



System Ridership Report: August 2023

System wide ridership decreased by 0.7% or 2,405 passengers, for the month of August 2023 as compared to August 2022.

Table A: Ridership Trends by Fare Component

Fare Categories	Month			Fiscal Year to Date		
	Aug-23	Aug-22	%Change	Jul 23 - Aug 23	Jul 22 - Aug 22	%Change
Persons with Disabilities Cash	1,337	1,289	3.7%	2,500	2,493	0.3%
Full Fare Prepaid ⁽¹⁾	78,624	75,522	4.1%	151,060	143,462	5.3%
Free	7,222	5,647	27.9%	12,427	10,284	20.8%
General Fare	70,267	60,809	15.6%	131,656	116,119	13.4%
Santa Barbara City College	10,495	9,076	15.6%	16,285	14,390	13.2%
Senior & Disabled Prepaid ⁽²⁾	47,687	45,782	4.2%	96,787	88,850	8.9%
Shuttle	-	-	0.0%	-	-	0.0%
Senior Cash	10,111	9,619	5.1%	19,794	18,945	4.5%
Youth(K-12) Prepaid ⁽³⁾	33,712	37,410	-9.9%	63,668	76,488	-16.8%
Special Pass Programs	570	142	301.4%	1,136	257	342.0%
Tokens	2,433	1,655	47.0%	4,804	3,341	43.8%
Transfers	29,621	23,589	25.6%	51,649	44,377	16.4%
UC Santa Barbara	32,208	51,423	-37.4%	62,597	100,978	-38.0%
Tap to Ride Transactions	1,138	1,057	7.7%	1,936	2,111	-8.3%
Total	325,425	323,020	0.7%	616,299	622,095	-0.9%

(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		
	Aug-23	Aug-22	%Change	Jul 23 - Aug 23	Jul 22 - Aug 22	%Change
Passengers	325,425	323,020	0.7%	616,299	622,095	-0.9%
Revenue Hours	14,682	14,376	2.1%	28,768	28,419	1.2%
Passengers per Rev Hour	22.16	22.47	-1.4%	21.42	21.89	-2.1%
Revenue Miles	178,760	174,157	2.6%	349,718	344,590	1.5%
Passengers per Rev Mile	1.82	1.85	-1.8%	1.76	1.81	-2.4%

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

Table C: August 2023 System Ridership

LINE	Month			Fiscal Year to Date		
	Aug-23	Aug-22	%Change	Jul 23 - Aug 23	Jul 22 - Aug 22	%Change
1 West Santa Barbara	20,960	19,166	9.4%	37,761	34,934	8.1%
2 East Santa Barbara	36,976	33,198	11.4%	69,023	62,323	10.8%
3 Oak Park	13,026	11,322	15.1%	23,924	21,210	12.8%
4 Mesa/SBCC	7,907	6,135	28.9%	13,558	10,921	24.1%
5 Mesa / La Cumbre	6,247	6,381	-2.1%	11,200	11,587	-3.3%
6 Goleta	40,078	39,124	2.4%	77,859	75,090	3.7%
7 County Health / Fairview	20,784	18,825	10.4%	40,405	36,465	10.8%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	61,407	63,521	-3.3%	119,220	124,973	-4.6%
12x Goleta Express	11,205	10,925	2.6%	21,943	21,993	-0.2%
14 Montecito	6,002	5,097	17.8%	11,084	9,825	12.8%
15x SBCC / UCSB Express	4,576	5,268	-13.1%	7,122	9,189	-22.5%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	8,470	6,576	28.8%	14,261	11,642	22.5%
19x East SB / SBCC	187	-	100.0%	187	-	100.0%
20 Carpinteria	26,127	24,510	6.6%	50,837	48,366	5.1%
23 Winchester Canyon	2,895	2,806	3.2%	5,514	6,110	-9.8%
24x UCSB Express	27,235	34,594	-21.3%	58,601	74,804	-21.7%
25 Elwood	4,330	4,278	1.2%	8,711	8,284	5.2%
27 Isla Vista Shuttle	5,135	8,730	-41.2%	9,427	19,513	-51.7%
28 UCSB Shuttle	12,499	11,957	4.5%	25,479	23,482	8.5%
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	9,379	10,607	-11.6%	10,183	11,384	-10.5%
System Subtotal	325,425	323,020	0.7%	616,299	622,095	-0.9%
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	325,425	323,020	0.7%	616,299	622,095	-0.9%

