



PLANNING AND MARKETING COMMITTEE MEETING AGENDA

**Meeting
of the
PLANNING AND MARKETING COMMITTEE
of the
SANTA BARBARA METROPOLITAN TRANSIT DISTRICT
A Public Agency
Tuesday, May 1, 2018
1:30pm
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 February 22, 2018.
- 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 FINAL FY 2018-19 SERVICE PLAN - (ATTACHMENTS - ACTION MAY BE TAKEN)**
Staff requests that the Committee receive the FY 2018-19 Draft Final Service Plan, provide direction to staff, and consider authorizing staff to forward the draft final plan to the Board for consideration of approval.
- 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.



PLANNING AND MARKETING COMMITTEE MEETING MINUTES

**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

Chair McQuary called the meeting to order at 10:00am.

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 February 16, 2018 at MTD's Administrative office, mailed and emailed to those on the agenda list, and posted on MTD's website www.sbmtd.gov.

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

Chair McQuary moved to approve the draft minutes for the meeting of November 27, 2018. Director Davis seconded the motion. The motion passed unanimously.

5. PUBLIC COMMENT

No public comments were made.

6. DRAFT SERVICE WORK PLAN FOR AUGUST 2018-19 - (ATTACHMENTS - INFORMATIONAL)

Planning Manager George Amoon provided the Committee with an update regarding the draft service plan for August 2018-19. Discussion followed with a re-evaluation of Line 15x with service to the Mesa.

Compliments regarding MTD's timely performance were given, along with the suggestion of promoting these indicators within the community.

7. REPORT ON COMMUNITY SURVEY RESULTS – (INFORMATIONAL)

Marketing and Community Relations Manager Hillary Blackerby gave a presentation to the Committee with the results of the Community Survey conducted in the Fall of 2017. Members were encouraged by positive feedback from passengers and approved Ms. Blackerby to report the information to the full Board of Directors.

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

No other items were discussed.

9. ADJOURNMENT

Director Davis moved to adjourn the meeting at 11:05am. Director Shelor seconded the motion. The motion passed unanimously.



PLANNING & MARKETING COMMITTEE REPORT

MEETING DATE: MAY 1, 2018 **AGENDA ITEM: #6**
DEPARTMENT: TRANSIT DEVELOPMENT
TYPE: ACTION ITEM
PREPARED BY: STEVE MAAS _____
Signature
REVIEWED BY: GENERAL MANAGER _____
Signature
SUBJECT: DRAFT FINAL FY 2018-19 SERVICE PLAN

RECOMMENDATION:

Receive FY 2018-19 Draft Final Service Plan, provide direction to staff, and consider authorizing staff to forward the draft final plan to the Board for consideration of approval.

DISCUSSION:

Introduction

The changes proposed in this draft final service plan, as discussed below, are service adjustments rather than service cuts. A summary of comments on the proposed changes that MTD received during the substantial public outreach conducted by staff is attached to this report.

Summary of Proposed Service Adjustments

The following potential significant service adjustments recommended by staff are discussed in detail below:

- Line 15x: Reroute line
- Lines 20 & 21x: Suspend Line 21x for the duration of Highway 101 construction activities, and add service to Line 20

In addition, minor schedule adjustments are proposed to Lines 7, 10, and 27 to improve on-time performance. These schedule adjustments are expected to result in the loss of approximately three round trips on Line 27 on weekdays when UCSB is in session. The number of trips on Lines 7 and 10 is not expected to change.

FY 2018-19 Proposed Revenue Hours

The table below presents the impact on revenue hours expected if the proposed adjustments are implemented. It also accounts for revenue hour fluctuations due to changes in the number of weekday and weekend service days and the impact of a full year of the changes that were

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implemented in August 2017. As shown, staff has estimated that the net result would be a small decrease of approximately 440 hours (0.2%) compared to FY 2017-18.

Proposed FY 2019 Annual Revenue Hours

Line Item	Revenue Hours
Budgeted FY 2018 Annual Revenue Hours	224,084
Line 15x Proposed Reroute	
<i>Subtotal</i>	<i>(50)</i>
Lines 20 & 21x	
Suspend Line 21x Service	(4,130)
Enhance Line 20 Service	4,030
<i>Subtotal</i>	<i>(100)</i>
Schedule Adjustments to Lines 7, 10, & 27	
<i>Subtotal</i>	<i>0</i>
Calendar Fluctuations & Impact of Full Year of August 2017 Changes	
<i>Subtotal</i>	<i>(290)</i>
Estimated Net Impact on Revenue Hours	
<i>Total Expected FY 2019 Revenue Hour Changes</i>	<i>(440)</i>
Proposed FY 2019 Annual Revenue Hours*	223,644

*This does not include the new Amtrak connecting service that will begin on April 2 and is funded by the Santa Barbara County Association of Governments (SBCAG).

