

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

**Annual Report  
FY 2019**

*Prepared by the*

Santa Barbara Metropolitan Transit District



July 22, 2019

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## **MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle FY 2019 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. 25,901, provides the City with data regarding this service during fiscal year (FY) 2019 (the period from July 1, 2018, through June 30, 2019).

### **DOWNTOWN-WATERFRONT SHUTTLE**

The City provides a fare-buydown subsidy to MTD for the Downtown-Waterfront Shuttle for clean and quiet 30-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 (62 and up), Medicare cardholders, and persons with disabilities. As of October 1<sup>st</sup>, 2018, MTD began offering a one-day pass for \$1, good for unlimited rides in any direction, during one calendar day on the Downtown and Waterfront Shuttles. Transfers between the State Street and Waterfront routes are free.

The following pages present two tables and three figures of operating characteristics and performance indicators for the Downtown-Waterfront Shuttle. Table 1 presents annual totals for FY 2019 and FY 2018. (*Note that all FY 2019 financial data are estimates.*) Table 2 shows ridership and revenue hours by individual route. Figure 1 presents data by month in FY 2019 compared to FY 2018, while Figures 2 and 3 present ten-year trends in annual totals.

Overall ridership on the Downtown-Waterfront Shuttle decreased by 16.7 percent in FY 2019 compared to FY 2018. The number of revenue hours of service increased 1 percent from FY 2018 to FY 2019. The average number of riders per revenue hour decreased from 21.1 in FY 2018 to 17.4 in FY 2019. The fare revenue collected on the shuttles decreased 17.7 percent, similar to the decrease in ridership.

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 changing state of retail in our Downtown area has had an impact on the activity on State Street. The new activity in the Funk Zone and the resurgence of activity in the area on lower State Street and the Waterfront in the past few years due to new hotel and restaurant offerings has also changed the focal point for visitors and residents. To accommodate this shift in the center of activity, beginning on June 10, 2019, the Downtown Shuttle route was changed to include a stop in the Funk Zone in the inbound direction.

MTD staff continue extensive multi-channel marketing of the Shuttle in print, social media, and through partners like Visit Santa Barbara, Downtown Santa Barbara, and Santa Barbara Car Free.

**TABLE 1**  
**Downtown-Waterfront Shuttle<sup>1</sup>**

Downtown-Waterfront Shuttle	FY 2019	FY 2018
	Annual Total	Annual Total
<b>Operating Characteristics</b>		
Passengers (One-Way Trips)	255,283	306,365
Revenue Hours	14,687	14,549
Operating Cost to MTD <sup>2</sup>	\$1,714,871	\$1,675,065
<i>Sources of Revenue (Est.)</i>		
Farebox Revenue	\$95,818	\$116,463
Cruise Ship Shuttle Revenue	\$34,687	\$49,273
City Fare-Buydown Subsidy	\$1,187,403	\$1,119,687
<u>MTD Subsidy</u>	<u>\$396,963</u>	<u>\$389,642</u>
Total	\$1,714,871	\$1,675,065
<b>Performance Indicators</b>		
Passengers per Revenue Hour	17.4	21.1
Operating Cost per Passenger	\$6.72	\$5.47

Note 1: All FY 2019 financial data are estimated.

Note 2: MTD's FY 2019 budgeted systemwide average hourly operating cost (not including depreciation) totaled \$116.76. The FY 2018 audited hourly cost totaled \$115.13.

