

Short Range Transit Plan FY 2006 to FY 2010

In Compliance With
Federal Transit Administration Requirements



Prepared by the

Santa Barbara Metropolitan Transit District



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Chapter 1: Introduction

PURPOSE OF SHORT RANGE TRANSIT PLAN

This document, the *Short Range Transit Plan: FY 2006 to FY 2010* (SRTP) of the Santa Barbara Metropolitan Transit District (MTD), provides an in-depth look at current transit services, and identifies where transit resources will be focused during the next five years to efficiently and effectively meet the public's needs. The SRTP serves various purposes, as discussed below. The SRTP *is not* a long-range planning document, which will result from the upcoming visioning process. The SRTP will be used as a basis for developing the long-range business plan.

The SRTP opens with a description of the MTD and of the agency's service area. Next, the SRTP presents and reviews the current transportation services provided by the MTD, and analyzes service performance in fiscal year 2004, which ended June 30, 2004 (the MTD fiscal year runs from July 1 through June 30). This is followed by an analysis of a range of service, capital, institutional, and financial alternatives. The document concludes with the short-range transit plan that will guide the agency over the coming five years.

The mobility and accessibility provided by transportation options play a key role in the quality of life of any community. Access to social services and medical services, employment opportunities, educational resources, and basic necessities are topics of universal concern. Mobility and accessibility have a strong impact on the economy, ease of movement, and quality of life of the residents of a community. Transit services, in addition to providing mobility to residents without access to an automobile, can provide a wide range of economic development, environmental, and traffic congestion benefits.

FTA Requirement

The SRTP is in compliance with a Federal Transit Administration (FTA) requirement that an applicant for FTA funds demonstrate the legal, financial, and technical capacity to carry out the proposed project. The SRTP includes a financial plan covering a five-year period commencing with the next fiscal year. The planning period encompasses MTD fiscal years 2006 through 2010, the five-year period that begins July 1, 2005 and ends June 30, 2010. Ideally, the SRTP is updated at least every two to three years, and always includes a five-year planning horizon.

The SRTP is financially-constrained. In other words, the five-year plan includes only programmed projects that the MTD expects to implement, given the resources that are currently expected to be available. The SRTP also analyses projects that the MTD does not currently expect to have the resources to

implement within the next five years, in order to provide the groundwork in the event that additional resources become available. These projects are discussed in the document, but are not included in the five-year plan in Chapter 7.

The SRTP is focused on two main areas:

- The delivery of safe, efficient, and effective transit services that meet the mobility and accessibility needs of persons who depend on public transit for their transportation.
- To the extent that additional resources are available, the development of transit services that will offer a feasible alternative to driving for persons with mobility options.

Public Information Resource

It is important that the public gain an understanding of the operation of the MTD, and of the financial realities facing the agency. Without the understanding and support of the public, including the elected officials that represent the local jurisdictions, the MTD would have difficulty implementing the projects outlined in this document.

Thus, the SRTP includes a detailed discussion of the service currently provided by the MTD. This allows the public to gain an understanding of the manner in which the MTD makes the most efficient and effective use possible of the public resources entrusted to the agency. Chapters 6 and 7 of the SRTP include discussions of the funding sources available for public transit service, and of the amounts projected to be available to the MTD. This allows interested members of the public to gain an understanding of the financial "picture" for public transit in the area.

Input for Regional Plans

The MTD has a responsibility to provide input on a variety of regional planning documents dealing with transportation issues. These include the Regional Transportation Plan (RTP) and the Federal Transportation Improvement Program (FTIP), which are federally-required regional planning and programming documents, as well as the planning and programming documents of local jurisdictions. It is the intent of the MTD that the SRTP be fully in agreement with these documents, to the extent feasible.

MTD BACKGROUND & ORGANIZATIONAL STRUCTURE

The MTD was created in 1968, following passage of a ballot measure. The legislative authority for the formation, organization, and powers of the MTD are found in the California Public Utilities Code (Sections 95000 through 97007), "The Santa Barbara Metropolitan Transit District Act of 1965." As cited in the

Act, MTD was established "...in order to meet the public transit problem of the area...[and]...to develop a single transit system to protect the public interest and welfare."

In the 37 years of its existence, the MTD has grown from a small system operating 12 buses to a nationally-recognized leader in operating efficiency and transit innovation. Annually, the MTD now carries approximately 7.0 million riders while providing 178,000 revenue hours and 2.4 million revenue miles of service. The MTD has a fleet of 90 revenue vehicles (54 clean-burning diesel 40-ft. transit buses, 11 clean-burning diesel 29-ft. transit buses, 5 clean-burning diesel over-the-road coaches, and 20 electric shuttles), and operates 76 vehicles at peak. The Federal Transit Administration (FTA) recognizes Santa Barbara as a small transit-intensive city, in acknowledgement that the MTD provides an unusually high level of transit service for a small city and that area residents utilize the service accordingly.

Figure 1 presents the current organization chart for the MTD. As the chart shows, a five-member Board of Directors governs the MTD. The Santa Barbara City Council appoints two directors, and the Santa Barbara County Board of Supervisors appoints two directors. Those four directors appoint the fifth director. The Board of Directors appoints the General Manager, who has full charge of the acquisition, construction, maintenance, and operation of the MTD's facilities, and of the administration of the MTD's business affairs. In total, a staff of more than 200 drivers, mechanics and administrative personnel operate and oversee MTD's transit service.

MTD MISSION, GOALS, & PERFORMANCE STANDARDS

Mission Statement

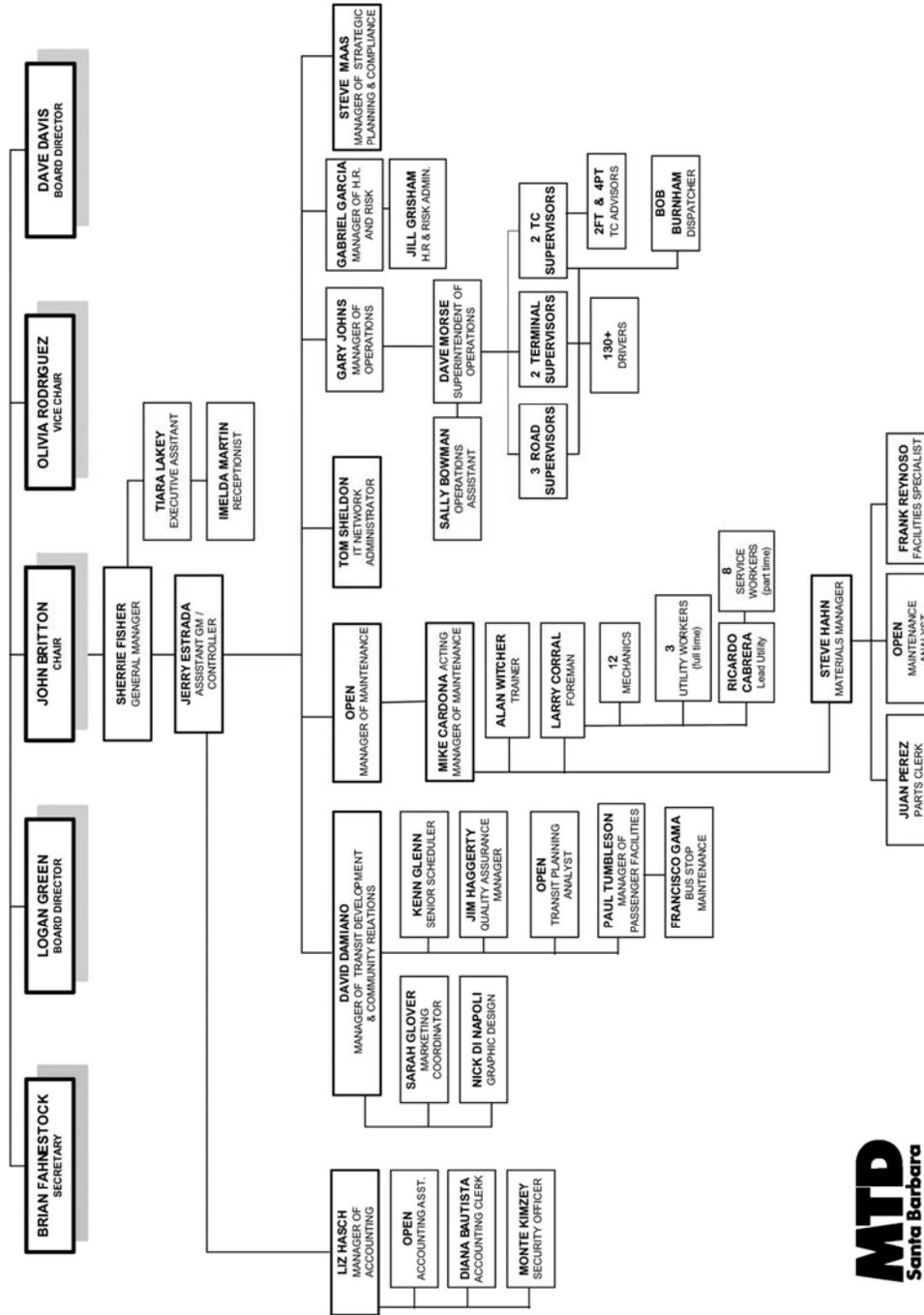
The mission of the MTD is to enhance the personal mobility of South Coast residents and visitors by offering safe, clean, reliable, courteous, accessible, and cost-effective transit service throughout the district.

Goals

The following goals, adopted by the MTD Board of Directors, provide the direction to fulfill the mission statement and meet the needs of the public:

- MTD shall provide a reliable, safe, comfortable and attractive means of transportation to those who lack other options, including elderly persons, persons with disabilities, students, and economically disadvantaged persons; and to those who use mass transit by choice.
- MTD shall maintain fares at the lowest feasible level that enables the recovery of operating expenses consistent with the financial plan contained in the adopted Short Range Transit Plan.

FIGURE 1
MTD Organization Chart



- MTD shall ensure the responsible expenditure of public funds, and shall continually seek improvements in its operating efficiency.
- MTD shall treat all individuals with fairness and respect, including passengers, employees, and all others involved in MTD activities.
- MTD shall work cooperatively with businesses, individuals, community organizations, and government agencies in planning and developing the best transit service possible within the limits of available funding.
- MTD shall comply with regional, state and federal goals of reducing traffic emissions and congestion through provision of an attractive alternative to the personal automobile.
- MTD shall continue to acquire feasible alternatively fueled buses.
- MTD shall seek all reasonable means to satisfy public transportation needs.

Performance Standards

The following performance standards provide a means to measure the success of MTD in meeting the goals:

- At least 95% of all MTD revenue trips shall depart no more than 5 minutes late.
- At least 98% of all MTD scheduled revenue trips shall be completed.
- The MTD system shall carry an average of not less than 36 passengers per revenue hour for any 3-year period.
- The MTD system shall carry an average of not less than 2.5 passengers per revenue mile for any 3-year period.
- MTD shall maintain at least a 40% farebox recovery ratio over any 3-year period.
- The MTD systemwide spare ratio shall not exceed 20%.
- MTD revenue vehicles shall travel a minimum of 8,000 miles between breakdowns. (*A breakdown requires a vehicle exchange.*)
- The MTD shall limit annual passenger transfers to 20% of total annual ridership.
- Passenger complaints shall average no more than 1 complaint per 10,000 MTD passenger boardings.

SERVICE AREA CHARACTERISTICS

This section provides a brief overview of the MTD's service area. The section includes demographic data, and a discussion of the effects of the increase in commuters from outside of the area.

Geographic Description

The MTD service area, shown in Figure 2, covers approximately 52 square miles along the southern coast of Santa Barbara County, commonly referred to as the South Coast. The South Coast runs east and west, between the Pacific Ocean to the south and the mountains of the Los Padres National Forest to the north. The service area runs from the Ventura County border in the east, to the western end of Goleta at Winchester Canyon. The MTD service area includes the cities of Santa Barbara, Carpinteria, and Goleta, and the unincorporated communities of Isla Vista, Montecito, and Summerland. The University of California at Santa Barbara (UCSB), Santa Barbara City College (SBCC), and the Santa Barbara Municipal Airport are also included within the district.

FIGURE 2
MTD Service Area



Demographic Data

Table 1 presents demographic data for the South Coast. The 1990 and 2000 data are from the U.S. Census. The 2010 data are forecasts developed by the Santa Barbara County Association of Governments (SBCAG), the Metropolitan Planning Organization (MPO) and Regional Transportation Planning Agency (RTPA) for Santa Barbara County.

TABLE 1
Demographic Data for the South Coast of Santa Barbara County

South Coast	Year			Change 1990-2000		Change 2000-2010	
	1990	2000	2010	Numeric	Percent	Numeric	Percent
Population	191,367	201,002	216,800	9,635	5.0%	15,798	7.9%
Households	70,455	73,726	77,529	3,271	4.6%	3,803	5.2%
Workers	90,128	94,817	104,113	4,689	5.2%	9,296	9.8%
Employment	98,135	108,207	124,539	10,072	10.3%	16,332	15.1%

Sources: U.S. Census, SBCAG *Regional Growth Forecast 2000-2030*, and SBCAG *Regional Growth Forecast 94*.

As the table shows, the 2000 Census reported 201,002 persons residing in the South Coast of Santa Barbara County, representing a 5.0 percent increase in

population since the 1990 Census (191,612 of these persons were within the MTD service area). SBCAG has forecast that the population will grow to 216,800 by 2010, representing 7.9 percent growth from 2000 to 2010.

Table 2 shows data from the 2000 Census regarding the number of persons by community in various segments of the population that typically are more likely than the general population to depend on public transportation for their mobility needs.

TABLE 2
2000 Population of Persons More Likely to be Transit Dependent

Community	Total Population	Persons 65 & Over		Persons 21 to 64 with Disabilities		Persons Below Poverty Level	
		Number	% of Pop.	Number	% of Pop.	Number	% of Pop.
Santa Barbara	92,325	12,727	13.8%	9,440	10.2%	11,846	12.8%
Goleta	55,204	8,042	14.6%	4,320	7.8%	3,672	6.7%
Carpinteria	14,194	1,766	12.4%	1,258	8.9%	1,480	10.4%
Isla Vista	18,344	229	1.2%	854	4.7%	9,630	52.5%
Montecito	10,000	2,152	21.5%	382	3.8%	343	3.4%
Summerland	1,545	180	11.7%	63	4.1%	141	9.1%
Total	191,612	25,096	13.1%	16,317	8.5%	27,112	14.1%

Source: MTD staff analysis of data from the 2000 Census of Population and Housing, U.S. Census Bureau, May 2001.

The table shows that in 2000:

- 13.1 percent of the service area population were aged 65 and over.
 - 8.5 percent were persons with disabilities (aged 21 to 64).
 - 14.1 percent were below the poverty level.
- Poverty level is determined based on household size and composition.

Statewide in California, in comparison, 10.6 percent of the population were aged 65 and over, 11.4 percent were aged 21 to 64 with disabilities, and 13.9 were below the poverty level. Thus, the MTD service area exceeds the statewide average in the percent of the population that is elderly and the percent that is low income. However, the percent of persons with disabilities is lower than the statewide average.

Jobs-Housing Imbalance And Traffic Congestion

As can be seen in Table 1 above, between 1990 and 2000, resident workers in the South Coast increased by 5.2 percent while employment increased by 10.3 percent. SBCAG forecasts that, from 2000 to 2010, resident workers will increase by 9.8 percent and employment will increase by 15.1 percent. Beyond 2010, SBCAG expects South Coast employment to continue to grow at a greater

rate than population. SBCAG has forecasted that from 2000 to 2030, South Coast population will grow by 20.0 percent, while employment will grow by 44.0 percent. Other South Coast population forecasts predict less population growth than is forecast in the SBCAG study, or even a declining population, as families move out of the area and are replaced by smaller households.

These data suggest that growth in employment opportunities in the South Coast is greater than the growth in housing (and, thus, in resident workers). Because of this "jobs-housing imbalance," an increasing number of persons who are employed in the South Coast live outside of the area. This, in turn, leads to an increase in the number of persons commuting into the South Coast.

Traffic congestion throughout the South Coast is increasing because of this increase in commuter travel, as well as because of population growth, ease of parking, and new development projects. Currently, four of Santa Barbara's key intersections are at, or near, unacceptable traffic levels. Additionally, Highway 101 from Santa Barbara to Carpinteria is also heavily impacted by peak-period traffic, reflecting commuters from Carpinteria and Ventura to Santa Barbara and Goleta. Commuter traffic from northern Santa Barbara County is also increasing. Increased congestion causes an increase in the cost to MTD of maintaining existing transit service. Because each bus trip takes longer to complete, additional buses are required to maintain the same level of service.

While increased traffic congestion causes problems and requires action to mitigate, it is important to keep in mind that increased traffic congestion can also be a byproduct of increased economic activity. A portion of the additional funds generated by the additional economic activity can be utilized to provide the required traffic mitigations. Transit enhancements have the potential to mitigate a significant number of trips, and can play a crucial role in ensuring economic vitality. A process sponsored by SBCAG called *101 In Motion* is currently underway, with a goal to develop a community consensus on a set of projects to address the growing congestion.

Major Trip Generators

Currently, major South Coast trip destinations (trip generators) include the central business districts, other commercial areas of each community in the South Coast, the Santa Barbara Municipal Airport, UCSB, SBCC, primary and secondary schools, major health-related facilities (including two hospitals, various medical centers, and the County Social Services complex), and significant recreational and entertainment facilities. All of these facilities are served by the MTD.

TRANSPORTATION SERVICES

A variety of transportation options are available in the South Coast. Many of these are briefly described below.

Fixed-Route Transit Service

The MTD provides public transportation in the South Coast with fixed-route, fixed-schedule service 363 days per year (every day except Thanksgiving and Christmas). The MTD service is described in detail in Chapter 2.

Demand-Response Transit Service

Demand-response or paratransit service refers to transit services that are "door-to-door" or "curb-to-curb" between the passenger's origin and destination. In the South Coast, Easy Lift Transportation, Inc., a private non-profit company, is the primary paratransit service provider (although there are a number of other social service agencies providing demand-response services). Easy Lift operates curb-to-curb ADA complementary paratransit service for the MTD under a Memorandum of Understanding, as described in the following chapter.

Regional Transit Service

Santa Ynez Valley Express

Due to the increase in the number of persons commuting into the South Coast, as discussed above, the MTD recently began operation of the Valley Express. This peak-hour commuter transit service operates four round trips every weekday between the Santa Ynez Valley (with stops in Solvang and Buellton) and the South Coast. The Valley Express is discussed in greater detail in Chapter 3.

