



PLANNING AND MARKETING COMMITTEE AGENDA

Meeting
of the
PLANNING AND MARKETING COMMITTEE
of the
SANTA BARBARA METROPOLITAN TRANSIT DISTRICT
A Public Agency
Monday, February 11, 2019
11:00 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 January 7, 2019.
- 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 AUGUST 2019 SERVICE PLAN UPDATE - (INFORMATIONAL)**
Staff will present an update on the draft August 2019 Service Plan.
- 7. LCTOP PROJECT UPDATE - (INFORMATIONAL)**
Staff will present the Committee with an update regarding the Low Carbon Transit Operations Program (LCTOP) Project.
- 8. OTHER BUSINESS AND REPORTS - (ACTION MAY BE TAKEN)**
Committee members will report on other related issues.
- 9. 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 DRAFT MINUTES

**Meeting
of the
PLANNING AND MARKETING COMMITTEE
of the
SANTA BARBARA METROPOLITAN TRANSIT DISTRICT
A Public Agency
Monday, January 7, 2019
2:30 PM
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 2:31 PM.

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 Thursday, January 3, 2019 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 December 4, 2018.

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

5. PUBLIC COMMENT

No public comments were made.

6. DOWNTOWN SHUTTLE FUNK ZONE ROUTING - (ATTACHMENT - ACTION MAY BE TAKEN)

Interim Planning and Marketing Manager Hillary Blackerby reviewed the newly proposed Downtown Shuttle Funk Zone routing, answered questions, and recommended that the Committee forward the route proposal to the Board of Directors for consideration.

Director Davis moved to forward the plan to the Board of Directors; Director Shelor seconded the motion. The motion passed unanimously.

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

Director Shelor recommended that MTD participate in community discussions regarding shared mobility options, such as bikes and scooters. Staff and Committee members also discussed BYD electric shuttles, UCSB enrollment, and SB1 Gas Tax Funds.

8. ADJOURNMENT

Director Shelor moved to adjourn the committee meeting at 3:30 PM. Director Davis seconded the motion. The motion passed unanimously.