Santa Barbara MTD

MTD Moves Ahead

MTD MOVES AHEAD

MTD AVANZA

Short Range Transit Plan:
Final Plan

November 2022

Stantec

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ABBREVIATIONS

ABLE	Automated bus lane enforcement
ACS	American Community Survey
AIM	Accelerating Innovative Mobility
ALPR	Automated license plate reader
APC	Automated passenger counter
BEB	Battery electric bus
BUILD	Better Utilizing Investments to Leverage Development
Cal-ITP	California Integrated Travel Project
CARB	California Air Resources Board
CMAQ	Congestion Mitigation and Air Quality Improvement Program
CSP	Countywide Signal Priority
FTA	Federal Transit Administration
GTFS	General Transit Feed Specification
GTFS-RT	GTFS real-time
HVIP	Hybrid and Zero-Emission Truck and Bus Voucher Inventive Project
ICAM	Innovative Coordinated Access and Mobility Pilot Program
ICT	Innovative Clean Transit
IVCSD	Isla Vista Community Services District

LCTOP	Low Carbon Transit Operations Program
LTF	Local Transportation Fund
MTD	Metropolitan Transit District
OTP	On-time performance
RTP/SCS	Regional Transportation Plan/Sustainable Communities Strategy
SBCAG	Santa Barbara County Association of Governments
SBCC	Santa Barbara City College
SRTP	Short-range transit plan
STA	State Transit Assistance
STEP	Sustainable Transportation Equity Project
STIC	Small transit-intensive community
TDA	Transportation Development Act
TIRCP	Transit and Intercity Rail Capital Program
TSP	Transit signal priority
UCSB	University of California, Santa Barbara
UZA	Urbanized Area
VCTC	Ventura County Transportation Commission

EXECUTIVE SUMMARY

The Santa Barbara Metropolitan Transit District (MTD) provides public transit to the residents and visitors of the South Coast of Santa Barbara County, a service area of approximately 52 square miles and service area population of 199,668. According to the Federal Transit Administration (FTA), Santa Barbara is a small transit-intensive community (STIC), meaning that MTD provides an unusually high level of service, and residents use the service at a very high level, for a community of this size.

MTD's service area encompasses the southern portion of Santa Barbara County, including the cities of Santa Barbara, Carpinteria, and Goleta, and the unincorporated areas of Montecito, Summerland, and Isla Vista. The South Coast, distinguished as the area of Santa Barbara County south of the Santa Ynez Mountains, is characterized by hosting a myriad of cultural and recreational amenities while still maintaining the feel of a small, tight-knit community.

MTD provides fixed-route transit service that aims to serve not only residents of the various communities for a variety of purposes, like to get to work, to receive healthcare, and to shop, but also routes designed specifically for the large seasonal, student population of post-secondary schools in the area, the University of California, Santa Barbara (UCSB) and Santa Barbara City College (SBCC). MTD also operates school booster services to high schools and middle schools throughout the service area as well as lines geared toward tourists, like waterfront and downtown shuttles.

Understanding the need to plan for the future as the region continues to recover from COVID-19 and in the face of other issues and constraints such as an operator shortage, MTD has designed a short-range transit plan (SRTP) to guide service investments and improvements over the next five-year planning period, called ***MTD Moves Ahead***. Importantly, this plan also considers initiatives that can help MTD reach a new level of service reliability by considering the feasibility of different transit priority measures.

The *MTD Moves Ahead* planning process consisted of the following tasks:

- A background review and analysis of MTD existing conditions.
- Development of project goals and objectives.
- Public and stakeholder outreach at multiple points throughout the planning process.
- A phased recommended plan of service priorities to guide future service changes and investments over the next five years, dependent upon the availability of financial and human resources to sustainably implement the service
- A financial forecast with yearly operating budget estimates and a discussion of potential funding sources.
- Other strategies including supporting recommendations, consideration for transit priority measures, considerations for future service investments, regional service coordination, and providing on-demand service/Easy Lift (the paratransit provider for MTD).

Based on the analysis of existing conditions, stakeholder and public outreach, and consultation with MTD, the recommended service priorities was developed with the goals of providing service that is:

- Future-focused,
- High quality, and

- For all South Coast residents and visitors.

As this project took place during the COVID-19 pandemic, MTD underwent several phases of service changes over the course of the pandemic. Like many agencies, MTD first reduced service dramatically as ridership evaporated in response to stay-at-home orders in 2020 and as schools transitioned to remote learning. In 2021, MTD restored much of its service and in 2022, continued to augment service levels. However, due to labor force issues plaguing organizations worldwide including the transit industry, MTD has had to prune service levels to reflect its ability to deliver scheduled services; bus operators are in short supply.

With this new reality as a backdrop, the planning process took a fresh look at MTD's services and used the new reality of workforce shortages and financial constraints when planning ahead. The guiding principles that shaped the service design include:

- **Strengthening core routes** by increasing frequency and service span to provide better service throughout the day.
- **Optimizing alignments** for passengers and operations. Most of MTD's network is performing well and routing is efficient given street layouts and the geography of the region.
- Proposing ways to **speed up buses and passengers** on their trips.
- **Collaborating** with regional partners on **piloting bus priority treatments**.

The service proposals were developed in a collaborative manner with MTD staff and by presenting them to the public and incorporating feedback. Importantly, the service proposals are grouped into an **immediate and short-term service plan** that account for recommendations that can be achieved with current resources (both labor and financial), and into **mid-term and long-term service priorities** that will require a larger workforce and additional revenue to achieve these priorities. This is the new reality coming out of COVID-19—labor markets are tight and inflation rates mean that operating the same level of transit service costs more and outpaces revenues.

In the immediate to short-term, the service priority focuses:

- Restoring more service to lines that are still operating with reduced service (Lines 15x, 27, and 28).
- Introducing a new line, Line 19x, that provides peak-hour express service between Carpinteria and SBCC.
- Introducing the Wave microtransit service, a shared ride curb-to-curb on-demand service in the Goleta/Isla Vista areas. This service is currently slated as a pilot.
- Adjusting routing for Lines 23 and 25 by interlining the two routes to improve operations and neighborhood access.
- Renaming Line 12x to Line 6x and Line 24x to Line 11x to improve network legibility and wayfinding; this effort would take place during a larger effort to rebrand MTD's bus stops.

Table 1 summarizes the immediate to short-term service priorities.

Table 1: Immediate to short-term service priorities

Service change	**Proposed change in annual revenue hours (compared to Aug 2022 service levels)**	**August 2022 service levels (annualized)**	**Notes**
New service: Line 19x	+742	N/A	Funding for this service has been identified: US Highway 101 Project Caltrans Traffic Management Plan funds.
The Wave Goleta/ Isla Vista	+4,960	N/A	One year of funding for piloting this service has been identified: Caltrans LCTOP grant. Includes most populous service area previously served with Line 10.
Restore service to (Lines 27, 28, and 15x)	+9,207	21,019	Funding assistance from schools.
Lines 23 and 25 operational and routing changes	No change in service levels, but interlining will improve connections in these neighborhoods.		
Total change in hours compared to August 2022 annualized	+14,909		

In the mid-term, service priorities include:

- Improving service span and frequencies on Lines 1, 2, 4, and 17. These lines are heavily used and serve disadvantaged communities who rely on public transit. These priorities would improve frequency during the day for Lines 4 and 17, while late night service would be provided on Lines 1 and 2, enabling later journeys.
- Introducing the Wave microtransit service, a shared ride curb-to-curb on-demand service in the Carpinteria area.

Service proposals for mid-term service priority are summarized in Table 2.

Table 2: Mid-term service priorities

Service change	**Proposed change in annual revenue hours (compared to Aug 2022 service levels)**	**August 2022 service levels (annualized)**	**Notes**
Lines 1 and 2 frequency and service span improvements	1: +1,588 2: +654 Total: +2,241	1: 10,197 2: 16,003 Total: 26,200	Slight reduction in peak service and increase in service during off-peak hours results in a total number of hours similar to pre-COVID.
Lines 4 and 17 frequency and service span improvements	4: +1,240 17: +961 Total: +2,200	4: 4,531 17: 3,387 Total: 7,918	Increase in frequency results in more revenue hours.

Service change	**Proposed change in annual revenue hours (compared to Aug 2022 service levels)**	**August 2022 service levels (annualized)**	**Notes**
The Wave Carpinteria	+4,960	N/A	Includes service area previously served by Line 36 – Seaside Shuttle.
Total change in hours compared to August 2022 annualized	+9,401		

In the long-term, service priorities include:

- Improving service span and frequencies on Lines 6 and 11. These lines are the most productive and heavily used routes in MTD's network. They provide key connections throughout the communities served by MTD. Later service would enable more journeys. However, given the length of these routes, the proposed service changes require a significant investment in service hours.

- Improving service span and frequencies on Line 20, a key route that saw significant ridership during the pandemic, emphasizing its critical role to MTD's network.

- Introducing a newly redesigned Downtown-Waterfront Circulator, similar to the Downtown and Waterfront shuttle routes but operating on different streets to reflect the pedestrianization of State St. This service will require funding arrangements with city partners.

Long-term service priorities are summarized in Table 3.

Table 3: Long-term service priorities

Service change	**Proposed change in annual revenue hours (compared to Aug 2022 service levels)**	**August 2022 service levels (annualized)**	**Notes**
Lines 6 and 11 frequency and service span improvements	6: +5,307 11: +8,452 Total: +13,759	6: 17,975 11: 27,467 Total: 45,442	Significant increase in revenue hours due to longer span and more frequent service and length of these lines.
Line 20 frequency and service span improvements	+6,936	16,067	Significant investment in revenue hours.
Downtown-Waterfront Circulator	+6,040	N/A	No funding currently identified; requires funding agreement with City partners. New service will be faster due to transit signal priority and using streets with fewer stops. Service levels are proposed to be lower than pre-COVID.

Service change	**Proposed change in annual revenue hours (compared to Aug 2022 service levels)**	**August 2022 service levels (annualized)**	**Notes**
Total change in hours compared to August 2022 annualized	+26,735		

The impacts of the recommended service priorities on mobility and accessibility were analyzed. Compared to the baseline network, the ***MTD Moves Ahead*** proposed network improves the service area's access to transit services, with **98%** of all residents within ½ mile of either fixed route or the Wave on-demand service, compared to **94%** of the population with the pre-Covid network. This comparison also clearly illustrates that MTD already achieves high levels of coverage and the recommendations improve coverage even further.

Proximity to high-quality service (15 minutes or better) is also slightly improved across all categories, and we see significant improvements in the number of residents and jobs that are within ½ mile of 16–30-minute service. Not only does the ***MTD Moves Ahead*** network improve overall proximity to service, but it improves proximity to high-quality service, increasing the number of residents and jobs that are close to frequent services and potentially resulting in increased ridership.

Ultimately, MTD envisions providing service tailored to new ridership demand and travel patterns that have resulted from COVID-19. This project was conducted during the recovery portion of the pandemic, and throughout the planning process, MTD was slowly restoring service in order to respond to passenger demand as well as the realities of operator shortages that grip the nation at large. As a result, the new reality is the service MTD operates as of Fall 2022—a lean network focused on its core routes and markets that MTD can reliably serve. To truly move ahead, MTD will first need to shore up its services based on realistic service levels reflective of funding and revenues and available operators, and eventually expand service in a fiscally responsible manner.

Below is a table that summarizes forecasted operating revenues and expenses based on a service baseline comprised of the August of 2022 revenue hours and the proposed service priorities classified as "short" term.

Table 4: Forecasted operating revenues and expenses.

	FY22-23	FY23-24	FY24-25	FY25-26	FY26-27	FY27-28
	Baseline year	**Plan year 1**	**Plan year 2**	**Plan year 3**	**Plan year 4**	**Plan year 5**
Operating Revenue						
Passenger fares	$4,438,000	$4,499,000	$4,561,000	$4,652,000	$4,745,000	$4,841,000
Non-Transportation income	$347,000	$354,000	$361,000	$368,000	$376,000	$383,000
Local Operating Assistance	$835,000	$852,000	$2,289,000	$2,354,000	$2,394,000	$3,439,000
Measure A	$2,753,000	$2,814,000	$2,900,000	$2,779,000	$2,885,000	$2,826,000
TDA - Local Transportation Fund	$10,045,000	$10,246,000	$10,451,000	$10,660,000	$10,873,000	$11,091,000
Property Tax Revenue	$1,544,000	$1,621,000	$1,702,000	$1,787,000	$1,876,000	$1,970,000
FTA 5307 Operating Assistance	$5,277,000	$5,277,000	$5,277,000	$5,277,000	$5,277,000	$5,277,000
COVID-19 Federal Stimulus Funding	$4,747,000	$5,446,000	$5,656,000	$6,438,000	$3,660,000	$-
Total Operating Revenue	**$29,986,000**	**$31,109,000**	**$33,197,000**	**$34,316,000**	**$32,087,000**	**$29,826,000**
Operating Expenses						
Route operations	$16,986,000	$17,697,000	$19,055,000	$19,639,000	$20,242,000	$21,336,000
Vehicle maintenance	$4,656,000	$4,857,000	$5,184,000	$5,366,000	$5,554,000	$5,844,000
Fuel costs	$2,542,000	$2,643,000	$2,866,000	$2,937,000	$3,011,000	$3,180,000
Passenger accommodations	$1,212,000	$1,269,000	$1,329,000	$1,392,000	$1,458,000	$1,527,000
General overhead	$4,590,000	$4,642,000	$4,763,000	$4,982,000	$5,212,000	$5,461,000
Total Operating Expenses	**$29,986,000**	**$31,109,000**	**$33,197,000**	**$34,316,000**	**$35,476,000**	**$37,347,000**

**values rounded to nearest $1,000*

The financial forecast illustrates the challenge faced by MTD to establish a new financial baseline, from which, it can begin to reliably introduce new transit services. The financial forecast utilizes the operating budget for fiscal year FY2022-23 as a baseline, which included a projected deficit of approximately $4.7 million. The FY2022-23 fiscal budget assumed peak renewable fuel costs, conservative sales tax and fare revenue growth, and full employment. It is reasonable to assume that the operating deficit for FY2022-23 may come in lower than what was projected.

Nevertheless, to address the actual deficit spending that will result in FY2022-23 due to the slower pace of revenue growth compared to growth in expenses, MTD must consider taking the following steps prior to the exhaustion of COVID-19 emergency funds:

MTD's passenger fares, an important source of revenue, will likely need to increase at some point within the 5-year period to help recapture some of the investment in operations. Once employment levels are reached to ensure service reliability and operational activity is sustainable, MTD will need to limit the growth in operating expenses so that it can be offset by the annual increase in sales tax revenue. These steps are necessary to establish a new service level benchmark that is sustainable and inclusive of the "short term" transit priorities. Moving ahead, implementation of the recommended transit priorities outlined in the "mid" and "long" term will require additional operating assistance.

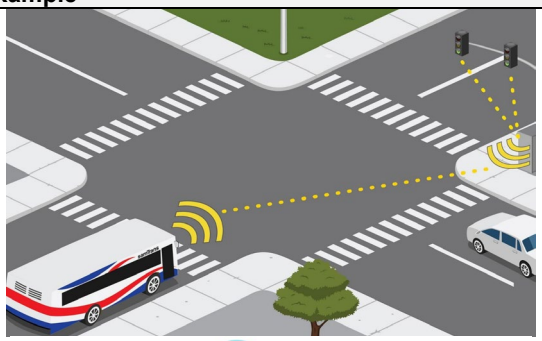
To support the service plan proposals and to support MTD as a dynamic and innovative transit agency, Table 5 summarizes supporting recommendations that will help MTD achieve the goals of *MTD Moves Ahead*.

Table 5: MTD Moves Ahead supporting recommendations

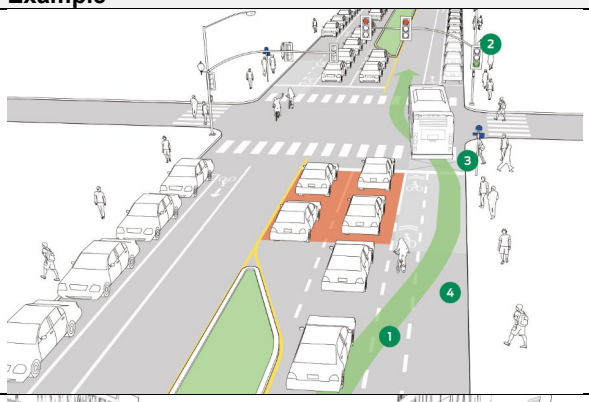
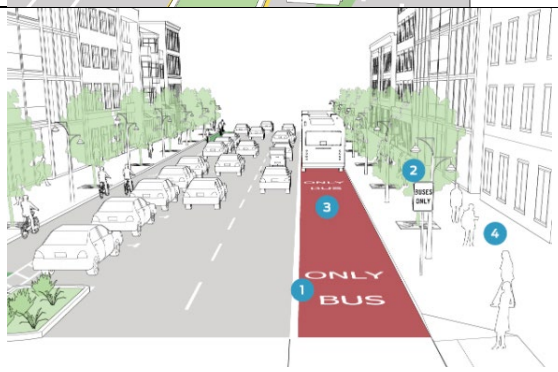
Goal	Supporting Recommendations
Transit that is future-focused	• Deploy open payment/contactless payment across the entire MTD system • Continue to build partnerships to strengthen MTD service • Enhance operations and network connectivity by completing facility improvements at Terminal 1 and Terminal 2 and improve stops where lines converge and transfers are common • Continue to transition to a zero-emission bus (ZEB) fleet
Transit that is high-quality	• Deploy 3-bike racks across the system • Launch a bus stop improvement program and update bus stop design guidelines • Leverage high quality data and software to make more data-driven decisions to improve service
Transit that is for all South Coast residents and visitors	• Explore offering "request-a-stop" service on key lines during evening hours • Strengthen and improve customer communications

During the ***MTD Moves Ahead*** planning process, several different transit priority measures were explored to understand where and how these can be implemented throughout the South Coast to improve service and reliability. Survey respondents were asked about their support for different priority measures, and whether these would make them ride more often. Within the South Coast, support for transit priority measures is strong among current MTD riders and the community at large, with 81% of riders and 78% of all survey respondents stating that they would be much more likely or somewhat more likely to ride if bus queue jumps and bus only lanes were implemented, and 83% of riders and 80% of all survey respondents would be much more likely or somewhat more likely to ride if transit signal priority were implemented. Table 6 summarizes the transit priority measures that were looked at as a part of this planning process.

Table 6: Transit priority measures overview

Project	Concept	Example[1]
Transit signal priority	Extend the green signal so an approaching bus can make it through the intersection. Provide a signal for buses only at key intersections to provide buses the right of way before general traffic.	

[1] NACTO Transit Street Design Guide

Project	Concept	Example[1]
Bus queue jumps	Combine short dedicated transit facilities with either a leading bus interval or active signal priority to allow buses to easily enter traffic flow in a priority position. Comparable to a bike box treatment, but for buses. Can considerably reduce delay and result in run-time savings and improved reliability.	
Bus only lanes	Only buses (or bikes, if low bus frequency) are permitted. Speeds up buses and improves journey time consistency.	

Regarding transit priority measures, MTD has received funding to implement transit signal priority (TSP) at all intersections within the City of Santa Barbara and is moving towards TSP implementation. An opportunity has also been identified for the implementation of bus-only lanes on El Colegio Rd. in Isla Vista. More detail about the next steps for transit priority measures in the South Coast is presented in the body of the report.

MTD Moves Ahead has proposed a vision and plan for the next five years of providing high-quality transit to South Coast residents and visitors. The plan was developed under the guiding principles of continuing to recover and rebound from COVID-19 as well as adapt to the new realities of travel.

MTD will need to continue working together with riders, partner agencies and stakeholders across the community to make *MTD Moves Ahead* a reality.

1 INTRODUCTION & BACKGROUND

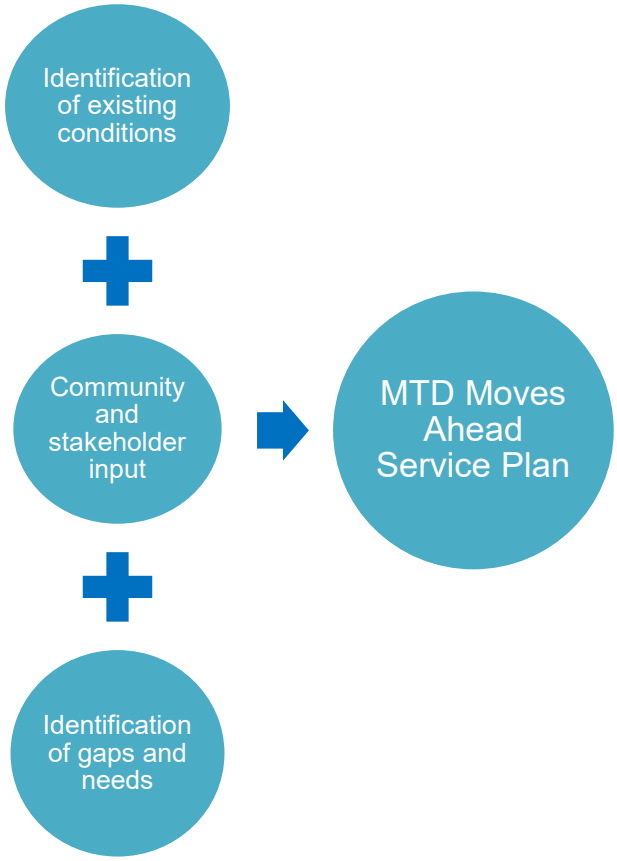
The Santa Barbara Metropolitan Transit District (MTD) provides public transit to the residents and visitors of the South Coast of Santa Barbara County, a service area of approximately 52 square miles and service area population of 199,668. According to the Federal Transit Administration (FTA), Santa Barbara is a small transit-intensive community (STIC), meaning that MTD provides an unusually high level of service, and residents use the service at a very high level for a community of this size.

MTD's service area encompasses the southern portion of Santa Barbara County, including the cities of Santa Barbara, Carpinteria, and Goleta, and the unincorporated areas of Montecito, Summerland, and Isla Vista. The South Coast, distinguished as the area of Santa Barbara County south of the Santa Ynez Mountains, is characterized by hosting a myriad of cultural and recreational amenities while still maintaining the feel of a small, tight-knit community.

MTD provides fixed-route transit service that aims to serve not only residents of the various communities for a variety of purposes, like to get to work, to receive healthcare, and to shop, but also routes designed specifically for the large seasonal, student population of post-secondary schools in the area, the University of California, Santa Barbara (UCSB) and Santa Barbara City College (SBCC). MTD also operates school booster services to high schools and middle schools throughout the service area as well as lines geared toward tourists, like waterfront and downtown shuttles.

Prior to the COVID-19 pandemic, the MTD was one of the most productive and heavily-used transit systems in the state for a system of its size. On purely ridership terms, MTD ranks 17 out of over 150 bus agencies in California, and on a ridership per capita basis, MTD ranks 6 out of over 150 bus agencies in the state.

As a result of the COVID-19 pandemic, MTD ridership dropped significantly but has been steadily returning as the community has returned to in-person activities and MTD has restored more service. The short range transit plan (SRTP) provides an opportunity to rethink MTD's service design, operations, delivery, and to propose bold projects like bus priority measures, to help MTD move ahead. The SRTP—***MTD Moves Ahead***—is a five-year plan that prepares MTD for the near future based on community priorities and will help prioritize and guide MTD through service planning changes for the next five years.



The key steps that have informed this SRTP include:

- A review of existing conditions, providing a comprehensive review of MTD's services, the market in which MTD operates, fleet, operations, finance, and the impacts of COVID-19 (summarized in Section 2).

- Multiple public engagement activities that have guided the development of service concepts and recommendations, including rider surveys, a virtual public meeting, bus operator surveys, stakeholder meetings, and pop-ups throughout the South Coast (summarized in Section 3).

- Identification of needs and opportunities for mobility in the South Coast, organized by major theme to provide a framework for the development of service concepts and supporting recommendations (summarized in Section 4).

- This report details the recommended service plan for MTD for the next five years, providing prioritized and targeted service investments and service changes along with supporting recommendations and recommended transit priority measures to help MTD provide better service to the South Coast. This report also provides a financial analysis of the recommended service plan and potential funding sources to help fund service improvements and a Title VI analysis.

2 SUMMARY OF EXISTING CONDITIONS[2]

Before determining where MTD needs to go, it is important to first develop a comprehensive understanding of where they are now, and specifically how COVID-19 has impacted, and continues to impact, service. The Existing Conditions report was comprised of numerous sections, including:

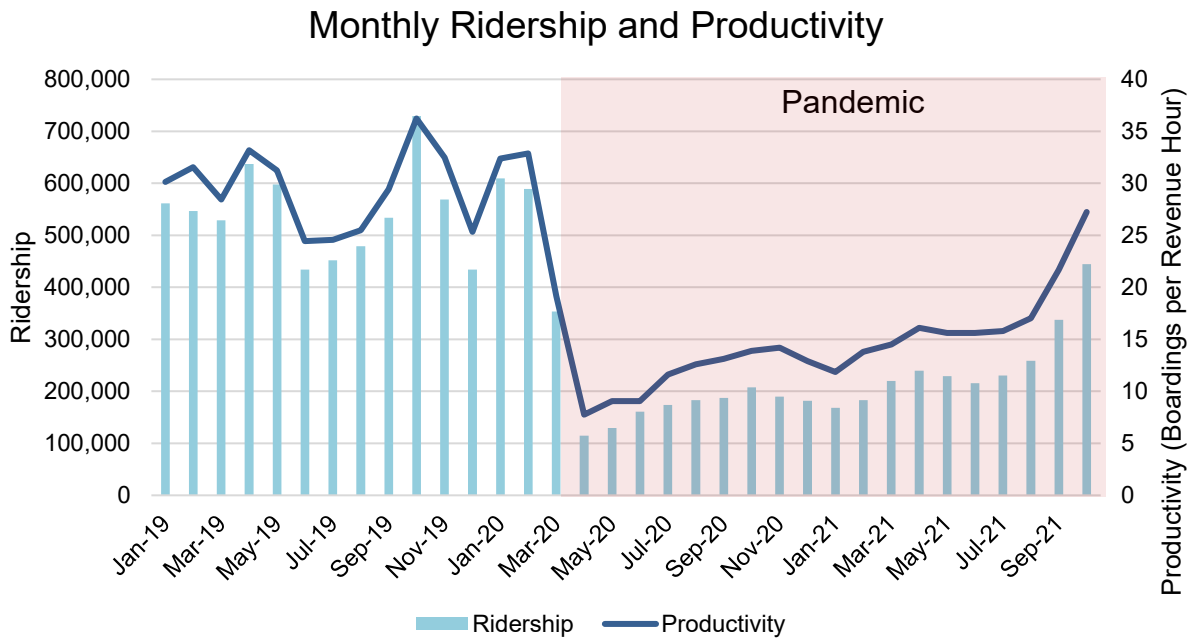
- Background Document Review: reviewing key literature and documents to provide current and future insights into MTD and the South Coast region and the larger regional planning framework in which MTD operates. Documents included the 2015-2019 SRTP, MTD 2016-2021 Strategic Plan, the Santa Barbara County Association of Governments (SBCAG) Connected 2050 (RTP/SCS), SBCAG Regional Growth Forecast, and others.
- Market Assessment: analyzing different spatiodemographics in the MTD service area to understand potential transit propensity based on the demographic makeup of the service area.
- Transit Service Analysis: analysis of the current services offered by MTD, assessing service both on a systemwide level, a line-by-line analysis, and stop-level passenger activity analysis.
- Impacts of COVID-19 on MTD: this section took a detailed look at changes in service and ridership patterns beginning in March 2020, identifying the lines that lost the least amount of ridership and providing some industry trends and responses to COVID-19.
- Access Analysis: using the Jane tool in the planning software Remix, travel time isochrones were created to measure access to jobs using MTD at strategic locations throughout MTD's system.
- Proximity to Service: a measurement of how many people and jobs are within a close proximity to MTD (1/4 mile or 1/2 mile) during different times of the day and week, specifically considering populations who may be transit dependent or use transit at a higher rate than the general public including minorities and residents in poverty.
- Operational Analysis: an overview of MTD's operating practices, fleet, fares, and finances.
- Paratransit Service in MTD Service Area: a review of Easy Lift, the paratransit operator in MTD's service area. MTD contracts out all ADA/paratransit service to Easy Lift Transportation, a local nonprofit agency.

Major findings from the existing conditions analysis include:

- MTD, prior to the pandemic, carried over 6.4 million passenger boardings in FY 2019. On a per capita basis, this makes MTD one of the most traveled bus agencies in California.
- During the height of the pandemic, ridership was down between 70-80% compared to pre-pandemic (Figure 1).

[2] Please note that throughout this document some years reference a fiscal year and some years are in reference to calendar years and a reference to a fiscal year is not always stated, so some years can be in reference to fiscal years or calendar years.

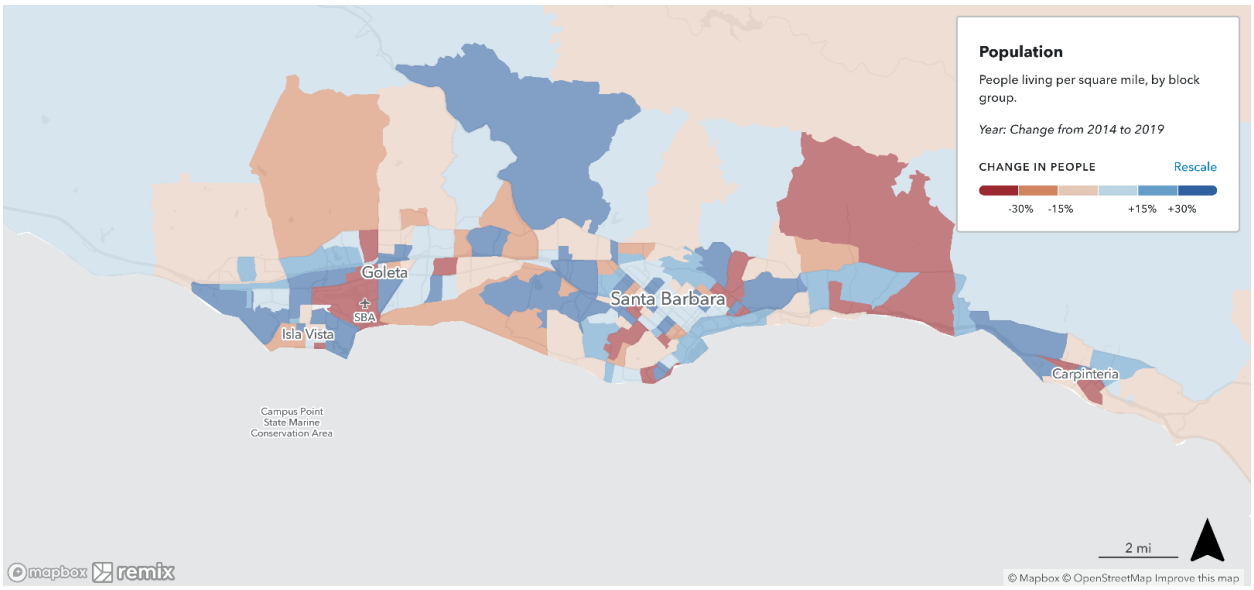
Figure 1: MTD monthly ridership and productivity (January 2019-October 2021)



- About one-third of MTD's ridership is from students, made up of secondary school students, community college, and university students. However, that means that nearly two-thirds of riders are riding for non-school purposes.
- While student-focused lines are the most productive in terms of boardings per hour, during the pandemic, non-student-focused lines carried over 50% of passenger boardings.
- The student-focused nature of weekday service results in a large peak vehicle demand with most vehicles spending the remainder of the day parked at MTD's facility.
- MTD's most frequent routes operated at 10 to 15-minute headways on weekdays; MTD could look to improve frequency at key non-peak times, particularly on weekends when frequency drop off substantially.
- The service area is rather compact and well connected, with relatively dense and mixed land uses. Key corridors for transit demand include State, Hollister, Storke, Milpas, and El Colegio.

Between 2014 and 2019, the South Coast saw population changes throughout the region (Figure 2). Areas in blue saw the largest increases in population; these include many areas of Goleta and the portion of Isla Vista that is adjacent to UCSB. The unincorporated communities of the Eastern Goleta Valley and Hope Ranch also experienced population increases in some areas, with population decreases in other areas. The majority of downtown Santa Barbara saw less pronounced increases in population with pockets of population decreases. Montecito and Toro Canyon also experienced increases in population, while Summerland and many areas of Carpinteria lost population.

Figure 2: Change in population density between 2014 and 2019



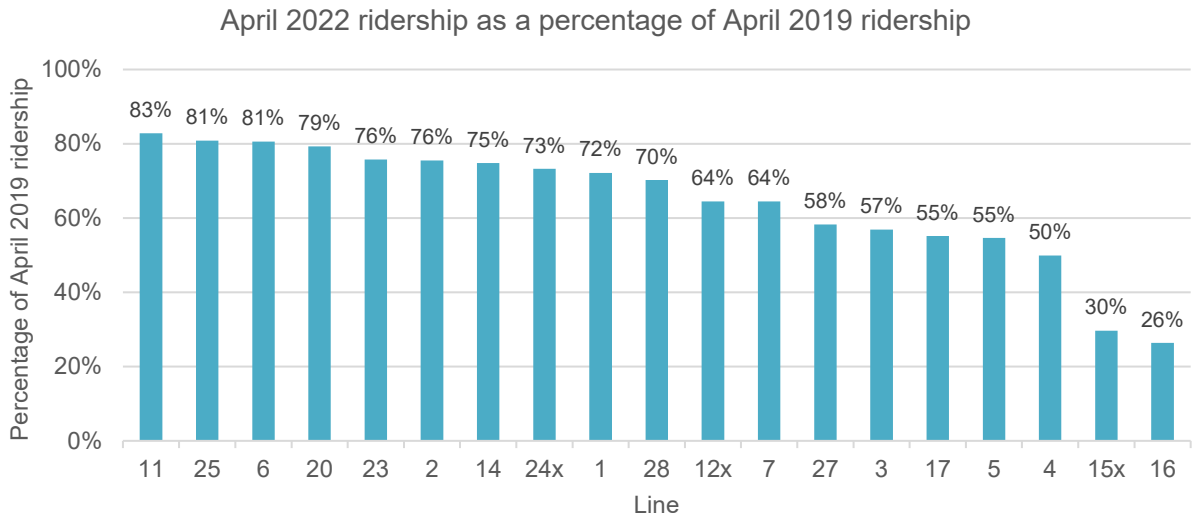
The pandemic revealed that many of MTD's riders depend on MTD for transportation and are also frontline workers, demonstrating MTD essential service to the community.

Encouragingly, ridership has continued to rebound as we continue to recover and reopen from COVID-19. In April 2022, systemwide ridership increased by 75% compared to April 2021, and systemwide ridership is up 264% in April 2022 compared with April 2020[3]. Overall, ridership in April 2022 is 34% less than ridership in April 2019, but MTD is showing a steady trend of ridership continuing to increase and return to pre-COVID levels.

On average, of the lines currently operating, MTD is seeing ridership at 65% of its pre-COVID ridership. The lines that have recovered ridership the most include Lines 11, 25, 6, 20, 23, 2, and 14, which are all seeing 75% or more of their pre-COVID ridership levels (Figure 3). It can be expected that ridership will continue to move closer to 2019 levels over time, especially as MTD continues to reinvest service into key lines, such as Lines 27 and 28.

[3] April was chosen to show a month when all schools are in session.

Figure 3: April 2022 ridership as a percentage of April 2019 ridership



The existing conditions analysis revealed the following opportunities and choices:

- Improving frequency on key corridors at off-peak times
- Speeding up buses by implementing priority measures, like reserved lanes, transit signal priority (TSP), and other policies like all-door boarding and bus stop balancing
- Whether to gear service towards population—serving everyone with at least some level of service—or to gear service to need—serving populations who rely on transit and places that are transit supportive
- Examining different ways of providing coverage-based service, like through microtransit and/or by policy changes to Easy Lift to carry non-paratransit riders in certain locations

2.1 More Recent Service Changes

MTD began reducing service in response to the COVID-19 pandemic in March 2020, suspending some lines and reducing service levels on others, and a second wave of service reductions and line suspensions took place in April 2020[4]. Many of these service suspensions were in response to the closures of UCSB and SBCC to in-person learning as schools transitioned to virtual learning during this time.

In August 2021, MTD brought back some service to respond to schools returning to in-person learning. However, these service changes were not able to be sustained long-term due to operator shortages, and MTD implemented service reductions in April 2022, which was a 13% reduction in service hours compared to the service initially brought back in August 2021. These service levels are a reflection of what MTD can realistically provide given current workforce constraints. In August 2022, MTD brought back a few more trips on certain lines (Lines 12x and 24x), but August 2022 service levels and schedules are mostly identical to the service changes implemented in April 2022.

[4] A full overview of COVID-19 service reductions is detailed in the Existing Conditions report.

Since March 2020, MTD has had to nimbly adjust service to respond to the evolving status of the COVID-19 pandemic and challenges that have stemmed from the pandemic, such as current workforce constraints. Due to the multiple schedule changes that have happened in the past few years, throughout this report, we refer to both the pre-COVID (2019) schedule and August 2022 schedule (annualized) as baselines when discussing a 'baseline' comparison for the proposed *MTD Moves Ahead* changes.

3 SUMMARY OF PUBLIC AND STAKEHOLDER ENGAGEMENT

Engagement efforts for *MTD Moves Ahead* began in October 2021, and targeted community and stakeholder engagement events took place throughout SRTP planning process. Engagement was broadly split into two rounds: first, information gathering to inform the development of draft service concepts, followed by a second round where draft service concepts were presented to the public to obtain feedback and comments. The initial information gathering period included a virtual listing session, a community survey, bus operator survey, and meetings with key stakeholders. The second round of engagement comprised of several pop-up events around the South Coast and a survey, both to solicit feedback on draft service concepts. A full summary of all engagement activities is presented in **Appendix A**.

3.1 Phase 1 – Data Gathering and Listening

3.1.1 Virtual Listening Session

Community engagement for the *MTD Move Ahead* project kicked off with a virtual listening session held via Zoom on October 25, 2021. The session was attended by 37 community members and held in English and Spanish using a Spanish interpreter with a bilingual PowerPoint presentation. Participants primarily were from Santa Barbara (44%) but Isla Vista and Goleta residents each represented 19%, 6% of participants were from Carpinteria, and the remaining 12% were from elsewhere. Most participants were transit riders, with 88% indicating they had ridden MTD within the last three years.

Breakout sessions included six small groups tasked with discussing information presented in the first part of the listening session. These topics included transit trade-offs and bus priority measures. The overall themes that emerged from the small group discussions were that, despite the presentation's emphasis on trade-offs necessary for transit services, there was no consistent direction on how those trade-offs might be handled. In general, the groups wanted more of everything without being willing to give up anything.

Nonetheless, the virtual session also included living polling. When presented with the various trade-offs, the respondents:

- Broad support for service designed focused on frequency, increased bus speeds, and more service during off-peak hours
- Strong support for priority measures, like transit signal priority and bus only lanes

Other discussions and themes included the lack of midday frequency that would facilitate more spontaneous travel, as well as shorter bus trips through shorter wait times. And while a stronger focus on off-peak service was noted as important, respondents were concerned about peak-hour crowding. Finally, respondents were excited by the discussion around microtransit services.

3.1.2 Initial Community Survey

The survey provided valuable insight into rider and non-riders transportation choices, service preferences, support for potential transit priority treatments, and opinions about areas that would benefit from microtransit and/or new service. A description of the results of the October 2021 survey can be found in **Appendix B**.

The primary reasons riders choose to ride the bus included environmental responsibility concerns and convenience. This contrasted with non-riders who felt the bus was inconvenient and preferred driving. Riders and non-riders alike supported more efficient, frequent service with fewer stops, transfers, and all transit priority treatments (transit signal priority, queue jump lanes, bus only lanes, and all-door boarding). Respondents said microtransit would be beneficial in Downtown Santa Barbara, UCSB, and Goleta. New or additional service was recommended for those same locations as well as the Islamic Center of Santa Barbara, which happens to be located in MTD's planned Goleta microtransit zone.

The bus operator survey provided valuable insight into bus operator concerns and challenges, thoughts about customer preferences, and preferences for transit priority treatments and service adjustments. Bus operators thought reliability and safety were the most important factors for customers. The biggest challenges for service delivery are bus operator availability, safety and security, and layover facilities. Bus operators thought service to Old Mission, Botanic Garden, and outer Goleta would be most useful for generating ridership. Bus operators' responses aligned with riders' preferences for frequent service and faster trips. Operators supported all the transit priority treatments except for all-door boarding. Transit signal priority and bus only lanes were the most strongly supported.

3.1.3 Engagement with Regional Partners and Stakeholders

MTD and Stantec staff held one-hour sessions with key stakeholders across the region to discuss the SRTP process, present some grounding concepts and trade-offs inherent to transit service design and operations, and to discuss how each stakeholder could contribute to the SRTP process and provide updates on projects, policies, or other items that may impact the SRTP process (more information can be found in **Appendix B**).

Stakeholders who provided feedback included the region's metropolitan planning organization SBCAG, UCSB, County of Santa Barbara, City of Goleta, City of Santa Barbara, City of Carpinteria, and Easy Lift, the ADA/Paratransit provider for MTD. Key themes and takeaways are discussed below.

Growth and housing pressures - cited by most organizations, the housing needs in Santa Barbara and the surrounding area are a current pressing issue. The county is updating its housing element of the general plan but acknowledges the disconnect between housing needs, goals for increased non-auto mode share, and continuing to stipulate parking requirements for developments. New developments have been signaled as transit-friendly with developers intending to offset VMT through transit use. While most UCSB students live in Goleta and Isla Vista, the importance of transit connectivity across the region was emphasized by Carpinteria which has also felt housing pressures.

Multimodal transportation - SBCAG and the City of Goleta emphasized multimodal considerations for biking and trains. This included the City of Goleta's implementation of their bike plan and evaluation of the potential for a bike share program as well as the train station under development.

Key corridors - traffic along US-101 was noted as a current concern despite lane widening and the HOV lane scheduled for 2027. Goleta indicated their evaluation of direct development along corridors, namely Calle Real and Hollister. The County of Santa Barbara's environmental assessment for State/Hollister design study is wrapping up providing an opportunity for coordinated bus stop placement and other amenities or facility upgrades along this corridor. Coordination extends to the complete streets project in Old Town Goleta along Hollister between Kellogg and Fairview.

Transit Signal Priority - Signal replacement was brought up by the City of Santa Barbara regarding the need to replace signal control systems providing an opportunity for the integration of TSP. Some opportunities for queue jumps are present but bus-only lanes present a significant challenge. Carpinteria indicated it is unlikely to have interconnected traffic signals but is open to TSP and noted Caltrans also controls some ROW signals in Carpinteria.

3.2 Phase 2 – Draft Plan Presentation and Feedback

Following the Phase 1 engagement efforts, draft network and service concepts were developed based on technical analysis and feedback received from the public and stakeholders. Phase 2 engagement commenced in May 2022 to solicit feedback from the community on draft network concepts and to help refine the recommended service plan for *MTD Moves Ahead*.

3.2.1 Community Pop-Ups

Pop-up engagement events were held throughout May and June at a variety of popular bus stops and other major areas throughout the South Coast. Pop-up locations were chosen to solicit feedback from specific demographics, such as Spanish-speakers and students. Three pop-ups were hosted by AIM Consulting on May 5, 2022 at the following locations. Bilingual staff members were present at all pop-ups. The locations of the pop-ups were: Old Town Goleta (Hollister and Nectarine bus stop), UCSB North Hall Bus Loop and the Downtown Transit Center.

During the three pop-ups on May 5th, the project team educated riders on the *MTD Moves Ahead* process, the draft network concepts, and encouraged riders to take the community survey to provide their thoughts on the draft service concepts and recommendations. Many community members voiced support and excitement for the Wave, the proposed on-demand curb-to-curb service in Goleta/Isla Vista. Many college students voiced concerns about insufficient bike rack capacity on buses and a desire for charging stations in buses. Bus cleanliness during COVID-19 is also still a top community concern. Other key themes from community members included a desire for on-demand service, better bus frequency, and more reliable service.

MTD staff held additional pop-ups throughout May and June at the following locations:

- Santa Barbara Farmer's Market
- Milpas and Montecito bus stop
- Carpinteria Farmer's Market
- San Andres and Micheltorena bus stop
- Downtown Santa Barbara Promenade Market
- Downtown Transit Center (x2)

3.2.2 Community Survey on Draft Network Concepts

The second survey was open from May 5-June 11, 2022, and received 401 individual responses providing feedback on the draft proposed network. Of those respondents, 84% were riders, and responses from every

age demographic were received. This feedback helped refine and shape final service proposals and plans for *MTD Moves Ahead*. An analysis of the responses and demographics of the Summer 2022 survey can be found in **Appendix C**.

- Overall, survey respondents were in support of all service changes and improvements presented in the survey.
- The community most strongly supported proposed frequency changes to Lines 6 and 11 and later service on Line 11, with 80% of all respondents noting they would be more likely to ride if these service improvements were introduced.
- The proposed on-demand, curb-to-curb Wave microtransit service in Goleta/Isla Vista was also well-received, with 68% of all respondents saying they would be more likely to ride if this service were introduced. Notably, 78% of respondents in impacted ZIP Codes said they would be much more likely to ride once this service is implemented.
- There was strong support for reintroducing the Downtown-Waterfront Shuttle. In addition to 49% of riders indicating the Downtown-Waterfront Circulator would make them "much more likely to take MTD," 13 individual comments expressed support for bringing back the service.
- Other comments included desires to improve bike rack capacity, make buses faster and more reliable, and improve information availability especially in regard to real-time arrival information and service alerts. Several people expressed their concern that masks were no longer required on the bus.
- Overall, 78% of respondents indicated that bus queue jumps and bus-only lanes would encourage them to ride MTD more often and 80% of respondents indicated they would ride more often if TSP were implemented. Comments from bicyclists did point out concerns about disrupting bike lanes and increasing the complexity of intersections. These responses show robust support for tactics aimed at speeding up buses while making journeys more reliable.

The feedback gathered during Phase 2 was integrated into the final service plan presented in Section 5.

4 MTD MOVES AHEAD GOALS

By assessing feedback from our community and stakeholder (both internal and external) outreach, together with the existing conditions analysis and an assessment of prior and concurrent local and regional planning documents, we identified gaps in MTD's service, identified areas of strength, as well as areas in need of improvement. Gap identification helps to identify objectives and service concepts for the SRTP.

These pillars, gaps, and needs are intended to be broad and encapsulate general themes on how to improve transit in the region and will be used as the basis to provide more detailed service concepts and recommendations in the SRTP.

MTD will provide transit service that is…

Future-focused,

High quality, and

For all South Coast residents and visitors.

Figure 4: Pillars of MTD Moves Ahead

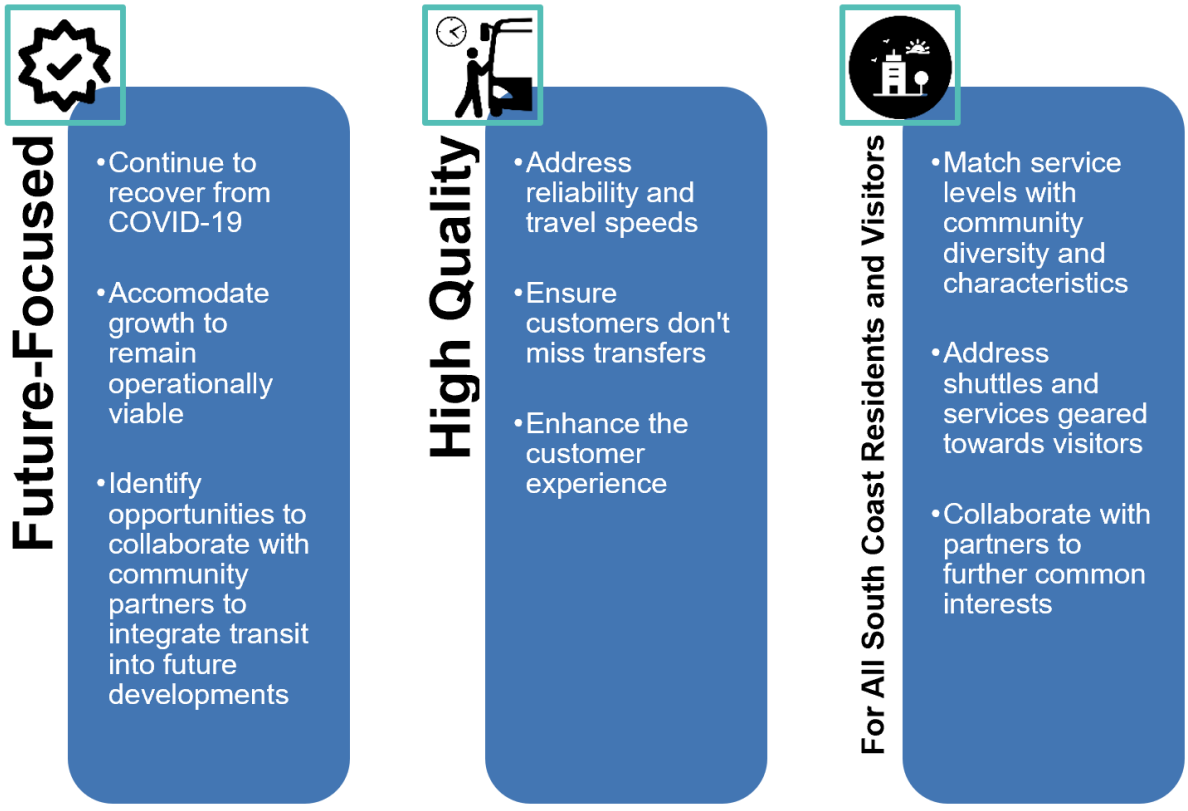


Table 7 summarizes the gaps and needs as they relate to each pillar.

Table 7: *MTD Moves Ahead* gaps and needs

To provide transit service that is:	MTD needs to:	Considerations	Priority
Future-focused	Continue to recover from COVID-19	Continue to restore service as ridership continues to rebound (and as resources are available) Adjust service to account for changes in travel patterns and behaviors Recruit more operators to deliver service	High
	Accommodate growth in service and fleet to remain operationally viable	Expand operations to Terminal 2 in Goleta to accommodate future fleet growth, improve operational efficiencies by reduced deadheading, and support the continued transition to a zero-emission fleet Implement zero-emission bus plan to replace and expand fleet with zero-emission alternatives	Medium
	Identify opportunities to collaborate with local stakeholders, developers, and other groups to integrate transit into new developments	Working with these groups can help ensure that transit is in mind when new developments are constructed, especially multifamily developments, multiuse structures, student housing, and infill/redevelopment projects MTD can explore how to integrate transit priority infrastructure and other amenities that integrate transit into the development (such as complete streets, provision of a bus shelter, etc.)	Medium
High quality	Address reliability and travel speeds	Continue to work on improving OTP through various mechanisms (schedule adjustments, route and stop adjustments, priority measures, etc.) Implement or pilot transit priority measures that can help improve travel speeds and reliability	High
	Ensure customers don't miss bus connections	Make sure transfers are timed correctly (and convenient) so that riders who need to take multiple lines to reach their final destination	High
	Enhance the customer experience	Continue to monitor "too full to board" trips and add more capacity where needed and when possible Ensure the system is accessible to those with different levels of mobility, including the vehicles themselves, bus stops and ability to board and egress vehicles Make sure that bus stops are places where riders feel safe and comfortable. Expand contactless payment to the entire fleet. Install 3 position bike racks Install more bus stop amenities and shelters	Medium
For all South Coast residents and visitors	Match service levels with community diversity and characteristics	Right-size service to each community based on their unique characteristics and travel needs It is important to not only address service type and coverage based on different communities, but also service spans; certain lines may benefit from longer or different service hours based on the needs of those who use that line (for example, more all-day service and less peaked service along lines not predominately used for traditional commuting purposes)	High

To provide transit service that is:	MTD needs to:	Considerations	Priority
		Address areas of service duplication (especially as survey results indicate riders may value frequency over coverage) Track microtransit pilot in Goleta to understand how microtransit fits into MTD's network and where else it would be successful	
	Address shuttles and services geared towards visitors and how they fit into MTD's network	Find alternative solution to Downtown and Waterfront Shuttles, not only for those who miss the service and visitors who heavily use the shuttle, but also for those with limited mobility who rely on the shuttle to access the State Street area Explore opportunities to facilitate MTD use from tourists, such as promoting MTD in visitor materials, working with Visit Santa Barbara, and enabling open payments to make transit use simpler	High
	Collaborate with partners to ensure that programs and policies align with MTD's transit-first interests	Continue to work with regional partners to achieve common mobility goals and further transit use in the South Coast Leverage partnerships to help implement or pilot transit priority measures Work with active transportation groups to strengthen first/last mile connections to transit to create seamless multimodal trips	Medium

5 RECOMMENDED SERVICE PRIORITIES

The recommended service priorities were developed with several guiding principles in mind:

- **Strengthening core routes** by increasing frequency and service span to provide better service throughout the day.
- **Optimizing alignments** for passengers and operations. Most of MTD's network is performing well and routing is efficient given street layouts and the geography of the region.
- Proposing ways to **speed up buses and passengers** on their trips.
- **Collaborating** with regional partners on **piloting bus priority treatments**.

The recommended service priorities include frequency and span of service improvements, new proposed services, transition of service, operating and routing changes, and transit priority projects.

The recommended service priorities are broken into three phases: immediate to short-term (to be implemented in the first two years of the planning period), mid-term, and long-term. While the priorities were developed to remain as cost-neutral as possible—recognizing both constraints in revenues and operator shortages—the priorities focused on reallocation of existing resources and strategically introducing new services that have already identified funding. Some proposed service improvements cannot be implemented within the current workforce constraints that MTD and many other transit agencies are currently facing throughout the nation. Some service improvements will need additional funding to be implemented. The service priority phasing was structured in a way that acknowledges these new realities.

If all proposed changes detailed below (in Sections 5.1-5.3) are implemented, it would result in a 5% increase in annual service hours compared to MTD's fall 2019 service, and a 35% increase over current conditions (as of August 2022 service changes). An overview of the *MTD Moves Ahead* network is shown in Figure 5, zooming in to the different areas of the South Coast in Figure 6, Figure 7, and Figure 8.

Figure 5: *MTD Moves Ahead* network overview

Figure 6: *MTD Moves Ahead* network overview, Goleta and Isla Vista

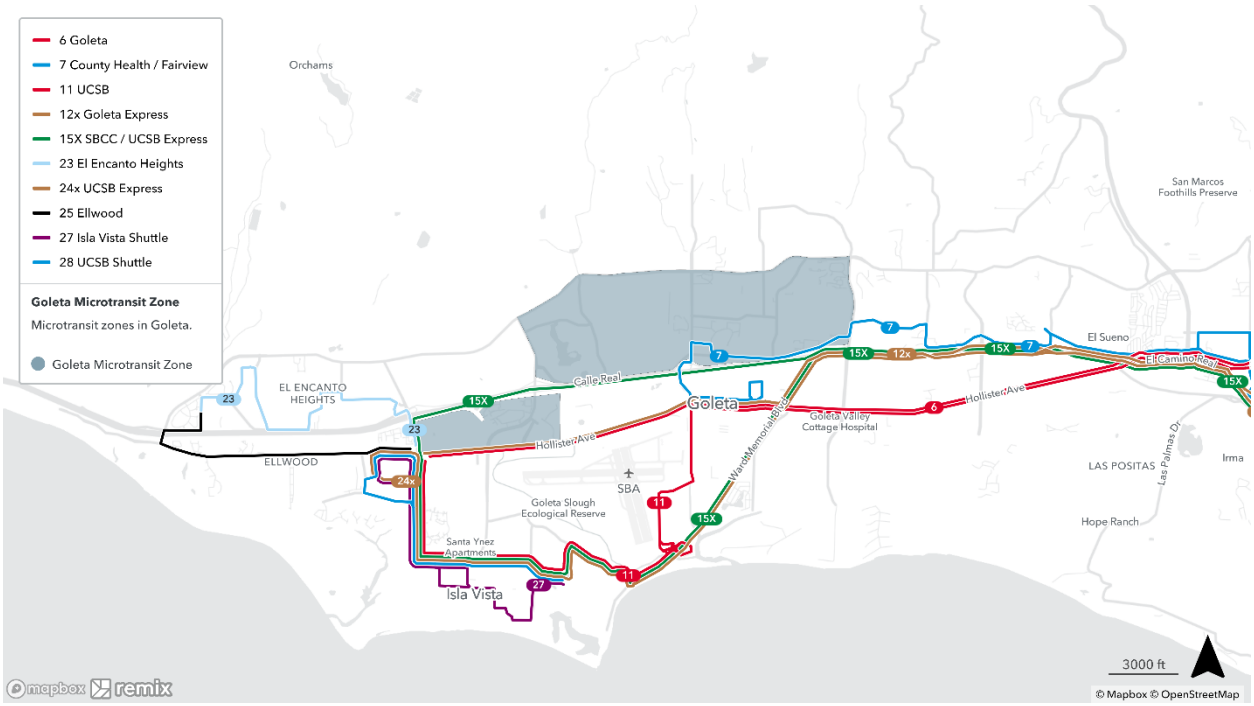


Figure 7: *MTD Moves Ahead* network overview, Carpinteria and Montecito

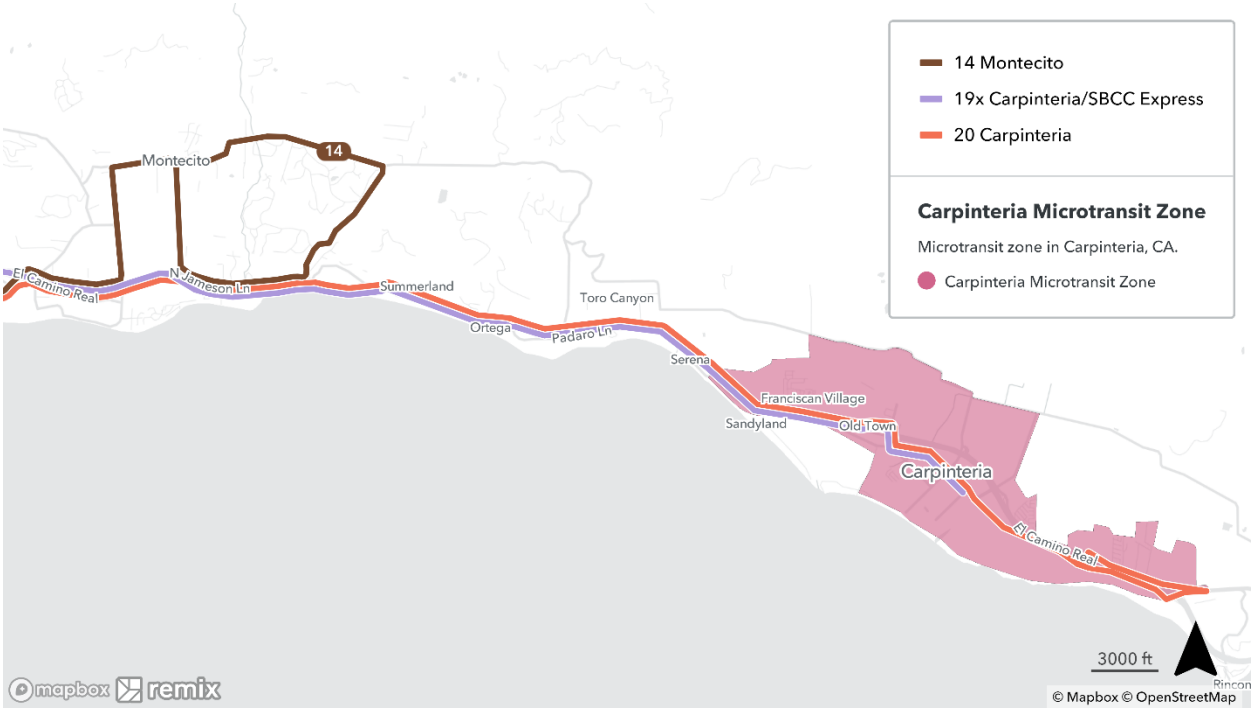


Figure 8: *MTD Moves Ahead* network overview, Santa Barbara

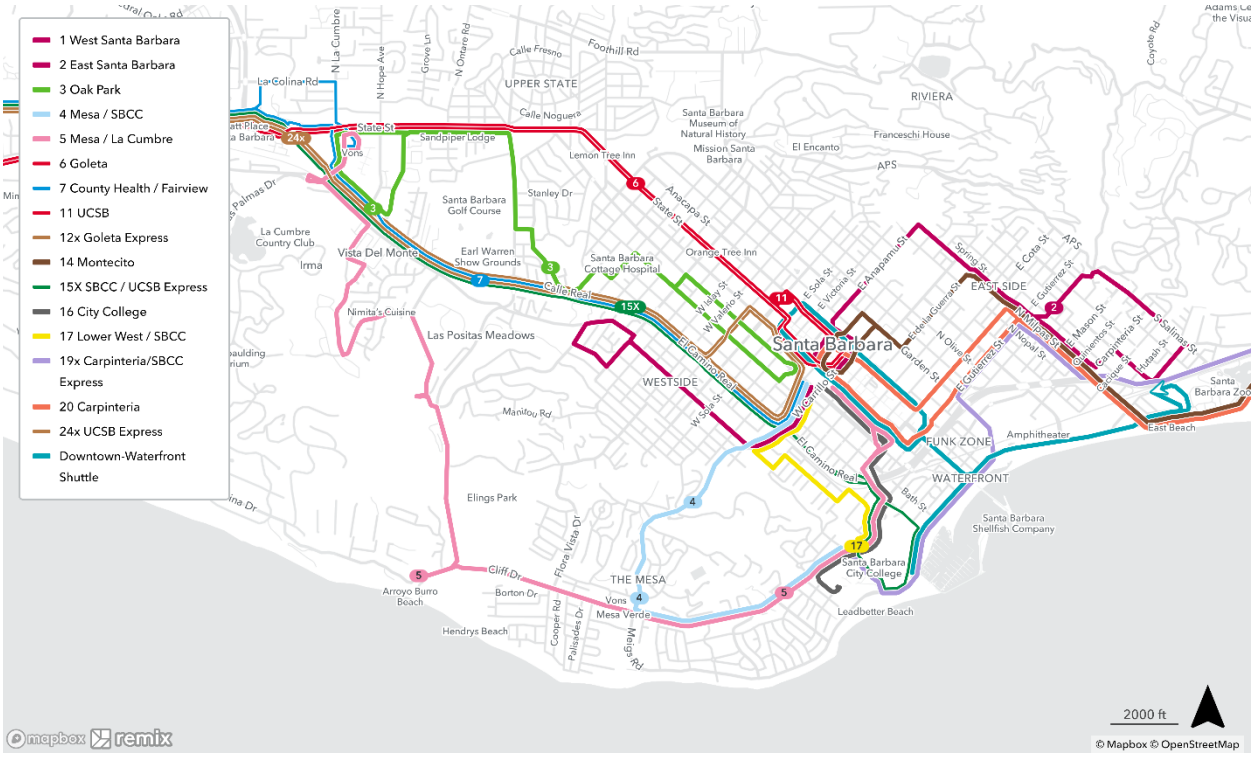
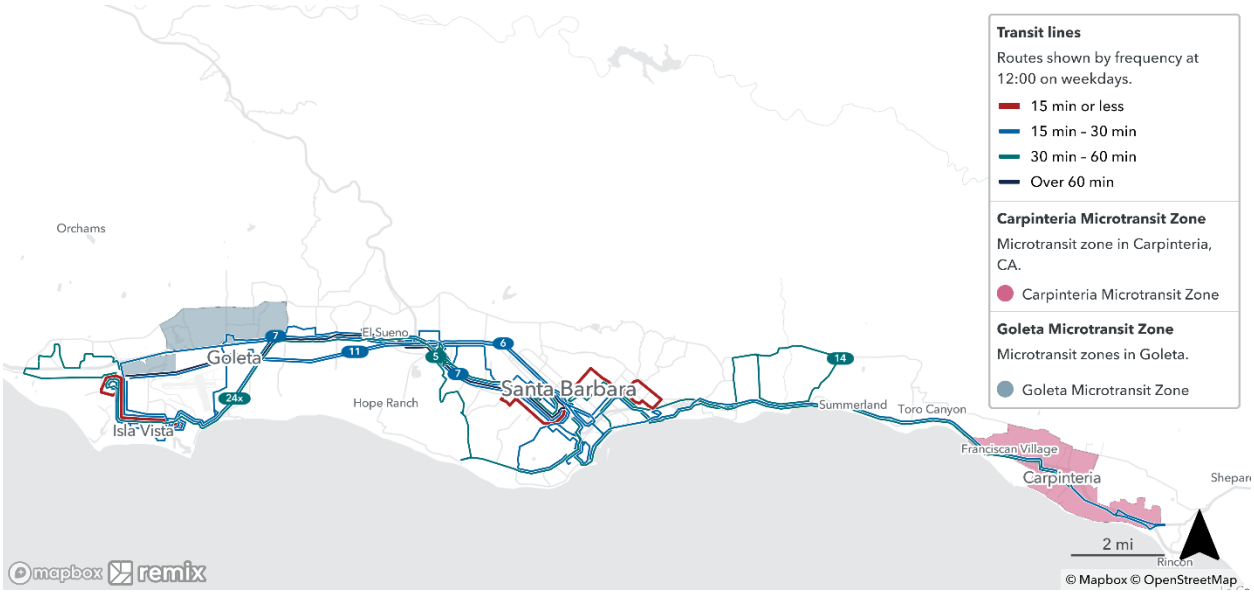


Figure 9 shows the network by line frequency at 12pm on a weekday[5].

