



BOARD OF DIRECTORS AGENDA

REGULAR MEETING
of the
BOARD OF DIRECTORS
of the
SANTA BARBARA METROPOLITAN TRANSIT DISTRICT
A Public Agency
Tuesday, January 21, 2025
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), Jen Lemberger (Secretary), Paula Perotte (Director), Arjun Sarkar (Director), Alberto Lapuz (Director), Monica Solórzano (Director).
- 3. REPORT REGARDING THE POSTING OF THE AGENDA**

CONSENT CALENDAR

- 4. APPROVAL OF PRIOR MINUTES - (ACTION MAY BE TAKEN)**
The Board of Directors will be asked to review and approve the draft minutes for the regular meeting of January 7, 2025.
- 5. CASH REPORTS - (ACTION MAY BE TAKEN)**
The Board of Directors will be asked to review and approve the Cash Reports from December 7, 2024, through December 27, 2024, and December 28, 2024 through January 10, 2025.
- 6. STRATEGIC PLAN: 2025 - 2029 – (ACTION MAY BE TAKEN - ATTACHMENT)**
Staff recommends that the Board of Directors review and consider adoption of MTD's revised Strategic Plan: 2025 - 2029.

THIS CONCLUDES THE CONSENT CALENDAR

- 7. 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 and at MTD Administrative offices.

BOARD OF DIRECTORS AGENDA

8. RECESS TO CLOSED SESSION: REAL PROPERTY NEGOTIATIONS (GOVERNMENT CODE §54956.8) - (ACTION MAY BE TAKEN)

Property: 4678 Calle Real / 149 North San Antonio Road.

Agency Negotiators: General Manager Jerry Estrada; District Outside Counsel, Graham Lyons.

Negotiating Parties: Con/Am Group.

Under Negotiation: Price and terms of payment.

PUBLIC COMMENT RELATED TO THE CLOSED SESSION ITEM WILL BE ALLOWED BEFORE THE RECESS

9. PLANNING WORK PLAN FOR FY 2025-26 (INFORMATIONAL)

That the Board of Directors receive an update from the Planning Department on the service change work plan for FY 2025-26.

10. TERMINAL 2 PROJECT UPDATE (INFORMATIONAL)

Staff recommends that the Board receive an update on the recommissioning of Terminal 2 at 5353 Overpass Road in Goleta.

11. ELECTION OF OFFICERS (ACTION MAY BE TAKEN)

Staff recommends that the Board conduct the annual election of Board officers.

12. SOCIAL MEDIA MANAGEMENT POLICY (ACTION MAY BE TAKEN - ATTACHMENT)

That the Board of Directors adopt the proposed Social Media Management Policy and Guidelines.

13. GENERAL MANAGER'S REPORT – (INFORMATIONAL)

The General Manager will report on any updates to District activities.

14. OTHER BUSINESS AND REPORTS – (INFORMATIONAL)

The Board will report on other related public transit issues and committee meetings.

15. 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
BOARD OF DIRECTORS
of the
SANTA BARBARA METROPOLITAN TRANSIT DISTRICT
A Public Agency
Tuesday, January 7, 2025
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

Chair Davis reported that all members were present with the exception of Director Solórzano.

3. REPORT REGARDING THE POSTING OF THE AGENDA

Steve Maas, Interim Clerk of the Board/Executive Assistant reported that the agenda was posted on Monday, December 30, 2024, 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 - (ACTION MAY BE TAKEN)

The Board of Directors were asked to review and approve the draft minutes for the regular meeting of November 19, 2024.

5. CASH REPORTS - (ACTION MAY BE TAKEN)

The Board of Directors were asked to review and approve the Cash Reports from November 9, 2024, through November 22, 2024, and November 23, 2024 through December 6, 2024.

Vice Chair Tabor moved to approve the consent calendar. Director Lapuz seconded the motion. The consent calendar was approved unanimously with one absent.

THIS CONCLUDES THE CONSENT CALENDAR

6. PUBLIC COMMENT

No public comments were made.

BOARD OF DIRECTORS DRAFT MINUTES

7. RECESS TO CLOSED SESSION: REAL PROPERTY NEGOTIATIONS (GOVERNMENT CODE §54956.8) - (ACTION MAY BE TAKEN)

Property: 4678 Calle Real / 149 North San Antonio Road.

Agency Negotiators: General Manager Jerry Estrada; District Outside Counsel, Graham Lyons.

Negotiating Parties: Con/Am Group.

Under Negotiation: Price and terms of payment.

No public comments were made related to the Closed Session.

Chair Davis recessed the Board to Closed Session at 8:35 A.M.

The Board reconvened from Closed Session at 9:10 A.M.

Chair Davis reported no action was taken.

8. DRAFT STRATEGIC PLAN: 2025-2029 – (ACTION MAY BE TAKEN - ATTACHMENTS)

Staff recommended that the Board of Directors review and consider adoption of MTD's draft updated Strategic Plan, with any modifications requested by the Board.

Secretary Lemberger requested the addition of an additional Value regarding MTD's internal culture. Vice Chair Tabor and Chair Davis requested that Action Items should look to enhance or expand activities, rather than simply continuing the activities. Chair Davis stressed the importance of working with MTD's partners to ensure that land use planning is connected with transportation planning. Director Lapuz suggested the implementation of driver assistive technology and development of a driver productivity measure. He also mentioned that many of the UCSB and SBCC student riders will expect to see innovative technology on MTD's buses. Chair Davis mentioned the importance of analyzing the weaknesses and threats facing MTD. Director Perotte discussed the upcoming need for transportation for residents of the new housing that will be constructed in the near future. Director Sarkar was interested in the future of MTD's service area, and asked what the top comments were from MTD employees. He also discussed the possibility of applying for state or federal funding to work with an agency such as SBCC on an innovation workshop. Chair Davis stressed that regional transit and paratransit will continue to grow in importance in the South Coast, and MTD must continue to be involved in these services. The Chair also stated that MTD should consider the composition of the agency's Board of Directors. Director Perotte stressed that the Strategic Plan is a living document, and the other Board members agreed.

Chair Davis moved to approve the Strategic Plan: 2025-2029 with modifications to add an additional Value and amend Action Items as discussed above. Director Perotte seconded the motion. The motion was approved unanimously with one absent.

9. OTHER BUSINESS AND REPORTS – (INFORMATIONAL)

No other business or reports were presented.

10. ADJOURNMENT

Chair Davis adjourned the meeting at 11:00 A.M.

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.

Santa Barbara Metropolitan Transit District
Cash Report
Board Meeting of January 21, 2024
For the Period December 7, 2024 through December 27, 2024

MONEY MARKET

Beginning Balance December 7, 2024 **\$3,195,442.70**

Accounts Receivable	765,176.50
Property Tax Revenue	646,834.79
Passenger Fares	115,656.23
Prepays & Advertising	6,155.40
Miscellaneous Income	2,118.62
Total Deposits	1,535,941.54

Miscellaneous Transfers	(28,799.36)
401(k)/Pension Transfer	(73,414.94)
Payroll Taxes	(350,183.37)
Payroll	(825,185.32)
Accounts Payable	(1,666,808.25)
Total Disbursements	(2,944,391.24)

Ending Balance **\$1,786,993.00**

CASH INVESTMENTS

LAIF Account	\$6,346,197.49
Money Market Account	1,786,993.00

Total Cash Balance **\$8,133,190.49**

SELF INSURED LIABILITY ACCOUNTS

WC / Liability Reserves	(\$3,441,833.83)
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Working Capital **\$4,691,356.66**

