



AGENDA
Meeting
of the
BOARD OF DIRECTORS
of the
SANTA BARBARA METROPOLITAN TRANSIT DISTRICT
A Public Agency
Tuesday, April 20, 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; 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 meeting of April 6, 2010.

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

The Board will be asked to review the cash reports for March 30, 2010 through April 12, 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. PLAN SANTA BARBARA- ATTACHMENT (ACTION MAY BE TAKEN)

Rob Dayton, City of Santa Barbara Principal Transportation Planner will present an update on Plan Santa Barbara.

9. PROPERTY INSURANCE RENEWAL (ATTACHMENT- ACTION MAY BE TAKEN)
The Board will be asked to approve staff recommendation regarding property insurance.

10. GENERAL MANAGERS REPORT- (ACTION MAY BE TAKEN)
a. Update Fall Service Changes
b. Recruitment for City Advisory Groups
c. Valley Express
d. Other

11. OTHER BUSINESS AND COMMITTEE REPORTS- (ACTION MAY BE TAKEN)
The Board will report on related public transit issues and committee meetings.

12. RECESS TO CLOSED SESSION– UNION NEGOTIATIONS– (ACTION MAY BE TAKEN)
The Board will meet 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. ***PUBLIC COMMENT WILL BE ALLOWED RELATED TO THE CLOSED SESSION ITEM(S) BEFORE THE RECESS.***

13. 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, April 6, 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 Board Members were present.

DISTRICT EMPLOYEES PRESENT:

Sherrie Fisher, General Manager; Jerry Estrada, Assistant General Manager/ Controller; Imelda Martin, Executive Assistant to the General Manager and Board of Directors; David Damiano, Manager of Transit Development and Community Relations; Steve Maas, Manager of Strategic Planning and Compliance, Gabriel Garcia, HR & Risk Manager

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, April 2, 2010 at MTD's administrative offices, emailed and mailed to those on the agenda list, and posted on MTD's website.

CONSENT CALENDAR

4. APPROVAL OF PRIOR MINUTES & 5. CASH REPORT- (ATTACHMENT- ACTION MAY BE TAKEN)

Director Aceves moved to approve the draft minutes for the meetings of March 9, 2010 and March 25, 2010 and the cash reports for March 2, 2010 through March 15, 2010 and March 16, 2010 through March 29, 2010. Director Britton 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)

General Manager Fisher reported that she received a call the day before that Councilmember Self would not be able to attend today's Board Meeting.

8. SERVICE PLAN OUTREACH (ACTION MAY BE TAKEN)

David Damiano, Manager of Transit Development and Community Relations, reviewed the proposed fall draft service plan.

Director McQuary suggested that staff review the ridership of the first morning trip of the Seaside Shuttle.

Mr. Damiano also outlined the outreach program which includes the following:

- Press Releases
- Transit Talk
- Flyers on the buses
- Table hours at the busiest bus stops (i.e., the Transit Center, State at La Cumbre, Hollister at Nectarine, UCSB and SBCC).

Following a brief discussion, Mr. Damiano stated that he will return to the Board at the conclusion of the outreach program with a final Service Plan for approval.

**9. ADOPTION OF MEASURE A PROGRAM OF PROJECTS (POP)
FISCAL YEAR 2010/2011- (ACTION MAY BE TAKEN)**

Assistant General Manager/ Controller, Jerry Estrada reviewed the Measure A Program of Projects for fiscal year 2010/11, prepared consistent with the Measure A Ordinance.

Following a discussion, Director Weinberg asked if staff is satisfied that the District has access to government funding opportunities. General Manager Fisher reminded the Board that MTD does not contract with a lobbyist. Mr. Estrada added a thank you to the Community Environmental Council for guidance on grant opportunities. However, some of the grants available are project related and have many requirements. Chair Davis requested that this discussion be brought back as an agenda item for discussion at a future meeting.

Director Aceves moved to approve the submittal. Director Fahnestock seconded the motion. The motion passed unanimously.

10. CAPITAL BUDGET REVISION (ACTION MAY BE TAKEN)

Assistant General Manager/ Controller. Jerry Estrada provided the revised Capital Budget for fiscal year 2010/11. Mr. Estrada reviewed each revision. Following the discussion, Director Fahnestock moved to approve the revisions to the Capital Budget for fiscal year 2010/11. Director Aceves seconded the motion. The motion passed unanimously.

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

Mr. Maas updated the Board on the Plan Santa Barbara Open House. Following a discussion, General Manager Fisher reported that Rob Dayton, Principal Transportation Planner for the City of Santa Barbara, will attend the next Board meeting on April 20, 2010 to update the Board on Plan Santa Barbara.

Chair Davis requested that Mr. Maas review the Draft Plan and the associated Draft Environmental Impact Report (DEIR) and provide the Board with highlights of the any significant concerns or issues related to transit. Chair Davis requested that Mr. Maas' review should be included in the Board Packet for the Board to review prior to Mr. Dayton's presentation. Chair Davis stated that he would like staff to provide verbal comments on the district's behalf at the April 28, 2010 public hearing and written comments prior to the close of the review period.

General Manager Fisher updated the Board on the status of Easy Lift as it relates to Measure A funding from the local agencies.

Mr. Damiano presented the ads for the upcoming Earth Day 2010 events. He stated that all passengers within the entire system are allowed to ride free before noon on EARTH DAY, Saturday and Sunday, April 17th and 18th. Director Weinberg asked Mr. Damiano to provide him with a digital copy of the EARTH DAY ad so he could present it at the City of Carpinteria Council meeting. Vice Chair Aceves also requested a copy to play on the City of Goleta's public access channel.

Staff updated the Board on discussions regarding the Master Agreement with the City of Santa Barbara.

Following a response to a question by Chair Davis, Mr. Maas reported that County staff is currently working with MTD staff in coordinating a meeting to discuss MTD's input on the MTD property on Calle Real.

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

Vice Chair Aceves requested staff to list any committee meetings on the Board's agenda that are held between Board meetings.

13. RECESS TO CLOSED SESSION— CONFERENCE WITH LEGAL COUNSEL – (ACTION MAY BE TAKEN) - EXISTING LITIGATION

Upon returning from closed session, Chair Davis reported that no action was taken.

14. RECESS TO CLOSED SESSION – CONFERENCE WITH LEGAL COUNSEL – (ACTION MAY BE TAKEN)- ONE POTENTIAL CASE OF ALLEGED WRONGFUL TERMINATION

Upon returning from closed session, Chair Davis reported that no action was taken.

15. RECESS TO CLOSED SESSION– UNION NEGOTIATIONS– (NO ACTION WILL BE TAKEN)

Upon returning from closed session, Chair Davis reported that no action was taken.

16. ADJOURNMENT

Director Aceves moved to adjourn the meeting at 10:30 a.m. 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 April 20, 2010
For the Period March 30, 2010 through April 12, 2010

MONEY MARKET

Beginning Balance March 30, 2010 **\$1,208,919.64**

Passenger Fares	172,186.71
Accounts Receivable	171,254.85
Interest Inc - Mar 10	1,015.15
Miscellaneous	515.24
Total Deposits	344,971.95

ACH Garnishment Trf	(2,357.49)
WC Reimb. - Mar 10	(17,563.14)
ACH Pensions Transfer	(36,515.57)
ACH Tax Deposit	(168,143.42)
Payroll Transfer	(279,664.24)
Operations Transfer	(452,495.53)
Total Disbursements	(956,739.39)

Ending Balance **\$597,152.20**

CASH INVESTMENTS

LAIF Account	\$5,769,837.26
Money Market Account	597,152.20

Total Cash Balance **\$6,366,989.46**

SELF INSURED LIABILITY ACCOUNTS

WC / Liability Reserves	(\$1,257,890.31)
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Working Capital **\$5,109,099.15**

**Santa Barbara Metropolitan Transit District
Accounts Payable**

Check #	Date	Company	Description	Amount	Voids
95158	4/1/2010	ROGER STEVEN ACEVES	DIRECTOR FEES	120.00	
95159	4/1/2010	ADAMS, BILL	REIMBURSEMENT	49.00	
95160	4/1/2010	ASBURY ENVIRONMENTAL SERVIC	WASTE OIL RECYCLER	40.00	
95161	4/1/2010	BAY ALARM COMPANY, INC	CONTRACT MAINT	255.90	
95162	4/1/2010	JOHN BRITTON	DIRECTOR FEES	120.00	
95163	4/1/2010	BUENA TOOL, INC.	SHOP/B&G SUPPLIES	35.56	
95164	4/1/2010	CARQUEST AUTO PARTS	BUS PARTS & SUPPLIES	401.09	
95165	4/1/2010	CHANNEL CITY ENGINEERING	BUS REPAIRS	235.00	
95166	4/1/2010	COAST TRUCK PARTS	BUS PARTS	644.73	
95167	4/1/2010	CUMMINS CAL PACIFIC LLC	BUS PARTS	855.70	
95168	4/1/2010	CUNNINGHAM'S RADIATOR DBA	REPAIR SERVICE	1,523.90	
95169	4/1/2010	DAMIANO, DAVID	REIMBURSEMENT	125.00	
95170	4/1/2010	DAVID D. DAVIS JR.	DIRECTOR FEES	120.00	
95171	4/1/2010	DOCUPRODUCTS CORPORATION	COPIER COPIES & SUPPLIES	275.22	
95172	4/1/2010	FALCON FUELS, INC.	BUS FUEL	33,281.61	
95173	4/1/2010	FIA CARD SERVICES	MISC CREDIT CARD CHARGES	666.03	
95174	4/1/2010	FISHER, SHERRIE	REIMBURSEMENT	137.18	
95175	4/1/2010	BRIAN FAHNESTOCK	DIRECTOR FEES	120.00	
95176	4/1/2010	GIBBS INTERNATIONAL INC	BUS PARTS/SUPPLIES	616.45	
95177	4/1/2010	GILLIG LLC DBA	BUS PARTS	1,767.78	
95178	4/1/2010	GLOBAL EQUIPMENT COMPANY	SHOP SUPPLIES	73.29	
95179	4/1/2010	GRAINGER, INC.	SHOP/B&G SUPPLIES	25.84	
95180	4/1/2010	GUARDIAN DENTAL INSURANCE	DENTAL INSURANCE	3,821.20	
95181	4/1/2010	GUARDIAN LIFE INS CO. CORP.	LIFE INSURANCE	944.06	
95182	4/1/2010	H.G. MAKELIM CO.	BUS PARTS	1,099.66	
95183	4/1/2010	H. G. PETERSEN FAMILY PROPERTI	PARKING FOR VALLEY BUSES	100.00	
95184	4/1/2010	HILLYARD/LOS ANGELES	SHOP SUPPLIES	592.36	
95185	4/1/2010	HOME IMPROVEMENT CTR.	SHOP/B&G SUPPLIES	108.64	
95186	4/1/2010	HOWIE ENTERPRISES DBA	BUS REPAIRS	325.00	
95187	4/1/2010	INTERCON TECHNOLOGIES DBA	EV/CHARGER REPAIRS	850.00	
95188	4/1/2010	INDOFF, INC.	OFFICE SUPPLIES	1,183.18	
95189	4/1/2010	LUBRICATION ENGINEERS, INC.	LUBRICANTS	161.71	
95190	4/1/2010	MARBORG INDUSTRIES (INC)	UTILITIES & RENTAL FEES	330.00	
95191	4/1/2010	MEDICAL EYE SERVICES, INC.	VISION SERVICES	313.54	
95192	4/1/2010	CHUCK MCQUARY	DIRECTOR FEES	120.00	
95193	4/1/2010	MILPAS RENTAL INC.	EQUIPMENT RENTAL	88.38	
95194	4/1/2010	MOTOR COACH INDUSTRIES	BUS PARTS	165.60	

