



AGENDA
Meeting
of the
BOARD OF DIRECTORS
of the
SANTA BARBARA METROPOLITAN TRANSIT DISTRICT
A Public Agency
Tuesday, January 26, 2010
8:30 a.m.
Santa Barbara MTD Auditorium
550 Olive Street, Santa Barbara, CA 93101

1. CALL TO ORDER

2. ROLL CALL OF THE BOARD OF DIRECTORS

Dave Davis, Chair; Roger Aceves, Vice Chair; Chuck McQuary, Secretary; Dick Weinberg, Director; Sharon Anderson, Director; Brian Fahnestock, Director; John Britton, Director

3. REPORT REGARDING POSTING OF AGENDA

CONSENT CALENDAR

4. APPROVAL OF PRIOR MINUTES (ATTACHMENT- ACTION MAY BE TAKEN)

The Board will be asked to waive the reading of and approve the draft minutes for the meetings of January 12, 2010.

5. CASH REPORT- (ATTACHMENTS- ACTION MAY BE TAKEN)

The Board will be asked to review the cash reports for January 5, 2010 through January 18, 2010.

THIS CONCLUDES THE CONSENT CALENDAR

6. PUBLIC COMMENT

Members of the public may address the Board on items within the jurisdiction of the Board that are not scheduled for public hearing. The time allotted per speaker will be at the discretion of the Board Chair. If you wish to address the Board under this item number, please complete and deliver to the MTD Board Clerk **before the meeting is convened**, a "Request to Speak" form including a description of the subject you wish to address. Additional public comment will be allowed during each agenda item, including closed session items. Please fill out the Request to Speak form and indicate the agenda item # that you wish to comment on.

7. UPDATE- CITY OF SANTA BARBARA (ACTION MAY BE TAKEN)

The Board will receive an update from the City of Santa Barbara Council MTD Liaison.

8. SERVICE PLANNING AND EVALUATION POLICY - (ACTION MAY BE TAKEN)

Staff will present the updated Service Planning and Evaluation Policy and will seek adoption of the updated policy by the Board of Directors.

9. VALLEY EXPRESS- (ACTION MAY BE TAKEN)

The Board will be asked to authorize the General Manager to request support from Santa Barbara County Association of Governments (SBCAG).

10. GENERAL MANAGERS REPORT- (ACTION MAY BE TAKEN)

- a. Clean Air Express
- b. Measure A Update
- c. Update on current status of Sales Tax Revenue
- d. South Coast ITS (Intelligent Transportation Systems) Update
- e. Other

11. OTHER BUSINESS AND COMMITTEE REPORTS- (ACTION MAY BE TAKEN)

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

12. ADJOURNMENT

AMERICANS WITH DISABILITIES ACT: If you need special assistance to participate in this meeting, please contact the MTD Administrative Office at 963-3364 at least **48 hours in advance** of the meeting to allow time for MTD to attempt a reasonable accommodation.



DRAFT MINUTES
Meeting
of the
BOARD OF DIRECTORS
of the
SANTA BARBARA METROPOLITAN TRANSIT DISTRICT
A Public Agency
Tuesday, January 12, 2010
8:30 a.m.
Santa Barbara MTD 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 OF DIRECTORS

Chair Davis reported that all members were present.

3. REPORT REGARDING POSTING OF AGENDA

Imelda Martin, Executive Assistant to the General Manager and Board of Directors, reported that the agenda was posted on Friday, January 8, 2010 at MTD's administrative offices, emailed and mailed to those on the agenda minutes list, and posted on MTD's website

CONSENT CALENDAR

4. APPROVAL OF PRIOR MINUTES (ATTACHMENT- ACTION MAY BE TAKEN)

With an amendment from Director Fahnestock, Director Aceves moved to approve the prior minutes of December 15, 2009 and of December 1, 2009. Director Britton seconded the motion. The motion passed unanimously.

5. CASH REPORT- (ATTACHMENTS- ACTION MAY BE TAKEN)

Director Aceves moved to approve the cash reports for December 22, 2009 through January 4, 2010. Director Fahnestock seconded the motion. The motion passed unanimously.

THIS CONCLUDES THE CONSENT CALENDAR

6. PUBLIC COMMENT

There was no public comment made.

7. UPDATE- CITY OF SANTA BARBARA (ACTION MAY BE TAKEN)

No report was made.

8. MAJOR PROJECT ACTIVITY REPORT- (INFORMATIONAL)

Jerry Estrada, Assistant General Manager presented the board with a quick overview of active and scheduled major projects that would be discussed during the presentation.

Mr. Estrada informed the board that the Governor had recently proposed the elimination of funding for the State Transit Assistance (STA) program in his proposed budget for fiscal year 10/11. Previously, funding of the STA had been eliminated for a five year period. Mr. Estrada reminded the board that MTD has used these funds to pay for capital projects such as those included in the presentation.

The presentation began with an update of bus replacement acquisitions. Mr. Estrada reported that the forty-foot hybrid bus acquisition was on schedule as was the forty-foot diesel bus purchase. Mr. Estrada also updated the board to a lesser extent on the status of the current solicitation of replacement electric shuttles. A discussion regarding the funding source of the electric shuttles and cost of the hybrid buses took place at this time.

Mr. Brad Davis, Assistant Controller reviewed the Electric Vehicle Lithium Ion Battery Conversion project with the Board. Mr. Davis briefly discussed some of the challenges as it pertains to the acquisition of replacement batteries and that delivery is expected in approximately six weeks. Mr. Estrada touched on other bus improvement projects such as engine, transmission replacements, battery monitoring systems as well as battery pack replacements.

The presentation progressed to a discussion of service vehicle replacements. Steve Maas, Manager of Strategic Planning and Compliance, reported that at this time MTD is in the process for finalizing the specifications to acquire relief cars, staff vehicles and maintenance trucks (service vehicles).

Mr. Estrada continued the update by discussing the Mobile On-Time Performance System project as well as a recent grant request for a digital radio system. The intent is to replace MTD's existing analog radio system that was purchased in 1998 with a more modern and robust system. The discussion included some of the possibilities that a new digital radio system would support.

David Damiano, Manager of Passenger Relations and Community Development, reported that the Superstop project is moving forward. MTD received approval from the Historic Landmark Commission. Construction drawings are being completed and permits are in the process of being pulled.

Mr. Estrada reported that he is awaiting additional information from GFI to justify the sole source acquisition of Ticket Vending Machines. Mr. Davis reported that the Security Cameras Project is in process with proposals due January 21st. Discussions with City of Santa Barbara staff have begun in a proposal to use the city fiber optic network. A Memorandum of Understanding (MOU) with the City of Santa Barbara is underway and scheduled to be brought to the City Council.

In response to a question by Director Aceves regarding Solar Energy, Mr. Estrada stated that a Photovoltaic system is on our capital wish list. Chair Davis asked that Mr. Griffith return at a later Board Meeting for discussion.

The presentation was concluded with an update regarding the status of the Diesel Fuel bid. Mr. Estrada reported that the 12-month fixed-price diesel fuel contract would expire in May and that staff anticipated proceeding with a new solicitation within the next two months.

Director Fahnestock thanked staff for the update.

9. GENERAL MANAGERS REPORT- (ACTION MAY BE TAKEN)

General Manager Fisher reported the status of Bio-Diesel is indicating that the fuel credit of \$1.00 per gallon is not currently offered. MTD has chosen to continue with bio-diesel while awaiting a formal answer from the State. Chair Davis stated that he has spoken to a contact from Bio Diesel Industries and they feel confident that the Bill will pass.

