



## BOARD OF DIRECTORS REPORT

**MEETING DATE:** NOVEMBER 18, 2025 **AGENDA ITEM #:** 11

**TYPE:** ACTION ITEM

**PREPARED BY:** PLANNING AND MARKETING MANAGER HILLARY BLACKERBY

**REVIEWED BY:** GENERAL MANAGER JERRY ESTRADA

**SUBJECT:** TITLE VI PROGRAM: 2026-2028

### RECOMMENDATION:

Staff recommends that the Board receive a report on the Draft "Santa Barbara Metropolitan Transit District Title VI Program: 2026 - 2028" and consider adoption of the attached Resolution No. 2025-06.

### DISCUSSION:

As a direct recipient of federal funding from the Federal Transit Administration (FTA), MTD is required to prepare and submit a Title VI Program every three years. Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, or national origin, and FTA has added a prohibition of discrimination on the basis of limited English proficiency. As discussed in the first paragraph of the draft Title VI Program, MTD is also committed to non-discrimination above and beyond these Title VI requirements. The content of the Title VI Program is dictated by FTA Circular 4702.1B, "Title VI Requirements and Guidelines for Federal Transit Administration Recipients." The Program provides assurance to the FTA and to our riders and other stakeholders that the District is committed to nondiscrimination, and demonstrates that MTD will:

- Ensure that the level and quality of public transportation service is provided in a nondiscriminatory manner.
- Promote full and fair participation in public transportation decision-making without regard to race, color, or national origin.
- Ensure meaningful access to transit-related programs and activities by persons with limited English proficiency.

The Santa Barbara urbanized area (UZA) grew to a population of over 200,000 since the last decennial census (and adoption of the last Title VI Program), which has triggered new requirements. Transit providers that operate 50 or more fixed route vehicles in peak service and are located in a UZA of 200,000 or more in population are responsible for the following additional requirements:

<b>BOARD OF DIRECTORS REPORT</b>
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- Collect and report data
  - Demographic and service profile maps and charts
  - Survey data regarding customer demographic and travel patterns
- Evaluate service and fare equity changes
- Monitor transit service

The Title VI Program must be approved by the Board of Directors and submitted to FTA by November 30. A resolution of approval is included as the last page of the attachment.

**ATTACHMENT:**

- Attachment 1 - Resolution No. 2025-06 Approving Revised Title VI Nondiscrimination Program
- Attachment 2 - Draft MTD Title VI Program 2026 - 2028

ATTACHMENT 1

**RESOLUTION**  
*of the*  
**BOARD OF DIRECTORS**  
*of the*  
**SANTA BARBARA METROPOLITAN TRANSIT DISTRICT**

IN THE MATTER OF APPROVING THE SANTA  
BARBARA METROPOLITAN TRANSIT DISTRICT  
REVISED TITLE VI NONDISCRIMINATION PROGRAM

RESOLUTION NO. 2025-06

**WHEREAS**, the Santa Barbara Metropolitan Transit District ("District") is established and existing under Part 9, Division 10, of the California Public Utilities Code, codified at Sections 95000-97100, and empowered to provide public transportation service in the South Coast of Santa Barbara County; and

**WHEREAS**, the District is both a designated recipient and a direct recipient of federal Section 5307 operating funding from the Federal Transit Administration; and

**WHEREAS**, the District must ensure that the level and quality of public transportation service is provided in a nondiscriminatory manner; and

**WHEREAS**, the District must promote full and fair participation in public transportation decision-making without regard to race, color, or national origin; and

**WHEREAS**, the District must ensure meaningful access to transit-related programs and activities by persons with limited English proficiency; and

**WHEREAS**, the District is required by the Federal Transit Administration to prepare and submit a Title VI Program reaffirming the District's commitment to nondiscrimination once every three years.

**NOW THEREFORE, BE IT RESOLVED** that the Board of Directors approves the Santa Barbara Metropolitan Transit District Title VI Program: 2026 - 2028.

**PASSED AND ADOPTED** by the Board of Directors of the Santa Barbara Metropolitan Transit District this 18<sup>th</sup> day of November, 2025, by the following vote:

AYES: \_\_\_\_\_

NAYS: \_\_\_\_\_

ABSENT: \_\_\_\_\_

\_\_\_\_\_  
Chair, Board of Directors

ATTEST:

\_\_\_\_\_  
Secretary, Board of Directors

# **Santa Barbara Metropolitan Transit District**

## **Title VI Program: 2026 – 2028**

*Prepared by the*

Santa Barbara Metropolitan Transit District  
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November 18, 2025



**Santa Barbara Metropolitan Transit District**  
**Title VI Program: 2026 - 2028**

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## **Santa Barbara Metropolitan Transit District**

### **Title VI Program: 2026 - 2028**

#### **MTD TITLE VI PROGRAM INTRODUCTION**

This Title VI program reflects the commitment of the Santa Barbara Metropolitan Transit District (MTD) to ensure that no person shall, on the ground of race, color, national origin, or Limited English Proficiency status, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity provided by MTD. MTD also is committed to ensure these same protections for all persons on the grounds of religion, age, marital status, sexual orientation, and disability.

#### **MTD TITLE VI COMPLIANCE POLICY STATEMENT**

A policy statement signed by MTD's General Manager assuring MTD's compliance with Title VI of the Civil Rights Act of 1964 is included as **Attachment A**.

#### **MTD TITLE VI COMPLIANCE NOTICE TO THE PUBLIC**

MTD publicizes its Title VI program by posting its commitment to providing services without regard to race, color, or national origin in the lobby of our administrative office building, at our Transit Center, on our website, and in our Schedule Guide. The Schedule Guide is available on all buses, the Transit Center, and MTD's administrative offices. The posted notice reads as follows:

*Notifying the Public of Rights Under Title VI*

*The Santa Barbara Metropolitan Transit District (MTD) operates its programs and services without regard to race, color, and national origin in accordance with Title VI of the Civil Rights Act. Any person who believes she or he has been aggrieved by any unlawful discriminatory practice under Title VI may file a complaint with MTD.*

*For more information on MTD's civil rights program, and the procedures to file a complaint, contact 805-963-3364; email [info@sbmtd.gov](mailto:info@sbmtd.gov); visit [sbmtd.gov](http://sbmtd.gov); or visit our administrative office at 550 Olive Street, Santa Barbara, CA 93101.*

*A complainant may file a complaint directly with the Federal Transit Administration at the following address: Office of Civil Rights, Attention: Title VI Program Coordinator, 1200 New Jersey Avenue, SE, Washington, DC 20590.*

*If information is needed in another language, contact 805-963-3364.*

*Si necesita informacion en otro idioma por favor llame 805-963-3364.*

## MTD PROCEDURES FOR TRACKING TITLE VI COMPLAINTS

Any person who believes she or he has been discriminated against by MTD on the basis of race, color, or national origin may file a Title VI complaint by completing and submitting MTD's Title VI Complaint Form. MTD staff will log and investigate any Title VI complaint and work with the person making the complaint to address and resolve the complaint. MTD investigates complaints that are received no more than 180 days after the alleged incident.

The complainant receives an automated acknowledgement email following complaint submittal. Staff then reviews the complaint to determine if MTD has jurisdiction. The complainant will receive an acknowledgement informing him or her whether MTD will investigate the complaint. If so, MTD's investigation will take up to 7 business days. If MTD needs more information to investigate the case, MTD may contact the complainant. The complainant has up to 7 business days from the date of contact to send requested information to MTD. If MTD is not contacted by the complainant or does not receive the additional information within that timeframe, MTD may administratively close the case.

After MTD reviews the complaint, the agency will notify the complainant either that the complaint was closed, or that the complaint was found to be a Title VI violation. If the complaint was found to be a Title VI violation, MTD will summarize the investigation and explain to the complainant whether any disciplinary action, additional training of the staff member, or other action will occur. If the complainant wishes to appeal the decision, she or he has 10 days after the notification to do so.

MTD's procedures for investigating complaints are included as **Attachment B**. The attachment also includes MTD's Title VI Complaint Form and Americans with Disabilities Act (ADA) & Reasonable Modification Complaint Form.

Complaints may be filed with MTD as shown below:

*Santa Barbara Metropolitan Transit District  
550 Olive Street  
Santa Barbara, CA 93101*

*By Phone: (805) 963-3364  
By Fax: (805) 963-3365  
Email address: [info@sbmtd.gov](mailto:info@sbmtd.gov)  
Website: [sbmtd.gov](http://sbmtd.gov)*

## MTD TITLE VI INVESTIGATIONS, COMPLAINTS, OR LAWSUITS

No Title VI investigations conducted by FTA and entities other than FTA, and no lawsuits have been filed with MTD since the previous Title VI Program submission. MTD did receive 12 complaints alleging discrimination on the basis of race, color, or national origin, as detailed in the table following.

## Title VI Complaints Received by MTD since December 2022

Date	Summary	Status	Action(s) Taken
06/28/23	Complainant alleged a bus driver was "racially bullying her." Complainant did not state race, color, or national origin.	Complaint Closed	Insufficient information provided to research complaint.
07/28/23	Complainant alleged a bus driver sexually and racially targeted her. Complainant did not state race, color, or national origin.	Complaint Closed	Personnel interviews and review of on-board video was inconsistent with complaint and inconclusive.
09/11/23	Complainant alleged a bus driver refused to kneel the bus because "I'm not Mexican." Complainant did not state race, color, or national origin.	Complaint Closed	Review of on-board video was inconsistent with complaint. Result was invalid.
10/30/23	Complainant alleged a bus driver provided her false information regarding route. Complainant believed it was "racially motivated," adding, "I am black, plus 65 years old."	Complaint Closed	Review of on-board video resulted as invalid. Route was correct for requested destination.
11/28/23	Complainant alleged a bus driver denied her bus service, claiming they assumed her to be unhoused because she "is black and has a walker."	Complaint Closed	Personnel interviews and review of on-board video was inconsistent with complaint and claims were invalid. Driver was out of service.
02/04/24	Complainant alleged a bus driver refused to open the emergency ceiling hatch on the unit to provide "fresh air". She claimed that this occurred "only because she is white".	Complaint Closed	The weather conditions on the day of complaint permitted the hatch to be closed. It was raining. All other passenger windows were operational
03/05/24	Complainant alleged a bus driver showed "racial bias" when they allowed a passenger with a disability to board without showing their ID card. Complainant did not state race, color, or national origin.	Complaint Closed	Insufficient information provided to research complaint.
05/09/24	Complainant alleged a bus driver called him a racial slur. Complainant did not state race, color, or national origin.	Complaint Closed	Media to research complaint was unavailable.
06/03/24	Complainant alleged a bus driver falsely accused her of having bad hygiene. Complainant claims she is "a black homeless woman."	Complaint Closed	Personnel interviews and review of on-board video was inconsistent with complaint. Police was dispatched.
06/25/24	Complainant alleged a bus driver retaliated "due to her accent and physical appearance." Complainant stated she is "Latina/Hispanic".	Complaint Closed	Personnel interviews and review of on-board video was inconsistent with complaint. Driver was not able to turn the Tap-to-Ride reader on.
12/05/24	Complainant alleged a bus driver "discriminated against him" once the driver "saw he was Hispanic." Claims the driver provided inaccurate information.	Complaint Closed	Personnel interviews and review of on-board video was inconsistent with complaint.
02/03/25	Complainant alleged a bus driver "does not speak to Black people... nor White people." Complainant did not state race, color, or national origin.	Complaint Closed	Personnel interviews and review of on-board video concluded that the complaint was invalid.



## **MTD PUBLIC PARTICIPATION & OUTREACH**

MTD undertakes an extensive annual process to develop a service plan for the coming fiscal year that includes the collection and analysis of a variety of quantitative and qualitative data. An outline of the process is included as **Attachment C**. The attachment also includes items documenting the public participation process for each of the last three years.

The extensive process includes public input gathered through public meetings, a detailed bilingual online explainer/survey, passenger comments, e-mail and phone communications, and contacts with advocacy groups. The online service change explainers/surveys have proven fruitful for good two-way information sharing. Details on each proposed service change are given, complete with maps, and each proposed change has the opportunity for feedback from the public. This information is compiled, analyzed, and shared with Planning staff and the MTD Board of Directors before final decisions are made. The link to the survey is shared to major lists and on social media by area partners such as the University of California, Santa Barbara and Santa Barbara City College, helping reach large groups of bus riders.

The public meetings are advertised at each bus stop, on each bus, through press releases, and on social media in both English and Spanish, and are held in each community we serve at various times of day to encourage attendance by minority and low-income persons. Interpreters are available at each MTD service change meeting. All information is available in both English and Spanish. In addition to MTD hosted meetings, presentations are given at other local meetings, bringing the information to existing groups of stakeholders and interested parties. MTD staff also “tables” at major community events throughout the year and presents to educational and community groups. Input is welcome year-round and is analyzed and assessed by the staff of MTD’s Planning Department.

## **MTD LIMITED ENGLISH PROFICIENCY ASSISTANCE**

MTD's complete Limited English Proficient (LEP) assistance plan is included as **Attachment D**. Several elements of the plan are listed below:

- Spanish-speaking interpreters are available upon request during normal business hours.
- MTD’s Schedule Guide printed document is bilingual.
- Route and schedule information is available in both English and Spanish on the MTD website (sbmtd.gov).
- Transit surveys conducted by MTD are available in both English and Spanish.
- Information at public hearings is available in both English and Spanish, and Spanish-speaking interpreters are available.
- All boarding announcements at MTD’s downtown Santa Barbara Transit Center are in both English and Spanish.

The MTD Operations Department provides all drivers with training regarding meanings and proper pronunciation of Spanish numbers, common words, and common phrases. In MTD's customer service department, the customer service representatives are either fluent in Spanish, or speak enough Spanish to complete most transactions or talk to customers prior to transferring them to a fluent Spanish speaker. MTD's Schedule Guide document is bilingual, and MTD ensures that staff know where to find Spanish-language information in the Guide.

### **MTD BOARDS, COUNCILS, OR COMMITTEES APPOINTED BY MTD**

MTD has a seven-member Board of Directors. Two are appointed by the Santa Barbara County Board of Supervisors, two are appointed by the Santa Barbara City Council, one is appointed by the Carpinteria City Council, and one is appointed by the Goleta City Council. MTD has no role in the selection of those six appointees. Those six appointees choose the seventh member of the Board. That position is currently filled by an Asian/Pacific Islander male.

MTD does not have any other transit-related, non-elected planning boards, advisory councils or committees, or similar bodies, the membership of which is selected by MTD.

### **MTD SUBRECIPIENT COMPLIANCE WITH TITLE VI**

MTD currently does not have any subrecipients. MTD's Subrecipient Monitoring Program is attached as **Attachment E**.

### **MTD DETERMINATION OF SITE OR LOCATION OF FACILITIES**

MTD did not determine the site or location of any facilities as defined in FTA Circular 4702.1B since the previous Title VI Program submission.

### **MTD SYSTEM-WIDE STANDARDS AND POLICIES**

MTD has developed service standards and policies for shuttle, trunk, local, and express routes. The system-wide standards and policies are attached as **Attachment F**.

### **MTD COLLECTION AND REPORTING OF DATA**

MTD conducted a full Title VI equity analysis in 2024/25 as part of a fare change process. Those files are attached as **Attachment G**. There are also demographic maps for poverty, median household income, and minority status, based on 2019-2023 American Community Survey data. Those maps also reflect MTD's fixed-route bus lines.

**The attachment also** shows data regarding customer demographics and travel patterns, collected from a passenger survey conducted in early 2025, as part of MTD's first fare change process in 16 years.

### **MTD MONITORING OF TRANSIT SERVICE**

MTD monitors its transit service through an ongoing process conducted by the Planning Department. The Planning and Marketing Manager presents detailed information regarding the service monitoring to the Board each quarter. The fourth quarter reports for FYs 2023, 2024, and 2025 are attached as **Attachment H**.

### **MTD EVALUATION OF SERVICE AND FARE EQUITY CHANGES**

After the last decennial census, MTD is now designated as a transit provider with 50 or more vehicles in fixed route service that serves a large UZA. Due to this change in status, MTD adopted its first Service and Fare Change Equity Policy on October 15, 2024. Following adoption of that policy, MTD conducted an extensive outreach process prior to Board adoption of a fare increase on March 4, 2025. Documentation of these processes is attached as **Attachment I**. MTD has not proposed any major service changes since adoption of the Equity Policy.

### **MTD BOARD OF DIRECTORS RESOLUTION APPROVING TITLE VI PROGRAM**

The MTD Board of Directors' resolution of approval of the Title VI Program is attached as **Attachment J**.

**ATTACHMENT A: MTD TITLE VI COMPLIANCE POLICY STATEMENT**



## **Santa Barbara Metropolitan Transit District Title VI Compliance Policy Statement**

Title VI of the Civil Rights Act of 1964 states:

“No person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance.”

The Santa Barbara Metropolitan Transit District (MTD) is committed to complying with the requirements of Title VI in all of its programs and activities.

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Jerry Estrada, General Manager

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Date

## **ATTACHMENT B: MTD TITLE VI & ADA COMPLAINT PROCEDURES AND FORMS**

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**Santa Barbara  
Metropolitan Transit District  
Compliment & Complaint Procedures**



Updated  
November 6, 2025



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## **Santa Barbara Metropolitan Transit District Compliment & Complaint Procedures**

### **INTAKE**

- All complaints and compliments are directed to the Operations Customer Service Specialist. Complaints and compliments may come in various media, including:
  - Phone Calls.
  - Letters.
  - E-mails.
  - Passenger or Public Comment Forms.
  - Social Media Platforms (Instagram, Facebook, Twitter).
  - Santa Barbara Metropolitan Transit District's Website
- All complaints and compliments are logged and tracked in an online database where customer interactions across phone, chat, email, social media, and any other channel all come together in one place.
- The Operations Customer Service Specialist will forward the complaint or compliment to the appropriate persons via the online database for internal email (see matrix in attached chart).
  - If a complaint does not apply to the person assigned, notify the Operations Customer Service Specialist immediately so the complaint can be re-assigned to the proper person.
  - If the person assigned a complaint is unsure how to research and resolve the complaint, notify the Operations Customer Service Specialist immediately so assistance can be offered.
- Spanish Language. For any complaint or compliment from a person who prefers to communicate in Spanish, the complaint or compliment will also be forwarded to bilingual Customer Relations staff.

### **CIVIL RIGHTS AND REASONABLE MODIFICATION COMPLAINTS**

Complaints related to Title VI, Disadvantaged Business Enterprise (DBE), Equal Employment Opportunity (EEO), the Americans with Disabilities Act (ADA), Reasonable Modification, or another Civil Rights issue will be investigated and resolved using the procedures described in this document. MTD has specific forms for Title VI and Americans with Disabilities Act (ADA) or Reasonable Modification complaints (see Attachments).

The Operations Customer Service Specialist will consider each complaint for possible Civil Rights or Reasonable Modification relevance. If there is such relevance, the Operations Customer Service Specialist will refer the complaint to the Director of Finance &

Administration for consideration. The Director of Finance & Administration will ensure that all Civil Rights and Reasonable Modification complaints are properly tracked and resolved.

## **RESPONSE**

Complainants will receive a response in all cases except:

- Persons who do not want a response.
- Persons for whom no contact information is available.

Complaints will be responded to in-kind when possible (e.g., phone call to phone call, e-mail to e-mail, letter to letter, letter to Passenger or Public Comment Form), unless an alternative is requested.

The Operations Customer Service Specialist will make an initial response to all complaints either on the day of receipt or on the next business day, if feasible. If the initial response does not resolve the complaint, the initial response will inform the complainant that a final response will follow after those researching the issue have prepared the final response, if appropriate. The researchers have two options for the final response:

- Send the response to the complainant themselves, and enter the response into The online database for filing.
- Forward the appropriate information via the online database or email to the Operations Customer Service Specialist for response to the complainant.

Ultimately, the appropriate Manager is responsible to ensure that the final response is conveyed to the complainant.

## **DOCUMENTATION**

All compliments and complaints, and the responses, will be documented and filed via the online database. Notes will be also be kept in the online database for phone calls, letters, and email correspondence. Compliments and complaints will be retained for a minimum of five years.

## Santa Barbara Metropolitan Transit District Compliment & Complaint Matrix

RELATED TO	Operations Manager	Superintendent of Operations	Safety & Training Administrator	Fleet & Facilities Manager	Chief Safety Officer	Safety Manager	Human Resources & Risk Manager	Planning & Marketing Manager	Assistant Planning & Marketing Manager	Senior Purchasing Agent	Director of Finance & Administration	General Manager
<b>Title VI (Non-Discrimination)</b> Assigned to: Copied to:	x	x					Primary x	x			Alternate x	x
<b>Disadvantaged Business Enterprise (DBE)</b> Assigned to: Copied to:										Alternate x	Primary x	x
<b>Equal Employment Opportunity (EEO)</b> Assigned to: Copied to:							Primary x				Alternate x	x
<b>Americans with Disabilities Act (ADA)</b> Assigned to: Copied to:	x	x	x				Primary x				Alternate x	x
<b>Reasonable Modification</b> Assigned to: Copied to:	Primary x	Alternate x									x	x
<b>Safety-Related With Potential Liability</b> Assigned to: Copied to:	x	x			Alternate x	x	Primary x					
<b>Safety-Related Without Injury</b> Assigned to: Copied to:	Alternate x	Primary x	x		x	x	x					
<b>Fare / Transfer Policy</b> Assigned to: Copied to:	x	x						Alternate x			Primary x	x
<b>Passenger Relations</b> Assigned to: Copied to:	Alternate x	Primary x	x			x						

## Santa Barbara Metropolitan Transit District Compliment & Complaint Matrix

RELATED TO	Operations Manager	Superintendent of Operations	Safety & Training Administrator	Fleet & Facilities Manager	Chief Safety Officer	Safety Manager	Human Resources & Risk Manager	Planning & Marketing Manager	Assistant Planning & Marketing Manager	Senior Purchasing Agent	Director of Finance & Administration	General Manager
<b>Planning Process</b> Assigned to: Copied to:								Primary x	Alternate x		x	
<b>Driving Observations</b> Assigned to: Copied to:	Alternate x	Primary x	x		x	x						
<b>Booster Relations</b> Assigned to: Copied to:	x	Primary x	Alternate x					x	x			
<b>Booster Schedules</b> Assigned to: Copied to:	x	x	x					Primary x	Alternate x			
<b>Routes &amp; Schedules</b> Assigned to: Copied to:	x	x	x					Primary x	Alternate x			
<b>Bus Stops</b> Assigned to: Copied to:	x	x	x					Primary x	Alternate x			
<b>Bus Maintenance</b> Assigned to: Copied to:	Alternate x	x	x	Primary x		x						
<b>Compliments</b> Assigned to: Copied to:	x	x			Alternate x		Primary x					x

# **Attachments**

**Americans with Disabilities Act (ADA) &  
Reasonable Modification Complaint Form**

***and***

**Title VI Complaint Form**



**MTD Use Only**

Date Received: \_\_\_\_\_

Received By: \_\_\_\_\_

**Santa Barbara Metropolitan Transit District  
Americans with Disabilities Act (ADA) &  
Reasonable Modification Complaint Form**

The Santa Barbara Metropolitan Transit District (MTD) is committed to ensuring that no person is excluded from participation in or denied the benefits of its services due to a disability or to the denial of a request for a reasonable modification. If you have a complaint about the accessibility of MTD's bus service or if you believe you have been discriminated against because of your disability, you can file a written complaint.

This completed complaint form must be returned to: Santa Barbara Metropolitan Transit District, Attn: ADA Coordinator, 550 Olive Street, Santa Barbara, CA 93101. If you require any assistance in completing this form, please contact the Manager of Human Resources at (805) 963-3364.

**Date of alleged incident** \_\_\_\_\_

**Complainant**

Your Name:	Phone:
Street Address:	City, State, & Zip Code:

Please describe the alleged incident. Explain what happened and whom you believe was responsible. Attach an additional sheet of paper if necessary.

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I affirm that I have read the above charge and that it is true to the best of my knowledge, information, and belief.

\_\_\_\_\_  
Complainant's Signature

\_\_\_\_\_  
Date:

\_\_\_\_\_  
Print or Type Name of Complainant



**MTD Use Only**

Date Received: \_\_\_\_\_

Received By: \_\_\_\_\_

**Santa Barbara Metropolitan Transit District  
Title VI Complaint Form**

The Santa Barbara Metropolitan Transit District (MTD) is committed to ensuring that no person is excluded from participation in or denied the benefits of its services on the basis of race, color, or national origin, as provided by Title VI of the Civil Rights Act of 1964, as amended.

This completed complaint form must be returned to: Santa Barbara Metropolitan Transit District, Attn: Title VI, 550 Olive Street, Santa Barbara, CA 93101. If you require any assistance in completing this form, please contact the Manager of Human Resources at (805) 963-3364. Title VI complaints must be filed within 180 days from the date of the alleged discrimination:

**Date of alleged incident** \_\_\_\_\_

**Complainant**

Your Name:	Phone:
Street Address:	City, State, & Zip Code:

**Person(s) alleging discrimination (if different from complainant)**

Name:	Phone:
Street Address:	City, State, & Zip Code:

Which of the following best describes the reason for the alleged discrimination? (Circle one)

- Race
- Color
- National Origin
- Limited English Proficient

Please use the back of this form to describe the alleged discrimination. Explain what happened and whom you believe was responsible.



## Santa Barbara Metropolitan Transit District Title VI Complaint Form (Continued)

Please describe the alleged discrimination. Explain what happened and whom you believe was responsible. Attach an additional sheet of paper if necessary.

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Have you filed a complaint regarding the alleged discrimination with any other federal, state, or local agencies? (Circle one) **Yes** / **No**

If yes, please list agency or agencies and the contact information:

Agency & Contact Name:	Phone:
Street Address:	City, State, & Zip Code:

Agency & Contact Name:	Phone:
Street Address:	City, State, & Zip Code:

I affirm that I have read the above charge and that it is true to the best of my knowledge, information, and belief.

\_\_\_\_\_  
Complainant's Signature

\_\_\_\_\_  
Date:

\_\_\_\_\_  
Print or Type Name of Complainant

## **ATTACHMENT C: MTD PUBLIC OUTREACH & INVOLVEMENT**

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## **Santa Barbara Metropolitan Transit District Service Planning & Evaluation Policy**

The following outline describes the annual process that MTD staff follows in getting input from the various stakeholders and developing a service plan for the coming fiscal year. As is shown, the extensive public participation process includes the collection and analysis of a variety of quantitative and qualitative data.

### MTD Data Collection & Service Planning

- Qualitative Data
  - Public input
    - ✓ Passenger comments
    - ✓ E-mail and phone communications
    - ✓ Public meetings
    - ✓ Advocacy groups
      - ◆ Minority & LEP populations
      - ◆ Low-Income populations
      - ◆ Persons with disabilities
      - ◆ Bicyclist & pedestrian groups
  - MTD employee input
    - ✓ Drivers / supervisors / Transit Center staff comments
    - ✓ Staff ride-alongs
    - ✓ Time point checks
    - ✓ Schedule adherence checks
  - Agency input
    - ✓ California Department of Transportation (Caltrans)
    - ✓ Santa Barbara County Association of Governments (SBCAG)
    - ✓ County
    - ✓ Cities
    - ✓ Other agencies, including:
      - ◆ Santa Barbara County Air Pollution Control District (APCD)
      - ◆ University of California, Santa Barbara (UCSB)
      - ◆ Santa Barbara City College (SBCC)
      - ◆ School Districts

- Quantitative Data
  - Ridership surveys
    - ✓ Various lines as needed
  - Annual Route Analysis
    - ✓ Compare each route to system average and to previous year
  - Annual Service Evaluation
    - ✓ Ridership measure (riders per hour or trip)
    - ✓ Economic measure (subsidy per passenger)
    - ✓ Routes in fourth quartile require recommendation to MTD Board
  - Standard transit industry methodologies
    - ✓ Transit elasticities
    - ✓ Demographic analysis

#### MTD Staff Provides Recommendations to MTD Board

- MTD Board:
  - Board holds one or more public hearings
    - ✓ Information is available in both English and Spanish
    - ✓ Spanish-speaking interpreters are available
  - Board considers staff recommendations
  - Board considers input from public hearings & other public comments
  - Board adopts annual service plan

#### Documentation of Public Engagement

- The following pages present documentation of the public engagement process for each of the last three years.



**Contact:**  
**Hillary Blackerby**  
**Planning & Marketing Manager**  
**(805) 963-3364 ext. 218**

**FOR IMMEDIATE RELEASE**  
**April 3, 2023**

## **MTD TO SOLICIT INPUT ON PROPOSED SERVICE CHANGES THROUGH PUBLIC MEETINGS AND ONLINE SURVEY**

SANTA BARBARA – Santa Barbara MTD is hosting a set of public outreach meetings this April, and is inviting the public to take a brief survey giving feedback on proposed service changes to local bus service. These meetings are held annually in the spring to receive input on the proposed changes that would go into effect on August 14, 2023.

Proposed changes include:

- New peak hour Line 19x (Carpinteria/SBCC Express) serving Carpinteria, Santa Barbara's Eastside, and SBCC
- Restoration of Line 28 (UCSB Shuttle) service
- Lines 23 (El Encanto Heights) & 25 (Ellwood/Winchester Canyon) endpoint connection
- New microtransit service in Goleta and Isla Vista

MTD invites the public to learn more and to give feedback via an online survey that explains all the proposed changes at [www.sbmtd.gov/servicechanges](http://www.sbmtd.gov/servicechanges). The survey is available in English and Spanish.

Community meetings will be held at the following locations and times, and Spanish/English interpretation will be provided:

Tuesday, April 11<sup>th</sup> at 6pm  
Downtown Library, Faulkner Gallery  
40 E. Anapamu St, Santa Barbara

Wednesday, April 12<sup>th</sup> at 12pm  
Virtual Meeting- Zoom Webinar  
[Click here to register.](#)

Tuesday, April 18<sup>th</sup> at 6pm  
Carpinteria Library  
5141 Carpinteria Ave, Carpinteria

Wednesday, April 26<sup>th</sup> at 6pm  
Goleta City Hall, Council Chambers  
130 Cremona Dr #B, Goleta

In addition to the four meetings listed above, a presentation on the proposed changes will be given at the April 25<sup>th</sup> meeting of the Isla Vista Community Services District Board of Directors. The meeting begins at 6:00pm.

For questions on proposed service changes, the public may contact Santa Barbara MTD at 805-963-3364 or email [info@sbmtd.gov](mailto:info@sbmtd.gov).

Attachment: Bilingual flyer

###



**Contacto:**  
**Hillary Blackerby**  
**Gerente de Planificación y Márketing**  
**(805) 963-3364 ext. 218**

**PARA PUBLICACIÓN INMEDIATA**  
**3 de abril del 2023**

## **MTD SOLICITARÁ OPINIONES SOBRE LOS CAMBIOS DE SERVICIO PROPUESTOS A TRAVÉS DE REUNIONES PÚBLICAS Y ENCUESTAS EN LÍNEA**

SANTA BARBARA – El Santa Bárbara MTD está organizando una serie de reuniones de divulgación pública este abril y está invitando al público a realizar una breve encuesta para dar su opinión sobre los cambios de servicio propuestos para el servicio de autobús local. Estas reuniones se llevan a cabo anualmente en la primavera para recibir aportes sobre los cambios propuestos que entrarían en vigencia el 14 de agosto de 2023.

Los cambios propuestos incluyen:

- Nueva línea 19x (Carpinteria/SBCC Express) en hora pico que sirve a Carpinteria, el lado este de Santa Bárbara y SBCC
- Restauración del servicio de la Línea 28 (UCSB Shuttle)
- Conexión de punto final de las líneas 23 (El Encanto Heights) y 25 (Ellwood/Winchester Canyon)
- Nuevo servicio de microtránsito en Goleta e Isla Vista

MTD invita al público a aprender más y dar su opinión a través de una encuesta en línea que explica todos los cambios propuestos en [www.sbmtd.gov/servicechanges](http://www.sbmtd.gov/servicechanges). La encuesta está disponible en inglés y español.

Las reuniones comunitarias se llevarán a cabo en los siguientes lugares y horarios, y se proporcionará interpretación en español/inglés:

Martes 11 de abril a las 18.00 h.  
Downtown Library, Faulkner Gallery  
40 E. Anapamu St, Santa Barbara

Miércoles 12 de abril a las 12:00 h.  
Reunión virtual: seminario web de Zoom  
[Haga clic aquí para registrarse.](#)

Martes 18 de abril a las 18.00 h.  
Carpinteria Library  
5141 Carpinteria Ave, Carpinteria



Miércoles 26 de abril a las 18:00 h.  
Goleta City Hall, Council Chambers  
130 Cremona Dr #B, Goleta

Además de las cuatro reuniones enumeradas anteriormente, se realizará una presentación sobre los cambios propuestos en la reunión del 25 de abril de la Junta Directiva del Distrito de Servicios Comunitarios de Isla Vista. La reunión comienza a las 6:00 pm.

Si tiene preguntas sobre los cambios de servicio propuestos, el público puede comunicarse con Santa Barbara MTD al 805-963-3364 o enviar un correo electrónico a [info@sbmtd.gov](mailto:info@sbmtd.gov).

Adjunto: Folleto bilingüe

###

# We want your input on proposed service changes.

Queremos su opinión sobre los cambios de servicio propuestos.

19X

New peak hour Line 19x serving Carpinteria, Santa Barbara's Eastside, & SBCC  
*Nueva línea 19x en hora pico que sirve a Carpinteria, el lado este de Santa Bárbara y SBCC*

28

Increased frequency on Line 28  
*Mayor frecuencia en la Línea 28*

Lines 23 & 25 endpoint connection  
*Conexión de punto final de las Líneas 23 y 25*

23

25

New microtransit service in Goleta & Isla Vista  
*Nuevo servicio microtránsito en Goleta e Isla Vista*



Two ways to learn more and give feedback:

*Dos formas de aprender más y dar su opinión:*

1. Complete a short survey at | *Complete una breve encuesta en*  
[www.sbmttd.gov/servicechanges](http://www.sbmttd.gov/servicechanges)

2. Attend a public meeting | *Asistir a una reunión pública*



6:00 pm, Tuesday, April 11

Downtown Library, Faulkner Gallery  
40 E. Anapamu St, Santa Barbara

12:00 pm, Wednesday, April 12

Virtual Meeting--Zoom Webinar  
See link above to register.

6:00 pm, Tuesday, April 18

Carpinteria Library  
5141 Carpinteria Ave, Carpinteria

6:00 pm, Wednesday, April 26

Goleta City Hall, Council Chambers  
130 Cremona Dr #B, Goleta

Spanish interpretation will be provided. If you need special assistance to participate in this meeting, please contact MTD at 805.963.3364 at least 48 hours in advance of the meeting to allow time for MTD to attempt a reasonable accommodation.

*Se proporcionará interpretación al español. Si necesita asistencia especial para participar en esta reunión, comuníquese con MTD al 805.963.3364 al menos 48 horas antes de la reunión para que MTD tenga tiempo de intentar una adaptación razonable.*

Questions? ¿Preguntas?

[www.sbmttd.gov](http://www.sbmttd.gov) | 805-963-3364 | [info@sbmttd.gov](mailto:info@sbmttd.gov)





**Contact:**  
**Hillary Blackerby**  
**Planning and Marketing Manager**  
**(805) 963-3364 ext. 218**

**FOR IMMEDIATE RELEASE**  
**August 10, 2023**

**ANNUAL MTD SERVICE CHANGES START TO GO INTO EFFECT ON  
MONDAY, AUGUST 14<sup>th</sup>, MORE CHANGES TO FOLLOW  
IN COMING WEEKS**

Routing changes, new service, and increased service on the way

SANTA BARBARA – Santa Barbara MTD makes service changes to local bus service every year in mid-August. This year's service changes will go into effect at the beginning of the day on Monday, August 14, 2023. Other changes will phase in as K-12, SBCC, and UCSB fall classes begin.

**Starting Monday, August 14, 2023:**

- Route and schedule changes on Lines 23 (El Encanto Heights) & 25 (Ellwood/Winchester Canyon)--now they'll connect at the end of the line so one route becomes the other. This will provide riders a one-seat ride through Western Goleta, no matter the direction.
- Minor schedule changes on Lines 6 (Goleta), 11 (UCSB), and 20 (Carpinteria)

**Starting Monday, August 21, 2023:**

- Schedule changes for booster services to Junior Highs and High Schools ([detailed schedules here.](#))

**Starting Monday, August 28, 2023:**

- New peak hour weekday service (Line 19x) serving Carpinteria, Santa Barbara's Eastside, and SBCC

**Starting Monday, September 25, 2023:**

- Increased weekday service on Line 28 (UCSB Shuttle)--now with 18 minute headways for most of the day

These schedule changes are in response to community needs, increased demand for bus service, and to improve on-time performance.

The new schedule guide reflecting these changes is available online [here](#). The printed version of the schedule guide is also available at the Transit Center and onboard buses.

Customer Service Representatives are available for assistance at (805) 963-3366.

###

# Is your schedule changing? ¿Está cambiando su horario?

19X

New peak hour Line 19x serving Carpinteria, Santa Barbara's Eastside, and SBCC starting August 28th, 2023.

*Nueva línea 19x en hora pico que sirve a Carpinteria, el lado este de Santa Bárbara y SBCC a partir del 28 de agosto de 2023.*

Increase in Line 28 weekday frequency starting September 25, 2023.

*Aumento en la frecuencia de la Línea 28 entre semana a partir del 25 de septiembre de 2023.*

28

23

25

Route changes to Lines 23 and 25 connecting them at the end of the line.

*Cambios de ruta a las Líneas 23 y 25 conectándolas al final de la línea.*

6

11

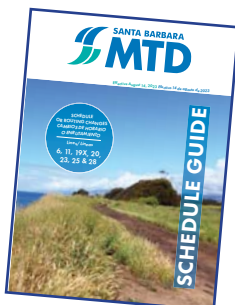
20

Minor schedule changes

*Cambios menores de horario*

Introduction of The Wave microtransit to Goleta & Isla Vista, coming soon!

*La introducción del microtránsito The Wave a Goleta e Isla Vista, ¡próximamente!*



Pick up a new Schedule Guide to learn more!

*¡Recoger un nuevo Guía de Horarios para saber más!*

Effective August 14, 2023 | *Efectivo 14 de agosto 2023*



sbmtd.gov



**Contact:**  
**Hillary Blackerby**  
**Planning & Marketing Manager**  
**(805) 963-3364 ext. 218**

**FOR IMMEDIATE RELEASE**  
**March 25, 2024**

## **MTD TO SOLICIT INPUT ON PROPOSED SERVICE CHANGES THROUGH PUBLIC MEETINGS AND ONLINE SURVEY**

SANTA BARBARA – Santa Barbara MTD is hosting a set of public outreach meetings this April, and is inviting the public to take a brief survey giving feedback on proposed service changes to local bus service. These meetings are held annually in the spring to receive input on the proposed changes that would go into effect on August 19, 2024.

Proposed changes include:

- Service extended until 9:00 p.m. on Line 15x (SBCC/UCSB Express)
- Increased frequency on Line 27 (Isla Vista Shuttle)

In addition to these proposed changes, MTD will be launching temporary summer service for a new Downtown-Waterfront Shuttle circulator in Santa Barbara. Members of the public can learn more about this service at the outreach meetings.

MTD invites the public to learn more and to give feedback via an online survey that explains all the proposed changes at [www.sbmtd.gov/servicechanges](http://www.sbmtd.gov/servicechanges). The survey is available in English and Spanish.

Community meetings will be held at the following locations and times, and Spanish/English interpretation will be provided:

Thursday, April 11<sup>th</sup> at 6:00 p.m.  
Goleta City Hall, Council Chambers  
130 Cremona Dr #B, Goleta

Tuesday, April 16<sup>th</sup> at 6:00 p.m.  
Carpinteria Library  
5141 Carpinteria Ave, Carpinteria

Thursday, April 18<sup>th</sup> at 12:00 p.m.  
Santa Barbara City College, Room A161  
721 Cliff Drive, Santa Barbara

# We want your input on proposed service changes.

Queremos su opinión sobre los cambios de servicio propuestos.



Service extended until 9:00 pm on Line 15x  
*Servicio ampliado hasta las 21 h. en la Línea 15x*

Increased frequency on Line 27  
*Mayor frecuencia en la Línea 27*



Temporary summer service on the Downtown-Waterfront Shuttle  
*Servicio temporal de verano en el servicio de Downtown-Waterfront Shuttle*

Two ways to learn more and give feedback:

*Dos formas de aprender más y dar su opinión:*

1. Complete a short survey at | *Complete una breve encuesta en*  
[sbmtd.gov/servicechanges](http://sbmtd.gov/servicechanges)
2. Attend a public meeting | *Asistir a una reunión pública*



6:00 pm, Thursday, April 11

Goleta City Hall, Council Chambers  
130 Cremona Dr #B, Goleta

6:00 pm, Tuesday, April 16

Carpinteria Library  
5141 Carpinteria Ave, Carpinteria

12:00 pm, Thursday, April 18

Santa Barbara City College, Room A161  
721 Cliff Drive, Santa Barbara

6:00 pm, Wednesday, April 24

Virtual Meeting--Zoom Webinar  
See link above to register.

Spanish interpretation will be provided. If you need special assistance to participate in this meeting, please contact MTD at 805.963.3364 at least 48 hours in advance of the meeting to allow time for MTD to attempt a reasonable accommodation.

*Se proporcionará interpretación al español. Si necesita asistencia especial para participar en esta reunión, comuníquese con MTD al 805.963.3364 al menos 48 horas antes de la reunión para que MTD tenga tiempo de intentar una adaptación razonable.*

Questions? ¿Preguntas?

[www.sbmtd.gov](http://www.sbmtd.gov) | 805-963-3364 | [info@sbmtd.gov](mailto:info@sbmtd.gov)





**Contacto:**  
**Hillary Blackerby**  
**Gerente de Planificación y Márketing**  
**(805) 963-3364 ext. 218**

**PARA PUBLICACIÓN INMEDIATA**  
**25 de marzo del 2024**

## **MTD SOLICITARÁ OPINIONES SOBRE LOS CAMBIOS DE SERVICIO PROPUESTOS A TRAVÉS DE REUNIONES PÚBLICAS Y ENCUESTAS EN LÍNEA**

SANTA BARBARA – El Santa Bárbara MTD está organizando una serie de reuniones de divulgación pública este abril y está invitando al público a realizar una breve encuesta para dar su opinión sobre los cambios de servicio propuestos para el servicio de autobús local. Estas reuniones se llevan a cabo anualmente en la primavera para recibir aportes sobre los cambios propuestos que entrarían en vigencia el 19 de agosto de 2024.

Los cambios propuestos incluyen:

- Servicio ampliado hasta las 21:00 horas. en la línea 15x (SBCC/UCSB Express)
- Incremento de frecuencia en la Línea 27 (Isla Vista Shuttle)

Además de estos cambios propuestos, MTD lanzará un servicio temporal de verano para un nuevo circulador Downtown-Waterfront Shuttle en Santa Bárbara. Los miembros del público pueden aprender más sobre este servicio en las reuniones de divulgación.

MTD invita al público a aprender más y dar su opinión a través de una encuesta en línea que explica todos los cambios propuestos en [www.sbmtd.gov/servicechanges](http://www.sbmtd.gov/servicechanges). La encuesta está disponible en inglés y español.

Las reuniones comunitarias se llevarán a cabo en los siguientes lugares y horarios, y se proporcionará interpretación en español/inglés:

Jueves 11 de abril a las 18.00 h.  
Goleta City Hall, Council Chambers  
130 Cremona Dr #B, Goleta

Martes 16 de abril a las 18.00 h.  
Carpinteria Library  
5141 Carpinteria Ave, Carpinteria

Jueves 18 de abril a las 12:00 h.  
Santa Barbara City College, Room A161  
721 Cliff Drive, Santa Barbara

Miércoles 24 de abril a las 18:00 h.  
Reunión virtual: seminario web de Zoom  
[Haga clic aquí para registrarse.](#)

Además de las cuatro reuniones enumeradas anteriormente, se realizará una presentación sobre los cambios propuestos en la reunión del 23 de abril de la Junta Directiva del Distrito de Servicios Comunitarios de Isla Vista. La reunión comienza a las 6:00 pm.

Si tiene preguntas sobre los cambios de servicio propuestos, el público puede comunicarse con Santa Barbara MTD al 805-963-3364 o enviar un correo electrónico a [info@sbmtd.gov](mailto:info@sbmtd.gov).

Adjunto: Folleto bilingüe

###





**Contact:**  
**Hillary Blackerby**  
**Planning and Marketing Manager**  
**(805) 963-3364 ext. 218**

**FOR IMMEDIATE RELEASE**  
**April 25, 2024**

## **MTD TO BRING BACK ELECTRIC DOWNTOWN-WATERFRONT SHUTTLE SERVICE TEMPORARILY THIS SUMMER WITH NEW ROUTE**

SANTA BARBARA, CALIF. – Santa Barbara MTD is announcing the return of the beloved all-electric Downtown-Waterfront Shuttle service to Santa Barbara's Downtown and Waterfront areas temporarily for summer 2024. After a 4-year hiatus, electric shuttles will once again carry riders around town on a safe, quiet, and zero-emission ride as they had for 30 years prior to the COVID-19 pandemic.

The temporary shuttle service operation will be funded with limited, one-time grant funds from the State of California's Low-Carbon Transit Operations Program (LCTOP) fund.

The previous Downtown-Waterfront Shuttle service was funded through an agreement between MTD and the City of Santa Barbara. The service was suspended at the beginning of the pandemic, and the agreement for funding from the City expired in June 2022 and was not renewed.

Service will operate on Friday, Saturday, and Sunday from 10:00 a.m. to 6:00 p.m. between May 31, 2024 and September 2, 2024, with service on the 4<sup>th</sup> of July and Labor Day Monday.

The Shuttle will operate as a circulator route with 20-minute headways, offering frequent service for residents and visitors to enjoy the iconic beauty of Santa Barbara's Waterfront and Downtown. Riders can catch the shuttle at any MTD stop along the route.

Due to a large portion of State Street downtown being closed to motor vehicles and open to pedestrians, the Downtown portion of the route will operate on Chapala and Anacapa Streets.

The return of this service will once again provide transit connections among the harbor and waterfront, Santa Barbara Zoo, Santa Barbara Train Depot, the historic County Courthouse, countless hotels, and Downtown shopping and dining destinations, just to name a few.

Fares will be \$0.50 (standard one-way) and \$0.25 for seniors 62+ and people with disabilities. The popular \$1 day pass will also be available and provides for unlimited rides on the Shuttle in one calendar day. Additionally, riders with a valid Amtrak ticket ride free on the Shuttle or any MTD bus service by showing their train ticket for that day.

There will be a community event on Friday, May 31, 2024, to celebrate the launch of the service. Event details will be announced soon.

###

Attachment: Map of new Downtown-Waterfront Shuttle route

Wednesday, April 24<sup>th</sup> at 6:00 p.m.  
Virtual Meeting- Zoom Webinar  
[Click here to register.](#)

In addition to the four meetings listed above, a presentation on the proposed changes will be given at the April 23<sup>rd</sup> meeting of the Isla Vista Community Services District Board of Directors. The meeting begins at 6:00pm.

For questions on proposed service changes, the public may contact Santa Barbara MTD at 805-963-3364 or email [info@sbmtd.gov](mailto:info@sbmtd.gov).

Attachment: Bilingual flyer

###

# Is your schedule changing? ¿Está cambiando su horario?

15X

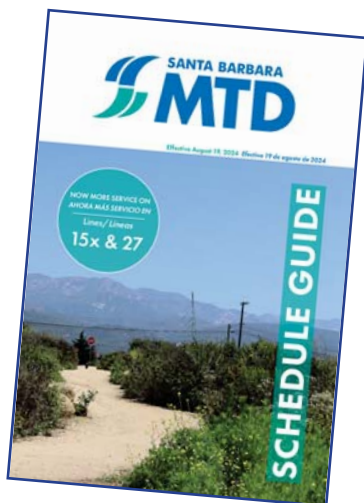
The span of service on Line 15x has been extended to 9:35 p.m., with hourly frequency after 6 p.m.

*Se ha ampliado el horario de servicio de la Línea 15x hasta las 21:35 horas, con frecuencia horaria a partir de las 18:00 horas.*

Increased 20 minute frequency on Line 27 on weekdays during UCSB's Fall, Spring, and Winter quarters is planned to begin September 22, 2024, pending driver availability.

27

*Se planea aumentar la frecuencia de 20 minutos en la Línea 27 de lunes a viernes durante los trimestres de otoño, primavera, e invierno de UCSB a partir del 22 de septiembre de 2024, dependiendo de la disponibilidad de los conductores.*



Pick up a new Schedule Guide to learn more!

*¡Recoger un nuevo Guía de Horarios para saber más!*

Effective August 19, 2024 | *Efectivo 19 de agosto 2024*



**Contact:**  
**Hillary Blackerby**  
**Planning and Marketing Manager**  
**(805) 963-3364 ext. 218**

**FOR IMMEDIATE RELEASE**  
**August 13, 2024**

**ANNUAL MTD SERVICE CHANGES START TO GO INTO EFFECT ON  
MONDAY, AUGUST 19<sup>th</sup>, MORE CHANGES TO FOLLOW  
IN COMING WEEKS**

Increased service on the way

SANTA BARBARA – Santa Barbara MTD makes service changes to local bus service every year in mid-August. This year's service changes will go into effect at the beginning of the day on Monday, August 19, 2024. Other changes will phase in when UCSB fall classes begin.

