



System Ridership Report: September 2024

System wide ridership increased by 5.7% or 20,665 passengers, for the month of September 2024 as compared to September of 2023.

Table A: Ridership Trends by Fare Component

Fare Categories	Month			Fiscal Year to Date		
	Sep-24	Sep-23	%Change	Jul 24 - Sep 24	Jul 23 - Sep 23	%Change
Persons with Disabilities Cash	1,125	1,261	-10.8%	3,499	3,761	-7.0%
Full Fare Prepaid ⁽¹⁾	66,255	69,743	-5.0%	214,442	220,803	-2.9%
Free	6,638	7,026	-5.5%	20,167	19,453	3.7%
General Fare	54,084	61,495	-12.1%	168,720	193,151	-12.6%
Santa Barbara City College	32,561	32,732	-0.5%	52,955	49,017	8.0%
Senior & Disabled Prepaid ⁽²⁾	46,041	46,129	-0.2%	146,604	142,916	2.6%
Shuttle	424	-	0.0%	5,695	-	0.0%
Senior Cash	9,323	9,219	1.1%	29,546	29,013	1.8%
Youth(K-12) Prepaid ⁽³⁾	38,697	38,736	-0.1%	99,663	102,404	-2.7%
Special Pass Programs	712	510	39.6%	2,454	1,646	49.1%
Tokens	1,690	2,106	-19.8%	5,541	6,910	-19.8%
Transfers	26,699	29,484	-9.4%	81,172	81,133	0.0%
UC Santa Barbara	79,161	59,612	32.8%	149,419	122,209	22.3%
Tap to Ride Transactions	18,189	2,679	578.9%	47,684	4,615	933.2%
Total	381,397	360,732	5.7%	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 student 10-Ride and Unlimited 30-Day Passport use.

Table B: Revenue Hours and Revenue Miles

Metrics	Month			Fiscal Year to Date		
	Sep-24	Sep-23	%Change	Jul 24 - Sep 24	Jul 23 - Sep 23	%Change
Passengers	381,397	360,732	5.7%	1,025,224	977,031	4.9%
Revenue Hours	14,219	13,976	1.7%	44,028	42,745	3.0%
Passengers per Rev Hour	26.82	25.81	3.9%	23.29	22.86	1.9%
Revenue Miles	174,901	171,583	1.9%	538,209	521,301	3.2%
Passengers per Rev Mile	2.18	2.10	3.7%	1.90	1.87	1.6%

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

Table C: September 2024 System Ridership

LINE	Month			Fiscal Year to Date		
	Sep-24	Sep-23	%Change	Jul 24 - Sep 24	Jul 23 - Sep 23	%Change
1 West Santa Barbara	24,855	21,886	13.6%	68,913	59,647	15.5%
2 East Santa Barbara	38,282	37,451	2.2%	110,416	106,474	3.7%
3 Oak Park	12,780	13,316	-4.0%	38,302	37,240	2.9%
4 Mesa/SBCC	8,631	9,999	-13.7%	21,877	23,557	-7.1%
5 Mesa / La Cumbre	7,749	7,878	-1.6%	19,303	19,078	1.2%
6 Goleta	37,670	38,136	-1.2%	116,407	115,995	0.4%
7 County Health / Fairview	19,388	20,263	-4.3%	59,706	60,668	-1.6%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	68,969	65,964	4.6%	188,874	185,184	2.0%
12x Goleta Express	11,787	11,498	2.5%	35,741	33,441	6.9%
14 Montecito	5,703	5,521	3.3%	17,789	16,605	7.1%
15x SBCC / UCSB Express	10,502	8,921	17.7%	18,696	16,043	16.5%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	10,345	12,009	-13.9%	25,219	26,270	-4.0%
19x East SB / SBCC	885	871	1.6%	1,853	1,058	75.1%
20 Carpinteria	23,939	23,835	0.4%	74,678	74,672	0.0%
23 Winchester Canyon	4,503	2,940	53.2%	11,863	8,454	40.3%
24x UCSB Express	28,901	25,787	12.1%	89,651	84,388	6.2%
25 Elwood	4,763	4,058	17.4%	14,150	12,769	10.8%
27 Isla Vista Shuttle	18,294	9,539	91.8%	29,339	18,966	54.7%
28 UCSB Shuttle	21,885	20,093	8.9%	44,317	45,572	-2.8%
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	21,142	20,767	1.8%	32,435	30,950	4.8%
System Subtotal	380,973	360,732	5.6%	1,019,529	977,031	4.3%
Downtown Waterfront Shuttles						
33 Dwn. Waterfront Shuttle	424	-	100.0%	5,695	-	100.0%
	-	-	0.0%	-	-	0.0%
DWS Total	424	-	100.0%	5,695	-	100.0%
System Total	381,397	360,732	5.7%	1,025,224	977,031	4.9%