General Manager Fisher reported that discussions with the City of Lompoc, City of Santa Maria and SBCAG continue regarding Clean Air Express.

Chair Davis asked that when staff prepares for the mid-year Budget, MTD keep in mind the continued erosion of funding and how it may affect our service levels.

Vice Chair Aceves requested a joint meeting with City of Santa Barbara newly elected council members.

10. OTHER BUSINESS AND COMMITTEE REPORTS- (ACTION MAY BE TAKEN)

None was reported.

AT THIS TIME VICE CHAIR ACEVES REPORTED THAT THE HUMAN RESOURCES COMMITTEE SCHEDULED IMMEDIATELY FOLLOWING THE MEETING WILL BE POSTPONED.

11. RECESS TO CLOSED SESSION-UNION NEGOTIATIONS- (NO ACTION WILL BE TAKEN)

The board met in closed session pursuant to Government Code §54957.6 to discuss labor negotiations with labor negotiators Sherrie Fisher, General Manager and Jerry Estrada, Assistant General Manager.

Upon returning from closed session, Chair Davis reported that during the closed session the Board instructed the General Manager to invite and request the Union to open negotiations.

12. ADJOURNMENT

Director Aceves moved to adjourn the meeting. Director Fahnestock seconded the motion. The motion passed unanimously.

AMERICANS WITH DISABILITIES ACT: If you need special assistance to participate in this meeting, please contact the MTD Administrative Office at 963-3364 at least **48 hours in advance** of the meeting to allow time for MTD to attempt a reasonable accommodation.

Santa Barbara Metropolitan Transit District
Cash Report
Board Meeting of January 25, 2010
For the Period January 5, 2010 through January 18, 2010

MONEY MARKET

Beginning Balance January 5, 2010 **\$1,512,878.52**

Passenger Fares	171,720.52
Accounts Receivable	33,736.16
Interest Inc - Dec 09	1,158.10
Miscellaneous	1,005.39
Advertising & Prepaid Dep	265.35
Total Deposits	207,885.52

Bank Fee - Dec 09	.20
ACH Garnishment Trf	(2,480.63)
WC Reimb. - Dec 09	(23,315.76)
ACH Pensions Transfer	(38,129.47)
ACH Tax Deposit	(151,041.19)
Payroll Transfer	(340,238.08)
Operations Transfer	(498,897.57)
Total Disbursements	(1,054,102.50)

Ending Balance **\$666,661.54**

CASH INVESTMENTS

LAIF Account	\$6,260,295.45
Money Market Account	666,661.54

Total Cash Balance **\$6,926,956.99**

SELF INSURED LIABILITY ACCOUNTS

WC / Liability Reserves as of Jan 18, 2010	(\$1,311,748.62)
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Working Capital **\$5,615,208.37**

**Santa Barbara Metropolitan Transit District
Accounts Payable**

Check #	Date	Company	Description	Amount	Voids
94415	1/7/2010	ROGER STEVEN ACEVES	DIRECTOR FEES	120.00	
94416	1/7/2010	SHARON ANDERSON	DIRECTOR FEES	120.00	
94417	1/7/2010	ASBURY ENVIRONMENTAL SERVIC	WASTE OIL RECYCLER	230.43	
94418	1/7/2010	BAY ALARM COMPANY, INC	CONTRACT MAINT	350.90	
94419	1/7/2010	BOMAR SECURITY & INVESTIGATI	SECURITY SERVICES	714.56	
94420	1/7/2010	JOHN BRITTON	DIRECTOR FEES	120.00	
94421	1/7/2010	CALIFORNIA ELECTRIC SUPPLY, IN	SHOP/B&G SUPPLIES	13.49	
94422	1/7/2010	CARQUEST AUTO PARTS	BUS PARTS & SUPPLIES	987.22	
94423	1/7/2010	CARROLL PLUMBING & MAINT.	B&G REPAIR	34.80	
94424	1/7/2010	CALIFORNIA TRANSIT ASSOCIATIO	ASSOCIATION DUES	11,660.00	
94425	1/7/2010	CINTAS FIRST AID & SAFETY DB	FIRST AID SUPPLIES	447.07	
94426	1/7/2010	COAST TRUCK PARTS	BUS PARTS	15.99	
94427	1/7/2010	COX COMMUNICATIONS	INTERNET & CABLE TV	212.95	
94428	1/7/2010	CROCKER REFRIGERATION & AIR	HVAC MAINTENANCE	176.25	
94429	1/7/2010	CUMMINS CAL PACIFIC LLC	BUS PARTS	77.91	
94430	1/7/2010	COUNTY OF S.B.PUBLIC WORKS DE	WASTE DISPOSAL	111.00	
94431	1/7/2010	DAVID D. DAVIS JR.	DIRECTOR FEES	120.00	
94432	1/7/2010	FALCON FUELS, INC.	BUS FUEL	15,663.41	
94433	1/7/2010	FAST UNDERCAR	EV BUS PARTS	51.55	
94434	1/7/2010	BRIAN FAHNESTOCK	DIRECTOR FEES	120.00	
94435	1/7/2010	FAIRVIEW UNOCAL/TOM PRICE	SMOG TESTING	256.50	
94436	1/7/2010	FRAZEE INDUSTRIES, INC	BUS STOP MAINT.	57.42	
94437	1/7/2010	GARCIA, GABRIEL	REIMBURSEMENT	60.00	
94438	1/7/2010	GFI GENFARE, INC.	FAREBOX REPAIRS & PARTS	1,837.45	
94439	1/7/2010	GEM EQUIPMENT	BUS PARTS & SUPPLIES	54.17	
94440	1/7/2010	G.L. HYDRAULICS INC.	VENDOR BUS REPAIRS	388.31	
94441	1/7/2010	GIBBS INTERNATIONAL INC	BUS PARTS/SUPPLIES	2,500.16	
94442	1/7/2010	GILLIG LLC DBA	BUS PARTS	1,167.10	
94443	1/7/2010	GLEASON, GARY	HEALTH/DENTAL REIMBURSEMENT	2,801.28	
94444	1/7/2010	GOODYEAR TIRE & RUBBER CO	LEASED TIRES	609.29	
94445	1/7/2010	GRAINGER, INC.	SHOP/B&G SUPPLIES	494.27	
94446	1/7/2010	GRISHAM, JILL	REIMBURSEMENT	30.36	
94447	1/7/2010	H.G. MAKELIM CO.	BUS PARTS	865.89	
94448	1/7/2010	H. G. PETERSEN FAMILY PROPERTI	PARKING FOR VALLEY BUSES	100.00	
94449	1/7/2010	HOME IMPROVEMENT CTR.	SHOP/B&G SUPPLIES	107.08	
94450	1/7/2010	VERONICA SMITH	EV/CHARGER REPAIRS	4,664.16	
94451	1/7/2010	INDOFF, INC.	OFFICE SUPPLIES	613.34	

