



System Ridership Report: October 2024

System wide ridership increased by 7.2% or 36,258 passengers, for the month of October 2024 as compared to October of 2023.

Table A: Ridership Trends by Fare Component

| Fare Categories | Month | | | Fiscal Year to Date | | |
|--|----------------|----------------|-------------|---------------------|------------------|-------------|
| | Oct-24 | Oct-23 | %Change | Jul 24 - Oct 24 | Jul 23 - Oct 23 | %Change |
| General Fare ⁽⁴⁾ | 73,589 | 65,786 | 11.9% | 288,023 | 263,404 | 9.3% |
| Full Fare Prepaid ⁽¹⁾ | 70,652 | 70,069 | 0.8% | 285,063 | 290,872 | -2.0% |
| Transfers ⁽⁴⁾ | 28,820 | 31,328 | -8.0% | 111,677 | 112,609 | -0.8% |
| Tokens | 2,124 | 2,222 | -4.4% | 7,647 | 9,132 | -16.3% |
| Free | 7,024 | 7,521 | -6.6% | 26,489 | 26,974 | -1.8% |
| Senior & Disabled Prepaid ⁽²⁾ | 51,092 | 49,818 | 2.6% | 197,647 | 192,734 | 2.5% |
| People with Disabilities Cash | 1,161 | 1,466 | -20.8% | 4,611 | 5,227 | -11.8% |
| Senior Cash | 9,876 | 9,686 | 2.0% | 38,494 | 38,699 | -0.5% |
| Senior Tap2Ride | 2 | - | 100.0% | 2 | - | 100.0% |
| People with Disabilities Tap2Ride | 1 | - | 100.0% | 6 | - | 100.0% |
| Youth(K-12) Prepaid ⁽³⁾ | 44,628 | 44,588 | 0.1% | 144,285 | 146,992 | -1.8% |
| Santa Barbara City College | 35,495 | 34,134 | 4.0% | 88,444 | 83,151 | 6.4% |
| UC Santa Barbara | 216,091 | 187,865 | 15.0% | 365,498 | 310,074 | 17.9% |
| Special Pass Programs | 755 | 569 | 32.7% | 2,953 | 2,215 | 33.3% |
| Shuttle | - | - | 0.0% | 5,695 | - | 100.0% |
| Total | 541,310 | 505,052 | 7.2% | 1,566,534 | 1,482,083 | 5.7% |

(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.

(4) Includes Tap2Ride transactions of the same fare product.

Table B: Revenue Hours and Revenue Miles

| Metrics | Month | | | Fiscal Year to Date | | |
|-------------------------|---------|---------|---------|---------------------|-----------------|---------|
| | Oct-24 | Oct-23 | %Change | Jul 24 - Oct 24 | Jul 23 - Oct 23 | %Change |
| Passengers | 541,310 | 505,052 | 7.2% | 1,566,534 | 1,482,083 | 5.7% |
| Revenue Hours | 15,482 | 14,906 | 3.9% | 59,510 | 57,651 | 3.2% |
| Passengers per Rev Hour | 34.96 | 33.88 | 3.2% | 26.32 | 25.71 | 2.4% |
| Revenue Miles | 189,115 | 182,004 | 3.9% | 721,721 | 703,305 | 2.6% |
| Passengers per Rev Mile | 2.86 | 2.77 | 3.1% | 2.17 | 2.11 | 3.0% |

