

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

Traffic Mitigation

**Quarter Ending
December 31, 2014**

Prepared by the

Santa Barbara Metropolitan Transit District



January 15, 2015



Traffic Mitigation Quarter Ending December 30, 2014

The Santa Barbara Metropolitan Transit District (MTD) has implemented several service enhancements in partnership with the City of Santa Barbara, including Line 1 - West Santa Barbara, Line 2 - East Santa Barbara, Line 4 - Mesa/SBCC, and Line 37 - Crosstown Shuttle.

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) 2015.

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 - Mesa/SBCC and the Crosstown Shuttle, the ridership in the table represents the entire ridership of the routes.

Fiscal Year 2015 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 2014	(313)	602	475	764	(7)	108	97	198
Nov 2014	(379)	594	441	656	(51)	113	83	145
Dec 2014	(315)	404	396	485	(34)	82	78	126

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 2015 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
November 2014**

Prepared by the

Santa Barbara Metropolitan Transit District



December 23, 2014

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MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle November 2014 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, Medicare card holders, 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 2014 and the year-to-date total for fiscal year (FY) 2015. (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 2014 had 17 weekday service days and 12 weekend service days, while November 2013 had 18 weekday service days and 11 weekend service days. (MTD does not provide service on Thanksgiving Day.)

Table 2 shows the number of revenue hours that MTD operated on the Downtown-Waterfront Shuttle in November 2014 and the year-to-date total for FY 2015, 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 increased slightly, from 23,282 passengers in November 2013 to 23,349 in November 2014. Ridership increased on State Street and decreased slightly on the Waterfront.

Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle increased, with 1,069 hours in November 2013 and 1,086 hours in November 2014. Average riders per hour decreased from 16.9 in November 2013 to 16.6 in November 2014. Estimated fare revenue increased from \$8,813.75 in November

2013 to \$9,007.75 in November 2014. The percentage of passengers who paid the \$0.25 half-fare decreased from 20.1 percent in November 2013 to 18.1 percent in November 2014.

TABLE 1
MTD Routes Assisted by Santa Barbara - Ridership

Line	Current Month		Fiscal Year To Date		Percent Change	
	FY 2015 Nov 2014	FY 2014 Nov 2013	FY 2015 Jul-Nov	FY 2014 Jul-Nov	Current Month	FY Total
Downtown-Waterfront Shuttle						
Line 30 - State Street	19,395	19,194	153,816	161,692	1.0%	-4.9%
Line 31 - East Beach	2,487	2,816	26,308	28,891	-11.7%	-8.9%
Line 32 - West Beach	1,467	1,272	15,085	12,449	15.3%	21.2%
<i>Downtown-Waterfront Total</i>	<i>23,349</i>	<i>23,282</i>	<i>195,209</i>	<i>203,032</i>	<i>0.3%</i>	<i>-3.9%</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 2015 Nov 2014	FY 2014 Nov 2013	FY 2015 Jul-Nov	FY 2014 Jul-Nov	FY 2015 Nov 2014	FY 2014 Nov 2013
Downtown-Waterfront Shuttle						
Line 30 - State Street	848	827	5,052	5,058	22.9	23.2
Line 31 - East Beach	158	165	1,173	1,200	15.7	17.1
Line 32 - West Beach	80	77	587	550	18.3	16.5
<i>Downtown-Waterfront Total</i>	<i>1,086</i>	<i>1,069</i>	<i>6,812</i>	<i>6,808</i>	<i>21.5</i>	<i>21.8</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 in the ten-year period varied from approximately 525,000 to 544,000 passengers. Ridership following the July 1, 2012, 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 Amtrak Pacific Surfliner trains.
- The Downtown-Waterfront Shuttle and the Crosstown Shuttle are featured on the map in the "Explore" section of Santa Barbara Seasons magazine.
- The City Waterfront Department's "Illustrated Map of the Santa Barbara Waterfront" features the Downtown-Waterfront Shuttle.
- Partnership website links are provided by Visit Santa Barbara (formerly the Santa Barbara Conference & Visitors Bureau and Film Commission), Santa Barbara Car Free, 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 Visit Santa Barbara, 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.

MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle

**Monthly Report
December 2014**

Prepared by the

Santa Barbara Metropolitan Transit District



January 15, 2015

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MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle December 2014 Monthly Report

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DOWNTOWN-WATERFRONT SHUTTLE

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Table 1 presents the ridership of the Downtown-Waterfront Shuttle service for December 2014 and the year-to-date total for fiscal year (FY) 2015. (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 2014 had 20 weekday service days and 10 weekend service days, while December 2013 had 19 weekday service days and 11 weekend service days. (MTD does not provide service on Christmas Day.)

