

MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle

**Annual Report
FY 2014**

Prepared by the

Santa Barbara Metropolitan Transit District



July 15, 2014

This page intentionally left blank



MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle FY 2014 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. 24,534, provides the City with data regarding this service during fiscal year (FY) 2014 (the period from July 1, 2013, through June 30, 2014).

DOWNTOWN-WATERFRONT SHUTTLE

The City provides a fare-buydown subsidy to MTD for the Downtown-Waterfront Shuttle for clean and quiet 22-ft. electric shuttle services to meet downtown Santa Barbara traffic-reduction goals. The subsidy allows MTD to charge a much lower fare for the shuttle than for other routes. Effective July 1, 2012, the one-way fare increased from \$0.25 to \$0.50 (with a half-fare of \$0.25 for elderly persons, persons with disabilities, and Medicare cardholders). Transfers between the State Street and Waterfront services are free. The Downtown service operates along State Street from Sola Street to Cabrillo Boulevard, and the Waterfront service operates along Cabrillo Boulevard from the harbor to the zoo.

The following pages present a table and figures of operating characteristics and performance indicators for the Downtown-Waterfront Shuttle. The table presents annual totals for FY 2014 and FY 2013. (*Note that all FY 2014 financial data are estimates.*) Figure 1 presents data by month in FY 2014 compared to FY 2013, while Figures 2 and 3 present ten-year trends in annual totals.

As shown in Table 1, ridership on the Downtown-Waterfront Shuttle decreased modestly (0.6 percent) in FY 2014 compared to FY 2013. MTD expects that the decrease due to the fare increase has bottomed out, and that ridership will begin to increase.

The number of revenue hours of service provided increased slightly from FY 2013 to FY 2014. This increase, coupled with the ridership decrease, resulted in a small decrease in the average number of riders per revenue hour. This measure decreased from 25.3 in FY 2013 to 24.8 in FY 2014. The fare revenue collected on the shuttles decreased slightly (0.9 percent), due to the decrease in ridership.

Figure 1 compares the Downtown-Waterfront Shuttle in terms of ridership, revenue hours, and passengers per revenue hour by month for FY 2014 and FY 2013. Figure 2 presents the 10-year trends for those same measures. Figure 3 shows the 10-year trend in farebox revenue.

TABLE 1
Downtown-Waterfront Shuttle¹

Downtown-Waterfront Shuttle	FY 2014	FY 2013
	Total	Total
Operating Characteristics		
Passengers (One-Way Trips)	421,254	423,927
Revenue Hours	15,433	15,372
Operating Cost to MTD ²	\$1,782,979	\$1,741,671
<i>Sources of Revenue (Est.)</i>		
Farebox Revenue	\$163,608	\$165,080
City Fare-Buydown Subsidy	\$1,022,728	\$1,029,051
<u>MTD Subsidy</u>	<u>\$596,643</u>	<u>\$547,540</u>
Total	\$1,782,979	\$1,741,671
Performance Indicators		
Passengers per Revenue Hour	27.3	27.6
Operating Cost per Passenger	\$4.23	\$4.11

Note 1: All FY 2014 financial data are estimated.

Note 2: MTD's FY 2014 budgeted systemwide average hourly operating cost (not including depreciation) totaled \$115.53. The FY 2013 audited hourly cost totaled \$113.30.

Source: Santa Barbara Metropolitan Transit District.

