



AGENDA

Meeting

of the

BOARD OF DIRECTORS

of the

SANTA BARBARA METROPOLITAN TRANSIT DISTRICT

A Public Agency

Tuesday, July 25, 2017

8:30 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, Chair; Chuck McQuary, Vice Chair; Bill Shelor, Secretary; Olivia Rodriguez, Director; Dick Weinberg, Director; David Tabor, Director; Paula Perotte, Director

3. REPORT REGARDING POSTING OF AGENDA

CONSENT CALENDAR

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 June 27, 2017.

5. CASH REPORT-(ATTACHMENTS-ACTION MAY BE TAKEN)

The Board will be asked to review the cash report of June 20, 2017 through July 17, 2017.

THIS CONCLUDES THE CONSENT CALENDAR

6. 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.

7. ANNUAL COMMUNITY OUTREACH EFFORTS REPORT - FY 2016-17- (INFORMATIONAL)

Staff will present an update on community outreach activities.

8. MARKETING & COMMUNICATIONS PLAN - (ATTACHMENT - ACTION MAY BE TAKEN)

Staff recommends the Board of Directors adopt the 5-Year Marketing & Communications Plan.

9. GENERAL MANAGER'S REPORT UPDATE - (ACTION MAY BE TAKEN)

- a. Bus Canopy Project
- b. OPEB
- c. Fare Payment Systems
- d. Planning Update

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

The Board will report on other related public transit issues and committee meetings

11. 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
BOARD OF DIRECTORS
of the
SANTA BARBARA METROPOLITAN TRANSIT DISTRICT
A Public Agency
Tuesday, June 27, 2017
8:30 AM
John G. Britton Auditorium
550 Olive Street, Santa Barbara, CA 93101

1. CALL TO ORDER

Chair Davis called the meeting to order at 8:30 a.m.

2. ROLL CALL OF THE BOARD OF DIRECTORS

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

3. REPORT REGARDING POSTING OF AGENDA

Lilly Gomez, Office Administrator, reported that the agenda was posted on Friday, June 23, 2017 at MTD's Administrative office, mailed and emailed to those on the agenda list, and posted on MTD's website.

CONSENT CALENDAR

4. APPROVAL OF PRIOR MINUTES-(ATTACHMENT-ACTION MAY BE TAKEN)

Director Tabor moved to approve the draft minutes for the meeting of June 14, 2017. Director McQuary seconded the motion. The motion passed unanimously.

5. CASH REPORT-(ATTACHMENTS-ACTION MAY BE TAKEN)

Director Tabor moved to approve the cash reports of June 6, 2017 through June 19, 2017. Director McQuary seconded the motion. The motion passed unanimously.

THIS CONCLUDES THE CONSENT CALENDAR

6. PUBLIC COMMENT

None was made.

7. RENEWAL OF EXCESS WORKERS' COMPENSATION INSURANCE EFFECTIVE: JULY 1, 2017 THROUGH JUNE 30, 2018 - (ACTION MAY BE TAKEN)

Mary Gregg, Manager of Human Resources and Risk, recommended that the Board of Directors authorize renewal of the Excess Workers' Compensation insurance with continuance of the current coverage through California State Association of Counties, Excess Insurance Authority (CSAC EIA). Director Rodriguez moved to approve the staff recommendation. Director Tabor seconded the motion. The motion passed unanimously.

8. PROPOSED REVISIONS TO MTD DRUG AND ALCOHOL TESTING POLICY - (ATTACHMENT - ACTION MAY BE TAKEN)

Mary Gregg, Manager of Human Resources and Risk recommended the Drug and Alcohol Policy be modified to discontinue testing that is not required by the Department of Transportation (DOT). Ms.

Gregg explained that the additional tests given to employees are costly, including laboratory and handling fees and MTD staff time.

Jerry Estrada, General Manager thanked Ms. Gregg and Bill Morris, Operations Manager. Chair Davis also thanked staff for the detailed report.

Director Tabor moved to adopt the revised Drug & Alcohol policy. Director Weinberg seconded the motion. The motion passed unanimously.

9. GENERAL MANAGER'S REPORT UPDATE - (ACTION MAY BE TAKEN)

Jerry Estrada, General Manager, advised the Board of a driver recruitment analysis he reviewed that identified 67 new hires since July of 2013 with approximately an 80% retainage of the hired drivers. Mr. Estrada expressed his gratitude for the workforce and believes the analysis provides a good insight of the environment and benefits provided at MTD.

The operations department is working with the City of Santa Barbara and the Santa Barbara Police Department to determine how MTD can modify routes and runs to accommodate the crowds and street closures due to the Summer Solstice Parade on June 24th, and Independence Day.

Mr. Estrada reviewed MTD's recent audits. The District has successfully completed the Annual CHP Inspection and is responding to the FTA Triennial Review. The annual Single Audit is beginning. Additionally, MTD has been randomly selected by the California Governor's Office of Emergency Services for an audit of transit security grants, and by the Internal Revenue Service for an audit of 401(k) Plan Compliance.

Mr. Estrada advised the Board that the detours affecting Lines 5 and 15x due to the Castillo Street undercrossing project are causing delays of five to eight minutes.

George Amoon, Planning Manager stated that the Hollister Class 1 Bikeway project originally was to require the closure of up to four stops. The final project resulted in the closure of only two of the four stops, for a four-month span.

Director McQuary briefly discussed the growth that Gold Coast Transit experienced when they installed three-position bike racks on the buses and requested MTD continue to seek funds to allow MTD to obtain such racks. Steve Maas, Manager of Government Relations and Compliance, advised the Board that MTD has submitted two proposals for Measure A funds but unfortunately was not granted funds due to the safety priorities that have been submitted by other local agencies. MTD will continue to look for funding opportunities.

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

Director Shelor advised the Board that the Fleet & Facilities Committee met and elected Mr. Shelor as the Chair of the committee. Additionally, Director Shelor advised that the basis of the meeting was an update from Mr. Estrada regarding the fleet of 106 buses, the need to replace the remaining 14 Nova buses, and that MTD's infrastructure is limiting the amount of electric buses the district can buy due to charging needs.

Chair Davis shared that the Planning & Marketing Committee met to review and discuss the 5-year Marketing Plan. Chair Davis explained that the plan is great and very extensive. Therefore, some loose ends will be discussed at the next scheduled committee meeting on June 29th.

Chair Davis also reported that the Calle Real Ad-hoc Committee met to review the RFQ draft. After the RFQ is public, staff will make a selection and return to the Board with their recommendation.

Mr. Estrada recommended cancelling the July 11 Board of Directors meeting due to lack of items. The Board unanimously approved the cancellation.

11. ADJOURNMENT

Director Tabor moved to adjourn the meeting at 9:29 A.M. Chair Davis seconded the motion. The motion passed unanimously.

Santa Barbara Metropolitan Transit District
Cash Report
Board Meeting of July 25, 2017
For the Period 6/20/2017 through 7/17/17

MONEY MARKET

Beginning Balance 6/20/2017 **\$10,083,328.18**

Prop 1B Transfers	1,123,035.64
Accounts Receivable	711,390.57
SB-325 (LTF)	508,714.61
Passenger Fares	312,121.74
Measure "A"	193,639.55
Property Tax Revenue	109,904.89
Miscellaneous/Asset Sales	17,337.44
LCTOP Transfers	15,833.33
Advertising/Prepaid Deposits	300.00
Interest Income	97.88
Total Deposits	2,992,375.65

Bank/CC Fees	(1,191.61)
ACH Garn/Escrow	(1,545.29)
WC Transfer	(57,894.51)
ACH Pensions Transfer	(65,740.76)
ACH Tax Deposit	(300,132.38)
Payroll Transfer	(645,127.65)
Wire Transfer	(1,000,000.00)
Operations Transfer	(1,232,339.48)
Total Disbursements	(3,303,971.68)

Ending Balance **\$9,771,732.15**

CASH INVESTMENTS

LAIF Account	\$3,371,820.53
Money Market Account	9,771,732.15

Total Cash Balance **\$13,143,552.68**

SELF INSURED LIABILITY ACCOUNTS

WC / Liability Reserves	(\$3,540,999.96)
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Working Capital **\$9,602,552.72**

