



**BOARD OF DIRECTORS AGENDA**

**REGULAR MEETING**  
of the  
**BOARD OF DIRECTORS**  
of the  
**SANTA BARBARA METROPOLITAN TRANSIT DISTRICT**  
A Public Agency  
**Tuesday, October 1, 2019**  
**8:30 AM**  
**John G. Britton Auditorium**  
550 Olive Street, Santa Barbara, CA 93101

**1. CALL TO ORDER**

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

Dave Davis (Chair), David Tabor (Vice Chair), Bill Shelor (Secretary), Olivia Rodriguez (Director), Dick Weinberg (Director), Chuck McQuary (Director), Paula Perotte (Director).

**3. REPORT REGARDING POSTING OF AGENDA**

**CONSENT CALENDAR**

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

The Board of Directors will be asked to approve the draft minutes for the meeting of September 17, 2019.

**5. CASH REPORT - (ATTACHMENT - ACTION MAY BE TAKEN)**

The Board of Directors will be asked to review and approve the Cash Report from September 7, 2019, through September 20, 2019.

**THIS CONCLUDES THE CONSENT CALENDAR**

**6. PUBLIC COMMENT**

Members of the public may address the Board of Directors on items within the jurisdiction of the Board that are not scheduled for public hearing. The time allotted per speaker will be at the discretion of the Board Chair. If you wish to address the Board under this item number, please complete and deliver to the MTD Board Clerk a "Request to Speak" form that includes both a description of the subject you wish to address and, if applicable, the agenda item number for which you would like to comment. Additional public comment will be allowed during each agenda item, including closed session items. Forms are available at [www.sbmtd.gov](http://www.sbmtd.gov) and at MTD Administrative offices.

**7. ANNUAL COMMUNITY OUTREACH EFFORTS – FY 2018-19 - (INFORMATIONAL)**

Staff will request that the Board of Directors receive a presentation on community outreach efforts in Fiscal Year 2018-19.

<b>BOARD OF DIRECTORS AGENDA</b>
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8. **ANNUAL RIDERSHIP REPORTS - (INFORMATIONAL)**  
Staff will present Ridership Reports for Fiscal Year 2018-19.
9. **GENERAL MANAGER'S REPORT - (INFORMATIONAL)**  
The General Manager will provide an update on district activities.
10. **OTHER BUSINESS AND REPORTS - (INFORMATIONAL)**  
The Board will report on other related public transit issues and committee meetings.
11. **RECESS TO CLOSED SESSION: CONFERENCE WITH LABOR NEGOTIATOR(S)  
(GOVERNMENT CODE SECTION 54957.6) - (ACTION MAY BE TAKEN)**  
Agency-designated representatives: MTD General Manager Jerry Estrada and Human Resources and Risk Manager Mary Gregg.

Employee organization: International Brotherhood of Teamsters Union, Local 186.

**PUBLIC COMMENT RELATED TO CLOSED SESSION ITEM(S) WILL BE ALLOWED BEFORE THE RECESS**

12. **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.



**BOARD OF DIRECTORS DRAFT MINUTES**

**REGULAR MEETING**  
of the  
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**SANTA BARBARA METROPOLITAN TRANSIT DISTRICT**  
A Public Agency  
**Tuesday, September 17, 2019**  
**8:30 AM**  
**John G. Britton Auditorium**  
550 Olive Street, Santa Barbara, CA 93101

**1. CALL TO ORDER**

Chair Dave Davis called the meeting to order at 8:30 AM.

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

Chair Davis reported that all members were present with the exception of Secretary Bill Shelor.

**3. REPORT REGARDING POSTING OF AGENDA**

Christina Perry, Administrative Assistant Lead, reported that the agenda was posted on Friday, September 13, 2019, at MTD's Administrative office, mailed and emailed to those on the agenda list, and posted on MTD's website.

**CONSENT CALENDAR**

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

The Board of Directors was asked to approve the draft minutes for the following meetings: July 16, 2019, August 13, 2019, and September 10, 2019.

**5. CASH REPORT - (ATTACHMENT - ACTION MAY BE TAKEN)**

The Board of Directors was asked to review and approve the Cash Reports from July 6, 2019, through August 23, 2019, and August 24, 2019, through September 6, 2019.

Director Chuck McQuary moved to approve the Consent Calendar. Director Paula Perotte seconded the motion. The motion passed unanimously with the following abstentions: Director Olivia Rodriguez for the minutes of August 13, 2019, and Director Perotte for the minutes of September 10, 2019.

**THIS CONCLUDES THE CONSENT CALENDAR**

**6. PUBLIC COMMENT**

No public comments were made.

**BOARD OF DIRECTORS DRAFT MINUTES**

**7. MICROTRANSIT VEHICLE ACQUISITION RECOMMENDATION - (ACTION MAY BE TAKEN)**

General Manager Jerry Estrada requested that the Board of Directors give him authority to provide a purchase order (PO) to use the California Association for Coordinated Transportation (CalACT) purchasing cooperative with A2Z Bus Sales for the purchase of three (3) 2020 Ford Transit 350EL diesel vans for a fixed price of \$255,581.04.

Director Dick Weinberg moved to provide General Manager Estrada authority to issue the requested purchase order. Vice Chair Dave Tabor seconded the motion. The motion passed unanimously.

**8. PROPOSAL FOR A ONE-YEAR SBCC TRANSIT PASS RENEWAL - (ACTION MAY BE TAKEN)**

General Manager Estrada recommended that the Board authorize him to sign an Agreement with Santa Barbara City College (SBCC) to continue the student transit pass program for one year through the end of the spring term of calendar year 2021.

Director Rodriguez moved to authorize General Manager Estrada to sign the recommended agreement with SBCC. Vice Chair Tabor seconded the motion. The motion passed unanimously.

**9. GENERAL MANAGER'S REPORT - (INFORMATIONAL)**

General Manager Estrada provided an update on the Transit Center renovation transition. Mr. Estrada informed the Board that Human Resources and Risk Manager Mary Gregg will present an update on the Federal Transit Administration's Public Transportation Agency Safety Plan (PTASP) requirements at a future meeting.

**10. OTHER BUSINESS AND REPORTS - (INFORMATIONAL)**

No other business was discussed.

**11. RECESS TO CLOSED SESSION: CONFERENCE WITH LABOR NEGOTIATOR(S) (GOVERNMENT CODE SECTION 54957.6) - (ACTION MAY BE TAKEN)**

Agency-designated representatives: MTD General Manager Jerry Estrada and Human Resources and Risk Manager Mary Gregg.

Employee organization: International Brotherhood of Teamsters Union, Local 186.

**PUBLIC COMMENT RELATED TO CLOSED SESSION ITEM(S) WILL BE ALLOWED BEFORE THE RECESS**

No public comments regarding the Closed Session were made prior to recess.

Chair Davis recessed the Board to Closed Session at 8:55 AM.

The Board reconvened from Closed Session at 9:47 AM.

Chair Davis reported that the following actions were taken in Closed Session: MTD and the International Brotherhood of Teamsters Union, Local 186, representing MTD drivers and maintenance personnel, have successfully completed their negotiations on a new collective bargaining agreement concerning working conditions at the District. The agreement has been approved by MTD's Board of Directors and the Union. The agreement has a term of three years. Among the agreed terms: wage increases for each

<b>BOARD OF DIRECTORS DRAFT MINUTES</b>
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of the three years at 2.35\$, 2.5\$, and 2.5%, as well as increases of 3%, 5%, and 5% toward health benefits.

No action was taken regarding Union negotiations for MTD supervisor personnel.

**12. ADJOURNMENT**

Chair Davis adjourned the meeting in honor of Mr. Ed Easton, former Mayor of Goleta, Goleta city councilmember, and member of the MTD Board of Directors. Chair Davis noted that Mr. Easton was a good man with a good spirit and he will be missed.

The meeting was adjourned at 9:48 AM.

