



System Ridership Report: March 2024

System wide ridership increased by 2.9% or 10,779 passengers, for the month of March 2024 as compared to March of 2023.

Table A: Ridership Trends by Fare Component

Fare Categories	Month			Fiscal Year to Date		
	Mar-24	Mar-23	%Change	Jul 23 - Mar 24	Jul 22 - Mar 23	%Change
Persons with Disabilities Cash	1,208	1,240	-2.6%	11,195	10,684	4.8%
Full Fare Prepaid ⁽¹⁾	62,741	62,279	0.7%	591,273	567,003	4.3%
Free	6,050	5,268	14.8%	56,131	46,163	21.6%
General Fare	52,018	54,811	-5.1%	508,305	486,668	4.4%
Santa Barbara City College	23,629	21,740	8.7%	199,126	176,718	12.7%
Senior & Disabled Prepaid ⁽²⁾	46,891	45,785	2.4%	415,393	388,057	7.0%
Shuttle	-	-	0.0%	-	-	0.0%
Senior Cash	9,162	9,560	-4.2%	82,703	80,166	3.2%
Youth(K-12) Prepaid ⁽³⁾	34,693	35,266	-1.6%	316,133	339,181	-6.8%
Special Pass Programs	802	414	93.7%	5,617	2,002	180.6%
Tokens	1,754	1,870	-6.2%	18,789	14,752	27.4%
Transfers	26,064	24,393	6.9%	239,594	205,638	16.5%
UC Santa Barbara	111,557	112,049	-0.4%	932,805	1,008,912	-7.5%
Tap to Ride Transactions	9,598	713	1246.1%	49,538	6,358	679.1%
Total	386,167	375,388	2.9%	3,426,631	3,332,302	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		
	Mar-24	Mar-23	%Change	Jul 23 - Mar 24	Jul 22 - Mar 23	%Change
Passengers	386,167	375,388	2.9%	3,426,631	3,332,302	2.8%
Revenue Hours	14,425	14,784	-2.4%	127,592	125,640	1.6%
Passengers per Rev Hour	26.77	25.39	5.4%	26.86	26.52	1.3%
Revenue Miles	175,132	178,212	-1.7%	1,554,459	1,522,896	2.1%
Passengers per Rev Mile	2.21	2.11	4.7%	2.20	2.19	0.7%

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

Table C: March 2024 System Ridership

LINE	Month			Fiscal Year to Date		
	Mar-24	Mar-23	%Change	Jul 23 - Mar 24	Jul 22 - Mar 23	%Change
1 West Santa Barbara	21,281	19,274	10.4%	181,299	168,861	7.4%
2 East Santa Barbara	35,556	33,480	6.2%	316,394	291,771	8.4%
3 Oak Park	12,154	12,312	-1.3%	111,646	102,103	9.3%
4 Mesa/SBCC	7,332	6,729	9.0%	69,358	59,968	15.7%
5 Mesa / La Cumbre	6,735	6,307	6.8%	59,090	57,360	3.0%
6 Goleta	39,282	38,094	3.1%	345,630	339,146	1.9%
7 County Health / Fairview	19,250	17,334	11.1%	177,362	156,630	13.2%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	79,479	79,567	-0.1%	689,612	686,456	0.5%
12x Goleta Express	11,055	10,385	6.5%	104,121	94,811	9.8%
14 Montecito	6,263	5,150	21.6%	51,607	42,633	21.0%
15x SBCC / UCSB Express	7,131	7,748	-8.0%	65,639	71,068	-7.6%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	8,116	7,975	1.8%	80,294	70,859	13.3%
19x East SB / SBCC	618	-	100.0%	5,508	-	100.0%
20 Carpinteria	24,788	22,157	11.9%	218,005	199,355	9.4%
23 Winchester Canyon	3,825	4,026	-5.0%	30,999	35,617	-13.0%
24x UCSB Express	34,027	37,020	-8.1%	315,994	346,852	-8.9%
25 Elwood	5,248	4,855	8.1%	39,553	39,586	-0.1%
27 Isla Vista Shuttle	16,667	17,298	-3.6%	135,963	163,723	-17.0%
28 UCSB Shuttle	32,674	28,346	15.3%	296,365	257,479	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	14,686	17,331	-15.3%	132,192	148,024	-10.7%
System Subtotal	386,167	375,388	2.9%	3,426,631	3,332,302	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	386,167	375,388	2.9%	3,426,631	3,332,302	2.8%

