



System Ridership Report: June 2024

System wide ridership decreased by 1.1% or 3,779 passengers, for the month of June 2024 as compared to June of 2023.

Table A: Ridership Trends by Fare Component

Fare Categories	Month			Fiscal Year to Date		
	Jun-24	Jun-23	%Change	Jul 23 - Jun 24	Jul 22 - Jun 23	%Change
Persons with Disabilities Cash	1,131	1,519	-25.5%	14,832	15,268	-2.9%
Full Fare Prepaid ⁽¹⁾	63,167	67,784	-6.8%	786,721	772,535	1.8%
Free	6,794	5,285	28.6%	93,593	63,025	48.5%
General Fare	53,903	60,006	-10.2%	670,876	668,327	0.4%
Santa Barbara City College	5,881	4,951	18.8%	252,087	222,570	13.3%
Senior & Disabled Prepaid ⁽²⁾	49,738	48,522	2.5%	564,968	532,331	6.1%
Shuttle	2,370	-	100.0%	2,432	-	100.0%
Senior Cash	9,662	9,486	1.9%	111,638	109,240	2.2%
Youth(K-12) Prepaid ⁽³⁾	27,224	26,579	2.4%	429,976	454,181	-5.3%
Special Pass Programs	735	399	84.2%	7,787	3,175	145.3%
Tokens	1,848	2,247	-17.8%	24,617	20,496	20.1%
Transfers	25,074	24,355	3.0%	321,466	282,566	13.8%
UC Santa Barbara	72,221	82,730	-12.7%	1,319,096	1,390,762	-5.2%
Tap to Ride Transactions	11,790	570	1968.4%	85,216	8,547	897.0%
Total	330,654	334,433	-1.1%	4,684,415	4,543,023	3.1%

(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		
	Jun-24	Jun-23	%Change	Jul 23 - Jun 24	Jul 22 - Jun 23	%Change
Passengers	330,654	334,433	-1.1%	4,684,415	4,543,023	3.1%
Revenue Hours	14,243	14,226	0.1%	171,457	168,716	1.6%
Passengers per Rev Hour	23.22	23.51	-1.2%	27.32	26.93	1.5%
Revenue Miles	172,801	172,072	0.4%	2,088,528	2,045,234	2.1%
Passengers per Rev Mile	1.91	1.94	-1.5%	2.24	2.22	1.0%

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

Table C: June 2024 System Ridership

LINE	Month			Fiscal Year to Date		
	Jun-24	Jun-23	%Change	Jul 23 - Jun 24	Jul 22 - Jun 23	%Change
1 West Santa Barbara	21,041	17,961	17.1%	250,017	230,887	8.3%
2 East Santa Barbara	34,181	32,804	4.2%	430,092	396,868	8.4%
3 Oak Park	12,345	12,025	2.7%	150,728	141,434	6.6%
4 Mesa/SBCC	5,612	5,615	-0.1%	90,158	80,394	12.1%
5 Mesa / La Cumbre	5,232	5,141	1.8%	78,854	75,220	4.8%
6 Goleta	37,629	39,875	-5.6%	466,183	462,124	0.9%
7 County Health / Fairview	18,729	19,721	-5.0%	236,645	214,215	10.5%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	66,030	71,046	-7.1%	948,161	942,216	0.6%
12x Goleta Express	10,806	10,870	-0.6%	139,870	128,904	8.5%
14 Montecito	5,441	4,724	15.2%	69,650	58,079	19.9%
15x SBCC / UCSB Express	2,818	3,465	-18.7%	86,041	91,411	-5.9%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	6,140	6,281	-2.2%	105,525	94,431	11.7%
19x East SB / SBCC	335	-	100.0%	7,335	-	100.0%
20 Carpinteria	23,851	22,978	3.8%	294,443	270,505	8.8%
23 Winchester Canyon	3,912	3,126	25.1%	43,570	48,568	-10.3%
24x UCSB Express	27,261	31,924	-14.6%	433,429	470,413	-7.9%
25 Elwood	4,915	4,557	7.9%	54,781	53,744	1.9%
27 Isla Vista Shuttle	10,602	11,408	-7.1%	191,492	220,362	-13.1%
28 UCSB Shuttle	22,298	23,645	-5.7%	419,495	359,444	16.7%
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	9,106	7,267	25.3%	185,514	203,804	-9.0%
System Subtotal	328,284	334,433	-1.8%	4,681,983	4,543,023	3.1%
Downtown Waterfront Shuttles						
33 Dwn. Waterfront Shuttle	2,370	-	100.0%	2,432	-	100.0%
	-	-	0.0%	-	-	0.0%
DWS Total	2,370	-	100.0%	2,432	-	100.0%
System Total	330,654	334,433	-1.1%	4,684,415	4,543,023	3.1%

