



AGENDA

Meeting
of the
PLANNING AND MARKETING COMMITTEE
of the
SANTA BARBARA METROPOLITAN TRANSIT DISTRICT
A Public Agency
Thursday, February 22, 2018
10:00am
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), Dave Davis (Director), Bill Shelor (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 November 27, 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.
6. **DRAFT SERVICE WORK PLAN FOR AUGUST 2018-19 - (ATTACHMENTS - INFORMATIONAL - NO ACTION WILL BE TAKEN)**
Staff will provide the Committee with an update regarding the draft service plan for August 2018-19.
7. **REPORT ON COMMUNITY SURVEY RESULTS – (INFORMATIONAL - NO ACTION WILL BE TAKEN)**
Staff will provide a presentation to the Committee on the results of the Community Survey conducted in the fall of 2017.
8. **OTHER BUSINESS AND REPORTS - (ACTION MAY BE TAKEN)**
Committee members will report on other related issues.
9. **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.



COMMITTEE MEETING MINUTES

Meeting
of the
PLANNING & MARKETING COMMITTEE
of the
SANTA BARBARA METROPOLITAN TRANSIT DISTRICT
A public agency
Monday, November 27, 2017
2:00 PM
John G. Britton Auditorium
550 Olive Street, Santa Barbara, CA 93101

1. CALL TO ORDER

Chair McQuary called the meeting to order at 2:00pm.

2. ROLL CALL OF COMMITTEE

Chair McQuary reported all members were present.

3. REPORT REGARDING POSTING OF AGENDA

It was reported that the agenda was posted on Thursday, November 23, 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 September 18, 2017. Director Shelor seconded the motion. The motion passed unanimously.

5. PUBLIC COMMENT

No public comments were made.

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

General Manager Jerry Estrada updated the Committee on consultant David Rzepinski's evaluation of possible First/ Last mile service options.

8. OTHER BUSINESS AND REPORTS – (ACTION MAY BE TAKEN)

No other items were discussed.

9. ADJOURNMENT

Director Davis moved to adjourn the meeting at 2:50pm. Director Shelor seconded the motion. The motion passed unanimously.



PLANNING & MARKETING COMMITTEE STAFF REPORT

MEETING DATE: FEBRUARY 22, 2018 **AGENDA ITEM: #6**
DEPARTMENT: PLANNING
TYPE: INFORMATIONAL ITEM
PREPARED BY: GEORGE AMOON _____
Signature
REVIEWED BY: GENERAL MANAGER _____
Signature
SUBJECT: DRAFT SERVICE PLAN FOR AUGUST 2018-19

RECOMMENDATIONS:

Receive presentation regarding preliminary service plan for August 2018-19

DISCUSSION:

Staff is considering a 0.4% increase in revenue hours for FY 2018-19. The approved service level for FY 2017-18 was 224,084 hours. The changes currently under consideration would increase the service level to 225,008 hours representing an increase of 924 hours. The potential net increase in service hours is primarily comprised of re-routing an express line (15x), suspending an express line (21x), improving schedule adherence on certain lines, boosting Line 28 and providing First and Last Mile service which is funded by SBCAG. Other service reductions and reallocations are also proposed to provide for overall more efficient service.

	Estimated Hours	% Change
Approved FY 2017-18 Service Level	224,084	
<i>Line 15x:</i>		
Re-route time savings	-50	
Remove 15x Limited service when SBCC is not in session	-80	
Remove 15x service on Fridays from 6:30 PM to 4:30 PM during Fall and Spring semesters	-140	
Subtotal	-270	-0.1%
<i>Lines 20 and 21x:</i>		
Line 21x suspension	-3,556	
Line 20 schedule modification	3,484	
Subtotal	-72	0.0%
Line 7, 10 and 27 schedule adjustments	Negligible	
Line 28 boosters	1,093	
First Mile and Last Mile Service (funded by SBCAG)	462	
Subtotal	1,555	0.7%
Adjustment due to calendar fluctuation & hours in FY 18 for August 2017 changes	-289	-0.1%
Total FY 2018-19 Changes	924	0.4%
Proposed FY 2018-19 Service Level	225,008	

The draft service changes are discussed in detail below and summarized in Attachment 1.

