



System Ridership Report: October 2017

System-wide ridership increased 3.1%, or approximately 20,000 passengers, for the month of October as compared to October 2016. There was also one extra weekday yet one less Saturday. UCSB, SBCC and secondary schools were in session one more day which can contribute to the ridership increase. There was also one more weekday yet one less Saturday.

Table A: Ridership Trends by Fare Component

Fare Categories	Month			Fiscal Year to Date		
	Oct 17	Oct 16	%Change	Jul 17 - Oct 17	Jul 16 - Oct 16	%Change
General Fare	75,084	77,227	-2.8%	329,051	339,337	-3.0%
Transfers	47,864	45,307	5.6%	198,788	190,334	4.4%
Full Fare Prepaid ⁽¹⁾	86,400	86,911	-0.6%	355,595	364,120	-2.3%
Santa Barbara City College	87,963	93,089	-5.5%	238,457	258,096	-7.6%
Senior & Disabled Prepaid ⁽²⁾	62,332	57,176	9.0%	238,745	229,096	4.2%
Shuttle (DWE & Seaside)	17,274	17,901	-3.5%	98,598	99,674	-1.1%
UC Santa Barbara	196,291	168,205	16.7%	313,638	289,035	8.5%
Student Prepaid ⁽³⁾	54,554	55,519	-1.7%	194,437	205,317	-5.3%
Free	12,125	12,032	0.8%	48,533	48,183	0.7%
My Ride	6,484	9,134	-29.0%	32,971	37,827	-12.8%
Senior	16,281	19,415	-16.1%	65,546	73,144	-10.4%
Persons with Disabilities	2,831	3,607	-21.5%	12,089	13,634	-11.3%
Tokens	2,018	1,975	2.2%	8,251	8,264	-0.2%
Total	667,501	647,498	3.1%	2,134,699	2,156,061	-1.0%

(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		
	Oct 17	Oct 16	%Change	Jul 17 - Oct 17	Jul 16 - Oct 16	%Change
Passengers	667,501	647,498	3.1%	2,134,699	2,138,061	-0.2%
Revenue Hours	18,117	18,608	-2.6%	54,804	53,549	2.3%
Passengers per Rev Hour	36.84	34.80	5.9%	38.95	39.93	-2.4%
Miles	219,482	227,826	-3.7%	658,712	641,405	2.7%
Passengers per Mile	3.04	2.84	7.0%	3.24	3.33	-2.8%

Table C: October 2017 System Ridership

LINE	Month			Fiscal Year to Date		
	Oct 17	Oct 16	%Change	Jul 17 - Oct 17	Jul 16 - Oct 16	%Change
1 West Santa Barbara	30,701	30,315	1.3%	117,878	119,183	-1.1%
2 East Santa Barbara	48,425	46,879	3.3%	183,897	181,251	1.5%
3 Oak Park	18,540	17,591	5.4%	71,096	67,274	5.7%
4 Mesa/SBCC	12,767	12,049	6.0%	44,495	45,121	-1.4%
5 Mesa / La Cumbre	13,035	13,986	-6.8%	45,358	50,582	-10.3%
6 Goleta	51,963	52,769	-1.5%	198,720	205,032	-3.1%
7 County Health / Fairview	25,453	23,479	8.4%	96,410	72,259	33.4%
8 County Health	-	-	0.0%	-	13,743	-100.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	-	4,257	-100.0%
10 Cathedral Oaks	1,962	2,086	-5.9%	6,374	7,315	-12.9%
11 UCSB	101,971	93,376	9.2%	313,220	312,460	0.2%
12x Goleta Express	17,615	20,212	-12.8%	70,822	81,340	-12.9%
14 Montecito	7,501	7,048	6.4%	29,523	29,607	-0.3%
15x SBCC / UCSB Express	32,419	34,231	-5.3%	79,044	88,235	-10.4%
16 City College Shuttle	12,842	12,582	0.0%	30,678	32,168	0.0%
17 Lower West / SBCC	15,294	15,647	-2.3%	54,089	55,702	-2.9%
20 Carpinteria	26,944	25,203	6.9%	103,864	102,140	1.7%
21x Carpinteria Express	7,440	7,667	-3.0%	27,851	29,649	-6.1%
23 Winchester Canyon	4,703	6,309	-25.5%	16,146	21,917	-26.3%
24x UCSB Express	56,078	61,801	-9.3%	183,060	197,318	-7.2%
25 Elwood	5,662	6,092	-7.1%	21,866	19,356	13.0%
27 Isla Vista Shuttle	42,382	33,963	24.8%	70,641	64,262	9.9%
28 UCSB Shuttle	65,258	50,907	28.2%	101,601	73,685	37.9%
36 Seaside Shuttle	5,853	4,757	23.0%	22,052	24,854	-11.3%
37 Crosstown Shuttle	9,734	8,200	18.7%	33,977	31,563	7.6%
Booster Services	27,385	27,665	-1.0%	65,912	68,653	-4.0%
System Subtotal	641,927	614,814	4.410%	1,988,574	1,998,926	-0.5%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	20,809	26,833	-22.4%	115,718	128,355	-9.8%
31 East Beach Waterfront Shuttle	2,560	4,250	-39.8%	19,490	20,548	-5.1%
32 West Beach Waterfront Shuttle	2,205	1,601	37.7%	10,917	8,430	29.5%
Unknown/Miscellaneous	-	-	0.0%	-	-	0.0%
System Total	667,501	647,498	3.1%	2,134,699	2,156,259	-1.0%
Related Routes						
20, 21x Carpinteria	34,384	32,870	4.6%	131,715	131,789	-0.1%
1, 2, 37 East/West & Crosstown	88,860	85,394	4.1%	335,752	331,997	1.1%
4, 5, 15x, 16, 17 Mesa Lines	86,357	88,495	-2.4%	253,664	271,808	-6.7%
7, 8, 9 Calle Real	25,453	23,479	8.4%	96,410	90,259	6.8%
6, 11 State/Hollister	153,934	146,145	5.3%	511,940	517,492	-1.1%