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

Table C: October 2024 System Ridership

| LINE | Month | | | Fiscal Year to Date | | |
|-------------------------------------|----------------|----------------|-------------|---------------------|------------------|---------------|
| | Oct-24 | Oct-23 | %Change | Jul 24 - Oct 24 | Jul 23 - Oct 23 | %Change |
| 1 West Santa Barbara | 27,051 | 23,121 | 17.0% | 95,964 | 82,768 | 15.9% |
| 2 East Santa Barbara | 41,317 | 40,181 | 2.8% | 151,733 | 146,655 | 3.5% |
| 3 Oak Park | 14,499 | 14,988 | -3.3% | 52,801 | 52,228 | 1.1% |
| 4 Mesa/SBCC | 9,232 | 10,739 | -14.0% | 31,109 | 34,296 | -9.3% |
| 5 Mesa / La Cumbre | 8,304 | 7,899 | 5.1% | 27,607 | 26,977 | 2.3% |
| 6 Goleta | 41,798 | 42,019 | -0.5% | 158,205 | 158,014 | 0.1% |
| 7 County Health / Fairview | 22,585 | 21,703 | 4.1% | 82,291 | 82,371 | -0.1% |
| 10 Cathedral Oaks | - | - | 0.0% | - | - | 0.0% |
| 11 UCSB | 104,001 | 104,039 | 0.0% | 292,875 | 289,223 | 1.3% |
| 12x Goleta Express | 13,514 | 13,845 | -2.4% | 49,255 | 47,286 | 4.2% |
| 14 Montecito | 6,399 | 6,013 | 6.4% | 24,188 | 22,618 | 6.9% |
| 15x SBCC / UCSB Express | 15,287 | 11,740 | 30.2% | 33,983 | 27,783 | 22.3% |
| 16 City College Shuttle | - | - | 0.0% | - | - | 0.0% |
| 17 Lower West / SBCC | 11,767 | 12,304 | -4.4% | 36,986 | 38,574 | -4.1% |
| 19x East SB / SBCC | 905 | 1,062 | -14.8% | 2,758 | 2,120 | 30.1% |
| 20 Carpinteria | 26,480 | 26,418 | 0.2% | 101,158 | 101,090 | 0.1% |
| 23 Winchester Canyon | 5,301 | 4,042 | 31.1% | 17,164 | 12,496 | 37.4% |
| 24x UCSB Express | 51,592 | 52,237 | -1.2% | 141,243 | 136,625 | 3.4% |
| 25 Elwood | 5,589 | 4,420 | 26.4% | 19,739 | 17,189 | 14.8% |
| 27 Isla Vista Shuttle | 55,666 | 25,691 | 116.7% | 85,005 | 44,657 | 90.4% |
| 28 UCSB Shuttle | 57,082 | 59,626 | -4.3% | 101,399 | 105,198 | -3.6% |
| 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 | 22,941 | 22,965 | -0.1% | 55,376 | 53,915 | 2.7% |
| System Subtotal | 541,310 | 505,052 | 7.2% | 1,560,839 | 1,482,083 | 5.3% |
| Downtown Waterfront Shuttles | | | | | | |
| 33 Dw tn. Waterfront Shuttle | - | - | 0.0% | 5,695 | - | 100.0% |
| | - | - | 0.0% | - | - | 0.0% |
| DWS Total | - | - | 0.0% | 5,695 | - | 100.0% |
| System Total | 541,310 | 505,052 | 7.2% | 1,566,534 | 1,482,083 | 5.7% |

| Related Routes | | | | | | |
|-----------------------------------|---------|---------|-------|---------|---------|------|
| 11, 24x, 27, 28 UCSB Lines | 268,341 | 241,593 | 11.1% | 620,522 | 575,703 | 7.8% |
| 1, 2 East/West | 68,368 | 63,302 | 8.0% | 247,697 | 229,423 | 8.0% |
| 4, 5, 15x, 16, 17, 19x Mesa Lines | 45,495 | 43,744 | 4.0% | 132,443 | 129,750 | 2.1% |
| 6, 11 State/Hollister | 145,799 | 146,058 | -0.2% | 451,080 | 447,237 | 0.9% |

