

# System Ridership Report: January 2018

**System-wide ridership decreased 4%, or more than 21,000 passengers, for the month of January** as compared to January 2017. As a result of the Montecito mudslides that closed Highway 101 and primary roadways within Montecito, service on Lines 14, 20 and 21x was temporarily stopped. Also, service was reduced on other lines due to many bus drivers not able to report to work from to the highway closure. In addition, SBCC delayed the onset of their Spring semester by one week and the first week of UCSB Winter quarter classes was Fall quarter finals week due to the early campus closure in December from the Thomas fire.

#### Table A: Ridership Trends by Fare Component

|  |         | Month   |         | Fiscal Year to Date |                 |         |  |
|--|---------|---------|---------|---------------------|-----------------|---------|--|
| Fare Categories                          | Jan-18  | Jan-17  | %Change | Jul 17 - Jan 18     | Jul 16 - Jan 17 | %Change |  |
| General Fare                             | 68,605  | 76,092  | -9.8%   | 519,667             | 549,366         | -5.4%   |  |
| Transfers                                | 40,645  | 41,877  | -2.9%   | 314,460             | 306,657         | 2.5%    |  |
| Full Fare Prepaid <sup>(1)</sup>         | 69,793  | 74,867  | -6.8%   | 555,023             | 579,708         | -4.3%   |  |
| Santa Barbara City College               | 43,316  | 48,833  | -11.3%  | 379,935             | 422,993         | -10.2%  |  |
| Senior & Disabled Prepaid <sup>(2)</sup> | 54,021  | 53,445  | 1.1%    | 400,024             | 385,893         | 3.7%    |  |
| Shuttle (DWE & Seaside)                  | 12,794  | 13,245  | -3.4%   | 131,872             | 139,557         | -5.5%   |  |
| UC Santa Barbara                         | 135,828 | 135,737 | 0.1%    | 670,435             | 621,496         | 7.9%    |  |
| Student Prepaid <sup>(3)</sup>           | 53,222  | 55,801  | -4.6%   | 312,674             | 343,576         | -9.0%   |  |
| Free                                     | 10,892  | 9,392   | 16.0%   | 79,816              | 76,139          | 4.8%    |  |
| My Ride                                  | 6,373   | 6,158   | 3.5%    | 49,035              | 57,073          | -14.1%  |  |
| Senior                                   | 12,714  | 13,516  | -5.9%   | 102,079             | 114,356         | -10.7%  |  |
| Persons with Disabilities                | 2,640   | 2,939   | -10.2%  | 19,823              | 22,348          | -11.3%  |  |
| Tokens                                   | 2,019   | 2,504   | -19.4%  | 13,879              | 14,315          | -3.0%   |  |
| Total                                    | 512,862 | 534,406 | -4.0%   | 3,548,722           | 3,633,477       | -2.3%   |  |

(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

|                         |         | Month   |         | Fiscal Year to Date |                 |         |  |
|-------------------------|---------|---------|---------|---------------------|-----------------|---------|--|
| Metrics                 | Jan-18  | Jan-17  | %Change | Jul 17 - Jan 18     | Jul 16 - Jan 17 | %Change |  |
| Passengers              | 512,862 | 534,406 | -4.0%   | 3,548,722           | 3,633,477       | -2.3%   |  |
| Revenue Hours           | 17,490  | 18,028  | -3.0%   | 126,187             | 125,471         | 0.6%    |  |
| Passengers per Rev Hour | 29.32   | 29.64   | -1.1%   | 28.12               | 28.96           | -2.9%   |  |
| Miles                   | 206,032 | 220,809 | -6.7%   | 1,515,834           | 1,521,071       | -0.3%   |  |
| Passengers per Mile     | 2.49    | 2.42    | 2.9%    | 2.34                | 2.39            | -2.0%   |  |

