



System Ridership Report: October 2016

System-wide ridership decreased 7.8%, or more than 54,000 passengers, for the month of October as compared to October 2015. When comparing ridership to October 2015, UCSB and senior ridership increased. There was one less weekday, less school days and more rainy days which can comparatively lessen ridership to some degree. There was one additional Sunday.

Table A: Ridership Trends by Fare Component

Fare Categories	Month			Fiscal Year to Date		
	Oct 16	Oct 15	%Change	Jul 16 - Oct 16	Jul 15 - Oct 15	%Change
General Fare	77,227	88,289	-12.5%	339,337	392,961	-13.6%
Transfers	45,307	55,339	-18.1%	190,334	222,802	-14.6%
Full Fare Prepaid ⁽¹⁾	86,911	105,113	-17.3%	364,120	448,407	-18.8%
Santa Barbara City College	93,089	117,074	-20.5%	258,096	324,302	-20.4%
Senior & Disabled Prepaid ⁽²⁾	57,176	59,393	-3.7%	229,096	234,013	-2.1%
Shuttle (DWE & Seaside)	17,901	21,814	-17.9%	99,674	108,109	-7.8%
UC Santa Barbara	168,205	142,707	17.9%	289,035	254,451	13.6%
Student Prepaid ⁽³⁾	55,519	65,938	-15.8%	205,317	223,370	-8.1%
Free	12,032	14,822	-18.8%	48,183	60,761	-20.7%
My Ride	9,134	8,490	7.6%	37,827	43,540	-13.1%
Senior	19,415	17,939	8.2%	73,144	63,897	14.5%
Persons with Disabilities	3,607	3,522	2.4%	13,634	13,244	2.9%
Tokens	1,975	2,143	-7.8%	8,264	8,068	2.4%
Total	647,498	702,583	-7.8%	2,156,061	2,397,925	-10.1%

(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		
	Oct 16	Oct 15	%Change	Jul 16 - Oct 16	Jul 15 - Oct 15	%Change
Passengers	647,498	702,583	-7.8%	2,156,061	2,397,925	-10.1%
Revenue Hours	19,183	18,640	2.9%	73,624	71,229	3.4%
Passengers per Rev Hour	33.75	37.69	-10.4%	29.28	33.67	-13.0%
Miles	235,284	228,901	2.8%	886,680	858,127	3.3%
Passengers per Mile	2.75	3.07	-10.3%	2.43	2.79	-13.0%

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

Table C: October 2016 System Ridership

LINE	Month			Fiscal Year to Date		
	Oct 16	Oct 15	%Change	Jul 16 - Oct 16	Jul 15 - Oct 15	%Change
1 West Santa Barbara	30,315	36,595	-17.2%	119,183	137,812	-13.5%
2 East Santa Barbara	46,879	57,045	-17.8%	181,251	216,453	-16.3%
3 Oak Park	17,591	19,225	-8.5%	67,274	74,015	-9.1%
4 Mesa/SBCC	12,049	13,485	-10.6%	45,121	50,104	-9.9%
5 Mesa / La Cumbre	13,986	15,530	-9.9%	50,582	58,692	-13.8%
6 Goleta	52,769	60,259	-12.4%	205,032	233,862	-12.3%
7 County Health / Fairview	23,479	11,762	99.6%	72,259	49,310	46.5%
8 County Health	-	9,504	-100.0%	13,743	36,684	-62.5%
9 Calle Real / Old Town Shuttle	-	3,220	-100.0%	4,257	12,227	-65.2%
10 Cathedral Oaks	2,086	3,174	-34.3%	7,315	9,340	-21.7%
11 UCSB	93,376	111,561	-16.3%	312,460	378,067	-17.4%
12x Goleta Express	20,212	22,830	-11.5%	81,340	86,998	-6.5%
14 Montecito	7,048	8,856	-20.4%	29,607	34,360	-13.8%
15x SBCC / UCSB Express	34,231	45,182	-24.2%	88,235	118,380	-25.5%
16 City College Shuttle	12,582	20,954	-40.0%	32,168	45,380	-29.1%
17 Lower West / SBCC	15,647	16,453	-4.9%	55,702	64,124	-13.1%
20 Carpinteria	25,203	28,294	-10.9%	102,140	113,453	-10.0%
21x Carpinteria Express	7,667	9,355	-18.0%	29,649	35,956	-17.5%
23 Winchester Canyon	6,309	5,754	9.6%	21,917	22,401	-2.2%
24x UCSB Express	61,801	74,025	-16.5%	197,318	230,783	-14.5%
25 Ellwood	6,092	4,663	30.6%	19,356	17,908	8.1%
27 Isla Vista Shuttle	33,963	43,578	-22.1%	64,262	80,613	-20.3%
28 UCSB Shuttle	50,907	-	100.0%	73,685	-	100.0%
36 Seaside Shuttle	4,757	8,141	-41.6%	24,854	28,266	-12.1%
37 Crosstown Shuttle	8,200	10,003	-18.0%	31,563	34,617	-8.8%
Booster Services	27,665	32,179	-14.0%	68,653	70,423	-2.5%
System Subtotal	614,814	671,627	-8.5%	1,998,926	2,240,228	-10.8%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	26,833	25,281	6.1%	128,355	126,462	1.5%
31 East Beach Waterfront Shuttle	4,250	2,790	52.3%	20,548	19,653	4.6%
32 West Beach Waterfront Shuttle	1,601	2,885	-44.5%	8,430	11,582	-27.2%
Unknown/Miscellaneous	-	-	0.0%	-	-	0.0%
System Total	647,498	702,583	-7.8%	2,156,259	2,397,925	-10.1%
Related Routes						
20, 21x Carpinteria	32,870	37,649	-12.7%	131,789	149,409	-11.8%
1, 2, 37 East/West & Crosstown	85,394	103,643	-17.6%	331,997	388,882	-14.6%
4, 5, 15x, 16, 17 Mesa Lines	88,495	111,604	-20.7%	271,808	336,680	-19.3%
7, 8, 9 Calle Real	23,479	24,486	-4.1%	90,259	98,221	-8.1%
6, 11 State/Hollister	146,145	171,820	-14.9%	517,492	611,929	-15.4%