Related Routes						
11, 24x, 27, 28 UCSB Lines	138,049	121,383	13.7%	352,181	334,110	5.4%
1, 2 East/West	63,137	59,337	6.4%	179,329	166,121	8.0%
4, 5, 15x, 16, 17, 19x Mesa Lines	38,112	39,678	-3.9%	86,948	86,006	1.1%
6, 11 State/Hollister	106,639	104,100	2.4%	305,281	301,179	1.4%

*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: September 2024 - Passengers per Hour

LINE		Month			Fiscal Year to Date		
		Sep-24	Sep-23	%Change	Jul 24 - Sep 24	Jul 23 - Sep 23	%Change
1	West Santa Barbara	30.0	26.4	13.6%	26.7	23.2	15.0%
2	East Santa Barbara	29.5	28.8	2.2%	27.3	26.4	3.1%
3	Oak Park	16.6	17.5	-5.5%	15.8	15.5	1.3%
4	Mesa/SBCC	23.7	27.3	-13.1%	19.0	20.7	-7.9%
5	Mesa / La Cumbre	15.3	15.5	-1.5%	12.3	12.2	0.5%
6	Goleta	26.6	26.6	-0.2%	26.8	26.1	2.7%
7	Calle Real / Fairview	15.7	16.5	-4.7%	15.5	15.9	-2.4%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	32.5	30.6	6.1%	28.9	27.4	5.3%
12x	Goleta Express	21.5	21.1	2.1%	21.2	20.0	6.4%
14	Montecito	14.4	13.7	5.1%	14.0	13.2	6.0%
15x	SBCC / UCSB Express	29.8	30.5	-2.4%	18.0	17.3	4.2%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Low er West / SBCC	38.0	43.9	-13.3%	29.4	30.9	-4.8%
19x	East SB / SBCC	10.9	10.7	1.9%	7.1	10.8	-34.5%
20	Carpinteria	18.4	18.2	1.1%	18.4	18.4	-0.4%
23	Winchester Canyon	12.9	10.3	25.0%	11.0	11.2	-2.4%
24x	UCSB Express	32.0	28.5	12.0%	32.1	30.3	5.8%
25	Elw ood	20.8	21.1	-1.7%	19.8	19.4	2.5%
27	Isla Vista Shuttle	44.8	27.2	64.8%	25.4	17.2	47.8%
28	UCSB Shuttle	45.0	41.9	7.4%	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	72.0	74.6	-3.5%	68.8	69.3	-0.6%
System Average		26.9	25.8	4.2%	23.5	22.9	2.9%
Downtown Waterfront Shuttles							
33	Dow ntow n Waterfront Shuttle	8.7	-	100.0%	8.2	-	100.0%
		-	-	0.0%	-	-	0.0%
DWS Average		8.7	-	100.0%	8.2	-	100.0%
System Total		26.8	25.8	3.9%	23.3	22.9	1.9%

Related Routes							
11, 24x, 27, 28 UCSB Lines		35.2	31.2	12.8%	29.6	27.7	6.9%
1, 2 East/West		29.7	27.9	6.4%	27.0	25.2	7.4%
4, 5, 15x, 16, 17,19x Mesa Lines		24.2	26.1	-7.3%	17.8	18.8	-5.1%
6, 11 State/Hollister		30.1	29.0	3.8%	28.0	26.9	4.3%

