



**AGENDA**

MEETING OF THE  
**DEVELOPMENT COMMITTEE**  
OF THE

**SANTA BARBARA METROPOLITAN TRANSIT DISTRICT**  
A PUBLIC AGENCY

WEDNESDAY, OCTOBER 22, 2014  
9:00 A.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 October 6, 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. **FY 2013-14 REVIEW OF MTD STRATEGIC PLAN: 2013-2017 - (INFORMATIONAL)**  
Receive report on MTD FY 2014 performance related to the action items and performance indicators ("tracking success") included in the *MTD Strategic Plan: 2013-2017*.
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  
MONDAY, OCTOBER 6, 2014  
8:30 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 8:33 a.m.
2. **ROLL CALL OF THE DEVELOPMENT COMMITTEE**  
Committee Chair McQuary reported that all members were present with the exception of Director Shelor.
3. **REPORT REGARDING POSTING OF AGENDA**  
Natasha Garduno, Executive Assistant, reported that the agenda was posted on Thursday, October 2, 2014 at MTD's Administrative Office, mailed and emailed to those on the agenda packet list and posted on MTD's website
4. **APPROVAL OF PRIOR MINUTES (ATTACHMENT- ACTION MAY BE TAKEN)**  
Director Davis moved to waive the reading of and approve the draft minutes for the committee meeting of August 27, 2014. Committee Chair McQuary seconded the motion. The motion passed unanimously.
5. **PUBLIC COMMENT**  
None was made.

***DIRECTOR SHELOR JOINED THE MEETING AT THIS POINT AT 8:36 A.M., AND COMMITTEE CHAIR MCQUARY WENT BACK TO AGENDA ITEM #4 TO TAKE ANOTHER VOTE***

4. **APPROVAL OF PRIOR MINUTES (ATTACHMENT- ACTION MAY BE TAKEN)**  
Director Davis moved to waive the reading of and approve the draft minutes for the committee meeting of August 27, 2014. Committee Chair Shelor seconded the motion. The motion passed unanimously.
6. **ANNUAL RIDERSHIP & PERFORMANCE REPORT - (ACTION MAY BE TAKEN)**  
The committee reviewed the Annual Ridership & Performance report for the fiscal year from July 2013 through June 2014. The committee offered suggestions to staff on the formatting and requested that staff bring a revised version back to the Committee in March.
7. **DISCUSSION- CAPITAL PROJECT REPORTING- (INFORMATIONAL)**  
The committee and staff had a brief discussion in regards to the ongoing reporting of capital projects and provided guidance to the Interim General Manager.
8. **OTHER**  
No other items were discussed.
9. **ADJOURNMENT**  
Director Davis moved to adjourn the meeting at 9:52 a.m. Director Shelor seconded the motion. The motion passed unanimously.



## DEVELOPMENT COMMITTEE REPORT

**MEETING DATE:** OCTOBER 22, 2014      **AGENDA ITEM #:** 6

**TYPE:** INFORMATIONAL

**PREPARED BY:** STEVE MAAS

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

**REVIEWED BY:** GENERAL MANAGER

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

**SUBJECT:**      **FY 2013-14 Review of MTD Strategic Plan: 2013 - 2017**

### **RECOMMENDATION:**

Receive report on MTD FY 2014 performance related to the action items and performance indicators (“tracking success”) included in the *MTD Strategic Plan: 2013 - 2017*.

### **DISCUSSION:**

In November 2012, the Board adopted the *MTD Strategic Plan: 2013 – 2017*. Staff has prepared a table (attached) relating MTD’s FY 2014 performance to the action items and performance indicators included in the plan, for the Committee’s review and comments.

