



AGENDA

**MEETING OF THE
DEVELOPMENT COMMITTEE
OF THE**

**SANTA BARBARA METROPOLITAN TRANSIT DISTRICT
A PUBLIC AGENCY**

TUESDAY, APRIL 26, 2016

9:00 A.M.

**SANTA BARBARA MTD CONFERENCE ROOM (UPSTAIRS)
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 March 15, 2016.
- 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. AUGUST 2016 SERVICE CHANGE PROPOSAL UPDATE-(ATTACHMENT-INFORMATIONAL)**
Staff will provide the committee with an update of the proposed service changes for August 2016.
- 7. OTHER**
The Committee will report on other related public transit issues and committee meetings.
- 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, MARCH 15, 2016
9:00 A.M.
SANTA BARBARA MTD AUDITORIUM
550 OLIVE STREET, 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.
- 3. REPORT REGARDING POSTING OF AGENDA**
Lilly Gomez, Administrative Assistant, reported that the agenda was posted on Friday, March 11th, 2016 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 David moved to waive the reading of and approve the draft minutes for the committee meeting of February 2, 2016. Director McQuary seconded the motion. The motion passed unanimously.
- 5. PUBLIC COMMENT**
Mr. Howard Green requested information pertaining to the schedule of the new AIM system.
- 6. DRAFT SERVICE PLAN CONSIDERATIONS FOR AUGUST 2016 (ATTACHMENT-INFORMATIONAL)**
The MTD Development Committee reviewed and discussed the August 2016 Draft Service Plan considerations and directed staff to share information with the full board.
- 7. OTHER**
No other items were discussed.
- 8. ADJOURNMENT**
Director McQuary moved to adjourn the meeting at 10:43 a.m. Director Shelor seconded the motion. The motion passed unanimously.



DEVELOPMENT COMMITTEE REPORT

MEETING DATE: April 26, 2016

AGENDA ITEM #: 6

TYPE: Information

PREPARED BY: George Amoon

Signature

REVIEWED BY: General Manager

GM Signature

SUBJECT: August 2016 Service Change Proposal Update

DISCUSSION:

Thus far public input overall has been supportive of the proposed August service changes. Six community meetings, a COAST Bus Riders meeting and a presentation to the Goleta City Council have been conducted. Table hours at key bus stops, City TV and social media have all been utilized to widely distribute the information to the community.

A primary feature of that proposal is to alternate the interlining of outbound Lines 6 and 11 trips with each other or with Lines 25 and 23, respectively, at the Storke/Hollister intersection during the day. Currently, Lines 6 and 11 are interlined on practically all trips all day which requires all Lines 23 and 25 passengers to transfer to use those lines. By interlining every other Lines 6 or 11 trip with Lines 25 or 23, the number of transfers should significantly decrease, which in turn would increase convenience to passengers likely resulting in increased ridership on those lines.

The change in interlining will require passengers to know which outbound Line 6 or Line 11 trip to use if they intend to travel through the Storke/Hollister intersection. To assist passengers in this regard, staff has evaluated whether to maintain the current route numbering on these four routes or to change the numbers of any of these lines. Options considered are as follows:

- Retain the current route numbering system and modify headsign and Schedule Guide information.¹
- Change outbound Lines 6 and 11 to Line 6a and Line 11a for those trips that are interlined with each other and outbound Line 6b and Line 11b for those trips interlined with Line 25 and Line 23, respectively.

¹ See "Sample Headsigns and Schedule Guide Pages"

- Eliminate the Lines 25 and 23 numbers and extend the Lines 6 and 11 numbering the entire distance to Winchester Canyon and El Encanto Heights, respectively, and vice-versa.

Ultimately, staff recommends maintaining the current route numbering at this time. Doing so will avoid the added complexity that may occur from changing route numbers *in addition* to the service changes passengers will be required to understand in August.

To assist passengers in understanding the direction outbound Lines 6 and 11 buses are traveling, headsigns will show which lines the bus serves and which destinations the buses are headed and the Schedule Guide “To Line” column will be updated to indicate to which lines the buses are interlined (see attached).

The AVL system will also provide interior and exterior announcements as such. A few weeks before the changes are implemented, notices will be posted at all Line 6/11/23/25 bus stops. Staff will also provide tabling hours at major Storke/Hollister bus stops before the changes are implemented and during the initial period afterwards to help inform passengers accordingly. Throughout the initial year of implementation, staff will closely monitor passenger feedback and determine if route number changes would be necessary for the next service year.

