AGENDA
Meeting
of the
BOARD OF DIRECTORS
of the
SANTA BARBARA METROPOLITAN TRANSIT DISTRICT
A Public Agency
Tuesday, June 30, 2009

Special Time 9:00 AM

Santa Barbara MTD Auditorium
550 Olive Street, Santa Barbara, CA 93101

PLEASE NOTE THAT THIS MEETING WILL BEGIN AT 9:00 AM

1. CALL TO ORDER

2. ROLL CALL OF THE BOARD OF DIRECTORS
Dave Davis, Chair; Dick Weinberg, Vice Chair; Sharon Anderson, Secretary; Roger Aceves, Director; Chuck McQuary, Director; Brian Fahnestock, Director; John Britton, Director

3. REPORT REGARDING POSTING OF AGENDA

CONSENT CALENDAR

4. APPROVAL OF PRIOR MINUTES (ATTACHMENTS- ACTION MAY BE TAKEN)

The Board will be asked to waive the reading of and approve the draft minutes for the meeting of June 16, 2009 and May 26, 2009.

5. CASH REPORT- (ATTACHMENT- ACTION MAY BE TAKEN)

The Board will be asked to review the Cash Report of June 9, 2009 through June 22, 2009 and June 23, 2009 through July 6, 2009.

THIS CONCLUDES THE CONSENT CALENDAR

6. PUBLIC COMMENT
Members of the public may address the Board on items within the jurisdiction of the Board that are not scheduled for public hearing. The time allotted per speaker will be at the discretion of the Board Chair. If you wish to address the Board under this item number, please complete and deliver to the MTD Board Clerk **before the meeting is convened**, a “Request to Speak” form including a description of the subject you wish to address.

CEREMONIAL ITEMS

7. ANNIVERSARIES

The Board will honor employment anniversaries of:

- Robert Burnham, Customer Service (30 years)
- Ralph Ovieda, Driver (30 years)

8. RETIREES

The following recent retirees will be thanked for their service to the District and the community:

- Carlos Moreno, Driver (10 years)
- Richard Pico, Driver (8 years)

9. UPDATE- CITY OF SANTA BARBARA (ACTION MAY BE TAKEN)

The Board will receive an update from Helene Schneider, City of Santa Barbara Councilmember/ MTD Liaison.

10. TRAFFIC MODEL PRESENTATION FROM THE CITY OF SANTA BARBARA-(INFORMATIONAL)

Rob Dayton, Principal Transportation Planner will give a presentation on the City of Santa Barbara's Traffic Model.

11. DISCUSSION OF PROPOSAL PROVIDED TO MTD BY SUSTAINABLE USERS COALITION (INFORMATIONAL)

Staff will provide an update following a Development/ Planning Committee meeting.

12. FISCAL YEAR 2010 OVERALL GOAL FOR DISADVANTAGED BUSINESS ENTERPRISE (DBE)

The Board will be asked to approve the Fiscal Year 2010 Overall Goal for DBE.

13. GENERAL MANAGERS REPORT

The General Manager will update the Board on public transit issues and committee meetings.

14. OTHER BUSINESS AND COMMITTEE REPORTS

The Board will report on related public transit issues and committee meetings.

15. RECESS TO CLOSED SESSION-GENERAL MANAGER PERFORMANCE EVALUATION (ACTION MAY BE TAKEN)

Conference with Labor Negotiators pursuant to Government Code Section 54957.6:
SBMTD designated representatives: John Britton, Roger Aceves and Dick Weinberg
SBMTD unrepresented employee: Sherrie Fisher

15. ADJOURNMENT

AMERICANS WITH DISABILITIES ACT: If you need special assistance to participate in this meeting, please contact the MTD Administrative Office at 963-3364 at least **48 hours in advance** of the meeting to allow time for MTD to attempt a reasonable accommodation.

DRAFT MINUTES
Meeting
of the
BOARD OF DIRECTORS
of the
SANTA BARBARA METROPOLITAN TRANSIT DISTRICT
A Public Agency
Tuesday, June 16, 2009
8:30 AM
Santa Barbara MTD Auditorium
550 Olive Street, Santa Barbara, CA 93101

1. CALL TO ORDER
Chair Davis called the meeting to order at 8:30 a.m.

2. ROLL CALL OF THE BOARD OF DIRECTORS
MEMBERS PRESENT:
Dave Davis, Chair; Dick Weinberg, Vice Chair; Sharon Anderson, Secretary; Roger Aceves, Director; Chuck McQuary, Director; Brian Fahnestock, Director; John Britton, Director

DISTRICT EMPLOYEES PRESENT:
Sherrie Fisher, General Manager; Jerry Estrada, Assistant General Manager; Imelda Martin, Executive Assistant to the General Manager; David Damiano, Manager of Transit Development and Community Relations; Gabriel Garcia, HR & Risk Manager; Steve Maas, Manager of Strategic Planning and Compliance

3. REPORT REGARDING POSTING OF AGENDA
Imelda Martin, Executive Assistant to the Board and General Manager, reported that on Thursday, June 11, 2009, the agenda for the meeting was posted at MTD's Administrative headquarters, on MTD's website, mailed to all who have requested the agenda and sent to the media of general circulation.

CONSENT CALENDAR

4. & 5. APPROVAL OF PRIOR MINUTES AND CASH REPORT- (ATTACHMENT- ACTION MAY BE TAKEN)

Director McQuary motioned to approve agenda items # 4 & # 5, waive the reading of and approve the draft minutes for the meeting of May 26, 2009, Cash Reports of May 12, 2009 through May 25, 2009 and May 26, 2009 through June 8, 2009. Director Britton seconded the motion. Directors Aceves, Fahnestock and Anderson abstained due to their absence at the meeting

THIS CONCLUDES THE CONSENT CALENDAR

6. PUBLIC COMMENT
There was no public comment made.

7. UPDATE- CITY OF SANTA BARBARA (ACTION MAY BE TAKEN)

City of Santa Barbara Councilmember/ MTD Liaison, Helene Schneider updated the Board on the following items:

- City of Santa Barbara Staff presented the Budget before the City Council. Upon reviewing recommendations from the Council, City Staff will bring the Budget back at the next City Council Meeting next week
- Included in the City of Santa Barbara Proposed Budget is the proposal to phase out the Downtown Parking and MyRide Program for non-City Employees. Ms. Schneider asked for MTD's comments with regard to this proposal.
- At a future City Council Meeting in July, Councilmember Schneider will be on the agenda to discuss the transition from Measure D to Measure A and how it relates to enhanced transit for MTD.
- July 14th, Rob Dayton, City of Santa Barbara Principal Transportation Planner, will present the Transportation Model to MTD's Board of Directors
- The Planning Commission will be holding another round of discussion regarding the General Plan Update. Public Workshop on June 24th & 25th at the Faulkner Gallery to discuss unit sizes and density restriction

8. SERVICE CONTRACTS FOR FISCAL YEAR 09-10 (ATTACHMENTS – ACTION MAY BE TAKEN)

- **MASTER AGREEMENT – CITY OF SANTA BARBARA**
  Assistant General Manager/ Controller, Jerry Estrada explained that typically the agreement between MTD and the City of Santa Barbara has been twelve months- twelve payments with additional based on CPI (Consumer Price Index). However we are in a transition period between Measure D/ Measure A funding. The Master Agreement which covers the DWE (Downtown Waterfront Electric Shuttle) and the Commuter Lot Service have agreed to twelve months- twelve payments with additional 3% increase from prior year even though the CPI is slightly negative. Additionally, this agreement included the expansion of the Lines 1 & 2, 3 and the Mesa Loop.

- **LINE 6/11 ENHANCED TRANSIT- CITIES OF SANTA BARBARA AND GOLETA, SANTA BARBARA COUNTY AND UCSB**
  This agreement with the Cities of Santa Barbara, Goleta, Santa Barbara County and UCSB agreed to twelve payments for twelve months with no increase.

- **MEMORANDUM OF UNDERSTANDING FOR FY 2010 REGIONAL MEASURE D FUNDING FOR THE VALLEY EXPRESS AND FOR THE MTD-OPERATED CLEAN AIR EXPRESS TRIP**
  Steve Maas, Manager of Strategic Planning and Compliance reported that SBCAG agreed to approve MTD's request to roll over the remaining subsidy that had initially been approved for the current year to next year. Additionally, SBCAG agreed to continue subsidy for one Clean Air Express trip which MTD provides. .

9. UPDATE - EASY LIFT - (INFORMATIONAL)

Executive Director of Easy Lift, Ernesto Paredes provided the Board with an update on the financial outlook for Easy Lift in FY 2010. He pointed out expected decreases in subsidies and areas of increases in cost. Mr. Paredes also addressed increase in demand that Easy Lift is experiencing. The Board and General Manager Fisher commended Mr. Paredes and his staff for their ability to maintain services provided to the community.

10. CALIFORNIA TRANSIT ASSOCIATION BOARD RESOLUTION- (ATTACHMENT – ACTION MAY BE TAKEN)

Following an in-depth discussion among the Board and MTD Staff, Director Aceves motioned to refer this item to a future meeting of External Affairs/ Legislative Committee for discussion. Director Weinberg seconded the motion. The motion passed unanimously.

11. WORKERS' COMPENSATION INSURANCE- (ATTACHMENT – ACTION MAY BE TAKEN)

General Manager presented staff's recommendation to continue a self-insured program for Workers' Compensation claims and Excess Insurance coverage with the District's current carriers. Director Weinberg motioned to approve staff's recommendation. Director Fahnestock seconded the motion. The motion passed unanimously.

12. FISCAL YEAR 2009-10 PROPOSED BUDGET (ATTACHMENT-ACTION MAY BE TAKEN)

General Manager Fisher reported that the day before the Finance Committee had met to review the proposed Budget. General Manager Fisher also applauded Mr. Estrada for his excellent work in the preparation of this budget and throughout his 20 year career with the District. Chair Davis echoed General Manger Fisher's compliment.

Mr. Estrada reported that the operating budget for fiscal year 09-10 is assessed as stable and all immediate capital needs are budgeted. The District's reserves (Deferred Credits) are considered solid for the upcoming year. Excluding the Isla Vista Service expansion, base service hours are consistent with prior year levels. The 2.1% increase in service hours relating to the Isla Vista service expansion is funded with Congestion Mitigation Air Quality funds (CMAQ).

Mr. Estrada reported that sales tax revenue has decreased by $1.3 million from the original estimate for 2009-10, which offsets the projected increase in fare revenue derived from the fare increase of January 2009. Additionally, the state's decision to eliminate funding of the State Transit Assistance fund for the next five years will have a significant impact on the District's capital budget in the long-term. Mr. Estrada also stated that the influx of one-time capital funds has stabilized the District's capital budget for the time being but the loss of dedicated annual funding will result in direct pressure on the operating budget in future years.

(9:30 am) AT THIS TIME DIRECTOR BRITTON EXCUSED HIMSELF FROM THE MEETING

In summary, the District should begin reviewing its process for prioritizing service and identifying underperforming routes. Other cost saving measures should be evaluated during the first six months of fiscal year 09-10 in preparation for the following year. An analysis of the District's fare structure policy should also be considered later in fiscal year 09-10 if finances do not improve. The District has historically adjusted its fare policy every six to seven years but the combination of the State's financial woes and a slumping economy may require a modification to the fare policy sooner than originally anticipated. Following questions from the Board, Chair Davis opened the public comment portion of the meeting.

David Pritchett on behalf of STUC (Sustainable Transit Users Coalition) presented a petition of signatures from passengers along with an outline of requests.

Following a discussion among the Board members, Director Weinberg moved to approve the fiscal year 2009-10 proposed budget. Director Aceves seconded the motion. The motion passed unanimously. Following the motion, Chair Davis moved to refer Mr. Pritchett's recommendations to the Development/ Planning Committee to discuss the service requests and report back to the Board. Director Fahnestock seconded the motion. The motion passed unanimously.

Director Weinberg complimented Mr. Estrada and his staff for the presentation and report of the Budget.

13. GENERAL MANAGERS REPORT

Chair Davis complimented the Planning Department on their quick response to the request of the Laguna Cottage Residents of Line 14 on Sundays.

David Damiano, Manager of Transit Development reported that June 18th is National "*Dump the Pump Day".* MTD is holding an online contest where passengers can submit their testimony why they have decided to dump the pump. The winner will receive a 30-Day pass.

General Manager Fisher complimented Mr. Gabriel Garcia, HR & Risk Manager, for his work in the preparation of the Workers Compensation Insurance report. General Manager Fisher announced that the 29' Electric Diesel Hybrid has just arrived.

14. OTHER BUSINESS AND COMMITTEE REPORTS

The Finance Committee met to review the proposed Budget FY 2009-10.

15. ADJOURNMENT

Director Aceves moved to adjourn the meeting. Chair Davis seconded the motion.

AMERICANS WITH DISABILITIES ACT: If you need special assistance to participate in this meeting, please contact the MTD Administrative Office at 963-3364 at least **48 hours in advance** of the meeting to allow time for MTD to attempt a reasonable accommodation.

MINUTES
Meeting
of the
BOARD OF DIRECTORS
of the
SANTA BARBARA METROPOLITAN TRANSIT DISTRICT
A Public Agency
Tuesday, May 26, 2009
8:30 AM
Santa Barbara MTD Auditorium
550 Olive Street, Santa Barbara, CA 93101

MEMBERS PRESENT:
Dave Davis, Chair; Dick Weinberg, Vice Chair; Chuck McQuary, Director; John Britton, Director

MEMBERS NOT PRESENT:
Sharon Anderson, Secretary; Brian Fahnestock, Director, Roger Aceves, Director

DISTRICT EMPLOYEES PRESENT:
Jerry Estrada, Assistant GM/Controller; Imelda Martin, Executive Assistant to the Board and General Manager; David Damiano, Manager of Transit Development and Community Relations; Steve Maas, Manager of Strategic Planning & Compliance, Bill Morris, Operations Manager; Gabriel Garcia, HR & Risk Manager, Paul Tumbleson, Sr. Scheduler

1. CALL TO ORDER 8:30 a.m.

2. ROLL CALL OF THE BOARD OF DIRECTORS

MEMBERS PRESENT:
Dave Davis, Chair; Dick Weinberg, Vice Chair; Chuck McQuary, Director; John Britton, Director

MEMBERS NOT PRESENT:
Sharon Anderson, Secretary; Brian Fahnestock, Director, Roger Aceves, Director

DISTRICT EMPLOYEES PRESENT:
Jerry Estrada, Assistant GM/Controller; Imelda Martin, Executive Assistant to the Board and General Manager; David Damiano, Manager of Transit Development and Community Relations; Steve Maas, Manager of Strategic Planning & Compliance, Bill Morris, Operations Manager; Gabriel Garcia, HR & Risk Manager, Paul Tumbleson, Sr. Scheduler

3. REPORT REGARDING POSTING OF AGENDA
Imelda Martin, Executive Assistant to the Board and General Manager, reported that on Friday, May 22, 2009, the agenda for the meeting was posted at MTD's Administrative headquarters, on MTD's website, mailed to all who have requested the agenda and sent to the media of general circulation.

CONSENT CALENDAR

4. APPROVAL OF PRIOR MINUTES (ATTACHMENTS- ACTION MAY BE TAKEN)

Following suggested amendments from Chair Davis, Director McQuary moved to approve the minutes with the aforementioned amendments. Director Weinberg seconded the motion. The motion

passed unanimously with one abstention. Director Britton abstained due to his absence of that meeting.

THIS CONCLUDES THE CONSENT CALENDAR

5. PUBLIC COMMENT

There was no public comment made.

6. SERVICE PLAN FISCAL YEAR 09/10 (ATTACHMENTS- ACTION MAY BE TAKEN)

David Damiano, Manager of Transit Development and Community Relations, reported that the Development committee had met at the direction of the Board of Directors to review the proposed Service Plan, in particular Line 8. Mr. Damiano stated that the Development Committee is in support of adding 12 trips outbound and 10 trips inbound based on ridership numbers. Following further discussion, Chair Davis opened the Public Comment.

David Pritchett, Santa Barbara Community Action Network (SBCAN) asked of the fiscal impacts of adding additional trips to Line 8. He stated that he assumed that none of the other bus lines have been changed from the original proposal. Mr. Pritchett also commented that late night bus service may be perceived as lower ridership however, those passengers are very transit dependent workers with late night shifts in the service industry.

Luz Rivas, resident of Laguna Cottage for Seniors commented on the need for Line 14 service before 10:00 am on Saturday and Sunday.

Isabel Hegedus, resident of Laguna Cottage for Seniors, commented on the need for service for seniors of this complex. She stated that most of the residents need to go to church and shopping.

Grecia Lima, Community organizer of PUEBLO and STUC, stated that she had attended a meeting with bus riders concerning the proposed changes to Line 8. At the conclusion of this meeting Ms. Lima gathered that the proposed changes will not work for the passengers. Ms. Lima stated although trips were added, the proposed times do not work. Ms. Lima stated that a community task force comprised of community members and staff must be formed to work together. She stated that MTD needs a structure to deal with the challenges we face now as well as the challenges of the future.

Laurel Hall commented on Line 8 service. She added that she liked the previous public input meetings held at the public library.

Robert Burke commented he had understood that following the detours due to construction, Line 8 would be reinstated to its original route. Mr. Burke also stated that the transfer system does not work for the public. Mr. Burke asked the Board to make the Line 8 straight today. He added that he does not want to wait until August for changes to become effective.

Mr. Estrada stated that staff's recommendation is based on the direction of the Board. He stated that staff is seeking approval of the overall Service Plan proposal for Fiscal Year 09/10 to move forward with the drivers run bid. The run bid process is estimated to be 6 – 8 weeks. Following a question from Director Britton on possibly implementing the changes before late August, Mr. Estrada stated that 6 – 8 weeks would be necessary from approval of the plan to ensure that the bid process is consistent with the collective bargaining agreement. Mr. Damiano stated that if approved changes were implemented before late August, the printed materials such as the bus book would be inaccurate. Therefore, the information out to the public would be incorrect. There could be a possibility that the Marketing Department could get the information out to the public via temporary signs at bus stops and flyers on buses.

Mr. Damiano suggested that staff could look at the Line 14 issues raised by the public and possibly address them with a minor change to existing service. He agreed that staff would report back on this item at the next meeting.

Director McQuary stated that if changes are made beyond the bus book, it will lead to confusion among passengers. He stated that the bus book must remain consistent with the actual service.

Chair Davis commented that he preferred 12 to 13 trips be the service goal for the reinstated Line 8 from University to Fairview with at least one or two additional mid-day trips. He was concerned that the service level not be at such low frequencies that its failure would be predetermined in review next year. Staff commented that there are other existing lines with late night connectors as recommended that do perform adequately.

Director Weinberg moved to approve the Service Plan for Fiscal Year 09/10, with the additional direction to staff to look at the possibility of additional Line 14 weekend service. Director McQuary seconded the motion. The motion passed unanimously.

7. OTHER BUSINESS AND COMMITTEE REPORTS

Mr. Estrada reported that the only Committee meeting held was with the Development Committee, and that the content of the discussion was covered today.

8. ADJOURNMENT

Director Britton moved to adjourn the meeting. Director McQuary seconded the motion, and it passed unainmously. The meeting was adjourned.

AMERICANS WITH DISABILITIES ACT: If you need special assistance to participate in this meeting, please contact the MTD Administrative Office at 963-3364 at least **48 hours in advance** of the meeting to allow time for MTD to attempt a reasonable accommodation.

Santa Barbara Metropolitan Transit District

Cash Report
Board Meeting of June 30, 2009
For the Period June 9, 2009 through June 22, 2009

MONEY MARKET

Beginning Balance June 9, 2009		**$5,329,247.02**
Passenger Fares	182,434.65	
Accounts Receivable	146,082.41	
Miscellaneous	986.92	
Total Deposits	**329,503.98**	
ACH Garnishment Trf	(2,872.40)	
ACH Pensions Transfer	(31,869.55)	
ACH Tax Deposit	(126,956.42)	
Payroll Transfer	(288,120.16)	
Operations Transfer	(289,908.92)	
Total Disbursements	**(739,727.45)**	
Ending Balance		**$4,919,023.55**
Total Cash and Investments as of June 22, 2009:		**$4,919,023.55**

COMPOSITION OF CASH BALANCE

Working Capital	3,645,232.96	
WC / Liability Reserves :as of June 22, 2009	1,273,790.59	
	4,919,023.55	
Total Cash Balance		**$4,919,023.55**

Santa Barbara Metropolitan Transit District
Accounts Payable

Check #	Date	Company	Description	Amount	Voids
91944	3/4/2009	FISHER, SHERRIE	REIMBURSEMENT	61.15	V
92102	3/19/2009	RODRIGUEZ, ARTHUR	VTT RENEWAL	10.00	V
92760	6/12/2009	ROGER STEVEN ACEVES	DIRECTOR FEES	120.00	
92761	6/12/2009	AQUA-FLO	BUS WASH SUPPLIES	47.83	
92762	6/12/2009	SHARON ANDERSON	DIRECTOR FEES	180.00	
92763	6/12/2009	ASBURY ENVIRONMENTAL SERVIC	WASTE OIL RECYCLER	120.00	
92764	6/12/2009	BATTERY SYSTEMS OF OXNARD	BUS PARTS	193.05	
92765	6/12/2009	BNS ELECTRONICS, INC.	GIB. SITE RENTAL	230.56	
92766	6/12/2009	BOMAR SECURITY & INVESTIGATI	SECURITY SERVICES	867.68	
92767	6/12/2009	JOHN BRITTON	DIRECTOR FEES	120.00	
92768	6/12/2009	BUENA TOOL, INC.	B&G REPAIRS & SUPPLIES	77.97	
92769	6/12/2009	CALIFORNIA ELECTRIC SUPPLY, IN	BUS PARTS & SHOP SUPPLIES	78.40	
92770	6/12/2009	CARQUEST AUTO PARTS	BUS PARTS & SUPPLIES	0.00	V
92771	6/12/2009	CARQUEST AUTO PARTS	BUS PARTS & SUPPLIES	1,096.55	
92772	6/12/2009	CERTIFIED ENVIRONMENTAL	PROFESSIONAL SERVICES	2,983.28	
92773	6/12/2009	COMMUNITY RADIO, INC.	GIB. SITE RENTAL	225.35	
92774	6/12/2009	CINTAS FIRST AID & SAFETY DB	FIRST AID SUPPLIES	307.16	
92775	6/12/2009	COAST TRUCK PARTS	BUS PARTS	802.92	
92776	6/12/2009	CUMMINS CAL PACIFIC LLC	BUS PARTS	131.26	
92777	6/12/2009	DAVID D. DAVIS JR.	DIRECTOR FEES	180.00	
92778	6/12/2009	DILLINGHAM TICKET CO., INC	BUS INSPECTION FORMS	2,591.69	
92779	6/12/2009	DONS INDUSTRIAL, INC.	BUS PARTS/SHOP SUPPLIES	460.56	
92780	6/12/2009	DOWNTOWN ORGANIZATION, INC.	BREAKFAST ANNUAL FEE/TC MAINTE	400.00	
92781	6/12/2009	EASY LIFT TRANSPORTATION, INC.	ADA SUBSIDY	43,516.00	
92782	6/12/2009	EVERYTHING ELECTRIC	BUS PARTS	294.28	
92783	6/12/2009	FAST UNDERCAR	EV BUS PARTS	146.11	
92784	6/12/2009	BRIAN FAHNESTOCK	DIRECTOR FEES	120.00	
92785	6/12/2009	GARCIA, ALMA	VTT RENEWAL	44.00	
92786	6/12/2009	GFI GENFARE, INC.	FAREBOX REPAIRS & PARTS	97.42	
92787	6/12/2009	GIBBS INTERNATIONAL INC	BUS PARTS/SUPPLIES	205.80	
92788	6/12/2009	GILLIG LLC DBA	BUS PARTS	1,676.91	
92789	6/12/2009	GLEASON, GARY	HEALTH/DENTAL REIMBURSEMENT	1,199.04	
92790	6/12/2009	GOODYEAR TIRE & RUBBER CO	LEASED TIRES	10,478.54	
92791	6/12/2009	GRAINGER, INC.	SHOP SUPPLIES	510.57	
92792	6/12/2009	HOME IMPROVEMENT CTR.	SHOP/B&G SUPPLIES	60.77	
92793	6/12/2009	INTELLICORP RECORD INC.	PRE-EMPLOYMENT CHECK	251.40	
92794	6/12/2009	LUBRICATION ENGINEERS, INC.	LUBRICANTS	147.95	

Check #	Date	Company	Description	Amount	Voids
92795	6/12/2009	MC CORMIX CORP. (OIL)	LUBRICANTS	1,503.51	
92796	6/12/2009	MC CORMIX CORP. (GAS)	FUEL-SERVICE VEHICLES	1,631.81	
92797	6/12/2009	MCMASTER-CARR SUPPLY CO.	SHOP SUPPLIES	202.58	
92798	6/12/2009	CHUCK MCQUARY	DIRECTOR FEES	180.00	
92799	6/12/2009	MILPAS RENTAL INC.	EQUIPMENT RENTAL	507.25	
92800	6/12/2009	MOTOR COACH INDUSTRIES	BUS PARTS	141.78	
92801	6/12/2009	NUGS BY NAY DBA	GRAPHIC DESIGNER	129.31	
92802	6/12/2009	PERRY LINCOLN MERCURY MAZDA	SERVICE VEHICLE PARTS / REPAIRS	150.99	
92803	6/12/2009	PRAXAIR DISTRIBUTION, INC.	SHOP SUPPLIES	151.62	
92804	6/12/2009	REPUBLIC ELEVATOR, INC	ELEVATOR MAINTENANCE	126.28	
92805	6/12/2009	ROGERS, SHEFFIELD & CAMPBELL,	LEGAL COUNSEL	5,501.50	
92806	6/12/2009	SB DATABASE WORKS DBA	DATABASE CONVERSION	412.50	
92807	6/12/2009	SANTA BARBARA NEWS PRESS	EMPLOYMENT ADS/PUBLIC NOTICES	7,413.03	
92808	6/12/2009	SMITTY'S TOWING SERVICE DB	TOWING SERVICES	50.00	
92809	6/12/2009	SERVICE MASTER OF SANTA BARB	JANITORIAL SERV./SUPPLIES	4,952.00	
92810	6/12/2009	SM TIRE, CORP.	BUS TIRE MOUNTING	141.00	
92811	6/12/2009	SMARDAN-HATCHER CO., INC	B&G REPAIRS & SUPPLIES	257.05	
92812	6/12/2009	SO. CAL. EDISON CO.	UTILITIES	1,740.43	
92813	6/12/2009	SC FUELS DBA	FUEL	15,908.06	
92814	6/12/2009	SPECIALTY TOOL & BOLT	SHOP SUPPLIES	122.84	
92815	6/12/2009	T.F. HUDGINS, INC.	BUS PARTS	135.12	
92816	6/12/2009	TEAMSTERS MISC FUND	UNION MEDICAL/DENTAL	96,119.22	
92817	6/12/2009	TRUCK TRAILER TRANSIT	BUS PARTS	1,409.91	
92818	6/12/2009	INTERSTATE CAPITAL CORPORATI	UNIFORMS	250.61	
92819	6/12/2009	VALLEY POWER SYSTEMS, INC.	BUS PARTS	3,494.99	
92820	6/12/2009	WAXIE SANITARY SUPPLY DBA	JANITORIAL SUPPLIES	478.28	
92821	6/12/2009	RICHARD WEINBERG	DIRECTOR FEES	180.00	
92822	6/12/2009	WILSON PRINTING INC.	PRINTING SERVICES	707.24	
92823	6/12/2009	WURTH USA WEST INC.	SHOP SUPPLIES	930.81	
92824	6/19/2009	ASBURY ENVIRONMENTAL SERVIC	WASTE OIL RECYCLER	40.00	
92825	6/19/2009	BUENA TOOL, INC.	B&G REPAIRS & SUPPLIES	13.92	
92826	6/19/2009	CALIFORNIA ELECTRIC SUPPLY, IN	BUS PARTS & SHOP SUPPLIES	48.06	
92827	6/19/2009	CARQUEST AUTO PARTS	BUS PARTS & SUPPLIES	21.99	
92828	6/19/2009	CHANNEL CITY ENGINEERING	SHOP EQUIPMENT REPAIRS	345.00	
92829	6/19/2009	COMPASS CONCEPTS, INC	BUS PARTS	73.63	
92830	6/19/2009	CHILD SUPPORT ENFORCEMENT AG	PAYROLL RELATED	147.69	
92831	6/19/2009	COAST TRUCK PARTS	BUS PARTS	992.86	
92832	6/19/2009	DEAILE, MARY	PAYROLL RELATED	106.15	
92833	6/19/2009	DENMUN OFFICE EQUIPMENT	OFFICE MACHINE SUPPLIES	90.00	
92834	6/19/2009	DOCUPRODUCTS CORPORATION	COPIER COPIES & SUPPLIES	415.12	

Check #	Date	Company	Description	Amount	Voids
92835	6/19/2009	DONS INDUSTRIAL, INC.	BUS PARTS/SHOP SUPPLIES	31.33	
92836	6/19/2009	ERGOMETRICS, INC.	DRIVER TEST SCORING	27.00	
92837	6/19/2009	EVERYTHING ELECTRIC	BUS PARTS	329.03	
92838	6/19/2009	FISHER, SHERRIE	REIMBURSEMENT	321.15	
92839	6/19/2009	STATE OF CALIFORNIA	PAYROLL RELATED	370.90	
92840	6/19/2009	GFI GENFARE, INC.	FAREBOX REPAIRS & PARTS	1,604.38	
92841	6/19/2009	GIBBS INTERNATIONAL INC	BUS PARTS/SUPPLIES	1,127.27	
92842	6/19/2009	GILLIG LLC DBA	BUS PARTS	1,331.05	
92843	6/19/2009	GRAINGER, INC.	SHOP SUPPLIES	47.47	
92844	6/19/2009	H.G. MAKELIM CO.	BUS PARTS	5,186.25	
92845	6/19/2009	HOME IMPROVEMENT CTR.	SHOP/B&G SUPPLIES	76.73	
92846	6/19/2009	HUSBANDS, HATTIE	REIMBURSEMENT	322.63	
92847	6/19/2009	INDOFF, INC.	OFFICE SUPPLIES	706.16	
92848	6/19/2009	UNITED STATES TREASURY - IRS	PAYROLL RELATED	500.00	
92849	6/19/2009	SHERIFF CIVIL BUREAU	PAYROLL RELATED	872.76	
92850	6/19/2009	MAAS, STEVE	REIMBURSEMENT	314.15	
92851	6/19/2009	MCMASTER-CARR SUPPLY CO.	SHOP SUPPLIES	518.27	
92852	6/19/2009	MIKE CUEVAS GARDENING SERIVC	LANDSCAPE MAINTENANCE SERVICE	647.00	
92853	6/19/2009	MGB INDUSTRIAL SUPPLY	BUS & SHOP SUPPLIES	100.78	
92854	6/19/2009	MOHAWK MFG. AND SUPPLY CO.	BUS PARTS	310.67	
92855	6/19/2009	NU-COOL REDI GREEN	COOLANTS & SHOP SUPPLIES	286.46	
92856	6/19/2009	PREVOST CAR INC.- CREDIT DEPT.	BUS PARTS	1,752.57	
92857	6/19/2009	PERRY LINCOLN MERCURY MAZDA	SERVICE VEHICLE PARTS / REPAIRS	89.35	
92858	6/19/2009	PETTY CASH - MORRIS, B.	MISC. PURCHASES	216.22	
92859	6/19/2009	PIP PRINTING, INC	PRINTING SERVICES	941.16	
92860	6/19/2009	PRESTIGE TIRE & AUTO SERVICE, I	SERVICE VEHICLE REPAIRS	62.36	
92861	6/19/2009	RODRIGUEZ, ARTHUR	VTT RENEWAL	10.00	
92862	6/19/2009	SB COUNTY FEDERAL CREDIT UNIO	PAYROLL DEDUCTION	1,383.00	
92863	6/19/2009	SANTA BARBARA NEWS-PRESS	SUBSCRIPTION	182.35	
92864	6/19/2009	SEELEY-RUIZ, KAREN	PAYROLL RELATED	75.69	
92865	6/19/2009	SERVICE MASTER OF SANTA BARB	JANITORIAL SERV./SUPPLIES	266.40	
92866	6/19/2009	SM TIRE, CORP.	BUS TIRE MOUNTING	111.00	
92867	6/19/2009	SO. CAL. EDISON CO.	UTILITIES	5,172.90	
92868	6/19/2009	SOCIAL SECURITY ADMINISTRATIO	PAYROLL RELATED	25.00	
92869	6/19/2009	SOUTHERN CALIFORNIA GAS COMP	UTILITIES	150.46	
92870	6/19/2009	SPECIALTY TOOL & BOLT	SHOP SUPPLIES	44.15	
92871	6/19/2009	STERTIL-KONI USA, INC	MOBILE LIFTS	33,404.21	
92872	6/19/2009	THE LIGHTHOUSE	SHOP SUPPLIES	57.18	
92873	6/19/2009	TEAMSTERS UNION LOCAL NO. 186	UNION DUES	9,023.27	
92874	6/19/2009	UNITED WAY OF SB	PAYROLL DEDUCTION	152.00	

