



System Ridership Report: October 2023

System wide ridership increased by 3.2% or 15,706 passengers, for the month of October 2023 as compared to October 2022.

Table A: Ridership Trends by Fare Component

Fare Categories	Month			Fiscal Year to Date		
	Oct-23	Oct-22	%Change	Jul 23 - Oct 23	Jul 22 - Oct 22	%Change
Persons w ith Disabilities Cash	1,466	1,050	39.6%	5,227	4,710	11.0%
Full Fare Prepaid (1)	70,069	69,925	0.2%	290,872	283,635	2.6%
Free	7,493	5,461	37.2%	26,945	21,559	25.0%
General Fare	60,067	58,736	2.3%	253,218	233,990	8.2%
Santa Barbara City College	34,134	30,511	11.9%	83,151	75,731	9.8%
Senior & Disabled Prepaid (2)	49,818	46,395	7.4%	192,734	181,388	6.3%
Shuttle	-	-	0.0%	-	-	0.0%
Senior Cash	9,686	9,538	1.6%	38,699	37,806	2.4%
Youth(K-12) Prepaid (3)	44,588	45,834	-2.7%	146,992	169,760	-13.4%
Special Pass Programs	569	164	247.0%	2,215	586	278.0%
Tokens	2,222	1,461	52.1%	9,132	6,343	44.0%
Transfers	31,078	24,462	27.0%	112,211	94,425	18.8%
UC Santa Barbara	187,865	195,114	-3.7%	310,074	415,633	-25.4%
Tap to Ride Transactions	5,969	695	758.8%	10,584	3,544	198.6%
Total	505,052	489,346	3.2%	1,482,083	1,529,110	-3.1%

(1) Includes adult 10-Ride and Unlimited 30-Day Passport use.

(2) Includes seniors' and persons w ith disabilities' 10-Ride and Unlimited 30-Day Passport use.

(3) Includes student 10-Ride and Unlimited 30-Day Passport use.

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Table B: Revenue Hours and Revenue Miles

Metrics	Month			Fiscal Year to Date		
	Oct-23	Oct-22	%Change	Jul 23 - Oct 23	Jul 22 - Oct 22	%Change
Passengers	505,052	489,346	3.2%	1,482,083	1,529,110	-3.1%
Revenue Hours	14,906	14,582	2.2%	57,651	57,264	0.7%
Passengers per Rev Hour	33.88	33.56	1.0%	25.71	26.70	-3.7%
Revenue Miles	182,003	177,102	2.8%	703,305	694,796	1.2%
Passengers per Rev Mile	2.77	2.76	0.4%	2.11	2.20	-4.2%

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

Table C: October 2023 System Ridership

LINE	Month			Fiscal Year to Date		
	Oct-23	Oct-22	%Change	Jul 23 - Oct 23	Jul 22 - Oct 22	%Change
1 West Santa Barbara	23,121	22,511	2.7%	82,768	80,489	2.8%
2 East Santa Barbara	40,181	38,197	5.2%	146,655	139,474	5.1%
3 Oak Park	14,988	12,126	23.6%	52,228	45,787	14.1%
4 Mesa/SBCC	10,739	8,638	24.3%	34,296	27,678	23.9%
5 Mesa / La Cumbre	7,899	8,076	-2.2%	26,977	27,754	-2.8%
6 Goleta	42,019	42,643	-1.5%	158,014	158,657	-0.4%
7 County Health / Fairview	21,703	19,441	11.6%	82,371	74,772	10.2%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	104,039	102,956	1.1%	289,223	308,637	-6.3%
12x Goleta Express	13,845	12,259	12.9%	47,286	45,244	4.5%
14 Montecito	6,013	4,991	20.5%	22,618	19,773	14.4%
15x SBCC / UCSB Express	11,740	12,297	-4.5%	27,783	33,203	-16.3%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	12,304	10,407	18.2%	38,574	32,804	17.6%
19x East SB / SBCC	1,062	-	100.0%	2,120	-	100.0%
20 Carpinteria	26,418	24,482	7.9%	101,090	96,541	4.7%
23 Winchester Canyon	4,042	5,225	-22.6%	12,496	15,796	-20.9%
24x UCSB Express	52,237	53,307	-2.0%	136,625	166,362	-17.9%
25 Elwood	4,420	5,260	-16.0%	17,189	18,136	-5.2%
27 Isla Vista Shuttle	25,691	29,128	-11.8%	44,657	66,620	-33.0%
28 UCSB Shuttle	59,626	54,268	9.9%	105,198	111,175	-5.4%
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	22,965	23,134	-0.7%	53,915	60,208	-10.5%
System Subtotal	505,052	489,346	3.2%	1,482,083	1,529,110	-3.1%
Downtown Waterfront Shuttles						
30 Downtown Shuttle	-	-	0.0%	-	-	0.0%
34 Waterfront Shuttle	-	-	0.0%	-	-	0.0%
<i>DWS Total</i>	-	-	0.0%	-	-	0.0%
System Total	505,052	489,346	3.2%	1,482,083	1,529,110	-3.1%