**Starting Monday, August 19, 2024:**

- The span of service on Line 15x (SBCC/UCSB Express) is being extended to 9:35 p.m., with hourly frequency after 6 p.m.

**Starting Monday, September 23, 2024:**

- Increased 20 minute frequency on Line 27 (Isla Vista Shuttle) on weekdays during UCSB's Fall, Spring, and Winter quarters is planned, pending driver availability.

These schedule changes are in response to community needs, increased demand for bus service, and to improve on-time performance.

The new schedule guide reflecting these changes is available online [here](#). The printed version of the schedule guide is also available at the Transit Center and onboard buses.

Customer Service Representatives are available for assistance at (805) 963-3366.

###



**Contact:**  
**Hillary Blackerby**  
**Planning and Marketing Manager**  
**(805) 963-3364 ext. 218**

**FOR IMMEDIATE RELEASE**  
**January 8, 2025**

## **SANTA BARBARA MTD ASKS PUBLIC TO WEIGH IN ON A PROPOSED FARE STRUCTURE CHANGE**

Proposed change comes after 16 years of no increase in fares

SANTA BARBARA – Santa Barbara MTD has kicked off a public outreach process seeking input from the public on a proposed adjustment to MTD’s bus fare structure. MTD’s fares have been unchanged for the past 16 years, but rising operational costs have necessitated an update to keep bus service sustainable and dependable in the future.

Operating costs have increased by more than 10 percent since Fiscal Year 2019, and fares only account for roughly 20 percent of MTD’s annual operating budget. The District’s major revenue sources are fares, Federal Transit Administration (FTA) operating assistance, and sales tax. With the FTA classifying Santa Barbara as a large urbanized area (UZA) due to the population growth confirmed by the 2020 Census, MTD is no longer eligible for FTA Small Transit Intensive Cities (STIC) funding of approximately \$3.0 million per year, thus eliminating that funding source. In the absence of sufficient funding, MTD would be forced to make cuts to bus service.

In order to generate additional revenue of approximately \$1.5 million to help fill that gap, MTD has put together two proposed alternative scenarios, shown in the table below. Alternative 1 consists of a \$2.25 cash fare with moderately discounted passes, while Alternative 2 consists of a \$2.50 cash fare with a greater discount on passes.

Fare Structure		Current	Alternative 1	Alternative 2
Cash Fares	Regular Fare	\$1.75	\$2.25	\$2.50
	Youth	\$1.75	\$2.25	\$2.50
	Senior/Disabled	\$0.85	\$1.00	\$1.25
Day Pass		\$6.00	\$6.00	\$6.00
10-Ride Pass	Adult	\$11.50	\$18.50	\$17.50
	Youth	\$8.25	\$13.50	\$12.50
	Senior/Disabled	\$5.50	\$9.00	\$8.50
30-Day Pass	Adult	\$52.00	\$85.00	\$80.00
	Youth	\$42.00	\$68.00	\$65.00
	Senior/Disabled	\$20.00	\$32.00	\$30.00

MTD will be hosting several open house style public meetings over the next month to discuss details and take input from community members. These meetings will have English-Spanish interpretation available and will be held as follows:

**Wednesday, January 15, 6:00 p.m. - 7:30 p.m.**  
**Goleta Valley Community Center**  
**5679 Hollister Avenue, Goleta**

**Thursday, January 23, 5:00 p.m. - 6:30 p.m.**  
**Eastside Library, MLK, Jr. Room**  
**1102 E Montecito Street, Santa Barbara**

**Saturday, January 25, 2:00 p.m. - 3:30 p.m.**  
**Central Library, Faulkner Gallery**  
**40 E Anapamu Street, Santa Barbara**

**Wednesday, February 5, 6:00 p.m. - 7:30 p.m.**  
**Carpinteria Library, Community Room**  
**5141 Carpinteria Avenue, Carpinteria**

The outreach and survey period will run through mid-February, and the public is invited to visit <https://sbmtd.gov/farechange> to review the proposed alternatives and to complete a short survey. The survey is available in English and Spanish, and will also be available in paper form at the Transit Center and onboard MTD buses.

Any fare change would go into effect with MTD's annual service changes on August 18, 2025.

Attachment: Informational Flyer

###



**Contact:**  
**Hillary Blackerby**  
**Planning and Marketing Manager**  
**(805) 963-3364 ext. 218**

**FOR IMMEDIATE RELEASE**  
**January 8, 2025**

## **Santa Barbara MTD pide al público que opine sobre un cambio propuesto en la estructura de tarifas**

**El cambio propuesto llega después de 16 años sin aumentos en las tarifas**

SANTA BARBARA – El MTD de Santa Bárbara ha iniciado un proceso de divulgación pública en busca de aportes del público sobre un ajuste propuesto a la estructura de tarifas de autobús del MTD. Las tarifas del MTD no han cambiado durante los últimos 16 años, pero el aumento de los costos operativos ha hecho necesaria una actualización para mantener el servicio de autobús sustentable y confiable en el futuro.

Los costos operativos han aumentado más del 10 por ciento desde el año fiscal 2019, y las tarifas solo representan aproximadamente el 20 por ciento del presupuesto operativo anual del MTD. Las principales fuentes de ingresos del Distrito son las tarifas, la asistencia operativa de la Administración Federal de Tránsito (FTA) y el impuesto a las ventas. Dado que la FTA clasifica a Santa Bárbara como una gran área urbanizada (UZA) debido al crecimiento demográfico confirmado por el Censo de 2020, el MTD ya no es elegible para la financiación de la FTA para pequeñas ciudades intensivas en tránsito (STIC) de aproximadamente \$3.0 millones por año, eliminando así esa fuente de financiación. En ausencia de fondos suficientes, el MTD se vería obligado a realizar recortes en el servicio de autobuses.

Para generar ingresos adicionales de aproximadamente \$1.5 millones para ayudar a llenar ese vacío, MTD ha elaborado dos escenarios alternativos propuestos, que se muestran en la tabla a continuación. La alternativa 1 consiste en una tarifa en efectivo de \$2.25 con pases con un descuento moderado, mientras que la alternativa 2 consiste en una tarifa en efectivo de \$2.50 con un mayor descuento en los pases.

Estructura de tarifas		Actual	Alternativa 1	Alternativa 2
Tarifas en efectivo	Tarifa Regular	\$1.75	\$2.25	\$2.50
	Juventud	\$1.75	\$2.25	\$2.50
	Senior/Discapacitado	\$0.85	\$1.00	\$1.25
Pase de un día		\$6.00	\$6.00	\$6.00
Pase de 10-viajes	Adulto	\$11.50	\$18.50	\$17.50
	Juventud	\$8.25	\$13.50	\$12.50
	Senior/Discapacitado	\$5.50	\$9.00	\$8.50
Pase de 30-viajes	Adulto	\$52.00	\$85.00	\$80.00
	Juventud	\$42.00	\$68.00	\$65.00
	Senior/Discapacitado	\$20.00	\$32.00	\$30.00

MTD organizará varias reuniones públicas de puertas abiertas durante el próximo mes para conversar de los detalles y recibir las opiniones de los miembros de la comunidad. Estas reuniones contarán con interpretación en inglés y español y se llevarán a cabo de la siguiente manera:

**Miércoles 15 de enero, 6:00 p.m. - 7:30 p.m. Goleta Valley Community Center  
5679 Hollister Avenue, Goleta**

**Jueves 23 de enero, 5:00 p.m. - 6:30 p.m. Eastside Library, MLK, Jr. Room  
1102 E Montecito Street, Santa Barbara**

**Sábado 25 de enero, 2:00 p.m. - 3:30 p.m. Central Library, Faulkner Gallery  
40 E Anapamu Street, Santa Barbara**

**Miércoles 5 de febrero, 6:00 p.m. - 7:30 p.m. Carpinteria Library, Community Room  
5141 Carpinteria Avenue, Carpinteria**

El período de divulgación y encuesta se extenderá hasta mediados de febrero, y se invita al público a visitar <https://sbmtd.gov/farechange> para revisar las alternativas propuestas y completar una breve encuesta. La encuesta está disponible en inglés y español, y también estará disponible en formato impreso en el Centro de Tránsito y a bordo de los autobuses de MTD.

Cualquier cambio de tarifa entraría en vigencia junto con los cambios anuales en el servicio de MTD el 18 de agosto de 2025.

Adjunto: Folleto informativo

###





# Tell us what's a fair fare change!

## Cuéntenos ¿cuál es un cambio de tarifa justo?

MTD's fares have been unchanged for 16 years and with rising operational costs, an update to our fare structure is necessary to keep bus service sustainable & dependable in the future.

**Check out the proposed changes in the table below and let us know what you think!**

Las tarifas de MTD no han cambiado durante 16 años y con el aumento de los costos operativos, es necesaria una actualización de nuestra estructura tarifaria para mantener el servicio de autobuses sostenible y confiable en el futuro.

**¡Consulta los cambios propuestos en la siguiente tabla y cuéntenos qué piensas!**



### Community Meetings

#### Reuniones comunitarias

**Wednesday, January 15, 6:00 p.m. - 7:30 p.m.**  
Goleta Valley Community Center  
5679 Hollister Avenue, Goleta

**Thursday, January 23, 5:00 p.m. - 6:30 p.m.**  
Eastside Library, MLK, Jr. Room  
1102 E Montecito Street, Santa Barbara

**Saturday, January 25, 2:00 p.m. - 3:30 p.m.**  
Central Library, Faulkner Gallery  
40 E Anapamu Street, Santa Barbara

**Wednesday, February 5, 6:00 p.m. - 7:30 p.m.**  
Carpinteria Library, Community Room  
5141 Carpinteria Avenue, Carpinteria

### Proposed Fare Structure

#### Estructura de tarifas propuesta

Fare Structure Estructura de tarifas		Current Actual	Alternative 1 Alternativa 1	Alternative 2 Alternativa 2
Cash Fares Tarifas en efectivo	Regular Fare Tarifa Regular	\$1.75	\$2.25	\$2.50
	Youth Juventud	\$1.75	\$2.25	\$2.50
	Senior/Disabled Senior/Discapacitado	\$0.85	\$1.00	\$1.25
Day Pass Pase de un día		\$6.00	\$6.00	\$6.00
10-Ride Pass Pase de 10-viajes	Adult Adulto	\$11.50	\$18.50	\$17.50
	Youth Juventud	\$8.25	\$13.50	\$12.50
	Senior/Disabled Senior/Discapacitado	\$5.50	\$9.00	\$8.50
30-Day Pass Pase de 30-viajes	Adult Adulto	\$52.00	\$85.00	\$80.00
	Youth Juventud	\$42.00	\$68.00	\$65.00
	Senior/Disabled Senior/Discapacitado	\$20.00	\$32.00	\$30.00

## Learn more and take the survey here:

## Obtenga más información y responda la encuesta aquí:

Spanish interpretation will be provided. If you need special assistance to participate in this meeting, please contact MTD at 805.963.3364 at least 48 hours in advance of the meeting to allow time for MTD to attempt a reasonable accommodation.

Se proporcionará interpretación al español. Si necesita asistencia especial para participar en esta reunión, comuníquese con MTD al 805.963.3364 al menos 48 horas antes de la reunión para que MTD tenga tiempo de intentar una adaptación razonable.





**Contact:**  
**Hillary Blackerby**  
**Planning & Marketing Manager**  
**(805) 963-3364 ext. 218**

**FOR IMMEDIATE RELEASE**  
**April 2, 2025**

## **MTD TO SOLICIT INPUT ON PROPOSED SERVICE CHANGES THROUGH PUBLIC MEETINGS AND ONLINE SURVEY**

SANTA BARBARA – Santa Barbara MTD is hosting a set of public outreach meetings this April, and is inviting the public to take a brief survey giving feedback on proposed service changes to local bus service. These meetings are held annually in the spring to receive input on the proposed changes that would go into effect on August 18, 2025.

Proposed changes for August this year are minimal, with one additional weekday inbound PM peak trip on Line 24x (UCSB Express). Also to be discussed at these meetings, is the launch of The Wave on-demand microtransit service in Goleta and Isla Vista this spring.

In addition to these proposed changes, members of the public can learn more about MTD's Tap2Ride contactless payment system that allows riders to use bank cards and mobile wallets on smart devices (like Apple Pay and GPay) to pay their bus fare. With a feature known as dynamic fare capping, a rider using Tap2Ride can ensure that they are capped at the cost of a 30 day pass in a 30 day period. Seniors over 65, people with disabilities, and Medicare card holders are now able to enroll to receive discounted fares when using the Tap2Ride system.

MTD invites the public to learn more and to give feedback via an online survey that explains all the proposed changes at [www.sbmtd.gov/servicechanges](http://www.sbmtd.gov/servicechanges). The survey is available in English and Spanish.

Community meetings will be held at the following locations and times, and Spanish/English interpretation will be provided:

Wednesday, April 9<sup>th</sup> at 6:00 p.m.  
Goleta Community Center  
5679 Hollister Avenue, Goleta

Tuesday, April 15<sup>th</sup> at 6:00 p.m.  
Central Library, Faulkner Gallery  
40 E Anapamu St, Santa Barbara

Monday, April 21<sup>st</sup> at 12:00 p.m.  
Virtual Meeting- Zoom Webinar  
[Click here to register.](#)

Wednesday, April 23<sup>rd</sup> at 6:00 p.m.  
Carpinteria Library  
5141 Carpinteria Ave, Carpinteria

In addition to the four meetings listed above, a presentation on the proposed changes will be given at the April 22<sup>nd</sup> meeting of the Isla Vista Community Services District Board of Directors. The meeting begins at 6:00pm.

For questions on proposed service changes, the public may contact Santa Barbara MTD at 805-963-3364 or email [info1@sbmtd.gov](mailto:info1@sbmtd.gov).

Attachment: Bilingual flyer

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**Contacto:**  
**Hillary Blackerby**  
**Gerente de Planificación y Márketing**  
**(805) 963-3364 ext. 218**

**PARA PUBLICACIÓN INMEDIATA**  
**2 de abril del 2025**

## **MTD SOLICITARÁ OPINIONES SOBRE LOS CAMBIOS DE SERVICIO PROPUESTOS A TRAVÉS DE REUNIONES PÚBLICAS Y ENCUESTAS EN LÍNEA**

SANTA BARBARA – El Santa Bárbara MTD está organizando una serie de reuniones de divulgación pública este abril y está invitando al público a realizar una breve encuesta para dar su opinión sobre los cambios de servicio propuestos para el servicio de autobús local. Estas reuniones se llevan a cabo anualmente en la primavera para recibir aportes sobre los cambios propuestos que entrarían en vigencia el 18 de agosto de 2025.

Los cambios propuestos para agosto de este año son mínimos, con un viaje adicional entre semana en la Línea 24x (UCSB Express) durante la hora punta de la tarde. En estas reuniones también se discutirá el lanzamiento del servicio de microtransporte a pedido The Wave en Goleta e Isla Vista esta primavera.

Además de estos cambios propuestos, el público puede obtener más información sobre el sistema de pago sin contacto Tap2Ride de MTD, que permite a los pasajeros usar tarjetas bancarias y billeteras móviles en dispositivos inteligentes (como Apple Pay y GPay) para pagar su tarifa de autobús. Con una función conocida como límite dinámico de tarifas, un pasajero que utiliza Tap2Ride puede asegurarse de que se le limite el costo de un pase de 30 días en un período de 30 días. Las personas mayores de 65 años, las personas con discapacidad y los titulares de tarjetas de Medicare ahora pueden inscribirse para recibir tarifas con descuento al usar el sistema Tap2Ride.

MTD invita al público a aprender más y dar su opinión a través de una encuesta en línea que explica todos los cambios propuestos en [www.sbmtd.gov/servicechanges](http://www.sbmtd.gov/servicechanges). La encuesta está disponible en inglés y español.

Las reuniones comunitarias se llevarán a cabo en los siguientes lugares y horarios, y se proporcionará interpretación en español/inglés:

Miércoles 9 de abril a las 18.00 h.  
Goleta Community Center  
5679 Hollister Avenue, Goleta

Martes 15 de abril a las 18.00 h.  
Central Library, Faulkner Gallery  
40 E Anapamu St, Santa Barbara

Lunes 21 de abril a las 12:00 h.  
Reunión virtual: seminario web de Zoom  
[Haga clic aquí para registrarse.](#)

Miércoles 23 de abril a las 18:00 h.  
Carpinteria Library  
5141 Carpinteria Ave, Carpinteria

Además de las cuatro reuniones enumeradas anteriormente, se realizará una presentación sobre los cambios propuestos en la reunión del 22 de abril de la Junta Directiva del Distrito de Servicios Comunitarios de Isla Vista. La reunión comienza a las 6:00 pm.

Si tiene preguntas sobre los cambios de servicio propuestos, el público puede comunicarse con Santa Barbara MTD al 805-963-3364 o enviar un correo electrónico a [info@sbmtd.gov](mailto:info@sbmtd.gov).

Adjunto: Folleto bilingüe

###



**Contact:**  
**Hillary Blackerby**  
**Planning & Marketing Manager**  
**(805) 963-3364 ext. 218**

**FOR IMMEDIATE RELEASE**  
**May 1, 2025**

## **MTD'S NEW ON-DEMAND MICROTRANSIT SERVICE, "THE WAVE" ROLLS IN TO GOLETA AND ISLA VISTA**

SANTA BARBARA – Santa Barbara MTD is announcing that a new on-demand microtransit service known as The Wave is now open for business in an area of Goleta and Isla Vista. Microtransit is a flexible, on-demand, curb-to-curb service providing trips between any two points in a specified zone for a flat fare with an accessible van.

Riders order a ride on the TransLoc app, or by calling MTD's Customer Service Center at 805-963-3366. Much like a rideshare app, the rider will make a ride reservation by selecting their pick-up and drop-off locations within the service zone.

The zone includes an area bounded by Patterson to the east, Cathedral Oaks to the north, Los Carneros to the west, and 101 to the South. The housing and business park areas on either side of Los Carneros south of the freeway are also included.

Additionally, specific points at the following locations are available for drop off or pickup: Goleta Amtrak Station, Santa Barbara Airport, UCSB Bus Loop, Elings Hall stop, Isla Vista Community Center, and the El Colegio & Embarcadero del Mar outbound bus stop. The map of the zone [can be found here](#) (or attached).

The Wave is currently operating Tuesday through Saturday from 10:00 a.m. to 6:00 p.m., and rides can be booked in the moment or up to a week in advance. For the month of May, rides are complimentary. The regular one-way fare will be \$3, and seniors over 65 and people with disabilities will pay \$1.50. Riders can transfer for free to any MTD fixed route bus within an hour and will be provided a transfer by the driver upon request. Payment will be accepted via cash or contactless payment.

Full details and frequently asked questions about The Wave can be found at <https://sbmtd.gov/thewave>

Attachment: Map of Microtransit Zone and Pickup Points in Goleta & Isla Vista  
Photos of The Wave van

###



**Contact:**  
**Hillary Blackerby**  
**Planning and Marketing Manager**  
**(805) 963-3364 ext. 218**

**FOR IMMEDIATE RELEASE**  
**May 12, 2025**

## **MTD TO BRING BACK ELECTRIC DOWNTOWN-WATERFRONT SHUTTLE SERVICE FOR SECOND SUMMER IN A ROW**

SANTA BARBARA, CALIF. – Santa Barbara MTD is announcing the return of the all-electric Downtown-Waterfront Shuttle service to Santa Barbara's Downtown and Waterfront areas once again for summer 2025. After a 4-year hiatus, the service returned temporarily last summer to provide zero-emission access to important Downtown and Waterfront destinations.

The return of this service will once again provide transit connections among the harbor and waterfront, Santa Barbara Zoo, Santa Barbara Train Depot, the historic County Courthouse, countless hotels, and Downtown shopping and dining destinations, just to name a few.

Service will operate on Friday, Saturday, and Sunday from 10:00 a.m. to 6:00 p.m. between May 30, 2025 and September 1, 2025, with a final day of service on Labor Day Monday.

The Shuttle will operate as a circulator route with 20-minute headways, offering frequent service for residents and visitors to enjoy the iconic beauty of Santa Barbara's Waterfront and Downtown. Riders can catch the shuttle at any MTD stop along the route.

MTD is working with the City of Santa Barbara to reestablish a partnership to fund the Shuttle, after the City Council recently allocated funds for this summer's service. "We're excited by the opportunity to partner once again with the City of Santa Barbara to provide public transit service to these vital destinations," said Jerry Estrada, General Manager.

Due to a large portion of State Street downtown being closed to motor vehicles and open to pedestrians, the Downtown portion of the route will operate on Chapala and Anacapa Streets. There is a slight modification in this year's route near the Santa Barbara Zoo due to upcoming construction at Dwight Murphy Park, but all shuttle stops remain the same.

Fares will be \$0.50 (standard one-way) and \$0.25 for seniors and people with disabilities. The popular \$1 day pass will also be available and provides for unlimited rides on the Shuttle in one calendar day. Additionally, riders with a valid Amtrak ticket ride free on the Shuttle or any MTD bus service by showing their train ticket for that day.

###

Attachment: Map of Downtown-Waterfront Shuttle route



**Contact:**  
**Hillary Blackerby**  
**Planning & Marketing Manager**  
**(805) 963-3364 ext. 218**

**FOR IMMEDIATE RELEASE**  
**July 22, 2025**

## **MTD'S "THE WAVE" ON-DEMAND SERVICE NOW SERVING GOLETA COMMUNITY CENTER, COMPLIMENTARY RIDES CONTINUE THROUGH MID-AUGUST**

SANTA BARBARA – After launching a new on-demand microtransit service known as The Wave in an area of Goleta and Isla Vista in late April, Santa Barbara MTD has added a new pickup and drop-off point at the Goleta Community Center.

Microtransit is a flexible, on-demand, curb-to-curb service providing trips between any two points in a specified zone for a flat fare with an accessible van. Riders order a ride on the TransLoc app, or by calling MTD's Customer Service Center at 805-963-3366. Much like a rideshare app, the rider makes a ride reservation by selecting their pick-up and drop-off locations within the service zone.

"We're excited to add the connection to the Goleta Community Center—an important landmark in Old Town Goleta that provides services and space for our seniors, families, and community as a whole," said Hillary Blackerby, Planning and Marketing Manager at Santa Barbara MTD. "We encourage those who haven't tried The Wave yet to take a ride—it's convenient, comfortable, and affordable—it's even complimentary for a bit longer!"

The service zone includes an area bounded by Patterson to the east, Cathedral Oaks to the north, Los Carneros to the west, and 101 to the South. The housing and business park areas on either side of Los Carneros south of the freeway are also included. Additionally, specific points at the following locations are available for drop off or pickup: Goleta Community Center, Goleta Amtrak Station, Santa Barbara Airport, UCSB Bus Loop, Elings Hall stop, Isla Vista Community Center, and the El Colegio & Embarcadero del Mar outbound bus stop. The map of the zone [can be found here](#) (or attached).

The Wave is currently operating Tuesday through Saturday from 10:00 a.m. to 6:00 p.m., and rides can be booked in the moment or up to a week in advance. Rides continue to be complimentary for now, likely through mid-August.

Once fares are charged, the regular one-way fare will be \$3, and seniors over 65 and people with disabilities will pay \$1.50. Riders can transfer for free to any MTD fixed route bus within an hour and will be provided a transfer by the driver upon request. Payment will be accepted via cash or contactless payment.

Full details and frequently asked questions about The Wave can be found at <https://sbmtd.gov/thewave>

Attachment: Updated Map of Microtransit Zone and Pickup Points in Goleta & Isla Vista

###



# Give us your input on proposed service changes & learn about new ways to pay.

Danos tu opinión sobre los cambios de servicio propuestos y conoce nuevas formas de pago.



Additional inbound PM peak trip on Line 24x

*Viaje adicional de entrada en hora punta de la tarde en la Línea 24x*

Introduction of The Wave microtransit to Goleta & Isla Vista, coming soon!

*La introducción del microtránsito The Wave a Goleta e Isla Vista, ¡próximamente!*



Learn more about Tap2Ride contactless payment & enroll in discounted fares for 65+, Medicare, & people with disabilities.



*Obtenga más información sobre el pago sin contacto Tap2Ride e inscribise en tarifas con descuento para mayores de 65 años, Medicare y personas con discapacidades.*

Two ways to learn more and give feedback:

*Dos formas de aprender más y dar su opinión:*

1. Complete a short survey at | [Complete una breve encuesta en sbmtd.gov/servicechanges](https://sbmtd.gov/servicechanges)
2. Attend a public meeting | [Asistir a una reunión pública](#)



Wednesday, April 9, 6:00 p.m.  
Goleta Valley Community Center  
5679 Hollister Avenue, Goleta

Tuesday, April 15, 6:00 p.m.  
Central Library, Faulkner Gallery  
40 E Anapamu Street, Santa Barbara

Monday, April 21, 12:00 p.m.  
Virtual Meeting - Zoom Webinar  
See link above to register

Wednesday, April 23, 6:00 p.m.  
Carpinteria Library  
5141 Carpinteria Ave, Carpinteria

Spanish interpretation will be provided. If you need special assistance to participate in this meeting, please contact MTD at 805.963.3364 at least 48 hours in advance of the meeting to allow time for MTD to attempt a reasonable accommodation.

*Se proporcionará interpretación al español. Si necesita asistencia especial para participar en esta reunión, comuníquese con MTD al 805.963.3364 al menos 48 horas antes de la reunión para que MTD tenga tiempo de intentar una adaptación razonable.*

Questions? ¿Preguntas?

[www.sbmtd.gov](http://www.sbmtd.gov) | 805-963-3364 | [info@sbmtd.gov](mailto:info@sbmtd.gov)





**Contacto:**  
**Hillary Blackerby**  
**Gerente de Planificación y Márketing**  
**(805) 963-3364 ext. 218**

**PARA PUBLICACIÓN INMEDIATA**  
**23 de julio del 2025**

## **EL SERVICIO A DEMANDA “THE WAVE” DE MTD AHORA PRESENTA SERVICIOS EN EL CENTRO COMUNITARIO DE GOLETA. LOS VIAJES DE CORTESÍA CONTINÚAN HASTA MEDIADOS DE AGOSTO**

SANTA BÁRBARA – Tras el lanzamiento de The Wave, un nuevo servicio de microtránsito a demanda en la zona de Goleta e Isla Vista a finales de abril, el MTD de Santa Bárbara ha añadido un nuevo punto de recogida y bajada en el Centro Comunitario de Goleta.

El microtránsito es un servicio flexible, a demanda y de acera a acera que ofrece viajes entre dos puntos en una zona específica por una tarifa fija en una camioneta accesible. Los pasajeros pueden pedir un viaje a través de la aplicación TransLoc o llamando al Centro de Atención al Cliente del MTD al 805-963-3366. Al igual que en una aplicación de viajes compartidos, el pasajero reserva su viaje seleccionando su punto de recogida y bajada dentro de la zona de servicio.

“Nos entusiasma añadir la conexión con el Centro Comunitario de Goleta, un punto de referencia importante en el casco antiguo de Goleta que ofrece servicios y espacio para nuestros adultos mayores, familias y la comunidad en general”, declaró Hillary Blackerby, Gerente de Planificación y Marketing de Santa Barbara MTD. “Animamos a quienes aún no han probado The Wave a que se suban a bordo: es conveniente, cómodo y económico, ¡e incluso es gratuito por un tiempo más largo!”.

La zona de servicio incluye un área delimitada por Patterson al este, Cathedral Oaks al norte, Los Carneros al oeste y la 101 al sur. También se incluyen las zonas de viviendas y parques empresariales a ambos lados de Los Carneros, al sur de la autopista. Además, hay puntos específicos disponibles para dejar o recoger pasajeros en las siguientes ubicaciones: Centro Comunitario de Goleta, Estación Amtrak de Goleta, Aeropuerto de Santa Bárbara, Circuito de Autobuses de UCSB, parada de Elings Hall, Centro Comunitario de Isla Vista y la parada de autobús de salida de El Colegio y Embarcadero del Mar. El mapa de la zona se [puede encontrar aquí](#) (o adjunto).

The Wave opera actualmente de martes a sábado de 10:00 a. m. a 6:00 p. m., y los viajes se pueden reservar al instante o con hasta una semana de anticipación. Los viajes siguen siendo gratuitos por ahora, probablemente hasta mediados de agosto.

Una vez que se cobren las tarifas, la tarifa regular de ida será de \$3, y las personas mayores de 65 años y las personas con discapacidad pagarán \$1.50. Los pasajeros pueden hacer transbordo gratis a cualquier autobús de ruta fija de MTD en una hora y el conductor les proporcionará un transbordo si lo solicitan. Se aceptará pago en efectivo o sin contacto.

Puede encontrar información completa y preguntas frecuentes sobre The Wave en <https://sbmtd.gov/thewave>

Adjunto: Mapa actualizado de la zona de microtránsito y puntos de recogida en Goleta e Isla Vista

###



**Contact:**  
**Hillary Blackerby**  
**Planning & Marketing Manager**  
**(805) 963-3364 ext. 218**

**FOR IMMEDIATE RELEASE**  
**August 14, 2025**

## **MTD FARE AND SERVICE CHANGES TO GO INTO EFFECT ON MONDAY**

SANTA BARBARA – Santa Barbara MTD’s first fare change in 16 years will go into effect on Monday, August 18, 2025. After a robust public process with strong community feedback at the beginning of 2025, the MTD Board of Directors voted in March to adopt a new fare structure.

The new prices for the base fare and passes go into effect on Monday. The regular one-way fare will be \$2.50, with a reduced fare for seniors and people with disabilities at \$1.25. The age of eligibility for seniors has also been raised to 65 to bring MTD in line with many neighboring transit agencies and standard government age thresholds.

Old passes will still be accepted on board until the end of August. If riders have unused or partially used passes, they can be brought to the Transit Center on Chapala Street and the remaining value can be applied towards the cost of a new pass until the end of September 2025. Further details on the fare change can be found at <https://sbmtd.gov/farechange>

### **Reason for Fare Change**

Operating costs have increased by more than 10 percent since Fiscal Year 2019, and fares only account for roughly 20 percent of MTD’s annual operating budget. The District’s major revenue sources are fares, Federal Transit Administration (FTA) operating assistance, and sales tax. With the FTA classifying Santa Barbara as a large urbanized area (UZA) due to the population growth confirmed by the 2020 Census, MTD is no longer eligible for FTA Small Transit Intensive Cities (STIC) funding of approximately \$3.0 million per year, thus eliminating that funding source. In the absence of sufficient funding, MTD would be forced to make cuts to bus service.

### **New, Modern, and Equitable Ways to Pay**

MTD is proud to have been only the third public transit agency in California to enable contactless payment on board the bus fleet. Tap2Ride contactless payment system that allows riders to use bank cards and mobile wallets on smart devices (like Apple Pay and GPay) to pay their bus fare. With a feature known as dynamic fare capping, a rider using Tap2Ride can ensure that they are capped at the cost of a 30-day pass in a 30 day period. While those paying the standard fare who Tap2Ride will be capped at the regular 30-day

pass price, seniors over 65, people with disabilities, and Medicare card holders are now able to enroll to receive discounted fares when using the Tap2Ride system. More details can be found at <https://sbmtd.gov/tap2ride>

**Additional Trip on Line 24x (UCSB Express)**

Service changes this year are minimal, with MTD adding one additional weekday inbound PM peak trip on Line 24x (UCSB Express). This trip will provide an important trip to Downtown Santa Barbara from Goleta/IV/UCSB where there is currently a gap in the schedule--leaving North Hall Bus Loop at 5:10 p.m.. This should help those trying to commute from UCSB to Downtown Santa Barbara quickly at the end of the work day. Details can be found at <https://sbmtd.gov/servicechanges>.

For questions on fare and service changes, the public may contact Santa Barbara MTD at 805-963-3366 or email [info1@sbmtd.gov](mailto:info1@sbmtd.gov).

###

# Changes are Coming!

## ¡Se avecinan cambios!

**Fare changes & an additional inbound PM peak trip on Line 24x begin August 18, 2025.**

*Los cambios de tarifas y un viaje adicional en hora punta de entrada por la tarde en la Línea 24x comienzan el 18 de agosto de 2025.*



Cash & pass prices will change according to the table to the right. Age of senior eligibility will now be 65+. For pass exchange info, scan the QR code below.

*Los precios de efectivo y pases cambiarán según la tabla a la derecha. La edad para personas mayores elegibles ahora será mayor de 65 años. Para obtener información sobre el canje de pases, escanee el código QR a continuación.*

Fare Structure Estructura de tarifas		Current Actual	New Fares Tarifas nuevas
Cash Fares Tarifas en efectivo	Regular Fare Tarifa Regular	\$1.75	\$2.50
	Youth Juventud	\$1.75	\$2.50
	Senior/Disabled Senior/Discapacitado	\$0.85	\$1.25
Day Pass Pase de un día		\$6.00	\$6.00
10-Ride Pass Pase de 10-viajes	Adult Adulto	\$11.50	\$17.50
	Youth Juventud	\$8.25	\$12.50
	Senior/Disabled Senior/Discapacitado	\$5.50	\$8.50
30-Day Pass Pase de 30-viajes	Adult Adulto	\$52.00	\$80.00
	Youth Juventud	\$42.00	\$65.00
	Senior/Disabled Senior/Discapacitado	\$20.00	\$30.00



Tap2Ride contactless payment is now on all buses. Learn more & enroll in discounted fares for 65+, Medicare, & people with disabilities.

*El pago sin contacto Tap2Ride ahora está disponible en todos los autobuses. Infórmate y obtén descuentos para mayores de 65 años, Medicare y personas con discapacidad.*



**Scan the QR Codes for more info**  
*Escanee los códigos QR para obtener más información*



Questions? ¿Preguntas?

sbmtd.gov | 805-963-3366 | info@sbmtd.gov





## **ATTACHMENT D: MTD LEP ASSISTANCE PLAN**



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## **Santa Barbara Metropolitan Transit District Limited English Proficiency (LEP) Assistance Plan**

MTD is required to implement the U.S. Department of Transportation's *Policy Guidance Concerning Recipients' Responsibilities to Limited English Proficient (LEP) Persons* (DOT LEP Guidance, Federal Register, vol. 70, no. 239, pp. 74087–74100, December 14, 2005). Pursuant to this requirement, MTD has taken steps to ensure meaningful access by LEP persons to the benefits, services, information, and other important portions of our programs and activities. MTD conducted a four-factor analysis to determine the appropriate mix of LEP services to offer.

### **FOUR FACTOR ANALYSIS:**

#### **Factor 1: The Number and Proportion of LEP Persons Served or Encountered in the Eligible Service Population.**

MTD analyzed American Community Survey (ACS) data regarding the number of LEP persons living in the agency's service area, as presented in the table below. The analysis suggested that 7,211 Spanish-speaking persons who speak English "not well" and 2,435 Spanish-speaking persons who speak English "not at all" live in the agency's service area. These persons combined represent 4.9% of all persons five years and older residing in the service area.

In addition to the Spanish-speaking LEP persons, the analysis revealed smaller numbers of persons who speak languages other than Spanish and speak English "not well" or "not at all." The ACS identified 223 such persons who speak other Indo-European languages, 908 such persons who speak Asian and Pacific Island languages, and 160 such persons who speak other languages. These persons comprise 0.1%, 0.5%, and 0.08%, respectively, of all persons five years and older residing in the service area.

#### **Factor 2: The Frequency with Which LEP Individuals Come into Contact with your programs, activities, & services.**

MTD serves a large number of Spanish-speaking LEP persons daily. Although the agency does not have a count of the exact number of such persons riding the bus daily, anecdotal data suggest that the number is significant. In addition, bilingual Customer Service Representatives at MTD's Transit Center and staff at MTD's administrative offices respond to numerous questions from Spanish-speaking LEP persons each day. MTD is not aware of any evidence that non-Spanish-speaking LEP persons are frequent users of our services, information, or other important portions of our programs and activities.

### **Factor 3: The Importance to LEP Persons of Your Program, Activities, & Services.**

MTD's program is very important to many Spanish-speaking LEP persons in the agency's service area. MTD provides important transit services to the public through its public transportation program. MTD is the only major public transportation provider in the service area, and provides a vital link between residential areas and major activity centers throughout the agency's service area.

### **Factor 4: The Resources Available to the Recipient and Costs.**

A significant number of Spanish-speaking LEP persons live in MTD's service area, and many of these persons utilize our services frequently. MTD provides schedules and all other public information in both English and Spanish. In addition, MTD ensures that at least one Spanish-speaking staff member is present at public meetings. There is a cost to MTD to provide the assistance necessary to ensure meaningful access by LEP persons to the benefits, services, information, and other important portions of our programs and activities. However, MTD believes the cost is justified, relative to the benefits derived from providing such assistance. MTD will continue to provide such assistance, and will continue to look for ways to enhance the assistance offered.

### **IMPLEMENTATION PLAN:**

Based on the four-factor analysis, MTD recognizes the need to continue providing services for Spanish-speaking LEP persons. The assistance that MTD offers during our public outreach process includes:

- Press releases sent to Spanish-language media and radio stations.
- Flyers in both English and Spanish advertising public meetings are available on all buses and at the Transit Center.
- All flyers are posted on the website and are in both English and Spanish.
- These flyers include information in both English and Spanish on how to comment on the proposed service changes if you cannot get to the meeting.
- Several Customer Service Representatives at MTD's Transit Center are bilingual and can answer questions from Spanish-speaking LEP persons.
- Spanish-speaking interpreters are available at public meetings.
- All boarding announcements at MTD's downtown Santa Barbara Transit Center are in both English and Spanish.

MTD will perform a four-factor analysis every three years to identify what, if any, additional information or activities might better improve MTD's services to assure non-discriminatory service to LEP persons. MTD will then evaluate the projected financial impact and personnel needed to provide the requested services, and assess which of these can be provided cost-effectively.

**LANGUAGE SPOKEN AT HOME BY ABILITY TO SPEAK ENGLISH  
FOR THE POPULATION 5 YEARS AND OVER**

Line Item	Carpinteria CCD*	Santa Barbara CCD*	Total
Total Population 5 Years and Older	17,074	181,125	198,199
Speak only English	11,575	126,717	138,292
<b><i>Speak Spanish:</i></b>	4,622	36,550	41,172
Speak English "very well"	2,931	23,180	26,111
Speak English "well"	581	4,834	5,415
<b>Speak English "not well"</b>	<b>726</b>	<b>6,485</b>	<b>7,211</b>
<b>Speak English "not at all"</b>	<b>384</b>	<b>2,051</b>	<b>2,435</b>
<b><i>Speak other Indo-European languages:</i></b>	549	7,681	8,230
Speak English "very well"	405	6,334	6,739
Speak English "well"	139	1,129	1,268
<b>Speak English "not well"</b>	<b>5</b>	<b>206</b>	<b>211</b>
<b>Speak English "not at all"</b>	<b>0</b>	<b>12</b>	<b>12</b>
<b><i>Speak Asian and Pacific Island languages:</i></b>	274	9,210	9,484
Speak English "very well"	217	6,350	6,567
Speak English "well"	33	1,976	2,009
<b>Speak English "not well"</b>	<b>24</b>	<b>843</b>	<b>867</b>
<b>Speak English "not at all"</b>	<b>0</b>	<b>41</b>	<b>41</b>
<b><i>Speak other languages:</i></b>	54	967	1,021
Speak English "very well"	31	722	753
Speak English "well"	23	85	108
<b>Speak English "not well"</b>	<b>0</b>	<b>146</b>	<b>146</b>
<b>Speak English "not at all"</b>	<b>0</b>	<b>14</b>	<b>14</b>

\*CCD is "Census County Division." The South Coast comprises these two CCDs.

Source: 2019-2023 American Community Survey 5-Year Estimates (Table B16004).

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**ATTACHMENT E: MTD SUBRECIPIENT MONITORING PROGRAM**

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# **Santa Barbara Metropolitan Transit District Subrecipient Monitoring Program**

**June 30, 2022**

## **I. Purpose**

Santa Barbara Metropolitan Transit District (SBMTD) is responsible for monitoring the programmatic and financial activities of its subrecipients to ensure proper stewardship of sponsor funds. The following program policy applies to all sub-awards issued under sponsored programs made to SBMTD without regard to the primary source of funding. Additionally, this policy addresses organizational responsibilities and assists administrators to ensure that, in addition to achieving performance goals, subrecipients comply with the applicable federal laws and regulations within the provisions of each sub-award agreement.

## **II. Reason for Program**

OMB Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards (2 CFR 200) ("Uniform Guidance"), specifically §200.332, requires pass-through entities to evaluate each Subrecipient's risk of noncompliance in order to determine the appropriate monitoring level, monitor the activities of subrecipient organizations to ensure that the sub-award is in compliance with applicable Federal statutes, regulations and terms of the sub-award, and verify that subrecipients are audited as required by Subpart F of the Uniform Guidance.

For non-federal awards, SBMTD may also be required by the sponsor to provide evidence of due diligence in reviewing the ability of a subrecipient to properly meet the objectives of the sub-award and account for the sponsor's funds.

Failure to adequately monitor the compliance of subrecipients could result in reputational damage to SBMTD, and jeopardize current and future funding. It is the responsibility of SBMTD, as the pass-through entity, to ensure the good stewardship of sponsored funding. All funds assigned to subrecipient organizations should receive the same diligence as sponsored funds that remain at SBMTD.

## **III. Delegation of Responsibility**

The General Manager delegates to the Director of Finance and Administration the responsibility to administer the subrecipient Monitoring Program. The Director of Finance and Administration may delegate responsibility of specific functions of the Subrecipient Monitoring Program to staff as necessary.

## **IV. Responsibilities**

The Designated Project Manager:

- Reviews past assessments to assess the risk level of potential subrecipient organizations at the time of proposal
- Conducts site visits as necessary to determine performance and compliance
- Ensures all project elements, documents, and reports are delivered timely and accurately
- Confirms the statement of work and reviews any non-standard terms and conditions of the sub-award during the sub-award agreement negotiation process
- Monitors programmatic progress and ability of the subrecipient to meet objectives of the sub-award
- Reviews and approves subrecipient invoices
- Monitors each sub-award throughout the period of performance and escalates concerns to Director of Finance and Administration



- Reviews the sub-agreements on a quarterly basis
- Provides written confirmation of the review
- Establishes Meetings with General Manager and Project Manager to resolve issues on sub-awards with the subrecipient.
- Provides records of quarterly sub-award monitoring of individual sub-awards and follow report with material issues noted during the reviews and the corrective action taken.

The Director of Finance and Administration:

- Completes risk assessments on new subrecipient organizations and conduct annual assessments on active non-single audit subrecipient organizations
- For single audit entities:
  - On an annual basis confirms that there are no findings against an SBMTD sub-award, and;
  - Completes risk assessments on a rolling 3-year basis
  - On a monthly basis, follows up with subrecipient reps, by email, of all organizations that have been assessed as high risk
- Maintains the subrecipient monitoring organizational risk assessment business process
- Reviews information obtained for initial and annual subrecipient organization risk assessment and assign a risk rating (Low-Green, Medium-Yellow, High-Red)
- Incorporates additional terms into sub-awards if needed, based on information received, and the risk assessment of the subrecipient organization
- For red and yellow risk rated organizations, review, revise, and approve risk assessments on new subrecipient organizations and annual updates to active subrecipient organizations' risk ratings
- Reviews problematic sub-awards as identified to establish additional monitoring criteria
- Updates subrecipient organization risk rating when appropriate
- Provides training to SBMTD on subrecipient monitoring
- Reviews past assessments to assess the risk level of potential subrecipient organizations at the time of proposal

The General Manager:

- Reviews and approves certain high-risk projects that may involve subrecipients at the proposal stage and, as necessary, during the life of the award

## **V. Reporting**

Staff shall report to the Board of Directors on the status of any high-risk projects that involve subrecipients where the subrecipient cannot make the necessary corrections to their program where the granting agency has placed a condition on SBMTD for these actions which could jeopardize current and/or future funding.

## **VI. Modifications**

This Subrecipient Monitoring Program may be amended at any time by approval of the General Manager.

## **ATTACHMENT F: MTD SERVICE STANDARDS & POLICIES**



## **Santa Barbara Metropolitan Transit District System-Wide Service Standards & Policies**

### **VEHICLE LOAD STANDARD**

The average of all loads should not exceed vehicles' achievable capacities:

**Santa Barbara Metropolitan Transit District - Maximum Load Factor**

Service Type	Bus Length (Feet)	Seated (Average)	Standing (Policy)	Total Riders	Maximum Load Factor
Shuttle Routes	30'	22	12	34	1.6
Trunk & Local Routes	29'	26	20	46	1.8
	40'	37	30	67	1.8
	60'	55	60	115	2.1
Express Routes	40'	37	30	67	1.8

### **VEHICLE HEADWAY STANDARD**

Headways shall be based on passenger demand and budgetary considerations. Headway targets for shuttle, trunk and local routes are every 30 minutes or better during weekday peak periods, and every 60 minutes or better off-peak and on weekends. Express routes should run at least 3 trips during peak commute times to support work shift start and end times.

### **ON-TIME PERFORMANCE STANDARD**

At least 80 percent of trips will depart no more than 5 minutes after their scheduled time and no more than 1 minute prior to their scheduled time.

### **SERVICE AVAILABILITY STANDARD**

Transit service within the District shall be distributed so that a minimum of 80 percent of all residents in the District's boundaries are within a ½-mile walk of bus service, to the extent feasible.

### **VEHICLE ASSIGNMENT POLICY**

Bus assignments take into account the operating characteristics of buses of various lengths, which are matched to the operating characteristics of the route. Local routes with lower ridership may be assigned 29-foot buses rather than 40-foot buses. Routes requiring tight turns on narrow streets may also be assigned 29-foot buses.

### **TRANSIT AMENITIES POLICY**

Installation of transit amenities along bus routes are based on the number of passenger boardings at stops along those routes, and on the availability of funding from various partners.