Related Routes						
11, 24x, 27, 28 UCSB Lines	162,847	162,231	0.4%	1,437,934	1,454,510	-1.1%
1, 2 East/West	56,837	52,754	7.7%	497,693	460,632	8.0%
4, 5, 15x, 16, 17, 19x Mesa Lines	29,932	28,759	4.1%	279,889	259,255	8.0%
6, 11 State/Hollister	118,761	117,661	0.9%	1,035,242	1,025,602	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: March 2024 - Passengers per Hour

LINE	Month			Fiscal Year to Date		
	Mar-24	Mar-23	%Change	Jul 23 - Mar 24	Jul 22 - Mar 23	%Change
1 West Santa Barbara	24.6	21.7	13.5%	23.8	22.4	6.3%
2 East Santa Barbara	26.2	23.9	9.6%	26.5	24.7	7.4%
3 Oak Park	15.1	14.4	4.3%	15.7	14.5	8.3%
4 Mesa/SBCC	19.2	16.7	14.8%	20.6	18.0	14.6%
5 Mesa / La Cumbre	12.7	11.7	8.8%	12.7	12.4	2.3%
6 Goleta	26.8	24.5	9.4%	26.5	25.4	4.3%
7 Calle Real / Fairview	15.0	12.9	16.3%	15.7	14.0	12.4%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	36.0	33.6	7.1%	34.9	33.7	3.8%
12x Goleta Express	19.5	18.2	7.4%	20.9	19.4	7.7%
14 Montecito	14.8	11.5	27.8%	13.9	11.5	20.5%
15x SBCC / UCSB Express	30.4	28.9	5.3%	26.3	28.8	-8.9%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	28.4	26.5	7.1%	31.9	28.4	12.3%
19x East SB / SBCC	9.4	-	100.0%	10.4	-	100.0%
20 Carpinteria	18.2	15.9	14.4%	18.2	16.8	8.5%
23 Winchester Canyon	10.9	18.9	-42.1%	11.5	19.7	-41.4%
24x UCSB Express	36.4	38.8	-6.3%	38.3	42.5	-9.8%
25 Elwood	22.7	19.0	19.1%	20.3	18.3	10.6%
27 Isla Vista Shuttle	44.4	44.8	-0.8%	41.4	49.9	-17.0%
28 UCSB Shuttle	69.0	73.8	-6.4%	65.1	73.1	-10.9%
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	65.9	66.6	-1.0%	68.9	74.6	-7.7%
System Average	26.8	25.4	5.4%	26.9	26.5	1.3%
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	26.8	25.4	5.4%	26.9	26.5	1.3%

Related Routes						
11, 24x, 27, 28 UCSB Lines	40.8	39.6	2.9%	40.1	41.1	-2.4%
1, 2 East/West	25.6	23.0	11.0%	25.5	23.8	7.0%
4, 5, 15x, 16, 17, 19x Mesa Lines	20.0	19.0	5.0%	20.7	20.1	2.8%
6, 11 State/Hollister	32.3	30.0	7.8%	31.6	30.4	3.9%