Check #	Date	Company	Description	Amount	Voids
92875	6/19/2009	VALLEY POWER SYSTEMS, INC.	BUS PARTS	3,028.17	
92876	6/19/2009	VERIZON CALIFORNIA	TELEPHONES	262.78	
92877	6/19/2009	VALERIANO, MARIA	PAYROLL DONATIONS	163.00	
92878	6/19/2009	WERNER E. THEISS	WALLCOVERING REPAIR	820.00	
92879	6/19/2009	WAXIE SANITARY SUPPLY DBA	JANITORIAL SUPPLIES	319.22	
92880	6/19/2009	YACO SCHOLARSHIP FUND	PR DEDUCTION	49.00	
				289,980.07	
			Current Cash Report Voided Checks:	0.00	
			Prior Cash Report Voided Checks:	71.15	
			Grand Total:	**$289,908.92**	

Santa Barbara Metropolitan Transit District
Cash Receipts of Accounts Receivable

Date	Company	Description	Amount
6/9/2009	Ali Habibi	Health Insurance - Retiree	2.87
6/9/2009	City of Goleta	Transit Enhancement - L6&11 Apr-Jun09	16,315.52
6/9/2009	Cottage Hospital	Passes/Token Sales	496.75
6/10/2009	City of SB - Commuter Lot	Commuter Lot Shuttle - May09	16,452.45
6/10/2009	City of SB - Transit Enhancement	Transit Enhancement - BVD 1,2,3, May09	40,307.13
6/11/2009	Godzilla Graphics	Advertising on Buses	4,895.00
6/12/2009	City of SB Creeks Division	Advertising on Buses	1,173.00
6/12/2009	County of SB- Public Works	Transit Enhancement - L6&11 Apr-Jun09	24,287.88
6/12/2009	Pacific Capital Bancorp	Advertising on Buses	8,807.00
6/12/2009	Santa Barbara Axxess	Advertising on Buses	400.00
6/12/2009	Wayne Kosaka Design	Advertising on Buses	2,867.00
6/15/2009	SB County Public Health	Passes/Token Sales	4,725.00
6/15/2009	UCSB - Parking Services	Passes/Passport Sales	1,040.00
6/15/2009	UCSB - Parking Services	Passes/Passport Sales	12,000.00
6/17/2009	S.B.C.A.G.	VE-CAE Commuter Service - May09	9,780.00
6/17/2009	Santa Barbara Axxess	Advertising on Buses	300.00
6/18/2009	The Jewelry Mart	Advertising on Buses	288.00
6/18/2009	Zamora, Frank	Health Insurance - Retiree	2.87
6/18/2009	Zamora, Frank	Health Insurance - Retiree	2.87
6/18/2009	Zamora, Frank	Health Insurance - Retiree	2.87
6/19/2009	County of Santa Barbara	Passes/Token Sales	336.00
6/22/2009	Blu Line Media	Advertising on Buses	293.25
6/22/2009	Blu Line Media	Advertising on Buses	293.25
6/22/2009	Blu Line Media	Advertising on Buses	293.25
6/22/2009	Paul Griffith	Contractor Health Ins - Cobra	720.45
		Total Accounts Receivable Paid During Period	**$146,082.41**

Santa Barbara Metropolitan Transit District

Cash Report
Board Meeting of July 14, 2009
For the Period June 23, 2009 through July 6, 2009

MONEY MARKET

Beginning Balance June 23, 2009		**$4,919,023.55**
Accounts Receivable	637,368.48	
Passenger Fares	190,760.43	
Property Tax Revenue	40,679.62	
Advertising & Prepaid Dep	2,070.00	
Miscellaneous	950.63	
Total Deposits	**871,829.16**	
Bank Fee - June 09	(943.91)	
ACH Garnishment Trf	(3,314.08)	
ACH Pensions Transfer	(31,506.84)	
ACH Tax Deposit	(125,212.13)	
Operations Transfer	(256,648.11)	
Payroll Transfer	(292,451.00)	
Transfer to LAIF	(4,000,000.00)	
Total Disbursements	**(4,710,076.07)**	
Total Cash and Investments as of July 6, 2009:		**$1,080,776.64**

COMPOSITION OF MONEY MARKET BALANCE

WC / Liability Reserves :as of July 6, 2009	1,273,790.59	
Working Capital	-193,013.95	
	1,080,776.64	
Total Money Market Cash Balance		**$1,080,776.64**
LAIF Account :as of July 6, 2009	$4,000,000	
Total Cash Balance		**$5,080,776.64**

Santa Barbara Metropolitan Transit District
Accounts Payable

Check #	Date	Company	Description	Amount	Voids
92881	6/26/2009	AMERICAN NAMEPLATE COMPANY	ENGRAVING SERVICES	116.00	
92882	6/26/2009	ANDREWS, HENRY	REIMBURSEMENT	244.34	
92883	6/26/2009	BERENDSEN FLUID POWER	BUS PARTS	803.51	
92884	6/26/2009	BOMAR SECURITY & INVESTIGATI	SECURITY SERVICES	1,180.30	
92885	6/26/2009	BUENA TOOL, INC.	B&G REPAIRS & SUPPLIES	52.36	
92886	6/26/2009	CARQUEST AUTO PARTS	BUS PARTS & SUPPLIES	298.90	
92887	6/26/2009	COAST TRUCK PARTS	BUS PARTS	1,484.67	
92888	6/26/2009	CUMMINS CAL PACIFIC LLC	BUS PARTS	1,906.40	
92889	6/26/2009	STATE OF CALIFORNIA DTSC	EPA MANIFEST ANNUAL FEE	407.50	
92890	6/26/2009	FALCON FUELS, INC.	BUS FUEL	61,186.92	
92891	6/26/2009	FEDERAL EXPRESS CORP.	FREIGHT CHARGES	92.13	
92892	6/26/2009	FRAZEE INDUSTRIES, INC	BUS STOP MAINT.	57.77	
92893	6/26/2009	GFI GENFARE, INC.	FAREBOX REPAIRS & PARTS	2,659.21	
92894	6/26/2009	GILLIG LLC DBA	BUS PARTS	2,992.51	
92895	6/26/2009	HOME IMPROVEMENT CTR.	SHOP/B&G SUPPLIES	12.16	
92896	6/26/2009	HOWIE ENTERPRISES DBA	BUS REPAIRS	675.00	
92897	6/26/2009	INTERSTATE BATTERIES	EV ACCESSORY BATTERIES	474.04	
92898	6/26/2009	LARA'S AUTO REPAIR DBA	BUS REPAIRS	90.00	
92899	6/26/2009	MARBORG INDUSTRIES (INC)	UTILITIES & RENTAL FEES	160.48	
92900	6/26/2009	MC CORMIX CORP. (GAS)	FUEL-SERVICE VEHICLES	1,914.05	
92901	6/26/2009	MCGUCKIE, DAVID	VTT RENEWAL	50.00	
92902	6/26/2009	MCMASTER-CARR SUPPLY CO.	SHOP SUPPLIES	107.00	
92903	6/26/2009	NATIONAL INTERSTATE INS INC.	LIABILITY INSURANCE	14,597.86	
92904	6/26/2009	PREVOST CAR INC.- CREDIT DEPT.	BUS PARTS	1,881.83	
92905	6/26/2009	NOVACOAST INTERNATIONAL	TECHNICAL SUPPORT	4,800.00	
92906	6/26/2009	PETTY CASH- HAHN, STEVE	MISC SHOP NEEDS	91.84	
92907	6/26/2009	PLATINUM PLUS FOR BUSINESS	MISC. CREDIT CARD CHARGES	705.16	V
92908	6/26/2009	PORT SUPPLY	BUS PARTS	123.26	
92909	6/26/2009	PRAXAIR DISTRIBUTION, INC.	SHOP SUPPLIES	84.61	
92910	6/26/2009	PRESTIGE TIRE & AUTO SERVICE, I	SERVICE VEHICLE REPAIRS	32.58	
92911	6/26/2009	SANTA BARBARA DAILY SOUND, L	MEDIA ADS	229.00	
92912	6/26/2009	SANTA BARBARA NEWS PRESS	EMPLOYMENT ADS/PUBLIC NOTICES	38.40	
92913	6/26/2009	SCHWAB, KATE	REIMBURSEMENT	41.00	
92914	6/26/2009	SM TIRE, CORP.	BUS TIRE MOUNTING	111.00	
92915	6/26/2009	SMARDAN-HATCHER CO., INC	B&G REPAIRS & SUPPLIES	38.57	
92916	6/26/2009	SMART & FINAL	OFFICE/MEETING SUPPLIES	490.38	
92917	6/26/2009	SOFTCHOICE CORP, INC.	COMPUTER SOFTWARE	2,765.96	

Check #	Date	Company	Description	Amount	Voids
92918	6/26/2009	SOUTHERN CALIFORNIA GAS COMP	UTILITIES	0.92	
92919	6/26/2009	SPECIALTY TOOL & BOLT	SHOP SUPPLIES	188.76	
92920	6/26/2009	SOUTHWEST LIFT & EQUIPMENT, I	B&G REPAIRS & SUPPLIES	761.79	
92921	6/26/2009	SPORTWORKS NORTHWEST INC.	BIKE RACK PARTS	1,338.77	
92922	6/26/2009	SB CITY OF-REFUSE/WATER	UTILITIES	527.36	
92923	6/26/2009	THE MEDCENTER	MEDICAL EXAMS	2,026.00	
92924	6/26/2009	TRI-COUNTY AUTO GLASS INC	REPLACE BUS WINDOWS	220.00	
92925	6/26/2009	UNITED TRANSMISSION EXCHANG	BUS TRANSMISSIONS/PARTS	3,474.15	
92926	6/26/2009	UNITED PARCEL SERVICE, INC.	FREIGHT CHARGES	292.96	
92927	6/26/2009	VALLEY POWER SYSTEMS, INC.	BUS PARTS	4,118.25	
92928	6/26/2009	VERIZON CALIFORNIA	TELEPHONES	2,478.69	
92929	6/26/2009	VERIZON WIRELESS	WIRELESS PHONES	358.91	
92930	6/26/2009	WAXIE SANITARY SUPPLY DBA	JANITORIAL SUPPLIES	462.08	
92931	7/3/2009	IGNACIO ARIAS	TOOL ALLOWANCE	1,100.00	
92932	7/3/2009	ASBURY ENVIRONMENTAL SERVIC	WASTE OIL RECYCLER	40.00	
92933	7/3/2009	BOMAR SECURITY & INVESTIGATI	SECURITY SERVICES	708.18	
92934	7/3/2009	CARDONA, MIKE	PER DIEM	40.00	
92935	7/3/2009	CHILD SUPPORT ENFORCEMENT AG	PAYROLL RELATED	147.69	
92936	7/3/2009	CINTAS FIRST AID & SAFETY DB	FIRST AID SUPPLIES	386.60	
92937	7/3/2009	COX COMMUNICATIONS	INTERNET & CABLE TV	212.95	
92938	7/3/2009	DAL POZZO TIRE CORP.	TIRE REPAIR	30.00	
92939	7/3/2009	DEAILE, MARY	PAYROLL RELATED	106.15	
92940	7/3/2009	DOCUPRODUCTS CORPORATION	COPIER COPIES & SUPPLIES	493.53	
92941	7/3/2009	FALCON FUELS, INC.	BUS FUEL	15,305.54	
92942	7/3/2009	FIA CARD SERVICES	MISC CREDIT CARD CHARGES	705.16	
92943	7/3/2009	STATE OF CALIFORNIA	PAYROLL RELATED	366.42	
92944	7/3/2009	GOODYEAR TIRE & RUBBER CO	LEASED TIRES	9,617.93	
92945	7/3/2009	GRISHAM, JILL	REIMBURSEMENT	170.00	
92946	7/3/2009	GUARDIAN DENTAL INSURANCE	DENTAL INSURANCE	3,371.62	
92947	7/3/2009	GUARDIAN LIFE INS CO. CORP.	LIFE INSURANCE	983.84	
92948	7/3/2009	HOME IMPROVEMENT CTR.	SHOP/B&G SUPPLIES	40.14	
92949	7/3/2009	UNITED STATES TREASURY - IRS	PAYROLL RELATED	500.00	
92950	7/3/2009	SHERIFF CIVIL BUREAU	PAYROLL RELATED	1,080.37	
92951	7/3/2009	LARA'S AUTO REPAIR DBA	BUS REPAIRS	90.00	
92952	7/3/2009	MC CORMIX CORP. (OIL)	LUBRICANTS	5,120.69	
92953	7/3/2009	MCMASTER-CARR SUPPLY CO.	SHOP SUPPLIES	409.80	
92954	7/3/2009	MEDICAL EYE SERVICES, INC.	VISION SERVICES	405.04	
92955	7/3/2009	MUZICRAFT, INC	TC CONTRACT MAINTENANCE	38.00	
92956	7/3/2009	NATIONAL INTERSTATE INS INC.	LIABILITY INSURANCE	22,998.00	
92957	7/3/2009	NU-COOL REDI GREEN	COOLANTS & SHOP SUPPLIES	260.98	

Check #	Date	Company	Description	Amount	Voids
92958	7/3/2009	PACE COMMUNICATIONS, INC.	MEDIA ADS	4,000.00	
92959	7/3/2009	PACIFICARE OF CALIFORNIA	HEALTH INSURANCE	48,277.75	
92960	7/3/2009	PORT SUPPLY	BUS PARTS	102.71	
92961	7/3/2009	PRESTIGE TIRE & AUTO SERVICE, I	SERVICE VEHICLE REPAIRS	488.00	
92962	7/3/2009	SB COUNTY FEDERAL CREDIT UNIO	PAYROLL DEDUCTION	1,383.00	
92963	7/3/2009	SB DATABASE WORKS DBA	DATABASE CONVERSION	42.30	
92964	7/3/2009	SEELEY-RUIZ, KAREN	PAYROLL RELATED	75.69	
92965	7/3/2009	SAYAT, THAIS	REIMBURSEMENT	156.34	
92966	7/3/2009	SM TIRE, CORP.	BUS TIRE MOUNTING	159.00	
92967	7/3/2009	SO. CAL. EDISON CO.	UTILITIES	6,164.06	
92968	7/3/2009	SPECIALTY TOOL & BOLT	SHOP SUPPLIES	332.66	
92969	7/3/2009	SURFACE TECHNOLOGY COMPANY	GRAFFITI REMOVER	264.95	
92970	7/3/2009	SB CITY OF-REFUSE/WATER	UTILITIES	1,707.05	
92971	7/3/2009	TEAMSTERS UNION LOCAL NO. 186	UNION DUES	251.21	
92972	7/3/2009	VALLEY POWER SYSTEMS, INC.	BUS PARTS	369.63	
92973	7/3/2009	VALERIANO, MARIA	PAYROLL DONATIONS	138.00	
92974	7/3/2009	WORKER'S COMPENSATION ADMIN.	PROFFESIONAL SERVICES	9,466.95	
				257,353.27	
			Current Cash Report Voided Checks:	705.16	
			Prior Cash Report Voided Checks:	0.00	
			Grand Total:	**$256,648.11**	

Santa Barbara Metropolitan Transit District
Cash Receipts of Accounts Receivable

Date	Company	Description	Amount
6/19/2009	UCSB Transportation	Transit Enhancement - L6&11 Apr-Jun 09	4,791.25
6/23/2009	City of SB - Browning Allen	Dwntwn. Wtrfrnt. Shuttle - Jun 09	86,359.96
6/23/2009	County of Santa Barbara	Passes/Token Sales	6,014.25
6/29/2009	Department of Rehabilitation	Passes/Token Sales	20.00
6/29/2009	Department of Rehabilitation	Passes/Token Sales	20.00
6/29/2009	Department of Rehabilitation	Passes/Token Sales	20.00
6/29/2009	Department of Rehabilitation	Passes/Token Sales	20.00
7/1/2009	ASTI Holding Company, LLC	Overpass Property Lease - Jul 09	14,000.00
7/1/2009	County of Santa Barbara	Passes/Token Sales	2,789.50
7/1/2009	Local Transportation Fund	SB 325 - Jun 09	522,255.91
7/3/2009	Department of Rehabilitation	Passes/Token Sales	20.00
7/3/2009	Department of Rehabilitation	Passes/Token Sales	20.00
7/6/2009	Borrayo, Ruth	Health Insurance - Cobra	268.13
7/6/2009	Calles, Gilbert & Leandra	Health Insurance - Retiree	240.74
7/6/2009	Fountain, Melvin and Elizabeth	Health Insurance - Retiree	240.74
7/6/2009	The Jewelry Mart	Advertising on Buses	288.00
		Total Accounts Receivable Paid During Period	**$637,368.48**

MTD Santa Barbara

BOARD OF DIRECTORS REPORT

MEETING DATE: JULY 14, 2009 **AGENDA ITEM #:**

TYPE: INFORMATIONAL

PREPARED BY: STEVE MAAS _____
Signature

REVIEWED BY: GENERAL MANAGER _____
GM Signature

SUBJECT: **City of Santa Barbara Traffic Model Update**

DISCUSSION:

Rob Dayton, City of Santa Barbara Principal Transportation Planner, will provide the Board with an update on the City's new traffic model.

City of Santa Barbara
California

PLANNING COMMISSION and
TRANSPORTATION & CIRCULATION COMMITTEE
STAFF REPORT

REPORT DATE: March 5, 2009

AGENDA DATE: March 12, 2009

PROJECT SUBJECT: Plan Santa Barbara: Travel Demand Model Update

TO: Planning Commission and Transportation & Circulation Committee

FROM: Transportation Division
Rob Dayton, Principal Transportation Planner
Barbara Shelton, Project Planner
For questions please call (805) 564-5385

I. RECOMMENDATION

That the Planning Commission (PC) and the Transportation & Circulation Committee (TCC) receive an update from the Environmental Impact Report (EIR) consultants on the travel demand modeling effort.

II. INTRODUCTION

The EIR consultants (AMEC and Fehr and Peers Transportation Consultants) have been working to finalize the City's travel demand model for the purposes of evaluating the transportation impacts of the land use scenarios and policy framework of Plan Santa Barbara. This meeting will include a presentation that will cover three topics: the Santa Barbara Travel Demand Model Overview (Exhibit A), the Future Traffic Conditions for the 2030 Baseline Scenario (Exhibit B), and the 4D post modeling adjustments that will be used to evaluate the effectiveness of the Mobility Oriented Development Area (MODA) and other Plan Santa Barbara Framework polices. This update will be the final joint PC/TCC meeting prior to the review of the Draft EIR on Plan Santa Barbara scheduled for release in September.

III. MODEL DEVELOPMENT REPORT

Last May, Fehr and Peers presented the overview and expectations of the City's forthcoming travel demand model. At the PC/TCC joint meeting last August, Fehr and Peers presented the modeling assumption and validation process that it was undertaking to develop the City's travel demand model. Fehr and Peers has now documented the process in the Santa Barbara Travel Demand Model Overview (Exhibit A). A third of the presentation on March 12 will focus on

this report and how the City's model meets or exceeds industry standards for predicting travel demand. Fehr and Peers will also review the trip generation assumptions in the report, which are more sophisticated than the rates found in the Institute of Transportation Engineers data base.

IV. FUTURE TRAFFIC CONDITIONS FOR THE 2030 NO PROJECT SCENARIO

The draft *Plan Santa Barbara* policies will be evaluated in a Program EIR. All EIRs require inclusion of the "No Project" alternative, so that future environmental effects of the proposal may be compared against future environmental effects if the proposal did not proceed. In the case of a General Plan update, the "No Project" alternative in the EIR constitutes the continuation of existing plans and policies into the future.

The "No Project" Alternative for the *Plan Santa Barbara* EIR will evaluate the impacts of additional future growth to the year 2030 assuming that historical growth rates continue into the future and current policies continue unchanged. This will provide a baseline impact analysis to compare the impacts under different policy sets or amounts of growth in other alternatives. The No Project assumption for nonresidential development includes a Measure E cap of 1.7 million additional square feet and additional 0.5 million square feet for minor additions, redevelopment, and potential sphere area annexations that are apart from the Measure E cap per current policies. Based on historical growth rates, 2,800 additional residential units would be assumed to develop within the City over the next 22 years for purposes of impact evaluation.

Fehr and Peers has developed a travel demand model scenario based on the land use data of the "No Project" Alternative. Exhibit B is the Future Traffic Conditions for the 2030 Baseline Scenario, Technical Memorandum. This memorandum summarizes traffic volume forecasts, intersection operational conditions, and a variety of other performance measures associated with continuing development under the existing City of Santa Barbara (City) General Plan policies. This scenario forms the baseline for analysis of all other *Plan Santa Barbara* Land Use scenarios. These future baseline conditions represent how traffic in Santa Barbara would change under a "business as usual" scenario.

It is important to note that this scenario is a worst case analysis because it does not account for the City's current policy to restrict commercial development that generates immitigable traffic impacts. Many projects that are proposed by developers never come before review boards or the Planning Commission, because City staff disqualifies the development proposal because of traffic impacts. The City's travel demand model, however, includes a broad list of pending and potential future development citywide, without regard to the approval process. Staff believes that the resulting baseline condition is representative of a reasonable worst case scenario and is appropriate for comparison to project alternatives for environmental review.

As a part of the presentation, Fehr and Peers will review the level-of-service impacts of this "No Project" scenario. As one can see from the report, the number of impacted intersection is predicted to grow from 13 to 20. This potential decline in LOS along key arterial intersections

frames one of the central challenges to be addressed by the policy initiatives contained in *Plan Santa Barbara.*

V. THE 4D ADJUSTMENT PROCESS

The 4D post-modeling process is a method that will allow the City to evaluate the transportation effects of Plan Santa Barbara Framework policies, such as the MODA. The 4D process method is based on a substantial empirical evidence about the relationship between travel and the built environment, which has been distilled to a single set of numerical values by a panel of national experts. A locally-tailored set of measurements using the 4Ds is being developed through statistical analysis of Santa Barbara region's household travel survey data. This exercise is being done in conjunction with the future land use scenarios.

The 4Ds will predict the degree to which each Plan Santa Barbara horizon-year land use and policy scenario's trip generation will increase or decline with changes to the plan's:

- Density – residential and non-residential development per acre;
- Diversity – mix of residential, retail and employment land uses on the site;
- Design – connectivity and walkability of the site's transportation networks; and
- Destination Accessibility – location relative to major regional attractions, as infill sites generate fewer and shorter vehicle trips than fringe area development.

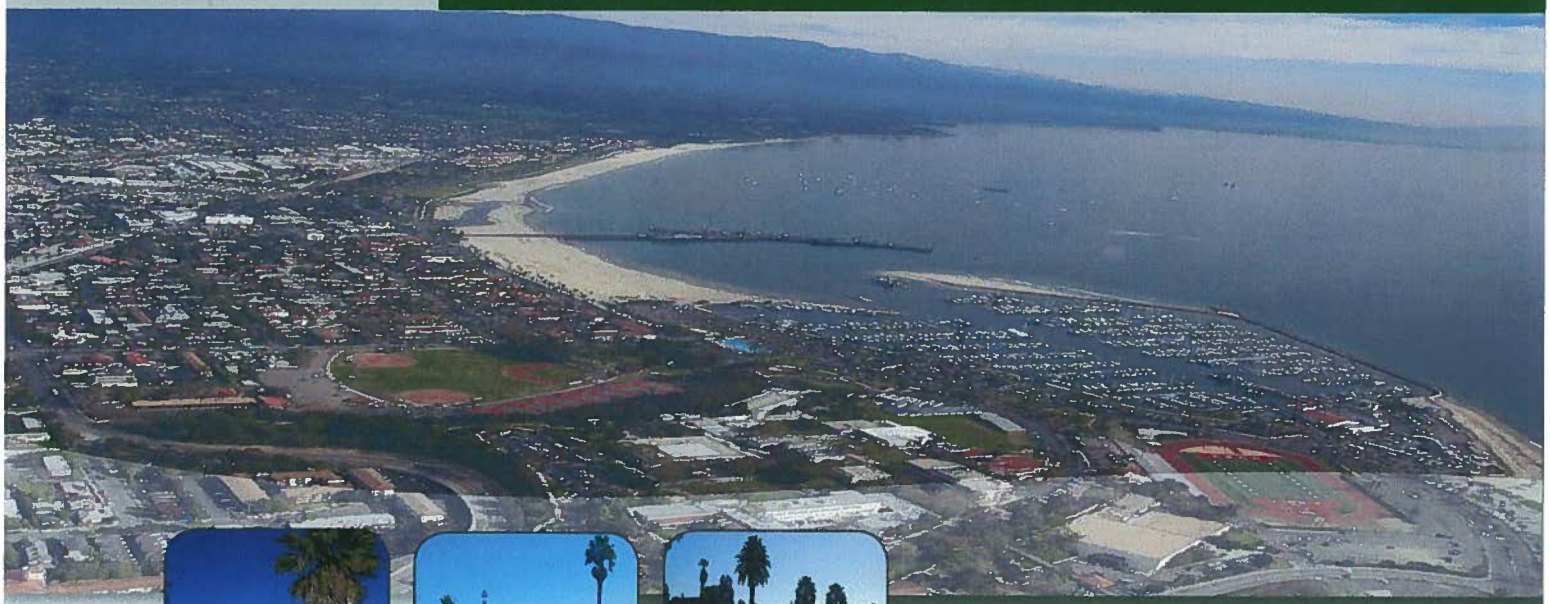
Fehr and Peers will spend some time in their presentation talking about the value of this process and the statistical evidence that shows that the process will be accurate.

If you have any questions prior to the meeting, please contact Rob Dayton at 564-5390, or Barbara Shelton at 564-5470.

Exhibits: A. Santa Barbara Travel Demand Model Overview

B. Technical Memorandum: Future Traffic Conditions for the 2030 Baseline Scenario

SANTA BARBARA TRAVEL DEMAND MODEL OVERVIEW



Submitted by: FEHR & PEERS
TRANSPORTATION CONSULTANTS

201 Santa Monica Blvd., Suite 500
Santa Monica, CA 90401
(310) 458-9916

EXHIBIT A

March 2009

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INTRODUCTION

BACKGROUND

As part of the *Plan Santa Barbara* General Plan Update, the City of Santa Barbara (City) decided to develop a Travel Demand Forecasting (TDF) model to support this and other long-range transportation planning efforts. The City had not previously developed a model.

The purpose of this project is to develop the City model in the TransCAD Transportation Geographic Information System (GIS) software, create the key model inputs such as land use, road network and trip generation parameters, and validate the model to current (2008) conditions. The TDF model will be used in the update of the City's General Plan and could be used to generate traffic volume forecasts and other travel demand data for various planning and engineering studies.

Although there are seasonal variations in traffic in Santa Barbara due to tourist visitations and resident vacations, the model was calibrated and validated to average mid-week traffic. The land use data, roadway network, and traffic counts reflect March 2008 conditions. Care was taken to avoid school spring breaks, inclement weather, and other major disruptions to traffic. The resulting data represent travel during a period when people in Santa Barbara are participating in their normal day-to-day activities.

The purpose of this report is to introduce the interested citizens, elected and appointed officials of the City of Santa Barbara to their travel demand model. It describes the model development process in general, and how this process was applied to develop the City of Santa Barbara TDF model, including the sources of data used to develop key model inputs.

GENERAL DISCUSSION OF THE TDF MODEL

This section summarizes the answers to commonly asked questions related to TDF models and how the City can use a TDF model.

What is a TDF Model?

A TDF model is a computer program that simulates traffic levels and patterns for a specific geographic area. The program consists of input files that summarize the area's land uses, street network, travel characteristics, and other key factors. Using this data, the model performs a series of calculations to determine the amount of trips generated, where each trip begins and ends, and the route taken by the trip. The model's output includes projections of traffic volumes on major roads, and peak hour turning movements at certain key intersections.

How is a TDF Model Useful?

The City TDF model will be a valuable tool for the preparation of long-range transportation planning studies, such as the *Plan Santa Barbara* General Plan Update. The travel model will be used to estimate the average daily and peak hour traffic volumes on the major roads in response to future land use, transportation infrastructure, and policy assumptions, and form a consistent basis by which to analyze the different potential land use scenarios. Additionally, using these traffic projections, transportation improvements will be identified to accommodate the changing traffic patterns associated with the general plan's preferred land use alternative.

How do we know if the TDF Model is Accurate?

To be deemed accurate for projecting traffic volumes in the future, a model must first be calibrated to a year in which actual land use data and traffic volumes are available and well documented. A model is

accurately calibrated when it replicates the actual traffic counts on the major roads within certain ranges of error established in the "Travel Forecasting Guidelines," (Caltrans, 1992) and it demonstrates stable responses to varying levels of inputs. The City TDF model has been calibrated to 2008 (base year) conditions using actual traffic counts, census data, and land use data compiled by City staff.

Is the City of Santa Barbara TDF Model Consistent with Standard Practices?

The City of Santa Barbara TDF model is consistent in form and function with the standard traffic forecasting models used in the transportation planning profession. The model includes a land use/trip generation module, a gravity-based trip distribution model, and a capacity-restrained equilibrium traffic assignment process. The travel model utilizes Version 5.0 of the TransCAD Transportation GIS software, which is consistent with many of the models used by local jurisdictions in California and throughout the nation. The Santa Barbara County Association of Governments (SBCAG), the Metropolitan Planning Organization for Santa Barbara County, maintains the current regional travel demand model in TransCAD.

How Can the TDF Model be Used?

The TDF model can be used for many purposes related to planning and design of the City's transportation system. The following is a partial listing of the potential uses of the TDF model:

- To update the General Plan
- To update the Street Master Plan
- To update the city-wide traffic impact fee program
- To evaluate the traffic impacts of area-wide land use plan alternatives
- To evaluate the shift in traffic resulting from a roadway improvement
- To evaluate the traffic impacts of land development proposals
- To determine trip distribution patterns of land development proposals
- To support the development of transportation sections of Environmental Impact Reports (EIRs)
- To support the preparation of project development reports for Caltrans

STUDY AREA AND ROADWAY CLASSIFICATION

Figure 1 shows the study area for the City travel demand forecasting model. The model area encompasses the City of Santa Barbara and portions of neighboring unincorporated County areas which are in or near the City's Sphere of Influence. The study area contains all areas that may experience land use changes under *Plan Santa Barbara* and areas directly adjacent that interact frequently with the City and its Sphere of Influence.

SUMMARY OF THE INPUT DATA

DATA COLLECTION

A comprehensive data collection effort was undertaken at the outset of the *Plan Santa Barbara* process. The results of this effort are largely contained in the *Plan Santa Barbara: Transportation Existing Condition Report* (AMEC, 2008). This report served to guide the overall model development process by documenting the demographic profile, commute patterns, travel trends and traffic conditions which currently exist in Santa Barbara. In addition, certain data from this report were used directly in the model development process, such as traffic counts and household vehicle ownership data.

Other data sources include SBCAG for roadway network and regional travel data, Caltrans and the County of Santa Barbara for traffic count data, and the City of Santa Barbara for land use, and roadway network data.

LAND USE DATA

Land use data is one of the primary inputs to the travel model. These data are instrumental in estimating trip generation. This model primarily uses the City's parcel-level land use database (maintained in a GIS format) as the source for information on how much development currently exists within each traffic analysis zone (TAZ). These data were supplemented by County parcel-based data and SBCAG TAZ-based data for areas in and bordering the Sphere of Influence.

Land use in the model is divided into a variety of residential and non-residential categories. The City of Santa Barbara TDF model employs twenty-eight land use data categories to describe land use in the City, as shown in Table 1.

TRAFFIC ANALYSIS ZONE SYSTEM

Travel demand models use traffic analysis zones (TAZs) to subdivide the study area for the purpose of connecting land uses to the road network. The TAZs represent physical areas containing land uses that produce or attract vehicle-trip ends. Since the Santa Barbara County Association of Governments (SBCAG) is the Metropolitan Planning Organization (MPO) for the area, the TAZ system for the Santa Barbara model was developed to nest within the regional model TAZ system. After reviewing the TAZ layer used in the SBCAG regional model, along with the roadway network and recent aerial photographs, a set of TAZ boundaries was created for the Santa Barbara model to achieve the following local area enhancements.

- A number of large TAZs were subdivided which allows for a more detailed assignment of local traffic to the highway network. This level of detail is necessary to forecast traffic volumes at the turning movement level.
- Considerable detail was added to the TAZ system in the downtown street grid to allow for a detailed traffic assignment and a more accurate calculation of the 4D variables.
- TAZs were created to be consistent with large developments such as Paseo Nuevo and La Cumbre Plaza.

The resulting 2008 model TAZ system includes 460 zones in the model area. Detailed maps showing the TAZ numbers in all portions of the model area are included in Appendix A. Also included in the TAZ structure are the external stations or gateways at points where major roadways provide access into the model area. The external gateways represent all major routes by which traffic can enter or exit the study

TABLE 1 MODEL LAND USE CATEGORIES	
Residential	
Land Use Type	**Units**
Single-Family (SF)	Dwelling Units
Multi-Family Zero Cars (MF_0)	Dwelling Units
Multi-Family One Car (MF_1)	Dwelling Units
Multi-Family Two Cars (MF_2)	Dwelling Units
Multi-Family Three or More Cars (MF_3P)	Dwelling Units
Non-Residential	
Land Use Type	**Units**
Commercial Services	Thousand Square-feet
Entertainment	Thousand Square-feet
Auto Related	Thousand Square-feet
Restaurant	Thousand Square-feet
Retail	Thousand Square-feet
Lodging	Thousand Square-feet
Office	Thousand Square-feet
Institutional	Thousand Square-feet
Industrial	Thousand Square-feet
Hospital	Thousand Square-feet
Religious Facilities	Thousand Square-feet
Police and Fire Services	Thousand Square-feet
Elementary and Middle School	Students
High Schools	Students
Colleges	Students
Recreation (Parks and Beaches)	Relative Popularity[2]
Golf	Acres
SBCAG_Agricultural[1]	Employees
SBCAG_Industrial[1]	Employees
SBCAG_Commercial[1]	Employees
SBCAG_Office[1]	Employees
SBCAG_Service[1]	Employees

[1] Data adapted from SBCAG TAZs uses SBCAG units of employment.

