



**PLANNING AND MARKETING COMMITTEE AGENDA**

**Meeting**  
of the  
**PLANNING AND MARKETING COMMITTEE**  
of the  
**SANTA BARBARA METROPOLITAN TRANSIT DISTRICT**  
A Public Agency  
**Tuesday, March 12, 2019**  
**10:00 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 February 11, 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](http://www.sbmtd.gov).
- 6. DRAFT AUGUST 2019 SERVICE PLAN UPDATE - (ACTION MAY BE TAKEN)**  
Staff will present an update on the draft August 2019 Service Plan.
- 7. OTHER BUSINESS AND REPORTS - (ACTION MAY BE TAKEN)**  
Committee members will report on other related issues.
- 8. 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, February 11, 2019  
11:00 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 11:00 AM.

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

Committee Chair McQuary reported that all committee members were present.

**3. REPORT REGARDING POSTING OF AGENDA**

General Manager Jerry Estrada reported that the agenda was posted on Wednesday, February 6, 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 January 7, 2019.

Committee member Dave Davis moved to approve the minutes. Committee member Bill Shelor seconded the motion. The motion passed unanimously.

**5. PUBLIC COMMENT**

No public comments were made.

**6. DRAFT AUGUST 2019 SERVICE PLAN UPDATE - (INFORMATIONAL)**

Interim Planning and Marketing Manager Hillary Blackerby updated the Committee on the status of the Draft August 2019 Service Plan. Rerouting of the Line 3 due to a planned Cottage Hospital construction project, on-time performance refinements, and bus stop balancing of the 12x and 24x were discussed.

**7. LCTOP PROJECT UPDATE - (INFORMATIONAL)**

Ms. Blackerby updated the Committee on staff's proposed Microtransit service proposal under consideration for Low Carbon Transit Operations Program (LCTOP) funding.

**COMMITTEE MEMBER SHELOR EXITED THE MEETING AT 11:45 AM**

**PLANNING AND MARKETING COMMITTEE DRAFT MINUTES**

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

No other business was discussed.

**9. ADJOURNMENT**

Committee Chair McQuary adjourned the meeting at 11:55 AM.



**PLANNING AND MARKETING COMMITTEE STAFF REPORT**

**MEETING DATE:** MARCH 12, 2019 **AGENDA ITEM: #6**  
**DEPARTMENT:** PLANNING  
**TYPE:** ACTION ITEM  
**PREPARED BY:** HILLARY BLACKERBY \_\_\_\_\_  
*Signature*  
**REVIEWED BY:** GENERAL MANAGER \_\_\_\_\_  
*Signature*  
**SUBJECT:** DRAFT SERVICE PLAN FOR FISCAL YEAR 2019-20

**RECOMMENDATION:**

Staff will present the proposed service changes for August 2019 to the Planning and Marketing Committee and seek direction on the draft for forwarding it to the full board for review.