Related Routes						
11, 24x, 27, 28 UCSB Lines	126,191	138,023	-8.6%	1,992,577	1,992,435	0.0%
1, 2 East/West	55,222	50,765	8.8%	680,109	627,755	8.3%
4, 5, 15x, 16, 17, 19x Mesa Lines	20,137	20,502	-1.8%	367,913	341,456	7.7%
6, 11 State/Hollister	103,659	110,921	-6.5%	1,414,344	1,404,340	0.7%

*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: June 2024 - Passengers per Hour

LINE	Month			Fiscal Year to Date		
	Jun-24	Jun-23	%Change	Jul 23 - Jun 24	Jul 22 - Jun 23	%Change
1 West Santa Barbara	25.4	21.0	21.4%	24.6	22.9	7.5%
2 East Santa Barbara	26.4	24.3	8.3%	27.0	25.1	7.7%
3 Oak Park	16.0	14.7	8.8%	15.9	15.0	5.9%
4 Mesa/SBCC	15.7	14.5	8.0%	20.0	17.9	11.6%
5 Mesa / La Cumbre	10.3	9.9	3.8%	12.7	12.2	4.3%
6 Goleta	26.8	26.9	-0.6%	26.9	25.9	3.8%
7 Calle Real / Fairview	15.2	15.3	-0.5%	15.6	14.2	9.9%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	31.2	31.1	0.4%	36.1	34.5	4.7%
12x Goleta Express	19.8	19.7	0.5%	21.0	19.7	7.0%
14 Montecito	13.4	11.0	21.1%	14.0	11.7	19.5%
15x SBCC / UCSB Express	10.0	11.1	-10.1%	25.0	26.9	-6.8%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	23.1	21.7	6.2%	31.4	28.2	11.3%
19x East SB / SBCC	4.3	-	100.0%	9.3	-	100.0%
20 Carpinteria	18.1	17.1	6.3%	18.4	17.0	8.2%
23 Winchester Canyon	11.2	15.2	-26.3%	11.7	20.0	-41.7%
24x UCSB Express	30.2	34.7	-12.9%	39.3	43.0	-8.6%
25 Elwood	21.4	18.6	15.3%	20.7	18.6	11.6%
27 Isla Vista Shuttle	29.4	31.6	-6.9%	43.6	50.3	-13.4%
28 UCSB Shuttle	45.6	53.1	-14.0%	67.0	73.8	-9.3%
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	56.7	55.2	2.7%	68.0	74.0	-8.1%
System Average	23.6	23.5	0.4%	27.4	26.9	1.6%
Downtown Waterfront Shuttles						
33 Downtown Waterfront Shuttle	7.0	-	100.0%	6.7	-	100.0%
	-	-	0.0%	-	-	0.0%
DWS Average	3.5	-	100.0%	3.3	-	100.0%
System Total	23.2	23.5	-1.2%	27.3	26.9	1.5%

Related Routes						
11, 24x, 27, 28 UCSB Lines	32.6	34.4	-5.1%	41.6	42.0	-0.9%
1, 2 East/West	26.0	23.0	12.9%	26.1	24.2	7.6%
4, 5, 15x, 16, 17, 19x Mesa Lines	13.5	13.6	-0.9%	20.1	19.6	2.5%
6, 11 State/Hollister	29.5	29.5	0.0%	32.4	31.1	4.3%