Clean Air Express

SBCAG administers the Clean Air Express, which provides peak-hour commuter transit service between the cities of Santa Maria and Lompoc, and the South Coast. SBCAG contracts with a private for-profit business to operate the service. The Clean Air Express operates 10 round trips daily, four originating in Santa Maria and six in Lompoc. SBCAG plans to add one additional round trip in 2005. A monthly pass for the Clean Air Express costs \$130, a ten-ride pass costs \$40, and a single one-way fare costs \$6.00. The Clean Air Express provided 113,608 passenger trips in FY 2004, while operating approximately 6,600 revenue hours and 315,000 revenue miles. Because SBCAG received federal capital and operating funds for the Clean Air Express, the MTD is required by the Federal Transit Administration (FTA) to monitor the service to ensure that SBCAG complies with all applicable federal regulations.

Coastal Express

To the south, service on the Coastal Express between Ventura and the South Coast was initiated in 2001 under a joint agreement between SBCAG and the Ventura County Transportation Commission (VCTC). VCTC, which serves as Ventura County's Regional Transportation Planning Agency, administers the service and contracts with a private for-profit business to operate it. SBCAG provides one-half of the subsidies required for the service. The Coastal Express operates throughout the day on weekdays, providing 12 northbound and 14 southbound trips (there are two northbound deadhead trips). On Saturdays and Sundays, the service provides 9 northbound and 9 southbound trips. The Coastal Express provided 91,030 passenger trips in FY 2004, while operating 9,112 vehicle service hours and 316,485 vehicle service miles. The service charges a \$2.00 one-way cash fare, with discounts for seniors, persons with disabilities, and users with a "Go Ventura" monthly pass. VCTC, SBCAG, and the MTD are exploring options for allowing passengers to transfer between MTD service and the Coastal Express.

County of Santa Barbara Health Bus

The County of Santa Barbara contracts with SMOOTH (Santa Maria Organization of Transportation Helpers) to operate the reservation-only Health Bus on Tuesdays, Thursdays, and Fridays. The bus provides round-trip service between several North County communities (Santa Maria, Guadalupe, Lompoc, Buellton, Solvang, Santa Ynez, and Los Alamos), and medical facilities in the Santa Barbara and Goleta area. The round-trip fare is \$6.00 from Guadalupe and Santa Maria, \$4.00 from Lompoc, and \$2.00 from the Santa Ynez Valley.

City of Lompoc Transit (COLT)

COLT provides reservation-only bus service between Mission Plaza in Lompoc and the MTD Transit Center. The service provides one round trip on Tuesdays and Thursdays, at a one-way fare of \$4.00.

Rail Passenger Service

Amtrak provides rail passenger service in the South Coast. Amtrak service includes the Pacific Surfliner, which serves Carpinteria, Santa Barbara, and Goleta with five trains daily in each direction offering service between Los Angeles and Santa Barbara (with some extending to San Diego to the south and/or San Luis Obispo to the north). The Pacific Surfliner is an "Amtrak California" service, subsidized and administered by the Caltrans Division of Rail. Amtrak also operates the Coast Starlight, with one train daily in each direction between Los Angeles and Seattle. The Coast Starlight stops only at the Santa Barbara station in the South Coast.

The MTD serves the Santa Barbara station with the Downtown-Waterfront Shuttle, and the Carpinteria station with the Seaside Shuttle. The Goleta station is not directly served by the MTD. However, the station is within walking distance of MTD Lines 6, 11 and 12x on Hollister Avenue.

Air Service

The Santa Barbara Municipal Airport is the only commercial airport in the MTD service area. The MTD's Line 11 - Downtown/UCSB serves the airport with 30-minute headways to UCSB and Santa Barbara. Line 11 operates from approximately 6:00 A.M. to 11:45 P.M. on weekdays, 6:30 A.M. to 10:45 P.M. on Saturdays, and 7:00 A.M. to 10:00 P.M. on Sundays. Line 6 - State/Hollister and Line 12x - Goleta Express provide service to the additional air service facilities near the airport on Hollister Avenue.

Other Transportation Providers

Many private for-profit transportation options are available in the South Coast of Santa Barbara County, including:

- *Greyhound Lines, Inc.* Provides intercity service from Santa Barbara to points north and south along U.S. Highway 101.
- *Santa Barbara Trolley Company.* Provides gasoline-powered, rubber-tire "trolley" tours in Santa Barbara.
- *The Land Shark.* A Hydra Terra amphibious tour vehicle that provides land and sea tours of Santa Barbara.
- *Santa Barbara Airbus.* Provides intercity airport shuttle service from Santa Barbara, Goleta and Carpinteria to Los Angeles International Airport.
- *SuperRide.* Provides door-to-door shuttle service to the Santa Barbara airport.
- *Santa Barbara Water Taxi.* Provides water taxi service between Stearns Wharf and Santa Barbara Harbor.
- *Taxicab Companies.* South Coast taxicabs include:

A-1 Goleta Cab	Economy Cab	Rose Cab
A-1 Yellow Cab	Fiesta Taxi	Santa Barbara Checker Cab
Absolute Cab	Fly By Night Taxi	Santa Barbara City Cab
Beachside Taxi	Gold Cab	Santa Barbara Taxi
Blue Dolphin Taxi	Imperial Cab	Seaside Taxi
California Cab	Liberty Cab	Yellow Cab
City Cab	Rockstar Cab	

METHODOLOGY FOR ESTIMATING TRANSIT RIDERSHIP

Experience in the transit industry suggests that improvements to service (e.g., shorter headways or increased span of service) are very effective methods to attract peak-hour riders with mobility options (sometimes referred to as “choice” riders). Lowering or eliminating fares has not been shown to be as effective as service improvements in attracting such persons to transit.

The ridership impact of a transit price or service change is typically measured through the use of elasticities informally adopted from the economist’s measure “price elasticity of demand.” Loosely speaking, elasticity is the percent change in the quantity of a commodity or service demanded by the public in response to a percent change in price or service.

For transit planning, elasticities are measures of the proportional change in ridership resulting from a proportional change in price or service. Through examination of the actual ridership impacts of transit changes around the country, transit researchers have developed standard elasticities that are commonly used to estimate the expected impact of potential changes to price or service.

Transit elasticities are often negative numbers, indicating that the effect operates in the opposite direction from the cause (e.g., a decrease in headway will result in an increase in ridership). An elasticity of -1.00 would indicate that a percentage change in price or service would be expected to result in an equal percentage change in ridership. An elasticity of -1.01 or greater would indicate a change in ridership proportionally greater than the change in service, while an elasticity of -0.99 or less would indicate that the change in ridership would be proportionally less than the change in price or service. For example, a simple application of a fare elasticity of -0.25 would indicate that each 1.00 percent decrease in fare would be expected to result in a 0.25 percent increase in ridership. (Conversely, a 1.00 percent *increase* in fare would be expected to result in a 0.25 percent *decrease* in ridership.)

Analyses of the elasticities of changes in transit service and fares have consistently suggested that service improvements will result in proportionally greater increases in peak-hour ridership by persons with mobility options than will decreases in fares. A recent report (*Traveler Response to Transportation System Changes*, Transit Cooperative Research Program, Transportation Research Board, 2000) summarizes such research.

This report identified several examples of service improvements resulting in elasticities either approaching or greater than -1.00. In contrast, the consultants found that fare elasticities are generally in the range of approximately -0.20 to -0.50. The consultants also found that off-peak ridership exhibits roughly twice the sensitivity to fare changes of peak period ridership. In summary, the report

concludes that ridership tends to be one-third to two-thirds as responsive to a fare change as to an equivalent percentage change in service. These findings suggest that the peak-period ridership response to a service change will be significantly greater than to a fare change.

TITLE VI OF THE CIVIL RIGHTS ACT & ENVIRONMENTAL JUSTICE

Title VI of the Civil Rights Act of 1964 states that “No person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance.” Title VI bars intentional discrimination as well as disparate impact discrimination (i.e., a neutral policy or practice that has a disparate impact on protected groups).

Executive Order 12898 on Environmental Justice, issued by President Clinton in 1994, amplifies Title VI. The Executive Order provides that “each Federal agency shall make achieving environmental justice part of its mission by identifying and addressing, as appropriate, disproportionately high and adverse human health or environmental effects of its programs, policies, and activities on minority populations and low-income populations.”

In 1997, the U.S. DOT, Office of the Secretary, issued an Order establishing procedures for all DOT Operating Administrations to use in complying with Environmental Justice requirements (Federal Register, Vol. 62, No. 72, pp. 18377-81). The DOT Order specifically includes as an adverse effect “the denial of, reduction in, or significant delay in the receipt of, benefits of DOT programs, policies, or activities.”

Two DOT Operating Administrations, the Federal Highway Administration (FHWA) and the FTA, issued a joint Memorandum on Title VI and Environmental Justice requirements in metropolitan and state planning in 1999 (Federal Register, Vol. 65, No. 98, pp. 31803-5). As discussed above, both Title VI and Environmental Justice require that any program that receives Federal funding include consideration of the effects of the program on minority and low-income populations. The FHWA/FTA joint Memorandum provides further clarification, and recognizes that broad patterns of transportation investment and impact must be considered.

Thus, under Title VI and Environmental Justice requirements, the adverse effects of federally-funded transportation projects must not fall disproportionately on minority and low-income populations. In addition, such projects must not deny, reduce, or significantly delay the benefits received from transportation projects by these populations. Accordingly, the allocation of transportation funding in a manner that is heavily concentrated on projects that primarily benefit persons other than minority and low-income populations may raise Title VI and Environmental Justice concerns.

As an independent transit district that receives substantial federal funding, the MTD is committed to providing service for persons who depend on public transportation for mobility. The MTD is also interested in providing services for persons with mobility options, if such services can be provided without causing a denial, reduction, or significant delay in the benefits received by transit-dependent persons. This commitment requires the MTD to seek additional sources of funding when providing service that will primarily benefit riders with mobility options.

Chapter 2: MTD Current Conditions

SERVICE DESCRIPTION

Fixed-Route Service

The MTD provides public transportation in the South Coast with fixed-route, fixed-schedule service on the routes shown in Table 3. MTD buses operate 363 days per year (every day except Thanksgiving and Christmas).

**TABLE 3
 MTD Routes**

Line	Name	Description	Days	Type
1	Westside Connector	Westside to Downtown SB via San Andres & Carrillo	Daily	Trunk
2	Eastside Connector	Eastside to Downtown SB via Milpas & Anapamu	Daily	Trunk
3	Oak Park	Downtown SB to Cottage Hospital, Oak Park & La Cumbre	Daily	Local
5	Mesa/La Cumbre Conn.	Downtown SB to Mesa, Hidden Valley & La Cumbre	Daily	Local
6	State/Hollister Traveler	Downtown SB to Camino Real via State and Hollister	Daily	Trunk
8	Health Care Link	Downtown SB to La Cumbre & Fairview Ctr via Calle Real	Daily	Trunk
9	Stow Cyn/UCSB Conn.	Isla Vista/UCSB to Downtown Goleta & Fairview Ctr	Weekday	Local
10	Cathedral Oaks	La Cumbre to Camino Real via Cathedral Oaks	Weekday	Local
11	Downtown/UCSB Conn.	Downtown SB to UCSB via State, Hollister & Fairview	Daily	Trunk
12x	Goleta Express	Downtown SB to Goleta & Camino Real via 101 & Hollister	Daily	Express
14	Montecito	Downtown SB to Montecito via Milpas & Coast Village	Wkdy/Sat	Local
15x	SBCC/UCSB Express	Mesa & SBCC to UCSB & Isla Vista via US 101	Weekday	Express
16	City College Shuttle	Downtown SB to SBCC via Cabrillo & Loma Alta	Weekday	Local
17	Westside/SBCC	Downtown SB to SBCC via San Pascual & Cliff	Daily	Local
19	Booster Service	Public Transportation To and From Area Schools	Weekday	Booster
20	Carpinteria	Downtown SB to Carpinteria via Milpas & Summerland	Daily	Trunk
21x	Carpinteria Express	Downtown SB to Carpinteria via Highway 101	Weekday	Express
22	Old Mission	Downtown SB to Upper Eastside via Old Mission & APS	Daily	Local
23	Winchester Canyon	UCSB & Isla Vista to Winchester Canyon via Storke	Daily	Local
24x	UCSB Express	Downtown SB to UCSB, Isla Vista, & Camino Real	Daily	Express
25	Ellwood	UCSB to Ellwood via Los Carneros & Hollister	Daily	Local
27	UCSB Shuttle	UCSB to Camino Real via El Colegio & Storke	Weekday	Local
30	Downtown-Waterfront Shuttle	Dolphin Fountain to Sola Street via State Street	Daily	Shuttle
31		Dolphin Fountain to Zoo via Cabrillo Blvd		
32		Dolphin Fountain to Harbor via Cabrillo Blvd		
33	Wharf Woody	Palm Park Parking Lot to the End of Stearns Wharf	Seasonal	Shuttle
36	Seaside Shuttle	Sandyland to Residential Loop via Linden & Carpinteria	Daily	Local
37	Crosstown Shuttle	Westside & Eastside to Downtown SB	Weekday	Local
50	Carrillo Commuter Lot	Carrillo Commuter Lot to Downtown SB	Weekday	Shuttle
81	Valley Express	Santa Ynez Valley to SB Hospital & Downtown SB	Weekday	Regional Commute
82		Santa Ynez Valley to Hollister Corridor & Goleta Hospital		
83		Santa Ynez Valley to UCSB & County Social Services		
84		Santa Ynez Valley Direct to Downtown SB		

Source: Santa Barbara Metropolitan Transit District.

The MTD provides effective and cost-efficient service for persons who are transit-dependent (e.g., elderly persons, persons with disabilities, and persons with no automobile available), as well as attractive service for riders with mobility options who choose to ride transit (sometimes referred to as “choice” riders). The MTD does not operate school bus service. However, MTD boosts A.M and P.M. existing service to area schools due to increased demand for travel to these destinations at these times. The booster service (i.e., "tripper service") is open to the public.

Under agreements between the MTD and the City of Santa Barbara, the City provides a substantial fare buy-down subsidy for the Downtown-Waterfront Shuttle, the Wharf Woody, and the Carrillo Commuter Lot Shuttle, as downtown Santa Barbara traffic mitigation measures. Under a similar agreement, the City of Carpinteria provides a fare buy-down subsidy for the Seaside Shuttle.

The City of Santa Barbara also provides substantial operating assistance for the Crosstown Shuttle. As part of the Congestion Management Program, the City and SBCAG adopted the "Mission Street/Route 101 SB-Ramp Deficiency Plan" in 1999 that identified the Crosstown Shuttle as a systemwide improvement.

Table 4 shows MTD service by day type during the school year (including the new Santa Ynez Valley Express regional commuter service). For FY 2005, the MTD provides 582 revenue hours and 7,689 revenue miles of service on each weekday during the school year. During the summer, service is reduced on several routes that primarily serve educational facilities (such as the booster service mentioned above). Service is increased during the summer on the Downtown-Waterfront Shuttle and the Seaside Shuttle.

TABLE 4
MTD Service by Day Type

Day Type	Hours of Service		Daily Service (Note 1)	
	Begin	End	Rev. Hours	Rev. Miles
Weekday	5:25 AM	Midnight	582	7,689
Saturday	6:00 AM	11:20 PM	348	4,263
Sunday	6:20 AM	10:00 PM	291	3,502

Note 1: Service by day type varies seasonally; table presents school year service.

Source: Santa Barbara Metropolitan Transit District.

All MTD buses and shuttles are wheelchair accessible, and MTD service meets all requirements of the Americans with Disabilities Act (ADA). The MTD has installed front-loaded bicycle racks that can transport two bicycles on all diesel buses (bicycle racks are not available on the MTD's electric shuttles). Figure 3 presents a system map illustrating MTD routes.

Demand-Response Service

The MTD does not directly operate demand-response service. However, the MTD subsidizes Easy Lift Transportation, Inc. (Easy Lift), a private non-profit agency, to operate the curb-to-curb complementary paratransit service that the ADA requires the MTD to provide. This service is described later in this chapter.

Shortcomings of Existing Service

In recent years, the demands on MTD service have increased at a rate greater than the funding available to increase service. This has created severe overload problems throughout the MTD system, particularly during peak travel hours. Additional capital and operating funding would be required to meet the increased demands. While, in some respects, excess demand for services is a problem any business is fortunate to have, the lack of sufficient funding to increase service remains a serious problem for the MTD. Overcrowded buses have generated complaints from parents and riders. Potential transit passengers with other mobility options continue to drive automobiles because capacity overloads prevent them from utilizing transit service for their mobility needs.

Increased traffic congestion (as discussed in Chapter 1) and increased demand has required increases in booster service to reduce overloads and accommodate passenger needs. Booster service requires the addition of piece-meal service to existing runs, causing driver overtime costs and increasing unproductive deadhead travel time. This additional booster service has not solved the overload problems, it has only responded to the most severe demands. Passengers continue to be turned away due to full buses, and riders often must stand for the length of their trip. Additional buses and increased service would enable the efficient and cost-effective restructuring of heavily-used routes to meet demand and reduce overloads.

Fare Structure

The current MTD fare structure is presented in Table 5. As is shown, the MTD accepts cash fares, tokens, discounted 10-ride passes, and unlimited 30-day passes. On all routes, with the exception of the peak-hour-only regional Valley Express commuter service, the MTD offers reduced fares to elderly persons (age 62 and up), persons with disabilities, and youth, and provides free service to persons who are blind and to children (45 inches and under). Each UCSB and SBCC student receives an unlimited-ride pass, included in the registration fee.

The MTD regular adult cash fare is \$1.25 for a one-way trip. (The cost to the MTD for a one-way trip averaged \$2.23 in FY 2004.) There is no charge for transfers to complete a one-way trip. There is a \$0.25 fare on the Downtown-Waterfront Shuttle (due to a fare buy-down subsidy from the City of Santa Barbara) and on the Seaside Shuttle (due to a fare buy-down subsidy from the

City of Carpinteria). No fare is charged for the seasonal Wharf Woody service, which is subsidized by the City of Santa Barbara. The Carrillo Commuter Lot Shuttle and the Crosstown Shuttle are free to commuters who pay the City of Santa Barbara a fee to use the City commuter parking lots. Other passengers pay a \$0.25 fare for the Carrillo Commuter Lot Shuttle, and a \$1.25 fare for the Crosstown Shuttle. As shown, the one-way cash fare for all riders on the Santa Ynez Valley Express peak-hour commuter service is \$4.00. Easy Lift charges a \$2.00 one-way fare for the ADA complementary paratransit service.

