



System Ridership Report: September 2017

System-wide ridership decreased 6.7%, or approximately 37,000 passengers, for the month of September as compared to September 2016. UCSB was in session five less days (only two days total) and SBCC and secondary schools were in session one less day which can contribute to the ridership decrease. There was also one less weekday yet one more Saturday.

Table A: Ridership Trends by Fare Component

Fare Categories	Month			Fiscal Year to Date		
	Sep 17	Sep 16	%Change	Jul 17 - Sep 17	Jul 16 - Sep 16	%Change
General Fare	77,868	81,852	-4.9%	253,967	258,909	-1.9%
Transfers	48,541	46,126	5.2%	150,924	142,042	6.3%
Full Fare Prepaid ⁽¹⁾	83,361	85,623	-2.6%	269,195	273,696	-1.6%
Santa Barbara City College	81,586	92,652	-11.9%	150,494	164,574	-8.6%
Senior & Disabled Prepaid ⁽²⁾	57,924	56,854	1.9%	176,413	167,757	5.2%
Shuttle (DWE & Seaside)	19,421	20,486	-5.2%	81,324	81,773	-0.5%
UC Santa Barbara	55,848	70,735	-21.0%	117,347	120,700	-2.8%
Student Prepaid ⁽³⁾	50,249	53,646	-6.3%	139,883	148,732	-5.9%
Free	11,540	11,457	0.7%	36,408	35,086	3.8%
My Ride	7,367	9,286	-20.7%	26,487	28,504	-7.1%
Senior	15,949	17,622	-9.5%	49,265	53,173	-7.3%
Persons with Disabilities	3,015	3,390	-11.1%	9,258	9,773	-5.3%
Tokens	1,881	2,054	-8.4%	6,233	5,844	6.7%
Total	514,550	551,783	-6.7%	1,467,198	1,490,563	-1.6%

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

Table B: Revenue Hours and Revenue Miles

Metrics	Month			Fiscal Year to Date		
	Sep 17	Sep 16	%Change	Jul 17 - Sep 17	Jul 16 - Sep 16	%Change
Passengers	514,550	551,783	-6.7%	1,467,198	1,490,563	-1.6%
Revenue Hours	18,117	18,608	-2.6%	54,804	53,549	2.3%
Passengers per Rev Hour	28.40	29.65	-4.2%	26.77	27.84	-3.8%
Miles	219,482	227,826	-3.7%	658,712	641,405	2.7%
Passengers per Mile	2.34	2.42	-3.2%	2.23	2.32	-4.2%

