



System Ridership Report: March 2023

System wide ridership decreased by 4.4% or 17,103 passengers, for the month of March 2023 as compared to March 2022.

Table A: Ridership Trends by Fare Component

Fare Categories	Month			Fiscal Year to Date		
	Mar-23	Mar-22	%Change	Jul 22 - Mar 23	Jul 21 - Mar 22	%Change
Persons with Disabilities Cash	1,240	1,436	-13.6%	10,684	12,055	-11.4%
Full Fare Prepaid ⁽¹⁾	62,279	68,397	-8.9%	567,003	552,756	2.6%
Free	5,268	5,220	0.9%	46,163	49,407	-6.6%
General Fare	54,811	55,647	-1.5%	486,668	480,100	1.4%
Santa Barbara City College	21,740	17,327	25.5%	176,718	97,003	82.2%
Senior & Disabled Prepaid ⁽²⁾	45,785	43,564	5.1%	388,057	360,167	7.7%
Shuttle	-	-	0.0%	-	8	0.0%
Senior Cash	9,560	8,597	11.2%	80,166	74,154	8.1%
Youth(K-12) Prepaid ⁽³⁾	35,266	40,928	-13.8%	339,181	333,171	1.8%
Special Pass Programs	414	181	128.7%	2,002	1,924	4.1%
Tokens	1,870	1,369	36.6%	14,752	10,722	37.6%
Transfers	24,393	25,445	-4.1%	205,638	225,485	-8.8%
UC Santa Barbara	112,049	123,785	-9.5%	1,008,912	767,475	31.5%
Tap to Ride Transactions	713	595	19.8%	6,358	3,627	75.3%
Total	375,388	392,491	-4.4%	3,332,302	2,968,054	12.3%

(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-23	Mar-22	%Change	Jul 22 - Mar 23	Jul 21 - Mar 22	%Change
Passengers	375,388	392,491	-4.4%	3,332,302	2,968,054	12.3%
Revenue Hours	14,784	16,464	-10.2%	125,639	139,180	-9.7%
Passengers per Rev Hour	25.39	23.84	6.5%	26.52	21.33	24.4%
Revenue Miles	178,211	201,638	-11.6%	1,522,896	1,704,459	-10.7%
Passengers per Rev Mile	2.11	1.95	8.2%	2.19	1.74	25.7%

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

Table C: March 2023 System Ridership

LINE	Month			Fiscal Year to Date		
	Mar-23	Mar-22	%Change	Jul 22 - Mar 23	Jul 21 - Mar 22	%Change
1 West Santa Barbara	19,274	21,266	-9.4%	168,861	182,056	-7.2%
2 East Santa Barbara	33,480	34,359	-2.6%	291,771	283,582	2.9%
3 Oak Park	12,312	10,882	13.1%	102,103	90,362	13.0%
4 Mesa/SBCC	6,729	5,820	15.6%	59,968	49,105	22.1%
5 Mesa / La Cumbre	6,307	6,551	-3.7%	57,360	53,279	7.7%
6 Goleta	38,094	41,040	-7.2%	339,146	324,609	4.5%
7 County Health / Fairview	17,334	16,354	6.0%	156,630	137,227	14.1%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	79,567	77,561	2.6%	686,456	582,375	17.9%
12x Goleta Express	10,385	10,986	-5.5%	94,811	94,433	0.4%
14 Montecito	5,150	4,919	4.7%	42,633	38,929	9.5%
15x SBCC / UCSB Express	7,748	9,183	-15.6%	71,068	52,571	35.2%
16 City College Shuttle	-	3,884	-100.0%	-	20,954	-100.0%
17 Lower West / SBCC	7,975	6,700	19.0%	70,859	53,901	31.5%
20 Carpinteria	22,157	26,400	-16.1%	199,355	213,214	-6.5%
23 Winchester Canyon	4,026	2,650	51.9%	35,617	23,987	48.5%
24x UCSB Express	37,020	34,286	8.0%	346,852	249,666	38.9%
25 Elwood	4,855	4,241	14.5%	39,586	32,558	21.6%
27 Isla Vista Shuttle	17,298	17,313	-0.1%	163,723	108,177	51.3%
28 UCSB Shuttle	28,346	38,641	-26.6%	257,479	226,769	13.5%
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	17,331	19,455	-10.9%	148,024	150,300	-1.5%
System Subtotal	375,388	392,491	-4.4%	3,332,302	2,968,054	12.3%
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	375,388	392,491	-4.4%	3,332,302	2,968,054	12.3%

