



## System Ridership Report: November 2010

**System-wide ridership was down 3.6% month over month in November.** This year we ran Saturday service on Veterans' Day, which gave us one less low-ridership weekday and one more high-ridership Saturday than we would have had otherwise. Veterans' Day ridership was up 23% from an average Saturday, but was only 56% of a normal weekday. Schools were in session one day more this year than last year. And yet, weekday ridership for the month was down 4.6% from November 2009. The small service reduction in August might partially account for the drop in ridership, but the economy is still more likely the major culprit.

**Table A: Ridership Trends by Fare Component**

| Fare Categories                   | Month          |                |              | Fiscal Year to Date |                  |              |
|-----------------------------------|----------------|----------------|--------------|---------------------|------------------|--------------|
|                                   | Nov 10         | Nov 09         | %Change      | Jul 10 - Nov 10     | Jul 09 - Nov 09  | %Change      |
| General Fare                      | 92,923         | 99,486         | -6.6%        | 547,404             | 592,796          | -7.7%        |
| Transfers                         | 59,567         | 60,455         | -1.5%        | 338,854             | 348,883          | -2.9%        |
| Full Fare Prepaid (1)             | 99,820         | 128,308        | -22.2%       | 585,187             | 778,023          | -24.8%       |
| Santa Barbara City College        | 117,044        | 116,202        | 0.7%         | 474,437             | 490,452          | -3.3%        |
| Senior & Disabled Prepaid (2)     | 51,793         | 48,072         | 7.7%         | 276,251             | 265,921          | 3.9%         |
| Shuttle (DWE, Commuter & Seaside) | 32,418         | 34,812         | -6.9%        | 245,409             | 266,834          | -8.0%        |
| UC Santa Barbara                  | 91,786         | 88,100         | 4.2%         | 298,562             | 290,479          | 2.8%         |
| Student Prepaid (3)               | 53,860         | 43,171         | 24.8%        | 229,217             | 198,525          | 15.5%        |
| Free                              | 24,603         | 28,837         | -14.7%       | 137,884             | 150,751          | -8.5%        |
| My Ride                           | 7,006          | 7,057          | -0.7%        | 48,733              | 45,566           | 7.0%         |
| Senior                            | 7,858          | 8,041          | -2.3%        | 43,837              | 45,053           | -2.7%        |
| Persons with Disabilities         | 3,541          | 3,642          | -2.8%        | 18,618              | 19,563           | -4.8%        |
| Tokens                            | 2,163          | 2,238          | -3.4%        | 11,846              | 12,535           | -5.5%        |
| <b>Total</b>                      | <b>644,382</b> | <b>668,421</b> | <b>-3.6%</b> | <b>3,256,239</b>    | <b>3,505,381</b> | <b>-7.1%</b> |

(1) Includes adult 10-Ride and Unlimited 30-Day Passport use.

(2) Includes seniors' and persons with disabilities' 10-Ride and Unlimited 30-Day Passport use.

(3) Includes student 10-Ride and Unlimited 30-Day Passport use.

Source: MTD Passdat Program, MTD Transit Development Department, Planning Section

**Table B: Revenue Hours and Revenue Miles**

| Metrics                 | Month   |         |         | Fiscal Year to Date |                 |         |
|-------------------------|---------|---------|---------|---------------------|-----------------|---------|
|                         | Nov 10  | Nov 09  | %Change | Jul 10 - Nov 10     | Jul 09 - Nov 09 | %Change |
| Passengers              | 644,382 | 668,421 | -3.6%   | 3,256,239           | 3,505,381       | -7.1%   |
| Revenue Hours           | 16,706  | 16,632  | 0.4%    | 88,757              | 88,271          | 0.6%    |
| Passengers per Rev Hour | 38.57   | 40.19   | -4.0%   | 36.69               | 39.71           | -7.6%   |
| Miles                   | 211,464 | 212,472 | -0.5%   | 1,104,096           | 1,112,976       | -0.8%   |
| Passengers per Mile     | 3.05    | 3.15    | -3.1%   | 2.95                | 3.15            | -6.4%   |

Source: MTD Passdat Program, MTD Transit Development Department, Planning Section