[5] This does not consider the composite headways on Lines 6 and 11. When combined, the headways on this corridor where Lines 6 and 11 overlap are a 15-minute combined frequency.

Figure 9: MTD Moves Ahead network overview by line frequency



5.1 Immediate to Short-Term (1-2 years) Service Priorities

In the immediate to short-term, the service priority focuses on strategies to restore more service to lines that are still operating with reduced service (Lines 15x, 27, and 28). This plan would see Line 27 frequencies improve to service about every 15 or 20 minutes for the majority of the day, and Line 28 frequencies improved to service every 10-12 minutes for most of the day with 30-minute service during the evening and late-night periods. Line 15x, currently operating only on school days every 30 minutes between 7am-6pm, would be restored to every 15-30 minutes from about 7am-10pm only on school days.

Other recommendations outside of this focus on improvements that may be prioritized as current constraints related to the operator shortage lift; these include operational changes to Lines 23 and 25 (no change in service levels), improving connections within the Ellwood/El Encanto Heights neighborhoods, and strategically implementing two new services for which funding has already been identified: Line 19x, providing express service between Carpinteria and SBCC, and the Wave, a flexible, shared ride on-demand microtransit service operating in Goleta and Isla Vista. Each of these service changes are discussed in greater detail below.

Table 8 summarizes the immediate to short-term service priority.

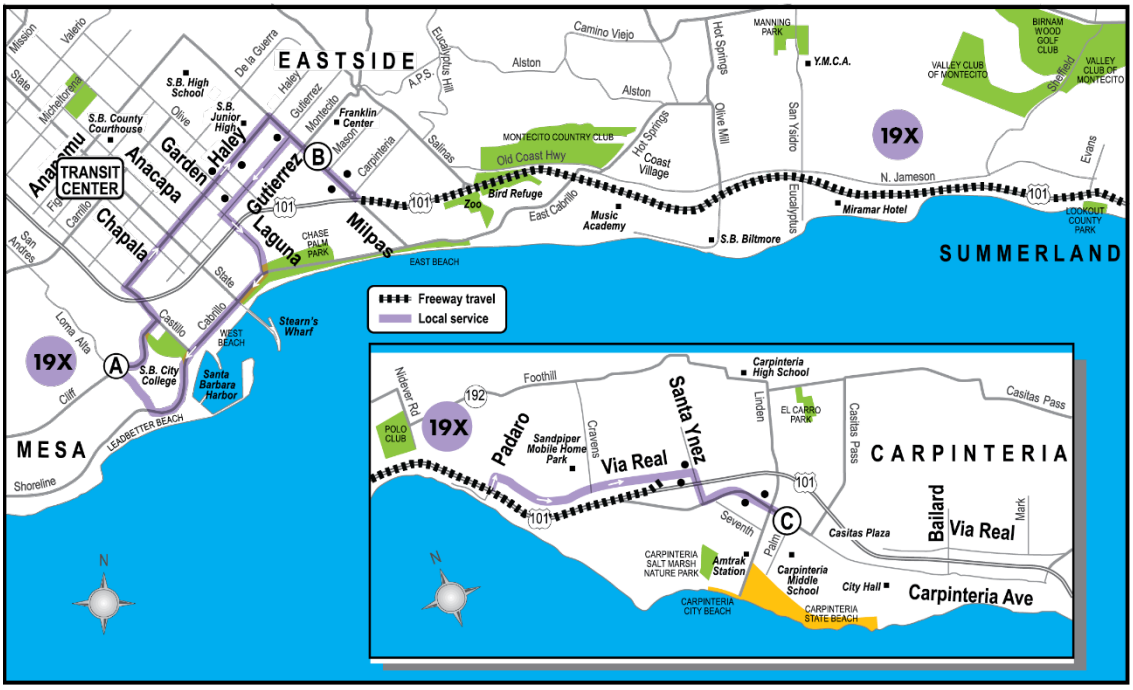
Table 8: Immediate to short-term service priorities

Service change	**Proposed change** in annual revenue hours (compared to Aug 2022 service levels)	August 2022 service levels (annualized)	Notes
New service: Line 19x	+742	N/A	Funding for this service has been identified: US Highway 101 Project Caltrans Traffic Management Plan funds.
The Wave Goleta/ Isla Vista	+4,960	N/A	One year of funding for piloting this service has been identified: Caltrans LCTOP grant. Includes most populous service area previously served with Line 10.
Restore service to (Lines 27, 28, and 15x)	+9,207	21,019	Funding assistance from schools
Lines 23 and 25 operational and routing changes	No change in service levels, but interlining will improve connections in these neighborhoods.		
Total change in hours compared to August 2022 annualized	+14,909		

5.1.1 Line 19x

Line 19x will be a new line providing a direct, express connection between Carpinteria and SBCC. Specifically, the service will provide peak hour and midday express service between Carpinteria, East Santa Barbara, and SBCC. The service will operate on weekdays only, and will not operate during SBCC spring and winter breaks. The service will feature two AM northbound trips (toward Santa Barbara), one midday round trip, and two PM southbound trips (toward Carpinteria). The Line 19x alignment is shown in Figure 10. The line is funded through US Highway 101 Project Caltrans Traffic Management Plan funds; eventual termination of construction on the 101 and the introduction of HOV lanes will provide a faster lane for the route and likely reduce overall running times.

Figure 10: Line 19x (SBCC/Carpinteria Express)



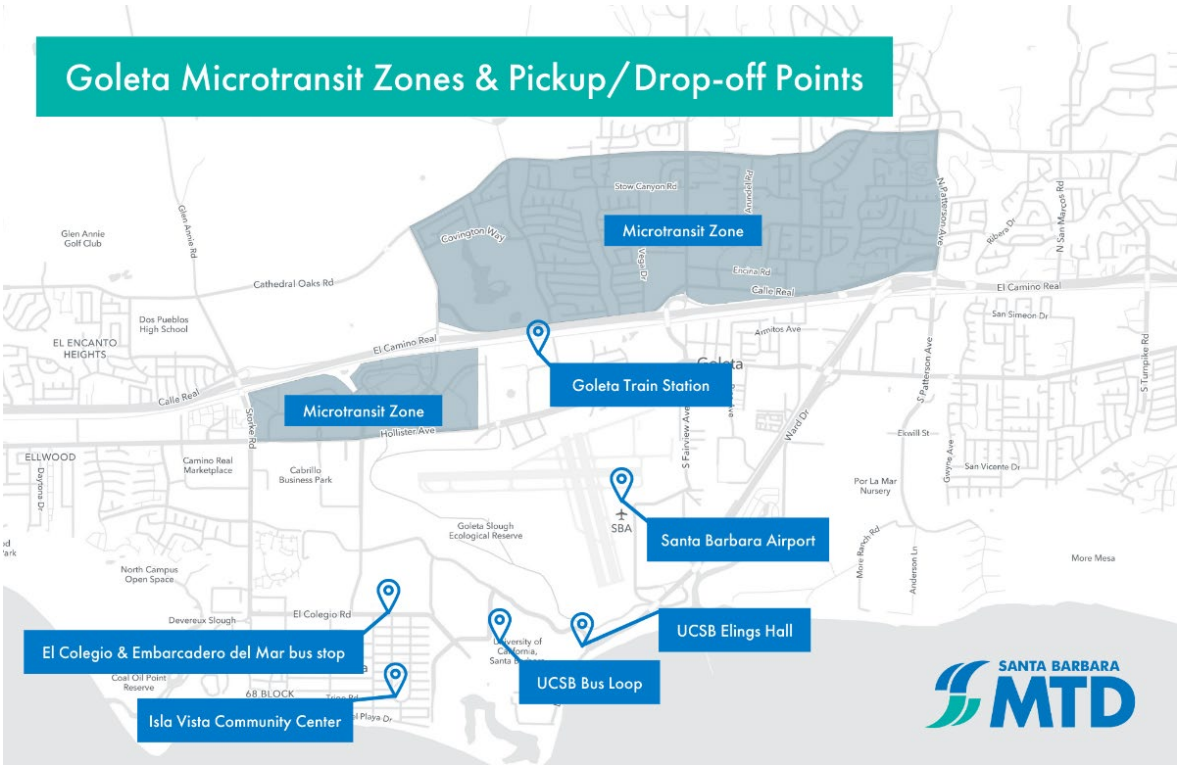
When asked if this service would encourage them to ride MTD more, 88% of respondents from impacted ZIP Codes indicated that they would either be very likely or somewhat likely to use MTD more if this service was implemented.

5.1.2 The Wave Goleta/Isla Vista

The Wave is a flexible, on-demand curb-to-curb microtransit service between any two points within a specified zone and points in Goleta and Isla Vista. Outside of the specific zone areas, other pickup points include the Goleta Amtrak station, Santa Barbara Airport, UCSB, Isla Vista Community Center, and El Colegio Road. The zones include Calle Real commercial areas, residential neighborhoods and parks, and houses of worship south of Cathedral Oaks area between Los Carneros and Patterson, and the business park area and housing south of the 101 freeway near Goleta City Hall. The service would operate Tuesday through Sunday from 10am-9pm.

The operation of this pilot project is funded for one year through a Caltrans LCTOP grant and will utilize ADA-accessible battery-electric vehicles. The fare per one-way trip would be $3 regular fare and $1.50 reduced fare for seniors (62+) and those with disabilities, with free transfers to MTD fixed routes. Rides can be ordered via a smartphone app or by calling the Transit Center. The service area is shown in Figure 11.

Figure 11: The Wave Goleta/Isla Vista



There is a high level of community support and excitement for this new service. According to the survey, 78% of respondents in impacted ZIP Codes would either be much more likely or somewhat more likely to use MTD once this service is introduced. One survey respondent noted: "**It is nice to see an 'uber' service that takes into account accessibility needs and in electric vehicles. I would rather give my money to the city [sic] than to Uber**."

Discussed in further detail in Section 5.4, it is proposed to permanently discontinue Line 10, which has been suspended since March 2020. The introduction of this service will provide on-demand service to the most populated portion of the Cathedral Oaks corridor where Line 10 previously operated, and will provide service that is more frequent and convenient than Line 10. People living in the area previously served by Line 10 will largely be able to use the Wave to reach the destinations they previously used Line 10 for, and can benefit from free transfers from the Wave to MTD's other fixed routes.

5.1.3 Lines 23 and 25 Operational and Routing Changes

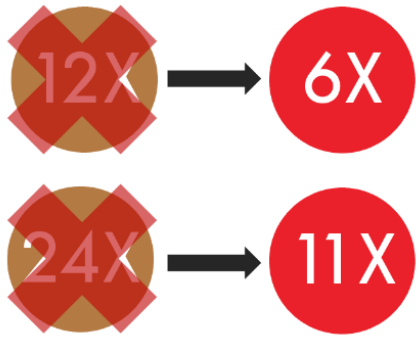
During the *MTD Moves Ahead* planning process, an opportunity was identified to link or interline Lines 23 and 25 at Calle Real and Winchester Canyon Road so that one line becomes the other line. This will give riders in Western Goleta a one-seat ride through the area and further into Goleta, Isla Vista, or Santa Barbara without having to rely on confusing transfers, and MTD can make this operational change that will improve service and the customer experience without additional operating resources. Fifty-four percent of respondents in impacted ZIP Codes noted that they would be much more or somewhat more likely to use MTD once this service change is made.

A summary of the changes is shown in Figure 12.

Figure 12: Lines 23 and 25 routing changes

5.1.4 Rename Bus Lines

MTD operates express bus lines that it denotes with an 'x' after the line number. Since Line 12x is an express version of Line 6, it will be renamed as Line 6x to better align naming and improving trip planning and wayfinding. Similarly, since Line 24x is an express version of Line 11, it will be renamed as Line 11x. Moving forward, when MTD introduces new express, it should consider whether the route has a 'parent' route so that the line naming aligns with the broader network and helps with trip planning and wayfinding.



When asked about attitudes towards these proposed line name changes in the Summer 2022 survey, only 22% didn't support the changes, while most were supportive or didn't have a feeling either way. Of course, riders become accustomed to traditional naming, but bringing a new name will help new riders navigate the system.

Importantly, the cost for this change will be minimal as MTD embarks on bus stop rebranding efforts, so these naming changes will work in concert with stop rebranding. Some advertising and messaging will be required but can occur in tandem with MTD's other outreach work leading to the implementation of *MTD Moves Ahead* and its ongoing outreach.

5.2 Mid-Term Service Priorities

In the mid-term, *MTD Moves Ahead* will introduce service changes that require some increase in service hours and operating resources; specifically, an additional 9,401 annual revenue hours will be required to implement all the changes in this package.

These service improvements have been identified to be implemented in this time period because a large positive impact can be made for a relatively small increase in service hours. As with all recommended service changes in this plan, it is important to note that there is a possibility that workforce constraints will continue and limit the implementation of some of the recommendations.

Service proposals for mid-term service priority are summarized in Table 9.

Table 9: Mid-term service priorities

Service change	**Proposed change in annual revenue hours (compared to Aug 2022 service levels)**	**August 2022 service levels (annualized)**	**Notes**
Lines 1 and 2 frequency and service span improvements	1: +1,588 2: +654 Total: +2,241	1: 10,197 2: 16,003 Total: 26,200	Slight reduction in peak service and increase in service during off-peak hours results in a total number of hours similar to pre-COVID
Lines 4 and 17 frequency and service span improvements	4: +1,240 17: +961 Total: +2,200	4: 4,531 17: 3,387 Total: 7,918	Increase in frequency results in more revenue hours
The Wave Carpinteria	+4,960	N/A	Includes service area previously served by Line 36 – Seaside Shuttle
Total change in hours compared to August 2022 annualized	+9,401		

5.2.1 Lines 1 and 2 Improvements

Lines 1 and 2 are the main lines providing local service in Santa Barbara and connect West and East Santa Barbara to the Downtown Transit Center to facilitate regional travel. These lines are some of the most

productive in the system, and retained significant ridership during the pandemic[6], helping to transport essential workers.

Currently, Lines 1 and 2 operate on weekdays from approximately 6am to 10pm. The lines operate with 15-minute frequencies for most of the day until approximately 6pm, where frequencies fluctuate between every 30 and 45 minutes until end of service. On Saturdays, these lines also operate from approximately 6am to 10pm with frequencies that fluctuate between around every 20 and 30 minutes, and the lines operate from approximately 8am to 9pm with similar frequencies that fluctuate between 20 and 30 minutes. *MTD Moves Ahead* proposes both frequency and service span improvements, creating more consistent weekday frequencies of every 30 minutes between 6pm and 10pm, and extending the weekday service span until midnight, with 60-minute service from 10pm-12am (Figure 13).

Figure 13: Summary of Lines 1 and 2 changes

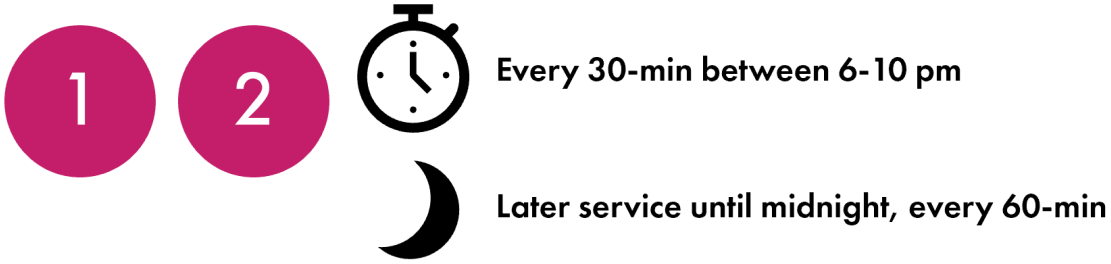


Figure 14: Lines 1 and 2

[6] Lines 1 and 2 lost about 30% of ridership compared to 63% drop systemwide, comparing FY18-19 and FY20-21.

According to survey results, 59% of respondents in impacted ZIP Codes would be either much more or somewhat more likely to use MTD once these services are implemented. One respondent noted: "**I love the service changes for Lines 1, 2, 4, and 17. Particularly the availability during the late hours. As someone who has had to walk late at night from work. This would give me a safe way home without worrying about late shifts**."

5.2.2 Lines 4 and 17 Improvements

More and better service in the Mesa was a request heard from the community during both stages of community outreach. In response, *MTD Moves Ahead* proposes to improve frequencies and service spans on Lines 4 and 17.

Currently, Lines 4 and 17 operate on weekdays from approximately 6:30am to 9pm with service every 35 minutes until 7pm, where service is reduced to every hour until end of service. Under the service changes in *MTD Moves Ahead*, Lines 4 and 17 would both operate with 30-minute frequencies between 9am and 6pm, and the service span would be extended until 10pm, with 35-minute service from 6pm-10pm (Figure 15).

Figure 15: Summary of Lines 4 and 17 changes

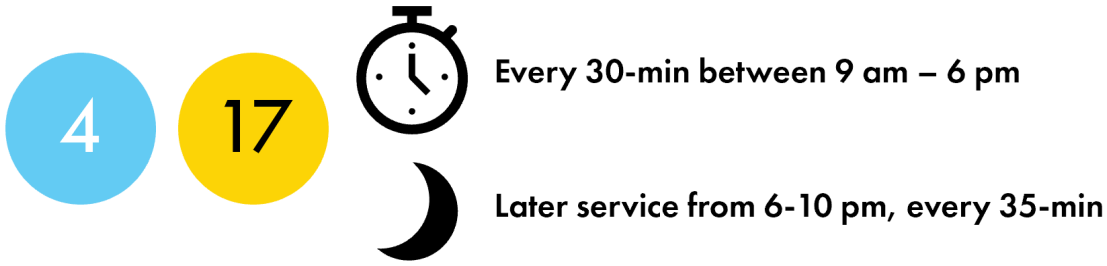


Figure 16: Lines 4 and 17

According to survey results, 65% of respondents in impacted ZIP Codes would be much more likely or somewhat more likely to use MTD once these service improvements are implemented.

5.2.3 The Wave Carpinteria

In the mid-term period, it is recommended to implement the Wave in the Carpinteria area as well. This model is the same as the Wave Goleta/Isla Vista, providing a flexible, on-demand shared ride curb-to-curb microtransit service covering the entire City of Carpinteria and some unincorporated County areas, including the Santa Claus Lane area. The exact days of the week and service span have not yet been specified, but it will be equivalent to ten hours a day, six days a week.

Survey respondents were very enthusiastic about the Wave in Carpinteria, with 94% of respondents in the affected ZIP code noting that they would be much more likely or somewhat more likely to use MTD if this service is implemented.

Figure 17 shows the proposed service area and points of interest.

Figure 17: The Wave Carpinteria

Introduction of the Wave in Carpinteria would result in the elimination and replacement of Line 36, the Seaside Shuttle, and resources that previously went to the Seaside Shuttle can be reallocated to this service and other service improvements. Further, the proposed Wave service area is considerably larger than the area covered by the Seaside Shuttle. The transition of resources from the Seaside Shuttle to the Wave in Carpinteria ultimately helps to provide better service and increased service coverage in Carpinteria.

5.3 Long-Term Service Priorities

Long-term service changes will be the most challenging to implement, either because they require a significant investment in new service hours or because funding has not been identified to implement the proposed service change. In the long-term, service span and frequency improvements would be seen on three key Lines: 6, 11, and 20. Long-term service changes also include the introduction of a new and reconfigured Downtown-Waterfront Shuttle.

Long-term service priorities are summarized in Table 10.

Table 10: Long-term service priorities

Service change	Proposed change in annual revenue hours (compared to Aug 2022 service levels)	August 2022 service levels (annualized)	Notes
Lines 6 and 11 frequency and service span improvements	6: +5,307 11: +8,452 Total: +13,759	6: 17,975 11: 27,467 Total: 45,442	Significant increase in revenue hours due to longer span and more frequent service and length of these lines
Line 20 frequency and service span improvements	+6,936	16,067	Significant investment in revenue hours
Downtown-Waterfront Circulator	+6,040	N/A	No funding currently identified; requires funding agreement with City partners New service will be faster due to transit signal priority and using streets with fewer stops Service levels are proposed to be lower than pre-COVID
Total change in hours compared to August 2022 annualized	+26,735		

5.3.1 Lines 6 and 11 Improvements

Lines 6 and 11 provide service between the Downtown Transit Center in Santa Barbara, Goleta, and UCSB. These lines operate along the same State/Hollister corridor for much of their alignment and thus can operate as one "line" with more frequent composite headways for most of the day. These lines are among the most productive and heavily used in the system[7]; they have also been identified in regional plans as key transit routes.

Currently, Lines 6 and 11 operate with 30-minute service (to create a 15-minute combined frequency) for most of the day, from start of service (around 6am) to 6pm. During the evening and late-night periods, frequencies on Line 11 drop to between every 30 minutes and every 60 minutes, with service ending much

[7] Lines 6 and 11 carried about 30% of all ridership in April 2022.

earlier on Line 6. The *MTD Moves Ahead* proposals would improve frequencies during the AM and PM peak periods, as well as provide more frequent late-night service on Line 11 (Figure 18). Specifically:

- 6am-8am, 20-minute service (10-min combined frequency)
- 8am-3pm, 30-minute service (15-min combined frequency)
- 3pm-6pm, 20-minute service (10-min combined)
- 6pm until end of service, 30-minute service

Figure 18: Summary of Lines 6 and 11 changes

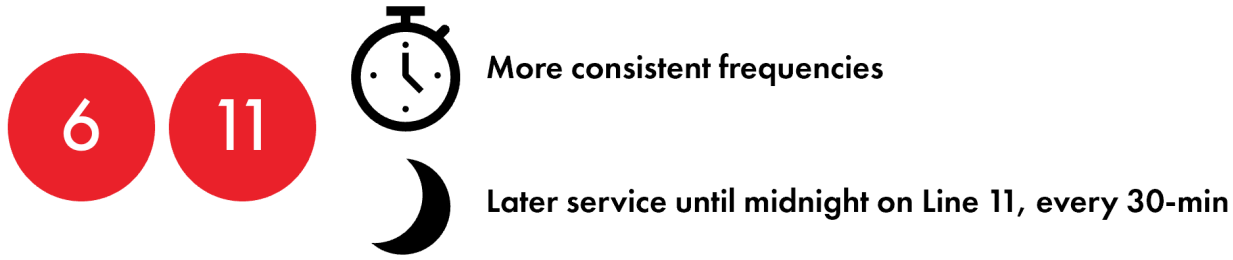
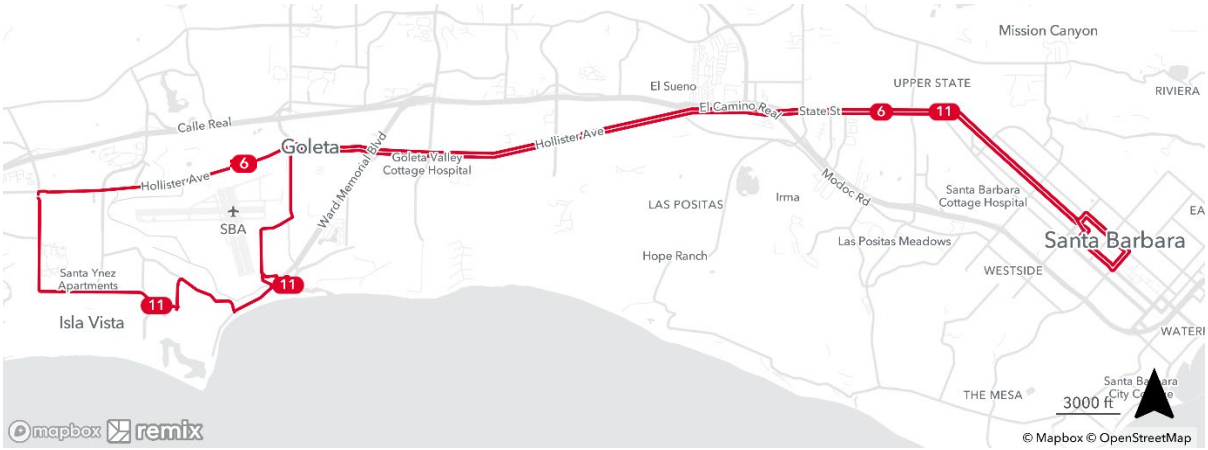


Figure 19: Lines 6 and 11



Though this service change requires a significant increase in hours, it is very popular with the public, which reiterates how important these lines are to the community and how important it is to have frequent, all-day service between the Transit Center and Goleta/Isla Vista/UCSB. According to survey results, 88% of respondents in impacted ZIP Codes, and 80% of overall respondents, regardless of home location, would be much more likely or somewhat more likely to use MTD if these service changes are implemented. This high level of widespread community supports reinforces the importance of these lines to the overall MTD network. These lines also serve areas that are destined for housing development, and that contain identified low-income and disadvantaged communities.

5.3.2 Line 20 Improvements

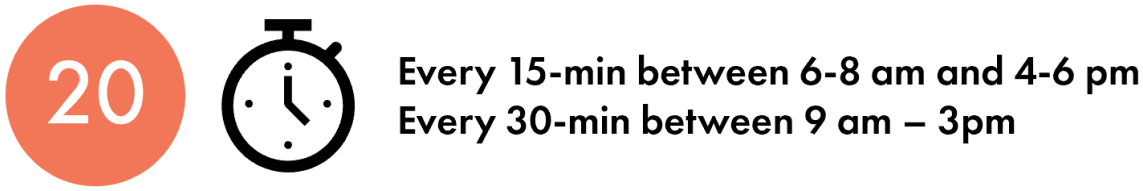
Line 20 provides the only current connection between Carpinteria and Santa Barbara in the MTD system. During the pandemic, Line 20 experienced the least ridership loss[8]. Because this route clearly provides an important community service, *MTD Moves Ahead*—as a process focused on equity—proposes to improve weekday frequencies throughout most of the day and extend peak hour service (in the peak direction).

Currently, Line 20 operates with 30-minute frequencies during AM and PM peak. Prior to April 2022 service reductions, Line 20 also operated a "super peak" with 15-minute service for one hour in the peak direction during the AM and PM, and 40-minute headways midday. Currently during the midday and night, service operates every hour. Under *MTD Moves Ahead,* Super peak service would be extended by one hour during each time period, operating with 15-minute service from 6am-8am in the inbound (to Santa Barbara) direction and from 4-6pm in the outbound (to Carpinteria) direction. Specifically:

- AM 15-min super peak 6am-8am (northbound direction)
- 30-min during the midday (8am-4pm)
- PM super peak 15-min 4pm-6pm (southbound direction)
- 30-min evening service (6pm-8pm)
- 60-min late night service (8pm-11pm)

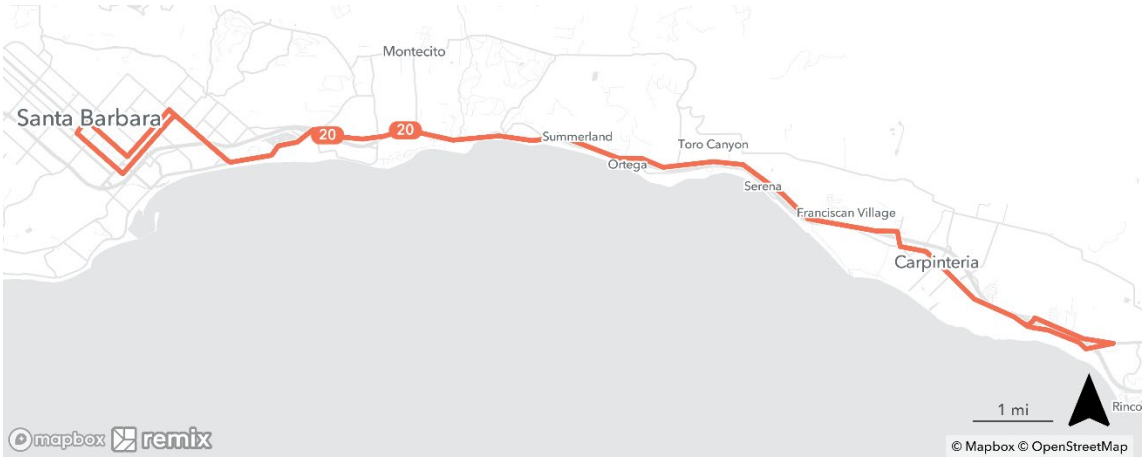
These changes are summarized in Figure 20.

Figure 20: Summary of Line 20 changes



[8] Line 20 retained nearly 70% of its ridership in FY20-21, compared to the systemwide average of 37% compared to FY18-19.

Figure 21: Line 20



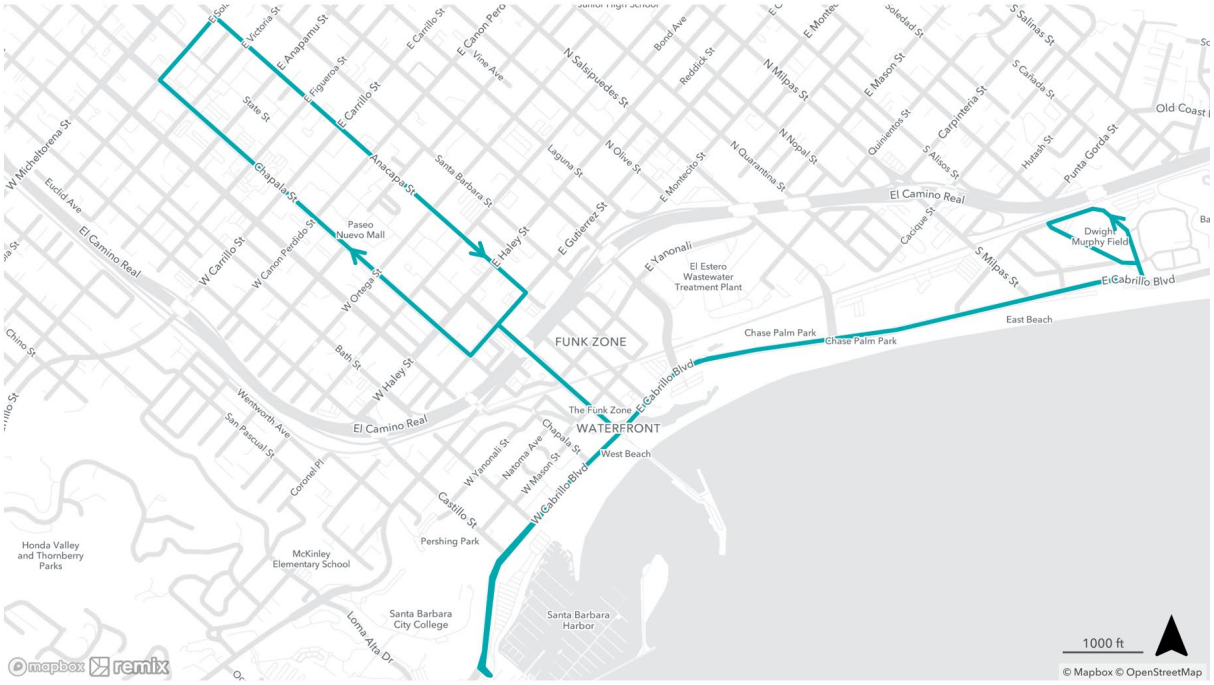
A high level of community support was also shown for this service change, with 84% of respondents in impacted ZIP Codes noting that they would be much more likely or somewhat more likely to use MTD if this service was implemented.

5.3.3 Downtown-Waterfront Shuttle

As a result of the COVID-19 pandemic, State Street, the main street running through downtown Santa Barbara, closed to all vehicle traffic. The State Street Promenade appears as though it may remain a pedestrian walkway (also open to bikes) along State Street between Sola and Gutierrez Streets. Because of this and other pandemic-related service cuts, the Downtown-Waterfront Shuttle has been suspended since April 2020. The shuttle is a staple of the local community, so it is important to provide a reimagined Downtown-Waterfront Shuttle or some kind of downtown circulator running on different streets that are open to vehicle traffic. The new and modified Downtown-Waterfront Shuttle is proposed to run along Chapala and Anacapa instead of State Street, and operates as one shuttle system traveling through the waterfront (including the zoo) and downtown (Figure 22).

The service is proposed to operate Monday-Thursday every 30 minutes from 11am-6pm, and every 20 minutes from 11am to 9pm Friday-Sunday. This schedule is less frequent than the previous Downtown-Waterfront Shuttle schedule. During the peak summer season, the Downtown portion of the shuttle operated every 10 minutes from 10am-6pm and every 15 minutes from 6pm-9pm on Friday and Saturday evenings. The Waterfront portion of the shuttle operated every 15 minutes from 10am-6pm, and the portion between the Zoo and the Wharf operated every 15 minutes on Friday and Saturday evening from 6pm-9pm. During non-summer months, the Downtown Shuttle operated every 15 minutes from 10am-6pm and the Waterfront Shuttle operated every 30 minutes during this time.

Figure 22: Downtown-Waterfront Shuttle



Previously, operation for the Downtown-Waterfront Shuttle was partially funded by the City of Santa Barbara via a fare buydown of approximately $1.2 million a year, but the funding agreement has expired and at this point no funding for reinstating this service has been identified. There is also a high level of support to bring the shuttle back from various sectors including local businesses, Chamber of Commerce, tourism, and the local community. According to survey results, 82% of respondents in impacted ZIP Codes would be much more likely or somewhat more likely to ride if the Downtown-Waterfront Shuttle was reinstated. Seventy-five percent of all respondents from the entire MTD service area also noted that they would be either much more or somewhat more likely to ride if the Shuttle was reinstated.

One respondent noted: "**I would love to see the waterfront shuttle return! It was a great way to avoid traffic/parking as a downtown resident, and made beach trips manageable with and for out of town guests**." Other respondents commented that they would be in support of a different, increased fare structure for the shuttle to see it return.

Due to these funding limitations, the reinstatement of the Downtown-Waterfront Shuttle is a long-term goal, and one that cannot be realized with current funding constraints. MTD can explore different partnerships for funding or different strategies to phase in the service over time, such as beginning with service only during peak days (Friday-Sunday) or only during peak times of the year. The new alignment of the Downtown-Waterfront Shuttle will also benefit from the TSP in Santa Barbara and the use of Chapala and Anacapa, which have fewer stoplights compared to the previous alignment down State Street. Both of these are opportunities to "speed up" the Downtown-Waterfront Shuttle and provide service with fewer hours.

5.4 Service Transitions

A part of the *MTD Moves Ahead* planning process was to strategically reallocate resources to services or areas where they can have a greater impact by carrying more riders or improving access during different times of the day. The result of this is a transition of some services to other services, or a different service

model that more people can access (such as the transition from fixed route to an on-demand microtransit service). When asked about these service transitions in the draft plan feedback survey, 46% of riders agree, 38% do not care, and only 10% disagree with proposed service transitions.

Because these three lines have been suspended since the onset of the COVID-19 pandemic in 2020, it is recommended to permanently remove these lines during plan year 1. Removing all three lines at once also enables MTD to complete necessary outreach and changes to schedules and other materials once.

Table 11 summarizes the service transitions resulting from *MTD Moves Ahead*. Section 8 explores the impacts on equity resulting from the service changes in *MTD Moves Ahead*.

Table 11: Service transitions

Line	Rationale	Annual pre-COVID revenue hours
10 (Cathedral Oaks)	• Extremely low ridership (<100 day) • Lowest passengers per revenue hour in FY2018-19 • Acted as additional school booster; MTD staff added an additional bus on the booster that serves the same corridor when K-12 schools reponed in 2021 to capture any riders who might have normally taken Line 10 to get to and from school • Introduction of The Wave microtransit in Goleta, most populated portion of Cathedral Oaks corridor would have on demand service with free transfers to several fixed routes	-1,728
36 (Seaside Shuttle)	• In FY2018-19, had second-lowest passengers per revenue hour • To provide local service in Carpinteria, microtransit would be a better fit than resurrecting the Seaside Shuttle • Line 36 service comprised a total of 4,222 revenue hours per year, and microtransit will provide better service covering the entire community using approximately 4,960 revenue hours a year	-4,222
37 (Crosstown Shuttle)	• In FY2018-19, Line 37 saw 15.9 passengers per revenue hour, in the 4th quartile in terms of productivity • Could be reintroduced at a later date depending on resources, and future improvements in Lines 1 and 2 could also help with access to destinations	-6,158

5.5 Service Priorities Summary

Table 12 shows the *MTD Moves Ahead* service priorities summarized by timeframe. While the phasing of the priorities was developed to be as realistic and implementable as possible, due to the operational realities and workforce constraints discussed earlier, it is important to remember that this plan is dynamic, and the

phasing is not set in stone. It is a possibility that phasing can be adjusted depending on MTD-specific circumstances, and how circumstances may change over the course of the five-year SRTP planning period.

Table 12: *MTD Moves Ahead* service priorities summary

	Immediate to short-term[9]	Mid-term	Long-term
Timeframe (goal)	1-2 years	2-4 years	4-5 years
Service changes	Line 19x The Wave Goleta/Isla Vista Line 23 and 25 operational changes Restore service to (Lines 15x, 27, 28)	Lines 1 and 2 frequency and service span improvements Lines 4 and 17 frequency and service span improvements The Wave Carpinteria	Lines 6 and 11 frequency and service span improvements Line 20 frequency and service span improvements Downtown-Waterfront Circulator
Change in annual revenue hours (compared to August 2022 service levels annualized)	+14,909	+9,401	+26,735
Total estimated annual revenue hours	186,005	195,406	222,141

Subsequent sections of this report discuss other considerations to improve service and the customer experience, including recommendations for future investments in service past the SRTP planning horizon, supporting recommendations, and considerations for transit priority measures.

[9] Service transitions (Lines 10, 36, and 37) accounted for in plan year 1.

6 ACCESS IMPACTS

In the existing conditions report, we analyzed the ability of MTD riders to access opportunities throughout the service area. Access to opportunities varies by mode, time of day, day of week, where the trip starts and ends, and travel time threshold. Measuring the access that a transit network provides to opportunities within a reasonable amount of time helps quantify the usefulness of a transit network. Measuring access is also useful for comparing network concepts, and here, comparing the outcomes of the *MTD Moves Ahead* network to the existing network[10].

As in the existing conditions analysis, we measured access and impacts to access using the Jane tool in the planning software Remix. This tool creates travel isochrones, which are different-colored shapes that measure how far one can travel from a given location at a given time under different time thresholds. With the Jane tool, we can specify a location of interest and then use the bus network and schedule, along with demographic and job data, to calculate how many jobs or people are reachable to or from Jane at that location at different times of the day by transit. In addition to setting a baseline for existing accessibility, this tool was used during the development of network concepts to understand how different service concepts affected network accessibility differently, from different part of the service area, and at different times of day and days of the week, ultimately steering decision making.

The Jane tool has some limitations. It currently does not integrate proposed microtransit zones into the access analysis, and cannot quantify the benefits of different transit priority measures that can speed up bus travel time, such as bus only lanes and transit signal priority. Understanding this, the numbers provided in the proposed network are likely undercounts, especially in areas close to where microtransit zones will be implemented.

We compared differences in access between MTD's 2019 network and the *MTD Moves Ahead* network at the same six locations and time points as presented in the existing conditions analysis (weekdays at 7am, weekdays at noon, and Saturday at noon) to demonstrate how access fluctuates based on time of day. We also measured how many people can reach the six different locations with transit for a given time threshold[11].

Overall, the differences in the analysis below are minor between the 2019 network and the proposed network for a few reasons. First, MTD's service area has a set geography, and its route alignments are already optimized. Second, frequency during peak hours wasn't altered to a significant extent and much of the investment of *MTD Moves Ahead* is during off-peak hours but was limited by operator shortages. Third, **improving operating speeds will help people travel further and access more destinations; as described in later sections, MTD will continue to push to implement measures to speed up buses and this will help improve access to opportunities, particularly for shorter travel times. Finally, another key lever to improve access is through improving land use decisions—creating more mixed-use communities means that people can access more things in shorter amounts of time, rather than needing to travel to segregated land uses (e.g., housing at one end of a community, shopping at another end).**

[10] For purposes of comparison, differences in access were analyzed for the *MTD Moves Ahead* network and the 2019 network. Neither network includes school boosters, but the 2019 network does include the Amtrak first/last mile shuttles which are currently still suspended.

[11] During the time between the existing conditions analysis and development of the final *MTD Moves Ahead* plan, Remix has updated how it calculates and classifies jobs and population. Thus, access numbers from the 2019 baseline network may differ from those presented in the existing conditions analysis.

6.1 Transit Center

The Transit Center in downtown Santa Barbara is where several routes converge, enabling substantial reach to jobs across more of the service area within 60 minutes of travel time. Figure 23 shows how many jobs Jane can access from the Transit Center at 7am on a weekday, and Figure 24 compares access at different times and days between the *MTD Moves Ahead* network and baseline (2019) network.

Figure 23: Job access from the Transit Center on weekdays at 7am

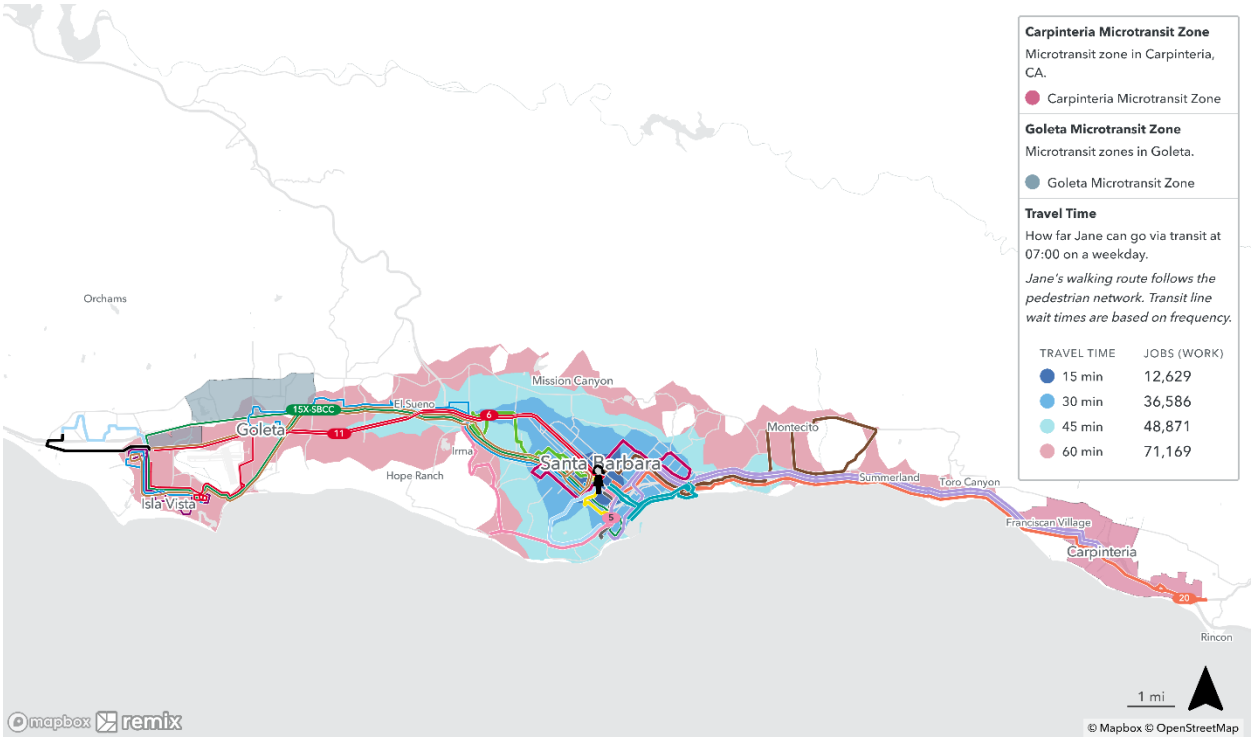


Figure 24: Jobs access from the Transit Center: comparison

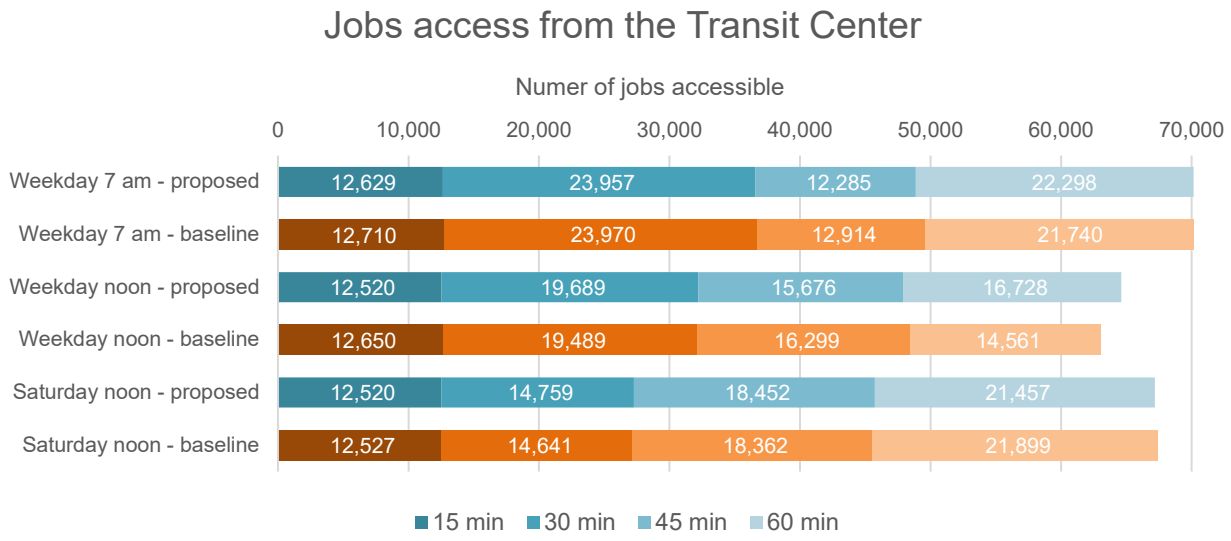


Figure 23 shows that over 71,000 jobs are accessible from the Transit Center on a weekday at 7am. Changes in access from the Transit Center at different times of the day and in different time intervals are virtually identical. This illustrates the impacts of the trade-offs that occurred as a part of this planning process, and the reallocation of existing resources as opposed to the dramatic or significant introduction of new services as necessitated by the current operational and workforce constraints. Here, accessibility impacts from the removal or reduction of services such as the Crosstown Shuttle and Downtown-Waterfront Shuttle are mitigated through other service improvements, such as improvements to Lines 6, 11, 4, and 17.

Figure 25 shows the number of people who can access the Transit Center under the *MTD Moves Ahead* network on a weekday at 7am and Figure 26 compares person-access between the two networks.

Figure 25: Person access to the Transit Center on weekdays at 7am

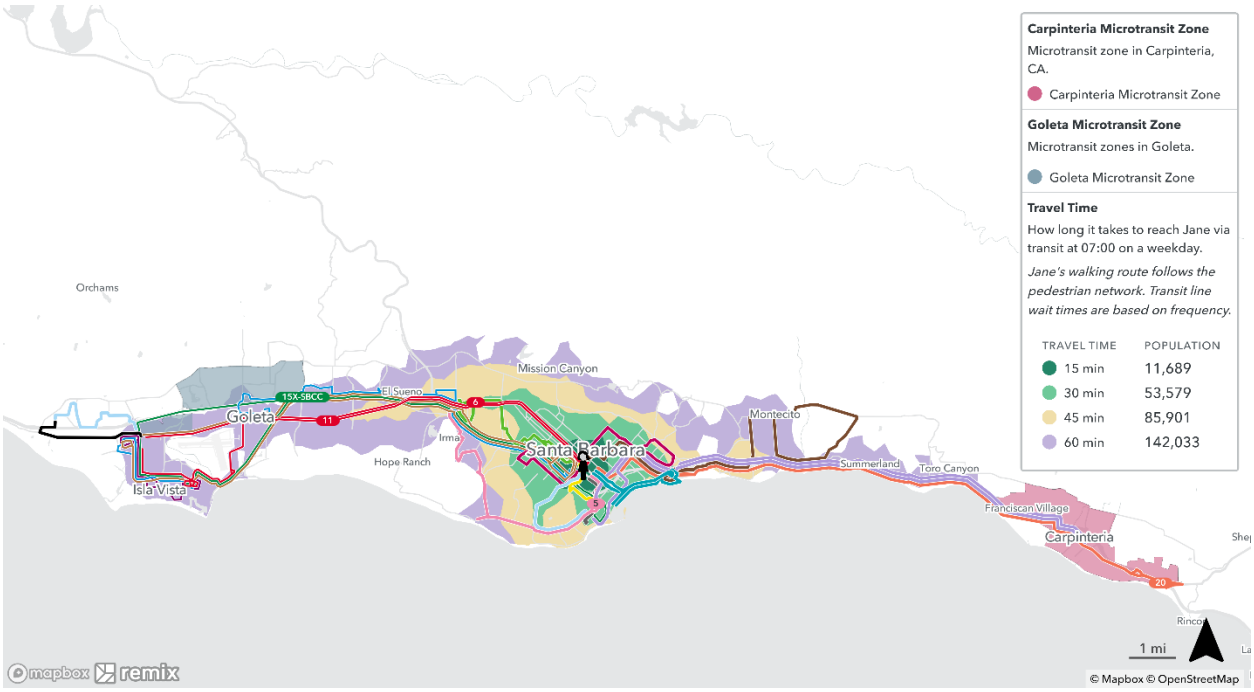


Figure 26: Person access to the Transit Center: comparison

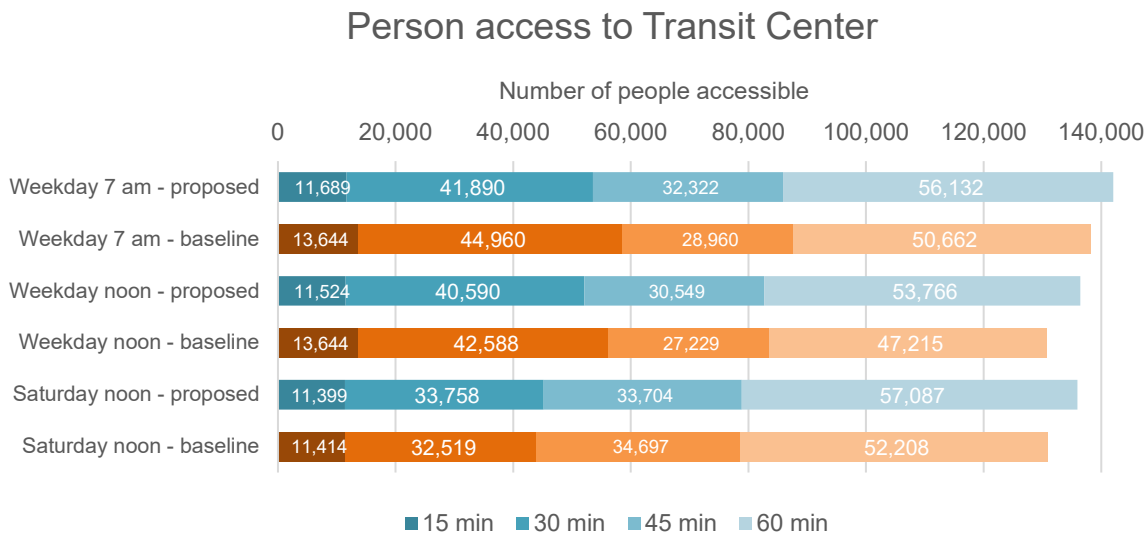


Figure 25 shows that over 53,000 people can access the Transit Center within 30 minutes at 7am on a weekday, and this number increases to 142,000 in 60 minutes. Figure 26 tells a similar story to Figure 24, and access is better in the baseline scenario especially on weekdays in the 30 minute and 45 minute ranges. As more resources become available, MTD can work to improve and increase access further.

One main service investment in the *MTD Moves Ahead* network is to extend the service span on Lines 1 and 2 on weekdays until midnight. When looking at late-night access to the Transit Center, access is improved. Specifically, on weekdays at 11pm, 3,000 more people can access the Transit Center when compared to the baseline network.

6.2 State and La Cumbre

State and La Cumbre is a major intersection along the State Street corridor and the stop pair located here serves as a transfer point. The area is job-dense and includes key local and regional destinations including a Target, Macy's, pharmacies, pet stores, La Cumbre Plaza, and others. The La Cumbre Plaza area is slated for future development, including significant housing units. A specific plan is expected to be developed in the next few years. Figure 27 shows how many jobs can be accessed in different time intervals from State and La Cumbre on a weekday at 7am, and Figure 28 compares access between the proposed and existing networks.

Figure 27: Job access from State and La Cumbre on weekdays at 7am

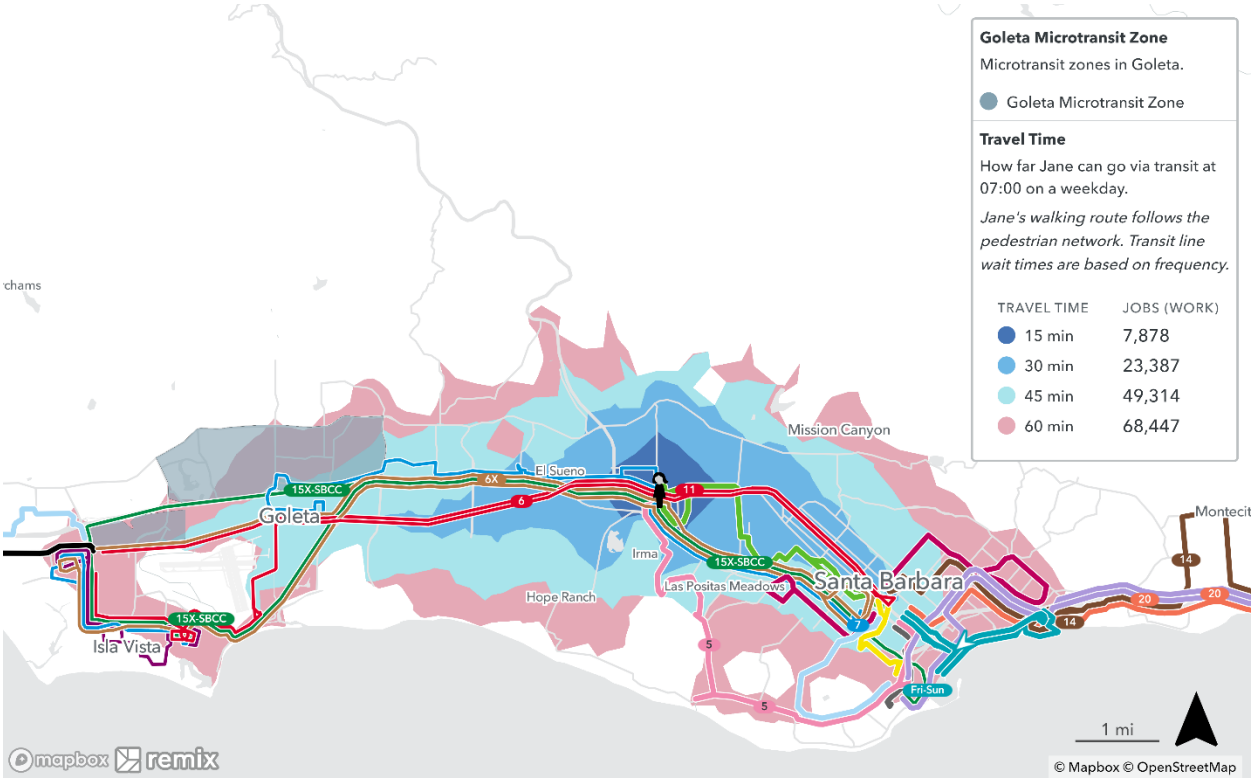


Figure 28: Job access from State and La Cumbre: comparison

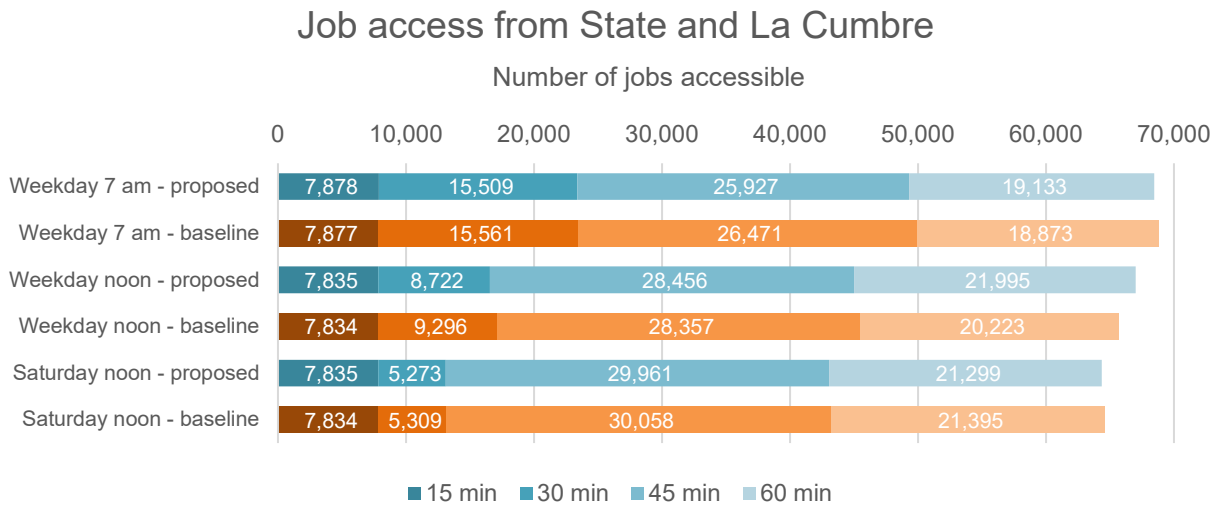


Figure 27 shows that Jane can access nearly 24,000 jobs within 30 minutes of travel time from State and La Cumbre at 7am on a weekday. Figure 28 shows that the differences in access are nearly identical between the two networks and across different days and different times of the day. Decreases in access could be expected from the removal of Line 10, but this is mitigated from improvements in other areas. Further, this exercise does not take into account the Goleta microtransit zone, which covers much of the Line 10 service area. Within the two Goleta microtransit zones, there are an estimated 4,400 jobs. Access to some of these jobs were not taken into account under the *MTD Moves Ahead* network and the numbers presented here would likely increase if these were considered in the analysis.

Figure 29 shows the number of people who can access State and La Cumbre under the *MTD Moves Ahead* network on a weekday at 7am and Figure 30 compares person-access between the two networks.

Figure 29: Person access to State and La Cumbre on weekdays at 7am

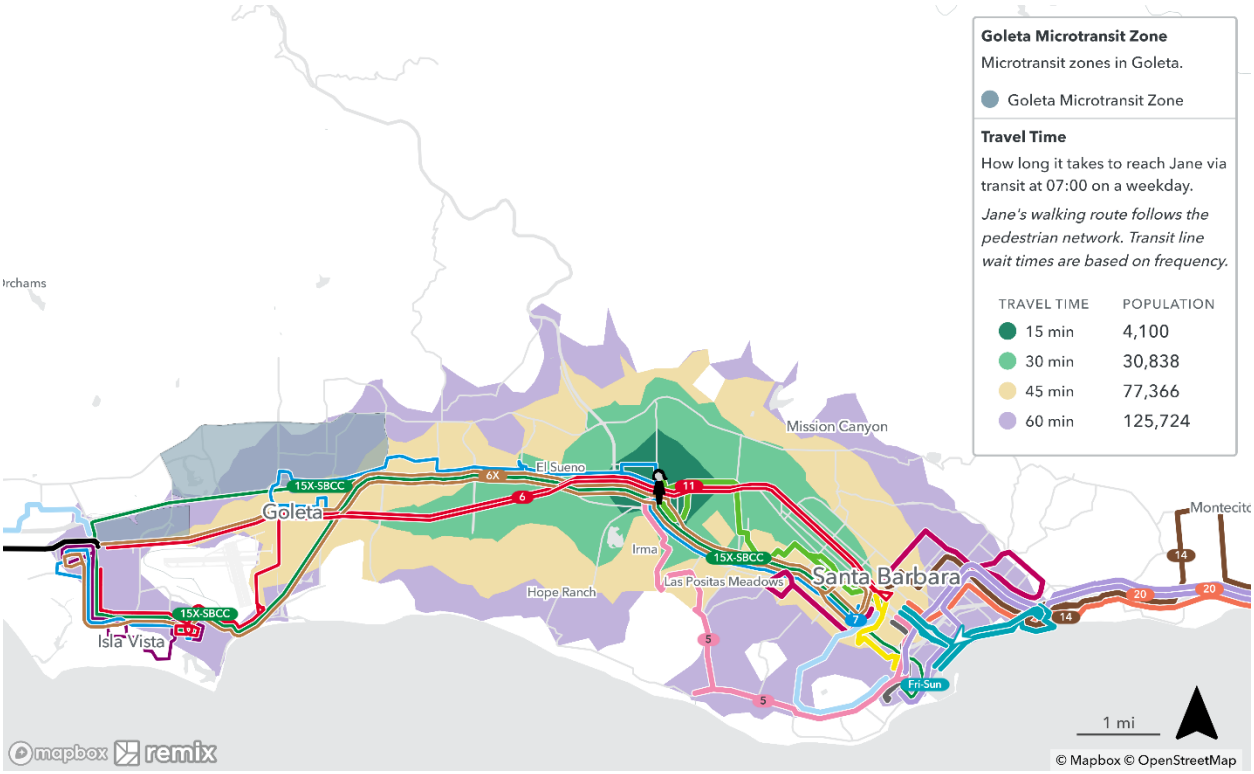


Figure 30: Person access to State and La Cumbre: comparison

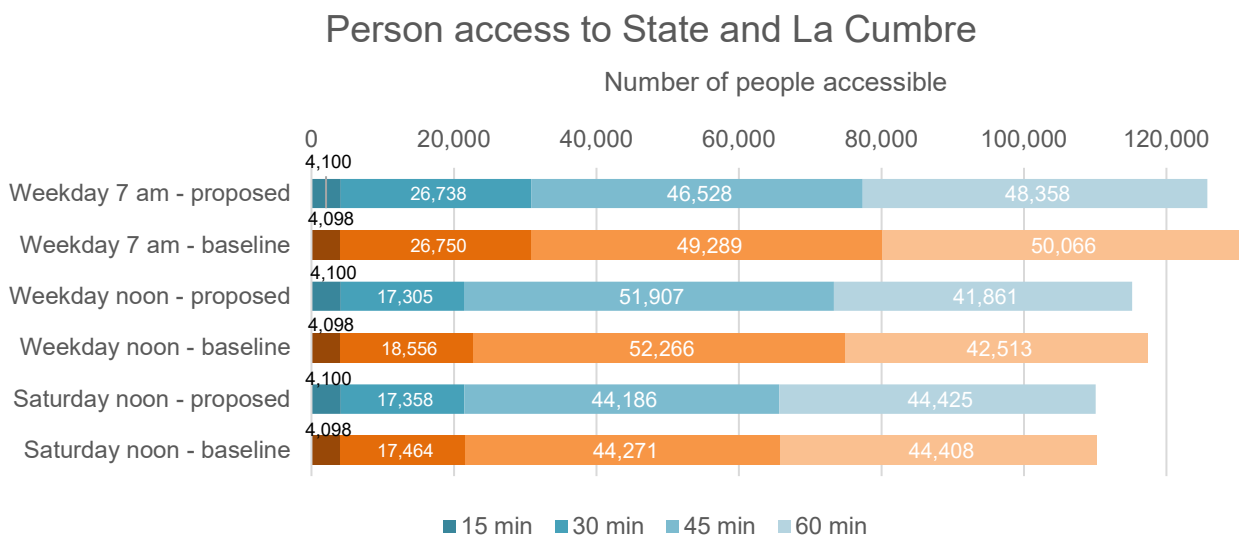


Figure 29 shows that over 30,000 people can access State and La Cumbre within 30 minutes at 7am on a weekday. As with access to jobs, Figure 30 shows that the number of people who can access State and La Cumbre is less in the proposed network compared to the baseline network. This does not account for the population of the Goleta microtransit zones, which hold an estimated 10,700 people. Line 7 will also connect

the La Cumbre area to the Goleta microtransit zone. Overall, access is best during peak weekday hours and is lowest on weekends.

