



System Ridership Report: March 2017

System-wide ridership decreased 5.2%, or approximately 31,000 passengers, for the month of March as compared to March 2016. Non-student ridership decreased 9.2%. UCSB had one less day of regular class this month, yet ridership had an increase of 26.9%.

Table A: Ridership Trends by Fare Component

Fare Categories	Month			Fiscal Year to Date		
	Mar 17	Mar 16	%Change	Jul 16 - Mar 17	Jul 15 - Mar 16	%Change
General Fare	73,681	76,940	-4.2%	688,224	774,726	-11.2%
Transfers	43,632	50,269	-13.2%	389,517	457,610	-14.9%
Full Fare Prepaid ⁽¹⁾	79,086	91,803	-13.9%	731,383	880,016	-16.9%
Santa Barbara City College	72,268	94,752	-23.7%	567,916	721,159	-21.2%
Senior & Disabled Prepaid ⁽²⁾	60,033	61,495	-2.4%	499,471	514,400	-2.9%
Shuttle (DWE & Seaside)	15,724	18,445	-14.8%	166,667	192,245	-13.3%
UC Santa Barbara	133,512	105,201	26.9%	918,109	789,390	16.3%
Student Prepaid ⁽³⁾	50,293	56,855	-11.5%	443,070	493,510	-10.2%
Free	11,103	12,828	-13.4%	96,334	119,745	-19.6%
My Ride	7,713	8,500	-9.3%	70,741	81,684	-13.4%
Senior	15,632	17,082	-8.5%	142,742	136,233	4.8%
Persons with Disabilities	3,401	3,237	5.1%	28,549	28,308	0.9%
Tokens	2,634	2,625	0.3%	19,690	18,413	6.9%
Total	568,712	600,032	-5.2%	4,762,413	5,207,439	-8.5%

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

Table B: Revenue Hours and Revenue Miles

Metrics	Month			Fiscal Year to Date		
	Mar 17	Mar 16	%Change	Jul 16 - Mar 17	Jul 15 - Mar 16	%Change
Passengers	568,712	600,032	-5.2%	4,762,413	5,207,439	-8.5%
Revenue Hours	19,110	18,713	2.1%	162,613	157,615	3.2%
Passengers per Rev Hour	29.76	32.06	-7.2%	29.29	33.04	-11.4%
Miles	234,664	229,236	2.4%	1,977,413	1,909,912	3.5%
Passengers per Mile	2.42	2.62	-7.4%	2.41	2.73	-11.7%

