



System Ridership Report: March 2021

System wide ridership decreased by 37.9%, or more than 133,000 passengers, for the month of March 2021 as compared to March 2020. 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		
	Mar-21	Mar-20	%Change	Jul 20 -Mar 21	Jul 19 - Mar 20	%Change
Persons with Disabilities Cash	43	1,010	-95.7%	158	17,802	-99.1%
Full Fare Prepaid ⁽¹⁾	10	43,051	-100.0%	183	761,763	-100.0%
Free	219,345	60,309	263.7%	1,692,029	133,248	1169.8%
General Fare	8	33,243	-100.0%	46	599,662	-100.0%
Santa Barbara City College	9	31,549	-100.0%	210	459,224	-100.0%
Senior & Disabled Prepaid ⁽²⁾	41	33,493	-99.9%	354	530,635	-99.9%
Shuttle	4	5,454	-99.9%	22	140,947	-100.0%
Senior Cash	22	7,571	-99.7%	76	133,340	-99.9%
Youth(K-12) Prepaid ⁽³⁾	126	25,833	-99.5%	327	440,941	-99.9%
Special Pass Programs	14	2,256	-99.4%	115	35,917	-99.7%
Tokens	1	938	-99.9%	6	13,629	-100.0%
Transfers	48	18,048	-99.7%	490	317,258	-99.8%
UC Santa Barbara	11	90,920	-100.0%	188	1,164,972	-100.0%
Total	219,682	353,675	-37.9%	1,694,204	4,749,338	-64.3%

(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

Metrics	Month			Fiscal Year to Date		
	Mar-21	Mar-20	%Change	Jul 20 -Mar 21	Jul 19 - Mar 20	%Change
Passengers	219,682	353,675	-37.9%	1,694,204	4,749,338	-64.3%
Revenue Hours	15,152	18,475	-18.0%	128,779	165,296	-22.1%
Passengers per Rev Hour	14.50	19.14	-24.3%	13.16	28.73	-54.2%
Revenue Miles	183,554	218,591	-16.0%	1,565,328	1,980,089	-20.9%
Passengers per Rev Mile	1.20	1.62	-26.0%	1.08	2.40	-54.9%

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

Table C: March 2021 System Ridership

LINE	Month			Fiscal Year to Date		
	Mar-21	Mar-20	%Change	Jul 20 -Mar 21	Jul 19 - Mar 20	%Change
1 West Santa Barbara	21,510	18,620	15.5%	160,395	235,018	-31.8%
2 East Santa Barbara	30,203	28,654	5.4%	229,338	362,507	-36.7%
3 Oak Park	9,242	10,242	-9.8%	71,659	141,190	-49.2%
4 Mesa/SBCC	5,372	6,936	-22.5%	41,206	95,385	-56.8%
5 Mesa / La Cumbre	5,563	6,917	-19.6%	43,342	93,184	-53.5%
6 Goleta	30,291	33,360	-9.2%	239,098	432,496	-44.7%
7 County Health / Fairview	15,347	16,359	-6.2%	114,100	208,816	-45.4%
10 Cathedral Oaks	-	998	-100.0%	-	14,592	-100.0%
11 UCSB	39,601	58,929	-32.8%	313,536	766,713	-59.1%
12x Goleta Express	8,408	8,760	-4.0%	65,491	132,489	-50.6%
14 Montecito	4,538	3,871	17.2%	35,662	52,467	-32.0%
15x SBCC / UCSB Express	-	12,591	-100.0%	-	169,432	-100.0%
16 City College Shuttle	-	5,480	-100.0%	-	73,523	-100.0%
17 Lower West / SBCC	5,759	6,331	-9.0%	41,857	91,710	-54.4%
20 Carpinteria	22,354	21,262	5.1%	175,937	272,488	-35.4%
23 Winchester Canyon	1,862	2,354	-20.9%	14,203	36,597	-61.2%
24x UCSB Express	11,066	24,084	-54.1%	84,946	382,442	-77.8%
25 Elwood	3,198	3,202	-0.1%	25,650	49,019	-47.7%
27 Isla Vista Shuttle	4,771	19,267	-75.2%	37,187	225,880	-83.5%
28 UCSB Shuttle	-	34,821	-100.0%	-	438,362	-100.0%
36 Seaside Shuttle	-	3,078	-100.0%	-	45,414	-100.0%
37 Crosstown Shuttle	-	4,508	-100.0%	-	64,231	-100.0%
90 West Goleta Amtrak Shuttle	-	489	-100.0%	-	8,030	-100.0%
91 East Goleta Amtrak Shuttle	-	316	-100.0%	-	4,481	-100.0%
92 Santa Barbara Amtrak Shuttle	-	185	-100.0%	-	2,945	-100.0%
Booster Services	597	12,640	-95.3%	597	175,581	-99.7%
System Subtotal	219,682	344,254	-36.2%	1,694,204	4,574,992	-63.0%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	-	8,018	-100.0%	-	140,908	-100.0%
34 Waterfront Shuttle	-	1,403	-100.0%	-	33,438	-100.0%
DWS Total	-	9,421	-100.0%	-	174,346	-100.0%
System Total	219,682	353,675	-37.9%	1,694,204	4,749,338	-64.3%