Related Routes						
11, 24x, 27, 28 UCSB Lines	162,231	167,801	-3.3%	1,454,510	1,166,987	24.6%
1, 2 East/West	52,754	55,625	-5.2%	460,632	465,638	-1.1%
4, 5, 15x, 16, 17 Mesa Lines	28,759	32,138	-10.5%	259,255	229,810	12.8%
6, 11 State/Hollister	117,661	118,601	-0.8%	1,025,602	906,984	13.1%

*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 2023 - Passengers per Hour

LINE	Month			Fiscal Year to Date		
	Mar-23	Mar-22	%Change	Jul 22 - Mar 23	Jul 21 - Mar 22	%Change
1 West Santa Barbara	21.7	21.8	-0.8%	22.4	21.9	2.3%
2 East Santa Barbara	23.9	22.6	6.0%	24.7	21.9	12.8%
3 Oak Park	14.4	12.8	13.2%	14.5	12.7	14.8%
4 Mesa/SBCC	16.6	14.4	15.2%	17.9	14.5	23.3%
5 Mesa / La Cumbre	11.7	10.6	10.0%	12.4	10.1	23.2%
6 Goleta	24.4	23.2	5.3%	25.3	21.4	18.5%
7 Calle Real / Fairview	12.9	12.2	5.9%	14.0	12.1	15.4%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	33.5	29.1	15.0%	33.6	25.4	32.2%
12x Goleta Express	18.2	17.7	2.3%	19.3	17.6	9.9%
14 Montecito	11.5	10.9	5.5%	11.5	10.3	11.4%
15x SBCC / UCSB Express	28.8	22.0	31.4%	28.7	16.6	72.8%
16 City College Shuttle	-	18.7	-100.0%	-	13.8	-100.0%
17 Lower West / SBCC	26.5	22.3	18.8%	28.4	21.3	33.0%
20 Carpinteria	15.8	16.4	-3.6%	16.7	15.4	8.8%
23 Winchester Canyon	18.8	12.9	46.4%	19.6	13.5	45.0%
24x UCSB Express	38.7	31.4	23.3%	42.3	26.6	58.9%
25 Elwood	19.0	17.8	6.4%	18.2	16.0	14.0%
27 Isla Vista Shuttle	44.8	44.8	-0.2%	49.9	32.7	52.6%
28 UCSB Shuttle	73.6	68.5	7.4%	73.0	58.0	25.9%
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	66.6	75.4	-11.7%	74.6	69.0	8.1%
System Average	25.3	23.8	6.5%	26.5	21.3	24.3%
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	25.3	23.8	6.5%	26.5	21.3	24.3%

Related Routes						
11, 24x, 27, 28 UCSB Lines	191	174	9.6%	199	143	39.3%
1, 2 East/West	23.0	22.3	3.4%	23.8	21.9	8.7%
4, 5, 15x, 16, 17 Mesa Lines	19.0	16.5	15.0%	20.0	14.5	38.4%
6, 11 State/Hollister	29.9	26.8	11.7%	30.3	23.8	27.4%