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

Table C: March 2017 System Ridership

LINE	Month			Fiscal Year to Date		
	Mar 17	Mar 16	%Change	Jul 16 - Mar 17	Jul 15 - Mar 16	%Change
1 West Santa Barbara	28,219	34,599	-18.4%	253,649	297,468	-14.7%
2 East Santa Barbara	45,019	50,239	-10.4%	386,959	456,032	-15.1%
3 Oak Park	17,225	17,478	-1.4%	146,240	153,903	-5.0%
4 Mesa/SBCC	11,045	12,473	-11.4%	92,733	106,749	-13.1%
5 Mesa / La Cumbre	12,110	14,349	-15.6%	104,639	122,345	-14.5%
6 Goleta	49,874	53,785	-7.3%	434,583	493,394	-11.9%
7 County Health / Fairview	22,138	10,495	110.9%	174,042	100,424	73.3%
8 County Health	-	8,767	-100.0%	13,743	77,155	-82.2%
9 Calle Real / Old Town Shuttle	-	3,322	-100.0%	4,257	27,399	-84.5%
10 Cathedral Oaks	1,813	2,535	-28.5%	15,869	20,670	-23.2%
11 UCSB	86,608	95,620	-9.4%	705,203	835,677	-15.6%
12x Goleta Express	17,429	20,652	-15.6%	164,217	185,337	-11.4%
14 Montecito	7,697	8,108	-5.1%	63,185	71,790	-12.0%
15x SBCC / UCSB Express	23,963	33,415	-28.3%	195,666	261,347	-25.1%
16 City College Shuttle	9,703	13,557	-28.4%	73,772	108,742	-32.2%
17 Lower West / SBCC	13,072	14,973	-12.7%	116,158	130,711	-11.1%
20 Carpinteria	24,635	26,397	-6.7%	214,058	238,569	-10.3%
21x Carpinteria Express	7,668	8,342	-8.1%	63,348	72,030	-12.1%
23 Winchester Canyon	4,568	4,994	-8.5%	44,203	46,259	-4.4%
24x UCSB Express	50,545	58,709	-13.9%	434,833	524,112	-17.0%
25 Elwood	5,436	4,105	32.4%	43,628	36,184	20.6%
27 Isla Vista Shuttle	29,917	34,041	-12.1%	206,162	245,280	-15.9%
28 UCSB Shuttle	39,191	-	100.0%	261,948	-	100.0%
36 Seaside Shuttle	5,202	7,191	-27.7%	46,709	61,151	-23.6%
37 Crosstown Shuttle	7,502	8,293	-9.5%	64,790	71,834	-9.8%
Booster Services	23,954	25,841	-7.3%	179,741	188,959	-4.9%
System Subtotal	544,533	572,280	-4.8%	4,504,335	4,933,521	-8.7%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	20,133	21,668	-7.1%	214,709	223,357	-3.9%
31 East Beach Waterfront Shuttle	2,836	3,124	-9.2%	30,428	32,712	-7.0%
32 West Beach Waterfront Shuttle	1,210	2,960	-59.1%	13,234	21,051	-37.1%
Unknown/Miscellaneous	-	-	0.0%	-	-	0.0%
System Total	568,712	600,032	-5.2%	4,762,706	5,210,641	-8.6%
Related Routes						
20, 21x Carpinteria	32,303	34,739	-7.0%	277,406	310,599	-10.7%
1, 2, 37 East/West & Crosstown	80,740	93,131	-13.3%	705,398	825,334	-14.5%
4, 5, 15x, 16, 17 Mesa Lines	69,893	88,767	-21.3%	582,968	729,894	-20.1%
7, 8, 9 Calle Real	22,138	22,584	-2.0%	192,042	204,978	-6.3%
6, 11 State/Hollister	136,482	149,405	-8.6%	1,139,786	1,329,071	-14.2%

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: March 2017 - Passengers per Hour

LINE	Month			Fiscal Year to Date			
	Mar 17	Mar 16	%Change	Jul 16 - Mar 17	Jul 15 - Mar 16	%Change	
1	West Santa Barbara	27.6	33.8	-18.4%	29.1	35.0	-16.8%
2	East Santa Barbara	27.6	30.8	-10.4%	28.0	34.3	-18.4%
3	Oak Park	20.1	18.8	7.4%	19.5	19.8	-1.5%
4	Mesa/SBCC	26.8	30.2	-11.4%	26.6	30.7	-13.3%
5	Mesa / La Cumbre	19.8	23.4	-15.6%	19.9	23.3	-14.4%
6	Goleta	30.8	32.0	-3.7%	31.1	33.8	-8.1%
7	Calle Real / Fairview	16.4	22.5	-27.2%	17.4	25.5	-32.0%
8	Calle Real / Turnpike	-	26.2	-100.0%	26.0	27.6	-5.9%
9	Calle Real / Old Town Shuttle	-	15.1	-100.0%	11.7	14.3	-18.3%
10	Cathedral Oaks	11.5	17.7	-35.4%	13.0	17.9	-27.3%
11	UCSB	33.8	35.7	-5.4%	31.5	35.9	-12.4%
12x	Goleta Express	28.4	33.7	-15.6%	30.8	35.4	-12.9%
14	Montecito	17.1	18.0	-5.1%	16.7	19.0	-12.4%
15x	SBCC / UCSB Express	35.2	41.1	-14.4%	36.6	46.6	-21.5%
16	City College Shuttle	33.7	44.5	-24.4%	37.5	54.9	-31.8%
17	Lower West / SBCC	45.0	51.6	-12.7%	47.7	53.8	-11.3%
20	Carpinteria	20.6	22.2	-7.2%	20.4	23.3	-12.8%
21x	Carpinteria Express	23.1	21.3	8.4%	22.3	22.3	-0.4%
23	Winchester Canyon	22.0	17.5	25.4%	22.2	18.7	19.0%
24x	UCSB Express	46.3	53.7	-13.8%	46.8	57.7	-19.0%
25	Elwood	26.4	31.1	-15.0%	26.4	31.6	-16.3%
27	Isla Vista Shuttle	46.2	52.7	-12.3%	42.0	49.5	-15.1%
28	UCSB Shuttle	65.5	-	100.0%	62.6	-	100.0%
36	Seaside Shuttle	14.0	19.5	-28.0%	14.7	19.2	-23.7%
37	Crosstown Shuttle	13.3	14.7	-9.4%	14.1	15.7	-10.2%
	Booster Services	87.0	89.6	-2.9%	87.4	91.7	-4.7%
System Average		30.2	32.6	-7.4%	29.7	33.8	-12.0%
Downtown Waterfront Shuttles							
30	Downtown Shuttle	24.4	24.5	-0.4%	25.6	25.3	1.1%
31	East Beach Waterfront Shuttle	17.2	18.5	-7.2%	16.2	17.4	-6.7%
32	West Beach Waterfront Shuttle	15.1	30.5	-50.3%	15.1	21.4	-29.4%
System Total		29.8	32.1	-7.2%	29.3	33.1	-11.4%

