



System Ridership Report: July 2020

System wide ridership decreased by 61.5%, or more than 278,000 passengers, for the month of July as compared to July 2019. Ridership and fare revenue was greatly impacted due to the COVID-19 pandemic, which caused school campus closures and necessitated service reductions, reduction in bus capacity and non-collection of fares for social distancing purposes.

Table A: Ridership Trends by Fare Component

Fare Categories	Month			Fiscal Year to Date		
	Jul-20	Jul-19	%Change	Jul 20 - Jul 20	Jul 19 - Jul 19	%Change
Persons with Disabilities Cash	1	2,234	-100.0%	1	2,234	-100.0%
Full Fare Prepaid ⁽¹⁾	21	103,498	-100.0%	21	103,498	-100.0%
Free	173,680	9,667	1696.6%	173,680	9,667	1696.6%
General Fare	2	76,048	-100.0%	2	76,048	-100.0%
Santa Barbara City College	18	23,685	-99.9%	18	23,685	-99.9%
Senior & Disabled Prepaid ⁽²⁾	21	63,232	-100.0%	21	63,232	-100.0%
Shuttle	-	25,176	-100.0%	-	25,176	-100.0%
Senior Cash	-	16,917	-100.0%	-	16,917	-100.0%
Youth(K-12) Prepaid ⁽³⁾	23	48,955	-100.0%	23	48,955	-100.0%
Special Pass Programs	13	4,270	-99.7%	13	4,270	-99.7%
Tokens	-	1,610	-100.0%	-	1,610	-100.0%
Transfers	44	38,986	-99.9%	44	38,986	-99.9%
UC Santa Barbara	28	37,688	-99.9%	28	37,688	-99.9%
Total	173,851	451,966	-61.5%	173,851	451,966	-61.5%

Table B: Revenue Hours and Revenue Miles

Metrics	Month			Fiscal Year to Date		
	Jul-20	Jul-19	%Change	Jul 20 - Jul 20	Jul 19 - Jul 19	%Change
Passengers	173,851	451,966	-61.5%	173,851	451,966	-61.5%
Revenue Hours	14,966	18,401	-18.7%	14,966	18,401	-18.7%
Passengers per Rev Hour	11.62	24.56	-52.7%	11.62	24.56	-52.7%
Revenue Miles	182,033	213,254	-14.6%	182,033	213,254	-14.6%

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

Table C: July 2020 System Ridership

LINE		Month			Fiscal Year to Date		
		Jul-20	Jul-19	%Change	Jul 20 - Jul 20	Jul 19 - Jul 19	%Change
1	West Santa Barbara	14,919	25,039	-40.4%	14,919	25,039	-40.4%
2	East Santa Barbara	22,352	39,140	-42.9%	22,352	39,140	-42.9%
3	Oak Park	7,290	15,919	-54.2%	7,290	15,919	-54.2%
4	Mesa/SBCC	4,349	9,162	-52.5%	4,349	9,162	-52.5%
5	Mesa / La Cumbre	4,466	10,193	-56.2%	4,466	10,193	-56.2%
6	Goleta	24,893	46,158	-46.1%	24,893	46,158	-46.1%
7	County Health / Fairview	11,918	25,413	-53.1%	11,918	25,413	-53.1%
10	Cathedral Oaks	-	1,113	-100.0%	-	1,113	-100.0%
11	UCSB	32,430	71,874	-54.9%	32,430	71,874	-54.9%
12x	Goleta Express	6,598	17,150	-61.5%	6,598	17,150	-61.5%
14	Montecito	3,792	6,418	-40.9%	3,792	6,418	-40.9%
15x	SBCC / UCSB Express	-	4,617	-100.0%	-	4,617	-100.0%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Lower West / SBCC	4,450	10,227	-56.5%	4,450	10,227	-56.5%
20	Carpinteria	19,966	32,518	-38.6%	19,966	32,518	-38.6%
23	Winchester Canyon	1,458	4,345	-66.4%	1,458	4,345	-66.4%
24x	UCSB Express	8,621	55,210	-84.4%	8,621	55,210	-84.4%
25	Elwood	2,748	6,440	-57.3%	2,748	6,440	-57.3%
27	Isla Vista Shuttle	3,601	8,350	-56.9%	3,601	8,350	-56.9%
28	UCSB Shuttle	-	13,945	-100.0%	-	13,945	-100.0%
36	Seaside Shuttle	-	5,296	-100.0%	-	5,296	-100.0%
37	Crosstown Shuttle	-	7,303	-100.0%	-	7,303	-100.0%
90	West Goleta Amtrak Shuttle	-	912	-100.0%	-	912	-100.0%
91	East Goleta Amtrak Shuttle	-	352	-100.0%	-	352	-100.0%
92	Santa Barbara Amtrak Shuttle	-	322	-100.0%	-	322	-100.0%
	Booster Services	-	551	-100.0%	-	551	-100.0%
System Subtotal		173,851	417,967	-58.4%	173,851	417,967	-58.4%
Downtown Waterfront Shuttles							
30	Downtown Shuttle	-	26,216	-100.0%	-	26,216	-100.0%
34	Waterfront Shuttle	-	7,783	-100.0%	-	7,783	-100.0%
DWS Total		-	33,999	-100.0%	-	33,999	-100.0%
System Total		173,851	451,966	-61.5%	173,851	451,966	-61.5%