Related Routes						
11, 24x, 27, 28 UCSB Lines	55,438	137,101	-59.6%	435,669	1,813,397	-76.0%
1, 2, 37 East/West & Crosstown	51,713	51,782	-0.1%	389,733	661,756	-41.1%
4, 5, 15x, 16, 17 Mesa Lines	16,694	38,255	-56.4%	126,405	523,234	-75.8%
6, 11 State/Hollister	69,892	92,289	-24.3%	552,634	1,199,209	-53.9%

*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: March 2021 - Passengers Per Hour

LINE	Month			Fiscal Year to Date		
	Mar-21	Mar-20	%Change	Jul 20 - Mar 21	Jul 19 - Mar 20	%Change
1 West Santa Barbara	22.0	19.5	13.1%	19.1	28.3	-32.4%
2 East Santa Barbara	19.8	19.2	3.0%	17.6	28.0	-37.1%
3 Oak Park	10.8	12.3	-12.3%	10.0	19.7	-49.3%
4 Mesa/SBCC	13.3	17.7	-24.7%	12.2	28.1	-56.6%
5 Mesa / La Cumbre	9.0	11.4	-21.3%	8.2	17.6	-53.6%
6 Goleta	17.2	19.2	-10.5%	15.8	28.5	-44.4%
7 Calle Real / Fairview	11.4	12.4	-7.4%	10.1	18.3	-44.9%
10 Cathedral Oaks	-	6.6	-100.0%	-	11.4	-100.0%
11 UCSB	14.7	22.4	-34.3%	13.6	33.4	-59.3%
12x Goleta Express	13.7	13.9	-1.7%	12.2	24.1	-49.2%
14 Montecito	10.1	8.9	12.9%	9.5	13.9	-31.8%
15x SBCC / UCSB Express	-	26.3	-100.0%	-	32.3	-100.0%
16 City College Shuttle	-	29.1	-100.0%	-	38.7	-100.0%
17 Lower West / SBCC	19.2	21.6	-11.3%	16.6	36.6	-54.6%
20 Carpinteria	13.7	13.5	1.4%	12.6	19.9	-36.4%
23 Winchester Canyon	9.1	11.6	-21.8%	8.0	20.6	-61.1%
24x UCSB Express	10.2	22.9	-55.4%	9.2	41.6	-78.0%
25 Elwood	13.5	13.7	-1.7%	12.6	24.0	-47.5%
27 Isla Vista Shuttle	12.4	33.8	-63.4%	11.3	46.3	-75.6%
28 UCSB Shuttle	-	62.1	-100.0%	-	72.0	-100.0%
36 Seaside Shuttle	-	8.5	-100.0%	-	14.4	-100.0%
37 Crosstown Shuttle	-	8.4	-100.0%	-	14.1	-100.0%
90 West Goleta Amtrak Shuttle	-	61.5	-100.0%	-	84.6	-100.0%
91 East Goleta Amtrak Shuttle	-	39.8	-100.0%	-	47.2	-100.0%
92 Santa Barbara Amtrak Shuttle	-	15.8	-100.0%	-	21.1	-100.0%
Booster Services	9.1	81.1	-88.8%	9.1	90.5	-90.0%
System Average	14.5	19.8	-26.6%	13.2	29.6	-55.5%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	-	10.1	-100.0%	-	17.6	-100.0%
34 Waterfront Shuttle	-	5.5	-100.0%	-	12.3	-100.0%
<i>DWS Average</i>	-	9.0	-100.0%	-	16.3	-100.0%
System Total	14.5	19.1	-24.3%	13.2	28.7	-54.2%
Related Routes						
11, 24x, 27, 28 UCSB Lines	37	141	-73.6%	34	193	-82.4%
1, 2, 37 East/West & Crosstown	20.7	17.3	19.2%	18.2	25.6	-29.0%
4, 5, 15x, 16, 17 Mesa Lines	12.6	19.6	-35.4%	11.3	28.5	-60.4%
6, 11 State/Hollister	15.7	21.1	-25.7%	14.5	31.4	-54.0%