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

Table C: September 2017 System Ridership

LINE	Month			Fiscal Year to Date		
	Sep 17	Sep 16	%Change	Jul 17 - Sep 17	Jul 16 - Sep 16	%Change
1 West Santa Barbara	29,237	30,383	-3.8%	87,177	88,868	-1.9%
2 East Santa Barbara	47,511	46,192	2.9%	135,472	134,372	0.8%
3 Oak Park	18,416	16,888	9.0%	52,556	49,683	5.8%
4 Mesa/SBCC	12,228	11,559	5.8%	31,728	33,072	-4.1%
5 Mesa / La Cumbre	11,928	13,994	-14.8%	32,323	36,596	-11.7%
6 Goleta	49,455	50,609	-2.3%	146,757	152,263	-3.6%
7 County Health / Fairview	22,938	22,411	2.4%	70,957	48,780	45.5%
8 County Health	-	-	0.0%	-	13,743	-100.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	-	4,257	-100.0%
10 Cathedral Oaks	1,986	2,194	-9.5%	4,412	5,229	-15.6%
11 UCSB	71,622	72,475	-1.2%	211,249	219,084	-3.6%
12x Goleta Express	15,728	18,775	-16.2%	53,207	61,128	-13.0%
14 Montecito	6,852	7,199	-4.8%	22,022	22,559	-2.4%
15x SBCC / UCSB Express	25,782	31,651	-18.5%	46,625	54,004	-13.7%
16 City College Shuttle	11,916	13,910	0.0%	17,836	19,586	0.0%
17 Lower West / SBCC	14,042	15,699	-10.6%	38,795	40,055	-3.1%
20 Carpinteria	25,145	23,618	6.5%	76,920	76,937	0.0%
21x Carpinteria Express	6,700	7,357	-8.9%	20,411	21,982	-7.1%
23 Winchester Canyon	3,754	5,000	-24.9%	11,443	15,608	-26.7%
24x UCSB Express	34,927	42,644	-18.1%	126,982	135,517	-6.3%
25 Elwood	4,878	5,312	-8.2%	16,204	13,264	22.2%
27 Isla Vista Shuttle	12,616	16,357	-22.9%	28,259	30,299	-6.7%
28 UCSB Shuttle	17,440	20,814	-16.2%	36,343	22,778	59.6%
36 Seaside Shuttle	5,322	5,907	-9.9%	16,199	20,097	-19.4%
37 Crosstown Shuttle	8,660	7,803	11.0%	24,243	23,363	3.8%
Booster Services	26,325	29,555	-10.9%	38,527	40,988	-6.0%
System Subtotal	485,408	518,306	-6.347%	1,346,647	1,384,112	-2.7%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	23,565	27,829	-15.3%	94,909	101,522	-6.5%
31 East Beach Waterfront Shuttle	3,245	4,207	-22.9%	16,930	16,298	3.9%
32 West Beach Waterfront Shuttle	2,332	1,639	42.3%	8,712	6,829	27.6%
Unknown/Miscellaneous	-	-	0.0%	-	-	0.0%
System Total	514,550	551,981	-6.8%	1,467,198	1,508,761	-2.8%
Related Routes						
20, 21x Carpinteria	31,845	30,975	2.8%	97,331	98,919	-1.6%
1, 2, 37 East/West & Crosstown	85,408	84,378	1.2%	246,892	246,603	0.1%
4, 5, 15x, 16, 17 Mesa Lines	75,896	86,813	-12.6%	167,307	183,313	-8.7%
7, 8, 9 Calle Real	22,938	22,411	2.4%	70,957	66,780	6.3%
6, 11 State/Hollister	121,077	123,084	-1.6%	358,006	371,347	-3.6%

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: September 2017 - Passengers per Hour

LINE	Month			Fiscal Year to Date		
	Sep 17	Sep 16	%Change	Jul 17 - Sep 17	Jul 16 - Sep 16	%Change
1 West Santa Barbara	32.2	31.4	2.5%	30.3	30.0	0.8%
2 East Santa Barbara	33.6	30.1	11.7%	29.9	28.6	4.4%
3 Oak Park	23.7	19.4	22.2%	21.8	18.7	16.2%
4 Mesa/SBCC	32.3	29.9	8.1%	27.0	28.0	-3.4%
5 Mesa / La Cumbre	20.8	24.1	-13.8%	18.2	20.6	-11.3%
6 Goleta	29.6	32.9	-9.9%	30.2	31.7	-4.8%
7 Calle Real / Fairview	18.4	17.6	4.8%	18.4	19.7	-6.8%
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	14.2	16.8	-15.6%	10.1	13.1	-23.0%
11 UCSB	28.5	29.3	-2.8%	27.8	28.3	-1.8%
12x Goleta Express	26.1	31.9	-18.3%	29.1	33.9	-14.1%
14 Montecito	16.7	17.3	-3.6%	17.3	17.6	-1.8%
15x SBCC / UCSB Express	34.9	40.2	-13.2%	29.1	33.1	-12.0%
16 City College Shuttle	37.2	41.4	-10.1%	38.4	42.2	-8.9%
17 Lower West / SBCC	53.3	58.0	-8.1%	47.3	48.4	-2.3%
20 Carpinteria	21.5	19.4	10.6%	21.8	21.4	1.5%
21x Carpinteria Express	20.1	24.1	-16.9%	20.9	21.5	-2.9%
23 Winchester Canyon	19.3	22.8	-15.3%	19.0	20.4	-7.1%
24x UCSB Express	34.8	41.4	-15.9%	40.5	43.3	-6.4%
25 Elwood	21.9	26.9	-18.6%	25.5	27.4	-7.1%
27 Isla Vista Shuttle	29.1	32.0	-9.0%	23.8	23.8	-0.4%
28 UCSB Shuttle	33.1	35.7	-7.1%	24.6	30.7	-20.1%
36 Seaside Shuttle	15.2	16.8	-9.3%	15.0	18.7	-19.5%
37 Crosstown Shuttle	17.7	15.1	16.7%	15.7	14.9	5.6%
Booster Services	86.8	92.8	-6.5%	81.4	87.4	-6.8%
System Average	28.6	29.8	-4.0%	26.8	27.8	-3.6%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	27.6	30.7	-10.1%	28.3	29.5	-4.0%
31 East Beach Waterfront Shuttle	17.0	20.1	-15.4%	19.4	18.4	5.6%
32 West Beach Waterfront Shuttle	26.0	18.0	44.8%	22.1	17.2	28.1%
System Total	28.4	29.7	-4.3%	26.8	27.7	-3.4%

