



System Ridership Report: January 2017

System-wide ridership decreased 5.0%, or approximately 28,000 passengers, for the month of January as compared to January 2016. MTD had one less day of weekday service this January and could account toward the decrease in ridership. Non-student ridership decreased 7.5%. UCSB had three fewer days of regular class this month yet ridership increased 6.1%. Senior ridership increased 2.6%.

Table A: Ridership Trends by Fare Component

Fare Categories	Month			Fiscal Year to Date		
	Jan 17	Jan 16	%Change	Jul 16 - Jan 17	Jul 15 - Jan 16	%Change
General Fare	76,092	80,555	-5.5%	552,563	623,744	-11.4%
Transfers	41,877	46,498	-9.9%	309,640	359,833	-13.9%
Full Fare Prepaid ⁽¹⁾	74,867	85,316	-12.2%	583,218	699,205	-16.6%
Santa Barbara City College	48,833	56,310	-13.3%	423,425	529,813	-20.1%
Senior & Disabled Prepaid ⁽²⁾	53,445	53,721	-0.5%	390,055	395,933	-1.5%
Shuttle (DWE & Seaside)	13,245	16,148	-18.0%	139,557	155,730	-10.4%
UC Santa Barbara	135,737	127,978	6.1%	621,626	553,338	12.3%
Student Prepaid ⁽³⁾	55,801	59,876	-6.8%	344,635	378,689	-9.0%
Free	9,392	10,530	-10.8%	77,203	94,064	-17.9%
My Ride	6,158	7,592	-18.9%	57,262	65,633	-12.8%
Senior	13,516	13,171	2.6%	114,912	104,239	10.2%
Persons with Disabilities	2,939	2,981	-1.4%	22,602	22,041	2.5%
Tokens	2,504	1,995	25.5%	14,760	13,603	8.5%
Total	534,406	562,671	-5.0%	3,651,458	3,995,865	-8.6%

(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		
	Jan 17	Jan 16	%Change	Jul 16 - Jan 17	Jul 15 - Jan 16	%Change
Passengers	534,406	562,671	-5.0%	3,651,458	3,995,865	-8.6%
Revenue Hours	18,028	17,267	4.4%	126,327	121,711	3.8%
Passengers per Rev Hour	29.64	32.59	-9.0%	28.90	32.83	-12.0%
Miles	220,809	209,236	5.5%	1,531,052	1,469,922	4.2%
Passengers per Mile	2.42	2.69	-10.0%	2.38	2.72	-12.3%