[2] Recreational trips are generated at the home end (either Residential or Lodging) and distributed to the various Recreational areas of the City based on their relative popularity. Relative popularity was calibrated using count data near the recreational sites.

Source: Fehr & Peers, 2008.

area and capture the traffic entering, exiting, or passing through the model area. Table 2 contains a list of the eight external gateways numbered from 1001 to 1010 that were established for this model.

ROADWAY NETWORK

The roadway network for the base year conditions is based on the SBCAG's GIS roadway centerline file. The model roadway network includes all State Routes; arterials, collectors, and a selection of local roads within the study area (see Figure 1).

The roads shown in Figure 1 are classified in four major categories and form the primary road network that is represented in the model structure. As is typical for urban-area models, the model network focuses on facilities in the higher functional classes and does not attempt to replicate travel patterns on local residential streets, but does include some of them to distribute traffic. The travel model includes eight external stations to represent travel to and from areas outside of the City. The four major road categories are described below.

Freeways: Freeways are high-capacity facilities that primarily serve long-distance travel. Access is limited to interchanges that are typically spaced at least one mile apart. US-101 is the freeway which runs directly through the Santa Barbara model area. SR 217, which is west of the study area, connects UCSB and the Santa Barbara Airport to US-101.

Highways: Roadways designated as highways are typically State highways that are not limited-access freeways. These facilities serve travel between Santa Barbara and neighboring cities. The primary highway in Santa Barbara is SR 154. SR 192 runs generally parallel to US-101 along the foothills north of the City.

Arterials: Roadway segments classified as arterials are major roads that provide connections within the City, between the City and neighboring areas, or through the City (cut-through traffic). Arterials in Santa Barbara typically have two lanes in each direction, with travel speeds of 35 miles per hour (mph). Arterials are further classified as Major or Minor. Section 3 contains details on the distinction between these classes.

Collectors: Collectors are facilities that connect local streets to the arterial and highway system, and may also provide direct access to some local land uses. Collectors typically have one lane in each direction, with speeds of around 25-30 mph.

The roadway network database received from SBCAG includes street name, distance, functional class, speed, capacity, and number of lanes. These attributes were checked using maps, aerial photographs, and other data provided by the City. Table 3 shows the initial roadway speeds, lanes and capacities used for each roadway class in the model. Where necessary, these values were then modified to reflect current conditions at specific locations.

Additional Roadway Attributes

For a representative sample of network links, current daily, AM peak hour, and PM peak hour traffic counts have been coded for validating the model. The traffic count data was collected from several sources including Caltrans, the County, the City, and a comprehensive set of traffic counts conducted in March, 2008.

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STUDY AREA AND ROADWAY FUNCTIONAL CLASSIFICATION

FIGURE 1

TABLE 2 EXTERNAL GATEWAYS	
Gateway Number	**Gateway Description**
1001	Hollister Avenue west of Turnpike Road
1002	US-101 west of Turnpike Road
1003	US-101 SB west of Turnpike Road (not used - combined with 1002)
1004	Cathedral Oaks Road west of Turnpike Road
1005	State Route 154 north of State Route 192
1006	State Route 192 west of Sheffield Drive
1007	Sheffield Drive north of Ortega Hill Road
1008	Ortega Hill Road east of Ortega Ridge Road
1009	US-101 east of Sheffield Drive
1010	US-101 SB east of Sheffield Drive (not used - combined with 1009)
Source: Fehr & Peers, 2008.	

TABLE 3 TYPICAL ROADWAY SPEEDS AND CAPACITIES				
Roadway Classification [1]	**Speed (MPH)**	**Total Through Lanes**	**Lane Capacity (Vehicles per hour per lane)**	**Total Facility Capacity (Vehicles per hour)**
Freeway	65	4	2,000	8,000
Highway	50	4	1,200	4,800
Major Arterial	35	4	900	3,600
Minor Arterial	35	4	750	3,000
Collector	30	2	600	1,200
Local	25	2	600	1,200
Ramp	30	1	1,800	1,500
Centroid Connector[2]	30	2	10,000	20,000

[1] SBCAG, 2004.
[2] Centroid connectors are abstract representations of the starting and ending point of each trip, and thus should have no capacity constraints.
Source: Fehr & Peers, 2008.

DESCRIPTION OF THE MODEL CALIBRATION PROCESS

Model calibration is the process by which parameters are set based on a comparison of travel estimates computed by the model with actual data from the area being modeled. This section provides a general description of the calibration steps and the adjustments made during the process to achieve accuracy levels that are within Caltrans' guidelines.

TRIP GENERATION RATES

Trip generation rates relate the number of vehicle trips going to and from a site to some measure of the intensity of use at the site. Each trip has two ends, a "production" and an "attraction" end. By convention, trips with one end at a residence are defined as being "produced" by the residence and "attracted" to the other use (workplace, school, retail store, etc.), and are called "Home-Based" trips. Trips that do not have one end at a residence are called "Non-Home-Based" trips.

There are five trip purposes used in the Santa Barbara model:

1. Home-Based Work (HBW): trips between a residence and a workplace.
2. Home-Based Other (HBO): trips between a residence and any other destination.
3. Non-Home-Based (NHB): trips that do not begin or end at a residence, such as traveling from a workplace to a restaurant, or from a retail store to a bank.
4. Recreational (REC): trips to and from the beaches, parks and other attractions (such as the Mission) in the model area.

Trip generation rates are initially defined for total trips and later split by trip purpose, for both productions and attractions.

The most widely used source for individual project vehicle trip generation rates in the transportation planning field is the ITE *Trip Generation Manual*. This book contains national averages of trip generation rates for a variety of land uses collected by conducing driveway counts in what are generally suburban locations. The ITE land use categories tend to be very specific, while model land use categories (accounting for all land use in the City) tend to be more general. While ITE rates are appropriate for smaller site specific uses - such as traffic studies for development review - and can provide a starting point for travel models, capturing the interaction between all land uses in the City, in addition to the unique local characteristics of Santa Barbara requires the development of specific trip generation rates for the model.

A traffic impact study utilizes ITE trip generation rates because in most cases the project being examined shares characteristics with the information contained the *Trip Generation Manual*. In other words, both the traffic impact study and the ITE rates are going to rely on single-use, isolated projects that have plenty of free parking and little or no interaction with other nearby uses. When assessing the impact of an individual project, the ITE rates are typically appropriate since they can correctly mimic the site being analyzed in the traffic impact study.

The Santa Barbara TDF model, on the other hand, generates trips by purpose, and matches productions/attractions to have a balance. The model also has trip rates calibrated to local conditions and other advanced trip generation features such as cross classification that consider the effect of other variables such as vehicle availability. Traffic impact studies rely on ITE trip rates that only vary based on land use type or size. While they are a valid starting point for model calibration and validation, they have a different purpose and are not suitable for demand forecasting without customization.

Certain ITE rates will be more applicable to Santa Barbara model rates because they represent a comparable level of detail relative to what is contained in the model (e.g. "Office" = "Office"). Some ITE rates, however, cannot be used directly because the land use category is not the same as the City's land use classifications. For example, ITE's restaurant category has high turnover restaurant, fast food restaurant, fast food restaurant with drive-through with seating, fast food restaurant with drive through and no seating, etc. By necessity, Santa Barbara restaurant rates represent a compilation and average of those rates customized to the City. It is important to recognize that ITE rates are in fact averages based on driveway counts at multiple locations, so the utilization of average rates within the Santa Barbara model is entirely appropriate and accurate.

The 2008 trip generation rates were initially based on residential trip generation surveys, the SBCAG regional model, recently calibrated models in similar areas, and the ITE *Trip Generation Manual*. For example, we used as a starting point certain calibrated trip generation rates from San Luis Obispo and Lompoc. These areas were selected to the extent that they share at least partial socioeconomic and land use characteristics with the City of Santa Barbara. The rates were calibrated to account for local conditions based on counts, production-to-attraction balancing, and the difference between ITE and model land use definitions. So the final Santa Barbara trip generation rates are unique to the Santa Barbara model, and are ultimately based upon the results of successful model calibration and validation.

PRODUCTION/ATTRACTION BALANCING

Local trips (internal-to-internal, or I-I) are trips which both start and end in the study area. One of the basic assumptions of any travel model is that the total number of local trips produced is equal to the total number of local trips attracted. The logical assumption is that if someone starts on a journey from someplace they must end their journey someplace else. Otherwise, travelers would be disappearing into thin air. If the total productions and attractions are not equal, the model will typically adjust the attractions to match the productions (thus ensuring that each departing traveler finds a destination). While it is never possible to achieve a perfect match between productions and attractions prior to the automatic balancing procedure, the existence of a substantial mismatch in one or more trip purposes indicates that either land use inputs or trip generation factors may be in error.

Table 4 summarizes the local trip productions and attractions from the Santa Barbara travel model for each trip purpose, prior to the application of the automatic balancing procedure. Guidelines published by Federal Highway Administration's Transportation Model Improvement Program (TMIP) and National Highway Cooperative Research Program (NCHRP) suggest that, prior to balancing, the number of productions and attractions should match to within plus or minus 10% (i.e., the production-to-attraction ratio should be within the range of 0.90 to 1.10). The results shown in Table 4 indicate that the 2008 model meets the published guidelines for all trip purposes.

In addition to production and attraction balancing, the percent of total trips for each purpose were checked for reasonableness. Typical values are provided below:

- HBW trips 18% to 27% of all trips
- HBO trips: 47% to 54% of all trips
- NHB trips: 22% to 31% of all trips

While the Santa Barbara Model falls slightly outside of these ranges, the trip purpose percentages in the 2008 Santa Barbara model are generally reasonable and reflect a greater degree of trip chaining in Santa Barbara due to its long and narrow physical geography. This information, in conjunction with the trip generation rate comparisons and trip purpose distributions discussed later in this report, indicates that the trip generation component of the Santa Barbara model is performing reasonably.

FURTHER REFINEMENT

In addition to the standard trip generation procedures, certain enhancements were added to the Santa Barbara model to better capture local trip making characteristics and provide the ability to test certain policy options for future development scenarios. These enhancements include dividing the model area into four "area types" and cross-classifying multifamily households by auto-ownership.

Area Types

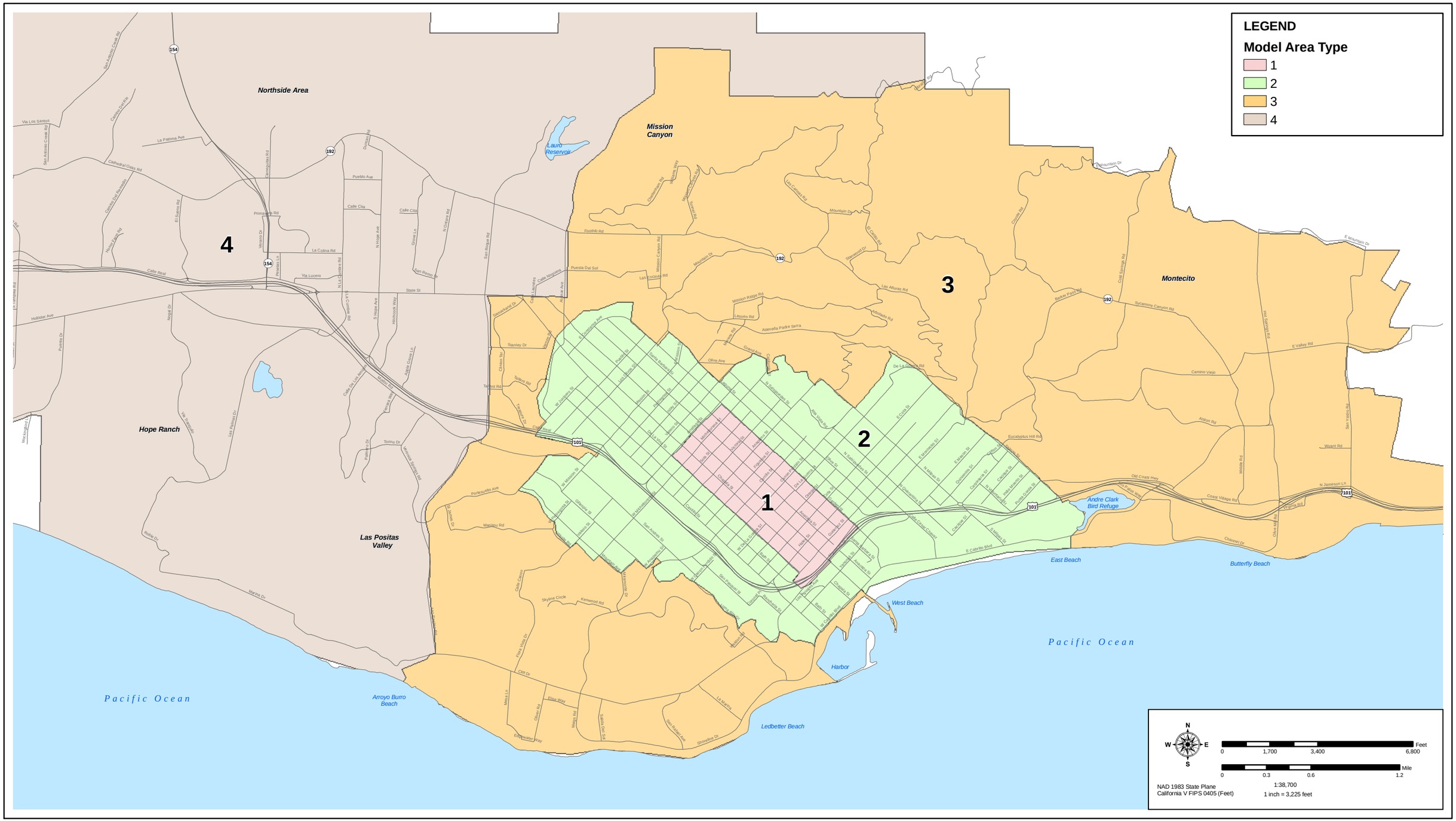
The model area contains a variety of development patterns, each with different land use characteristics and associated trip making patterns. To account for these differences, the model area was divided into four "area types". The four area types, which are shown in Figure 2, have their own associated trip generation rates and internal/external trip making characteristics.[1] Trip generation rates for each land use

TABLE 4
TRIP PRODUCTION TO ATTRACTION RATIOS BY PURPOSE

Trip Purpose	Production/ Attraction Ratio	Percent of Total Daily Vehicle Trips	
		2008 PlanSB model	California[1]
Home-Based Work (HBW)	1.00	15%	21%
Home-Based Other (HBO)	1.01	43%	48%
Non-Home-Based (NHB)	1.00	41%	31%
Recreational (REC)	N/A	2%	N/A
Total		101%	100%

[1] 2000-2001 California Statewide Household Travel Survey Final Report, June 2002.
Note: May not total 100% due to rounding
Source: Fehr & Peers, 2008.

[1] Internal/External trip making is explained in the Trip Distribution section below



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PLAN SANTA BARBARA MODEL AREA TYPES

FIGURE 2

in each area type are shown in Table 5. For reference, a table of ITE rates for which there are comparable land uses in the model is provided in Appendix B. Note that in some cases, Santa Barbara model rates are either higher or lower than the most applicable ITE rate. For example, the average ITE trip generation rate for single-family homes is 9.57 vehicle trips per day per unit. The Santa Barbara model single-family rates range from 8.05 to 11.98 vehicle trips per day per dwelling unit. The average ITE office rate, to provide another example, is 11.01 vehicle trips per day per thousand square feet. The Santa Barbara model rates range from 8.27 to 12.92 vehicle trips per day per thousand square feet.

As noted above, ITE trip generation rates for individual land uses can vary considerably from study to study, and ITE uses an average of these studies. For multi-family, for example, ITE does not provide stratification by auto-ownership – only a range from 4.18 to 6.72 vehicle trips per day per dwelling unit. The Santa Barbara model is based upon auto-ownership rates from the National Household Travel Survey (NHTS) specific to Santa Barbara. Both the levels of auto ownership, and the multi-family trip generation rates, are based upon the NHTS.

Area type 1 represents the Central Business District. This area contains the greatest concentration of commercial and retail land uses. In addition, it is generally coterminous with the Parking Zone of Benefit. These land uses are grouped together because of their similar density and their shared parking situation.

Area type 2 represents the remaining "grid" portion of the City. This area has older development patterns of connecting streets, smaller lots, and a mixture or residential and non-residential land uses.

Area types 3 and 4 are similar in development patterns and land use characteristics. They are generally residential areas with limited non-residential land uses. The primary difference between the two is the internal/external and external/internal trip making, which is mostly a function of geography. More trips from area type 3 remain in the study area. This is largely because it is the eastern end of developed land and the study area provides the most destinations for travelers from this area. Area type 4, which borders urbanized areas of the unincorporated county and is close to Goleta, has greater interaction with areas outside the model. In addition, area type 4 contains a regional retail center which attracts trips from outside areas.

Multi-Family Unit Vehicle Ownership

In order to test certain potential policy alternatives, multi-family dwelling units were divided into four types representing varying levels of automobile ownership. Auto-ownership data for each census tract in Santa Barbara was obtained from the 2000 National Household Travel Survey, which is conducted by the United States Census Bureau. The percentage of households representing each level of automobile ownership was calculated and the total number of multifamily units in each census tract was apportioned to the relevant multi-family trip generation category based on this percentage.

TRIP DISTRIBUTION (GRAVITY MODEL)

Once the trip generation step has determined the number of trips that originate and terminate in each zone, the trip distribution process determines the specific destination of each originating trip. The destination may be within the zone itself, resulting in an intra-zonal trip. If the destination is outside of the zone of origin, it is an inter-zonal trip. Internal-internal (I-I) trips originate and terminate within the model area. Trips that originate within but terminate outside of the model area are internal-external (I-X), and trips that originate outside and terminate inside of the model area are external-internal (X-I). Trips passing completely through the model area are external-external (E-E).

The trip distribution model uses the gravity equation to distribute trips to all zones. This equation estimates an accessibility index for each zone based on the number of attractions in each zone and a friction factor, which is a function of travel time between zones. Each attraction zone is given its pro-rata

share of productions based on its share of the accessibility index. This process applies to the I-I, I-X, and X-I trips. The E-E trips are added to the trip table prior to final assignment.

Friction Factors

Friction factors, also known as travel time factors, determine the relative attractiveness of each destination zone based on the travel time between TAZs and the number of potential origins and destinations in each TAZ. These factors are used in the trip distribution stage of the model. The 2008 Santa Barbara model friction factors are based on data reported in national modeling reference documents such as National Cooperative Highway Research Program (NCHRP) 365, and modified based on local conditions and comparison with the SBCAG model. See Appendix C for friction factor curves.

TABLE 5
DAILY VEHICLE TRIP GENERATION RATE COMPARISON

Residential[1]					
Land Use Type	**Units**	**2008 PlanSB Model Area Type 1**	**2008 PlanSB Model Area Type 2**	**2008 PlanSB Model Area Type 3**	**2008 PlanSB Model Area Type 4**
Single-Family (SF)	Dwelling Units	8.05	10.56	11.98	11.98
Multi-Family Zero Cars (MF_0)	Dwelling Units	3.03	3.55	4.02	4.02
Multi-Family One Car (MF_1)	Dwelling Units	4.23	5.39	6.18	6.18
Multi-Family Two Cars (MF_2)	Dwelling Units	5.96	7.04	8.08	8.08
Multi-Family Three or More Cars (MF_3P)	Dwelling Units	7.60	8.89	10.24	10.24
Non-Residential[2]					
Land Use Type	**Units**	**2008 PlanSB Model Area Type 1**	**2008 PlanSB Model Area Type 2**	**2008 PlanSB Model Area Type 3**	**2008 PlanSB Model Area Type 4**
Commercial Services	Thousand Square-feet	100.10	115.20	128.40	128.40
Entertainment	Thousand Square-feet	36.40	43.20	48.15	48.15
Auto Related	Thousand Square-feet	16.38	17.28	19.26	19.26
Restaurant	Thousand Square-feet	100.10	139.20	136.05	136.05
Retail	Thousand Square-feet	32.76	45.18	40.28	40.28
Lodging	Thousand Square-feet	2.73	2.11	3.75	3.75

TABLE 5
DAILY VEHICLE TRIP GENERATION RATE COMPARISON
(CON'T)

Non-Residential[2]					
Land Use Type	**Units**	**2008 PlanSB Model Area Type 1**	**2008 PlanSB Model Area Type 2**	**2008 PlanSB Model Area Type 3**	**2008 PlanSB Model Area Type 4**
Office	Thousand Square-feet	8.27	11.59	12.92	12.92
Institutional	Thousand Square-feet	45.50	48.00	53.50	53.50
Industrial	Thousand Square-feet	4.25	4.48	5.00	5.00
Hospital	Thousand Square-feet	N/A	12.48	N/A	N/A
Religious Facilities	Thousand Square-feet	8.29	8.75	9.75	9.75
Police and Fire Services	Thousand Square-feet	8.65	9.12	10.17	10.17
Elementary and Middle School	Students	1.81	1.91	2.13	2.13
High Schools	Students	N/A	0.64	N/A	0.72
Colleges	Students	N/A	0.25	0.28	N/A
Recreation (Parks and Beaches)	Relative Popularity[3]	N/A	N/A	N/A	N/A
Golf	Acres	N/A	N/A	4.75	4.75
SBCAG_Agricultural[1]	Employees	N/A	N/A	3.95	3.95
SBCAG_Industrial[1]	Employees	N/A	N/A	2.04	2.04
SBCAG_Commercial[1]	Employees	N/A	N/A	3.92	3.92
SBCAG_Office[1]	Employees	N/A	N/A	1.07	1.07
SBCAG_Service[1]	Employees	N/A	N/A	5.39	5.39

[1] The ITE manual does not stratify multifamily dwelling units by auto-ownership. ITE multifamily rates range from 4.18 to 6.72 depending on the dwelling type. Rates based on auto-ownership were developed from National Household Travel Survey (NHTS) data for the City of Santa Barbara. NHTS rates range from a minimum of 0.69 to a maximum of 11.75.

[2] Not all non-residential land use categories are present in each area type. 2008 trip generation rates were only developed for land uses present in 2008 in each area type.

[3] Recreational trips are generated at the home end (either Residential or Lodging) and distributed to the various Recreational areas of the City based on their relative popularity. Relative popularity was calibrated using count data near the recreational sites.

Source: Fehr & Peers, 2008.

Trips between the Santa Barbara Area and External Areas

One of the important inputs to a travel model is an estimate of the amount of travel between the study area and neighboring areas outside the model. These are typically called internal-external, or I-X/X-I, trips.

The United States Census Bureau surveys residential and work locations at the place level. Table 6 illustrates the distribution of work locations for Santa Barbara residents, while Table 7 illustrates the distribution of residential locations for Santa Barbara employees.

Based on this data, the proportion of HBW trips entering and leaving the study area was estimated. For non-work trip purposes, information from the SBCAG Regional Model was used to develop and initial estimate the percent of HBO and NHB trips that travel between Santa Barbara and other areas. These estimates were then refined using the City's land use database. Table 8 summarizes the proportion of trips by purpose and area type that are assumed to have one end outside the model area.

After the number of I-X/X-I trips is estimated, those trips are distributed to the stations around the perimeter of the model area using external station weights. These external station weights are based on City, County, and Caltrans traffic count data and the SBCAG Regional Model. The resulting external station weights are presented on Figure 3.

Through Trips

Through trips (also called external-external, or EE trips) are those that pass through the study area without stopping inside the study area. The major flows of through traffic in the Santa Barbara area use US-101 and SR 154, with lower volumes of through traffic using SR 192. The majority of through trips use US-101 for at least a portion of their journey, even if they do not enter or exit the model area along this route. The size of these flows was estimated based on Caltrans traffic counts and the SBCAG Regional Model. The through trips were modified in conjunction with the external station weights so that results at the gateways accurately represented observed data. The resulting through trip matrix is summarized in Table 9.

Trip Assignment

The trip assignment process determines the route that each vehicle-trip follows to travel from origin to destination. The model selects these routes in a manner that is sensitive to congestion and the desire to minimize overall travel time. It uses an iterative, capacity-restrained assignment and equilibrium volume adjustments. This technique finds a travel path for each trip that minimizes the travel time, with recognition of the congestion caused by all other trips.

The general assignment process includes the following steps:

- Assign all trips to the links along their selected paths.
- After all assignments, examine the volume on each link and adjust its impedance based on the volume-to-capacity ratio.
- Repeat the assignment process for a set number of iterations or until specified criteria related to minimizing travel delays are satisfied.

Calibration of the roadway network included modification of the centroid connectors to more accurately represent the location at which traffic accessed the local roads, adjusting speeds from the posted speed

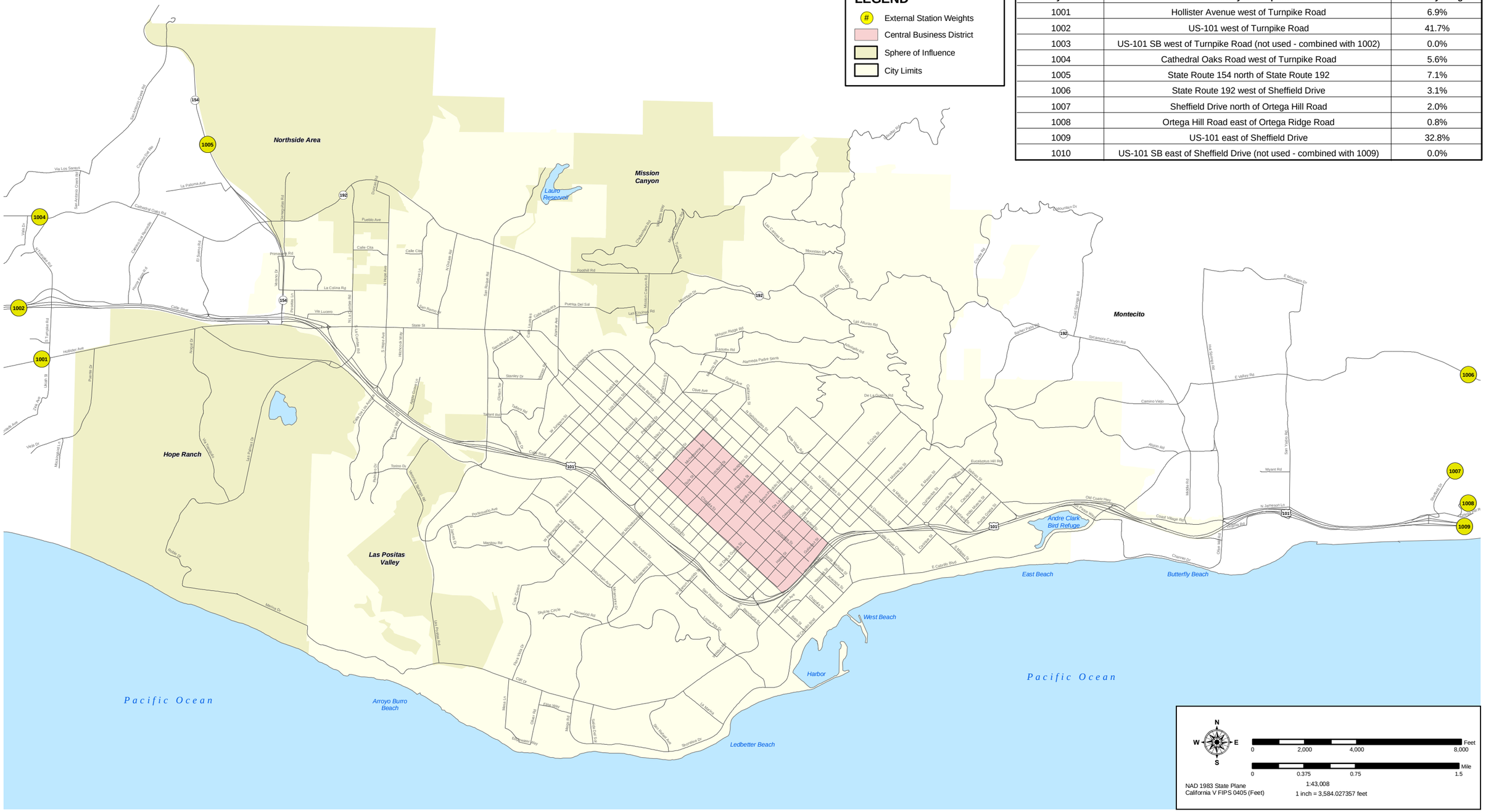
TABLE 6 WORK LOCATIONS FOR SANTA BARBARA RESIDENTS		
Year	**Percent Working Inside Santa Barbara**	**Percent Working Outside Santa Barbara**
2000	63%	37%
Source: U.S. Census Bureau.		

TABLE 7 RESIDENTIAL LOCATIONS FOR SANTA BARBARA EMPLOYEES		
Year	**Percent Living Inside Santa Barbara**	**Percent Living Outside Santa Barbara**
2000	49%	51%
Source: U.S. Census Bureau.		

TABLE 8
PERCENT OF TRIPS BY PURPOSE THAT ARE INTERNAL/EXTERNAL FOR EACH AREA TYPE

Purpose	Area Type 1		Area Type 2		Area Type 3		Area Type 4	
	Production	Attraction	Production	Attraction	Production	Attraction	Production	Attraction
Home-Based Work (HBW)	20%	41%	27%	45%	40%	49%	44%	49%
Home-Based Other (HBO)	18%	38%	19%	30%	32%	31%	20%	33%
Non-Home-Based (NHB)	21%	21%	21%	20%	23%	24%	21%	24%
Golf (GOLF)	0%	40%	0%	40%	0%	35%	0%	35%
Recreational (REC)	0%	30%	0%	30%	0%	20%	0%	20%

Source: Fehr & Peers, 2008.



Gateway Number	Gateway Description	Gateway Weight
1001	Hollister Avenue west of Turnpike Road	6.9%
1002	US-101 west of Turnpike Road	41.7%
1003	US-101 SB west of Turnpike Road (not used - combined with 1002)	0.0%
1004	Cathedral Oaks Road west of Turnpike Road	5.6%
1005	State Route 154 north of State Route 192	7.1%
1006	State Route 192 west of Sheffield Drive	3.1%
1007	Sheffield Drive north of Ortega Hill Road	2.0%
1008	Ortega Hill Road east of Ortega Ridge Road	0.8%
1009	US-101 east of Sheffield Drive	32.8%
1010	US-101 SB east of Sheffield Drive (not used - combined with 1009)	0.0%

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PLAN SANTA BARBARA EXTERNAL STATION WEIGHTS

FIGURE 3

TABLE 9
MATRIX OF DAILY THROUGH (EE) TRIPS

Destination / **Origin**	Hollister Ave west of Turnpike Rd	Hwy 101 west of Turnpike Rd	Cathedral Oaks Rd west of Turnpike Rd	Hwy 154 north of Hwy 192	Ortega Hill Rd north of Ortega Ridge Rd	Hwy 101 east of Sheffield Dr	**Total**
Hollister Ave west of Turnpike Rd		0	0	0	55	265	**320**
Hwy 101 west of Turnpike Rd	0		0	0	285	10120	**10405**
Cathedral Oaks Rd west of Turnpike Rd	0	0		0	30	75	**105**
Hwy 154 north of Hwy 192	0	0	0		30	830	**860**
Ortega Hill Rd east of Ortega Ridge Rd	55	285	30	30		0	**400**
Hwy 101 east of Sheffield Dr	265	10120	75	830	0		**11,290**
Total	**320**	**10405**	**105**	**860**	**400**	**11,290**	**23,380**

Note: All trips are rounded to the nearest 5 and external gateways with less than 100 trips are not shown on the above table.
Source: SBCAG

limit to adjust the attractiveness of the route and better reflect the prevailing speed of traffic, and refining the turn penalties.

Turn Penalties

Turn penalties are used to prohibit or add delay to certain turning movements. The Santa Barbara model prohibits traffic from getting off a freeway ramp and then immediately getting back on, as well as prohibits traffic from making turns across a median. In addition, all U-turns are prohibited throughout the model area in order to avoid counter-intuitive traffic routing. The PM peak hour assignment also prohibits left turns onto and off of State Street in the Central Business District.

MODEL VALIDATION

Model validation is the term used to describe model performance in terms of how closely the model's output matches existing travel data in the base year. During the model development process, these outputs are used to further calibrate the model inputs. The extent to which the model outputs match existing travel data validates the assumptions of the inputs.

Traditionally, most model validation guidelines focus on the performance of the trip assignment function in accurately assigning trips to the roadway network. This is called static validation. This metric remains the most common and widely used means to measure model accuracy.

However, models are seldom used for static applications; by far the most common use of models is to forecast how a change in inputs would result in a change in traffic conditions. Therefore, another test of a model's accuracy focuses on the model's ability to predict realistic differences in outputs as inputs are changed; or "dynamic" validation rather than static validation. In other words, it is good engineering practice take the model for a "test drive." This section describes the highest level validation checks that have been performed for the 2008 Santa Barbara TDF model.

STATIC VALIDATION

The most critical static measurement of the accuracy of any travel model is the degree to which it can approximate actual traffic counts in the base year. Caltrans has established certain trip assignment guidelines for models to be deemed acceptable for forecasting future year traffic in Travel Forecasting Guidelines (California Department of Transportation, November 1992). The validity of the PlanSB model was tested for daily, AM peak hour, and PM peak hour conditions. Model volumes were compared to existing traffic counts at 159 individual count sites for the daily validation, and 187 count sites for the AM and PM peak hour validation. The results are shown in Tables 10 through 11.

Link volume results from the model runs were examined and checked for reasonableness. Links were identified where model results varied substantially from the observed counts, and the characteristics of those links were reviewed to ensure that the link attributes reflected local operating conditions. In some cases, link characteristics such as speeds were modified to better reflect conditions on the ground.