Related Routes							
11, 24x, 27, 28 UCSB Lines		44,652	149,379	-70.1%	44,652	149,379	-70.1%
1, 2, 37 East/West & Crosstown		37,271	71,482	-47.9%	37,271	71,482	-47.9%
4, 5, 15x, 16, 17 Mesa Lines		13,265	34,199	-61.2%	13,265	34,199	-61.2%
6, 11 State/Hollister		57,323	118,032	-51.4%	57,323	118,032	-51.4%

*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: July 2020 - Passengers per Hour

LINE	Month			Fiscal Year to Date		
	Jul-20	Jul-19	%Change	Jul 20 - Jul 20	Jul 19 - Jul 19	%Change
1 West Santa Barbara	15.4	26.2	-41.2%	15.4	26.2	-41.2%
2 East Santa Barbara	14.7	26.2	-43.8%	14.7	26.2	-43.8%
3 Oak Park	8.6	19.2	-55.4%	8.6	19.2	-55.4%
4 Mesa/SBCC	10.9	22.8	-52.4%	10.9	22.8	-52.4%
5 Mesa / La Cumbre	7.3	16.9	-56.7%	7.3	16.9	-56.7%
6 Goleta	14.3	26.8	-46.8%	14.3	26.8	-46.8%
7 Calle Real / Fairview	8.8	19.2	-54.1%	8.8	19.2	-54.1%
10 Cathedral Oaks	-	7.4	-100.0%	-	7.4	-100.0%
11 UCSB	12.2	27.3	-55.3%	12.2	27.3	-55.3%
12x Goleta Express	10.4	27.3	-61.8%	10.4	27.3	-61.8%
14 Montecito	8.7	14.8	-41.4%	8.7	14.8	-41.4%
15x SBCC / UCSB Express	-	14.1	-100.0%	-	14.1	-100.0%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	14.9	36.3	-59.0%	14.9	36.3	-59.0%
20 Carpinteria	12.5	20.6	-39.5%	12.5	20.6	-39.5%
23 Winchester Canyon	7.1	21.4	-66.7%	7.1	21.4	-66.7%
24x UCSB Express	8.1	51.8	-84.4%	8.1	51.8	-84.4%
25 Elwood	11.6	27.5	-57.8%	11.6	27.5	-57.8%
27 Isla Vista Shuttle	9.6	21.9	-56.5%	9.6	21.9	-56.5%
28 UCSB Shuttle	-	28.1	-100.0%	-	28.1	-100.0%
36 Seaside Shuttle	-	14.6	-100.0%	-	14.6	-100.0%
37 Crosstown Shuttle	-	13.5	-100.0%	-	13.5	-100.0%
90 West Goleta Amtrak Shuttle	-	78.2	-100.0%	-	78.2	-100.0%
91 East Goleta Amtrak Shuttle	-	30.2	-100.0%	-	30.2	-100.0%
92 Santa Barbara Amtrak Shuttle	-	18.8	-100.0%	-	18.8	-100.0%
Booster Services	-	25.0	-100.0%	-	25.0	-100.0%
System Average	11.6	25.0	-53.5%	11.6	25.0	-53.5%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	-	21.9	-100.0%	-	21.9	-100.0%
34 Waterfront Shuttle	-	15.8	-100.0%	-	15.8	-100.0%
DWS Average	-	20.2	-100.0%	-	20.2	-100.0%
System Total	11.6	24.6	-52.7%	11.6	24.6	-52.7%