**Santa Barbara Metropolitan Transit District**  
**Cash Report**  
**Board Meeting of October 1, 2019**  
**For the Period September 7, 2019 through September 20, 2019**

**MONEY MARKET**

**Beginning Balance September 7, 2019** **\$3,359,097.49**

Accounts Receivable	244,728.35
Passenger Fares	119,894.10
Prepays & Advertising	7,528.00
Miscellaneous Income	<u>5,821.17</u>
<b>Total Deposits</b>	<b>377,971.62</b>

Miscellaneous Transfers	(315.21)
401(k)/Pension Transfer	(41,951.90)
Payroll Taxes	(168,080.06)
Payroll	(390,213.32)
Accounts Payable	<u>(723,826.54)</u>
<b>Total Disbursements</b>	<b>(1,324,387.03)</b>

**CERTIFICATES OF DEPOSIT**

Institution	Maturity	Rate	
American Riviera Bank	2/28/2021	2.00%	<u>1,500,000.00</u>
<b>Total Certificates of Deposit</b>			<b>1,500,000.00</b>

**\$1,500,000.00**

**Ending Balance**

**\$3,912,682.08**

**CASH INVESTMENTS**

LAIF Account	\$10,163,040.59
Money Market Account	<u>3,912,682.08</u>

**Total Cash Balance**

**\$14,075,722.67**

**SELF INSURED LIABILITY ACCOUNTS**

WC / Liability Reserves	(\$4,393,361.91)
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**Working Capital**

**\$9,682,360.76**

**Santa Barbara Metropolitan Transit District  
Cash Receipts of Accounts Receivable**

<b>Date</b>	<b>Company</b>	<b>Description</b>	<b>Amount</b>
9/9/2019	Goodwin & Thyne Properties	Advertising on Buses	2,340.00
9/11/2019	City of SB - Public Works Director	Downtown Shuttle - July 2019	101,244.75
9/11/2019	City of SB Creeks Division	Advertising on Buses	3,888.00
9/11/2019	Jim Haggerty	Retiree - Vision	12.20
9/11/2019	Moonlight Graphics/Mktg	Advertising on Buses	7,236.00
9/11/2019	True Media LLC/Cottage Health	Advertising on Buses	936.00
9/11/2019	UCSB - Contract Fares	Contract Fares - August 2019	42,300.48
9/11/2019	UCSB - Contract Fares	Contract Fares - Sept. 2019	42,300.48
9/11/2019	UCSB - Contract Fares	Contract Fares - July 2019	42,300.49
9/13/2019	City of SB Creeks Division	Advertising on Buses	300.00
9/13/2019	Jill Grisham	Retiree - Vision	12.45
9/17/2019	Cottage Hospital	Passes/Token Sales	157.50
9/17/2019	SB School District	Passes/Token Sales	1,700.00
<b>Total Accounts Receivable Paid During Period</b>			<b>\$244,728.35</b>

**Santa Barbara Metropolitan Transit District  
Accounts Payable**

Check #	Date	Company	Description	Amount	Voids
121913	9/13/2019	JOSE BAUTISTA	AD MOUNTING/DISMOUNTING	224.00	
121914	9/13/2019	COX COMMUNICATIONS, CORP.	INTERNET & CABLE TV	455.10	
121915	9/13/2019	STATE OF CALIFORNIA	PAYROLL RELATED	315.00	
121916	9/13/2019	FRONTIER CALIFORNIA INC.	TELEPHONES	100.98	
121917	9/13/2019	GUARDIAN-APPLETON (DENTAL I	DENTAL INSURANCE	4,342.07	
121918	9/13/2019	GUARDIAN-APPLETON (LIFE INS)	LIFE INSURANCE	1,036.95	
121919	9/13/2019	ISSQUARED, INC.	IT CONSULTING SERVICES	675.00	
121920	9/13/2019	LABOR ALLIANCE MANAGED TRU	UNION DENTAL INSURANCE	11,383.25	
121921	9/13/2019	LMA ARCHITECTS, CORP.	TC CONSTRUCTION OVERSIGHT	48,287.29	
121922	9/13/2019	MEDICAL EYE SERVICES, INC.	VISION INSURANCE	500.20	
121923	9/13/2019	LETICIA RAMIREZ	PAYROLL RELATED	650.00	
121924	9/13/2019	SB COUNTY FEDERAL CREDIT UNI	PAYROLL DEDUCTION	260.00	
121925	9/13/2019	SPECIAL DISTRICT RISK MGMT	HEALTH INSURANCE	53,506.14	
121926	9/13/2019	SANTA BARBARA SHERIFF'S DEPT	PAYROLL RELATED	50.00	
121927	9/13/2019	STATE BOARD OF EQUALIZATION	PAYROLL RELATED	250.00	
121928	9/13/2019	SB CITY OF-REFUSE/WATER	UTILITIES	1,762.33	
121929	9/13/2019	TEAMSTERS MISC SECURITY TRU	UNION MEDICAL INSURANCE	201,689.00	
121930	9/13/2019	TEAMSTERS PENSION TRUST	UNION PENSION	96,555.80	
121931	9/13/2019	TEAMSTERS UNION LOCAL NO. 18	UNION DUES	10,144.52	
121932	9/13/2019	ACCONTEMPS DBA	CONTRACT EMPLOYMENT	3,261.78	
121933	9/13/2019	BROWN ARMSTRONG ACCOUNTA	ANNUAL AUDIT	12,500.00	
121934	9/19/2019	ABC BUS COMPANIES INC	BUS PARTS	216.52	
121935	9/19/2019	ACTION TREE CARE DBA	B&G REPAIRS & SUPPLIES	8,525.00	
121936	9/19/2019	ADVANCED CABLE SYSTEMS COR	CANOPY PROJECT	8,048.46	
121937	9/19/2019	AMERICAN MOVING PARTS, LLC	BUS PARTS	2,368.58	
121938	9/19/2019	GERARDO ARROYO	DMV/VTT RENEWAL	56.00	
121939	9/19/2019	ASBURY ENVIRONMENTAL SERVI	WASTE OIL RECYCLER	65.00	
121940	9/19/2019	BIG BRAND TIRES, BRANDCO BILL	SERVICE VEHICLE MAINTENANCE	164.51	
121941	9/19/2019	BILL'S COPY SHOP	PUBLIC FLYERS/OTHER PROMOTIONS	321.90	
121942	9/19/2019	BUENA TOOL, INC.	SHOP/B&G SUPPLIES	224.81	
121943	9/19/2019	CALIFORNIA ELECTRIC SUPPLY, I	SHOP/B&G SUPPLIES	287.82	
121944	9/19/2019	CITY OF SANTA BARBARA	CSR PARKING PERMITS	40.00	
121945	9/19/2019	CAL COAST GLASS TINT	WINDOW TINTING	1,374.00	
121946	9/19/2019	CERTIFIED ENVIRONMENTAL	PROFESSIONAL SERVICES	2,724.00	
121947	9/19/2019	CHANNEL CITY ENGINEERING	SHOP EQUIPMENT REPAIRS	85.00	
121948	9/19/2019	COAST AUTO PARTS INC.	BUS PARTS	38.14	
121949	9/19/2019	CINTAS CORPORATION	FIRST AID SUPPLIES	110.70	
121950	9/19/2019	CROCKER REFRIGERATION & AIR	HVAC MAINTENANCE	157.63	



