



System Ridership Report: November 2017

System-wide ridership increased 1.3%, or approximately 7,500 passengers, for the month of November as compared to November 2016. While SBCC ridership decreased 7.6% likely due to decreased enrollment, UCSB ridership increased 13.0%.

Table A: Ridership Trends by Fare Component

Fare Categories	Month			Fiscal Year to Date		
	Nov 17	Nov 16	%Change	Jul 17 - Nov 17	Jul 16 - Nov 16	%Change
General Fare	66,199	67,966	-2.6%	394,888	407,303	-3.0%
Transfers	41,180	39,920	3.2%	239,934	230,254	4.2%
Full Fare Prepaid ⁽¹⁾	74,230	76,228	-2.6%	429,076	440,346	-2.6%
Santa Barbara City College	75,224	81,443	-7.6%	313,649	339,539	-7.6%
Senior & Disabled Prepaid ⁽²⁾	57,214	54,624	4.7%	295,919	283,720	4.3%
Shuttle (DWE & Seaside)	13,704	14,420	-5.0%	112,302	114,094	-1.6%
UC Santa Barbara	161,728	143,129	13.0%	475,020	432,164	9.9%
Student Prepaid ⁽³⁾	45,614	46,481	-1.9%	239,117	251,724	-5.0%
Free	10,733	10,433	2.9%	59,260	58,616	1.1%
My Ride	5,440	7,309	-25.6%	38,399	45,136	-14.9%
Senior	13,123	14,641	-10.4%	78,663	87,785	-10.4%
Persons with Disabilities	2,697	3,044	-11.4%	14,786	16,678	-11.3%
Tokens	1,864	1,916	-2.7%	10,018	10,180	-1.6%
Total	568,950	561,554	1.3%	2,701,031	2,717,539	-0.6%

(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		
	Nov 17	Nov 16	%Change	Jul 17 - Nov 17	Jul 16 - Nov 16	%Change
Passengers	568,950	561,554	1.3%	2,701,031	2,717,539	-0.6%
Revenue Hours	17,700	17,677	0.1%	91,980	90,392	1.8%
Passengers per Rev Hour	32.14	31.77	1.2%	29.37	30.06	-2.3%
Miles	214,974	217,070	-1.0%	1,109,903	1,093,331	1.5%
Passengers per Mile	2.65	2.59	2.3%	2.43	2.49	-2.1%

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

Table C: November 2017 System Ridership

LINE	Month			Fiscal Year to Date		
	Nov 17	Nov 16	%Change	Jul 17 - Nov 17	Jul 16 - Nov 16	%Change
1 West Santa Barbara	26,795	27,435	-2.3%	144,673	146,618	-1.3%
2 East Santa Barbara	42,156	41,983	0.4%	226,053	223,234	1.3%
3 Oak Park	16,976	16,144	5.2%	88,072	83,418	5.6%
4 Mesa/SBCC	11,351	10,628	6.8%	55,846	55,749	0.2%
5 Mesa / La Cumbre	11,877	12,239	-3.0%	57,235	62,821	-8.9%
6 Goleta	47,202	47,647	-0.9%	245,922	252,679	-2.7%
7 County Health / Fairview	23,336	21,302	9.5%	119,746	93,561	28.0%
8 County Health	-	-	0.0%	-	13,743	-100.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	-	4,257	-100.0%
10 Cathedral Oaks	1,510	1,713	-11.9%	7,884	9,028	-12.7%
11 UCSB	88,720	79,546	11.5%	401,940	392,006	2.5%
12x Goleta Express	15,488	17,768	-12.8%	86,310	99,108	-12.9%
14 Montecito	6,755	6,609	2.2%	36,278	36,216	0.2%
15x SBCC / UCSB Express	26,450	30,293	-12.7%	105,494	118,528	-11.0%
16 City College Shuttle	11,175	11,538	-3.1%	41,853	43,706	-4.2%
17 Lower West / SBCC	12,761	13,316	-4.2%	66,850	69,018	-3.1%
20 Carpinteria	23,793	22,491	5.8%	127,657	124,631	2.4%
21x Carpinteria Express	6,312	6,767	-6.7%	34,163	36,416	-6.2%
23 Winchester Canyon	4,204	5,176	-18.8%	20,350	27,093	-24.9%
24x UCSB Express	47,659	52,090	-8.5%	230,719	249,408	-7.5%
25 Elwood	5,200	5,418	-4.0%	27,066	24,774	9.3%
27 Isla Vista Shuttle	34,558	29,640	16.6%	105,199	93,902	12.0%
28 UCSB Shuttle	51,426	45,663	12.6%	153,027	119,348	28.2%
36 Seaside Shuttle	4,534	4,364	3.9%	26,586	29,218	-9.0%
37 Crosstown Shuttle	7,921	6,985	13.4%	41,898	38,548	8.7%
Booster Services	21,398	21,766	-1.7%	87,310	90,419	-3.4%
System Subtotal	549,557	538,521	2.0%	2,538,131	2,537,447	0.0%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	16,316	19,631	-16.9%	132,034	147,986	-10.8%
31 East Beach Waterfront Shuttle	1,957	2,300	-14.9%	21,447	22,848	-6.1%
32 West Beach Waterfront Shuttle	1,120	1,102	1.6%	12,037	9,532	26.3%
Unknown/Miscellaneous	-	-	0.0%	-	-	0.0%
System Total	568,950	561,554	1.3%	2,703,649	2,717,813	-0.5%
Related Routes						
20, 21x Carpinteria	30,105	29,258	2.9%	161,820	161,047	0.5%
1, 2, 37 East/West & Crosstown	76,872	76,403	0.6%	412,624	408,400	1.0%
4, 5, 15x, 16, 17 Mesa Lines	73,614	78,014	-5.6%	327,278	349,822	-6.4%
7, 8, 9 Calle Real	23,336	21,302	9.5%	119,746	111,561	7.3%
6, 11 State/Hollister	135,922	127,193	6.9%	647,862	644,685	0.5%