**Table C: November 2010 System Ridership**

| LINE                                       | Month          |                |              | Fiscal Year to Date |                  |              |
|--|----------------|----------------|--------------|---------------------|------------------|--------------|
|  | Nov 10         | Nov 09         | %Change      | Jul 10 - Nov 10     | Jul 09 - Nov 09  | %Change      |
| 1 West Santa Barbara                       | 37,974         | 41,181         | -7.8%        | 197,151             | 214,131          | -7.9%        |
| 2 East Santa Barbara                       | 56,018         | 59,098         | -5.2%        | 289,062             | 314,559          | -8.1%        |
| 3 Oak Park                                 | 25,080         | 26,261         | -4.5%        | 132,214             | 146,214          | -9.6%        |
| 4 Mesa/SBCC                                | 14,886         | 13,326         | 11.7%        | 71,278              | 68,897           | 3.5%         |
| 5 Mesa / La Cumbre                         | 16,788         | 16,479         | 1.9%         | 89,909              | 90,767           | -0.9%        |
| 6 Goleta                                   | 60,742         | 65,862         | -7.8%        | 315,047             | 352,175          | -10.5%       |
| 7 County Health / Fairview                 | 10,399         | 9,159          | 13.5%        | 59,100              | 33,926           | 74.2%        |
| 8 County Health                            | 10,901         | 11,249         | -3.1%        | 56,189              | 83,159           | -32.4%       |
| 9 Calle Real / Old Town Shuttle            | 5,947          | 5,272          | 12.8%        | 29,995              | 38,296           | -21.7%       |
| 10 Cathedral Oaks                          | 2,759          | 4,823          | -42.8%       | 14,566              | 24,606           | -40.8%       |
| 11 UCSB                                    | 76,326         | 81,621         | -6.5%        | 394,455             | 429,694          | -8.2%        |
| 12x Goleta Express                         | 22,064         | 23,285         | -5.2%        | 121,428             | 130,795          | -7.2%        |
| 14 Montecito                               | 8,695          | 8,806          | -1.3%        | 46,664              | 53,771           | -13.2%       |
| 15x SBCC / UCSB Express                    | 28,841         | 25,048         | 15.1%        | 116,500             | 111,263          | 4.7%         |
| 16 City College Shuttle                    | 17,482         | 14,400         | 21.4%        | 61,855              | 60,827           | 1.7%         |
| 17 Lower West / SBCC                       | 17,594         | 23,469         | -25.0%       | 97,891              | 119,007          | -17.7%       |
| 20 Carpinteria                             | 27,940         | 30,421         | -8.2%        | 151,177             | 171,244          | -11.7%       |
| 21x Carpinteria Express                    | 8,860          | 9,028          | -1.9%        | 48,262              | 54,957           | -12.2%       |
| 22 Old Mission                             | 1,491          | 1,804          | -17.4%       | 9,296               | 12,634           | -26.4%       |
| 23 Winchester Canyon                       | 20,110         | 20,171         | -0.3%        | 83,783              | 94,480           | -11.3%       |
| 24x UCSB Express                           | 52,022         | 50,420         | 3.2%         | 230,189             | 229,535          | 0.3%         |
| 25 Ellwood                                 | 11,002         | 10,848         | 1.4%         | 46,693              | 51,474           | -9.3%        |
| 27 Isla Vista Shuttle                      | 30,735         | 24,272         | 26.6%        | 111,956             | 71,959           | 55.6%        |
| 36 Seaside Shuttle                         | 7,656          | 7,652          | 0.1%         | 44,220              | 43,999           | 0.5%         |
| 37 Crosstown Shuttle                       | 12,240         | 12,607         | -2.9%        | 64,094              | 71,728           | -10.6%       |
| Booster Services                           | 25,102         | 34,140         | -26.5%       | 92,199              | 136,665          | -32.5%       |
| <b>System Subtotal</b>                     | <b>609,654</b> | <b>630,702</b> | <b>-3.3%</b> | <b>2,975,173</b>    | <b>3,210,762</b> | <b>-7.3%</b> |
| <b>Downtown Waterfront Shuttles</b>        |                |                |              |                     |                  |              |
| 30 Downtown Shuttle                        | 26,308         | 26,865         | -2.1%        | 206,907             | 208,666          | -0.8%        |
| 31 East Beach Waterfront Shuttle           | 4,033          | 4,188          | -3.7%        | 40,188              | 42,126           | -4.6%        |
| 32 West Beach Waterfront Shuttle           | 1,543          | 1,624          | -5.0%        | 17,302              | 17,313           | -0.1%        |
| <b>Commuter Lot Shuttle</b>                |                |                |              |                     |                  |              |
| 50 Carrillo Commuter Lot Shuttle           | 761            | 1,555          | -51.1%       | 4,940               | 8,462            | -41.6%       |
| <b>Valley Express/Clean Air Express</b>    |                |                |              |                     |                  |              |
| 82 Goleta, Raytheon                        | 715            | 690            | 3.6%         | 4,016               | 3,673            | 9.3%         |
| 83 UCSB, County Health, Cottage Hospital   | 530            | 415            | 27.7%        | 3,009               | 2,858            | 5.3%         |
| 84 La Cumbre, Cottage Hosp, Downtown, SBCC | 653            | 683            | -4.4%        | 3,611               | 3,554            | 1.6%         |
| 85 Clean Air Express                       | -              | 1,206          | -100.0%      | -                   | 6,671            | -100.0%      |
| <b>Unknown/Miscellaneous</b>               | 185            | 493            | -62.5%       | 1,093               | 1,296            | -15.7%       |
| <b>System Total</b>                        | <b>644,382</b> | <b>668,421</b> | <b>-3.6%</b> | <b>3,256,239</b>    | <b>3,505,381</b> | <b>-7.1%</b> |
| <b>Related Routes</b>                      |                |                |              |                     |                  |              |
| 20, 21x Carpinteria                        | 36,800         | 39,449         | -6.7%        | 199,439             | 226,201          | -11.8%       |
| 1, 2, 37 East/West & Crosstown             | 106,232        | 112,886        | -5.9%        | 550,307             | 600,418          | -8.3%        |
| 4, 5, 15x, 16, 17 Mesa Lines               | 95,591         | 92,722         | 3.1%         | 437,433             | 450,761          | -3.0%        |
| 7, 8, 9 Calle Real                         | 27,247         | 16,521         | 64.9%        | 145,284             | 121,455          | 19.6%        |
| 6, 11 State/Hollister                      | 137,068        | 147,483        | -7.1%        | 709,502             | 781,869          | -9.3%        |
| 82, 83, 84 Valley Express                  | 1,898          | 1,788          | 6.2%         | 10,636              | 10,085           | 5.5%         |

Source: MTD Passdat Program, MTD Transit Development Department, Planning Section

Table C Notes: Period over period comparison exceptions System changes and enhancements occur throughout the year. These affect the quality of conclusions drawn when comparing ridership period over period for those lines that are modified.