Related Routes	Jul-20	Jul-19	%Change	Jul 20 - Jul 20	Jul 19 - Jul 19	%Change
11, 24x, 27, 28 UCSB Lines	30	129	-76.9%	30	129	-76.9%
1, 2, 37 East/West & Crosstown	15.0	23.9	-37.3%	15.0	23.9	-37.3%
4, 5, 15x, 16, 17 Mesa Lines	10.1	21.1	-52.2%	10.1	21.1	-52.2%
6, 11 State/Hollister	13.0	27.1	-52.0%	13.0	27.1	-52.0%

*SOURCE: GFI GENFARE, MTD TRANSIT DEVELOPMENT DEPARTMENT, PLANNING SECTION

Table E: July 2020 – ‘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		
	Jul-20	Jul-19	%Change	Jul 20 - Jul 20	Jul 19 - Jul 19	%Change
1 West Santa Barbara	-	4	-100.0%	-	4	-100.0%
2 East Santa Barbara	5	3	66.7%	5	3	66.7%
3 Oak Park	-	4	-100.0%	-	4	-100.0%
4 Mesa/SBCC	-	-	0.0%	-	-	0.0%
5 Mesa / La Cumbre	-	-	0.0%	-	-	0.0%
6 Goleta	2	14	-85.7%	2	14	-85.7%
7 Calle Real / Fairview	-	-	0.0%	-	-	0.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	5	42	-88.1%	5	42	-88.1%
12x Goleta Express	-	13	-100.0%	-	13	-100.0%
14 Montecito	-	-	0.0%	-	-	0.0%
15x SBCC / UCSB Express	-	1	-100.0%	-	1	-100.0%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	-	-	0.0%	-	-	0.0%
20 Carpinteria	8	7	14.3%	8	7	14.3%
23 Winchester Canyon	-	-	0.0%	-	-	0.0%
24x UCSB Express	-	54	-100.0%	-	54	-100.0%
25 Elwood	-	1	-100.0%	-	1	-100.0%
27 Isla Vista Shuttle	-	-	0.0%	-	-	0.0%
28 UCSB Shuttle	-	1	-100.0%	-	1	-100.0%
36 Seaside Shuttle	-	-	0.0%	-	-	0.0%
37 Crossstown Shuttle	-	-	0.0%	-	-	0.0%
90 West Goleta Amtrak Shuttle	-	-	0.0%	-	-	0.0%
91 East Goleta Amtrak Shuttle	-	-	0.0%	-	-	0.0%
92 Santa Barbara Amtrak Shuttle	-	-	0.0%	-	-	0.0%
Booster Services	-	-	0.0%	-	-	0.0%
System Subtotal	20	144	-86.1%	20	144	-86.1%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	-	7	-100.0%	-	7	-100.0%
34 Waterfront Shuttle	-	3	-100.0%	-	-	0.0%
DWS Total	-	10	-100.0%	-	7	-100.0%
System Total	20	154	-87.0%	20	151	-86.8%