6.3 UCSB

The UCSB campus is not only a key destination for the 26,000 UCSB students, but is also the largest employer in the County, serving as a job-dense trip generator. Access was measured from the UCSB bus loop to minimize the impacts of walking distance from different campus buildings to the bus stop.

Figure 31 shows how many jobs can be accessed in different time intervals from UCSB on a weekday at 7am, and Figure 32 compares access between the proposed and existing networks.

Figure 31: Job access from UCSB on weekdays at 7am

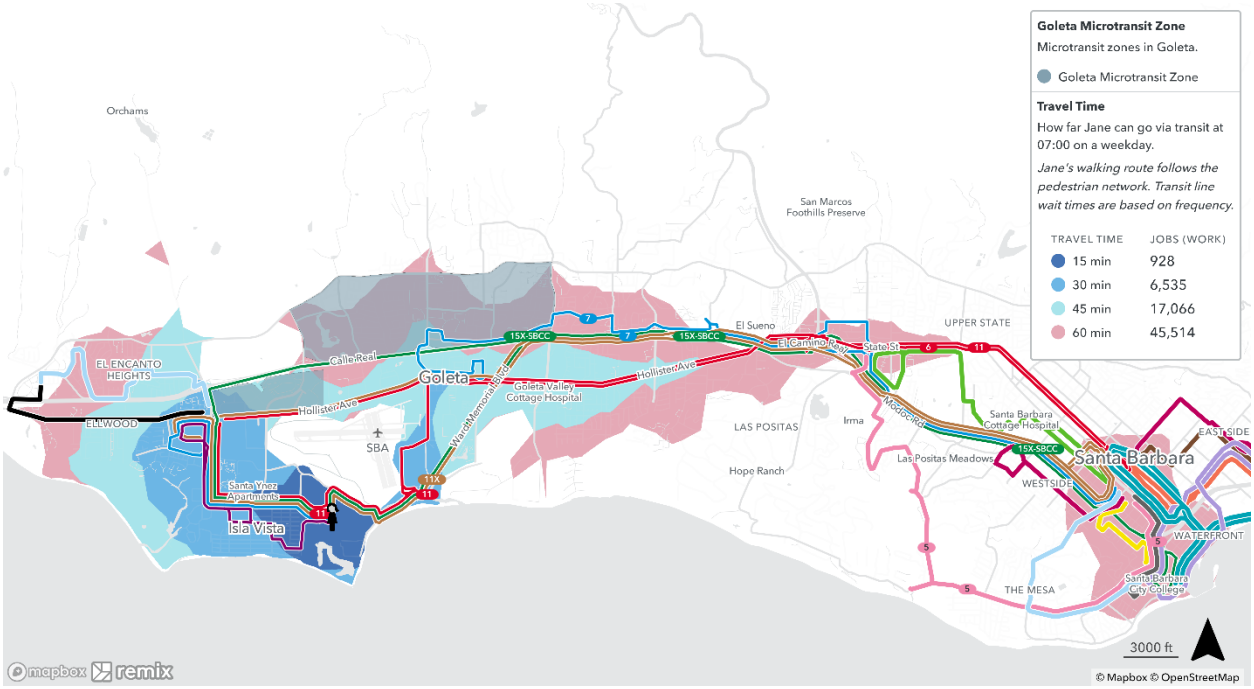
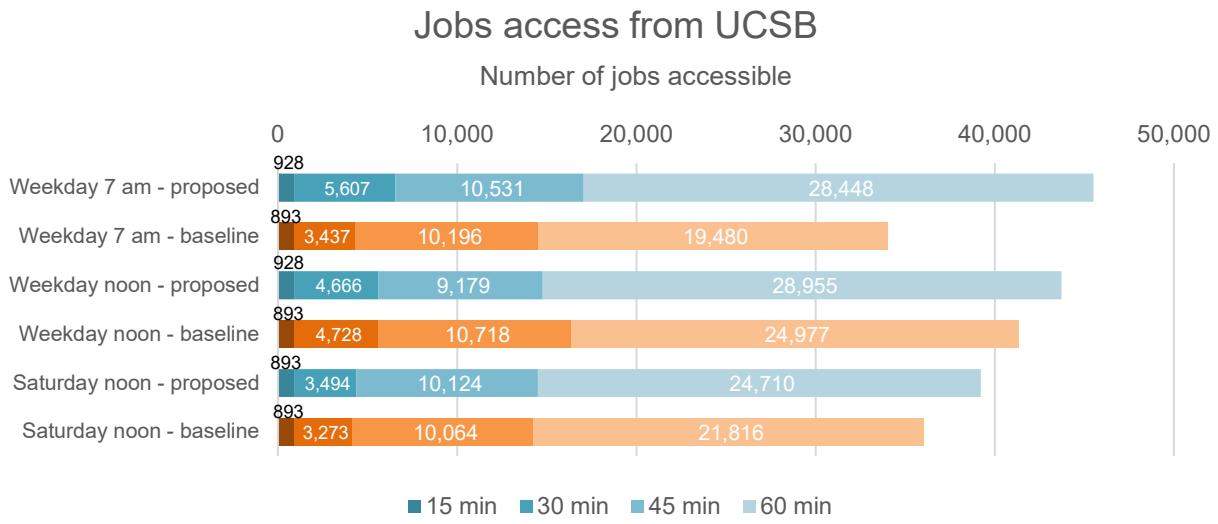


Figure 32: Job access from UCSB: comparison



For weekdays at 7am, access is improved across every time interval when compared to the baseline network, likely largely as a result of the improved frequencies on Lines 6 and 11 during the AM peak period. Over 6,000 jobs can be accessed within 30 minutes, compared to 4,330 jobs that can be accessed within 30 minutes in the baseline network.

During the weekday noon period, overall access is improved but access during the 45-minute time interval is less than the baseline network. This is potentially also due to the removal of Line 10. Finally, access would be improved even more with the inclusion of the microtransit zones in the analysis, especially for the midday timeframes.

Figure 33 shows the number of people who can access UCSB under the *MTD Moves Ahead* network on a weekday at 7am and Figure 34 compares person-access between the two networks.

Figure 33: Person access to UCSB on weekdays at 7am

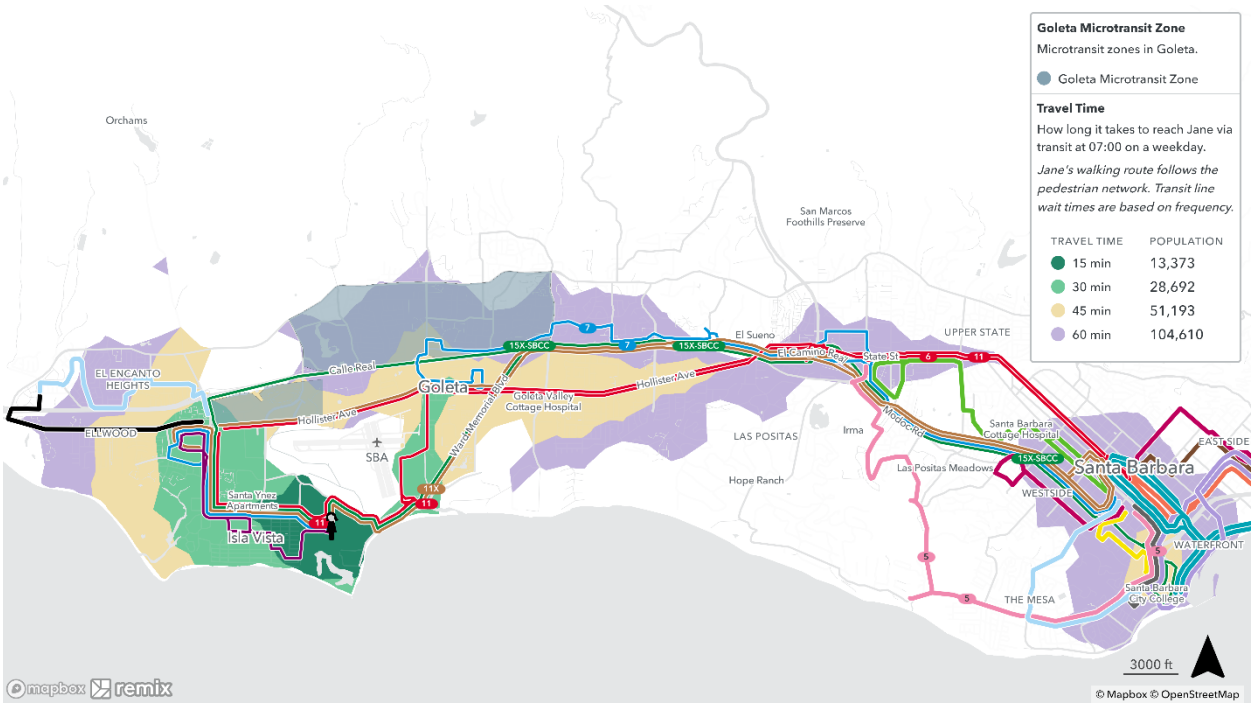
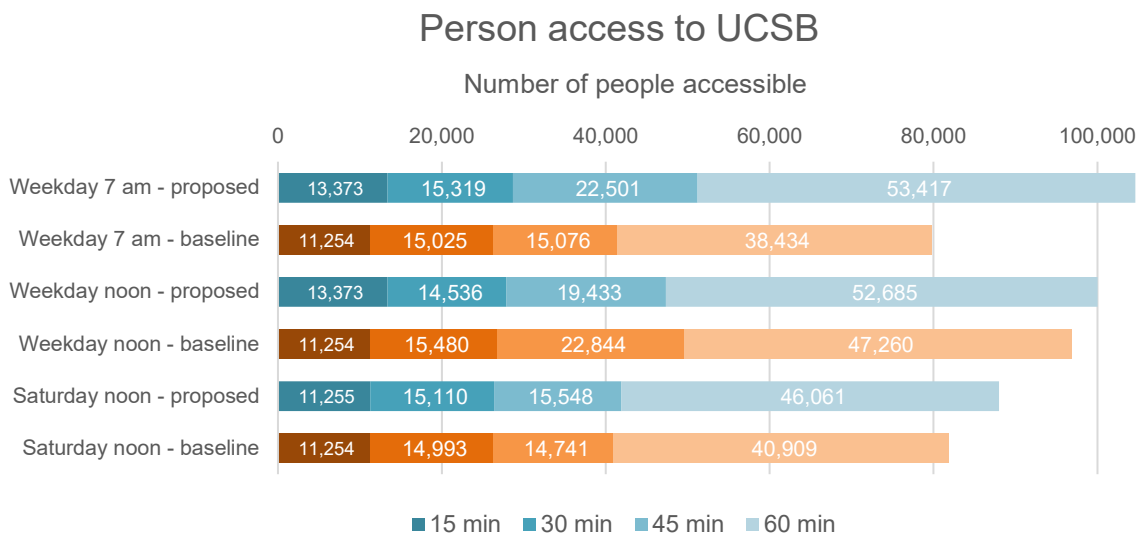


Figure 34: Person access to UCSB: comparison



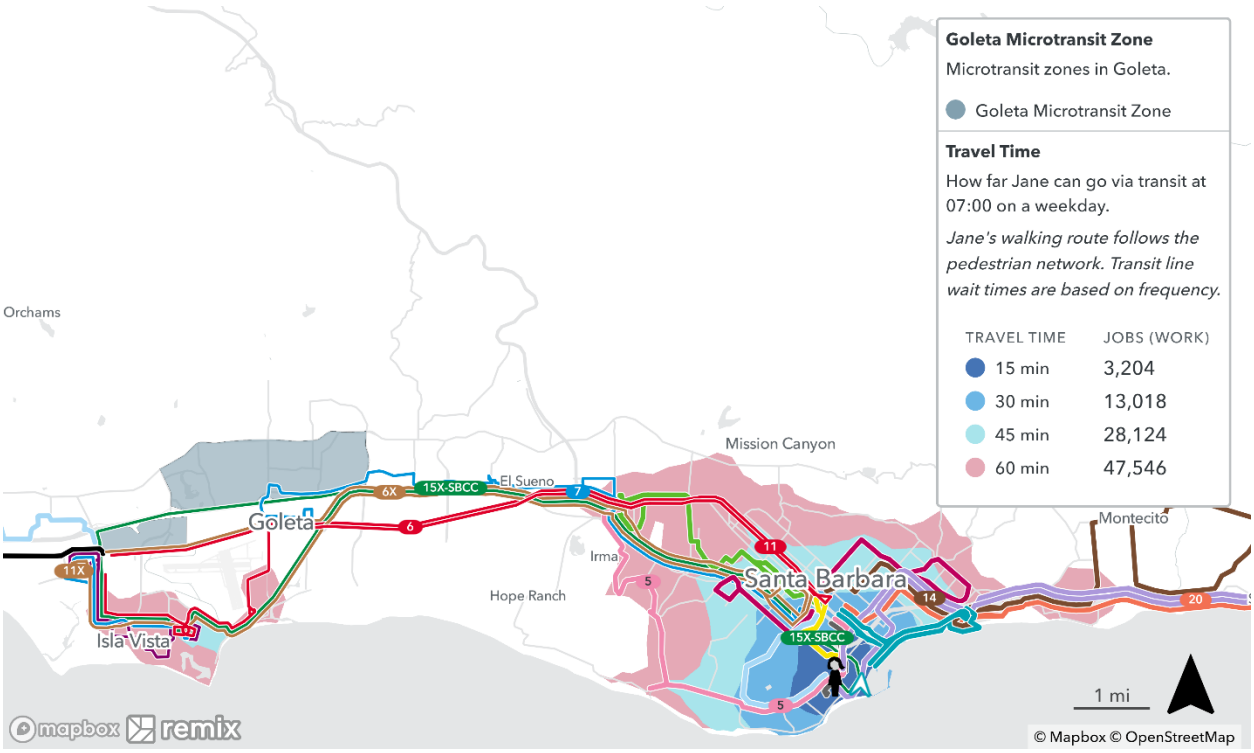
In Figure 43, we can see that over 28,000 people can access UCSB in 30 minutes compared to over 26,000 people during this timeframe in the baseline network and over 2,000 more people can access the campus within 15 minutes. Again, the number of people that can access UCSB is increased across days and different times. This increase in access is not only important for the students who go to UCSB, but also the many faculty and staff members living throughout the South Coast.

6.4 SBCC

Like UCSB, SBCC serves as a trip generator for the nearly 14,000 students enrolled at the school[12], but is also an important job generator. While located more centrally in Santa Barbara, the street network in and around the campus is curvilinear and on top of a steep hill, reducing the pedestrian walkability of the adjacent area and the distance someone can cover for a given amount of walking time.

Figure 45 shows how many jobs can be accessed in different time intervals from SBCC on a weekday at 7am, and Figure 71 compares access between the proposed and existing networks.

Figure 35: Job access from SBCC on weekdays at 7am



[12] As of Fall 2021; however, only 4,939 students are enrolled on the main campus with the remainder of students participating in dual enrollment from local high schools (1,983) or exclusively online (6,859 students).

Figure 36: Job access from SBCC: comparison

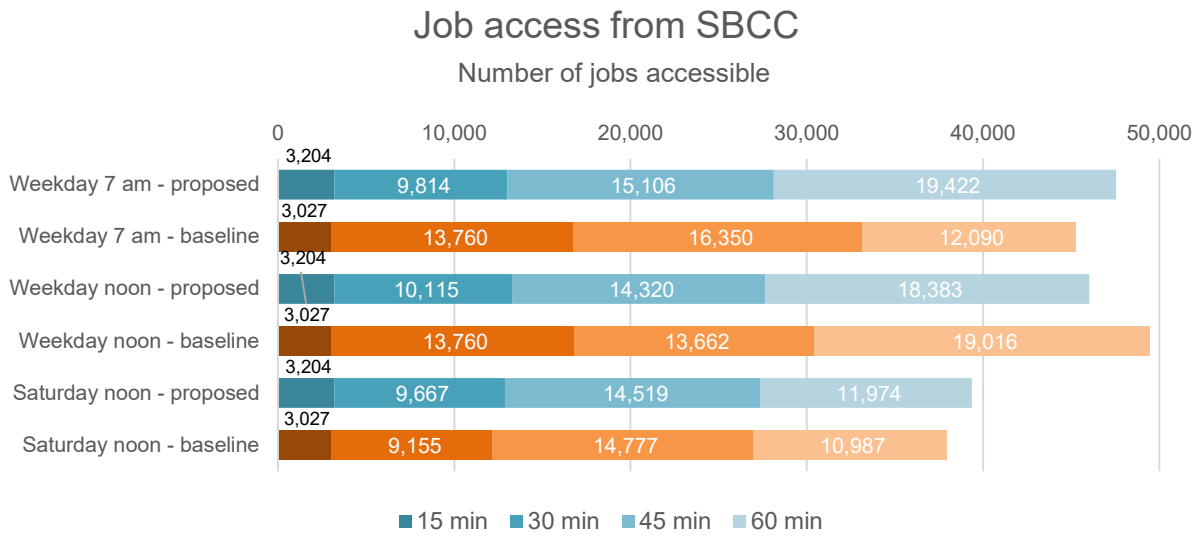


Figure 45 shows that at 7am on a weekday, over 47,000 jobs can be accessed from SBCC. Figure 36 shows that access has been reduced overall under the *MTD Moves Ahead* network, though the number of jobs that can be accessed within 15 minutes has improved, likely as a result of the improvements to Lines 4 and 17. Decreases in access can be attributed to elimination of the Crosstown Shuttle and reduced service levels on the new Downtown-Waterfront Shuttle. Over time, MTD can work to improve frequencies on other lines around the SBCC/Mesa area to improve access further.

Figure 37 shows the number of people who can access SBCC under the *MTD Moves Ahead* network on a weekday at 7am and Figure 38 compares person-access between the two networks.

Figure 37: Person access to SBCC on weekdays at 7am

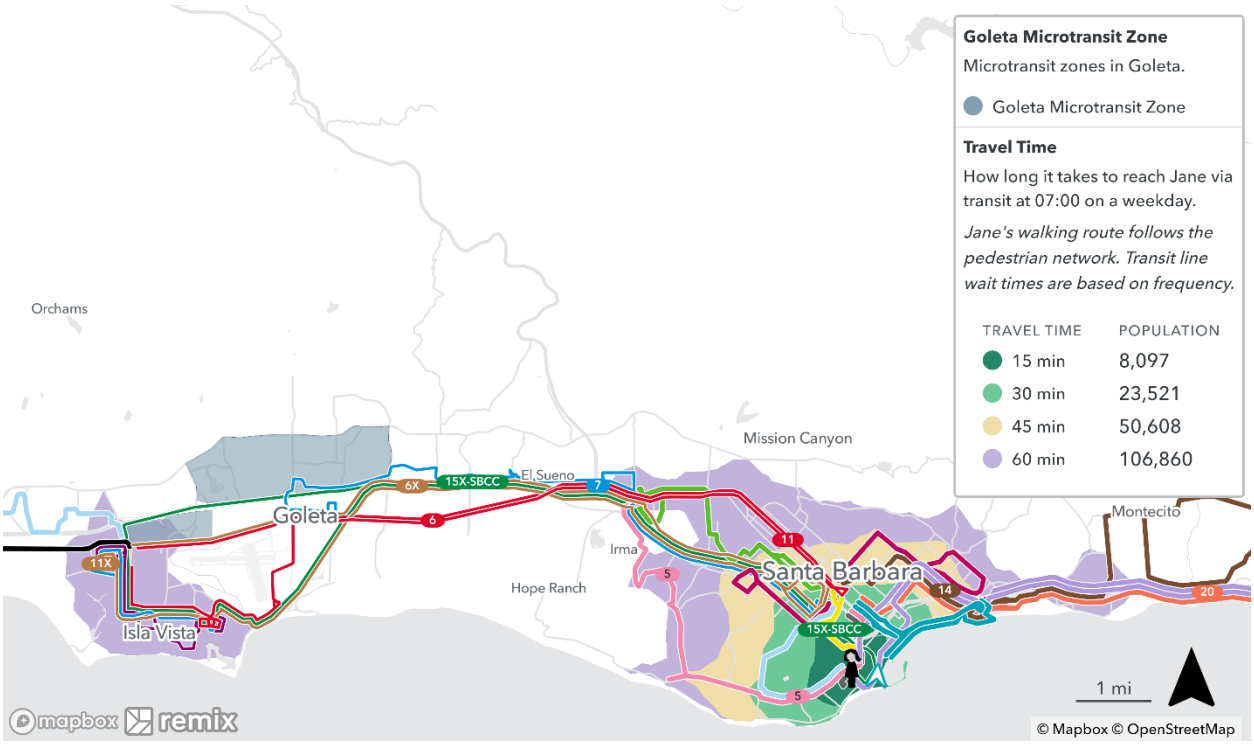


Figure 38: Person access to SBCC: comparison

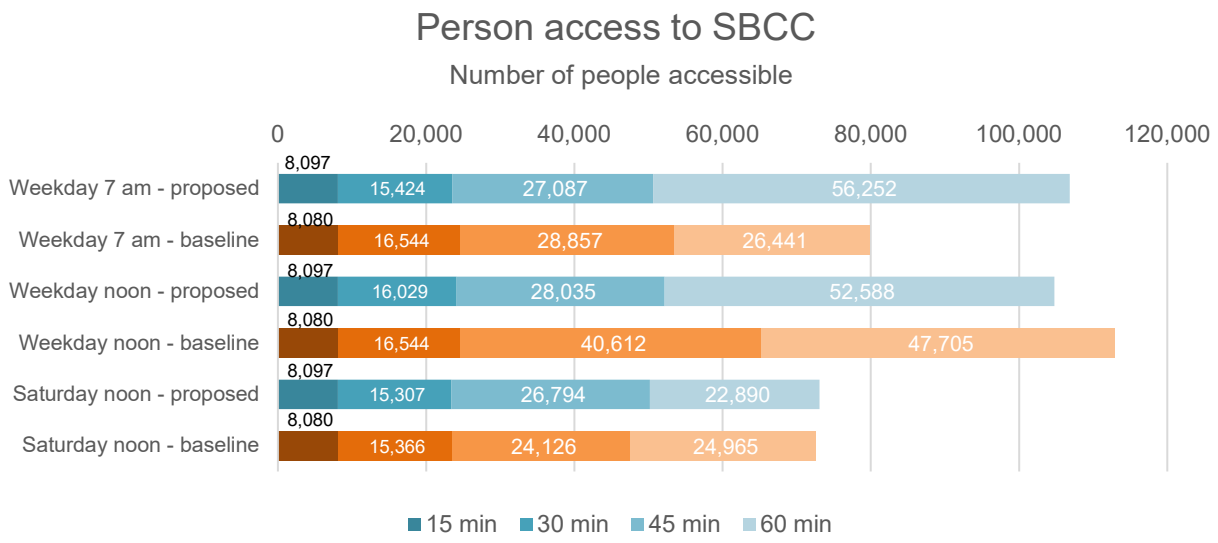


Figure 37 shows that over 23,000 people can access SBCC within 30 minutes on 7am on a weekday. Figure 38 shows that during 7am on a weekday, access is expanded overall, attributed to improvements

on Lines 4 and 17. Similarly to the jobs access figures, decreases in access are likely due to the eliminated Crosstown Shuttle and less frequent service on the Downtown-Waterfront Shuttle.

6.5 Storke and Hollister

Storke Rd. and Hollister Ave. is a major intersection in Isla Vista that has many job-rich and useful retail and commercial destinations, including a Target, Costco, restaurants, hotel, and the Camino Real Marketplace. Several lines also converge at the stops located at the intersection, allowing passengers to transfer between lines.

Figure 39 shows how many jobs Jane can access from Storke and Hollister at 7am on a weekday, and Figure 40 compares access at different times and days between the *MTD Moves Ahead* network and baseline (2019) network.

Figure 39: Job access from Storke and Hollister on weekdays at 7am

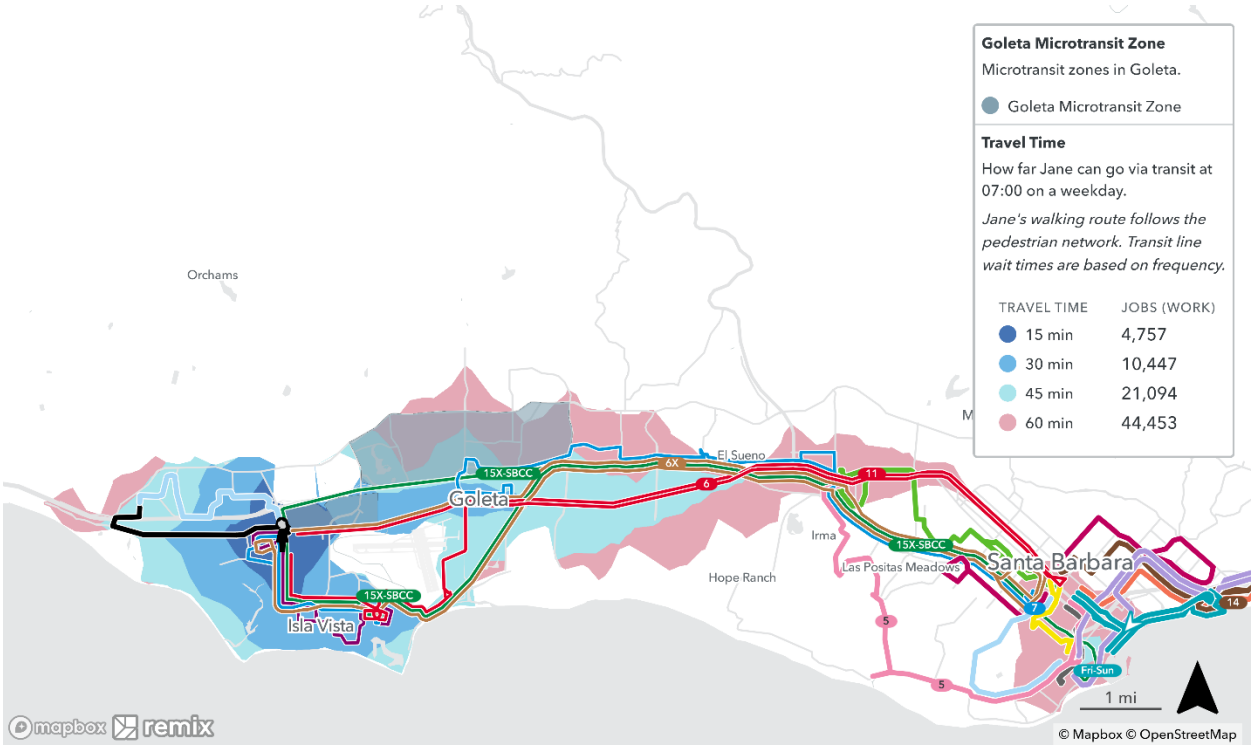


Figure 40: Job access from Storke and Hollister: comparison

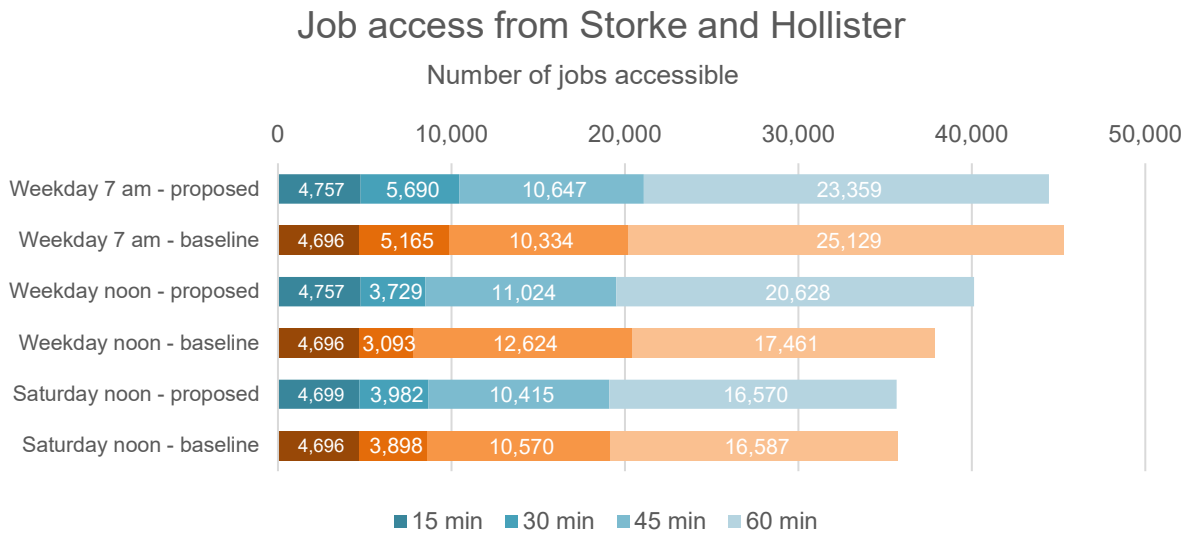


Figure 39 shows that over 10,000 jobs can be reached from Storke and Hollister in 30 minutes at 7am on a weekday. As Line 10 previously served the Camino Real Marketplace, it can be expected that access would decrease under the new system. However, impacts to access are minimal and access is improved in many places. Slight increases in access are seen across all time intervals during the 7am weekday period, highlighting the effect that improved frequencies on Lines 6 and 11 have on the accessibility of the overall system. Additionally, this does not take into account the jobs that could be accessed from the Goleta microtransit zones.

Figure 41 shows the number of people who can access Storke and Hollister under the *MTD Moves Ahead* network on a weekday at 7am and Figure 42 compares person-access between the two networks.

Figure 41: Person access to Storke and Hollister on weekdays at 7am

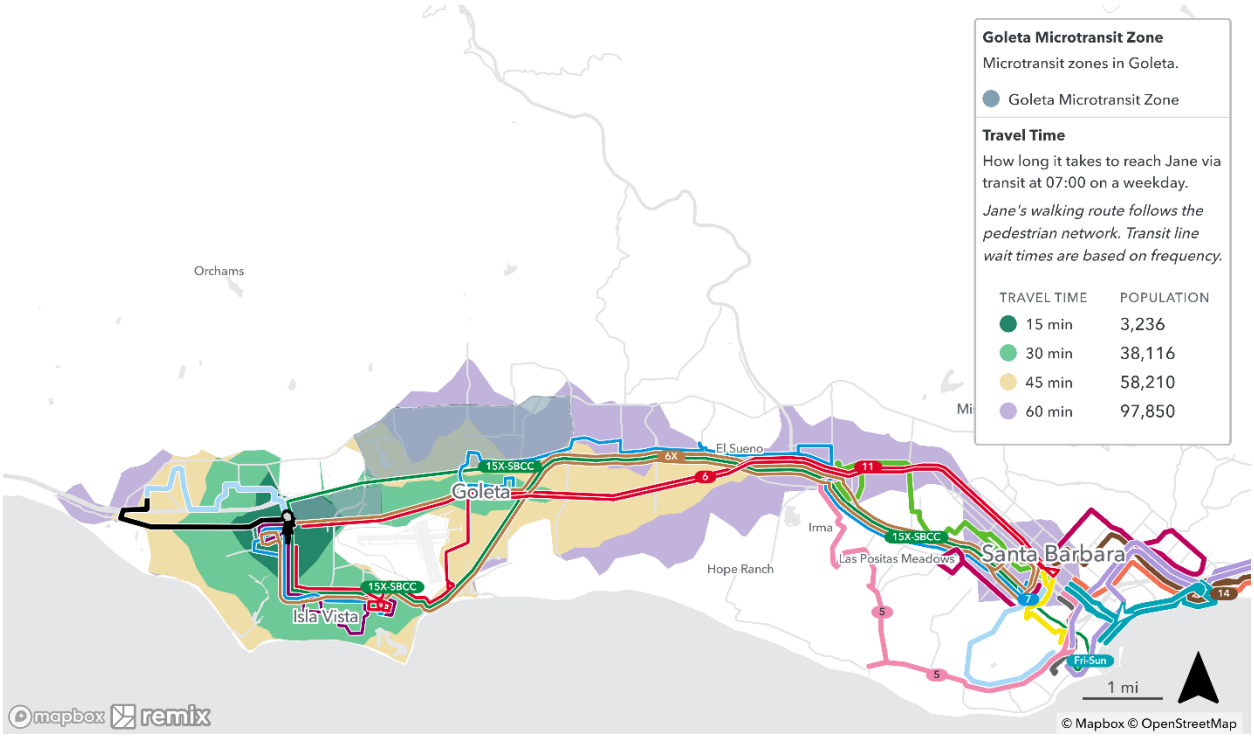


Figure 42: Person access to Storke and Hollister: comparison

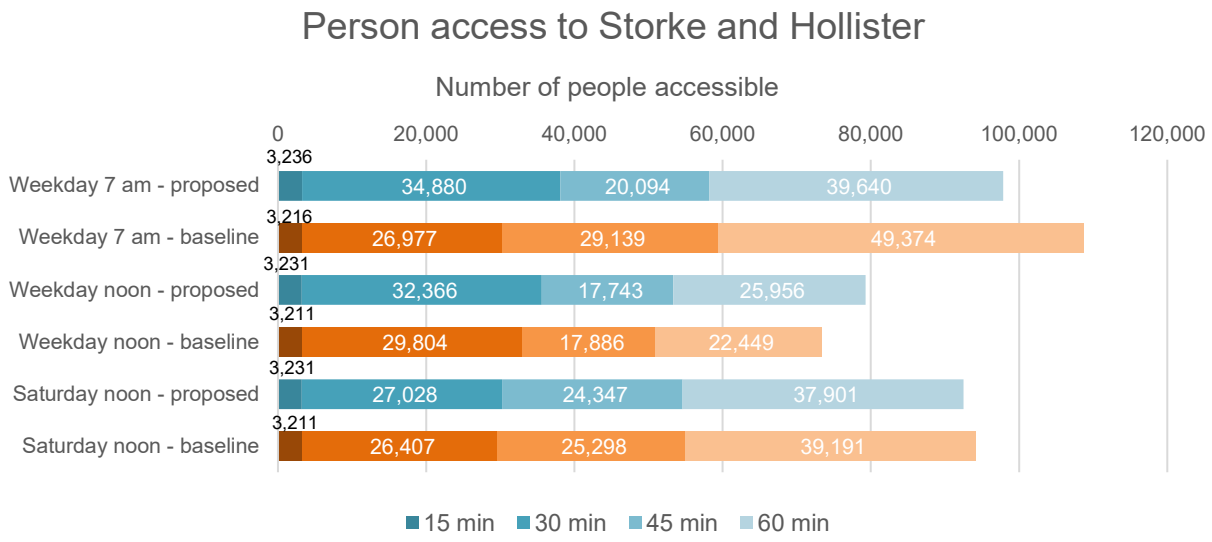


Figure 41 shows that at 7am on a weekday, over 38,000 people can access Storke and Hollister within 30 minutes, and nearly 98,000 people can access it in 60 minutes. Figure 42 shows that while accessibility at 7am on a weekday is improved in the 15-minute, 30-minute, and 45-minute time intervals, it is less than the baseline network in the 60-minute timeframe, possibly a result of the removal of Line 10. If the Goleta microtransit zone was integrated into this analysis, overall access would likely see increases.

6.6 Carpinteria and Holly

The stop at Carpinteria Ave. and Holly Ave. is one of the more highly used stops along Line 20 in Carpinteria, providing access to destinations along Carpinteria Ave., as well as to residents south of Carpinteria Ave.

Figure 43 shows how many jobs Jane can access from Carpinteria and Holly at 7am on a weekday, and Figure 44 compares access at different times and days between the *MTD Moves Ahead* network and baseline (2019) network.

Figure 43: Job access from Carpinteria and Holly on weekdays at 7am

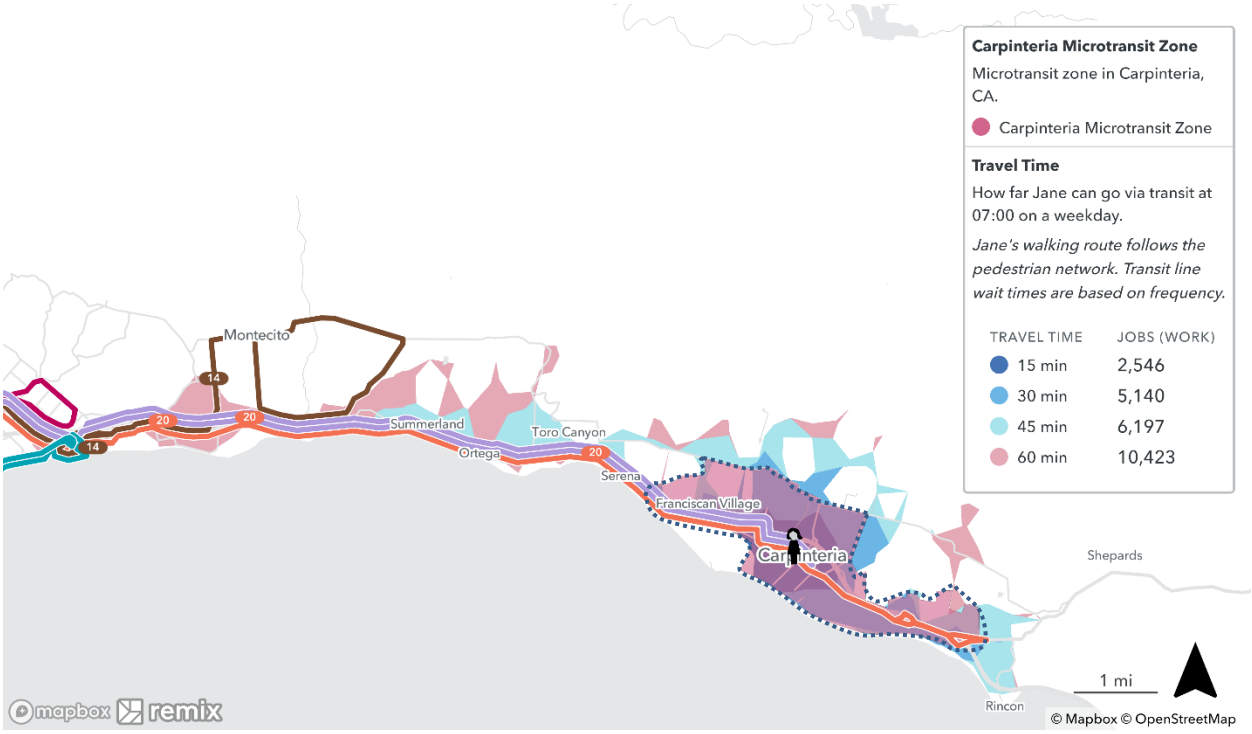


Figure 44: Job access from Carpinteria and Holly: comparison

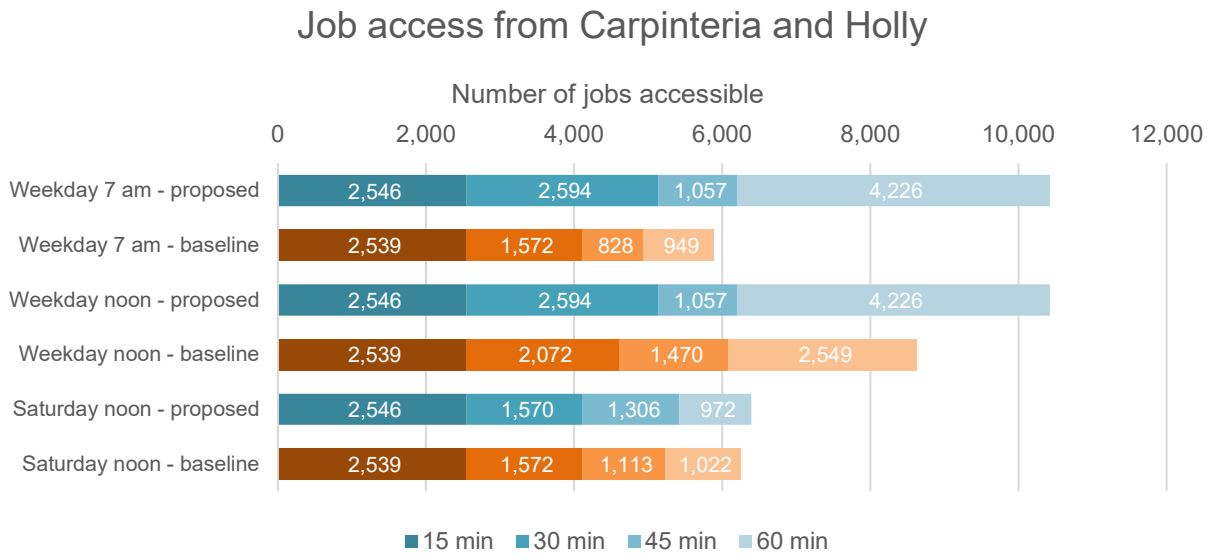


Figure 43 shows that in 30 minutes, Jane can access over 5,000 jobs, and the number of jobs accessible in 60 minutes increases to over 10,000. Figure 44 highlights the improvements in access that the Line 20 changes have on access to jobs, particularly within 45 and 60 minutes. Further, this analysis does not account for the Carpinteria microtransit zone, which serves a larger service area compared to the Seaside Shuttle. The Carpinteria microtransit zone holds an estimated 6,300 jobs.

Figure 45 shows the number of people who can access Carpinteria and Holly under the *MTD Moves Ahead* network on a weekday at 7am and Figure 46 compares person-access between the two networks.

Figure 45: Person access to Carpinteria and Holly on weekdays at 7am

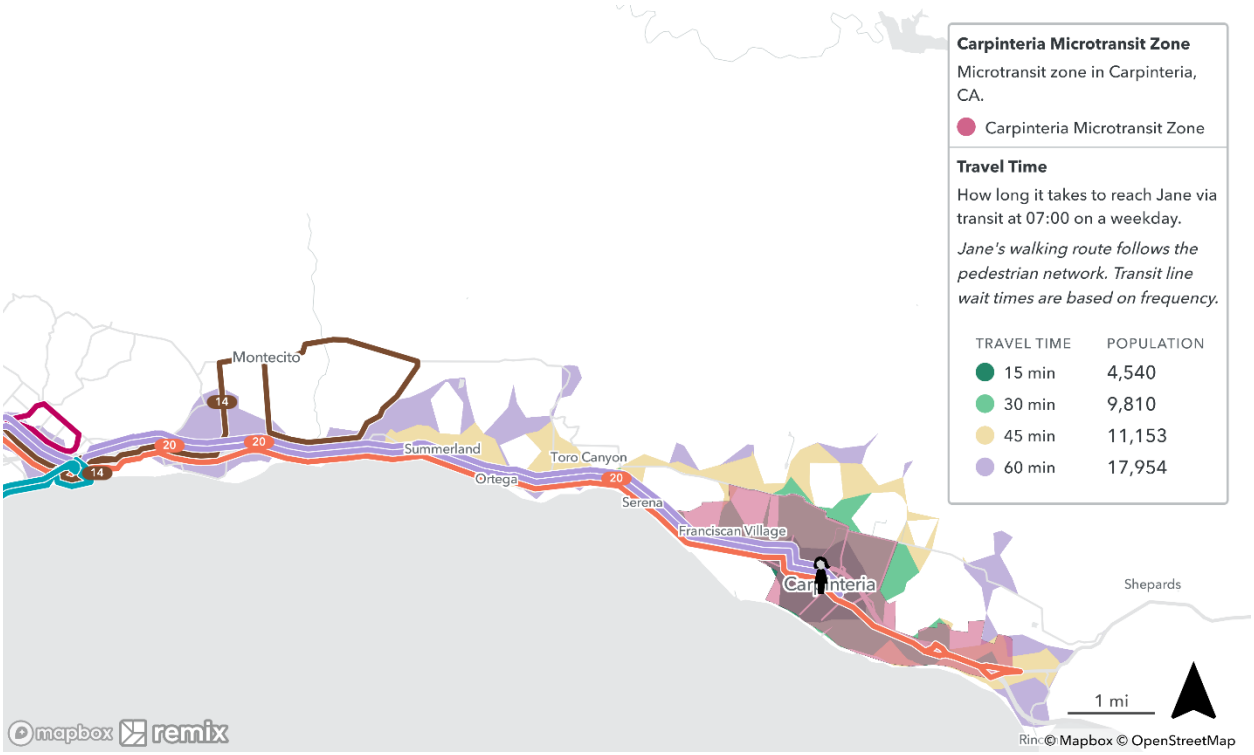


Figure 46: Person access to Carpinteria and Holly: comparison

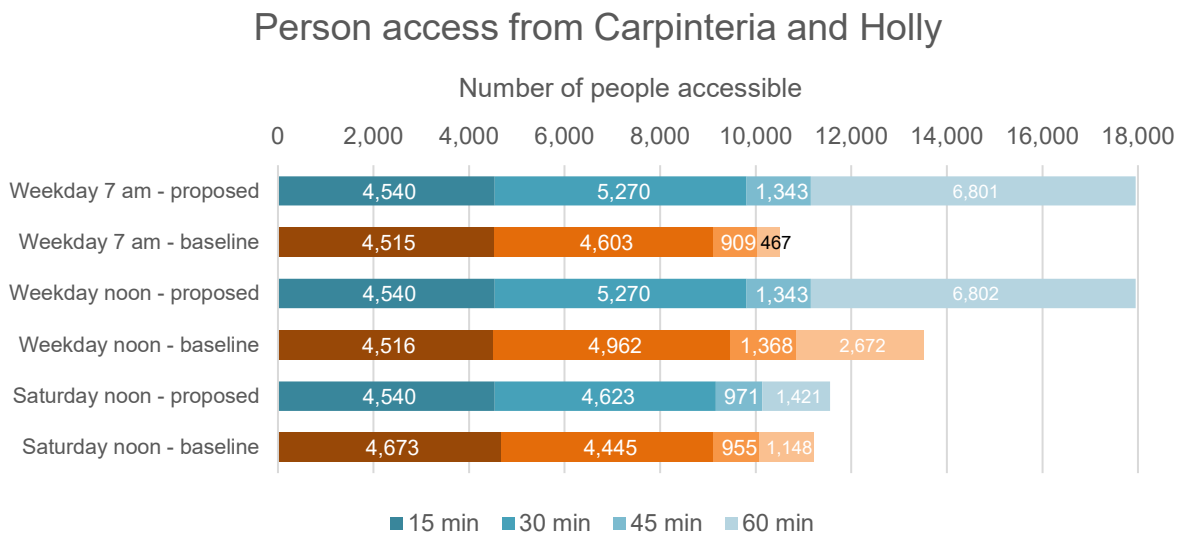


Figure 45 shows that nearly 18,000 people can access Carpinteria and Holly at 7am on a weekday, and Figure 46 shows that access is also improved during the midday period. The most significant differences in access are seen in the 60-minute timeframe, reflecting the long distance between Carpinteria and Santa

Barbara. The Carpinteria microtransit zone also contains a population of 13,500 which was not figured into this analysis.

7 FINANCIAL FORECAST

This section describes the financial forecast that monetizes the service priorities for *MTD Moves Ahead* and presents year-by-year operating budget estimates required to enact the recommended service priorities over the five-year planning period. *MTD Moves Ahead* Operating Revenues and Expenses Forecasts

To project operating costs, past budgets were analyzed for each line item to understand cost trending. Cost drivers were also identified with MTD staff to understand if each line item is driven by revenue hours, revenue miles, or is a fixed cost. Working with MTD staff, each line item from the most recent adopted budget (FY22-23) was reviewed and forecasted based on observed trends and best estimates of future conditions. Further, with input from MTD, line items were categorized and compiled into the same categories that were presented in MTD's previous SRTP to facilitate comparisons with the prior SRTP and use a format familiar to MTD.

The baseline for the financial forecast is the FY22-23 budgeted revenue hours of 188,657; this baseline reflects the 'new normal'. Note that this budgeted level of service is about 10% greater that the estimated annualized August 2022 revenue hours (171,096) shown elsewhere in this report. To align with MTD's budgeting, the financial forecast uses the 188,657 revenue hours budgeted for FY22-23 as a starting point.

As described in the priorities, the proposed service changes are divided into three broad phases—immediate and short-term, mid-term, and long-term. However, for financial analysis purposes, the service proposals were assigned to specific years of the plan to enable computing operating costs as follows:

- Plan year 1 – service transitions: Lines 10, 36, and 37 will remain suspended, and as such have no impact on revenue hours.
- Plan year 2 – short-term recommendations implemented: restoring Lines 15x, 27, and 28 to pre-COVID levels, introducing the Wave in Isla Vista and Goleta, and introducing Line 19x.
- Plan year 3 – no changes from plan year 2
- Plan year 4 – mid-term recommendations implemented: improvements to frequency and service span for Lines 1, 2, 4, and 17, and the introduction of the Wave in Carpinteria.
- Plan year 5 – long term recommendations implemented: improvements to frequency and service span for Lines 6, 11, and 20, and the introduction of the Downtown-Waterfront Circulator.

The main assumptions related to operating expenses include:

- Fixed costs increase 5% annually
- Wages for represented staff increase as per new MTD's new collective bargaining agreement and annually thereafter consistent with historical trends in plan years 3-5. These wage impacts are captured in line items driven by revenue hours and mileage.

The main assumptions related to operating revenue include:

- Passenger fares grow at 1% annually in plan years 1 and 2 and 2% annually starting at plan year 3 to align with service improvements and account for a conservative growth in ridership
- Local operating assistance is assumed to grow at 2% generally as well as include the following revenue sources:

- Funding support for the Wave services (LCTOP) and Lines 19x (US101-Caltrans) and 28 (UCSB)
- Funding support for additional service on Lines 1, 2, 4, and 17
- With the introduction of the Downtown-Waterfront Circulator, we assumed MTD and the City of Santa Barbara would work together to fund the service costs of this service, estimated at $1,069,240 in plan year 5. **This is an assumption that will need to be revisited if the City and MTD are unable to develop an agreement as funding for this service has not yet been identified**.

- Non-transportation income grows at 2% annually in line with historic trending
- Measure A revenue was forecasted based on estimates from SBCAG provided to MTD
- TDA funds grow at 2% annually based on historic trending
- Property tax revenue grows at 5% annually based on historic trending
- FTA 5307 funds are held steady at $5.2 million to account for STIC funds moving from operating to capital funding
- COVID-19 federal funds, nearly $26 million, would be drawn down gradually over the course of the next four years.

Table 13 provides a summary of the operating revenues and expenses over the 5-year forecast horizon for the proposed service improvements.

Table 13: Unconstrained forecasted operating revenues and expenses.

	FY22-23	FY23-24	FY24-25	FY25-26	FY26-27	FY27-28
	Baseline year	**Plan year 1**	**Plan year 2**	**Plan year 3**	**Plan year 4**	**Plan year 5**
Operating Revenue						
Passenger fares	$4,438,000	$4,499,000	$4,561,000	$4,652,000	$4,745,000	$4,841,000
Non-Transportation income	$347,000	$354,000	$361,000	$368,000	$376,000	$383,000
Local Operating Assistance	$835,000	$852,000	$2,289,000	$2,354,000	$3,170,000	$4,205,000
Measure A	$2,753,000	$2,814,000	$2,900,000	$2,779,000	$2,885,000	$2,826,000
TDA - Local Transportation Fund	$10,045,000	$10,246,000	$10,451,000	$10,660,000	$10,873,000	$11,091,000
Property Tax Revenue	$1,544,000	$1,621,000	$1,702,000	$1,787,000	$1,876,000	$1,970,000
FTA 5307 Operating Assistance	$5,277,000	$5,277,000	$5,277,000	$5,277,000	$5,277,000	$5,277,000
COVID-19 Federal Stimulus Funding	$4,747,000	$5,446,000	$6,310,000	$7,108,000	$2,336,000	$0
Total Operating Revenue	**$29,986,000**	**$31,109,000**	**$33,851,000**	**$34,986,000**	**$31,538,000**	**$30,593,000**
Operating Expenses						
Route operations	$16,986,000	$17,697,000	$19,516,000	$20,111,000	$21,439,000	$24,172,000
Vehicle maintenance	$4,656,000	$4,857,000	$5,277,000	$5,460,000	$5,794,000	$6,414,000
Fuel costs	$2,542,000	$2,643,000	$2,958,000	$3,032,000	$3,251,000	$3,751,000
Passenger accommodations	$1,212,000	$1,269,000	$1,329,000	$1,392,000	$1,458,000	$1,527,000
General overhead	$4,590,000	$4,642,000	$4,772,000	$4,991,000	$5,234,000	$5,514,000
Total Operating Expenses	**$29,986,000**	**$31,109,000**	**$33,851,000**	**$34,986,000**	**$37,177,000**	**$41,378,000**

**values rounded to nearest $1,000*

The financial forecast demonstrates a few key elements. First, MTD's reliance on fares, while an important source of revenue, must be bolstered by local operating assistance for services such as university and college routes, microtransit, and the Downtown-Waterfront circulator. MTD will also need to explore fare increases to help offset the growth in operating expenses which continue to outpace the growth in revenue. Second, sales tax revenue will need to continue to grow to provide MTD with stable operating funding. Finally, the COVID-19 era funding provided by the FTA will be an important source to achieve a balanced budget through plan year 4.

However, after drawing down the remaining COVID-19 emergency funds, MTD will be facing a deficit of over $10 million in plan year 5 required to implement all the service proposed in the short range transit plan. The reality is that the levels of service in plan year 5 are only ~9% more than 2019 service levels, but 27% more than fall 2022 levels. Despite the modest increase in service compared to pre-COVID levels, the operating expenses, based primarily on service levels, continue to outpace revenues mainly due to the growing costs of doing business, i.e., inflation as well as wage increases. Importantly, this plan also assumes, as repeated throughout, that MTD is able to recruit a sufficient number of operators to implement this plan.

Overall, the growth in operating expenses, even for modest restoration of service, requires that MTD also plan for constrained service growth if revenues are unable to keep pace with expenses. The following section presents a constrained plan.

7.1 Constrained Financial and Service Plan

To provide a constrained service plan, in the operating expenses and revenues, we only accounted for **funded initiatives** as described below:

- In plan year 2 (FY24-25), Line 19x is introduced, the Wave Goleta is introduced, and Line 28 service is restored to pre-COVID levels. This level of service is operated for plan years 3 (FY25-26) and 4 (FY26-27)
- In plan year 5 (FY27-28), the Downtown-Waterfront Circulator is introduced

The assumptions for operating revenues and expenses are the same as described in the prior section, except that local operating assistance only captures the funded services (Line 19x, Wave Goleta, Line 28 and the assumed funding for the Downtown-Waterfront Circulator). Table 14 summarizes the operating revenues and expenses of a constrained service plan.

Table 14: Unconstrained forecasted operating revenues and expenses.

	FY22-23	FY23-24	FY24-25	FY25-26	FY26-27	FY27-28
	Baseline year	**Plan year 1**	**Plan year 2**	**Plan year 3**	**Plan year 4**	**Plan year 5**
Operating Revenue						
Passenger fares	$4,438,000	$4,499,000	$4,561,000	$4,652,000	$4,745,000	$4,841,000
Non-Transportation income	$347,000	$354,000	$361,000	$368,000	$376,000	$383,000
Local Operating Assistance	$835,000	$852,000	$2,289,000	$2,354,000	$2,394,000	$3,439,000
Measure A	$2,753,000	$2,814,000	$2,900,000	$2,779,000	$2,885,000	$2,826,000
TDA - Local Transportation Fund	$10,045,000	$10,246,000	$10,451,000	$10,660,000	$10,873,000	$11,091,000
Property Tax Revenue	$1,544,000	$1,621,000	$1,702,000	$1,787,000	$1,876,000	$1,970,000
FTA 5307 Operating Assistance	$5,277,000	$5,277,000	$5,277,000	$5,277,000	$5,277,000	$5,277,000
COVID-19 Federal Stimulus Funding	$4,747,000	$5,446,000	$5,656,000	$6,438,000	$3,660,000	$-
Total Operating Revenue	**$29,986,000**	**$31,109,000**	**$33,197,000**	**$34,316,000**	**$32,087,000**	**$29,826,000**
Operating Expenses						
Route operations	$16,986,000	$17,697,000	$19,055,000	$19,639,000	$20,242,000	$21,336,000
Vehicle maintenance	$4,656,000	$4,857,000	$5,184,000	$5,366,000	$5,554,000	$5,844,000
Fuel costs	$2,542,000	$2,643,000	$2,866,000	$2,937,000	$3,011,000	$3,180,000
Passenger accommodations	$1,212,000	$1,269,000	$1,329,000	$1,392,000	$1,458,000	$1,527,000
General overhead	$4,590,000	$4,642,000	$4,763,000	$4,982,000	$5,212,000	$5,461,000
Total Operating Expenses	**$29,986,000**	**$31,109,000**	**$33,197,000**	**$34,316,000**	**$35,476,000**	**$37,347,000**

**values rounded to nearest $1,000*

Despite the more modest growth in forecasted revenue hours of about 8% from the current service levels (in plan year 5), operating expenses still outpace operating revenues in plan year 4 and 5 due the drawn of COVID-19 federal stimulus funding that will help MTD achieve a balance budget in plan years 1 through 3. The total revenue hours in plan year 5 are still less than pre-COVID levels and represents nearly 93% of pre-COVID revenue hours.

If MTD is unable to secure funding through local operating assistance, then MTD will have difficult choices to make—Reduce service levels even further? Raise fares to help offset expenses? These are difficult conversations that MTD must have with the community to demonstrate the need for more dedicated funding, if the community wants MTD to continue to not only maintain the status quo, but also increase service levels to continuously improve mobility for the community.

8 SERVICE EQUITY IMPACT CONSIDERATIONS

An important driving force for *MTD Moves Ahead* was the equitable design and distribution of transit services to ensure that the service priorities are focused on vulnerable communities who depend on public transit. This is important for several reasons, not the least of which helps ensure that people who don't have cars or unable to drive, or are in low-income households are provided with mobility options that enable them to work, study, and take part in the broader Santa Barbara community.

To understand the impacts of the service priorities in *MTD Moves Ahead* on transit priority communities who are low-income or minorities and are typically more likely to depend on MTD to get around, we analyzed the proximity of these groups to different levels of transit service during pre-COVID service and the service proposed in *MTD Moves Ahead*. By capturing not only the number of people within a given distance to transit (coverage) and looking at how this varies by service levels, we can also see how well the *MTD Moves Ahead* network compares to the baseline network in terms of proximity to service of different levels and types.

Figure 47 presents the proximity to routes and services of different frequencies, comparing the baseline network to the proposed *MTD Moves Ahead* network. The figure shows the percentage of total residents, low income and minority residents, and the number of jobs within ½ mile of transit at different service levels compared to the baseline network, at noon on a weekday.

Figure 47: Proximity to service comparison, weekday midday[13]

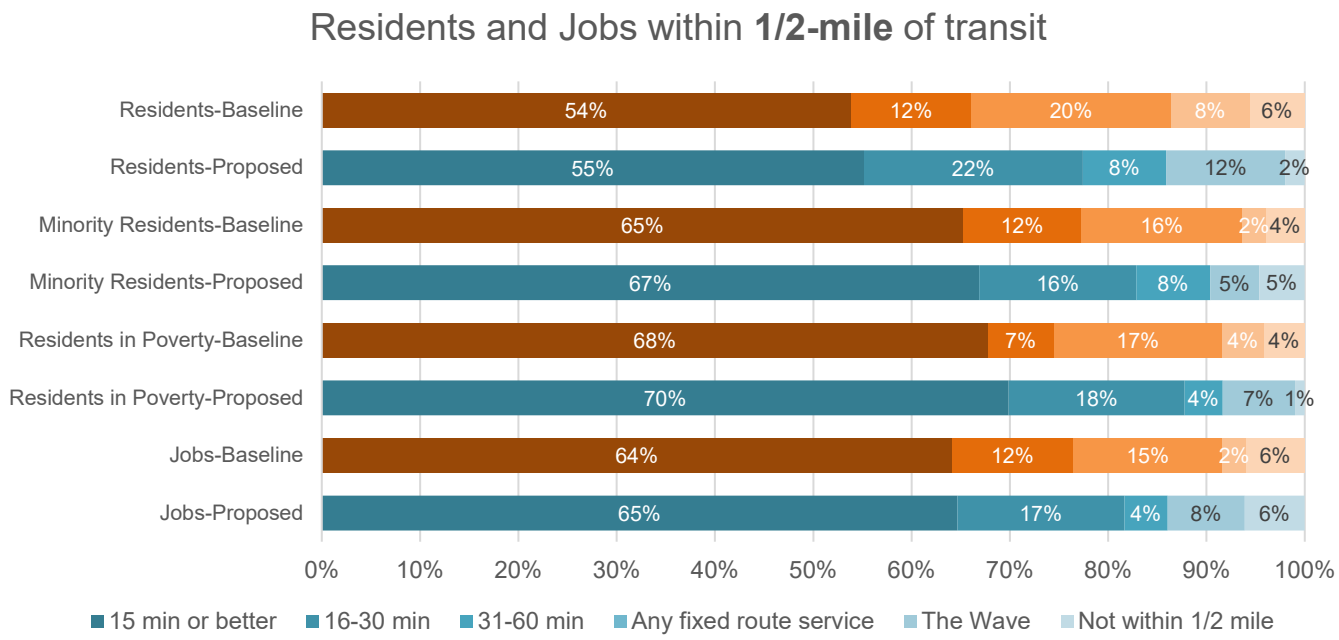


Figure 47 shows that proximity to service improves across the board under the *MTD Moves Ahead* network, with 98% of all residents within ½ mile of either fixed route or the Wave service[14]. Proximity to high-quality

[13] "The Wave" category contains populations and jobs that are only accessible via the Wave and not other fixed route services to avoid double-counting.
[14] Pre-COVID network provided ½-mile coverage to 94% of the population within the service area.

service (15 minutes or better) is also slightly improved across all categories, and we see significant improvements in the number of residents and jobs that are within ½ mile of 16–30-minute service. Not only does the *MTD Moves Ahead* network improve overall proximity to service, but it improves proximity to high-quality service, increasing the number of residents and jobs that are close to frequent services and potentially resulting in increased ridership.

In addition to the coverage analysis, we also conducted what the Federal Transit Administration (FTA) calls a "Title VI service equity analysis". This analysis is required for a transit agency that operates 50 or more fixed-route vehicles in peak service *and* is located in an Urbanized Area (UZA) of 200,000 or more in population conducts a service equity analysis to understand whether proposed major service changes may result in negative impacts to low-income and/or minority communities.

As MTD currently provides service to a UZA with a population slightly below 200,000, it is not mandated by the FTA to complete a Title VI service equity analyses. However, with a focus on equity, it is still important that MTD assesses and identifies the impact that the proposed changes in *MTD Moves Ahead* will have on low-income and minority populations. Also, MTD is on the cusp of a 200,000 UZA and will likely need to conduct service equity analysis in the coming years. Based on MTD's Title VI Policy, MTD defines a major service change as a change of 10% or more in the revenue hours of any line.

First, we analyzed which proposed changes to MTD's existing bus lines would surpass a 10% change threshold and trigger a Title VI analysis. Table 15 below shows which bus lines would see a greater than or lesser than 10% change in service. Note, however, that bus line eliminations or additions are described later in this section.

Table 15: *MTD Moves Ahead* major service changes

Line	Baseline service hours	Proposed service hours	Difference in service hours
4	4,531	5,771	27%
6	20,285	23,282	15%
11	30,652	35,919	17%
17	3,387	4,348	28%
20	18,362	23,003	25%
Downtown-Waterfront Shuttle	12,484	6,040	-52%

For each of the lines in Table 15, we then analyzed the impact of the service changes on the ridership of each line to determine whether low-income riders and/or minority riders would be impacted disproportionately. The analysis revealed that these proposed changes will have very minor, non-significant impacts on minorities and low-income communities. Mitigation is not required. A more thorough technical analysis is described in Appendix D – Title VI Service Equity Analysis.

Second, we analyzed proposed service removals. The lines proposed for removal include:

- Line 10 – Cathedral Oaks
- Line 36 – Seaside Shuttle (Carpinteria)
- Line 37 – Crosstown Shuttle (Downtown Santa Barbara)

To understand potential Title VI impacts from removing these routes, we analyzed the minority and low-income populations within ¼-mile of these route alignments and then compared them to the minority and low-income demographics of the whole service area (Table 16). MTD does not have a set threshold that

would indicate a disproportionate or disparate impact currently, however, many agencies set the threshold at 20%. According to Table 16, the only change that may trigger an impact if the threshold were 20% would be the slated removal of Line 37 because of the potential negative impact to minority populations.

Table 16: Low-income and minority populations within ¼-mile of proposed route removals

Line	Population within area	Low income %	Minority %	% Diff Low income	% Diff Minority
10	15,200	6%	41%	-8%	-2%
36	8,200	7%	56%	-7%	13%
37	20,700	14%	64%	0%	21%
	Service area average	14%	43%	NA	NA

Furthermore, the populations that previously used Line 10 and Line 36 will, in the future, have access to the Wave microtransit service, helping mitigate any travel impacts due to the deletion of these routes. With regard to Line 37, most of the destinations of these alignments are within a ½-mile of other routes in the downtown area, so while access may not be as convenient as with the Crosstown Shuttle, these destinations are still accessible via transit. Also, as when bus operators are not such a limiting factor, MTD should explore frequency improvements to the proposed Downtown-Waterfront Circulator and Lines 1 and 2 to mitigate some impacts due to Line 37.

