



AGENDA

MEETING OF THE
DEVELOPMENT COMMITTEE
OF THE
SANTA BARBARA METROPOLITAN TRANSIT DISTRICT
A PUBLIC AGENCY
WEDNESDAY, OCTOBER 7, 2015
9:00 A.M.
SANTA BARBARA MTD CONFERENCE ROOM
550 OLIVE STREET (UPSTAIRS), SANTA BARBARA, CA 93101

1. **CALL TO ORDER**
2. **ROLL CALL OF THE DEVELOPMENT COMMITTEE**
Chuck McQuary, Committee Chair; Dave Davis, Director; Bill Shelor, Director
3. **REPORT REGARDING POSTING OF AGENDA**
4. **APPROVAL OF PRIOR MINUTES (ATTACHMENT- ACTION MAY BE TAKEN)**
The Board will be asked to waive the reading of and approve the draft minutes for the committee meeting of September 8, 2015
5. **PUBLIC COMMENT**
Members of the public may address the Committee on items within the jurisdiction of the Committee that are not scheduled for public hearing. The time allotted per speaker will be at the discretion of the Committee Chair. **Please complete and deliver to the MTD Board Clerk, before the meeting is convened, a "Request to Speak" form including a description of the subject you wish to address.**
6. **STRATEGIC PLAN OUTREACH- (ACTION MAY BE TAKEN)**
Staff recommends that the MTD Development Committee discuss and provide direction regarding staff's outreach proposal for the Strategic Plan.
7. **OTHER**
8. **ADJOURNMENT**

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



MINUTES

MEETING OF THE
DEVELOPMENT COMMITTEE
OF THE
SANTA BARBARA METROPOLITAN TRANSIT DISTRICT
A PUBLIC AGENCY
TUESDAY, SEPTEMBER 8, 2015
9:00 A.M.
SANTA BARBARA MTD CONFERENCE ROOM
550 OLIVE STREET (UPSTAIRS), SANTA BARBARA, CA 93101

1. **CALL TO ORDER**
Committee Chair McQuary called the meeting to order at 9:00 a.m.
2. **ROLL CALL OF THE DEVELOPMENT COMMITTEE**
Committee Chair McQuary reported that all members were present.
3. **REPORT REGARDING POSTING OF AGENDA**
Natasha Garduno, Executive Assistant, reported that the agenda was posted on Friday, September 4, 2015 at MTD's Administrative Office, mailed and emailed to those on the agenda list, and posted on MTD's website.
4. **APPROVAL OF PRIOR MINUTES (ATTACHMENT- ACTION MAY BE TAKEN)**
Director Davis moved to waive the reading of and approve the draft minutes for the committee meeting of August 27, 2015. Director Shelor seconded the motion. The motion passed unanimously.
5. **PUBLIC COMMENT**
None was made.
6. **DISCUSSION OF STRATEGIC PLAN WORKSHOP - (ACTION MAY BE TAKEN)**
The Committee and staff discussed the upcoming Strategic Plan Workshop and finalized plans for the workshop.
7. **OTHER**
No other items were discussed.
8. **ADJOURNMENT**
Director Davis moved to adjourn the meeting. Director Shelor seconded the motion. The motion passed unanimously.



DEVELOPMENT COMMITTEE REPORT

MEETING DATE: OCTOBER 7, 2015 **AGENDA ITEM #:** 6

TYPE: ACTION ITEM

PREPARED BY: STEVE MAAS

Signature

REVIEWED BY: GENERAL MANAGER

GM Signature

SUBJECT: Strategic Plan Outreach

RECOMMENDATION:

Staff recommends that the MTD Development Committee discuss and provide direction regarding staff's outreach proposal for the Strategic Plan.

DISCUSSION:

Staff has prepared a draft survey designed to elicit public comment regarding the Board's strategic priorities, as well as other information. The survey will be available in both English and Spanish. Staff proposes to make the survey available both on-line, and in a paper form. Staff proposes to work with several agencies and groups to distribute the survey, including the following:

- University of California, Santa Barbara
- Santa Barbara City College
- Santa Barbara County
- Cities of Santa Barbara, Goleta, and Carpinteria
- Traffic Solutions
- Coalition for Sustainable Transportation (COAST)
- Bicycle Coalition

Staff is also developing a survey to gather MTD employee comments. The employee survey will be primarily focused on more-detailed versions of questions 6 & 7 of the public survey. A revised draft Strategic Plan is also attached.

