



## PLANNING & MARKETING COMMITTEE MEETING AGENDA

Meeting  
of the  
**PLANNING AND MARKETING COMMITTEE**  
of the  
**SANTA BARBARA METROPOLITAN TRANSIT DISTRICT**  
A Public Agency  
**Wednesday, March 21, 2018**  
**11:00am**  
**John G. Britton Auditorium**  
550 Olive Street, Santa Barbara, CA 93101

1. **CALL TO ORDER**
2. **ROLL CALL OF THE COMMITTEE MEMBERS**  
Chuck McQuary (Chair), Dave Davis (Director), Bill Shelor (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 22, 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](http://www.sbmtd.gov).
6. **DRAFT FY 2019 SERVICE PLAN - (ATTACHMENTS - ACTION MAY BE TAKEN)**  
Staff will provide the Committee with the FY 2019 draft service plan, request direction, and ask members to consider authorizing staff to forward the draft plan to the full Board.
7. **OTHER BUSINESS AND REPORTS - (ACTION MAY BE TAKEN)**  
Committee members will report on other related issues.
8. **ADJOURNMENT**

**AMERICAN 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.

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## PLANNING & MARKETING COMMITTEE MEETING MINUTES

Meeting  
of the  
**PLANNING AND MARKETING COMMITTEE**  
of the  
**SANTA BARBARA METROPOLITAN TRANSIT DISTRICT**  
A Public Agency  
**Thursday, February 22, 2018**  
**10:00am**  
**John G. Britton Auditorium**  
550 Olive Street, Santa Barbara, CA 93101

**1. CALL TO ORDER**

Chair McQuary called the meeting to order at 10:00am.

**2. ROLL CALL OF COMMITTEE**

Chair McQuary reported all members were present.

**3. REPORT REGARDING POSTING OF AGENDA**

It was reported that the agenda was posted on February 16, 2018 at MTD's Administrative office, mailed and emailed to those on the agenda list, and posted on MTD's website [www.sbmtd.gov](http://www.sbmtd.gov).

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

Chair McQuary moved to approve the draft minutes for the meeting of November 27, 2018. Director Davis seconded the motion. The motion passed unanimously.

**5. PUBLIC COMMENT**

No public comments were made.

**6. DRAFT SERVICE WORK PLAN FOR AUGUST 2018-19 - (ATTACHMENTS - INFORMATIONAL - NO ACTION WILL BE TAKEN)**

Planning Manager George Amoon provided the Committee with an update regarding the draft service plan for August 2018-19. Discussion ensued around a re-evaluation of Line 15x with service to the Mesa.

Compliments regarding MTD's on time performance were given with the suggestion to promote these indicators within the community.

**7. REPORT ON COMMUNITY SURVEY RESULTS – (INFORMATIONAL - NO ACTION WILL BE TAKEN)**

Marketing and Community Relations Manager Hillary Blackerby gave a presentation to the Committee with the results of the Community Survey conducted in the fall of 2017. Members were encouraged by the positive feedback from passengers and approved Ms. Blackerby to report the information to the full Board.

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

No other items were discussed.

**9. ADJOURNMENT**

Director Davis moved to adjourn the meeting at 11:05am. Director Shelor seconded the motion. The motion passed unanimously.



<b>PLANNING &amp; MARKETING COMMITTEE REPORT</b>
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**MEETING DATE:** MARCH 21, 2018

**AGENDA ITEM: #6**

**DEPARTMENT:** PLANNING

**TYPE:** ACTION ITEM

**PREPARED BY:** STEVE MAAS

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*Signature*

**REVIEWED BY:** GENERAL MANAGER

*Signature*

**SUBJECT:** DRAFT FY 2019 SERVICE PLAN

**RECOMMENDATION:**

Receive FY 2019 draft service plan, provide direction to staff, and consider authorizing staff to forward the draft plan to the full Board.

**DISCUSSION:**

Summary of Proposed Service Adjustments

Two potential significant service adjustments are discussed in detail below.

- Line 15x
  - Option 1: Reroute line and revise days and hours of operation
  - Option 2: Improve on-time performance on existing route
- Lines 20 & 21x
  - Option 1: Suspend Line 21x for the duration of Highway 101 construction activities, and add service to Line 20
  - Option 2: Improve on-time performance on existing routes

In addition, minor schedule adjustments are proposed to Lines 7, 10, and 27 to improve on-time performance. These schedule adjustments are expected to result in the loss of approximately three round trips on Line 27 on weekday afternoon and evenings when UCSB is in session.

FY 2019 Proposed Revenue Hours

The table below presents the impact on revenue hours expected if the proposed Option 1 adjustments are implemented. It also accounts for revenue hour fluctuations due to changes in the number of weekday and weekend service days and the impact of a full year of the changes that were implemented in August 2017.

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As shown, staff has estimated that the net result would be a small decrease of 631 hours (0.3%) compared to FY 2018.