Lastly, we examined the impact of the introduction of Line 19x, which is an entirely new route. A similar analysis was conducted as with the service removals where we examined the proportion of low-income and minority riders within ¼-mile of the route alignment compared to the systemwide demographics (Table 17).

Table 17: Low-income and minority populations within ¼-mile of newly proposed Line 19x

Line	Population within area	Low income %	Minority %	% Diff Low income	% Diff Minority
19x	10,000	16%	66%	2%	23%
	Service area average	14%	43%	NA	NA

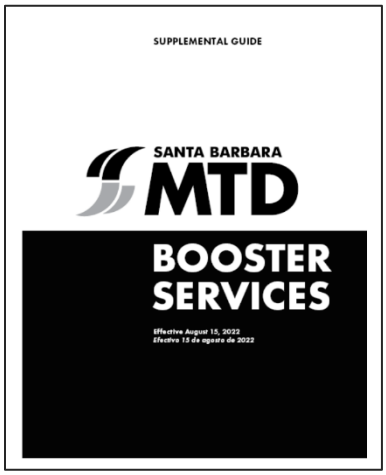
As shown in Table 17, the introduction of Line 19x would provide service to larger proportion of minority residents compared to the service area average. As such, introducing Line 19x has positive impacts on Title VI populations.

Taken together, the Title VI analysis here shows that overall, the impacts of the proposed *MTD Moves Ahead* service changes do not have disproportionately negative impacts on minority or low-income populations. Moreover, some of the changes, such as increased service levels on several lines and the introduction of Line 19x and Wave microtransit positively benefit Title VI communities. In the future, MTD will need to define an impact threshold to identify disproportionate or disparate impacts.

9 FLEET IMPACTS

MTD's current fleet is composed of 112 fixed-route buses of different lengths, from 60-ft articulated buses for the UCSB services, to 29-ft buses for serving neighborhoods with narrow streets and constrained turns. MTD's peak fleet requirements prior to the pandemic was 92 buses (about 80% of the fleet) in-service during school day afternoons; on weekdays without school, this peak requirement was 65 buses (about 57%). On weekends, MTD deployed at most about 40 buses, or about 35% of its total revenue fleet. Prior to the pandemic, not counting boosters, MTD needed 77 buses at peak, while the service plan proposed for all the recommendations in Section 5.1 through 5.3 is estimated to require 69 buses at peak.

MTD's peak fleet requirement—and thus the requirements for its total fleet size—is strongly driven by school booster services. Notably, the school district does not contribute any operating or capital funding to these school booster services.

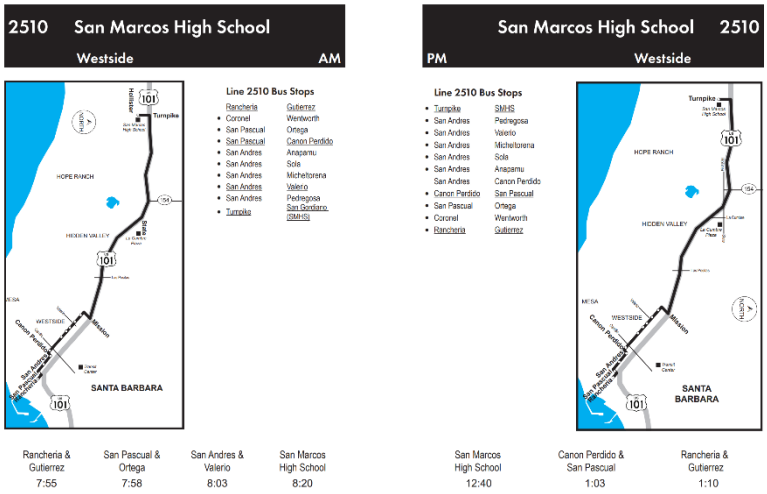


MTD publishes school booster schedules regularly based on new bell times

These booster routes are designed to mitigate overcrowding on MTD's regular lines. However, because these trips are designed for school bell times that happen twice a day during weekdays, MTD requires a large fleet of buses that end up sitting mainly idle for most other periods of time; large quantities of buses are devoted to serving very short trips for very small parts of the day.

Prior to the pandemic, MTD was able to 'double up' boosters for junior high and high school trips; that is, one vehicle was able to accomplish two trips for 14 out of 18 morning trippers. This was possible due to the differences in bell times for junior high and high schools. This helped minimize the number of unique buses and operators required to provide the booster services.

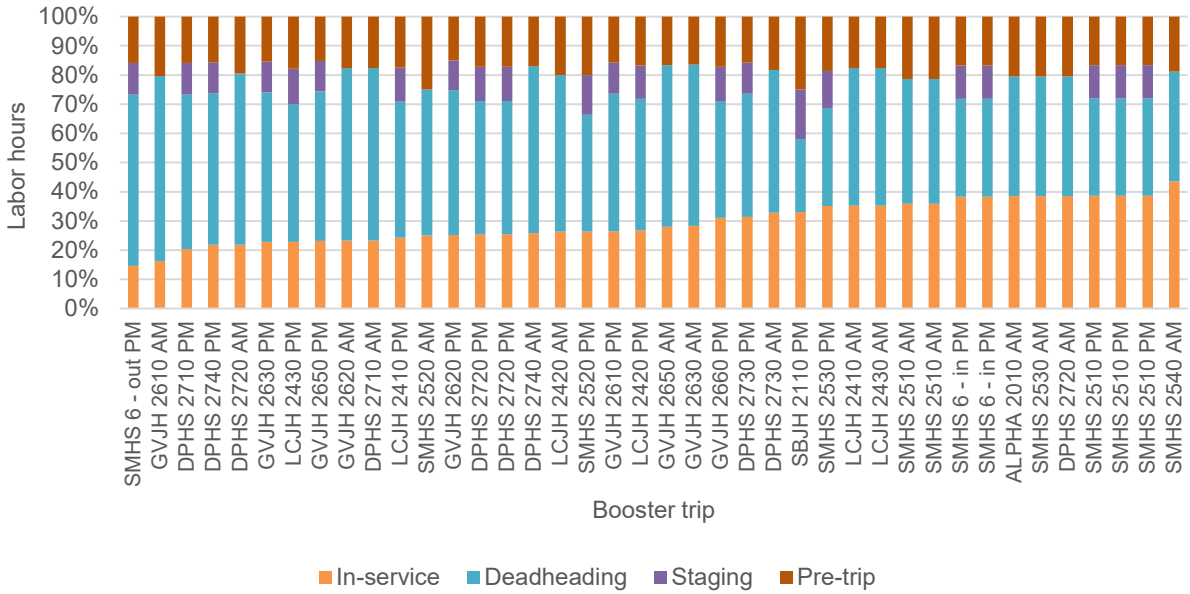
Due to a recent state law (SB328) pushing back bell times, and a wide variation in bell start and end times, late start and minimum days effectuated by the SB Unified School District, starting in Fall 2022, MTD is unable to 'double up' booster as much as it has in the past, making the trippers even more inefficient than before. Instead of devoting 10-11 buses for morning trippers prior to the new state law, now 18 buses and operators are required. To further complicate matters, schools sometimes operate half days, requiring special scheduling and blocking for those days.



Example of an AM and PM booster for San Marcos High School

Further to the equipment and resource needs, the actual number of in-service hours is actually a minority of total labor hours associated with boosters (see a booster-by-booster analysis in Figure 48). Actual in-service hours amount to about 16.5 total hours per day. Nonetheless, additional hours are required for operators to complete pre-trip procedures, deadhead to the starting point of the booster trip, and get into position and wait for the students to be let out—this whole process adds about 40 hours of labor per day, nearly 2.5 times the amount of actual in-service time. Overall, booster services require MTD to devote an inordinate number of resources—planning, scheduling, vehicles, operators—to operate.

Figure 48: Fall 2022 school booster total labor hours segmented into in-service, deadhead, pre-trip, and staging time.



While MTD's fleet size will continue to be driven by school boosters, if operator shortages are no longer a challenge, there are some opportunities and considerations to make more efficient use of MTD's fleet:

- Work closely with the school district to appropriately stagger school start and end times and late start days, and have a longer lead time to plan and schedule boosters.

- Continue to interline regular lines with boosters when and where possible. By tying together a booster piece with a regular line, MTD can make more efficient use of operators and vehicles.

- To increase service levels without having to increase total fleet size and use buses it already owns to attract more ridership, MTD could increase service levels during off-peak times. This has already been described elsewhere in this plan. **However, at the moment, MTD's shortage of bus operators makes this strategy unlikely in the short term, but a strategy to consider when operator shortages hopefully subside.**

10 RECOMMENDATIONS FOR FUTURE INVESTMENTS IN SERVICE

The short-range (5 year) service plan developed for *MTD Moves Ahead* is intended to gradually build back from the COVID-19-era service reductions and ridership losses, recognizing that while student ridership is a significant market for MTD, ridership on MTD's core lines forms an important market that needs service not only at peak hours, but later in the day or during the midday.

To continue to move further ahead a build a resilient transit network that more people can rely on every day for a variety of trips, MTD needs to continue to invest in service during off-peak times. Moreover, apart from regular, everyday routes, stakeholder engagement also revealed needs for other types of service, like potential areas for microtransit, and services to seasonal destinations.

Nonetheless, at this time, MTD faces operator shortages and a constrained operating budget. The proposals below are meant to guide future investments in service, either during the timeframe of *MTD Moves Ahead* or later, all dependent on operator availability and fiscal realities.

10.1 Building a Frequent Transit Network

To improve mobility and grow ridership, many transit agencies nationwide are focusing beyond the traditional peak-hour market and recognizing the importance of transit not only for commuting to work or school or for transit-dependent riders. SEPTA in Philadelphia for example is planning on a 'lifestyle transit network' geared to providing 'show up and go' seamless rider experiences.[15]

To build a lifestyle network, MTD needs to invest in service beyond the peak times of travel on weekdays; this is not to say that peak hour travel isn't important, but rather that providing reliable and frequent bus service at other times of the day not only supports transit-dependent riders who travel outside of the traditional peak, but could also attract new riders for trips other than commuting to work.

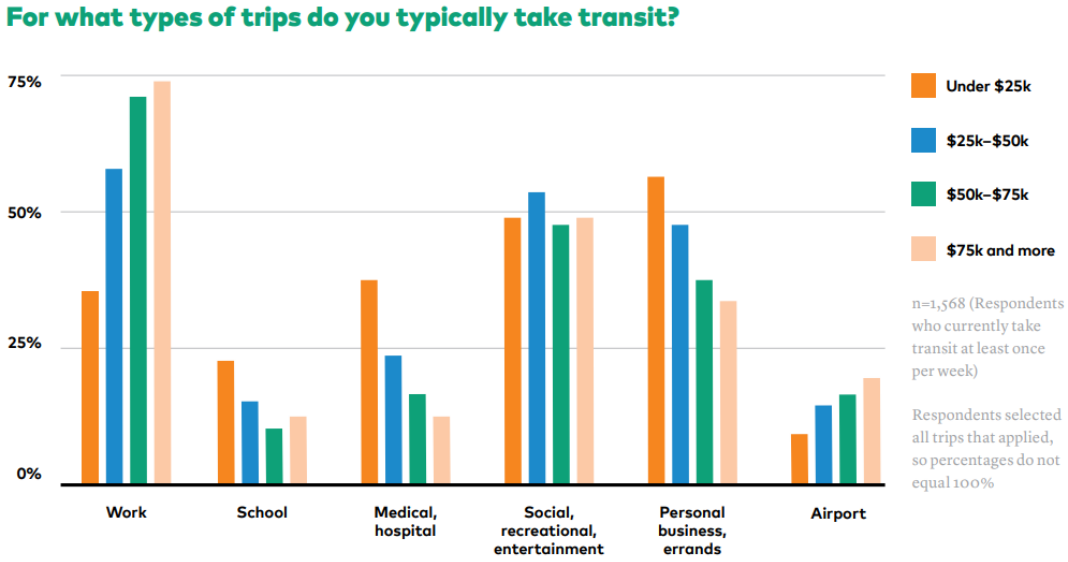
Indeed, community engagement during the pandemic (summer 2020) revealed that:

- 63% of responding riders ride MTD because they don't own a car
- 42% of responding riders were essential workers
- 50% of responding riders use transit for grocery shopping, and 40% for medical appointments

These findings underlie the need to provide fast, frequent and reliable service for trips beyond the 9-to-5 commute as essential workers are more likely to work non-traditional hours, and trip purposes like grocery shopping and medical appointments can happen throughout the day. Indeed, 56% of MTD bus riders responded that they use the bus for work trips, 51% also indicated that they use it for grocery shopping and banking, while 40% also use it for medical appointments/pharmacy[16]. Nationally, in 2021, about 50% of trips were for work purposes, and 37% were for shopping and recreationally trips[17]. Interestingly, transit trip purposes vary by income group, with higher income groups using transit predominately for commuting, while lower income groups are more likely to use transit for all kinds of trip purposes[18] (Figure 49).

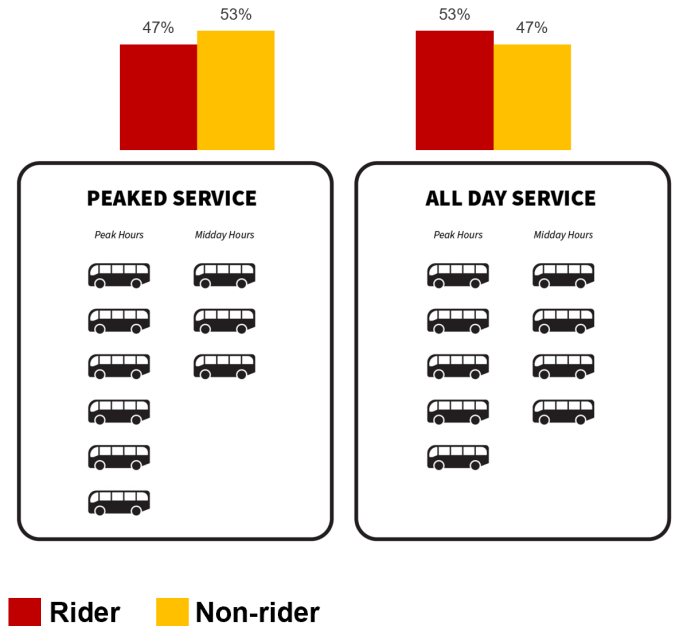
[15] https://planning.septa.org/vision-goals/goal-3/
[16] Summer 2020 MTD survey.
[17] https://www.apta.com/wp-content/uploads/APTA-2021-Fact-Book.pdf
[18] TransitCenter, "Who's On Board 2019", https://transitcenter.org/publication/whos-on-board-2019/

Figure 49: Trip purposes by income category (Source: TransitCenter).



Without frequent service, access to opportunities beyond work with transit can be a time-consuming ordeal that is inconvenient. As shown in Figure 50, a slight majority of bus riders (53%, red bar) prefer investing in off-peak service even if that means less peak service.

Figure 50: Stakeholder preference for peaked vs. all-day service



A lifestyle network is based on the premise a ‘frequent transit network’—that is, a set of lines that are the backbone of the network that are frequent throughout most of the day, both on weekdays and on weekends, that riders don’t need to consult a schedule. MTD’s Lines 1, 2, 6, and 11 are already the key routes with

some of the most frequent service offered, particularly on weekdays; more frequent service on these lines on weekends would help establish a frequent transit network.

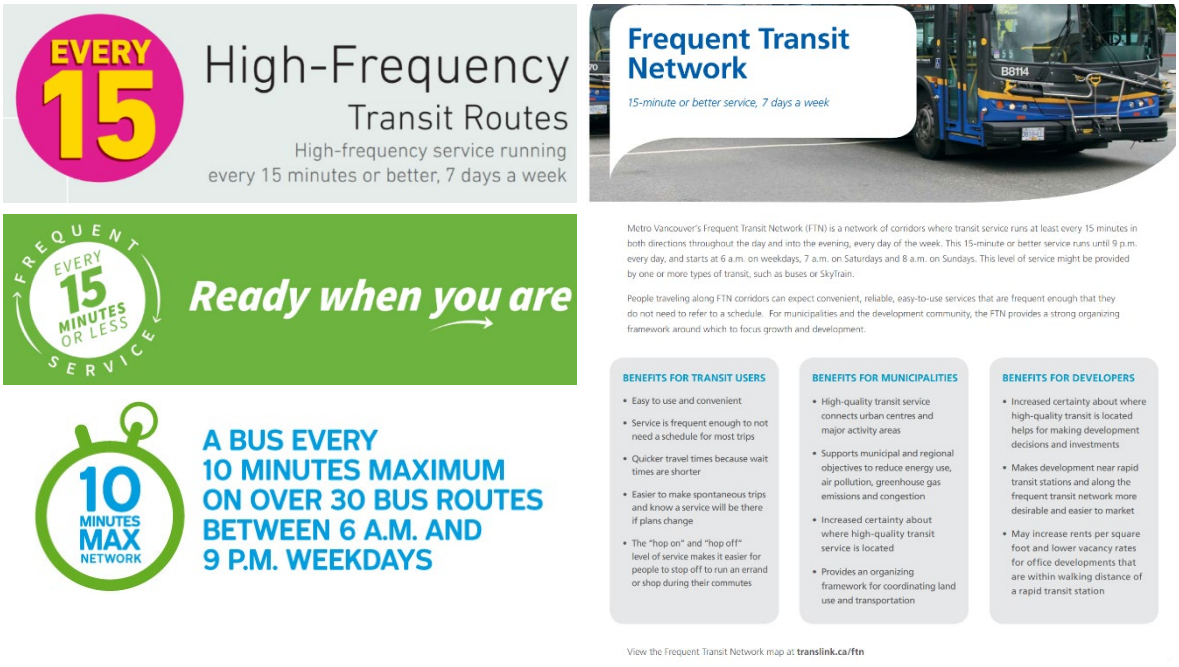
The following set of proposed service improvements are geared toward building a frequent transit network after the short-range service plan is implemented:

Table 18: *MTD Moves Ahead* future investment proposals

Line	Proposal
1 and 2	15-minute service on weekdays for most of the day
	20-minute service on weekends for most of the day
	Longer service spans on weekends
4 and 17	30-minute service on weekends for most of the day
	Longer service span on Sundays
6 and 11	10-minute combined service on weekdays for most of the day
	15-minute combined service on weekends for most of the day
	Longer service span on weekends
20	30-minute service on weekends for most of the day

MTD could also explore the branding and marketing of a frequent transit network. Several agencies have unique branding for frequent routes as shown in the images in below. The purpose here is to have a visually appealing and recognizable brand for the frequent network to potentially attract new riders and demonstrate the distinct value of these services.

Figure 51: Examples of frequent network branding (left) and backgrounder from TransLink (right).

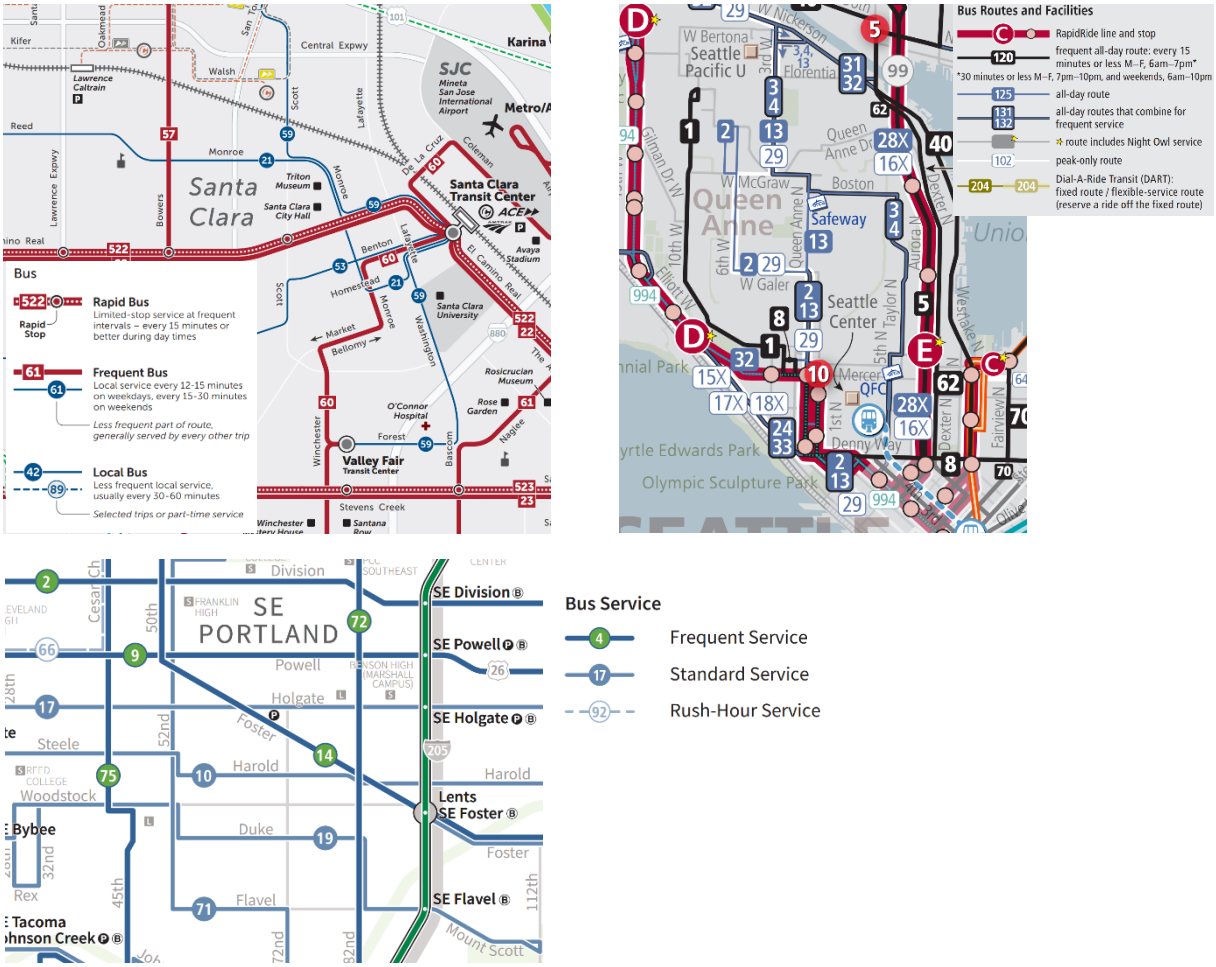


The images on the left show some examples of the branding of frequent routes from Cap Metro in Austin (left, top), TriMet in Portland, OR (left, middle), and the STM in Montreal, Quebec (left, bottom). In addition,

TransLink in Vancouver, British Columbia publishes a fact sheet detailing the scope of the frequent transit network and its broader benefits (right in Figure 51).

In addition to the branding and marketing of a frequent transit network to support a 'lifestyle' transit network, MTD could also consider redesigning its network maps to show the hierarchy of different service types by coloring and weighting route lines based on frequency. Instead of each route being a different color, each route type would be a different color or weight. Some examples are shown below (Santa Clara VTA, left, Seattle, right, Portland, bottom).

Figure 52: Examples of network maps using distinct symbols for frequent routes.



The main advantage of using line weights and colors to distinguish frequent routes from non-frequent routes is that riders can rapidly understand which routes are the most frequent, improving network legibility and trip planning. It can also reveal to broader audiences where transit is most frequent and thus most useful, informing land use planning and development.

10.2 Capturing Different Markets

MTD's core riders are students and largely transit-dependent riders, as well as some riders who have vehicle access but choose to ride MTD for certain trips or certain reasons, like reducing their carbon footprint and preferring a car-light lifestyle.

To attract other market segments, MTD is already preparing to launch the new microtransit service that could entice some non-riders to try the Wave and fixed-route service. Moreover, the top reason from the survey in fall 2021 that non-riders don't use transit is that bus trips are too long—*MTD Moves Ahead* provides recommendations and strategies for transit priority measures that can speed up buses, hopefully attracting more ridership.

Based on stakeholder feedback and customer engagement, some potential strategies for additional services include:

- **Implementing microtransit along the waterfront area of Santa Barbara.** MTD has already explored this concept and conducted analysis for ridership potential and service planning. While a walkable area that has been served by the Waterfront Shuttle, there are opportunities to capture some trips that may be too long to walk, potentially at times of the day when the circulator is operating at a lower frequency. Connecting to the Amtrak station is also another potential draw for riders.

- **Increasing the frequency on the Downtown-Waterfront Circulator.** Related to the point above, downtown and the waterfront area are highly walkable and have many destinations and trip generators. Nevertheless, some trips may be too long to walk for various reasons for different people and a frequent service would be useful for these trips. Frequency is key here because some walking trips may be shorter than the wait time for the bus. MTD is currently exploring partnerships to restore the Downtown and Waterfront shuttles as the newly proposed Circulator concept in *MTD Moves Ahead*. As funding becomes available, MTD will explore ways to boost service levels on this important route for both tourists and locals.

- **Pilot seasonal services.** The South Coast is the American Riviera and experiences substantial tourism and seasonal activities during the summer months. With so much to do and so many people in a constrained area, traffic and parking challenges are significant. MTD could explore seasonal services such as transit to trailheads (either a seasonal line or a Wave location) for hiking, a line geared to connecting museums, the Mission, the Botanical Gardens and other cultural destinations.

Overall, the proposals described above are meant to guide MTD for future planning efforts, particularly during the upcoming strategic planning cycle.

11 TRANSIT PRIORITY MEASURES – SPEEDING UP BUSES

11.1 Why Transit Priority Measures?

Transit priority measures are a collection of tools, policies, and treatments that can be applied to help speed up buses and reduce transit delay, and ultimately, make the bus a more attractive and competitive option compared to private vehicle use. Transit priority measures aim to improve the attractiveness of transit, decrease travel times for bus riders, and improve reliability without infringing on pedestrian, cyclists, and other street users.

Different transit priority measures vary in the level of effort required to deploy them and to what degree they can alter the current street layout. Transit priority measures are a powerful way to move more people more efficiently, as buses have the capacity to carry many more people through a corridor compared to automobiles. As buses typically share the street with other forms of transportation and operate in mixed traffic, employing transit priority measures can improve both bus reliability and travel time.

Transit priority measures are becoming more common throughout the United States, and public support for transit priority measures is growing, with municipalities becoming more willing to partner with transit agencies to deploy different transit priority measures, as they see the benefits of prioritizing transit to create more sustainable and resilient communities[19].

Within the South Coast, support for transit priority measures is strong among current MTD riders and the community at large, with **81% of riders and 78% of all survey respondents stating that they would be much more likely or somewhat more likely to ride if bus queue jumps and bus only lanes were implemented, and 83% of riders and 80% of all survey respondents would be much more likely or somewhat more likely to ride if transit signal priority were implemented** (Figure 54). Some example comments from the survey in support of transit priority measures are shown in Figure 53.

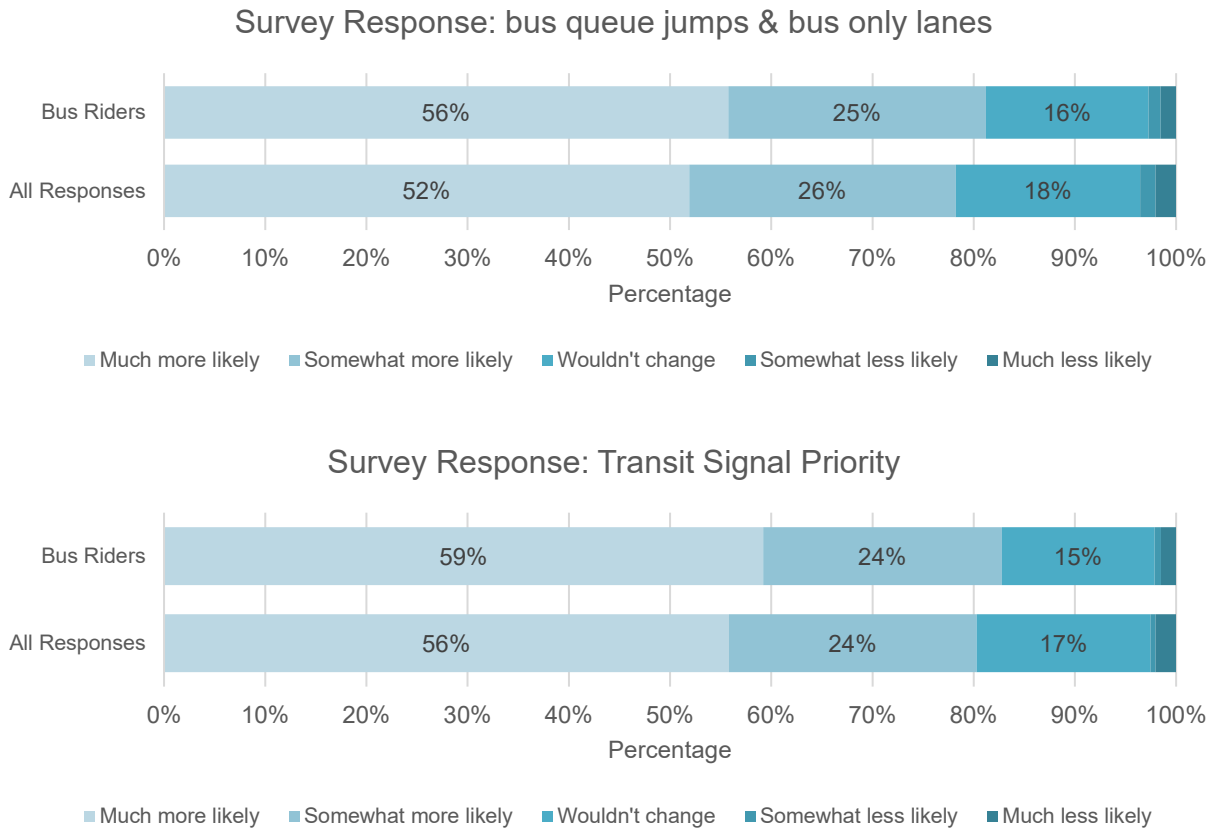
Figure 53: Transit priority measure survey comments

"Excited to see what bus priority can do to make the ride faster and more reliable."

"I also love to see these changes for bus infrastructure, I think a lot of bicyclists would benefit if they could also utilize some of the lane structure changes."

[19] https://transitcenter.org/event/bus-lanes-are-essential-speeding-transit-during-covid/, https://transitcenter.org/wp-content/uploads/2018/05/Collaboration.pdf

Figure 54: South Coast support for transit priority measures



MTD has been working hard to improve the reliability and on-time performance (OTP) of its system since it acquired CAD/AVL technology in 2016. CAD/AVL has allowed MTD to track line-level OTP and make targeted adjustments to schedules to improve OTP, and currently, systemwide OTP consistently meets and exceeds the Title VI policy of 80% on time. MTD has also employed other strategies to speed up buses, such as bus stop balancing along certain lines.

While MTD has been working to improve OTP, reliability, schedule adherence, and bus speeds over time, MTD is limited in what it can do with vehicles operating in mixed traffic. Traffic and congestion are at times unpredictable and negatively impact MTD operations—eroding not only punctuality of service, but service consistency too. Figure 55 shows the median trip speeds by hour of day across all routes from a sample day of June 1, 2022 from the California Integrated Travel Project (Cal-ITP) created and managed by Caltrans using agency GTFS-real-time (GTFS-RT) data[20].

[20] https://analysis.calitp.org/rt/district_05-san-luis-obispo/0__speedmaps__district_05-san-luis-obispo__itp_id_293.html

Figure 55: Median trip speed by hour of day (Cal-ITP)

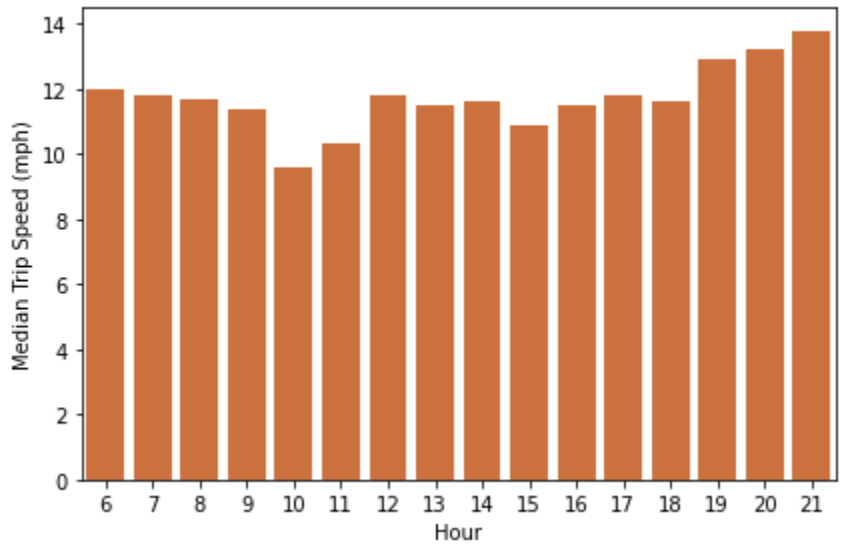
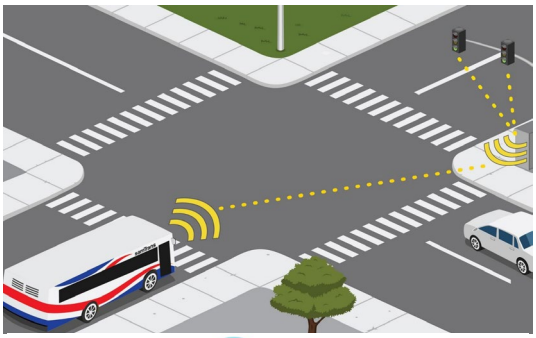
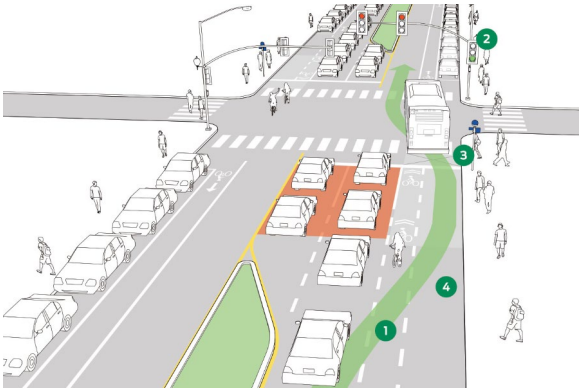


Figure 55 shows that the median MTD trip speed varied between 9 mph and 13 mph. Somewhat low speeds are to be expected when buses are stopping regularly to pick up and drop off passengers, but low speeds (especially compared to speeds which private vehicles are traveling at) can be a deterrent to using the system. MTD has employed various strategies and made a proactive effort to improve OTP, reliability, and bus speeds on their own, but to speed up buses and enhance reliability and OTP further, MTD needs to look outside its own organization to create partnerships to enable transit priority measures that can make MTD more competitive and a more attractive option, and foster regional goals of creating more sustainable and equitable communities.

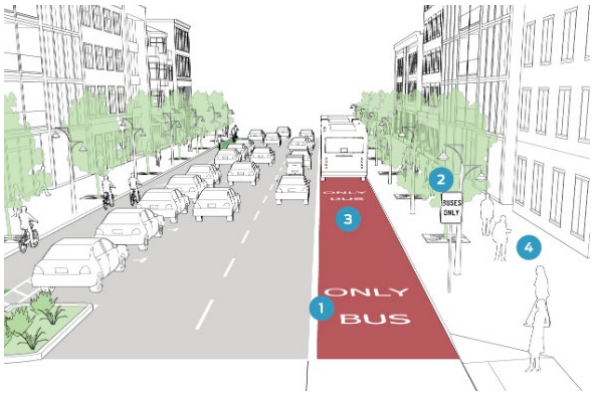
11.2 Transit Priority Potentials

Three different transit priority potentials are explored for application in MTD's system as a part of *MTD Moves Ahead*: transit signal priority (TSP), bus queue jumps, and bus only lanes. Each are summarized in Table 19. The effectiveness of the different transit priority measures are often amplified when implemented together with other strategies. For example, run times can be reduced even further is TSP is implemented in conjunction with dedicated bus lanes and bus queue jumps, and so forth. Increasing the average speed of bus trips means that customers are able to travel and connect to more places and in less time, and that MTD could potentially reduce the number of buses dedicated to a route while maintaining service levels.

Table 19: Transit priority measures overview

Project	Concept	Example[21]
Transit signal priority	Extend the green signal so an approaching bus can make it through the intersection. Provide a signal for buses only at key intersections to provide buses the right of way before general traffic.	
Bus queue jumps	Combine short dedicated transit facilities with either a leading bus interval or active signal priority to allow buses to easily enter traffic flow in a priority position. Comparable to a bike box treatment, but for buses. Can considerably reduce delay and result in run-time savings and improved reliability.	

[21] NACTO Transit Street Design Guide

Project	Concept	Example[21]
Bus only lanes	Only buses (or bikes, if low bus frequency) are permitted. Speeds up buses and improves journey time consistency.	

Lessons learned from pilots and deployments of different transit priority measures have taught us that transit priority projects need to be implemented correctly, carefully, and strategically to be successful. Later in this section, some of the most important concerns regarding transit priority measures are explored, such as community and stakeholder buy-in and support and safety. Because cycling is an intrinsic aspect of South Coast culture, ensuring safety between modes when transit priority projects are implemented is critical.

11.2.1 Transit Signal Priority

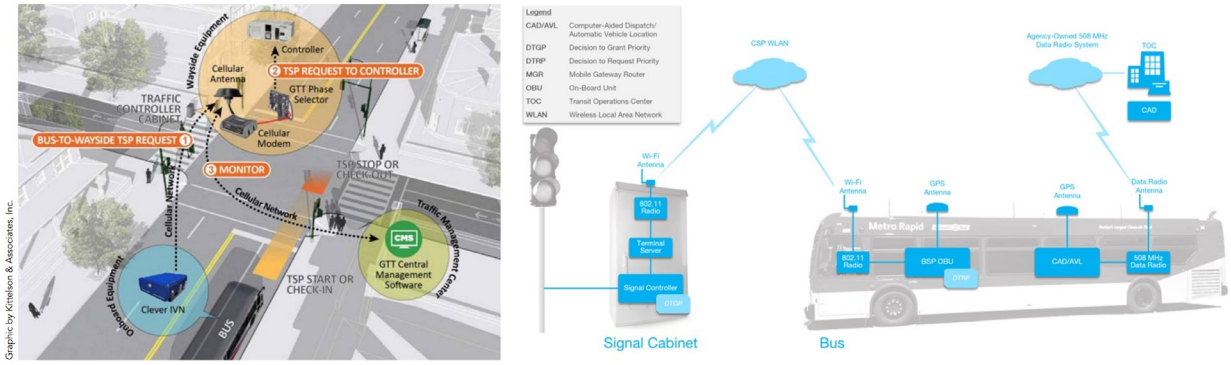
TSP uses signal technology to provide an advantage to buses at signalized intersections. It can be used to provide buses with a head start at queue jump locations, as well as adjust traffic signal phasing to provide additional green light time for approaching buses so they can make it through the intersection. With TSP, traffic signal timing is altered dynamically in response to a request from a bus to reduce bus delay at intersections.

With TSP, travel time savings of between five and 15 seconds per intersection are possible, though effectiveness varies dependent on the characteristics of the specific intersection. According to the Government of the District of Columbia, a TSP pilot along 16th St. has seen corridor-specific run-time savings of up to 5% along the entire corridor and benefits of up to 10% to 15% along shorter segments of the corridor. The report further states a peer review reported time savings of between 2% and 18%[22]. The City of San Jose saw a 22% reduction in trip time using cloud-based TSP software[23]

NACTO reports TSP applications in Minneapolis have resulted in reduced peak hour bus trip times of between 4% and 15%, and applications in Los Angeles, Portland, and Seattle have seen travel time reductions between 8% and 10%[24]. Los Angeles County initiated a Countywide Signal Priority (CSP) program in 2017 as a partnership between LA Metro, Los Angeles County, Caltrans, and six municipal bus operators to enable TSP at intersections in nearly one third of the County's 89 jurisdictions[25].

[22] https://ddot.dc.gov/sites/default/files/dc/sites/ddot/page_content/attachments/DDOT%20Bus%20Priority%20Toolbox.pdf
[23] https://www.sacog.org/sites/main/files/file-attachments/lyt.speed_scalable_intelligent_transit_signal_priority.pdf?1591998525
[24] https://nacto.org/wp-content/uploads/2016/04/1-4_Park-Hu-Transit-Signal-Priority-with-Connected-Vehicle-Technology_2014.pdf
[25] https://laconnect-it.com/countywide-bus-signal-priority-csp-bus-rapid-transit-brt-program/

Figure 56: TSP architecture examples in Washington, D.C. (left) and Los Angeles County (right)



TSP is most effective along corridors with relatively long signal cycles or relatively long distances between signals. TSP is also very beneficial at intersections that routinely see long queues or applied to commonly delayed lines. Far-side stops can further maximize TSP efficiency since arrival time can be more accurately predicted than dwell time. Where routes turn, TSP can extend the turn phase time to allow for additional time for the bus to turn through the intersection. TSP may increase waiting times on cross streets, which is especially important to consider when lines intersect.

One of the main benefits of TSP is that it can be implemented with virtually no changes to the street design. Whereas bus only lanes and queue jumps require physical changes to the street, TSP can be implemented without these disruptions which can help it be implemented quickly and efficiently. TSP technology has improved over time. Now, TSP is available as a cloud-based software platform that uses connected vehicle and machine learning technologies to prioritize the flow of vehicles in a city through an intersection or across a corridor to help improve reliability and decrease overall travel time[26].

MTD recently received TIRCP grant funding for TSP software, to be piloted throughout the City of Santa Barbara. This required close collaboration with city departments such as Public Works to ensure that signals within the city will be capable of hosting the TSP technology. MTD should continue to work with the other jurisdictions it serves to expand TSP beyond Santa Barbara, to ultimately rollout TSP across the entire service area.

For example, MTD is working with the City of Goleta to understand challenges and opportunities related to TSP integration at traffic signals across the city, as Goleta sees a large number of high-frequency Lines such as Lines 6 and 11 that could see further benefits to travel times and reliability if TSP was also in place in Goleta. Goleta has a very outdated traffic signal system, that today is not interconnected and able to talk to a cloud-based TSP system. The differences in signal architecture and hardware across the multiple jurisdictions served by will be a challenge that requires consistent engagement with partners and leadership from MTD.

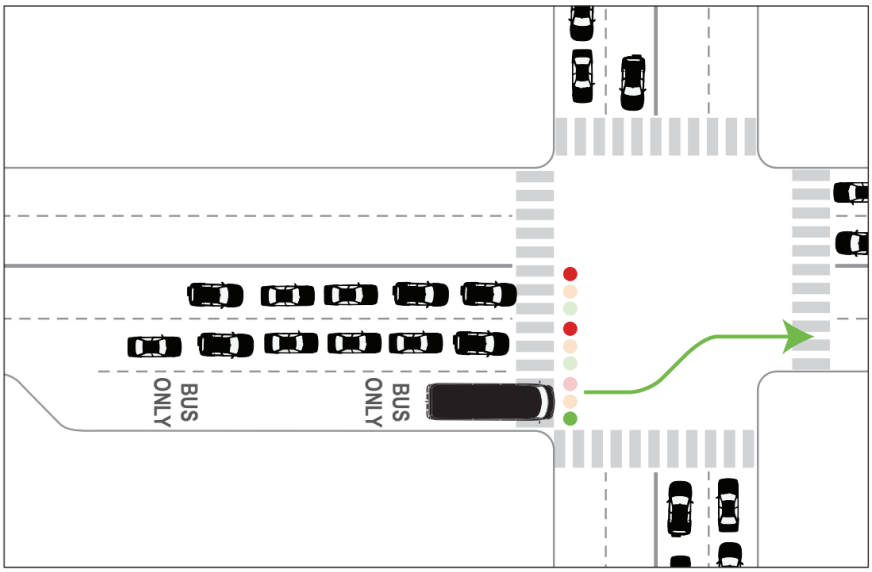
11.2.2 Bus Queue Jumps

Queue jumps, or queue jump lanes, allow buses to bypass queued traffic enabling them to move to the front of the Line and gain an advantage at signalized intersections. This application has obvious benefits when applied in conjunction with TSP. When approaching an intersection, the bus exits the queue of

[26] Home - LYT

vehicles and enters the queue jump lane. The bus can then use TSP to get a head start through the intersection and merge into the lane of general traffic (Figure 57).

Figure 57: Bus queue jump with TSP[27]



Queue jumps provide an opportunity for buses to moved ahead of queued vehicles at a traffic signal, resulting in bus travel time savings by reducing delay due to traffic congestion. The Government of the District of Columbia reports delay reductions between 2% and 7%, and the implementation of queue jumps in conjunction with TSP in West Valley City, UT found bus travel time reductions between 13% and 22%.

As previously stated, travel time savings from queue jumps can be significantly enhanced when they are implemented in conjunction with TSP. Queue jumps are most suited to signalized corridors with high transit volume and low right turn volumes at the intersections. Intersections with high volumes of right turns may require right turn restrictions during peak hours or right turns can be accommodated separately from the queue jump in a turn pocket. Another option is to develop it as a shared right-turn/queue jump, where a protected right-turn signal can be used with a sign indicating a right turn signal with an exception for buses.

Queue jumps can be applied at near-side, far-side, or non-stop configurations. At near-side pull-outs, the bus will complete passenger loading before proceeding into the queue jump.

Queue jumps will also require a high degree of collaboration with the relevant municipalities to ensure the design of the queue jump is correct for that specific intersection, and to understand if TSP can work in conjunction with the queue jump.

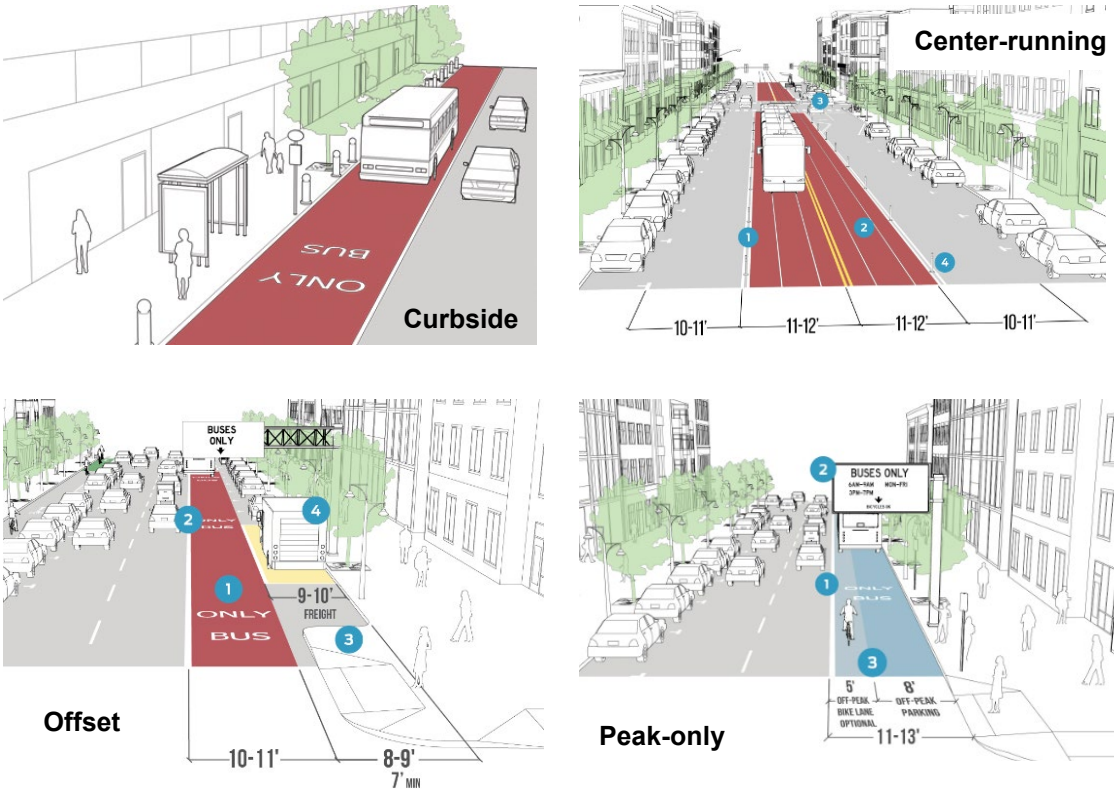
[27] Ontario Ministry of Transportation, Transit Supportive Guidelines

11.2.3 Bus Only Lanes

Bus only lanes are lanes operating in mixed traffic that are for the use of transit only, allowing buses to bypass queues over longer distances. Bus only lanes use signage and pavement markings to restrict other vehicles from using the space and typically also allow paratransit and emergency response vehicles to use the space. Similar to queue jumps, bus only lanes can be used in conjunction with TSP to improve flow through the signalized intersections along a corridor.

Bus only lanes can take on a number of different configurations, including curbside bus lanes, center-running bus lanes, offset bus lanes, or peak-only bus lanes. Offset bus lanes, which are typically located in the lane to the left of the curb lane, which allows for dedicated spaces for buses while providing access to the curb for loading or parking. These also reduce the delay from right-turning vehicles at signalized intersections compared to curbside bus lanes, where right turns from other vehicles are typically allowed (Figure 58).

Figure 58: Different configurations of bus only lanes[28]



Dedicated bus lanes provide the most significant benefits to bus travel times and reliability. The Government of the District of Columbia reports that travel time savings of between 10% and 15% in areas of high traffic congestion and savings of up to 5% in areas of low congestion for curbside bus lanes, and travel time savings of between 15% and 25% in areas of high congestion and savings of up to 5% in areas of low

[28] NACTO Transit Street Design Guide

congestion for offset bus lanes. Their peer review also reports variable travel time savings of between 15% and 50% from applications in New York and Los Angeles[29].

A case study from the pilot of peak-only bus lanes along Flower St. through Downtown Los Angeles showed an average travel time savings of 30%, or two minutes, compared to the baseline conditions. Hourly bus throughput through the corridor increased from 53 buses per hour to 80 buses per hour during the pilot phase, which increased the person-throughput by 37%. A daily average of 10,000 riders used the lane during each peak period. Further, a survey of riders utilizing the lane reported that 75% of riders believe the lane resulted in improved travel time and reliability, and bus operator support for the bus only lane was also high[30].

Bus only lanes are most suitable for corridors with frequent transit service and heavy traffic congestion that causes slow bus speeds and reliability issues. For all configurations, enough lanes must exist to maintain at least one lane for other vehicle traffic.

Curbside configurations are most suited for corridors with no curbside parking or where the removal of curbside parking is acceptable, on streets with in-lane sidewalk stops, on streets with intersections with low right-turn activity, and on streets with wide sidewalks that allow for ample space for both bus shelters and pedestrian activity. Special attention should be given to right turns from streets with curbside bus only lanes. Curbside lanes also require enforcement as illegal parking by delivery trucks, taxis, TNCs, and others can be common.

Offset bus lanes are most suited to corridors where maintaining curbside parking is important, and there is sufficient space for the installation of bus boarding bulbs. Offset bus lanes can also more easily accommodate dedicated bike lanes between the bus lane and the sidewalk or curbside parking area. Offset lanes work well along corridors with retail, where maintaining on-street parking for retail is important. Lane enforcement is also critical to ensure that the lane is not used for double-parking purposes.

Center-running bus lanes are typically used on major routes with frequent headways, where traffic congestion may significantly affect reliability and travel times. A major benefit of center-running lanes is that they can reduce conflicts with parked vehicles and curbside bike lanes. Center-running bus lanes are most typically seen with BRT-style services or higher-order transit such as streetcars or light rail. These represent the largest investment and most significant change to the current street layout, as they require the most space for stops since boarding islands must be placed in the street (example in Figure 59). This also presents the largest capital cost to install new boarding islands along the corridor.

[29] https://ddot.dc.gov/sites/default/files/dc/sites/ddot/page_content/attachments/DDOT%20Bus%20Priority%20Toolbox.pdf
[30] https://www.enotrans.org/eno-resources/a-budding-model-los-angeless-flower-street-bus-lane/

Figure 59: In-street boarding island (WMATA, Washington, D.C.)

Peak-only bus lanes allow transit to take precedence over parking and curbside access at peak hours when it can most benefit transit operations and when conditions are most congested, and permitting mixed traffic or curbside parking at other times. Peak-only bus lanes work well on streets with predictable bus delay due to peak-hour vehicle traffic, and corridors with high peak-period bus frequencies and generally high traffic. These work well along corridors where bus travel times generally only significantly suffer during predictable, peak periods, or where slower off-peak travel times are acceptable. They also provide an opportunity to pilot the lane as bus-only during peak hours and later transition to a fully-dedicated bus lane at all times.

With all bus lane configurations, red-colored pavement is not only helpful in providing clear communication to other vehicles on the road, but also helps to improve compliance to help deter vehicles from illegally driving and parking in bus lanes. For example, after red paint was implemented in bus only lanes in San Francisco, the SFMTA reported that violations per hour decreased by approximately half when compared to bus lanes without red paint. As a marketing tool, red paint and dedicated bus lanes can also help raise the visibility of high-quality transit services within a community, much like green bike lanes denote high-quality bike infrastructure.

Within the South Coast, bus only lanes will have the biggest impact along corridors that have multiple high-frequency and high-ridership lines and that currently see low bus speeds. The section of El Colegio Rd. in Isla Vista between Storke Rd. and UCSB is a good candidate because:

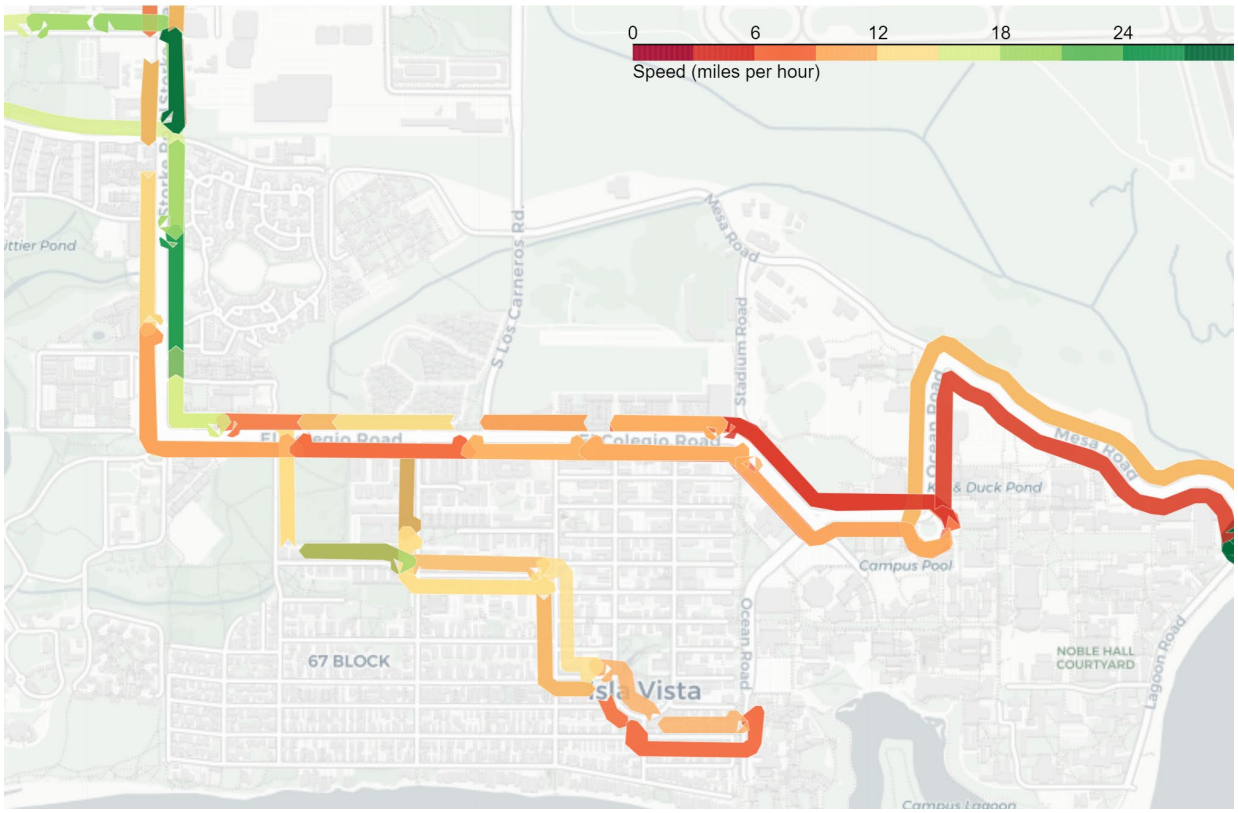
- The corridor is transit-rich: Lines 11, 15x, 24x, 27, and 28 operate along this corridor. These lines are important both for the mobility of students and the community at large.

- The corridor suffers from slow bus speeds that can affect on-time performance and reliability. According to the Cal-ITP created and managed by Caltrans using agency GTFS-real-time (GTFS-RT) data, this corridor experiences bus speeds that are slow in comparison to the service area consistently during the morning peak, midday, and afternoon peak (Figure 60), operating in the

range of 8-12 mph. The project cites Line 28 as one of the slowest lines in the system according to median trip speed, where it experiences a median trip speed of 7.4 mph during the midday period[31].

- The corridor does not have on-street parking.

Figure 60: Morning peak bus speeds along El Colegio (Cal-ITP)



- The corridor has sufficient lanes to provide space for all modes of travel. Some roads in the South Coast are constrained and do not have enough lanes to accommodate lanes for both bus and private vehicle travel. Constrained space also raises potential issues with providing enough space for active transportation, specifically cyclists.

[31] https://analysis.calitp.org/rt/district_05-san-luis-obispo/0__speedmaps__district_05-san-luis-obispo__itp_id_293.html

A concept of what bus only lanes along El Colegio could look like is shown in Figure 61. This configuration utilizes curbside bus lanes that are physically separated from bike lanes and one lane for general traffic.

Figure 61: Concept bus-only lane street configuration on El Colegio Rd.

Portions of the State St./Hollister corridor between Santa Barbara and Goleta also experience very slow bus speeds and would be a good candidate for bus only lanes. This corridor could also greatly benefit from a combination of transit priority measures working together.

11.3 Pilot

MTD should develop more detailed plans regarding which transit priority measures and in what areas of the South Coast that should be moved ahead. Once this has been determined, MTD should identify the relevant stakeholders and develop a community and stakeholder engagement plan (best practices and strategies regarding community and stakeholder engagement are detailed in Section 11.4). For example, relevant business improvement districts, municipal departments, neighborhood councils, elected officials and Board members, and other local community organizations that can either help support the project or may be affected by the project should be identified for stakeholder outreach. Opposition to losing parking spaces and lanes for general traffic are common themes that emerge; it's important for MTD and bus riders to communicate that transit riders are not only customers, but employees too. Developing a clear timeline for outreach so that every step from planning to pilot is outlined is also important so that the actual pilot does not take anyone by surprise is also important. Understanding and accounting for potential risks throughout the project process is also important.

MTD can identify grants or other potential funding sources for the project, depending on the scale and scope of the project. If the intent is to start small with a "tactical transit" project with minimal permanent

changes to the street infrastructure (for example, laying out traffic cones and providing traffic enforcement and signage, as seen in Figure 62), costs will be minimal and the timeline for implementation will be quick. If the intent is to begin with a tactical transit-style project during the pilot phase as a proof of concept, and then transition to a more permanent solution with red paint, permanent street changes and signage, etc., this allows time to apply for grants for aspects of the project that will be more expensive and will be implemented in the longer term[32].

Figure 62: Tactical transit application in Arlington, MA

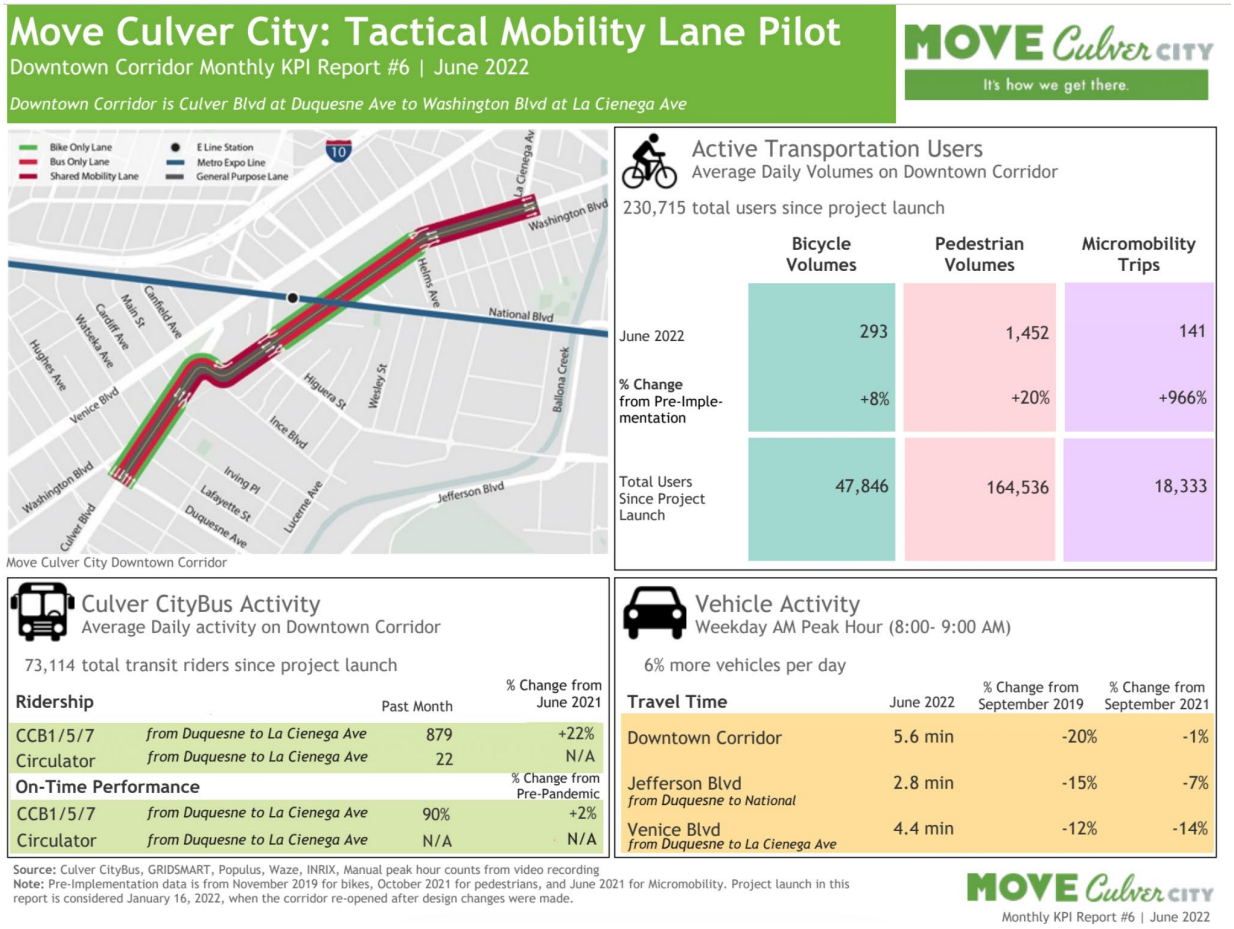
Prior to the pilot, it is also important to specify performance measures to measure success. Collecting data can also be helpful in presenting the positive outcomes of the pilot to the community to generate more support for more projects of this kind, as well as informing adjustments that may be needed.

Performance measures should be compared to baseline or pre-implementation conditions and can include factors such as on-time performance, transit ridership, bus throughput, person throughput, bus travel times, and more[33]. An example monthly report of KPIs from Move Culver City is presented in Figure 63. Culver City publishes monthly public online KPI reports. MTD could replicate this and publish monthly KPIs to report at monthly Board meetings and also publish online as part of their Monthly Ridership Reports.