\*SOURCE: MTD PASSDAT PROGRAM, MTD TRANSIT DEVELOPMENT DEPARTMENT, PLANNING SECTION

## Table C: January 2018 System Ridership

|              |  |         | Month   |         | Fiscal Year to Date |                 |         |  |
|--------------|--|---------|---------|---------|---------------------|-----------------|---------|--|
|              | LINE   | Jan-18  | Jan-17  | %Change | Jul 17 - Jan 18     | Jul 16 - Jan 17 | %Chang  |  |
| 1            | West Santa Barbara                             | 27,135  | 27,633  | -1.8%   | 192,479             | 199,640         | -3.6%   |  |
| 2            | East Santa Barbara                             | 43,867  | 41,910  | 4.7%    | 301,821             | 304,299         | -0.8%   |  |
| 3            | Oak Park                                       | 15,710  | 15,931  | -1.4%   | 115,430             | 113,889         | 1.4%    |  |
| 4            | Mesa/SBCC                                      | 10,380  | 9,003   | 15.3%   | 73,358              | 72,375          | 1.4%    |  |
| 5            | Mesa / La Cumbre                               | 9,945   | 10,136  | -1.9%   | 73,921              | 81,475          | -9.3%   |  |
| 6            | Goleta   | 48,392  | 46,457  | 4.2%    | 332,095             | 341,880         | -2.9%   |  |
| 7            | County Health / Fairview                       | 22,276  | 20,423  | 9.1%    | 160,203             | 133,188         | 20.3%   |  |
| 8            | County Health                                  | -       | -       | 0.0%    | -                   | 13,743          | -100.0% |  |
| 9            | Calle Real / Old Tow n Shuttle                 | -       | -       | 0.0%    | -                   | 4,257           | -100.0% |  |
| 10           | Cathedral Oaks                                 | 1,503   | 1,772   | -15.2%  | 10,124              | 12,262          | -17.4%  |  |
| 11           | UCSB   | 86,378  | 82,785  | 4.3%    | 545,097             | 536,537         | 1.6%    |  |
| 12x          | Goleta Express                                 | 15,551  | 16,772  | -7.3%   | 113,913             | 130,447         | -12.7%  |  |
| 14           | Montecito                                      | 3,660   | 6,546   | -44.1%  | 44,741              | 49,365          | -9.4%   |  |
| 15x          | SBCC / UCSB Express                            | 15,969  | 18,310  | -12.8%  | 126,301             | 144,652         | -12.7%  |  |
| 16           | City College Shuttle                           | 4,914   | 6,717   | -26.8%  | 48,080              | 53,831          | -10.7%  |  |
| 17           | Low er West / SBCC                             | 12,072  | 12,435  | -2.9%   | 86,527              | 90,494          | -4.4%   |  |
| 20           | Carpinteria                                    | 11,921  | 22,857  | -47.8%  | 157,039             | 168,468         | -6.8%   |  |
| 21x          | Carpinteria Express                            | 3,611   | 6,766   | -46.6%  | 41,636              | 49,028          | -15.1%  |  |
| 23           | Winchester Canyon                              | 4,470   | 4,862   | -8.1%   | 27,338              | 35,154          | -22.2%  |  |
| 24x          | UCSB Express                                   | 44,887  | 50,389  | -10.9%  | 300,656             | 331,518         | -9.3%   |  |
| 25           | Ellw ood                                       | 5,592   | 4,395   | 27.2%   | 36,804              | 33,292          | 10.5%   |  |
| 27           | Isla Vista Shuttle                             | 30,575  | 31,705  | -3.6%   | 149,309             | 138,073         | 8.1%    |  |
| 28           | UCSB Shuttle                                   | 39,087  | 40,541  | -3.6%   | 209,871             | 173,655         | 20.9%   |  |
| 36           | Seaside Shuttle                                | 4,223   | 4,475   | -5.6%   | 32,698              | 37,693          | -13.3%  |  |
| 37           | Crosstow n Shuttle                             | 7,833   | 6,609   | 18.5%   | 55,145              | 51,272          | 7.6%    |  |
|              | Booster Services                               | 24,372  | 26,043  | -6.4%   | 116,719             | 132,942         | -12.2%  |  |
| Syst         | em Subtotal                                    | 494,323 | 515,472 | -4.1%   | 3,351,305           | 3,433,429       | -2.4%   |  |
| Dow          | ntown Waterfront Shuttles                      |         | ·       |         |                     |                 |         |  |
|              | Dow ntow n Shuttle                             | 16,245  | 16,173  | 0.4%    | 159,547             | 179,921         | -11.3%  |  |
|              | East Beach Waterfront Shuttle                  | 1,400   | 1,887   | -25.8%  | 24,083              | 26,186          | -8.0%   |  |
| 32           | West Beach Waterfront Shuttle                  | 894     | 874     | 2.3%    | 13,787              | 11,215          | 22.9%   |  |
|              | nown/Miscellaneous                             |         | 0/4     | 0.0%    | 10,707              | -               | 0.0%    |  |
| System Total |  | 512,862 | 534,406 | -4.0%   | 3,548,722           | 3,650,751       | -2.8%   |  |
|              | to d Doute e                                   |         |         |         |                     |                 |         |  |
|              | ted Routes                                     | 45 500  | 20,022  | 47.00/  | 100.075             | 047.400         | 0.70/   |  |
| ,            | 21x Carpinteria                                | 15,532  | 29,623  | -47.6%  | 198,675             | 217,496         | -8.7%   |  |
|              | 37 East/West & Crosstow n                      | 78,835  | 76,152  | 3.5%    | 549,445             | 555,211         | -1.0%   |  |
|              | 15x, 16, 17 Mesa Lines                         | 53,280  | 56,601  | -5.9%   | 408,187             | 442,827         | -7.8%   |  |
|              | 9 Calle Real                                   | 22,276  | 20,423  | 9.1%    | 160,203             | 151,188         | 6.0%    |  |
|              | State/Hollister<br>RCE: MTD PASSDAT PROGRAM, M | 134,770 | 129,242 | 4.3%    | 877,192             | 878,417         | -0.1%   |  |

