



AGENDA

Meeting

of the

PLANNING & MARKETING COMMITTEE

of the

SANTA BARBARA METROPOLITAN TRANSIT DISTRICT

A Public Agency

Wednesday, April 26, 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

Chuck McQuary, 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 meeting of April 11, 2017.

5. 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.

6. PROPOSED FINAL SERVICE PLAN FOR AUGUST 2017 - (ATTACHMENTS - ACTION MAY BE TAKEN)

The Committee will be asked to review the proposed Final Service Plan for August 2017 and approve forwarding it to the full Board for consideration.

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

The Committee will report on other related public transit issues.

8. 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
Tuesday, April 11, 2017
9:00 AM
John G. Britton Auditorium
550 Olive Street, Santa Barbara, CA 93101

1. CALL TO ORDER

Director Davis called the meeting to order at 9:03am.

2. ROLL CALL OF THE BOARD OF DIRECTORS

Director Davis reported all members were present with the exception of Chair McQuary.

3. REPORT REGARDING POSTING OF AGENDA

Lilly Gomez, Office Administrator, reported that the agenda was posted on Friday, April 7, 2017 at MTD's Administrative office, mailed and emailed to those on the agenda list, and posted on MTD's website.

4. PUBLIC COMMENT

None was made.

5. CLEAN AIR EXPRESS – JOINT PROVISION OF OPERATING & ADMINISTRATION - FEASIBILITY REVIEW - (ATTACHMENT - INFORMATIONAL)

General Manager Estrada provided the Committee with an update regarding the Clean Air Express (CAE) service. Mr. Estrada advised that staff participated in informal conversations with Santa Barbara County Association of Governments (SBCAG) staff regarding the possibility of MTD operating the CAE service. SBCAG staff presented potential operating and administrative alternatives for the CAE service to SBCAG's North County Subregional Planning Committee on April 5. That Committee approved the SBCAG staff recommendation to conduct comprehensive conversations with MTD and the County of Santa Barbara on collaboratively operating and administering the program. MTD has agreed to work with SBCAG, the County and North County transit operators to determine the feasibility of the proposed alternative.

6. MEMORIAL PLAQUES ON BUS BENCHES - (ATTACHMENT - ACTION MAY BE TAKEN)

Manager of Government Relations and Compliance Steve Maas presented a draft policy regarding sponsor plaques on bus stop benches for consideration by the Committee. Currently, one bench, in Montecito, has a small plaque stating, "Sponsored by the Montecito Community Foundation 2016." The Foundation is providing MTD with funding for additional new benches and would like to have plaques on these also. Mr. Maas stated that he examined similar policies from several cities to draft the proposed policy. After a brief discussion, Director Davis moved to forward the policy to the full Board with several edits. Mr. Davis recommended that staff ensure that MTD had the right to refuse requests by inappropriate sponsors and requested that the Policy be changed to reflect sponsorships rather than memorials. Director Tabor seconded the motion. The motion passed unanimously.

AT THIS POINT CHAIR MCQUARY ENTERED THE MEETING.

7. UPDATE ON MARKETING PLAN, BRANDING, AND EV ROLLOUT STRATEGY - (ATTACHMENT - ACTION ITEM)

Marketing and Community Relations Manager Hillary Blackerby reviewed the draft 5-Year Marketing and Communications Plan and the branding proposal. Ms. Blackerby shared that the branding proposal encompasses the logo, buses, facilities, bus stop signs, schedule guides, uniforms, letterhead and other printed materials. Ms. Blackerby has worked with Celtis Ventures, Inc. to develop a fresh and vibrant new look for MTD. After a brief discussion of visibility and cost, Director Shelor moved to approve forwarding the draft 5-Year Marketing and Communications Plan and the branding proposal to the full Board for consideration. Director Davis seconded the motion. The motion passed unanimously.

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

No other items were discussed.

9. ADJOURNMENT

Director Davis moved to adjourn the meeting at 10:43am. Director Shelor seconded the motion. The motion passed unanimously.



