



**AGENDA**

**Meeting**

of the

**BOARD OF DIRECTORS**

of the

**SANTA BARBARA METROPOLITAN TRANSIT DISTRICT**

A Public Agency

**March 18, 2014**

**8:30 AM**

**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; Chuck McQuary, Vice Chair; Olivia Rodriguez, Secretary; Dick Weinberg, Director; Bill Shelor, Director; Ed Easton, Director; David Tabor, 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 March 4, 2014.

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

The Board will be asked to review the cash report of February 25, 2014 through March 10, 2014.

**THIS CONCLUDES THE CONSENT CALENDAR**

**6. PUBLIC COMMENT**

Members of the public may address the Board on items within jurisdiction of the Board that are not scheduled for public hearing. The time allotted per speaker will be at the discretion of the Board Chair. If you wish to address the Board under this item number, please complete and deliver to the MTD Board Clerk, a "Request to Speak" form 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 number that you wish to comment on.

**7. DRAFT "SHORT RANGE TRANSIT PLAN: FY 2014 TO FY 2018"-(ATTACHMENT- ACTION MAY BE TAKEN)**

Staff will present to the Board the Draft "Short Range Transit Plan: FY 2014 to FY 2018" (SRTP) and the Board will provide comments and direction to staff.

**8. RESOLUTION REGARDING FISCAL YEAR 2014-15 TRANSPORTATION DEVELOPMENT ACT CLAIM-(ATTACHMENT- ACTION MAY BE TAKEN)**

Staff requests that the Board adopt resolution 2014-02 authorizing the General Manager to claim all Transportation Development Act (TDA) funds apportioned to the Santa Barbara Metropolitan Transit District (MTD) for fiscal year 2014-15.

9. **ADOPTION OF FISCAL YEAR 2014-15 MEASURE A PROGRAM OF PROJECTS SUBMITTAL-(ATTACHMENT-ACTION MAY BE TAKEN)**  
Staff recommends that the Board approve the submittal of Santa Barbara Metropolitan Transit District (MTD) Measure A Program of Projects for fiscal year 2014-15.
10. **GENERAL MANAGER'S REPORT UPDATE-(ACTION MAY BE TAKEN)**  
a) Calstart  
b) UCSB Agreement  
c) Fall Service Changes
11. **OTHER BUSINESS AND COMMITTEE REPORTS-(ACTION MAY BE TAKEN)**  
The Board will report on other related public transit issues and committee meetings

***RELATED TO EACH CLOSED SESSION; PUBLIC COMMENT WILL BE ALLOWED RELATED TO THE CLOSED SESSION ITEM(S) BEFORE THE RECESS***

12. **RECESS TO CLOSED SESSION- GENERAL MANAGER PERFORMANCE EVALUATION-(ACTION MAY BE TAKEN)**  
Conference with labor negotiators pursuant to Government Code Section 54957:  
SBMTD designated representatives: Dick Weinberg, Olivia Rodriguez, Ed Easton

SBMTD unrepresented employee: Sherrie Fisher, General Manager

13. **RECESS TO CLOSED SESSION- PUBLIC EMPLOYEE APPOINTMENT- (ACTION MAY BE TAKEN)**  
The Board will meet in closed session pursuant to Government Code Section 54957  
Title: General Manager

14. **ADJOURNMENT**

**AMERICAN 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  
**March 4, 2014**  
**8:30 AM**  
**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**

Natasha Garduno, Executive Assistant, reported that the agenda was posted on Friday, February 28, 2014 at MTD's Administrative Office, 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)**

Director Rodriguez moved to approve the draft minutes for the meeting of February 18, 2014 with an amendment for item #15 that the adjournment should reflect that Director Tabor moved to adjourn the meeting with a second made by Director Easton. Director Tabor seconded the motion. The motion passed unanimously.

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

Director Rodriguez moved to approve the cash report of February 11, 2014 through February 24, 2014. Director Tabor seconded the motion. The motion passed unanimously.

**THIS CONCLUDES THE CONSENT CALENDAR**

**6. PUBLIC COMMENT**

A member of the public (Bonnie) spoke under public comment regarding the placement of benches at bus shelters.

**7. STAFF PRESENTATION OF FISCAL YEAR 2014-15 DRAFT OPERATING & CAPITAL BUDGETS- (ATTACHMENT- ACTION MAY BE TAKEN)**

Jerry Estrada, Assistant General Manager/Controller presented the draft operating and capital budget for Fiscal Year 2014-15. Following a discussion, the Board requested that staff work closely with the Finance Committee to address the projected use of cash reserves to balance the operating budget, with special emphasis on the proposed service increase included in the draft service plan.

**8. GENERAL MANAGER'S REPORT UPDATE – (ACTION MAY BE TAKEN)**

Sherrie Fisher, General Manager, reported to the board that the MTD employees who are part of the Teamsters Union Local 186 had voted to ratify a Last, Best and Final offer from the District. Ms. Fisher stated that staff was pleased that the majority of MTD employees who are members of Teamsters Local 186 recognized the economic climate that limited increases in wages and benefits.

Ms. Fisher reported that MTD and UCSB staff have signed a financial agreement for enhanced service that will meet the increased transit demand resulting from the UCSB San Joaquin project. UCSB and MTD staffs are creating a joint press release announcing the agreement.

Ms. Fisher shared with the Board that driver Clarence Suhr had retired on February 28, 2014 after 40 years of employment with the district. Ms. Fisher shared that Mr. Suhr will be attending a future board meeting so that staff and the Board can recognize and thank him for his service.

Ms. Fisher reported that MTD and SBCAG expect to be able to continue the Coastal Express Limited service until December 12, 2014.

Ms. Fisher and George Amoon, Manager of Planning, shared that the Planning Department will be hosting meetings to gather community input for the proposed fall service changes that will be implemented in August 2014, if approved by the Board. The following schedule was shared with the Board:

- Wednesday, March 19<sup>th</sup> (2:00 p.m.)  
MTD Administrative Office  
550 Olive Street  
Santa Barbara, CA 93101
- Thursday, March 20<sup>th</sup> (6:00 p.m.)  
MTD Administrative Office  
550 Olive Street  
Santa Barbara, CA 93101
- Wednesday, March 19<sup>th</sup> (6:15 p.m.)  
Carpinteria Library  
5141 Carpinteria Avenue  
Carpinteria, CA 93103
- To Be Determined  
Isla Vista/Goleta  
Meeting date and location  
to be announced soon

Ms. Fisher and Jerry Estrada, Assistant General Manager/Controller, reported to the Board that staff would be submitting a grant application for funds from the Federal Transportation Administration's No Emission (LoNo) Vehicle Deployment Grant Program to be able to remanufacture five electric buses working through Calstart.

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

The members of the Development Committee asked that a meeting be scheduled for Tuesday, March 11<sup>th</sup> at 8:00 a.m.

***AT THIS POINT CHAIR DAVIS MOVED TO ITEM #11 DUE TO AN ERROR IN NUMBERING THAT OMMITTED ITEM #103***

***RELATED TO EACH CLOSED SESSION; PUBLIC COMMENT WILL BE ALLOWED RELATED TO THE CLOSED SESSION ITEM(S) BEFORE THE RECESS***

**11. RECESS TO CLOSED SESSION– GENERAL MANAGER PERFORMANCE EVALUATION- (ACTION MAY BE TAKEN)**

Conference with labor negotiators pursuant to Government Code Section 54957:  
SBMTD designated representatives: Dick Weinberg, Olivia Rodriguez, Ed Easton

SBMTD unrepresented employee: Sherrie Fisher, General Manager

Upon returning from closed session Chair Davis reported that no action had been taken. Chair Davis also reported that Director Easton left the meeting at 10:37 a.m.

**12. ADJOURNMENT**

Director McQuary moved to adjourn the meeting at 11:15 a.m. Director Weinberg seconded the motion. The motion passed unanimously.

**Santa Barbara Metropolitan Transit District**  
**Cash Report**  
**Board Meeting of March 18, 2014**  
**For the Period February 25, 2014 through March 10, 2014**

**MONEY MARKET**

**Beginning Balance February 25, 2014** **\$7,713,741.28**

SB-325 (LTF)	629,406.39
Advertising/Prepaid Deposi	278,895.39
Accounts Receivable	235,205.59
Passenger Fares	188,581.01
SBCC Fares	92,273.11
Interest Income- Feb'14	3,538.54
Miscellaneous/Asset Sales	657.66
Measure "A"	.00

**Total Deposits** **1,428,557.69**

Bank Fee CC - Feb'14	(840.07)
ACH Garn/Escrow	(11,645.59)
ACH Pensions Transfer	(31,999.49)
WC Transfer - Feb'14	(55,582.73)
ACH Tax Deposit	(212,771.79)
Operations Transfer	(446,950.72)
Payroll Transfer	(499,387.13)

**Total Disbursements** **(1,259,177.52)**

**Ending Balance** **\$7,883,121.45**

**CASH INVESTMENTS**

LAIF Account	\$3,327,965.35
Money Market Account	7,883,121.45

**Total Cash Balance** **\$11,211,086.80**

**SELF INSURED LIABILITY ACCOUNTS**

WC / Liability Reserves	(\$2,486,782.10)
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**Working Capital** **\$8,724,304.70**

**Santa Barbara Metropolitan Transit District  
Accounts Payable**

Check #	Date	Company	Description	Amount	Voids
106100	2/25/2014	LOUIS M. ZUGMAN	PROFESSIONAL SERVICES	5,843.36	V
106126	2/26/2014	LOUIS M. ZIGMAN	PROFESSIONAL SERVICES	5,843.36	
106127	3/7/2014	APPLEONE EMPLOYMENT SERVIC	CONTRACT SERVICES	186.00	
106128	3/7/2014	BIG BRAND TIRES, BRANDCO BILL	SERVICE VEHICLE MAINTENANCE	89.02	
106129	3/7/2014	CALIFORNIA ELECTRIC SUPPLY, I	SHOP/B&G SUPPLIES	128.02	
106130	3/7/2014	CAPITOL HARDWARE & BUILDING	B&G SUPPLIES	155.74	
106131	3/7/2014	CARPINTERIA BRANCH LIBRARY	PUBLIC INPUT MEETING	40.00	
106132	3/7/2014	CITY OF SANTA BARBARA	SUPERSTOPS - PERMIT FEES	792.00	
106133	3/7/2014	NICHOLAS R. CONTI	SURVEYOR	201.70	
106134	3/7/2014	CINTAS CORPORATION NO. 2	FIRST AID SUPPLIES	63.79	
106135	3/7/2014	COX COMMUNICATIONS, CORP.	INTERNET & CABLE TV	147.00	
106136	3/7/2014	DAVID DAVIS JR.	DIRECTOR FEES	120.00	
106137	3/7/2014	MARY DEAIL	PAYROLL RELATED	106.15	
106138	3/7/2014	DELTA DENTAL OF CALIFORNIA	DENTAL INSURANCE	8,095.23	
106139	3/7/2014	DELTA DENTAL INSURANCE COM	DENTAL INSURANCE	2,039.28	
106140	3/7/2014	DOCUPRODUCTS CORPORATION	COPIER	9,061.20	
106141	3/7/2014	EDWARD EASTON	DIRECTOR FEES	120.00	
106142	3/7/2014	STATE OF CALIFORNIA/FTB	PAYROLL RELATED	3.73	
106143	3/7/2014	GENFARE, A DIVISION OF SPX CO	FAREBOX REPAIRS & PARTS	11,343.04	
106144	3/7/2014	GEM EQUIPMENT CO. DBA	BUS PARTS & SUPPLIES	63.86	
106145	3/7/2014	GIBBS INTERNATIONAL INC	BUS PARTS	3,578.18	
106146	3/7/2014	GILLIG LLC	BUS PARTS	2,196.58	
106147	3/7/2014	GUARDIAN-APPLETON (DENTAL I	DENTAL INSURANCE	4,223.53	
106148	3/7/2014	GUARDIAN-APPLETON (LIFE INS)	LIFE INSURANCE	286.43	
106149	3/7/2014	H.G. MAKELIM CO., INC.	BUS PARTS	1,803.15	
106150	3/7/2014	MEDICAL EYE SERVICES, INC.	VISION SERVICES	283.04	
106151	3/7/2014	CHUCK MCQUARY	DIRECTOR FEES	120.00	
106152	3/7/2014	MOUNTAIN SPRING WATER	SHOP & OFFICE SUPPLIES	998.35	
106153	3/7/2014	NATIONAL INTERSTATE INS INC.	LIABILITY INSURANCE	25,594.72	
106154	3/7/2014	ANN BRADY OTTIERI	PAYROLL RELATED	277.00	
106155	3/7/2014	OLIVIA RODRIGUEZ	DIRECTOR FEES	60.00	
106156	3/7/2014	SB COUNTY FEDERAL CREDIT UNI	PAYROLL DEDUCTION	1,190.00	
106157	3/7/2014	SPECIAL DISTRICT RISK MGMT	MEDICAL HEALTH INSURANCE	45,907.14	
106158	3/7/2014	KAREN SEELEY	PAYROLL RELATED	75.69	
106159	3/7/2014	WILLIAM JOHN SHELOR	DIRECTOR FEES	120.00	
106160	3/7/2014	SO. CAL. EDISON CO.	UTILITIES	10,984.74	
106161	3/7/2014	SB CITY OF-REFUSE/WATER	UTILITIES	4,479.83	
106162	3/7/2014	DAVID T. TABOR	DIRECTOR FEES	120.00	

<b>Check #</b>	<b>Date</b>	<b>Company</b>	<b>Description</b>	<b>Amount</b>	<b>Voids</b>
106163	3/7/2014	TEAMSTERS MISC SECURITY TRU	UNION MEDICAL/DENTAL	146,413.00	
106164	3/7/2014	TEAMSTERS PENSION TRUST	UNION PENSION	85,758.72	
106165	3/7/2014	TEAMSTERS UNION LOCAL NO. 18	UNION DUES	11,329.08	
106166	3/7/2014	VALLEY POWER SYSTEMS, INC.	BUS PARTS	5,138.78	
106167	3/7/2014	RICHARD WEINBERG	DIRECTOR FEES	120.00	
106168	3/10/2014	TRAPEZE SOFTWARE GROUP, INC.	SOFTWARE MAINTENANCE LICENSE I	63,137.00	
				<b>452,794.08</b>	
<b>Current Cash Report Voided Checks:</b>				0.00	
<b>Prior Cash Report Voided Checks:</b>				5,843.36	
<b>Grand Total:</b>				<b>\$446,950.72</b>	

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

<b>Date</b>	<b>Company</b>	<b>Description</b>	<b>Amount</b>
2/25/2014	Gem Faire, Inc	Advertising on Buses	2,915.00
2/25/2014	SB School District	Passes/Token Sales	2,237.50
2/25/2014	SB School District	Passes/Token Sales	1,725.00
2/25/2014	UCSB - Parking Services-7001	Passes/Passports Sales	8,424.00
2/25/2014	UCSB Transportation	Transit Enhancement	5,166.25
2/27/2014	City of S.B. Waterfront Department	Waterfront Shuttle Service-Cruise Ship	4,155.28
2/27/2014	City of S.B. Waterfront Department	Waterfront Shuttle Service-Cruise Ship	2,306.80
2/27/2014	City of SB - Downtown Parking	City of SB My Ride	15,000.00
2/28/2014	Department of Rehabilitation	Passes/Token Sales	20.00
2/28/2014	Department of Rehabilitation	Passes/Token Sales	20.00
2/28/2014	Department of Rehabilitation	Passes/Token Sales	60.00
2/28/2014	Mercury Insurance Group	Insurance Claim	1,094.96
3/3/2014	City of SB - Browning Allen	Downtown Shuttle - Feb'14	84,991.75
3/3/2014	City of SB - Browning Allen	Downtown Shuttle - Jan'14	89,764.00
3/3/2014	Department of Rehabilitation	Passes/Token Sales	40.00
3/3/2014	Department of Rehabilitation	Passes/Token Sales	20.00
3/3/2014	Department of Rehabilitation	Passes/Token Sales	20.00
3/3/2014	Department of Rehabilitation	Passes/Token Sales	20.00
3/6/2014	Jim Haggerty	Retiree - Vision	12.20
3/7/2014	ASTI Holding Company, LLC	Overpass Property Lease - Mar '14	15,152.85
3/10/2014	City of SB Creeks Division	Advertising on Buses	555.00
3/10/2014	City of SB Creeks Division	Advertising on Buses	555.00
3/10/2014	City of SB Creeks Division	Advertising on Buses	555.00
3/10/2014	UCSB Campus Sustainability	Advertising on Buses	395.00
<b>Total Accounts Receivable Paid During Period</b>			<b>\$235,205.59</b>



BOARD OF DIRECTORS REPORT

MEETING DATE: MARCH 18, 2014

AGENDA ITEM #: 7

TYPE: ACTION ITEM

PREPARED BY: STEVE MAAS

\_\_\_\_\_  
*Signature*

REVIEWED BY: GENERAL MANAGER

\_\_\_\_\_  
*GM Signature*

SUBJECT: Draft “Short Range Transit Plan: FY 2014 to FY 2018”

RECOMMENDATION:

Review the Draft “Short Range Transit Plan: FY 2014 to FY 2018” (SRTP) and provide comments and direction to staff.

DISCUSSION:

The SRTP provides an in-depth look at current transit services, and identifies the resources that are currently expected to be available during the five-year planning period. The five-year plan in the SRTP is financially-constrained. In other words, it includes only projects that MTD expects to implement given the resources that are currently expected to be available. The SRTP is not a long-range planning document, but it is intended to dovetail closely with MTD’s Strategic Plan. Ideally, the SRTP should be updated approximately every three years.

Although the SRTP is financially constrained, it also identifies potential service enhancements and capital projects that could be implemented if additional resources are secured. This provides the groundwork in the event that such resources become available. These potential projects are identified, but are not included in the five-year plan. The SRTP also includes potential service reductions that could be implemented if current resources were reduced.

The SRTP is a commonly-referenced document in California. Various agencies, including the California Department of Transportation (Caltrans) and the Santa Barbara County Association of Governments (SBCAG), expect that a transit agency will have a current SRTP when applying for funds. Though not strictly required by the Federal Transit Administration (FTA), the SRTP is in compliance with an FTA requirement that an applicant for funds demonstrates the capacity to carry out the proposed project.

Following any changes that result from this review by the MTD Board, staff will provide staff of SBCAG and local jurisdictions an opportunity to review the Draft SRTP. Following that review, staff will bring a Final Draft back to the Board with a recommendation for Board adoption.

# Revised Draft

## Short Range Transit Plan

### FY 2014 to FY 2018



*Prepared by the*

Santa Barbara Metropolitan Transit District  
550 Olive Street, Santa Barbara, CA 93101  
(805) 963-3364 • [www.sbmtd.gov](http://www.sbmtd.gov)



March 13, 2014

# Revised Draft

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## **Chapter 1: Introduction**

### **PURPOSES OF THE SHORT RANGE TRANSIT PLAN (SRTP)**

This document, the *Short Range Transit Plan: FY 2014 to FY 2018* of the Santa Barbara Metropolitan Transit District (MTD), provides an in-depth look at current transit services, and identifies where transit resources will be focused during the next five years to efficiently and effectively meet the public's needs. The SRTP serves various purposes, as discussed below. The SRTP is a financially-constrained, five-year programming document. It is not intended to function as a strategic planning document (see *MTD Strategic Plan: 2013 - 2017*).

