



FY 2025 System Ridership Report for the 1st Quarter and for the Three-Month Period Ending September 30th, 2024

Ridership by Fare Category (July 2024 – September 2024)

Fare Categories	Quarter			YTD		
	Jul 24 - Sep 24	Jul 23 - Sep 23	% Change	FY 2024 - 2025	FY 2023 - 2024	% Change
General Fare	168,720	193,151	-12.6%	168,720	193,151	-12.6%
Transfers	81,172	81,133	0.0%	81,172	81,133	0.0%
Full Fare Prepaid ¹	214,442	220,803	-2.9%	214,442	220,803	-2.9%
Santa Barbara City College	52,955	49,017	8.0%	52,955	49,017	8.0%
Senior & Disabled Prepaid ²	146,604	142,916	2.6%	146,604	142,916	2.6%
Shuttle	5,695	-	100.0%	5,695	-	100.0%
UC Santa Barbara	149,419	122,209	22.3%	149,419	122,209	22.3%
Youth Prepaid ³	99,663	102,404	-2.7%	99,663	102,404	-2.7%
Free	20,167	19,453	3.7%	20,167	19,453	3.7%
Special Pass Programs	2,454	1,646	49.1%	2,454	1,646	49.1%
Senior Cash	29,546	29,013	1.8%	29,546	29,013	1.8%
Persons with Disabilities Cash	3,499	3,761	-7.0%	3,499	3,761	-7.0%
Tokens	5,541	6,910	-19.8%	5,541	6,910	-19.8%
Tap to Ride Transactions	47,684	4,615	933.2%	47,684	4,615	933.2%
Total	1,025,224	977,031	4.9%	1,025,224	977,031	4.9%

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 K-12 Youth 10-ride and unlimited 30-day Passport use.

Source: MTD Passdat Program, MTD Transit Development Department, Planning Section

Revenue Hours and Revenue Miles (July 2024 – September 2024)

Metrics	Quarter			YTD		
	Jul 24 - Sep 24	Jul 23 - Sep 23	%Change	FY 2024 - 2025	FY 2023 - 2024	% Change
Passengers	1,025,224	977,031	4.9%	1,025,224	977,031	4.9%
Revenue Hours	44,028	42,745	3.0%	44,028	42,745	3.0%
Passengers per Revenue Hour	23.3	22.9	1.9%	23.3	22.9	1.9%
Miles	538,209	521,301	3.2%	538,209	521,301	3.2%
Passengers per Mile	1.9	1.9	1.6%	1.9	1.9	1.6%

Source: MTD Passdat Program, MTD Transit Development Department, Planning Section

MTD System Ridership (July 2024 – September 2024)