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

Table E: March 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		
	Mar-24	Mar-23	%Change	Jul 23 - Mar 24	Jul 22 - Mar 23	%Change
1 West Santa Barbara	4	1	300.0%	37	25	48.0%
2 East Santa Barbara	2	6	-66.7%	41	49	-16.3%
3 Oak Park	2	-	100.0%	13	15	-13.3%
4 Mesa/SBCC	-	-	0.0%	-	3	-100.0%
5 Mesa / La Cumbre	-	1	-100.0%	2	12	-83.3%
6 Goleta	4	2	100.0%	40	95	-57.9%
7 Calle Real / Fairview	-	-	0.0%	4	10	-60.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	36	64	-43.8%	336	429	-21.7%
12x Goleta Express	1	1	0.0%	9	16	-43.8%
14 Montecito	-	-	0.0%	7	4	75.0%
15x SBCC / UCSB Express	2	6	-66.7%	41	86	-52.3%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	1	-	100.0%	15	3	400.0%
19x East SB / SBCC	-	-	0.0%	-	-	0.0%
20 Carpinteria	3	-	100.0%	22	39	-43.6%
23 Winchester Canyon	-	1	-100.0%	3	14	-78.6%
24x UCSB Express	24	18	33.3%	202	288	-29.9%
25 Elwood	-	-	0.0%	-	1	-100.0%
27 Isla Vista Shuttle	9	4	125.0%	85	157	-45.9%
28 UCSB Shuttle	8	-	100.0%	39	53	-26.4%
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	12	19	-36.8%	121	246	-50.8%
System Subtotal	108	123	-12.2%	1,017	1,545	-34.2%
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	108	123	-12.2%	1,017	1,545	-34.2%

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

Table F: March 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		
	Mar-24	Mar-23	%Change	Jul 23 - Mar 24	Jul 22 - Mar 23	%Change
1 West Santa Barbara	3	-	100.0%	29	7	314.3%
2 East Santa Barbara	4	-	100.0%	15	34	-55.9%
3 Oak Park	3	1	200.0%	11	9	22.2%
4 Mesa/SBCC	-	-	0.0%	-	-	0.0%
5 Mesa / La Cumbre	-	-	0.0%	2	3	-33.3%
6 Goleta	5	3	66.7%	42	67	-37.3%
7 Calle Real / Fairview	-	-	0.0%	2	1	100.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	63	106	-40.6%	756	1,107	-31.7%
12x Goleta Express	1	2	-50.0%	15	41	-63.4%
14 Montecito	-	-	0.0%	6	-	100.0%
15x SBCC / UCSB Express	7	5	40.0%	44	101	-56.4%
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	-	-	0.0%	17	15	13.3%
23 Winchester Canyon	3	2	50.0%	16	18	-11.1%
24x UCSB Express	37	42	-11.9%	511	646	-20.9%
25 Elwood	-	-	0.0%	-	1	-100.0%
27 Isla Vista Shuttle	3	18	-83.3%	121	271	-55.4%
28 UCSB Shuttle	59	32	84.4%	382	256	49.2%
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	5	7	-28.6%	33	101	-67.3%
System Subtotal	193	218	-11.5%	2,002	2,679	-25.3%
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	193	218	-11.5%	2,002	2,679	-25.3%

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

Table G: March 2024 – Bicycles Carried

LINE	Month			Fiscal Year to Date			
	Mar-24	Mar-23	%Change	Jul 23 - Mar 24	Jul 22 - Mar 23	%Change	
1	West Santa Barbara	66	134	-50.7%	1,502	1,250	20.2%
2	East Santa Barbara	391	341	14.7%	3,712	3,052	21.6%
3	Oak Park	7	9	-22.2%	66	23	187.0%
4	Mesa/SBCC	86	68	26.5%	797	820	-2.8%
5	Mesa / La Cumbre	86	70	22.9%	950	880	8.0%
6	Goleta	838	757	10.7%	8,215	7,022	17.0%
7	Calle Real / Fairview	651	551	18.1%	5,265	4,565	15.3%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	1,453	1,308	11.1%	13,006	12,506	4.0%
12x	Goleta Express	457	401	14.0%	4,284	3,494	22.6%
14	Montecito	107	82	30.5%	1,039	838	24.0%
15x	SBCC / UCSB Express	141	92	53.3%	1,578	922	71.1%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Low er West / SBCC	45	50	-10.0%	549	564	-2.7%
19x	East SB / SBCC	10	-	100.0%	96	-	100.0%
20	Carpinteria	721	503	43.3%	5,437	4,639	17.2%
23	Winchester Canyon	29	37	-21.6%	309	365	-15.3%
24x	UCSB Express	596	599	-0.5%	6,165	6,610	-6.7%
25	Elw ood	70	67	4.5%	590	547	7.9%
27	Isla Vista Shuttle	88	55	60.0%	555	579	-4.1%
28	UCSB Shuttle	129	113	14.2%	1,175	969	21.3%
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	14	3	366.7%	81	94	-13.8%
System Subtotal		5,985	5,240	14.2%	55,371	49,739	11.3%
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		5,985	5,240	14.2%	55,371	49,739	11.3%