#### **Federal, State, & Local Agency Compliance**

Though not specifically required, the SRTP is in compliance with a Federal Transit Administration (FTA) requirement that all applicants for FTA funds demonstrate the legal, financial, and technical capacity to carry out the proposed project. The SRTP is also commonly referenced by state and local government agencies. The SRTP includes a financial plan covering a five-year period commencing with the current fiscal year (the MTD fiscal year runs from July 1 through June 30). The planning period encompasses MTD fiscal years 2014 through 2018, the five-year period that began July 1, 2013, and ends June 30, 2018.

The SRTP is financially constrained. In other words, the only programmed projects included in the five-year plan are those that MTD expects to implement given the resources that are currently expected to be available. The SRTP also includes analyses of projects that MTD does not currently expect to have the resources to implement within the next five years, in order to provide the groundwork in the event that additional resources become available. These projects are not programmed and are not included in the five-year plan.

The SRTP reflects MTD's focus on two main areas:

- The delivery of safe, efficient, and effective transit service that meets the mobility and accessibility needs of persons who depend on public transit for their transportation.
- To the extent that additional resources are available, the development of transit service that offers a feasible alternative to driving for persons with mobility options.

#### **Public Information Resource**

It is important that the public have the opportunity to understand the operation of MTD, and of the financial realities facing the agency. Without the understanding and support of the public, including the elected officials that represent the local jurisdictions, MTD would have difficulty implementing the projects outlined in this document.

Thus, the SRTP includes a detailed discussion of the service currently provided by MTD. This allows the public to gain an understanding of the manner in which MTD makes the most efficient and effective use possible of the public resources entrusted to the agency. Chapters 6 and 7 of the SRTP include discussions of the funding sources available for public transit service, and of the amounts projected to be available to MTD. This allows interested members of the public to gain an understanding of the financial outlook for local public transit.

### **Input for Regional Plans**

MTD has a responsibility to provide input on a variety of regional planning documents dealing with transportation issues. Some are prepared by the area's Metropolitan Planning Organization (MPO), the Santa Barbara County Association of Governments (SBCAG). These include the Regional Transportation Plan - Sustainable Communities Strategy (RTP-SCS) and the Federal Transportation Improvement Program (FTIP), which are regional planning and programming documents required by the federal and/or state governments. In addition MTD provides input to planning and programming documents prepared by local jurisdictions. It is the intent of MTD that the SRTP be fully in agreement with these documents, to the extent feasible.

### **Content of the SRTP**

The SRTP opens with a description of MTD and of the District's service area (Chapter 1). Next, the SRTP presents and reviews the current transportation services provided by MTD, and provides a detailed analysis of MTD's performance in fiscal year 2013, which ended June 30, 2013 (Chapter 2). This is followed by analyses of a range of service, capital, marketing, and financial alternatives (Chapters 3 through 6). The document concludes with the short-range transit plan that will guide the agency over the five-year planning period (Chapter 7).

## **MTD BACKGROUND & ORGANIZATIONAL STRUCTURE**

MTD is a public agency, a special district created following passage of a ballot measure. The legislative authority for the formation, organization, responsibilities, and powers of MTD are found in the California Public Utilities Code (Section 95000 *et seq.*), "The Santa Barbara Metropolitan Transit District Act of 1965." As cited in the Act, MTD was established "... in order to meet the public transit problem of the area... [and] to develop a single transit system to protect the public interest and welfare."

In the more than 40 years of its existence, MTD has grown from a small system operating 12 buses to a nationally-recognized leader in operating efficiency and transit innovation. In FY 2013, MTD carried nearly 7.8 million passengers while providing nearly 200,000 revenue hours and more than 2.5 million revenue miles of service. MTD currently has a fleet of 107 revenue vehicles and operates 87 vehicles

at peak. The FTA recognizes Santa Barbara as a small transit-intensive city, in acknowledgement that MTD provides an unusually high level of transit service for a small city and that area residents utilize the service accordingly.

Figure 1 presents the current organization chart for MTD. As the chart shows, an appointed Board of Directors of seven members governs MTD. Two members are appointed by the Santa Barbara County Board of Supervisors, two by the Santa Barbara City Council, one by the Goleta City Council, and one by the Carpinteria City Council. These six Board members appoint the seventh member. The Board of Directors appoints the General Manager, who has full charge of the acquisition, construction, maintenance, and operation of MTD's facilities, and of the administration of MTD's business affairs. In total, a staff of more than 200 drivers, mechanics and administrative personnel operate and oversee MTD's transit service.

## **MTD STRATEGIC PLAN**

The MTD Board of Directors and staff worked together to develop the Strategic Plan, a dynamic document that will change as appropriate to reflect new priorities, accomplishments, input, and information. The purpose of a Strategic Plan is to reflect the goals and values of an organization and to provide direction on issues and projects of importance to the Board and the community.

The Strategic Plan allows MTD to respond proactively to trends that are expected to impact our ability to meet the public transportation needs of residents of, and visitors to, the South Coast of Santa Barbara County. The *MTD Strategic Plan: 2013-2017*, adopted by the Board of Directors in November 2012, includes the following mission statement and goals.

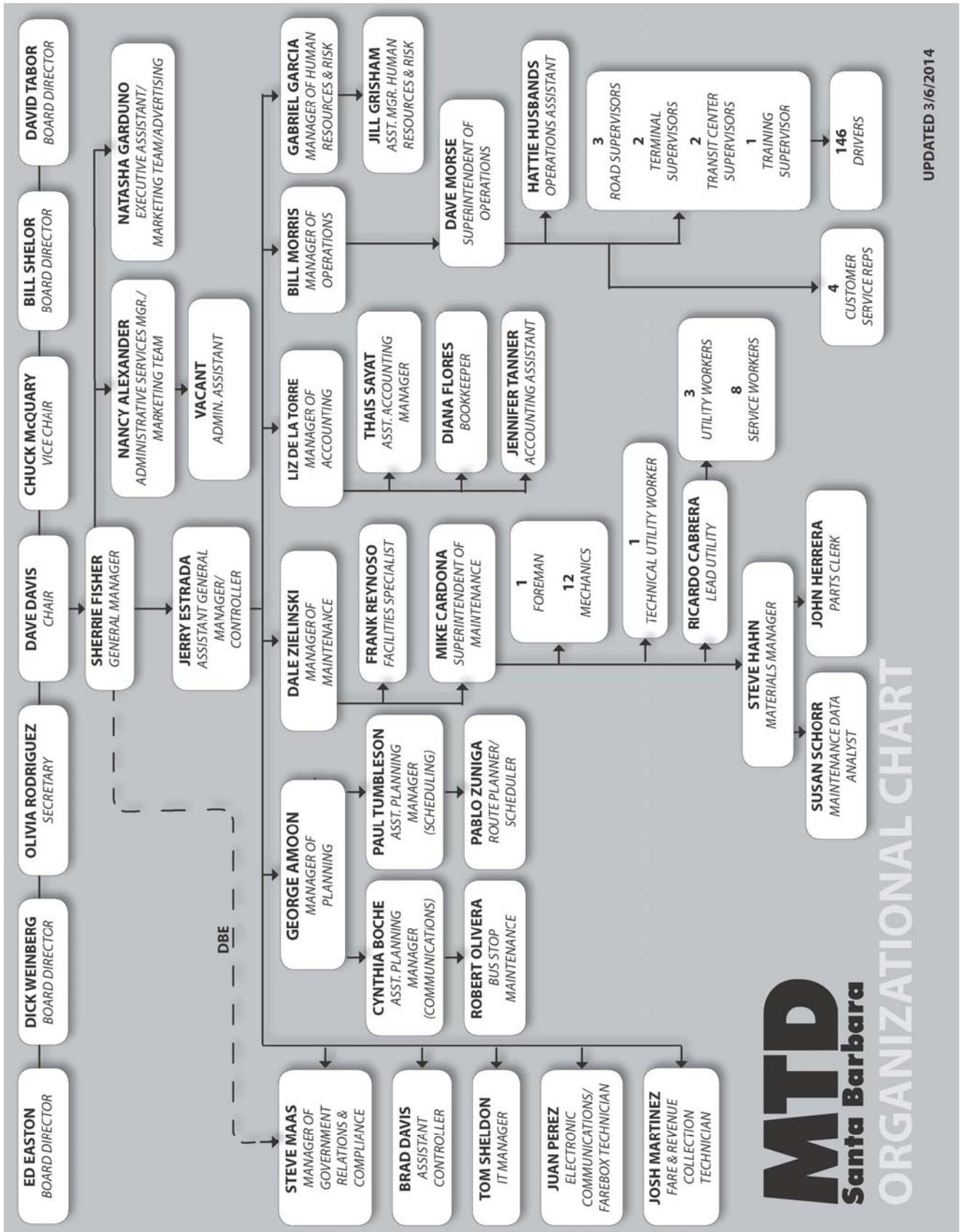
### **Mission Statement & Goals**

The mission of MTD is to enhance the personal mobility of South Coast residents and visitors by offering safe, clean, reliable, courteous, accessible, environmentally responsible, and cost-effective transit service throughout the district.

The following goals provide the direction to fulfill the mission statement and meet the needs of the public:

- Provide High Quality Public Transit Service
- Maintain a Fair & Effective Fare Policy
- Responsible & Efficient Stewardship of Public Funds
- Professional, Knowledgeable & Courteous Public Servants
- Productive Community & Government Outreach Activities
- Practical and Environmentally Prudent Fleet, Facility & Real Property Management Practices

FIGURE 1: Santa Barbara Metropolitan Transit District (MTD) Organization Chart



## MTD SERVICE AREA CHARACTERISTICS

### Geographic Description

The MTD service area, shown in Figure 2, covers approximately 52 square miles along the southern coast of Santa Barbara County, commonly referred to as the South Coast. The South Coast runs east and west, between the Pacific Ocean to the south and the Santa Ynez Mountains and the Los Padres National Forest to the north.

MTD’s service area runs from the Ventura County border in the east, to the western end of Goleta at Winchester Canyon. The service area includes the cities of Santa Barbara, Carpinteria, and Goleta, and the unincorporated communities of Isla Vista, Montecito, and Summerland. The University of California at Santa Barbara (UCSB), Santa Barbara City College (SBCC), and the Santa Barbara Municipal Airport are also included within the district.

**FIGURE 2: MTD Service Area**



### Demographic Data

Table 1 presents demographic data for the South Coast. The 2000 data and 2010 population are from the U.S. Census. The remaining data are forecasts developed by the Santa Barbara County Association of Governments (SBCAG), the Metropolitan Planning Organization (MPO) and Regional Transportation Planning Agency (RTPA) for Santa Barbara County.

**TABLE 1: Demographic Data for the South Coast of Santa Barbara County**

South Coast	Year			Change 2000-2010		Change 2010-2020	
	2000	2010	2020	Numeric	Percent	Numeric	Percent
Population	201,002	202,167	211,300	1,165	0.6%	9,133	4.5%
Households	73,726	76,611	79,079	2,885	3.9%	2,468	3.2%
Workers	94,817	97,223	101,730	2,406	2.5%	4,507	4.6%
Employment	108,207	115,094	122,496	6,887	6.4%	7,402	6.4%

Sources: U.S. Census, SBCAG *Regional Growth Forecast 2000-2030*, and SBCAG *Regional Growth Forecast 2005-2040*.

As the table shows, the 2000 Census reported 201,002 persons residing in the South Coast of Santa Barbara County. According to the 2010 Census, total

South Coast population grew slightly to 202,167 persons (with an estimated 199,668 of these within MTD's district boundaries). SBCAG has forecast that the South Coast population will grow to 211,300 by 2020.

SBCAG estimated that between the years 2000 and 2010, resident workers in the South Coast increased by 2.5 percent while employment increased by 6.4 percent. SBCAG further forecasts that from 2010 to 2020, resident workers will increase by 4.6 percent and employment will increase by 6.4 percent. These data suggest that growth in employment opportunities in the South Coast will be greater than growth in resident workers. Because of this imbalance, an increasing number of persons who are employed in the South Coast will likely live outside of the area. This, in turn, will lead to a further increase in the number of persons commuting into the South Coast.

Traffic congestion throughout the South Coast is increasing because of this increase in commuter travel, as well as because of population growth, easily available parking, and new development projects. Several of Santa Barbara's key intersections are already at, or near, unacceptable traffic levels. Additionally, Highway 101 from Santa Barbara to Carpinteria is heavily impacted by peak-period traffic, reflecting commuters from Ventura County and Carpinteria to Santa Barbara and Goleta. Commuter traffic from northern Santa Barbara County to Goleta and Santa Barbara is also increasing.

Increased congestion causes an increase in the cost to MTD of maintaining existing transit service. Because each bus trip takes longer to complete, additional buses and hours are required to maintain the same level of service.

While increased traffic congestion causes problems and requires action to mitigate, it is important to keep in mind that increased traffic congestion can also be a byproduct of increased economic activity. A portion of the additional funds generated by the additional economic activity can be utilized to provide the required traffic mitigation. Transit enhancements have the potential to mitigate a significant number of trips.

### **Transit-Dependent Populations**

Table 2 presents data from the 2000 Census<sup>1</sup> for the MTD service area regarding the number of persons by community in various segments of the population that typically are more likely than the general population to depend on public transportation for their mobility needs. For the service area population, the Census reported:

- 13.1 percent aged 65 and over.
- 8.5 percent aged 21 to 64 with disabilities.

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<sup>1</sup>The 2010 Census does not include the same level of detailed demographic data as did the 2000 Census. It is possible that SBCAG has data from the recent American Community Survey that can be used to update Tables 2 & 3.

- 14.1 percent below the poverty level.
  - Poverty level is determined based on household size and composition.

Statewide in California, in comparison, 10.6 percent of the population were aged 65 and over, 11.4 percent were aged 21 to 64 with disabilities, and 13.9 were below the poverty level. Thus, in 2000, the MTD service area exceeded the statewide average in the percent of the population aged 65 and over and the percent of low income. However, the percent of working-age persons with disabilities was lower than the statewide average.

Another segment of the population that typically is more likely than the general population to depend on public transportation for their mobility needs is persons with no automobile available for a given trip. Table 3 presents data from the 2000 Census regarding households in the MTD service area with no vehicle available, 1 vehicle available, and 2 vehicles available. These three categories together comprised 56,725 (80.9 percent) of the 70,159 total households in the service area.

**TABLE 2: Persons More Likely to be Transit Dependent**

Community	Total Population	Persons 65 & Over		Persons 21 to 64 with Disabilities		Persons Below Poverty Level	
		Number	Percent	Number	Percent	Number	Percent
Santa Barbara	92,325	12,727	13.8%	9,440	10.2%	11,846	12.8%
Carpinteria	14,194	1,766	12.4%	1,258	8.9%	1,480	10.4%
Goleta CDP	55,204	8,042	14.6%	4,320	7.8%	3,672	6.7%
Isla Vista CDP	18,344	229	1.2%	854	4.7%	9,630	52.5%
Montecito CDP	10,000	2,152	21.5%	382	3.8%	343	3.4%
Summerland CDP	1,545	180	11.7%	63	4.1%	141	9.1%
<b>Total</b>	<b>191,612</b>	<b>25,096</b>	<b>13.1%</b>	<b>16,317</b>	<b>8.5%</b>	<b>27,112</b>	<b>14.1%</b>

Source: MTD staff analysis of data from the 2000 Census of Population and Housing, U.S. Census Bureau, May 2001.

**TABLE 3: Households by Vehicle Availability**

Community	Total Households	Households with No Vehicle Available		Households with 1 Vehicle Available		Households with 2 Vehicles Available	
		Number	% of Total	Number	% of Total	Number	% of Total
Santa Barbara	35,706	3,391	9.5%	14,591	40.9%	12,642	35.4%
Carpinteria	5,025	335	6.7%	1,864	37.1%	1,918	38.2%
Goleta CDP	19,860	944	4.8%	5,784	29.1%	8,183	41.2%
Isla Vista CDP	5,156	613	11.9%	1,819	35.3%	1,343	26.0%
Montecito CDP	3,670	122	3.3%	955	26.0%	1,598	43.5%
Summerland CDP	742	9	1.2%	245	33.0%	369	49.7%
<b>Total</b>	<b>70,159</b>	<b>5,414</b>	<b>7.7%</b>	<b>25,258</b>	<b>36.0%</b>	<b>26,053</b>	<b>37.1%</b>

Source: MTD staff analysis of sample data from the Census 2000 Summary File 3, U.S. Census Bureau.

## **Major Trip Generators**

Major South Coast trip destinations (trip generators) include the central business districts, other commercial areas of each community in the South Coast, the Santa Barbara Municipal Airport, UCSB, SBCC, primary and secondary schools, major health-related facilities (including two hospitals, various medical centers, and the County Social Services complex), and significant recreational and entertainment facilities. MTD serves all of these facilities.

## **SOUTH COAST TRANSPORTATION OPTIONS**

A variety of transportation options are available in the South Coast, and many are briefly described below. The mobility and accessibility provided by a variety of options are critical to the quality of life of the residents of the area. Access to social services and medical services, employment opportunities, educational resources, and basic necessities are topics of universal concern.

### **Fixed-Route Transit Service**

MTD provides public transportation in the South Coast with fixed-route, fixed-schedule service every day except Thanksgiving Day and Christmas Day. The MTD service is described in detail in Chapter 2.

### **Demand-Response Transit Service**

Demand-response or paratransit service refers to transit services that are "door-to-door" or "curb-to-curb" between the passenger's origin and destination. In the South Coast, Easy Lift Transportation, Inc. (Easy Lift), a private non-profit company, is the primary paratransit service provider (there are also a number of social service agencies that provide demand-response service to their clients).

The Americans with Disabilities Act (ADA) requires transit agencies to provide paratransit service as a complement to the fixed-route service, to residents of their service area who are unable to use the fixed-route bus service. Easy Lift operates the curb-to-curb complementary paratransit service for MTD under a Memorandum of Understanding, as described in the following chapter.

### **Interregional Transit Service**

#### Coastal Express Limited

MTD began operation of the Coastal Express Limited ("Limited") on August 29, 2011. The Limited is a commuter bus service that provides four round trips each weekday between Ventura and the South Coast of Santa Barbara County. (The Limited does not run on weekends or major holidays.) The four buses leave Ventura in the morning peak period, with two traveling to Santa Barbara and two

to Goleta. All four buses return to Ventura in the afternoon peak period. Thus, the service provides eight one-way trips (four round trips) per weekday.

The Limited is funded by fare revenue and by the California Department of Transportation (Caltrans). The service is operated under the terms of a Memorandum of Understanding (MOU) between MTD and SBCAG. Under the terms of the MOU, the SBCAG Board is the policy board for the Limited. Thus, SBCAG sets the fare and has final say over service planning. In FY 2013, the Limited provided 39,990 passenger trips. A 30-day pass currently costs \$120, a 10-ride pass costs \$35, and a single one-way fare costs \$4.00.

