



## System Ridership Report: March 2016

**System-wide ridership decreased 8.5%, or more than 55,000 passengers, for the month of March** as compared to March 2015. UCSB ridership is the bright spot in this picture, having grown by nearly 13,000 passengers compared to last March. There were four cruise ship visits in March 2016, vs. two in 2015. Senior shuttle passengers are counted as “Senior”, which accounts for the increase in that fare category. Transient Occupancy Taxes for the City of Santa Barbara increased 3.4% for March 2016 as compared to March 2015, indicating an increase in non-cruise ship tourism as well.

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

Fare Categories	Month			Fiscal Year to Date		
	Mar 16	Mar 15	%Change	Jul 15 - Mar 16	Jul 14 - Mar 15	%Change
General Fare	76,940	89,733	-14.3%	774,917	862,240	-10.1%
Transfers	50,269	53,993	-6.9%	457,704	490,157	-6.6%
Full Fare Prepaid (1)	91,803	111,301	-17.5%	880,155	1,044,045	-15.7%
Santa Barbara City College	94,752	116,871	-18.9%	723,523	839,698	-13.8%
Senior & Disabled Prepaid (2)	61,495	59,660	3.1%	514,470	519,904	-1.0%
Shuttle (DWE & Seaside)	18,445	18,866	-2.2%	192,245	196,987	-2.4%
UC Santa Barbara	105,201	92,593	13.6%	789,479	731,682	7.9%
Student Prepaid (3)	56,855	68,801	-17.4%	493,724	567,810	-13.0%
Free	12,828	15,283	-16.1%	119,765	135,692	-11.7%
My Ride	8,500	9,006	-5.6%	81,699	92,601	-11.8%
Senior	17,082	13,583	25.8%	136,234	125,982	8.1%
Persons with Disabilities	3,237	3,635	-10.9%	28,311	33,487	-15.5%
Tokens	2,625	2,361	11.2%	18,415	21,339	-13.7%
<b>Total</b>	<b>600,032</b>	<b>655,686</b>	<b>-8.5%</b>	<b>5,210,641</b>	<b>5,661,624</b>	<b>-8.0%</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		
	Mar 16	Mar 15	%Change	Jul 15 - Mar 16	Jul 14 - Mar 15	%Change
Passengers	600,032	655,686	-8.5%	5,210,641	5,661,624	-8.0%
Revenue Hours	18,713	18,140	3.2%	157,652	153,945	2.4%
Passengers per Rev Hour	32.06	36.15	-11.3%	33.05	36.78	-10.1%
Miles	229,236	225,986	1.4%	1,910,769	1,929,303	-1.0%
Passengers per Mile	2.62	2.90	-9.8%	2.73	2.93	-7.1%

