

December 5, 2025

Transit Ridership Dashboard

Overview

In November 2025, SANDAG launched the [Transit Ridership Dashboard](#) in partnership with Metropolitan Transit System (MTS), North County Transit District (NCTD), and the California Department of Transportation (Caltrans). The dashboard provides free access to public transit data for most fixed route transit services operated by MTS and NCTD throughout San Diego County. SANDAG serves as the central clearinghouse for transit ridership data coming from the Automated Passenger Counters (APC) on the transit vehicles for both transit operators. This application is available on SANDAG's Open Data Portal.

Action: Information

Staff will provide an update on the newly released transit ridership dashboard.

Fiscal Impact:

The annual cost to SANDAG for the Passenger Counting Program is \$69,000.

Schedule/Scope Impact:

This application is updated monthly.

Key Considerations

The purpose of this dashboard is to provide SANDAG staff, partner agencies, and the public with a tool that is easy to use and allows users of different proficiencies a wide range of options for generating custom queries. This application allows users to interact with transit performance statistics through a variety of charts, maps and figures. The visuals are responsive to several filterable options allowing users to drill down into the details of specific route and stop level services. The dashboard also helps address recommendations from the 2018 and 2024 TransNet Performance Audits related to improving monitoring and reporting capabilities on transit performance. This project furthers the agencies' commitment to transparency and continued collaboration.

Urban Transportation Associates (UTA) successfully competed and was awarded a contract with SANDAG to manage the preparation and estimation of APC data coming from most fixed route transit services in the region. UTA receives APC data on an ongoing basis from MTS and NCTD, conducting multiple processing and quality assurance checks to ensure the accuracy of the estimates they produce. UTA contracted Environmental Systems Research Institute, Inc. to build the dashboard in their ArcGIS Experience Builder.

Caltrans, MTS, and NCTD have participated in weekly meetings since the inception of the project in October of 2023, providing guidance and feedback on the preparation of their systems' APC data. These monthly estimates are meant to serve as supplemental reporting and do not reflect official ridership estimates reported by [MTS](#) and [NCTD](#).

The dashboard features data beginning in 2024 and then up to a five-year rolling period. This was established to maintain a single consistent data processing methodology and prioritize the performance of the application with respect to the size of the underlying data tables.

Next Steps

This application is scheduled to be updated with new monthly data on the fifteenth of every month. As updates to the estimates or the functionality of the dashboard are needed, improvement will also be processed with the monthly updates. SANDAG staff encourage users to reach out to data@sandag.org with any questions or comments about the application which can inform future improvements to the accuracy and ease of use of the dashboard. The dashboard will be able to report on more APC enabled services operated by MTS and NCTD as they become available. In the future, it is anticipated that one of these services to be added once enabled will include the COASTER.

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