

MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle

**Monthly Report
October 2017**

Prepared by the

Santa Barbara Metropolitan Transit District



November 28, 2017

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MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle October 2017 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. 25,901, 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 and economic development goals. The Downtown service operates along State Street between Sola Street and Cabrillo Boulevard, and the Waterfront service operates along Cabrillo Boulevard between the harbor (West Beach) and the zoo (East Beach). The one-way fare is \$0.50, with a \$0.25 fare for seniors, Medicare cardholders, and persons with disabilities. Transfers between the State Street and Waterfront routes are free.

Table 1 presents the ridership of the Downtown-Waterfront Shuttle for October 2017, as well as fiscal year (FY) 2017 year-to-date ridership. (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 2017 had 22 weekday service days and 9 weekend service days, and October 2016 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 2017 and FY 2018 year-to-date revenue hours, 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 32,684 passengers in October 2016 to 25,574 in October 2017. Ridership decreased on both State Street and the Waterfront. Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle also decreased, with 1,125 hours in October 2016 and 1,060 hours in October 2017. Average riders per revenue hour decreased from 29.1 in October 2016 to 24.1 in October 2017. Estimated fare revenue decreased from \$11,992.00 in October 2016 to \$9,666.00 in October 2017. The percentage of passengers who paid the \$0.25 half-fare decreased from 32.8 percent in October 2016 to 24.3 percent in October 2017.

**TABLE 1
Downtown-Waterfront Shuttle Ridership**

Line	Current Month		Fiscal Year To Date		Percent Change	
	FY 2018 Oct 2017	FY 2017 Oct 2016	FY 2018 Jul-Oct	FY 2017 Jul-Oct	Current Month	FY Total
Line 30 - State Street	20,809	26,833	115,718	128,355	-22.4%	-9.8%
Line 31 - East Beach	2,560	4,250	19,490	20,548	-39.8%	-5.1%
Line 32 - West Beach	2,205	1,601	10,917	8,430	37.7%	29.5%
<i>Downtown-Waterfront Total</i>	<i>25,574</i>	<i>32,684</i>	<i>146,125</i>	<i>157,333</i>	<i>-21.8%</i>	<i>-7.1%</i>

Source: Santa Barbara Metropolitan Transit District.

**TABLE 2
Downtown-Waterfront Shuttle Revenue Hours**

Line	Current Month		Fiscal Year To Date		Riders per Hour	
	FY 2018 Oct 2017	FY 2017 Oct 2016	FY 2018 Jul-Oct	FY 2017 Jul-Oct	FY 2018 Oct 2017	FY 2017 Oct 2016
Line 30 - State Street	807	864	4,165	4,310	25.8	31.1
Line 31 - East Beach	169	178	1,043	1,066	15.1	23.9
Line 32 - West Beach	84	83	479	479	26.3	19.3
<i>Downtown-Waterfront Total</i>	<i>1,060</i>	<i>1,125</i>	<i>5,687</i>	<i>5,855</i>	<i>24.1</i>	<i>29.1</i>

Source: Santa Barbara Metropolitan Transit District.

With the multiple construction projects on lower State Street and Cabrillo Boulevard now completed, MTD will continue to monitor ridership trends to see if any effects are noticeable. MTD and the City agreed to eliminate the 9:00-10:00 A.M. State Street service that averaged approximately 40 riders per day, and its elimination could account for a decrease of approximately 1,240 passengers on the State Street service in October. In addition, there were nine cruise ship visits in October 2016, but only five in October 2017.

Another issue confronting the service is the need to replace the shuttle vehicles, which were manufactured in 2000-2001. The majority of MTD's 14 replacement vehicles have arrived and are undergoing testing. MTD anticipates certain adjustments prior to final acceptance of the new vehicles. Training of MTD staff on the new vehicles is also underway. MTD anticipates that a portion of the new fleet will be in service by the end of the year.

The new vehicles are longer than the current fleet while maintaining the narrower width of the current shuttles, and come equipped with MTD's new real-time bus arrival technology. The increased capacity on those vehicles may contribute to an increase in ridership as they enter service.

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. In the five-year period prior to the fare increase of July 1, 2012 (i.e., FY 2013), annual ridership varied from approximately 526,000 to 544,000 passengers. Ridership

following the fare increase has been substantially lower than this prior trend. Figure 1 is a chart showing total passengers, total revenue hours, and average passengers per revenue hour for each month of the previous fiscal year and the current fiscal year to date.