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: November 2017 - Passengers per Hour

LINE	Month			Fiscal Year to Date			
	Nov 17	Nov 16	%Change	Jul 17 - Nov 17	Jul 16 - Nov 16	%Change	
1	West Santa Barbara	30.8	30.1	2.3%	30.7	30.2	1.9%
2	East Santa Barbara	31.1	29.0	7.0%	30.6	29.0	5.7%
3	Oak Park	22.9	20.2	13.2%	22.1	19.2	14.8%
4	Mesa/SBCC	31.3	29.3	6.8%	28.8	28.8	0.2%
5	Mesa / La Cumbre	21.5	22.2	-2.9%	19.6	21.5	-8.9%
6	Goleta	29.4	32.4	-9.2%	29.9	32.2	-7.0%
7	Calle Real / Fairview	19.6	17.9	9.5%	18.8	18.9	-0.4%
8	Calle Real / Turnpike	-	-	0.0%	-	26.0	-100.0%
9	Calle Real / Old Town Shuttle	-	-	0.0%	-	11.7	-100.0%
10	Cathedral Oaks	11.6	14.3	-19.0%	11.0	13.9	-21.0%
11	UCSB	36.7	33.6	9.0%	31.8	31.0	2.5%
12x	Goleta Express	26.6	31.4	-15.2%	28.4	33.3	-14.7%
14	Montecito	17.2	16.8	2.2%	17.3	17.3	0.2%
15x	SBCC / UCSB Express	35.2	39.9	-11.8%	33.0	37.1	-10.9%
16	City College Shuttle	36.7	37.9	-3.1%	37.3	39.6	-5.6%
17	Lower West / SBCC	50.6	52.8	-4.1%	49.4	50.9	-3.1%
20	Carpinteria	21.1	19.7	7.4%	21.7	20.8	3.9%
21x	Carpinteria Express	19.8	23.9	-16.9%	20.6	22.5	-8.3%
23	Winchester Canyon	22.5	25.2	-10.6%	20.5	22.7	-9.7%
24x	UCSB Express	49.4	53.4	-7.4%	44.8	48.3	-7.3%
25	Elwood	24.2	29.0	-16.5%	25.0	28.4	-12.1%
27	Isla Vista Shuttle	55.5	47.6	16.6%	41.9	36.5	14.8%
28	UCSB Shuttle	76.2	68.2	11.8%	52.7	55.9	-5.6%
36	Seaside Shuttle	13.5	13.0	3.5%	14.9	16.5	-9.5%
37	Crosstown Shuttle	17.0	15.0	13.5%	16.4	15.1	8.8%
	Booster Services	82.5	89.0	-7.3%	83.0	88.8	-6.6%
System Average		32.9	32.4	1.7%	29.8	30.1	-1.0%
Downtown Waterfront Shuttles							
30	Downtown Shuttle	21.0	24.3	-13.6%	26.7	28.9	-7.6%
31	East Beach Waterfront Shuttle	12.4	14.4	-14.1%	17.9	18.6	-4.2%
32	West Beach Waterfront Shuttle	14.5	14.3	1.6%	21.6	17.1	26.4%
System Total		32.1	31.8	1.2%	29.4	29.8	-1.3%