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: January 2018 - Passengers per Hour

|      |                                |        | Month  |         |                 | Fiscal Year to Date |         |
|------|--------------------------------|--------|--------|---------|-----------------|---------------------|---------|
|      | LINE                           | Jan-18 | Jan-17 | %Change | Jul 17 - Jan 18 | Jul 16 - Jan 17     | %Change |
| 1    | West Santa Barbara             | 28.4   | 28.4   | -0.1%   | 29.3            | 29.3                | -0.1%   |
| 2    | East Santa Barbara             | 29.9   | 27.2   | 9.9%    | 29.4            | 28.2                | 4.3%    |
| 3    | Oak Park                       | 19.5   | 20.2   | -3.3%   | 20.7            | 19.2                | 7.8%    |
| 4    | Mesa/SBCC                      | 26.6   | 23.4   | 13.9%   | 27.1            | 26.7                | 1.5%    |
| 5    | Mesa / La Cumbre               | 17.6   | 17.2   | 2.3%    | 18.2            | 19.9                | -8.5%   |
| 6    | Goleta                         | 28.3   | 29.8   | -5.1%   | 28.7            | 31.2                | -8.3%   |
| 7    | Calle Real / Fairview          | 17.4   | 16.1   | 7.7%    | 18.0            | 17.8                | 1.3%    |
| 8    | Calle Real / Turnpike          | -      | -      | 0.0%    | -               | 26.0                | -100.0% |
| 9    | Calle Real / Old Tow n Shuttle | -      | -      | 0.0%    | -               | 11.7                | -100.0% |
| 10   | Cathedral Oaks                 | 10.5   | 12.9   | -18.5%  | 10.1            | 13.2                | -23.0%  |
| 11   | UCSB                           | 33.4   | 33.3   | 0.4%    | 30.7            | 30.5                | 0.7%    |
| 12x  | Goleta Express                 | 25.2   | 27.8   | -9.5%   | 26.7            | 31.3                | -14.5%  |
| 14   | Montecito                      | 11.8   | 15.5   | -23.8%  | 15.9            | 16.7                | -5.1%   |
| 15x  | SBCC / UCSB Express            | 30.7   | 36.7   | -16.4%  | 31.6            | 36.6                | -13.7%  |
| 16   | City College Shuttle           | 38.0   | 38.1   | -0.3%   | 36.5            | 38.6                | -5.4%   |
| 17   | Low er West / SBCC             | 44.3   | 46.5   | -4.7%   | 45.8            | 47.8                | -4.2%   |
| 20   | Carpinteria                    | 16.9   | 19.9   | -14.8%  | 20.2            | 20.4                | -0.6%   |
| 21x  | Carpinteria Express            | 15.4   | 22.3   | -31.1%  | 18.7            | 22.0                | -14.8%  |
| 23   | Winchester Canyon              | 22.3   | 24.0   | -7.1%   | 19.7            | 22.0                | -10.5%  |
| 24x  | UCSB Express                   | 43.9   | 48.1   | -8.6%   | 41.9            | 45.8                | -8.5%   |
| 25   | Ellw ood                       | 24.4   | 22.4   | 8.9%    | 23.9            | 26.3                | -9.1%   |
| 27   | Isla Vista Shuttle             | 51.2   | 52.7   | -2.8%   | 41.1            | 37.9                | 8.6%    |
| 28   | UCSB Shuttle                   | 72.3   | 72.7   | -0.5%   | 55.0            | 59.3                | -7.2%   |
| 36   | Seaside Shuttle                | 12.2   | 12.5   | -2.4%   | 13.9            | 15.2                | -8.6%   |
| 37   | Crosstow n Shuttle             | 15.9   | 13.5   | 18.3%   | 15.6            | 14.4                | 8.4%    |
|      | Booster Services               | 77.0   | 85.8   | -10.3%  | 81.4            | 88.2                | -7.8%   |
| Syst | em Average                     | 30.1   | 30.5   | -1.4%   | 28.5            | 29.3                | -2.6%   |
| Dow  | ntown Waterfront Shuttles      |        |        |         |                 |                     |         |
| 30   | Dow ntow n Shuttle             | 20.3   | 18.7   | 8.6%    | 25.0            | 26.5                | -5.5%   |
| 31   | East Beach Waterfront Shuttle  | 8.4    | 11.1   | -24.5%  | 15.7            | 16.8                | -6.3%   |
| 32   | West Beach Waterfront Shuttle  | 10.9   | 10.6   | 3.1%    | 19.2            | 15.6                | 23.2%   |
| Syst | em Total                       | 29.3   | 29.6   | -1.1%   | 28.1            | 28.9                | -2.7%   |