FIGURE 1
FY 2013 and FY 2014
Downtown-Waterfront Shuttle

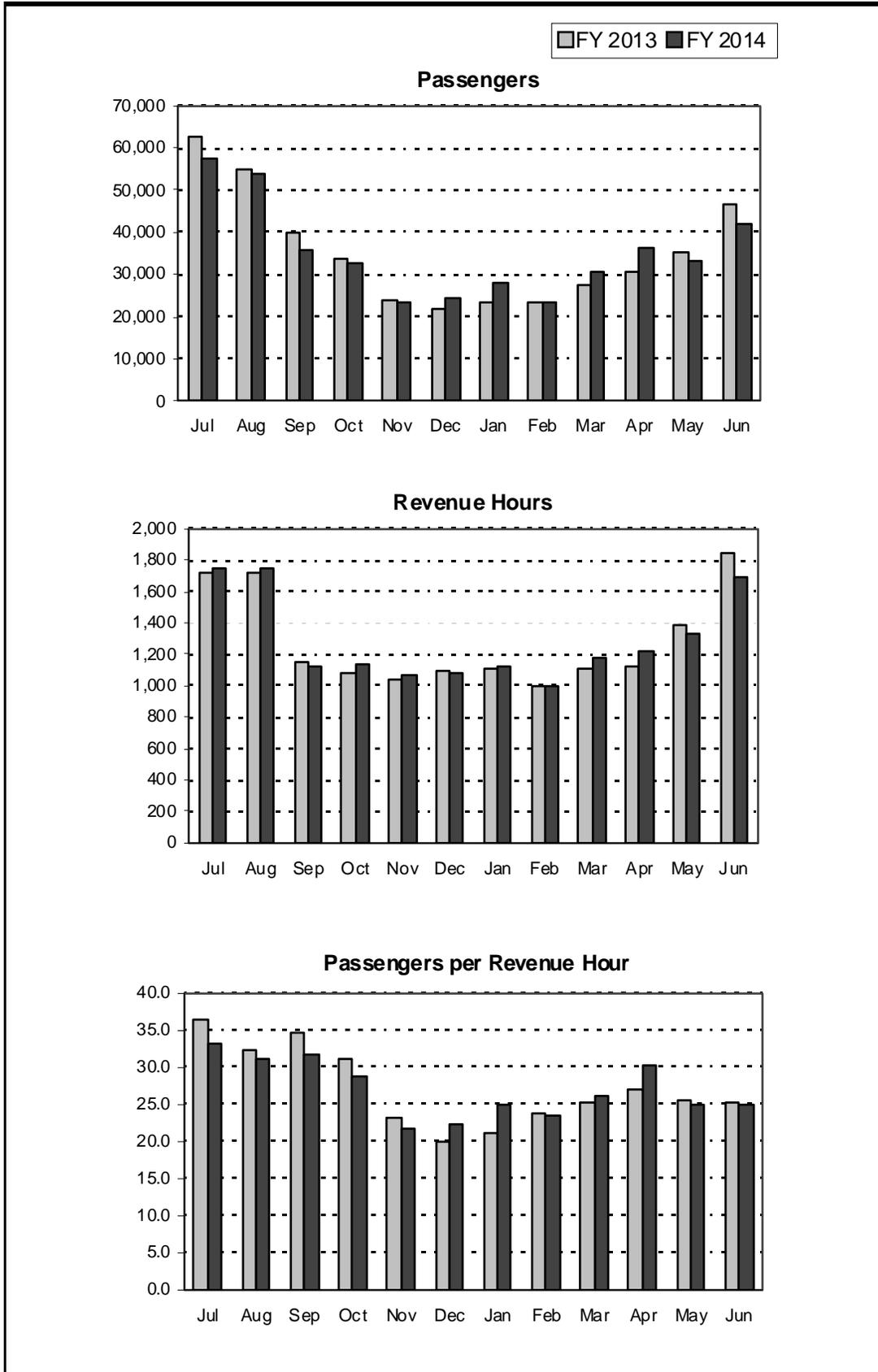


FIGURE 2
FY 2005 Through FY 2014 Totals
Downtown-Waterfront Shuttle

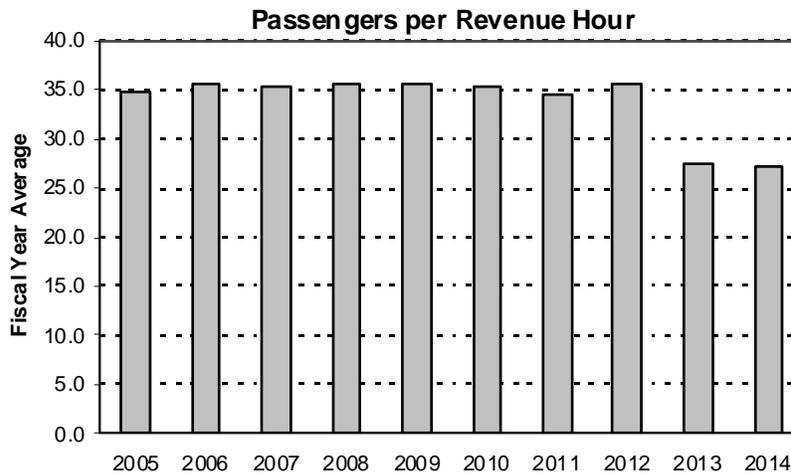
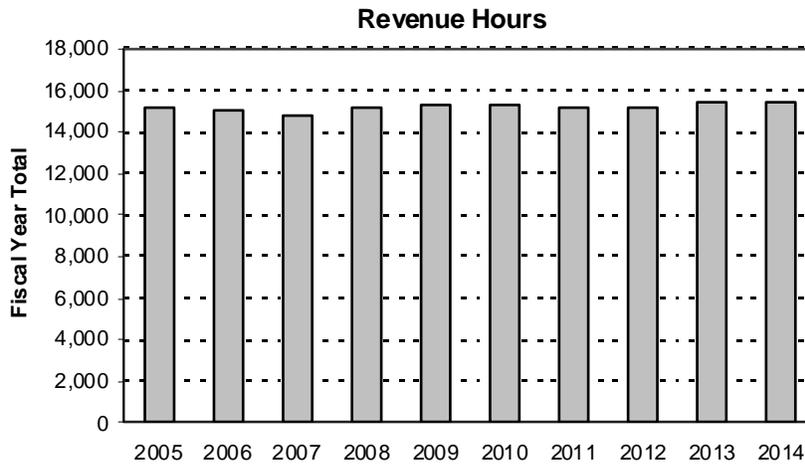
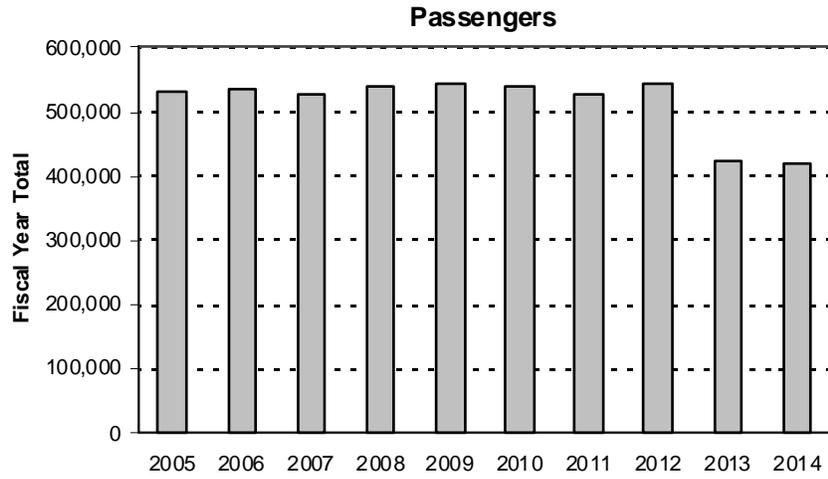
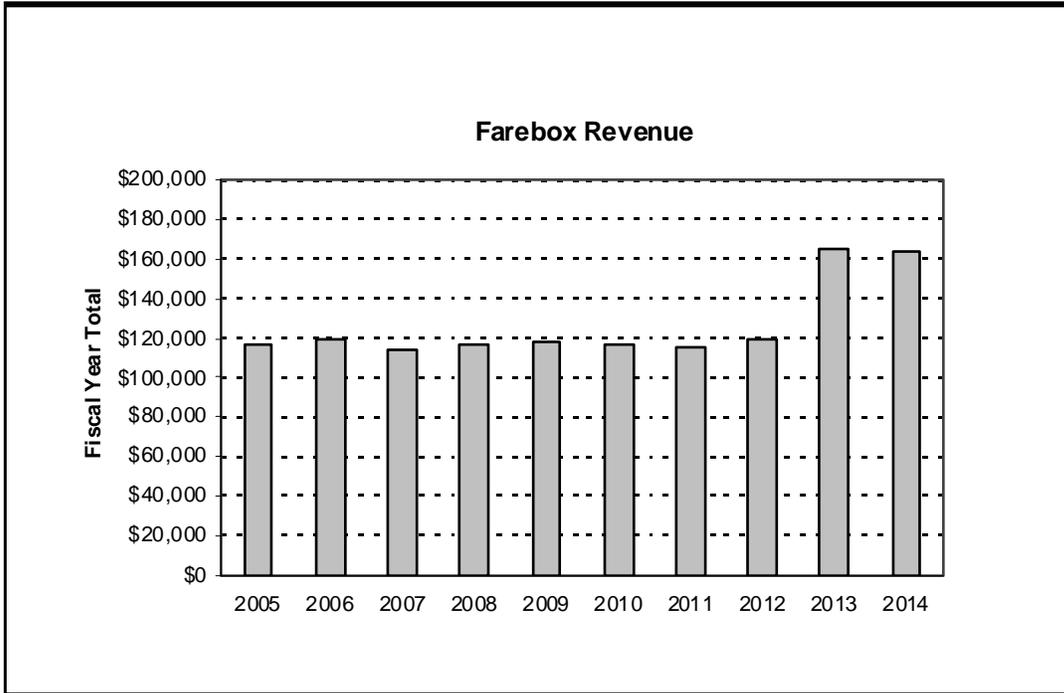


