



System Ridership Report: January 2024

System wide ridership increased by 18.3% or 64,216 passengers, for the month of January 2024 as compared to January of 2023.

Table A: Ridership Trends by Fare Component

Fare Categories	Month			Fiscal Year to Date		
	Jan-24	Jan-23	%Change	Jul 23 - Jan 24	Jul 22 - Jan 23	%Change
Persons with Disabilities Cash	1,324	1,193	11.0%	8,877	8,279	7.2%
Full Fare Prepaid ⁽¹⁾	62,245	53,301	16.8%	467,966	449,702	4.1%
Free	5,912	4,957	19.3%	44,281	35,622	24.3%
General Fare	53,731	49,250	9.1%	408,085	382,516	6.7%
Santa Barbara City College	18,839	14,378	31.0%	148,051	131,605	12.5%
Senior & Disabled Prepaid ⁽²⁾	46,482	37,817	22.9%	325,314	302,023	7.7%
Shuttle	-	-	0.0%	-	-	0.0%
Senior Cash	8,870	8,108	9.4%	65,042	62,404	4.2%
Youth(K-12) Prepaid ⁽³⁾	36,057	33,583	7.4%	243,832	267,029	-8.7%
Special Pass Programs	766	287	166.9%	4,098	1,236	231.6%
Tokens	2,021	1,759	14.9%	14,825	11,179	32.6%
Transfers	27,510	21,424	28.4%	188,976	158,962	18.9%
UC Santa Barbara	143,022	124,252	15.1%	673,489	748,173	-10.0%
Tap to Ride Transactions	8,234	488	1587.3%	31,122	5,102	510.0%
Total	415,013	350,797	18.3%	2,623,987	2,563,832	2.3%

(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		
	Jan-24	Jan-23	%Change	Jul 23 - Jan 24	Jul 22 - Jan 23	%Change
Passengers	415,013	350,797	18.3%	2,623,987	2,563,832	2.3%
Revenue Hours	14,477	13,223	9.5%	99,507	97,633	1.9%
Passengers per Rev Hour	28.67	26.53	8.1%	26.37	26.26	0.4%
Revenue Miles	176,047	160,820	9.5%	1,212,573	1,184,096	2.4%
Passengers per Rev Mile	2.36	2.18	8.1%	2.16	2.17	-0.1%

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

Table C: January 2024 System Ridership

LINE	Month			Fiscal Year to Date		
	Jan-24	Jan-23	%Change	Jul 23 - Jan 24	Jul 22 - Jan 23	%Change
1 West Santa Barbara	19,367	16,380	18.2%	140,459	132,496	6.0%
2 East Santa Barbara	34,860	28,623	21.8%	246,636	228,458	8.0%
3 Oak Park	12,276	10,782	13.9%	87,506	78,622	11.3%
4 Mesa/SBCC	6,522	5,801	12.4%	55,042	46,325	18.8%
5 Mesa / La Cumbre	6,215	5,273	17.9%	45,343	44,774	1.3%
6 Goleta	39,878	34,812	14.6%	269,576	264,910	1.8%
7 County Health / Fairview	19,818	15,123	31.0%	139,529	123,287	13.2%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	86,559	75,536	14.6%	523,302	523,712	-0.1%
12x Goleta Express	11,740	9,739	20.5%	81,236	74,952	8.4%
14 Montecito	6,054	4,141	46.2%	39,367	32,856	19.8%
15x SBCC / UCSB Express	7,094	6,289	12.8%	48,591	53,663	-9.5%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	8,224	6,372	29.1%	63,068	54,450	15.8%
19x East SB / SBCC	882	-	100.0%	4,182	-	100.0%
20 Carpinteria	24,032	19,036	26.2%	170,658	156,847	8.8%
23 Winchester Canyon	3,953	3,766	5.0%	23,199	26,821	-13.5%
24x UCSB Express	38,372	35,268	8.8%	241,653	266,765	-9.4%
25 Elwood	4,722	3,862	22.3%	29,929	30,502	-1.9%
27 Isla Vista Shuttle	21,314	22,755	-6.3%	98,228	122,250	-19.6%
28 UCSB Shuttle	45,794	28,600	60.1%	216,598	191,528	13.1%
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	17,337	18,639	-7.0%	99,885	110,614	-9.7%
System Subtotal	415,013	350,797	18.3%	2,623,987	2,563,832	2.3%
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	415,013	350,797	18.3%	2,623,987	2,563,832	2.3%