[32] https://transitcenter.org/why-tactical-transit-is-the-next-big-thing/

[33] The TTC in Toronto created transit-only lanes on King St. in downtown Toronto. Working with the City of Toronto, the TTC tracked several non-transit measures including car travel times, and customer spending at nearby businesses to help address concerns that removing parking and general traffic would decimate business. More information here: https://www.toronto.ca/wp-content/uploads/2019/04/8fb5-TS_King-Street-Annual-Dashboard_Final.pdf

Figure 63: Move Culver City monthly KPI report[34]

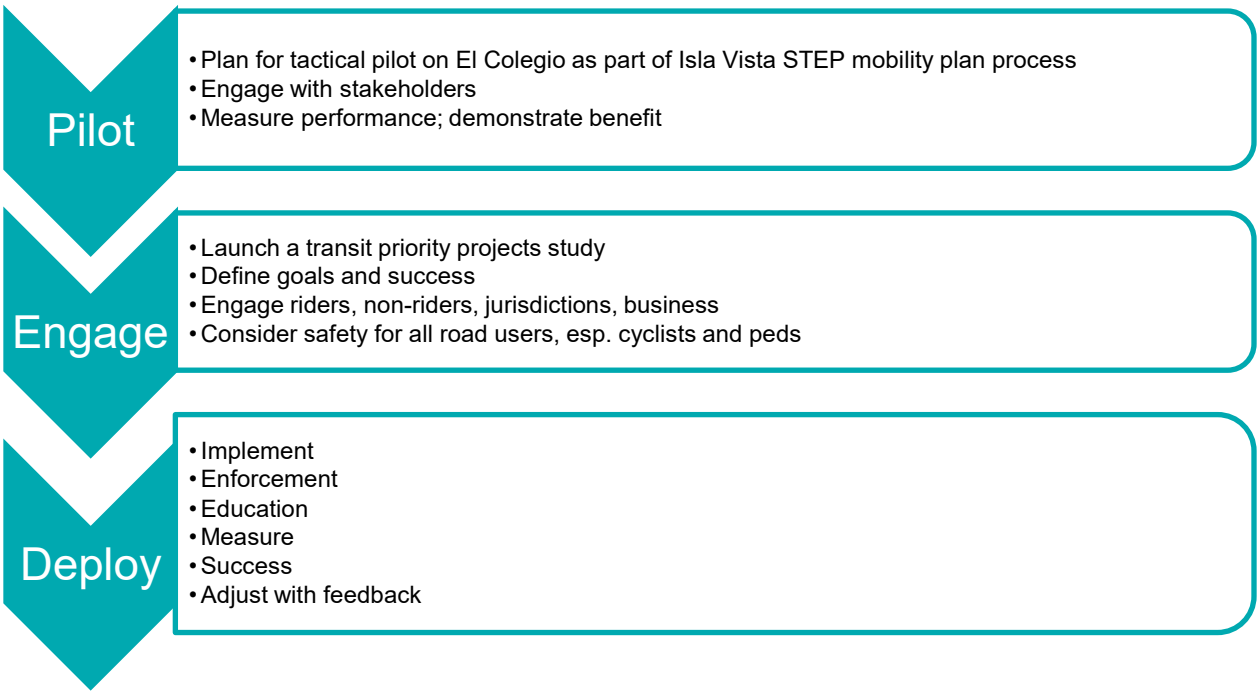


During the pilot phase of the project, MTD should track performance and collect data, and continue to conduct community outreach. After the pilot has been in operation, MTD can also survey the public and riders to collect additional feedback. Interestingly, perceived time savings are often higher than actual time savings, as was the case for the LA Metro Flower St. bus lane pilot, where the majority of riders reported perceived time savings that were higher than actual time savings.

A summary of the stages and key steps for MTD's implementation of bus only lanes is presented in Figure 64.

[34] https://www.dropbox.com/s/dwhy1hoe77iv6d9/June%202022%20KPI%20Public%20Report_7.25.2022.pdf?dl=0

Figure 64: Key next steps for bus only lanes



11.4 Community and Stakeholder Engagement

Community and stakeholder engagement, support, and buy-in are critical components of successful transit priority measure implementation projects, especially for higher-profile measures like bus only lanes. For these projects to be successful, close coordination with relevant municipal departments (such as city and county DOTs, public works, and planning departments) is required. In order to work effectively with these departments, MTD must identify with specificity:

- Where buses need help to get through traffic
- How municipalities can help
- What service improvements could be made with that help

It is also important that a common goal and vision among leadership is established. Agreement should be formed among leaders at the transit agency and municipal departments that buses need priority on the street and collaboration is required to make that happen. Another key to success is gaining support from community leaders (such as elected officials or Board members) who can defend potentially controversial changes or proposals (such as projects that include the removal of on-street parking). Finally, transit agencies can be opportunistic and identify ways that transit priority projects can be inserted into other projects that the city might be undergoing[35].

Community support and buy-in is immensely important for the success of transit priority projects. According to the successful pilot project of LA Metro's Flower St. bus only lanes, this can be achieved through constant and clear communication and building support at every level. Support should be built in layers beginning

[35] https://transitcenter.org/wp-content/uploads/2018/05/Collaboration.pdf

internally within the transit agency, and then support from important community stakeholders including Board members, relevant elected officials, neighborhood councils, business improvement districts, and others. Educating these stakeholders on the quantitative and qualitative benefits of different transit priority projects and what the specific benefits to the community will be can help to build support from stakeholders. Door-to-door outreach to local businesses and residents throughout the corridor to listen to concerns and other feedback is instrumental in this approach.

It is also important that outreach is robust and is completed in many different forms, including online, via social media, word of mouth, and through local partners and stakeholders. If the project will remove on-street parking, it is also recommended to distribute paper flyers on the cars parked in the corridor. It is also recommended to anticipate where any community resistance will come from so that the agency can proactively address them. For the case of LA Metro, they anticipated that perceived parking impacts would be the largest community concern and source of resistance, so they were able to proactively address these concerns and were prepared when talking to the community.

Outreach should be conducted throughout every step of the project process, and it is also important to consider the whole project timeline when completing outreach. Ensuring that the community has ample notice and time to prepare before the pilot begins or before the project is implemented is important both for community support and for compliance with the project from the local community, as is clear signage alerting drivers to any changes in the corridor they should be aware of (for example, local residents will know when the project has been implemented so that they do not park illegally, etc.)[36].

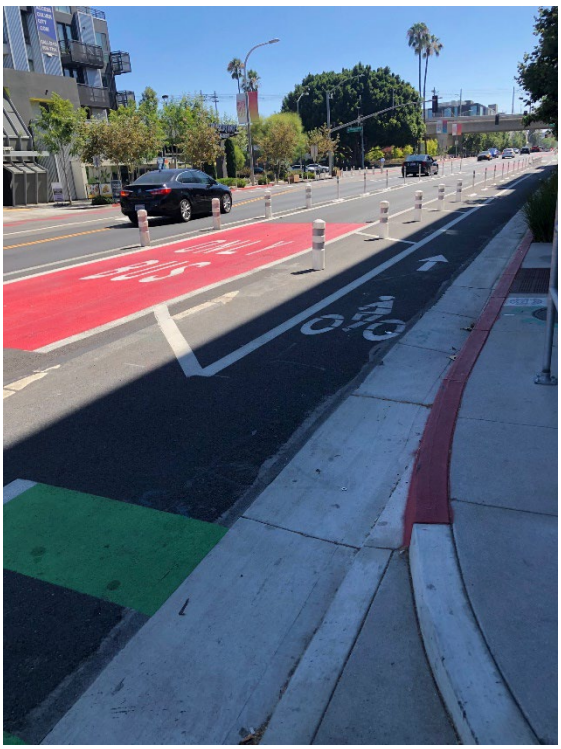
11.5 Safety Considerations

Providing safe and reliable mobility options for all users of the street is one of the main goals of transit priority measures. The design and configuration of measures that change the street layout should pay careful attention to ensuring the safety of each mode. Transit priority projects such as bus only lanes also present an opportunity to reconfigure the street to be safer for all users, such as by installing protected bike lanes at the same time as transitioning a lane to a bus only lane.

Corridors with bus only lanes and bike lanes can be designed differently: physical barriers can separate the bus and bike lanes, they can run adjacent to one another, or, in instances of constrained space, there can be a combined bus and bike lane. Figure 65 shows examples of some of these in Culver City, California. Within shared bus-bike lanes, buses are discouraged from passing and cyclists must pass only at stops.

[36] https://www.enotrans.org/eno-resources/a-budding-model-los-angeless-flower-street-bus-lane/

Figure 65: Separate bus and bike lanes (left) and combined bus and bike lane (right) in Culver City, California



When there is a combined bus and bike lane, clear signage is vital. Further, when separated bus and bike lanes converge into a combined bus and bike lane, signage is necessary to communicate this change to the road users (Figure 66).

Figure 66: Signage and wayfinding examples from Culver City, California

When a bike lane is adjacent to the curb, bus platforms must be places carefully to minimize potential conflicts between cyclists and those boarding or alighting at the stop. Figure 67 shows a bike lane running through a bus platform in Culver City, where the bike lane is adjacent to the curb and separated from the bus only lane.

Figure 67: Bus platform through bike lane in Culver City, California

Enforcement within the corridor and making sure that all road users are using the road correctly is also vital to safety and the effectives of the priority treatment; illegal parking in bus or bike lanes, double parking in bus or bike lanes, or other issues create safety concerns and minimize the benefits to bus riders. LA Metro's Flower St bus lane project worked closely with law enforcement to utilize a "proactive enforcement approach" with the overall goal of making sure buses flow efficiently and clearing obstructions from the bus lane as quickly as possible. During the pilot phase, law enforcement was always present. Further, law enforcement did not issue any citations for the first few weeks of the pilot, which were dedicated to educating roadway users on the new restrictions. Even after this phase, verbal warnings were still the most common law enforcement strategy[37].

While this approach can be expensive, it is very effective. Other, less costly enforcement strategies include automated bus lane enforcement (ABLE), where front facing cameras are put on buses that use automated license plate reader (ALPR) technology to identify vehicles parked or sitting in bus lanes and take clear photos of the license plate, which allows law enforcement agencies to send a civil citation to the owner of the vehicle. AB 917 state legislation to allow this enforcement was passed in late 2021 and went into effect January 1, 2022[38].

Overall, the most important safety considerations when implementing transit priority measures include careful design, clear signage and wayfinding, continuing education, and enforcement.

[37] https://www.enotrans.org/eno-resources/a-budding-model-los-angeless-flower-street-bus-lane/
[38] https://insights.conduent.com/insights-for-government-agencies/legislation-paves-the-way-for-bus-lane-enforcement-in-california

12 SUPPORTING RECOMMENDATIONS

The service proposals and transit priority strategies described previously are one part of the *MTD Moves Ahead* plan. The supporting recommendations described in the following sections will continue to push MTD forward to meetings its mission of safe, reliable, and comfortable mobility. Supporting recommendations have been grouped based on the goals established in Section 4.

12.1 Future-Focused

MTD has consistently been a forward-looking transit agency and remains focused on technology and service improvements that benefit their customers. These supporting recommendations focus on systemwide improvements that continue to position MTD at the forefront of transit agencies.

12.1.1 Open Payment System

Figure 68: Cal-ITP approved payment reader

Recently, MTD launched a pilot of open loop contactless payment (Figure 69) on 18 buses, mostly operating on Lines 12x, 15x, 16 and 24x. This demonstration is in partnership with the Cal-ITP and MTD is only the third transit agency in the state to launch this payment type. When boarding a bus on these lines, riders can tap a contactless-enabled credit, debit, or prepaid card or mobile smart device on the payment reader to pay the standard adult fare. During this phase, riders will still need to ask the bus operator for a paper transfer ticket if they wish to transfer.

As a recent recipient of the CalSTA-TDA TIRCP grant for their Next Wave project, MTD is well positioned to deploy contactless payments across its system. Through smart ticketing and fare-capping, contactless fare collection will enable MTD to attract a broader ridership audience, including locals and tourists alike to easily access transit services without the anxiety of navigating an unknown fare system. Furthermore, by promoting non-cash payments, dwell times can be reduced while speeding up bus journeys.

12.1.2 Community Partnerships

The Santa Barbara Area is a major tourist destination with a vibrant community that values transit and the environment. MTD should continue building partnerships that integrate the values of transit with the economic potential of effective transportation throughout the community.

Strong partnerships are often a two-way street and transit is no exception. Downtown and waterfront businesses benefit from MTD services, depending on the facilitated movement of tourists from ports into and around the downtown and waterfront areas. The Downtown-Waterfront Shuttle was overwhelmingly supported by survey respondents with 88% indicating it would positively influence their use of transit.

> "I cannot say enough how enthusiastic I would be about the Downtown waterfront route, it would be a highly utilized route on the weekends." – *MTD Moves Ahead* Survey Respondent

As MTD continues to look for funding to operate the Downtown-Waterfront Shuttle, partnerships with the Chamber of Commerce or Visit Santa Barbara may present opportunities to fund this community supported service. These partnerships also offer the potential of cobranding and associated advertising opportunities. Business can benefit from access via transit while reminding customers that MTD is a cheap and easy way to travel to and from their business, reducing both traffic and parking challenges.

In addition to associated marketing, MTD could expand its Pacific Surfliner's Transit Transfers Program[39] to more organizations or experiences within the South Coast—bundling transit tickets with entrance fees could be a winning combination to mitigate traffic and parking issues, while increasing ridership. Using a similar approach to the Surfliner transfer program, MTD could explore working with cultural destinations (Santa Barbara Zoo, Santa Barbara Museum of Art, etc.) as an alternative that focuses on local residents who might opt to take transit for a trip usually taken by car.

Cultural destinations like the Santa Barbara Bowl present opportunities to boost off-peak and weekend ridership through partnerships with events to provide free transit. Relationships can be built at the venue level, Santa Barbara Bowl Foundations, so patrons know they can depend on MTD to get them to and from the venue or at the business level, Goldenvoice, to ensure advertising materials and event details include considerations for MTD.

The associated marketing strategy could outline different business groups who could partner with MTD for promotions and discounts, as well as potential bulk purchases of commuter bus passes. Here is an example of a creative cooperative marketing relationship between Famima, a bakery, and LADOT transit service in Los Angeles (Figure 69).

Figure 69: Cross-promotion of transit use and retailers

In this example in Figure 69, customers are given a discount at the bakery for showing their monthly transit pass, can purchase transit fare media at the store, and are shown on a map how to get to the business using the transit routes that serve the location. A similar approach could be used throughout the South

[39] Riders with a valid Amtrack ticket can ride MTD buses free for the day, facilitating train to bus transfers and encouraging transit use.

Coast to partner with local businesses served by transit, which would be mutually beneficial both to transit and the business.

Access to trailheads via MTD was brought up by community members throughout the engagement process. These are often destinations that are hard to serve with transit because of their isolated nature. MTD could consider partnering with the Parks and Recreation Department or SB County Community Services Department to provide seasonal bus service to popular trailheads. Another possible way to serve these locations could be through microtransit.

> "I would like to see a route added that would provide service to the various trailheads (Tunnel Trail, Cold Springs, etc) from somewhere common in downtown." – *MTD Moves Ahead* Survey Respondent

Community partnership takes many forms, but a current example can be seen in MTD's involvement with the Isla Vista Community Services District (IVCSD), the local government of Isla Vista. IVCSD received funding through the California Air Resources Board (CARB), in the form of a Sustainable Transportation Equity Project (STEP) Planning and Capacity Building Grant for their Isla Vista Community Mobility Plan.

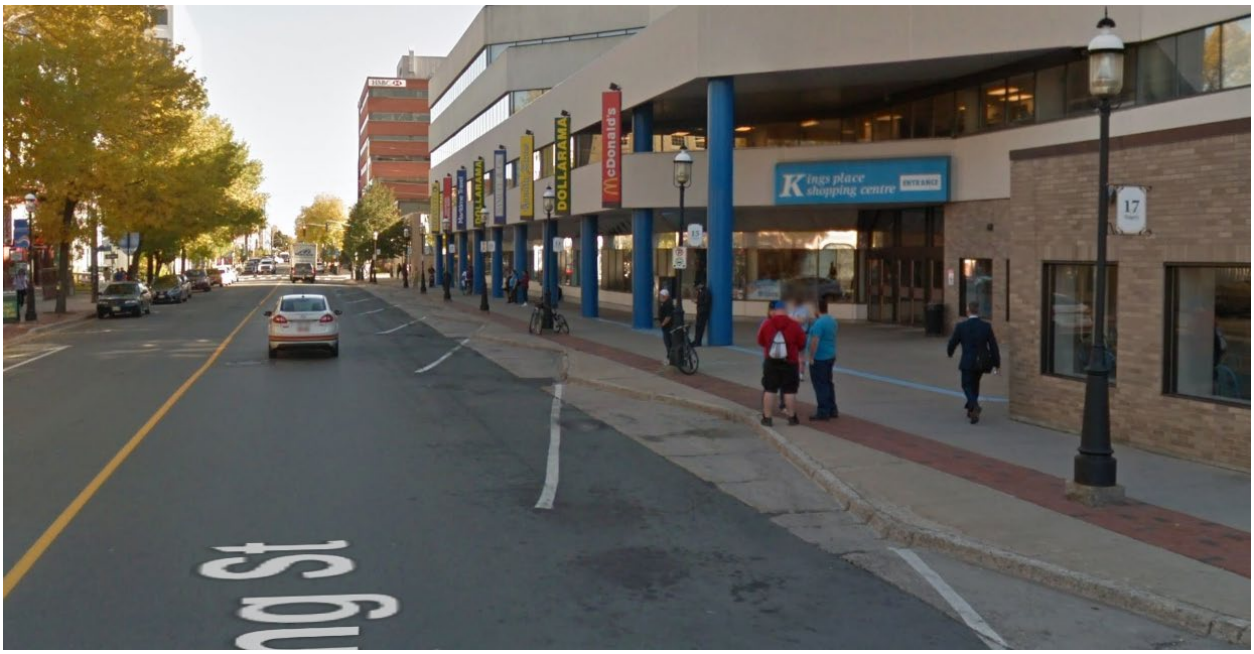
Through partnering with IVCSD, MTD is helping to facilitate community engagement with active transportation at a grassroots level. Building support for a plan that addresses community mobility raises MTD's profile within the community while taking strides towards ensuring equitable access to transit, and improving transit. Importantly, this partnership and a common vision for enhanced mobility between MTD and IVCSD can help reduce barriers to moving forward with transformative transit priority measures in Isla Vista.

12.1.3 Enhance Operations and Network Connectivity

The recently funded Next Wave project provides funds for facility improvements at two terminals. The reactivation of Terminal 2 in Goleta presents an opportunity for MTD to better manage and store their fleet. The improvements to the Terminal 2 site include perimeter improvements, washing and fueling upgrades, as well as minor improvements for the use of facilities by staff. MTD can expect to store 20 to 25 buses at the facility with parking for 20-30 staff. As part of the Facilities Master Plan, bringing Terminal 2 online is an important step in initiating facility improvements at Terminal 1. An operational Terminal 2 will help alleviate pressure at Terminal 1, while potentially mitigating deadheading to and from routes in the western portions of the MTD service area.

In addition to bus stop and terminal improvements, MTD can—in the long-term—consider a mobility hub or center in Goleta and Isla Vista areas. As a growing part of the service area, along with the reactivation of Terminal 2 and the frequent routes operated in Goleta and Isla Vista, passenger transfers are conducted on-street particularly at the intersection of Storke and Hollister. The passenger volumes and number of connecting bus routes would benefit from improvements like sawtooth parking (see examples in Figure 70 below) to facilitate on-street transfers, while minimizing the costs of an off-street transit center than incurs operating time penalties and secludes passengers rather than integrating them with active land uses.

Figure 70: On-street sawtooth bus bays to facilitate on-street passenger transfers (San Luis Obispo, *top*, Fredericton, Canada, *bottom*)



In the longer term, MTD can explore a mobility hub concept to enable bus transfer, connections with other mobility modes (ride/carsharing, scooters, bicycles, etc.) and strong surrounding land uses to make it a functional area that serves as both an origin and destination.

12.1.4 Continue the Transition to 100% ZE Fleet

MTD is known for its commitment to sustainability and early adoption of zero-emission buses (ZEBs), with its first deployment of a battery-electric bus (BEB) in 1991 and 14 BEBs currently operating in their fleet. As mandated by the CARB under the Innovative Clean Transit (ICT) regulation, MTD is required to fully transition to a ZEB fleet by 2040, and MTD's Board has adopted an even more ambitious goal of transitioning by 2030.

To continue to support the goal of reducing emissions on the South Coast, MTD needs to submit their ZEB Rollout Plan to CARB by July 2023. This plan will detail the ZEB procurement and phasing schedule as well as required facility modifications and upgrades to support the BEB fleet. MTD can also take this opportunity for positive marketing to emphasize MTD's commitment to sustainability and the environment as well as highlighting improvements in vehicle conditions, such as a quieter ride and less noise on neighborhood streets.

12.2 High-Quality Transit

Providing transit that integrates customer requests, leverages the best available technology, and is consistently improving is a hallmark of high-quality transit. MTD remains committed to improving the quality of their services and amenities by keeping the customer at the center of decision-making.

12.2.1 Bus Bike Racks

The South Coast has a long history of being a bike-friendly community, and many MTD riders use cycling for the first and last miles of their trips. Currently, all MTD buses except the electric shuttles are equipped with front bike racks that have capacity for two bicycles. To expand this capacity and enable more MTD riders to use cycling as a portion of their bus trip, MTD should upgrade the front racks that have capacity for three bikes. As seen in Portland (TriMet), San Francisco (SFMTA), and Los Angeles (LA Metro), upgrading from two to three bike positions is becoming a more common occurrence among transit agencies to make multimodal trips easier and encourage active transportation, especially for the first and last mile of bus trips.

Figure 71: Transit agency examples of 3-bike racks

TriMet

SFMTA

LA Metro

MTD tracks how many bicycles are carried on each route and can use this data to make decisions on how to prioritize deployment of 3-bike racks. For example, in FY19-20, MTD's system carried over 80,000 bikes. The lines that saw the highest number of bikes included Lines 11, 6, 20, and 24x. MTD can prioritize deployment on these lines and continue to collect and analyze data on bike usage to refine the deployment strategy. Importantly, MTD was recently awarded a grant that includes funding for 3-bike racks so that they can begin to implement this improvement, and the improvement should be seen systemwide within a year.

12.2.2 Bus Stop Improvement Program

The bus stop is the 'first impression' of a transit agency. Providing a safe and comfortable environment is crucial for the customer experience.

MTD's Next Wave project, recently funded as part of the TIRCP grant presents the opportunity to implement a bus stop improvement program. Focusing on passenger amenities, such as benches, shade, shelters, lighting, and trash bins will help MTD continue to improve customer satisfaction and use its bus stops as marketing tools themselves

Importantly, MTD plans to update and refresh its bus stops to its current branding and design standard from the prior "black and yellow" branding scheme. This will help present a unified look and feel to the MTD system and make it even more recognizable within the community.

Furthermore, MTD should continue to ensure that information related to schedules and trip planning be provided at most if not all bus stops, particularly those with high passenger volumes. With the prevalence of phones, MTD can avoid republishing schedules at each bus stop and direct riders to check the MTD website, MTD social media, live arrival apps, or use the texting feature to get next arrival information.

A bus stop improvement program should also focus on improving the universal accessibility and safety features of bus stops. While not an immediate recommendation, all-door boarding is one strategy that MTD can eventually pilot to speed up buses, especially using the open payment system at the rear door. Nonetheless, bus stops will need to be able to safely accommodate passengers boarding and alighting through the rear door. While not all bus stops and bus lines are suited for all-door boarding, lines and stops with the heaviest loads should be targeted to help minimize dwell times.

Finally, MTD should also update its bus stop design guidelines to codify its standards for bus stop design, location, and amenity distribution. The bus stop guidelines would work hand-in-hand with the bus stop improvement program, essentially implementing the guidelines. Gold Coast Transit District is an example of an agency with a good set of guidelines [40] and improvement program[41] that leverages the guidance from the design guidelines. Gold Coast distributes bus stops into three tiers based on ridership levels, and these tiers have different levels of amenities. MTD could use the Gold Coast example as a guiding document to update its design guidelines. Key components of bus stop guidelines can include:

- Policies governing stop requests, including the integration with developments and master planning processes

[40] https://www.gctd.org/wp-content/uploads/2021/06/GCTDBusStopGuidelines2019.pdf
[41] https://www.gctd.org/wp-content/uploads/2022/07/DRAFT-Bus-Stop-Improvement-Plan-June-2022.pdf

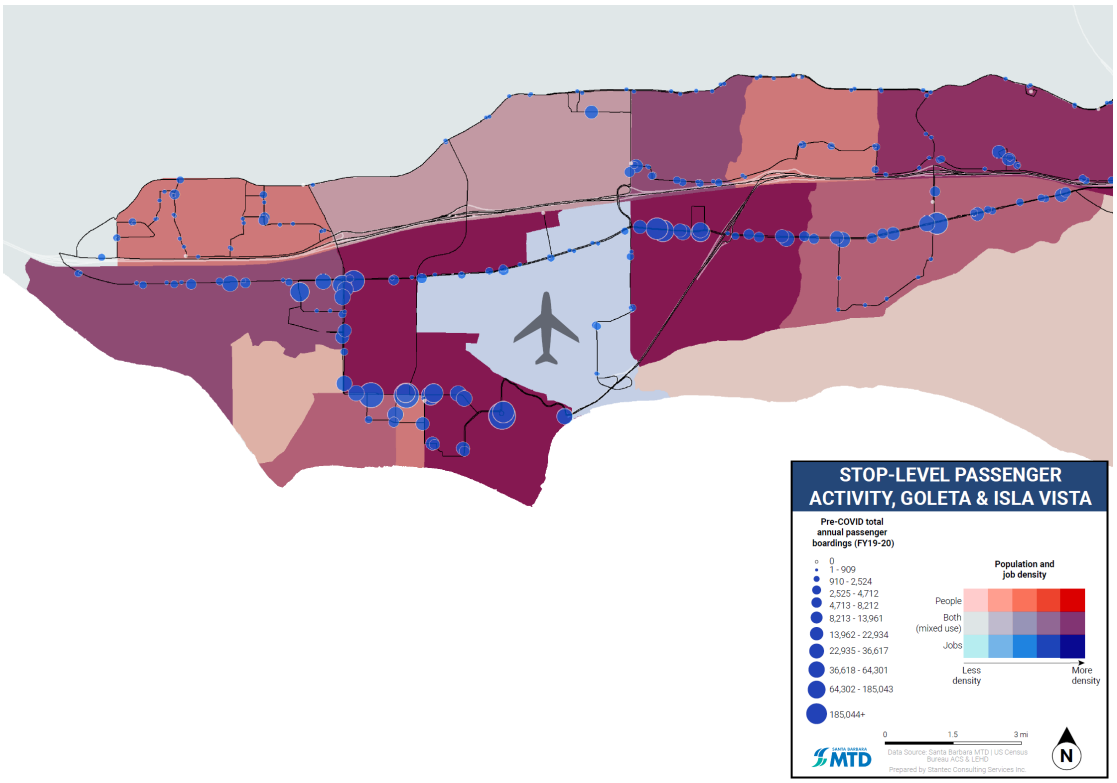
- Guidance around special events and construction impacts on stops and operations, as well as maintenance guidelines
- Standards for spacing and placement
- Design guidelines for stop configuration
- Passenger amenities and their distribution

12.2.3 Data-Driven Decisions

MTD continues to invest in technology to inform decision making in a data-driven and transparent manner. One important source of information is the onboard automated passenger counters (APC) technology that provides information related to passenger boardings and alightings by stop and time of day. This information was used in the service planning process of *MTD Moves Ahead*. Nonetheless, MTD does not routinely examine this information at the stop-level or by hour of the day. The analysis in *MTD Moves Ahead* identified bus stops with low usage that could be considered for elimination that would help speed up buses and regularly reviewing this data can help MTD develop defensible policies for route changes, bus stop changes, as well as when to invest in service (see an example in Figure 72).

However, as revealed from the APC analysis, significant issues exist with the data fidelity and quality. Key issues include duplicate bus stops, alighting and boarding records without identified (geolocated) stops, and bus stops with boarding and alighting records that are not in MTD's GTFS feed and thus cannot be linked to a specific stop ID. Further issues occur within the software that is used to compile and aggregate the data, and steps should be taken to ensure quality control during this step of the process. MTD should work with the APC vendor to address these issues so that MTD can routinely review accurate passenger boarding, alighting, and load data to make informed adjustments to route alignments, bus stop placement, and service levels.

Figure 72: Example of boarding by stop in Goleta and Isla Vista.



To further assess trip run times and possible slack in the schedule, MTD recently acquired Swiftly software. Swiftly is a data platform that tracks and compiles real-time data on vehicle location and operations to show both real-time on-time performance and historical data on run times and percent of trips that are early, late, and on time. Swiftly also collects vehicle speed data, which is helpful in determining where congested areas and pinch points are that are affecting on-time performance and route efficiency.

MTD has already taken steps to improve on-time performance in the last several years, including bus stop balancing, rewriting schedules, and route monitoring. With Swiftly, MTD has an opportunity to more actively monitor on-time performance, examine reliability issues, and develop more accurate schedules based on actual running times. Furthermore, speed mapping will be helpful to identify areas that could benefit from transit priority measures. Switfly can also be leveraged to monitor and actively adjust bus dispatching to provide on-the-fly operational improvements. The screen capture below (Figure 73) shows actual travel time for different trips on Line 6 as well as the scheduled run time and can offer suggestions for schedule adjustments that could be used to improve reliability.

Figure 73: Example of Run-Times dashboard on Swiftly.

Two case studies are presented below showing examples of how other agencies have used data collection and analytical software to improve their schedules and service reliability.

Washington Metropolitan Area Transit Authority (WMATA) found that the number of early arrivals during COVID-19 more than doubled from pre-pandemic levels. Using GTFS-RT feeds, WMATA was able to aggregate both current and historical data on run times to identify routes with the most early arrivals and with run-time distributions that indicated opportunities for OTP gains. WMATA identified travel times and adjusted scheduling, resulting in adjustments to 34 routes, with each route experiencing a 7.2% increase in OTP. This increase was so strong that in increased the systemwide OTP by 6.2%.

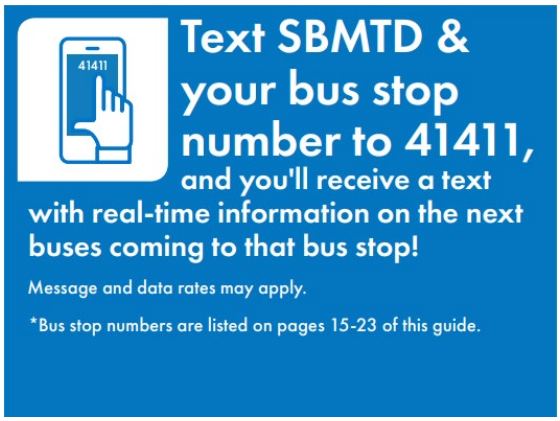
The Oulu Public Transit Authority (OPTA) in Oulu, Finland used run time and OTP data software to be able to see their data on a more granular level, enabling them to be able to build new timetables and schedules more quickly when they identified a way to improve run times and OTP. OPTA adjusted 20 routes, resulting in 10-20% OTP improvements along those routes. Run times have been reduced by up to 15 minutes on the modified routes, and these savings eliminated the need for two buses, freeing up these resources to be used elsewhere. OPTA also noted that being able to provide more accurate and efficient schedules has improved relationships with bus operators.

12.3 For All South Coast Residents and Visitors

Serving a unique blend of students, residents, and visitors, MTD balances the transit needs of a diverse demographic. These recommendations ensure that transit is for all South Coast, focusing on service policies and communication.

12.3.1 Customer Communications

Figure 74: Estimated Arrival Time text system



Utilizing a variety of real-time bus information systems, riders have options when seeking up-to-date bus arrival times and trip planning.

MTD's offerings include a text system (Figure 75), mobile app, web-based trip planning operated by MTD as well as third-party services like Google Maps and the Transit App.

The text system and mobile app are currently powered by Clever Devices but were called out in numerous survey comments as functioning poorly, not user-friendly, and lacking accuracy. MTD could consider transitioning to a more reliable provider to power the bus arrival system, as well as promoting alternatives that are more user-friendly. This tactic also encourages tourists to use MTD without the deterrent of feeling like they must download another app.

> "Something MTD really needs to fix is the reliability of the online 'Estimated Arrival Times.' Sometimes buses just don't show up which can be extremely inconvenient if service is every 40 or 50 minutes." – *MTD Moves Ahead* Survey Respondent

The survey comment above not only address the bus arrival system but also the timeliness of updates regarding service changes and missed trips. Due to staffing challenges and operator shortages, missed and canceled trips have become a more common occurrence within the MTD system. Mitigating riders' frustrations depend on identifying ways to better keep riders "in the loop" regarding missed trips. Developing a robust real-time system needs to include mechanisms to inform riders about service changes. MTD will also continue to announce service changes, delays, and cancelations through multiple social media channels, particularly Twitter.

Figure 75: MTD's Twitter feed announces up-to-date service changes

13 CONSIDERATIONS FOR REGIONAL SERVICES AND CONNECTIONS

MTD's services are local in nature—they connect communities throughout the South Coast—but MTD's services interface with regional transit partners. These transit partners include the Ventura County Transportation Commission's (VCTC) Coastal Express service connecting Santa Barbara and Ventura counties, and SBCAG's Clean Air Express that connects the South Coast of Santa Barbara County with parts of northern Santa Barbara County like Lompoc and Santa Maria.

To better leverage these connections and partnerships, MTD and its partners should continue to collaborate to identify ways to improve the customer experience for seamless journeys. While not a focus of the planning process for *MTD Moves Ahead*, there are several implications and considerations for MTD's local service with respect to connectivity with regional transit.

First, by avoiding duplication with regional services, MTD can allocate more resources to local services. For example, MTD previously operated Line 21x which provided express service along US-101 between Carpinteria and downtown Santa Barbara; this route largely duplicated the Coastal Express service between Carpinteria and downtown Santa Barbara. By removing Line 21x and reinvesting buses into Line 20 for instance, MTD can improve service levels locally, while the Coastal Express would absorb the passengers who would ride Line 21x.

Second, by enabling and connecting efficiently with partner agencies, MTD can grow ridership on its services while reducing driving trips into congested areas of Goleta, Isla Vista, and Santa Barbara. If commuters and other passengers choose to use regional services and if these services don't provide a one-seat ride to their destination, ensuring that MTD service is easily accessible and that transfers are well-timed will enable a complete trip via transit.

However, to encourage and facilitate trip making on transit between MTD and regional partners, MTD, VCTC, and SBCAG need to create frictionless customer journeys. Some strategies to explore include:

- **Simplifying trip planning.** This strategy can include promoting/advertising trip planning apps that customers can use to plan trips on multiple systems, and providing links to transit partners' websites and schedules. Designing a regional transit map showing all operators could be helpful for customers to visualize where different routes and agencies connect, while displaying partner agency connection points on MTD maps and other material could assist in wayfinding and trip planning.

- **Improving the waiting experience.** The Clean Air Express and Costal Express connect at MTD bus stops in several locations, including the Downtown Transit Center, Cottage Hospital, Downtown Carpinteria, UCSB, State and La Cumbre, and in Goleta. MTD and its partners should work together to align schedules as best as possible to minimize potential wait times between transit services. Furthermore, for the busier stops, as described elsewhere, MTD and partners should continue to invest in passenger amenities.

- **Improving the transferring experience.** Passengers who ride the Coastal Express pay $1 to transfer to MTD buses, while there is no fare transfer policy with the Clean Air Express. MTD and its partners should explore ways to streamline fare payment to enable easy and affordable transfers, particularly as MTD continues to implement contactless and electronic fare payments.

Taken together, focusing on providing seamless connections for customers who may be riding both a regional service and an MTD route will be an important strategy for strengthening regional partnerships.

Apart from the customer experience, MTD can explore other opportunities through closer collaboration with SBCAG. For example, currently, many of SBCAG's operators are employed in other unrelated industries

and so they drive the buses to Santa Barbara in the morning, work during the midday, and return with the buses in the evenings.[42] While economical from an operations perspective, the current shortage of operators for both agencies presents an opportunity if operators who drive the Clean Air Express in the morning and evening could operate MTD buses during the day. SBCAG has expressed an interest in MTD taking over operations of the Clean Air Express. MTD and SBCAG can investigate whether these opportunities to transition to a partnership would benefit both agencies.

Another important connection for regional services prior to the pandemic were the Amtrak first mile/last mile connecting routes.[43] While the pandemic saw the suspension of the peak timed Amtrak trips, and MTD suspended services on these routes, it will be important for SBCAG and MTD to consider future opportunities for serving Amtrak stations. The sustainability of dedicated routes, particularly with operator shortages, may be untenable in the short-term. Alternative concepts would include ensuring service is provided on existing MTD lines, like Line 6 for the Goleta station, a Downtown-Waterfront Circulator for Santa Barbara station, and Line 20 for the Carpinteria station. The microtransit Wave service in Goleta and Carpinteria will also provide coverage of their respective Amtrak stations.

[42] http://www.sbcag.org/uploads/2/4/5/4/24540302/cae_srtp.pdf
[43] Transfers to MTD with a valid Amtrak fare are free.

14 CONSIDERATIONS FOR ON-DEMAND / EASY LIFT

Easy Lift has been under contract with MTD since the 1990s to provide required complementary ADA-paratransit service. During the *MTD Moves Ahead* planning process, Easy Lift staff were engaged to discuss opportunities and challenges around paratransit and demand response services. Easy Lift staff were supportive of the proposed improvements to service and expanding the universal accessibility of MTD's fixed-route services to provide more freedom and flexibility compared to a reservation-based system for riders with disabilities. MTD and Easy Lift will continue to work together on activities like mobility training to support riders to use MTD more often. Furthermore, Easy Lift staff were excited at the opportunities of the on-demand shared ride service delivery model of the Wave, particularly in Carpinteria, which is more challenging for Easy Lift to serve given its base of operations further west in Santa Barbara.

One of the chief items related to paratransit service with any adjustments to fixed-route service is the service area boundary of the complementary paratransit service area—as per ADA regulations, ADA paratransit must, at least, operate within ¾-mile of fixed-route alignments and operate for the same service span. The implications of the proposed *MTD Moves Ahead* network changes on Easy Lift are minimal—route alignments are largely the same as today, except for the permanent deletion of Line 10 along Cathedral Oaks Rd. Service span is also largely the same. Because MTD plans to operate the Wave in the Cathedral Oaks Rd. area of Goleta (as well as further south into Isla Vista), Easy Lift could potentially stop serving that area when the Wave is in service; while Easy Lift's mandate is to provide service within ¾-mile of a fixed-route bus stop, it could elect to continue to offer dial-a-ride service in that area to complement the Wave.

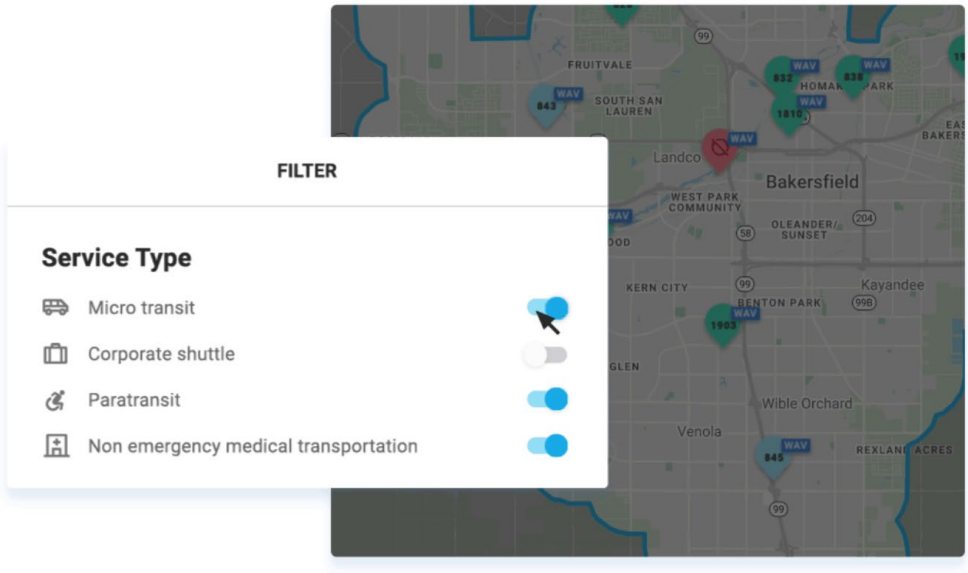
However, the overlap of MTD's Wave service areas and Easy Lift dial-a-ride service brings up opportunities for efficiencies. For example, the curb-to-curb shared ride model of both services effectively leverages dynamic routing and demand-response vehicles and operators. MTD and Easy Lift could work to develop an understanding of where and when it may be more cost effective for MTD to operate with the Wave, and Easy Lift to operate with dial-a-ride. However, to do so, there is likely a requirement for more collaboration and coordination for scheduling and dispatching. Furthermore, from a customer perspective, an Easy Lift trip in Carpinteria would cost $3.50, while the MTD Wave service will have a fare of $1.50[44]—clearly for a similar level of service, a customer will likely choose the Wave. MTD and Easy Lift should explore opportunities to not only streamline operations and service delivery, but the customer experience, too.

More and more agencies across the country are experimenting with a single brand/delivery model for demand response service, regardless of the passenger type, i.e., paratransit or general public dial-a-ride. The premise for this is that all these services are basically demand response shared ride services that operate from door-to-door, so commingling riders onto one service can help improve vehicle occupancy and this deliver more trips with fewer vehicles. Golden Empire Transit (GET) in Bakersfield is an excellent example of this trend. GET operated an in-house paratransit service, as well as piloted a microtransit service in a small zone of Bakersfield. Recently, working with the on-demand software provider Via, GET has commingled all resources into one 'brand' of on-demand to carry riders regardless of customer type.[45]

For GET, the fleet and operators are shared between paratransit, microtransit, and non-emergency medical transportation services. Operators can serve different customer types during the same shift, effectively reducing the number of vehicles required if dedicated fleets were assigned to each customer type. GET's ultimate goal is to commingle riders on the same vehicles at the same time. Because GET has procured one type of on-demand software for all on-demand services, training has been simplified as well. From a customer perspective, one app or one phone number is used for all customer types.

[44] For seniors and persons with disabilities.
[45] https://ridewithvia.com/resources/articles/partner-qa-talking-integrated-mobility-with-golden-empire-transit/

Figure 76: Screenshot of Via's dispatcher tool where dispatchers can toggle zones by service type.



Another example is Gold Coast Transit District's "Late Night Safe Rides" program that uses paratransit operators and fleet to provide service curb-to-curb from 7 pm to midnight. While not commingling riders, the operating model uses the same resources (operators, vehicles, scheduling and dispatching) to provide demand response service at night. Customers can book trips up from one day in advance to one hour prior to a trip using a dedicated phone line.

Figure 77: Flyer for Gold Coast Transit District's Late Night Safe Rides service.

A commingled approach should be explored by Easy Lift and MTD in order to provide greater efficiencies for operations, as well as provide more trips for customers. Consider the Wave—two vehicles are intended to operate in each zone. If demand is high, customers may be unable to book a trip or may need to wait a long time before booking a trip; if the resources for the Wave included Easy Lift vehicles and operators, additional capacity may be able to serve those trips during periods of high demand. MTD and Easy Lift will need to analyze hourly demand and capacity to understand whether opportunities such as these occur. Furthermore, it will be imperative to ensure that eligible ADA customers continue to receive levels of service as directed by the FTA. In other words, commingling must be done in a responsible fashion that does not sacrifice trip times, availability, and wait times for ADA customers; working with software providers to build in 'business rules' is one strategy to address these concerns.

Ultimately, the key goal of Easy Lift and MTD is to provide mobility to people. MTD and Easy Lift can more effectively work towards that goal together particularly as MTD moves into the microtransit space. Breaking down the barriers between the two services—sharing resources like operators and vehicles, using modern scheduling software, presenting a unified brand and trip booking and customer experience—will help move more people more effectively.

15 POTENTIAL FUNDING SOURCES

This section provides an overview of potential funding sources for *MTD Moves Ahead*. MTD has historically used, like agencies across California, state and federal funding, along with local funding, for operations. With the onset of the coronavirus and the steep decline in passenger fare revenue, operating funding became a significant challenge which the federal government provided help with through coronavirus-related relief funds. However, these funds were allocated on a one-time basis. Operating funding continues to be a challenge for MTD and agencies nationwide.

MTD continuously applies for competitive funding for capital projects, and has been rather successful. For instance, in July 2022, MTD was awarded a state grant of $14.48 million to procure electric buses, deploy signal priority, contactless payments, and other improvements.[46] MTD has also applied for federal funding to continue to transition to a zero-emission fleet.

This section summarizes operating and capital funding sources (Table 18) and concludes with a discussion around other potential sources for funding.

[46] https://calsta.ca.gov/-/media/calsta-media/documents/2022-tircp-detailed-project-award-summary-a11y.pdf

Table 20: Potential funding sources

Funding Name	Funding Source	Competitive or Formula	Capital or Operating	Description	Potential Applications	Potential Funding
Flexible Funding Programs – Surface Transportation Block Grant Program[47]	Federal (FTA)	Formula	Capital	Provides funding that may be used by states and localities for a wide range of projects to preserve and improve the conditions and performance of surface transportation, including highway, transit, intercity bus, bicycle and pedestrian projects.	Can be used across a wide variety of transit capital projects including transit centers.	As part of the Bipartisan Infrastructure Law, has designated over $14 billion annually each year between 2023 and 2026.
Urbanized Area Formula Grants (Section 5307)[48] (CARES Act money comes through this section)	Federal (FTA)	Formula	Capital for region with population greater than 200k; can use for operating with approval from FTA.	5307 grant funding makes federal resources available to urbanized areas for transit capital and operating assistance. Local match required.	As long as MTD remains in a UZA population of less than 200,000, eligible for operating assistance. Once MTD passes the 200,000 UZA population threshold, these funds can only be used for capital uses. Eligible capital uses include capital investments in bus and bus-related activities such as replacement, overhaul, and rebuilding of buses. Agencies can allocate these funds for the purchase of ZEBs.	80% of eligible net capital project cost, 90% of vehicle-related equipment required for ADA or CAA compliance, 50% of net operating project cost
State of Good Repair Grants (Section 5337)[49]	Federal (FTA)	Formula	Capital	Provides capital assistance for maintenance, replacement, and rehabilitation projects of high-intensity fixed guideway and bus systems to help transit agencies maintain assets in a state of good repair. Local match required.	Signals and communications, power equipment and substations, passenger stations and terminals, security equipment and systems, maintenance facilities and equipment, operational support equipment, including computer hardware and software; transit asset management plans.	80% of eligible net capital project costs.
Enhanced Mobility of Seniors & Individuals with Disabilities (Section 5310)[50]	Federal (FTA)	Formula	Both	Assisting private non-profit groups in meeting the transportation needs of older adults and people with disabilities when the transportation service provided is unavailable, insufficient, or inappropriate to meeting these needs. Funding based on each state's share of population.	Purchase of new buses, vans, wheelchair lifts, ramps, mobility management programs.	80% of eligible capital costs, 50% for operating expenses, 100% of the eligible 10% program administration costs
Grants for Buses and Bus Facilities Formula Program (Section 5339a)[51]	Federal (FTA)	Formula	Capital	Capital projects to replace, rehabilitate and purchase buses, vans, and related equipment, and to construct bus-related facilities, including technological changes or innovations to modify low or no emission vehicles or facilities.	Purchase of new buses and related infrastructure and facility equipment.	80% of the net capital project cost. 85% of total transit bus cost. 90% of net project cost for leasing or acquiring low-no bus-related equipment and facilities.

Grants for Buses and Bus Facilities (Discretionary Program) (Section 5339b)[52]	Federal (FTA)	Competitive	Capital	Funds vehicle purchases and upgrades to or new bus-related facilities.	Purchase of new buses and related infrastructure and facility equipment, and upgrades to or new bus-related facilities (such as Terminal 2).	In FY2022, the FTA announced availability of $372 million in grants.
Low- or No-Emission Bus Grants (Section 5339c)[53]	Federal (FTA)	Competitive	Capital	Purchase or lease of zero-emission and low-emission transit buses as well as acquisition, construction, and leasing of required supporting facilities.	Purchase of ZEBs and related infrastructure and related activities to support the ZEB transition, including construction costs.	85% of total transit bus cost. 90% of net project cost for leasing or acquiring low-no bus-related equipment and facilities. 0.5% of a request for workforce development training 0.5% for training at the National Training Institute.
Capital Investment Grants (Section 5309) (New Starts+Core Capacity and Small Smarts Improvements)[54]	Federal (FTA)	Competitive	Capital	Transit capital investments, including heavy rail, commuter rail, light rail, streetcars and bus rapid transit.	In the future could be useful for potential applications in higher-capacity transit such as BRT.	80% of Program of Interrelated Projects funding

[47] Flexible Funding Programs - Surface Transportation Block Grant Program - 23 USC 133 | FTA (dot.gov)
STBG - Federal-aid Programs - Federal-aid Programs and Special Funding - Federal Highway Administration (dot.gov)

[48] Urbanized Area Formula Grants - 5307 | FTA (dot.gov)

FTA Urbanized Area Formula Program Section 5307 grant fact sheet (dot.gov)

Coronavirus Aid, Relief, and Economic Security (CARES) Act | FTA (dot.gov)
Section 5307, 5310, and 5311: Using Non-DOT Federal Funds for Local Match | NADTC

[49] State of Good Repair Grants - 5337 | FTA (dot.gov)

[50] Enhanced Mobility of Seniors & Individuals with Disabilities - Section 5310 | FTA (dot.gov)
Section 5310 | NADTC

[51] Grants for Buses and Bus Facilities Formula Program - 5339(a) | FTA (dot.gov)
Fact Sheet: Grants for Bus and Bus Facilities Section 5339 (dot.gov)

[52] Grants for Buses and Bus Facilities Program | FTA (dot.gov)

[53] Low or No Emission Vehicle Program - 5339(c) | FTA (dot.gov)

Fact Sheet: Grants for Bus and Bus Facilities Section 5339 (dot.gov)

[54] FIXED GUIDEWAY CAPITAL INVESTMENT GRANTS Chapter 53 Section 5309 (dot.gov)

Innovative Coordinated Access and Mobility Pilot Program (ICAM)[55]	Federal (FTA)	Competitive	Capital	This program provides competitive funding to support innovative projects for the transportation disadvantaged that will improve the coordination of transportation services and non-emergency medical transportation services. Local match required.	Eligible activities include deploying mobility management strategies, vehicle purchase, and purchase of IT equipment.	No minimum or maximum grant award 80% federal funding of project costs
Expedited Project Delivery Pilot Program (Section 3005b)[56]	Federal (FTA)	Competitive	Capital	Expediting delivery of new fixed guideway capital projects, small starts projects, or core capacity improvement projects. These projects must utilize public-private partnerships, be operated and maintained by employees of an existing public transportation provider.	Funds can be used to help expedite a number of capital projects given they meet the requirements laid out in the description. In the past, funding has been awarded to rapid transit projects such as BRT.	Program will cover 25% of the project cost. The FTA has proposed $450 million in funding for FY2023.
Public Transportation Innovation (Section 5312)[57]	Federal (FTA)	Competitive	Both	Provides funding to develop innovative products and services assisting transit agencies in better meeting the needs of their customers.	Research, development, demonstration and deployment projects, and evaluation of technology of significance to public transit.	Funds are allocated on a discretionary basis. The FTA website will update when this grant opportunity becomes available.
Accelerating Innovative Mobility (AIM) Program[58]	Federal (FTA)	Competitive	Both	AIM will drive innovation by promoting forward-thinking approaches to improve transit financing, planning, system design and service. The AIM Initiative also supports innovative approaches to advance strategies that promote accessibility, including equitable and equivalent accessibility for all travelers. Local match required.	Eligible activities include all activities leading to the development and testing of innovative mobility, such as planning and developing business models, obtaining equipment and service, acquiring or developing software and hardware to implement the project, operating or implementing the new service model, and evaluating project results.	In FY2020, a total of $14 million was administered.
Better Utilizing Investments to Leverage Development (BUILD) Grants[59]	Federal (DOT)	Competitive	Capital	Formerly TIGER, BUILD is a discretionary grant program aimed to support investment in infrastructure.	Can be used for capital expenditures to improve transit such as vehicle purchases and dedicated bus lanes.	FY2022 provided $1.5 billion for BUILD grants.

[55] Innovative Coordinated Access and Mobility Grants | FTA (dot.gov)
Fact Sheet: Innovative Coordinated Access & Mobility Pilot Program | FTA (dot.gov)
[56] Expedited Project Delivery Pilot Program - Section 3005(b) | FTA (dot.gov)
[57] Public Transportation Innovation - 5312 | FTA (dot.gov)
Transit Cooperative Research Program - 5312(i) | FTA (dot.gov)
Public Transportation Innovation Section 5312 Fact Sheet (dot.gov)
[58] Accelerating Innovative Mobility | FTA (dot.gov)
[59] BUILD Discretionary Grants | US Department of Transportation

				BUILD funding supports planning and capital investments in roads, bridges. Transit, rail, ports, and intermodal transportation. Local match required.		
Workforce Development Initiative[60]	Federal (FTA)	Competitive Cooperative Agreement	Operating	Provides resources and support for public transit agencies to recruit, retain and train transit workers to ensure the transit industry has the workforce needed for today and in the future. 20% local match requirement for recipients. Recipients may derive that match through in-kind activities not funded by the Federal government and match from other Federal agencies as noted in the Coordinated Council on Access and Mobility resources on match. Technical Assistance and Workforce Development Program projects = No local match.	Cooperative agreements with transit agencies to develop innovative workforce projects. Reports and information on the results of those projects. Meetings and conferences to gather information about public transit agency. A new transit workforce technical assistance program.	Funds from this program can be used to help recruit new bus operators and train existing operators and maintenance staff on zero-emission technologies to help retain and develop MTD's existing workforce.
SB1 (State of Good Repair) Program[61]	State (Caltrans)	Formula	Capital	Provide additional revenues for transit infrastructure repair and service improvements.	These formula fuds are eligible for transit maintenance, rehabs, and capital projects. Agencies can choose to dedicate these funds to the purchase of ZEBs to continue the ZEB transition.	Funding is based on service area population and farebox revenues.
Hybrid and Zero-Emission Truck and Bus Voucher Incentive Project (HVIP)[62]	State	Voucher	Capital	Voucher program created in 2009 aimed at reducing the purchase cost of zero-emission vehicles. A transit agency would decide on a vehicle, contact the vendor directly, and then the vendor would apply for the voucher.	Continued purchase of zero-emission vehicles to continue MTD's transition to a zero-emission fleet.	Portion of $65.6 million of funding for public transit buses

[60] Workforce Development Initiative | FTA (dot.gov)
[61] 2022 State of Good Repair Program Guidelines (ca.gov)
State of Good Repair | Caltrans
[62] California Air Resources Board and CALSTART reopen incentives for clean trucks and buses | California Air Resources Board
Home - Hybrid and Zero-Emission Truck and Bus Voucher Incentive Project | California HVIP
HVIP-FY20-21-Implementation-Manual-FINAL-210429.pdf (californiahvip.org)

Carl Moyer Memorial Air Quality Standards Attainment Program (Carl Moyer Program)[63][64]	State/APCD	Formula	Capital	Funding to help procure low- and zero-emission vehicles and equipment. In 2022, the application window was open from July 25-August 31. Local match required.	Continued purchase of zero-emission vehicles to continue MTD's transition to a zero-emission fleet.	Transit buses are eligible for up to $80,000 in funding.
Transportation Development Act (TDA) – Local Transportation Fund (LTF)[65]	State	Formula	Both	LTF is derived from ¼ percent of the statewide general sales tax on diesel fuel and returned to the county in which it was collected.	Available to fund costs associated with operating public transit, including operations, capital projects, administration and planning, and transit-related research and development projects.	Formula funding based on diesel fuel sales tax.
Transportation Development Act – State Transit Assistance (STA)[66]	State	Formula	Both	STA funds are derived from the statewide sales tax on diesel fuel and returned to each county based on a formula of population and fare revenues.	Available to fund costs associated with operating public transit, including operations, capital projects, administration and planning, and transit-related research and development projects.	Formula funding based on county population and fare revenues.
Low Carbon Transit Operations Program (LCTOP) and Transit and Intercity Rail Capital Program (TIRCP)[67]	State/CARB/ Caltrans	Competitive	Capital	TIRCP provides grants from the Greenhouse Gas Reduction Fund (GGRF) to fund transformative capital improvements that will modernize California's intercity, commuter, and urban rail systems, and bus and ferry transit systems, to significantly reduce emissions of greenhouse gases, vehicle miles traveled, and congestion. LCTOP is formula funding transit agencies commonly use for operations. Funding for both programs come from 5% and 10% of the annual Cap and Trade auction.	These programs fund a wide variety of projects that support new or expanded bus and rail services, improve multimodal facilities and can include equipment, fueling, maintenance, and other costs as long as the project helps to reduce GHGs.	In FY2020, the average award per agency for LCTOP funding was $912,000 and TIRCP average award amount was $6 million.

[63] https://www.ourair.org/grants-for-on-road-vehicles/

[64] Carl Moyer Program | California Air Resources Board
THE CARL MOYER PROGRAM GUIDELINES 2017 Revision Volume I

[65] Transportation Development Act | Caltrans
No Slide Title (ca.gov)

[66] Transportation Development Act | Caltrans
No Slide Title (ca.gov)

[67] Transit and Intercity Rail Capital Program | CalSTA

Transit and Intercity Rail Capital Program (TIRCP) | CTC
Draft 2022 TIRCP Guidelines for Discussion (ca.gov)

				No local match required, but preferable		
Measure A[68]	Regional (SBCAG)	Formula	Both	0.25% sales tax supplement for transportation projects	Funds can be used for new local and commuter bus service, programs to reduce congestion, and expanded transit service for senior and disabled communities.	Measure A will provide $455 million to the South Coast agencies and jurisdictions over 30 years.
Volkswagen Environmental Mitigation Trust[69]	State	Both	Both	Mitigate the excess nitrogen oxide (NOx) emissions caused by VW's use of illegal emissions testing defeat devices in certain VW diesel vehicles. Light-duty zero-emission vehicle infrastructure or ICE/V replacement	Continued purchase of zero-emission vehicles to continue MTD's transition to a zero-emission fleet.	Portion of $65 million.
Sustainable Transportation Equity Project (STEP) Implementation Planning & Capacity Building[70]	State (CARB)	Competitive	Both	Address community residents' transportation needs, increase access to key destinations, and reduce greenhouse gas emissions by funding planning, clean transportation, and supporting projects. Implementation: Local match of 20% required Planning & Capacity Building: No local contribution required	Purchase of vehicles and related equipment and infrastructure to reduce GHGs.	In the past, CARB has awarded a total of $44.5 million through the STEP program. CARB is currently working with stakeholders to determine the future of STEP going forward.

[68] About - Measure A

[69] Volkswagen Environmental Mitigation Trust (californiavwtrust.org)
Volkswagen Environmental Mitigation Trust for California | California Air Resources Board

[70] Sustainable Transportation Equity Project (STEP) | California Air Resources Board

LCTI: Sustainable Transportation Equity Project (STEP) | California Air Resources Board
Planning Grant Solicitation (ca.gov)

15.1 Additional Funding Avenues

The vast majority of funding programs, particularly competitive funding programs at both the federal and state levels, are geared toward capital programs—new buses, new technology, and so on. The real challenge, however, for most agencies and MTD is the need for operating revenue to actually deliver service; funding opportunities for operating expenses are limited. During the pandemic, the FTA allowed agencies to divert spending to keep buses and trains running, and importantly, provided agencies with operating funding through various rounds of coronavirus-related spending packages. As such, MTD has carryover money from these coronavirus-related funds, but this is likely to run out in the next three to four years. In fact, the more immediate challenge is not so much operating funding, but recruiting a sufficient number operators to put service on the street, resulting in MTD's recent service reductions in spring 2022.

The challenge for MTD is compounded by the risk of losing its ability to use FTA 5307 funds for operating funds as the service area begins to cross the population threshold of 200,000, above which the FTA restricts the use of 5307 to capital spending. This shift to a larger UZA also means that MTD would no longer be eligible for the Small Transit Intensive Cities (STIC) funding that has provided a reliable funding source every year since 2003. MTD has access to Measure A funds from the County, and while this a great source of revenue along with property tax revenue and other sources, the loss of 5307/STIC operating funding could result in $2 million loss annually,[71] meaning that MTD has a significant hole to dig out of just to ensure that service levels can match historical levels. To increase service levels as proposed by *MTD Moves Ahead*, MTD needs additional revenue sources.

One revenue source has previously come directly from the City of Santa Barbara for the Downtown and Waterfront Shuttles; however, with the coronavirus, service has been suspended since spring 2020, State Street has closed to vehicle traffic, and the agreement between the City and MTD has lapsed. Nonetheless, MTD, the City, and other partners should look for ways to revive the funding and the service as proposed here as a combined Downtown-Waterfront circulator, but it may be some time before the service is re-introduced. Relatedly, with a broader deployment of fare validators that accept credit and debit cards, it may be easier for non-riders to use the circulator without purchasing an MTD-branded fare product or pay cash and enable MTD to charge the regular fare on this service, helping recoup some more of the operating expenses for this service.

Another alternative that MTD and its partners need to explore is a dedicated transit funding measure. The Measure A funding, while significant for MTD, provides funding to transportation projects throughout Santa Barbara County, and does not provide enough dedicated funding to MTD to sustain service levels. As a special district, MTD should explore the legal requirements and local support for a dedicated sales tax for transit operations funding. On a per capita basis, MTD ranks sixth for boardings per capita for bus agencies across the state,[72] slightly higher than LA Metro, demonstrating the intensity and importance of transit use in a relatively small region. A fuller analysis of revenue potential, political buy-in, and the required legal steps to implement and collect a dedicated sales tax is needed but will likely be essential if MTD wishes to sustain and expand service levels in the longer-term.

MTD should actively work with its local congressional representation, the California Transit Association, and APTA to advocate for federal funding for transit operations. The FTA provides vital capital funding, but more is needed by way of operations. The transit advocacy group, TransitCenter, published a study in 2021 outlining a federal program for $20 billion for transit operations for agencies across the country.[73] Like other

[71] https://sbmtd.gov/wp-content/uploads/2020/04/Approved-SBMTD-FY2019-20-Operating-Capital-Budget-20190604.pdf; the FY2019-20 budget estimates the net impact of this loss at $600,000 less in operating revenue, with the gap backfilled with state operating funding.
[72] Based on bus only ridership for 2019, NTD.
[73] https://transitcenter.org/envisioning-a-federal-program-to-increase-transit-service/

federal programs, this proposed program would likely require a local match. Based on analysis from the TransitCenter, it was estimated that MTD could receive a bump in operating funding (under this hypothetical program) of $15-21 million (based on 2018 operating expenses), translating to about 52-72% more operating hours (133,000-185,000 hours).[74] This would be a significant increase in service hours. MTD should collaborate with other agencies and groups to advocate for federal operating grants, as well as larger state contributions to continue to provide vital service across South Coast.

[74] https://docs.google.com/spreadsheets/d/1rOLXuSZC8bG4lyNMjfJvVA-tnw89TTKvHeAW-DJs09s/edit#gid=191793277

16 CLOSING

MTD Moves Ahead has proposed a vision and plan for the next five years of providing high-quality transit to South Coast residents and visitors. The plan was developed under the guiding principles of continuing to recover and rebound from COVID-19 as well as adapt to the new realities of travel.

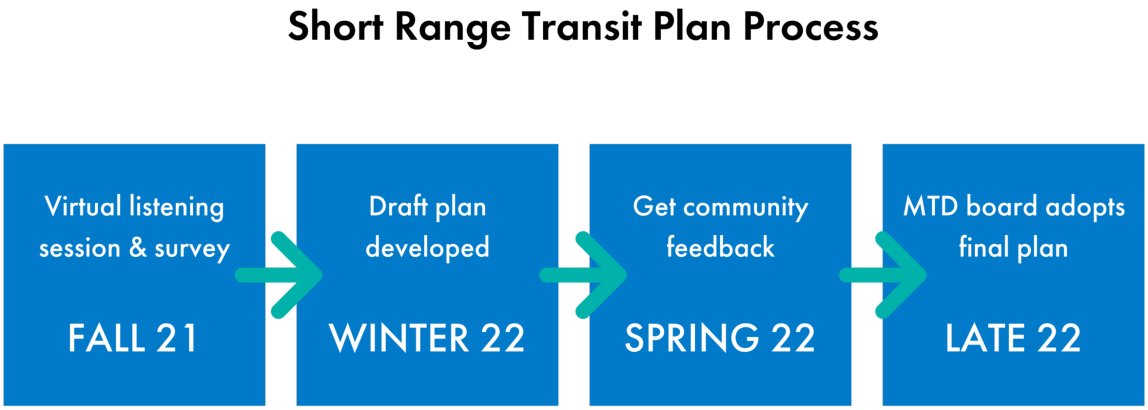
Over the next five years, MTD will build upon its strong ridership base and commitment to quality service and technology innovations to further augment the customer experience. *MTD Moves Ahead* acknowledges current operator shortages that are limiting the ability of transit agencies across the country to increase service levels to meet demand. Importantly, *MTD Moves Ahead* provides guidance to begin developing and implementing transit priority measures that will help MTD speed us buses to provide more attractive service, while also reaping operational efficiencies.

MTD will need to continue working together with riders, partner agencies and stakeholders across the community to make *MTD Moves Ahead* a reality.