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

**Table C: March 2016 System Ridership**

LINE	Month			Fiscal Year to Date		
	Mar 16	Mar 15	%Change	Jul 15 - Mar 16	Jul 14 - Mar 15	%Change
1 West Santa Barbara	34,599	35,917	-3.7%	297,468	309,598	-3.9%
2 East Santa Barbara	50,239	57,048	-11.9%	456,032	493,373	-7.6%
3 Oak Park	17,478	21,308	-18.0%	153,903	178,610	-13.8%
4 Mesa/SBCC	12,473	15,394	-19.0%	106,749	117,138	-8.9%
5 Mesa / La Cumbre	14,349	16,830	-14.7%	122,345	144,838	-15.5%
6 Goleta	53,785	60,567	-11.2%	493,394	538,920	-8.4%
7 County Health / Fairview	10,495	13,229	-20.7%	100,424	114,552	-12.3%
8 County Health	8,767	9,934	-11.7%	77,155	91,208	-15.4%
9 Calle Real / Old Town Shuttle	3,322	3,132	6.1%	27,399	27,640	-0.9%
10 Cathedral Oaks	2,535	2,967	-14.6%	20,670	24,396	-15.3%
11 UCSB	95,620	105,811	-9.6%	835,677	933,536	-10.5%
12x Goleta Express	20,652	22,809	-9.5%	185,337	210,372	-11.9%
14 Montecito	8,108	9,168	-11.6%	71,790	78,461	-8.5%
15x SBCC / UCSB Express	33,415	39,519	-15.4%	261,347	298,339	-12.4%
16 City College Shuttle	13,557	20,298	-33.2%	108,742	130,858	-16.9%
17 Lower West / SBCC	14,973	17,958	-16.6%	130,711	150,002	-12.9%
20 Carpinteria	26,397	29,436	-10.3%	238,569	264,039	-9.6%
21x Carpinteria Express	8,342	8,852	-5.8%	72,030	78,998	-8.8%
22 Old Mission	-	-	0.0%	-	3,172	-100.0%
23 Winchester Canyon	4,994	6,230	-19.8%	46,259	57,738	-19.9%
24x UCSB Express	58,709	50,691	15.8%	524,112	494,482	6.0%
25 Ellwood	4,105	5,205	-21.1%	36,184	42,750	-15.4%
27 Isla Vista Shuttle	34,041	30,729	10.8%	245,280	234,656	4.5%
36 Seaside Shuttle	7,191	6,646	8.2%	61,151	55,689	9.8%
37 Crosstown Shuttle	8,293	9,137	-9.2%	71,834	78,737	-8.8%
Booster Services	25,841	27,587	-6.3%	188,959	190,866	-1.0%
<b>System Subtotal</b>	<b>572,280</b>	<b>626,402</b>	<b>-8.6%</b>	<b>4,933,521</b>	<b>5,342,968</b>	<b>-7.7%</b>
<b>Downtown Waterfront Shuttles</b>						
30 Downtown Shuttle	21,668	20,798	4.2%	223,357	229,249	-2.6%
31 East Beach Waterfront Shuttle	3,124	2,747	13.7%	32,712	36,004	-9.1%
32 West Beach Waterfront Shuttle	2,960	2,100	41.0%	21,051	21,419	-1.7%
<b>Coastal Express Limited</b>						
Coastal Express Limited - Santa Barbara	-	1,892	-100.0%	-	16,002	-100.0%
Coastal Express Limited - Goleta	-	1,747	-100.0%	-	15,982	-100.0%
<b>Unknown/Miscellaneous</b>	-	-	0.0%	-	-	0.0%
<b>System Total</b>	<b>600,032</b>	<b>655,686</b>	<b>-8.5%</b>	<b>5,210,641</b>	<b>5,661,624</b>	<b>-8.0%</b>
<b>Related Routes</b>						
20, 21x Carpinteria	34,739	38,288	-9.3%	310,599	343,037	-9.5%
1, 2, 37 East/West & Crosstown	93,131	102,102	-8.8%	825,334	881,708	-6.4%
4, 5, 15x, 16, 17 Mesa Lines	88,767	109,999	-19.3%	729,894	841,175	-13.2%
7, 8, 9 Calle Real	22,584	26,295	-14.1%	204,978	233,400	-12.2%
6, 11 State/Hollister	149,405	166,378	-10.2%	1,329,071	1,472,456	-9.7%

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: March 2016 - Passengers per Hour**