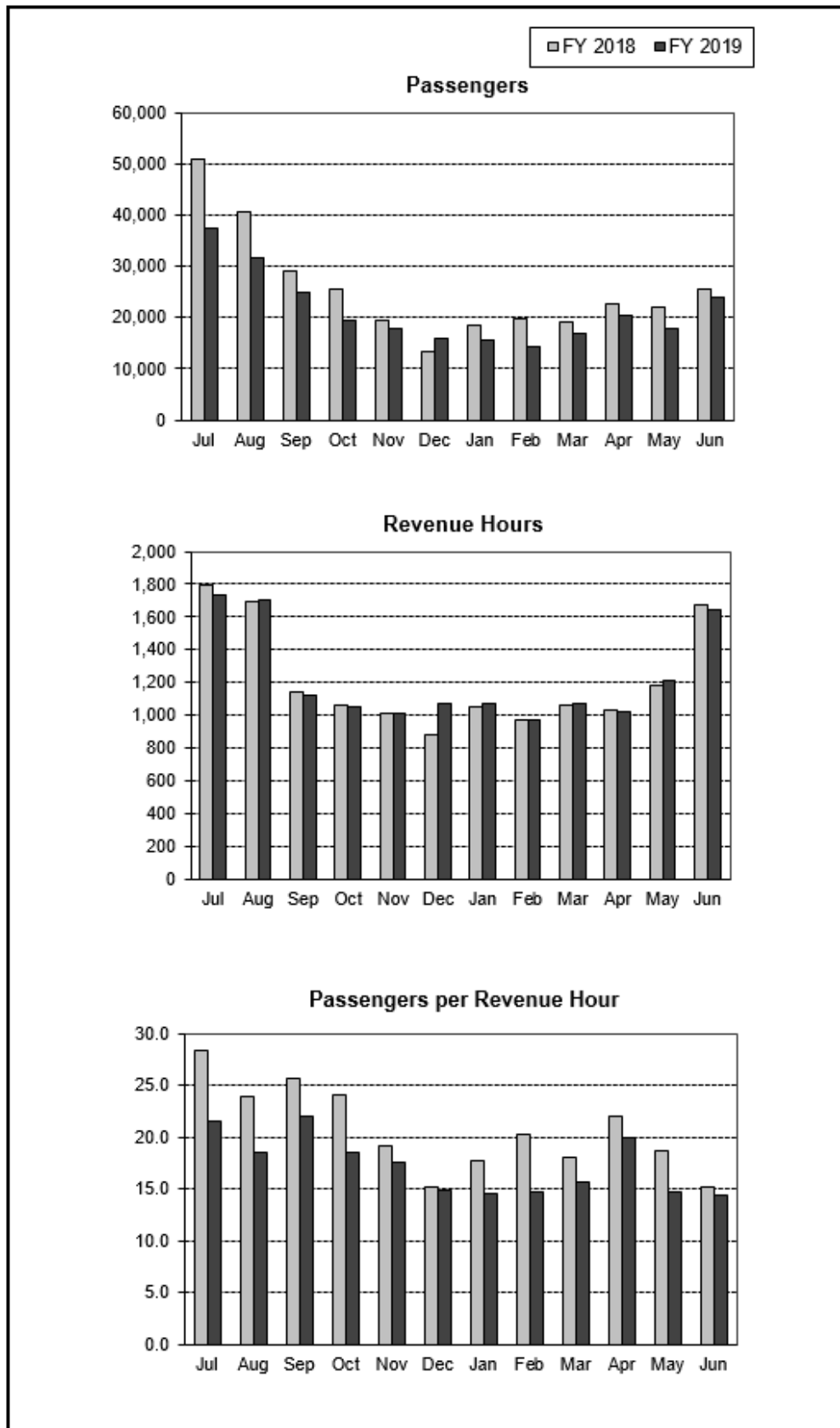
Source: Santa Barbara Metropolitan Transit District.