| Related Routes                  |      |      |        |      |      |       |
|---------------------------------|------|------|--------|------|------|-------|
| 20, 21x Carpinteria             | 16.5 | 20.4 | -18.8% | 19.9 | 20.7 | -3.9% |
| 1, 2, 37 East/West & Crosstow n | 27.1 | 25.4 | 6.7%   | 27.0 | 26.2 | 2.8%  |
| 4, 5, 15x, 16, 17 Mesa Lines    | 28.4 | 29.5 | -3.9%  | 29.2 | 31.5 | -7.3% |
| 7, 8, 9 Calle Real/Fairview     | 17.4 | 16.1 | 7.7%   | 18.0 | 18.0 | -0.1% |
| 6, 11 State/Hollister           | 31.4 | 32.0 | -1.8%  | 29.9 | 30.8 | -2.9% |

# Table E: January 2018 – '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.

|      |                                |        | Month  |         | Fiscal Year to Date |                 |         |  |
|------|--------------------------------|--------|--------|---------|---------------------|-----------------|---------|--|
|      | LINE                           | Dec-17 | Dec-16 | %Change | Jul 17 - Jan 18     | Jul 16 - Jan 17 | %Change |  |
| 1    | West Santa Barbara             | 6      | 5      | 20.0%   | 35                  | 15              | 133.3%  |  |
| 2    | East Santa Barbara             | 3      | 11     | -72.7%  | 69                  | 36              | 91.7%   |  |
| 3    | Oak Park                       | 1      | 3      | -66.7%  | 4                   | 14              | -71.4%  |  |
| 4    | Mesa/SBCC                      | 1      | -      | 100.0%  | 8                   | 5               | 60.0%   |  |
| 5    | Mesa / La Cumbre               | 4      | 2      | 100.0%  | 21                  | 24              | -12.5%  |  |
| 6    | Goleta                         | 14     | 13     | 7.7%    | 138                 | 180             | -23.3%  |  |
| 7    | Calle Real / Fairview          | 4      | 3      | 33.3%   | 10                  | 12              | -16.7%  |  |
| 8    | Calle Real / Turnpike          | -      | -      | 0.0%    | -                   | 1               | -100.0% |  |
| 9    | Calle Real / Old Tow n Shuttle | -      | -      | 0.0%    | -                   | -               | 0.0%    |  |
| 10   | Cathedral Oaks                 | 1      | 1      | 0.0%    | 2                   | 5               | -60.0%  |  |
| 11   | UCSB                           | 42     | 31     | 35.5%   | 201                 | 187             | 7.5%    |  |
| 12x  | Goleta Express                 | 9      | 5      | 80.0%   | 66                  | 35              | 88.6%   |  |
| 14   | Montecito                      | -      | 1      | -100.0% | 11                  | 5               | 120.0%  |  |
| 15x  | SBCC / UCSB Express            | 6      | 21     | -71.4%  | 57                  | 104             | -45.2%  |  |
| 16   | City College Shuttle           | -      | -      | 0.0%    | 15                  | 17              | -11.8%  |  |
| 17   | Low er West / SBCC             | 1      | 3      | -66.7%  | 8                   | 18              | -55.6%  |  |
| 20   | Carpinteria                    | 3      | 3      | 0.0%    | 20                  | 22              | -9.1%   |  |
| 21x  | Carpinteria Express            | -      | 2      | -100.0% | 1                   | 8               | -87.5%  |  |
| 23   | Winchester Canyon              | 1      | 1      | 0.0%    | 4                   | 6               | -33.3%  |  |
| 24x  | UCSB Express                   | 28     | 63     | -55.6%  | 224                 | 262             | -14.5%  |  |
| 25   | Elwood                         | 1      | -      | 100.0%  | 4                   | 5               | -20.0%  |  |
| 27   | Isla Vista Shuttle             | 59     | 19     | 210.5%  | 172                 | 58              | 196.6%  |  |
| 28   | UCSB Shuttle                   | 26     | 34     | -23.5%  | 107                 | 113             | -5.3%   |  |
| 36   | Seaside Shuttle                | -      | -      | 0.0%    | 1                   | 5               | -80.0%  |  |
| 37   | Crosstow n Shuttle             | 1      | 1      | 0.0%    | 5                   | 6               | -16.7%  |  |
|      | Booster Services               | 7      | 18     | -61.1%  | 90                  | 113             | -20.4%  |  |
| Syst | em Subtotal                    | 218    | 240    | -9.2%   | 1,273               | 1,256           | 1.4%    |  |
| Dow  | ntown Waterfront Shuttles      | ,      |        |         |                     |                 |         |  |
| 30   | Dow ntow n Shuttle             | 7      | 6      | 16.7%   | 78                  | 91              | -14.3%  |  |
| 31   | East Beach Waterfront Shuttle  | -      | -      | 0.0%    | 7                   | 7               | 0.0%    |  |
| 32   | West Beach Waterfront Shuttle  | -      | -      | 0.0%    | -                   | -               | 0.0%    |  |
| Unk  | nown                           | -      | -      | 0.0%    | 2                   | 23              | -91.3%  |  |
| Syst | em Total                       | 225    | 246    | -8.5%   | 1,360               | 1,377           | -1.2%   |  |