Related Routes						
20, 21x Carpinteria	21.2	20.4	3.9%	21.6	21.4	0.5%
1, 2, 37 East/West & Crosstown	30.4	28.0	8.7%	27.6	26.7	3.1%
4, 5, 15x, 16, 17 Mesa Lines	33.4	36.7	-9.2%	28.7	31.1	-7.9%
7, 8, 9 Calle Real/Fairview	18.4	17.6	4.8%	18.4	19.8	-7.4%
6, 11 State/Hollister	29.0	30.7	-5.7%	28.7	29.6	-3.0%

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

Table E: September 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		
	Sep 17	Sep 16	%Change	Jul 17 - Sep 17	Jul 16 - Sep 16	%Change
1 West Santa Barbara	7	2	250.0%	17	4	325.0%
2 East Santa Barbara	13	7	85.7%	27	11	145.5%
3 Oak Park	1	2	-50.0%	1	9	-88.9%
4 Mesa/SBCC	2	1	100.0%	4	1	300.0%
5 Mesa / La Cumbre	3	7	-57.1%	9	14	-35.7%
6 Goleta	16	33	-51.5%	88	92	-4.3%
7 Calle Real / Fairview	-	-	0.0%	-	4	-100.0%
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	16	16	0.0%	54	53	1.9%
12x Goleta Express	1	2	-50.0%	43	18	138.9%
14 Montecito	-	-	100.0%	5	3	66.7%
15x SBCC / UCSB Express	20	24	-16.7%	27	35	-22.9%
16 City College Shuttle	7	8	-12.5%	9	10	-10.0%
17 Lower West / SBCC	2	5	-60.0%	4	11	-63.6%
20 Carpinteria	-	-	100.0%	5	11	-54.5%
21x Carpinteria Express	-	1	-100.0%	1	5	-80.0%
23 Winchester Canyon	-	1	-100.0%	-	1	-100.0%
24x UCSB Express	16	28	-42.9%	99	96	3.1%
25 Elwood	-	1	-100.0%	-	1	-100.0%
27 Isla Vista Shuttle	3	4	-25.0%	5	4	25.0%
28 UCSB Shuttle	9	-	100.0%	9	-	100.0%
36 Seaside Shuttle	1	-	100.0%	1	5	-80.0%
37 CrossTown Shuttle	1	-	0.0%	-	-	0.0%
Booster Services	38	29	31.0%	38	39	-2.6%
System Subtotal	156	171	-8.8%	447	428	4.4%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	2	8	-75.0%	53	63	-15.9%
31 East Beach Waterfront Shuttle	-	-	100.0%	7	4	75.0%
32 West Beach Waterfront Shuttle	-	-	0.0%	-	-	0.0%
Unknown	-	17	-100.0%	-	20	-100.0%
System Total	158	196	-19.4%	507	515	-1.6%

