



System Ridership Report: July 2024

System wide ridership increased by 6.7% or 17,139 passengers, for the month of July 2024 as compared to July of 2023.

Table A: Ridership Trends by Fare Component

Fare Categories	Month			Fiscal Year to Date		
	Jul-24	Jul-23	%Change	Jul 24 - Jul 24	Jul 23 - Jul 23	%Change
Persons with Disabilities Cash	1,023	1,163	-12.0%	1,023	1,163	-12.0%
Full Fare Prepaid ⁽¹⁾	74,392	72,436	2.7%	74,392	72,436	2.7%
Free	6,158	5,205	18.3%	6,158	5,205	18.3%
General Fare	54,366	61,389	-11.4%	54,366	61,389	-11.4%
Santa Barbara City College	7,241	5,790	25.1%	7,241	5,790	25.1%
Senior & Disabled Prepaid ⁽²⁾	50,609	49,100	3.1%	50,609	49,100	3.1%
Shuttle	2,211	-	0.0%	2,211	-	0.0%
Senior Cash	9,792	9,683	1.1%	9,792	9,683	1.1%
Youth(K-12) Prepaid ⁽³⁾	29,038	29,956	-3.1%	29,038	29,956	-3.1%
Special Pass Programs	874	566	54.4%	874	566	54.4%
Tokens	1,731	2,371	-27.0%	1,731	2,371	-27.0%
Transfers	26,355	22,028	19.6%	26,355	22,028	19.6%
UC Santa Barbara	33,477	30,389	10.2%	33,477	30,389	10.2%
Tap to Ride Transactions	13,926	798	1645.1%	13,926	798	1645.1%
Total	310,224	290,874	6.7%	310,224	290,874	6.7%

(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		
	Jul-24	Jul-23	%Change	Jul 24 - Jul 24	Jul 23 - Jul 23	%Change
Passengers	310,224	290,874	6.7%	310,224	290,874	6.7%
Revenue Hours	14,784	14,086	5.0%	14,784	14,086	5.0%
Passengers per Rev Hour	20.98	20.65	1.6%	20.98	20.65	1.6%
Revenue Miles	179,955	170,959	5.3%	179,955	170,959	5.3%
Passengers per Rev Mile	1.72	1.70	1.3%	1.72	1.70	1.3%

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

Table C: July 2024 System Ridership

LINE	Month			Fiscal Year to Date			
	Jul-24	Jul-23	%Change	Jul 24 - Jul 24	Jul 23 - Jul 23	%Change	
1	West Santa Barbara	20,659	16,801	23.0%	20,659	16,801	23.0%
2	East Santa Barbara	34,418	32,047	7.4%	34,418	32,047	7.4%
3	Oak Park	12,696	10,898	16.5%	12,696	10,898	16.5%
4	Mesa/SBCC	5,930	5,651	4.9%	5,930	5,651	4.9%
5	Mesa / La Cumbre	5,343	4,953	7.9%	5,343	4,953	7.9%
6	Goleta	39,252	37,781	3.9%	39,252	37,781	3.9%
7	County Health / Fairview	19,970	19,621	1.8%	19,970	19,621	1.8%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	59,647	57,813	3.2%	59,647	57,813	3.2%
12x	Goleta Express	11,673	10,738	8.7%	11,673	10,738	8.7%
14	Montecito	6,018	5,082	18.4%	6,018	5,082	18.4%
15x	SBCC / UCSB Express	2,984	2,546	17.2%	2,984	2,546	17.2%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Low er West / SBCC	6,806	5,791	17.5%	6,806	5,791	17.5%
19x	East SB / SBCC	421	-	100.0%	421	-	100.0%
20	Carpinteria	25,395	24,710	2.8%	25,395	24,710	2.8%
23	Winchester Canyon	3,446	2,619	31.6%	3,446	2,619	31.6%
24x	UCSB Express	32,394	31,366	3.3%	32,394	31,366	3.3%
25	Elwood	4,520	4,381	3.2%	4,520	4,381	3.2%
27	Isla Vista Shuttle	5,581	4,292	30.0%	5,581	4,292	30.0%
28	UCSB Shuttle	10,371	12,980	-20.1%	10,371	12,980	-20.1%
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	489	804	-39.2%	489	804	-39.2%
System Subtotal		308,013	290,874	5.9%	308,013	290,874	5.9%
Downtown Waterfront Shuttles							
33	Dw tn. Waterfront Shuttle	2,211	-	100.0%	2,211	-	100.0%
		-	-	0.0%	-	-	0.0%
DWS Total		2,211	-	100.0%	2,211	-	100.0%
System Total		310,224	290,874	6.7%	310,224	290,874	6.7%