PLANNING & MARKETING COMMITTEE REPORT

MEETING DATE: APRIL 26, 2017

AGENDA ITEM #: 6

TYPE: ACTION

PREPARED BY: GEORGE AMOON

Signature

REVIEWED BY: GENERAL MANAGER

GM Signature

SUBJECT: Proposed Final Service Plan for August 2017

RECOMMENDATION:

That the Committee review and approve the proposed Final Service Plan for August 2017

DISCUSSION:

Background:

The proposed service changes were presented to the Board of Directors on March 21st. They were based on input throughout the year from the public and MTD drivers, data review and extensive field observations.

Public input overall has been supportive. As discussed at the Board meeting, five community meetings were held throughout the District. Press releases, social media and posting at bus stops and in buses have all been utilized to widely distribute the information to the community. Attachment 1 summarizes the public input with comments by staff as noted.

Proposed Final Service Changes:

Staff is proposing a 1.5% 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 224,431 hours representing an increase of 3,312 hours. The proposed increase in service hours is comprised primarily of modifications to improve schedule adherence and to account for calendar year fluctuations.

	Hours	% Change
Approved FY 2016-17 Service Level	221,119	
Proposed Service Improvements (funded by MTD)	3,218	1.5%
Lines 1 and 2 AM weekday peak hour service reduction (funded by grant)	-1,483	-0.7%
Adjustment due to Calendar Fluctuation & hours in FY 17 for August 2016 changes	<u>1,577</u>	<u>0.7%</u>
Total FY 2016-17 Changes	<u>3,312</u>	1.5%
Proposed FY 2017-18 Service Level	224,431	

The proposed service changes are discussed in detail below and summarized in Attachment 2. They are fundamentally the same as proposed to the Board on March 21st except for the addition of Line 14 schedule adjustments, postponing the Line 15x re-route proposal until the service plan next year and eliminating the Carpinteria-Goleta service proposal, as explained below.

- Lines 6/11/23/25: Add time to trips to improve on time performance every day of the week and minor Line 23 re-route. Line 25 is currently on a detour for up to two years using Bradford Drive and Calle Real in a one-way counter clockwise direction. The detour is due to a slope failure on Cathedral Oaks Road. The current detour is the same route that was proposed by staff prior to the slope failure as a permanent re-route to better serve the neighborhood. As part of the long term closure, the stop at Calle Real at Jenna Drive currently used by school boosters and formerly used by Line 23 will be serviced by Line 25 as well as by the Line 23 minor re-route. Staff will monitor the detoured route over the coming months. Attachment 3 shows the Line 23 re-route and Line 25 detour re-route.
- 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 16: Revert currently detoured route to standard route depending on timing of the re-opening of the SBCC West Campus bus stop.
- Line 14: Reallocate time within trips during the weekdays to improve on time performance.
- Downtown-Waterfront Shuttle: To be determined.
- 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 20, 2017 until the new driver bid begins.

The Line 15x re-route proposal was removed by staff from the draft service plan during the March 21st Board meeting due to continued closure of the Line 16 bus stop at the SBCC West Campus into next year. Once re-opened, this stop will offload demand from

the main campus bus stop at which the proposed re-routed Line 15x will primarily serve. Additional studies are also necessary for this proposal.

The Carpinteria-Goleta service proposal funded by Caltrans as part of the Traffic Management Plan for the Linden Avenue and Casitas Pass Road Interchange Project was removed by staff from the draft service plan because SBCAG staff is planning on using vanpools between the two communities.

ATTACHMENTS:

- 1 – Summary of Public Input
- 2 – Summary of Proposed Final August 2017 Service Plan Table
- 3 – Maps of minor re-routes

ATTACHMENT 1 Summary of Public Input

The following provides a summary of the public comments received to date with respect to service planning. They are categorized as follows: (1) part of August 2017 service changes, (2) to be reviewed under work plan for August 2018 service changes, and (3) additional comments noted by Planning Department staff.

Part of current August 2017 service changes:

- Lines 12x toward Goleta and Line 24x toward Santa Barbara are late.

Response: These lines are included in the service plan to improve schedule adherence.

- Restore uniform 15 minute daytime frequency toward Santa Barbara and 10 minute peak frequency toward Goleta on Lines 6 and 11.

