



System Ridership Report: July 2021

System wide ridership increased 32.5% or 56,434 passengers, for the month of July 2021 as compared to July 2020. In July 2020, ridership and fare revenue was greatly impacted due to the COVID-19 pandemic. In July 2021 bus capacity was at a seated load capacity.

Table A: Ridership Trends by Fare Component

Fare Categories	Month			Fiscal Year to Date		
	Jul-21	Jul-20	%Change	Jul 21 - Jul 21	Jul 20 - Jul 20	%Change
Persons with Disabilities Cash	1,487	1	100.0%	1,487	1	148600.0%
Full Fare Prepaid ⁽¹⁾	64,519	21	307133.3%	64,519	21	307133.3%
Free	5,703	173,680	-96.7%	5,703	173,680	-96.7%
General Fare	55,049	2	2752350.0%	55,049	2	2752350.0%
Santa Barbara City College	657	18	3550.0%	657	18	3550.0%
Senior & Disabled Prepaid ⁽²⁾	40,697	21	193695.2%	40,697	21	193695.2%
Shuttle	-	-	0.0%	-	-	0.0%
Senior Cash	8,496	-	100.0%	8,496	-	100.0%
Youth(K-12) Prepaid ⁽³⁾	19,427	23	84365.2%	19,427	23	84365.2%
Special Pass Programs	214	13	1546.2%	214	13	1546.2%
Tokens	790	-	100.0%	790	-	100.0%
Transfers	26,338	44	59759.1%	26,338	44	59759.1%
UC Santa Barbara	6,871	28	24439.3%	6,871	28	24439.3%
TAP to Ride Transactions	37	-	100.0%	37	-	100.0%
Total	230,285	173,851	32.5%	230,285	173,851	32.5%

(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		
	Jul-21	Jul-20	%Change	Jul 21 - Jul 21	Jul 20 - Jul 20	%Change
Passengers	230,285	173,851	32.5%	230,285	173,851	32.5%
Revenue Hours	14,584	14,966	-2.6%	14,584	14,966	-2.6%
Passengers per Rev Hour	15.79	11.62	35.9%	15.79	11.62	35.9%
Revenue Miles	175,946	182,033	-3.3%	175,946	182,033	-3.3%
Passengers per Rev Mile	1.31	0.96	37.0%	1.31	0.96	37.0%

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

Table C: July 2021 System Ridership

LINE	Month			Fiscal Year to Date		
	Jul-21	Jul-20	%Change	Jul 21 - Jul 21	Jul 20 - Jul 20	%Change
1 West Santa Barbara	18,045	14,919	21.0%	18,045	14,919	21.0%
2 East Santa Barbara	28,198	22,352	26.2%	28,198	22,352	26.2%
3 Oak Park	8,903	7,290	22.1%	8,903	7,290	22.1%
4 Mesa/SBCC	6,021	4,349	38.4%	6,021	4,349	38.4%
5 Mesa / La Cumbre	5,490	4,466	22.9%	5,490	4,466	22.9%
6 Goleta	31,955	24,893	28.4%	31,955	24,893	28.4%
7 County Health / Fairview	14,155	11,918	18.8%	14,155	11,918	18.8%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	44,128	32,430	36.1%	44,128	32,430	36.1%
12x Goleta Express	9,669	6,598	46.5%	9,669	6,598	46.5%
14 Montecito	4,225	3,792	11.4%	4,225	3,792	11.4%
15x SBCC / UCSB Express	-	-	0.0%	-	-	0.0%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	5,949	4,450	33.7%	5,949	4,450	33.7%
20 Carpinteria	23,521	19,966	17.8%	23,521	19,966	17.8%
23 Winchester Canyon	1,685	1,458	15.6%	1,685	1,458	15.6%
24x UCSB Express	20,901	8,621	142.4%	20,901	8,621	142.4%
25 Elwood	3,151	2,748	14.7%	3,151	2,748	14.7%
27 Isla Vista Shuttle	3,647	3,601	1.3%	3,647	3,601	1.3%
28 UCSB Shuttle	-	-	0.0%	-	-	0.0%
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	642	-	100.0%	642	-	100.0%
System Subtotal	230,285	173,851	32.5%	230,285	173,851	32.5%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	-	-	0.0%	-	-	0.0%
34 Waterfront Shuttle	-	-	0.0%	-	-	0.0%
DWS Total	-	-	0.0%	-	-	0.0%
System Total	230,285	173,851	32.5%	230,285	173,851	32.5%