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

Table E: September 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		
	Sep-24	Sep-23	%Change	Jul 24 - Sep 24	Jul 23 - Sep 23	%Change
1 West Santa Barbara	9	4	125.0%	16	4	300.0%
2 East Santa Barbara	3	3	0.0%	9	9	0.0%
3 Oak Park	1	-	100.0%	3	1	200.0%
4 Mesa/SBCC	-	-	0.0%	1	-	100.0%
5 Mesa / La Cumbre	1	1	0.0%	2	1	100.0%
6 Goleta	3	3	0.0%	12	13	-7.7%
7 Calle Real / Fairview	-	-	0.0%	-	-	0.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	31	26	19.2%	44	54	-18.5%
12x Goleta Express	-	-	0.0%	-	-	0.0%
14 Montecito	4	-	100.0%	6	6	0.0%
15x SBCC / UCSB Express	3	4	-25.0%	3	6	-50.0%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	8	4	100.0%	12	5	140.0%
19x East SB / SBCC	-	-	0.0%	-	-	0.0%
20 Carpinteria	2	2	0.0%	5	11	-54.5%
23 Winchester Canyon	1	-	100.0%	1	-	100.0%
24x UCSB Express	13	7	85.7%	19	31	-38.7%
25 Elwood	-	-	0.0%	1	-	100.0%
27 Isla Vista Shuttle	46	5	820.0%	46	5	820.0%
28 UCSB Shuttle	11	-	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	12	18	-33.3%	22	32	-31.3%
System Subtotal	148	77	92.2%	214	178	20.2%
Downtown Waterfront Shuttles						
33 Downtown Waterfront Shuttle	-	-	0.0%	1	-	100.0%
	-	-	0.0%	-	-	0.0%
DWS Total	-	-	0.0%	1	-	100.0%
System Total	148	77	92.2%	215	178	20.8%

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

Table F: September 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		
	Sep-24	Sep-23	%Change	Jul 24 - Sep 24	Jul 23 - Sep 23	%Change
1 West Santa Barbara	5	1	400.0%	12	2	500.0%
2 East Santa Barbara	4	1	300.0%	10	3	233.3%
3 Oak Park	1	-	100.0%	3	1	200.0%
4 Mesa/SBCC	-	-	0.0%	-	-	0.0%
5 Mesa / La Cumbre	-	-	0.0%	1	1	0.0%
6 Goleta	4	5	-20.0%	12	14	-14.3%
7 Calle Real / Fairview	-	-	0.0%	-	-	0.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	60	41	46.3%	71	50	42.0%
12x Goleta Express	-	-	0.0%	1	1	0.0%
14 Montecito	-	-	0.0%	3	3	0.0%
15x SBCC / UCSB Express	8	2	300.0%	11	3	266.7%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	-	-	0.0%	-	-	0.0%
19x East SB / SBCC	-	-	0.0%	1	-	100.0%
20 Carpinteria	1	1	0.0%	5	4	25.0%
23 Winchester Canyon	-	-	0.0%	1	-	100.0%
24x UCSB Express	43	28	53.6%	93	111	-16.2%
25 Elwood	-	-	0.0%	1	-	100.0%
27 Isla Vista Shuttle	41	6	583.3%	41	6	583.3%
28 UCSB Shuttle	22	15	46.7%	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	14	7	100.0%	20	15	33.3%
System Subtotal	203	107	89.7%	312	231	35.1%
Downtown Waterfront Shuttles						
33 Downtown Waterfront Shuttle	2	-	100.0%	6	-	100.0%
	-	-	0.0%	-	-	0.0%
DWS Total	2	-	100.0%	6	-	100.0%
System Total	205	107	91.6%	318	231	37.7%

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

Table G: September 2024 – Bicycles Carried

LINE	Month			Fiscal Year to Date			
	Sep-24	Sep-23	%Change	Jul 24 - Sep 24	Jul 23 - Sep 23	%Change	
1	West Santa Barbara	119	219	-45.7%	404	630	-35.9%
2	East Santa Barbara	507	403	25.8%	1,514	1,151	31.5%
3	Oak Park	1	8	-87.5%	10	23	-56.5%
4	Mesa/SBCC	37	96	-61.5%	184	272	-32.4%
5	Mesa / La Cumbre	86	138	-37.7%	342	316	8.2%
6	Goleta	1,092	989	10.4%	3,084	2,999	2.8%
7	Calle Real / Fairview	561	591	-5.1%	1,724	1,835	-6.0%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	1,604	1,493	7.4%	4,810	4,547	5.8%
12x	Goleta Express	466	515	-9.5%	1,375	1,562	-12.0%
14	Montecito	88	95	-7.4%	373	331	12.7%
15x	SBCC / UCSB Express	177	233	-24.0%	391	475	-17.7%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Low er West / SBCC	42	70	-40.0%	166	207	-19.8%
19x	East SB / SBCC	40	19	110.5%	102	24	325.0%
20	Carpinteria	589	616	-4.4%	1,805	1,924	-6.2%
23	Winchester Canyon	51	39	30.8%	136	114	19.3%
24x	UCSB Express	630	739	-14.7%	1,862	2,164	-14.0%
25	Elw ood	57	79	-27.8%	242	203	19.2%
27	Isla Vista Shuttle	56	53	5.7%	125	119	5.0%
28	UCSB Shuttle	133	111	19.8%	335	285	17.5%
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	2	19	-89.5%	7	27	-74.1%
System Subtotal		6,338	6,525	-2.9%	18,991	19,208	-1.1%
Downtown Waterfront Shuttles							
33	Dow ntown Waterfront Shuttle	-	-	0.0%	-	-	0.0%
		-	-	0.0%	-	-	0.0%
DWS Total		-	-	0.0%	-	-	0.0%
System Total		6,338	6,525	-2.9%	18,991	19,208	-1.1%