Related Routes	Aug-23	Aug-22	%Change	Jul 23 - Aug 23	Jul 22 - Aug 22	%Change
11, 24x, 27, 28 UCSB Lines	106,276	118,802	-10.5%	212,727	242,772	-12.4%
1, 2 East/West	57,936	52,364	10.6%	106,784	97,257	9.8%
4, 5, 15x, 16, 17, 19x Mesa Lines	27,387	24,360	12.4%	46,328	43,339	6.9%
6, 11 State/Hollister	101,485	102,645	-1.1%	197,079	200,063	-1.5%

*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: August 2023 - Passengers per Hour

LINE	Month			Fiscal Year to Date		
	Aug-23	Aug-22	%Change	Jul 23 - Aug 23	Jul 22 - Aug 22	%Change
1 West Santa Barbara	23.6	22.5	4.9%	21.7	20.5	5.9%
2 East Santa Barbara	26.4	24.6	7.4%	25.3	23.2	8.7%
3 Oak Park	15.3	13.8	11.0%	14.6	13.2	10.4%
4 Mesa/SBCC	19.6	15.5	26.6%	17.5	14.2	23.2%
5 Mesa / La Cumbre	11.7	12.0	-2.8%	10.6	11.0	-3.8%
6 Goleta	26.4	25.6	3.4%	25.8	24.7	4.2%
7 Calle Real / Fairview	15.5	14.3	8.2%	15.5	14.2	9.6%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	26.8	27.3	-1.9%	25.8	26.8	-3.9%
12x Goleta Express	19.7	20.1	-2.1%	19.3	20.4	-5.3%
14 Montecito	13.5	11.6	16.6%	13.0	11.6	12.2%
15x SBCC / UCSB Express	13.5	15.6	-13.4%	11.2	14.3	-22.1%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	28.2	22.3	26.5%	24.6	20.3	21.6%
19x East SB / SBCC	11.0	-	100.0%	11.0	-	100.0%
20 Carpinteria	18.7	17.9	4.4%	18.5	17.8	4.0%
23 Winchester Canyon	11.0	13.5	-19.0%	11.8	14.8	-20.7%
24x UCSB Express	28.4	37.0	-23.2%	31.0	40.2	-22.9%
25 Elwood	19.2	16.8	14.1%	18.5	16.6	11.6%
27 Isla Vista Shuttle	13.3	22.6	-41.2%	12.5	25.8	-51.8%
28 UCSB Shuttle	26.9	30.5	-11.8%	27.1	27.1	0.1%
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	67.9	76.4	-11.1%	60.4	64.8	-6.8%
System Average	22.1	22.4	-1.4%	21.4	21.8	-2.1%
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	22.1	22.4	-1.4%	21.4	21.8	-2.1%

Related Routes						
11, 24x, 27, 28 UCSB Lines	95	117	-18.7%	96	120	-19.7%
1, 2 East/West	25.3	23.8	6.5%	23.9	22.2	7.7%
4, 5, 15x, 16, 17, 19x Mesa Lines	17.2	15.6	10.1%	15.1	14.2	6.0%
6, 11 State/Hollister	26.7	26.6	0.1%	25.8	26.0	-0.9%