Check #	Date	Company	Description	Amount	Voids
94452	1/7/2010	JANEK CORP	BUS PARTS	924.38	
94453	1/7/2010	SHERIFF CIVIL BUREAU	PAYROLL RELATED	166.37	
94454	1/7/2010	LASH CONSTRUCTION INC.	BUS STOP MAINT.	1,603.00	
94455	1/7/2010	LA CUMBRE FEED	SOFT WATER SYSTEM SUPPLIES	379.68	
94456	1/7/2010	MAR-CO INDUSTRIES INC	SHOP/B&G SUPPLIES	133.71	
94457	1/7/2010	MC CORMIX CORP. (OIL)	LUBRICANTS	2,072.20	
94458	1/7/2010	MC CORMIX CORP. (GAS)	FUEL-SERVICE VEHICLES	1,861.83	
94459	1/7/2010	MCMASTER-CARR SUPPLY CO.	SHOP/B&G SUPPLIES	245.08	
94460	1/7/2010	CHUCK MCQUARY	DIRECTOR FEES	120.00	
94461	1/7/2010	MISSION LINEN SUPPLY, INC	UNIFORM & LINEN SERVICE	4,025.67	
94462	1/7/2010	MOHAWK MFG. AND SUPPLY CO.	BUS PARTS	63.84	
94463	1/7/2010	MOTOR COACH INDUSTRIES	BUS PARTS	582.87	
94464	1/7/2010	MOUNTAIN SPRING WATER	SHOP & OFFICE SUPPLIES	1,028.45	
94465	1/7/2010	MORRIS, WILLIAM	REIMBURSEMENT	60.00	
94466	1/7/2010	NATIONAL INTERSTATE INS INC.	LIABILITY INSURANCE	24,491.51	
94467	1/7/2010	NU-COOL REDI GREEN	COOLANTS & SHOP SUPPLIES	193.03	
94468	1/7/2010	PREVOST CAR INC.- CREDIT DEPT.	BUS PARTS	1,239.06	
94469	1/7/2010	PRAXAIR DISTRIBUTION, INC.	SHOP SUPPLIES	80.11	
94470	1/7/2010	RAMIREZ, ANTONIO	MEDICAL REIMBURSEMENT	285.00	
94471	1/7/2010	RON WILLIAMS MACHINE SHOP	BUS REPAIRS	1,404.00	
94472	1/7/2010	SD AUTO PARTS (NAPA) DBA	BUS PARTS	75.35	
94473	1/7/2010	SANTA BARBARA POLICE DEPT.	PROFESSIONAL SERVICES	2,865.00	
94474	1/7/2010	SERVICE MASTER OF SANTA BARB	JANITORIAL SERV./SUPPLIES	707.00	
94475	1/7/2010	SM TIRE, CORP.	BUS TIRE MOUNTING	111.00	
94476	1/7/2010	SMARDAN-HATCHER CO., INC	B&G REPAIRS & SUPPLIES	235.90	
94477	1/7/2010	SO. CAL. EDISON CO.	UTILITIES	4,740.94	
94478	1/7/2010	SPECIALTY TOOL & BOLT	SHOP SUPPLIES	116.79	
94479	1/7/2010	STEWART'S DE-ROOTING & PLUMBI	PLUMBING REPAIRS	188.28	
94480	1/7/2010	SB CITY OF-REFUSE/WATER	UTILITIES	3,369.73	
94481	1/7/2010	SB COUNTY FIRE DEPARTMENT	SITE MITIGATION	1,425.00	
94482	1/7/2010	TANK TEAM INC.	TANK TESTS	1,925.00	
94483	1/7/2010	TORRES, MARTHA	REIMBURSEMENT	44.46	
94484	1/7/2010	TRI-COUNTY AUTO GLASS INC	REPLACE BUS WINDOWS	440.00	
94485	1/7/2010	VALLEY POWER SYSTEMS, INC.	BUS PARTS	27.49	
94486	1/7/2010	WAXIE SANITARY SUPPLY DBA	JANITORIAL SUPPLIES	618.87	
94487	1/7/2010	RICHARD WEINBERG	DIRECTOR FEES	120.00	
94488	1/14/2010	AGENCIES TOOL CENTER CORP.	SHOP SUPPLIES	69.20	
94489	1/14/2010	AGUIRRE, STELLA	DMV/VTT REIMB	44.00	
94490	1/14/2010	BATTERY SYSTEMS OF OXNARD	BUS PARTS	1,070.49	
94491	1/14/2010	BNS ELECTRONICS, INC.	GIB. SITE RENTAL	284.70	

Check #	Date	Company	Description	Amount	Voids
94492	1/14/2010	BOMAR SECURITY & INVESTIGATI	SECURITY SERVICES	1,939.52	
94493	1/14/2010	CALIFORNIA ELECTRIC SUPPLY, IN	SHOP/B&G SUPPLIES	151.39	
94494	1/14/2010	CARDONA, TIM	TOOL ALLOWANCE	1,100.00	
94495	1/14/2010	CARQUEST AUTO PARTS	BUS PARTS & SUPPLIES	108.76	
94496	1/14/2010	CENTRAL COAST CIRCULATION, LL	BUS BOOK DISTRIBUTION	575.00	
94497	1/14/2010	CHANNEL CITY ENGINEERING	BUS REPAIRS	150.00	
94498	1/14/2010	CINTAS FIRST AID & SAFETY DB	FIRST AID SUPPLIES	169.80	
94499	1/14/2010	COAST TRUCK PARTS	BUS PARTS	457.38	
94500	1/14/2010	CUMMINS CAL PACIFIC LLC	BUS PARTS	298.58	
94501	1/14/2010	CRAIN AUTO ELECTRIC	BUS PARTS	130.36	
94502	1/14/2010	COUNTY OF S.B.PUBLIC WORKS DE	WASTE DISPOSAL	41.00	
94503	1/14/2010	DONS INDUSTRIAL, INC.	BUS PARTS/SHOP SUPPLIES	142.01	
94504	1/14/2010	DOWNTOWN ORGANIZATION, INC.	BREAKFAST ANNUAL FEE/TC MAINTEN	400.00	
94505	1/14/2010	EASY LIFT TRANSPORTATION, INC.	ADA SUBSIDY	47,867.00	
94506	1/14/2010	FALCON FUELS, INC.	BUS FUEL	47,924.42	
94507	1/14/2010	GILBARCO INC. (GASBOY)	SHOP SOFTWARE	507.66	
94508	1/14/2010	GIBBS INTERNATIONAL INC	BUS PARTS/SUPPLIES	3,335.22	
94509	1/14/2010	GILLIG LLC DBA	BUS PARTS	617.45	
94510	1/14/2010	GOODYEAR TIRE & RUBBER CO	LEASED TIRES	9,405.74	
94511	1/14/2010	GOLETA VALLEY CHAMBER OF CO	MEMBERSHIP DUES	218.90	
94512	1/14/2010	H.G. MAKELIM CO.	BUS PARTS	2,618.69	
94513	1/14/2010	HEDRICK, SCOTT	TOOL ALLOWANCE	1,100.00	
94514	1/14/2010	HOME IMPROVEMENT CTR.	SHOP/B&G SUPPLIES	125.81	
94515	1/14/2010	INDOFF, INC.	OFFICE SUPPLIES	744.32	
94516	1/14/2010	INDUSTRIAL RELATIONS DEPT.	ANNUAL SELF INSURANCE FEE	10,736.10	
94517	1/14/2010	J n L GLASS INC.	REPLACE BUS WINDOWS	525.00	
94518	1/14/2010	MARBORG INDUSTRIES (INC)	UTILITIES & RENTAL FEES	160.48	
94519	1/14/2010	MARVAC ELECTRONICS	B&G SUPPLIES	10.87	
94520	1/14/2010	MIKE CUEVAS	LANDSCAPE MAINTENANCE SERVICE	632.00	
94521	1/14/2010	MUZICRAFT, INC	TC CONTRACT MAINTENANCE	357.06	
94522	1/14/2010	PREVOST CAR INC.- CREDIT DEPT.	BUS PARTS	2,681.13	
94523	1/14/2010	PHILLIPS 66-CONOCO-76	SERVICE VEHICLE FUEL	66.65	
94524	1/14/2010	PITNEY BOWES INC	POSTAGE METER QTRLY CHARGES	146.82	
94525	1/14/2010	PB-RESERVE ACCOUNT	PREPAID POSTAGE	1,500.00	
94526	1/14/2010	POINDEXTER, CAREY	MEDICAL REIMBURSEMENT	532.00	
94527	1/14/2010	PRESTIGE TIRE & AUTO SERVICE, I	SERVICE VEHICLE REPAIRS	34.00	
94528	1/14/2010	REPUBLIC ELEVATOR, INC	ELEVATOR MAINTENANCE	126.28	
94529	1/14/2010	ROGERS, SHEFFIELD & CAMPBELL,	LEGAL COUNSEL	3,321.25	
94530	1/14/2010	RON WILLIAMS MACHINE SHOP	BUS REPAIRS	749.00	
94531	1/14/2010	SD AUTO PARTS (NAPA) DBA	BUS PARTS	108.53	