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

Table C: January 2017 System Ridership

LINE	Month			Fiscal Year to Date		
	Jan 17	Jan 16	%Change	Jul 16 - Jan 17	Jul 15 - Jan 16	%Change
1 West Santa Barbara	27,633	30,918	-10.6%	199,640	227,556	-12.3%
2 East Santa Barbara	41,910	46,883	-10.6%	304,299	356,596	-14.7%
3 Oak Park	15,931	14,751	8.0%	113,889	119,291	-4.5%
4 Mesa/SBCC	9,003	10,928	-17.6%	72,375	81,192	-10.9%
5 Mesa / La Cumbre	10,136	12,180	-16.8%	81,475	94,124	-13.4%
6 Goleta	46,457	50,694	-8.4%	341,880	386,656	-11.6%
7 County Health / Fairview	20,423	10,572	93.2%	133,188	79,477	67.6%
8 County Health	-	7,743	-100.0%	13,743	60,176	-77.2%
9 Calle Real / Old Town Shuttle	-	2,949	-100.0%	4,257	20,768	-79.5%
10 Cathedral Oaks	1,772	2,355	-24.8%	12,262	15,730	-22.0%
11 UCSB	82,785	96,976	-14.6%	536,537	643,349	-16.6%
12x Goleta Express	16,772	19,437	-13.7%	131,447	145,214	-9.5%
14 Montecito	6,546	7,059	-7.3%	49,365	56,211	-12.2%
15x SBCC / UCSB Express	18,310	21,009	-12.8%	144,652	189,134	-23.5%
16 City College Shuttle	6,717	8,728	-23.0%	53,831	78,324	-31.3%
17 Lower West / SBCC	12,435	12,758	-2.5%	90,494	100,671	-10.1%
20 Carpinteria	22,857	24,466	-6.6%	168,468	187,039	-9.9%
21x Carpinteria Express	6,766	6,638	1.9%	49,028	56,454	-13.2%
23 Winchester Canyon	4,862	4,949	-1.8%	35,154	36,144	-2.7%
24x UCSB Express	50,389	66,056	-23.7%	331,518	398,711	-16.9%
25 Elwood	4,395	3,476	26.4%	33,292	28,053	18.7%
27 Isla Vista Shuttle	31,705	40,554	-21.8%	138,073	171,103	-19.3%
28 UCSB Shuttle	40,541	-	100.0%	173,655	-	100.0%
36 Seaside Shuttle	4,475	5,991	-25.3%	37,693	46,934	-19.7%
37 Crosstown Shuttle	6,609	6,648	-0.6%	51,272	55,582	-7.8%
Booster Services	26,043	25,738	1.2%	132,942	137,713	-3.5%
System Subtotal	515,472	540,456	-4.6%	3,434,429	3,772,202	-9.0%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	16,173	18,339	-11.8%	179,921	180,862	-0.5%
31 East Beach Waterfront Shuttle	1,887	2,346	-19.6%	26,186	26,564	-1.4%
32 West Beach Waterfront Shuttle	874	1,530	-42.9%	11,215	16,678	-32.8%
Unknown/Miscellaneous	-	-	0.0%	-	-	0.0%
System Total	534,406	562,671	-5.0%	3,651,751	3,996,306	-8.6%
Related Routes						
20, 21x Carpinteria	29,623	31,104	-4.8%	217,496	243,493	-10.7%
1, 2, 37 East/West & Crosstown	76,152	84,449	-9.8%	555,211	639,734	-13.2%
4, 5, 15x, 16, 17 Mesa Lines	56,601	65,603	-13.7%	442,827	543,445	-18.5%
7, 8, 9 Calle Real	20,423	21,264	-4.0%	151,188	160,421	-5.8%
6, 11 State/Hollister	129,242	147,670	-12.5%	878,417	1,030,005	-14.7%

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: January 2017 - Passengers per Hour

LINE	Month			Fiscal Year to Date			
	Jan 17	Jan 16	%Change	Jul 16 - Jan 17	Jul 15 - Jan 16	%Change	
1	West Santa Barbara	28.4	32.4	-12.5%	29.3	34.7	-15.6%
2	East Santa Barbara	27.2	31.2	-12.6%	28.2	35.0	-19.4%
3	Oak Park	20.2	17.7	14.0%	19.2	19.8	-2.9%
4	Mesa/SBCC	23.4	29.1	-19.8%	26.7	30.2	-11.5%
5	Mesa / La Cumbre	17.2	21.0	-18.2%	19.9	23.0	-13.8%
6	Goleta	29.8	30.9	-3.7%	31.2	34.1	-8.3%
7	Calle Real / Fairview	16.1	24.8	-34.9%	17.8	26.1	-32.0%
8	Calle Real / Turnpike	-	26.0	-100.0%	26.0	27.9	-6.7%
9	Calle Real / Old Town Shuttle	-	13.8	-100.0%	11.7	13.9	-16.0%
10	Cathedral Oaks	12.9	19.9	-35.5%	13.2	17.7	-25.6%
11	UCSB	33.3	37.3	-10.7%	30.5	35.5	-14.1%
12x	Goleta Express	27.8	32.4	-14.3%	31.5	35.8	-11.9%
14	Montecito	15.5	17.4	-10.9%	16.7	19.3	-13.2%
15x	SBCC / UCSB Express	36.7	42.3	-13.3%	36.6	46.9	-22.0%
16	City College Shuttle	38.1	59.9	-36.4%	38.6	57.1	-32.3%
17	Lower West / SBCC	46.5	49.2	-5.5%	47.8	53.6	-10.9%
20	Carpinteria	19.9	21.6	-7.9%	20.4	23.5	-13.5%
21x	Carpinteria Express	22.3	19.6	13.9%	22.0	22.7	-3.2%
23	Winchester Canyon	24.0	17.9	34.1%	22.0	18.7	17.5%
24x	UCSB Express	48.1	63.6	-24.5%	45.8	57.1	-19.8%
25	Elwood	22.4	27.4	-18.3%	26.3	31.5	-16.3%
27	Isla Vista Shuttle	52.7	63.6	-17.2%	37.9	46.6	-18.7%
28	UCSB Shuttle	72.7	-	100.0%	59.3	-	100.0%
36	Seaside Shuttle	12.5	17.0	-26.5%	15.2	19.0	-20.1%
37	Crosstown Shuttle	13.5	14.2	-5.4%	14.4	15.8	-8.9%
	Booster Services	85.8	89.6	-4.2%	88.2	92.9	-5.0%
<i>System Average</i>		30.5	33.6	-9.1%	29.3	33.6	-12.9%
Downtown Waterfront Shuttles							
30	Downtown Shuttle	18.7	20.3	-8.0%	26.5	25.4	4.4%
31	East Beach Waterfront Shuttle	11.1	13.9	-20.0%	16.8	17.2	-2.2%
32	West Beach Waterfront Shuttle	10.6	17.7	-40.3%	15.6	20.7	-24.5%
<i>System Total</i>		29.6	32.6	-9.0%	28.9	32.8	-12.0%

