



System Ridership Report: April 2017

System-wide ridership decreased 5.5%, or approximately 31,000 passengers, for the month of April as compared to April 2016, but there was one less weekday service day. Non-student ridership decreased 10.0%. UCSB and the secondary schools were in session for one less day this year and although UCSB had one less day of regular class this month, ridership still had an increase of 19.9%.

Table A: Ridership Trends by Fare Component

Fare Categories	Month			Fiscal Year to Date		
	Apr 17	Apr 16	%Change	Jul 16 - Apr 17	Jul 15 - Apr 16	%Change
General Fare	72,029	75,544	-4.7%	760,253	850,292	-10.6%
Transfers	42,898	48,091	-10.8%	432,415	505,712	-14.5%
Full Fare Prepaid ⁽¹⁾	75,076	89,788	-16.4%	806,461	969,825	-16.8%
Santa Barbara City College	72,988	94,284	-22.6%	640,904	815,448	-21.4%
Senior & Disabled Prepaid ⁽²⁾	56,312	59,563	-5.5%	555,783	573,963	-3.2%
Shuttle (DWE & Seaside)	17,190	20,495	-16.1%	183,857	212,740	-13.6%
UC Santa Barbara	158,472	132,214	19.9%	1,076,581	921,604	16.8%
Student Prepaid ⁽³⁾	50,174	57,012	-12.0%	493,318	550,616	-10.4%
Free	11,983	12,864	-6.8%	108,317	132,610	-18.3%
My Ride	8,846	8,839	0.1%	79,587	90,530	-12.1%
Senior	16,230	17,633	-8.0%	158,972	153,866	3.3%
Persons with Disabilities	3,122	3,272	-4.6%	31,671	31,580	0.3%
Tokens	2,164	2,274	-4.8%	21,854	20,687	5.6%
Total	587,484	621,873	-5.5%	5,349,973	5,829,473	-8.2%

(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 K-12 Youth 10-ride and unlimited 30-day Passport use.

Table B: Revenue Hours and Revenue Miles

Metrics	Month			Fiscal Year to Date		
	Apr 17	Apr 16	%Change	Jul 16 - Apr 17	Jul 15 - Apr 16	%Change
Passengers	587,484	621,873	-5.5%	5,349,973	5,829,473	-8.2%
Revenue Hours	18,235	17,982	1.4%	180,849	175,599	3.0%
Passengers per Rev Hour	32.22	34.58	-6.8%	29.58	33.20	-10.9%
Miles	225,192	220,272	2.2%	2,202,618	2,130,201	3.4%
Passengers per Mile	2.61	2.82	-7.6%	2.43	2.74	-11.2%