The primary market for the Downtown-Waterfront Shuttle differs from that for a typical public transportation service. In general, 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.
- The shuttle route is featured in all Santa Barbara Car Free collateral. Flyers are available on Pacific Surfliner trains.
- The Downtown-Waterfront Shuttle is 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.
- MTD maintains active social media accounts on Facebook, Instagram, and Twitter, often featuring the Downtown-Waterfront Shuttle and the locations it serves.
- Partnership website links are provided by Visit Santa Barbara, Santa Barbara Car Free, and Downtown Santa Barbara.
- The Downtown-Waterfront Shuttle route is featured in the “Downtown Map & Guide” produced by Downtown Santa Barbara.
- MTD is an active member of Visit Santa Barbara, Downtown Santa Barbara, 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										
	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
Jul.	75,727	77,887	78,777	75,620	77,684	62,441	57,628	54,658	46,463	47,849	50,867
Aug.	70,257	82,138	71,549	72,370	68,232	55,143	53,889	51,828	44,916	43,125	40,542
Sep.	45,967	46,286	48,034	46,939	45,034	39,882	35,605	33,348	35,362	33,675	29,142
Oct.	39,422	41,480	37,068	37,584	40,471	33,699	32,628	32,026	30,956	32,684	25,574
Nov.	33,210	33,044	32,677	31,884	28,978	23,931	23,282	23,349	24,314	23,033	
Dec.	30,298	28,375	28,586	27,415	31,745	21,863	24,204	20,141	19,878	18,022	
Jan.	28,370	33,527	32,152	34,229	35,236	23,269	27,947	24,576	22,215	18,934	
Feb.	30,575	27,233	31,372	28,823	34,481	23,595	23,527	21,101	25,264	16,870	
Mar.	41,274	34,380	39,381	32,626	36,286	27,764	30,739	25,645	27,752	24,179	
Apr.	38,653	40,821	39,387	41,618	41,360	30,484	36,492	28,970	31,156	28,493	
May	43,347	44,631	44,166	44,456	45,742	35,186	33,276	25,015	27,610	26,196	
Jun.	63,083	54,150	56,535	52,381	56,181	46,670	42,037	32,865	35,296	36,444	
Total	540,183	543,952	539,684	525,945	541,430	423,927	421,254	373,522	371,182	349,504	

TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours

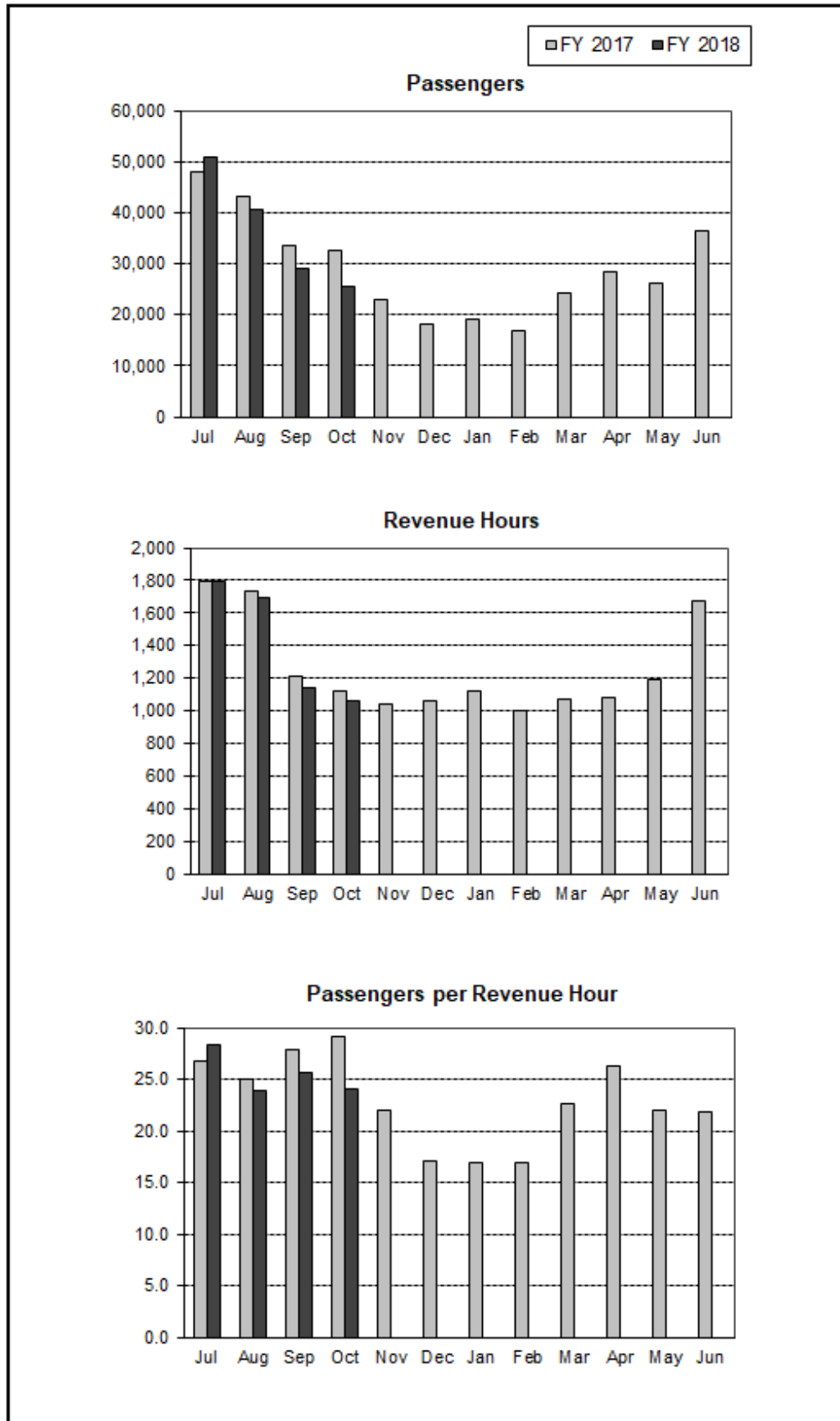
Month	Fiscal Year										
	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
Jul.	1,682	1,785	1,791	1,830	1,836	1,724	1,743	1,729	1,762	1,794	1,793
Aug.	1,673	1,806	1,765	1,773	1,766	1,717	1,743	1,759	1,747	1,729	1,698
Sep.	1,192	1,086	1,237	1,188	1,182	1,149	1,121	1,106	1,298	1,208	1,136
Oct.	1,122	1,093	1,114	1,100	1,116	1,087	1,133	1,131	1,266	1,125	1,060
Nov.	1,070	1,072	1,064	1,043	1,043	1,040	1,069	1,086	1,184	1,044	
Dec.	1,105	1,076	1,081	1,088	1,046	1,100	1,086	1,072	1,073	1,059	
Jan.	1,128	1,135	1,155	1,115	1,119	1,103	1,126	1,127	1,159	1,120	
Feb.	1,043	1,013	1,013	993	1,029	996	1,000	1,010	1,050	997	
Mar.	1,121	1,109	1,101	1,074	1,089	1,103	1,173	1,111	1,151	1,070	
Apr.	1,062	1,065	1,063	1,058	1,047	1,129	1,214	1,132	1,158	1,082	
May	1,297	1,342	1,235	1,218	1,215	1,382	1,331	1,323	1,192	1,193	
Jun.	1,705	1,715	1,707	1,710	1,678	1,842	1,694	1,673	1,676	1,671	
Total	15,200	15,297	15,326	15,190	15,166	15,372	15,433	15,259	15,716	15,092	

TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour

Month	Fiscal Year										
	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
Jul.	45.0	43.6	44.0	41.3	42.3	36.2	33.1	31.6	26.4	26.7	28.4
Aug.	42.0	45.5	40.5	40.8	38.6	32.1	30.9	29.5	25.7	24.9	23.9
Sep.	38.6	42.6	38.8	39.5	38.1	34.7	31.8	30.2	27.2	27.9	25.7
Oct.	35.1	38.0	33.3	34.2	36.3	31.0	28.8	28.3	24.5	29.1	24.1
Nov.	31.0	30.8	30.7	30.6	27.8	23.0	21.8	21.5	20.5	22.1	
Dec.	27.4	26.4	26.4	25.2	30.3	19.9	22.3	18.8	18.5	17.0	
Jan.	25.2	29.5	27.8	30.7	31.5	21.1	24.8	21.8	19.2	16.9	
Feb.	29.3	26.9	31.0	29.0	33.5	23.7	23.5	20.9	24.1	16.9	
Mar.	36.8	31.0	35.8	30.4	33.3	25.2	26.2	23.1	24.1	22.6	
Apr.	36.4	38.3	37.1	39.3	39.5	27.0	30.1	25.6	26.9	26.3	
May	33.4	33.3	35.8	36.5	37.6	25.5	25.0	18.9	23.2	22.0	
Jun.	37.0	31.6	33.1	30.6	33.5	25.3	24.8	19.6	21.1	21.8	
Avg.	35.5	35.6	35.2	34.6	35.7	27.6	27.3	24.5	23.6	23.2	

Source: Santa Barbara Metropolitan Transit District.