Related Routes							
20, 21x	Carpinteria	20.8	20.5	1.6%	21.4	21.2	1.1%
1, 2, 37	East/West & Crosstown	28.5	27.0	5.5%	28.2	27.0	4.4%
4, 5, 15x, 16, 17	Mesa Lines	33.1	35.0	-5.3%	31.1	33.2	-6.5%
7, 8, 9	Calle Real/Fairview	19.6	17.9	9.5%	18.8	19.1	-1.5%
6, 11	State/Hollister	33.8	33.2	1.8%	31.0	31.5	-1.3%

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

Table E: November 2017 – ‘At Capacity’ Loads Indicated

LINE	Month			Fiscal Year to Date		
	Nov 17	Nov 16	%Change	Jul 17 - Nov 17	Jul 16 - Nov 16	%Change
1 West Santa Barbara	-	1	-100.0%	26	9	188.9%
2 East Santa Barbara	7	2	250.0%	59	19	210.5%
3 Oak Park	-	-	0.0%	3	10	-70.0%
4 Mesa/SBCC	1	3	-66.7%	7	5	40.0%
5 Mesa / La Cumbre	5	5	0.0%	16	22	-27.3%
6 Goleta	13	23	-43.5%	116	154	-24.7%
7 Calle Real / Fairview	-	1	-100.0%	5	7	-28.6%
8 Calle Real / Turnpike	-	-	0.0%	-	1	-100.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	-	-	0.0%
10 Cathedral Oaks	-	1	-100.0%	1	1	0.0%
11 UCSB	50	33	51.5%	151	142	6.3%
12x Goleta Express	3	3	0.0%	56	25	124.0%
14 Montecito	2	1	100.0%	10	4	150.0%
15x SBCC / UCSB Express	5	17	-70.6%	49	75	-34.7%
16 City College Shuttle	1	2	-50.0%	14	15	-6.7%
17 Lower West / SBCC	1	1	0.0%	6	15	-60.0%
20 Carpinteria	8	1	700.0%	17	14	21.4%
21x Carpinteria Express	-	-	0.0%	1	6	-83.3%
23 Winchester Canyon	1	3	-66.7%	3	5	-40.0%
24x UCSB Express	35	39	-10.3%	191	187	2.1%
25 Ellwood	1	2	-50.0%	1	4	-75.0%
27 Isla Vista Shuttle	38	12	216.7%	94	30	213.3%
28 UCSB Shuttle	27	30	-10.0%	68	73	-6.8%
36 Seaside Shuttle	-	-	0.0%	1	5	-80.0%
37 Crosstown Shuttle	1	3	-66.7%	3	3	0.0%
Booster Services	16	22	-27.3%	82	77	6.5%
System Subtotal	215	205	4.9%	980	908	7.9%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	3	9	-66.7%	66	82	-19.5%
31 East Beach Waterfront Shuttle	-	1	-100.0%	7	7	0.0%
32 West Beach Waterfront Shuttle	-	-	0.0%	-	-	0.0%
Unknown		1	-100.0%	2	21	-90.5%
System Total	218	216	0.9%	1,055	1,018	3.6%

Classified as a 30-foot vehicle with 10 or more standees, or a 40-foot vehicle with 20 or more standees.
 Source: GFI Genfare, MTD Transit Development Department, Planning Section