Santa Barbara Metropolitan Transit District Accounts Payable

Check #	Date	Company	Description	Amount	Voids
115290	5/18/2017	CITY OF SANTA BARBARA	SUPERSTOPS - PERMIT FEES	160.00	V
115459	6/9/2017	SO. CAL. EDISON CO.	UTILITIES	1,494.33	V
115539	6/23/2017	AMERICAN MOVING PARTS, LLC	BUS PARTS	438.13	
115540	6/23/2017	ASBURY ENVIRONMENTAL	WASTE OIL RECYCLER	120.00	
115541	6/23/2017	B2B PRINTING SERVICES INC.	OFFICE SUPPLIES	39.60	
115542	6/23/2017	MIKE CARDONA	TRAVEL & PER DIEM	65.00	
115543	6/23/2017	CARQUEST AUTO PARTS	BUS PARTS & SUPPLIES	35.49	
115544	6/23/2017	COMPRESSED AIR OF CALIFORNIA	BUS PARTS	248.93	
115545	6/23/2017	CUMMINS PACIFIC, LLC	BUS PARTS & REPAIRS	4,408.53	
115546	6/23/2017	CITY OF SB - CITY TV	VIDEO TAPE BOARD MEETINGS	436.50	
115547	6/23/2017	FEDEX dba	FREIGHT CHARGES	31.29	
115548	6/23/2017	STATE OF CALIFORNIA	PAYROLL RELATED	873.98	
115549	6/23/2017	FRONTIER CALIFORNIA INC.	TELEPHONES	1,940.69	
115550	6/23/2017	GARY ATKINS	PROFESSIONAL SERVICES	260.00	
115551	6/23/2017	GIBBS INTERNATIONAL INC	BUS PARTS	3,601.37	
115552	6/23/2017	GILLIG LLC	BUS PARTS	3,195.05	
115553	6/23/2017	ROBIN GONZALEZ	PR RELATED	250.00	
115554	6/23/2017	GRAYPHICS DIGITAL IMAGING D	PRINTING SERVICES	104.52	
115555	6/23/2017	GRAINGER, INC.	SHOP/B&G SUPPLIES	104.52	
115556	6/23/2017	HOME IMPROVEMENT CTR.	SHOP/B&G SUPPLIES	168.23	
115557	6/23/2017	JANICARE DBA	JANITORIAL SERVICES	4,004.00	
115558	6/23/2017	JOY EQUIPMENT PROTECTION, IN	SERVICING FIRE EXTINGUISHERS	675.00	
115559	6/23/2017	MANSFIELD OIL CO.- GAINESVILL	DIESEL FUEL	17,804.45	
115560	6/23/2017	MC CORMIX CORP. (OIL)	LUBRICANTS	2,783.86	
115561	6/23/2017	MILPAS RENTAL INC.	EQUIPMENT RENTAL	605.60	
115562	6/23/2017	NEWARK ELEMENT14	BUS PARTS	19.16	
115563	6/23/2017	NU-COOL REDI GREEN, INC	COOLANTS & SHOP SUPPLIES	530.94	
115564	6/23/2017	PREVOST CAR INC.- CREDIT DEPT.	BUS PARTS	326.71	
115565	6/23/2017	N/S CORPORATION	BUS WASHER PARTS	301.44	
115566	6/23/2017	ANN BRADY OTTIERI	PAYROLL RELATED	277.00	
115567	6/23/2017	PERRY LINCOLN MERCURY MAZD	SERVICE VEHICLE PARTS / REPAIRS	39.11	
115568	6/23/2017	POWERSTRIDE BATTERY CO.	EV BATTERIES	1,780.19	
115569	6/23/2017	SB COUNTY FEDERAL CREDIT UNI	PAYROLL DEDUCTION	760.00	
115570	6/23/2017	SMITTY'S TOWING SERVICE D	TOWING SERVICES	50.00	
115571	6/23/2017	SANTA BARBARA SHERIFF'S DEPT	PAYROLL RELATED	327.07	
115572	6/23/2017	SM TIRE, CORP.	BUS TIRE MOUNTING	150.50	
115573	6/23/2017	SMART & FINAL	OFFICE/MEETING SUPPLIES	275.76	
115574	6/23/2017	SO. CAL. EDISON CO.	UTILITIES	4,214.69	

Check #	Date	Company	Description	Amount	Voids
115575	6/23/2017	THE GAS COMPANY DBA	UTILITIES	104.56	
115576	6/23/2017	SOUTHWEST LIFT & EQUIPMENT, I	LIFT REPAIRS & SUPPLIES	4,805.54	
115577	6/23/2017	STAPLES CONTRACT & COMMERC	OFFICE SUPPLIES	431.50	
115578	6/23/2017	STEWART'S DE-ROOTING & PLUM	PLUMBING REPAIRS	240.00	
115579	6/23/2017	SUN COAST RENTALS, CORP	EQUIPMENT RENTAL	573.70	
115580	6/23/2017	TELCOM, INC.	VENTURA REPEATER SERVICES	875.18	
115581	6/23/2017	TANK TEAM INC.	TANK TESTS	123.00	
115582	6/23/2017	TEAMSTERS UNION LOCAL NO. 18	UNION DUES	1,568.70	
115583	6/23/2017	UNITED PARCEL SERVICE, INC.	FREIGHT CHARGES	521.28	
115584	6/23/2017	VALLEY POWER SYSTEMS, INC.	BUS PARTS	684.15	
115585	6/23/2017	VENTURA COUNTY OVERHEAD D	B&G REPAIRS & SUPPLIES	520.00	
115586	6/23/2017	VERIZON WIRELESS	WIRELESS PHONES & AIM CELLULAR	670.50	
115587	6/28/2017	GENFARE, A DIVISION OF SPX COR	FAST FARE FINAL PAYMENT	235,960.73	
115588	6/28/2017	ABC BUS COMPANIES INC	BUS PARTS	49.73	
115589	6/28/2017	ANYPROMO INC	PROMOTIONAL GIVEAWAYS	1,082.36	
115590	6/28/2017	HENRY ANDREWS	RETIREE HEALTH REIMBURSEMENT	266.06	
115591	6/28/2017	APPLEONE EMPLOYMENT SERVIC	CONTRACT EMPLOYMENT	1,601.28	
115592	6/28/2017	JOSE BAUTISTA	AD MOUNTING/DISMOUNTING	544.00	
115593	6/28/2017	BIG BRAND TIRES, BRANDCO BILL	SERVICE VEHICLE MAINTENANCE	192.31	
115594	6/28/2017	BLOCK AND COMPANY, INC	MONEY HANDLING SUPPLIES	199.01	
115595	6/28/2017	KARL BRETZ	RETIREE HEALTH REIMBURSEMENT	595.20	
115596	6/28/2017	ROBERT BURNHAM	RETIREE HEALTH REIMBURSEMENT	285.00	
115597	6/28/2017	BUYNAK, FAUVER, ARCHBALD&S	LEGAL COUNSEL	24,404.54	
115598	6/28/2017	GILBERT CALLES	RETIREE HEALTH REIMBURSEMENT	92.00	
115599	6/28/2017	CELTIS VENTURES, INC.	MARKETING SERVICES	6,461.92	
115600	6/28/2017	STAN CISOWSKI	RETIREE HEALTH REIMBURSEMENT	470.44	
115601	6/28/2017	COX COMMUNICATIONS, CORP.	INTERNET & CABLE TV	118.58	
115602	6/28/2017	CUMMINS PACIFIC, LLC	BUS PARTS & REPAIRS	6,126.69	
115603	6/28/2017	CRAIGLIST CORP.	EMPLOYMENT ADS - ONLINE	300.00	
115604	6/28/2017	DAVE BANG ASSOCIATES, INC.	BUS BENCHES, TRASH RECEPTACLES	3,101.77	
115605	6/28/2017	JERRY ESTRADA	REIMBURSEMENT	299.00	
115606	6/28/2017	4 IMPRINT, INC.	PROMOTIONAL ITEMS	2,176.69	
115607	6/28/2017	FERGUSON ENTERPRISES, INC	SHOP SUPPLIES	404.58	
115608	6/28/2017	SHERRIE FISHER	RETIREE HEALTH REIMBURSEMENT	795.84	
115609	6/28/2017	MELVIN FOUNTAIN	RETIREE HEALTH REIMBURSEMENT	92.00	
115610	6/28/2017	FRANK SCHIPPER CONSTRUCTION	T1 CANOPY PROJECT	119,862.32	
115611	6/28/2017	GENFARE, A DIVISION OF SPX COR	FAREBOX REPAIRS & PARTS	2,677.54	
115612	6/28/2017	GIBBS INTERNATIONAL INC	BUS PARTS	443.13	
115613	6/28/2017	GILLIG LLC	BUS PARTS	1,760.95	
115614	6/28/2017	GARY GLEASON	RETIREE HEALTH REIMBURSEMENT	247.95	
115615	6/28/2017	EDWARD GOMEZ	REIMBURSE DMV/VTT FEES	53.00	

Check #	Date	Company	Description	Amount	Voids
115616	6/28/2017	GOODYEAR TIRE & RUBBER CO	LEASED TIRES	14,546.21	
115617	6/28/2017	JIM HAGGERTY	RETIREE HEALTH REIMBURSEMENT	246.56	
115618	6/28/2017	ALI HABIBI	RETIREE HEALTH REIMBURSEMENT	237.08	
115619	6/28/2017	H.G. MAKELIM CO., INC.	BUS PARTS	1,965.30	
115620	6/28/2017	HOME IMPROVEMENT CTR.	SHOP/B&G SUPPLIES	59.59	
115621	6/28/2017	JAY DANIEL ROBERTSON	RETIREE HEALTH REIMBURSEMENT	256.64	
115622	6/28/2017	LMA ARCHITECTS, CORP.	ARCHITECTURAL SERVICES	682.89	
115623	6/28/2017	LOUIS MANDEVILLE	RETIREE HEALTH REIMBURSEMENT	250.16	
115624	6/28/2017	MANSFIELD OIL CO.- GAINESVILL	DIESEL FUEL	35,610.82	
115625	6/28/2017	MC CORMIX CORP. (GAS)	FUEL-SERVICE VEHICLES	2,170.24	
115626	6/28/2017	MGB INDUSTRIAL SUPPLY	BUS & SHOP SUPPLIES	311.17	
115627	6/28/2017	KENNETH B. MILLS	PROCUREMENT SERVICES	396.00	
115628	6/28/2017	MOHAWK MFG. AND SUPPLY CO.	BUS PARTS	512.71	
115629	6/28/2017	NORTHWEST PUMP & EQUIPMENT	FUEL ISLAND SUPPLIES	399.86	
115630	6/28/2017	PREVOST CAR INC.- CREDIT DEPT.	BUS PARTS	1,181.55	
115631	6/28/2017	N/S CORPORATION	BUS WASHER PARTS	168.54	
115632	6/28/2017	CARLOS ORNELAS	RETIREE HEALTH REIMBURSEMENT	90.00	
115633	6/28/2017	PERRY LINCOLN MERCURY MAZD	SERVICE VEHICLE PARTS / REPAIRS	2,041.80	
115634	6/28/2017	PITNEY BOWES INC	POSTAGE METER QTRLY CHARGES	145.46	
115635	6/28/2017	CAREY POINDEXTER	RETIREE HEALTH REIMBURSEMENT	282.34	
115636	6/28/2017	POWERSTRIDE BATTERY CO.	EV BATTERIES	1,780.19	
115637	6/28/2017	PREMIER AUTO FINISH DBA	BUS REPAIRS	819.26	
115638	6/28/2017	AL ROMERO SR.	RETIREE HEALTH REIMBURSEMENT	92.00	
115639	6/28/2017	SILVAS OIL CO., INC.	LUBRICANTS	465.50	
115640	6/28/2017	SANTA BARBARA TROPHY	DRIVER NAME PLATES	41.38	
115641	6/28/2017	SM TIRE, CORP.	BUS TIRE MOUNTING	477.63	
115642	6/28/2017	STAPLES CONTRACT & COMMERC	OFFICE SUPPLIES	359.85	
115643	6/28/2017	STEWART'S DE-ROOTING & PLUM	PLUMBING REPAIRS	726.66	
115644	6/28/2017	SB CITY OF-REFUSE/WATER	UTILITIES	620.99	
115645	6/28/2017	THE MEDCENTER	MEDICAL EXAMS	2,643.00	
115646	6/28/2017	THE TOLL ROADS VIOLATION DEP	MISCELLANEOUS EXPENSE	106.36	
115647	6/28/2017	U.S. BANK CORP. PAYMENT SYSTE	MISC. CC PURCHASES	887.22	
115648	6/28/2017	VALLEY POWER SYSTEMS, INC.	BUS PARTS	545.41	
115649	6/28/2017	WAYTEK INC.	BUS PARTS & SHOP SUPPLIES	218.45	
115650	6/28/2017	WURTH USA WEST INC.	SHOP SUPPLIES	304.70	
115651	6/28/2017	ALEXANDER YOUNG	RETIREE HEALTH REIMBURSEMENT	244.67	
115652	7/7/2017	CITY OF SANTA BARBARA	SUPERSTOPS - PERMIT FEES	160.00	
115653	7/7/2017	COM3 CONSULTING INC.	PROCUREMENT SERVICES	3,875.00	
115654	7/7/2017	COX COMMUNICATIONS, CORP.	INTERNET & CABLE TV	390.47	
115655	7/7/2017	STATE OF CALIFORNIA	PAYROLL RELATED	225.31	
115656	7/7/2017	ROBIN GONZALEZ	PR RELATED	250.00	