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 2016 - Passengers per Hour

LINE	Month			Fiscal Year to Date			
	Oct 16	Oct 15	%Change	Jul 16 - Oct 16	Jul 15 - Oct 15	%Change	
1	West Santa Barbara	30.6	38.2	-19.9%	30.2	36.3	-16.9%
2	East Santa Barbara	29.9	38.2	-21.7%	28.9	36.9	-21.7%
3	Oak Park	19.9	21.2	-5.8%	19.0	20.8	-8.4%
4	Mesa/SBCC	30.6	33.4	-8.3%	28.6	31.6	-9.3%
5	Mesa / La Cumbre	23.5	25.6	-8.4%	21.3	24.6	-13.4%
6	Goleta	33.4	36.0	-7.0%	32.1	35.5	-9.5%
7	Calle Real / Fairview	18.1	25.7	-29.4%	19.2	27.6	-30.6%
8	Calle Real / Turnpike	-	29.3	-100.0%	26.0	28.7	-9.4%
9	Calle Real / Old Town Shuttle	-	14.7	-100.0%	11.7	14.1	-17.2%
10	Cathedral Oaks	15.9	23.1	-31.3%	13.8	17.5	-20.8%
11	UCSB	36.7	41.9	-12.3%	30.4	35.9	-15.4%
12x	Goleta Express	33.3	37.4	-10.8%	33.7	37.7	-10.4%
14	Montecito	16.5	19.9	-17.4%	17.4	20.0	-13.0%
15x	SBCC / UCSB Express	42.4	53.3	-20.4%	36.2	47.9	-24.4%
16	City College Shuttle	37.4	59.5	-37.1%	40.2	57.3	-29.9%
17	Lower West / SBCC	56.9	58.1	-2.0%	50.5	57.7	-12.5%
20	Carpinteria	20.2	24.0	-15.9%	21.1	24.5	-13.8%
21x	Carpinteria Express	24.7	24.6	0.3%	22.2	24.3	-8.4%
23	Winchester Canyon	28.1	20.3	38.0%	22.1	19.9	11.1%
24x	UCSB Express	58.6	68.6	-14.6%	47.1	58.1	-18.9%
25	Ellwood	30.1	35.6	-15.3%	28.2	34.3	-17.8%
27	Isla Vista Shuttle	50.0	62.5	-20.1%	32.9	41.5	-20.7%
28	UCSB Shuttle	70.2	-	100.0%	50.3	-	100.0%
36	Seaside Shuttle	13.2	22.3	-40.9%	17.3	19.6	-11.8%
37	Crosstown Shuttle	15.9	18.5	-14.2%	15.1	16.4	-7.6%
	Booster Services	90.9	97.1	-6.4%	88.8	93.6	-5.1%
System Average		34.0	38.7	-11.9%	29.5	34.4	-14.2%
Downtown Waterfront Shuttles							
30	Downtown Shuttle	31.1	25.9	19.8%	29.8	28.1	5.9%
31	East Beach Waterfront Shuttle	23.9	16.0	49.6%	19.3	18.6	3.6%
32	West Beach Waterfront Shuttle	19.3	24.9	-22.6%	17.6	22.4	-21.6%
System Total		33.8	37.7	-10.4%	29.3	33.7	-13.0%