### **ATTACHMENTS:**

- FY 2014 review of *MTD Strategic Plan: 2013 – 2017*

## Santa Barbara Metropolitan Transit District - Review of *Strategic Plan: 2013-2017* for FY 2014

### GOAL 1: Provide High Quality Public Transit Service

Tracking Success	Result
<p>At least 95% of all MTD revenue trips shall depart no more than 5 minutes late.</p> <p><i>Waiting for FY 2014 on-time performance data. The AVL system will allow enhanced tracking of on-time performance when implemented.</i></p>	Pending
<p>At least 98% of all MTD scheduled revenue trips shall be completed.</p> <p><i>The AVL system will allow enhanced tracking of missed trips when implemented.</i></p>	99.97%
<p>The MTD shall limit annual passenger transfers to 20% of total annual ridership.</p> <p><i>Total ridership by categories that do not register transfers (UCSB and SBCC students, MyRide and Brooks pass users, and 30-day pass users) was excluded in calculating the transfer rate.</i></p>	17.6%
<p>MTD diesel-powered revenue vehicles shall travel a minimum of 8,000 vehicle miles between all mechanical system failures requiring a vehicle exchange.</p> <p><i>In order to enhance the comparability of MTD's fleet to a typical public transit fleet, battery-electric shuttle roadcalls are not included.</i></p>	8,921
<p>MTD revenue vehicles shall travel a minimum of 300,000 revenue miles between reportable safety incidents (January - December, 2013).</p> <p><i>Calendar year rather than fiscal year is used due to the availability of data from the National Transit Database.</i></p>	1,266,133
Action Items	
<p>1. Establish standard to determine balance of community need and lifeline service within available revenue.</p> <p><i>Development of a draft standard for Board review has been delayed.</i></p>	
<p>2. Sustain and enhance employee safety programs.</p> <p><i>MTD conducts in-service ride-alongs (typically 150 to 200 per year), as-needed meetings of the Safety Committee (typically 5 to 10 per year), and quarterly VTT sessions. Safety Awards are given out annually.</i></p>	
<p>3. Continue analyzing ridership trends and addressing the trends via service changes.</p> <p><i>Each year Planning staff and others conduct extensive research and public outreach to gather input on needed or desired service changes. Beginning this year, staff provides the board with an early update of service plan results in September. Staff is developing an annual report that will be presented to the board each year.</i></p>	
<p>4. Continue to increase ridership, improve customer service, and enhance security.</p> <p><i>Total ridership decreased by 1.9%. Customer service is enhanced through various methods, including VTT sessions and meetings with various rider groups to hear their needs. Various projects to enhance security have been implemented or are underway, including the backup generators and security cameras on buses.</i></p>	
<p>5. Continue progress in improving bus stops throughout the district.</p> <p><i>New shelters were installed through Santa Barbara CDBG funds and development projects. Staff continued to clean and maintain bus stops on an ongoing basis. Staff began a project to rehabilitate older wooden shelters with an assessment of all the wooden shelters.</i></p>	
<p>6. Deliver capital projects such as the AVL/GPS system, security cameras, the backup generator, and bus replacements as soon as practicable.</p> <p><i>The backup generator project is complete. The AVL and security camera project is underway. Several buses were purchased in FY 2014.</i></p>	
<p>7. Develop a revised passenger transfer performance measure.</p> <p><i>Staff revised the method of calculating the rate of transfers to exclude fare categories that do not register transfers.</i></p>	