Related Routes							
20, 21x	Carpinteria	20.4	21.1	-3.5%	20.7	23.3	-11.3%
1, 2, 37	East/West & Crosstown	25.4	28.9	-12.2%	26.2	31.6	-16.9%
4, 5, 15x, 16, 17	Mesa Lines	29.5	35.3	-16.5%	31.5	38.7	-18.5%
7, 8, 9	Calle Real/Fairview	16.1	22.7	-28.9%	18.0	24.0	-24.9%
6, 11	State/Hollister	32.0	34.8	-8.2%	30.8	35.0	-11.9%

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

Table E: January 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		
	Jan 17	Jan 16	%Change	Jul 16 - Jan 17	Jul 15 - Jan 16	%Change
1 West Santa Barbara	5	4	25.0%	15	20	-25.0%
2 East Santa Barbara	11	14	-21.4%	36	80	-55.0%
3 Oak Park	3	-	100.0%	14	10	40.0%
4 Mesa/SBCC	-	-	0.0%	5	3	66.7%
5 Mesa / La Cumbre	2	7	-71.4%	24	28	-14.3%
6 Goleta	13	11	18.2%	180	110	63.6%
7 Calle Real / Fairview	3	5	-40.0%	12	25	-52.0%
8 Calle Real / Turnpike	-	1	-100.0%	1	5	-80.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	-	-	0.0%
10 Cathedral Oaks	1	-	100.0%	5	2	150.0%
11 UCSB	31	41	-24.4%	187	247	-24.3%
12x Goleta Express	5	7	-28.6%	35	41	-14.6%
14 Montecito	1	1	0.0%	5	12	-58.3%
15x SBCC / UCSB Express	21	16	31.3%	104	105	-1.0%
16 City College Shuttle	-	3	-100.0%	17	55	-69.1%
17 Lower West / SBCC	3	2	50.0%	18	34	-47.1%
20 Carpinteria	3	7	-57.1%	22	45	-51.1%
21x Carpinteria Express	2	-	100.0%	8	6	33.3%
23 Winchester Canyon	1	1	0.0%	6	1	500.0%
24x UCSB Express	63	58	8.6%	262	394	-33.5%
25 Elwood	-	-	0.0%	5	-	100.0%
27 Isla Vista Shuttle	19	39	-51.3%	58	202	-71.3%
28 UCSB Shuttle	34	-	100.0%	113	-	100.0%
36 Seaside Shuttle	-	1	-100.0%	5	28	-82.1%
37 Crosstown Shuttle	1	1	0.0%	6	7	-14.3%
Booster Services	18	56	-67.9%	113	276	-59.1%
System Subtotal	240	275	-12.7%	1,256	1,736	-27.6%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	6	1	500.0%	91	159	-42.8%
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	5	100.0%
System Total	246	278	-11.5%	1,377	1,908	-27.8%