Response: The schedule adjustments to Lines 6 and 11 include these adjustments.

- Provide schedules on bus stops without omitting specific scheduled times on Lines 6 and 11 (use 6 column wide format).

Response: Ranges will no longer be shown on Lines 6 and 11 as a result of restoring the uniform frequency noted above.

To be reviewed under work plan for August 2018 service changes:

- Expand Seaside Shuttle to more areas in around Carpinteria including beach.
- More capacity on Line 28 due to overcrowding.
- More direct service between Santa Barbara eastside and Harbor/SBCC
- Loma Alta stop should remain if Line 15x is re-routed using that route.

Other comments noted:

- Line 23 as an independent line and more frequent.
- Line 10 more frequent and to serve Calle Real shopping center
- Turn all deadheads to and from the yard, Transit Center and other locations into being able to pick up and drop off passengers with special destination signs.
- Lines 12x and 24x express back to downtown Santa Barbara on Highway 101 using Storke Road.
- Consider “dial-a-ride”/on demand type service.
- Coordinate with SBCC to provide residence demographics to show where their students live/reside while in school.
- Line 7 is not timed well enough to allow for ample shopping time later in the evening.

- Express service from Santa Barbara east side to unincorporated area between Santa Barbara and Goleta.
- Independent stops for each line
- Perform origin destinations studies on all routes
- New bus technology should track passenger activity.
- Maintain the 10 minute service during the AM weekday peak hours on Lines 1 and 2
- 30 minute service on Line 20 during the mid day on weekdays
- Consider service planning along Via Real extension once completed (2020).
- Increased public awareness of community meetings
- Raise fares
- How is UCSB mitigating overloading of buses with increased enrollment?
- Same line doing uniform trips e.g., not having short 24x trips.
- Cathedral Oaks Road is isolated on weekends
- Service to Goleta Library
- Less transfer times between certain lines at the Transit Center and at Storke and Hollister.
- Have Line 24x arrive earlier at the Transit Center per working schedules.
- Line 14 Sunday service
- Crosstown weekend service
- Provide Line 20/21x or Seaside Shuttle service to Bates Road at Rincon Beach and to a trailhead for the Coastal Trail.
- Schedule additional booster buses for San Marcos High School after school events
- Add a westbound bus stop closer to San Marcos building entrance
- Provide Downtown Waterfront shuttle schedules
- Add a Downtown shuttle stop sign to the pole at southbound Anacapa at Sola.
- Provide a Downtown shuttle stop on southbound Chapala between Ortega and Haley, to be used during the Farmer's Market detour.
- Provide a bus shelter on Cliff Drive at Loma Alta.