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

LINE	Month			Fiscal Year to Date		
	Sep 17	Sep 16	%Change	Jul 17 - Sep 17	Jul 16 - Sep 16	%Change
1 West Santa Barbara	-	4	-100.0%	-	4	-100.0%
2 East Santa Barbara	5	3	66.7%	9	6	50.0%
3 Oak Park	-	2	-100.0%	-	3	-100.0%
4 Mesa/SBCC	-	-	0.0%	-	1	-100.0%
5 Mesa / La Cumbre	1	1	0.0%	6	1	500.0%
6 Goleta	6	13	-53.8%	19	32	-40.6%
7 Calle Real / Fairview	1	1	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	1	-	100.0%	1	-	100.0%
11 UCSB	2	13	-84.6%	21	28	-25.0%
12x Goleta Express	-	-	0.0%	34	18	88.9%
14 Montecito	-	-	0.0%	2	3	-33.3%
15x SBCC / UCSB Express	9	16	-43.8%	19	28	-32.1%
16 City College Shuttle	1	3	-66.7%	3	3	0.0%
17 Lower West / SBCC	-	2	-100.0%	-	6	-100.0%
20 Carpinteria	-	-	0.0%	1	4	-75.0%
21x Carpinteria Express	-	-	0.0%	-	-	0.0%
23 Winchester Canyon	1	-	100.0%	1	1	0.0%
24x UCSB Express	21	44	-52.3%	132	116	13.8%
25 Elwood	-	-	0.0%	-	1	-100.0%
27 Isla Vista Shuttle	3	15	-80.0%	4	15	-73.3%
28 UCSB Shuttle	10	-	100.0%	10	-	100.0%
36 Seaside Shuttle	-	1	-100.0%	-	10	-100.0%
37 Crosstown Shuttle	-	1	-100.0%	-	1	-100.0%
Booster Services	17	13	30.8%	32	19	68.4%
System Subtotal	78	132	-40.9%	296	302	-2.0%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	70	67	4.5%	282	318	-11.3%
31 East Beach Waterfront Shuttle	-	1	-100.0%	1	11	-90.9%
32 West Beach Waterfront Shuttle	4	1	0.0%	4	1	0.0%
Unknown	-	35	-100.0%	-	38	-100.0%
System Total	152	236	-35.6%	583	670	-13.0%

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: September 2017 – Bicycles Carried

LINE	Month			Fiscal Year to Date		
	Sep 17	Sep 16	%Change	Jul 17 - Sep 17	Jul 16 - Sep 16	%Change
1 West Santa Barbara	188	198	-5.1%	517	633	-18.3%
2 East Santa Barbara	440	492	-10.6%	1,385	1,494	-7.3%
3 Oak Park	142	127	11.8%	472	412	14.6%
4 Mesa/SBCC	169	189	-10.6%	516	539	-4.3%
5 Mesa / La Cumbre	251	302	-16.9%	826	812	1.7%
6 Goleta	1,173	1,367	-14.2%	3,498	3,949	-11.4%
7 Calle Real / Fairview	557	577	-3.5%	1,746	1,222	42.9%
8 Calle Real / Turnpike	-	-	0.0%	-	330	-100.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	-	51	-100.0%
10 Cathedral Oaks	31	43	-27.9%	128	146	-12.3%
11 UCSB	1,699	1,833	-7.3%	4,964	5,392	-7.9%
12x Goleta Express	669	668	0.1%	1,984	2,164	-8.3%
14 Montecito	148	158	-6.3%	431	472	-8.7%
15x SBCC / UCSB Express	411	376	9.3%	819	788	3.9%
16 City College Shuttle	95	130	-26.9%	151	174	0.0%
17 Lower West / SBCC	66	167	-60.5%	270	404	-33.2%
20 Carpinteria	711	637	11.6%	2,105	1,860	13.2%
21x Carpinteria Express	200	304	-34.2%	629	675	-6.8%
23 Winchester Canyon	64	101	-36.6%	170	300	-43.3%
24x UCSB Express	792	1,237	-36.0%	2,817	3,441	-18.1%
25 Elwood	65	103	-36.9%	258	218	18.3%
27 Isla Vista Shuttle	89	152	-41.4%	206	307	-32.9%
28 UCSB Shuttle	150	238	100.0%	338	-	100.0%
36 Seaside Shuttle*	-	-	0.0%	-	-	0.0%
37 Crosstown Shuttle	6	11	100.0%	76	-	100.0%
Booster services	27	32	-15.6%	32	42	0.0%
System Subtotal	8,143	9,442	-13.8%	24,338	25,825	-5.8%
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	-	2	-100.0%	267	509	-47.5%
System Total	8,143	9,444	-13.8%	24,605	26,334	-6.6%

* The electric shuttles cannot carry bicycles.

