



## System Ridership Report: August 2014

**System-wide ridership was down 2.8 percent for the month of August**, but it is virtually flat on a per-weekday basis for the year to date. The large declines seen in free rides and transfers account for more about half the monthly decrease from last year, and the decrease in disabled fare categories may be related to MTD's recent efforts to recertify passengers' eligibility for MTD disability ID cards. Interestingly, the decrease in full fare cash-paying passengers was almost exactly equal to the increase in full-fare pass usage in the month of August. Line 22 was discontinued on August 25, which accounts for the decrease in ridership. The summer influx of international students may explain the ridership fluctuations on Lines 10 and 24x, as well as the overloads at particular times of day on Line 21x.

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

Fare Categories	Month			Fiscal Year to Date		
	Aug 13	Aug 14	%Change	Jul 13 - Aug 13	Jul 14 - Aug 14	%Change
General Fare	123,812	117,512	-5.1%	237,356	227,428	-4.2%
Transfers	64,772	59,399	-8.3%	126,746	117,635	-7.2%
Full Fare Prepaid (1)	127,483	133,707	4.9%	254,398	275,164	8.2%
Santa Barbara City College	37,438	37,244	-0.5%	84,124	78,590	-6.6%
Senior & Disabled Prepaid (2)	61,969	59,256	-4.4%	121,989	119,566	-2.0%
Shuttle (DWE & Seaside)	34,130	33,726	-1.2%	71,112	70,721	-0.5%
UC Santa Barbara	29,014	29,073	0.2%	56,538	56,208	-0.6%
Student Prepaid (3)	45,256	44,709	-1.2%	98,554	104,060	5.6%
Free	20,670	16,608	-19.7%	40,870	33,509	-18.0%
My Ride	14,985	14,579	-2.7%	30,871	28,731	-6.9%
Senior	16,375	15,402	-5.9%	31,697	30,429	-4.0%
Persons with Disabilities	4,829	3,940	-18.4%	9,641	7,597	-21.2%
Tokens	3,475	2,553	-26.5%	7,037	5,200	-26.1%
<b>Total</b>	<b>584,208</b>	<b>567,708</b>	<b>-2.8%</b>	<b>1,170,933</b>	<b>1,154,838</b>	<b>-1.4%</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.

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

Metrics	Month			Fiscal Year to Date		
	Aug 13	Aug 14	%Change	Jul 13 - Aug 13	Jul 14 - Aug 14	%Change
Passengers	584,208	567,708	-2.8%	1,170,933	1,154,838	-1.4%
Revenue Hours	17,053	16,970	-0.5%	33,773	33,833	0.2%
Passengers per Rev Hour	34.26	33.45	-2.3%	34.67	34.13	-1.5%
Miles	210,992	209,271	-0.8%	415,638	416,939	0.3%
Passengers per Mile	2.77	2.71	-2.0%	2.82	2.77	-1.7%