### VISTA Coastal Express

Service from and to the south of MTD's service area on the VISTA Coastal Express between Oxnard and Ventura and the South Coast was initiated in 2001 under a joint agreement between SBCAG and the Ventura County Transportation Commission (VCTC). VCTC, which serves as Ventura County's Regional Transportation Planning Agency, administers the service and contracts with a private operator. SBCAG provides a portion of the subsidy required for the service.

The VISTA Coastal Express operates throughout the day, providing 24 northbound and 26 southbound trips on weekdays and 10 northbound and 10 southbound trips on weekends. It provided 311,827 passenger trips in FY 2012 (FY 2013 ridership is not available). Currently, a monthly pass for the Coastal Express costs \$105 and a single one-way fare costs \$3.00, with discounts for seniors and persons with disabilities. MTD allows VISTA Coastal Express passengers to transfer to MTD routes for a discounted fare of \$1.00.

### Clean Air Express

The City of Lompoc currently administers the Clean Air Express, which provides peak-hour commuter transit service between the cities of Santa Maria and Lompoc in north Santa Barbara County and the South Coast. Lompoc contracts with a private operator to operate the service.

The Clean Air Express operates 12 round trips daily, five originating in Santa Maria and seven in Lompoc, and provided 222,432 passenger trips in FY 2012 (FY 2013 ridership is not available). A monthly pass for the Clean Air Express costs \$150, a book of ten single-ride tickets costs \$50, and a single one-way fare costs \$7.00.

### City of Lompoc Transit (COLT)

COLT provides bus service between Mission Plaza in Lompoc and the MTD Transit Center. The service provides one round trip on Tuesdays and Thursdays, leaving Lompoc at 8:30 A.M. and leaving the MTD Transit Center at 3:30 P.M.

## County of Santa Barbara

SMOOTH (the Santa Maria Organization of Transportation Helpers) operates a bus service to South Coast health care facilities for medical appointments only. The bus provides three round trips per week (one each on Monday, Tuesday, and Thursday) between several North County communities (Santa Maria, Guadalupe, Lompoc, Solvang, and Santa Ynez) and medical facilities in the Santa Barbara and Goleta area.

### **Rail Passenger Service**

Amtrak operates rail passenger service in the South Coast. Amtrak service includes the Pacific Surfliner, which is subsidized and administered by the California Department of Transportation (Caltrans) Division of Rail. Administration of the Pacific Surfliner is expected to transfer to the Los Angeles-San Diego-San Luis Obispo Rail Corridor Agency (LOSSAN), a Joint Powers Agreement (JPA), by June 2015. The Pacific Surfliner serves Carpinteria, Santa Barbara, and Goleta with six northbound and six southbound trips daily between Los Angeles and Goleta. Some of the trips extend to San Diego to the south and/or to San Luis Obispo to the north.

Amtrak operates and administers the Coast Starlight, with one train daily in each direction between Los Angeles and Seattle. In the South Coast, the Coast Starlight stops only at the Santa Barbara station.

MTD serves the Santa Barbara station with the Downtown-Waterfront Shuttle, and the Carpinteria station with the Seaside Shuttle. The Goleta station is not directly served by MTD. However, the station is within walking distance of MTD Lines 6, 11, and 12x that travel on Hollister Avenue.

### **Air Service**

The Santa Barbara Municipal Airport is the only commercial airport in the MTD service area. MTD's Line 11 - UCSB serves the airport with 30-minute headways to UCSB and Santa Barbara (20-minute headways during weekday A.M. and P.M. peak periods). Line 11 operates from approximately 6:00 A.M. to 11:45 P.M. on weekdays, 6:30 A.M. to 10:45 P.M. on Saturdays, and 7:00 A.M. to 10:00 P.M. on Sundays. Line 6 - Goleta and Line 12x - Goleta Express provide service to the additional air service facilities near the airport on Hollister Avenue.

### **Other Transportation Providers**

Many private transportation options are available in the South Coast of Santa Barbara County, including:

- *Greyhound Lines, Inc.* Provides intercity service from Santa Barbara north and south along U.S. Highway 101.

- *Santa Barbara Trolley Company*. Provides gasoline-powered, rubber-tire "trolley" tours in Santa Barbara.
- *The Land Shark*. A Hydra Terra amphibious tour vehicle that provides land and sea tours of Santa Barbara.
- *Santa Barbara Airbus*. Provides intercity airport shuttle service from Santa Barbara, Goleta and Carpinteria to Los Angeles International Airport, and also provides various charter and group services.
- *SuperRide Airport Shuttle*. Provides door-to-door shuttle service to the Santa Barbara airport.
- *Santa Barbara Water Taxi*. Provides water taxi service between Stearns Wharf and Santa Barbara Harbor.
- *Taxicab Companies*. There are more than 20 taxicab companies operating in the South Coast of Santa Barbara County.

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## Chapter 2: MTD Current Conditions

### SERVICE DESCRIPTION

#### Fixed-Route Service

MTD provides public transportation for the South Coast of Santa Barbara County with fixed-route, fixed-schedule service. Current MTD routes are shown in Table 4. MTD service operates every day except Thanksgiving Day and Christmas Day. Maps and schedules for each route are available at [www.sbmtd.gov](http://www.sbmtd.gov).

**TABLE 4: Santa Barbara Metropolitan Transit District (MTD) Routes**

Line	Name	Description	Days	Type
1	West Santa Barbara	Westside to Downtown SB via San Andres & Carrillo	Daily	Trunk
2	East Santa Barbara	Eastside to Downtown SB via Milpas & Anapamu	Daily	Trunk
3	Oak Park	Downtown SB to Cottage Hospital, Oak Park & La Cumbre	Daily	Local
4	Mesa/SBCC	Downtown SB to Mesa via Carrillo & Cliff	Weekday	Local
5	Mesa/La Cumbre	Downtown SB to Mesa, Hidden Valley & La Cumbre	Daily	Local
6	Goleta	Downtown SB to Camino Real via State & Hollister	Daily	Trunk
7	County Health/Fairview	Downtown SB to La Cumbre & Fairview Ctr via Calle Real	Daily	Trunk
8	County Health	Downtown SB to La Cumbre & Turnpike via Calle Real	Daily	Trunk
9	Calle Real/Old Town	Old Town Goleta to Calle Real via Patterson & Fairview	Daily	Local
10	Cathedral Oaks	La Cumbre to Camino Real via Cathedral Oaks	Weekday	Local
11	UCSB	Downtown SB to Camino Real via State, Hollister & UCSB	Daily	Trunk
12x	Goleta Express	Downtown SB to Goleta & Camino Real via 101	Daily	Express
14	Montecito	Downtown SB to Montecito via Milpas & Coast Village	Wkdy/Sat	Local
15x	SBCC/UCSB Express	Mesa & SBCC to UCSB & Isla Vista via US 101	Weekday	Express
16	SBCC	Downtown SB to SBCC via Cabrillo & Loma Alta	Weekday	Local
17	Westside/SBCC	Downtown SB to SBCC via San Pascual & Cliff	Daily	Local
20	Carpinteria	Downtown SB to Carpinteria via Milpas & Summerland	Daily	Trunk
21x	Carpinteria Express	Downtown SB to Carpinteria via Highway 101	Wkdy/Sat	Express
22	Old Mission	Downtown SB to Upper Eastside via Old Mission & APS	Daily	Local
23	Winchester Canyon	Camino Real Marketplace to Winchester Canyon	Daily	Local
24x	UCSB Express	Downtown SB to UCSB, Isla Vista, & Camino Real via 101	Daily	Express
25	Ellwood	Camino Real Marketplace to Elwood	Daily	Local
27	Isla Vista Shuttle	UCSB to Isla Vista & Camino Real	Daily	Local
30	Downtown-Waterfront Shuttle	Cabrillo Blvd. to Sola Street via State Street	Daily	Shuttle
31		State Street to Zoo via Cabrillo Blvd.		
32		State Street to Harbor via Cabrillo Blvd.		
36	Seaside Shuttle	Linden to Carpinteria Residential Loop	Daily	Local
37	Crosstown Shuttle	Westside & Eastside to Downtown SB	Weekday	Local
86	Coastal Express Limited	Ventura to Santa Barbara - Peak Period Only	Weekday Peak Only	Inter regional
87		Ventura to Santa Barbara - Peak Period Only		
88		Ventura to Goleta - Peak Period Only		
89		Ventura to Goleta - Peak Period Only		
2000s	Booster Services	Public Transportation Tripper Service To & From Schools	Weekday	Booster

Source: Santa Barbara Metropolitan Transit District.

MTD provides effective and cost-efficient public transportation service for persons who are transit-dependent (e.g., elderly persons, persons with disabilities, and persons with no automobile available), as well as for riders with mobility options (sometimes referred to as “choice” riders).

MTD does not operate school bus service. MTD boosts existing service to area schools at certain times of day due to increased demand for transportation to and from those locations. The school districts do not reimburse MTD for this booster service (i.e., tripper service), which is open to the public and utilizes existing MTD bus stops and routing. MTD also does not operate charter service.

MTD provides approximately 2.0 million rides annually to University of California, Santa Barbara (UCSB) and Santa Barbara City College (SBCC) students. Additionally, MTD ridership by foreign students temporarily residing in the service area continues to grow.

All MTD buses and shuttles are wheelchair accessible, and MTD service meets all requirements of the Americans with Disabilities Act (ADA). MTD has installed front-loaded bicycle racks that can transport two bicycles on all diesel and hybrid buses (bicycle racks are not available on MTD's electric shuttles).

### **Demand-Response Service**

MTD does not directly operate demand-response service. However, MTD contracts with Easy Lift Transportation, Inc. (Easy Lift), a private non-profit agency, to operate the paratransit service that the Americans with Disabilities Act (ADA) requires MTD to provide as a complement to MTD's fixed-route service, for persons who are unable to utilize the fixed-route service. The ADA paratransit service is described later in this chapter.

### **FARE STRUCTURE**

The current MTD fare structure is presented in Table 5. As shown, MTD accepts cash fares, tokens, 10-ride passes, unlimited 30-day passes, and unlimited calendar-day passes. In addition, UCSB and SBCC students receive unlimited-ride passes. The price of these passes is included in the students' registration fee.

The MTD regular adult cash fare is \$1.75 for a one-way trip. There is no charge for transfers to complete a one-way trip. MTD offers reduced cash fares of \$0.85 to elderly persons (age 62 and up), persons with disabilities, and Medicare card holders. The reduced fares are not available on the peak-hour-only regional Coastal Express Limited commuter service. MTD provides free service to children 45 inches and under (a maximum of three children per fare-paying adult).

There is a \$0.50 fare on the Downtown-Waterfront Shuttle (\$0.25 for elderly persons and persons with disabilities), due to a fare buy-down subsidy from the City of Santa Barbara. The Seaside Shuttle in Carpinteria also offers the \$0.50/\$0.25 fare. As shown, the one-way cash fare for all riders on the Coastal Express Limited peak-hour commuter service is \$4.00. Easy Lift charges a \$3.50 one-way fare for the ADA complementary paratransit service.

**TABLE 5: MTD Fare Structure**

<b>One-Way Fares</b>	
<u>Regular Services</u>	
Basic Adult Fare	\$1.75 (cash or token)
Seniors (age 62 and over)	\$0.85
Persons with Disabilities	\$0.85
Medicare Cardholders	\$0.85
Children (45 inches or less in height)	Free (max. 3 children per adult)
Transfers (to complete one-way trip)	Free
<u>Other Services</u>	
Downtown-Waterfront Shuttle	\$0.50/\$0.25
Seaside Shuttle	\$0.50/\$0.25
Coastal Express Limited	\$4.00
ADA Complementary Paratransit	\$3.50 (service operated by Easy Lift)
<b>10-Ride Pass</b>	
Adult	\$11.50
Youth (K-12)	\$8.25
Seniors (age 62 and over)	\$5.50
Persons with Disabilities	\$5.50
Medicare Cardholders	\$5.50
Coastal Express Limited	\$35.00
ADA Complementary Paratransit	\$32.50 (service operated by Easy Lift)
<b>Unlimited 30-Day Pass</b>	
Adult	\$52.00
Youth (K-12)	\$42.00
Seniors (age 62 and over)	\$20.00
Persons with Disabilities	\$20.00
Medicare Cardholders	\$20.00
Coastal Express Limited	\$120.00
ADA Complementary Paratransit	Not Available
<b>Unlimited Calendar-Day Pass (for Regular Services &amp; Shuttles)</b>	
All Passengers	\$6.00
<b>Other Pass Programs</b>	
UCSB & SBCC Students	Prepaid unlimited-ride pass
Brooks College Students	\$1.75 per Trip (billed to College)
MyRide Pass (City of Santa Barbara)	\$1.75 per Trip (billed to City)

Source: Santa Barbara Metropolitan Transit District.

## OPERATING CHARACTERISTICS

This section presents a variety of data regarding the service provided by MTD. The tables and figures in this section do not include data for the ADA paratransit service operated for MTD by Easy Lift. ADA paratransit data are presented separately later in this chapter.

### Ten-Year System Data

Table 6 presents MTD systemwide passengers, revenue hours, and revenue miles for the ten most recent completed fiscal years (FY 2004 through FY 2013). The table also includes two common performance indicators for each year, passengers per revenue hour and passengers per revenue mile. There has been significant growth in both the service provided (i.e., revenue hours and revenue miles) and in the service consumed (i.e., passengers) over the ten-year period, although the totals have decreased somewhat in the most recent years.

**TABLE 6: MTD Operating Characteristics by Year - FY 2004 to FY 2013**

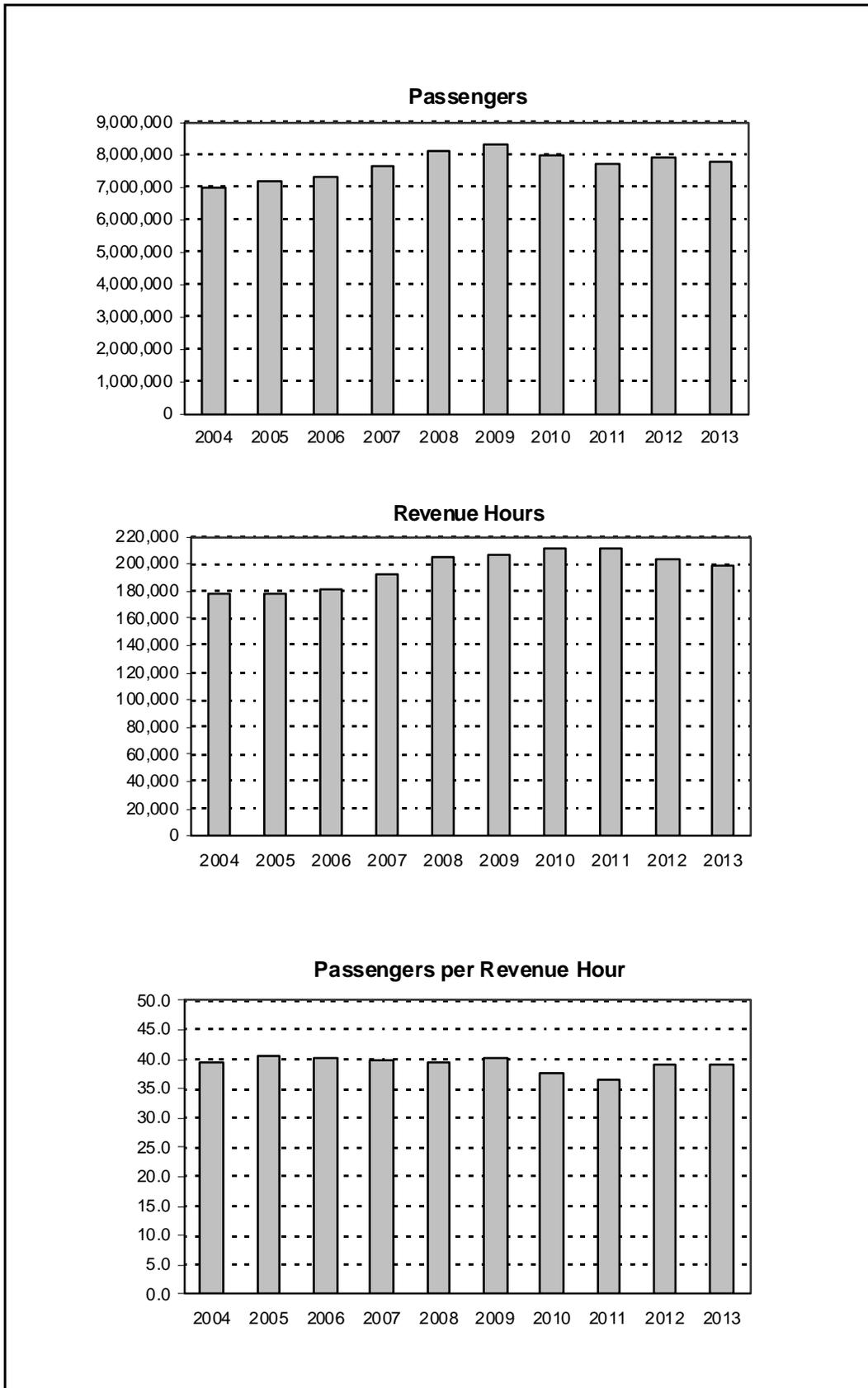
Fiscal Year <sup>1</sup>	Operating Characteristics			Performance Indicators	
	Passengers (Boardings)	Revenue Hours	Revenue Miles	Passengers per Rev. Hour	Passengers per Rev. Mile
2003-04	7,004,009	178,003	2,351,305	39.3	3.0
2004-05	7,169,752	177,270	2,320,404	40.4	3.1
2005-06	7,305,879	181,157	2,443,622	40.3	3.0
2006-07	7,654,659	192,777	2,492,318	39.7	3.1
2007-08	8,104,611	205,206	2,609,500	39.5	3.1
2008-09	8,293,076	206,013	2,626,546	40.3	3.2
2009-10	7,963,116	211,489	2,668,660	37.7	3.0
2010-11	7,712,698	211,010	2,630,106	36.6	2.9
2011-12	7,948,409	203,655	2,583,523	39.0	3.1
2012-13	7,774,329	199,448	2,513,126	39.0	3.1

Note 1: The Santa Barbara MTD fiscal year runs from July 1 through June 30.

Source: Santa Barbara Metropolitan Transit District.

Figure 3 presents the passenger and revenue hour data from Table 6 in a graphical format. The figure also includes average annual passengers per revenue hour for the period.

**FIGURE 3: MTD Annual Operating Characteristics - FY 2004 to FY 2013**



Source: Santa Barbara Metropolitan Transit District.

## FY 2013 & FY 2012 System Data

Table 7 shows MTD average daily passengers, revenue hours, and revenue miles by day type in FY 2013 and FY 2012. The table presents average daily data for the entire fiscal year. During the summer, service is reduced on several routes that primarily serve educational facilities and increased on the Downtown-Waterfront Shuttle. As shown, in FY 2013 MTD provided 641 revenue hours and 8,257 revenue miles of service on an average weekday, and carried an average of 25,904 passengers per weekday.