Related Routes						
11, 24x, 27, 28 UCSB Lines	68,676	44,652	53.8%	68,676	44,652	53.8%
1, 2, 37 East/West & Crosstown	46,243	37,271	24.1%	46,243	37,271	24.1%
4, 5, 15x, 16, 17 Mesa Lines	17,460	13,265	31.6%	17,460	13,265	31.6%
6, 11 State/Hollister	76,083	57,323	32.7%	76,083	57,323	32.7%

*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 2021 - Passengers Per Hour

LINE		Month			Fiscal Year to Date		
		Jul-21	Jul-20	%Change	Jul 21 -Jul 21	Jul 20 - Jul 20	%Change
1	West Santa Barbara	19.2	15.4	24.4%	19.2	15.4	24.4%
2	East Santa Barbara	19.2	14.7	30.2%	19.2	14.7	30.2%
3	Oak Park	11.0	8.6	28.7%	11.0	8.6	28.7%
4	Mesa/SBCC	15.7	10.9	45.0%	15.7	10.9	45.0%
5	Mesa / La Cumbre	9.2	7.3	25.5%	9.2	7.3	25.5%
6	Goleta	18.8	14.3	31.7%	18.8	14.3	31.7%
7	Calle Real / Fairview	11.0	8.8	25.2%	11.0	8.8	25.2%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	16.9	12.2	39.0%	16.9	12.2	39.0%
12x	Goleta Express	15.9	10.4	52.9%	15.9	10.4	52.9%
14	Montecito	9.9	8.7	14.2%	9.9	8.7	14.2%
15x	SBCC / UCSB Express	-	-	0.0%	-	-	0.0%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Lower West / SBCC	20.8	14.9	39.9%	20.8	14.9	39.9%
20	Carpinteria	14.9	12.5	19.7%	14.9	12.5	19.7%
23	Winchester Canyon	8.4	7.1	17.7%	8.4	7.1	17.7%
24x	UCSB Express	19.8	8.1	144.0%	19.8	8.1	144.0%
25	Elwood	13.6	11.6	17.4%	13.6	11.6	17.4%
27	Isla Vista Shuttle	9.7	9.6	1.8%	9.7	9.6	1.8%
28	UCSB Shuttle	-	-	0.0%	-	-	0.0%
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	20.9	-	100.0%	20.9	-	100.0%
System Average		15.8	11.6	35.9%	15.8	11.6	35.9%
Downtown Waterfront Shuttles							
30	Downtown Shuttle	-	-	0.0%	-	-	0.0%
34	Waterfront Shuttle	-	-	0.0%	-	-	0.0%
DWS Average		-	-	0.0%	-	-	0.0%
System Total		15.8	11.6	35.9%	15.8	11.6	35.9%
Related Routes							
11, 24x, 27, 28 UCSB Lines		46	30	55.6%	46	30	55.6%
1, 2, 37 East/West & Crosstown		19.2	15.0	27.9%	19.2	15.0	27.9%
4, 5, 15x, 16, 17 Mesa Lines		13.8	10.1	36.2%	13.8	10.1	36.2%
6, 11 State/Hollister		17.7	13.0	35.8%	17.7	13.0	35.8%

