

FROM THE GENERAL MANAGER & BOARD OF DIRECTORS



As we present you with our annual Report to the Community, we thank you for supporting MTD and helping us to remain among the top-performing transit operators in the country.

In 2015-16, we expect to provide more than 210,000 revenue hours of service over 2.5 million miles and carry more than 7 million passengers. MTD is proud to consistently have one of the highest levels of transit ridership-per-capita in the State of California.

The new Strategic Plan, formulated by MTD's Board of Directors in consultation with community leaders and other representatives of local jurisdictions, challenges us to renew our emphases on customer service, modernization, workforce development, and long-range planning.

MTD is working toward integrating smart card fare payment technology with the identification cards used by UCSB and SBCC students, and then rolling the new, more-convenient option out to all of our customers.

We are also renewing our commitment to MTD employees by supporting the development they need to remain current in their fields, and so these dedicated professionals may continue to provide the best service possible to citizens of the South Coast.

I am excited about working with the board and staff to accomplish these priority goals identified in the Plan.

Jerry Estrada
MTD General Manager

Board of Directors:

Dave Davis, Chair
Chuck McQuary, Vice Chair
Bill Shelor, Secretary
Roger Aceves
Olivia Rodriguez
David Tabor
Dick Weinberg



Strategic Plan

MTD
Santa Barbara

2016-2021

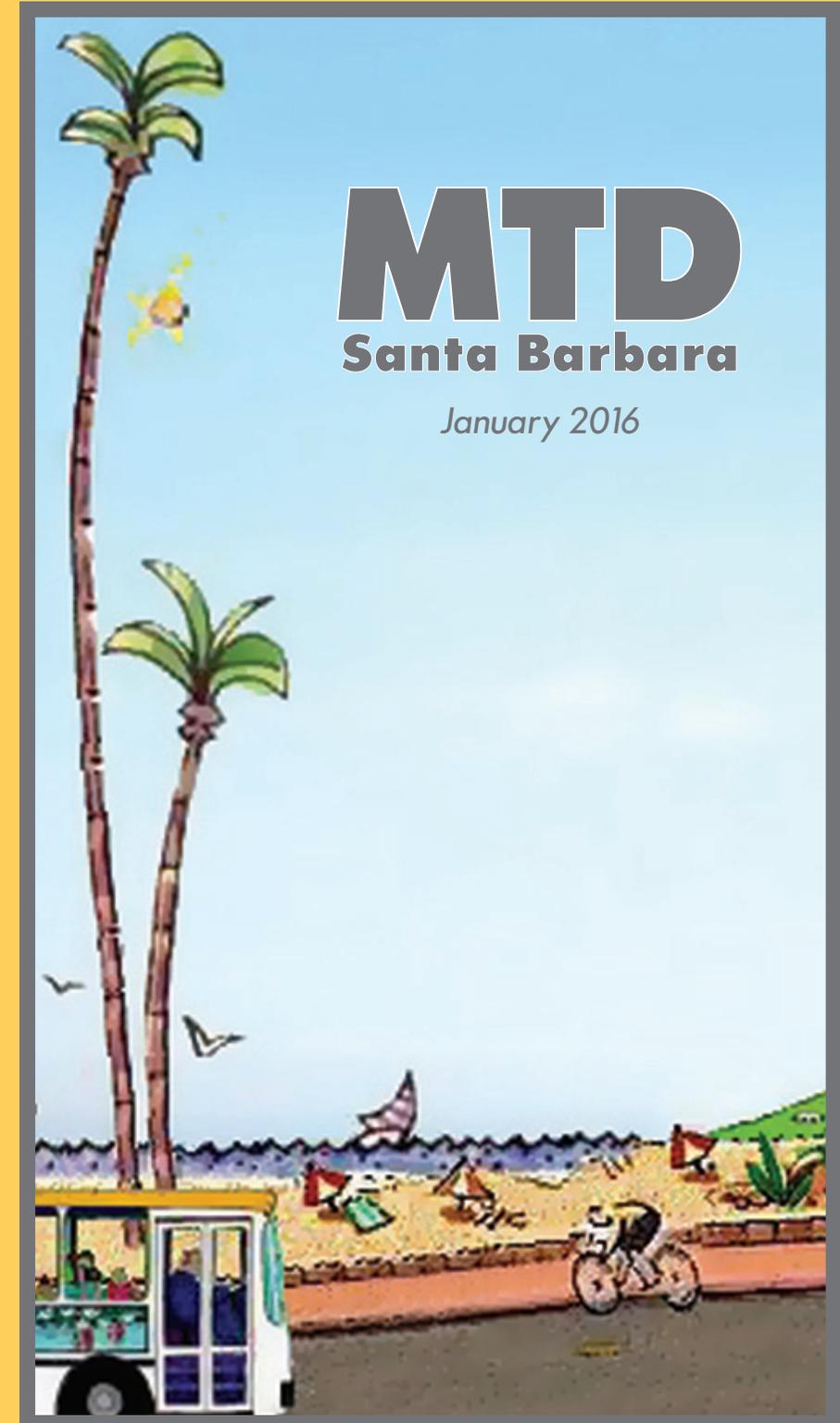
STRATEGIC PLAN: 2016 - 2021

In a collaborative effort with community leaders, MTD recently adopted a new Strategic Plan, which sets the following priorities:

- On-Time Performance
- Facility Improvements
- Long-Term Service Planning
- Customer Satisfaction
- Balanced Fare Structure
- Financial Stability
- Workforce Recruitment
- Future Fuel Path

The mission of MTD is to enhance the mobility of South Coast residents, commuters, and visitors by offering safe, appealing, equitable, environmentally responsible, and fiscally sound transit service.

