



System Ridership Report: February 2024

System wide ridership increased by 6.0% or 23,395 passengers, for the month of February 2024 as compared to February of 2023.

Table A: Ridership Trends by Fare Component

Fare Categories	Month			Fiscal Year to Date		
	Feb-24	Feb-23	%Change	Jul 23 - Feb 24	Jul 22 - Feb 23	%Change
Persons with Disabilities Cash	1,110	1,165	-4.7%	9,987	9,444	5.7%
Full Fare Prepaid ⁽¹⁾	60,566	55,022	10.1%	528,532	504,724	4.7%
Free	5,800	5,273	10.0%	50,081	40,895	22.5%
General Fare	48,202	49,341	-2.3%	456,287	431,857	5.7%
Santa Barbara City College	27,446	23,373	17.4%	175,497	154,978	13.2%
Senior & Disabled Prepaid ⁽²⁾	43,188	40,249	7.3%	368,502	342,272	7.7%
Shuttle	-	-	0.0%	-	-	0.0%
Senior Cash	8,499	8,202	3.6%	73,541	70,606	4.2%
Youth(K-12) Prepaid ⁽³⁾	37,608	36,886	2.0%	281,440	303,915	-7.4%
Special Pass Programs	717	352	103.7%	4,815	1,588	203.2%
Tokens	2,210	1,703	29.8%	17,035	12,882	32.2%
Transfers	24,554	22,283	10.2%	213,530	181,245	17.8%
UC Santa Barbara	147,759	148,690	-0.6%	821,248	896,863	-8.4%
Tap to Ride Transactions	8,818	543	1523.9%	39,940	5,645	607.5%
Total	416,477	393,082	6.0%	3,040,464	2,956,914	2.8%

(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		
	Feb-24	Feb-23	%Change	Jul 23 - Feb 24	Jul 22 - Feb 23	%Change
Passengers	416,477	393,082	6.0%	3,040,464	2,956,914	2.8%
Revenue Hours	13,660	13,223	3.3%	113,167	110,856	2.1%
Passengers per Rev Hour	30.49	29.73	2.6%	26.87	26.67	0.7%
Revenue Miles	166,754	160,589	3.8%	1,379,327	1,344,685	2.6%
Passengers per Rev Mile	2.50	2.45	2.0%	2.20	2.20	0.2%

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

Table C: February 2024 System Ridership

LINE	Month			Fiscal Year to Date			
	Feb-24	Feb-23	%Change	Jul 23 - Feb 24	Jul 22 - Feb 23	%Change	
1	West Santa Barbara	19,559	17,091	14.4%	160,018	149,587	7.0%
2	East Santa Barbara	34,202	29,833	14.6%	280,838	258,291	8.7%
3	Oak Park	11,986	11,169	7.3%	99,492	89,791	10.8%
4	Mesa/SBCC	6,984	6,914	1.0%	62,026	53,239	16.5%
5	Mesa / La Cumbre	7,012	6,279	11.7%	52,355	51,053	2.6%
6	Goleta	36,772	36,142	1.7%	306,348	301,052	1.8%
7	County Health / Fairview	18,583	16,009	16.1%	158,112	139,296	13.5%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	86,831	83,177	4.4%	610,133	606,889	0.5%
12x	Goleta Express	11,830	9,474	24.9%	93,066	84,426	10.2%
14	Montecito	5,977	4,627	29.2%	45,344	37,483	21.0%
15x	SBCC / UCSB Express	9,917	9,657	2.7%	58,508	63,320	-7.6%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Lower West / SBCC	9,110	8,434	8.0%	72,178	62,884	14.8%
19x	East SB / SBCC	708	-	100.0%	4,890	-	100.0%
20	Carpinteria	22,559	20,351	10.8%	193,217	177,198	9.0%
23	Winchester Canyon	3,975	4,770	-16.7%	27,174	31,591	-14.0%
24x	UCSB Express	40,314	43,067	-6.4%	281,967	309,832	-9.0%
25	Elwood	4,376	4,229	3.5%	34,305	34,731	-1.2%
27	Isla Vista Shuttle	21,068	24,175	-12.9%	119,296	146,425	-18.5%
28	UCSB Shuttle	47,093	37,605	25.2%	263,691	229,133	15.1%
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	17,621	20,079	-12.2%	117,506	130,693	-10.1%
System Subtotal		416,477	393,082	6.0%	3,040,464	2,956,914	2.8%
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		416,477	393,082	6.0%	3,040,464	2,956,914	2.8%