**TABLE 7: MTD Operating Characteristics by Day Type - FY 2013 & FY 2012**

Day Type	FY 2013 Daily Average <sup>1</sup>			FY 2012 Daily Average <sup>1</sup>		
	Passengers	Rev. Hours	Rev. Miles	Passengers	Rev. Hours	Rev. Miles
Weekday	25,904	641	8,257	26,079	656	8,447
Saturday	13,613	383	4,522	14,095	375	4,600
Sunday	9,964	321	3,595	10,551	311	3,615
Average	21,417	549	6,923	21,836	559	7,109

Note 1: Passengers and service by day type varies seasonally; the table presents average daily data.

Source: Santa Barbara Metropolitan Transit District.

Table 8 presents systemwide passengers by fare category for FY 2013 and FY 2012, and shows the numerical and percentage change in each category. Total ridership decreased by 2.2 percent from FY 2012 to FY 2013, representing a decrease of approximately 174,000 riders. This corresponded closely with a decrease in service, resulting in 39.0 passengers per revenue hour in both years.

**TABLE 8: MTD Passenger Profile - FY 2013 & FY 2012**

Passenger Profile	Total		Change	
	FY 2013	FY 2012	Number	Percent
Full Fare - Cash <sup>1</sup>	1,326,357	1,352,421	(26,064)	-1.9%
Full Fare - Prepay <sup>1</sup>	1,400,175	1,456,383	(56,208)	-3.9%
Senior & Disabled - Cash	210,869	137,559	73,310	53.3%
Senior & Disabled - Prepay <sup>2</sup>	687,569	694,026	(6,457)	-0.9%
K-12 Students <sup>3</sup>	676,622	611,290	65,332	10.7%
UCSB Students	980,267	885,445	94,822	10.7%
SBCC Students	1,184,621	1,210,263	(25,642)	-2.1%
Transfers	713,391	746,026	(32,635)	-4.4%
Free	242,536	290,760	(48,224)	-16.6%
Shuttle Fare	351,922	564,236	(212,314)	-37.6%
<b>Total</b>	<b>7,774,329</b>	<b>7,948,409</b>	<b>(174,080)</b>	<b>-2.2%</b>

Note 1: "Full Fare -Cash" includes tokens. "Full Fare - Prepay" includes adult 10-ride and 30-day passes.

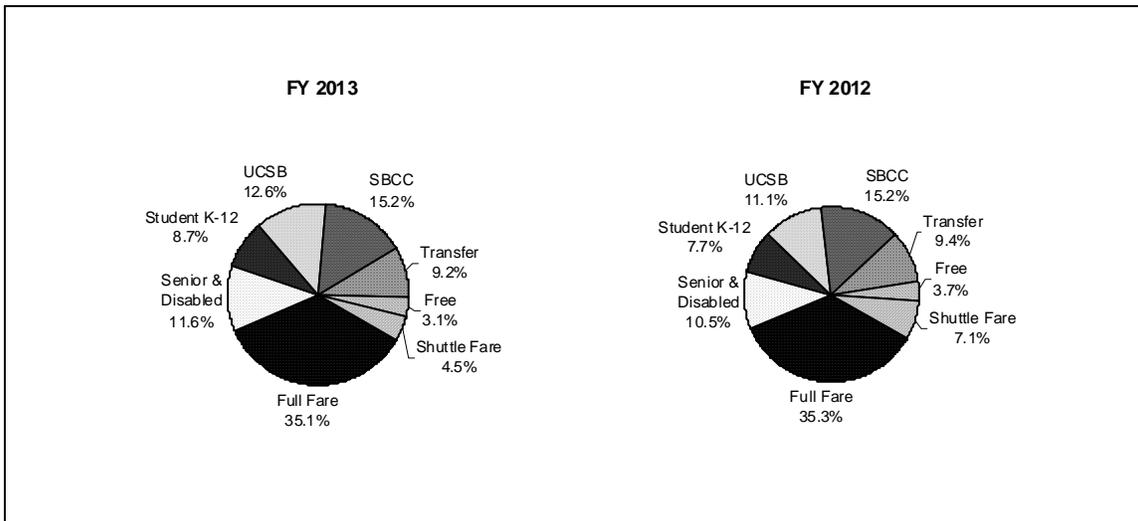
Note 2: "Senior & Disabled - Prepay" includes senior & disabled 10-ride and 30-day passes.

Note 3: "K-12 Students" includes 10-ride and 30-day passes. Student cash fares are included in "Full Fare."

Source: Santa Barbara Metropolitan Transit District.

Figure 4 presents the passenger profile data as percentages of total ridership. "Full fare" passengers comprised approximately 35 percent of the total in both FY 2013 and FY 2012. Note that in the figure, the "full fare" and "senior & disabled" categories includes all riders who fall under these categories (i.e., those who pay their fare with cash and those who use discounted 10-ride or 30-day passes).

**FIGURE 4: MTD Passenger Profile by Percentage: FY 2013 & FY 2012**

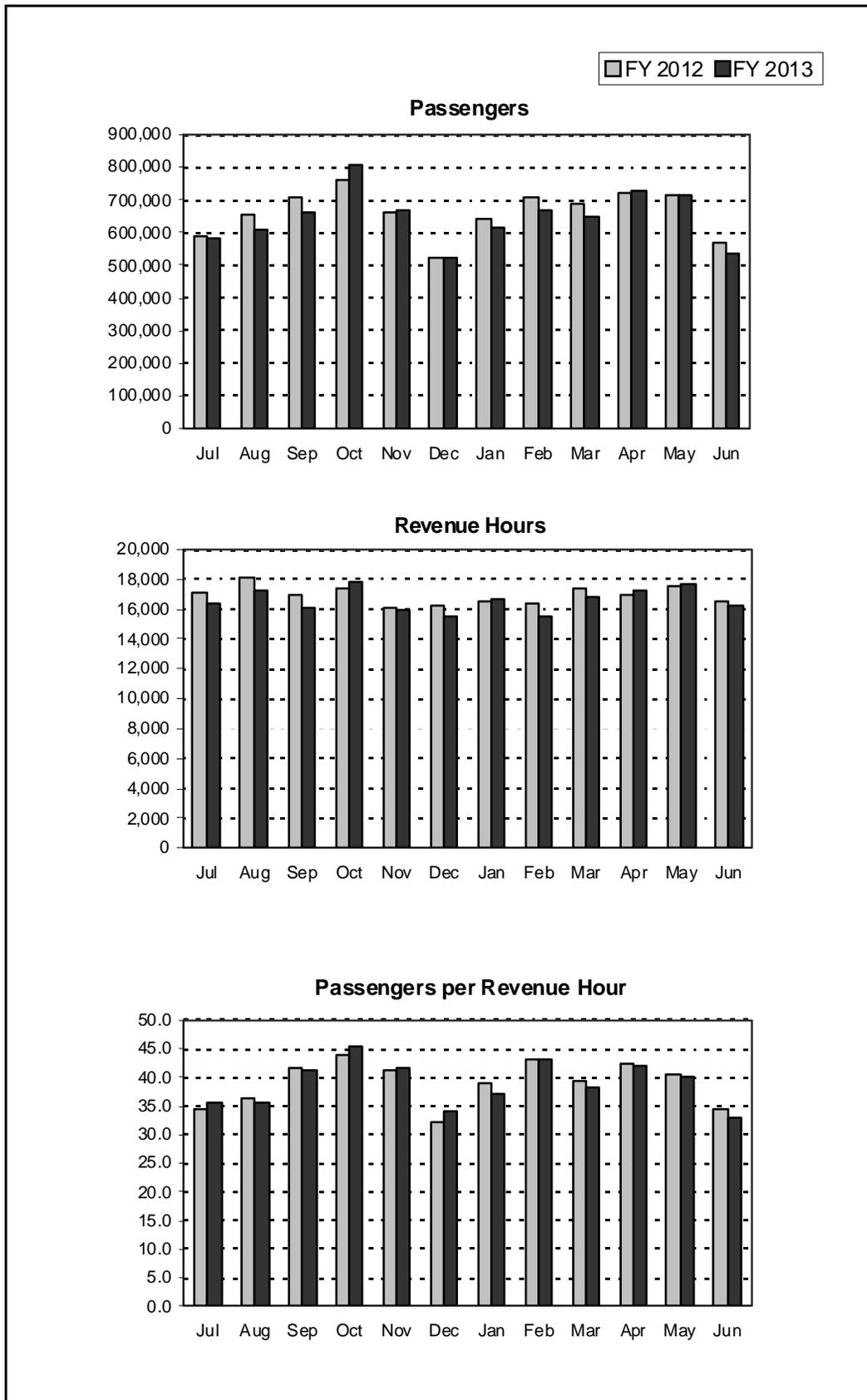


Source: Santa Barbara Metropolitan Transit District.

Figure 5 presents MTD systemwide passengers, revenue hours, and passengers per revenue hour by month for FY 2013 and FY 2012. The variation by month within a given fiscal year reflects variation in demand (and, thus, in the level of service provided) and variation in the number and type of service days per month. The variation in the monthly pattern by year is limited, as can be seen when comparing a given month of one fiscal year to the corresponding month of the other.

Table 9 shows passengers, revenue hours, and passengers per revenue hour by route for FY 2013 and FY 2012. (MTD's "Route Analysis: FY 2013" includes a detailed look at the performance of each route during the two fiscal years.)

**FIGURE 5: MTD Operating Characteristics by Month: FY 2013 & FY 2012**



Source: Santa Barbara Metropolitan Transit District.

**TABLE 9: MTD Operating Characteristics by Route - FY 2013 & FY 2012**

Line	Name	Passengers		Revenue Hours		Riders per Hour	
		FY 2013	FY 2012	FY 2013	FY 2012	FY 2013	FY 2012
1	Westside	441,169	463,895	10,550	9,295	41.8	49.9
2	Eastside	677,847	678,550	14,365	15,638	47.2	43.4
3	Oak Park	252,980	267,287	7,894	8,263	32.0	32.3
4	Mesa Loop	168,382	181,120	4,608	4,651	36.5	38.9
5	Mesa/La Cumbre	208,131	216,672	6,990	7,053	29.8	30.7
6	State/Hollister/Goleta	732,843	767,398	19,443	19,824	37.7	38.7
7	Calle Real/Fairview	155,258	146,373	4,999	5,060	31.1	28.9
8	Calle Real/Turnpike	126,630	128,623	3,718	3,756	34.1	34.2
9	Calle Real/Old Town	38,917	43,841	2,488	2,749	15.6	15.9
10	Cathedral Oaks	27,202	31,228	1,542	1,568	17.6	19.9
11	State/Hollister/UCSB	1,226,705	1,015,741	29,762	23,545	41.2	43.1
12x	Goleta Express	301,674	299,369	6,141	6,278	49.1	47.7
14	Montecito	111,226	122,035	5,018	5,071	22.2	24.1
15x	SBCC/UCSB Express	350,198	320,667	6,289	6,376	55.7	50.3
16	City College	151,825	165,563	1,645	1,662	92.3	99.6
17	Westside/SBCC	228,182	235,988	3,213	3,246	71.0	72.7
20	Carpinteria	368,123	364,980	13,466	13,553	27.3	26.9
21x	Carpinteria Express	118,545	115,981	4,311	4,370	27.5	26.5
22	Old Mission	23,230	24,192	1,668	1,736	13.9	13.9
23	Winchester Canyon	101,103	247,898	3,882	6,934	26.0	35.8
24x	UCSB Express	704,733	647,700	9,907	9,999	71.1	64.8
25	Ellwood	64,935	135,667	1,975	4,255	32.9	31.9
27	Isla Vista Shuttle	305,186	275,595	6,774	6,802	45.1	40.5
30	Downtown-Waterfront Shuttle	341,891	435,617	11,535	11,280	29.6	38.6
31		57,623	75,291	2,606	2,644	22.1	28.5
32		24,413	30,522	1,231	1,242	19.8	24.6
36	Seaside Shuttle	70,652	99,606	4,234	4,470	16.7	22.3
37	Crosstown Shuttle	93,089	138,527	4,072	5,984	22.9	23.1
50	Carrillo Commuter Lot	0	12,882	0	1,256	n/a	10.3
86	Coastal Express Limited	14,375	5,536	430	518	33.4	10.7
87		5,902	3,819	451	563	13.1	6.8
88		11,303	2,314	508	293	22.3	7.9
89		8,410	2,130	508	294	16.6	7.2
Valley Express (Total)		0	3,196	0	247	n/a	12.9
2000s - Booster Services		261,607	242,311	2,806	2,625	93.2	92.3
Miscellaneous		40	295	419	555	0.1	0.5
Total		7,774,329	7,948,409	199,448	203,655	39.0	39.0

Source: Santa Barbara Metropolitan Transit District.

## FINANCIAL DATA

This section presents a variety of data regarding MTD revenues and expenses for FY 2013 and FY 2012. The operating revenue and expense data includes the MTD subsidy to Easy Lift for ADA paratransit service. However, the ADA paratransit fare revenue is not included in the data. (See Table 13 for data regarding the ADA paratransit service.)

### Revenues

Table 10 presents MTD operating and capital revenue by source for FY 2013 and FY 2012. (The various sources of revenue are discussed in Chapter 6.) The table shows that total operating revenue increased by 1.6 percent from FY 2012 to FY 2013.

**TABLE 10: MTD Operating & Capital Revenue - FY 2013 & FY 2012**

Line Item	FY 2013	FY 2012	Change	
			Amount	Percent
<u>Operating Revenue</u>				
Farebox Revenue	\$8,082,232	\$8,136,841	(\$54,609)	-0.7%
Non-Transportation Revenue	\$748,942	\$799,351	(\$50,409)	-6.3%
FTA - Section 5307	\$4,825,078	\$4,263,231	\$561,847	13.2%
FTA - CMAQ	\$28,928	\$344,498	(\$315,570)	-91.6%
TDA - LTF <sup>1</sup>	\$5,968,485	\$5,886,920	\$81,565	1.4%
Property Tax Revenue	\$1,080,069	\$898,591	\$181,478	20.2%
Measure A	\$1,795,800	\$1,731,182	\$64,618	3.7%
Local Operating Assistance	\$68,232	\$188,231	(\$119,999)	-63.8%
<i>Subtotal Operating Revenue</i>	<i>\$22,597,766</i>	<i>\$22,248,845</i>	<i>\$348,921</i>	<i>1.6%</i>
<u>Capital Revenue</u>				
TDA - STA <sup>1</sup>	\$84,740	\$259,569		
FTA Capital Assistance	\$1,005,301	\$92,478		
Measure A	\$342,921	\$321,881		
Proposition 1B	\$336,155	\$278,057		
<i>Subtotal Capital Revenue</i>	<i>\$1,769,117</i>	<i>\$951,985</i>		
<b>Grand Total Revenue</b>	<b>\$24,366,883</b>	<b>\$23,200,830</b>		

Note 1: The California Transportation Development Act (TDA) provides two sources of transit revenue, the Local Transportation Fund (LTF) and State Transit Assistance (STA).

Source: Santa Barbara Metropolitan Transit District.

The amount of California Transportation Development Act - Local Transportation Fund (TDA - LTF) subsidy that MTD applies to operations fluctuates annually based on the amount required to balance MTD's operating revenues with its operating expenses.

## Expenses

Table 11 presents MTD operating expense (not including depreciation) and capital expense by category for FY 2013 and FY 2012. In FY 2013, changes to MTD’s retiree healthcare program resulted in a one-time adjustment credit of approximately \$2.0 million in Other Post Retirement Benefits (OPEB) expenses. This one-time credit is not reflected in the table.

**TABLE 11: MTD Operating & Capital Expense - FY 2013 & FY 2012**

Line Item	FY 2013	FY 2012	Change	
			Amount	Percent
<u>Operating Expense</u>				
Route Operations	\$12,442,301	\$12,365,230	\$77,071	0.6%
Vehicle Maintenance	\$5,435,227	\$5,259,034	\$176,193	3.4%
Passenger Accommodations	\$1,360,992	\$1,481,260	(\$120,268)	-8.1%
General Overhead	\$2,326,246	\$2,169,321	\$156,925	7.2%
OPEB - Retiree Healthcare <sup>1</sup>	\$1,033,000	\$974,000	\$59,000	6.1%
<i>Subtotal Operating Expense<sup>2</sup></i>	<i>\$22,597,766</i>	<i>\$22,248,845</i>	<i>\$348,921</i>	<i>1.6%</i>
<u>Capital Expense</u>				
Buses & Bus Rehab	\$1,179,109	\$222,313		
Land & Facilities	\$89,649	\$19,610		
Other Equipment	\$395,820	\$88,256		
Work in Process	\$104,539	\$621,806		
<i>Subtotal Capital Expense</i>	<i>\$1,769,117</i>	<i>\$951,985</i>		
<b>Grand Total Expense</b>	<b>\$24,366,883</b>	<b>\$23,200,830</b>		

Note 1: FY 2013 does not include the one-time OPEB adjustment credit of approximately \$2.0 million.

Note 2: Does not include depreciation.

Source: Santa Barbara Metropolitan Transit District.

## PERFORMANCE INDICATORS

Table 12 presents a variety of MTD operating data for FY 2013 and FY 2012. The table also indicates the percent change in each item from FY 2012 to FY 2013. These data, and similar data for each individual MTD route, are analyzed each year in the *Route Analysis* and *Service Evaluation* documents, as discussed in the “Annual Service Planning Outline” section below.

As discussed above, system ridership (i.e., one-way passenger trips, or boardings) decreased from more than 7.9 million riders in FY 2012 to nearly 7.8 million in FY 2013. The number of revenue hours and revenue miles of service provided decreased at a similar rate. Service effectiveness, measured by passengers per revenue hour or per revenue mile, was unchanged at 39.0 and 3.1 respectively. MTD’s cost per revenue hour increased by 3.7 percent, from \$109.25 in FY 2012 to \$113.30 in FY 2013. This was the result of a 1.6 percent increase in total operating cost coupled with a 2.1 percent decrease in revenue hours. The increase in operating cost was driven by large increases in the cost of diesel fuel and of workers’ compensation.

