



System Ridership Report: September 2023

System wide ridership decreased by 13.6% or 56,937 passengers, for the month of September 2023 as compared to September 2022.

Table A: Ridership Trends by Fare Component

Table A

Fare Categories	Month			Fiscal Year to Date		
	Sep-23	Sep-22	%Change	Jul 23 - Sep 23	Jul 22 - Sep 22	%Change
Persons with Disabilities Cash	1,261	1,167	8.1%	3,761	3,660	2.8%
Full Fare Prepaid ⁽¹⁾	69,743	70,248	-0.7%	220,803	213,710	3.3%
Free	7,025	5,814	20.8%	19,452	16,098	20.8%
General Fare	61,495	59,135	4.0%	193,151	175,254	10.2%
Santa Barbara City College	32,732	30,830	6.2%	49,017	45,220	8.4%
Senior & Disabled Prepaid ⁽²⁾	46,129	46,143	0.0%	142,916	134,993	5.9%
Shuttle	1	-	0.0%	1	-	0.0%
Senior Cash	9,219	9,323	-1.1%	29,013	28,268	2.6%
Youth(K-12) Prepaid ⁽³⁾	38,736	47,438	-18.3%	102,404	123,926	-17.4%
Special Pass Programs	510	165	209.1%	1,646	422	290.0%
Tokens	2,106	1,541	36.7%	6,910	4,882	41.5%
Transfers	29,484	25,586	15.2%	81,133	69,963	16.0%
UC Santa Barbara	59,612	119,541	-50.1%	122,209	220,519	-44.6%
Tap to Ride Transactions	2,679	738	263.0%	4,615	2,849	62.0%
Total	360,732	417,669	-13.6%	977,031	1,039,764	-6.0%

(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		
	Sep-23	Sep-22	%Change	Jul 23 - Sep 23	Jul 22 - Sep 22	%Change
Passengers	360,732	417,669	-13.6%	977,031	1,039,764	-6.0%
Revenue Hours	13,975	14,261	-2.0%	42,744	42,681	0.1%
Passengers per Rev Hour	25.81	29.29	-11.9%	22.86	24.36	-6.2%
Revenue Miles	171,582	173,103	-0.9%	521,130	517,693	0.7%
Passengers per Rev Mile	2.10	2.41	-12.9%	1.87	2.01	-6.7%

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

Table C: September 2023 System Ridership

LINE	Month			Fiscal Year to Date		
	Sep-23	Sep-22	%Change	Jul 23 - Sep 23	Jul 22 - Sep 22	%Change
1 West Santa Barbara	21,886	23,044	-5.0%	59,647	57,978	2.9%
2 East Santa Barbara	37,451	38,954	-3.9%	106,474	101,277	5.1%
3 Oak Park	13,316	12,451	6.9%	37,240	33,661	10.6%
4 Mesa/SBCC	9,999	8,119	23.2%	23,557	19,040	23.7%
5 Mesa / La Cumbre	7,878	8,091	-2.6%	19,078	19,678	-3.0%
6 Goleta	38,136	40,924	-6.8%	115,995	116,014	0.0%
7 County Health / Fairview	20,263	18,866	7.4%	60,668	55,331	9.6%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	65,964	80,708	-18.3%	185,184	205,681	-10.0%
12x Goleta Express	11,498	10,992	4.6%	33,441	32,985	1.4%
14 Montecito	5,521	4,957	11.4%	16,605	14,782	12.3%
15x SBCC / UCSB Express	8,921	11,717	-23.9%	16,043	20,906	-23.3%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	12,009	10,755	11.7%	26,270	22,397	17.3%
19x East SB / SBCC	871	-	100.0%	1,058	-	100.0%
20 Carpinteria	23,835	23,693	0.6%	74,672	72,059	3.6%
23 Winchester Canyon	2,940	4,461	-34.1%	8,454	10,571	-20.0%
24x UCSB Express	25,787	38,251	-32.6%	84,388	113,055	-25.4%
25 Elwood	4,058	4,592	-11.6%	12,769	12,876	-0.8%
27 Isla Vista Shuttle	9,539	17,979	-46.9%	18,966	37,492	-49.4%
28 UCSB Shuttle	20,093	33,425	-39.9%	45,572	56,907	-19.9%
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	20,767	25,690	-19.2%	30,950	37,074	-16.5%
System Subtotal	360,732	417,669	-13.6%	977,031	1,039,764	-6.0%
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	360,732	417,669	-13.6%	977,031	1,039,764	-6.0%