Check #	Date	Company	Description	Amount	Voids
115657	7/7/2017	NATIONAL DRIVE	PAYROLL DEDUCTION	66.00	
115658	7/7/2017	ANN BRADY OTTIERI	PAYROLL RELATED	277.00	
115659	7/7/2017	SB COUNTY FEDERAL CREDIT UNI	PAYROLL DEDUCTION	760.00	
115660	7/7/2017	SANTA BARBARA SHERIFF'S DEPT	PAYROLL RELATED	75.00	
115661	7/7/2017	SO. CAL. EDISON CO.	UTILITIES	10,366.02	
115662	7/7/2017	SB CITY OF-REFUSE/WATER	UTILITIES	4,011.39	
115663	7/7/2017	TEAMSTERS PENSION TRUST	UNION PENSION	94,263.08	
115664	7/7/2017	TEAMSTERS UNION LOCAL NO. 18	UNION DUES	11,349.98	
115665	7/7/2017	UNITED WAY OF SB	PAYROLL DEDUCTION	68.00	
115666	7/7/2017	VOICE SMART NETWORKS, LLC	PHONE SYSTEM MAINTENANCE CONT	2,562.00	
115667	7/7/2017	YACO SCHOLARSHIP FUND	PAYROLL DEDUCTION	78.00	
115668	7/7/2017	SO. CAL. EDISON CO.	UTILITIES	1,494.33	
115669	7/14/2017	ADVANCED CABLE SYSTEMS COR	CANOPY PROJECT	1,509.77	
115670	7/14/2017	ALLIED ELECTRONICS, INC	BUS PARTS	30.17	
115671	7/14/2017	AMERICAN MOVING PARTS, LLC	BUS PARTS	78.57	
115672	7/14/2017	APTA	MEMBERSHIP DUES	27,685.00	
115673	7/14/2017	APPLEONE EMPLOYMENT SERVIC	CONTRACT EMPLOYMENT	1,603.46	
115674	7/14/2017	ASBURY ENVIRONMENTAL	WASTE OIL RECYCLER	120.00	
115675	7/14/2017	BAY ALARM COMPANY, INC	ALARM CONTRACT	342.87	
115676	7/14/2017	BIG BRAND TIRES, BRANDCO BILL	SERVICE VEHICLE MAINTENANCE	166.24	
115677	7/14/2017	BNS ELECTRONICS, INC.	SANTA YNEZ SITE RENTAL	277.30	
115678	7/14/2017	CALIFORNIA ELECTRIC SUPPLY, I	SHOP/B&G SUPPLIES	471.23	
115679	7/14/2017	CARQUEST AUTO PARTS	BUS PARTS & SUPPLIES	36.09	
115680	7/14/2017	CITY OF CARPINTERIA	ELECTRIC CHARGING STATION	1,080.44	
115681	7/14/2017	CELTIS VENTURES, INC.	MARKETING SERVICES	17,317.55	
115682	7/14/2017	CENTRAL COAST CIRCULATION, L	BUS BOOK DISTRIBUTION	575.00	
115683	7/14/2017	COMPUCOUNT INVENTORY SERVI	INVENTORY COUNT SERVICES	4,000.00	
115684	7/14/2017	COMMUNITY RADIO, INC.	GIB. SITE RENTAL	249.18	
115685	7/14/2017	CINTAS CORPORATION	FIRST AID SUPPLIES	448.86	
115686	7/14/2017	CIO SOLUTIONS, LP	IT SERVICES	87.50	
115687	7/14/2017	COAST TRUCK PARTS	BUS PARTS	1,094.22	
115688	7/14/2017	COSTCO WHOLESALE MEMBERSH	MEMBERSHIP	120.00	
115689	7/14/2017	CSAC/CPEIA	WORKMANS COMP INSURANCE	67,510.00	
115690	7/14/2017	CUMMINS PACIFIC, LLC	BUS PARTS & REPAIRS	6,325.43	
115691	7/14/2017	DAVID DAVIS JR.	DIRECTOR FEES	180.00	
115692	7/14/2017	DENMUN OFFICE SOLUTIONS DB	IT CONTRACT SERVICES	3,315.00	
115693	7/14/2017	DIESEL MARINE ELECTRIC, INC.	BUS PARTS	414.84	
115694	7/14/2017	DRUG TESTING NETWORK, INC	DRUG TESTING	34.95	
115695	7/14/2017	ERGOMETRICS, INC.	DRIVER TEST SCORING	42.00	
115696	7/14/2017	FRONTIER CALIFORNIA INC.	TELEPHONES	96.98	
115697	7/14/2017	GENFARE, A DIVISION OF SPX COR	FAREBOX REPAIRS & PARTS	1,536.49	

Check #	Date	Company	Description	Amount	Voids
115698	7/14/2017	GEM EQUIPMENT CO. DBA	BUS PARTS & SUPPLIES	399.37	
115699	7/14/2017	GIBBS INTERNATIONAL INC	BUS PARTS	1,271.04	
115700	7/14/2017	GILLIG LLC	BUS PARTS	2,534.83	
115701	7/14/2017	GOODYEAR TIRE & RUBBER CO	LEASED TIRES	52.60	
115702	7/14/2017	GRAINGER, INC.	SHOP/B&G SUPPLIES	531.03	
115703	7/14/2017	GUARDIAN-APPLETON (DENTAL I	DENTAL INSURANCE	3,881.31	
115704	7/14/2017	GUARDIAN-APPLETON (LIFE INS)	LIFE INSURANCE	528.65	
115705	7/14/2017	HI-LINE ELECTRIC COMPANY, INC	BUS PARTS	189.66	
115706	7/14/2017	HOME IMPROVEMENT CTR.	SHOP/B&G SUPPLIES	179.05	
115707	7/14/2017	JANICARE DBA	JANITORIAL SERVICES	3,929.00	
115708	7/14/2017	LABOR ALLIANCE MANAGED TRU	DENTAL INSURANCE	10,162.00	
115709	7/14/2017	LMA ARCHITECTS, CORP.	ARCHITECTURAL SERVICES	664.46	
115710	7/14/2017	LENZ PEST CONTROL DBA	FUMIGATION SERVICES	40.00	
115711	7/14/2017	MANSFIELD OIL CO.- GAINESVILL	DIESEL FUEL	17,795.07	
115712	7/14/2017	MC CORMIX CORP. (OIL)	LUBRICANTS	1,906.38	
115713	7/14/2017	MEDICAL EYE SERVICES, INC.	VISION INSURANCE	390.40	
115714	7/14/2017	CHUCK MCQUARY	DIRECTOR FEES	180.00	
115715	7/14/2017	MIKE CUEVAS GARDENING SERVI	LANDSCAPE MAINTENANCE SERVICE	740.00	
115716	7/14/2017	MISSION LINEN SUPPLY, INC	UNIFORM & LINEN SERVICE	6,917.03	
115717	7/14/2017	MURPHY ELECTRIC MAINTENANC	ELECTRICAL REPAIRS/INSTALLATION	181.48	
115718	7/14/2017	MOHAWK MFG. AND SUPPLY CO.	BUS PARTS	35.34	
115719	7/14/2017	MOUNTAIN SPRING WATER	SHOP & OFFICE SUPPLIES	1,165.95	
115720	7/14/2017	NATIONAL INTERSTATE INS INC.	LIABILITY INSURANCE	24,088.54	
115721	7/14/2017	NATIVE ELECTRICAL CONSTRUCT	CHARGING INFRASTRUCTURE IMPRO	41,993.04	
115722	7/14/2017	NEWEGG, INC	IT EQUIPMENT & SUPPLIES	2,845.78	
115723	7/14/2017	NEW PIG CORP.	B/G SUPPLIES (OF)	712.61	
115724	7/14/2017	NU-COOL REDI GREEN, INC	COOLANTS & SHOP SUPPLIES	618.22	
115725	7/14/2017	PREVOST CAR INC.- CREDIT DEPT.	BUS PARTS	277.64	
115726	7/14/2017	PHILIP OCHOA	VTT/DRIVERS LICENSE	53.00	
115727	7/14/2017	PAULA A. PEROTTE	DIRECTOR FEES	60.00	
115728	7/14/2017	PERRY LINCOLN MERCURY MAZD	SERVICE VEHICLE PARTS / REPAIRS	1,261.94	
115729	7/14/2017	PETTY CASH - ALEXANDER, NANC	MISC. PURCHASES	181.62	
115730	7/14/2017	PETTY CASH - GOMEZ, LILLY	MISC. PURCHASES	364.19	
115731	7/14/2017	POWERSTRIDE BATTERY CO.	EV BATTERIES	1,186.79	
115732	7/14/2017	REPUBLIC ELEVATOR, INC	ELEVATOR MAINTENANCE	158.58	
115733	7/14/2017	ROGERS, SHEFFIELD & CAMPBELL	LEGAL COUNSEL	13,398.65	
115734	7/14/2017	OLIVIA RODRIGUEZ	DIRECTOR FEES	120.00	
115735	7/14/2017	SB LOCKSMITHS, INC.	B&G REPAIR & SUPPLIES	86.79	
115736	7/14/2017	SPECIAL DISTRICT RISK MGMT	MEDICAL HEALTH INSURANCE	43,174.00	
115737	7/14/2017	WILLIAM JOHN SHELOR	DIRECTOR FEES	180.00	
115738	7/14/2017	SO. CAL. EDISON CO.	UTILITIES	1,224.56	