ATTACHMENTS:

- Draft Public Survey
- Revised Draft Strategic Plan



Santa Barbara Metropolitan Transit District PUBLIC TRANSIT SURVEY

The MTD Board of Directors is developing MTD's FY 2016-17 Strategic Plan. We would like your help in shaping the future of public transportation in the South Coast. By responding to a few questions, you will provide valuable input to the Board. Thank you for taking a few minutes to respond to the survey.

First, a few questions regarding your travel choices.

1. Do you currently use MTD public transportation?

- (1) Yes, regularly (2) Yes, occasionally (3) Rarely or never

2. Have you ever used public transportation outside of the South Coast?

- (1) Yes (2) No

3. If you currently use MTD public transportation, or may use it in the future, which of the following would be the reason or reasons you would use it? [Check all that apply]

- (1) Go to/from work (5) Errands/shopping, etc.
(2) Go to/from school (6) Social visits
(3) Medical/dental (7) Would never use public transit
(4) Meals, daycare (8) Other (Please list)

4. What method of transportation do you most commonly use to go to work, school or your most frequent destination?

- (1) Drive alone (5) Bicycle
(2) Carpool/Vanpool (6) Public transit (bus/paratransit)
(3) Walk (7) Motorcycle
(4) Taxi (8) Other (Please list)

5. If you or a family member were no longer able to drive, how would you or they get to work, school, or most frequent destinations?

- (1) Get a ride from family member or friend (4) Ride the bus
(2) Ride my bike (5) Carpool/Vanpool
(3) Walk (6) Other (Please list)



Santa Barbara Metropolitan Transit District PUBLIC TRANSIT SURVEY

Now, some questions regarding your priorities for MTD transit service.

6. The MTD Board of Directors has developed the following eight strategic priorities for MTD transit service. Please rank these priorities 1 through 8, with 1 representing your highest priority and 8 representing your lowest priority.

- (A) Improve schedule reliability and adherence
- (B) Leverage/expand facilities
- (C) Expand workforce recruitment efforts
- (D) Address unfunded liabilities (e.g. pension plan)
- (E) Maintain and improve customer satisfaction
- (F) Address medium- and long-term service planning
- (G) Address long-term fuel path
- (H) Maintain equitable fare structure

If you have other priorities for MTD transit service that are not included in A through H above, please list them here.

7. From each pair below, circle your preference “A” or “B” when considering your bus service priorities:

- A Increase service frequency and concentrate service in areas of greatest need.
- B Spread service over a larger area, even if this results in decreased service frequency.

- A Concentrate service during weekdays and regular business hours.
- B Spread services out more into early morning, evening, and weekend days.

- A Provide many/frequent stops even if it means service is slower.
- B Reduce the number of stops in order to make service faster.

- A Walk shorter distance to bus service that is slower and less direct.
- B Walk longer distance to bus service that is faster and more direct.



Santa Barbara Metropolitan Transit District PUBLIC TRANSIT SURVEY

Next, some questions regarding factors that could encourage or discourage you from using public transit.

8. Here is a list of factors that could encourage you to use MTD public transit. Using a scale of 1 to 5, where 1 means "Very Unlikely," 3 means "Neutral," 5 means "Very Likely," and 9 means "Not Applicable," please rate how likely each factor would be to encourage you to use public transit at least once a week.

	Very Unlikely		Neutral		Very Likely	n/a
(A) Parking becomes difficult or expensive where you frequently go.....	1.....	2.....	3.....	4.....	5.....	9
(B) Park and ride lots are readily available	1.....	2.....	3.....	4.....	5.....	9
(C) The time it takes to get to work by car increases by 15 minutes due to traffic congestion.....	1.....	2.....	3.....	4.....	5.....	9
(D) You have easy access to an express bus that arrives at your destination quickly.....	1.....	2.....	3.....	4.....	5.....	9
(E) Transit stops are located close to your home and where you frequently go.....	1.....	2.....	3.....	4.....	5.....	9
(F) An electronic display of arrival times is provided at primary stops and accessible to you electronically.....	1.....	2.....	3.....	4.....	5.....	9
(G) More and larger shelters are provided.....	1.....	2.....	3.....	4.....	5.....	9
(H) You can access the best bus route for your needs on the MTD web site.....	1.....	2.....	3.....	4.....	5.....	9
(I) Your employer provided incentives to use transit services, such as discounted passes.....	1.....	2.....	3.....	4.....	5.....	9
(J) The cost of gasoline goes higher than \$5 a gallon.....	1.....	2.....	3.....	4.....	5.....	9
(K) The time spent using transit is roughly comparable to the time spent driving.....	1.....	2.....	3.....	4.....	5.....	9