Table 2 shows the number of revenue hours that MTD operated on the Downtown-Waterfront Shuttle in December 2014 and the year-to-date total for FY 2015, 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 24,204 passengers in December 2013 to 20,141 in December 2014. Ridership decreased on both State Street and the Waterfront.

Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle also decreased, with 1,086 hours in December 2013 and 1,072 hours in December 2014. Average riders per hour decreased from 22.3 in December 2013 to 18.8 in December 2014. Estimated fare revenue decreased from \$9,251.00 in December 2013 to \$7,790.50 in December 2014. The percentage of

passengers who paid the \$0.25 half-fare decreased from 19.8 percent in December 2013 to 18.8 percent in December 2014.

TABLE 1
MTD Routes Assisted by Santa Barbara - Ridership

Line	Current Month		Fiscal Year To Date		Percent Change	
	FY 2015 Dec 2014	FY 2014 Dec 2013	FY 2015 Jul-Dec	FY 2014 Jul-Dec	Current Month	FY Total
Downtown-Waterfront Shuttle						
Line 30 - State Street	16,995	20,135	170,811	181,827	-15.6%	-6.1%
Line 31 - East Beach	2,254	2,746	28,562	31,637	-17.9%	-9.7%
Line 32 - West Beach	892	1,323	15,977	13,772	-32.6%	16.0%
<i>Downtown-Waterfront Total</i>	<i>20,141</i>	<i>24,204</i>	<i>215,350</i>	<i>227,236</i>	<i>-16.8%</i>	<i>-5.2%</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 2015 Dec 2014	FY 2014 Dec 2013	FY 2015 Jul-Dec	FY 2014 Jul-Dec	FY 2015 Dec 2014	FY 2014 Dec 2013
Downtown-Waterfront Shuttle						
Line 30 - State Street	829	843	5,881	5,901	20.5	23.9
Line 31 - East Beach	163	163	1,336	1,363	13.8	16.8
Line 32 - West Beach	80	80	667	630	11.2	16.5
<i>Downtown-Waterfront Total</i>	<i>1,072</i>	<i>1,086</i>	<i>7,884</i>	<i>7,894</i>	<i>18.8</i>	<i>22.3</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, prior to the fare increase of July 1, 2012, annual ridership in the ten-year period varied from approximately 525,000 to 544,000 passengers. Ridership following the July 1, 2012, 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 Amtrak Pacific Surfliner trains.
- The Downtown-Waterfront Shuttle and the Crosstown Shuttle are featured on the map in the "Explore" section of Santa Barbara Seasons magazine.
- The City Waterfront Department's "Illustrated Map of the Santa Barbara Waterfront" features the Downtown-Waterfront Shuttle.
- Partnership website links are provided by Visit Santa Barbara (formerly the Santa Barbara Conference & Visitors Bureau and Film Commission), Santa Barbara Car Free, 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 Visit Santa Barbara, 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.

TABLE 3A: Downtown-Waterfront Shuttle Ridership

Month	Fiscal Year										
	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15
Jul.	73,895	76,499	73,310	75,727	77,887	78,777	75,620	77,684	62,441	57,628	54,658
Aug.	70,693	71,631	66,978	70,257	82,138	71,549	72,370	68,232	55,143	53,889	51,828
Sep.	48,519	45,410	47,491	45,967	46,286	48,034	46,939	45,034	39,882	35,605	33,348
Oct.	38,690	38,797	36,864	39,422	41,480	37,068	37,584	40,471	33,699	32,628	32,026
Nov.	32,307	34,528	32,350	33,210	33,044	32,677	31,884	28,978	23,931	23,282	23,349
Dec.	30,376	31,672	30,473	30,298	28,375	28,586	27,415	31,745	21,863	24,204	20,141
Jan.	28,900	33,439	30,698	28,370	33,527	32,152	34,229	35,236	23,269	27,947	
Feb.	28,036	34,767	30,898	30,575	27,233	31,372	28,823	34,481	23,595	23,527	
Mar.	36,855	34,067	35,999	41,274	34,380	39,381	32,626	36,286	27,764	30,739	
Apr.	38,369	37,411	37,436	38,653	40,821	39,387	41,618	41,360	30,484	36,492	
May	44,240	42,861	43,587	43,347	44,631	44,166	44,456	45,742	35,186	33,276	
Jun.	59,501	55,301	59,194	63,083	54,150	56,535	52,381	56,181	46,670	42,037	
Total	530,381	536,383	525,278	540,183	543,952	539,684	525,945	541,430	423,927	421,254	

TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours

Month	Fiscal Year										
	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15
Jul.	1,754	1,786	1,586	1,682	1,785	1,791	1,830	1,836	1,724	1,743	1,729
Aug.	1,704	1,702	1,615	1,673	1,806	1,765	1,773	1,766	1,717	1,743	1,759
Sep.	1,225	1,214	1,173	1,192	1,086	1,237	1,188	1,182	1,149	1,121	1,106
Oct.	1,137	1,139	1,114	1,122	1,093	1,114	1,100	1,116	1,087	1,133	1,131
Nov.	1,062	1,058	1,042	1,070	1,072	1,064	1,043	1,043	1,040	1,069	1,086
Dec.	1,084	1,082	1,067	1,105	1,076	1,081	1,088	1,046	1,100	1,086	1,072
Jan.	1,146	1,140	1,119	1,128	1,135	1,155	1,115	1,119	1,103	1,126	
Feb.	1,026	1,035	1,011	1,043	1,013	1,013	993	1,029	996	1,000	
Mar.	1,119	1,126	1,113	1,121	1,109	1,101	1,074	1,089	1,103	1,173	
Apr.	1,093	1,109	1,079	1,062	1,065	1,063	1,058	1,047	1,129	1,214	
May	1,227	1,193	1,234	1,297	1,342	1,235	1,218	1,215	1,382	1,331	
Jun.	1,646	1,432	1,685	1,705	1,715	1,707	1,710	1,678	1,842	1,694	
Total	15,223	15,016	14,838	15,200	15,297	15,326	15,190	15,166	15,372	15,433	

TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour

Month	Fiscal Year										
	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15
Jul.	42.1	42.8	46.2	45.0	43.6	44.0	41.3	42.3	36.2	33.1	31.6
Aug.	41.5	42.1	41.5	42.0	45.5	40.5	40.8	38.6	32.1	30.9	29.5
Sep.	39.6	37.4	40.5	38.6	42.6	38.8	39.5	38.1	34.7	31.8	30.2
Oct.	34.0	34.1	33.1	35.1	38.0	33.3	34.2	36.3	31.0	28.8	28.3
Nov.	30.4	32.6	31.0	31.0	30.8	30.7	30.6	27.8	23.0	21.8	21.5
Dec.	28.0	29.3	28.6	27.4	26.4	26.4	25.2	30.3	19.9	22.3	18.8
Jan.	25.2	29.3	27.4	25.2	29.5	27.8	30.7	31.5	21.1	24.8	
Feb.	27.3	33.6	30.6	29.3	26.9	31.0	29.0	33.5	23.7	23.5	
Mar.	32.9	30.3	32.3	36.8	31.0	35.8	30.4	33.3	25.2	26.2	
Apr.	35.1	33.7	34.7	36.4	38.3	37.1	39.3	39.5	27.0	30.1	
May	36.1	35.9	35.3	33.4	33.3	35.8	36.5	37.6	25.5	25.0	
Jun.	36.1	38.6	35.1	37.0	31.6	33.1	30.6	33.5	25.3	24.8	
Avg.	34.8	35.7	35.4	35.5	35.6	35.2	34.6	35.7	27.6	27.3	

Source: Santa Barbara Metropolitan Transit District.

MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle

**Monthly Report
January 2015**

Prepared by the

Santa Barbara Metropolitan Transit District



February 17, 2015

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DOWNTOWN-WATERFRONT SHUTTLE

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Table 2 shows the number of revenue hours that MTD operated on the Downtown-Waterfront Shuttle in January 2015 and the year-to-date total for FY 2015, 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 27,947 passengers in January 2014 to 24,576 in January 2015. Ridership decreased on both State Street and the Waterfront.

Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle were flat, with 1,126 hours in January 2014 and 1,127 hours in January 2015. Average riders per hour decreased from 24.8 in January 2014 to 21.8 in January 2015. Estimated fare revenue decreased from \$10,690.25 in January 2014 to \$9,492.50 in January 2015. The percentage of passengers who paid the \$0.25 half-fare decreased from 20.9 percent in January 2014 to 19.5 percent in January 2015.