Check #	Date	Company	Description	Amount	Voids
115739	7/14/2017	SOAP MAN DISTRIBUTIN DBA	CLEANING SUPPLIES	248.90	
115740	7/14/2017	SOUTHWEST LIFT & EQUIPMENT, I	LIFT REPAIRS & SUPPLIES	54.42	
115741	7/14/2017	STAPLES CREDIT PLAN	OFFICE & COMPUTER SUPPLIES	267.16	
115742	7/14/2017	STEWART'S DE-ROOTING & PLUM	PLUMBING REPAIRS	457.33	
115743	7/14/2017	SUN COAST RENTALS, CORP	EQUIPMENT RENTAL	573.70	
115744	7/14/2017	DAVID T. TABOR	DIRECTOR FEES	180.00	
115745	7/14/2017	TANK TEAM INC.	TANK TESTS	123.00	
115746	7/14/2017	TOLAR MFG. CO. INC.	BUS STOP IMPROVEMENTS	6,368.50	
115747	7/14/2017	TEAMSTERS MISC SECURITY TRU	UNION MEDICAL INSURANCE	204,060.00	
115748	7/14/2017	TRC ENGINEERING SERVICES, LLC	BUS INSPECTION SERVICES	930.00	
115749	7/14/2017	J.C. M. AND ASSOCIATES INC.	UNIFORMS	1,416.03	
115750	7/14/2017	VALLEY POWER SYSTEMS, INC.	BUS PARTS	2,293.50	
115751	7/14/2017	VALLEY POWER SYSTEMS, INC.	BUS PARTS	25.48	
115752	7/14/2017	VERIZON WIRELESS	WIRELESS PHONES & AIM CELLULAR	2,172.41	
115753	7/14/2017	WAXIE SANITARY SUPPLY DBA	JANITORIAL SUPPLIES	2,379.54	
115754	7/14/2017	RICHARD WEINBERG	DIRECTOR FEES	180.00	
115755	7/14/2017	WORKER'S COMPENSATION ADMI	PROFESSIONAL SERVICES	14,248.75	
115756	7/14/2017	YELLOW (YRC) TRANSPORTATION	FREIGHT CHARGES	415.54	
				1,233,993.81	
				Current Cash Report Voided Checks:	0.00
				Prior Cash Report Voided Checks:	1,654.33
				Grand Total:	\$1,232,339.48

Santa Barbara Metropolitan Transit District
Cash Receipts of Accounts Receivable

Date	Company	Description	Amount
6/20/2017	KCSB - FM	Advertising on Buses	498.00
6/23/2017	True Media LLC	Advertising on Buses	1,533.60
6/23/2017	Wells Marketing, LLC	Advertising on Buses	1,670.40
6/27/2017	Department of Rehabilitation	Passes/Passports Sales	1,040.00
6/27/2017	Godzilla Graphics	Advertising on Buses	4,384.80
6/27/2017	SB County Public Health (BA)	Advertising on Buses	660.00
6/28/2017	SB County of Public Works	Advertising on Buses	676.00
7/5/2017	ASTI Holding Company, LLC	Overpass Property Lease - Jul '17	16,070.25
7/5/2017	SB School District	Passes/Token Sales	1,150.00
7/6/2017	ASTI Holding Company, LLC	Overpass Property Insurance Reimb 2017-18	5,774.94
7/6/2017	CoreGen Insurance	Advertising on Buses	166.00
7/6/2017	Jim Haggerty	Retiree - Vision	12.20
7/10/2017	County of Santa Barbara	Passes/Token Sales	468.00
7/10/2017	EF International School	Passes/Passports Sales	3,235.00
7/11/2017	UCSB - Parking Services-7001	Passes/Passports Sales	6,392.00
7/12/2017	Fielding Graduate University	Advertising on Buses	1,304.00
7/12/2017	Godzilla Graphics	Advertising on Buses	4,384.80
7/13/2017	Montecito Bank & Trust	Advertising on Buses	2,272.00
7/14/2017	City of SB - Public Works Director	Downtown Shuttle - Jun '17	92,973.00
7/17/2017	Department of Rehabilitation	Passes/Passports Sales	544.00
7/17/2017	Measure A, Section 3 LSTI	Measure "A" Funds - FY17 Q3 Capital Reimb	100,000.00
7/17/2017	Measure A, Section 3 LSTI	Measure "A" Funds - FY17 Q3 Capital Reimb	463,851.18
7/17/2017	SB County Public Health (BA)	Advertising on Buses	660.00
7/17/2017	Wells Marketing, LLC	Advertising on Buses	1,670.40
Total Accounts Receivable Paid During Period			\$711,390.57



BOARD OF DIRECTORS REPORT

MEETING DATE: JULY 25, 2017

AGENDA ITEM #: 7

TYPE: ACTION

PREPARED BY: HILLARY BLACKERBY

Signature

REVIEWED BY: GENERAL MANAGER

GM Signature

SUBJECT: Annual Community Outreach Efforts Report - FY 2016-17

INTRODUCTION:

The past year was a year of transition for the Marketing and Community Relations Department. Customer and Public Outreach Administrator Nancy Alexander led the majority of our community outreach efforts as Marketing and Community Relations Manager Hillary Blackerby joined the staff mid-year. While not exhaustive, this report shares information about the community outreach efforts by MTD in the past year, and looks ahead to future plans for expansion in this arena.

DISCUSSION:

SENIOR OUTREACH

We added to our senior outreach, doing presentations at two low-income senior communities. We spoke at Villa Caridad, operated by St. Vincent's. They have a great bus shelter right in front of their property that people rarely used, as they were nervous about taking public transportation. We also did a bilingual presentation at Presidio Springs, inviting seniors from that and adjacent senior complexes operated by the Housing Authority.

Each senior community receives a customized presentation for each senior community I visit, showing them the bus stops and routes for their area, and highlighting what they can see and do along the route. At the conclusion of each presentation, attendees are given courtesy passes to try our services. In addition to the senior communities, our outreach program has gone to the Senior Expo Day events at Earl Warren, the Santa Barbara YMCA, and the Carpinteria Senior Day. With the recent and near future openings of several new senior communities, we have made connections to come present in the next year.

MOBILITY OUTREACH

Staff did a workshop with UCP Work, Inc., an organization who helps to train and seek employment for people with cerebral palsy and other cognitive impairments. We brought a bus and had attendees practice loading and unloading, explaining wheelchair securement. We also create large font schedule guides that we distribute to senior centers, the Braille Institute, and Jodi House. We look forward to continued and expanded partnerships with these organizations and the Independent Living Resource Center.

YOUTH & STUDENT OUTREACH

K-12—This year we added three more schools to our 6th grade assemblies, also known as Elementary School Outreach Program (ESOP), now totaling 13 schools, up from 10 in FY 15-16. We will also explained the booster bus schedules and sold passes at Goleta Valley Jr. High, La Cumbre Jr. High and Santa Barbara Jr. High in anticipation of the start of the school year.

PRE-K—Safety Town is always a favorite, where we take a bus and driver out to talk to the pre-K kids and take them for their first experience on a bus. We point out the safety signs and bus stops along the route, ending with a rousing rendition of “The Wheels on the Bus...”

AFTERSCHOOL—In its third year, the Youth Art Poster Contest is becoming popular. This year’s theme was “Buses of the Future” and the young artists pushed their creativity to new heights. This is a great way to get different afterschool groups involved in a region wide event, as well as to give the kids something to work toward – prizes and recognition! Several sites participated this year, garnering over 90 entries. The winning pieces are displayed inside the bus for the duration of the year.

BICYCLE CAMPS—We did a hands-on practice with SBBike’s youth bicycle camps in Goleta, Carpinteria and Santa Barbara this year, letting the kids load their bikes on and remove from the bike racks, while discussing tips on safety.

EF LANGUAGE SCHOOL OUTREACH – While enrollment at EF has declined over all, the Summer always brings waves of foreign students to the Transit Center and onto our bus lines. We work with the school to orient the students to the correct bus stops and lines, while partnering with operations to boost lines so that regular riders aren’t inconvenienced with the large influx.