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

**Table C: August 2014 System Ridership**

LINE	Month			Fiscal Year to Date		
	Aug 13	Aug 14	%Change	Jul 13 - Aug 13	Jul 14 - Aug 14	%Change
1 West Santa Barbara	35,380	32,977	-6.8%	68,892	65,815	-4.5%
2 East Santa Barbara	56,137	53,076	-5.5%	111,649	105,706	-5.3%
3 Oak Park	19,756	18,344	-7.1%	40,604	37,500	-7.6%
4 Mesa/SBCC	11,701	11,041	-5.6%	24,897	23,582	-5.3%
5 Mesa / La Cumbre	15,485	15,030	-2.9%	31,280	31,112	-0.5%
6 Goleta	61,610	58,727	-4.7%	123,637	118,573	-4.1%
7 County Health / Fairview	13,429	13,652	1.7%	27,378	27,607	0.8%
8 County Health	11,518	10,717	-7.0%	23,419	22,613	-3.4%
9 Calle Real / Old Town Shuttle	3,171	2,963	-6.6%	6,134	6,021	-1.8%
10 Cathedral Oaks	1,719	2,116	23.1%	3,442	4,360	26.7%
11 UCSB	94,924	92,135	-2.9%	193,177	190,198	-1.5%
12x Goleta Express	23,680	24,565	3.7%	49,036	50,926	3.9%
14 Montecito	9,792	8,517	-13.0%	19,141	17,771	-7.2%
15x SBCC / UCSB Express	15,936	15,965	0.2%	24,486	23,232	-5.1%
16 City College Shuttle	4,580	5,734	25.2%	5,521	6,560	18.8%
17 Lower West / SBCC	17,035	15,669	-8.0%	37,272	35,355	-5.1%
20 Carpinteria	32,408	30,679	-5.3%	65,720	62,921	-4.3%
21x Carpinteria Express	9,221	8,961	-2.8%	19,231	18,848	-2.0%
22 Old Mission	1,837	1,381	-24.8%	4,094	3,172	-22.5%
23 Winchester Canyon	6,686	6,659	-0.4%	14,609	14,367	-1.7%
24x UCSB Express	47,975	51,881	8.1%	98,850	113,815	15.1%
25 Ellwood	4,745	4,424	-6.8%	9,011	9,164	1.7%
27 Isla Vista Shuttle	8,066	8,915	10.5%	16,813	18,124	7.8%
36 Seaside Shuttle	5,206	6,235	19.8%	11,118	12,996	16.9%
37 Crosstown Shuttle	6,997	7,365	5.3%	14,152	14,774	4.4%
Booster Services	7,349	4,298	-41.5%	7,967	5,354	-32.8%
<b>System Subtotal</b>	<b>526,343</b>	<b>512,026</b>	<b>-2.7%</b>	<b>1,051,530</b>	<b>1,040,466</b>	<b>-1.1%</b>
<b>Downtown Waterfront Shuttles</b>						
30 Downtown Shuttle	41,894	40,527	-3.3%	88,074	83,564	-5.1%
31 East Beach Waterfront Shuttle	8,557	8,288	-3.1%	16,584	16,700	0.7%
32 West Beach Waterfront Shuttle	3,438	3,013	-12.4%	6,859	6,222	-9.3%
<b>Coastal Express Limited</b>						
Coastal Express Limited - Santa Barbara	1,984	1,884	-5.0%	3,878	3,772	-2.7%
Coastal Express Limited - Goleta	1,992	1,970	-1.1%	4,008	4,114	2.6%
<b>Unknown/Miscellaneous</b>	-	-	0.0%	-	-	0.0%
<b>System Total</b>	<b>584,208</b>	<b>567,708</b>	<b>-2.8%</b>	<b>1,170,933</b>	<b>1,154,838</b>	<b>-1.4%</b>
<b>Related Routes</b>						
20, 21x Carpinteria	41,629	39,640	-4.8%	84,951	81,769	-3.7%
1, 2, 37 East/West & Crosstown	98,514	93,418	-5.2%	194,693	186,295	-4.3%
4, 5, 15x, 16, 17 Mesa Lines	64,737	63,439	-2.0%	123,456	119,841	-2.9%
7, 8, 9 Calle Real	28,118	27,332	-2.8%	56,931	56,241	-1.2%
6, 11 State/Hollister	156,534	150,862	-3.6%	316,814	308,771	-2.5%

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: August 2014 - Passengers per Hour**

