



## System Ridership Report: January 2025

System wide ridership increased by 6.1% or 25,481 passengers, for the month of January 2025 as compared to January of 2024.

**Table A: Ridership Trends by Fare Component**

Fare Categories	Month			Fiscal Year to Date		
	Jan-25	Jan-24	%Change	Jul 24 - Jan 25	Jul 23 - Jan 24	%Change
General Fare <sup>(4)</sup>	63,984	61,677	3.7%	475,303	438,044	8.5%
Full Fare Prepaid <sup>(1)</sup>	59,223	62,245	-4.9%	458,842	467,966	-1.9%
Transfers <sup>(4)</sup>	24,195	27,798	-13.0%	180,445	190,117	-5.1%
Tokens	1,939	2,021	-4.1%	13,383	14,825	-9.7%
Free	5,511	5,912	-6.8%	42,199	44,310	-4.8%
Senior & Disabled Prepaid <sup>(2)</sup>	47,218	46,482	1.6%	335,983	325,314	3.3%
People with Disabilities Cash	1,020	1,324	-23.0%	7,645	8,877	-13.9%
Senior Cash	9,395	8,870	5.9%	64,958	65,042	-0.1%
Senior Tap2Ride	-	-	0.0%	3	22	-86.4%
People with Disabilities Tap2Ride	-	-	0.0%	6	-	100.0%
Youth(K-12) Prepaid <sup>(3)</sup>	39,482	36,057	9.5%	241,230	243,832	-1.1%
Santa Barbara City College	14,984	18,839	-20.5%	145,460	148,051	-1.8%
UC Santa Barbara	172,867	143,022	20.9%	775,943	673,489	15.2%
Special Pass Programs	676	766	-11.7%	4,821	4,098	17.6%
Shuttle	-	-	0.0%	5,695	-	0.0%
<b>Total</b>	<b>440,494</b>	<b>415,013</b>	<b>6.1%</b>	<b>2,751,916</b>	<b>2,623,987</b>	<b>4.9%</b>

(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		
	Jan-25	Jan-24	%Change	Jul 24 - Jan 25	Jul 23 - Jan 24	%Change
Passengers	440,494	415,013	6.1%	2,751,916	2,623,987	4.9%
Revenue Hours	14,808	14,477	2.3%	101,633	99,507	2.1%
Passengers per Rev Hour	29.75	28.67	3.8%	27.08	26.37	2.7%
Revenue Miles	180,477	176,049	2.5%	1,240,602	1,212,573	2.3%
Passengers per Rev Mile	2.44	2.36	3.5%	2.22	2.16	2.5%

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

**Table C: January 2025 System Ridership**

LINE	Month			Fiscal Year to Date		
	Jan-25	Jan-24	%Change	Jul 24 - Jan 25	Jul 23 - Jan 24	%Change
1 West Santa Barbara	22,137	19,367	14.3%	160,025	140,459	13.9%
2 East Santa Barbara	34,973	34,860	0.3%	252,819	246,636	2.5%
3 Oak Park	11,617	12,276	-5.4%	86,873	87,506	-0.7%
4 Mesa/SBCC	7,188	6,522	10.2%	51,888	55,042	-5.7%
5 Mesa / La Cumbre	5,506	6,215	-11.4%	44,791	45,343	-1.2%
6 Goleta	37,501	39,878	-6.0%	268,088	269,576	-0.6%
7 County Health / Fairview	19,153	19,818	-3.4%	137,946	139,529	-1.1%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	84,828	86,559	-2.0%	522,021	523,302	-0.2%
12x Goleta Express	12,023	11,740	2.4%	82,033	81,236	1.0%
14 Montecito	5,047	6,054	-16.6%	38,958	39,367	-1.0%
15x SBCC / UCSB Express	7,631	7,094	7.6%	56,109	48,591	15.5%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	7,568	8,224	-8.0%	59,924	63,068	-5.0%
19x East SB / SBCC	133	882	-84.9%	3,819	4,182	-8.7%
20 Carpinteria	22,856	24,032	-4.9%	167,747	170,658	-1.7%
23 Winchester Canyon	4,498	3,953	13.8%	29,493	23,199	27.1%
24x UCSB Express	40,854	38,372	6.5%	247,986	241,653	2.6%
25 Elwood	5,518	4,722	16.9%	34,224	29,929	14.4%
27 Isla Vista Shuttle	44,752	21,314	110.0%	188,432	98,228	91.8%
28 UCSB Shuttle	46,763	45,794	2.1%	211,343	216,598	-2.4%
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	19,948	17,337	15.1%	101,702	99,885	1.8%
<b>System Subtotal</b>	<b>440,494</b>	<b>415,013</b>	<b>6.1%</b>	<b>2,746,221</b>	<b>2,623,987</b>	<b>4.7%</b>
<b>Downtown Waterfront Shuttles</b>						
33 Dw tn. Waterfront Shuttle	-	-	0.0%	5,695	-	100.0%
	-	-	0.0%	-	-	0.0%
<b>DWS Total</b>	<b>-</b>	<b>-</b>	<b>0.0%</b>	<b>5,695</b>	<b>-</b>	<b>100.0%</b>
<b>System Total</b>	<b>440,494</b>	<b>415,013</b>	<b>6.1%</b>	<b>2,751,916</b>	<b>2,623,987</b>	<b>4.9%</b>

