



System Ridership Report: December 2016

System-wide ridership decreased 13.9%, or more than 64,000 passengers, for the month of December as compared to December 2015. UCSB and SBCC had two fewer days of regular class this month and could account for the decrease in ridership. Non-student ridership decreased 12.5% for the month of December and 11% for the fiscal year. Another factor to consider is that December had almost an additional three days of rain this year, which could lead to an increase in people opting to drive and a decrease in ridership. Senior ridership increased 5.5%.

Table A: Ridership Trends by Fare Component

Fare Categories	Month			Fiscal Year to Date		
	Dec 16	Dec 15	%Change	Jul 16 - Dec 16	Jul 15 - Dec 15	%Change
General Fare	69,172	76,571	-9.7%	476,471	543,189	-12.3%
Transfers	37,511	45,915	-18.3%	267,763	313,335	-14.5%
Full Fare Prepaid ⁽¹⁾	68,008	80,426	-15.4%	508,351	613,889	-17.2%
Santa Barbara City College	35,054	54,640	-35.8%	374,592	473,503	-20.9%
Senior & Disabled Prepaid ⁽²⁾	52,891	55,177	-4.1%	336,610	342,212	-1.6%
Shuttle (DWE & Seaside)	12,218	14,700	-16.9%	126,312	139,582	-9.5%
UC Santa Barbara	53,725	54,578	-1.6%	485,889	425,360	14.2%
Student Prepaid ⁽³⁾	37,117	46,241	-19.7%	288,834	318,813	-9.4%
Free	9,196	11,246	-18.2%	67,811	83,534	-18.8%
My Ride	5,968	6,991	-14.6%	51,104	58,041	-12.0%
Senior	13,611	12,896	5.5%	101,396	91,068	11.3%
Persons with Disabilities	2,985	2,923	2.1%	19,663	19,060	3.2%
Tokens	2,076	1,906	8.9%	12,256	11,608	5.6%
Total	399,532	464,210	-13.9%	3,117,052	3,433,194	-9.2%

(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		
	Dec 16	Dec 15	%Change	Jul 16 - Dec 16	Jul 15 - Dec 15	%Change
Passengers	399,532	464,210	-13.9%	3,117,052	3,433,194	-9.2%
Revenue Hours	17,034	16,707	2.0%	108,335	104,444	3.7%
Passengers per Rev Hour	23.45	27.78	-15.6%	28.77	32.87	-12.5%
Miles	206,516	200,390	3.1%	1,310,243	1,260,687	3.9%
Passengers per Mile	1.93	2.32	-16.5%	2.38	2.72	-12.6%

