



**PLANNING AND MARKETING COMMITTEE AGENDA**

**Meeting**  
of the  
**PLANNING AND MARKETING COMMITTEE**  
of the  
**SANTA BARBARA METROPOLITAN TRANSIT DISTRICT**  
A Public Agency  
**Thursday, March 5, 2020**  
**11:00am**  
**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 - (ACTION MAY BE TAKEN)**  
The Committee will be asked to approve the draft minutes for the meeting of January 30, 2020.
- 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. DRAFT SERVICE PLAN FOR FISCAL YEAR 2020-21 - (ACTION MAY BE TAKEN)**  
Staff will request that the Committee receive a presentation and provide feedback regarding the proposed service changes for August 2020.
- 7. MICROTRANSIT FARE POLICY - (ACTION MAY BE TAKEN)**  
Staff requests that the Committee recommend a fare structure for MTD's microtransit service to the Board of Directors for adoption.
- 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, January 30, 2020  
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 10:02 AM.

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

Committee Chair McQuary reported that all committee members were present with the exception of Committee Member Bill Shelor.

**3. REPORT REGARDING POSTING OF AGENDA**

Christina Perry, Administrative Assistant / Clerk of the Board, reported that the agenda was posted on January 24, 2020, 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 - (ACTION MAY BE TAKEN)**

The Committee was asked to approve the draft minutes for the meeting of August 29, 2019.

Committee Member Dave Davis moved to approve the minutes. Committee Chair McQuary seconded the motion. The motion passed unanimously.

**5. PUBLIC COMMENT**

No public comments were made.

**6. TRANSIT AND INTERCITY RAIL CAPITAL PROGRAM (TIRCP)  
APPLICATION FOR MTD NEXT WAVE PROJECT - (INFORMATIONAL)**

Planning and Marketing Manager Hillary Blackerby presented the Committee with a report on MTD's application for funding from TIRCP.

**COMMITTEE MEMBER SHELOR ENTERED THE MEETING AT 10:04 A.M.**

<b>PLANNING AND MARKETING COMMITTEE DRAFT MINUTES</b>
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**7. UPDATE ON SERVICE CHANGE WORK PLAN FOR AUGUST 2020 - (INFORMATIONAL)**

Ms. Blackerby presented the Committee with an update on the Service Change Work Plan for August 2020. The Board heard public comments from Mr. Howard Green regarding past changes, recommendations for stop changes, booster services, and MTD's communication with the public.

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

It was reported that Committee Chair McQuary, General Manager Jerry Estrada, and Planning and Marketing Manager Blackerby attended the City of Carpinteria's Transportation Committee Meeting.

**9. ADJOURNMENT**

Committee Member Davis moved to adjourn the meeting. Committee Member Shelor seconded the motion. The motion passed unanimously and the meeting was adjourned 11:45 AM.



**PLANNING AND MARKETING COMMITTEE REPORT**

**MEETING DATE:** MARCH 5, 2020 **AGENDA ITEM: #6**  
**DEPARTMENT:** PLANNING  
**TYPE:** ACTION ITEM  
**PREPARED BY:** HILLARY BLACKERBY \_\_\_\_\_  
*Signature*  
**REVIEWED BY:** GENERAL MANAGER \_\_\_\_\_  
*Signature*  
**SUBJECT:** DRAFT SERVICE PLAN FOR FISCAL YEAR 2020-21

**RECOMMENDATION:**

Staff requests that the Committee receive a presentation and provide feedback regarding the proposed service changes for August 2020.

**DISCUSSION:**

Staff is considering a .09% increase in revenue hours for FY 2020-21. The approved service level for FY 2019-20 was 227,696 hours. The changes currently under consideration would increase the service level to 227,906 hours representing a net increase of 210 hours. The potential net increase in service hours is primarily comprised of minor adjustments for on-time performance and new service funded by Caltrans via SBCAG. Other service changes are proposed to make service more efficient.

Lines	Purpose of Changes	Additional Revenue Hours
<b>20, 27, 28, &amp; 36</b>	On-time performance	29
<b>12x &amp; 24x</b>	On-time performance	0
<b>16</b>	Service reduction	(688)
<b>3 &amp; 7</b>	Minor adjustments	(167)
<b>19x</b>	New Caltrans/SBCAG funded service	956*
<b>Booster services</b>	Routing changes	30
<b>Miscellaneous</b>	Minor adjustments	50
	<b>Total:</b>	<b>210**</b>

\*Line 19x is to be funded by Highway 101 Traffic Mitigation Plan funds through an agreement with SBCAG.

