



**AGENDA**

MEETING OF THE  
**PLANNING & MARKETING COMMITTEE**  
OF THE  
**SANTA BARBARA METROPOLITAN TRANSIT DISTRICT**  
A PUBLIC AGENCY

**Monday, September 18, 2017**  
**2:30 PM**

**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 July 18, 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. **FALL COMMUNITY LISTENING SESSIONS & SURVEY - (ACTION MAY BE TAKEN)**  
The Committee will receive an update on the fall community survey and outreach plans.
7. **AUGUST 2017 SERVICE CHANGES AND 2018 PROPOSED SERVICE PLAN UPDATES - (INFORMATIONAL)**  
Staff will provide a brief update on the 2017 service changes and apprise the Committee of staff's progress on the 2018 proposed service plan.
8. **OTHER**  
The Committee will report on other related public transit issues.
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  
PLANNING & MARKETING COMMITTEE  
OF THE  
SANTA BARBARA METROPOLITAN TRANSIT DISTRICT  
A PUBLIC AGENCY  
Tuesday, July 18, 2017  
10:00 AM  
John G. Britton Auditorium  
550 OLIVE STREET, SANTA BARBARA, CA 93101**

- 1. CALL TO ORDER**  
Chair McQuary called the meeting to order at 10:00 a.m.
- 2. ROLL CALL OF THE PLANNING & MARKETING COMMITTEE**  
Chair McQuary reported all members were present with the exception of Director Shelor.
- 3. REPORT REGARDING POSTING OF AGENDA**  
Lilly Gomez, Office Administrator reported that the agenda was posted on Friday July, 14, 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)**  
Director Davis moved to approve the draft minutes for the committee meeting of June 29, 2017. Director McQuary seconded the motion. The motion passed unanimously.
- 5. PUBLIC COMMENT**  
None was made.
- 6. MARKETING AND COMMUNICATIONS PLAN - (ACTION MAY BE TAKEN)**  
Hillary Blackerby, Marketing and Community Outreach Manager, updated the committee on the roll-out plan for MTD's new logo and branding. Director Davis expressed his gratitude for the cost analysis and further details on bus refurbishment and repainting. Director Davis moved to forward the draft 5-Year Marketing and Communications Plan to the Board of Directors for approval. Director McQuary seconded the motion. The motion passed unanimously.
- 7. OTHER**  
No other items were discussed.
- 8. ADJOURNMENT**  
Director Davis moved to adjourn the meeting at 11:19a.m. Chair McQuary seconded the motion. The motion passed unanimously.



## PLANNING & MARKETING COMMITTEE REPORT

**MEETING DATE:** SEPTEMBER 18, 2017                      **AGENDA ITEM #: 6**

**TYPE:** ACTION

**PREPARED BY:** HILLARY BLACKERBY \_\_\_\_\_  
*Signature*

**REVIEWED BY:** GENERAL MANAGER \_\_\_\_\_  
*GM Signature*

**SUBJECT:**            **Fall Community Listening Sessions & Survey**

### **RECOMMENDATION:**

That the Committee receive an update on fall community survey and outreach plans.

### **DISCUSSION:**

The MTD Board of Directors is holding a series of evening board meeting listening sessions in October 2017 in the communities of Santa Barbara (10/3), Carpinteria (10/17), and Goleta (10/24). While MTD currently holds a series of community meetings in the spring to discuss and receive input on service planning and other agency initiatives, these meetings are generally not well attended, despite robust noticing and promotion of the meeting dates. The purpose of the October meetings is to receive advanced input from the public on MTD services to inform the year's work plan.

In addition to holding a series of evening board meetings out in the community, Marketing and Community Relations staff will be engaging current, former, and prospective MTD riders through a brief survey. This survey has been developed in English and Spanish, and will be conducted for a two-month period beginning mid to late September. This survey will be available online, in-person at meetings, on the bus, and at the Transit Center and MTD headquarters.

The structure of the evening board meetings will begin a brief presentation to the public with an update on what MTD is working on or has launched recently (real-time arrival information, August service changes, 2018 Planning work plan, etc.). The meeting will feature ample time for public comment, encouraging attendees to share their thoughts on MTD service, with input sought on what works well, and where they'd like to see changes now and in the future. The meetings will also have refreshments and staff-facilitated break out groups to seek qualitative feedback from attendees.



## PLANNING & MARKETING COMMITTEE REPORT

**MEETING DATE:** SEPTEMBER 18, 2017

**AGENDA ITEM #:** 7

**TYPE:** INFORMATIONAL

**PREPARED BY:** GEORGE AMOON

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

**REVIEWED BY:** GENERAL MANAGER

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

**SUBJECT:** **August 2017 Service Changes and 2018 Proposed Service Plan Updates**

### **DISCUSSION:**

Staff will provide a brief update on the 2017 service changes that began on August 21, and apprise the committee of staff's progress on the 2018 proposed service plan.