<b>Related Routes</b>						
11, 24x, 27, 28 UCSB Lines	217,197	192,039	13.1%	1,169,782	1,079,781	8.3%
1, 2 East/West	57,110	54,227	5.3%	412,844	387,095	6.7%
4, 5, 15x, 16, 17, 19x Mesa Lines	28,026	28,937	-3.1%	216,531	216,226	0.1%
6, 11 State/Hollister	122,329	126,437	-3.2%	790,109	792,878	-0.3%

\*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: January 2025 - Passengers per Hour**

LINE		Month			Fiscal Year to Date		
		Jan-25	Jan-24	%Change	Jul 24 - Jan 25	Jul 23 - Jan 24	%Change
1	West Santa Barbara	25.6	22.4	14.6%	26.9	23.7	13.8%
2	East Santa Barbara	25.8	25.7	0.6%	27.1	26.5	2.4%
3	Oak Park	14.4	15.2	-5.4%	15.6	15.8	-1.0%
4	Mesa/SBCC	18.9	17.1	10.6%	19.8	20.9	-5.6%
5	Mesa / La Cumbre	10.4	11.9	-12.4%	12.3	12.5	-1.6%
6	Goleta	25.7	27.3	-6.0%	26.7	26.4	1.1%
7	Calle Real / Fairview	14.9	15.5	-3.5%	15.6	15.8	-1.2%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	38.6	39.2	-1.5%	34.5	33.8	2.0%
12x	Goleta Express	21.2	20.7	2.4%	21.1	20.9	0.8%
14	Montecito	11.9	14.3	-16.9%	13.4	13.6	-1.4%
15x	SBCC / UCSB Express	22.4	28.0	-20.2%	24.4	24.5	-0.1%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Low er West / SBCC	26.6	28.8	-7.7%	30.5	32.1	-4.9%
19x	East SB / SBCC	7.5	13.4	-44.1%	7.8	10.8	-28.0%
20	Carpinteria	16.8	17.7	-4.9%	17.9	18.2	-1.9%
23	Winchester Canyon	12.4	11.3	9.9%	11.8	11.5	3.1%
24x	UCSB Express	43.6	40.9	6.7%	38.5	37.5	2.6%
25	Elw ood	23.2	20.4	13.5%	20.9	19.8	5.1%
27	Isla Vista Shuttle	76.5	57.0	34.4%	55.8	38.4	45.3%
28	UCSB Shuttle	86.8	92.4	-6.1%	60.1	61.8	-2.6%
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	71.2	68.9	3.3%	71.0	69.8	1.7%
<b>System Average</b>		<b>29.7</b>	<b>28.7</b>	<b>3.8%</b>	<b>27.2</b>	<b>26.4</b>	<b>3.2%</b>
<b>Downtown Waterfront Shuttles</b>							
33	Dow ntow n Waterfront Shuttle	-	-	0.0%	8.2	-	100.0%
		-	-	0.0%	-	-	0.0%
<b>DWS Average</b>		<b>-</b>	<b>-</b>	<b>0.0%</b>	<b>8.2</b>	<b>-</b>	<b>100.0%</b>
<b>System Total</b>		<b>29.7</b>	<b>28.7</b>	<b>3.8%</b>	<b>27.1</b>	<b>26.4</b>	<b>2.7%</b>