Related Routes							
11, 24x, 27, 28	UCSB Lines	195,306	188,024	3.9%	1,275,087	1,292,279	-1.3%
1, 2	East/West	53,761	46,924	14.6%	440,856	407,878	8.1%
4, 5, 15x, 16, 17, 19x	Mesa Lines	33,731	31,284	7.8%	249,957	230,496	8.4%
6, 11	State/Hollister	123,603	119,319	3.6%	916,481	907,941	0.9%

*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: February 2024 - Passengers per Hour

LINE	Month			Fiscal Year to Date		
	Feb-24	Feb-23	%Change	Jul 23 - Feb 24	Jul 22 - Feb 23	%Change
1 West Santa Barbara	24.4	21.8	12.0%	23.7	22.5	5.4%
2 East Santa Barbara	27.3	24.2	12.4%	26.6	24.8	7.1%
3 Oak Park	16.2	15.3	6.0%	15.8	14.5	8.9%
4 Mesa/SBCC	19.9	19.9	-0.4%	20.8	18.2	14.5%
5 Mesa / La Cumbre	14.3	13.1	9.0%	12.7	12.5	1.5%
6 Goleta	26.8	26.1	2.8%	26.5	25.5	3.7%
7 Calle Real / Fairview	15.7	13.8	13.9%	15.8	14.1	11.9%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	41.9	39.3	6.6%	34.8	33.7	3.4%
12x Goleta Express	22.4	18.5	20.9%	21.1	19.6	7.8%
14 Montecito	15.3	11.9	28.9%	13.8	11.5	19.5%
15x SBCC / UCSB Express	35.7	34.1	4.7%	25.8	28.8	-10.4%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	34.6	32.5	6.5%	32.4	28.7	12.9%
19x East SB / SBCC	9.1	-	100.0%	10.5	-	100.0%
20 Carpinteria	17.8	16.4	8.5%	18.2	16.9	7.7%
23 Winchester Canyon	12.4	25.3	-51.0%	11.6	19.8	-41.2%
24x UCSB Express	46.2	50.8	-9.0%	38.5	42.9	-10.3%
25 Elwood	20.6	18.9	9.0%	19.9	18.2	9.4%
27 Isla Vista Shuttle	60.6	71.3	-15.0%	41.0	50.6	-18.9%
28 UCSB Shuttle	82.7	87.6	-5.5%	64.7	73.0	-11.4%
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	66.5	73.3	-9.3%	69.3	75.8	-8.7%
System Average	30.5	29.7	2.6%	26.9	26.7	0.7%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	-	-	0.0%	-	-	0.0%
34 Waterfront Shuttle	-	-	0.0%	-	-	0.0%
<i>DWS Average</i>	-	-	0.0%	-	-	0.0%
System Total	30.5	29.7	2.6%	26.9	26.7	0.7%

Related Routes						
11, 24x, 27, 28 UCSB Lines	50.6	50.4	0.4%	40.1	41.3	-3.1%
1, 2 East/West	26.1	23.3	12.3%	25.5	23.9	6.5%
4, 5, 15x, 16, 17, 19x Mesa Lines	23.1	22.8	1.0%	20.7	20.2	2.5%
6, 11 State/Hollister	35.9	34.1	5.4%	31.5	30.4	3.4%

