

(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 & lifeline service</p> <p>Sustain & 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"> • Implementation of MTD/UCSB Agreement 	<p>Address unfunded liabilities</p> <p>Pursue all practical capital & 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"> • Continue fleet replacement (22-ft shuttles, 29-ft diesels, 40-ft Novas) <p>Develop long-term policy for future use of District's real estate</p> <ul style="list-style-type: none"> • Consider T1 (Olive Street) remodel and expansion (e.g., office space & storage, bus parking & EV charging, employee & visitor parking) • Consider reopening of T2 (Overpass Road) following end of current lease in 2019 • Transit Center expansion • Calle Real development 	<p>Encourage & support professional & leadership development</p> <p>Enhance employee health & 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 & 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 & SBCC, & enable seamless transfers with interregional transit providers</p>	<p>Participate in local & regional bus & rail transit planning</p> <p>Educate stakeholders regarding public transit funding, challenges, & constraints</p> <p>Continue to enhance public outreach programs</p> <p>Enhance marketing & outreach programs to attract new riders</p>