Check #	Date	Company	Description	Amount	Voids
94532	1/14/2010	SERVICE MASTER OF SANTA BARB	JANITORIAL SERV./SUPPLIES	4,952.00	
94533	1/14/2010	SM TIRE, CORP.	BUS TIRE MOUNTING	128.23	
94534	1/14/2010	SMART & FINAL	OFFICE/MEETING SUPPLIES	784.59	
94535	1/14/2010	SO. CAL. EDISON CO.	UTILITIES	1,662.72	
94536	1/14/2010	SUHR, CLARENCE	REIMBURSEMENT	49.00	
94537	1/14/2010	STEWART'S DE-ROOTING & PLUMBI	PLUMBING REPAIRS	95.00	
94538	1/14/2010	THE LIGHTHOUSE	SHOP SUPPLIES	40.71	
94539	1/14/2010	TEAMSTERS MISC FUND	UNION MEDICAL/DENTAL	121,087.24	
94540	1/14/2010	TRUCK TRAILER TRANSIT	BUS PARTS	645.98	
94541	1/14/2010	TRI-COUNTY AUTO GLASS INC	REPLACE BUS WINDOWS	540.00	
94542	1/14/2010	INTERSTATE CAPITAL CORPORATI	UNIFORMS	548.72	
94543	1/14/2010	URBAN RESTORATION GROUP US I	MATERIALS FOR REMOVING GRAFFIT	245.23	
94544	1/14/2010	VERIZON CALIFORNIA	TELEPHONES	935.95	
94545	1/14/2010	WAXIE SANITARY SUPPLY DBA	JANITORIAL SUPPLIES	439.85	
94546	1/14/2010	WORKER'S COMPENSATION ADMIN.	PROFFESIONAL SERVICES	9,466.95	
94547	1/15/2010	CHILD SUPPORT ENFORCEMENT AG	PAYROLL RELATED	147.69	
94548	1/15/2010	DEAILE, MARY	PAYROLL RELATED	106.15	
94549	1/15/2010	STATE OF CALIFORNIA	PAYROLL RELATED	175.00	
94550	1/15/2010	UNITED STATES TREASURY - IRS	PAYROLL RELATED	500.00	
94551	1/15/2010	SHERIFF CIVIL BUREAU	PAYROLL RELATED	557.20	
94552	1/15/2010	SB COUNTY FEDERAL CREDIT UNIO	PAYROLL DEDUCTION	1,448.00	
94553	1/15/2010	SEELEY-RUIZ, KAREN	PAYROLL RELATED	75.69	
94554	1/15/2010	TEAMSTERS PENSION TRUST	UNION PENSION	94,376.96	
94555	1/15/2010	TEAMSTERS UNION LOCAL NO. 186	UNION DUES	10,163.35	
94556	1/15/2010	UNITED PARCEL SERVICE, INC.	FREIGHT CHARGES	249.19	
94557	1/15/2010	VERIZON CALIFORNIA	TELEPHONES	266.69	
				498,897.57	
Current Cash Report Voided Checks:				0.00	
Prior Cash Report Voided Checks:				0.00	
Grand Total:				\$498,897.57	

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

Date	Company	Description	Amount
1/6/2010	ASTI Holding Company, LLC	Overpass Property Lease - Jan10	14,000.00
1/6/2010	Sarah G. Bowman	Health Cobra	732.89
1/7/2010	Helm, Anita	Health Insurance - Cobra	276.19
1/11/2010	Calles, Gilbert & Leandra	Health Insurance - Retiree	256.54
1/11/2010	Fountain, Melvin and Elizabeth	Health Insurance - Retiree	256.54
1/14/2010	Kara Woods Agency	Advertising on Buses	8,807.00
1/14/2010	Kara Woods Agency	Advertising on Buses	8,807.00
1/14/2010	Sumida Gardens	Advertising on Buses	600.00
Total Accounts Receivable Paid During Period			\$33,736.16



BOARD OF DIRECTORS REPORT

AGENDA DATE: January 26, 2010

AGENDA ITEM: 8

DEPARTMENT: Transit Development

TYPE: Action

PREPARED BY: David Damiano

A handwritten signature in black ink, appearing to read "D. Damiano", written over a horizontal line.

Signature

REVIEWED BY: General Manager

A handwritten signature in black ink, appearing to be initials "DF", written over a horizontal line.

GM Signature

SUBJECT: Service Planning & Evaluation Policy

RECOMMENDATION:

Staff will present the updated Service Planning and Evaluation Policy and will seek adoption of the updated policy by the Board of Directors.

DISCUSSION:

The Service Planning & Evaluation policy was adopted by the Board of Directors in 2002. Due to the fact that the Transit District has evolved over the years it is time to update the Policy to meet the needs of the District in 2010.

**Santa Barbara
Metropolitan Transit District**

**SERVICE PLANNING
&
EVALUATION POLICY**

Updated January 2010

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 - 8.3 Standards for Evaluating Specific Trips

- 9. NON-FIXED ROUTE PRODUCTIVITY STANDARDS**

- 10. EVENTS & SPECIAL SERVICES**

- 11. DECISION MAKING PROCESS**
 - 11.1 Displacement
 - 11.2 Lifeline Service

Service Planning & Evaluation Policy Executive Summary

MTD Service Planning & Evaluation Data Collection

- Qualitative Data
 - Public input
 - ✓ Passenger comments
 - ✓ E-mail and phone communications
 - ✓ Public meetings
 - ✓ Advocacy groups
 - MTD employee input
 - ✓ Drivers/supervisors/transit center staff comments
 - ✓ Staff ride-alongs
 - ✓ Time point checks
 - ✓ Schedule adherence checks
 - Local agency staff input
 - ✓ County
 - ✓ Cities
 - ✓ SBCAG
 - ✓ Other districts (e.g., SBCAG, schools)
- Quantitative Data
 - Route Analysis
 - ✓ Compare each route to system average and to previous year
 - Service Evaluation
 - ✓ Ridership measure (riders per hour or trip)
 - ✓ Economic measure (subsidy per passenger)
 - ✓ Classified by service type
 - Origin and Destination surveys
 - ✓ Various lines as needed
 - Standard transit industry methodologies
 - ✓ Transit elasticities
 - ✓ Demographic analysis

MTD Staff Provides Recommendations to Board

- MTD Board:
 - Holds public hearing
 - Considers staff recommendations

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1. INTRODUCTION

The goal of the Santa Barbara Metropolitan Transit District (MTD) is to provide a reliable, safe, convenient and cost-effective public transit system for everyone residing within the MTD boundaries. This includes people lacking other means of transportation, such as those with limited means, students, the elderly and disabled and visitors to the area. The service is also intended to provide an attractive transportation option for commuters and shoppers who would otherwise drive automobiles.