FIGURE 1
FY 2017 & FY 2018 Downtown-Waterfront Shuttle by Month



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Table 2 shows the number of revenue hours that MTD operated on the Downtown-Waterfront Shuttle in November 2017 and FY 2018 year-to-date revenue hours, 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 23,033 passengers in November 2016 to 19,393 in November 2017. Ridership decreased on both State Street and the Waterfront. Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle also decreased, with 1,044 hours in November 2016 and 1,013 hours in November 2017. Average riders per revenue hour decreased from 22.1 in November 2016 to 19.1 in November 2017. Estimated fare revenue decreased from \$8,622.00 in November 2016 to \$7,441.75 in November 2017. The percentage of passengers who paid the \$0.25 half-fare decreased from 26.4 percent in November 2016 to 22.2 percent in November 2017.

**TABLE 1
Downtown-Waterfront Shuttle Ridership**

Line	Current Month		Fiscal Year To Date		Percent Change	
	FY 2018 Nov 2017	FY 2017 Nov 2016	FY 2018 Jul-Nov	FY 2017 Jul-Nov	Current Month	FY Total
Line 30 - State Street	16,316	19,631	132,034	147,986	-16.9%	-10.8%
Line 31 - East Beach	1,957	2,300	21,447	22,848	-14.9%	-6.1%
Line 32 - West Beach	1,120	1,102	12,037	9,532	1.6%	26.3%
<i>Downtown-Waterfront Total</i>	<i>19,393</i>	<i>23,033</i>	<i>165,518</i>	<i>180,366</i>	<i>-15.8%</i>	<i>-8.2%</i>

Source: Santa Barbara Metropolitan Transit District.

**TABLE 2
Downtown-Waterfront Shuttle Revenue Hours**

Line	Current Month		Fiscal Year To Date		Riders per Hour	
	FY 2018 Nov 2017	FY 2017 Nov 2016	FY 2018 Jul-Nov	FY 2017 Jul-Nov	FY 2018 Nov 2017	FY 2017 Nov 2016
Line 30 - State Street	778	808	4,943	5,118	21.0	24.3
Line 31 - East Beach	158	159	1,201	1,225	12.4	14.5
Line 32 - West Beach	77	77	556	557	14.5	14.3
<i>Downtown-Waterfront Total</i>	<i>1,013</i>	<i>1,044</i>	<i>6,700</i>	<i>6,900</i>	<i>19.1</i>	<i>22.1</i>

Source: Santa Barbara Metropolitan Transit District.

MTD and the City agreed to eliminate the 9:00-10:00 A.M. State Street service that averaged approximately 40 riders per day, and its elimination could account for a decrease of approximately 1,160 passengers on the State Street service in November. In addition, there were four cruise ship visits in November 2016, but none in November 2017.

Another issue confronting the service is the need to replace the shuttle vehicles, which were manufactured in 2000-2001. The majority of MTD's 14 replacement vehicles have arrived and are undergoing testing. MTD anticipates certain adjustments prior to final acceptance of the new vehicles. Training of MTD staff on the new vehicles is also underway.

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passengers per revenue hour for each month of the previous fiscal year and the current fiscal year to date.

The primary market for the Downtown-Waterfront Shuttle differs from that for a typical public transportation service. In general, 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

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TABLE 3A: Downtown-Waterfront Shuttle Ridership

Month	Fiscal Year										
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Jul.	75,727	77,887	78,777	75,620	77,684	62,441	57,628	54,658	46,463	47,849	50,867
Aug.	70,257	82,138	71,549	72,370	68,232	55,143	53,889	51,828	44,916	43,125	40,542
Sep.	45,967	46,286	48,034	46,939	45,034	39,882	35,605	33,348	35,362	33,675	29,142
Oct.	39,422	41,480	37,068	37,584	40,471	33,699	32,628	32,026	30,956	32,684	25,574
Nov.	33,210	33,044	32,677	31,884	28,978	23,931	23,282	23,349	24,314	23,033	19,393
Dec.	30,298	28,375	28,586	27,415	31,745	21,863	24,204	20,141	19,878	18,022	
Jan.	28,370	33,527	32,152	34,229	35,236	23,269	27,947	24,576	22,215	18,934	
Feb.	30,575	27,233	31,372	28,823	34,481	23,595	23,527	21,101	25,264	16,870	
Mar.	41,274	34,380	39,381	32,626	36,286	27,764	30,739	25,645	27,752	24,179	
Apr.	38,653	40,821	39,387	41,618	41,360	30,484	36,492	28,970	31,156	28,493	
May	43,347	44,631	44,166	44,456	45,742	35,186	33,276	25,015	27,610	26,196	
Jun.	63,083	54,150	56,535	52,381	56,181	46,670	42,037	32,865	35,296	36,444	
Total	540,183	543,952	539,684	525,945	541,430	423,927	421,254	373,522	371,182	349,504	

TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours

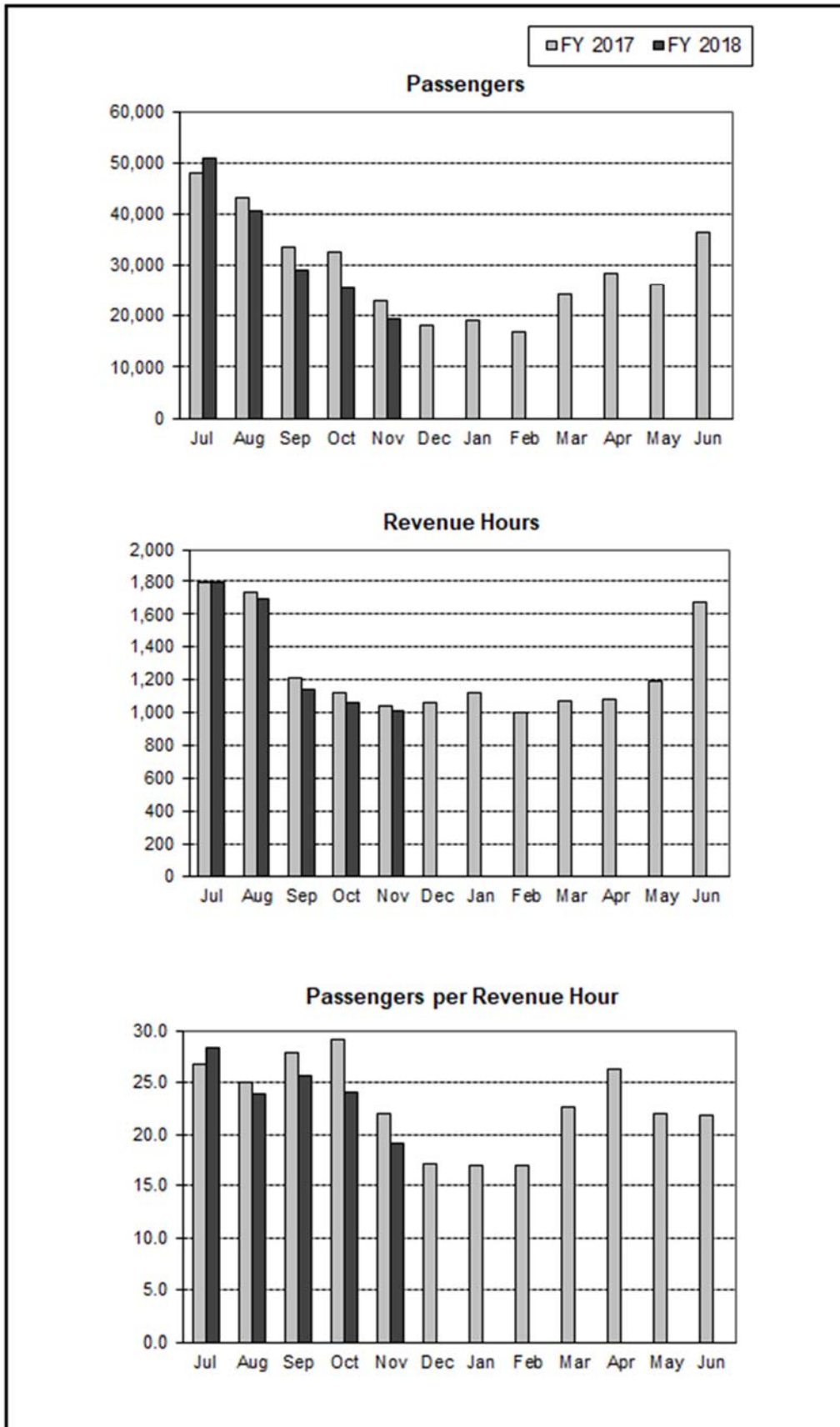
Month	Fiscal Year										
	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
Jul.	1,682	1,785	1,791	1,830	1,836	1,724	1,743	1,729	1,762	1,794	1,793
Aug.	1,673	1,806	1,765	1,773	1,766	1,717	1,743	1,759	1,747	1,729	1,698
Sep.	1,192	1,086	1,237	1,188	1,182	1,149	1,121	1,106	1,298	1,208	1,136
Oct.	1,122	1,093	1,114	1,100	1,116	1,087	1,133	1,131	1,266	1,125	1,060
Nov.	1,070	1,072	1,064	1,043	1,043	1,040	1,069	1,086	1,184	1,044	1,013
Dec.	1,105	1,076	1,081	1,088	1,046	1,100	1,086	1,072	1,073	1,059	
Jan.	1,128	1,135	1,155	1,115	1,119	1,103	1,126	1,127	1,159	1,120	
Feb.	1,043	1,013	1,013	993	1,029	996	1,000	1,010	1,050	997	
Mar.	1,121	1,109	1,101	1,074	1,089	1,103	1,173	1,111	1,151	1,070	
Apr.	1,062	1,065	1,063	1,058	1,047	1,129	1,214	1,132	1,158	1,082	
May	1,297	1,342	1,235	1,218	1,215	1,382	1,331	1,323	1,192	1,193	
Jun.	1,705	1,715	1,707	1,710	1,678	1,842	1,694	1,673	1,676	1,671	
Total	15,200	15,297	15,326	15,190	15,166	15,372	15,433	15,259	15,716	15,092	

TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour

Month	Fiscal Year										
	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
Jul.	45.0	43.6	44.0	41.3	42.3	36.2	33.1	31.6	26.4	26.7	28.4
Aug.	42.0	45.5	40.5	40.8	38.6	32.1	30.9	29.5	25.7	24.9	23.9
Sep.	38.6	42.6	38.8	39.5	38.1	34.7	31.8	30.2	27.2	27.9	25.7
Oct.	35.1	38.0	33.3	34.2	36.3	31.0	28.8	28.3	24.5	29.1	24.1
Nov.	31.0	30.8	30.7	30.6	27.8	23.0	21.8	21.5	20.5	22.1	19.1
Dec.	27.4	26.4	26.4	25.2	30.3	19.9	22.3	18.8	18.5	17.0	
Jan.	25.2	29.5	27.8	30.7	31.5	21.1	24.8	21.8	19.2	16.9	
Feb.	29.3	26.9	31.0	29.0	33.5	23.7	23.5	20.9	24.1	16.9	
Mar.	36.8	31.0	35.8	30.4	33.3	25.2	26.2	23.1	24.1	22.6	
Apr.	36.4	38.3	37.1	39.3	39.5	27.0	30.1	25.6	26.9	26.3	
May	33.4	33.3	35.8	36.5	37.6	25.5	25.0	18.9	23.2	22.0	
Jun.	37.0	31.6	33.1	30.6	33.5	25.3	24.8	19.6	21.1	21.8	
Avg.	35.5	35.6	35.2	34.6	35.7	27.6	27.3	24.5	23.6	23.2	

Source: Santa Barbara Metropolitan Transit District.

FIGURE 1
FY 2017 & FY 2018 Downtown-Waterfront Shuttle by Month



MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle

**Monthly Report
December 2017**

Prepared by the

Santa Barbara Metropolitan Transit District



January 22, 2018

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**MTD Report to Santa Barbara
On the Downtown-Waterfront Shuttle
December 2017 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. 25,901, 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 and economic development goals. The Downtown service operates along State Street between Sola Street and Cabrillo Boulevard, and the Waterfront service operates along Cabrillo Boulevard between the harbor (West Beach) and the zoo (East Beach). The one-way fare is \$0.50, with a \$0.25 fare for seniors, Medicare cardholders, and persons with disabilities. Transfers between the State Street and Waterfront routes are free.

Table 1 presents the ridership of the Downtown-Waterfront Shuttle for December 2017, as well as fiscal year (FY) 2017 year-to-date ridership. (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 2017 had 20 weekday service days and 10 weekend service days, and December 2016 had 21 weekday service days and 9 weekend service days (there is no MTD service on Christmas Day).