Check #	Date	Company	Description	Amount	Voids
95195	4/1/2010	NEWARK ELECTRONICS	BUS PARTS	63.28	
95196	4/1/2010	PREVOST CAR INC.- CREDIT DEPT.	BUS PARTS	1,116.06	
95197	4/1/2010	OLS SERVICE, INC.	SERVICE FOR SEFAC HOISTS	591.10	
95198	4/1/2010	PACIFICARE OF CALIFORNIA	HEALTH INSURANCE	48,775.00	
95199	4/1/2010	SCHWAB, KATE	REIMBURSEMENT	75.46	
95200	4/1/2010	SMITTY'S TOWING SERVICE DB	TOWING SERVICES	50.00	
95201	4/1/2010	SERVICE MASTER OF SANTA BARB	JANITORIAL SERV./SUPPLIES	165.00	
95202	4/1/2010	SM TIRE, CORP.	BUS TIRE MOUNTING	226.36	
95203	4/1/2010	SPECIALTY TOOL & BOLT	SHOP SUPPLIES	55.51	
95204	4/1/2010	SUPREME AUTO CARE PROD., LLC	BUS CLEANING SUPPLIES	277.20	
95205	4/1/2010	SB CITY OF-REFUSE/WATER	UTILITIES	1,881.41	
95206	4/1/2010	TANK TEAM INC.	TANK TESTS	101.00	
95207	4/1/2010	VALLEY POWER SYSTEMS, INC.	BUS PARTS	1,906.56	
95208	4/1/2010	VALLEY POWER SYSTEMS, INC.	BUS PARTS	1,592.32	
95209	4/1/2010	WAXIE SANITARY SUPPLY DBA	JANITORIAL SUPPLIES	295.61	
95210	4/1/2010	RICHARD WEINBERG	DIRECTOR FEES	120.00	
95211	4/1/2010	WORKER'S COMPENSATION ADMIN.	PROFFESIONAL SERVICES	9,466.95	
95212	4/1/2010	ZUMAR INDUSTRIES, INC	BUS STOP MAINTENANCE SUPPLIES	313.20	
95213	4/8/2010	ROGER STEVEN ACEVES	DIRECTOR FEES	120.00	
95214	4/8/2010	ARCHBALD & SPRAY	LEGAL COUNSEL	16,156.34	
95215	4/8/2010	ARIAS, IGNACIO	TOOL ALLOWANCE	1,100.00	
95216	4/8/2010	AMERICAN NAMEPLATE COMPANY	ENGRAVING SERVICES	133.11	
95217	4/8/2010	ANDREWS, HENRY	REIMBURSEMENT	257.56	
95218	4/8/2010	BIG BRAND TIRES	SERVICE VEHICLE MAINTENANCE	26.88	
95219	4/8/2010	JOHN BRITTON	DIRECTOR FEES	60.00	
95220	4/8/2010	CARQUEST AUTO PARTS	BUS PARTS & SUPPLIES	394.51	
95221	4/8/2010	CINTAS FIRST AID & SAFETY DB	FIRST AID SUPPLIES	154.01	
95222	4/8/2010	COAST TRUCK PARTS	BUS PARTS	333.38	
95223	4/8/2010	CROCKER REFRIGERATION & AIR	HVAC MAINTENANCE	105.00	
95224	4/8/2010	CUMMINS CAL PACIFIC LLC	BUS PARTS	3,674.22	
95225	4/8/2010	COUNTY OF S.B.PUBLIC WORKS DE	WASTE DISPOSAL	161.00	
95226	4/8/2010	DAVID D. DAVIS JR.	DIRECTOR FEES	120.00	
95227	4/8/2010	DENMUN OFFICE EQUIPMENT	OFFICE MACHINE SUPPLIES/MAINTEN	300.00	
95228	4/8/2010	DILLINGHAM TICKET CO., INC	BUS INSPECTION FORMS	2,596.59	
95229	4/8/2010	DONS INDUSTRIAL, INC.	BUS PARTS/SHOP SUPPLIES	133.40	
95230	4/8/2010	EVERYTHING ELECTRIC	SHOP/B&G SUPPLIES	77.34	
95231	4/8/2010	FALCON FUELS, INC.	BUS FUEL	16,679.82	
95232	4/8/2010	FEDEX OFFICE	PRINTING SERVICES	5.07	
95233	4/8/2010	FERRO MAGNETIC CORPORATION	BATTERY CHARGERS	30,389.00	
95234	4/8/2010	BRIAN FAHNESTOCK	DIRECTOR FEES	120.00	

Check #	Date	Company	Description	Amount	Voids
95235	4/8/2010	GFI GENFARE, INC.	FAREBOX REPAIRS & PARTS	3,535.32	
95236	4/8/2010	GIBBS INTERNATIONAL INC	BUS PARTS/SUPPLIES	6,633.05	
95237	4/8/2010	GILLIG LLC DBA	BUS PARTS	836.02	
95238	4/8/2010	GLEASON, GARY	HEALTH/DENTAL REIMBURSEMENT	1,400.64	
95239	4/8/2010	GRAHAM CHEVROLET CORP.	SERVICE VEHICLE PARTS	262.50	
95240	4/8/2010	HOME IMPROVEMENT CTR.	SHOP/B&G SUPPLIES	235.13	
95241	4/8/2010	INTELLICORP RECORD INC.	PRE-EMPLOYMENT CHECK	62.20	
95242	4/8/2010	JERRY'S PLUMBING & HEATING, IN	PLUMBING	90.00	
95243	4/8/2010	LUMINATOR MASS TRANSIT	BUS PARTS	361.22	
95244	4/8/2010	MC CORMIX CORP. (OIL)	LUBRICANTS	1,243.23	
95245	4/8/2010	MC CORMIX CORP. (GAS)	FUEL-SERVICE VEHICLES	2,160.53	
95246	4/8/2010	CHUCK MCQUARY	DIRECTOR FEES	240.00	
95247	4/8/2010	MIKE CUEVAS GARDENING SERVIC	LANDSCAPE MAINTENANCE SERVICE	632.00	
95248	4/8/2010	MISSION LINEN SUPPLY, INC	UNIFORM & LINEN SERVICE	3,980.17	
95249	4/8/2010	MOTOR COACH INDUSTRIES	BUS PARTS	79.98	
95250	4/8/2010	MOUNTAIN SPRING WATER	SHOP & OFFICE SUPPLIES	1,333.95	
95251	4/8/2010	MUZICRAFT, INC	TC CONTRACT MAINTENANCE	38.00	
95252	4/8/2010	NU-COOL REDI GREEN	COOLANTS & SHOP SUPPLIES	250.94	
95253	4/8/2010	NUGS BY NAY DBA	GRAPHIC DESIGNER	587.25	
95254	4/8/2010	PREVOST CAR INC.- CREDIT DEPT.	BUS PARTS	528.48	
95255	4/8/2010	PETTY CASH- HAHN, STEVE	MISC SHOP NEEDS	156.63	
95256	4/8/2010	PETTY CASH - MARTIN, IMELDA	MISC. PURCHASES	494.96	
95257	4/8/2010	PITNEY BOWES INC	POSTAGE METER QTRLY CHARGES	146.82	
95258	4/8/2010	PRAXAIR DISTRIBUTION, INC.	SHOP SUPPLIES	82.86	
95259	4/8/2010	SD AUTO PARTS (NAPA) DBA	BUS PARTS	41.16	
95260	4/8/2010	SM TIRE, CORP.	BUS TIRE MOUNTING	214.50	
95261	4/8/2010	SPECIALTY TOOL & BOLT	SHOP SUPPLIES	206.32	
95262	4/8/2010	STAPLES CREDIT PLAN	OFFICE & COMPUTER SUPPLIES	439.75	
95263	4/8/2010	SB CITY OF-REFUSE/WATER	UTILITIES	1,318.79	
95264	4/8/2010	TEAMSTERS MISC FUND	UNION MEDICAL/DENTAL	123,991.93	
95265	4/8/2010	TRUCK TRAILER TRANSIT	BUS PARTS	452.29	
95266	4/8/2010	TRI-COUNTY AUTO GLASS INC	REPLACE BUS WINDOWS	100.00	
95267	4/8/2010	VALLEY POWER SYSTEMS, INC.	BUS PARTS	1,438.39	
95268	4/8/2010	WAXIE SANITARY SUPPLY DBA	JANITORIAL SUPPLIES	209.67	
95269	4/8/2010	RICHARD WEINBERG	DIRECTOR FEES	180.00	
95270	4/8/2010	WURTH USA WEST INC.	SHOP SUPPLIES	292.70	
95271	4/9/2010	CHILD SUPPORT ENFORCEMENT AG	PAYROLL RELATED	147.69	
95272	4/9/2010	DEAILE, MARY	PAYROLL RELATED	106.15	
95273	4/9/2010	STATE OF CALIFORNIA	PAYROLL RELATED	1,012.60	
95274	4/9/2010	UNITED STATES TREASURY - IRS	PAYROLL RELATED	500.00	

Check #	Date	Company	Description	Amount	Voids
95275	4/9/2010	SHERIFF CIVIL BUREAU	PAYROLL RELATED	831.41	
95276	4/9/2010	SB COUNTY FEDERAL CREDIT UNIO	PAYROLL DEDUCTION	1,448.00	
95277	4/9/2010	SEELEY-RUIZ, KAREN	PAYROLL RELATED	75.69	
95278	4/9/2010	TEAMSTERS PENSION TRUST	UNION PENSION	92,345.48	
95279	4/9/2010	TEAMSTERS UNION LOCAL NO. 186	UNION DUES	9,859.27	
95280	4/9/2010	VARGAS, NANCY	REIMBURSEMENT	50.00	
				452,495.53	
Current Cash Report Voided Checks:				0.00	
Prior Cash Report Voided Checks:				0.00	
Grand Total:				\$452,495.53	

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

Date	Company	Description	Amount
3/30/2010	S.B.C.A.G.	VE-CAE Commuter Service	4,143.00
4/1/2010	ASTI Holding Company, LLC	Overpass Property Lease	14,000.00
4/2/2010	Cottage Hospital	Passes/Token Sales	4,600.00
4/5/2010	Calles, Gilbert & Leandra	Health Insurance - Retiree	256.54
4/5/2010	Department of Rehabilitation	Passes/Token Sales	20.00
4/5/2010	Department of Rehabilitation	Passes/Token Sales	20.00
4/5/2010	Department of Rehabilitation	Passes/Token Sales	20.00
4/5/2010	Department of Rehabilitation	Passes/Token Sales	20.00
4/5/2010	SB County Schools	Passes/Token Sales	247.50
4/5/2010	UCSB - Parking Services	Passes/Passport Sales	160.00
4/5/2010	UCSB - Parking Services	Passes/Passport Sales	10,788.00
4/6/2010	Fountain, Melvin and Elizabeth	Health Insurance - Retiree	256.54
4/7/2010	Sarah G. Bowman	Health Cobra	728.97
4/8/2010	City of SB - Browning Allen	Downtown Shuttle March 2010	92,491.75
4/8/2010	Mercury Insurance Company	Insurance Claim	1,702.55
4/9/2010	SB School District	Passes/Token Sales	550.00
4/9/2010	SB School District	Passes/Token Sales	41,250.00
Total Accounts Receivable Paid During Period			\$171,254.85



BOARD OF DIRECTORS REPORT

MEETING DATE: MARCH 20, 2010

AGENDA ITEM #:

TYPE: INFORMATIONAL

PREPARED BY: STEVE MAAS

Signature

REVIEWED BY: GENERAL MANAGER

GM Signature

SUBJECT: Plan Santa Barbara Update

RECOMMENDATION:

Receive update from City of Santa Barbara Principal Transportation Planner Rob Dayton on Plan Santa Barbara, the City's General Plan update process.