Related Routes						
11, 24x, 27, 28 UCSB Lines	192,039	162,159	18.4%	1,079,781	1,104,255	-2.2%
1, 2 East/West	54,227	45,003	20.5%	387,095	360,954	7.2%
4, 5, 15x, 16, 17, 19x Mesa Lines	28,937	23,735	21.9%	216,226	199,212	8.5%
6, 11 State/Hollister	126,437	110,348	14.6%	792,878	788,622	0.5%

*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: January 2024 - Passengers per Hour

LINE	Month			Fiscal Year to Date		
	Jan-24	Jan-23	%Change	Jul 23 - Jan 24	Jul 22 - Jan 23	%Change
1 West Santa Barbara	22.4	20.6	8.6%	23.7	22.6	4.5%
2 East Santa Barbara	25.7	23.1	11.1%	26.5	24.9	6.4%
3 Oak Park	15.2	15.3	-0.7%	15.8	14.4	9.3%
4 Mesa/SBCC	17.1	17.2	-0.9%	20.9	17.9	16.7%
5 Mesa / La Cumbre	11.9	10.7	11.2%	12.5	12.5	0.4%
6 Goleta	27.3	24.0	13.8%	26.4	25.5	3.8%
7 Calle Real / Fairview	15.5	13.2	17.5%	15.8	14.1	11.6%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	39.2	34.1	14.9%	33.8	32.9	2.8%
12x Goleta Express	20.7	18.0	15.2%	20.9	19.7	6.1%
14 Montecito	14.3	11.2	27.7%	13.6	11.5	18.2%
15x SBCC / UCSB Express	28.0	32.5	-13.7%	24.5	28.0	-12.8%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	28.8	25.3	13.9%	32.1	28.2	13.9%
19x East SB / SBCC	13.4	-	100.0%	10.8	-	100.0%
20 Carpinteria	17.7	15.1	17.2%	18.2	17.0	7.6%
23 Winchester Canyon	11.3	19.6	-42.1%	11.5	19.0	-39.6%
24x UCSB Express	40.9	40.0	2.2%	37.5	41.9	-10.5%
25 Elwood	20.4	17.0	19.9%	19.8	18.1	9.4%
27 Isla Vista Shuttle	57.0	66.0	-13.7%	38.4	47.9	-19.8%
28 UCSB Shuttle	92.4	89.2	3.7%	61.8	70.7	-12.7%
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	68.9	72.3	-4.6%	69.8	76.3	-8.6%
System Average	28.7	26.5	8.1%	26.4	26.3	0.4%
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	28.7	26.5	8.1%	26.4	26.3	0.4%

Related Routes						
11, 24x, 27, 28 UCSB Lines	47.8	43.1	10.9%	38.6	40.1	-3.7%
1, 2 East/West	24.4	22.1	10.2%	25.4	24.0	5.7%
4, 5, 15x, 16, 17, 19x Mesa Lines	19.2	18.6	3.0%	20.4	19.9	2.7%
6, 11 State/Hollister	34.5	30.1	14.5%	30.9	30.0	3.1%

