



**AGENDA**

**MEETING OF THE  
DEVELOPMENT COMMITTEE  
OF THE**

**SANTA BARBARA METROPOLITAN TRANSIT DISTRICT  
A PUBLIC AGENCY  
FRIDAY, APRIL 4, 2014  
1:30 P.M.**

**SANTA BARBARA MTD CONFERENCE ROOM  
550 OLIVE STREET (UPSTAIRS), SANTA BARBARA, CA 93101**

- 1. CALL TO ORDER**
- 2. ROLL CALL OF THE DEVELOPMENT COMMITTEE**  
Chuck McQuary, Committee Chair; Dave Davis, Director; Bill Shelor, Director
- 3. REPORT REGARDING POSTING OF AGENDA**
- 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 committee meeting of March 11, 2014.
- 5. PUBLIC COMMENT**  
Members of the public may address the Committee on items within the jurisdiction of the Committee that are not scheduled for public hearing. The time allotted per speaker will be at the discretion of the Committee Chair. **Please complete and deliver to the MTD Board Clerk, before the meeting is convened, a "Request to Speak" form including a description of the subject you wish to address.**
- 6. AUGUST 2014 DRAFT SERVICE PLAN PROPOSAL UPDATE- (ATTACHMENT- ACTION MAY BE TAKEN)**  
The committee will review and discuss additional information provided by staff regarding the draft service plan proposal for August 2014.
- 7. OTHER**
- 8. ADJOURNMENT**

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



**MINUTES**

**MEETING OF THE  
DEVELOPMENT COMMITTEE  
OF THE**

**SANTA BARBARA METROPOLITAN TRANSIT DISTRICT  
A PUBLIC AGENCY  
TUESDAY, MARCH 11, 2014  
8:00 A.M.**

**SANTA BARBARA MTD CONFERENCE ROOM**

550 OLIVE STREET (UPSTAIRS), SANTA BARBARA, CA 93101

1. **CALL TO ORDER**  
Committee Chair McQuary called the meeting to order at 8:00 a.m.
2. **ROLL CALL OF THE DEVELOPMENT COMMITTEE**  
Committee Chair McQuary reported that all members were present.
3. **REPORT REGARDING POSTING OF AGENDA**  
Natasha Garduno, Executive Assistant reported that the agenda was posted on Friday, March 7, 2014 at MTD's Administrative Office, mailed and emailed to those on the agenda minutes list and posted on MTD's website.
4. **APPROVAL OF PRIOR MINUTES (ATTACHMENT- ACTION MAY BE TAKEN)**  
Director Davis moved to approve the draft minutes for the committee meeting of December 3, 2013. Director Shelor seconded the motion. The motion passed unanimously.
5. **PUBLIC COMMENT**  
None was made.
6. **AUGUST 2014 DRAFT SERVICE PLAN PROPOSAL (ATTACHMENT- ACTION MAY BE TAKEN)**  
The committee reviewed and discussed with staff the draft service plan proposal for August 2014.
7. **COASTAL EXPRESS LIMITED- (ACTION MAY BE TAKEN)**  
Staff discussed with the committee the Coastal Express Limited extension to December 12, 2014.
8. **OTHER**  
No other items were discussed
9. **ADJOURNMENT**  
Director Davis moved to adjourn the meeting at 9:05 a.m. Director Shelor seconded the motion. The motion passed unanimously.