TABLE 5
MTD Fare Structure

Individual Fares	
<u>Regular Services</u>	
Regular One-Way Fare	\$1.25 (cash or token)
Seniors and Persons with Disabilities	\$0.60
Medicare Cardholders	\$0.60
Persons Who Are Blind	Free
Children (45 inches or less in height)	Free (max. 3 children per adult)
Transfers (to complete one-way trip)	Free
<u>Special Services</u>	
Downtown-Waterfront Shuttle	\$0.25 (Santa Barbara fare buy-down)
Seaside Shuttle	\$0.25 (Carpinteria fare buy-down)
Santa Ynez Valley Express	\$4.00
ADA Complementary Paratransit	\$2.00 (service operated by Easy Lift)
10-Ride Pass	
Adult	\$10.00
Youth (K-12)	\$7.50 (valid Monday - Friday)
Seniors and Persons with Disabilities	\$5.00
Medicare Cardholders	\$5.00
Santa Ynez Valley Express	\$35.00
ADA Complementary Paratransit	\$20.00 (service operated by Easy Lift)
Unlimited 30-Day Pass	
Adult	\$41.00
Youth (K-12)	\$32.00
Seniors and Persons with Disabilities	\$18.00
Medicare Cardholders	\$18.00
Santa Ynez Valley Express	\$120.00 (includes regular local services)
ADA Complementary Paratransit	Not Available
Other Pass Programs	
UCSB & SBCC Students	Prepaid unlimited-ride pass
UCSB Faculty & Staff	\$1.25 per Trip (billed to agency)
MyRide Pass (City of Santa Barbara)	\$1.25 per Trip (billed to agency)
Brooks College	\$1.25 per Trip (billed to agency)

Source: Santa Barbara Metropolitan Transit District.

OPERATING CHARACTERISTICS

This section presents a variety of data regarding the service provided by the MTD. The tables and figures in this section do not include data for the ADA complementary paratransit service operated for the MTD by Easy Lift.

Historical System Data

Table 6 presents MTD systemwide passengers, revenue hours, and revenue miles for the 10 most recent fiscal years. The table also includes two common performance indicators for each year, passengers per revenue hour and passengers per revenue mile. Both indicators have improved over the 10-year period. There has been significant growth in both the service provided (i.e., revenue hours and revenue miles) and in the service consumed (i.e., passengers).

TABLE 6
MTD Systemwide Service: FY 1995 Through FY 2004

Fiscal Year	Operating Characteristics			Performance Indicators	
	Passengers (One-Way Trips)	Revenue Hours	Revenue Miles	Passengers per Rev. Hour	Passengers per Rev. Mile
1995	6,073,191	166,063	2,135,841	36.6	2.8
1996	6,631,913	169,598	2,228,760	39.1	3.0
1997	6,846,024	169,315	2,220,861	40.4	3.1
1998	6,771,412	167,249	2,176,600	40.5	3.1
1999	6,909,329	167,834	2,204,616	41.2	3.1
2000	7,079,066	167,242	2,230,944	42.3	3.2
2001	7,179,829	170,629	2,289,415	42.1	3.1
2002	6,903,482	180,989	2,400,421	38.1	2.9
2003	7,005,474	180,244	2,419,260	38.9	2.9
2004	7,004,009	178,003	2,351,305	39.3	3.0

Note: The Santa Barbara MTD fiscal year runs from July 1 through June 30.

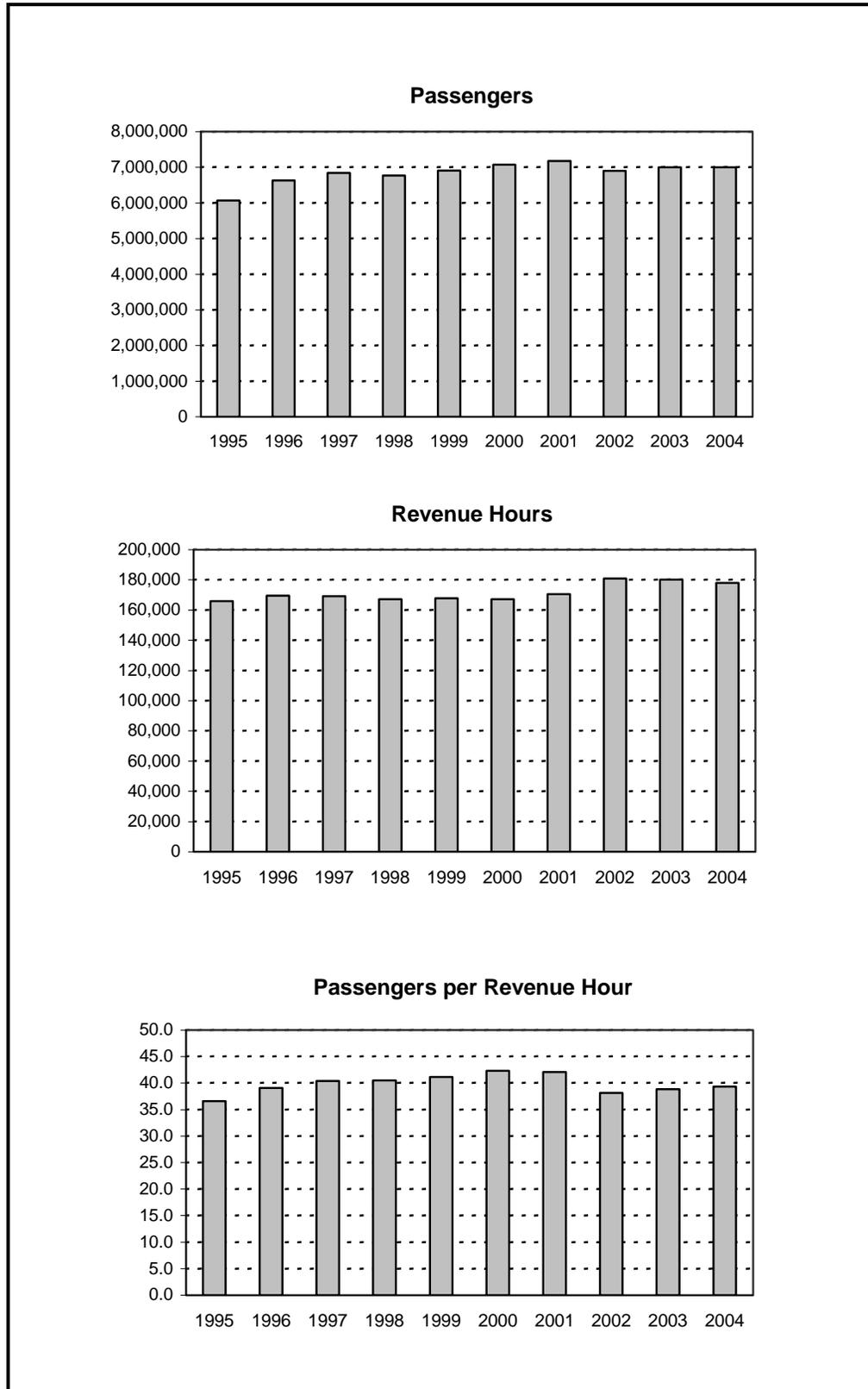
Source: Santa Barbara Metropolitan Transit District, Strategic Planning.

Figure 4 presents the passenger and revenue hour data from Table 6 in a graphical format. The figure also includes average annual passengers per revenue hour for the period.

FY 2003 & FY 2004 System Data

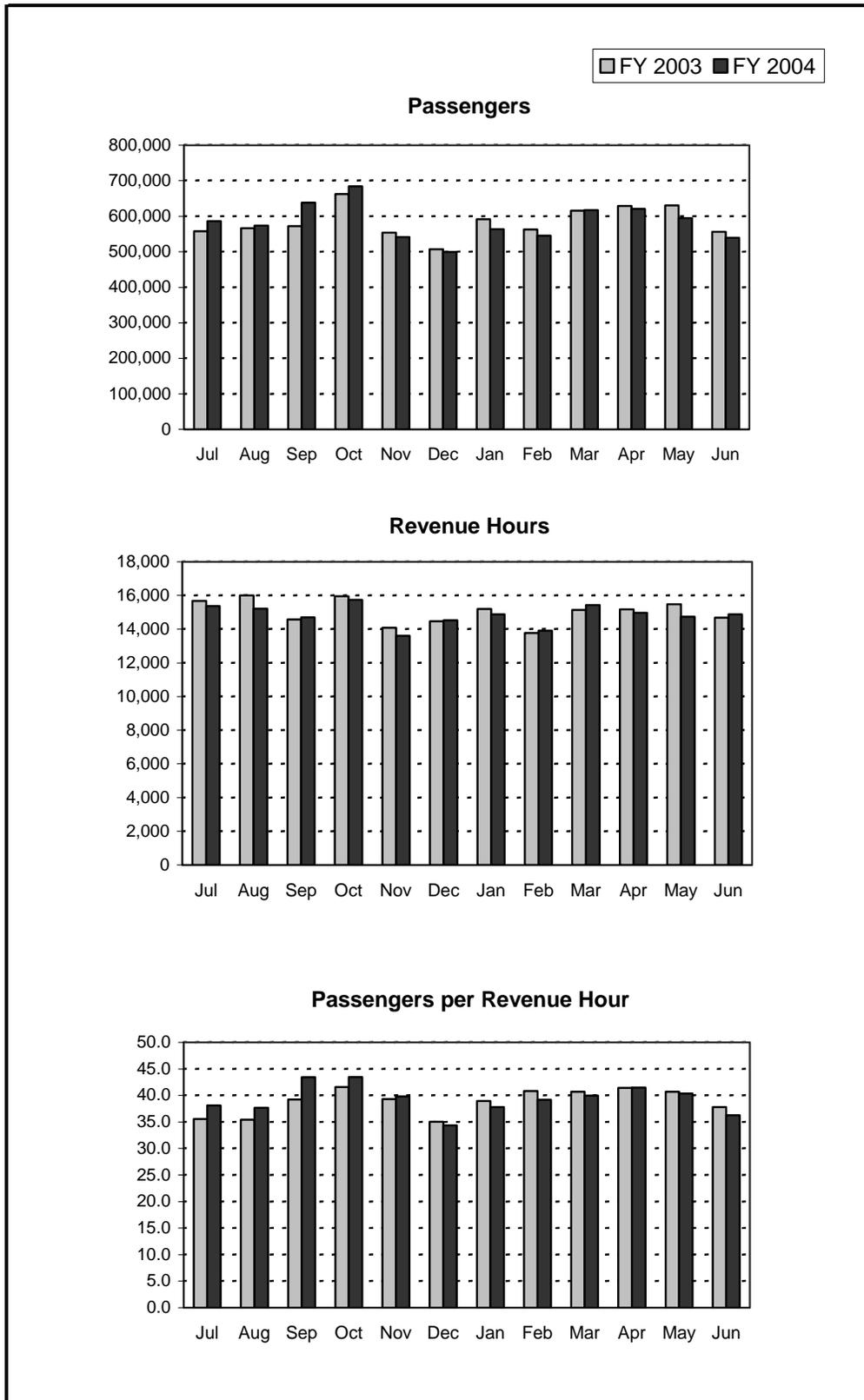
Figure 5 presents MTD systemwide passengers, revenue hours, and passengers per revenue hour by month for FY 2003 and FY 2004. The variation by month within a given fiscal year reflects variation in demand (and, thus, in the level of service) and variation in the number and type of service days per month. The variation by year is limited, as can be seen when comparing a given month of

FIGURE 4
MTD Operating Characteristics: FY 1995 Through FY 2004



Source: Santa Barbara Metropolitan Transit District, Strategic Planning.

FIGURE 5
MTD Operating Characteristics by Month: FY 2003 & FY 2004



Source: Santa Barbara Metropolitan Transit District, Strategic Planning.

one fiscal year to the corresponding month of the other. This limited variation is consistent with the limited change in annual totals from FY 2003 to FY 2004, as is shown in Table 6 above.

Table 7 presents systemwide passengers by fare category for FY 2003 and FY 2004. The greatest percentage increase from FY 2003 to FY 2004 was in the K-12 student category, followed by the elderly & disabled category. The greatest decrease was in the UCSB category, which reflects students who boarded using a valid UCSB registration card. Figure 6 presents these data as percentages of total ridership. "Full fare" passengers comprised approximately 43 percent of the total in both FY 2003 and FY 2004. However, beginning in October 2003, the "full fare" category includes persons using discounted 10-ride and 30-day passes.

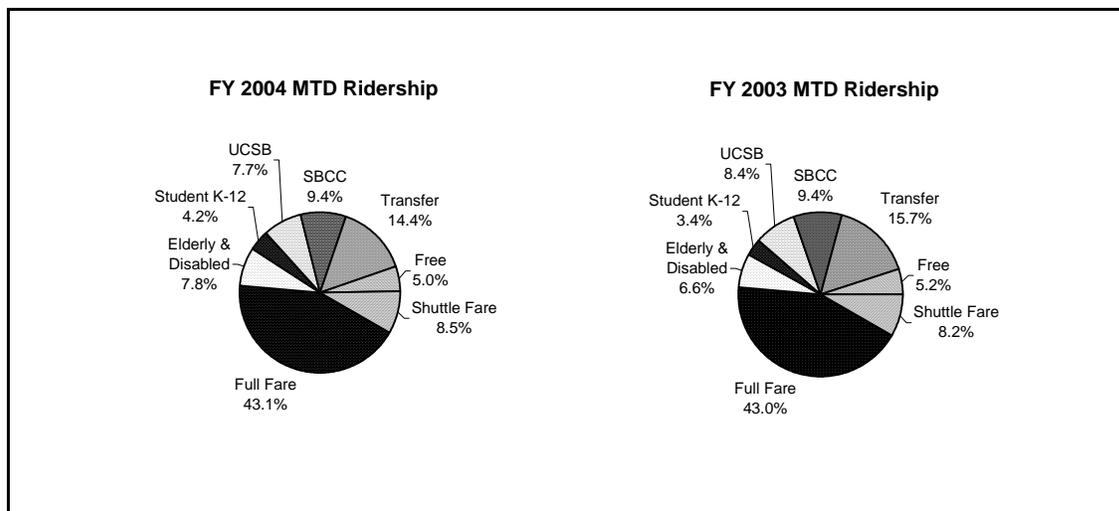
TABLE 7
MTD Systemwide Passenger Profile: FY 2003 & FY 2004

Passenger Profile	FY 2004	FY 2003	Percent Change
Full Fare	3,017,974	3,012,344	0.2%
Elderly & Disabled	544,120	464,725	17.1%
K-12 Students (Note 1)	294,946	237,763	24.1%
UCSB Students	535,966	587,869	-8.8%
SBCC Students	655,023	659,244	-0.6%
Transfers	1,011,435	1,102,558	-8.3%
Free	349,980	366,449	-4.5%
Shuttle Fare	594,565	574,522	3.5%

Note 1: "K-12 Students" includes student 10-ride and 30-day pass uses. Student cash fares are included in "Full Fare."

Source: Santa Barbara Metropolitan Transit District, Strategic Planning.

FIGURE 6
MTD Systemwide Passengers by Percentage: FY 2003 & FY 2004



Source: Santa Barbara Metropolitan Transit District, Strategic Planning.

Table 8 shows passengers, revenue hours, and revenue miles by route for FY 2003 and FY 2004. The MTD's "Route Analysis: FY 2004" includes a detailed look at the performance of each route in the two fiscal years. In FY 2004, the MTD provided approximately 23,000 passenger trips on a typical weekday.

TABLE 8
MTD Service by Route: FY 2003 & FY 2004

Line	Name	Passenger Trips		Revenue Hours		Revenue Miles	
		FY 2004	FY 2003	FY 2004	FY 2003	FY 2004	FY 2003
1	East/West (Note 1)	1,185,775	1,244,787	20,377	20,497	181,393	182,665
3	Oak Park	239,512	216,878	7,469	7,448	91,506	87,544
5	Mesa/La Cumbre	228,837	198,066	8,069	7,053	97,107	91,817
6	State/Hollister	674,614	623,296	14,573	14,573	217,454	205,717
8	Health Care Link	283,520	261,547	8,125	8,133	135,653	157,121
9	Stow Cyn/UCSB	58,203	63,764	2,880	2,880	41,927	41,812
10	Cathedral Oaks	47,175	38,438	3,118	3,490	68,494	68,585
11	Downtown/UCSB	872,769	896,048	20,720	20,720	280,299	282,299
12x	Goleta Express	281,757	284,778	5,904	5,904	141,481	145,437
13x	Winchester Cyn (Note 2)	5,989	4,582	247	239	6,960	7,044
14	Montecito	142,516	141,546	6,215	6,215	81,008	80,666
15x	SBCC/UCSB Express	119,306	147,932	3,663	3,663	93,500	98,586
16	City College Shuttle	89,305	126,519	2,086	2,873	12,541	24,679
17	Westside/SBCC	246,155	229,461	4,647	5,422	34,123	47,800
19	Booster Service	238,935	214,937	2,970	2,980	43,216	46,470
20	Carpinteria	435,164	449,766	12,832	12,832	220,224	228,485
21x	Carpinteria Express	128,560	140,095	3,611	4,374	76,974	90,503
22	Old Mission	27,654	23,197	2,073	1,679	20,076	19,061
23	Winchester Canyon	199,707	209,090	6,663	6,663	68,419	68,524
24x	UCSB Express	406,009	381,175	7,927	7,927	170,185	169,568
25	Ellwood	140,398	147,386	3,569	3,988	56,517	58,475
26x	North Fairview (Note 2)	4,916	4,774	244	244	5,560	5,511
27	UCSB Shuttle	70,879	104,491	1,784	1,784	21,272	19,690
	Downtown-Waterfront (Note 3)	566,587	559,168	15,597	15,817	59,032	60,255
33	Wharf Woody	30,378	25,379	705	776	3,393	3,765
36	Seaside Shuttle	101,933	91,151	4,224	4,163	44,907	44,331
37	Crosstown Shuttle	154,373	151,157	6,193	6,173	70,714	70,464
42	Field Trip (Note 2)	1,321	1,801	140	235	1,273	2,136
50	Carrillo Commuter	21,347	20,166	1,257	1,252	6,045	6,021
	Miscellaneous	415	4,099	121	247	52	4,229
	Total	7,004,009	7,005,474	178,003	180,244	2,351,305	2,419,260

Note 1: Line 1 was split into Line 1 - Westside Connector and Line 2 - Eastside Connector in September 2004.