\*\*The Microtransit Pilot is expected to start in Fiscal Year 2020-21 and would add revenue hours to MTD's total service.

**PLANNING AND MARKETING COMMITTEE REPORT**

**New peak hour line serving Carpinteria, Santa Barbara’s Eastside, and SBCC**

MTD is currently in the final stages of executing an agreement with SBCAG as part of the Traffic Management Plan (TMP) associated with the forthcoming Phase IV of the Highway 101 High-Occupancy Vehicle Lane Project. This funding agreement would provide for a new express bus route, to operate for at least the first two years of the highway project in an effort to mitigate traffic congestion in the 101 corridor.

This new line, to be named the Line 19x, will have two northbound AM peak trips, one midday round trip, and two southbound PM peak trips. The northbound route will originate in Carpinteria, serve Santa Barbara’s Eastside, and terminate at the Santa Barbara City College campus. The southbound route will do the opposite. Proposed stops are listed below.

<b>Proposed Stops for Line 19x (Carpinteria-SBCC Express)</b>	
<b>Northbound/Outbound Stops</b>	<b>Southbound/Inbound Stops</b>
Carpinteria & Palm	SBCC Main Campus
Carpinteria Ave & Elm	Haley & Laguna
Via Real & Santa Ynez	Milpas & Gutierrez
Milpas & Carpinteria St	Milpas & Quinientos
Milpas & Montecito	Via Real & Cramer
Gutierrez & Laguna	Carpinteria Ave & Holly
SBCC Main Campus	Casitas Plaza

The Line 19x route is intended to reduce single-occupancy vehicle trips in the corridor, and provides a one-seat ride from both Carpinteria and the Eastside to SBCC, two routes long requested by the riding public. The service will operate Monday through Friday on weekday service days only, and will not operate during SBCC Winter and Spring breaks. The service will run for approximately 225 days per year.

<b>Proposed Line 19x AM Trip Departure and Arrival Times</b>	
<b>Departure from Carpinteria &amp; Palm</b>	<b>Arrival at SBCC</b>
7:00am	7:40am
8:00am	8:40am
11:45am	12:20pm

<b>Proposed Line 19x PM Trip Departure and Arrival Times</b>	
<b>Departure from SBCC</b>	<b>Arrival at Casitas Plaza</b>
12:40pm	1:20pm
4:30pm	5:20pm
5:30pm	6:20pm

**Line 16 frequency reduction**

Line 16 (SBCC Shuttle) is a short and direct route running between the Transit Center and Santa Barbara City College on weekdays when SBCC is in session in the Fall and Spring semesters. Under this proposal, Line 16 would lose 5.5 roundtrips a day, and between 12:30pm and the end of service, frequency would be reduced from 20 minutes to every 35 minutes. The span of service would be expanded slightly at the end of the service window. Currently, the last Line 16 leaves West Campus stop at 5:31pm. Under this proposal, the last Line 16 would leave West Campus

at approximately 5:56pm, allowing students who get out of class at 5:30pm time to reach the last bus.

### **Minor on-time performance adjustments**

Upon staff analysis of current on-time performance, minor changes are needed on Lines 20, 27, 28, and 36 due to traffic congestion along the routes. This will consist mostly of small changes, reallocating time between time points, or adjusting trip times at a specific time of day. Adjustments on Lines 20, 27, and 36 will only be on weekend service days; adjustments on Line 28 will only be on weekday service days when UCSB is in session. With these proposed schedule adjustments Line 20 will lose 0 trips, Line 27 will lose 2 round trips, Line 28 will lose 13 round trips, and Line 36 will lose 5 round trips.

### **Line 36 routing change assessment**

Line 36 (Seaside Shuttle) routing is currently being assessed by MTD Planning and Operations staff for a possible change. Currently, Line 36 acts as a circulator route and travels along Ogan Road between Casitas Pass and Camino Trillado. There is interest in the neighborhood in changing the route alignment in this section of the neighborhood as Ogan Road has received increased traffic volumes as vehicles try to avoid Highway 101 during construction. Staff is currently assessing routing via either Shemara Street or El Carro Lane. Details of possible stop relocation and operational needs for the transit vehicle are under consideration.

