



System Ridership Report: August 2024

System wide ridership increased by 2.5% or 8,178 passengers, for the month of August 2024 as compared to August of 2023.

Table A: Ridership Trends by Fare Component

Fare Categories	Month			Fiscal Year to Date		
	Aug-24	Aug-23	%Change	Jul 24 - Aug 24	Jul 23 - Aug 23	%Change
Persons with Disabilities Cash	1,351	1,337	1.0%	2,374	2,500	-5.0%
Full Fare Prepaid ⁽¹⁾	73,795	78,624	-6.1%	148,187	151,060	-1.9%
Free	7,371	7,222	2.1%	13,529	12,427	8.9%
General Fare	60,270	70,267	-14.2%	114,636	131,656	-12.9%
Santa Barbara City College	13,153	10,495	25.3%	20,394	16,285	25.2%
Senior & Disabled Prepaid ⁽²⁾	49,954	47,687	4.8%	100,563	96,787	3.9%
Shuttle	3,060	-	100.0%	5,271	-	100.0%
Senior Cash	10,431	10,111	3.2%	20,223	19,794	2.2%
Youth(K-12) Prepaid ⁽³⁾	31,928	33,712	-5.3%	60,966	63,668	-4.2%
Special Pass Programs	868	570	52.3%	1,742	1,136	53.3%
Tokens	2,120	2,433	-12.9%	3,851	4,804	-19.8%
Transfers	28,118	29,621	-5.1%	54,473	51,649	5.5%
UC Santa Barbara	36,781	32,208	14.2%	70,258	62,597	12.2%
Tap to Ride Transactions	15,569	1,138	1268.1%	29,495	1,936	1423.5%
Total	333,603	325,425	2.5%	643,827	616,299	4.5%

(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		
	Aug-24	Aug-23	%Change	Jul 24 - Aug 24	Jul 23 - Aug 23	%Change
Passengers	333,603	325,425	2.5%	643,827	616,299	4.5%
Revenue Hours	15,026	14,683	2.3%	29,810	28,769	3.6%
Passengers per Rev Hour	22.20	22.16	0.2%	21.60	21.42	0.8%
Revenue Miles	183,352	178,760	2.6%	363,308	349,719	3.9%
Passengers per Rev Mile	1.82	1.82	-0.1%	1.77	1.76	0.6%

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

Table C: August 2024 System Ridership

LINE	Month			Fiscal Year to Date		
	Aug-24	Aug-23	%Change	Jul 24 - Aug 24	Jul 23 - Aug 23	%Change
1 West Santa Barbara	23,399	20,960	11.6%	44,058	37,761	16.7%
2 East Santa Barbara	37,716	36,976	2.0%	72,134	69,023	4.5%
3 Oak Park	12,826	13,026	-1.5%	25,522	23,924	6.7%
4 Mesa/SBCC	7,316	7,907	-7.5%	13,246	13,558	-2.3%
5 Mesa / La Cumbre	6,211	6,247	-0.6%	11,554	11,200	3.2%
6 Goleta	39,485	40,078	-1.5%	78,737	77,859	1.1%
7 County Health / Fairview	20,348	20,784	-2.1%	40,318	40,405	-0.2%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	60,258	61,407	-1.9%	119,905	119,220	0.6%
12x Goleta Express	12,281	11,205	9.6%	23,954	21,943	9.2%
14 Montecito	6,068	6,002	1.1%	12,086	11,084	9.0%
15x SBCC / UCSB Express	5,210	4,576	13.9%	8,194	7,122	15.1%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	8,068	8,470	-4.7%	14,874	14,261	4.3%
19x East SB / SBCC	547	187	192.5%	968	187	417.6%
20 Carpinteria	25,344	26,127	-3.0%	50,739	50,837	-0.2%
23 Winchester Canyon	3,914	2,895	35.2%	7,360	5,514	33.5%
24x UCSB Express	28,356	27,235	4.1%	60,750	58,601	3.7%
25 Elwood	4,867	4,330	12.4%	9,387	8,711	7.8%
27 Isla Vista Shuttle	5,464	5,135	6.4%	11,045	9,427	17.2%
28 UCSB Shuttle	12,061	12,499	-3.5%	22,432	25,479	-12.0%
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	10,804	9,379	15.2%	11,293	10,183	10.9%
System Subtotal	330,543	325,425	1.6%	638,556	616,299	3.6%
Downtown Waterfront Shuttles						
33 Dw tn. Waterfront Shuttle	3,060	-	100.0%	5,271	-	100.0%
	-	-	0.0%	-	-	0.0%
DWS Total	3,060	-	100.0%	5,271	-	100.0%
System Total	333,603	325,425	2.5%	643,827	616,299	4.5%