## Table F: January 2018 – 'Too Full to Board' Loads Indicated

Passengers were refused service because a vehicle was too full to safely board additional riders.

|      |                                |        | Month  |         | Fiscal Year to Date |                 |         |  |
|------|--------------------------------|--------|--------|---------|---------------------|-----------------|---------|--|
|      | LINE                           | Dec-17 | Dec-16 | %Change | Jul 17 - Jan 18     | Jul 16 - Jan 17 | %Change |  |
| 1    | West Santa Barbara             | 1      | -      | 100.0%  | 4                   | 7               | -42.9%  |  |
| 2    | East Santa Barbara             | 3      | -      | 100.0%  | 19                  | 10              | 90.0%   |  |
| 3    | Oak Park                       | -      | -      | 0.0%    | -                   | 5               | -100.0% |  |
| 4    | Mesa/SBCC                      | -      | -      | 0.0%    | -                   | 1               | -100.0% |  |
| 5    | Mesa / La Cumbre               | 2      | -      | 100.0%  | 14                  | 2               | 600.0%  |  |
| 6    | Goleta                         | 17     | 5      | 240.0%  | 58                  | 68              | -14.7%  |  |
| 7    | Calle Real / Fairview          | -      | -      | 0.0%    | 5                   | 2               | 150.0%  |  |
| 8    | Calle Real / Turnpike          | -      | -      | 0.0%    | -                   | -               | 0.0%    |  |
| 9    | Calle Real / Old Tow n Shuttle | -      | -      | 0.0%    | -                   | -               | 0.0%    |  |
| 10   | Cathedral Oaks                 | -      | -      | 0.0%    | 1                   | 2               | -50.0%  |  |
| 11   | UCSB                           | 111    | 54     | 105.6%  | 390                 | 232             | 68.1%   |  |
| 12x  | Goleta Express                 | 1      | 4      | -75.0%  | 39                  | 27              | 44.4%   |  |
| 14   | Montecito                      | -      | -      | 0.0%    | 2                   | 3               | -33.3%  |  |
| 15x  | SBCC / UCSB Express            | 5      | 18     | -72.2%  | 34                  | 70              | -51.4%  |  |
| 16   | City College Shuttle           | -      | -      | 0.0%    | 5                   | 6               | -16.7%  |  |
| 17   | Low er West / SBCC             | -      | -      | 0.0%    | 1                   | 6               | -83.3%  |  |
| 20   | Carpinteria                    | -      | -      | 0.0%    | 1                   | 5               | -80.0%  |  |
| 21x  | Carpinteria Express            | -      | -      | 0.0%    | -                   | -               | 0.0%    |  |
| 23   | Winchester Canyon              | 2      | 1      | 100.0%  | 8                   | 5               | 60.0%   |  |
| 24x  | UCSB Express                   | 55     | 63     | -12.7%  | 307                 | 354             | -13.3%  |  |
| 25   | Elwood                         | 2      | -      | 100.0%  | 2                   | 4               | -50.0%  |  |
| 27   | lsla Vista Shuttle             | 80     | 52     | 53.8%   | 190                 | 186             | 2.2%    |  |
| 28   | UCSB Shuttle                   | 79     | 84     | -6.0%   | 362                 | 307             | 17.9%   |  |
| 36   | Seaside Shuttle                | -      | 1      | -100.0% | -                   | 12              | -100.0% |  |
| 37   | Crosstow n Shuttle             | -      | 2      | -100.0% | 1                   | 7               | -85.7%  |  |
|      | Booster Services               | 10     | 10     | 0.0%    | 85                  | 60              | 41.7%   |  |
| Syst | em Subtotal                    | 368    | 294    | 25.2%   | 1,528               | 1,381           | 10.6%   |  |
| Dow  | ntown Waterfront Shuttles      |        |        |         |                     |                 |         |  |
| 30   | Dow ntow n Shuttle             | 15     | 18     | -16.7%  | 394                 | 463             | -14.9%  |  |
| 31   | East Beach Waterfront Shuttle  | 1      | 7      | -85.7%  | 3                   | 36              | -91.7%  |  |
| 32   | West Beach Waterfront Shuttle  | -      | -      | 0.0%    | 6                   | 2               | 200.0%  |  |
| Unk  | nown                           | -      | 2      | -100.0% | 1                   | 50              | -98.0%  |  |
| Syst | em Total                       | 384    | 321    | 19.6%   | 1,932               | 1,932           | 0.0%    |  |