ATTACHMENT 2 - SUMMARY OF PROPOSED FINAL AUGUST 2017 SERVICE PLAN

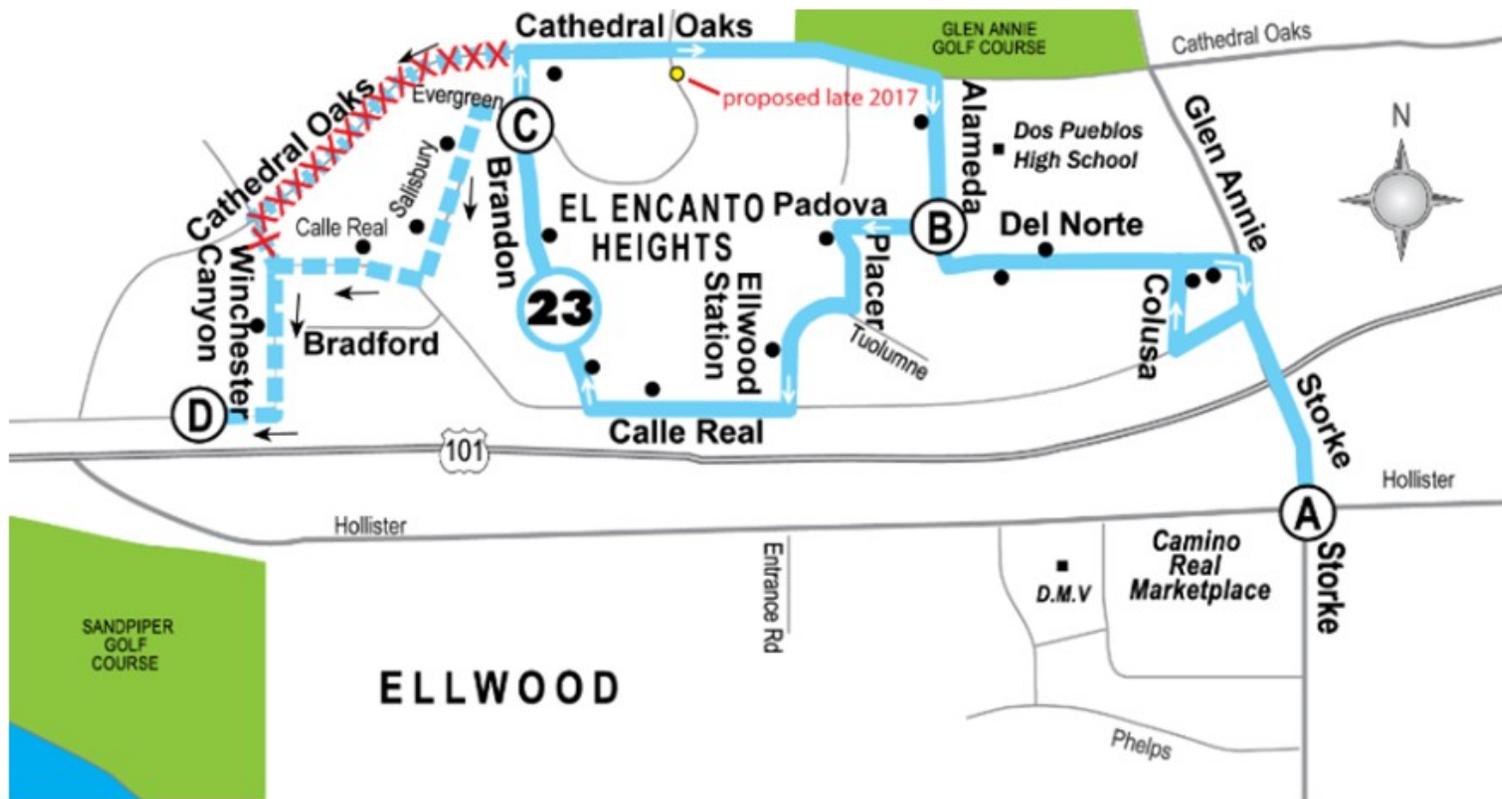
April 19, 2017

DRAFT
to take effect August 21, 2017

Line	Route	Issue	Draft Proposal	Estimated Additional Hours for FY 17-18
FUNDED BY MTD				
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. Utilize existing Calle Real/Jenna Drive bus stop as part of re-route. Line 25 is currently on long-term detour along Bradford and Calle Real for up to two years due to recent slope failure along Cathedral Oaks Road. Utilize existing Calle Real/Jenna Drive bus stop during detour.	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.	175
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	Santa Barbara Westside - Transit Center - Santa Barbara Eastside	LCTOP grant funds that have been funding the enhanced service 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 20, 2017 until the new driver bid begins.	Revert AM peak service from 10-minute frequency to 15-minute frequency during the weekdays.	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)
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
14	Downtown Santa Barbara - Montecito	Schedule adherence issues on weekdays.	Reallocate time within segments of trips.	0
Downtown and Waterfront Shuttles	Downtown Santa Barbara	To be determined.	To be determined.	To be determined.
Subtotal				3,218 1.5% increase
FUNDED BY OUTSIDE SOURCES				
1 and 2	See Lines 1 and 2 above			(1,483) Hours no longer funded by grant (0.7%) increase
				1,577 0.7% increase
Total				3,312 1.5% increase

Net hours change for calendar days fluctuation & hours for August 2016 service changes between July 1, 2017 and August 20, 2017

Line 23 Minor Re-route After 7:00 PM



Line 25 Detour Re-route