Line 15x:

Re-route:

The Line 15x is proposed to be re-routed off the Mesa and circle around SBCC main campus. The route is also proposed to travel in a consistent one way direction all day from UCSB toward Isla Vista and Camino Real Marketplace rather than from UCSB toward Camino Real Marketplace in the AM and the reverse in the PM. Attachment 2 depicts the re-route. The revised route and schedule will provide the following benefits:

- More direct access to SBCC all day.
- Improved schedule adherence.
- Two additional trips toward SBCC and four additional trips toward UCSB/Isla Vista/Goleta.
- Simplified direction of bus travel overall.
- Additional capacity at the UCSB North Hall bus stop for passengers traveling from UCSB toward Isla Vista and Camino Real Marketplace in the PM.

The revised route will create the need for passengers on the Mesa who use Line 15x to reach UCSB/Isla Vista/Camino Real Marketplace to either use Line 4 or Line 5 to transfer to either Line 15x at SBCC or Line 24x at the Transit Center. An origin-destination survey of passengers originating on the Mesa during the AM and PM peak hours was completed in the Fall of last year. The results show that an average of five passengers per trip who boarded the Line 15x on the Mesa during the AM peak disembarked at UCSB and along El Colegio and Storke Roads. During the PM peak, an average of 4 passengers per trip who boarded the Line 15x at UCSB and along El Colegio and Storke Roads disembarked on the Mesa.

The revised route will also no longer serve the bus stops on Cliff at Oceano and at Weldon. These stops are often used by those accessing SBCC West Campus. However, the walking distance between the center of West Campus and those stops versus the SBCC main campus stops which will continue to be served by the Line 15x is essentially the same.

Service reductions:

Given that the Line 15x primarily serves SBCC students, service is proposed to no longer operate when SBCC is not in session including when UCSB is in session. This would include two weeks during the summer and a week or two during winter and spring breaks (depending how the school session calendars fall per year). Passengers on the Mesa who use Line 15x while SBCC is not in session will instead need to use Lines 4, 5 or 17 and transfer to Line 24x at the Transit Center if necessary depending on the destination.

Service is also proposed to be reduced on Friday afternoons to end at approximately 4:30 PM instead of 6:30 PM during the SBCC Fall and Spring semesters since a very low number of SBCC students are in class at that period. Passengers who use Line 15x during that period would instead need to use Lines 4, 5, 16 or 17 to the Transit Center to transfer to Line 24x. These service reductions would provide a cost savings that would be utilized for other service in the district.

Line 20 and Line 21x:

Currently the combined Line 20 and Line 21x schedule during the week is irregular during peak hours. In addition, Line 21x typically has not served as an express service over recent years given the increasing congestion on Highway 101. In fact, it can actually take longer than Line 20 in either direction between Carpinteria and Santa Barbara. As such, the Line 21x is proposed to be suspended until the Highway 101 HOV lanes are constructed (buses are proposed to be permitted to use them). The hours from suspending Line 21x are proposed to be used to adjust the schedule of Line 20 for improved schedule adherence all days of the week.

During the weekday AM and PM peak hours, service changes are proposed as follows:

Arriving in Santa Barbara from Carpinteria:

- 6:00 AM - 7:00 AM: 30 minute frequency
- 7:00 AM - 8:00 AM: 15 minute frequency
- 8:00 AM - 9:00 AM: 30 minute frequency

Leaving Santa Barbara toward Carpinteria:

- 3:00 PM - 5:00 PM: 30 minute frequency
- 5:00 PM - 6:00 PM: 15 minute frequency

Forty-minute frequency would remain during the mid-day. The number of trips throughout the day would be reduced from 35 to 30 trips from Santa Barbara toward Carpinteria and be reduced from 36 to 30 trips from Carpinteria toward Santa Barbara. Although the overall net total of trips per day will be reduced, the service is expected to maintain sufficient passenger capacity given the regular peak hour service and in particular, the 15-minute service during the highest demand peaks. On Saturdays, Line 21x trips will be replaced by Line 20 trips and with improved schedule adherence. On Sundays, Line 20 schedule adherence will be improved.

Schedule adherence on other lines:

Schedule adjustments are proposed on Lines 7, 10 and 27 for improved schedule adherence.

New Route Concepts:

The public has expressed interest in two new routes. A second Carpinteria shuttle providing service between Carpinteria Beach, downtown Carpinteria, hotels along eastern Carpinteria Ave and Bailard Avenue neighborhoods and a direct route between the Santa Barbara eastside and SBCC. These routes have been studied but are not recommended for implementation this upcoming service year due to the need for operational funding.