## **ATTACHMENT G: MTD COLLECTION AND REPORTING OF DATA**

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Delta	7.5%	4.6%
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# CUSTOMER DEMOGRAPHICS

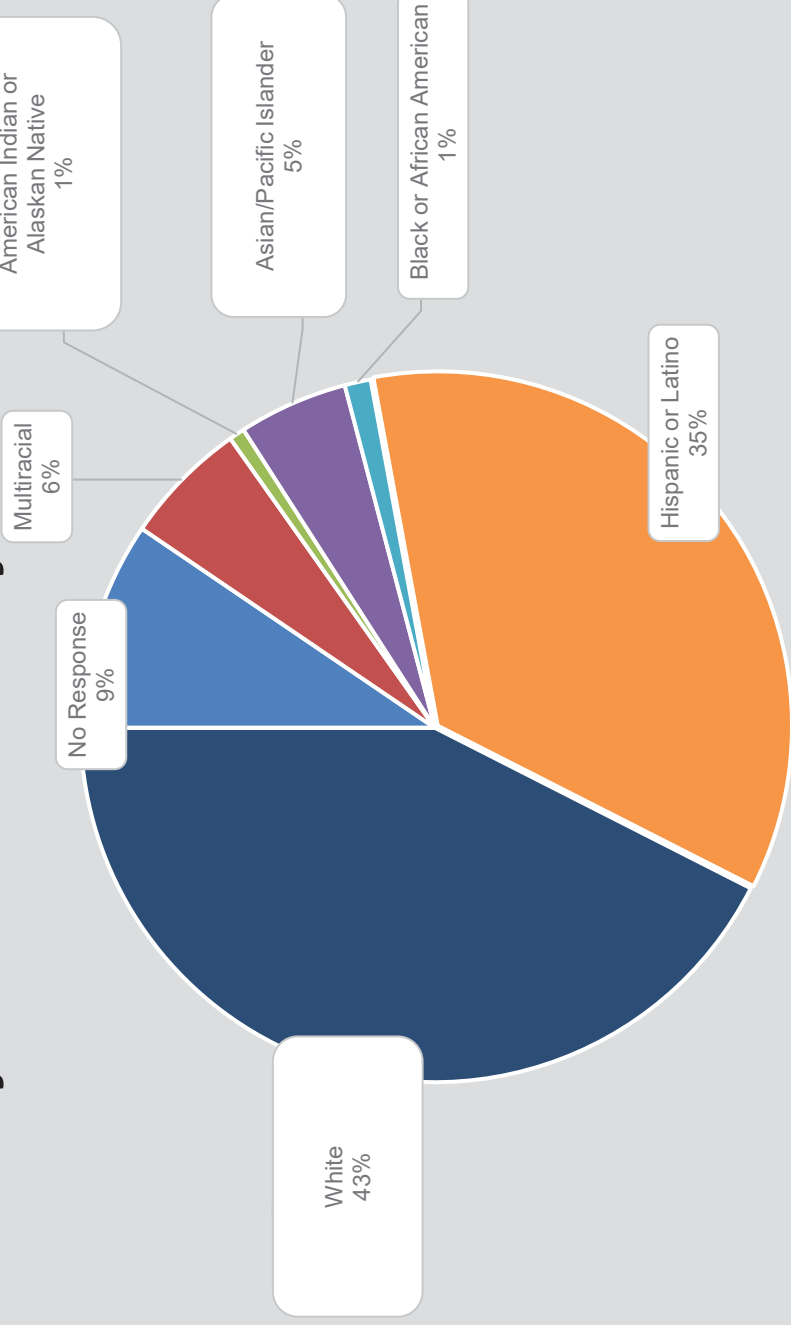
From Fare Change Survey  
& Equity Analysis

*Data collected January & February 2025*



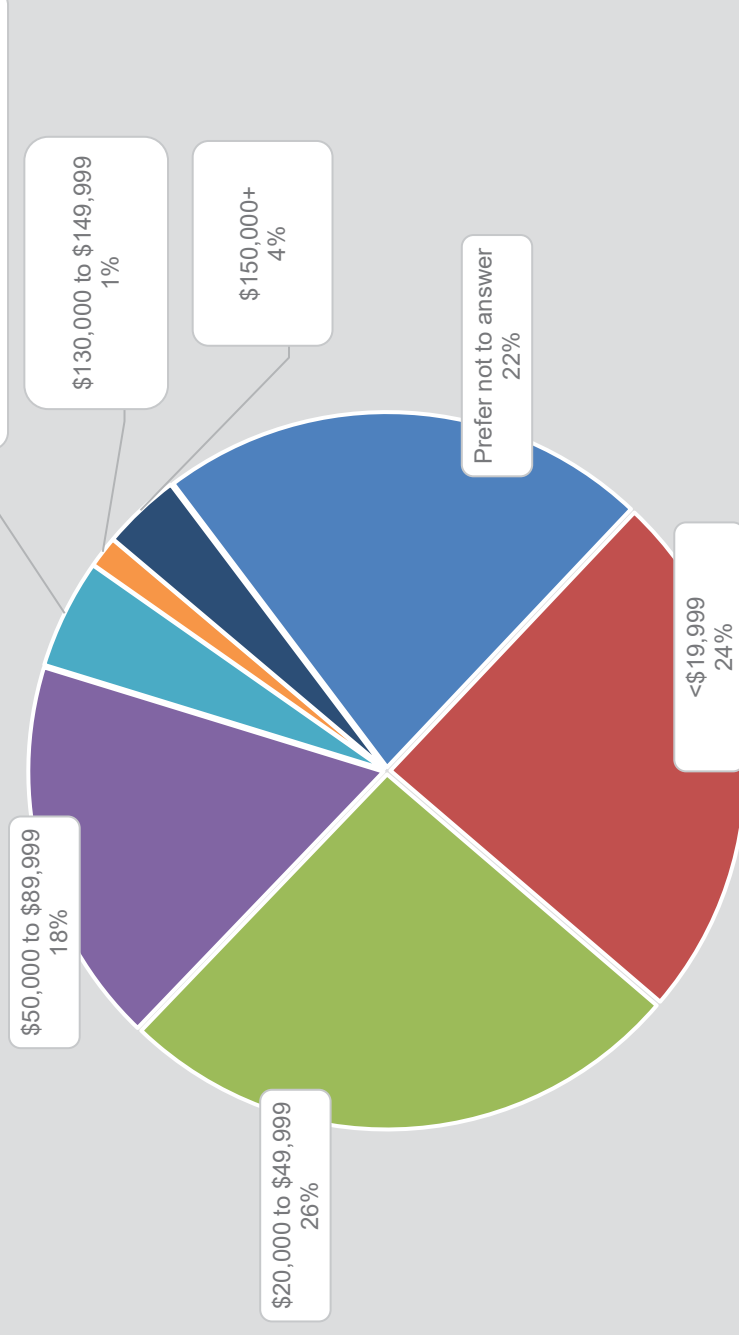
# Demographics of Respondents

What is your race or ethnicity?



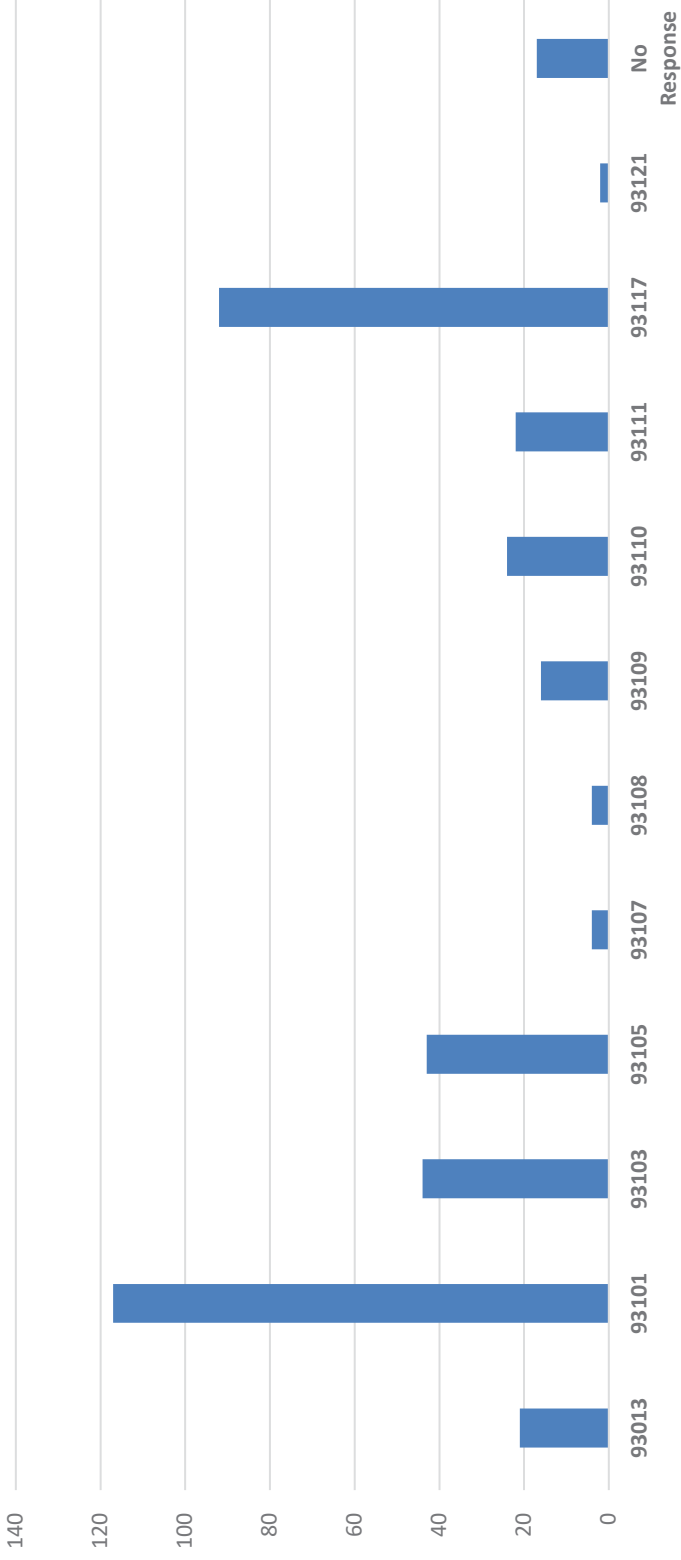
# Demographics of Respondents

What is your household income?



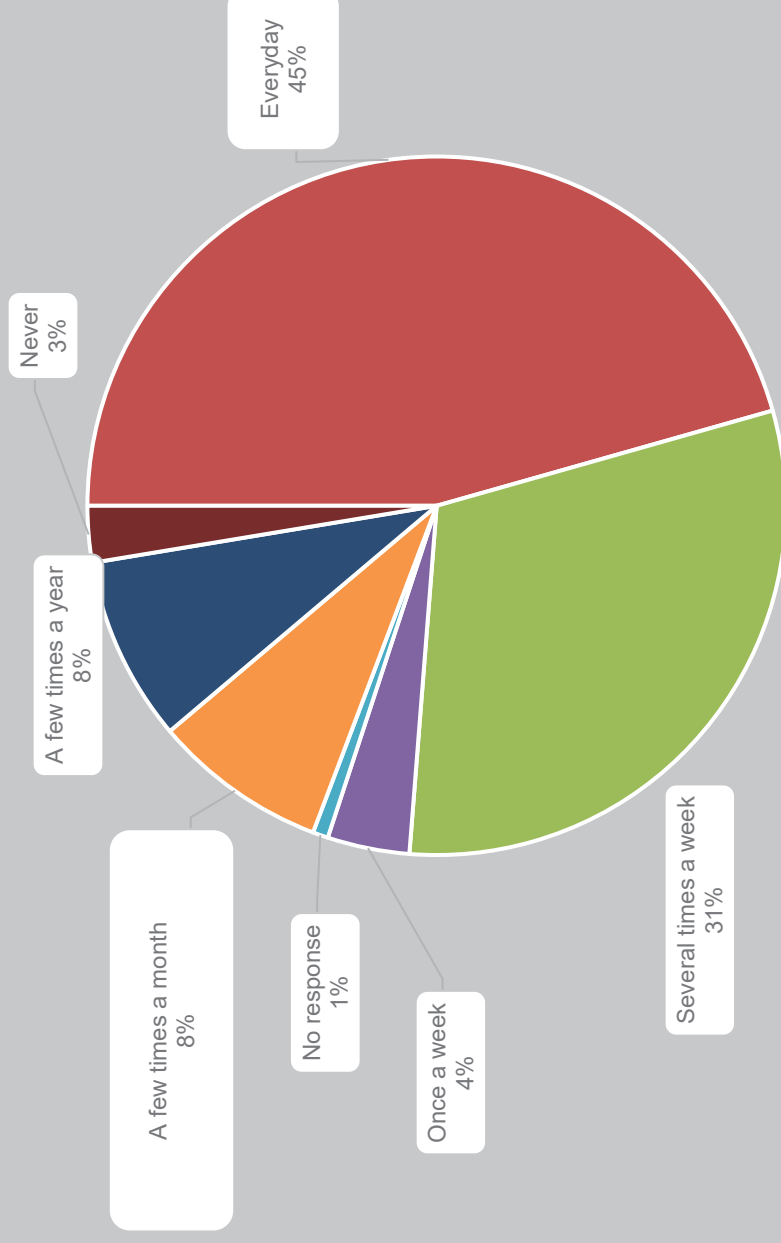
# Demographics of Respondents

**Number of Responses by Zip Code**  
(at least 2 surveys completed)



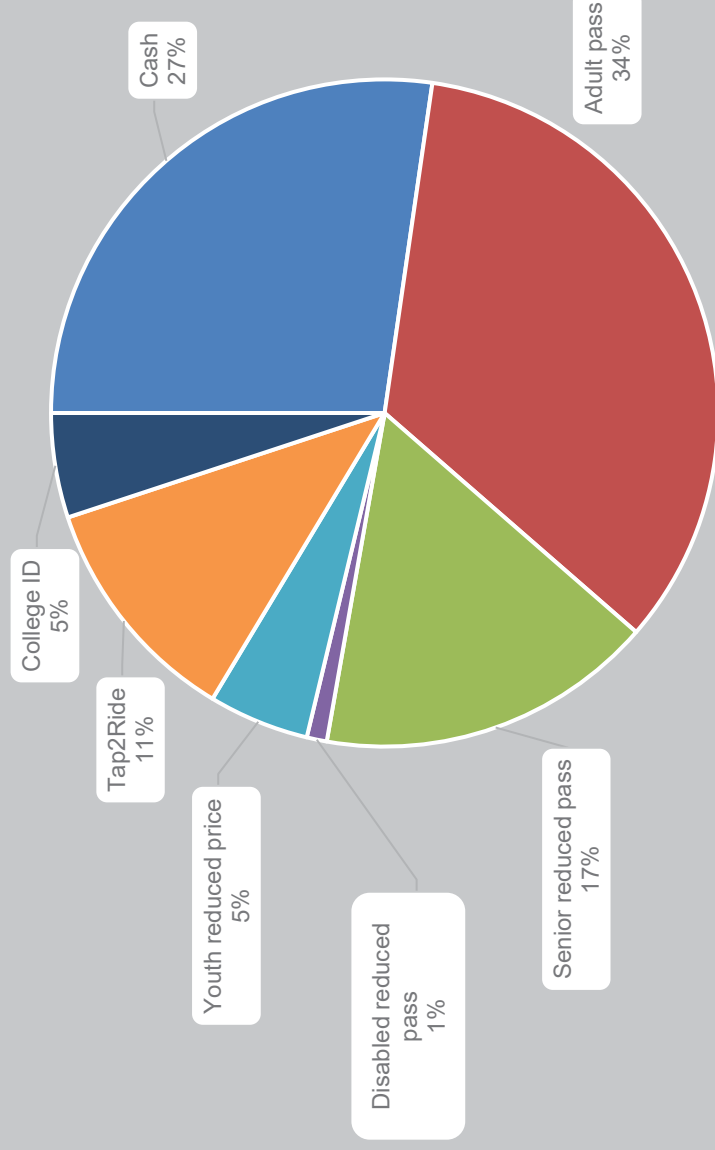
# Ridership Status

How often do you ride MTD buses?



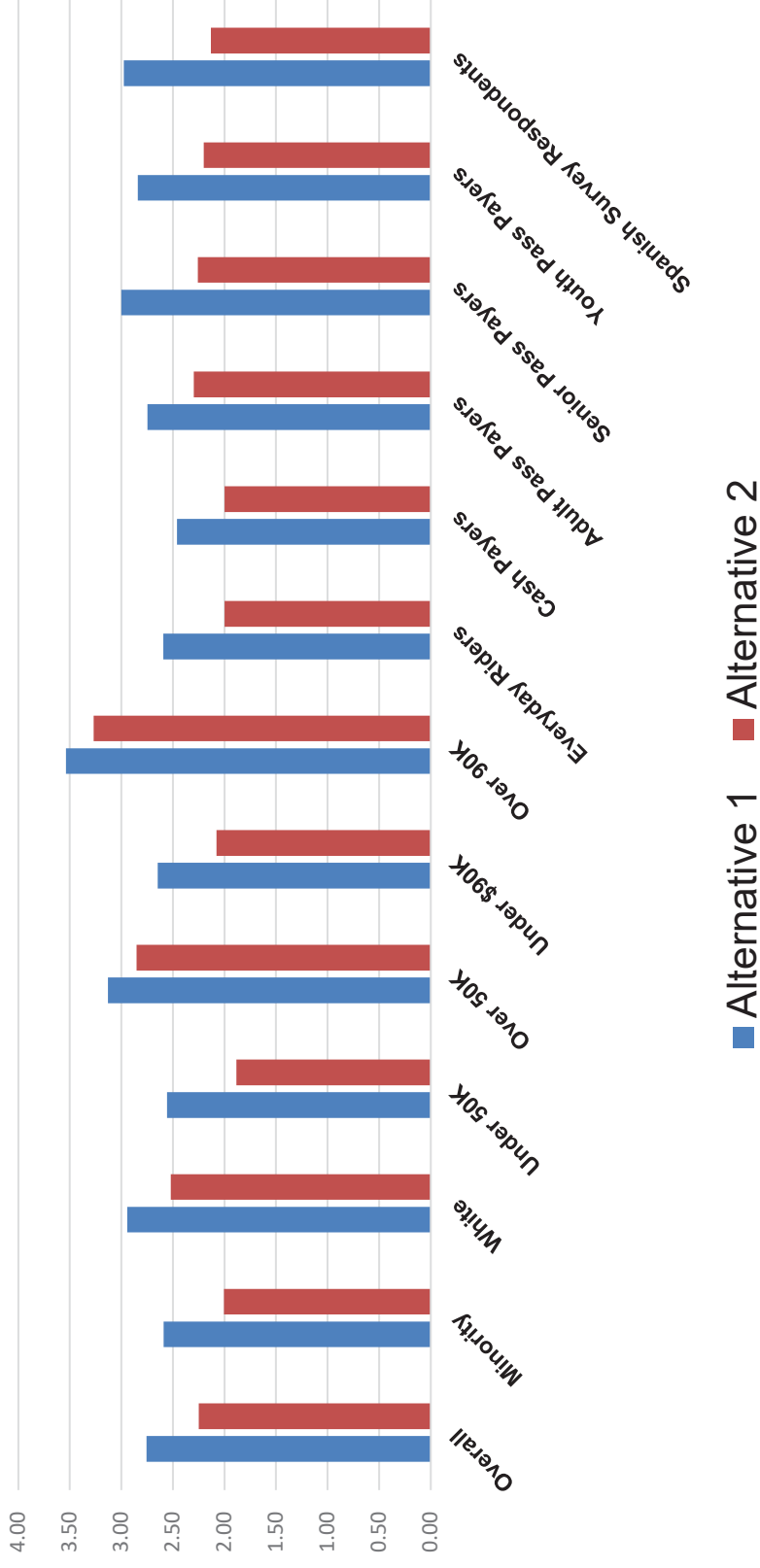
# Current Payment Methods

How do you currently pay to ride the bus?



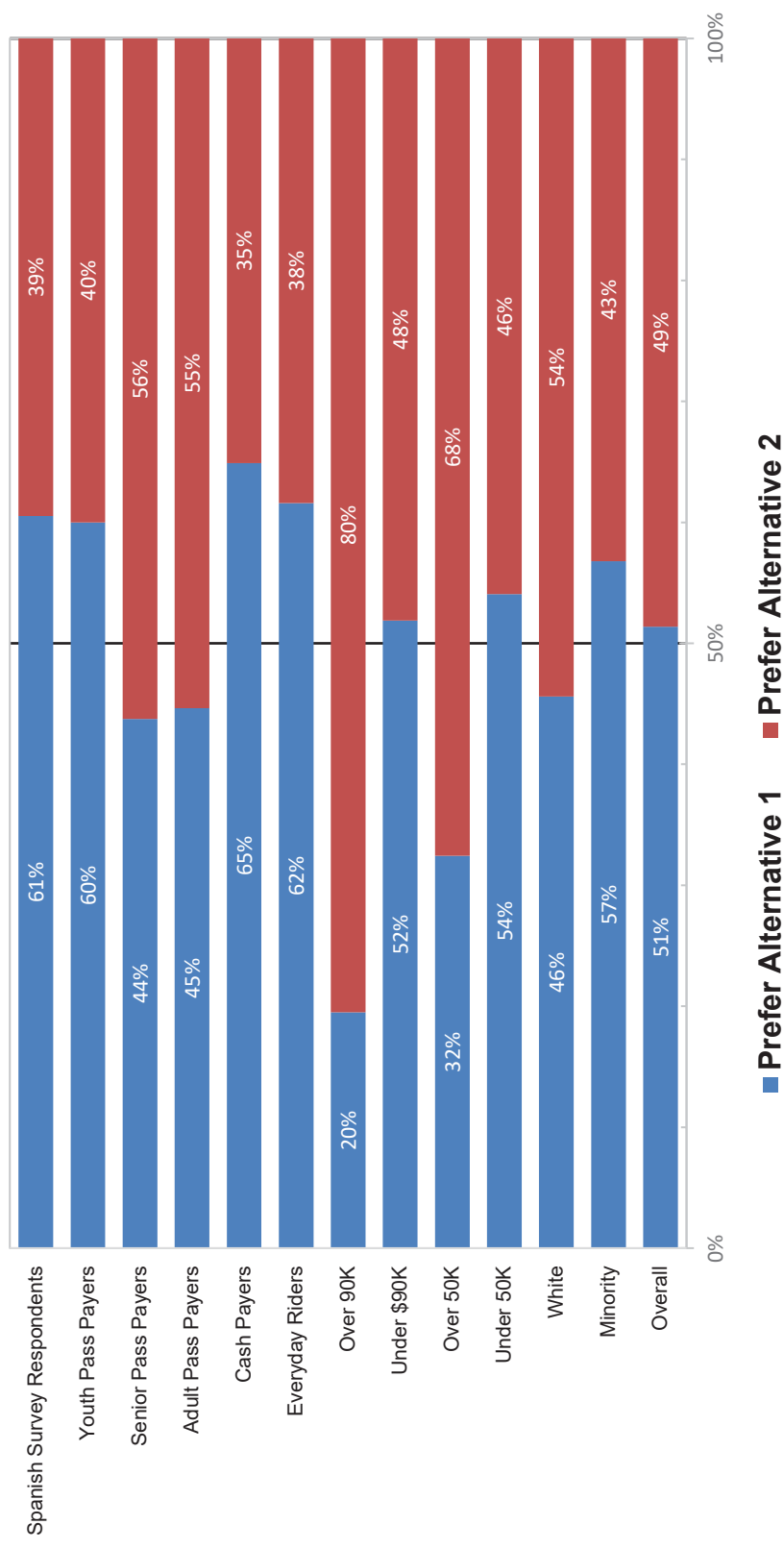
# Reasonability of Alternatives

How reasonable do you find the proposed fare alternatives?



# Preferred Fare Alternative

Which fare alternative do you prefer?



# Equity Analyses- Alternative 1

Disparate Impact on Minority Groups Analysis for Alternative 1

Fare Type	Existing Cost	Proposed Cost	Increase Amount	Percent Change	Minority Impact	Overall Impact	% Difference between Minority and Overall
Currently pays with cash	\$ 1.75	\$ 2.25	\$ 0.50	28.6%	32.8%	28.7%	4.1%
Currently pays with adult pass	\$ 1.04	\$ 1.68	\$ 0.64	62.0%	37.3%	35.9%	1.4%
Currently pays with senior reduced pass	\$ 0.51	\$ 0.83	\$ 0.32	62.0%	9.4%	17.2%	7.8%
Currently pays with disabled reduced pass	\$ 0.51	\$ 0.83	\$ 0.32	62.0%	1.7%	1.0%	0.7%
Currently pays with youth reduced pass	\$ 0.87	\$ 1.42	\$ 0.55	63.0%	4.5%	5.1%	0.6%
Currently pays with Tap2Ride	\$ 1.75	\$ 2.25	\$ 0.50	28.6%	14.3%	11.9%	2.4%

Disproportionate Burden on Low-Income Groups Analysis for Alternative 1

Fare Type	Existing Cost	Proposed Cost	Increase Amount	Percent Change	Low-Income Impact	Overall Impact	% Difference between Low-Income and Overall
Currently pays with cash	\$ 1.75	\$ 2.25	\$ 0.50	28.6%	29.3%	28.7%	0.6%
Currently pays with adult pass	\$ 1.04	\$ 1.68	\$ 0.64	62.0%	34.9%	35.9%	1%
Currently pays with senior reduced pass	\$ 0.51	\$ 0.83	\$ 0.32	62.0%	18.5%	17.2%	1.3%
Currently pays with disabled reduced pass	\$ 0.51	\$ 0.83	\$ 0.32	62.0%	1.5%	1.0%	0.5%
Currently pays with youth reduced pass	\$ 0.87	\$ 1.42	\$ 0.55	63.0%	4.1%	5.1%	1%
Currently pays with Tap2Ride	\$ 1.75	\$ 2.25	\$ 0.50	28.6%	11.7%	11.9%	0.2%



# Equity Analyses- Alternative 2

Disparate Impact on Minority Groups Analysis for Alternative 2

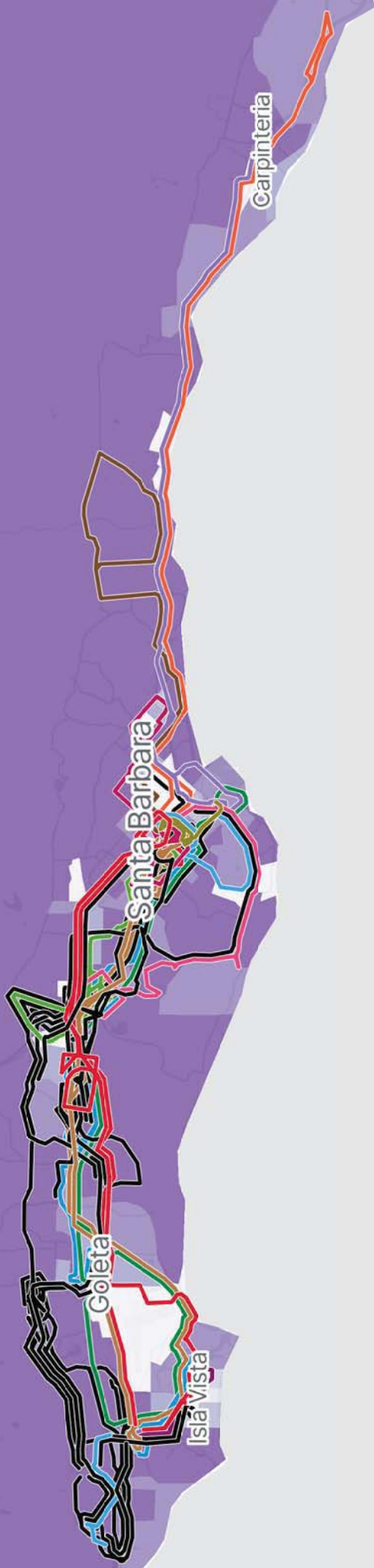
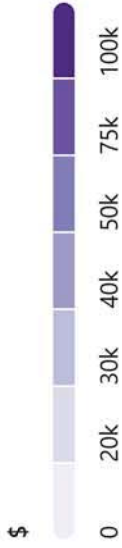
Fare Type	Existing Cost	Proposed Cost	Increase Amount	Percent Change	Minority Impact	Overall Impact	% Difference between Minority and Overall
Currently pays with cash	\$ 1.75	\$ 2.50	\$ 0.75	42.9%	32.8%	28.7%	4.1%
Currently pays with adult pass	\$ 1.04	\$ 1.59	\$ 0.55	53.0%	37.3%	35.9%	1.4%
Currently pays with senior reduced pass	\$ 0.51	\$ 0.78	\$ 0.27	52.5%	9.4%	17.2%	7.8%
Currently pays with disabled reduced pass	\$ 0.51	\$ 0.78	\$ 0.27	52.5%	1.7%	1.0%	0.7%
Currently pays with youth reduced pass	\$ 0.87	\$ 1.34	\$ 0.47	53.5%	4.5%	5.1%	0.6%
Currently pays with Tap2Ride	\$ 1.75	\$ 2.50	\$ 0.75	42.9%	14.3%	11.9%	2.4%

Disproportionate Burden on Low-Income Groups Analysis for Alternative 2

Fare Type	Existing Cost	Proposed Cost	Increase Amount	Percent Change	Low-Income Impact	Overall Impact	% Difference between Low-Income and Overall
Currently pays with cash	\$ 1.75	\$ 2.50	\$ 0.75	42.9%	29.3%	28.7%	0.6%
Currently pays with adult pass	\$ 1.04	\$ 1.59	\$ 0.55	53.0%	34.9%	35.9%	1%
Currently pays with senior reduced pass	\$ 0.51	\$ 0.78	\$ 0.27	52.5%	18.5%	17.2%	1.3%
Currently pays with disabled reduced pass	\$ 0.51	\$ 0.78	\$ 0.27	52.5%	1.5%	1.0%	0.5%
Currently pays with youth reduced pass	\$ 0.87	\$ 1.34	\$ 0.47	53.5%	4.1%	5.1%	1%
Currently pays with Tap2Ride	\$ 1.75	\$ 2.50	\$ 0.75	42.9%	11.7%	11.9%	0.2%

## Median Household Income

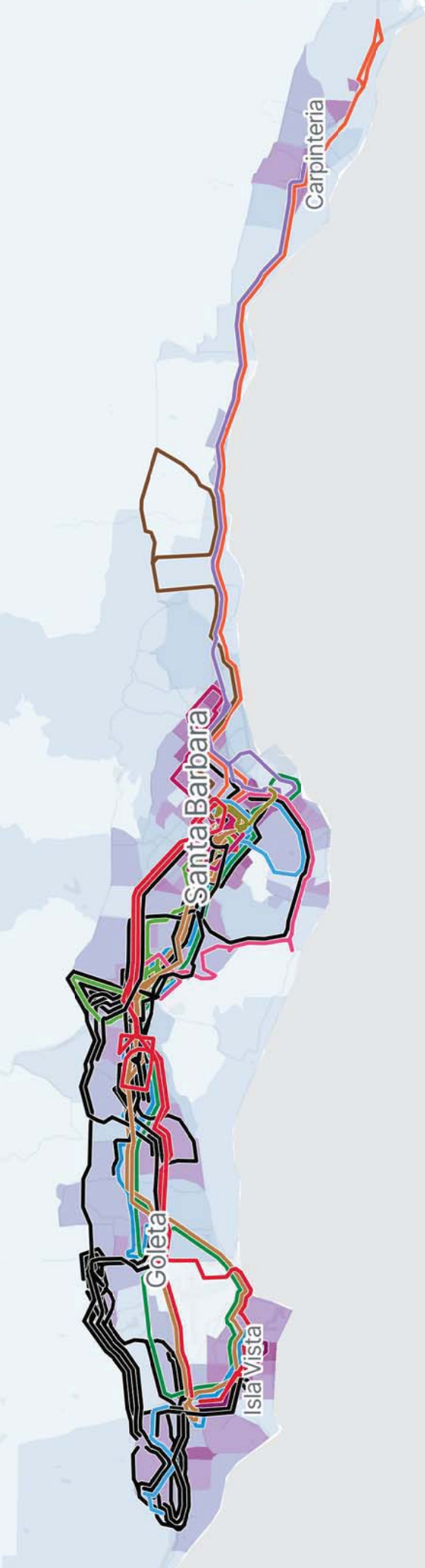
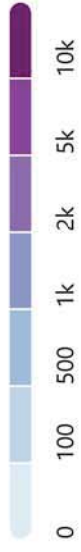
Median household income in the past 12 months (in 2022 inflation-adjusted dollars), by block group. [Learn more about 2022 inflation-adjustments.](#)



## Minority

People per square mile who are non-White or of Hispanic / Latino origin, by block group.

PEOPLE / MI<sup>2</sup>

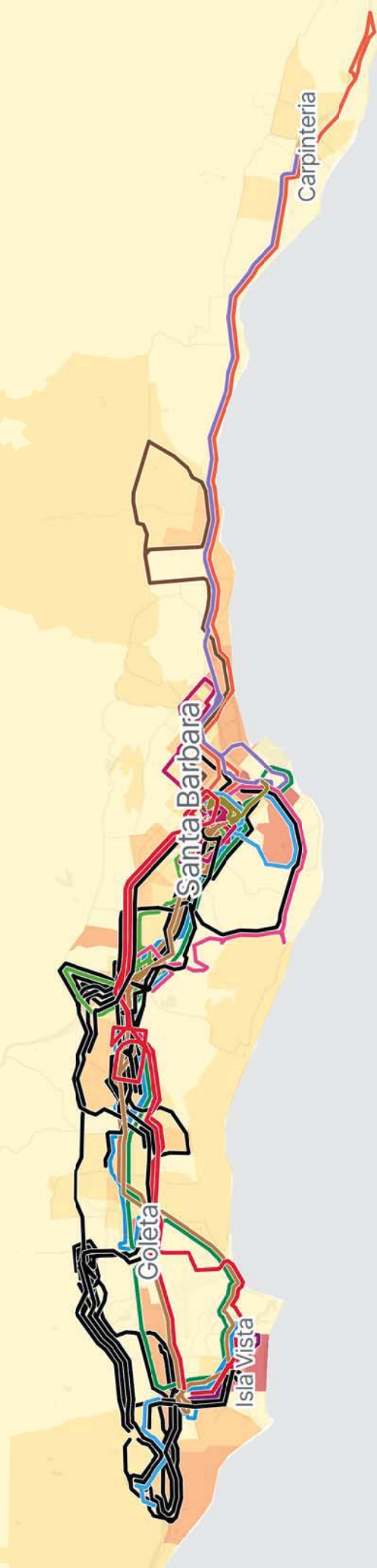


2 mi

## Poverty

People per square mile falling below the [poverty threshold](#), by block group.

PEOPLE



2 mi



## **ATTACHMENT H: MTD MONITORING OF TRANSIT SERVICE**

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<b>BOARD OF DIRECTORS REPORT</b>
----------------------------------

<b>MEETING DATE:</b>	SEPTEMBER 19, 2023	<b>AGENDA ITEM: #7</b>
<b>DEPARTMENT:</b>	PLANNING	
<b>TYPE:</b>	INFORMATIONAL	
<b>PREPARED BY:</b>	HILLARY BLACKERBY	_____ <i>Signature</i>
<b>REVIEWED BY:</b>	GENERAL MANAGER	_____ <i>Signature</i>
<b>SUBJECT:</b>	FISCAL YEAR 2022-23 ANNUAL RIDERSHIP & CUSTOMER SERVICE REPORT	

**RECOMMENDATIONS:**

Staff requests that the Board of Directors receive a report regarding annual ridership and customer service statistics for FY 2022-23.

**DISCUSSION:**

Staff will discuss factors affecting MTD's systemwide ridership in FY 2022-23. Staff will also discuss recent ridership trends and the continuing recovery and impacts from the COVID-19 pandemic. Customer service statistics from the fiscal year will also be discussed.

**ATTACHMENT:**

- Ridership Summary Report: FY 2022-23
- Customer Service Summary Report: FY 2022-23
- System Ridership Report: FY 2022-23







## FY 2022-23 ANNUAL RIDERSHIP PERFORMANCE REPORT

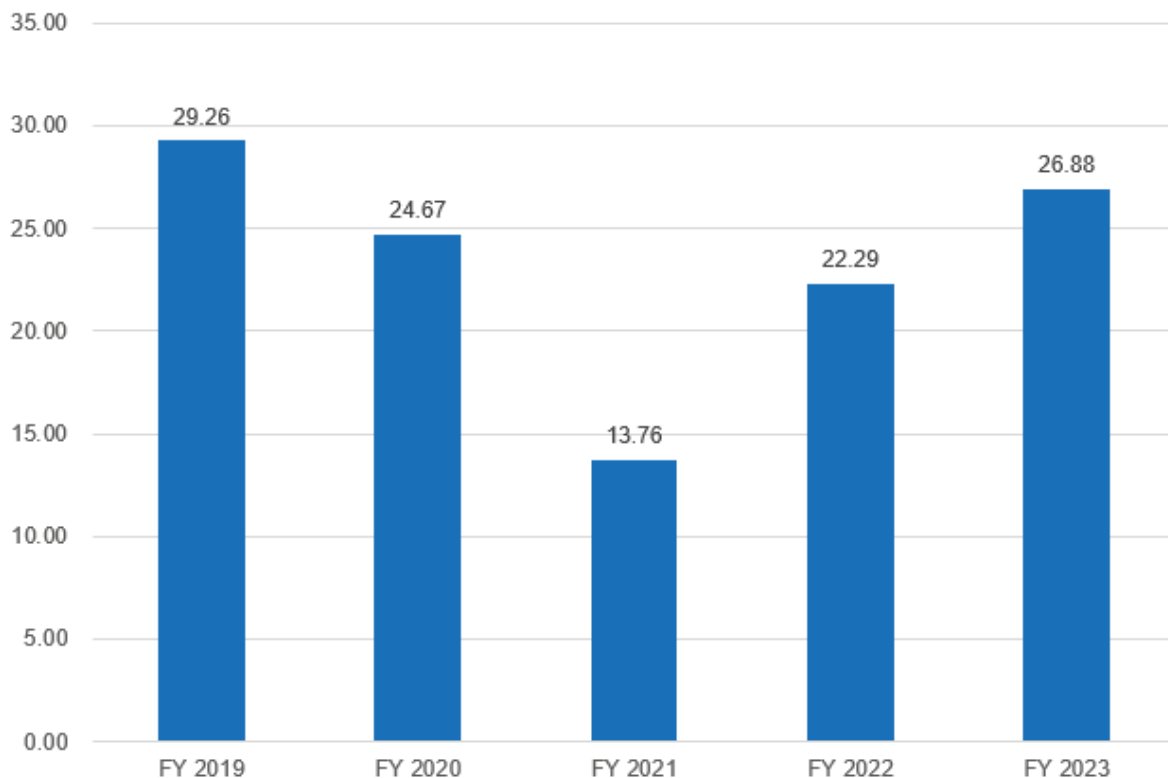
# Ridership Summary

For the Twelve-Month Period Ending June 30, 2023

### Fiscal Year Ridership Highlights

As the graph below illustrates, passengers per revenue hour for FY 2022-23 was 26.88. This equates to a return of 92% of pre-pandemic ridership on a per revenue hour basis. The results demonstrate a strong demand for public transit service within the South Coast. With interest for restored and additional public transit service received from throughout the region, such as to Santa Barbara's Downtown and Waterfront, Carpinteria, SBCC, Goleta Library, and more, the need to fill vacant bus operator positions is a clear need.

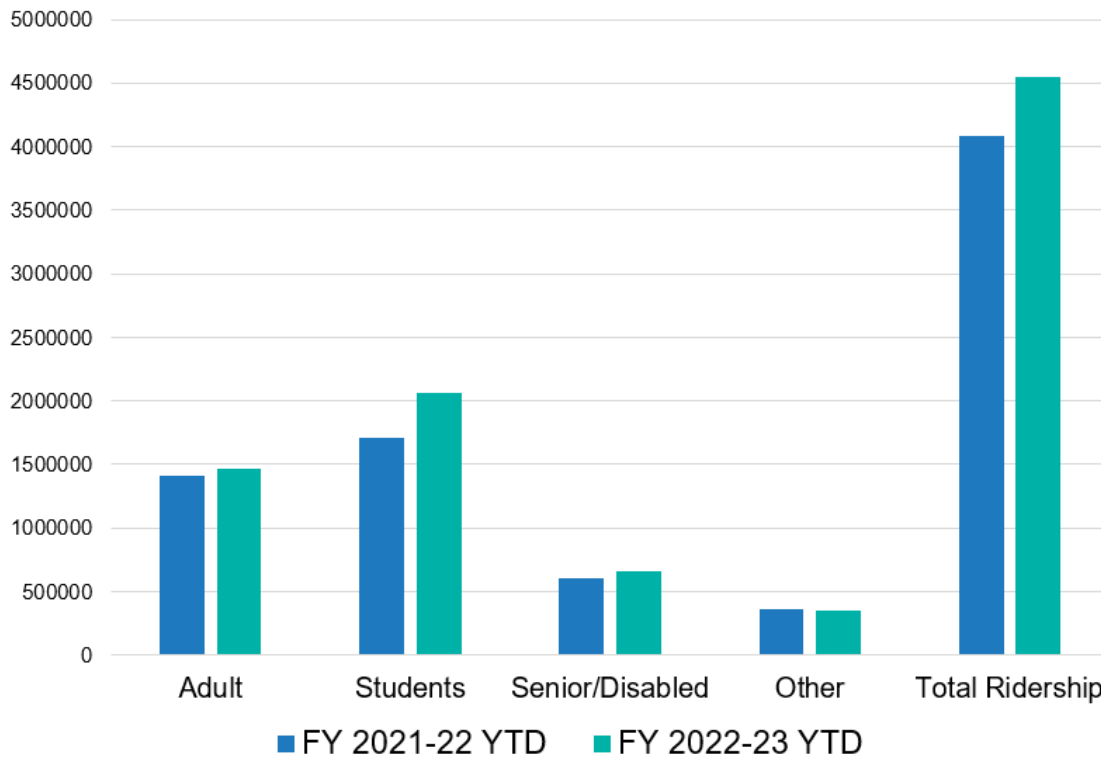
MTD Passengers per Revenue Hour by Fiscal Year



## Ridership Performance Indicators

Systemwide ridership during the fourth quarter (April through June) of FY 2022-23 totaled 1,210,721 representing an 8.7% increase of approximately 96,514 riders from the same period of FY 2021-22. For the total FY 2022-23, total ridership was 4,543,023 representing an 11.3% increase over FY 2021-22. This represents a significant rebound from unprecedented impacts caused by the COVID-19 pandemic, and a healthy demand for transit despite lower service levels.

### Year-to-Date Ridership by Fare Category



In the fourth quarter, revenue hours and miles were down as compared to the same period in FY 2021-22. On April 25, 2022, due to a bus operator shortage, service was reduced by approximately 12.9%. This included reduction of frequency on several lines and the suspension of the Line 16 (SBCC Shuttle). This fourth quarter of FY 22-23 maintained those reductions, but still saw an increase in ridership. Year over year, revenue miles were down 8.8%, revenue hours were down 7.8%, but total passengers, passengers per revenue hour, and passengers per mile were all up by double digit percentages.

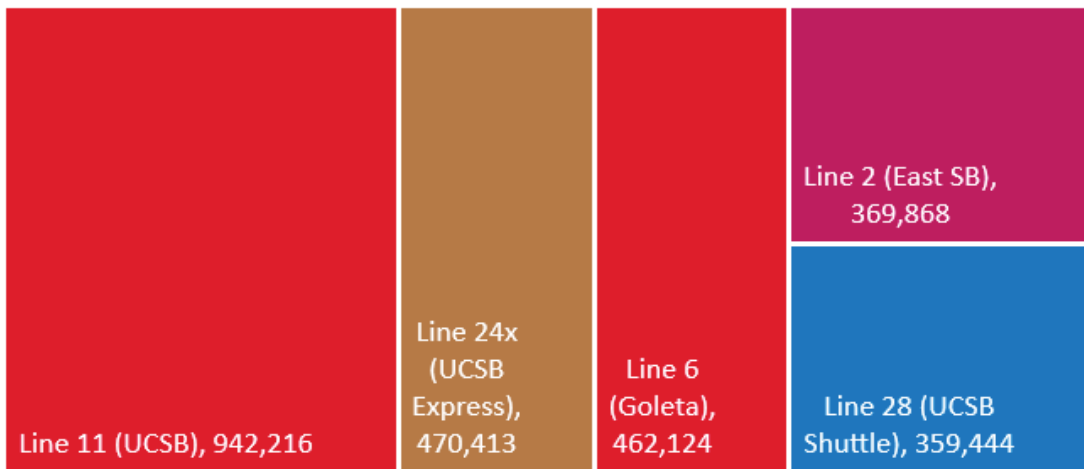
## FY 2022-23 ANNUAL RIDERSHIP PERFORMANCE REPORT

Time Period	Total Passengers	Revenue Hours	Revenue Miles	Passengers per Revenue Hour	Passengers per Mile
FY 21-22 Q4	1,114,207	43,754	534,406	25.5	2.1
FY 22-23 Q4	1,210,721	43,075	522,336	28.1	2.3
FY 21-22 YTD	4,082,259	183,943	2,256,333	22.2	1.8
FY 22-23 YTD	4,543,023	169,559	2,056,887	26.8	2.2

The chart below shows the top 5 lines by ridership in FY 22-23. While the chart below is year-to-date, top lines by ridership in the fourth quarter alone were, in order from highest ridership, Lines 11, 24x, 6, 2, and 28.

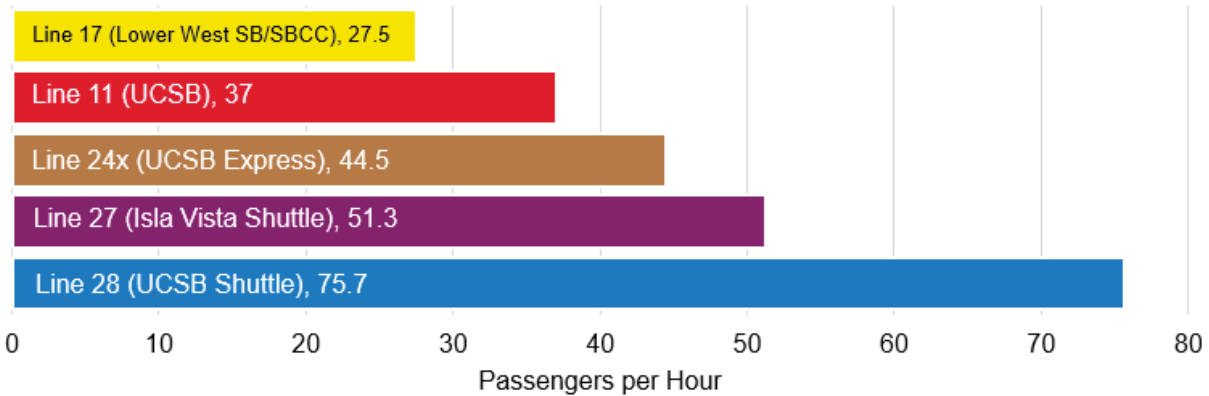
### Top 5 Lines by Ridership, Year-to-Date

- Line 11 (UCSB)
- Line 24x (UCSB Express)
- Line 6 (Goleta)
- Line 2 (East SB)
- Line 28 (UCSB Shuttle)



As stated above, the systemwide average of passengers per revenue hour for the quarter is at 28.1 passengers per hour. Q4 saw an increase from Q3, which had 27.1 passengers per hour. The chart below shows the top 5 lines by passengers per hour in the fourth quarter, with the Line 28 (UCSB Shuttle) coming in first with 75.7 passengers per hour, followed by Line 27 (51.3), Line 24x (44.5), Line 11 (37), and Line 17 (27.5). All of these lines saw an increase in passengers per hour over the fourth quarter of FY 21-22.

## Top 5 Lines by Passengers per Hour, 4<sup>th</sup> Quarter



The Fiscal Year Numbers At-A-Glance below show the numbers for the complete FY 2022-23 over FY 2021-23.

## Fiscal Year Numbers At-A-Glance

Total  
Ridership  
**+11.3%**

At-Capacity  
Loads  
**+88.9%**

Too Full to  
Board  
Loads  
**+48%**

  
9,447  
wheelchairs  
boarded  
**-3.5%**

  
68,047  
bicycles  
carried  
**-0.8%**

## Service Days and Student Ridership

As shown in the table below, the total number of service days in the fourth quarter of FY 2022-23 was the same as FY 2021-22, with the same number of weekdays, Saturdays, and Sundays in FY 2022-23. With K-12, SBCC, and UCSB all in session for a full school year in FY 2022-23, ridership trends for all of these groups are encouraging. SBCC, whose enrollment has been slow to recover from pandemic lows, saw a 30.5% increase in student ridership for the year, and lines serving the SBCC campus are also seeing significant increases in ridership.

### MTD SERVICE CALENDAR DAYS

<u>SERVICE DAYS</u>	<u>FY 2023</u>		<u>FY 2022</u>		<u>Year to Date</u>
	<u>Q4</u>	<u>YTD</u>	<u>Q4</u>	<u>YTD</u>	<u>Change</u>
Weekdays	64	251	64	251	0
Saturdays	13	56	13	54	2
Sundays	14	56	14	58	(2)
<b>Total</b>	<b>91</b>	<b>363</b>	<b>91</b>	<b>363</b>	<b>0</b>

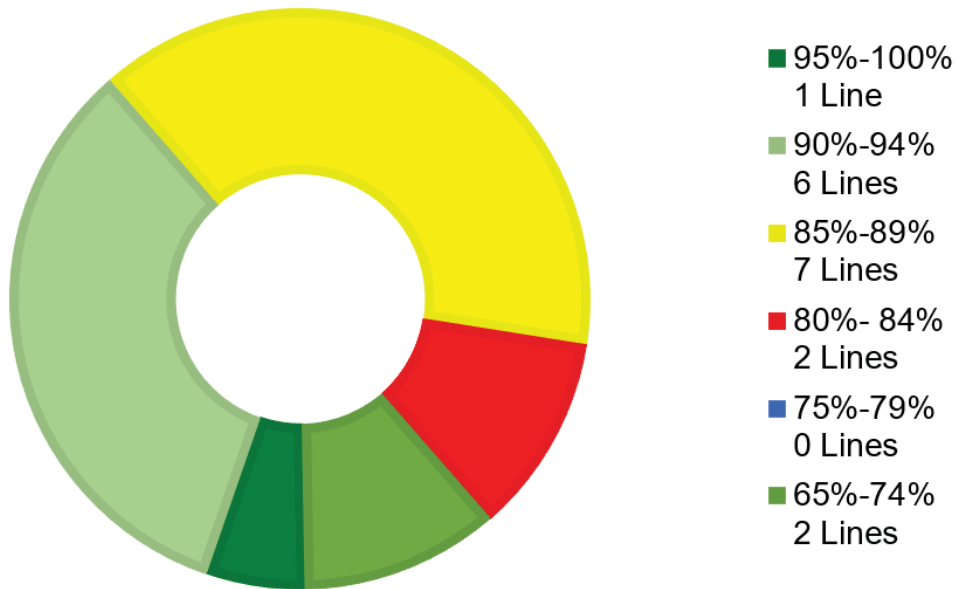
<u>SCHOOL DAYS</u>	<u>FY 2023</u>		<u>FY 2022</u>		<u>Year to Date</u>
	<u>Q4</u>	<u>YTD</u>	<u>Q4</u>	<u>YTD</u>	<u>Change</u>
SBCC	35	159	26	159	0
UCSB	54	164	50	169	(5)
Secondary	48	196	44	193	3

## On-Time Performance Indicators

Since the acquisition and installation of the Clever Devices AVL system, Planning staff has been refining the tools used to measure on-time performance. MTD's standard is to aim for better than 80% on-time performance (OTP). "On-time" is defined as no more than 5 minutes late and no more than 1 minute early. Timeliness is tracked at scheduled timepoints on each line. The lines included in this assessment are all of MTD's fixed-route lines (not counting booster services) in operation during the fourth quarter of FY 2022-23.