Note 2: Line 42 was discontinued in September 2003. Line 13x and Line 26x were discontinued in September 2004.

Note 3: Downtown-Waterfront Shuttle includes Line 30 - State Street, Line 31 - East Beach, Line 32 - West Beach, and Line 35 - Weekend Evening State Street/East Beach. (Line 35 service is now included in Lines 30 & 31.)

Source: Santa Barbara Metropolitan Transit District.

FINANCIAL DATA

Revenues

The California Transportation Development Act (TDA), which includes the Local Transportation Fund (LTF) and the State Transit Assistance (STA), constitutes a significant percentage of the MTD's operating and capital revenues. As Table 9 illustrates, the MTD's total TDA funding increased by 2.5 percent in FY 2004 over the FY 2003 level. However, as can be seen in the table, TDA funds remain well below FY 2002 levels. (Federal operating assistance remained flat over this period.)

TABLE 9
MTD Transportation Development Act Funding

Line Item	FY 2004	FY 2003	FY 2002
<u>Revenue Amount</u>			
Local Transportation Fund	\$6,062,910	\$5,932,888	\$6,214,607
State Transit Assistance	\$436,119	\$406,772	\$678,789
<i>Total TDA</i>	<i>\$6,499,029</i>	<i>\$6,339,660</i>	<i>\$6,893,396</i>
<u>Change from Prior Fiscal Year</u>			
Amount	\$159,369	(\$553,736)	
Percent	2.5%	-8.0%	

Source: Santa Barbara Metropolitan Transit District.

The MTD is notified of the estimated TDA funding levels early in the calendar year, which allows the agency to include the appropriate figure in its annual budget. However, this does not always allow sufficient time for the MTD to adjust levels of service. Typically, sharp decreases in transit subsidies result in adjustments to either the level of service provided or to the fare structure. The MTD opted to modify its fare structure to increase the regular one-way cash fare from \$1.00 to \$1.25, while concurrently providing new discounted 10-ride passes and 30-day passes.

The new fare structure was implemented in October 2003. As shown in Table 10, passenger fares for FY 2004 totaled \$6.2 million, compared to \$5.5 million in the prior fiscal year. This represents an 11.3 percent increase of approximately \$627,000 in passenger fares.

Table 10 presents MTD operating and capital revenue by source for FY 2003 and FY 2004. The various sources of revenue are discussed in Chapter 6. The table shows that total operating revenue increased from \$14.3 million in FY 2003 to \$15.6 million in FY 2004, representing a 9.0 percent increase. This increase required that the TDA subsidy applied to operations be increased by approximately \$670,000. The amount of TDA subsidy that the MTD applies to

operations fluctuates annually based on the amount required to balance the MTD's operating revenues with its expenses.¹

TABLE 10
MTD Operating & Capital Revenue: FY 2003 & FY 2004

Line Item	FY 2004	FY 2003	Change	
			Amount	Percent
Operating Revenue				
Passenger Fares	\$6,174,973	\$5,547,712	\$627,261	11.3%
Non-Transportation Income	\$303,074	\$364,573	(\$61,499)	-16.9%
Property Tax	\$603,344	\$528,490	\$74,854	14.2%
Local Operating Assistance	\$344,642	\$366,343	(\$21,701)	-5.9%
State TDA - LTF (Note 1)	\$5,403,950	\$4,734,175	\$669,775	14.1%
FTA Section 5307	\$2,756,159	\$2,756,468	(\$309)	0.0%
<i>Subtotal Operating Revenue</i>	<i>\$15,586,142</i>	<i>\$14,297,761</i>	<i>\$1,288,381</i>	<i>9.0%</i>
Capital Revenue				
State TDA - LTF (Note 1)	\$658,960	\$893,260		
State TDA - STA (Note 1)	\$436,119	\$406,772		
FTA Capital Assistance	\$4,002,831	\$5,732		
Other Capital Assistance	\$0	\$1,202,260		
<i>Subtotal Capital Revenue</i>	<i>\$5,097,910</i>	<i>\$2,508,024</i>		
Grand Total Revenue	\$20,684,052	\$16,805,785		

Note 1: The California Transportation Development Act (TDA) provides two sources of transit revenue, the Local Transportation Fund (LTF) and State Transit Assistance (STA).

Source: Santa Barbara Metropolitan Transit District.

Table 10 shows that capital revenue increased from \$2.5 million in FY 2003 to \$5.1 million in FY 2004. Because capital revenue is dependent on capital expenses in a given year, it is generally not useful to examine the percentage change from year to year. Revenue from the State Transit Assistance (STA) fund of the California TDA is limited to transit capital expenses.

Expenses

Table 11 presents MTD operating expense (not including depreciation) and capital expense by category for FY 2003 and FY 2004. In both years, operating revenue from the previous table matches operating expense as shown.

Route Operations increased by 8.2 percent from FY 2003 to FY 2004, and Vehicle Maintenance increased by 13.4 percent during the period. These increases were due primarily to cost increases beyond the control of the MTD, including increases in fuel costs, workers' compensation insurance, and ADA

¹It is important to note that the MTD did not receive an additional \$670,000 in TDA subsidy. Rather, the MTD was required to increase the amount of the existing TDA subsidy that was applied to operations, and decrease the amount applied to capital.

paratransit subsidy. The 10.7 percent increase in General Overhead is due primarily to a one-time expense resulting from personnel changes at the MTD.

Capital expense was significantly higher in FY 2004 than in FY 2003, due in large part to FY 2004 bus purchases. In comparing capital revenue from the previous table to capital expense, it can be seen that the MTD had a capital surplus of approximately \$712,000 in FY 2003, and a capital deficit of \$1.2 million in FY 2004. Due to deferred credits from previous years, the MTD carried a positive balance of approximately \$3.75 million into FY 2005.

TABLE 11
MTD Operating & Capital Expense: FY 2003 & FY 2004

Line Item	FY 2004	FY 2003	Change	
			Amount	Percent
<u>Operating Expense</u>				
Route Operations	\$8,504,724	\$7,861,100	\$643,624	8.2%
Vehicle Maintenance	\$3,616,924	\$3,189,648	\$427,276	13.4%
Passenger Accommodations	\$1,274,404	\$1,268,340	\$6,064	0.5%
General Overhead	\$2,190,090	\$1,978,673	\$211,417	10.7%
<i>Subtotal Operating Expense</i>	<i>\$15,586,142</i>	<i>\$14,297,761</i>	<i>\$1,288,381</i>	<i>9.0%</i>
<u>Capital Expense</u>				
Bus Acquisition & Rehab.	\$5,179,233	\$220,859		
Land & Facilities	\$863,354	\$37,905		
Other Equipment	\$59,761	\$348,702		
Work in Process	\$207,815	\$1,188,333		
Other	\$2,538	\$0		
<i>Subtotal Capital Expense</i>	<i>\$6,312,701</i>	<i>\$1,795,799</i>		
Grand Total Expense	\$21,898,843	\$16,093,560		

Source: Santa Barbara Metropolitan Transit District.

PERFORMANCE ANALYSIS

Effectiveness and Cost-Efficiency Indicators

Table 12 presents a variety of operating characteristics and performance indicators for FY 2003 and FY 2004. The table also indicates the percent change in each item from FY 2003 to FY 2004. The table shows that system ridership (i.e., one-way passenger trips) was nearly identical in FY 2003 and FY 2004. The number of revenue hours and revenue miles provided declined slightly from FY 2003 to FY 2004. Thus, service effectiveness improved in terms of passengers per revenue hour and passengers per revenue mile from FY 2003 to FY 2004. Revenue miles per revenue hour decreased from FY 2003 to FY 2004, due to increased traffic congestion as discussed in Chapter 1. Roadcalls declined from FY 2003 to FY 2004, contributing to improved service reliability and passenger convenience. The MTD has recently replaced several old buses.

TABLE 12
MTD Systemwide Data: FY 2003 & FY 2004

Line Item	FY 2004	FY 2003	Percent Change
<u>Operating Data</u>			
Ridership	7,004,009	7,005,474	0.0%
One-Way Bus Trips (Note 1)	423,212	n/a	n/a
Peak Vehicles	72.00	74.00	-2.7%
Revenue Hours	178,003	180,244	-1.2%
Revenue Miles	2,351,305	2,419,260	-2.8%
Roadcalls	520	672	-22.6%
<i>Cost</i>			
Operating Cost	\$15,586,142	\$14,297,761	9.0%
Depreciation	\$2,230,777	\$2,127,172	4.9%
<i>Fully-Allocated Cost</i>	<i>\$17,816,919</i>	<i>\$16,424,933</i>	<i>8.5%</i>
<i>Operating Revenue</i>			
Farebox Revenue	\$6,174,973	\$5,547,713	11.3%
Local Operating Assistance	\$356,744	\$366,343	-2.6%
<i>Total Operating Revenue</i>	<i>\$6,531,717</i>	<i>\$5,914,056</i>	<i>10.4%</i>
MTD Subsidy (Note 2)	\$11,285,202	\$10,510,877	7.4%
<u>Performance Indicators</u>			
Passengers per Trip	16.5	n/a	n/a
Passengers per Revenue Hour	39.3	38.9	1.2%
Passengers per Revenue Mile	3.0	2.9	2.9%
Revenue Miles per Revenue Hour	13.2	13.4	-1.6%
Revenue Hours per Peak Vehicle	2,472	2,436	1.5%
Revenue Miles per Peak Vehicle	32,657	32,693	-0.1%
Revenue Miles Between Roadcalls	4,522	3,600	25.6%
Operating Cost per Revenue Hour	\$87.56	\$79.32	10.4%
Operating Cost per Revenue Mile	\$6.63	\$5.91	12.2%
Operating Cost per Passenger	\$2.23	\$2.04	9.0%
Fully-Allocated Cost per Rev. Hour	\$100.09	\$91.13	9.8%
Fully-Allocated Cost per Rev. Mile	\$7.58	\$6.79	11.6%
Fully-Allocated Cost per Passenger	\$2.54	\$2.34	8.5%
MTD Subsidy per Revenue Hour	\$63.40	\$58.31	8.7%
MTD Subsidy per Passenger	\$1.61	\$1.50	7.4%
Fare per Passenger	\$0.88	\$0.79	11.3%
Farebox Ratio (Note 3)	39.6%	38.8%	2.1%

Note 1: MTD did not track bus trips by route in FY 2003.

Note 2: "MTD Subsidy" is the difference between fully-allocated cost and total operating revenue.

Note 3: "Farebox Ratio" is the percent of operating cost (not including depreciation) recovered through the farebox.

Source: Santa Barbara Metropolitan Transit District, Strategic Planning.

As discussed above, MTD's expenses increased from FY 2003 to FY 2004. This increase, coupled with static ridership and decreases in revenue hours and revenue miles, resulted in increased cost per revenue hour, per revenue mile, and per passenger from FY 2003 to FY 2004. The cost per passenger, as well as the MTD subsidy per passenger, increased at a lesser rate than the cost per revenue hour and per revenue mile.

The MTD's operating subsidy requirement (including depreciation) increased from \$10.5 million in FY 2003 to \$11.3 million in FY 2004, a 7.4 percent increase. This represents the funding that the MTD must receive from local, state, and federal government sources. These funding sources are discussed in Chapter 6.

The average fare per passenger increased from \$0.79 in FY 2003 to \$0.88 in FY 2004, reflecting the October 2003 fare increase discussed above. The farebox ratio increased from 38.8 percent in FY 2003 to 39.6 percent in FY 2004, again reflecting the fare increase. The MTD standard is a 40.0 percent farebox ratio.

CAPITAL ASSETS

This section describes the capital assets of the MTD. This includes revenue vehicles, operation facilities, passenger facilities, management information systems, and miscellaneous assets.

Revenue Vehicles

Vehicle Fleet

The MTD has a total of 90 revenue vehicles (65 clean-burning diesel transit buses, 5 clean-burning diesel over-the-road coaches, and 20 electric shuttles), and operates 76 vehicles at peak. Table 13 describes the vehicles by fleet.

MTD buses range in size and propulsion type from 45-ft. diesel coaches to 22-ft. electric shuttles. The large diesel coaches are used for the regional Santa Ynez Valley Express. The 40-ft diesel urban transit buses, typical of heavy-duty transit buses throughout the nation, meet the needs of our heavily used trunk and express lines. The 29-ft. diesel buses are well-suited to collector routes that circulate through neighborhoods. The 22-ft. electric shuttles operate on routes through downtown business districts and areas popular with tourists.

Vehicle Preventive Maintenance Program

The MTD's preventive maintenance program comprises several elements, including daily, bi-weekly, and monthly inspections. The program is designed to maximize vehicle performance and minimize vehicle breakdowns. As with all fleet maintenance programs, unscheduled or failure maintenance is a part of the process. The purpose of preventive maintenance is to minimize such

occurrences. However, to replace all vehicular parts and components prior to failure is simply not a cost or time efficient maintenance philosophy. Rather, there is a balance to such efforts that takes into account labor and financial limitations.

TABLE 13
MTD Revenue Vehicle Fleet

Make	Type	Year	Power	Length (feet)	Number in Fleet	Seated Load	Age (years)
MCI	Coach	2004	Diesel	45	2	57	0
MCI	Coach	2004	Diesel	40	3	49	0
Gillig	Urban Transit	2004	Diesel	40	15	37	0
Nova	Urban Transit	2000	Diesel	40	5	36	4
Nova	Urban Transit	1998	Diesel	40	28	38	6
Gillig	Urban Transit	1984	Diesel	40	6	47	20
Gillig	Local	2004	Diesel	29	11	26	0
E-Bus	Shuttle	2001	Electric	22	4	18	3
E-Bus	Shuttle	2000	Electric	22	6	18	4
BMI / Spec.	Shuttle	1993	Electric	22	2	18	11
BMI / Spec. / APS	Shuttle	1990	Electric	22	8	18	14
Total / Average	n/a	n/a	n/a	n/a	90	33	5

Source: Santa Barbara Metropolitan Transit District.

Daily Inspections

The bus driver performs the daily inspection, through a required "pre-op inspection" and observations noted during vehicle operation. Safety-related conditions are inspected and repaired immediately. Any defects found are written on the defect card provided in each bus. Maintenance personnel collect the defect cards as the buses return to the yard. All noted defects are reviewed, entered into the fleet maintenance database, and either repaired immediately or deferred to a more appropriate time.

Bi-Weekly Inspections

The bi-weekly inspection of each vehicle occurs each 1,000 to 1,500 vehicle miles traveled, which is typically between 14 and 18 days. This preventive maintenance interval includes 39 inspection items. Repairs are carried out as warranted by the inspection.

Preventive Maintenance Inspection

The preventive maintenance inspection (PMI) is more action-oriented. At this interval, which can occur as often as every two or three weeks (depending on bus type), all key filters, fluids and lubricants are replaced. Also, some vehicular

defects noted during the daily or bi-weekly inspections are deferred until the preventive maintenance inspection. This inspection occurs every 3,000, 8,000, or 10,000 miles, depending on bus type.

Operations Facility

The MTD carries out administrative, dispatch, operations, and maintenance functions at the Olive Street Terminal, located at 550 Olive Street, Santa Barbara. The facility also provides parking for all MTD buses and for employee vehicles. Funding was obtained to expand the property by an additional 3.3 acres, and to reconstruct the facility. Construction began in 1999 and was completed in 2003. The project comprised several components, including:

- A new two-story 14,000 sq.-ft. administrative office building
- The addition of two maintenance bays and remodeled existing bays
- A remodeled maintenance management and parts department
- A new service and refueling island
- A new bus washing system.
- Additional bus storage.

Passenger Facilities

Passenger facilities include buildings, locations, and equipment that assist the passenger in utilizing mass transit. MTD passenger facilities include the downtown Santa Barbara Transit Center, and approximately 850 bus stops located along MTD transit routes.

Transit Center

The MTD Transit Center is located on a 15,700 sq.-ft. property at 1020 Chapala Street, between Carrillo Street and Figueroa Street. The location is one block west of State Street, the core of downtown Santa Barbara. The MTD owns the land and building. The location of the Transit Center in the heart of Santa Barbara's central business district makes the facility an ideal location for the primary hub and transfer point of MTD service. Currently, 16 of MTD's routes serve the Transit Center.

The Transit Center building serves a number of purposes. Foremost is the provision of a convenient and comfortable location for passengers to await the arrival of their bus. Both the inside and outside of the structure are used to this end, providing seating as well as covered shelter from inclement weather. The Transit Center is also the major point for transfers between MTD routes. MTD personnel provide route information and trip planning, and sell passes and tokens to the public. This is also the location where telephone requests for

schedule information are routed. Other services include public restrooms, change machines, and public telephones. The Transit Center also includes driver restrooms and an enclosed work area for a driver supervisor, the MTD dispatcher, and two transit advisors.

The MTD currently serves more than 6,000 passengers daily at the Transit Center, which opened in 1974 when the MTD operated 12 vehicles. With MTD's fleet of 90 vehicles today, the facility is inefficient and inadequate for current operational needs. The needs of the MTD and of the community in general have evolved. The MTD and the City of Santa Barbara Redevelopment Agency are working together on a potential Transit Village project to reconfigure the Transit Center site. This potential project is discussed in greater detail in Chapter 4.

Bus Stops

The MTD system includes approximately 850 bus stops located throughout the South Coast along MTD routes. More than 50 percent of MTD bus stops offer a bench, and nearly one-third include a trash receptacle. Approximately 60 bus stops are equipped with a shelter. Many provide schedule information, including a map of the routes that serve the stop. MTD bus stops are the only locations where passengers are allowed to board and alight from MTD buses. Where feasible, stops are placed no more than one-quarter mile apart. In some high-density areas, bus stops are placed more closely.

Bus stop locations and design are determined in consultation with the public works department of the political jurisdiction in which it is located (the County, or the cities of Santa Barbara, Carpinteria or Goleta). This is necessary because MTD bus stops utilize public streets and sidewalks, and MTD does not own the land upon which the stops are positioned. Additional factors in the positioning decision are safety, wheelchair accessibility and other ADA considerations, and passenger convenience.

The MTD has developed the following specifications for implementing bus stop improvements:

- All stops with 10 or more boardings per day shall be equipped with a bench.
- All stops with 100 or more boardings per day shall be equipped with a shelter.
- All stops with 25 or more boardings per day shall be adequately lighted.
- All major transfer points shall be equipped with relevant schedule information.

In order to measure internal compliance with these standards, MTD staff periodically evaluates ridership data from passenger surveys to determine which stops warrant improvements. MTD works with various local groups and individuals to identify and receive grants to implement bus stop improvements. In addition, some individuals maintain bus stops located in front of their property.

