



**PLANNING AND MARKETING COMMITTEE APPROVED MINUTES**

**Meeting**  
of the  
**PLANNING AND MARKETING COMMITTEE**  
of the  
**SANTA BARBARA METROPOLITAN TRANSIT DISTRICT**  
A Public Agency  
**Tuesday, December 4, 2018**  
**10:30 AM**  
**John G. Britton Auditorium**  
550 Olive Street, Santa Barbara, CA 93101

**1. CALL TO ORDER**

Committee Chair Chuck McQuary called the meeting to order at 10:46 AM.

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

Committee Chair McQuary reported that all committee members were present.

**3. REPORT REGARDING POSTING OF AGENDA**

Christina Perry, Administrative Assistant Lead, reported that the agenda was posted on Friday, November 30, 2018 at MTD's Administrative Office, emailed and mailed to those on the agenda list, and posted on MTD's website.

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

The Committee was asked to waive the reading of and approve the draft minutes for the meeting of May 1, 2018.

Director Dave Davis moved to approve the prior minutes. Director Bill Shelor seconded the motion. The motion passed unanimously.

**5. PUBLIC COMMENT**

Lee Moldaver, a member of the public, presented the Committee with a New York Times Article regarding electrification technology as it pertains to MTD's goal of adopting a zero-emission bus fleet by 2030. Mr. Moldaver requested that the article be shared with all Board of Directors.

**6. DOWNTOWN-WATERFRONT ELECTRIC SHUTTLE REROUTING UPDATE - (INFORMATIONAL)**

Interim Planning and Marketing Manager Hillary Blackerby updated the Committee on development of the Funk Zone and a request by the City of Santa Barbara to change current routing of the Downtown Shuttle to serve this busy area.

Director Davis requested that staff provide a copy of the City of Santa Barbara's Funk Zone Access and Parking Assessment Study.

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- 7. UPDATE ON DRAFT FY 2019-20 SERVICE PLAN - (INFORMATIONAL)**  
Ms. Blackerby presented an update on the ongoing 2019 Service Work Plan.
- 8. 50<sup>TH</sup> SERVICE ANNIVERSARY OF MTD - (ACTION MAY BE TAKEN)**  
Ms. Blackerby and General Manager Jerry Estrada led a discussion regarding plans to recognize MTD's 50<sup>th</sup> anniversary of public transit service. Ms. Blackerby requested input from Board directors.
- 9. OTHER BUSINESS AND REPORTS - (ACTION MAY BE TAKEN)**  
Director Davis moved to retain Chuck McQuary as 2019 Planning and Marketing Committee chair. Director Shelor seconded the motion. The motion passed unanimously.
- 10. ADJOURNMENT**  
Director Davis moved to adjourn the committee meeting at 11:28 AM. Director Shelor seconded the motion. The motion passed unanimously.