LINE	Month			Fiscal Year to Date		
	Aug 13	Aug 14	%Change	Jul 13 - Aug 13	Jul 14 - Aug 14	%Change
1 West Santa Barbara	37.5	35.5	-5.3%	36.6	35.3	-3.7%
2 East Santa Barbara	45.2	41.8	-7.5%	45.2	42.1	-6.7%
3 Oak Park	28.8	27.4	-4.9%	29.7	27.7	-6.5%
4 Mesa/SBCC	29.1	28.0	-3.6%	31.0	29.6	-4.5%
5 Mesa / La Cumbre	25.6	25.2	-1.3%	25.9	26.0	0.3%
6 Goleta	37.3	35.8	-4.0%	37.5	36.1	-3.8%
7 Calle Real / Fairview	30.9	31.4	1.5%	31.4	31.3	-0.2%
8 Calle Real / Turnpike	35.5	33.9	-4.3%	36.0	35.3	-2.1%
9 Calle Real / Old Town Shuttle	14.8	13.6	-7.8%	14.3	13.8	-3.7%
10 Cathedral Oaks	12.6	16.2	29.0%	12.6	16.3	29.7%
11 UCSB	35.7	34.9	-2.2%	36.4	35.9	-1.2%
12x Goleta Express	43.7	44.1	0.7%	45.7	45.7	0.2%
14 Montecito	22.0	19.9	-9.6%	21.8	20.6	-5.4%
15x SBCC / UCSB Express	39.1	38.3	-2.0%	35.9	33.7	-6.3%
16 City College Shuttle	80.8	68.9	-14.7%	90.9	75.2	-17.3%
17 Lower West / SBCC	60.5	56.9	-5.8%	66.3	63.5	-4.3%
20 Carpinteria	27.9	26.7	-4.2%	28.3	27.3	-3.6%
21x Carpinteria Express	24.1	24.5	1.5%	25.3	25.4	0.2%
22 Old Mission	13.4	12.9	-3.9%	15.0	13.0	-13.0%
23 Winchester Canyon	23.3	23.3	0.1%	25.5	25.1	-1.6%
24x UCSB Express	58.9	62.5	6.2%	61.9	67.1	8.4%
25 Ellwood	36.0	33.8	-6.1%	34.3	35.0	2.0%
27 Isla Vista Shuttle	21.1	23.6	12.1%	22.0	23.8	8.6%
36 Seaside Shuttle	14.3	17.3	21.1%	15.3	17.9	17.5%
37 Crosstown Shuttle	19.4	19.1	-1.3%	19.6	19.8	1.0%
Booster Services	89.7	80.1	-10.7%	67.0	54.2	-19.1%
<b>System Average</b>	<b>34.8</b>	<b>34.0</b>	<b>-2.1%</b>	<b>35.1</b>	<b>34.7</b>	<b>-1.2%</b>
<b>Downtown Waterfront Shuttles</b>						
30 Downtown Shuttle	33.5	32.1	-4.2%	35.1	33.4	-5.0%
31 East Beach Waterfront Shuttle	25.3	24.1	-4.7%	24.7	24.6	-0.2%
32 West Beach Waterfront Shuttle	22.6	19.8	-12.4%	22.5	20.4	-9.3%
<b>Coastal Express Limited</b>						
Coastal Express Limited - Santa Barbara	25.1	23.3	-7.0%	24.7	23.3	-5.5%
Coastal Express Limited - Goleta	21.9	22.0	0.5%	22.1	22.4	1.4%
<b>Unknown/Miscellaneous</b>						
	-	-	0.0%	-	-	0.0%
<b>System Total</b>	<b>34.3</b>	<b>33.5</b>	<b>-2.3%</b>	<b>34.7</b>	<b>34.1</b>	<b>-1.5%</b>
<b>Related Routes</b>						
20, 21x Carpinteria	26.9	26.1	-2.9%	27.6	26.8	-2.8%
1, 2, 37 East/West & Crosstown	38.7	36.1	-6.5%	38.4	36.4	-5.2%
4, 5, 15x, 16, 17 Mesa Lines	36.9	35.9	-2.6%	37.2	36.0	-3.3%
7, 8, 9 Calle Real/Fairview	28.9	28.2	-2.2%	29.2	28.7	-1.6%
6, 11 State/Hollister	36.3	35.3	-2.9%	36.8	36.0	-2.2%