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

Table E: January 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		
	Jan-24	Jan-23	%Change	Jul 23 - Jan 24	Jul 22 - Jan 23	%Change
1 West Santa Barbara	11	1	1000.0%	23	24	-4.2%
2 East Santa Barbara	11	2	450.0%	34	42	-19.0%
3 Oak Park	1	-	100.0%	5	15	-66.7%
4 Mesa/SBCC	-	-	0.0%	-	3	-100.0%
5 Mesa / La Cumbre	-	1	-100.0%	1	11	-90.9%
6 Goleta	2	31	-93.5%	32	77	-58.4%
7 Calle Real / Fairview	1	2	-50.0%	4	10	-60.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	25	64	-60.9%	270	278	-2.9%
12x Goleta Express	-	-	0.0%	8	13	-38.5%
14 Montecito	-	1	-100.0%	7	4	75.0%
15x SBCC / UCSB Express	15	12	25.0%	25	60	-58.3%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	2	-	100.0%	11	3	266.7%
19x East SB / SBCC	-	-	0.0%	-	-	0.0%
20 Carpinteria	-	4	-100.0%	18	32	-43.8%
23 Winchester Canyon	-	4	-100.0%	3	12	-75.0%
24x UCSB Express	25	26	-3.8%	155	240	-35.4%
25 Elwood	-	1	-100.0%	-	1	-100.0%
27 Isla Vista Shuttle	18	8	125.0%	62	149	-58.4%
28 UCSB Shuttle	6	-	100.0%	19	33	-42.4%
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	10	27	-63.0%	88	199	-55.8%
System Subtotal	127	184	-31.0%	765	1,206	-36.6%
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	127	184	-31.0%	765	1,206	-36.6%

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

Table F: January 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		
	Jan-24	Jan-23	%Change	Jul 23 - Jan 24	Jul 22 - Jan 23	%Change
1 West Santa Barbara	10	1	900.0%	20	7	185.7%
2 East Santa Barbara	1	3	-66.7%	11	32	-65.6%
3 Oak Park	1	-	100.0%	3	7	-57.1%
4 Mesa/SBCC	-	-	0.0%	-	-	0.0%
5 Mesa / La Cumbre	-	-	0.0%	2	3	-33.3%
6 Goleta	3	28	-89.3%	31	47	-34.0%
7 Calle Real / Fairview	-	-	0.0%	2	1	100.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	126	175	-28.0%	575	796	-27.8%
12x Goleta Express	2	2	0.0%	13	37	-64.9%
14 Montecito	1	-	100.0%	5	-	100.0%
15x SBCC / UCSB Express	16	12	33.3%	30	74	-59.5%
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	1	2	-50.0%	17	12	41.7%
23 Winchester Canyon	5	4	25.0%	10	16	-37.5%
24x UCSB Express	72	70	2.9%	406	518	-21.6%
25 Elwood	-	-	0.0%	-	1	-100.0%
27 Isla Vista Shuttle	27	51	100.0%	107	230	-53.5%
28 UCSB Shuttle	79	28	182.1%	247	208	18.8%
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	-100.0%	24	77	-68.8%
System Subtotal	344	397	-13.4%	1,503	2,067	-27.3%
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	344	397	-13.4%	1,503	2,067	-27.3%

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

Table G: January 2024 – Bicycles Carried

LINE	Month			Fiscal Year to Date			
	Jan-24	Jan-23	%Change	Jul 23 - Jan 24	Jul 22 - Jan 23	%Change	
1	West Santa Barbara	136	107	27.1%	1,345	974	38.1%
2	East Santa Barbara	529	320	65.3%	2,924	2,360	23.9%
3	Oak Park	4	-	100.0%	54	11	390.9%
4	Mesa/SBCC	80	59	35.6%	636	678	-6.2%
5	Mesa / La Cumbre	110	87	26.4%	769	719	7.0%
6	Goleta	907	769	17.9%	6,626	5,583	18.7%
7	Calle Real / Fairview	666	542	22.9%	4,038	3,543	14.0%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	1,388	1,098	26.4%	10,302	10,037	2.6%
12x	Goleta Express	445	320	39.1%	3,427	2,778	23.4%
14	Montecito	157	76	106.6%	809	679	19.1%
15x	SBCC / UCSB Express	156	69	126.1%	1,277	745	71.4%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Low er West / SBCC	48	42	14.3%	461	444	3.8%
19x	East SB / SBCC	7	-	100.0%	64	-	100.0%
20	Carpinteria	679	363	87.1%	4,181	3,716	12.5%
23	Winchester Canyon	35	28	25.0%	263	305	-13.8%
24x	UCSB Express	622	633	-1.7%	5,003	5,394	-7.2%
25	Elw ood	72	59	22.0%	471	427	10.3%
27	Isla Vista Shuttle	58	61	-4.9%	409	455	-10.1%
28	UCSB Shuttle	110	81	35.8%	889	735	21.0%
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	2	7	-71.4%	61	85	-28.2%
System Subtotal		6,211	4,721	31.6%	44,009	39,668	10.9%
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		6,211	4,721	31.6%	44,009	39,668	10.9%