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

Table C: December 2016 System Ridership

LINE	Month			Fiscal Year to Date			
	Dec 16	Dec 15	%Change	Jul 16 - Dec 16	Jul 15 - Dec 15	%Change	
1	West Santa Barbara	25,389	28,636	-11.3%	172,007	196,638	-12.5%
2	East Santa Barbara	39,155	46,385	-15.6%	262,389	309,713	-15.3%
3	Oak Park	14,540	15,043	-3.3%	97,958	104,540	-6.3%
4	Mesa/SBCC	7,623	9,929	-23.2%	63,372	70,264	-9.8%
5	Mesa / La Cumbre	8,518	10,630	-19.9%	71,339	81,944	-12.9%
6	Goleta	42,744	50,223	-14.9%	295,423	335,962	-12.1%
7	County Health / Fairview	19,204	9,429	103.7%	112,765	68,905	63.7%
8	County Health	-	8,108	-100.0%	13,743	52,433	-73.8%
9	Calle Real / Old Town Shuttle	-	2,739	-100.0%	4,257	17,819	-76.1%
10	Cathedral Oaks	1,462	1,930	-24.2%	10,490	13,375	-21.6%
11	UCSB	61,746	74,631	-17.3%	453,752	546,373	-17.0%
12x	Goleta Express	15,567	18,412	-15.5%	114,675	125,777	-8.8%
14	Montecito	6,603	7,645	-13.6%	42,819	49,152	-12.9%
15x	SBCC / UCSB Express	7,814	15,047	-48.1%	126,342	168,125	-24.9%
16	City College Shuttle	3,408	7,734	-55.9%	47,114	69,596	-32.3%
17	Lower West / SBCC	9,041	10,813	-16.4%	78,059	87,913	-11.2%
20	Carpinteria	20,980	24,690	-15.0%	145,611	162,573	-10.4%
21x	Carpinteria Express	5,846	6,401	-8.7%	42,262	49,816	-15.2%
23	Winchester Canyon	3,199	4,092	-21.8%	30,292	31,195	-2.9%
24x	UCSB Express	31,721	39,293	-19.3%	281,129	332,655	-15.5%
25	Elwood	4,123	3,203	28.7%	28,897	24,577	17.6%
27	Isla Vista Shuttle	12,466	15,905	-21.6%	106,368	130,549	-18.5%
28	UCSB Shuttle	13,766	-	100.0%	133,114	-	100.0%
36	Seaside Shuttle	4,000	6,580	-39.2%	33,218	40,943	-18.9%
37	Crosstown Shuttle	6,115	7,008	-12.7%	44,663	48,934	-8.7%
	Booster Services	16,480	19,826	-16.9%	106,899	111,975	-4.5%
System Subtotal		381,510	444,332	-14.1%	2,918,957	3,231,746	-9.7%
Downtown Waterfront Shuttles							
30	Downtown Shuttle	15,762	16,696	-5.6%	163,748	162,523	0.8%
31	East Beach Waterfront Shuttle	1,451	1,989	-27.0%	24,299	24,218	0.3%
32	West Beach Waterfront Shuttle	809	1,193	-32.2%	10,341	15,148	-31.7%
Unknown/Miscellaneous		-	-	0.0%	-	-	0.0%
System Total		399,532	464,210	-13.9%	3,117,345	3,433,635	-9.2%
Related Routes							
20, 21x	Carpinteria	26,826	31,091	-13.7%	187,873	212,389	-11.5%
1, 2, 37	East/West & Crosstown	70,659	82,029	-13.9%	479,059	555,285	-13.7%
4, 5, 15x, 16, 17	Mesa Lines	36,404	54,153	-32.8%	386,226	477,842	-19.2%
7, 8, 9	Calle Real	19,204	20,276	-5.3%	130,765	139,157	-6.0%
6, 11	State/Hollister	104,490	124,854	-16.3%	749,175	882,335	-15.1%

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: December 2016 - Passengers per Hour

LINE	Month			Fiscal Year to Date			
	Dec 16	Dec 15	%Change	Jul 16 - Dec 16	Jul 15 - Dec 15	%Change	
1	West Santa Barbara	26.1	30.1	-13.2%	29.5	35.1	-16.1%
2	East Santa Barbara	25.4	30.8	-17.5%	28.4	35.6	-20.4%
3	Oak Park	18.2	17.8	2.2%	19.1	20.1	-5.3%
4	Mesa/SBCC	19.6	26.3	-25.3%	27.2	30.3	-10.2%
5	Mesa / La Cumbre	14.6	18.5	-21.3%	20.3	23.4	-13.2%
6	Goleta	27.9	31.5	-11.4%	31.5	34.6	-9.0%
7	Calle Real / Fairview	15.1	22.0	-31.3%	18.1	26.3	-31.4%
8	Calle Real / Turnpike	-	26.8	-100.0%	26.0	28.2	-7.6%
9	Calle Real / Old Town Shuttle	-	13.0	-100.0%	11.7	13.9	-16.2%
10	Cathedral Oaks	10.1	15.5	-34.9%	13.2	17.3	-23.8%
11	UCSB	25.2	29.3	-13.9%	30.1	35.2	-14.7%
12x	Goleta Express	26.4	31.4	-16.0%	32.2	36.4	-11.6%
14	Montecito	15.5	18.6	-17.0%	17.0	19.6	-13.5%
15x	SBCC / UCSB Express	30.5	43.3	-29.6%	36.6	47.5	-23.1%
16	City College Shuttle	30.4	52.9	-42.5%	38.7	56.8	-31.8%
17	Lower West / SBCC	33.3	41.0	-19.0%	48.0	54.3	-11.7%
20	Carpinteria	18.4	22.1	-16.5%	20.5	23.9	-14.3%
21x	Carpinteria Express	18.8	18.4	2.6%	21.9	23.2	-5.5%
23	Winchester Canyon	16.1	15.1	6.4%	21.7	18.9	15.2%
24x	UCSB Express	30.8	39.1	-21.1%	45.4	55.9	-18.8%
25	Elwood	21.1	25.6	-17.7%	27.1	32.1	-15.8%
27	Isla Vista Shuttle	26.6	32.3	-17.7%	35.0	43.0	-18.8%
28	UCSB Shuttle	58.1	-	100.0%	56.1	-	100.0%
36	Seaside Shuttle	11.3	18.9	-40.2%	15.6	19.3	-19.1%
37	Crosstown Shuttle	11.9	14.3	-16.8%	14.6	16.0	-9.3%
	Booster Services	88.8	92.4	-3.8%	88.8	93.6	-5.1%
System Average		23.9	28.4	-16.0%	29.1	33.6	-13.5%
Downtown Waterfront Shuttles							
30	Downtown Shuttle	19.3	20.1	-3.9%	27.6	26.1	5.8%
31	East Beach Waterfront Shuttle	8.9	12.2	-27.2%	17.5	17.6	-0.5%
32	West Beach Waterfront Shuttle	10.1	14.9	-32.2%	16.2	21.0	-22.7%
System Total		23.5	27.8	-15.6%	28.8	32.9	-12.5%