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

**Table E: August 2014 – ‘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		
	Aug 13	Aug 14	%Change	Jul 13 - Aug 13	Jul 14 - Aug 14	%Change
1 West Santa Barbara	7	5	-28.6%	8	13	62.5%
2 East Santa Barbara	12	14	16.7%	20	21	5.0%
3 Oak Park	1	3	200.0%	3	5	66.7%
4 Mesa/SBCC	1	3	200.0%	2	5	150.0%
5 Mesa / La Cumbre	16	8	-50.0%	24	22	-8.3%
6 Goleta	29	9	-69.0%	65	30	-53.8%
7 Calle Real / Fairview	44	9	-79.5%	117	25	-78.6%
8 Calle Real / Turnpike	19	-	-100.0%	45	-	-100.0%
9 Calle Real / Old Town Shuttle	-	2	100.0%	1	2	100.0%
10 Cathedral Oaks	2	-	-100.0%	2	-	-100.0%
11 UCSB	86	64	-25.6%	174	133	-23.6%
12x Goleta Express	20	14	-30.0%	54	41	-24.1%
14 Montecito	2	-	-100.0%	6	4	-33.3%
15x SBCC / UCSB Express	30	40	33.3%	43	46	7.0%
16 City College Shuttle	14	6	-57.1%	27	14	-48.1%
17 Lower West / SBCC	6	3	-50.0%	32	13	-59.4%
20 Carpinteria	14	5	-64.3%	17	20	17.6%
21x Carpinteria Express	6	-	-100.0%	24	3	-87.5%
22 Old Mission	-	-	0.0%	-	-	0.0%
23 Winchester Canyon	6	-	-100.0%	6	5	-16.7%
24x UCSB Express	69	89	29.0%	145	234	61.4%
25 Ellwood	-	1	100.0%	-	2	100.0%
27 UCSB Shuttle	-	1	100.0%	-	1	100.0%
36 Seaside Shuttle	-	2	100.0%	1	3	200.0%
37 Crosstown Shuttle	-	2	100.0%	-	3	100.0%
Booster Services	9	5	-44.4%	9	5	-44.4%
<i>System Subtotal</i>	393	285	-27.5%	825	650	-21.2%
<b>Downtown Waterfront Shuttles</b>						
30 Downtown Shuttle	146	77	-47.3%	288	209	-27.4%
31 East Beach Waterfront Shuttle	3	3	0.0%	6	5	-16.7%
32 West Beach Waterfront Shuttle	-	-	0.0%	2	-	-100.0%
<b>Coastal Express Limited</b>						
Santa Barbara	-	-	0.0%	-	-	0.0%
Goleta	-	-	0.0%	-	-	0.0%
<b>Unknown</b>	-	-	0.0%	-	1	100.0%
<i>System Total</i>	542	365	-32.7%	1,121	865	-22.8%

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

**Table F: August 2014 – ‘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		
	Aug 13	Aug 14	%Change	Jul 13 - Aug 13	Jul 14 - Aug 14	%Change
1 West Santa Barbara	5	2	-60.0%	5	3	-40.0%
2 East Santa Barbara	6	7	16.7%	9	7	-22.2%
3 Oak Park	1	2	100.0%	1	2	100.0%
4 Mesa/SBCC	3	1	-66.7%	6	3	-50.0%
5 Mesa / La Cumbre	7	1	-85.7%	19	25	31.6%
6 Goleta	16	11	-31.3%	40	20	-50.0%
7 Calle Real / Fairview	8	3	-62.5%	28	6	-78.6%
8 Calle Real / Turnpike	1	-	-100.0%	1	5	400.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	-	1	100.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	41	25	-39.0%	115	79	-31.3%
12x Goleta Express	6	10	66.7%	29	25	-13.8%
14 Montecito	-	1	100.0%	1	3	200.0%
15x SBCC / UCSB Express	83	72	-13.3%	87	74	-14.9%
16 City College Shuttle	5	-	-100.0%	10	2	-80.0%
17 Lower West / SBCC	5	3	-40.0%	22	21	-4.5%
20 Carpinteria	5	4	-20.0%	7	20	185.7%
21x Carpinteria Express	-	14	100.0%	-	29	100.0%
22 Old Mission	-	-	0.0%	-	-	0.0%
23 Winchester Canyon	12	-	-100.0%	15	2	-86.7%
24x UCSB Express	61	74	21.3%	183	283	54.6%
25 Ellwood	-	1	100.0%	-	2	100.0%
27 UCSB Shuttle	-	-	0.0%	-	-	0.0%
36 Seaside Shuttle	-	-	0.0%	-	2	100.0%
37 Crosstown Shuttle	-	1	100.0%	-	1	100.0%
Booster Services	19	9	-52.6%	19	9	-52.6%
<b>System Subtotal</b>	<b>284</b>	<b>241</b>	<b>-15.1%</b>	<b>597</b>	<b>624</b>	<b>4.5%</b>
<b>Downtown Waterfront Shuttles</b>						
30 Downtown Shuttle	213	156	-26.8%	585	328	-43.9%
31 East Beach Waterfront Shuttle	13	10	-23.1%	23	22	-4.3%
32 West Beach Waterfront Shuttle	-	1	100.0%	4	2	-50.0%
<b>Coastal Express Limited</b>						
Santa Barbara	-	1	100.0%	-	1	100.0%
Goleta	-	1	100.0%	-	1	100.0%
<b>Unknown</b>	<b>2</b>	<b>-</b>	<b>-100.0%</b>	<b>4</b>	<b>1</b>	<b>-75.0%</b>
<b>System Total</b>	<b>512</b>	<b>410</b>	<b>-19.9%</b>	<b>1,213</b>	<b>979</b>	<b>-19.3%</b>