## DEVELOPMENT COMMITTEE REPORT

**MEETING DATE:** APRIL 4, 2014

**AGENDA ITEM #: 6**

**TYPE:** ACTION

**PREPARED BY:** GEORGE AMOON

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

**REVIEWED BY:** GENERAL MANAGER

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

**SUBJECT:** Draft Service Plan Update for August 2014

### RECOMMENDATION:

Receive additional information on August 2014 Draft Service Plan proposal

### DISCUSSION:

The draft budget includes a 3% increase which is 5,800 hours. At the March 11 Development Committee meeting, staff presented draft service changes to the following routes for the 2014-15 service year:

- Lines 1 and 2: Add one bus during the AM until approximately 2:00 PM on the weekdays to maintain 15 minute headways, and add one bus all day during the weekend to slightly decrease headways due to significant loads, trip lateness and missed trips.
- Line 16: Add one bus for five hours during the most impacted time frame to decrease headways from 30 to 20 minutes due to significant loads and trip lateness.
- Line 20: Adjust 7:15 am departure from Transit Center to 7:05 am to better meet schedule within Carpinteria on this trip.
- Line 37 (Crosstown Shuttle): Add one bus at AM and PM peak hours to improve headways to 20 minutes due to decreased service and trip lateness in recent years.
- Line 15x: Decrease booster(s) due to articulated buses to arrive in August. Adjust routing in Isla Vista due to potential scheduling issue that will be caused by significant increase in boardings and alightings.
- Line 24x: Decrease booster(s) due to articulated buses to arrive in August.

The changes were based on input from the public throughout the year, MTD drivers, data review, extensive field observations and recent passenger on/off surveys. The attached table provides additional information regarding the draft service plan proposal.

An additional draft service change not discussed at the March 11 meeting involves Line 36 (Seaside Shuttle) which operates at 20 minute frequency throughout the day. The

last five trips during the weekdays have not been maintaining schedule due to traffic congestion at the PM peak hour and at times trips have been missed. Staff recommends adding five minutes to each of those trips to improve schedule adherence. This would result in one less trip in the evening; however the timing of the last trip would remain the same. A press release was provided to the Coastal View describing this proposed change in service.

## **Line 22:**

At the March 11 Development Committee meeting, discussion also ensued regarding continued low ridership on Line 22. In Spring of 2013, the board decided to continue Line 22 for six months to accommodate the reopening of El Encanto. If ridership continued to be low, it would be reviewed again for potential removal from service.

Based on current passengers per hour, it continues to be the lowest performing route in the system at 13.9. Low ridership on the route has existed for many years and its elimination has been discussed at the Board over the past several years. Attachment 2 provides a chart depicting historical ridership and service hours over the past several years.

An origin destination survey was completed by staff in March for all weekday trips and all Saturday trips. A cruise ship was docked on the Saturday which allowed staff to also be able to obtain ridership from those passengers.

Weekday ridership ranged from one to eight passengers per trip with an average of 4.9 passengers per trip. Most passengers boarded at the Transit Center and alightings occurred at various stops. Overall there were a total number of 49 passengers on ten trips.

During the Saturday trips, passenger ridership in the morning/noon trips that were not from the cruise ships was very low averaging three passengers per trip. Ridership increased on later trips with a high of fourteen passengers for the final late afternoon trip of which nine boarded at the Transit Center and alighted at various stops. Passengers from the cruise ship boarded mostly during the first three late morning/noon trips and alighted during the noon and mid afternoon trips as expected. Almost all boarded at the Anapamu and State Street stop (probably after riding the State Street shuttle) and alighted at the Mission. Overall there were a total number of 44 passengers who were not from the cruise ship which is consistent with low ridership and 56 passengers from the cruise ship on seven total trips.

There were also very few passengers alighting at the El Encanto hotel. The El Encanto re-opened approximately a year ago. However, ridership has not increased as a result. This may be due to a current schedule that is not convenient for hotel workers. It may also be due to the hotel providing their own very frequent van shuttle service for workers at a leased church lot near the corner of State Street and Constance Avenue which is served by Lines 6 and 11.

If Line 22 was eliminated, the mandate for paratransit to the upper Mission Canyon would be eliminated. However, MTD could ask Easy Lift to continue to serve any current paratransit riders. Staff believes there are very few riders and will verify specific information with Easy Lift prior to the committee meeting.