APPENDIX A – *MTD MOVES AHEAD* ENGAGEMENT SUMMARY

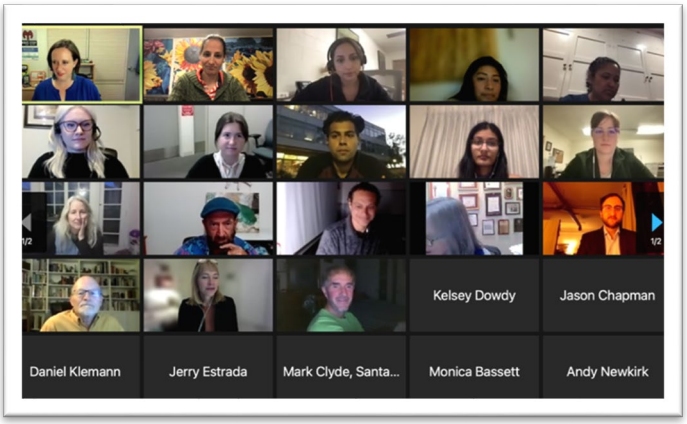
In October 2021, Santa Barbara MTD announced the launch of *MTD Moves Ahead*, a community process to create a Short-Range Transit Plan that would guide bus service development, infrastructure investment, and capital needs for MTD's bus system over the next five years.

To prioritize the community's needs and desires for bus services, MTD sought to bring community input from everyone: people who ride the bus and those who don't, employees, employers, students, people with disabilities, seniors, and civic leaders. If you live or work on the South Coast, MTD wanted to hear from you. What resulted was a nine-month-long (October 2021-June 2022) community engagement process where MTD heard from the public as they shared their experiences with the local bus system, their priorities for their service, and what they would like to see in the future. Below is the final outreach report showing the engagement strategies and results of the engagement.



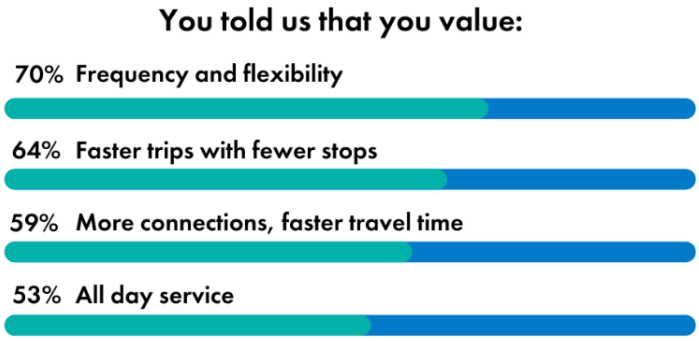
Virtual Listening Session and Project Survey

To initiate the community conversation for MTD Moves Ahead, MTD hosted the first of two online surveys as well virtual community listening session on Oct. 25, 2021.



The first of the project's two community surveys was launched from October 5th – October 31st, 2021 with the intention to hear from the participants about what their priorities were for transit in their communities. The project team received 313 total survey responses. This survey along with the listening session would directly guide the service recommendations and priorities for developing the draft plan.

The listening session was attended by 37 community members on October 20, 2021 on the teleconferencing software Zoom from 5:30 p.m. to 7:00 p.m. The listening session was held in English and Spanish using a Spanish interpreter and bilingual PowerPoint presentation.



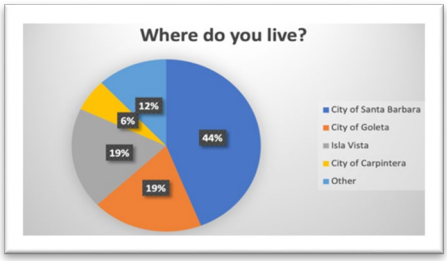
For three weeks prior to the meeting, the project team consultants worked closely with Hillary Blackerby, Planning and Marketing Manager of MTD, to provide outreach to the local community. Flyers were placed at most bus stops and interior ads were installed on all buses, in an effort to get people to engage with the survey. MTD and the team made personal calls and emails to various community groups (listed below) asking them to share the flyer via e-newsletters, social media, website postings, etc. MTD and the project team also produced a just under three-minute animated video explaining what 'MTD Moves Ahead' is and how the community can get involved throughout the process. The video was shared widely throughout the promotion of the listening session. Finally, a meeting summary and video of this first listening session were posted to the project website within two weeks.

Below are some groups that were contacted:

- Active Transportation Groups
  - SB Bicycle Coalition
  - Coalition for Sustainable Transportation
- Businesses
  - Santa Barbara South Coast Chamber of Commerce
- Public Agencies
  - City of Santa Barbara
  - City of Goleta
  - City of Carpinteria
  - County of Santa Barbara
  - Santa Barbara County Association of Governments
- Environmental Groups
  - Sierra Club
  - Community Environmental Council
- Schools
  - UC Santa Barbara
  - Santa Barbara City College

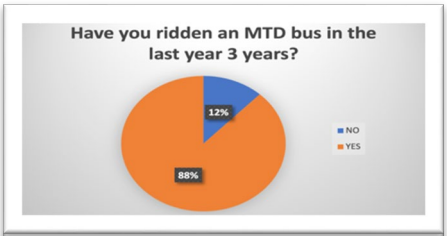
The meeting was facilitated to give a short background about MTD and its services, what a Short-Range Transit Plan is, and current MTD performance highlights before moving to a discussion on transit trade-offs and bus priority measures. A series of live polls were given throughout the presentation to understand the demographics in the room.

The questions and answers are as follows:



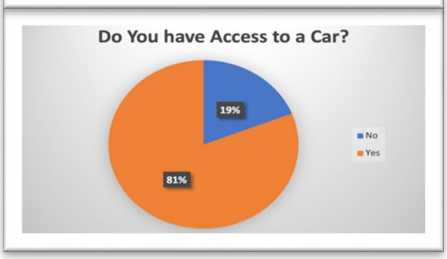
Question 1: Where Do You Live?

- City of Santa Barbara – 44%
- City of Isla Vista – 19%
- City of Goleta – 19%
- City of Carpinteria – 6%
- Other – 12%



Question 2: Have You Ridden an MTD Bus in the Last 3 Years?

- Yes – 88%
- No – 12%



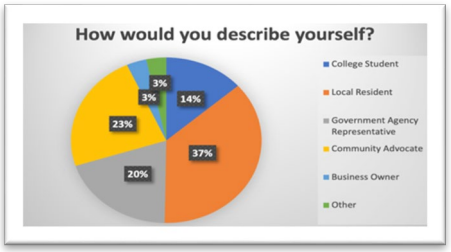
Question 3: Do You Have Access to a Car?

- Yes – 81%
- No – 19%

Question 4: How Would You Describe Yourself?

- Local Resident – 37%
- Government Agency Representative – 20%

- Community Advocate – 23%
- College Student – 14%
- Business Owner – 3%
- Other – 3%

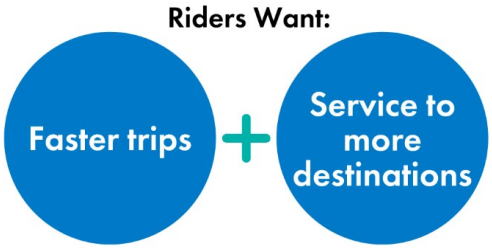


The listening session ended by breaking into six small groups for further, more detailed discussions before the wrap-up and the next steps from the project team. The overall themes that emerged from the small group discussions were that, despite the presentation's emphasis on tradeoffs necessary for transit services, there was no consistent direction from participants on how those tradeoffs might be handled. In general, the groups wanted more of everything without being willing to give up anything.

Each of the six breakout rooms had vigorous interactive discussions regarding the questions from the second live polling exercise, which meant several of the groups did not get through all the topics. The groups that discussed the frequency of bus stops and walking distance were evenly split, with two favoring more stops and shorter walking distances and two others favoring fewer stops and longer walks because of shorter travel times. Several groups cited concerns about disabled access. Peak-hour travel was also discussed by several groups; while there was consistent support for peak-hour service, others emphasized the need for off-peak service for transit-dependent populations.

Through the survey, listening sessions, and technical analysis, the project team came up with the following draft plan recommendations:

1. Service Improvements:
    a. More frequent service on key routes: 4, 6, 11, 17, 20
    b. Later service on key routes: 1, 2, 4, 11, 17
2. Service Transitions: New and Modified Services
    a. New direct service (Line 19x) operating on weekdays between SBCC, East SB, and Carpinteria
    b. The Wave, an on-demand curb-to-curb microtransit service serving Goleta/Isla Vista and Carpinteria
    c. A newly redesigned Downtown-Waterfront Circulator for consideration
    d. Lines 10 and 36 would be terminated. Riders could use The Wave to travel and connect to MTD Lines
    e. Line 37 would be terminated. Riders can use Lines 1 and 2, and the new Downtown-Waterfront Circulator
    f. Lines 23 and 25 would become interlined at Calle Real and Winchester Canyon Rd to provide a one-seat ride through the area
3. Bus Priority Projects
    a. Creating bus priority signals in key corridors and intersections to move more people more efficiently
    b. Priority road treatments to give buses an easier time traveling through corridors and intersections



MTD Engagement Pop-Ups and Draft Plan Survey

After the draft plan was created in Winter 2022, MTD began a campaign to educate community members on proposed changes and ask for their feedback through a digital survey from May 5 - June 11, 2022. The survey and draft plan were marketed through on-bus and at-stop postings, organic and paid social media (analytics below), press releases, and in-person interaction at pop-ups and by Transit Center staff. The survey was available online through a QR code that people could scan and complete with their own devices. Over 400 responses were acquired through both digital awareness and in-person pop-up engagement in early May 2022. The following is a breakdown of results by language:

- English: 382 Responses (95%)
- Spanish: 19 Responses (5%)
- Total: 401 Responses

Pop-up locations included:

- Santa Barbara Farmer's Market
- Milpas & Montecito Bus Stop
- Carpinteria Farmer's Market
- San Andres & Micheltorena Bus Stop
- UCSB Bus Loop
- Old Town Goleta Bus Stop
- Downtown Santa Barbara Promenade Market
- Transit Center (x2)

Outreach pop-up details from May 5:

The aim was to meet bus riders out where they already are—at popular bus stops. Equipped with bilingual display boards, fact sheets, and tablets for survey taking, outreach staff engaged with bus riders at 4 locations in one day. The first location was at the Hollister and Nectarine bus stop in Old Town Goleta. This location serves a large Spanish-speaking population. Two bilingual engagement staff were able to provide messaging in English and Spanish for community members looking to do the survey and learn more about the Short-Range Transit Plan.

The second location was at the University of California, Santa Barbara North Hall Bus Loop. With a larger number of students waiting for the bus, the engagement team was split between two different spots to maximize the amount of outreach done. Students were approached as they were waiting for the bus, and many were able to complete the survey as they waited.

The third location was at the MTD Transit Center, which is the main hub for many of the bus Lines. The transit center sees a large volume of people waiting for and getting off the bus every day. Many people were given flyers and survey information while waiting for their bus. MTD had very recently made temporary service reductions on April 25th in response to a bus operator shortage, and

outreach staff were able to answer questions and receive feedback from passengers on how those reductions were received.

The final pop-up that day was held on the State Street Promenade in Downtown Santa Barbara to coincide with the monthly “First Thursday” event that brings locals and visitors downtown to enjoy live music, art, and shopping. MTD staff were able to chat with riders and non-riders, both of whom were encouraged to give their feedback on the survey.

Many of the conversations had by the project team during the May 5th pop-ups talked about the proposed on-demand curb-to-curb Wave micro-transit service in Goleta/Isla Vista as many indicated they were excited about that service and that they would be more likely to ride if given the opportunity. There was a high population of college students who indicated more accessibility to bike racks, USB charging stations on board, and bus cleanliness during COVID a top priority for their service needs. Finally, community members indicated how they were excited to take the survey to be sure the bus is fitting their needs for more on-demand service, timeliness and frequency were the key themes. Overall, the AIM team got a sense that the community understands that more changes need to be made for the service to accommodate the ever-changing times and while they were encouraged by the engagement they are a bit wary about how those changes will play out during their day-to-day rides.

The rest of the five other pop-up locations were handled internally by MTD staff in May and June and included the rest of the above-listed locations. These were targeted in MTD’s other service areas, including Santa Barbara’s East and West side neighborhoods, and Carpinteria.

Survey Findings

- 401 people responded to the MTD Moves Ahead survey on proposed service changes for the short-range transit plan. Of those respondents, 84% were riders, and responses from every age demographic were received.
- The greatest support was related to proposed frequency changes to Lines 6 and 11 and later service on Line 11, with 80% of all respondents more likely to ride. The proposed on-demand Wave microtransit service in Goleta/Isla Vista also received support from 68% of all respondents and notably, 78% of impacted ZIP Codes would be "much more likely" to ride.
- Other comments included desires to have more bike rack capacity, bring electric scooters on the bus, make buses faster and more reliable, as well as improve information availability. Several people expressed their concern that masks were no longer required on the bus.
- There was strong support for reintroducing the Downtown-Waterfront Shuttle, with support for the Crosstown Shuttle. In addition to 49% of riders indicating the Downtown-Waterfront Circulator would make them "much more likely to take MTD," 13 individual comments expressed support for the shuttles.
- Overall, 78% of respondents indicated that bus queue jumps and bus-only lanes would encourage them to ride MTD more often and 80% of respondents indicated they would ride more often if signal priorities were implemented. Comments from bicyclists did point out concerns about disrupting bike lanes and increasing the complexity of intersections. These responses show robust support for tactics aimed at speeding up buses while making journeys more reliable.

Outreach Analytics

October 2021: Organic Social Media

- Facebook:
  - Posts: 11
- Twitter
  - 1 post
  - Impressions: 1165
  - Engagement: 36
- Instagram
  - 8 posts
  - Post reach: 1399
  - Likes: 103
- YouTube Videos
  - MTD Moves Ahead promotion video
    - Average view duration: 45 seconds
    - Views: 282
  - MTD Avanza promotion video
    - Average view duration: 28 seconds
    - Views: 17
  - MTD Moves Ahead Listening Session (recorded and posted)
    - Average view duration: 7:52
    - Views: 30

Sendgrid:

- MTD Moves Ahead email was sent out to all our newsletter contacts.
- The newsletter had a blurb about MTD Moves Ahead virtual listening session with links.
- Delivered: 151
- Unique opens: 82

Website Analytics:

- MTD Moves Ahead (October 1-31)
  - https://sbmtd.gov/mtdmovesahead/
  - Page views: 1,042
  - Average time on page: 2:28
- MTD Avanza (October 1-31)
  - https://sbmtd.gov/mtdavanza/
  - Page views: 95
  - Average time on page: 2:05
- Added splash to website homepage that encouraged participation in MTD Moves Ahead virtual listening session.
- MTD Moves Ahead/Avanza videos
  - Video views, English version: 359
    - https://www.youtube.com/watch?v=oafO2ktly54&t=3s
  - Video views, Spanish version: 21
    https://www.youtube.com/watch?v=u3qy9c3LvvY

Press release:

- https://sbmtd.gov/mtd_news/santa-barbara-mtd-launches-mtd-moves-ahead/

Press coverage:

- https://www.edhat.com/news/santa-barbara-mtd-launches-mtd-moves-ahead

- https://www.noozhawk.com/article/santa_barbara_mtd_wants_ideas_on_short_range_transit_plan
- https://www.independent.com/2021/10/26/only-six-more-days-to-share-south-coast-priorities-on-mtd-moves-ahead-survey/
- https://www.noozhawk.com/article/help_steer_santa_barbara_mtd_into_the_future

June 2022: Organic Social Media

- Facebook:
  - 15 posts
  - 2,432 post reach
  - 237 post engagements
- Twitter (15 posts)
  - Impressions: 19,341
  - Engagements: 215
- Instagram
  - 15 posts
  - 2,201 post reach
  - 288 likes
  - Instagram story (17 posts)

Instagram Live Analytics:

- 77 views
- 13 likes
- 1 comment
- 2 sends
- 1 bookmark
- 141 accounts reached
  - 123 followers
  - 18 non-followers
- 17 interactions
- 3 profile visits

Facebook Ads:

- Link clicks: 254
- Per link click: 0.98
- Amount spent: 249.44
- Demographics: 61% women, 39% men
- Dates: June 3-June 7
- Location: 93111 (Goleta), 93108 (Montecito), 93109 (Santa Barbara), 93117 (Solvang)
- Age: 18-65+
- Interests: small businesses, public transport bus service, transit, environmental health, climate, electric vehicle, public transport, cycling, hybrid electric vehicle
- Behaviors: Expats (Had lived in UK or lived in Sweden)

Sendgrid:

- MTD Moves Ahead email was sent out to all our newsletter contacts.
- Delivered: 501
- Unique opens: 224

- Unique clicks: 35

Website Analytics:

- MTD Moves Ahead
  - https://sbmtd.gov/mtdmovesahead/
  - Page views: 1,381
  - Average time on page: 4:33
- MTD Avanza
  - https://sbmtd.gov/mtdavanza/
  - Page views: 302
  - Average time on page: 2:17
- Added splash to website homepage that linked to survey:
  - Help us plan for a better future. Learn more and take the survey here.
    Ayúdanos a planificar un futuro mejor. Obtenga más información y responda la encuesta aquí.

Press release:
https://sbmtd.gov/mtd_news/mtd-engages-with-the-community-on-proposed-future-improvements-to-bus-service-requests-survey-participation/

Press coverage:

- https://www.edhat.com/news/santa-barbara-mtd-engages-with-community-on-proposed-future-improvements-to-bus-service
- https://keyt.com/news/santa-barbara-s-county/2022/05/23/santa-barbara-mtd-seeks-community-input-to-help-create-short-range-transit-plan/
- https://keyt.com/news/2022/05/19/santa-barbara-mtd-seeking-public-input-on-improvements-to-bus-service/
- https://www.independent.com/2022/05/24/santa-barbara-mtd-forges-ahead-with-new-moves/
- https://carpinteriaca.gov/santa-barbara-mtd-seeks-community-input/

APPENDIX B – *MTD MOVES AHEAD* INITIAL SURVEY, OCTOBER 2021

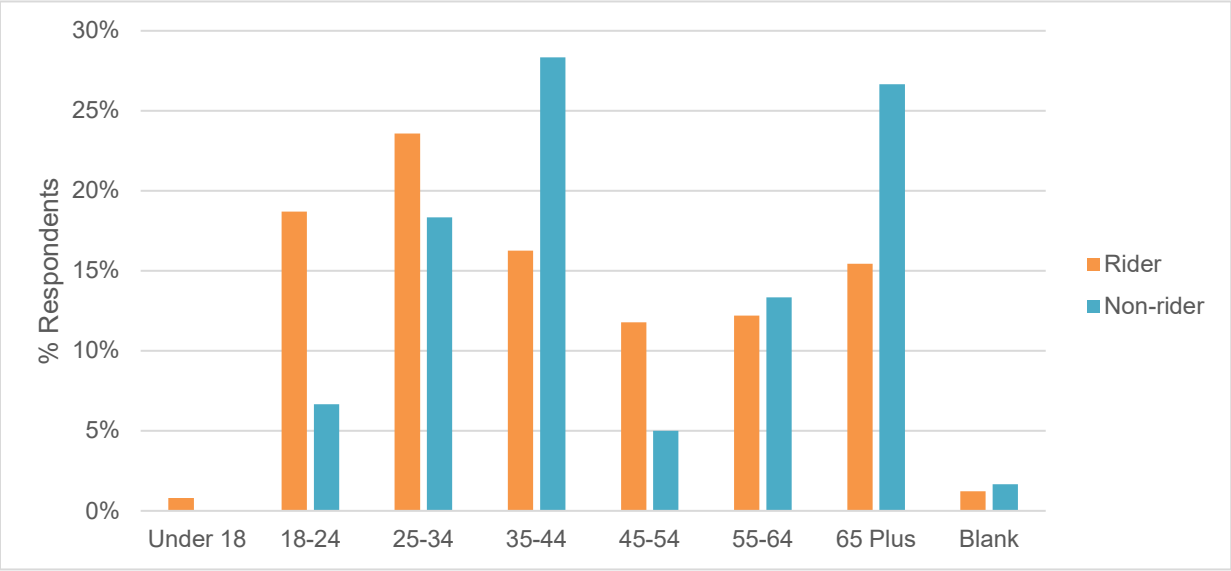
To obtain public input on MTD and the trade-offs inherent to transit and designing services, a survey was posted to Santa Barbara MTD's website to better understand who is riding the bus and why, who is not riding the bus and why, and each groups' respective preferences for the service and potential transit priority treatments. The survey was offered in both English and Spanish and was posted for about four weeks in October 2021. To coincide with the survey, MTD also held a listening session on October 20, 2021, attended by 37 participants asked several of the same questions regarding trade-offs and priorities; the results mirror the results of the online survey.

The survey was composed of about 20 questions and included multiple choice, select all that apply, and open-ended questions. A total of 307 rider and non-rider surveys were completed. 247 respondents were riders, with 244 surveys completed in English and three in Spanish. Sixty respondents were non-riders, all of whom completed surveys in English.

Demographics

As shown in Figure 78, most rider respondents (about 43%) were 18-24 or 25-34 years old, whereas non-riders were mostly between the ages of 35-44 or 65 plus (about 55%).

Figure 78: Age



The majority of both rider and non-rider respondents identified as female, with about 37% of riders and non-riders identifying as male (Figure 79).

Figure 79: Gender

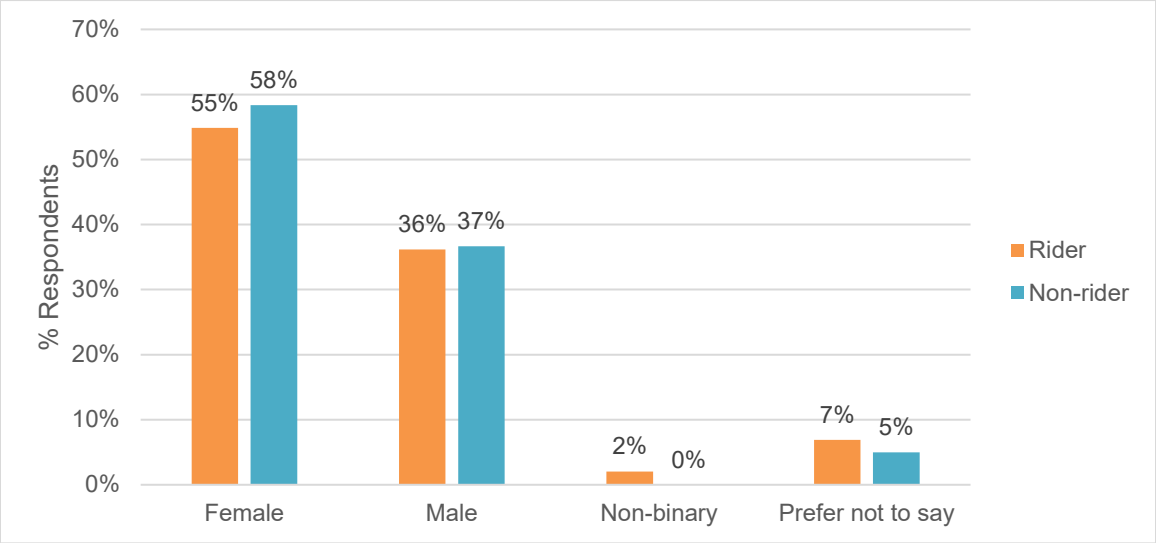
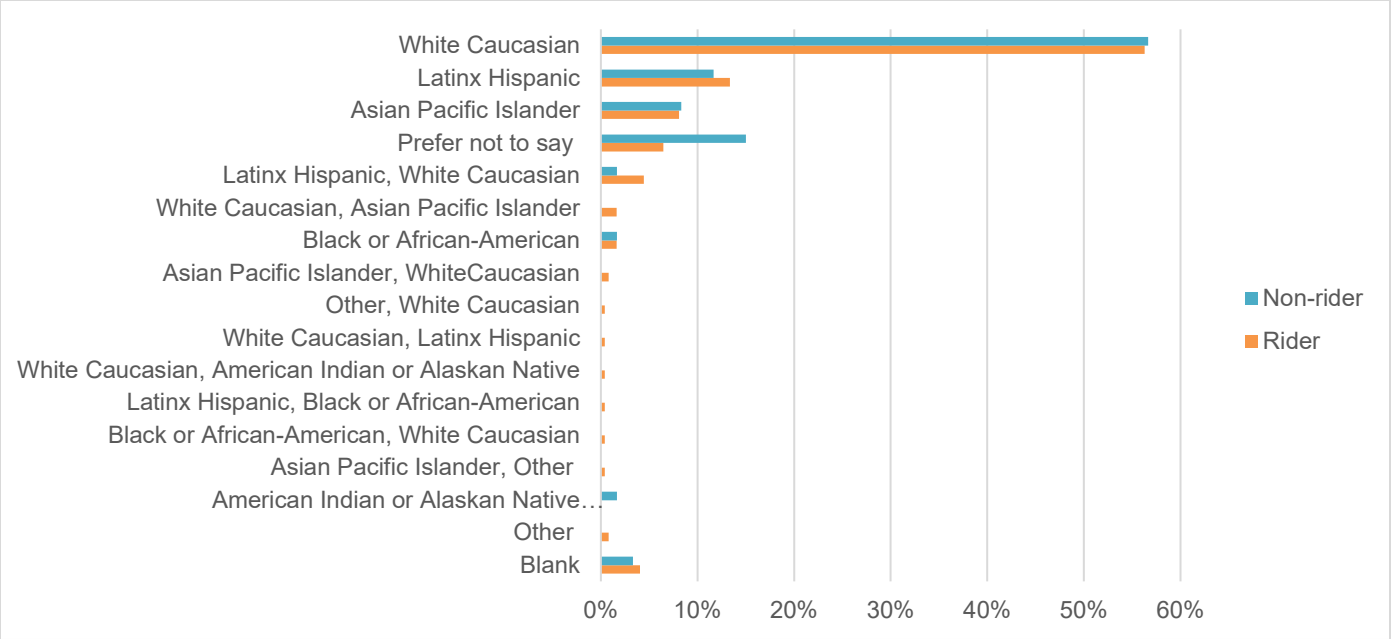


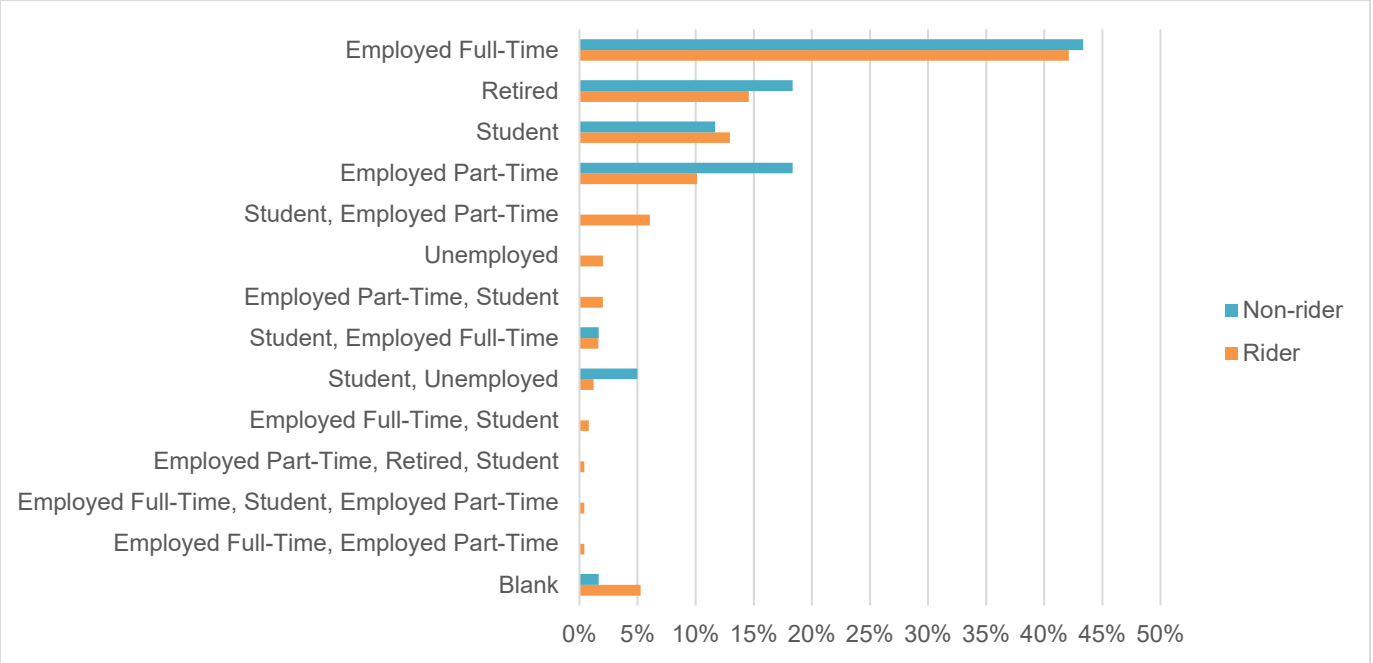
Figure 80 shows that about 57% of both riders and non-riders identified as White Caucasian, with Latinx Hispanic (12%), and Asian Pacific Islander (8%) being the next-most selected options.

Figure 80: Ethnicity



Most respondents (about 42%) said they were employed full-time. Retired, student, and employed part-time were the next most common choices for both riders and non-riders. Compared to rider respondents, about 8% more non-rider respondents were employed part-time (Figure 81).

Figure 81: Employment status



In general, rider respondents had lower household incomes than non-rider respondents. About 37% of non-rider respondents reported a household income of over $80,000, compared to 26% of riders. Similarly, about 15% of riders reported an income of less than $20,000, compared to 5% of non-riders (Figure 82).

Figure 82: Household income

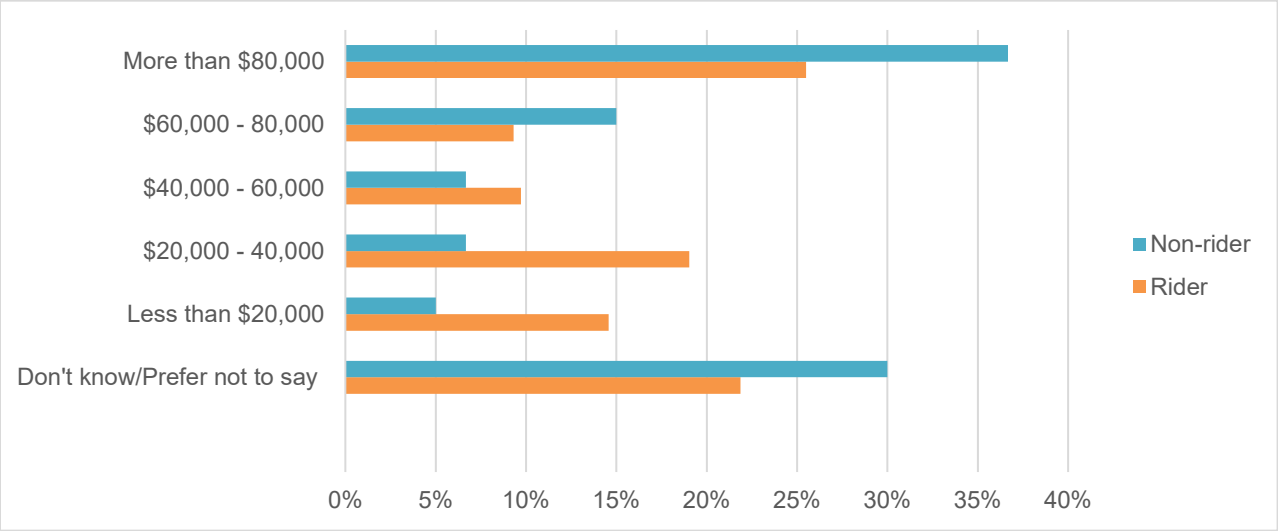


Figure 83 and Figure 84 show home location (by ZIP code) for riders and non-riders, respectively. Of the 224 rider respondents who provided a ZIP code, the most common locations were ZIP codes 93101 and 93117, representing central Santa Barbara and Isla Vista/west South Coast, respectively. Non-riders provided fewer responses overall (53), but the most common ZIP code was 93117 representing Isla Vista and Goleta.

Figure 83: Rider home locations (by ZIP code)

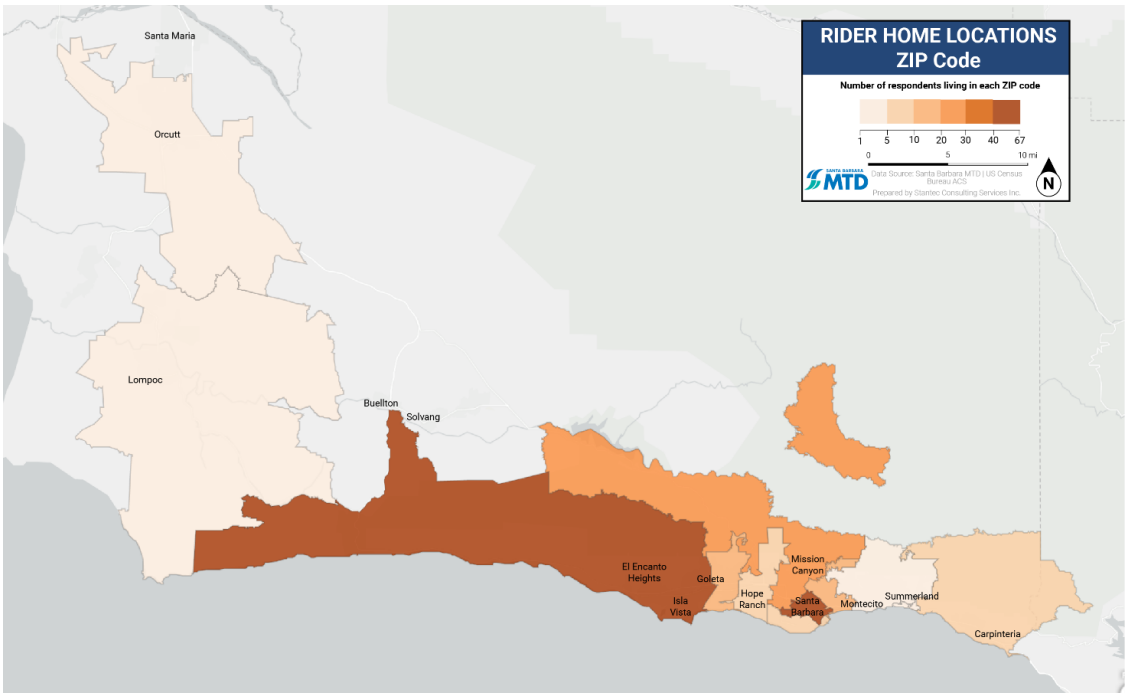
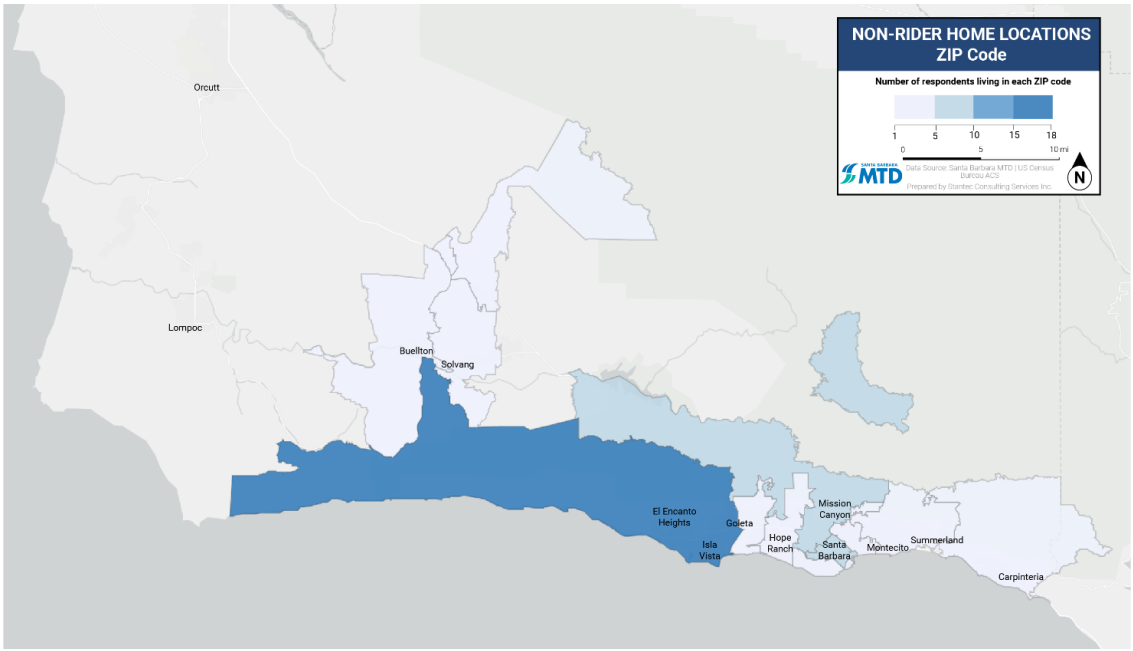


Figure 84: Non-rider home locations (by ZIP code)

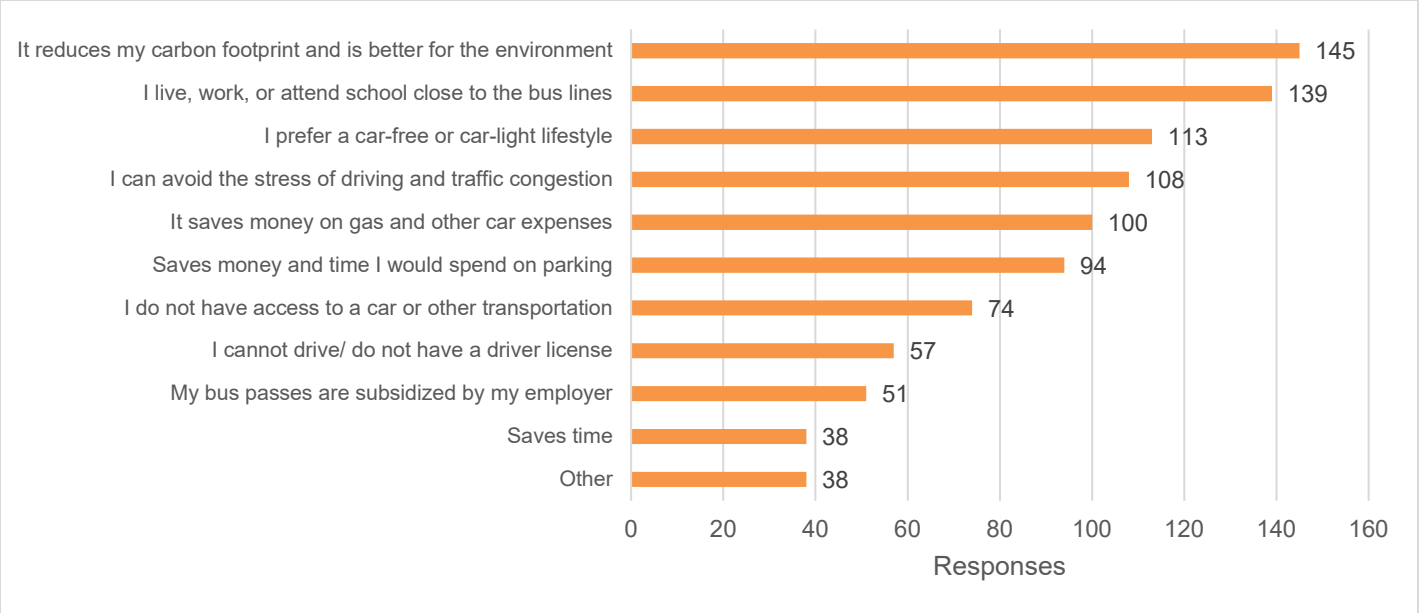


Travel Choice

When asked why they choose to ride the bus, respondents said environmental benefits were the most important reason for using the bus. The close proximity of the bus line to their homes and places of

work/school, as well as preferring a car-free lifestyle were the next most commonly selected answers (Figure 85). Please note this was a “select all that apply” question.

Figure 85: Reasons for riding the bus

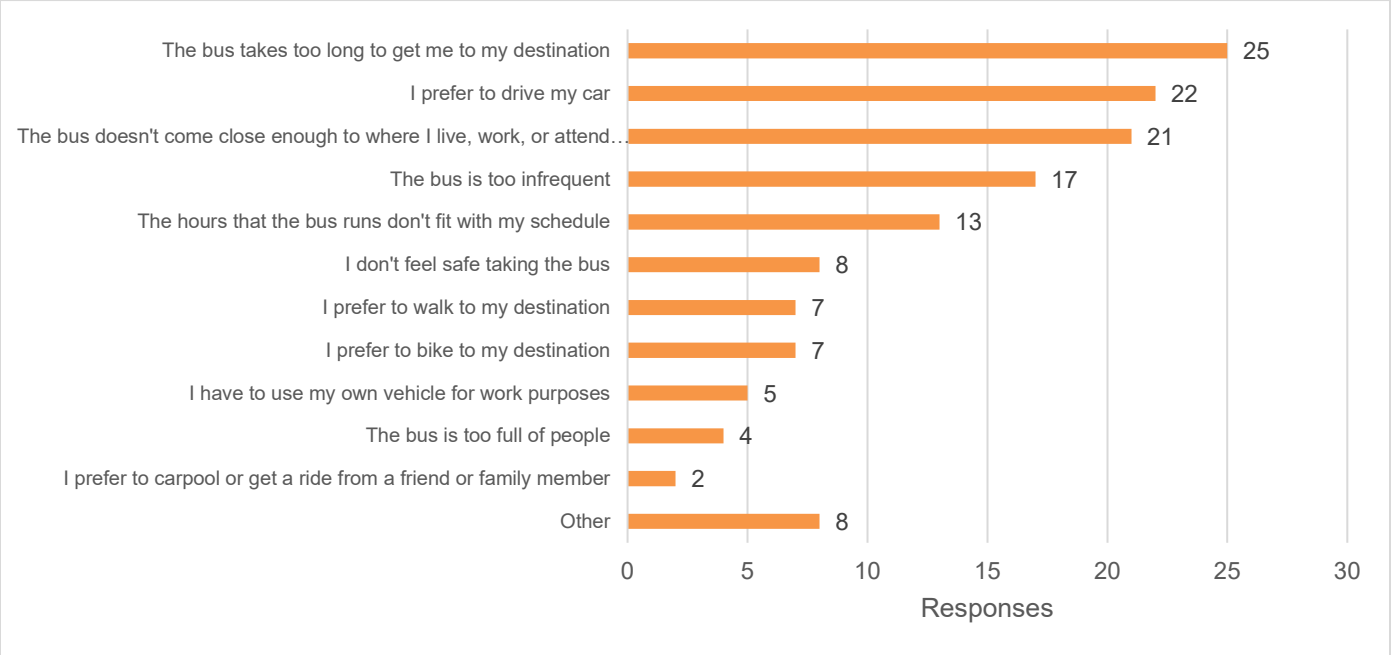


Other reasons respondents ride the bus were:

- Single car family that utilizes the bus instead of a second car
- Riding the bus allows them to walk more and develop healthy habits
- The bus is a good alternative for when their car is broken, in the shop, or unavailable
- Allows time to get work done or read
- Kids like riding the bus
- To socialize
- Sightseeing
- To not have to drive after drinking
- Can’t drive due to age or disability

Respondents who don’t ride the bus were asked why they decide to not take the bus. As shown in Figure 86, trip length was the most common reason for not riding the bus. Non-riders also commonly expressed they preferred to drive their cars, and the buses are too far away from where they live and work. Please note this was a “select all that apply” question.

Figure 86: Reasons for not riding the bus



Other reasons non-rider respondents listed were:

- COVID-19 concerns
- Being new to the city
- Bus services don't operate on the days and times needed
- Bus passes are too expensive/ no free passes for UCSB staff
- Buses don't serve the area needed
- Riding the bus would take too long, specifically when running errands

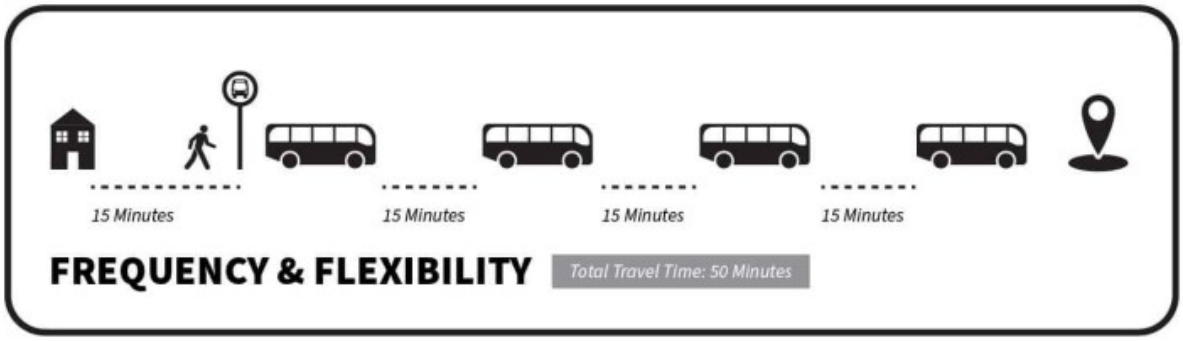
Trade-off Questions

In order better understand community transportation preferences and identify transit priorities, respondents were asked to state their preferences in a series of trade-off questions.

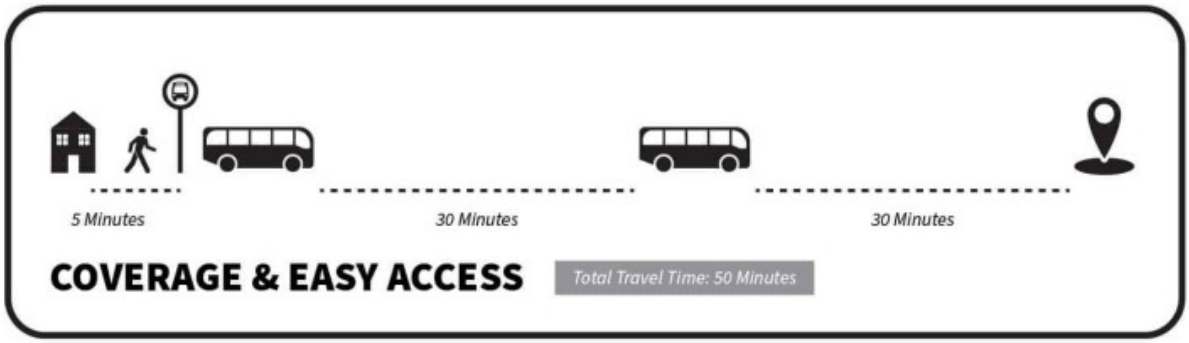
First, respondents were asked to choose between less frequent service and more coverage, or more frequent service and less coverage, shown in Figure 87 .

Figure 87: Frequency vs. coverage tradeoff question

A longer walking time between your residence and the bus stop, but access to a more frequent bus line.

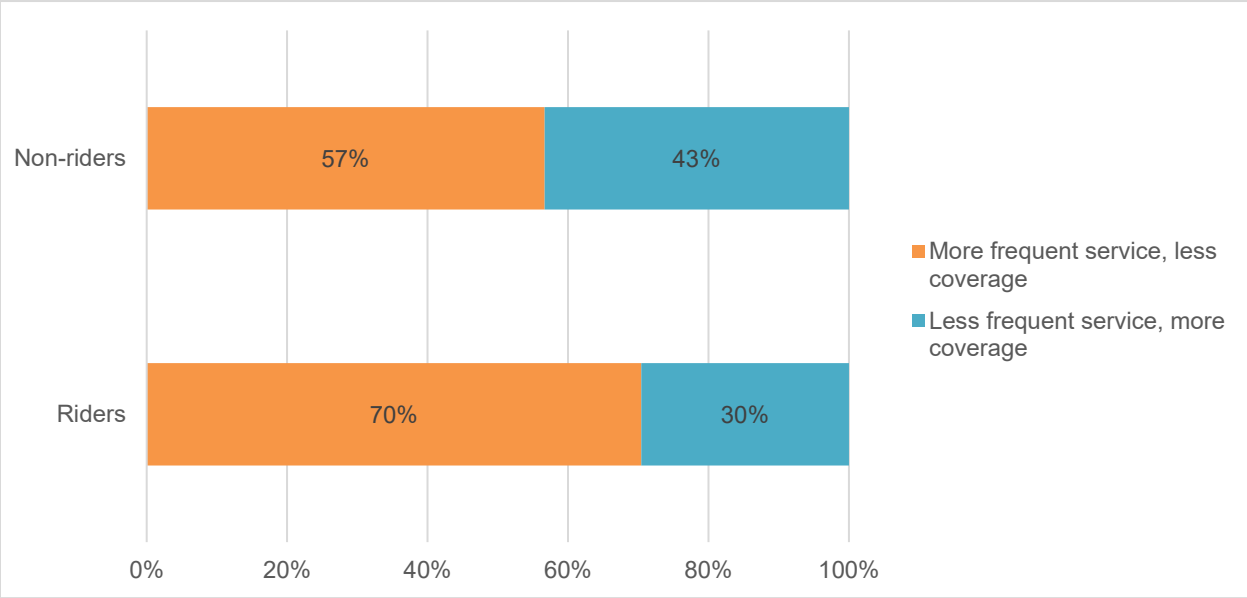


A shorter walking time between your residence and the bus stop, but access to a less frequent bus line.



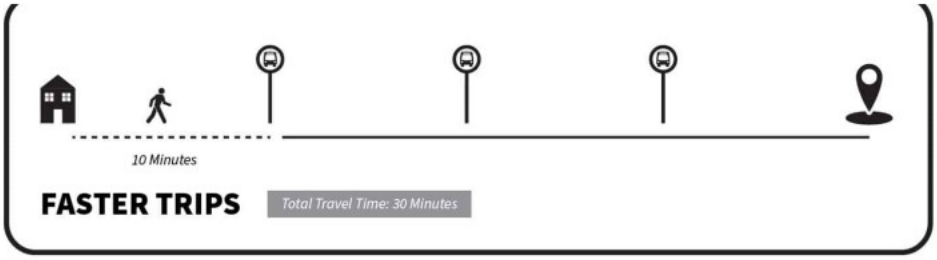
Both riders and non-riders preferred more frequent service. Riders especially showed a preference for this option, with 70% of rider respondents choosing more frequent service over more coverage (**Figure 88**).

Figure 88: Frequency vs. coverage

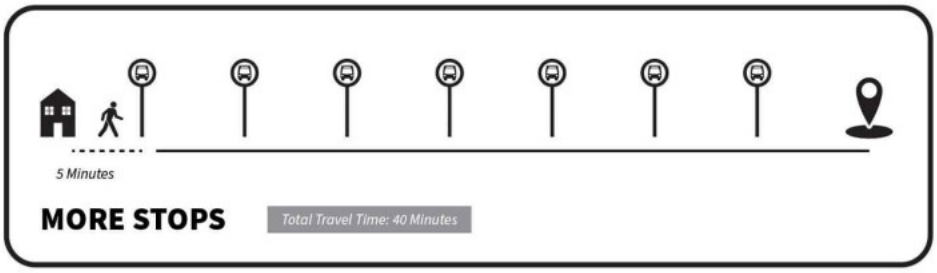


Next, respondents were asked to choose between longer walks with faster trips, or shorter walks with slower trips (Figure 89).

Figure 89: Stops vs. express tradeoff question

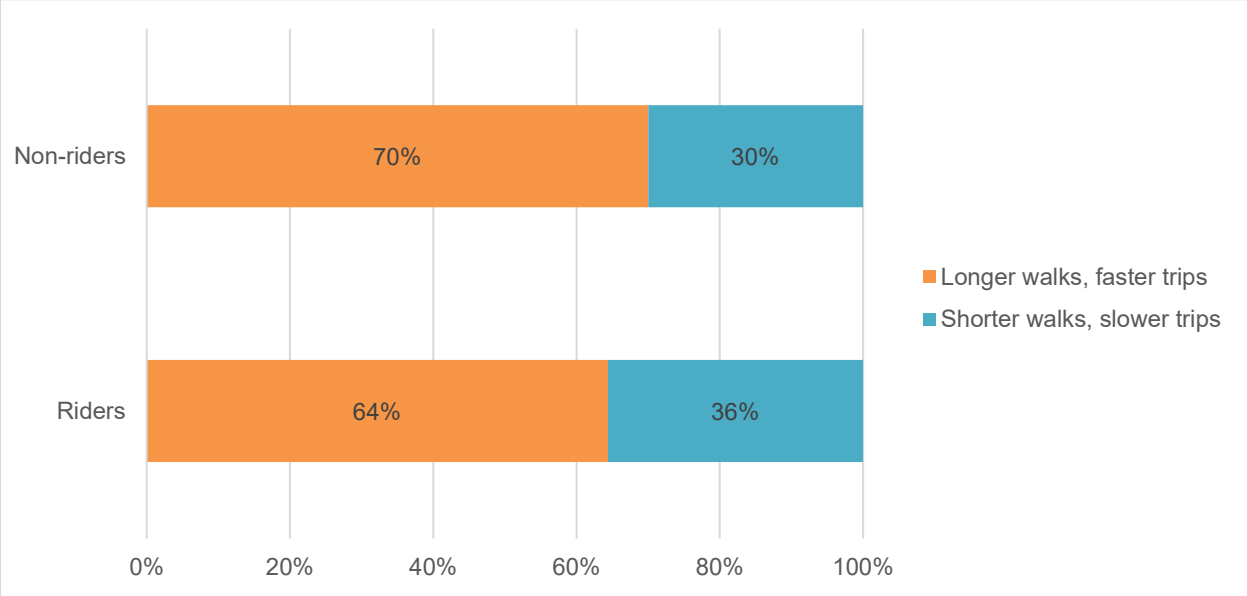


A shorter walking time between your residence an the bus stop, but a longer bus trip.



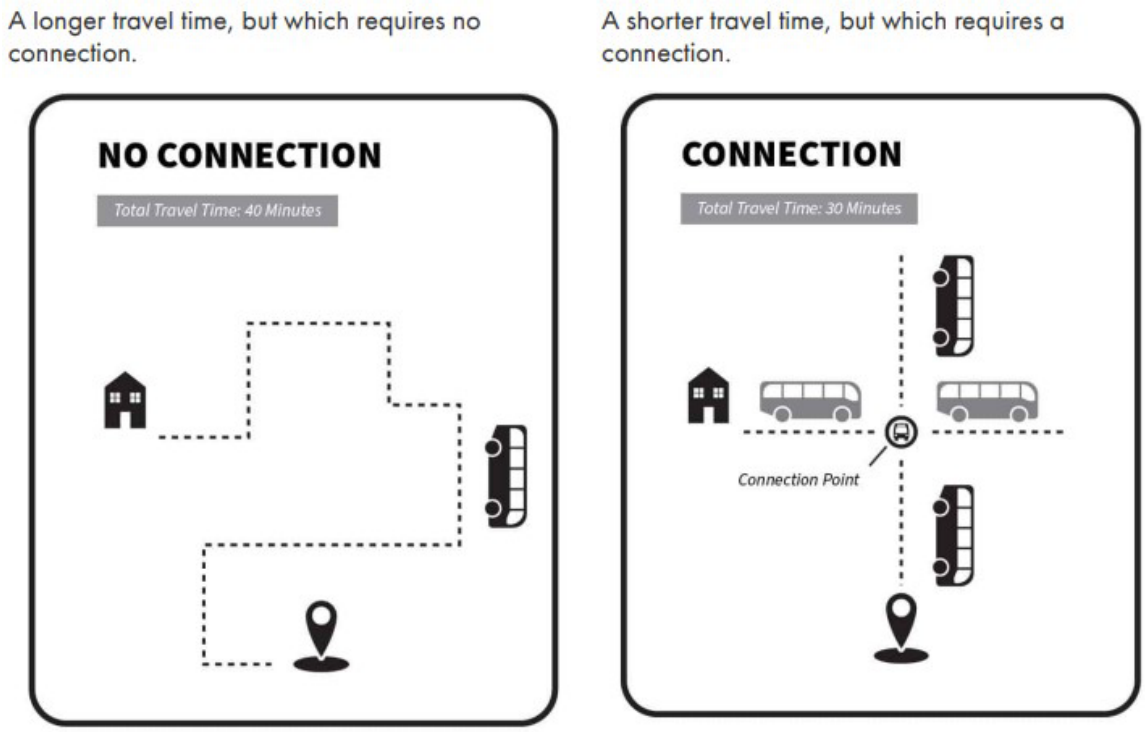
Both rider and non-rider respondents said they preferred longer walks with faster trips over shorter walks with slower trips (Figure 89).

Figure 90: Stops vs. express



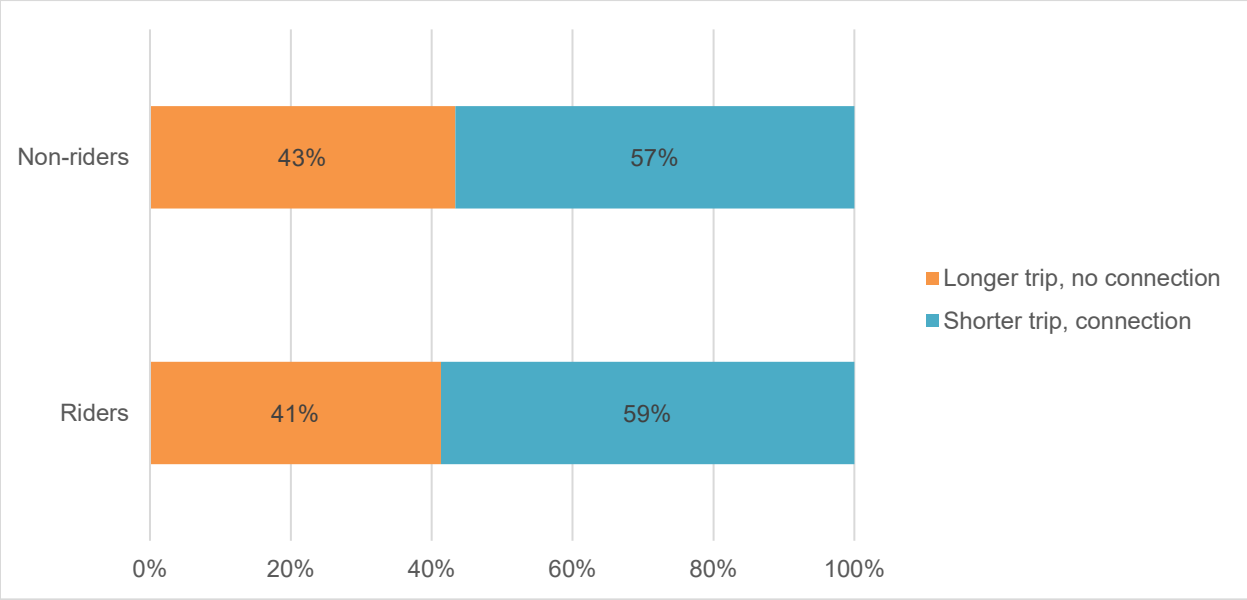
Respondents were then asked to choose between a faster trip with connections, or slower trips with no connections (Figure 91).

Figure 91: Direct vs. transfers tradeoff question



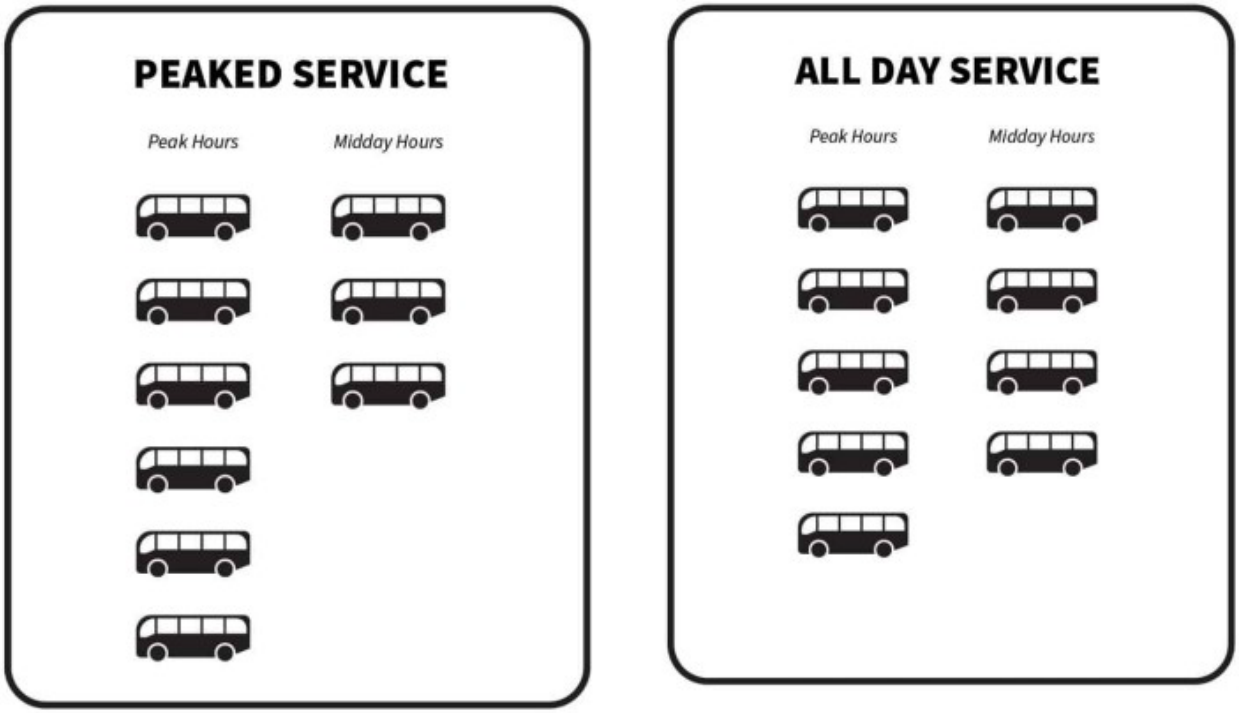
As shown in Figure 92, about 60% of both riders and non-riders said they would prefer shorter trips with connections over longer trips with no connections.

Figure 92: Direct vs. transfers



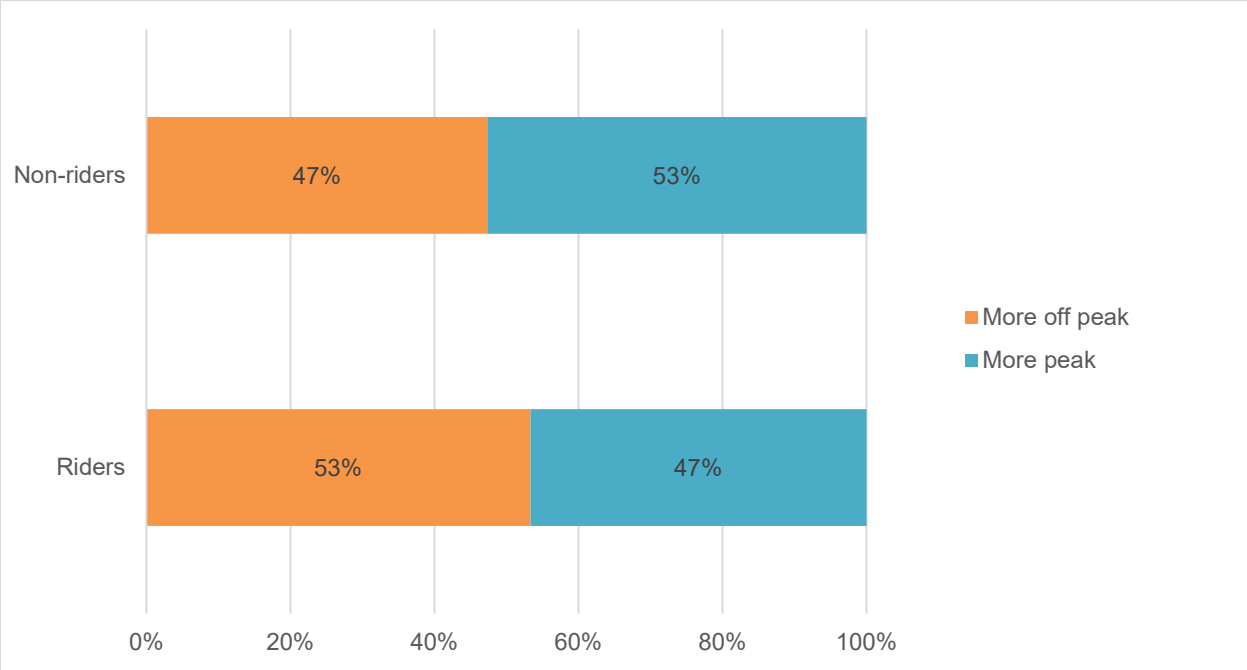
Lastly, riders were asked if they would prefer more service during peak periods or more service all day (Figure 93).