ATTACHMENT:

- Sample Headsigns and Schedule Guide Pages

CURRENT LINE 6 OUTBOUND



PROPOSED LINE 6-11 OUTBOUND

6-11 STATE/HOLLISTER

6-11 OLD TOWN GOLETA

6-11 CAMINO REAL MARKETPLACE

6-11 ISLA VISTA/UCSB

PROPOSED LINE 6-25 OUTBOUND



**PROPOSED LINE 6 OUTBOUND
(end of line)**



CURRENT LINE 11 OUTBOUND



PROPOSED LINE 11-6 OUTBOUND



PROPOSED LINE 11-23 OUTBOUND

11-23 STATE/HOLLISTER

11-23 GOLETA/UCSB

11-23 CAMINO REAL MARKETPLACE

11-23 EL ENCANTO HEIGHTS

**PROPOSED LINE 11 OUTBOUND
(end of line)**



**CURRENT & PROPOSED LINE 6 & 11
INBOUND**

6 STATE/HOLLISTER

6 DOWNTOWN SB

11 STATE/HOLLISTER

11 DOWNTOWN SB

6 Goleta

Transit Center • State • Hollister • Downtown Goleta • Storke

11 UCSB

Transit Center • State • Hollister • Goleta • Airport • UCSB • Camino Real Mkt

From Downtown Santa Barbara to Goleta & UCSB

Line	TRANSIT CENTER A ▶	State & Mission B ▶	State & San Roque C ▶	State & La Cumbre D ▶	Hollister & Turmpike E ▶	Hollister & Kellogg F ▶	SB Airport G ▶	UCSB H ▶	Hollister & Storke (Hotel) I	Storke & Hollister (McDonald's) I	Storke & Hollister (Rusty's) I	To Line
MONDAY - FRIDAY												
11	6:00	6:06	6:12	6:19	6:27	6:33	6:37	6:49	7:00	23
6	6:20	6:26	6:32	6:39	6:47	6:53	7:01	25
11	6:40	6:46	6:52	6:59	7:07	7:13	7:17	7:29	7:44	6
6	6:50	6:56	7:02	7:09	7:17	7:23	7:31	25
11	7:00	7:06	7:12	7:19	7:27	7:33	7:37	7:49	8:00	23
6	7:10	7:16	7:22	7:29	7:37	7:43	7:51	...	11
11	7:20	7:26	7:32	7:41	7:49	7:55	8:00	8:14	8:37	6
6	7:30	7:36	7:42	7:51	7:59	8:05	8:13
11	7:40	7:46	7:52	8:01	8:09	8:15	8:20	8:34	8:45	...
6	7:50	7:56	8:02	8:11	8:19	8:25	8:33	25
11	8:00	8:06	8:12	8:21	8:29	8:35	8:40	8:54	9:05	23
6	8:15	8:21	8:27	8:36	8:44	8:50	8:58	25
11	8:30	8:36	8:42	8:51	8:59	9:05	9:10	9:24	9:42	...
6	8:45	8:51	8:57	9:06	9:14	9:20	9:28	25
11	9:00	9:06	9:12	9:21	9:29	9:35	9:40	9:54	10:05	23
6	9:15	9:21	9:27	9:36	9:44	9:50	10:04	...	11
11	9:30	9:36	9:42	9:51	9:59	10:05	10:10	10:24	10:37	6
6	9:45	9:51	9:57	10:06	10:14	10:20	10:28	25
11	10:00	10:06	10:12	10:21	10:29	10:35	10:40	10:54	11:05	23
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11	10:30	10:36	10:42	10:51	10:59	11:05	11:10	11:24	11:37	6
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6	11:15	11:21	11:27	11:36	11:44	11:50	12:04	...	11
11	11:30	11:36	11:42	11:51	11:59	12:05	12:10	12:24	12:37	6
6	11:45	11:51	11:57	12:06	12:14	12:20	12:28	25
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Goleta 6

Transit Center • State • Hollister • Downtown Goleta • Storke

UCSB 11

Transit Center • State • Hollister • Goleta • Airport • UCSB • Camino Real Mkt

From Downtown Santa Barbara to Goleta & UCSB

Line	TRANSIT CENTER A ▶	State & Mission B ▶	State & San Roque C ▶	State & La Cumbre D ▶	Hollister & Turmpike E ▶	Hollister & Kellogg F ▶	SB Airport G ▶	UCSB H ▶	Hollister & Storke (Hotel) I	Storke & Hollister (McDonald's) I	Storke & Hollister (Rusty's) I	To Line
MONDAY - FRIDAY												
6	12:15	12:21	12:27	12:36	12:44	12:50	1:04	...	11
11	12:30	12:36	12:42	12:51	12:59	1:05	1:10	1:24	1:37	6
6	12:45	12:51	12:57	1:06	1:14	1:20	1:28	25
11	1:00	1:06	1:12	1:21	1:29	1:35	1:40	1:54	2:05	23
6	1:15	1:21	1:27	1:36	1:44	1:50	2:04	...	11
11	1:30	1:36	1:42	1:51	1:59	2:05	2:10	2:24	2:32	6
6	1:45	1:51	1:57	2:06	2:14	2:20	2:28	25
11	2:00	2:06	2:12	2:21	2:29	2:35	2:40	2:54	3:05	23
6	2:15	2:22	2:28	2:37	2:45	2:51	3:04	...	11
11	2:30	2:37	2:43	2:52	3:00	3:06	3:11	3:25	3:33	6
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