*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: October 2024 - Passengers per Hour

| LINE | | Month | | | Fiscal Year to Date | | |
|-------------------------------------|-------------------------------|-------------|-------------|-------------|---------------------|-----------------|---------------|
| | | Oct-24 | Oct-23 | %Change | Jul 24 - Oct 24 | Jul 23 - Oct 23 | %Change |
| 1 | West Santa Barbara | 30.4 | 26.4 | 15.0% | 27.6 | 24.0 | 15.0% |
| 2 | East Santa Barbara | 29.5 | 29.2 | 1.0% | 27.8 | 27.1 | 2.6% |
| 3 | Oak Park | 17.0 | 18.1 | -6.0% | 16.1 | 16.2 | -0.7% |
| 4 | Mesa/SBCC | 23.2 | 27.4 | -15.5% | 20.1 | 22.4 | -10.2% |
| 5 | Mesa / La Cumbre | 15.4 | 14.8 | 3.8% | 13.1 | 12.9 | 1.5% |
| 6 | Goleta | 28.3 | 28.0 | 1.0% | 27.2 | 26.6 | 2.2% |
| 7 | Calle Real / Fairview | 16.8 | 16.5 | 1.9% | 15.8 | 16.0 | -1.3% |
| 10 | Cathedral Oaks | - | - | 0.0% | - | - | 0.0% |
| 11 | UCSB | 47.0 | 46.1 | 2.0% | 33.4 | 32.1 | 4.2% |
| 12x | Goleta Express | 23.7 | 24.3 | -2.6% | 21.9 | 21.1 | 3.7% |
| 14 | Montecito | 14.3 | 14.0 | 2.5% | 14.1 | 13.4 | 5.1% |
| 15x | SBCC / UCSB Express | 37.0 | 35.8 | 3.3% | 23.4 | 22.1 | 5.9% |
| 16 | City College Shuttle | - | - | 0.0% | - | - | 0.0% |
| 17 | Low er West / SBCC | 39.6 | 42.1 | -6.1% | 32.0 | 33.7 | -5.1% |
| 19x | East SB / SBCC | 9.6 | 11.7 | -18.5% | 7.7 | 11.2 | -31.3% |
| 20 | Carpinteria | 19.0 | 19.2 | -1.3% | 18.5 | 18.6 | -0.6% |
| 23 | Winchester Canyon | 14.3 | 13.5 | 6.2% | 11.8 | 11.9 | -0.5% |
| 24x | UCSB Express | 54.1 | 55.2 | -1.9% | 37.7 | 36.6 | 2.9% |
| 25 | Elw ood | 22.8 | 21.7 | 5.3% | 20.6 | 19.9 | 3.5% |
| 27 | Isla Vista Shuttle | 86.5 | 68.9 | 25.6% | 47.3 | 30.2 | 56.3% |
| 28 | UCSB Shuttle | 90.8 | 96.0 | -5.4% | 50.0 | 51.6 | -3.3% |
| 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 | 74.1 | 75.2 | -1.4% | 70.9 | 71.7 | -1.0% |
| System Average | | 35.0 | 33.9 | 3.2% | 26.5 | 25.7 | 3.2% |
| Downtown Waterfront Shuttles | | | | | | | |
| 33 | Dow ntow n Waterfront Shuttle | - | - | 0.0% | 8.2 | - | 100.0% |
| | | - | - | 0.0% | - | - | 0.0% |
| DWS Average | | - | - | 0.0% | 8.2 | - | 100.0% |
| System Total | | 35.0 | 33.9 | 3.2% | 26.3 | 25.7 | 2.4% |

| Related Routes | | | | | | | |
|----------------------------------|--|------|------|-------|------|------|-------|
| 11, 24x, 27, 28 UCSB Lines | | 60.5 | 57.6 | 5.0% | 38.0 | 35.4 | 7.3% |
| 1, 2 East/West | | 29.8 | 28.1 | 6.1% | 27.8 | 25.9 | 7.1% |
| 4, 5, 15x, 16, 17,19x Mesa Lines | | 26.1 | 26.8 | -2.5% | 20.0 | 20.9 | -4.2% |
| 6, 11 State/Hollister | | 39.5 | 38.9 | 1.6% | 30.9 | 29.9 | 3.5% |