Related Routes						
11, 24x, 27, 28 UCSB Lines	241,593	239,659	0.8%	575,703	652,794	-11.8%
1, 2 East/West	63,302	60,708	4.3%	229,423	219,963	4.3%
4, 5, 15x, 16, 17, 19x Mesa Lines	43,744	39,418	11.0%	129,750	121,439	6.8%
6, 11 State/Hollister	146,058	145,599	0.3%	447,237	467,294	-4.3%

*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: October 2023 - Passengers per Hour

LINE	Month			Fiscal Year to Date		
	Oct-23	Oct-22	%Change	Jul 23 - Oct 23	Jul 22 - Oct 22	%Change
1 West Santa Barbara	26.3	26.0	1.3%	24.0	23.6	1.8%
2 East Santa Barbara	29.1	28.1	3.3%	27.1	26.0	4.2%
3 Oak Park	17.9	15.0	19.2%	16.2	14.3	13.0%
4 Mesa/SBCC	27.2	22.4	21.3%	22.3	18.1	23.5%
5 Mesa / La Cumbre	14.7	15.3	-3.5%	12.8	13.2	-3.2%
6 Goleta	27.5	27.7	-0.6%	26.4	26.1	1.0%
7 Calle Real / Fairview	16.4	15.1	8.5%	16.0	14.6	9.5%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	45.2	43.9	3.0%	31.7	33.3	-4.7%
12x Goleta Express	24.0	21.6	11.0%	20.9	20.6	1.5%
14 Montecito	13.9	11.8	18.6%	13.4	11.7	14.2%
15x SBCC / UCSB Express	35.5	39.3	-9.7%	22.0	26.3	-16.3%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	42.0	36.3	15.5%	33.7	28.7	17.1%
19x East SB / SBCC	11.7	-	100.0%	11.2	-	100.0%
20 Carpinteria	19.0	17.9	6.4%	18.6	17.9	4.0%
23 Winchester Canyon	13.1	25.1	-48.0%	11.7	19.2	-38.9%
24x UCSB Express	54.4	56.7	-4.0%	36.2	44.7	-19.1%
25 Elwood	21.2	21.1	0.1%	19.7	18.3	7.6%
27 Isla Vista Shuttle	68.2	77.6	-12.2%	29.9	44.5	-32.8%
28 UCSB Shuttle	95.1	114.2	-16.8%	51.1	61.7	-17.2%
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	75.0	82.1	-8.7%	71.6	78.5	-8.8%
System Average	33.5	33.5	-0.1%	25.5	26.6	-4.2%
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	33.5	33.5	-0.1%	25.5	26.6	-4.2%

Related Routes						
11, 24x, 27, 28 UCSB Lines	263	292	-10.1%	149	184	-19.2%
1, 2 East/West	28.0	27.3	2.6%	25.9	25.1	3.3%
4, 5, 15x, 16, 17, 19x Mesa Lines	26.6	26.0	2.1%	20.8	20.1	3.3%
6, 11 State/Hollister	38.2	37.5	1.8%	29.6	30.4	-2.8%

