



PLANNING AND MARKETING COMMITTEE MEETING AGENDA

Meeting
of the
PLANNING AND MARKETING COMMITTEE
of the
SANTA BARBARA METROPOLITAN TRANSIT DISTRICT
A Public Agency
Thursday, January 30, 2020
10:00am
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 August 29, 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.
- 6. TRANSIT AND INTERCITY RAIL CAPITAL PROGRAM (TIRCP) APPLICATION FOR MTD NEXT WAVE PROJECT - (INFORMATIONAL)**
Staff will present the Committee with a report on MTD's application for funding from TIRCP.
- 7. UPDATE ON SERVICE CHANGE WORK PLAN FOR AUGUST 2020 - (INFORMATIONAL)**
Staff will present the Committee with an update on the Service Change Work Plan for August 2020.
- 8. OTHER BUSINESS AND REPORTS - (ACTION MAY BE TAKEN)**
Committee members will report on other related issues.
- 9. 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.



PLANNING AND MARKETING COMMITTEE DRAFT MINUTES

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

Committee Chair Chuck McQuary called the meeting to order at 2:00 PM.

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, August 23, 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 approve the draft minutes for the meeting of March 12, 2019.

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

5. PUBLIC COMMENT

No public comments were made.

6. PLANNING DEPARTMENT SERVICE WORK PLAN UPDATE - (INFORMATIONAL)

Planning and Marketing Manager Hillary Blackerby presented the Committee with an update on the Service Work Plan for August 2020.

While recognizing that the Service Work Plan Update was an informational item, Committee Member Davis initiated the following motion: to support the Traffic Management Plan (TMP) Proposal for the 101 High Occupancy Vehicle (HOV) Project mitigation program serving Carpinteria, Santa Barbara's Eastside neighborhood, and Santa Barbara City College (SBCC), and to support a contingency fund for possible impacts to the Line 20 service during freeway construction. Bill Shelor seconded the motion and noted that the proposed TMP plan aligns with MTD's following Strategic Plan goals: work with partner agencies to ensure adequate traffic management, and support mode shift to reduce traffic congestion. The motion passed unanimously.

PLANNING AND MARKETING COMMITTEE DRAFT MINUTES

The Committee noted that they are looking forward to updates on the proposed Microtransit Pilot in Goleta.

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

The following business was discussed:

- MTD's participation in a joint presentation with UCSB at the upcoming Central Coast Sustainability Summit on October 16, 2019
- Board revisitation of the Strategic Plan in 2020 after Committee review at the end of 2019
- Transit Center renovations

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: JANUARY 30, 2020 **AGENDA ITEM: #6**

DEPARTMENT: PLANNING

TYPE: INFORMATIONAL ITEM

PREPARED BY: HILLARY BLACKERBY

Signature

REVIEWED BY: GENERAL MANAGER

Signature

SUBJECT: TRANSIT AND INTERCITY RAIL CAPITAL PROGRAM (TIRCP)
APPLICATION FOR MTD NEXT WAVE PROJECT

RECOMMENDATION:

That the Committee receive a report on MTD's application for funding from the California State Transportation Agency's (CalSTA) Transit and Intercity Rail Capital Program (TIRCP).

DISCUSSION:

Staff will provide an update on the project proposal submitted for funding through the TIRCP program. The project is titled "Next Wave: Expanding MTD's Electric Legacy on the South Coast".



PLANNING AND MARKETING COMMITTEE REPORT
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MEETING DATE: JANUARY 30, 2020 **AGENDA ITEM: #7**

DEPARTMENT: PLANNING

TYPE: INFORMATIONAL ITEM

PREPARED BY: HILLARY BLACKERBY _____
Signature

REVIEWED BY: GENERAL MANAGER _____
Signature

SUBJECT: UPDATE ON SERVICE CHANGE WORK PLAN FOR AUGUST 2020

RECOMMENDATION:

That the Committee receive an update on the Service Change Work Plan for August 2020.

DISCUSSION:

Planning staff are currently working on a draft of proposed service changes for August 2020.

The following items are under consideration at this time:

- Minor changes to improve weekend on-time performance for Lines 20 (Carpinteria) and 36 (Seaside Shuttle)
- Minor changes to improve on-time performance on Line 28
- Continued improvement to express nature of Lines 12x & 24x
- New line through agreement with SBCAG for a Traffic Management Plan project for the upcoming 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.