Related Routes						
11, 24x, 27, 28 UCSB Lines	121,383	170,363	-28.8%	334,110	413,135	-19.1%
1, 2 East/West	59,337	61,998	-4.3%	166,121	159,255	4.3%
4, 5, 15x, 16, 17, 19x Mesa Lines	39,678	38,682	2.6%	86,006	82,021	4.9%
6, 11 State/Hollister	104,100	121,632	-14.4%	301,179	321,695	-6.4%

*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: September 2023 - Passengers per Hour

LINE	Month			Fiscal Year to Date		
	Sep-23	Sep-22	%Change	Jul 23 - Sep 23	Jul 22 - Sep 22	%Change
1 West Santa Barbara	26.4	27.3	-3.4%	23.2	22.8	2.0%
2 East Santa Barbara	28.8	29.4	-2.1%	26.4	25.3	4.5%
3 Oak Park	17.5	15.7	11.7%	15.5	14.0	10.6%
4 Mesa/SBCC	27.3	21.5	26.9%	20.6	16.6	24.2%
5 Mesa / La Cumbre	15.5	15.8	-1.9%	12.2	12.6	-3.1%
6 Goleta	26.5	27.3	-3.0%	26.0	25.6	1.6%
7 Calle Real / Fairview	16.4	14.9	10.2%	15.8	14.4	9.8%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	30.2	35.4	-14.7%	27.2	29.7	-8.3%
12x Goleta Express	20.9	19.9	5.0%	19.8	20.2	-2.0%
14 Montecito	13.7	12.0	13.9%	13.2	11.7	12.8%
15x SBCC / UCSB Express	30.4	37.4	-18.7%	17.2	22.0	-21.6%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	43.8	38.2	14.8%	30.8	26.2	17.7%
19x East SB / SBCC	10.7	-	100.0%	10.7	-	100.0%
20 Carpinteria	18.1	17.8	1.5%	18.4	17.8	3.1%
23 Winchester Canyon	10.2	22.0	-53.4%	11.2	17.2	-34.9%
24x UCSB Express	28.1	41.7	-32.7%	30.0	40.7	-26.2%
25 Elwood	20.8	18.8	10.9%	19.2	17.3	10.9%
27 Isla Vista Shuttle	26.7	49.0	-45.5%	17.0	33.4	-49.2%
28 UCSB Shuttle	40.9	72.6	-43.6%	31.8	42.9	-25.9%
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	74.6	82.9	-10.0%	69.3	76.4	-9.3%
System Average	25.6	29.2	-12.4%	22.7	24.3	-6.4%
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	25.6	29.2	-12.4%	22.7	24.3	-6.4%

Related Routes	Sep-23	Sep-22	%Change	Jul 23 - Sep 23	Jul 22 - Sep 22	%Change
11, 24x, 27, 28 UCSB Lines	126	199	-36.7%	106	147	-27.7%
1, 2 East/West	27.9	28.6	-2.6%	25.2	24.3	3.5%
4, 5, 15x, 16, 17,19x Mesa Lines	26.0	26.0	0.0%	18.7	18.1	3.3%
6, 11 State/Hollister	28.7	32.2	-10.8%	26.7	28.0	-4.7%