LINE	Month			Fiscal Year to Date		
	Mar 16	Mar 15	%Change	Jul 15 - Mar 16	Jul 14 - Mar 15	%Change
1 West Santa Barbara	33.8	37.3	-9.4%	35.0	37.3	-6.1%
2 East Santa Barbara	30.8	38.7	-20.4%	34.3	40.1	-14.5%
3 Oak Park	18.8	23.5	-20.2%	19.8	27.0	-26.9%
4 Mesa/SBCC	30.2	38.3	-21.0%	30.7	33.8	-9.3%
5 Mesa / La Cumbre	23.4	27.9	-16.1%	23.3	27.7	-15.9%
6 Goleta	32.0	36.5	-12.3%	33.8	37.3	-9.2%
7 Calle Real / Fairview	22.5	29.6	-24.3%	25.5	29.8	-14.3%
8 Calle Real / Turnpike	26.2	30.6	-14.3%	27.6	32.8	-15.8%
9 Calle Real / Old Town Shuttle	15.1	14.3	5.3%	14.3	14.5	-1.2%
10 Cathedral Oaks	17.7	21.7	-18.3%	17.9	21.2	-15.7%
11 UCSB	35.7	39.8	-10.3%	35.9	40.3	-10.8%
12x Goleta Express	33.7	41.5	-18.9%	35.4	43.9	-19.5%
14 Montecito	18.0	21.2	-14.8%	19.0	20.9	-9.0%
15x SBCC / UCSB Express	41.1	48.6	-15.3%	46.6	49.2	-5.4%
16 City College Shuttle	44.5	63.2	-29.6%	54.9	66.0	-16.8%
17 Lower West / SBCC	51.6	63.7	-19.0%	53.8	62.1	-13.3%
20 Carpinteria	22.2	25.1	-11.5%	23.3	26.1	-10.7%
21x Carpinteria Express	21.3	23.6	-9.6%	22.3	24.5	-9.0%
22 Old Mission	-	-	0.0%	-	13.0	-100.0%
23 Winchester Canyon	17.5	21.8	-19.7%	18.7	23.1	-19.4%
24x UCSB Express	53.7	59.2	-9.2%	57.7	66.5	-13.2%
25 Ellwood	31.1	39.1	-20.5%	31.6	37.0	-14.7%
27 Isla Vista Shuttle	52.7	49.1	7.4%	49.5	47.7	3.6%
36 Seaside Shuttle	19.5	18.2	7.0%	19.2	23.2	-17.2%
37 Crosstown Shuttle	14.7	16.9	-13.2%	15.7	17.6	-10.7%
Booster Services	89.6	90.8	-1.4%	91.7	91.8	0.0%
<b>System Average</b>	<b>31.4</b>	<b>36.2</b>	<b>-13.3%</b>	<b>32.9</b>	<b>37.0</b>	<b>-11.3%</b>
<b>Downtown Waterfront Shuttles</b>						
30 Downtown Shuttle	24.5	24.5	0.1%	25.3	27.4	-7.5%
31 East Beach Waterfront Shuttle	18.5	16.3	13.7%	17.4	19.7	-11.8%
32 West Beach Waterfront Shuttle	30.5	23.0	32.7%	21.4	23.2	-7.7%
<b>Coastal Express Limited</b>						
Coastal Express Limited - Santa Barbara	-	22.3	-100.0%	-	22.5	-100.0%
Coastal Express Limited - Goleta	-	18.6	-100.0%	-	20.2	-100.0%
<b>Unknown/Miscellaneous</b>	-	-	0.0%	-	-	0.0%
<b>System Total</b>	<b>32.1</b>	<b>36.1</b>	<b>-11.3%</b>	<b>33.05</b>	<b>36.78</b>	<b>-10.1%</b>
<b>Related Routes</b>						
20, 21x Carpinteria	28.0	32.6	-14.1%	29.2	33.1	-11.8%
1, 2, 37 East/West & Crosstown	30.0	32.1	-6.4%	30.7	31.8	-3.6%
4, 5, 15x, 16, 17 Mesa Lines	29.2	36.7	-20.5%	31.0	36.7	-15.5%
7, 8, 9 Calle Real/Fairview	29.4	34.4	-14.5%	31.5	35.3	-10.9%
6, 11 State/Hollister	22.3	26.8	-16.6%	22.3	26.5	-15.9%

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

**Table E: March 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		
	Mar 16	Mar 15	%Change	Jul 15 - Mar 16	Jul 14 - Mar 15	%Change
1 West Santa Barbara	1	1	0.0%	24	28	-14.3%
2 East Santa Barbara	11	16	-31.3%	100	97	3.1%
3 Oak Park	1	3	-66.7%	12	27	-55.6%
4 Mesa/SBCC	3	1	200.0%	7	19	-63.2%
5 Mesa / La Cumbre	1	1	0.0%	34	42	-19.0%
6 Goleta	4	21	-81.0%	126	245	-48.6%
7 Calle Real / Fairview	1	-	100.0%	28	90	-68.9%
8 Calle Real / Turnpike	1	-	100.0%	7	2	250.0%
9 Calle Real / Old Town Shuttle	2	-	100.0%	2	2	0.0%
10 Cathedral Oaks	-	1	-100.0%	3	7	-57.1%
11 UCSB	42	48	-12.5%	343	683	-49.8%
12x Goleta Express	2	3	-33.3%	47	109	-56.9%
14 Montecito	-	1	-100.0%	12	7	71.4%
15x SBCC / UCSB Express	17	13	30.8%	144	479	-69.9%
16 City College Shuttle	-	27	-100.0%	57	133	-57.1%
17 Lower West / SBCC	2	2	0.0%	36	42	-14.3%
20 Carpinteria	3	7	-57.1%	55	124	-55.6%
21x Carpinteria Express	3	2	50.0%	9	23	-60.9%
22 Old Mission	-	-	0.0%	-	-	0.0%
23 Winchester Canyon	-	-	0.0%	2	8	-75.0%
24x UCSB Express	53	77	-31.2%	528	830	-36.4%
25 Ellwood	1	-	100.0%	1	2	-50.0%
27 UCSB Shuttle	24	40	-40.0%	282	196	43.9%
36 Seaside Shuttle	1	1	0.0%	37	15	146.7%
37 Crosstown Shuttle	-	1	-100.0%	8	8	0.0%
Booster Services	42	43	-2.3%	355	352	0.9%
<b>System Subtotal</b>	<b>215</b>	<b>309</b>	<b>-30.4%</b>	<b>2,259</b>	<b>3,570</b>	<b>-36.7%</b>
<b>Downtown Waterfront Shuttles</b>						
30 Downtown Shuttle	19	53	-64.2%	178	491	-63.7%
31 East Beach Waterfront Shuttle	-	-	0.0%	8	8	0.0%
32 West Beach Waterfront Shuttle	-	6	-100.0%	-	26	-100.0%
<b>Coastal Express Limited</b>						
Santa Barbara	-	-	0.0%	-	-	0.0%
Goleta	-	-	0.0%	-	-	0.0%
<b>Unknown</b>	<b>3</b>	<b>1</b>	<b>200.0%</b>	<b>20</b>	<b>8</b>	<b>150.0%</b>
<b>System Total</b>	<b>237</b>	<b>369</b>	<b>-35.8%</b>	<b>2,465</b>	<b>4,103</b>	<b>-39.9%</b>

