



System Ridership Report: August 2017

System-wide ridership decreased less than 1%, or approximately 2,500 passengers, for the month of August as compared to August 2016, while providing the same amount of service days. UCSB was in summer session the same number of days as last August, yet UCSB student ridership increased 22.4%. This August was the first full month of Line 28 service. Crosstown Shuttle ridership increased 8.6% and the Line 3 increased 7.2%.

Table A: Ridership Trends by Fare Component

Fare Categories	Month			Fiscal Year to Date		
	Aug 17	Aug 16	%Change	Jul 17 - Aug 17	Jul 16 - Aug 16	%Change
General Fare	92,224	96,622	-4.6%	176,099	180,258	-2.3%
Transfers	54,717	50,805	7.7%	102,383	98,901	3.5%
Full Fare Prepaid ⁽¹⁾	95,685	97,915	-2.3%	185,834	191,586	-3.0%
Santa Barbara City College	43,356	44,112	-1.7%	68,908	72,355	-4.8%
Senior & Disabled Prepaid ⁽²⁾	61,332	59,217	3.6%	118,489	115,066	3.0%
Shuttle (DWE & Seaside)	27,862	28,567	-2.5%	61,903	61,287	1.0%
UC Santa Barbara	32,601	26,633	22.4%	61,499	50,095	22.8%
Student Prepaid ⁽³⁾	43,981	48,735	-9.8%	89,634	96,152	-6.8%
Free	13,284	12,601	5.4%	24,868	24,694	0.7%
My Ride	8,455	9,598	-11.9%	19,120	19,407	-1.5%
Senior	16,814	17,822	-5.7%	33,316	36,107	-7.7%
Persons with Disabilities	3,250	3,576	-9.1%	6,243	6,637	-5.9%
Tokens	2,397	2,271	5.5%	4,352	4,235	2.8%
Total	495,958	498,474	-0.5%	952,648	956,780	-0.4%

Table B: Revenue Hours and Revenue Miles

Metrics	Month			Fiscal Year to Date		
	Aug 17	Aug 16	%Change	Jul 17 - Aug 17	Jul 16 - Aug 16	%Change
Passengers	495,958	498,474	-0.5%	952,648	956,780	-0.4%
Revenue Hours	19,032	18,634	2.1%	36,687	35,833	2.4%
Passengers per Rev Hour	26.06	26.75	-2.6%	25.97	26.70	-2.7%
Miles	228,207	221,858	2.9%	439,230	423,570	3.7%
Passengers per Mile	2.17	2.25	-3.3%	2.17	2.26	-4.0%