Staff will return to the Planning & Marketing Committee to provide an update on the service plan and refine hours associated with proposed service changes.

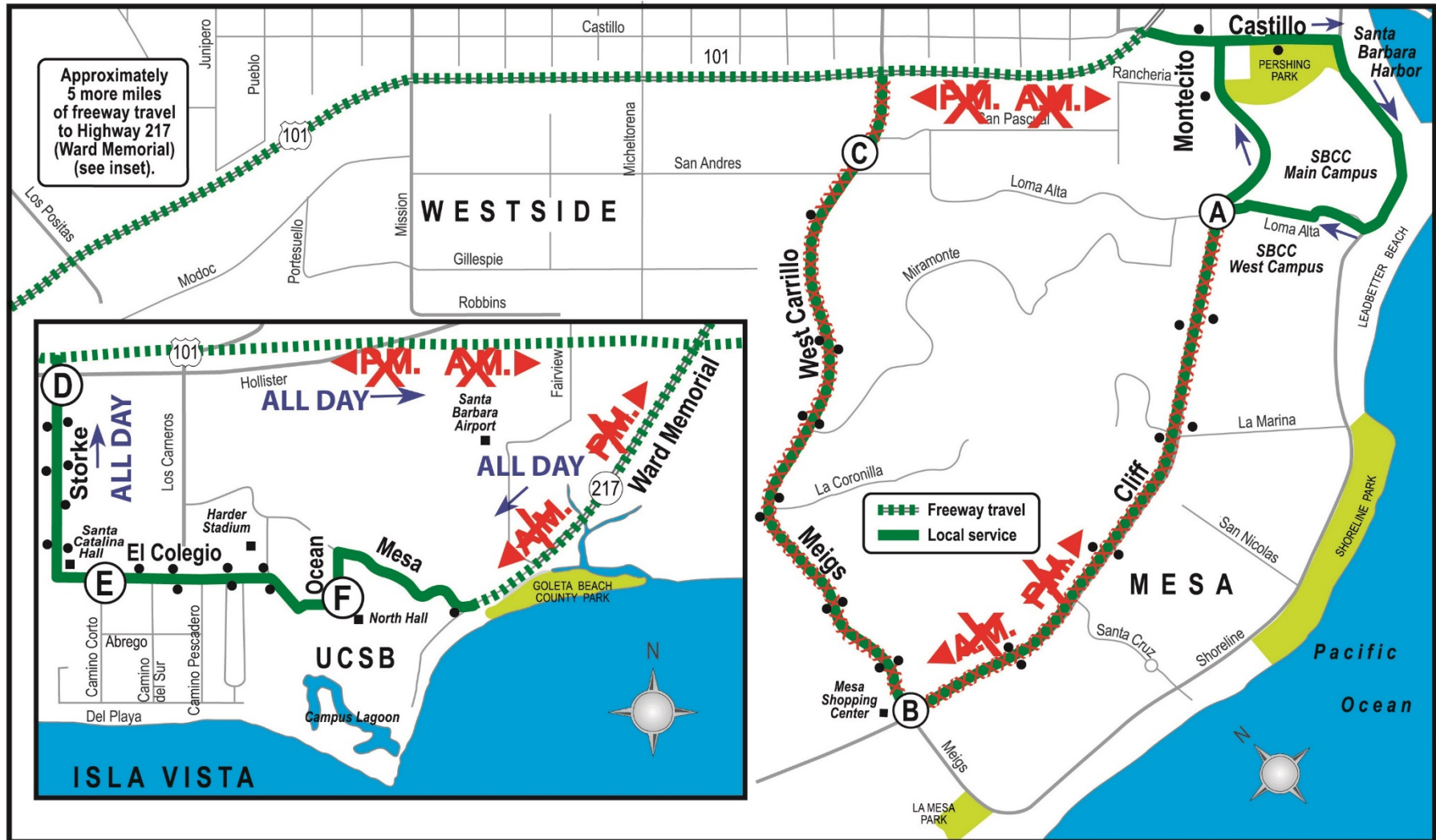
ATTACHMENT 1 - SUMMARY OF PRELIMINARY AUGUST 2018 SERVICE PLAN

February 14, 2018

DRAFT
Effective August 20, 2018

Line	Route	Issue	Draft Proposal	Estimated Additional Hours for FY 18-19
15x	Isla Vista - SBCC	<p><i>Re-route:</i></p> <p>More efficient service to SBCC.</p> <p>Capacity issue from UCSB to Isla Vista and Goleta in the PM.</p> <hr/> <p><i>Service reduction:</i></p> <p>More efficient service overall.</p>	<p>Re-route off of Mesa to around SBCC main campus for more efficient service to SBCC.</p> <p>Reverse direction of service in the PM traveling to UCSB, Isla Vista and Goleta (same route) to provide additional passenger capacity from UCSB to Isla Vista and Goleta.</p> <p>Results in two additional trips per day toward SBCC per day and four additional trips Monday through Thursday toward UCSB/Isla Vista/Goleta due to reduced trip time per trip from reduced trip distance.</p> <hr/> <p>Remove service when SBCC is not in session while UCSB is not in session during the winter, spring and summer breaks.</p> <p>Reduce service from approximately 6:30 PM to 4:30 PM on Friday afternoons during the Fall and Spring semesters.</p>	(270)
20/21x	Santa Barbara - Carpinteria	Schedule adherence issues due to increasing traffic congestion.	<p>Suspend Line 21x until Highway HOV lanes are constructed.</p> <p>Provide regular 30 minute Line 20 service during the AM and PM peak weekdays in both directions. Provide 15 minute Line 20 service during the 7:00 AM - 8:00 AM hour toward Santa Barbara and during the 5:00 PM - 6:00 PM hour toward Carpinteria.</p> <p>Results in a net of 5 less trips per weekday toward Carpinteria and six less trips per weekday toward Santa Barbara.</p> <p>Replace Line 21x trips with Line 20 trips on Saturdays.</p> <p>Improve schedule adherence on weekends.</p>	(72)
7 10 27	Santa Barbara - Goleta La Cumbre- Goleta UCSB - Isla Vista - Goleta	Schedule adherence issues.	Improve schedule adherence	Negligible
Line 28 boosters (service began Sept. 28, 2017)	El Colegio - North Hall at UCSB	Additional student demand due to UCSB San Joaquin off campus housing at El Colegio/Storke Road.	Provide additional passenger capacity between El Colegio and UCSB.	1,093