TABLE 1
MTD Routes Assisted by Santa Barbara - Ridership

Line	Current Month		Fiscal Year To Date		Percent Change	
	FY 2015 Jan 2015	FY 2014 Jan 2014	FY 2015 Jul-Jan	FY 2014 Jul-Jan	Current Month	FY Total
Downtown-Waterfront Shuttle						
Line 30 - State Street	20,557	22,896	191,368	204,723	-10.2%	-6.5%
Line 31 - East Beach	2,447	3,204	31,009	34,841	-23.6%	-11.0%
Line 32 - West Beach	1,572	1,847	17,549	15,619	-14.9%	12.4%
<i>Downtown-Waterfront Total</i>	<i>24,576</i>	<i>27,947</i>	<i>239,926</i>	<i>255,183</i>	<i>-12.1%</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 2015 Jan 2015	FY 2014 Jan 2014	FY 2015 Jul-Jan	FY 2014 Jul-Jan	FY 2015 Jan 2015	FY 2014 Jan 2014
Downtown-Waterfront Shuttle						
Line 30 - State Street	872	863	6,753	6,764	23.6	26.5
Line 31 - East Beach	169	170	1,505	1,533	14.5	18.8
Line 32 - West Beach	86	93	753	723	18.3	19.9
<i>Downtown-Waterfront Total</i>	<i>1,127</i>	<i>1,126</i>	<i>9,011</i>	<i>9,020</i>	<i>21.8</i>	<i>24.8</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 in the ten-year period varied from approximately 525,000 to 544,000 passengers. Ridership following the July 1, 2012, fare increase has been substantially lower than this prior 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 Amtrak Pacific Surfliner trains.
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**Monthly Report
February 2015**

Prepared by the

Santa Barbara Metropolitan Transit District



March 18, 2015

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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 service 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. The one-way fare is \$0.50, with a \$0.25 fare for seniors, Medicare card holders, 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 February 2015 and the year-to-date total for fiscal year (FY) 2015. (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. February 2015 and February 2014 both had 19 weekday service days and 9 weekend service days.

Table 2 shows the number of revenue hours that MTD operated on the Downtown-Waterfront Shuttle in February 2015 and the year-to-date total for FY 2015, 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 23,527 passengers in February 2014 to 21,101 in February 2015. Ridership decreased on State Street and increased on the Waterfront.

Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle increased slightly, with 1,000 hours in February 2014 and 1,010 hours in February 2015. Average riders per hour decreased from 23.5 in February 2014 to 20.9 in February 2015. Estimated fare revenue decreased from \$8,893.00 in February 2014 to \$8,015.75 in February 2015. The percentage of passengers who paid the \$0.25 half-fare decreased from 21.4 percent in February 2014 to 20.0 percent in February 2015.

TABLE 1
MTD Routes Assisted by Santa Barbara - Ridership

Line	Current Month		Fiscal Year To Date		Percent Change	
	FY 2015 Feb 2015	FY 2014 Feb 2014	FY 2015 Jul-Feb	FY 2014 Jul-Feb	Current Month	FY Total
Downtown-Waterfront Shuttle						
Line 30 - State Street	17,083	19,577	208,451	224,300	-12.7%	-7.1%
Line 31 - East Beach	2,248	2,489	33,257	37,330	-9.7%	-10.9%
Line 32 - West Beach	1,770	1,461	19,319	17,080	21.1%	13.1%
<i>Downtown-Waterfront Total</i>	<i>21,101</i>	<i>23,527</i>	<i>261,027</i>	<i>278,710</i>	<i>-10.3%</i>	<i>-6.3%</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 2015 Feb 2015	FY 2014 Feb 2014	FY 2015 Jul-Feb	FY 2014 Jul-Feb	FY 2015 Feb 2015	FY 2014 Feb 2014
Downtown-Waterfront Shuttle						
Line 30 - State Street	779	769	7,532	7,533	21.9	25.5
Line 31 - East Beach	153	153	1,658	1,685	14.7	16.3
Line 32 - West Beach	78	78	831	801	22.7	18.7
<i>Downtown-Waterfront Total</i>	<i>1,010</i>	<i>1,000</i>	<i>10,021</i>	<i>10,019</i>	<i>20.9</i>	<i>23.5</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 in the ten-year period varied from approximately 525,000 to 544,000 passengers. Ridership following the July 1, 2012, 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 Amtrak Pacific Surfliner trains.
- The Downtown-Waterfront Shuttle and the Crosstown Shuttle are featured on the map in the “Explore” section of Santa Barbara Seasons magazine.
- The City Waterfront Department’s “Illustrated Map of the Santa Barbara Waterfront” features the Downtown-Waterfront Shuttle.
- Partnership website links are provided by Visit Santa Barbara (formerly the Santa Barbara Conference & Visitors Bureau and Film Commission), Santa Barbara Car Free, 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 Visit Santa Barbara, 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.