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

Table C: August 2017 System Ridership

LINE	Month			Fiscal Year to Date		
	Aug 17	Aug 16	%Change	Jul 17 - Aug 17	Jul 16 - Aug 16	%Change
1 West Santa Barbara	31,139	30,891	0.8%	57,940	58,485	-0.9%
2 East Santa Barbara	46,621	46,432	0.4%	87,961	88,180	-0.2%
3 Oak Park	18,473	17,225	7.2%	34,140	32,795	4.1%
4 Mesa/SBCC	10,423	10,616	-1.8%	19,500	21,513	-9.4%
5 Mesa / La Cumbre	10,757	12,063	-10.8%	20,395	22,602	-9.8%
6 Goleta	51,356	51,635	-0.5%	97,302	101,654	-4.3%
7 County Health / Fairview	25,022	15,441	62.0%	48,019	26,369	82.1%
8 County Health	-	5,778	-100.0%	-	13,743	-100.0%
9 Calle Real / Old Town Shuttle	-	1,725	-100.0%	-	4,257	-100.0%
10 Cathedral Oaks	1,444	1,730	-16.5%	2,426	3,035	-20.1%
11 UCSB	71,448	73,561	-2.9%	139,627	146,609	-4.8%
12x Goleta Express	18,675	20,985	-11.0%	37,479	42,353	-11.5%
14 Montecito	7,554	8,033	-6.0%	15,170	15,360	-1.2%
15x SBCC / UCSB Express	15,681	16,537	-5.2%	20,843	22,353	-6.8%
16 City College Shuttle	5,920	5,676	0.0%	5,920	5,676	0.0%
17 Lower West / SBCC	13,097	13,083	0.1%	24,753	24,356	1.6%
20 Carpinteria	25,700	27,002	-4.8%	51,775	53,319	-2.9%
21x Carpinteria Express	7,300	7,780	-6.2%	13,711	14,625	-6.2%
23 Winchester Canyon	3,494	5,547	-37.0%	7,689	10,608	-27.5%
24x UCSB Express	42,087	43,753	-3.8%	92,055	92,873	-0.9%
25 Elwood	5,935	4,575	29.7%	11,326	7,952	42.4%
27 Isla Vista Shuttle	7,926	7,676	3.3%	15,643	13,942	12.2%
28 UCSB Shuttle	9,695	1,964	393.6%	18,903	1,964	862.5%
36 Seaside Shuttle	5,579	6,738	-17.2%	10,877	14,190	-23.3%
37 Crosstown Shuttle	8,691	8,003	8.6%	15,583	15,560	0.1%
Booster Services	11,399	10,900	4.6%	12,202	11,433	6.7%
System Subtotal	455,416	455,349	0.015%	861,239	865,806	-0.5%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	31,778	34,663	-8.3%	71,344	73,693	-3.2%
31 East Beach Waterfront Shuttle	5,895	6,009	-1.9%	13,685	12,091	13.2%
32 West Beach Waterfront Shuttle	2,869	2,453	17.0%	6,380	5,190	22.9%
Unknown/Miscellaneous	-	-	0.0%	-	-	0.0%
System Total	495,958	498,474	-0.5%	952,648	956,780	-0.4%
Related Routes						
20, 21x Carpinteria	33,000	34,782	-5.1%	65,486	67,944	-3.6%
1, 2, 37 East/West & Crosstown	86,451	85,326	1.3%	161,484	162,225	-0.5%
4, 5, 15x, 16, 17 Mesa Lines	55,878	57,975	-3.6%	91,411	96,500	-5.3%
7, 8, 9 Calle Real	25,022	22,944	9.1%	48,019	44,369	8.2%
6, 11 State/Hollister	122,804	125,196	-1.9%	236,929	248,263	-4.6%

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: August 2017 - Passengers per Hour

LINE	Month			Fiscal Year to Date			
	Aug 17	Aug 16	%Change	Jul 17 - Aug 17	Jul 16 - Aug 16	%Change	
1	West Santa Barbara	31.0	30.1	2.8%	29.4	29.4	0.0%
2	East Santa Barbara	29.3	28.5	3.0%	28.2	27.9	1.1%
3	Oak Park	21.6	18.5	16.8%	20.9	18.4	13.4%
4	Mesa/SBCC	25.3	25.7	-1.8%	24.5	27.0	-9.4%
5	Mesa / La Cumbre	17.6	19.7	-10.8%	17.0	18.8	-9.7%
6	Goleta	30.9	31.4	-1.5%	30.5	31.1	-2.2%
7	Calle Real / Fairview	18.5	20.2	-8.5%	18.3	22.0	-16.5%
8	Calle Real / Turnpike	-	26.1	-100.0%	-	26.0	-100.0%
9	Calle Real / Old Town Shuttle	-	11.6	-100.0%	-	11.7	-100.0%
10	Cathedral Oaks	9.1	12.1	-24.6%	8.2	11.4	-27.8%
11	UCSB	27.5	27.8	-1.0%	27.5	27.8	-1.3%
12x	Goleta Express	30.0	34.2	-12.2%	30.6	34.8	-12.1%
14	Montecito	16.8	17.9	-5.9%	17.6	17.8	-1.0%
15x	SBCC / UCSB Express	27.8	30.5	-8.7%	24.2	26.5	-8.7%
16	City College Shuttle	41.1	44.3	-7.3%	41.1	44.3	-7.3%
17	Lower West / SBCC	45.1	45.1	0.1%	44.5	43.7	1.6%
20	Carpinteria	21.1	22.0	-4.0%	21.9	22.5	-2.5%
21x	Carpinteria Express	21.0	21.0	-0.2%	21.3	20.3	4.5%
23	Winchester Canyon	16.8	20.7	-18.7%	18.8	19.4	-3.4%
24x	UCSB Express	38.9	40.8	-4.5%	43.2	44.2	-2.2%
25	Elwood	27.4	29.0	-5.5%	27.4	27.8	-1.4%
27	Isla Vista Shuttle	20.5	19.8	3.7%	20.7	18.4	12.7%
28	UCSB Shuttle	20.0	12.5	60.0%	19.8	12.5	58.9%
36	Seaside Shuttle	15.1	18.3	-17.6%	14.9	19.6	-23.7%
37	Crosstown Shuttle	15.4	14.2	8.8%	14.8	14.7	0.3%
	Booster Services	79.5	85.3	-6.8%	71.8	76.0	-5.4%
System Average		26.3	26.9	-2.5%	25.9	26.8	-3.2%
Downtown Waterfront Shuttles							
30	Downtown Shuttle	26.2	28.0	-6.2%	28.5	29.0	-1.8%
31	East Beach Waterfront Shuttle	17.6	17.8	-1.1%	20.0	17.8	12.5%
32	West Beach Waterfront Shuttle	18.8	16.1	17.0%	20.9	17.0	22.9%
System Total		26.1	26.8	-2.6%	26.0	26.7	-2.7%