Table 2 shows the number of revenue hours that MTD operated on the Downtown-Waterfront Shuttle in December 2017 and FY 2018 year-to-date revenue hours, 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 18,022 passengers in December 2016 to 13,360 in December 2017. Ridership decreased on both State Street and the Waterfront. Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle also decreased, with 1,059 hours in December 2016 and 1,042 hours in December 2017. Average riders per revenue hour decreased from 17.0 in December 2016 to 12.8 in December 2017. Estimated fare revenue decreased from \$6,820.25 in December 2016 to \$4,117.00 in December 2017. The percentage of passengers who paid the \$0.25 half-fare decreased from 25.5 percent in December 2016 to 21.1 percent in December 2017.

TABLE 1
Downtown-Waterfront Shuttle Ridership

Line	Current Month		Fiscal Year To Date		Percent Change	
	FY 2018 Dec 2017	FY 2017 Dec 2016	FY 2018 Jul-Dec	FY 2017 Jul-Dec	Current Month	FY Total
Line 30 - State Street	11,268	15,762	143,302	163,748	-28.5%	-12.5%
Line 31 - East Beach	1,236	1,451	22,683	24,299	-14.8%	-6.7%
Line 32 - West Beach	856	809	12,893	10,341	5.8%	24.7%
<i>Downtown-Waterfront Total</i>	<i>13,360</i>	<i>18,022</i>	<i>178,878</i>	<i>198,388</i>	<i>-25.9%</i>	<i>-9.8%</i>

Source: Santa Barbara Metropolitan Transit District.

TABLE 2
Downtown-Waterfront Shuttle Revenue Hours

Line	Current Month		Fiscal Year To Date		Riders per Hour	
	FY 2018 Dec 2017	FY 2017 Dec 2016	FY 2018 Jul-Dec	FY 2017 Jul-Dec	FY 2018 Dec 2017	FY 2017 Dec 2016
Line 30 - State Street	799	815	5,742	5,933	14.1	19.3
Line 31 - East Beach	163	164	1,364	1,389	7.6	8.8
Line 32 - West Beach	80	80	636	637	10.7	10.1
<i>Downtown-Waterfront Total</i>	<i>1,042</i>	<i>1,059</i>	<i>7,742</i>	<i>7,959</i>	<i>12.8</i>	<i>17.0</i>

Source: Santa Barbara Metropolitan Transit District.

MTD and the City agreed to eliminate the 9:00-10:00 A.M. State Street service that averaged approximately 40 riders per day, and its elimination could account for a decrease of approximately 1,200 passengers on the State Street service in December.

The Thomas Fire had a major impact on Santa Barbara as a whole in December, including State Street and the Waterfront. The substantial decrease in people shopping and otherwise spending time downtown is likely the major reason for the steep decline in Downtown-Waterfront Shuttle ridership in December.

Another issue confronting the service is the need to replace the shuttle vehicles, which were manufactured in 2000-2001. The majority of MTD's 14 replacement vehicles have arrived and are undergoing testing. MTD anticipates certain adjustments prior to final acceptance of the new vehicles. Training of MTD staff on the new vehicles is also underway. MTD anticipates that the new fleet will be in service this coming summer. The new vehicles are longer than the current fleet while maintaining the narrower width of the current shuttles, and come equipped with MTD's new real-time bus arrival technology. The increased capacity on those vehicles may contribute to an increase in ridership as they enter service.

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. In the five-year period prior to the fare increase of July 1, 2012 (i.e., FY 2013), annual ridership varied from approximately 526,000 to 544,000 passengers. Ridership

following the fare increase has been substantially lower than this prior trend. Figure 1 is a chart showing total passengers, total revenue hours, and average passengers per revenue hour for each month of the previous fiscal year and the current fiscal year to date.