Table H: September 2017 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date		
	Sep 17	Sep 16	%Change	Jul 17 - Sep 17	Jul 16 - Sep 16	%Change
1 West Santa Barbara	180	117	53.8%	506	365	38.6%
2 East Santa Barbara	270	177	52.5%	761	525	45.0%
3 Oak Park	84	150	-44.0%	287	410	-30.0%
4 Mesa/SBCC	14	13	7.7%	49	43	14.0%
5 Mesa / La Cumbre	74	76	-2.6%	190	196	-3.1%
6 Goleta	176	161	9.3%	614	526	16.7%
7 Calle Real / Fairview	189	199	-5.0%	599	432	38.7%
8 Calle Real / Turnpike	-	-	0.0%	-	86	-100.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	-	33	-100.0%
10 Cathedral Oaks	1	2	-50.0%	3	5	-40.0%
11 UCSB	230	200	15.0%	697	623	11.9%
12x Goleta Express	53	59	-10.2%	191	190	0.5%
14 Montecito	51	35	45.7%	95	71	33.8%
15x SBCC / UCSB Express	21	24	-12.5%	37	60	-38.3%
16 City College Shuttle	38	59	-35.6%	52	75	-30.7%
17 Lower West / SBCC	12	26	-53.8%	57	72	-20.8%
20 Carpinteria	166	70	137.1%	435	249	74.7%
21x Carpinteria Express	21	32	-34.4%	81	73	11.0%
23 Winchester Canyon	3	3	0.0%	7	17	-58.8%
24x UCSB Express	49	39	25.6%	161	137	17.5%
25 Elwood	4	8	-50.0%	19	15	26.7%
27 Isla Vista Shuttle	5	2	150.0%	11	7	57.1%
28 UCSB Shuttle	10	-	100.0%	23	-	100.0%
36 Seaside Shuttle	5	5	0.0%	13	22	-40.9%
37 CrossTown Shuttle	9	10	-10.0%	48	35	37.1%
Booster Services	4	1	0.0%	4	1	0.0%
System Subtotal	1,669	1,468	13.7%	4,940	4,268	15.7%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	58	95	-38.9%	174	245	-29.0%
31 East Beach Waterfront Shuttle	2	9	-77.8%	24	34	-29.4%
32 West Beach Waterfront Shuttle	3	1	200.0%	12	7	71.4%
Unknown	-	10	-100.0%	1	26	-96.2%
System Total	1,732	1,583	9.4%	5,151	4,580	12.5%

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

Table I: Ridership by Day Type

	Sep 2017			Sep 2016			Change in Daily Ridership	% Change in Daily Ridership
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership		
Weekday	422,379	20	21,119	473,234	21	22,535	-1,416	-6.3%
Saturday	54,345	5	10,869	44,717	4	11,179	-310	-2.8%
Sunday	37,826	5	7,565	34,030	5	6,806	759	11.2%
Total	514,550	30	17,152	551,981	30	18,399	-1,248	-6.8%

	FY 2018			FY 2017			Change in Daily Ridership	% Change in Daily Ridership
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership		
Weekday	1,197,514	63	19,008	1,252,824	64	19,575	-567	-2.9%
Saturday	150,298	14	10,736	141,127	13	10,856	-120	-1.1%
Sunday	119,386	15	7,959	114,810	15	7,654	305	4.0%
Total	1,467,198	92	15,948	1,508,761	92	16,400	-452	-2.8%

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

	Weekdays	Saturdays	Sundays	HS + JHS	SBCC	UCSB
Sep 17	20	5	5	20	20	2 + 11 SS
Sep 16	21	4	5	21	21	7 + 6 SS

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

Weather: Temperatures for September 2017 were higher than last September. 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		
	Maximum	High	Average	Low	Weekday	Saturday
Sep 17	Maximum	97	84	71	0.03 (2 days)	
	Mean	78	68	57	Saturday: 0 in (0 days)	0.16 in
	Minimum	71	60	47	Sunday: .13 in (1 day)	
Sep 16	Maximum	101	79	61	Weekday: .2 in (3 days)	
	Mean	77	66	55	Saturday: 0 in (0 days)	0.2 in
	Minimum	65	60	48	Sunday: 0 in (0 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.