



**AGENDA**

MEETING OF THE  
**DEVELOPMENT COMMITTEE**  
OF THE  
**SANTA BARBARA METROPOLITAN TRANSIT DISTRICT**  
A PUBLIC AGENCY  
TUESDAY, FEBRUARY 2, 2016  
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 27, 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. **DRAFT SERVICE PLAN CONSIDERATIONS FOR AUGUST 2016 (ATTACHMENT- INFORMATIONAL)**  
Receive presentation of August 2016 Draft Service Plan considerations.
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, OCTOBER 27, 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 9:00a.m.
- 2. ROLL CALL OF THE DEVELOPMENT COMMITTEE**  
Committee Chair McQuary reported that all members were present with the exception of Director Shelor who was expected to arrive shortly.
- 3. REPORT REGARDING POSTING OF AGENDA**  
Lilly Gomez, Administrative Assistant, reported that the agenda was posted on Friday, October 23, 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 13, 2015. Director McQuary seconded the motion. The motion passed unanimously.
- 5. PUBLIC COMMENT**  
Ms. Sherrie Fisher was not able to attend the Development Committee meeting. However, she requested the board clerk remind the committee of a discussion held earlier this year indicating additional weekday service on line twenty would be considered for fall 2016.

***DIRECTOR SHELOR JOINED THE MEETING AT 9:05 A.M.***

- 6. REORGANIZATION OF CUSTOMER SERVICE AND COMMUNITY OUTREACH ACTIVITIES- (INFORMATIONAL)**  
Staff provided the Development Committee with an update regarding managements reorganization plans for customer service and community outreach activities. The Development Committee was pleased with the upcoming changes and directed staff to update the full Board.
- 7. AUGUST 2015 SERVICE PLAN UPDATE AND AUGUST 2016 SERVICE PLAN PROGRESS REPORT- (INFORMATIONAL)**  
The MTD Development Committee received an update on the August 2015 Service Plan and staff provided the progress to date on August 2016 Service Plan. The Development Committee requested that staff update the progress with the full Board.
- 8. OTHER**  
No other items were discussed.
- 9. ADJOURNMENT**  
Director McQuary moved to adjourn the meeting at 10:21 a.m. Director Shelor seconded the motion. The motion passed unanimously.



## DEVELOPMENT COMMITTEE REPORT

**MEETING DATE:** February 2, 2016

**AGENDA ITEM #:** 6

**TYPE:** Informational

**PREPARED BY:** George Amoon

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

**REVIEWED BY:** General Manager

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

**SUBJECT:** Draft Service Plan Considerations for August 2016

### RECOMMENDATION:

Receive presentation of August 2016 Draft Service Plan considerations.

### DISCUSSION:

The revenue hours associated with the changes being considered will be included in the draft budget for FY 2016-17, scheduled for presentation to the Board on March 8<sup>th</sup>. This will provide the Board and management with an opportunity to weigh the financial impact of the changes being considered prior to the presentation of the draft service plan on March 22<sup>nd</sup>

Staff is considering a 5.2% increase in revenue hours for FY 2016-17. The approved service level for FY 2015-16 was 210,330 hours. The changes being considered would raise the service level to 221,171 hours representing an increase of 10,841 hours. Of this total, 6,213 hours are for the new UCSB-funded Line 38, 337 hours are for SBCAG-funded Last Mile service, and 799 additional hours are due to service calendar fluctuations. The remaining 3,492 hours represent a net 1.7% increase in service improvements within Goleta and Carpinteria. The proposed service changes are discussed in greater detail below and summarized in the attached table.

	Hours	% Change
Approved FY 2015-16 Service Level	210,330	
Line 38 and Last-Mile Service	6,550	3.1%
Potential Service Improvements	3,492	1.7%
Adjustment due to Calendar Fluctuation	<u>799</u>	<u>0.4%</u>
Total FY2016-17 Changes	<u>10,841</u>	5.2%
Potential FY 2016-17 Service Level	221,171	

The changes being considered at this point were based on input throughout the year from the public and MTD drivers, data review and extensive field observations. Subsequent to the draft changes presented to the Board, staff will present them to the public at community meetings in Santa Barbara, Carpinteria, Goleta and Isla Vista to receive feedback. The feedback will be summarized to the Board in late April/early May as part of the Final Service Plan.

### Line 38:

As part of the agreement signed by MTD and UCSB approximately two years ago, UCSB agreed to fund enhanced service on Lines 24x and 12x and a new Line 38 between Camino Real Marketplace and UCSB to offset the impact of the 1,000 bed San Joaquin student housing project currently under construction near the Storke/El Colegio Road intersection. The Lines 24x/12x enhancements, which focus on consistent night service seven days a week, were implemented in August 2015.

