



**AGENDA**

MEETING OF THE  
**DEVELOPMENT COMMITTEE**  
OF THE  
**SANTA BARBARA METROPOLITAN TRANSIT DISTRICT**  
A PUBLIC AGENCY  
TUESDAY, OCTOBER 27, 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 October 13, 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. **REORGANIZATION OF CUSTOMER SERVICE AND COMMUNITY OUTREACH ACTIVITIES- (INFORMATIONAL)**  
Staff will provide the Development Committee with an update regarding managements reorganization plans for customer service and community outreach activities.
7. **AUGUST 2015 SERVICE PLAN UPDATE AND AUGUST 2016 SERVICE PLAN PROGRESS REPORT- (INFORMATIONAL)**  
The MTD Development Committee will receive update on August 2015 Service Plan and an update on progress to date on August 2016 Service Plan.
8. **OTHER**
9. **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, OCTOBER 13, 2015  
10:00 A.M.  
**SANTA BARBARA MTD CONFERENCE ROOM**  
550 OLIVE STREET (UPSTAIRS), SANTA BARBARA, CA 93101

“An MTD Development Committee meeting will be held on Tuesday, October 13, 2015. Its start time will be 10:00 a.m.; however this could possibly be delayed in order to complete the regular scheduled Board Meeting.”

1. **CALL TO ORDER**  
Committee Chair McQuary called the meeting to order at 10:15 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, October 9, 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 October 7, 2015. Director Shelor seconded the motion. The motion passed unanimously.
5. **PUBLIC COMMENT**  
None was made.
6. **STRATEGIC PLAN OUTREACH- (ACTION MAY BE TAKEN)**  
The Committee and staff discussed plans for outreach prior to bringing the draft Strategic Plan update to the Board for adoption.
7. **OTHER**  
No other items were discussed.
8. **ADJOURNMENT**  
Director Davis moved to adjourn the meeting at 10:44 a.m. Director Shelor seconded the motion. The motion passed unanimously.



## DEVELOPMENT COMMITTEE REPORT

**MEETING DATE:** OCTOBER 27, 2015      **AGENDA ITEM #:** 6

**TYPE:** INFORMATIONAL

**PREPARED BY:** NANCY ALEXANDAR

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*Signature*

**REVIEWED BY:** GENERAL MANAGER

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*GM Signature*

**SUBJECT: Reorganization of Customer Service and Community Outreach Activities**

### **DISCUSSION:**

As a public service agency, customer service and community outreach are priorities for MTD. In recognition of that, management is reorganizing and consolidating these activities with emphasis on enhancement and streamlining of the aforementioned services. The changes are ambitious and will take time to fully fund and implement. Nevertheless, reorganization can begin immediately as a foundation for the planned adjustments.

The changes include having a dedicated Customer Service Department that is separate from operations and cross-trained to handle a variety of functions at the Transit Center, the administrative building and out in the community. A new training program for our Customer Service Representatives (CSRs) is being developed and will include professional development in telephone etiquette, Microsoft Office applications, public speaking, and customer service techniques.

#### *Transit Center*

Plans are to have a combination of full- and part-time employees to increase flexibility in providing more coverage when necessary, and a reduction during statistically less busy times at the Transit Center. The use of part-time personnel also allows for increased coverage when staff is on vacation, during periods of illness, etc.

We intend to have at least one CSR in the lobby and one at the ticket counter far more frequently. By having a CSR in the lobby, we have the ability to assist riders with questions, educate riders as to how to use the ticket vending and change machines, and direct riders to the correct bus.

We will simplify and reorganize Lost & Found activities to improve tracking and the accessibility of information by staff at both the Transit Center and at Olive Street.

### *Administration - Reception*

The reception desk position at the administration building is being rolled into the Customer Service Department, as customer service is one of its main functions – answering calls, greeting customers, and providing support for the administrative staff and business partners. All CSRs will be cross trained in the functions of the reception desk.

During their shifts at the reception desk, the CSRs will perform data entry on customer service related statistics, (e.g., update the Lost & Found logs, compile telephone statistics, track Compliments & Complaints) and provide general office support. Cross training in a variety of tasks will allow the organization to have adequate coverage at both the Transit Center and at Olive Street reception, while contributing to the professional growth of the employee.

On the tech side of things, we plan on installing a computer kiosk for the employees to access, with pertinent information at their fingertips via an intranet website. This will be updated regularly with information that helps the employee, such as necessary forms, a calendar of MTD events, training dates and times, and employee benefit information. The Customer Service Department will be responsible for the administration of the intranet.

### *Community Outreach*

By incorporating community outreach into the Customer Service Department, the CSRs can become “Roving Ambassadors” for the agency. CSRs, as part of their shift, can schedule workshops geared toward specific groups, and prepare and present materials at the workshops. We are dedicated to educating the public about enhancements to our service and participating in Elementary School Outreach Presentations (ESOP) events to teach children about public transit. Involvement in MTD's public outreach activities with senior citizens and the disabled community will also be a part of the CSRs responsibilities.

MTD held 19 ESOP events for 6<sup>th</sup> graders in 2015, as well as 11 Safety Town presentations. We have a goal of reaching every 6<sup>th</sup> grade class in our public school system, as we have found that it greatly reduces the incidents of student customer service issues, such as getting lost, poor behavior, losing items, etc. Senior citizens, many of whom have never independently ridden public transit, are an increasing segment of our population. It is important to help to alleviate their concerns and give them encouragement to ride public transit. Our senior “Bus Riding 101” PowerPoint presentations have proven to be very popular with the attendees, and we would like to expand this service. CSRs are perfect for this task, as they encounter questions and concerns from seniors every day.