*SOURCE: GFI GENFARE, MTD TRANSIT DEVELOPMENT DEPARTMENT, PLANNING SECTION

Table F: July 2020 – ‘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		
	Jul-20	Jul-19	%Change	Jul 20 - Jul 20	Jul 19 - Jul 19	%Change
1 West Santa Barbara	20	-	100.0%	20	-	100.0%
2 East Santa Barbara	62	2	3000.0%	62	2	3000.0%
3 Oak Park	14	-	100.0%	14	-	100.0%
4 Mesa/SBCC	5	-	100.0%	5	-	100.0%
5 Mesa / La Cumbre	5	4	25.0%	5	4	25.0%
6 Goleta	122	4	2950.0%	122	4	2950.0%
7 Calle Real / Fairview	9	1	800.0%	9	1	800.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	165	17	870.6%	165	17	870.6%
12x Goleta Express	4	26	-84.6%	4	26	-84.6%
14 Montecito	27	-	100.0%	27	-	100.0%
15x SBCC / UCSB Express	-	-	0.0%	-	-	0.0%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	3	1	200.0%	3	1	200.0%
20 Carpinteria	79	2	3850.0%	79	2	3850.0%
23 Winchester Canyon	1	-	100.0%	1	-	100.0%
24x UCSB Express	1	126	-99.2%	1	126	-99.2%
25 Elwood	1	1	0.0%	1	1	0.0%
27 Isla Vista Shuttle	1	-	100.0%	1	-	100.0%
28 UCSB Shuttle	-	1	-100.0%	-	1	-100.0%
36 Seaside Shuttle	-	-	0.0%	-	-	0.0%
37 Crosstown Shuttle	-	-	0.0%	-	-	0.0%
90 West Goleta Amtrak Shuttle	-	-	0.0%	-	-	0.0%
91 East Goleta Amtrak Shuttle	-	-	0.0%	-	-	0.0%
92 Santa Barbara Amtrak Shuttle	-	-	0.0%	-	-	0.0%
Booster Services	-	-	0.0%	-	-	0.0%
System Subtotal	519	185	180.5%	519	185	180.5%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	-	25	-100.0%	-	25	-100.0%
34 Waterfront Shuttle	-	3	0.0%	-	-	0.0%
DWS Total	-	28	-100.0%	-	25	-100.0%
System Total	519	213	143.7%	519	210	147.1%

*SOURCE: GFI GENFARE, MTD TRANSIT DEVELOPMENT DEPARTMENT, PLANNING SECTION

Table G: July 2020 – Bicycles Carried

LINE	Month			Fiscal Year to Date			
	Jul-20	Jul-19	%Change	Jul 20 - Jul 20	Jul 19 - Jul 19	%Change	
1	West Santa Barbara	200	201	-0.5%	200	201	-0.5%
2	East Santa Barbara	432	462	-6.5%	432	462	-6.5%
3	Oak Park	36	95	-62.1%	36	95	-62.1%
4	Mesa/SBCC	129	73	76.7%	129	73	76.7%
5	Mesa / La Cumbre	222	189	17.5%	222	189	17.5%
6	Goleta	1,193	1,054	13.2%	1,193	1,054	13.2%
7	Calle Real / Fairview	507	536	-5.4%	507	536	-5.4%
10	Cathedral Oaks	-	44	-100.0%	-	44	-100.0%
11	UCSB	1,651	1,470	12.3%	1,651	1,470	12.3%
12x	Goleta Express	557	516	7.9%	557	516	7.9%
14	Montecito	153	103	48.5%	153	103	48.5%
15x	SBCC / UCSB Express	-	209	-100.0%	-	209	-100.0%
16	City College Shuttle	1	-	100.0%	1	-	100.0%
17	Lower West / SBCC	79	104	-24.0%	79	104	-24.0%
20	Carpinteria	822	748	9.9%	822	748	9.9%
23	Winchester Canyon	67	70	-4.3%	67	70	-4.3%
24x	UCSB Express	842	873	-3.6%	842	873	-3.6%
25	Elwood	123	105	17.1%	123	105	17.1%
27	Isla Vista Shuttle	41	96	-57.3%	41	96	-57.3%
28	UCSB Shuttle	-	169	-100.0%	-	169	-100.0%
36	Seaside Shuttle*	-	-	0.0%	-	-	0.0%
37	Crosstown Shuttle*	-	1	-100.0%	-	1	-100.0%
90	West Goleta Amtrak Shuttle	-	-	0.0%	-	-	0.0%
91	East Goleta Amtrak Shuttle	-	1	-100.0%	-	1	-100.0%
92	Santa Barbara Amtrak Shuttle	-	-	0.0%	-	-	0.0%
	Booster services	-	2	-100.0%	-	2	-100.0%
System Subtotal		7,055	7,121	-0.9%	7,055	7,121	-0.9%
Downtown Waterfront Shuttles							
30	Downtown Shuttle*	-	-	0.0%	-	-	0.0%
34	Waterfront Shuttle*	-	-	0.0%	-	-	0%
DWS Total		-	-	0.0%	-	-	0.0%
System Total		7,055	7,121	-0.9%	7,055	7,121	-0.9%