**Table D: November 2010 - Passengers per Hour**

| LINE                                       | Month  |        |         | Fiscal Year to Date |                 |         |
|--|--------|--------|---------|---------------------|-----------------|---------|
|  | Nov 10 | Nov 09 | %Change | Jul 10 - Nov 10     | Jul 09 - Nov 09 | %Change |
| 1 West Santa Barbara                       | 49.8   | 54.4   | -8.4%   | 48.4                | 52.4            | -7.6%   |
| 2 East Santa Barbara                       | 43.8   | 46.4   | -5.7%   | 42.1                | 45.6            | -7.6%   |
| 3 Oak Park                                 | 32.0   | 29.7   | 7.9%    | 29.9                | 30.3            | -1.4%   |
| 4 Mesa/SBCC                                | 41.2   | 41.9   | -1.8%   | 37.9                | 38.9            | -2.4%   |
| 5 Mesa / La Cumbre                         | 30.1   | 29.8   | 0.7%    | 30.5                | 30.9            | -1.4%   |
| 6 Goleta                                   | 38.7   | 45.4   | -14.8%  | 39.1                | 46.2            | -15.2%  |
| 7 Calle Real / Fairview                    | 26.3   | 23.9   | 10.3%   | 27.9                | 25.5            | 9.4%    |
| 8 Calle Real / Turnpike                    | 37.7   | 38.9   | -3.1%   | 35.9                | 38.8            | -7.7%   |
| 9 Calle Real / Old Town Shuttle            | 18.1   | 16.1   | 12.8%   | 17.2                | 20.7            | -16.5%  |
| 10 Cathedral Oaks                          | 23.5   | 41.2   | -43.0%  | 22.3                | 35.8            | -37.5%  |
| 11 UCSB                                    | 41.1   | 43.5   | -5.4%   | 40.0                | 43.2            | -7.4%   |
| 12x Goleta Express                         | 45.0   | 48.2   | -6.7%   | 46.4                | 50.2            | -7.4%   |
| 14 Montecito                               | 22.2   | 23.2   | -4.3%   | 22.1                | 24.8            | -10.9%  |
| 15x SBCC / UCSB Express                    | 46.0   | 40.8   | 12.7%   | 43.4                | 41.8            | 4.0%    |
| 16 City College Shuttle                    | 86.1   | 74.7   | 15.4%   | 84.5                | 84.0            | 0.6%    |
| 17 Lower West / SBCC                       | 70.2   | 82.5   | -14.9%  | 69.8                | 79.5            | -12.2%  |
| 20 Carpinteria                             | 26.4   | 28.8   | -8.3%   | 26.8                | 30.4            | -11.6%  |
| 21x Carpinteria Express                    | 27.4   | 26.7   | 2.7%    | 27.0                | 29.7            | -9.4%   |
| 22 Old Mission                             | 9.7    | 11.9   | -18.2%  | 11.6                | 15.4            | -24.7%  |
| 23 Winchester Canyon                       | 36.4   | 35.3   | 3.2%    | 27.9                | 31.1            | -10.1%  |
| 24x UCSB Express                           | 62.5   | 60.9   | 2.7%    | 55.6                | 54.3            | 2.5%    |
| 25 Ellwood                                 | 32.6   | 34.6   | -5.7%   | 27.5                | 31.0            | -11.4%  |
| 27 Isla Vista Shuttle                      | 49.6   | 43.1   | 15.0%   | 36.3                | 35.6            | 1.9%    |
| 36 Seaside Shuttle                         | 21.1   | 21.2   | -0.8%   | 21.1                | 21.1            | 0.3%    |
| 37 Crosstown Shuttle                       | 21.2   | 22.7   | -6.6%   | 20.5                | 23.2            | -11.5%  |
| School Boosters                            | 83.1   | 109.1  | -23.8%  | 78.2                | 100.7           | -22.4%  |
| <i>System Average</i>                      | 38.9   | 40.2   | -3.2%   | 36.6                | 39.5            | -7.5%   |
| <b>Downtown Waterfront Shuttles</b>        |        |        |         |                     |                 |         |
| 30 Downtown Shuttle                        | 32.4   | 32.3   | 0.5%    | 40.6                | 40.8            | -0.3%   |
| 31 East Beach Waterfront Shuttle           | 26.1   | 27.1   | -3.7%   | 32.2                | 33.4            | -3.8%   |
| 32 West Beach Waterfront Shuttle           | 20.0   | 21.0   | -5.0%   | 29.5                | 29.3            | 0.6%    |
| <b>Commuter Lot Shuttle</b>                |        |        |         |                     |                 |         |
| 50 Carillo Commuter Lot Shuttle            | 8.0    | 16.4   | -51.0%  | 9.5                 | 16.0            | -41.0%  |
| <b>Valley Express/Clean Air Express</b>    |        |        |         |                     |                 |         |
| 82 Goleta, Raytheon                        | 18.2   | 17.6   | 3.6%    | 18.5                | 16.8            | 10.4%   |
| 83 UCSB, County Health, Cottage Hospital   | 10.7   | 8.4    | 27.7%   | 11.0                | 10.3            | 6.3%    |
| 84 La Cumbre, Cottage Hosp, Downtown, SBCC | 14.5   | 15.2   | -4.4%   | 14.5                | 14.2            | 2.5%    |
| 85 Clean Air Express                       | -      | 26.1   | -100.0% | -                   | 25.9            | -100.0% |
| <b>Unknown/Miscellaneous</b>               | 3.7    | 17.7   | -78.8%  | 4.1                 | 27.2            | -84.9%  |
| <i>System Total</i>                        | 38.6   | 40.2   | -4.0%   | 36.7                | 39.7            | -7.6%   |