**DISCUSSION:**

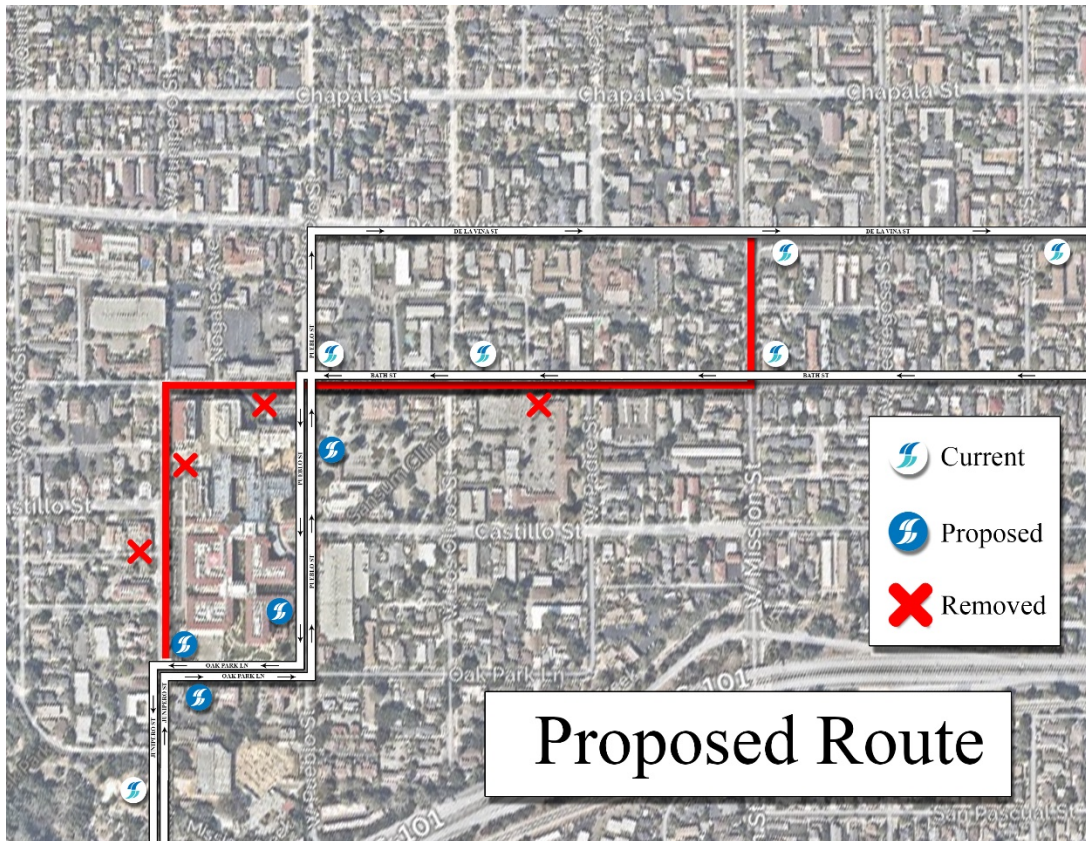
Staff is considering a .02% increase in revenue hours for FY 2019-20. The approved service level for FY 2018-19 was 225,196 hours. The changes currently under consideration would increase the service level to 225,576 hours representing an increase of 380 hours. The potential net increase in service hours is primarily comprised of minor adjustments for on-time performance for Lines 4, 5, 10, 14, 15x, 17, 20, and several booster routes. Other service changes are proposed to make service more efficient.

Lines	Purpose of Changes	Additional Revenue Hours
4, 5, 10, 14, 15x, 17, 20	On-time performance	81
Booster services	On-time performance	249
3	Routing changes	0
12x & 24x	Bus stop balancing	0
Miscellaneous	Minor adjustments	50
<b>Total</b>		<b>380</b>

**New routing and stops for Line 3**

Due to planned changes at Santa Barbara Cottage Hospital, there will be several Line 3 stop changes in the area surrounding the Cottage Hospital campus. Existing stops at Junipero at Castillo (inbound and outbound) and Bath at Pueblo (inbound) will be eliminated and replaced by new stops at Oak Park Lane at Junipero (inbound and outbound) and Pueblo at Castillo (inbound and outbound). This means the routing in the area immediately around the hospital will change to the following: Inbound right on Oak Park Lane from Junipero, left on Pueblo. Outbound- Right on Oak Park Lane from Pueblo left on Junipero.

In addition to the proposed changes by Cottage Hospital, the City of Santa Barbara has a planned project in the Bicycle Master Plan that would change the circulation of Bath and Castillo Streets between Mission and Los Olivos Streets. The current one-way “couplet” that ends at Mission (with Bath one-way towards the Hospital and Castillo one-way towards Downtown) is proposed to be extended past Mission up to Los Olivos. This would necessitate a routing change for the Line 3 since it currently serves the blocks of Bath between Pueblo and Mission (including the Schott Center) on both the inbound and outbound trips. If the City moves forward with this long-planned change, the inbound Line 3 would serve the new Pueblo and Castillo stop and continue up Pueblo to De La Vina, turning right and serving the next stop at De La Vina at Mission. This would mean elimination of the De La Vina and Islay stop. City staff is working on details for the project and will share more in the coming weeks.