Figure 93: Peaked vs. all day service tradeoff question



Here, we see a difference between rider and non-rider respondents. The majority of riders said they would prefer more off-peak service, whereas non-riders showed a preference for more peak service (Figure 94).

Figure 94: Peaked vs. all day service



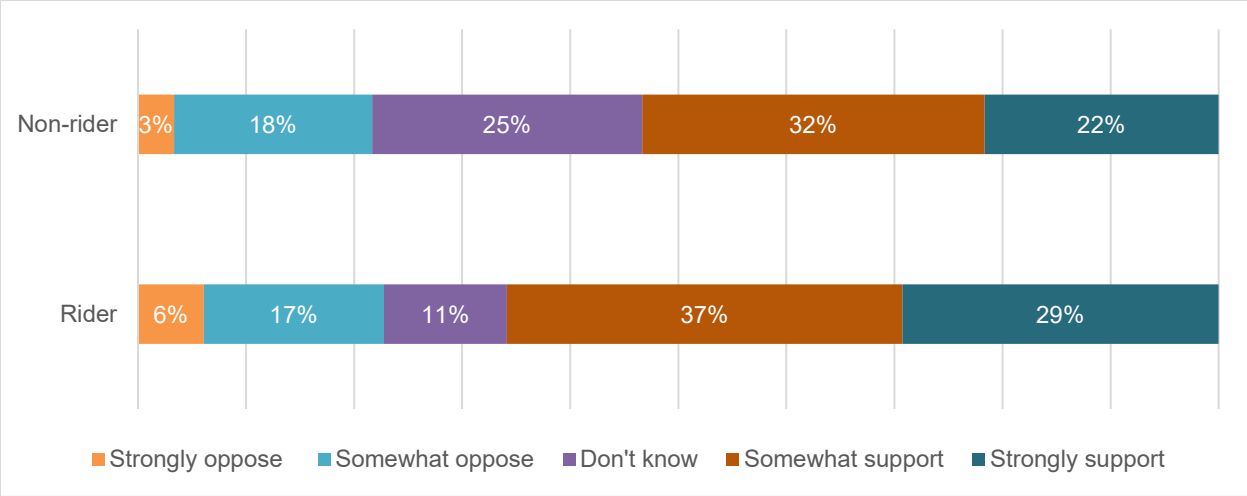
Overall, both riders and non-riders favored frequent service with fewer stops, with routes that rely on connectivity or transfers for shorter overall travel times, with a rough 50-50 split in terms of favoring more service during non-traditional peak hours. These insights will directly help define service concepts and proposal for the SRTP's bus network.

Transit Priority Treatments

Respondents were asked to choose their level of support or opposition to several transit priority treatments to identify potential treatment options.

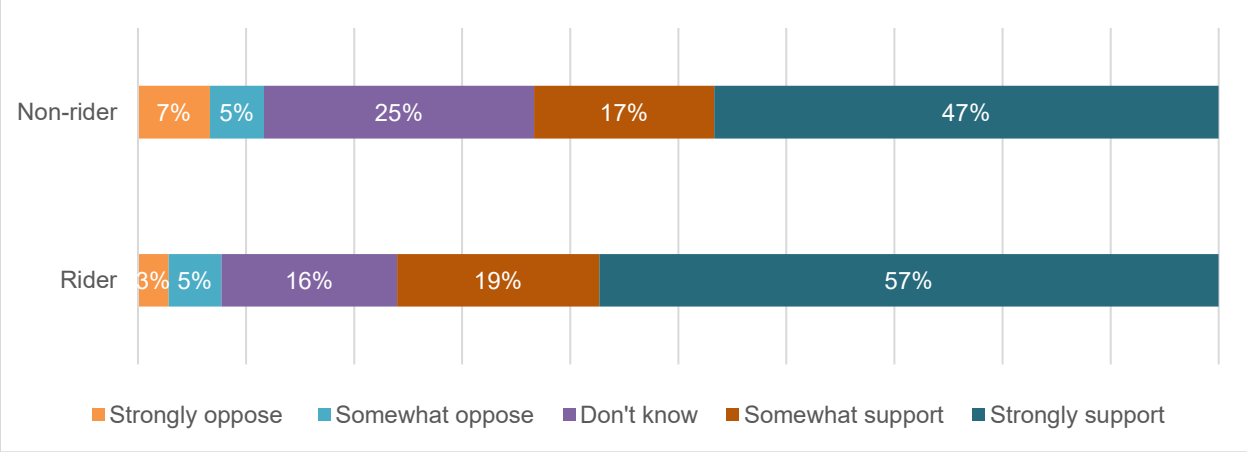
In general, both riders and non-riders supported the idea of bus stop consolidation. Around 54% of riders and 66% of non-riders said they somewhat or strongly support this treatment (Figure 95). This echoes the responses regarding the trade-off of walking further to a more frequent bus.

Figure 95: Bus stop consolidation



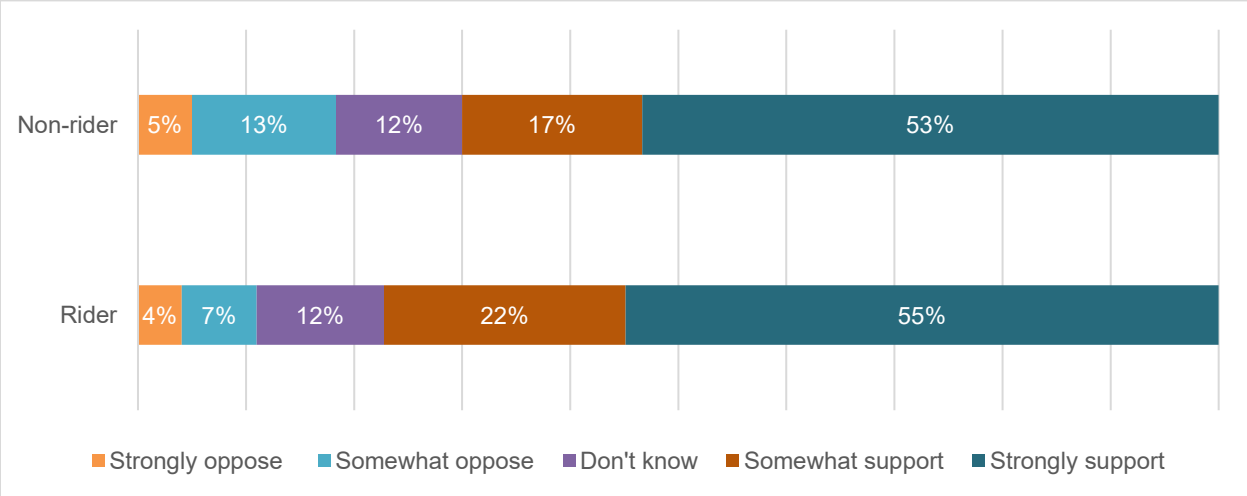
When asked about transit signal priority (TSP), most riders and non-riders said they somewhat or strongly support this potential treatment. Riders especially showed strong support for TSP, with 79% of respondents saying they either somewhat or strongly support this treatment (Figure 96).

Figure 96: Transit signal priority



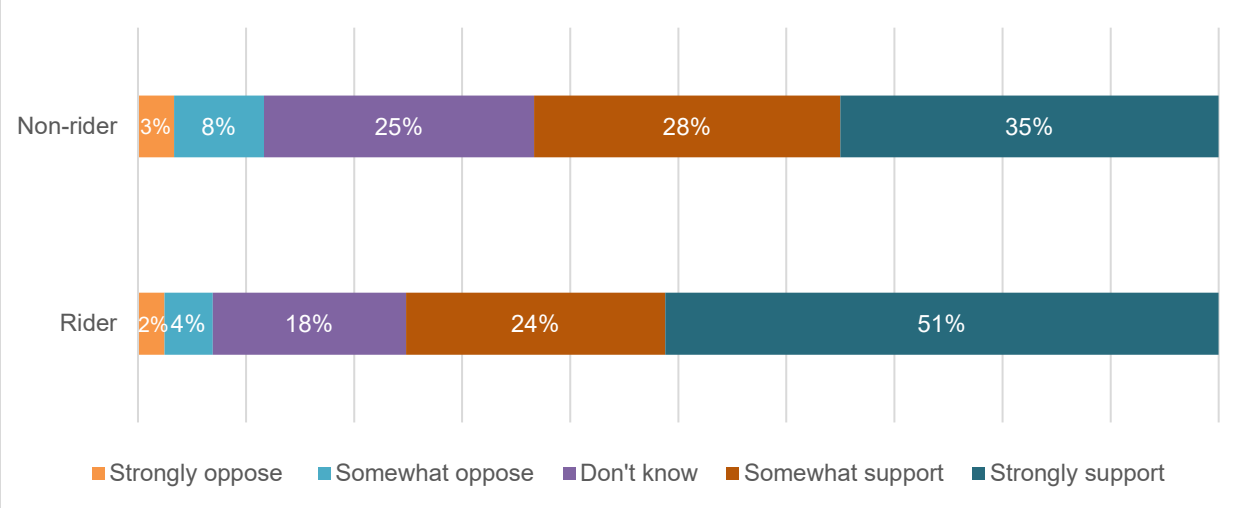
As seen in Figure 97, respondents also supported all door boarding as a potential transit priority treatment.

Figure 97: All door boarding



Again, both riders and non-riders showed support for queue jump lanes, with 75% of riders and 63% of riders who said they would support this treatment (Figure 98).

Figure 98: Queue jump lanes



68% of riders said they somewhat or strongly support bus only lanes, while 57% of non-riders said they support this treatment (Figure 99).

Figure 99: Bus only lanes

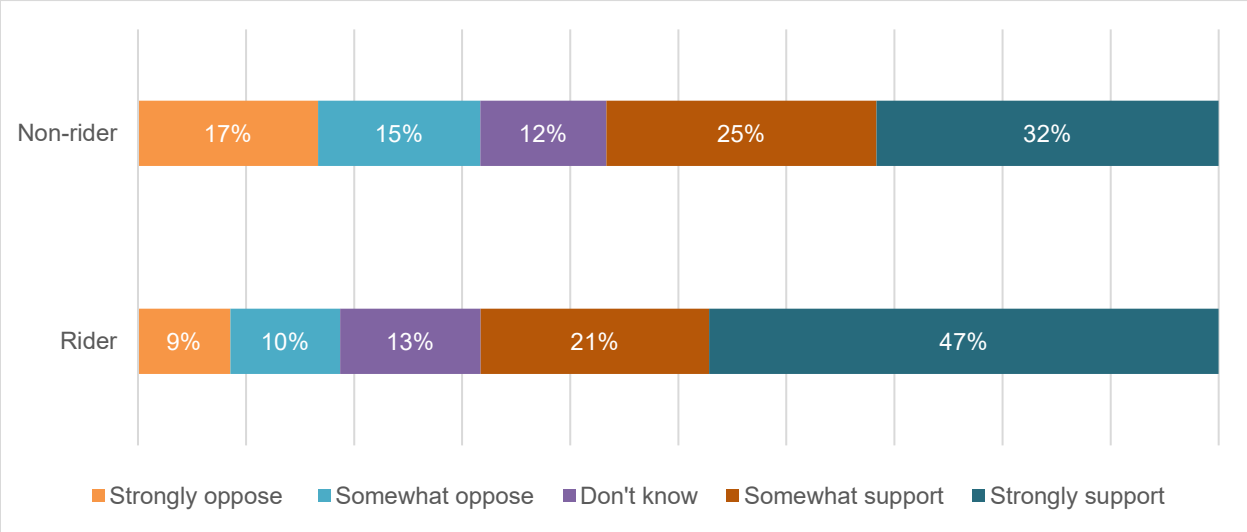
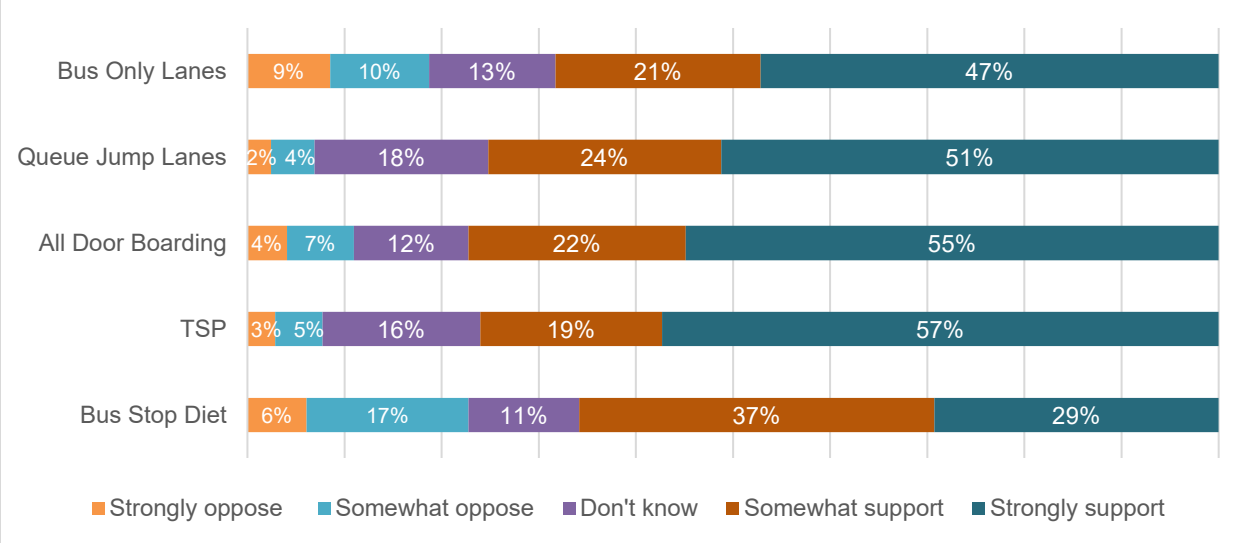


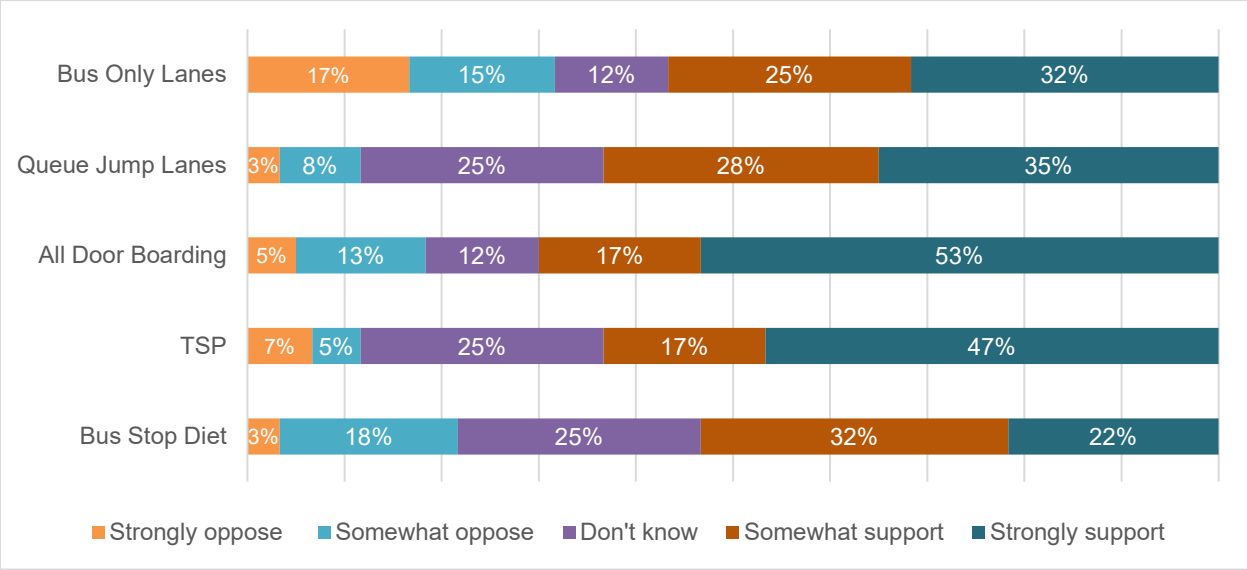
Figure 100 shows a more detailed breakdown of rider support for each transit priority treatment. There is strong support across the board, but respondents expressed the most support for all door boarding with 77% who answered they either somewhat or strongly support the treatment.

Figure 100: Rider support for transit priority treatments



As shown in Figure 101, non-riders also showed the strongest support for all door boarding, with 70% of non-riders reporting they somewhat or strongly support this option.

Figure 101: Non-rider support for transit priority treatments



Service Augmentations

Microtransit

Respondents were asked where they think microtransit could be implemented to improve overall transit services in the community. Respondents considered Downtown Santa Barbara the top location that could benefit from microtransit services, with around 37 responses. Respondents said Downtown could benefit from more night service, service from the County Health Campus to Downtown, UCSB to Downtown, and other detailed information.

UCSB and Goleta were also commonly mentioned, with around 28 and 19 comments respectively. The top 10 most-mentioned locations are summarized in Table 21 below.

Table 21: Top 10 Locations for Microtransit

	Location	Count
1	Downtown Santa Barbara	37
2	UCSB	28
3	Goleta	19
4	Santa Barbara (not Downtown)	15
5	The Mesa	15
6	Westside	14
7	Carpinteria	13
8	Amtrak Stations	12
9	Montecito	11
10	Airport	10

Other commonly cited areas included Isla Vista, Eastside, The Mission, residential areas, Cathedral Oaks, Islamic Center of Santa Barbara, Upper State St, senior facilities, Cottage Hospital, medical clinics, Calle Real, SBCC, Cross Town, grocery stores, Riviera, and trailheads.

New & More Service

Similarly, respondents were asked to provide their thoughts about where new service could be implemented, or where current service could be expanded to improve transit services. UCSB was cited the most, with around 29 responses. More specifically, respondents expressed a need for service from The Mesa to UCSB, La Cumbre Plaza to UCSB, and from UCSB to Calle Real.

The Islamic Center of Santa Barbara (14), Downtown Santa Barbara (13), and Goleta (13) were the next most-common answers. The top 10 locations are summarized in Table 22 below. Notably, State Street was a popular response, suggesting the need for a service to replace the State Street Shuttle on a nearby corridor.

Table 22: Top 10 Locations for New or More Service

	Location	Count
1	UCSB	29
2	Islamic Center of Santa Barbara	14
3	Downtown	13
4	Goleta	13
5	Shuttles	12
6	Cathedral Oaks	10
7	Amtrak Stations	10
8	State Street	9
9	The Mission	9
10	Carpinteria	9

Other commonly mentioned areas included Calle Real, The Mesa, Santa Barbara, the Harbor, the Natural History Museum, Riviera, Westside, Montecito, trailheads, the waterfront, Ventura, the Botanic Garden, and Eastside.

Comments About Safety

Respondents expressed a variety of comments and concerns surrounding safety, and general themes are summarized below.

- Bus driving quality
  - Perception that bus operators are not exhibiting safe driving behaviors
  - Bus operators should make sure passengers are all seated before starting to drive
- Buses & Passenger Loads
  - Buses that go on the highway should have seatbelts
  - Buses are too large (don't fit within the lanes)
  - On some routes, buses are too full, and people/kids are standing all the way to the front of the bus
- Providing more weekend and evening service
  - This would reduce drunk driving/provide an option to those who are partying
  - Provide an option to students who are studying late
- Transit centers
  - Unruly riders at the Transit Center, especially at night
  - More security needed at Transit Center
  - Lighted sheltered seating is needed
  - Safe bike parking is needed
- Bus stops
  - Lack of comfort: seating, cover, lighting, and trash cans are essential

    - Concerns about homeless people camping out at bus stops
- COVID-19
    - Concerns about ventilation and mask wearing on the bus
- Making travel corridors more pedestrian, bike, and bus friendly

Other Comments

All survey respondents were given space to provide other open-ended comments. Summaries of rider and non-rider comments are listed below.

- Service complaints & requests
    - Disappointment about discontinuation of shuttle service
    - Request for passes for university faculty and staff
    - Request for electronic farecard and an app to pay
    - No shade at bus stops, bus stops aren't clean
    - Lack of service at Cathedral Oaks Road
    - Request for later service, earlier service, and more service on weekdays and weekends
    - Requests for low-no carbon solutions/ electric buses
    - Request for bike parking at bus stations
    - Request for more bike racks on buses
    - Request for more frequent service
    - Free bus service
    - Preference for smaller buses
    - Service from Amtrak to transit center
    - Service from Amtrak to the zoo
    - More service in Old Town Goleta
- Compliments
    - Professional drivers
    - Excellent service
    - Clean buses
    - Integration with Google Maps is helpful
    - Great bus system
    - Intuitive website
    - Thank you!

Key Takeaways

The survey provided valuable insight into rider and non-riders' transportation choices, service preferences, support for potential transit priority treatments, and opinions about areas that would benefit from microtransit and/or new service. Key takeaways from the survey are summarized below:

- Riders' primary reasons for riding the bus were environmental responsibility (reduction of carbon footprint) and convenience (bus lines located near riders' homes, schools, and places of work).

- Non-riders' primary reasons for *not* riding the bus were a lack of convenience (trip times too long), and an overall preference for driving.

- Overall, both riders and non-riders said they would prefer more frequent service with fewer stops, with routes that utilize transfers for shorter travel times.

- The majority of both riders and non-riders support all of the transit priority treatments. Both riders and non-riders showed strongest support for all door boarding.
- Respondents said microtransit would be most beneficial, generally, in Downtown Santa Barbara, UCSB, and Goleta.
- Respondents said they would generally like to see new or more service at UCSB, the Islamic Center of Santa Barbara, Downtown Santa Barbara, and Goleta.

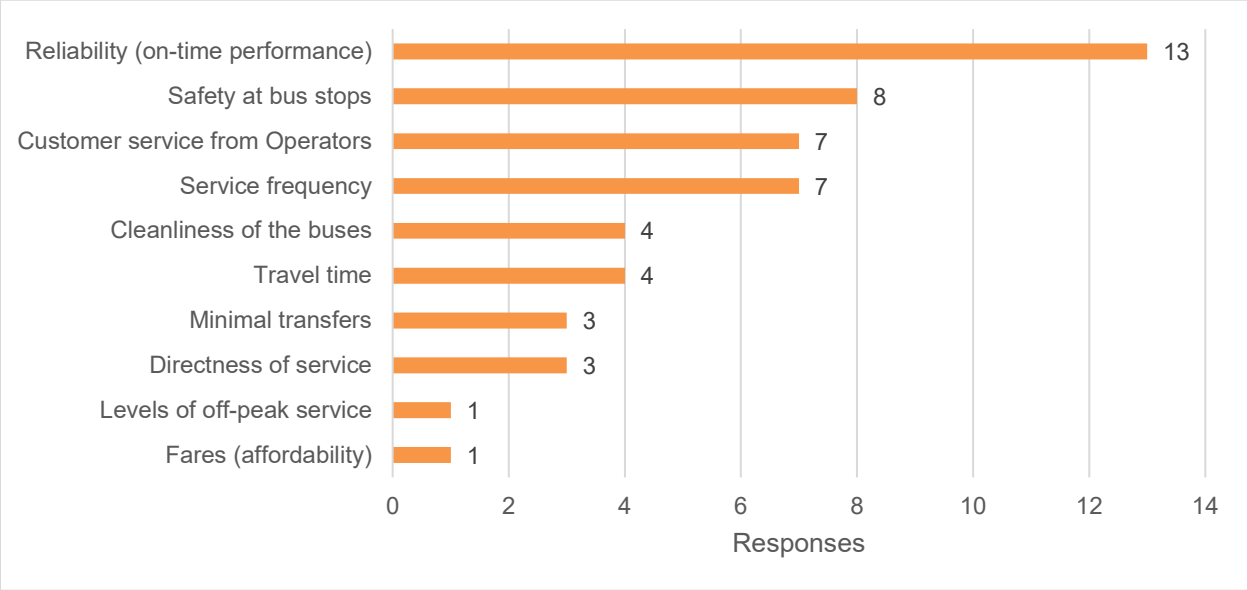
Bus Operator Surveys

In addition to surveying the public, we also surveyed bus operators to understand their view on MTD's service and service design trade-offs. A total of 16 bus operators participated.

Customer Priorities & Service Delivery Challenges

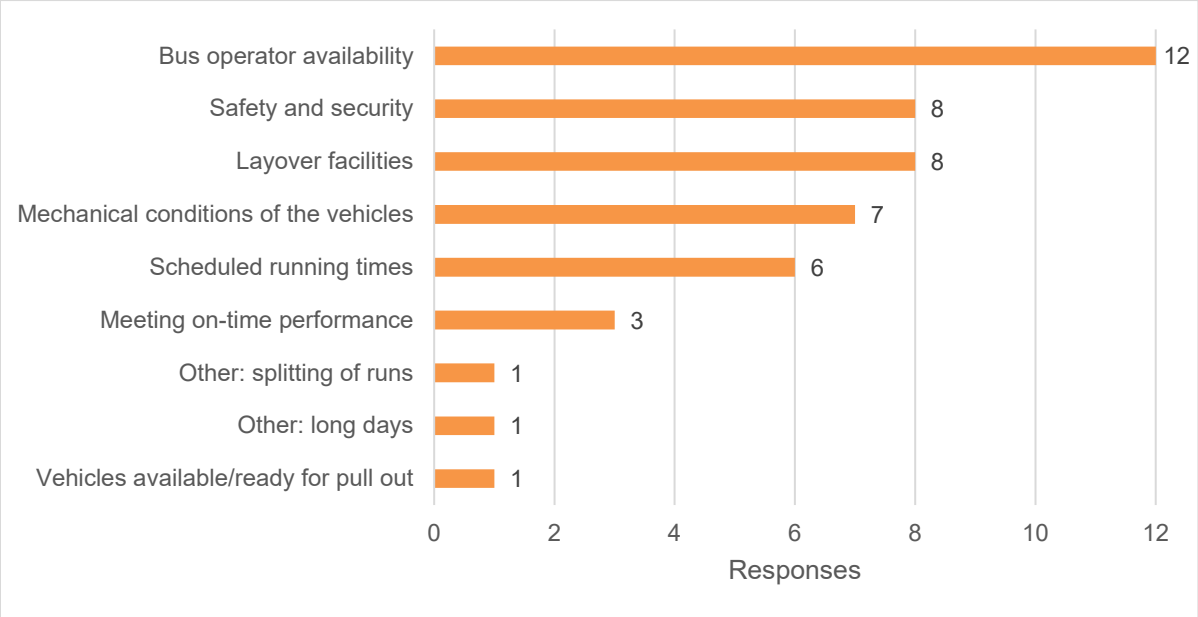
Bus operators were asked to choose the top three factors they think are most important to customers. Reliability was thought to be the most important, with safety, customer service, and service frequency being the next most chosen answers (Figure 102).

Figure 102: Most important factors for customers



When asked to choose the top three challenges for service delivery, bus operator availability was seen as the biggest challenge. Layover facilities and safety/security were also commonly chosen (Figure 103).

Figure 103: Challenges for service delivery



MTD Service Area

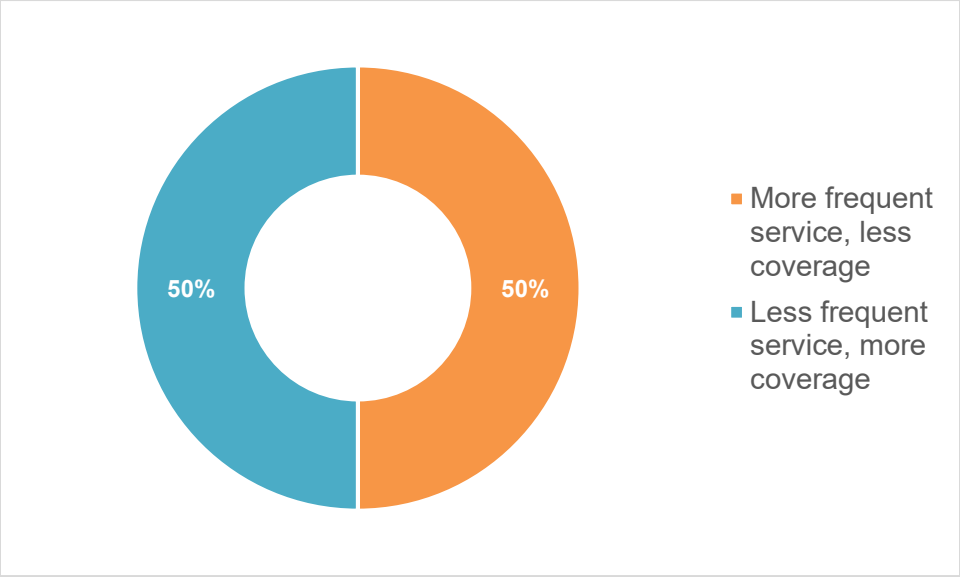
Bus operators were asked to list areas within MTD's service area that they think could generate more ridership. Suggestions included:

- Service to old Mission
- Service to Botanic Garden
- Service to outer Goleta
- Shuttle routes up Chapala and Anacapa
- Crosstown and seaside shuttles
- Express service to/from Carpinteria and Goleta at rush hour
- Have lines 6 & 11 turn into the Line 20 at the Center or 21 return (at the right time of day)
- Have lines 12 & 24 turn into the Line 21 (at the right time of day - maybe mornings), exit on Carrillo St. not Laguna St.

Trade-off Questions

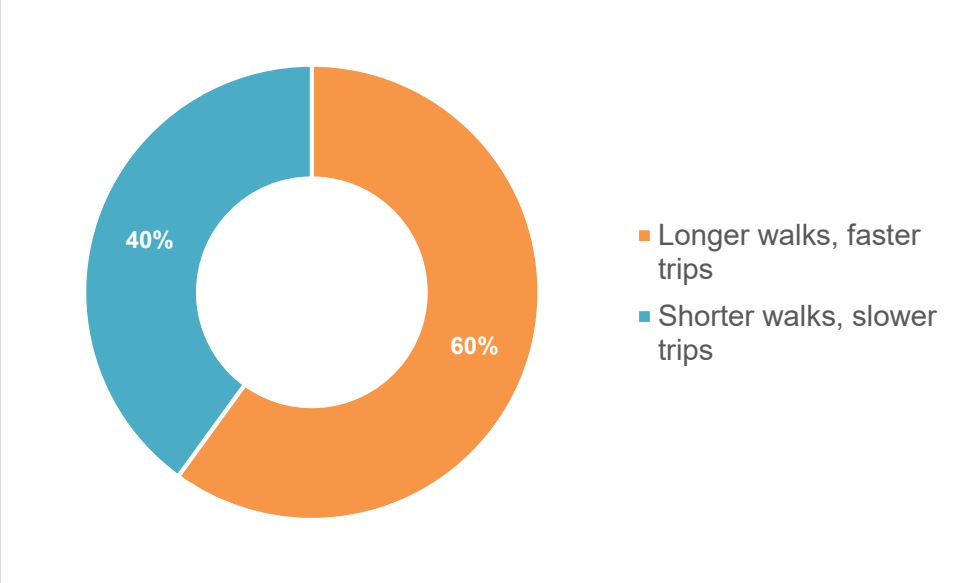
Bus operators were also asked which tradeoffs they thought *customers* would prefer. Half of bus operators thought customers would prefer more frequent service with less coverage, and the other half thought customers would prefer less frequent service with more coverage (Figure 104).

Figure 104: Frequency vs. coverage (bus operators)



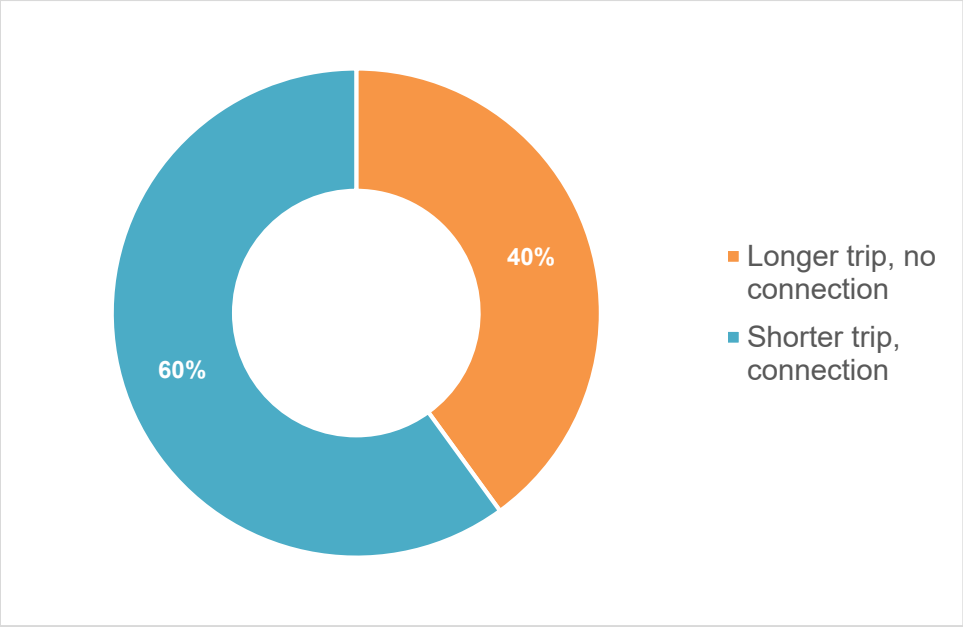
As shown in Figure 105, 60% of bus operators thought customers would prefer longer walks with faster trips over shorter walks with slower trips. This generally aligns with rider responses (64% of riders said they would prefer this option).

Figure 105: Stops vs. express (bus operators)



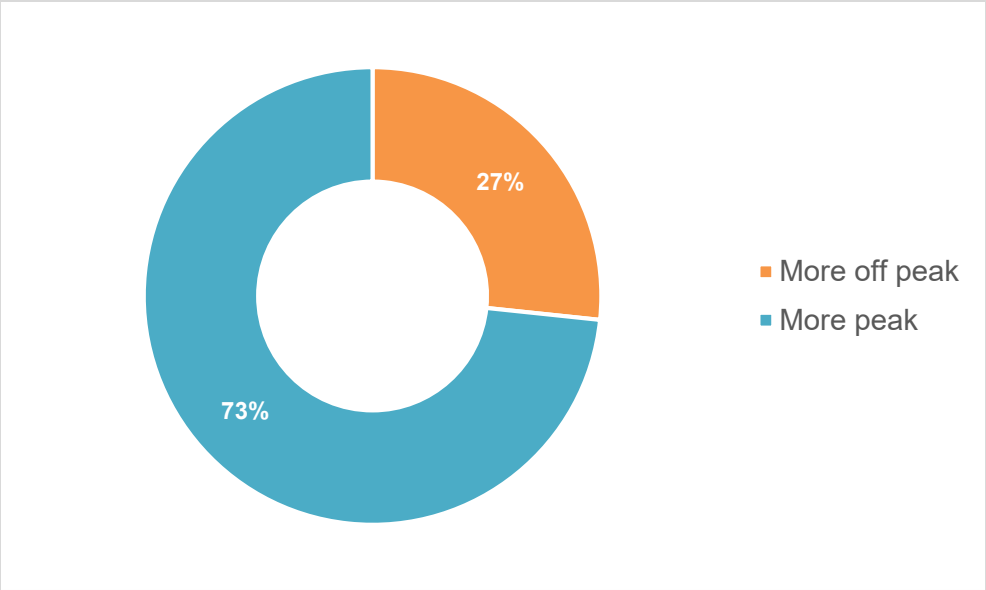
The majority of bus operators thought customers would prefer shorter trips with connections (Figure 106) which aligns with the 59% of riders who said they prefer this tradeoff.

Figure 106: Direct vs. transfers (bus operators)



Lastly, as shown in Figure 107, 73% of bus operators thought customers would prefer more service during peak hours. Interestingly, 53% of riders said they would prefer the other option, more off-peak service.

Figure 107: Peak vs. all day service (bus operators)

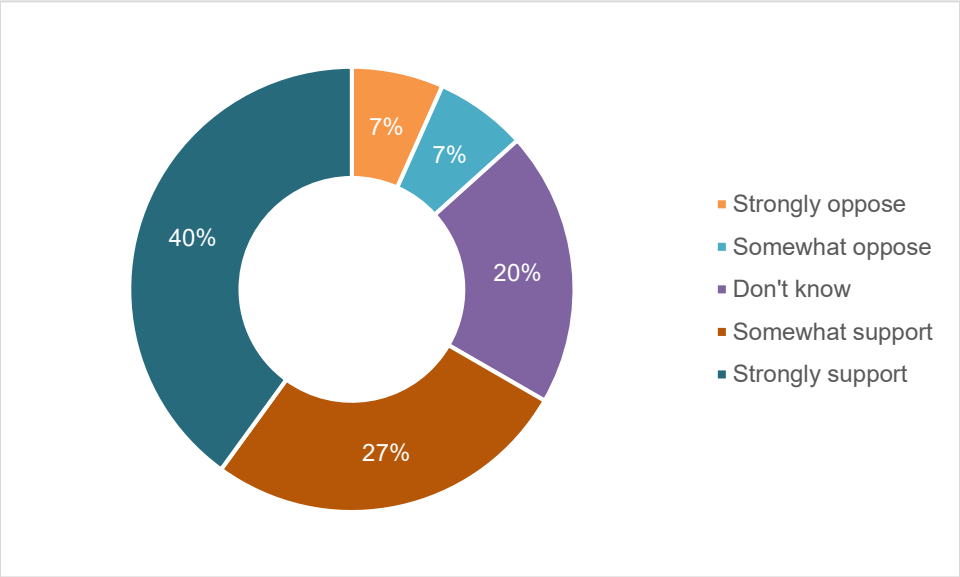


Transit Priority Treatments

Bus operators were asked to choose *their* level of support for the following transit priority treatments. The responses reflect support for all the transit priority treatments except for all door boarding.

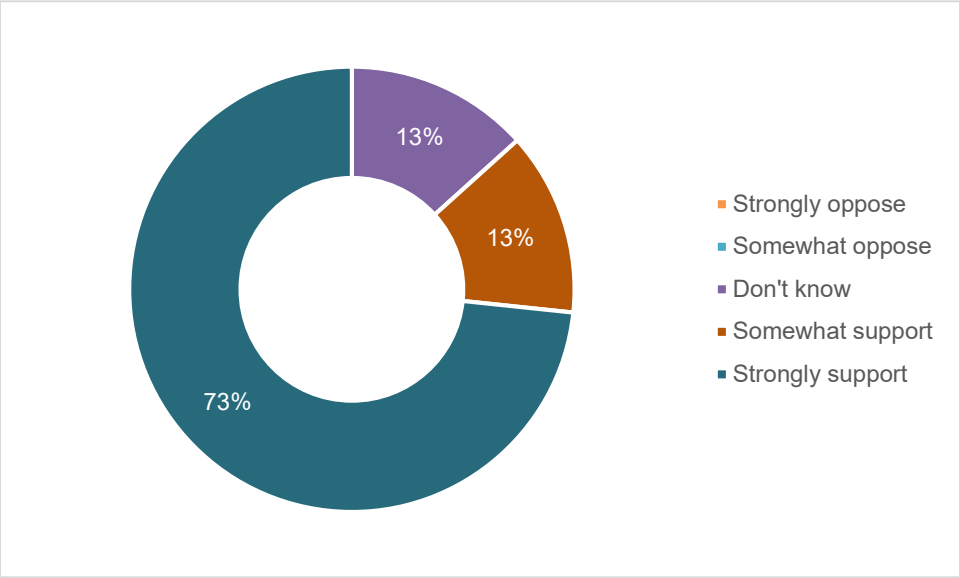
Bus operators mostly supported bus stop consolidation, with about 67% saying they were either somewhat or strongly supportive of this treatment (Figure 108).

Figure 108: Bus stop consolidation (bus operators)



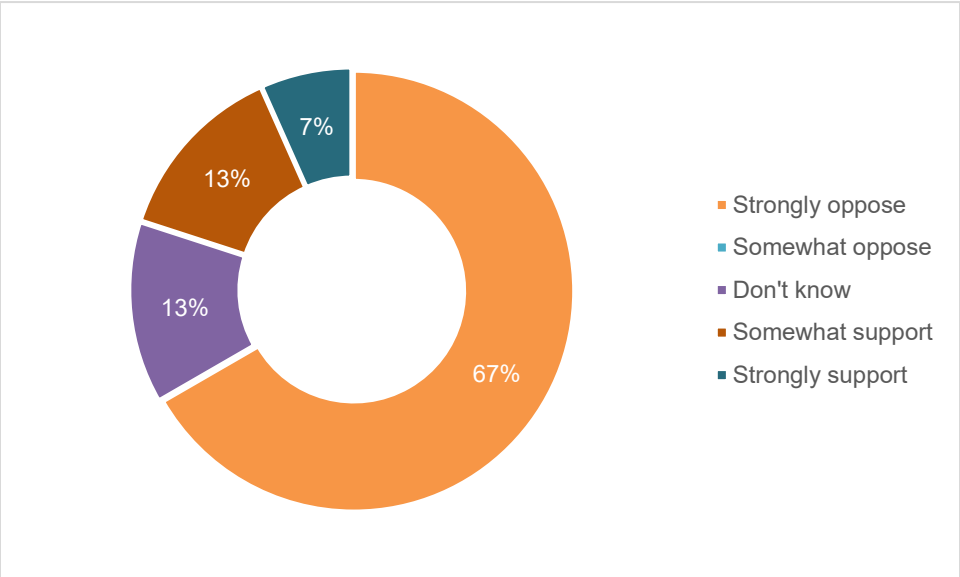
Similar levels of support can be seen for transit signal priority (TSP). About 86% of respondents said they somewhat or strongly support this transit priority treatment (Figure 109).

Figure 109: Transit signal priority (bus operators)



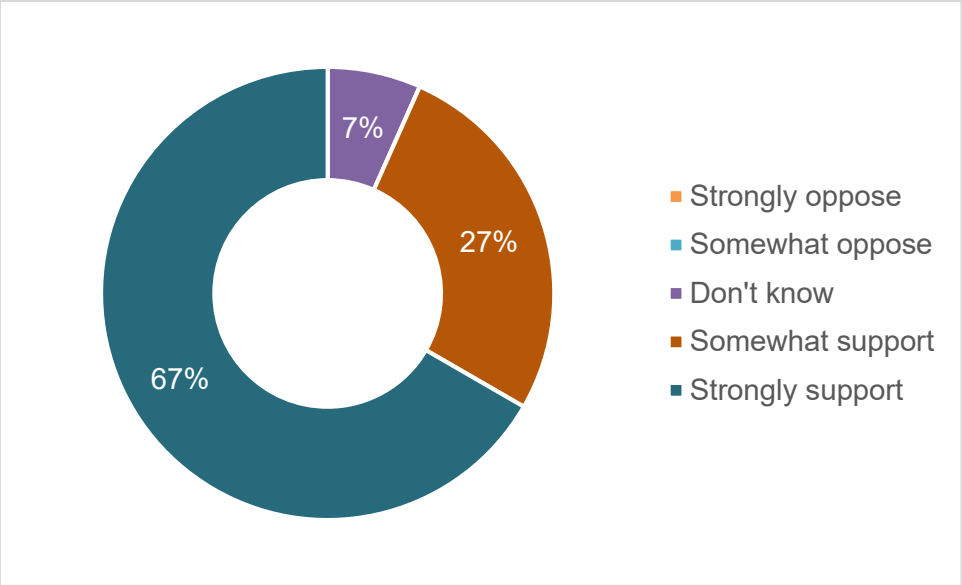
When asked about all door boarding, 67% of bus operators said they strongly oppose this idea, with about 13% who said they support the treatment (Figure 110).

Figure 110: All door boarding (bus operators)



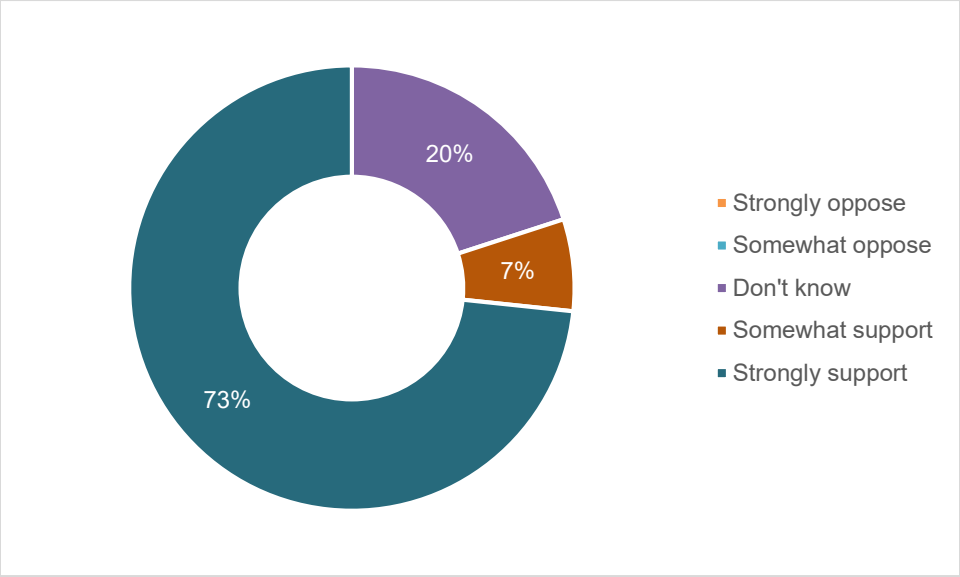
As shown in Figure 111, bus operators showed strong support for queue jump lanes. 94% of respondents said they either somewhat or strongly support this treatment.

Figure 111: Queue jump lanes (bus operators)



Lastly, 73% of bus operator respondents said they strongly supported bus-only lanes, and 7% were somewhat supportive of this treatment (Figure 112).

Figure 112: Bus-only lanes (bus operators)



Other Comments

Only a few comments were received:

- Improvement of driver shifts; reduce split shifts
- Introducing tap cards to help speed up service
- Express service on State and Hollister Street, as well as feeder routes covering more areas
- Take over responsibility of Easy Lift

Key Takeaways

The bus operator survey provided valuable insight into bus operator concerns and challenges, thoughts about customer preferences, and preferences for transit priority treatments and service adjustments. Key takeaways from the bus operator survey are summarized below:

- Bus operators thought reliability and safety are the most important factors for customers.
- Bus operators said the biggest challenges for service delivery are bus operator availability, safety and security, and layover facilities.
- Bus operators thought service to Old Mission, Botanic Garden, and outer Goleta would be most useful for generating ridership.
- Bus operators accurately intuited riders' inclinations, with most answers aligning with riders' preference for frequent service and faster trips.
- Bus operators showed support for all the bus priority treatments except for all door boarding. They showed the strongest support for transit signal priority and bus-only lanes.

Stakeholder Feedback

MTD and Stantec staff held one-hour sessions with key stakeholders across the region to discuss the SRTP process, to present some grounding concepts and trade-offs inherent to transit service design and operations, and then to discuss how each stakeholder could contribute to the SRTP process and provide updates into projects, policies, or other items that may impact the SRTP process.

Below are key discussion points for each of the stakeholders (Table 23).

Table 23: Stakeholder Feedback Summary.

Stakeholder/Meeting	Regional Role	Key Takeaways
SBCAG Nov. 8, 2021	Metropolitan Planning Organization - Develops regional transportation and land use plan - Develops lists of priorities and projects for the County - Distributes funding for transportation - Operates some transit (Clean Air Express)	- Initial insights into 2020 Census data revealed more growth in North County than South Coast - Housing pressures continue to increase, especially for UCSB - Improvements in transit service levels should occur in TPAs - Improvements or new transit facilities on ROWs should also consider cycling impacts - Traffic Solutions can help with outreach and education - US-101 lane widening and HOV will come online in 2027 - CAE ridership down by about 50%. Coastal Express about 70-80% of pre-COVID ridership - Peak ADT numbers are higher than pre-pandemic in the PM peak - SBCAG interested in MTD taking over CAE operations
UC Santa Barbara Nov. 10, 2021	University with substantial population (over 30,000 students and staff) Major transit ridership base	- UCSB is facing a serious housing shortage, while trying to accommodate increased demand for attendance. Nonetheless, attendance is capped at 25,000 through 2025. - 10,500 students living in University-housing, not including hotels - No planned changes to TAP or parking passes (first year students aren't allowed to park on Campus) - In 2019, 61% of faculty/staff drove to campus; 5% rode the bus[75] - In 2019, 44% of students biked to campus, 26% walked, and 15% rode the bus[76] - Most students live in Goleta and Isla Vista,[77] and housing pressures continue to be felt there
City of Goleta Nov. 10, 2021	City staff, including: - Public works	- Increasing population and increasing pressure for development and growth

[75] https://sustainability.ucsb.edu/sites/default/files/2019-modesplit.pdf
[76] Ibid.
[77] https://bap.ucsb.edu/institutional-research/campus-profiles

Stakeholder/Meeting	Regional Role	Key Takeaways
	- Engineering - Housing/planning/development Controls certain ROW of MTD bus lines Controls zoning and development in Goleta	- Looking to direct development along corridors, namely Calle Real and Hollister - Currently implementing bike plan - Train station under development – important for first-last mile connectivity - City is contemplating bike sharing program - Old Town Goleta is designated as a disadvantaged community in CalEnviroScreen 4.0 – can result in potential project funding - Complete streets project along Hollister between Kellogg and Fairview (including road diet) – could be leveraged for transit facilities (as a 'complete street')
County of Santa Barbara Nov. 17, 2021	County staff, including: - Public Works, Transportation - Community Services, Development Controls certain ROW of MTD bus lines Develops housing targets and master plans	- County is updating housing element of comprehensive plan. However, current zoning wouldn't address needed housing - Parks master plan is nearly finalized - Developers intend that VMT be offset by transit use—but developments have to be transit-friendly - Environmental assessment for State/Hollister design study is wrapping up – MTD should coordinate for bus stop placement and other amenities or facility upgrades - County acknowledges disconnect between housing needs, goals for increased non-auto mode share, but stipulated parking requirements for developments - County's Climate Action Plan is coming soon – could look to transit policies to implement
City of Santa Barbara Dec 6, 2021	City staff, including: - Transportation - Engineering Controls certain ROW of MTD bus lines Develops master plans and controls zoning and development	- SB 9 is going to Council soon—could shift the character of single family lots by allowing ADUs o If located within 0.5 mile of transit, parking requirements are waived - The City needs to replace signal control systems—good opportunity for integrating TSP - Some opportunities for queue jump too - Heaviest lift will be for bus only lanes - La Cumbre Plaza—area specific plan is in the work; could be a location for transit facilities - Downtown parking budget is in deficit—would be challenging as a funding source for the shuttle - City looking at options for the MTD My Ride cards—employee transit pass program could be simpler and better advertised
Easy Lift Dec 8, 2021	- Executive Director - Operations manager - Eligibility manager	- Like other paratransit programs, demand is largely driven by day centers

Stakeholder/Meeting	Regional Role	Key Takeaways
	Provides ADA/Paratransit service for MTD	(Friendship Center), dialysis, and medical trips - COVID-19 reduced demand—rebound of on-demand trips, but still down on subscription trips - Medicare services and other health related transportation providers have been 'dumping' on Easy Lift - Peak hour trip requests exceed supply, result in denials (pre-COVID) - Denials now are due to restrictions on capacity - Demand will likely rebound when day programs resume in-person activities fully - Some travel training is done by Easy Lift, some by MTD - Could find incentives and education programs to entice more riders to use MTD rather than Easy Lift, if and when possible - Easy Lift is also facing operator shortages
City of Carpinteria Dec 10, 2021	City staff, including: - Public Works - Planning Controls certain ROW of MTD bus lines Develops master plans and controls zoning and development	- Town is growing - More hotels on the edge of town - Train service will likely continue to grow to serve visitors - LOSSAN has a plan to double capacity of train platform—siding as well - Housing pressure increases spill over to Carpinteria and further away - More traffic on the 101 - Maybe more commuter demand - Highway causes fragmentation in connectivity in Carpinteria - At this time, unlikely to have interconnected traffic signal, but open to TSP (Caltrans also controls some signals in Carpinteria)

APPENDIX C – *MTD MOVES AHEAD* COMMUNITY SURVEY ON DRAFT NETWORK CONCEPTS

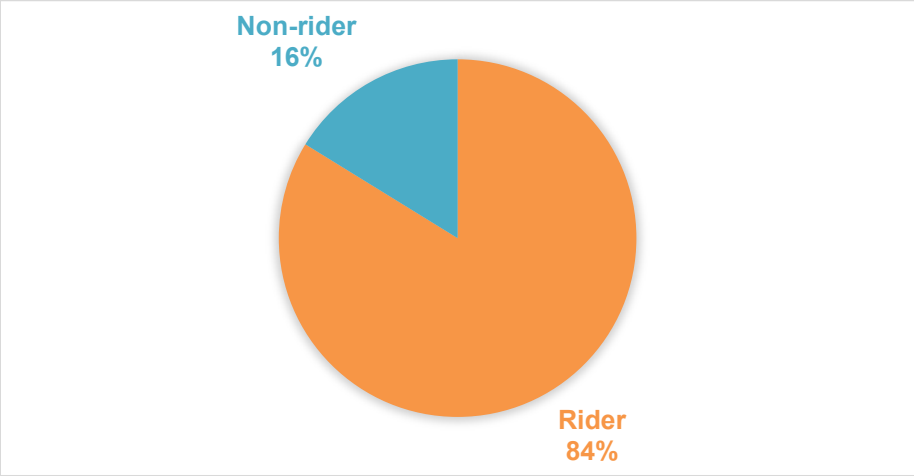
This appendix provides summary statistics of the survey to gather feedback on proposed service changes during phase 2 of the engagement process in May and June 2022. This is the second survey that was administered during phase 2 of the engagement process to obtain feedback on proposed service changes.

Survey Demographics

Demographic questions were asked at the end of the survey but presented first to provide an overview of who responded to the second MTD Moves Ahead Survey.

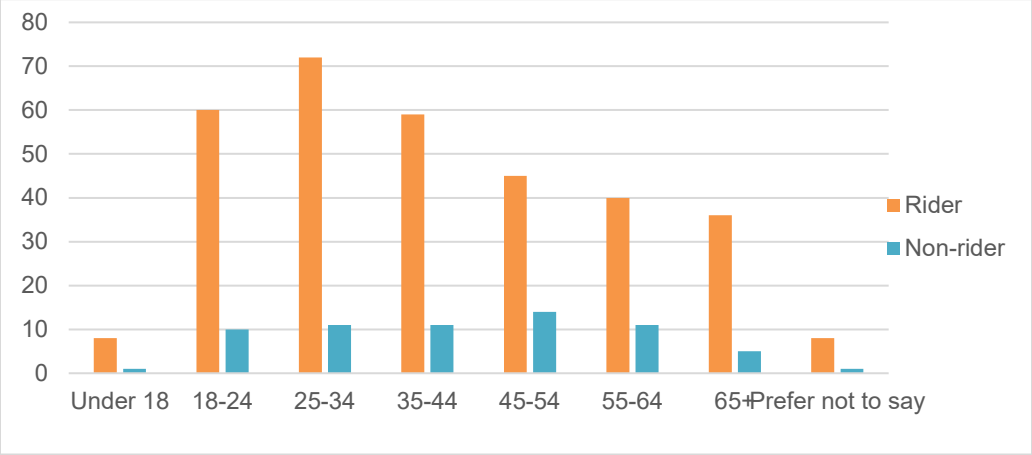
Question: Have you been an MTD bus rider at some point over the last 3 years?

Figure 113: Rider or non-rider



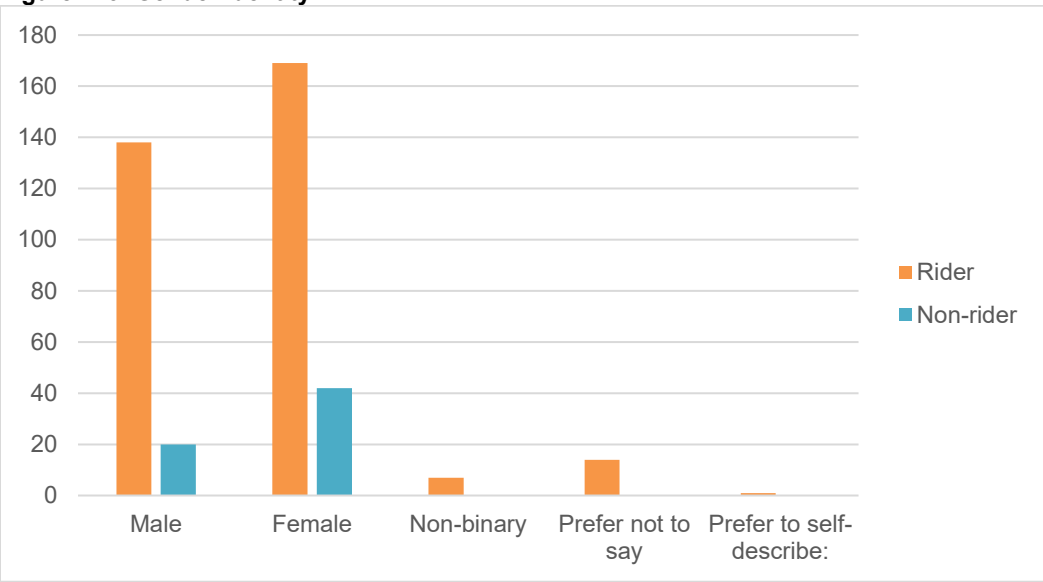
Question: How old are you?

Figure 114: Age



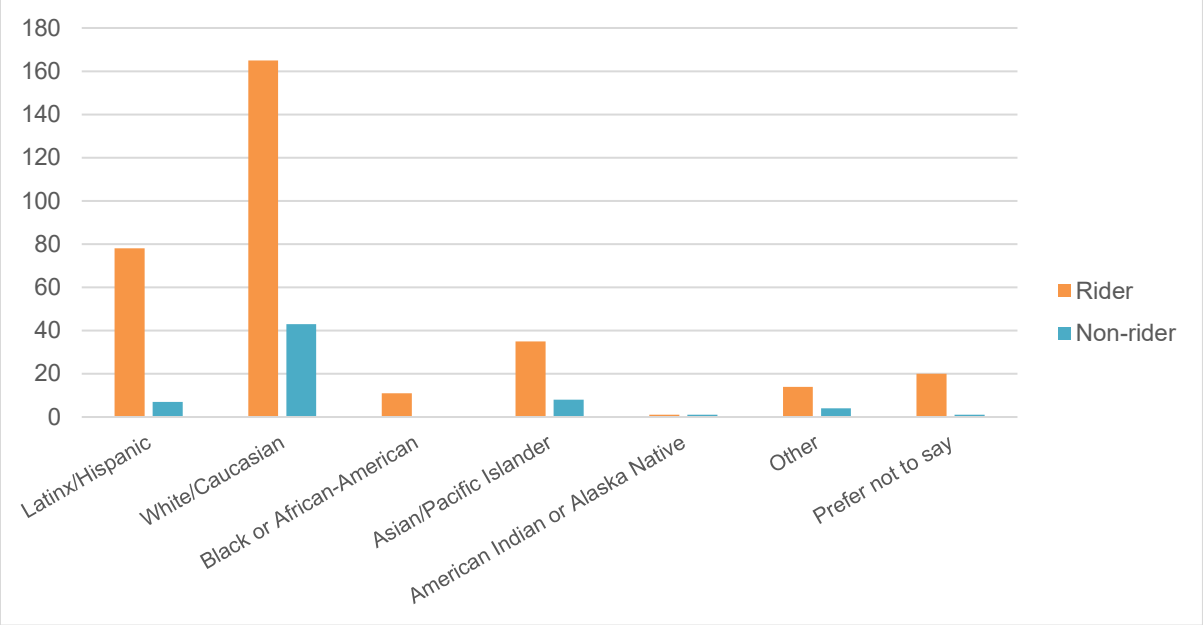
Question: How do you identify?

Figure 115: Gender identity



Question: Which race/ethnicity best describes you? (Check all that apply.)

Figure 116: Race/ethnicity



Question: What's the ZIP Code where you live?

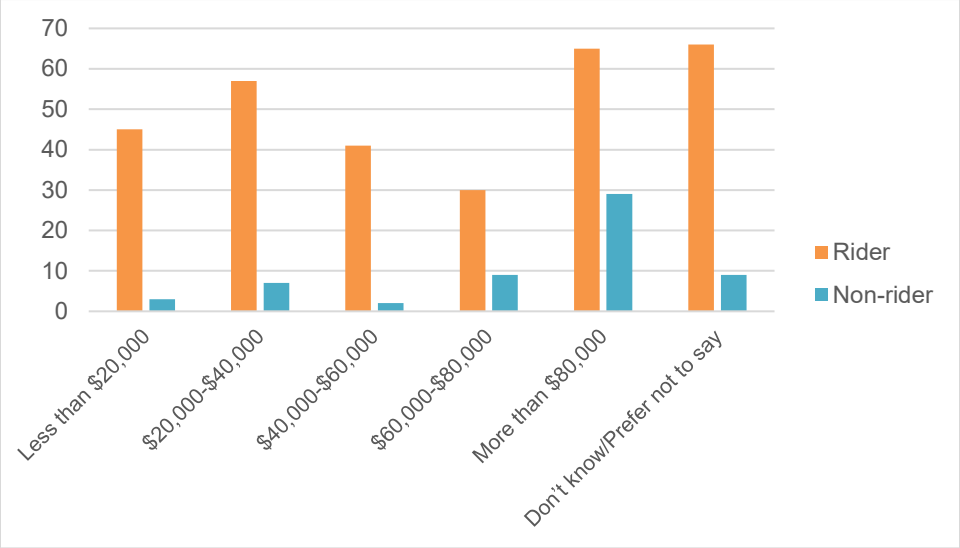
Table 24:Most frequent ZIP codes

ZIP Code	Total Responses	Riders	% Riders
93013	19	14	74%
93101	81	71	88%

ZIP Code	Total Responses	Riders	% Riders
93103	23	21	91%
93105	33	25	76%
93110	21	19	90%
93111	21	18	86%
93117	115	95	83%
No response	32	26	81%
other	56	47	84%

Question: What is your approximate total annual household income?

Figure 117: Income distribution



Line Adjustments

To gauge the impact and support of proposed service changes, respondents were asked to indicate how likely a proposed change would impact their likelihood to take transit. The affected lines included: Line 1, 2, 4, 17, 6, 11, 20, 23, 25, and 19X as well as microtransit service in Goleta/Isla Vista and Carpinteria and a new Waterfront-Downtown Shuttle service. Finally respondents were asked questions about renaming lines 6 and 11, service transitions, and transit priority measures were asked.

1. Weekday service on Line 1 (West SB) and Line 2 (East SB) would be more frequent with 30-minute service from 6-10 pm. Service would also run later--every 60 minutes between 10pm and midnight.

Figure 118: Responses for Line 1 and Line 2

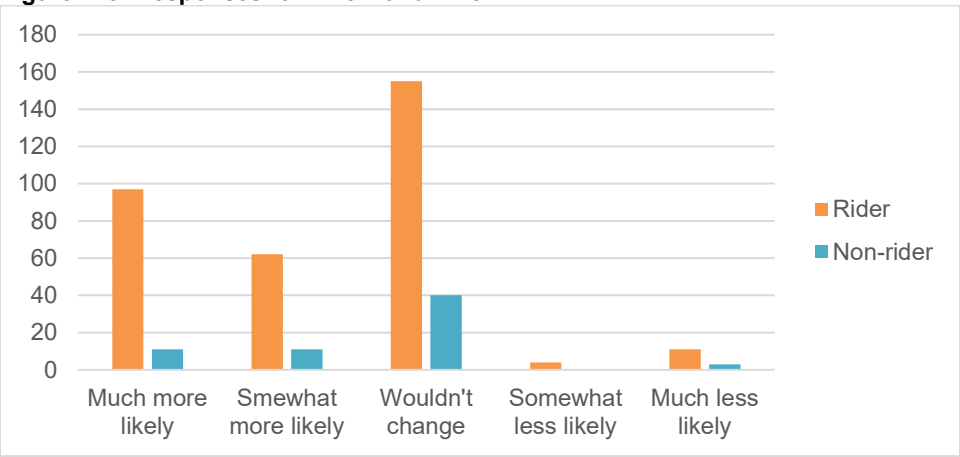


Table 25: Responses for Line 1 and Line 2 from affected ZIP codes

ZIP Code	Much more likely	Somewhat more likely	Wouldn't change	Somewhat less likely	Much less likely	Total
93101	28	17	34	1	0	80
93102	0	0	0	0	1	1
93103	12	5	6	0	0	23
Total	**40**	**22**	**40**	**1**	**1**	**104**

2. Weekday service on Line 4 (SBCC/Mesa) and Line 17 (Lower Westside/SBCC) would be more frequent (every 30 minutes) from 9 am to 6 pm. Service would also run later--every 35 minutes from 6 pm to 10 pm.