Comparison Techniques

Travel model accuracy is usually tested using four comparison techniques:

- The volume-to-count ratio is computed by dividing the volume assigned by the model and the actual traffic count for individual roadways (or intersections) area-wide.
- The maximum deviation is the difference between the model volume and the actual count divided by the actual count.
- The correlation coefficient estimates the correlation between the actual traffic counts and the estimated traffic volumes from the model.
- The percent root mean square error (RMSE) is the square root of the model volume minus the actual count squared divided by the number of counts. It is a measure similar to standard deviation in that it assesses the accuracy of the entire model.

TABLE 10 RESULTS OF DAILY MODEL VALIDATION		
Validation Item	**Criterion for Acceptance**	**Model Results**
Count Locations	N/A	159
% of Links Within Caltrans Standard Deviations	At Least 75%	77%
% of Screenlines Within Caltrans Standard Deviations	100%	100%
2-way Sum of All Links Counted	Within ± 10%	9%
Correlation Coefficient	Greater than 88%	99%
RMSE	40% or less	23%
Source: Fehr & Peers, 2008.		

TABLE 11 RESULTS OF PEAK HOUR MODEL VALIDATION			
Validation Item	**Criterion for Acceptance**	**AM Peak Hour Model Results**	**PM Peak Hour Model Results**
Count Locations	N/A	187	187
% of Links Within Caltrans Standard Deviations	At Least 75%	77%	78%
% of Screenlines Within Caltrans Standard Deviations	100%	100%	100%
2-way Sum of All Links Counted	Within ± 10%	3%	3%
Correlation Coefficient	Greater than 88%	90%	91%
RMSE	40% or less	29%	28%
Source: Fehr & Peers, 2008.			

Validation Guidelines

For a model to be considered accurate and appropriate for use in travel forecasting, it must replicate actual conditions within a certain level of accuracy. Since it would be impossible for any model to replicate all counts precisely, validation guidelines have been established by Caltrans and other agencies. Key validation standards for daily travel models based on the Caltrans guidelines are summarized below:

- At least 75 percent of the roadway links for which counts are available should be within the maximum desirable deviation, which ranges from approximately 15 to 60 percent depending on total volume (the larger the volume, the less deviation is permitted).
- All of the roadway screenlines should be within the maximum desirable deviation, which ranges from approximately 15 to 64 percent depending on total volume.
- The two-way sum of the volumes on all roadway links for which counts are available should be within 10 percent of the counts.
- The correlation coefficient between the actual ground counts and the estimated traffic volumes should be greater than 88 percent.

Although not stated in the Caltrans standards, an additional Fehr & Peers validation guideline was applied to the 2008 PlanSB model:

- The RMSE should not exceed 40 percent.

Tables: Results of Daily and Peak Hour Validation

DYNAMIC VALIDATION

The traditional approach to the validation of travel demand models is to compare the link volumes for the model's base year to actual traffic counts taken in the same year. This approach provides information on a model's ability to reproduce a static condition. While reproducing these conditions is very important, it is also important to know that the model will produce stable and reasonable results when various inputs such as land use are changed. The following section presents a selection of the dynamic validation results

Land Use Changes

A basic form of dynamic validation is to vary the amounts of a particular land use type and compare the magnitude and direction of change from the original forecast. Of particular interest are the resulting changes in:

- Vehicle Trips (VT)
- Change in VT per land use unit change (VT/DU or KSF)
- Vehicle Miles Traveled (VMT)
- Change in VMT per land use unit change (VMT/DU or KSF)
- Vehicle Hours Traveled (VHT)
- Change in VHT per land use unit change (VHT/DU or KSF)
- Vehicle miles traveled per vehicle trip (VMT/VT)

This form of dynamic validation was performed on the Santa Barbara model by adjusting the number of multi-family one car dwelling units and the retail development in TAZs 41, 320, 370, and 297. These zones were selected due to their geographic location, the existing land use mix within the zone, and to test one zone from each of the four area types. To isolate each of these changes, tests were done sequentially, changing one item at a time.

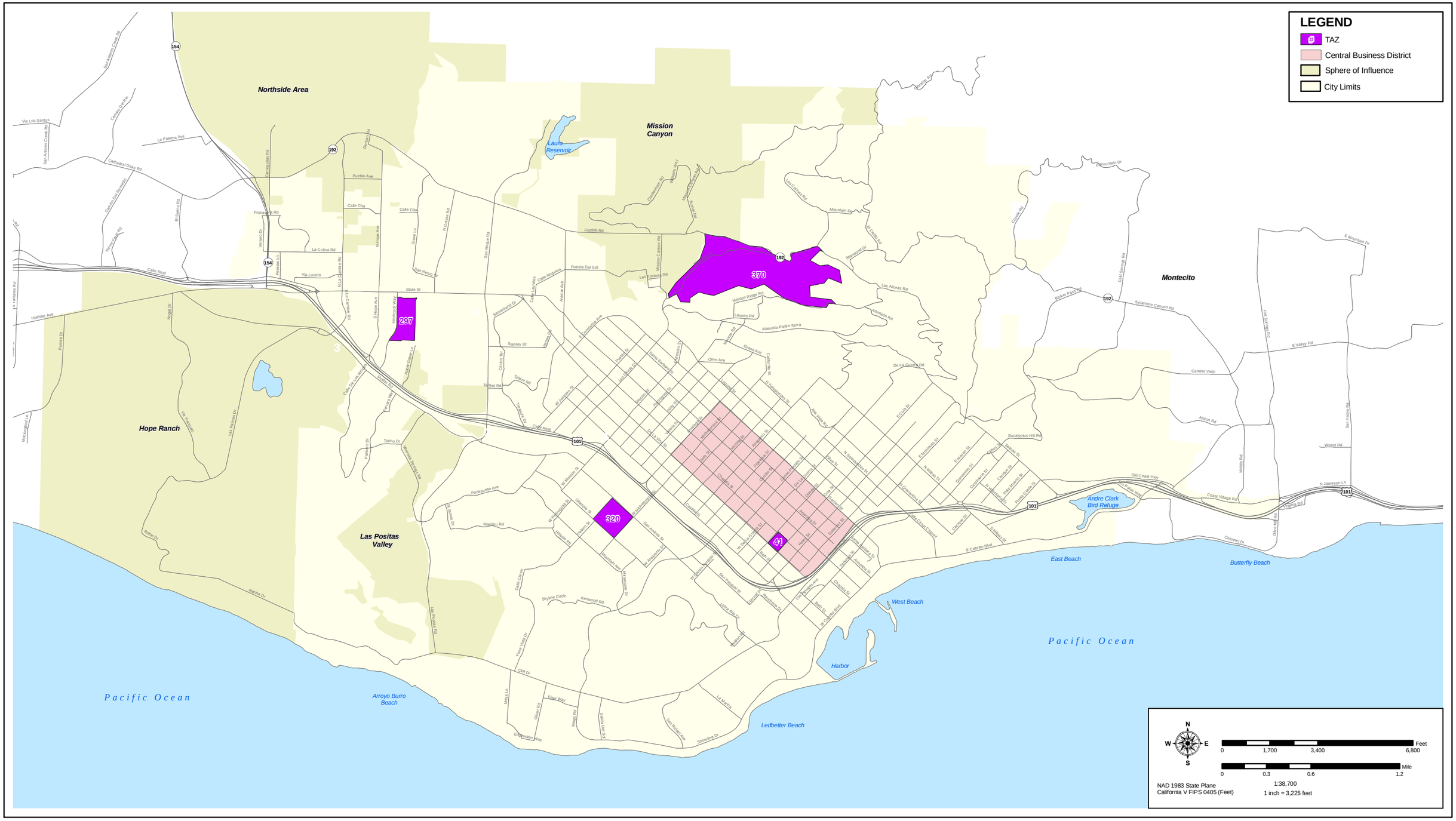
Figure 4 shows the location of the zones that were used for dynamic validation. Zone 41 is located downtown near Chapala Street/Ortega Street and contains a broad mix of residential and non-residential land uses. Zone 320 is located in the Westside and contains residential and retail land uses. Zone 370 is located on the Riviera and contains single family land uses and an elementary school. Zone 297 is located in the Upper State Street Area and contains a broad mix of residential and non-residential land uses. The values added to a zone were selected based on the interaction with adjacent land use, and to determine if the model is sensitive to the location and magnitude of various land use changes. The results are shown in Table 12.

- The change in VT per added DU ranges from 3.0 – 5.0. This is reasonable given the mix of land uses in the various zones and the different trip generation rates of each area type. Within each individual area type there is very little variability, showing stable trip generation across the range of land use magnitudes. The average vehicle trips per added DU are lowest for zone 41 due to the abundance of other land uses for the residents to interact with.

- Adding a single DU to the model is a test of how much noise (random error) is in the model. Total VMT changed by between 9 and 229 vehicle-miles per day per dwelling unit added, depending on the zone it was added to. Three of the four zones behaved very well with zones 41, 370 and 297 showing the appropriate increases in VMT relative to the land use mix surrounding these zones. Zone 41 has the lowest increase in VMT, while zone 370 has the highest and zone 297 falls in between. Only zone 320 returns unreasonable results. However, with only a modest increase in dwelling units in this zone, representing a realistic level of development, the model performed as expected.

- The VHT per DU change is fairly stable around -1.0 to 1.4, with the exception of adding to zone 320. However, the noise at this extremely small level of change is no longer present if increased to a normal level of development.

- As shown in Table 12, the VMT/VT is very stable and typically is around 4.2. This measure is used to reduce the influence of vehicle trip generation differences between land use types by normalizing the trip distance by total trips. As land use is added near existing compatible uses, the distance traveled decreases slightly. The opposite is also true: as land use is removed from nearby uses or added further from compatible uses, the distance traveled increases.



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PLAN SANTA BARBARA TAZs USED FOR DYNAMIC VALIDATION

FIGURE 4

TABLE 12
RESULTS OF DYNAMIC VALIDATION TESTS

TAZ	Scenario	Vehicle Trips (VT)	Change in VT/DU or KSF Change	Vehicle Miles Traveled (VMT)	Change in VMT/DU or KSF Change	Vehicle Hours Traveled (VHT)	Change in VHT/DU or KSF Change	VMT/VT
Residential Land Use Results - Multifamily Unit with 1 Car								
Base Case		595,479	N/A	2,500,894	N/A	59,668	N/A	4.20
41 - Downtown	Added 1 DU	595,482	3.0	2,500,903	9.0	59,667	-1.0	4.20
	Added 25 DUs	595,557	3.1	2,501,338	17.8	59,690	0.9	4.20
	Added 50 DUs	595,635	3.1	2,501,440	10.9	59,698	0.6	4.20
320 - Westside	Added 1 DU	595,483	4.0	2,501,123	229.0	59,680	12.0	4.20
	Added 25 DUs	595,581	4.1	2,501,403	20.4	59,695	1.1	4.20
	Added 50 DUs	595,683	4.1	2,501,683	15.8	59,706	0.8	4.20
370 - Riveria	Added 1 DU	595,484	5.0	2,500,913	19.0	59,669	1.0	4.20
	Added 25 DUs	595,595	4.6	2,501,488	23.8	59,707	1.6	4.20
	Added 50 DUs	595,712	4.7	2,501,935	20.8	59,713	0.9	4.20
297 - Upper State Street	Added 1 DU	595,484	5.0	2,500,906	12.0	59,668	0.0	4.20
	Added 25 DUs	595,595	4.6	2,501,485	23.6	59,702	1.4	4.20
	Added 50 DUs	595,711	4.6	2,501,968	21.5	59,703	0.7	4.20
Retail Land Use Results								
Base Case		595,479	N/A	2,500,894	N/A	59,668	N/A	4.20
41 - Downtown	Added 1 KSF	595,499	20.0	2,501,174	280.0	59,683	15.0	4.20
	Added 10 KSF	595,684	20.5	2,501,615	72.1	59,710	4.2	4.20
	Added 50 KSF	596,501	20.4	2,504,277	67.7	59,816	3.0	4.20

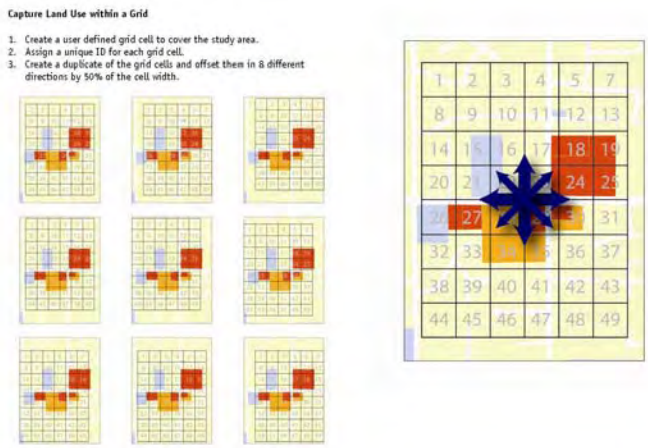
TABLE 12 RESULTS OF DYNAMIC VALIDATION TESTS (CON'T)								
TAZ	**Scenario**	**Vehicle Trips (VT)**	**Change in VT/DU or KSF Change**	**Vehicle Miles Traveled (VMT)**	**Change in VMT/DU or KSF Change**	**Vehicle Hours Traveled (VHT)**	**Change in VHT/DU or KSF Change**	**VMT/VT**
Retail Land Use Results								
320 - Westside	Added 1 KSF	595,502	23.0	2,501,190	296.0	59,686	18.0	4.20
	Added 10 KSF	595,707	22.8	2,501,932	103.8	59,706	3.8	4.20
	Added 50 KSF	596,618	22.8	2,505,330	88.7	59,852	3.7	4.20
370 - Riveria	Added 1 KSF	595,550	71.0	2,501,174	280.0	59,685	17.0	4.20
	Added 10 KSF	595,686	20.7	2,501,955	106.1	59,708	4.0	4.20
	Added 50 KSF	596,513	20.7	2,505,378	89.7	59,828	3.2	4.20
297 - Upper State Street	Added 1 KSF	595,501	22.0	2,501,204	310.0	59,684	16.0	4.20
	Added 10 KSF	595,702	22.3	2,504,967	407.3	59,721	5.3	4.21
	Added 50 KSF	596,594	22.3	2,505,739	96.9	59,868	4.0	4.20
Source: Fehr & Peers, 2008.								

THE 4D PROCESS

The Ds method (commonly known as the 4Ds, although later expanded to include more than four built environment factors) will allow the City to evaluate the transportation effects of *Plan Santa Barbara Framework* policies, and to identify potential site-plan refinements that will further reduce its traffic impacts. The methods are based on a substantial library of research on the relationship between travel and the built environment, which has been distilled to a single set of numerical values by a panel of national experts.

The Ds will predict the degree to which each Plan Santa Barbara horizon-year land use scenario's trip generation will increase or decline with changes to the plan's:

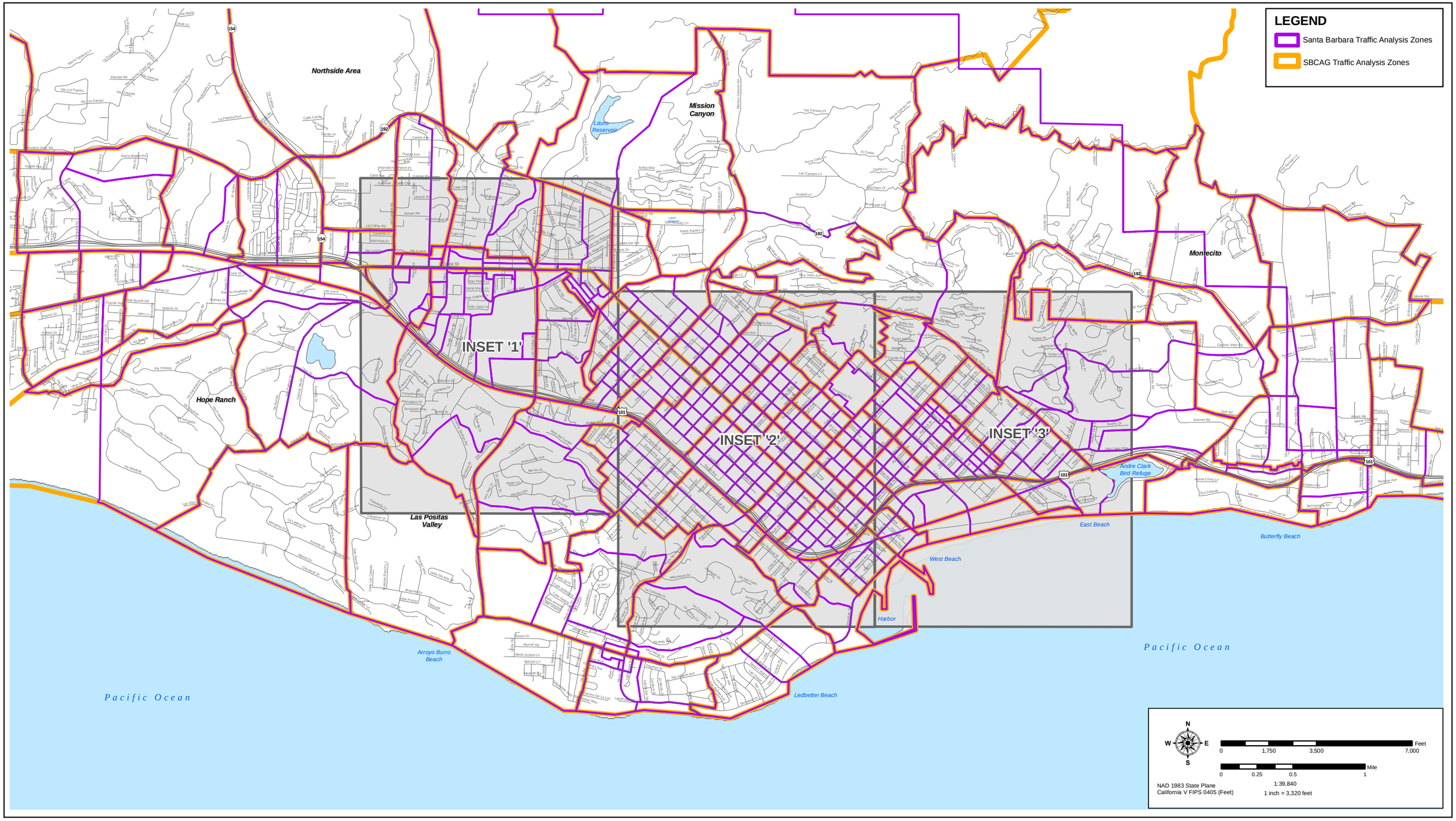
- Density - residential and non-residential development per acre;
- Diversity - mix of residential, retail and employment land uses on the site;
- Design - connectivity and walkability of the site's transportation networks; and
- Destination Accessibility - location relative to major regional attractions, as infill sites generate fewer and shorter vehicle trips than fringe area development.



The Santa Barbara travel demand model will include advanced features that allow it to better capture the effects of *Plan Santa Barbara Framework* policy options. These features include:

- Integrated 4D refinements to enhance the sensitivity of the model to account for how travel behavior is affected by the built environment, which are necessary for evaluating the change in vehicle trips and vehicle miles of travel associated with infill development.
- GIS-based ¼ mile grid-cell analysis for calculating 4D variables for input into the traffic model. The grid-cell approach uses parcel-level land use to increase the accuracy of the variable estimates by capturing all land use intersections in ¼ grids. This method is superior to calculating variables based on traffic analysis zone geography, which can be too large to capture many nuances of the built environment.
- Refined multi-family household trip generation structure cross-classified by automobile ownership.
- Trip assignment that isolates drive alone and shared ride (2 and 3+) trips by purpose.
- District-based TDF model structure to capture different travel characteristics in different areas of the City.
- Refined TAZ system in high activity areas to allow for detailed traffic assignment.

APPENDIX A:
TRAFFIC ANALYSIS ZONES KEY MAP



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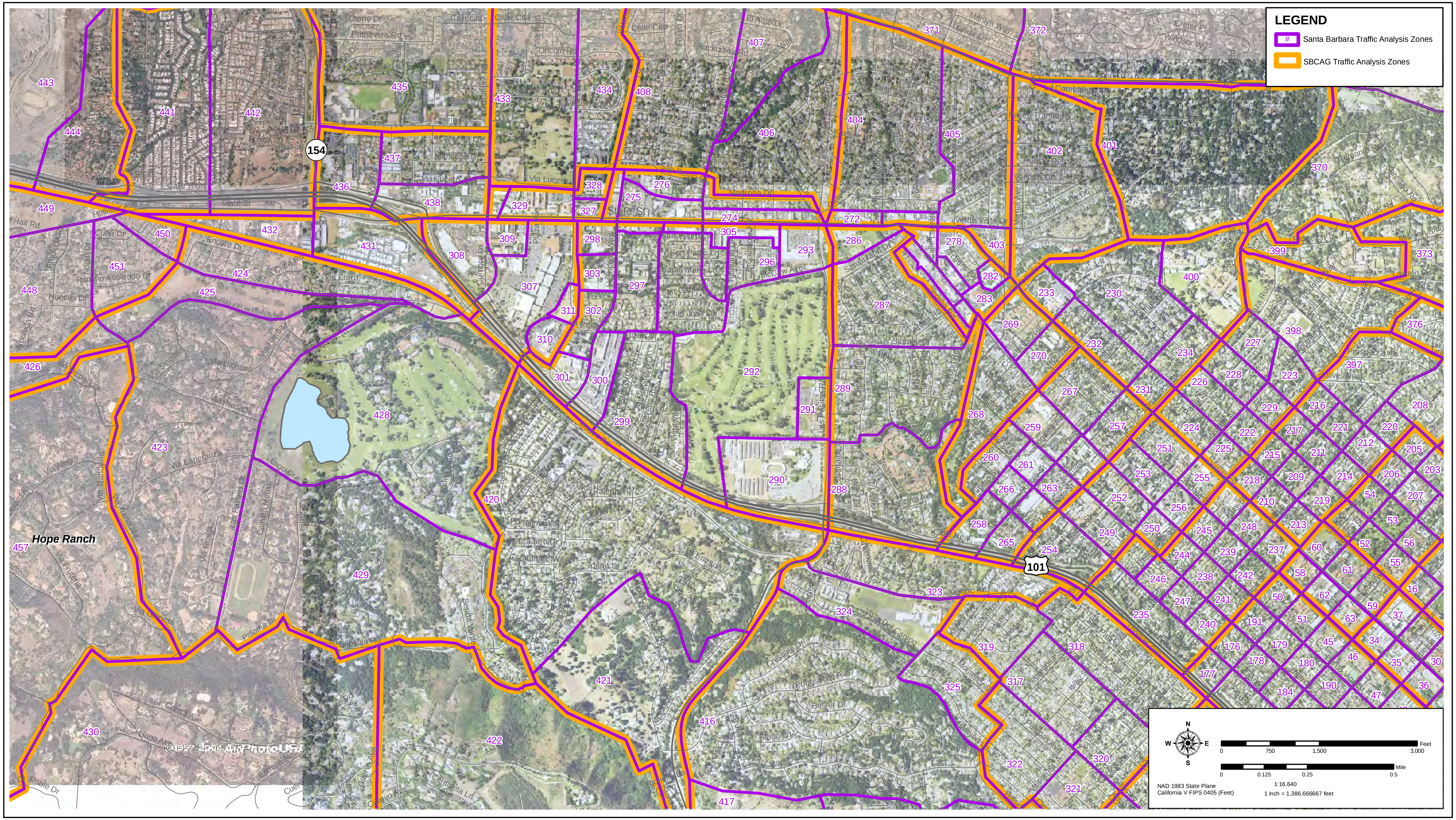
PLAN SANTA BARBARA TRAFFIC ANALYSIS ZONES - KEY MAP

APPENDIX A



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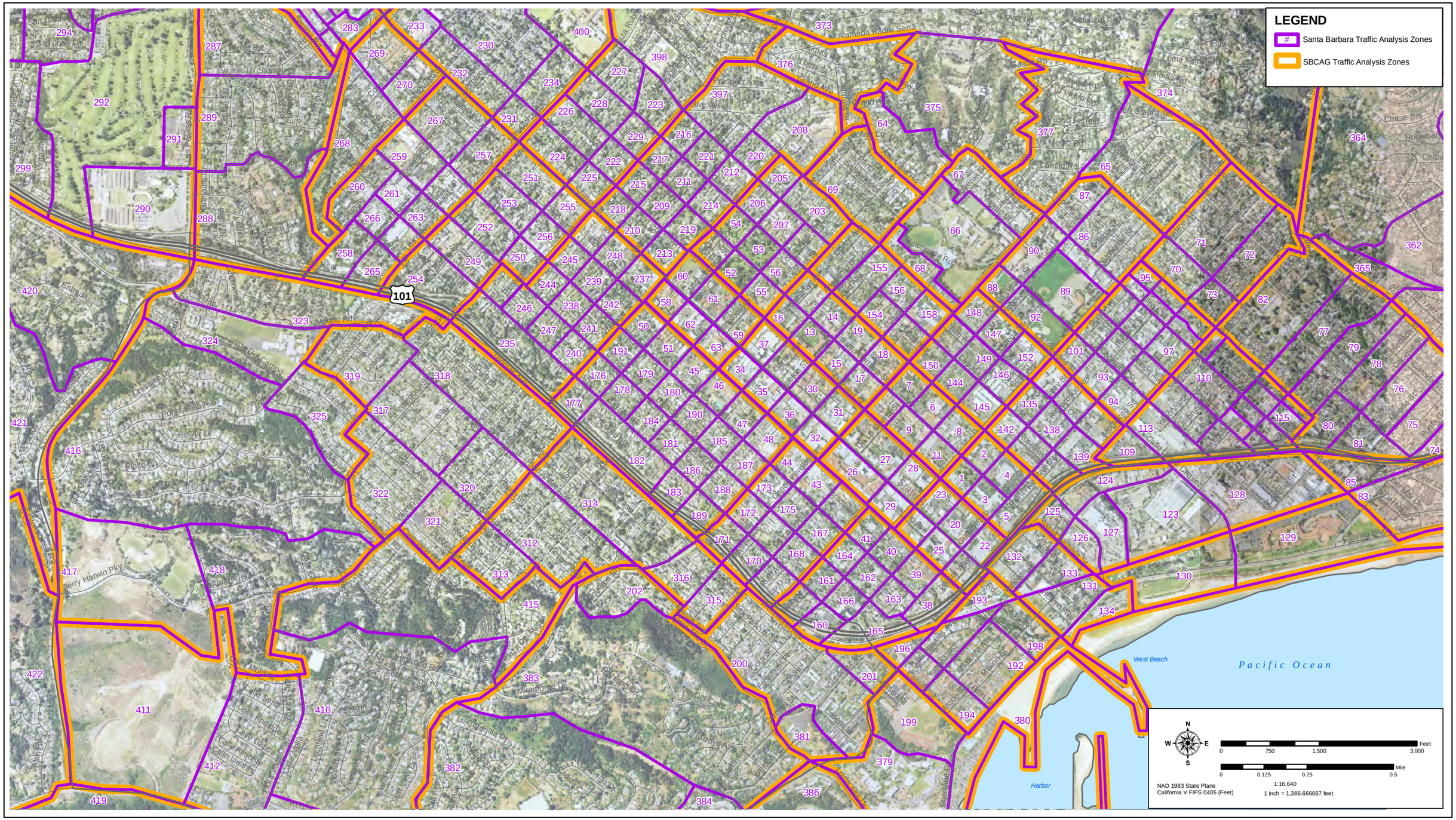
PLAN SANTA BARBARA TRAFFIC ANALYSIS ZONES
INSET 1



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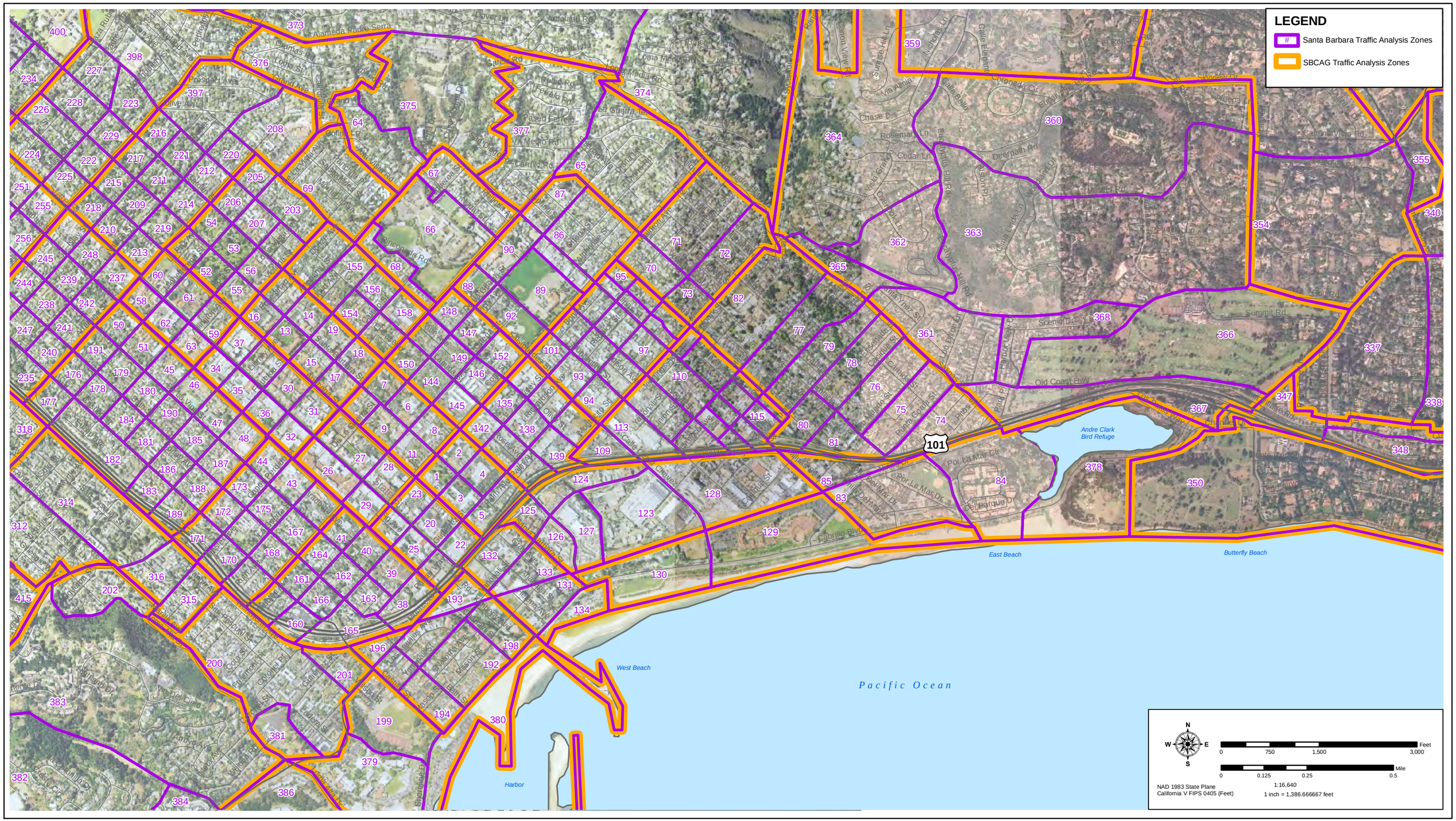
PLAN SANTA BARBARA TRAFFIC ANALYSIS ZONES
INSET 2



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PLAN SANTA BARBARA TRAFFIC ANALYSIS ZONES
INSET 3

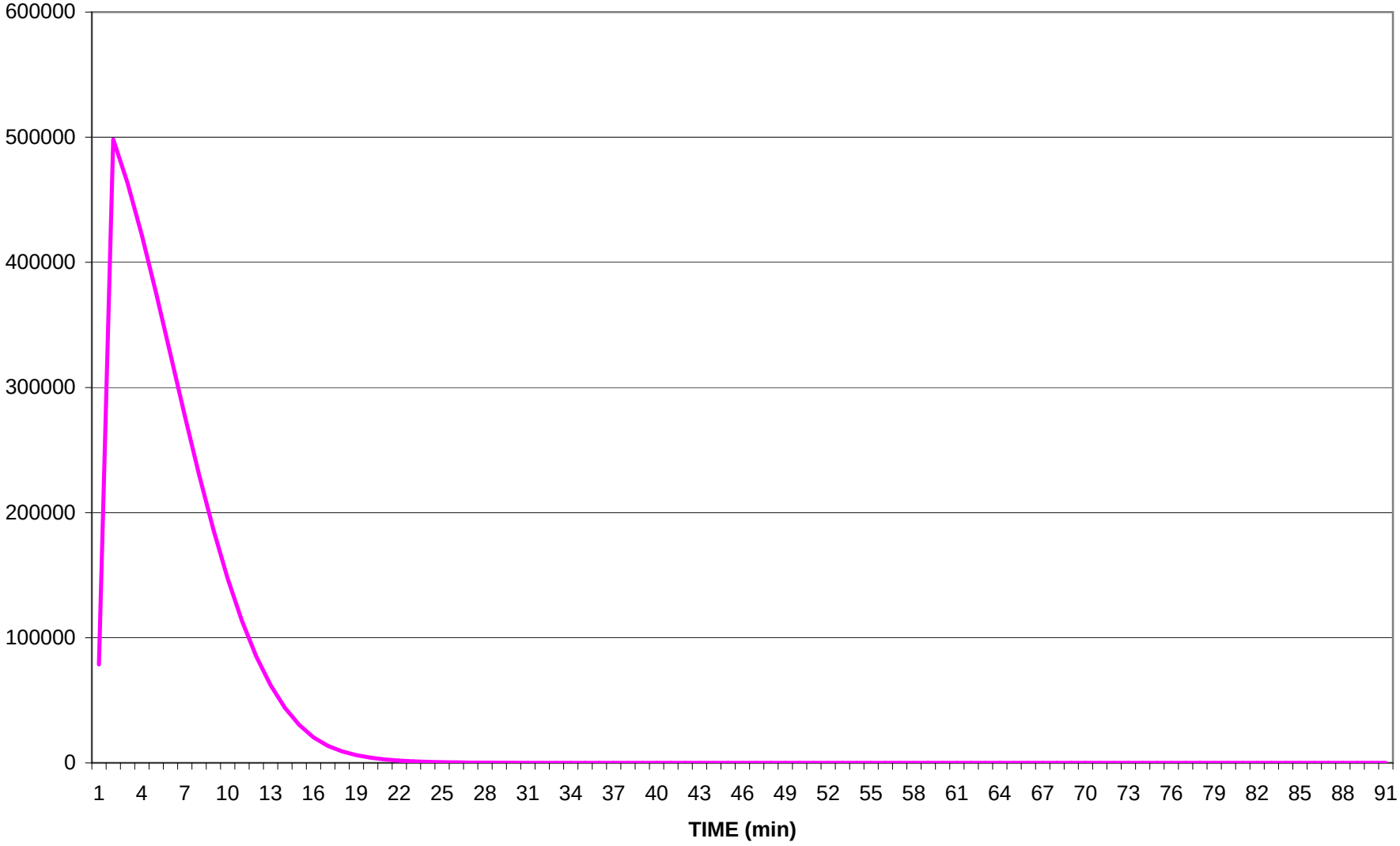
APPENDIX B:
SAMPLE ITE TRIP GENERATION RATES