FIGURE 3
FY 2005 Through FY 2014 Totals
Downtown-Waterfront Shuttle Farebox Revenue



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

Traffic Mitigation

**Quarter Ending
June 30, 2014**

and

**Fiscal Year 2014
Annual Report**

Prepared by the

Santa Barbara Metropolitan Transit District



July 15, 2014

This page intentionally left blank



Traffic Mitigation Quarter Ending June 30, 2014

The Santa Barbara Metropolitan Transit District (MTD), in partnership with the City of Santa Barbara, has implemented several service enhancements in recent years. These enhancements include two new routes, the Crosstown Shuttle and Line 4 - Mesa/SBCC, and enhanced peak-period service on Line 1 - Westside and Line 2 - Eastside.

The City is relying on these MTD service enhancements to provide the traffic mitigation required of the City by the Addendum to the Final Mitigated Negative Declaration for the Granada Garage Project (i.e., 985 average daily trips and 229 peak hour trips). The table below presents the ridership of each of these services during each month of the fourth quarter of fiscal year (FY) 2014.

For the enhanced service on Lines 1 & 2, the ridership in the table represents the change from the corresponding month of the year prior to implementation of the enhanced service, to the current month. For Line 4 (Mesa/SBCC) and the Crosstown Shuttle, the ridership represents the entire ridership of the new routes.

Fiscal Year 2014 MTD Enhanced Transit Ridership¹

Period	Change in Total Weekday Average Daily Ridership				Change in P.M. Peak Hour Average Daily Ridership ²			
	Line 1 & 2	Mesa/SBCC	Crosstown	Total	Line 1 & 2	Mesa/SBCC	Crosstown	Total
4th Quarter								
Apr 2014	(45)	632	365	952	(27)	133	73	179
May 2014	(335)	564	365	594	(81)	116	69	104
Jun 2014	(638)	509	312	183	(75)	88	66	79

Note 1: Line 1 & 2 ridership is the change from the corresponding month prior to implementation of the enhanced service. Mesa/SBCC and Crosstown Shuttle ridership is the entire ridership of the new routes.

Note 2: The City of Santa Barbara P.M. Peak Hour is 4:00 - 6:00 P.M.

Source: Santa Barbara Metropolitan Transit District.

It is important to note that the negative results on Lines 1 & 2 show only that fewer persons rode Lines 1 & 2 on a typical weekday in a given month than in the corresponding month prior to implementation of the enhanced transit. These data do not suggest that the decrease in ridership resulted in additional traffic.



Traffic Mitigation FY 2014 Annual Report

The Santa Barbara Metropolitan Transit District (MTD), in partnership with the City of Santa Barbara, has implemented several service enhancements in recent years. These enhancements include two new routes, the Crosstown Shuttle and Line 4 - Mesa/SBCC, and enhanced peak-period service on Line 1 - Westside and Line 2 - Eastside.

The City is relying on these MTD service enhancements to provide the traffic mitigation required of the City by the Addendum to the Final Mitigated Negative Declaration for the Granada Garage Project (i.e., 985 average daily trips and 229 peak hour trips). The table below presents the ridership of each of these services during each month of fiscal year (FY) 2014.

For the enhanced service on Lines 1 & 2, the ridership in the table represents the change from the corresponding month of the year prior to implementation of the enhanced service, to the current month. For Line 4 (Mesa/SBCC) and the Crosstown Shuttle, the ridership represents the entire ridership of the new routes.

Fiscal Year 2014 MTD Enhanced Transit Ridership¹

Period	Change in Total Weekday Average Daily Ridership				Change in P.M. Peak Hour Average Daily Ridership ²			
	Line 1 & 2	Mesa/SBCC	Crosstown	Total	Line 1 & 2	Mesa/SBCC	Crosstown	Total
1st Quarter								
Jul 2013	(297)	534	325	562	1	101	74	176
Aug 2013	(213)	466	318	571	(43)	99	70	126
Sep 2013	(122)	717	357	952	(19)	156	70	207
2nd Quarter								
Oct 2013	(283)	678	370	765	(17)	146	79	208
Nov 2013	(154)	620	360	826	(5)	134	67	196
Dec 2013	97	509	338	944	41	110	64	215
3rd Quarter								
Jan 2014	(244)	498	328	582	(14)	108	63	157
Feb 2014	(287)	689	340	742	(25)	145	67	187
Mar 2014	(222)	590	334	702	(29)	118	70	159
4th Quarter								
Apr 2014	(45)	632	365	952	(27)	133	73	179
May 2014	(335)	564	365	594	(81)	116	69	104
Jun 2014	(638)	509	312	183	(75)	88	66	79

Note 1: Line 1 & 2 ridership is the change from the corresponding month prior to implementation of the enhanced service. Mesa/SBCC and Crosstown Shuttle ridership is the entire ridership of the new routes.

Note 2: The City of Santa Barbara P.M. Peak Hour is 4:00 - 6:00 P.M.

Source: Santa Barbara Metropolitan Transit District.

MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle

**Monthly Report
April 2014**

Prepared by the

Santa Barbara Metropolitan Transit District



May 13, 2014

This page intentionally left blank



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

The City of Santa Barbara provides funding to the Santa Barbara Metropolitan Transit District (MTD) to assist in supporting MTD's Downtown-Waterfront Shuttle service. This report, prepared pursuant to Agreement No. 24,534, provides the City with data regarding this service.

DOWNTOWN-WATERFRONT SHUTTLE

The City provides a fare-buydown subsidy to MTD for the Downtown-Waterfront Shuttle for clean and quiet 22-ft. electric shuttle services to meet downtown Santa Barbara traffic-reduction goals. The Downtown service operates along State Street from Sola Street to Cabrillo Boulevard, and the Waterfront service operates along Cabrillo Boulevard from the harbor to the zoo. Effective July 1, 2012, the one-way fare is \$0.50, with a half-fare of \$0.25 for seniors and persons with disabilities. Transfers between the State Street and Waterfront services are free.

Table 1 presents the ridership of the Downtown-Waterfront Shuttle service for April 2014 and the year-to-date total for fiscal year (FY) 2014. (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. April 2014 and April 2013 both had 22 weekday service days and 8 weekend service days.