Related Routes							
20, 21x	Carpinteria	21.2	22.0	-3.8%	20.8	23.1	-10.1%
1, 2, 37	East/West & Crosstown	25.1	28.9	-13.3%	26.0	31.3	-17.0%
4, 5, 15x, 16, 17	Mesa Lines	30.6	36.5	-16.2%	31.5	38.9	-19.0%
7, 8, 9	Calle Real/Fairview	16.4	22.1	-26.0%	17.6	23.7	-25.9%
6, 11	State/Hollister	32.6	34.3	-4.8%	31.3	35.1	-10.8%

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

Table E: March 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		
	Mar 17	Mar 16	%Change	Jul 16 - Mar 17	Jul 15 - Mar 16	%Change
1 West Santa Barbara	5	1	400.0%	21	24	-12.5%
2 East Santa Barbara	5	11	-54.5%	47	100	-53.0%
3 Oak Park	7	1	600.0%	22	12	83.3%
4 Mesa/SBCC	-	3	-100.0%	7	7	0.0%
5 Mesa / La Cumbre	3	1	200.0%	29	34	-14.7%
6 Goleta	9	4	125.0%	204	126	61.9%
7 Calle Real / Fairview	1	1	0.0%	15	28	-46.4%
8 Calle Real / Turnpike	-	1	-100.0%	1	7	-85.7%
9 Calle Real / Old Town Shuttle	-	2	-100.0%	-	2	-100.0%
10 Cathedral Oaks	-	-	0.0%	7	3	133.3%
11 UCSB	26	42	-38.1%	247	343	-28.0%
12x Goleta Express	1	2	-50.0%	41	47	-12.8%
14 Montecito	1	-	100.0%	6	12	-50.0%
15x SBCC / UCSB Express	15	17	-11.8%	141	144	-2.1%
16 City College Shuttle	1	-	100.0%	18	57	-68.4%
17 Lower West / SBCC	2	2	0.0%	23	36	-36.1%
20 Carpinteria	-	3	-100.0%	22	55	-60.0%
21x Carpinteria Express	-	3	-100.0%	9	9	0.0%
23 Winchester Canyon	-	-	0.0%	6	2	200.0%
24x UCSB Express	36	53	-32.1%	339	528	-35.8%
25 Elwood	-	1	-100.0%	6	1	500.0%
27 Isla Vista Shuttle	8	24	-66.7%	80	282	-71.6%
28 UCSB Shuttle	32	-	100.0%	159	-	100.0%
36 Seaside Shuttle	-	1	-100.0%	5	37	-86.5%
37 CrossTown Shuttle	1	-	100.0%	8	8	0.0%
Booster Services	18	42	-57.1%	156	355	-56.1%
System Subtotal	171	215	-20.5%	1,619	2,259	-28.3%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	22	19	0.0%	113	178	-36.5%
31 East Beach Waterfront Shuttle	2	-	100.0%	9	8	12.5%
32 West Beach Waterfront Shuttle	-	-	0.0%	-	-	0.0%
Unknown	-	3	100.0%	23	20	100.0%
System Total	195	237	-17.7%	1,764	2,465	-28.4%