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: October 2017 - Passengers per Hour

LINE	Month			Fiscal Year to Date			
	Oct 17	Oct 16	%Change	Jul 17 - Oct 17	Jul 16 - Oct 16	%Change	
1	West Santa Barbara	32.1	30.6	4.8%	30.7	30.2	1.8%
2	East Santa Barbara	32.5	29.9	8.5%	30.5	28.9	5.5%
3	Oak Park	22.3	19.9	11.8%	21.9	19.0	15.1%
4	Mesa/SBCC	31.7	30.6	3.8%	28.2	28.6	-1.4%
5	Mesa / La Cumbre	21.6	23.5	-7.8%	19.1	21.3	-10.3%
6	Goleta	29.7	33.4	-11.3%	30.0	32.1	-6.5%
7	Calle Real / Fairview	19.2	18.1	6.0%	18.6	19.2	-3.1%
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	13.0	15.9	-18.3%	10.9	13.8	-21.5%
11	UCSB	38.8	36.7	5.6%	30.6	30.4	0.8%
12x	Goleta Express	28.0	33.3	-16.0%	28.8	33.7	-14.6%
14	Montecito	17.3	16.5	5.2%	17.3	17.4	-0.2%
15x	SBCC / UCSB Express	38.6	42.4	-9.1%	32.4	36.2	-10.5%
16	City College Shuttle	36.4	37.4	-2.6%	37.6	40.2	-6.5%
17	Lower West / SBCC	54.2	56.9	-4.8%	49.1	50.5	-2.9%
20	Carpinteria	21.9	20.2	8.3%	21.8	21.1	3.2%
21x	Carpinteria Express	20.8	24.7	-15.8%	20.8	22.2	-6.3%
23	Winchester Canyon	23.1	28.1	-17.5%	20.0	22.1	-9.6%
24x	UCSB Express	53.3	58.6	-9.0%	43.7	47.1	-7.2%
25	Elwood	24.2	30.1	-19.8%	25.1	28.2	-10.9%
27	Isla Vista Shuttle	60.6	50.0	21.2%	37.4	32.9	13.5%
28	UCSB Shuttle	87.5	70.2	24.6%	45.6	50.3	-9.2%
36	Seaside Shuttle	16.0	13.2	21.1%	15.3	17.3	-11.7%
37	Crosstown Shuttle	18.0	15.9	13.5%	16.3	15.1	7.7%
	Booster Services	85.7	90.9	-5.7%	83.1	88.8	-6.3%
System Average		34.8	34.0	2.3%	29.0	29.5	-1.7%
Downtown Waterfront Shuttles							
30	Downtown Shuttle	25.8	31.1	-17.0%	27.8	29.8	-6.7%
31	East Beach Waterfront Shuttle	15.2	23.9	-36.6%	18.7	19.3	-3.1%
32	West Beach Waterfront Shuttle	26.3	19.3	36.1%	22.8	17.6	29.7%
System Total		34.2	33.8	1.5%	28.7	29.3	-1.9%