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

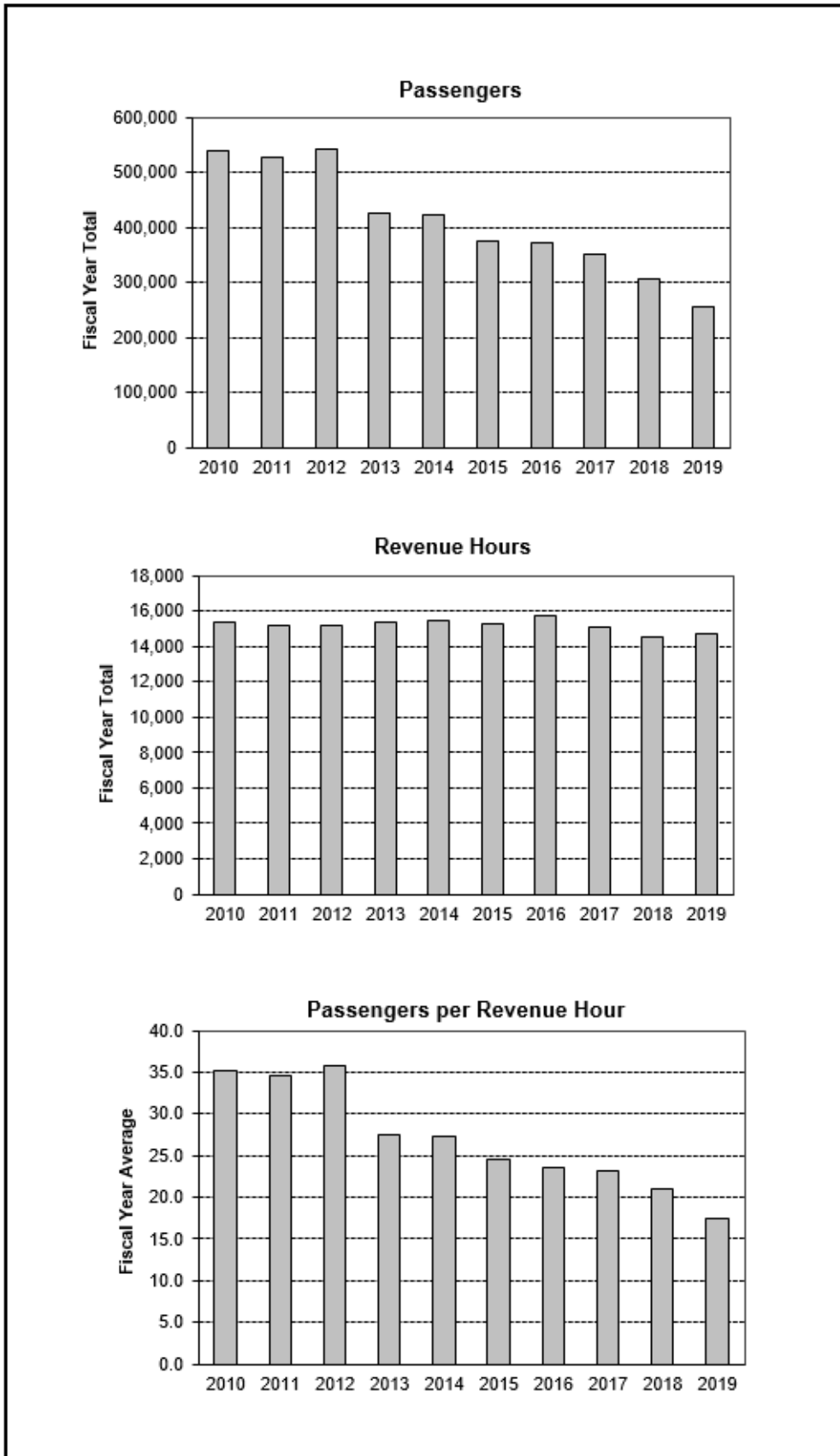
Fiscal Year Total	Ridership		Revenue Hours		Percent Change	
	FY 2019	FY 2018	FY 2019	FY 2018	Ridership	Rev. Hrs.
Line 30 - State Street	207,201	249,713	10,940	10,797	-17.0%	1.3%
Line 31 - East Beach	27,061	35,292	2,315	2,550	-23.3%	-9.2%
Line 32 - West Beach	17,476	21,360	1,099	1,201	-18.2%	-8.5%
Line 34 - Waterfront	3,545	0	333	0	n/a	n/a
Combined Lines 31, 32, & 34	48,082	56,652	3,747	3,751	-15.1%	-0.1%
<i>Downtown-Waterfront Total</i>	<i>255,283</i>	<i>306,365</i>	<i>14,687</i>	<i>14,548</i>	<i>-16.7%</i>	<i>1.0%</i>

Source: Santa Barbara Metropolitan Transit District.