#### Table G: January 2018 – Bicycles Carried

|      |                                |        | Month  |         | F               | Fiscal Year to Date |         |
|------|--------------------------------|--------|--------|---------|-----------------|---------------------|---------|
|      | LINE                           | Jan-18 | Jan-17 | %Change | Jul 17 - Jan 18 | Jul 16 - Jan 17     | %Change |
| 1    | West Santa Barbara             | 154    | 202    | -23.8%  | 1,155           | 1,404               | -17.7%  |
| 2    | East Santa Barbara             | 346    | 378    | -8.5%   | 2,891           | 3,286               | -12.0%  |
| 3    | Oak Park                       | 166    | 124    | 33.9%   | 1,025           | 982                 | 4.4%    |
| 4    | Mesa/SBCC                      | 121    | 69     | 75.4%   | 1,022           | 990                 | 3.2%    |
| 5    | Mesa / La Cumbre               | 224    | 140    | 60.0%   | 1,584           | 1,706               | -7.2%   |
| 6    | Goleta                         | 1,031  | 1,058  | -2.6%   | 7,761           | 8,996               | -13.7%  |
| 7    | Calle Real / Fairview          | 464    | 339    | 36.9%   | 3,773           | 3,093               | 22.0%   |
| 8    | Calle Real / Turnpike          | -      | -      | 0.0%    | -               | 330                 | -100.0% |
| 9    | Calle Real / Old Tow n Shuttle | -      | -      | 0.0%    | -               | 51                  | -100.0% |
| 10   | Cathedral Oaks                 | 20     | 29     | -31.0%  | 246             | 279                 | -11.8%  |
| 11   | UCSB                           | 1,631  | 1,777  | -8.2%   | 11,740          | 13,007              | -9.7%   |
| 12x  | Goleta Express                 | 427    | 395    | 8.1%    | 4,039           | 4,406               | -8.3%   |
| 14   | Montecito                      | 37     | 89     | -58.4%  | 771             | 952                 | -19.0%  |
| 15x  | SBCC / UCSB Express            | 215    | 231    | -6.9%   | 2,054           | 2,088               | -1.6%   |
| 16   | City College Shuttle           | 41     | 49     | -16.3%  | 418             | 474                 | -11.8%  |
| 17   | Low er West / SBCC             | 68     | 64     | 6.3%    | 563             | 780                 | -27.8%  |
| 20   | Carpinteria                    | 356    | 526    | -32.3%  | 4,557           | 4,215               | 8.1%    |
| 21x  | Carpinteria Express            | 101    | 186    | -45.7%  | 1,272           | 1,579               | -19.4%  |
| 23   | Winchester Canyon              | 60     | 90     | -33.3%  | 462             | 707                 | -34.7%  |
| 24x  | UCSB Express                   | 704    | 1,096  | -35.8%  | 6,039           | 8,039               | -24.9%  |
| 25   | Elw ood                        | 93     | 72     | 29.2%   | 594             | 696                 | -14.7%  |
| 27   | lsla Vista Shuttle             | 207    | 204    | 1.5%    | 1,049           | 983                 | 6.7%    |
| 28   | UCSB Shuttle                   | 289    | 297    | -2.7%   | 1,620           | 1,431               | 13.2%   |
| 36   | Seaside Shuttle*               | -      | -      | 0.0%    | -               | -                   | 0.0%    |
| 37   | Crosstow n Shuttle*            | 12     | 5      | 140.0%  | 111             | 112                 | -0.9%   |
|      | Booster services               | 19     | 8      | 137.5%  | 102             | 104                 | -1.9%   |
| Sysi | em Subtotal                    | 6,786  | 7,428  | -8.6%   | 54,848          | 60,690              | -9.6%   |
| Dow  | ntown 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     |
| Unk  | nown                           | 1      | 10     | -90.0%  | 9               | 251                 | -96.4%  |
| Syst | em Total                       | 6,787  | 7,438  | -8.8%   | 54,857          | 60,941              | -10.0%  |