Other Properties

Overpass Property

The Overpass property is located at 5353 Overpass Road in the City of Goleta. The buildings and land (a 65,000 sq.-ft. parcel) are owned by MTD. The site formerly served as MTD's primary dispatch and bus storage location. The MTD is investigating the potential lease or sale of the property.

Calle Real Property

The MTD purchased 20 acres of undeveloped land in the mid-1980's with the intent of relocating all facilities to the location. (At that time, the Olive Street location had not yet been expanded, and the existing Olive Street site was not sufficient for the agency's needs.) The property is located along Calle Real, just north of Highway 101 and east of Turnpike Road in unincorporated Santa Barbara County. Opposition to the development of a bus facility developed among residents adjacent to the site, and the MTD halted efforts to develop the site as a bus facility. Currently, the MTD is examining a potential partnership with the County Housing Authority to develop the property as a Transit-Oriented Development.

Non-Revenue Vehicles

MTD owns 17 non-revenue vehicles for business activities. The non-revenue fleet includes five vehicles for maintenance purposes, eight vehicles for driver supervision and relief needs, one service vehicle, and three vehicles for general staff purposes. In addition to these 17 vehicles, the MTD owns three electric Think Neighbor vehicles for errands around central Santa Barbara.

Radio System

MTD employs a standard two-way radio system for communications between vehicles, facilities and employees. The system includes a radio in each bus and shuttle (and some non-revenue vehicles), dispatch consoles at the Operations Facility and the Transit Center, handheld radio units, and the base station located in the hills above Santa Barbara. The MTD replaced all radios and the remote repeater in 1997. Replacing the radios also allowed MTD to upgrade the PA system in the buses. All diesel buses have an internal and external PA system that works off the radio, meeting ADA requirements. The control consoles are equipped to respond to emergency buttons on the new radios in the event of problems on the bus.

Management Information Systems

In recent years, the MTD has implemented several advances in management information systems, including:

- Electronic Fareboxes
 - In 2000, the MTD upgraded all revenue vehicles with GFI Odyssey electronic fareboxes. This improvement allowed the MTD to offer magnetic-strip passes and automated transfers to riders, and improved the collection and analysis of fare revenue and ridership data.
- Computer Network
 - In recent years, the MTD purchased hardware and software to implement an integrated computer network. This has improved communications within MTD, and provided a more efficient and effective means of monitoring, evaluating, and managing system operations.
- Fleet Management Software
 - In October 2004, the MTD implemented new fleet management software to improve the agency's maintenance and parts efficiency.
- Scheduling/Run-Cutting/Bid/Dispatch Software
 - Beginning in November 2004, and continuing at the current time, the MTD is in the process of implementing new Microsoft Windows-based software for scheduling, run-cutting, bidding, and dispatching. The new software is expected to improve the cost-efficiency of scheduling and run-cutting. The software is also expected to improve the ability of the MTD to efficiently manage the driver bid process and vehicle dispatching.

SERVICE PLANNING PROCESS

The MTD strives to provide a safe, reliable, effective, and cost-efficient public transit system for everyone residing within the MTD boundaries. This includes those who depend on public transit for their transportation, as well as those who have other mobility options but choose to ride public transit. With these needs, it is necessary to optimize the use of the limited resources available. Accordingly, the MTD annually carries out a detailed service planning and evaluation process. The process includes guidelines for developing routes and schedules, and presents a comprehensive way of evaluating their relative effectiveness. Further, it provides the MTD Board of Directors with information needed to establish priorities in the allocation of district resources. Various regulations, constraints and market conditions shape the planning process, as discussed below.

Considerations in the Service Planning Process

MTD Annual Budget

The MTD Accounting Department initiates the annual process by establishing a revenue-hour budget for the operation of the system for the coming fiscal year. The MTD Maintenance Department determines the number of vehicles it can provide and keep in service. The Transit Development Department then establishes the service schedule based on the number of hours and vehicles available.

Government Agency Regulations

The MTD route planning process complies with Federal Transit Administration (FTA) requirements for public input, by ensuring that interested members of the public have an opportunity to express their concerns regarding potential changes to the transit service. The planning process also complies with similar requirements of the California Transportation Development Act (TDA). For example, the MTD participates as a member of SBCAG's Santa Barbara County Transit Advisory Council.

Local Agency Agreements

The MTD has agreements with local jurisdictions and government agencies related to funding provided to the MTD by the jurisdictions for services as described in the agreements. These agreements are consulted as necessary in the annual planning process.

Demographic Changes

Shifts in population as a result of new residential developments and/or new commercial business parks are considered when developing service plans. The MTD works with local jurisdictions to be made aware of planned developments that may require changes to transit service.

Annual Service Planning Outline

The following outline describes the annual process that MTD staff follows in developing a service plan for the coming fiscal year. As is shown, the extensive process includes the collection and analysis of a variety of quantitative and qualitative data.

MTD Service Planning & Evaluation Data Collection

- Qualitative Data
 - Public input
 - ✓ Passenger comments
 - ✓ E-mail and phone communications
 - ✓ Public meetings
 - ✓ Advocacy groups
 - MTD employee input
 - ✓ Drivers/supervisors/transit center staff comments
 - ✓ Staff ride-alongs
 - ✓ Time point checks
 - ✓ Schedule adherence checks
 - Input from other agency staff
 - ✓ Caltrans
 - ✓ SBCAG
 - ✓ County
 - ✓ Cities
 - ✓ Other districts (e.g., APCD, schools)
- Quantitative Data
 - Annual Route Analysis
 - ✓ Compare each route to system average and to previous year
 - Annual Service Evaluation
 - ✓ Ridership measure (riders per hour or trip)
 - ✓ Economic measure (subsidy per passenger)
 - ✓ Routes in fourth quartile require recommendation to MTD Board
 - Ridership surveys
 - ✓ Various lines as needed
 - Standard transit industry methodologies
 - ✓ Transit elasticities
 - ✓ Demographic analysis

MTD Staff Provides Recommendations to Board

- MTD Board:
 - Holds public hearing
 - Considers staff recommendations

PUBLIC INFORMATION

It is essential that the MTD provide information to the general public to ensure that the transit service is convenient and easy to use. Effective means of communication are necessary to provide the information. The dissemination of route and schedule information is the most important, but it is also necessary to provide the community with clear information about fares, upcoming service changes, and general knowledge about the MTD. This information is made available through various means.

Printed Information

- Annual "Schedules" guide
 - Includes schedules, maps, and bus stops for all routes
 - Various related information (e.g., fares, holiday service)
- The MTD website (www.sbmtd.gov)
 - Includes schedules and maps for all routes
 - MyMTD, an e-mail service that provides personalized e-mail notifications
 - General MTD information
- Information posted at bus stops
 - Each stop has sign with the MTD logo and route number(s)
 - Some stops include schedules and "wayfinder" information
- Information posted on buses
- Passenger newsletters and flyers
- Press releases
- Newspaper advertisements

Verbal Communication

- Transit Center advisors
- Staff response to telephone calls and e-mail from the public
- Interaction between MTD drivers and passengers
- Public meetings regarding potential service changes
- Television and radio advertisements

MARKETING PROGRAM

The MTD marketing program strives to increase the MTD's visibility and ridership by publicizing the agency's identity as a reliable and efficient transportation

choice on the South Coast. The strategy to achieve this mission is to heighten public awareness of MTD as a safe, effective, and cost-efficient bus system that provides a positive rider experience. This is accomplished by identifying opportunities for repeated exposure to targeted audiences through focused marketing programs, the media, and community relations. The Marketing Department's motto is "Comfort, Service, Convenience." The department also incorporates individualized marketing to likely transit users.

MTD Perception Study

Davies Communications conducted a perception study for the MTD in March 2002. The goal of the study was to uncover MTD brand perception and awareness in the community, to measure the effectiveness of past communications and to identify the most effective messages for the future. The results are used by MTD to better understand non-rider groups and to determine the best type of promotion to capture the target audience through name recognition and an enhanced understanding of the public bus system.

The findings of the study included:

- MTD is perceived as doing a good job in an environment where public transportation is seen as weak.
- Infrequent ridership may be explained by perception of inconvenience, not inaccessibility.
- Increase of routes and frequency define the greatest need for improvement of convenience.
- There is a high awareness of the MTD sub-brand of shuttle services- with the Waterfront and Seaside Shuttles receiving most use.
- Awareness and use of MTD information are relatively low, but not significant reasons for infrequent ridership.
- There does not exist a high awareness of improved bus stop conditions.
- Awareness of branding efforts and messages are mixed.

The study recommended the following:

- Define audience segments and needs
- Refine and tailor messages
- Create general brand/service awareness tools:
 - Print/radio/television campaigns
 - Direct mail
 - Earned media

- Create/promote venues to highlight service quality and convenience
- Explore additional strategic partnerships

Service Change Information

Marketing staff carries out a promotional plan to notify passengers of the service changes planned for the year. The service plan is finalized on a schedule that allows time to communicate the changes to riders prior to implementation. This allows riders to make arrangements as necessary based on the changes. Rider communication includes rider newsletters, transit cards on the buses, on-board flyers, public meetings, press releases, print ad displays, and the MTD Website. Bus drivers also play an important role in communicating this information to riders, as well as providing important feedback to staff from the riders.

Elementary School Outreach Program

The MTD's school educational program, referred to as the Elementary School Outreach Program (ESOP), includes separate presentations for kindergarten through third grade, and fourth through sixth grade. Both presentations are free, and are available to all elementary schools within MTD's service area. The younger grades learn about riding the bus, where the bus can take you, who owns the buses, and safety rules. A short bus trip ends the lesson. A coloring book, a letter to the parents, and a Parent Pass good for a free bus ride are distributed to each child. The children also are given an "I learned about the bus today" sticker. The presentation for older grades focuses on the positive impacts of public buses, and environmental issues associated with the electric shuttles. The students receive an advanced activity book, along with a Parent Pass and letter to their parents. The program is successful in making future riders aware of the MTD, and is well-received by local elementary schools.

Shuttle Decorations

The Downtown-Waterfront Shuttle "toppers" decorate the shuttles on several holidays throughout the year, and have become a "must see." These decorations add to the appeal of the small, clean, and quiet electric shuttles, which have become a trademark of Santa Barbara.

ADA COMPLEMENTARY PARATRANSIT SERVICE

As mentioned above, the MTD does not directly operate the complementary paratransit service required under federal law, the Americans with Disabilities Act (ADA). The MTD provides a subsidy to Easy Lift Transportation, a private non-profit company, to operate this service. In FY 2004, the MTD provided a total cash subsidy of approximately \$332,000 to Easy Lift. (Easy Lift also receives state TDA funds as the Consolidated Transportation Service Agency, or CTSA,

for the South Coast, receives a regional Measure D local sales tax allocation from SBCAG, and receives additional funding from local jurisdictions and from private charitable foundations.)

The ADA requires complementary paratransit service to be comparable to the fixed-route service offered by the MTD, including the area covered and the days and hours of operation. Persons with disabilities who cannot use the fixed-route service are eligible to use the complementary paratransit service. A Memorandum of Understanding (MOU) between the MTD and Easy Lift facilitates MTD oversight of the Easy Lift service. To allow the MTD to ensure that all ADA complementary paratransit requirements (and other federal and state requirements) are fulfilled, the MOU requires Easy Lift to submit monthly operating reports, quarterly financial reports, and annual system reports to the MTD. Site visits and project status and performance review meetings are conducted as needed.

Table 14 provides an overview of the ADA service for FY 2003 and FY 2004. As is shown, the number of one-way passenger trips provided by Easy Lift increased from 18,966 in FY 2003 to 21,440 in FY 2004.

TABLE 14
ADA Complementary Paratransit Service

Easy Lift ADA Service	FY 2004	FY 2003
<u>Operating Characteristics</u>		
Passengers (One-Way Trips)	21,440	18,966
Peak Vehicles	12	12
Revenue Hours	13,463	13,594
Revenue Miles	196,611	185,166
MTD Operating Subsidy	\$332,173	\$219,300
ADA Service Fare Revenue	\$41,356	\$36,312
<u>Performance Indicators</u>		
Passengers per Revenue Hour	1.6	1.4
Passengers per Revenue Mile	0.11	0.10
MTD Oper. Subsidy per Pass.	\$15.49	\$11.56

Note: Service and data provided by Easy Lift Transportation, Inc.

This increase in ridership was accomplished with a small reduction in revenue hours and a small increase in revenue miles. Thus, passengers per revenue hour and passengers per revenue mile both improved from FY 2003 to FY 2004. A substantial increase in the MTD operating subsidy resulted in a significant increase in the MTD subsidy per trip. The effectiveness and cost-efficiency of the ADA complementary paratransit service will be of increasing importance, as the number of persons eligible for the service increases in coming years.

Chapter 3: MTD Service Alternatives

PROGRAMMED ENHANCEMENTS

This section describes programmed enhancements funded through federal Congestion Mitigation and Air Quality Improvement program (CMAQ) grants awarded by SBCAG to the MTD. One of these enhancements, the Santa Ynez Valley Express, was recently implemented. The remaining programmed enhancements will be implemented during the five-year planning period. Table 15 provides a summary of the CMAQ funding the MTD has been awarded for the programmed enhancements.

TABLE 15
CMAQ Funding for Programmed Enhancements

Capital Assistance	Number of Vehicles	CMAQ (88.5%)
<u>Vehicles</u>		
Isla Vista/UCSB Shuttle -- Electric	5	\$1,194,700
Mesa Loop -- Clean Diesel	3	\$716,800
Crosstown Shuttle -- Electric	4	\$955,800
Replacement Buses -- Clean Diesel	11	\$2,278,900
<i>Total Vehicles</i>	23	\$5,146,200
<u>Other Capital</u>		
Downtown Santa Barbara Superstops		\$277,560
<i>Total Capital</i>		\$5,423,760
Operating Assistance	Net Add'l. Hrs. (Annual)	CMAQ (3-Year Total)
Santa Ynez Valley Express	2,550	\$331,200
Calle Real/Old Town Shuttle (Goleta)	2,368	\$438,900
Isla Vista/UCSB Shuttle (County)	5,214	\$963,000
Mesa Loop (Santa Barbara)	2,418	\$426,600
<i>Total Operating</i>	12,550	\$2,159,700
Grand Total CMAQ Funding		\$7,583,460

Source: Santa Barbara Metropolitan Transit District, Strategic Planning.

The required methodology for calculating eligible expenses, federal share, and local match for federally-funding transit operating assistance projects is described in FTA Circular 9030.1C (Urbanized Area Formula Program: Grant Application Instructions). The Circular defines eligible expenses as follows: "eligible operating expenses are direct labor, material, and overhead expenses incurred on an accrual basis by an operator to provide transit services in the urbanized area during one local fiscal year." For CMAQ-funded projects, the Federal share of any operating assistance project may not exceed 80 percent of net project cost. Net project cost must be calculated as follows: "the entire amount of farebox revenues must be matched against eligible expenses, thus

reducing the net project cost subject to FTA participation." This required methodology was utilized by the MTD to calculate CMAQ operating assistance.

Santa Ynez Valley Express

The Santa Ynez Valley Express began service on March 1, 2005. Although this service has already been implemented, it is included in this discussion because it is a significant step for the MTD. This regional peak-period commuter service is the first MTD service to extend outside of the district boundaries.

The Valley Express provides four round trips each weekday, traveling from the Santa Ynez Valley (with stops in Solvang and Buellton) to the South Coast in the A.M. peak period, and returning to the Santa Ynez Valley in the P.M. peak period. The MTD is providing this service to assist local jurisdictions in meeting the challenges of increased traffic congestion, as discussed in Chapter 1.

As shown in Table 15, the operating subsidy for the initial three years of the service are funded through a federal CMAQ grant awarded to the MTD by SBCAG. The grant requires a 20 percent local match, which will be provided by the MTD. The service utilizes five over-the-road coaches, which were also purchased with federal assistance from a CMAQ grant and an MTD local match.

As shown in Table 16, the Valley Express will increase MTD service by 2,550 revenue hours annually, at a total annual operating cost of \$228,100 (in FY 2005 dollars). For the three-year period, ridership is expected to average 42,160 one-way trips annually, generating fare revenue on average of \$126,480 annually. The CMAQ grant is expected to provide a three-year total subsidy of \$331,200.

South Coast Transit Priorities

In October 2004, the SBCAG Board of Directors approved the MTD's requested amendment to the South Coast Transit Priorities (SCTP) CMAQ grant. This grant, first programmed in 2000, originally envisioned the purchase of a fleet of 30-ft. electric buses. This original plan proved to be infeasible, and the amended plan calls for the purchase of a mix of 30-ft. clean-burning diesel buses and 22-ft. electric shuttles. Table 15 above provides a summary of the elements of the amended SCTP. Each element of the amended project is discussed below.

SCTP Routes

The South Coast Transit Priorities includes three new routes. Each of the three is discussed below.

TABLE 16
Summary of Programmed Enhancements

Service	Additional Annual		Projected Oper. Cost (Note 1)	Projected Passengers per Rev. Hr.	Projected Oper. Cost per Pass.
	Passengers	Revenue Hours			
Santa Ynez Valley Express (Note 2)					
Impact	42,160	2,550	\$228,100	16.5	\$5.41
Calle Real/Old Town Shuttle					
Impact	41,530	2,368	\$211,800	17.5	\$5.10
Isla Vista/UCSB Shuttle					
Impact	92,860	5,214	\$466,300	17.8	\$5.02
Mesa Loop					
Impact	51,920	2,418	\$216,300	21.5	\$4.17
Total Programmed Enhancements					
Impact	228,470	12,550	\$1,122,500	18.2	\$4.91

Note 1: Based on MTD FY 2005 total operating cost (not including depreciation) of \$89.44 per hour of service.

Note 2: Passengers per trip is a more appropriate ridership indicator for the Valley Express. The service is expected to carry an average of approximately 20.0 passengers per trip during the three-year pilot period.

Source: Santa Barbara Metropolitan Transit District, Strategic Planning.

Calle Real/Old Town Shuttle

The Calle Real/Old Town Shuttle in Goleta is a new service that will utilize a 30-ft. clean-burning diesel bus to provide attractive daily service between the Calle Real and Old Town shopping areas of Goleta. The route will travel over Highway 101 on the Fairview Avenue bridge. The new service will operate 363 days per year (every day except Thanksgiving Day and Christmas Day). The Calle Real/Old Town Shuttle will operate every 30 minutes from 7:00 A.M. to 7:00 P.M. on weekdays, and from 10:00 A.M. to 6:00 P.M. on weekends. The MTD plans to implement this route in late August 2005.