Table F: March 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		
	Mar 17	Mar 16	%Change	Jul 16 - Mar 17	Jul 15 - Mar 16	%Change
1 West Santa Barbara	1	-	0.0%	8	6	33.3%
2 East Santa Barbara	9	1	800.0%	19	38	-50.0%
3 Oak Park	-	1	-100.0%	7	2	250.0%
4 Mesa/SBCC	-	-	0.0%	1	-	100.0%
5 Mesa / La Cumbre	4	5	-20.0%	6	24	-75.0%
6 Goleta	8	1	700.0%	80	77	3.9%
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	-	0.0%
11 UCSB	35	45	-22.2%	327	390	-16.2%
12x Goleta Express	1	-	100.0%	30	38	-21.1%
14 Montecito	-	1	-100.0%	3	1	100.0%
15x SBCC / UCSB Express	10	16	-37.5%	101	174	-42.0%
16 City College Shuttle	-	-	0.0%	6	26	-76.9%
17 Lower West / SBCC	-	-	0.0%	6	11	-45.5%
20 Carpinteria	-	1	-100.0%	5	19	-73.7%
21x Carpinteria Express	-	-	0.0%	-	1	-100.0%
23 Winchester Canyon	1	-	100.0%	8	-	100.0%
24x UCSB Express	40	55	-27.3%	459	654	-29.8%
25 Elwood	-	-	0.0%	4	-	100.0%
27 Isla Vista Shuttle	29	33	-12.1%	297	274	8.4%
28 UCSB Shuttle	85	-	100.0%	524	-	100.0%
36 Seaside Shuttle	-	-	0.0%	12	7	71.4%
37 Crosstown Shuttle	2	2	0.0%	10	9	11.1%
Booster Services	13	23	-43.5%	82	186	-55.9%
System Subtotal	238	184	29.3%	1,999	1,949	2.6%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	39	35	11.4%	516	536	-3.7%
31 East Beach Waterfront Shuttle	5	3	66.7%	41	20	105.0%
32 West Beach Waterfront Shuttle	-	-	0.0%	2	9	-77.8%
Unknown	-	1	-100.0%	51	22	131.8%
System Total	282	223	26.5%	2,609	2,536	2.9%

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

Table G: March 2017 – Bicycles Carried

LINE	Month			Fiscal Year to Date		
	Mar 17	Mar 16	%Change	Jul 16 - Mar 17	Jul 15 - Mar 16	%Change
1 West Santa Barbara	201	211	-4.7%	1,745	1,807	-3.4%
2 East Santa Barbara	439	595	-26.2%	4,104	4,584	-10.5%
3 Oak Park	177	192	-7.8%	1,318	1,887	-30.2%
4 Mesa/SBCC	172	183	-6.0%	1,241	1,637	-24.2%
5 Mesa / La Cumbre	214	255	-16.1%	2,082	2,107	-1.2%
6 Goleta	1,155	1,213	-4.8%	11,055	12,580	-12.1%
7 Calle Real / Fairview	484	245	97.6%	3,910	2,244	74.2%
8 Calle Real / Turnpike	-	142	-100.0%	330	1,637	-79.8%
9 Calle Real / Old Town Shuttle	-	34	-100.0%	51	301	-83.1%
10 Cathedral Oaks	28	37	-24.3%	325	383	-15.1%
11 UCSB	1,875	1,981	-5.4%	16,421	19,067	-13.9%
12x Goleta Express	568	673	-15.6%	5,374	6,513	-17.5%
14 Montecito	114	154	-26.0%	1,131	1,374	-17.7%
15x SBCC / UCSB Express	361	336	7.4%	2,828	3,204	-11.7%
16 City College Shuttle	90	96	-6.3%	654	898	-27.2%
17 Lower West / SBCC	75	84	-10.7%	907	1,034	-12.3%
20 Carpinteria	630	616	2.3%	5,276	6,219	-15.2%
21x Carpinteria Express	249	186	33.9%	2,030	2,108	-3.7%
23 Winchester Canyon	98	73	34.2%	868	764	13.6%
24x UCSB Express	1,058	1,374	-23.0%	9,990	11,216	-10.9%
25 Elwood	130	60	116.7%	913	510	79.0%
27 Isla Vista Shuttle	158	231	-31.6%	1,375	2,167	-36.5%
28 UCSB Shuttle	252	-	100.0%	1,738	-	100.0%
36 Seaside Shuttle*	-	-	0.0%	-	-	0.0%
37 Crosstown Shuttle*	4	-	100.0%	30	-	100.0%
Booster services	10	45	-77.8%	124	183	-32.2%
System Subtotal	8,542	9,016	-5.3%	75,820	84,424	-10.2%
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	25	111	-77.5%	654	650	0.6%
System Total	8,567	9,127	-6.1%	76,474	85,074	-10.1%

* The electric shuttles cannot carry bicycles.