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

Table E: June 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		
	Jun-24	Jun-23	%Change	Jul 23 - Jun 24	Jul 22 - Jun 23	%Change
1 West Santa Barbara	4	1	300.0%	54	28	92.9%
2 East Santa Barbara	5	2	150.0%	72	59	22.0%
3 Oak Park	4	1	300.0%	27	18	50.0%
4 Mesa/SBCC	-	-	0.0%	1	4	-75.0%
5 Mesa / La Cumbre	-	-	0.0%	3	14	-78.6%
6 Goleta	5	4	25.0%	52	108	-51.9%
7 Calle Real / Fairview	-	-	0.0%	4	11	-63.6%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	27	37	-27.0%	491	647	-24.1%
12x Goleta Express	1	-	100.0%	12	18	-33.3%
14 Montecito	-	1	-100.0%	7	8	-12.5%
15x SBCC / UCSB Express	1	-	100.0%	44	102	-56.9%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	1	-	100.0%	18	5	260.0%
19x East SB / SBCC	-	-	0.0%	-	-	0.0%
20 Carpinteria	2	2	0.0%	29	50	-42.0%
23 Winchester Canyon	-	-	0.0%	3	16	-81.3%
24x UCSB Express	17	16	6.3%	320	348	-8.0%
25 Elwood	-	-	0.0%	-	1	-100.0%
27 Isla Vista Shuttle	1	3	-66.7%	99	192	-48.4%
28 UCSB Shuttle	1	-	100.0%	62	155	-60.0%
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	5	4	25.0%	172	290	-40.7%
System Subtotal	74	71	4.2%	1,470	2,074	-29.1%
Downtown Waterfront Shuttles						
33 Downtown Waterfront Shuttle	-	-	0.0%	-	-	0.0%
	-	-	0.0%	-	-	0.0%
DWS Total	-	-	0.0%	-	-	0.0%
System Total	74	71	4.2%	1,470	2,074	-29.1%

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

Table F: June 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		
	Jun-24	Jun-23	%Change	Jul 23 - Jun 24	Jul 22 - Jun 23	%Change
1 West Santa Barbara	-	-	0.0%	32	9	255.6%
2 East Santa Barbara	1	1	0.0%	22	41	-46.3%
3 Oak Park	5	3	66.7%	18	25	-28.0%
4 Mesa/SBCC	1	-	100.0%	1	-	100.0%
5 Mesa / La Cumbre	-	-	0.0%	3	3	0.0%
6 Goleta	2	1	100.0%	50	71	-29.6%
7 Calle Real / Fairview	-	-	0.0%	2	1	100.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	21	48	-56.3%	1,050	1,491	-29.6%
12x Goleta Express	-	-	0.0%	20	42	-52.4%
14 Montecito	-	-	0.0%	6	-	100.0%
15x SBCC / UCSB Express	-	-	0.0%	62	122	-49.2%
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	5	1	400.0%	22	19	15.8%
23 Winchester Canyon	-	1	-100.0%	19	21	-9.5%
24x UCSB Express	10	23	-56.5%	686	793	-13.5%
25 Elwood	-	-	0.0%	-	1	-100.0%
27 Isla Vista Shuttle	-	5	-100.0%	162	339	-52.2%
28 UCSB Shuttle	9	14	-35.7%	575	386	49.0%
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	1	2	-50.0%	42	118	-64.4%
System Subtotal	55	99	-44.4%	2,772	3,483	-20.4%
Downtown Waterfront Shuttles						
33 Downtown Waterfront Shuttle	-	-	0.0%	-	-	0.0%
	-	-	0.0%	-	-	0.0%
DWS Total	-	-	0.0%	-	-	0.0%
System Total	55	99	-44.4%	2,772	3,483	-20.4%

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

Table G: June 2024 – Bicycles Carried

LINE	Month			Fiscal Year to Date			
	Jun-24	Jun-23	%Change	Jul 23 - Jun 24	Jul 22 - Jun 23	%Change	
1	West Santa Barbara	90	162	-44.4%	1,731	1,799	-3.8%
2	East Santa Barbara	376	350	7.4%	4,929	4,162	18.4%
3	Oak Park	3	5	-40.0%	73	39	87.2%
4	Mesa/SBCC	76	69	10.1%	1,060	1,022	3.7%
5	Mesa / La Cumbre	136	82	65.9%	1,307	1,112	17.5%
6	Goleta	805	900	-10.6%	10,822	9,699	11.6%
7	Calle Real / Fairview	645	649	-0.6%	7,161	6,436	11.3%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	1,496	1,568	-4.6%	17,691	17,222	2.7%
12x	Goleta Express	393	484	-18.8%	5,687	4,952	14.8%
14	Montecito	136	64	112.5%	1,413	1,066	32.6%
15x	SBCC / UCSB Express	110	88	25.0%	2,058	1,132	81.8%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Low er West / SBCC	37	46	-19.6%	710	744	-4.6%
19x	East SB / SBCC	24	-	100.0%	159	-	100.0%
20	Carpinteria	569	593	-4.0%	7,369	6,467	13.9%
23	Winchester Canyon	40	39	2.6%	451	481	-6.2%
24x	UCSB Express	584	639	-8.6%	8,038	8,744	-8.1%
25	Elw ood	86	59	45.8%	869	763	13.9%
27	Isla Vista Shuttle	60	51	17.6%	765	748	2.3%
28	UCSB Shuttle	115	104	10.6%	1,651	1,346	22.7%
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	3	-	100.0%	113	113	0.0%
System Subtotal		5,784	5,952	-2.8%	74,057	68,047	8.8%
Downtown Waterfront Shuttles							
33	Dow ntown Waterfront Shuttle	2	-	100.0%	2	-	100.0%
		-	-	0.0%	-	-	0.0%
DWS Total		2	-	100.0%	2	-	100.0%
System Total		5,786	5,952	-2.8%	74,059	68,047	8.8%