APPENDIX B SAMPLE ITE TRIP GENERATION RATES[1]		
Residential		
Land Use Type	**Units**	**Rate**
Single-Family (SF)	Dwelling Units	9.57
Apartment	Dwelling Units	6.72
Residential Condominium/Townhouse	Dwelling Units	5.86
Non-Residential		
Land Use Type	**Units**	**Rate**
Office	Thousand Square-feet	11.01
General Light Industrial	Thousand Square-feet	6.97
Hospital	Thousand Square-feet	17.57
Elementary chool	Students	1.29
High Schools	Students	1.71
Junior/Community Colleges	Students	1.20
Golf	Acres	5.04

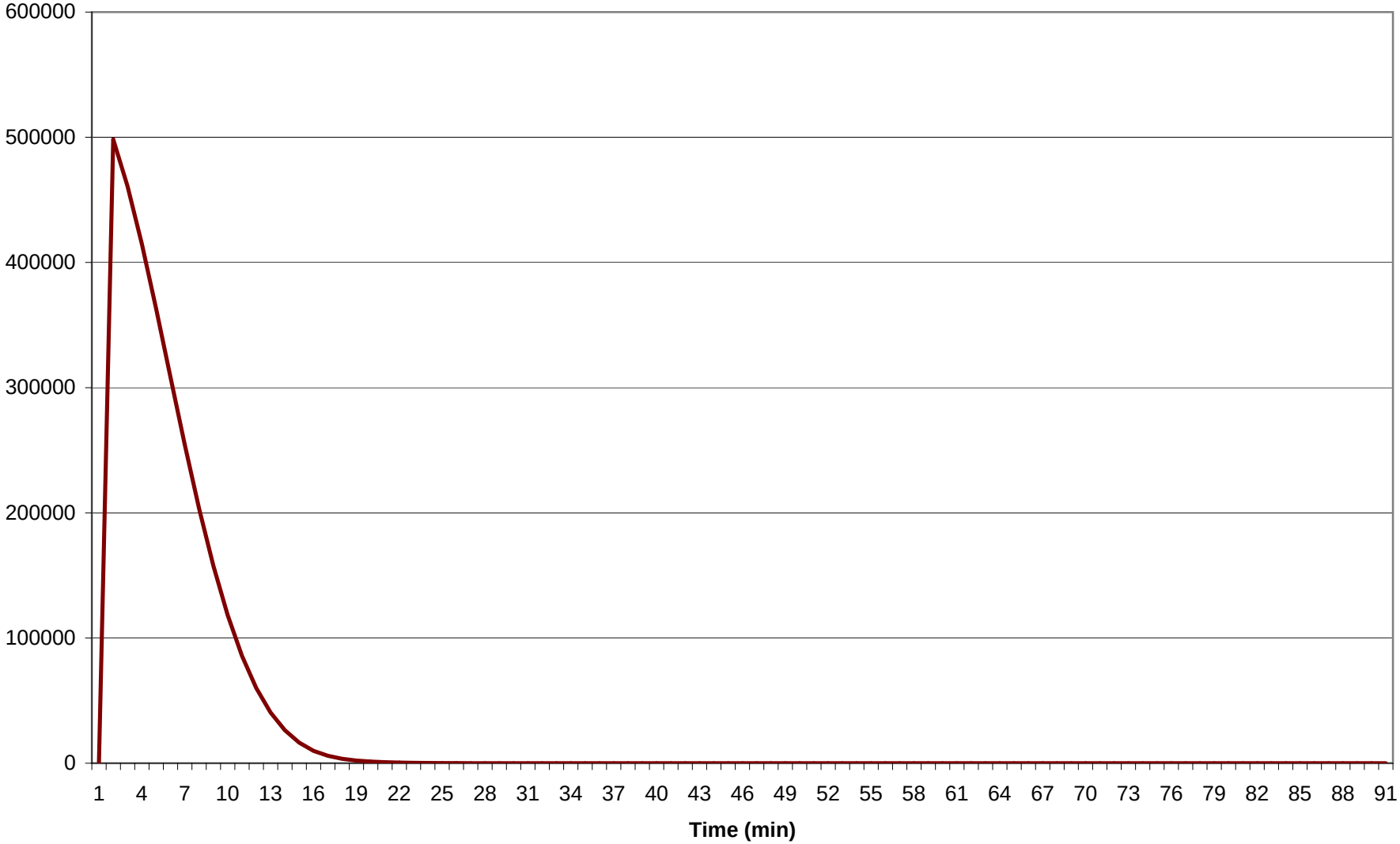
[1] ITE trip generation rates are provided for land use categories that are closely comparable between the model and ITE definitions. In general, ITE categories are more specific than the model land use categories and a direct comparison is not possible.
Source: Trip Generation, 7th Edition (Institute of Transportation Engineers, 2003)

APPENDIX C:
SANTA BARBARA MODEL FRICTION FACTOR CURVES-HBW

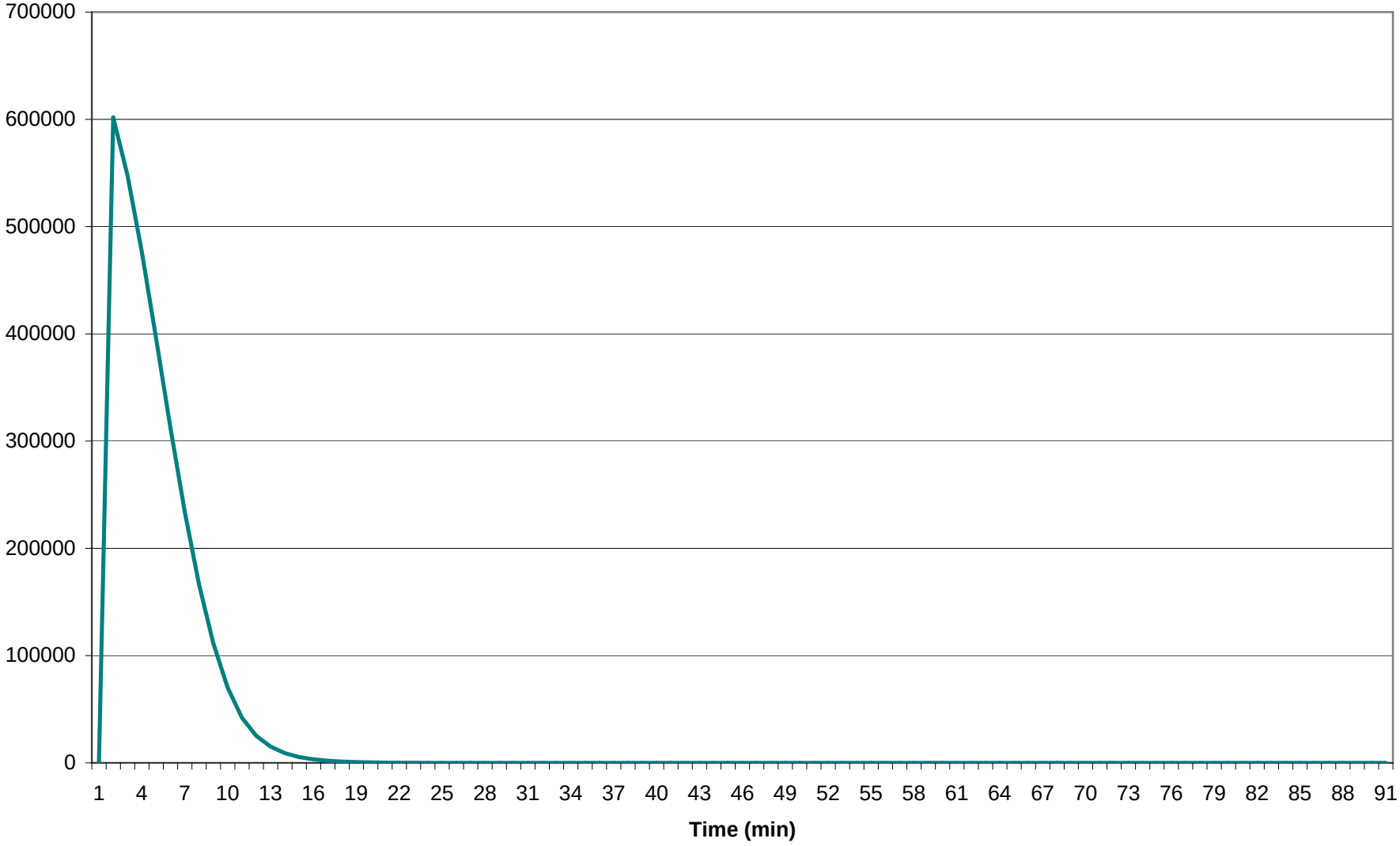
SANTA BARBARA MODEL FRICTION FACTOR CURVES - HBW



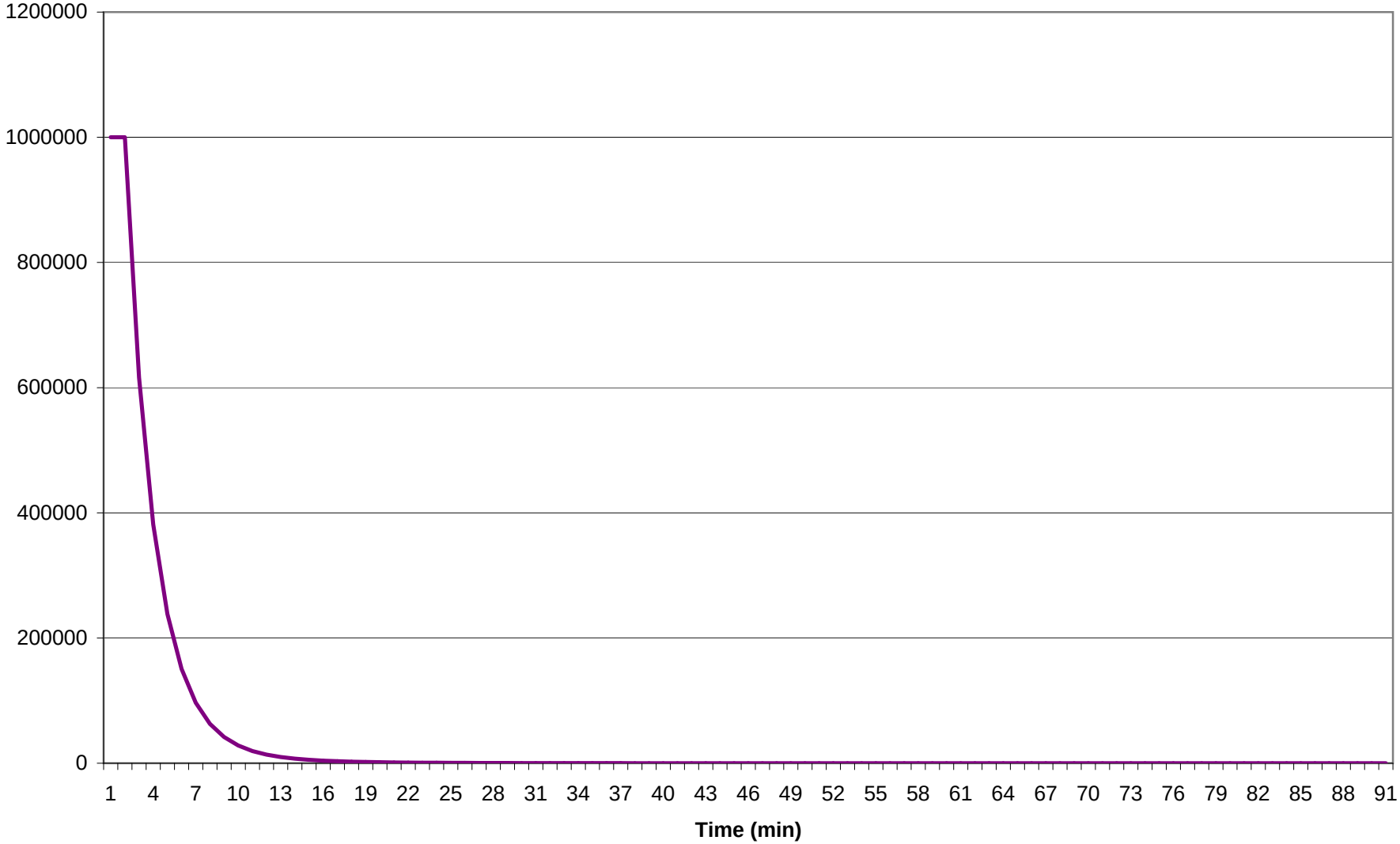
SANTA BARBARA MODEL FRICTION FACTOR CURVES - HBO



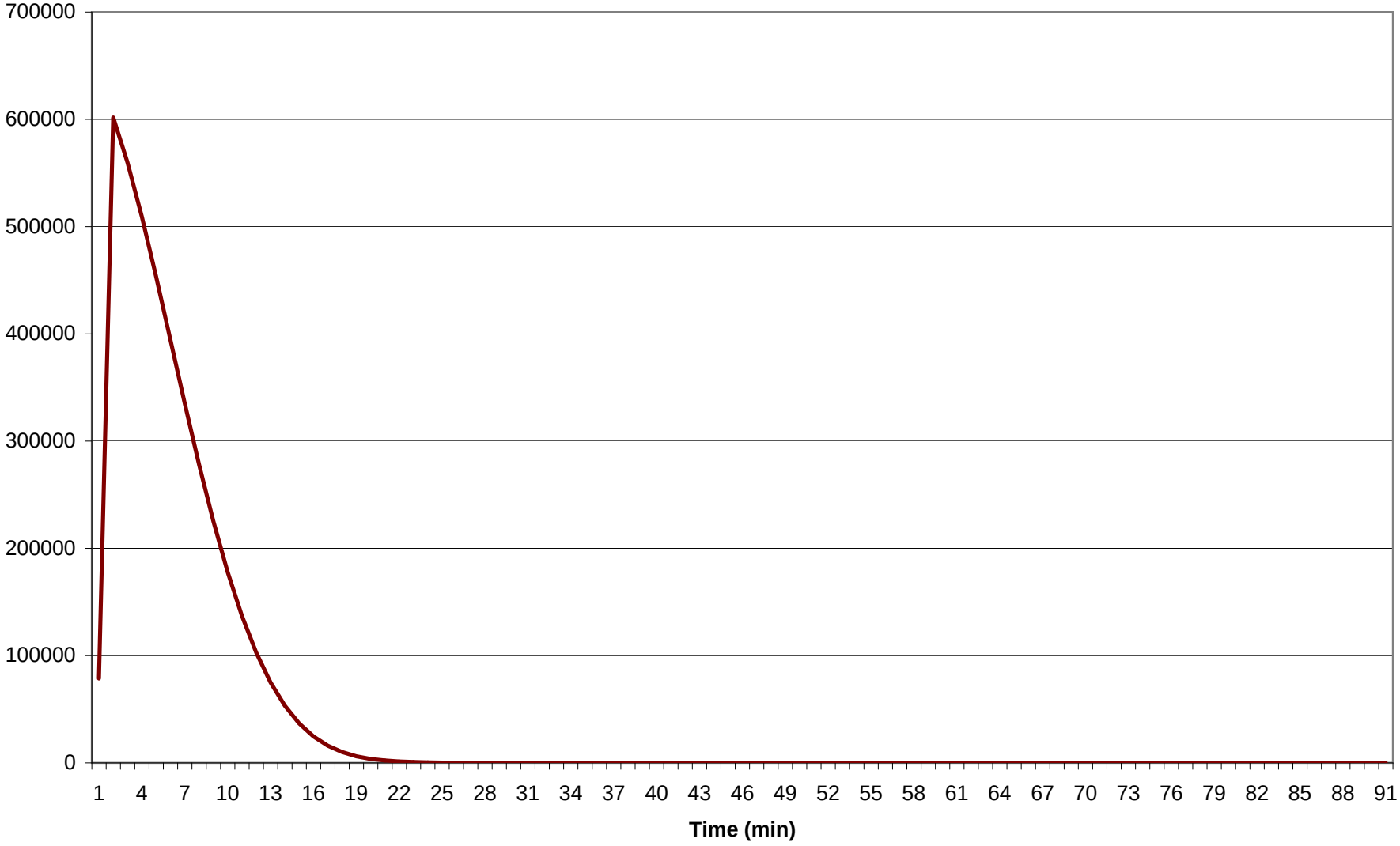
SANTA BARBARA MODEL FRICTION FACTOR CURVES - NHB



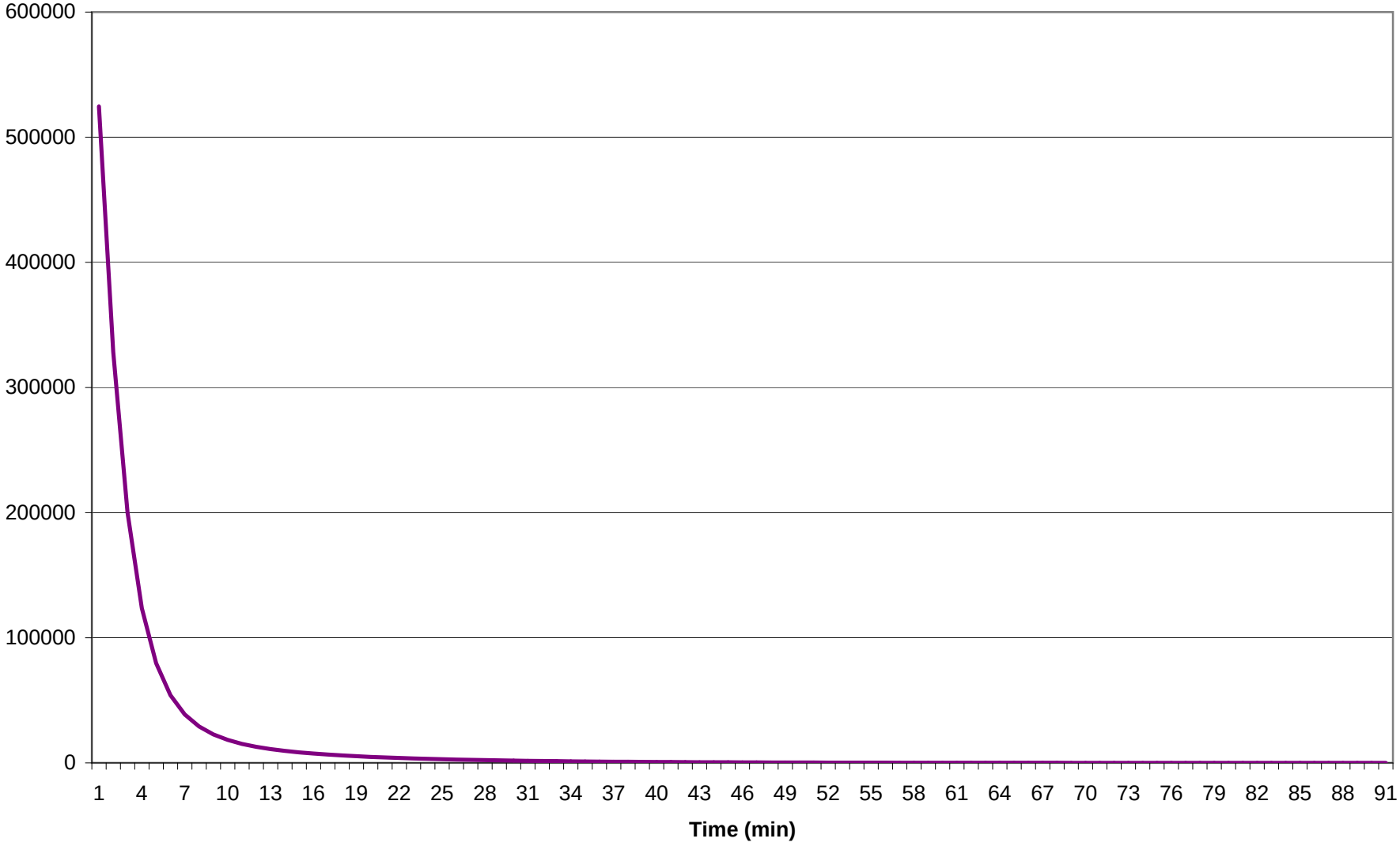
SANTA BARBARA MODEL FRICTION FACTOR CURVES - GOLF



SANTA BARBARA MODEL FRICTION FACTOR CURVES - REC



SANTA BARBARA MODEL FRICTION FACTOR CURVES - IX/XI



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DRAFT TECHNICAL MEMORANDUM

Date: March 3, 2009

To: Dan Gira, AMEC

From: Brian Welch and Reid Keller

Subject: ***Future Traffic Conditions for the 2030 Baseline (Existing General Plan) Scenario***

LA08-2253

This memorandum summarizes traffic volume forecasts, intersection operational conditions, and a variety of other performance measures associated with build-out of the existing City of Santa Barbara (City) General Plan. This scenario forms the baseline for analysis of all other *Plan Santa Barbara* Land Use scenarios. These future baseline conditions represent how traffic in Santa Barbara would change under a "business as usual" scenario.

The forecasts for this memo were prepared using the *Plan Santa Barbara* Travel Demand Model developed by Fehr & Peers on the TransCAD platform[1]. A base year (2008) model was developed with the ability to approximately replicate existing travel patterns in the study area. The travel demand model is based around three core components:

- A **Land Use** database – in this case a parcel level database provided by the City with detailed information on the type and amount of development on each parcel, stratified into numerous categories.
- A **highway network** database – in this case based on the Santa Barbara County Association of Governments (SBCAG) regional travel demand model, with added detail using data provided by the City.
- A table of **trip generation rates** – initial rates were researched from sources including SBCAG, the census National Household Travel Survey, the San Diego Association of Governments (SANDAG), and the Institute of Transportation Engineers. Trip generation rates were then calibrated to match the existing trip making characteristics of Santa Barbara.

The model was validated and calibrated to Caltrans, Federal Highway Administration (FHWA), and Fehr & Peers internal standards. Once the model met the required set of criteria to be deemed adequately validated and calibrated, the land use database was modified to reflect future development growth. This growth can be attributed to two sources:

1. Currently **pending**, **approved**, and **under construction** development projects, and

[1] For details regarding the model development, including calibration and validation statistics, please refer to *Plan Santa Barbara Travel Demand Model Development Report* (Fehr & Peers)

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EXHIBIT B

2. The City's projected distribution of the **remaining future development potential under the existing General Plan**.

In addition to the Land Use database changes, currently funded roadway improvements were added to highway network database. These improvements generally consisted of the Measure D funded projects along the US-101 corridor between Hot Springs Road and Milpas Street. Examples of projects include the Cacique Street freeway under-crossing, the roundabout at Old Coast Highway and Hot Springs Road and Cold Village Road and the addition of a travel lane to both directions of US-101 between Milpas Street and Hot Springs Road.

The remaining sections of this memo present relevant portions of the existing conditions analysis and the results of the 2030 future baseline traffic conditions analysis for the *Plan Santa Barbara* study area, shown in Figure 1.

EXISTING CONDITIONS[2]

AVERAGE DAILY TRAFFIC VOLUMES

Average Daily Traffic (ADT) and AM and PM peak hour turning movement counts were collected in the *Plan Santa Barbara* study area during March of 2008. Additional recent ADT counts were compiled from a variety of sources including Environmental Impact Reports (EIRs), the County of Santa Barbara count program, and Caltrans. These data were used to assess current traffic conditions in the City of Santa Barbara and inform the model development process.

Figure 2 illustrates existing ADT volumes on major thoroughfares in the study area. Certain travel patterns can be seen in the figure:

- As expected, the freeway carries the greatest daily volume of vehicles, reaching a high of 121,000 vehicles per day (vpd) between downtown and the medical district.
- Arterial traffic volumes are generally greatest on segments approaching freeway ramps. Many of these roadways experience peak hour congestion.
- The greatest arterial volume observed in the data collection was Carrillo Street just north of US-101, which carries an average of 32,440 vpd.

PEAK HOUR FREEWAY VOLUMES

Figure 3 illustrates peak hour freeway volumes for the base year. The following observations are shown in the figure:

- During the AM peak hour, traffic volumes on US-101 northbound reach their peak between Milpas Street and Garden Street. During the PM peak hour, traffic volumes peak on the US-101 northbound between Mission Street and Las Positas Road.
- Traffic patterns during the AM peak hour show directional peaking, where one direction of the freeway has substantially more traffic than the other, approaching Garden Street from the south.

[2] Some relevant portions of the existing conditions data are presented here for comparative convenience. For a detailed presentation of existing transportation conditions in the City of Santa Barbara, please refer to *Plan Santa Barbara: Transportation Existing Conditions Report* (City of Santa Barbara, August 2008)

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- Although the southbound direction of the freeway carries more traffic leading up to Garden Street from the north, the volumes are not substantially higher than the opposing direction. This pattern suggests that residents of Santa Barbara interact more with areas to the north of the City, but the City draws visitors (especially employees) from both the north and the south, and more traffic passes through the City from the south to the north in the morning and from the north to the south in the evening.

- The PM peak hour shows less directional peaking. Volumes on US-101 southbound south of Garden Street do exceed the opposing flow, but not to the same extent as during the morning peak hour. Traffic volumes north of Garden Street show little if any directional peaking during the PM peak hour.

PEAK HOUR INTERSECTION LEVEL OF SERVICE ANALYSIS

Table 1 and Figure 4 illustrate existing intersection Levels of Service at the 52 *Plan Santa Barbara* study intersections during the AM and PM peak hours. Three distinct intersection control types are present in Santa Barbara and were analyzed using their respective methodologies. These include:

- **Signalized** intersections, which were analyzed using the Intersection Capacity Utilization (ICU) methodology.[3]

- **Unsignalized, or stop-controlled**, intersections were analyzed using the Highway Capacity Manual (HCM) unsignalized intersection methodology, and

- The Milpas **Roundabout** was analyzed using the HCM roundabout methodology.[4]

The City has a target LOS of C with a volume to capacity (V/C) ratio of 0.77 or less for signalized intersections and a target LOS of C for unsignalized intersections. There are currently 13 intersections exceeding this threshold during one or both peak hours, as shown in Table 2.

OTHER MEASURES OF EFFECTIVENESS

In addition to roadway segment volumes and intersection LOS, other measures of effectiveness (MOEs) are often analyzed when considering the effects of different general plan development scenarios. These measures are generally used to compare different future alternatives, but are presented here for reference. These measures include:

- **Vehicle Miles Traveled** (VMT) - a measure of total travel activity for the entire study area for a given scenario.

- **Vehicle Hours Traveled** (VHT) – a measure of total time spent traveling in the study area affected by factors including length of trip making, amount of trip making and congestion levels.

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[3] Source: *Transportation Research Circular No. 212, Interim Materials on Highway Capacity*, Transportation Research Board, 1980.
[4] Source for both unsignalized and roundabout methodologies*: Highway Capacity Manual*, Transportation Research Board, 2000.

- **Vehicle Trips** (VT) – the total number of vehicle trips made in the study area (including into, out of and through the study area).

- **Average Trip Length** – calculated by dividing the total VMT by the total number of vehicle trips.

Table 3 reports these MOEs for the base year (2008) and future year (2030) in the study area. It should be noted that these numbers may be held artificially low. While many trips made within the study area are relatively short, most trips leaving the study area travel considerably further than the end of the model (i.e., Ventura or Lompoc). These numbers represent only the portion of the trip in the study area.

FUTURE YEAR (2030) TRAFFIC CONDITIONS FORECASTS

DEVELOPMENT OF THE FORECAST VOLUMES

The development of the forecast volumes for this analysis followed the approach presented in the National Cooperative Highway Research Program (NCHRP) Report 255 (Transportation Research Board, 1982). This method is the accepted professional standard for preparing traffic forecasts for urbanized area planning applications.

The NCHRP Report 255 approach involves post-processing model data and applying the growth to existing counts collected in the field. The first step in the process is to run the validated base year model and collect data for the desired segments and intersection turning movements. The model is then updated with future year land use changes and highway network improvements and run again. The data for the same study segments and turning movements is again collected from the future year model run.

The data from both model runs is then compared and applied to the existing counts using one of three methods:

- The **difference method** – directly applies the difference between the future and base year model runs to the existing count.

- The **ratio method** – factors the existing counts by the ratio of the future year data to the base year data.

- The **combined method** – takes the average of the output from both the difference method and the ratio method.

At most locations the following analysis uses the difference method. However, at certain locations this method was not appropriate and the ratio method was used. The Milpas Roundabout is an example of where the ratio method was used. In that case the model predicted a drop in certain movements as a result of the implementation of the Cacique under-crossing, slightly exceeded the existing counts. In those cases the existing counts were factored using the ratio method.

AVERAGE DAILY TRAFFIC VOLUMES

Figure 5 presents the average daily traffic volume forecasts on the same study segments presented in Figure 2. The figure illustrates a variety of trends, described below:

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- Traffic volumes across all study segments are projected to grow by approximately 17% with the addition of the existing general plan development.

- Traffic volumes on freeway segments are projected to grow by approximately 13%.

- Traffic volumes on surface streets (arterials, collectors and local streets) are projected to grow by 24%.

Therefore, while traffic volumes will increase on all facilities, the relative share of study area traffic carried by the freeway is expected to decline slightly.

PEAK HOUR FREEWAY VOLUMES

Figure 6 presents AM and PM Future (Year 2030) peak hour freeway volumes. The figure illustrates the following trends:

- Overall, peak hour freeway volumes are projected to grow by 12.5**%** during the AM peak hour and 13.5% during the PM peak hour.

- As in the existing conditions, the travel patterns change slightly depending on whether one is looking at the volumes north or south of Garden Street.

- With the exception of the off-peak direction south of Garden Street, most of these freeway segments will be operating at levels beyond their theoretical capacities. Therefore, increased demand for travel on the freeways will not result in greater throughput volumes, but greater levels of congestion and peak spreading.

- As a result, growth in freeway volumes in the off-peak direction will likely outpace growth in the peak direction since the off-peak direction has more capacity to accommodate the growth. As mentioned, growth in traffic in the peak direction would likely take the form of peak spreading.

AM Peak Hour Trends

- During the AM peak hour, freeway volumes are projected to grow by approximately **11% on US-101 northbound** south of Garden Street, while traffic volumes are projected to grow by **30% on US-101 southbound** south of Garden Street.

- While absolute growth in the peak direction is larger, the rate of growth over the existing volumes is smaller, suggesting that the **AM directional peak imbalance will diminish** to a small extent south of Garden Street.

- North of Garden Street, traffic volumes are projected to grow by approximately **12% on US-101 northbound** and while traffic volumes are projected to grow by **10% on US-101 southbound**.

- It terms of both absolute and percentage growth, traffic volume on US-101 **northbound is projected to slightly outpace the growth on US-101 southbound** north of Garden Street during the AM peak hour.

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- The southbound direction will still have greater volumes during the AM peak hour, but as is the case north of Garden Street growth in the off-peak direction will outpace growth in the peak direction, diminishing the imbalance between the two.

PM Peak Hour Trends

- During the PM peak hour, freeway volumes are projected to grow by approximately **21% on US-101 northbound** south of Garden Street, while traffic volumes are projected to grow by **16% on US-101 southbound** south of Garden Street.

- While absolute growth in the peak direction is larger, the rate of growth over the existing volumes is smaller, suggesting that the **PM directional peak imbalance will diminish** to a small extent south of Garden Street.

- North of Garden Street, traffic volumes are projected to grow by approximately **11% on US-101 northbound** and while traffic volumes are projected to grow by **10% on US-101 southbound**.

- Traffic on US-101 north of Garden Street will continue to show little directional peaking, with substantial traffic flows in both directions during the PM peak hour.

PEAK HOUR INTERSECTION LEVELS OF SERVICE

Table 4 and Figure 7 illustrate AM and PM peak hour levels of service at the 52 *Plan Santa Barbara* study intersections. As the data show, build-out of the existing general plan will contribute to increased traffic congestion at many of the study intersections. Table 5 shows the number of deficient intersections – intersections not meeting the City's LOS standard – for existing and forecasted conditions. Currently 39 of 52 study intersections, which represent 75% of the study intersections, are operating at or better than the City's LOS standard during both peak hours. This number falls to 20 study intersections, or 38%, with build-out of the existing General Plan.