**Santa Barbara Metropolitan Transit District - Review of *Strategic Plan: 2013-2017* for FY 2014**

**GOAL 2: Maintain a Fair & Effective Fare Policy**

<b>Tracking Success</b>		<b>Result</b>	
MTD shall maintain at least a 40% farebox recovery ratio over any 3-year period. (FY 2012, FY 2013, FY 2014) <i>The ratio has been below the goal for several years.</i>		36.1%	
MTD shall strive to maintain special pass program fees similar to the adult 10-ride pass fare. <i>The calculations are based on student ridership reduced by 15% to estimate transfers. (In previous years, we reduced ridership by 10%. The change reflects an updated analysis of general public transfers.) Under this transfer assumption, the UCSB fee achieved the goal. The recent increase to the SBCC student fee will help. With the current fee, the estimated FY 2015 average fare from SBCC students is approximately \$1.00 (assuming flat enrollment, three-year average ridership, and a 15% transfer rate). A further SBCC student fee increase appears to be necessary to achieve the goal.</i>		UCSB	SBCC
		\$1.16	\$0.85
<b>Action Items</b>			
1. Assess fare revenue by category in annual budget document. <i>Forecasts and a discussion of fare revenue by category is included in the adopted budget.</i>			
2. Include analysis of fare payment trends in financial forecast. <i>A forecast of fare trends is included in the adopted budget.</i>			
3. Maintain special pass program fees that are consistent with the general fare policy. <i>Staff is coordinating with SBCC to propose state legislation that will increase the cap on student fees for transit service.</i>			

## Santa Barbara Metropolitan Transit District - Review of *Strategic Plan: 2013-2017* for FY 2014

### GOAL 3: Responsible & Efficient Stewardship of Public Funds

<b>Tracking Success</b>	<b>Result</b>	
Track budgeted growth in cost per service hour versus change in the Consumer Price Index. <i>The budgeted cost per service hour for FY 2015 is slightly less than the hourly cost for FY 2014.</i>	Cost/Hr	CPI
	-0.46%	0.77%
Implement recommended changes in practice and/or policy pertaining to the annual audit and triennial reviews. <i>*Except for the Short Range Transit Plan update recommended by the Transportation Development Act auditor, which is under development.</i>	Completed*	
The MTD system shall carry an average of not less than 36 passengers per revenue hour for any 3-year period. (FY 2012, FY 2013, FY 2014) <i>MTD continues to carry more than 36 passengers per revenue hour on average.</i>	38.6	
The MTD system shall carry an average of not less than 2.5 passengers per revenue mile for any 3-year period. (FY 2012, FY 2013, FY 2014) <i>MTD continues to carry more than 2.5 passengers per revenue mile on average.</i>	3.0	
Projected operating reserves versus the minimum reserve balance approved by the Board will be included in the annual operating budget. <i>Management will propose a revision of this measure that is inclusive of fully funding OPEB and Workers' Compensation.</i>	In Development	
Report to Board on progress regarding additional capital and operating funding opportunities. <i>Staff has implemented a log of potential funding opportunities.</i>	Ongoing	
<b>Action Items</b>		
1. Ensure a transparent and timely implementation of auditor and/or reviewer's recommendations resulting from state, federal and local audits and reviews. <i>The development of a Short Range Transit Plan update is underway, as recommended by the Transportation Development Act auditor.</i>		
2. Board members and appropriate staff shall continue to complete periodic ethics training. <i>Biennial ethics training was completed in 2014.</i>		
3. Continue to provide quarterly financial updates to the board of directors, including comparisons versus budget and prior year results. <i>The Board received financial updates following each quarter of FY 2014.</i>		
4. Continue to address unfunded liabilities through structural changes, including retiree health care costs and others. <i>Management will propose a revision of this action item that is inclusive of fully funding OPEB and Workers' Compensation.</i>		
5. Develop an orientation process for new Board members, including financial and fiduciary orientation. <i>The orientation process is in development.</i>		
6. Staff will annually project operating reserves versus the reserve balance. <i>The FY 2014 budget adopted by the includes a projection of operating reserves and the reserve balance.</i>		
7. Staff will continue to pursue all practical capital and operating funding opportunities. <i>Staff has implemented a log of potential funding opportunities.</i>		

