



System Ridership Report: July 2017

System-wide ridership decreased less than 1%, or approximately 1,600 passengers, for the month of July as compared to July 2016, while providing the same amount of service days. UCSB was in summer session the same number of days as last July, yet ridership increased 23.2%. Shuttle ridership increased 4.0% and wheelchair boarding had a 28.4% increase.

Table A: Ridership Trends by Fare Component

Fare Categories	Month			Fiscal Year to Date		
	July 17	July 16	%Change	Jul 17 - Jul 17	Jul 16 - Jul 16	%Change
General Fare	83,875	83,636	0.3%	83,875	83,636	0.3%
Transfers	47,666	48,096	-0.9%	47,666	48,096	-0.9%
Full Fare Prepaid ⁽¹⁾	90,149	93,671	-3.8%	90,149	93,671	-3.8%
Santa Barbara City College	25,552	28,243	-9.5%	25,552	28,243	-9.5%
Senior & Disabled Prepaid ⁽²⁾	57,157	55,849	2.3%	57,157	55,849	2.3%
Shuttle (DWE & Seaside)	34,041	32,720	4.0%	34,041	32,720	4.0%
UC Santa Barbara	28,898	23,462	23.2%	28,898	23,462	23.2%
Student Prepaid ⁽³⁾	45,653	47,417	-3.7%	45,653	47,417	-3.7%
Free	11,584	12,093	-4.2%	11,584	12,093	-4.2%
My Ride	10,665	9,809	8.7%	10,665	9,809	8.7%
Senior	16,502	18,285	-9.8%	16,502	18,285	-9.8%
Persons with Disabilities	2,993	3,061	-2.2%	2,993	3,061	-2.2%
Tokens	1,955	1,964	-0.5%	1,955	1,964	-0.5%
Total	456,690	458,306	-0.4%	456,690	458,306	-0.4%

(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		
	July 17	July 16	%Change	Jul 17 - Jul 17	Jul 16 - Jul 16	%Change
Passengers	456,690	458,306	-0.4%	456,690	458,306	-0.4%
Revenue Hours	17,656	17,200	2.7%	17,656	17,200	2.7%
Passengers per Rev Hour	25.87	26.65	-2.9%	25.87	26.65	-2.9%
Miles	211,024	201,712	4.6%	211,024	201,712	4.6%
Passengers per Mile	2.16	2.27	-4.7%	2.16	2.27	-4.7%