Santa Barbara Metropolitan Transit District
550 Olive Street • Santa Barbara, CA 93101
805.963.3364 • www.sbmtd.gov



MTD
Santa Barbara

January 2016

REPORT TO THE COMMUNITY

SERVICE ENHANCEMENTS

MTD partnered with UCSB to secure University funding for additional public bus service in Isla Vista to offset the impacts that new residents at UCSB's San Joaquin housing project will have on the public transit system. Enhanced service on Lines 12x and 24x began in the Fall of 2015, and a new shuttle route running between UCSB and the Camino Real Marketplace will begin service in August 2016.



A grant from the state of California Low Carbon Transit Operations Program (LCTOP) enabled MTD to improve morning peak-period service on Lines 1 and 2. Line 1 connects residents of Santa Barbara's upper west neighborhood to the San Andres Street corridor, Carrillo Street, and downtown Santa Barbara. Line 2 connects Santa Barbara's lower east neighborhood to the Milpas Street corridor, Anapamu Street, and downtown Santa Barbara. The lines connect at the Transit Center.

CRUISE SHIPS

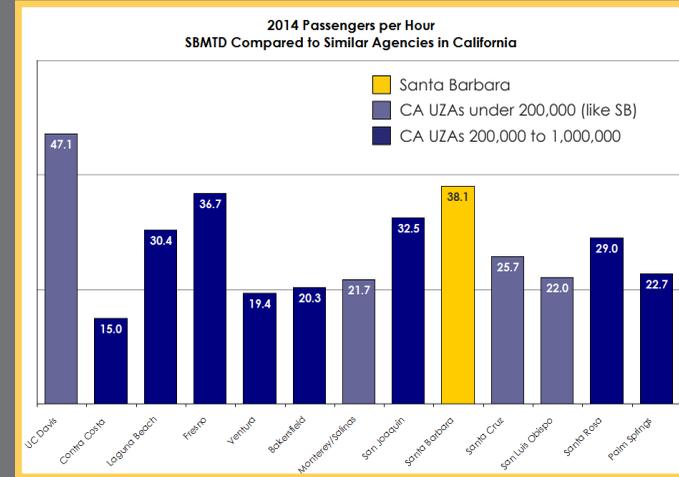
Thirty cruise ships visited Santa Barbara in 2015, most carrying between 3,000 & 4,500 people, many of whom came ashore to spend a day seeing the sights. A 2013 study prepared for Visit Santa Barbara found that on average, each cruise ship passenger who comes ashore spends \$44, resulting in an annual \$2.4 million economic boost for the South Coast. MTD collaborates with the City of Santa Barbara Waterfront Department to deploy extra Downtown-Waterfront Shuttles on the days when ships are here. The cute shuttles and our friendly, helpful, and funny drivers are always a big hit with the tourists.



Photo by Dan Seibert used with permission from Edhat.com

PERFORMANCE & FUNDING

For fiscal year 2014-15, MTD is once again proud to be in the top 3% of public transit operators representing Urbanized Areas (UZAs) with populations under 200,000 in the United States. The South Coast of Santa Barbara County is one of only 11 such UZAs (out of more than 300) that exceeded all six of the Federal Transit Administration's performance criteria for Small Transit-Intensive Cities. The community's support of public transit, as evidenced by these results,



SBMTD out-performs even the larger urbanized areas (UZAs) in California! Source: National Transit Database, Table 19: Transit Operating Statistics: Service Supplied and Consumed.

Assistance revenue, and may be able to secure additional capital funds through the new, competitive 5339 process.

MTD's ridership figures are impressive, but ridership has declined for the past three years as it has in many other parts of California. MTD ridership peaked at nearly 8 million annual passengers in 2012, but since then has gradually dropped 8% to about 7.2 million passengers in 2015.



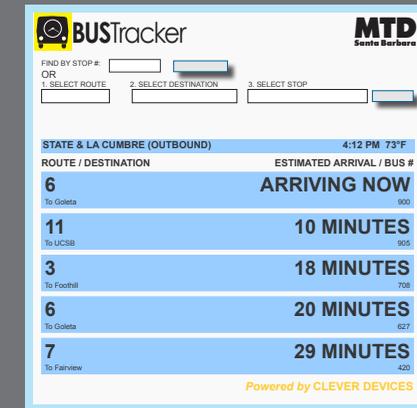
There appears to be a strong correlation between gas prices and bus ridership.

CURRENT PROJECTS

MTD thanks the other agencies who participated in workshops to guide the formulation of a new Strategic Plan to take the District through the next five years. Prevailing themes in the Plan include a focus on customer service and modernization, and the development of a Facilities Master Plan.

MTD's renewed emphasis on customer satisfaction makes all employees equally responsible and accountable for ensuring excellent customer relations.

The debut of MTD's Automatic Vehicle Location (AVL) system in 2016 will give passengers the ability to access real-time bus location information



Passengers will be able to see exactly when their bus will arrive.

operating activities will begin in 2016. The facilities planning process will also consider the best uses of properties owned by MTD on Chapala Street (Transit Center) and on Overpass near Patterson.

As part of MTD's ongoing facilities upgrade, benches in the 'Express Zone' at the Transit Center were recently replaced (with help from the City of Santa Barbara Streets Division), and plans for the refurbishment of the Transit Center itself are under review by the Historic Landmarks Commission, so that project will be underway in the near future.



New benches at the Transit Center

online, via a new smart phone app, or by texting. Automated on-board displays and announcements will alert passengers when they are nearing their destinations. GPS data will also enable the MTD Planning Department to adjust bus schedules for better accuracy and better on-time performance, and the automatic passenger counters and video cameras will generate volumes of feedback about actual system usage.

A Facilities Master Plan to address the current and projected needs associated with bus storage, fleet maintenance and daily