Other routes in the system also experience low ridership. Those in the lowest quartile in descending order by passengers per hour with route characteristics described are as follows:

Line	Passengers per Hour	Route Characteristics
37 (Crosstown Shuttle)	22.9	Provides crosstown service. Assists in alleviating demand on Lines 1 and 2. Ridership has decreased over recent years partly due to service decreases in Summer 2012
14	22.2	Provides service to service workers in Montecito. Paratransit service to the upper village would not be mandated if service is removed.
10	17.6	Provides service to many students (Dos Pueblos High School, La Colina Junior High and Goleta Valley Junior High) within a residential area where no other transit lines exist nearby. Paratransit service north of Cathedral Oaks Road would not be mandated if service was removed.
36 (Seaside Shuttle)	16.7	Provides neighborhood service within Carpinteria north and south of Highway 101 and connector service to Lines 20 and 21x. Paratransit service would not be mandated mostly north of Highway 101 if service is removed.
9	15.6	Provides service over the Fairview Avenue bridge from Calle Real shopping center to Old Town Goleta and Goleta Cottage Hospital. Assists passengers who reside in housing for persons with disabilities on Shirrell Way.

To assist the Board in deciding to eliminate lines with low ridership, staff will prepare a policy basis on factors such as various methods of measuring ridership, unique or special characteristics of the line and destinations. Staff recommends this be developed by staff and reviewed by the Board before a final decision regarding Line 22.

**Recent Community Input:**

Throughout March, community meetings were held in Santa Barbara on March 19 and 20, Carpinteria on March 19 and will be held in Isla Vista on April 3 to obtain additional

community input. General themes from the public input meetings will be presented to the committee at the meeting.

**ATTACHMENT:**

- Draft August 2014 Service Plan Proposal Table
- Line 22 Historical Ridership and Service Hours