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

Table E: March 2023 – ‘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-23	Mar-22	%Change	Jul 22 - Mar 23	Jul 21 - Mar 22	%Change
1 West Santa Barbara	1	4	100.0%	25	18	38.9%
2 East Santa Barbara	6	5	20.0%	49	38	28.9%
3 Oak Park	-	-	0.0%	15	2	100.0%
4 Mesa/SBCC	-	-	0.0%	3	-	100.0%
5 Mesa / La Cumbre	1	-	100.0%	12	1	1100.0%
6 Goleta	2	3	-33.3%	95	21	352.4%
7 Calle Real / Fairview	-	-	0.0%	10	2	400.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	64	32	100.0%	429	199	115.6%
12x Goleta Express	1	1	0.0%	16	3	433.3%
14 Montecito	-	-	0.0%	4	-	100.0%
15x SBCC / UCSB Express	6	6	0.0%	86	57	50.9%
16 City College Shuttle	-	-	0.0%	-	1	-100.0%
17 Lower West / SBCC	-	-	0.0%	3	-	100.0%
20 Carpinteria	-	-	0.0%	39	8	387.5%
23 Winchester Canyon	1	-	0.0%	14	1	100.0%
24x UCSB Express	18	9	100.0%	288	77	274.0%
25 Elwood	-	-	0.0%	1	2	-50.0%
27 Isla Vista Shuttle	4	6	-33.3%	157	39	302.6%
28 UCSB Shuttle	17	-	100.0%	53	118	-55.1%
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	19	12	58.3%	246	84	192.9%
System Subtotal	140	78	79.5%	1,545	671	130.3%
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	78	79.5%	1,545	671	130.3%

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

Table F: March 2023 – ‘Too Full to Board’ Loads Indicated

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

LINE	Month			Fiscal Year to Date		
	Mar-23	Mar-22	%Change	Jul 22 - Mar 23	Jul 21 - Mar 22	%Change
1 West Santa Barbara	-	2	-100.0%	7	38	-81.6%
2 East Santa Barbara	-	-	0.0%	34	97	-64.9%
3 Oak Park	1	1	0.0%	9	6	50.0%
4 Mesa/SBCC	-	-	0.0%	-	1	-100.0%
5 Mesa / La Cumbre	-	-	0.0%	3	3	0.0%
6 Goleta	3	4	-25.0%	67	58	15.5%
7 Calle Real / Fairview	-	-	0.0%	1	-	100.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	106	83	27.7%	1,107	453	144.4%
12x Goleta Express	2	2	100.0%	41	19	115.8%
14 Montecito	-	-	0.0%	-	2	-100.0%
15x SBCC / UCSB Express	5	9	-44.4%	101	29	248.3%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	-	-	0.0%	1	2	-50.0%
20 Carpinteria	-	1	-100.0%	15	35	-57.1%
23 Winchester Canyon	2	1	100.0%	18	6	200.0%
24x UCSB Express	42	45	-6.7%	646	360	79.4%
25 Elwood	-	-	100.0%	1	1	0.0%
27 Isla Vista Shuttle	18	42	-57.1%	271	102	165.7%
28 UCSB Shuttle	32	46	-30.4%	256	218	17.4%
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	7	2	250.0%	101	65	55.4%
System Subtotal	218	238	-8.4%	2,679	1,495	79.2%
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	218	238	-8.4%	2,679	1,495	79.2%

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

Table G: March 2023 – Bicycles Carried

LINE	Month			Fiscal Year to Date		
	Mar-23	Mar-22	%Change	Jul 22 - Mar 23	Jul 21 - Mar 22	%Change
1 West Santa Barbara	134	140	-4.3%	1,250	1,155	8.2%
2 East Santa Barbara	341	366	-6.8%	3,052	3,220	-5.2%
3 Oak Park	9	2	350.0%	23	19	21.1%
4 Mesa/SBCC	68	60	13.3%	820	571	43.6%
5 Mesa / La Cumbre	70	162	-56.8%	880	1,036	-15.1%
6 Goleta	757	828	-8.6%	7,022	7,409	-5.2%
7 Calle Real / Fairview	551	418	31.8%	4,565	3,574	27.7%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	1,308	1,325	-1.3%	12,506	11,686	7.0%
12x Goleta Express	401	398	0.8%	3,494	4,062	-14.0%
14 Montecito	82	107	-23.4%	838	764	9.7%
15x SBCC / UCSB Express	92	95	-3.2%	922	722	27.7%
16 City College Shuttle	-	34	-100.0%	-	165	-100.0%
17 Lower West / SBCC	50	56	-10.7%	564	419	34.6%
20 Carpinteria	503	596	-15.6%	4,639	5,224	-11.2%
23 Winchester Canyon	37	72	-48.6%	365	447	-18.3%
24x UCSB Express	599	861	-30.4%	6,610	6,975	-5.2%
25 Elwood	67	61	9.8%	547	533	2.6%
27 Isla Vista Shuttle	55	40	37.5%	579	388	49.2%
28 UCSB Shuttle	113	116	-2.6%	969	854	13.5%
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	3	4	-25.0%	94	126	-25.4%
System Subtotal	5,240	5,741	-8.7%	49,739	49,349	0.8%
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	5,240	5,741	-8.7%	49,739	49,349	0.8%