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

Table E: August 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		
	Aug-23	Aug-22	%Change	Jul 23 - Aug 23	Jul 22 - Aug 22	%Change
1 West Santa Barbara	-	6	-100.0%	-	6	-100.0%
2 East Santa Barbara	3	13	-76.9%	6	15	-60.0%
3 Oak Park	1	3	-66.7%	1	5	-80.0%
4 Mesa/SBCC	-	-	0.0%	-	2	-100.0%
5 Mesa / La Cumbre	-	1	-100.0%	-	2	-100.0%
6 Goleta	9	8	12.5%	10	18	-44.4%
7 Calle Real / Fairview	-	3	-100.0%	-	6	-100.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	13	22	-40.9%	28	44	-36.4%
12x Goleta Express	-	6	-100.0%	-	11	-100.0%
14 Montecito	5	-	100.0%	6	1	500.0%
15x SBCC / UCSB Express	1	3	-66.7%	2	10	-80.0%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	1	1	0.0%	1	2	-50.0%
19x East SB / SBCC	-	-	0.0%	-	-	0.0%
20 Carpinteria	6	3	100.0%	9	12	-25.0%
23 Winchester Canyon	-	3	-100.0%	-	4	-100.0%
24x UCSB Express	4	29	-86.2%	24	65	-63.1%
25 Ellwood	-	-	0.0%	-	-	0.0%
27 Isla Vista Shuttle	-	2	-100.0%	-	2	-100.0%
28 UCSB Shuttle	-	-	0.0%	-	3	-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	14	-	100.0%	14	-	100.0%
System Subtotal	57	103	-44.7%	101	208	-51.4%
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	57	103	-44.7%	101	208	-51.4%

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

Table F: August 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		
	Aug-23	Aug-22	%Change	Jul 23 - Aug 23	Jul 22 - Aug 22	%Change
1 West Santa Barbara	-	-	0.0%	1	-	100.0%
2 East Santa Barbara	-	6	-100.0%	2	6	-66.7%
3 Oak Park	1	-	100.0%	1	-	100.0%
4 Mesa/SBCC	-	-	0.0%	-	-	0.0%
5 Mesa / La Cumbre	1	-	100.0%	1	-	100.0%
6 Goleta	9	2	350.0%	9	3	200.0%
7 Calle Real / Fairview	-	-	0.0%	-	1	-100.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	4	16	-75.0%	9	71	-87.3%
12x Goleta Express	-	10	-100.0%	1	29	-96.6%
14 Montecito	1	-	100.0%	3	-	100.0%
15x SBCC / UCSB Express	1	2	-50.0%	1	5	-80.0%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	-	1	-100.0%	-	1	-100.0%
19x East SB / SBCC	-	-	0.0%	-	-	0.0%
20 Carpinteria	3	1	200.0%	3	2	50.0%
23 Winchester Canyon	-	-	0.0%	-	5	-100.0%
24x UCSB Express	24	62	-61.3%	83	192	-56.8%
25 Elwood	-	-	0.0%	-	-	0.0%
27 Isla Vista Shuttle	-	1	-100.0%	-	1	-100.0%
28 UCSB Shuttle	-	-	0.0%	2	-	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	8	-	100.0%	8	-	100.0%
System Subtotal	52	101	-48.5%	124	316	-60.8%
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	52	101	-48.5%	124	316	-60.8%

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

Table G: August 2023 – Bicycles Carried

LINE	Month			Fiscal Year to Date			
	Aug-23	Aug-22	%Change	Jul 23 - Aug 23	Jul 22 - Aug 22	%Change	
1	West Santa Barbara	213	159	34.0%	411	323	27.2%
2	East Santa Barbara	375	329	14.0%	748	636	17.6%
3	Oak Park	10	3	233.3%	15	4	275.0%
4	Mesa/SBCC	88	90	-2.2%	176	161	9.3%
5	Mesa / La Cumbre	84	117	-28.2%	178	271	-34.3%
6	Goleta	1,021	850	20.1%	2,010	1,742	15.4%
7	Calle Real / Fairview	582	496	17.3%	1,244	934	33.2%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	1,513	1,532	-1.2%	3,054	3,034	0.7%
12x	Goleta Express	523	412	26.9%	1,047	822	27.4%
14	Montecito	105	129	-18.6%	236	240	-1.7%
15x	SBCC / UCSB Express	129	131	-1.5%	242	308	-21.4%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Low er West / SBCC	72	52	38.5%	137	85	61.2%
19x	East SB / SBCC	5	-	100.0%	5	-	100.0%
20	Carpinteria	655	571	14.7%	1,308	1,353	-3.3%
23	Winchester Canyon	43	41	4.9%	75	80	-6.3%
24x	UCSB Express	737	935	-21.2%	1,425	1,711	-16.7%
25	Elw ood	62	63	-1.6%	124	139	-10.8%
27	Isla Vista Shuttle	37	49	-24.5%	66	109	-39.4%
28	UCSB Shuttle	96	81	18.5%	174	180	-3.3%
36	Seaside Shuttle*	-	-	0.0%	-	-	0.0%
37	Crosstow n 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	8	-	100.0%	8	-	100.0%
System Subtotal		6,358	6,040	5.3%	12,683	12,132	4.5%
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		6,358	6,040	5.3%	12,683	12,132	4.5%