		Quarter			YTD		
LINE		Jul 24 - Sep 24	Jul 23 - Sep 23	% Change	FY 2024 - 2025	FY 2023 - 2024	% Change
1	West Santa Barbara	68,913	59,647	15.5%	68,913	59,647	15.5%
2	East Santa Barbara	110,416	106,474	3.7%	110,416	106,474	3.7%
3	Oak Park	38,302	37,240	2.9%	38,302	37,240	2.9%
4	Mesa / SBCC	21,877	23,557	-7.1%	21,877	23,557	-7.1%
5	Mesa / La Cumbre	19,303	19,078	1.2%	19,303	19,078	1.2%
6	Goleta	116,407	115,995	0.4%	116,407	115,995	0.4%
7	County Health / Fairview	59,706	60,668	-1.6%	59,706	60,668	-1.6%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	188,874	185,184	2.0%	188,874	185,184	2.0%
12x	Goleta Express	35,741	33,441	6.9%	35,741	33,441	6.9%
14	Montecito	17,789	16,605	7.1%	17,789	16,605	7.1%
15x	SBCC / UCSB Express	18,696	16,043	16.5%	18,696	16,043	16.5%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Lower West / SBCC	25,219	26,270	-4.0%	25,219	26,270	-4.0%
19x	SBCC / East SB Express	1,853	1,058	75.1%	1,853	1,058	75.1%
20	Carpinteria	74,678	74,672	0.0%	74,678	74,672	0.0%
23	Winchester Canyon	11,863	8,454	40.3%	11,863	8,454	40.3%
24x	UCSB Express	89,651	84,388	6.2%	89,651	84,388	6.2%
25	Ellwood	14,150	12,769	10.8%	14,150	12,769	10.8%
27	Isla Vista Shuttle	29,339	18,966	54.7%	29,339	18,966	54.7%
28	UCSB Shuttle	44,317	45,572	-2.8%	44,317	45,572	-2.8%
36	Seaside Shuttle	-	-	0.0%	-	-	0.0%
37	Croston 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	32,435	30,950	4.8%	32,435	30,950	4.8%
System Subtotal		1,019,529	977,031	4.3%	1,019,529	977,031	4.3%
<i>Downtown Waterfront Shuttles</i>							
33	Downtown Waterfront Shuttle	5,695	-	100.0%	5,695	-	100.0%
		-	-	0.0%	-	-	0.0%
<i>Unknown</i>							
		-			-		
System Total		1,025,224	977,031	4.9%	1,025,224	977,031	4.9%
<i>Related Routes</i>							
11, 24x, 27, 28 UCSB Lines		352,181	334,110	5.4%	352,181	334,110	5.4%
1, 2 East/West		179,329	166,121	8.0%	179,329	166,121	8.0%
4, 5, 15x, 16, 17, 19x Mesa Lines		86,948	86,006	1.1%	86,948	86,006	1.1%
6, 11 State/Hollister		305,281	301,179	14%	305,281	301,179	14%

Source: MTD Passdat Program, MTD Transit Development Department, Planning Section

MTD Passengers per Revenue Hour (July 2024 – September 2024)

LINE	Quarter			YTD			
	Jul 24 - Sep 24	Jul 23 - Sep 23	% Change	FY 2024 - 2025	FY 2023 - 2024	% Change	
1	West Santa Barbara	26.7	23.2	15.0%	26.7	23.2	15.0%
2	East Santa Barbara	27.3	26.4	3.1%	27.3	26.4	3.1%
3	Oak Park	15.8	15.5	1.3%	15.8	15.5	1.3%
4	Mesa / SBCC	19.0	20.7	-7.9%	19.0	20.7	-7.9%
5	Mesa / La Cumbre	12.3	12.2	0.5%	12.3	12.2	0.5%
6	Goleta	26.8	26.1	2.7%	26.8	26.1	2.7%
7	County Health / Fairview	15.5	15.9	-2.4%	15.5	15.9	-2.4%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	28.9	27.4	5.3%	28.9	27.4	5.3%
12x	Goleta Express	21.2	20.0	6.4%	21.2	20.0	6.4%
14	Montecito	14.0	13.2	6.0%	14.0	13.2	6.0%
15x	SBCC / UCSB Express	18.0	17.3	4.2%	18.0	17.3	4.2%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Low er West / SBCC	29.4	30.9	-4.8%	29.4	30.9	-4.8%
19x	SBCC / East SB Express	7.1	10.8	-34.5%	7.1	10.8	-34.5%
20	Carpinteria	18.4	18.4	-0.4%	18.4	18.4	-0.4%
23	Winchester Canyon	11.0	11.2	-2.4%	11.0	11.2	-2.4%
24x	UCSB Express	32.1	30.3	5.8%	32.1	30.3	5.8%
25	Elw ood	19.8	19.4	2.5%	19.8	19.4	2.5%
27	Isla Vista Shuttle	25.4	17.2	47.8%	25.4	17.2	47.8%
28	UCSB Shuttle	31.6	32.2	-1.7%	31.6	32.2	-1.7%
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	68.8	69.3	-0.6%	68.8	69.3	-0.6%
	System Subtotal	23.3	22.9	1.9%	23.3	22.9	1.9%
<i>Downtown Waterfront Shuttles</i>							
33	Dow ntow n Waterfront Shuttle	8.2	-	100.0%	8.2	-	100.0%
		-	-	0.0%	-	-	0.0%
<i>Unknown</i>							
		-	-	0.0%	-	-	0.0%
	System Total	23.3	22.9	1.9%	23.3	22.9	1.9%
<i>Related Routes</i>							
	11, 24x, 27, 28 UCSB Lines	29.6	27.7	6.9%	29.6	27.7	6.9%
	1, 2, 37 East/West	27.0	25.2	7.4%	27.0	25.2	7.4%
	4, 5, 15x, 16, 17, 19x Mesa Lines	17.8	18.8	-5.1%	17.8	18.8	-5.1%
	6, 11 State/Hollister	28.0	26.9	4.3%	28.0	26.9	4.3%