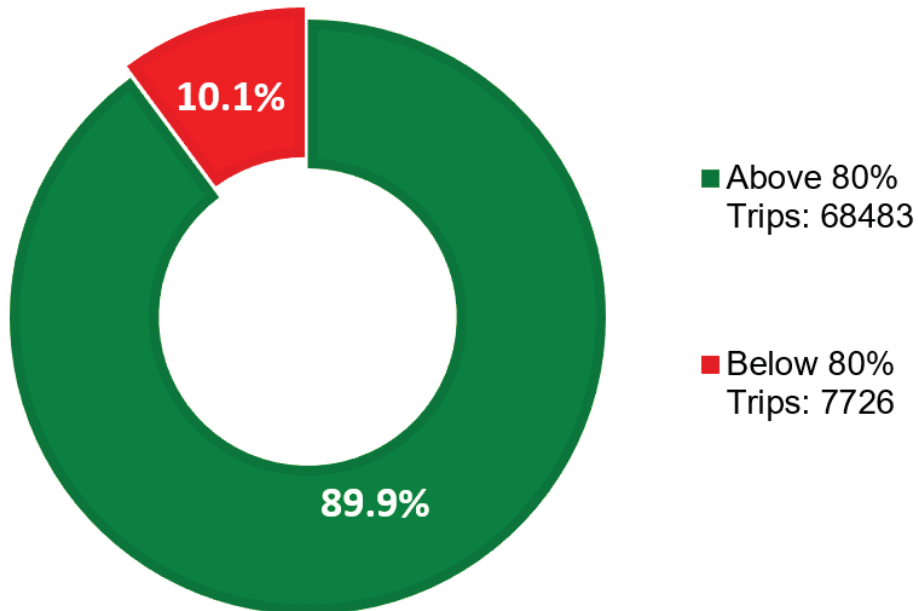
In the fourth quarter, two lines fell below the 80% mark. The two lines that experienced lower on-time performance were the Lines 20 (Carpinteria) and 27 (Isla Vista Shuttle). While staff is investigating the causes, some contributing factors are likely freeway construction and heavy loads in Isla Vista, respectively. Variables that generally affect a line's on-time performance include extended road construction projects, high passenger loads, heavy congestion, and route detours lasting a number of days. This can vary based on time of day.

## FY 22-23 4TH QUARTER ON-TIME PERFORMANCE



When assessing the amount of service on a particular line, we can measure the number of trips that a given line takes in a quarter. The graphic below displays the amount of service provided by the lines hitting MTD's goal of 80% or higher for on-time service in the fourth quarter of FY 22-23.

## SYSTEMWIDE TRIP ON-TIME PERFORMANCE BY AMOUNT OF SERVICE ON LINES

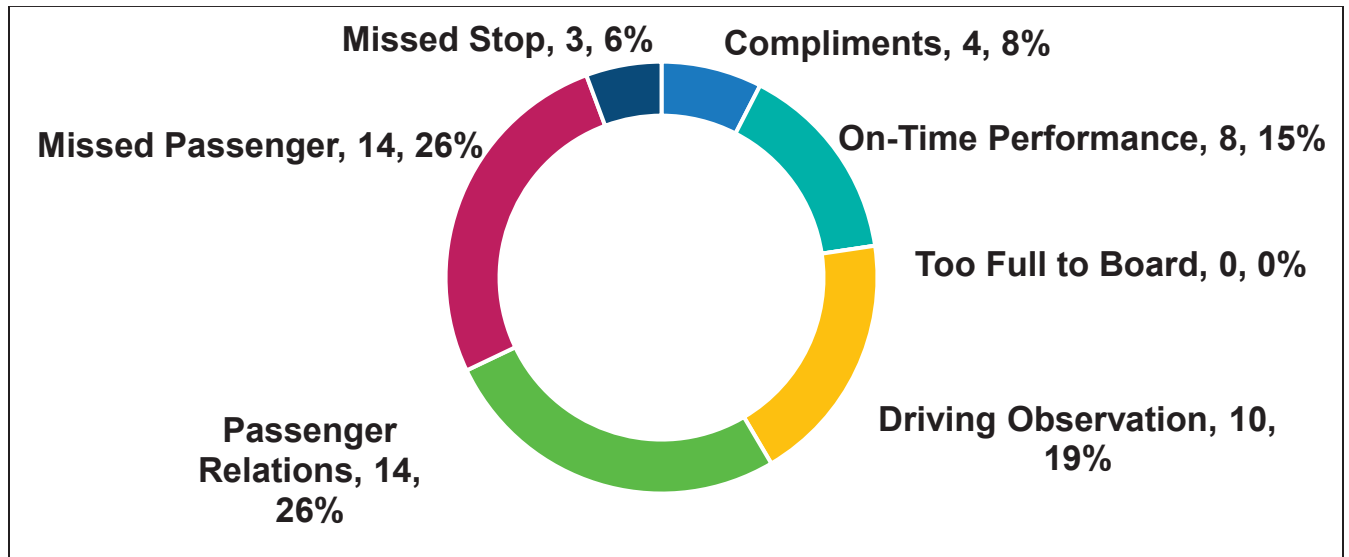




FY 2022-23 FOURTH QUARTER PERFORMANCE REPORTS

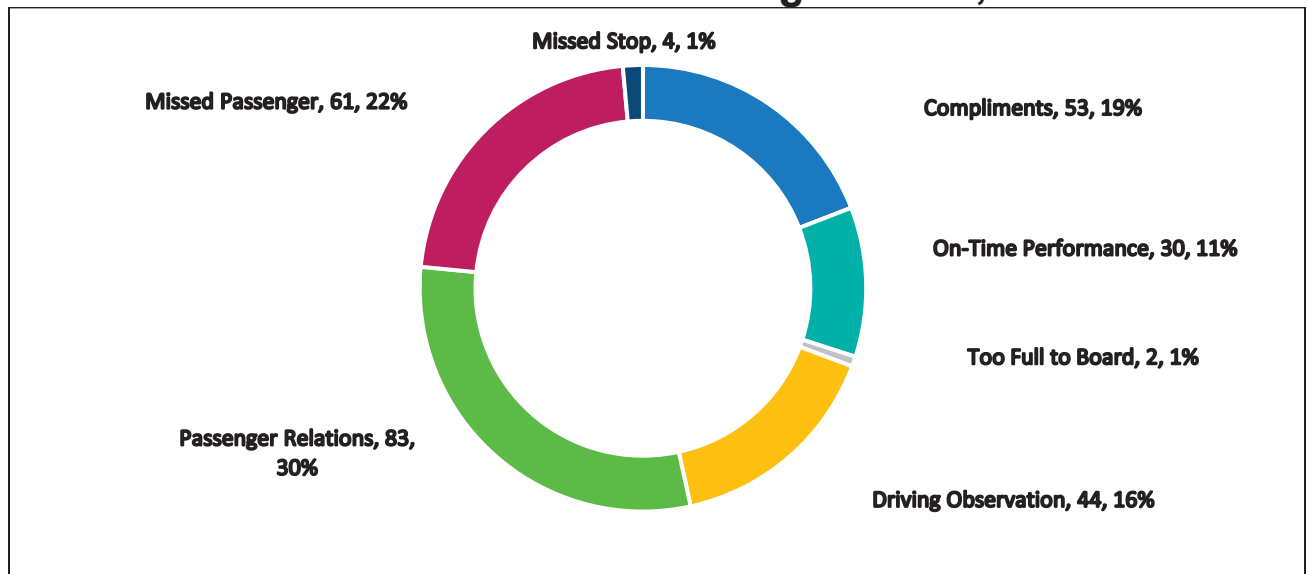
## Customer Service Report

### FY 2022-23 4th Quarter Customer Service Statistics



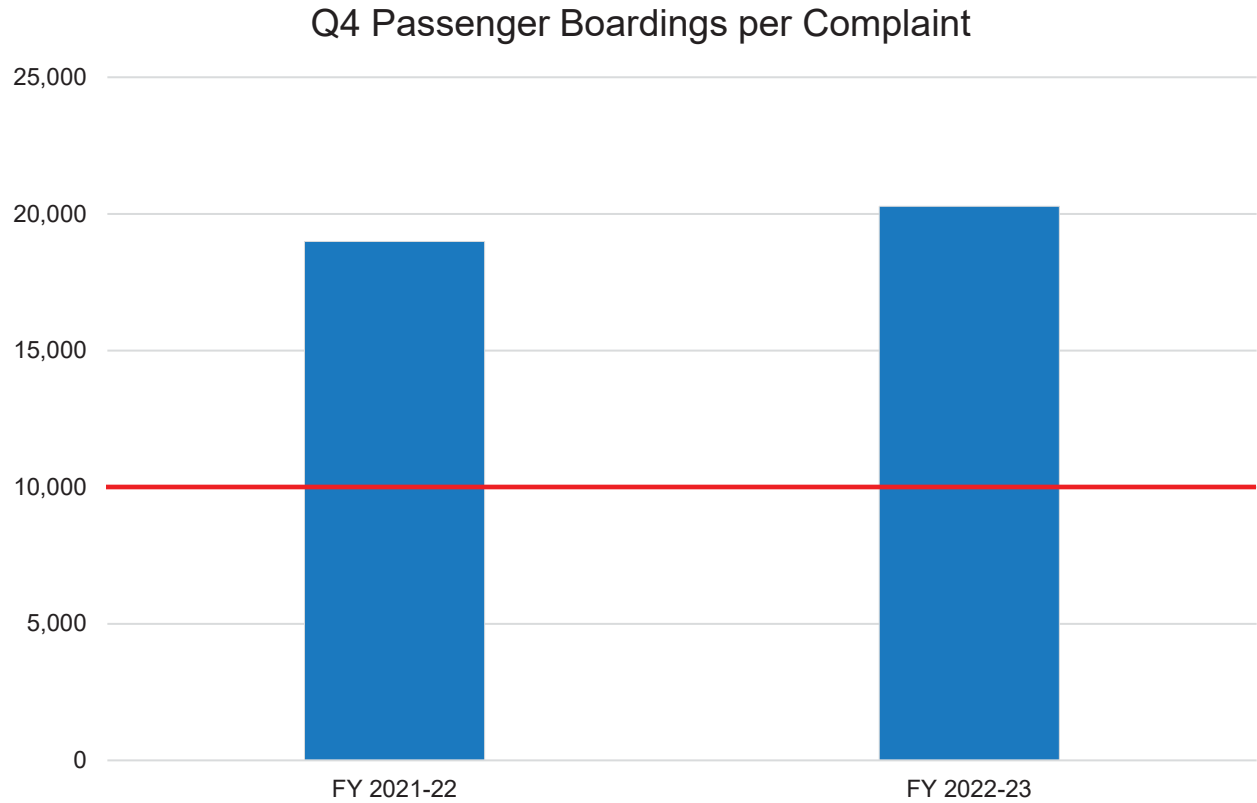
**MTD Performance Standard:** Passenger complaints shall average no more than 1 complaint per 10,000 MTD passenger boardings.

### FY 2022-23 Year-to-Date Customer Service Statistics for the 12 Month Period Ending June 30, 2023



**Compliments:** Documented praise of MTD Employee's action; **On-Time Performance:** Complaints about buses running late; **Too Full to Board:** Complaints from passengers that could not board the bus; **Driving Observations:** Concerns regarding driving safety; **Passenger Relations:** Perceived negative treatment of passengers by an MTD Employee; **Missed Passengers:** Complaints that passengers were passed up at MTD authorized stops; **Missed Stop:** Complaint from passenger on board a bus where the driver did not stop at requested stop.





#### 4<sup>th</sup> Quarter Compliments & Complaints



4 Compliments



49 Complaints

#### FY 2022-23 YTD Compliments & Complaints



53 Compliments



224 Complaints



## FY 2023 System Ridership Report for 4<sup>th</sup> Quarter and for the Twelve-Month Period Ending June 30, 2023

### Ridership by Fare Category (April 2023 – June 2023)

Fare Categories	Quarter			YTD		
	Apr 23 - Jun 23	Apr 22 - Jun 22	% Change	FY 2022 - 2023	FY2021 - 2022	% Change
General Fare	181,659	161,495	12.5%	668,327	641,593	4.2%
Transfers	76,928	68,386	12.5%	282,566	293,871	-3.8%
Full Fare Prepaid <sup>1</sup>	205,532	194,176	5.8%	772,535	746,932	3.4%
Santa Barbara City College	45,852	35,124	30.5%	222,570	132,134	68.4%
Senior & Disabled Prepaid <sup>2</sup>	144,274	129,120	11.7%	532,331	489,287	8.8%
Shuttle	-	-	0.0%	-	-	0.0%
UC Santa Barbara	381,850	364,575	4.7%	1,390,762	1,132,050	22.9%
Youth Prepaid <sup>3</sup>	115,000	109,711	4.8%	454,181	442,882	2.6%
Free	16,862	14,784	14.1%	63,025	64,191	-1.8%
Special Pass Programs	1,173	543	116.0%	3,175	2,467	28.7%
Senior Cash	29,074	26,224	10.9%	109,240	100,379	8.8%
Persons with Disabilities Cash	4,584	3,901	17.5%	15,268	15,956	-4.3%
Tokens	5,744	4,427	29.7%	20,496	15,149	35.3%
Tap to Ride Transactions	2,189	1,741	100.0%	8,547	5,368	100.0%
<b>Total</b>	<b>1,210,721</b>	<b>1,114,207</b>	<b>8.7%</b>	<b>4,543,023</b>	<b>4,082,259</b>	<b>11.3%</b>

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

<sup>2</sup> Includes seniors' and persons with 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 (April 2023 – June 2023)

Metrics	Quarter			YTD		
	Apr 23 - Jun 23	Apr 22 - Jun 22	%Change	FY 2022 - 2023	FY2021 - 2022	% Change
Passengers	1,210,721	1,114,207	8.7%	4,543,023	4,082,259	11.3%
Revenue Hours	43,075	43,754	-1.6%	169,559	183,943	-7.8%
Passengers per Revenue Hour	28.1	25.5	10.4%	26.8	22.2	20.7%
Miles	522,336	534,406	-2.3%	2,056,887	2,256,333	-8.8%
Passengers per Mile	2.3	2.1	11.2%	2.2	1.8	22.1%

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

## MTD System Ridership (April 2023 – June 2023)

Quarter					YTD		
LINE		Apr 23 - Jun 23	Apr 22 - Jun 22	% Change	FY 2022 - 2023	FY2021 - 2022	% Change
1	West Santa Barbara	62,026	59,865	3.6%	230,887	241,919	-4.6%
2	East Santa Barbara	105,097	97,527	7.8%	396,868	381,109	4.1%
3	Oak Park	39,331	31,710	24.0%	141,434	122,072	15.9%
4	Mesa / SBCC	20,426	18,230	12.0%	80,394	67,335	19.4%
5	Mesa / La Cumbre	17,860	17,516	2.0%	75,220	70,795	6.3%
6	Goleta	122,978	114,456	7.4%	462,124	439,065	5.3%
7	County Health / Fairview	57,585	51,239	12.4%	214,215	188,466	13.7%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	255,760	231,686	10.4%	942,216	814,061	15.7%
12x	Goleta Express	34,093	28,148	21.1%	128,904	122,581	5.2%
14	Montecito	15,446	14,102	9.5%	58,079	53,031	9.5%
15x	SBCC / UCSB Express	20,343	19,003	7.1%	91,411	71,574	27.7%
16	City College Shuttle	-	3,239	-100.0%	-	24,193	-100.0%
17	Lower West / SBCC	23,572	19,603	20.2%	94,431	73,504	28.5%
20	Carpinteria	71,150	69,594	2.2%	270,505	282,808	-4.4%
23	Winchester Canyon	12,951	10,111	28.1%	48,568	34,098	42.4%
24x	UCSB Express	123,561	111,120	11.2%	470,413	360,786	30.4%
25	Ellwood	14,158	12,353	14.6%	53,744	44,911	19.7%
27	Isla Vista Shuttle	56,639	60,296	-6.1%	220,362	168,473	30.8%
28	UCSB Shuttle	101,965	94,604	7.8%	359,444	321,373	11.8%
36	Seaside Shuttle	-	-	0.0%	-	-	0.0%
37	Crosstown Shuttle	-	-	0.0%	-	-	0.0%
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	55,780	49,805	12.0%	203,804	200,105	1.8%
System Subtotal		1,210,721	1,114,207	8.7%	4,543,023	4,082,259	11.3%
<i>Downtown Waterfront Shuttles</i>							
30	Downtown Shuttle	-	-	0.0%	-	-	0.0%
34	Waterfront Shuttle	-	-	0.0%	-	-	0.0%
<i>Unknown</i>							
		-			-		
<b>System Total</b>		<b>1,210,721</b>	<b>1,114,207</b>	<b>8.7%</b>	<b>4,543,023</b>	<b>4,082,259</b>	<b>11.3%</b>
<i>Related Routes</i>							
11, 24x, 27, 28 UCSB Lines		537,925	497,706	8.1%	1,992,435	1,664,693	19.7%
1, 2 East/West		167,123	157,392	6.2%	627,755	623,028	0.8%
4, 5, 15x, 16, 17 Mesa Lines		82,201	77,591	5.9%	341,456	307,401	11.1%
6, 11 State/Hollister		378,738	346,142	9.4%	1,404,340	1,253,126	12.1%

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

## MTD Passengers per Revenue Hour (April 2023 – June 2023)

		Quarter			YTD		
LINE		Apr 23 - Jun 23	Apr 22 - Jun 22	% Change	FY 2022 - 2023	FY2021 - 2022	% Change
1	West Santa Barbara	24.2	23.2	4.2%	22.4	21.9	2.3%
2	East Santa Barbara	26.1	24.1	8.3%	24.7	21.9	12.8%
3	Oak Park	16.3	13.2	22.8%	14.5	12.7	14.8%
4	Mesa / SBCC	17.8	16.0	10.9%	17.9	14.5	23.3%
5	Mesa / La Cumbre	11.4	11.0	4.4%	12.4	10.1	23.2%
6	Goleta	27.2	24.8	9.4%	25.3	21.4	18.5%
7	County Health / Fairview	15.0	13.5	11.0%	14.0	12.1	15.4%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	37.0	33.0	12.0%	33.6	25.4	32.2%
12x	Goleta Express	20.4	17.5	16.9%	19.3	17.6	9.9%
14	Montecito	12.2	11.2	8.7%	11.5	10.3	11.4%
15x	SBCC / UCSB Express	21.6	17.5	23.8%	28.7	16.6	72.8%
16	City College Shuttle	-	17.5	-100.0%	-	13.8	-100.0%
17	Low er West / SBCC	27.5	23.1	18.8%	28.4	21.3	33.0%
20	Carpinteria	17.6	16.8	4.6%	16.7	15.4	8.8%
23	Winchester Canyon	21.0	16.7	25.3%	19.6	13.5	45.0%
24x	UCSB Express	44.5	39.6	12.6%	42.3	26.6	58.9%
25	Elw ood	19.2	17.2	11.4%	18.2	16.0	14.0%
27	Isla Vista Shuttle	51.3	54.6	-6.0%	49.9	32.7	52.6%
28	UCSB Shuttle	75.7	61.2	23.6%	73.0	58.0	25.9%
36	Seaside Shuttle	-	-	0.0%	-	-	0.0%
37	Crosstow n Shuttle	-	-	0.0%	-	-	0.0%
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	72.5	69.5	4.3%	74.6	69.0	8.1%
System Subtotal		28.1	25.4	10.3%	26.5	21.3	24.3%
<i>Downtown Waterfront Shuttles</i>							
30	Dow ntow n Shuttle	-	-	0.0%	-	-	0.0%
34	Waterfront Shuttle	-	-	0.0%	-	-	0.0%
<i>Unknown</i>							
		-	-	0.0%	-	-	0.0%
<b>System Total</b>		<b>28.1</b>	<b>25.4</b>	<b>10.3%</b>	<b>26.5</b>	<b>21.3</b>	<b>24.3%</b>
<i>Related Routes</i>							
11, 24x, 27, 28 UCSB Lines		44.3	39.9	11.1%	11.7	33.1	-64.8%
1, 2 East/West		25.3	23.7	6.8%	16.4	26.2	-37.1%
4, 5, 15x, 16, 17 Mesa Lines		18.2	16.0	14.1%	11.2	27.1	-58.8%
6, 11 State/Hollister		33.1	29.8	11.2%	13.9	29.0	-52.2%

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

## MTD “At Capacity” Loads (April 2023 – June 2023)

		Quarter			YTD		
LINE		Apr 23 - Jun 23	Apr 22 - Jun 22	% Change	FY 2022 - 2023	FY2021 - 2022	% Change
1	West Santa Barbara	3	1	200.0%	28	19	47.4%
2	East Santa Barbara	10	19	-47.4%	59	57	3.5%
3	Oak Park	3	6	-50.0%	18	8	100.0%
4	Mesa / SBCC	1	-	100.0%	4	-	100.0%
5	Mesa / La Cumbre	2	2	0.0%	14	3	100.0%
6	Goleta	13	15	-13.3%	108	36	200.0%
7	County Health / Fairview	1	1	0.0%	11	3	266.7%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	218	146	49.3%	647	345	87.5%
12x	Goleta Express	2	1	100.0%	18	4	350.0%
14	Montecito	4	4	0.0%	8	4	100.0%
15x	SBCC / UCSB Express	16	55	-70.9%	102	112	-8.9%
16	City College Shuttle	-	-	0.0%	-	1	-100.0%
17	Lower West / SBCC	2	-	100.0%	5	-	100.0%
20	Carpinteria	11	5	120.0%	50	13	284.6%
23	Winchester Canyon	2	2	0.0%	16	3	100.0%
24x	UCSB Express	60	51	17.6%	348	128	171.9%
25	Ellwood	-	-	0.0%	1	2	-50.0%
27	Isla Vista Shuttle	35	37	-5.4%	192	76	152.6%
28	UCSB Shuttle	102	34	200.0%	155	152	2.0%
36	Seaside Shuttle	-	-	0.0%	-	-	0.0%
37	Crosstown Shuttle	-	-	0.0%	-	-	0.0%
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	44	48	-8.3%	290	132	119.7%
System Subtotal		529	427	23.9%	2,074	1,098	88.9%
<i>Downtown Waterfront Shuttles</i>							
30	Downtown Shuttle	-	-	0.0%	-	-	0.0%
34	Waterfront Shuttle	-	-	0.0%	-	-	0.0%
<i>Related Routes</i>							
11, 24x, 27, 28 UCSB Lines		415	268	54.9%	1,342	701	91.4%
1, 2 East/West		13	20	-35.0%	87	76	14.5%
4, 5, 15x, 16, 17 Mesa Lines		21	57	-63.2%	125	116	7.8%
6, 11 State/Hollister		231	161	43.5%	755	381	98.2%
<i>Unknown/Miscellaneous</i>		-	-	0.0%	-	-	0.0%
System Total		529	427	23.9%	2,074	1,098	88.9%

\*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

## MTD “Too Full to Board” Loads (April 2023 – June 2023)

		Quarter			YTD		
LINE		Apr 23 - Jun 23	Apr 22 - Jun 22	% Change	FY 2022 - 2023	FY2021 - 2022	% Change
1	West Santa Barbara	2	13	-84.6%	9	51	-82.4%
2	East Santa Barbara	7	22	-68.2%	41	119	-65.5%
3	Oak Park	16	4	300.0%	25	10	150.0%
4	Mesa / SBCC	-	-	0.0%	-	1	-100.0%
5	Mesa / La Cumbre	-	-	0.0%	3	3	0.0%
6	Goleta	4	10	-60.0%	71	68	4.4%
7	County Health / Fairview	-	-	0.0%	1	-	100.0%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	384	288	33.3%	1,491	741	101.2%
12x	Goleta Express	1	3	-66.7%	42	22	90.9%
14	Montecito	-	1	-100.0%	-	3	-100.0%
15x	SBCC / UCSB Express	21	39	-46.2%	122	68	79.4%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Lower West / SBCC	-	-	0.0%	1	2	-50.0%
20	Carpinteria	4	1	300.0%	19	36	-47.2%
23	Winchester Canyon	3	6	-50.0%	21	12	75.0%
24x	UCSB Express	147	178	-17.4%	793	538	47.4%
25	Ellwood	-	-	0.0%	1	1	0.0%
27	Isla Vista Shuttle	68	181	-62.4%	339	283	19.8%
28	UCSB Shuttle	130	102	27.5%	386	320	20.6%
36	Seaside Shuttle	-	-	0.0%	-	-	0.0%
37	Crosstown Shuttle	-	-	0.0%	-	-	0.0%
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	17	10	70.0%	118	74	59.5%
System Subtotal		804	858	-6.3%	3,483	2,352	48.1%
<i>Downtown Waterfront Shuttles</i>							
30	Downtown Shuttle	-	-	0.0%	-	-	0.0%
34	Waterfront Shuttle	-	-	0.0%	-	-	0.0%
<i>Related Routes</i>							
11, 24x, 27, 28 UCSB Lines		729	749	-2.7%	3,009	1,882	59.9%
1, 2 East/West		9	35	-74.3%	50	170	-70.6%
4, 5, 15x, 16, 17 Mesa Lines		21	39	-46.2%	126	74	70.3%
6, 11 State/Hollister		388	298	30.2%	1,562	809	93.1%
<i>Unknown/Miscellaneous</i>		-	-	0.0%	-	1	100.0%
System Total		804	858	-6.3%	3,483	2,353	48.0%

\* Indicates that passengers were refused service because a vehicle was too full to safely board.  
Source: GFI Genfare, MTD Transit Development Department, Planning Section

## MTD Bicycles Carried (April 2023 – June 2023)

		Quarter			YTD		
LINE		Apr 23 - Jun 23	Apr 22 - Jun 22	% Change	FY 2022 - 2023	FY2021 - 2022	% Change
1	West Santa Barbara	549	526	4.4%	1,799	1,681	7.0%
2	East Santa Barbara	1,110	1,056	5.1%	4,162	4,276	-2.7%
3	Oak Park	16	2	700.0%	39	21	85.7%
4	Mesa / SBCC	202	228	-11.4%	1,022	799	27.9%
5	Mesa / La Cumbre	232	346	-32.9%	1,112	1,382	-19.5%
6	Goleta	2,677	2,643	1.3%	9,699	10,052	-3.5%
7	County Health / Fairview	1,871	1,390	34.6%	6,436	4,964	29.7%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	4,716	4,233	11.4%	17,222	15,919	8.2%
12x	Goleta Express	1,458	1,240	17.6%	4,952	5,302	-6.6%
14	Montecito	228	255	-10.6%	1,066	1,019	4.6%
15x	SBCC / UCSB Express	210	376	-44.1%	1,132	1,098	3.1%
16	City College Shuttle	-	25	-100.0%	-	190	-100.0%
17	Lower West / SBCC	180	187	-3.7%	744	606	22.8%
20	Carpinteria	1,828	1,978	-7.6%	6,467	7,202	-10.2%
23	Winchester Canyon	116	247	-53.0%	481	694	-30.7%
24x	UCSB Express	2,134	2,614	-18.4%	8,744	9,589	-8.8%
25	Ellwood	216	228	-5.3%	763	761	0.3%
27	Isla Vista Shuttle	169	196	-13.8%	748	584	28.1%
28	UCSB Shuttle	377	356	5.9%	1,346	1,210	11.2%
36	Seaside Shuttle	-	-	0.0%	-	-	0.0%
37	Crosstown Shuttle	-	-	0.0%	-	-	0.0%
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	19	42	-54.8%	113	148	-23.6%
System Subtotal		18,308	18,168	0.8%	68,047	67,497	0.8%
<i>Downtown Waterfront Shuttles</i>							
30	Downtown Shuttle	-	-	0.0%	-	-	0.0%
34	Waterfront Shuttle	-	-	0.0%	-	-	0.0%
<i>Related Routes</i>							
11, 24x, 27, 28 UCSB Lines		7,396	7,399	0.0%	28,060	27,302	2.8%
1, 2 East/West		1,659	1,582	4.9%	5,961	5,957	0.1%
4, 5, 15x, 16, 17 Mesa Lines		824	1,162	-29.1%	4,010	4,075	-1.6%
6, 11 State/Hollister		7,393	6,876	7.5%	26,921	25,971	3.7%
<i>Unknown/Miscellaneous</i>		-	-	-100.0%	-	20	-100.0%
System Total		18,308	18,168	0.8%	68,047	67,517	0.8%

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

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

## MTD Wheelchairs Boarded (April 2023 – June 2023)

LINE		Quarter			YTD		
		Apr 23 - Jun 23	Apr 22 - Jun 22	% Change	FY 2022 - 2023	FY2021 - 2022	% Change
1	West Santa Barbara	173	248	-30.2%	822	837	-1.8%
2	East Santa Barbara	361	465	-22.4%	1,582	1,916	-17.4%
3	Oak Park	89	87	2.3%	331	311	6.4%
4	Mesa / SBCC	31	47	-34.0%	112	170	-34.1%
5	Mesa / La Cumbre	47	42	11.9%	183	170	7.6%
6	Goleta	364	404	-9.9%	1,194	1,323	-9.8%
7	County Health / Fairview	451	358	26.0%	1,418	1,361	4.2%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	465	406	14.5%	1,439	1,451	-0.8%
12x	Goleta Express	59	75	-21.3%	245	319	-23.2%
14	Montecito	38	41	-7.3%	196	149	31.5%
15x	SBCC / UCSB Express	4	3	33.3%	18	12	50.0%
16	City College Shuttle	-	46	-100.0%	-	240	-100.0%
17	Lower West / SBCC	98	86	14.0%	331	248	33.5%
20	Carpinteria	405	330	22.7%	1,096	982	11.6%
23	Winchester Canyon	9	5	80.0%	18	15	20.0%
24x	UCSB Express	63	65	-3.1%	224	196	14.3%
25	Ellwood	7	6	16.7%	23	29	-20.7%
27	Isla Vista Shuttle	7	13	-46.2%	77	41	87.8%
28	UCSB Shuttle	59	7	742.9%	137	16	756.3%
36	Seaside Shuttle	-	-	0.0%	-	-	0.0%
37	Crosstown Shuttle	-	-	0.0%	-	-	0.0%
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	-	-	0.0%	1	5	-80.0%
System Subtotal		2,730	2,734	-0.1%	9,447	9,791	-3.5%
<i>Downtown Waterfront Shuttles</i>							
30	Downtown Shuttle	-	-	0.0%	-	-	0.0%
34	Waterfront Shuttle	-	-	0.0%	-	-	0.0%
<i>Related Routes</i>							
11, 24x, 27, 28 UCSB Lines		594	491	21.0%	1,877	1,704	10.2%
1, 2 East/West		534	713	-25.1%	2,404	2,753	-12.7%
4, 5, 15x, 16, 17 Mesa Lines		180	224	-19.6%	644	840	-23.3%
6, 11 State/Hollister		829	810	2.3%	2,633	2,774	-5.1%
<i>Unknown/Miscellaneous</i>		-	-	0.0%	-	2	0.0%
System Total		2,730	2,734	-0.1%	9,447	9,793	-3.5%

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





## BOARD OF DIRECTORS APPROVED MINUTES

**REGULAR MEETING**  
of the  
**BOARD OF DIRECTORS**  
of the  
**SANTA BARBARA METROPOLITAN TRANSIT DISTRICT**  
A Public Agency  
**Tuesday, September 19, 2023**  
**8:30 AM**  
**John G. Britton Auditorium**  
550 Olive Street, Santa Barbara, CA 93101

**1. CALL TO ORDER**

Chair 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 Director Solorzano.

**3. REPORT REGARDING POSTING OF AGENDA**

Evelyn Orozco, Human Resources Assistant, reported that the agenda was posted on Friday, September 15, 2023 at MTD's Administrative office, mailed and emailed to those on the agenda list, and posted on MTD's website.

*Chair Davis recommended that the Board take up item 10 "Other Business and Reports" after addressing item 6 "Public Comment." All Directors were in agreement with the change in agenda order.*

### 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 meeting of September 5, 2023.

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

The Board of Directors was asked to review and approve the Cash Reports from August 26, 2023 through September 8, 2023.

Secretary Lemberger moved to approve the consent calendar. Director Lapuz seconded the motion. Chair Davis held a roll call vote, and the consent calendar was approved unanimously with one abstention from the minutes and one absent. The cash reports were approved unanimously with one absent.

### THIS CONCLUDES THE CONSENT CALENDAR

**6. PUBLIC COMMENT**

No public comments were made.

## BOARD OF DIRECTORS APPROVED MINUTES

**7. FISCAL YEAR 2022-23 ANNUAL RIDERSHIP & CUSTOMER SERVICE REPORT – (INFORMATIONAL -- ATTACHMENT)**

Hillary Blackerby, Planning and Marketing Manager provided the Board of Directors with a report regarding annual ridership and customer service for fiscal year 2022-23.

**8. FINANCIAL REVIEW OF FISCAL YEAR 2022-23 – (INFORMATIONAL – ATTACHMENT)**

Nancy Tillie, Director of Finance and Administration presented the Board of Directors with an update on the results for fiscal year 2022-23.

**9. SBCAG – MTD MOU FOR THE ELECTRIC TRANSIT BUS REPLACEMENT – (ACTION MAY BE TAKEN – ATTACHEMENT)**

General Manager Estrada recommended that the Board approve the "Memorandum of Understanding between the Santa Barbara County of Association of Governments and the Santa Barbara Metropolitan Transit District for the Electric Transit Bus Replacement."

Director Lapuz moved to approve the Memorandum of Understanding. Director Perotte seconded the motion. Chair Davis held a roll call and the motion was approved unanimously with one absent.

**10. GENERAL MANAGER'S REPORT – (INFORMATIONAL)**

General Manager Estrada provided an update on District activities.

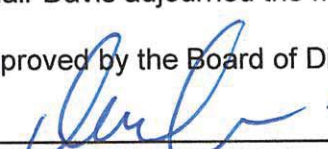
**11. OTHER BUSINESS AND REPORTS – (INFORMATIONAL)**

No other business was discussed.

**12. ADJOURNMENT**

Chair Davis adjourned the meeting at 9:34 AM.

Approved by the Board of Directors October 17, 2023

  
\_\_\_\_\_  
Board of Directors, Chair



# QUARTERLY REPORT

Fiscal Year 2023-24

For the Twelve Month Period Ending  
June 30, 2024



FY 2023-24 FOURTH QUARTER PERFORMANCE REPORTS
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## FY 2024 System Ridership Report for the 4<sup>th</sup> Quarter and for the Twelve-Month Period Ending June 30<sup>th</sup>, 2024

### Ridership by Fare Category (April 2024 – June 2024)

Fare Categories	Quarter			YTD		
	Apr 24 - Jun 24	Apr 23 - Jun 23	% Change	FY 2023 - 2024	FY 2022 - 2023	% Change
General Fare	162,571	181,659	-10.5%	670,876	668,327	0.4%
Transfers	81,872	76,928	6.4%	321,466	282,566	13.8%
Full Fare Prepaid <sup>1</sup>	195,448	205,532	-4.9%	786,721	772,535	1.8%
Santa Barbara City College	52,961	45,852	15.5%	252,087	222,570	13.3%
Senior & Disabled Prepaid <sup>2</sup>	149,575	144,274	3.7%	564,968	532,331	6.1%
Shuttle	2,432	-	100.0%	2,432	-	100.0%
UC Santa Barbara	386,291	381,850	1.2%	1,319,096	1,390,762	-5.2%
Youth Prepaid <sup>3</sup>	113,843	115,000	-1.0%	429,976	454,181	-5.3%
Free	37,462	16,862	122.2%	93,593	63,025	48.5%
Special Pass Programs	2,170	1,173	85.0%	7,787	3,175	145.3%
Senior Cash	28,935	29,074	-0.5%	111,638	109,240	2.2%
Persons w ith Disabilities Cash	3,637	4,584	-20.7%	14,832	15,268	-2.9%
Tokens	5,828	5,744	1.5%	24,617	20,496	20.1%
Tap to Ride Transactions	35,678	2,189	1529.9%	85,216	8,547	897.0%
Total	1,257,784	1,210,721	3.9%	4,684,415	4,543,023	3.1%

<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 (April 2024 – June 2024)

Metrics	Quarter			YTD		
	Apr 24 - Jun 24	Apr 23 - Jun 23	%Change	FY 2023 - 2024	FY 2022 - 2023	% Change
Passengers	1,257,784	1,210,721	3.9%	4,684,415	4,543,023	3.1%
Revenue Hours	43,865	43,077	1.8%	171,456	168,715	1.6%
Passengers per Revenue Hour	28.7	28.1	2.0%	27.3	26.9	1.5%
Miles	534,069	522,338	2.2%	2,088,527	2,045,233	2.1%
Passengers per Mile	2.4	2.3	1.6%	2.2	2.2	1.0%

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

## MTD System Ridership (April 2024 – June 2024)

		Quarter			YTD		
	LINE	Apr 24 - Jun 24	Apr 23 - Jun 23	% Change	FY 2023 - 2024	FY 2022 - 2023	% Change
1	West Santa Barbara	68,718	62,026	10.8%	250,017	230,887	8.3%
2	East Santa Barbara	113,698	105,097	8.2%	430,092	396,868	8.4%
3	Oak Park	39,082	39,331	-0.6%	150,728	141,434	6.6%
4	Mesa / SBCC	20,800	20,426	1.8%	90,158	80,394	12.1%
5	Mesa / La Cumbre	19,764	17,860	10.7%	78,854	75,220	4.8%
6	Goleta	120,553	122,978	-2.0%	466,183	462,124	0.9%
7	County Health / Fairview	59,283	57,585	2.9%	236,645	214,215	10.5%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	258,549	255,760	1.1%	948,161	942,216	0.6%
12x	Goleta Express	35,749	34,093	4.9%	139,870	128,904	8.5%
14	Montecito	18,043	15,446	16.8%	69,650	58,079	19.9%
15x	SBCC / UCSB Express	20,402	20,343	0.3%	86,041	91,411	-5.9%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Lower West / SBCC	25,231	23,572	7.0%	105,525	94,431	11.7%
19x	SBCC / East SB Express	1,827	-	100.0%	7,335	-	100.0%
20	Carpinteria	76,438	71,150	7.4%	294,443	270,505	8.8%
23	Winchester Canyon	12,571	12,951	-2.9%	43,570	48,568	-10.3%
24x	UCSB Express	117,435	123,561	-5.0%	433,429	470,413	-7.9%
25	Elwood	15,228	14,158	7.6%	54,781	53,744	1.9%
27	Isla Vista Shuttle	55,529	56,639	-2.0%	191,492	220,362	-13.1%
28	UCSB Shuttle	123,130	101,965	20.8%	419,495	359,444	16.7%
36	Seaside Shuttle	-	-	0.0%	-	-	0.0%
37	Crosstown Shuttle	-	-	0.0%	-	-	0.0%
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	53,322	55,780	-4.4%	185,514	203,804	-9.0%
System Subtotal		1,255,352	1,210,721	3.7%	4,681,983	4,543,023	3.1%
Downtown Waterfront Shuttles							
33	Downtown Waterfront Shuttle	2,432	-	100.0%	2,432	-	100.0%
		-	-	0.0%	-	-	0.0%
Unknown							
		-			-		
System Total		1,257,784	1,210,721	3.9%	4,684,415	4,543,023	3.1%
Related Routes							
11, 24x, 27, 28 UCSB Lines		554,643	537,925	3.1%	1,992,577	1,992,435	0.0%
1, 2 East/West		182,416	167,123	9.2%	680,109	627,755	8.3%
4, 5, 15x, 16, 17, 19x Mesa Lines		88,024	82,201	7.1%	367,913	341,456	7.7%
6, 11 State/Hollister		379,102	378,738	0.1%	1,414,344	1,404,340	0.7%

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

## MTD Passengers per Revenue Hour (April 2024 – June 2024)

		Quarter			YTD		
LINE		Apr 24 - Jun 24	Apr 23 - Jun 23	% Change	FY 2023 - 2024	FY 2022 - 2023	% Change
1	West Santa Barbara	26.9	24.2	11.1%	24.6	22.9	7.5%
2	East Santa Barbara	28.3	26.1	8.4%	27.0	25.1	7.7%
3	Oak Park	16.2	16.3	-0.4%	15.9	15.0	5.9%
4	Mesa / SBCC	18.3	17.8	2.7%	20.0	17.9	11.6%
5	Mesa / La Cumbre	12.6	11.4	10.7%	12.7	12.2	4.3%
6	Goleta	27.9	27.2	2.5%	26.9	25.9	3.8%
7	County Health / Fairview	15.5	15.0	3.1%	15.6	14.2	9.9%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	39.8	37.1	7.4%	36.1	34.5	4.7%
12x	Goleta Express	21.4	20.5	4.9%	21.0	19.7	7.0%
14	Montecito	14.2	12.2	16.8%	14.0	11.7	19.5%
15x	SBCC / UCSB Express	21.7	21.7	0.3%	25.0	26.9	-6.8%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Low er West / SBCC	29.8	27.5	8.1%	31.4	28.2	11.3%
19x	SBCC / East SB Express	7.0	-	100.0%	9.3	-	100.0%
20	Carpinteria	18.9	17.6	7.4%	18.4	17.0	8.2%
23	Winchester Canyon	12.0	21.0	-42.8%	11.7	20.0	-41.7%
24x	UCSB Express	42.4	44.7	-5.1%	39.3	43.0	-8.6%
25	Elw ood	22.0	19.3	14.1%	20.7	18.6	11.6%
27	Isla Vista Shuttle	49.9	51.4	-2.8%	43.6	50.3	-13.4%
28	UCSB Shuttle	71.8	75.8	-5.2%	67.0	73.8	-9.3%
36	Seaside Shuttle	-	-	0.0%	-	-	0.0%
37	Crosstow n Shuttle	-	-	0.0%	-	-	0.0%
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	66.0	72.5	-8.9%	68.0	74.0	-8.1%
System Subtotal		28.7	28.1	2.0%	27.3	26.9	1.5%
<i>Downtown Waterfront Shuttles</i>							
33	Dow ntow n Waterfront Shuttle	6.7	-	100.0%	6.7	-	100.0%
		-	-	0.0%	-	-	0.0%
<i>Unknown</i>							
		-	-	0.0%	-	-	0.0%
<b>System Total</b>		<b>28.7</b>	<b>28.1</b>	<b>2.0%</b>	<b>27.3</b>	<b>26.9</b>	<b>1.5%</b>
<i>Related Routes</i>							
11, 24x, 27, 28 UCSB Lines		45.9	44.4	3.3%	416	42.0	-0.9%
1, 2, 37 East/West		27.7	25.3	9.4%	26.1	24.2	7.6%
4, 5, 15x, 16, 17, 19x Mesa Lines		18.6	18.3	16%	20.1	19.6	2.5%
6, 11State/Hollister		35.1	33.2	5.7%	32.4	31.1	4.3%

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

## MTD “At Capacity” Loads (April 2024 – June 2024)

		Quarter			YTD		
LINE		Apr 24 - Jun 24	Apr 23 - Jun 23	% Change	FY 2023 - 2024	FY 2022 - 2023	% Change
1	West Santa Barbara	17	3	466.7%	54	28	92.9%
2	East Santa Barbara	31	10	210.0%	72	59	22.0%
3	Oak Park	14	3	366.7%	27	18	50.0%
4	Mesa / SBCC	1	1	0.0%	1	4	-75.0%
5	Mesa / La Cumbre	1	2	-50.0%	3	14	-78.6%
6	Goleta	12	13	-7.7%	52	108	-51.9%
7	County Health / Fairview	-	1	-100.0%	4	11	-63.6%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	155	218	-28.9%	491	647	-24.1%
12x	Goleta Express	3	2	50.0%	12	18	-33.3%
14	Montecito	-	4	-100.0%	7	8	-12.5%
15x	SBCC / UCSB Express	3	16	-81.3%	44	102	-56.9%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Low er West / SBCC	3	2	50.0%	18	5	260.0%
19x	SBCC / East SB Express	-	-	0.0%	-	-	0.0%
20	Carpinteria	7	11	-36.4%	29	50	-42.0%
23	Winchester Canyon	-	2	-100.0%	3	16	-81.3%
24x	UCSB Express	118	60	96.7%	320	348	-8.0%
25	Elw ood	-	-	0.0%	-	1	-100.0%
27	Isla Vista Shuttle	14	35	-60.0%	99	192	-48.4%
28	UCSB Shuttle	23	102	-77.5%	62	155	-60.0%
36	Seaside Shuttle	-	-	0.0%	-	-	0.0%
37	Crosstow n Shuttle	-	-	0.0%	-	-	0.0%
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	51	44	15.9%	172	290	-40.7%
System Subtotal		453	529	-14.4%	1,470	2,074	-29.1%
<i>Downtown Waterfront Shuttles</i>							
30	Dow ntow n Shuttle	-	-	0.0%	-	-	0.0%
34	Waterfront Shuttle	-	-	0.0%	-	-	0.0%
<i>Related Routes</i>							
11, 24x, 27, 28 UCSB Lines		310	415	-25.3%	972	1,342	-27.6%
1, 2 East/West		48	13	269.2%	126	87	44.8%
4, 5, 15x, 16, 17 Mesa Lines		8	21	-61.9%	66	125	-47.2%
6, 11 State/Hollister		167	231	-27.7%	543	755	-28.1%
<i>Unknown/Miscellaneous</i>		-	-	0.0%	-	-	0.0%
System Total		453	529	-14.4%	1,470	2,074	-29.1%

\*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



## MTD “Too Full to Board” Loads (April 2024 – June 2024)

		Quarter			YTD		
LINE		Apr 24 - Jun 24	Apr 23 - Jun 23	% Change	FY 2023 - 2024	FY 2022 - 2023	% Change
1	West Santa Barbara	3	2	50.0%	32	9	255.6%
2	East Santa Barbara	7	7	0.0%	22	41	-46.3%
3	Oak Park	7	16	-56.3%	18	25	-28.0%
4	Mesa / SBCC	1	-	100.0%	1	-	100.0%
5	Mesa / La Cumbre	1	-	100.0%	3	3	0.0%
6	Goleta	8	4	100.0%	50	71	-29.6%
7	County Health / Fairview	-	-	0.0%	2	1	100.0%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	294	384	-23.4%	1,050	1,491	-29.6%
12x	Goleta Express	5	1	400.0%	20	42	-52.4%
14	Montecito	-	-	0.0%	6	-	100.0%
15x	SBCC / UCSB Express	18	21	-14.3%	62	122	-49.2%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Lower West / SBCC	-	-	0.0%	-	1	-100.0%
19x	SBCC / East SB Express	-	-	0.0%	-	-	0.0%
20	Carpinteria	5	4	25.0%	22	19	15.8%
23	Winchester Canyon	3	3	0.0%	19	21	-9.5%
24x	UCSB Express	175	147	19.0%	686	793	-13.5%
25	Elwood	-	-	0.0%	-	1	-100.0%
27	Isla Vista Shuttle	41	68	-39.7%	162	339	-52.2%
28	UCSB Shuttle	193	130	48.5%	575	386	49.0%
36	Seaside Shuttle	-	-	0.0%	-	-	0.0%
37	Croston Shuttle	-	-	0.0%	-	-	0.0%
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	9	17	-47.1%	42	118	-64.4%
System Subtotal		770	804	-4.2%	2,772	3,483	-20.4%
<i>Downtown Waterfront Shuttles</i>							
30	Downtown Shuttle	-	-	0.0%	-	-	0.0%
34	Waterfront Shuttle	-	-	0.0%	-	-	0.0%
<i>Related Routes</i>							
11, 24x, 27, 28 UCSB Lines		703	729	-3.6%	2,473	3,009	-17.8%
1, 2 East/West		10	9	11.1%	54	50	8.0%
4, 5, 15x, 16, 17 Mesa Lines		20	21	-4.8%	66	126	-47.6%
6, 11 State/Hollister		302	388	-22.2%	1,100	1,562	-29.6%
<i>Unknown/Miscellaneous</i>		-	-	0.0%	-	-	0.0%
System Total		770	804	-4.2%	2,772	3,483	-20.4%

\* Indicates that passengers were refused service because a vehicle was too full to safely board.  
Source: GFI Genfare, MTD Transit Development Department, Planning Section