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

Table C: July 2017 System Ridership

LINE	Month			Fiscal Year to Date		
	July 17	July 16	%Change	Jul 17 - Jul 17	Jul 16 - Jul 16	%Change
1 West Santa Barbara	26,801	27,594	-2.9%	26,801	27,594	-2.9%
2 East Santa Barbara	41,340	41,748	-1.0%	41,340	41,748	-1.0%
3 Oak Park	15,667	15,570	0.6%	15,667	15,570	0.6%
4 Mesa/SBCC	9,077	10,897	-16.7%	9,077	10,897	-16.7%
5 Mesa / La Cumbre	9,638	10,539	-8.5%	9,638	10,539	-8.5%
6 Goleta	45,946	50,019	-8.1%	45,946	50,019	-8.1%
7 County Health / Fairview	22,997	10,928	110.4%	22,997	10,928	110.4%
8 County Health	-	7,965	-100.0%	-	7,965	-100.0%
9 Calle Real / Old Town Shuttle	-	2,532	-100.0%	-	2,532	-100.0%
10 Cathedral Oaks	982	1,305	-24.8%	982	1,305	-24.8%
11 UCSB	68,179	73,048	-6.7%	68,179	73,048	-6.7%
12x Goleta Express	18,804	21,368	-12.0%	18,804	21,368	-12.0%
14 Montecito	7,616	7,327	3.9%	7,616	7,327	3.9%
15x SBCC / UCSB Express	5,162	5,816	-11.2%	5,162	5,816	-11.2%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	11,656	11,273	3.4%	11,656	11,273	3.4%
20 Carpinteria	26,075	26,317	-0.9%	26,075	26,317	-0.9%
21x Carpinteria Express	6,411	6,845	-6.3%	6,411	6,845	-6.3%
23 Winchester Canyon	4,195	5,061	-17.1%	4,195	5,061	-17.1%
24x UCSB Express	49,968	49,120	1.7%	49,968	49,120	1.7%
25 Ellwood	5,391	3,377	59.6%	5,391	3,377	59.6%
27 Isla Vista Shuttle	7,717	6,266	23.2%	7,717	6,266	23.2%
28 UCSB Shuttle	9,208	-	100.0%	9,208	-	100.0%
36 Seaside Shuttle	5,298	7,452	-28.9%	5,298	7,452	-28.9%
37 Crosstown Shuttle	6,892	7,557	-8.8%	6,892	7,557	-8.8%
Booster Services	803	533	50.7%	803	533	50.7%
System Subtotal	405,823	410,457	-1.1%	405,823	410,457	-1.1%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	39,566	39,030	1.4%	39,566	39,030	1.4%
31 East Beach Waterfront Shuttle	7,790	6,082	28.1%	7,790	6,082	28.1%
32 West Beach Waterfront Shuttle	3,511	2,737	28.3%	3,511	2,737	28.3%
Unknown/Miscellaneous	-	-	0.0%	-	-	0.0%
System Total	456,690	458,306	-0.4%	456,690	458,306	-0.4%
Related Routes						
20, 21x Carpinteria	32,486	33,162	-2.0%	32,486	33,162	-2.0%
1, 2, 37 East/West & Crosstown	75,033	76,899	-2.4%	75,033	76,899	-2.4%
4, 5, 15x, 16, 17 Mesa Lines	35,533	38,525	-7.8%	35,533	38,525	-7.8%
7, 8, 9 Calle Real	22,997	21,425	7.3%	22,997	21,425	7.3%
6, 11 State/Hollister	114,125	123,067	-7.3%	114,125	123,067	-7.3%

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: July 2017 - Passengers per Hour

LINE	Month			Fiscal Year to Date			
	July 17	July 16	%Change	Jul 17 - Jul 17	Jul 16 - Jul 16	%Change	
1	West Santa Barbara	27.7	28.5	-2.9%	27.7	28.5	-2.9%
2	East Santa Barbara	27.0	27.3	-1.0%	27.0	27.3	-1.0%
3	Oak Park	20.0	18.3	9.6%	20.0	18.3	9.6%
4	Mesa/SBCC	23.7	28.4	-16.7%	23.7	28.4	-16.7%
5	Mesa / La Cumbre	16.4	18.0	-8.4%	16.4	18.0	-8.4%
6	Goleta	29.9	30.8	-2.9%	29.9	30.8	-2.9%
7	Calle Real / Fairview	18.2	25.0	-27.4%	18.2	25.0	-27.4%
8	Calle Real / Turnpike	-	25.9	-100.0%	-	25.9	-100.0%
9	Calle Real / Old Town Shuttle	-	11.7	-100.0%	-	11.7	-100.0%
10	Cathedral Oaks	7.1	10.5	-32.1%	7.1	10.5	-32.1%
11	UCSB	27.4	27.9	-1.6%	27.4	27.9	-1.6%
12x	Goleta Express	31.2	35.5	-12.0%	31.2	35.5	-12.0%
14	Montecito	18.5	17.7	4.4%	18.5	17.7	4.4%
15x	SBCC / UCSB Express	17.3	19.3	-10.3%	17.3	19.3	-10.3%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Lower West / SBCC	43.7	42.3	3.4%	43.7	42.3	3.4%
20	Carpinteria	22.7	22.9	-1.0%	22.7	22.9	-1.0%
21x	Carpinteria Express	21.6	19.6	9.9%	21.6	19.6	9.9%
23	Winchester Canyon	20.8	18.2	14.1%	20.8	18.2	14.1%
24x	UCSB Express	47.6	47.8	-0.4%	47.6	47.8	-0.4%
25	Elwood	27.5	26.4	4.1%	27.5	26.4	4.1%
27	Isla Vista Shuttle	20.9	16.9	23.8%	20.9	16.9	23.8%
28	UCSB Shuttle	19.7	-	100.0%	19.7	-	100.0%
36	Seaside Shuttle	14.8	20.9	-29.2%	14.8	20.9	-29.2%
37	Crosstown Shuttle	14.1	15.4	-8.6%	14.1	15.4	-8.6%
	Booster Services	30.3	23.5	29.0%	30.3	23.5	29.0%
System Average		25.6	26.6	-4.0%	25.6	26.6	-4.0%
Downtown Waterfront Shuttles							
30	Downtown Shuttle	30.6	30.1	1.9%	30.6	30.1	1.9%
31	East Beach Waterfront Shuttle	22.3	17.8	25.6%	22.3	17.8	25.6%
32	West Beach Waterfront Shuttle	23.0	17.9	28.3%	23.0	17.9	28.3%
System Total		25.9	26.6	-2.9%	25.9	26.6	-2.9%