The primary market for the Downtown-Waterfront Shuttle differs from that for a typical public transportation service. In general, 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.
- The shuttle route is featured in all Santa Barbara Car Free collateral. Flyers are available on Pacific Surfliner trains.
- The Downtown-Waterfront Shuttle is 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.
- MTD maintains active social media accounts on Facebook, Instagram, and Twitter, often featuring the Downtown-Waterfront Shuttle and the locations it serves.
- Partnership website links are provided by Visit Santa Barbara, Santa Barbara Car Free, and Downtown Santa Barbara.
- The Downtown-Waterfront Shuttle route is featured in the “Downtown Map & Guide” produced by Downtown Santa Barbara.
- MTD is an active member of Visit Santa Barbara, Downtown Santa Barbara, 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										
	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
Jul.	75,727	77,887	78,777	75,620	77,684	62,441	57,628	54,658	46,463	47,849	50,867
Aug.	70,257	82,138	71,549	72,370	68,232	55,143	53,889	51,828	44,916	43,125	40,542
Sep.	45,967	46,286	48,034	46,939	45,034	39,882	35,605	33,348	35,362	33,675	29,142
Oct.	39,422	41,480	37,068	37,584	40,471	33,699	32,628	32,026	30,956	32,684	25,574
Nov.	33,210	33,044	32,677	31,884	28,978	23,931	23,282	23,349	24,314	23,033	19,393
Dec.	30,298	28,375	28,586	27,415	31,745	21,863	24,204	20,141	19,878	18,022	13,360
Jan.	28,370	33,527	32,152	34,229	35,236	23,269	27,947	24,576	22,215	18,934	
Feb.	30,575	27,233	31,372	28,823	34,481	23,595	23,527	21,101	25,264	16,870	
Mar.	41,274	34,380	39,381	32,626	36,286	27,764	30,739	25,645	27,752	24,179	
Apr.	38,653	40,821	39,387	41,618	41,360	30,484	36,492	28,970	31,156	28,493	
May	43,347	44,631	44,166	44,456	45,742	35,186	33,276	25,015	27,610	26,196	
Jun.	63,083	54,150	56,535	52,381	56,181	46,670	42,037	32,865	35,296	36,444	
Total	540,183	543,952	539,684	525,945	541,430	423,927	421,254	373,522	371,182	349,504	

TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours

Month	Fiscal Year										
	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
Jul.	1,682	1,785	1,791	1,830	1,836	1,724	1,743	1,729	1,762	1,794	1,793
Aug.	1,673	1,806	1,765	1,773	1,766	1,717	1,743	1,759	1,747	1,729	1,698
Sep.	1,192	1,086	1,237	1,188	1,182	1,149	1,121	1,106	1,298	1,208	1,136
Oct.	1,122	1,093	1,114	1,100	1,116	1,087	1,133	1,131	1,266	1,125	1,060
Nov.	1,070	1,072	1,064	1,043	1,043	1,040	1,069	1,086	1,184	1,044	1,013
Dec.	1,105	1,076	1,081	1,088	1,046	1,100	1,086	1,072	1,073	1,059	1,042
Jan.	1,128	1,135	1,155	1,115	1,119	1,103	1,126	1,127	1,159	1,120	
Feb.	1,043	1,013	1,013	993	1,029	996	1,000	1,010	1,050	997	
Mar.	1,121	1,109	1,101	1,074	1,089	1,103	1,173	1,111	1,151	1,070	
Apr.	1,062	1,065	1,063	1,058	1,047	1,129	1,214	1,132	1,158	1,082	
May	1,297	1,342	1,235	1,218	1,215	1,382	1,331	1,323	1,192	1,193	
Jun.	1,705	1,715	1,707	1,710	1,678	1,842	1,694	1,673	1,676	1,671	
Total	15,200	15,297	15,326	15,190	15,166	15,372	15,433	15,259	15,716	15,092	

TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour

Month	Fiscal Year										
	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
Jul.	45.0	43.6	44.0	41.3	42.3	36.2	33.1	31.6	26.4	26.7	28.4
Aug.	42.0	45.5	40.5	40.8	38.6	32.1	30.9	29.5	25.7	24.9	23.9
Sep.	38.6	42.6	38.8	39.5	38.1	34.7	31.8	30.2	27.2	27.9	25.7
Oct.	35.1	38.0	33.3	34.2	36.3	31.0	28.8	28.3	24.5	29.1	24.1
Nov.	31.0	30.8	30.7	30.6	27.8	23.0	21.8	21.5	20.5	22.1	19.1
Dec.	27.4	26.4	26.4	25.2	30.3	19.9	22.3	18.8	18.5	17.0	12.8
Jan.	25.2	29.5	27.8	30.7	31.5	21.1	24.8	21.8	19.2	16.9	
Feb.	29.3	26.9	31.0	29.0	33.5	23.7	23.5	20.9	24.1	16.9	
Mar.	36.8	31.0	35.8	30.4	33.3	25.2	26.2	23.1	24.1	22.6	
Apr.	36.4	38.3	37.1	39.3	39.5	27.0	30.1	25.6	26.9	26.3	
May	33.4	33.3	35.8	36.5	37.6	25.5	25.0	18.9	23.2	22.0	
Jun.	37.0	31.6	33.1	30.6	33.5	25.3	24.8	19.6	21.1	21.8	
Avg.	35.5	35.6	35.2	34.6	35.7	27.6	27.3	24.5	23.6	23.2	

Source: Santa Barbara Metropolitan Transit District.

FIGURE 1
FY 2017 & FY 2018 Downtown-Waterfront Shuttle by Month