Related Routes							
20, 21x	Carpinteria	21.6	21.1	2.6%	21.6	21.4	1.0%
1, 2, 37	East/West & Crosstown	29.7	27.8	7.0%	28.1	27.0	4.1%
4, 5, 15x, 16, 17	Mesa Lines	34.8	36.8	-5.2%	30.5	32.8	-6.9%
7, 8, 9	Calle Real/Fairview	19.2	18.1	6.0%	18.6	19.4	-4.0%
6, 11	State/Hollister	35.1	35.4	-0.9%	30.4	31.1	-2.1%

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

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

LINE	Month			Fiscal Year to Date		
	Oct 17	Oct 16	%Change	Jul 17 - Oct 17	Jul 16 - Oct 16	%Change
1 West Santa Barbara	9	4	125.0%	26	8	225.0%
2 East Santa Barbara	25	6	316.7%	52	17	205.9%
3 Oak Park	2	1	100.0%	3	10	-70.0%
4 Mesa/SBCC	2	1	100.0%	6	2	200.0%
5 Mesa / La Cumbre	2	3	-33.3%	11	17	-35.3%
6 Goleta	15	39	-61.5%	103	131	-21.4%
7 Calle Real / Fairview	5	2	0.0%	5	6	-16.7%
8 Calle Real / Turnpike	-	-	0.0%	-	1	-100.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	-	-	0.0%
10 Cathedral Oaks	-	-	100.0%	1	-	100.0%
11 UCSB	47	56	-16.1%	101	109	-7.3%
12x Goleta Express	10	4	150.0%	53	22	140.9%
14 Montecito	3	-	100.0%	8	3	166.7%
15x SBCC / UCSB Express	17	23	-26.1%	44	58	-24.1%
16 City College Shuttle	4	3	33.3%	13	13	0.0%
17 Lower West / SBCC	1	3	-66.7%	5	14	-64.3%
20 Carpinteria	4	2	100.0%	9	13	-30.8%
21x Carpinteria Express	-	1	-100.0%	1	6	-83.3%
23 Winchester Canyon	2	1	100.0%	2	2	0.0%
24x UCSB Express	57	52	9.6%	156	147	6.1%
25 Ellwood	-	1	-100.0%	-	2	-100.0%
27 Isla Vista Shuttle	51	14	264.3%	56	18	211.1%
28 UCSB Shuttle	32	43	100.0%	41	59	100.0%
36 Seaside Shuttle	-	-	100.0%	1	4	-75.0%
37 CrossTown Shuttle	1	-	0.0%	2	-	0.0%
Booster Services	26	16	62.5%	66	55	20.0%
<i>System Subtotal</i>	315	275	14.5%	765	717	6.7%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	9	10	-10.0%	63	73	-13.7%
31 East Beach Waterfront Shuttle	-	2	100.0%	7	6	16.7%
32 West Beach Waterfront Shuttle	-	-	0.0%	-	-	0.0%
Unknown	1	-	100.0%	2	5	-60.0%
<i>System Total</i>	325	287	13.2%	837	801	4.5%

Classified as a 30-foot vehicle with 10 or more standees, or a 40-foot vehicle with 20 or more standees.