\*SOURCE: GFI GENFARE, MTD TRANSIT DEVELOPMENT DEPARTMENT, PLANNING SECTION \*THE ELECTRIC SHUTTLE CANNOT CARRY BICYCLES, UNLESS REPLACED BY A DIESEL VEHICLE

# Table H: January 2018 – Wheelchairs Boarded

|      | ne 11. January 2010 – V        |        | Month  |         | F               | Fiscal Year to Date |         |  |  |
|------|--------------------------------|--------|--------|---------|-----------------|---------------------|---------|--|--|
|      | LINE                           | Dec-17 | Dec-16 | %Change | Jul 17 - Jan 18 | Jul 16 - Jan 17     | %Change |  |  |
| 1    | West Santa Barbara             | 134    | 108    | 24.1%   | 1,122           | 773                 | 45.1%   |  |  |
| 2    | East Santa Barbara             | 293    | 175    | 67.4%   | 1,734           | 1,184               | 46.5%   |  |  |
| 3    | Oak Park                       | 83     | 109    | -23.9%  | 581             | 858                 | -32.3%  |  |  |
| 4    | Mesa/SBCC                      | 2      | 12     | -83.3%  | 72              | 82                  | -12.2%  |  |  |
| 5    | Mesa / La Cumbre               | 54     | 37     | 45.9%   | 438             | 435                 | 0.7%    |  |  |
| 6    | Goleta                         | 172    | 213    | -19.2%  | 1,296           | 1,305               | -0.7%   |  |  |
| 7    | Calle Real / Fairview          | 169    | 112    | 50.9%   | 1,257           | 1,002               | 25.4%   |  |  |
| 8    | Calle Real / Turnpike          | -      | -      | 0.0%    | -               | 86                  | -100.0% |  |  |
| 9    | Calle Real / Old Tow n Shuttle | -      | -      | 0.0%    | -               | 33                  | -100.0% |  |  |
| 10   | Cathedral Oaks                 | 1      | 1      | 0.0%    | 4               | 10                  | -60.0%  |  |  |
| 11   | UCSB                           | 248    | 199    | 24.6%   | 1,594           | 1,420               | 12.3%   |  |  |
| 12x  | Goleta Express                 | 61     | 42     | 45.2%   | 412             | 403                 | 2.2%    |  |  |
| 14   | Montecito                      | 27     | 33     | -18.2%  | 277             | 157                 | 76.4%   |  |  |
| 15x  | SBCC / UCSB Express            | 15     | 10     | 50.0%   | 144             | 131                 | 9.9%    |  |  |
| 16   | City College Shuttle           | 22     | 16     | 37.5%   | 144             | 179                 | -19.6%  |  |  |
| 17   | Low er West / SBCC             | 23     | 24     | -4.2%   | 124             | 162                 | -23.5%  |  |  |
| 20   | Carpinteria                    | 99     | 129    | -23.3%  | 1,041           | 662                 | 57.3%   |  |  |
| 21x  | Carpinteria Express            | 9      | 22     | -59.1%  | 147             | 161                 | -8.7%   |  |  |
| 23   | Winchester Canyon              | 10     | 6      | 66.7%   | 26              | 39                  | -33.3%  |  |  |
| 24x  | UCSB Express                   | 53     | 39     | 35.9%   | 366             | 312                 | 17.3%   |  |  |
| 25   | Elwood                         | 12     | 2      | 500.0%  | 46              | 36                  | 27.8%   |  |  |
| 27   | Isla Vista Shuttle             | 2      | 3      | -33.3%  | 42              | 14                  | 200.0%  |  |  |
| 28   | UCSB Shuttle                   | 5      | 7      | -28.6%  | 56              | 22                  | 154.5%  |  |  |
| 36   | Seaside Shuttle                | 2      | 3      | -33.3%  | 33              | 39                  | -15.4%  |  |  |
| 37   | Crosstow n Shuttle             | 17     | 2      | 750.0%  | 106             | 49                  | 116.3%  |  |  |
|      | Booster Services               | -      | 1      | -100.0% | 5               | 4                   | 25.0%   |  |  |
| Syst | em Subtotal                    | 1,513  | 1,305  | 15.9%   | 11,067          | 9,558               | 15.8%   |  |  |
| Dow  | ntown Waterfront Shuttles      |        |        |         |                 |                     |         |  |  |
| 30   | Dow ntow n Shuttle             | 82     | 46     | 78.3%   | 438             | 552                 | -20.7%  |  |  |
| 31   | East Beach Waterfront Shuttle  | 9      | -      | 100.0%  | 58              | 65                  | -10.8%  |  |  |
| 32   | West Beach Waterfront Shuttle  | 4      | -      | 100.0%  | 35              | 10                  | 250.0%  |  |  |
| Unk  | nown                           | -      | 7      | -100.0% | 5               | 43                  | -88.4%  |  |  |
| Syst | em Total                       | 1,608  | 1,358  | 18.4%   | 11,603          | 10,228              | 13.4%   |  |  |