With these many needs, it is necessary to optimize the use of the District's limited resources. Accordingly, this Policy is established for service planning and service evaluation. It provides guidelines for developing routes and schedules and presents a comprehensive way of evaluating their relative effectiveness. Further, it provides the Board of Directors with information needed to establish priorities in the allocation of district resources.

2. PURPOSE

The purpose of this policy is to establish standards for planning new services and evaluating the effectiveness of new and existing services on an ongoing basis.

3. POLICY GUIDELINES

Various regulations, constraints and market conditions shape the planning process. These include but are not limited to the following.

3.1 Government Agency Regulations

The MTD route planning process, as described in this document, complies with Federal Transit Administration (FTA) requirements that MTD have a written copy of a locally developed process to solicit and consider public comment before raising a fare or carrying out a major reduction of transportation services. In addition, the MTD route planning process complies with requirements of the California Transportation Development Act (TDA). Because MTD utilizes the entirety of its Local Transportation Fund apportionment for the provision of transit service, MTD is not required to hold an annual unmet transit needs hearing.

3.2 Agreements

All Agreements between MTD and other agencies are reviewed to identify any service obligations.

3.3 Budget

The Accounting Department initiates the annual process by establishing a revenue-hours budget for the operation of the system. A budget representing a revenue hour reduction from the previous year of 15 percent or greater is considered a major service reduction. A review of available equipment is conducted with the Maintenance Department; they will then advise the number of vehicles it can provide and keep in service. Based on these numbers, the Transit Development Department establishes the number of service hours to be used in constructing the schedule.

3.4 Demographic Changes

Shifts in population as a result of new residential developments and/or new commercial business parks are considered when developing service plans.

3.5 Public and Employee Input

Members of the public and MTD employees can be valuable sources of information in planning quality bus service. In order that inputs from these sources can be incorporated, proposed service changes will be communicated far enough in advance of implementation so that recommendations can be evaluated effectively. This input process will also be applied to any potential fare policy changes.

Public Input

MTD's public input process includes some or all of the following elements:

- a) *Public Meetings*: Various media will be utilized to ensure that the public is adequately informed of proposed service changes meetings. Such media include, but are not limited to, press releases, on-board flyers, at stop information holders, electronic postcards, targeted direct mail, and display advertisements. The proposed service changes shall be clearly communicated so that the public can make an educated decision as to whether or not they will participate in the input process.
 - Community Advocates will be encouraged to provide input to the Board of Directors. In accordance with the Enabling Act of the California Public Utilities Code, § Section 95000 – 97007, the final decision on any changes will ultimately be made by the Board of Directors.
- b) *Festivals/Community Events*: Information booths may be employed to distribute information about proposed service changes to provide opportunities for members of the community who may not otherwise attend public meetings to provide feedback.
- c) *Community Meetings*: MTD may present proposed service changes at select community meetings in areas that would be impacted so as to maximize the awareness of the targeted audience, such as residents, employees, seniors or students.

- d) *Office Hours*: MTD may elect to hold office hours at a temporary site in an affected service area. Publicizing the office hours throughout the community so that residents can easily come to MTD on a drop-in basis, during scheduled hours, to learn about proposed new services and provide feedback.
- e) *Website*: MTD's website will be used to communicate upcoming service changes with an easy option to provide feedback via an email message sent to MTD.
- f) *MTD Board Public Hearing*: A legal notice to notify the public of the official public hearing of the MTD Board will be printed in the local newspaper. The MTD Board meeting agenda is also distributed and available to the public. The public is also notified of the MTD Board Hearing at "a" through "e" above.

Employee Input

MTD's employee input process includes some or all of the following elements:

- a) *Operations Meetings*: Meetings will be scheduled with Operations personnel to review proposed service changes early in the planning process so that recommendations may be assessed and implemented as appropriate. Additionally, presentations may be given at Verification of Transit Training sessions and supervisor meetings to gain input and communicate final decisions.
- b) *Employee Communications*: Proposed service changes will also be posted on the intranet and communicated via printed employee materials, such as the Employee Newsletters to provide an opportunity for employees to give feedback.
- c) *Ride Alongs*: Members of Planning and Operations may conduct ride alongs on trips to acquire firsthand knowledge about the operation.
- d) *Table Hours*: Members of Planning will establish table hours to receive input from Drivers.

Public and Employee Input Follow-up

The Planning Department will evaluate public and employee input for possible inclusion in future service changes. Following the input process and completion of service change planning, MTD shall attempt to contact the participants where practicable to thank them for their input and impart final results of the plan. Concurrently, MTD will begin implementing the approved promotion plan for the service changes (refer to Section 6, Route & Service Promotion Policy).

4. PLANNING POLICY

The following standards serve as a guide to the Transit Development Department in planning new or restructured bus service.

4.1 Route Structure

- The highest priority for deployment of resources shall be those routes or markets exhibiting the highest transit demand.
- Routes shall operate bi-directionally except for service on one-way couplets and turnarounds.
- Express and Regional routes shall be designed to connect major activity centers and shall be routed via Highway 101 with limited stops.
- Trunk routes shall operate via major arterial roads and connect the principal areas of development in the South Coast.
- Local routes shall operate between residential neighborhoods and central business districts.
- Feeder routes shall connect lower density residential areas with Trunk, Express and Regional lines.
- Shuttle Service shall operate along short high-density corridors, connecting major traffic generators.
 - Provide circulation in lower density areas.

4.2 Directness of Route

Routes shall be designed to be as direct as possible and to provide maximum accessibility to transit. Deviations from a direct path from end-to-end of the route shall account for no more than one-tenth of the end-to-end travel time of the route.

- Loops shall not be inserted into routes except to facilitate bus turnaround at terminal points unless there is no practicable alternative.

4.3 Minimum Service Frequency

Headways (frequency of trips) shall be based on passenger demand. New routes shall provide the minimum frequencies specified below. Existing services that cannot meet these minimum standards while adhering to the minimum productivity standards defined in Section 7 shall be identified as candidates for service changes or appropriate marketing promotion within available resources. Elimination of the route may be considered if service changes and/or promotional efforts do not improve productivity. The following table indicates the minimum frequency standard for types of service and time of day.

Minimum Service Frequency Targets		
<u>Service Type</u>	<u>Time Frame</u>	<u>Minimum Headway</u>
Trunk + Local	Mon – Fri Peak Periods	30 Minutes
	Other hours and days	60 Minutes
Express + Regional	3 peak trips, Mon – Fri Trips should target: To coincide with work shift start and end times	

4.4 Days of Service

Saturday and Sunday average service shall produce at least 50 percent of the weekday passengers per hour for the same span of service.