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

Table C: April 2017 System Ridership

LINE	Month			Fiscal Year to Date		
	Apr 17	Apr 16	%Change	Jul 16 - Apr 17	Jul 15 - Apr 16	%Change
1 West Santa Barbara	28,328	33,597	-15.7%	281,977	331,065	-14.8%
2 East Santa Barbara	43,288	49,018	-11.7%	430,247	505,050	-14.8%
3 Oak Park	17,040	17,163	-0.7%	163,280	171,066	-4.6%
4 Mesa/SBCC	10,557	12,461	-15.3%	103,290	119,210	-13.4%
5 Mesa / La Cumbre	11,979	13,664	-12.3%	116,618	136,009	-14.3%
6 Goleta	48,116	54,104	-11.1%	482,699	547,498	-11.8%
7 County Health / Fairview	20,559	10,085	103.9%	194,601	110,509	76.1%
8 County Health	-	7,824	-100.0%	13,743	84,979	-83.8%
9 Calle Real / Old Town Shuttle	-	2,793	-100.0%	4,257	30,192	-85.9%
10 Cathedral Oaks	2,084	2,454	-15.1%	17,953	23,124	-22.4%
11 UCSB	89,750	101,166	-11.3%	794,953	936,843	-15.1%
12x Goleta Express	16,874	20,283	-16.8%	181,091	205,620	-11.9%
14 Montecito	6,866	7,399	-7.2%	70,051	79,189	-11.5%
15x SBCC / UCSB Express	25,688	34,753	-26.1%	221,354	296,100	-25.2%
16 City College Shuttle	10,027	13,356	-24.9%	83,799	122,098	-31.4%
17 Lower West / SBCC	12,772	14,359	-11.1%	128,930	145,070	-11.1%
20 Carpinteria	22,895	25,959	-11.8%	236,953	264,528	-10.4%
21x Carpinteria Express	7,091	8,259	-14.1%	70,439	80,289	-12.3%
23 Winchester Canyon	4,525	5,373	-15.8%	48,728	51,632	-5.6%
24x UCSB Express	55,350	70,042	-21.0%	490,183	594,154	-17.5%
25 Elwood	5,698	3,696	54.2%	49,326	39,880	23.7%
27 Isla Vista Shuttle	35,033	40,335	-13.1%	241,195	285,615	-15.6%
28 UCSB Shuttle	47,711	-	100.0%	309,659	-	100.0%
36 Seaside Shuttle	4,746	7,013	-32.3%	51,455	68,164	-24.5%
37 Crosstown Shuttle	7,091	8,101	-12.5%	71,881	79,935	-10.1%
Booster Services	24,923	27,460	-9.2%	204,664	216,419	-5.4%
System Subtotal	558,991	590,717	-5.4%	5,063,326	5,524,238	-8.3%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	23,311	24,625	-5.3%	238,020	247,982	-4.0%
31 East Beach Waterfront Shuttle	3,563	3,342	6.6%	33,991	36,054	-5.7%
32 West Beach Waterfront Shuttle	1,619	3,189	-49.2%	14,853	24,240	-38.7%
Unknown/Miscellaneous	-	-	0.0%	-	-	0.0%
System Total	587,484	621,873	-5.5%	5,350,190	5,832,514	-8.3%
Related Routes						
20, 21x Carpinteria	29,986	34,218	-12.4%	307,392	344,817	-10.9%
1, 2, 37 East/West & Crosstown	78,707	90,716	-13.2%	784,105	916,050	-14.4%
4, 5, 15x, 16, 17 Mesa Lines	71,023	88,593	-19.8%	653,991	818,487	-20.1%
7, 8, 9 Calle Real	20,559	20,702	-0.7%	212,601	225,680	-5.8%
6, 11 State/Hollister	137,866	155,270	-11.2%	1,277,652	1,484,341	-13.9%

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: April 2017 - Passengers per Hour

LINE	Month			Fiscal Year to Date			
	Apr 17	Apr 16	%Change	Jul 16 - Apr 17	Jul 15 - Apr 16	%Change	
1	West Santa Barbara	29.8	34.6	-13.9%	29.1	34.9	-16.6%
2	East Santa Barbara	28.7	31.8	-9.6%	28.0	34.0	-17.6%
3	Oak Park	22.0	19.7	11.6%	19.7	19.8	-0.3%
4	Mesa/SBCC	27.9	32.1	-13.0%	26.8	30.8	-13.2%
5	Mesa / La Cumbre	20.9	23.4	-10.8%	20.0	23.3	-14.1%
6	Goleta	31.6	33.5	-5.6%	31.1	33.8	-7.9%
7	Calle Real / Fairview	16.5	22.9	-27.9%	17.3	25.3	-31.7%
8	Calle Real / Turnpike	-	25.1	-100.0%	26.0	27.4	-5.0%
9	Calle Real / Old Town Shuttle	-	13.2	-100.0%	11.7	14.2	-17.6%
10	Cathedral Oaks	15.1	18.8	-19.5%	13.2	18.0	-26.4%
11	UCSB	37.1	39.4	-5.9%	32.0	36.3	-11.7%
12x	Goleta Express	28.8	34.4	-16.3%	30.6	35.3	-13.3%
14	Montecito	16.7	17.3	-3.4%	16.7	18.9	-11.6%
15x	SBCC / UCSB Express	33.6	44.0	-23.6%	36.2	46.3	-21.7%
16	City College Shuttle	31.3	41.7	-25.0%	36.6	53.1	-31.0%
17	Lower West / SBCC	48.5	52.8	-8.3%	47.8	53.7	-11.0%
20	Carpinteria	20.4	22.9	-10.9%	20.4	23.3	-12.6%
21x	Carpinteria Express	23.8	22.6	5.4%	22.4	22.4	0.2%
23	Winchester Canyon	23.0	19.6	17.0%	22.3	18.8	18.8%
24x	UCSB Express	53.9	66.7	-19.2%	47.5	58.7	-19.1%
25	Elwood	29.7	29.2	1.6%	26.8	31.3	-14.6%
27	Isla Vista Shuttle	53.8	60.3	-10.8%	43.4	50.8	-14.5%
28	UCSB Shuttle	69.9	-	100.0%	63.6	-	100.0%
36	Seaside Shuttle	13.6	19.9	-31.8%	14.6	19.3	-24.5%
37	Crosstown Shuttle	14.5	15.7	-8.0%	14.1	15.7	-10.0%
	Booster Services	86.1	90.5	-4.9%	87.2	91.6	-4.7%
System Average		32.6	35.1	-7.2%	30.0	33.9	-11.5%
Downtown Waterfront Shuttles							
30	Downtown Shuttle	27.9	27.5	1.6%	25.8	25.5	1.1%
31	East Beach Waterfront Shuttle	21.5	20.5	5.0%	16.6	17.6	-5.7%
32	West Beach Waterfront Shuttle	20.0	32.3	-37.9%	15.6	22.4	-30.7%
System Total		32.2	34.6	-6.8%	29.6	33.2	-10.9%