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

Table E: July 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		
	Jul-21	Jul-20	%Change	Jul 21 -Jul 21	Jul 20 - Jul 20	%Change
1 West Santa Barbara	-	-	100.0%	-	-	0.0%
2 East Santa Barbara	-	5	-100.0%	-	5	-100.0%
3 Oak Park	-	-	0.0%	-	-	0.0%
4 Mesa/SBCC	-	-	0.0%	-	-	0.0%
5 Mesa / La Cumbre	-	-	0.0%	-	-	0.0%
6 Goleta	-	2	-100.0%	-	2	-100.0%
7 Calle Real / Fairview	-	-	0.0%	-	-	0.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	7	5	40.0%	7	5	40.0%
12x Goleta Express	-	-	0.0%	-	-	0.0%
14 Montecito	-	-	0.0%	-	-	0.0%
15x SBCC / UCSB Express	-	-	0.0%	-	-	0.0%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	-	-	0.0%	-	-	0.0%
20 Carpinteria	1	8	-87.5%	1	8	-87.5%
23 Winchester Canyon	-	-	0.0%	-	-	0.0%
24x UCSB Express	1	-	100.0%	1	-	100.0%
25 Elwood	1	-	100.0%	1	-	100.0%
27 Isla Vista Shuttle	-	-	0.0%	-	-	0.0%
28 UCSB Shuttle	-	-	0.0%	-	-	0.0%
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	10	20	-50.0%	10	20	-50.0%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	-	-	0.0%	-	-	0.0%
34 Waterfront Shuttle	-	-	0.0%	-	-	0.0%
DWS Total	-	-	0.0%	-	-	0.0%
System Total	10	20	-50.0%	10	20	-50.0%

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

Table F: July 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		
	Jul-21	Jul-20	%Change	Jul 21 -Jul 21	Jul 20 - Jul 20	%Change
1 West Santa Barbara	2	20	100.0%	2	20	-90.0%
2 East Santa Barbara	3	62	-95.2%	3	62	-95.2%
3 Oak Park	-	14	-100.0%	-	14	-100.0%
4 Mesa/SBCC	-	5	-100.0%	-	5	-100.0%
5 Mesa / La Cumbre	2	5	-60.0%	2	5	-60.0%
6 Goleta	6	122	-95.1%	6	122	-95.1%
7 Calle Real / Fairview	-	9	-100.0%	-	9	-100.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	14	165	-91.5%	14	165	-91.5%
12x Goleta Express	5	4	25.0%	5	4	25.0%
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	1	3	-66.7%	1	3	-66.7%
20 Carpinteria	14	79	-82.3%	14	79	-82.3%
23 Winchester Canyon	-	1	-100.0%	-	1	-100.0%
24x UCSB Express	93	1	9200.0%	93	1	9200.0%
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	-	-	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	140	519	-73.0%	140	519	-73.0%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	-	-	0.0%	-	-	0.0%
34 Waterfront Shuttle	-	-	0.0%	-	-	0.0%
DWS Total	-	-	0.0%	-	-	0.0%
System Total	140	519	-73.0%	140	519	-73.0%

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

Table G: July 2021 – Bicycles Carried

LINE	Month			Fiscal Year to Date		
	Jul-21	Jul-20	%Change	Jul 21 - Jul 21	Jul 20 - Jul 20	%Change
1 West Santa Barbara	169	200	-15.5%	169	200	-15.5%
2 East Santa Barbara	406	432	-6.0%	406	432	-6.0%
3 Oak Park	3	36	-91.7%	3	36	-91.7%
4 Mesa/SBCC	75	129	-41.9%	75	129	-41.9%
5 Mesa / La Cumbre	88	222	-60.4%	88	222	-60.4%
6 Goleta	915	1,193	-23.3%	915	1,193	-23.3%
7 Calle Real / Fairview	409	507	-19.3%	409	507	-19.3%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	1,208	1,651	-26.8%	1,208	1,651	-26.8%
12x Goleta Express	461	557	-17.2%	461	557	-17.2%
14 Montecito	66	153	-56.9%	66	153	-56.9%
15x SBCC / UCSB Express	-	-	0.0%	-	-	0.0%
16 City College Shuttle	-	1	-100.0%	-	1	-100.0%
17 Lower West / SBCC	67	79	-15.2%	67	79	-15.2%
20 Carpinteria	717	822	-12.8%	717	822	-12.8%
23 Winchester Canyon	27	67	-59.7%	27	67	-59.7%
24x UCSB Express	736	842	-12.6%	736	842	-12.6%
25 Ellwood	61	123	-50.4%	61	123	-50.4%
27 Isla Vista Shuttle	32	41	-22.0%	32	41	-22.0%
28 UCSB Shuttle	-	-	0.0%	-	-	0.0%
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	6	1	500.0%	6	1	500.0%
System Subtotal	5,446	7,056	-22.8%	5,446	7,056	-22.8%
Downtown Waterfront Shuttles						
30 Downtown Shuttle*	-	-	0.0%	-	-	0.0%
34 Waterfront Shuttle*	-	-	0.0%	-	-	0.0%
DWS Total	-	-	0.0%	-	-	0.0%
System Total	5,446	7,056	-22.8%	5,446	7,056	-22.8%