DISCUSSION:

Plan Santa Barbara (Plan SB) is the process to update Santa Barbara's General Plan, which will include goals and policies to shape development in the City over the next 20 years. Plan SB proposes policies to manage residential and non-residential growth, and new standards for residential development in the commercial and multi-family areas of the City. Plan SB also proposes goals and policies to be incorporated into other General Plan Elements, including the Circulation Element, which will be updated at a later time.

Throughout the document, Plan SB is supportive of public transit to provide mobility options for residents and visitors. The future demand for MTD's public transit service, as well as the availability of the resources necessary to meet that demand, will be affected by the Plan's proposed goals and policies, such as prioritizing affordable housing and encouraging development in the urban center.

In addition, the Plan SB *Draft Environmental Impact Report* (DEIR) includes transit improvements as one method to mitigate increased congestion and increased greenhouse gas emissions. The DEIR includes two proposed Mitigation Measures (MM) for these impacts:

- MM TRANS-1 "Intersection Level of Service and Arterial Congestion"
 - 1.b. - *Implement a "Friction"-Reducing Program for City Streets* includes additional bus turnout pockets on Upper State Street.
 - ✓ The mitigation measure does not mention the importance of pursuing changes in State regulations to require motorists to yield to a merging bus. (The Circulation Element changes proposed in Plan SB do recognize this importance.)

- MM TRANS-2 "Reduction in Traffic Demand"
 - 2.c. - *Expand TDM Program* includes "Transit Pass Program Enhancement," which would require new developments to provide subsidized bus passes to employees and residents. It would require that the fare media used by the subsidized transit pass programs be compatible with all transit services, including existing and future regional and interregional bus and/or rail transit services.
 - ✓ There would likely be a substantial cost associated with providing this compatibility. Potential sources of funding are not discussed.
 - 2.g - *Improve Transit Services* reads as follows: "The City shall work with MTD and other regional partners to increase frequency of service during peak commute periods and expand non peak services, including to reduce peak period headways from 10 to 5 minutes on primary transit corridors, reduce non-peak period headways along primary transit corridors, increase frequency of MTD regional express lines, and substantially improve funding of regional bus services (such as the Clean Air Express)."
 - ✓ Potential sources of the substantial capital and operating funding that would be required for MTD to provide this increased service are not discussed.

MTD looks forward to continuing our working partnership with the City of Santa Barbara to address these issues, as well as other Plan SB issues that will likely arise as this process continues.

ATTACHMENTS:

- Plan Santa Barbara - Review of the Draft General Plan Update and Environmental Impact Report (DEIR)
- Plan Santa Barbara Summary



City of Santa Barbara *Staff Report*

DATE: April 16, 2010

TO: Metropolitan Transit District (MTD) Board of Directors

FROM: Rob Dayton, Principal Transportation Planner

SUBJECT: ***PLAN SANTA BARBARA – REVIEW OF THE DRAFT GENERAL PLAN UPDATE AND ENVIRONMENTAL IMPACT REPORT (DEIR)***

Introduction

The City's travel demand model has been used to evaluate the 2030 traffic ramifications of various land use and policy decisions being considered within the *Plan Santa Barbara* General Plan Framework document and Draft Environmental Impact Report (DEIR). MTD Board members received both of these draft documents in the second week of March. These documents can be found at www.youplansb.org. At this meeting, city staff will answer questions regarding these documents and receive initial comments.

With the release of the General Plan Framework document and the DEIR, 2010 has been called the "the decision year" (See Attachment). This year will see the final review of the impacts and trade-offs and the opportunity for decision makers to reach conclusions.

Draft *Plan Santa Barbara* Description

Policy Preferences Report - Recommended Changes

Since the *Plan Santa Barbara Draft Policy Preferences* Report was approved by City Council in December 2008, a number of policy and map recommendations have been developed and are now reflected in the draft policy documents released on March 18, 2010. These recommendations are a result of either further policy development or changes resulting from community and/or Planning Commission feedback during the intervening period.

Draft *General Plan Update Description Highlights*

The *Plan Santa Barbara* General Plan Update proposes new and amended policies to protect and enhance community development values within the City of Santa

Barbara over the next 20 years to the year 2030. The Draft documents under review include the following:

Draft General Plan Framework

Part of the City Council's direction for the *PlanSB* process in 2005 was to consolidate the City's environmental standards within a coherent set of General Plan goals and policies. As the public input process unfolded in 2007, this environmental approach took-on greater significance to the point that a sustainability framework was proposed to guide the entire General Plan. A set of sustainability principles was then developed that include established General Plan tenants such as Living within Our Resources and the importance of maintaining Santa Barbara's small town feel.

The proposed General Plan Framework is comprised of an introduction, a conceptual policy framework, and a background and setting for the entire document (which are currently sprinkled throughout various elements). Effectively, only the draft *Land Use* and *Housing* Elements are being comprehensively updated. The remaining five elements have been reorganized around a single document format and partially updated to reflect the Goals, Policies, and Implementation actions that emerged from the *PlanSB* process. In addition, formal goals and policies have been established to address the topics of Public Participation and Regionalism.

Draft Land Use Element

The update of Measure E (Charter Section 1508), which managed non-residential growth for 20 years through December 2009, was one of three primary *PlanSB* objectives together with the update of the draft *Land Use* and *Housing* Elements. This update has largely been achieved through the Growth Management goals and policies in the draft *Land Use Element*, and the analysis of the growth scenarios in the draft EIR. The range of square footage analyzed, from 1 million to 2.3 million square feet within the city proper, was established through the public outreach process. The final decision as to how much non-residential growth will be allowed over the next 20 years will rest with the City Council.

The production of more affordable housing, as discussed below, continues to be a high priority for the community. In fact, during the *PlanSB* process, the community identified affordable housing as the number one priority for resource allocation above all other types of developments. Santa Barbara does have the zoning capacity to meet the State's required "fair share" regional housing allocation, as identified in the draft *Housing Element*. The draft *Land Use* policies require that the City's resources be closely monitored through the Adaptive Management Program to ensure all development does not out pace available resources.

The four residential growth scenarios analyzed in the Draft EIR, ranging from 2,000 to 4,360 units within the City proper over the next 20 years, are based on assumptions within a zoning build-out capacity of approximately 9,990 additional units.

The purpose of the Mobility Oriented Development Area (MODA) Principles is to help identify where and how to further encourage affordable housing in a most sustainable manner. Originally, the MODA was conceived as a physical district but proved to be a lightning rod during the process as to where exactly the boundary should be drawn. Rather than a district, MODA principles simply re-enforce existing land use and circulation patterns that were established in the 1850s, and sound planning practice, to locate higher density housing adjacent to public transportation and within easy walking and biking distance to commercial services, parks and open space.

The neighborhoods of Santa Barbara provide a high quality of life for most residents and are one of the defining characteristics of the City. Little or no change is proposed for the single family and duplex neighborhoods, with the exception of more future planning at the neighborhood level.

Draft General Plan Map

A General Plan map, required by State planning law, identifies where future growth will occur and at what residential densities. The draft General Plan map changes range from simple to more complex, and include: a more accurate, digitized map; updated land use designation categories and transitions; corrected land use designation and zoning inconsistencies; the resolution of policy issues stemming from the existing General Plan map; and *PlanSB* policy recommendations.

As noted above, the basic land use patterns are not proposed to be altered but rather re-enforced with more explicit mixed-use designations to better define land use transitions, with modestly higher densities in the center of the city and along select commercial corridor locations.

A clearer definition of land use designations helps to better define land use transitions, and particularly with residential uses where the highest densities are located in the city center and along commercial corridors and gradually lessen as one moves out to the multi-family neighborhoods, the single family neighborhoods, and finally to the open spaces of the ocean and mountains. As each of these land uses transition from one use to another, comes less intense uses, smaller buildings, greater setbacks, and greater amounts of open space – a better defined system of buffers.

Approximately 6,000 notices were sent to all potentially affected property owners based on the proposed land use and zoning changes to the draft General Plan map. During the Open House on March 18, over 200 citizens attended throughout the day long event most of whom had questions relative to their respective parcels and the proposed changes.

Draft Housing Element

State law requires Housing Elements to be updated at least every five years and is the only element of the General Plan that requires review and certification by the State. Housing Elements are required to identify and analyze existing and projected

housing needs for all segments of the community, and identify goals, policies and quantified objectives to meet those needs. The draft *Housing Element* is an update to the previous 2004 Element and contains new and revised policies and implementation actions focused on affordable housing opportunities with emphasis on increased rental and non-subsidized affordable housing units.

The City has a long standing commitment to the production of affordable housing. Residents of Santa Barbara recognize the need to provide housing to our local workers. There is a deep concern that not providing housing for our workforce has and will result in a loss of community diversity and lead to increased traffic congestion and air quality impacts due to commuters traveling from other jurisdictions to jobs in the City. As such, the draft *Housing Element* includes policies and implementation actions that promote housing opportunities for all segments of the community, including workforce housing.

In response to input from the Planning Commission and the public, the draft *Housing Element* pursues a multi-prong approach including: 1) new standards for smaller, market-rate units; and 2) the creation and preservation of rental housing for larger families. With the impending expiration of the Redevelopment Agency in 2015, providing non-subsidized affordable housing units will be essential in order to meet the City's affordable housing needs.

Draft Environmental Impact Report (DEIR)

Under provisions of the California Environmental Quality Act (CEQA), the *Plan Santa Barbara* General Plan Update is subject to environmental review prior to its approval. An Environmental Impact Report (EIR) is an informational document to allow the public and decision-makers to consider the environmental consequences of proposed actions, along with any measures that could feasibly avoid or lessen significant environmental effects.