Line 38 service is proposed as follows:

- 15 minute service between 7:30 AM and 6:30 PM and 30 minute service between 6:30 PM and 12:00 AM Monday through Friday during the school year
- 30 minute service between 7:30 AM and 11:30 PM Monday through Friday during the Summer
- 30 minute service between 7:30 AM and 10:30 PM Saturdays year around
- 30 minute service between 7:30 AM and 10:00 PM Sundays year around

The scheduling will be consistent throughout the year. Service is not proposed during Winter and Spring breaks as there will be Line 27 (reduced), Line 11 and Line 24x service available.

The main route is proposed along El Colegio and Storke Roads providing direct service between Camino Real Marketplace, UCSB and San Joaquin, Sierra Madre, Santa Catalina student/faculty housing complexes. The route is also proposed to use Phelps Road, Pacific Oaks Road, Los Ninos, Santa Felicia Drive and Hollister Avenue. An ADA compliant stop on Pacific Oaks Road at Phelps Road is proposed to be constructed for the route as well as expanded boarding area at the El Colegio Road stop fronting Tropicana Gardens residence hall which UCSB recently purchased. Both improvements will be funded and constructed by UCSB per the agreement.

### First & Last Mile Service:

As part of the 101 In Motion project, SBCAG is coordinating with AMTRAK to re-time two AMTRAK trains potentially in fall 2016 to match AM and PM peak commuting hours. SBCAG may partner with MTD to provide bus service to/from the Santa Barbara and Goleta train stations to areas of employment within the "last mile" figuratively speaking. Service at the Santa Barbara train station in the AM may be served by a different entity since the Downtown Waterfront shuttles which serve the station do not operate until 9

AM. Service in PM could be served by the existing shuttle service which operates until 6 PM. Service at the Goleta train station would require additional service hours with routes likely emanating to Goleta Old Town, UCSB and major employment centers along the western end of Hollister Avenue.

#### Line 7 Extension:

Lines 7 and 8 currently provide service along several major destinations however the service is intermittent. Line 9 service is currently the lowest performing route in the system. To provide consistent service along this corridor and to link it to Goleta Old Town, the service hours for all three lines are proposed to be combined into an enhanced Line 7 with consistent service seven days a week. The proposed route would involve extending Line 7 across the Fairview Ave/Hwy 101 Bridge to Hollister Ave and use Kellogg/Armitos/Kinman in Goleta Old Town to turn around including reinstating a bus stop on Kellogg Avenue. Once the roundabouts at Hollister Ave/Hwy 217 are completed, the route may instead use one of the roundabouts to turn around. Thirty minute service is proposed for predominantly all day during the weekdays between 6:00 AM and 8:00 PM and one hour service is proposed between 7:30 AM and 6:45 PM during the weekends. The current 9:30 PM weekday trip from the Wake Center toward the Transit Center is proposed to remain in service. Overall this service will provide consistent bi-directional direct service between Goleta Old Town, Calle Real and Fairview shopping centers, a community health clinic near the Calle Real/Kellogg Avenue intersection, County Health and Social Services facility, Veteran's Clinic, La Cumbre Shopping Center, the Transit Center and various neighborhoods in between.

The service is also proposed to travel in the direction the buses are headed (Santa Barbara or Goleta) along Honor Farm Road and Camino del Remedio that serve County Health and the Social Services complex. This will reduce the confusion at the various stops caused by the inbound and outbound buses that currently travel in the same direction. The one stop that will need to maintain the same inbound and outbound direction will be the County Health building stop due to the one way driveway access to reach that stop at that facility.

#### Lines 23/25/6/11:

Before 7:00 PM, passengers in Goleta using Lines 6, 11, 12x, 15x, 24x, 27 and the upcoming Line 38 must transfer at bus stops near the Storke/Hollister Road intersection to board Lines 23 or 25 (and vice versa) which can affect ridership. Also, the alternating direction of the bus traveling along interlined Lines 23 and 25 can cause confusion for many passengers as evidenced by many of them often waiting on the opposite side of the road to board the bus. Finally, the frequency on Lines 23 and 25 line has been increased up to an infrequent 1 hour 10 min due to increased traffic congestion.

To address these issues, Lines 23 and 25 are proposed to be de-interlined yet they will continue to essentially serve the same areas. Line 23 would travel along a less circuitous route with bi-directional service to Dos Pueblos High School and continuing in a one way direction using mainly Calle Real, Brandon Drive, Cathedral Oaks Road and Alameda Road in a clockwise direction until approximately 7:00 PM. Line 25 would use Hollister Avenue bi-directionally, cross Highway 101 at the Cathedral Oaks Interchange and circle Winchester Commons in a clockwise direction until approximately 7:00 PM.

After 7:00 PM when service is used less, the route would change direction at Cathedral Oaks Road to directly connect to Line 25 near Winchester Commons to better accommodate those passengers along that line at night.

In addition, Line 6 would continue as Line 25 every other trip and Line 11 would continue as Line 23 every other trip which would avoid the need to transfer on those trips (and vice-versa) until approximately 7:00 PM. The other alternating trips would continue as interlined Lines 6 and 11 as it does currently until approximately 7:00 PM. After 7:00 PM, Line 11 would continue as Line 23 or as "q" flexible optional trips as it does currently.