Check #	Date	Company	Description	Amount	Voids
121951	9/19/2019	DIESEL FORWARD, INC.	BUS PARTS	718.46	
121952	9/19/2019	DOCUPRODUCTS CORPORATION	COPIER MAINTENANCE/SUPPLIES	230.58	
121953	9/19/2019	EASY LIFT TRANSPORTATION, INC	MONTHLY ADA SUBSIDY	80,969.50	
121954	9/19/2019	ERGOMETRICS, INC.	DRIVER TEST SCORING	3.00	
121955	9/19/2019	ESP LOCKSMITH DBA	B&G REPAIRS & SUPPLIES	393.13	
121956	9/19/2019	FLEET SERVICES, INC.	BUS PARTS	123.87	
121957	9/19/2019	CARLOS FLORES	TOOL ALLOWANCE	1,100.00	
121958	9/19/2019	FRONTIER CALIFORNIA INC.	TELEPHONES	1,971.86	
121959	9/19/2019	GIBBS INTERNATIONAL INC	BUS PARTS	2,321.21	
121960	9/19/2019	GILLIG LLC	BUS PARTS	23,911.14	
121961	9/19/2019	GLOBAL EQUIPMENT COMPANY	B&G REPAIRS & SUPPLIES	885.27	
121962	9/19/2019	GOGETTERS, LLC DBA	COURIER SERVICES	75.00	
121963	9/19/2019	GOODYEAR TIRE & RUBBER CO	BUS TIRE LEASE	273.58	
121964	9/19/2019	GRAPHICINK	PRINTING SERVICES	737.33	
121965	9/19/2019	GRAINGER, INC.	SHOP/B&G SUPPLIES	291.24	
121966	9/19/2019	HOME IMPROVEMENT CTR.	SHOP/B&G SUPPLIES	0.00	V
121967	9/19/2019	HOME IMPROVEMENT CTR.	SHOP/B&G SUPPLIES	633.00	
121968	9/19/2019	INTELLICORP RECORD INC.	PRE-EMPLOYMENT CHECK	132.10	
121969	9/19/2019	I/O CONTROL CORP	BUS PARTS	66.76	
121970	9/19/2019	JANICARE DBA	JANITORIAL SERVICES	5,062.30	
121971	9/19/2019	JANEK CORP	BUS PARTS	522.00	
121972	9/19/2019	LMA ARCHITECTS, CORP.	TC CONSTRUCTION OVERSIGHT	3,199.56	
121973	9/19/2019	MC CORMIX CORP. (OIL)	LUBRICANTS	5,226.70	
121974	9/19/2019	MC CORMIX CORP. (GAS)	FUEL-SERVICE VEHICLES	2,807.99	
121975	9/19/2019	MCMaster-CARR SUPPLY CO.	SHOP/B&G SUPPLIES	119.92	
121976	9/19/2019	DANIEL MENDOZA	REIMBURSE VTT/CDL RENEWAL	56.00	
121977	9/19/2019	MIKE CUEVAS GARDENING SERVI	LANDSCAPE MAINTENANCE SERVICE	765.00	
121978	9/19/2019	MILPAS RENTAL INC.	EQUIPMENT RENTAL	61.56	
121979	9/19/2019	KENNETH B. MILLS	PROCUREMENT SERVICES	1,386.00	
121980	9/19/2019	MISSION LINEN SUPPLY, INC	UNIFORM & LINEN SERVICE	7,861.87	
121981	9/19/2019	MURPHY ELECTRIC MAINTENANC	ELECTRICAL REPAIRS/INSTALLATION	240.00	
121982	9/19/2019	NEWEGG, INC	IT EQUIPMENT & SUPPLIES	7,802.04	
121983	9/19/2019	NU-COOL REDI GREEN, INC	COOLANTS & SHOP SUPPLIES	494.11	
121984	9/19/2019	PREVOST CAR INC.- CREDIT DEPT.	BUS PARTS	77.21	
121985	9/19/2019	PETTY CASH- PERRY, CHRISTINA	MISC. PURCHASES	207.07	
121986	9/19/2019	POWERSTRIDE BATTERY CO.	EV BATTERIES	598.89	
121987	9/19/2019	REPUBLIC ELEVATOR, INC	ELEVATOR MAINTENANCE	170.00	
121988	9/19/2019	RICON CORPORATION	BUS PARTS	3,781.17	
121989	9/19/2019	SAFETY-KLEEN CORPORATION	SHOP SUPPLIES	335.58	
121990	9/19/2019	SANTA BARBARA FASTENERS, INC	SHOP SUPPLIES	63.35	
121991	9/19/2019	SB LOCKSMITHS, INC.	B&G REPAIR & SUPPLIES	201.70	

Check #	Date	Company	Description	Amount	Voids
121992	9/19/2019	SILVAS OIL CO., INC.	LUBRICANTS	735.07	
121993	9/19/2019	SELECT STAFFING DBA	CONTRACT SERVICES	6,089.60	
121994	9/19/2019	SM TIRE, CORP.	BUS TIRE MOUNTING	217.70	
121995	9/19/2019	TOM SHELDON	REIMBURSEMENT	343.36	
121996	9/19/2019	SO. CAL. EDISON CO.	UTILITIES	7,232.62	
121997	9/19/2019	SOCALGAS	UTILITIES	99.52	
121998	9/19/2019	SOV SECURITY DBA	SURVEILLANCE SYSTEM SOFTWARE	3,720.00	
121999	9/19/2019	STAPLES CONTRACT & COMMERC	OFFICE SUPPLIES	2,026.95	
122000	9/19/2019	TILFORD WELDING DBA	VENDOR BUS REPAIRS	145.00	
122001	9/19/2019	TRANSIT TALENT LLC DBA	MISCELLANEOUS SERVICES	190.00	
122002	9/19/2019	TRUMAN ARNOLD COMPANIES (T	DIESEL FUEL	66,680.90	
122003	9/19/2019	J.C. M. AND ASSOCIATES INC.	UNIFORMS	55.60	
122004	9/19/2019	VALLEY POWER SYSTEMS, INC.	BUS PARTS	3,884.13	
122005	9/19/2019	VALLEY POWER SYSTEMS, INC.	BUS PARTS	1,961.06	
122006	9/19/2019	VENTURA COUNTY OVERHEAD D	B&G REPAIRS & SUPPLIES	1,230.00	
122007	9/19/2019	WAXIE SANITARY SUPPLY DBA	JANITORIAL SUPPLIES	158.88	
122008	9/19/2019	WURTH USA WEST INC.	SHOP SUPPLIES	203.62	
122009	9/19/2019	YELLOW (YRC) TRANSPORTATION	FREIGHT CHARGES	218.00	
				<b>723,826.54</b>	
				<b>Current Cash Report Voided Checks:</b>	0.00
				<b>Prior Cash Report Voided Checks:</b>	0.00
				<b>Grand Total:</b>	<b>\$723,826.54</b>



**BOARD OF DIRECTORS REPORT**

**MEETING DATE:** OCTOBER 1, 2019 **AGENDA ITEM: #7**  
**DEPARTMENT:** MARKETING  
**TYPE:** INFORMATIONAL ITEM  
**PREPARED BY:** HILLARY BLACKERBY \_\_\_\_\_  
*Signature*  
**REVIEWED BY:** GENERAL MANAGER \_\_\_\_\_  
*Signature*  
**SUBJECT:** ANNUAL COMMUNITY OUTREACH EFFORTS – FY 2018-19

**RECOMMENDATION:**

Staff requests that the Board of Directors receive a presentation on community outreach efforts in Fiscal Year 2018-19.

**DISCUSSION:**

It has been a very busy year for MTD as it pertains to customer service and outreach. In addition to celebrating MTD's 50<sup>th</sup> year of serving the community, Staff continued robust community outreach and refined customer service systems.

**SENIOR OUTREACH**

MTD offers different senior communities a customized presentation, showing residents the bus stops and routes for their area and highlighting what they can see and do along the route. At the conclusion of each presentation, attendees are given courtesy passes to try public transit services. In addition to the outreach to the individual senior communities, MTD's outreach program has gone to the Senior Expo and City Housing Authority's Senior Fair.

**RESIDENT OUTREACH**

Last year, Staff developed a template that can be used for outreach to housing developments, workplaces, and hotel visitors. This simple one sheet has a tailored map of nearby stops and list of routes serving the location and how to get to popular destinations.

Tailored welcome packets were provided to residents of the new housing complex Hollister Village. Each welcome packet includes the tailored neighborhood one-sheet, a 10-ride bus pass, and an MTD schedule guide. Staff were invited to interact with residents at a Hollister Village social event—participants were given personalized trip planning advice and learned about MTD's services.

**OUTREACH TO PEOPLE WITH DISABILITIES**

Staff attended the Annual San Marcos Transition Fair, offering information on the bus passes and discounted fares offered to patrons with a disability, as well as line and route information for new

patrons. MTD Staff also created large font schedule guides that are distributed to senior centers, the Braille Institute, and Jodi House. Staff look forward to continued and expanded partnerships with these organizations and the Independent Living Resource Center.

### **YOUTH & STUDENT OUTREACH**

**K-12**—This year Staff continued presentations to 6<sup>th</sup> grade assemblies, also known as the Elementary School Outreach Program (ESOP), totaling 11 schools throughout Goleta and Santa Barbara. Staff explain the booster bus schedules and sell passes at local Junior High orientations in anticipation of the start of the school year. Staff look forward to continued and expanded partnerships with more elementary schools in the City of Carpinteria.

**PRE-K**—Safety Town is always a favorite, where MTD sends a bus and driver to talk to the pre-K kids and take them on what for many is their first experience on a bus. Staff point out the safety signs and bus stops along the route and end the trip with a rousing rendition of “The Wheels on the Bus...” The Soroptimist Club hosted Safety Town and MTD participated in 8 sessions this summer.

**AFTERSCHOOL**—MTD’s Fifth Annual Youth Art Poster Contest took place with a theme of “Celebration/Birthday Buses” in effort to help celebrate MTD’s 50 years of service to the community. Materials were provided to afterschool programs in the region. Several sites participated this year, garnering over 75 entries. All eight winners received prizes to local eateries and museums, were recognized in press releases and the winning art pieces are currently displayed inside the buses for the duration of the year.

**BICYCLE CAMPS**—Staff provided hands-on practice with SB Bike’s youth bicycle camps in Goleta and Santa Barbara this year, teaching youth to load and remove their bikes from the bike racks while discussing tips on safety.

**EF LANGUAGE SCHOOL OUTREACH**—Summer always brings waves of international students to the Transit Center and onto our bus lines. This year Staff worked with the school to orient EF staff and volunteers with Transit Center operations and pass sales and discussed how to direct students to the correct bus stops and lines. Planning Staff coordinated with Operations to boost lines so that general public riders aren’t inconvenienced with the large influx.

