

Thoughts from the General Manager & Board of Directors

With this year's annual Report to the Community, we look back on a year filled with challenges for our community. Fires, mudflows, and a changing economy all tested our area's ability to remain resilient and to get creative.

We partnered with the City of Santa Barbara to offer free Downtown and Waterfront shuttle service for the week before Christmas to get shoppers back downtown after poor air quality kept them away in what is normally the busiest time for local retailers.

The devastating mudflow in Montecito left us all reeling but we worked with first responders to transport rescued individuals, provided free booster service to employment centers for the influx of train commuters, and helped to bring in critical workforce members to assist with continuity in our local schools and healthcare centers.

Meanwhile, we continue to improve the rider experience, with the introduction of our BusTracker real-time app, riders now have up to the minute information on the location of their bus. Our attractive new website is forthcoming and will provide a long-awaited update with a user-friendly and mobile-friendly platform to access information.

We are committed to working with our partners to provide effective solutions for mobility in our region, and we look forward to seeing you onboard!



Jerry Estrada
MTD General Manager

- Board of Directors
- Dave Davis, Chair
 - David Tabor, Vice Chair
 - Bill Shelor, Secretary
 - Chuck McQuary
 - Paula Perotte
 - Olivia Rodriguez
 - Dick Weinberg



The Mission of MTD
is to enhance the mobility of South Coast residents, commuters, and visitors by offering safe, appealing, equitable, environmentally responsible, and fiscally sound transit service.

Santa Barbara Metropolitan Transit District
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REPORT TO THE COMMUNITY



January 2018



Technology Upgrades

Real-time app launched

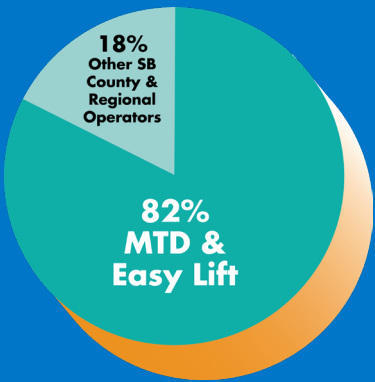
MTD's BusTracker system rolled out to the public, providing real-time bus arrival information via app, text, and website. Since launching in late August, BusTracker has garnered nearly 6,000 app downloads and over 5,500 text users.

New electric shuttle fleet

The new fleet of BYD 30' electric shuttles is in the final phases of testing and our employees continue to train on the new vehicle. Well-received by riders and community stakeholders, these state-of-the-art electric vehicles will help continue MTD's 26 year legacy of battery electric transportation.

Unveiling a new website

In early 2018, MTD will unveil a completely new website at sbmt.d.gov. A fresh, mobile-friendly design will feature a fully integrated trip planner and real-time arrival information. In an effort to serve all our riders, the website will be fully accessible in Spanish.



