



**AGENDA**

**Meeting**

of the

**PLANNING AND MARKETING COMMITTEE**

of the

**SANTA BARBARA METROPOLITAN TRANSIT DISTRICT**

A Public Agency

**Monday, November 27, 2017**

**2:00pm**

**John G. Britton Auditorium**

550 Olive Street, Santa Barbara, CA 93101

**1. CALL TO ORDER**

**2. ROLL CALL OF THE COMMITTEE MEMBERS**

Chuck McQuary (Chair); Bill Shelor (Director), Dave Davis (Director)

**3. REPORT REGARDING POSTING OF AGENDA**

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

The committee will be asked to waive the reading of and approve the draft minutes for the meeting of September 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 a *Request to Speak* form, including a description of the subject you wish to address, to the MTD Board Clerk before the meeting is convened. These forms are available at the meeting or on our website [www.sbmtd.gov](http://www.sbmtd.gov).

**6. FIRST/ LAST MILE SERVICE & REGIONAL TRANSIT PROJECTS - (INFORMATIONAL - NO ACTION WILL BE TAKEN)**

Staff will provide the Committee with an update on First/ Last Mile Service and Regional Transit projects.

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

Committee members will report on other related issues.

**8. ADJOURNMENT**

**AMERICAN WITH DISABILITIES ACT:** If you need special assistance to participate in this meeting, please contact the MTD Administrative Office at 805.963.3364 at least **48 hours in advance** of the meeting to allow time for MTD to attempt a reasonable accommodation.

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**MINUTES**

**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**

Chair McQuary called the meeting to order at 2:30pm.

**2. ROLL CALL OF COMMITTEE**

Chair McQuary reported all members were present.

**3. REPORT REGARDING POSTING OF AGENDA**

Lilly Gomez, Office Administrator, reported that the agenda was posted on Thursday, September 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 McQuary moved to approve the draft minutes for the meeting of July 18, 2017. Director Shelor seconded the motion. The motion passed unanimously.

**5. PUBLIC COMMENT**

Mr. Howard Green requested that Committee hold another meeting to discuss the App and receive input from the public.

**6. FALL COMMUNITY LISTENING SESSIONS & SURVEY - (ACTION MAY BE TAKEN)**

Hillary Blackerby, Marketing and Community Relations Manager stated that staff will conduct three evening Board of Directors meetings throughout district. The meetings will be held from 6pm to 7:30pm. All members of public are encouraged to come, as we are seeking input from riders and non-riders of MTD. Surveys will be available to access on website, social media accounts, and at the transit center and the MTD office. A press release will be sent out via email to local partnering community agencies to then forward to additional contact lists, a car card will be in each bus and announcements will be made on radio stations.

Mr. Howard Green requested a summary of listening sessions in the minutes.

Chair Davis thanked Ms. Blackerby for a thorough report and coordinating the surveys.

No action was taken.

**7. AUGUST 2017 SERVICE CHANGES AND 2018 PROPOSED SERVICE PLAN UPDATES - (INFORMATIONAL)**

George Amoon, Planning Manager provided a brief update on the 2017 service changes. Mr. Amoon stated that the district did not receive much feedback in regards to the minimal changes made in August 21<sup>st</sup> service changes. Mr. Amoon stated that staff monitored the AVL system and made changes in August 21 that allows more adherence to schedule. The 2018 proposed service plan focuses on schedule adherence for the line 14, 20, 21x and 15x. Due to the traffic congestion from construction in Carpinteria, staff is making preliminary

plans for our commuter riders. Additionally planning staff worked closely with a consultant, David R on evaluating the First and Last mile service options.

Jerry Estrada, General Manager thanked Mr. Rzepinski and planning staff for looking ahead and reviewing possible services to First and Last mile service project.

**8. OTHER**

No other items were discussed.

**9. ADJOURNMENT**

Director Davis moved to adjourn the meeting at 3:50pm. Director Shelor seconded the motion. The motion passed unanimously.