| <b>Related Routes</b>          |      |      |       |      |      |        |
|--------------------------------|------|------|-------|------|------|--------|
| 20, 21x Carpinteria            | 26.6 | 28.3 | -5.8% | 26.9 | 30.2 | -11.1% |
| 1, 2, 37 East/West & Crosstown | 44.3 | 47.9 | -7.4% | 42.8 | 46.6 | -8.1%  |
| 4, 5, 15x, 16, 17 Mesa Lines   | 47.8 | 47.3 | 1.1%  | 45.3 | 47.0 | -3.5%  |
| 7, 8, 9 Calle Real/Fairview    | 26.9 | 25.7 | 4.9%  | 26.8 | 29.2 | -8.2%  |
| 6, 11 State/Hollister          | 40.0 | 44.3 | -9.7% | 39.6 | 44.5 | -10.9% |

**Table E: November 2010 – ‘Too Full To Board’ Loads Indicated**

Passengers were refused service because a vehicle was too full to safely board additional riders.

| LINE                                       | Month      |            |               | Fiscal Year to Date |                 |              |
|--|------------|------------|---------------|---------------------|-----------------|--------------|
|  | Nov 10     | Nov 09     | %Change       | Jul 10 - Nov 10     | Jul 09 - Nov 09 | %Change      |
| 1 West Santa Barbara                       | 7          | 4          | 75.0%         | 20                  | 16              | 25.0%        |
| 2 East Santa Barbara                       | 17         | 11         | 54.5%         | 39                  | 37              | 5.4%         |
| 3 Oak Park                                 | 3          | -          | 100.0%        | 25                  | 4               | 525.0%       |
| 4 Mesa/SBCC                                | -          | -          | 0.0%          | 14                  | 9               | 55.6%        |
| 5 Mesa / La Cumbre                         | 8          | 6          | 33.3%         | 52                  | 46              | 13.0%        |
| 6 Goleta                                   | 29         | 29         | 0.0%          | 177                 | 152             | 16.4%        |
| 7 Calle Real / Fairview                    | -          | -          | 0.0%          | 7                   | 1               | 600.0%       |
| 8 Calle Real / Turnpike                    | 1          | -          | 100.0%        | 1                   | -               | 100.0%       |
| 9 Calle Real / Old Town Shuttle            | -          | -          | 0.0%          | 1                   | 1               | 0.0%         |
| 10 Cathedral Oaks                          | -          | 1          | -100.0%       | 3                   | 2               | 50.0%        |
| 11 UCSB                                    | 19         | 10         | 90.0%         | 101                 | 95              | 6.3%         |
| 12x Goleta Express                         | 1          | 1          | 0.0%          | 6                   | 23              | -73.9%       |
| 14 Montecito                               | -          | -          | 0.0%          | 3                   | 3               | 0.0%         |
| 15x SBCC / UCSB Express                    | 64         | 19         | 236.8%        | 345                 | 198             | 74.2%        |
| 16 City College Shuttle                    | 18         | 17         | 5.9%          | 74                  | 109             | -32.1%       |
| 17 Lower West / SBCC                       | 3          | 7          | -57.1%        | 38                  | 74              | -48.6%       |
| 20 Carpinteria                             | 5          | 10         | -50.0%        | 15                  | 22              | -31.8%       |
| 21x Carpinteria Express                    | 1          | -          | 100.0%        | 5                   | 8               | -37.5%       |
| 22 Old Mission                             | -          | -          | 0.0%          | -                   | -               | 0.0%         |
| 23 Winchester Canyon                       | 9          | 5          | 80.0%         | 22                  | 36              | -38.9%       |
| 24x UCSB Express                           | 69         | 50         | 38.0%         | 297                 | 235             | 26.4%        |
| 25 Ellwood                                 | -          | -          | 0.0%          | 2                   | 6               | -66.7%       |
| 27 UCSB Shuttle                            | 32         | 5          | 540.0%        | 107                 | 37              | 189.2%       |
| 36 Seaside Shuttle                         | 3          | 2          | 50.0%         | 11                  | 7               | 57.1%        |
| 37 Crosstown Shuttle                       | -          | -          | 0.0%          | -                   | 5               | -100.0%      |
| <b>System Subtotal</b>                     | <b>289</b> | <b>177</b> | <b>63.3%</b>  | <b>1,365</b>        | <b>1,126</b>    | <b>21.2%</b> |
| <b>Downtown Waterfront Shuttles</b>        |            |            |               |                     |                 |              |
| 30 Downtown Shuttle                        | 66         | 53         | 24.5%         | 931                 | 1,029           | -9.5%        |
| 31 East Beach Waterfront Shuttle           | 1          | -          | 100.0%        | 55                  | 48              | 14.6%        |
| 32 West Beach Waterfront Shuttle           | -          | -          | 0.0%          | 8                   | 1               | 700.0%       |
| <b>Commuter Lot Shuttle</b>                |            |            |               |                     |                 |              |
| 50 Carillo Commuter Lot Shuttle            | -          | -          | 0.0%          | -                   | -               | 0.0%         |
| <b>Valley Express/Clean Air Express</b>    |            |            |               |                     |                 |              |
| 82 Goleta, Raytheon                        | -          | -          | 0.0%          | -                   | -               | 0.0%         |
| 83 UCSB, County Health, Cottage Hospital   | -          | -          | 0.0%          | -                   | -               | 0.0%         |
| 84 La Cumbre, Cottage Hosp, Downtown, SBCC | -          | -          | 0.0%          | -                   | -               | 0.0%         |
| 85 Clean Air Express                       | -          | -          | 0.0%          | -                   | -               | 0.0%         |
| <b>Unknown</b>                             | <b>1</b>   | <b>-</b>   | <b>100.0%</b> | <b>6</b>            | <b>4</b>        | <b>50.0%</b> |
| <b>System Total</b>                        | <b>357</b> | <b>230</b> | <b>55.2%</b>  | <b>2,365</b>        | <b>2,208</b>    | <b>7.1%</b>  |

