

# Thoughts from the General Manager & Board of Directors

50 years ago on February 1, 1969, Santa Barbara MTD's public transit service began operation with 12 buses and 6 routes. Since then we've grown with our community, and now we have 112 buses serving 42 routes.

As we move into our next 50 years, we are continuing to innovate, aim high, and provide the robust and customer-centric service that keeps thousands of riders coming back every day.

Our new EVs are MTD's first foray toward achieving MTD's goal of transitioning to an all-electric fleet by 2030. This is an ambitious goal, but one that's consistent with the South Coast's tradition of environmental stewardship.

While we have started to receive our first 10 buses with MTD's new branding and colors, funding to replace our entire fleet is insufficient to always replace old with new. Vehicle refurbishment, drivetrain replacements, and asset swaps with larger transit agencies are ways we're stretching the public dollar. This year we lowered the average age of our overall fleet, reduced emissions, and expanded the fleet to provide First/Last Mile service to support the re-timed Amtrak commuter service.

After 50 years, we are excited about the future of public transit on the South Coast as we press forward with new innovative programs to enhance mobility in our region.

**Jerry Estrada**  
MTD General Manager

**Board of Directors**  
Dave Davis, Chair  
David Tabor, Vice Chair  
Bill Shelor, Secretary  
Chuck McQuary  
Paula Perotte  
Olivia Rodriguez  
Dick Weinberg



**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](http://www.sbmtd.gov)

@santabarbaramtd

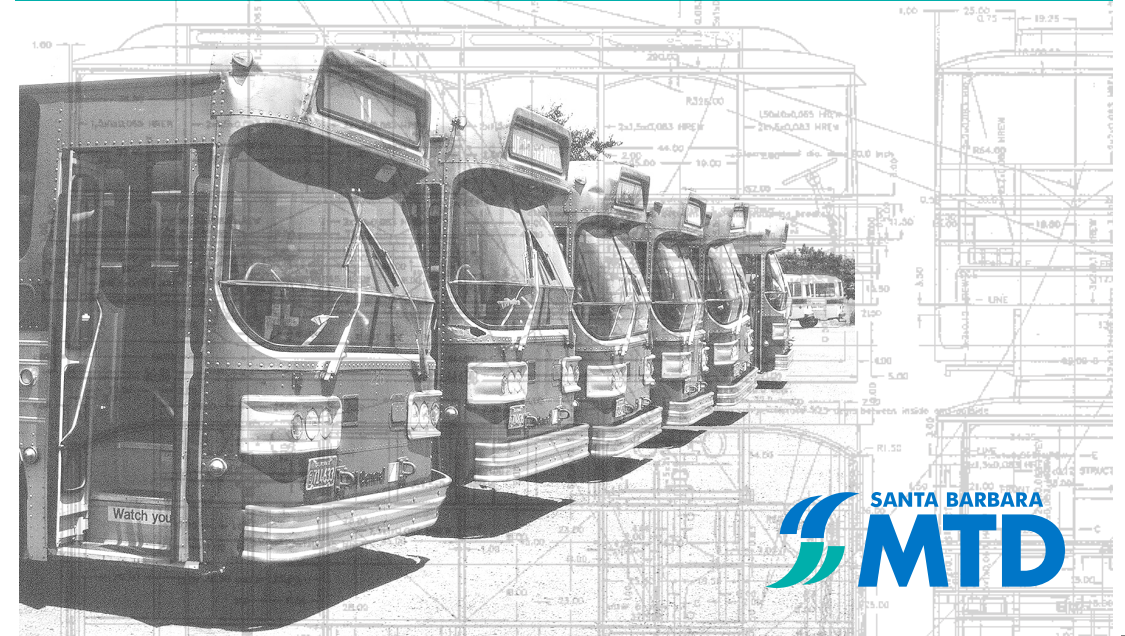
(Santa Barbara County vote by precincts is on Page A-6 and A-7.)

