



System Ridership Report: July 2016

System-wide ridership decreased 15.5%, or more than 84,000 passengers, for the month of July as compared to July 2015. SBCC ridership per summer session class day decreased 21% compared to last July. UCSB ridership increased 4.5% per Summer Session school day. Non-student ridership decreased 14.7% for the month of July. Two fewer weekdays and summer session class days explains about 20% of the ridership decrease for the month.

Table A: Ridership Trends by Fare Component

Fare Categories	Month			Fiscal Year to Date		
	Jul 16	Jul 15	%Change	Jul 16 - Jul 16	Jul 15 - Jul 15	%Change
General Fare	83,636	104,868	-20.2%	83,636	104,868	-20.2%
Transfers	48,096	55,490	-13.3%	48,096	55,490	-13.3%
Full Fare Prepaid (1)	93,671	122,284	-23.4%	93,671	122,284	-23.4%
Santa Barbara City College	28,243	39,055	-27.7%	28,243	39,055	-27.7%
Senior & Disabled Prepaid (2)	55,849	58,779	-5.0%	55,849	58,779	-5.0%
Shuttle (DWE & Seaside)	32,720	31,594	3.6%	32,720	31,594	3.6%
UC Santa Barbara	23,462	26,695	-12.1%	23,462	26,695	-12.1%
Student Prepaid (3)	47,417	55,642	-14.8%	47,417	55,642	-14.8%
Free	12,093	15,593	-22.4%	12,093	15,593	-22.4%
My Ride	9,809	12,378	-20.8%	9,809	12,378	-20.8%
Senior	18,285	14,591	25.3%	18,285	14,591	25.3%
Persons with Disabilities	3,061	3,495	-12.4%	3,061	3,495	-12.4%
Tokens	1,964	1,893	3.8%	1,964	1,893	3.8%
Total	458,306	542,357	-15.5%	458,306	542,357	-15.5%

(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		
	Jul 16	Jul 15	%Change	Jul 16 - Jul 16	Jul 15 - Jul 15	%Change
Passengers	458,306	542,357	-15.5%	458,306	542,357	-15.5%
Revenue Hours	17,200	17,348	-0.9%	17,200	17,348	-0.9%
Passengers per Rev Hour	26.65	31.26	-14.8%	26.65	31.26	-14.8%
Miles	201,712	204,016	-1.1%	201,712	204,016	-1.1%
Passengers per Mile	2.27	2.66	-14.5%	2.27	2.66	-14.5%

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

Table C: July 2016 System Ridership

LINE	Month			Fiscal Year to Date		
	Jul 16	Jul 15	%Change	Jul 16 - Jul 16	Jul 15 - Jul 15	%Change
1 West Santa Barbara	27,594	32,410	-14.9%	27,594	32,410	-14.9%
2 East Santa Barbara	41,748	51,823	-19.4%	41,748	51,823	-19.4%
3 Oak Park	15,570	18,511	-15.9%	15,570	18,511	-15.9%
4 Mesa/SBCC	10,897	11,063	-1.5%	10,897	11,063	-1.5%
5 Mesa / La Cumbre	10,539	13,825	-23.8%	10,539	13,825	-23.8%
6 Goleta	50,019	58,786	-14.9%	50,019	58,786	-14.9%
7 County Health / Fairview	10,928	13,711	-20.3%	10,928	13,711	-20.3%
8 County Health	7,965	9,738	-18.2%	7,965	9,738	-18.2%
9 Calle Real / Old Town Shuttle	2,532	2,891	-12.4%	2,532	2,891	-12.4%
10 Cathedral Oaks	1,305	1,531	-14.8%	1,305	1,531	-14.8%
11 UCSB	73,048	91,683	-20.3%	73,048	91,683	-20.3%
12x Goleta Express	21,368	22,380	-4.5%	21,368	22,380	-4.5%
14 Montecito	7,327	8,629	-15.1%	7,327	8,629	-15.1%
15x SBCC / UCSB Express	5,816	9,399	-38.1%	5,816	9,399	-38.1%
16 City College Shuttle	-	1,011	-100.0%	-	1,011	-100.0%
17 Lower West / SBCC	11,273	15,334	-26.5%	11,273	15,334	-26.5%
20 Carpinteria	26,317	29,471	-10.7%	26,317	29,471	-10.7%
21x Carpinteria Express	6,845	9,190	-25.5%	6,845	9,190	-25.5%
23 Winchester Canyon	5,061	5,865	-13.7%	5,061	5,865	-13.7%
24x UCSB Express	49,120	58,585	-16.2%	49,120	58,585	-16.2%
25 Elwood	3,377	4,794	-29.6%	3,377	4,794	-29.6%
27 Isla Vista Shuttle	6,266	9,470	-33.8%	6,266	9,470	-33.8%
28 UCSB Shuttle	-	-	0.0%	-	-	0.0%
36 Seaside Shuttle	7,452	6,748	10.4%	7,452	6,748	10.4%
37 Crosstown Shuttle	7,557	7,743	-2.4%	7,557	7,743	-2.4%
Booster Services	533	1,303	-59.1%	533	1,303	-59.1%
System Subtotal	410,457	495,894	-17.2%	410,457	495,894	-17.2%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	39,030	35,953	8.6%	39,030	35,953	8.6%
31 East Beach Waterfront Shuttle	6,082	7,047	-13.7%	6,082	7,047	-13.7%
32 West Beach Waterfront Shuttle	2,737	3,463	-21.0%	2,737	3,463	-21.0%
Unknown/Miscellaneous	-	-	0.0%	-	-	0.0%
System Total	458,306	542,357	-15.5%	458,306	542,357	-15.5%
Related Routes						
20, 21x Carpinteria	33,162	38,661	-14.2%	33,162	38,661	-14.2%
1, 2, 37 East/West & Crosstown	76,899	91,976	-16.4%	76,899	91,976	-16.4%
4, 5, 15x, 16, 17 Mesa Lines	38,525	50,632	-23.9%	38,525	50,632	-23.9%
7, 8, 9 Calle Real	21,425	26,340	-18.7%	21,425	26,340	-18.7%
6, 11 State/Hollister	123,067	150,469	-18.2%	123,067	150,469	-18.2%