## MTD Bicycles Carried (April 2024 – June 2024)

		Quarter			YTD		
LINE		Apr 24 - Jun 24	Apr 23 - Jun 23	% Change	FY 2023 - 2024	FY 2022 - 2023	% Change
1	West Santa Barbara	229	549	-58.3%	1,731	1,799	-3.8%
2	East Santa Barbara	1,217	1,110	9.6%	4,929	4,162	18.4%
3	Oak Park	7	16	-56.3%	73	39	87.2%
4	Mesa / SBCC	263	202	30.2%	1,060	1,022	3.7%
5	Mesa / La Cumbre	357	232	53.9%	1,307	1,112	17.5%
6	Goleta	2,607	2,677	-2.6%	10,822	9,699	11.6%
7	County Health / Fairview	1,896	1,871	1.3%	7,161	6,436	11.3%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	4,685	4,716	-0.7%	17,691	17,222	2.7%
12x	Goleta Express	1,403	1,458	-3.8%	5,687	4,952	14.8%
14	Montecito	374	228	64.0%	1,413	1,066	32.6%
15x	SBCC / UCSB Express	480	210	128.6%	2,058	1,132	81.8%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Lower West / SBCC	161	180	-10.6%	710	744	-4.6%
19x	SBCC / East SB Express	63	-	100.0%	159	-	100.0%
20	Carpinteria	1,932	1,828	5.7%	7,369	6,467	13.9%
23	Winchester Canyon	142	116	22.4%	451	481	-6.2%
24x	UCSB Express	1,873	2,134	-12.2%	8,038	8,744	-8.1%
25	Elwood	279	216	29.2%	869	763	13.9%
27	Isla Vista Shuttle	210	169	24.3%	765	748	2.3%
28	UCSB Shuttle	476	377	26.3%	1,651	1,346	22.7%
36	Seaside Shuttle	-	-	0.0%	-	-	0.0%
37	Crosstown Shuttle	-	-	0.0%	-	-	0.0%
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	32	19	68.4%	113	113	0.0%
System Subtotal		18,686	18,308	2.1%	74,057	68,047	8.8%
<i>Downtown Waterfront Shuttles</i>							
30	Downtown Shuttle	2	-	100.0%	2	-	100.0%
34	Waterfront Shuttle	-	-	0.0%	-	-	0.0%
<i>Related Routes</i>							
11, 24x, 27, 28 UCSB Lines		7,244	7,396	-2.1%	28,145	28,060	0.3%
1, 2 East/West		1,446	1,659	-12.8%	6,660	5,961	11.7%
4, 5, 15x, 16, 17 Mesa Lines		1,261	824	53.0%	5,135	4,010	28.1%
6, 11 State/Hollister		7,292	7,393	-1.4%	28,513	26,921	5.9%
<i>Unknown/Miscellaneous</i>		-	-	0.0%	-	-	0.0%
System Total		18,688	18,308	2.1%	74,059	68,047	8.8%

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

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

## MTD Wheelchairs Boarded (April 2024 – June 2024)

		Quarter			YTD		
LINE		Apr 24 - Jun 24	Apr 23 - Jun 23	% Change	FY 2023 - 2024	FY 2022 - 2023	% Change
1	West Santa Barbara	147	173	-15.0%	662	822	-19.5%
2	East Santa Barbara	384	361	6.4%	1,698	1,582	7.3%
3	Oak Park	157	89	76.4%	514	331	55.3%
4	Mesa / SBCC	25	31	-19.4%	123	112	9.8%
5	Mesa / La Cumbre	110	47	134.0%	329	183	79.8%
6	Goleta	329	364	-9.6%	1,297	1,194	8.6%
7	County Health / Fairview	414	451	-8.2%	1,426	1,418	0.6%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	357	465	-23.2%	1,569	1,439	9.0%
12x	Goleta Express	124	59	110.2%	284	245	15.9%
14	Montecito	90	38	136.8%	265	196	35.2%
15x	SBCC / UCSB Express	-	4	-100.0%	7	18	-61.1%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Low er West / SBCC	69	98	-29.6%	308	331	-6.9%
19x	SBCC / East SB Express	1	-	100.0%	2	-	100.0%
20	Carpinteria	357	405	-11.9%	1,438	1,096	31.2%
23	Winchester Canyon	3	9	-66.7%	18	18	0.0%
24x	UCSB Express	33	63	-47.6%	129	224	-42.4%
25	Elw ood	9	7	28.6%	25	23	8.7%
27	Isla Vista Shuttle	6	7	-14.3%	16	77	-79.2%
28	UCSB Shuttle	7	59	-88.1%	55	137	-59.9%
36	Seaside Shuttle	-	-	0.0%	-	-	0.0%
37	Crosstow n Shuttle	-	-	0.0%	-	-	0.0%
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	-	-	0.0%	2	1	100.0%
System Subtotal		2,622	2,730	-4.0%	10,167	9,447	7.6%
<i>Downtown Waterfront Shuttles</i>							
30	Dow ntow n Shuttle	13	-	100.0%	13	-	100.0%
34	Waterfront Shuttle	-	-	0.0%	-	-	0.0%
<i>Related Routes</i>							
11, 24x, 27, 28 UCSB Lines		403	594	-32.2%	1,769	1,877	-5.8%
1, 2 East/West		531	534	-0.6%	2,360	2,404	-1.8%
4, 5, 15x, 16, 17 Mesa Lines		204	180	13.3%	767	644	19.1%
6, 11 State/Hollister		686	829	-17.2%	2,866	2,633	8.8%
<i>Unknown/Miscellaneous</i>		-	-	0.0%	-	-	0.0%
System Total		2,635	2,730	-3.5%	10,180	9,447	7.8%

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



## FY 2023-24 ANNUAL RIDERSHIP PERFORMANCE REPORT

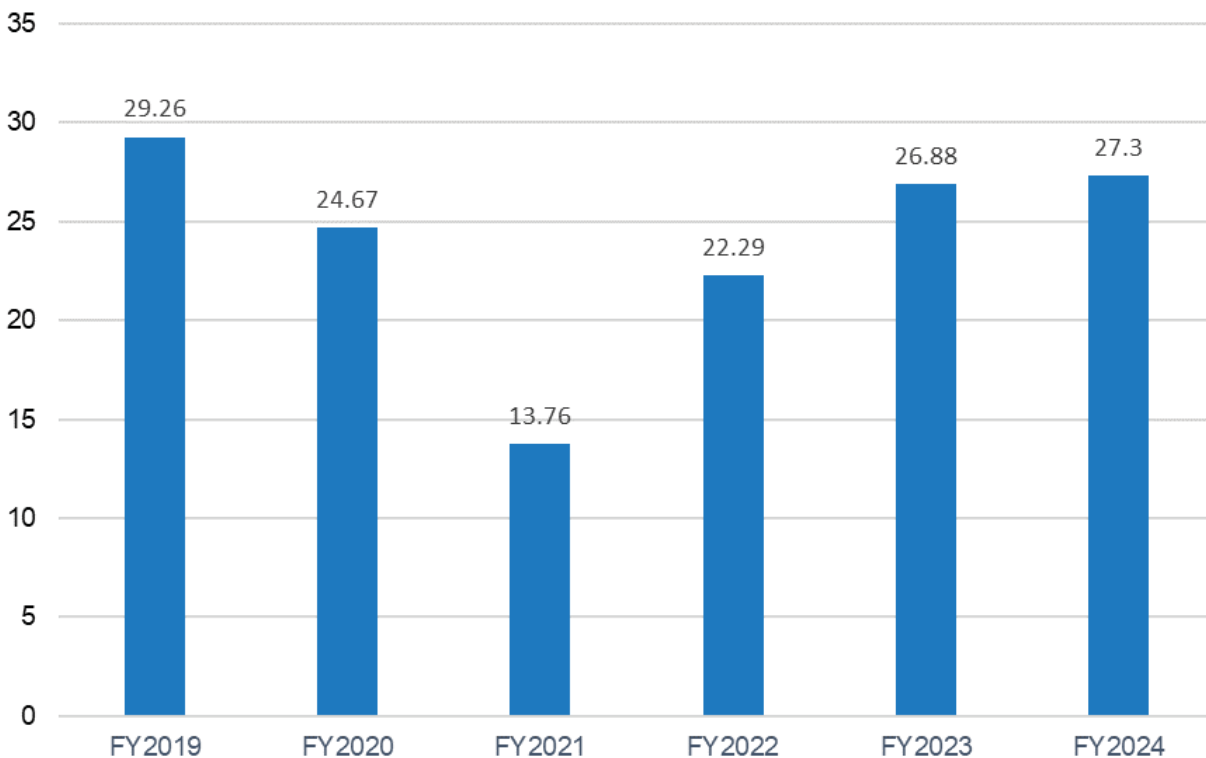
# Ridership Summary

For the Twelve-Month Period Ending June 30, 2024

### Fiscal Year Ridership Highlights

During the 2023-2024 fiscal year, Santa Barbara MTD experienced an increase of passengers per revenue hour from 26.88 to 27.3. This equates to a return of 93% of pre-pandemic ridership on a per revenue hour basis, which continues on an upward trajectory since FY 20-21. This is an especially important metric to watch, as service has not been restored to pre-pandemic levels. As the district was able to slowly fill vacant bus operator positions in FY24, MTD was able to satisfy that demand through service improvements, such as the introduction of a new route (Line 19x) and the increase in frequency on another (Line 28).

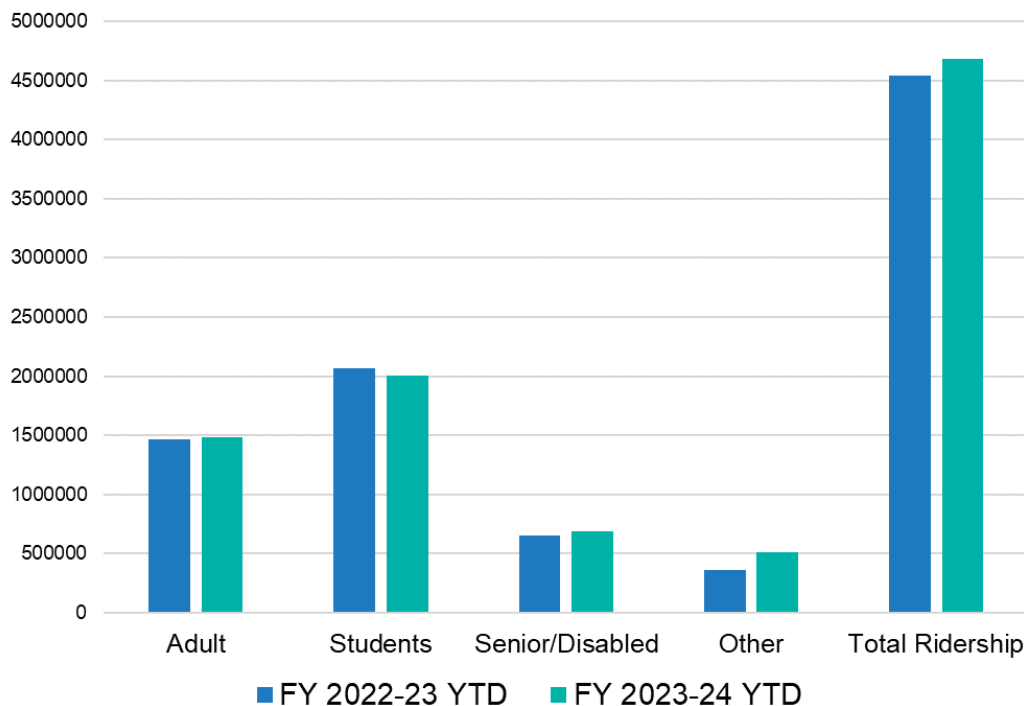
MTD Passengers per Revenue Hour by Fiscal Year



## Ridership Performance Indicators

Systemwide ridership during the fourth quarter (April through June) of FY 2023-24 totaled 1,257,784 representing an increase of approximately 47,063 riders from the same period of FY 2022-23. For the total FY 2023-24, total ridership was 4,684,415 representing an increase of 3.1% over FY 2022-23. Within the growth of ridership, has also been a consistently increasing usage of MTD's Tap2Ride program, which allows riders to pay for their ride with a contactless bank card or smart device. These transactions increased from 8,547 in FY23, to an impressive 85,216 in FY24.

### Year-to-Date Ridership by Fare Category



In the fourth quarter, revenue hours and miles were up by 1.8% and 2.2% respectively, as compared to the same period in FY 2022-23. The hiring of more bus operators permitted MTD staff to roll out service improvements such as increasing frequency on Line 28 (UCSB Shuttle), introducing Line 19x (Carpinteria/SBCC Express), and the temporary return of the beloved Downtown-Waterfront Shuttle. Miles and hours are also up for the current fiscal year due to timing adjustments that occurred in November of FY24, and were intended to improve the operation of Lines 6, 11, 23, and 25. The increases in revenue hours and miles sustained across the fourth quarter of FY24 was relatively consistent with that of the entire fiscal year.

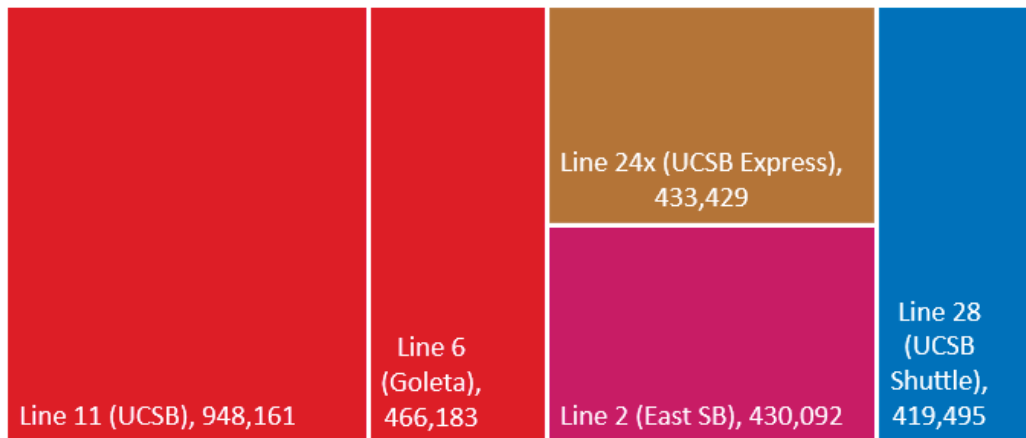
## FY 2023-24 ANNUAL RIDERSHIP PERFORMANCE REPORT

Service Metrics	Quarter			Fiscal Year to Date		
	FY 23-24 Q4	FY 22-23 Q4	% Change	FY 23-24 YTD	FY 22-23 YTD	% Change
<b>Total Passengers</b>	1,257,784	1,210,721	3.9%	4,684,415	4,543,023	3.1%
<b>Revenue Hours</b>	43,865	43,077	1.8%	171,456	168,715	1.6%
<b>Revenue Miles</b>	534,069	522,338	2.2%	2,088,527	2,045,233	2.1%
<b>Passengers per Revenue Hour</b>	28.7	28.1	2.1%	27.3	26.9	1.5%
<b>Passengers per Mile</b>	2.4	2.3	4.3%	2.2	2.2	0%

The chart below shows the top 5 lines by ridership in FY 23-24. While the chart below is year-to-date, top lines by ridership in the fourth quarter alone were, in order from highest ridership, Lines 11, 28, 6, 24x, and 2.

### Top 5 Lines by Ridership, Year-to-Date

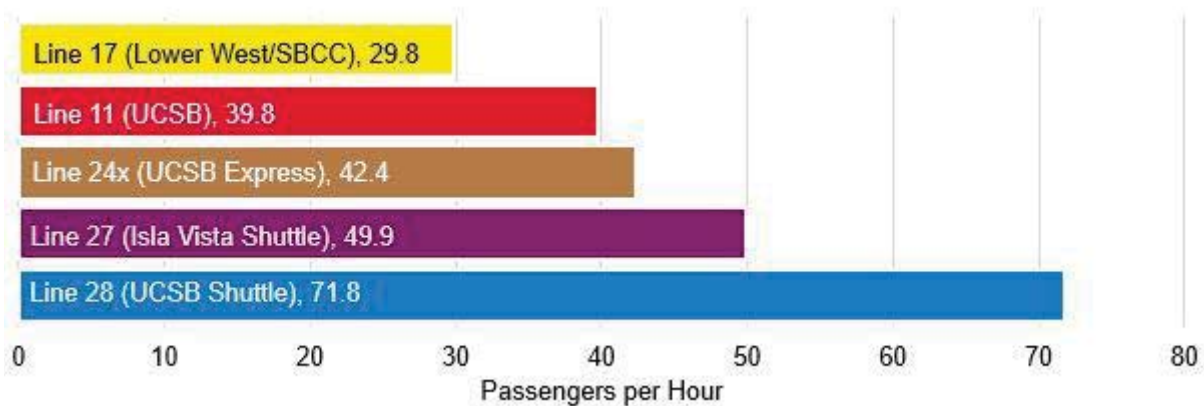
- Line 11 (UCSB)
- Line 6 (Goleta)
- Line 24x (UCSB Express)
- Line 2 (East SB)
- Line 28 (UCSB Shuttle)



As stated above, the systemwide average of passengers per revenue hour for the quarter is at 28.7 passengers per hour. Q4 saw a slight increase from Q3, which had 28.6 passengers per hour. The chart below shows the top 5 lines by passengers per hour in the fourth quarter, with the Line 28 (UCSB Shuttle) coming in first with 71.8 passengers per hour, followed by Line 27 (49.9), Line 24x (42.4), Line 11 (39.8), and Line 17 (29.8). In FY 24, Lines 28, 27, and 24x all saw a small decrease in passengers per hour over Q4

of FY23. This was likely due to UCSB's finals week ending two days earlier than in the previous fiscal year. Not all routes saw a decrease. Lines 11 and 17 both saw increases in their passengers per hour, with 7.4% and 8.1% increases respectively.

## Top 5 Lines by Passengers per Hour, 4<sup>th</sup> Quarter



The Fiscal Year Numbers At-A-Glance below show the numbers for the complete FY 2023-24 over FY 2022-23.

## Fiscal Year Numbers At-A-Glance

Total  
Ridership  
**+3.1%**

At-Capacity  
Loads  
**-29.1%**

Too Full to  
Board  
Loads  
**-20.4%**



10,180  
wheelchairs  
boarded  
**+7.8%**



74,059  
bicycles  
carried  
**+8.8%**

## Service Days and Student Ridership

As shown in the table below, the total number of service days in the fourth quarter of FY 23-24 was identical to FY 22-23. Year to date MTD had one more service day overall due to 2024 being a leap year. MTD staff observed decreases in UCSB and K-12 student riders, which is likely due to fewer secondary school days in FY 23-24. This is because of more days of summer school instruction in July 2022 and June 2023, and none in July 2023. Despite these losses, SBCC student ridership experienced a 13.3% increase over last fiscal year. This demonstrates that MTD bus routes provide an integral link for City College students as enrollment begins to rebound. With an increase in service to City College on Line 15x enacted recently in August 2024, these results are promising, especially with five fewer SBCC school days in FY 23-24 than FY 22-23.

### MTD SERVICE CALENDAR DAYS

<b><u>SERVICE DAYS</u></b>	<b><u>FY 2024</u></b>		<b><u>FY 2023</u></b>		<b><u>Year to Date</u></b>
	<b><u>Q4</u></b>	<b><u>YTD</u></b>	<b><u>Q4</u></b>	<b><u>YTD</u></b>	<b><u>Change</u></b>
Weekdays	64	251	64	250	1
Saturdays	13	55	13	56	(1)
Sundays	14	59	14	56	3
<b>Total</b>	<b>91</b>	<b>364</b>	<b>91</b>	<b>363</b>	<b>1</b>

<b><u>SCHOOL DAYS</u></b>	<b><u>FY 2024</u></b>		<b><u>FY 2023</u></b>		<b><u>Year to Date</u></b>
	<b><u>Q4</u></b>	<b><u>YTD</u></b>	<b><u>Q4</u></b>	<b><u>YTD</u></b>	<b><u>Change</u></b>
SBCC	35	154	35	159	(5)
UCSB	54	164	54	164	0
Secondary	62	189	62	210	(21)

## On-Time Performance Indicators

Since the acquisition and installation of the Clever Devices AVL system, Planning staff has been refining the tools used to measure on-time performance. MTD's standard is to aim for better than 80% on-time performance (OTP). "On-time" is defined as no more than 5 minutes late and no more than 1 minute early. Timeliness is tracked at scheduled timepoints on each line. The lines included in this assessment are all of MTD's fixed-route lines (not counting booster services) in operation during the fourth quarter of FY 2023-24.

In the fourth quarter, two lines fell below the 80% mark. The two lines that experienced lower on-time performance were the Lines 20 (Carpinteria) and 27 (Isla Vista Shuttle). Line 20's on-time performance continues to suffer in the context of the ongoing 101 HOV lane construction. Staff believes that the only real way to fix the OTP on Line 20 is to add time to each trip, but where to do so would be extremely difficult to pinpoint, especially as the areas of construction are constantly in flux and will be for several more years. Staff

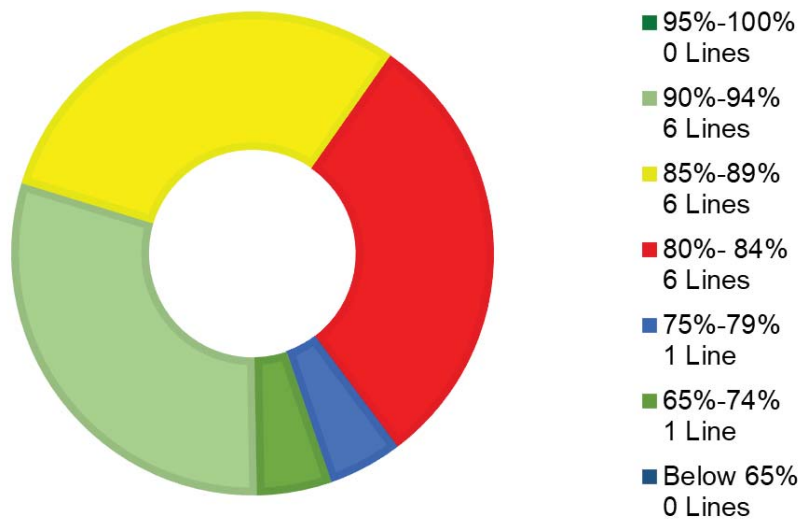


will continue to see easy ways to improve OTP on Line 20, with the knowledge of budget constraints.

In August 2024, annual service changes included changes to the Line 27 schedule that were intended to address on-time performance. These changes will be reflected starting in Q1 of FY 24-25.

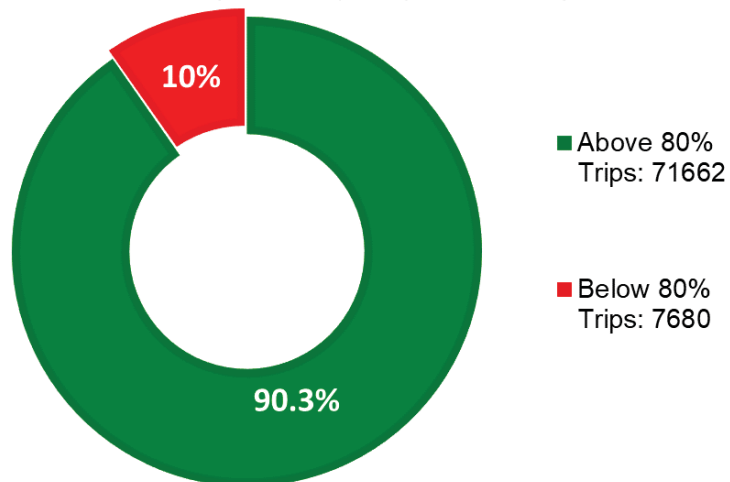
Variables that generally affect a line's on-time performance include extended road construction projects, high passenger loads, heavy congestion, and route detours lasting a number of days. This can vary based on time of day.

### FY 23-24 4TH QUARTER ON-TIME PERFORMANCE



When assessing the amount of service on a particular line, we can measure the number of trips that a given line takes in a quarter. The graphic below displays the amount of service provided by the lines hitting MTD's goal of 80% or higher for on-time service in the fourth quarter of FY 23-24.

### SYSTEMWIDE TRIP ON-TIME PERFORMANCE BY AMOUNT OF SERVICE ON LINES

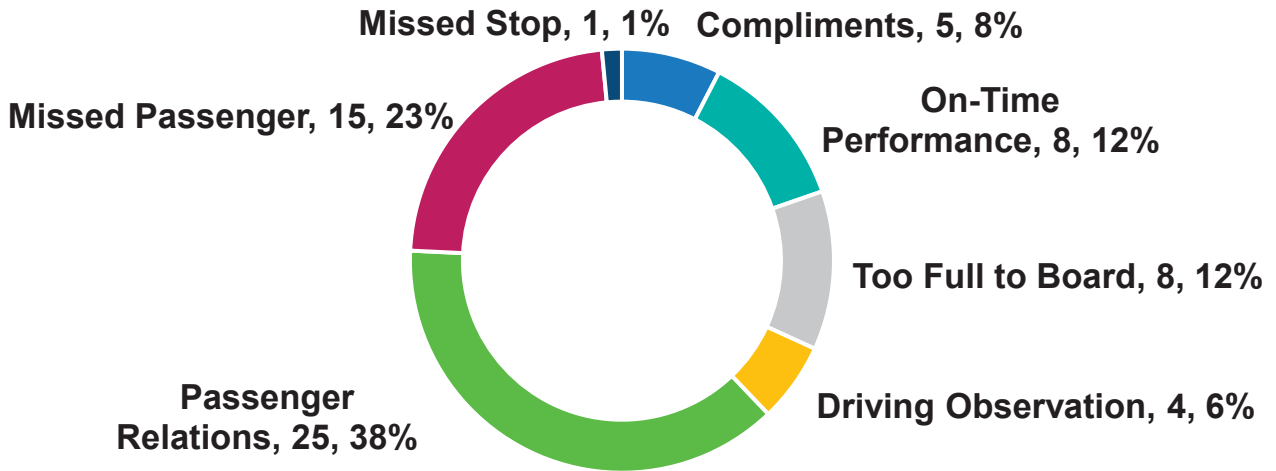




FY 2023-24 FOURTH QUARTER PERFORMANCE REPORTS

## Customer Service Report

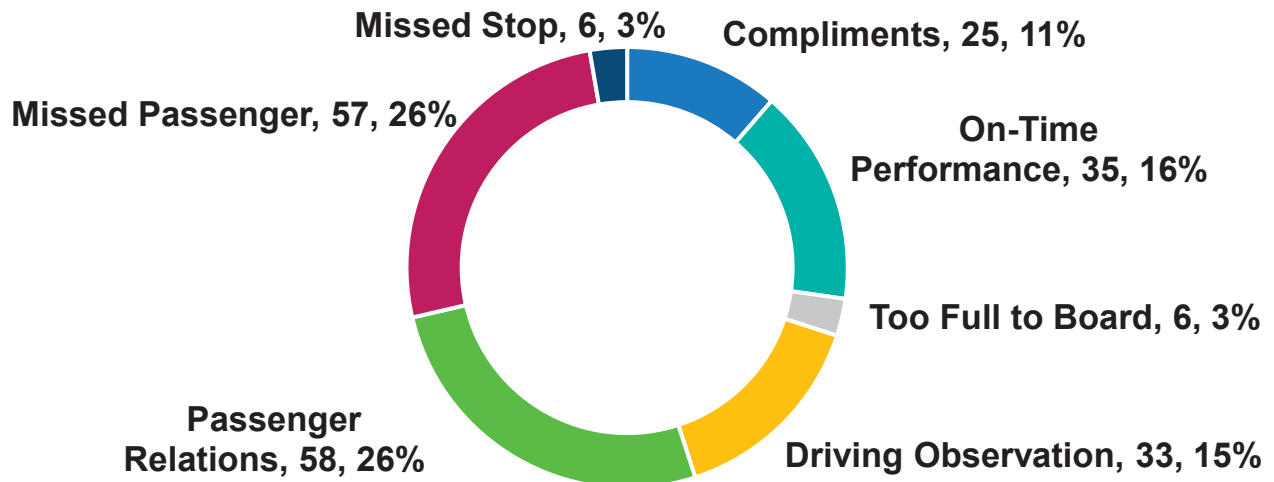
### FY 2023-24 4th Quarter Customer Service Statistics



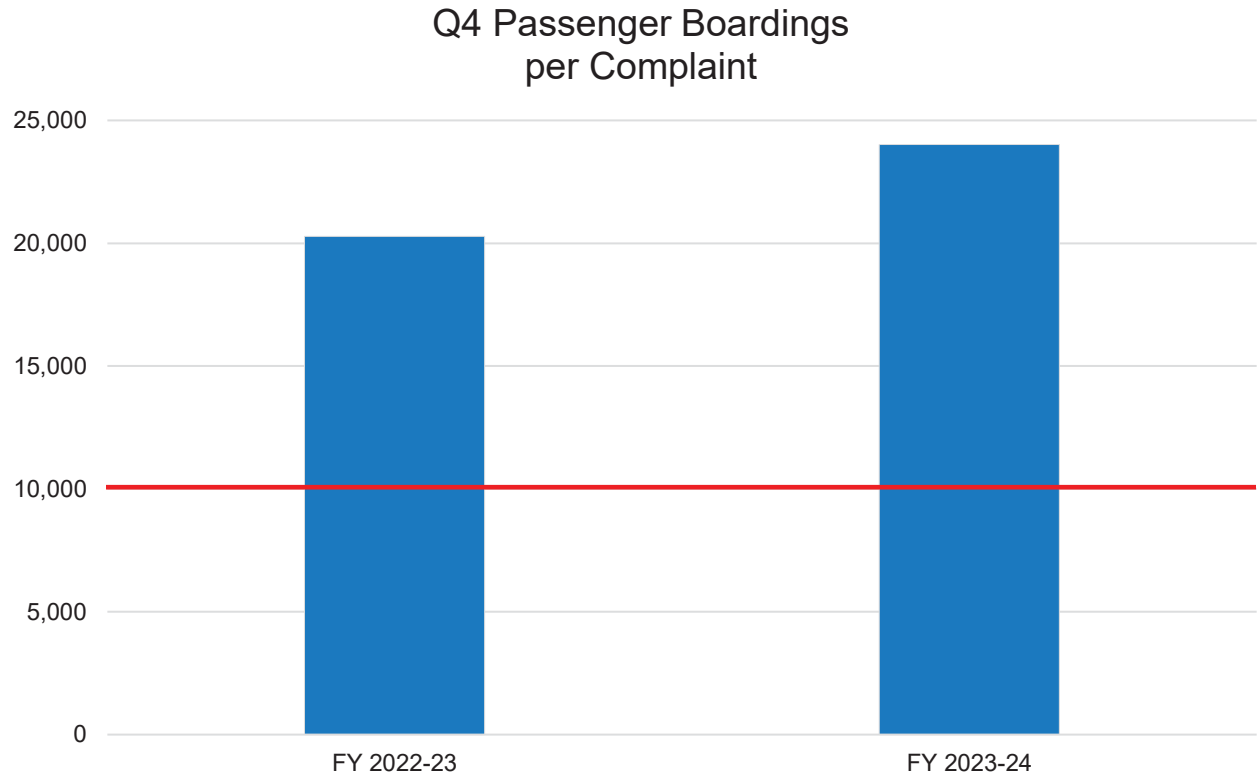
**MTD Performance Standard:** Passenger complaints shall average no more than 1 complaint per 10,000 MTD passenger boardings.

## FY 2023-24 Year-to-Date Customer Service Statistics

### for the 12 Month Period Ending June 30, 2024



**FY 2023-24 FOURTH QUARTER PERFORMANCE REPORTS**



**4<sup>th</sup> Quarter  
Compliments  
& Complaints**



5 Compliments



55 Complaints

**FY 2023-24 YTD  
Compliments  
& Complaints**



25 Compliments



195 Complaints

# Fleet Maintenance Report

## Performance Indicators

### For Fiscal Years 2023-24



FY 2024 Q4 Totals										FY 2023 Q4 Totals										Change
Fleet	Fleet Count	Miles	MPG	Fuel/Oil	Parts	Labor	Parts & Labor	Total Cost per Mile		Fleet Count	Miles	MPG	Fuel/Oil	Parts	Labor	Parts & Labor	Total Cost per Mile	Total Cost per Mile		
Gillig 40'	60	467,939	4.53	\$312,267	\$120,066	\$93,387	\$213,453	\$1.12		62	458,226	4.68	\$364,443	\$129,633	\$87,018	\$216,652	\$1.27	-\$0.14	-11.4%	
Gillig 29'	6	37,385	4.87	\$23,219	\$11,375	\$8,844	\$20,220	\$1.16		6	32,986	4.91	\$24,301	\$10,047	\$7,664	\$17,711	\$1.27	-\$0.11	-8.8%	
Nova Articulated	3	12,433	3.01	\$12,450	\$19,487	\$8,537	\$28,024	\$3.26		3	13,531	3.26	\$15,288	\$3,315	\$2,797	\$6,112	\$1.58	\$1.67	105.8%	
Diesel Fleet:	69	517,757	4.14	\$347,936	\$150,928	\$110,769	\$261,697	\$1.18		71	504,743	4.28	\$404,032	\$142,995	\$97,479	\$240,474	\$1.28	-\$0.10	-7.8%	
Fleet	Fleet Count	Miles	MPG	Fuel/Oil	Parts	Labor	Parts & Labor	Total Cost per Mile		Fleet Count	Miles	MPG	Fuel/Oil	Parts	Labor	Parts & Labor	Total Cost per Mile	Total Cost per Mile		
Gillig 29' Hybrid	2	3,252	4.27	\$2,280	\$313	\$676	\$988	\$1.00		3	9,885	5.45	\$6,788	\$2,663	\$2,211	\$4,874	\$1.18	-\$0.17	-14.8%	
Gillig 40' Hybrid	14	68,175	4.78	\$42,485	\$63,719	\$13,100	\$76,819	\$1.75		14	71,272	4.63	\$55,983	\$15,786	\$15,224	\$31,010	\$1.22	\$0.53	43.4%	
Hybrid Fleet:	16	71,427	4.52	\$44,764	\$64,032	\$13,775	\$77,807	\$1.72		17	81,157	5.04	\$62,772	\$18,449	\$17,435	\$35,884	\$1.22	\$0.50	41.2%	
Fleet	Fleet Count	Miles	MPKW	Elec Cost	Parts	Labor	Parts & Labor	Total Cost per Mile		Fleet Count	Miles	MPKW	Elec Cost	Parts	Labor	Parts & Labor	Total Cost per Mile	Total Cost per Mile		
New Flyer EV's	9	17,107	0.47	\$12,364	\$1,826	\$2,366	\$4,192	\$0.97		0	0	0	\$0	\$0	\$0	\$0	\$0	\$0.97	0	
BYD EV's	14	27,819	0.61	\$13,009	\$4,954	\$7,622	\$12,576	\$0.92		14	23,857	0.65	\$10,440	\$5,394	\$5,543	\$10,937	\$0.90	\$0.02	2.7%	
Ford EV Vans	3	0	0.00	\$0	\$0	\$0	\$0	\$0.00		3	938	2.68	\$91	\$0	\$332	\$332	\$0.45	-\$0.45	-100.0%	
Electric Fleet:	26	44,926	0.54	\$25,373	\$6,780	\$9,987	\$16,768	\$0.94		17	24,795	1.66	\$10,531	\$5,394	\$5,875	\$11,269	\$0.88	\$0.06	6.9%	
Totals:	111	634,110		\$418,073	\$221,740	\$134,531	\$356,271	\$1.22		105	610,695		\$477,334	\$166,839	\$120,789	\$287,627	\$1.25	-\$0.03	-2.4%	

FY 2024 YTD Totals (Q1-Q4)										FY 2023 YTD Totals (Q1-Q4)										Change
Fleet	Fleet Count	Miles	MPG	Fuel/Oil	Parts	Labor	Parts & Labor	Total Cost per Mile		Fleet Count	Miles	MPG	Fuel/Oil	Parts	Labor	Parts & Labor	Total Cost per Mile	Total Cost per Mile		
Gillig 40'	60	1,822,504	4.57	\$1,349,705	\$544,433	\$354,914	\$899,347	\$1.23		62	1,799,583	4.60	\$1,589,099	\$419,950	\$346,004	\$765,955	\$1.31	-\$0.07	-5.7%	
Gillig 29'	6	132,145	4.91	\$89,482	\$35,156	\$27,595	\$62,751	\$1.15		6	130,803	4.96	\$106,329	\$27,308	\$29,273	\$56,581	\$1.25	-\$0.09	-7.5%	
Nova Articulated	3	68,775	3.67	\$64,566	\$69,759	\$25,089	\$94,848	\$2.32		3	57,371	3.40	\$66,718	\$10,117	\$13,795	\$23,912	\$1.58	\$0.74	46.7%	
Diesel Fleet:	69	2,023,424	4.38	\$1,503,753	\$649,349	\$407,597	\$1,056,946	\$1.27		71	1,987,757	4.32	\$1,762,146	\$457,375	\$389,072	\$846,447	\$1.31	-\$0.05	-3.6%	
Fleet	Fleet Count	Miles	MPG	Fuel/Oil	Parts	Labor	Parts & Labor	Total Cost per Mile		Fleet Count	Miles	MPG	Fuel/Oil	Parts	Labor	Parts & Labor	Total Cost per Mile	Total Cost per Mile		
Gillig 29' Hybrid	2	34,342	5.07	\$23,391	\$3,818	\$7,673	\$11,491	\$1.02		3	29,568	5.41	\$20,346	\$5,007	\$6,832	\$11,839	\$1.09	-\$0.07	-6.7%	
Gillig 40' Hybrid	14	251,677	4.61	\$181,379	\$167,156	\$60,601	\$227,758	\$1.63		14	259,652	4.54	\$228,722	\$98,076	\$72,543	\$170,619	\$1.54	\$0.09	5.7%	
Hybrid Fleet:	16	286,019	4.84	\$204,771	\$170,974	\$68,274	\$239,249	\$1.55		17	289,220	4.97	\$249,068	\$103,083	\$79,375	\$182,458	\$1.49	\$0.06	4.0%	
Fleet	Fleet Count	Miles	MPKW	Elec Cost	Parts	Labor	Parts & Labor	Total Cost per Mile		Fleet Count	Miles	MPKW	Elec Cost	Parts	Labor	Parts & Labor	Total Cost per Mile	Total Cost per Mile		
New Flyer EV's	9	21,859	0.52	\$14,059	\$3,339	\$3,995	\$7,334	\$0.98		0	0	0	\$0	\$0	\$0	\$0	\$0.98	0	0	
BYD EV's	14	97,318	0.59	\$46,590	\$31,046	\$27,579	\$58,626	\$1.08		14	100,666	0.60	\$45,339	\$19,652	\$30,129	\$49,780	\$0.94	\$0.14	14.4%	
Ford EV Vans	3	0	0.00	\$83	\$187	\$2,396	\$2,583	NA		3	938	2.41	\$101	\$0	\$332	\$332	\$0	NA	0	
Electric Fleet:	26	119,177	0.56	\$60,731	\$34,573	\$33,970	\$68,543	\$1.08		17	101,604	1.50	\$45,441	\$19,652	\$30,461	\$50,113	\$0.94	\$0.14	15.3%	
Totals:	111	2,428,620		\$1,769,255	\$854,896	\$509,842	\$1,364,738	\$1.29		105	2,378,581		\$2,056,655	\$580,110	\$498,908	\$1,079,018	\$1.32	-\$0.03	-2.1%	



**FY 2023-24 FOURTH QUARTER PERFORMANCE REPORTS**

# Road Calls Report

**FY 2024 Q4 National Transit Database Road Calls ("Mechanical System Failures")  
For the 12-Month Period Ending June 30, 2024**

<b>Fleet Category</b>	<b>All Reportable Mechanical System Failures Q4</b>	<b>Quarterly Miles Q4</b>	<b>Miles Between All Reportable Mechanical System Failures Q4</b>
BYDs (Units 30-43)	2	27,819	13,910
400 Gilligs (Units 434-450)	8	97,136	12,142
600 Gilligs (Units 600-652)	27	370,803	13,733
700 Gilligs (Units 700-713)	3	37,385	12,462
700 Gillig Hybrids (Units 715-717)	0	3,252	0
800 New Flyers (Units 806-814)	3	17,107	5,702
900 Gillig Hybrids (Units 900-915)	6	68,175	11,363
1000 Novas (Units 1001-1003)	2	12,433	6,217
<b>System Total Excluding EVs</b>	<b>46</b>	<b>589,184</b>	<b>12,808</b>
<b>System Total All Vehicles</b>	<b>51</b>	<b>634,110</b>	<b>12,434</b>



**FY 2023-24 FOURTH QUARTER PERFORMANCE REPORTS**

## Liability Report

**Reportable to National Transit Database (NTD)  
For the 12-Month Period Ending June 30, 2024**

Fiscal Year End June 30	2024	2023	2022	2021	2020
1st Quarter: July - September	0	0	0	0	1
2nd Quarter: October - December	0	0	1	0	2
3rd Quarter: January - March	1	0	2	1	0
4th Quarter: April - June	1	0	0	1	0
Fiscal Year to Date:	2	0	3	2	3

The NTD defines a Reportable Event (Major Incident) as a safety or security event occurring on transit right-of-way, in a transit revenue facility, in a transit maintenance facility, or involving a transit revenue vehicle meeting the following criteria:

- An evacuation for life safety reasons
- Estimated property damage equal to or exceeding \$25,000
- Fatality confirmed within 30 days
- Immediate transport away from the scene for medical attention, except illnesses requiring transport for medical attention
- Collisions involving transit vehicles that require towing away of a transit roadway vehicle or other non-transit roadway vehicle

## Workers' Compensation Claims Report

Fiscal Year End June 30	2024	2023	2022	2021	2020
1st Quarter: July - September	1	3	5	0	0
2nd Quarter: October - December	2	1	4	1	6
3rd Quarter: January - March	1	0	4	3	0
4th Quarter: April - June	2	1	0	1	3
Fiscal Year to Date:	6	5	13	5	9



## FY 2023-24 FOURTH QUARTER PERFORMANCE REPORTS

# Transit Finance Compliance Report

As a recipient of Federal funds from the Federal Transit Administration (FTA), the Santa Barbara Metropolitan Transit District (MTD) is subject to a number of rules and regulations and reporting requirements. This report lists actions taken between April 1 and June 30, 2024, to address these requirements.

### MTD Compliance Actions

Completed Federal Transit Administration (FTA) Triennial Review of SBMTD activities over the prior three fiscal years with no deficiencies.

Submitted MTD monthly National Transit Database Safety and Security reports to FTA.

Submitted MTD monthly National Transit Database actual Ridership reports and one-week each month estimated Ridership reports to FTA.

Submitted quarterly Milestone Progress Reports and Federal Financial Reports for MTD's FTA awards.

Submitted Semiannual "Uniform Report of Disadvantaged Business Enterprise (DBE) Commitments/Awards and Payments" to FTA.

Completed annual recertification of appropriate MTD employees in FTA's Transit Award Management System (TrAMS) website.

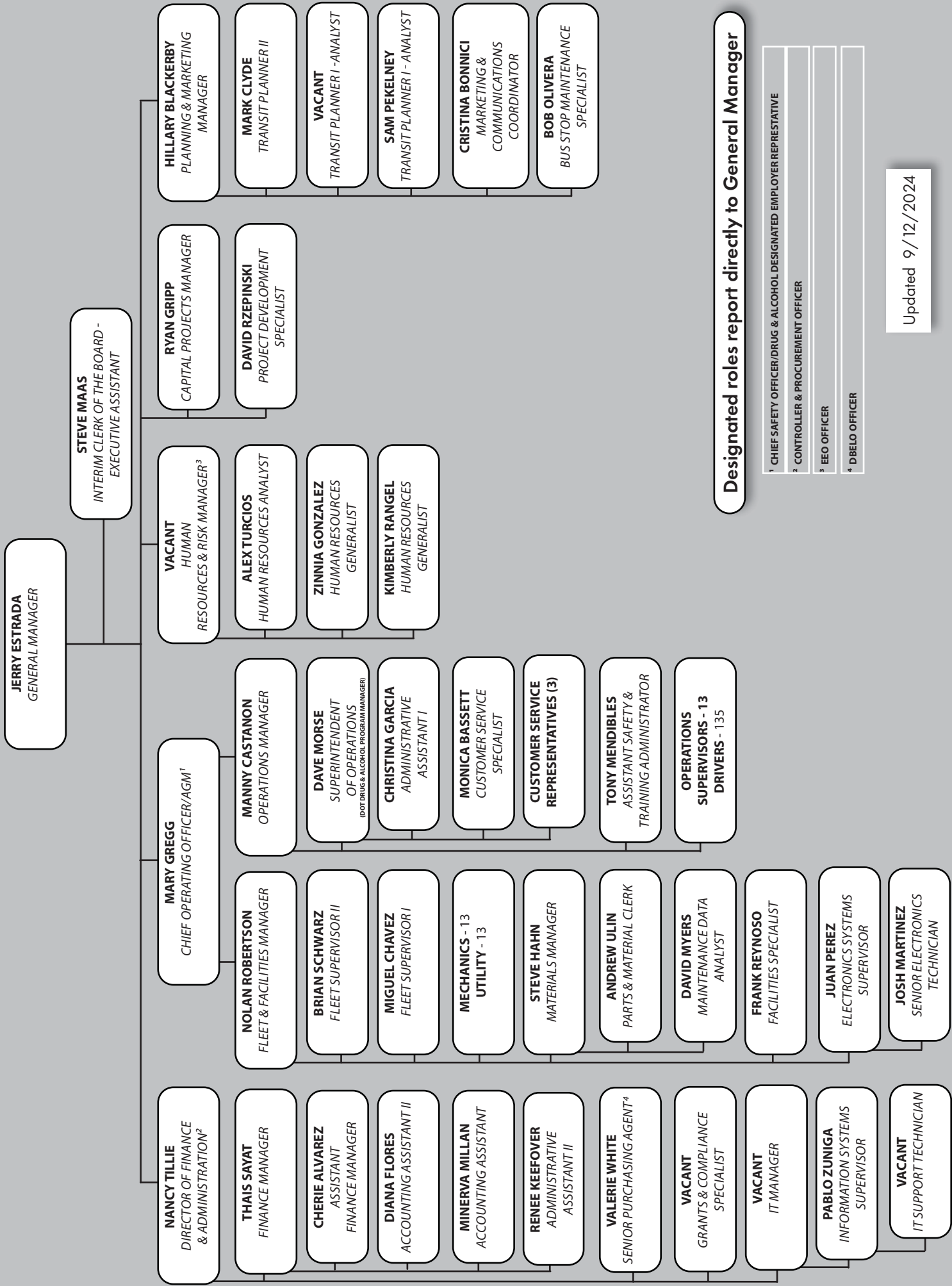
Submitted quarterly Progress Report to Caltrans for the cap-and-trade Transit and Intercity Rail Capital Program (TIRCP).

Submitted quarterly Progress Report to Caltrans for the Solutions for Congested Corridors Program (SCCP).

Submitted Evaluation Criteria for Providing Benefits To Priority Populations to Caltrans for SB 125 Zero Emission Transit Capital Program (ZETCP) projects.

Continued to monitor all FTA compliance areas and ensure that MTD is in compliance, including the Americans with Disabilities Act (ADA) complementary paratransit service that is operated by Easy Lift Transportation for MTD. *(MTD is responsible for this service, and must ensure that it complies with all FTA requirements.)*

Santa Barbara Metropolitan Transit District Management Organizational Chart



Designated roles report directly to General Manager

- 1 CHIEF SAFETY OFFICER/DRUG & ALCOHOL DESIGNATED EMPLOYER REPRESENTATIVE
- 2 CONTROLLER & PROCUREMENT OFFICER
- 3 EEO OFFICER
- 4 DBELO OFFICER





<b>BOARD OF DIRECTORS APPROVED MINUTES</b>
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**REGULAR MEETING**  
of the  
**BOARD OF DIRECTORS**  
of the  
**SANTA BARBARA METROPOLITAN TRANSIT DISTRICT**  
A Public Agency  
**Tuesday, September 17, 2024**  
**8:30 AM**  
**John G. Britton Auditorium**  
550 Olive Street, Santa Barbara, CA 93101

**1. CALL TO ORDER**

Chair Davis called the meeting to order at 8:31 AM.

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

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

**3. REPORT REGARDING THE POSTING OF THE AGENDA**

Steve Maas, Interim Clerk of the Board/Executive Assistant reported that the agenda was posted on Thursday, September 12, 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 was asked to review and approve the draft minutes for the regular meeting of July 16, 2024 and the special meeting of August 6, 2024.

**5. CASH REPORTS - (ACTION MAY BE TAKEN)**

The Board of Directors was asked to review and approve the Cash Reports from July 27, 2024 through August 9, 2024, August 10, 2024 through August 23, 2024, and August 24, 2024 through September 6, 2024.

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

**THIS CONCLUDES THE CONSENT CALENDAR**

**6. PUBLIC COMMENT**

No public comments were made.

**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.

<b>BOARD OF DIRECTORS APPROVED MINUTES</b>
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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 8:34 A.M.

The Board reconvened from Closed Session at 8:53 A.M.

Chair Davis reported no action was taken.

Item 10 was taken prior to Items 8 and 9.

**10. DRAFT SERVICE AND FARE CHANGE EQUITY POLICY – (INFORMATIONAL - ATTACHMENT)**

The Board reviewed MTD's Draft Service and Fare Change Equity Policy and provided input to staff.

Director Solórzano left at 9:30 A.M.

**8. FISCAL YEAR 2023-24 FOURTH QUARTER PERFORMANCE REPORTS (INFORMATIONAL - ATTACHMENT)**

Staff presented Fourth Quarter Fiscal Year (FY) 2023-24 Performance Reports for the twelve-month period ending June 30, 2024

**9. RENEWAL OF STAFF HEALTH INSURANCE EFFECTIVE JANUARY 1, 2025 – (ACTION MAY BE TAKEN)**

Staff recommended the Board of Directors authorize the General Manager to renew Staff health insurance policies for the plan year effective January 1, 2025. Insurance coverage under these policies is for MTD staff employees not represented by a Collective Bargaining Agreement. Director Sarkar moved to authorize the General Manager to renew the health insurance policies. Director Lapuz seconded the motion. The motion passed unanimously.