Related Routes							
11, 24x, 27, 28	UCSB Lines	107,993	106,451	1.4%	107,993	106,451	1.4%
1, 2	East/West	55,077	48,848	12.8%	55,077	48,848	12.8%
4, 5, 15x, 16, 17, 19x	Mesa Lines	21,484	18,941	13.4%	21,484	18,941	13.4%
6, 11	State/Hollister	98,899	95,594	3.5%	98,899	95,594	3.5%

*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: July 2024 - Passengers per Hour

LINE	Month			Fiscal Year to Date			
	Jul-24	Jul-23	%Change	Jul 24 - Jul 24	Jul 23 - Jul 23	%Change	
1	West Santa Barbara	23.7	19.7	20.0%	23.7	19.7	20.0%
2	East Santa Barbara	25.1	24.1	4.4%	25.1	24.1	4.4%
3	Oak Park	15.3	13.9	10.1%	15.3	13.9	10.1%
4	Mesa/SBCC	15.2	15.2	-0.2%	15.2	15.2	-0.2%
5	Mesa / La Cumbre	10.0	9.5	5.9%	10.0	9.5	5.9%
6	Goleta	26.9	25.2	6.8%	26.9	25.2	6.8%
7	Calle Real / Fairview	15.2	15.6	-2.7%	15.2	15.6	-2.7%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	27.0	24.9	8.5%	27.0	24.9	8.5%
12x	Goleta Express	20.6	19.0	8.3%	20.6	19.0	8.3%
14	Montecito	14.0	12.5	12.4%	14.0	12.5	12.4%
15x	SBCC / UCSB Express	9.1	8.5	6.5%	9.1	8.5	6.5%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Low er West / SBCC	23.3	20.8	11.8%	23.3	20.8	11.8%
19x	East SB / SBCC	4.6	-	100.0%	4.6	-	100.0%
20	Carpinteria	18.5	18.4	0.4%	18.5	18.4	0.4%
23	Winchester Canyon	9.4	12.8	-26.4%	9.4	12.8	-26.4%
24x	UCSB Express	34.3	33.7	1.8%	34.3	33.7	1.8%
25	Elw ood	18.7	18.0	3.9%	18.7	18.0	3.9%
27	Isla Vista Shuttle	14.7	11.6	26.3%	14.7	11.6	26.3%
28	UCSB Shuttle	22.7	27.4	-17.1%	22.7	27.4	-17.1%
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	19.2	26.5	-27.5%	19.2	26.5	-27.5%
System Average		21.3	20.6	3.0%	21.3	20.6	3.0%
Downtown Waterfront Shuttles							
33	Dow ntow n Waterfront Shuttle	7.1	-	100.0%	7.1	-	100.0%
		-	-	0.0%	-	-	0.0%
DWS Average		7.1	-	100.0%	7.1	-	100.0%
System Total		21.0	20.6	1.6%	21.0	20.6	1.6%

Related Routes							
11, 24x, 27, 28 UCSB Lines	27.0	26.0	4.2%	27.0	26.0	4.2%	
1, 2 East/West	24.6	22.4	9.8%	24.6	22.4	9.8%	
4, 5, 15x, 16, 17,19x Mesa Lines	13.1	12.9	2.1%	13.1	12.9	2.1%	
6, 11 State/Hollister	27.0	25.0	7.8%	27.0	25.0	7.8%	