Related Routes							
20, 21x	Carpinteria	22.5	22.2	1.4%	22.5	22.2	1.4%
1, 2, 37	East/West & Crosstown	25.1	25.7	-2.4%	25.1	25.7	-2.4%
4, 5, 15x, 16, 17	Mesa Lines	23.2	25.0	-7.5%	23.2	25.0	-7.5%
7, 8, 9	Calle Real/Fairview	18.2	22.3	-18.6%	18.2	22.3	-18.6%
6, 11	State/Hollister	28.4	29.0	-2.1%	28.4	29.0	-2.1%

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

Table E: July 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		
	July 17	July 16	%Change	Jul 17 - Jul 17	Jul 16 - Jul 16	%Change
1 West Santa Barbara	3	-	100.0%	3	-	100.0%
2 East Santa Barbara	4	1	300.0%	4	1	300.0%
3 Oak Park	-	6	-100.0%	-	6	-100.0%
4 Mesa/SBCC	-	-	0.0%	-	-	0.0%
5 Mesa / La Cumbre	2	1	100.0%	2	1	100.0%
6 Goleta	39	33	18.2%	39	33	18.2%
7 Calle Real / Fairview	-	2	-100.0%	-	2	-100.0%
8 Calle Real / Turnpike	-	1	-100.0%	-	1	-100.0%
9 Calle Real / Old Town Shuttle	-	-	0.0%	-	-	0.0%
10 Cathedral Oaks	1	-	100.0%	1	-	100.0%
11 UCSB	21	23	-8.7%	21	23	-8.7%
12x Goleta Express	37	11	236.4%	37	11	236.4%
14 Montecito	3	2	50.0%	3	2	50.0%
15x SBCC / UCSB Express	-	-	0.0%	-	-	0.0%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	1	1	0.0%	1	1	0.0%
20 Carpinteria	4	5	-20.0%	4	5	-20.0%
21x Carpinteria Express	1	2	-50.0%	1	2	-50.0%
23 Winchester Canyon	-	-	0.0%	-	-	0.0%
24x UCSB Express	55	31	77.4%	55	31	77.4%
25 Elwood	-	-	0.0%	-	-	0.0%
27 Isla Vista Shuttle	-	-	0.0%	-	-	0.0%
28 UCSB Shuttle	-	-	0.0%	-	-	0.0%
36 Seaside Shuttle	1	5	-80.0%	1	5	-80.0%
37 CrossTown Shuttle	-	-	0.0%	-	-	0.0%
Booster Services	-	-	0.0%	-	-	0.0%
System Subtotal	172	124	38.7%	172	124	38.7%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	34	38	-10.5%	34	38	-10.5%
31 East Beach Waterfront Shuttle	6	2	100.0%	6	2	200.0%
32 West Beach Waterfront Shuttle	-	-	0.0%	-	-	0.0%
Unknown	-	-	0.0%	-	-	0.0%
System Total	212	164	29.3%	212	164	29.3%