Related Routes							
20, 21x	Carpinteria	21.1	24.2	-12.7%	21.4	24.4	-12.7%
1, 2, 37	East/West & Crosstown	27.8	34.6	-19.8%	27.0	33.0	-18.3%
4, 5, 15x, 16, 17	Mesa Lines	36.8	44.8	-17.9%	32.8	40.3	-18.7%
7, 8, 9	Calle Real/Fairview	18.1	24.4	-25.8%	19.4	25.0	-22.5%
6, 11	State/Hollister	35.4	39.6	-10.5%	31.1	35.8	-13.1%

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

Table E: October 2016 – ‘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		
	Oct 16	Oct 15	%Change	Jul 16 - Oct 16	Jul 15 - Oct 15	%Change
1 West Santa Barbara	4	1	0.0%	8	6	0.0%
2 East Santa Barbara	6	13	-53.8%	17	46	-63.0%
3 Oak Park	1	2	-50.0%	10	8	25.0%
4 Mesa/SBCC	1	1	0.0%	2	2	0.0%
5 Mesa / La Cumbre	3	5	-40.0%	17	20	-15.0%
6 Goleta	39	17	129.4%	131	80	63.8%
7 Calle Real / Fairview	2	-	100.0%	6	15	-60.0%
8 Calle Real / Turnpike	-	2	-100.0%	1	2	-50.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	-	-	0.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	56	54	3.7%	109	145	-24.8%
12x Goleta Express	4	8	-50.0%	22	27	-18.5%
14 Montecito	-	3	-100.0%	3	8	-62.5%
15x SBCC / UCSB Express	23	23	0.0%	58	65	-10.8%
16 City College Shuttle	3	27	-88.9%	13	41	-68.3%
17 Lower West / SBCC	3	3	0.0%	14	28	-50.0%
20 Carpinteria	2	13	-84.6%	13	30	-56.7%
21x Carpinteria Express	1	1	0.0%	6	6	0.0%
23 Winchester Canyon	1	-	100.0%	2	-	100.0%
24x UCSB Express	52	77	-32.5%	148	244	-39.3%
25 Ellwood	1	-	100.0%	2	-	100.0%
27 Isla Vista Shuttle	14	74	-81.1%	18	91	-80.2%
28 UCSB Shuttle	43	-	100.0%	-	-	0.0%
36 Seaside Shuttle	-	4	-100.0%	-	-	0.0%
37 Crosstown Shuttle	-	-	0.0%	5	20	-75.0%
Booster Services	16	69	-76.8%	-	4	-100.0%
System Subtotal	275	397	-30.7%	605	888	-31.9%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	10	8	25.0%	73	154	-52.6%
31 East Beach Waterfront Shuttle	2	-	100.0%	6	8	-25.0%
32 West Beach Waterfront Shuttle	-	-	0.0%	-	-	0.0%
Unknown	-	1	100.0%	20	1	1900.0%
System Total	287	406	-29.3%	704	1,051	-33.0%