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

**Table F: March 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		
	Mar 16	Mar 15	%Change	Jul 15 - Mar 16	Jul 14 - Mar 15	%Change
1 West Santa Barbara	-	1	-100.0%	6	9	-33.3%
2 East Santa Barbara	1	16	-93.8%	38	58	-34.5%
3 Oak Park	1	3	-66.7%	2	20	-90.0%
4 Mesa/SBCC	-	1	-100.0%	-	11	-100.0%
5 Mesa / La Cumbre	5	1	400.0%	24	42	-42.9%
6 Goleta	1	21	-95.2%	77	158	-51.3%
7 Calle Real / Fairview	-	-	0.0%	12	27	-55.6%
8 Calle Real / Turnpike	-	-	0.0%	-	5	-100.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	-	1	-100.0%
10 Cathedral Oaks	-	1	-100.0%	-	8	-100.0%
11 UCSB	45	48	-6.3%	390	573	-31.9%
12x Goleta Express	-	3	-100.0%	38	41	-7.3%
14 Montecito	1	1	0.0%	1	5	-80.0%
15x SBCC / UCSB Express	16	13	23.1%	174	619	-71.9%
16 City College Shuttle	-	27	-100.0%	26	99	-73.7%
17 Lower West / SBCC	-	2	-100.0%	11	37	-70.3%
20 Carpinteria	1	7	-85.7%	19	68	-72.1%
21x Carpinteria Express	-	2	-100.0%	1	35	-97.1%
22 Old Mission	-	-	0.0%	-	-	0.0%
23 Winchester Canyon	-	-	0.0%	-	3	-100.0%
24x UCSB Express	55	77	-28.6%	654	818	-20.0%
25 Ellwood	-	-	0.0%	-	2	-100.0%
27 UCSB Shuttle	33	40	-17.5%	274	255	7.5%
36 Seaside Shuttle	-	1	-100.0%	7	28	-75.0%
37 Crosstown Shuttle	2	1	100.0%	9	5	80.0%
Booster Services	23	43	-46.5%	186	230	-19.1%
<b>System Subtotal</b>	<b>184</b>	<b>309</b>	<b>-40.5%</b>	<b>1,949</b>	<b>3,157</b>	<b>-38.3%</b>
<b>Downtown Waterfront Shuttles</b>						
30 Downtown Shuttle	35	53	-34.0%	536	757	-29.2%
31 East Beach Waterfront Shuttle	3	-	100.0%	20	25	-20.0%
32 West Beach Waterfront Shuttle	-	6	-100.0%	9	29	-69.0%
<b>Coastal Express Limited</b>						
Santa Barbara	-	-	100.0%	-	1	-100.0%
Goleta	-	-	0.0%	-	1	-100.0%
<b>Unknown</b>	<b>1</b>	<b>1</b>	<b>100.0%</b>	<b>22</b>	<b>7</b>	<b>214.3%</b>
<b>System Total</b>	<b>223</b>	<b>369</b>	<b>-39.6%</b>	<b>2,536</b>	<b>3,977</b>	<b>-36.2%</b>