A Draft Program EIR has been prepared to evaluate potential effects on the physical environment from the proposed *Plan Santa Barbara* policy amendments and forecasted future growth in the City to the year 2030. The Draft *Policy Preferences Report* initiated for environmental review by City Council (January 2009) provided the EIR project description. The analysis assumed development of up to an additional 2,800 residential units, and up to an additional two million square feet of commercial and other non-residential development within the City by 2030. In general, the DEIR recognizes that additional growth occurring incrementally over the next two decades has the potential for significant impacts cumulatively citywide by 2030. In many instances existing City policies and proposed *Plan Santa Barbara* policy amendments would reduce these environmental effects. The DEIR also identifies mitigation measures as needed to reduce potentially significant impacts to less than significant levels. Mitigation measures would become additional policies and programs in the General Plan.

The DEIR also analyzes comparative environmental effects of alternative policy and growth scenarios (“No Project”/Existing Policies, Lower Growth, and Additional Housing alternatives), and considers regional environmental effects and longer-range effects.

The Draft EIR analysis identified the following environmental transportation impacts associated with additional development to the year 2030 under draft *Plan Santa Barbara* General Plan policy amendments. Required mitigation measures are identified to reduce potentially significant impacts. Recommended measures are also identified to further address potential impacts identified as less than significant.

Class 1 Impacts – Significant

Transportation – Increased peak-hour traffic congestion. (*Mitigation measures MM T-1 road/signal improvements and MM T-2 to reduce peak-hour vehicle trips and increase use of alternative travel modes through modified parking requirements and pricing and transportation demand management measures.*)

Class 4 beneficial impact

Transportation – Reduction in per capita vehicle commute trips from *Plan Santa Barbara* transportation policies on parking, transit, mode shift, bus passes, telecommuting/alternative work schedules, car and van pooling, and pedestrian and bicycle infrastructure.

Key Transportation Issues for Decision Makers

The central transportation issue facing the City is how to accommodate incremental growth while minimizing or avoiding increased congestion at freeway interchanges and major City roads, such as Upper State Street. The DEIR shows that, although better than the No Project Alternative, Plan Santa Barbara as currently proposed will nearly triple the number of significantly impacted intersections in the City.

The traffic model demonstrates that eliminating growth altogether will not eliminate increases in traffic congestion as the trend of less people living and working in the City continues. The analysis shows if people continue to relocate outside the City and drive to work via U.S. Hwy 101, traffic at the freeway interchanges will continue to increase.

The DEIR analysis indicates the most effective measure to combat traffic congestion is to aggressively support Travel Demand Management strategies that include parking pricing management in the Downtown, as well as other strategies described. The analysis shows that the aggressive support of Travel Demand Management strategies analyzed in Alternative 2 (Increased Housing) could be applied to any of the other scenarios described in the DEIR and significantly reduce congestion impacts in each. Additionally, the analysis shows that future

development generates the least amount of increased traffic if located within the Downtown core and along major transit corridors north of U.S Hwy 101.

While parking pricing strategies implemented in the Downtown could have the greatest reduction of traffic congestion, implementing such a policy would also have economic ramifications. Therefore, to be successful, parking pricing strategies must be carefully designed to contribute to the economic vitality of the Downtown.

Irrespective of the amount of land use growth, decision makers must determine the appropriate balance between future congestion levels and the aggressiveness of the City's travel demand strategies.

Attachment

RD/kts

cc: Browning Allen, Transportation Manager



2010: The Decision Year

Key Steps to a Completed General Plan Update



Plan Santa Barbara Goals (adopted by City Council, 2005)

1. **Live within our resources** by balancing development with available resources and promoting sustainable, pedestrian scale, transit-oriented development.
2. Ensure **affordable housing** opportunities for all economic levels in the community, while protecting the character of established neighborhoods.
3. Provide **safe and convenient transportation** through improved transit, circulation, and parking.
4. Ensure a **strong economy** that provides the revenue base necessary for essential services and community enhancements.
5. Advance **regional thinking**, collaboration, and solutions.
6. Maintain the unique **character and desirability of Santa Barbara** as a place to live, work, and visit.
7. Provide **adequate services** and facilities.
8. Encourage **public involvement** and participation at all levels of city planning and other government activities.
9. Develop **explicit environmentally sustainable policies**.

Key Deliverables

- Updated growth management program (formerly Measure E, 1989)
- Revised & mandated Housing Element
- Updated Land Use Element
- Accurate Land Use Map
- Framework to guide updates of remaining elements (Open Space, Parks & Recreation, Historic Resources, Circulation, Environmental Resources, Public Services & Safety, Economy & Fiscal Health)
- Certified EIR

Progress to Date

- 2009** Planning Commission work sessions, *Economic Study* and forum, *General Plan Framework*, staff prepared drafts of: *Land Use Element & Map*, *Housing Element*, *Adaptive Management Plan*, *Environmental Impact Report*
- 2008** *Development Trends Report*, *Policy Options Report*, youth survey, community survey, public workshops & public meetings, *General Plan Framework: Draft Policy Preferences* approved by City Council, *EIR* scoped
- 2007** Plan SB public outreach: mailings to all city residents, 40 community meetings, 4 public workshops, Plan SB website launched, updates to City boards & committees, City Council adopts *Upper State Street Study*
- 2006** Upper State Street study
- 2005** City Council initiates Plan SB with 9 goals and creates public outreach committee, *Conditions, Trends & Issues Report* published as baseline

Key Issues

Areas of general agreement:

- Regulate future **growth**
- **Economic vitality**
- Live within our **Resources**
- Prioritize **affordable housing**
- Require **smaller units**
- Preserve SB's historic, small town **character**
- Enhance our **active, healthy, and walkable community**
- Plan for sustainable **neighborhoods**

Unresolved issues:

- Building **heights**
- **Density:** Should we allow more units in smaller buildings? Can the building size be controlled with Floor to Lot Area Ratios (FARs)?
- **Parking standards**
- **Priority** of implementation actions
- **Inclusionary housing**

Results of an Updated General Plan

1. Meets State mandate for Certified Housing Element
2. Reduces vulnerability to lawsuits challenging environmental review & climate change
3. Continues State funding programs dependent on EIR and adopted General Plan
4. Meets need for new planning standards re: growth and ways to protect Santa Barbara's character
5. Provides leadership for the future of our city (continuing efforts from 1970's Impacts of Growth and 1990's Measure E)



BOARD OF DIRECTORS REPORT

AGENDA DATE: April 20, 2010
DEPARTMENT: Human Resources
PREPARED BY: Gabriel Garcia

AGENDA ITEM #: 9
TYPE: Action

REVIEWED BY: Sherrie Fisher

Signature

GM Signature

SUBJECT: Renewal of Property Insurance
Effective: May 24, 2010 through May 23, 2011

RECOMMENDATION:

Staff recommends continued Property Insurance coverage with MTD's current carrier, Golden Eagle Insurance Company effective May 24, 2010. The renewal premium includes all current coverage at a reduced cost.

DISCUSSION:

The Property Insurance renewal proposal includes all MTD locations as follow: Cota-Olive Street buildings, Transit Center, remote-charging station in Carpinteria, Overpass facility as a rental property, and MTD's radio repeater (antenna-mounted) off of Gibraltar Road.

The Property Insurance covers losses to buildings, building contents and equipment in the event of a fire. It specifically excludes coverage for Earthquake and/or Flood damage which would require separate coverages.

This policy also includes coverage for loss of rental income for the Overpass facility, glass coverage at the Transit Center, and Boiler & Machinery Insurance. The Boiler and Machinery rider indemnifies the MTD for losses resulting from a short circuit to the electrical system and resulting damage to the charging facilities.

Market Scan:

Brown and Brown, MTD broker of record, analyzed the market and thus far received two other quotes (SureProducts Insurance Agency, Travelers Insurance Company). The quotes are outlined in the budget information below.

BUDGET/FINANCIAL INFORMATION

The cost of renewing insurance with our current carrier for the next year of coverage represents a savings of \$2,523 or approximately 16% off the expiring premium. The total cost for property insurance for 2009-2010 was \$15,769.

	2010 quotes	2009-2010
Golden Eagle Insurance Company	\$13,246	Expiring Premium \$15,769
Travelers Insurance Company	\$13,397	
SureProducts Insurance Agency	\$22,004	
Hartford Insurance Company	\$27,000	

Crosstown Shuttle, Mesa Loop & Line 1 & 2 Enhancement Traffic Mitigation

**Quarter Ending
March 31, 2010**

Prepared by the

Santa Barbara Metropolitan Transit District



April 12, 2010



Traffic Mitigation Quarter Ending March 31, 2010

The Santa Barbara Metropolitan Transit District (MTD), in partnership with the City of Santa Barbara, has implemented several service enhancements in recent years. These enhancements include two new routes, the Crosstown Shuttle and Line 4 - Mesa/SBCC, and enhanced peak-period service on Line 1 - Westside and Line 2 - Eastside.

The City is relying on these MTD service enhancements to provide the traffic mitigation required of the City by the Addendum to the Final Mitigated Negative Declaration for the Granada Garage Project (i.e., 985 average daily trips and 229 peak hour trips). The table below presents the ridership of each of these services during each month of the third quarter of fiscal year (FY) 2010.

For the enhanced service on Lines 1 & 2, the ridership in the table represents the change from the corresponding month of the year prior to implementation of the enhanced service, to the current month. For Line 4 and the Crosstown Shuttle, the ridership represents the entire ridership of the new routes.

Fiscal Year 2010 MTD Enhanced Transit Ridership¹

Period	Change in Total Weekday Average Daily Ridership				Change in P.M. Peak Hour Average Daily Ridership ²			
	Line 1 & 2	Mesa/SBCC	Crosstown	Total	Line 1 & 2	Mesa/SBCC	Crosstown	Total
3rd Quarter								
Jan 2010	82	474	521	1,077	61	59	107	227
Feb 2010	80	705	563	1,348	50	80	107	237
Mar 2010	221	635	583	1,439	98	66	116	280

Note 1: Line 1 & 2 ridership is the change from the corresponding month prior to implementation of the enhanced service.

Mesa/SBCC and Crosstown Shuttle ridership is the entire ridership of the new routes.

Note 2: The City of Santa Barbara P.M. Peak Hour is 4:00 - 6:00 P.M.

Source: Santa Barbara Metropolitan Transit District, Strategic Planning.

Seaside Shuttle Operating Characteristics

**Quarter Ending
March 31, 2010**

Prepared by the

Santa Barbara Metropolitan Transit District



April 12, 2010

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Carpinteria Seaside Shuttle Operating Characteristics Quarter Ending March 31, 2010

The Santa Barbara Metropolitan Transit District (MTD) operates the Seaside Shuttle in partnership with the City of Carpinteria. The Seaside Shuttle utilizes clean, quiet, and comfortable 22-foot electric shuttles to provide a convenient option for transportation around Carpinteria. This report presents operating characteristics for the third quarter of fiscal year (FY) 2010, from January 1 through March 31, 2010, and concludes with a graphical month-by-month comparison of FY 2009 data to the first nine months of FY 2010.

OPERATING CHARACTERISTICS AND PERFORMANCE INDICATORS

Table 1 presents operating characteristics and performance indicators for the Seaside Shuttle for the third quarter of FY 2010. The table also includes data from the corresponding quarter of FY 2009 for comparison.