Because the Calle Real/Old Town Shuttle will utilize an existing MTD bus, no capital investment is required for the service. As shown in Table 16, the route will increase MTD service by 2,368 revenue hours annually, at a total annual operating cost of \$211,800. MTD forecasts an average of 41,530 additional passenger trips annually during the three-year pilot period. The CMAQ grant awarded to the MTD by SBCAG is expected to provide an operating subsidy of \$146,300 annually, for a three-year CMAQ total of \$438,900 in operating subsidy.

Isla Vista/UCSB Shuttle

The MTD expects to implement the Isla Vista/UCSB Shuttle in August 2006. The new Isla Vista/UCSB Shuttle will utilize five 22-ft. electric shuttles to provide daily service connecting the communities of Isla Vista and the University of California at Santa Barbara (UCSB), and serving the Camino Real Marketplace. The new service will replace MTD's existing Line 27 that currently operates on the route, and will increase service on the route. Line 27 uses one 40-ft. clean-burning diesel bus and operates on UCSB instructional days only (161 days in FY 2005), running every 30 minutes from approximately 8:00 A.M. to 6:00 P.M. on those days

The new route will operate 363 days per year (every day except Thanksgiving Day and Christmas Day). The new service will operate from 7:00 A.M. to 7:00 P.M. on weekdays, and from 10:00 A.M. to 6:00 P.M. on weekends. On weekdays, the new service will operate every 15 minutes from 7:00 - 9:00 A.M. and 5:00 - 7:00 P.M., and every 22.5 minutes from 9:00 A.M. - 5:00 P.M. On weekends, the service will operate every 45 minutes.

The CMAQ grant awarded to the MTD by SBCAG will provide 88.5 percent of the cost of the electric shuttles, totaling an estimated \$1,194,700. Santa Barbara County has agreed to provide the 11.5 percent local capital match of \$155,300. As shown in Table 16, the Isla Vista/UCSB Shuttle will increase MTD service by 5,214 hours of revenue service annually, at a total annual operating cost of \$466,300. MTD forecasts an average of 92,860 additional passenger trips per year during the three-year pilot period. The CMAQ grant is expected to provide an operating subsidy of \$321,000 annually, for a \$963,000 three-year total.

Mesa Loop

The Santa Barbara Mesa Loop will utilize three 30-ft. clean-diesel buses to provide a convenient weekday option for residents of the Santa Barbara Mesa neighborhoods who work or shop in downtown Santa Barbara. The route will also provide downtown circulator service to the Superstops (described below). Currently, MTD provides a small-scale version of a similar service as an adjunct to Line 5. MTD currently provides ten trips (approximately one trip per hour) between 8:00 A.M. and 5:00 P.M.

The MTD expects to implement the Mesa Loop in August 2006. The new route will operate on weekdays from 7:00 A.M. to 6:30 P.M. The service will operate every 20 minutes from 7:00 - 8:30 A.M. and 5:00 - 6:30 P.M., and every 40 minutes from 8:30 A.M. - 5:00 P.M.

The CMAQ awarded to the MTD by SBCAG grant will provide 88.5 percent of the cost of the clean-burning diesel buses, totaling an estimated \$716,800. The City of Santa Barbara has agreed to provide the 11.5 percent local capital match of

\$93,200. As presented in Table 16, the Santa Barbara Mesa Loop will increase MTD service by 2,418 revenue hours annually, at a total annual operating cost of \$216,300. MTD forecasts an average of 51,920 additional passenger trips per year during the three-year pilot period. The CMAQ grant is expected to provide \$142,200 in operating subsidy annually during the three-year pilot period, for a three-year total of \$426,600.

SCTP Capital Elements

As discussed above, the Isla Vista/UCSB Shuttle requires five 22-ft. electric shuttles and the Mesa Loop requires three 29-ft. clean-burning diesel buses. The SCTP also includes additional capital elements, as described below. These elements are included in Table 15 above, and are also discussed in Chapter 4.

Crosstown Shuttle Vehicles

The MTD began operation of the Crosstown Shuttle in July 2001, in partnership with the City of Santa Barbara. The Crosstown Shuttle was originally one of the SCTP routes, and the vehicles for the service were included in the original project. The City provided the MTD with the funds to purchase four 22-ft. electric shuttles to begin the Crosstown Shuttle prior to implementation of other SCTP routes.

The agreement with the City calls for the four shuttles to be transferred to the Downtown-Waterfront Shuttle as replacement vehicles, following the purchase of the programmed Crosstown Shuttle vehicles. The MTD plans to purchase four 22-ft. electric shuttles with an enclosed-body design for the Crosstown Shuttle. The CMAQ grant will provide 88.5 percent of the funds for the shuttles, estimated at \$955,800. The City of Santa Barbara has agreed to provide the 11.5 percent local capital match of \$124,200.

Replacement Buses

The original SCTP project included replacements for the MTD's fleet of smaller buses for neighborhood routes. These were originally intended to be electric vehicles. However, as mentioned above, it was infeasible to procure the envisioned vehicles. Thus, the MTD has replaced the buses with eleven new 29-ft. clean-burning diesel buses. Originally, the MTD leased the eleven vehicles, because it was imperative to replace the old fleet of smaller buses. The MTD has now purchased the vehicles with assistance from the CMAQ grant. The MTD provided the required local match.

Downtown Santa Barbara Superstops

The original SCTP included four downtown Santa Barbara Superstops. Superstops are envisioned as bus stops with enhanced amenities that will entice

potential riders with mobility options to utilize transit service. The amended SCTP also includes these enhanced bus stops. The MTD will continue to work with the City of Santa Barbara to provide this enhancement. The CMAQ grant will provide \$277,560 for the Superstops, and the City of Santa Barbara has agreed to provide the required local match of \$36,070.

Summary of Programmed Enhancements

Table 16 (see above) provides a summary of MTD's programmed service enhancements, comprising the Valley Express and the three SCTP routes. The Valley Express has recently been implemented, and the three SCTP routes are included in the MTD's five-year plan in Chapter 7. The table shows the estimated additional annual passengers, revenue hours, and operating cost (in FY 2005 dollars) that is expected to result from each of the routes, as well as the average passengers per revenue hour and operating cost per passenger.

The data in the table represent estimated average values for the three-year pilot period funded with the assistance of the CMAQ grant awarded to the MTD by SBCAG. The performance of each route is expected to improve during the course of the three-year period. The performance indicators in the table above can be compared to MTD's systemwide averages (see Table 12 in Chapter 2). For FY 2004, the systemwide average was 39.3 passengers per revenue hour and \$2.23 operating cost per passenger trip.

Thus, the programmed enhancements are not expected to perform at the MTD FY 2004 average level during the pilot period. However, it is expected that the trend of the indicators for these services by the end of year three of the pilot period will be sufficient to warrant the continuation of the services, and that the local jurisdictions will find it in their interest to fund the ongoing operating subsidy that will be required to continue the SCTP services. MTD staff will monitor the services closely during the pilot period, and will keep local jurisdiction staff informed about the performance of the routes.

POTENTIAL TRAFFIC MITIGATION ENHANCEMENTS

MTD staff has considered various potential enhancements beyond those currently programmed. Local jurisdictions have expressed interest in the enhancements discussed in this section to assist their efforts to mitigate traffic. Implementation of any of these potential traffic mitigation enhancements is dependent on the MTD receiving additional funding beyond that currently expected. Thus, these potential enhancements are not included in the MTD's five-year plan in Chapter 7.

Mitigation for Construction of Highway 101 Operational Improvements

The California Department of Transportation (Caltrans) plans to construct several operational improvements to Highway 101 between Milpas Street and Hot Springs Road beginning in September 2006. The project is expected to require four years to complete. Table 17 summarizes the potential costs and benefits of two potential traffic mitigation enhancements related to the Highway 101 Operational Improvements. Both are discussed below.

TABLE 17
Summary of Potential Traffic Mitigation Enhancements

Service	Additional Annual			Projected Passengers per Rev. Hr.	Projected Oper. Cost per Pass.	Projected Subsidy per Pass.	
	Passengers	Revenue Hours	Oper. Cost (Note 1)				Subsidy (Note 2)
Maintain Existing Service on Lines 2, 14, 20, & 21x (During Hwy 101 Oper. Imp.)							
Impact	0	6,715	\$600,600	\$600,600	n/a	n/a	n/a
Expand Line 21x - Carpinteria Express (During Hwy 101 Oper. Imp.)							
Impact	104,780	4,191	\$374,800	\$284,700	25.0	\$3.58	\$2.72

Note 1: Based on MTD FY 2005 total operating cost (not including depreciation) of \$89.44 per hour of service.

Note 2: Subsidy is MTD FY 2005 total operating cost minus expected fare revenue.

Source: Santa Barbara Metropolitan Transit District, Strategic Planning.

Maintain Existing Service on Lines 2, 14, 20, & 21x

MTD staff is concerned about impacts to our existing services during the four-year construction period of the Highway 101 Operational Improvements. The construction period is expected to begin in September 2006. The project will provide several improvements to Highway 101 between Milpas Street and Hot Springs Road.

MTD Lines 20 and 21x to Carpinteria and Line 14 to Montecito currently travel through the project area, and MTD expects these routes to be impacted by increased congestion. Line 20, the Carpinteria local route, will likely be required to detour for at least three of the four years due to planned ramp closures, further exacerbating the problem. Also, Line 2 from the Eastside to downtown travels on Carpinteria Street and the Milpas Street roundabout, and MTD expects an impact on that service as well. To maintain the existing level of service on these routes would require additional resources, which the MTD does not currently have available. Without the additional resources to maintain service, headways on the four routes are expected to degrade.

MTD staff developed an estimate of the expected impact, based on minutes of expected delay per trip on each of the four routes. It is estimated that maintaining current headways on the four routes would require 6,715 additional

revenue hours of service annually. This estimate assumes that the MTD scheduling staff can develop an effective and cost-efficient interlined system with the new route timings.

The annual operating cost for the additional service (in FY 2005 dollars) would total \$600,600 per year, not including depreciation. Because the additional service would simply maintain the current headways, no additional riders are assumed. Thus, there is no additional fare revenue to offset any of the increased cost. The additional service would require two or three additional 40-ft. buses for peak hour service, at an estimated cost of \$300,000 each. (The necessary buses could potentially be leased rather than purchased.)

MTD staff prepared the "Transit Service Study of the Traffic Effects of Construction of the Highway 101 Operational Improvements on the MTD" in consultation with staff of Caltrans, SBCAG, and the City of Santa Barbara. When this project goes back to the SBCAG Board with a request to fund additional cost increases, Caltrans agreed to include among the cost increases an operating subsidy for MTD in the sum of \$205,000 in the first year of construction and the resources necessary to lease up to two additional buses to maintain peak-period headways on Lines 2, 14, & 20. This service is not included in programmed enhancements, because the additional funding is not assured.

Expand Line 21x - Carpinteria Express

The MTD's existing Line 21x - Carpinteria Express offers the best opportunity to mitigate traffic during the Highway 101 Operational Improvements construction period. Currently, Line 21x runs on approximately 30-minute headways at peak periods in the peak direction. MTD staff analyzed the resources needed to increase service to provide 15-minute peak-direction headways from 6:30 to 9:30 A.M., and 3:30 to 6:30 P.M. The duration of the peak periods could be adjusted to increase or decrease the resources required.

This service enhancement would require an estimated 4,191 additional revenue hours annually, at an annual total operating cost of \$374,800. Fare revenue generated by an estimated 104,780 annual passengers would total \$90,100, reducing the annual subsidy requirement to an estimated \$284,700 annually. The enhancement would require one additional 40-ft. bus, which could be purchased (at an estimated cost of \$300,000) or leased. The MTD's partners (i.e., Caltrans, SBCAG, and the City of Santa Barbara) have not indicated interest in pursuing this option.

USCB Circulator Shuttle

USCB has expressed interest in the implementation of a campus circulator service, building on the new Isla Vista/USCB Shuttle (described above under "Programmed Enhancements"). The service would utilize 22-ft. electric shuttles

to provide quick, convenient, clean, and quiet circulation within UCSB. This attractive circulation service would provide another incentive for students, faculty, and staff to use public transit rather than drive to the campus. The potential shuttle service would provide connections with the Isla Vista/UCSB Shuttle, as well as with other MTD routes that serve the campus. Implementation of such a service would require additional sources of capital and operating funding for the MTD.

Carpinteria Avenue/Via Real Shuttle

The City of Carpinteria has expressed interest in implementation of a new transit route that would utilize 22-ft. electric shuttles to serve the Carpinteria Avenue and Via Real corridor, between Linden Avenue and Rincon Road (SR 150). Two roadway construction projects would have to be completed before this potential enhancement could be considered:

- Completion of Via Real between San Roque Mobile Estates and Casitas Pass.
- Construction of a roundabout at the junction of Via Real and Rincon Road.

As with the potential UCSB Circulator Shuttle discussed above, implementation of a Carpinteria Avenue/Via Real Shuttle would require additional sources of capital and operating funding for the MTD. A shuttle route serving this corridor would comprise approximately a four-mile round trip requiring approximately 30 minutes to complete. If one shuttle were in service at a time, the route would operate in one direction only. This would limit the attractiveness of the service, because passengers would have to ride around the long way for one leg of their trip. A bi-directional route utilizing two shuttles in service simultaneously would double the revenue hours required and, thus, would double the cost of the service.

Commuter Rail Service

Potential enhancements related to commuter rail service are presented as discussion items only. MTD staff has not analyzed the costs and benefits of this alternative. If the South Coast community wishes to pursue a rail commuter system, a thorough analysis of these costs and benefits would be required. The ongoing *101 In Motion* process (discussed in Chapter 1) is examining the feasibility of commuter rail service

Distribution & Collection for Commuter Rail Service

Interest is growing in the South Coast in the implementation of commuter rail service connecting the area to Ventura County. MTD staff recognizes that there are significant financial and logistical hurdles to the implementation of such service. However, in the event that such service were to be implemented, staff has considered potential costs and benefits of MTD provision of distribution and

collection service between the three existing South Coast rail stations in Carpinteria, Santa Barbara, and Goleta, and commuters' final destinations.

To attract riders with mobility options, a commuter rail service must include a distribution service that meets the A.M. trains at the train stations and delivers the riders to their destinations with minimal delay. Similarly, for the P.M. return trips, the collector service must transport the riders to the rail stations expeditiously, and must be timed to arrive at the station no more than a few minutes before the scheduled train departure time. Thus, an attractive distribution and collection service would require dedicated shuttles for each rail station, serving each train arrival and departure. If commuter rail service is to be implemented, MTD will analyze the costs and benefits of collection and distribution service in conjunction with a commuter rail implementation plan.

Locally-Based Commuter Rail Service

It may prove to be infeasible to extend existing rail commuter service from Ventura County to the South Coast. In that proves to be the case, persons who are interested in the implementation of commuter rail service may wish to examine the feasibility of a locally-based rail commuter system. Such a system could utilize diesel multiple unit (DMU) technology, self-propelled commuter rail cars capable of pulling up to two additional coaches. An example of a DMU that has been approved by the Federal Railroad Administration for use in mixed service with freight trains can be seen at www.coloradorailcar.com.

SERVICE ENHANCEMENTS WITH ADDITIONAL UNRESTRICTED FUNDING

For the five-year plan presented in Chapter 7, it is assumed that the resources available for the core transit services provided by the MTD will be sufficient to sustain the existing level of service, but will not be sufficient to expand core services. Thus, for the five-year plan it is assumed that changes to core services during the period will be limited to reallocation of resources between existing core services to increase the transit system's overall effectiveness and cost-efficiency.

The previous section on potential traffic mitigation enhancements requiring additional resources presented analyses of potential enhancements that may be of interest to local jurisdictions to meet their traffic mitigation goals. If a local jurisdiction wished to fund one of those enhancements as traffic mitigation, the funding would be restricted to that service. However, as described in Chapter 2, current MTD core services have shortcomings. These are primarily related to passenger overloads at peak times, and to schedule adherence issues due to increasing traffic congestion. The MTD could utilize additional unrestricted funding to alleviate those shortcomings. These transit enhancements could also aid the local agencies in meeting their traffic mitigation goals by attracting riders who currently drive themselves.

Table 18 presents a summary analysis of several potential core service enhancements that MTD staff would recommend for implementation if additional unrestricted funding were available for core MTD services. The enhancements are presented in priority order, and are numbered 1 through 16. Each of these potential enhancements would contribute to the MTD's provision of reliable, convenient, effective, and cost-efficient public transit service for those who depend on public transit for their transportation, as well as for those who have other mobility options but choose to ride public transit.

Each potential enhancement included in the table would require an ongoing annual source of unrestricted operating subsidy, in addition to the funds currently received by the MTD. In addition to the operating subsidy, three of the enhancements would require the purchase of additional vehicles:

- Priority 1 - *Line 1 & 2: 10-Minute Peak Headways* would require three 40-ft. diesel buses, at an estimated cost of \$300,000 per bus (for an estimated total of \$900,000).
- Priority 3 - *Line 6 & 11: 10-Minute Peak Headways* would require four 40-ft. diesel buses, at an estimated cost of \$300,000 per bus (for an estimated total of \$1,200,000).
- Priority 15 - *Crosstown: Increase Weekday Span* would require two 22-ft. electric shuttles, at an estimated cost of \$270,000 per bus (for an estimated total of \$540,000).

As presented in Table 18, these potential core service enhancements would provide a wide range of estimated costs and benefits. Estimates range from 104,600 additional riders annually at an annual operating cost of \$454,300 (for Priority 3), to 1,200 additional riders annually at an annual operating cost of \$20,400 (for Priority 16).

Table 18 also includes the estimated annual subsidy for each potential enhancement. For these potential core service enhancements, the annual subsidy is calculated by subtracting from the total operating cost not only the expected fare revenue (as was the case above, for potential traffic mitigation enhancements), but also MTD's overhead expense. MTD's overhead expense is subtracted because it is assumed that these expansions of existing services could be implemented with little impact to the agency's overhead expense.