Both lines would no longer need to use Santa Felicia Drive to circle Camino Real Marketplace which reduces the number of hours per line. Service along Santa Felicia Drive would still be provided by Line 27 and nightly Line 24x trips.

#### Line 20:

Current service during the mid day is hourly causing buses to be often fully loaded for the up to one hour trip. Two additional trips during the mid day are proposed on weekdays for consistent 40 minute service.

#### Line 27 Extension to Goleta AMTRAK Station:

Service to the Goleta AMTRAK Station is currently served by Line 6 until about 7:00 PM by walking on La Patera Lane for approximately a third of a mile from Hollister Avenue. Service is proposed by extending Line 27 from the Storke Road/Hollister Avenue intersection to match AMTRAK arrival and/or departures seven days a week. As a result, the frequency of Line 27 would be reduced by 14 minutes after each of these extended trips due to the additional time needed to serve the station. Passengers from other locations in Goleta could also transfer at Camino Real Marketplace to the new line to directly reach the AMTRAK station. To avoid confusion of these extended trips interlined with Line 27, the route between Storke/Hollister and the AMTRAK station would be proposed as a different route number.

#### San Marcos High School PM Booster Service (2510):

The PM booster service during Summer school from San Marcos High School to the Santa Barbara West side has been experiencing very low ridership. Students are likely using the other multiple bus lines or other means to reach their residences on the West side in the PM. Elimination of this booster is proposed.

#### **ATTACHMENT:**

- Draft August 2016 Service Plan Considerations Table

**SUMMARY OF SERVICE CHANGES**

February 2, 2016

**DRAFT**

to take effect August 22, 2016

Line	Route	Issue	Draft Proposal	Estimated Additional Hours for FY 16-17
38 (new line)	Camino Real Marketplace - San Joaquin/Sierra Madre/Santa Catalina UCSB residence halls - UCSB	Significant increased demand as a result of UCSB San Joaquin housing project proposed near Storke/El Colegio Road intersection.	15 minute service between 7:30 AM and 6:30 PM and 30 minute service between 6:30 PM and 12:00 AM Monday through Friday during the school year  30 minute service between 7:30 AM and 11:30 PM Monday through Friday during the Summer  30 minute service between 7:30 AM and 10:30 PM Saturdays year around  30 minute service between 7:30 AM and 10:00 PM Sundays year around	6,213 (funded by UCSB)
Last Mile Service	Goleta AMTRAK Train Station - Goleta Old Town/UCSB/major employment centers	Bus service from Goleta AMTRAK train station to Goleta Old Town/UCSB/major employment centers	Service for re-timed AM and PM peak commuting hours at Goleta AMTRAK station	337
			<i>Subtotal</i>	<u>6,550</u> 3.1% increase
7 Extension	Santa Barbara - La Cumbre Shopping Center - County Health and Human Services - Calle Real Shopping Center - Goleta Neighborhood Clinic - Goleta Old Town	Lines 7 and 8 provide intermittent service yet serve major destinations. Line 9 is lowest performing route in system.  Inbound and outbound buses travel in same direction along Camino del Remedio and Honor Farm Road creating confusion for passengers.	Thirty minute service between 7:30 AM and 8:00 PM Monday through Friday.  One hour service between 7:30 AM and 6:45 PM on weekends.  Bi-directional service at bus stops.	3,202
23/25/6/11	Lines 23 and 25 circulates within Ellwood/El Encanto Heights neighborhoods north and south of Highway 101 in Goleta.  Lines 6 and 11 provide trunk service between Santa Barbara and Goleta/UCSB along State Street and Hollister Avenue	Transfer between Lines 23/25 and all other lines at Camino Real Marketplace affects ridership.  Confusion of which stops to use along Lines 23 and 25.  Infrequent Lines 23 and 25 service.	De-interline Lines 23 and 25 and less circuitous Line 23 route. Bi-directional service Line 23 service to Dos Pueblos High School. One way service beyond high school. Bi-directional Line 25 service along Hollister Ave to Winchester Commons.  Before 7:00 PM, interline Lines 6 and 25 and 11 and 23 on alternating trips. Maintain interlining on Lines 6 and 11 on other alternating trips.	(1,748)
20	Santa Barbara - Carpinteria	Full buses during mid day due to one hour service.	Add two additional trips to provide 40 minute mid day service.	868
27 Extension	Camino Real Marketplace - Goleta AMTRAK Station	Goleta AMTRAK is served by Line 6 on Hollister Avenue 1/3 mile away until 7:00 PM.	Add service to all AMTRAK arrivals and departures.  Create new line number to avoid confusion of Line 27 passengers.	1,181
Summer School PM Booster (2510)	San Marcos High School - Santa Barbara Westside	Very low ridership	Eliminate PM booster	(11)
			<i>Subtotal</i>	<u>3,492</u> 1.7% increase
			Additional hours for additional weekday	<u>799</u> 0.4% increase
			<b>Total</b>	<b>10,841 5.2% increase</b>