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

LINE	Month			Fiscal Year to Date		
	Oct 17	Oct 16	%Change	Jul 17 - Oct 17	Jul 16 - Oct 16	%Change
1 West Santa Barbara	-	2	-100.0%	-	6	-100.0%
2 East Santa Barbara	4	3	33.3%	13	9	44.4%
3 Oak Park	-	2	-100.0%	-	5	-100.0%
4 Mesa/SBCC	-	-	0.0%	-	1	-100.0%
5 Mesa / La Cumbre	3	-	100.0%	9	1	800.0%
6 Goleta	11	18	-38.9%	30	50	-40.0%
7 Calle Real / Fairview	-	-	0.0%	2	2	0.0%
8 Calle Real / Turnpike	-	-	0.0%	-	-	0.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	-	-	0.0%
10 Cathedral Oaks	-	-	100.0%	1	-	100.0%
11 UCSB	122	84	45.2%	143	112	27.7%
12x Goleta Express	2	2	0.0%	36	20	80.0%
14 Montecito	-	-	0.0%	2	3	-33.3%
15x SBCC / UCSB Express	6	13	-53.8%	25	41	-39.0%
16 City College Shuttle	1	1	0.0%	4	4	0.0%
17 Lower West / SBCC	-	-	0.0%	-	6	-100.0%
20 Carpinteria	-	1	0.0%	1	5	-80.0%
21x Carpinteria Express	-	-	0.0%	-	-	0.0%
23 Winchester Canyon	1	3	100.0%	2	4	-50.0%
24x UCSB Express	82	111	-26.1%	214	227	-5.7%
25 Elwood	-	1	0.0%	-	2	-100.0%
27 Isla Vista Shuttle	56	51	9.8%	60	66	-9.1%
28 UCSB Shuttle	130	117	100.0%	140	151	100.0%
36 Seaside Shuttle	-	-	0.0%	-	8	-100.0%
37 Crosstown Shuttle	1	1	0.0%	1	2	-50.0%
Booster Services	19	5	280.0%	50	24	108.3%
System Subtotal	438	415	5.5%	733	749	-2.1%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	30	54	-44.4%	357	372	-4.0%
31 East Beach Waterfront Shuttle	-	12	-100.0%	1	23	-95.7%
32 West Beach Waterfront Shuttle	2	-	0.0%	6	1	500.0%
Unknown	1	-	100.0%	2	4	-50.0%
System Total	471	481	-2.1%	1,099	1,149	-4.4%

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: October 2017 – Bicycles Carried

LINE	Month			Fiscal Year to Date		
	Oct 17	Oct 16	%Change	Jul 17 - Oct 17	Jul 16 - Oct 16	%Change
1 West Santa Barbara	167	197	-15.2%	684	830	-17.6%
2 East Santa Barbara	414	471	-12.1%	1,799	1,965	-8.4%
3 Oak Park	152	138	10.1%	624	550	13.5%
4 Mesa/SBCC	148	182	-18.7%	664	721	-7.9%
5 Mesa / La Cumbre	233	303	-23.1%	1,059	1,116	-5.1%
6 Goleta	1,175	1,383	-15.0%	4,673	5,334	-12.4%
7 Calle Real / Fairview	607	570	6.5%	2,353	1,791	31.4%
8 Calle Real / Turnpike	-	-	0.0%	-	330	-100.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	-	51	-100.0%
10 Cathedral Oaks	53	41	29.3%	181	188	-3.7%
11 UCSB	1,905	2,094	-9.0%	6,869	7,491	-8.3%
12x Goleta Express	677	705	-4.0%	2,661	2,869	-7.2%
14 Montecito	135	140	-3.6%	566	612	-7.5%
15x SBCC / UCSB Express	504	494	2.0%	1,323	1,282	3.2%
16 City College Shuttle	129	113	14.2%	280	287	-2.4%
17 Lower West / SBCC	87	136	-36.0%	357	540	-33.9%
20 Carpinteria	829	656	26.4%	2,934	2,528	16.1%
21x Carpinteria Express	224	274	-18.2%	853	951	-10.3%
23 Winchester Canyon	101	105	-3.8%	271	405	-33.1%
24x UCSB Express	987	1,387	-28.8%	3,804	4,828	-21.2%
25 Elwood	99	130	-23.8%	357	349	2.3%
27 Isla Vista Shuttle	270	209	29.2%	476	516	-7.8%
28 UCSB Shuttle	422	430	-1.9%	760	687	10.6%
36 Seaside Shuttle*	-	-	0.0%	-	-	0.0%
37 Crosstown Shuttle	7	12	-41.7%	83	99	-16.2%
Booster services	24	27	-11.1%	55	42	31.0%
System Subtotal	9,349	10,197	-8.3%	33,686	36,362	-7.4%
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	-	21	-100.0%	8	213	-96.2%
System Total	9,349	10,218	-8.5%	33,694	36,575	-7.9%

* The electric shuttles cannot carry bicycles.