**Santa Barbara Metropolitan Transit District - Review of *Strategic Plan: 2013-2017* for FY 2014**

<b>GOAL 4: Professional, Knowledgeable &amp; Courteous Public Servants</b>	
<b>Tracking Success</b>	<b>Result</b>
<p>Report to Board regarding survey results.</p> <p><i>Staff conducted, and reported to the board, several on-off surveys of riders as part of the service evaluation process prior to the current service plan.</i></p>	<p>On-Off Surveys</p>
<p>Passenger complaints shall average no more than 1 complaint per 10,000 MTD passenger boardings.</p> <p><i>MTD received, on average, one complaint per 31,899 boardings. Staff records and responds to complaints.</i></p>	<p>31,899</p>
<b>Action Items</b>	
<p>1. Continue customer service training for all employees that interact with the public.</p> <p><i>VTT sessions include customer service training. Retraining is provided as needed, based on complaints and staff observations. Management holds quarterly meetings with Supervisors and with Customer Service Representatives.</i></p>	
<p>2. Continue to encourage staff to take advantage of training opportunities to stay abreast of industry practice.</p> <p><i>Training opportunities for staff mechanic workshops, staff workshops, conferences, and other types of training.</i></p>	
<p>3. Recognizing the limited time frame to the retirement of the current General Manager, create a succession plan during FY 2013 that includes cross-training and education, thus assisting current staff members to become eligible for consideration for promotion within the district.</p> <p><i>Elements of this action item are in process. Staff will propose a revision to this item.</i></p>	
<p>4. Conduct surveys (e.g., customer satisfaction, origin/destination, etc.) to track MTD service.</p> <p><i>In FY 2014, staff conducted a number of on-off surveys on various routes to determine the greatest need for service enhancements.</i></p>	
<p>5. Develop an objective evaluation system and create a policy of performance-based salary increases for staff members.</p> <p><i>This action item is in development, and will require board input and consultation with legal counsel.</i></p>	

## Santa Barbara Metropolitan Transit District - Review of *Strategic Plan: 2013-2017* for FY 2014

<b>GOAL 5: Productive Community &amp; Government Outreach Activities</b>	
<b>Tracking Success</b>	<b>Result</b>
<p>Annual report for the public.</p> <p style="padding-left: 20px;"><i>In FY 2014, the FY 2013 Annual Report was completed and circulated.</i></p>	
<p>City and county policy board presentations.</p> <p style="padding-left: 20px;"><i>Policy board presentations are scheduled as conditions dictate. In FY 2014, former General Manager Sherrie Fisher presented updates to the City Councils and the Board of Supervisors.</i></p>	Ongoing
<p>Participate in Chamber and other business and community events, and work with communities and stakeholders on relevant development projects.</p> <p style="padding-left: 20px;"><i>Staff participated in many such events, including events held by the Goleta and Santa Barbara Chambers, the Downtown Organization, and others.</i></p>	Ongoing
<b>Action Items</b>	
<p>1. Participate in local and regional bus and rail transit planning with the goal of recognition by all of the necessity of including public transit in the planning process.</p> <p style="padding-left: 20px;"><i>Staff continues to work with various agencies as appropriate to ensure that the importance of funding MTD public transit service is recognized.</i></p>	
<p>1.A. Stay involved in SBCAG discussions, to ensure the coordination of land use and transit needs in the South Coast.</p> <p style="padding-left: 20px;"><i>MTD is a voting member of, and active participant in, three SBCAG committees that discuss and debate land use and transportation issues.</i></p>	
<p>1.B. Continue to monitor Measure A funding and keep the Board apprised.</p> <p style="padding-left: 20px;"><i>MTD is a voting member of, and active participant in, three SBCAG committees that discuss and debate Measure A issues. (Staff may propose eliminating this measure from future Strategic Plans.)</i></p>	
<p>1.C. Stay involved in emerging South Coast general plans.</p> <p style="padding-left: 20px;"><i>Staff continues to review and discuss general plans of South Coast agencies, including UCSB's Long Range Development Plan and Santa Barbara's General Plan.</i></p>	
<p>1.D. Work with UCSB to create and implement a "Transit Plan" related to the UCSB Long Range Development Plan and the resulting impact on MTD service.</p> <p style="padding-left: 20px;"><i>In February 2014, MTD and UCSB signed an agreement committing UCSB to provide funding for MTD transit enhancements.</i></p>	
<p>1.E. Continue to encourage UCSB, SBCC, and local school districts to accept their responsibility for the costs of transportation service for their students and campus.</p> <p style="padding-left: 20px;"><i>MTD and UCSB signed a transit services agreement in February 2014. SBCC students agreed to an increase in the student transportation (public transit) fee.</i></p>	
<p>1.F. Plan to enhance MTD's Transit Center and work with all relevant agencies.</p> <p style="padding-left: 20px;"><i>MTD is moving forward with improvements to the Transit Center with a combination of federal, state, and local funds.</i></p>	
<p>2. Work with community members and monitor the county process and decision regarding MTD's Calle Real property to change the zoning back to residential.</p> <p style="padding-left: 20px;"><i>Staff has continued to monitor the County process, and recently coordinated with legal counsel to submit comments on the draft EIR for the project.</i></p>	

