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| <b>PLANNING AND MARKETING COMMITTEE AGENDA</b> |
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**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**
- 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 December 4, 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. DOWNTOWN SHUTTLE FUNK ZONE ROUTING - (ATTACHMENT - ACTION MAY BE TAKEN)**  
Staff recommends that the Committee forward the proposed new routing for the Downtown Shuttle to the Board of Directors for their consideration prior to summer service.
- 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.



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| <b>PLANNING AND MARKETING COMMITTEE DRAFT MINUTES</b> |
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**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**

Committee Chair Chuck McQuary called the meeting to order at 10:46 AM.

**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 Friday, November 30, 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 May 1, 2018.

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

**5. PUBLIC COMMENT**

Lee Moldaver, a member of the public, presented the Committee with a New York Times Article regarding electrification technology as it pertains to MTD's goal of adopting a zero-emission bus fleet by 2030. Mr. Moldaver requested that the article be shared with all Directors on the Board.

**6. DOWNTOWN-WATERFRONT ELECTRIC SHUTTLE REROUTING UPDATE - (INFORMATIONAL)**

Interim Planning and Marketing Manager Hillary Blackerby updated the Committee on development of the Funk Zone and a request by the City of Santa Barbara to change current routing of the Downtown Shuttle to serve this busy area.

Director Davis requested that staff provide a copy of the City of Santa Barbara's Funk Zone Access and Parking Assessment Study.

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| <b>PLANNING AND MARKETING COMMITTEE DRAFT MINUTES</b> |
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**7. UPDATE ON DRAFT FY 2019-20 SERVICE PLAN - (INFORMATIONAL)**

Ms. Blackerby presented an update on the ongoing 2019 Service Work Plan.

**8. 50<sup>TH</sup> SERVICE ANNIVERSARY OF MTD - (ACTION MAY BE TAKEN)**

Ms. Blackerby and General Manager Jerry Estrada led a discussion about plans to recognize MTD's 50<sup>th</sup> anniversary of public transit service. Ms. Blackerby requested input from Directors.

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

Director Davis moved to retain Chuck McQuary as 2019 Planning and Marketing Committee chair. Director Shelor seconded the motion. The motion passed unanimously.

**10. ADJOURNMENT**

Director Davis moved to adjourn the committee meeting at 11:28 AM. Director Shelor seconded the motion. The motion passed unanimously.



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| <b>PLANNING AND MARKETING COMMITTEE REPORT</b> |
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**MEETING DATE:** JANUARY 7, 2019

**AGENDA ITEM: #6**

**DEPARTMENT:** PLANNING

**TYPE:** ACTION ITEM

**PREPARED BY:** HILLARY BLACKERBY

\_\_\_\_\_  
*Signature*

**REVIEWED BY:** GENERAL MANAGER

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*Signature*

**SUBJECT:** DOWNTOWN SHUTTLE FUNK ZONE ROUTING

**RECOMMENDATION:**

Staff recommends that the Committee forward the proposed new routing for the Downtown Shuttle to the Board of Directors for their consideration prior to summer service.

**DISCUSSION:**

The City of Santa Barbara has undertaken a Funk Zone Access and Parking Assessment Study to address the changing uses and activity in the Funk Zone neighborhood near lower State Street and the Waterfront area.

City and MTD staff have assessed the feasibility of a minor change in routing for the Downtown (State Street) Shuttle service, adding a stop inside the Funk Zone proper.

The City of Santa Barbara held a Funk Zone Action Workshop on November 27, 2018 and the idea of the Downtown Shuttle rerouting was floated with the members of the public in attendance. The idea was widely supported.

The proposed new routing would not eliminate any existing stops along the State Street route, and the routing heading from upper State down to Stearns Wharf would remain entirely the same as the current conditions. The shuttle routing from the Waterfront up State Street would turn right from State Street onto Mason Street, left on Anacapa Street, and left on Yanonali Street to serve a shuttle stop on Yanonali at Anacapa. The shuttle would then continue down Yanonali up to State where it would turn right and continue on its current route, all the way to Sola Street.

The City of Santa Barbara will handle any needed alterations to curbs and parkways to accommodate the new route and stop.

**ATTACHMENT:**

- Map of Proposed Routing for Downtown Shuttle to Serve the Funk Zone



[illegible]

# DRAFT