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

Table E: February 2024 – ‘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		
	Feb-24	Feb-23	%Change	Jul 23 - Feb 24	Jul 22 - Feb 23	%Change
1 West Santa Barbara	10	-	100.0%	33	24	37.5%
2 East Santa Barbara	5	1	400.0%	39	43	-9.3%
3 Oak Park	6	-	100.0%	11	15	-26.7%
4 Mesa/SBCC	-	-	0.0%	-	3	-100.0%
5 Mesa / La Cumbre	1	-	100.0%	2	11	-81.8%
6 Goleta	4	16	-75.0%	36	93	-61.3%
7 Calle Real / Fairview	-	-	0.0%	4	10	-60.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	30	87	-65.5%	300	365	-17.8%
12x Goleta Express	-	2	-100.0%	8	15	-46.7%
14 Montecito	-	-	0.0%	7	4	75.0%
15x SBCC / UCSB Express	14	20	-30.0%	39	80	-51.3%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	3	-	100.0%	14	3	366.7%
19x East SB / SBCC	-	-	0.0%	-	-	0.0%
20 Carpinteria	1	7	-85.7%	19	39	-51.3%
23 Winchester Canyon	-	1	-100.0%	3	13	-76.9%
24x UCSB Express	23	30	-23.3%	178	270	-34.1%
25 Elwood	-	-	0.0%	-	1	-100.0%
27 Isla Vista Shuttle	14	4	250.0%	76	153	-50.3%
28 UCSB Shuttle	12	-	100.0%	31	36	-13.9%
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	21	28	-25.0%	109	227	-52.0%
System Subtotal	144	196	-26.5%	909	1,405	-35.3%
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	144	196	-26.5%	909	1,405	-35.3%

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

Table F: February 2024 – ‘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		
	Feb-24	Feb-23	%Change	Jul 23 - Feb 24	Jul 22 - Feb 23	%Change
1 West Santa Barbara	6	-	100.0%	26	7	271.4%
2 East Santa Barbara	-	2	-100.0%	11	34	-67.6%
3 Oak Park	5	1	400.0%	8	8	0.0%
4 Mesa/SBCC	-	-	0.0%	-	-	0.0%
5 Mesa / La Cumbre	-	-	0.0%	2	3	-33.3%
6 Goleta	6	17	-64.7%	37	64	-42.2%
7 Calle Real / Fairview	-	-	0.0%	2	1	100.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	118	205	-42.4%	693	1,001	-30.8%
12x Goleta Express	1	2	-50.0%	14	39	-64.1%
14 Montecito	1	-	100.0%	6	-	100.0%
15x SBCC / UCSB Express	7	22	-68.2%	37	96	-61.5%
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	-	3	-100.0%	17	15	13.3%
23 Winchester Canyon	3	-	100.0%	13	16	-18.8%
24x UCSB Express	68	86	-20.9%	474	604	-21.5%
25 Elwood	-	-	0.0%	-	1	-100.0%
27 Isla Vista Shuttle	11	23	-52.2%	118	253	-53.4%
28 UCSB Shuttle	76	16	375.0%	323	224	44.2%
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	4	17	-76.5%	28	94	-70.2%
System Subtotal	306	394	-22.3%	1,809	2,461	-26.5%
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	306	394	-22.3%	1,809	2,461	-26.5%

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

Table G: February 2024 – Bicycles Carried

LINE	Month			Fiscal Year to Date			
	Feb-24	Feb-23	%Change	Jul 23 - Feb 24	Jul 22 - Feb 23	%Change	
1	West Santa Barbara	91	142	-35.9%	1,436	1,116	28.7%
2	East Santa Barbara	397	351	13.1%	3,321	2,711	22.5%
3	Oak Park	5	3	66.7%	59	14	321.4%
4	Mesa/SBCC	75	74	1.4%	711	752	-5.5%
5	Mesa / La Cumbre	95	91	4.4%	864	810	6.7%
6	Goleta	751	682	10.1%	7,377	6,265	17.7%
7	Calle Real / Fairview	576	471	22.3%	4,614	4,014	14.9%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	1,251	1,161	7.8%	11,553	11,198	3.2%
12x	Goleta Express	400	315	27.0%	3,827	3,093	23.7%
14	Montecito	123	77	59.7%	932	756	23.3%
15x	SBCC / UCSB Express	160	85	88.2%	1,437	830	73.1%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Low er West / SBCC	43	70	-38.6%	504	514	-1.9%
19x	East SB / SBCC	22	-	100.0%	86	-	100.0%
20	Carpinteria	535	420	27.4%	4,716	4,136	14.0%
23	Winchester Canyon	17	23	-26.1%	280	328	-14.6%
24x	UCSB Express	566	617	-8.3%	5,569	6,011	-7.4%
25	Elw ood	49	53	-7.5%	520	480	8.3%
27	Isla Vista Shuttle	58	69	-15.9%	467	524	-10.9%
28	UCSB Shuttle	157	121	29.8%	1,046	856	22.2%
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	6	6	0.0%	67	91	-26.4%
System Subtotal		5,377	4,831	11.3%	49,386	44,499	11.0%
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		5,377	4,831	11.3%	49,386	44,499	11.0%