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

Table H: March 2017 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date		
	Mar 17	Mar 16	%Change	Jul 16 - Mar 17	Jul 15 - Mar 16	%Change
1 West Santa Barbara	116	129	-10.1%	983	1,008	-2.5%
2 East Santa Barbara	225	149	51.0%	1,560	1,420	9.9%
3 Oak Park	110	156	-29.5%	1,047	1,214	-13.8%
4 Mesa/SBCC	8	9	-11.1%	98	79	24.1%
5 Mesa / La Cumbre	73	70	4.3%	560	605	-7.4%
6 Goleta	190	204	-6.9%	1,678	1,854	-9.5%
7 Calle Real / Fairview	198	96	106.3%	1,323	855	54.7%
8 Calle Real / Turnpike	-	66	-100.0%	86	528	-83.7%
9 Calle Real / Old Town Shuttle	-	20	-100.0%	33	194	-83.0%
10 Cathedral Oaks	-	6	-100.0%	10	11	-9.1%
11 UCSB	216	207	4.3%	1,861	2,166	-14.1%
12x Goleta Express	49	64	-23.4%	501	567	-11.6%
14 Montecito	31	15	106.7%	243	179	35.8%
15x SBCC / UCSB Express	26	29	-10.3%	174	84	107.1%
16 City College Shuttle	28	21	33.3%	225	181	24.3%
17 Lower West / SBCC	24	13	84.6%	205	87	135.6%
20 Carpinteria	146	160	-8.8%	939	1,305	-28.0%
21x Carpinteria Express	41	40	2.5%	213	254	-16.1%
23 Winchester Canyon	5	9	-44.4%	49	48	2.1%
24x UCSB Express	47	39	20.5%	406	322	26.1%
25 Elwood	4	1	300.0%	46	43	7.0%
27 Isla Vista Shuttle	2	7	-71.4%	21	42	-50.0%
28 UCSB Shuttle	8	-	100.0%	38	-	100.0%
36 Seaside Shuttle	3	14	-78.6%	45	85	-47.1%
37 Crossstown Shuttle	9	1	800.0%	61	54	13.0%
Booster Services	-	-	0.0%	5	6	-16.7%
System Subtotal	1,559	1,525	2.2%	12,410	13,191	-5.9%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	72	48	50.0%	702	439	59.9%
31 East Beach Waterfront Shuttle	8	5	60.0%	75	106	-29.2%
32 West Beach Waterfront Shuttle	2	4	-50.0%	14	31	-54.8%
Unknown	5	4	100.0%	48	41	17.1%
System Total	1,646	1,586	3.8%	13,249	13,808	-4.0%

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

Table I: Ridership by Day Type

March 2017

March 2016

	March 2017			March 2016			Change in Daily Ridership	% Change in Daily Ridership
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership		
Weekday	490,959	23	21,346	524,760	23	22,816	-1,470	-6.4%
Saturday	45,536	4	11,384	42,934	4	10,734	651	6.1%
Sunday	32,217	4	8,054	32,338	4	8,085	-30	-0.4%
Total	568,712	31	18,346	600,032	31	19,356	-1,010	-5.2%

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	3,966,034	187	21,209	4,319,953	186	23,226	-2,017	-8.7%
Saturday	467,757	43	10,878	519,631	43	12,084	-1,206	-10.0%
Sunday	328,915	43	7,649	371,057	44	8,433	-784	-9.3%
Total	4,762,706	273	17,446	5,210,641	273	19,087	-1,641	-8.6%

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

External Factors Affecting Ridership

Service Days & School Days: MTD provided the same amount of weekday service this March as compared to March 2016. All schools had one less school day this March.

	Weekdays	Saturdays	Sundays	HS + JHS	SBCC	UCSB
Mar 17	23	4	4	18	18	18
Mar 16	23	4	4	19	19	19

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

Weather: Average temperatures for March 2017 were significantly cooler than in March 2016. There was also a decrease in precipitation this March, with four less days, as compared to 2016.

	Temperature (°F)			Precipitation	
	Maximum	Average	Low	Weekday	Saturday
Mar 17	66	56	46	.76 in (1 day)	
	65	56	46		.96 in
	64	55	45	Sunday: 0.2 in (1 day)	
Mar 16	82	70	58	Weekday: 1.1 in (4 days)	
	68	59	49		2.5 in
	59	51	40	Sunday: 0.8 in (2 days)	

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.