



**AGENDA**

**Meeting**

of the

**PLANNING & MARKETING COMMITTEE**

of the

**SANTA BARBARA METROPOLITAN TRANSIT DISTRICT**

A Public Agency

**Thursday, March 9, 2017**

**9:00 AM**

**John G. Britton Auditorium**

550 Olive Street, Santa Barbara, CA 93101

**1. CALL TO ORDER**

**2. ROLL CALL OF THE BOARD OF DIRECTORS**

Chuck McQuary; Chair, Dave Davis; Director, Bill Shelor; 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. MARKETING PLAN UPDATE – (INFORMATIONAL)**

Staff will present an outline for the proposed 5-Year Marketing Plan.

**6. BRANDING UPDATE – (INFORMATIONAL)**

Staff will present an update on the Santa Barbara MTD brand evolution process.

**7. DRAFT SERVICE PLAN FOR AUGUST 2017 - (ATTACHMENTS-ACTION MAY BE TAKEN)**

Authorize staff to forward the August 2017 Draft Service Plan to the Board of Directors for approval.

**8. OTHER BUSINESS AND REPORTS - (ACTION MAY BE TAKEN)**

The Committee will report on other related public transit issues.

**9. 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.



**MINUTES**

**Meeting**

of the

**PLANNING & MARKETING COMMITTEE**

of the

**SANTA BARBARA METROPOLITAN TRANSIT DISTRICT**

A Public Agency

**Monday, January 30, 2017**

**10:00 AM**

**John G. Britton Auditorium**

550 Olive Street, Santa Barbara, CA 93101

**1. CALL TO ORDER**

**2. ROLL CALL OF THE BOARD OF DIRECTORS**

Dave Davis, Chuck McQuary, Bill Shelor

**3. REPORT REGARDING POSTING OF AGENDA**

Lilly Gomez, Interim Executive Assistant reported that the agenda was posted on Friday, January 26, 2017 at MTD's Administrative office, mailed and emailed to those on the agenda list, and posted on MTD's website.

**4. COMMITTEE CHAIR FOR 2017 - (ACTION MAY BE TAKEN)**

The Committee elected Director McQuary as Chair for 2017.

**5. PUBLIC COMMENT**

None was made.

**6. PRELIMINARY SERVICE WORK PLAN FOR AUGUST 2017 - (INFORMATIONAL)**

Planning Manager, George Amoon provided the committee with an outline of the service changes being considered for August 2017. The service changes included adjusting schedules to improve on-time performance, changing routes on the Mesa when the Santa Barbara City College West Campus re-opens.

**7. OTHER BUSINESS AND REPORTS - (ACTION MAY BE TAKEN)**

No other items were discussed.

**8. ADJOURNMENT**

Director Tabor moved to adjourn the meeting at 11:40am. Director Davis seconded the motion. The motion passed unanimously.

**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.



**PLANNING AND MARKETING COMMITTEE REPORT**

**MEETING DATE:** MARCH 9, 2017

**AGENDA ITEM #:** 7

**TYPE:** ACTION

**PREPARED BY:** GEORGE AMOON

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

**REVIEWED BY:** GENERAL MANAGER

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

**SUBJECT:** Draft Service Plan for August 2017

**RECOMMENDATION:**

Authorize staff to forward the August 2017 Draft Service Plan to the Board of Directors for approval.

**DISCUSSION:**

Staff is proposing a 1.8% increase in revenue hours for FY 2017-18. The approved service level for FY 2016-17 was 221,119 hours. The proposed changes would raise the service level to 225,123 hours representing an increase of 4,004 hours. The proposed increase in service hours is comprised primarily of modifications to improve schedule adherence and to account for calendar year fluctuations. The table below summarizes the proposed changes:

	Hours	% Change
Approved FY 2016-17 Service Level	221,119	
Proposed Service Improvements	3,140	1.4%
Adjustment due to Calendar Fluctuation & hours in FY 17 for August 2016 changes	1,577	0.7%
Carpinteria - Goleta potential service & Lines 1 and 2 AM weekday peak hour reduction	<u>-713</u>	<u>-0.3%</u>
Total FY2016-17 Changes	<u>4,004</u>	1.8%
Proposed FY 2017-18 Service Level	225,123	

The proposed service changes are discussed in detail below:

- Lines 6/11/23/25: Add time to trips to improve on time performance every day of the week and minor Line 23 and Line 25 re-routes.
- Lines 20/21x: Reallocate time within trips and add some time to improve on time performance every day of the week.