Related Routes							
20, 21x	Carpinteria	21.1	21.8	-3.2%	21.8	22.0	-1.0%
1, 2, 37	East/West & Crosstown	27.4	26.5	3.3%	26.3	26.1	0.6%
4, 5, 15x, 16, 17	Mesa Lines	27.6	29.2	-5.4%	25.7	27.4	-6.1%
7, 8, 9	Calle Real/Fairview	18.5	20.2	-8.6%	18.3	21.2	-13.5%
6, 11	State/Hollister	28.8	29.2	-1.2%	28.6	29.1	-1.6%

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

Table E: August 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		
	Aug 17	Aug 16	%Change	Jul 17 - Aug 17	Jul 16 - Aug 16	%Change
1 West Santa Barbara	7	2	250.0%	10	2	400.0%
2 East Santa Barbara	10	3	233.3%	14	4	250.0%
3 Oak Park	-	1	-100.0%	-	7	-100.0%
4 Mesa/SBCC	2	-	100.0%	2	-	100.0%
5 Mesa / La Cumbre	4	6	-33.3%	6	7	-14.3%
6 Goleta	33	26	26.9%	72	59	22.0%
7 Calle Real / Fairview	-	2	-100.0%	-	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	-	-	0.0%	1	-	100.0%
11 UCSB	17	14	21.4%	38	37	2.7%
12x Goleta Express	5	5	0.0%	42	16	162.5%
14 Montecito	2	1	100.0%	5	3	66.7%
15x SBCC / UCSB Express	7	11	-36.4%	7	11	-36.4%
16 City College Shuttle	2	2	0.0%	2	2	0.0%
17 Lower West / SBCC	1	5	-80.0%	2	6	-66.7%
20 Carpinteria	1	6	-83.3%	5	11	-54.5%
21x Carpinteria Express	-	2	-100.0%	1	4	-75.0%
23 Winchester Canyon	-	-	0.0%	-	-	0.0%
24x UCSB Express	28	37	-24.3%	83	68	22.1%
25 Elwood	-	-	0.0%	-	-	0.0%
27 Isla Vista Shuttle	2	-	100.0%	2	-	100.0%
28 UCSB Shuttle	-	-	0.0%	-	-	0.0%
36 Seaside Shuttle	-	-	0.0%	1	5	-80.0%
37 Crossstown Shuttle	-	-	0.0%	-	-	0.0%
Booster Services	12	10	20.0%	12	10	20.0%
System Subtotal	133	133	0.0%	305	257	18.7%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	18	17	5.9%	52	55	-5.5%
31 East Beach Waterfront Shuttle	1	2	-50.0%	7	4	75.0%
32 West Beach Waterfront Shuttle	-	-	0.0%	-	-	0.0%
Unknown	-	3	-100.0%	-	3	-100.0%
System Total	152	155	-1.9%	364	319	14.1%