**PLANNING AND MARKETING COMMITTEE STAFF REPORT**

**Minor on-time performance adjustments**

Upon staff analysis of current on-time performance, minor changes are needed on Lines 4, 5, 10, 14, 15x, 17, and 20. This will consist mostly of small changes, reallocating time between time points, or adjusting trip times at a specific time of day.

Minor schedule changes are proposed for our booster services that serve junior high and high schools in the morning and afternoon. These services have not had their schedules changed in many years and some of them need minor schedule adjustments to improve on-time performance.

**Bus stop balancing on Lines 12x and 24x**

Express bus lines are generally characterized by limited stops between major destinations. Two of MTD's express lines, the 12x (Goleta Express) and 24x (UCSB Express) are currently faster trips than the local lines that serve the same locations but still stop at almost every bus stop they pass. This makes for a slower trip and reduces the overall express nature of the service. For that reason, planning staff is proposing that Lines 12x and 24x not serve certain stops they have traditionally served. These stops often serve other lines and will therefore the infrastructure will not be removed, they just will not be served by Lines 12x and 24x. The stops proposed for removal from these lines are:

**Inbound Stops Proposed for Elimination on Express Lines**

<b>Line 12x</b>	<b>Line 24x</b>
Hollister at Los Carneros Way	Storke at Santa Felicia
Hollister at Hartley	Storke at Sierra Madre
Hollister at Griggs	El Colegio at Stadium
Carrillo at Bath	Carrillo at Bath

**Outbound Stops Proposed for Elimination on Express Lines**

<b>Line 12x</b>	<b>Line 24x</b>
Chapala at Anapamu	Chapala at Anapamu
Arrellaga at De La Vina	Arrellaga at De La Vina
Hollister at Wendy's	El Colegio at Stadium
Hollister at Lopez	El Colegio at Camino Corto
Hollister at David Love	Storke at El Colegio
Hollister at Robin Hill	Storke at Whittier
Hollister at Willow Springs	Storke at Santa Felicia
Hollister at Los Carneros Way	

In the areas where the stops are proposed to be eliminated from these routes, remaining stops are very close nearby on adjacent blocks, and traditionally, people are willing to walk a bit farther to access express transit services.

**Line 28**

Ridership in Isla Vista has grown exponentially over the past few years. From its inception, Line 28 (UCSB Shuttle) has had the highest number of passengers per hour of any of MTD's fixed route lines, often averaging 89 passengers per hour. Passenger loads on all lines serving the Storke and El Colegio corridors are experiencing records and riders are often left behind at stops when the buses become too full to board. UCSB fully funds operation of Line 28. MTD management is currently in conversation with UCSB management to discuss increasing frequency on Line 28 to accommodate the increased demand in Isla Vista.

**Microtransit**

MTD has applied for Low Carbon Transit Operations Program (LCTOP) funds to conduct a one-year microtransit pilot. Microtransit is flexible, on-demand, curbside service within a specified zone in which passengers can request a ride via smartphone app or phone call. The service is provided by a wheelchair-accessible passenger van and provides shared rides anywhere in the specified zone for a flat fee. If the pilot goes forward, modeling and simulations will be conducted to determine the location for the microtransit zone.

**Community feedback**

Community meetings to receive feedback are currently being scheduled for the month of April in Santa Barbara, Carpinteria and Goleta. The same service change presentation will be given at a meeting of the Isla Vista Community Services District board. To accompany the meetings, staff is again planning to distribute a survey that explains the proposed changes and seeks input from the public.