Source: MTD Passdat Program, MTD Transit Development Department, Planning Section

MTD “At Capacity” Loads (July 2024 – September 2024)

LINE	Quarter			YTD			
	Jul 24 - Sep 24	Jul 23 - Sep 23	% Change	FY 2024 - 2025	FY 2023 - 2024	% Change	
1	West Santa Barbara	16	4	300.0%	16	4	300.0%
2	East Santa Barbara	9	9	0.0%	9	9	0.0%
3	Oak Park	3	1	200.0%	3	1	200.0%
4	Mesa / SBCC	1	-	100.0%	1	-	100.0%
5	Mesa / La Cumbre	2	1	100.0%	2	1	100.0%
6	Goleta	12	13	-7.7%	12	13	-7.7%
7	County Health / Fairview	-	-	0.0%	-	-	0.0%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	44	54	-18.5%	44	54	-18.5%
12x	Goleta Express	-	-	0.0%	-	-	0.0%
14	Montecito	6	6	0.0%	6	6	0.0%
15x	SBCC / UCSB Express	3	6	-50.0%	3	6	-50.0%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Lower West / SBCC	12	5	140.0%	12	5	140.0%
19x	SBCC / East SB Express	-	-	0.0%	-	-	0.0%
20	Carpinteria	5	11	-54.5%	5	11	-54.5%
23	Winchester Canyon	1	-	100.0%	1	-	100.0%
24x	UCSB Express	19	31	-38.7%	19	31	-38.7%
25	Ellwood	1	-	100.0%	1	-	100.0%
27	Isla Vista Shuttle	46	5	820.0%	46	5	820.0%
28	UCSB Shuttle	12	-	100.0%	12	-	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	21	32	-34.4%	21	32	-34.4%
System Subtotal		213	178	19.7%	213	178	19.7%
<i>Downtown Waterfront Shuttles</i>							
33	Downtown Waterfront Shuttle	1	-	100.0%	1	-	100.0%
		-	-	0.0%	-	-	0.0%
<i>Related Routes</i>							
11, 24x, 27, 28 UCSB Lines		121	90	34.4%	121	90	34.4%
1, 2 East/West		25	13	92.3%	25	13	92.3%
4, 5, 15x, 16, 17 Mesa Lines		18	12	50.0%	18	12	50.0%
6, 11 State/Hollister		56	67	-16.4%	56	67	-16.4%
<i>Unknown/Miscellaneous</i>		-	-	0.0%	-	-	0.0%
System Total		214	178	20.2%	214	178	20.2%

*Classified as a 30-foot vehicle with 10 or more standees, or a **40-foot vehicle with 20 or more**.
Source: GFI Genfare, MTD Transit Development Department, Planning Section

MTD “Too Full to Board” Loads (July 2024 – September 2024)