Source: GFI Genfare, MTD Transit Development Department, Planning Section

**Table F: November 2010 – ‘At Capacity’ Loads Indicated**

Classified as a 30 foot vehicle with 10 or more standees, or a 40 foot vehicle with 20 or more standees.

| LINE                                       | Month      |            |              | Fiscal Year to Date |                 |               |
|--|------------|------------|--------------|---------------------|-----------------|---------------|
|  | Nov 10     | Nov 09     | %Change      | Jul 10 - Nov 10     | Jul 09 - Nov 09 | %Change       |
| 1 West Santa Barbara                       | 3          | 10         | -70.0%       | 17                  | 43              | -60.5%        |
| 2 East Santa Barbara                       | 15         | 32         | -53.1%       | 68                  | 113             | -39.8%        |
| 3 Oak Park                                 | 4          | 1          | 300.0%       | 30                  | 24              | 25.0%         |
| 4 Mesa/SBCC                                | -          | 2          | -100.0%      | 4                   | 10              | -60.0%        |
| 5 Mesa / La Cumbre                         | 25         | 6          | 316.7%       | 110                 | 40              | 175.0%        |
| 6 Goleta                                   | 30         | 27         | 11.1%        | 175                 | 163             | 7.4%          |
| 7 Calle Real / Fairview                    | 1          | -          | 100.0%       | 24                  | 4               | 500.0%        |
| 8 Calle Real / Turnpike                    | 1          | -          | 100.0%       | 4                   | 8               | -50.0%        |
| 9 Calle Real / Old Town Shuttle            | -          | -          | 0.0%         | 1                   | 2               | -50.0%        |
| 10 Cathedral Oaks                          | -          | -          | 0.0%         | 1                   | 3               | -66.7%        |
| 11 UCSB                                    | 30         | 21         | 42.9%        | 232                 | 131             | 77.1%         |
| 12x Goleta Express                         | 12         | 3          | 300.0%       | 48                  | 40              | 20.0%         |
| 14 Montecito                               | 9          | 1          | 800.0%       | 18                  | 9               | 100.0%        |
| 15x SBCC / UCSB Express                    | 65         | 42         | 54.8%        | 243                 | 232             | 4.7%          |
| 16 City College Shuttle                    | 5          | 9          | -44.4%       | 16                  | 37              | -56.8%        |
| 17 Lower West / SBCC                       | 4          | 13         | -69.2%       | 43                  | 57              | -24.6%        |
| 20 Carpinteria                             | 14         | 8          | 75.0%        | 47                  | 26              | 80.8%         |
| 21x Carpinteria Express                    | 7          | 1          | 600.0%       | 25                  | 14              | 78.6%         |
| 22 Old Mission                             | -          | -          | 0.0%         | -                   | -               | 0.0%          |
| 23 Winchester Canyon                       | 3          | 1          | 200.0%       | 17                  | 5               | 240.0%        |
| 24x UCSB Express                           | 101        | 67         | 50.7%        | 384                 | 230             | 67.0%         |
| 25 Ellwood                                 | 5          | 7          | -28.6%       | 24                  | 45              | -46.7%        |
| 27 UCSB Shuttle                            | 31         | 47         | -34.0%       | 78                  | 90              | -13.3%        |
| 36 Seaside Shuttle                         | 2          | -          | 100.0%       | 12                  | 7               | 71.4%         |
| 37 Crosstown Shuttle                       | 5          | 2          | 150.0%       | 9                   | 7               | 28.6%         |
| <b>System Subtotal</b>                     | <b>372</b> | <b>300</b> | <b>24.0%</b> | <b>1,630</b>        | <b>1,340</b>    | <b>21.6%</b>  |
| <b>Downtown Waterfront Shuttles</b>        |            |            |              |                     |                 |               |
| 30 Downtown Shuttle                        | 13         | 60         | -78.3%       | 371                 | 680             | -45.4%        |
| 31 East Beach Waterfront Shuttle           | 1          | -          | 100.0%       | 7                   | 16              | -56.3%        |
| 32 West Beach Waterfront Shuttle           | -          | -          | 0.0%         | -                   | -               | 0.0%          |
| <b>Commuter Lot Shuttle</b>                |            |            |              |                     |                 |               |
| 50 Carillo Commuter Lot Shuttle            | -          | -          | 0.0%         | -                   | -               | 0.0%          |
| <b>Valley Express/Clean Air Express</b>    |            |            |              |                     |                 |               |
| 82 Goleta, Raytheon                        | -          | -          | 0.0%         | -                   | -               | 0.0%          |
| 83 UCSB, County Health, Cottage Hospital   | -          | -          | 0.0%         | -                   | -               | 0.0%          |
| 84 La Cumbre, Cottage Hosp, Downtown, SBCC | -          | -          | 0.0%         | -                   | -               | 0.0%          |
| 85 Clean Air Express                       | -          | -          | 0.0%         | -                   | -               | 0.0%          |
| <b>Unknown</b>                             | <b>-</b>   | <b>-</b>   | <b>0.0%</b>  | <b>5</b>            | <b>-</b>        | <b>100.0%</b> |
| <b>System Total</b>                        | <b>386</b> | <b>360</b> | <b>7.2%</b>  | <b>2,013</b>        | <b>2,036</b>    | <b>-1.1%</b>  |