Line 15x: Reroute

Attachment 1 presents the proposed changes to the Line 15x route, and Attachment 2 shows the proposed revised route. As shown, Line 15x would be rerouted off of the Mesa and would circle around the Santa Barbara City College (SBCC) main campus. The route would travel in a consistent one-way direction all day from the University of California, Santa Barbara (UCSB) toward Isla Vista and Camino Real Marketplace, rather than reversing in the afternoon.

The revised route would have the following positive impacts:

- More direct access to SBCC all day.
- Improved on-time performance.
- Two additional trips toward SBCC and four additional trips toward UCSB.
- Simplified understanding of the bus route.

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- Additional capacity at the UCSB North Hall bus stop for those traveling from UCSB toward Isla Vista and Camino Real Marketplace in the afternoon.
- Reduce wear and tear on MTD buses by reducing the number of buses that travel up and down the Carrillo Street hill.

The following impacts would also result from the reroute:

- Passengers on the Mesa who currently use Line 15x to travel to UCSB, Isla Vista, or Goleta would now board Line 4 or 5 and transfer to either Line 15x at SBCC or Line 24x at the Transit Center. An origin-destination survey of peak-period trips suggested that this would affect an average of four or five passengers per peak-period trip. Midday Mesa ridership on the route is minimal.
- The revised route would no longer serve the bus stops on Cliff Drive at Oceano Avenue and Weldon Road, used by SBCC West Campus students. However, the walking distance from the center of West Campus to those stops is nearly identical to the distance to the SBCC main campus stop that will continue to be served.

Line 15x: Other Possible Revisions

Staff originally proposed two relatively small service reductions for Line 15x, as follows:

- Eliminate service on days when SBCC is not in session but UCSB is in session. This includes two weeks during the summer and a week or two during winter and spring breaks, depending on how the calendars fall each year. (Line 15x primarily serves SBCC students traveling between SBCC and UCSB, Isla Vista, and Goleta.)
- Eliminate Line 15x service on Friday afternoons from 4:30 P.M. to 6:30 P.M. (SBCC has substantially fewer students in class on Fridays than on other weekdays.)

Based on public input, staff is no longer recommending these service reductions at this time; however, it may be necessary to recommend them again in a future service plan. Staff originally proposed these small reductions so that potential changes to Line 15x could all be implemented at one time, in August 2018.

Line 20 & Line 21x: Suspend Line 21x and Enhance Line 20

Line 21x typically has not operated as an express service in recent years, due to increasing congestion and construction on Highway 101. At times, a trip on Line 21x takes longer than Line 20. Thus, under this option, Line 21x is proposed for suspension until the Highway 101 HOV lanes are operational.

The hours currently operated on Line 21x, would, for the most part, be used for two improvements to Line 20 service. Nearly every Line 20 trip would be allowed 60 minutes, which will improve the on-time performance of the service. Secondly, more consistent service would be provided during peak hours. Peak service would be operated as follows:

- Leaving Carpinteria toward Santa Barbara
 - 6:00 A.M. - 7:00 A.M. 30 minute frequency
 - 7:00 A.M. - 8:00 A.M. 15 minute frequency
 - 8:00 A.M. - 9:00 A.M. 30 minute frequency