*SOURCE: GFI GENFARE, MTD TRANSIT DEVELOPMENT DEPARTMENT, PLANNING SECTION

*THE ELECTRIC SHUTTLE CANNOT CARRY BICYCLES, UNLESS REPLACED BY A DIESEL VEHICLE

Table H: July 2020 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date			
	Jul-20	Jul-19	%Change	Jul 20 - Jul 20	Jul 19 - Jul 19	%Change	
1	West Santa Barbara	91	143	-36.4%	91	143	-36.4%
2	East Santa Barbara	143	100	43.0%	143	100	43.0%
3	Oak Park	37	69	-46.4%	37	69	-46.4%
4	Mesa/SBCC	9	20	-55.0%	9	20	-55.0%
5	Mesa / La Cumbre	10	77	-87.0%	10	77	-87.0%
6	Goleta	84	110	-23.6%	84	110	-23.6%
7	Calle Real / Fairview	78	171	-54.4%	78	171	-54.4%
10	Cathedral Oaks	-	2	-100.0%	-	2	-100.0%
11	UCSB	112	153	-26.8%	112	153	-26.8%
12x	Goleta Express	35	49	-28.6%	35	49	-28.6%
14	Montecito	6	10	-40.0%	6	10	-40.0%
15x	SBCC / UCSB Express	-	-	0.0%	-	-	0.0%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Low er West / SBCC	-	21	-100.0%	-	21	-100.0%
20	Carpinteria	85	96	-11.5%	85	96	-11.5%
23	Winchester Canyon	-	8	-100.0%	-	8	-100.0%
24x	UCSB Express	30	52	-42.3%	30	52	-42.3%
25	Elw ood	4	9	-55.6%	4	9	-55.6%
27	Isla Vista Shuttle	1	1	0.0%	1	1	0.0%
28	UCSB Shuttle	-	5	-100.0%	-	5	-100.0%
36	Seaside Shuttle	-	2	-100.0%	-	2	-100.0%
37	Crosstow n Shuttle	-	19	-100.0%	-	19	-100.0%
90	West Goleta Amtrak Shuttle	-	-	0.0%	-	-	0.0%
91	East Goleta Amtrak Shuttle	-	-	0.0%	-	-	0.0%
92	Santa Barbara Amtrak Shuttle	-	-	0.0%	-	-	0.0%
	Booster Services	-	-	0.0%	-	-	0.0%
System Subtotal		725	1,117	-35.1%	725	1,117	-35.1%
Downtown Waterfront Shuttles							
30	Dow ntow n Shuttle	-	76	-100.0%	-	76	-100.0%
34	Waterfront Shuttle	-	-	0.0%	-	-	0.0%
DWS Total		-	76	-100.0%	-	76	-100.0%
System Total		725	1,193	-39.2%	725	1,193	-39.2%

*SOURCE: GFI GENFARE, MTD TRANSIT DEVELOPMENT DEPARTMENT, PLANNING SECTION

Table I: Ridership by Day Type

	July 2020			July 2019				
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	144,317	23	6,275	375,257	22	17,057	-10,782	-63.2%
Saturday	12,922	3	4,307	37,546	4	9,387	-5,079	-54.1%
Sunday	16,612	5	3,322	39,163	5	7,833	-4,510	-57.6%
Total	173,851	31	5,608	451,966	31	14,580	-8,971	-61.5%

	FY 2020			FY 2019				
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	144,317	23	6,275	375,257	22	17,057	-10,782	-63.2%
Saturday	12,922	3	4,307	37,546	4	9,387	-5,079	-54.1%
Sunday	16,612	5	3,322	39,163	5	7,833	-4,510	-57.6%
Total	173,851	31	5,608	451,966	31	14,580	-8,971	-61.5%

*SOURCE: GFI GENFARE, MTD TRANSIT DEVELOPMENT DEPARTMENT, PLANNING SECTION

External Factors Affecting Ridership

Service Days & School Days:

	Weekdays	Saturdays	Sundays	HS + JHS	SBCC	UCSB
Jul-20	22	4	4	0	0	0
Jul-19	20	4	5	18 SS	22 SS	22 SS

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

Weather: In the month of July, there were the 0 days of rain the same as July 2019.

	Temperature (°F)	High	Average	Low	Precipitation	
Jul-20	Maximum	80	71	68	Weekday: 0.0 in (0 day)	
	Mean	68	63	61	Saturday: 0.0 in(0 days) 0.0in	
	Minimum	60	57	51	Sunday: 0.0 in (0days)	
Jul-19	Maximum	84	72	61	Weekday: 0.0 in (0 days)	
	Mean	73	66	58	Saturday: 0.0 in(0 days) 0.0 in	
	Minimum	69	63	54	Sunday: 0.0 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 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.