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

Table E: October 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 | | |
|-------------------------------------|------------|------------|--------------|---------------------|-----------------|---------------|
| | Oct-24 | Oct-23 | %Change | Jul 24 - Oct 24 | Jul 23 - Oct 23 | %Change |
| 1 West Santa Barbara | 9 | 1 | 800.0% | 25 | 5 | 400.0% |
| 2 East Santa Barbara | 6 | 3 | 100.0% | 15 | 12 | 25.0% |
| 3 Oak Park | 1 | - | 100.0% | 4 | 1 | 300.0% |
| 4 Mesa/SBCC | - | - | 0.0% | 1 | - | 100.0% |
| 5 Mesa / La Cumbre | 2 | - | 100.0% | 4 | 1 | 300.0% |
| 6 Goleta | 5 | 8 | -37.5% | 17 | 21 | -19.0% |
| 7 Calle Real / Fairview | - | 2 | -100.0% | - | 2 | -100.0% |
| 10 Cathedral Oaks | - | - | 0.0% | - | - | 0.0% |
| 11 UCSB | 50 | 107 | -53.3% | 94 | 161 | -41.6% |
| 12x Goleta Express | - | - | 0.0% | - | - | 0.0% |
| 14 Montecito | 8 | 1 | 700.0% | 14 | 7 | 100.0% |
| 15x SBCC / UCSB Express | 2 | 3 | -33.3% | 5 | 9 | -44.4% |
| 16 City College Shuttle | - | - | 0.0% | - | - | 0.0% |
| 17 Lower West / SBCC | 5 | 4 | 25.0% | 17 | 9 | 88.9% |
| 19x East SB / SBCC | - | - | 0.0% | - | - | 0.0% |
| 20 Carpinteria | 7 | 4 | 75.0% | 12 | 15 | -20.0% |
| 23 Winchester Canyon | 1 | - | 100.0% | 2 | - | 100.0% |
| 24x UCSB Express | 26 | 60 | -56.7% | 45 | 91 | -50.5% |
| 25 Elwood | - | - | 0.0% | 1 | - | 100.0% |
| 27 Isla Vista Shuttle | 159 | 23 | 591.3% | 205 | 28 | 632.1% |
| 28 UCSB Shuttle | 15 | - | 100.0% | 27 | - | 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 | 1 | 26 | -96.2% | 22 | 58 | -62.1% |
| System Subtotal | 297 | 242 | 22.7% | 510 | 420 | 21.4% |
| 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 | 297 | 242 | 22.7% | 511 | 420 | 21.7% |

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

Table F: October 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 | | |
|-------------------------------------|------------|------------|-------------|---------------------|-----------------|---------------|
| | Oct-24 | Oct-23 | %Change | Jul 24 - Oct 24 | Jul 23 - Oct 23 | %Change |
| 1 West Santa Barbara | 7 | - | 100.0% | 19 | 2 | 850.0% |
| 2 East Santa Barbara | 5 | 3 | 66.7% | 15 | 6 | 150.0% |
| 3 Oak Park | 2 | 1 | 100.0% | 5 | 2 | 150.0% |
| 4 Mesa/SBCC | - | - | 0.0% | - | - | 0.0% |
| 5 Mesa / La Cumbre | - | 1 | -100.0% | 1 | 2 | -50.0% |
| 6 Goleta | 4 | 7 | -42.9% | 16 | 21 | -23.8% |
| 7 Calle Real / Fairview | - | - | 0.0% | - | - | 0.0% |
| 10 Cathedral Oaks | - | - | 0.0% | - | - | 0.0% |
| 11 UCSB | 145 | 230 | -37.0% | 216 | 280 | -22.9% |
| 12x Goleta Express | 6 | 5 | 20.0% | 7 | 6 | 16.7% |
| 14 Montecito | 1 | - | 100.0% | 4 | 3 | 33.3% |
| 15x SBCC / UCSB Express | 21 | 9 | 133.3% | 32 | 12 | 166.7% |
| 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 | 4 | 5 | -20.0% | 9 | 9 | 0.0% |
| 23 Winchester Canyon | 4 | 3 | 33.3% | 5 | 3 | 66.7% |
| 24x UCSB Express | 141 | 138 | 2.2% | 234 | 249 | -6.0% |
| 25 Elwood | - | - | 0.0% | 1 | - | 100.0% |
| 27 Isla Vista Shuttle | 112 | 48 | 133.3% | 153 | 54 | 183.3% |
| 28 UCSB Shuttle | 104 | 79 | 31.6% | 130 | 96 | 35.4% |
| 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 | 6 | -16.7% | 25 | 21 | 19.0% |
| System Subtotal | 561 | 535 | 4.9% | 873 | 766 | 14.0% |
| Downtown Waterfront Shuttles | | | | | | |
| 33 Downtown Waterfront Shuttle | - | - | 0.0% | 6 | - | 100.0% |
| | - | - | 0.0% | - | - | 0.0% |
| DWS Total | - | - | 0.0% | 6 | - | 100.0% |
| System Total | 561 | 535 | 4.9% | 879 | 766 | 14.8% |