Table 2 shows the number of revenue hours that MTD operated on the Downtown-Waterfront Shuttle in April 2014 and the year-to-date total for fiscal year 2014, along with corresponding data from the previous fiscal year for comparison. The table also presents ridership per revenue hour for each route for the current month and the corresponding month of the previous fiscal year.

As shown in Table 1, total ridership on the Downtown-Waterfront Shuttle increased from 30,484 passengers recorded in April 2013 to 36,492 in April 2014. Ridership increased on both State Street and the Waterfront. An increase in the number of cruise ship visits in April 2014 undoubtedly accounted for much of the ridership increase. In addition, MTD staff discovered and has now corrected an error in the transmission of ridership data from the fareboxes on the cruise ship booster shuttles to MTD's data reporting system. This error likely resulted in an undercounting of riders on the booster shuttles in previous months.

Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle also increased, with 1,129 hours in April 2013 and 1,214 hours in April 2014.

Again, this is due to an increase in the number of booster shuttles operated on days with cruise ship visits. Average riders per hour increased from 27.0 in April 2013 to 30.1 in April 2014. Estimated fare revenue increased from \$11,707.50 in April 2013 to \$13,873.00 in April 2014. The percentage of passengers who qualified for the \$0.25 fare increased from 14.8 percent in April 2013 to 21.6 percent in April 2014.

TABLE 1
MTD Routes Assisted by Santa Barbara - Ridership

Line	Current Month		Fiscal Year To Date		Percent Change	
	FY 2014 Apr 2014	FY 2013 Apr 2013	FY 2014 Jul-Apr	FY 2013 Jul-Apr	Current Month	FY Total
Downtown-Waterfront Shuttle						
Line 30 - State Street	27,653	24,480	275,839	275,584	13.0%	0.1%
Line 31 - East Beach	4,577	4,092	45,473	47,523	11.9%	-4.3%
Line 32 - West Beach	4,262	1,912	24,629	18,964	122.9%	29.9%
<i>Downtown-Waterfront Total</i>	<i>36,492</i>	<i>30,484</i>	<i>345,941</i>	<i>342,071</i>	<i>19.7%</i>	<i>1.1%</i>

Source: Santa Barbara Metropolitan Transit District.

TABLE 2
MTD Routes Assisted by Santa Barbara - Revenue Hours

Line	Current Month		Fiscal Year To Date		Riders per Hour	
	FY 2014 Apr 2014	FY 2013 Apr 2013	FY 2014 Jul-Apr	FY 2013 Jul-Apr	FY 2014 Apr 2014	FY 2013 Apr 2013
Downtown-Waterfront Shuttle						
Line 30 - State Street	905	885	9,335	9,116	30.6	27.7
Line 31 - East Beach	164	164	2,018	2,053	27.9	25.0
Line 32 - West Beach	145	80	1,053	979	29.4	23.9
<i>Downtown-Waterfront Total</i>	<i>1,214</i>	<i>1,129</i>	<i>12,406</i>	<i>12,148</i>	<i>30.1</i>	<i>27.0</i>

Source: Santa Barbara Metropolitan Transit District.

Ten-Year Trend

Tables 3A, 3B, and 3C present ten-year Downtown-Waterfront Shuttle trends in ridership, revenue hours, and passengers per revenue hour, respectively. The tables show that, prior to the fare increase of July 1, 2012, annual ridership varied from approximately 525,000 to 567,000 passengers. Ridership following the July 1, 2012, fare increase has been substantially lower than this prior trend.

The primary market for the Downtown-Waterfront Shuttle differs from that for a typical public transportation service. In general terms, the primary market for this shuttle service is tourists and local residents who are shopping, dining, sightseeing, or enjoying other recreational activities downtown and on the waterfront. Thus, shuttle ridership is heavily dependent on the convenience of the service and on the number of persons spending leisure time in these areas.

The time required to complete a trip on the Downtown-Waterfront Shuttle has increased over time as traffic congestion has worsened. A round trip on the State

Street portion of the service (i.e., from the Dolphin Fountain to Sola Street and back to the Dolphin Fountain), for example, formerly required from 30 to 35 minutes, depending on the season and the time of day. Now, a round trip requires up to 45 minutes at peak times. Because MTD operates the same number of vehicles and approximately the same number of revenue hours annually, the number of trips provided during a typical day has decreased due to the increase in congestion and in the time required for each trip. Thus, over the ten-year period, the travel time has increased and the frequency of service has decreased.

Marketing & Public Information

- Passenger information cards are distributed at many locations along the route, including lodging establishments and the Visitors' Center. During the summer, the Downtown Organization hands out the cards as part of their "Downtown Hosts" program.
- The shuttle route is featured in all Santa Barbara Car Free collateral. Flyers are available on Amtrak Surfliner trains.
- The Santa Barbara Car Free brochure for the MTD's Line 22 service to "Santa Barbara's Highlights" features the Downtown-Waterfront Shuttle as a connection from the beach to Line 22.
- The Downtown-Waterfront Shuttle and the Crosstown Shuttle are featured on the map in the "Explore" section of Santa Barbara Seasons magazine.
- The City Waterfront Department's "Illustrated Map of the Santa Barbara Waterfront" features the Downtown-Waterfront Shuttle.
- Partnership website links are provided by Visit Santa Barbara (formerly the Santa Barbara Conference & Visitors Bureau and Film Commission), Santa Barbara Car Free, and the Downtown Organization.
- The Downtown-Waterfront Shuttle route is featured in the "Downtown Map & Guide" produced by the Downtown Organization.
- MTD is an active member of Visit Santa Barbara, the Santa Barbara Downtown Organization, and the Santa Barbara Region Chamber of Commerce, and works with these organizations to publicize the shuttle.
- All Downtown-Waterfront Shuttle vehicles display City of Santa Barbara seals.