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

Table F: October 2016 – ‘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		
	Oct 16	Oct 15	%Change	Jul 16 - Oct 16	Jul 15 - Oct 15	%Change
1 West Santa Barbara	2	-	0.0%	6	1	0.0%
2 East Santa Barbara	3	16	-81.3%	9	30	-70.0%
3 Oak Park	2	-	100.0%	5	1	400.0%
4 Mesa/SBCC	-	-	0.0%	1	-	100.0%
5 Mesa / La Cumbre	-	2	-100.0%	1	11	-90.9%
6 Goleta	18	18	0.0%	50	66	-24.2%
7 Calle Real / Fairview	-	1	-100.0%	2	6	-66.7%
8 Calle Real / Turnpike	-	-	0.0%	-	-	0.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	-	-	0.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	84	64	31.3%	112	131	-14.5%
12x Goleta Express	2	8	-75.0%	20	31	-35.5%
14 Montecito	-	-	0.0%	3	-	100.0%
15x SBCC / UCSB Express	13	20	-35.0%	41	107	-61.7%
16 City College Shuttle	1	13	-92.3%	4	20	-80.0%
17 Lower West / SBCC	-	-	0.0%	6	11	-45.5%
20 Carpinteria	1	12	-91.7%	5	14	-64.3%
21x Carpinteria Express	-	-	0.0%	-	1	-100.0%
23 Winchester Canyon	3	-	100.0%	4	-	100.0%
24x UCSB Express	111	106	4.7%	227	330	-31.2%
25 Ellwood	1	-	100.0%	2	-	100.0%
27 Isla Vista Shuttle	51	65	-21.5%	66	78	-15.4%
28 UCSB Shuttle	108	-	100.0%	-	-	0.0%
36 Seaside Shuttle	-	-	0.0%	1	6	-83.3%
37 Crosstown Shuttle	1	1	0.0%	10	4	150.0%
Booster Services	5	33	-84.8%	2	4	-50.0%
System Subtotal	406	359	13.1%	577	852	-32.3%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	54	55	-1.8%	372	438	-15.1%
31 East Beach Waterfront Shuttle	12	1	1100.0%	23	11	109.1%
32 West Beach Waterfront Shuttle	-	2	-100.0%	1	6	-83.3%
Unknown	9	-	100.0%	47	5	840.0%
System Total	481	417	15.3%	1,020	1,312	-22.3%

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

Table G: October 2016 – Bicycles Carried

LINE	Month			Fiscal Year to Date			
	Oct 16	Oct 15	%Change	Jul 16 - Oct 16	Jul 15 - Oct 15	%Change	
1	West Santa Barbara	197	218	-9.6%	830	846	-1.9%
2	East Santa Barbara	471	581	-18.9%	1,965	2,134	-7.9%
3	Oak Park	138	236	-41.5%	550	1,009	-45.5%
4	Mesa/SBCC	182	179	1.7%	721	834	-13.5%
5	Mesa / La Cumbre	304	294	3.4%	1,116	1,080	3.3%
6	Goleta	1,385	1,484	-6.7%	5,334	6,282	-15.1%
7	Calle Real / Fairview	570	321	77.6%	1,792	1,236	45.0%
8	Calle Real / Turnpike	-	228	-100.0%	330	909	-63.7%
9	Calle Real / Old Town Shuttle	-	48	-100.0%	51	137	-62.8%
10	Cathedral Oaks	42	61	-31.1%	188	226	-16.8%
11	UCSB	2,099	2,473	-15.1%	7,491	8,798	-14.9%
12x	Goleta Express	705	875	-19.4%	2,869	3,196	-10.2%
14	Montecito	140	187	-25.1%	612	724	-15.5%
15x	SBCC / UCSB Express	494	640	-22.8%	1,282	1,773	-27.7%
16	City College Shuttle	113	210	-46.2%	287	446	-35.7%
17	Lower West / SBCC	136	106	28.3%	540	523	3.3%
20	Carpinteria	668	711	-6.0%	2,528	3,004	-15.8%
21x	Carpinteria Express	276	330	-16.4%	951	1,143	-16.8%
23	Winchester Canyon	105	84	25.0%	405	305	32.8%
24x	UCSB Express	1,387	1,580	-12.2%	4,828	5,239	-7.8%
25	Ellwood	131	60	118.3%	349	244	43.0%
27	Isla Vista Shuttle	209	322	-35.1%	516	718	-28.1%
28	UCSB Shuttle	405	-	100.0%	405	-	100.0%
36	Seaside Shuttle*	-	-	0.0%	-	-	0.0%
37	Crosstown Shuttle*	12	-	100.0%	12	-	100.0%
	Booster services	26	18	44.4%	68	51	33.3%
System Subtotal		10,195	11,246	-9.3%	36,020	40,857	-11.8%
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		47	19	147.4%	556	73	661.6%
System Total		10,242	11,265	-9.1%	36,576	40,930	-10.6%

* The electric shuttles cannot carry bicycles.