## Table I: Ridership by Day Type

|          |           | January 2018 |                        | January 2017 |      |                        |                              | ·                                 |
|----------|-----------|--------------|------------------------|--------------|------|------------------------|------------------------------|-----------------------------------|
|          | Ridership | Days         | Avg Daily<br>Ridership | Ridership    | Days | Avg Daily<br>Ridership | Change in Daily<br>Ridership | % Change in<br>Daily<br>Ridership |
| Weekday  | 420,152   | 21           | 20,007                 | 439,056      | 20   | 21,953                 | -1,946                       | -8.9%                             |
| Saturday | 53,754    | 5            | 10,751                 | 60,698       | 6    | 10,116                 | 634                          | 6.3%                              |
| Sunday   | 38,956    | 5            | 7,791                  | 34,652       | 5    | 6,930                  | 861                          | 12.4%                             |
| Total    | 512,862   | 31           | 16,544                 | 534,406      | 31   | 17,239                 | -695                         | -4.0%                             |

|          |           | FY 2018 |                        |           | FY 2017 |                        |                              |                                   |
|----------|-----------|---------|------------------------|-----------|---------|------------------------|------------------------------|-----------------------------------|
|          | Ridership | Days    | Avg Daily<br>Ridership | Ridership | Days    | Avg Daily<br>Ridership | Change in Daily<br>Ridership | % Change in<br>Daily<br>Ridership |
| Weekday  | 2,912,430 | 145     | 20,086                 | 3,020,270 | 145     | 20,829                 | -744                         | -3.6%                             |
| Saturday | 356,678   | 33      | 10,808                 | 367,807   | 34      | 10,818                 | -9                           | -0.1%                             |
| Sunday   | 279,614   | 35      | 7,989                  | 262,674   | 34      | 7,726                  | 263                          | 3.4%                              |
| Total    | 3,548,722 | 213     | 16,661                 | 3,650,751 | 213     | 17,140                 | -479                         | -2.8%                             |

\*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 January as compared to January 2017. SBCC began one week later due to the mudslides that occurred closing Highway 101.

|        | Weekdays | Saturdays | Sundays | HS + JHS | SBCC | UCSB |
|--------|----------|-----------|---------|----------|------|------|
| Jan-18 | 21       | 5         | 5       | 21       | 8    | 17   |
| Jan-17 | 20       | 6         | 5       | 20       | 11   | 16   |

\*SOURCE: GREGORIAN CALENDAR, SB AREA SCHOOL DISTRICT, SBCC, UCSB. SS=SUMMER SESSION

**Weather:** Average temperatures for January 2018 were slightly warmer than in January 2017. There was also less precipitation days in January 2018, compared to fifteen in 2017.

|        | Temperature (°F) | High | Average | Low | Precipitation                    |
|--------|------------------|------|---------|-----|----------------------------------|
| Jan-18 | Maximum          | 79   | 68      | 61  | Weekday: 2.72 in (4 days)        |
|        | Mean             | 62   | 56      | 50  | Saturday: 0 in (0 day) 2.72 in   |
|        | Minimum          | 57   | 44      | 35  | Sunday: 0 in (0 days)            |
| Jan-17 | Maximum          | 75   | 62      | 55  | Weekday: 6.48 in (11 days)       |
|        | Mean             | 59   | 52      | 46  | Saturday: .47 in (2 day) 8.93 in |
|        | Minimum          | 53   | 43      | 34  | Sunday: 1.98 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.