Social Media is an essential tool as it pertains to reaching many of our customers, with a specific emphasis on the millennial generation. Our customers want to know when their bus is arriving, if there have been reroutes, etc., and many people depend on social media to get their information. The Customer Service Department will be instrumental in gathering information for Facebook, Twitter, etc. The Department will also disseminate detour information to drivers and staff.

#### *Other Customer Service Activities*

Some other ways in which the Customer Service Department will be able to help the organization are as follows:

- Spanish/English translation - public meetings, customer contact, community events, etc.
- Assist with early morning fare revenue collection
- Administration of transfer stock refills of fareboxes
- Ridership surveys
- Miscellaneous clerical duties



## DEVELOPMENT COMMITTEE REPORT

**MEETING DATE:** OCTOBER 27, 2015      **AGENDA ITEM #:** 7

**TYPE:** INFORMATIONAL

**PREPARED BY:** GEORGE AMOON

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*Signature*

**REVIEWED BY:** GENERAL MANAGER

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*GM Signature*

**SUBJECT:**      **August 2015 Service Plan Update and August 2016 Service Plan Progress Report**

### RECOMMENDATION:

Receive update on August 2015 Service Plan and an update on progress to date on August 2016 Service Plan

### DISCUSSION:

Staff will provide a brief update on the results thus far of the August 2015 Service Plan. As you may recall, the Plan included the following changes.

- Lines 1 and 2:
  - Provide 10 minute service between 6:30 AM and 8:30 AM on weekdays *beginning November 30* funded by a LCTOP Cap and Trade grant.
  - Adjusted weekend schedule to improve on-time performance
- Line 15x: Adjusted schedule to improve on-time performance
- Lines 24x and 12x funded by UCSB:
  - Service extended to 11:00 PM every day with trips every 35 minutes after 7:00 PM.
  - Service on Line 12x extended to 7:00 PM on weekends.
  - More frequent weekend service overall
- Lines 23 and 25: Adjusted weekday schedules to improve on-time performance.

Staff will also share its progress on the August 2016 Service Plan that was discussed at the final August 2015 Service Plan Board meeting in May. The August 2016 Plan includes particular emphasis in the Goleta area.

### ATTACHMENT:

August 2015 Service Plan Summary





# PROPOSED SERVICE CHANGES

Effective August 24, 2015

LINE	SERVICE CHANGE	DISCUSSION
1 & 2	<p>Three additional buses will be deployed to provide 10-minute service between 6:30 AM and 8:30 AM on weekdays (<i>beginning November 30, 2015</i>).</p> <p>Weekend schedules will be adjusted to improve on-time performance.</p>	<p>A grant will fund 10-minute service during the two-hour weekday morning peak.</p> <p>Traffic congestion and large passenger loads are causing schedule adherence issues. A few trips will be removed to provide additional time to improve on-time performance.</p>
15x	<p>Schedule will be adjusted to improve on-time performance.</p>	<p>Traffic congestion is causing schedule adherence issues. Some trips will be removed to provide additional time to improve on-time performance.</p>
24x & 12x	<p>Service on Line 24x will be extended to 11:00 PM every day with trips every 35 minutes after 7:00 PM.</p> <p>Service on Line 12x will be extended to 7:00 PM on weekends.</p> <p>More frequent weekend service overall on both routes.</p>	<p>UCSB will fund additional service due to increasing student demand.</p>
23 & 25	<p>Weekday schedules will be adjusted to improve on-time performance.</p>	<p>Traffic congestion is causing schedule adherence issues. A few low-ridership trips will be removed to provide additional time to improve on-time performance.</p>
Coastal Express Limited	<p>Service will be discontinued on June 12, 2015.</p>	<p>Caltrans funding for these routes will be spent by June. Service will be replaced by VISTA Coastal Express.</p>



# CAMBIOS PROPUESTOS EN EL SERVICIO

Se harán efectivos el 24 de agosto de 2015

LÍNEA	CAMBIO EN EL SERVICIO	DISCUSIÓN
1 y 2	<p>Se pondrán tres autobuses adicionales para dar servicio cada 10 minutos entre las 6:30AM y las 8:30AM de lunes a viernes <i>(a partir del 30 de noviembre de 2015)</i>.</p> <p>Los horarios de los fines de semana se ajustarán para mejorar la puntualidad.</p>	<p>Una subvención financiará el servicio cada 10 minutos durante el periodo pico de dos horas de la mañana de lunes a viernes.</p> <p>La congestión del tráfico y el gran número de pasajeros están causando problemas para cumplir el horario. Se eliminarán un par de viajes para dar tiempo adicional para mejorar la puntualidad.</p>
15x	<p>El horario se ajustará para mejorar la puntualidad.</p>	<p>La congestión del tráfico está causando problemas para cumplir el horario. Se han eliminado algunos viajes para dar tiempo adicional para mejorar la puntualidad.</p>
24x y 12x	<p>El servicio en la línea 24x se ampliará hasta las 11:00 PM todos los días, con viajes cada 35 minutos a partir de las 7:00 PM.</p> <p>El servicio en la línea 12x se ampliará hasta las 7:00 PM los fines de semana.</p> <p>Ambas líneas tendrán un servicio más frecuente en general el fin de semana.</p>	<p>UCSB financiará servicios adicionales dado el aumento en la demanda por parte de los estudiantes.</p>
23 y 25	<p>Se ajustará el horario de lunes a viernes para mejorar la puntualidad.</p>	<p>La congestión del tráfico está causando problemas de cumplimiento del horario. Se eliminarán un par de viajes con pocos viajeros para dar tiempo adicional para mejorar la puntualidad.</p>
Coastal Express Limited	<p>Se suspenderá el servicio a partir del 12 de junio de 2015.</p>	<p>Caltrans para estas rutas se habrá agotado para junio. El servicio será sustituido por VISTA Coastal Express.</p>