**HIGHER EDUCATION**—MTD participated in SBCC’s Sustainability Day and Earth Day Festival in the spring, sharing information with students, staff and faculty on how to take the bus to campus and how riding transit benefits our planet.

Both UCSB and SBCC now have the ability to use student IDs as tap cards with MTD fareboxes. Staff worked closely with the administrations of both institutions to sort out all challenges that arose through the year. The tap card abilities have been successful and have made boarding the buses much more efficient.

### **BUSINESS OUTREACH**

As a member of all area Chambers of Commerce and the Downtown Santa Barbara organization, MTD is active in networking with business groups and continue to connect in different ways.

MTD hosted a booth at the City of Santa Barbara Employees Benefits Fair to advertise the “My Ride” pass program and help employees take full advantage of their transit benefits.

## BOARD OF DIRECTORS REPORT

This year, MTD adjusted the routing on the Downtown Waterfront Shuttles to include a bus stop at Anacapa and Yanonali Street. The Community Relations team visited the surrounding businesses with table top displays of the new routing and information for the new day pass available for purchase.

In addition to conducting an open house to brief the public on the upcoming Transit Center renovation project, Staff went in person to neighboring businesses in advance of the project to share timelines and answer questions.

MTD staff participated in a live field trip on KTYD to talk about service and share the new Downtown Waterfront Shuttle \$1 day pass. With the crew from KTYD's Morning Mojo, MTD representatives rode the shuttle offering members of the public free rides and shuttle passes.

### **OTHER COMMUNITY OUTREACH**

**FESTIVALS**—MTD participated in the Goleta Lemon Festival, SBCC Earth Day, and the largest community outreach event: Santa Barbara's Earth Day Festival. Contacting thousands of locals and visitors, Staff were able to showcase the new BYD electric shuttle and to provide free bus passes through the Low-Carbon Transit Operations Program grant.

**PARADES**— MTD continues to provide shuttles for City Councils and other VIPs in the holiday parades on State Street, Milpas and in Carpinteria. This year a shuttle was used in the 2<sup>nd</sup> annual Goleta Holiday Parade and two shuttles were used in the Carpinteria Fourth of July Parade.

**CELEBRATIONS**— MTD hosted a well-received and attended event to celebrate 50 years of service. The celebration included historic artifacts and a video reflection of the last 50 years of service to the community; and elected officials presented certificates to MTD.

### **CUSTOMER SERVICE**

In the last two years, the MTD Facebook, Twitter, and Instagram accounts (all @SantaBarbaraMTD) have grown exponentially and each account is finding a different audience. The Twitter account has become especially active for daily updates on detours, stop closures, and has begun handling more customer service inquiries. Facebook, Twitter, MTD's website and more have areas in which patrons can submit questions, suggestions or feedback.

Beginning January 2019, Staff began using a new web-based platform called Zendesk to manage communications and track and follow up on complaints and compliments. Zendesk allows all forms of communication to be addressed on one platform. The Community Relations and Operations Departments worked cohesively to address the inquiries or feedback, respond, investigate and follow up internally with all staff included on the ticket. This has significantly helped the Customer Relations Department with follow up to all inquiries.

# Customer Service

## FY 2019 4th Quarter Complaints & Compliments

Month	Passenger Relations	Driving Observations	Schedule/ Policy	Missed Passengers	Total Complaints	Passenger Boardings per Complaint	Compliments
April	15	3	4	10	32	19,903	2
May	12	4	7	2	25	23,921	4
June	15	2	5	5	27	16,086	8
Quarter Total	42	9	16	17	84	19,872	14

## Year To Date Total Complaints & Compliments

Month	Passenger Relations	Driving Observations	Schedule/ Policy	Missed Passengers	Total Complaints	Passenger Boardings per Complaint	Compliments
FY 2019	115	26	57	59	257	28,028	107
FY 2018	88	35	115	42	280	22,102	129

**Definitions:**

**Passenger Relations:** Perceived negative treatment of passengers by an MTD Employee.

**Driving Observations:** Concerns regarding driving safety.

**Schedule/Policy:** Missed trips, frequency of service, transfer policy, etc.

**Missed Passengers:** Complaints that passengers were passed up at MTD authorized stops.

**Compliments:** Documented praise of MTD Employee's actions.

**MTD Performance Standard:**

Passenger complaints shall average no more than 1 complaint per 10,000 MTD passenger boardings.



<b>BOARD OF DIRECTORS REPORT</b>
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**MEETING DATE:** OCTOBER 1, 2019 **AGENDA ITEM: #8**

**DEPARTMENT:** PLANNING

**TYPE:** INFORMATIONAL

**PREPARED BY:** HILLARY BLACKERBY \_\_\_\_\_  
*Signature*

**REVIEWED BY:** GENERAL MANAGER \_\_\_\_\_  
*Signature*

**SUBJECT:** FISCAL YEAR 2018-19 ANNUAL RIDERSHIP REPORT

**RECOMMENDATIONS:**

Receive report regarding annual ridership statistics for FY 2018-19.

**DISCUSSION:**

Staff will discuss factors affecting MTD's systemwide ridership in FY 2018-19. Staff will also discuss recent ridership trends.

**ATTACHMENT:**

- Ridership Summary Report: FY 2018-19



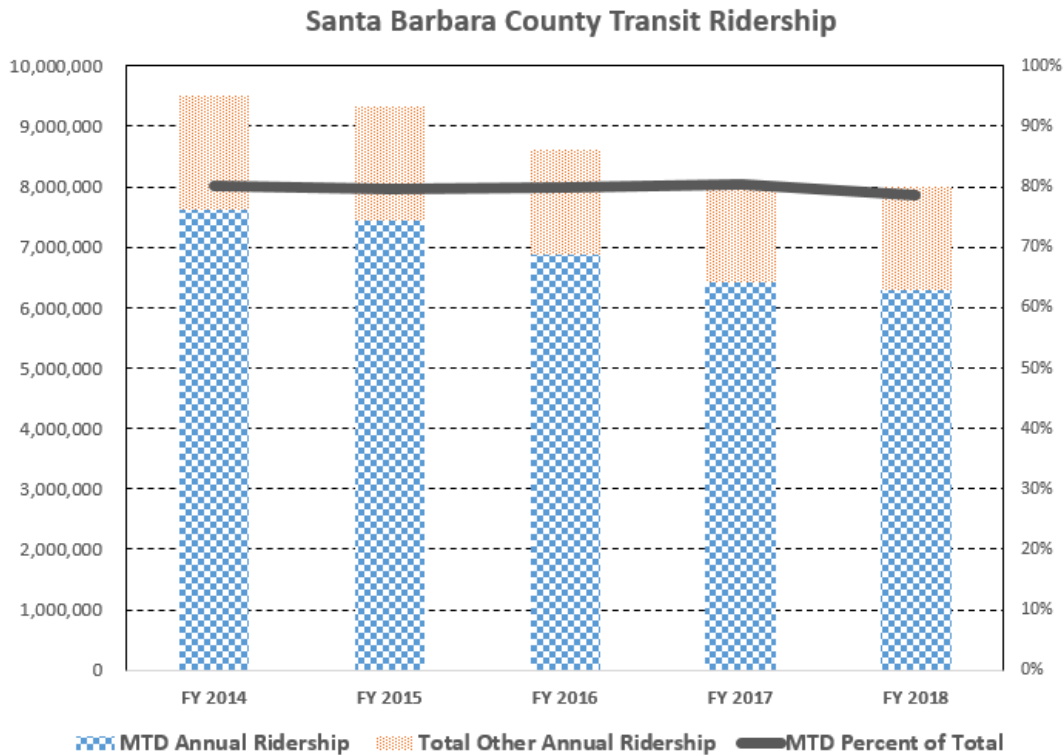
**FY 2018-19 ANNUAL RIDERSHIP REPORTS**

## Ridership Summary

The Santa Barbara Metropolitan Transit District’s (MTD’s) systemwide total annual ridership totaled 6,432,190 in FY 2018-19, representing a 2.3% increase of approximately 143,200 riders from FY 2017-18. Systemwide ridership during the fourth quarter of FY 2018-19 (April through June) totaled 1,669,283 representing a 1% increase of approximately 16,257 riders from the same period of FY 2017-18.

The overall increase in ridership this fiscal year represents the first positive ridership trend for the past several year. While FY 2017-18 saw a major decrease due to the twin disasters of the Thomas Fire in December 2017 and the Montecito debris flow in January 2018, this year’s numbers do show a increase over FY 2016-17 numbers as well.

MTD’s ridership continues to represent approximately 80% of all transit ridership in the County, including the interregional services.