**TABLE 1
Carpinteria Seaside Shuttle**

Seaside Shuttle	3rd Quarter (Jan 1-Mar 31)	
	FY 2010	FY 2009
Operating Characteristics		
Passengers (One-Way Trips)	24,076	21,800
Revenue Hours	1,132	1,127
Revenue Miles	11,173	11,120
<i>Cost to the MTD</i>		
Operating Cost ¹	\$119,004	\$118,733
<u>Depreciation</u>	<u>\$17,437</u>	<u>\$17,757</u>
<i>Fully-Allocated Cost</i>	<i>\$136,441</i>	<i>\$136,490</i>
<i>Operating Revenue</i>		
Farebox Revenue	\$5,216	\$4,820
<u>Carpinteria Fare Subsidy</u>	<u>\$15,501</u>	<u>\$15,123</u>
<i>Total Operating Revenue</i>	<i>\$20,717</i>	<i>\$19,942</i>
Performance Indicators		
Passengers per Hour	21.3	19.3
Operating Cost per Passenger	\$4.94	\$5.45
Farebox Ratio ²	17.4%	16.8%

Note 1: MTD's FY 2010 budgeted operating cost per revenue hour (not including depreciation) totals \$105.13. The FY 2009 audited operating cost per hour totaled \$105.35.

Note 2: "Farebox Ratio" is the percent of operating cost (not including depreciation) covered through total operating revenue.

Source: Santa Barbara Metropolitan Transit District.

MTD carries out a variety of marketing activities for the Seaside Shuttle. Recently, the Seaside Shuttle schedule has been added to the MTD Schedule Guide, for better integration. MTD is a supporter of First Friday, a monthly promotion hosted by the City of Carpinteria and the Carpinteria Chamber of Commerce. MTD's Seaside Shuttle is included in the city's First Friday advertising efforts, and MTD has provided participants with flyers that include a route map and the specific First Friday schedule. This flyer has also been incorporated into the city's marketing materials.

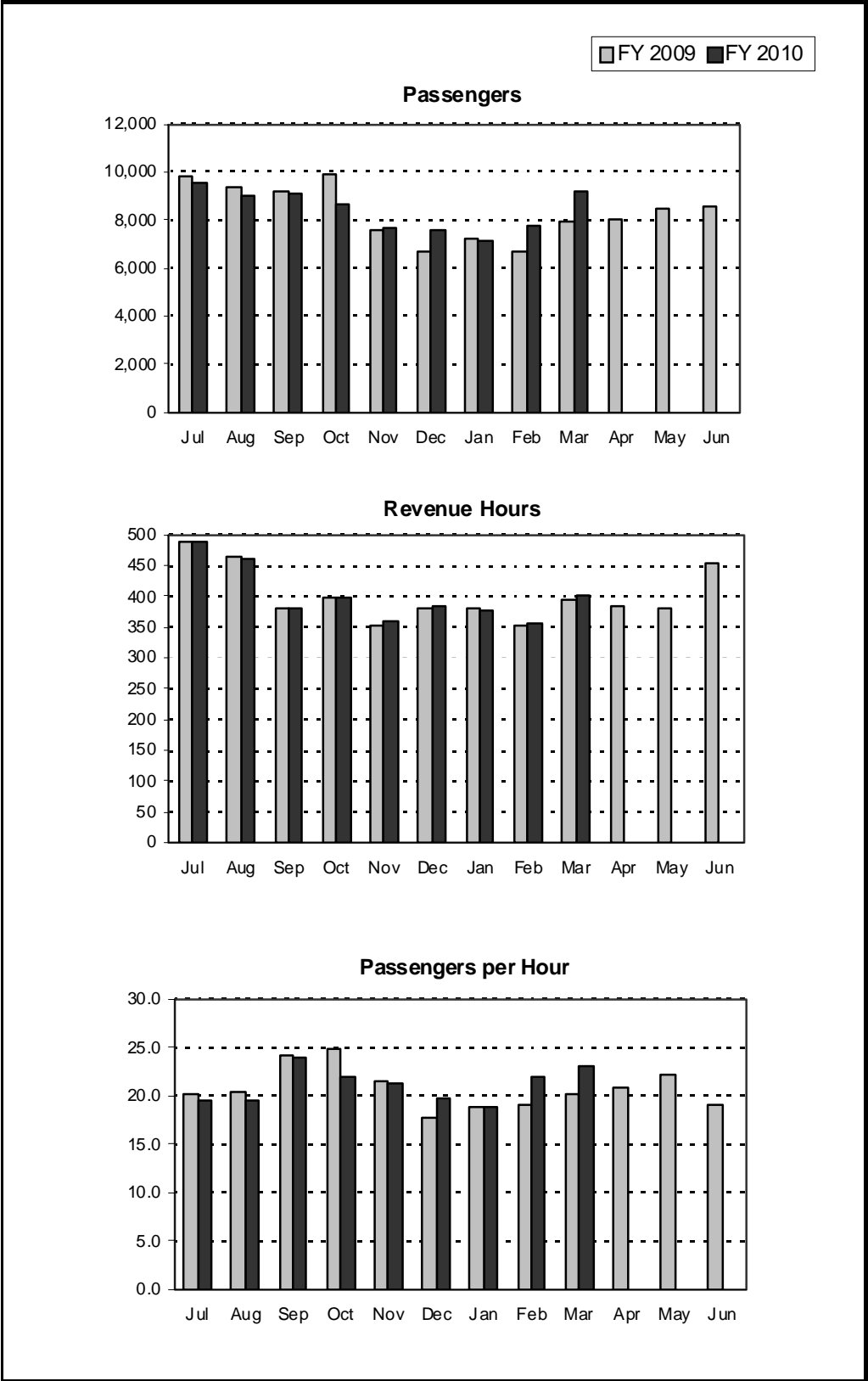
Carpinteria city hosts distribute transit information to visitors near the Seal Fountain. MTD staff has also conducted individualized marketing at various locations. The marketing team continues to explore new ideas for marketing the service.

As presented in the table, the Seaside Shuttle provided 24,076 one-way passenger trips during the quarter. This represents an increase of 2,276 riders compared to the 21,800 passengers transported during the corresponding quarter of FY 2009.

The Seaside Shuttle provided 1,132 revenue hours of service during the quarter, nearly the same as during the corresponding quarter of FY 2009. In FY 2010, the total budgeted operating cost to MTD to operate the service (not including depreciation) is \$105.13 per revenue hour. Thus, as shown in Table 1, the operating cost to MTD during the quarter (not including depreciation) totaled \$119,004. Operating revenue, as shown in the table, included \$5,216 in farebox revenue and \$15,501 in City of Carpinteria fare buydown subsidy. (Due to the City fare subsidy, the fare charged to riders is reduced to \$0.25 for a one-way trip.)

Table 1 also shows that the Seaside Shuttle carried an average of 21.3 passengers per revenue hour during the quarter, compared to 19.3 during the corresponding quarter of FY 2009. The average operating cost per passenger (not including depreciation) was \$4.94 during the quarter, compared to an average of \$5.45 in the corresponding quarter of FY 2009. The farebox ratio (i.e., the percent of operating cost that is recovered through farebox revenue and Carpinteria fare buydown subsidy) increased from 16.8 percent in the third quarter of FY 2009 to 17.4 percent in the current quarter. Figure 1 presents monthly Seaside Shuttle data for FY 2009 (beginning July 1, 2008), and for the first nine months of FY 2010 (beginning July 1, 2009).

FIGURE 1
FY 2009 and FY 2010
Carpinteria Seaside Shuttle



MTD Report to Santa Barbara on City-Assisted Services

**Monthly Report
March 2010**

Prepared by the

Santa Barbara Metropolitan Transit District



April 12, 2010

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MTD Report to Santa Barbara on City-Assisted Services March 2010 Monthly Report

The City of Santa Barbara provides funding to the Santa Barbara Metropolitan Transit District (MTD) to assist in supporting several MTD bus routes. This report, prepared pursuant to Agreements No. 22,278.1 and No. 23,135, provides the City with data regarding MTD shuttle services in Santa Barbara, MTD South Coast Transit Priorities routes supported by the City, and core MTD routes assisted by the City through the Enhanced Transit Program.

Table 1 presents the ridership of each City-assisted MTD route for March 2010 and for fiscal year (FY) 2010 to date. (The MTD fiscal year runs from July 1 through June 30.) The table also presents ridership for the corresponding periods of the previous fiscal year, as well as the percent change in ridership over the previous year. March 2010 had 23 weekday service days and 8 weekend service days, while March 2009 had 22 weekday service days and 9 weekend service days.

TABLE 1
MTD Routes Assisted by Santa Barbara - Ridership

Line	Current Month		Fiscal Year to Date		Percent Change	
	FY 2010 Mar 2010	FY 2009 Mar 2009	FY 2010 Jul-Mar	FY 2009 Jul-Mar	Current Month	FY To Date
Shuttle Services						
DWE - State Street	32,501	28,761	318,280	323,941	13.0%	-1.7%
DWE - East Beach	5,107	3,602	57,501	56,867	41.8%	1.1%
DWE - West Beach	1,773	2,017	23,815	23,542	-12.1%	1.2%
<i>Downtown-Waterfront Total</i>	<i>39,381</i>	<i>34,380</i>	<i>399,596</i>	<i>404,350</i>	<i>14.5%</i>	<i>-1.2%</i>
Carrillo Commuter Lot	1,254	1,588	14,062	14,794	-21.0%	-4.9%
South Coast Transit Priorities						
Crosstown Shuttle	13,414	13,669	116,703	113,114	-1.9%	3.2%
4 - Mesa/SBCC	14,612	14,289	115,649	108,973	2.3%	6.1%
Enhanced Transit Program						
1 - Westside	42,733	44,717	370,765	411,768	-4.4%	-10.0%
2 - Eastside	62,314	67,355	540,755	583,492	-7.5%	-7.3%
<i>Lines 1 & 2 Total</i>	<i>105,047</i>	<i>112,072</i>	<i>911,520</i>	<i>995,260</i>	<i>-6.3%</i>	<i>-8.4%</i>
6 - State/Hollister/Goleta	67,166	73,951	600,165	642,049	-9.2%	-6.5%
11 - State/Hollister/UCSB	81,267	88,264	740,788	793,088	-7.9%	-6.6%
<i>Lines 6 & 11 Total</i>	<i>148,433</i>	<i>162,215</i>	<i>1,340,953</i>	<i>1,435,137</i>	<i>-8.5%</i>	<i>-6.6%</i>
3 - Oak Park	29,297	35,901	245,996	277,368	-18.4%	-11.3%

Source: Santa Barbara Metropolitan Transit District.

There are several factors that have contributed to an overall decrease in travel in recent months when compared to the same month of the previous year. These include: the depressed economy, which has led to a reduction both in commute trips and other trips; decreased tourism to the area; MTD's January 2009 fare increase; and an increase in the use of various measures such as carpooling, flex schedules, and compressed workweeks.