HIGHER EDUCATION—We participated in SBCC’s Earth Day Festival in the spring, sharing information with students, staff and faculty on how to take the bus to campus and how riding transit benefits our planet. In the next year, our extensive outreach campaign to SBCC and UCSB students will involve transitioning to smartcard technology and distribution of a pocket guide tailored to these populations.

In an effort to grow our relationship with the Higher Education community, staff participated on a panel at the CA Higher Education Sustainability Conference,

discussing the successful partnership between MTD and UCSB on the new Line 28 and augmented 12x/24x service.

BUSINESS OUTREACH

As a member of all area Chambers of Commerce and Downtown Santa Barbara organization, we are active in networking with business groups and will be focusing heavily on connecting with employers in the next year.

Adding to our presence at the Santa Barbara and Goleta Cottage Health employee benefits fairs, we also had a booth at the City of Santa Barbara Employees Benefits Fair, advertising the “My Ride” pass program.

We also presented to a group of interested local startup community members at a StartupSB event on Transportation Innovation. This connection has led to continued partnership with The Sandbox, a coworking space and innovation hub that hosted a group of Brazilian students for an entrepreneurship summer camp, using MTD buses to get around town.

NEIGHBORHOOD OUTREACH

When new routing for Lines 23 and 25 were proposed in the spring as part of our August 2017 service changes, staff went door-to-door in the affected neighborhoods to share letters and maps explaining the new routing onto their streets.

OTHER COMMUNITY OUTREACH

FESTIVALS—MTD participated in the annual Earth Day Festival, talking to attendees about the new BYD Electric Shuttle fleet while displaying our existing beloved EBus shuttle. We also had a booth at the Carpinteria Open Streets Festival with the ever popular mini-shuttle—a favorite photo-op for kids and adults alike.

PARADES—MTD continues to provide shuttles for City Councils and other VIPs in the holiday parades on State Street, Milpas and in Carpinteria. This year we also provided a shuttle for the first ever Goleta Holiday Parade. We also provided shuttles for the Carpinteria Fourth of July Parade.

RIBBON CUTTINGS – We had a ribbon cutting for the new shelter at De la Guerra & Laguna – a stop that serves mostly senior citizens. We also enjoyed a ribbon cutting for the new shelter at Hollister & Walnut, where the County of Santa Barbara opened a new “pocket park.”

SOCIAL MEDIA

In the past year, MTD’s Social Media presence has experienced a major expansion. With the addition of Instagram, the consolidation of the previously existing two Facebook pages, and the reactivation of a long dormant Twitter account, MTD has joined the modern age. Since creating these accounts (all @SantaBarbaraMTD), we have grown

our presence on all three platforms, playing to each platform's strengths. Instagram focuses mostly on evocative images, Facebook for transit trip suggestions and community events, and Twitter for critical up-to-date detour and stop closure information—especially during flood and fire incidents. Operations and Marketing are building a process by which this information can be shared quickly with the public.

A LOOK AHEAD

With an increased Marketing and Community Relations staff, community relations activity will grow exponentially in this new fiscal year. With the development of a five year Marketing and Communications Plan, robust, strategic, and targeted outreach will continue our existing partnerships and expand our reach in an effort to grow ridership and improve the perception of MTD as a leading public agency on the South Coast.



BOARD OF DIRECTORS REPORT

MEETING DATE: JULY 25, 2017

AGENDA ITEM #: 8

TYPE: ACTION

PREPARED BY: HILLARY BLACKERBY

Signature

REVIEWED BY: GENERAL MANAGER

GM Signature

SUBJECT: Marketing and Communications Plan

RECOMMENDATION:

That the Board of Directors provide feedback and adopt the 5-Year Marketing and Communications Plan.

DISCUSSION:

The Planning and Marketing Committee previously heard presentations and gave feedback on this draft 5-Year Marketing and Communications Plan (MCP) on March 9th, April 11th, and June 29th and July 18th. Working with MTD's marketing firm, Celtis Ventures, MTD staff has incorporated feedback from committee members on priorities and strategies into the MCP.

The MCP has four core goals: improve customer experience and satisfaction, grow ridership and expand partnerships by marketing MTD services, support financial stability and an engaged workforce, and promote alternative fuels and sustainability. The plan outlines target markets, marketing tools, and a series of near-term objectives and long-term objectives for achieving the core goals.

Upon adopting a new logo and color scheme as part of MTD's brand update process, the board expressed concerns about the financial considerations of smart phasing of the new branding rollout. The MCP includes an appendix outlining a proposed schedule for this rollout and cost estimates for these updates, updating MTD assets in a phased and frugal manner. This includes a Bus Replacement & Refurbishment Schedule to give context for planned updates to the fleet.

ATTACHMENTS:

Draft Marketing and Communications Plan

DRAFT



MARKETING & COMMUNICATIONS PLAN

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EXECUTIVE SUMMARY

The purpose of this marketing and communications plan is to help the Santa Barbara Metropolitan Transit District (MTD) build its brand, increase awareness and retain and attract customers.

While many organizations simply react to marketing opportunities, this plan will help ensure that MTD consistently and purposefully aligns its communications activities with the agency's most important strategic goals.

To that end, the plan sets out and expands upon the following key elements to guide MTD's marketing and communications over the next five years.

CORE GOALS

1. Improve customer experience and satisfaction.
2. Grow ridership and expand partnerships by marketing MTD services.
3. Support financial stability and an engaged workforce.
4. Promote alternative fuels and sustainability.

TARGET MARKETS



Potential Customers



Seniors and People with Disabilities



Current Customers



College Students



Visitors



Area Employers



K-12 Students



Bicycle, Environmental and Other Constituent Groups

MARKETING TOOLS

MTD has a variety of communications tools at its disposal and an effective marketing plan makes strategic use of them all. The follow tools are cornerstones of MTD's marketing mix.

- Social Media
- Website
- Email Marketing
- Digital Advertising
- Traditional Advertising
- Video
- Media Relations
- Customer Information
- MTD Property and Vehicle Assets

NEAR-TERM OBJECTIVES

Combining each of these elements, the marketing plan outlines tangible, measurable objectives that work to achieve MTD's core marketing goals. While a comprehensive list can be found on pages 14 – 26, below are five major marketing objectives that the agency plans to accomplish in the near term. These represent that most efficient and impactful ways MTD can use its marketing resources to immediately advance its core goals.



- Initiate an MTD brand refresh to improve awareness, public support and ridership — beginning with the 2017 Bus Schedule Guide



- Introduce a new real-time service information system to customers, including smartphone app



- Update the MTD website



- Strengthen relationship with UCSB and SBCC and market directly to their students and employees



- Promote MTD's most robust and high-frequency service

LONG-TERM OBJECTIVES AND TIMELINE

In the end, this document is a roadmap to achieving customer-focused, end-to-end marketing and communications. Its objectives and timeline create a path for MTD to follow to ensure that its brand and messages are consistently applied to every aspect of the agency and that every communication is leveraged to increase awareness, grow ridership and build support for MTD.

SWOT ANALYSIS

A marketing and branding situation analysis was completed in early 2017. MTD's marketing consultant conducted interviews with MTD staff and referenced existing ridership data and survey information. Comments and themes provide the basis for the revised MTD brand. Updated market research is recommended to enable MTD to further refine its market intelligence.

STRENGTHS

- Exceptional, long-standing public transportation system
- Strong community and business support
- Financially stable
- Operates in a vibrant, desirable community

WEAKNESSES

- Aging brand
- Difficulty in hiring new bus operators
- MTD may lack public awareness
- Declining ridership
- Perception of transit as stigmatized

OPPORTUNITIES

- Partnerships with local educational institutions
- New buses on order
- Intelligent Transit System recently installed
- Update to transit center on the way
- MTD operates in a vibrant, supportive community
- MTD has a brand refresh in the works

THREATS

- Difficult, competitive environment
- Changing demographic, consumer and commute patterns
- Declining farebox revenues
- Increased road congestion

27 ISLA VISTA

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CORE MARKETING GOALS

Based on the Strategic Plan, MTD has identified four core marketing goals. These core goals contain multiple marketing objectives, audiences, strategies and tactics, all designed to help MTD deliver on its promises.

1. Improve customer experience and satisfaction
2. Grow ridership and expand partnerships by marketing MTD services
3. Support financial stability and an engaged workforce
4. Promote alternative fuel and sustainability

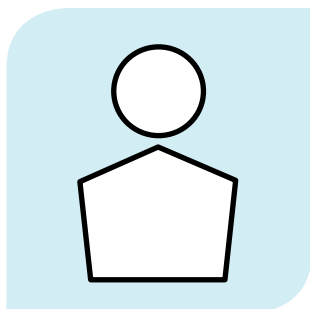
KEY MARKETING STRATEGIES

To accomplish its core marketing goals, MTD has prioritized the following strategies:

- Refresh the MTD brand across logo, vehicles, stops, facilities, print and digital collateral
- Conduct research to gain current market intelligence
- Leverage real-time rider information for improved customer experience
- Redesign the MTD website
- Enhance engagement with MTD customers and constituents
- Strengthen partnerships with educational institutions
- Expand use of social and digital media
- Use local traditional and digital advertising to attract prospective riders
- Promote best and most frequent service
- Aggressively target local employers
- Partner with other sustainable organizations and advocates

TARGET MARKET STRATEGIES

Potential Customers



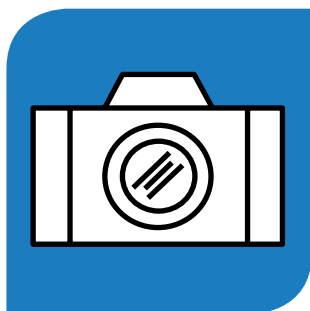
- Target daily commuters (area employers and employees)
- Promote best (most frequent) services
- Strengthen/refresh the MTD public brand
- Market services digitally and drive people to the newly designed MTD website and trip planner

