.5	35.6	35.2	34.6	35.7	27.6	

Source: Santa Barbara Metropolitan Transit District.

MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle

**Monthly Report
October 2013**

Prepared by the

Santa Barbara Metropolitan Transit District



November 21, 2013

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MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle October 2013 Monthly Report

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

Table 2 shows the number of revenue hours that MTD operated on the Downtown-Waterfront Shuttle in 2013 and the total for fiscal year 2013, 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 from 33,699 passengers in October 2012 to 32,628 in October 2013. Ridership decreased on State Street and increased on the Waterfront.

Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle increased from 1,087 hours in October 2012 to 1,133 hours in October 2013. Average riders per hour decreased from 31.0 in October 2012 to 28.8 in October 2013. Estimated fare revenue decreased from \$12,882.75 in October 2012 to \$12,202.50 in October 2013.

TABLE 1
MTD Routes Assisted by Santa Barbara - Ridership

Line	Current Month		Fiscal Year To Date		Percent Change	
	FY 2014 Oct 2013	FY 2013 Oct 2012	FY 2014 Jul-Oct	FY 2013 Jul-Oct	Current Month	FY Total
Downtown-Waterfront Shuttle						
Line 30 - State Street	26,659	28,197	142,498	151,359	-5.5%	-5.9%
Line 31 - East Beach	4,095	3,805	26,075	28,952	7.6%	-9.9%
Line 32 - West Beach	1,874	1,697	11,177	10,854	10.4%	3.0%
<i>Downtown-Waterfront Total</i>	<i>32,628</i>	<i>33,699</i>	<i>179,750</i>	<i>191,165</i>	<i>-3.2%</i>	<i>-6.0%</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 2014 Oct 2013	FY 2013 Oct 2012	FY 2014 Jul-Oct	FY 2013 Jul-Oct	FY 2014 Oct 2013	FY 2013 Oct 2012
Downtown-Waterfront Shuttle						
Line 30 - State Street	868	835	4,232	4,099	30.7	33.8
Line 31 - East Beach	182	169	1,035	1,078	22.5	22.5
Line 32 - West Beach	83	83	472	501	22.6	20.4
<i>Downtown-Waterfront Total</i>	<i>1,133</i>	<i>1,087</i>	<i>5,739</i>	<i>5,678</i>	<i>28.8</i>	<i>31.0</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, prior to the fare increase on July 1, 2012, annual ridership varied from approximately 525,000 to 567,000 passengers. Ridership following the fare increase has been substantially lower than this trend.

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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.

TABLE 3A: Downtown-Waterfront Shuttle Ridership

Month	Fiscal Year										
	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Jul.	78,586	73,895	76,499	73,310	75,727	77,887	78,777	75,620	77,684	62,441	57,628
Aug.	79,726	70,693	71,631	66,978	70,257	82,138	71,549	72,370	68,232	55,143	53,889
Sep.	47,203	48,519	45,410	47,491	45,967	46,286	48,034	46,939	45,034	39,882	35,605
Oct.	45,430	38,690	38,797	36,864	39,422	41,480	37,068	37,584	40,471	33,699	32,628
Nov.	35,899	32,307	34,528	32,350	33,210	33,044	32,677	31,884	28,978	23,931	
Dec.	31,832	30,376	31,672	30,473	30,298	28,375	28,586	27,415	31,745	21,863	
Jan.	36,212	28,900	33,439	30,698	28,370	33,527	32,152	34,229	35,236	23,269	
Feb.	33,550	28,036	34,767	30,898	30,575	27,233	31,372	28,823	34,481	23,595	
Mar.	40,149	36,855	34,067	35,999	41,274	34,380	39,381	32,626	36,286	27,764	
Apr.	40,536	38,369	37,411	37,436	38,653	40,821	39,387	41,618	41,360	30,484	
May	43,982	44,240	42,861	43,587	43,347	44,631	44,166	44,456	45,742	35,186	
Jun.	53,482	59,501	55,301	59,194	63,083	54,150	56,535	52,381	56,181	46,670	
Total	566,587	530,381	536,383	525,278	540,183	543,952	539,684	525,945	541,430	423,927	

TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours

Month	Fiscal Year										
	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Jul.	1,786	1,754	1,786	1,586	1,682	1,785	1,791	1,830	1,836	1,724	1,743
Aug.	1,801	1,704	1,702	1,615	1,673	1,806	1,765	1,773	1,766	1,717	1,743
Sep.	1,227	1,225	1,214	1,173	1,192	1,086	1,237	1,188	1,182	1,149	1,121
Oct.	1,235	1,137	1,139	1,114	1,122	1,093	1,114	1,100	1,116	1,087	1,133
Nov.	1,114	1,062	1,058	1,042	1,070	1,072	1,064	1,043	1,043	1,040	
Dec.	1,123	1,084	1,082	1,067	1,105	1,076	1,081	1,088	1,046	1,100	
Jan.	1,176	1,146	1,140	1,119	1,128	1,135	1,155	1,115	1,119	1,103	
Feb.	1,102	1,026	1,035	1,011	1,043	1,013	1,013	993	1,029	996	
Mar.	1,128	1,119	1,126	1,113	1,121	1,109	1,101	1,074	1,089	1,103	
Apr.	1,060	1,093	1,109	1,079	1,062	1,065	1,063	1,058	1,047	1,129	
May	1,190	1,227	1,193	1,234	1,297	1,342	1,235	1,218	1,215	1,382	
Jun.	1,655	1,646	1,432	1,685	1,705	1,715	1,707	1,710	1,678	1,842	
Total	15,597	15,223	15,016	14,838	15,200	15,297	15,326	15,190	15,166	15,372	

TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour

Month	Fiscal Year										
	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Jul.	44.0	42.1	42.8	46.2	45.0	43.6	44.0	41.3	42.3	36.2	33.1
Aug.	44.3	41.5	42.1	41.5	42.0	45.5	40.5	40.8	38.6	32.1	30.9
Sep.	38.5	39.6	37.4	40.5	38.6	42.6	38.8	39.5	38.1	34.7	31.8
Oct.	36.8	34.0	34.1	33.1	35.1	38.0	33.3	34.2	36.3	31.0	28.8
Nov.	32.2	30.4	32.6	31.0	31.0	30.8	30.7	30.6	27.8	23.0	
Dec.	28.3	28.0	29.3	28.6	27.4	26.4	26.4	25.2	30.3	19.9	
Jan.	30.8	25.2	29.3	27.4	25.2	29.5	27.8	30.7	31.5	21.1	
Feb.	30.4	27.3	33.6	30.6	29.3	26.9	31.0	29.0	33.5	23.7	
Mar.	35.6	32.9	30.3	32.3	36.8	31.0	35.8	30.4	33.3	25.2	
Apr.	38.2	35.1	33.7	34.7	36.4	38.3	37.1	39.3	39.5	27.0	
May	37.0	36.1	35.9	35.3	33.4	33.3	35.8	36.5	37.6	25.5	
Jun.	32.3	36.1	38.6	35.1	37.0	31.6	33.1	30.6	33.5	25.3	
Avg.	36.3	34.8	35.7	35.4	35.5	35.6	35.2	34.6	35.7	27.6	

Source: Santa Barbara Metropolitan Transit District.

MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle

**Monthly Report
November 2013**

Prepared by the

Santa Barbara Metropolitan Transit District



December 13, 2013

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MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle November 2013 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. 24,534, 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 is \$0.50, with a half-fare of \$0.25 for seniors 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 November 2013 and the year-to-date total for fiscal year (FY) 2014. (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 2013 had 18 weekday service days and 11 weekend service days, and November 2012 had 19 weekday service days and 10 weekend service days (MTD does not operate on Thanksgiving Day).

Table 2 shows the number of revenue hours that MTD operated on the Downtown-Waterfront Shuttle in 2013 and the year-to-date total for fiscal year 2014, 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 from 23,931 passengers in November 2012 to 23,282 in November 2013. Ridership decreased on State Street and increased on the Waterfront.

Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle increased from 1,040 hours in November 2012 to 1,069 hours in November 2013. Average riders per hour decreased from 23.0 in November 2012 to 21.8 in November 2013. Estimated fare revenue decreased from \$9,085.50 in November 2012 to \$8,813.75 in November 2013.

TABLE 1
MTD Routes Assisted by Santa Barbara - Ridership

Line	Current Month		Fiscal Year To Date		Percent Change	
	FY 2014 Nov 2013	FY 2013 Nov 2012	FY 2014 Jul-Nov	FY 2013 Jul-Nov	Current Month	FY Total
Downtown-Waterfront Shuttle						
Line 30 - State Street	19,194	20,070	161,692	171,429	-4.4%	-5.7%
Line 31 - East Beach	2,816	2,587	28,891	31,539	8.9%	-8.4%
Line 32 - West Beach	1,272	1,274	12,449	12,128	-0.2%	2.6%
<i>Downtown-Waterfront Total</i>	<i>23,282</i>	<i>23,931</i>	<i>203,032</i>	<i>215,096</i>	<i>-2.7%</i>	<i>-5.6%</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 2014 Nov 2013	FY 2013 Nov 2012	FY 2014 Jul-Nov	FY 2013 Jul-Nov	FY 2014 Nov 2013	FY 2013 Nov 2012
Downtown-Waterfront Shuttle						
Line 30 - State Street	827	805	5,058	4,904	23.2	24.9
Line 31 - East Beach	165	158	1,200	1,236	17.1	16.4
Line 32 - West Beach	77	77	550	579	16.5	16.5
<i>Downtown-Waterfront Total</i>	<i>1,069</i>	<i>1,040</i>	<i>6,808</i>	<i>6,719</i>	<i>21.8</i>	<i>23.0</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, prior to the fare increase of July 1, 2012, annual ridership varied from approximately 525,000 to 567,000 passengers. Ridership following the fare increase has been substantially lower than this prior trend.