### Proposed FY 2019 Annual Revenue Hours

Line Item	Revenue Hours
<b>Budgeted FY 2018 Annual Revenue Hours</b>	<b>224,084</b>
<b>Line 15x Proposal</b>	
Proposed Reroute	(50)
Remove Service When SBCC is Not in Session	(80)
Remove 4:30 P.M. to 6:30 P.M. Friday Service	(140)
<i>Subtotal</i>	<i>(270)</i>
<b>Lines 20 &amp; 21x</b>	
Suspend Line 21x Service	(3,556)
Enhance Line 20 Service	3,484
<i>Subtotal</i>	<i>(72)</i>
<b>Schedule Adjustments to Lines 7, 10, &amp; 27</b>	n/a
<b>Calendar Fluctuations &amp; Impact of Full Year of August 2017 Changes</b>	(289)
<i>Total Expected FY 2019 Revenue Hour Changes</i>	<i>(631)</i>
<b>Proposed FY 2019 Annual Revenue Hours*</b>	<b>223,453</b>

\*This does not include the new Amtrak connecting service that will begin on April 2 and is funded by the Santa Barbara County Association of Governments (SBCAG).

### Line 15x

#### *Option 1: Reroute Line 15x and revise days and hours of operation*

Attachment 1 presents the proposed changes to Line 15x, and Attachment 2 shows the proposed revised route. As shown, Line 15x would be rerouted off of the Mesa and would circle around the Santa Barbara City College (SBCC) main campus. The route would travel in a consistent one-way direction all day from the University of California, Santa Barbara (UCSB) toward Isla Vista and Camino Real Marketplace, rather than reversing in the afternoon.

The revised route would have the following positive impacts:

- More direct access to SBCC all day.
- Improved on-time performance.
- Two additional trips toward SBCC and four additional trips toward UCSB.
- Simplified understanding of the bus route.

## PLANNING & MARKETING COMMITTEE REPORT

- Additional capacity at the UCSB North Hall bus stop for those traveling from UCSB toward Isla Vista and Camino Real Marketplace in the afternoon.

The following impacts would also result from the reroute:

- Passengers on the Mesa who currently use Line 15x to travel to UCSB, Isla Vista, or Goleta would now board Line 4 or 5 and transfer to either Line 15x at SBCC or Line 24x at the Transit Center. An origin-destination survey of peak-period trips suggested that this would affect an average of four or five passengers per peak-period trip. Midday Mesa ridership on the route is minimal.
- The revised route would no longer serve the bus stops on Cliff Drive at Oceano Avenue and Weldon Road, used by SBCC West Campus students. However, the walking distance from the center of West Campus to those stops is nearly identical to the distance to the SBCC main campus stop that will continue to be served.

Two relatively small service reductions are also proposed for Line 15x, as follows. Current Line 15x passengers at these times would have access to various lines to travel to the Transit Center and transfer to Line 24x.

- Line 15x primarily serves SBCC students traveling between SBCC and UCSB, Isla Vista, and Goleta. Thus, staff proposes to eliminate service on days when SBCC is not in session but UCSB is in session. This includes two weeks during the summer and a week or two during winter and spring breaks, depending on how the calendars fall each year.
- Line 15 service on Friday afternoons during the SBCC fall and spring semesters from 4:30 P.M. to 6:30 P.M. is also proposed for elimination, because a very small number of SBCC students are in class during that time.

### *Option 2: Improve on-time performance on existing Line 15x*

Under this option, the current Line 15x route would not be changed. The time allotted for each trip would increase, to allow for improved on-time performance. No additional revenue hours would be added to the service, resulting in fewer trips throughout the day. Staff estimates that eight trips (four round trips) would be lost each day.

### Line 20 & Line 21x

#### *Option 1: Suspend Line 21x and Enhance Line 20*

Line 21x typically has not operated as an express service in recent years, due to increasing congestion and construction on Highway 101. At times, a trip on Line 21x takes longer than Line 20. Thus, under this option, Line 21x is proposed for suspension until the Highway 101 HOV lanes are operational. The hours currently operated on Line 21x, would, for the most part, be used for two improvements to Line 20 service. Nearly every Line 20 trip would be allowed 60 minutes, which will improve the on-time performance of the service. Secondly, more consistent service would be provided during peak hours. Peak service would be operated as follows:

- Leaving Carpinteria toward Santa Barbara
  - 6:00 A.M. - 7:00 A.M. 30 minute frequency
  - 7:00 A.M. - 8:00 A.M. 15 minute frequency
  - 8:00 A.M. - 9:00 A.M. 30 minute frequency

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- Leaving Santa Barbara toward Carpinteria:
  - 3:00 P.M. - 5:00 P.M. 30 minute frequency
  - 5:00 P.M. - 6:00 P.M. 15 minute frequency

Mid-day frequency would remain at 40 minutes. In total, 30 weekday trips would be provided in each direction. This is a reduction from the current combined total of Line 20 & 21x trips (35 toward Carpinteria and 36 toward Santa Barbara) due to the necessity to increase the time allotted to Line 20 trips to improve on-time performance. On Saturdays, Line 21x trips will be replaced by Line 20 trips, with improved on-time performance. On Sundays, Line 20 on-time performance would be improved.