Figure 119: Responses for Line 4 and Line 17

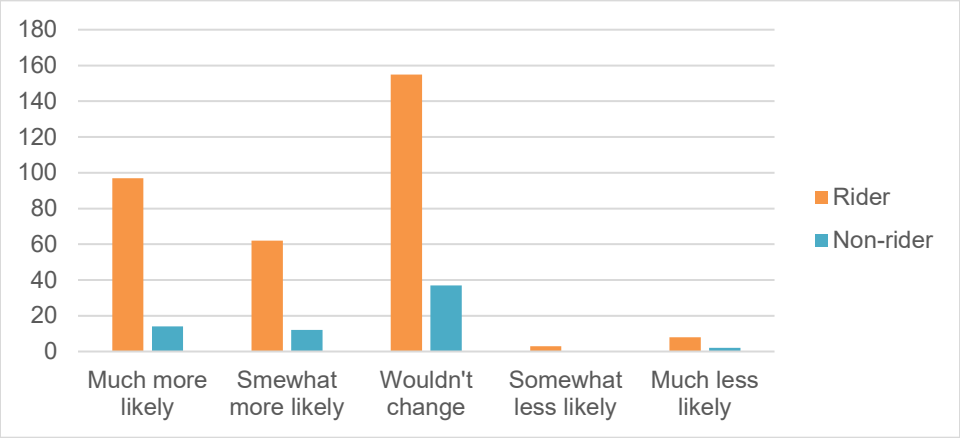


Table 26: Responses for Line 4 and Line 17 from affected ZIP codes

ZIP Code	Much more likely	Somewhat more likely	Wouldn't change	Somewhat less likely	Much less likely	Total
93109	12	5	1	0	0	18

3. Weekday service on Line 6 (Goleta) and Line 11 (UCSB) would have more consistent 10- to 15-minute combined headways throughout the day. Line 11 would have more frequent service (30 minutes) from 9 pm-midnight.

Figure 120: Responses for Line 6 and Line 11

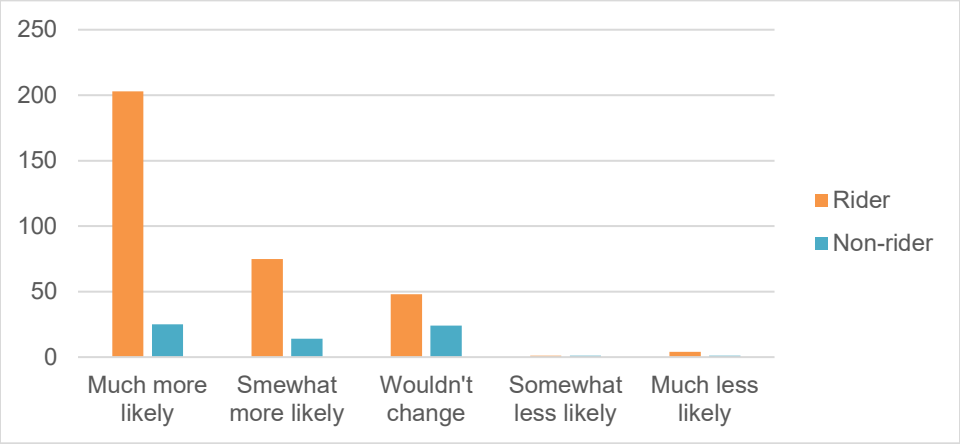


Table 27: Responses for Line 6 and Line 11 from affected ZIP codes

ZIP Code	Much more likely	Somewhat more likely	Wouldn't change	Somewhat less likely	Much less likely	Total
93105	20	8	4	1	0	33
93106	9	7	0	0	0	16
93110	14	6	0	0	1	21
93111	15	3	2	0	1	21
93117	76	24	14	1	0	115
Total	**134**	**48**	**20**	**2**	**2**	**206**

4. Weekday service on Line 20 (Carpinteria) would be increased with 15-minute service from 6-8 am and from 4-6 pm, and 30-minute service from 9 am–3 pm.

Figure 121: Responses for Line 20

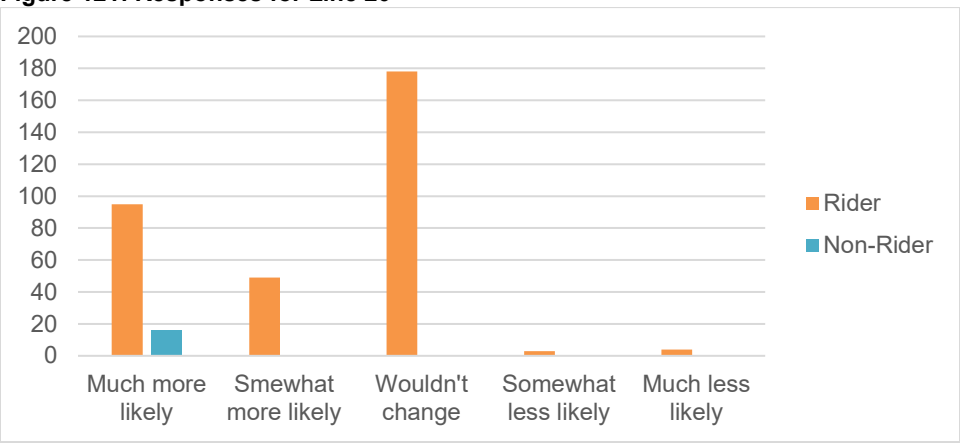


Table 28: Responses for Line 20 from affected ZIP codes

ZIP Codes	Much more likely	Somewhat more likely	Wouldn't change	Somewhat less likely	Much less likely	Total

93013	15	4	0	0	0	19
93108	1	0	4	0	0	5
Total	**16**	**4**	**4**	**0**	**0**	**24**

5. Line 23 (El Encanto Heights) and 25 (Ellwood/Winchester Canyon) would become linked at Calle Real and Winchester Canyon Rd. Riders in Western Goleta will have a reliable one-seat ride through the area and further into Goleta, Isla Vista, or Santa Barbara, minimizing potentially confusing transfers between the routes. Map showing the routes of Lines 23 and 25 changed to link up at Calle Real and Winchester Canyon Road. There is a red x over a dashed line on Bradford Drive and Cathedral Oaks Rd showing portions of the old routes that would be eliminated.

Figure 122: Responses for Line 23 and Line 25

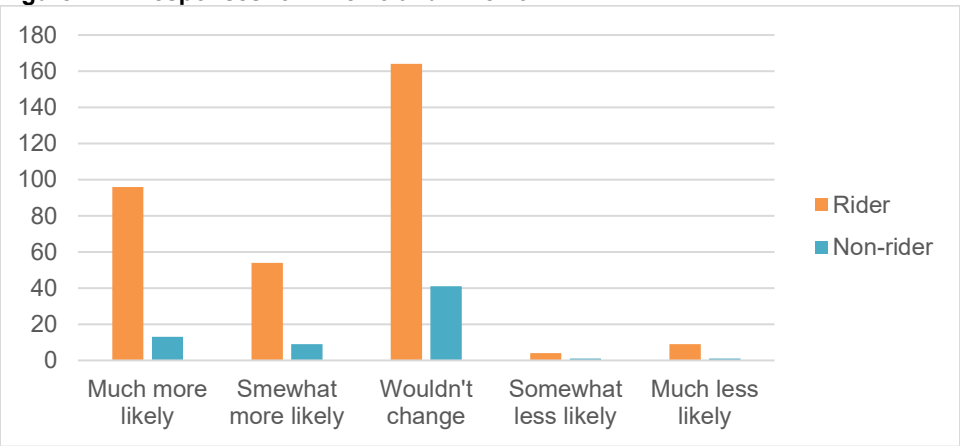


Table 29: Responses for Line 23 and Line 25 from affected ZIP codes

	Much more likely	Somewhat more likely	Wouldn't change	Somewhat less likely	Much less likely	Total
93117	39	23	47	2	3	114

6. New Line 19X express service between Carpinteria, East Santa Barbara, and SBCC on weekdays. Map of Line 19x, an express service connecting Carpinteria, East Santa Barbara, and SBCC.

Figure 123: Responses for Line 19X

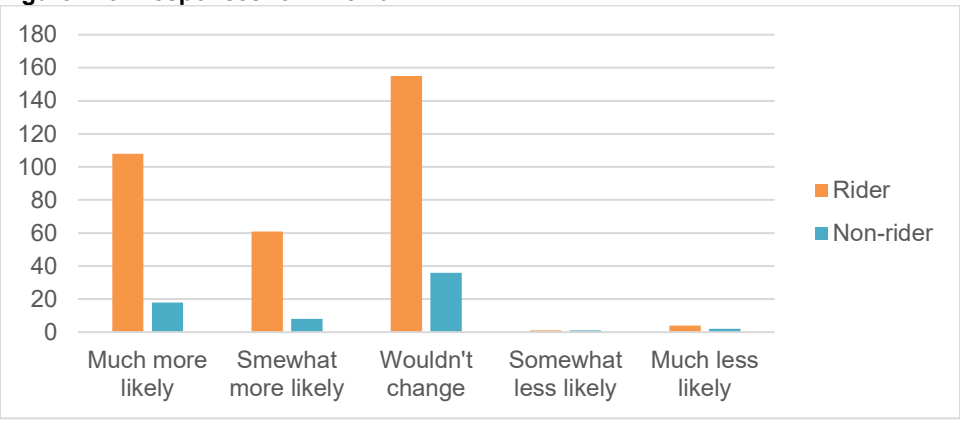


Table 30: Responses for Line 19X from affected ZIP codes

ZIP Codes	Much more likely	Somewhat more likely	Wouldn't change	Somewhat less likely	Much less likely	Total
93013	17	2	0	0	0	19
93108	1	1	3	0	0	5
Total	**18**	**3**	**3**	**0**	**0**	**24**

7. New on-demand, all-electric microtransit service called The Wave to serve a portion of Goleta and Isla Vista. Microtransit is a flexible, on-demand, curb-to-curb service providing trips between any two points in a specified zone for a flat fare ($3 standard fare, or $1.50 for seniors & people with disabilities). Riders will order a ride on an app, or by calling the Transit Center. Much like a rideshare app, the rider will put in their starting point and ending point, and they'll be told how many minutes before the van arrives. This service would operate Tuesday through Sunday, from 10am to 9pm. Map of Goleta and Isla Vista showing microtransit zones and points of interest. Points of interest are Goleta Train Station, SB Airport, UCSB Elings Hall, Isla Vista Community Center, and El Colegio and Embarcadero del Mar bus stop. One zone area is bounded by Cortona Drive on the West, Hollister Avenue on the South, Aero Camino on the East, and Highway 101 on the North. The other larger zone is bounded by Los Carneros to the west, Highway 101 to the south, Patterson Avenue to the east, and Cathedral Oaks to the north.

Figure 124: Responses for The Wave in Goleta and Isla Vista

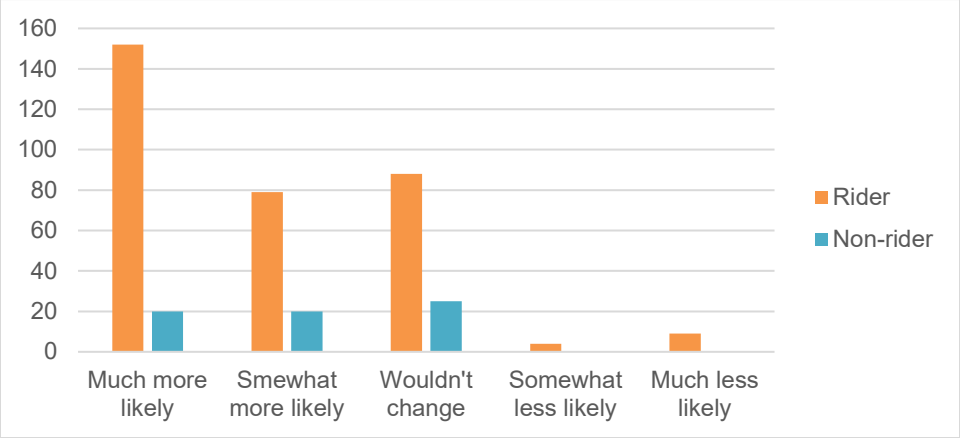


Table 31: Responses for The Wave in Goleta and Isla Vista from affected ZIP codes

	Much more likely	Somewhat more likely	Wouldn't change	Somewhat less likely	Much less likely	Total
93111	10	5	5	0	1	21
93117	65	26	23	0	1	115
Total	**75**	**31**	**28**	**0**	**2**	**136**

8. New on-demand, all-electric microtransit service called The Wave to serve the entire City of Carpinteria and some adjacent incorporated areas such as Santa Claus Lane. Microtransit is a flexible, on-demand, curb-to-curb service providing trips between any two points in a specified zone for a flat fare ($3 standard fare, or $1.50 for seniors & people with disabilities). Riders will order a ride on an app, or by calling the Transit Center. Much like a rideshare app, the rider will put in their starting point and ending point, and they'll be told how many minutes before the van arrives. This service would operate Tuesday through Sunday, from 10am to 9pm.

Figure 125: Responses for The Wave in Carpinteria

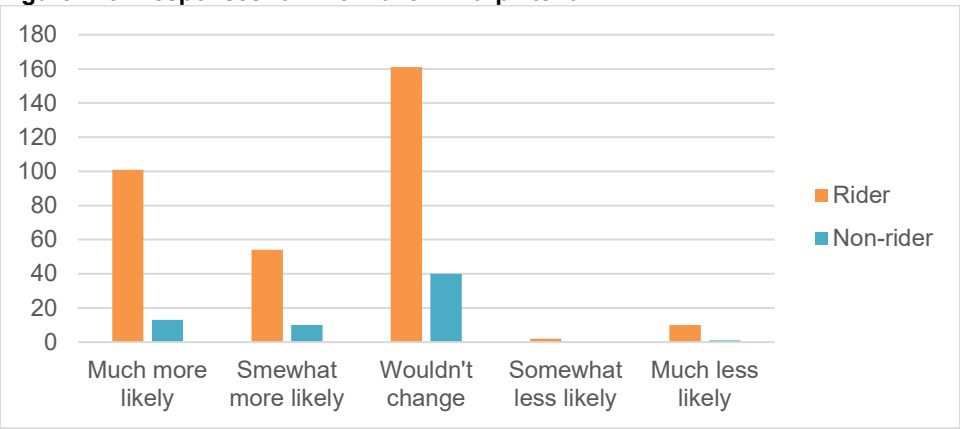


Table 32: Responses for The Wave in Carpinteria from affected ZIP codes

	Much more likely	Somewhat more likely	Wouldn't change	Somewhat less likely	Much less likely	Total
93013	13	5	0	0	1	19

9. A new and modified Downtown-Waterfront Circulator for consideration. There is not currently funding identified for this service, and the City of Santa Barbara is currently contemplating the future of circulation on State Street and in Downtown Santa Barbara. This new route takes into account the blocks of State Street that have become a pedestrian promenade, no longer allowing motor vehicles. Map of the Downtown and Waterfront of Santa Barbara with a circulator route that goes up Chapala, right on Sola, right on Anacapa, right on Gutierrez, left on State, right on Cabrillo, to the harbor, then back down Cabrillo to the Zoo, then up Cabrillo and right on State Street, left on Gutierrez and right on Chapala.

Figure 126: Responses for the Downtown-Waterfront Circulator

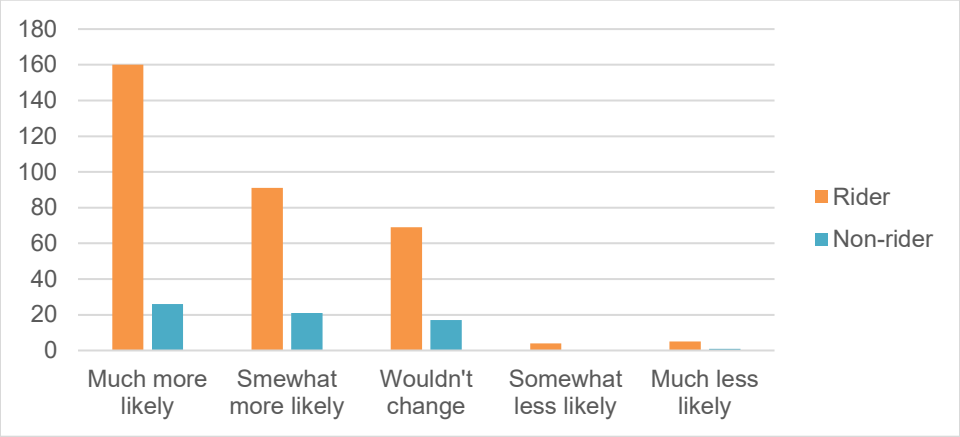
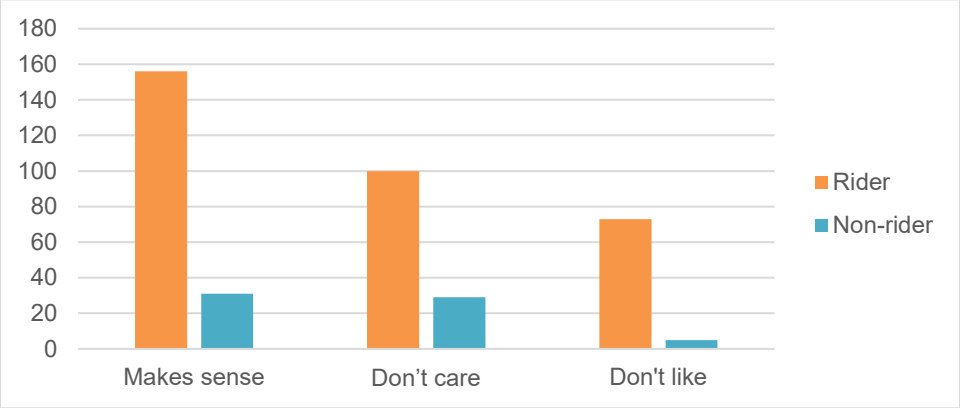


Table 33: Responses for the Downtown-Waterfront Circulator from affected ZIP codes

	Much more likely	Somewhat more likely	Wouldn't change	Somewhat less likely	Much less likely	Total
93101	50	15	15	0	1	81
93102	1	0	0	0	0	1
93103	13	6	3	0	0	22
Total	**64**	**21**	**18**	**0**	**1**	**104**

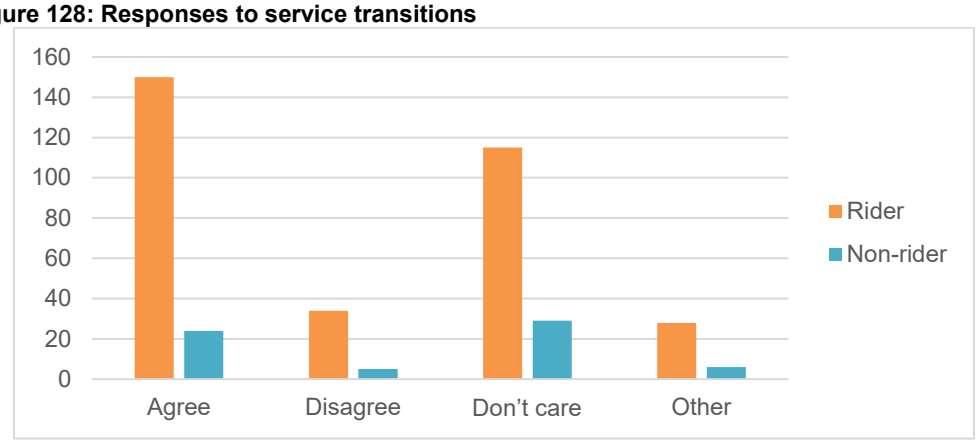
10. Lines 12X and 24X would be renamed Lines 6X and 11X, respectively, for easier understanding of routes since Lines 12X and 24X are essentially express versions of Lines 6 and 11. Nothing about the schedules or routes of the lines would change, just the numbers. What do you think of this possible change? Text that reads "Lines 12x and 24x would be renamed Lines 6x and 11x, respectively, for easier understanding of routes.

Figure 127: Responses to route name changes



11. Service Transitions: To provide more productive and tailored service with the new services above, MTD is proposing the following service terminations. The lines mentioned below have been suspended since early in the COVID-19 pandemic.
    - Terminating Line 10 (Cathedral Oaks) and providing The Wave Goleta microtransit service instead.
    - Terminating Line 36 (Seaside Shuttle) and providing The Wave Carpinteria microtransit service instead.
    - Terminating Line 37 (Crosstown Shuttle). Riders can use Lines 1 and 2, and the Downtown-Waterfront Circulator.

Figure 128: Responses to service transitions



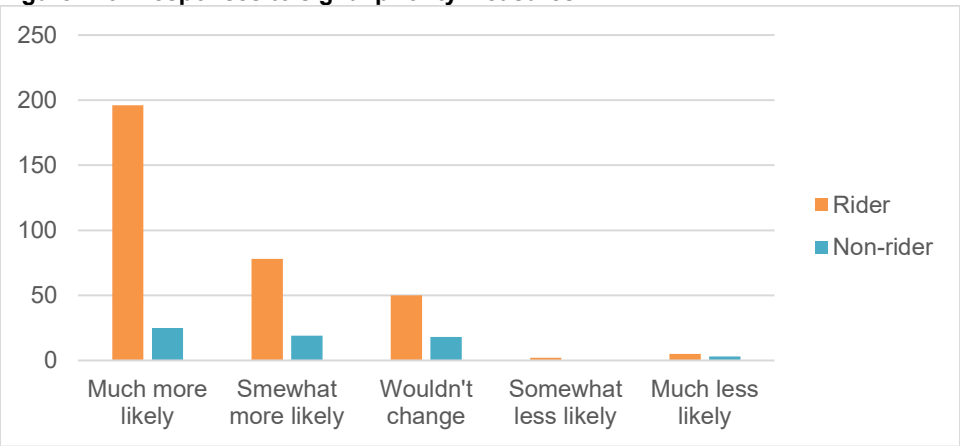
Transit Priority Measures

The final section of the MTD Moves Ahead Survey included questions related to different transit priority measures. The last question asked respondents to indicate their support for different aspects of the MTD Moves Ahead Project.

12. Bus signal priority is a cloud-based system that tracks the location of buses and helps get them through intersections by making green lights longer for buses. We propose to use bus signal

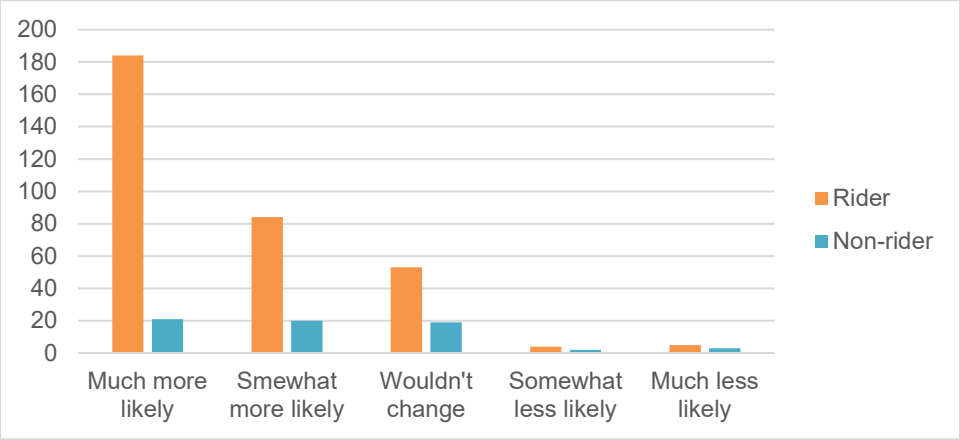
priority on key corridors and intersections to move more people more efficiently. Image of an intersection with a bus using a queue jump lane and a bus getting a green light.

Figure 129: Responses to signal priority measures



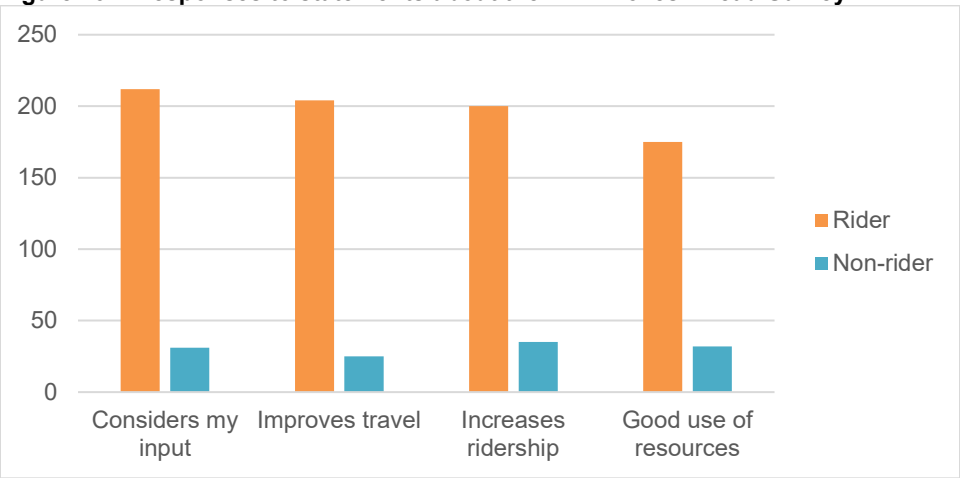
13. There are several ways to configure roadways and intersections that give buses priority since they carry more people than a car. Some examples treatments include queue jumps and bus only lanes. We propose using priority road treatments to give buses an easier time traveling through corridors and intersections. Cross section of a street showing bus only lanes, bike lanes, general travel lanes, and sidewalks.

Figure 130: Responses to bus priority measures



14. Please check the box next to the following statements if you agree with them. (Select all that apply.)
    a. The MTD Moves Ahead plan considers my input.
    b. The MTD Moves Ahead plan improves my travel.
    c. The MTD Moves Ahead encourages me to ride the bus more often.
    d. The MTD Moves Ahead makes good use of MTD's limited resources.

Figure 131: Responses to statements about the MTD Moves Ahead Survey



15. Any other comments or suggestions?

Table 34: Comments received

Language	Lines Referenced	Original Comment
English	1,2,4,17	I love the service changes for lines 1,2,4, and 17. Particularly the availability during the late hours. As someone who has had to walk late at night from work. This would give me a safe way home without worrying about late shifts.
English	12x, 24x	I used to take 12x or 24 x from Goleta to work in downtown SB, but now I cannot arrive early enough to get to my workplace on time. It would be great to be able to have more express options in the morning (increased frequency during commute times). I am now less likely to ride since that change.
English	24x	Please bring back 24x (11x) before 8 am. I need it for work.
English	24x	The frequency of 24x buses is too low. This is a crucial corridor for commuters between SB downtown and the campus. Please consider increasing the frequency to 20 or 25 minutes, and making the gaps as regular as possible. Even before the recent temporary schedule change, there were some odd gaps. Since this is a campus commuter bus, it would make sense to ask UCSB's Transportation and Parking Services to co-fund this increase in frequency, along the model of the existing Line 28. You could ask UCSB to survey faculty and staff regarding their interest in such a change. NOTE ABOUT CURRENT SCHEDULE: the 24x inbound schedule for weekday early evenings is absurd. A 70-minute gap between the 4.07pm and 5.17pm buses during a crucial time for commuters is not adequate service. Please consider regularize this aspect of the schedule.
English	24x	24x should run much later and earlier than currently. There should be a bus that links isla vista with fairview avenue
English	24x	It would be great to have a 24x bus before 8 am.
English	5	As a frequent user of the line 5 Bus I would really appreciate the line going to La Cumbre Plaza after 4:30 instead of not (I believe this change was made during covid, idk.) I do understand though if there are not many people taking it after that hour. Have a fantastic day :)

Language	Lines Referenced	Original Comment
English	11	Having the 11 run later is great. Are you able to conduct a survey that asks users when they get on and get off and how often they make that trip? My primary concern with the bus is cleanliness. This improved dramatically during COVID, but seems to be decreasing again.
English	24x	24x at earlier hours
Spanish	5	That line 5 put up at night because I need it to go to my work I grab the bas almost all week
English	24x	Please get the early routes back on the 24X ASAP! Not all of us are students. some of us work there.
English		Thank you for involving the public in your decision! Anything that MTD/SB County can do to improve the bus system will be much appreciated. The majority of those working entry level and service industry positions (restaurants, hotels, etc) in Santa Barbara do not have their own cars and lack of an effective bus infrastructure makes it very difficult for those individuals to get to work. Earlier and later hours, less time between stops.. all will assist.
English		electric buses on line 1 and 2. these lines don't need to run till midnight - not necessary
Spanish		midnight is very late. The bus will wake me up so late
English		Run a little later than 10pm
English		Each neighborhood should have a morning bus and end of day bus to city college and UCSB
English		I think it is important for the buses to run late so people will be more likely to take them for leisure as well as necessity!!!
English		It would be better if there would be bussed running from midnight to 2 am for fridays and saturdays
Spanish		That the departures be earlier for the simple reason that we are more workers and students who use public transport, for example starting the routes from 5:00 a.m. or 5:30 a.m.

Language	Lines Referenced	Original Comment
English	3	I would love to see the waterfront shuttle return! It was a great way to avoid traffic/parking as a downtown resident, and made beach trips manageable with and for out of town guests. This will show my ignorance around bus driving - if the 3 bus to Cottage in the morning could safely and consistently travel a few mph faster, I would seriously consider using again. It's a great service, but I have been behind it traveling 15-18 mph. Maybe there are great reasons for that, I just don't feel that I can reliably arrive at work on time. Thanks for keeping public transportation for our city. :)
English	11	I think creating more faster means of getting from UCSB to the Camino Real shopping area would be key from 11 - 1 or 2 would be great for staff who want to go to that area without taking their cars. Also getting to the beach in Carpinteria can be a hassle. If there was a system that would allow for a pick up and drop off anywhere in Carp and drop off at the end of Linden, I could see that being used. I like the suggested plans as my condo is outside of the area that the old shuttle would go to so I could never use that shuttle. The new plan expands the service area which is nice.
English	7	The route 7 bus goes too may places, takes too long, and doesn't take me where I need to go. This does not encourage me to take MTD.
English	6,11,24x	It would be great to have a 24x express from La Cumbra/State. The 6/11 takes too long to get to UCSB.
English	7, 11	I would still like to see an easier and quicker route from North Fairview to UCSB. The current system of transferring from Line 7 to Line 11 turns a 10-minute car drive into what can be almost an hour-long bus trip.
English		The length of a bus ride and the difficulty of accessing a bus near where I want to go are major factors that impact whether or not I take the bus. I care a lot about public transit, but working class people need quick, reliable transit to feel like they're making efficient use of their time.
English		To be competitive with cars, the bus services need to become faster.
English		thanks for thinking of ways to get me to ride the bus. If the bus could speed up the time to my destination I would use it
Spanish		They take so long

Language	Lines Referenced	Original Comment
Spanish	14	Line14 return to the previous schedule
English	28, 27	Make times coincide better with long distances busses like clean air express. Line 28 would be better arriving at 730ish. Same goes for 27
English	11	The last out bounds 11s need to be shorter trips nobody gets on after state and lacumbre 45mins instead of hour trips would be nice.
English	12, 24x	If we could have more frequent running's of the 12 & 24x buses for the workforce that would be great. The buses are full of college students and it makes it hard to have reliable work transportation if the bus is full and you have to wait 2 hours until the next one. Taking away the 5:55pm time really impacted my work week and I don't get home until my son's bedtime.
English		I had to stop taking the bus because the changes and shortages would have me getting to work late.
English		Did sb buses ever run on xmas or thanksgiving
English	6, 11	Better frequency on 6/11 is great. I really hope the new shuttle gets funded, it would be perfect. More bus lanes as well please!
English	24x	Something MTD really needs to fix is the reliability of the online "Estimated Arrival Times". Sometimes buses just don't show up which can be extremly inconvenient if service is every 40 or 50 minutes. I take the bus daily and this has happened several times in line 24X in the last year. It says online the bus will come in X minutes and then it just doesn't. A couple of times it has happened with two consecutive services making me wait for over an hour and half at the bus stop.
English	12x	increase the frequency and extend the time of the 12x (6x) bus. Connect to other regional transit hubs. (amtrak to SBA or rides between amtraks and airport shuttles) More express busses. (downtown to upper state/la cumbre or downtown to butterly beach, el capitan, or padaro) Bus to Lake Cachuma on the weekends
English	12x	possible more 12x times, accessibility from Dos Pueblos High School
English	27	Give students a more consistent Line 27

Language	Lines Referenced	Original Comment
English		Appreciate later service along State/Hollister and to the Mesa. It would make expensive taxi trips unnecessary for me. Please consider weekend service improvements. Would prefer to have clockface schedules (same departure times every hour e.g. every 30 minutes consistently instead of every 24 or 35) to simplify connections between lines and make the schedule easier to remember. This is especially important on weekends and off-peak periods when some lines run only hourly. Excited to see what bus priority can do to make the ride faster and more reliable. Perhaps some of the savings can be reinvested into better service. I can see the logic behind 6X and 11X though I am concerned that one number can mean two different routes if the X is omitted. 12X and 24X are unambiguous even without an X. Line 7 also acts as an express version of the 6 and 11 between downtown and Upper State areas. Likewise, when the 21X returns to service would it also be renamed to 20X? Carpinteria microtransit makes sense to me given how difficult it is to service that entire area with fixed-route buses. Never had the opportunity to use the previous shuttle. Can see Goleta microtransit becoming really popular. Personally do not have an issue with paying an extra fare though this might be a concern with lower income riders. Not mentioned on the Wave page is how transfers *from* MTD bus/Amtrak to microtransit work. Do I pay only the difference in cash or a full $3 fare? Would like to see contactless payments expanded to more routes and on the Wave as well as more rider categories (senior/disabled).
English		I think frequency should be increased in existing lines as well, at least for peak hours.
English		Clearer #s, more frequency of buses, bus stops inclusive of more bus lines
English		more frequent service
English		Please would you add the the Waterfront bus to travel through Montecito? More bus services and bus every 20 minutes from the waterfront, Milpas street to Montecito? Thank you
English		Can MTD please do no more reductions? I'm now constantly late fire school because of the reductions. And people are being rejected for taking the bus because the bus is full all the time.

Language	Lines Referenced	Original Comment
English		More drivers pleaseeee! More frequent times to get people from UCSB to downtown on express
English		My top priority is frequency of buses along known routes. Even if the bus doesn't reach every location I need to go, it is much better to not have to plan carefully with a bus schedule, rather to show up at a bus stop and know I'll get a ride within 10 mins or so
English		I travel from Oxnard to SB on a carpool, so I don't use the bus service.
English		I like to see if its possible to connect The Botanic Gardens and the Old Mission of Santa Barbara. Using the proposed State St/Waterfront Shuttle. Getting a one seat ride from the Botanic Gardens and the Old Mission to Santa Barbara Amtrak Station.
English		If the downtown-waterfront circulator does not pan out, please consider other options to connect Greyhound & Amtrak to the MTD transit center.
English		Clean up the existing bus stops and benches!! Get the chronic people that hang out there to a different location so I can feel safe taking the bus. The stop at the 154 and Hollister is a disaster and I won't go near it anymore. Too unsafe! Clean up the stop at Old Mill and Calle Real- it's a mess too. They all need cleaning and find a way to make the bus stop benches available to seniors like me who need to sit. There is still a bus stop that do not have a posted schedule on upper State St near Hitchcock. Clean up what exists before moving forward on anything else.
English		Add a permanent schedule to each bus stop so people can know when the bus is arriving
English		No smoking signs at stops
English		Better bus shelters would be nice (trash can, seating, and shade)
English	12x	Bus 638 route 12X Erika let's Hispanic population use expired old passes daily 7:25am
English		I'm so thankful to be able to ride for free as a UCSB student!
English		Can't beat the price
English		An app-based fare payment system! That way people who don’t often ride the bus can decide to use the bus if for example they drank too much downtown - requiring preparation like buying a bus pass in advance or having to bring cash makes people more likely to hail a rideshare.

Language	Lines Referenced	Original Comment
English		I would like to see the on-demand service cost a little bit less in order to encourage more riders.
English		for tickets and passes, like the Santa Barbara city college and ucsb stickers on student ' s id' s, I'd ride the bus much more if the id's/sticker program were in place. I use a power wheelchair and I have uncontrolled movements of my arms,making it unpredictable to hand over the bus pass. but I am perfectly qualified to take buses. I would love if mtd would welcome this system to the general public.
English		I would like to see a bus pass for UCSB faculty and staff
English		Be able to buy passes after hours or have pass vendors through out sb and Goleta etc
English		Make the bus free
English		Lowering the cost of bus passes would help
English		Make it easy for older folk to buy tickets who are not used to using machines. We are a large demographic who uses the bus.
English		Please make riding the bus free for middle school students. It is free for college students. Middle school students to La Colina, La Cumbre and SB Junior High could greatly benefit.
English		Make all busses free all the time.

Language	Lines Referenced	Original Comment
English		Mobility As A Service (MaaS) is a new system being tried by various cities throughout Europe and Asia to try and reduce the use of private cars on city streets. Most MaaS systems work like this: The user is given an App which includes suggestions for them to use to plan where they have to go that day. The App lets users book a van to pick them up and take them a convenient 'travel hub'. There, they can connect with their next mode of transportation. The App will provide the user with exact times and locations of all available transportation. The user than avails themselves to both public and private transport services to finish what they have to do that day. Finally, another van picks them up at their last 'transport hub' and delivers them back to where they started. In addition, each time a user uses the App they are shown how much money they saved by not using their car that day, and they are also shown how much they reduced their carbon footprint by not driving their own car. This idea has already considerably reduced private car traffic in a number of cities and I think it would be something that both the Department of Transportation and others would generously fund to help get it started. Good Luck David Obst 805 453 0024

Language	Lines Referenced	Original Comment
English		The MTD should consider lowering prices or offering long term single payment unlimited rides as they do for SBCC/UCSB students. Why? More people are opting for electric bicycles from ages 16 to any (even younger). If it's more cost effective to invest in an electric bike most would choose to do so. How can this consideration be mitigated? extend transfer card times it avoids frustration from missing the time window. If possible and still profitable have a commuter perhaps with proof of employer area that provides additional discounts. provide an option like the SBCC/UCSB School I.D. program to Jr. High and high school children, especially the low income demographic. MTD management should have unknown inspections of drivers monitoring how they interact with the public. Riding the MTD I have witnessed some bad situations involving drivers and the public. They have a high stress job and some can be less than professional at times when not being observed. With options like bikes/ebikes/uber/taxies/independant drivers any bad experience will make the Santa Barbara community less likely to want to ride the MTD. I hope my suggestions and observations can help improve the MTD, a public service that is appreciated. Thank you for taking the time to read this.
English		I would like to get a monthly bus pass online and it's very convenience I can just show the pass on my iPhone when I get on a bus
Spanish		We should pay the cost of the trip not only in cash, but also with a card, and some applications such as PayPal, vemo, sell etc.
English	36, 37	I agree for wave instead of 10. But I think the 36 & 37 should come back
English	37	An express bus-only lane on the 101 would be ideal during rush hour. It's important to give public transit priority over private vehicles to get people out of their cars. I strongly oppose the elimination of line 37. People who don't like the large buses happily ride the shuttles, so these should be used more often on more routes (for example, from Westside to the Mesa and to the beaches), not eliminated
English	10	Line 10 can reduce a lot of traffic on Glen Annie rd during DP drop off. Please reinstate that line.
English	10	I will miss my 24 and 12 , also catedral route will not have any bus?

Language	Lines Referenced	Original Comment
English	21x	We need to have the line 21x back that takes the freeway to carpintería and have it run on the weekends also it would be more easier for the people that goes to carpintería and it would be much easier if the busses went back to the regular hours like it was before the schedule changed
English	28, 27	Can the old bus stop be restored for 28 and 27 at Pacific Oaks? That helps people living in Ellwood Beach Dr area walk less and also avoid taking the connection to 25. Thanks!
English	22	Bring back Line 22, serving the Upper East Side-Mission-El Encanto-Riviera Theater-Natural History Museum and Botanic Garden.
English	10	Keep line 10
English	20x	Consider bringing back the direct 101 Carp Express; I believe it was 20X
English	24x, 11x	Yes! Stop having the 24x and 12x leave the transit center at the same time! Does not help! Need them to leave at different times so the wait time is less! Also when one of those buses is cancelled get out of the office and tell the bus driver sitting there and the people waiting at those down the street benches that their bus is canceled and to get on the other bus, and tell the driver to notify the people waiting at the bus stops before the freeway! Thank you!
English	3	As a blind rider, I appreciate help from supervisors at the Transit center. I would like to see better announcement of stops, either by drivers or an automated system, particularly on Line 3 (which goes to the Braille Institute).
English	15x	I know there are many reasons for it, but some lines such as the 15x have not been reliably coming at their scheduled times, (even while using the text update system) I know it would help students using that route to have more reliability
English		These changes look good. I think the interactive map is great - although I'd recommend replacing the Runtime Column with headways or at least one-way runtime. As is, it appears that each rise would take 60+ minutes, although nobody actually rides round-trip at once, right? So it's not a useful data point, and is somewhat offputting. That's a minor quibble - I think it is a great tool!

Language	Lines Referenced	Original Comment
English		Would love to see more bike racks near bus stations (especially in Old Town Goleta) in case the bus bike rack is full (generally the OTG area severely lacks bike racks so perhaps this is a city problem...). Also would be great to see more bike space on buses. The bus tracking app is very unreliable compared to other transit systems I have used in other cities, the timing is frequently very wrong even just ten minutes ahead of bus arrival, which significantly changes my plans since my walk to the stop is 10 minutes exactly. Otherwise, thank you for doing you best in triaging resources! I cannot say enough how enthusiastic I would be about the Downtown waterfront route, it would be a highly utilized route on the weekends. I also love to see these changes for bus infrastructure, I think a lot of bicyclists would benefit if they could also utilize some of the lane structure changes.
English		More public input because the people that use the buses will know more about it, it means the world to be considered in the decision making!
English		More communication when certain buses are cancelled last minute
English		Please make the bus tracker (text to 41411) faster and more accurate. Lately there is often a long delay between when I text 41411 and when I get a response, and also the arrival times that I get from it are often erratic and sometimes very inaccurate.
English		The interior bus electronic signs alerting riders to stops doesn't work anymore. I depend on this, especially at night when bus stops are not visible in the dark. When will they be fixed?
English		I have a very difficult time using the MTD website to figure out where the buses will go and what time the buses will leave. I thought the old website that showed the route maps was much clearer and I could plan ahead better.
English		Fire all current employees who are disrespectful, including management and customer service agent at the transit center. I had to ride the bus recently and had a bad experience with the bus driver, the customer service agent and manager - they each seemed unhappy with their job and lacked customer service skills. It was like stepping back in time when customer management didn't matter.

Language	Lines Referenced	Original Comment
English		Having the 'real time's information be accurate. I've waited at a stop for over 2 hours and the updates said multiple busses were on route, arrived, and departed when they did not. This and/or having the Google maps information as updated as possible because this has happened there as well. Also in the demographic question below it says check all that apply but won't let more than one selection.
English		Improve friendliness training for drivers
English		For the proposed Microtransit service to be effective, I think it would be great to somehow advertise it on the side of the busses! (Like the current McDonalds/SBA ads on the side of some of the MTD busses)
English		More bike racks pretty please! Why can you only fit two bikes on a bus instead of four? Extraordinarily inconvenient to not be able to ride the bus because two bikes are already on. Also a better way to live track buses because the mobile app is pretty bad and not user friendly.
English	19X	When is the new route of 19X ?
English	24X	It is nice to see an 'uber' service that takes into account accessibility needs and in electric vehicles. I would rather give my money to the city than to Uber. I never realized the 24x was just the 11x with less stops. The name change makes it much more clear.
English		looking forward to improved transit options!!! UCSB should help pay for microtransit service because it will really improve the ability for lower carbon commuting to campus
English		The new downtown-waterfront circulator is great! Also, I would hope that the micro-transit options will include a way for someone to bring their bike aboard.
English		Not sure about the traffic light idea. It’s hard enough to stand at a corner light waiting for the lights to turn so you can get ahead of the bus that’s coming. Sometimes I can be more than 5 min early but by the time the lights change then the bus is coming & leaves again. Also would the microtransit pic up in the area of foothill & La cumbre? There is No bus on the wknds along foothill to cathedral oaks.

Language	Lines Referenced	Original Comment
English		1) Regarding your response options. I take the bus because I have to. I have the same need to go on my same usual lines regardless of what you do to times and names. You're not creating a new rider out of me by making these adjustments, just increasing convenience and maybe shortening the time I have to take off of work to go to appointments. But I do want to say thank you for keeping waterfront and the zoo in the conversation. 2) Would the transit center stay open later to take phone call requests for night microtransit? 3) I haven't been to Carpinteria in years, don't need to visit, however, the accessible places and times around the city would affect my decision to try to go. 4) I watched some video on your website earlier in this process and what stood out was the woman pronouncing "Monte-CHEAT-oh."
English		Offer an on-demand micro transit option for folx to travel between Westside/mesa, Downtown and Eastside/upper East areas. Fill in the gaps where Bcycle options are limited or unavailable so folx can commute and travel across town, not just between Goleta and SB. For example, take the bus from SB Bowl to downtown for dinner and then head up the hill to The Mesa. OR catch a performance at SBCC and then head downtown for dinner and then back to Eastside/or Upper East.
English		It would be great to have smaller vans all over with the ability to hail them with my hand instead of an app. SB should have tons of mini-buses so people can rely on them.
English		Do not constrain the microtransit to these small neighborhoods in Goleta. The level of service proposed exceeds actual demand in these anticipated service areas. Expand to Goleta North and to UCSB/IV and Ellwood. Microtransit is successful if people can get OUTSIDE of their neighborhoods. Not simply from the end of one culdesac to the nearest bus stop. There is not demand to support it as is planned. Think 4-5 mi radius from major transit trip generators. E.g. all of Carp is a good idea. Also dispense with the slow carp buses through Montecito and Summerland and have pax transfer to microtransits there too. Make the carp buses express from Dt SB/SBCC to Carp with one stop off 101 in Summerland and 1 stop by the zoo for west montecito transfers.

Language	Lines Referenced	Original Comment
English		One reason that I don't take the bus often is that it takes about 15 minutes to walk to the nearest stop. I can get where I want to go by bike faster than that. But not everyone can bike, or walk 15 minutes to a stop - particularly the elderly. I like the proposed microtransit that you are considering for Goleta and Carp. Are you also thinking about that for SB?
English	20, 19x, 6, 11, 12x, 24x	Commuter buses from Goleta and Carpinteria are so important, but also, bring back the waterfront shuttle!
English		Tourists and seniors need regular, dependable service to the waterfront - our biggest tourist destination... We must reinstitute waterfront shuttle services ASAP!!! Ebikes are great for younger folks, but not if you are unsteady or have bad eyesight.
English		Adding an express bus from the La Cumbre plaza area to UCSB would impact the likelihood of my regularly commuting via the MTD more than any other suggestion on this survey. A large number of university staff (many without cars) live in this area of town due to the number of relatively affordable apartment complexes.
English		Please bring back the shuttles
English		Loss of the downtown waterfront shuttle has resulted in using my car more often, ie a larger carbon footprint.
English		The Downtown-Waterfront Circulator should be a regular bus line rather than a separate shuttle with its own fare system.
English	24x, 12x	Bring back the crosstown shuttle 37. Do not change the 24x to 11x—they are *not* essentially the same—11 riders may be going from Mission to Hitchcock, for example, which are not even on the radar of 24x riders going from downtown to UCSB. The downtown circulator is not very useful if it can’t run on State.
English	Crosstown	Bring back crosstown
Spanish		Yes, I would like to see more carilles [lanes] for buses
English		As a motorist/bicyclist, I would find changes in bus traffic priorities or physical changes in the streets to be confusing. Parklets were bad enough.
English		Don't take away lanes for the bus. Dumb idea. Ridership is declining and traffic is as bad as ever.

Language	Lines Referenced	Original Comment
English		Having bus changing lanes can confuse pedestrian,bike riders.Also very unsafe for motorcyclist.
English		As a bicycle commuter I'd like to request that any priority signaling or roadway configuration takes into account the safety of cyclists. I assume MTD drivers are usually careful to avoid us, but the more often busses have to cross bike lanes, the more chances there will be for accidents (where the cyclist will undoubtedly suffer more than the bus).
English		- Thanks for showing up in the community (Downtown Farmers Market) requesting feedback, offering info, and answering questions. I didn't check the other planned pop-ups; hope there are plenty in areas where current and former riders are (honestly the Farmers Markets are likely potential future riders, and voters) - Where I answered survey questions neutrally, it is because I don't live, work, or do much business in the subject areas - Transit/bus priority projects: I had to search, read Board Minutes, and follow links to understand these—those links should be on the MTD Moves page. Please carefully select a few intersections/routes and priority 'modes' that will demonstrate effectiveness balancing impacts on other vehicle traffic, without worsening pedestrian safety, and promote/pilot those. Right now the referenced 'manual' looks highly academic, like it values bus traffic above all (with small nods to bicyclists), and a catalog of ideas that can easily be poorly applied. Doing so would not only waste energy & resources, it would set the goals back by years - MTD has a tough job. Great public transit in various forms is fundamental to every 'livable' community. Appreciate your willingness to recognize SB has opportunities there; to accept feedback and keep working toward that better future!
English		3 bicycles on the front and 4 bicycles on the rear as done in SLO. Allow electric scooters inside the bus as done by many other transit authorities around California and the rest of the USA.
English		I care less about ALL of this than I do the last mile. BIKE RACKS ON BUSES deal with the last mile, that's what defines if I take the bus. We need MORE RACKS so that those of us that want to bring bikes never have to wait for the next bus because the racks are full.
English		To make sure you can bring bike on board or in a rack for all options.

Language	Lines Referenced	Original Comment
English	24x, 11x	Changing the 24X to the 11X could lead to riders accidentally getting on an express bus when they wanted the 11.
English	7	I noticed there is a UCSB shuttle route on the map. I would like a stop at Ocean Walk Lane/Cannon Green and Phelps road. The current closest stop would be Phelps and Pacific Oaks. That is exactly a .5 mile walk from my house. I would be more likely to take this shuttle if it stopped closer to the Ocean Walk development.
English	25	Connection of Ellwood beach area to UCSB as a one line is ideal.
English	11	An express bus from Santa Barbara to the airport- maybe via upper state but once on the freeway, no stops at Hollister. Or maybe it goes to Hollister after the airport. I would take a bus to the airport if it would take 20 mins or less!
English	24x, 12x	I had an idea that's a spin off of one of your questions. I do not agree with changing 12x and 24x to 6x and 11x BUT what if we had a 6x and 11x that only stopped at the main bus stops along those routes.
Spanish	12x	MANY PEOPLE HAVE HAD PROBLEMS WITH THE 12X SCHEDULE AND WE DON'T GET TO OUR WORK ON TIME. WE DON'T KNOW HOW LONG WE ARE GOING TO LAST IN WORK LIKE THIS.
English		Please continue the efforts towards electrifying the fleet, not just for GHG emissions but more so for noise. There has been noticeable improvement and please keep up the great work!
English		If possible, more busses in the UCSB area during key school hours would be helpful. There are times when the bus is full, and although a bus may be following, it is not always the same line number. I appreciate all the improvements being proposed
English		Allow electric scooter on board. !
English		It would be convenient if there are direct busses from Mesa to UCSB
English		I would like to see a route added that would provide service to the various trailheads (Tunnel Trail, Cold Springs, etc) from somewhere common in downtown. Also, I'd like to see frequent service 7 days a week to/from the airport from/to somewhere convenient downtown.

Language	Lines Referenced	Original Comment
English		Consistent scheduling is important, and I like the real time information available on for e.g. Google Maps. It would be wonderful to have a bus that could go from hollister to fairview shopping center. Right now to get to for e.g. Trader Joes in Goleta from IV you have to get off across the freeway and walk 20 minutes across the freeway.
English		We still need better bus service to and from the new UCSB faculty housing (Ocean Walk). The current and proposed bus stops are quite far from the housing, particularly when you consider those who have trouble walking. Providing a reliable bus service would reduce car traffic to the Isla Vista schools, as well as to the UCSB campus.
English		It seems that there should be service along foothill, at Las Positas and Mission. It seems like there are often people walking long distances to work in these neighborhoods.
English		Consider partnering with UCSB and/or SBCC to train rising sophomores as bus drivers who would then continue to drive for SBMTD for the next several years. Such a program exists at the University of Virginia and works very well.
English		I dearly wish there was a direct bus line from the Mesa to SB High School that doesn't require transfers. It only needs to be available in the morning and at the end of the school day. This should also be done for all high schools from central points in the HS district to discourage student from driving to school
English		Keep windows open as long as pandemic lasts and keep mandatory mask rule
English		Please extend booster service to La Colina so it starts at Kellogg and Hollister.
English		Your race/ethnicity question says select all that apply but will not let me select multiple options
English		Masks should be required - that would increase my ridership
English		Please continue mandating masks on the buses. I will NEVER take a step into the buses EVER AGAIN if you make masking optional on the buses.
English		BRING BACK MASKS ON THE BUSSES.
English	6,11,7	The bus I rely on besides the 6 and 11 is Bus 7. Please keep Bus 7 going. It makes a lot of sense linking to the other buses. Thank you.
English	19x	I love the idea of a Carpinteria to SBCC route— this would be extremely convenient for me, and several of my students.

Language	Lines Referenced	Original Comment
Spanish	6, 11	Okay I agree with the changes to 6 and 11
English	7	Re-route line 7 buses between Turnpike Rd and Patterson Ave. (N. San Marcos Rd. and University Dr.) Create a superior alternate route going up Turnpike, across Cathedral Oaks, and down Patterson Ave to reconnect with existing route 7. Next to no passengers use the bus in this section of route 7. The 10-ton, 40 passenger buses are totally incongruous, and overpowering on this section of route 7. They traverse these small single family roads, virtually empty, 63 times a day from 6:30 AM to 10 PM. They are not essential, wanted or needed by the local family's residents on North San Marcos and University Dr,.
English	27	Please improve Line 27. It should go deeper into IV, perhaps down Camino Corto further and then down a central road like Trigo or Pasado. From 6800 block, its a .8 mile walk to a bus stop and a 1 mile walk to campus....makes no sense to walk .8 for a bus rather than just to campus. Make the Line 27 smarter...we don't need so many buses going down Colegio (11/24X/28/27/12). IV is one of the most densely populated neighborhoods in the U.S. Lets service the IV community better please! :)
English	25, 23, 12x, 24x	Create a bus route called 6X/25 or 6X/23. It's extremely inconvenient to take the current 6/25 and have to sit on the bus for an hour or more just to go to Elwood from downtown SB. If there was a bus that can take passengers from downtown to Elwood in less time, that would be wonderful and time saving.
English	11x	Hello I would like to know if the new 11x, will stop in the closed stop on Arrellaga?
English	2,3	sorry for the lack of comment on so many lines, I really only ride 2 or 3 lines consistently
English	WAVE	The Wave is a good idea, but the area covered in Goleta is far too small. If done properly, this type of system could replace much of the fixed route service. But it needs to cover a wider area or it probably won't attract much ridership. That would be very bad PR. If it does cover a wider area, it could attract a completely new crowd that never would have ridden the bus. Wouldn't that be the best possible outcome of a new service, even if it is more expensive and riskier at the start?
English		I've been a passenger for 35 years & I think MTD drivers are awesome & I appreciate them

Language	Lines Referenced	Original Comment
English		I like what you're trying to do here. I'm a frequent rider and have been for 30 years. More people should ride the bus!
English		Bravo.
English		I plan to start taking the bus to understand the system personally. I would like to see more students from carpinteria taking the bus to SB for school
English		I sold my car and now rely on the bus and my bike. I love taking the bus!!
English		Love seeing the smart tech! Very cool.
English		You guys do a good job Driving buses
English		this feels like REAL innovation and problem solving. I am thrilled. Already considering selling my car. Thanks.
English		Very well done. I'm please to be part of a community with such a thoughtful approach to public transit. Thank you!
English		I love the bus!
English		I like MTD !!
English		Keep up the work
English		Grateful for you guys. Thanks.
English		Thank you MTD and all workers for the service you bring to the community. As a frequent bus rider these new changes sound exciting. Thank you for giving us input.
English		Thanks for considering suggestions
English		The bus drivers are geniuses of love
English		Good
Spanish		I travel to my job every day, therefore I am very satisfied with the change since right now I am being affected and I have to pay for a very expensive ride.
Spanish		Thanks for your job
English		Why are you messing with the system if you don't have a clear idea of what you're doing.
English		you might want to change the wording on some questions. I only ride 3 bus lines so asking questions about lines I do not ride would tilt the results of your questionnaire in a bad way
English		More campus to downtown lines!

Language	Lines Referenced	Original Comment
English		We need better transportation from Cathedral Oaks to UCSB from Winchester Canyon to Turnpike.
English		I wish it did consider my input!!
Spanish		Buses arrive on time
English		Line 7

APPENDIX D – TITLE VI SERVICE EQUITY ANALYSIS

The *Title VI Requirements and Guidelines for FTA Recipients* (Circular 4702.1B) provides guidance and procedures to ensure transit service is provided in a nondiscriminatory manner. This means evaluating whether a service change or fare change has adverse effects on the service population, and whether those adverse effects are borne disproportionately by low-income and minority populations.

According to the Circular if a transit provider operates 50 or more fixed route vehicles in peak service *and* is located in an Urbanized Area (UZA) of 200,000 or more in population, all elements described in the Circular must be included in that transit agency's Title VI Program[78]. If a transit provider does not meet this threshold, the transit provider is only required to set systemwide standards and policies, and is not required by the FTA to complete Service Equity Analyses in response to major service changes.

As the MTD currently provides service to a UZA with a population slightly below 200,000, it is not mandated by the FTA to complete service equity analyses. However, with a focus on equity, it is still important that MTD assesses and identifies the impact that the proposed changes in *MTD Moves Ahead* will have on low-income and minority populations. MTD defines a major service change as a change of 10% or more in the revenue hours of any line.

This service equity analysis was conducted using the Title VI analysis tool in Remix, a transit planning platform that was used throughout planning process of *MTD Moves Ahead*. This interactive platform allows transit agencies to alter routes and see the changes in real time such as revenue hours, costs, schedules, and population served. Included in this platform are many data layers that provide details about the service area population and travel patterns, pulling from a variety of sources. The data source used for the Title VI analysis is from the US Census Bureau, 2016-2020 American Community Survey (ACS) 5-Year Estimates[79].

The existing and proposed transit maps and schedules were entered into Remix. Remix then evaluated the change in quantity of transit service between the two networks and provided data on the service populations impacted. People-trips are used as the unit of measurement, which is calculated by multiplying the population surrounding the route (within ¼ mile) by the number of trips operated. Therefore, this analysis does not represent the actual number of trips taken by transit riders, but rather the *potential* transit trips that could be taken. People-trips were calculated for the total population as well as for the low-income and minority populations living within ¼ mile of transit. These results will show how much transit service increased or decreased for each population.

Table 35 shows the lines with changes that constitute a major service change according to MTD definitions. This table shows that all lines with the exception of the Downtown-Waterfront Circulator and the lines that will be removed will see an increase in service hours to help improve mobility and accessibility throughout the South Coast[80,81].

[78] https://www.transit.dot.gov/sites/fta.dot.gov/files/docs/FTA_Title_VI_FINAL.pdf
[79] https://help.remix.com/en/articles/1439215-remix-101-using-the-remix-title-vi-engine
[80] However, the lines that will be removed will largely be replaced with the Wave on-demand microtransit service. Impacts of the introduction of these services are also discussed later in this section.
[81] Throughout this section, the Downtown-Waterfront Shuttle baseline comparisons comprise both Lines 30 and 34.

Table 35: *MTD Moves Ahead* major service changes

Line	Baseline service hours	Proposed service hours	Difference
4	4,531	5,771	27%
6	20,285	23,282	15%
10	1,728	0	-100%
11	30,652	35,919	17%
17	3,387	4,348	28%
20	18,362	23,003	25%
19x	0	742	100%
Downtown-Waterfront Shuttle	12,484	6,040	-52%
36	4,222	0	-100%
37	6,158	0	-100%

The lines that will see major services changes in the proposed network were then evaluated to understand the impacts on the service area population and specifically on low-income and minority populations. Table 36 illustrates the existing and proposed people-trips for each route with a major service change. With the exception of Lines 10, 36, 37, and the Downtown Waterfront Shuttle, all service changes result in an increase in people-trips (i.e., all values are positive).

Table 36: Change borne by low-income and minority populations for major service changes

	Baseline Population			Proposed Population			Change		
Line	People-trips	Low income within ¼ mile (%)	Minority within ¼ mile (%)	People-trips	Low income within ¼ mile (%)	Minority within ¼ mile (%)	Change in people-trips	Change borne by low-income	Change borne by minorities
4	187,779,385	20.40%	48.43%	242,986,660	20.40%	48.43%	55,207,275	20.35%	48.48%
6	413,156,140	13.39%	44.14%	578,390,920	13.39%	44.14%	165,234,780	13.42%	44.35%
10	2,058,105	6.27%	29.75%	0	N/A	N/A	-2,058,105	6.27%	29.75%
11	847,474,710	23.04%	49.72%	1,089,048,200	23.04%	49.72%	241,573,490	22.86%	49.88%
17	167,951,905	19.26%	63.08%	188,033,175	19.26%	63.08%	20,081,270	19.26%	63.12%
20	329,126,265	10.90%	57.18%	390,049,500	10.90%	57.18%	60,923,235	10.90%	57.17%
19x	N/A	N/A	N/A	7,290,450	15.84%	64.87%	7,290,450	15.84%	64.87%
Downtown-Waterfront Shuttle	322,920,740	18.99%	51.16%	73,985,110	18.10%	51.92%	-248,935,630	18.10%	51.92%
36	67,350,900	6.74%	55.36%	0	N/A	N/A	-67,350,900	6.74%	55.36%
37	255,795,855	13.50%	58.41%	0	N/A	N/A	-255,795,855	13.50%	58.33%

Disproportionate impacts consider low-income populations. As shown in the table above, all lines that result in an increase in person-trips have a “change borne by low income” that is very close to the low-income population for that route, indicating that these changes have no significant impacts on minorities or low-income groups. For the introduction of Line 19x, the “change borne by low income” is compared to the area

low-income average of 14.4%. because the “change borne by low income” for Line 19x is higher than the area average, the introduction of this line will positively impact low-income communities.

The change borne by low-income communities for the proposed removal of Lines 10, 36, and 37 are all lower than the area low-income average, indicating that the impact of the removal of these lines on low-income communities will be minimal. The impacts for Lines 10 and 36 are further mitigated by the introduction of the Wave microtransit service in these areas[82], which is discussed in more detail later in this section. The change borne by low-income communities in relation to the modified Downtown-Waterfront Shuttle impacts 18.1% of low-income communities, only slightly lower than the 18.99% low-income population for the existing line. While this impact is minimal, it could be further mitigated by eventually increasing frequencies on this service to what they were pre-COVID. Despite this, no disproportionate impacts are observed in relation to these changes.

The disparate impact analysis considers minority populations, and the findings are very similar to the disproportionate impact analysis. For all lines that experience an increase in person-trips, the “change borne by minorities” is virtually equivalent to the minority population for that line, showing that these service increases will benefit minority population equal to the rest of the population. The introduction of Line 19x has a “change borne by minorities” of 64.87%. This is higher than the area average minority population of 43.5%, showing that minority populations will benefit from the introduction of this line. Changes borne by minority populations from the removal of Lines 10, 36, and 37 are all also lower than the average service area minority population, showing that the change borne my minority communities will not disparately impact them. Again, the introduction of the Wave microtransit services will further mitigate the impacts seen on Lines 10 and 36. The change borne by minorities in response to the modifications to the alignment and service schedule of the Downtown-Waterfront Shuttle is slightly higher than the minority population of the existing route. While the impact is still minimal, increasing service levels in the future can help to mitigate these impacts further. No disparate impacts are observed in relation to these changes.

To understand the impacts that the introduction of the Wave microtransit service, we looked at the percentages of low-income and minority populations within each microtransit zone (Table 37) and compared these to both the service area averages, and the low-income and minority populations of the lines they are replacing.

Table 37: Low-income and minority populations in microtransit zones

Zone	Population within area	Low income %	Minority %
Goleta	10,700	11%	50%
Carpinteria	13,500	7%	56%
	Service area average	14.4%	43.5%

Table 37 shows that the percentage of low-income households in the microtransit zones is lower than the service area as whole. However, this difference is less than a typical threshold of 10% meaning that there’s no impact to low-income groups. In the microtransit zones, minority populations are a larger proportion of the zone’s population compared to the service area as whole. Again, this difference is less than 20%, a typical threshold that transit agencies use to identify a negative impact. As such, the introduction of the microtransit zones does not introduce any Title VI violations.

Overall, no significant impacts on low-income or minority populations are observed from implementing the changes laid out in *MTD Moves Ahead*, and in most cases, minority and low-income populations will benefit from implementing the proposed service plan.

[82] This analysis looks at demographics within the Wave zones but not the demographics surrounding any specific pick-up/drop-off points outside of the zones.

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