TABLE 3A: Downtown-Waterfront Shuttle Ridership

Month	Fiscal Year										
	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Jul.	78,586	73,895	76,499	73,310	75,727	77,887	78,777	75,620	77,684	62,441	57,628
Aug.	79,726	70,693	71,631	66,978	70,257	82,138	71,549	72,370	68,232	55,143	53,889
Sep.	47,203	48,519	45,410	47,491	45,967	46,286	48,034	46,939	45,034	39,882	35,605
Oct.	45,430	38,690	38,797	36,864	39,422	41,480	37,068	37,584	40,471	33,699	32,628
Nov.	35,899	32,307	34,528	32,350	33,210	33,044	32,677	31,884	28,978	23,931	23,282
Dec.	31,832	30,376	31,672	30,473	30,298	28,375	28,586	27,415	31,745	21,863	24,204
Jan.	36,212	28,900	33,439	30,698	28,370	33,527	32,152	34,229	35,236	23,269	27,947
Feb.	33,550	28,036	34,767	30,898	30,575	27,233	31,372	28,823	34,481	23,595	23,527
Mar.	40,149	36,855	34,067	35,999	41,274	34,380	39,381	32,626	36,286	27,764	30,739
Apr.	40,536	38,369	37,411	37,436	38,653	40,821	39,387	41,618	41,360	30,484	36,492
May	43,982	44,240	42,861	43,587	43,347	44,631	44,166	44,456	45,742	35,186	
Jun.	53,482	59,501	55,301	59,194	63,083	54,150	56,535	52,381	56,181	46,670	
Total	566,587	530,381	536,383	525,278	540,183	543,952	539,684	525,945	541,430	423,927	

TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours

Month	Fiscal Year										
	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Jul.	1,786	1,754	1,786	1,586	1,682	1,785	1,791	1,830	1,836	1,724	1,743
Aug.	1,801	1,704	1,702	1,615	1,673	1,806	1,765	1,773	1,766	1,717	1,743
Sep.	1,227	1,225	1,214	1,173	1,192	1,086	1,237	1,188	1,182	1,149	1,121
Oct.	1,235	1,137	1,139	1,114	1,122	1,093	1,114	1,100	1,116	1,087	1,133
Nov.	1,114	1,062	1,058	1,042	1,070	1,072	1,064	1,043	1,043	1,040	1,069
Dec.	1,123	1,084	1,082	1,067	1,105	1,076	1,081	1,088	1,046	1,100	1,086
Jan.	1,176	1,146	1,140	1,119	1,128	1,135	1,155	1,115	1,119	1,103	1,126
Feb.	1,102	1,026	1,035	1,011	1,043	1,013	1,013	993	1,029	996	1,000
Mar.	1,128	1,119	1,126	1,113	1,121	1,109	1,101	1,074	1,089	1,103	1,173
Apr.	1,060	1,093	1,109	1,079	1,062	1,065	1,063	1,058	1,047	1,129	1,214
May	1,190	1,227	1,193	1,234	1,297	1,342	1,235	1,218	1,215	1,382	
Jun.	1,655	1,646	1,432	1,685	1,705	1,715	1,707	1,710	1,678	1,842	
Total	15,597	15,223	15,016	14,838	15,200	15,297	15,326	15,190	15,166	15,372	

TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour

Month	Fiscal Year										
	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Jul.	44.0	42.1	42.8	46.2	45.0	43.6	44.0	41.3	42.3	36.2	33.1
Aug.	44.3	41.5	42.1	41.5	42.0	45.5	40.5	40.8	38.6	32.1	30.9
Sep.	38.5	39.6	37.4	40.5	38.6	42.6	38.8	39.5	38.1	34.7	31.8
Oct.	36.8	34.0	34.1	33.1	35.1	38.0	33.3	34.2	36.3	31.0	28.8
Nov.	32.2	30.4	32.6	31.0	31.0	30.8	30.7	30.6	27.8	23.0	21.8
Dec.	28.3	28.0	29.3	28.6	27.4	26.4	26.4	25.2	30.3	19.9	22.3
Jan.	30.8	25.2	29.3	27.4	25.2	29.5	27.8	30.7	31.5	21.1	24.8
Feb.	30.4	27.3	33.6	30.6	29.3	26.9	31.0	29.0	33.5	23.7	23.5
Mar.	35.6	32.9	30.3	32.3	36.8	31.0	35.8	30.4	33.3	25.2	26.2
Apr.	38.2	35.1	33.7	34.7	36.4	38.3	37.1	39.3	39.5	27.0	30.1
May	37.0	36.1	35.9	35.3	33.4	33.3	35.8	36.5	37.6	25.5	
Jun.	32.3	36.1	38.6	35.1	37.0	31.6	33.1	30.6	33.5	25.3	
Avg.	36.3	34.8	35.7	35.4	35.5	35.6	35.2	34.6	35.7	27.6	

Source: Santa Barbara Metropolitan Transit District.

MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle

**Monthly Report
May 2014**

Prepared by the

Santa Barbara Metropolitan Transit District



June 12, 2014

This page intentionally left blank



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

The City of Santa Barbara provides funding to the Santa Barbara Metropolitan Transit District (MTD) to assist in supporting MTD's Downtown-Waterfront Shuttle service. This report, prepared pursuant to Agreement No. 24,534, provides the City with data regarding this service.

DOWNTOWN-WATERFRONT SHUTTLE

The City provides a fare-buydown subsidy to MTD for the Downtown-Waterfront Shuttle for clean and quiet 22-ft. electric shuttle services to meet downtown Santa Barbara traffic-reduction goals. The Downtown service operates along State Street from Sola Street to Cabrillo Boulevard, and the Waterfront service operates along Cabrillo Boulevard from the harbor to the zoo. Effective July 1, 2012, the one-way fare is \$0.50, with a half-fare of \$0.25 for seniors and persons with disabilities. Transfers between the State Street and Waterfront services are free.

Table 1 presents the ridership of the Downtown-Waterfront Shuttle service for May 2014 and the year-to-date total for fiscal year (FY) 2014. (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. May 2014 had 21 weekday service days and 10 weekend service days, while May 2013 had 22 weekday service days and 9 weekend service days.

Table 2 shows the number of revenue hours that MTD operated on the Downtown-Waterfront Shuttle in May 2014 and the year-to-date total for fiscal year 2014, 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 35,186 passengers in May 2013 to 33,276 in May 2014. Ridership decreased on State Street and increased on the Waterfront.

Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle also decreased, with 1,382 hours in May 2013 and 1,331 hours in May 2014. Average riders per hour decreased from 25.5 in May 2013 to 25.0 in May 2014. Estimated fare revenue decreased from \$13,877.00 in May 2013 to \$12,993.50 in May 2014. The percentage of passengers who qualified for the \$0.25 fare increased from 14.2 percent in May 2013 to 16.6 percent in May 2014.

TABLE 1
MTD Routes Assisted by Santa Barbara - Ridership

Line	Current Month		Fiscal Year To Date		Percent Change	
	FY 2014 May 2014	FY 2013 May 2013	FY 2014 Jul-May	FY 2013 Jul-May	Current Month	FY Total
Downtown-Waterfront Shuttle						
Line 30 - State Street	27,005	29,189	302,844	304,773	-7.5%	-0.6%
Line 31 - East Beach	3,739	3,369	49,212	50,892	11.0%	-3.3%
Line 32 - West Beach	2,532	2,628	27,161	21,592	-3.7%	25.8%
<i>Downtown-Waterfront Total</i>	<i>33,276</i>	<i>35,186</i>	<i>379,217</i>	<i>377,257</i>	<i>-5.4%</i>	<i>0.5%</i>

Source: Santa Barbara Metropolitan Transit District.