Santa Barbara Metropolitan Transit District
Accounts Payable

Check #	Date	Company	Description	Amount	Voids
136131	11/1/2024	EAST PENN MANUFACTURING CO	BUS PARTS	1,273.84	V
136411	12/13/2024	ABC BUS COMPANIES INC	BUS PARTS	569.15	
136412	12/13/2024	AMERICAN MOVING PARTS LLC	BUS PARTS	217.37	
136413	12/13/2024	HENRY ANDREWS	RETIREE HEALTH REIMBURSEMENT	285.00	
136414	12/13/2024	ASBURY ENVIRONMENTAL SERVI	WASTE OIL RECYCLER	102.00	
136415	12/13/2024	BRINK'S INCORPORATED	ARMORED TRANSPORTATION SERVI	900.79	
136416	12/13/2024	JAMES BRACKETT	RETIREE HEALTH REIMBURSEMENT	168.00	
136417	12/13/2024	KARL BRETZ	RETIREE HEALTH REIMBURSEMENT	285.00	
136418	12/13/2024	ROBERT BURNHAM	RETIREE HEALTH REIMBURSEMENT	285.00	
136419	12/13/2024	BYD MOTORS LLC	CAPITAL LEASE PAYMENT	31,625.22	
136420	12/13/2024	GILBERT CALLES	RETIREE HEALTH REIMBURSEMENT	105.00	
136421	12/13/2024	MIKE CARDONA	RETIREE HEALTH REIMBURSEMENT	150.00	
136422	12/13/2024	CELTIS VENTURES INC.	MARKETING SERVICES	918.00	
136423	12/13/2024	COASTAL HOUSING COALITION (C	ANNUAL S.B. CONFERENCE	500.00	
136424	12/13/2024	STAN CISOWSKI	RETIREE HEALTH REIMBURSEMENT	84.00	
136425	12/13/2024	COMMUNITY RADIO INC.	GIBRALTAR SITE RENTAL	311.64	
136426	12/13/2024	CPS HR CONSULTING DBA	CONSULTING SERVICES	4,995.00	
136427	12/13/2024	COX COMMUNICATIONS CORP.	INTERNET & CABLE TV	548.34	
136428	12/13/2024	CUMMINS SALES & SERVICE DBA	BUS PARTS & REPAIRS	8,901.41	
136429	12/13/2024	NANCY CURTIS	RETIREE HEALTH REIMBURSEMENT	285.00	
136430	12/13/2024	DAY WIRELESS SYSTEMS	TWO-WAY RADIOS	49,635.74	
136431	12/13/2024	ALLIANT POWER DBA	BUS PARTS	4,041.38	
136432	12/13/2024	DIVERSIFIED TRANSPORTATION S	FREIGHT CHARGES	197.70	
136433	12/13/2024	EASY LIFT TRANSPORTATION INC	MONTHLY/CAPITAL ADA SUBSIDY	80,362.07	
136434	12/13/2024	EAST PENN MANUFACTURING CO	BUS PARTS	1,273.84	
136435	12/13/2024	FIDELITY SECURITY LIFE INS. CO	VISION INSURANCE	542.90	V
136436	12/13/2024	GIBBS INTERNATIONAL INC	BUS PARTS	1,258.84	
136437	12/13/2024	GILLIG LLC	BUS PARTS	3,569.75	
136438	12/13/2024	GARY GLEASON	RETIREE HEALTH REIMBURSEMENT	247.95	
136439	12/13/2024	GOLETA WATER DISTRICT	UTILITIES	286.92	
136440	12/13/2024	JIM HAGGERTY	RETIREE HEALTH REIMBURSEMENT	285.00	
136441	12/13/2024	ALI HABIBI	RETIREE HEALTH REIMBURSEMENT	168.00	
136442	12/13/2024	H&H WHOLESALE PARTS	BUS PARTS & SHOP SUPPLIES	39.93	
136443	12/13/2024	HAYWARD LUMBER	SHOP/B&G SUPPLIES	18.70	
136444	12/13/2024	IAN'S TIRE AND AUTO REPAIR DB	SERVICE VEHICLE TIRES & REPAIRS	280.85	
136445	12/13/2024	INTELLICORP RECORD INC.	PRE-EMPLOYMENT CHECK	18.15	
136446	12/13/2024	DEPT. INDUSTRIAL RELATIONS-ST	ANNUAL SELF INSURANCE FEE	31,867.11	
136447	12/13/2024	JAY DANIEL ROBERTSON	RETIREE HEALTH REIMBURSEMENT	855.00	

Check #	Date	Company	Description	Amount	Voids
136448	12/13/2024	LOUIS JONES	RETIREE HEALTH REIMBURSEMENT	97.50	
136449	12/13/2024	KITCHELL CEM INC.	CONFERENCE ROOM UPGRADES	3,448.50	
136450	12/13/2024	KIRKS AUTOMOTIVE INC	BUS/AUTO PARTS	2,766.30	
136451	12/13/2024	LINDA LEE LACKEY	RETIREE HEALTH REIMBURSEMENT	1,710.00	
136452	12/13/2024	LANSPEED DBA	IT SERVICES	2,935.00	
136453	12/13/2024	LITTLEPAY INC	TAP2PAY FEES	615.61	
136454	12/13/2024	MAYAN GENERAL CONSTRUCTIO	LANDSCAPE MAINTENANCE SERVIC	3,600.00	
136455	12/13/2024	MC CORMIX CORP. (GAS)	FUEL-SERVICE VEHICLES	719.42	
136456	12/13/2024	MERRIMAC ENERGY GROUP	RENEWABLE DIESEL FUEL	44,903.94	
136457	12/13/2024	MCMASTER-CARR SUPPLY CO.	SHOP/B&G SUPPLIES	202.49	
136458	12/13/2024	MISSION LINEN SUPPLY INC	UNIFORM & LINEN SERVICE	371.47	
136459	12/13/2024	MOHAWK MFG. AND SUPPLY CO.	BUS PARTS	1,093.18	
136460	12/13/2024	WILLIAM MORRIS	RETIREE HEALTH REIMBURSEMENT	285.00	
136461	12/13/2024	NFI PARTS DBA	BUS PARTS	922.84	
136462	12/13/2024	O'REILLY AUTO PARTS DBA	BUS/SERVICE VEHICLE PARTS	144.58	
136463	12/13/2024	CARLOS ORNELAS	RETIREE HEALTH REIMBURSEMENT	285.00	
136464	12/13/2024	LUIGI OTTIERI	RETIREE HEALTH REIMBURSEMENT	285.00	
136465	12/13/2024	RADIO ACTIVITY DBA	RADIO REPEATER IMPROVEMENTS	8,110.00	
136466	12/13/2024	REPUBLIC ELEVATOR INC	ELEVATOR MAINTENANCE	198.82	
136467	12/13/2024	JERRY NAMBA CH 7 TRUSTEE FOR	PUBLIC NOTICE ADS	70.00	
136468	12/13/2024	SPECIAL DISTRICT RISK MGMT	HEALTH INSURANCE	92,131.44	
136469	12/13/2024	SMITTY'S TOWING SERVICE DBA	TOWING SERVICES	1,320.00	
136470	12/13/2024	SM TIRE CORP.	BUS TIRE MOUNTING	779.00	
136471	12/13/2024	SMART & FINAL	OFFICE/MEETING SUPPLIES	255.24	
136472	12/13/2024	STANTEC ARCHITECTURE INC.	FACILITIES A&E SERVICES	88,160.31	
136473	12/13/2024	STAPLES CONTRACT & COMMERC	OFFICE SUPPLIES	162.02	
136474	12/13/2024	THE COUNTRY MEAT MARKET IN	HOLIDAY LUNCHEON	6,906.72	
136475	12/13/2024	THE MEDCENTER	MEDICAL EXAMS	1,350.00	
136476	12/13/2024	THE W.W. WILLIAMS COMPANY L	BUS PARTS	855.00	
136477	12/13/2024	TEAMSTERS MISC SECURITY TRU	UNION MEDICAL INSURANCE	232,781.00	
136478	12/13/2024	TEAMSTERS PENSION TRUST	UNION PENSION	92,011.23	
136479	12/13/2024	TEAMSTERS UNION LOCAL NO. 18	UNION DUES	11,898.00	
136480	12/13/2024	J.C.M. AND ASSOCIATES INC.	UNIFORMS	947.31	
136481	12/13/2024	VALLEY POWER SYSTEMS INC	BUS PARTS	462.50	
136482	12/13/2024	JOHN J. VASQUEZ	RETIREE HEALTH REIMBURSEMENT	285.00	
136483	12/13/2024	VENTURA STEEL INC	B&G REPAIRS & SUPPLIES	69.81	
136484	12/13/2024	VERIZON WIRELESS	WIRELESS PHONES & AIM CELLULA	1,114.80	
136485	12/13/2024	VERITECH INC	BUS PARTS	1,514.00	
136486	12/13/2024	DANIEL WALKER	RETIREE HEALTH REIMBURSEMENT	251.77	
136487	12/13/2024	WAXIE SANITARY SUPPLY DBA	JANITORIAL SUPPLIES	1,246.05	
136488	12/13/2024	ALEXANDER YOUNG	RETIREE HEALTH REIMBURSEMENT	276.16	