**11. GENERAL MANAGER'S REPORT – (INFORMATIONAL)**

The General Manager reported on updates to District activities.

**12. OTHER BUSINESS AND REPORTS – (INFORMATIONAL)**


Chair Davis stated that today the Santa Barbara City Council would receive a progress report for the State Street Master Plan and provide direction to staff on a Short-Term Action Plan for the State Street Master Plan project area. At General Manager Estrada's request, Chair Davis announced that the Board meeting of October 1 would be canceled and the next Board meeting would be held October 15, 2024.

**13. ADJOURNMENT**

Chair Davis adjourned the meeting at 10:13 A.M. in honor of Richard Cervantez.

<b>BOARD OF DIRECTORS APPROVED MINUTES</b>
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Approved by the Board of Directors October 15, 2024

  
Board of Directors, Secretary



<b>BOARD OF DIRECTORS REPORT</b>
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**MEETING DATE:** SEPTEMBER 16, 2025 **AGENDA ITEM #:** 8

**TYPE:** INFORMATIONAL ITEM

**PREPARED BY:** PLANNING AND MARKETING MANAGER HILLARY BLACKERBY

**REVIEWED BY:** GENERAL MANAGER JERRY ESTRADA

**SUBJECT:** FISCAL YEAR 2024-25 ANNUAL RIDERSHIP REPORT

**RECOMMENDATION:**

Staff recommends that the Board of Directors receive a report regarding annual ridership statistics for FY 2024-25.

**DISCUSSION:**

Staff will discuss factors affecting MTD's systemwide ridership in FY 2024-25.

**ATTACHMENT:**

- Ridership Summary Report: FY 2024-25
- System Ridership Report: FY 2024-25





## FY 2024-25 ANNUAL RIDERSHIP PERFORMANCE REPORT

# Ridership Summary

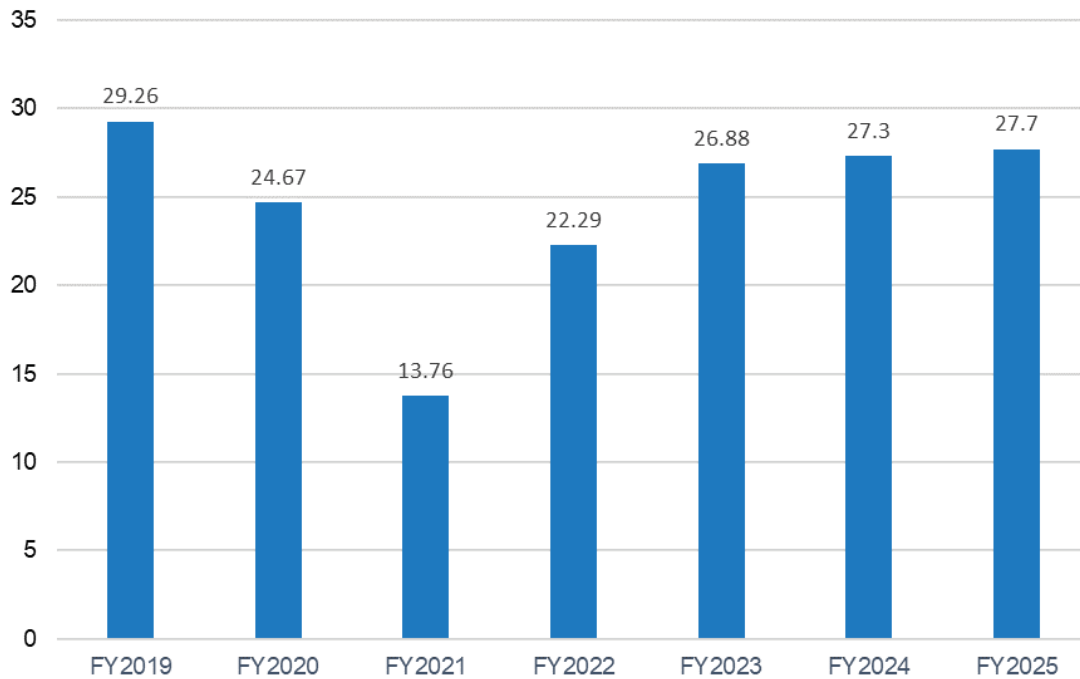
For the Twelve-Month Period Ending June 30, 2025

### Fiscal Year Ridership Highlights

Ridership systemwide during fiscal year 2024-2025 increased by 3.2%, resulting in 4,836,504 total riders. Starting this year, total ridership is now comprised of both fixed-route and on-demand transit services, due to the launch of MTD's new on-demand microtransit service, *The Wave*.

Passengers per revenue hour increased from 27.3 in FY24, to 27.7 in the current fiscal year, which represents a 94.5% return from FY2019. While full MTD service has not been restored, the increase in passengers per revenue hour illustrates the increased utilization, demand, and importance of MTD's current services. Throughout the fiscal year, MTD has continued to fill vacant bus operator positions, which permitted service improvements such as, increased frequency on Line 27, increased span of service on Line 15x, and the introduction of *The Wave*.

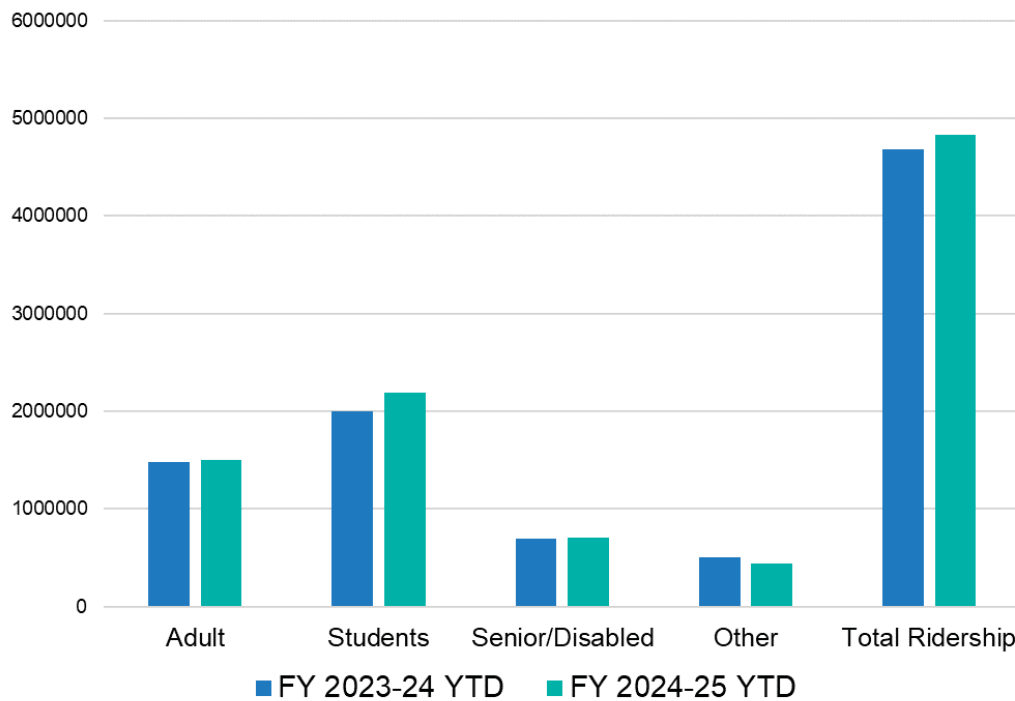
MTD Passengers per Revenue Hour by Fiscal Year



## Ridership Performance Indicators

Systemwide ridership during the fourth quarter (April through June) of FY 2024-25 totaled 1,275,005, representing an 1.4% increase over the prior year. For the entire fiscal year, total ridership increased by 3.2%, or 152,089 riders, when compared to the previous year. Within the growth of ridership, has been and increasing share of bus riders opting to pay with contactless payments, through MTD's *Tap2Ride* program. Usage of the new fare payment system increased by 123,022 transactions, representing a 144% increase from FY24. Total ridership in the fourth quarter was comprised both of fixed-route and on-demand services.

### Fixed-Route Year-to-Date Ridership by Fare Category



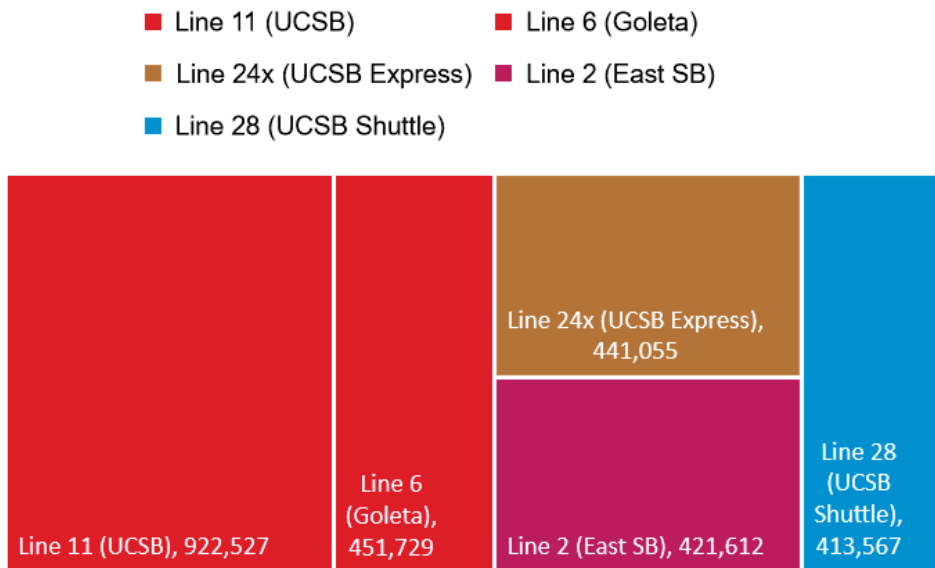
In the fourth quarter, revenue hours and miles were up by 1.9% and 2.2% respectively, as compared to the same period in FY24. In addition, total revenue hours for the full fiscal year increased by 1.8%, and revenue miles increased by 2.1%. These increases in hours and miles are the result of service expansions on Lines 15x and 27, which were introduced in the fall of 2024. Line 27 (Isla Vista Shuttle) had its weekday frequency almost doubled, while Line 15x (SBCC/UCSB Express) received extended evening service. During the fourth quarter of FY25, MTD operated one additional day of service on the Downtown-Waterfront Shuttle, when compared to FY24. While small, this also contributed to increases in hours and miles.

## FY 2024-25 ANNUAL RIDERSHIP PERFORMANCE REPORT

Service Metrics	Quarter			Fiscal Year to Date		
	FY 24-25 Q4	FY 23-24 Q4	%Change	FY 24-25 YTD	FY 23-24 YTD	%Change
<b>Total Passengers</b>	1,274,622	1,257,784	1.3%	4,836,121	4,684,415	3.2%
<b>Revenue Hours</b>	44,681	43,866	1.9%	174,626	171,457	1.8%
<b>Revenue Miles</b>	545,654	534,067	2.2%	2,131,672	2,088,528	2.1%
<b>Passengers per Revenue Hour</b>	28.5	28.7	-0.6%	27.7	27.3	1.4%
<b>Passengers per Mile</b>	2.3	2.4	-4.2%	2.27	2.20	3.1%

The chart below shows the top 5 lines by ridership in FY 24-25. While the chart below is year-to-date, top lines by ridership in the fourth quarter alone were, in order from highest ridership, Lines 11, 28, 24x, 6, 27.

### Top 5 Lines by Ridership, Year-to-Date

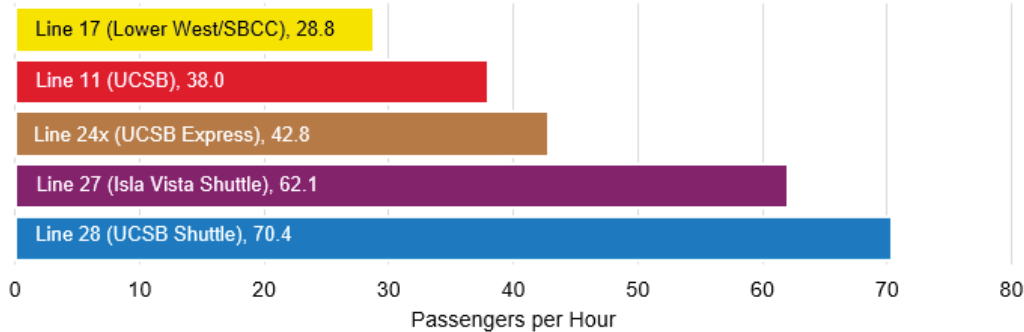


During the fourth quarter, MTD achieved an average of 28.5 passengers per revenue hour. This represents a 0.5% decrease from the fourth quarter of FY24. In June 2025, MTD staff observed sharp year-over-year declines in ridership, on lines such as the 1, 2, 3, 14, and 20. Ridership declines on these routes was likely the cause of the decrease in passengers per revenue hour. Despite declines in the fourth quarter, MTD's year-to-date passengers per hour increased from 27.3 in FY24, to 27.7 in FY25, signifying consistent demand for transit service.

The chart below shows the top 5 lines by passengers per hour in the fourth quarter, with the Line 28 (UCSB Shuttle) coming in first with 70.4 passengers per hour, followed by Line 27 (62.1), Line 24x (42.8), Line 11 (38.0), and Line 17 (28.8). Over FY25, service expansions on Lines 15x and 27 have been extremely successful, increasing their passenger per revenue hour by 2.3% and 24.2% respectively. This is an extremely strong performance indicator of the continued demand along the Isla Vista/UCSB corridor, and illustrates the integral role that MTD plays in its transportation needs.



## Top 5 Lines by Passengers per Hour, 4<sup>th</sup> Quarter



The Fiscal Year Numbers At-A-Glance below show the numbers for the complete FY 2024-25 over FY 2023-24.

## Fiscal Year Numbers At-A-Glance

Total  
Ridership  
**+3.2%**

At-Capacity  
Loads  
**+9.4%**

Too Full to  
Board  
Loads  
**+6.2%**



11,038  
wheelchairs  
boarded  
**+8.4%**



73,207  
bicycles  
carried  
**-1.2%**

### Service Days and Student Ridership

As shown in the table below, the total number of service days in the fourth quarter of FY25 was identical to FY24. Year-to-date, MTD had one fewer service day overall due to 2024 being a leap year. Over the previous fiscal year, there was one additional weekday, one fewer Saturday, and one fewer Sunday. Despite these changes, average daily ridership for all three day-type categories has increased from the previous year. Notably, Sundays had an average daily ridership 3.9% higher than in FY24.

Across K-12 and college student ridership, MTD staff observed a 9.25% increase, or (185,298 passenger trips) increase in total student ridership. UC Santa Barbara (UCSB) in addition to Santa Barbara City College (SBCC), both yielded strong performances in ridership. SBCC increased by 10.4% year-over-year, while UCSB ended with an 11% increase. These increases are an important indicator of strong demand among university students, considering the number of in-session days for both UCSB and SBCC, did not change between FY24 and FY25. These increases also align with MTD's expansion of

## FY 2024-25 ANNUAL RIDERSHIP PERFORMANCE REPORT

Lines 15x and 27, increasing connectivity between SBCC, UCSB, and Isla Vista. K-12 ridership also increased, with a 1.6% change from FY24. This increase is likely due to seven additional instructional days in FY25, resulting from 2024 summer school taking place entirely within FY23. As MTD's Tap2Ride program was officially marketed, staff have observed an increase in K-12 students selecting contactless payments, instead of traditional 10-ride or 30-day paper passes.

### MTD SERVICE CALENDAR DAYS

<b><u>SERVICE DAYS</u></b>	<b><u>FY 2025</u></b>		<b><u>FY 2024</u></b>		<b><u>Year to Date</u></b>
	<b><u>Q4</u></b>	<b><u>YTD</u></b>	<b><u>Q4</u></b>	<b><u>YTD</u></b>	<b><u>Change</u></b>
Weekdays	64	251	64	250	1
Saturdays	13	54	13	55	(1)
Sundays	14	58	14	59	(1)
<b>Total</b>	<b>91</b>	<b>363</b>	<b>91</b>	<b>364</b>	<b>(1)</b>

<b><u>SCHOOL DAYS</u></b>	<b><u>FY 2025</u></b>		<b><u>FY 2024</u></b>		<b><u>Year to Date</u></b>
	<b><u>Q4</u></b>	<b><u>YTD</u></b>	<b><u>Q4</u></b>	<b><u>YTD</u></b>	<b><u>Change</u></b>
SBCC	39	154	35	154	0
UCSB	53	164	54	164	0
Secondary	62	196	62	189	7

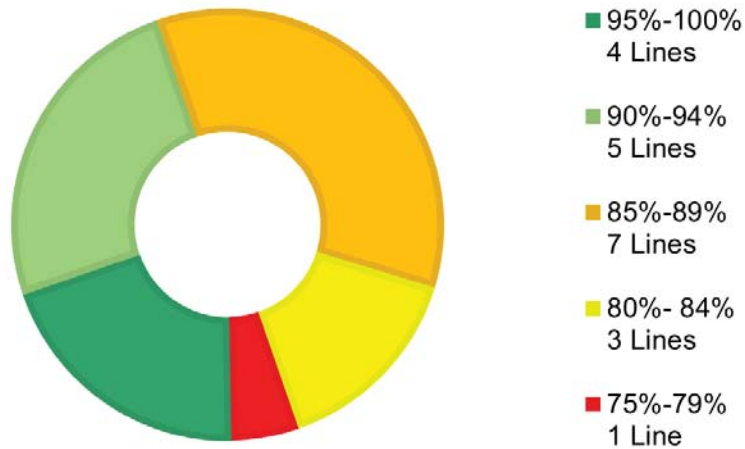
### On-Time Performance Indicators

Since the acquisition and installation of the Clever Devices AVL system, Planning staff has been refining the tools used to measure on-time performance. MTD's standard is to aim for better than 80% on-time performance (OTP). "On-time" is defined as no more than 5 minutes late and no more than 1 minute early. Timeliness is tracked at scheduled timepoints on each line. The lines included in this assessment are all of MTD's fixed-route lines (not counting booster services) in operation during the fourth quarter of FY 2024-25.

Overall timeliness improved in the fourth quarter, with trip on-time performance improving from 90.3% in Q4 of FY24, to 94.8% in Q4 of the current fiscal year. In the fourth quarter, only one line fell below the 80% mark. This was the Line 20, that serves East Santa Barbara, Coast Village Road in Montecito, Summerland, and Carpinteria. Line 20's on-time performance decreased below the 80% performance target, due to ongoing construction along Highway 101, tied to the implementation HOV lanes. During the fourth quarter, construction alignment for this project changed, resulting in additional delays and detours that impacted Line 20 punctuality.

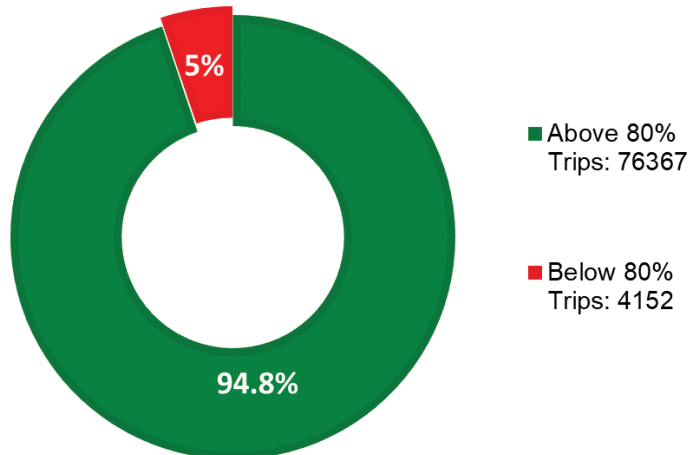
Variables that generally affect a line's on-time performance include extended road construction projects, high passenger loads, heavy congestion, and route detours lasting a number of days. This can vary based on time of day.

### FY 24-25 4TH QUARTER ON-TIME PERFORMANCE



When assessing the amount of service on a particular line, we can measure the number of trips that a given line takes in a quarter. The graphic below displays the amount of service provided by the lines hitting MTD's goal of 80% or higher for on-time service in the fourth quarter of FY 23-24.

### SYSTEMWIDE TRIP ON-TIME PERFORMANCE BY AMOUNT OF SERVICE ON LINES





# FY 2025 System Ridership Report for the 4<sup>th</sup> Quarter and for the Twelve-Month Period Ending June 30<sup>th</sup>, 2025

## Ridership by Fare Category (April 2025 – June 2025)

Fare Categories	Quarter			YTD		
	Apr 25 - Jun 25	Apr 24 - Jun 24	% Change	FY 2024 - 2025	FY 2023 - 2024	% Change
<b>Fixed-Route</b>						
General Fare <sup>(2)</sup>	198,638	196,910	0.9%	784,133	752,900	4.1%
Transfers <sup>(2)</sup>	74,027	83,209	-11.0%	297,363	324,631	-8.4%
Full Fare Prepaid <sup>(1)</sup>	173,744	195,448	-11.1%	742,393	786,721	-5.6%
Santa Barbara City College	58,464	52,961	10.4%	255,577	252,087	1.4%
Senior & Disabled Prepaid <sup>(1)</sup>	150,361	149,575	0.5%	579,422	564,968	2.6%
Shuttle	2,449	2,432	0.7%	8,144	2,432	234.9%
UC Santa Barbara	428,653	386,291	11.0%	1,505,209	1,319,096	14.1%
Youth Prepaid <sup>(1)</sup>	115,684	113,843	1.6%	425,631	429,976	-1.0%
Free	33,622	36,543	-8.0%	83,632	92,703	-9.8%
Special Pass Programs	1,796	2,170	-17.2%	8,303	7,787	6.6%
Senior Cash	28,129	28,935	-2.8%	110,539	111,638	-1.0%
People with Disabilities Cash	3,068	3,637	-15.6%	12,517	14,832	-15.6%
Tokens	5,944	5,828	2.0%	23,206	24,617	-5.7%
Senior Tap2Ride	24	-	100.0%	27	22	22.7%
People with Disabilities Tap2Ride	19	2	850.0%	25	5	400.0%
<b>Total (Fixed-Route)</b>	<b>1,274,622</b>	<b>1,257,784</b>	<b>1.3%</b>	<b>4,836,121</b>	<b>4,684,415</b>	<b>3.2%</b>
<b>Demand Response</b>						
The Wave Microtransit <sup>(3)</sup>	383	-	100.0%	383	-	100.0%
<b>Total (Demand Response)</b>	<b>383</b>	<b>-</b>	<b>100.0%</b>	<b>383</b>	<b>-</b>	<b>100.0%</b>
<b>Total (All MTD Services)</b>	<b>1,275,005</b>	<b>1,257,784</b>	<b>1.4%</b>	<b>4,836,504</b>	<b>4,684,415</b>	<b>3.2%</b>

<sup>1</sup> Includes 10-ride and unlimited 30-day Pass usage from the same category.

<sup>2</sup> Includes Tap2Ride from the same fare product.

<sup>3</sup> For the fourth quarter, all rides on The Wave were complimentary.

## Revenue Hours and Revenue Miles (April 2025 – June 2025)

Metrics	Quarter			YTD		
	Apr 25 - Jun 25	Apr 24 - Jun 24	%Change	FY 2024 - 2025	FY 2023 - 2024	% Change
<b>Fixed-Route</b>						
Passengers	1,274,622	1,257,784	1.3%	4,836,121	4,684,415	3.2%
Revenue Hours	44,681	43,866	1.9%	174,626	171,457	1.8%
Passengers per Revenue Hour	28.5	28.7	-0.5%	27.7	27.3	1.4%
Miles	545,654	534,067	2.2%	2,131,672	2,088,528	2.1%
Passengers per Mile	2.3	2.4	-0.8%	2.3	2.2	1.1%
<b>Demand Response</b>						
Revenue Hours	262	-	100.0%	262	-	100.0%
Revenue Miles	1,931	-	100.0%	1,931	-	100.0%

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

## MTD System Ridership (April 2025 – June 2025)

		Quarter			YTD		
	LINE	Apr 25 - Jun 25	Apr 24 - Jun 24	% Change	FY 2024 - 2025	FY 2023 - 2024	% Change
1	West Santa Barbara	66,831	68,718	-2.7%	267,268	250,017	6.9%
2	East Santa Barbara	103,566	113,698	-8.9%	421,612	430,092	-2.0%
3	Oak Park	38,775	39,082	-0.8%	148,453	150,728	-1.5%
4	Mesa / SBCC	22,327	20,800	7.3%	88,652	90,158	-1.7%
5	Mesa / La Cumbre	18,959	19,764	-4.1%	76,271	78,854	-3.3%
6	Goleta	114,657	120,553	-4.9%	451,729	466,183	-3.1%
7	County Health / Fairview	60,140	59,283	1.4%	234,411	236,645	-0.9%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	246,127	258,549	-4.8%	922,527	948,161	-2.7%
12x	Goleta Express	33,204	35,749	-7.1%	136,799	139,870	-2.2%
14	Montecito	16,424	18,043	-9.0%	65,159	69,650	-6.4%
15x	SBCC / UCSB Express	25,353	20,402	24.3%	100,695	86,041	17.0%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Lower West / SBCC	24,697	25,231	-2.1%	101,365	105,525	-3.9%
19x	SBCC / East SB Express	1,671	1,827	-8.5%	6,607	7,335	-9.9%
20	Carpinteria	69,471	76,438	-9.1%	280,001	294,443	-4.9%
23	Winchester Canyon	15,706	12,571	24.9%	53,764	43,570	23.4%
24x	UCSB Express	118,667	117,435	1.0%	441,055	433,429	1.8%
25	Elwood	15,649	15,228	2.8%	59,255	54,781	8.2%
27	Isla Vista Shuttle	105,167	55,529	89.4%	371,870	191,492	94.2%
28	UCSB Shuttle	121,417	123,130	-1.4%	413,567	419,495	-1.4%
36	Seaside Shuttle	-	-	0.0%	-	-	0.0%
37	Crosetown Shuttle	-	-	0.0%	-	-	0.0%
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	53,365	53,322	0.1%	186,917	185,514	0.8%
	<b>System Subtotal</b>	<b>1,272,173</b>	<b>1,255,352</b>	<b>1.3%</b>	<b>4,827,977</b>	<b>4,681,983</b>	<b>3.1%</b>
<i>Downtown Waterfront Shuttles</i>							
33	Downtown Waterfront Shuttle	2,449	2,432	0.7%	8,144	2,432	234.9%
		-	-	0.0%	-	-	0.0%
<i>Unknown</i>							
		-	-	0.0%	-	-	0.0%
<i>Demand-Response</i>							
	The Wave Microtransit	383	-	100.0%	383	-	100.0%
<b>Demand-Response Sub Total</b>		<b>383</b>	<b>-</b>	<b>100.0%</b>	<b>383</b>	<b>-</b>	<b>100.0%</b>
<b>System Total (Fixed-Route Only)</b>		<b>1,274,622</b>	<b>1,257,784</b>	<b>1.3%</b>	<b>4,836,121</b>	<b>4,684,415</b>	<b>3.2%</b>
<i>Related Routes</i>							
11, 24x, 27, 28 UCSB Lines		591,378	554,643	6.6%	2,149,019	1,992,577	7.9%
1, 2 East/West		170,397	182,416	-6.6%	688,880	680,109	13%
4, 5, 15x, 16, 17, 19x Mesa Lines		93,007	88,024	5.7%	373,590	367,913	15%
6, 11 State/Hollister		360,784	379,102	-4.8%	1,374,256	1,414,344	-2.8%

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

## MTD Passengers per Revenue Hour (April 2025 – June 2025)

		Quarter			YTD		
LINE		Apr 25 - Jun 25	Apr 24 - Jun 24	% Change	FY 2024 - 2025	FY 2023 - 2024	% Change
1	West Santa Barbara	26.1	26.9	-2.8%	26.3	24.6	7.0%
2	East Santa Barbara	25.7	28.3	-9.0%	26.5	27.0	-1.9%
3	Oak Park	16.0	16.2	-0.9%	15.6	15.9	-1.6%
4	Mesa / SBCC	19.5	18.3	6.5%	19.7	20.0	-1.6%
5	Mesa / La Cumbre	12.1	12.6	-4.1%	12.3	12.7	-3.3%
6	Goleta	26.7	27.9	-4.5%	26.4	26.9	-1.7%
7	County Health / Fairview	15.7	15.5	1.6%	15.5	15.6	-0.9%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	38.0	39.8	-4.5%	35.8	36.1	-1.0%
12x	Goleta Express	19.9	21.4	-7.1%	20.6	21.0	-2.0%
14	Montecito	13.0	14.2	-9.0%	13.0	14.0	-6.6%
15x	SBCC / UCSB Express	22.2	21.7	2.3%	24.8	25.0	-1.0%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Low er West / SBCC	28.8	29.8	-3.1%	30.1	31.4	-4.0%
19x	SBCC / East SB Express	6.3	7.0	-10.0%	7.4	9.3	-20.7%
20	Carpinteria	17.2	18.9	-9.1%	17.5	18.4	-4.8%
23	Winchester Canyon	14.7	12.0	22.0%	12.6	11.7	8.4%
24x	UCSB Express	42.8	42.4	1.0%	40.1	39.3	2.0%
25	Elw ood	22.2	22.0	0.8%	21.2	20.7	2.1%
27	Isla Vista Shuttle	62.1	49.9	24.5%	60.3	43.6	38.3%
28	UCSB Shuttle	70.4	71.8	-2.0%	65.7	67.0	-1.9%
36	Seaside Shuttle	-	-	0.0%	-	-	0.0%
37	Crosstow n Shuttle	-	-	0.0%	-	-	0.0%
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	66.3	66.0	0.3%	68.2	68.0	0.3%
System Subtotal		28.7	28.7	0.1%	27.8	27.4	1.7%
<i>Downtown Waterfront Shuttles</i>							
33	Dow ntow n Waterfront Shuttle	6.7	6.7	0.0%	7.7	6.7	14.9%
		-	-	0.0%	-	-	0.0%
<i>Unknown</i>							
		-	-	0.0%	-	-	0.0%
<b>System Total</b>		<b>28.5</b>	<b>28.7</b>	<b>-0.5%</b>	<b>27.7</b>	<b>27.3</b>	<b>1.4%</b>
<i>Related Routes</i>							
11, 24x, 27, 28 UCSB Lines		46.7	45.9	18%	43.6	416	4.9%
1, 2, 37 East/West		25.9	27.7	-6.7%	26.4	26.1	14%
4, 5, 15x, 16, 17, 19x Mesa Lines		18.7	18.6	0.9%	19.6	20.1	-2.4%
6, 11 State/Hollister		33.5	35.1	-4.5%	32.0	32.4	-13%

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

## MTD “At Capacity” Loads (April 2025 – June 2025)

		Quarter			YTD		
LINE		Apr 25 - Jun 25	Apr 24 - Jun 24	% Change	FY 2024 - 2025	FY 2023 - 2024	% Change
1	West Santa Barbara	2	17	-88.2%	46	54	-14.8%
2	East Santa Barbara	8	31	-74.2%	41	72	-43.1%
3	Oak Park	-	14	-100.0%	8	27	-70.4%
4	Mesa / SBCC	-	1	-100.0%	1	1	0.0%
5	Mesa / La Cumbre	-	1	-100.0%	7	3	133.3%
6	Goleta	31	12	158.3%	74	52	42.3%
7	County Health / Fairview	1	-	100.0%	1	4	-75.0%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	104	155	-32.9%	505	491	2.9%
12x	Goleta Express	2	3	-33.3%	2	12	-83.3%
14	Montecito	1	-	100.0%	23	7	228.6%
15x	SBCC / UCSB Express	5	3	66.7%	13	44	-70.5%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Lower West / SBCC	-	3	-100.0%	27	18	50.0%
19x	SBCC / East SB Express	-	-	0.0%	-	-	0.0%
20	Carpinteria	5	7	-28.6%	19	29	-34.5%
23	Winchester Canyon	4	-	100.0%	9	3	200.0%
24x	UCSB Express	39	118	-66.9%	152	320	-52.5%
25	Elwood	2	-	100.0%	3	-	100.0%
27	Isla Vista Shuttle	132	14	842.9%	523	99	428.3%
28	UCSB Shuttle	24	23	4.3%	64	62	3.2%
36	Seaside Shuttle	-	-	0.0%	-	-	0.0%
37	Crosstown Shuttle	-	-	0.0%	-	-	0.0%
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	40	51	-21.6%	89	172	-48.3%
System Subtotal		400	453	-11.7%	1,607	1,470	9.3%
<i>Downtown Waterfront Shuttles</i>							
33	Downtown Waterfront Shuttle	-	-	0.0%	1	-	100.0%
		-	-	0.0%	-	-	0.0%
<i>Related Routes</i>							
11, 24x, 27, 28 UCSB Lines		299	310	-3.5%	1,244	972	28.0%
1, 2 East/West		10	48	-79.2%	87	126	-31.0%
4, 5, 15x, 16, 17 Mesa Lines		5	8	-37.5%	48	66	-27.3%
6, 11 State/Hollister		135	167	-19.2%	579	543	6.6%
<i>Unknown/Miscellaneous</i>		-	-	0.0%	-	-	0.0%
System Total		400	453	-11.7%	1,608	1,470	9.4%

\*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

## MTD “Too Full to Board” Loads (April 2025 – June 2025)

		Quarter			YTD		
LINE		Apr 25 - Jun 25	Apr 24 - Jun 24	% Change	FY 2024 - 2025	FY 2023 - 2024	% Change
1	West Santa Barbara	9	3	200.0%	54	32	68.8%
2	East Santa Barbara	19	7	171.4%	47	22	113.6%
3	Oak Park	6	7	-14.3%	16	18	-11.1%
4	Mesa / SBCC	-	1	-100.0%	-	1	-100.0%
5	Mesa / La Cumbre	-	1	-100.0%	2	3	-33.3%
6	Goleta	9	8	12.5%	50	50	0.0%
7	County Health / Fairview	1	-	100.0%	2	2	0.0%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	186	294	-36.7%	810	1,050	-22.9%
12x	Goleta Express	15	5	200.0%	35	20	75.0%
14	Montecito	-	-	0.0%	5	6	-16.7%
15x	SBCC / UCSB Express	14	18	-22.2%	96	62	54.8%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Lower West / SBCC	-	-	0.0%	3	-	100.0%
19x	SBCC / East SB Express	-	-	0.0%	1	-	100.0%
20	Carpinteria	1	5	-80.0%	13	22	-40.9%
23	Winchester Canyon	-	3	-100.0%	8	19	-57.9%
24x	UCSB Express	147	175	-16.0%	660	686	-3.8%
25	Elwood	-	-	0.0%	1	-	100.0%
27	Isla Vista Shuttle	101	41	146.3%	486	162	200.0%
28	UCSB Shuttle	186	193	-3.6%	595	575	3.5%
36	Seaside Shuttle	-	-	0.0%	-	-	0.0%
37	Crosstown Shuttle	-	-	0.0%	-	-	0.0%
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	4	9	-55.6%	51	42	21.4%
System Subtotal		698	770	-9.4%	2,935	2,772	5.9%
<i>Downtown Waterfront Shuttles</i>							
33	Downtown Waterfront Shuttle	4	-	100.0%	10	-	100.0%
		-	-	0.0%	-	-	0.0%
<i>Related Routes</i>							
11, 24x, 27, 28 UCSB Lines		620	703	-11.8%	2,551	2,473	3.2%
1, 2 East/West		28	10	180.0%	101	54	87.0%
4, 5, 15x, 16, 17 Mesa Lines		14	20	-30.0%	101	66	53.0%
6, 11 State/Hollister		195	302	-35.4%	860	1,100	-21.8%
<i>Unknown/Miscellaneous</i>		-	-	0.0%	-	-	0.0%
System Total		702	770	-8.8%	2,945	2,772	6.2%

\* Indicates that passengers were refused service because a vehicle was too full to safely board.  
Source: GFI Genfare, MTD Transit Development Department, Planning Section



## MTD Bicycles Carried (April 2025 – June 2025)

		Quarter			YTD		
LINE		Apr 25 - Jun 25	Apr 24 - Jun 24	% Change	FY 2024 - 2025	FY 2023 - 2024	% Change
1	West Santa Barbara	287	229	25.3%	1,207	1,731	-30.3%
2	East Santa Barbara	1,206	1,217	-0.9%	5,258	4,929	6.7%
3	Oak Park	180	7	2471.4%	374	73	412.3%
4	Mesa / SBCC	232	263	-11.8%	741	1,060	-30.1%
5	Mesa / La Cumbre	223	357	-37.5%	960	1,307	-26.5%
6	Goleta	3,101	2,607	18.9%	11,767	10,822	8.7%
7	County Health / Fairview	1,724	1,896	-9.1%	6,481	7,161	-9.5%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	5,251	4,685	12.1%	18,910	17,691	6.9%
12x	Goleta Express	1,262	1,403	-10.0%	5,125	5,687	-9.9%
14	Montecito	278	374	-25.7%	1,211	1,413	-14.3%
15x	SBCC / UCSB Express	518	480	7.9%	1,652	2,058	-19.7%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Lower West / SBCC	172	161	6.8%	613	710	-13.7%
19x	SBCC / East SB Express	51	63	-19.0%	248	159	56.0%
20	Carpinteria	1,579	1,932	-18.3%	6,971	7,369	-5.4%
23	Winchester Canyon	164	142	15.5%	554	451	22.8%
24x	UCSB Express	1,963	1,873	4.8%	7,372	8,038	-8.3%
25	Elwood	288	279	3.2%	899	869	3.5%
27	Isla Vista Shuttle	357	210	70.0%	1,123	765	46.8%
28	UCSB Shuttle	536	476	12.6%	1,687	1,651	2.2%
36	Seaside Shuttle	-	-	0.0%	-	-	0.0%
37	Crosstown Shuttle	-	-	0.0%	-	-	0.0%
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	13	32	-59.4%	46	113	-59.3%
System Subtotal		19,385	18,686	3.7%	73,199	74,057	-1.2%
<i>Downtown Waterfront Shuttles</i>							
33	Downtown Waterfront Shuttle	-	2	-100.0%	-	2	-100.0%
		-	-	0.0%	-	-	0.0%
<i>Related Routes</i>							
11, 24x, 27, 28 UCSB Lines		8,107	7,244	11.9%	29,092	28,145	3.4%
1, 2 East/West		1,493	1,446	3.3%	6,465	6,660	-2.9%
4, 5, 15x, 16, 17 Mesa Lines		1,145	1,261	-9.2%	3,966	5,135	-22.8%
6, 11 State/Hollister		8,352	7,292	14.5%	30,677	28,513	7.6%
<i>Unknown/Miscellaneous</i>		3	-	100.0%	8	-	100.0%
System Total		19,388	18,688	3.7%	73,207	74,059	-1.2%

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

## MTD Wheelchairs Boarded (April 2025 – June 2025)

		Quarter			YTD		
LINE		Apr 25 - Jun 25	Apr 24 - Jun 24	% Change	FY 2024 - 2025	FY 2023 - 2024	% Change
1	West Santa Barbara	146	147	-0.7%	677	662	2.3%
2	East Santa Barbara	156	384	-59.4%	1,262	1,698	-25.7%
3	Oak Park	116	157	-26.1%	508	514	-1.2%
4	Mesa / SBCC	27	25	8.0%	126	123	2.4%
5	Mesa / La Cumbre	96	110	-12.7%	424	329	28.9%
6	Goleta	505	329	53.5%	1,924	1,297	48.3%
7	County Health / Fairview	368	414	-11.1%	1,585	1,426	11.2%
10	Cathedral Oaks	-	-	0.0%	-	-	0.0%
11	UCSB	585	357	63.9%	2,228	1,569	42.0%
12x	Goleta Express	83	124	-33.1%	410	284	44.4%
14	Montecito	29	90	-67.8%	149	265	-43.8%
15x	SBCC / UCSB Express	-	-	0.0%	9	7	28.6%
16	City College Shuttle	-	-	0.0%	-	-	0.0%
17	Low er West / SBCC	27	69	-60.9%	195	308	-36.7%
19x	SBCC / East SB Express	-	1	-100.0%	-	2	-100.0%
20	Carpinteria	186	357	-47.9%	947	1,438	-34.1%
23	Winchester Canyon	5	3	66.7%	41	18	127.8%
24x	UCSB Express	50	33	51.5%	206	129	59.7%
25	Elw ood	51	9	466.7%	170	25	580.0%
27	Isla Vista Shuttle	32	6	433.3%	74	16	362.5%
28	UCSB Shuttle	30	7	328.6%	61	55	10.9%
36	Seaside Shuttle	-	-	0.0%	-	-	0.0%
37	Crosstow n Shuttle	-	-	0.0%	-	-	0.0%
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	-	-	0.0%	9	2	350.0%
System Subtotal		2,492	2,622	-5.0%	11,005	10,167	8.2%
<i>Downtown Waterfront Shuttles</i>							
33	Dow ntow n Wterfront Shuttle	1	13	-92.3%	33	13	153.8%
		-	-	0.0%	-	-	0.0%
<i>Related Routes</i>							
11, 24x, 27, 28 UCSB Lines		697	403	73.0%	2,569	1,769	45.2%
1, 2 East/West		302	531	-43.1%	1,939	2,360	-17.8%
4, 5, 15x, 16, 17 Mesa Lines		150	204	-26.5%	754	767	-1.7%
6, 11 State/Hollister		1,090	686	58.9%	4,152	2,866	44.9%
<i>Unknown/Miscellaneous</i>		-	-	0.0%	-	-	0.0%
System Total		2,493	2,635	-5.4%	11,038	10,180	8.4%

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

## Tap2Ride Contactless Payments Overview

### Tap2Ride Transactions Breakdown

Tap2Ride Fare Categories	Month			Fiscal Year to Date		
	Apr 25 - Jun 25	Apr 24 - Jun 24	%Change	FY 2024 - 2025	FY 2023 - 2024	%Change
General Fare	60,255	33,638	79.1%	192,617	80,699	138.7%
Transfers <sup>(1)</sup>	3,463	1,337	159.0%	9,655	3,154	206.1%
Daily Cap <sup>(2)</sup>	386	125	208.8%	1,041	313	232.6%
Multi Day Cap <sup>(3)</sup>	1,560	576	170.8%	4,872	1,012	381.4%
Senior and People with Disabilities Time Cap <sup>(1)</sup>	1	-	100.0%	1	11	-90.9%
Senior	24	-	100.0%	27	22	22.7%
Senior Multi Day Cap <sup>(3)</sup>	-	-	0.0%	-	-	0.0%
People with Disabilities	19	2	850.0%	25	5	400.0%
People with Disabilities Multi Day Cap <sup>(3)</sup>	-	-	0.0%	-	-	0.0%
Total	65,708	35,678	84.2%	208,238	85,216	144.4%

(1) Transfers, refer to tap transactions where a customer taps on another bus within 60 minutes of an original tap at no charge.

(2) Daily Cap, refers to a tap transaction where a customer has reached the equivalent value of a day pass, within the same day.

(3) Multi Day Cap, refers to transactions after a customer reaches the value of monthly pass, within a 30-day period.



## BOARD OF DIRECTORS APPROVED MINUTES

**REGULAR MEETING**  
of the  
**BOARD OF DIRECTORS**  
of the  
**SANTA BARBARA METROPOLITAN TRANSIT DISTRICT**  
A Public Agency  
**Tuesday, September 16, 2025**  
**8:30 AM**  
**John G. Britton Auditorium**  
550 Olive Street, Santa Barbara, CA 93101

1. **CALL TO ORDER**  
Chair Davis called the meeting to order at 8:30 A.M.
2. **ROLL CALL OF THE BOARD MEMBERS**  
Chair Davis reported that all members were present.
3. **REPORT REGARDING THE POSTING OF THE AGENDA**  
Steve Maas, Interim Clerk of the Board/Executive Assistant reported that the agenda was posted on Thursday, September 11, 2025, at MTD's Administrative office, 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 special meeting of August 26, 2025.
5. **CASH REPORTS – (ACTION MAY BE TAKEN)**  
The Board of Directors were asked to review and approve the Cash Reports from August 9, 2025, through August 22, 2025 and August 23, 2025, through September 5, 2025.

There was no public comment. Vice Chair Tabor moved to approve the consent calendar. Director Lapuz seconded the motion. The consent calendar was approved unanimously.

### THIS CONCLUDES THE CONSENT CALENDAR

6. **PUBLIC COMMENT**  
There was no public comment.
7. **RECESS TO CLOSED SESSION: CONFERENCE WITH LABOR NEGOTIATORS (GOVERNMENT CODE §54957.6) – (ACTION MAY BE TAKEN)**  
Agency-Designated Representatives: General Manager Jerry Estrada; Chief Operating Officer/ AGM Mary Gregg.  
Employee Organization: International Brotherhood of Teamsters Union, Local 186.

No public comments were made related to Closed Session Item 7.

<b>BOARD OF DIRECTORS APPROVED MINUTES</b>
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Chair Davis recessed the Board to Closed Session at 8:33 A.M.  
The Board reconvened from Closed Session at 9:32 A.M.

Chair Davis reported that on September 12, 2025, the Drivers and Supervisors Bargaining Units each ratified their collective bargaining agreements with Santa Barbara Metropolitan Transit District. In closed session, the Board took action and unanimously approved the ratified collective bargaining agreements for the Drivers and Supervisors Units.

**8. FISCAL YEAR 2024-25 ANNUAL RIDERSHIP REPORT - (INFORMATIONAL - ATTACHMENT)**

The Board of Directors received a report regarding annual ridership statistics for FY 2024-25.

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

The General Manager reported on updates to District activities.

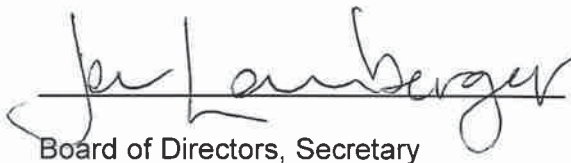
**10. OTHER BUSINESS AND REPORTS – (INFORMATIONAL)**

No other business or reports were discussed.

**11. ADJOURNMENT**

Chair Davis adjourned the meeting at 9:51 A.M.

**Approved by the Board of Directors October 7, 2025**



Board of Directors, Secretary

**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.

**ATTACHMENT I: MTD EVALUATION OF SERVICE AND FARE EQUITY CHANGES**

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# **Santa Barbara Metropolitan Transit District Service and Fare Change Equity Policy**

## **INTRODUCTION**

Under the authority of Title VI of the Civil Rights Act of 1964 (Title VI), Federal Transit Administration (FTA) Circular 4702.1B directs transit providers to define and set standards for analyzing the potential adverse effects of proposed major service changes and all proposed fare changes on protected populations. An equity analysis is conducted prior to implementing any such service or fare change to evaluate whether the proposed change is likely to have a disparate impact on populations protected under Title VI<sup>1</sup>, or place a disproportionate burden on low-income<sup>2</sup> populations.

The Santa Barbara Metropolitan Transit District (SBMTD) follows this Service and Fare Change Equity Policy (Policy) in accordance with Chapter IV, Section 7 of Circular 4702.1B to assist with equitable and transparent decision-making and with the goal of fairly distributing the adverse impacts of and any burdens associated with fare and major service changes.

## **SCOPE AND APPLICABILITY**

This Policy applies to proposed changes to SBMTD's directly-operated service. This Policy does not extend to SBMTD's contracted ADA paratransit service. Analyses conducted pursuant to this Policy are intended to aid SBMTD in equitably distributing the adverse impacts of, and burdens associated with, fare and major service changes.

SBMTD undertakes service monitoring activities a minimum of once every three years to compare the service levels provided to protected populations to the levels provided to unprotected populations. These activities help inform and prioritize future service planning.

## **DISPARATE IMPACT OR DISPROPORTIONATE BURDEN**

Before implementing a major service change or any fare change, SBMTD will conduct an equity analysis to determine whether the effects of the proposed change will impose a disparate impact on populations protected under Title VI or a disproportionate burden on low-income populations.

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<sup>1</sup>FTA Circular 4702.1B provides that any individual who identifies as belonging in any one or more of the following US census categories is a member of a population that is protected from discrimination on the basis of race and/or ethnicity: American Indian and Alaska Native; Asian; Black or African American; Hispanic or Latino (of any race); Native Hawaiian or Other Pacific Islander.

<sup>2</sup>SBMTD utilizes the California AB 1550 definitions of low-income households and low-income communities to define low-income populations by census tract.  
[https://www2.arb.ca.gov/sites/default/files/auction-proceeds/kml/ab1550\\_maps\\_documentation.pdf](https://www2.arb.ca.gov/sites/default/files/auction-proceeds/kml/ab1550_maps_documentation.pdf).



SBMTD uses the following thresholds to determine whether the adverse effects of a proposed change will have a disparate impact or disproportionate burden on protected populations. The adverse effects of proposed service changes are measured as both the anticipated burdens (decreases in service) or benefits (increases in service) expected to accrue to protected and non-protected populations.