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

Table G: October 2024 – Bicycles Carried

| LINE | | Month | | | Fiscal Year to Date | | |
|-------------------------------------|------------------------------|--------------|--------------|--------------|---------------------|-----------------|--------------|
| | | Oct-24 | Oct-23 | %Change | Jul 24 - Oct 24 | Jul 23 - Oct 23 | %Change |
| 1 | West Santa Barbara | 129 | 205 | -37.1% | 533 | 835 | -36.2% |
| 2 | East Santa Barbara | 452 | 396 | 14.1% | 1,966 | 1,547 | 27.1% |
| 3 | Oak Park | 13 | 9 | 44.4% | 23 | 32 | -28.1% |
| 4 | Mesa/SBCC | 62 | 133 | -53.4% | 246 | 405 | -39.3% |
| 5 | Mesa / La Cumbre | 84 | 131 | -35.9% | 426 | 447 | -4.7% |
| 6 | Goleta | 1,069 | 994 | 7.5% | 4,153 | 3,993 | 4.0% |
| 7 | Calle Real / Fairview | 624 | 529 | 18.0% | 2,348 | 2,364 | -0.7% |
| 10 | Cathedral Oaks | - | - | 0.0% | - | - | 0.0% |
| 11 | UCSB | 1,708 | 1,646 | 3.8% | 6,518 | 6,193 | 5.2% |
| 12x | Goleta Express | 409 | 502 | -18.5% | 1,784 | 2,064 | -13.6% |
| 14 | Montecito | 97 | 84 | 15.5% | 470 | 415 | 13.3% |
| 15x | SBCC / UCSB Express | 198 | 302 | -34.4% | 589 | 777 | -24.2% |
| 16 | City College Shuttle | - | - | 0.0% | - | - | 0.0% |
| 17 | Low er West / SBCC | 70 | 88 | -20.5% | 236 | 295 | -20.0% |
| 19x | East SB / SBCC | 24 | 12 | 100.0% | 126 | 36 | 250.0% |
| 20 | Carpinteria | 556 | 549 | 1.3% | 2,361 | 2,473 | -4.5% |
| 23 | Winchester Canyon | 53 | 54 | -1.9% | 189 | 168 | 12.5% |
| 24x | UCSB Express | 757 | 867 | -12.7% | 2,619 | 3,031 | -13.6% |
| 25 | Elw ood | 59 | 67 | -11.9% | 301 | 270 | 11.5% |
| 27 | Isla Vista Shuttle | 169 | 107 | 57.9% | 294 | 226 | 30.1% |
| 28 | UCSB Shuttle | 201 | 235 | -14.5% | 536 | 520 | 3.1% |
| 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 | 1 | 18 | -94.4% | 8 | 45 | -82.2% |
| System Subtotal | | 6,735 | 6,928 | -2.8% | 25,726 | 26,136 | -1.6% |
| Downtown Waterfront Shuttles | | | | | | | |
| 33 | Dow ntown Waterfront Shuttle | - | - | 0.0% | - | - | 0.0% |
| | | - | - | 0.0% | - | - | 0.0% |
| DWS Total | | - | - | 0.0% | - | - | 0.0% |
| System Total | | 6,735 | 6,928 | -2.8% | 25,726 | 26,136 | -1.6% |