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

Table E: October 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		
	Oct-23	Oct-22	%Change	Jul 23 - Oct 23	Jul 22 - Oct 22	%Change
1 West Santa Barbara	-	2	-100.0%	5	4	25.0%
2 East Santa Barbara	3	5	-40.0%	12	21	-42.9%
3 Oak Park	1	4	-75.0%	1	6	-83.3%
4 Mesa/SBCC	-	-	0.0%	-	-	0.0%
5 Mesa / La Cumbre	1	2	-50.0%	1	3	-66.7%
6 Goleta	7	3	133.3%	21	12	75.0%
7 Calle Real / Fairview	-	-	0.0%	2	1	100.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	230	241	-4.6%	161	467	-65.5%
12x Goleta Express	5	4	25.0%	-	33	-100.0%
14 Montecito	-	-	0.0%	7	-	100.0%
15x SBCC / UCSB Express	9	13	-30.8%	9	40	-77.5%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	-	-	0.0%	9	1	800.0%
19x East SB / SBCC	-	-	0.0%	-	-	0.0%
20 Carpinteria	5	-	100.0%	15	5	200.0%
23 Winchester Canyon	3	5	-40.0%	-	10	-100.0%
24x UCSB Express	138	125	10.4%	91	385	-76.4%
25 Elwood	-	1	-100.0%	-	1	-100.0%
27 Isla Vista Shuttle	48	97	-50.5%	28	142	-80.3%
28 UCSB Shuttle	79	-	100.0%	-	133	-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	6	19	-68.4%	58	37	56.8%
System Subtotal	535	521	2.7%	420	1,301	-67.7%
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	535	521	2.7%	420	1,301	-67.7%

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

Table F: October 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		
	Oct-23	Oct-22	%Change	Jul 23 - Oct 23	Jul 22 - Oct 22	%Change
1 West Santa Barbara	2	2	0.0%	2	2	0.0%
2 East Santa Barbara	6	10	-40.0%	6	16	-62.5%
3 Oak Park	2	2	0.0%	2	2	0.0%
4 Mesa/SBCC	-	-	0.0%	-	-	0.0%
5 Mesa / La Cumbre	2	1	100.0%	2	1	100.0%
6 Goleta	21	6	250.0%	21	9	133.3%
7 Calle Real / Fairview	-	-	0.0%	-	1	-100.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	280	155	80.6%	280	226	23.9%
12x Goleta Express	6	-	100.0%	6	29	-79.3%
14 Montecito	3	-	100.0%	3	-	100.0%
15x SBCC / UCSB Express	12	22	-45.5%	12	27	-55.6%
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	9	3	200.0%	9	5	80.0%
23 Winchester Canyon	3	-	100.0%	3	5	-40.0%
24x UCSB Express	249	68	266.2%	249	260	-4.2%
25 Elwood	-	-	0.0%	-	-	0.0%
27 Isla Vista Shuttle	54	44	22.7%	54	45	20.0%
28 UCSB Shuttle	96	67	43.3%	96	67	43.3%
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	18	16.7%	21	18	16.7%
System Subtotal	766	398	92.5%	766	714	7.3%
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	766	398	92.5%	766	714	7.3%

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

Table G: October 2023 – Bicycles Carried

LINE	Month			Fiscal Year to Date			
	Oct-23	Oct-22	%Change	Jul 23 - Oct 23	Jul 22 - Oct 22	%Change	
1	West Santa Barbara	205	144	42.4%	835	599	39.4%
2	East Santa Barbara	396	358	10.6%	1,547	1,362	13.6%
3	Oak Park	9	2	350.0%	32	6	433.3%
4	Mesa/SBCC	133	134	-0.7%	405	411	-1.5%
5	Mesa / La Cumbre	131	87	50.6%	447	445	0.4%
6	Goleta	994	827	20.2%	3,993	3,328	20.0%
7	Calle Real / Fairview	529	529	0.0%	2,364	2,011	17.6%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	1,646	1,755	-6.2%	6,193	6,316	-1.9%
12x	Goleta Express	502	448	12.1%	2,064	1,694	21.8%
14	Montecito	84	83	1.2%	415	429	-3.3%
15x	SBCC / UCSB Express	302	98	208.2%	777	508	53.0%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Low er West / SBCC	88	72	22.2%	295	250	18.0%
19x	East SB / SBCC	12	-	100.0%	36	-	100.0%
20	Carpinteria	549	552	-0.5%	2,473	2,430	1.8%
23	Winchester Canyon	54	69	-21.7%	168	192	-12.5%
24x	UCSB Express	867	945	-8.3%	3,031	3,441	-11.9%
25	Elw ood	67	55	21.8%	270	253	6.7%
27	Isla Vista Shuttle	107	76	40.8%	226	242	-6.6%
28	UCSB Shuttle	235	141	66.7%	520	450	15.6%
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	18	29	-37.9%	45	63	-28.6%
System Subtotal		6,928	6,404	8.2%	26,136	24,430	7.0%
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		6,928	6,404	8.2%	26,136	24,430	7.0%