Check #	Date	Company	Description	Amount	Voids
136489	12/20/2024	ABC BUS COMPANIES INC	BUS PARTS	1,881.21	
136490	12/20/2024	ADVANCED CABLE SYSTEMS COR	IT EQUIPMENT & SUPPLIES	816.18	
136491	12/20/2024	AT&T MOBILITY-CC	TAP2PAY COMMUNICATIONS	1,019.55	
136492	12/20/2024	CENTRAL COAST CIRCULATION L	BUS BOOK DISTRIBUTION	777.00	
136493	12/20/2024	CENTRAL COAST TANK TESTING	TANK TESTS	1,390.00	
136494	12/20/2024	CINTAS CORPORATION	SAFETY SUPPLIES	951.00	
136495	12/20/2024	CROCKER REFRIGERATION & AIR	HVAC HEATER EXCHANGE	3,775.00	
136496	12/20/2024	CUMMINS SALES & SERVICE DBA	BUS PARTS & REPAIRS	3,758.31	
136497	12/20/2024	CROSSLINE SUPPLY LLC	BUS PARTS	11,263.24	
136498	12/20/2024	DOCUPRODUCTS CORPORATION	COPIER MAINTENANCE/SUPPLIES	65.80	
136499	12/20/2024	DOMINANCE SOFTWARE DEVELO	SOFTWARE SUPPORT SERVICES	225.00	
136500	12/20/2024	EASY LIFT TRANSPORTATION INC	MONTHLY/CAPITAL ADA SUBSIDY	97,459.89	
136501	12/20/2024	EAST PENN MANUFACTURING CO	BUS PARTS	1,273.84	
136502	12/20/2024	ESP LOCKSMITH DBA	B&G REPAIRS & SUPPLIES	140.00	
136503	12/20/2024	EVERSHADE LLC DBA	STEAM CLEANING TC/EXPRESS ZON	2,900.00	
136504	12/20/2024	GIBBS INTERNATIONAL INC	BUS PARTS	1,625.21	
136505	12/20/2024	GILLIG LLC	BUS PARTS	751.81	
136506	12/20/2024	GOODYEAR TIRE & RUBBER CO	BUS TIRE LEASE	11,782.00	
136507	12/20/2024	GRAPHICINK	PRINTING SERVICES	244.69	
136508	12/20/2024	HAYWARD LUMBER	SHOP/B&G SUPPLIES	75.56	
136509	12/20/2024	HOME IMPROVEMENT CTR.	SHOP/B&G SUPPLIES	66.66	
136510	12/20/2024	LENZ PEST CONTROL INC	FUMIGATION SERVICES	259.60	
136511	12/20/2024	MC CORMIX CORP. (OIL)	LUBRICANTS	6,482.80	
136512	12/20/2024	MERRIMAC ENERGY GROUP	RENEWABLE DIESEL FUEL	22,392.43	
136513	12/20/2024	MCMaster-CARR SUPPLY CO.	SHOP/B&G SUPPLIES	148.19	
136514	12/20/2024	MISSION LINEN SUPPLY INC	UNIFORM & LINEN SERVICE	334.36	
136515	12/20/2024	MOHAWK MFG. AND SUPPLY CO.	BUS PARTS	1,272.40	
136516	12/20/2024	NATIONAL INTERSTATE INS INC.	LIABILITY INSURANCE	77,911.48	
136517	12/20/2024	NEWEGG BUSINESS INC	IT EQUIPMENT & SUPPLIES	609.82	
136518	12/20/2024	NFI PARTS DBA	BUS PARTS	339.17	
136519	12/20/2024	O'REILLY AUTO PARTS DBA	BUS/SERVICE VEHICLE PARTS	18.53	
136520	12/20/2024	SAFETY-KLEEN CORPORATION	SHOP EQUIPMENT MAINTENANCE	549.03	
136521	12/20/2024	SILVAS OIL CO. INC.	LUBRICANTS	2,941.31	
136522	12/20/2024	SO. CAL. EDISON CO.	UTILITIES	11,278.67	
136523	12/20/2024	SOCALGAS	UTILITIES	1,747.64	
136524	12/20/2024	STAPLES CONTRACT & COMMERC	OFFICE SUPPLIES	83.45	
136525	12/20/2024	SWRCB ACCOUNTING OFFICE	STORM WATER PERMITS	3,596.00	
136526	12/20/2024	SB CITY OF-REFUSE & WATER	UTILITIES	2,631.88	
136527	12/20/2024	THE MEDCENTER	MEDICAL EXAMS	700.00	
136528	12/20/2024	WAXIE SANITARY SUPPLY DBA	JANITORIAL SUPPLIES	444.16	
136529	12/20/2024	MENEMSHA & SMITH MECHANIC	T2 CONSTRUCTION	2,800.00	