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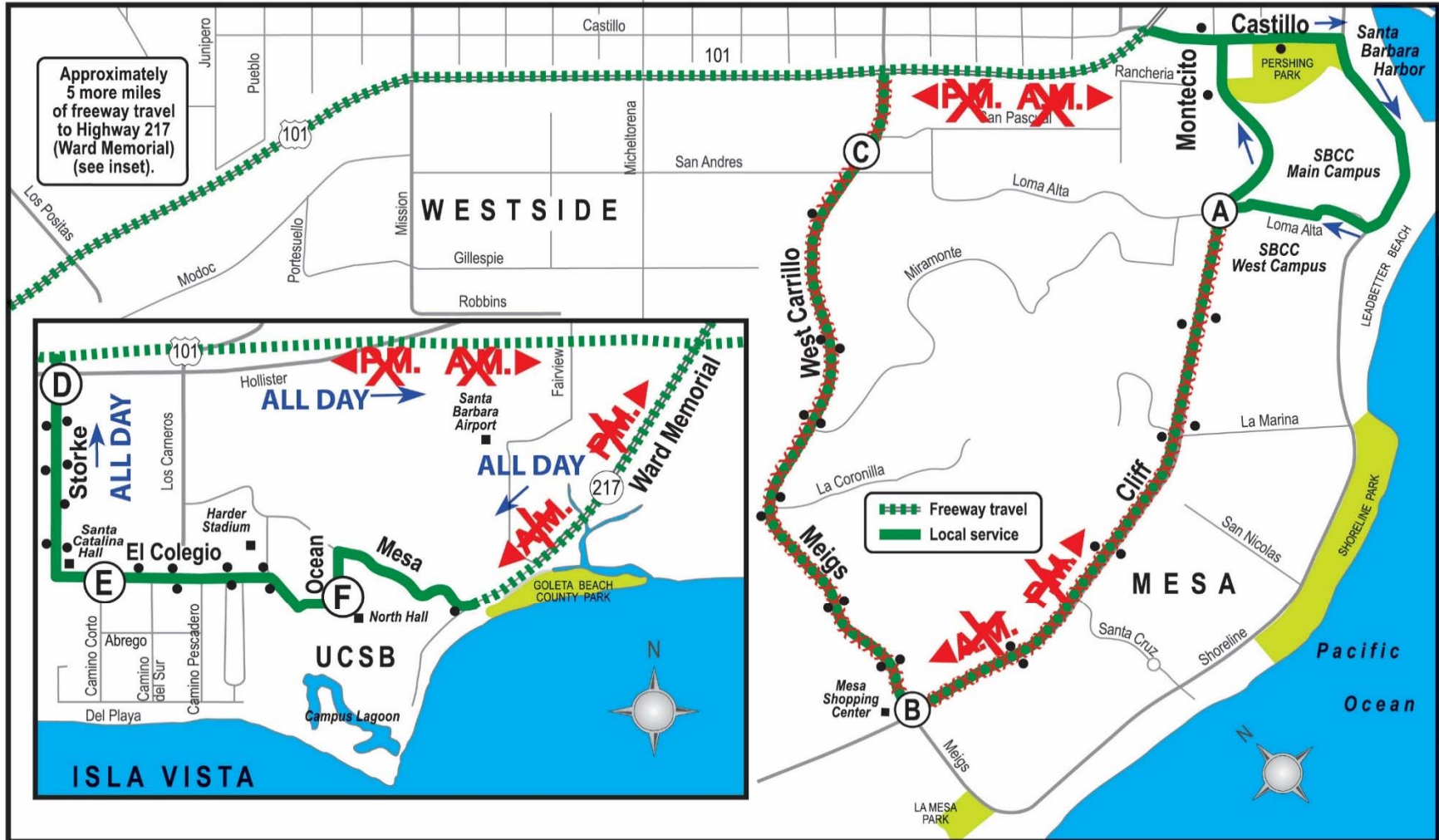
- Leaving Santa Barbara toward Carpinteria:
 - 3:00 P.M. - 5:00 P.M. 30 minute frequency
 - 5:00 P.M. - 6:00 P.M. 15 minute frequency
- Mid-day frequency would remain at 40 minutes.

In total, 30 weekday trips would be provided in each direction. This is a reduction from the current combined total of Line 20 & 21x trips (35 toward Carpinteria and 36 toward Santa Barbara) due to the necessity to increase the time allotted to Line 20 trips to improve on-time performance. On Saturdays, Line 21x trips will be replaced by Line 20 trips, with improved on-time performance. On Sundays, Line 20 on-time performance would be improved.