- Lines 12x/24x: Adjust schedules to improve on time performance every day of the week. Frequency on these lines varies between 35-minutes and 1-hour. The proposed changes will reduce frequency from 30-minutes to 35-minutes and from 1-hour to 1 hour 10 minutes. This will result in some trips being removed. However, they are mostly isolated "half trips" (e.g., mid day Line 24x trip that begins at UCSB toward the Transit Center) that served limited purpose. Other frequencies will predominantly stay the same.
- Line 15x: Reallocate time within trips to improve on time performance. This will result in frequencies increased up to six minutes and additional trips.
- Line 15x re-route: Change route off the Mesa to circle around SBCC main campus (Hwy 101-Castillo-Cabrillo-Loma Alta-Cliff Drive/Montecito Street-Castillo-Hwy 101). This will result in frequencies increased up to six minutes and additional trips due to reallocation of time within trips. Implementation will likely not occur until August 2018. However it is included as part of this service plan as it depends on the timing of the re-opening of the West Campus bus stop.
- Line 16: Revert currently detoured route to standard route depending on timing of the re-opening of the SBCC West Campus bus stop.
- Downtown-Waterfront Shuttle: To be determined.
- Miscellaneous service adjustments: Various minor adjustments to certain lines as they arise.
- Lines 1 and 2: Revert AM peak service from 10-minute frequency to 15-minute frequency during the weekdays. Service was enhanced in November 2015 from 15-minute frequency to 10-minute frequency during the weekday AM peak funded by a Cap and Trade LCTOP grant. LCTOP funding has decreased and staff has proposed reallocating that funding source to other priorities. MTD will fund the enhanced service from July 1, 2017 to August 18, 2017 until the new driver bid begins.
- Carpinteria - Goleta service: Potential new service between Carpinteria and Goleta involving two trips during the AM peak period direct from Carpinteria to Goleta and two trips during the PM peak direct from Goleta to Carpinteria. Service will be funded (\$250,000) by Caltrans as part of the Traffic Management Plan for the Linden Avenue and Casitas Pass Road Interchange Project to provide regional transit services to reduce traffic in and around the project area. The available funding would provide approximately 2 1/2 years of service. Bus purchase, if necessary, would result in reduced subsidy for service level. The potential temporary service is based on discussions with SBCAG staff. SBCAG staff is assessing their options at this time.

#### **ATTACHMENT:**

- 1 - Summary of 2017 Proposed August Service Plan Table

**ATTACHMENT 1 - SUMMARY OF PROPOSED DRAFT 2017 AUGUST SERVICE PLAN**  
**March 3, 2017**

**DRAFT**  
**to take effect August 21, 2017**

Line	Route	Issue	Draft Proposal	Estimated Additional Hours for FY 17-18
<b>FUNDED BY OUTSIDE SOURCES</b>				
Carpinteria - Goleta (new line)	Carpinteria - Goleta employment centers	Proposed with SBCAG staff as part of the Traffic Management Plan (TMP) for the four year Linden Avenue and Casitas Pass Road Interchange Project.	Potential new service. Two trips during the AM peak period direct from Carpinteria to Goleta and two trips during the PM peak direct from Goleta to Carpinteria. Funded by Caltrans (\$250,000) as part of the TMP.  Available funding would provide approximately 2 1/2 years of service. Bus purchase if necessary would be additional cost.	770 Funded by Caltrans
1 and 2	Santa Barbara Westside - Transit Center - Santa Barbara Eastside	LCTOP grant funds are proposed to be applied to a different MTD project next fiscal year due to funding limitations. MTD will fund the enhanced service from July 1, 2017 to August 18, 2017 as indicated below until the new driver bid begins.	Revert AM peak service from 10-minute frequency to 15-minute frequency during the weekdays.	(1,483) Hours no longer funded by grant
<i>Subtotal</i>				<u>(713)</u> (0.3%) increase
<b>FUNDED BY MTD</b>				
6/11/23/25	Lines 6 and 11: Trunk service between Santa Barbara and Goleta/UCSB along State Street and Hollister Avenue.  Lines 23 and 25: Ellwood/El Encanto Heights neighborhoods.	Schedule adherence issues between Santa Barbara and Goleta.	Add time to Lines 6 and 11 trips as necessary for improved schedule adherence all days of the week.  Minor re-route of Line 23 night service using prior Line 23 route along Salisbury and Calle Real to better serve neighborhood, and of Line 25 along Bradford and Calle Real to better serve neighborhood.	2,854
20/21x	Santa Barbara - Carpinteria	Schedule adherence issues.	Reallocate time within segments of trips and add some time per trips as necessary for improved schedule adherence all days of the week.	67
12x/24x	Santa Barbara - Goleta and UCSB/Isla Vista	Schedule adherence issues.	Reallocate time for improved schedule adherence and reduce frequency to 35 minutes when it is 30 minutes during the day and to 1 hr 10 min hour when it is 1 hr. Other frequencies will predominantly stay the same.  Results in reduced total trips per day due to decreased frequency of which most are isolated trips that serve limited purpose.	(34)
1 and 2	See Lines 1 and 2 above			233 Funded by MTD

15x	Isla Vista - SBCC	Schedule adherence issues.	Reallocate time within segments of trips. Frequency increased up to 6 minutes. Results in additional trips per day due to less overall time allocated per trip.	(10)
15x	Isla Vista - SBCC	More efficient service to SBCC.	Re-route off of Mesa to around SBCC main campus for more efficient service to SBCC. Frequency increased up to 6 minutes. Results in additional trips per day due to reduced trip time per trip from reduced route distance.	(70) Hours not included in totals because this is an alternative Line 15x proposal.
16	Downtown Santa Barbara - SBCC	SBCC West Campus project completion proposed in early 2018 will re-open the bus stop at the turn-around.	Revert currently detoured route to standard route. Total trip time remains the same.	0
Downtown and Waterfront Shuttles	Downtown Santa Barbara	To be determined.	To be determined.	To be determined.
Misc Service Adjustments			Various minor adjustments to certain lines as they arise.	30
			<b>Subtotal</b>	<b>3,140 1.4% increase</b>
Net hours change for calendar days fluctuation & hours for August 2016 service changes between July 1, 2017 and August 20, 2017				<b>1,577 0.7% increase</b>
<b>Total</b>				<b>4,004 1.8% increase</b>