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

Table H: February 2024 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date			
	Feb-24	Feb-23	%Change	Jul 23 - Feb 24	Jul 22 - Feb 23	%Change	
1	West Santa Barbara	30	40	-25.0%	475	586	-18.9%
2	East Santa Barbara	146	102	43.1%	1,181	1,100	7.4%
3	Oak Park	40	25	60.0%	318	215	47.9%
4	Mesa/SBCC	6	11	-45.5%	88	77	14.3%
5	Mesa / La Cumbre	29	38	-23.7%	189	121	56.2%
6	Goleta	91	108	-15.7%	875	754	16.0%
7	Calle Real / Fairview	81	97	-16.5%	917	838	9.4%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	102	103	-1.0%	1,125	855	31.6%
12x	Goleta Express	12	16	-25.0%	146	161	-9.3%
14	Montecito	32	21	52.4%	155	145	6.9%
15x	SBCC / UCSB Express	-	2	-100.0%	7	12	-41.7%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Low er West / SBCC	25	42	-40.5%	212	201	5.5%
19x	East SB / SBCC	-	-	0.0%	1	-	100.0%
20	Carpinteria	112	83	34.9%	946	596	58.7%
23	Winchester Canyon	2	3	-33.3%	14	8	75.0%
24x	UCSB Express	5	12	-58.3%	86	136	-36.8%
25	Elw ood	2	3	-33.3%	15	16	-6.3%
27	Isla Vista Shuttle	1	4	-75.0%	9	67	-86.6%
28	UCSB Shuttle	5	11	-54.5%	44	75	-41.3%
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	-	-	0.0%	2	1	100.0%
System Subtotal		721	721	0.0%	6,805	5,964	14.1%
Downtown Waterfront Shuttles							
30	Dow ntow n Shuttle	-	-	0.0%	-	-	0.0%
34	Waterfront Shuttle	-	-	0.0%	-	-	0.0%
DWS Total		-	-	0.0%	-	-	0.0%
System Total		721	721	0.0%	6,805	5,964	14.1%

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

Table I: February 2024 - Ridership by Day Type

	Feb-2024			Feb-2023				
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	338,489	20	16,924	321,223	20	16,061	863	5.4%
Saturday	44,058	5	8,812	42,582	4	10,646	-1,834	-17.2%
Sunday	33,930	4	8,483	29,277	4	7,319	1,163	15.9%
Total	416,477	29	14,361	393,082	28	14,039	323	2.3%

	FYTD 2024			FYTD 2023				
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	2,465,584	143	17,242	2,389,050	144	16,591	651	3.9%
Saturday	317,662	34	9,343	309,117	33	9,367	-24	-0.3%
Sunday	257,218	34	7,565	258,747	33	7,841	-276	-3.5%
Total	3,040,464	211	14,410	2,956,914	210	14,081	329	2.3%

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

External Factors Affecting Ridership

Service Days & School Days:

	Weekdays	Saturdays	Sundays	HS + JHS	SBCC	UCSB
Feb-24	20	5	4	19	19	20
Feb-23	20	4	4	19	18	19

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

Weather: February 2024 had 11.45 inches of precipitation, compared to 3.19 inches in February 2023.

	Temperature (°F)	High	Average	Low	Precipitation	
Feb-24	Maximum	73	60	59	Weekday: 11.2 in (9 days)	
	Mean	63	56	49	Saturday: 0.00 in (0 days) 11.45 in	
	Minimum	59	52	41	Sunday: 0.25 in (2 days)	
Feb-23	Maximum	79	59	51	Weekday: 2.34 in (3 days)	
	Mean	62	52	42	Saturday: 0.65 in (1 day) 3.19 in	
	Minimum	41	41	33	Sunday: 0.20 in (2 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.