MTD experienced a significant ridership spike during much of FY 2009, due to the increased cost of gasoline at that time. Due to the factors mentioned above, MTD ridership has returned to more typical rates. This can be seen in an examination of MTD's five-year ridership trend.

Table 2 shows the number of revenue hours that MTD operated on each City-assisted route in March 2010 and for fiscal year 2010 to date, along with corresponding data from the previous fiscal year for comparison. The table also presents ridership per revenue hour for each route for the current month and the corresponding month of the previous fiscal year.

TABLE 2
MTD Routes Assisted by Santa Barbara - Revenue Hours

Line	Current Month		Fiscal Year to Date		Riders per Hour	
	FY 2010 Mar 2010	FY 2009 Mar 2009	FY 2010 Jul-Mar	FY 2009 Jul-Mar	FY 2010 Mar 2010	FY 2009 Mar 2009
Shuttle Services						
DWE - State Street	852	860	8,515	8,413	38.1	33.4
DWE - East Beach	166	166	1,898	1,866	30.8	21.7
DWE - West Beach	83	83	909	894	21.4	24.3
<i>Downtown-Waterfront Total</i>	<i>1,101</i>	<i>1,109</i>	<i>11,322</i>	<i>11,173</i>	<i>35.8</i>	<i>31.0</i>
Carrillo Commuter Lot	115	110	937	917	10.9	14.4
South Coast Transit Priorities						
Crosstown Shuttle	672	643	5,490	5,476	20.0	21.3
4 - Mesa/SBCC	385	368	3,144	3,051	38.0	38.8
Enhanced Transit Program						
1 - Westside	863	846	7,303	7,282	49.5	52.9
2 - Eastside	1,463	1,427	12,323	12,277	42.6	47.2
<i>Lines 1 & 2 Total</i>	<i>2,326</i>	<i>2,273</i>	<i>19,626</i>	<i>19,559</i>	<i>45.2</i>	<i>49.3</i>
6 - State/Hollister/Goleta	1,582	1,572	13,669	13,653	42.5	47.0
11 - State/Hollister/UCSB	2,054	2,038	17,776	17,849	39.6	43.3
<i>Lines 6 & 11 Total</i>	<i>3,636</i>	<i>3,610</i>	<i>31,445</i>	<i>31,502</i>	<i>40.8</i>	<i>44.9</i>
3 - Oak Park	1,026	996	8,598	8,568	28.6	36.0

Source: Santa Barbara Metropolitan Transit District.

SHUTTLE SERVICES

The City provides a fare-buydown subsidy to MTD for clean and quiet 22-ft. electric shuttle services to meet downtown Santa Barbara traffic-reduction goals.

- *Downtown-Waterfront Shuttle.* The Downtown service operates along State Street from Sola Street to Cabrillo Boulevard, and the Waterfront service operates along Cabrillo Boulevard from the harbor to the zoo. The one-way fare is \$0.25. Transfers between State Street and the Waterfront are free.
- *Carrillo Lot Shuttle.* Weekday peak-period service subsidized by the City as an incentive to attract downtown employees to park in the Carrillo commuter lot. The service is free for commuter lot parkers and \$0.25 for other riders.

Downtown-Waterfront Shuttle

As shown in Table 1, total ridership on the Downtown-Waterfront Shuttle increased from 34,380 passengers in March 2009 to 39,381 in March 2010. Ridership increased on both State Street and on the Waterfront. Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle decreased very slightly, from 1,109 in March 2009 to 1,101 in March 2010. Riders per hour increased from 31.0 in March 2009 to 35.8 in March 2010. The service generated \$7,449.25 in fare revenue in March 2009, and increased to \$8,516.25 in March 2010.

Downtown-Waterfront Shuttle Ten-Year Trend

Tables 3A, 3B, and 3C present ten-year combined Downtown-Waterfront Shuttle trends in ridership, revenue hours, and passengers per revenue hour, respectively. The tables show that, over the entire ten-year period, annual ridership has decreased while annual revenue hours have remained relatively constant. However, the most recent several years have shown less variation in ridership.

The primary market for the Downtown-Waterfront Shuttle differs from that for a typical public transportation service. In general terms, the primary market for this shuttle service is tourists and local residents who are shopping, dining, sightseeing, or enjoying other recreational activities downtown and on the waterfront. Thus, shuttle ridership is heavily dependent on the convenience of the service and on the number of persons spending leisure time in these areas. Some factors affecting ridership on the service are discussed below.

Traffic Congestion

The time required to complete a trip on the Downtown-Waterfront Shuttle has increased over time as traffic congestion has worsened. A round trip on the State Street portion of the service (i.e., from the Dolphin Fountain to Sola Street and back to the Dolphin Fountain), for example, formerly required from 30 to 35 minutes, depending on the season and the time of day. Now, a round trip requires up to 45 minutes at peak times.

TABLE 3A: Downtown-Waterfront Shuttle Ridership

Month	Fiscal Year										
	1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
Jul.	102,746	97,492	95,727	72,007	78,586	73,895	76,499	73,310	75,727	77,887	78,777
Aug.	97,141	93,566	81,304	72,465	79,726	70,693	71,631	66,978	70,257	82,138	71,549
Sep.	64,788	69,886	57,988	47,600	47,203	48,519	45,410	47,491	45,967	46,286	48,034
Oct.	60,600	53,163	37,818	40,072	45,430	38,690	38,797	36,864	39,422	41,480	37,068
Nov.	48,765	39,560	30,165	36,240	35,899	32,307	34,528	32,350	33,210	33,044	32,677
Dec.	51,678	46,700	31,026	33,443	31,832	30,376	31,672	30,473	30,298	28,375	28,586
Jan.	44,209	44,252	28,609	38,051	36,212	28,900	33,439	30,698	28,370	33,527	32,152
Feb.	44,036	29,607	29,717	34,602	33,550	28,036	34,767	30,898	30,575	27,233	31,372
Mar.	52,424	44,327	32,001	43,923	40,149	36,855	34,067	35,999	41,274	34,380	39,381
Apr.	64,209	54,134	32,374	41,452	40,536	38,369	37,411	37,436	38,653	40,821	
May	60,669	52,654	37,358	43,085	43,982	44,240	42,861	43,587	43,347	44,631	
Jun.	65,894	70,601	50,499	56,228	53,482	59,501	55,301	59,194	63,083	54,150	
Total	757,159	695,942	544,586	559,168	566,587	530,381	536,383	525,278	540,183	543,952	

TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours

Month	Fiscal Year										
	1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
Jul.	1,696	1,720	1,838	1,777	1,786	1,754	1,786	1,586	1,682	1,785	1,791
Aug.	1,605	1,646	1,807	1,772	1,801	1,704	1,702	1,615	1,673	1,806	1,765
Sep.	1,338	1,312	1,192	1,279	1,227	1,225	1,214	1,173	1,192	1,086	1,237
Oct.	1,280	1,214	1,104	1,254	1,235	1,137	1,139	1,114	1,122	1,093	1,114
Nov.	1,090	1,098	973	1,128	1,114	1,062	1,058	1,042	1,070	1,072	1,064
Dec.	1,261	1,427	1,141	1,150	1,123	1,084	1,082	1,067	1,105	1,076	1,081
Jan.	1,128	1,130	1,018	1,168	1,176	1,146	1,140	1,119	1,128	1,135	1,155
Feb.	1,110	1,085	994	1,062	1,102	1,026	1,035	1,011	1,043	1,013	1,013
Mar.	1,108	1,145	1,028	1,176	1,128	1,119	1,126	1,113	1,121	1,109	1,101
Apr.	1,192	1,324	1,067	1,182	1,060	1,093	1,109	1,079	1,062	1,065	
May	1,268	1,589	1,181	1,349	1,190	1,227	1,193	1,234	1,297	1,342	
Jun.	1,391	1,638	1,456	1,520	1,655	1,646	1,432	1,685	1,705	1,715	
Total	15,467	16,328	14,799	15,817	15,597	15,223	15,016	14,838	15,200	15,297	

TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour

Month	Fiscal Year										
	1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
Jul.	60.6	56.7	52.1	40.5	44.0	42.1	42.8	46.2	45.0	43.6	44.0
Aug.	60.5	56.8	45.0	40.9	44.3	41.5	42.1	41.5	42.0	45.5	40.5
Sep.	48.4	53.3	48.6	37.2	38.5	39.6	37.4	40.5	38.6	42.6	38.8
Oct.	47.3	43.8	34.3	32.0	36.8	34.0	34.1	33.1	35.1	38.0	33.3
Nov.	44.7	36.0	31.0	32.1	32.2	30.4	32.6	31.0	31.0	30.8	30.7
Dec.	41.0	32.7	27.2	29.1	28.3	28.0	29.3	28.6	27.4	26.4	26.4
Jan.	39.2	39.2	28.1	32.6	30.8	25.2	29.3	27.4	25.2	29.5	27.8
Feb.	39.7	27.3	29.9	32.6	30.4	27.3	33.6	30.6	29.3	26.9	31.0
Mar.	47.3	38.7	31.1	37.3	35.6	32.9	30.3	32.3	36.8	31.0	35.8
Apr.	53.9	40.9	30.3	35.1	38.2	35.1	33.7	34.7	36.4	38.3	
May	47.8	33.1	31.6	31.9	37.0	36.1	35.9	35.3	33.4	33.3	
Jun.	47.4	43.1	34.7	37.0	32.3	36.1	38.6	35.1	37.0	31.6	
Avg.	49.0	42.6	36.8	35.4	36.3	34.8	35.7	35.4	35.5	35.6	

Source: Santa Barbara Metropolitan Transit District.

Because MTD operates the same number of vehicles and approximately the same number of revenue hours annually, the number of trips provided during a typical day has decreased due to the increase in congestion and in the time required for each trip. *Thus, over the ten-year period, the travel time has increased and the frequency of service has decreased.* These factors make the service less appealing, and undoubtedly account for some of the decrease in riders over time.

Service Disruptions due to State Street Pedestrian Improvements

Between 1999 and 2007, the City Redevelopment Agency installed new brick sidewalks, updated street furniture, and enhanced landscaping on State Street between Gutierrez and Victoria Streets. These improvements, which were constructed in four phases, improved pedestrian amenities and helped to revitalize the State Street corridor. However, closures of portions of State Street during construction of the improvements required the Downtown-Waterfront Shuttle to detour to Chapala and Anacapa Streets. The State Street service was much less convenient during these detours, which likely contributed to the general decrease in ridership during the 10-year period.