First Mile and Last Mile service serving commuter rail. Service proposed to begin April, 2017. Service funded by SBCAG.	Santa Barbara AMTRAK station - downtown Santa Barbara - Cottage Hospital Goleta AMTRAK station - western Hollister Ave corporate parks Goleta AMTRAK station - Goleta Old Town - Goleta Valley Cottage Hospital	Connecting service for rail commuters between Santa Barbara and Goleta train stations and major commuter destinations.	Provide service for rail commuters between Santa Barbara and Goleta train stations to major commuter destinations.	462 Funded by SBCAG.
Net hours change for calendar days fluctuation & hours for August 2017 service changes between July 1, 2018 and August 19, 2019				(289) (0.1%) decrease
Total				924 0.4% increase

Attachment 2: Proposed Line 15x Re-route





PLANNING AND MARKETING COMMITTEE STAFF REPORT

MEETING DATE: FEBRUARY 22, 2018 **AGENDA ITEM: #7**
DEPARTMENT: MARKETING
TYPE: INFORMATIONAL ITEM
PREPARED BY: HILLARY BLACKERBY _____
Signature
REVIEWED BY: GENERAL MANAGER _____
Signature
SUBJECT: REPORT ON COMMUNITY SURVEY RESULTS

RECOMMENDATIONS:

That the Committee receive a presentation on the results of the Community Survey conducted in the fall of 2017. Furthermore, that the Committee provide staff with guidance regarding the presentation of the material to the full Board.

DISCUSSION:

From mid-September to mid-November 2017, staff conducted outreach to bus riders and non-bus riders to encourage survey responses. The survey covered the following topics: travel modes, reasons for choosing or not choosing bus travel, perception of aspects of the MTD service, customer satisfaction, and a few other topics, including demographic information. The goal of the survey was to take a baseline measurement of community perception of transit in general and MTD specifically and to learn more about why individuals choose the travel modes they use most often.

The survey was conducted both online and in paper form, in both Spanish and English. Surveys were completed at outreach events and community meetings, the Transit Center, on certain bus lines and at high-use bus stops. The online survey was disseminated through online advertising, third party emails sent by community partners such as the City of Santa Barbara, UCSB and SBCC. Staff collected 955 survey responses.

The response to this Community Survey is much larger than any market research done for the agency in recent memory. Staff plans to take the information learned in this survey to inform future service planning, customer service procedures, and marketing strategies.