Source: GFI Genfare, MTD Transit Development Department, Planning Section

**Table G: November 2010 – Bicycles Carried**

| LINE                                       | Month        |               |               | Fiscal Year to Date |                 |               |
|--|--------------|---------------|---------------|---------------------|-----------------|---------------|
|  | Nov 10       | Nov 09        | %Change       | Jul 10 - Nov 10     | Jul 09 - Nov 09 | %Change       |
| 1 West Santa Barbara                       | 201          | 276           | -27.2%        | 1,012               | 1,288           | -21.4%        |
| 2 East Santa Barbara                       | 521          | 624           | -16.5%        | 2,609               | 3,046           | -14.3%        |
| 3 Oak Park                                 | 227          | 342           | -33.6%        | 1,369               | 1,568           | -12.7%        |
| 4 Mesa/SBCC                                | 173          | 244           | -29.1%        | 1,012               | 1,165           | -13.1%        |
| 5 Mesa / La Cumbre                         | 315          | 324           | -2.8%         | 1,824               | 1,847           | -1.2%         |
| 6 Goleta                                   | 1,305        | 1,508         | -13.5%        | 7,282               | 8,207           | -11.3%        |
| 7 Calle Real / Fairview                    | 277          | 209           | 32.5%         | 1,725               | 743             | 132.2%        |
| 8 Calle Real / Turnpike                    | 217          | 213           | 1.9%          | 1,203               | 1,656           | -27.4%        |
| 9 Calle Real / Old Town Shuttle            | 24           | 50            | -52.0%        | 221                 | 264             | -16.3%        |
| 10 Cathedral Oaks                          | 57           | 59            | -3.4%         | 271                 | 265             | 2.3%          |
| 11 UCSB                                    | 1,953        | 1,897         | 3.0%          | 9,546               | 9,626           | -0.8%         |
| 12x Goleta Express                         | 550          | 630           | -12.7%        | 3,294               | 3,378           | -2.5%         |
| 14 Montecito                               | 207          | 200           | 3.5%          | 1,104               | 1,182           | -6.6%         |
| 15x SBCC / UCSB Express                    | 472          | 405           | 16.5%         | 1,615               | 1,781           | -9.3%         |
| 16 City College Shuttle                    | 108          | 84            | 28.6%         | 373                 | 346             | 7.8%          |
| 17 Lower West / SBCC                       | 124          | 221           | -43.9%        | 898                 | 939             | -4.4%         |
| 20 Carpinteria                             | 672          | 663           | 1.4%          | 3,514               | 3,805           | -7.6%         |
| 21x Carpinteria Express                    | 262          | 347           | -24.5%        | 1,500               | 1,877           | -20.1%        |
| 22 Old Mission                             | 59           | 91            | -35.2%        | 421                 | 392             | 7.4%          |
| 23 Winchester Canyon                       | 396          | 362           | 9.4%          | 1,446               | 1,362           | 6.2%          |
| 24x UCSB Express                           | 996          | 1,092         | -8.8%         | 5,436               | 5,577           | -2.5%         |
| 25 Ellwood                                 | 176          | 163           | 8.0%          | 809                 | 732             | 10.5%         |
| 27 UCSB Shuttle                            | 307          | 304           | 1.0%          | 965                 | 853             | 13.1%         |
| 36 Seaside Shuttle*                        | -            | -             | 0.0%          | -                   | -               | 0.0%          |
| 37 Crosstown Shuttle*                      | -            | -             | 0.0%          | -                   | -               | 0.0%          |
| <b>System Subtotal</b>                     | <b>9,599</b> | <b>10,308</b> | <b>-6.9%</b>  | <b>49,449</b>       | <b>51,899</b>   | <b>-4.7%</b>  |
| <b>Downtown Waterfront Shuttles</b>        |              |               |               |                     |                 |               |
| 30 Downtown Shuttle*                       | -            | -             | 0.0%          | -                   | -               | 0.0%          |
| 31 East Beach Waterfront Shuttle*          | -            | -             | 0.0%          | -                   | -               | 0.0%          |
| 32 West Beach Waterfront Shuttle*          | -            | -             | 0.0%          | -                   | -               | 0.0%          |
| <b>Commuter Lot Shuttle</b>                |              |               |               |                     |                 |               |
| 50 Carillo Commuter Lot Shuttle*           | -            | -             | 0.0%          | -                   | -               | 0.0%          |
| <b>Valley Express/Clean Air Express</b>    |              |               |               |                     |                 |               |
| 82 Goleta, Raytheon                        | 8            | 1             | 700.0%        | 79                  | 14              | 464.3%        |
| 83 UCSB, County Health, Cottage Hospital   | 4            | 19            | -78.9%        | 64                  | 101             | -36.6%        |
| 84 La Cumbre, Cottage Hosp, Downtown, SBCC | 12           | 23            | -47.8%        | 95                  | 34              | 179.4%        |
| 85 Clean Air Express                       | -            | 12            | -100.0%       | -                   | 87              | -100.0%       |
| <b>Unknown</b>                             | <b>3</b>     | <b>4</b>      | <b>-25.0%</b> | <b>15</b>           | <b>47</b>       | <b>-68.1%</b> |
| <b>System Total</b>                        | <b>9,626</b> | <b>10,367</b> | <b>-7.1%</b>  | <b>49,702</b>       | <b>52,182</b>   | <b>-4.8%</b>  |