TABLE 2
MTD Routes Assisted by Santa Barbara - Revenue Hours

Line	Current Month		Fiscal Year To Date		Riders per Hour	
	FY 2014 May 2014	FY 2013 May 2013	FY 2014 Jul-May	FY 2013 Jul-May	FY 2014 May 2014	FY 2013 May 2013
Downtown-Waterfront Shuttle						
Line 30 - State Street	1,001	1,063	10,336	10,179	27.0	27.5
Line 31 - East Beach	218	218	2,236	2,271	17.2	15.5
Line 32 - West Beach	112	101	1,165	1,080	22.6	26.0
<i>Downtown-Waterfront Total</i>	<i>1,331</i>	<i>1,382</i>	<i>13,737</i>	<i>13,530</i>	<i>25.0</i>	<i>25.5</i>

Source: Santa Barbara Metropolitan Transit District.

Ten-Year Trend

Tables 3A, 3B, and 3C present ten-year Downtown-Waterfront Shuttle trends in ridership, revenue hours, and passengers per revenue hour, respectively. The tables show that, prior to the fare increase of July 1, 2012, annual ridership varied from approximately 525,000 to 567,000 passengers. Ridership following the July 1, 2012, fare increase has been substantially lower than this prior trend.

The primary market for the Downtown-Waterfront Shuttle differs from that for a typical public transportation service. In general terms, the primary market for this shuttle service is tourists and local residents who are shopping, dining, sightseeing, or enjoying other recreational activities downtown and on the waterfront. Thus, shuttle ridership is heavily dependent on the convenience of the service and on the number of persons spending leisure time in these areas.

The time required to complete a trip on the Downtown-Waterfront Shuttle has increased over time as traffic congestion has worsened. A round trip on the State Street portion of the service (i.e., from the Dolphin Fountain to Sola Street and back to the Dolphin Fountain), for example, formerly required from 30 to 35 minutes, depending on the season and the time of day. Now, a round trip requires up to 45 minutes at peak times. Because MTD operates the same number of vehicles and approximately the same number of revenue hours

annually, the number of trips provided during a typical day has decreased due to the increase in congestion and in the time required for each trip. Thus, over the ten-year period, the travel time has increased and the frequency of service has decreased.

Marketing & Public Information

- Passenger information cards are distributed at many locations along the route, including lodging establishments and the Visitors' Center. During the summer, the Downtown Organization hands out the cards as part of their "Downtown Hosts" program.
- The shuttle route is featured in all Santa Barbara Car Free collateral. Flyers are available on Amtrak Surfliner trains.
- The Santa Barbara Car Free brochure for the MTD's Line 22 service to "Santa Barbara's Highlights" features the Downtown-Waterfront Shuttle as a connection from the beach to Line 22.
- The Downtown-Waterfront Shuttle and the Crosstown Shuttle are featured on the map in the "Explore" section of Santa Barbara Seasons magazine.
- The City Waterfront Department's "Illustrated Map of the Santa Barbara Waterfront" features the Downtown-Waterfront Shuttle.
- Partnership website links are provided by Visit Santa Barbara (formerly the Santa Barbara Conference & Visitors Bureau and Film Commission), Santa Barbara Car Free, and the Downtown Organization.
- The Downtown-Waterfront Shuttle route is featured in the "Downtown Map & Guide" produced by the Downtown Organization.
- MTD is an active member of Visit Santa Barbara, the Santa Barbara Downtown Organization, and the Santa Barbara Region Chamber of Commerce, and works with these organizations to publicize the shuttle.
- All Downtown-Waterfront Shuttle vehicles display City of Santa Barbara seals.

TABLE 3A: Downtown-Waterfront Shuttle Ridership

Month	Fiscal Year										
	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Jul.	78,586	73,895	76,499	73,310	75,727	77,887	78,777	75,620	77,684	62,441	57,628
Aug.	79,726	70,693	71,631	66,978	70,257	82,138	71,549	72,370	68,232	55,143	53,889
Sep.	47,203	48,519	45,410	47,491	45,967	46,286	48,034	46,939	45,034	39,882	35,605
Oct.	45,430	38,690	38,797	36,864	39,422	41,480	37,068	37,584	40,471	33,699	32,628
Nov.	35,899	32,307	34,528	32,350	33,210	33,044	32,677	31,884	28,978	23,931	23,282
Dec.	31,832	30,376	31,672	30,473	30,298	28,375	28,586	27,415	31,745	21,863	24,204
Jan.	36,212	28,900	33,439	30,698	28,370	33,527	32,152	34,229	35,236	23,269	27,947
Feb.	33,550	28,036	34,767	30,898	30,575	27,233	31,372	28,823	34,481	23,595	23,527
Mar.	40,149	36,855	34,067	35,999	41,274	34,380	39,381	32,626	36,286	27,764	30,739
Apr.	40,536	38,369	37,411	37,436	38,653	40,821	39,387	41,618	41,360	30,484	36,492
May	43,982	44,240	42,861	43,587	43,347	44,631	44,166	44,456	45,742	35,186	33,276
Jun.	53,482	59,501	55,301	59,194	63,083	54,150	56,535	52,381	56,181	46,670	
Total	566,587	530,381	536,383	525,278	540,183	543,952	539,684	525,945	541,430	423,927	

TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours

Month	Fiscal Year										
	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Jul.	1,786	1,754	1,786	1,586	1,682	1,785	1,791	1,830	1,836	1,724	1,743
Aug.	1,801	1,704	1,702	1,615	1,673	1,806	1,765	1,773	1,766	1,717	1,743
Sep.	1,227	1,225	1,214	1,173	1,192	1,086	1,237	1,188	1,182	1,149	1,121
Oct.	1,235	1,137	1,139	1,114	1,122	1,093	1,114	1,100	1,116	1,087	1,133
Nov.	1,114	1,062	1,058	1,042	1,070	1,072	1,064	1,043	1,043	1,040	1,069
Dec.	1,123	1,084	1,082	1,067	1,105	1,076	1,081	1,088	1,046	1,100	1,086
Jan.	1,176	1,146	1,140	1,119	1,128	1,135	1,155	1,115	1,119	1,103	1,126
Feb.	1,102	1,026	1,035	1,011	1,043	1,013	1,013	993	1,029	996	1,000
Mar.	1,128	1,119	1,126	1,113	1,121	1,109	1,101	1,074	1,089	1,103	1,173
Apr.	1,060	1,093	1,109	1,079	1,062	1,065	1,063	1,058	1,047	1,129	1,214
May	1,190	1,227	1,193	1,234	1,297	1,342	1,235	1,218	1,215	1,382	1,331
Jun.	1,655	1,646	1,432	1,685	1,705	1,715	1,707	1,710	1,678	1,842	
Total	15,597	15,223	15,016	14,838	15,200	15,297	15,326	15,190	15,166	15,372	

TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour

Month	Fiscal Year										
	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Jul.	44.0	42.1	42.8	46.2	45.0	43.6	44.0	41.3	42.3	36.2	33.1
Aug.	44.3	41.5	42.1	41.5	42.0	45.5	40.5	40.8	38.6	32.1	30.9
Sep.	38.5	39.6	37.4	40.5	38.6	42.6	38.8	39.5	38.1	34.7	31.8
Oct.	36.8	34.0	34.1	33.1	35.1	38.0	33.3	34.2	36.3	31.0	28.8
Nov.	32.2	30.4	32.6	31.0	31.0	30.8	30.7	30.6	27.8	23.0	21.8
Dec.	28.3	28.0	29.3	28.6	27.4	26.4	26.4	25.2	30.3	19.9	22.3
Jan.	30.8	25.2	29.3	27.4	25.2	29.5	27.8	30.7	31.5	21.1	24.8
Feb.	30.4	27.3	33.6	30.6	29.3	26.9	31.0	29.0	33.5	23.7	23.5
Mar.	35.6	32.9	30.3	32.3	36.8	31.0	35.8	30.4	33.3	25.2	26.2
Apr.	38.2	35.1	33.7	34.7	36.4	38.3	37.1	39.3	39.5	27.0	30.1
May	37.0	36.1	35.9	35.3	33.4	33.3	35.8	36.5	37.6	25.5	25.0
Jun.	32.3	36.1	38.6	35.1	37.0	31.6	33.1	30.6	33.5	25.3	
Avg.	36.3	34.8	35.7	35.4	35.5	35.6	35.2	34.6	35.7	27.6	

Source: Santa Barbara Metropolitan Transit District.

MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle

**Monthly Report
June 2014**

Prepared by the

Santa Barbara Metropolitan Transit District



July 15, 2014

This page intentionally left blank



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

The City of Santa Barbara provides funding to the Santa Barbara Metropolitan Transit District (MTD) to assist in supporting MTD's Downtown-Waterfront Shuttle service. This report, prepared pursuant to Agreement No. 24,534, provides the City with data regarding this service.

DOWNTOWN-WATERFRONT SHUTTLE

The City provides a fare-buydown subsidy to MTD for the Downtown-Waterfront Shuttle for clean and quiet 22-ft. electric shuttle services to meet downtown Santa Barbara traffic-reduction goals. The Downtown service operates along State Street from Sola Street to Cabrillo Boulevard, and the Waterfront service operates along Cabrillo Boulevard from the harbor to the zoo. Effective July 1, 2012, the one-way fare is \$0.50, with a half-fare of \$0.25 for seniors and persons with disabilities. Transfers between the State Street and Waterfront services are free.

Table 1 presents the ridership of the Downtown-Waterfront Shuttle service for June 2014 and the annual total for fiscal year (FY) 2014. (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. June 2014 had 21 weekday service days and 9 weekend service days, while June 2013 had 20 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 June 2014 and the year-to-date total for fiscal year 2014, 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 46,670 passengers in June 2013 to 42,037 in June 2014. Ridership decreased on both State Street and the Waterfront.

Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle also decreased, with 1,834 hours in June 2013 and 1,698 hours in June 2014. Average riders per hour decreased from 25.3 in June 2013 to 24.8 in June 2014. Estimated fare revenue decreased from \$18,187.50 in June 2013 to \$16,343.50 in June 2014. The percentage of passengers who qualified for the \$0.25 fare decreased from 14 percent in June 2013 to 13 percent in June 2014.

TABLE 1
MTD Routes Assisted by Santa Barbara - Ridership

Line	Current Month		Fiscal Year To Date		Percent Change	
	FY 2014 Jun 2014	FY 2013 Jun 2013	FY 2014 Jul-Jun	FY 2013 Jul-Jun	Current Month	FY Total
Downtown-Waterfront Shuttle						
Line 30 - State Street	33,339	37,118	336,183	341,891	-10.2%	-1.7%
Line 31 - East Beach	6,230	6,731	55,442	57,623	-7.4%	-3.8%
Line 32 - West Beach	2,468	2,821	29,629	24,413	-12.5%	21.4%
<i>Downtown-Waterfront Total</i>	<i>42,037</i>	<i>46,670</i>	<i>421,254</i>	<i>423,927</i>	<i>-9.9%</i>	<i>-0.6%</i>

Source: Santa Barbara Metropolitan Transit District.

TABLE 2
MTD Routes Assisted by Santa Barbara - Revenue Hours

Line	Current Month		Fiscal Year To Date		Riders per Hour	
	FY 2014 Jun 2014	FY 2013 Jun 2013	FY 2014 Jul-Jun	FY 2013 Jul-Jun	FY 2014 Jun 2014	FY 2013 Jun 2013
Downtown-Waterfront Shuttle						
Line 30 - State Street	1,220	1,357	11,555	11,535	27.3	27.4
Line 31 - East Beach	330	335	2,566	2,606	18.9	20.1
Line 32 - West Beach	148	151	1,312	1,231	16.7	18.7
<i>Downtown-Waterfront Total</i>	<i>1,698</i>	<i>1,843</i>	<i>15,433</i>	<i>15,372</i>	<i>24.8</i>	<i>25.3</i>

Source: Santa Barbara Metropolitan Transit District.

Ten-Year Trend

Tables 3A, 3B, and 3C present ten-year Downtown-Waterfront Shuttle trends in ridership, revenue hours, and passengers per revenue hour, respectively. The tables show that, prior to the fare increase of July 1, 2012, annual ridership varied from approximately 525,000 to 567,000 passengers. Ridership following the July 1, 2012, fare increase has been substantially lower than this prior trend.

The primary market for the Downtown-Waterfront Shuttle differs from that for a typical public transportation service. In general terms, the primary market for this shuttle service is tourists and local residents who are shopping, dining, sightseeing, or enjoying other recreational activities downtown and on the waterfront. Thus, shuttle ridership is heavily dependent on the convenience of the service and on the number of persons spending leisure time in these areas.

The time required to complete a trip on the Downtown-Waterfront Shuttle has increased over time as traffic congestion has worsened. A round trip on the State Street portion of the service (i.e., from the Dolphin Fountain to Sola Street and back to the Dolphin Fountain), for example, formerly required from 30 to 35 minutes, depending on the season and the time of day. Now, a round trip requires up to 45 minutes at peak times. Because MTD operates the same number of vehicles and approximately the same number of revenue hours annually, the number of trips provided during a typical day has decreased due to

the increase in congestion and in the time required for each trip. Thus, over the ten-year period, the travel time has increased and the frequency of service has decreased.