Current Customers



- Keep current customers well informed about new products and services
- Provide information in real time (when possible)
- Build a sense of ownership of the MTD system
- Engage through social media

Visitors



- Strengthen the MTD public brand on the street and online
- Promote shuttle services
- Emphasize the Day Pass as a convenient option
- Promote Transit Transfer program with Amtrak
- Partner with local tourism and visitor bureaus to communicate MTD services

K-12 Students



- Outreach through participating schools
- Focus on “how to ride” and safety information
- Youth pass

TARGET MARKET STRATEGIES

Seniors and People with Disabilities



- Outreach directly to senior groups and centers
- Partner with organizations that serve the disabled community
- Emphasize mobility and freedom
- Promote lower fare (for 62+ seniors and people with disabilities)
- Promote shuttles and standard service as a convenient alternative

College Students



- Conduct direct outreach to campuses
- Market pass programs
- Market best service
- Communicate reasons to ride
- Market destinations available to students via one direct MTD trip

Area Employers



- Conduct direct outreach to area employers
- Create information kits for employers to disseminate to employees
- Target employers located in areas with superior service

Bike/Other Constituents



- Outreach directly to constituent groups
- Form/strengthen partnerships
- Communicate how MTD benefits their efforts

MARKETING TOOLS

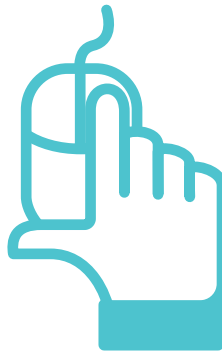
MTD has a variety of marketing tools at its disposal and an effective marketing programs requires a mix of them all. In the long-term, MTD must move towards customer-focused, end-to-end marketing in which the agency's brand and messages are consistently applied to every aspect of the system, from vehicles and facilities, to signage and schedule guide, to digital and print collateral.

Given the realities of transportation funding, however, it is particularly important for MTD to maximize its use of relatively low-cost and/or partnership-leveraged marketing tools. Digital media, both organic and paid, will be a touchstone of the agency's marketing efforts.



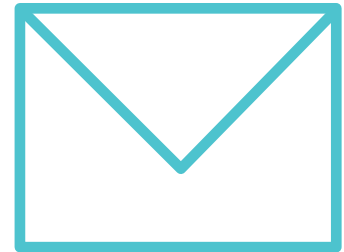
Social Media

- Facebook, Twitter, Instagram, LinkedIn
- Mix paid and organic posting
- Generate awareness, likes, web visits, trip planning, etc.
- Build digital relationships with real-world partners



Website

- Complete refresh
- Real-time customer information
- Increased interactivity
- Social media integration



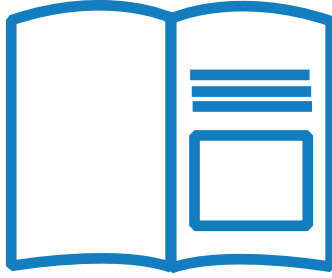
Email Marketing

- Consistent in brand and message
- Action-oriented
- Drive readers into other MTD digital channels
- Leverage for partner cross-promotion



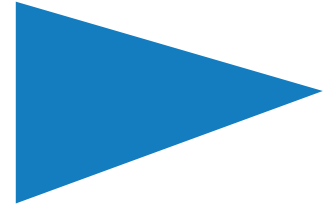
Digital Advertising

- Social media
- Google AdWords
- Geo-targeted digital displays



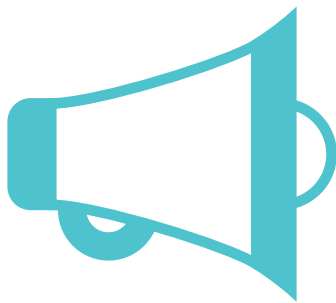
Traditional Advertising

- Print
- Radio
- Environmental
- Partnered cross promotion



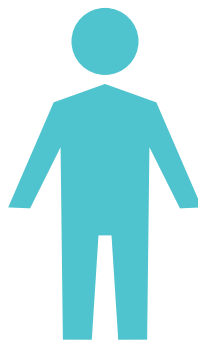
Video

- Short and inexpensive to produce
- Used to enhance social media
- Used to enhance website
- Used to enhance digital advertising



Media Relations

- News releases
- By-lined articles in print and online outlets
- Editorials
- Articles in partner newsletters



Rider Information

- Schedule Guides (Bus Book and pocket guides)
- Real-time smart phone app
- Car cards (interior bus signage)
- Take-ones and seat drops



MTD Property Assets

- Transit Center
- Bus fleet
- Signage
- Info Posts
- Fare boxes

ACHIEVING GOALS

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The following provides a more detailed approach to meeting MTD's core marketing goals:

1. **Improve customer experience and satisfaction**
2. **Grow ridership and expand partnerships by marketing MTD services**
3. **Support financial stability and an engaged workforce**
4. **Promote alternative fuel and sustainability**



1. IMPROVE CUSTOMER EXPERIENCE AND SATISFACTION

Introduce new, real-time technologies for customer information

MTD will launch new technologies, such as mobile app, SMS texting, and website upgrades, to provide real-time bus arrival, service alerts, and other customer information. The agency will facilitate roll-out and adoption with targeted promotions and clear, friendly user instructions.

TARGET AUDIENCE:

MTD Customers, Potential Customers, MTD Employees



TACTICS

- Website integration
- Email notification
- Social media
- Online pre-recorded training available 24/7
- Take-one distribution
- Pocket-size material
- Geo-targeted digital promotion campaign

OBJECTIVE B

Provide outstanding customer service and conduct robust outreach

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Every interaction with MTD should be a positive one--from drivers to customer service representatives, and all other employees. MTD will use creative methods to engage the community on issues of service planning and general input.

TARGET AUDIENCE:

MTD customers, Potential customers, Visitors, K-12 Students, College students, Bike/other constituents



TACTICS

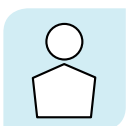
- Enhance customer service training
- Use web tools to provide robust two-way communications with the public
- Hold occasional MTD Board meetings at different times and locations in the community for better access
- Set aggressive follow-up targets for compliment and complaint inquiries

Rebuild the MTD website to extend branding and provide better customer information

MTD will design an easy-to-use website in which new real-time customer information technologies are integrated with modern user interface and engaging graphics and video.

TARGET AUDIENCE:

MTD Customers, Potential Customers, Partner Agencies



TACTICS

- Streamline design
- Prioritize home page information
- Apply new branding
- Integrate new customer information technologies

OBJECTIVE C

OBJECTIVE D

Update MTD Transit Center for improved customer experience

As part of the current project to renovate the Transit Center, MTD will improve the facility by extending its new brand to the interior and exterior design and by creating customer friendly, brand-consistent signage as well as real-time digital displays.

TARGET AUDIENCE:
MTD Customers, Potential Customers



TACTICS

- Update signage
- Update printed informational materials
- Install real-time displays

Establish branded MTD bus stops and shelters

In keeping with its new brand, MTD will redesign bus stop and bus shelter signage to provide consistent, branded, and easy-to-understand customer information

TARGET AUDIENCE:
MTD Customers, Potential Customers



TACTICS

- Design consistent format for bus stops and display of information
- Update database of shelters to track scheduling and inventory

OBJECTIVE E

OBJECTIVE F

Continue to build customer confidence in the safety of the MTD system

17

Using brief customer-friendly materials and messages, educate customers about MTD's commitment to and steps taken to ensure safety and security on the system.

TACTICS

- Positive, reassuring, safety content on MTD website
- Social media
- Age-appropriate safety materials to schools

TARGET AUDIENCE:
MTD Customers, Potential Customers. K-12 Students



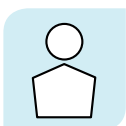
Promote convenient links between MTD and bicycling

Keep audiences informed of latest improvements to MTD bicycle facilities and market service to cyclists

TARGET AUDIENCE:
MTD Customers, Potential Customers, Bicycle Organizations

TACTICS

- Use social media, email, and partner agencies to announce facility improvements
- Create/Update facilities map as needed, post online, and have available at Transit Centers
- Create videos for website on how to take a bike on the bus
- Digital campaign (email, social media, online)



OBJECTIVE G

2. GROW RIDERSHIP AND EXPAND PARTNERSHIPS BY MARKETING MTD SERVICES

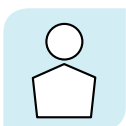
Invigorate and refresh MTD brand to improve awareness, support, and attract new customers

MTD has already begun the process of refreshing its brand with Board approval of a new logo. To continue the process, MTD will develop style guide to ensure consistent use of the brand and use its fleet, facilities, website and social media to extend brand awareness.

TARGET AUDIENCE:
*MTD Customers, Potential
Customers, Visitors*

TACTICS

- Update all agency online, digital, and print collateral per style guide
- Explore new design for MTD fleet and facilities
- Develop multi-year approach to applying branding throughout agency



OBJECTIVE B

Promote robust and high-frequency service

19

MTD will promote new and expanded service directly to audiences who can easily access it. A master design, look, and feel for the campaign will be developed with messages and images tailored to each audience. Once established, MTD will maintain ongoing communications to continually promote service.

TACTICS

- Digital campaign (email, social media) to residents, businesses and institutions along service route(s)
- Feature on MTD home page for first month of service
- Geo-targeted digital media campaign (social media, email, online)

TARGET AUDIENCE:

MTD Customers, Potential Customers, Partner Agencies, Seniors and People with Disabilities, K-12 Students, College Students, Visitors, Area Employers



Market service to niche markets (specific regions, employers, diverse communities, etc.)