<b>FY 2018-19 ANNUAL RIDERSHIP REPORTS</b>
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Student Ridership

*As a whole, student ridership accounts for 33.9% of MTD’s annual ridership.*

University of California, Santa Barbara (UCSB) students accounted for 24.6% of MTD’s FY 2017-18 ridership, and Santa Barbara City College (SBCC) students accounted for 9.2%. Thus, students of the two institutions combined make up over one-third of MTD’s riders. School booster routes that serve Santa Barbara Unified School District (SBUSD) secondary schools accounted for an additional 3.6% of MTD’s ridership.

In general, the total number of class days at these institutions has decreased over the most recent five-year period (from FY 2013-14 to FY 2018-19). Although the number of class days at UCSB increased from FY 2017-18 to FY 2018-19, as shown below, the number has decreased overall during the most recent five-year period. At SBCC, the number of combined fall and spring semester days has decreased over the five-year period, while the number of summer session days has increased. Secondary school class days have also decreased overall during the five-year period. Despite the five-year trend, the table below demonstrates the upward trend of the past year.

<b>SCHOOL DAYS</b>	<b>FY 2019</b>	<b>FY 2018</b>	<b>Variance</b>
	<b>Annual Total</b>	<b>Annual Total</b>	<b>Annual Total</b>
SBCC	208	201	7
UCSB	227	214	13
Secondary	209	192	17

UCSB student ridership continued to increase in FY 2018-19, growing by more than 163,513 riders (a 11.5% increase). UCSB had thirteen more school days in FY 2018-19 than in FY 2017-18, which accounts for a portion of the increase. The tremendous growth in UCSB ridership, double digits over the past few years, illustrates the importance of continuing to provide a high level of service to UCSB and Isla Vista, in partnership with the university.

SBCC had seven more class days in FY 2018-19 than in FY 2017-18, due to the impacts of the Thomas Fire and the debris flow in December 2017 and January 2018, respectively. SBCC enrollment continued to decrease, and we saw a 9.4% decrease in SBCC student ridership this year.

SBUSD had 17 more class days in FY 2018-19 than in the previous year, again due to the twin disasters. This is certainly a factor in the increase of booster ridership this past fiscal year, where we saw a 9.5% increase.

<b>FY 2018-19 ANNUAL RIDERSHIP REPORTS</b>
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As shown in the table below, FY 2018-19 had two fewer weekday service days than FY 2017-18, and two additional Sunday service days.

<b>SERVICE DAYS</b>	<b>FY 2019</b>	<b>FY 2018</b>	<b>Variance</b>
	<b>Annual Total</b>	<b>Annual Total</b>	<b>Annual Total</b>
Weekdays	248	250	(2)
Saturdays	56	56	0
Sundays	59	57	2
<b>Total</b>	<b>363</b>	<b>363</b>	<b>0</b>

Downtown-Waterfront Shuttle Ridership

FY 2018-19 ridership on the Downtown-Waterfront Shuttle decreased by approximately 51,082 (a 16.7% decrease) from the previous fiscal year. A portion of this decrease can be attributed to fewer or smaller cruise ships stopping in Santa Barbara this fiscal year.

The primary market for the Downtown-Waterfront Shuttle differs from that for a typical public transportation service. In general, the primary market for this shuttle service is tourists and local residents who are shopping, dining, sightseeing, or enjoying other recreational activities downtown and on the waterfront. Thus, shuttle ridership is heavily dependent on the convenience of the service and on the number of persons spending leisure time in these areas.

The changing state of retail in our Downtown area has had an impact on the activity on State Street. The new activity in the Funk Zone and the resurgence of activity in the area on lower State Street and the Waterfront in the past few years due to new hotel and restaurant offerings has also changed the focal point for visitors and residents. To accommodate this shift in the center of activity, beginning on June 10, 2019, the Downtown Shuttle route was changed to include a stop in the Funk Zone in the inbound direction.

As of October 1<sup>st</sup>, 2018, MTD began offering a one-day pass for \$1, good for unlimited rides in any direction, during one calendar day on the Downtown and Waterfront Shuttles. Transfers between the State Street and Waterfront routes are free. The pass has been very popular, having sold over 5,000 at the end of the fiscal year.

MTD staff continue extensive multi-channel marketing of the Shuttle in print, social media, and through partners like Visit Santa Barbara, Downtown Santa Barbara, and Santa Barbara Car Free.



**FY 2018-19 ANNUAL RIDERSHIP REPORTS**

**System Ridership Report**  
**FY 2019 Annual Total & FY 2019 4th Quarter**

**Ridership by Fare Category**

Fare Categories	Quarter			YTD		
	Apr 19 - Jun 19	Apr 18 - Jun 18	% Change	FY 2018-2019	FY2017- 2018	% Change
General Fare	208,614	213,509	-2.3%	833,625	859,301	-3.0%
Transfers	119,355	133,202	-10.4%	476,565	530,758	-10.2%
Full Fare Prepaid <sup>1</sup>	262,326	231,454	13.3%	1,053,910	929,394	13.4%
Santa Barbara City College	119,519	145,106	-17.6%	595,982	657,993	-9.4%
Senior & Disabled Prepaid <sup>2</sup>	188,216	187,442	0.4%	728,125	701,348	3.8%
Shuttle	47,577	47,218	0.8%	194,278	204,457	-5.0%
UC Santa Barbara	486,629	446,262	9.0%	1,587,178	1,423,665	11.5%
Youth Prepaid <sup>3</sup>	140,365	134,340	4.5%	579,377	535,769	8.1%
Free	28,669	32,904	-12.9%	115,463	133,081	-13.2%
Special Pass Programs	12,654	22,850	-44.6%	47,620	82,720	-42.4%
Senior Cash	43,481	42,584	2.1%	169,883	170,652	-0.5%
Persons w ith Disabilities Cash	7,313	10,898	-32.9%	31,688	36,730	-13.7%
Tokens	4,565	5,257	-13.2%	18,496	23,122	-20.0%
<b>Total</b>	<b>1,669,283</b>	<b>1,653,026</b>	<b>1.0%</b>	<b>6,432,190</b>	<b>6,288,990</b>	<b>2.3%</b>

<sup>1</sup> Includes adult 10-ride and unlimited 30-day Passport use.

<sup>2</sup> Includes seniors' and persons w ith disabilities' 10-ride and unlimited 30-day Passport use.

<sup>3</sup> Includes K-12 Youth 10-ride and unlimited 30-day Passport use.

Source: MTD Passdat Program, MTD Transit Development Department, Planning Section

**Revenue Hours and Revenue Miles**

Metrics	Quarter			YTD		
	Apr 19 - Jun 19	Apr 18 - Jun 18	%Change	FY 2018-2019	FY2017- 2018	% Change
Passengers	1,669,283	1,653,026	1.0%	6,432,190	6,288,990	2.3%
Revenue Hours	54,238	53,893	0.6%	219,861	219,009	0.4%
Passengers per Revenue Hour	30.8	30.7	0.3%	29.3	28.7	1.9%
Miles	660,271	673,021	-1.9%	2,606,184	2,627,845	-0.8%
Passengers per Mile	2.5	2.5	2.9%	2.5	2.4	3.1%

Source: MTD Passdat Program, MTD Transit Development Department, Planning Section