Check #	Date	Company	Description	Amount	Voids
136530	12/20/2024	MENEMSHA & SMITH MECHANIC	T2 CONSTRUCTION	56,500.00	
136531	12/20/2024	MENEMSHA & SMITH MECHANIC	T2 CONSTRUCTION	82,250.00	
136532	12/20/2024	MENEMSHA AND P&E CONSTRUC	T2 CONSTRUCTION	153.64	
136533	12/20/2024	MENEMSHA AND PRECON DEMOL	T2 CONSTRUCTION	3,953.84	
136534	12/20/2024	MENEMSHA AND P&E CONSTRUC	T2 CONSTRUCTION	5,915.00	
136535	12/20/2024	MENEMSHA & SHORELINE CONST	T2 CONSTRUCTION	1,153.33	
136536	12/20/2024	MENEMSHA DEVEOPMENT GROU	T2 CONSTRUCTION	326,277.39	
136537	12/20/2024	MENEMSHA JAS LANDSCAPING, L	T2 CONSTRUCTION	6,667.45	
136538	12/27/2024	ABC BUS COMPANIES INC	BUS PARTS	257.48	
136539	12/27/2024	AMERICAN MOVING PARTS LLC	BUS PARTS	866.12	
136540	12/27/2024	BROWN & BROWN INSURANCE SE	T2 BUILDERS INSURANCE	1,060.00	
136541	12/27/2024	CALACT	MEMBERSHIP	1,175.00	
136542	12/27/2024	CUMMINS SALES & SERVICE DBA	BUS PARTS & REPAIRS	9,176.82	
136543	12/27/2024	DENMUN OFFICE SOLUTIONS DBA	IT CONTRACT SERVICES	6,317.50	
136544	12/27/2024	DOCUPRODUCTS CORPORATION	COPIER MAINTENANCE/SUPPLIES	348.68	
136545	12/27/2024	EAST PENN MANUFACTURING CO	BUS PARTS	955.38	
136546	12/27/2024	FIDELITY SECURITY LIFE INS. CO	VISION INSURANCE	542.90	
136547	12/27/2024	FOSTER & FOSTER INC	ACTUARIAL VALUATION SERVICES	7,000.00	
136548	12/27/2024	FRONTIER CALIFORNIA INC.	TELEPHONE/RADIO SERVICE	150.00	
136549	12/27/2024	GILLIG LLC	BUS PARTS	2,795.80	
136550	12/27/2024	MC CORMIX CORP. (GAS)	FUEL-SERVICE VEHICLES	620.58	
136551	12/27/2024	MERRIMAC ENERGY GROUP	RENEWABLE DIESEL FUEL	22,517.29	
136552	12/27/2024	MCMaster-CARR SUPPLY CO.	SHOP/B&G SUPPLIES	68.30	
136553	12/27/2024	MISSION LINEN SUPPLY INC	UNIFORM & LINEN SERVICE	334.36	
136554	12/27/2024	MOHAWK MFG. AND SUPPLY CO.	BUS PARTS	222.00	
136555	12/27/2024	NFI PARTS DBA	BUS PARTS	845.85	
136556	12/27/2024	O'REILLY AUTO PARTS DBA	BUS/SERVICE VEHICLE PARTS	135.15	
136557	12/27/2024	PETTY CASH - MANNY CASTANON	MISC. PURCHASES	483.96	
136558	12/27/2024	PITNEY BOWES INC	POSTAGE METER QTRLY CHARGES	65.25	
136559	12/27/2024	PB-RESERVE ACCOUNT	PREPAID POSTAGE	1,500.00	
136560	12/27/2024	ROBERT HALF	TEMPORARY LABOR	5,813.50	
136561	12/27/2024	SANTA BARBARA TROPHY	DRIVER NAME PLATES	45.68	
136562	12/27/2024	SO. CAL. EDISON CO.	UTILITIES	1,448.14	
136563	12/27/2024	SOAP MAN DISTRIBUTIN DBA	BUS CLEANING SUPPLIES	222.83	
136564	12/27/2024	SOCALGAS	UTILITIES	38.91	
136565	12/27/2024	SPECIALTY TOOL & BOLT LTD	SHOP SUPPLIES	239.63	
136566	12/27/2024	STAPLES CONTRACT & COMMERC	OFFICE SUPPLIES	33.45	
136567	12/27/2024	VALLEY POWER SYSTEMS INC	BUS PARTS	4,157.57	
136568	12/27/2024	VEHICLE MAINTENANCE PROGRA	BUS PARTS	1,339.72	
136569	12/27/2024	FRONTIER CALIFORNIA INC.	TELEPHONE/RADIO SERVICE	1,208.58	
136570	12/27/2024	FRONTIER CALIFORNIA INC.	TELEPHONE/RADIO SERVICE	1,257.28	

Check #	Date	Company	Description	Amount	Voids
				1,668,624.99	
			Current Cash Report Voided Checks:	542.90	
			Prior Cash Report Voided Checks:	1,273.84	
			Grand Total:	\$1,666,808.25	

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

Date	Company	Description	Amount
12/9/2024	Montecito Bank & Trust	Advertising on Buses	2,722.00
12/11/2024	Womens Economic Ventures	Advertising on Buses	293.00
12/13/2024	Brown Parker & DeMarinis Adv	Advertising on Buses	3,955.50
12/16/2024	SB School District	Passes/Token Sales	41,250.00
12/18/2024	Moonlight Graphics/Mktg	Advertising on Buses	5,364.00
12/18/2024	UCSB - Parking Services-7001	Passes/Passports Sales	3,760.00
12/27/2024	Cox	Advertising on Buses	4,725.00
12/27/2024	Federal Transit Assistance	FTA Capital Assistance	388,533.00
12/27/2024	Federal Transit Assistance	FTA Capital Assistance	313,367.00
12/27/2024	LOSSAN Rail Corridor Agency	LOSSAN Contract Revenue	907.00
12/27/2024	MML Hospitality	Advertising on Buses	300.00
Total Accounts Receivable Paid During Period			\$765,176.50

Santa Barbara Metropolitan Transit District
Cash Report
Board Meeting of January 21, 2025
For the Period December 28, 2024 through January 10, 2025

MONEY MARKET

Beginning Balance December 28, 2024 **\$1,786,993.00**

Accounts Receivable	1,659,896.80
Passenger Fares	117,836.98
Interest Income	1,996.26
Miscellaneous Income	591.39
Measure A Transfer	<u>.43</u>
Total Deposits	1,780,321.86

Bank & Credit Card Fees	(4,365.42)
Miscellaneous Transfers	(17,706.58)
Workers' Compensation	(32,743.10)
401(k)/Pension Transfer	(51,381.07)
Payroll Taxes	(226,918.07)
Accounts Payable	(482,965.28)
Payroll	<u>(499,699.62)</u>
Total Disbursements	(1,315,779.14)

Ending Balance **\$2,251,535.72**

CASH INVESTMENTS

LAIF Account	\$6,346,197.49
Money Market Account	<u>2,251,535.72</u>

Total Cash Balance **\$8,597,733.21**

SELF INSURED LIABILITY ACCOUNTS

WC / Liability Reserves	(\$3,441,833.83)
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Working Capital **\$5,155,899.38**

Santa Barbara Metropolitan Transit District
Accounts Payable

Check #	Date	Company	Description	Amount	Voids
133544	11/9/2023	ADRIAN MELENDEZ	VTT REIMBURSEMENT	10.00	V
136572	12/31/2024	ABC BUS COMPANIES INC	BUS PARTS	156.90	
136573	12/31/2024	AMERICAN MOVING PARTS LLC	BUS PARTS	1,330.64	
136574	12/31/2024	ASBURY ENVIRONMENTAL SERVI	WASTE OIL RECYCLER	239.00	
136575	12/31/2024	B&T SERVICE STATION CONTRAC	T1 BUS FUELING SYSTEM	522.75	
136576	12/31/2024	CENTRAL COAST TANK TESTING	TANK TESTS	525.00	
136577	12/31/2024	CPS HR CONSULTING DBA	CONSULTING SERVICES	4,362.50	
136578	12/31/2024	CUMMINS SALES & SERVICE DBA	BUS PARTS & REPAIRS	1,337.87	
136579	12/31/2024	ALLIANT POWER DBA	BUS PARTS	1,685.36	
136580	12/31/2024	FEDEX DBA	FREIGHT CHARGES	27.05	
136581	12/31/2024	FRONTIER CALIFORNIA INC.	TELEPHONE/RADIO SERVICE	168.49	
136582	12/31/2024	GENFARE LLC	BUS TRANSFERS / FAREBOX PARTS	24,544.13	
136583	12/31/2024	GILLIG LLC	BUS PARTS	540.01	
136584	12/31/2024	HOME IMPROVEMENT CTR.	SHOP/B&G SUPPLIES	72.19	
136585	12/31/2024	LANSPEED DBA	IT SERVICES	500.00	
136586	12/31/2024	LENZ PEST CONTROL INC	FUMIGATION SERVICES	76.00	
136587	12/31/2024	MARBORG INDUSTRIES (INC)	UTILITIES & RENTAL FEES	90.00	
136588	12/31/2024	MISSION LINEN SUPPLY INC	UNIFORM & LINEN SERVICE	371.47	
136589	12/31/2024	NATIONAL DRIVE	PAYROLL DEDUCTION	14.00	
136590	12/31/2024	NFI PARTS DBA	BUS PARTS	5,361.40	
136591	12/31/2024	SANSUM CLINIC	MEDICAL EXAMS	165.00	
136592	12/31/2024	SILVAS OIL CO. INC.	LUBRICANTS	467.36	
136593	12/31/2024	THE W.W. WILLIAMS COMPANY L	TECHNICAN TRAINING	2,000.00	
136594	12/31/2024	TEAMSTERS UNION LOCAL NO. 18	UNION DUES	850.00	
136595	12/31/2024	UNITED WAY OF SB	PAYROLL DEDUCTION	30.00	
136596	12/31/2024	WAXIE SANITARY SUPPLY DBA	JANITORIAL SUPPLIES	1,153.93	
136597	12/31/2024	YACO SCHOLARSHIP FUND	PAYROLL DEDUCTION	35.00	
136598	1/10/2025	AMERICAN MOVING PARTS LLC	BUS PARTS	101.59	
136599	1/10/2025	HENRY ANDREWS	RETIREE HEALTH REIMBURSEMENT	285.00	
136600	1/10/2025	AUTOZONE STORES LLC	BUS/SERVICE VEHICLE PARTS	25.41	
136601	1/10/2025	JAMES BRACKETT	RETIREE HEALTH REIMBURSEMENT	152.00	
136602	1/10/2025	KARL BRETZ	RETIREE HEALTH REIMBURSEMENT	285.00	
136603	1/10/2025	BROWN & BROWN INSURANCE SE	D&O, EPLI & FIDUCIARY INSURANC	100,746.60	
136604	1/10/2025	BUILDERS MUTUAL INSURANCE C	WC IWC INSURANCE	103.00	
136605	1/10/2025	ARTHUR BURNS	RETIREE HEALTH REIMBURSEMENT	281.00	
136606	1/10/2025	ROBERT BURNHAM	RETIREE HEALTH REIMBURSEMENT	285.00	
136607	1/10/2025	RICARDO CABRERA	RETIREE HEALTH REIMBURSEMENT	450.00	
136608	1/10/2025	GILBERT CALLES	RETIREE HEALTH REIMBURSEMENT	105.00	