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

**Table G: March 2016 – Bicycles Carried**

LINE	Month			Fiscal Year to Date		
	Mar 16	Mar 15	%Change	Jul 15 - Mar 16	Jul 14 - Mar 15	%Change
1 West Santa Barbara	211	234	-9.8%	1,807	1,947	-7.2%
2 East Santa Barbara	595	646	-7.9%	4,584	5,535	-17.2%
3 Oak Park	192	180	6.7%	1,887	1,818	3.8%
4 Mesa/SBCC	183	205	-10.7%	1,637	1,836	-10.8%
5 Mesa / La Cumbre	255	292	-12.7%	2,107	2,467	-14.6%
6 Goleta	1,213	1,480	-18.0%	12,580	12,725	-1.1%
7 Calle Real / Fairview	245	268	-8.6%	2,244	2,206	1.7%
8 Calle Real / Turnpike	142	190	-25.3%	1,637	1,762	-7.1%
9 Calle Real / Old Town Shuttle	34	49	-30.6%	301	327	-8.0%
10 Cathedral Oaks	37	68	-45.6%	383	576	-33.5%
11 UCSB	1,981	2,318	-14.5%	19,067	19,926	-4.3%
12x Goleta Express	673	828	-18.7%	6,513	6,715	-3.0%
14 Montecito	154	179	-14.0%	1,374	1,367	0.5%
15x SBCC / UCSB Express	336	494	-32.0%	3,204	3,364	-4.8%
16 City College Shuttle	96	207	-53.6%	898	1,282	-30.0%
17 Lower West / SBCC	84	154	-45.5%	1,034	1,379	-25.0%
20 Carpinteria	616	720	-14.4%	6,219	6,253	-0.5%
21x Carpinteria Express	186	284	-34.5%	2,108	2,211	-4.7%
22 Old Mission	-	-	0.0%	-	103	-100.0%
23 Winchester Canyon	73	119	-38.7%	764	892	-14.3%
24x UCSB Express	1,374	1,270	8.2%	11,216	10,111	10.9%
25 Elwood	60	84	-28.6%	510	764	-33.2%
27 UCSB Shuttle	231	314	-26.4%	2,167	2,181	-0.6%
36 Seaside Shuttle*	-	-	N/A	-	-	N/A
37 Crosstown Shuttle*	-	-	N/A	-	-	N/A
Booster services	45	33	36.4%	183	281	-34.9%
<b>System Subtotal</b>	<b>9,016</b>	<b>10,616</b>	<b>-15.1%</b>	<b>84,424</b>	<b>88,028</b>	<b>-4.1%</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	-	5	-100.0%	-	51	-100.0%
Goleta	-	53	-100.0%	-	554	-100.0%
<b>Unknown</b>	<b>111</b>	<b>14</b>	<b>692.9%</b>	<b>650</b>	<b>160</b>	<b>306.3%</b>
<b>System Total</b>	<b>9,127</b>	<b>10,688</b>	<b>-14.6%</b>	<b>85,074</b>	<b>88,793</b>	<b>-4.2%</b>

\* The electric shuttles cannot carry bicycles.