**FY 2018-19 ANNUAL RIDERSHIP REPORTS**

**MTD System Ridership**

		Quarter			YTD		
LINE		Apr 19 - Jun 19	Apr 18 - Jun 18	% Change	FY 2018-2019	FY2017- 2018	% Change
1	West Santa Barbara	82,959	83,693	-0.9%	329,505	329,539	0.0%
2	East Santa Barbara	125,118	126,574	-1.2%	491,296	510,237	-3.7%
3	Oak Park	50,016	50,212	-0.4%	196,177	197,573	-0.7%
4	Mesa / SBCC	30,421	32,329	-5.9%	120,921	128,452	-5.9%
5	Mesa / La Cumbre	30,025	31,283	-4.0%	125,705	126,119	-0.3%
6	Goleta	143,703	147,313	-2.5%	570,429	574,330	-0.7%
7	County Health / Fairview	72,818	70,165	3.8%	286,421	273,774	4.6%
10	Cathedral Oaks	4,511	3,979	13.4%	18,064	17,039	6.0%
11	UCSB	274,468	267,758	2.5%	1,036,349	987,419	5.0%
12x	Goleta Express	44,914	48,509	-7.4%	190,297	193,190	-1.5%
14	Montecito	18,888	18,867	0.1%	75,373	74,170	1.6%
15x	SBCC / UCSB Express	45,080	47,207	-4.5%	219,387	219,337	0.0%
16	City College Shuttle	16,131	19,802	-18.5%	93,274	88,108	5.9%
17	Low er West / SBCC	32,115	36,941	-13.1%	129,935	149,619	-13.2%
20	Carpinteria	90,592	68,766	31.7%	349,780	266,756	31.1%
21x	Carpinteria Express	-	17,504	-100.0%	9,835	70,309	-86.0%
23	Winchester Canyon	10,240	13,649	-25.0%	50,932	49,534	2.8%
24x	UCSB Express	149,490	139,910	6.8%	576,564	530,168	8.8%
25	Elw ood	15,218	15,568	-2.2%	64,372	62,820	2.5%
27	Isla Vista Shuttle	94,305	93,474	0.9%	318,449	310,213	2.7%
28	UCSB Shuttle	171,855	147,754	16.3%	512,734	453,537	13.1%
36	Seaside Shuttle	15,253	14,984	100.0%	59,482	56,109	6.0%
37	Crosstow n Shuttle	24,532	23,227	5.6%	96,758	93,823	3.1%
90	West Goleta Amtrak Shuttle	2,665	2,849	100.0%	9,391	2,849	100.0%
91	East Goleta Amtrak Shuttle	1,129	942	100.0%	4,574	942	100.0%
92	Santa Barbara Amtrak Shuttle	1,022	1,720	100.0%	5,630	1,720	100.0%
	Booster Services	59,920	57,768	3.7%	235,273	214,929	9.5%
<b>System Subtotal</b>		<b>1,607,388</b>	<b>1,582,747</b>	<b>1.6%</b>	<b>6,176,907</b>	<b>5,982,615</b>	<b>3.2%</b>
<i>Downtown Waterfront Shuttles</i>							
30	Dow ntown Shuttle	49,010	57,266	-14.4%	207,201	249,713	-17.0%
31	East Beach Waterfront Shuttle	5,490	7,734	-29.0%	27,061	35,292	-23.3%
32	West Beach Waterfront Shuttle	3,850	5,269	-26.9%	17,476	21,360	-18.2%
34	Waterfront Shuttle	3,545	-	100.0%	3,545	-	100.0%
<i>Unknown</i>							
		-	10		-	10	
<b>System Total</b>		<b>1,669,283</b>	<b>1,653,026</b>	<b>1.0%</b>	<b>6,432,190</b>	<b>6,288,990</b>	<b>2.3%</b>
<i>Related Routes</i>							
20, 21x Carpinteria		90,592	86,270	5.0%	359,615	337,065	6.7%
1, 2, 37 East/West & Crosstown		232,609	233,494	-0.4%	917,559	933,599	-1.7%
4, 5, 15x, 16, 17 Mesa Lines		153,772	167,562	-8.2%	689,222	711,635	-3.1%
6, 11 State/Hollister		418,171	415,071	0.7%	1,606,778	1,561,749	2.9%
7, 8, 9 Calle Real/Fairview		72,818	70,165	3.8%	286,421	273,774	4.6%

Source: MTD Passdat Program, MTD Transit Development Department, Planning Section

**FY 2018-19 ANNUAL RIDERSHIP REPORTS**

**MTD Passengers per Revenue Hour**

LINE		Quarter			YTD		
		Apr 19 - Jun 19	Apr 18 - Jun 18	% Change	FY 2018-2019	FY2017- 2018	% Change
1	West Santa Barbara	29.6	29.9	-0.9%	29.8	29.5	1.1%
2	East Santa Barbara	28.6	29.0	-1.2%	28.5	29.2	-2.5%
3	Oak Park	20.6	20.7	-0.4%	20.6	20.7	-0.2%
4	Mesa / SBCC	25.8	27.5	-5.9%	26.1	27.7	-5.5%
5	Mesa / La Cumbre	16.9	17.7	-4.4%	17.9	18.1	-0.8%
6	Goleta	28.1	28.8	-2.5%	28.2	28.7	-1.8%
7	County Health / Fairview	18.8	18.1	3.8%	18.8	17.9	5.0%
10	Cathedral Oaks	10.2	9.0	13.4%	10.6	9.9	6.8%
11	UCSB	35.6	34.7	2.5%	33.9	32.4	4.5%
12x	Goleta Express	24.4	26.3	-7.4%	26.0	26.5	-1.9%
14	Montecito	14.8	14.8	0.2%	15.0	15.0	-0.1%
15x	SBCC / UCSB Express	27.6	28.0	-1.5%	31.9	26.5	20.6%
16	City College Shuttle	33.6	41.0	-18.0%	39.1	37.3	4.7%
17	Low er West / SBCC	39.0	44.8	-13.1%	40.2	46.1	-12.8%
20	Carpinteria	19.6	19.1	2.7%	19.7	19.5	1.4%
21x	Carpinteria Express	-	16.6	-100.0%	17.6	17.8	-0.9%
23	Winchester Canyon	17.2	22.9	-25.0%	21.6	20.9	3.3%
24x	UCSB Express	48.5	45.4	6.8%	47.2	43.3	8.9%
25	Elwood	22.2	22.7	-2.2%	23.7	23.6	0.6%
27	Isla Vista Shuttle	49.6	49.3	0.6%	46.9	45.8	2.2%
28	UCSB Shuttle	82.8	61.7	34.3%	71.5	60.1	18.9%
36	Seaside Shuttle	14.4	14.0	2.9%	14.1	13.6	3.8%
37	Crosstown Shuttle	15.6	14.8	5.6%	15.9	15.4	3.5%
90	West Goleta Amtrak Shuttle	76.7	94.3	-18.6%	70.7	94.3	-25.0%
91	East Goleta Amtrak Shuttle	28.7	31.6	-9.2%	33.3	31.6	5.3%
92	Santa Barbara Amtrak Shuttle	19.4	40.5	-52.0%	28.6	40.5	-29.4%
	Booster Services	82.1	79.4	3.5%	84.4	79.7	5.8%
System Subtotal		29.9	29.4	1.8%	29.3	28.6	2.6%
<i>Downtown Waterfront Shuttles</i>							
30	Downtown Shuttle	17.2	20.0	-13.7%	18.9	23.1	-18.1%
31	East Beach Waterfront Shuttle	11.6	11.1	4.7%	11.7	13.8	-15.5%
32	West Beach Waterfront Shuttle	17.2	16.3	5.9%	15.9	17.8	-10.6%
34	Waterfront Shuttle	10.7	-	100.0%	10.7		100.0%
<i>Unknown</i>							
		-	-	0.0%	-	-	0.0%
<b>System Total</b>		<b>29.8</b>	<b>29.3</b>	<b>1.7%</b>	<b>29.3</b>	<b>28.7</b>	<b>1.9%</b>
<i>Related Routes</i>							
20, 21x Carpinteria		19.6	18.5	5.7%	39.7	42.4	-6.3%
1, 2, 37 East/West & Crosstown		26.6	26.7	-0.4%	28.5	28.8	-1.2%
4, 5, 15x, 16, 17 Mesa Lines		26.1	28.2	-7.5%	23.7	24.0	-1.2%
6, 11 State/Hollister		25.4	26.0	-2.2%	31.6	31.0	2.2%
7, 8, 9 Calle Real		18.8	18.1	3.8%	18.8	17.9	4.9%

Source: MTD Passdat Program, MTD Transit Development Department, Planning Section