**TABLE 12: MTD Systemwide Data - FY 2013 & FY 2012**

Line Item	FY 2013	FY 2012	Percent Change
<u>Operating Data</u>			
Ridership	7,774,329	7,948,409	-2.2%
One-Way Bus Trips	445,186	477,305	-6.7%
Peak Vehicles	87.00	87.00	0.0%
Revenue Hours	199,448	203,655	-2.1%
Revenue Miles	2,513,126	2,587,559	-2.9%
Deadhead Hours	23,395	24,038	-2.7%
Deadhead Miles	396,173	394,736	0.4%
Passenger Miles	34,714,243	34,621,744	0.3%
Breakdowns	534	675	-20.9%
<u>Cost</u>			
Operating Cost	\$22,597,766	\$22,248,845	1.6%
Depreciation	\$3,137,385	\$3,131,657	0.2%
<i>Fully-Allocated Cost</i>	<i>\$25,735,151</i>	<i>\$25,380,502</i>	<i>1.4%</i>
<u>Operating Revenue</u>			
Farebox Revenue	\$8,082,232	\$8,136,841	-0.7%
Local Operating Assistance	\$1,876,957	\$1,928,603	-2.7%
<i>Total Operating Revenue</i>	<i>\$9,959,189</i>	<i>\$10,065,444</i>	<i>-1.1%</i>
MTD Subsidy (Note 1)	\$15,775,962	\$15,315,058	3.0%
<u>Performance Indicators</u>			
Passengers per Trip	17.5	16.7	4.9%
Passengers per Revenue Hour	39.0	39.0	-0.1%
Passengers per Revenue Mile	3.1	3.1	0.7%
Revenue Miles per Revenue Hour	12.6	12.7	-0.8%
Revenue Hours per Peak Vehicle	2,293	2,341	-2.1%
Revenue Miles per Peak Vehicle	28,887	29,742	-2.9%
Revenue Miles Between Breakdowns	4,706	3,833	22.8%
Operating Cost per Revenue Hour	\$113.30	\$109.25	3.7%
Operating Cost per Revenue Mile	\$8.99	\$8.60	4.6%
Operating Cost per Passenger	\$2.91	\$2.80	3.8%
Operating Cost per One-Way Trip	\$50.76	\$46.61	8.9%
Fully-Allocated Cost per Rev. Hour	\$129.03	\$124.62	3.5%
Fully-Allocated Cost per Rev. Mile	\$10.24	\$9.81	4.4%
Fully-Allocated Cost per Passenger	\$3.31	\$3.19	3.7%
Fully-Allocated Cost per One-Way Trip	\$57.81	\$53.17	8.7%
MTD Subsidy per Revenue Hour	\$79.10	\$75.20	5.2%
MTD Subsidy per Passenger	\$2.03	\$1.93	5.3%
Fare per Passenger	\$1.04	\$1.02	1.6%
Farebox Ratio (Note 2)	35.8%	36.6%	-2.2%

Note 1: "MTD Subsidy" is the difference between fully-allocated cost and total operating revenue.

Note 2: "Farebox Ratio" is the percent of operating cost (not including depreciation) recovered through the farebox.

Source: Santa Barbara Metropolitan Transit District.

## ADA COMPLEMENTARY PARATRANSIT SERVICE

As mentioned above, MTD does not directly operate the complementary paratransit service required under federal law, the Americans with Disabilities Act (ADA). MTD contracts with Easy Lift Transportation, Inc., a private non-profit company, to operate the service. Persons with disabilities who cannot use the fixed-route service are eligible to ride the service.

The FTA requires MTD to ensure that the ADA paratransit service complies with all regulations. The service must be comparable to the fixed-route service, including the area covered and the days and hours of operation. The ADA limits the fare for a one-way trip to twice the base adult fare for the fixed-route service (the Easy Lift fare is currently \$3.50, twice the MTD base adult fare of \$1.75). The agreement between MTD and Easy Lift facilitates MTD oversight of the Easy Lift service. To allow MTD to ensure that all ADA paratransit requirements and other federal and state requirements are fulfilled, the agreement requires Easy Lift to submit monthly, quarterly, and annual reports to MTD.

As shown in Table 13, MTD provided a subsidy of \$574,411 to Easy Lift in FY 2013. Easy Lift also retains the fare revenue paid by ADA paratransit passengers, which totaled \$169,690 in FY 2013.

**TABLE 13: ADA Paratransit Service - FY 2013 & FY 2012**

Easy Lift ADA Service for MTD <sup>1</sup>	FY 2013	FY 2012
<b><u>Operating Characteristics</u></b>		
<i>Service Data</i>		
Passengers (One-Way Trips)	51,412	51,599
Revenue Hours	25,003	28,547
Revenue Miles	367,404	419,706
Peak Vehicles	18	16
<i>Financial Data<sup>2</sup></i>		
MTD Administrative Cost	\$4,556	\$4,897
MTD Operating Subsidy	\$574,411	\$574,404
Fare Revenue <sup>3</sup>	\$169,690	\$158,064
<i>Total Cost to MTD</i>	<i>\$748,657</i>	<i>\$737,365</i>
<b><u>Performance Indicators</u></b>		
Passengers per Revenue Hour	2.1	1.8
Passengers per Revenue Mile	0.14	0.12

Note 1: Service provided by Easy Lift Transportation, Inc. for MTD.

Note 2: Includes only the cost to MTD, does not include other sources of Easy Lift revenue.

Note 3: Fare revenue is retained by Easy Lift and is not included in MTD fare revenue.

In addition to the MTD subsidy and fare revenue, Easy Lift receives: state TDA funds as the Consolidated Transportation Service Agency (CTSA) for the South Coast; a Measure A local sales tax allocation from SBCAG; funding from local

jurisdictions; and grants from private charitable foundations. These non-MTD funds are not included in the table.

Table 13 also provides an overview of the ADA service for FY 2013 and FY 2012. As is shown, the number of one-way passenger trips provided by Easy Lift decreased very slightly, from 51,599 in FY 2012 to 51,412 in FY 2013. The average number of passengers transported per revenue hour and per revenue mile increased from FY 2012 to FY 2013.

## CAPITAL ASSETS

This section describes the capital assets of MTD. This includes revenue vehicles, operation facilities, passenger facilities, management information systems, and miscellaneous assets.

### Revenue Vehicles

#### Vehicle Fleet

MTD currently has a fleet of 107 revenue vehicles (15 hybrid diesel-electric 40-ft. transit buses, 51 clean-burning diesel 40-ft. transit buses, 3 hybrid diesel-electric 29-ft. transit buses, 14 clean-burning diesel 29-ft. transit buses, 5 clean-burning diesel over-the-road coaches, and 19 electric shuttles), and operates 87 vehicles at peak. The makeup of the fleet is shown in Table 14.

**TABLE 14: MTD Revenue Vehicles**

Make	Type	Year	Power	Length (feet)	Number in Fleet	Rider Seats	Age (years)
MCI	Coach	2004	Diesel	45	2	57	10
MCI	Coach	2004	Diesel	40	3	49	10
Nova	Urban Transit	2000	Diesel	40	2	36	14
Nova	Urban Transit	1998	Diesel	40	14	38	16
Gillig	Urban Transit	2004	Diesel	40	15	37	10
Gillig	Urban Transit	2011	Diesel	40	7	37	3
Gillig	Urban Transit	2013	Diesel	40	13	37	1
Gillig	Urban Transit	2007	Hybrid	40	8	37	7
Gillig	Urban Transit	2011	Hybrid	40	7	37	3
Gillig	Local	2004	Diesel	29	11	26	10
Gillig	Local	2006	Diesel	29	3	26	8
Gillig	Local	2009	Hybrid	29	3	28	5
Various	Shuttle	1992	Electric	22	6	18	22
E-Bus	Shuttle	2000	Electric	22	4	18	14
E-Bus	Shuttle	2001	Electric	22	9	18	13
Total/Avg.					107	33	9.5

Source: Santa Barbara Metropolitan Transit District.

The over-the-road coaches are used for interregional peak-hour commuter services. The 40-ft diesel and hybrid urban transit buses, typical of heavy-duty transit buses throughout the nation, meet the needs of our heavily used trunk and express lines. The 29-ft. diesel and hybrid buses primarily operate on routes that circulate through neighborhoods. The 22-ft. electric shuttles generally operate on routes through downtown business districts and areas popular with tourists. MTD is currently procuring three 60-ft. articulated diesel buses for use on express routes.

### Vehicle Preventive Maintenance Program

MTD's preventive maintenance program comprises several elements, including daily inspections and inspections based on accumulated mileage. The program is designed to maximize vehicle performance and minimize vehicle breakdowns. As with all fleet maintenance programs, unscheduled or failure maintenance is a part of the process. The purpose of preventive maintenance is to minimize such occurrences. However, to replace all vehicular parts and components prior to failure is simply not a cost- or time- efficient maintenance philosophy. Rather, there is a balance to such efforts that takes into account labor and financial limitations.

#### *Daily Inspections*

The bus driver performs the daily inspection, through a required "pre-op inspection" and observations noted during vehicle operation. Safety-related conditions are inspected and repaired immediately. Any defects found are written on the defect card provided in each bus. Maintenance personnel collect the defect cards as the buses return to the yard. All noted defects are reviewed, entered into the fleet maintenance database, and either repaired immediately or deferred to a more appropriate time.

#### *Mileage-Based Inspections*

The mileage based inspection of each vehicle is conducted according to vehicle type and service use. For battery-electric shuttles, the intervals are 700 or 900 miles. Diesel buses are inspected at every 2,700, 3,000 or 4,000 vehicle miles traveled. This typically falls between 15 and 21 days. This preventive maintenance interval includes 39 inspection items. Repairs are carried out as warranted by the inspection.

#### *Preventive Maintenance*

The preventive maintenance (PM) is more action-oriented. This maintenance is conducted every 3,000, 8,000, or 10,000 miles, depending on bus type. All key filters, fluids, and lubricants are replaced according to OEM specifications. Also minor vehicular defects noted during the daily or mileage inspections are deferred until the preventive maintenance is performed.

## **Operations Facility**

MTD carries out administrative, dispatch, operations, and maintenance functions at the Olive Street Terminal, located at 550 Olive Street, Santa Barbara. The facility also provides parking for all MTD buses and for employee vehicles. Funding was obtained to expand the property by an additional 3.3 acres, and to reconstruct the facility. Construction began in 1999 and was completed in 2003. The operations facility project comprised several components, including:

- A new two-story 14,000 sq.-ft. administrative office building.
- The addition of two maintenance bays and remodeling of existing bays.
- A remodeled maintenance management and parts department.
- A new service and refueling island.
- A new bus washing system.
- Additional bus storage.

## **Passenger Facilities**

Passenger facilities include buildings, locations, and equipment that assist the passenger in utilizing mass transit. MTD passenger facilities include the downtown Santa Barbara Transit Center, and approximately 725 bus stops located along MTD transit routes.

### Transit Center

The MTD Transit Center is located in Santa Barbara on a 15,700 sq.-ft. property at 1020 Chapala Street, between Carrillo Street and Figueroa Street. The location, one block west of State Street, is in the core of downtown Santa Barbara. MTD owns the land and building. The location of the Transit Center in the heart of Santa Barbara's central business district makes the facility an ideal location for the primary hub and transfer point of MTD service. Currently, approximately two-thirds of MTD's routes and several of the school booster ("tripper") routes serve the Transit Center.

The Transit Center building serves a number of purposes. Foremost is the provision of a convenient and comfortable location for passengers to await the arrival of their bus. Both the inside and outside of the structure are used to this end, providing seating as well as covered shelter from inclement weather. The Transit Center is also the major point for transfers between MTD routes. MTD personnel provide route information and trip planning, and sell passes and tokens to the public. This is also the location where telephone requests for schedule information are routed. Other services include public restrooms, change machines, fare media vending machines, and public telephones. The Transit Center also includes driver restrooms and an enclosed work area for a driver supervisor and transit advisors.

The Transit Center opened in 1974 when MTD operated 12 vehicles. With MTD's fleet of 105 vehicles today, the facility is not ideal for current operational needs and MTD looks forward to future enhancements.

### Bus Stops

The MTD system includes approximately 725 bus stops located throughout the South Coast along MTD routes. All bus stops identify the routes serving the stop, more than half have a bench, and many are equipped with a shelter. Some provide schedule information, including a map of the routes that serve the stop. MTD bus stops are the only locations where passengers are allowed to board and alight from MTD buses. Where feasible, stops are placed no more than one-quarter mile apart. In some high-density areas, bus stops are placed more closely.

Bus stop locations and design are determined in consultation with the public works department of the political jurisdiction in which it is located (Santa Barbara County, Santa Barbara, Carpinteria, Goleta, or UCSB). This is necessary because MTD bus stops utilize public streets and sidewalks, and MTD does not own the land upon which the stops are positioned (except for the Transit Center, as discussed above). Factors in the positioning decision include safety, wheelchair accessibility and other ADA considerations, and passenger convenience.

MTD staff periodically evaluates ridership data from passenger surveys to determine which stops warrant improvements. MTD works with various local jurisdictions, groups, and individuals to identify and receive grants to implement bus stop improvements. In addition, some individuals and businesses maintain bus stops located in front of their property.

### **Other Properties**

#### Overpass Property

The Overpass property is located at 5353 Overpass Road in the City of Goleta. The buildings and land (a 65,000 sq.-ft. parcel) are owned by MTD. The site formerly served as MTD's primary dispatch and bus storage location. MTD intends to retain the property to allow for future use as a secondary dispatch and bus storage location to accommodate expected growth. MTD received approval from FTA to lease the property, and is currently leasing it to a local company for storage.

#### Calle Real Property

MTD purchased 20 acres of undeveloped land in the mid-1980s with the intent of relocating all facilities to the location. (At that time, the current Olive Street location had not yet been expanded, and the existing Olive Street site was not

sufficient for the agency's needs.) The property is located along Calle Real, just north of Highway 101 and east of Turnpike Road in unincorporated Santa Barbara County. Opposition to the development of a bus facility developed among residents adjacent to the site, and MTD halted efforts to develop the site as a bus facility. Currently, MTD is examining the possibility of residential development of the property. MTD is awaiting the results of the ongoing Goleta Valley Community Plan (GVCP) process. The property was zoned residential when MTD purchased it, but the County later changed the zoning to agriculture. The GVCP is considering a change in the zoning of the property back to residential.

### **Non-Revenue Vehicles**

MTD owns several non-revenue vehicles for business activities. The non-revenue vehicle fleet includes 18 vehicles for driver supervision and relief and general staff purposes, and 5 pickups and trucks for maintenance purposes. MTD also owns 3 electric Think Neighbor vehicles for errands around central Santa Barbara.

### **Radio System**

MTD employs a standard two-way radio system for communications between vehicles, facilities, and employees. The radio system is new, and is fully compliant with current Federal Communications Commission (FCC) requirements. The system includes a radio in each bus, shuttle, and non-revenue vehicle, dispatch consoles at the Operations Facility and the Transit Center, handheld radio units, and the base station located in the hills above Santa Barbara. The radios in all diesel buses include an internal and external PA system, meeting ADA requirements. The control consoles are equipped to respond to emergency buttons on the radios in the event of problems on the bus.

### **Management Information Systems**

MTD has implemented several advanced management information systems, including:

- Computer Network
  - MTD purchased hardware and software to implement an integrated computer network. This has improved communications within MTD, and provided a more efficient and effective means of monitoring, evaluating, and managing system operations.
- Electronic Fareboxes
  - In 2000, MTD upgraded all revenue vehicles with GFI Odyssey electronic fareboxes. This improvement allowed MTD to offer magnetic-strip passes and automated transfers to riders, and improved the collection and analysis of fare revenue and ridership data.

- **Fleet Management Software**
  - In October 2004, MTD implemented new fleet management software to improve the agency's maintenance and parts efficiency.
- **Scheduling/Run-Cutting/Bid/Dispatch Software**
  - Beginning in November 2004, MTD implemented new Microsoft Windows-based software for scheduling, run-cutting, bidding, and dispatching. The new software has improved the cost-efficiency of scheduling and run-cutting, and has improved the ability of MTD to efficiently manage the driver bid process and vehicle dispatching.
- **Automatic Vehicle Location (AVL) System**
  - MTD is currently conducting a procurement for new intelligent transportation systems (ITS), including an AVL system to provide real-time bus arrival information to passengers and to improve supervisory capabilities; and video surveillance systems in all revenue vehicles for enhanced security. MTD expects to award a contract in the first quarter of 2014, with full project implementation within a year of contract award.

## **SERVICE PLANNING PROCESS**

MTD strives to provide a safe, reliable, effective, and cost-efficient public transit system for everyone residing within the MTD boundaries. This includes those who depend on public transit for their transportation, as well as those who have other mobility options but choose to ride public transit. With these needs, it is necessary to optimize the use of the limited resources available. Accordingly, MTD annually carries out a detailed service planning and evaluation process. The process includes guidelines for developing routes and schedules, and presents a comprehensive way of evaluating the relative effectiveness of each route. Further, it provides the MTD Board of Directors with information needed to establish priorities in the allocation of district resources. Various regulations, constraints and market conditions shape the planning process, as discussed below.

### **Considerations in the Service Planning Process**

#### MTD Annual Budget

The MTD Accounting Department initiates the annual process by establishing a revenue-hour budget for the operation of the system for the coming fiscal year. The MTD Maintenance Department determines the number of vehicles it can provide and keep in service. The Transit Development Department then establishes the service schedule based on the number of hours and vehicles available.

## Government Agency Regulations and Coordination

The MTD route planning process complies with Federal Transit Administration (FTA) requirements for public input, by ensuring that interested members of the public have an opportunity to express their concerns regarding potential changes to the transit service. The planning process also complies with similar requirements of the California Transportation Development Act (TDA).

MTD Board or staff representatives participate as voting members of several SBCAG committees, including the South Coast Subregional Planning Committee, the Santa Barbara County Transit Advisory Council (SBCTAC), and the Technical Transportation Advisory Committee (TTAC). MTD coordinates with SBCAG and local jurisdictions on planning efforts that have the potential to impact MTD services.

## Local Agency Agreements

MTD has agreements with local jurisdictions and government agencies related to funding provided to MTD by the jurisdictions for services as described in the agreements. These agreements are consulted as necessary in the annual planning process. For example, the agreement recently signed between MTD and UCSB (discussed below in Chapter 3) will result in enhancements to MTD Lines 12x & 24x, and the implementation of a new Line 38.

## Demographic Changes

Shifts in population as a result of new residential developments and/or new commercial business parks are considered when developing service plans. MTD works with local jurisdictions to be made aware of planned developments that may require changes to transit service.

## **Annual Service Planning Outline**

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

## MTD Staff Conducts Data Collection & Service Planning

- Qualitative Data
  - Public input
    - ✓ Passenger comments
    - ✓ E-mail and phone communications
    - ✓ Public meetings

- ✓ Advocacy groups
  - Minority & Limited English Proficient (LEP) populations
  - Low-Income populations
  - Persons with disabilities
  - Bicyclist & pedestrian groups
- MTD employee input
  - ✓ Drivers / supervisors / Transit Center staff comments
  - ✓ Staff ride-alongs
  - ✓ Time point checks
  - ✓ Schedule adherence checks
- Agency input
  - ✓ California Department of Transportation (Caltrans)
  - ✓ Santa Barbara County Association of Governments (SBCAG)
  - ✓ Santa Barbara County
  - ✓ Cities of Santa Barbara, Goleta, & Carpinteria
  - ✓ Other agencies, including:
    - Santa Barbara County Air Pollution Control District (APCD)
    - University of California, Santa Barbara (UCSB)
    - Santa Barbara City College (SBCC)
    - School Districts
- Quantitative Data
  - Ridership surveys
    - ✓ Various lines as needed
  - Annual Route Analysis
    - ✓ Compare each route to system average and to previous year
  - Annual Service Evaluation
    - ✓ Ridership measure (riders per hour or trip)
    - ✓ Economic measure (subsidy per passenger)
    - ✓ Routes in fourth quartile require recommendation to MTD Board
  - Standard transit industry methodologies
    - ✓ Transit elasticities
    - ✓ Demographic analysis

## MTD Staff Provides Recommendations to MTD Board

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

## **PUBLIC INFORMATION**

It is essential that MTD provide information to the general public to ensure that the transit service is as convenient and easy to use as possible within available resources and restraints. Effective means of communication are necessary to provide the information. The dissemination of route and schedule information is of critical important, but it is also necessary to provide the community with clear information about fares, upcoming service changes, and general knowledge about MTD. This information is made available through various means.