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

Table H: October 2024 – Wheelchairs Boarded

| LINE | Month | | | Fiscal Year to Date | | | |
|-------------------------------------|-------------------------------|--------------|------------|---------------------|-----------------|--------------|---------------|
| | Oct-24 | Oct-23 | %Change | Jul 24 - Oct 24 | Jul 23 - Oct 23 | %Change | |
| 1 | West Santa Barbara | 50 | 69 | -27.5% | 265 | 294 | -9.9% |
| 2 | East Santa Barbara | 165 | 166 | -0.6% | 607 | 567 | 7.1% |
| 3 | Oak Park | 69 | 57 | 21.1% | 233 | 178 | 30.9% |
| 4 | Mesa/SBCC | 11 | 19 | -42.1% | 50 | 61 | -18.0% |
| 5 | Mesa / La Cumbre | 53 | 29 | 82.8% | 187 | 91 | 105.5% |
| 6 | Goleta | 163 | 125 | 30.4% | 679 | 423 | 60.5% |
| 7 | Calle Real / Fairview | 167 | 97 | 72.2% | 717 | 512 | 40.0% |
| 10 | Cathedral Oaks | - | - | 0.0% | - | - | 0.0% |
| 11 | UCSB | 203 | 175 | 16.0% | 805 | 645 | 24.8% |
| 12x | Goleta Express | 32 | 25 | 28.0% | 151 | 84 | 79.8% |
| 14 | Montecito | 20 | 13 | 53.8% | 80 | 48 | 66.7% |
| 15x | SBCC / UCSB Express | - | - | 0.0% | - | 4 | -100.0% |
| 16 | City College Shuttle | - | - | 0.0% | - | - | 0.0% |
| 17 | Low er West / SBCC | 29 | 40 | -27.5% | 117 | 143 | -18.2% |
| 19x | East SB / SBCC | - | - | 0.0% | - | 1 | -100.0% |
| 20 | Carpinteria | 112 | 139 | -19.4% | 415 | 458 | -9.4% |
| 23 | Winchester Canyon | 4 | 5 | -20.0% | 18 | 7 | 157.1% |
| 24x | UCSB Express | 13 | 18 | -27.8% | 61 | 45 | 35.6% |
| 25 | Elw ood | 11 | - | 100.0% | 55 | 6 | 816.7% |
| 27 | Isla Vista Shuttle | 3 | 3 | 0.0% | 12 | 8 | 50.0% |
| 28 | UCSB Shuttle | 3 | 11 | -72.7% | 14 | 16 | -12.5% |
| 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 | - | 100.0% | 3 | 1 | 200.0% |
| System Subtotal | | 1,110 | 991 | 12.0% | 4,469 | 3,592 | 24.4% |
| Downtown Waterfront Shuttles | | | | | | | |
| 33 | Dow ntow n Waterfront Shuttle | - | - | 0.0% | 32 | - | 100.0% |
| | | - | - | 0.0% | - | - | 0.0% |
| DWS Total | | - | - | 0.0% | 32 | - | 100.0% |
| System Total | | 1,110 | 991 | 12.0% | 4,501 | 3,592 | 25.3% |

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

Table I: October 2024 - Ridership by Day Type

| | Oct-2024 | | | Oct-2023 | | | | |
|----------|-----------|------|---------------------|-----------|------|---------------------|---------------------------|-----------------------------|
| | Ridership | Days | Avg Daily Ridership | Ridership | Days | Avg Daily Ridership | Change in Daily Ridership | % Change in Daily Ridership |
| Weekday | 461,951 | 23 | 20,085 | 419,958 | 22 | 19,089 | 996 | 5.2% |
| Saturday | 44,534 | 4 | 11,134 | 42,049 | 4 | 10,512 | 621 | 5.9% |
| Sunday | 34,825 | 4 | 8,706 | 43,045 | 5 | 8,609 | 97 | 1.1% |
| Total | 541,310 | 31 | 17,462 | 505,052 | 31 | 16,292 | 1,170 | 7.2% |

