



PLANNING AND MARKETING COMMITTEE MEETING AGENDA

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**
- 2. ROLL CALL OF THE COMMITTEE MEMBERS**
Chuck McQuary (Committee 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 May 1, 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. DOWNTOWN-WATERFRONT ELECTRIC SHUTTLE REROUTING UPDATE - (INFORMATIONAL)**
Staff will update the Committee on developments with the City of Santa Barbara and a request to change the routing of the Downtown Shuttle to serve the Funk Zone.
- 7. UPDATE ON DRAFT FY 2019-20 SERVICE PLAN - (INFORMATIONAL)**
Staff will present an update on the ongoing 2019 Service Work Plan.
- 8. 50TH SERVICE ANNIVERSARY OF MTD - (ACTION MAY BE TAKEN)**
Staff will discuss plans to recognize MTD's 50th anniversary of public transit service.
- 9. OTHER BUSINESS AND REPORTS - (ACTION MAY BE TAKEN)**
Committee members will report on other related issues.
- 10. ADJOURNMENT**

AMERICANS 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 DRAFT MINUTES

**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

Committee Chair Chuck McQuary called the meeting to order at 1:30 PM.

2. ROLL CALL OF THE COMMITTEE MEMBERS

Committee Chair McQuary reported that Director Dave Davis was present and Director Bill Shelor was absent.

3. REPORT REGARDING POSTING OF AGENDA

Christina Perry, Administrative Assistant, reported that the agenda was posted on Friday, April 27, 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 February 22, 2018.

Director Davis moved to approve the prior minutes. Committee Chair McQuary seconded the motion. The motion passed unanimously.

5. PUBLIC COMMENT

No public comments were made.

6. DRAFT FINAL FY 2018-19 SERVICE PLAN - (ATTACHMENTS - ACTION MAY BE TAKEN)

Steve Maas, Manager of Government Relations and Compliance, requested 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.

Community member Howard Green requested staff to present an attachment as public comment for consideration with this agenda item. Additionally, Mr. Green asked that ridership statistics for specific stops be included in the report to the full Board in order to show the value of adding stop 1103 to the revised Line 15x commencing in the Fall.

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

No other business was reported.

8. ADJOURNMENT

Chair Davis adjourned the meeting at 2:15 PM.