Table F: November 2017 – ‘Too Full to Board’ Loads Indicated

LINE	Month			Fiscal Year to Date		
	Nov 17	Nov 16	%Change	Jul 17 - Nov 17	Jul 16 - Nov 16	%Change
1 West Santa Barbara	2	-	100.0%	2	6	-66.7%
2 East Santa Barbara	2	1	100.0%	15	10	50.0%
3 Oak Park	-	-	0.0%	-	5	-100.0%
4 Mesa/SBCC	-	-	0.0%	-	1	-100.0%
5 Mesa / La Cumbre	3	1	200.0%	12	2	500.0%
6 Goleta	9	10	-10.0%	39	60	-35.0%
7 Calle Real / Fairview	3	-	100.0%	5	2	150.0%
8 Calle Real / Turnpike	-	-	0.0%	-	-	0.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	-	-	0.0%
10 Cathedral Oaks	-	-	0.0%	1	-	0.0%
11 UCSB	100	45	122.2%	243	157	54.8%
12x Goleta Express	2	3	-33.3%	38	23	65.2%
14 Montecito	-	-	0.0%	2	3	-33.3%
15x SBCC / UCSB Express	2	10	-80.0%	27	51	-47.1%
16 City College Shuttle	-	2	-100.0%	4	6	-33.3%
17 Lower West / SBCC	-	-	0.0%	-	6	-100.0%
20 Carpinteria	-	-	0.0%	1	5	-80.0%
21x Carpinteria Express	-	-	0.0%	-	-	0.0%
23 Winchester Canyon	3	-	0.0%	5	4	25.0%
24x UCSB Express	29	52	-44.2%	243	279	-12.9%
25 Elwood	-	2	-100.0%	-	4	100.0%
27 Isla Vista Shuttle	27	50	-46.0%	87	116	-25.0%
28 UCSB Shuttle	111	99	12.1%	251	207	21.3%
36 Seaside Shuttle	-	1	-100.0%	-	11	-100.0%
37 Crosstown Shuttle	-	1	-100.0%	1	3	-66.7%
Booster Services	22	15	46.7%	73	39	87.2%
System Subtotal	315	292	7.9%	1,049	1,000	4.9%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	15	52	-71.2%	372	424	-12.3%
31 East Beach Waterfront Shuttle	1	5	-80.0%	2	28	-92.9%
32 West Beach Waterfront Shuttle	-	-	0.0%	6	1	500.0%
Unknown	-	1	100.0%	1	48	-97.9%
System Total	331	350	-5.4%	1,430	1,501	-4.7%

Passengers were refused service because a vehicle was too full to safely board additional riders.

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

Table G: November 2017 – Bicycles Carried

LINE	Month			Fiscal Year to Date		
	Nov 17	Nov 16	%Change	Jul 17 - Nov 17	Jul 16 - Nov 16	%Change
1 West Santa Barbara	141	181	-22.1%	825	1,011	-18.4%
2 East Santa Barbara	391	457	-14.4%	2,190	2,422	-9.6%
3 Oak Park	142	152	-6.6%	766	702	9.1%
4 Mesa/SBCC	142	135	5.2%	806	856	-5.8%
5 Mesa / La Cumbre	191	266	-28.2%	1,250	1,382	-9.6%
6 Goleta	1,062	1,309	-18.9%	5,735	6,643	-13.7%
7 Calle Real / Fairview	542	513	5.7%	2,895	2,305	25.6%
8 Calle Real / Turnpike	-	-	0.0%	-	330	-100.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	-	51	-100.0%
10 Cathedral Oaks	33	38	-13.2%	214	226	-5.3%
11 UCSB	1,775	1,934	-8.2%	8,644	9,425	-8.3%
12x Goleta Express	563	614	-8.3%	3,224	3,483	-7.4%
14 Montecito	96	132	-27.3%	662	744	-11.0%
15x SBCC / UCSB Express	399	425	-6.1%	1,722	1,707	0.9%
16 City College Shuttle	87	96	-9.4%	367	383	-4.2%
17 Lower West / SBCC	78	117	-33.3%	435	657	-33.8%
20 Carpinteria	670	585	14.5%	3,604	3,113	15.8%
21x Carpinteria Express	186	222	-16.2%	1,039	1,173	-11.4%
23 Winchester Canyon	75	102	-26.5%	346	507	-31.8%
24x UCSB Express	897	1,175	-23.7%	4,703	6,003	-21.7%
25 Elwood	84	164	-48.8%	441	513	-14.0%
27 Isla Vista Shuttle	219	184	19.0%	695	700	-0.7%
28 UCSB Shuttle	421	330	27.6%	1,181	735	60.7%
36 Seaside Shuttle*	-	-	0.0%	-	-	0.0%
37 Crosstown Shuttle*	3	3	0.0%	86	15	473.3%
Booster services	21	22	-4.5%	76	90	-15.6%
System Subtotal	8,218	9,156	-10.2%	41,906	45,176	-7.2%
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	-	39	-100.0%	8	595	-98.7%
System Total	8,218	9,195	-10.6%	41,914	45,771	-8.4%

* The electric shuttles cannot carry bicycles.