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

Table H: October 2017 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date		
	Oct 17	Oct 16	%Change	Jul 17 - Oct 17	Jul 16 - Oct 16	%Change
1 West Santa Barbara	200	93	115.1%	707	458	54.4%
2 East Santa Barbara	239	174	37.4%	1,000	699	43.1%
3 Oak Park	58	113	-48.7%	345	523	-34.0%
4 Mesa/SBCC	9	9	0.0%	58	52	11.5%
5 Mesa / La Cumbre	86	75	14.7%	276	272	1.5%
6 Goleta	195	175	11.4%	809	702	15.2%
7 Calle Real / Fairview	201	165	21.8%	799	597	33.8%
8 Calle Real / Turnpike	-	-	0.0%	-	86	-100.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	-	34	-100.0%
10 Cathedral Oaks	-	1	-100.0%	3	6	-50.0%
11 UCSB	223	211	5.7%	919	835	10.1%
12x Goleta Express	56	67	-16.4%	247	257	-3.9%
14 Montecito	50	22	127.3%	145	93	55.9%
15x SBCC / UCSB Express	41	27	51.9%	78	87	-10.3%
16 City College Shuttle	27	42	-35.7%	79	117	-32.5%
17 Lower West / SBCC	13	24	-45.8%	70	96	-27.1%
20 Carpinteria	180	93	93.5%	614	343	79.0%
21x Carpinteria Express	32	18	77.8%	113	91	24.2%
23 Winchester Canyon	5	4	25.0%	12	21	-42.9%
24x UCSB Express	62	43	44.2%	224	180	24.4%
25 Elwood	5	7	-28.6%	24	22	9.1%
27 Isla Vista Shuttle	7	-	100.0%	18	7	157.1%
28 UCSB Shuttle	18	7	100.0%	41	10	100.0%
36 Seaside Shuttle	4	7	-42.9%	23	29	-20.7%
37 CrossTown Shuttle	12	4	200.0%	61	39	56.4%
Booster Services	-	-	0.0%	4	1	0.0%
System Subtotal	1,723	1,381	24.8%	6,669	5,657	17.9%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	85	114	-25.4%	264	359	-26.5%
31 East Beach Waterfront Shuttle	8	16	-50.0%	31	50	-38.0%
32 West Beach Waterfront Shuttle	6	1	500.0%	19	7	171.4%
Unknown	1	-	100.0%	5	23	-78.3%
System Total	1,823	1,512	20.6%	6,988	6,096	14.6%

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

Table I: Ridership by Day Type

Oct 2017

Oct 2016

	Oct 2017			Oct 2016			Change in Daily Ridership	% Change in Daily Ridership
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership		
Weekday	566,734	22	25,761	536,269	21	25,537	224	0.9%
Saturday	52,556	4	13,139	65,986	5	13,197	-58	-0.4%
Sunday	48,211	5	9,642	45,243	5	9,049	594	6.6%
Total	667,501	31	21,532	647,498	31	20,887	645	3.1%

FY 2018

FY 2017

	FY 2018			FY 2017			Change in Daily Ridership	% Change in Daily Ridership
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership		
Weekday	1,764,248	85	20,756	1,789,093	85	21,048	-292	-1.4%
Saturday	202,854	18	11,270	207,113	18	11,506	-237	-2.1%
Sunday	167,597	20	8,380	160,053	20	8,003	377	4.7%
Total	2,134,699	123	17,355	2,156,259	123	17,531	-175	-1.0%

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 October as compared to October 2016. UCSB had five less days of regular session classes as compared to last year.

	Weekdays	Saturdays	Sundays	HS + JHS	SBCC	UCSB
Oct 17	22	4	5	21	22	22
Oct 16	21	5	5	20	21	21

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

Weather: Temperatures for October 2017 were higher than last October. The number of precipitation days for the month of September were slightly lower than last year, with a total of two days.

	Temperature (°F)			Precipitation		
	High	Average	Low			
Oct 17	Maximum	97	76	60	Weekday: 0 in	
	Mean	79	65	51	Saturday: 0 in	0 in
	Minimum	64	60	45	Sunday: 0 in	
Oct 16	Maximum	91	71	62	Weekday: 0.29 in (1 Day)	
	Mean	75	63	51	Saturday: 0.2 in (2 Days)	.91 in
	Minimum	67	57	45	Sunday: 0.42 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.