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

**Table G: August 2014 – Bicycles Carried**

LINE	Month			Fiscal Year to Date		
	Aug 13	Aug 14	%Change	Jul 13 - Aug 13	Jul 14 - Aug 14	%Change
1 West Santa Barbara	250	151	-39.6%	474	334	-29.5%
2 East Santa Barbara	641	599	-6.6%	1,285	1,186	-7.7%
3 Oak Park	156	180	15.4%	365	332	-9.0%
4 Mesa/SBCC	140	167	19.3%	296	341	15.2%
5 Mesa / La Cumbre	359	312	-13.1%	726	635	-12.5%
6 Goleta	1,674	1,439	-14.0%	3,400	3,022	-11.1%
7 Calle Real / Fairview	301	274	-9.0%	524	602	14.9%
8 Calle Real / Turnpike	189	207	9.5%	420	420	0.0%
9 Calle Real / Old Town Shuttle	30	33	10.0%	84	67	-20.2%
10 Cathedral Oaks	38	62	63.2%	65	111	70.8%
11 UCSB	2,260	2,105	-6.9%	4,565	4,227	-7.4%
12x Goleta Express	657	719	9.4%	1,402	1,489	6.2%
14 Montecito	181	183	1.1%	331	387	16.9%
15x SBCC / UCSB Express	209	212	1.4%	339	371	9.4%
16 City College Shuttle	33	58	75.8%	40	58	45.0%
17 Lower West / SBCC	118	131	11.0%	257	299	16.3%
20 Carpinteria	732	728	-0.5%	1,401	1,648	17.6%
21x Carpinteria Express	232	229	-1.3%	439	491	11.8%
22 Old Mission	53	31	-41.5%	104	101	-2.9%
23 Winchester Canyon	85	63	-25.9%	184	126	-31.5%
24x UCSB Express	1,053	1,170	11.1%	2,256	2,281	1.1%
25 Ellwood	96	75	-21.9%	228	168	-26.3%
27 UCSB Shuttle	63	102	61.9%	174	201	15.5%
36 Seaside Shuttle*	-	-	N/A	-	-	N/A
37 Crosstown Shuttle*	-	-	N/A	-	-	N/A
Booster services	7	6	-14.3%	9	13	44.4%
<b>System Subtotal</b>	<b>9,557</b>	<b>9,236</b>	<b>-3.4%</b>	<b>19,368</b>	<b>18,910</b>	<b>-2.4%</b>
<b>Downtown Waterfront Shuttles</b>						
30 Downtown Shuttle*	-	-	N/A	-	-	N/A
31 East Beach Waterfront Shuttle*	-	-	N/A	-	-	N/A
32 West Beach Waterfront Shuttle*	-	-	N/A	-	-	N/A
<b>Coastal Express Limited</b>						
Santa Barbara	19	4	-78.9%	25	12	-52.0%
Goleta	33	71	115.2%	44	97	120.5%
<b>Unknown</b>	<b>16</b>	<b>13</b>	<b>-18.8%</b>	<b>44</b>	<b>31</b>	<b>-29.5%</b>
<b>System Total</b>	<b>9,625</b>	<b>9,324</b>	<b>-3.1%</b>	<b>19,481</b>	<b>19,050</b>	<b>-2.2%</b>

\* The electric shuttles cannot carry bicycles.