Marketing & Public Information

- Passenger information cards are distributed at many locations along the route, including lodging establishments and the Visitors' Center. During the summer, the Downtown Organization hands out the cards as part of their "Downtown Hosts" program.
- The shuttle route is featured in all Santa Barbara Car Free collateral. Flyers are available on Amtrak Surfliner trains.
- The Santa Barbara Car Free brochure for the MTD's Line 22 service to "Santa Barbara's Highlights" features the Downtown-Waterfront Shuttle as a connection from the beach to Line 22.
- The Downtown-Waterfront Shuttle and the Crosstown Shuttle are featured on the map in the "Explore" section of Santa Barbara Seasons magazine.
- The City Waterfront Department's "Illustrated Map of the Santa Barbara Waterfront" features the Downtown-Waterfront Shuttle.
- Partnership website links are provided by Visit Santa Barbara (formerly the Santa Barbara Conference & Visitors Bureau and Film Commission), Santa Barbara Car Free, and the Downtown Organization.
- The Downtown-Waterfront Shuttle route is featured in the "Downtown Map & Guide" produced by the Downtown Organization.
- MTD is an active member of Visit Santa Barbara, the Santa Barbara Downtown Organization, and the Santa Barbara Region Chamber of Commerce, and works with these organizations to publicize the shuttle.
- All Downtown-Waterfront Shuttle vehicles display City of Santa Barbara seals.

TABLE 3A: Downtown-Waterfront Shuttle Ridership

Month	Fiscal Year										
	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Jul.	78,586	73,895	76,499	73,310	75,727	77,887	78,777	75,620	77,684	62,441	57,628
Aug.	79,726	70,693	71,631	66,978	70,257	82,138	71,549	72,370	68,232	55,143	53,889
Sep.	47,203	48,519	45,410	47,491	45,967	46,286	48,034	46,939	45,034	39,882	35,605
Oct.	45,430	38,690	38,797	36,864	39,422	41,480	37,068	37,584	40,471	33,699	32,628
Nov.	35,899	32,307	34,528	32,350	33,210	33,044	32,677	31,884	28,978	23,931	23,282
Dec.	31,832	30,376	31,672	30,473	30,298	28,375	28,586	27,415	31,745	21,863	24,204
Jan.	36,212	28,900	33,439	30,698	28,370	33,527	32,152	34,229	35,236	23,269	27,947
Feb.	33,550	28,036	34,767	30,898	30,575	27,233	31,372	28,823	34,481	23,595	23,527
Mar.	40,149	36,855	34,067	35,999	41,274	34,380	39,381	32,626	36,286	27,764	30,739
Apr.	40,536	38,369	37,411	37,436	38,653	40,821	39,387	41,618	41,360	30,484	36,492
May	43,982	44,240	42,861	43,587	43,347	44,631	44,166	44,456	45,742	35,186	33,276
Jun.	53,482	59,501	55,301	59,194	63,083	54,150	56,535	52,381	56,181	46,670	42,037
Total	566,587	530,381	536,383	525,278	540,183	543,952	539,684	525,945	541,430	423,927	421,254

TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours

Month	Fiscal Year										
	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Jul.	1,786	1,754	1,786	1,586	1,682	1,785	1,791	1,830	1,836	1,724	1,743
Aug.	1,801	1,704	1,702	1,615	1,673	1,806	1,765	1,773	1,766	1,717	1,743
Sep.	1,227	1,225	1,214	1,173	1,192	1,086	1,237	1,188	1,182	1,149	1,121
Oct.	1,235	1,137	1,139	1,114	1,122	1,093	1,114	1,100	1,116	1,087	1,133
Nov.	1,114	1,062	1,058	1,042	1,070	1,072	1,064	1,043	1,043	1,040	1,069
Dec.	1,123	1,084	1,082	1,067	1,105	1,076	1,081	1,088	1,046	1,100	1,086
Jan.	1,176	1,146	1,140	1,119	1,128	1,135	1,155	1,115	1,119	1,103	1,126
Feb.	1,102	1,026	1,035	1,011	1,043	1,013	1,013	993	1,029	996	1,000
Mar.	1,128	1,119	1,126	1,113	1,121	1,109	1,101	1,074	1,089	1,103	1,173
Apr.	1,060	1,093	1,109	1,079	1,062	1,065	1,063	1,058	1,047	1,129	1,214
May	1,190	1,227	1,193	1,234	1,297	1,342	1,235	1,218	1,215	1,382	1,331
Jun.	1,655	1,646	1,432	1,685	1,705	1,715	1,707	1,710	1,678	1,842	1,694
Total	15,597	15,223	15,016	14,838	15,200	15,297	15,326	15,190	15,166	15,372	15,433

TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour

Month	Fiscal Year										
	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Jul.	44.0	42.1	42.8	46.2	45.0	43.6	44.0	41.3	42.3	36.2	33.1
Aug.	44.3	41.5	42.1	41.5	42.0	45.5	40.5	40.8	38.6	32.1	30.9
Sep.	38.5	39.6	37.4	40.5	38.6	42.6	38.8	39.5	38.1	34.7	31.8
Oct.	36.8	34.0	34.1	33.1	35.1	38.0	33.3	34.2	36.3	31.0	28.8
Nov.	32.2	30.4	32.6	31.0	31.0	30.8	30.7	30.6	27.8	23.0	21.8
Dec.	28.3	28.0	29.3	28.6	27.4	26.4	26.4	25.2	30.3	19.9	22.3
Jan.	30.8	25.2	29.3	27.4	25.2	29.5	27.8	30.7	31.5	21.1	24.8
Feb.	30.4	27.3	33.6	30.6	29.3	26.9	31.0	29.0	33.5	23.7	23.5
Mar.	35.6	32.9	30.3	32.3	36.8	31.0	35.8	30.4	33.3	25.2	26.2
Apr.	38.2	35.1	33.7	34.7	36.4	38.3	37.1	39.3	39.5	27.0	30.1
May	37.0	36.1	35.9	35.3	33.4	33.3	35.8	36.5	37.6	25.5	25.0
Jun.	32.3	36.1	38.6	35.1	37.0	31.6	33.1	30.6	33.5	25.3	24.8
Avg.	36.3	34.8	35.7	35.4	35.5	35.6	35.2	34.6	35.7	27.6	27.3

Source: Santa Barbara Metropolitan Transit District.