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

**Table H: March 2016 – Wheelchairs Boarded**

LINE	Month			Fiscal Year to Date		
	Mar 16	Mar 15	%Change	Jul 15 - Mar 16	Jul 14 - Mar 15	%Change
1 West Santa Barbara	129	122	5.7%	1,008	1,061	-5.0%
2 East Santa Barbara	149	197	-24.4%	1,420	1,759	-19.3%
3 Oak Park	156	85	83.5%	1,214	1,174	3.4%
4 Mesa/SBCC	9	28	-67.9%	79	314	-74.8%
5 Mesa / La Cumbre	70	77	-9.1%	605	780	-22.4%
6 Goleta	204	193	5.7%	1,854	1,899	-2.4%
7 Calle Real / Fairview	96	91	5.5%	855	701	22.0%
8 Calle Real / Turnpike	66	56	17.9%	528	566	-6.7%
9 Calle Real / Old Town Shuttle	20	15	33.3%	194	144	34.7%
10 Cathedral Oaks	6	3	100.0%	11	14	-21.4%
11 UCSB	207	264	-21.6%	2,166	2,219	-2.4%
12x Goleta Express	64	104	-38.5%	567	731	-22.4%
14 Montecito	15	34	-55.9%	179	244	-26.6%
15x SBCC / UCSB Express	29	2	1350.0%	84	26	223.1%
16 City College Shuttle	21	38	-44.7%	181	278	-34.9%
17 Lower West / SBCC	13	15	-13.3%	87	236	-63.1%
20 Carpinteria	160	115	39.1%	1,305	1,077	21.2%
21x Carpinteria Express	40	28	42.9%	254	256	-0.8%
22 Old Mission	-	-	0.0%	-	-	0.0%
23 Winchester Canyon	9	13	-30.8%	48	117	-59.0%
24x UCSB Express	39	38	2.6%	322	244	32.0%
25 Ellwood	1	25	-96.0%	43	171	-74.9%
27 UCSB Shuttle	7	7	0.0%	42	58	-27.6%
36 Seaside Shuttle	14	6	133.3%	85	53	60.4%
37 Crosstown Shuttle	1	7	-85.7%	54	66	-18.2%
Booster Services	-	1	-100.0%	6	8	-25.0%
<b>System Subtotal</b>	<b>1,525</b>	<b>1,564</b>	<b>-2.5%</b>	<b>13,191</b>	<b>14,196</b>	<b>-7.1%</b>
<b>Downtown Waterfront Shuttles</b>						
30 Downtown Shuttle	48	44	9.1%	439	490	-10.4%
31 East Beach Waterfront Shuttle	5	3	66.7%	106	66	60.6%
32 West Beach Waterfront Shuttle	4	-	100.0%	31	38	-18.4%
<b>Coastal Express Limited</b>						
Santa Barbara	-	-	0.0%	-	1	-100.0%
Goleta	-	1	-100.0%	-	5	-100.0%
<b>Unknown</b>	<b>4</b>	<b>3</b>	<b>33.3%</b>	<b>41</b>	<b>14</b>	<b>192.9%</b>
<b>System Total</b>	<b>1,586</b>	<b>1,615</b>	<b>-1.8%</b>	<b>13,808</b>	<b>14,810</b>	<b>-6.8%</b>

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

## Table I: Ridership by Day Type

March 2016

March 2015

	March 2016			March 2015			Change in Daily Ridership	% Change in Daily Ridership
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership		
Weekday	524,760	23	22,816	559,116	22	25,414	-2,599	-10.2%
Saturday	42,934	4	10,734	50,061	4	12,515	-1,782	-14.2%
Sunday	32,338	4	8,085	46,509	5	9,302	-1,217	-13.1%
Total	600,032	31	19,356	655,686	31	21,151	-1,795	-8.5%

FY 2016

FY 2015

	FY 2016			FY 2015			Change in Daily Ridership	% Change in Daily Ridership
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership		
Weekday	4,319,953	186	23,226	4,676,585	185	25,279	-2,053	-8.1%
Saturday	519,631	43	12,084	562,672	43	13,085	-1,001	-7.6%
Sunday	371,057	44	8,433	422,367	44	9,599	-1,166	-12.1%
Total	5,210,641	273	19,087	5,661,624	272	20,815	-1,728	-8.3%

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

## External Factors Affecting Ridership

**Service Days & School Days:** There was one more weekday service day in March this year. SBCC and the secondary schools had one less class day, while UCSB was in session one more class day than in March last year.

**Weather:** Average temperatures for March 2016 were a bit cooler than in March 2015; there were more days of damp weather and we received 2.5" of rain this year – vs. only 0.3" in March last year. Even though they were lower than last March, temperatures were about 3° warmer than 'normal' for the month.

	Weekdays	Saturdays	Sundays	HS + JHS	SBCC	UCSB
Mar-16	23	4	4	19	19	18
Mar-15	22	4	5	20	20	17

Source: Gregorian Calendar, SB Area School Districts, SBCC, UCSB.

	Temperature (°F)			Precipitation		
	High	Average	Low			
Mar-16	Maximum	82	70	58	Weekday: 1.1 in (4 days)	
	Mean	68	59	49	Saturday: 0.7 in (1 day) 2.5 in	
	Minimum	59	51	40	Sunday: 0.8 in (2 days)	
Mar-15	Maximum	88	71	57	Weekday: 0.1 in (2 days)	
	Mean	74	62	50	Saturday: T in (1 day) 0.3 in	
	Minimum	60	53	39	Sunday: 0.2 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.