| | FYTD 2025 | | | FYTD 2024 | | | | |
|----------|-----------|------|---------------------|-----------|------|---------------------|---------------------------|-----------------------------|
| | Ridership | Days | Avg Daily Ridership | Ridership | Days | Avg Daily Ridership | Change in Daily Ridership | % Change in Daily Ridership |
| Weekday | 1,298,176 | 87 | 14,922 | 1,212,604 | 85 | 14,266 | 656 | 4.6% |
| Saturday | 142,431 | 17 | 8,378 | 144,400 | 18 | 8,022 | 356 | 4.4% |
| Sunday | 125,927 | 19 | 6,628 | 125,079 | 20 | 6,254 | 374 | 6.0% |
| Total | 1,566,534 | 123 | 12,736 | 1,482,083 | 123 | 12,049 | 687 | 5.7% |

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

Tap2Ride Contactless Payments Overview

Tap2Ride Transactions Breakdown

| Tap2Ride Fare Categories | Month | | | Fiscal Year to Date | | |
|---|--------|--------|---------|---------------------|-----------------|---------|
| | Oct-24 | Oct-23 | %Change | Jul 24 - Oct 24 | Jul 23 - Oct 23 | %Change |
| General Fare | 17,634 | 5,653 | 211.9% | 62,281 | 10,102 | 516.5% |
| Transfers ⁽¹⁾ | 824 | 250 | 229.6% | 2,759 | 398 | 593.2% |
| Daily Cap ⁽²⁾ | 91 | 37 | 145.9% | 310 | 55 | 463.6% |
| Multi Day Cap ⁽³⁾ | 645 | 29 | 2124.1% | 1,523 | 29 | 5151.7% |
| Senior and People with Disabilities Time Cap ⁽¹⁾ | - | - | 0.0% | - | - | 0.0% |
| Senior | 2 | - | 100.0% | 2 | - | 100.0% |
| Senior Multi Day Cap ⁽³⁾ | - | - | 0.0% | - | - | 0.0% |
| People with Disabilities | 1 | - | 100.0% | 6 | - | 100.0% |
| People with Disabilities Multi Day Cap ⁽³⁾ | - | - | 0.0% | - | - | 0.0% |
| Total | 19,197 | 5,969 | 221.6% | 66,881 | 10,584 | 531.9% |

(1) Transfers, refer to tap transactions where a customer taps on another bus within 60 minutes of an original tap at no charge.

(2) Daily Cap, refers to a tap transaction where a customer has reached the equivalent value of a day pass, within the same day.

(3) Multi Day Cap, refers to transactions after a customer reaches the value of monthly pass, within a 30-day period.

External Factors Affecting Ridership

Service Days & School Days:

| | Weekdays | Saturdays | Sundays | HS + JHS | SBCC | UCSB |
|--------|----------|-----------|---------|----------|------|------|
| Oct-24 | 23 | 4 | 4 | 21 | 23 | 23 |
| Oct-23 | 22 | 4 | 5 | 21 | 22 | 22 |

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

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

| | Temperature (°F) | High | Average | Low | Precipitation | |
|--------|------------------|------|---------|-----|----------------------------|---------|
| Oct-24 | Maximum | 81 | 66 | 62 | Weekday: 0.00 in (0 days) | |
| | Mean | 71 | 62 | 55 | Saturday: 0.00 in (0 days) | 0.00 in |
| | Minimum | 66 | 56 | 44 | Sunday: 0.00 in (0 days) | |
| Oct-23 | Maximum | 92 | 71 | 62 | Weekday: 0.00 in (0 days) | |
| | Mean | 76 | 64 | 54 | Saturday: 0.00 in (0 days) | 0.00 in |
| | Minimum | 67 | 58 | 40 | 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.