Thus, the estimated annual operating subsidy requirements for the enhancements would range from \$316,900 (for Priority 3) to \$17,300 (for Priority 16). In total, it is estimated that these enhancements would require approximately \$1.8 million annually in additional unrestricted operating subsidy

TABLE 18
Core Service Enhancements with Additional Unrestricted Revenue

Service	Additional Annual			Projected Passengers per Rev. Hr.	Projected Oper. Cost per Pass.	Projected Subsidy per Pass.	
	Passengers	Revenue Hours	Oper. Cost (Note 1)				Subsidy (Note 2)
1. Line 1 & 2: 10-Minute Peak Headways							
Impact	88,500	3,810	\$340,800	\$229,100	23.2	\$3.85	\$2.59
2. Line 12x: Extend Weekday to 10:00 P.M.							
Impact	15,900	762	\$68,200	\$47,300	20.9	\$4.29	\$2.97
3. Line 6 & 11: 10-Minute Peak Headways							
Impact	104,600	5,080	\$454,300	\$316,900	20.6	\$4.34	\$3.03
4. Line 20: 30-Minute Weekday Service All Day							
Impact	29,200	1,778	\$159,000	\$117,300	16.4	\$5.45	\$4.02
5. Line 8: 30-Minute Weekday Service All Day							
Impact	28,500	1,778	\$159,000	\$117,900	16.0	\$5.58	\$4.14
6. Line 3: 20-Minute Weekday Service All Day							
Impact	43,100	2,794	\$249,900	\$186,700	15.4	\$5.80	\$4.33
7. Line 3: Increase Weekday Evening Span							
Impact	7,000	508	\$45,400	\$34,700	13.8	\$6.49	\$4.96
8. Line 15x: Year-Round Weekday Service							
Impact	18,600	1,496	\$133,800	\$103,800	12.4	\$7.19	\$5.58
9. Line 24x: Fill Non-School-Day Mid-Day Gap							
Impact	6,300	540	\$48,300	\$37,900	11.7	\$7.67	\$6.02
10. Line 12x: Fill Weekday Mid-Day Gap							
Impact	23,300	2,032	\$181,700	\$142,800	11.5	\$7.80	\$6.13
11. Crosstown: Weekend Service							
Impact	19,200	1,744	\$156,000	\$123,200	11.0	\$8.13	\$6.42
12. Line 8: 30-Minute Weekend Service							
Impact	13,000	1,308	\$117,000	\$93,600	9.9	\$9.00	\$7.20
13. Line 21x: Expanded Weekend Service							
Impact	6,000	600	\$53,600	\$42,800	10.0	\$8.93	\$7.13
14. Line 16: Year-Round Weekday Service							
Impact	6,800	930	\$83,200	\$68,700	7.3	\$12.24	\$10.10
15. Crosstown: Increase Weekday Span							
Impact	6,600	1,143	\$102,200	\$85,900	5.8	\$15.48	\$13.02
16. Line 24x: Extend Sunday to 10:00 P.M.							
Impact	1,200	228	\$20,400	\$17,300	5.3	\$17.00	\$14.42

Note 1: Based on MTD FY 2005 total operating cost (not including depreciation) of \$89.44 per hour of service.

Note 2: Subsidy is MTD FY 2005 total operating cost minus expected fare revenue & overhead cost.

Source: Santa Barbara Metropolitan Transit District, Strategic Planning.

Chapter 4: MTD Capital Alternatives

REPLACEMENT & EXPANSION VEHICLES

The ability of California public transit agencies to purchase diesel or hybrid diesel-electric buses is currently severely limited by regulations of the California Air Resources Board (CARB). CARB rules prohibit the purchase of new diesel buses more than 30 ft. in length before 2007, and require an agency to provide surplus Nitrogen Oxide (NOx) "offsets" if purchasing hybrid diesel-electric buses. Repowering existing buses with newer, lower-emission engines can provide these required offsets. However, repowering existing buses is a substantial expense in addition to the cost of the new hybrid buses.

Programmed Vehicle Procurements

Several vehicles procurements are programmed for the five-year period from FY 2006 through FY 2010. Programmed vehicle procurements include those that are elements of the South Coast Transit Priorities (SCTP) project, as well as other replacement vehicles.

South Coast Transit Priorities

As discussed in Chapter 3, the programmed SCTP project includes several capital elements. The SCTP includes a total of 23 vehicles:

- Nine 22-ft. electric expansion shuttles
 - Five for the Isla Vista/UCSB Shuttle
 - Four for the Crosstown Shuttle
- Three 29-ft. clean-burning diesel expansion buses
 - Three for the Mesa Loop
- Eleven 29-ft. clean-burning diesel replacement buses
 - The MTD initially leased these buses, and has now purchased them

MTD has estimated that these 23 vehicles will cost a total of \$5.8 million (the SCTP also includes capital funding for Superstops, included below under passenger facilities). The federal Congestion Mitigation and Air Quality Improvement program (CMAQ) grant is expected to provide \$5.1 million of the capital funding for the vehicles, and local sources are expected to provide the remaining \$668,800 in required local match.

As discussed in Chapter 3, Santa Barbara County is expected to contribute \$155,300 in local match for the five shuttles for the Isla Vista/UCSB Shuttle. The City of Santa Barbara is expected to provide \$93,200 in local match for the three

buses for the Mesa Loop and \$124,200 for the four shuttles for the Crosstown Shuttle. The MTD provided the local match for the eleven replacement buses.

Downtown-Waterfront Shuttle

Pursuant to the existing agreement between the MTD and the City of Santa Barbara, the four existing Crosstown Shuttle vehicles will be transferred to the Downtown-Waterfront Shuttle following the procurement of the new Crosstown Shuttle vehicles through the SCTP. In addition to these four Downtown-Waterfront Shuttle replacements, an additional four replacement shuttles are required (for a total of eight replacement shuttles). The four additional replacement shuttles will be purchased with \$955,800 from an existing MTD federal bus procurement grant. The City of Santa Barbara is expected to provide the estimated \$124,200 in required local match for this procurement.

Hybrid Buses

The MTD plans to purchase eight 40-ft. diesel-electric hybrid buses in FY 2006, at an estimated total cost of more than \$4.0 million. These hybrid buses will be purchased utilizing \$3.2 million in federal grants, and approximately \$800,000 in local match. These hybrid buses are included in the capital plan in Chapter 7. As discussed above, CARB rules will require the MTD to provide pollution "offsets," at considerable expense, in order to purchase these buses.

Service Vehicles

For FY 2006, the MTD has budgeted \$35,000 for a replacement bus stop service truck. In FY 2009, an estimated \$200,000 will be required to replace driver relief vehicles (passenger cars). These replacement vehicles are included in the capital plan in Chapter 7.

Potential Vehicle Procurements for Traffic Mitigation Enhancements

As discussed in Chapter 3, MTD staff analyzed several potential traffic mitigation transit service enhancements that would require additional resources. In addition to the operating subsidy requirements discussed in Chapter 3, each of the potential enhancements would require additional vehicles:

- Maintain Existing Service on Lines 2, 14, 20, & 21x (During Highway 101 Construction)
 - Two or three 40-ft. clean-burning diesel buses (could be leased)
- Expand Line 21x - Carpinteria Express (During Highway 101 Construction)
 - One 40-ft. clean-burning diesel buses (could be leased)
- UCSB Circulator Shuttle

- Four 22-ft. electric shuttles
- Carpinteria Avenue / Via Real Shuttle
 - Two 22-ft. electric shuttles

Vehicles required for potential traffic mitigation transit service enhancements are not included in the five-year plan presented in Chapter 7. The five-year plan includes only programmed enhancements for which a source of funds has been identified.

Potential Vehicle Procurements for Core Service Enhancements

As discussed in Chapter 3, three of the potential core service enhancements with additional unrestricted funding would require the purchase of additional vehicles:

- Priority 1 - *Line 1 & 2: 10-Minute Peak Headways* would require three 40-ft. buses, at an estimated cost of \$300,000 per bus for diesel buses (for an estimated total of \$900,000).
- Priority 3 - *Line 6 & 11: 10-Minute Peak Headways* would require four 40-ft. buses, at an estimated cost of \$300,000 per bus for diesel buses (for an estimated total of \$1,200,000).
- Priority 15 - *Crosstown: Increase Weekday Span* would require two 22-ft. electric shuttles, at an estimated cost of \$270,000 per bus (for an estimated total of \$540,000).

As discussed at the beginning of this chapter, CARB rules raise various issues regarding the procurement of 40-ft. buses. The potential costs quoted above do not reflect the higher cost of hybrid diesel-electric buses, and do not include the cost of repowering existing buses to achieve the required NOx offsets. Vehicles required for potential core service enhancements are not included in the five-year plan presented in Chapter 7. The five-year plan includes only programmed enhancements for which a source of funds has been identified.

SBCAG Regional Transportation Plan

The *2005 Regional Transportation Plan*, currently under development by SBCAG, includes an additional planned MTD vehicle procurement. By FY 2010, MTD staff expects that demand and traffic congestion will have increased sufficiently that the MTD will require two additional 40-ft. buses to maintain the current levels of service. As is the case above, this vehicle procurement is not included in the five-year plan because a source of funding has not been identified. If funding is not available for this vehicle procurement, the MTD expects that the level of service on existing routes would decrease.

PASSENGER FACILITIES

Transit Center Redevelopment

As mentioned in Chapter 2, the MTD and the City of Santa Barbara Redevelopment Agency are working together on a potential Transit Village project to reconfigure the Transit Center site. The project is intended to develop a joint mixed-use project to be located on the Transit Center property and surrounding properties. The mixed-use project would include a new Transit Center, housing, commercial, and parking. The Downtown Transit Village would enhance the community's overall efforts to promote the use of transit, and the project would assist MTD as follows:

- More efficient operations and improved traffic flow
 - Remove the circular drive to reduce congestion.
 - Add linear bus bays including individual pullout configurations.
 - Create a transit lane on one of the existing lanes of Chapala Street.
- Update and improve passenger amenities.
 - Provide a clean and comfortable waiting area.
 - Automate pass distribution.
 - Improve route and schedule information.
 - Provide a more inviting customer service area.
 - Provide an inviting and aesthetically pleasing façade.
 - Provide clean and functional restroom facilities.
- Provide affordable and workforce housing.

This project is still in the conceptual stage. Because funding has not been identified for the project, this project is not included in the five-year plan in Chapter 7.

Bus Stop Upgrades

As discussed in chapter 23, the MTD has developed the following specifications for implementing bus stop improvements:

- All stops with 10 or more boardings per day shall be equipped with a bench.
- All stops with 100 or more boardings per day shall be equipped with a shelter.
- All stops with 25 or more boardings per day shall be adequately lighted.
- All major transfer points shall be equipped with relevant schedule information.

MTD staff evaluates ridership data from passenger surveys to determine which stops warrant improvements. In the event that deficiencies are present, to the extent possible the resources required for corrective action are allocated in MTD's annual budget. When feasible, MTD generally budgets \$20,000 to \$25,000 annually for bus stop improvements. In addition, MTD works with various local groups and individuals to identify and receive grants to implement bus stop improvements.

Superstops

As discussed in chapter 3, the programmed SCTP project includes four downtown Santa Barbara Superstops. Superstops will be bus stops with amenities beyond those present at other locations. The SCTP includes \$277,560 in CMAQ funds and \$36,070 in local match from the City of Santa Barbara for the Superstops.

Chapter 5: MTD Marketing Alternatives

MARKETING PROGRAM

Marketing Program Mission & Strategy

The mission of the marketing program is to increase the visibility and ridership of the MTD, by creating a solid and unified identity as a reliable and efficient transportation choice on the South Coast and the Santa Ynez Valley. The strategy is to heighten public awareness of the MTD as a quality bus system that provides a positive rider experience, by identifying and creating specific opportunities for repeated exposure to targeted audiences through focused marketing programs, the media, and community relations.

The marketing of MTD buses and services is a multi-layered effort. The most important marketing communications are directly to the passengers and potential-passengers ensuring they know what bus to take and when it departs. We reach these groups through traditional marketing pieces, relationship marketing, and electronic communications.

Specific Marketing Programs

- *Printed Communications:* All materials that provide information to the general public to a degree and in a manner that allows ease of use of MTD services. The bulk of this data is concerned with routes and schedules (i.e., where and when the buses travel).
 - Schedules guide; system map, at-stop schedule information, Rider Newsletters, Downtown-Waterfront Shuttle brochures, transit cards on-board buses, Annual Report to the Community, etc. Much of the printed information revolves around the annual fall service changes.
- *Outreach Communications:* Direct interaction between MTD and its customers helping to alleviate any fears potential passengers might have about riding the bus.
 - Elementary School Outreach Program: Presented by drivers, this successful program reaches out to local elementary schools via an in-classroom presentation and bus-ride.
 - How to Ride the Bus Program: On-site presentation to adult groups such as seniors, mobile home park residents, neighborhood associations, and businesses.
 - Public Meetings/Information Booths: Working closely with MTD's Transit Development Department, these meetings reach out to the community to inform and gather information on proposed new or changed services, fares, etc.

- *Electronic Communications:* Utilizing tools that are often used by non-traditional passengers, MTD reaches out, beyond the bus, via a website (www.sbmtd.gov) and hand-held devices. These mediums require daily administration and on-going design improvements.
- *Media Relations:* MTD works diligently to build relations with the local media to encourage positive stories about transit and secure Public Service Announcements.
- *Advertising Program:* Bringing in over \$300,000 annually, this revenue-generating program requires the active selling, booking, and contract administration of multiple clients. Additionally, MTD seeks out sponsors for other transit materials that reach a large viewing audience (i.e. new pocket system map, etc) allowing ultimately for more information to be available for passengers.
- *Media Advertising:* On a small scale, MTD purchases print and broadcast advertising in order to deliver community-wide marketing messages. This involves negotiating pricing, working on the creative, and booking space for optimum visibility.

Marketing Initiatives

The following marketing initiatives are common in the transit industry. The Santa Barbara Metropolitan Transit District is currently utilizing many of these initiatives including:

- Distribution of schedules at major facilities including schools, hospitals, and social service agencies.
- Consistent television advertising to further brand MTD's general services.
- Broadcast advertising, both radio and Television, highlighting new services.
- Print advertising highlighting new services.

The MTD Marketing Department has also come up with several local initiatives to supplement our ongoing outreach. These marketing initiatives included:

- Distribution and collection of rider surveys. One such survey was for Valley Express riders only, and helped us gather data on MTD advertising as well as input for service improvement. MTD received approximately 300 responses to this survey. Another recent survey was for all MTD riders and helped us gather input on our current dog policy.
- Valley Express commuter coach demonstrations. Large employers, such as our local hospital and County and City agencies, were contacted before the launch of the new commuter service. A Valley Express coach was then brought out to the employer allowing employees to take a tour of the bus, collect schedule information and ask questions.

- Hybrid bus demonstration. MTD is interested in purchasing a fleet of hybrid electric/diesel buses. A demonstration bus was sent to MTD to verify that it fit the needs of the Santa Barbara community. While the bus was at MTD the Marketing Department notified the press via a press release and earned a story in the local paper inviting the public to join us. The demonstration went very well and earned a place in two local TV news broadcasts that evening.
- New name for Passengers with Disabilities pass. After receiving requests from several MTD riders the Marketing Department will be holding a contest to come up with a new name for the pass. This contest will be open to the public.

Chapter 6: MTD Financial Alternatives

TRANSIT SUBSIDY SOURCES

The provision of sustainable and permanent transit funding sources sufficient to provide the desired level of service is the primary factor in ensuring that attractive transit service is available. The following discussion provides an overview of these sources. The actual funding expected to be available to the MTD from various sources over the next five years is discussed in Chapter 7.

Federal Transit Subsidy Sources

The Federal transportation-funding bill, the Transportation Equity Act for the 21st Century, has expired, and Congress and the Administration are negotiating a successor bill. It is uncertain what level of transit funding will be available in the new bill.

FTA Section 5307 Urbanized Area Formula Program

A mainstay of transit funding for cities across the country is the FTA's Urbanized Area Formula Program (Section 5307). These funds are provided to urbanized areas (UZAs) with populations of 50,000 or more, as identified by the Census Bureau. For smaller urbanized areas (those with population between 50,000 and 200,000), including the Santa Barbara UZA, these funds can be used for operating assistance, at a maximum 50 percent federal share. For FY 2005, the MTD has budgeted \$2.9 million in Section 5307 operating funding.

FTA Capital Program 5309 Grants

These grants are split into three categories: New Starts, Fixed Guideway Modernization, and Bus and Bus Facilities. These funds were formerly apportioned directly by the FTA; however, Congress has earmarked these funds directly now for several years. If urbanized, a duly authorized recipient of FTA funds has to first program all of its 5307 funds before 5309 funds can be expended – thus, it is imperative that a recipient program all of their 5307 funds (i.e., for bus replacement or expansion) before the FTA will allow access of the 5309 funds apportioned by Congress.

FTA Section 5310 Elderly and Persons with Disabilities Program

FTA funds are also potentially available through the Section 5310 Elderly and Persons with Disabilities Program (largely vehicles). Section 5310 funding was formerly restricted to non-profit organizations. However, under ISTEA and TEA-21, local governmental jurisdictions are also eligible for funding under certain circumstances. The MTD does not currently receive Section 5310 funding.

However, Easy Lift Transportation has received Section 5310 funds for the purchase of vehicles for the provision of MTD's ADA complementary paratransit service.

Congestion Mitigation and Air Quality Improvement

Another source of funding for many transit services across the country has been provided by the Congestion Mitigation and Air Quality Improvement program (CMAQ), first authorized in ISTEA and re-authorized in TEA-21. This funding is available to metropolitan areas that are not in compliance with federal air quality standards regarding ozone or carbon monoxide. The CMAQ program in Santa Barbara County is administered by SBCAG. Santa Barbara County is now in attainment of air standards, and has been informed it is no longer eligible for CMAQ funds. The MTD has budgeted \$45,800 in CMAQ operating funding and \$1.9 million in capital funds for FY 2005. As discussed in Chapter 3, the MTD has been awarded a total of \$7.6 million in CMAQ funds for programmed service enhancements during the five-year planning period.

Regional Surface Transportation Program

The Regional Surface Transportation Program (RSTP) is a Federal Highway Administration funding program. The funds are available for a variety of transportation improvements, including transit capital funding. SBCAG has historically "swapped" these funds to the state, in exchange for an equal amount of state funds. The state funds are not available for transit.

State Transit Subsidy Sources

Transportation Development Act

The Transportation Development Act (TDA) is a mainstay of funding for transit programs in California.

Local Transportation Fund

The major portion of TDA funds is provided through the Local Transportation Fund (LTF). These funds are generated by a ¼ cent statewide sales tax, returned to the county of origin. The majority of the funds must be spent for transit purposes, unless a finding is made by the local Regional Transportation Planning Agency (SBCAG for Santa Barbara County) that no unmet transit needs exist that can be reasonably met. If a finding of no unmet needs that are reasonable to meet is made, remaining funds can be spent on roadway construction and maintenance purposes. In the South Coast, LTF funds are used for transit service by the MTD, so it is not necessary to make an unmet needs finding. For FY 2005, the MTD has budgeted \$6.15 million in LTF revenue.