\* The electric shuttles cannot carry bicycles.

Source: GFI Genfare, MTD Transit Development Department, Planning Section

**Table H: November 2010 – Wheelchairs Boarded**

| LINE                                       | Month        |              |              | Fiscal Year to Date |                 |             |
|--|--------------|--------------|--------------|---------------------|-----------------|-------------|
|  | Nov 10       | Nov 09       | %Change      | Jul 10 - Nov 10     | Jul 09 - Nov 09 | %Change     |
| 1 West Santa Barbara                       | 149          | 149          | 0.0%         | 682                 | 750             | -9.1%       |
| 2 East Santa Barbara                       | 211          | 210          | 0.5%         | 1,104               | 1,093           | 1.0%        |
| 3 Oak Park                                 | 115          | 147          | -21.8%       | 618                 | 708             | -12.7%      |
| 4 Mesa/SBCC                                | 36           | 25           | 44.0%        | 139                 | 144             | -3.5%       |
| 5 Mesa / La Cumbre                         | 64           | 75           | -14.7%       | 377                 | 390             | -3.3%       |
| 6 Goleta                                   | 274          | 270          | 1.5%         | 1,480               | 1,302           | 13.7%       |
| 7 Calle Real / Fairview                    | 54           | 73           | -26.0%       | 285                 | 275             | 3.6%        |
| 8 Calle Real / Tumpike                     | 73           | 55           | 32.7%        | 287                 | 330             | -13.0%      |
| 9 Calle Real / Old Town Shuttle            | 52           | 89           | -41.6%       | 273                 | 599             | -54.4%      |
| 10 Cathedral Oaks                          | 2            | 4            | -50.0%       | 8                   | 10              | -20.0%      |
| 11 UCSB                                    | 239          | 234          | 2.1%         | 1,403               | 1,106           | 26.9%       |
| 12x Goleta Express                         | 87           | 58           | 50.0%        | 500                 | 385             | 29.9%       |
| 14 Montecito                               | 26           | 56           | -53.6%       | 188                 | 174             | 8.0%        |
| 15x SBCC / UCSB Express                    | 18           | 3            | 500.0%       | 50                  | 17              | 194.1%      |
| 16 City College Shuttle                    | 73           | 35           | 108.6%       | 223                 | 119             | 87.4%       |
| 17 Lower West / SBCC                       | 13           | 34           | -61.8%       | 118                 | 176             | -33.0%      |
| 20 Carpinteria                             | 120          | 118          | 1.7%         | 734                 | 500             | 46.8%       |
| 21x Carpinteria Express                    | 37           | 34           | 8.8%         | 204                 | 210             | -2.9%       |
| 22 Old Mission                             | 1            | 1            | 0.0%         | 8                   | 10              | -20.0%      |
| 23 Winchester Canyon                       | 18           | 23           | -21.7%       | 93                  | 99              | -6.1%       |
| 24x UCSB Express                           | 44           | 24           | 83.3%        | 180                 | 167             | 7.8%        |
| 25 Ellwood                                 | 7            | 9            | -22.2%       | 52                  | 39              | 33.3%       |
| 27 UCSB Shuttle                            | 6            | 7            | -14.3%       | 18                  | 15              | 20.0%       |
| 36 Seaside Shuttle                         | 14           | 2            | 600.0%       | 53                  | 15              | 253.3%      |
| 37 Crosstown Shuttle                       | 7            | 20           | -65.0%       | 62                  | 127             | -51.2%      |
| <b>System Subtotal</b>                     | <b>1,740</b> | <b>1,755</b> | <b>-0.9%</b> | <b>9,139</b>        | <b>8,760</b>    | <b>4.3%</b> |
| <b>Downtown Waterfront Shuttles</b>        |              |              |              |                     |                 |             |
| 30 Downtown Shuttle                        | 66           | 108          | -38.9%       | 241                 | 470             | -48.7%      |
| 31 East Beach Waterfront Shuttle           | 28           | 46           | -39.1%       | 148                 | 183             | -19.1%      |
| 32 West Beach Waterfront Shuttle           | -            | 9            | -100.0%      | 15                  | 30              | -50.0%      |
| <b>Commuter Lot Shuttle</b>                |              |              |              |                     |                 |             |
| 50 Carillo Commuter Lot Shuttle            | -            | -            | 0.0%         | -                   | 3               | -100.0%     |
| <b>Valley Express/Clean Air Express</b>    |              |              |              |                     |                 |             |
| 82 Goleta, Raytheon                        | 9            | -            | 100.0%       | 91                  | 1               | 9000.0%     |
| 83 UCSB, County Health, Cottage Hospital   | -            | -            | 0.0%         | 2                   | 1               | 100.0%      |
| 84 La Cumbre, Cottage Hosp, Downtown, SBCC | -            | -            | 0.0%         | 1                   | -               | 100.0%      |
| 85 Clean Air Express                       | -            | -            | 0.0%         | -                   | -               | 0.0%        |
| <b>Unknown</b>                             | -            | -            | 0.0%         | 4                   | 2               | 100.0%      |
| <b>System Total</b>                        | <b>1,843</b> | <b>1,918</b> | <b>-3.9%</b> | <b>9,641</b>        | <b>9,450</b>    | <b>2.0%</b> |