**Santa Barbara Metropolitan Transit District - Review of *Strategic Plan: 2013-2017* for FY 2014**

<b>GOAL 6: Practical and Environmentally Prudent Fleet, Facility &amp; Real Property Management Practices</b>	
<b>Tracking Success</b>	<b>Result</b>
<p>Report annually to the Board of Directors on MTD's CARB compliance status.</p> <p><i>A report to the board is planned for November 25, 2014.</i></p>	
<p>The MTD systemwide spare ratio shall not exceed 20%.</p> <p><i>With the August 2014 service enhancements, MTD's spare ratio is currently just below 20%. (This is a federal requirement rather than a board goal. Thus, staff may propose eliminating this measure from future Strategic Plans.)</i></p>	20.7%
<p>MTD diesel-powered revenue vehicles shall travel a minimum of 10,000 veh. miles between major mechanical system failures requiring vehicle exchanges.</p> <p><i>In order to enhance the comparability of MTD's fleet to a typical public transit fleet, the battery-electric shuttles are not included.</i></p>	13,955
<b>Action Items</b>	
<p>1. Maintain and expand, as feasible, the electric vehicle program.</p> <p><i>MTD continues to pursue all feasible routes to procure new or rehabilitated electric shuttles. MTD is looking into the possible future use of larger electric buses.</i></p>	
<p>2. The MTD revenue vehicle fleet shall comply with California Air Resource Board mandates.</p> <p><i>The MTD fleet continues to comply with all CARB mandates.</i></p>	
<p>3. Seek opportunities to participate in proof-of-concept demonstrations for new technologies, and identify additional stimulus funding that may become available.</p> <p><i>MTD continues to analyze funding opportunities for possible grants to allow the demonstration of advanced technologies, including photovoltaic and Smart Card technology.</i></p>	
<p>4. Pursue the installation of solar electric-generating facilities in the main yard, if feasible.</p> <p><i>MTD is evaluating the possibility of installing solar panels on a portion of the canopy roof.</i></p>	
<p>5. Explore opportunities for operational savings, seating capacity and comfort through diverse transit fleet vehicles.</p> <p><i>The recent order for the articulated buses will provide an opportunity for increased seating capacity and rider comfort, and potentially for operational savings.</i></p>	
<p>6. Create a long-term policy, for the Board's direction, on the future use of the District's real estate assets.</p> <p><i>Staff is awaiting the outcome of the County's Goleta Valley Community Plan Update process regarding the Calle Real site. Staff is considering options to deal with space limitation at Terminal 1. Preliminary plans and cost estimates have been prepared and are under review for the Transit Center rehabilitation project.</i></p>	
<p>7. Develop a graffiti-removal performance measure.</p> <p><i>The ongoing replacement of the Nova bus fleet will assist staff in responding to graffiti vandalism, because replacement of the window guards is quicker on the new buses. The rehabilitation of the Transit Center windows will help in a similar manner.</i></p>	