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

Table H: October 2023 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date			
	Oct-23	Oct-22	%Change	Jul 23 - Oct 23	Jul 22 - Oct 22	%Change	
1	West Santa Barbara	69	63	9.5%	294	334	-12.0%
2	East Santa Barbara	166	128	29.7%	567	688	-17.6%
3	Oak Park	57	28	103.6%	178	118	50.8%
4	Mesa/SBCC	19	6	216.7%	61	40	52.5%
5	Mesa / La Cumbre	29	11	163.6%	91	41	122.0%
6	Goleta	125	79	58.2%	423	405	4.4%
7	Calle Real / Fairview	103	97	6.2%	512	437	17.2%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	175	106	65.1%	645	493	30.8%
12x	Goleta Express	25	25	0.0%	84	100	-16.0%
14	Montecito	13	15	-13.3%	48	80	-40.0%
15x	SBCC / UCSB Express	-	1	-100.0%	4	8	-50.0%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Low er West / SBCC	40	31	29.0%	143	85	68.2%
19x	East SB / SBCC	-	-	0.0%	1	-	100.0%
20	Carpinteria	139	59	135.6%	458	356	28.7%
23	Winchester Canyon	5	-	100.0%	7	4	75.0%
24x	UCSB Express	18	26	-30.8%	45	80	-43.8%
25	Elw ood	-	-	0.0%	6	7	-14.3%
27	Isla Vista Shuttle	3	19	-84.2%	8	46	-82.6%
28	UCSB Shuttle	11	26	-57.7%	16	45	-64.4%
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%	1	-	100.0%
System Subtotal		997	720	38.5%	3,592	3,367	6.7%
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		997	720	38.5%	3,592	3,367	6.7%

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

Table I: October 2023 - Ridership by Day Type

	Oct-2023			Oct-2022				
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	419,958	22	19,089	393,327	21	18,730	359	1.9%
Saturday	42,049	4	10,512	54,556	5	10,911	-399	-3.7%
Sunday	43,045	5	8,609	41,463	5	8,293	316	3.8%
Total	505,052	31	16,292	489,346	31	15,785	507	3.2%

	FYTD 2024			FYTD 2023				
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	1,212,604	85	14,266	1,249,972	85	14,706	-440	-3.0%
Saturday	144,400	18	8,022	150,992	18	8,388	-366	-4.4%
Sunday	125,079	20	6,254	128,146	20	6,407	-153	-2.4%
Total	1,482,083	123	12,049	1,529,110	123	12,432	-382	-3.1%

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

External Factors Affecting Ridership

Service Days & School Days:

	Weekdays	Saturdays	Sundays	HS + JHS	SBCC	UCSB
Oct-23	22	4	5	21	22	22
Oct-22	21	5	5	19	21	21

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

Weather: October 2023 had 0.00 inches of precipitation compared to 0.03 inches in October 2022.

	Temperature (°F)	High	Average	Low	Precipitation	
Oct-23	Maximum	92	71	62	Weekday: 0.00 in (0 days)	
	Mean	76	64	54	Saturday: 0.00 in (0 days) 0.00 in	
	Minimum	67	58	40	Sunday: 0.00 in (0 days)	
Oct-22	Maximum	91	70	63	Weekday: 0.03 in (1 day)	
	Mean	71	63	56	Saturday: 0.00 in (days) 0.03 in	
	Minimum	61	57	45	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.