**FY 2018-19 ANNUAL RIDERSHIP REPORTS**

**MTD “At Capacity” Loads**

LINE	Quarter			YTD			
	Apr 19 - Jun 19	Apr 18 - Jun 18	% Change	FY 2018-2019	FY2017- 2018	% Change	
1	West Santa Barbara	21	27	-22.2%	53	77	-31.2%
2	East Santa Barbara	19	46	-58.70%	97	143	-32.17%
3	Oak Park	10	6	66.67%	19	13	46.15%
4	Mesa / SBCC	-	-	0.00%	4	10	-60.00%
5	Mesa / La Cumbre	7	5	40.00%	24	32	-25.00%
6	Goleta	23	31	-25.81%	129	198	-34.85%
7	County Health / Fairview	-	-	0.00%	32	14	128.57%
10	Cathedral Oaks	2	1	100.00%	6	3	100.00%
11	UCSB	118	120	-1.67%	415	396	4.80%
12x	Goleta Express	3	11	-72.73%	108	86	25.58%
14	Montecito	12	1	1100.00%	35	13	169.23%
15x	SBCC / UCSB Express	15	14	7.14%	183	93	96.77%
16	City College Shuttle	2	19	-89.47%	41	43	-4.65%
17	Low er West / SBCC	1	1	0.00%	8	13	-38.46%
20	Carpinteria	18	11	63.64%	89	41	117.07%
21x	Carpinteria Express	-	-	0.00%	1	5	-80.00%
23	Winchester Canyon	7	4	75.00%	14	8	75.00%
24x	UCSB Express	164	75	118.67%	687	353	94.62%
25	Elw ood	1	2	-50.00%	16	8	100.00%
27	Isla Vista Shuttle	85	38	123.68%	406	277	46.57%
28	UCSB Shuttle	51	92	-44.57%	164	274	-40.15%
36	Seaside Shuttle	-	1	0.00%	1	2	-50.00%
37	Crosstow n Shuttle	2	3	-33.33%	9	8	12.50%
90	West Goleta Amtrak Shuttle	-	1	0.00%	-	1	0.00%
91	East Goleta Amtrak Shuttle	-	-	0.00%	-	-	0.00%
92	Santa Barbara Amtrak Shuttle	-	-	0.00%	-	-	0.00%
	Booster Services	104	43	141.86%	267	147	81.63%
System Subtotal		665	552	20.5%	2,808	2,258	24.4%
<i>Downtown Waterfront Shuttles</i>							
30	Dow ntown Shuttle	6	37	-83.8%	60	128	-53.1%
31	East Beach Waterfront Shuttle	3	3	0.0%	4	11	-63.6%
32	West Beach Waterfront Shuttle	-	2	-100.0%	-	3	-100.0%
34	Waterfront Shuttle	2	-	100.0%	2	-	100.0%
<i>Related Routes</i>							
20, 21x Carpinteria		18	11	63.6%	90	46	95.7%
1, 2, 37 East/West & Crosstow n		42	76	-44.7%	159	228	-30.3%
4, 5, 15x, 16, 17 Mesa Lines		25	39	-35.9%	260	191	36.1%
6, 11 State/Hollister		141	151	-6.6%	544	594	-8.4%
7, 8, 9 Calle Real, Fairview		-	-	0.0%	32	14	128.6%
<i>Unknown/Miscellaneous</i>							
		-	1	0.0%	-	1	0.0%
System Total		676	595	13.6%	2,874	2,401	19.7%

\*Classified as a 30-foot vehicle with 10 or more standees, or a 40-foot vehicle with 20 or more.  
 Source: GFI Genfare, MTD Transit Development Department, Planning Section

**FY 2018-19 ANNUAL RIDERSHIP REPORTS**

**MTD “Too Full to Board” Loads**

LINE	Quarter			YTD			
	Apr 19 - Jun 19	Apr 18 - Jun 18	% Change	FY 2018-2019	FY2017- 2018	% Change	
1	West Santa Barbara	3	5	-40.0%	16	16	0.0%
2	East Santa Barbara	6	7	-14.3%	14	31	-54.8%
3	Oak Park	2	1	100.0%	4	1	300.0%
4	Mesa / SBCC	-	-	0.0%	-	-	0.0%
5	Mesa / La Cumbre	1	-	100.0%	7	13	-46.2%
6	Goleta	11	10	10.0%	63	65	-3.1%
7	County Health / Fairview	-	1	-100.0%	6	6	0.0%
10	Cathedral Oaks	7	1	600.0%	12	2	500.0%
11	UCSB	323	257	25.7%	1,015	826	22.9%
12x	Goleta Express	7	10	-30.0%	73	51	43.1%
14	Montecito	-	-	0.0%	-	2	-100.0%
15x	SBCC / UCSB Express	37	6	516.7%	223	46	384.8%
16	City College Shuttle	1	1	100.0%	5	6	-16.7%
17	Low er West / SBCC	1	-	100.0%	1	1	0.0%
20	Carpinteria	7	1	600.0%	21	2	950.0%
21x	Carpinteria Express	-	-	0.0%	-	-	0.0%
23	Winchester Canyon	11	10	10.0%	27	21	28.6%
24x	UCSB Express	148	112	32.1%	667	454	46.9%
25	Ellw ood	2	-	100.0%	3	3	0.0%
27	Isla Vista Shuttle	68	127	-46.5%	391	398	-1.8%
28	UCSB Shuttle	256	277	-7.6%	736	788	-6.6%
36	Seaside Shuttle	6	-	100.0%	14	-	100.0%
37	Crosstow n Shuttle	-	-	0.0%	4	1	300.0%
90	West Goleta Amtrak Shuttle	-	-	0.0%	-	-	0.0%
91	East Goleta Amtrak Shuttle	-	-	0.0%	-	-	0.0%
92	Santa Barbara Amtrak Shuttle	-	-	0.0%	-	-	0.0%
	Booster Services	74	42	76.2%	180	130	38.5%
	<b>System Subtotal</b>	<b>971</b>	<b>868</b>	<b>11.9%</b>	<b>3,482</b>	<b>2,863</b>	<b>21.6%</b>
	<i>Downtown Waterfront Shuttles</i>						
30	Dow ntown Shuttle	24	65	-63.1%	110	427	-74.2%
31	East Beach Waterfront Shuttle	-	5	-100.0%	3	10	-70.0%
32	West Beach Waterfront Shuttle	1	11	0.0%	5	18	-72.2%
34	Waterfront Shuttle	-	-	0.0%	-	-	0.0%
	<i>Related Routes</i>						
	20, 21x Carpinteria	7	1	100.0%	21	2	950.0%
	1, 2, 37 East/West & Crosstow n	9	12	-25.0%	34	48	-29.2%
	4, 5, 15x, 16, 17 Mesa Lines	40	7	471.4%	236	66	257.6%
	6, 11 State/Hollister	334	267	25.1%	1,078	891	21.0%
	7, 8, 9 Calle Real, Fairview	-	1	100.0%	6	6	0.0%
	<i>Unknown/Miscellaneous</i>						
		-	1	0.0%	-	1	0.0%
	<b>System Total</b>	<b>996</b>	<b>950</b>	<b>4.8%</b>	<b>3,600</b>	<b>3,319</b>	<b>8.5%</b>

\*Indicates that passengers were refused service because a vehicle was too full to safely board.

Source: GFI Genfare, MTD Transit Development Department, Planning Section

**FY 2018-19 ANNUAL RIDERSHIP REPORTS**

**MTD Bicycles Carried**

LINE		Quarter			YTD		
		Apr 19 - Jun 19	Apr 18 - Jun 18	% Change	FY 2018-2019	FY2017- 2018	% Change
1	West Santa Barbara	566	453	24.9%	1,939	1,897	2.2%
2	East Santa Barbara	1,490	1,040	43.3%	4,948	4,662	6.1%
3	Oak Park	413	421	-1.9%	1,711	1,681	1.8%
4	Mesa / SBCC	365	395	-7.6%	1,439	1,632	-11.8%
5	Mesa / La Cumbre	458	548	-16.4%	2,030	2,518	-19.4%
6	Goleta	2,791	3,288	-15.1%	11,970	12,940	-7.5%
7	County Health / Fairview	1,528	1,565	-2.4%	6,472	6,168	4.9%
10	Cathedral Oaks	95	92	3.3%	301	386	-22.0%
11	UCSB	4,553	5,265	-13.5%	19,735	20,156	-2.1%
12x	Goleta Express	1,394	1,472	-5.3%	5,631	6,402	-12.0%
14	Montecito	254	160	58.8%	1,175	1,067	10.1%
15x	SBCC / UCSB Express	631	911	-30.7%	2,976	3,609	-17.5%
16	City College Shuttle	97	124	-21.8%	542	716	-24.3%
17	Low er West / SBCC	274	217	26.3%	822	910	-9.7%
20	Carpinteria	2,079	1,809	14.9%	6,971	7,356	-5.2%
21x	Carpinteria Express	-	605	-100.0%	199	2,165	-90.8%
23	Winchester Canyon	136	301	-54.8%	955	917	4.1%
24x	UCSB Express	2,766	2,788	-0.8%	10,726	10,310	4.0%
25	Elw ood	199	247	-19.4%	959	998	-3.9%
27	Isla Vista Shuttle	482	589	-18.2%	1,492	2,075	-28.1%
28	UCSB Shuttle	890	1,137	-21.7%	2,659	3,592	-26.0%
36	Seaside Shuttle <sup>1</sup>	-	-	0.0%	2	-	100.0%
37	Crosstow n Shuttle <sup>1</sup>	2	7	-71.4%	58	142	-59.2%
90	West Goleta Amtrak Shuttle	2	2	0.0%	16	2	700.0%
91	East Goleta Amtrak Shuttle	11	7	57.1%	44	7	528.6%
92	Santa Barbara Amtrak Shuttle	4	2	100.0%	9	2	350.0%
	Booster Services	38	43	-11.6%	128	182	-29.7%
<b>System Subtotal</b>		<b>21,518</b>	<b>23,488</b>	<b>-8.4%</b>	<b>85,909</b>	<b>92,492</b>	<b>-7.1%</b>
<i>Downtown Waterfront Shuttles <sup>1</sup></i>							
30	State Street Shuttle <sup>1</sup>	-	-	N/A	-	-	N/A
31	East Beach Waterfront Shuttle <sup>1</sup>	-	-	N/A	-	3	N/A
32	West Beach Waterfront Shuttle <sup>1</sup>	-	-	N/A	-	-	N/A
34	Waterfront Shuttle	-	-	N/A	-	-	N/A
<i>Related Routes</i>							
20, 21x Carpinteria		2,079	2,414	-13.9%	7,170	9,521	-24.7%
1,2,37 East/West & Crosstow n		2,058	1,500	37.2%	6,945	6,701	3.6%
4, 5, 15x, 16, 17 Mesa Lines		1,825	2,195	-16.9%	7,809	9,385	-16.8%
6,11 State/Hollister		7,344	8,553	-14.1%	31,705	33,096	-4.2%
7, 8, 9 Calle Real/Fairview		1,528	1,565	-2.4%	6,472	6,168	4.9%
<i>Unknown/Miscellaneous</i>							
		3	4	-25.0%	11	15	-26.7%
<b>System Total</b>		<b>21,521</b>	<b>23,492</b>	<b>-8.4%</b>	<b>85,920</b>	<b>92,510</b>	<b>-7.1%</b>

<sup>1</sup> MTD electric shuttles cannot carry bicycles.