Tourism

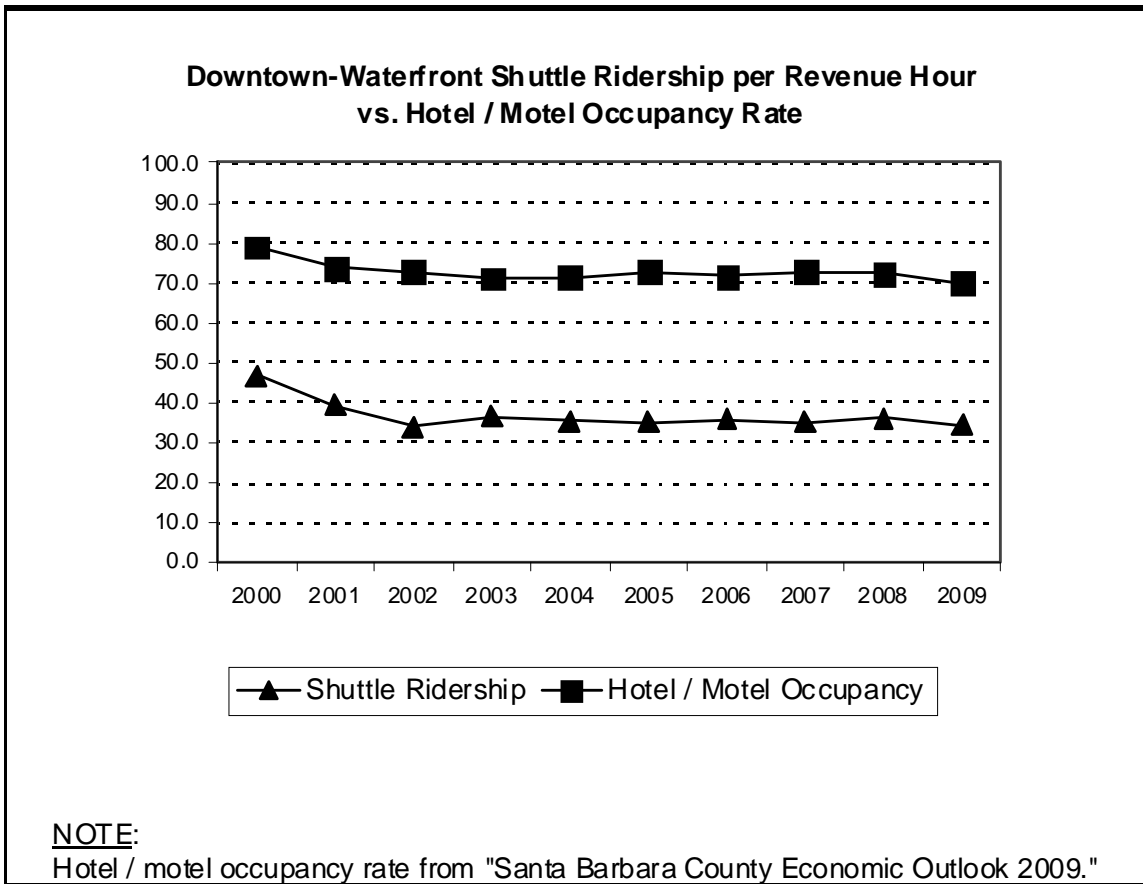
The Downtown-Waterfront Shuttle (DWE) is quite popular with tourists, and a change in the number of visitors to Santa Barbara's downtown and waterfront areas has a major impact on ridership. Annual lodging occupancy rates, shown in Figure 1, are a good indicator of annual changes in the number of tourists visiting the area.

The figure presents average annual hotel / motel occupancy rates for the period from 2000 to 2009 from the *Santa Barbara County Economic Outlook 2009* (Table 20, p. 441), and average annual Downtown-Waterfront Shuttle ridership per revenue hour for the same period. (In order to match the occupancy data, shuttle ridership and revenue hour data used to calculate ridership per hour for this discussion are for calendar years rather than fiscal years.)

As the figure shows, the two measures have similar trend lines. By far the greatest decrease in both ridership and hotel / motel occupancy occurred between 2000 and 2002, following the terrorist attacks of September 11, 2001. A comparison of month-by-month ridership (Table 3A) reveals that for 12 of the 13 months beginning September 2001, ridership significantly decreased compared to the same month of the previous year. Neither the lodging occupancy rate nor shuttle ridership has returned to pre-9/11 levels.

The factors discussed above (increased traffic congestion, service disruptions, and decreased tourism) have undoubtedly contributed to the general decrease in ridership on the Downtown-Waterfront Shuttle over the ten-year period. MTD staff will continue marketing efforts to increase ridership.

FIGURE 1
Calendar Years 2000 Through 2009
Shuttle Ridership & Hotel / Motel Occupancy



Source: Santa Barbara Metropolitan Transit District.

Downtown-Waterfront Shuttle Marketing & Public Information

- Passenger information cards with detachable perforated pocket-sized schedules are distributed at 36 locations along the route, including lodging establishments and the Visitors' Center.
- The shuttle route is featured in all "Santa Barbara Car Free" collateral. Flyers are available on all Amtrak Surfliner trains.
- The "Santa Barbara Car Free" brochure for the MTD's Line 22 service to "Santa Barbara's Highlights" features the Downtown-Waterfront Shuttle as a connection from the beach to Line 22.
- The Downtown-Waterfront Shuttle route is featured on the map in the explore section of Santa Barbara Seasons magazine.
- Partnership website links are provided by "Santa Barbara Car Free," Amtrak, the Santa Barbara Conference & Visitors Bureau and Film Commission, and the Downtown Organization.
- The Downtown-Waterfront Shuttle route is featured in the "Cultural Arts" brochure produced by the Downtown Organization.

- MTD is an active member of the Santa Barbara Conference & Visitors Bureau and Film Commission, the Santa Barbara Downtown Organization, and the Santa Barbara Region Chamber of Commerce, and works with these organizations to publicize the shuttle.
- All Downtown-Waterfront Shuttle vehicles display City of Santa Barbara seals.
- Amtrak passengers can request two free MTD transfers from the conductor. Caltrans pays MTD for the transfers after they are used.

Carrillo Commuter Lot Shuttle

The Carrillo Lot Shuttle operates on weekday service days only, and operated on 23 days in March 2010 and 22 days in March 2009. As shown in Table 1, ridership decreased from 1,588 passengers in March 2009 to 1,254 in March 2010. Revenue hours increased from 110 in March 2009 to 115 in March 2010. This resulted in a decrease in the number of passengers per revenue hour from 14.4 in March 2009 to 10.9 in March 2010.

The Carrillo commuter parking lot is generally not filled to capacity. MTD staff will continue to monitor the performance of the service and will continue discussions with City Parking staff regarding the monthly variability in ridership.

SOUTH COAST TRANSIT PRIORITIES

MTD implemented two new routes within the City of Santa Barbara as part of the South Coast Transit Priorities (SCTP) project:

- *Crosstown Shuttle*. Utilizes clean and quiet 22-ft. electric shuttles to connect the Eastside via Cota Street and the Westside via Micheltorena Street with downtown Santa Barbara. Also serves the Cota Commuter Lot.
- *Line 4 – Mesa/SBCC (formerly called Mesa Loop)*. Utilizes biodiesel in clean-burning 29-ft. buses to connect downtown Santa Barbara and the Mesa via Carrillo Street and Cliff Drive. Also serves Santa Barbara City College.

The SCTP project was initially funded with a federal Congestion Mitigation and Air Quality Improvement (CMAQ) grant awarded to MTD. The CMAQ funds for the two routes are fully expended, and the City is currently partially subsidizing the operation of both the Crosstown Shuttle and Line 4. The City has also provided MTD with capital assistance for new buses for Line 4, and has agreed to provide capital assistance for the Crosstown Shuttle.

Beginning in May 2007, MTD uses a biodiesel blend in all diesel-powered buses. Biodiesel is a renewable fuel manufactured from vegetable oils, animal fats, or recycled cooking oils. There are a number of benefits from the use of biodiesel, including reduced dependence on imported oil, improved engine lubricity, and reductions in particulate matter, hydrocarbon, carbon monoxide, and greenhouse gas emissions.

Crosstown Shuttle

Following implementation of the Enhanced Transit Program in March 2007 (described below), Crosstown Shuttle ridership decreased compared to the previous year. This was to be expected, as the Crosstown Shuttle is a complementary service to Lines 1 & 2 and the enhanced peak-period service on those lines attracted some riders that previously rode this service.

Table 1 shows that ridership on the Crosstown Shuttle decreased slightly from 13,669 riders in March 2009 to 13,414 riders in March 2010. The Crosstown Shuttle operates on weekday service days only, and operated on 23 days in March 2010 and 22 days in March 2009.

In recent years, MTD increased the number of revenue hours operated on the Crosstown Shuttle to compensate for the additional time needed to complete a trip due to increased traffic congestion. Although the additional revenue hours increased the cost to MTD, MTD does not bill the City for the additional hours.

As is shown in Table 2, Crosstown Shuttle revenue hours increased from 643 in March 2009 to 672 in March 2010, due to the additional day of service. The average number of passengers per hour decreased from 21.3 in March 2009 to 20.0 in March 2010.

Tables 4A, 4B, and 4C present monthly ridership, revenue hours, and passengers per hour for the Crosstown Shuttle since the implementation of the service in late July 2001.

Line 4 - Mesa/SBCC

MTD implemented Line 4 as a stand-alone route in March 2007. (MTD implemented a small-scale version of the service in September 2003, incorporated into Line 5, which provided a limited number of short "express" Line 5 weekday peak period trips between downtown and the Mesa.)

Line 4 also operates on weekday service days only, and operated on 23 days in March 2010 and 22 days in March 2009. Ridership increased slightly from 14,289 passengers in March 2009 to 14,612 in March 2010.

The number of revenue hours increased from 368 in March 2009 to 385 in March 2010, reflecting an additional day of service. The route carried an average of 38.8 riders per revenue hour in March 2009 and 38.0 in March 2010.

TABLE 4A: Crosstown Shuttle Ridership

Month	Fiscal Year								
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
Jul.	155	11,614	13,591	13,156	12,944	14,188	13,883	12,878	14,952
Aug.	3,542	11,536	13,420	13,103	14,749	16,169	15,382	12,776	13,291
Sep.	3,800	11,649	14,531	13,978	14,273	13,907	12,247	13,694	14,836
Oct.	5,089	13,795	14,958	14,538	14,152	15,911	14,801	15,117	16,042
Nov.	3,968	11,355	11,088	14,459	13,648	13,625	12,657	10,344	12,607
Dec.	4,490	11,469	12,387	13,286	13,301	12,086	10,298	11,939	10,969
Jan.	7,389	12,626	12,123	13,078	13,367	13,231	11,125	11,342	9,902
Feb.	7,899	11,712	11,347	13,084	12,930	12,503	11,496	11,355	10,690
Mar.	9,544	13,514	13,229	16,241	14,662	14,369	12,457	13,669	13,414
Apr.	10,579	14,228	13,030	14,508	12,727	13,312	13,457	13,557	
May	11,644	14,440	12,532	15,330	15,169	15,052	13,212	12,956	
Jun.	9,947	13,219	12,137	14,788	15,378	13,651	12,271	13,228	
Total	78,046	151,157	154,373	169,549	167,300	168,004	153,286	152,855	