### **Printed Information**

- Annual "Schedule Guide"
  - Includes schedules, maps, and bus stops for all routes
  - Various related information (e.g., fares, holiday service)
- The MTD website ([www.sbmtd.gov](http://www.sbmtd.gov))
  - General MTD information
  - Schedules and maps for all routes
- Information posted at bus stops
  - Each stop has sign with the MTD logo and route number(s)
  - Some stops include schedules and "wayfinder" information
- Information posted on buses
- Passenger newsletters and flyers
- Press releases
- Printed media advertisements, when resources allow

### **Verbal Communication**

- Transit Center advisors
- Staff response to telephone calls and e-mails from the public

- Interaction between MTD drivers and passengers
- Public meetings regarding potential service changes
- Television and radio advertisements, when resources allow

## **MARKETING PROGRAM**

The MTD marketing program strives to increase MTD's visibility and ridership by publicizing the agency's identity as a reliable and efficient transportation choice on the South Coast. The strategy to achieve this mission is to heighten public awareness of MTD as a safe, effective, and cost-efficient bus system that provides a positive rider experience. This is accomplished by identifying opportunities for repeated exposure to targeted audiences through focused marketing programs, the media, and community relations. The marketing program also incorporates individualized marketing to likely transit users.

### **Service Change Information**

The MTD Marketing and Planning departments coordinate to carry out a promotional plan to notify passengers of the service changes planned for the year. The service plan is finalized on a schedule that allows time to communicate the changes to riders prior to implementation. This allows riders to make arrangements as necessary based on the changes.

Rider communication includes rider newsletters, transit cards on the buses, on-board flyers, public meetings, press releases, print ad displays, and the MTD Website. Bus drivers also play an important role in communicating this information to riders, as well as providing important feedback to staff from the riders.

### **Elementary School Outreach Program**

The MTD school educational program, referred to as the Elementary School Outreach Program (ESOP), includes separate presentations for kindergarten through third grade, and fourth through sixth grade. Both presentations are free, and are available to all elementary schools within MTD's service area.

The younger grades learn about riding the bus, where the bus can take you, who owns the buses, and safety rules. A short bus trip ends the lesson. A coloring book, a letter to the parents, and a Parent Pass good for a free bus ride are distributed to each child. The children also are given an "I learned about the bus today" sticker.

The presentation for older grades focuses on the positive impacts of public buses, and environmental issues associated with the electric shuttles. The students receive an advanced activity book, along with a Parent Pass and letter

to their parents. The program is successful in making future riders aware of MTD, and is well-received by local elementary schools.

### **Shuttle Decorations**

The Downtown-Waterfront Shuttle "toppers" decorate the shuttles on several holidays throughout the year. These decorations add to the appeal of the small, clean, and quiet electric shuttles, which have become a trademark of Santa Barbara.

## **Chapter 3: MTD Service Alternatives**

### **SHORTCOMINGS OF EXISTING MTD SERVICE**

The demands on MTD service continue to increase at a rate greater than the available funding, creating overload problems during peak periods. Additional capital and operating funding would be required to meet the increased demands.

In some respects, excess demand for services is a problem any business is fortunate to have. However, the lack of sufficient funding to increase service is a serious problem for MTD. Overcrowded buses generate complaints from parents and riders. Potential transit passengers with other mobility options, sometimes called “choice riders,” continue to drive automobiles because capacity overloads prevent transit service from being an attractive option for their mobility needs.

Increased traffic congestion (as discussed in Chapter 1) and increased demand requires MTD to provide unscheduled booster service to reduce overloads and accommodate passenger needs. This unscheduled service requires the addition of piece-meal service to existing driver runs, causing driver overtime costs and increasing unproductive deadhead travel time.

This additional unscheduled booster service does not solve the problem of overloads, it only responds to the most severe demands. Passengers continue to be turned away due to full buses, and riders often must stand for the length of their trip. Additional buses and increased service would enable the efficient and cost-effective enhancement of heavily-used routes to meet demand and reduce overloads.

### **LIFELINE TRANSIT SERVICE**

As a publicly funded agency, MTD has requirements under Title VI of the 1964 Civil Rights Act, as well as Environmental Justice regulations, to provide equal access to the benefits of federally-funded programs (see the Appendix for a discussion of these requirements). In meeting these requirements, MTD may serve some areas due to the transit dependency of the residents, even though the service does not meet the minimum thresholds otherwise set for MTD transit service.

These “lifeline” services specifically address the needs of those that most depend on transit. Measures such as household income and auto ownership levels can be used as surrogate data to estimate the transit dependency of an area. Routes that serve a catchment area with a high level of transit-dependent residents can be given extra consideration in the service planning process.

## **PROGRAMMED SERVICE ENHANCEMENT**

### **MTD - UCSB Service Agreement**

MTD and the University of California, Santa Barbara (UCSB) have recently signed an agreement whereby UCSB will fund MTD transit enhancements in conjunction with additional housing that UCSB intends to build near the existing Santa Catalina housing (the San Joaquin project). The agreement will fund enhancements to two existing MTD routes (Lines 12x and 24x) and one new route (Line 38).

Line 24x is proposed for enhancement to provide later service (until approximately 11:00 P.M.) seven days a week, year-round, and more frequent service overall. Service may be adjusted as demand dictates (e.g., on non-class days and during the summer). Line 12x, which is interlined with Line 24x until evening, will become more frequent throughout the day on weekends and will operate later into the evening on Sundays. The enhanced service will provide necessary increased capacity for travel for employment, essential needs, and leisure destinations for UCSB students, faculty, staff, and family members, as well as other members of the community. These Line 12x and 24x enhancements are tentatively scheduled for implementation in August 2015.

The new Line 38 will provide service in both directions between UCSB's North Hall traffic circle and Camino Real Marketplace, using El Colegio Road, Storke Road, Phelps Road, Pacific Oaks Road, Los Ninos, Santa Felicia and Hollister Avenue. Service on the new Line 38 will run year-round, with reduced weekday service during the summer. Line 38 is tentatively scheduled for implementation in August 2016.

## **POTENTIAL TRAFFIC MITIGATION ENHANCEMENT WITH TARGETED FUNDING**

### **Commuter Rail “Last Mile” Bus Service**

There is interest in the South Coast in the implementation of commuter rail service connecting the area to Ventura County. MTD staff recognizes that there are significant financial and logistical hurdles to the implementation of such service, and potential commuter rail service is presented as a discussion item only. MTD staff has not fully analyzed the costs and benefits of this alternative. If the South Coast community wishes to pursue a rail commuter system, a thorough analysis of these costs and benefits would be recommended.

In the event that rail service were to be implemented, it is likely that ongoing operating and capital funding would have to be provided to MTD to provide distribution and collection service between South Coast rail stations and commuters' final destinations. The *101 In Motion* process included a preliminary estimation of the costs of such a service.

To attract riders with mobility options, a commuter rail service must include a distribution service that meets the A.M. trains at the train stations and delivers the riders to their destinations with minimal delay. Similarly, for the P.M. return trips, the collector service must transport the riders to the rail stations expeditiously, and must be timed to arrive at the station no more than a few minutes before the scheduled train departure time. Thus, an attractive distribution and collection service would require dedicated shuttles for each rail station, serving each train arrival and departure.

If commuter rail service is to be implemented, MTD will analyze the costs and benefits of collection and distribution service in conjunction with a commuter rail implementation plan. This potential enhancement is not included in MTD's five-year plan in Chapter 7.

### **SERVICE ENHANCEMENTS WITH ADDITIONAL UNRESTRICTED FUNDING**

As described above, current MTD core services have shortcomings. These are primarily related to passenger overloads at peak times, and to schedule adherence issues due to increasing traffic congestion. In addition, the demand for transit service will almost certainly increase over time, due both to new development and to an expected shift in travel preference away from the single-occupant vehicle and toward public transit. With additional unrestricted funding, MTD could alleviate these current shortcomings and respond to future increased demand with enhancements to core services. These enhancements would also aid the local agencies in meeting their traffic mitigation goals.

Table 15 presents a summary analysis of several potential core service enhancements that MTD staff would recommend for implementation if additional unrestricted funding were available to MTD. These potential enhancements are also included as “Illustrative Projects” in SBCAG’s *2040 Regional Transportation Plan (RTP)*. Each of these enhancements would contribute to MTD’s provision of reliable, convenient, effective, and cost-efficient public transit service for those who depend on public transit, as well as for those who have other mobility options but choose to ride public transit.

These unfunded potential enhancements are not included in MTD's five-year plan in Chapter 7. Each enhancement would require a new ongoing annual source of operating subsidy, in addition to the funds currently received by MTD. In addition to the operating subsidy, several of the enhancements would require the purchase of additional vehicles. MTD is not expecting substantial increases in funding from the federal or state governments<sup>2</sup>. Thus, it is likely that any additional funding would come from local sources. New partnerships, such as that described above with UCSB, are one such source.

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<sup>2</sup>However, it is possible that the County may once again qualify for federal funding from the Congestion Mitigation and Air Quality Improvement program, or CMAQ (described in Chapter 6). If so, this would be a potential source of MTD funding.

**TABLE 15: MTD Enhancements with Additional Unrestricted Revenue**

Project	Line	Service Enhancement	Net Estimated Annual		Estimated Additional Buses	
			Revenue Hours	Operating Cost <sup>1</sup>		
Santa Barbara	1 & 2	Weekdays: 10-minute service from 6:00 AM to 6:00 PM	7,070	\$805,485	3.6	\$1,620,000
		Weekdays: 30-minute service from 6:00 PM to 9:00 PM	663	\$75,536	0.3	\$135,000
		Weekdays: 40-minute service from 9:00 PM to 12:00 AM	442	\$50,357	0.2	\$90,000
	3	Weekends: 20-minute service from 6:00 AM to 6:00 PM	1,557	\$177,389	0.8	\$360,000
		Weekends: 40-minute service from 6:00 PM to 12:00 AM	389	\$44,319	0.2	\$90,000
		Weekdays: 20-minute service from 6:00 AM to 6:00 PM	3,539	\$403,198	1.8	\$810,000
Goleta	3	Weekdays: 30-minute service from 6:00 PM to 8:00 PM	393	\$44,774	0.2	\$90,000
		Weekends: 30-minute service from 7:00 AM to 8:00 PM	1,126	\$128,285	0.6	\$270,000
		Weekdays: 20-minute service from 7:00 AM to 9:00 PM	8,616	\$981,621	4.3	\$1,935,000
	9	Weekends: 20-minute service from 9:00 AM to 7:00 PM	2,711	\$308,864	1.4	\$630,000
		Every day: Enhance service from downtown Carpinteria to Bailard area	5,808	\$661,705	2.9	\$1,305,000
		Every day: 20-minute service from 6:00 AM to 6:00 PM	10,620	\$1,209,937	5.3	\$2,385,000
Carpinteria	6	Every day: 20-minute service from 6:00 AM to 6:00 PM	32,899	\$3,748,183	16.5	\$7,425,000
		Every day: 30-minute service from 6:00 PM to 12:00 AM	6,854	\$780,876	3.4	\$1,530,000
		Every day: 30-minute service from 6:00 AM to 6:00 PM	6,784	\$772,901	3.4	\$1,530,000
	20	Every day: 60-minute service from 6:00 PM to 12:00 AM	1,696	\$193,225	0.9	\$405,000
		Weekdays: 60-minute service from 7:30 PM to 10:30 PM	756	\$86,131	0.4	\$180,000
		Monday through Thursday: 15-minute service 7:00 AM to 6:00 PM	2,221	\$253,039	1.1	\$495,000
Regional	4 & 17	Monday through Thursday: 30-minute service 6:00 PM to 10:00 PM	404	\$46,028	0.2	\$90,000
		Monday through Thursday: 6 additional boosters to be placed as needed	303	\$34,521	0.2	\$90,000
		Weekdays: 15-minute service 7:00 AM to 6:00 PM	1,748	\$199,150	0.9	\$405,000
	15x	Weekdays: 15-minute service from 7:00 AM to 7:00 PM	8,033	\$915,200	4.0	\$1,800,000
		Weekdays: 30-minute service from 7:00 PM to 12:00 AM	1,339	\$152,552	0.7	\$315,000
		Saturday: 30-minute service from 7:00 AM to 12:00 AM	975	\$111,082	0.5	\$225,000
UCSB	24x	Sunday: 30-minute service from 9:00 AM to 12:00 AM	909	\$103,562	0.5	\$225,000
		Every day: 15-minute service from 7:00 AM to 10:00 PM	9,563	\$1,089,513	4.8	\$2,160,000
		Every day: 15-minute service from 7:00 AM to 10:00 PM	16,335	\$1,861,047	8.2	\$3,690,000
	27	Every day: 30-minute service to SB train/bus station 6:00 AM to 11:00 PM	6,171	\$703,062	3.1	\$1,395,000
		Every day: 30-minute service to airport from 5:00 AM to 10:00 PM	11,616	\$1,323,411	5.8	\$2,610,000
		<b>TOTAL</b>	<b>151,540</b>	<b>\$17,264,952</b>	<b>76</b>	<b>\$34,290,000</b>

Note 1: MTD's FY 2013 budgeted systemwide average hourly operating cost (not including depreciation) totals \$113.93.

## **EMERGENCY SERVICE REDUCTION PLAN**

Although the current financial forecast presented in Chapter 7 assumes a status quo service level for the five-year planning period, this forecast may be optimistic and require adjustment. This is discussed more fully in Chapter 7.

A reduction in the resources available to MTD would require a proportional reduction in transit service. MTD has recently conducted a study of a major 30 percent service reduction, as presented in Figure 6.

The figure is not intended to show exactly the service reductions that would be implemented if such a major decrease in resources were to happen. Rather, the figure shows an example of the magnitude of service cuts that a substantial loss of resources would require.

FIGURE 6: Example of Emergency Service Reduction Plan

# Potential Service Reduction Summary

Resumen de posible reducción en servicio

**Service Not Affected:**  
 Sin cambio en el servicio:

**Service Eliminated:**  
 Servicio eliminado:

**Service Reduced:**  
 Servicio reducido:



Legend/Leyenda	
X	No Service No servicio
§	Limited Service Servicio limitado
±	Limited service available evenings, summer, & when SBCC is not in session Servicio limitado disponible por las noches, verano, y cuando SBCC no está en sesión

SHADED routes indicate revisions to the original Option A based on public input.  
 Zona oscura indica revisiones a la opción A hechas por sugerencias del público.

No.	Destination	Current Service / Servicio corriente				Reduced Service / Servicio reducido				No.				
		Frequency (minutes)		Hours of Operation		Frequency (minutes)		Hours of Operation*						
		Weekday	Saturday	Sunday	Weekday	Saturday	Sunday	Weekday	Saturday	Sunday				
1/2	Westside / Eastside	10-30	15-45	20-60	5:40a-10:40p	6:10a-10:25p	7:30a-9:00p	15-30	15-45	20-60	5:40a-10:40p	6:10a-10:25p	7:30a-9:00p	1/2
3	Oak Park	30	60	60	6:00a-7:30p	7:00a-7:45p	8:30a-7:00p	§*	§*	§*	7:00a-7:45p	12 trips per day	10 trips per day	3
4	Mesa / SBCC	30-60	60	60	6:45a-9:15p	7:10a-6:30p	9:10a-5:30p	60	X	X	7:10a-6:30p	X	X	4
5	Mesa / La Cumbre	60	60-75	60-75	6:00a-10:45p	7:00a-8:50p	8:45a-6:40p	§*	X	X	6:00a-10:45p	7:00a-8:50p	X	5
7	Calle Real / Fairview	30-150	150	150	6:00a-10:20p	7:30a-7:15p	7:30a-7:15p	150	X	X	6:00a-10:20p	7:30a-7:15p	X	7
8	Calle Real / County Health	30-60	150	150	8:00a-5:00p	9:00a-5:30p	9:00a-5:30p	150	150	150	8:00a-5:00p	9:00a-5:30p	9:00a-5:30p	8
9	Calle Real / Old Town Shuttle	§	§	§	7:00a-6:30p	9:10a-6:10p	9:10a-6:10p	§	X	X	7:00a-6:30p	8 peak-hour trips per day	X	9
10	Cathedral Oaks	§	X	X	6:50a-6:30p	X	X	§	X	X	6:50a-6:30p	X	X	10
12	Goleta Express	30-70	30-60	60	6:00a-7:30p	8:00a-8:45p	8:00a-5:45p	30-60	X	X	6:00a-7:30p	8:00a-8:45p	X	12
14	Montecito	30-120	60-75	§	6:30a-6:20p	7:45a-6:30p	see schedule	§	§	§	6:30a-6:20p	7:00a-9:00a & 4:00p-6:00p	TBD	14
15	SBCC / UCSB Express	15-30	X	X	7:15a-6:30p±	X	X	20-30	X	X	7:15a-6:30p±	X	X	15
17	Westside/SBCC	35-60	60	60	6:30a-8:50p	7:00a-6:00p	9:00a-5:00p	60	X	X	6:30a-8:50p	7:00a-6:00p	X	17
21	Carpinteria Express	§	§	X	6:15a-6:50p	§	X	§	X	X	6:15a-6:50p	4 peak-hour trips per day	X	21
23	Winchester Canyon	60	60	60	5:30a-10:45p	7:30a-10:00p	8:30a-8:00p	60	X	X	5:30a-10:45p	7:30a-10:00p	X	23
24	UCSB Express	30-75	30-75	60-120	6:25a-10:35p	8:30a-11:30p	8:30a-10:15p	30-75	60-120	60-120	6:25a-10:35p	8:30a-10:15p	8:30a-10:15p	24
25	Ellwood	60	60	60	5:45a-10:45p	8:15a-10:00p	8:30a-8:00p	60	X	X	5:45a-10:45p	8:15a-10:00p	X	25

\* Note: Proposed Hours of Operation are approximate and may be adjusted to accommodate as many passengers as possible. Line 3 would run only between the Transit Center & Cottage Hospital. Line 5 would run only between the Transit Center & Hillside House. Las propuestas Horas de Operación son aproximadas y pueden ser ajustables para acomodar lo máximo posible de pasajeros. La línea 3 solo viajará entre el centro de tránsito (Transit Center) y hospital de Cottage. La línea 5 solo viajará entre el centro de tránsito (Transit Center) y Hillside House.

## **Chapter 4: MTD Capital Alternatives**

### **VEHICLE PROCUREMENTS**

#### **Programmed Procurements**

Several replacement vehicle procurements are programmed in FY 2014. MTD has budgeted more than \$11.0 million for these revenue vehicle procurements, which are funded with a combination of federal and state grants, local assistance, and MTD capital funds. These funded procurements are included in MTD's five-year plan in Chapter 7. No additional revenue vehicle procurements are programmed in the remaining years of the five-year planning period.

MTD has budgeted a total of \$250,000 over the period from FY 2015 through FY 2018 for service vehicle replacements, including driver relief cars, general-purpose staff cars, and maintenance vehicles. These vehicle procurements are programmed in the five-year planning period in MTD's financial plan in Chapter 7.