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

Table H: October 2016 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date			
	Oct 16	Oct 15	%Change	Jul 16 - Oct 16	Jul 15 - Oct 15	%Change	
1	West Santa Barbara	93	121	-23.1%	458	485	-5.6%
2	East Santa Barbara	174	169	3.0%	699	660	5.9%
3	Oak Park	111	148	-25.0%	521	498	4.6%
4	Mesa/SBCC	9	8	12.5%	52	38	36.8%
5	Mesa / La Cumbre	76	76	0.0%	272	303	-10.2%
6	Goleta	176	211	-16.6%	702	855	-17.9%
7	Calle Real / Fairview	165	151	9.3%	597	426	40.1%
8	Calle Real / Turnpike	-	72	-100.0%	86	229	-62.4%
9	Calle Real / Old Town Shuttle	-	30	-100.0%	33	108	-69.4%
10	Cathedral Oaks	1	1	0.0%	6	2	200.0%
11	UCSB	212	274	-22.6%	835	1,006	-17.0%
12x	Goleta Express	67	69	-2.9%	257	270	-4.8%
14	Montecito	22	15	46.7%	93	93	0.0%
15x	SBCC / UCSB Express	27	1	2600.0%	87	11	690.9%
16	City College Shuttle	42	43	-2.3%	117	84	39.3%
17	Lower West / SBCC	24	6	300.0%	96	35	174.3%
20	Carpinteria	93	139	-33.1%	342	473	-27.7%
21x	Carpinteria Express	18	37	-51.4%	91	84	8.3%
23	Winchester Canyon	4	9	-55.6%	21	19	10.5%
24x	UCSB Express	43	45	-4.4%	180	160	12.5%
25	Ellwood	7	7	0.0%	22	28	-21.4%
27	Isla Vista Shuttle	-	5	-100.0%	7	22	-68.2%
28	UCSB Shuttle	7	-	100.0%	-	-	0.0%
36	Seaside Shuttle	7	23	-69.6%	7	9	-22.2%
37	Crosstown Shuttle	4	9	-55.6%	29	50	-42.0%
	Booster Services	-	-	0.0%	39	30	100.0%
System Subtotal		1,382	1,669	-17.2%	5,649	5,978	-5.5%
Downtown Waterfront Shuttles							
30	Downtown Shuttle	108	48	125.0%	353	213	65.7%
31	East Beach Waterfront Shuttle	16	10	60.0%	50	46	8.7%
32	West Beach Waterfront Shuttle	-	3	-100.0%	7	9	-22.2%
Unknown		1	7	-85.7%	27	8	237.5%
System Total		1,507	1,737	-13.2%	6,086	6,254	-2.7%

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

Table I: Ridership by Day Type

October 2016

October 2015

	October 2016			October 2015			Change in Daily Ridership	% Change in Daily Ridership
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership		
Weekday	536,269	21	25,537	596,581	22	27,117	-1,581	-5.8%
Saturday	65,986	5	13,197	67,271	5	13,454	-257	-1.9%
Sunday	45,243	5	9,049	38,731	4	9,683	-634	-6.5%
Total	647,498	31	20,887	702,583	31	22,664	-1,777	-7.8%

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	1,789,093	85	21,048	1,995,248	86	23,201	-2,152	-9.3%
Saturday	207,113	18	11,506	237,739	18	13,208	-1,701	-12.9%
Sunday	160,053	20	8,003	164,938	19	8,681	-678	-7.8%
Total	2,156,259	123	17,531	2,397,925	123	19,495	-1,965	-10.1%

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

External Factors Affecting Ridership

Service Days & School Days: MTD provided one more day of weekday service this October as compared to October 2015. Both UCSB and SBCC had one less school day this October.

	Weekdays	Saturdays	Sundays	HS + JHS	SBCC	UCSB
Oct-16	21	5	5	20	21	21
Oct-15	22	5	4	22	22	22

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

Weather: Average temperatures for October 2016 were cooler than in October 2015. There was also a slight increase in precipitation in October 2016, with an extra 2 days, as compared to 2015.

	Temperature (°F)			Precipitation		
	High	Average	Low			
Oct-16	Maximum	91	71	62	Weekday: .29 in (1 day)	
	Mean	75	63	51	Saturday: .2 in (2 days)	.73 in
	Minimum	67	57	45	Sunday: .42 in (2 days)	
Oct-15	Maximum	96	80	69	Weekday: .1 in (2 days)	
	Mean	82	71	58	Saturday: 0 in (0 days)	.5 in
	Minimum	69	61	50	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.