Table H: November 2017 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date		
	Nov 17	Nov 16	%Change	Jul 17 - Nov 17	Jul 16 - Nov 16	%Change
1 West Santa Barbara	137	113	21.2%	844	571	47.8%
2 East Santa Barbara	200	139	43.9%	1,200	838	43.2%
3 Oak Park	87	91	-4.4%	432	612	-29.4%
4 Mesa/SBCC	3	5	-40.0%	61	57	7.0%
5 Mesa / La Cumbre	73	68	7.4%	349	340	2.6%
6 Goleta	181	187	-3.2%	990	889	11.4%
7 Calle Real / Fairview	149	138	8.0%	948	735	29.0%
8 Calle Real / Turnpike	-	-	0.0%	-	86	-100.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	-	33	-100.0%
10 Cathedral Oaks	-	2	-100.0%	3	8	-62.5%
11 UCSB	235	179	31.3%	1,154	1,014	13.8%
12x Goleta Express	51	49	4.1%	298	306	-2.6%
14 Montecito	59	16	268.8%	204	109	87.2%
15x SBCC / UCSB Express	44	23	91.3%	122	110	10.9%
16 City College Shuttle	39	42	-7.1%	118	159	-25.8%
17 Lower West / SBCC	19	24	-20.8%	89	120	-25.8%
20 Carpinteria	167	110	51.8%	781	452	72.8%
21x Carpinteria Express	17	21	-19.0%	130	112	16.1%
23 Winchester Canyon	2	3	-33.3%	14	24	-41.7%
24x UCSB Express	59	56	5.4%	283	236	19.9%
25 Elwood	5	9	-44.4%	29	31	-6.5%
27 Isla Vista Shuttle	17	-	0.0%	35	7	400.0%
28 UCSB Shuttle	8	5	60.0%	49	12	308.3%
36 Seaside Shuttle	5	4	25.0%	28	33	-15.2%
37 Crosstown Shuttle	16	3	433.3%	77	42	83.3%
Booster Services	1	1	0.0%	5	2	150.0%
System Subtotal	1,574	1,288	22.2%	8,243	6,938	18.8%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	59	93	-36.6%	323	446	-27.6%
31 East Beach Waterfront Shuttle	9	11	-18.2%	40	61	-34.4%
32 West Beach Waterfront Shuttle	5	3	66.7%	24	10	140.0%
Unknown	-	2	100.0%	5	29	-82.8%
System Total	1,647	1,397	17.9%	8,635	7,484	15.4%

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

Table I: Ridership by Day Type

November 2017

November 2016

	November 2017			November 2016			% Change in	
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	Daily Ridership
Weekday	466,102	19	24,532	463,118	19	24,375	157	0.6%
Saturday	59,731	5	11,946	57,327	5	11,465	481	4.2%
Sunday	43,117	5	8,623	41,109	5	8,222	402	4.9%
Total	568,950	29	19,619	561,554	29	19,364	255	1.3%

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	2,230,350	104	21,446	2,252,211	104	21,656	-210	-1.0%
Saturday	262,585	23	11,417	264,440	23	11,497	-81	-0.7%
Sunday	210,714	25	8,429	201,162	25	8,046	382	4.7%
Total	2,703,649	152	17,787	2,717,813	152	17,880	-93	-0.5%

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

External Factors Affecting Ridership

Service Days & School Days:

	Weekdays	Saturdays	Sundays	HS + JHS	SBCC	UCSB
Nov-17	19	5	5	16	19	19
Nov-16	19	5	5	16	19	19

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

Weather:

	Temperature (°F)			Precipitation	
	Maximum	High	Average	Low	
Nov-17	Maximum	61	58	54	Weekday: .07 in (1 days)
	Mean	57	50	43	Saturday: 0 in (0 days) .07 in
	Minimum	48	39	25	Sunday: .4 in (1 day)
Nov-16	Maximum	71	60	48	Weekday: .1 in (2 days)
	Mean	68	56	44	Saturday: 0 in (0 days) .5 in
	Minimum	66	54	41	Sunday: .4 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.