TABLE 4B: Crosstown Shuttle Revenue Hours

Month	Fiscal Year								
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
Jul.	47	538	536	536	488	557	595	649	672
Aug.	541	538	512	537	567	647	658	618	611
Sep.	448	488	512	512	559	591	561	615	614
Oct.	561	561	561	512	560	649	679	672	643
Nov.	511	463	439	488	533	591	590	526	555
Dec.	526	512	536	536	586	587	591	614	614
Jan.	593	536	512	488	559	620	620	584	555
Feb.	489	463	463	463	506	561	590	555	555
Mar.	512	512	561	561	613	649	621	643	672
Apr.	537	537	536	512	535	620	649	643	
May	536	512	488	512	588	650	620	584	
Jun.	489	513	537	538	589	620	619	643	
Total	5,790	6,173	6,193	6,195	6,683	7,342	7,393	7,346	

TABLE 4C: Crosstown Shuttle Passengers per Hour

Month	Fiscal Year								
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
Jul.	3.3	21.6	25.4	24.5	26.5	25.5	23.3	19.8	22.3
Aug.	6.5	21.4	26.2	24.4	26.0	25.0	23.4	20.7	21.8
Sep.	8.5	23.9	28.4	27.3	25.5	23.5	21.8	22.3	24.2
Oct.	9.1	24.6	26.7	28.4	25.3	24.5	21.8	22.5	24.9
Nov.	7.8	24.5	25.3	29.6	25.6	23.1	21.5	19.7	22.7
Dec.	8.5	22.4	23.1	24.8	22.7	20.6	17.4	19.4	17.9
Jan.	12.5	23.6	23.7	26.8	23.9	21.3	17.9	19.4	17.8
Feb.	16.2	25.3	24.5	28.3	25.6	22.3	19.5	20.5	19.3
Mar.	18.6	26.4	23.6	29.0	23.9	22.1	20.1	21.3	20.0
Apr.	19.7	26.5	24.3	28.3	23.8	21.5	20.7	21.1	
May	21.7	28.2	25.7	29.9	25.8	23.2	21.3	22.2	
Jun.	20.3	25.8	22.6	27.5	26.1	22.0	19.8	20.6	
Avg.	13.5	24.5	24.9	27.4	25.0	22.9	20.7	20.8	

Source: Santa Barbara Metropolitan Transit District.

ENHANCED TRANSIT PROGRAM

During ongoing service evaluations, MTD staff identified various routes with a number of trips that were carrying excessive passenger loads. Bus drivers on these routes were often forced to leave passengers at bus stops because the bus was too full to safely board additional passengers. Beginning in March 2007, the City assisted MTD with funding to enhance service on several core MTD routes to alleviate these overloads:

- *Line 1 - Westside & Line 2 - Eastside.* Utilizes a biodiesel blend in clean-burning 40-ft. buses for enhanced weekday peak-period service to downtown Santa Barbara. Line 1 connects the upper Westside to the San Andres corridor, west Carrillo Street, and downtown. Line 2 connects the lower Eastside to the Milpas Street corridor, east Anapamu Street, and downtown.
- *Line 6 - Goleta & Line 11 - UCSB.* Utilizes a biodiesel blend in clean-burning 40-ft. buses for enhanced weekday peak-period service from downtown Santa Barbara to Upper State Street, the Eastern Goleta Valley, the City of Goleta, and the University of California at Santa Barbara (UCSB). Many of the buses on these routes are hybrid diesel-electric buses. Both routes follow State Street and Hollister Avenue from downtown Santa Barbara to Fairview Avenue. Line 6 continues along Hollister Avenue to Camino Real Marketplace, while Line 11 turns south on Fairview Avenue and travels to the airport and UCSB. (Santa Barbara County, Goleta, and UCSB also provide financial assistance to MTD for the Lines 6 & 11 enhancement.)
- *Line 3 - Oak Park.* Utilizes a biodiesel blend in clean-burning 29-ft. buses for enhanced weekday service connecting downtown Santa Barbara to Santa Barbara Cottage Hospital, upper State Street, and La Cumbre Plaza, via Bath and Castillo Streets, the Samarkand area, and Las Positas Road.

Line 1 - Westside & Line 2 - Eastside

Lines 1 & 2 were enhanced to provide service every 10 minutes during weekday morning and afternoon peak periods (compared to the previous schedule of every 15 minutes). As shown in Table 1, total combined ridership on Lines 1 & 2 decreased from 112,072 passengers in March 2009 to 105,047 in March 2010. When compared to the March before implementation of the Enhanced Transit Program, Lines 1 & 2 continue to show a significant increase in average daily total and peak period ridership.

Table 2 shows that combined Lines 1 & 2 revenue hours increased from 2,273 hours in March 2009 to 2,326 in March 2010. The average number of riders per revenue hour decreased from 49.3 in March 2009 to 45.2 in March 2010.

Line 6 - Goleta & Line 11 - UCSB

Lines 6 & 11 were enhanced to provide alternating service every 10 minutes during weekday morning and afternoon peak periods, from downtown Santa Barbara to Hollister at Fairview (compared to the previous schedule of every 15

minutes). Line 6 continuing to Camino Real Marketplace and Line 11 continuing to the airport and UCSB now run every 20 minutes during weekday peak periods (compared to the previous schedule of every 30 minutes).

Table 1 shows that total combined ridership on Lines 6 & 11 decreased from 162,215 in March 2009 to 148,433 in March 2010. When compared to the March before implementation of the Enhanced Transit Program, Lines 6 & 11 continue to show a significant increase in average daily total and peak period ridership.

Table 2 presents combined Lines 6 & 11 revenue hours, which increased from 3,610 hours in March 2009 to 3,636 hours in March 2010. The average number of riders per revenue hour decreased from 44.9 in March 2009 to 40.8 in March 2010.

Line 3 - Oak Park

Line 3 was enhanced to run every 20 minutes all day on weekdays (compared to the previous schedule of every 30 minutes). As shown in Table 1, ridership on Line 3 decreased from 35,901 passengers in March 2009 to 29,297 in March 2010. Line 3 ridership also continues to reflect an increase in weekday average daily and peak-period riders over the ridership before implementation of the enhancement.

Line 3 revenue hours totaled 996 hours in March 2009 and 1,026 hours in March 2010. The average number of riders per revenue hour decreased from 36.0 riders per hour in March 2009 to 28.6 in March 2010.

To: Chair Davis
Members of the Board of Directors
From: Sherrie Fisher, General Manager
Date: 04/16/10
Subject: Administrative Update

Staff has been hosting table hours at some of MTD's most popular bus stops. The purpose of this effort is to speak one-on-one with the individuals who depend on our service asking how their experience can be improved and to minimize the impact the upcoming service changes will have on their daily lives. Preliminary input has been favorable and all the individuals we have spoken with understand the budget constraints facing the District.

The following is a list of locations and times:

Downtown Transit Center:
Wednesday, April 14th – 7am to 10am & 3pm to 6pm

Santa Barbara City College:
Wednesday, April 14th – 7am to 10am & 3pm to 6pm

UCSB North Hall:
Tuesday, April 20th – 7am to 10am & 3pm to 6pm

State & La Cumbre (both sides of State St):
Wednesday, April 21st – 7am to 10am & 3pm to 6pm

Hollister & Nectarine:
Thursday, April 22nd – 7am to 10am & Tuesday, April 27 – 3pm to 6pm

The Marketing Department is setting up appointments to speak with students who are about to enter Junior High to inform them of our three-tiered discipline policy. The junior high school years offer significant opportunities to gain responsibility including travelling to and from school by MTD. In our efforts to provide safe transportation, we reach out to them in advance to inform them of the consequences of poor behavior.

Marketing has also been collaborating with our Earth Day partners to promote the Ride Free on Earth Day event. Ads have been placed on the sides of all buses. This year our partners are subsidizing the fare on all trips before noon on both Saturday, April 17th and Sunday, April 18th. We will also have an electric shuttle and a twenty-nine foot hybrid bus on display at the Green Car Show.

The Marketing Staff will also be assisting at the Santa Barbara Car Free booth on Earth Day. (Enjoy this event and remember your sunscreen.)

We currently have over 500 individuals following us on Twitter.

Staff is processing back ground and references on one bus driver applicant. We hope to complete the background and reference process by next week.

The Seaside Shuttle driven by Leroy Adams, participated in the April 1st First Friday celebration. This event is an art appreciation and overall social event sponsored by the City of Carpinteria.

Last weekend, the anticipated Floatopia celebration moved away from the beach (due to closures) and landed squarely in Isla Vista on Saturday. This brought thousands of revelers to the area. The line 27 was able to remain on route until approx. 3:00PM, when the street crowds became impassable. Before detouring, the Road Supervisor had used the Road car as a pilot car to help get the bus through the crowds.

The April CITA (Caught In The Act Doing Something Great) award drawing winner is Juan Ruiz. He originally received his award for helping out a passenger who was struggling to board with a stroller, by helping fold the stroller for her as she attended to the child. Another onboard passenger submitted this compliment.

The bidding process for summer service begins Monday, April 19th with an effective date of June 7th.

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

Sherrie Fisher and Steve Maas attended a Goleta Chamber of Commerce "Issue & Policy Roundtable" on April 14. The speakers discussed the upcoming Goleta overcrossing project and various Highway 101 improvement projects countywide.

Staff submitted a letter to SBCAG requesting Measure A – Inter-regional Transit Service funding for the Valley Express Commuter Bus Service for fiscal year 2010/11. Staff anticipates the item will be brought before the SBCAG board in May.

The annual diesel fuel bid has been released and bids are due in three weeks. The bid requires a fixed price for ultra-low sulfur fuel for one year with an option for another. Pricing for biodiesel is tied to a weekly index.

Staff is currently working on the final budget for next fiscal year. It is scheduled to be brought before the Board at the June 1st meeting. Financials for the quarter ending March 31, 2010 are in process; quarterly financials will be brought to the Board in early May.

Management and representatives of Teamsters Local 186 have begun negotiating; the current collective bargaining agreement is scheduled to expire June 30, 2010.

Staff is in the process of preparing for the triennial Transportation Development Act (TDA) performance audit. All requested reports have been forwarded to the firm hired to conduct the audit and an onsite visit will be scheduled soon.

All previously reported engine problems have been diagnosed and repaired. There are no transmission repairs or replacements in process.

Bus #904 remains at Valley Power Systems for replacement of the electric drive unit (EDU) under the Allison Transmission Field Action program.

A trainer from Gillig is scheduled to be at MTD April 20th through 22nd conducting mechanic training on the hydraulic system and general maintenance of the newest hybrid buses.

One battery tray has been modified for installation of the first set of Lithium batteries. Four possible vendors have been identified from which quotes will be obtained for doing the other seven trays.

Continuing work with Ferro Magnetics on Ni-Cd charger algorithm #8 modifications tailored to best suit MTD's EV operation. A feature is in the works whereby there will automatically be an equalize included in every charge with no keypad input required by the service worker or driver.

Valley Power Systems for Johnson Matthey has submitted a quote for installation of the ACCERT low NOx DPF system. The quote is for \$16,102. Further communication with Cummins Cal Pacific has rekindled their interest to quote on doing installations also

The first of the two lithium battery chargers by Ferro Magnetics has been installed. Charge and discharge testing with the BMS monitoring the activity is in progress.

A letter from CalOSHA has been received and posted in the elevator explaining that they are behind in performing inspections for Operating Permit renewals. It states that no regulatory violation action will be taken since the delay by them.