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

Table H: September 2024 – Wheelchairs Boarded

LINE	Month			Fiscal Year to Date			
	Sep-24	Sep-23	%Change	Jul 24 - Sep 24	Jul 23 - Sep 23	%Change	
1	West Santa Barbara	70	86	-18.6%	215	225	-4.4%
2	East Santa Barbara	136	145	-6.2%	442	401	10.2%
3	Oak Park	57	38	50.0%	164	121	35.5%
4	Mesa/SBCC	19	13	46.2%	39	42	-7.1%
5	Mesa / La Cumbre	56	21	166.7%	134	62	116.1%
6	Goleta	180	96	87.5%	516	298	73.2%
7	Calle Real / Fairview	160	97	64.9%	550	409	34.5%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	214	167	28.1%	602	470	28.1%
12x	Goleta Express	39	26	50.0%	119	59	101.7%
14	Montecito	21	7	200.0%	60	35	71.4%
15x	SBCC / UCSB Express	-	4	-100.0%	-	4	-100.0%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Low er West / SBCC	35	49	-28.6%	88	103	-14.6%
19x	East SB / SBCC	-	1	-100.0%	-	1	-100.0%
20	Carpinteria	104	113	-8.0%	303	319	-5.0%
23	Winchester Canyon	6	-	100.0%	14	2	600.0%
24x	UCSB Express	12	7	71.4%	48	27	77.8%
25	Elw ood	11	3	266.7%	44	6	633.3%
27	Isla Vista Shuttle	1	1	0.0%	9	5	80.0%
28	UCSB Shuttle	4	1	300.0%	11	5	120.0%
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	1	1	0.0%	1	1	0.0%
System Subtotal		1,126	876	28.5%	3,359	2,595	29.4%
Downtown Waterfront Shuttles							
33	Dow ntow n Waterfront Shuttle	1	-	100.0%	32	-	100.0%
		-	-	0.0%	-	-	0.0%
DWS Total		1	-	100.0%	32	-	100.0%
System Total		1,127	876	28.7%	3,391	2,595	30.7%

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

Table I: September 2024 - Ridership by Day Type

	Sep-2024			Sep-2023				
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	307,973	20	15,399	292,893	20	14,645	754	5.1%
Saturday	33,602	4	8,401	39,210	5	7,842	559	7.1%
Sunday	39,822	6	6,637	28,629	5	5,726	911	15.9%
Total	381,397	30	12,713	360,732	30	12,024	689	5.7%

	FYTD 2025			FYTD 2024				
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	836,225	64	13,066	792,646	63	12,582	484	3.8%
Saturday	97,897	13	7,531	102,351	14	7,311	220	3.0%
Sunday	91,102	15	6,073	82,034	15	5,469	605	11.1%
Total	1,025,224	92	11,144	977,031	92	10,620	524	4.9%

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

External Factors Affecting Ridership

Service Days & School Days:

	Weekdays	Saturdays	Sundays	HS + JHS	SBCC	UCSB
Sep-24	20	4	6	20	20	5
Sep-23	20	5	5	19	20	5

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

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

	Temperature (°F)	High	Average	Low	Precipitation	
Sep-24	Maximum	92	74	65	Weekday: 0.00 in (0 days)	
	Mean	73	65	58	Saturday: 0.00 in (0 days) 0.00 in	
	Minimum	66	61	50	Sunday: 0.00 in (0 days)	
Sep-23	Maximum	84	74	68	Weekday: 0.00 in (0 days)	
	Mean	75	67	60	Saturday: 0.00 in (0 days) 0.00 in	
	Minimum	69	63	52	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.