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

Table H: June 2024 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date			
	Jun-24	Jun-23	%Change	Jul 23 - Jun 24	Jul 22 - Jun 23	%Change	
1	West Santa Barbara	58	62	-6.5%	662	822	-19.5%
2	East Santa Barbara	124	118	5.1%	1,698	1,582	7.3%
3	Oak Park	74	22	236.4%	514	331	55.3%
4	Mesa/SBCC	9	6	50.0%	123	112	9.8%
5	Mesa / La Cumbre	32	8	300.0%	329	183	79.8%
6	Goleta	127	127	0.0%	1,297	1,194	8.6%
7	Calle Real / Fairview	168	97	73.2%	1,426	1,418	0.6%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	135	148	-8.8%	1,569	1,439	9.0%
12x	Goleta Express	60	16	275.0%	284	245	15.9%
14	Montecito	35	20	75.0%	265	196	35.2%
15x	SBCC / UCSB Express	-	-	0.0%	7	18	-61.1%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Low er West / SBCC	25	15	66.7%	308	331	-6.9%
19x	East SB / SBCC	1	-	100.0%	2	-	100.0%
20	Carpinteria	86	124	-30.6%	1,438	1,096	31.2%
23	Winchester Canyon	2	3	-33.3%	18	18	0.0%
24x	UCSB Express	15	22	-31.8%	129	224	-42.4%
25	Elw ood	3	1	200.0%	25	23	8.7%
27	Isla Vista Shuttle	4	4	0.0%	16	77	-79.2%
28	UCSB Shuttle	1	18	-94.4%	55	137	-59.9%
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		959	811	18.2%	10,167	9,447	7.6%
Downtown Waterfront Shuttles							
33	Dow ntow n Waterfront Shuttle	13	-	100.0%	13	-	100.0%
		-	-	0.0%	-	-	0.0%
DWS Total		13	-	100.0%	13	-	100.0%
System Total		972	811	19.9%	10,180	9,447	7.8%

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

Table I: June 2024 - Ridership by Day Type

	Jun-2024			Jun-2023				
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	257,459	20	12,873	278,909	22	12,678	195	1.5%
Saturday	41,173	5	8,235	31,857	4	7,964	270	3.4%
Sunday	32,022	5	6,404	23,667	4	5,917	488	8.2%
Total	330,654	30	11,022	334,433	30	11,148	-126	-1.1%

	FYTD 2024			FYTD 2023				
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	3,823,436	250	15,294	3,710,817	251	14,784	510	3.4%
Saturday	472,503	56	8,438	454,357	56	8,114	324	4.0%
Sunday	388,476	58	6,698	377,849	56	6,747	-49	-0.7%
Total	4,684,415	364	12,869	4,543,023	363	12,515	354	2.8%

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

External Factors Affecting Ridership

Service Days & School Days:

	Weekdays	Saturdays	Sundays	HS + JHS	SBCC	UCSB
Jun-24	20	5	5	18	0	10
Jun-23	22	4	4	20	0	12

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

Weather: June 2024 had 0.00 inches of precipitation, compared to 0.12 inches in June 2023.

	Temperature (°F)	High	Average	Low	Precipitation	
Jun-24	Maximum	93	69	61	Weekday: 0.00 in (0 days)	
	Mean	70	62	56	Saturday: 0.00 in (0 days) 0.00 in	
	Minimum	63	56	52	Sunday: 0.00 in (0 days)	
Jun-23	Maximum	75	65	62	Weekday: 0.12 in (3 days)	
	Mean	69	63	56	Saturday: 0.00 in (0 days) 0.12 in	
	Minimum	63	60	50	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.