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

Table E: July 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		
	Jul-24	Jul-23	%Change	Jul 24 - Jul 24	Jul 23 - Jul 23	%Change
1 West Santa Barbara	1	-	100.0%	1	-	100.0%
2 East Santa Barbara	-	3	-100.0%	-	3	-100.0%
3 Oak Park	1	-	100.0%	1	-	100.0%
4 Mesa/SBCC	1	-	100.0%	1	-	100.0%
5 Mesa / La Cumbre	1	-	100.0%	1	-	100.0%
6 Goleta	7	1	600.0%	7	1	600.0%
7 Calle Real / Fairview	-	-	0.0%	-	-	0.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	4	15	-73.3%	4	15	-73.3%
12x Goleta Express	-	-	0.0%	-	-	0.0%
14 Montecito	1	1	0.0%	1	1	0.0%
15x SBCC / UCSB Express	-	1	-100.0%	-	1	-100.0%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	-	-	0.0%	-	-	0.0%
19x East SB / SBCC	-	-	0.0%	-	-	0.0%
20 Carpinteria	3	3	0.0%	3	3	0.0%
23 Winchester Canyon	-	-	0.0%	-	-	0.0%
24x UCSB Express	2	20	-90.0%	2	20	-90.0%
25 Elwood	1	-	100.0%	1	-	100.0%
27 Isla Vista Shuttle	-	-	0.0%	-	-	0.0%
28 UCSB Shuttle	-	-	0.0%	-	-	0.0%
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	-	-	0.0%	-	-	0.0%
System Subtotal	22	44	-50.0%	22	44	-50.0%
Downtown Waterfront Shuttles						
33 Downtown Waterfront Shuttle	-	-	0.0%	-	-	0.0%
	-	-	0.0%	-	-	0.0%
DWS Total	-	-	0.0%	-	-	0.0%
System Total	22	44	-50.0%	22	44	-50.0%

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

Table F: July 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		
	Jul-24	Jul-23	%Change	Jul 24 - Jul 24	Jul 23 - Jul 23	%Change
1 West Santa Barbara	-	1	-100.0%	-	1	-100.0%
2 East Santa Barbara	2	2	0.0%	2	2	0.0%
3 Oak Park	1	-	100.0%	1	-	100.0%
4 Mesa/SBCC	-	-	0.0%	-	-	0.0%
5 Mesa / La Cumbre	-	-	0.0%	-	-	0.0%
6 Goleta	6	-	100.0%	6	-	100.0%
7 Calle Real / Fairview	-	-	0.0%	-	-	0.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	8	5	60.0%	8	5	60.0%
12x Goleta Express	-	1	-100.0%	-	1	-100.0%
14 Montecito	3	2	50.0%	3	2	50.0%
15x SBCC / UCSB Express	-	-	0.0%	-	-	0.0%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	-	-	0.0%	-	-	0.0%
19x East SB / SBCC	-	-	0.0%	-	-	0.0%
20 Carpinteria	4	-	100.0%	4	-	100.0%
23 Winchester Canyon	-	-	0.0%	-	-	0.0%
24x UCSB Express	33	59	-44.1%	33	59	-44.1%
25 Elwood	-	-	0.0%	-	-	0.0%
27 Isla Vista Shuttle	-	-	0.0%	-	-	0.0%
28 UCSB Shuttle	2	2	0.0%	2	2	0.0%
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	-	-	0.0%	-	-	0.0%
System Subtotal	59	72	-18.1%	59	72	-18.1%
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	60	72	-16.7%	60	72	-16.7%

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

Table G: July 2024 – Bicycles Carried

LINE	Month			Fiscal Year to Date			
	Jul-24	Jul-23	%Change	Jul 24 - Jul 24	Jul 23 - Jul 23	%Change	
1	West Santa Barbara	147	198	-25.8%	147	198	-25.8%
2	East Santa Barbara	525	373	40.8%	525	373	40.8%
3	Oak Park	2	5	-60.0%	2	5	-60.0%
4	Mesa/SBCC	88	88	0.0%	88	88	0.0%
5	Mesa / La Cumbre	130	94	38.3%	130	94	38.3%
6	Goleta	994	989	0.5%	994	989	0.5%
7	Calle Real / Fairview	639	662	-3.5%	639	662	-3.5%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	1,650	1,541	7.1%	1,650	1,541	7.1%
12x	Goleta Express	452	524	-13.7%	452	524	-13.7%
14	Montecito	137	131	4.6%	137	131	4.6%
15x	SBCC / UCSB Express	96	113	-15.0%	96	113	-15.0%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Low er West / SBCC	62	65	-4.6%	62	65	-4.6%
19x	East SB / SBCC	32	-	100.0%	32	-	100.0%
20	Carpinteria	608	653	-6.9%	608	653	-6.9%
23	Winchester Canyon	27	32	-15.6%	27	32	-15.6%
24x	UCSB Express	631	688	-8.3%	631	688	-8.3%
25	Elw ood	111	62	79.0%	111	62	79.0%
27	Isla Vista Shuttle	33	29	13.8%	33	29	13.8%
28	UCSB Shuttle	87	78	11.5%	87	78	11.5%
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%	-	-	0.0%
System Subtotal		6,451	6,325	2.0%	6,451	6,325	2.0%
Downtown Waterfront Shuttles							
33	Dow ntown Waterfront Shuttle	-	-	0.0%	-	-	0.0%
		-	-	0.0%	-	-	0.0%
DWS Total		-	-	0.0%	-	-	0.0%
System Total		6,451	6,325	2.0%	6,451	6,325	2.0%

