



AGENDA

MEETING OF THE
PLANNING & MARKETING COMMITTEE
OF THE
SANTA BARBARA METROPOLITAN TRANSIT DISTRICT
A PUBLIC AGENCY
Thursday, June 29, 2017
10:00 AM
John G. Britton Auditorium
550 OLIVE STREET, 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 June 22, 2017.
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. **SERVICE WORK PLAN FOR AUGUST 2017-18 - (INFORMATIONAL)**
The committee will receive a report from staff on initial priorities for the August 2017-18 transit service work plan.
7. **FALL COMMUNITY OUTREACH PLAN - (INFORMATIONAL)**
The Committee will receive an update on outreach plans.
8. **MARKETING AND COMMUNICATIONS PLAN - (INFORMATIONAL)**
The Committee will receive an update on the draft 5-Year Marketing and Communications.
9. **OTHER**
The Committee will report on other related public transit issues.
10. **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
PLANNING & MARKETING COMMITTEE
of the
SANTA BARBARA METROPOLITAN TRANSIT DISTRICT
A Public Agency
Thursday June 22, 2017
11:00 AM
John G. Britton Auditorium
550 Olive Street, Santa Barbara, CA 93101

1. CALL TO ORDER

Chair McQuary called the meeting to order at 11:00am.

2. ROLL CALL OF THE BOARD OF DIRECTORS

Chair McQuary reported all members were present.

3. REPORT REGARDING POSTING OF AGENDA

Lilly Gomez, Office Administrator, reported that the agenda was posted on Friday, June 16, 2017 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)

The Board will be asked to waive the reading of and approve the draft minutes for the meeting of April 26, 2017.

5. PUBLIC COMMENT

None was made.

6. FALL COMMUNITY OUTREACH PLAN - (INFORMATIONAL)

Hillary Blackerby, Marketing & Community Relations Manager, advised the Board that MTD plans to have evening Board of Directors meetings in October in various locations. Ms. Blackerby also stated that staff will be seeking input from the community by conducting surveys of the overall impression of MTD after the August service changes.

Director Shelor suggested creating a video to post on social media and our website of all the upcoming changes MTD has in store.

Ms. Linda Le Cam inquired if the board was aware of the input attendees gave at the spring community meetings regarding the new color scheme and branding. The Committee replied that they did receive the feedback.

7. MARKETING AND COMMUNICATIONS PLAN- (ATTACHMENT – ACTION MAY BE TAKEN)

Hillary Blackerby, Marketing & Community Relations Manager, presented the draft 5-Year Marketing and Communications Plan to the Board. Director Davis shared his concern with the potential cost of implementation of the new branding, as it pertains to the fleet of buses.

The Committee requested that staff come back to the Committee with a cost analysis of the Marketing Plan.

The Committee thanked Ms. Blackerby for a well-done report. No action was taken at this time.

8. OTHER BUSINESS AND REPORTS

No other items were discussed.

9. ADJOURNMENT

Director Davis moved to adjourn the meeting at 1:17pm. Director Shelor seconded the motion. The motion passed unanimously.



PLANNING & MARKETING COMMITTEE REPORT

MEETING DATE: JUNE 29, 2017

AGENDA ITEM #: 6

TYPE: INFORMATIONAL

PREPARED BY: GEORGE AMOON

Signature

REVIEWED BY: GENERAL MANAGER

GM Signature

SUBJECT: Service Work Plan for August 2017-18

DISCUSSION:

Planning staff has begun developing the 2017-18 work plan. The primary element of the work plan is the service planning effort of which potential service changes are evaluated throughout the year, recommended to the Board in the Spring and implemented in August 2018. This year three Board meetings will be held at night (one Santa Barbara at MTD offices, one in Goleta and one in Carpinteria) during the Fall to obtain public feedback early on in the planning process. The following are initial service change priorities identified by staff:

Service Reductions:

- Potential service reductions of up to 5% (approx. 12,000 hours) due to decreased fare revenue from continued decreased ridership.

Carpinteria:

- *Line 20/21x/Seaside shuttle:* Review current routing and begin to plan for Via Real extension to Linden Avenue proposed for completion in 2020.

UCSB/Isla Vista:

- *Lines 27 and 28:* Increased service between UCSB San Joaquin student apartments, UCSB, Goleta and elsewhere.

SBCC:

- *Line 15x:* Re-route off of Santa Barbara Mesa to provide more direct service to SBCC and re-route to developing areas in Isla Vista and Goleta.

Santa Barbara:

- First/Last mile service
- Eastside – SBCC/Mesa: Potential new route

Goleta:

- First/Last mile service

Schedule Adherence:

- Any remaining lines with schedule adherence issues