Related Routes						
11, 24x, 27, 28 UCSB Lines	106,139	106,276	-0.1%	214,132	212,727	0.7%
1, 2 East/West	61,115	57,936	5.5%	116,192	106,784	8.8%
4, 5, 15x, 16, 17, 19x Mesa Lines	27,352	27,387	-0.1%	48,836	46,328	5.4%
6, 11 State/Hollister	99,743	101,485	-1.7%	198,642	197,079	0.8%

*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: August 2024 - Passengers per Hour

LINE	Month			Fiscal Year to Date			
	Aug-24	Aug-23	%Change	Jul 24 - Aug 24	Jul 23 - Aug 23	%Change	
1	West Santa Barbara	26.6	23.6	12.8%	25.1	21.7	15.9%
2	East Santa Barbara	27.3	26.4	3.2%	26.2	25.3	3.7%
3	Oak Park	15.4	15.3	1.0%	15.4	14.6	5.1%
4	Mesa/SBCC	18.6	19.7	-5.6%	16.9	17.5	-3.7%
5	Mesa / La Cumbre	11.6	11.7	-0.9%	10.8	10.6	2.0%
6	Goleta	27.0	26.6	1.5%	27.0	25.9	4.1%
7	Calle Real / Fairview	15.5	15.5	0.0%	15.3	15.6	-1.3%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	27.3	27.0	1.1%	27.1	25.9	4.7%
12x	Goleta Express	21.6	19.8	9.0%	21.1	19.4	8.6%
14	Montecito	13.8	13.5	1.5%	13.9	13.0	6.6%
15x	SBCC / UCSB Express	14.5	13.5	7.6%	11.9	11.2	6.7%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Low er West / SBCC	27.4	28.3	-2.9%	25.4	24.7	2.8%
19x	East SB / SBCC	6.0	11.4	-46.8%	5.3	11.4	-52.9%
20	Carpinteria	18.3	18.8	-2.6%	18.4	18.6	-1.1%
23	Winchester Canyon	10.6	11.0	-3.2%	10.0	11.8	-14.8%
24x	UCSB Express	30.0	28.7	4.5%	32.1	31.2	3.1%
25	Elw ood	20.1	19.3	3.9%	19.4	18.6	4.1%
27	Isla Vista Shuttle	14.9	13.4	11.3%	14.8	12.5	18.1%
28	UCSB Shuttle	26.4	27.0	-2.4%	24.5	27.2	-9.8%
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	71.1	67.9	4.7%	63.6	60.4	5.3%
System Average		22.5	22.2	1.6%	21.9	21.4	2.2%
Downtown Waterfront Shuttles							
33	Dow ntow n Waterfront Shuttle	9.0	-	100.0%	8.1	-	100.0%
		-	-	0.0%	-	-	0.0%
DWS Average		9.0	-	100.0%	8.1	-	100.0%
System Total		22.2	22.2	0.2%	21.6	21.4	0.8%

Related Routes							
11, 24x, 27, 28 UCSB Lines		26.7	26.1	2.2%	26.9	26.0	3.2%
1, 2 East/West		27.0	25.3	6.7%	25.8	23.9	8.0%
4, 5, 15x, 16, 17,19x Mesa Lines		16.4	17.2	-5.0%	14.8	15.1	-2.4%
6, 11 State/Hollister		27.1	26.8	1.2%	27.1	25.9	4.4%