**SUMMARY OF SERVICE CHANGES**

**DRAFT  
to take effect August 25, 2014**

**Potential Service Improvements**

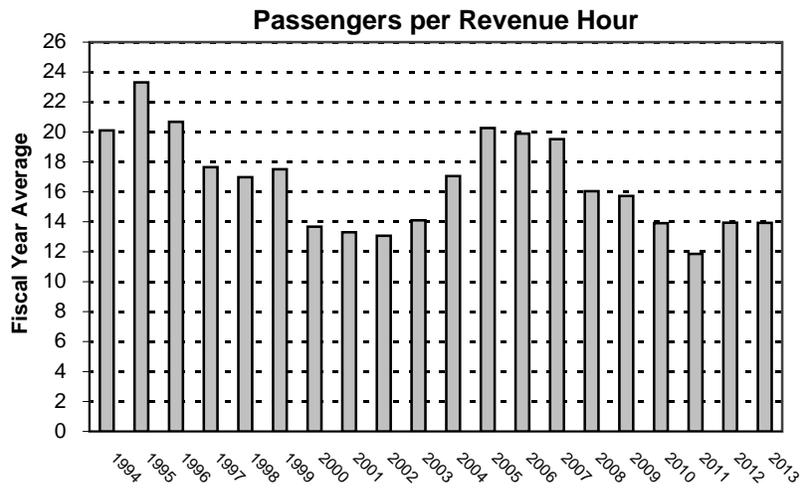
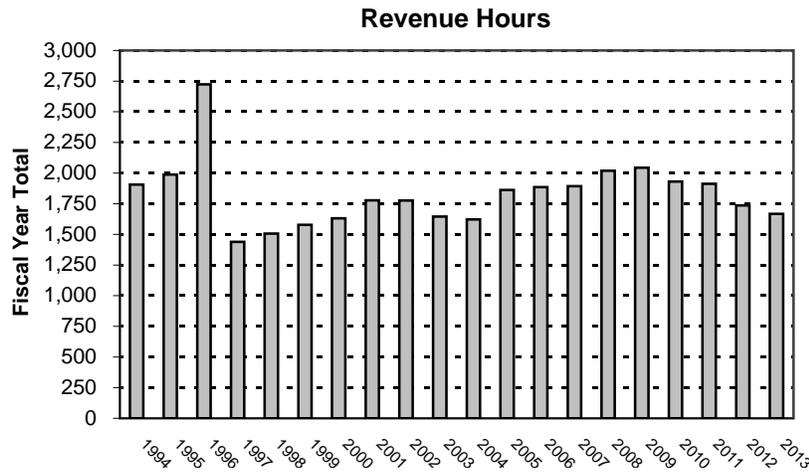
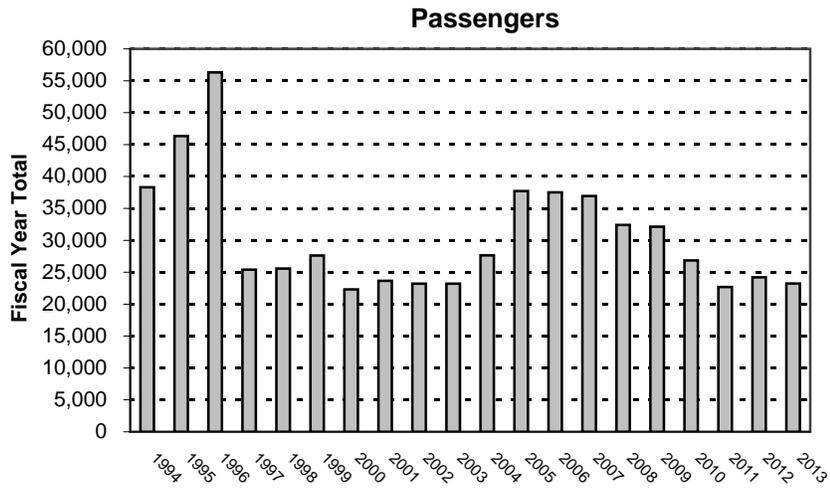
Line	Route	Issue	Draft Proposal	Estimated Additional Hours Per Year
1 and 2 (interlined)	Santa Barbara Westside - Transit Center - Santa Barbara Eastside	Significant number of missed trips and lateness throughout the week due to significant passenger boardings and traffic congestion.	Add one additional bus during the weekdays during the AM until approximately 2 PM to maintain the current 15 minute headways.  Add one additional bus during the weekend all day to slightly decrease headways (20 - 40 minutes depending on time of day).	Weekdays: 2,034 hours  Saturdays: 584 hours Sundays: 588 hours  Total: 3,206 hours
16	SBCC - Downtown (Monday through Friday only)	Significant lateness of trips throughout the day due to significant passenger boardings and traffic congestion.	Add one additional bus for 5 hours during the most impacted time frame. Headways will decrease from 30 to 20 minutes during that time frame.	815 hours
37 (Crosstown)	Santa Barbara Westside - Transit Center - Santa Barbara Eastside	Infrequency, less frequency and lateness of trips causing reduced ridership by approximately one half over the past several years.	Add one additional bus to decrease headways to 20 minutes during the AM and PM peak hours (currently proposed from 7:00 AM - 9:00 AM and 2:00 PM - 6:30 PM).	1,927 hours
<b>Total</b>				<b>Up to 5,948 hours</b>

**Potential Booster Reductions**

Line	Route	Issue	Draft Proposal	Estimated Hours
15x	SBCC - Isla Vista	Articulated buses to arrive in August.  Additional significant boardings within Isla Vista causing potential scheduling issue.	Reduce number of boosters due to additional capacity of articulated buses.  Re-route under discussion.	- 272 hours
24x/12x	Downtown Santa Barbara - UCSB/Isla Vista - Camino Real Marketplace - Goleta Old Town	Articulated buses to arrive in August.	Reduce number of boosters due to additional capacity of articulated buses.	- 805 hours
<b>Total:</b>				<b>- 1,077 hours</b>

**Overall Total: 4,871 hours. Budget: 5,800 hours**

# MTD Line 22 - Old Mission FY 1994 - FY 2013 Data



St. Francis closed sometime in 2003.