#### **Replacement Vehicle Schedule**

As discussed in Chapter 2, MTD currently has 107 buses and shuttles in revenue service. With a fleet of this size, MTD has a substantial ongoing need for replacement vehicles. Table 16 presents MTD's current revenue vehicle replacement schedule<sup>3</sup>. As the table shows, this includes 123 vehicles at a total estimated cost of \$65.2 million (in estimated year-of-expenditure dollars). Vehicle replacement needs that are not currently funded are not included in MTD's financial plan in Chapter 7.

#### **Potential Vehicle Procurements for Unfunded Service Enhancements**

The unfunded potential service enhancements discussed in the previous chapter would require many expansion vehicles. As shown in Table 15, these service enhancements would require an estimated total of 76 additional expansion revenue vehicles at an estimated cost of \$34.3 million (in FY 2013 dollars). These unfunded potential vehicle procurements are not included in MTD's five-year plan in Chapter 7.

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<sup>3</sup> To be updated before S RTP finalization.

**TABLE 16: MTD Revenue Vehicle Replacement Schedule**

Fleet Type	Projected			
	Qty	Order Year	Cost per Vehicle <sup>1</sup>	Total Cost <sup>1</sup>
1991- 1994 Shuttle (1,2,10)	3	FY 12-13	\$358,500	\$1,075,500
1991 - 1994 Shuttle (3,4,5,6 & 22)	5	FY 12-13	\$358,500	\$1,792,500
1997 40' Nova	15	FY 12-13	\$466,289	\$6,994,339
1997 40' Nova	3	FY 12-13	\$772,500	\$2,317,500
1991 - 1994 Shuttle (8 &11)	2	FY 14-15	\$380,333	\$760,665
2001 Shuttle (12 - 21)	10	FY 14-15	\$380,333	\$3,803,327
1997 40' Nova	6	FY 14-15	\$480,278	\$2,881,668
1998 40" Nova	5	FY 14-15	\$480,278	\$2,401,390
2007 30' Gillig Coaches	3	FY 20-21	\$506,708	\$1,520,124
2004 40' Diesel	15	FY 20-21	\$573,477	\$8,602,154
2004 30' Diesel	11	FY 20-21	\$506,708	\$5,573,788
2009 29" Hybrids	3	FY 23-24	\$837,461	\$2,512,384
2001 Electric Shuttles (12 - 21)	10	FY 24-25	\$511,135	\$5,111,353
2005 40' Hybrid	8	FY 24-25	\$862,585	\$6,900,683
Electric Shuttles (1,2,3,4,5,6,8,10,11,22)	10	FY 27-28	\$558,531	\$5,585,313
2011 40' Hybrid	7	FY 27-28	\$605,000	\$4,235,000
1997 40' Nova	7	FY 27-28	\$452,708	\$3,168,956
<b>Total</b>	<b>123</b>			<b>\$65,236,643</b>

Note 1: Costs are in estimated year-of-expenditure dollars.

Source: Santa Barbara Metropolitan Transit District.

## **PASSENGER FACILITIES**

### **Transit Center Remodel/Rehabilitation**

MTD will be carrying out a remodel of the Transit Center, its main passenger transfer facility built over 40 years ago. The remodel will consist of the replacement or upgrade of a number of features and systems, including the concrete driveway, the electrical infrastructure, the customer service area, plate glass windows, and interior and exterior lighting. MTD recently engaged an architect and engineering team for the project, which is currently in the conceptual design stage.

### **Superstops**

MTD was awarded a federal Congestion Mitigation and Air Quality Improvement program (CMAQ) grant for the construction of downtown Santa Barbara Superstops, which are bus stops with enhanced amenities that will entice potential riders with mobility options to utilize transit service. The CMAQ grant provided \$277,560 for the Superstops, and the City of Santa Barbara provided local match of \$36,070. MTD will provide the remaining funds.

### **Bus Stop Upgrades**

MTD staff evaluates ridership data from passenger surveys to determine which bus stops warrant improvements. In the event that deficiencies are present, to the extent possible the resources required for corrective action are allocated in MTD's annual budget. MTD has programmed funds for bus stop improvements in each year of the five-year planning period. In addition, MTD works with various local jurisdictions, interest groups, and individuals to identify and receive grants to implement bus stop improvements.

## **ADDITIONAL CAPITAL PROJECTS**

MTD has identified several major capital projects in addition to vehicle procurements and passenger facility improvements. Additional capital projects that are unfunded are not included in MTD's five-year plan in Chapter 7, which includes only projects for which a source of funding has been identified. Table 17 lists these additional funded and unfunded projects, the estimated costs, and the project status<sup>4</sup>.

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<sup>4</sup> To be updated before S RTP finalization.

**TABLE 17: MTD Major Capital Improvement Program**

Project Description	Projected Cost	Status
Bus Signal Priority (State/Hollister - City of SB)	In Kind	Coordination with City of SB & SBCAG in Progress
Electric Shuttle Replacement (8 buses)	\$2,830,000	Tentative Contract Award - Pending Performance Bond
Downtown SB - SuperStop Project	\$313,630	Estimated Completion: December 2013
Articulated Bus Acquisition (3)	\$2,114,596	Contract Awarded - Pending Release of Notice to Proceed
Radio/AVL System	\$2,556,533	Estimated Completion: March 2014
Nova Bus Replacements (17 buses)	\$6,088,247	Estimated Completion: August 2013
Security Cameras on Buses	\$764,214	Option to AVL Project - Funded
Nova Bus Replacements (11 buses)	\$5,283,058	Pending Funding Opportunity
Photovoltaic System	TBD	Project Assessment Scheduled for 2013
Transit Center Remodel/Expansion	\$400,000	RFQ Release by Summer 2013
Fare Revenue Collection - Contactless Technology	TBD	Preliminary Project Assessment in Progress
<b>Total (Exclusive of "TBD" Projects)</b>	<b>\$20,350,278</b>	

Source: Santa Barbara Metropolitan Transit District.

## Chapter 5: MTD Marketing Alternatives

### MARKETING PROGRAM MISSION & STRATEGY

The mission of the marketing program is to increase the visibility and ridership of MTD, by creating a solid and unified identity as a reliable and efficient transportation choice on the South Coast and the Santa Ynez Valley. The strategy is to heighten public awareness of MTD as a quality bus system that provides a positive rider experience, by identifying and creating specific opportunities for repeated exposure to targeted audiences through focused marketing programs, the media, and community relations.

The marketing of MTD buses and services is a multi-layered effort. The most important marketing communications are directly to the passengers and potential-passengers ensuring they know what bus to take and when it departs. We reach these groups through traditional marketing pieces, relationship marketing, and electronic communications.

### SPECIFIC MARKETING PROGRAMS

- *Printed Communications:* All materials that provide information to the general public to a degree and in a manner that allows ease of use of MTD services. The bulk of this data is concerned with routes and schedules (i.e., where and when the buses travel).
  - Schedules guide; system map, at-stop schedule information, Rider Newsletters, Downtown-Waterfront Shuttle brochures, transit cards on-board buses, Interior ads on buses and Shuttles, Annual Report to the Community, etc. Much of the printed information revolves around the annual fall service changes.
- *Outreach Communications:* Direct interaction between MTD and its customers helping to alleviate any fears potential passengers might have about riding the bus.
  - Elementary School Outreach Program: Presented by drivers, this successful program reaches out to local elementary schools via an in-classroom presentation and bus-ride.
  - How to Ride the Bus Program: On-site presentation to adult groups such as seniors, mobile home park residents, neighborhood associations, and businesses.
  - Public Meetings/Information Booths: Working closely with MTD's Transit Development Department, these meetings reach out to the community to inform and gather information on proposed changes to services or fares.
  - Bike & Bus Demos: Bringing a bus to a gathering (such as the Bike to Work Day event) or a corporation (Citrix Online Bike Week event), to demonstrate how to load and unload your bike on the bike rack.

- *Electronic Communications:* Utilizing tools that are often used by non-traditional passengers, MTD reaches out, beyond the bus, via a website ([www.sbmtd.gov](http://www.sbmtd.gov)) and hand-held devices. These mediums require daily administration and on-going design improvements. MTD is currently on Twitter (@SantaBarbaraMTD), sending information to followers regarding service delays or detours, news, updates or other items of interest.
- *Automatic Vehicle Location:* As discussed in Chapter 2, MTD is currently conducting a procurement for an AVL system. Once implemented, this system will provide real-time bus arrival information to passengers.
- *Media Relations:* MTD works diligently to build relations with the local media to encourage positive stories about transit and secure Public Service Announcements.
- *Advertising Program:* Bringing in more than \$485,000 annually, this revenue-generating program requires the active selling, booking, and contract administration of multiple clients. Additionally, MTD seeks out sponsors for other transit materials that reach a large viewing audience allowing ultimately for more information to be available for passengers.
- *Media Advertising:* On a small scale, MTD purchases print and broadcast advertising in order to deliver community-wide marketing messages. This involves negotiating pricing, working on the creative, and booking space for optimum visibility.

## **MARKETING INITIATIVES**

The following marketing initiatives are common in the transit industry. The Santa Barbara Metropolitan Transit District is currently utilizing initiatives including:

- Distribution of schedules at major facilities including schools, hospitals, businesses and social service agencies.
- Broadcast advertising on the radio, highlighting new services.
- Print advertising highlighting new services.
- The MTD Marketing Department has also completed surveys to supplement our ongoing outreach.
  - Distribution and collection of rider surveys to gather data regarding MTD advertising, as well as input for service improvement.
  - Surveys are routinely conducted to gather input from passengers to ensure that existing routes meet their needs. Additionally, surveys are utilized in the planning process as new routes are being designed.

## Chapter 6: MTD Financial Alternatives

### OPERATING REVENUE

Transit agencies such as MTD can generate operating revenue through passenger fares and advertising. These are discussed below.

#### Passenger Fares

Passenger fares can be very flexible, and can be reduced for selected populations such as elderly persons, persons with disabilities, students, and children. Currently, as discussed in Chapter 2, the MTD base adult fare is \$1.75. Reduced fares are provided for many populations, and discounted 10-ride and 30-day passes are available for all riders.

The question of when to raise fares is a hard one for the transit operator, because an increase in fares can be expected to lead to a decrease in ridership (although MTD has not typically experienced a significant drop in ridership following a fare increase). The effects of a potential fare increase must be weighed against the ability of the transit operator to maintain existing service or to enhance service without additional revenue.

MTD’s Board of Directors has set a goal of a 40 percent farebox ratio (i.e., the percentage of an agency’s operating cost that is recovered through the farebox). In addition, the California Transportation Development Act (which provides a substantial subsidy to MTD, as described below) requires MTD to maintain at a minimum a 30.3 percent farebox ratio. Table 18 presents this information, as well as MTD’s projected farebox ratio over the next few years (assuming the present fare structure is maintained). As is shown, the projected farebox ratio is substantially below the 40 percent goal, and is getting near the TDA mandate of 30.3 percent. If the farebox ratio were to fall below the TDA mandate, MTD would have to ensure that the local operating assistance was sufficient to make up the difference. Otherwise, MTD would risk the loss of a portion of the TDA funding.

**TABLE 18: MTD Farebox Ratio**

Line Item	Requirement / Goal		Fiscal Year Forecast			
	TDA Mandate	Board Goal	2015	2016	2017	2018
Fare Ratio	30.3%	40.0%	34.4%	33.7%	32.9%	32.2%

Source: Santa Barbara Metropolitan Transit District.

## **Advertising**

One modest but important source of funding for MTD transit services is on-vehicle advertising. The largest portion of this potential is for exterior advertising, rather than interior "bus card" advertising.

## **TRANSIT SUBSIDY SOURCES**

The provision of sustainable and permanent transit subsidy sources sufficient to provide the desired level of service is the primary factor in ensuring that attractive transit service is available. The following discussion provides an overview of these sources. The actual funding expected to be available to MTD from various sources over the next five years is discussed in Chapter 7.

### **Federal Transit Subsidy Sources**

The current Federal transportation funding bill, Moving Ahead for Progress in the 21st Century (MAP-21) will expire at the end of Federal FY 2014 on September 30, 2014. It is uncertain what level of transit funding will be available in a successor bill. Some of the transit funding sources that have been included in recent transportation funding bills are discussed below.

#### FTA Section 5307 Urbanized Area Formula Program

A mainstay of transit funding for cities across the country is the FTA's Urbanized Area (UZA) Formula Program (Section 5307). These funds are provided to UZAs with populations of 50,000 or more, as identified by the Census Bureau. For smaller UZAs (those with population between 50,000 and 200,000), including the Santa Barbara UZA, these funds can be used for operating assistance, at a maximum 50 percent federal share. MTD relies on the Section 5307 funds apportioned to the Santa Barbara UZA to provide a portion of its annual operating costs.

#### FTA Section 5339 Capital Program

These grants are available for Bus and Bus Facilities. Caltrans is the recipient of funds apportioned to small UZAs such as Santa Barbara. In turn, Caltrans plans to award the funds to grantees in the small UZAs as subrecipients. MTD has applied to Caltrans for FY 2013 Section 5339 funding towards the purchase of two replacement 40-foot buses. Caltrans plans to award the fund in late April, 2014. (Caltrans has not yet released a call for projects for Section 5339 funds for FY 2014.)

#### FTA Section 5310 Elderly and Persons with Disabilities Program

FTA funds are also potentially available through the Section 5310 Elderly and Persons with Disabilities Program. These funds are available for both capital and

operating expenses. Section 5310 funding was formerly restricted to non-profit organizations. However, local governmental jurisdictions are also eligible for funding under certain circumstances. MTD does not currently receive Section 5310 funding. However, Easy Lift Transportation has received Section 5310 funds for the purchase of vehicles and other items for the provision of MTD's ADA complementary paratransit service.

### Congestion Mitigation and Air Quality Improvement

Another source of funding for many transit services across the country has been provided by the Congestion Mitigation and Air Quality Improvement program (CMAQ). This funding is available to metropolitan areas that are not in compliance with federal air quality standards regarding ozone or carbon monoxide. Santa Barbara County is now in attainment of air standards, and is no longer eligible for CMAQ funds. However, it is possible that the County will once again become non-compliant with the air quality standards and will again qualify for these funds. MTD previously received CMAQ funds on several occasions.

### Regional Surface Transportation Program

The Regional Surface Transportation Program (RSTP) is a Federal Highway Administration (FHWA) funding program. The funds are available for a variety of transportation improvements, including transit capital funding. SBCAG has historically "swapped" these funds to the state, in exchange for an equal amount of state funds. The state funds are not available for transit.

## **State Transit Subsidy Sources**

### Transportation Development Act

The Transportation Development Act (TDA) has long been a mainstay of funding for transit programs in California. The major portion of TDA funds is provided through the Local Transportation Fund (LTF). These funds are generated by a ¼-cent statewide sales tax, returned to the county of origin. The majority of the funds must be spent for transit purposes, unless a finding is made by the local Regional Transportation Planning Agency (SBCAG for Santa Barbara County) that no unmet transit needs exist that can be reasonably met. If a finding of no unmet needs that are reasonable to meet is made, remaining funds can be spent on roadway construction and maintenance purposes. In the South Coast, LTF funds are used for transit service by MTD, so it is not necessary to make an unmet needs finding.

In addition to LTF funding, the TDA includes State Transit Assistance (STA) funds, comprised of a portion of the sales tax on fuel. These funds are available only for transit expenses.

## Proposition 1B

Californians voted to pass Proposition 1B, which provides two sources of transit funding: the Public Transportation Modernization, Improvement, and Service Enhancement Account (PTMISEA) program and the Transit Security program. MTD has received funding through both of these programs.

## **Local Transit Subsidy Sources**

### Local Sales Tax

Local transportation sales taxes provide a significant source of revenue for transit service in many areas. The current local sales tax in Santa Barbara County, known as Measure A, includes dedicated sources of transit funding to MTD for both operating and capital expenses. In addition, Easy Lift, the operator of ADA complementary paratransit service for MTD, is a direct recipient of regional Measure A funds.

### Property Tax

Property tax is an additional source of subsidy for transit services in many areas. As a special district, MTD receives a limited amount of property taxes. In 1992, the state of California enacted legislation that shifted local property tax revenue from local cities, counties and special districts to fund education. Thus, given California property tax laws, the amount of funding that MTD receives from this source is unlikely to increase significantly. MTD did see a small increase in property tax revenue as a result of the dissolution of redevelopment in California.

### Other Local Assistance

Several other sources of local funds are possible sources of transit subsidies, including (but not limited to) parking revenue and airport revenue. The City of Santa Barbara has provided parking revenue to MTD. SBCAG has provided funding to MTD to operate interregional transit service.

## Chapter 7: MTD Five-Year Plan

### SERVICE PLAN & RIDERSHIP FORECAST

The current five-year service plan and ridership forecast is based on the factors discussed in “Chapter 3: MTD Service Alternatives” above. The plan assumes a *status quo* base service level for the five-year planning period. That is, it is assumed that service hours will be stable and service changes will be limited to reallocation of current resources (with the exception of the programmed enhancements included in the recent agreement between MTD and UCSB).

However, it is possible that this *status quo* forecast is optimistic and will require adjustment, as discussed below under “Financial Plan.” If base service levels are reduced in future years, the “base case” ridership forecast presented below would likely be revised downward.<sup>5</sup>

Forecasts of MTD ridership for the five-year planning period are provided in Table 19. These forecasts assume that MTD is able to maintain the service level in effect as of September 2013, with the addition of the programmed UCSB enhancements. In this forecast, it is assumed that the enhancements to Lines 12x & 24x will be implemented in late August 2015, and the new Line 38 will be implemented in late August 2016.

"Base case" ridership reflects expected ridership assuming a 1.0 percent annual increase. The expected net change in ridership due to the programmed UCSB service enhancements is then identified. In total, system-wide ridership is forecast to increase from an estimated FY 2014 figure of 7.6 million passengers to a FY 2018 total forecast of 8.2 million passengers.

**TABLE 19: MTD Annual Ridership Five-Year Forecast (All Figures in Thousands)**

Service Description	Fiscal Year				
	2014	2015	2016	2017	2018
Base Case <sup>1</sup>	7,627.7	7,704.0	7,781.0	7,858.8	7,937.4
<i>Enhanced Services (Net Change)<sup>2</sup></i>					
Lines 12x & 24x	0.0	0.0	68.7	116.6	151.4
New Line 38	0.0	0.0	0.0	76.6	129.9
Subtotal Enhancements	0.0	0.0	68.7	193.2	281.3
Total Ridership	7,627.7	7,704.0	7,849.7	8,052.0	8,218.7

Note 1: FY 2014 base case estimated ridership, increased for projected 1.0 percent annual growth.

Note 2: Ridership of enhanced services is the forecast net change in ridership compared to the base case.

Source: Santa Barbara Metropolitan Transit District.

<sup>5</sup> If appropriate, the five-year ridership forecast can be updated to reflect the FY 2015 draft budget before finalization of the SRTP.