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

Table H: March 2023 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date		
	Mar-23	Mar-22	%Change	Jul 22 - Mar 23	Jul 21 - Mar 22	%Change
1 West Santa Barbara	63	85	-25.9%	649	589	10.2%
2 East Santa Barbara	121	166	-27.1%	1,221	1,451	-15.9%
3 Oak Park	27	28	-3.6%	242	224	8.0%
4 Mesa/SBCC	4	11	-63.6%	81	123	-34.1%
5 Mesa / La Cumbre	15	15	0.0%	136	128	6.3%
6 Goleta	76	121	-37.2%	830	919	-9.7%
7 Calle Real / Fairview	129	97	33.0%	967	1,003	-3.6%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	119	147	-19.0%	974	1,045	-6.8%
12x Goleta Express	25	15	66.7%	186	244	-23.8%
14 Montecito	13	9	44.4%	158	108	46.3%
15x SBCC / UCSB Express	2	1	0.0%	14	9	55.6%
16 City College Shuttle	-	37	-100.0%	-	194	-100.0%
17 Lower West / SBCC	32	14	128.6%	233	162	43.8%
20 Carpinteria	95	67	41.8%	691	652	6.0%
23 Winchester Canyon	1	-	100.0%	9	10	-10.0%
24x UCSB Express	25	15	66.7%	161	131	22.9%
25 Elwood	-	3	-100.0%	16	23	-30.4%
27 Isla Vista Shuttle	3	10	-70.0%	70	28	150.0%
28 UCSB Shuttle	3	2	50.0%	78	9	766.7%
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%	1	7	-85.7%
System Subtotal	753	843	-10.7%	6,717	7,059	-4.8%
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	753	843	-10.7%	6,717	7,059	-4.8%

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

Table I: March 2023 - Ridership by Day Type

	Mar-2023			Mar-2022				
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	316,575	23	13,764	337,532	23	14,675	-911	-6.2%
Saturday	33,836	4	8,459	30,161	4	7,540	919	12.2%
Sunday	24,977	4	6,244	24,798	4	6,200	45	0.7%
Total	375,388	31	12,109	392,491	31	12,661	-552	-4.4%

	FYTD 2023			FYTD 2022				
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	2,705,625	168	16,105	2,434,781	169	14,407	1,698	11.8%
Saturday	342,953	38	9,025	296,404	36	8,233	792	9.6%
Sunday	283,724	38	7,466	236,870	39	6,074	1,393	22.9%
Total	3,332,302	244	13,657	2,968,055	244	12,164	1,493	12.3%

*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-23	23	4	4	18	18	18
Mar-22	23	4	4	18	18	18

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

Weather: March 2023 had 9.59 inches of precipitation compared to 1.33 inches in March 2022.

	Temperature (°F)	High	Average	Low	Precipitation	
Mar-23	Maximum	68	60	57	Weekday: 7.69 in (14 days)	
	Mean	61	54	48	Saturday: 1.88 in (1 day)	9.59 in
	Minimum	56	50	40	Sunday: 0.02 in (1 days)	
Mar-22	Maximum	84	69	58	Weekday: 1.33 in (3 days)	
	Mean	68	57	47	Saturday: 0.00 in (0 days)	1.33 in
	Minimum	49	49	38	Sunday: 0.00 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.