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: July 2016 - Passengers per Hour

LINE	Month			Fiscal Year to Date		
	Jul 16	Jul 15	%Change	Jul 16 - Jul 16	Jul 15 - Jul 15	%Change
1 West Santa Barbara	28.5	33.6	-15.2%	28.5	33.6	-15.2%
2 East Santa Barbara	27.3	35.1	-22.3%	27.3	35.1	-22.3%
3 Oak Park	18.3	20.5	-11.0%	18.3	20.5	-11.0%
4 Mesa/SBCC	28.4	27.5	3.3%	28.4	27.5	3.3%
5 Mesa / La Cumbre	18.0	22.9	-21.6%	18.0	22.9	-21.6%
6 Goleta	30.8	35.6	-13.3%	30.8	35.6	-13.3%
7 Calle Real / Fairview	25.0	30.7	-18.6%	25.0	30.7	-18.6%
8 Calle Real / Turnpike	25.9	30.0	-13.5%	25.9	30.0	-13.5%
9 Calle Real / Old Town Shuttle	11.7	13.2	-11.2%	11.7	13.2	-11.2%
10 Cathedral Oaks	10.5	11.2	-6.2%	10.5	11.2	-6.2%
11 UCSB	27.9	34.5	-19.2%	27.9	34.5	-19.2%
12x Goleta Express	35.5	40.4	-12.3%	35.5	40.4	-12.3%
14 Montecito	17.7	19.9	-10.7%	17.7	19.9	-10.7%
15x SBCC / UCSB Express	19.3	28.2	-31.5%	19.3	28.2	-31.5%
16 City College Shuttle	-	250.9	-100.0%	-	250.9	-100.0%
17 Lower West / SBCC	42.3	54.4	-22.2%	42.3	54.4	-22.2%
20 Carpinteria	22.9	25.4	-9.8%	22.9	25.4	-9.8%
21x Carpinteria Express	19.6	24.4	-19.5%	19.6	24.4	-19.5%
23 Winchester Canyon	18.2	20.5	-11.4%	18.2	20.5	-11.4%
24x UCSB Express	47.8	64.4	-25.7%	47.8	64.4	-25.7%
25 Ellwood	26.4	36.0	-26.7%	26.4	36.0	-26.7%
27 Isla Vista Shuttle	16.9	24.7	-31.8%	16.9	24.7	-31.8%
28 UCSB Shuttle	-	-	0.0%	-	-	0.0%
36 Seaside Shuttle	20.9	18.5	12.9%	20.9	18.5	12.9%
37 Crosstown Shuttle	15.4	14.3	7.3%	15.4	14.3	7.3%
Booster Services	23.5	36.3	-35.1%	23.5	36.3	-35.1%
<i>System Average</i>	26.6	31.8	-16.3%	26.6	31.8	-16.3%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	17.8	20.9	-14.9%	17.8	20.9	-14.9%
31 East Beach Waterfront Shuttle	17.9	22.7	-21.0%	17.9	22.7	-21.0%
32 West Beach Waterfront Shuttle	20.9	18.5	12.9%	20.9	18.5	12.9%
<i>System Total</i>	26.6	31.3	-14.8%	26.6	31.3	-14.8%
Related Routes						
20, 21x Carpinteria	26.6	31.1	-14.5%	26.6	31.1	-14.5%
1, 2, 37 East/West & Crosstown	24.1	26.7	-9.7%	24.1	26.7	-9.7%
4, 5, 15x, 16, 17 Mesa Lines	20.3	23.4	-13.3%	20.3	23.4	-13.3%
7, 8, 9 Calle Real/Fairview	29.1	33.9	-14.1%	29.1	33.9	-14.1%
6, 11 State/Hollister	16.7	20.7	-19.7%	16.7	20.7	-19.7%

