



**PLANNING AND MARKETING COMMITTEE AGENDA**

**Meeting**  
of the  
**PLANNING AND MARKETING COMMITTEE**  
of the  
**SANTA BARBARA METROPOLITAN TRANSIT DISTRICT**  
A Public Agency  
**Thursday, August 29, 2019**  
**2:00 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 approve the draft minutes for the meeting of March 12, 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. PLANNING DEPARTMENT WORK PLAN UPDATE - (INFORMATIONAL)**  
Staff requests that the Committee receive an update on the Service Work Plan for Fiscal Year 2020-21.
- 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  
Tuesday, March 12, 2019  
10:00 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 10:00 AM.

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

Committee Chair McQuary reported that all committee members were present.

**3. REPORT REGARDING POSTING OF AGENDA**

Christina Perry, Administrative Assistant Lead, reported that the agenda was posted on March 8, 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 February 11, 2019.

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

**5. PUBLIC COMMENT**

Howard Green requested information regarding MTD's 50<sup>th</sup> anniversary celebration plans, expressed concern about flooding on Chapala Street, and suggested that MTD's BusTracker system include real-time GPS and stop information.

**6. DRAFT AUGUST 2019 SERVICE PLAN UPDATE - (ACTION MAY BE TAKEN)**

Hillary Blackerby, Interim Planning and Marketing Manager, presented an update on the Draft August 2019 Service Plan and requested approval from the Committee to forward the plan to the full Board for consideration.

Mr. Green voiced objections to several stop eliminations, complimented staff for improving the performance of Line 15x, and requested public notice well in advance of any stop changes.

## PLANNING AND MARKETING COMMITTEE DRAFT MINUTES

Lee Moldaver congratulated Ms. Blackerby and the Planning team for their research prior to making Service Plan updates. He expressed support for changes to Express Lines 12x and 24x and asked questions regarding specific stop changes.

Committee Member Davis moved to forward the Draft August 2019 Service Plan to the full Board for consideration. Committee Member Shelor seconded the motion. The motion passed unanimously.

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

No other business was discussed.

### **8. ADJOURNMENT**

Committee Member Davis moved to adjourn the meeting. Committee Member Shelor seconded the motion. The motion passed unanimously and the meeting was adjourned 11:02 AM.



**PLANNING AND MARKETING COMMITTEE STAFF REPORT**

**MEETING DATE:** AUGUST 29, 2019 **AGENDA ITEM: #6**  
**DEPARTMENT:** PLANNING  
**TYPE:** INFORMATIONAL ITEM  
**PREPARED BY:** HILLARY BLACKERBY \_\_\_\_\_  
*Signature*  
**REVIEWED BY:** GENERAL MANAGER \_\_\_\_\_  
*Signature*  
**SUBJECT:** PLANNING DEPARTMENT WORK PLAN UPDATE

**RECOMMENDATION:**

Staff requests that the Committee receive an update on the Service Work Plan for Fiscal Year 2020-21.

**DISCUSSION:**

Service changes for FY 2019-20 went into effect on Monday, August 19, 2019. Staff will provide the Committee with an update of the changes in October. Meanwhile, Planning staff have begun work on new services and outstanding issues that may be addressed in August of 2020.

The following items are in the works at this time:

- On-time performance improvements for Lines 20 and 36 (Seaside Shuttle)
- Continued improvement to express nature of Lines 12x & 24x
- Traffic Management Plan Proposal for 101 HOV Project serving Carpinteria, SB's Eastside, and Santa Barbara City College
- Microtransit pilot in Goleta

Planning staff will also continue to monitor on-time performance, operational efficiency, and changing conditions on all other lines and services.