<b>Related Routes</b>							
11, 24x, 27, 28 UCSB Lines		51.0	47.8	6.7%	41.1	38.6	6.5%
1, 2 East/West		25.8	24.4	5.6%	27.0	25.4	6.5%
4, 5, 15x, 16, 17,19x Mesa Lines		18.0	19.2	-5.9%	19.7	20.4	-3.7%
6, 11 State/Hollister		33.5	34.5	-3.0%	31.4	30.9	1.7%

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

**Table E: January 2025 – ‘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		
	Jan-25	Jan-24	%Change	Jul 24 - Jan 25	Jul 23 - Jan 24	%Change
1 West Santa Barbara	5	11	-54.5%	40	23	73.9%
2 East Santa Barbara	3	11	-72.7%	23	34	-32.4%
3 Oak Park	-	1	-100.0%	4	5	-20.0%
4 Mesa/SBCC	-	-	0.0%	1	-	100.0%
5 Mesa / La Cumbre	-	-	0.0%	4	1	300.0%
6 Goleta	4	2	100.0%	35	32	9.4%
7 Calle Real / Fairview	-	1	-100.0%	-	4	-100.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	119	25	376.0%	294	270	8.9%
12x Goleta Express	-	-	0.0%	-	8	-100.0%
14 Montecito	-	-	0.0%	20	7	185.7%
15x SBCC / UCSB Express	1	15	-93.3%	7	25	-72.0%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	3	2	50.0%	25	11	127.3%
19x East SB / SBCC	-	-	0.0%	-	-	0.0%
20 Carpinteria	-	-	0.0%	13	18	-27.8%
23 Winchester Canyon	1	-	100.0%	4	3	33.3%
24x UCSB Express	17	25	-32.0%	86	155	-44.5%
25 Elwood	-	-	0.0%	1	-	100.0%
27 Isla Vista Shuttle	44	18	144.4%	324	62	422.6%
28 UCSB Shuttle	-	-	0.0%	29	19	52.6%
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	3	10	-70.0%	22	88	-75.0%
<b>System Subtotal</b>	<b>200</b>	<b>121</b>	<b>65.3%</b>	<b>932</b>	<b>765</b>	<b>21.8%</b>
<b>Downtown Waterfront Shuttles</b>						
33 Downtown Waterfront Shuttle	-	-	0.0%	1	-	100.0%
	-	-	0.0%	-	-	0.0%
<b>DWS Total</b>	<b>-</b>	<b>-</b>	<b>0.0%</b>	<b>1</b>	<b>-</b>	<b>100.0%</b>
<b>System Total</b>	<b>200</b>	<b>121</b>	<b>65.3%</b>	<b>933</b>	<b>765</b>	<b>22.0%</b>

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

**Table F: January 2025 – ‘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		
	Jan-25	Jan-24	%Change	Jul 24 - Jan 25	Jul 23 - Jan 24	%Change
1 West Santa Barbara	5	10	-50.0%	33	20	65.0%
2 East Santa Barbara	4	1	300.0%	20	11	81.8%
3 Oak Park	-	1	-100.0%	7	3	133.3%
4 Mesa/SBCC	-	-	0.0%	-	-	0.0%
5 Mesa / La Cumbre	-	-	0.0%	2	2	0.0%
6 Goleta	4	3	33.3%	27	31	-12.9%
7 Calle Real / Fairview	1	-	100.0%	1	2	-50.0%
10 Cathedral Oaks	-	-	0.0%	-	-	0.0%
11 UCSB	127	126	0.8%	466	575	-19.0%
12x Goleta Express	5	2	150.0%	14	13	7.7%
14 Montecito	-	1	-100.0%	5	5	0.0%
15x SBCC / UCSB Express	13	16	-18.8%	51	30	70.0%
16 City College Shuttle	-	-	0.0%	-	-	0.0%
17 Lower West / SBCC	2	-	100.0%	2	-	100.0%
19x East SB / SBCC	-	-	0.0%	1	-	100.0%
20 Carpinteria	-	1	-100.0%	11	17	-35.3%
23 Winchester Canyon	-	5	-100.0%	5	10	-50.0%
24x UCSB Express	74	72	2.8%	401	406	-1.2%
25 Elwood	-	-	0.0%	1	-	100.0%
27 Isla Vista Shuttle	76	27	181.5%	264	107	146.7%
28 UCSB Shuttle	91	79	15.2%	294	247	19.0%
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	7	-	100.0%	38	24	58.3%
<b>System Subtotal</b>	<b>409</b>	<b>344</b>	<b>18.9%</b>	<b>1,643</b>	<b>1,503</b>	<b>9.3%</b>
<b>Downtown Waterfront Shuttles</b>						
33 Downtown Waterfront Shuttle	-	-	0.0%	6	-	100.0%
	-	-	0.0%	-	-	0.0%
<b>DWS Total</b>	<b>-</b>	<b>-</b>	<b>0.0%</b>	<b>6</b>	<b>-</b>	<b>100.0%</b>
<b>System Total</b>	<b>409</b>	<b>344</b>	<b>18.9%</b>	<b>1,649</b>	<b>1,503</b>	<b>9.7%</b>