### **Minor adjustments on Lines 3 and 7 for operational efficiency**

The first weekday morning Line 3 (Oak Park) inbound trip currently originates at the Treasure and Tallant stop, though it is not listed on the published schedule. This is entirely unnecessary and duplicative since the next Line 3 arrives approximately 3 minutes later. Staff proposes removing this partial trip.

The last weekday inbound trip of the Line 7 (Goleta Old Town) is a partial trip that originates at 9:30pm at Calle Real and Turnpike and ends at the Transit Center at 10:00pm. This trip does not connect from the other end of the Line 7 route, and ridership on this partial trip is minimal. This change would not affect the outbound schedule of the Line 7.

### **Efficiency improvements and on-time performance for Lines 12x and 24x**

In August 2019, MTD reduced the number of stops on Lines 12x (Goleta Express) and 24x (UCSB Express) in an effort to increase the express nature of these important routes. Lines 12x and 24x are interlined, meaning that for most of the day one line becomes the other at the end of the route.

In the first six months of these changes, staff has assessed total dwell time, trip time, and on-time performance on these lines to assess further changes. Staff recommends taking some time from the 12x schedule and sliding it to the 24x schedule to address some on-time performance issues.

### **Minor booster service routing changes**

In December 2019, Planning staff effected a minor change on the Line 2630 AM booster route serving Goleta Valley Junior High by adding a bus stop at Los Carneros and Karl Storz Drive. This was added to serve the residents of the newly inhabited residential area along Los Carneros Road near the 101 overcrossing. As of March 2<sup>nd</sup>, 2020, the 2630 PM route has been changed to serve this area on the trip back in the afternoon, with the activation of a matching stop on the other side of Los Carneros. The PM route is now the reverse route of the AM route. These changes did not add any revenue hours.

To further serve this area, staff is recommending adding the Los Carneros at Karl Storz Drive to the 2660 booster route, which is only a PM route that picks up at Goleta Valley Junior High School after 7<sup>th</sup> period. The route already passes this area, this change would simply give students the option of alighting near the Los Carneros housing.

Additionally, staff recommends making changes to the 2740 AM and PM routes that serve Dos Pueblos High School. The AM route would begin at Los Carneros and Karl Storz Drive, and then continue up Hollister to connect with the original route. The PM route would end at Los Carneros and Karl Storz Drive.

### **Microtransit- The Wave**

MTD's Microtransit Pilot in Goleta is still planned to begin later in 2020. Marketing staff have selected a name and branding for the service—The Wave. Three Ford Transit 350 EL vans are on order and are scheduled to be manufactured in the next few months. Plans for span of service and days of service are in the works, and the service change survey will contain specific questions related to microtransit service.

### **Community feedback**

Community meetings to receive feedback are currently being scheduled for the month of April in Santa Barbara, Carpinteria and Goleta. The same service change presentation will be given at a meeting of the Isla Vista Community Services District board. To accompany the meetings, staff are again planning to distribute a survey that explains the proposed changes and seeks input from the public.



**PLANNING AND MARKETING COMMITTEE REPORT**

<b>MEETING DATE:</b>	MARCH 5, 2020	<b>AGENDA ITEM: #7</b>
<b>DEPARTMENT:</b>	PLANNING	
<b>TYPE:</b>	ACTION ITEM	
<b>PREPARED BY:</b>	HILLARY BLACKERBY	_____
		<i>Signature</i>
<b>REVIEWED BY:</b>	GENERAL MANAGER	_____
		<i>Signature</i>
<b>SUBJECT:</b>	MICROTRANSIT FARE POLICY	

**RECOMMENDATION:**

Staff requests that the Committee recommend a fare structure for MTD’s microtransit service to the Board of Directors for adoption.

**DISCUSSION:**

As previously presented, Santa Barbara MTD will be conducting a one-year pilot of microtransit service in the Goleta area.

Trips will be paid for in one of two ways: through the TransLoc smartphone application or via cash onboard.

Staff recommends a standard fare of \$3.00 for one one-way trip, and \$1.50 reduced fare for people age 62 and over, Medicare cardholders, and people with disabilities who qualify via MTD’s mobility reduced fare program.

Staff also recommends that MTD offer free transfers from a microtransit trip to MTD fixed route service.