TABLE 3A: Downtown-Waterfront Shuttle Ridership

Month	Fiscal Year										
	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15
Jul.	73,895	76,499	73,310	75,727	77,887	78,777	75,620	77,684	62,441	57,628	54,658
Aug.	70,693	71,631	66,978	70,257	82,138	71,549	72,370	68,232	55,143	53,889	51,828
Sep.	48,519	45,410	47,491	45,967	46,286	48,034	46,939	45,034	39,882	35,605	33,348
Oct.	38,690	38,797	36,864	39,422	41,480	37,068	37,584	40,471	33,699	32,628	32,026
Nov.	32,307	34,528	32,350	33,210	33,044	32,677	31,884	28,978	23,931	23,282	23,349
Dec.	30,376	31,672	30,473	30,298	28,375	28,586	27,415	31,745	21,863	24,204	20,141
Jan.	28,900	33,439	30,698	28,370	33,527	32,152	34,229	35,236	23,269	27,947	24,576
Feb.	28,036	34,767	30,898	30,575	27,233	31,372	28,823	34,481	23,595	23,527	21,101
Mar.	36,855	34,067	35,999	41,274	34,380	39,381	32,626	36,286	27,764	30,739	
Apr.	38,369	37,411	37,436	38,653	40,821	39,387	41,618	41,360	30,484	36,492	
May	44,240	42,861	43,587	43,347	44,631	44,166	44,456	45,742	35,186	33,276	
Jun.	59,501	55,301	59,194	63,083	54,150	56,535	52,381	56,181	46,670	42,037	
Total	530,381	536,383	525,278	540,183	543,952	539,684	525,945	541,430	423,927	421,254	

TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours

Month	Fiscal Year										
	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15
Jul.	1,754	1,786	1,586	1,682	1,785	1,791	1,830	1,836	1,724	1,743	1,729
Aug.	1,704	1,702	1,615	1,673	1,806	1,765	1,773	1,766	1,717	1,743	1,759
Sep.	1,225	1,214	1,173	1,192	1,086	1,237	1,188	1,182	1,149	1,121	1,106
Oct.	1,137	1,139	1,114	1,122	1,093	1,114	1,100	1,116	1,087	1,133	1,131
Nov.	1,062	1,058	1,042	1,070	1,072	1,064	1,043	1,043	1,040	1,069	1,086
Dec.	1,084	1,082	1,067	1,105	1,076	1,081	1,088	1,046	1,100	1,086	1,072
Jan.	1,146	1,140	1,119	1,128	1,135	1,155	1,115	1,119	1,103	1,126	1,127
Feb.	1,026	1,035	1,011	1,043	1,013	1,013	993	1,029	996	1,000	1,010
Mar.	1,119	1,126	1,113	1,121	1,109	1,101	1,074	1,089	1,103	1,173	
Apr.	1,093	1,109	1,079	1,062	1,065	1,063	1,058	1,047	1,129	1,214	
May	1,227	1,193	1,234	1,297	1,342	1,235	1,218	1,215	1,382	1,331	
Jun.	1,646	1,432	1,685	1,705	1,715	1,707	1,710	1,678	1,842	1,694	
Total	15,223	15,016	14,838	15,200	15,297	15,326	15,190	15,166	15,372	15,433	

TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour

Month	Fiscal Year										
	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15
Jul.	42.1	42.8	46.2	45.0	43.6	44.0	41.3	42.3	36.2	33.1	31.6
Aug.	41.5	42.1	41.5	42.0	45.5	40.5	40.8	38.6	32.1	30.9	29.5
Sep.	39.6	37.4	40.5	38.6	42.6	38.8	39.5	38.1	34.7	31.8	30.2
Oct.	34.0	34.1	33.1	35.1	38.0	33.3	34.2	36.3	31.0	28.8	28.3
Nov.	30.4	32.6	31.0	31.0	30.8	30.7	30.6	27.8	23.0	21.8	21.5
Dec.	28.0	29.3	28.6	27.4	26.4	26.4	25.2	30.3	19.9	22.3	18.8
Jan.	25.2	29.3	27.4	25.2	29.5	27.8	30.7	31.5	21.1	24.8	21.8
Feb.	27.3	33.6	30.6	29.3	26.9	31.0	29.0	33.5	23.7	23.5	20.9
Mar.	32.9	30.3	32.3	36.8	31.0	35.8	30.4	33.3	25.2	26.2	
Apr.	35.1	33.7	34.7	36.4	38.3	37.1	39.3	39.5	27.0	30.1	
May	36.1	35.9	35.3	33.4	33.3	35.8	36.5	37.6	25.5	25.0	
Jun.	36.1	38.6	35.1	37.0	31.6	33.1	30.6	33.5	25.3	24.8	
Avg.	34.8	35.7	35.4	35.5	35.6	35.2	34.6	35.7	27.6	27.3	

Source: Santa Barbara Metropolitan Transit District.