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

**Table G: January 2025 – Bicycles Carried**

LINE		Month			Fiscal Year to Date		
		Jan-25	Jan-24	%Change	Jul 24 - Jan 25	Jul 23 - Jan 24	%Change
1	West Santa Barbara	80	136	-41.2%	796	1,345	-40.8%
2	East Santa Barbara	413	529	-21.9%	3,233	2,924	10.6%
3	Oak Park	47	4	1075.0%	114	54	111.1%
4	Mesa/SBCC	49	80	-38.8%	406	636	-36.2%
5	Mesa / La Cumbre	62	110	-43.6%	630	769	-18.1%
6	Goleta	873	907	-3.7%	6,905	6,626	4.2%
7	Calle Real / Fairview	521	666	-21.8%	3,933	4,038	-2.6%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	1,414	1,388	1.9%	10,802	10,302	4.9%
12x	Goleta Express	430	445	-3.4%	3,039	3,427	-11.3%
14	Montecito	114	157	-27.4%	786	809	-2.8%
15x	SBCC / UCSB Express	104	156	-33.3%	865	1,277	-32.3%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Low er West / SBCC	44	48	-8.3%	367	461	-20.4%
19x	East SB / SBCC	5	7	-28.6%	171	64	167.2%
20	Carpinteria	703	679	3.5%	4,265	4,181	2.0%
23	Winchester Canyon	54	35	54.3%	316	263	20.2%
24x	UCSB Express	560	622	-10.0%	4,394	5,003	-12.2%
25	Elw ood	70	72	-2.8%	491	471	4.2%
27	Isla Vista Shuttle	118	58	103.4%	577	409	41.1%
28	UCSB Shuttle	134	110	21.8%	908	889	2.1%
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	9	3	200.0%	29	61	-52.5%
<b>System Subtotal</b>		<b>5,804</b>	<b>6,212</b>	<b>-6.6%</b>	<b>43,027</b>	<b>44,009</b>	<b>-2.2%</b>
<b>Downtown Waterfront Shuttles</b>							
33	Dow ntown Waterfront Shuttle	-	-	0.0%	-	-	0.0%
		-	-	0.0%	-	-	0.0%
<b>DWS Total</b>		<b>-</b>	<b>-</b>	<b>0.0%</b>	<b>-</b>	<b>-</b>	<b>0.0%</b>
<b>System Total</b>		<b>5,804</b>	<b>6,212</b>	<b>-6.6%</b>	<b>43,027</b>	<b>44,009</b>	<b>-2.2%</b>