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

Table H: August 2023 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date		
	Aug-23	Aug-22	%Change	Jul 23 - Aug 23	Jul 22 - Aug 22	%Change
1 West Santa Barbara	82	93	-11.8%	139	178	-21.9%
2 East Santa Barbara	133	213	-37.6%	256	383	-33.2%
3 Oak Park	57	33	72.7%	83	69	20.3%
4 Mesa/SBCC	20	16	25.0%	29	23	26.1%
5 Mesa / La Cumbre	28	10	180.0%	41	20	105.0%
6 Goleta	101	120	-15.8%	202	233	-13.3%
7 Calle Real / Fairview	126	97	29.9%	272	211	28.9%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	159	134	18.7%	303	268	13.1%
12x Goleta Express	17	22	-22.7%	33	55	-40.0%
14 Montecito	14	21	-33.3%	28	43	-34.9%
15x SBCC / UCSB Express	-	1	-100.0%	-	2	-100.0%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	41	25	64.0%	54	25	116.0%
19x East SB / SBCC	-	-	0.0%	-	-	0.0%
20 Carpinteria	109	98	11.2%	206	230	-10.4%
23 Winchester Canyon	2	1	100.0%	2	1	100.0%
24x UCSB Express	7	16	-56.3%	20	32	-37.5%
25 Elwood	2	-	100.0%	3	2	50.0%
27 Isla Vista Shuttle	2	9	-77.8%	4	19	-78.9%
28 UCSB Shuttle	3	2	50.0%	4	2	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	903	911	-0.9%	1,679	1,796	-6.5%
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	903	911	-0.9%	1,679	1,796	-6.5%

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

Table I: August 2023 - Ridership by Day Type

	Aug-2023			Aug-2022				
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	277,396	23	12,061	276,935	23	12,041	20	0.2%
Saturday	27,649	4	6,912	25,780	4	6,445	467	7.2%
Sunday	20,380	4	5,095	20,305	4	5,076	19	0.4%
Total	325,425	31	10,498	323,020	31	10,420	78	0.7%

	FYTD 2024			FYTD 2023				
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	499,753	43	11,622	506,884	43	11,788	-166	-1.4%
Saturday	63,141	9	7,016	60,914	9	6,768	247	3.7%
Sunday	53,405	10	5,341	54,297	10	5,430	-89	-1.6%
Total	616,299	62	9,940	622,095	62	10,034	-93	-0.9%

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

External Factors Affecting Ridership

Service Days & School Days:

	Weekdays	Saturdays	Sundays	HS + JHS	SBCC	UCSB
Aug-23	23	4	4	9	4	0
Aug-22	23	4	4	13	8	0

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

Weather: August 2023 had 0.19 inches of precipitation compared to 0.00 inches in August 2022.

	Temperature (°F)	High	Average	Low	Precipitation	
Aug-23	Maximum	86	72	66	Weekday: 0.19 in (3 days)	
	Mean	77	68	62	Saturday: 0.00 in (0 days) 0.19 in	
	Minimum	71	65	58	Sunday: 0.00 in (0 days)	
Aug-22	Maximum	83	71	63	Weekday: 0.00 in (0 days)	
	Mean	75	65	59	Saturday: 0.00 in (0 days) 0.00 in	
	Minimum	68	61	53	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.