### *Option 2: Improve on-time performance on existing Lines 20 & 21x*

Under this option, Lines 20 & 21x would both continue in service. The time allotted for each trip would increase, to allow for improved on-time performance. No additional revenue hours would be added to the service, resulting in fewer trips throughout the day.

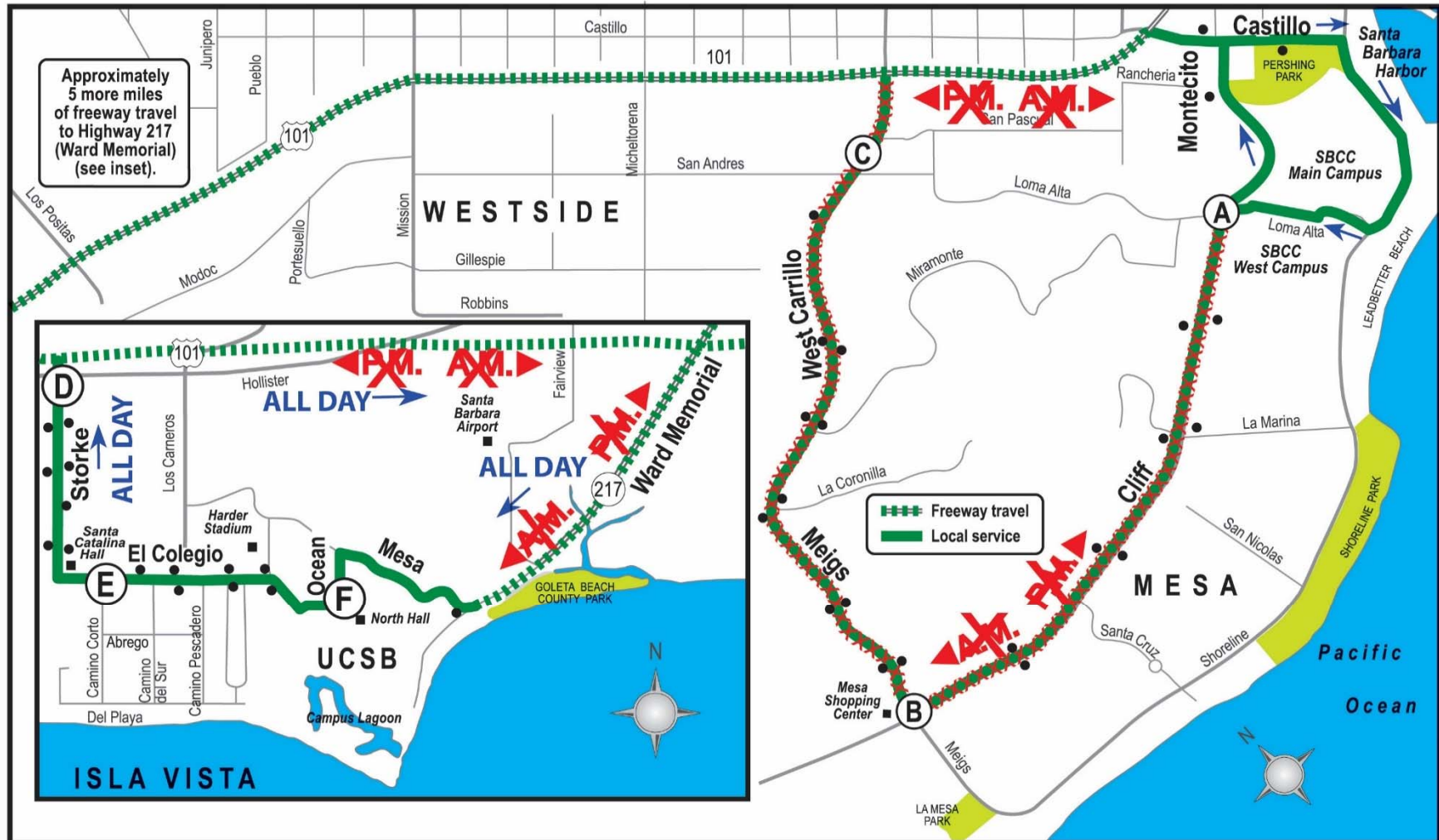
Staff estimates that Line 21x would lose one one-way trip in the morning and two in the afternoon. Line 20 is estimated to lose two one-way trips in the morning, two at midday, and five in the evening. Thus, in total, it is estimated that Lines 20 & 21x combined would operate 12 fewer one-way trips under this option. The peak-hour service would not become more consistent under this option, as it would under Option 1.

### **ATTACHMENTS:**

- Attachment 1: Proposed Changes to Line 15x
- Attachment 2: Proposed Revised Line 15x



# Attachment 1: Proposed Changes to Line 15x



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## Attachment 2: Proposed Revised Line 15x