### Major Service Changes

SBMTD defines a major service change as any addition, reduction, suspension or change in service lasting longer than 12 consecutive months and meeting one of the following criteria:

- A change of at least 25% in annual systemwide revenue hours<sup>3</sup>.
- A change of at least 25% in annual revenue hours by route<sup>4</sup>.

These criteria are selected as most likely to yield a meaningful result in light of SBMTD's system characteristics. A major service change occurs when one or more of the above thresholds are met within a single service change proposal.

A disparate impact or disproportionate burden will be deemed to have occurred if the difference in adverse effects between the percentage change in service for minority and low-income persons in the affected population (those within a quarter mile of the changing route) and those minority and low-income persons in the total MTD service area average is greater than 15%. For example, the service area average is 45% minority, and the affected area is 65% minority, then, the difference in impact between the two populations would be 20%. This would result in a disparate impact and/or disproportionate burden finding, because the difference in impact between protected and non-protected persons is greater than 15%.

### Fare Changes

A disparate impact or disproportionate burden will be deemed to have occurred if the difference between the percentage change in fares for protected riders and non-protected riders is greater than 15%. For example, if a fare change yields a 25% increase in fares for protected riders and a 5% increase in fares for non-protected riders, the difference in impact between the two populations would be 20%. This would result in a disparate impact and/or disproportionate burden finding, because the difference in impact between protected and non-protected riders is greater than 15%.

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<sup>3</sup>The total number of hours in which transit vehicles operate in revenue service.

<sup>4</sup>Supplemental service that increases or decreases service along pre-existing transit routes, such as school trippers or weekend variations, are counted as part of the parent route.

### Finding of Disparate Impact

Consistent with the FTA Circular, if the proposed change will have a disparate impact on riders or potential riders who are protected on the basis of race or ethnicity, SBMTD may only adopt the change upon demonstrating: 1) a substantial legitimate justification for the proposed change; and 2) there are no alternatives that would have a less disparate impact on minority riders but would still accomplish the agency's legitimate program goals.

### Finding of Disproportionate Burden

If the proposed change will disproportionately affect low- income populations, whether by benefit or burden, SBMTD may only adopt the change if further mitigation measures or alternatives that would reduce the disproportionately high and adverse effects are not practicable. In determining whether a mitigation measure or alternative is practicable, the social, economic, and environmental effects of avoiding or mitigating the adverse effects shall be taken into account.

### MTD Service Funded by Another Agency

If an agency that is currently funding an MTD service were to reduce or eliminate that funding, MTD would likely need to reduce or eliminate that service. In such a case, FTA requirements would still mandate that MTD conduct an equity analysis. If the equity analysis revealed that the service change would impose a disparate impact, MTD would be required to meet criteria 1) and 2) above before implementing that service change. Regarding criteria 2), it is a legitimate program goal for MTD's Board of Directors to continue to consider the entirety of MTD's service and make an appropriate decision.

## **SERVICE EQUITY ANALYSIS**

Due to the varying nature of proposed service and fare changes, the appropriate data to analyze in a given instance may vary from case to case. For a given service equity analysis, SBMTD will identify the data needed for analysis, the techniques and technologies used to collect the data, and the methodologies to be used in the Service Equity Analysis calculation. For example, SBMTD may use rider surveys to compare the protected ridership of the affected route(s) with the non-protected ridership of the route(s). SBMTD may also use American Community Survey (ACS) or Census data. SBMTD may seek technical assistance from the FTA as needed based on the circumstances. SBMTD will evaluate all components of a major service change cumulatively.

## **FARE EQUITY ANALYSIS**

SBMTD will conduct a fare equity analysis before implementing any proposed change that would increase or decrease individual or system-wide fares or fares by fare payment type or fare media. For a fare increase or decrease, SBMTD will assess whether protected riders are more likely than non-protected riders to use the affected fare type, and what

the potential cost impact would be to these riders. Concurrently-proposed fare changes are considered in the aggregate.

SBMTD will not conduct a fare equity analysis for the following:

- An occasion when SBMTD permits all passengers to ride for free;
- Temporary fare reductions that are mitigating measures for other actions (e.g., a construction activity that requires a temporary suspension of a route or part of a route and requires passengers to alter their travel patterns);
- A promotional fare reduction that lasts six months or less;

## **PUBLIC PARTICIPATION**

Consistent with SBMTD's Public Engagement Plan as outlined in the agency's Title VI Program, SBMTD will provide meaningful opportunity for public comment on:

- Proposed fare and major service changes and their respective equity analyses;
- Any change to disparate impact or disproportionate burden thresholds
- Any proposed mitigation measures where potential adverse impacts are identified, including the less discriminatory alternatives that may be available;
- Proposed changes to this Policy.

When presenting an equity analysis for public comment, SBMTD will make efforts to explain the basis for its findings in a clear and accessible way, as the information presented is often complex.

## **BOARD APPROVAL**

Equity analyses shall be presented to the Board of Directors of SBMTD for their consideration and approval prior to the implementation of any proposed fare change or major service change.

The Board of Directors provided its approval of this Policy on October 15, 2024. Any future revisions to this Policy shall also be presented to the Board for approval.



## BOARD OF DIRECTORS REPORT

**MEETING DATE:** OCTOBER 15, 2024 **AGENDA ITEM #:** 10

**TYPE:** ACTION ITEM

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

**REVIEWED BY:** GENERAL MANAGER JERRY ESTRADA

**SUBJECT:** MTD SERVICE AND FARE CHANGE EQUITY POLICY

### RECOMMENDATION:

Staff requests that the Board of Directors review MTD's Draft Final Service and Fare Change Equity Policy and consider approval of the Policy.

### DISCUSSION:

Following the 2020 Census, the Santa Barbara urbanized area (UZA) is classified as a large UZA by the Federal Transit Administration (FTA) because the UZA population now exceeds 200,000 persons. A transit agency that is located in a large UZA and operates 50 or more fixed-route vehicles in peak service (such as MTD) is required to develop a Service and Fare Change Equity Policy that complies with FTA's Title VI requirements and is approved by its governing body.

The Policy must describe how the agency will evaluate prior to implementation any service changes that exceed the transit provider's major service change thresholds, as well as all fare changes, to determine whether those changes will have a disparate impact based on race, color, or national origin. Although low-income populations are not included in Title VI protections, FTA also requires transit providers to evaluate proposed major service changes and all fare changes to determine whether low-income populations will bear a disproportionate burden of the proposed changes.

A Draft Policy was presented to the Board as an Informational Item on September 17. Members of the Board asked for some clarifications, which have been addressed in this staff report below.

The Policy also must describe how the agency will determine if a proposed fare change or major service change would have a disparate impact on persons protected by Title VI or a disproportionate burden on low-income persons. Chair Davis asked whether,

protected persons would be netted out of the total number of persons when conducting these analyses. The answer is yes. The determination is based on an analysis of the impact or burden on protected persons versus the impact or burden on non-protected persons. Typically, the agency policy includes a selected percentage difference between impacts or burdens on protected persons compared to non-protected persons. If the difference exceeds the selected percentage, it is assumed that a disparate impact of disproportionate burden would result from the change.

Staff proposes a threshold of a difference of 15% or greater for disparate impacts and/or disproportionate burden. At the September 17 meeting, Board members asked for a discussion of how staff arrived at that proposal. Staff contacted various transit agencies, and searched the Internet, for examples of equity policies. The attached table presents examples from several agencies of major service change definitions and disparate impact and disproportionate burden thresholds. The table is sorted by the types of criteria used by the agencies to determine if a proposed service change qualifies as a major change.

Many of the agencies that MTD typically looks at as peers are not required to have an equity policy, as their service area population is less than 200,000 and/or they operate fewer than 50 buses at peak. This list includes Gold Coast Transit District, Ventura County Transportation Commission, San Luis Obispo Transit, San Luis Obispo Regional Transit Authority, Monterey-Salinas Transit, and Santa Cruz Metropolitan Transit District.

#### **ATTACHMENTS**

- Table of criteria used by various transit agencies
- Draft Final MTD Service and Fare Change Equity Policy

## Service and Fare Change Equity Policy Examples

Source	Major Service Change		Fare Change <sup>1</sup>
	Definition	Disparate Impact / Disproportionate Burden	Disparate Impact / Disproportionate Burden

MTD (Proposed)	25% of RevHrs systemwide; 25% of RevHrs by route	Difference: 15%	Difference: 15%
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Major Service Change Definitions Both Systemwide & By Route			
Connecticut DOT	25% RevMiles systemwide; 25% change in route length; or 1 hour change in route span of service	Difference: 15%	Difference: 10%
NE Connecticut TD	5% RevHrs systemwide; new route; elimination of route; 25% of route RevHrs or RevMiles	Difference: 20%	Difference: 20%
Alexandria Transit Co. (VA)	5% RevHrs systemwide; new route; elimination of route; 25% of route RevHrs or RevMiles	Difference: 10%	Difference: 10%
Northern Kentucky	25% RevHrs systemwide; new route; elimination of a route	Difference: 20%	Difference: 20%
MBTA (Boston)	10% RevHrs systemwide; or 25% RevHrs by Route	Difference: Decrease = > 1.2x Increase = < 0.8x	Difference: Decrease = < 0.9x Increase = > 1.1x

Major Service Change Definitions Only By Route			
San Joaquin RTD	25% RevMiles by route; 25% span of service by route; or new route	Difference: 15%	Difference: 15%
Riverside Transit Agency	25% change to current configuration of a route	Difference: 20%	Difference: 20%
Golden Empire (Bakersfield)	New route; 25% in route length; 25% change in RevHrs or RevMiles by route	Difference: 10% more than average protected population	Difference: 10% more than average protected population

Major Service Change Definitions Only Systemwide			
Chicago Transit Authority	10% change in riders or RevHrs systemwide	Difference: 15%	Difference: 15%

Note 1: While only "Major" service changes require an equity analysis, "All" fare changes require an equity analysis.

# **Santa Barbara Metropolitan Transit District Service and Fare Change Equity Policy**

## **INTRODUCTION**

Under the authority of Title VI of the Civil Rights Act of 1964 (Title VI), Federal Transit Administration (FTA) Circular 4702.1B directs transit providers to define and set standards for analyzing the potential adverse effects of proposed major service changes and all proposed fare changes on protected populations. An equity analysis is conducted prior to implementing any such service or fare change to evaluate whether the proposed change is likely to have a disparate impact on populations protected under Title VI<sup>1</sup>, or place a disproportionate burden on low-income<sup>2</sup> populations.

The Santa Barbara Metropolitan Transit District (SBMTD) follows this Service and Fare Change Equity Policy (Policy) in accordance with Chapter IV, Section 7 of Circular 4702.1B to assist with equitable and transparent decision-making and with the goal of fairly distributing the adverse impacts of and any burdens associated with fare and major service changes.

## **SCOPE AND APPLICABILITY**

This Policy applies to proposed changes to SBMTD's directly-operated service. This Policy does not extend to SBMTD's contracted ADA paratransit service. Analyses conducted pursuant to this Policy are intended to aid SBMTD in equitably distributing the adverse impacts of, and burdens associated with, fare and major service changes.

SBMTD undertakes service monitoring activities a minimum of once every three years to compare the service levels provided to protected populations to the levels provided to unprotected populations. These activities help inform and prioritize future service planning.

## **DISPARATE IMPACT OR DISPROPORTIONATE BURDEN**

Before implementing a major service change or any fare change, SBMTD will conduct an equity analysis to determine whether the effects of the proposed change will impose a disparate impact on populations protected under Title VI or a disproportionate burden on low-income populations.

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<sup>1</sup>FTA Circular 4702.1B provides that any individual who identifies as belonging in any one or more of the following US census categories is a member of a population that is protected from discrimination on the basis of race and/or ethnicity: American Indian and Alaska Native; Asian; Black or African American; Hispanic or Latino (of any race); Native Hawaiian or Other Pacific Islander.

<sup>2</sup>SBMTD utilizes the California AB 1550 definitions of low-income households and low-income communities to define low-income populations by census tract.  
[https://www2.arb.ca.gov/sites/default/files/auction-proceeds/kml/ab1550\\_maps\\_documentation.pdf](https://www2.arb.ca.gov/sites/default/files/auction-proceeds/kml/ab1550_maps_documentation.pdf).



SBMTD uses the following thresholds to determine whether the adverse effects of a proposed change will have a disparate impact or disproportionate burden on protected populations. The adverse effects of proposed service changes are measured as both the anticipated burdens (decreases in service) or benefits (increases in service) expected to accrue to protected and non-protected populations.

### Major Service Changes

SBMTD defines a major service change as any addition, reduction, suspension or change in service lasting longer than 12 consecutive months and meeting one of the following criteria:

- A change of at least 25% in annual systemwide revenue hours<sup>3</sup>.
- A change of at least 25% in annual revenue hours by route<sup>4</sup>.

These criteria are selected as most likely to yield a meaningful result in light of SBMTD's system characteristics. A major service change occurs when one or more of the above thresholds are met within a single service change proposal.

A disparate impact or disproportionate burden will be deemed to have occurred if the difference between the percentage change in service for protected persons and non-protected persons is greater than 15%. For example, if a major service change yields a 30% decrease in service for protected persons and a 10% decrease in service for non-protected persons, the difference in impact between the two populations would be 20%. This would result in a disparate impact and/or disproportionate burden finding, because the difference in impact between protected and non-protected persons is greater than 15%.

### Fare Changes

A disparate impact or disproportionate burden will be deemed to have occurred if the difference between the percentage change in fares for protected riders and non-protected riders is greater than 15%. For example, if a fare change yields a 25% increase in fares for protected riders and a 5% increase in fares for non-protected riders, the difference in impact between the two populations would be 20%. This would result in a disparate impact and/or disproportionate burden finding, because the difference in impact between protected and non-protected riders is greater than 15%.

### Finding of Disparate Impact

Consistent with the FTA Circular, if the proposed change will have a disparate impact on riders or potential riders who are protected on the basis of race or ethnicity, SBMTD may only adopt the change upon demonstrating: 1) a substantial legitimate justification for the

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<sup>3</sup>The total number of hours in which transit vehicles operate in revenue service.

<sup>4</sup>Supplemental service that increases or decreases service along pre-existing transit routes, such as school trippers or weekend variations, are counted as part of the parent route.



proposed change; and 2) there are no alternatives that would have a less disparate impact on minority riders but would still accomplish the agency's legitimate program goals.

### Finding of Disproportionate Burden

If the proposed change will disproportionately affect low-income populations, whether by benefit or burden, SBMTD may only adopt the change if further mitigation measures or alternatives that would reduce the disproportionately high and adverse effects are not practicable. In determining whether a mitigation measure or alternative is practicable, the social, economic, and environmental effects of avoiding or mitigating the adverse effects shall be taken into account.

### MTD Service Funded by Another Agency

If an agency that is currently funding an MTD service were to reduce or eliminate that funding, MTD would likely need to reduce or eliminate that service. In such a case, FTA requirements would still mandate that MTD conduct an equity analysis. If the equity analysis revealed that the service change would impose a disparate impact, MTD would be required to meet criteria 1) and 2) above before implementing that service change. Regarding criteria 2), it is a legitimate program goal for MTD's Board of Directors to continue to consider the entirety of MTD's service and make an appropriate decision.

## **SERVICE EQUITY ANALYSIS**

Due to the varying nature of proposed service and fare changes, the appropriate data to analyze in a given instance may vary from case to case. For a given service equity analysis, SBMTD will identify the data needed for analysis, the techniques and technologies used to collect the data, and the methodologies to be used in the Service Equity Analysis calculation. For example, SBMTD may use rider surveys to compare the protected ridership of the affected route(s) with the non-protected ridership of the route(s). SBMTD may also use American Community Survey (ACS) or Census data. SBMTD may seek technical assistance from the FTA as needed based on the circumstances. SBMTD will evaluate all components of a major service change cumulatively.

## **FARE EQUITY ANALYSIS**

SBMTD will conduct a fare equity analysis before implementing any proposed change that would increase or decrease individual or system-wide fares or fares by fare payment type or fare media. For a fare increase or decrease, SBMTD will assess whether protected riders are more likely than non-protected riders to use the affected fare type, and what the potential cost impact would be to these riders. Concurrently-proposed fare changes are considered in the aggregate.

SBMTD will not conduct a fare equity analysis for the following:

- An occasion when SBMTD permits all passengers to ride for free;

- Temporary fare reductions that are mitigating measures for other actions (e.g., a construction activity that requires a temporary suspension of a route or part of a route and requires passengers to alter their travel patterns);
- A promotional fare reduction that lasts six months or less;

## **PUBLIC PARTICIPATION**

Consistent with SBMTD's Public Engagement Plan as outlined in the agency's Title VI Program, SBMTD will provide meaningful opportunity for public comment on:

- Proposed fare and major service changes and their respective equity analyses;
- Any change to disparate impact or disproportionate burden thresholds
- Any proposed mitigation measures where potential adverse impacts are identified, including the less discriminatory alternatives that may be available;
- Proposed changes to this Policy.

When presenting an equity analysis for public comment, SBMTD will make efforts to explain the basis for its findings in a clear and accessible way, as the information presented is often complex.

## **BOARD APPROVAL**

Equity analyses shall be presented to the Board of Directors of SBMTD for their consideration and approval prior to the implementation of any proposed fare change or major service change.

The Board of Directors provided its approval of this Policy on October 15, 2024. Any future revisions to this Policy shall also be presented to the Board for approval.



<b>BOARD OF DIRECTORS APPROVED MINUTES</b>
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**REGULAR MEETING**  
of the  
**BOARD OF DIRECTORS**  
of the  
**SANTA BARBARA METROPOLITAN TRANSIT DISTRICT**  
A Public Agency  
**Tuesday, October 15, 2024**  
**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 Thursday, October 10, 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 September 17, 2024.

**5. CASH REPORTS - (ACTION MAY BE TAKEN)**

The Board of Directors were asked to review and approve the Cash Reports from September 7, 2024 through September 20, 2024, and September 21, 2024 through October 4, 2024.

Vice Chair Tabor moved to approve the consent calendar. Director Lapuz seconded the motion. The consent calendar was approved unanimously with one absent and one abstention on the minutes from Director Perotte.

**THIS CONCLUDES THE CONSENT CALENDAR**

**6. PUBLIC COMMENT**

No public comments were made.

**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.

## BOARD OF DIRECTORS AGENDA

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.

**8. RECESS TO CLOSED SESSION: PUBLIC EMPLOYEE PERFORMANCE EVALUATION (GOVERNMENT CODES §54957 AND §54954.5(e)) - (ACTION MAY BE TAKEN)**

The Board will meet in closed session to evaluate the performance of the District's General Manager.

No public comments were made related to the Closed Session.

Chair Davis recessed the Board to Closed Session at 8:33 A.M.

The Board reconvened from Closed Session at 9:09 A.M.

Chair Davis reported no actions were taken.

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

**9. PURCHASE OF EIGHT (8) BATTERY-ELECTRIC BUSES AND ELECTRIC VEHICLE CHARGING EQUIPMENT – (ACTION MAY BE TAKEN)**

Staff recommended that the Board provide advance authority to the General Manager to issue purchase orders to Gillig, LLC (Gillig) through the State of Washington cooperative purchasing RFP #2020 06719-01 for eight 40-foot low-floor battery-electric buses (BEBs) and associated electric vehicle (EV) charging equipment for a total not to exceed of \$13,771,000—conditional to meeting the funding source requirements and timelines, including (as necessary) the Federal Transit Administration (FTA) mandated Pre-Award Buy America Audit indicating compliance with Buy America provisions. Director Sarkar moved to approve the staff recommendation. Director Lapuz seconded the motion. The motion passed unanimously.

**Item 12 was taken prior to Items 10 and 11.**

**12. NON-REPRESENTED STAFF POSITIONS – REPLACEMENT OF THREE VACANT BUDGETED POSITIONS WITH TWO NEW POSITIONS (ACTION MAY BE TAKEN)**

Staff recommended that the Board of Directors authorize the General Manager to recruit and hire two new Staff positions: Safety Manager, and Assistant Planning & Marketing Manager. Vice Chair Tabor moved to approve the staff recommendation. Director Perotte seconded the motion. The motion passed unanimously.

**9:30 A.M. TIME CERTAIN**

**10. DRAFT FINAL SERVICE AND FARE CHANGE EQUITY POLICY – (ACTION MAY BE TAKEN - ATTACHMENTS)**

**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 AGENDA

Staff recommended that the Board review MTD's Draft Service and Fare Change Equity Policy (Policy) and consider approval of the Policy. Staff presented the Board with an amended Policy. Secretary Lemberger moved to approve the Policy as amended. Director Sarkar seconded the motion. The motion passed unanimously.

**11. FINANCIAL REVIEW OF FISCAL YEAR 2023-24 – (INFORMATIONAL - ATTACHMENT)**

Staff presented the unaudited financial report for the Santa Barbara Metropolitan Transit District 2023-24 fiscal year, in advance of the final audit, for the period July 1, 2023 through June 30, 2024.

**13. GENERAL MANAGER'S REPORT – (INFORMATIONAL)**

The General Manager reported on updates to District activities.

**14. OTHER BUSINESS AND REPORTS – (INFORMATIONAL)**

No other business or reports were presented.

**15. ADJOURNMENT**

Chair Davis adjourned the meeting at 10:26 A.M.

Approved by the Board of Directors November 19, 2024



Jen Lemberger  
Board of Directors, Secretary

**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 REPORT

**MEETING DATE:** NOVEMBER 19, 2024 **AGENDA ITEM #:** 10

**TYPE:** ACTION ITEM

**PREPARED BY:** PLANNING & MARKETING MANAGER HILLARY BLACKERBY  
DIRECTOR OF FINANCE & ADMINISTRATION NANCY TILLIE

**REVIEWED BY:** GENERAL MANAGER JERRY ESTRADA

**SUBJECT:** **AUTHORIZATION TO CONDUCT PUBLIC OUTREACH ON  
PROPOSED FARE STRUCTURE ADJUSTMENTS**

### RECOMMENDATION:

Staff recommends that the Board of Directors consider authorizing staff to conduct an initial outreach process to gather public feedback on proposed fare structure adjustments, and determine impacts.

### DISCUSSION:

#### Summary

The COVID pandemic caused unprecedented changes for the District from 2020 until 2024. Labor shortages forced reduction of services in 2022. Ridership remains below pre-pandemic levels, however it has continued to grow, rebounding to more than 72% of fiscal year (FY) 2019 passengers. One thing that has been a constant is the increase in operating expenses, which have grown year over year (with the exception of FY 2021, when the worst of the pandemic led to a substantial reduction in service and, thus, in cost). In FY 2024, operating costs were nearly \$3.0 million more than in FY 2019. Cost reductions would most certainly result in service reductions. Fares have not kept pace with this growth in expenses, and in fact the last time MTD adjusted fares was January 1, 2009. A recommendation out of MTD's 2022 Transportation Development Act Triennial Performance Audit was to consider a fare increase as a means to cover the increase in operating costs.

Staff is proposing an alternative fare structure that would adjust the base fare from the current \$1.75 to either \$2.00 or \$2.50, consistent with the increased expense of operating services. Outreach efforts, as described further below, would include public information sessions, on board and online bilingual surveys, as well as social media engagement. Feedback will be used to perform a Fare Equity Analysis, and staff will return to the Board in March 2025 with a proposal to implement fare structure adjustments in August 2025.

### Budget Scenario

Operating costs have increased by more than 10% since FY 2019, depicted in the Santa Barbara Metropolitan Transit District Operating Characteristics table below, from \$26,459,652 to \$29,221,264, and are projected to be well over \$30 million in FY 2025. The average fare revenue collected per passenger has dropped from \$1.11 to \$1.07, still rebounding from the COVID pandemic. The inflation rate for the fiscal year ending June 30, 2024 was 3.2%, indicating a trend for additional increases.

The major revenue sources for the District operations are fares, Federal Transit Administration (FTA) operating assistance, and sales tax. When the FTA classified Santa Barbara as a large urbanized area (UZA) due to the population growth confirmed by the 2020 Census, MTD was no longer eligible for FTA Small Transit Intensive Cities (STIC) funding of approximately \$3.0 million per year, thus eliminating that funding source. Federal operating assistance has grown a little; however, the apportionment of funds is fixed and there doesn't appear to be much of a change looking forward. Sales tax revenues experienced growth with inflationary price increases during the COVID pandemic; however, recently these increases have been leveling out and the forecast is not predicting growth.

Revenue shortfalls and increasing operating expenditures in the areas of wages and benefits, fuel, insurance, and utilities are expected, continuing to increase the deficit. Without a fare adjustment, the District may be forced to reduce service.

### MTD System Operating Characteristics

As presented in Table 1 below, MTD ridership, revenue hours, fare revenue, and operating costs have varied substantially in the six-year period from FY 2019 through FY 2024, primarily due to the COVID pandemic. FY 2019 (July 1, 2018 through June 30, 2019) was the last pre-pandemic fiscal year. Ridership during the first several months of FY 2020 was trending up, and MTD was expecting an increase over the FY 2019 total of more than 6.4 million riders. However, with pandemic shutdowns and social distancing beginning in March 2020, and the associated cuts to MTD service, ridership plummeted during the remainder of the fiscal year.

The pandemic disruptions persisted for much of FY 2021, and MTD eliminated fare collection for most of that fiscal year. Ridership and fare revenue began to recover with the decrease in the pandemic disruptions and the restoration of fare collection and a portion of the suspended service late in FY 2021.

Operating costs during the six-year period have also been affected by the pandemic. As shown in the table, operating costs decreased in FY 2021 due to the reduction in MTD service. Operating costs increased beginning the following year due to partial service restoration and general cost increases.



## BOARD OF DIRECTORS REPORT

**Table 1: Santa Barbara Metropolitan Transit District Operating Characteristics**

Fixed-Route Bus Service	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024
Passengers	6,432,190	5,154,750	2,378,589	4,076,921	4,534,476	4,684,415
Revenue Hours	219,864	208,937	172,906	182,938	168,714	171,457
Fare Revenue*	\$7,167,099	\$5,275,642	\$400,144	\$4,679,200	\$4,699,103	\$5,021,718
Operating Cost	\$26,459,652	\$27,284,855	\$25,050,496	\$26,519,751	\$28,153,293	\$29,221,264
Fare Revenue per Passenger	\$1.11	\$1.02	\$0.17	\$1.15	\$1.04	\$1.07
Operating Cost per Passenger	\$4.11	\$5.29	\$10.53	\$6.50	\$6.21	\$6.24
Operating Cost per Rev. Hour	\$120.35	\$130.59	\$144.88	\$144.97	\$166.87	\$170.43
Passengers per Rev. Hour	29.3	24.7	13.8	22.3	26.9	27.3
Passengers per Revenue Hour: FY 2024 Compared to FY 2019						93.4%

\*Fare revenue in the table includes revenue from the student pass agreements with the University of California, Santa Barbara and Santa Barbara City College.

### Student Bus Pass Programs

MTD has agreements with University of California, Santa Barbara and Santa Barbara City College whereby a portion of the students' registration fees are provided to MTD. In exchange, the students can ride MTD buses for no additional charge. MTD cannot increase the registration fee paid by students until the students have voted to approve the increase.

### Fare Structure Adjustment Scenarios

Table 2 below shows two potential fare structure adjustment scenarios. (MTD last adjusted its general fare structure nearly 16 years ago, on January 1, 2009.) MTD's goal with the proposed fare adjustment is to restore a portion of the approximately \$3.0 million in annual FTA Small Transit Intensive Cities operating assistance that was lost when the 2020 Census found that the population of the Santa Barbara urbanized area exceeds 200,000 persons. Either scenario in the table is estimated to generate approximately \$1.5 million in increased revenue annually.



**Table 2: Fare Structure Adjustment Scenarios**

Fare Structure	Current	Scenario 1	Scenario 2
<u>Cash Fares</u>			
Regular Fare	\$1.75	\$2.25	\$2.50
Senior/Mobility	\$0.85	\$1.00	\$1.25
Day Pass	\$6.00	\$6.00	\$6.00
<u>10-Ride Pass</u>			
Adult	\$11.50	\$18.50	\$17.50
Student	\$8.25	\$13.50	\$12.50
Senior/Mobility	\$5.50	\$9.00	\$8.50
<u>30-Day Pass</u>			
Adult	\$52.00	\$85.00	\$80.00
Student	\$42.00	\$68.00	\$65.00
Senior/Mobility	\$20.00	\$32.00	\$30.00

#### Other Fare Policies

MTD's Tap2Ride contactless payment system has been deployed systemwide since fall of 2023, and adoption by the riding public has been widespread, with very little marketing. This system features dynamic fare capping (also known as pay-as-you-go), where the rider will always pay the lowest amount possible for their rides in a specific time period. For example, a day pass is currently earned as soon as a rider has tapped 4 times, and they don't pay more than the cost of a day pass which is \$6. Similarly, a 30-day pass is earned once a rider has tapped the same payment card or device enough times to hit the cost of a 30-day pass, they will not be charged further in that 30-day period. This is an important equity tool, which allows riders to earn that 30-day pass with each ride, and not have to pay the full pass price upfront.

In MTD's current fare structure, riders can receive a free 60 minute transfer to be used to board a second bus, heading in the same direction (i.e., an outbound Line 20 to an outbound Line 6). Riders may also receive a transfer on that second bus that is good for 30 minutes, also headed in the same direction.

The senior discount is currently given to those age 62 and older. The State and Federal definitions of "senior" are 65 years of age and older, and the configuration of contactless payment discounts for seniors is set at 65 plus for that reason. Age 65 is standard at other transit agencies in our region—SLORTA, Gold Coast Transit, City of Lompoc Transit, Monterey-Salinas Transit, and VCTC all use the 65+ rule.

## BOARD OF DIRECTORS REPORT

Staff recommends that with this fare change, that MTD's definition of senior be raised to 65 years and older.

### Proposed Outreach

Staff proposes a robust set of outreach activities to engage with the public regarding a fare structure adjustment, to ensure a broad swath of the public is reached for input.

Staff proposes the following activities for the first phase of public outreach:

- Bilingual online survey
- Bilingual tri-fold paper survey available on buses and at the Transit Center
- Flyers at all bus stops, with QR code for survey and meeting information
- Dedicated page on MTD website
- Community "walk-through" meetings (i.e., multiple stations with staffed presentation boards, rather than lecture-type meetings)
- "Pop-Up" meetings at Transit Center and major stops
- Social media campaign
- Share via MTD's monthly e-mail newsletter
- Working with community partners to spread the word and share information
- Tabling at community events

### Timeline

Staff proposes to begin public outreach in early January, with meetings and pop-ups taking place between mid-January and the end of February. Survey and outreach data will be analyzed at the end of February.

Staff would then return to the Board for possible adoption of a proposed fare structure adjustment in March 2025. If adopted, the adjustment would be implemented on August 18, 2025, alongside annual service changes. There would be a robust public education campaign about any fare changes prior to implementation.

### Conclusion

MTDs fare structure has remained unchanged for nearly 16 years. Implementation of either of the two proposed alternative fare structures will be a significant step toward assuring MTDs services are dependable and economically sustainable in the long term.

We understand that fare increases will have impacts on our passengers and we are committed to providing a complete Fare Equity Analysis to ensure that the impacts on our riders are considered and minimized.



## BOARD OF DIRECTORS APPROVED MINUTES

**REGULAR MEETING**  
of the  
**BOARD OF DIRECTORS**  
of the  
**SANTA BARBARA METROPOLITAN TRANSIT DISTRICT**  
A Public Agency  
**Tuesday, November 19, 2024**  
**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 Friday, November 15, 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 October 15, 2024.

**5. CASH REPORTS - (ACTION MAY BE TAKEN)**

The Board of Directors were asked to review and approve the Cash Reports from October 5, 2024, through October 25, 2024, and October 26, 2024 through November 8, 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.

**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.

<b>BOARD OF DIRECTORS APPROVED MINUTES</b>
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Under Negotiation: Price and terms of payment.

No public comments were made related to the Closed Session.

**8. RECESS TO CLOSED SESSION: CONFERENCE WITH LEGAL COUNSEL - EXISTING LITIGATION (SECTION 54956.9 (a)) - (ACTION MAY BE TAKEN)**

One case of claimed injury: William Paredes v. SBMTD

No public comments were made related to the Closed Session.

Chair Davis recessed the Board to Closed Session at 8:34 A.M.

The Board reconvened from Closed Session at 9:22 A.M.

Chair Davis reported no actions were taken.

**PUBLIC COMMENT RELATED TO THE CLOSED SESSION ITEMS WAS ALLOWED BEFORE THE RECESS**

**9. FY23-24 AUDITED FINANCIAL STATEMENTS AND REPORTS – (INFORMATIONAL - ATTACHMENTS)**

Staff recommended that the Board receive the attached draft FY23-24 Audited Financial Statements and Reports. Director of Finance & Administration Nancy Tillie opened the discussion and introduced Roger Martinez of Vasquez & Company LLP, the Partner in charge of the audit. Mr. Martinez reported that the auditors found that in their opinion the accompanying financial statements present fairly the financial position of the Santa Barbara Metropolitan Transit District as of June 30, 2023 and 2024 and for the Single Audit Report, in their opinion, the District complied with the compliance requirements for the year ended June 30, 2024. Mr. Martinez also reported that there were no “findings” for fiscal year 23-24.

**10. AUTHORIZATION TO CONDUCT PUBLIC OUTREACH ON PROPOSED FARE STRUCTURE ADJUSTMENTS – (ACTION MAY BE TAKEN)**

Staff recommended that the Board of Directors consider authorizing staff to conduct an initial outreach process to gather public feedback on proposed fare structure adjustments, and determine impacts. The Board noted two typographical errors in the staff report. On p.1 in the second paragraph under “Summary” the report incorrectly states the proposed changes in the base fare. The correct proposal is an increase of the base fare to either \$2.25 or \$2.50. On p.2 in the first paragraph under “Budget Scenario,” the projection of operating costs should read FY 2025. Vice-Chair Tabor moved to approve the staff recommendation, and Director Lapuz seconded the motion. The motion was approved unanimously with one absent.

**11. GENERAL MANAGER’S REPORT – (INFORMATIONAL)**

The General Manager reported on updates to District activities.

**12. OTHER BUSINESS AND REPORTS – (INFORMATIONAL)**

No other business or reports were presented.

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<b>BOARD OF DIRECTORS APPROVED MINUTES</b>
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**13. RECESS TO CLOSED SESSION: PUBLIC EMPLOYEE PERFORMANCE EVALUATION (GOVERNMENT CODES §54957 AND §54954.5(e)) - (ACTION MAY BE TAKEN)**

The Board will meet in closed session to evaluate the performance of the District's General Manager.

No public comments were made related to the Closed Session.

Chair Davis recessed the Board to Closed Session at 10:23 A.M.

The Board reconvened from Closed Session at 10:59 A.M.

Chair Davis reported that General Manager Jerry Estrada received a very positive review for his performance this past year 2024. The Board also approved GM Estrada's new management goals for 2025. GM Estrada's salary for 2025 will be set pursuant to his approved management contract. The Board thanked GM Estrada for his exemplary year of service.

**PUBLIC COMMENT RELATED TO THE CLOSED SESSION ITEM WAS ALLOWED BEFORE THE RECESS**

**14. ADJOURNMENT**

Chair Davis adjourned the meeting at 11:01 A.M.

Approved by the Board of Directors January 7, 2025

A handwritten signature in black ink, appearing to read "Janfer", written over a horizontal line.

Board of Directors, Secretary

**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.



<b>BOARD OF DIRECTORS REPORT</b>
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**MEETING DATE:** MARCH 4, 2025 **AGENDA ITEM #:** 11

**TYPE:** ACTION ITEM

**PREPARED BY:** DIRECTOR OF FINANCE & ADMINISTRATION NANCY TILLIE  
PLANNING & MARKETING MANAGER HILLARY BLACKERBY

**REVIEWED BY:** GENERAL MANAGER JERRY ESTRADA

**SUBJECT:** 2025 FARE STRUCTURE ADJUSTMENT AND EQUITY ANALYSIS

**RECOMMENDATION:**

Staff recommends that the Board receive a report on the fare structure adjustment outreach process and survey results, and adopt fare structure Alternative 2. Additionally, staff recommends raising the age of eligibility for the senior fare to 65 from 62, in order to bring the cash and pass fare in line with Tap2Ride senior eligibility.

**DISCUSSION:**

MTD is facing a significant budget deficit in future years as costs have increased over the past 16 years. Additionally, as result of the population growth in South Santa Barbara County as reported through the 2020 Census, eligibility for access to a major source of funding from the federal government has been eliminated. To address this budget deficit, MTD is evaluating potential sources of increased revenue, including a potential fare increase that would allow MTD to recover an estimated \$1.3 to \$1.5 million dollars to be put towards operations. Two alternatives to the fare rates are under consideration.

MTD conducted a robust public outreach process in January and February 2025, which included a survey of our riders. This survey gathered demographic information, preference between fare alternatives, and the likelihood of ridership continuing following a fare change. Over 420 individuals responded to the survey. In addition to learning about rider preferences, through the survey, MTD was able to ascertain whether the proposed changes were in alignment with FTA Title VI guidelines and policies as adopted by MTD's Board of Directors.

MTD found that riders were divided 51%-49% on their preference between the proposed alternative fare rates, representing nearly identical sentiment between the two fare scenarios. Both potential fare scenarios would be in accordance with MTD's adopted

## BOARD OF DIRECTORS REPORT

Title VI policy, and neither alternative would result in a disparate impact on minority groups or a disproportionate burden on low-income populations. Analyses determined that increased costs of riding MTD buses would be approximately equal for all demographic groups of riders.

Budget projections suggest that, if riders continue paying bus fares in the manner they currently do (e.g., with cash, prepaid cards, Tap2Ride, etc.) revenue will increase slightly more in fare Alternative 2 than would be expected in fare Alternative 1.

Based on these results and projections, and the nearly even split in the preference of those riders have regarding the proposed fare structure alternatives, staff recommends that the Board adopt fare structure Alternative 2, which is projected to provide increased revenue and allow for the most frequent riders to ride the bus at a lower average rate should they purchase prepaid bus passes or utilize fare capping via the Tap2Ride contactless payment system.

Additionally, as part of the fare structure adjustment, staff recommends harmonizing the age for senior eligibility to 65, up from the current 62 and older threshold for cash and passes. The State and Federal definitions of “senior” are 65 years of age and older, and the configuration of contactless payment discounts for seniors is set at 65 plus for that reason. Age 65 is standard at other transit agencies in our region—SLORTA, Gold Coast Transit, City of Lompoc Transit, Monterey-Salinas Transit, and VCTC all use the 65+ rule.

### **ATTACHMENTS:**

- Report on Survey Responses Regarding the 2025 Proposed Fare Structure Adjustment Bilingual Paper Survey
- Bilingual Paper Survey

**Report on Survey Responses  
Regarding the 2025 Proposed Fare Structure Adjustment**

**February 2025**

*Prepared by the*

Santa Barbara Metropolitan Transit District







**Report on Survey Responses**  
**Regarding the 2025 Proposed Fare Structure Adjustment**  
**February 2025**

**Introduction**

The Santa Barbara Metropolitan Transit District (MTD) provides safe, appealing, equitable, environmentally responsible, and fiscally sound public transit service for residents and visitors of the South Coast of Santa Barbara County. Continuing to provide this service to Santa Barbara requires careful consideration of both the current and projected costs associated with providing this service. During the 2024 Fiscal Year (FY24) alone (July 1<sup>st</sup>, 2023 to June 30<sup>th</sup> 2024), MTD provided 4,684,415 rides totaling 17,466,538 miles traveled for passengers. This represented a massive turnaround with ridership that is now approaching pre-COVID-19 pandemic levels of community use, as measured by passengers per revenue hour. In order to operate this service, MTD relies on funding from a variety of sources, shown below.

<b>MTD Budget Revenue Sources (FY 23-24)</b>	<b>%</b>
<b>Cash Fares</b>	5.3%
<b>Prepaid Tickets and Tokens</b>	5.7%
<b>Contracts with Local Universities and Agencies</b>	6.2%
<b>Federal Assistance</b>	23.8%
<b>State and Local Subsidies</b>	50.4%
<b>Property Taxes</b>	6.2%
<b>Other Revenue</b>	2.4%
<b>Total</b>	100%

With dwindling federal subsidy, based on current operating costs, MTD faces upcoming budget constraints that threaten the ability for MTD to continue to provide its present level of service to the community. Most notably, due to the rising population in the service area, MTD no longer qualifies for funding from the Federal Transit Administration's Small Transit Intensive Cities program. As a result, MTD must make up a difference of \$3 million in lost funding annually from the federal government. In the present year, these losses have been offset by funding approved in the Coronavirus Aid, Relief, and Economic Security Act (CARES), the Coronavirus Response and Relief Supplemental Appropriations Act, 2021 (CRRSAA) and the American Rescue Plan Act (ARPA). However, funds from CARES, CRRSAA, and ARPA are projected to be exhausted by FY 2028-29, requiring MTD to find alternative modes of funding to maintain service at its present level.

Five-Year Operating Forecast (\$ thousands)					
	FY 25-26 Budget	FY 26-27 Forecast	FY 27-28 Forecast	FY 28-29 Forecast	FY 29-30 Forecast
Operating Surplus/(Deficit)	(\$5,758)	(\$6,889)	(\$7,755)	(\$8,248)	(\$8,796)
Federal Funds	\$5,758	\$6,889	\$7,755	\$5,042	\$0
Balanced	\$0	\$0	\$0	(\$3,207)	(\$8,796)

In order to make up projected budget deficits, MTD is investigating opportunities to increase revenue from the federal, state, and local governments, but must also consider future contract agreements and current costs for riding the bus. Fare structure and fare policy are in the direct control of MTD. Therefore, at the November 19, 2024, Board of Directors meeting, staff recommended and received approval to conduct an initial outreach process to gather public feedback on proposed fare structure adjustments. The remainder of this report serves to update the Board of Directors and the general public on the results of the outreach effort, which informed MTD management's recommendation for the future MTD fare structure.

### Proposed Fare Structure

In order to generate increased revenue that will assist MTD in maintaining service near present levels, staff proposed two alternative fare scenarios. These scenarios are illustrated in the table below. As shown, Alternative 1 proposes a \$0.50—or 29%—increase in the full fare per trip along with 62-63% increases in the cost of prepaid passes. Alternative 2 proposes a \$0.75—or 43%—increase in the full cash fare along with 53-54% increases in the cost of prepaid passes. These scenarios were each estimated to generate approximately \$1.3 to \$1.5 million in increased revenue annually.

Fare Structure		Current	Alternative 1	Alternative 2
Cash Fares	Regular Fare	\$1.75	\$2.25	\$2.50
	Youth	\$1.75	\$2.25	\$2.50
	Senior/Disabled	\$0.85	\$1.00	\$1.25
Day Pass		\$6.00	\$6.00	\$6.00
10-Ride Pass	Adult	\$11.50	\$18.50	\$17.50
	Youth	\$8.25	\$13.50	\$12.50
	Senior/Disabled	\$5.50	\$9.00	\$8.50
30-Day Pass	Adult	\$52.00	\$85.00	\$80.00
	Youth	\$42.00	\$68.00	\$65.00
	Senior/Disabled	\$20.00	\$32.00	\$30.00

## **Outreach Efforts**

MTD staff set out to engage with riders and allow for public input through a number of outreach efforts. These steps are outlined below.

- **Dedicated Page on MTD Website**

MTD added a page to its website detailing the proposed alternative fares, why the change would be necessary, potential budget scenarios, and soliciting community feedback. The dedicated page is available here: <https://sbmtd.gov/farechange>

- **Bilingual Online and Paper Surveys**

MTD provided online surveys that were accessible through QR codes posted on buses, in the Transit Center, and at bus stops, and at the website mentioned above. For riders who were unable to access online links or preferred to answer on a physical sheet of paper, the survey was also available in paper form, with English on one side and Spanish on the other. The paper surveys were available at the Transit Center and on board every bus. In total, these surveys resulted in over 420 responses in English and Spanish combined, with 15% of responses coming from a paper survey.

- **Bus Stop Flyers**

Flyers were posted at every active bus stop, and were bilingual in English and Spanish. The flyer including a brief description of the proposed fare changes, the table with the two alternatives (as pictured on the previous page), information on in-person public meetings, and QR codes that allowed community members direct access to the dedicated webpage and online survey regarding the proposed fare change. This allowed riders to learn more as they waited for buses or passed by stops on foot. The Transit Center also had several posters with this information.

- **Onboard Flyers and Paper Surveys**

The same flyer mentioned above (in a larger 11x17 format) was installed towards the front of all MTD buses, with paper surveys available. Each bus also had a plastic box where riders could return their completed surveys.

- **Community Open-House Style Meetings**

MTD staff hosted four community meetings across our service region over the course of three weeks, one each at the Goleta Valley Community Center, the Eastside Santa Barbara Public Library, the Central Santa Barbara Public Library, and the Carpinteria Library. Each event was attended by multiple members of MTD leadership and staff and interpretation services were available. English/Spanish interpretation was used at 3 of the 4 meetings. Instead of the traditional presentation and public comment format, these meetings had staffed display boards that members of the public could read and then converse with MTD staff to better understand the proposal and share their input. These events led to direct contact with approximately 35 community members in total.

- **Social Media and Traditional Media Campaign**

At the beginning of the outreach process, staff sent out a press release in English and Spanish to local media outlets announcing the meetings and survey in an effort to boost the visibility of the fare change process. Several local media outlets covered the process.

MTD maintains accounts on several social media platforms, including Instagram, Facebook, X (formerly Twitter), and TikTok. For the month and a half of the outreach campaign, staff posted a combined 50 times about the fare changes across the platforms.

MTD also maintains a monthly e-newsletter and sent two messages to that list of over 600 individuals with information on the process and links to take the survey.

## **Survey Design**

Surveys were designed to both inform the public of the proposed fare scenarios and gain key information about ridership and their preferences. Thus, all paper and online surveys provided explanations of the proposed fare structures and why MTD feels it is necessary to restructure fare costs prior to asking questions. The questionnaire was designed to be efficient so as to increase the number of respondents while allowing MTD to gauge the desires of passengers and complete required analyses under Title VI of the Civil Rights Act of 1964 as instructed by the Federal Transit Administration. Thus, 12 questions were asked about rider habits, preferences, and demographics. A copy of the paper survey in English and Spanish is attached.