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

Table E: August 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		
	Aug-24	Aug-23	%Change	Jul 24 - Aug 24	Jul 23 - Aug 23	%Change
1 West Santa Barbara	6	-	100.0%	7	-	100.0%
2 East Santa Barbara	6	3	100.0%	6	3	100.0%
3 Oak Park	1	1	0.0%	2	-	100.0%
4 Mesa/SBCC	-	-	0.0%	1	-	100.0%
5 Mesa / La Cumbre	-	-	0.0%	1	-	100.0%
6 Goleta	2	9	-77.8%	9	1	800.0%
7 Calle Real / Fairview	-	-	0.0%	-	-	0.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	9	13	-30.8%	13	15	-13.3%
12x Goleta Express	-	-	0.0%	-	-	0.0%
14 Montecito	1	5	-80.0%	2	1	100.0%
15x SBCC / UCSB Express	-	1	-100.0%	-	1	-100.0%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	4	1	300.0%	4	-	100.0%
19x East SB / SBCC	-	-	0.0%	-	-	0.0%
20 Carpinteria	-	6	-100.0%	3	3	0.0%
23 Winchester Canyon	-	-	0.0%	-	-	0.0%
24x UCSB Express	4	4	0.0%	6	20	-70.0%
25 Elwood	-	-	0.0%	1	-	100.0%
27 Isla Vista Shuttle	-	-	0.0%	-	-	0.0%
28 UCSB Shuttle	1	-	100.0%	1	-	100.0%
36 Seaside Shuttle	-	-	0.0%	-	-	0.0%
37 Crosstown Shuttle	-	-	0.0%	-	-	0.0%
90 West Goleta Amtrak Shuttle	-	-	0.0%	1	-	100.0%
91 East Goleta Amtrak Shuttle	-	-	0.0%	-	-	0.0%
92 Santa Barbara Amtrak Shuttle	-	-	0.0%	-	-	0.0%
Booster Services	9	14	-35.7%	9	-	100.0%
System Subtotal	43	57	-24.6%	66	44	50.0%
Downtown Waterfront Shuttles						
33 Downtown Waterfront Shuttle	1	-	100.0%	1	-	100.0%
	-	-	0.0%	-	-	0.0%
DWS Total	1	-	100.0%	1	-	100.0%
System Total	44	57	-22.8%	67	44	52.3%

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

Table F: August 2024 – ‘Too Full to Board’ Loads Indicated

Instances of refused service because a vehicle was too full to board additional riders safely.

LINE	Month			Fiscal Year to Date			
	Aug-24	Aug-23	%Change	Jul 24 - Aug 24	Jul 23 - Aug 23	%Change	
1	West Santa Barbara	7	-	100.0%	7	1	600.0%
2	East Santa Barbara	4	-	100.0%	6	2	200.0%
3	Oak Park	1	1	0.0%	2	1	100.0%
4	Mesa/SBCC	-	-	0.0%	-	-	0.0%
5	Mesa / La Cumbre	1	1	0.0%	1	1	0.0%
6	Goleta	2	9	-77.8%	8	9	-11.1%
7	Calle Real / Fairview	-	-	0.0%	-	-	0.0%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	3	4	-25.0%	11	9	22.2%
12x	Goleta Express	1	-	100.0%	1	1	0.0%
14	Montecito	-	1	-100.0%	3	3	0.0%
15x	SBCC / UCSB Express	3	1	200.0%	3	1	200.0%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Lower West / SBCC	-	-	0.0%	-	-	0.0%
19x	East SB / SBCC	1	-	100.0%	1	-	100.0%
20	Carpinteria	-	3	-100.0%	4	3	33.3%
23	Winchester Canyon	1	-	100.0%	1	-	100.0%
24x	UCSB Express	17	24	-29.2%	50	83	-39.8%
25	Elwood	1	-	100.0%	1	-	100.0%
27	Isla Vista Shuttle	-	-	0.0%	-	-	0.0%
28	UCSB Shuttle	2	-	100.0%	4	2	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	8	-25.0%	6	8	-25.0%
<i>System Subtotal</i>		<i>50</i>	<i>52</i>	<i>-3.8%</i>	<i>109</i>	<i>124</i>	<i>-12.1%</i>
Downtown Waterfront Shuttles							
33	Downtown Waterfront Shuttle	2	-	100.0%	4	-	100.0%
		-	-	0.0%	-	-	0.0%
<i>DWS Total</i>		<i>2</i>	<i>-</i>	<i>100.0%</i>	<i>4</i>	<i>-</i>	<i>100.0%</i>
System Total		52	52	0.0%	113	124	-8.9%