Table F: January 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		
		Jan 17	Jan 16	%Change	Jul 16 - Jan 17	Jul 15 - Jan 16	%Change
1	West Santa Barbara	-	-	0.0%	7	5	40.0%
2	East Santa Barbara	-	2	-100.0%	10	34	-70.6%
3	Oak Park	-	-	0.0%	5	1	400.0%
4	Mesa/SBCC	-	-	0.0%	1	-	100.0%
5	Mesa / La Cumbre	-	5	-100.0%	2	18	-88.9%
6	Goleta	5	1	400.0%	68	73	-6.8%
7	Calle Real / Fairview	-	2	-100.0%	2	11	-81.8%
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	54	80	-32.5%	232	289	-19.7%
12x	Goleta Express	4	2	100.0%	27	38	-28.9%
14	Montecito	-	-	0.0%	3	-	100.0%
15x	SBCC / UCSB Express	18	19	-5.3%	70	145	-51.7%
16	City College Shuttle	-	-	0.0%	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	1	-	100.0%	5	-	100.0%
24x	UCSB Express	63	76	-17.1%	354	521	-32.1%
25	Ellwood	-	-	0.0%	4	-	100.0%
27	Isla Vista Shuttle	52	82	-36.6%	186	204	-8.8%
28	UCSB Shuttle	84	-	100.0%	307	-	100.0%
36	Seaside Shuttle	1	1	0.0%	12	7	71.4%
37	Crosstown Shuttle	2	1	100.0%	7	6	16.7%
	Booster Services	10	17	-41.2%	60	131	-54.2%
<i>System Subtotal</i>		294	288	2.1%	1,381	1,536	-10.1%
Downtown Waterfront Shuttles							
30	Downtown Shuttle	18	8	125.0%	463	470	-1.5%
31	East Beach Waterfront Shuttle	7	-	100.0%	36	14	157.1%
32	West Beach Waterfront Shuttle	-	-	100.0%	2	8	-75.0%
Unknown		2	2	0.0%	50	11	354.5%
<i>System Total</i>		321	298	7.7%	1,932	2,039	-5.2%

Table G: January 2017 – Bicycles Carried

LINE	Month			Fiscal Year to Date			
	Jan 17	Jan 16	%Change	Jul 16 - Jan 17	Jul 15 - Jan 16	%Change	
1	West Santa Barbara	202	143	41.3%	1,404	1,374	2.2%
2	East Santa Barbara	378	438	-13.7%	3,286	3,490	-5.8%
3	Oak Park	124	128	-3.1%	982	1,496	-34.4%
4	Mesa/SBCC	69	120	-42.5%	990	1,292	-23.4%
5	Mesa / La Cumbre	140	163	-14.1%	1,706	1,663	2.6%
6	Goleta	1,058	1,149	-7.9%	8,994	10,161	-11.5%
7	Calle Real / Fairview	339	146	132.2%	3,094	1,817	70.3%
8	Calle Real / Turnpike	-	114	-100.0%	330	1,346	-75.5%
9	Calle Real / Old Town Shuttle	-	28	-100.0%	51	231	-77.9%
10	Cathedral Oaks	29	32	-9.4%	279	320	-12.8%
11	UCSB	1,777	1,958	-9.2%	13,004	14,918	-12.8%
12x	Goleta Express	395	574	-31.2%	4,406	5,165	-14.7%
14	Montecito	89	104	-14.4%	952	1,095	-13.1%
15x	SBCC / UCSB Express	231	200	15.5%	2,088	2,583	-19.2%
16	City College Shuttle	49	52	-5.8%	474	683	-30.6%
17	Lower West / SBCC	64	84	-23.8%	780	831	-6.1%
20	Carpinteria	526	586	-10.2%	4,210	4,980	-15.5%
21x	Carpinteria Express	186	124	50.0%	1,579	1,750	-9.8%
23	Winchester Canyon	90	100	-10.0%	707	591	19.6%
24x	UCSB Express	1,096	1,012	8.3%	8,032	8,576	-6.3%
25	Elwood	72	53	35.8%	696	400	74.0%
27	Isla Vista Shuttle	204	374	-45.5%	983	1,603	-38.7%
28	UCSB Shuttle	297	-	100.0%	1,136	-	100.0%
36	Seaside Shuttle*	-	-	0.0%	-	-	0.0%
37	Crosstown Shuttle*	5	-	100.0%	25	-	100.0%
	Booster services	8	25	-68.0%	104	102	2.0%
System Subtotal		7,428	7,707	-3.6%	60,292	66,467	-9.3%
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		10	103	-90.3%	620	215	188.4%
System Total		7,438	7,810	-4.8%	60,912	66,682	-8.7%

* The electric shuttles cannot carry bicycles.