LINE	Quarter			YTD			
	Jul 24 - Sep 24	Jul 23 - Sep 23	% Change	FY 2024 - 2025	FY 2023 - 2024	% Change	
1	West Santa Barbara	12	2	500.0%	12	2	500.0%
2	East Santa Barbara	10	3	233.3%	10	3	233.3%
3	Oak Park	3	1	200.0%	3	1	200.0%
4	Mesa / SBCC	-	-	0.0%	-	-	0.0%
5	Mesa / La Cumbre	1	1	0.0%	1	1	0.0%
6	Goleta	12	14	-14.3%	12	14	-14.3%
7	County Health / Fairview	-	-	0.0%	-	-	0.0%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	71	50	42.0%	71	50	42.0%
12x	Goleta Express	1	1	0.0%	1	1	0.0%
14	Montecito	3	3	0.0%	3	3	0.0%
15x	SBCC / UCSB Express	11	3	266.7%	11	3	266.7%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Lower West / SBCC	-	-	0.0%	-	-	0.0%
19x	SBCC / East SB Express	1	-	100.0%	1	-	100.0%
20	Carpinteria	5	4	25.0%	5	4	25.0%
23	Winchester Canyon	1	-	100.0%	1	-	100.0%
24x	UCSB Express	93	111	-16.2%	93	111	-16.2%
25	Ellwood	1	-	100.0%	1	-	100.0%
27	Isla Vista Shuttle	41	6	583.3%	41	6	583.3%
28	UCSB Shuttle	26	17	52.9%	26	17	52.9%
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	20	15	33.3%	20	15	33.3%
System Subtotal		312	231	35.1%	312	231	35.1%
<i>Downtown Waterfront Shuttles</i>							
33	Downtown Waterfront Shuttle	6	-	100.0%	6	-	100.0%
		-	-	0.0%	-	-	0.0%
<i>Related Routes</i>							
11, 24x, 27, 28 UCSB Lines		231	184	25.5%	231	184	25.5%
1, 2 East/West		22	5	340.0%	22	5	340.0%
4, 5, 15x, 16, 17 Mesa Lines		12	4	200.0%	12	4	200.0%
6, 11 State/Hollister		83	64	29.7%	83	64	29.7%
<i>Unknown/Miscellaneous</i>		-	-	0.0%	-	-	0.0%
System Total		318	231	37.7%	318	231	37.7%

* Indicates that passengers were refused service because a vehicle was too full to safely board.
Source: GFI Genfare, MTD Transit Development Department, Planning Section

MTD Bicycles Carried (July 2024 – September 2024)

LINE		Quarter			YTD		
		Jul 24 - Sep 24	Jul 23 - Sep 23	% Change	FY 2024 - 2025	FY 2023 - 2024	% Change
1	West Santa Barbara	404	630	-35.9%	404	630	-35.9%
2	East Santa Barbara	1,514	1,151	31.5%	1,514	1,151	31.5%
3	Oak Park	10	23	-56.5%	10	23	-56.5%
4	Mesa / SBCC	184	272	-32.4%	184	272	-32.4%
5	Mesa / La Cumbre	342	316	8.2%	342	316	8.2%
6	Goleta	3,084	2,999	2.8%	3,084	2,999	2.8%
7	County Health / Fairview	1,724	1,835	-6.0%	1,724	1,835	-6.0%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	4,810	4,547	5.8%	4,810	4,547	5.8%
12x	Goleta Express	1,375	1,562	-12.0%	1,375	1,562	-12.0%
14	Montecito	373	331	12.7%	373	331	12.7%
15x	SBCC / UCSB Express	391	475	-17.7%	391	475	-17.7%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Lower West / SBCC	166	207	-19.8%	166	207	-19.8%
19x	SBCC / East SB Express	102	24	325.0%	102	24	325.0%
20	Carpinteria	1,805	1,924	-6.2%	1,805	1,924	-6.2%
23	Winchester Canyon	136	114	19.3%	136	114	19.3%
24x	UCSB Express	1,862	2,164	-14.0%	1,862	2,164	-14.0%
25	Elwood	242	203	19.2%	242	203	19.2%
27	Isla Vista Shuttle	125	119	5.0%	125	119	5.0%
28	UCSB Shuttle	335	285	17.5%	335	285	17.5%
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	7	27	-74.1%	7	27	-74.1%
System Subtotal		18,991	19,208	-1.1%	18,991	19,208	-1.1%
<i>Downtown Waterfront Shuttles</i>							
33	Downtown Waterfront Shuttle	-	-	0.0%	-	-	0.0%
		-	-	0.0%	-	-	0.0%
<i>Related Routes</i>							
11, 24x, 27, 28 UCSB Lines		7,132	7,115	0.2%	7,132	7,115	0.2%
1, 2 East/West		1,918	1,781	7.7%	1,918	1,781	7.7%
4, 5, 15x, 16, 17 Mesa Lines		1,083	1,270	-14.7%	1,083	1,270	-14.7%
6, 11 State/Hollister		7,894	7,546	4.6%	7,894	7,546	4.6%
<i>Unknown/Miscellaneous</i>		-	-	0.0%	-	-	0.0%
System Total		18,991	19,208	-1.1%	18,991	19,208	-1.1%