Related Routes							
20, 21x	Carpinteria	18.5	21.2	-12.6%	20.8	23.7	-12.4%
1, 2, 37	East/West & Crosstown	23.3	27.8	-16.2%	26.4	32.0	-17.6%
4, 5, 15x, 16, 17	Mesa Lines	22.6	31.7	-28.8%	31.8	39.2	-18.8%
7, 8, 9	Calle Real/Fairview	15.1	21.5	-29.9%	18.3	24.2	-24.1%
6, 11	State/Hollister	26.3	30.1	-12.9%	30.6	35.0	-12.5%

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

Table E: December 2016 – ‘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		
	Dec 16	Dec 15	%Change	Jul 16 - Dec 16	Jul 15 - Dec 15	%Change
1 West Santa Barbara	1	5	-80.0%	10	16	-37.5%
2 East Santa Barbara	6	12	-50.0%	25	66	-62.1%
3 Oak Park	1	-	100.0%	11	10	10.0%
4 Mesa/SBCC	-	-	0.0%	5	3	66.7%
5 Mesa / La Cumbre	-	-	0.0%	22	21	4.8%
6 Goleta	13	9	44.4%	167	99	68.7%
7 Calle Real / Fairview	2	4	-50.0%	9	20	-55.0%
8 Calle Real / Turnpike	-	1	-100.0%	1	4	-75.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	-	-	0.0%
10 Cathedral Oaks	3	2	50.0%	4	2	100.0%
11 UCSB	14	24	-41.7%	156	206	-24.3%
12x Goleta Express	5	3	66.7%	30	34	-11.8%
14 Montecito	-	1	-100.0%	4	11	-63.6%
15x SBCC / UCSB Express	8	4	100.0%	83	89	-6.7%
16 City College Shuttle	2	2	0.0%	17	52	-67.3%
17 Lower West / SBCC	-	3	-100.0%	15	32	-53.1%
20 Carpinteria	5	4	25.0%	19	38	-50.0%
21x Carpinteria Express	-	-	0.0%	6	6	0.0%
23 Winchester Canyon	-	-	0.0%	5	-	100.0%
24x UCSB Express	12	27	-55.6%	199	336	-40.8%
25 Elwood	1	-	100.0%	5	-	100.0%
27 Isla Vista Shuttle	9	11	-18.2%	39	163	-76.1%
28 UCSB Shuttle	6	-	100.0%	79	-	100.0%
36 Seaside Shuttle	-	4	-100.0%	5	27	-81.5%
37 Crosstown Shuttle	2	-	100.0%	5	6	-16.7%
Booster Services	18	31	-41.9%	95	220	-56.8%
System Subtotal	108	147	-26.5%	1,016	1,461	-30.5%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	3	1	200.0%	85	158	-46.2%
31 East Beach Waterfront Shuttle	-	-	100.0%	7	8	-12.5%
32 West Beach Waterfront Shuttle	-	-	0.0%	-	-	0.0%
Unknown	2	-	100.0%	23	3	100.0%
System Total	113	148	-23.6%	1,131	1,630	-30.6%