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

Table E: July 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		
	Jul 16	Jul 15	%Change	Jul 16 - Jul 16	Jul 15 - Jul 15	%Change
1 West Santa Barbara	-	-	0.0%	-	-	0.0%
2 East Santa Barbara	1	8	-87.5%	1	8	-87.5%
3 Oak Park	6	-	100.0%	6	-	100.0%
4 Mesa/SBCC	-	-	0.0%	-	-	0.0%
5 Mesa / La Cumbre	1	9	-88.9%	1	9	-88.9%
6 Goleta	33	22	50.0%	33	22	50.0%
7 Calle Real / Fairview	2	8	-75.0%	2	8	-75.0%
8 Calle Real / Turnpike	1	-	100.0%	1	-	100.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	-	-	0.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	23	40	-42.5%	23	40	-42.5%
12x Goleta Express	11	10	10.0%	11	10	10.0%
14 Montecito	2	2	0.0%	2	2	0.0%
15x SBCC / UCSB Express	-	6	-100.0%	-	6	-100.0%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	1	11	-90.9%	1	11	-90.9%
20 Carpinteria	5	11	-54.5%	5	11	-54.5%
21x Carpinteria Express	2	2	0.0%	2	2	0.0%
23 Winchester Canyon	-	-	0.0%	-	-	0.0%
24x UCSB Express	31	117	-73.5%	31	117	-73.5%
25 Elwood	-	-	0.0%	-	-	0.0%
27 Isla Vista Shuttle	-	-	0.0%	-	-	0.0%
28 UCSB Shuttle	-	-	0.0%	-	-	0.0%
36 Seaside Shuttle	5	1	400.0%	5	1	400.0%
37 Crosstown Shuttle	-	1	-100.0%	-	1	-100.0%
Booster Services	-	-	0.0%	-	-	0.0%
System Subtotal	124	248	-50.0%	124	248	-50.0%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	38	78	-51.3%	38	78	-51.3%
31 East Beach Waterfront Shuttle	2	8	-75.0%	2	8	-75.0%
32 West Beach Waterfront Shuttle	-	-	0.0%	-	-	0.0%
Unknown	-	-	0.0%	-	-	0.0%
System Total	164	334	-50.9%	164	334	-50.9%

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

* Note that due to a 10-day fare box programming error, the numbers for June 2016 are estimates.