Source: GFI Genfare, MTD Transit Development Department, Planning Section

**Table I: Ridership by Day Type**

November 2010

November 2009

|          | Ridership | % of Total | Days | Avg Daily Ridership | Ridership | % of Total | Days | Avg Daily Ridership | Change in Daily Ridership | % Change in Daily Ridership |
|----------|-----------|------------|------|---------------------|-----------|------------|------|---------------------|---------------------------|-----------------------------|
| Weekday  | 528,138   | 82.0%      | 19   | 27,797              | 553,682   | 82.8%      | 19   | 29,141              | -1,344                    | -4.6%                       |
| Saturday | 66,094    | 10.3%      | 5    | 13,219              | 54,000    | 8.1%       | 4    | 13,500              | -281                      | -2.1%                       |
| Sunday   | 50,150    | 7.8%       | 5    | 10,030              | 60,739    | 9.1%       | 6    | 10,123              | -93                       | -0.9%                       |
| Total    | 644,382   |            | 29   | 22,220              | 668,421   |            | 29   | 23,049              | -829                      | -3.6%                       |

FY 2011

FY 2010

|          | Ridership | % of Total | Days | Avg Daily Ridership | Ridership | % of Total | Days | Avg Daily Ridership | Change in Daily Ridership | % Change in Daily Ridership |
|----------|-----------|------------|------|---------------------|-----------|------------|------|---------------------|---------------------------|-----------------------------|
| Weekday  | 2,687,544 | 82.5%      | 105  | 25,596              | 2,926,869 | 83.5%      | 106  | 27,612              | -2,016                    | -7.3%                       |
| Saturday | 321,379   | 9.9%       | 23   | 13,973              | 310,960   | 8.9%       | 21   | 14,808              | -835                      | -5.6%                       |
| Sunday   | 247,316   | 7.6%       | 24   | 10,305              | 267,552   | 7.6%       | 25   | 10,702              | -397                      | -3.7%                       |
| Total    | 3,256,239 |            | 152  | 21,423              | 3,505,381 |            | 152  | 23,062              | -1,639                    | -7.1%                       |

Source: GFI Genfare, MTD Transit Development Department, Planning Section

**External Factors Affecting Ridership**

**Service Days:** There were the same number of weekdays, one more Saturday, and one less Sunday this year compared to last year.

**School Days:** The schools all had one more day of classes this year.

**Weather:** On average, temperatures were about the same this year as last year, although we had higher high & lower low extremes. There was about an inch of rain over 7 days this year, but no precipitation in November last year.

|        | Weekdays | Saturdays | Sundays |
|--------|----------|-----------|---------|
| Nov 10 | 19       | 5         | 5       |
| Nov 09 | 19       | 4         | 6       |

Source: Gregorian Calendar

|        | HS + JHS | SBCC | UCSB |
|--------|----------|------|------|
| Nov 10 | 18       | 19   | 19   |
| Nov 09 | 17       | 18   | 18   |

Source: SB Area School Districts, SBCC, UCSB. SS=Summer Session

|        | Temperature (°F) |         |     | Precipitation |                           |  |
|--------|------------------|---------|-----|---------------|---------------------------|--|
|        | High             | Average | Low |               |                           |  |
| Nov 10 | Maximum          | 89      | 69  | 54            | Weekday: T (3 days)       |  |
|        | Mean             | 67      | 55  | 43            | Saturday: 0.5 in (2 days) |  |
|        | Minimum          | 58      | 46  | 32            | Sunday: 0.5 in (2 days)   |  |
| Nov 09 | Maximum          | 79      | 62  | 52            | Weekday: 0 in (0 days)    |  |
|        | Mean             | 70      | 56  | 43            | Saturday: 0 in (0 days)   |  |
|        | Minimum          | 63      | 51  | 37            | Sunday: 0 in (0 days)     |  |

Source: www.wunderground.com

**Addendum: Data Source Documentation**

GFI Genfare data is taken directly from the electronic farebox system on each MTD vehicle so equipped. In general, GFI data has not been verified, modified, adjusted, added, or removed since being captured at the time of the driver/passenger transaction. GFI data is considered raw data.

Passdat program accuracy is determined by the amount of GFI farebox data that remains unchanged as compared to Trapeze Run and Trip templates for the evaluation time period. Both human and mechanical errors influence the need to make manual adjustments. These corrections are defined and determined by evaluation of historical and experiential ridership patterns.