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

Table H: January 2024 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date			
	Jan-24	Jan-23	%Change	Jul 23 - Jan 24	Jul 22 - Jan 23	%Change	
1	West Santa Barbara	51	77	-33.8%	445	546	-18.5%
2	East Santa Barbara	146	92	58.7%	1,035	998	3.7%
3	Oak Park	27	39	-30.8%	278	190	46.3%
4	Mesa/SBCC	8	9	-11.1%	82	66	24.2%
5	Mesa / La Cumbre	15	22	-31.8%	160	83	92.8%
6	Goleta	112	80	40.0%	784	646	21.4%
7	Calle Real / Fairview	104	97	7.2%	836	719	16.3%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	124	78	59.0%	1,023	752	36.0%
12x	Goleta Express	11	10	10.0%	134	145	-7.6%
14	Montecito	26	17	52.9%	123	124	-0.8%
15x	SBCC / UCSB Express	2	-	100.0%	7	10	-30.0%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Low er West / SBCC	13	26	-50.0%	187	159	17.6%
19x	East SB / SBCC	-	-	0.0%	1	-	100.0%
20	Carpinteria	123	49	151.0%	834	513	62.6%
23	Winchester Canyon	-	-	0.0%	12	5	140.0%
24x	UCSB Express	13	9	44.4%	81	124	-34.7%
25	Elw ood	2	2	0.0%	13	13	0.0%
27	Isla Vista Shuttle	-	6	-100.0%	8	63	-87.3%
28	UCSB Shuttle	9	4	125.0%	39	64	-39.1%
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	1	-	100.0%	2	1	100.0%
System Subtotal		787	617	27.6%	6,084	5,221	16.5%
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		787	617	27.6%	6,084	5,221	16.5%

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

Table I: January 2024 - Ridership by Day Type

	Jan-2024			Jan-2023				
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	338,371	21	16,113	263,065	20	13,153	2,960	22.5%
Saturday	43,834	5	8,767	40,844	6	6,807	1,959	28.8%
Sunday	32,808	5	6,562	46,888	5	9,378	-2,816	-30.0%
Total	415,013	31	13,388	350,797	31	11,316	2,071	18.3%

	FYTD 2024			FYTD 2023				
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	2,127,095	123	17,293	2,067,827	124	16,676	617	3.7%
Saturday	273,604	29	9,435	266,535	29	9,191	244	2.7%
Sunday	223,288	30	7,443	229,470	29	7,913	-470	-5.9%
Total	2,623,987	182	14,418	2,563,832	182	14,087	331	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
21	5	5	17	8	17
20	6	5	20	7	16

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

Weather: January 2024 had 2.85 inches of precipitation, compared to 5.1 inches in January 2023.

	Temperature (°F)	High	Average	Low	Precipitation	
Jan-24	Maximum	80	62	56	Weekday: 1.93 in (4 days)	
	Mean	65	56	47	Saturday: 0.22 in (1 day) 2.85 in	
	Minimum	60	48	35	Sunday: 0.7 in (1 day)	
Jan-23	Maximum	69	60	57	Weekday: 1.85 in (9 days)	
	Mean	62	53	45	Saturday: 0.02 in (1 day) 5.1 in	
	Minimum	56	47	35	Sunday: 3.14 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.