Table F: July 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		
	Jul 16	Jul 15	%Change	Jul 16 - Jul 16	Jul 15 - Jul 15	%Change
1 West Santa Barbara	-	-	0.0%	-	-	0.0%
2 East Santa Barbara	-	2	-100.0%	-	2	-100.0%
3 Oak Park	1	-	100.0%	1	-	100.0%
4 Mesa/SBCC	1	-	100.0%	1	-	100.0%
5 Mesa / La Cumbre	-	5	-100.0%	-	5	-100.0%
6 Goleta	8	18	-55.6%	8	18	-55.6%
7 Calle Real / Fairview	1	2	-50.0%	1	2	-50.0%
8 Calle Real / Turnpike	-	-	0.0%	-	-	0.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	-	-	0.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	12	25	-52.0%	12	25	-52.0%
12x Goleta Express	11	12	-8.3%	11	12	-8.3%
14 Montecito	1	-	100.0%	1	-	100.0%
15x SBCC / UCSB Express	-	4	-100.0%	-	4	-100.0%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	4	6	-33.3%	4	6	-33.3%
20 Carpinteria	4	2	100.0%	4	2	100.0%
21x Carpinteria Express	-	1	-100.0%	-	1	-100.0%
23 Winchester Canyon	1	-	100.0%	1	-	100.0%
24x UCSB Express	46	152	-69.7%	46	152	-69.7%
25 Elwood	-	-	0.0%	-	-	0.0%
27 Isla Vista Shuttle	-	1	-100.0%	-	1	-100.0%
28 UCSB Shuttle	-	-	0.0%	-	-	0.0%
36 Seaside Shuttle	5	1	400.0%	5	1	400.0%
37 Crosstown Shuttle	-	-	0.0%	-	-	0.0%
Booster Services	2	-	100.0%	2	-	100.0%
System Subtotal	97	231	-58.0%	97	231	-58.0%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	166	172	-3.5%	166	172	-3.5%
31 East Beach Waterfront Shuttle	8	7	14.3%	8	7	14.3%
32 West Beach Waterfront Shuttle	-	3	-100.0%	-	3	-100.0%
Unknown	-	1	-100.0%	-	1	-100.0%
System Total	271	414	-34.5%	271	414	-34.5%

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

* Note that due to a 10-day fare box programming error, the numbers for June 2016 are estimates.

Table G: July 2016 – Bicycles Carried

LINE	Month			Fiscal Year to Date		
	Jul 16	Jul 15	%Change	Jul 16 - Jul 16	Jul 15 - Jul 15	%Change
1 West Santa Barbara	199	205	-2.9%	199	205	-2.9%
2 East Santa Barbara	465	460	1.1%	465	460	1.1%
3 Oak Park	135	247	-45.3%	135	247	-45.3%
4 Mesa/SBCC	200	213	-6.1%	200	213	-6.1%
5 Mesa / La Cumbre	231	259	-10.8%	231	259	-10.8%
6 Goleta	1,231	1,557	-20.9%	1,231	1,557	-20.9%
7 Calle Real / Fairview	270	295	-8.5%	270	295	-8.5%
8 Calle Real / Turnpike	188	220	-14.5%	188	220	-14.5%
9 Calle Real / Old Town Shuttle	28	28	0.0%	28	28	0.0%
10 Cathedral Oaks	39	52	-25.0%	39	52	-25.0%
11 UCSB	1,757	2,144	-18.1%	1,757	2,144	-18.1%
12x Goleta Express	664	686	-3.2%	664	686	-3.2%
14 Montecito	151	185	-18.4%	151	185	-18.4%
15x SBCC / UCSB Express	160	229	-30.1%	160	229	-30.1%
16 City College Shuttle	-	3	-100.0%	-	3	-100.0%
17 Lower West / SBCC	127	173	-26.6%	127	173	-26.6%
20 Carpinteria	571	818	-30.2%	571	818	-30.2%
21x Carpinteria Express	179	246	-27.2%	179	246	-27.2%
23 Winchester Canyon	106	100	6.0%	106	100	6.0%
24x UCSB Express	1,102	1,186	-7.1%	1,102	1,186	-7.1%
25 Elwood	58	65	-10.8%	58	65	-10.8%
27 Isla Vista Shuttle	73	114	-36.0%	73	114	-36.0%
28 UCSB Shuttle	-	-	0.0%	-	-	0.0%
36 Seaside Shuttle*	-	-	N/A	-	-	N/A
37 Crosstown Shuttle*	-	-	N/A	-	-	N/A
Booster services	-	7	-100.0%	-	7	-100.0%
System Subtotal	7,934	9,492	-16.4%	7,934	9,492	-16.4%
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	162	6	2600.0%	162	6	2600.0%
System Total	8,096	9,498	-14.8%	8,096	9,498	-14.8%

* The electric shuttles cannot carry bicycles.

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

* Note that due to a 10-day fare box programming error, the numbers for June 2016 are estimates.