4.5 Maximum Passenger Loads

For reasons of safety and passenger comfort, loads shall not exceed more than 30 standees in a forty-foot bus and 20 standees in a thirty-foot bus. A bus is also considered at capacity when passengers exceed the line's maximum load point.

4.6 Transfers

If transfers constitute 25 percent or more of the ridership on a line, staff shall evaluate opportunities for direct service.

4.7 Booster Service

Booster service shall be established as fixed-route bus trips specifically scheduled to prevent overcrowding of regularly scheduled service. Booster buses are also deployed when passengers are refused due to loads.

4.8 Holiday Service

Holiday service shall be either Saturday or Sunday service, depending on the degree of closures of businesses. Information regarding holiday closures shall be maintained from major employers located within the MTD route system. Holiday levels of service may also be implemented based on ridership history.

5. SCHEDULING POLICY

5.1 Major Traffic Generators

The starting and ending times of major employers, universities, hospitals and schools shall be considered in developing individual line schedules.

5.2 Timed Transfers

Timed transfer connections shall be focused on designated MTD hubs at the Transit Center, State and La Cumbre, UCSB, Downtown Goleta, and Storke and Hollister. Transfer information, where possible, shall be included in the MTD bus book.

5.3 Recovery

Recovery is built into a schedule to protect schedule reliability. Minor additional time is inserted to allow a driver to catch up when the bus has fallen behind schedule. To minimize the possibility that passengers would be forced to sit through recovery, it shall be placed into schedules, when necessary, only at the end points of lines or at major nodes where connection time is established (such as the Transit Center or at UCSB North Hall).

5.4 Layover

Driver layover, or breaks, shall be scheduled only as contractually required or to ensure schedule reliability (to make it unnecessary for drivers to take unauthorized breaks enroute). When practicable, such layover will be established concurrent with recovery at the endpoints of lines.

5.5 Bus Allocation

Buses shall be assigned to routes according to capacity requirements and neighborhood characteristics. Subject to the limitations of efficient utilization and capacity requirements, a forty-foot bus will not be assigned to a trip that requires only a smaller vehicle. Diesel buses shall be scheduled into neighborhoods only when other alternatives are not available or feasible. Newer buses shall compose the base fleet with older buses used primarily as peak boosters. Electric vehicles are typically placed on shuttle routes while hybrid-electric buses are placed on routes with frequent starts and stops.

5.6 Relief Vehicle Allocation

Driver reliefs shall be grouped when possible to minimize relief vehicle costs. Evaluations shall be made to compare the cost of unnecessary driver pay time against the cost of deploying additional relief vehicles.

5.7 Supplemental Bus Service

Supplemental Bus Service may be provided when passenger loads cannot be adequately handled by regularly scheduled service. This type of service can be operated only if:

- Requests are received three weeks in advance of the date needed,
- The service operates along existing MTD routes.
- The anticipated number of passengers including the regular passengers exceeds the levels set in Section 4.5, Maximize Passenger Loads.
- A Supplemental Bus Service form has been approved.
- The regular fare is paid.
- The General Manager, Manager of Transit Development, and the Operations Manager must all sign off on the supplemental service request form prior to authorizing the service.

5.8 Run-Cut Parameters

- Pay hours shall not exceed scheduled revenue hours by more than 15 percent in any run cut.
- All runs will be in compliance with the union labor agreement.
- Split runs shall be used to reduce total cost.
- In order to reduce costs, all runs are cut in a way to avoid the use of premium time.

5.9 Schedule Monitoring

- Service schedules shall be monitored by utilizing the Mobile On-time Performance System (MOPS) and evaluated through regular onboard running time checks. MTD will continue to utilize the latest technologies that are available to ensure schedule adherence.
- New or revised schedules will be subject to special schedule evaluation during the first six months of operation.
- The frequency of wheelchair, bicycle and baby-stroller boardings shall be monitored to determine if schedule adjustments are required.

6. ROUTE & SERVICE PROMOTION POLICY

For the purpose of route planning, a promotional plan shall be prepared in conjunction with all route enhancements, whether new or revised, so that existing and new passengers are informed about transit services that may meet their transportation needs. The promotional plan shall identify the target audience and the marketing message.

6.1 Target Audience

Marketing personnel will be closely involved in the planning of new or revised routes and services for the purpose of identifying potential target markets.

- As new routes and services are proposed, a target audience will be clearly identified in the promotional plan.
- As existing routes are considered for revision, a target audience will be clearly identified in the new routing area.

6.2 Marketing Message

Once a target audience is identified, a marketing message is developed. The message shall be delivered through the most effective means in which to reach the target audience. The target audience may include both existing passengers and potential new riders and therefore the delivery may vary to reach both groups.

Existing Passengers

- *Media:* Some or all of the following media shall be used to reach this market:
 - *Routes & Schedules Guide*
 - *Line 2000 Supplement to Routes & Schedules Guide*
 - *Rider Newsletters*
 - *Interior Transit Ads:* Both inside buses and larger format inside shuttles.
 - *Flyers:* To be used as needed for specific routes that may be affected by service changes.
 - *Bus Stop Schedule Information*

- *Press Release(s)*
- *Newspaper Display Advertisements*
- *Website*
- *MTD personel placed at busy bus stops and transfer points*
- *Distribution:* Printed promotional materials and press releases are to begin distribution no less than 4 weeks prior to a pending service change so that passengers are provided time to learn about the changes and, if necessary, adjust their travel patterns/times accordingly. Display advertisements are to hit the press much closer to, even on, the service change date for larger impression and retention value.
 - MTD employees shall be provided a copy of all materials that are distributed to the public so that they are aware and knowledgeable of what the public is receiving.
- *Translation:* Where feasible, Spanish translation will be provided for existing passengers, on materials such as flyers, newsletters, and interior transit ads.

Potential New Passengers

This group is to be clearly identified and will likely fall into segmented target audiences such as, residents (i.e. new housing developments), seniors, commuters, students, etc. in service area(s) affected by the new or changed route(s).

- *Media:* Based on the identified audience, following are options which may be employed:
 - *Newspaper Display Advertisements*
 - *Direct Mail Campaigns*
 - *Printed Marketing Pieces:* This may include, brochures, rack cards, etc.
 - *Radio/Television Advertisements*
 - *Movie Theater On-screen Advertisements*
 - *Press Releases/Media Interviews*
 - *Website*
 - *Brand/Logo Development:* This strategy is to be employed in the case of new route launches, as deemed appropriate.
 - *Marketing Partnerships:* Partnerships help MTD to broaden its reach by pooling the resources of other agencies and message and businesses. This strategy is to be employed as deemed appropriate and based on the target audience.
 - *Participation in Group Meetings:* As deemed appropriate based on target audience and new or changing service (e.g. a new or changing route serving senior community would warrant speaking to senior groups to educate them on the new or changing service, etc.)

- *Public Relations Campaign:* Activities could include guest columns in publications/newspapers, speaking opportunities on local shows, at service clubs, media interviews, etc., to help communicate the service changes and diffuse any community/passenger concerns. This is separate from and more focused than an overall image campaign.
- *Distribution:* All materials targeting the potential new passenger will be distributed on or after the new service launch to promote immediate usage. MTD employees shall be provided a copy of all materials that are distributed to the public so that they are knowledgeable about what the public is receiving.