Table F: July 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		
	July 17	July 16	%Change	Jul 17 - Jul 17	Jul 16 - Jul 16	%Change
1 West Santa Barbara	-	-	0.0%	-	-	0.0%
2 East Santa Barbara	-	-	0.0%	-	-	0.0%
3 Oak Park	-	1	-100.0%	-	1	-100.0%
4 Mesa/SBCC	-	1	-100.0%	-	1	-100.0%
5 Mesa / La Cumbre	2	-	100.0%	2	-	100.0%
6 Goleta	4	8	-50.0%	4	8	-50.0%
7 Calle Real / Fairview	1	1	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	12	12	0.0%	12	12	0.0%
12x Goleta Express	26	11	136.4%	26	11	136.4%
14 Montecito	1	1	0.0%	1	1	0.0%
15x SBCC / UCSB Express	-	-	0.0%	-	-	0.0%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	-	4	-100.0%	-	4	-100.0%
20 Carpinteria	1	4	-75.0%	1	4	-75.0%
21x Carpinteria Express	-	-	0.0%	-	-	0.0%
23 Winchester Canyon	-	1	-100.0%	-	1	-100.0%
24x UCSB Express	81	46	76.1%	81	46	76.1%
25 Elwood	-	-	0.0%	-	-	0.0%
27 Isla Vista Shuttle	-	-	0.0%	-	-	0.0%
28 UCSB Shuttle	-	-	0.0%	-	-	0.0%
36 Seaside Shuttle	-	5	-100.0%	-	5	-100.0%
37 Crosstown Shuttle	-	-	0.0%	-	-	0.0%
Booster Services	-	2	-100.0%	-	2	-100.0%
System Subtotal	128	97	32.0%	128	97	32.0%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	134	166	-19.3%	134	166	-19.3%
31 East Beach Waterfront Shuttle	1	8	-87.5%	1	8	-87.5%
32 West Beach Waterfront Shuttle	-	-	0.0%	-	-	0.0%
Unknown	-	-	0.0%	-	-	0.0%
System Total	263	271	-3.0%	263	271	-3.0%

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

Table G: July 2017 – Bicycles Carried

LINE	Month			Fiscal Year to Date		
	July 17	July 16	%Change	Jul 17 - Jul 17	Jul 16 - Jul 16	%Change
1 West Santa Barbara	150	199	-24.6%	150	199	-24.6%
2 East Santa Barbara	497	465	6.9%	497	465	6.9%
3 Oak Park	145	135	7.4%	145	135	7.4%
4 Mesa/SBCC	175	200	-12.5%	175	200	-12.5%
5 Mesa / La Cumbre	247	231	6.9%	247	231	6.9%
6 Goleta	1,088	1,231	-11.6%	1,088	1,231	-11.6%
7 Calle Real / Fairview	557	270	106.3%	557	270	106.3%
8 Calle Real / Turnpike	-	188	-100.0%	-	188	-100.0%
9 Calle Real / Old Town Shuttle	-	28	-100.0%	-	28	-100.0%
10 Cathedral Oaks	51	39	30.8%	51	39	30.8%
11 UCSB	1,621	1,757	-7.7%	1,621	1,757	-7.7%
12x Goleta Express	663	664	-0.2%	663	664	-0.2%
14 Montecito	132	151	-12.6%	132	151	-12.6%
15x SBCC / UCSB Express	187	160	16.9%	187	160	16.9%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	110	127	-13.4%	110	127	-13.4%
20 Carpinteria	702	571	22.9%	702	571	22.9%
21x Carpinteria Express	182	179	1.7%	182	179	1.7%
23 Winchester Canyon	59	106	-44.3%	59	106	-44.3%
24x UCSB Express	1,097	1,102	-0.5%	1,097	1,102	-0.5%
25 Elwood	122	58	110.3%	122	58	110.3%
27 Isla Vista Shuttle	52	73	-28.8%	52	73	-28.8%
28 UCSB Shuttle	92	-	100.0%	92	-	100.0%
36 Seaside Shuttle*	-	-	0.0%	-	-	0.0%
37 Crosstown Shuttle	39	-	100.0%	39	-	100.0%
Booster services	-	-	0.0%	-	-	0.0%
System Subtotal	7,968	7,934	0.4%	7,968	7,934	0.4%
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	-	162	-100.0%	-	162	-100.0%
System Total	7,968	8,096	-1.6%	7,968	8,096	-1.6%

* The electric shuttles cannot carry bicycles.