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.

TABLE 3A: Downtown-Waterfront Shuttle Ridership

Month	Fiscal Year										
	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Jul.	78,586	73,895	76,499	73,310	75,727	77,887	78,777	75,620	77,684	62,441	57,628
Aug.	79,726	70,693	71,631	66,978	70,257	82,138	71,549	72,370	68,232	55,143	53,889
Sep.	47,203	48,519	45,410	47,491	45,967	46,286	48,034	46,939	45,034	39,882	35,605
Oct.	45,430	38,690	38,797	36,864	39,422	41,480	37,068	37,584	40,471	33,699	32,628
Nov.	35,899	32,307	34,528	32,350	33,210	33,044	32,677	31,884	28,978	23,931	23,282
Dec.	31,832	30,376	31,672	30,473	30,298	28,375	28,586	27,415	31,745	21,863	
Jan.	36,212	28,900	33,439	30,698	28,370	33,527	32,152	34,229	35,236	23,269	
Feb.	33,550	28,036	34,767	30,898	30,575	27,233	31,372	28,823	34,481	23,595	
Mar.	40,149	36,855	34,067	35,999	41,274	34,380	39,381	32,626	36,286	27,764	
Apr.	40,536	38,369	37,411	37,436	38,653	40,821	39,387	41,618	41,360	30,484	
May	43,982	44,240	42,861	43,587	43,347	44,631	44,166	44,456	45,742	35,186	
Jun.	53,482	59,501	55,301	59,194	63,083	54,150	56,535	52,381	56,181	46,670	
Total	566,587	530,381	536,383	525,278	540,183	543,952	539,684	525,945	541,430	423,927	

TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours

Month	Fiscal Year										
	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Jul.	1,786	1,754	1,786	1,586	1,682	1,785	1,791	1,830	1,836	1,724	1,743
Aug.	1,801	1,704	1,702	1,615	1,673	1,806	1,765	1,773	1,766	1,717	1,743
Sep.	1,227	1,225	1,214	1,173	1,192	1,086	1,237	1,188	1,182	1,149	1,121
Oct.	1,235	1,137	1,139	1,114	1,122	1,093	1,114	1,100	1,116	1,087	1,133
Nov.	1,114	1,062	1,058	1,042	1,070	1,072	1,064	1,043	1,043	1,040	1,069
Dec.	1,123	1,084	1,082	1,067	1,105	1,076	1,081	1,088	1,046	1,100	
Jan.	1,176	1,146	1,140	1,119	1,128	1,135	1,155	1,115	1,119	1,103	
Feb.	1,102	1,026	1,035	1,011	1,043	1,013	1,013	993	1,029	996	
Mar.	1,128	1,119	1,126	1,113	1,121	1,109	1,101	1,074	1,089	1,103	
Apr.	1,060	1,093	1,109	1,079	1,062	1,065	1,063	1,058	1,047	1,129	
May	1,190	1,227	1,193	1,234	1,297	1,342	1,235	1,218	1,215	1,382	
Jun.	1,655	1,646	1,432	1,685	1,705	1,715	1,707	1,710	1,678	1,842	
Total	15,597	15,223	15,016	14,838	15,200	15,297	15,326	15,190	15,166	15,372	

TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour

Month	Fiscal Year										
	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Jul.	44.0	42.1	42.8	46.2	45.0	43.6	44.0	41.3	42.3	36.2	33.1
Aug.	44.3	41.5	42.1	41.5	42.0	45.5	40.5	40.8	38.6	32.1	30.9
Sep.	38.5	39.6	37.4	40.5	38.6	42.6	38.8	39.5	38.1	34.7	31.8
Oct.	36.8	34.0	34.1	33.1	35.1	38.0	33.3	34.2	36.3	31.0	28.8
Nov.	32.2	30.4	32.6	31.0	31.0	30.8	30.7	30.6	27.8	23.0	21.8
Dec.	28.3	28.0	29.3	28.6	27.4	26.4	26.4	25.2	30.3	19.9	
Jan.	30.8	25.2	29.3	27.4	25.2	29.5	27.8	30.7	31.5	21.1	
Feb.	30.4	27.3	33.6	30.6	29.3	26.9	31.0	29.0	33.5	23.7	
Mar.	35.6	32.9	30.3	32.3	36.8	31.0	35.8	30.4	33.3	25.2	
Apr.	38.2	35.1	33.7	34.7	36.4	38.3	37.1	39.3	39.5	27.0	
May	37.0	36.1	35.9	35.3	33.4	33.3	35.8	36.5	37.6	25.5	
Jun.	32.3	36.1	38.6	35.1	37.0	31.6	33.1	30.6	33.5	25.3	
Avg.	36.3	34.8	35.7	35.4	35.5	35.6	35.2	34.6	35.7	27.6	

Source: Santa Barbara Metropolitan Transit District.