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

Table H: January 2017 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date		
	Jan 17	Jan 16	%Change	Jul 16 - Jan 17	Jul 15 - Jan 16	%Change
1 West Santa Barbara	108	85	27.1%	773	774	-0.1%
2 East Santa Barbara	175	154	13.6%	1,184	1,148	3.1%
3 Oak Park	109	121	-9.9%	858	914	-6.1%
4 Mesa/SBCC	12	7	71.4%	82	60	36.7%
5 Mesa / La Cumbre	37	68	-45.6%	435	477	-8.8%
6 Goleta	213	185	15.1%	1,305	1,456	-10.4%
7 Calle Real / Fairview	112	48	133.3%	1,002	668	50.0%
8 Calle Real / Turnpike	-	46	-100.0%	86	394	-78.2%
9 Calle Real / Old Town Shuttle	-	16	-100.0%	33	163	-79.8%
10 Cathedral Oaks	1	1	0.0%	10	4	150.0%
11 UCSB	199	228	-12.7%	1,420	1,731	-18.0%
12x Goleta Express	42	63	-33.3%	403	452	-10.8%
14 Montecito	33	21	57.1%	157	154	1.9%
15x SBCC / UCSB Express	10	11	-9.1%	131	34	285.3%
16 City College Shuttle	16	19	-15.8%	179	132	35.6%
17 Lower West / SBCC	24	9	166.7%	162	63	157.1%
20 Carpinteria	129	183	-29.5%	662	999	-33.7%
21x Carpinteria Express	22	34	-35.3%	161	173	-6.9%
23 Winchester Canyon	6	4	50.0%	39	33	18.2%
24x UCSB Express	39	24	62.5%	312	250	24.8%
25 Elwood	2	3	-33.3%	36	40	-10.0%
27 Isla Vista Shuttle	3	3	0.0%	14	32	-56.3%
28 UCSB Shuttle	7	-	100.0%	22	-	100.0%
36 Seaside Shuttle	3	1	200.0%	39	69	-43.5%
37 Crosstown Shuttle	2	6	-66.7%	49	47	4.3%
Booster Services	1	-	100.0%	4	5	-20.0%
System Subtotal	1,305	1,340	-2.6%	9,558	10,272	-7.0%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	46	53	-13.2%	552	349	58.2%
31 East Beach Waterfront Shuttle	-	5	-100.0%	65	98	-33.7%
32 West Beach Waterfront Shuttle	-	4	-100.0%	10	26	-61.5%
Unknown	7	4	100.0%	43	16	168.8%
System Total	1,358	1,406	-3.4%	10,228	10,761	-5.0%

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

Table I: Ridership by Day Type

January 2017

January 2016

	January 2017			January 2016			% Change in	
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	Daily Ridership
Weekday	439,056	20	21,953	449,085	19	23,636	-1,683	-7.1%
Saturday	60,698	6	10,116	66,708	6	11,118	-1,002	-9.0%
Sunday	34,652	5	6,930	46,878	6	7,813	-883	-11.3%
Total	534,406	31	17,239	562,671	31	18,151	-912	-5.0%

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	3,021,270	145	20,836	3,280,823	143	22,943	-2,106	-9.2%
Saturday	367,808	34	10,818	414,620	34	12,195	-1,377	-11.3%
Sunday	262,673	34	7,726	300,863	36	8,357	-632	-7.6%
Total	3,651,751	213	17,144	3,996,306	213	18,762	-1,618	-8.6%

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

External Factors Affecting Ridership

Service Days & School Days: MTD provided three less days of weekday service for UCSB and two less days for SBCC this January as compared to January 2016 and one less weekday overall.

	Weekdays	Saturdays	Sundays	HS + JHS	SBCC	UCSB
Jan 17	20	6	5	20	11	16
Jan 16	19	6	6	19	9	19

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

Weather: Average temperatures for January 2017 were significantly cooler than in January 2016. There was also a huge increase in precipitation in January 2017, with eleven more days, as compared to 2016.

	Temperature (°F)			Precipitation	
	Maximum	High	Average	Low	
Jan 17	Maximum	64	53	42	Weekday: 6.48 in (11 days)
	Mean	64	52	40	Saturday: 0.47 in (2 days)
	Minimum	62	50	37	Sunday: 1.98 in (2 days)
Jan 16	Maximum	81	64	57	Weekday: 0.1 in (2 days)
	Mean	65	56	46	Saturday: 0.7 in (1 day)
	Minimum	56	48	32	Sunday: 0.6 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.