Table H: July 2017 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date		
	July 17	July 16	%Change	Jul 17 - Jul 17	Jul 16 - Jul 16	%Change
1 West Santa Barbara	147	114	28.9%	147	114	28.9%
2 East Santa Barbara	252	155	62.6%	252	155	62.6%
3 Oak Park	95	128	-25.8%	95	128	-25.8%
4 Mesa/SBCC	19	12	58.3%	19	12	58.3%
5 Mesa / La Cumbre	54	55	-1.8%	54	55	-1.8%
6 Goleta	210	167	25.7%	210	167	25.7%
7 Calle Real / Fairview	200	62	222.6%	200	62	222.6%
8 Calle Real / Turnpike	-	42	-100.0%	-	42	-100.0%
9 Calle Real / Old Town Shuttle	-	19	-100.0%	-	19	-100.0%
10 Cathedral Oaks	1	2	-50.0%	1	2	-50.0%
11 UCSB	250	194	28.9%	250	194	28.9%
12x Goleta Express	71	67	6.0%	71	67	6.0%
14 Montecito	24	12	100.0%	24	12	100.0%
15x SBCC / UCSB Express	-	22	-100.0%	-	22	-100.0%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	29	11	163.6%	29	11	163.6%
20 Carpinteria	145	90	61.1%	145	90	61.1%
21x Carpinteria Express	28	20	40.0%	28	20	40.0%
23 Winchester Canyon	3	8	-62.5%	3	8	-62.5%
24x UCSB Express	60	52	15.4%	60	52	15.4%
25 Elwood	7	2	250.0%	7	2	250.0%
27 Isla Vista Shuttle	3	2	50.0%	3	2	50.0%
28 UCSB Shuttle	8	-	100.0%	8	-	100.0%
36 Seaside Shuttle	8	11	-27.3%	8	11	-27.3%
37 Crossstown Shuttle	16	2	700.0%	16	2	700.0%
Booster Services	-	-	0.0%	-	-	0.0%
System Subtotal	1,630	1,249	30.5%	1,630	1,249	30.5%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	55	48	14.6%	55	48	14.6%
31 East Beach Waterfront Shuttle	9	10	-10.0%	9	10	-10.0%
32 West Beach Waterfront Shuttle	2	3	-33.3%	2	3	-33.3%
Unknown	-	11	-100.0%	-	11	-100.0%
System Total	1,696	1,321	28.4%	1,696	1,321	28.4%

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

Table I: Ridership by Day Type

Jul 2017

Jul 2016

	Jul 2017			Jul 2016			Change in Daily Ridership	% Change in Daily Ridership
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership		
Weekday	354,138	20	17,707	356,655	20	17,833	-126	-0.7%
Saturday	52,990	5	10,598	52,772	5	10,554	44	0.4%
Sunday	49,562	6	8,260	48,879	6	8,147	114	1.4%
Total	456,690	31	14,732	458,306	31	14,784	-52	-0.4%

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	354,138	20	17,707	356,655	20	17,833	-126	-0.7%
Saturday	52,990	5	10,598	52,772	5	10,554	44	0.4%
Sunday	49,562	6	8,260	48,879	6	8,147	114	1.4%
Total	456,690	31	14,732	458,306	31	14,784	-52	-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 July as compared to July 2016. Both SBCC and UCSB had the same number of days during summer session as compared to last year.

	Weekdays	Saturdays	Sundays	HS + JHS	SBCC	UCSB
July 17	20	5	6	16 SS	20 SS	20 SS
July 16	20	5	6	SM SS 10, DPSS 20	20 SS	20 SS

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

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

	Temperature (°F)			Low	Precipitation	
	Maximum	High	Average		Day	Amount
July 17	Maximum	85	73	62	Weekday: T (1 day)	0.04 in
	Mean	74	67	59	Saturday: 0 in (0 days)	
	Minimum	68	61	53	Sunday: 0.04 in (1 day)	
July 16	Maximum	94	77	63	Weekday: 0 in (0 days)	0.0 in
	Mean	75	67	58	Saturday: 0 in (0 days)	
	Minimum	68	62	53	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.