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

Table H: July 2024 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date			
	Jul-24	Jul-23	%Change	Jul 24 - Jul 24	Jul 23 - Jul 23	%Change	
1	West Santa Barbara	83	57	45.6%	83	57	45.6%
2	East Santa Barbara	160	123	30.1%	160	123	30.1%
3	Oak Park	63	26	142.3%	63	26	142.3%
4	Mesa/SBCC	15	9	66.7%	15	9	66.7%
5	Mesa / La Cumbre	36	13	176.9%	36	13	176.9%
6	Goleta	177	101	75.2%	177	101	75.2%
7	Calle Real / Fairview	189	97	94.8%	189	146	29.5%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	205	144	42.4%	205	144	42.4%
12x	Goleta Express	41	16	156.3%	41	16	156.3%
14	Montecito	28	14	100.0%	28	14	100.0%
15x	SBCC / UCSB Express	-	-	0.0%	-	-	0.0%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Low er West / SBCC	19	13	46.2%	19	13	46.2%
19x	East SB / SBCC	-	-	0.0%	-	-	0.0%
20	Carpinteria	110	97	13.4%	110	97	13.4%
23	Winchester Canyon	4	-	100.0%	4	-	100.0%
24x	UCSB Express	20	13	53.8%	20	13	53.8%
25	Elw ood	11	1	1000.0%	11	1	1000.0%
27	Isla Vista Shuttle	4	2	100.0%	4	2	100.0%
28	UCSB Shuttle	5	1	400.0%	5	1	400.0%
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	-	-	0.0%	-	-	0.0%
System Subtotal		1,170	727	60.9%	1,170	776	50.8%
Downtown Waterfront Shuttles							
33	Dow ntow n Waterfront Shuttle	12	-	100.0%	12	-	100.0%
		-	-	0.0%	-	-	0.0%
DWS Total		12	-	100.0%	12	-	100.0%
System Total		1,182	727	62.6%	1,182	776	52.3%

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

Table I: July 2024 - Ridership by Day Type

	Jul-2024			Jul-2023				
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	253,936	22	11,543	222,357	20	11,118	425	3.8%
Saturday	27,858	5	5,572	35,492	5	7,098	-1,527	-21.5%
Sunday	28,430	4	7,108	33,025	6	5,504	1,603	29.1%
Total	310,224	31	10,007	290,874	31	9,383	624	6.7%

	FYTD 2024			FYTD 2023				
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	253,936	22	11,543	222,357	20	11,118	425	3.8%
Saturday	27,858	5	5,572	35,492	5	7,098	-1,527	-21.5%
Sunday	28,430	4	7,108	33,025	6	5,504	1,603	29.1%
Total	310,224	31	10,007	290,874	31	9,383	624	6.7%

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

External Factors Affecting Ridership

Service Days & School Days:

	Weekdays	Saturdays	Sundays	HS + JHS	SBCC	UCSB
Jul-24	22	5	4	0	0	0
Jul-23	20	5	6	6	0	0

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

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

	Temperature (°F)	High	Average	Low	Precipitation	
Jul-24	Maximum	77	67	60	Weekday: 0.00 in (0 days)	
	Mean	72	63	58	Saturday: 0.00 in (0 days)	
	Minimum	67	60	53	Sunday: 0.00 in (0 days)	
Jul-23	Maximum	81	71	64	Weekday: 0.00 in (0 days)	
	Mean	73	65	59	Saturday: 0.00 in (0 days)	
	Minimum	67	60	53	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.