State Transit Assistance Funds

In addition to LTF funding, the TDA includes State Transit Assistance (STA) funds. STA funds comprise a portion of the sales tax on fuel, and are available only for transit capital expenses. For FY 2005, the MTD has budgeted \$449,080 in STA funds.

Proposition 42

Proposition 42 dedicates revenues from the state's share of the sales tax on gasoline to transportation projects. This sales tax on gasoline collected at the pump generates roughly \$1.3 billion a year. Californians voted to pass Proposition 42, but due to the state financial crisis the transfer of these funds has been suspended each year.

Based on estimates provided to MTD by the California Transit Association (CTA), the statutory amount of State Transit Assistance (STA) for Santa Barbara County for FY 2006 should be approximately \$2.25 million. However, due to the State's practice of suspending the transfer of Proposition 42 funds and "spillover," the anticipated amount of STA for the County is \$1.0 million, representing a loss of \$1.25 million. The California Governor recently announced that his administration would recommend a halt to the practice of suspending the transfer of Proposition 42 funds. If the Governor's proposal also includes an end to the taking of "spillover" funds, this may result in an additional \$600,000 in STA funds for MTD in FY 2006.

Local Transit Subsidy Sources

Local Sales Tax

Local sales tax provides a significant source of revenue for transit service in many smaller UZAs. However, the local sales tax in Santa Barbara County, known as Measure D, does not include a dedicated source of transit funding in its current form. Measure D will expire in April 2010, unless reauthorized by a two-thirds majority of voters. The MTD is not a direct recipient of Measure D funds. However, the cities of Santa Barbara and Carpinteria provide Measure D funds for selected MTD transit services. Easy Lift, the operator of ADA complementary paratransit service for the MTD, is a recipient of regional Measure D funds. The expenditure plan for a potential reauthorization ballot measure is currently under development. Although it remains to be seen how much funding, if any, a potential Measure D reauthorization will provide directly to the MTD, it is likely that a vote for reauthorization will require the support of transit riders and advocates.

Property Tax

Property tax is an additional source of subsidy for transit services in many areas. As a special district, the MTD receives a limited amount of property taxes. Given California property tax laws, the amount of funding that the MTD receives from this source is unlikely to increase significantly. For FY 2005, the MTD has budgeted \$627,070 in property tax revenue.

In 1992, the state of California enacted legislation that shifted local property tax revenue from local cities, counties and special districts to fund education. In FY 2003, more than \$376,000 in property tax revenue was shifted from the MTD for this purpose. In total, more than \$3.0 million in property tax revenue has been diverted from local public transit since 1992.

Other Local Funds

Several other sources of local funds are possible sources of transit subsidies, including (but not limited to) redevelopment funds, parking revenue, and airport revenue. The City of Santa Barbara has provided redevelopment funds and parking revenue to the MTD. In addition, as described in Chapter 2, the MTD is examining alternatives for revenue from the Overpass and Calle Real properties.

OPERATING REVENUE

Passenger Fares

Passenger fares can be very flexible, and can be reduced for selected segments of the population, such as elderly persons, persons with disabilities, students, and children. Currently, as discussed in Chapter 2, the MTD base adult fare is \$1.25. Reduced fares are provided for many populations, and discounted 10-ride and 30-day passes are available for all riders. For FY 2005, the MTD has budgeted a total of \$6.3 million in passenger fare revenue.

The question of whether or not to raise fares is a hard one for the transit operator because, of course, an increase in fares can be expected to lead to a decrease in ridership. (However, in the MTD service area, fare increases have not typically led to a significant drop in ridership.) The effects of a potential fare increase must be weighed against the ability of the transit operator to maintain existing service.

Advertising

One modest but important source of funding for MTD transit services is on-vehicle advertising. The largest portion of this potential is for exterior advertising, rather than interior "bus card" advertising. For FY 2005, the MTD has budgeted approximately \$309,000 in bus advertising revenue.

Chapter 7: MTD Short Range Transit Plan

SERVICE PLAN

As discussed in Chapter 3, it is assumed that the resources available for the core transit services provided by the MTD will be sufficient to sustain the existing level of service, but will not be sufficient to expand core services as traffic congestion and transit demand increase. Thus, for the five-year plan it is assumed that changes to core services during the period will be limited to reallocation of resources between existing core services to increase the transit system's overall effectiveness and cost-efficiency. MTD's programmed service enhancements comprise the Valley Express (recently implemented) and the three SCTP routes (included in the five-year plan). The SCTP routes, as discussed in the "Programmed Enhancements" section of Chapter 3, are:

- Calle Real/Old Town Shuttle (in Goleta).
- Isla Vista/UCSB Shuttle (in unincorporated county).
- Mesa Loop (in Santa Barbara).

Forecasts of MTD ridership for the five-year planning period are provided in Table 19. The "base case" ridership reflects expected ridership assuming no changes in service, and is based upon an expected 1.0 percent annual increase. The impact of each programmed service enhancement is then identified and summed. In total, implementing all programmed enhancements is forecast to increase system-wide ridership from a FY 2006 base case figure of 7.2 million passengers, to a FY 2010 total including enhancements of 7.75 million. In FY 2010, the programmed enhancements represent a 3.7 percent increase in ridership over the FY 2010 base case. The cost and revenue associated with the programmed enhancements are included in the Financial Plan below.

TABLE 19
MTD Annual Ridership Five-Year Forecast
(All Figures in Thousands)

Service Description	Fiscal Year				
	2006	2007	2008	2009	2010
Base Case (Note 1)	7,183.6	7,255.4	7,328.0	7,401.3	7,475.3
<i>Programmed Enhancements</i>					
Santa Ynez Valley Express	24.5	40.8	61.2	61.8	62.4
Calle Real/Old Town Shuttle	31.5	42.4	47.1	47.5	48.0
Isla Vista/UCSB Shuttle	0.0	71.0	95.7	106.3	107.4
Mesa Loop	0.0	39.7	53.5	59.4	60.0
<i>Total Service Enhancements</i>	55.9	193.9	257.4	275.1	277.8
Grand Total	7,239.5	7,449.4	7,585.4	7,676.3	7,753.1

Note 1: FY 2005 estimated core service ridership, increased for projected 1.0 percent annual growth.

Source: Santa Barbara Metropolitan Transit District, Strategic Planning.

FINANCIAL PLAN

MTD staff has developed a five-year budget forecast that fully funds planned operating costs and capital improvements². A year-by-year financial plan is presented in Tables 20 through 22. Table 20 presents MTD's forecast operating revenue by source and operating expense by category for the five-year period.

TABLE 20
MTD Operating Financial Plan
(All Figures in Thousands)

Line Item	Fiscal Year				
	2006	2007	2008	2009	2010
Operating Revenue					
Passenger Fares: Core Service	\$6,334.0	\$6,397.3	\$6,461.3	\$6,525.9	\$6,591.2
Pass. Fares: Valley Express & SCTP	\$109.7	\$220.4	\$301.7	\$365.8	\$369.5
Non-Transportation Income	\$386.1	\$489.9	\$594.8	\$600.8	\$606.8
Local Operating Assistance	\$319.0	\$328.6	\$338.4	\$348.6	\$359.0
Property Tax Revenue	\$658.4	\$691.3	\$725.9	\$762.2	\$800.3
TDA - Local Transportation Fund	\$5,428.5	\$6,001.4	\$6,325.3	\$6,923.7	\$7,665.8
FTA 5307 Operating Assistance	\$2,931.7	\$2,984.5	\$3,038.2	\$3,092.9	\$3,148.6
FTA CMAQ Oper. Assistance (Note 1)	\$260.9	\$769.5	\$633.8	\$352.2	\$0
Total Operating Revenue	\$16,428.3	\$17,883.0	\$18,419.5	\$18,972.1	\$19,541.2
Operating Expense					
Route Operations	\$9,462.5	\$9,746.3	\$10,038.7	\$10,339.9	\$10,650.1
SCTP Project Expense (Note 2)	(Note 2)	\$961.9	\$990.7	\$1,020.4	\$1,051.1
Vehicle Maintenance	\$3,797.2	\$3,911.1	\$4,028.4	\$4,149.3	\$4,273.7
Passenger Accommodations	\$1,347.7	\$1,388.2	\$1,429.8	\$1,472.7	\$1,516.9
General Overhead	\$1,820.9	\$1,875.5	\$1,931.8	\$1,989.8	\$2,049.5
Total Operating Expense	\$16,428.3	\$17,883.0	\$18,419.5	\$18,972.1	\$19,541.2

Note 1: The MTD has obligated the CMAQ funds shown in the table, and will spend the funds during the period.

Note 2: In FY 2006, the cost of the SCTP project is included in Route Operations.

Source: Santa Barbara Metropolitan Transit District.

As is shown in the table, the MTD's total operating expense is forecast to increase from \$16.4 million in FY 2006 to \$19.5 million in FY 2010. A significant portion of the increase reflects the implementation of the programmed service enhancements. The CMAQ funds that the MTD has been awarded for the programmed enhancements will end in FY 2009. Staff has estimated that the operating expense of the programmed service enhancements will total more than \$1.0 million in FY 2010. Fare revenue from these services is estimated to total \$369,500 in FY 2010. Santa Barbara County and the cities of Santa Barbara and

²Tables 20 through 22 present data from MTD's draft FY 2006 budget. The draft budget will be finalized in the near future, and this financial plan will be updated accordingly.

Goleta have agreed to provide subsidies for the SCTP routes, following the CMAQ-funded pilot period.

Table 21 presents five-year forecasts of capital revenue by source and capital expense by project. As is expected, capital expenses (and, thus, capital revenues) fluctuate greatly from year to year. As shown in the table, FY 2006 includes the purchase of SCTP vehicles, Downtown-Waterfront Shuttle vehicles, and diesel-electric hybrid buses, as discussed in Chapters 3 & 4.

TABLE 21
MTD Capital Financial Plan
(All Figures in Thousands)

Line Item	Fiscal Year				
	2006	2007	2008	2009	2010
Capital Revenue					
TDA - Local Transportation Fund	\$985.9	\$605.4	\$479.7	\$85.4	\$0
TDA - State Transit Assistance	\$468.3	\$482.3	\$496.8	\$511.7	\$80.6
Federal Capital Assistance	\$3,148.0	\$0	\$0	\$0	\$0
Other Capital Assistance	\$586.8	\$0	\$0	\$0	\$0
Total Capital Revenue	\$5,188.9	\$1,087.7	\$976.5	\$597.1	\$80.6
Capital Projects					
Revenue Vehicles	\$4,431.8	\$0	\$0	\$0	\$0
Bus Rehab	\$310.0	\$300.0	\$315.0	\$330.8	\$347.3
Fixed Facilities	\$205.0	\$50.0	\$50.0	\$25.0	\$25.0
Calle Real Development	\$100.0	\$50.0	\$50.0	\$0	\$0
Fareboxes & Radios	\$15.0	\$10.0	\$10.0	\$10.0	\$10.0
Service Vehicles	\$35.0	\$0	\$0	\$200.0	\$0
Bus Stops	\$40.0	\$20.0	\$20.0	\$20.0	\$20.0
Shop Equipment	\$25.0	\$30.0	\$30.0	\$30.0	\$30.0
Management Information Systems	\$25.0	\$10.0	\$10.0	\$10.0	\$10.0
Office Furniture & Equipment	\$10.0	\$10.0	\$10.0	\$10.0	\$10.0
Total Capital Projects	\$5,196.8	\$480.0	\$495.0	\$635.8	\$452.3

Source: Santa Barbara Metropolitan Transit District.

Table 22 shows a summary of the MTD five-year financial plan. As can be seen, the MTD's total operating and capital expense is greatest in FY 2006, totaling \$21.6 million, due to the purchase of revenue vehicles as discussed above.

TABLE 22
MTD Financial Plan Summary
(All Figures in Thousands)

Line Item	Fiscal Year				
	2006	2007	2008	2009	2010
Operating & Capital Expense					
Operating Expense	\$16,428.3	\$17,883.0	\$18,419.5	\$18,972.1	\$19,541.2
Capital Expense	\$5,196.8	\$480.0	\$495.0	\$635.8	\$452.3
Total Expense	\$21,625.1	\$18,363.0	\$18,914.5	\$19,607.8	\$19,993.5

Source: Santa Barbara Metropolitan Transit District.

As discussed in Chapter 1, the Short Range Transit Plan is required to be a financially-constrained document that includes a short-range financial plan. Thus, the SRTP is not the long-range planning document that will result from MTD's upcoming visioning process.

Appendix

MTD RESPONSE TO SBCAG COMMENTS ON SRTP

- Comment 1:** Pg. 1, Para. 3. Last sentence. Replace “such as” with “that.”
Response: "Such as" replaced with "which."
- Comment 2:** Pg. 2, Para.2. Last sentence. Replace “carrying out” with “implementing.”
Response: Changed.
- Comment 3:** Pg 5. Performance standards. Unclear what “breakdowns” are?
Response: Definition added: a breakdown requires a vehicle exchange.
- Comment 4:** Pg. 7. Add “No vehicle available” as another important indicator of transit dependent population. Describe potential impact of stable or even declining South Coast population on MTD revenues. This is potentially evident with recent declines in elementary school enrollment.
Response: "No vehicle available" comment noted and will be considered for inclusion in next SRTP Update. Text has been added regarding possible decline in population.
- Comment 5:** Pg. 8, Para. 3. Revise description of Highway 101 congestion. The freeway exhibits a poor level of service at peak hour by direction but it is not “unsupportable.” Quantify impact of congestion on bus trips by estimating delays in schedule. Estimate peak hour AM and PM peak hour ridership.
Response: Changed "unsupportable" to "heavily impacted." Other comments noted and will be considered for inclusion in next SRTP Update.
- Comment 6:** Pg. 9, Clean Air Express. Sentence one, “transit service between the cities of Santa Maria, Buellton, and Lompoc and the South Coast. You can delete the “According to SBCAG”, introduction in the sixth sentence.
Response: Changed to "transit service between the cities of Santa Maria and Lompoc, and the South Coast." "According to SBCAG" deleted.
- Comment 7:** Pg. 10, Coastal Express, Sentence two. Eliminate “for profit” clause in the sentence. Also, at the end of the paragraph add the following. VCTC, SBCAG, and MTD are exploring options for allowing passengers to transfer between MTD and the Coast Express.

Response: Transfer text added.

Comment 8: Pg. 11, Greyhound provides "...service from Santa Barbara..."

Response: Changed.

Comment 9: Pg. 12. The discussion of fare elasticity's is interesting but more appropriate in an Appendix as the section does not estimate ridership.

Response: Section left in text. Heading changed to "Methodology for Estimating Transit Ridership."

Comment 10: Pg. 13. The discussion of Environmental Justice is not followed up with any analysis later in the report about how existing and proposed MTD services address low income and minority populations. This should be addressed.

Response: Comment noted and will be considered for inclusion in next SRTP Update.

Comment 11: Pg. 14. Add an additional section on public involvement in which the Plan would describe MTD's annual workshops on service needs, MTD participation on SCTAC and SBCTAC, public involvement opportunities at noticed MTD Board meetings, etc.

Response: Public involvement is addressed in Chapter 2, pp. 34-36, under "Service Planning Process."

Comment 12: Pg. 15-16. Provide information on ridership by time of day, by peak hour, and, day of week. Identify congestion relief benefits of MTD service.

Response: Comments noted and will be considered for inclusion in next SRTP Update.

Comment 13: Pg. 17. System Map is unreadable.

Response: Comment noted.

Comment 14: Pg. 23. Add estimate of average weekday daily riders. Briefly describe results from MTD surveys of passengers.

Response: Estimate added to p. 24. Passenger survey data will be considered for inclusion in next SRTP update.

Comment 15: Pg. 29. Provide information on the average operating cost of diesel, electric, and diesel electric buses and any unusual maintenance issues associated with electric and diesel electric buses.

Response: Comment noted and will be considered for inclusion in next SRTP Update.

Comment 16: Pg. 32 and 34. Add information on existing and planned "Next Bus" arrival message systems.

Response: MTD has no existing "Next Bus" system. No funding has been identified for possible future implementation.

Comment 17: Pg. 39. Identify the annual MTD subsidy to Easy Lift for ADA paratransit services. Indicate cost-sharing opportunities explored between the MTD and Easy Lift. Note that Easy Lift also receives regional Measure D funds from SBCAG.

Response: MTD subsidy and Measure D text added.

Comment 18: Pg. 41 and following. While other agencies such as the City of Santa Barbara are credited with MTD support funding, the section does not reference that all the CMAQ funded projects were funded by SBCAG. Add at end of "CMAQ funding" or "CMAQ funded projects" the phrase "provided by SBCAG." This occurs on pages 41, 42, 43, 44, 45, and 46. SBCAG should be recognized by MTD as providing a substantial amount of funding for ongoing and new transit services.

Response: Added "awarded by SBCAG" to several mentions of the CMAQ funds.

Comment 19: Page 48, Para. 3. Based on input from Caltrans, SBCAG requests that the last two sentences be stricken and replaced with: "When this project goes back to the SBCAG Board with a request to fund additional cost increases, Caltrans agreed to include among the cost increases an operating subsidy for MTD in the sum of \$205,000 in the first year of construction and the resources necessary to lease up to two additional buses to maintain peak-period headways on Lines 2, 14, and 10."

Response: Text changed.

Comment 20: Pg. 50. The estimate of "one or more" dedicated shuttles to serve rail passengers at commuter rail stations seems to underestimate potential demand given the number of passengers on commuter passenger trains.

Response: Reference to the number of shuttles required removed.

Comment 21: Pg. 57. Chapter 5. Tie Marketing Program with TDM activities of other agencies, e.g., SBCAG, City of Santa Barbara.

Response: Comment noted and will be considered for inclusion in next SRTP Update.

Comment 22: Pg. 62. Indicate CMAQ is/was a program administered by SBCAG. Since all LTF funds for the south coast go to MTD, the reference to unmet needs and reasonable to meet is unnecessary.

Response: CMAQ text added. Text added to LTF discussion for clarification.

Comment 23: Pg. 63. There are Regional Measure D funds that go to Easy Lift.

Response: Text added to Measure D discussion.

Comment 24: Pg. 66. CMAQ funding ends in June of 2005, not FY 2009. Indicate that MTD has obligated these funds and will spend them over the period to support these new services.

Response: Footnote added to table.