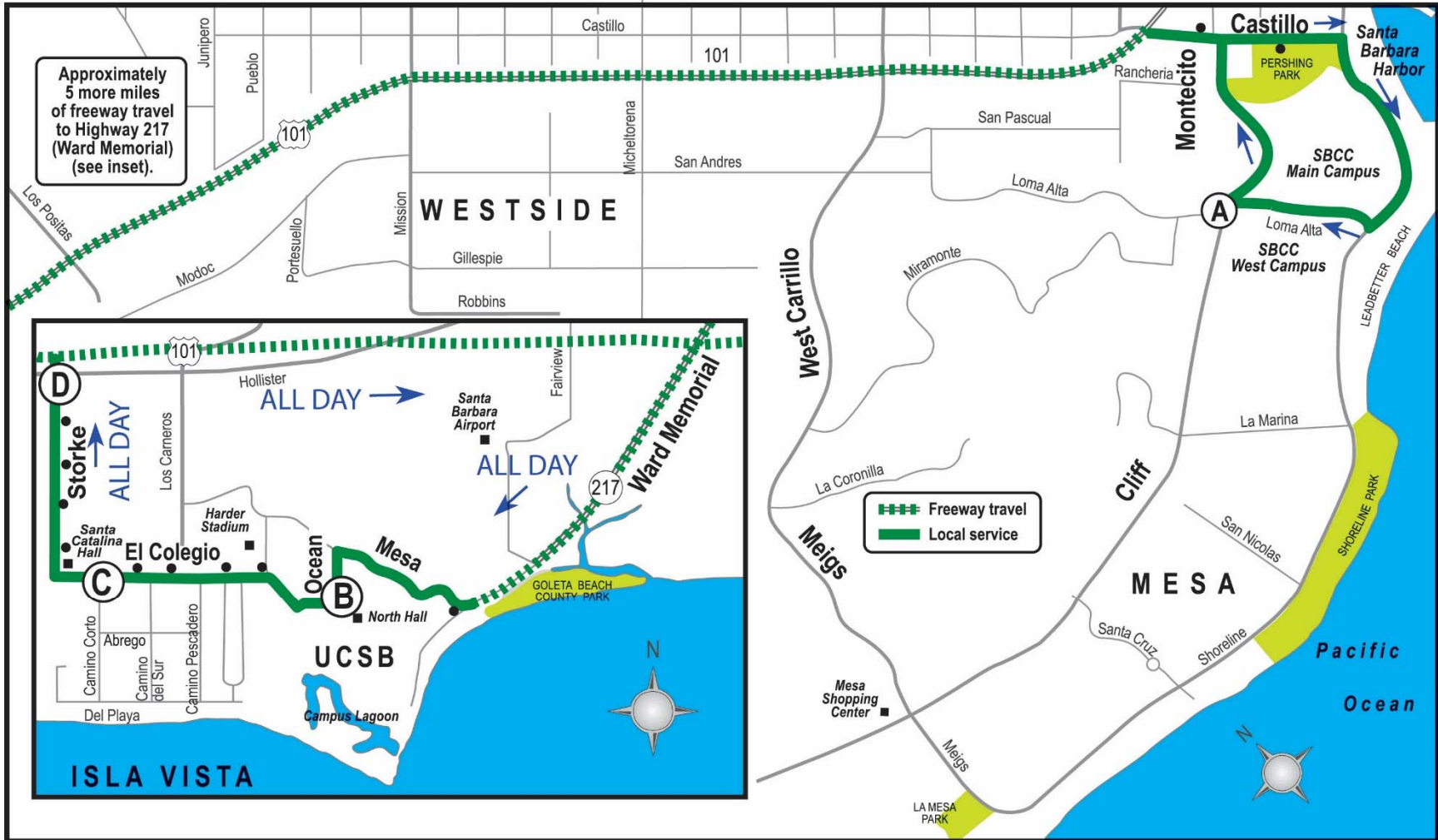
ATTACHMENTS:

- Attachment 1: Proposed Changes to Line 15x
- Attachment 2: Proposed Revised Line 15x
- Summary of Public Comments Received

Attachment 1: Proposed Changes to Line 15x



Attachment 2: Proposed Revised Line 15x



Attachment 3: Summary of Public Comments Received

Most of the comments summarized below were received through MTD's on-line survey. A small number were received at the several community meetings.

LINE 15X

Revise Route

Public comment on the proposal to reroute Line 15x was mixed, with nearly the same number of proponents (16 comments) as of those opposed (17 comments). Many of those favoring the reroute did not state why they favored it, but it is likely that many of them are SBCC students who live in Isla Vista. Most of those opposed stated that they are either Mesa residents or they currently utilize the Carrillo Street stops at San Pascual and San Andres Streets.

Eliminate Service when SBCC is Out but UCSB is In

Overall, more comments favored this change (10 comments) than opposed it (7 comments). Many of those who favored it did not provide a reason why. It is no surprise that most of those opposed use Line 15x to travel to UCSB.

Eliminate Friday Service after 4:30 P.M.

The draft proposal to eliminate Friday service after 4:30 P.M. also had more supporters (10 comments) than opponents (5 comments). Again, many of those supporting the change did not provide a reason. Those opposed simply stated that they need the later service on Fridays.

LINES 20/21X

The number of persons supporting the proposal (20 comments) was double the number opposing it (10 comments). For the most part, those favoring the proposal did not provide specific reasons. Of those who did provide reasons, most like the proposal because they use stops that Line 21x does not serve and, thus, they support increased Line 20 service. Those who oppose the proposal generally stated that the Line 21x is faster than Line 20 at the times that they use it.

LINES 7, 10, & 27

Generally, those commenting understand and support the necessity of adjusting times so the buses run on schedule. The only opposition (6 comments) were from persons who objected to the estimated loss of approximately three weekday round trips on Line 27.

OTHER MISCELLANEOUS COMMENTS

Various comments received were unrelated to the proposed August 2018 service changes. Although these comments covered many different subjects, most were related to requests for additional service on various routes. Requests such as these are kept on file for consideration in future service planning.