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

**Table H: January 2025 – Wheelchairs Boarded**

LINE	Month			Fiscal Year to Date			
	Jan-25	Jan-24	%Change	Jul 24 - Jan 25	Jul 23 - Jan 24	%Change	
1	West Santa Barbara	37	51	-27.5%	434	445	-2.5%
2	East Santa Barbara	96	146	-34.2%	970	1,035	-6.3%
3	Oak Park	32	27	18.5%	328	278	18.0%
4	Mesa/SBCC	14	8	75.0%	87	82	6.1%
5	Mesa / La Cumbre	33	15	120.0%	277	160	73.1%
6	Goleta	151	112	34.8%	1,140	784	45.4%
7	Calle Real / Fairview	80	97	-17.5%	1,015	836	21.4%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	183	124	47.6%	1,278	1,023	24.9%
12x	Goleta Express	33	11	200.0%	279	134	108.2%
14	Montecito	11	26	-57.7%	106	123	-13.8%
15x	SBCC / UCSB Express	4	2	100.0%	8	7	14.3%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Low er West / SBCC	10	13	-23.1%	148	187	-20.9%
19x	East SB / SBCC	-	-	0.0%	-	1	-100.0%
20	Carpinteria	79	123	-35.8%	646	834	-22.5%
23	Winchester Canyon	2	-	100.0%	31	12	158.3%
24x	UCSB Express	31	13	138.5%	127	81	56.8%
25	Elw ood	19	2	850.0%	94	13	623.1%
27	Isla Vista Shuttle	8	-	100.0%	23	8	187.5%
28	UCSB Shuttle	9	9	0.0%	25	39	-35.9%
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	-	1	-100.0%	9	2	350.0%
<b>System Subtotal</b>		<b>832</b>	<b>780</b>	<b>6.7%</b>	<b>7,025</b>	<b>6,084</b>	<b>15.5%</b>
<b>Downtown Waterfront Shuttles</b>							
33	Dow ntow n Waterfront Shuttle	-	-	0.0%	32	-	100.0%
		-	-	0.0%	-	-	0.0%
<b>DWS Total</b>		<b>-</b>	<b>-</b>	<b>0.0%</b>	<b>32</b>	<b>-</b>	<b>100.0%</b>
<b>System Total</b>		<b>832</b>	<b>780</b>	<b>6.7%</b>	<b>7,057</b>	<b>6,084</b>	<b>16.0%</b>

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

**Table I: January 2025 - Ridership by Day Type**

	Jan-2025			Jan-2024				
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	363,195	21	17,295	338,371	21	16,113	1,182	7.3%
Saturday	44,864	5	8,973	43,834	5	8,767	206	2.3%
Sunday	32,435	5	6,487	32,808	5	6,562	-75	-1.1%
Total	440,494	31	14,209	415,013	31	13,388	822	6.1%

	FYTD 2025			FYTD 2024				
	Ridership	Days	Avg Daily Ridership	Ridership	Days	Avg Daily Ridership	Change in Daily Ridership	% Change in Daily Ridership
Weekday	2,242,087	147	15,252	2,127,095	145	14,670	583	4.0%
Saturday	276,459	31	8,918	273,604	32	8,550	368	4.3%
Sunday	233,370	35	6,668	223,288	36	6,202	465	7.5%
Total	2,751,916	213	12,920	2,623,987	213	12,319	601	4.9%

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

**Tap2Ride Contactless Payments Overview**

**Tap2Ride Transactions Breakdown**

Tap2Ride Fare Categories	Month			Fiscal Year to Date		
	Jan-25	Jan-24	%Change	Jul 24 - Jan 25	Jul 23 - Jan 24	%Change
General Fare	15,992	7,896	102.5%	106,487	29,623	259.5%
Transfers <sup>(1)</sup>	798	288	177.1%	4,988	1,131	341.0%
Daily Cap <sup>(2)</sup>	79	26	203.8%	543	121	348.8%
Multi Day Cap <sup>(3)</sup>	332	24	1283.3%	2,954	215	1274.0%
Senior and People with Disabilities Time Cap <sup>(1)</sup>	-	-	0.0%	-	10	-100.0%
Senior	-	-	0.0%	3	22	-86.4%
Senior Multi Day Cap <sup>(3)</sup>	-	-	0.0%	-	-	0.0%
People with Disabilities	-	-	0.0%	6	-	100.0%
People with Disabilities Multi Day Cap <sup>(3)</sup>	-	-	0.0%	-	-	0.0%
Total	17,201	8,234	108.9%	114,981	31,122	269.5%

(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 any customer that 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
Jan-25	21	5	5	15	16	16
Jan-24	21	5	5	15	16	16

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



**Weather:** January 2025 had 0.57 inches of precipitation, compared to 2.85 inches in January 2024.

	Temperature (°F)	High	Average	Low	Precipitation	
Jan-25	Maximum	76	64	54	Weekday: 0.5 in (1 day)	0.57 in
	Mean	65	51	39	Saturday: 0.00 in (0 days)	
	Minimum	55	45	33	Sunday: 0.07 in (1 day)	
Jan-24	Maximum	80	62	56	Weekday: 1.93 in (4 days)	2.85 in
	Mean	65	56	47	Saturday: 0.22 in (1 day)	
	Minimum	60	48	35	Sunday: 0.7 in (1 day)	

\*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.