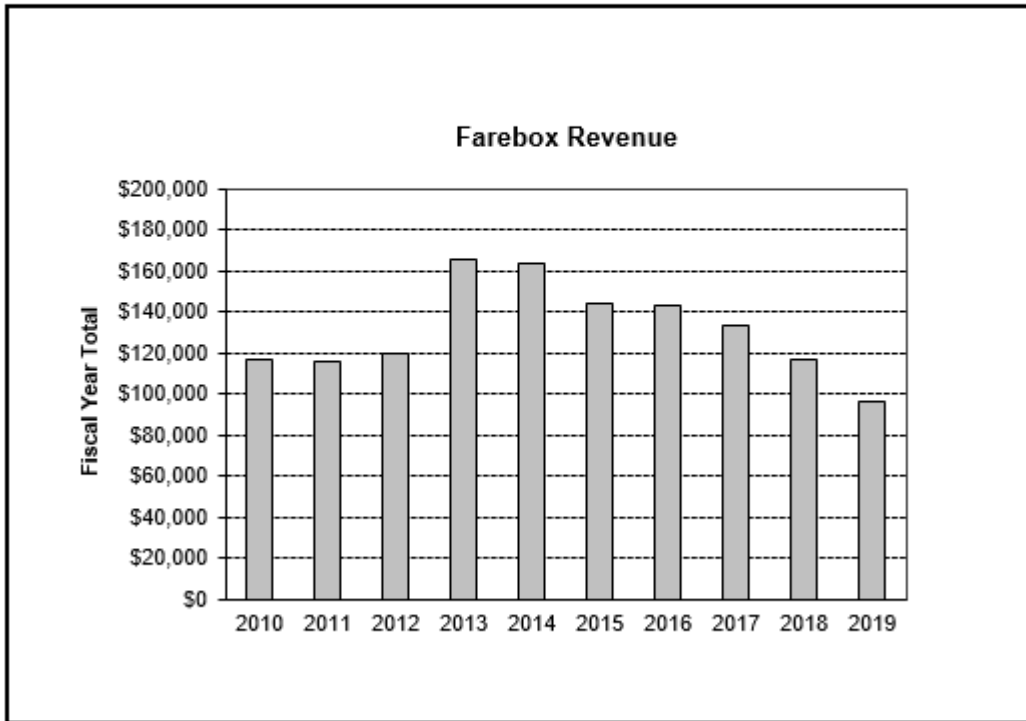
**FIGURE 1**  
**FY 2018 and FY 2019**  
**Downtown-Waterfront Shuttle**



**FIGURE 2**  
**FY 2010 Through FY 2019 Totals**  
**Downtown-Waterfront Shuttle**



**FIGURE 3**  
**FY 2010 Through FY 2019 Totals**  
**Downtown-Waterfront Shuttle Farebox Revenue**



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

**Quarterly Report  
April 1 - June 30, 2019**

*Prepared by the*

Santa Barbara Metropolitan Transit District



July 22, 2019



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**MTD Report to Santa Barbara**  
**On the Downtown-Waterfront Shuttle**  
**April 1 - June 30, 2019 Quarterly 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 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 (62 and up), Medicare cardholders, and persons with disabilities. As of October 1<sup>st</sup>, 2018, MTD is offering a one-day pass for \$1, good for unlimited rides in any direction, in one calendar day on the Downtown and Waterfront Shuttles. Transfers between the State Street and Waterfront routes are free.

Beginning on June 10<sup>th</sup>, 2019, the Downtown Shuttle adjusted its route to serve the Funk Zone directly, adding a new stop at Yanonali and Anacapa Streets on the inbound trip. Additionally, Lines 31 and 32 were combined into one line, the new Line 34 (Waterfront Shuttle). This was done for streamlined reporting and for better utility for the riding public using the SBMTD BusTracker app. June 2019 is the only month where Lines 31 and 32 ran for part of the month (June 1-9) and Line 34 ran for the other part (June 10-30). To see total ridership for the month of June, observers should combine ridership on Lines 31, 32, and 34.