6.3 Promotional Plan Budget/Schedule

Budget

A budget is to be developed for each promotional plan associated with route planning. The budget is to clearly detail all mediums used to reach the target audience (see 6.1 above) and anticipated costs associated with each. The promotional plan budget shall be subject to approval by the General Manager prior to approval of any new route implementations or existing route revisions.

Schedule

A schedule shall be submitted with the budget, which clearly outlines when each marketing medium will reach the intended target audience.

6.4 Promotional Plan Analysis/Summary

- Upon implementation of a new or revised route, ridership will be evaluated over several months to determine the success or need for additional marketing efforts. It may be determined that a small on-board survey of the new or newly revised route should be conducted to understand how passengers learned of the service. From this survey, a further marketing effort may be developed to continue building ridership. In this case, the steps above would be employed.
- A summary report should be completed assessing which parts of the marketing message worked and which parts did not and if the appropriate target audience was identified and reached.

7. SERVICE EVALUATION

7.1 Overview

MTD continually receives requests for changes to existing service and for new service in growing areas of the District. Additionally, MTD may be operating some services that are not attracting enough riders, in this case other factors are

considered in the evaluation process. In order to be consistent in the evaluation of service proposals, and to ensure that the service being provided represents the most cost-effective use of the District's resources, a set of service standards is maintained by MTD.

The specific standards, targets or minimum/maximum values for the standards, and a procedure for applying these standards, are presented in this section. Since service standards are intended to optimize usage of the District's resources, they are updated periodically to reflect changes in the District goals and resources.

7.2 Application of Service Standards

There are two primary applications for the ongoing use of the service standards. These are the use of standards to initiate the evaluation of existing services, and use of standards to evaluate proposals for new service.

Existing Service

The application of standards to existing routes is a flexible process. The purpose of the standards is to help identify routes which are most in need of service changes.

- Such as restructuring to eliminate lower-productivity segments or branches.
- Adjusting service frequency to better reflect the demand for service, or providing additional promotion of less patronized routes where appropriate.
- Services that do not meet standards are not automatically designated for elimination. Elimination of routes is only intended as a last resort, when it has been determined that no cost-effective actions are able to improve the productivity of the route.

The standards for evaluation of existing routes are not intended to preclude changes to routes that meet these minimum standards. In many cases, it may be possible to improve the productivity of services that meet the minimum standards by making minor changes to headways or trip times.

New Service

The evaluation of new service proposals will take place as proposals are received or needs identified. The most recent values of the standards for existing routes will be used to evaluate the proposed new services. New routes will be expected to meet all applicable route design standards described in Section 4, but will not be expected to meet the productivity standards described in Sections 7 or 8 until they have been in operation for at least six months.

7.3 Updating of Service Standards

The service standards are intended to support the goals and objectives of the District. Since these objectives and the resources available to attain them can be expected to change over time, the standards will be revised periodically to reflect those changes.

The numerical values of productivity standards shall be updated annually, using ridership, revenue and cost figures for the most recent fiscal year for which data are available. The rankings are based only on those routes that existed for the entire year. Routes that were eliminated during the year will not be included because they cannot be identified as candidates for revisions. Routes that were introduced during the year will not be included in determining the new standards since they are not required to meet the productivity standards until they have been in operation for at least six months. However, these routes will be evaluated separately, using the service standards contained in this document.

The updating procedure will compare the values of the productivity standards with those in effect for the previous year. Operating cost data for the previous year will be revised to account for system-wide increases or decreases in operating cost.

Target values of the productivity standards included in this report are based on Fiscal Year 2009 data (the period from July 1, 2008, to June 30, 2009). These data are presented in the table below.

FY 2009 Minimum Standards

Service Type	Performance Standard					
	Ridership Measures					Financial Measure
	75% 5:00 am - 6:00 am	100% 6:00 am - 8:00 pm	75% 8:00 pm - 11:00 pm	50% 11:00 pm - 12:00 am		(MTD Subsidy per Passenger)
Trunk & Local	23.8	31.7	23.8	15.9	Passengers/Rev. Hour	\$3.14
Shuttle	12.1	16.1	12.1	8.1	Passengers/Rev. Hour	\$1.30
Express	17.0	22.6	17.0	11.3	Passengers/Trip	\$3.20
Regional	15.2	20.2	15.2	10.1	Passengers/Trip	\$5.04

Source: Santa Barbara Metropolitan Transit District.

8. FIXED ROUTE PRODUCTIVITY STANDARDS

8.1 Derivation of Standards

The fixed route productivity standards are used to identify routes for appropriate marketing and possible revision or elimination. Separate standards are identified for each class of service. Routes are evaluated on both ridership (boardings per trip or per hour, depending on the class of service) and on an economic measure

(MTD subsidy per passenger). Staff must evaluate and recommend action when a route falls into the least productive 25 percent of routes in both measures.

New routes should meet the applicable standards for their class of service after six months of operation. All new routes will be reviewed after six months of operation and routes that have not shown adequate progress toward meeting the standards will be targeted for cost-effective actions to increase productivity or elimination.

For the purpose of applying the standards, types of services with similar characteristics are grouped together so that common measures can be used. Accordingly, Trunk and Local routes are grouped together, while Express and Regional services are grouped separately due to the different service characteristics between the two groups.

8.2 Ridership and Economic Measures

Ridership Measure

Because the operating characteristics of the classes of service differ, different ridership evaluation criteria are identified for the various groupings of route type, as shown in the table above. For Trunk and Local routes, which typically have passengers boarding and alighting at all points along the route, the unit of measurement selected is “passengers per revenue hour.” For Express and Regional routes, which generally provide line-haul service between well-defined boarding and alighting areas, the unit of measurement selected is “passengers per trip”. For Shuttle routes, which typically operate on short routes at high frequencies, the unit of measurement selected is “passengers per revenue hour.”

Economic Measure

For each class of service, the economic unit of measurement selected is MTD “subsidy per passenger”. This measure combines fare and contract revenues and total cost impacts to produce a net rate that comprehensively reflects the allocation of MTD resources.

8.3 Standards for Evaluating Specific Trips

The standard for evaluating specific trips on a route varies by the time of day, with ridership standards for evening and night service generally lower than those for daytime service. Trips must have boardings of at least the specified percentage of the minimum boardings standard for the time period of the trip, as defined in the table below.

For Trunk or Local routes, the minimum boardings per trip measure is derived by multiplying the boardings per mile standard by the length (number of miles) of the trip.

On Express and Regional routes with more than three trips and which provide

only peak period service, the first and last trips must have minimum boardings of one-half the service standard for the class of service if the overall route meets the minimum boarding standard. If boardings on the first or last trips are less than 50 percent of the service standard, these trips may be candidates for elimination, if there is alternative local service available

9. NON-FIXED ROUTE PRODUCTIVITY STANDARDS

MTD may in the future inaugurate non-fixed-route services (in addition to the ADA complementary paratransit service currently operated by Easy Lift Transportation), such as on-call bus service or paratransit feeder service to a fixed route. In the event that MTD plans to inaugurate such service, productivity standards will be developed prior to the start of the service.

10. EVENTS & SPECIAL SERVICES

Service to special events is based on the public convenience and necessity to:

- Protect neighborhoods from the impact of events which are so large as to overwhelm the surrounding supply of parking,
- Serve customers by offering adequate service for events which are predictably large enough to overload the normally available transit service, and
- Protect taxpayers by only serving those events, which have a predictable level of transit demand great enough to justify the operation of special routes.
- Introduce individuals to transit that may not normally ride the bus.