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

Table E: September 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		
	Sep-23	Sep-22	%Change	Jul 23 - Sep 23	Jul 22 - Sep 22	%Change
1 West Santa Barbara	4	4	0.0%	4	10	-60.0%
2 East Santa Barbara	3	9	-66.7%	9	24	-62.5%
3 Oak Park	-	4	-100.0%	1	9	-88.9%
4 Mesa/SBCC	-	-	0.0%	-	2	-100.0%
5 Mesa / La Cumbre	1	3	-66.7%	1	5	-80.0%
6 Goleta	3	4	-25.0%	13	22	-40.9%
7 Calle Real / Fairview	-	-	0.0%	-	6	-100.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	26	51	-49.0%	54	95	-43.2%
12x Goleta Express	-	1	-100.0%	-	12	-100.0%
14 Montecito	-	1	-100.0%	6	2	200.0%
15x SBCC / UCSB Express	4	6	-33.3%	6	16	-62.5%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	4	1	300.0%	5	3	66.7%
19x East SB / SBCC	-	-	0.0%	-	-	0.0%
20 Carpinteria	2	4	-50.0%	11	16	-31.3%
23 Winchester Canyon	-	-	0.0%	-	4	-100.0%
24x UCSB Express	7	42	-83.3%	31	107	-71.0%
25 Elwood	-	-	0.0%	-	-	0.0%
27 Isla Vista Shuttle	5	36	-86.1%	5	38	-86.8%
28 UCSB Shuttle	-	-	0.0%	-	7	-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	18	72	-75.0%	32	72	-55.6%
System Subtotal	77	238	-67.6%	178	450	-60.4%
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	77	238	-67.6%	178	450	-60.4%

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

Table F: September 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		
	Sep-23	Sep-22	%Change	Jul 23 - Sep 23	Jul 22 - Sep 22	%Change
1 West Santa Barbara	1	2	-50.0%	2	2	0.0%
2 East Santa Barbara	1	10	-90.0%	3	16	-81.3%
3 Oak Park	-	2	-100.0%	1	2	-50.0%
4 Mesa/SBCC	-	-	0.0%	-	-	0.0%
5 Mesa / La Cumbre	-	1	-100.0%	1	1	0.0%
6 Goleta	5	6	-16.7%	14	9	55.6%
7 Calle Real / Fairview	-	-	0.0%	-	1	-100.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	41	155	-73.5%	50	226	-77.9%
12x Goleta Express	-	-	0.0%	1	29	-96.6%
14 Montecito	-	-	0.0%	3	-	100.0%
15x SBCC / UCSB Express	2	22	-90.9%	3	27	-88.9%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	-	-	0.0%	-	1	-100.0%
19x East SB / SBCC	-	-	0.0%	-	-	0.0%
20 Carpinteria	1	3	-66.7%	4	5	-20.0%
23 Winchester Canyon	-	-	0.0%	-	5	-100.0%
24x UCSB Express	28	68	-58.8%	111	260	-57.3%
25 Elwood	-	-	0.0%	-	-	0.0%
27 Isla Vista Shuttle	6	44	-86.4%	6	45	-86.7%
28 UCSB Shuttle	15	67	-77.6%	17	67	-74.6%
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	7	18	-61.1%	15	18	-16.7%
System Subtotal	107	398	-73.1%	231	714	-67.6%
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	107	398	-73.1%	231	714	-67.6%

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

Table G: September 2023 – Bicycles Carried

LINE	Month			Fiscal Year to Date			
	Sep-23	Sep-22	%Change	Jul 23 - Sep 23	Jul 22 - Sep 22	%Change	
1	West Santa Barbara	219	132	65.9%	630	455	38.5%
2	East Santa Barbara	403	368	9.5%	1,151	1,004	14.6%
3	Oak Park	8	-	100.0%	23	4	475.0%
4	Mesa/SBCC	96	116	-17.2%	272	277	-1.8%
5	Mesa / La Cumbre	138	87	58.6%	316	358	-11.7%
6	Goleta	989	759	30.3%	2,999	2,501	19.9%
7	Calle Real / Fairview	591	548	7.8%	1,835	1,482	23.8%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	1,493	1,527	-2.2%	4,547	4,561	-0.3%
12x	Goleta Express	515	424	21.5%	1,562	1,246	25.4%
14	Montecito	95	106	-10.4%	331	346	-4.3%
15x	SBCC / UCSB Express	233	102	128.4%	475	410	15.9%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Low er West / SBCC	70	93	-24.7%	207	178	16.3%
19x	East SB / SBCC	19	-	100.0%	24	-	100.0%
20	Carpinteria	616	525	17.3%	1,924	1,878	2.4%
23	Winchester Canyon	39	43	-9.3%	114	123	-7.3%
24x	UCSB Express	739	785	-5.9%	2,164	2,496	-13.3%
25	Elw ood	79	59	33.9%	203	198	2.5%
27	Isla Vista Shuttle	53	57	-7.0%	119	166	-28.3%
28	UCSB Shuttle	111	129	-14.0%	285	309	-7.8%
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	19	34	-44.1%	27	34	-20.6%
System Subtotal		6,525	5,894	10.7%	19,208	18,026	6.6%
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		6,525	5,894	10.7%	19,208	18,026	6.6%