Table F: December 2016 – ‘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		
	Dec 16	Dec 15	%Change	Jul 16 - Dec 16	Jul 15 - Dec 15	%Change
1 West Santa Barbara	1	2	-50.0%	7	5	40.0%
2 East Santa Barbara	-	1	-100.0%	10	32	-68.8%
3 Oak Park	-	-	0.0%	5	1	400.0%
4 Mesa/SBCC	-	-	0.0%	1	-	100.0%
5 Mesa / La Cumbre	-	-	0.0%	2	13	-84.6%
6 Goleta	3	3	0.0%	63	72	-12.5%
7 Calle Real / Fairview	-	3	-100.0%	2	9	-77.8%
8 Calle Real / Turnpike	-	-	0.0%	-	-	0.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	-	-	0.0%
10 Cathedral Oaks	2	-	100.0%	2	-	100.0%
11 UCSB	21	20	5.0%	178	209	-14.8%
12x Goleta Express	-	1	-100.0%	23	36	-36.1%
14 Montecito	-	-	0.0%	3	-	100.0%
15x SBCC / UCSB Express	1	3	-66.7%	52	126	-58.7%
16 City College Shuttle	-	1	-100.0%	6	23	-73.9%
17 Lower West / SBCC	-	-	0.0%	6	11	-45.5%
20 Carpinteria	-	-	0.0%	5	18	-72.2%
21x Carpinteria Express	-	-	0.0%	-	1	-100.0%
23 Winchester Canyon	-	-	0.0%	4	-	100.0%
24x UCSB Express	12	30	-60.0%	291	445	-34.6%
25 Elwood	-	-	0.0%	4	-	100.0%
27 Isla Vista Shuttle	18	13	38.5%	134	122	9.8%
28 UCSB Shuttle	16	-	100.0%	223	-	100.0%
36 Seaside Shuttle	-	-	0.0%	11	6	83.3%
37 CrossTown Shuttle	2	-	100.0%	5	5	0.0%
Booster Services	11	16	-31.3%	50	114	-56.1%
System Subtotal	87	93	-6.5%	1,087	1,248	-12.9%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	21	7	200.0%	445	462	-3.7%
31 East Beach Waterfront Shuttle	1	1	0.0%	29	14	107.1%
32 West Beach Waterfront Shuttle	1	-	100.0%	2	8	-75.0%
Unknown	-	4	-100.0%	48	9	433.3%
System Total	110	105	4.8%	1,611	1,741	-7.5%

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

Table G: December 2016 – Bicycles Carried

LINE		Month			Fiscal Year to Date		
		Dec 16	Dec 15	%Change	Jul 16 - Dec 16	Jul 15 - Dec 15	%Change
1	West Santa Barbara	191	194	-1.5%	1,202	1,231	-2.4%
2	East Santa Barbara	486	508	-4.3%	2,908	3,052	-4.7%
3	Oak Park	156	151	3.3%	858	1,368	-37.3%
4	Mesa/SBCC	65	179	-63.7%	921	1,172	-21.4%
5	Mesa / La Cumbre	184	176	4.5%	1,566	1,500	4.4%
6	Goleta	1,293	1,387	-6.8%	7,936	9,012	-11.9%
7	Calle Real / Fairview	450	155	190.3%	2,755	1,671	64.9%
8	Calle Real / Turnpike	-	133	-100.0%	330	1,232	-73.2%
9	Calle Real / Old Town Shuttle	-	26	-100.0%	51	203	-74.9%
10	Cathedral Oaks	24	21	14.3%	250	288	-13.2%
11	UCSB	1,802	2,044	-11.8%	11,227	12,960	-13.4%
12x	Goleta Express	528	646	-18.3%	4,011	4,591	-12.6%
14	Montecito	119	132	-9.8%	863	991	-12.9%
15x	SBCC / UCSB Express	150	153	-2.0%	1,857	2,383	-22.1%
16	City College Shuttle	42	57	-26.3%	425	631	-32.6%
17	Lower West / SBCC	59	107	-44.9%	716	747	-4.1%
20	Carpinteria	571	709	-19.5%	3,684	4,394	-16.2%
21x	Carpinteria Express	220	179	22.9%	1,393	1,626	-14.3%
23	Winchester Canyon	110	95	15.8%	617	491	25.7%
24x	UCSB Express	933	1,053	-11.4%	6,936	7,564	-8.3%
25	Elwood	111	60	85.0%	624	347	79.8%
27	Isla Vista Shuttle	79	204	-61.3%	779	1,229	-36.6%
28	UCSB Shuttle	104	-	100.0%	839	-	100.0%
36	Seaside Shuttle*	-	-	0.0%	-	-	0.0%
37	Crosstown Shuttle*	5	-	100.0%	20	-	100.0%
	Booster services	6	16	-62.5%	96	77	24.7%
System Subtotal		7,688	8,385	-8.3%	52,864	58,760	-10.0%
Downtown Waterfront Shuttles							
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
Unknown		15	25	-40.0%	610	112	444.6%
System Total		7,703	8,410	-8.4%	53,474	58,872	-9.2%

* The electric shuttles cannot carry bicycles.