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

Table E: March 2021 – ‘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		
	Mar-21	Mar-20	%Change	Jul 20 -Mar 21	Jul 19 - Mar 20	%Change
1 West Santa Barbara	3	4	100.0%	39	33	18.2%
2 East Santa Barbara	5	8	-37.5%	88	66	33.3%
3 Oak Park	2	22	-90.9%	6	48	-87.5%
4 Mesa/SBCC	-	-	0.0%	3	5	-40.0%
5 Mesa / La Cumbre	-	1	-100.0%	1	28	-96.4%
6 Goleta	11	18	-38.9%	57	125	-54.4%
7 Calle Real / Fairview	6	3	100.0%	18	19	-5.3%
10 Cathedral Oaks	-	-	0.0%	-	1	-100.0%
11 UCSB	6	21	-71.4%	62	440	-85.9%
12x Goleta Express	-	3	-100.0%	11	25	-56.0%
14 Montecito	-	1	-100.0%	8	28	-71.4%
15x SBCC / UCSB Express	-	6	-100.0%	-	165	-100.0%
16 City College Shuttle	-	5	-100.0%	-	36	-100.0%
17 Lower West / SBCC	3	1	200.0%	10	5	100.0%
20 Carpinteria	11	1	1000.0%	45	95	-52.6%
23 Winchester Canyon	-	-	0.0%	-	5	-100.0%
24x UCSB Express	-	8	-100.0%	2	195	-99.0%
25 Elwood	-	-	0.0%	-	5	-100.0%
27 Isla Vista Shuttle	-	20	-100.0%	5	572	-99.1%
28 UCSB Shuttle	-	50	-100.0%	-	487	-100.0%
36 Seaside Shuttle	-	-	0.0%	-	16	-100.0%
37 Crosstown Shuttle	-	1	-100.0%	-	8	-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	-	13	-100.0%	-	465	-100.0%
System Subtotal	47	186	-74.7%	355	2,872	-87.6%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	-	1	-100.0%	-	45	-100.0%
34 Waterfront Shuttle	-	-	0.0%	-	6	-100.0%
DWS Total	-	1	-100.0%	-	51	-100.0%
System Total	47	187	-74.9%	355	2,923	-87.9%