Table 1 presents the ridership of the Downtown-Waterfront Shuttle for the period from April through June 2019, corresponding to the fourth quarter of fiscal year (FY) 2019. (The MTD fiscal year runs from July 1 through June 30.) The table also presents ridership for the corresponding period of the previous fiscal year, as well as the percent change in ridership compared to the previous year. The fourth quarter of the current fiscal year had the same number of weekday and weekend service days as the fourth quarter of FY 2018.

Table 2 shows the number of revenue hours that MTD operated on the Downtown-Waterfront Shuttle in the fourth quarter of FY 2019, along with corresponding data from the previous fiscal year. The table also presents ridership per revenue hour for each route for the current quarter and the corresponding quarter of the previous fiscal year.

As shown in Table 1, total ridership on the Downtown-Waterfront Shuttle decreased slightly from 70,269 passengers in the fourth quarter of FY 2018 to

61,895 passengers in the same quarter of FY 2019. While ridership decreased on both State Street and the Waterfront, the Waterfront ridership declined by less than 1 percent from last year's fourth quarter numbers. Table 2 shows that fourth quarter revenue hours decreased slightly with 3,878 hours in FY 2019 over FY 2018's 3,893 hours.

Average riders per revenue hour decreased from 18.6 in FY 2018 to 15 in FY 2019. Quarterly estimated fare revenue decreased from \$21,221.25 in FY 2018 to \$16,729.75 in FY 2019. The percentage of passengers who paid the \$0.25 half-fare decreased from 24 percent in FY 2018 to 22.1 percent in FY 2019. The fourth quarter of FY 19 had the same amount of booster-supported cruise ships as in the same period in FY 18, but the ships in FY 19 had smaller passenger loads.

**TABLE 1**  
**Downtown-Waterfront Shuttle Ridership**

Line	Current Quarter		Fiscal Year To-Date		Percent Change	
	FY 2019 Apr-Jun	FY 2018 Apr-Jun	FY 2019 Jul-Jun	FY 2018 Jul-Jun	Current Quarter	FY To-Date
Line 30 - State Street	49,010	57,266	207,201	249,713	-14.4%	-17.0%
Line 31 - East Beach	5,490	7,734	27,061	35,292	-29.0%	-23.3%
Line 32 - West Beach	3,850	5,269	17,476	21,360	-26.9%	-18.2%
Line 34 - Waterfront	3,545	0	3,545	0	100%	100%
Combined Lines 31, 32, & 34	12,885	13,003	48,082	56,652	-0.9%	-15.1%
<i>Downtown-Waterfront Total</i>	<i>61,895</i>	<i>70,269</i>	<i>255,283</i>	<i>306,365</i>	<i>-11.9%</i>	<i>-16.7%</i>

Source: Santa Barbara Metropolitan Transit District.

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

Line	Current Quarter		Fiscal Year To-Date		Riders per Hour	
	FY 2019 Apr-Jun	FY 2018 Apr-Jun	FY 2019 Jul-Jun	FY 2018 Jul-Jun	FY 2019 Apr-Jun	FY 2018 Apr-Jun
Line 30 - State Street	2,847	2,869	10,940	10,797	17.2	20.0
Line 31 - East Beach	474	699	2,315	2,550	11.6	11.1
Line 32 - West Beach	224	325	1,099	1,201	17.2	16.2
Line 34 - Waterfront	333	0	333	0	10.6	n/a
Combined Lines 31, 32, & 34	1,031	1,024	3,747	3,751	12.5	12.7
<i>Downtown-Waterfront Total</i>	<i>3,878</i>	<i>3,893</i>	<i>14,687</i>	<i>14,548</i>	<i>16.0</i>	<i>18.1</i>

Source: Santa Barbara Metropolitan Transit District.

All of MTD's fourteen replacement battery-electric vehicles have arrived and are now in service. The new vehicles with modern battery technology are replacing 18-year-old shuttles. The new vehicles are longer than the current fleet while maintaining the narrower width of the current shuttles, and come equipped with MTD's real-time bus arrival technology and updated fareboxes.