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

Table H: July 2021 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date		
	Jul-21	Jul-20	%Change	Jul 21 -Jul 21	Jul 20 - Jul 20	%Change
1 West Santa Barbara	68	91	-25.3%	68	91	-25.3%
2 East Santa Barbara	172	143	20.3%	172	143	20.3%
3 Oak Park	19	37	-48.6%	19	37	-48.6%
4 Mesa/SBCC	28	9	211.1%	28	9	211.1%
5 Mesa / La Cumbre	15	10	50.0%	15	10	50.0%
6 Goleta	115	84	36.9%	115	84	36.9%
7 Calle Real / Fairview	76	78	-2.6%	76	78	-2.6%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	100	112	-10.7%	100	112	-10.7%
12x Goleta Express	28	35	-20.0%	28	35	-20.0%
14 Montecito	10	6	66.7%	10	6	66.7%
15x SBCC / UCSB Express	-	-	0.0%	-	-	0.0%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	16	-	100.0%	16	-	100.0%
20 Carpinteria	95	85	11.8%	95	85	11.8%
23 Winchester Canyon	1	-	100.0%	1	-	100.0%
24x UCSB Express	16	30	-46.7%	16	30	-46.7%
25 Elwood	1	4	-75.0%	1	4	-75.0%
27 Isla Vista Shuttle	9	1	800.0%	9	1	800.0%
28 UCSB Shuttle	-	-	0.0%	-	-	0.0%
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	769	725	6.1%	769	725	6.1%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	-	-	0.0%	-	-	0.0%
34 Waterfront Shuttle	-	-	0.0%	-	-	0.0%
DWS Total	-	-	0.0%	-	-	0.0%
System Total	769	725	6.1%	769	725	6.1%

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

Table I: Ridership by Day Type

	July 2021			July 2020			Change in Daily Ridership	% Change in Daily Ridership
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership		
Weekday	182,184	22	8,281	144,317	22	6,560	1,721	26.2%
Saturday	26,707	4	6,677	12,922	4	3,231	3,446	106.7%
Sunday	21,394	4	5,349	16,612	4	4,153	1,196	28.8%
Total	230,285	30	7,676	173,851	30	5,795	1,881	32.5%

	FY 2022			FY 2021			Change in Daily Ridership	% Change in Daily Ridership
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership		
Weekday	182,184	21	8,675	144,317	22	6,560	2,116	32.3%
Saturday	26,707	5	5,341	12,922	4	3,231	2,111	65.3%
Sunday	21,394	5	4,279	16,612	5	3,322	956	28.8%
Total	230,285	31	7,429	173,851	31	5,608	1,820	32.5%

*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-21	21	5	5	12 SS	0	0
Jul-20	22	5	4	0	0	0

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

Weather: There were not any days of rain during the month of July in both 2021 and 2020.

	Temperature (°F)	High	Average	Low	Precipitation	
Jul-21	Maximum	77	69	62	Weekday: 0.00 in (0 days)	
	Mean	73	66	60	Saturday: 0.00 in(0 days) 0.00 in	
	Minimum	67	61	36	Sunday: 0.00 in (0 days)	
Jul-20	Maximum	80	71	68	Weekday: 0.0 in (0 day)	
	Mean	68	63	61	Saturday: 0.0 in(0 days) 0.00 in	
	Minimum	60	57	51	Sunday: 0.0 in (0days)	

*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.