Check #	Date	Company	Description	Amount	Voids
136609	1/10/2025	MIKE CARDONA	RETIREE HEALTH REIMBURSEMENT	155.00	
136610	1/10/2025	CENTRAL COAST CIRCULATION L	BUS BOOK DISTRIBUTION	788.00	
136611	1/10/2025	STAN CISOWSKI	RETIREE HEALTH REIMBURSEMENT	84.00	
136612	1/10/2025	COX COMMUNICATIONS CORP.	INTERNET & CABLE TV	1,085.99	
136613	1/10/2025	CUMMINS SALES & SERVICE DBA	BUS PARTS & REPAIRS	498.63	
136614	1/10/2025	EMERGENCY DRAIN SERVICES DB	DRAIN SERVICES	1,000.00	
136615	1/10/2025	FIDELITY SECURITY LIFE INS. CO	VISION INSURANCE	564.86	
136616	1/10/2025	GENFARE LLC	BUS TRANSFERS / FAREBOX PARTS	75.00	
136617	1/10/2025	GIBBS INTERNATIONAL INC	BUS PARTS	446.34	
136618	1/10/2025	GILLIG LLC	BUS PARTS	244.91	
136619	1/10/2025	GARY GLEASON	RETIREE HEALTH REIMBURSEMENT	247.95	
136620	1/10/2025	GOLETA WATER DISTRICT	UTILITIES	545.17	
136621	1/10/2025	GOODYEAR TIRE & RUBBER CO	BUS TIRE LEASE	472.41	
136622	1/10/2025	JILL GRISHAM	RETIREE HEALTH REIMBURSEMENT	285.00	
136623	1/10/2025	GUARDIAN-APPLETON (DENTAL I	DENTAL INSURANCE	5,656.65	
136624	1/10/2025	GUARDIAN-APPLETON (LIFE INS)	LIFE INSURANCE	1,287.82	
136625	1/10/2025	JIM HAGGERTY	RETIREE HEALTH REIMBURSEMENT	285.00	
136626	1/10/2025	ALI HABIBI	RETIREE HEALTH REIMBURSEMENT	152.00	
136627	1/10/2025	RICHARD HARRIGAN	RETIREE HEALTH REIMBURSEMENT	164.00	
136628	1/10/2025	HOME IMPROVEMENT CTR.	SHOP/B&G SUPPLIES	230.23	
136629	1/10/2025	IMPULSE ADVANCED COMMUNIC	INTERNET	500.00	
136630	1/10/2025	JAY DANIEL ROBERTSON	RETIREE HEALTH REIMBURSEMENT	285.00	
136631	1/10/2025	JAVIER JIMENEZ	RETIREE HEALTH REIMBURSEMENT	320.00	
136632	1/10/2025	LOUIS JONES	RETIREE HEALTH REIMBURSEMENT	76.00	
136633	1/10/2025	MONTE KIMZEY	RETIREE HEALTH REIMBURSEMENT	426.00	
136634	1/10/2025	LANSPEED DBA	IT SERVICES	2,935.00	
136635	1/10/2025	CRYSTAL LUA	PASSENGER REFUND	23.00	
136636	1/10/2025	MAYAN GENERAL CONSTRUCTIO	LANDSCAPE MAINTENANCE SERVIC	2,340.00	
136637	1/10/2025	MC CORMIX CORP. (OIL)	LUBRICANTS	6,724.51	
136638	1/10/2025	MERRIMAC ENERGY GROUP	RENEWABLE DIESEL FUEL	44,659.00	
136639	1/10/2025	MOHAWK MFG. AND SUPPLY CO.	BUS PARTS	381.93	
136640	1/10/2025	MOUNTAIN SPRING WATER	SHOP & OFFICE SUPPLIES	1,207.25	
136641	1/10/2025	WILLIAM MORRIS	RETIREE HEALTH REIMBURSEMENT	285.00	
136642	1/10/2025	MUNOZ JANITORIAL	JANITORIAL SERVICES	7,800.00	
136643	1/10/2025	NFI PARTS DBA	BUS PARTS	1,189.11	
136644	1/10/2025	PREVOST CAR (US) INC.	BUS/SERVICE VEHICLE PARTS	626.21	
136645	1/10/2025	O'REILLY AUTO PARTS DBA	BUS/SERVICE VEHICLE PARTS	26.07	
136646	1/10/2025	CARLOS ORNELAS	RETIREE HEALTH REIMBURSEMENT	285.00	
136647	1/10/2025	LUIGI OTTIERI	RETIREE HEALTH REIMBURSEMENT	285.00	
136648	1/10/2025	ROBERT HALF	TEMPORARY LABOR	3,064.22	
136649	1/10/2025	SANSUM CLINIC	MEDICAL EXAMS	491.00	

Check #	Date	Company	Description	Amount	Voids
136650	1/10/2025	SB LOCKSMITHS INC	B&G REPAIR & SUPPLIES	19.00	
136651	1/10/2025	SPECIAL DISTRICT RISK MGMT	HEALTH INSURANCE	89,670.77	
136652	1/10/2025	SM TIRE CORP.	BUS TIRE MOUNTING	1,285.88	
136653	1/10/2025	SO. CAL. EDISON CO.	UTILITIES	6,978.83	
136654	1/10/2025	STAPLES CONTRACT & COMMERC	OFFICE SUPPLIES	111.16	
136655	1/10/2025	SB CITY OF-REFUSE & WATER	UTILITIES	2,322.66	
136656	1/10/2025	TEAMSTERS PENSION TRUST	UNION PENSION	91,401.77	
136657	1/10/2025	TEAMSTERS UNION LOCAL NO. 18	UNION DUES	11,469.00	
136658	1/10/2025	TMC COMMUNICATIONS	TELEPHONES	10,251.86	
136659	1/10/2025	TRISTAR RISK MANAGEMENT	WORKERS COMPENSATION ADMINI	16,903.00	
136660	1/10/2025	UNITED PARCEL SERVICE INC	FREIGHT CHARGES	618.85	
136661	1/10/2025	U.S. BANK CORP. PAYMENT SYST	CREDIT CARD PURCHASES	11,090.89	
136662	1/10/2025	VALLEY POWER SYSTEMS INC	BUS PARTS	92.06	
136663	1/10/2025	DANIEL WALKER	RETIREE HEALTH REIMBURSEMENT	285.00	
136664	1/10/2025	WAXIE SANITARY SUPPLY DBA	JANITORIAL SUPPLIES	304.48	
136665	1/10/2025	WHITE ASSOCIATES DBA	BUS PARTS & REPAIRS	2,250.00	
136666	1/10/2025	ALEXANDER YOUNG	RETIREE HEALTH REIMBURSEMENT	276.16	
				482,975.28	
Current Cash Report Voided Checks:				0.00	
Prior Cash Report Voided Checks:				10.00	
Grand Total:				\$482,965.28	

