



**PLANNING AND MARKETING COMMITTEE APPROVED 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**

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**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.