11. DECISION MAKING PROCESS

11.1 Displacement

The above-mentioned productivity measures should be used as a guideline and other factors should be considered when making service adjustments. MTD will make every attempt to minimize the amount of displacement that occurs in any part of the service area when implementing service changes or reductions. As a general rule trip reduction should be considered prior to the elimination of an entire route to avoid displacement of entire neighborhoods.

11.2 Lifeline Service

There may be communities, neighborhoods or parts of the service area that MTD may choose to provide service to on the grounds of necessity or 'transit dependence' even though they do not meet the minimum thresholds set for transit service. 'Lifeline' standards are considered when they specifically address the needs of those that most depend on transit or would otherwise not have

access to public transit. This section applies to existing service where individuals in neighborhoods may have become dependent on transit.



BOARD OF DIRECTORS REPORT

MEETING DATE: JANUARY 26, 2010 AGENDA ITEM #: 9

TYPE: ACTION ITEM

PREPARED BY: STEVE MAAS

Signature

REVIEWED BY: GENERAL MANAGER

GM Signature

SUBJECT: Request to SBCAG for increase in FY 2010 Valley Express subsidy

RECOMMENDATION:

Approve General Manager Fisher to request that SBCAG increase the amount of subsidy available for the Valley Express service in the current fiscal year (FY 2010).

DISCUSSION:

For FY 2009, SBCAG approved a subsidy of \$80,000 for the Valley Express service. The service was to be reduced from four daily round trips to three beginning in FY 2009, and an elasticity analysis resulted in a forecast that this reduction in service would lead to a small decrease in ridership. Based on this analysis, staff estimated that the service would generate approximately \$104,000 in fare revenue in FY 2009, resulting in an estimated need for \$80,000 in subsidy.

Due primarily to the unforeseen substantial increase in the price of gas during the first half of FY 2009, the ridership and fare revenue were much greater than anticipated. By April 2009 (ten months into FY 2009) the service had required only \$37,500 in subsidy. Even though ridership had decreased following the fare increase in January 2009, the service was on a trend to use an estimated \$45,000 in subsidy by the end of the fiscal year. This would have resulted in \$35,000 of the approved \$80,000 subsidy remaining.

An MTD staff analysis resulted in a forecast that the expected FY 2010 ridership trend would generate sufficient fare revenue so that the remaining \$35,000 subsidy would be sufficient for FY 2010. Based on these assumptions, MTD staff returned to SBCAG in May 2009 to report the successful ridership and to inform SBCAG that it was anticipated that assistance for FY 2010 could be covered by the aforesaid remaining subsidy. MTD asked that SBCAG roll that amount over, and SBCAG approved this request.

However, this did not anticipate that the combination of the price of gas and the depressed economy would result in a continued decrease in Valley Express ridership. Ridership for the last two months of FY 2009 (May and June 2009) was

less than forecast, resulting in a greater subsidy need than expected for those two months. Thus, the actual subsidy available to roll over for FY 2010 was approximately \$29,000 (rather than \$35,000 as forecast).

Even as the price of gas has begun to increase again in recent months, the depressed economy, resulting in layoffs and furloughs, has continued to depress ridership. The result is that the FY 2010 subsidy approved by SBCAG in May 2009 was expended as of November 2009. It is important to note that this is due to a decrease in ridership and fare revenue, not to an increase in the cost to MTD to operate the service.

The estimated cost to MTD to operate the service from November 2009 through June 2010 (less fare revenue through December 2009) totals \$111,000. Given the volatility of the price of gas and of the economy, it is problematic to estimate ridership and fare revenue for the period from January through June 2010. Nonetheless, staff has developed a range of estimated fare revenue for the period:

- Low fare revenue estimate for January through June 2010
 - If ridership decreases somewhat even from the low level of December 2009, estimated fare revenue would total approximately \$30,000. This would result in a need for \$81,000 in additional subsidy
- High fare revenue estimate for January through June 2010
 - If ridership approximates that of October and November, 2009, estimated fare revenue would total approximately \$45,200. This would result in a need for \$65,800 in additional subsidy.

Staff requests that the Board approve General Manager Fisher to request that SBCAG increase the FY 2010 subsidy to a maximum of an additional \$81,000 in subsidy. The actual amount of subsidy needed will depend on the actual ridership and fare revenue.

To: Chair Davis
Members of the Board of Directors
From: Sherrie Fisher, General Manager
Date: 01/22/10
Subject: Administrative Update

The Transit Development Department and the Operations Department have been working collaboratively to review the Driver bid that will be implemented on March 29th. A round table review was conducted on January 21st and everything appears to be on schedule.

Additionally, the Transit Development Department has been conducting a survey of transit agencies around the nation to gather information on how they are dealing with their budget cuts. Many agencies are raising fares and also reducing service.

The Marketing Department has been reviewing prior Valley Express survey data to determine why ridership has dropped off. Outreach to local employers will take place in the next few weeks. Marketing materials to support the outreach efforts are being developed.

The finance staff is currently finalizing the financials for the six-month period ending December 31st and anticipates bringing the item to the board at the next scheduled meeting. At the same time, staff is working on the 6-month budget revision scheduled to be brought to the board later in February.

Staff worked cooperatively with Santa Barbara Police Department regarding use of a bus. Wednesday, Operator/Supervisor Lincoln Russell took a Nova bus to the old Mel Clayton Ford lot for this training exercise.

On Martin Luther King Day MTD provided service on a Saturday schedule. Likely due to the adverse weather, the MLK march had fewer marchers than predicted. There were no service interruptions or noteworthy delays.

On Wednesday January 6th Gabriel Garcia, Manager of Human Resources & Risk and Bill Morris, Manager of Operations attended a one day seminar in Los Angeles on Labor Law and Labor Arbitration. The seminar was informative and productive as it outlined Labor Arbitration procedures with case studies and presentation guidance.

MTD has a position titled Temporary Supervisor that provides substitutes for supervisor shifts in Operations department (due to vacation, etc.) Temporary Supervisors are operators who act in a supervisory capacity for a day or more returning to regular driver duties when completed. This week two MTD drivers were promoted to Temporary Supervisors. Please join us in congratulating Philip Velez and Terance Hinson. Thanks to all other operators who applied for this position.

As required by the Federal Transit Administration (FTA), staff submitted the December monthly Safety & Security Reports and Ridership Reports for MTD and Easy Lift.

On January 20th, staff released an Invitation for Bid (IFB) for replacement service vehicles, including (8) driver relief cars, (2) road supervisor vehicles, and (3) maintenance vehicles. Each of these are similar (aging) vehicles in the non-revenue fleet. This procurement is funded with stimulus money that MTD received through the American Recovery and Reinvestment Act of 2009 (ARRA).

Bus #708 is being diagnosed for black smoke emitting from the engine exhaust. Initial diagnosis has not determined the cause. Transmission replacement in Bus #709 is in progress.

The quote from Ferro Magnetics for two chargers for the Li-ion batteries is being prepared and now expected by Wednesday, January 27th.

Removal of the old carpet from the dispatch office and sealing of the concrete floor to resemble the lunchroom and hallway floors is scheduled for Tuesday, January 26th.

As required, storm water discharge samples from the rainstorms have been collected and are being sent for analysis.