## FINANCIAL PLAN

MTD staff has developed a five-year budget forecast, presented in Tables 20 through 22. The current five-year operating revenue and expense forecast, as presented in Table 20, assumes that the resources available for the transit services currently provided by MTD will be sufficient to sustain the existing level of service. (Note that the funding and expense for the UCSB service enhancements discussed above are not included in these tables.)<sup>6</sup>

However, the table reveals that maintaining the status quo will result in a structural imbalance between MTD’s revenues and expenses. This structural imbalance can be seen in the use of “net assets - unrestricted” to balance the operating budget. FY 2016 is the first year that MTD has budgeted the use of such assets for this purpose. The use of such assets increases substantially during the five-year period, to \$1.75 million in FY 2018. This use of such assets is not sustainable. Thus, it is likely that the five-year forecast will require adjustments such as service cuts and/or fare increases, if no additional operating revenue is identified.

**TABLE 20: MTD Operating Financial Plan (All Figures in Thousands)**

Line Item	Fiscal Year				
	2014	2015	2016	2017	2018
<b>Operating Revenue</b>					
Passenger Fares	\$7,985.8	\$8,065.7	\$8,146.3	\$8,227.8	\$8,310.1
Non-Transportation Income	\$789.1	\$804.9	\$821.0	\$837.4	\$854.2
Local Operating Assistance	\$105.7	\$190.0	\$193.8	\$21.0	\$21.5
Measure A	\$1,882.5	\$1,825.1	\$1,882.6	\$1,942.7	\$2,024.2
TDA - Local Transportation Fund	\$6,604.9	\$7,349.5	\$7,570.0	\$7,797.1	\$8,031.0
Property Tax Revenue	\$965.0	\$974.7	\$984.4	\$994.2	\$1,004.2
FTA 5307 Operating Assistance	\$4,825.1	\$4,825.1	\$4,825.1	\$4,825.1	\$4,825.1
Net Assets - Unrestricted	\$0.0	(\$58.4)	\$485.4	\$1,157.8	\$1,750.6
<b>Total Operating Revenue</b>	<b>\$23,158.2</b>	<b>\$23,976.5</b>	<b>\$24,908.6</b>	<b>\$25,803.1</b>	<b>\$26,820.7</b>
<b>Operating Expense</b>					
Route Operations	\$13,309.9	\$13,808.9	\$14,335.3	\$14,876.5	\$15,446.9
Vehicle Maintenance	\$3,543.7	\$3,673.0	\$3,809.2	\$3,952.7	\$4,104.1
Fuel Costs	\$2,310.9	\$2,357.1	\$2,474.9	\$2,524.4	\$2,650.6
Passenger Accommodations	\$1,475.0	\$1,523.9	\$1,575.6	\$1,630.3	\$1,688.2
General Overhead	\$2,518.7	\$2,613.6	\$2,713.6	\$2,819.2	\$2,930.8
<b>Total Operating Expense</b>	<b>\$23,158.2</b>	<b>\$23,976.5</b>	<b>\$24,908.6</b>	<b>\$25,803.1</b>	<b>\$26,820.7</b>

Source: Santa Barbara Metropolitan Transit District.

<sup>6</sup> If appropriate, the five-year financial forecast can be updated to reflect the FY 2015 draft budget before finalization of the SRTP.

Table 21 presents five-year forecasts of capital revenue by source and capital expense by project. As is expected, capital expenses (and, thus, capital revenues) fluctuate greatly from year to year. As shown in the table, FY 2014 includes several revenue vehicle procurements, as discussed in Chapter 4. No revenue vehicle procurements are programmed in the remaining years of the planning period. FY 2014 also includes a substantial investment in Intelligent Transportation Systems.

**TABLE 21: MTD Capital Financial Plan (All Figures in Thousands)**

Line Item	Fiscal Year				
	2014	2015	2016	2017	2018
<b>Capital Revenue</b>					
Measure A - Capital	\$1,932.8	\$845.5	\$871.9	\$899.6	\$937.7
California Proposition 1B	\$7,965.3	\$0.0	\$0.0	\$0.0	\$0.0
TDA - State Transit Assistance	\$3,960.9	\$234.3	\$268.4	\$272.9	\$274.0
Federal Capital Assistance	\$2,407.5	\$0.0	\$0.0	\$0.0	\$0.0
Other Capital Assistance	\$30.0	\$0.0	\$0.0	\$0.0	\$0.0
<b>Total Capital Revenue</b>	<b>\$16,296.6</b>	<b>\$1,079.8</b>	<b>\$1,140.3</b>	<b>\$1,172.6</b>	<b>\$1,211.7</b>
<b>Capital Projects</b>					
Revenue Vehicle Purchase	\$11,032.8	\$0.0	\$0.0	\$0.0	\$0.0
Revenue Vehicle Rehab.	\$676.0	\$709.8	\$745.3	\$782.6	\$821.7
Fixed Facilities	\$655.0	\$50.0	\$75.0	\$75.0	\$75.0
Fareboxes & Radios	\$25.0	\$50.0	\$50.0	\$50.0	\$50.0
Service Vehicles	\$0.0	\$65.0	\$65.0	\$60.0	\$60.0
Bus Stops	\$452.0	\$50.0	\$50.0	\$50.0	\$50.0
Shop Equipment	\$75.0	\$60.0	\$60.0	\$60.0	\$60.0
Management Information Systems	\$40.0	\$30.0	\$30.0	\$30.0	\$30.0
Intelligent Transportation Systems	\$3,320.7	\$50.0	\$50.0	\$50.0	\$50.0
Office Furniture & Equipment	\$20.0	\$15.0	\$15.0	\$15.0	\$15.0
<b>Total Capital Projects</b>	<b>\$16,296.6</b>	<b>\$1,079.8</b>	<b>\$1,140.3</b>	<b>\$1,172.6</b>	<b>\$1,211.7</b>

Source: Santa Barbara Metropolitan Transit District.

Table 22 shows a summary of the MTD operating and capital five-year financial plan. As can be seen, MTD's budgeted total operating and capital expense in FY 2014 totals \$39.45 million.

**TABLE 22: MTD Financial Plan Summary (All Figures in Thousands)**

Line Item	Fiscal Year				
	2014	2015	2016	2017	2018
<b>Operating &amp; Capital Expense</b>					
Operating Expense	\$23,158.2	\$23,976.5	\$24,908.6	\$25,803.1	\$26,820.7
Capital Expense	\$16,296.6	\$1,079.8	\$1,140.3	\$1,172.6	\$1,211.7
Total Expense	\$39,454.7	\$25,056.3	\$26,048.8	\$26,975.6	\$28,032.4

Source: Santa Barbara Metropolitan Transit District.

## **Appendix**

## **TITLE VI OF THE CIVIL RIGHTS ACT & ENVIRONMENTAL JUSTICE**

Title VI of the Civil Rights Act of 1964 states that “No person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance.” Title VI bars intentional discrimination as well as disparate impact discrimination (i.e., a neutral policy or practice that has a disparate impact on protected groups).

Executive Order 12898 on Environmental Justice, issued by President Clinton in 1994, amplifies Title VI. The Executive Order provides that “each Federal agency shall make achieving environmental justice part of its mission by identifying and addressing, as appropriate, disproportionately high and adverse human health or environmental effects of its programs, policies, and activities on minority populations and low-income populations.”

The U.S. Department of Transportation, Office of the Secretary, issued an Order in 1997 that established procedures for all DOT Operating Administrations to use in complying with Environmental Justice requirements (Federal Register, Vol. 62, No. 72, pp. 18377-81). The DOT Order specifically includes as an adverse effect “the denial of, reduction in, or significant delay in the receipt of, benefits of DOT programs, policies, or activities.”

Two DOT Operating Administrations, the Federal Highway Administration (FHWA) and the Federal Transit Administration (FTA), issued a joint Memorandum on Title VI and Environmental Justice requirements in metropolitan and state planning in 1999 (Federal Register, Vol. 65, No. 98, pp. 31803-5). Title VI and Environmental Justice both require that any program that receives Federal funding include consideration of the effects of the program on minority and low-income populations. The FHWA/FTA joint Memorandum provides further clarification, and recognizes that broad patterns of transportation investment and impact must be considered. The FTA has recently released extensive guidance on Title VI and Environmental Justice requirements.

Thus, under Title VI and Environmental Justice requirements, the adverse effects of federally-funded transportation projects must not fall disproportionately on minority and low-income populations. In addition, such projects must not deny, reduce, or significantly delay the benefits received from transportation projects by these populations. Accordingly, the allocation of transportation funding in a manner that is heavily concentrated on projects that primarily benefit persons other than minority and low-income populations may raise Title VI and Environmental Justice concerns.

As an independent transit district that receives substantial federal funding, MTD is committed to providing service for persons who depend on public transportation for mobility. MTD is also interested in providing services for persons with mobility options, if such services can be provided without causing a denial, reduction, or significant delay in the benefits received by transit-dependent persons. This commitment requires MTD to seek additional sources of funding when providing service that will primarily benefit riders with mobility options.

## BOARD OF DIRECTORS REPORT

**MEETING DATE:** March 18, 2014

**AGENDA ITEM #: 8**

**TYPE:** Action

**PREPARED BY:** Jerry Estrada

\_\_\_\_\_  
*Signature*

**REVIEWED BY:** General Manager

\_\_\_\_\_  
*GM Signature*

**SUBJECT: Resolution Regarding Fiscal Year 2014-15 Transportation Development Act Claim**

**Recommendation:**

Staff requests that the Board adopt the attached resolution authorizing the General Manager to claim all Transportation Development Act (TDA) funds apportioned to Santa Barbara Metropolitan Transit District (MTD) for fiscal year 2014-15.

**Discussion:**

Staff is preparing the Santa Barbara Metropolitan Transit District's (MTD) fiscal year 2014-15 TDA claim forms. All claims must be submitted to the Santa Barbara County Association of Governments by April 1, 2014.

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

IN THE MATTER OF AUTHORIZING THE FILING  
OF A CLAIM WITH THE SANTA BARBARA  
COUNTY ASSOCIATION OF GOVERNMENTS FOR  
ALLOCATION OF TRANSPORTATION DEVELOPMENT  
ACT FUNDS FOR FISCAL YEAR 2014-2015

**RESOLUTION NO. 2014-02**

WHEREAS, the Transportation Development Act (TDA), as amended (Public Utilities Code Section 99200 et seq.), provides for the allocation of funds from the Local Transportation Fund and the State Transit Assistance Fund, for use by eligible claimants for various transportation purposes; and

WHEREAS, pursuant to the provisions of the TDA, as amended, and pursuant to the applicable rules and regulations hereunder (21 Cal. Admin. Code Sections 6600 et seq.) a prospective claimant wishing to receive an allocation from the Local Transportation Fund or the State Transit Assistance Fund shall file its claim with the Santa Barbara County Association of Governments.

NOW, THEREFORE, BE IT RESOLVED that the General Manager, Sherrie Fisher, is authorized to execute and file an appropriate claim pursuant to the terms of the Transportation Development Act, as amended, and pursuant to applicable rules and regulations promulgated hereunder, together with all necessary supporting documents, with the Santa Barbara County Association of Governments for an allocation of TDA funds in Fiscal Year 2014-2015.

BE IT FURTHER RESOLVED that the authorized claim includes \$156,168 for regional and transportation planning and \$7,269,606 for transit purposes, plus STA funds to be allocated for mass transportation or local transportation planning.

BE IT FURTHER RESOLVED that a copy of this resolution be transmitted to the Santa Barbara Association of Governments in conjunction with the filing of the claim.

PASSED AND ADOPTED by the Board of Directors of the Santa Barbara Metropolitan Transit District this 18th day of March, 2014 by the following vote:

AYES: \_\_\_\_\_  
NAYS: \_\_\_\_\_  
ABSENT: \_\_\_\_\_

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

ATTEST:

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

# BOARD OF DIRECTORS REPORT

**MEETING DATE:** March 18, 2014

**AGENDA ITEM #:** 9

**TYPE:** Action

**PREPARED BY:** Jerry Estrada

\_\_\_\_\_  
*Signature*

**REVIEWED BY:** General Manager

\_\_\_\_\_  
*GM Signature*

**SUBJECT:** **Adoption of Fiscal Year 2014-15 Measure A Program of Projects Submittal**

**Recommendation:**

Staff recommends that the Board approve the submittal of Santa Barbara Metropolitan Transit Districts (MTD) Measure A Program of Projects for fiscal year 2014-15.

**Discussion:**

Consistent with the Measure A ordinance, MTD has prepared its Program of Projects for fiscal year 2014-15. Attached is the submittal form provided by SBCAG including MTD's estimated appropriation for the next five years.



To: MTD Board of Directors  
From: Sherrie Fisher, General Manager  
Date: March 14, 2014  
Subject: General Manager's Report

Staff is in the process of completing a grant application to the Federal Transit Administration (FTA) for the Low or No Emission Vehicle Deployment Program. The deadline to submit proposals has been changed by the FTA to April 10<sup>th</sup>.

Staff submitted an application for all funds apportioned to the Santa Barbara urbanized area for FY 2013 (\$418,774) from the new FTA Section 5339 Bus and Bus Facilities Formula Grants capital program, as approved by the Board at the meeting of February 18. If the application is approved, MTD will apply the funds toward the purchase of two replacement 40-foot buses.

City of Santa Barbara staff is planning to submit an application to the California Active Transportation Program to construct missing sidewalk segments in the lower Eastside and the La Cumbre area north of State Street. The City is coordinating with MTD to identify sidewalk gaps that lead to bus stops. Grant applications are due May 21<sup>st</sup>.

MTD staff was invited to attend a GFI Smart Card presentation to public transit operators last week. GFI representatives provided participants with a 2-hour demonstration of their Smart Card products. Staff is working with GFI to prepare a cost estimate for capital budgeting purposes.

The Development Committee reached a consensus during a fall service planning discussion on March 11<sup>th</sup> to recommend to the full Board that the Line 22 be removed at the end of 2014, due to continued low ridership. Interested groups are being notified and flyers are being posted at Line 22 bus stops indicating the potential removal of this service, and opportunities to comment at upcoming community meetings (see attached flyer) and public comment at Board meetings next month that are currently scheduled for April 15<sup>th</sup> (for the draft Fall service plan presentation) and April 29<sup>th</sup> for (final service plan approval). Also, as part of the fall planning process, UCSB staff indicated preference for Line 24x/12x service enhancement to begin in August 2015. They also indicated their preference for Line 38 service to begin August 2016, dependent upon the California Coastal Commission schedule for review of the San Joaquin student housing project this summer. Both of these service enhancements, including capital costs, will be funded by UCSB per the recently signed agreement.

Staff met with Lori Gaskin and Joe Sullivan of Santa Barbara City College (SBCC) to discuss bus stop improvements for those stops surrounding campus that mainly serve SBCC students.

Staff from Planning and Operations attended a meeting with Coast and Eastside bus riders this past week.

The March 2014 CITA winner was Leroy Adams for "always offering to help out and stepping up to assist when needed". Mr. Adams, who joined MTD in April 2003, has accumulated an excellent safe driving record. Congratulations, and keep up the good work!

John O'Grady, one of our newest Operators, passed his Department of Motor Vehicles (DMV) testing on Monday, March 10. John started with MTD on February 4. When hired as an Operator, one undergoes a commercial drive test with the California DMV, which includes demonstrating skills to a DMV examiner: including proficiency in explaining a

pre-trip examination, a skills test and an over the road test. One always has to pass all three areas to obtain a Class B license.

Brian Coker, also one of our newest Operators, is scheduled to test with the DMV on Tuesday, March 11, 2014. Brian started with MTD on February 17.

We would like to welcome Mr. Ravtej Sidhu (Singh) to MTD. Singh began new driver training on Monday, March 10. Welcome!

Santa Barbara is currently in the cruise ship season. The Sapphire Princess was scheduled to visit our city on Wednesday, March 12, bringing thousands of passengers and crew members. However, that visit was cancelled due to delays in the harbor dredging that is necessary due to the recent storms.

Verification of Transit Training (VTT) sessions are occurring during the week beginning March 10. Sessions are held on four different days at four different times, to allow drivers and maintenance employees with varying schedules to attend. The topics of these particular VTT sessions include blood pressure, harassment prevention, infectious diseases, and current concerns. Each session lasts 2 hours.

A follow up meeting for the May SBCC Active Shooter Exercise is set for Wednesday, March 12. MTD will have a practice exercise role in this; a previous GM Reports listed more details.

As required by the FTA, staff submitted the February monthly Safety & Security Reports and Ridership Reports for MTD and Easy Lift to the National Transit Database including the annual drug and alcohol testing report.

Staff attended a meeting of SBCAG's Technical Transportation Advisory Committee (TTAC) on Thursday, March 6. MTD is a voting member of the Committee. TTAC recommended that the SBCAG Board approve SBCAG's FY 2014-15 Overall Work Program and the FY 2014-15 Measure A revenue estimates. TTAC heard a follow-up discussion from SBCAG staff regarding opportunities for the county and the cities to participate in Measure A bond issuances. The Committee received a report on SBCAG's Draft "State of the Commute Report. This report synthesizes data from various sources, including the Census Transportation Planning Package (CTPP) and the 2010 Longitudinal Employer-Household Dynamics (LEHD) report. Both the CTPP and the LEHD are Census Bureau products. The CTPP data comes from the 2006-2010 American Community Survey (ACS), while the LEHD data are compiled from administrative information provided by various agencies.

Staff also attended a meeting of SBCAG's Santa Barbara County Transit Advisory Committee (SBCTAC) on Wednesday, February 12. MTD is a voting member of the Committee. SBCTAC recommended that the SBCAG Board approve SBCAG's FY 2014-15 Overall Work Program. The Committee received a report on the findings of SBCAG's recent North County unmet transit needs process, and an update on coordination scenarios for the ongoing North County Transit Plan.

Gillig #628 is at Cummins CalPacific for warranty repair of a problem related to exhaust gas recirculation (EGR).

Twenty-one of 65 bike racks for use on MTD's system have been picked up from Gold Coast Transit.

# COMMUNITY MEETINGS

Your ideas and input about our transit system are important! MTD is now planning for service changes to be implemented in August. These meetings are an opportunity to join the conversation.

*¡Sus ideas y opiniones son muy importantes para el sistema de Tránsito! MTD en este momento está haciendo planes para implementar cambios de servicio en Agosto. Estas reuniones les da la oportunidad para unirse a nuestra conversación.*

**2pm, Wednesday, March 19**

*2pm, Miércoles, Marzo 19*

**MTD Administrative Offices**

550 Olive Street

Santa Barbara, CA 93101

**6pm, Thursday, March 20**

*6pm, Jueves, Marzo 20*

**MTD Administrative Offices**

550 Olive Street

Santa Barbara, CA 93101

**6:15pm, Wednesday, March 19**

*6:15pm, Miércoles, Marzo 19*

**Carpinteria Library**

*(Biblioteca de Carpinteria)*

5141 Carpinteria Avenue

Carpinteria, CA 93013

**To Be Determined**

**Isla Vista/Goleta**

Meeting date and location  
to be announced soon.

*La fecha y localización sera  
determinado pronto.*

Please feel free to contact MTD *any* time!  
*¡Por favor contacte al MTD en cualquier momento!*

**MTD**  
**Santa Barbara**

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