

# Thoughts from the General Manager & Board of Directors

With rising annual ridership of nearly 6.5 million and an average of 21,653 riders per weekday, Santa Barbara MTD provides the largest and most efficient means of public transportation in the County, and is one of the most successful small operations in the nation. The Federal Transit Administration’s Small Transit Intensive Cities program (STIC) was designed to reward small urban transit systems generating a disproportionate level of ridership. MTD is the only public transit operator in the U.S. that has qualified for full funding each year since the STIC program was implemented in 2005.

MTD’s successful collaboration with UCSB to mitigate campus housing and enrollment expansion with public transit service has been remarkable. As a result, UCSB increased its financial commitment to improve service with 10 minute frequency on Line 28. Express routes serving Santa Barbara, UCSB, and Goleta were adjusted to improve travel time, and the temporary reallocation of resources associated with Carpinteria and Santa Barbara intercity routes has improved reliability and increased ridership.

Providing quality service to meet the diverse needs of our community requires innovation and flexibility, and our planned microtransit service will offer a new way to get around.

MTD and the Santa Barbara County Association of Governments have partnered on a number of initiatives, including state capital assistance for facilities improvements, and a project in development to support temporary express bus service between Carpinteria and Santa Barbara during the Highway 101 Phase IV construction.

Progress on our future fuel path continues, with the switch to renewable diesel and the procurement of fourteen Chevy Bolt EVs to replace current gasoline fueled non-revenue vehicles. As we come to the end of our 50th year serving the South Coast, we invite you to get on board.

**Jerry Estrada**  
MTD General Manager

**Board of Directors**  
Dave Davis, Chair  
David Tabor, Vice Chair  
Bill Shelor, Secretary  
Dick Weinberg  
Chuck McQuary  
Paula Perotte  
Olivia Rodriguez



**The Mission of MTD**  
is to enhance the mobility of South Coast residents, commuters, and visitors by offering safe, appealing, equitable, environmentally responsible, and fiscally sound transit service.

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# REPORT TO THE COMMUNITY

January 2020





## Fleet & Facility Improvements

### Transit Center renovation

Renovation of the Transit Center on Chapala began in August and is scheduled for completion in Spring of 2020. Temporary facilities are in place, and construction is well underway. The completed project will feature a completely revamped interior, new bus driveway and sidewalk, brighter lighting, new landscaping.

### Facilities Master Plan

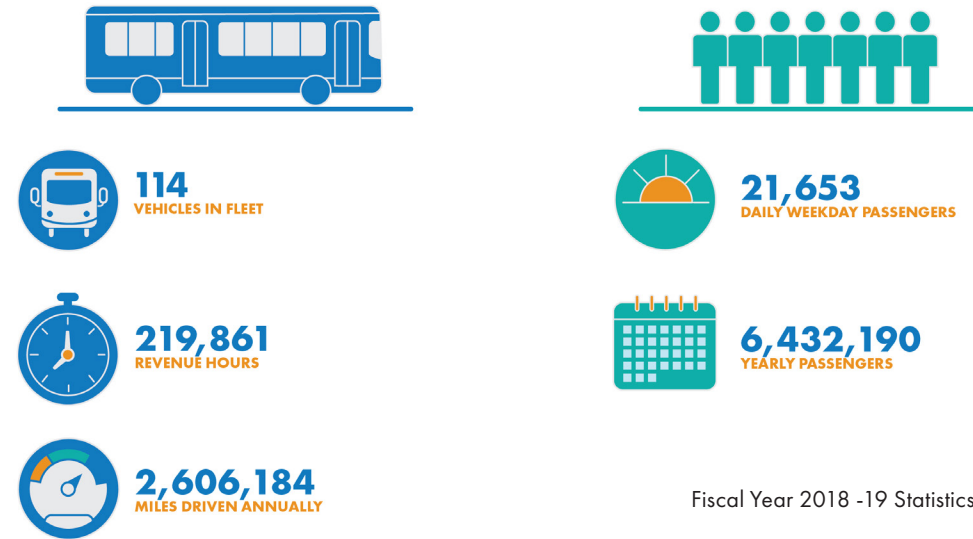
The District recently completed a Facilities Master Plan process, assessing current and future needs, and planning for full fleet electrification. MTD's property on Overpass Road in Goleta will eventually be reactivated as a second terminal site to accommodate MTD's operational needs.

### Renewable Diesel

Starting in December 2019, all MTD diesel buses are being fueled with renewable diesel, a non-petroleum based fuel that reduces diesel emissions by 80 percent. Made from waste fats and used cooking oil, renewable diesel works as a drop-in fuel, able to work in the same tanks and vehicles as petroleum diesel. Better still, the price of the new fuel is comparable to standard diesel prices.



## District Stats



Fiscal Year 2018 -19 Statistics

## Tired of traffic?



One bus can replace over 30 cars on the road.



## Partnerships & Progress

### Partnership with UCSB deepens

Building on a multi-decade partnership, MTD and UC Santa Barbara amended an existing agreement this year to increase service on the Line 28 that runs between Camino Real Marketplace, Isla Vista, and the UCSB campus—now with 10 minute headways. Transit ridership at UCSB and in Isla Vista has skyrocketed over the past 3 years. UCSB funds operations on this line, and in addition to being free for students thanks to the longstanding student pass program, UCSB faculty and staff can also ride Line 28 for free.

### Electrical upgrades

In an effort to further reduce emissions, MTD has ordered 14 new Chevrolet Bolt fully electric vehicles to replace the agency's aging non-revenue vehicle fleet. With significant funding assistance from Southern California Edison's Charge Ready Program, the infrastructure to charge these vehicles is being permitted and installed in early 2020. This is a productive step towards meeting the board-adopted goal of a 100 percent zero-emissions fleet by 2030.

## On the Horizon

### Microtransit Pilot

Mid-2020 will see the launch of a Microtransit pilot in the City of Goleta. Microtransit is flexible, on-demand, curb-to-curb, transit service to and from points within a specified zone, for a flat rate in a 8 passenger van. This one year pilot is funded by a grant from the State of California's Low Carbon Transit Operations Program.

### Calle Real housing

MTD owns a 19 acre site zoned for residential development on Calle Real in the Eastern Goleta Valley. In 2019, the MTD Board of Directors moved forward with a request for proposals to develop residential units on the site. MTD is currently negotiating terms with a development team, and hopes to move forward with a project concept soon.