## Five-Year Trend

Tables 3A, 3B, and 3C present five-year Downtown-Waterfront Shuttle trends in ridership, revenue hours, and passengers per revenue hour, respectively. 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 changing state of retail in our Downtown area has had an impact on the activity on State Street. The new activity in the Funk Zone and the resurgence of activity in the area on lower State Street and the Waterfront in the past few years due to new hotel and restaurant offerings has also changed the focal point for visitors and residents.

## Marketing & Public Information

- The new Downtown-Waterfront Shuttle Day Pass has been marketed extensively through outreach and partnerships with Visit Santa Barbara and Downtown Santa Barbara. Several locations around town are selling the passes.
- The Day Pass and Shuttle have been advertised on KTYD and in Voice Magazine, and passes were supplied to participants in the Architectours event downtown.
- Passenger information cards are distributed at many locations along the route, including lodging establishments and the Visitors' Center.
- 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 on the back panel of 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.

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

Month	Fiscal Year					
	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
Jul.	57,628	54,658	46,463	47,849	50,867	37,253
Aug.	53,889	51,828	44,916	43,125	40,542	31,649
Sep.	35,605	33,348	35,362	33,675	29,142	24,746
Oct.	32,628	32,026	30,956	32,684	25,574	19,304
Nov.	23,282	23,349	24,314	23,033	19,393	17,874
Dec.	24,204	20,141	19,878	18,022	13,360	15,896
Jan.	27,947	24,576	22,215	18,934	18,539	15,624
Feb.	23,527	21,101	25,264	16,870	19,631	14,299
Mar.	30,739	25,645	27,752	24,179	19,048	16,743
Apr.	36,492	28,970	31,156	28,493	22,677	20,375
May	33,276	25,015	27,610	26,196	22,120	17,776
Jun.	42,037	32,865	35,296	36,444	25,472	23,744
Total	421,254	373,522	371,182	349,504	306,365	255,283

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

Month	Fiscal Year					
	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
Jul.	1,743	1,729	1,762	1,794	1,793	1,734
Aug.	1,743	1,759	1,747	1,729	1,698	1,706
Sep.	1,121	1,106	1,298	1,208	1,136	1,122
Oct.	1,133	1,131	1,266	1,125	1,060	1,046
Nov.	1,069	1,086	1,184	1,044	1,013	1,015
Dec.	1,086	1,072	1,073	1,059	878	1,071
Jan.	1,126	1,127	1,159	1,120	1,051	1,073
Feb.	1,000	1,010	1,050	997	969	970
Mar.	1,173	1,111	1,151	1,070	1,059	1,073
Apr.	1,214	1,132	1,158	1,082	1,033	1,019
May	1,331	1,323	1,192	1,193	1,183	1,212
Jun.	1,694	1,673	1,676	1,671	1,676	1,646
Total	15,433	15,259	15,716	15,092	14,549	14,687

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

Month	Fiscal Year					
	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
Jul.	33.1	31.6	26.4	26.7	28.4	21.5
Aug.	30.9	29.5	25.7	24.9	23.9	18.6
Sep.	31.8	30.2	27.2	27.9	25.7	22.1
Oct.	28.8	28.3	24.5	29.1	24.1	18.5
Nov.	21.8	21.5	20.5	22.1	19.1	17.6
Dec.	22.3	18.8	18.5	17.0	15.2	14.8
Jan.	24.8	21.8	19.2	16.9	17.6	14.6
Feb.	23.5	20.9	24.1	16.9	20.3	14.7
Mar.	26.2	23.1	24.1	22.6	18.0	15.6
Apr.	30.1	25.6	26.9	26.3	22.0	20.0
May	25.0	18.9	23.2	22.0	18.7	14.7
Jun.	24.8	19.6	21.1	21.8	15.2	14.4
Avg.	27.3	24.5	23.6	23.2	21.1	17.4

Source: Santa Barbara Metropolitan Transit District.

**FIGURE 1**  
**FY 2018 and FY 2019**  
**Downtown-Waterfront Shuttle**