Source: GFI Genfare, MTD Transit Development Department, Planning Section



**FY 2018-19 ANNUAL RIDERSHIP REPORTS**

**MTD Wheelchairs Boarded**

LINE		Quarter			YTD		
		Apr 19 - Jun 19	Apr 18 - Jun 18	% Change	FY 2018-2019	FY2017- 2018	% Change
1	West Santa Barbara	352	368	-4.3%	1,487	1,838	-19.1%
2	East Santa Barbara	334	567	-41.1%	1,391	2,814	-50.6%
3	Oak Park	234	272	-14.0%	868	1,004	-13.5%
4	Mesa / SBCC	51	51	0.0%	178	148	20.3%
5	Mesa / La Cumbre	153	185	-17.3%	482	741	-35.0%
6	Goleta	478	511	-6.5%	1,879	2,185	-14.0%
7	County Health / Fairview	539	526	2.5%	2,153	2,137	0.7%
10	Cathedral Oaks	2	6	-66.7%	12	10	20.0%
11	UCSB	642	645	-0.5%	2,572	2,694	-4.5%
12x	Goleta Express	161	169	-4.7%	590	686	-14.0%
14	Montecito	25	112	-77.7%	145	463	-68.7%
15x	SBCC / UCSB Express	6	47	-87.2%	74	221	-66.5%
16	City College Shuttle	100	113	-11.5%	482	357	35.0%
17	Low er West / SBCC	40	57	-29.8%	172	213	-19.2%
20	Carpinteria	382	378	1.1%	1,229	1,698	-27.6%
21x	Carpinteria Express	-	32	-100.0%	27	207	-87.0%
23	Winchester Canyon	13	13	0.0%	46	43	7.0%
24x	UCSB Express	219	114	92.1%	673	572	17.7%
25	Elw ood	16	17	-5.9%	68	73	-6.8%
27	Isla Vista Shuttle	9	6	50.0%	38	60	-36.7%
28	UCSB Shuttle	7	7	0.0%	43	80	-46.3%
36	Seaside Shuttle	7	27	-74.1%	29	68	-57.4%
37	Crosstow n Shuttle	71	31	129.0%	211	166	27.1%
90	West Goleta Amtrak Shuttle	-	-	0.0%	-	-	0.0%
91	East Goleta Amtrak Shuttle	1	-	100.0%	1	-	100.0%
92	Santa Barbara Amtrak Shuttle	-	-	0.0%	1	-	100.0%
	Booster Services	5	1	400.0%	14	12	16.7%
<i>System Subtotal</i>		3,847	4,255	-9.6%	14,865	18,490	-19.6%
<i>Downtown Waterfront Shuttles</i>							
30	State Street Shuttle	174	236	-26.3%	800	856	-6.5%
31	East Beach Waterfront Shuttle	29	53	-45.3%	141	128	10.2%
32	West Beach Waterfront Shuttle	19	24	-20.8%	75	70	7.1%
34	Waterfront Shuttle	15	-	100.0%	15	-	100.0%
<i>Related Routes</i>							
20, 21x Carpinteria		382	410	-6.8%	1,256	1,905	-34.1%
1, 2, 37 East/West & Crosstow n		757	966	-21.6%	3,089	4,818	-35.9%
4, 5, 15x, 16, 17 Mesa Lines		350	453	-22.7%	1,388	1,680	-17.4%
6, 11 State/Hollister		1,120	1,156	-3.1%	4,451	4,879	-8.8%
7, 8, 9 Calle Real/Fairview		539	526	2.5%	2,153	2,137	0.7%
<i>Unknown/Miscellaneous</i>							
		1	1	0.0%	3	3	0.0%
<b>System Total</b>		<b>4,085</b>	<b>4,569</b>	<b>-10.6%</b>	<b>15,899</b>	<b>19,547</b>	<b>-18.7%</b>

Source: GFI Genfare, MTD Transit Development Department, Planning Section

To: MTD Board of Directors  
From: Jerry Estrada, General Manager  
Date: October 1, 2019  
Subject: General Manager's Report

### **Operations, Fleet and Facilities**

The Transit Center renovation project is underway and, at various times of the day, extra supervision has been assigned to assist passengers and drivers with the new line configurations on Chapala and Figueroa. The change continues to run smoothly. Drivers have embraced the long needed construction and have adapted well to the changes.

Cruise ship visitation season has commenced beginning this past weekend. As usual, extra shuttles and supervision have been allocated to the downtown and waterfront areas to accommodate the increased demand.

The Operations and Planning Departments met for our "Round Table", to go over our upcoming Winter 2019 driver bid. This meeting takes place prior to the commencement of bidding to go through the runs slated to be in place upon our next service changes. The next bid will start December 2; bidding should begin the second week of October.

The Santa Barbara Airport will be conducting their 2019 Triennial Full-Scale Disaster Drill this week. MTD will be providing a bus and Supervisor for the training.

As of this week 12 of 14 BYD's are in service. Two BYD buses are currently at BYD's factory in Lancaster undergoing warranty repairs and software updates. This is part of a campaign to return all BYD buses back to the factory. Originally, MTD was returning one bus at a time but now, due to the reduced fall schedule, we are able to return two buses at a time. As of this writing, 9 of 14 are currently completed. Scheduled completion is October 18th.

Hybrids 905 and 909 remain out of service for hybrid system issues. We sent 909's battery pack out for refurbishment at the beginning of September. The vendor replaced multiple bad modules. The battery pack is currently in transit back to MTD. Hybrid bus 904 lost an engine. It had a piston replaced at 200K miles and a main bearing failed at 427,000 miles. The engine has been replaced and the bus is back in service.

Bus 620 has been suffering from excessive engine blow-by. The original engine has 313,000 miles on it and is currently in the shop undergoing an in-frame engine overhaul including a new cylinder head.

Newton Construction is continuing the demolition work at the Transit Center. To date, roof panels, ceiling tiles, and plumbing fixtures have all been "demoed" and removed from the site. Demolition will continue through early October, and then the construction team will transition to framing and rough-ins for the electrical and plumbing.

Stantec, MTD's consultant for the Facilities Master Plan (FMP), is currently interviewing MTD stakeholder groups to aid in projecting future demand for MTD's service. That information will inform facilities needs in the future, which will be incorporated into the final FMP.

Staff is in the process of replacing MTD's existing Gasboy fuel management system with a newer, cloud-based system from Gasboy. The initial step is to set up Gasboy's EKOS cloud-hosted software. After that, staff will oversee the installation of the equipment, which consists of a new controller for the fuel island, new electronic readers for the fuel nozzles, and new bus interface modules that transfer vehicle fuel data back to EKOS.

### **Administration**

Marketing and Community Relations staff participated in PEP's Touch-a-Truck event at Santa Barbara City College. Hundreds of families got to interact with MTD and little ones got to pretend to drive the bus.

The California Transportation Development Act (TDA) requires that a Triennial Performance Audit be conducted of each agency that receives TDA revenues. Staff received a draft of MTD's TDA audit for FY 2016 through FY 2018, and is completing a review of the draft to provide comments to the auditor by October 9.

Staff attended a meeting of the Transportation Emergency Preparedness Plan (TEPP) Advisory Committee on September 25. The TEPP is a joint project of the Ventura County Transportation Commission (VCTC) and the Santa Barbara County Association of Governments (SBCAG). The TEPP was funded following the twin disasters of the Thomas Fire and the Montecito Debris Flow.