While this increase in deficient intersections is substantial, it should not necessarily be interpolated to all intersections in the City. City staff specifically selected the study intersections for this analysis in areas with higher levels of activity and in places that were likely to become congested. It is likely that many intersections in areas removed from the City's major activity centers would not be affected to the same extent.

Figures 8 and 9 chart the frequency distribution of LOS during the AM and PM peak hours, respectively, for the existing year (2008) and forecast year (2030). Congestion levels are generally lower during the AM peak hour in both analysis years. The PM hour shows a trend towards worse LOS between 2008 and 2030, with the most frequent LOS moving down to C from B and a greater frequency of intersections operating and LOS D, E and F.

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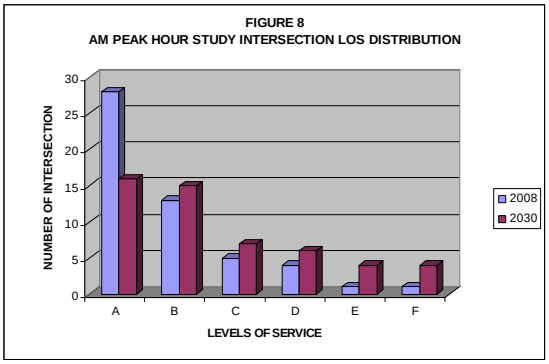

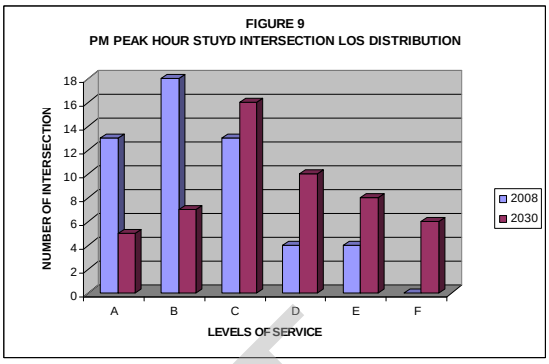

A closer examination of the forecast data reveals some notable trends. The greatest congestion levels are currently experienced during the peak hours at or near freeway ramps. This trend will not only continue, but will escalate with the build-out of the existing general plan, as shown by the following:

- 16 of the study intersections include freeway ramps. 12 of these intersections, or 75%, are deficient during at least one peak hour and nine, or 56%, are deficient during both peak hours. These rates are substantially higher than for the study intersections as a whole, when 37% are deficient during one peak hour and 25% are deficient during both peak hours.

- Intersections with freeway ramps account for 31% of analyzed intersections, but 38% of all deficient intersections during at least one peak hour and 69% of all intersections deficient during both peak hours.

- There are further 16 study intersections within ¼ mile of a freeway ramp. Of those intersections, 11, or 69%, are deficient during at least one peak hour.

- Intersections with freeway ramps or within ¼ mile of freeway ramps account for 62% of study intersections, but 72% of deficient intersections.

The traffic volumes forecasts presented reveal a logical consistency with the difference in Land Use.

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FIGURES:

1. PLAN SANTA BARBARA STUDY AREA AND ANALYZED INTERSECTIONS

2. EXISTING (YEAR 2008) AVERAGE DAILY TRAFFIC (ADT) VOLUMES

3. EXISTING PEAK HOUR FREEWAY VOLUMES

4. EXISTING (YEAR 2008) INTERSECTION LEVELS OF SERVICE

5. FUTURE (YEAR 2030) ADT FORECAST VOLUMES

6. FUTURE (YEAR 2030) PEAK HOUR FREEWAY FORECAST VOLUMES

7. FUTURE (YEAR 2030) FORECAST INTERSECTION LEVELS OF SERVICE

TABLES:

1. YEAR 2008 WEEKDAY EXISTING CONDITIONS INTERSECTION LEVELS OF SERVICE

2. PLAN SANTA BARBARA STUDY INTERSECTIONS CURRENTLY OPERATING WITH A PEAK HOUR V/C OF 0.77 OR GREATER

3. MEASURES OF EFFECTIVENESS (MOEs) FOR EXISTING (YEAR 2008) AND FUTURE (YEAR 2030) CONDITIONS

4. YEAR 2030 WEEKDAY FUTURE BASELINE CONDITIONS INTERSECTION LEVELS OF SERVICE

5. NUMBER OF DEFICIENT INTERSECTIONS BY PEAK HOUR IMPACTED

APPENDIX A:

1. Intersection LOS Worksheets

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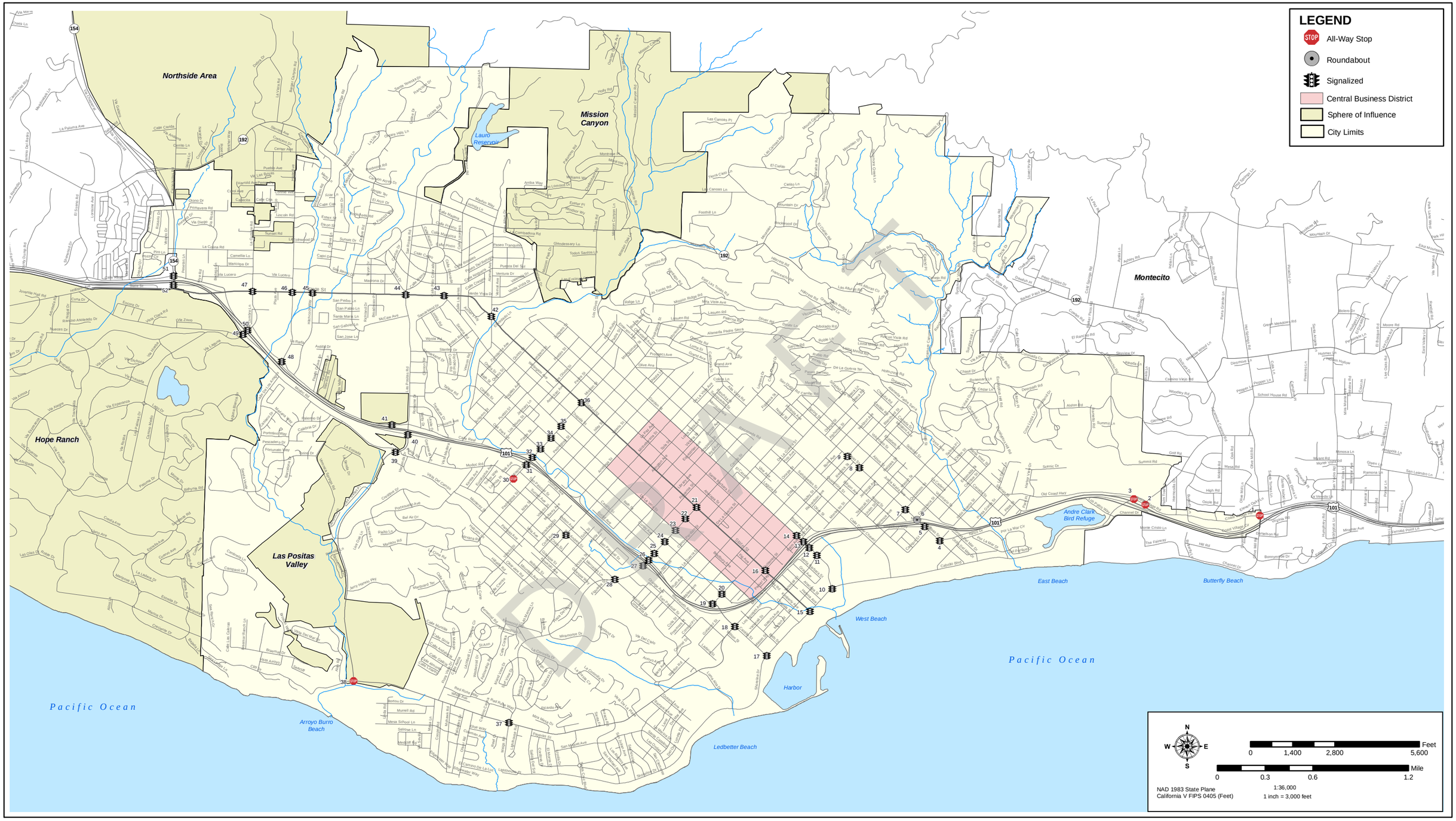

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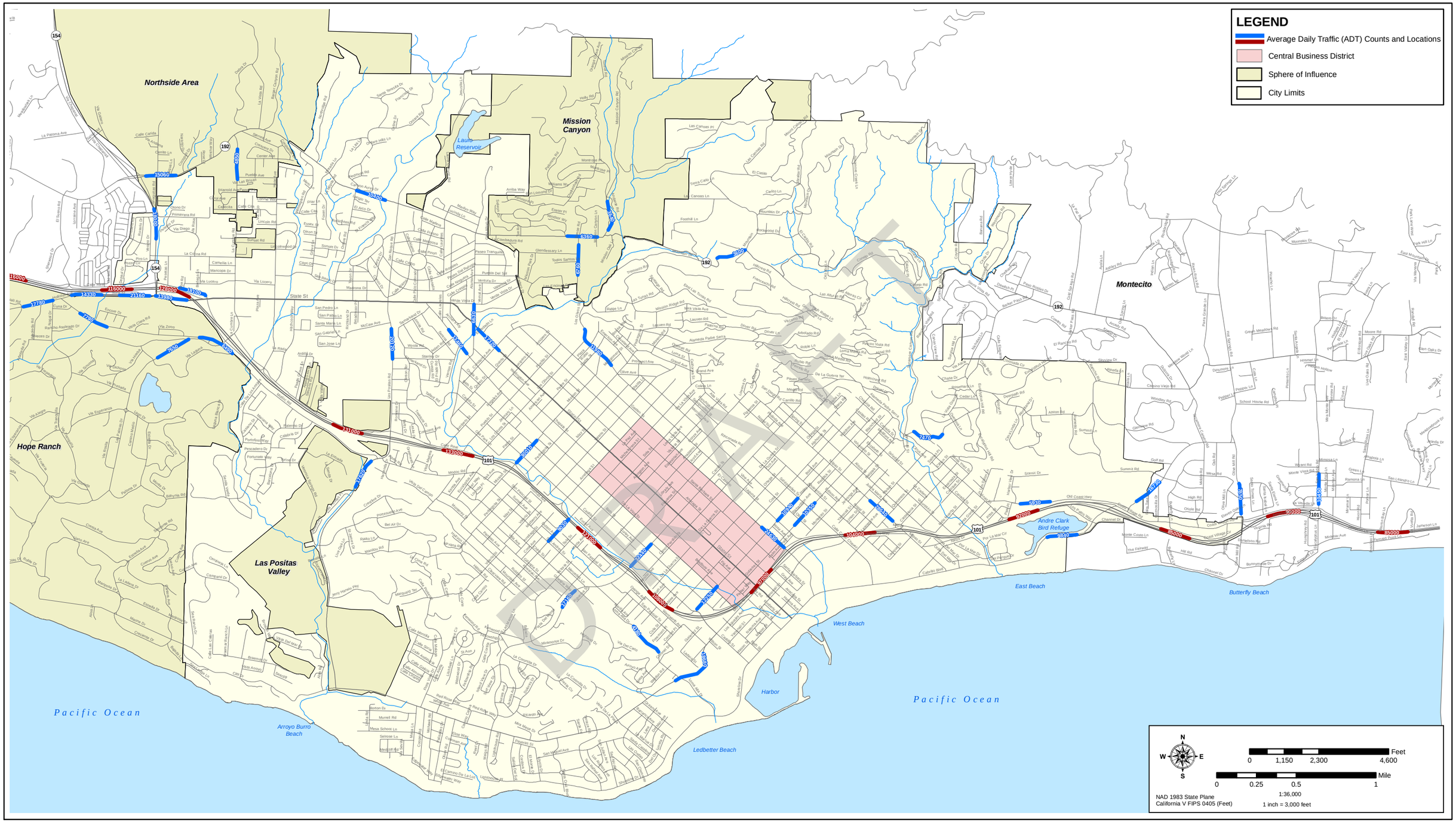
PLAN SANTA BARBARA STUDY AREA AND ANALYZED INTERSECTIONS
FIGURE 1



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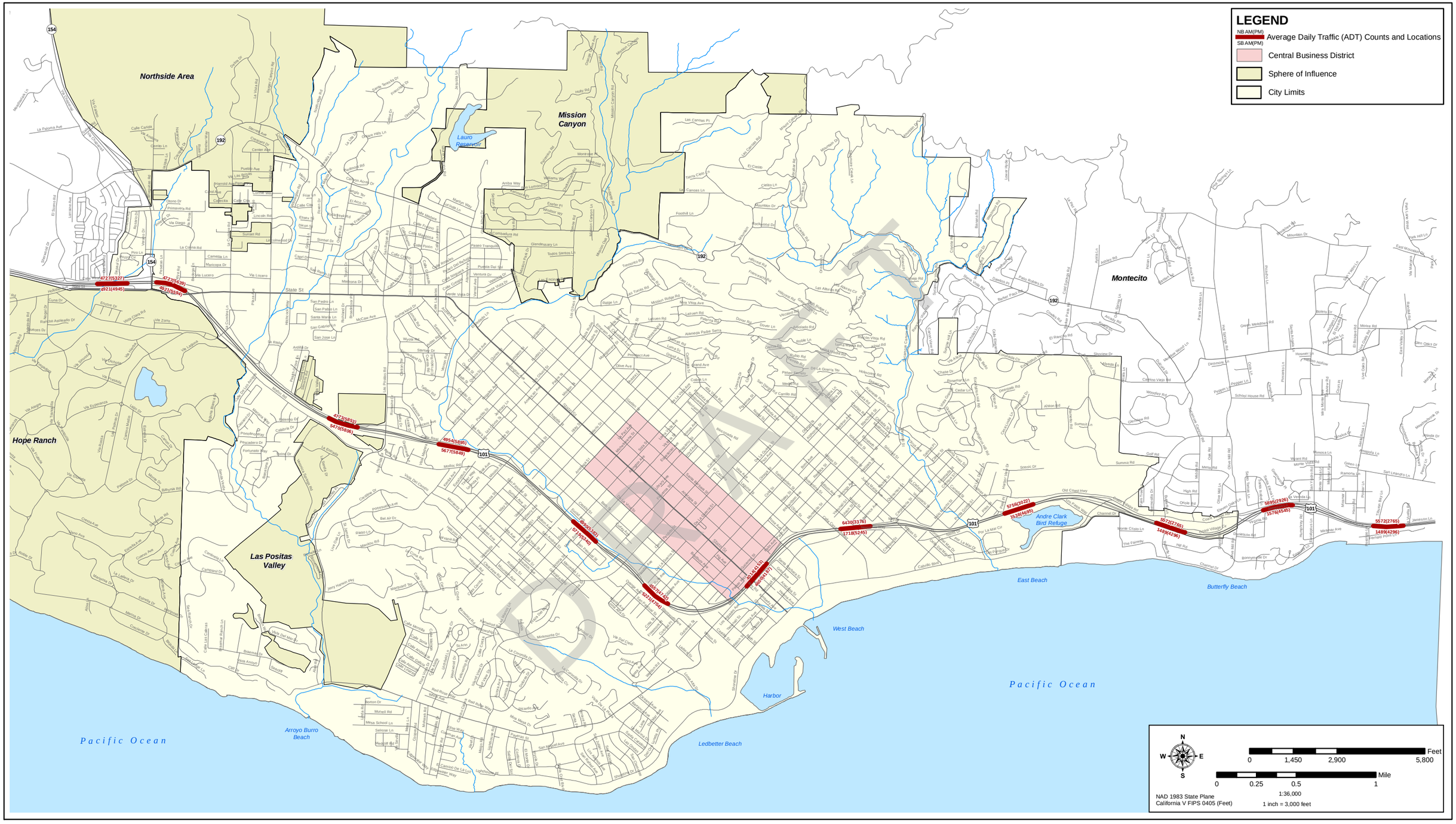
EXISTING (YEAR 2008) AVERAGE DAILY TRAFFIC (ADT) VOLUMES

FIGURE 2



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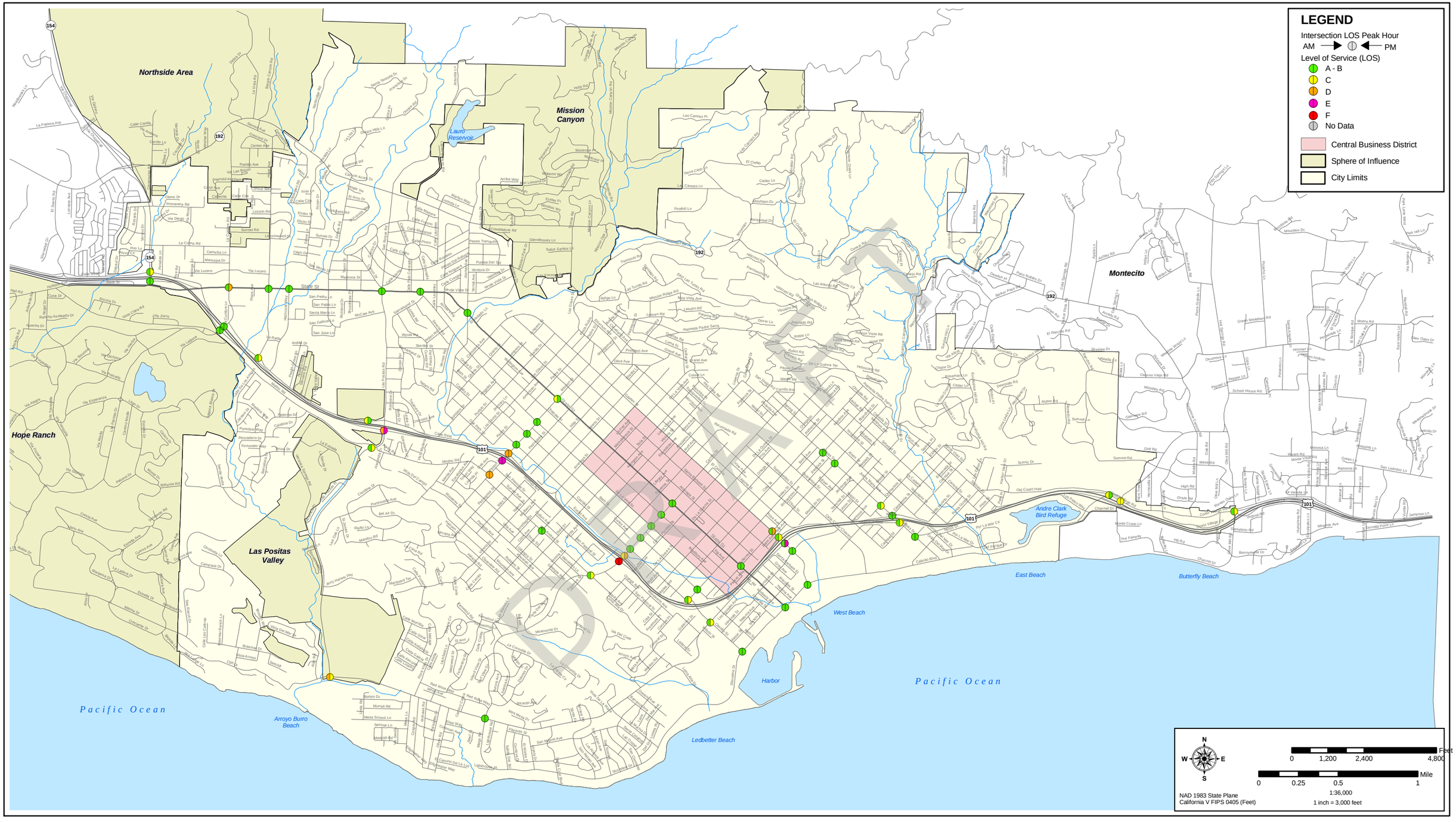
EXISTING (YEAR 2008) PEAK HOUR FREEWAY VOLUMES

FIGURE 3



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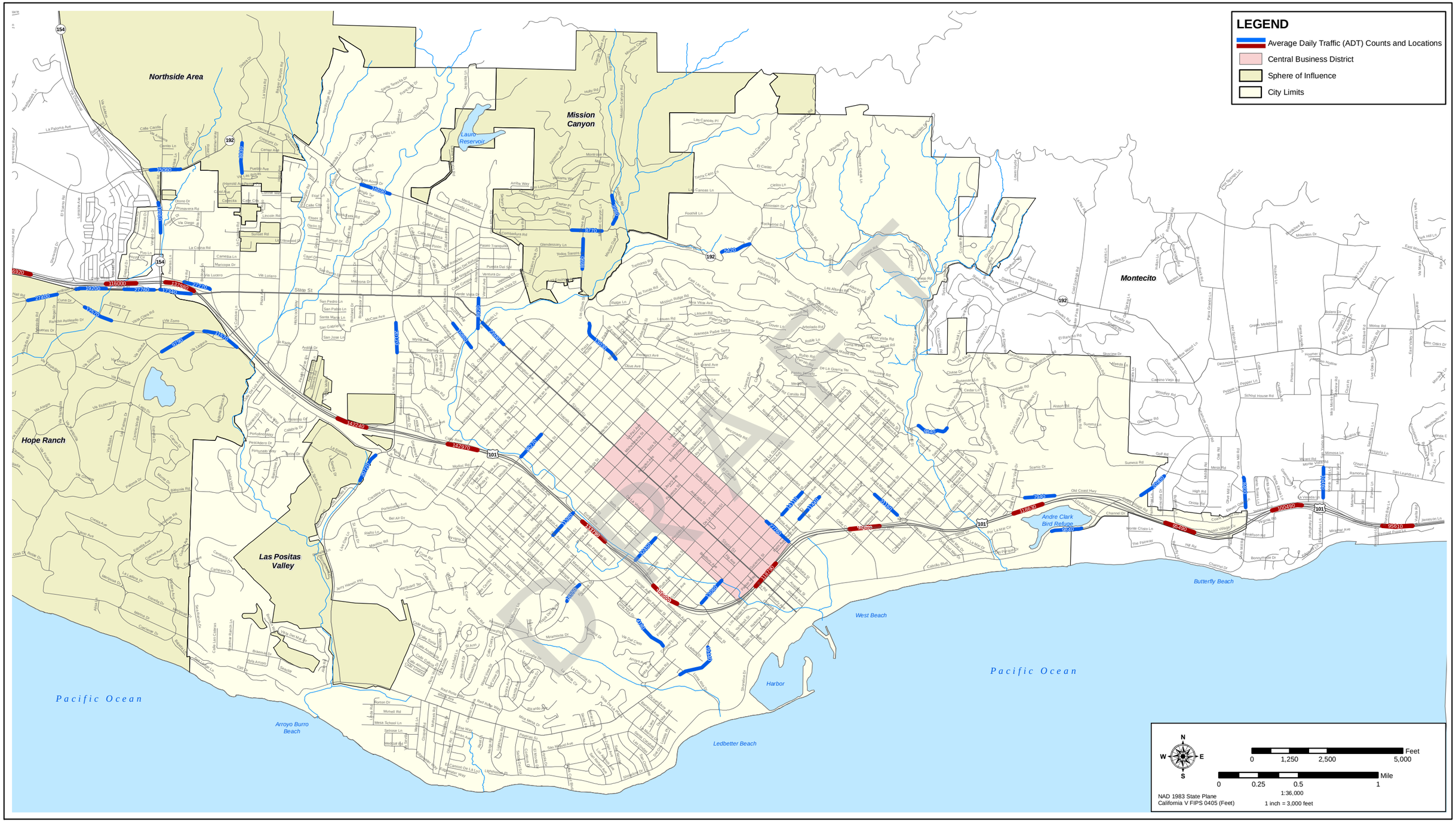
EXISTING (YEAR 2008) INTERSECTION LEVELS OF SERVICE

FIGURE 4



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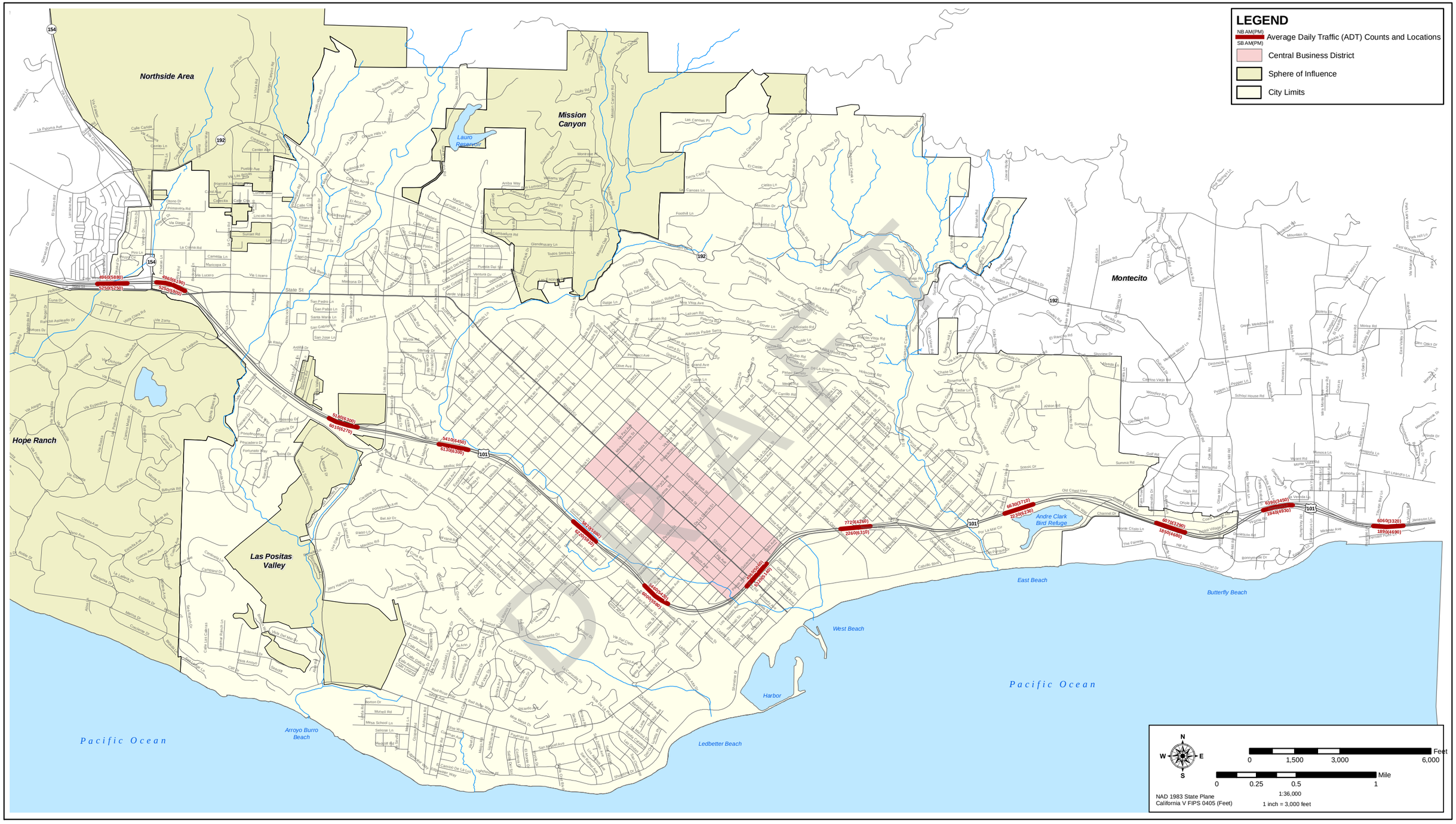
FUTURE (YEAR 2030) AVERAGE DAILY TRAFFIC (ADT) FORECAST VOLUMES

FIGURE 5



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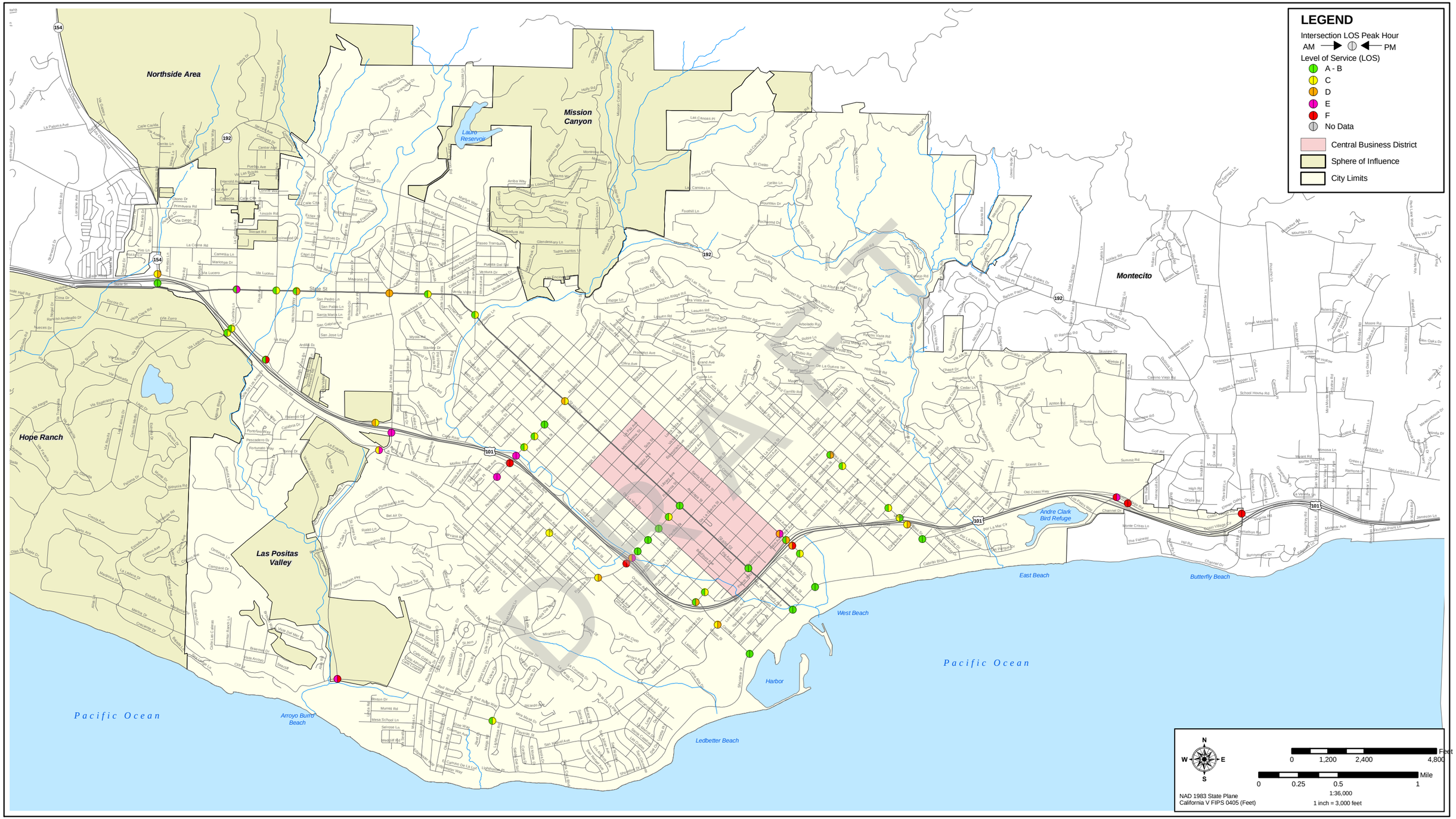
FUTURE (YEAR 2030) PEAK HOUR FREEWAY FORECAST VOLUMES

FIGURE 6



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FUTURE (YEAR 2030) FORECAST INTERSECTION LEVELS OF SERVICE
FIGURE 7

TABLE 1 YEAR 2008 WEEKDAY EXISTING CONDITIONS INTERSECTION LEVELS OF SERVICE			
Intersection	Peak Hour	Existing Conditions	
		Delay or V/C	LOS
1 Olive Mill Road & Coast Village Road [b]	AM PM	13 18	B C
2 Hot Springs Road & Coast Village Road [b]	AM PM	20 25	C C
3 Cabrillo Boulevard & US 101 SB Ramp [b]	AM PM	20 15	C B
4 Milpas Street & US 101 SB On Ramp [a]	AM PM	0.367 0.526	A A
5 Milpas Street & US 101 SB Off Ramp [a]	AM PM	0.683 0.771	B C
6 Milpas Street Roundabout [c]	AM PM	15 14	B B
7 Milpas Street & Quinientos Street [a]	AM PM	0.592 0.715	A C
8 Milpas Street & Gutierrez Street [a]	AM PM	0.520 0.582	A A
9 Milpas Street & Haley Street [a]	AM PM	0.479 0.641	A B
10 Cabrillo Boulevard & Garden Street [a]	AM PM	0.298 0.370	A A
11 Yanonali Street & Garden Street [a]	AM PM	0.431 0.491	A A
12 US 101 SB Ramps & Garden Street [a]	AM PM	0.640 0.929	B E
13 US 101 NB Ramps & Garden Street [a]	AM PM	0.575 0.748	A C
14 Gutierrez Street & Garden Street [a]	AM PM	0.675 0.808	B D
15 Cabrillo Boulevard & State Street [a]	AM PM	0.303 0.420	A A
16 Gutierrez Street & State Street [a]	AM PM	0.288 0.383	A A
17 Cabrillo Boulevard & Castillo Street [a]	AM PM	0.357 0.598	A A
18 Montecito Street & Castillo Street [a]	AM PM	0.691 0.763	B C
19 Haley Street & Castillo Street [a]	AM PM	0.552 0.784	A C
20 Haley Street & Bath Street [a]	AM PM	0.538 0.697	A B
21 Carrillo Street & Anacapa Street [a]	AM PM	0.474 0.618	A B
22 Carrillo Street & Chapala Street [a]	AM PM	0.445 0.635	A B
23 Carrillo Street & De la Vina Street [a]	AM PM	0.551 0.636	A B
24 Carrillo Street & Bath Street [a]	AM PM	0.551 0.540	A A
25 Carrillo Street & Castillo Street [a]	AM PM	0.664 0.666	B B
26 Carrillo Street & US 101 NB Ramp [a]	AM PM	0.773 0.842	C D
27 Carrillo Street & US 101 SB Ramp [a]	AM PM	1.023 0.962	F E
28 Carrillo Street & San Andres Street [a]	AM PM	0.682 0.755	B C

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TABLE 1 YEAR 2008 WEEKDAY EXISTING CONDITIONS INTERSECTION LEVELS OF SERVICE			
Intersection	Peak Hour	Existing Conditions	
		Delay or V/C	LOS
29 Micheltorena Street & San Andres Street [a]	AM PM	0.608 0.613	B B
30 Mission Street & Modoc Road [b]	AM PM	27 29	D D
31 Mission Street & US 101 SB Ramps [a]	AM PM	0.938 0.969	E E
32 Mission Street & US 101 NB Ramps [a]	AM PM	0.858 0.812	D D
33 Mission Street & Castillo Street [a]	AM PM	0.512 0.554	A A
34 Mission Street & Bath Street [a]	AM PM	0.556 0.606	A B
35 Mission Street & De la Vina Street [a]	AM PM	0.524 0.558	A A
36 Mission Street & State Street [a]	AM PM	0.719 0.697	C B
37 Meigs Road & Cliff Drive [a]	AM PM	0.621 0.688	B B
38 Las Positas Road & Cliff Drive [b]	AM PM	30 23	D C
39 Las Positas Road & Modoc Road [a]	AM PM	0.671 0.730	B C
40 Las Positas Road & US 101 SB Ramps [a]	AM PM	0.812 0.947	D E
41 US 101 NB Ramp & Calle Real [a]	AM PM	0.798 0.683	C B
42 Alamar Avenue & State Street [a]	AM PM	0.495 0.563	A A
43 De la Vina Street & State Street [a]	AM PM	0.465 0.535	A A
44 Las Positas Road & State Street [a]	AM PM	0.637 0.772	B C
45 Hitchcock Way & State Street [a]	AM PM	0.477 0.671	A B
46 Hope Avenue & State Street [a]	AM PM	0.511 0.661	A B
47 La Cumbre Road & State Street [a]	AM PM	0.600 0.699	A B
48 Hope Avenue & US 101 NB Ramp/Calle Real [a]	AM PM	0.589 0.765	A C
49 La Cumbre Road & US 101 SB Ramps [a]	AM PM	0.605 0.668	B B
50 La Cumbre Road & Calle Real [a]	AM PM	0.539 0.663	A B
51 SR-154 & Calle Real [a]	AM PM	0.531 0.730	A C
52 SR-154 & US 101 SB On Ramp [a]	AM PM	0.417 0.400	A A

Notes:

[a] Intersection is controlled by signal and uses ICU methodology

[b] Intersection is controlled by stop signs and uses HCM unsignalized methodology

[c] Intersection is controlled by roundabout and uses HCM roundabout methodology

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TABLE 2 PLAN SANTA BARBARA STUDY INTERSECTIONS CURRENTLY OPERATING WITH A PEAK HOUR V/C OF 0.77 OR GREATER		
North/South Street	**East/West Street**	**Peak Hour with V/C 0.77 or Greater**
Milpas St	U.S. Highway 101 SB Off Ramp	PM
U.S. Highway 101 SB Ramps	Garden St	PM
Gutierrez St	Garden St	PM
Haley Street	Castillo St	PM
Carrillo St	U.S. Highway 101 NB Ramp	Both
Carrillo St	U.S. Highway 101 SB Ramp	Both
Mission St	Modoc Rd	Both [a]
Mission St	U.S. Highway 101 SB Ramps	Both
Mission St	U.S. Highway 101 NB Ramps	Both
Las Positas Rd	Cliff Dr	AM [a]
Las Positas Rd	U.S. Highway 101 SB Ramps	Both
U.S. Highway 101 NB Ramp	Calle Real	AM
Las Positas Road	State Street	PM

[a] For unsignalized intersections, LOS C was taken as the minimum acceptable LOS.