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

Table H: December 2016 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date			
	Dec 16	Dec 15	%Change	Jul 16 - Dec 16	Jul 15 - Dec 15	%Change	
1	West Santa Barbara	94	99	-5.1%	665	689	-3.5%
2	East Santa Barbara	171	179	-4.5%	1,009	994	1.5%
3	Oak Park	137	130	5.4%	749	793	-5.5%
4	Mesa/SBCC	13	8	62.5%	70	53	32.1%
5	Mesa / La Cumbre	58	40	45.0%	398	409	-2.7%
6	Goleta	203	220	-7.7%	1,092	1,271	-14.1%
7	Calle Real / Fairview	155	81	91.4%	890	620	43.5%
8	Calle Real / Turnpike	-	60	-100.0%	86	348	-75.3%
9	Calle Real / Old Town Shuttle	-	16	-100.0%	33	147	-77.6%
10	Cathedral Oaks	1	1	0.0%	9	3	200.0%
11	UCSB	207	271	-23.6%	1,221	1,503	-18.8%
12x	Goleta Express	55	57	-3.5%	361	389	-7.2%
14	Montecito	15	21	-28.6%	124	133	-6.8%
15x	SBCC / UCSB Express	11	6	83.3%	121	23	426.1%
16	City College Shuttle	4	12	-66.7%	163	113	44.2%
17	Lower West / SBCC	18	13	38.5%	138	54	155.6%
20	Carpinteria	81	177	-54.2%	533	816	-34.7%
21x	Carpinteria Express	27	28	-3.6%	139	139	0.0%
23	Winchester Canyon	9	2	350.0%	33	29	13.8%
24x	UCSB Express	37	36	2.8%	273	226	20.8%
25	Elwood	3	3	0.0%	34	37	-8.1%
27	Isla Vista Shuttle	4	4	0.0%	11	29	-62.1%
28	UCSB Shuttle	3	-	100.0%	15	-	100.0%
36	Seaside Shuttle	3	3	0.0%	36	68	-47.1%
37	Crosstown Shuttle	5	4	25.0%	47	41	14.6%
	Booster Services	1	4	-75.0%	3	5	-40.0%
System Subtotal		1,315	1,475	-10.8%	8,253	8,932	-7.6%
Downtown Waterfront Shuttles							
30	Downtown Shuttle	60	38	57.9%	506	296	70.9%
31	East Beach Waterfront Shuttle	4	24	-83.3%	65	93	-30.1%
32	West Beach Waterfront Shuttle	-	4	-100.0%	10	22	-54.5%
Unknown		7	4	100.0%	36	12	200.0%
System Total		1,386	1,545	-10.3%	8,870	9,355	-5.2%

Table I: Ridership by Day Type

December 2016

December 2015

	December 2016			December 2015			% Change in	
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	Daily Ridership
Weekday	330,003	21	15,714	380,237	20	19,012	-3,297	-17.3%
Saturday	42,670	5	8,534	48,041	5	9,608	-1,074	-11.2%
Sunday	26,859	4	6,715	35,932	5	7,186	-472	-6.6%
Total	399,532	30	13,318	464,210	30	15,474	-2,156	-13.9%

FY 2017

FY 2016

	FY 2017			FY 2016			% Change in	
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	Daily Ridership
Weekday	2,582,214	125	20,658	2,831,738	124	22,837	-2,179	-9.5%
Saturday	307,110	28	10,968	347,912	28	12,425	-1,457	-11.7%
Sunday	228,021	29	7,863	253,985	30	8,466	-603	-7.1%
Total	3,117,345	182	17,128	3,433,635	182	18,866	-1,738	-9.2%

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

External Factors Affecting Ridership

Service Days & School Days: MTD provided one more day of weekday service this December as compared to December 2015. All schools had two more school days this December.

	Weekdays	Saturdays	Sundays	HS + JHS	SBCC	UCSB
Dec-16	21	5	4	12	7	7
Dec-15	20	5	5	14	9	9

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

Weather: Average temperatures for December 2016 were significantly cooler than in December 2015. There was also an increase in precipitation in December 2016, with three more days, as compared to 2015.

	Temperature (°F)				Precipitation	
	Maximum	High	Average	Low		
Dec-16	Maximum	65	53	41	Weekday: 3.17 in (7 days)	
	Mean	64	52	40	Saturday: .02 in (1 day) 3.19 in	
	Minimum	63	52	40	Sunday: 0 in (0 days)	
Dec-15	Maximum	77	65	63	Weekday: T in (3 days)	
	Mean	67	54	46	Saturday: .2 in (1 day) .3 in	
	Minimum	60	45	30	Sunday: .1 in (1 day)	

Source: www.wunderground.com

Addendum: Data Source Documentation

GFI Genfare data is taken directly from the electronic fare box 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 fare box 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.