Related Routes							
20, 21x	Carpinteria	21.1	22.8	-7.5%	20.8	23.1	-9.9%
1, 2, 37	East/West & Crosstown	26.7	29.9	-10.9%	26.0	31.1	-16.4%
4, 5, 15x, 16, 17	Mesa Lines	30.9	37.6	-17.9%	31.5	38.8	-18.9%
7, 8, 9	Calle Real/Fairview	16.5	21.5	-23.1%	17.5	23.5	-25.6%
6, 11	State/Hollister	35.0	37.1	-5.8%	31.7	35.3	-10.3%

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

Table E: April 2017 – ‘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		
	Apr 17	Apr 16	%Change	Jul 16 - Apr 17	Jul 15 - Apr 16	%Change
1 West Santa Barbara	9	2	350.0%	30	26	15.4%
2 East Santa Barbara	1	11	-90.9%	48	111	-56.8%
3 Oak Park	2	3	-33.3%	24	15	60.0%
4 Mesa/SBCC	3	1	200.0%	10	8	25.0%
5 Mesa / La Cumbre	5	1	400.0%	34	35	-2.9%
6 Goleta	6	13	-53.8%	210	139	51.1%
7 Calle Real / Fairview	-	1	-100.0%	15	29	-48.3%
8 Calle Real / Turnpike	1	-	100.0%	2	7	-71.4%
9 Calle Real / Old Town Shuttle	-	-	0.0%	-	2	-100.0%
10 Cathedral Oaks	-	1	-100.0%	7	4	75.0%
11 UCSB	34	70	-51.4%	281	413	-32.0%
12x Goleta Express	4	1	300.0%	45	48	-6.3%
14 Montecito	-	-	0.0%	6	12	-50.0%
15x SBCC / UCSB Express	11	16	-31.3%	152	160	-5.0%
16 City College Shuttle	-	-	0.0%	18	57	-68.4%
17 Lower West / SBCC	-	2	-100.0%	23	38	-39.5%
20 Carpinteria	3	3	0.0%	25	58	-56.9%
21x Carpinteria Express	1	-	100.0%	10	9	11.1%
23 Winchester Canyon	1	-	100.0%	7	2	250.0%
24x UCSB Express	36	61	-41.0%	375	589	-36.3%
25 Elwood	-	-	0.0%	6	1	500.0%
27 Isla Vista Shuttle	15	13	15.4%	95	295	-67.8%
28 UCSB Shuttle	44	-	100.0%	203	-	100.0%
36 Seaside Shuttle	-	1	-100.0%	5	38	-86.8%
37 CrossTown Shuttle	3	3	0.0%	11	11	0.0%
Booster Services	22	21	4.8%	178	376	-52.7%
System Subtotal	201	224	-10.3%	1,820	2,483	-26.7%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	18	5	260.0%	131	183	-28.4%
31 East Beach Waterfront Shuttle	-	-	0.0%	9	8	12.5%
32 West Beach Waterfront Shuttle	1	2	-50.0%	1	2	-50.0%
Unknown	-	2	-100.0%	23	22	4.5%
System Total	220	233	-5.6%	1,984	2,698	-26.5%