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TABLE 3 MEASURES OF EFFECTIVENESS (MOEs) FOR EXISTING (YEAR 2008) AND FUTURE (YEAR 2030) CONDITIONS			
MEASURE	**2008**	**2030**	**PERCENT CHANGE**
Vehicle Miles Traveled (VMT)	2,500,894	2,973,723	19%
Vehcile Hours Traveled (VHT)	59,668	81,429	36%
Vehicle Trips (VT)	595,479	690,287	16%
Average Trip Length (VMT/VT)	4.20	4.31	3%

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TABLE 4 YEAR 2030 WEEKDAY FUTURE BASELINE CONDITIONS INTERSECTION LEVELS OF SERVICE							
Intersection	Peak Hour	Existing (2008) Conditions		Future (2030) Conditions		Meeting Target	New
		Delay or V/C	LOS	Delay or V/C	LOS	LOS Threshold? [d]	Impact?
1 Olive Mill Road &	AM	13	B	288	F	**No**	**Yes**
Coast Village Road [b]	PM	18	C	204	F	**No**	**Yes**
2 Hot Springs Road &	AM	20	C	81	F	**No**	**Yes**
Coast Village Road [b]	PM	25	C	61	F	**No**	**Yes**
3 Cabrillo Boulevard &	AM	20	C	60	F	**No**	**Yes**
US 101 SB Ramp [b]	PM	15	B	46	E	**No**	**Yes**
4 Milpas Street &	AM	0.367	A	0.489	A	Yes	No
US 101 SB On Ramp [a]	PM	0.526	A	0.636	B	Yes	No
5 Milpas Street &	AM	0.683	B	0.778	C	**No**	**Yes**
US 101 SB Off Ramp [a]	PM	0.771	C	0.897	D	**No**	No
6 Milpas Street Roundabout	AM	15	B	21	C	Yes	No
[c]	PM	14	B	12	B	Yes	No
7 Milpas Street &	AM	0.592	A	0.678	B	Yes	No
Quinientos Street [a]	PM	0.715	C	0.772	C	**No**	**Yes**
8 Milpas Street &	AM	0.520	A	0.609	B	Yes	No
Gutierrez Street [a]	PM	0.582	A	0.722	C	Yes	No
9 Milpas Street &	AM	0.479	A	0.631	B	Yes	No
Haley Street [a]	PM	0.641	B	0.838	D	**No**	**Yes**
10 Cabrillo Boulevard &	AM	0.298	A	0.357	A	Yes	No
Garden Street [a]	PM	0.370	A	0.416	A	Yes	No
11 Yanonali Street &	AM	0.431	A	0.558	A	Yes	No
Garden Street [a]	PM	0.491	A	0.708	C	Yes	No
12 US 101 SB Ramps &	AM	0.640	B	0.812	D	**No**	**Yes**
Garden Street [a]	PM	0.929	E	1.218	F	**No**	No
13 US 101 NB Ramps &	AM	0.575	A	0.694	B	Yes	No
Garden Street [a]	PM	0.748	C	0.869	D	**No**	**Yes**
14 Gutierrez Street &	AM	0.675	B	0.816	D	**No**	**Yes**
Garden Street [a]	PM	0.808	D	0.937	E	**No**	No
15 Cabrillo Boulevard &	AM	0.303	A	0.337	A	Yes	No
State Street [a]	PM	0.420	A	0.458	A	Yes	No
16 Gutierrez Street &	AM	0.288	A	0.360	A	Yes	No
State Street [a]	PM	0.383	A	0.522	A	Yes	No
17 Cabrillo Boulevard &	AM	0.357	A	0.366	A	Yes	No
Castillo Street [a]	PM	0.598	A	0.612	B	Yes	No
18 Montecito Street &	AM	0.691	B	0.720	C	Yes	No
Castillo Street [a]	PM	0.763	C	0.863	D	**No**	**Yes**
19 Haley Street &	AM	0.552	A	0.561	A	Yes	No
Castillo Street [a]	PM	0.784	C	0.876	D	**No**	No
20 Haley Street &	AM	0.538	A	0.613	B	Yes	No
Bath Street [a]	PM	0.697	B	0.800	C	**No**	**Yes**
21 Carrillo Street &	AM	0.474	A	0.538	A	Yes	No
Anacapa Street [a]	PM	0.618	B	0.694	B	Yes	No
22 Carrillo Street &	AM	0.445	A	0.464	A	Yes	No
Chapala Street [a]	PM	0.635	B	0.754	C	Yes	No
23 Carrillo Street &	AM	0.551	A	0.570	A	Yes	No
De la Vina Street [a]	PM	0.636	B	0.644	B	Yes	No
24 Carrillo Street &	AM	0.551	A	0.554	A	Yes	No
Bath Street [a]	PM	0.540	A	0.557	A	Yes	No
25 Carrillo Street &	AM	0.664	B	0.678	B	Yes	No
Castillo Street [a]	PM	0.666	B	0.694	B	Yes	No
26 Carrillo Street &	AM	0.773	C	0.846	D	**No**	No
US 101 NB Ramp [a]	PM	0.842	D	0.913	E	**No**	No
27 Carrillo Street &	AM	1.023	F	1.095	F	**No**	No
US 101 SB Ramp [a]	PM	0.962	E	1.044	F	**No**	No
28 Carrillo Street &	AM	0.682	B	0.734	C	Yes	No
San Andres Street [a]	PM	0.755	C	0.873	D	**No**	**Yes**

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TABLE 4
YEAR 2030 WEEKDAY FUTURE BASELINE CONDITIONS
INTERSECTION LEVELS OF SERVICE

Intersection	Peak Hour	Existing (2008) Conditions		Future (2030) Conditions		Meeting Target	New
		Delay or V/C	LOS	Delay or V/C	LOS	LOS Threshold? [d]	Impact?
29 Micheltorena Street &	AM	0.608	B	0.738	C	Yes	No
San Andres Street [a]	PM	0.613	B	0.756	C	Yes	No
30 Mission Street &	AM	27	D	40	E	**No**	No
Modoc Road [b]	PM	29	D	43	E	**No**	No
31 Mission Street &	AM	0.938	E	1.009	F	**No**	No
US 101 SB Ramps [a]	PM	0.969	E	1.126	F	**No**	No
32 Mission Street &	AM	0.858	D	0.919	E	**No**	No
US 101 NB Ramps [a]	PM	0.812	D	0.994	E	**No**	No
33 Mission Street &	AM	0.512	A	0.584	A	Yes	No
Castillo Street [a]	PM	0.554	A	0.785	C	**No**	**Yes**
34 Mission Street &	AM	0.556	A	0.597	A	Yes	No
Bath Street [a]	PM	0.606	B	0.772	C	**No**	**Yes**
35 Mission Street &	AM	0.524	A	0.576	A	Yes	No
De la Vina Street [a]	PM	0.558	A	0.690	B	Yes	No
36 Mission Street &	AM	0.719	C	0.801	D	**No**	**Yes**
State Street [a]	PM	0.697	B	0.750	C	Yes	No
37 Meigs Road &	AM	0.621	B	0.660	B	Yes	No
Cliff Drive [a]	PM	0.688	B	0.781	C	**No**	**Yes**
38 Las Positas Road &	AM	30	D	50	E	**No**	No
Cliff Drive [b]	PM	23	C	54	F	**No**	**Yes**
39 Las Positas Road &	AM	0.671	B	0.764	C	Yes	No
Modoc Road [a]	PM	0.730	C	0.907	E	**No**	**Yes**
40 Las Positas Road &	AM	0.812	D	0.910	E	**No**	No
US 101 SB Ramps [a]	PM	0.947	E	0.997	E	**No**	No
41 US 101 NB Ramp &	AM	0.798	C	0.888	D	**No**	No
Calle Real [a]	PM	0.683	B	0.751	C	Yes	No
42 Alamar Avenue &	AM	0.495	A	0.638	B	Yes	No
State Street [a]	PM	0.563	A	0.732	C	Yes	No
43 De la Vina Street &	AM	0.465	A	0.626	B	Yes	No
State Street [a]	PM	0.535	A	0.726	C	Yes	No
44 Las Positas Road &	AM	0.637	B	0.810	D	**No**	**Yes**
State Street [a]	PM	0.772	C	0.903	E	**No**	No
45 Hitchcock Way &	AM	0.477	A	0.600	A	Yes	No
State Street [a]	PM	0.671	B	0.801	D	**No**	**Yes**
46 Hope Avenue &	AM	0.511	A	0.684	B	Yes	No
State Street [a]	PM	0.661	B	0.785	C	**No**	**Yes**
47 La Cumbre Road &	AM	0.600	A	0.685	B	Yes	No
State Street [a]	PM	0.699	B	0.897	D	**No**	**Yes**
48 Hope Avenue &	AM	0.589	A	0.670	B	Yes	No
US 101 NB Ramp/Calle Real [a]	PM	0.765	C	1.039	F	**No**	**Yes**
49 La Cumbre Road &	AM	0.605	B	0.623	B	Yes	No
US 101 SB Ramps [a]	PM	0.668	B	0.704	C	Yes	No
50 La Cumbre Road &	AM	0.539	A	0.614	B	Yes	No
Calle Real [a]	PM	0.663	B	0.731	C	Yes	No
51 SR-154 &	AM	0.531	A	0.731	C	Yes	No
Calle Real [a]	PM	0.730	C	0.864	D	**No**	**Yes**
52 SR-154 &	AM	0.417	A	0.534	A	Yes	No
US 101 SB On Ramp [a]	PM	0.400	A	0.455	A	Yes	No

Notes:

[a] Intersection is controlled by signal and uses ICU methodology

[b] Intersection is controlled by stop signs and uses HCM unsignalized methodology

[c] Intersection is controlled by roundabout and uses HCM roundabout methodology

[d] For signalized intersections, target LOS is C, with a V/C <= 0.77. For unsignalized intersections, target LOS is C or better.

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TABLE 5 NUMBER OF DEFICIENT INTERSECTIONS BY PEAK HOUR IMPACTED				
Peak Hour	Number of Cases 2008	2008 Rate [a]	Number of Cases 2030	2030 Rate [a]
AM Only	2	4%	2	4%
PM Only	6	12%	16	31%
Both AM and PM	5	10%	14	27%
Neither Peak Deficient	39	75%	20	38%

[a] Number may not add up to 100% due to rounding

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DEVELOPMENT COMMITTEE REPORT

AGENDA DATE: June 30, 2009 **AGENDA ITEM: 11**

DEPARTMENT: Transit Development **TYPE:** Action

PREPARED BY: David Damiano _____
Signature

REVIEWED BY: General Manager _____
GM Signature

SUBJECT: Response to STUC proposal

RECOMMENDATION:

Approve a 9:00 p.m. line 7 weekday departure from the Transit Center upon request.

DISCUSSION:

The planning staff had done quite a bit of research prior to presenting the schedule that was adopted by the Board of Directors at the May 26, 2009 meeting.

1. **Line 8 Monday through Friday 7:45 pm trip or 8:45pm trip:**
   After receiving the proposal from STUC the planning staff reevaluated the schedule and found that the approved schedule does meet the needs of students attending classes at the Wake Center. Mr. Jack Bailey who is the head of the ESL program at the Wake Center indicated that the majority of the ESL classes begin at 7:00 pm and release at 10:00 pm. He was pleased to see that we will be offering a 10:08 pm trip beginning August 24, 2009. The planning staff identified a trip that is going out of service at 9:00 pm at the Transit Center. This trip has been labeled as an "on request" trip which indicates that the bus will travel the line 7 only if a passenger boards the bus and only as far as that passenger needs to travel. If no one boards the bus, the vehicle will return to the yard. Line 7 replaces the section of line 8 that served the area west of county health through the University and Patterson neighborhoods and out to Fairview and Calle Real.

2. **A request was made to re-instate the bus stop at Calle Real and Old Mill Road:**
   The Santa Barbara Metropolitan Transit District (MTD) does plan to utilize bus stops on both sides of the road at the intersection of Calle Real and Old Mill Road beginning August 24, 2009. The lines 7 & 8 will once again become bi-directional at that time.

3. **A request was made to have all or the majority of bus stops in the MTD system should have schedules posted:**

   MTD began the current passenger information program at bus stops in 2003 and currently offers posted schedules at 167 stops at an annual maintenance cost of $26,500. The bus stops that have posted information tend to be high use stops or transfer point stops. One exception is the State/Hollister Corridor which has every stop posted with passenger information. If MTD were to consider posting information at all 852 bus stops we would be looking at an additional $120,000 in maintenance costs as well as an additional charge to create the new stop panels which is quoted at an hourly rate. A project of this scale will also require an additional staff person to administer the program.

   At the Development Committee meeting that took place on June 30th, STUC indicated that "more is better".

   Due to the frequent changes that have taken place, MTD does plan to post temporary laminated maps & schedules at all of the line 7 stops (formerly line 8) in the area that was affected by the changes.

4. **"MTD should provide an organized structure for systematically gathering year round user input regarding the following: a trimester evening meeting, information on how to make complaints, and customer service representatives at the Transit Center".**

   MTD intends to solicit input regarding topics of interest for "Transit Talk" meetings, the first of which is scheduled for Friday, September 18th at 5:30 p.m. The meetings will cover information regarding on-going route analysis, and any imminent service changes that may be on the horizon. The methods of communication are planned as follows:

   - A "Survey Monkey" will be sent to all e-mail addresses in our database.
   - Surveys will be distributed on all buses, at the Transit Center, and online.
   - Transit cards will be installed in all buses.
   - Customer Service Representatives will distribute surveys and collect them upon completion.
   - Announcements will be made through the Transit Center automated announcement system.

   Currently there are several ways to contact MTD regarding compliments and complaints, they are as follows:

   - Call 963-3364 and ask for the Coordinator of Transit Comments. Once this individual receives a complaint it is then routed to the appropriate department, follow-up is required by the department that receives the complaint. The General Manager reviews the responses and then forwards the information to the Coordinator of Transit Comments who then responds to the complainant with an explanation.
   - A comment box is available at sbmtd.gov. Passengers can send us general comments at this location. If the comment is specific to service change issues, the passenger can e-mail servicechange@sbmtd.gov.
   - Customer service representatives are located at the Transit Center on 1020 Chapala Street. Representatives are available Monday through Friday from 6:00 am to 7:00 pm, Saturday from 8:00 am to 6:00 pm, and Sunday from 9:00 am to 6:00 pm.
   - A comment box will be placed at the Transit Center.

Proposal / Propuesta to MTD, 15th June 2009
by Sustainable Transit Users Coalition (STUC)

1. In light of the recent changes and different proposal made to the line 8 route, the users of line 8 believe that the proposed changes and approved on May 26th to the line will be beneficial for the users. However, we **ask for the Monday - Friday 7:45pm route be dropped and instead have a route at 8:45pm** since most users that attend classes at Wake Center and SBCC found that time the most beneficial.

1) En vista de los cambios recientes y las diferentes propuestas para la linea 8, los usuarios de la linea 8 piensan que los ultimos cambios propuestos por MTD tendran un beneficio para los usuarios pero ***piden que se quite la ruta de Lunes – Viernes a las 7:45pm y en su lugar se haga una ruta a las 8:45pm****. Muchos de los usuarios que atienden el colegio comunitario necesitan esta ruta a esta hora.*

2. For when service is resumed, line 8 users ask for the stop placed at Old Mill Rd & Calle Real (currently pending from approval from the city) **for MTD to assure the approval of such stop prior to the August 24, 2008 or to re-store the bus stop to its original location which was on Calle Real between Old Mill Road & Hollister. In this way, MTD can ensure** line 8 service to the bus riders of that stop.

2) Para cuando el servicio de la linea 8 sea reintroducido, se pide que la parada en Old Mill Rd & Calle Real, ahora en pendiente del proceso de aprovacion de la ciudad, ***se pide que MTD asegure su aprovacion antes del 24 de Agosto, 2008 o si no que se mueva la parada a su posicion original,*** *así asegurando el servicio de la linea 8 a los usuarios de esa parada.*

3. For all, or the majority of bus stops need to have a schedule of routes and times posted for when buses go through that stop.

3) Que todas o la mayoria de las paradas del autobus tengan un horario de las rutas y las horas que hay servicio en esa paradas.

4. Due to the problems that the changes to line 8 created to bus riders, we need to create an **organized structure of systematically gathering year-round users input for major service changes or other changes affecting users <u>prior</u> to the enactment of them**. This system will consist but not limited to:

- A trimester evening meeting, where users will be given reports of the major service changes concerns, reports on high efficiency lines and low efficiency lines as well as any financial concerns that might have an impact on service or users in general.
- To promote and clearly inform users on their rights and responsibilities. (i,e, : How to place a complain? Is there a customer service representative at the transit station? What is the current policy of expected users behavior when using the services?)

4) *Ya que los cambios que se hicieron a la linea 8 afectaron tremendamente a los usuarios se* ***pide a MTD que cree una estructura organizada de consultar a los usuarios a traves de todo el año antes de cambios mayores en servicio u otras cosas afectando a usuarios.*** *Este sistema consiste pero no esta limitado a:*

- *Juntas trimestrales en la tarde en la que se le den reportes a los usuarios sobre cualquier contemplacion de cambios mayores que los puedan afeacta, reportes en lines de alta eficiencia, reportes en lines de baja eficiencia, asi como tambien cualquier reporte fianancierо que pueda afectar a los usuarios.*
- *Promover y claramente informar a los usuarios en sus derechos y responsabilidades. (Por ejemplo: El proceso de quejas, ¿Donde comunicarse con representantes del servicio al consumidor? , ¿Cuál es la poliza de comportamiento para el pasajero cuando usando el servicio de MTD?*

Fiscal Year 2010

Overall Goal for Disadvantaged Business Enterprise Participation in Federal Transit Administration Assisted Programs

Prepared by the

Santa Barbara Metropolitan Transit District
550 Olive Street, Santa Barbara, CA 93101
(805) 963-3364, www.sbmtd.gov

MTD
Santa Barbara

July 9, 2009

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Disadvantaged Business Enterprise (DBE)

FY 2010 Overall DBE Goal for FTA-Assisted Programs

The Santa Barbara Metropolitan Transit District (MTD) has prepared this fiscal year (FY) 2010 overall Disadvantaged Business Enterprise (DBE) goal for Federal Transit Administration (FTA)-assisted programs in compliance with Code of Federal Regulations (CFR) Title 49--Transportation, Subtitle A--Office of the Secretary of Transportation, Part 26--Participation By Disadvantaged Business Enterprises In Department Of Transportation Financial Assistance Programs, Subpart C--Goals, Good Faith Efforts, and Counting, Section 26.45--How do recipients set overall goals.

MTD anticipates undertaking the following projects in FY 2010:

Project	**Total Cost**	**FTA Share**
Total Operating Expenses	*$22,153,588*	*$4,892,791*
<u>Capital Projects</u>		
Superstop Project	$313,630	$277,560
ARRA Capital Projects (Excluding Revenue Vehicles)	$750,000	$750,000
Other Capital Projects (Excluding Revenue Vehicles)	$1,303,083	$0
Total Capital (Excluding Revenue Vehicles)	*$2,366,713*	*$1,027,560*

In FY 2010 MTD anticipates the use of FTA funds for operating expenses and for various capital projects as follows:

- Enhanced bus stops called “Superstops”
- Projects funded through the American Recovery and Reinvestment Act of 2009 (ARRA)
  - Service vehicle replacements
  - Ticket vending machines

MTD does not anticipate the use of FTA funds for any other capital projects that are applicable to the overall DBE annual goal. (MTD also anticipates rolling stock purchases in FY 2010. Pursuant to FTA regulations, transit vehicle purchases are not included in this calculation of MTD’s overall DBE annual goal.)

MTD anticipates that 23.7 percent of the agency's operating expenses will be available for contracting opportunities. Thus, 23.7 percent of the FTA share of operating expenses is anticipated to be available for contracting opportunities, for a total of $1,159,591 in FTA operating funds available for contracting. The FTA share of capital funds, which totals $1,027,560 including the ARRA-funded projects, is also anticipated to be available for contracting. Thus, in FY 2010, the total of FTA funds anticipated to be available for contracting is $2,187,151.

Line Item	**FTA Share**
FTA Share of Total Operating Expense	$4,892,791
Percent of Oper. Exp. Available for Contracts	23.7%
FTA Share of Oper. Exp. Available for Contracts	*$1,159,591*
FTA Share of Capital Exp. Available for Contracts	*$1,027,560*
Total FTA Share Available for Contracts	$2,187,151

MTD calculated a base figure for the relative availability of DBE firms, pursuant to CFR 49, Section 26.45(c)(1). The table below presents the most recent information available regarding the total number of firms available as potential contractors for various categories of service (based on the US Census County Business Patterns North American Industry Classification System codes, or NAICS Codes), and the number of certified DBE firms that are potentially available in the same categories (from the California Unified Certification Program, or CUCP).

As is shown, this results in a base figure of 2.0 percent. Based on past experience of DBE participation, MTD believes that no adjustments to the calculated base figure are appropriate. MTD does not possess any other type of evidence, outside of past experience, to use as a basis for adjustment of the calculated base figure.

Based on the FTA operating and capital funds available for contracts and the figure of 2.0 percent for the availability of DBE contractors, MTD anticipates that, absent the effects of discrimination, $43,158 in contracts would be awarded to DBE firms (2.0 percent of $2,187,151).

MTD's overall FY 2010 goal for DBE participation in FTA-assisted programs is 2.0 percent. MTD's overall FY 2010 goal for DBE participation is available for all CUCP-certified DBEs on a Race Neutral basis.

NAICS 2002	Description	Number of Firms[1]		Percent DBE	Area
		Total (2006)	DBE (2009)		
441310	Automotive Parts & Accessories Stores	2,318	3	0.1%	B
441320	Tire Dealers	1,057	0	0.0%	B
443112	Radio, Television, & Other Electronics Stores	2,152	1	0.0%	B
443120	Computer & Software Stores	877	17	1.9%	B
444130	Hardware Stores	46	0	0.0%	A
453210	Office Supplies & Stationery Stores	43	0	0.0%	A
454319	Other Fuel Dealers	13	0	0.0%	B
485991	Special Needs Transportation	4	0	0.0%	A
517110	Wired Telecommunications Carriers	1,323	3	0.2%	B
517212	Cellular & Other Wireless Telecommunications	717	5	0.7%	B
522110	Commercial Banking	249	0	0.0%	A
524210	Insurance Agencies & Brokerages	7,564	14	0.2%	B
524291	Claims Adjusting	269	5	1.9%	B
524292	Third Party Admin. of Insurance & Pension Funds	328	6	1.8%	B
541110	Offices of Lawyers	627	0	0.0%	A
541430	Graphic Design Services	1,625	77	4.7%	B
541611	Admin. Mgmt. & General Mgmt. Consulting Services	3,736	143	3.8%	B
541850	Display Advertising	185	14	7.6%	B
541860	Direct Mail Advertising	284	17	6.0%	B
541890	Other Services Related to Advertising	514	28	5.4%	B
561310	Employment Placement Agencies	877	17	1.9%	B
561439	Other Business Service Centers (incl. Copy Shops)	35	0	0.0%	A
561499	All Other Business Support Services	200	88	44.0%	B
561612	Security Guards & Patrol Services	51	0	0.0%	A
561720	Janitorial Services	211	0	0.0%	A
561730	Landscaping Services	506	2	0.4%	A
561790	Other Services to Buildings & Dwellings	727	23	3.2%	B
611420	Computer Training	164	14	8.5%	B
611430	Professional & Management Development Training	260	39	15.0%	B
621999	All Other Misc. Ambulatory Health Care Services	9	0	0.0%	A
811121	Automotive Body, Paint, & Interior Repair & Maint,	124	0	0.0%	A
811122	Automotive Glass Replacement Shops	21	0	0.0%	A
811212	Computer & Office Machine Repair & Maintenance	463	23	5.0%	B
811213	Communication Equipment Repair & Maintenance	80	7	8.8%	B
812331	Linen Supply	11	0	0.0%	A
	Total/Base Figure	27,670	546	2.0%	

Note 1: Total firms from County Business Patterns (US Census Bureau). DBE firms from CA UCP (Caltrans).

Area Legend

A = Santa Barbara and Ventura Counties only.

B = Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Bernardino, and San Diego Counties.

Line Item	Value
FTA Funds Available for Contracts	$2,187,151
DBE Percentage Goal (Race Neutral)	2.0%
DBE Monetary Goal	$43,158

MTD Report to Santa Barbara on City-Assisted Services

Monthly Report
May 2009

Prepared by the

Santa Barbara Metropolitan Transit District
Strategic Planning

June 16, 2009

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MTD
Santa Barbara

MTD Report to Santa Barbara on City-Assisted Services
May 2009 Monthly Report

The City of Santa Barbara provides funding to the Santa Barbara Metropolitan Transit District (MTD) to assist in supporting several MTD bus routes. This report, prepared pursuant to Agreements No. 22,278 and No. 22,829, provides the City with data regarding MTD shuttle services in Santa Barbara, MTD South Coast Transit Priorities routes supported by the City, and core MTD routes assisted by the City through the Enhanced Transit Program.

MTD RIDERSHIP & REVENUE HOURS

Table 1 presents the ridership of each City-assisted MTD route for May 2009 and for fiscal year (FY) 2009 to date. (The MTD fiscal year runs from July 1 through June 30.) The table also presents ridership for the corresponding periods of the previous fiscal year, as well as the percent change in ridership over the previous year. May 2009 had 20 weekdays and 11 weekend days, while May 2008 had 21 weekdays and 10 weekend days. **The Jesusita fire depressed ridership substantially; system ridership from May 8 to May 10 combined was down by 26 percent.**

TABLE 1
MTD Routes Assisted by Santa Barbara - Ridership

	Current Month		Fiscal Year to Date		Percent Change	
Line	FY 2009 May 2009	FY 2008 May 2008	FY 2009 Jul-May	FY 2008 Jul-May	Current Month	FY To Date
Shuttle Services						
DWE - State Street	35,771	34,901	393,374	383,112	2.5%	2.7%
DWE - East Beach	5,995	5,948	67,887	65,855	0.8%	3.1%
DWE - West Beach	2,865	2,498	28,541	28,133	14.7%	1.5%
Downtown-Waterfront Total	*44,631*	*43,347*	*489,802*	*477,100*	*3.0%*	*2.7%*
Carrillo Commuter Lot	1,542	2,079	18,116	17,293	-25.8%	4.8%
South Coast Transit Priorities						
Crosstown Shuttle	12,956	13,212	139,627	141,015	-1.9%	-1.0%
4 - Mesa/SBCC	10,410	10,035	132,248	108,713	3.7%	21.6%
Enhanced Transit Program						
1 - Westside	40,172	50,518	494,889	494,988	-20.5%	0.0%
2 - Eastside	61,233	68,396	709,998	701,976	-10.5%	1.1%
Lines 1 & 2 Total	*101,405*	*118,914*	*1,204,887*	*1,196,964*	*-14.7%*	*0.7%*
6 - State/Hollister/Goleta	70,210	72,387	786,132	761,572	-3.0%	3.2%
11 - State/Hollister/UCSB	85,128	95,756	968,076	935,958	-11.1%	3.4%
Lines 6 & 11 Total	*155,338*	*168,143*	*1,754,208*	*1,697,530*	*-7.6%*	*3.3%*
3 - Oak Park	28,642	30,888	337,126	314,500	-7.3%	7.2%

Source: Santa Barbara Metropolitan Transit District.

Table 2 shows the number of revenue hours that MTD operated on each City-assisted route in May 2009 and for fiscal year 2009 to date, along with corresponding data from the previous fiscal year for comparison. The table also presents ridership per revenue hour for each route for the current month and the corresponding month of the previous fiscal year.

TABLE 2
MTD Routes Assisted by Santa Barbara - Revenue Hours

	Current Month		Fiscal Year to Date		Riders per Hour	
Line	FY 2009 May 2009	FY 2008 May 2008	FY 2009 Jul-May	FY 2008 Jul-May	FY 2009 May 2009	FY 2008 May 2008
Shuttle Services						
DWE - State Street	999	973	10,238	10,140	35.8	35.9
DWE - East Beach	234	222	2,260	2,271	25.6	26.8
DWE - West Beach	109	102	1,083	1,085	26.3	24.5
Downtown-Waterfront Total	*1,342*	*1,297*	*13,581*	*13,496*	*33.3*	*33.4*
Carrillo Commuter Lot	100	103	1,126	1,143	15.4	20.2
South Coast Transit Priorities						
Crosstown Shuttle	584	620	6,703	6,773	22.2	21.3
4 - Mesa/SBCC	335	308	3,754	3,335	31.1	32.6
Enhanced Transit Program						
1 - Westside	811	822	8,928	8,863	49.5	61.5
2 - Eastside	1,356	1,387	15,043	14,995	45.2	49.3
Lines 1 & 2 Total	*2,167*	*2,209*	*23,971*	*23,858*	*46.8*	*53.8*
6 - State/Hollister/Goleta	1,550	1,550	16,730	16,629	45.3	46.7
11 - State/Hollister/UCSB	1,999	2,039	21,831	21,926	42.6	47.0
Lines 6 & 11 Total	*3,549*	*3,589*	*38,561*	*38,555*	*43.8*	*46.8*
3 - Oak Park	938	960	10,491	10,308	30.5	32.2

Source: Santa Barbara Metropolitan Transit District.