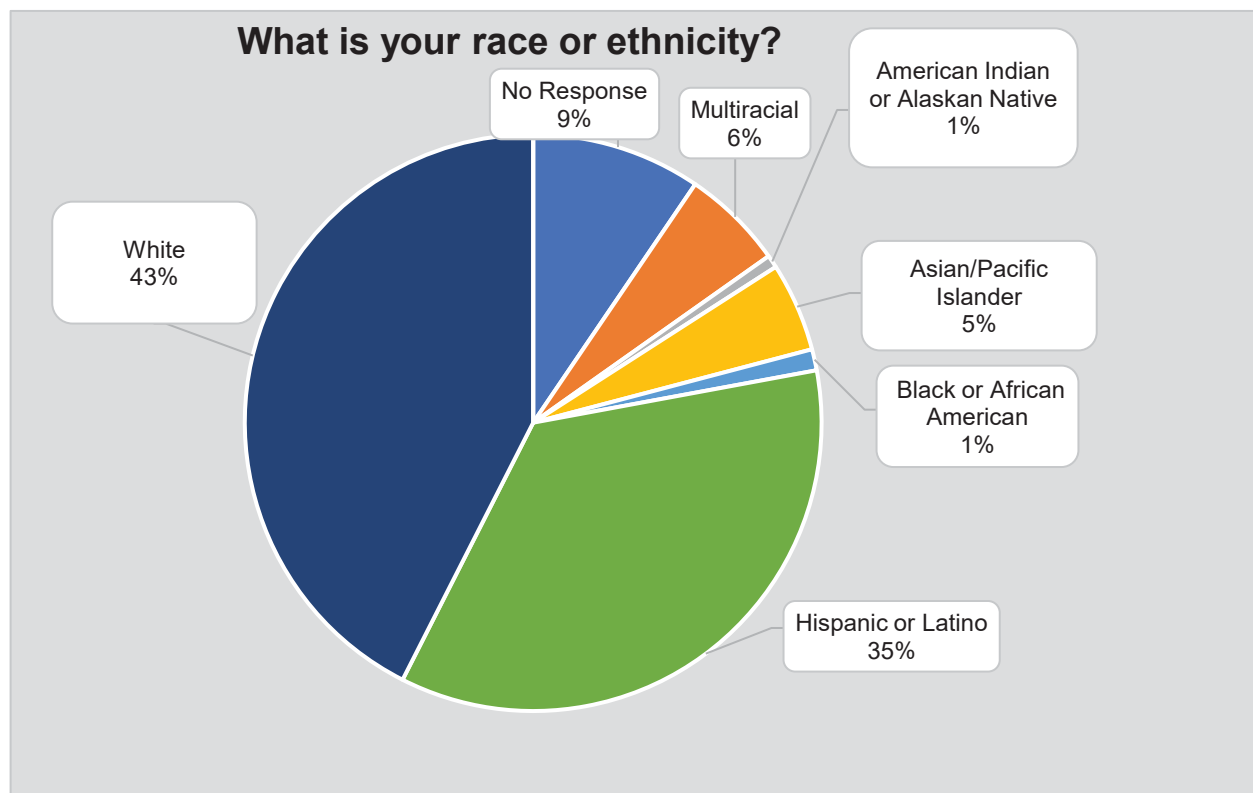
The questions are as follows:

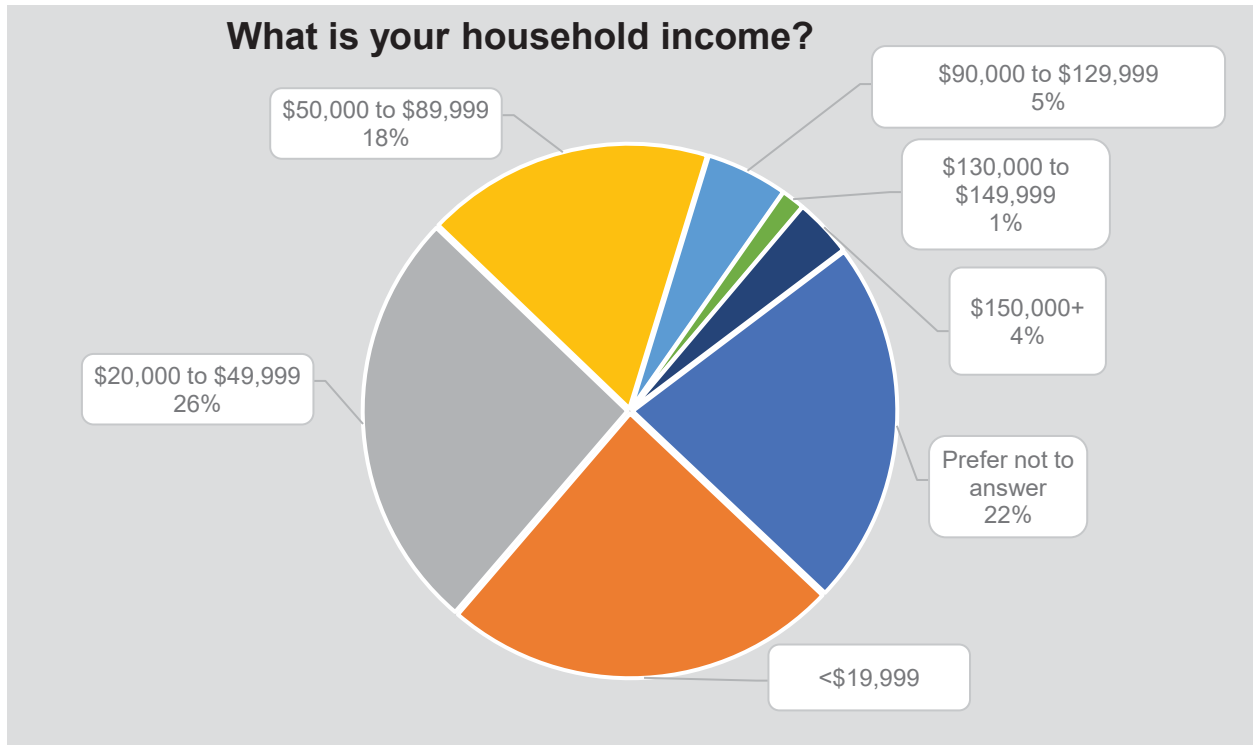
1. How often do you ride MTD buses?
2. How reasonable is a \$2.25 bus fare?
3. How reasonable is a \$2.50 bus fare?
4. Between Alternative 1 and Alternative 2, which would you like to see implemented?
5. How do you currently pay your fare?
6. If you haven't used [Tap2Ride], why not?
7. How would you prefer to pay for your fare?
8. How likely are you to continue using MTD transit services if the proposed fare increase is approved?
9. What is your household income?
10. Which race or ethnicity best describes you?
11. Please write your home zip code.
12. Do you have any other comments concerning MTD's proposed fare adjustment?

## Survey Responses

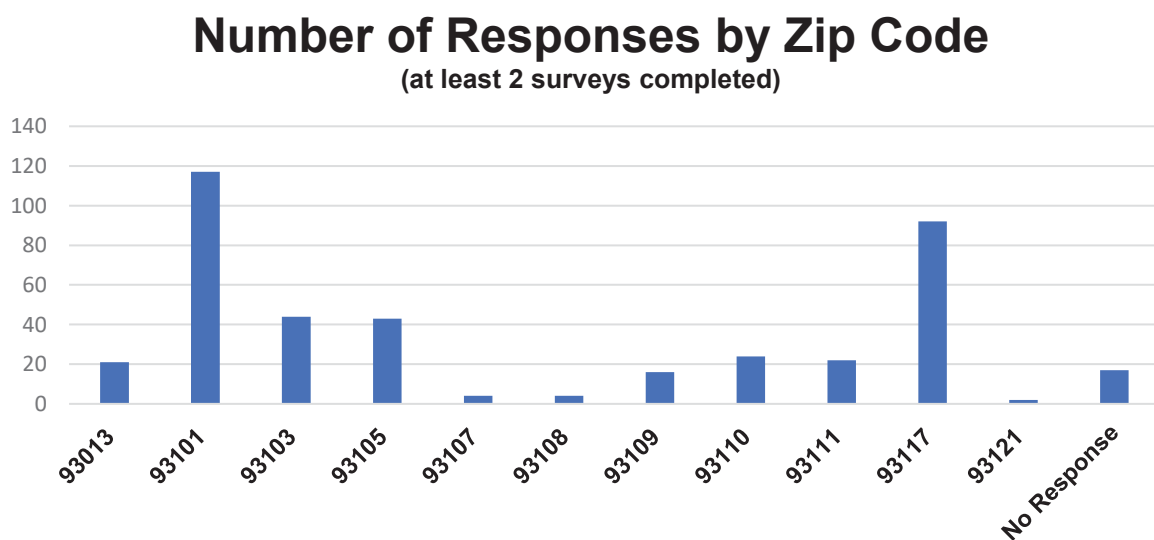
### Demographic Data

The responses MTD received from riders were generally representative of the South Santa Barbara County region as a whole. Forty-three percent (43%) of respondents identified themselves as White/Caucasian, 35% as Hispanic or Latino, 6% as multiracial, 5% as Asian/Pacific Islander, 1% as American Indian or Native Alaskan, and 1% as Black or African American. Respondents also came from a variety of economic backgrounds, though most respondents were lower income, including 50% of respondents who said their household income was at or below \$49,999. More details are provided in the figure below.



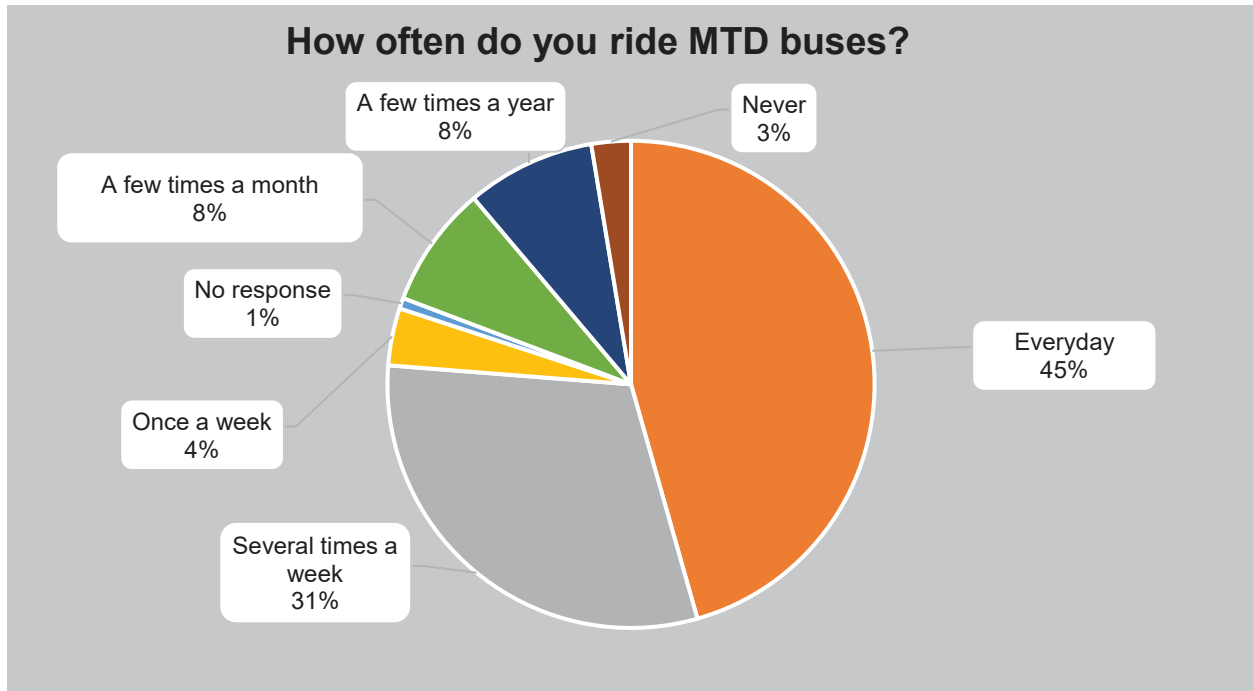


In addition to considering race/ethnicity and income, a third demographic characteristics was the respondents home zip code. The survey gathered information from 22 different zip codes across the service area. The distribution of responses across zip codes is shown below for zip codes with multiple respondents.

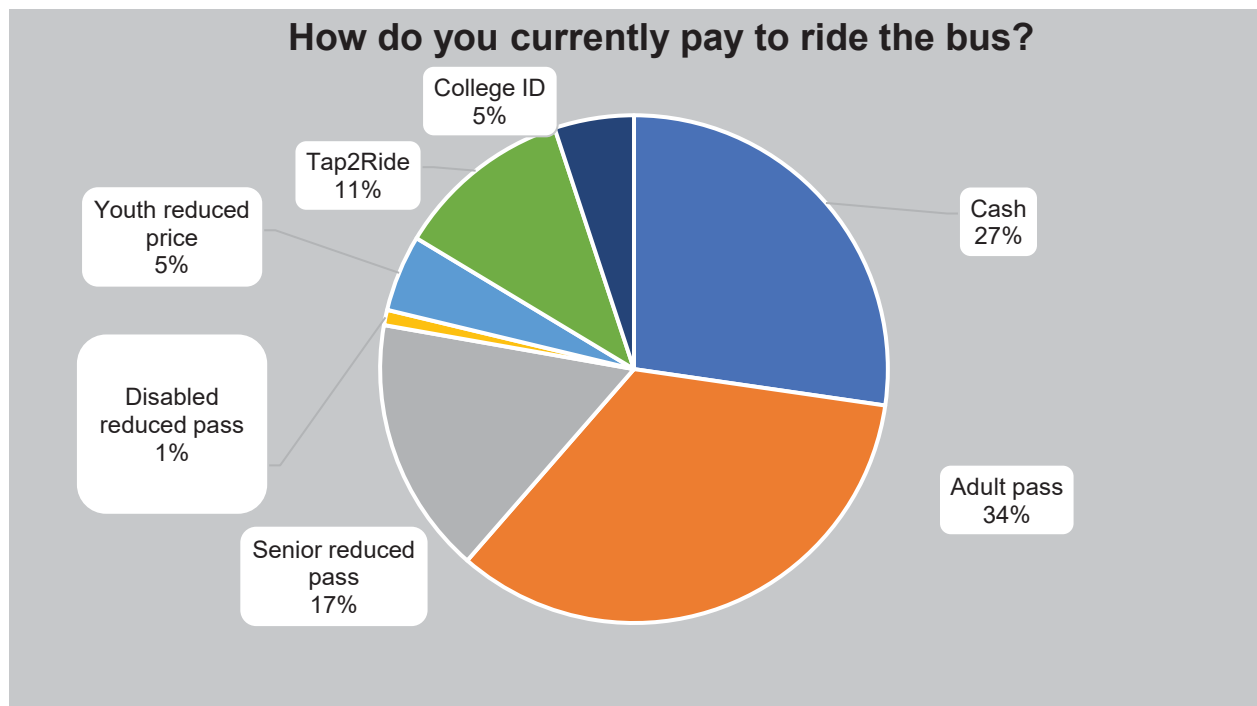


## Ridership Habits

Of critical importance to ensuring the future of MTD's effectiveness is knowing about our rider's habits and how they will be impacted by changes to the fare structure. To that end, riders were asked to report how often they ride the bus. Most respondents were frequent riders, including 45% who said they ride the bus every day, and another 31% who said they ride the bus several times a week. Still, a sizeable number of responses were received from less frequent riders, and even some from community members who said they never ride the bus.



Given the different changes in fare levels, it was also important to gauge how respondents preferred to pay their fare when riding the bus. Survey respondents, like ridership on the whole, pay their fare in a number of different ways, including prepaid cards (34% adult prepaid, 17% senior prepaid, 5% youth prepaid, 56% overall), cash (27%), Tap2Ride (11%), and College IDs (5%). These numbers are closely aligned with ridership overall, though with fewer college ID users than in the ridership MTD typically reports. That is appropriate given that college ID users pay through their tuition process and may be less concerned or inclined to complete a survey about fare changes.

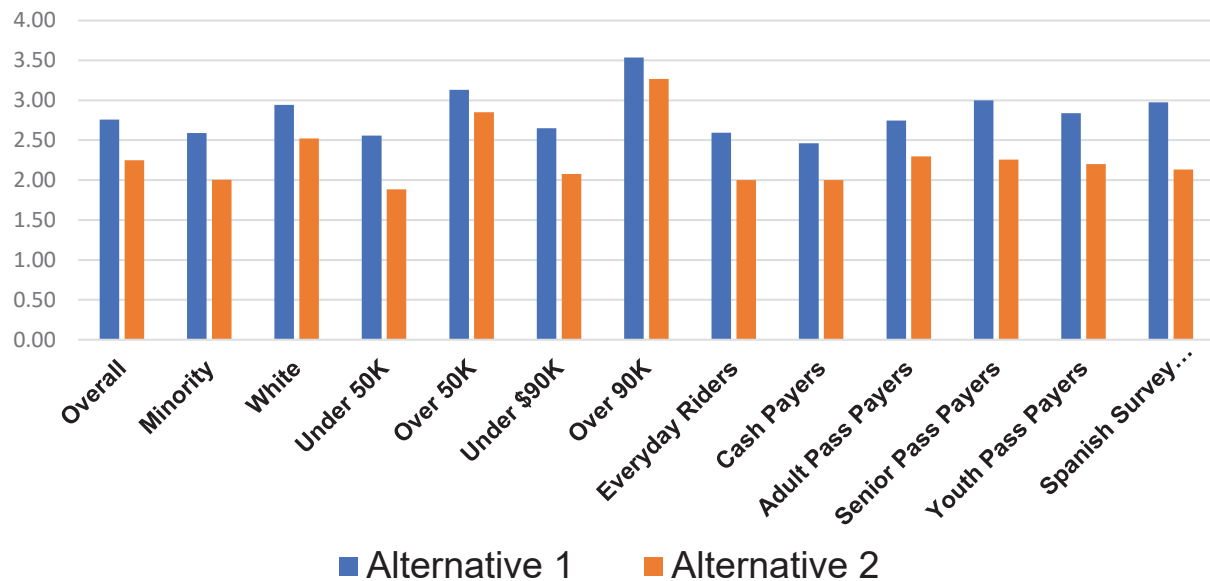


## Rider Preferences

A key component of the survey was the opportunity to discern which alternative riders would prefer and how ridership would be affected by changes to the fare structure. To that end, respondents were asked on a scale of 1 to 5 how reasonable they felt each fare alternative was, and which alternative they would prefer to see implemented. Overall, respondents found Alternative 1 to be more reasonable than Alternative 2; the average rating for Alternative 1 was 2.8 compared to an average rating of 2.3 for Alternative 2. Though the exact averages varied, this pattern was observed across a number of different demographic and ridership groups, including minority, White, low-income, higher-income, everyday riders, cash payers and even those who currently pay with an adult senior or youth pass.

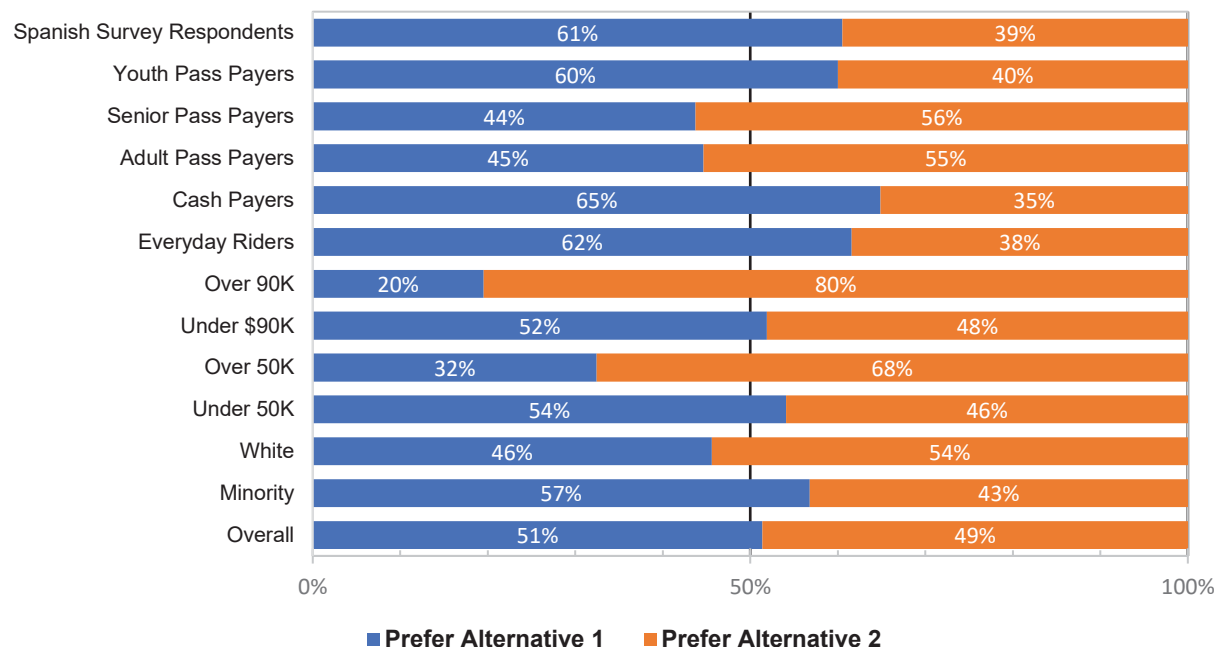


## How reasonable do you find the proposed fare alternatives?



Relatedly, among the full sample of respondents, riders tended to prefer Alternative 1 to Alternative 2, though only by a slight amount, with 51% of all respondents saying they preferred Alternative 1 and 49% saying they preferred Alternative 2. There was also variance across different groups of riders. Several groups said they preferred Alternative

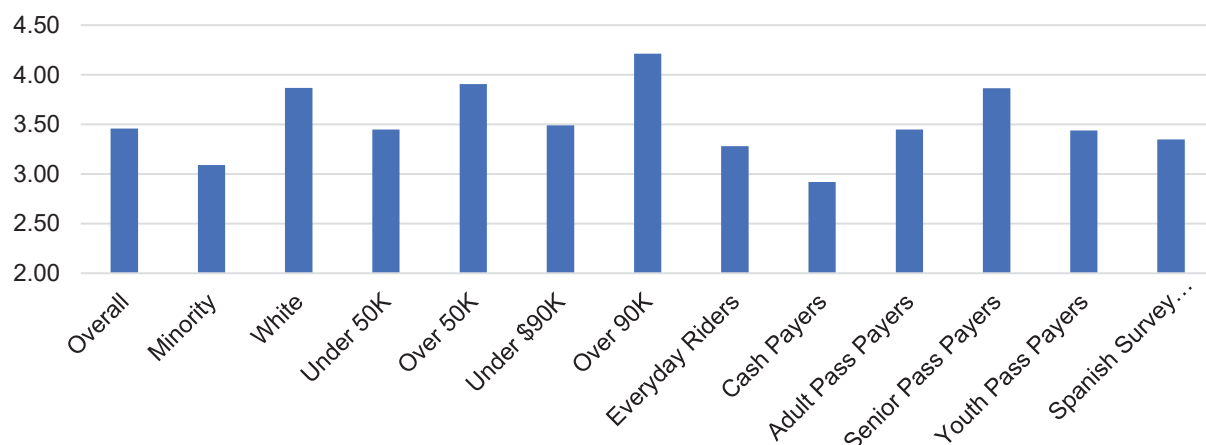
## Which fare alternative do you prefer?



1, including: minority (57%), low-income (54%), everyday (62%) cash paying riders (65%), and youth prepaid pass users (60%). Other groups, however, said they preferred Alternative 2, including: White (54%), higher income (80%), adult prepaid pass users (56%), and senior prepaid pass users (55%).

Finally, we remain aware that if a fare increase is instituted, current riders may reevaluate their transportation options. Thus, riders were asked how likely they were to continue riding MTD buses if a fare increase was instituted. Overall, riders said they were likely to continue to use MTD buses following a fare increase. Nonetheless, there was variance in how likely they were to continue using the bus across groups. Cash payers had the reported the lowest likelihood of continuing to ride MTD buses, while higher income, White, and senior pass payers were reported the highest likelihood of continuing to ride the bus.

On a scale of 1-5, how likely are you to continue using MTD transit services if the proposed fare increase is approved?



## Title VI

Under the authority of Title VI of the Civil Rights Act of 1964 (Title VI), Federal Transit Administration (FTA) Circular 4702.1B directs transit providers to define and set standards for analyzing the potential adverse effects of proposed major service changes and all proposed fare changes on protected populations. An equity analysis is conducted prior to implementing any such service or fare change to evaluate whether the proposed change is likely to have a disparate impact on populations protected under Title VI, or place a disproportionate burden on low-income populations.

The Santa Barbara Metropolitan Transit District (SBMTD) follows this Service and Fare Change Equity Policy (Policy) in accordance with Chapter IV, Section 7 of Circular 4702.1B to assist with equitable and transparent decision-making and with the goal of fairly distributing the adverse impacts of and any burdens associated with fare and major service changes.

In correspondence with this policy, before implementing a fare change, SBMTD has conducted an equity analysis to determine whether the effects of the proposed change will impose a disparate impact on populations protected under Title VI or a disproportionate burden on low-income populations. Here, we outline the present policy as it relates to fare changes and the results of our survey as they relate to impacts on protected populations.

## **MTD Service and Fare Equity Policy**

The following paragraphs are excerpts from MTD's Service and Fare Equity Policy, adopted by the MTD Board of Directors in October 2024.

### **Fare Changes**

A disparate impact or disproportionate burden will be deemed to have occurred if the difference between the percentage change in fares for protected riders and non-protected riders is greater than 15%. For example, if a fare change yields a 25% increase in fares for protected riders and a 5% increase in fares for non-protected riders, the difference in impact between the two populations would be 20%. This would result in a disparate impact and/or disproportionate burden finding, because the difference in impact between protected and non-protected riders is greater than 15%.

### **Defining Disparate Impact**

Consistent with the FTA Circular, if the proposed change will have a disparate impact on riders or potential riders who are protected on the basis of race or ethnicity, SBMTD may only adopt the change upon demonstrating: 1) a substantial legitimate justification for the proposed change; and 2) there are no alternatives that would have a less disparate impact on minority riders but would still accomplish the agency's legitimate program goals.

### **Defining Disproportionate Burden**

If the proposed change will disproportionately affect low-income populations, whether by benefit or burden, SBMTD may only adopt the change if further mitigation measures or alternatives that would reduce the disproportionately high and adverse effects are not practicable. In determining whether a mitigation measure or alternative is practicable, the social, economic, and environmental effects of avoiding or mitigating the adverse effects shall be taken into account.

### **Fare Equity Analysis Process**

SBMTD will conduct a fare equity analysis before implementing any proposed change that would increase or decrease individual or system-wide fares or fares by fare payment type or fare media. For a fare increase or decrease, SBMTD will assess whether protected riders are more likely than non-protected riders to use the affected fare type, and what the potential cost impact would be to these riders. Concurrently-proposed fare changes are considered in the aggregate.

## **Results of Fare Equity Analyses**

Analyses were conducted to determine if each of the proposed fare alternatives is acceptable under SBMTD's adopted Title VI guidelines. To that end, the tables below show that no disparate impacts or disproportionate burdens were identified for either of the proposed alternative fare structures, based on the 15 percent difference threshold. An additional set of analyses show that expected fare increases are nearly identical for all focal groups, with slightly lower increases in fare costs for minority and low-income riders compared to White or higher income riders, respectively.

# Fare Equity Analysis Tables Based on Survey Results

Alternative 1	Cost		Change		Impact by Usage by Group						
Fare Type	Existing	Proposed	Increase Amount	Percent	Under 50K	50K-90K	Under 90K	Over 90K	Minority	White	Overall
Currently pays with cash	\$1.75	\$2.25	\$0.50	28.6%	31.0%	22.5%	29.3%	17.4%	32.8%	23.0%	28.7%
Currently pays with adult pass	\$1.04	\$1.68	\$0.64	62.0%	34.3%	39.4%	34.9%	45.7%	37.3%	34.0%	35.9%
Currently pays with senior reduced pass	\$0.51	\$0.83	\$0.32	62.0%	18.4%	17.6%	18.5%	15.2%	9.4%	28.5%	17.2%
Currently pays with disabled reduced pass	\$0.51	\$0.83	\$0.32	62.0%	2.0%	0.0%	1.5%	0.0%	1.7%	0.0%	1.0%
Currently pays with youth reduced pass	\$0.87	\$1.42	\$0.55	63.0%	4.1%	3.5%	4.1%	2.2%	4.5%	6.0%	5.1%
Currently pays with Tap2Ride	\$1.75	\$2.25	\$0.50	28.6%	10.2%	16.9%	11.7%	19.6%	14.3%	8.5%	11.9%

The fare equity analysis of Alternative 1 demonstrates no disparate impact or disproportionate burden.

Alternative 2		Cost		Change		Impact by Usage by Group					
Fare Type	Existing	Proposed	Increase Amount	Percent	Under 50K	50K-90K	Under 90K	Over 90K	Minority	White	Overall
Currently pays with cash	\$1.75	\$2.50	\$0.75	42.9%	31.0%	22.5%	29.3%	17.4%	32.8%	23.0%	28.7%
Currently pays with adult pass	\$1.04	\$1.59	\$0.55	53.0%	34.3%	39.4%	34.9%	45.7%	37.3%	34.0%	35.9%
Currently pays with senior reduced pass	\$0.51	\$0.78	\$0.27	52.5%	18.4%	17.6%	18.5%	15.2%	9.4%	28.5%	17.2%
Currently pays with disabled reduced pass	\$0.51	\$0.78	\$0.27	52.5%	2.0%	0.0%	1.5%	0.0%	1.7%	0.0%	1.0%
Currently pays with youth reduced pass	\$0.87	\$1.34	\$0.47	53.5%	4.1%	3.5%	4.1%	2.2%	4.5%	6.0%	5.1%
Currently pays with Tap2Ride	\$1.75	\$2.50	\$0.75	42.9%	10.2%	16.9%	11.7%	19.6%	14.3%	8.5%	11.9%

The fare equity analysis of Alternative 2 demonstrates no disparate impact or disproportionate burden.

## Alternative 1 Disparate Impact and Disproportionate Burden Analysis

Disparate Impact on Minority Groups Analysis for Alternative 1							
Fare Type	Existing Cost	Proposed Cost	Increase Amount	Percent Change	Minority Impact	Overall Impact	% Difference between Minority and Overall
Currently pays with cash	\$ 1.75	\$ 2.25	\$ 0.50	28.6%	32.8%	28.7%	4.1%
Currently pays with adult pass	\$ 1.04	\$ 1.68	\$ 0.64	62.0%	37.3%	35.9%	1.4%
Currently pays with senior reduced pass	\$ 0.51	\$ 0.83	\$ 0.32	62.0%	9.4%	17.2%	7.8%
Currently pays with disabled reduced pass	\$ 0.51	\$ 0.83	\$ 0.32	62.0%	1.7%	1.0%	0.7%
Currently pays with youth reduced pass	\$ 0.87	\$ 1.42	\$ 0.55	63.0%	4.5%	5.1%	0.6%
Currently pays with Tap2Ride	\$ 1.75	\$ 2.25	\$ 0.50	28.6%	14.3%	11.9%	2.4%

Because the percentage difference between the impact on minorities and the overall population is less than 15%, there would be no disparate impact on minority groups if Alternative 1 were implemented.

Disproportionate Burden on Low-Income Groups Analysis for Alternative 1							
Fare Type	Existing Cost	Proposed Cost	Increase Amount	Percent Change	Low-Income Impact	Overall Impact	% Difference between Low-Income and Overall
Currently pays with cash	\$ 1.75	\$ 2.25	\$ 0.50	28.6%	29.3%	28.7%	0.6%
Currently pays with adult pass	\$ 1.04	\$ 1.68	\$ 0.64	62.0%	34.9%	35.9%	1%
Currently pays with senior reduced pass	\$ 0.51	\$ 0.83	\$ 0.32	62.0%	18.5%	17.2%	1.3%
Currently pays with disabled reduced pass	\$ 0.51	\$ 0.83	\$ 0.32	62.0%	1.5%	1.0%	0.5%
Currently pays with youth reduced pass	\$ 0.87	\$ 1.42	\$ 0.55	63.0%	4.1%	5.1%	1%
Currently pays with Tap2Ride	\$ 1.75	\$ 2.25	\$ 0.50	28.6%	11.7%	11.9%	0.2%

Because the percentage difference between the impact on low-income populations and the overall population is less than 15%, there would be no disparate impact on low-income populations if Alternative 1 were implemented.

## Alternative 2 Disparate Impact and Disproportionate Burden Analysis

Disparate Impact on Minority Groups Analysis for Alternative 2							
Fare Type	Existing Cost	Proposed Cost	Increase Amount	Percent Change	Minority Impact	Overall Impact	% Difference between Minority and Overall
Currently pays with cash	\$ 1.75	\$ 2.50	\$ 0.75	42.9%	32.8%	28.7%	4.1%
Currently pays with adult pass	\$ 1.04	\$ 1.59	\$ 0.55	53.0%	37.3%	35.9%	1.4%
Currently pays with senior reduced pass	\$ 0.51	\$ 0.78	\$ 0.27	52.5%	9.4%	17.2%	7.8%
Currently pays with disabled reduced pass	\$ 0.51	\$ 0.78	\$ 0.27	52.5%	1.7%	1.0%	0.7%
Currently pays with youth reduced pass	\$ 0.87	\$ 1.34	\$ 0.47	53.5%	4.5%	5.1%	0.6%
Currently pays with Tap2Ride	\$ 1.75	\$ 2.50	\$ 0.75	42.9%	14.3%	11.9%	2.4%

Because the percentage difference between the impact on minorities and the overall population is less than 15%, there would be no disparate impact on minority groups if Alternative 2 were implemented.

Disproportionate Burden on Low-Income Groups Analysis for Alternative 2							
Fare Type	Existing Cost	Proposed Cost	Increase Amount	Percent Change	Low-Income Impact	Overall Impact	% Difference between Low-Income and Overall
Currently pays with cash	\$ 1.75	\$ 2.50	\$ 0.75	42.9%	29.3%	28.7%	0.6%
Currently pays with adult pass	\$ 1.04	\$ 1.59	\$ 0.55	53.0%	34.9%	35.9%	1%
Currently pays with senior reduced pass	\$ 0.51	\$ 0.78	\$ 0.27	52.5%	18.5%	17.2%	1.3%
Currently pays with disabled reduced pass	\$ 0.51	\$ 0.78	\$ 0.27	52.5%	1.5%	1.0%	0.5%
Currently pays with youth reduced pass	\$ 0.87	\$ 1.34	\$ 0.47	53.5%	4.1%	5.1%	1%
Currently pays with Tap2Ride	\$ 1.75	\$ 2.50	\$ 0.75	42.9%	11.7%	11.9%	0.2%

Because the percentage difference between the impact on low-income populations and the overall population is less than 15%, there would be no disproportionate burden on low-income populations if Alternative 2 were implemented.

## Budget Projection

A focus of this report is to determine how revenue would increase if MTD institutes a fare change. To that end, we considered the potential fare revenue for each fare scenario according to three patterns of payment among our riders. In the first, we estimated future revenues if ridership and form of payment align with those from the 2024 Fiscal Year. If riders continue to board the bus paying in the same manner they did in FY 2024, MTD would add \$1.37 million following the institution of Alternative 2, slightly more than the \$1.29 million increase that would be gained by instituting the fares in Alternative 1. We also considered how revenue would change if fare preference aligned with responses in the survey we conducted regarding how respondents currently pay to ride the bus. These results also favored instituting Alternative 2, with an estimated \$1.46 million dollar increase for Alternative 2 compared to \$1.32 million for Alternative 1. Finally, we considered how revenue would change based on how survey respondents said they would prefer to pay to ride the bus. Again, we found that the revenue would be increased more by instituting Alternative 2 (\$1.44 million) than by instituting Alternative 1 (\$1.35 million).

Projected Revenue Based on Ridership and Survey Responses			
	FY 24 Ridership	Respondents Paying Habits	Respondents Preferred Way to Pay in the Future
<b>Current Fares</b>	\$ 2,824,371.64	\$ 3,087,004.24	\$ 2,997,727.56
<b>Alternative 1</b>	\$ 4,118,209.57	\$ 4,405,025.05	\$ 4,348,775.99
<b>Alternative 2</b>	\$ 4,189,918.27	\$ 4,548,949.04	\$ 4,434,885.21







## Proposed Fare Adjustment

Santa Barbara MTD is considering a fare increase for its fixed route bus service. To understand how the proposed changes will impact the community we serve, MTD wants to hear from you. Your input is valuable to us.

You can take the survey online by scanning the QR code down below, or by completing the physical survey on this pamphlet. Paper surveys can be turned in at the Transit Center or onboard the bus.



**TO LEARN MORE AND  
TAKE THE SURVEY,  
SCAN THE QR CODE!**

### Why a Fare Adjustment?

While our services are primarily government-funded, fares make up roughly 20% of our annual operating budget and are vital to ensuring MTD can continue delivering high-quality service.

Here are the key reasons behind a fare adjustment:

#### Operational Cost

MTD has worked to keep fares low, avoiding a fare increase since 2009. However, the cost of fuel, labor, and maintenance have all increased substantially in the past 16 years. The proposed fare adjustment will help offset these operational expenses and ensure the continued sustainable operations of our services.

#### Service Quality

Connecting people to opportunity by providing high-quality service is one of our top priorities. How and when fares are paid impacts the quality of service. Paying cash takes time and slows down trips for everyone. The proposed fare adjustment offers discounts for pre-paid or Tap2Ride fares to keep your bus moving.

Thank you for participating!

Contact us to learn more about these changes:  
805.963.3366 | sbmtd.gov/farechange

### Fare Structure Alternatives

We remain committed to offering affordable transportation options for all community members, which is why MTD is considering two different fare adjustment scenarios which can be reviewed down below.

Fare Structure		Current	Alternative 1	Alternative 2
Cash Fares	Regular Fare	\$1.75	\$2.25	\$2.50
	Youth	\$1.75	\$2.25	\$2.50
	Senior/Disabled	\$0.85	\$1.00	\$1.25
Day Pass		\$6.00	\$6.00	\$6.00
10-Ride Pass	Adult	\$11.50	\$18.50	\$17.50
	Youth	\$8.25	\$13.50	\$12.50
	Senior/Disabled	\$5.50	\$9.00	\$8.50
30-Day Pass	Adult	\$52.00	\$85.00	\$80.00
	Youth	\$42.00	\$68.00	\$65.00
	Senior/Disabled	\$20.00	\$32.00	\$30.00

### Fare Adjustment Survey

#### 1. How often do you ride MTD buses?

- ☐ Every day  
☐ Several times a week  
☐ Once a week  
☐ A few times a month  
☐ A few times a year  
☐ Never

#### 2. How reasonable is a \$2.25 bus fare?

- Not Very Reasonable  
1 2 3 4 5  
Very Reasonable

#### 3. How reasonable is a \$2.50 bus fare?

- Not Very Reasonable  
1 2 3 4 5  
Very Reasonable

#### 4. Between Alternative 1 and Alternative 2, which would you like to see implemented?

- ☐ Alternative 1 (\$2.25 base fare and a moderate discount on pre-paid passes)  
☐ Alternative 2 (\$2.50 base fare and a greater discount on pre-paid passes)

#### 5. How do you currently pay your fare? (Check all that apply.)

- ☐ Cash  
☐ Adult Pass  
☐ Senior Reduced Pass  
☐ Disabled Reduced Pass  
☐ Youth Reduced Pass  
☐ Tap2Ride Contactless  
☐ None, I'm a UCSB/SBCC student

6. Riders now have the ability to pay-as-you-go with the Tap2Ride contactless payment system, with costs capped at the same amount of a discounted pass. If you haven't used it yet, why not?

- ☐ I haven't used it, but I plan to do so  
☐ I can't because I don't have a contactless-enabled bank card or smart device  
☐ I can't because I don't have a bank account  
☐ I ride the bus as a UCSB/SBCC student  
☐ I didn't know about it  
☐ Other: \_\_\_\_\_

#### 7. How would you prefer to pay for your fare?

- ☐ Cash  
☐ Tap2Ride contactless payment with daily and monthly fare costs capped  
☐ MTD bus pass (Day Pass, 10-Ride or 30-Day Pass)  
☐ I ride the bus as a UCSB/SBCC student  
☐ Other: \_\_\_\_\_

8. How likely are you to continue using MTD transit services if the proposed fare increase is approved?

- Not Very Likely  
1 2 3 4 5  
Very Likely

#### 9. What is your household income?

- ☐ \$0 to \$19,999  
☐ \$20,000-\$49,999  
☐ \$50,000-\$89,999  
☐ \$90,000-\$129,999  
☐ \$130,000-\$149,000  
☐ \$150,000+  
☐ Prefer not to answer

#### 10. Which race or ethnicity best describes you?

- ☐ American Indian or Alaskan Native  
☐ Asian / Pacific Islander  
☐ Black or African American  
☐ Hispanic or Latino  
☐ White / Caucasian  
☐ Multiple ethnicity/ Other (please specify) \_\_\_\_\_

#### 11. Please write your home zip code:

12. Do you have any other comments concerning MTD's proposed fare adjustment?





## Ajuste de Tarifas Propuesto

Santa Barbara MTD está considerando un aumento de tarifa para su servicio de autobús de ruta fija. Para comprender cómo los cambios propuestos afectarán a la comunidad a la que servimos, MTD quiere saber de usted. Su opinión es valiosa para nosotros.

Puede realizar la encuesta en línea escaneando el código QR que aparece a continuación o completando la encuesta física en este folleto. Las encuestas en papel se pueden entregar en el Centro de Tránsito o a bordo del autobús.

**¡PARA OBTENER MÁS INFORMACIÓN Y COMPLETAR LA ENCUESTA, ESCANEE EL CÓDIGO QR!!**



### ¿Por qué un ajuste de tarifas?

Si bien nuestros servicios están financiados principalmente por el gobierno, las tarifas representan aproximadamente el 20 % de nuestro presupuesto operativo anual y son vitales para garantizar que MTD pueda continuar brindando un servicio de alta calidad.

Estas son las razones clave detrás de un ajuste de tarifas:

#### Costo operacional

MTD ha trabajado para mantener las tarifas bajas, evitando un aumento de tarifas desde 2009. Sin embargo, el costo del combustible, la mano de obra y el mantenimiento han aumentado sustancialmente en los últimos 16 años. El ajuste de tarifas propuesto ayudará a compensar estos gastos operativos y garantizará la continuidad de las operaciones sostenibles de nuestros servicios.

#### Calidad de servicio

Conectar a las personas con oportunidades brindándoles un servicio de alta calidad es una de nuestras principales prioridades. Cómo y cuándo se pagan las tarifas influye en la calidad del servicio. Pagar en efectivo lleva tiempo y ralentiza los viajes para todos. El ajuste de tarifa propuesto ofrece descuentos para tarifas prepagas o Tap2Ride para mantener su autobús en movimiento.

**¡Gracias por participar!**

Contáctenos para obtener más información sobre estos cambios:  
805.963.3366 | sbmtd.gov/farechange

## Alternativas de tarifas propuestas

Seguimos comprometidos a ofrecer opciones de transporte asequibles para todos los miembros de la comunidad, razón por la cual MTD está considerando dos escenarios diferentes de ajuste de tarifas que se pueden revisar a continuación.

Estructura de tarifas		Actual	Alternativa 1	Alternativa 2
Tarifas en efectivo	Tarifa Regular	\$1.75	\$2.25	\$2.50
	Juventud	\$1.75	\$2.25	\$2.50
	Senior/Discapacitado	\$0.85	\$1.00	\$1.25
Pase de un día		\$6.00	\$6.00	\$6.00
Pase de 10-viajes	Adulto	\$11.50	\$18.50	\$17.50
	Juventud	\$8.25	\$13.50	\$12.50
	Senior/Discapacitado	\$5.50	\$9.00	\$8.50
Pase de 30-viajes	Adulto	\$52.00	\$85.00	\$80.00
	Juventud	\$42.00	\$68.00	\$65.00
	Senior/Discapacitado	\$20.00	\$32.00	\$30.00

## Encuesta de ajuste de tarifas

1. ¿Con qué frecuencia viaja en los autobuses de MTD?

- ☐ Cada día  
☐ Varias veces a la semana  
☐ Una vez a la semana
- ☐ Algunas veces al mes  
☐ Algunas veces al año  
☐ Nunca

2. ¿Qué tan razonable es una tarifa de autobús de \$2.25?

- No muy razonable  
1 2 3 4 5  
Muy razonable

3. ¿Qué tan razonable es una tarifa de autobús de \$2.50?

- No muy razonable  
1 2 3 4 5  
Muy razonable

4. Entre la Alternativa 1 y la Alternativa 2, ¿cuál le gustaría que se implementara?

- ☐ Alternativa 1 (tarifa base de \$2.25 y menos descuento en pases prepagos)  
☐ Alternativa 2 (\$2.50 tarifa base y mayores descuentos en pases prepagos)

5. ¿Cómo paga actualmente su tarifa?  
(Marque todo lo que corresponda).

- ☐ Efectivo  
☐ Pase Adulto  
☐ Pase Reducido Senior  
☐ Pase reducido para discapacitados
- ☐ Pase reducido para jóvenes  
☐ Tap2Ride sin contacto  
☐ Ninguno, soy estudiante de UCSB/SBCC

6. Los pasajeros ahora tienen la posibilidad de pagar por uso con el sistema de pago sin contacto Tap2Ride, con costos limitados al mismo monto de un pase con descuento. Si aún no lo has usado, ¿por qué no?

- ☐ No lo he usado, pero planeo hacerlo.  
☐ No puedo porque no tengo una tarjeta bancaria sin contacto o un dispositivo inteligente  
☐ No puedo porque no cuenta bancaria.  
☐ Viajo en autobús como estudiante de UCSB/SBCC  
☐ No lo sabía  
☐ Otro: \_\_\_\_\_

7. ¿Cómo preferirías pagar tu tarifa?

- ☐ Efectivo  
☐ Pago sin contacto Tap2Ride con tarifas diarias y mensuales limitadas  
☐ Pase de autobús MTD (Pase de un día, Pase de 10 viajes o de 30 días)  
☐ Viajo en autobús como estudiante de UCSB/SBCC  
☐ Otro: \_\_\_\_\_

8. ¿Qué probabilidades hay de que continúe utilizando los servicios de tránsito de MTD si se aprueba el aumento de tarifa propuesto?

- No muy probable  
1 2 3 4 5  
Muy probable

9. ¿Cuál es el ingreso de su hogar?

- ☐ \$0 to \$19,999  
☐ \$20,000-\$49,999  
☐ \$50,000-\$89,999  
☐ \$90,000-\$129,999  
☐ \$130,000-\$149,000  
☐ \$150,000+  
☐ Prefiero no responder

10. ¿Qué raza o etnia te describe mejor?

- ☐ Indio americano o nativo de Alaska  
☐ Asiático/Isleño del Pacífico  
☐ Negro o afroamericano  
☐ Hispano o latino  
☐ Blanco / Caucásico  
☐ Múltiples etnias/Otro (especifique) \_\_\_\_\_

11. Por favor escriba el código postal de su domicilio: \_\_\_\_\_

12. ¿Tiene algún otro comentario sobre el ajuste de tarifas propuesto por MTD?



## BOARD OF DIRECTORS APPROVED MINUTES

**REGULAR MEETING**  
of the  
**BOARD OF DIRECTORS**  
of the  
**SANTA BARBARA METROPOLITAN TRANSIT DISTRICT**  
A Public Agency  
**Tuesday, March 4, 2025**  
**8:30 AM**  
**John G. Britton Auditorium**  
550 Olive Street, Santa Barbara, CA 93101

**1. CALL TO ORDER**

Vice Chair Tabor called the meeting to order at 8:30 A.M.

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

Vice Chair Tabor reported that all members were present with the exception of Chair Davis.

**3. REPORT REGARDING THE POSTING OF THE AGENDA**

Steve Maas, Interim Clerk of the Board/Executive Assistant reported that the agenda was posted on Thursday, February 27, 2025, 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 was asked to review and approve the draft minutes for the regular meeting of February 18, 2025.

**5. CASH REPORTS - (ACTION MAY BE TAKEN)**

The Board of Directors was asked to review and approve the Cash Reports from February 8, 2025 through February 21, 2025.

Director Sarkar moved to approve the consent calendar. Director Solórzano seconded the motion. Director Perotte abstained from the prior minutes. The consent calendar was approved unanimously with one absent.

### THIS CONCLUDES THE CONSENT CALENDAR

**6. PUBLIC COMMENT**

No public comments were made.



<b>BOARD OF DIRECTORS APPROVED MINUTES</b>
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**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.

Vice Chair Tabor recessed the Board to Closed Session at 8:32 A.M.

The Board reconvened from Closed Session at 8:53 A.M.

Vice Chair Tabor reported no action was taken.

**8. DRAFT BUDGET FOR FY 2025-26 (INFORMATIONAL)**

Staff presented the draft fiscal year (FY) 2025-26 budget to the Board of Directors, seeking input on preparing the final draft to be considered for adoption in June.

**9. ADOPTION OF FISCAL YEAR 2025-26 MEASURE A PROGRAM OF PROJECTS SUBMITTAL (ACTION MAY BE TAKEN)**

Staff recommended that the Board approve the submittal of the Santa Barbara Metropolitan Transit District (MTD) Measure A Program of Projects for Fiscal Year (FY) 2025-26. Director Perotte moved to approve the staff recommendation. Director Solórzano seconded the motion. The motion was approved unanimously with one absent.

**10. LOW CARBON TRANSIT OPERATIONS PROGRAM RESOLUTION (ACTION MAY BE TAKEN)**

Staff recommended that the Board adopt Resolution No. 2025-01 authorizing General Manager Jerry Estrada to execute all required documents for an application to the California Department of Transportation (Caltrans) for FY 2024/25 California cap-and-trade funds from the Low Carbon Transit Operations Program (LCTOP). Director Solórzano moved to approve the staff recommendation. Director Lapuz seconded the motion. Resolution No. 2025-01 was approved unanimously with one absent by a rollcall vote.

**ITEM 12 WAS TAKEN PRIOR TO ITEM 11**

**12. COMMERCIAL AUTO AND GENERAL LIABILITY INSURANCE RENEWAL (ACTION MAY BE TAKEN)**

Staff recommended renewal of Commercial Automobile and General Liability Insurance coverage and two Excess liability policies with combined limits of \$14.75 million excess of the self-insured retention of \$250,000, with Interstate Insurance Company (NIIC) effective April 1, 2025 - April 1, 2026, with an estimated annual cost of \$1,025,164 for renewal premiums. Director Perotte moved to approve the staff recommendation. Director Lapuz seconded the motion. The motion was approved unanimously with one absent.

**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.

<b>BOARD OF DIRECTORS APPROVED MINUTES</b>
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**9:30 A.M. TIME CERTAIN - 2025 FARE STRUCTURE ADJUSTMENT AND EQUITY ANALYSIS****11. 2025 FARE STRUCTURE ADJUSTMENT AND EQUITY ANALYSIS (ACTION MAY BE TAKEN)**

Staff recommended that the Board receive a report on the fare structure adjustment outreach process and survey results, and adopt fare structure Alternative 2. Additionally, staff recommends raising the age of eligibility for the senior fare to 65 from 62, in order to bring the cash and pass fare in line with Tap2Ride senior eligibility. Director Lapuz moved to approve the staff recommendation. Secretary Lemberger seconded the motion. The motion was approved unanimously with one absent.

**13. GENERAL MANAGER'S REPORT – (INFORMATIONAL)**

General Manager Estrada reported on District activities.

**14. OTHER BUSINESS AND REPORTS – (INFORMATIONAL)**

General Estrada discussed MTD's student pass programs with UCSB and SBCC.

**15. ADJOURNMENT**

Vice Chair Tabor adjourned the meeting at 10:35 A.M.

**Approved by the Board of Directors March 18, 2025**



Board of Directors, Secretary

**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.



**ATTACHMENT J: MTD BOARD OF DIRECTORS RESOLUTION**