Table F: August 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		
	Aug 17	Aug 16	%Change	Jul 17 - Aug 17	Jul 16 - Aug 16	%Change
1 West Santa Barbara	-	-	0	-	-	0.0%
2 East Santa Barbara	4	3	33.3%	4	3	33.3%
3 Oak Park	-	-	0.0%	-	1	-100.0%
4 Mesa/SBCC	-	-	0.0%	-	1	-100.0%
5 Mesa / La Cumbre	3	-	100.0%	5	-	100.0%
6 Goleta	4	11	-63.6%	8	19	-57.9%
7 Calle Real / Fairview	-	-	0.0%	1	1	0.0%
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	5	3	66.7%	17	15	13.3%
12x Goleta Express	5	7	-28.6%	31	18	72.2%
14 Montecito	1	2	-50.0%	2	3	-33.3%
15x SBCC / UCSB Express	9	12	-25.0%	9	12	-25.0%
16 City College Shuttle	2	-	100.0%	2	-	100.0%
17 Lower West / SBCC	-	-	0.0%	-	4	-100.0%
20 Carpinteria	-	-	0.0%	1	4	-75.0%
21x Carpinteria Express	-	-	0.0%	-	-	0.0%
23 Winchester Canyon	-	-	0.0%	-	1	-100.0%
24x UCSB Express	15	26	-42.3%	96	72	33.3%
25 Elwood	-	1	-100.0%	-	1	-100.0%
27 Isla Vista Shuttle	1	-	100.0%	1	-	100.0%
28 UCSB Shuttle	-	-	0.0%	-	-	0.0%
36 Seaside Shuttle	-	4	-100.0%	-	9	-100.0%
37 Crosstown Shuttle	-	-	0.0%	-	-	0.0%
Booster Services	11	4	175.0%	11	6	83.3%
System Subtotal	60	73	-17.8%	188	170	10.6%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	103	85	21.2%	237	251	-5.6%
31 East Beach Waterfront Shuttle	-	2	-100.0%	1	10	-90.0%
32 West Beach Waterfront Shuttle	-	-	0.0%	-	-	0.0%
Unknown	-	3	-100.0%	-	3	-100.0%
System Total	163	163	0.0%	426	434	-1.8%

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

Table G: August 2017 – Bicycles Carried

LINE	Month			Fiscal Year to Date		
	Aug 17	Aug 16	%Change	Jul 17 - Aug 17	Jul 16 - Aug 16	%Change
1 West Santa Barbara	179	236	-24.2%	329	435	-24.4%
2 East Santa Barbara	447	537	-16.8%	944	1,002	-5.8%
3 Oak Park	185	150	23.3%	330	285	15.8%
4 Mesa/SBCC	172	150	14.7%	347	350	-0.9%
5 Mesa / La Cumbre	328	280	17.1%	575	511	12.5%
6 Goleta	1,241	1,349	-8.0%	2,329	2,580	-9.7%
7 Calle Real / Fairview	632	375	68.5%	1,189	645	84.3%
8 Calle Real / Turnpike	-	142	-100.0%	-	330	-100.0%
9 Calle Real / Old Town Shuttle	-	23	-100.0%	-	51	-100.0%
10 Cathedral Oaks	46	65	-29.2%	97	104	-6.7%
11 UCSB	1,652	1,804	-8.4%	3,273	3,561	-8.1%
12x Goleta Express	651	831	-21.7%	1,314	1,495	-12.1%
14 Montecito	151	163	-7.4%	283	314	-9.9%
15x SBCC / UCSB Express	222	248	-10.5%	409	408	0.2%
16 City College Shuttle	56	43	30.2%	56	43	0.0%
17 Lower West / SBCC	94	110	-14.5%	204	237	-13.9%
20 Carpinteria	697	664	5.0%	1,399	1,235	13.3%
21x Carpinteria Express	247	194	27.3%	429	373	15.0%
23 Winchester Canyon	47	92	-48.9%	106	198	-46.5%
24x UCSB Express	919	1,102	-16.6%	2,016	2,204	-8.5%
25 Elwood	72	58	24.1%	194	116	67.2%
27 Isla Vista Shuttle	65	82	-20.7%	117	155	-24.5%
28 UCSB Shuttle	96	-	100.0%	188	-	100.0%
36 Seaside Shuttle*	-	-	0.0%	-	-	0.0%
37 Crosstown Shuttle	31	-	100.0%	70	-	100.0%
Booster services	5	10	-50.0%	5	10	0.0%
System Subtotal	8,235	8,708	-5.4%	16,203	16,642	-2.6%
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	80	-97.5%	2	242	-99.2%
System Total	8,237	8,788	-6.3%	16,205	16,884	-4.0%

* The electric shuttles cannot carry bicycles.