Table F: April 2017 – ‘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		
	Apr 17	Apr 16	%Change	Jul 16 - Apr 17	Jul 15 - Apr 16	%Change
1 West Santa Barbara	4	-	100.0%	13	6	116.7%
2 East Santa Barbara	2	-	100.0%	21	38	-44.7%
3 Oak Park	1	-	100.0%	8	2	300.0%
4 Mesa/SBCC	-	-	0.0%	1	-	100.0%
5 Mesa / La Cumbre	2	1	100.0%	8	25	-68.0%
6 Goleta	9	5	80.0%	89	82	8.5%
7 Calle Real / Fairview	-	-	0.0%	2	12	-83.3%
8 Calle Real / Turnpike	-	-	0.0%	-	-	0.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	-	-	0.0%
10 Cathedral Oaks	-	-	0.0%	2	-	100.0%
11 UCSB	72	87	-17.2%	404	477	-15.3%
12x Goleta Express	4	2	100.0%	34	40	-15.0%
14 Montecito	-	-	0.0%	3	1	200.0%
15x SBCC / UCSB Express	10	8	25.0%	111	182	-39.0%
16 City College Shuttle	-	3	-100.0%	6	29	-79.3%
17 Lower West / SBCC	-	-	0.0%	6	11	-45.5%
20 Carpinteria	1	-	100.0%	6	19	-68.4%
21x Carpinteria Express	-	-	0.0%	-	1	-100.0%
23 Winchester Canyon	-	-	0.0%	8	-	100.0%
24x UCSB Express	57	94	-39.4%	519	748	-30.6%
25 Elwood	-	-	0.0%	4	-	100.0%
27 Isla Vista Shuttle	47	40	17.5%	345	314	9.9%
28 UCSB Shuttle	126	-	100.0%	654	-	100.0%
36 Seaside Shuttle	1	1	0.0%	13	8	62.5%
37 Crosstown Shuttle	1	-	100.0%	11	9	22.2%
Booster Services	16	12	33.3%	100	198	-49.5%
System Subtotal	353	253	39.5%	2,368	2,202	7.5%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	70	51	37.3%	593	587	1.0%
31 East Beach Waterfront Shuttle	3	5	-40.0%	44	25	76.0%
32 West Beach Waterfront Shuttle	9	5	80.0%	12	14	-14.3%
Unknown	-	4	-100.0%	52	26	100.0%
System Total	435	318	36.8%	3,069	2,854	7.5%

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

Table G: April 2017 – Bicycles Carried

LINE	Month			Fiscal Year to Date		
	Apr 17	Apr 16	%Change	Jul 16 - Apr 17	Jul 15 - Apr 16	%Change
1 West Santa Barbara	216	224	-3.6%	1,961	2,031	-3.4%
2 East Santa Barbara	469	495	-5.3%	4,573	5,079	-10.0%
3 Oak Park	174	190	-8.4%	1,492	2,077	-28.2%
4 Mesa/SBCC	192	171	12.3%	1,433	1,808	-20.7%
5 Mesa / La Cumbre	247	282	-12.4%	2,329	2,389	-2.5%
6 Goleta	1,120	1,218	-8.0%	12,175	13,798	-11.8%
7 Calle Real / Fairview	461	229	101.3%	4,371	2,473	76.7%
8 Calle Real / Turnpike	-	183	-100.0%	330	1,820	-81.9%
9 Calle Real / Old Town Shuttle	-	34	-100.0%	51	335	-84.8%
10 Cathedral Oaks	24	53	-54.7%	349	436	-20.0%
11 UCSB	1,960	2,202	-11.0%	18,381	21,269	-13.6%
12x Goleta Express	564	698	-19.2%	5,938	7,211	-17.7%
14 Montecito	87	133	-34.6%	1,218	1,507	-19.2%
15x SBCC / UCSB Express	481	381	26.2%	3,309	3,585	-7.7%
16 City College Shuttle	95	104	-8.7%	749	1,002	-25.2%
17 Lower West / SBCC	84	92	-8.7%	991	1,126	-12.0%
20 Carpinteria	647	547	18.3%	5,923	6,766	-12.5%
21x Carpinteria Express	236	191	23.6%	2,266	2,299	-1.4%
23 Winchester Canyon	112	96	16.7%	980	860	14.0%
24x UCSB Express	1,039	1,435	-27.6%	11,029	12,651	-12.8%
25 Elwood	136	52	161.5%	1,049	562	86.7%
27 Isla Vista Shuttle	169	263	-35.7%	1,544	2,430	-36.5%
28 UCSB Shuttle	357	-	100.0%	2,095	-	100.0%
36 Seaside Shuttle*	-	-	0.0%	-	-	0.0%
37 Crosstown Shuttle*	1	-	100.0%	31	-	100.0%
Booster services	15	24	-37.5%	139	207	-32.9%
System Subtotal	8,886	9,297	-4.4%	84,706	93,721	-9.6%
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	39	29	34.5%	693	679	2.1%
System Total	8,925	9,326	-4.3%	85,399	94,400	-9.5%