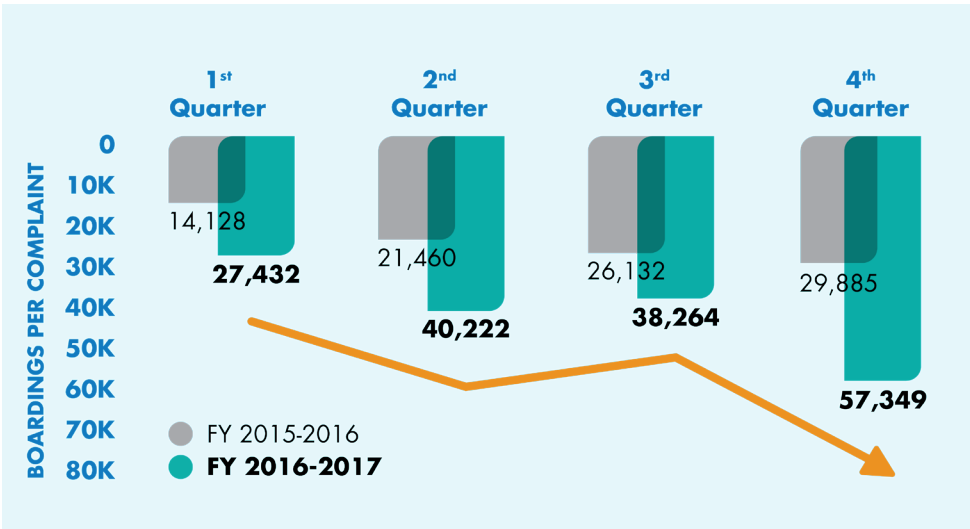
Ridership Trends

Transit ridership continues to decline nationally. However, since the end of FY16-17, we have seen a few positive ridership trends that give us reason to believe that the recent decreases in ridership may be flattening.

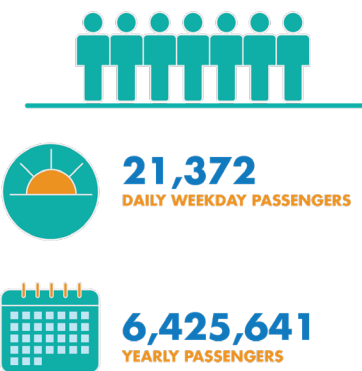
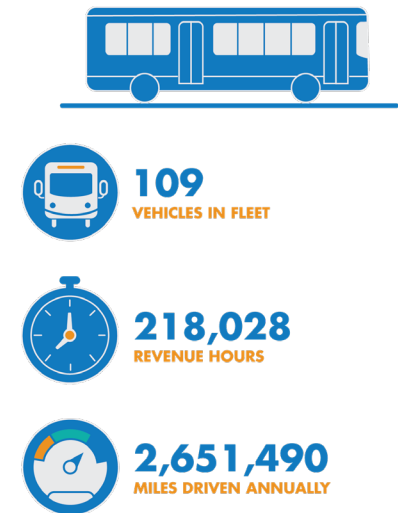
Despite recent decreases, Santa Barbara MTD and Easy Lift have consistently carried 81% of the transit ridership in Santa Barbara County for the past five years.

MTD at a Glance

76% Decrease in Customer Complaints



District Stats



Fiscal Year 2016-17 Statistics

Customer Service & Outreach



Customer complaints drop dramatically

Through a deepened focus on customer service and follow-up over the past few years, MTD has seen tremendous results. Since the beginning of Fiscal Year 2015-16, customer complaints have dropped by 76 percent. We remain committed to following up on customer concerns in an efficient and respectful manner.

Community survey conducted

In the fall, MTD conducted a Community Survey to obtain feedback from both bus riders and non-riders, receiving input from nearly 1000 individuals. With responses collected in both English and Spanish, this information will be used to inform future service planning and the nature of transit on the South Coast.

Fresh new look

In 2017, Santa Barbara MTD went through the process of rebranding the agency, complete with a new logo and color scheme. Additionally, the Board of Directors adopted a 5-Year Marketing and Communications Plan that will guide how MTD communicates with and serves riders and community stakeholders.

Fiscal Responsibility & Industry Leadership

Pre-funding future liabilities

In an effort to reduce future unfunded liabilities from Other Post-Employment Benefits (OPEB) in the form of retiree healthcare obligations, the MTD Board established a policy to set up an irrevocable trust with CalPERS to prefund the future OPEB liability. Per the policy, the trust was allocated \$1 million in FY16-17 to begin the prefunding. A major benefit of prefunding is that the nature of the trust allows for improved investment returns that reduce future OPEB costs.

CA's Transit Agency of the Year

In November, Santa Barbara MTD was named the Transit Agency of the Year by California Transit Association's Small Operators Committee. The Agency was recognized for its focus on customer service and partnerships, noting MTD's longstanding cooperative relationships with UCSB and SBCC.