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

Date	Company	Description	Amount
12/30/2024	Department of Rehabilitation	Passes/Passports Sales	416.00
1/6/2025	Cottage Hospital	Passes/Token Sales	21,900.00
1/7/2025	VW Mitigation Trust Fund	Capital Reimbursement	540,000.00
1/8/2025	Local Transportation Fund	SB 325 - December 2024	857,340.63
1/8/2025	Measure A, Section 3 LSTI	Measure A Funds - December 2024	230,055.92
1/9/2025	Cox	Advertising on Buses	4,725.00
1/9/2025	Cox	Advertising on Buses	5,103.00
1/9/2025	Womens Economic Ventures	Advertising on Buses	356.25
Total Accounts Receivable Paid During Period			\$1,659,896.80



BOARD OF DIRECTORS REPORT

MEETING DATE: JANUARY 21, 2025 **AGENDA ITEM #:** 6

TYPE: ACTION ITEM

PREPARED BY: CLERK OF THE BOARD/EXECUTIVE ASSISTANT STEVE MAAS

REVIEWED BY: GENERAL MANAGER JERRY ESTRADA

SUBJECT: STRATEGIC PLAN: 2025 - 2029

RECOMMENDATION:

Staff recommends that the Board of Directors review and consider adoption of MTD's revised Strategic Plan: 2025 - 2029.

DISCUSSION:

Following the extensive Board of Directors discussion of the draft Strategic Plan: 2025-2029 at the Board meeting of January 7, 2025, staff made the requested revisions to the draft Plan. The revised Plan is attached. Staff recommends that the Board consider adoption of the revised Strategic Plan: 2025 - 2029.

ATTACHMENT:

- Strategic Plan: 2025 – 2029



DRAFT STRATEGIC PLAN: 2025 - 2029

VISION & MISSION

The vision of MTD is that public transit within the District should be so available and attractive that use of an automobile is a choice, not a necessity.

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.

STRATEGIC PRIORITIES

- Safety- & Security-Minded
- Customer-Centered Focus
- Responsible Steward of Public Funds
- Committed to Innovation
- Trusted & Reliable Service Provider
- Engaged in the Community
- Excellent Partner & Collaborator
- Fosters a Culture of Appreciation & Belonging

ACTION ITEMS

Fleet, Facilities & Technology	Long-Term Service & Operations Planning	High-Quality Customer Experience	Workforce Recruitment & Retention	Financial Resilience	Fare & Service Equity
<p>Implement Zero-Emission Bus Rollout Plan & Transit Asset Management Plan</p> <p>Increase space for bus storage, offices & maintenance facilities</p> <p>Build new Terminal 2 Operations & Maintenance Facility</p> <p>Improve MTD Transit Center & modernize Terminal 1</p> <p>Develop plan to relocate employee parking from Terminal 1 & Terminal 2 bus yards</p> <p>Upgrade MTD's information technology systems</p> <p>Modernize MTD's business applications</p> <p>Ensure MTD network security</p>	<p>Implement safety measures for passengers & employees as outlined in the Public Transportation Agency Safety Plan</p> <p>Work with agency partners to ensure adequate traffic & right-of-way management</p> <p>Support mode shift to reduce traffic congestion</p> <p>Analyze South Coast build-out potential based on land-use plans</p> <p>Work with agency partners to coordinate plans & services</p> <p>Analyze the expected effects of changing demographics</p>	<p>Enhance the passenger experience</p> <p>Improve bus stops</p> <p>Strengthen-real-time information & passenger communications regarding on-time performance and service reliability</p> <p>Implement transit priority projects</p> <p>Expand standards & training for customer service excellence</p> <p>Build on software solutions for resolution of concerns & complaints</p> <p>Implement MTD's marketing & communications plan</p>	<p>Develop innovative recruitment strategies to restore the workforce to support reliable service delivery</p> <p>Align training needs with community college course offerings</p> <p>Foster a culture of appreciation and belonging</p> <p>Offer competitive compensation & benefit programs</p> <p>Promote MTD's reputation as a great place to work</p> <p>Encourage & support employee professional development</p> <p>Enhance internal communications & employee engagement</p> <p>Define & recruit new positions to keep pace with new technology</p>	<p>Develop new revenue streams</p> <p>Advocate for new FTA funding program for agencies serving medium-sized UZAs</p> <p>Work in partnership with employee labor groups</p> <p>Update and enhance five-year financial plan</p> <p>Explore potential ballot initiative</p> <p>Increase MTD's participation in policy discussions</p>	<p>Design and deliver service that balances coverage and ridership in an equitable manner</p> <p>Ensure positive & negative impacts of fare changes & major service changes are equitably distributed</p> <p>Complete contactless fare payment system implementation with fare capping & reduced fare provisions</p>

Source: Santa Barbara Metropolitan Transit District (www.sbmtd.gov)



BOARD OF DIRECTORS REPORT

MEETING DATE: JANUARY 21, 2025 **AGENDA ITEM #:** 9

TYPE: INFORMATIONAL

PREPARED BY: PLANNING & MARKETING MANAGER HILLARY BLACKERBY

REVIEWED BY: GENERAL MANAGER JERRY ESTRADA

SUBJECT: **PLANNING WORK PLAN FOR FY 2025-26**

RECOMMENDATION:

That the Board of Directors receive an update from the Planning Department on the service change work plan for FY 2025-26.

DISCUSSION:

Introduction

Every year MTD Planning staff develops a work plan for possible bus service changes to go into effect in August. Items under consideration are based on a number of factors. Those factors include current ridership, demand for service, on-time performance, funding, workforce availability, and feedback from the public.

The MTD Moves Ahead Short-Range Transit Plan adopted by the Board of Directors in November 2022 remains staff's guiding document for service restoration and enhancement, along with data analysis of ridership, on-time performance, and other metrics.

Summary of Service Change Items under Consideration

- Integrate interim operations at Terminal 2 into run structure
- Add one PM inbound trip on Line 24x
- On-time performance

For several years now, MTD has struggled with a shortage of bus operators. Hiring efforts have borne more fruit in the past year with our bus operator numbers increasing, but retirements and other departures have dampened the impact of those new hires significantly. Additionally, fiscal realities are limiting MTD's ability to add more service.

Terminal 2 Interim Operations

Later in 2025, interim operations with a limited number of buses will commence at MTD's Terminal 2 facility in Goleta thanks to the completion of Phase 1 of construction. Planning staff is working with

Operations and Maintenance to work up a plan to originate a number of runs out of Terminal 2. While the public will not notice these differences, it does mean big changes for our internal operations.

Line 24x Additional Trip

In April 2022, in an effort to improve system reliability due to a major dip in bus operators, significant cuts were made to service across the system. Many of those reduced service levels persist to this day, including on Line 24x (UCSB Express). This route is consistently a top performer in ridership, and was the 3rd highest line by ridership in FY 23-24, carrying 433,429 passengers. It also consistently ranks in the top 5 of lines by passengers per hour. In the years since students, staff, and faculty have returned to the UCSB campus following the COVID-19 pandemic lockdown, the public has consistently requested at least one additional inbound trip from UCSB right after the 5:00 p.m. hour. This would accommodate large loads heading back to Downtown Santa Barbara. Currently, the schedule has a departure from North Hall at 4:21 p.m. and 5:31 p.m., with nothing in between. As many employees finish work at 5:00 p.m. and have a short walk to the bus stop, staff believes that adding an additional weekday inbound trip from North Hall around 5:10 p.m. would be very welcome and would help satisfy the demand that exists. This would only mean between 100 and 150 additional revenue hours a year.