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

Table H: April 2017 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date		
	Apr 17	Apr 16	%Change	Jul 16 - Apr 17	Jul 15 - Apr 16	%Change
1 West Santa Barbara	147	105	40.0%	1,130	1,113	1.5%
2 East Santa Barbara	218	166	31.3%	1,778	1,586	12.1%
3 Oak Park	123	128	-3.9%	1,170	1,342	-12.8%
4 Mesa/SBCC	12	33	-63.6%	110	112	-1.8%
5 Mesa / La Cumbre	60	61	-1.6%	620	666	-6.9%
6 Goleta	153	216	-29.2%	1,831	2,070	-11.5%
7 Calle Real / Fairview	190	92	106.5%	1,513	947	59.8%
8 Calle Real / Turnpike	-	33	-100.0%	86	561	-84.7%
9 Calle Real / Old Town Shuttle	-	22	-100.0%	33	216	-84.7%
10 Cathedral Oaks	-	2	-100.0%	10	13	-23.1%
11 UCSB	167	224	-25.4%	2,028	2,390	-15.1%
12x Goleta Express	76	66	15.2%	577	633	-8.8%
14 Montecito	31	21	47.6%	274	200	37.0%
15x SBCC / UCSB Express	23	27	-14.8%	197	111	77.5%
16 City College Shuttle	29	35	-17.1%	254	216	17.6%
17 Lower West / SBCC	17	26	-34.6%	222	113	96.5%
20 Carpinteria	132	180	-26.7%	1,071	1,485	-27.9%
21x Carpinteria Express	27	38	-28.9%	240	292	-17.8%
23 Winchester Canyon	5	7	-28.6%	54	55	-1.8%
24x UCSB Express	34	34	0.0%	440	356	23.6%
25 Elwood	9	1	800.0%	55	44	25.0%
27 Isla Vista Shuttle	1	8	-87.5%	22	50	-56.0%
28 UCSB Shuttle	12	-	100.0%	50	-	100.0%
36 Seaside Shuttle	-	11	-100.0%	45	96	-53.1%
37 Crossstown Shuttle	3	8	-62.5%	64	62	3.2%
Booster Services	1	-	100.0%	6	6	0.0%
System Subtotal	1,470	1,544	-4.8%	13,880	14,735	-5.8%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	91	57	59.6%	793	496	59.9%
31 East Beach Waterfront Shuttle	16	26	-38.5%	91	132	-31.1%
32 West Beach Waterfront Shuttle	4	10	-60.0%	18	41	-56.1%
Unknown	4	5	-20.0%	52	46	13.0%
System Total	1,585	1,642	-3.5%	14,834	15,450	-4.0%

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

Table I: Ridership by Day Type

April 2017

April 2016

	April 2017			April 2016			Change in Daily Ridership	% Change in Daily Ridership
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership		
Weekday	486,263	20	24,313	521,395	21	24,828	-515	-2.1%
Saturday	58,264	5	11,653	61,526	5	12,305	-652	-5.3%
Sunday	42,957	5	8,591	38,952	4	9,738	-1,147	-11.8%
Total	587,484	30	19,583	621,873	30	20,729	-1,146	-5.5%

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	4,452,297	207	21,509	4,841,348	207	23,388	-1,879	-8.0%
Saturday	526,021	48	10,959	581,157	48	12,107	-1,149	-9.5%
Sunday	371,872	47	7,912	410,009	48	8,542	-630	-7.4%
Total	5,350,190	302	17,716	5,832,514	303	19,249	-1,533	-8.0%

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

External Factors Affecting Ridership

Service Days & School Days: MTD provided one less day of weekday service this April as compared to April 2016. Secondary schools and UCSB had one less school day this April.

	Weekdays	Saturdays	Sundays	HS + JHS	SBCC	UCSB
Apr 17	20	5	5	19	20	20
Apr 16	21	5	4	20	20	21

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

Weather: Average temperatures for April 2017 were comparable to last April. The number of precipitation days for the month of April were equivalent to last year, with a total of four days.

	Temperature (°F)			Precipitation	
	High	Average	Low	Weekday	Saturday
Apr 17	Maximum	85	71	57	0.41 in (4 days)
	Mean	72	61	50	0.0 (0 days)
	Minimum	56	54	42	0.0 in (0 days)
Apr 16	Maximum	86	66	57	0.3 in (2 days)
	Mean	72	61	50	0.2 in (1 day)
	Minimum	63	55	44	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.