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

Table G: August 2024 – Bicycles Carried

LINE	Month			Fiscal Year to Date			
	Aug-24	Aug-23	%Change	Jul 24 - Aug 24	Jul 23 - Aug 23	%Change	
1	West Santa Barbara	138	159	-13.2%	285	323	-11.8%
2	East Santa Barbara	482	329	46.5%	1,007	636	58.3%
3	Oak Park	7	3	133.3%	9	4	125.0%
4	Mesa/SBCC	59	90	-34.4%	147	161	-8.7%
5	Mesa / La Cumbre	126	117	7.7%	256	271	-5.5%
6	Goleta	998	850	17.4%	1,992	1,742	14.4%
7	Calle Real / Fairview	524	496	5.6%	1,163	934	24.5%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	1,556	1,532	1.6%	3,206	3,034	5.7%
12x	Goleta Express	457	412	10.9%	909	822	10.6%
14	Montecito	148	129	14.7%	285	240	18.8%
15x	SBCC / UCSB Express	118	131	-9.9%	214	308	-30.5%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Low er West / SBCC	62	52	19.2%	124	85	45.9%
19x	East SB / SBCC	30	-	100.0%	62	-	100.0%
20	Carpinteria	608	571	6.5%	1,216	1,353	-10.1%
23	Winchester Canyon	58	41	41.5%	85	80	6.3%
24x	UCSB Express	601	935	-35.7%	1,232	1,711	-28.0%
25	Elw ood	74	63	17.5%	185	139	33.1%
27	Isla Vista Shuttle	36	49	-26.5%	69	109	-36.7%
28	UCSB Shuttle	115	81	42.0%	202	180	12.2%
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	5	-	100.0%	5	-	100.0%
System Subtotal		6,202	6,040	2.7%	12,653	12,132	4.3%
Downtown Waterfront Shuttles							
33	Dow ntown Waterfront Shuttle	-	-	0.0%	-	-	0.0%
		-	-	0.0%	-	-	0.0%
DWS Total		-	-	0.0%	-	-	0.0%
System Total		6,202	6,040	2.7%	12,653	12,132	4.3%

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

Table H: August 2024 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date		
	Aug-24	Aug-23	%Change	Jul 24 - Aug 24	Jul 23 - Aug 23	%Change
1 West Santa Barbara	62	93	-33.3%	145	178	-18.5%
2 East Santa Barbara	146	213	-31.5%	306	383	-20.1%
3 Oak Park	44	33	33.3%	107	69	55.1%
4 Mesa/SBCC	5	16	-68.8%	20	23	-13.0%
5 Mesa / La Cumbre	43	10	330.0%	78	20	290.0%
6 Goleta	159	120	32.5%	336	233	44.2%
7 Calle Real / Fairview	201	97	107.2%	390	211	84.8%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	183	134	36.6%	388	268	44.8%
12x Goleta Express	39	22	77.3%	80	55	45.5%
14 Montecito	11	21	-47.6%	39	43	-9.3%
15x SBCC / UCSB Express	-	1	-100.0%	-	2	-100.0%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	34	25	36.0%	53	25	112.0%
19x East SB / SBCC	-	-	0.0%	-	-	0.0%
20 Carpinteria	89	98	-9.2%	199	230	-13.5%
23 Winchester Canyon	4	1	300.0%	8	1	700.0%
24x UCSB Express	16	16	0.0%	36	32	12.5%
25 Elwood	22	-	100.0%	33	2	1550.0%
27 Isla Vista Shuttle	4	9	-55.6%	8	19	-57.9%
28 UCSB Shuttle	2	2	0.0%	7	2	250.0%
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	-	-	0.0%	-	-	0.0%
System Subtotal	1,064	911	16.8%	2,233	1,796	24.3%
Downtown Waterfront Shuttles						
33 Downtown Waterfront Shuttle	19	-	100.0%	31	-	100.0%
	-	-	0.0%	-	-	0.0%
DWS Total	19	-	100.0%	31	-	100.0%
System Total	1,083	911	18.9%	2,264	1,796	26.1%

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

Table I: August 2024 - Ridership by Day Type

	Aug-2024			Aug-2023				
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	274,316	22	12,469	277,396	23	12,061	408	3.4%
Saturday	36,437	5	7,287	27,649	4	6,912	375	5.4%
Sunday	22,850	4	5,713	20,380	4	5,095	618	12.1%
Total	333,603	31	10,761	325,425	31	10,498	264	2.5%

	FYTD 2025			FYTD 2024				
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	528,252	44	12,006	499,753	43	11,622	384	3.3%
Saturday	64,295	9	7,144	63,141	9	7,016	128	1.8%
Sunday	51,280	9	5,698	53,405	10	5,341	357	6.7%
Total	643,827	62	10,384	616,299	62	9,940	444	4.5%

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

External Factors Affecting Ridership

Service Days & School Days:

	Weekdays	Saturdays	Sundays	HS + JHS	SBCC	UCSB
Aug-24	22	5	4	10	5	0
Aug-23	23	4	4	9	4	0

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

Weather: August 2024 had 0.00 inches of precipitation, compared to 0.19 inches in August 2023.

	Temperature (°F)	High	Average	Low	Precipitation	
Aug-24	Maximum	82	69	62	Weekday: 0.00 in (0 days)	
	Mean	75	65	58	Saturday: 0.00 in (0 days)	
	Minimum	68	61	55	Sunday: 0.00 in (0 days)	
Aug-23	Maximum	86	72	66	Weekday: 0.19 in (3 days)	
	Mean	77	68	62	Saturday: 0.00 in (0 days)	
	Minimum	71	65	58	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.