



July 2014 Monthly Report to UCSB

MTD Routes Serving UCSB - Ridership

Ridership by Line	Month		Fiscal Year Total		Percent Change		Prior Year
	FY 2015 Jul 2014	FY 2014 Jul 2013	FY 2015 Jul-Jul	FY 2014 Jul-Jul	Current Month	FY To Date	FY 2014 Jul-Jun
Total Riders							
11 - State/Hollister/UCSB	98,063	98,253	98,063	98,253	-0.2%	-0.2%	1,249,297
15x - SBCC/UCSB Express	7,267	8,550	7,267	8,550	-15.0%	-15.0%	345,185
23 - Winchester Canyon	7,708	7,923	7,708	7,923	-2.7%	-2.7%	81,765
24x - UCSB Express	61,934	50,875	61,934	50,875	21.7%	21.7%	684,985
25 - Ellwood	4,740	4,266	4,740	4,266	11.1%	11.1%	57,372
27 - Isla Vista Shuttle	9,209	8,747	9,209	8,747	5.3%	5.3%	302,277
<i>Subtotal</i>	<i>188,921</i>	<i>178,614</i>	<i>188,921</i>	<i>178,614</i>	<i>5.8%</i>	<i>5.8%</i>	<i>2,720,881</i>
Total Riders on Other Lines	398,209	408,111	398,209	408,111	-2.4%	-2.4%	4,902,964
Systemwide Total Riders	587,130	586,725	587,130	586,725	0.1%	0.1%	7,623,845
UCSB Student Riders							
11 - State/Hollister/UCSB	7,802	7,975	7,802	7,975	-2.2%	-2.2%	267,938
15x - SBCC/UCSB Express	757	680	757	680	11.3%	11.3%	39,732
23 - Winchester Canyon	91	186	91	186	-51.1%	-51.1%	4,248
24x - UCSB Express	10,470	10,043	10,470	10,043	4.3%	4.3%	324,895
25 - Ellwood	128	179	128	179	-28.5%	-28.5%	3,700
27 - Isla Vista Shuttle	4,641	5,237	4,641	5,237	-11.4%	-11.4%	241,564
<i>Subtotal</i>	<i>23,889</i>	<i>24,300</i>	<i>23,889</i>	<i>24,300</i>	<i>-1.7%</i>	<i>-1.7%</i>	<i>882,077</i>
UCSB Students on Other Lines	3,246	3,224	3,246	3,224	0.7%	0.7%	74,331
Systemwide UCSB Student Riders	27,135	27,524	27,135	27,524	-1.4%	-1.4%	956,408

Source: Santa Barbara Metropolitan Transit District.

MTD Routes Serving UCSB - Revenue Hours & Total Riders per Revenue Hour

Revenue Hours by Line	Month		Fiscal Year Total		Riders per Hour		Prior Year
	FY 2015 Jul 2014	FY 2014 Jul 2013	FY 2015 Jul-Jul	FY 2014 Jul-Jul	FY 2015 Jul 2014	FY 2014 Jul 2013	FY 2014 Jul-Jun
11 - State/Hollister/UCSB	2,659	2,657	2,659	2,657	36.9	37.0	30,951
15x - SBCC/UCSB Express	273	274	273	274	26.6	31.2	7,014
23 - Winchester Canyon	287	286	287	286	26.9	27.7	3,342
24x - UCSB Express	867	782	867	782	71.4	65.1	10,432
25 - Ellwood	131	131	131	131	36.2	32.6	1,528
27 - Isla Vista Shuttle	383	383	383	383	24.0	22.8	6,775
<i>Subtotal</i>	<i>4,600</i>	<i>4,513</i>	<i>4,600</i>	<i>4,513</i>	<i>41.1</i>	<i>39.6</i>	<i>60,042</i>
Revenue Hours on Other Lines	12,264	12,207	12,264	12,207	32.5	33.4	141,042
Systemwide Revenue Hours	16,864	16,720	16,864	16,720	34.8	35.1	201,084

Source: Santa Barbara Metropolitan Transit District.

MTD Lines 6 & 11 Weekday Ridership

Current Month Compared to Corresponding Month Prior to Enhanced Service

Hour	Jul 2014		Jul 2006		Change ²	
	Month	Avg. Day	Month	Avg. Day	Month	Avg. Day
Total (Weekday Only)	125,773	5,717	111,662	5,583	14,111	134
Peak-Period ¹	48,226	2,192	43,064	2,153	5,162	39

Note 1: Peak period includes weekday service from 7:00 - 9:00 A.M. and 3:00 - 6:00 P.M.

Note 2: Change on an average day accurately reflects the difference in the number of weekdays from one month to the other.

Source: Santa Barbara Metropolitan Transit District.

08/15/14

Total ridership and UCSB student ridership on Lines 11, 23, & 25 combined
increased very slightly from July 2013 to July 2014