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

Table F: March 2021 – ‘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		
	Mar-21	Mar-20	%Change	Jul 20 -Mar 21	Jul 19 - Mar 20	%Change
1 West Santa Barbara	98	28	100.0%	576	32	1700.0%
2 East Santa Barbara	179	94	90.4%	1,403	115	1120.0%
3 Oak Park	69	27	155.6%	557	31	1696.8%
4 Mesa/SBCC	2	4	-50.0%	38	4	850.0%
5 Mesa / La Cumbre	3	20	-85.0%	63	27	133.3%
6 Goleta	296	162	82.7%	2,173	227	857.3%
7 Calle Real / Fairview	33	35	-5.7%	271	37	632.4%
10 Cathedral Oaks	-	-	0.0%	-	12	-100.0%
11 UCSB	337	227	48.5%	2,605	918	183.8%
12x Goleta Express	29	16	81.3%	166	69	140.6%
14 Montecito	6	16	-62.5%	202	17	1088.2%
15x SBCC / UCSB Express	-	4	-100.0%	-	243	-100.0%
16 City College Shuttle	-	-	0.0%	-	15	-100.0%
17 Lower West / SBCC	5	6	-16.7%	42	8	425.0%
20 Carpinteria	191	141	35.5%	1,543	156	889.1%
23 Winchester Canyon	-	-	0.0%	18	7	157.1%
24x UCSB Express	13	20	-35.0%	87	520	-83.3%
25 Elwood	4	2	100.0%	25	3	733.3%
27 Isla Vista Shuttle	19	42	-54.8%	171	637	-73.2%
28 UCSB Shuttle	-	57	-100.0%	-	943	-100.0%
36 Seaside Shuttle	-	-	0.0%	-	5	-100.0%
37 Crosstown Shuttle	-	5	-100.0%	-	9	-100.0%
90 West Goleta Amtrak Shuttle	-	-	0.0%	-	-	0.0%
91 East Goleta Amtrak Shuttle	-	-	0.0%	-	1	-100.0%
92 Santa Barbara Amtrak Shuttle	-	-	0.0%	-	-	0.0%
Booster Services	2	5	-60.0%	2	201	-99.0%
System Subtotal	1,286	911	41.2%	9,942	4,237	134.6%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	-	40	-100.0%	-	125	-100.0%
34 Waterfront Shuttle	-	2	-100.0%	-	8	-100.0%
DWS Total	-	42	-100.0%	-	133	-100.0%
System Total	1,286	953	34.9%	9,942	4,370	127.5%

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

Table G: March 2021 – Bicycles Carried

LINE	Month			Fiscal Year to Date			
	Mar-21	Mar-20	%Change	Jul 20 -Mar 21	Jul 19 - Mar 20	%Change	
1	West Santa Barbara	245	156	57.1%	1,827	1,426	28.1%
2	East Santa Barbara	562	457	23.0%	4,643	3,852	20.5%
3	Oak Park	3	83	-96.4%	437	884	-50.6%
4	Mesa/SBCC	114	114	0.0%	1,010	993	1.7%
5	Mesa / La Cumbre	158	198	-20.2%	1,451	1,673	-13.3%
6	Goleta	1,190	766	55.4%	10,663	8,668	23.0%
7	Calle Real / Fairview	547	404	35.4%	4,277	4,165	2.7%
10	Cathedral Oaks	-	9	-100.0%	-	303	-100.0%
11	UCSB	1,616	1,323	22.1%	14,871	14,131	5.2%
12x	Goleta Express	572	313	82.7%	4,730	4,178	13.2%
14	Montecito	126	37	240.5%	1,074	662	62.2%
15x	SBCC / UCSB Express	1	191	-99.5%	1	2,392	-100.0%
16	City College Shuttle	-	47	-100.0%	1	537	-99.8%
17	Lower West / SBCC	83	51	62.7%	698	631	10.6%
20	Carpinteria	798	709	12.6%	7,288	6,192	17.7%
23	Winchester Canyon	85	53	60.4%	553	559	-1.1%
24x	UCSB Express	900	606	48.5%	6,748	7,198	-6.3%
25	Elwood	68	61	11.5%	841	857	-1.9%
27	Isla Vista Shuttle	127	107	18.7%	684	1,367	-50.0%
28	UCSB Shuttle	-	212	-100.0%	-	2,769	-100.0%
36	Seaside Shuttle*	-	-	0.0%	-	4	-100.0%
37	Crosstown Shuttle*	-	-	0.0%	-	7	-100.0%
90	West Goleta Amtrak Shuttle	-	-	0.0%	-	15	-100.0%
91	East Goleta Amtrak Shuttle	-	2	-100.0%	-	36	-100.0%
92	Santa Barbara Amtrak Shuttle	-	-	0.0%	-	3	-100.0%
	Booster services	-	6	-100.0%	2	201	-99.0%
System Subtotal		7,195	5,905	21.8%	61,799	63,703	-3.0%
Downtown Waterfront Shuttles							
30	Downtown Shuttle*	-	1	0.0%	1	1	100.0%
34	Waterfront Shuttle*	-	-	0.0%	-	2	-100.0%
DWS Total		-	1	0.0%	1	3	-66.7%
System Total		7,195	5,906	21.8%	61,800	63,706	-3.0%