On-Time Performance

On-time performance before and during the pandemic has been at high levels, generally meeting and beating agency performance standards. Planning staff analyzes on-time performance on a monthly and quarterly basis, and considers changes based on route conditions (such as construction or heavy loads). This monitoring helps investigate whether issues are related to traffic conditions, run structure, or other operational items. Staff is using several data and telemetry sources to take a close look at what can be done to address Line 20 on-time performance, which is consistently poor due to 101 HOV construction and will come back in March with recommendations. There may also be small tweaks on other routes recommended at that time.

Other Items

On-demand microtransit service in Goleta is still expected to launch this year, prior to August, but is struggling under the persistent bus operator shortage. Staff is working toward a soft launch with training and process refinement efforts underway now.

Next Steps

In March, staff will return to the Board with more defined proposals for service to be enacted in August 2025. Staff will then go to the public with those proposed changes in April to receive input for the final service plan.



BOARD OF DIRECTORS REPORT

MEETING DATE: JANUARY 21, 2025 **AGENDA ITEM #:** 10

TYPE: INFORMATIONAL

PREPARED BY: GENERAL MANAGER JERRY ESTRADA

REVIEWED BY: GENERAL MANAGER JERRY ESTRADA

SUBJECT: **TERMINAL 2 PROJECT UPDATE**

DISCUSSION:

Project Development Specialist David Rzepinski will present an update on the ongoing Terminal 2 recommissioning project.



BOARD OF DIRECTORS REPORT

MEETING DATE: JANUARY 21, 2025 **AGENDA ITEM #:** 11

TYPE: ACTION ITEM

PREPARED BY: GENERAL MANAGER JERRY ESTRADA

REVIEWED BY: GENERAL MANAGER JERRY ESTRADA

SUBJECT: ANNUAL ELECTION OF BOARD OFFICERS

DISCUSSION

The Board will hold elections for the following Board assignments:

- Chair
- Vice Chair
- Secretary



BOARD OF DIRECTORS REPORT

MEETING DATE: JANUARY 21, 2025 **AGENDA ITEM #:** 12

TYPE: ACTION ITEM

PREPARED BY: PLANNING & MARKETING MANAGER HILLARY BLACKERBY

REVIEWED BY: GENERAL MANAGER JERRY ESTRADA

SUBJECT: **SOCIAL MEDIA MANAGEMENT POLICY**

RECOMMENDATION:

That the Board of Directors adopt the proposed Social Media Management Policy and Guidelines.

DISCUSSION:

As social media has increasingly become an important tool for communication by public agencies with the general public, many of these agencies have found it necessary to create policies that govern usage of their social media accounts. These policies govern activity both by agency employees who run the accounts, and members of the public who comment and interact with those accounts.

In an effort to create MTD's own policy, staff researched several policies in place at other special districts, transit districts and municipalities to craft the draft presented. This policy has also been reviewed by MTD's legal counsel.

The purpose of this policy and guideline document is to make clear what content is acceptable on MTD's social media channels, and to foster a respectful and safe way for the public to interact with MTD online.

ATTACHMENT:

- Draft Social Media Management Policy and Guidelines



SOCIAL MEDIA MANAGEMENT POLICY AND GUIDELINES

I. PURPOSE

- 1.1 To establish the Santa Barbara Metropolitan Transit District (MTD) standards and guidelines pertaining to the creation, maintenance, and use of MTD's social media websites.

II. APPLICATION

- 2.1 This policy applies to all social media websites and accounts that MTD maintains. The term "social media" refers to activities that integrate technology, social interaction and content creation through which users create or participate in online communities to share information, ideas, personal messages, and other content (such as videos, blogs, podcasts, photo and video-sharing, and other web feeds).
- 2.2 MTD uses various forms of social media, including but not limited to, social networking sites (e.g., Facebook), image and video sharing sites (e.g., Instagram), and microblogging sites (e.g. X/Twitter).

III. COMPLIANCE WITH APPLICABLE POLICIES AND LAWS

- 3.1 All use of MTD social media shall adhere to applicable federal, state, and local laws, regulations and policies.
- 3.2 All of MTD's other existing policies that might apply to social media use remain in full force and effect.
- 3.3 MTD's social media use shall also comply with MTD's conflict of interest rules and applicable ethics rules and policies.

IV. POLICY STATEMENT

- 4.1 MTD recognizes that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics with the public using a wide variety of social media, such as Facebook, LinkedIn, Twitter, Instagram, TikTok, YouTube and blogs. MTD may use social media when its use will further the business goals of the agency, support the mission of its departments, and enhance communications with members of the general public.
- 4.2 This policy applies to: (1) members of the general public posting content and engaging with MTD on social media platforms; and (2) staff authorized to use social media on behalf of the MTD, including employees, temporary employees, volunteers, paid and unpaid interns, consultants, vendors, and contractors, whether on or off duty, and whether on or off MTD property.

SOCIAL MEDIA MANAGEMENT POLICY & GUIDELINES

4.3 The MTD Board of Directors supports and authorizes the secure use of approved and established social media tools to deliver information to the public.

V. PROCEDURE

5.1 Social Media Website Management

At the direction of the General Manager, only authorized users may use or maintain MTD social media.

5.2 Social Media Account Ownership

Any social media accounts created or used by employees or contractors on behalf of MTD or otherwise for any of MTD's business purposes belong solely to MTD, including any and all log-in information, passwords, and content associated with each account, including followers and contacts. Administrative rights to MTD social media accounts shall be revoked upon separation of employment. MTD shall at all times retain sole ownership of all such accounts, including all log-in information, passwords, and associated content.

5.3 Social Media Business Use Guidelines

Persons whose job responsibilities including posting to MTD's social media platforms and/or responding to the public inquiries via social media, must conduct themselves at all times as a representative of MTD and in accordance with all MTD policies. Further, they will not disclose non-public information, such as financial disclosure information, MTD personnel/employee information, legal information, or confidential information related to MTD. Any violation of MTD policies while using MTD social media may result in discipline, up to and including termination of employment.

5.4 Content That May Be Removed From Social Media

For social media sites that allow comments, MTD prohibits content that is unrelated to the topic of the site. In addition, content (including articles, posts or comments) posted on MTD's social media sites by external and/or internal authorized users containing any of the following forms of content is prohibited and subject to removal by MTD:

5.4.a. Information that may compromise public safety, public security or efficiency of MTD operations;

5.4.b. Conduct or encouragement of illegal activity;

5.4.c. Sexual content or links to sexual content;

5.4.d. Profane language or content;

5.4.e. Racist, sexist, homophobic, or transphobic language or content;

5.4.f. Threatening, violent, or malicious statements concerning individuals, MTD employees;

SOCIAL MEDIA MANAGEMENT POLICY & GUIDELINES

- 5.4.g. Content that violates a legal ownership interest of any other party, such as trademark or copyright infringement;
- 5.4.h. Content that violates a social media platform's policies or terms of use, as may be updated;
- 5.4.i. Comments or content not germane to MTD or public transportation generally;
- 5.4.j. Solicitations of commerce, such as product advertisements or personal marketing materials;
- 5.4.k. Uploading or attaching files that contain viruses, corrupted files, or any other similar software or programs that may damage the operation of MTD or another's computer;
- 5.4.l. Content considered to be 'spam' (posts containing the same message posted multiple times or multiple, excessive comments that are not relevant or related to existing content);
- 5.4.m. Unauthorized disclosure of confidential, sensitive, or proprietary information. MTD reserves the right to deny access (e.g. "block") any individual who violates the MTD Social Media Guidelines, at any time and without prior notice. MTD will display on its social media sites what content is prohibited under this policy. It shall also display that MTD will remove any prohibited content pursuant to this policy.

VI. POLICY LIFESPAN AND REVIEW

This policy, once approved by the MTD Board of Directors, will remain in force until amended or removed by the MTD Board of Directors.

VII. STANDARD GUIDELINE

Attached as Exhibit A to this policy is a standard guideline that staff should tailor to any MTD social media site and post on the same, when feasible.