As new service is made available or opportunities arise (i.e. start of school year, Fiesta), MTD will create branded campaigns to market service to niche markets.

TACTICS

- Geo-targeted digital campaigns (email, social media, online)
- Cross promotion with relevant partners
- Transit Center signage
- On-board postings
- Bus exterior ads

TARGET AUDIENCE:

MTD Customers, Potential Customers, K-12 Students, College Students, Seniors, Visitors, Employers, Bike Groups



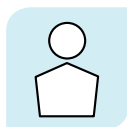
OBJECTIVE C

OBJECTIVE D

Promote service to area attractions and popular destinations

MTD will design fun and appealing campaigns that encourage both potential and existing customers to use MTD to access area attractions and popular destinations.

TARGET AUDIENCE:
MTD Customers, Potential Customers, Visitors



TACTICS

- Develop cross promotions with local attractions and special event providers
- Create a page on MTD website with destination-oriented map
- Geo-targeted digital campaigns (email, social media, online)
- Bus exterior ads
- Partnerships with visitors bureau, chambers, and hotels

Promote employee transit incentive programs

MTD will work with Traffic Solutions to promote employee transit incentive program with employer/commuter-specific print and digital collateral that clearly identifies benefits.

TARGET AUDIENCE:
Employers, Employees



TACTICS

- Geo-targeted digital campaign (email, social media, online)
- Leverage LinkedIn for B2B communication
- Create informational pamphlet for Employee Transportation Coordinators and Employers
- Provide worksite presentations
- Develop a page on MTD website aimed at employers and employees
- Develop monthly employer email program

OBJECTIVE E

OBJECTIVE F

Strengthen relationships with partner organizations

21

MTD will market special pass programs and targeted promotional campaigns, share digital resources and undertake collaborative cross-promotions to bolster relationships with partner organizations.

TARGET AUDIENCE:

Colleges and Universities, Bike Coalition, Business Improvement Districts, Chambers



TACTICS

- Promote pass programs via digital campaign (email, social media, online)
- Post RSS feed on MTD homepage
- Repost, share and like relevant social media content
- Make RSS feeds available for partner sites
- Identify cross-promotion opportunities

Position MTD to participate in policy discussions regarding mobility

To position MTD to participate in policy discussions regarding mobility, the agency must encourage and facilitate communication with elected officials and partner agencies.

TARGET AUDIENCE:

Partner Agencies, Elected Officials, Community Stakeholders



TACTICS

- Prepare yearly legislative calendars
- Provide regular briefings for elected officials and partners
- MTD executive presentations at important events and conferences

OBJECTIVE G

3. SUPPORT FINANCIAL STABILITY AND AN ENGAGED WORKFORCE

Increase ancillary revenues through advertising and partnerships

MTD will continue to explore opportunities to create new revenue streams through advertising and partnerships.

TARGET AUDIENCE:

Local businesses, Partner organizations, Universities and Colleges



TACTICS

- Promote buses as moving billboards
- Design rate sheet with attractive pricing
- Explore other industry practices
- System and facility exploration for advertising/revenue opportunities beyond the fleet.

OBJECTIVE A

OBJECTIVE B

Market special pass programs and evaluate to optimize revenue

23

Special pass programs provide an opportunity for MTD to tap into specific markets and incentivize specific customer groups to ride the system. MTD will provide clear customer information and targeted promotional campaign to help optimize revenue through these pass programs.

TARGET AUDIENCE:

Students, Seniors, Employees, MTD Customers, Potential Customers



TACTICS

- Use social media to target specific audiences
- Promote pass programs via digital campaign (email, social media, online)
- Create pages on MTD website to organize pass information
- Deliver presentations to interested groups

Educate potential employees about fulfilling public service careers with MTD

MTD will position itself as a provider of quality career opportunities for Santa Barbara area residents. Employment information will be accessible and easy to navigate.

TARGET AUDIENCE:
Potential Employees



TACTICS

- Participate in and develop recruitment materials for job fairs, etc.
- Use fleet as promotional tool
- Create relationships with colleges and universities
- Create collateral that highlights benefits
- Foster and strengthen partnerships with local workforce development organizations

OBJECTIVE C

OBJECTIVE D

Enhance employee communications

MTD will take strides to keep employees continually informed and engaged in the vision and success of the agency by making information easily available and empower employees through two-way communications.

TARGET AUDIENCE:
MTD Employees, Future MTD Employees



TACTICS

- Disseminate quarterly employee newsletter (print & email)
- Educate employees about professional & leadership development opportunities
- Remind employees about health & wellness programs
- Educate employees about greater MTD vision

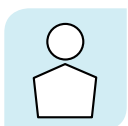
4. PROMOTE ALTERNATIVE FUELS AND SUSTAINABILITY

Promote benefits of electric buses

MTD will promote the benefits of its fleet of clean, alternative-fuel vehicles by emphasizing sustainability and cost savings in public communications. Marketing efforts will position MTD customers as community sustainability heroes.

TARGET AUDIENCE:

*MTD Customers, General Public,
Partner Organizations*



TACTICS

- Use social media to regularly communicate benefit
- On-board posting of benefits
- When space permits use external bus ads
- Create page on MTD website dedicated to alternative fuel and sustainability

OBJECTIVE B

Promote MTD ridership as a green alternative to driving

MTD will engage with community partners and leverage existing sustainability events to help promote MTD ridership as a green alternative to driving alone. Communications will link behavior change to facts about environmental impacts and benefits.

TARGET AUDIENCE:

Potential Customers, Partner Organizations, Employers and Employees, University Students, K-12 Students



TACTICS

- Launch digital campaign (email, social media, online)
- Promote relevant campaigns from partner agencies
- External bus ads
- Partner with local schools, colleges, large employers
- Promote Bike Week, Dump the Pump Day, Earth Day etc.

FIVE YEAR PLAN

27

1

- Partner with UCSB and other educational institutions
- Position MTD to improve bus operator recruitment
- Introduce AVL/real-time technologies
- Conduct market and rider research to identify opportunities for improvements and growth
- Initiate redesign of MTD website
- Partner with bike community and other constituents
- Initiate MTD Brand refresh
- Initiate Transit Center Renovation
- Update MTD Schedule Guide Book
- Launch new electric shuttle fleet

2

- Launch new website
- Begin to update bus stops and facility signs
- Launch branded Smart Card
- Complete Transit Center Renovation
- Conduct direct outreach to area employers
- Market heavily to local universities/colleges
- Improve awareness of MTD
- Strengthen two-way communications with MTD employees

3

- Launch rebranded bus fleet
- Complete update of bus stop signs
- Launch campaigns with partner agencies to target visitors
- Initiate senior marketing program
- Conduct a customer satisfaction study
- Focus heavily on ridership campaigns
- Improve perception of MTD services

4

- Continue ridership efforts
- Market best services
- Review MTD fare structure
- Implement safety and courtesy communications program
- Strengthen relationships with area employers
- Target commuters for ridership growth
- Build support among communities
- Continue fleet rebrand
- Complete update of facility exterior signs

5

- Continue MTD's proactive marketing and communications efforts
- Position MTD for sustained ridership and revenue growth
- Complete MTD brand refresh

MARKETING CONTINGENCY PLAN

Marketing MTD does not happen in a vacuum. External factors will influence and affect strategies and tactics. The recommendations in this document can be scaled to fit changing budgets, schedules and staff capacity. Some of the factors that may impact the marketing plan include:

RISKS	MITIGATION STRATEGIES
MTD staff capacity	Minimize reactionary marketing and public outreach. Select marketing and partnership opportunities based on ROI and alignment with marketing plan.
Changes to MTD staffing (reduction)	Identify interim staff persons to coordinate marketing plan implementation. Prioritize most urgent and impactful marketing activities.
Changes to MTD marketing budget	Reduce paid advertising. Minimize non-essential event participation. Rely more heavily on digital media. Phase “big ticket” marketing activities over several years.
External trends, policies and perceptions of public transit	Keep ahead of trends through strategic planning, careful industry observation and communication with partners. Leverage digital media to change messages and tactics quickly in response to changing larger social, political and economic developments.
Changes in technology	Monitor social and digital media trends in the general public, government agencies and the private sector. Adapt strategies to align with best practices.

MEASUREMENT AND REPORTING

Data measurement and analysis is the heart of any marketing program. On a quarterly basis, MTD will report on the performance of its marketing efforts. This information will allow the agency to continually and strategically adapt and improve its marketing program to achieve maximum results.

- Hits, Bounce Rates, and other Website Data
- Ridership
- End-User Actions through Digital Advertising
- Feedback from Community Leaders
- Social Media Reach and Engagement
- Survey Responses
- Impressions through Media Outlets

APPENDIX 1:

MTD BRANDING ROLLOUT PLAN

In April 2017, the Board adopted a new logo and color scheme for MTD. This is the first step in a branding refresh that will ultimately impact every aspect of the agency from the look of its buses, signage and property assets to its digital presence to the way MTD communicates with customers, partners and the community.

This appendix addresses both how and why a brand refresh is integral to the success of MTD's overall marketing effort.

Over the next five years, MTD will embark on a systematic effort to apply and leverage this new brand across every part of the system. Due to the inherent limitation of transit agency funding, this change will happen gradually, but it will be guided by the principles, strategies and timelines below.