| GOVERNOR            |        | STATE A          |
|---------------------|--------|------------------|
| Reagan              | 50,241 |                  |
| Brown               | 28,823 |                  |
| LIEUTENANT GOVERNOR |        | (Santa Ba        |
| Finch               | 53,277 | San Luis Obispo  |
| Anderson            | 25,213 | Shoemaker        |
|                     |        | Halde            |
|                     |        | Junior Colleg    |
|                     |        | Yes              |
|                     |        | No               |
|                     |        | Yes              |
|                     |        | No               |
| PROPOSITION B       |        | Transit District |
| Yes                 | 23,375 |                  |
| No                  | 12,464 |                  |



# REPORT TO THE COMMUNITY

January 2019



# Fleet Upgrades

## 100% zero-emissions by 2030

In November, the Board of Directors adopted a goal of a 100 percent zero-emissions fleet by 2030. This ambitious goal would get us to an all battery-electric fleet 10 years earlier than the recently-adopted state mandate. This goal adoption comes on the heels of the official introduction of MTD's new 30' electric vehicles that serve as replacements for the custom electric shuttles MTD has operated since the early 90s. These vehicles provide greater range and capacity, and get MTD on the road to full electrification.

## Newly-branded fleet arrives

10 new 40' Gillig buses began arriving in January of 2019 with a newly-branded livery. The blue and teal colors of MTD's new logo evoke the coastal themes of our South Coast region. They also feature MTD's first vinyl seating for the 40' fleet.

## Fiscally responsible fleet management

In 2018, MTD purchased 17 12-year old 40' buses with air conditioning from San Mateo Transit District to replace 20-year old 40' buses. In a financially prudent move, MTD reduced the average age of its overall fleet, reduced its emissions and expanded its fleet to provide First / Last Mile service to support the re-timed Amtrak train service from Ventura County.



A-6 Santa Barbara, Calif., News-Press, Tues. Evening, Dec. 30, 1969

# MTD's First 50 Years

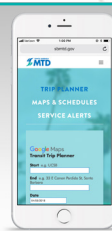
## 1969

MTD begins operation with 12 buses serving 6 routes. The Transit Center is completed in 1974.



## 2019

With a real-time mobile app and texting features, a new website, and a state-of-the-art battery-electric shuttle fleet, MTD looks forward and continues to evolve.



## 1991

MTD introduces battery-electric transit vehicles into regular service and becomes a laboratory for battery-electric technology.

# District Stats



**112**  
VEHICLES IN FLEET



**20,860**  
DAILY WEEKDAY PASSENGERS

**219,011**  
REVENUE HOURS

**6,288,980**  
YEARLY PASSENGERS

**2,627,848**  
MILES DRIVEN ANNUALLY

Fiscal Year 2017 -18 Statistics

# Facility Improvements

## Transit Center renovation

MTD has received permits and construction bids and will soon begin extensive renovations on the Downtown Santa Barbara Transit Center. This project is expected to last 8 to 9 months, and temporary facilities and boarding zones will be in place for the duration of the project. The completed project will feature a new driveway, brighter lighting, new landscaping, and a completely revamped interior sure to enhance passenger comfort.

## Facilities Master Plan

The District has also begun a Facilities Master Plan process, assessing our space needs and planning for fleet electrification. After leasing to a tenant for the past 15 years, MTD's property on Overpass Road in Goleta will soon be used for operations again. The reopening of the Overpass facility will eventually allow for a reduction in emissions and deadhead miles as buses serving some Goleta and Isla Vista routes will be able to originate from a much closer location.

# Technological Advances

## New website

Mobile-friendly and bilingual, MTD's new website launched in early 2018. Featuring real-time arrival information and dynamic maps, the website complements the suite of our BusTracker smartphone app and texting feature which continues to grow in popularity, with nearly 14,000 app downloads and 15,000 unique text subscribers.

## No more stickers

New farebox technology and extensive testing has culminated in the full implementation of smartcard integration with UCSB and SBCC student ID cards. Instead of needing to pick up a registration sticker every quarter or semester, students in good standing simply tap their ID card on the farebox when boarding.