



**AGENDA**

**STRATEGIC PLAN WORKSHOP**  
of the  
**SANTA BARBARA METROPOLITAN TRANSIT DISTRICT**  
A Public Agency  
**Tuesday, September 15, 2015**  
**8:30 A.M.-12:00 P.M.**  
**Santa Barbara MTD Auditorium**  
550 Olive Street, Santa Barbara, CA 93101

- 1. CALL TO ORDER**
- 2. ROLL CALL OF THE BOARD OF DIRECTORS**  
Dave Davis, Chair; Chuck McQuary, Vice Chair; Olivia Rodriguez, Secretary; Dick Weinberg, Director; Bill Shelor, Director; David Tabor, Director; Roger Aceves, Director
- 3. REPORT REGARDING POSTING OF AGENDA**
- 4. PUBLIC COMMENT**  
Members of the public may address the Board on items within jurisdiction of the Board that are not scheduled for public hearing. The time allotted per speaker will be at the discretion of the Board Chair. If you wish to address the Board under this item number, please complete and deliver to the MTD Board Clerk, a "Request to Speak" form including a description of the subject you wish to address. Additional public comment will be allowed during each agenda item, including closed session items. Please fill out the Request to Speak form and indicate the agenda item number that you wish to comment on.
- 5. DISCUSSION OF STRATEGIC PLAN- (ATTACHMENT-ACTION MAY BE TAKEN)**  
Staff recommends that the MTD Board of Directors, MTD staff and representatives of partner agencies participate in a Strategic Plan update workshop facilitated by Mr. Daniel Iacofano.
- 6. ADJOURNMENT**

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



## BOARD OF DIRECTORS REPORT

**MEETING DATE:** SEPTEMBER 15, 2015

**AGENDA ITEM #:** 5

**TYPE:** ACTION ITEM

**PREPARED BY:** STEVE MAAS

\_\_\_\_\_  
*Signature*

**REVIEWED BY:** GENERAL MANAGER

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*GM Signature*

**SUBJECT:** Strategic Plan Workshop

### RECOMMENDATION:

Staff recommends that the MTD Board of Directors, MTD staff, and representatives of partner agencies participate in a Strategic Plan update workshop facilitated by Mr. Daniel Iacofano.

### DISCUSSION:

Information regarding the Workshop is attached, including an agenda and potential strategic issues for discussion. The MTD Board and staff expect that the Strategic Plan that results from this process will serve as guiding principles for the District going forward. A draft one-page Strategic Plan that includes goals and objectives is also attached. The final Strategic Plan will include an attachment with specific action items to be completed.

Following the two workshops (this one and a second on September 29), staff will prepare a Revised Draft Strategic Plan. MTD will then conduct a public outreach process to provide stakeholders and interested parties another opportunity to comment on the Strategic Plan. Staff will then bring a Draft Final Strategic Plan to the Board for adoption.

### ATTACHMENTS:

- Information Regarding the Strategic Plan Workshop
- Draft MTD Strategic Plan



# FY 2016-17 STRATEGIC PLAN

INITIATIVES GOALS VALUES VISION

(Staff Draft) Public transit within the District should be so available and attractive that use of an automobile is a choice, not a necessity.

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

- Well-Run & Respected
  - Community & Local Agency Support
- Professional Employees
  - Technical Expertise
- Conservative With Public Funds
  - Work Successfully With Other Agencies

High Quality Transit Service	Responsible Financial Management	Practical Asset Management	Employee Development	Customer Relations	Community Outreach
<p>Determine balance between greatest demand &amp; lifeline service</p> <p>Sustain &amp; enhance employee safety programs</p> <p>Enhance schedule adherence</p> <p>Implement security cameras on buses</p> <p>Expand service as feasible</p> <ul style="list-style-type: none"> <li>• Implementation of MTD/UCSB Agreement</li> </ul>	<p>Address unfunded liabilities</p> <p>Pursue all practical capital &amp; operating funding opportunities</p> <p>Maintain special pass program fees consistent with general fare policy</p>	<p>Seek opportunities to participate in proof-of-concept demonstrations for electric buses</p> <p>Deliver capital projects as soon as practicable</p> <ul style="list-style-type: none"> <li>• Continue fleet replacement (22-ft. shuttles, 29-ft. diesels, 40-ft. Novas)</li> </ul> <p>Develop long-term policy for future use of District's real estate</p> <ul style="list-style-type: none"> <li>• Consider T1 (Olive Street) remodel and expansion (e.g., office space &amp; storage, bus parking &amp; EV charging, employee &amp; visitor parking)</li> <li>• Consider reopening of T2 (Overpass Road) following end of current lease in 2019</li> <li>• Transit Center expansion</li> <li>• Calle Real development</li> </ul>	<p>Encourage &amp; support professional &amp; leadership development</p> <p>Enhance employee health &amp; wellness programs</p> <p>Enhance employee communications (e.g., MTD intranet, "State of the District" updates)</p>	<p>Continue to improve passenger facilities</p> <p>Continue progress on Transit Center rehabilitation</p> <p>Enhance customer relations training &amp; practices</p> <p>Continue to enhance the passenger experience (e.g., A/C on buses, free Wi-Fi on buses)</p> <p>Fully implement MTD's new "AIM" (AVL) system and improve passenger communications</p> <p>Implement "smart card" technology to offer simple fare payment options, integrate with UCSB &amp; SBCC, &amp; enable seamless transfers with interregional transit providers</p>	<p>Participate in local &amp; regional bus &amp; rail transit planning</p> <p>Educate stakeholders regarding public transit funding, challenges, &amp; constraints</p> <p>Continue to enhance public outreach programs</p> <p>Enhance marketing &amp; outreach programs to attract new riders</p>



## Santa Barbara Metropolitan Transit District Strategic Plan Workshop

### DATE & TIME

Tuesday, September 15, & Tuesday, September 29, 2015, 8:30 to Noon

### PARTICIPANTS

Daniel Iacofano (facilitator), MTD Board and staff, representatives from partner agencies

### WORKSHOP AGENDA

1. Introduction & Overview
  - a. Discuss Expected Results of 1<sup>st</sup> & 2<sup>nd</sup> Workshops
2. Identify Primary Strategic Issues (see Potential Issues below)
  - a. Environmental Scan
3. Measure Success of the Strategic Plan
4. Review Vision, Mission, & Goals
5. Develop Objectives
  - a. Must be specific, timely and measurable
6. Discuss Implementation of Strategic Plan
7. Next Steps
  - a. Process and public participation

### POTENTIAL STRATEGIC ISSUES FOR DISCUSSION

1. Enhancing operating & capital funding opportunities
2. Reviewing fare policies & farebox return ratio
3. Evaluating MTD service for adjustments due to possible increases or decreases in funding
4. Refining MTD's definition(s) of service for transit dependent riders
5. Preparing for new growth & development in Goleta & elsewhere
6. Receiving input from partner agencies regarding transit plans & policies in General & Regional Plans
7. Receiving input from community stakeholders & employees through the public participation process
8. Reviewing MTD's long-term fuel path
9. Evaluating the use of new technologies in operations & customer service
10. Improving MTD's marketing strategies & customer service
11. Conducting facilities planning for all MTD properties
12. Defining MTD's relationship to interregional transit services
13. Developing strategies to address MTD's unfunded liabilities
14. Enhancing MTD's ability to influence state & federal legislation
15. Conducting analyses of major trends, including projected economic & demographic changes
16. Developing policy on cash reserves & investments