Santa Barbara Metropolitan Transit District
PUBLIC TRANSIT SURVEY

9. Which of the following are reasons that you do not use MTD public transit more often?
[Check all that apply]

- (A) Service is not available near my home
- (B) Service doesn't go where I need it
- (C) Service is not frequent enough
- (D) Service is not offered when I need it
- (E) Travel time is too long
- (F) I had a bad experience with the service
- (G) I don't feel safe riding the bus
- (H) I don't know how to use the service
- (I) I just prefer to drive
- (J) Other (Please list):

Lastly, some questions related to your support for expanding MTD public transit service.

10. Overall, how important do you think it is for the South Coast to support and fund public transportation?

- (A) Very important
- (B) Somewhat important
- (C) Not sure
- (D) Not important

11. How supportive would you be of increasing public funding for public transit so that an improved level of service (such as expanded hours and frequencies) could be provided?

- (A) Very supportive
- (B) Somewhat supportive
- (C) Not sure
- (D) Not supportive

Thank you taking the time to complete our survey!
We appreciate and value your input.



FY 2016-17 STRATEGIC PLAN

VISION & MISSION

The vision of MTD is that 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 mobility of South Coast residents, commuters, and visitors by offering safe, appealing, equitable, environmentally responsible, and fiscally sound transit service.

VALUES

- Well-Run & Respected
- Pleasant Customer Experience

- Professional Employees
- Technical Expertise

- Responsible With Public Funds
- Community & Local Agency Support

GOALS

**A.
High Quality
Transit Service**

**B.
Responsible Financial
Management**

**C.
Practical Asset
Management**

**D.
Employee
Development**

**E.
Customer
Relations**

**F.
Community & Agency
Outreach**

OBJECTIVES

- A.1. Determine balance between greatest demand & lifeline service
- A.2. Expand service as feasible
- A.3. Enhance on-time performance
- A.4. Sustain & enhance employee safety programs
- A.5. Implement security cameras on buses
- A.6. Expand incident management capabilities
- A.7. Develop a long-term (e.g., 30 year) plan for MTD service

- B.1. Address unfunded liabilities
- B.2. Pursue all practical capital & operating funding opportunities
- B.3. Maintain special pass program fees consistent with general fare policy
- B.4. Develop new revenue streams
- B.5. Update and enhance 5-year financial plan

- C.1. Seek opportunities to participate in proof-of-concept demonstrations for electric buses
- C.2. Implement renewable energy systems where feasible and cost-effective
- C.3. Deliver capital projects as soon as practicable
- C.4. Develop facilities master plan for future use of District's real estate
- C.5. Increase space for bus storage, maintenance, and offices

- D.1. Encourage & support employee professional & leadership development
- D.2. Enhance employee health & wellness programs
- D.3. Enhance employee communications (e.g., MTD intranet, "State of the District" updates)
- D.4. Expand workforce recruitment efforts
- D.5. Continue to work in partnership with represented employees

- E.1. Continue to improve passenger facilities
- E.2. Continue progress on Transit Center rehabilitation
- E.3. Enhance customer service training & practices
- E.4. Continue to enhance the passenger experience (e.g., A/C on buses, free Wi-Fi on buses)
- E.5. Implement "smart card" technology
- E.6. Fully implement MTD's new "AIM" (AVL) system
- E.7. Implement an MTD communications plan to strengthen marketing and outreach, our brand image and identity, and customer satisfaction

- F.1. Participate in local & regional bus & rail transit planning
- F.2. Educate stakeholders regarding public transit funding, challenges, & constraints
- F.3. Continue to enhance public outreach programs
- F.4. Enhance marketing & outreach programs to attract new riders
- F.5. Encourage employers to provide their employees with incentives to use alternative transportation
- F.6. Continue to analyze South Coast build-out potential based on general and specific plans
- F.7. Work with agency partners to coordinate plans and services