Shuttle Services

The City provides a fare-buydown subsidy to MTD for clean and quiet 22-ft. electric shuttle services to meet downtown Santa Barbara traffic-reduction goals:

- *Downtown-Waterfront Shuttle*. The Downtown service operates along State Street from Sola Street to Cabrillo Boulevard, and the Waterfront service operates along Cabrillo Boulevard from the harbor to the zoo. The one-way fare is $0.25. Transfers between State Street and the Waterfront are free.
- *Carrillo Lot Shuttle*. Weekday peak-period service subsidized by the City as an incentive to attract downtown employees to park in the commuter lot. The service is free for commuter lot parkers, and $0.25 for other riders.

<u>Downtown-Waterfront Shuttle</u>

As shown in Table 1, total ridership on the Downtown-Waterfront Shuttle increased from 43,347 passengers in May 2008 to 44,631 in May 2009, representing a 3.0 percent increase. Ridership increased on both State Street

and the Waterfront. Unlike most public transit services, ridership on the Downtown-Waterfront Shuttle tends to be greater on weekends than on weekdays. Much of the increase likely results from an additional weekend day in May 2009.

Table 2 shows that total revenue hours operated on the Downtown-Waterfront Shuttle also increased, from 1,297 in May 2008 to 1,342 in May 2009. This is a reflection of one additional weekend day. Riders per hour decreased slightly, from 33.4 in May 2008 to 33.3 in May 2009. The service generated $9,559.25 in fare revenue in May 2008, increasing to $9,775.75 in May 2009.

Downtown-Waterfront Shuttle Ten-Year Trend

Tables 3A, 3B, and 3C present ten-year combined Downtown-Waterfront Shuttle trends in ridership, revenue hours, and passengers per revenue hour, respectively. (Through October 2008, the data also include the discontinued Wharf Woody.) The tables show that, over the entire ten-year period, annual ridership has decreased while annual revenue hours have remained relatively constant. However, the most recent few years have shown less variation in ridership.

The primary market for the Downtown-Waterfront Shuttle differs from that for a typical public transportation service. In general terms, the primary market for this shuttle service is tourists and local residents who are shopping, dining, sightseeing, or enjoying other recreational activities downtown and on the waterfront. Thus, shuttle ridership is heavily dependent on the convenience of the service and on the number of persons spending leisure time in these areas. Some factors affecting ridership on the service are discussed below.

Traffic Congestion

The time required to complete a trip on the Downtown-Waterfront Shuttle has increased over time as traffic congestion has worsened. A round trip on the State Street portion of the service (i.e., from the Dolphin Fountain to Sola Street and back to the Dolphin Fountain), for example, formerly required from 30 to 35 minutes, depending on the season and the time of day. Now, a round trip requires up to 45 minutes at peak times.

Because MTD operates the same number of vehicles and approximately the same number of revenue hours annually, the number of trips provided during a typical day has decreased due to the increase in congestion and in the time required for each trip. Thus, over the ten-year period, the travel time has increased and the frequency of service has decreased. These factors make the service less appealing, and undoubtedly account for some of the decrease in riders over time.

TABLE 3A: Downtown-Waterfront Shuttle & Wharf Woody Ridership

	Fiscal Year										
Month	1998-99	1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09
Jul.	97,054	103,154	102,022	103,187	79,353	88,387	81,585	78,272	78,365	78,662	78,662
Aug.	108,564	101,002	97,951	88,542	80,333	90,333	78,769	72,589	70,112	72,739	83,937
Sep.	71,624	65,910	71,657	61,243	50,144	51,220	51,179	47,508	50,268	48,560	47,394
Oct.	60,367	60,582	53,844	39,240	41,717	48,541	41,015	40,451	38,633	40,884	42,162
Nov.	48,566	48,765	39,560	30,184	36,240	35,899	32,307	34,528	32,372	33,210	33,044
Dec.	49,594	51,678	46,700	31,026	33,443	31,832	30,376	31,672	30,473	30,298	28,375
Jan.	53,226	44,209	44,252	28,609	38,051	36,212	28,900	33,439	30,698	28,370	33,527
Feb.	45,960	44,036	29,607	29,717	34,602	33,550	28,036	34,767	30,898	30,575	27,233
Mar.	50,564	52,424	44,327	32,254	44,913	40,149	36,855	34,382	35,999	41,274	34,380
Apr.	48,764	64,209	54,134	32,374	41,557	40,577	38,992	37,411	37,436	38,653	40,821
May	59,245	60,669	53,860	38,683	44,617	44,931	45,329	43,778	44,554	44,116	44,631
Jun.	66,486	65,894	74,342	55,262	59,577	55,334	61,238	58,199	61,318	64,776	
Total	760,014	762,532	712,256	570,321	584,547	596,965	554,581	546,996	541,126	552,117	

TABLE 3B: Downtown-Waterfront Shuttle & Wharf Woody Revenue Hours

	Fiscal Year										
Month	1998-99	1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09
Jul.	1,494	1,702	1,920	2,057	2,035	2,036	2,002	1,866	1,665	1,754	1,856
Aug.	1,589	1,697	1,840	2,058	2,030	2,051	1,952	1,766	1,679	1,737	1,885
Sep.	1,308	1,370	1,395	1,282	1,362	1,292	1,297	1,286	1,253	1,280	1,153
Oct.	1,276	1,280	1,286	1,169	1,320	1,282	1,217	1,219	1,186	1,183	1,154
Nov.	1,192	1,090	1,098	974	1,128	1,114	1,062	1,058	1,044	1,070	1,072
Dec.	1,379	1,261	1,427	1,141	1,150	1,123	1,084	1,082	1,067	1,105	1,076
Jan.	1,269	1,128	1,130	1,018	1,168	1,176	1,146	1,140	1,119	1,128	1,135
Feb.	1,129	1,110	1,085	994	1,062	1,102	1,026	1,035	1,011	1,043	1,013
Mar.	1,094	1,108	1,145	1,047	1,187	1,128	1,119	1,133	1,113	1,121	1,109
Apr.	1,147	1,192	1,324	1,067	1,183	1,067	1,114	1,109	1,079	1,062	1,065
May	1,240	1,268	1,613	1,206	1,379	1,214	1,251	1,215	1,256	1,328	1,342
Jun.	1,343	1,390	1,705	1,534	1,590	1,717	1,711	1,490	1,750	1,776	
Total	15,460	15,596	16,968	15,547	16,594	16,302	15,981	15,399	15,222	15,587	

TABLE 3C: Downtown-Waterfront Shuttle & Wharf Woody Passengers per Hour

	Fiscal Year										
Month	1998-99	1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09
Jul.	65.0	60.6	53.1	50.2	39.0	43.4	40.8	41.9	47.1	44.8	42.4
Aug.	68.3	59.5	53.2	43.0	39.6	44.0	40.4	41.1	41.8	41.9	44.5
Sep.	54.8	48.1	51.4	47.8	36.8	39.6	39.5	36.9	40.1	37.9	41.1
Oct.	47.3	47.3	41.9	33.6	31.6	37.9	33.7	33.2	32.6	34.6	36.5
Nov.	40.7	44.7	36.0	31.0	32.1	32.2	30.4	32.6	31.0	31.0	30.8
Dec.	36.0	41.0	32.7	27.2	29.1	28.3	28.0	29.3	28.6	27.4	26.4
Jan.	41.9	39.2	39.2	28.1	32.6	30.8	25.2	29.3	27.4	25.2	29.5
Feb.	40.7	39.7	27.3	29.9	32.6	30.4	27.3	33.6	30.6	29.3	26.9
Mar.	46.2	47.3	38.7	30.8	37.8	35.6	32.9	30.3	32.3	36.8	31.0
Apr.	42.5	53.9	40.9	30.3	35.1	38.0	35.0	33.7	34.7	36.4	38.3
May	47.8	47.8	33.4	32.1	32.4	37.0	36.2	36.0	35.5	33.2	33.3
Jun.	49.5	47.4	43.6	36.0	37.5	32.2	35.8	39.1	35.0	36.5	
Avg.	49.2	48.9	42.0	36.7	35.2	36.6	34.7	35.5	35.5	35.4	

Source: Santa Barbara Metropolitan Transit District.

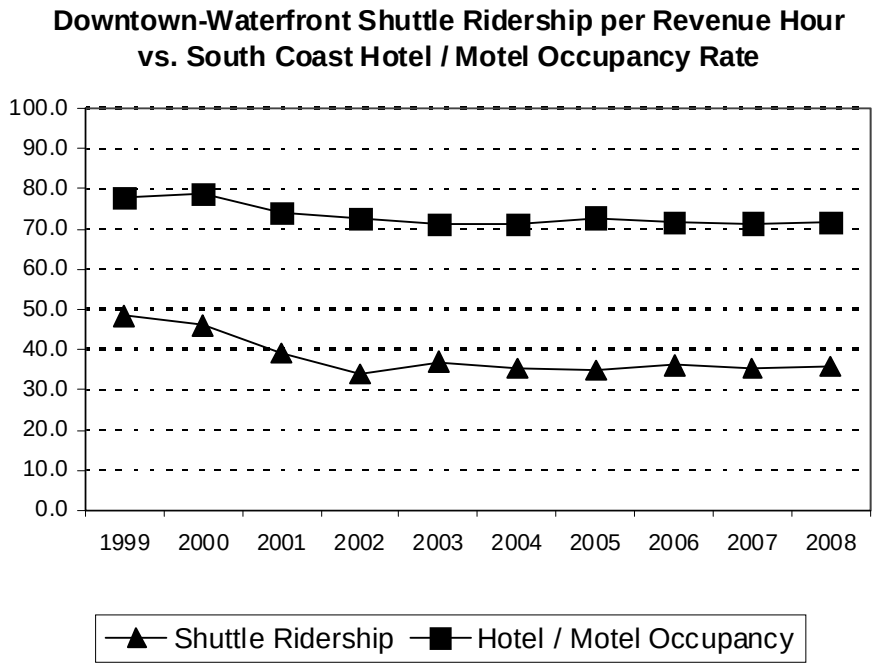
Service Disruptions due to State Street Pedestrian Improvements

Between 1999 and 2007, the City Redevelopment Agency installed new brick sidewalks, updated street furniture, and enhanced landscaping on State Street between Gutierrez and Victoria Streets. These improvements, which were constructed in four phases, improved pedestrian amenities and helped to revitalize the State Street corridor. However, closures of portions of State Street during construction of the improvements required the Downtown-Waterfront Shuttle to detour to Chapala and Anacapa Streets. The State Street service was much less convenient during these detours, which likely contributed to the general decrease in ridership during the 10-year period.

Tourism

The Downtown-Waterfront Shuttle (DWE) is quite popular with tourists, and a change in the number of visitors to Santa Barbara's downtown and waterfront areas has a major impact on ridership. Annual lodging occupancy rates, shown in Figure 1, are a good indicator of annual changes in the number of tourists visiting the area.

FIGURE 1
Calendar Years 1999 Through 2008
Shuttle Ridership & Hotel / Motel Occupancy



NOTE:
Hotel / motel occupancy rate from "Santa Barbara County Economic Outlook 2007."

Source: Santa Barbara Metropolitan Transit District.

The figure presents average annual South Coast hotel / motel occupancy rates for the period from 1999 to 2008 from the *Santa Barbara County Economic Outlook 2007* (Table 20, p. 186), and average annual Downtown-Waterfront Shuttle ridership per revenue hour for the same period. (In order to match the occupancy data, shuttle ridership and revenue hour data used to calculate ridership per hour for this discussion are for calendar years rather than fiscal years. The data also include the discontinued Wharf Woody service.)

As the figure shows, the two measures have similar trend lines. By far the greatest decrease in both ridership and hotel / motel occupancy occurred between 2000 and 2002, following the terrorist attacks of September 11, 2001. A comparison of month-by-month ridership (Table 3A) reveals that for 12 of the 13 months beginning September 2001, ridership significantly decreased compared to the same month of the previous year. Neither the lodging occupancy rate nor shuttle ridership has returned to pre-9/11 levels.

The factors discussed above (increased traffic congestion, service disruptions, and decreased tourism) have undoubtedly contributed to the general decrease in ridership on the Downtown-Waterfront Shuttle over the ten-year period. MTD staff will continue marketing efforts to increase ridership.

Downtown-Waterfront Shuttle Marketing & Public Information

- Passenger information cards with detachable perforated pocket-sized schedules are distributed at 36 locations along the route, including lodging establishments and the Visitors' Center.
- MTD staff attends Cabrillo Boulevard and State Street hotel staff meetings to conduct individualized marketing regarding the Downtown-Waterfront Shuttle.
- Food & Home Magazine features the shuttle in their regular article, “A Perfect Day in Downtown Santa Barbara.”
- The shuttle route is featured in all “Santa Barbara Car Free” collateral. Flyers are available on all Amtrak Surfliner trains.
- The “Santa Barbara Car Free” brochure for the MTD's Line 22 service to "Santa Barbara's Highlights" features the Downtown-Waterfront Shuttle as a connection from the beach to Line 22.
- The Downtown-Waterfront Shuttle route is featured on the map in the explore section of Santa Barbara Seasons magazine.
- Partnership website links are provided by “Santa Barbara Car Free," Amtrak, the Santa Barbara Conference & Visitors Bureau and Film Commission, and the Downtown Organization.
- The Downtown-Waterfront Shuttle route is featured in the “Cultural Arts” brochure produced by the Downtown Organization.
- MTD is an active member of the Santa Barbara Conference & Visitors Bureau and Film Commission, and works with the Bureau to publicize the shuttle.

- All Downtown-Waterfront Shuttle vehicles display City of Santa Barbara seals.
- Amtrak passengers can request two free MTD transfers from the conductor.

Carrillo Commuter Lot Shuttle

As shown in Table 1, Carrillo Lot Shuttle ridership decreased from 2,079 passengers in May 2008 to 1,542 in May 2009. The service operates on weekday service days only, and operated on 20 weekdays in May 2009 and 21 in May 2008. Thus, a portion of the decrease is due to one fewer day of operation in May 2009. The service transported an average of 20.2 passengers per revenue hour in May 2008 and decreased to 15.4 in May 2009.

The Carrillo commuter parking lot is generally not filled to capacity and often has as many as 20 to 30 spaces free. MTD staff will continue to monitor the performance of the service and will continue discussions with City Parking staff regarding the monthly variability in ridership.

South Coast Transit Priorities

MTD implemented two new routes within the City of Santa Barbara as part of the South Coast Transit Priorities (SCTP) project:

- *Crosstown Shuttle*. Utilizes clean and quiet 22-ft. electric shuttles to connect the Eastside via Cota Street and the Westside via Micheltorena Street with downtown Santa Barbara. Also serves the Cota Commuter Lot.
- *Line 4 – Mesa/SBCC (formerly called Mesa Loop)*. Utilizes biodiesel in clean-burning 29-ft. buses to connect downtown Santa Barbara and the Mesa via Carrillo Street and Cliff Drive. Also serves Santa Barbara City College.

The SCTP project was initially funded with a federal Congestion Mitigation and Air Quality Improvement (CMAQ) grant awarded to MTD. The City is currently subsidizing the operation of the Crosstown Shuttle, and has agreed to subsidize operation of Line 4 when the CMAQ funds run out. The City has also provided MTD with capital assistance for new buses for Line 4, and has agreed to provide capital assistance for the Crosstown Shuttle.

Beginning in May 2007, MTD uses a biodiesel blend in all diesel-powered buses. Biodiesel is a renewable fuel manufactured from vegetable oils, animal fats, or recycled cooking oils. There are a number of benefits from the use of biodiesel, including reduced dependence on imported oil, improved engine lubricity, and reductions in particulate matter, hydrocarbon, carbon monoxide, and greenhouse gas emissions. As of November 2007, MTD uses B20 fuel, a blend of 20 percent biodiesel and 80 percent petrodiesel.

The variability in the cost of fuel has a major impact on MTD. The average cost to MTD for a gallon of fuel was substantially less in May 2009 than in May 2008.

Crosstown Shuttle

Following implementation of the Enhanced Transit Program in March 2007 (described below), Crosstown Shuttle ridership decreased compared to the previous year. This was to be expected, as the Crosstown Shuttle is a complementary service to Lines 1 & 2 and the enhanced peak-period service on those lines attracted some riders that previously rode the Crosstown Shuttle. In recent months, Crosstown Shuttle ridership has generally begun to increase.

Table 1 shows that ridership on the Crosstown Shuttle decreased from 13,212 riders in May 2008 to 12,956 riders in May 2009. The Crosstown Shuttle operates on weekday service days only, and operated on 20 weekdays in May 2009 and 21 weekdays in May 2008. The small decrease in ridership is likely the result of one fewer day of operation in May 2009.

In recent years, MTD increased the number of revenue hours operated on the Crosstown Shuttle to compensate for the additional time needed to complete a trip due to increased traffic congestion. Although the additional revenue hours increased the cost to MTD, MTD does not bill the City for the additional hours.

As is shown in Table 2, Crosstown Shuttle revenue hours decreased from 620 in May 2008 to 584 in May 2009, reflecting one fewer day of operation. The average number of passengers per hour increased from 21.3 in May 2008 to 22.2 in May 2009.

Tables 4A, 4B, and 4C present monthly ridership, revenue hours, and passengers per hour for the Crosstown Shuttle since the implementation of the service in late July 2001.

Line 4 - Mesa/SBCC

This route was called the Mesa Loop until a reconfiguration and name change in August 2008. MTD implemented Line 4 as a stand-alone route in March 2007. (MTD implemented a small-scale version of the service in September 2003, incorporated into Line 5, which provided a limited number of short "express" Line 5 weekday peak period trips between downtown and the Mesa.)

Line 4 also operates on weekday service days only, and operated on 20 weekdays in May 2009 and 21 weekdays in May 2008. Line 4 carried 10,035 passengers in May 2008 and increased slightly to 10,410 passengers in May 2009, for a 3.7 percent increase.

The number of revenue hours increased from 308 in May 2008 to 335 in May 2009, reflecting the reconfiguration of the route. The route carried an average of 31.1 riders per revenue hour in May 2009, a decrease from the 32.6 passengers per hour carried in May 2008.

TABLE 4A: Crosstown Shuttle Ridership

	Fiscal Year							
Month	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09
Jul.	155	11,614	13,591	13,156	12,944	14,188	13,883	12,878
Aug.	3,542	11,536	13,420	13,103	14,749	16,169	15,382	12,776
Sep.	3,800	11,649	14,531	13,978	14,273	13,907	12,247	13,694
Oct.	5,089	13,795	14,958	14,538	14,152	15,911	14,801	15,117
Nov.	3,968	11,355	11,088	14,459	13,648	13,625	12,657	10,344
Dec.	4,490	11,469	12,387	13,286	13,301	12,086	10,298	11,939
Jan.	7,389	12,626	12,123	13,078	13,367	13,231	11,125	11,342
Feb.	7,899	11,712	11,347	13,084	12,930	12,503	11,496	11,355
Mar.	9,544	13,514	13,229	16,241	14,662	14,369	12,457	13,669
Apr.	10,579	14,228	13,030	14,508	12,727	13,312	13,457	13,557
May	11,644	14,440	12,532	15,330	15,169	15,052	13,212	12,956
Jun.	9,947	13,219	12,137	14,788	15,378	13,651	12,271	
Total	78,046	151,157	154,373	169,549	167,300	168,004	153,286	

TABLE 4B: Crosstown Shuttle Revenue Hours

	Fiscal Year							
Month	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09
Jul.	47	538	536	536	488	557	595	649
Aug.	541	538	512	537	567	647	658	618
Sep.	448	488	512	512	559	591	561	615
Oct.	561	561	561	512	560	649	679	672
Nov.	511	463	439	488	533	591	590	526
Dec.	526	512	536	536	586	587	591	614
Jan.	593	536	512	488	559	620	620	584
Feb.	489	463	463	463	506	561	590	555
Mar.	512	512	561	561	613	649	621	643
Apr.	537	537	536	512	535	620	649	643
May	536	512	488	512	588	650	620	584
Jun.	489	513	537	538	589	620	619	
Total	5,790	6,173	6,193	6,195	6,683	7,342	7,393	

TABLE 4C: Crosstown Shuttle Passengers per Hour

	Fiscal Year							
Month	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09
Jul.	3.3	21.6	25.4	24.5	26.5	25.5	23.3	19.8
Aug.	6.5	21.4	26.2	24.4	26.0	25.0	23.4	20.7
Sep.	8.5	23.9	28.4	27.3	25.5	23.5	21.8	22.3
Oct.	9.1	24.6	26.7	28.4	25.3	24.5	21.8	22.5
Nov.	7.8	24.5	25.3	29.6	25.6	23.1	21.5	19.7
Dec.	8.5	22.4	23.1	24.8	22.7	20.6	17.4	19.4
Jan.	12.5	23.6	23.7	26.8	23.9	21.3	17.9	19.4
Feb.	16.2	25.3	24.5	28.3	25.6	22.3	19.5	20.5
Mar.	18.6	26.4	23.6	29.0	23.9	22.1	20.1	21.3
Apr.	19.7	26.5	24.3	28.3	23.8	21.5	20.7	21.1
May	21.7	28.2	25.7	29.9	25.8	23.2	21.3	22.2
Jun.	20.3	25.8	22.6	27.5	26.1	22.0	19.8	
Avg.	13.5	24.5	24.9	27.4	25.0	22.9	20.7	

Source: Santa Barbara Metropolitan Transit District.

Enhanced Transit Program

During ongoing service evaluations, MTD staff identified various routes with a number of trips that were carrying excessive passenger loads. Bus drivers were often forced to leave passengers at bus stops because the bus was too full to safely board additional passengers. Beginning in March 2007, the City assisted MTD with funding to enhance service on several core MTD routes to alleviate these overloads:

- *Line 1 - Westside & Line 2 - Eastside*. Utilizes B20 biodiesel in clean-burning 40-ft. hybrid diesel-electric buses for enhanced peak-period service to downtown Santa Barbara. Line 1 connects the upper Westside to the San Andres corridor, west Carrillo Street, and downtown. Line 2 connects the lower Eastside to the Milpas Street corridor, east Anapamu Street, and downtown.
- *Line 6 - State/Hollister/Goleta & Line 11 - State/Hollister/UCSB*. Utilizes B20 biodiesel in clean-burning 40-ft. buses for enhanced peak-period service from downtown Santa Barbara to Upper State Street, the Eastern Goleta Valley, the City of Goleta, and the University of California at Santa Barbara (UCSB). Both routes follow State Street from downtown Santa Barbara to Hollister Avenue at Fairview. Line 6 continues along Hollister Avenue to Camino Real Marketplace, while Line 11 turns south on Fairview Avenue and travels to the airport and UCSB. (Santa Barbara County, Goleta, and UCSB also provide financial assistance to MTD for the Lines 6 & 11 enhancement.)
- *Line 3 - Oak Park*. Utilizes B20 biodiesel in clean-burning 29-ft. buses for enhanced weekday service connecting downtown Santa Barbara to Santa Barbara Cottage Hospital, upper State Street, and La Cumbre Plaza, via Bath and Castillo Streets, the Samarkand area, and Las Positas Road.

<u>Line 1 - Westside & Line 2 - Eastside</u>

In addition to utilizing a B20 biodiesel blend (as discussed under South Coast Transit Priorities above), most of the buses operated on Lines 1 & 2 are hybrid diesel-electric vehicles. These buses are quieter, use less fuel, and produce fewer pollutants than straight diesel buses.

Lines 1 & 2 were enhanced to provide service every 10 minutes during weekday morning and afternoon peak periods (compared to the previous schedule of every 15 minutes). As shown in Table 1, total combined ridership on Lines 1 & 2 decreased from 118,914 passengers in May 2008 to 101,405 in May 2009, for a 14.7 percent decrease.

A portion of the decrease is due to one fewer weekday in May 2009, as well as to the Jesusita fire (as discussed at the beginning of this report). Ridership on Lines 1 & 2 continues to reflect an increase in average daily riders compared to ridership before implementation of the enhancement. Average weekday peak-period ridership in May 2009 totaled 1,956 riders, compared to 1,793 daily peak-period riders in the May before implementation. This represents a 9.1 percent increase in peak-period riders.

Table 2 shows that combined Lines 1 & 2 revenue hours decreased from 2,209 in May 2008 to 2,167 in May 2009, reflecting one fewer weekday. The average number of riders per revenue hour decreased from 53.8 in May 2008 to 46.8 in May 2009.

Line 6 - State/Hollister/Goleta & Line 11 - State/Hollister/UCSB

Lines 6 & 11 were enhanced to provide alternating service every 10 minutes during weekday morning and afternoon peak periods, from downtown Santa Barbara to Hollister at Fairview (compared to the previous schedule of every 15 minutes). Line 6 continuing to Camino Real Marketplace and Line 11 continuing to the airport and UCSB now run every 20 minutes during weekday peak periods (compared to the previous schedule of every 30 minutes).

Table 1 shows that total combined ridership on Lines 6 & 11 decreased from 168,143 riders in May 2008 to 155,338 in May 2009, for a 7.6 percent decrease. As presented in Table 2, combined Lines 6 & 11 revenue hours decreased slightly, from 3,589 in May 2008 to 3,549 in May 2009. The average number of riders per revenue hour decreased from 46.8 in May 2008 to 43.8 in May 2009.

As with Lines 1 & 2, a portion of the Lines 6 & 11 ridership decrease is due to one fewer weekday in May 2009, as well as to the Jesusita fire. Ridership on Lines 6 & 11 continues to reflect an increase in average daily riders over the ridership before implementation of the enhancement. Average weekday peak-period ridership in May 2009 totaled 2,427 riders, compared to 2,193 daily peak-period riders in the May before implementation. This represents a 10.7 percent increase in peak-period riders.

Line 3 - Oak Park

Line 3 was enhanced to run every 20 minutes all day long on weekdays (compared to the previous schedule of every 30 minutes. As shown in Table 1, ridership on Line 3 decreased from 30,888 passengers in May 2008 to 28,642 in May 2009. Again, the Jesusita fire and one fewer weekday in May 2009 account for a portion of the decrease.

Line 3 revenue hours decreased from 960 hours in May 2008 to 938 hours in May 2009, reflecting one fewer weekday. The average number of riders per revenue hour decreased from 32.2 in May 2008 to 30.6 in May 2009.

Again, Line 3 ridership continues to reflect an increase in average daily riders over the ridership before implementation of the enhancement. Average weekday ridership in May 2009 totaled 1,265 riders, compared to 994 daily riders in the May before implementation. This represents a 27.3 percent increase in total daily ridership.

To: Chair Davis
Members of the Board of Directors
From: Sherrie Fisher, General Manager
Date: 07/10/09
Subject: Administrative Update

The Transit Development Department has been working on the new route and schedule guide. A first draft has been distributed for proofing. This bus book is one of the methods MTD uses to communicate with passengers. Readers of this update are encouraged to send any suggestions regarding the bus book immediately. (ddamiano@sbmtd.gov or cboche@sbmtd.gov)

The new bus books will be distributed to the public in early August for implementation on August 24th.

The summer drivers' bid was successfully launched on June 8th. The fall drivers' bid has been turned over to the Operations Department, and bidding is currently underway.

Kate Schwab has been promoted to Assistant Manager of Marketing & Customer Service, replacing Sarah Herbold. We wish Sarah well in her new life in Oregon.

The Marketing Department is developing a new campaign to recognize and acknowledge MTD's 40th anniversary. The tagline: "Your MTD for 40 years & moving forward…". Photos of MTD buses from the past forty years will be the primary imagery for the campaign.

The Marketing Department is focusing on community outreach. A table was hosted at the Santa Barbara Region Chamber of Commerce Trade Show on June 25th. Staff distributed schedule guides. TranBen donated $10.00 transit checks that were raffled off to individuals who stopped by the MTD information table. Another outreach effort took place at Citrix Online "Bike Week"; an MTD bus was stationed at the event so participants could become familiar with the use of the bike racks.

Future outreach will include a route and ride demonstration at Maravilla on the 13th of August, to familiarize residents with the additional opportunities on the revised Line 9 (Calle Real / Old Town Shuttle.) The same offer is being made to Friendship Manor residents.

Several newsletters are being printed: (a) a neighborhood newsletter will be distributed in the area that will be served by the new Line 7; (b) a newsletter will be distributed to drivers informing the community of passengers about the route and schedule changes; (c) a newsletter and training session will update all MTD drivers and Customer Service Representatives.

The finance and parts staffs recently concluded the annual bus parts inventory. The inventory also represents the commencement of the annual Single Audit as auditors monitored the process. Staff anticipates completing draft financials for fiscal year 08-09 by late July, at which time the auditors will begin their field work.

MTD has been notified verbally by City of Santa Barbara staff that sale of the 90-day MyRide bus pass for downtown workers will be discontinued effective December 31, 2009. MTD is awaiting formal written notification from the City.

MTD has retained the services of AECOM, Inc. to perform the annual Greenhouse Gas Emissions Inventory Verification.

MTD welcomes new drivers in-training Daniel Sifeuntes, Manuel Castanon, Pablo Garcia, Julius Torrevillas, and David Johnson. Next Monday, we will extend a welcome to Anthony Mendibles and Anthony Garduno.

We also welcome Jose Inda who began June 22 as a service worker in the Maintenance Department.

We received notice that MTD prevailed against a claim filed in Small Claims Court. Gabriel Garcia represented MTD assisted by driver Raul Hernandez who witnessed the alleged negligence. Thanks to both of them for their able and honest assessment.

Dave Morse attended the T.I.N. (Transit Instructor's Network) meeting held in Garden Grove and hosted by the Orange County Transportation Authority (OCTA). This association of transit trainers focuses on defensive driving. Training DVDs and other materials were brought back for our use.

During the Solstice Parade, Lines 2, 14, 20, 21x, 22, and the Downtown-Waterfront Shuttle were detoured, remaining on the east side of State Street and using the Library as a temporary transit center. Lines 6 & 11 also detoured, mainly onto Pedregosa Street. An additional bus used a "U-shaped" route to shuttle passengers around the parade route between the Library and the TC. Two booster buses helped recover schedule on Lines 12x & 24x and on Lines 6 & 11. The Operations department planned well and offered the optimal detours possible. Thanks to Supervisor Mark Clyde for an organized plan, and to the entire department for an excellent delivery. The event was incident free.

Sunday service was in place on Saturday the 4th of July. In addition, four full-sized buses were deployed to boost the shuttles on State Street, with three other full-sized units serving passengers travelling outbound from the Transit Center after the fireworks. Parade detours commenced approximately 9:30 A.M. Regular routing resumed for most lines around 3:00 P.M. The car show, live music, and historical military equipment (helicopter, jeeps, etc.) continued between Cota and Gutierrez. This detour cleared at approximately 4:30 P.M.

Barricades then went up at State & Gutierrez blocking all traffic with the exception of MTD vehicles, the Santa Barbara Police Department, and other assorted event personnel. MTD increased supervisory levels for the event. Operations staff was on scene throughout the day and into the evening. Overall, the event was incident free. The drivers and supervisors did an excellent job, both in planning and preparation. Throughout the day, everyone worked together as a team, with many volunteering extra time.

Operator Jim Eaton drove a shuttle in the Carpinteria Independence Day Parade. Onboard passengers included members from the Chamber of Commerce. Operator Danny Villa drove a shuttle in the Santa Barbara July 4th Parade. Onboard passengers included Mayor Marty Blum and Councilmember Helene Schneider.

Plans are in process for Fiesta parade detours.

Staff continues to communicate with SBCAG and CalTrans regarding the 101 Operational Improvement Project. On most trips, Lines 20 and 21x are on detour travelling to Cabrillo, due to difficulties entering the freeway southbound at Milpas Street.

On June 16, the Goleta City Council approved the continuation of operating subsidies for the Calle Real / Old Town Shuttle and Lines 6 & 11 for FY 2010. On June 30, the Santa Barbara City Council approved FY 2010 operating subsidies for several MTD routes. Santa Barbara County and UCSB also agreed to continue operating subsidies for MTD Lines 6 & 11 for FY 2010. MTD appreciates the continued support for sustainable public transit service from these agencies, and the working relationships we have developed with agency staff.

Staff attended a Special Meeting of SBCAG's Technical Transportation Advisory Committee (TTAC) on June 25. The meeting focused on the progress of the Measure A Strategic Plan.

SBCAG's South Coast Subregional Planning Committee met in the MTD auditorium on Wednesday, July 8. Discussion topics included the Measure A Strategic Plan and Citizens' Oversight Committee, South Coast passenger rail, and the future widening of Highway 101 from Carpinteria to Hot Springs. Director Weinberg attended as an ex-officio member of the committee.

Sherrie Fisher and Steve Maas plan to attend the Goleta Valley Planning Advisory Committee (GVPAC) Community Workshop on Saturday, July 11. The GVPAC is a citizen's committee formed to advise County staff during the update of the 1993 Goleta Community Plan. The objective of the Community Workshop is to talk with the community about several land use planning topics at tables facilitated by GVPAC members.

The test of the Donaldson two-stage diesel particulate filter (DPF) and NOx catalyst combination exhaust muffler system on MCI #800 continues with no significant filter/catalyst events to reports at this time.

Diesel exhaust opacity tests have been in progress and are nearly complete. Two more transit buses remain to be tested, along with the MCI coaches.

The dismantling of the five salvage EVs continues. Drive motors and transfer cases, air compressors, power steering pumps and booster/master cylinder assemblies have been removed thus far from the five EVs. Electrical components such as controllers and inverters will be removed next.

The undersides of buses are being washed in preparation for the anticipated annual CHP inspection.

Registration of the three new 29' hybrids, and disposal documents for the five salvage EVs, is complete. The new hybrid buses will go into service for the August 24th launch of the new Line 27, travelling between UCSB, Isla Vista and Camino Real Marketplace. Training for all drivers is in process.

The annual storm water reports have been completed and mailed.