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

Table H: March 2024 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date			
	Mar-24	Mar-23	%Change	Jul 23 - Mar 24	Jul 22 - Mar 23	%Change	
1	West Santa Barbara	40	63	-36.5%	515	649	-20.6%
2	East Santa Barbara	133	121	9.9%	1,314	1,221	7.6%
3	Oak Park	39	27	44.4%	357	242	47.5%
4	Mesa/SBCC	10	4	150.0%	98	81	21.0%
5	Mesa / La Cumbre	30	15	100.0%	219	136	61.0%
6	Goleta	93	76	22.4%	968	830	16.6%
7	Calle Real / Fairview	95	97	-2.1%	1,012	967	4.7%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	87	119	-26.9%	1,212	974	24.4%
12x	Goleta Express	14	25	-44.0%	160	186	-14.0%
14	Montecito	20	13	53.8%	175	158	10.8%
15x	SBCC / UCSB Express	-	2	-100.0%	7	14	-50.0%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Low er West / SBCC	27	32	-15.6%	239	233	2.6%
19x	East SB / SBCC	-	-	0.0%	1	-	100.0%
20	Carpinteria	135	95	42.1%	1,081	691	56.4%
23	Winchester Canyon	1	1	0.0%	15	9	66.7%
24x	UCSB Express	10	25	-60.0%	96	161	-40.4%
25	Elw ood	1	-	100.0%	16	16	0.0%
27	Isla Vista Shuttle	1	3	-66.7%	10	70	-85.7%
28	UCSB Shuttle	4	3	33.3%	48	78	-38.5%
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		740	721	2.6%	7,545	6,717	12.3%
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		740	721	2.6%	7,545	6,717	12.3%

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

Table I: March 2024 - Ridership by Day Type

	Mar-2024			Mar-2023				
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	313,325	21	14,920	316,575	23	13,764	1,156	8.4%
Saturday	40,142	5	8,028	33,836	4	8,459	-431	-5.1%
Sunday	32,700	5	6,540	24,977	4	6,244	296	4.7%
Total	386,167	31	12,457	375,388	31	12,109	348	2.9%

	FYTD 2024			FYTD 2023				
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	2,778,909	164	16,945	2,705,625	167	16,201	743	4.6%
Saturday	357,804	39	9,174	342,953	37	9,269	-95	-1.0%
Sunday	289,918	39	7,434	283,724	37	7,668	-234	-3.1%
Total	3,426,631	242	14,160	3,332,302	241	13,827	333	2.4%

*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-24	21	5	5	15	16	16
Mar-23	23	4	4	17	18	18

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

Weather: March 2024 had 3.82 inches of precipitation, compared to 9.6 inches in March 2023.

	Temperature (°F)	High	Average	Low	Precipitation	
Mar-24	Maximum	75	62	54	Weekday: 0.59 in (3 days)	
	Mean	64	56	49	Saturday: 1.2 in (2 days)	
	Minimum	50	50	43	Sunday: 2.03 in (3 days)	
Mar-23	Maximum	68	60	57	Weekday: 7.7 in (14 days)	
	Mean	61	54	48	Saturday: 1.88 in (1 day)	
	Minimum	56	50	40	Sunday: 0.02 in (1 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.