Table H: August 2017 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date		
	Aug 17	Aug 16	%Change	Jul 17 - Aug 17	Jul 16 - Aug 16	%Change
1 West Santa Barbara	179	134	33.6%	326	248	31.5%
2 East Santa Barbara	239	193	23.8%	491	348	41.1%
3 Oak Park	108	132	-18.2%	203	260	-21.9%
4 Mesa/SBCC	16	18	-11.1%	35	30	16.7%
5 Mesa / La Cumbre	62	65	-4.6%	116	120	-3.3%
6 Goleta	228	198	15.2%	438	365	20.0%
7 Calle Real / Fairview	210	171	22.8%	410	233	76.0%
8 Calle Real / Turnpike	-	44	-100.0%	-	86	-100.0%
9 Calle Real / Old Town Shuttle	-	14	-100.0%	-	33	-100.0%
10 Cathedral Oaks	1	1	0.0%	2	3	-33.3%
11 UCSB	217	229	-5.2%	467	423	10.4%
12x Goleta Express	67	64	4.7%	138	131	5.3%
14 Montecito	20	24	-16.7%	44	36	22.2%
15x SBCC / UCSB Express	16	14	14.3%	16	36	-55.6%
16 City College Shuttle	14	16	-12.5%	14	16	-12.5%
17 Lower West / SBCC	16	35	-54.3%	45	46	-2.2%
20 Carpinteria	124	89	39.3%	269	179	50.3%
21x Carpinteria Express	32	21	52.4%	60	41	46.3%
23 Winchester Canyon	1	6	-83.3%	4	14	-71.4%
24x UCSB Express	52	46	13.0%	112	98	14.3%
25 Elwood	8	5	60.0%	15	7	114.3%
27 Isla Vista Shuttle	3	3	0.0%	6	5	20.0%
28 UCSB Shuttle	5	-	100.0%	13	-	100.0%
36 Seaside Shuttle	-	6	-100.0%	8	17	-52.9%
37 Crossstown Shuttle	23	23	0.0%	39	25	56.0%
Booster Services	-	-	0.0%	-	-	0.0%
System Subtotal	1,641	1,551	5.8%	3,271	2,800	16.8%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	61	102	-40.2%	116	150	-22.7%
31 East Beach Waterfront Shuttle	13	15	-13.3%	22	25	-12.0%
32 West Beach Waterfront Shuttle	7	3	133.3%	9	6	50.0%
Unknown	1	5	-80.0%	1	16	-93.8%
System Total	1,723	1,676	2.8%	3,419	2,997	14.1%

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

Table I: Ridership by Day Type

Aug 2017				Aug 2016					
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership	
Weekday	420,997	23	18,304	422,935	23	18,388	-84	-0.5%	
Saturday	42,963	4	10,741	43,638	4	10,910	-169	-1.5%	
Sunday	31,998	4	8,000	31,901	4	7,975	24	0.3%	
Total	495,958	31	15,999	498,474	31	16,080	-81	-0.5%	

FY 2018				FY 2017					
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership	
Weekday	775,135	43	18,026	779,590	43	18,130	-104	-0.6%	
Saturday	95,953	9	10,661	96,410	9	10,712	-51	-0.5%	
Sunday	81,560	10	8,156	80,780	10	8,078	78	1.0%	
Total	952,648	62	15,365	956,780	62	15,432	-67	-0.4%	

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 August as compared to August 2016. UCSB had the same number of days during summer session as compared to last year.

	Weekdays	Saturdays	Sundays	HS + JHS	SBCC	UCSB
Aug 17	23	4	4	9	9	23 SS
Aug 16	23	4	4	6	8	23 SS

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

Weather: Temperatures for August 2017 were higher than last August. The number of precipitation days for the month of August were slightly higher than last year, with a total of one day.

	Temperature (°F)	High	Average	Low	Precipitation
Aug 17	Maximum	87	76	66	Weekday: 0.01 (1 day)
	Mean	76	69	61	Saturday: 0 in (0 days)
	Minimum	71	65	55	Sunday: 0 in (1 day)
Aug 16	Maximum	82	70	62	Weekday: 0 in (0 days)
	Mean	74	66	59	Saturday: 0 in (0 days)
	Minimum	70	63	54	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.