¹ MTD electric shuttles cannot carry bicycles.

Source: GFI Genfare, MTD Transit Development Department, Planning Section

MTD Wheelchairs Boarded (July 2024 – September 2024)

LINE	Quarter			YTD			
	Jul 24 - Sep 24	Jul 23 - Sep 23	% Change	FY 2024 - 2025	FY 2023 - 2024	% Change	
1	West Santa Barbara	215	225	-4.4%	215	225	-4.4%
2	East Santa Barbara	442	401	10.2%	442	401	10.2%
3	Oak Park	164	121	35.5%	164	121	35.5%
4	Mesa / SBCC	39	42	-7.1%	39	42	-7.1%
5	Mesa / La Cumbre	134	62	116.1%	134	62	116.1%
6	Goleta	516	298	73.2%	516	298	73.2%
7	County Health / Fairview	550	409	34.5%	550	409	34.5%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	602	470	28.1%	602	470	28.1%
12x	Goleta Express	119	59	101.7%	119	59	101.7%
14	Montecito	60	35	71.4%	60	35	71.4%
15x	SBCC / UCSB Express	-	4	-100.0%	-	4	-100.0%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Lower West / SBCC	88	103	-14.6%	88	103	-14.6%
19x	SBCC / East SB Express	-	1	-100.0%	-	1	-100.0%
20	Carpinteria	303	319	-5.0%	303	319	-5.0%
23	Winchester Canyon	14	2	600.0%	14	2	600.0%
24x	UCSB Express	48	27	77.8%	48	27	77.8%
25	Ellwood	44	6	633.3%	44	6	633.3%
27	Isla Vista Shuttle	9	5	80.0%	9	5	80.0%
28	UCSB Shuttle	11	5	120.0%	11	5	120.0%
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	1	0.0%	1	1	0.0%
System Subtotal		3,359	2,595	29.4%	3,359	2,595	29.4%
<i>Downtown Waterfront Shuttles</i>							
33	Downtown Waterfront Shuttle	32	-	100.0%	32	-	100.0%
		-	-	0.0%	-	-	0.0%
<i>Related Routes</i>							
11, 24x, 27, 28 UCSB Lines		670	507	32.1%	670	507	32.1%
1, 2 East/West		657	626	5.0%	657	626	5.0%
4, 5, 15x, 16, 17 Mesa Lines		261	211	23.7%	261	211	23.7%
6, 11 State/Hollister		1,118	768	45.6%	1,118	768	45.6%
<i>Unknown/Miscellaneous</i>		-	-	0.0%	-	-	0.0%
System Total		3,391	2,595	30.7%	3,391	2,595	30.7%

Source: GFI Genfare, MTD Transit Development Department, Planning Section