EXHIBIT A

STANDARD GUIDELINES FOR POSTING ON SOCIAL MEDIA SITES

On any MTD social media site, the following should be posted, when feasible:

"This is an official [Facebook, Twitter, YouTube] page of the Santa Barbara Metropolitan Transit District (SBMTD). For more information about MTD, please visit www.sbmtd.gov. This site is intended to serve as a mechanism for communication between the public and MTD about the [describe topics] and as a forum to further MTD's mission. Any comment submitted to this page and its list of fans may be considered a public record, which is subject to disclosure pursuant to the California Public Records Act. [INSERT LINK TO POLICY, IF FEASIBLE]

For Facebook or any site that allows comments, the page shall also include a Comment Policy Box with the following disclaimer:

*Comments posted to this page may be monitored and inappropriate content will be removed. Under MTD's Social Media Guidelines, MTD may remove any prohibited content, including, but not limited to:

(1) information that may compromise public safety, public security or efficient MTD operations; (2) conduct or encouragement of illegal activity; (3) sexual content or links to sexual content; (4) profane language or content; (5) threatening, violent, hateful, or malicious statements concerning individuals, MTD operators, or MTD administrative employees; ; (6) content that violates a legal ownership interest of any other party, such as trademark or copyright infringement, (7) content that violates a social media platform's policies or terms of use, as may be updated; (8) solicitations of commerce, such as product advertisements or personal marketing materials; (9) Racist, sexist, homophobic, or transphobic language or content; (10) uploading or attaching files that contain viruses, corrupted files, or any other similar software or programs that may damage the operation of MTD or another's computer; and (11) unauthorized disclosure of confidential, sensitive, or proprietary information.

MTD, however, disclaims any and all responsibility and liability for any materials that are prohibited under MTD's Social Media Guidelines, which cannot be removed in an expeditious and otherwise timely manner. MTD does not necessarily endorse, and is not responsible for, any content that has been submitted by any other party. [INSERT LINK TO POLICY, IF FEASIBLE]

To: MTD Board of Directors
From: Jerry Estrada, General Manager
Date: January 16, 2025
Subject: General Manager's Report

Congratulations to our Bus Operators, Gustavo Diaz, Mason Popper and Hector Morales, who have been selected through an internal recruitment process to become Temporary Supervisors. Temporary Supervisors are assigned to Regular Operations Supervisor shifts to cover for days off, vacations, leaves of absence and vacancies. These Operators are now in training for several weeks, learning all the functions of the various roles, such as Transit Center Supervisor, Dispatcher and Road Supervisor.

Congratulations to Tony Mendibles, Assistant Safety and Training Administrator, and Nathan Weighill, Temporary Supervisor, for successfully completing and passing the Transit Safety Institute (TSI) training: Instructors Course for Transit Trainers. The week-long course was held recently at Gold Coast Transit District. Upon completion of this standardized training course, transit personnel become certified instructors that are qualified to train bus and paratransit operators by the US Department of Transportation (DOT).

Since the last General Manager's report, we have successfully hired 2 new Bus Operators and welcomed back 1 rehired Bus Operator. While these additions are encouraging, recruitment has been slower than expected due to a limited pool of qualified candidates. To address this, Human Resources, with Marketing's support, is creating a flyer to promote the Bus Operator position. This flyer will be displayed in public spaces and featured in newspapers, highlighting key benefits such as paid Class B license training, employer provided health benefits, and competitive wages. Our outreach efforts also include internal initiatives, such as featuring the employee referral bonus program. These efforts aim to increase awareness and attract more candidates to join SBMTD. We remain committed to filling these essential roles and will continue exploring strategies to recruit individuals who support our mission of providing safe, reliable transit for the public.

We have made progress in our recruitment efforts towards filling the open Fleet Supervisor I (Service) position. Various qualified candidates have been preliminarily screened by HR. We have eight strong candidates that will be moving on to an oral board panel interview with subject matter experts within the next two weeks. Following the panel, we will invite back the most qualified candidates to attend a 1:1 interview with the department manager that will include a property tour. We are hopeful that we will be able to select a candidate who will support the maintenance of our fleet and support our agency's mission.

Additionally, MTD's General Liability and Commercial Auto insurance carrier, National Interstate Insurance Company, conducted their annual Loss Control Site Visit with Risk in advance of the upcoming renewal of the policy. Staff is working with MTD's insurance Broker, Brown & Brown, on that renewal and will present a recommendation to the Board in March, in support of our agency mission to provide safe and fiscally sound transit service.

Finance/Accounting/Grants Management staff are completing the State Controller's Office report and quarterly federal grants reports. At the same time, Finance/Grants and Compliance/Marketing & Communications staff are working on a Fare Equity Analysis. The public meetings are being held through February 5 and the Survey analysis will be completed for presentation to the Board in March.

Pablo Zuniga was recently promoted to the Information Technology (IT) System Manager, position. Having served in the Department's Supervisor role since 2021, and worked at the District in data analysis and Planning and Maintenance from October 2007, Pablo has the IT experience and the institutional knowledge of the District to manage the technology hub of the organization. The new VOIP Telephone System has been tested and full deployment is expected mid-February, after Staff training has been completed. IT, Operations, and Planning Staff have completed a successful upgrade of the TRAPEZE Operational system. A team of MTD staff and TRAPEZE technicians worked overnight December 10, to ensure a smooth transition, and their efforts produced a successful system launch. IT has also been working with Project Management for the Terminal 2 Recommissioning in Goleta, for procuring security and other electronic systems for all locations to have connectivity.

Procurement Staff have launched a solicitation for the replacement of all bus stop signs. The signs will have the updated logos and information for passenger information.

MTD's contractor for the Charge Ready Bridge Project, Edwards Construction Group (ECG), performed their final mobilization in December. ECG and their subcontractors replaced a portion of the Salsipuedes driveway, repaired an area of damaged concrete near the maintenance bays, and installed new ornamental fencing and a gate along the Salsipuedes Street perimeter of the property. Aside from a few minor punch list items, the project is nearly complete.

The Santa Barbara County Air Pollution Control District (SBCAPCD) awarded MTD a not to exceed amount of \$200,000 under their 2024 Clean Air Grant for Infrastructure. The funding will support MTD's Haley Canopy Zero Emission Vehicle Infrastructure Improvements Project.

Staff received plan check corrections from the City of Santa Barbara Building and Safety Department after their review of the plans MTD submitted for the Haley Canopy Zero Emission Vehicle Infrastructure Improvements Project. MTD's design team from Stantec made the appropriate corrections and sent the revised documents back to the city for review. Staff also engaged MTD's on-call construction management firm, Kitchell, to initiate their services for the project. The Kitchell team is performing a constructability review of the plans and developing a preliminary construction schedule to be included with MTD's bid documentation. Staff intends to release the Invitation for Bid to identify a general contractor to perform the construction this quarter.

After authorization from the Board of Directors, and completion of a Pre-Award Buy America Audit Report, staff issued a purchase order to Gillig for eight 40' battery-electric buses (BEB) and chargers. That brings the total order of 40' BEBs with Gillig to 16. Staff is working with Gillig now

to secure vouchers for the eight buses from the California Air Resources Board's (CARB) Hybrid and Zero-Emission Truck and Bus Voucher Incentive Project (HVIP). MTD has utilized HVIP for past zero-emission bus purchases to offset some of the cost of the buses.

Staff submitted an application to Southern California Edison's (SCE) Charge Ready Transport (CRT) Program for electrical infrastructure at Terminal 2. While the scope is not final, Staff intends to deploy at minimum 10 DC fast charger (DCFC) ports and associated electrical infrastructure. Staff is also looking at adding Level 2 charge ports to support battery-electric microtransit vans and non-revenue vehicles. On the application, Staff elected to pursue the "Customer-Build" option. The "Customer-Build" option places responsibility (and control) of the design, procurement, and installation of the customer side of the meter infrastructure on the customer, MTD. Once the work is completed, SCE provides a rebate of up to 80% of what it would have cost them to complete the work.