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

Table H: March 2021 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date		
	Mar-21	Mar-20	%Change	Jul 20 -Mar 21	Jul 19 - Mar 20	%Change
1 West Santa Barbara	77	79	-2.5%	722	1,046	-31.0%
2 East Santa Barbara	179	99	80.8%	1,947	1,204	61.7%
3 Oak Park	35	25	40.0%	403	522	-22.8%
4 Mesa/SBCC	10	9	11.1%	97	172	-43.6%
5 Mesa / La Cumbre	4	9	-55.6%	82	456	-82.0%
6 Goleta	129	90	43.3%	1,103	1,324	-16.7%
7 Calle Real / Fairview	95	88	8.0%	966	1,427	-32.3%
10 Cathedral Oaks	-	-	0.0%	-	26	-100.0%
11 UCSB	163	113	44.2%	1,455	1,646	-11.6%
12x Goleta Express	19	33	-42.4%	243	501	-51.5%
14 Montecito	10	11	-9.1%	106	111	-4.5%
15x SBCC / UCSB Express	-	1	-100.0%	-	8	-100.0%
16 City College Shuttle	-	20	-100.0%	-	311	-100.0%
17 Lower West / SBCC	4	11	-63.6%	48	170	-71.8%
20 Carpinteria	101	126	-19.8%	1,030	1,219	-15.5%
23 Winchester Canyon	2	-	-100.0%	10	21	-52.4%
24x UCSB Express	19	34	-44.1%	220	362	-39.2%
25 Elwood	6	3	100.0%	46	62	-25.8%
27 Isla Vista Shuttle	7	1	600.0%	42	27	55.6%
28 UCSB Shuttle	-	-	0.0%	-	27	-100.0%
36 Seaside Shuttle	-	3	-100.0%	-	25	-100.0%
37 Crossstown Shuttle	-	5	-100.0%	-	111	-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%	-	2	-100.0%
Booster Services	-	-	0.0%	-	4	-100.0%
System Subtotal	860	760	13.2%	8,520	10,784	-21.0%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	-	52	-100.0%	-	515	-100.0%
34 Waterfront Shuttle	-	9	-100.0%	-	89	-100.0%
DWS Total	-	61	-100.0%	-	604	-100.0%
System Total	860	821	4.8%	8,520	11,388	-25.2%

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

Table I: Ridership by Day Type

	March 2021			March 2020				
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	180,523	23	7,849	298,378	22	13,563	-5,714	-42.1%
Saturday	22,186	4	5,547	26,814	4	6,704	-1,157	-17.3%
Sunday	16,973	4	4,243	28,483	5	5,697	-1,453	-25.5%
Total	219,682	31	7,087	353,675	31	11,409	-4,322	-37.9%

	FY 2021			FY 2020				
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	1,313,509	185	7,100	3,942,325	186	21,195	-14,095	-66.5%
Saturday	212,648	43	4,945	454,780	43	10,576	-5,631	-53.2%
Sunday	168,047	44	3,819	352,233	44	8,005	-4,186	-52.3%
Total	1,694,204	272	6,229	4,749,338	273	17,397	-11,168	-64.2%

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

External Factors Affecting Ridership

Service Days & School Days:

	Weekdays	Saturdays	Sundays	HS + JHS	SBCC	UCSB
Mar-21	23	4	4	14	0	0
Mar-20	22	4	5	10	10	8

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

Weather: There was a slight decrease in the number of days of rain in March 2021 as compared to March 2020.

	Temperature (°F)	High	Average	Low	Precipitation
Mar-21	Maximum	81	62	55	Weekday: 0.92 in (6 days)
	Mean	65	54	44	Saturday: 0.11 in(1 day)
	Minimum	55	46	36	Sunday: 0.00 in (0 days)
Mar-20	Maximum	73	60	57	Weekday: 2.7in (8 days)
	Mean	63	55	46	Saturday: 0.07 in(2 days)
	Minimum	56	49	36	Sunday: 0.02 in (1 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.