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

Table H: September 2023 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date		
	Sep-23	Sep-22	%Change	Jul 23 - Sep 23	Jul 22 - Sep 22	%Change
1 West Santa Barbara	86	93	-7.5%	225	271	-17.0%
2 East Santa Barbara	145	177	-18.1%	401	560	-28.4%
3 Oak Park	38	21	81.0%	121	90	34.4%
4 Mesa/SBCC	13	11	18.2%	42	34	23.5%
5 Mesa / La Cumbre	21	10	110.0%	62	30	106.7%
6 Goleta	96	93	3.2%	298	326	-8.6%
7 Calle Real / Fairview	137	97	41.2%	409	322	27.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	167	119	40.3%	470	387	21.4%
12x Goleta Express	26	20	30.0%	59	75	-21.3%
14 Montecito	7	22	-68.2%	35	65	-46.2%
15x SBCC / UCSB Express	4	5	-20.0%	4	7	-42.9%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	49	29	69.0%	103	54	90.7%
19x East SB / SBCC	1	-	100.0%	1	-	100.0%
20 Carpinteria	113	67	68.7%	319	297	7.4%
23 Winchester Canyon	-	3	-100.0%	2	4	-50.0%
24x UCSB Express	7	22	-68.2%	27	54	-50.0%
25 Elwood	3	5	100.0%	6	7	-14.3%
27 Isla Vista Shuttle	1	8	-87.5%	5	27	-81.5%
28 UCSB Shuttle	1	17	-94.1%	5	19	-73.7%
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	1	-	100.0%	1	-	100.0%
System Subtotal	916	819	11.8%	2,595	2,629	-1.3%
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	916	819	11.8%	2,595	2,629	-1.3%

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

Table I: September 2023 - Ridership by Day Type

	Sep-2023			Sep-2022				
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	292,893	20	14,645	349,761	21	16,655	-2,011	-12.1%
Saturday	39,210	5	7,842	35,522	4	8,881	-1,039	-11.7%
Sunday	28,629	5	5,726	32,386	5	6,477	-751	-11.6%
Total	360,732	30	12,024	417,669	30	13,922	-1,898	-13.6%

	FYTD 2024			FYTD 2023				
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	792,646	63	12,582	856,645	64	13,385	-803	-6.0%
Saturday	102,351	14	7,311	96,436	13	7,418	-107	-1.4%
Sunday	82,034	15	5,469	86,683	15	5,779	-310	-5.4%
Total	977,031	92	10,620	1,039,764	92	11,302	-682	-6.0%

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

External Factors Affecting Ridership

Service Days & School Days:

	Weekdays	Saturdays	Sundays	HS + JHS	SBCC	UCSB
Sep-23	20	5	5	19	20	5
Sep-22	21	4	5	21	21	9

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

Weather: September 2023 had 0.00 inches of precipitation compared to 0.11 inches in September 2022.

	Temperature (°F)	High	Average	Low	Precipitation	
Sep-23	Maximum	84	74	68	Weekday: 0.00 in (0 days)	
	Mean	75	67	60	Saturday: 0.00 in (0 days)	0.00 in
	Minimum	69	63	52	Sunday: 0.00 in (0 days)	
Sep-22	Maximum	97	80	70	Weekday: 0.02 in (1 day)	
	Mean	80	70	61	Saturday: 0.08 in (1 day)	0.11 in
	Minimum	70	64	53	Sunday: 0.01 in (1 day)	

*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.