MTD's new brand will:

- Establish MTD as a transit leader and provider of a valuable service to the South Coast community
- Educate about MTD's services, accomplishments and innovations
- Engage the community to see MTD as central to addressing the region's transportation and environmental issues as well as current and potential customers to move them to ride MTD

BRAND IMPLEMENTATION STRATEGIES

In rolling out the new brand across the MTD system, staff will:

- Opportunistically evolve the MTD brand, taking advantage of natural opportunities in the operational cycle when the agency invests in high-profile updates
- Implement tight control of graphic standards through a new style guide, messaging guide and designed templates
- Educate and inform the MTD Board and workforce and gain organizational buy-in

YEAR 1

FY 2017/2018

Q1 Develop style guide

Update social media channels

Update routine business communications (letterhead, business cards, PPT template)

Update Schedule Guide and Shuttle Cards

Launch branded Bus Tracker App

Q2 Update community event supplies

Update report templates

Q3-4 Update driver uniforms

Update vehicle pool vehicles (decals)

Update MTD Website

YEARS 2-5

FY 2018/19 – FY 2023/24

33

Update fare media (begin with launch of Smart Card scheduled for 2018)

Update Transit Center interior and exterior signage (during planned renovation in 2018)

Update bus design (begin with 14 40' buses scheduled for delivery in 2019)

Update bus stop signage (as funding permits)

Update MTD HQ exterior and interior signage (as funding permits)

Update interior car cards (as needed)

Update print collateral (as reprints or new materials are needed)

WHAT COMES NEXT: E3 AWARENESS CAMPAIGN

After reaching critical mass on branding, MTD will launch a campaign that raises awareness about the agency and its services. The campaign will drive people to the agency's updated website and refreshed social channels and promote MTD service.

BUDGET BREAKOUT

FY 2018/19 – FY 2023/25

Potential Schedule of Expenditures

Pending

Year	Classification	Item	Cost
1	Capital	Transit center signage	\$2,185
1	Operating	Driver uniforms (shirts, hats)	\$10,000
1	Capital	New MTD Website	\$75,000
2	Operating	Fare media design	\$3,000
2	Capital	MTD HQ exterior signage	\$1,000
2	Capital	Bus stop signage	\$84,500

Completed or In Progress

Year	Classification	Item	Extended Cost
1	Operating	Community event supplies (tablecloth & banner)	\$2,400
1	Operating	Seaside & Downtown/Waterfront Shuttle rack card redesign	\$6,175
1	Operating	Routine Business Communications (letterhead, business cards, powerpoint template)	\$7,410
1	Operating	Style Guide	\$5,700
1	Operating	Promotional items (bags, pens, magnifiers, reflective bands)	\$5,800
1	Operating	Schedule Guide update	\$19,000
2 & 3	Capital	Pool vehicle decals	\$100 per vehicle

BUDGET BREAKOUT

FY 2018/19 – FY 2023/25

35

Bus Replacement & Refurbishment Schedule (8 Year Cycle)

Bus Replacements

Year	Qty	Scheduled Rebranding	Age at Time of Replacement	Year Placed in Service	Manufacturer	Cost Estimate
1	14	FY 2019-20	22 years old	1998	Nova Bus Corporation	-

Bus Refurbishments

Year	Qty	Scheduled Rebranding	Average Age at Time of Refurbishment	Year Placed in Service	Manufacturer	Cost Estimate*
1	26	FY 2019-20	16 years old	2004	Gillig Corporation	\$208,000
2	41	FY 2020-21	11 years old	2006-2013	Gillig Corporation	\$328,000
3	3	FY 2021-22	8 years old	2014	Nova Bus Corporation	\$24,000
3	5	FY 2021-22	8 years old	2016	Gillig Corporation	\$40,000
3	3	FY 2021-22	8 years old	2017	Gillig Corporation	\$24,000

Assumptions

- Electric vehicle fleet not included in schedule. MTD and the City will collaborate with Downtown partners on rebranding the shuttles in the future.
- This leaves MTD with 78 buses that will require refurbishment at some point and are reflected in the schedule above.
- Assume an 8-year mid-life refurbishment cycle for the fleet. We typically forecast keeping buses for 15 years.

*Cost estimate is for repainting only.

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To: MTD Board of Directors
From: Jerry Estrada, General Manager
Date: July 25, 2017
Subject: General Manager's Report

Operations, Fleet & Facilities

Ruben Mijangos, our newest operator in training, successfully tested with the DMV and has been released to assume his bid shift. Congratulations to Ruben.

The bidding process for our next schedule change on August 21 has been completed well ahead of schedule. The Fall Bid runs from August 21-November 26. Sometime in September, we will commence the procedure again for our Winter Bid.

The Solstice Parade on June 24th and the Independence Day Parade and celebrations have come and gone. Preparations for the required detours, run adjustments and personnel additions were completed in advance. Old Spanish Days, is not too off in the future; similar preparations are almost completed for the multiday events.

A bit of good news, the City of Santa Barbara's Building Department just signed-off on the final inspection for the Bus Canopy Modifications Project. We are now in the closeout phase, which cannot be fully completed until the painted gutters are replaced. The lead-time for materials from the contractor is still 1.5 – 2.0 weeks out and the demo/installation will take about a week.

Administration

The 2017-18 fiscal year for MTD began July 1. The financial audit for the year just ended will now begin in earnest. Accounting staff started the new fiscal year with the annual bus parts inventory. While the final report is forthcoming, preliminary results indicate that the deviation between the counted and inventory database levels will be about 1% in both quantity and dollar value. This is in line with recent past years attesting to the continued high standards of material control systems and oversight. McGowan Guntermann's audit staff began onsite review of accounting records this week while staff continues amassing and preparing the required financial documents and schedules. An audit of MTD payroll records by the Teamsters Pension Trust is underway. Occurring approximately every other year, the purpose of the audit is to verify MTD compliance with Trust and collective bargaining agreement (CBA) contribution requirements on behalf of MTD's represented employees. Preparation for the August IRS audit of the staff pension plan continues.

OPEB Update:

The prefunding of MTD's OPEB obligations began with the Board-authorized transfer of \$1 million to the CalPERS CERBT fund at the end of June. In a related matter, MTD accepted an engagement letter from Aon Hewitt to carry out the biennial OPEB liability actuarial valuation. The valuation preparation is subject to GASB 75, the updated government OPEB accounting and reporting requirements that went into effect this year.

Fare Payment Systems Update:

Staff is working with the City of Santa Barbara Eastside Branch Library to finalize a license agreement for the installation of a Ticket Vending Machine (TVM) at the library. This will fulfill the need for a convenient location on the Eastside for the purchase of MTD bus passes.

Genfare has taken steps to complete software programming that picks up the lists that are retrieved from the SBCC and UCSB servers daily, process them, and prepare the appropriate data for upload to buses via probing. Additionally, Genfare had completed modifications to the FastFare farebox firmware so that the new fareboxes can handle the encrypted ID numbers on the SBCC cards. The FastFare firmware is in Genfare QA at this time and is said to be ready for MTD to test fairly shortly. Completion of the FastFare firmware and installation of the updated software are the two final items necessary to have MTD ready to perform an end-to-end test consisting of reading of SBCC ID cards at fareboxes based on a list created by SBCC and placed on their server for retrieval by MTD. To note, we will use a similar mechanism for retrieval of UCSB lists as has been done with SBCC but are waiting to demonstrate end-to-end success with SBCC prior to implementation of retrieval of UCSB card lists.

The new part time accounting position approved as part of last year's budget revision has been filled and Evelyn Figueroa will begin next week. The Revenue Clerk will take on most of the duties related to daily fare revenue deposit preparation, bank deposits, TVM and change machine restocking, etc. currently carried out by MTD's farebox technicians.

The purpose of the change is to allow the farebox technicians to expand their maintenance and repairs to include all of the new Clever Devices and Apollo Video systems. The good working order of the onboard intelligent transportation systems is vital for reliable real-time bus arrival information soon to be provided to the public.

Planning & Marketing Update:

MTD recently purchased REMIX transit planning software. The primary benefit is that it will allow Planning staff to quickly estimate the hours and costs of adding and reducing service or propose new service altogether versus using Trapeze transit scheduling software which would take days to do these same tasks. Demographic census data is also layered upon the routing to aid in service planning efforts. This data could also be used to assist in communicating the need for service change proposals to the Planning & Marketing Committee, the MTD Board, partner agencies and community groups. The software also includes a useful tool to estimate the distance a passenger would travel using transit for certain time frames from a particular location as well as a feature to assist in preparing Title VI reports.

Staff looks forward to using this new software in the coming years particularly with the impending first and last mile needs and the upcoming changes to Carpinteria roadway circulation as part of the Linden-Casitas Pass interchanges project proposed for completion in 2020. Additionally, MTD has contracted Dave Rzepinski and Associates to assist our planning team with the development of a First/Last Mile plan for South Coast Train depots related to the potential retiming of Amtrak service.

SBCC Summer Session I enrollment was relatively flat at -0.4% compared to Summer Session I of last year. This is a significant difference comparing Summer Session I of 2016 to 2015 at a -11.4% change.

At the request of the City of Santa Barbara, MTD has prepared and submitted a proposal for the boosting of the Downtown-Waterfront Shuttle for cruise ship visits during FY17-18. With the elimination of Princess Cruises visits this year, the boosting need is being reduced by nearly half to 15 days. The City Council will consider the proposal as part of their consent calendar in the near future.

Staff continues work to prepare for August service changes with an update of the Schedule Guide, Booster Guide, and associated materials. Thanks to our new partnership with SBBike, we have now moved from 53 unclaimed bikes on site down to 13 bikes.

Risk Update:

The City of Santa Barbara is in the process of updating the City's Floodplain Management Ordinance per a Federal Emergency Management Agency (FEMA) mandate. MTD's administrative office and bus yard are located in a designated flood zone. Risk attended the City's Community Development meeting on June 29 to learn about the proposed changes to the Ordinance. The updates are mostly to bring the language of the Ordinance into compliance with current FEMA standards, along with a proposed revision to the freeboard standards for new buildings, and for existing buildings that are substantially improved by 50%. A freeboard is a measurement of feet above a flood level used for purposed of floodplain management. The city has proposed a 1 foot freeboard. There are exceptions, such as an exemption for single family homes. None of the proposed revisions impact the District or the District's insurance coverage through the National Flood Insurance Program (NFIP).