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

**Table H: August 2014 – Wheelchairs Boarded**

LINE	Month			Fiscal Year to Date		
	Aug 13	Aug 14	%Change	Jul 13 - Aug 13	Jul 14 - Aug 14	%Change
1 West Santa Barbara	125	97	-22.4%	215	184	-14.4%
2 East Santa Barbara	215	233	8.4%	378	406	7.4%
3 Oak Park	191	99	-48.2%	360	206	-42.8%
4 Mesa/SBCC	6	40	566.7%	15	62	313.3%
5 Mesa / La Cumbre	117	136	16.2%	175	259	48.0%
6 Goleta	213	244	14.6%	421	536	27.3%
7 Calle Real / Fairview	96	90	-6.3%	180	143	-20.6%
8 Calle Real / Turnpike	98	64	-34.7%	168	112	-33.3%
9 Calle Real / Old Town Shuttle	15	26	73.3%	22	49	122.7%
10 Cathedral Oaks	-	1	100.0%	-	2	100.0%
11 UCSB	264	289	9.5%	552	600	8.7%
12x Goleta Express	51	75	47.1%	130	161	23.8%
14 Montecito	33	40	21.2%	65	73	12.3%
15x SBCC / UCSB Express	10	3	-70.0%	11	7	-36.4%
16 City College Shuttle	5	27	440.0%	5	34	580.0%
17 Lower West / SBCC	15	21	40.0%	26	49	88.5%
20 Carpinteria	185	126	-31.9%	381	222	-41.7%
21x Carpinteria Express	34	7	-79.4%	68	21	-69.1%
22 Old Mission	1	-	-100.0%	1	-	-100.0%
23 Winchester Canyon	19	15	-21.1%	34	34	0.0%
24x UCSB Express	25	10	-60.0%	45	26	-42.2%
25 Ellwood	19	15	-21.1%	46	40	-13.0%
27 UCSB Shuttle	2	8	300.0%	9	19	111.1%
36 Seaside Shuttle	-	13	100.0%	3	18	500.0%
37 Crosstown Shuttle	10	14	40.0%	23	18	-21.7%
Booster Services	-	-	0.0%	-	-	0.0%
<b>System Subtotal</b>	<b>1,749</b>	<b>1,693</b>	<b>-3.2%</b>	<b>3,333</b>	<b>3,281</b>	<b>-1.6%</b>
<b>Downtown Waterfront Shuttles</b>						
30 Downtown Shuttle	89	94	5.6%	224	181	-19.2%
31 East Beach Waterfront Shuttle	15	12	-20.0%	34	19	-44.1%
32 West Beach Waterfront Shuttle	3	10	233.3%	6	11	83.3%
<b>Coastal Express Limited</b>						
Santa Barbara	-	-	0.0%	-	1	100.0%
Goleta	-	3	100.0%	-	4	100.0%
<b>Unknown</b>	<b>3</b>	<b>3</b>	<b>0.0%</b>	<b>6</b>	<b>6</b>	<b>0.0%</b>
<b>System Total</b>	<b>1,859</b>	<b>1,815</b>	<b>-2.4%</b>	<b>3,603</b>	<b>3,503</b>	<b>-2.8%</b>

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

**Table I: Ridership by Day Type**

August 2013

August 2014

	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	478,630	22	21,756	452,430	21	21,544	-212	-1.0%
Saturday	67,959	5	13,592	66,743	5	13,349	-243	-1.8%
Sunday	37,619	4	9,405	48,535	5	9,707	302	3.2%
Total	584,208	31	18,845	567,708	31	18,313	-532	-2.8%

FY 2014

FY 2015

	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	962,621	44	21,878	936,757	43	21,785	-93	-0.4%
Saturday	121,342	9	13,482	120,146	9	13,350	-133	-1.0%
Sunday	86,970	9	9,663	97,935	10	9,794	130	1.3%
Total	1,170,933	62	18,886	1,154,838	62	18,626	-260	-1.4%

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

**External Factors Affecting Ridership**

**Service Days & School Days:** There was one less weekday in August 2014 than in August 2013, which was offset by one additional Sunday. There were the same number of Saturday service days. Secondary schools had two fewer class days in August this year, while UCSB was in summer session one less day, and SBCC had the same number of class days.

**Weather:** Overall temperatures for August 2014 were about 2° warmer than normal and 2° warmer than August 2013, although the extremes were greater in 2013. We saw a trace of rain in August this year, while there was none in 2013.

Month	Weekdays	Saturdays	Sundays	HS + JHS	SBCC	UCSB
Aug-14	21	5	5	3	5	21 SS
Aug-13	22	5	4	5	5	22 SS

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

Month	Temperature (°F)	High	Average	Low	Precipitation	
Aug-14	Maximum	83	72	64	Weekday: 0 in (0 days)	
	Mean	76	68	60	Saturday: 0.01 in (1 day)	0.01 in
	Minimum	72	65	54	Sunday: T in (1 day)	
Aug-13	Maximum	86	76	66	Weekday: 0 in (0 days)	
	Mean	74	66	58	Saturday: 0 in (0 days)	0 in
	Minimum	68	61	52	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.