Table H: July 2016 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date		
	Jul 16	Jul 15	%Change	Jul 16 - Jul 16	Jul 15 - Jul 15	%Change
1 West Santa Barbara	114	138	-17.4%	114	138	-17.4%
2 East Santa Barbara	155	175	-11.4%	155	175	-11.4%
3 Oak Park	128	92	39.1%	128	92	39.1%
4 Mesa/SBCC	12	10	20.0%	12	10	20.0%
5 Mesa / La Cumbre	55	89	-38.2%	55	89	-38.2%
6 Goleta	167	208	-19.7%	167	208	-19.7%
7 Calle Real / Fairview	62	70	-11.4%	62	70	-11.4%
8 Calle Real / Turnpike	42	42	0.0%	42	42	0.0%
9 Calle Real / Old Town Shuttle	19	24	-20.8%	19	24	-20.8%
10 Cathedral Oaks	2	-	100.0%	2	-	100.0%
11 UCSB	194	251	-22.7%	194	251	-22.7%
12x Goleta Express	67	66	1.5%	67	66	1.5%
14 Montecito	12	17	-29.4%	12	17	-29.4%
15x SBCC / UCSB Express	22	1	2100.0%	22	1	2100.0%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	11	12	-8.3%	11	12	-8.3%
20 Carpinteria	90	111	-18.9%	90	111	-18.9%
21x Carpinteria Express	20	13	53.8%	20	13	53.8%
23 Winchester Canyon	8	4	100.0%	8	4	100.0%
24x UCSB Express	52	47	10.6%	52	47	10.6%
25 Ellwood	2	2	0.0%	2	2	0.0%
27 Isla Vista Shuttle	2	5	-60.0%	2	5	-60.0%
28 UCSB Shuttle	-	-	0.0%	-	-	0.0%
36 Seaside Shuttle	11	2	450.0%	11	2	450.0%
37 Crosstown Shuttle	2	4	-50.0%	2	4	-50.0%
Booster Services	-	-	0.0%	-	-	0.0%
System Subtotal	1,249	1,383	-9.7%	1,249	1,383	-9.7%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	48	62	-22.6%	48	62	-22.6%
31 East Beach Waterfront Shuttle	10	8	25.0%	10	8	25.0%
32 West Beach Waterfront Shuttle	3	2	50.0%	3	2	50.0%
Unknown	11	-	100.0%	11	-	100.0%
System Total	1,321	1,455	-9.2%	1,321	1,455	-9.2%

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

* Note that due to a 10-day fare box programming error, the numbers for June 2016 are estimates.

Table I: Ridership by Day Type

July 2016

July 2015

	July 2016			July 2015			Change in Daily Ridership	% Change in Daily Ridership
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership		
Weekday	356,655	20	17,833	448,000	22	20,364	-2,531	-12.4%
Saturday	52,772	5	10,554	49,950	4	12,488	-1,933	-15.5%
Sunday	48,879	6	8,147	44,407	5	8,881	-735	-8.3%
Total	458,306	31	14,784	542,357	31	17,495	-2,711	-15.5%

FY 2017

FY 2016

	FY 2017			FY 2016			Change in Daily Ridership	% Change in Daily Ridership
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership		
Weekday	356,655	20	17,833	448,000	22	20,364	-2,531	-12.4%
Saturday	52,772	5	10,554	49,950	4	12,488	-1,933	-15.5%
Sunday	48,879	6	8,147	44,407	5	8,881	-735	-8.3%
Total	458,306	31	14,784	542,357	31	17,495	-2,711	-15.5%

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

External Factors Affecting Ridership

Service Days & School Days: There were two fewer weekday service days in July this year than last year, so there was one additional Saturday and one additional Sunday service day. All of the schools had two fewer days of summer session classes this year than they did last year as well.

Weather: Average temperatures for July 2016 were slightly cooler than in July 2015 on average, but the highs were higher and the lows were lower. There was a little more “June Gloom” this year than we’ve had the past couple of years, but almost no precipitation.

	Weekdays	Saturdays	Sundays	HS + JHS	SBCC	UCSB
Jul-16	20	5	6	SMSS 10, DPSS 20	20 SS	20 SS
Jul-15	22	4	5	SMSS 12, DPSS 22	22 SS	22 SS

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

	Temperature (°F)				Precipitation	
	Maximum	High	Average	Low		
Jul-16	Maximum	94	77	63	Weekday: 0 in (0 days)	
	Mean	75	67	58	Saturday: 0 in (0 days) 0 in	
	Minimum	68	62	53	Sunday: 0 in (0 days)	
Jul-15	Maximum	88	78	68	Weekday: T in (2 days)	
	Mean	77	69	61	Saturday: T in (1 day) T in	
	Minimum	71	65	54	Sunday: T 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.