

Transportation & Parking Services

# Transportation Alternatives Board

Thursday, May 22, 2008

9:30-11:30AM

AS Conference Room, MCC 2525

## AGENDA

- I. Roll Call 9:30AM
- II. Introduction of Guests
- III. Approval of the Minutes
- IV. Report from the Chair:
  - Vanpool Sponsorships
  - MTD Lines 6 & 11 Funding from TAP for 2008-09

### Information and Discussion Items:

- V. Update on Parking Citation Amount –Robert Defendini
- VI. Transportation Overview from the Proposed Long-Range Development Plan (LRDP) and LRDP Environmental Impact Report –Marc Fisher  
(Please refer to <http://www.ucsbvision2025.com/downloads.html> )
- VII. Ground Rent and Capital Development Funding Options for the UCSB Transportation Alternatives Program –Marc Fisher, Chair Kendall

### Miscellaneous:

- VIII. Public Comment (Any member of the public may address the Board for up to 2 minutes on an alternative transportation related item not scheduled elsewhere on the agenda).
- IX. Future Agenda Items:
  - Sustainability Presentation –Ron Cortez
- X. Schedule Next Board Meeting
- XI. Adjournment 11:30AM

1 **Transportation Alternatives Board**  
2 **May 22, 2008**  
3 **Minutes**

4  
5 **I. Roll Call**

6 The following guests attended:

- 7 • Ralph Fertig, Santa Barbara Bicycle Coalition
- 8 • Steve Maas, MTD

9  
10 **Members Present:** Max DuBuisson, Barbara Hirsch, Kyle Richards, Bernie Kirtman, and Bruce  
11 Kendall

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13 **Members Absent:** Laura Crownover, Bill Freudenburg, Corey Huber, and Stephanie Brower

14  
15 **Staff Present:** Marc Fisher, Bob Silsbee, Jamey Wagner, and Dolly Smith

16  
17 **Minutes:** The minutes from the April 24, 2008 meeting were approved unanimously as written.

18  
19 **II. Report from the Chair**

20 Vanpool Sponsorships

21 Board member Hirsch reported:

- 22 • She spoke to Victoria Wing, Director of Major Gift Planning, Development, briefly, who  
23 spoke about some details like the font size of the business names.
- 24 • She attended a "Green Drinks" meeting for environmentally-conscious business people  
25 and the members thought the sponsorships were a great idea.
- 26 • It seems like the sponsorships could bring in \$20,000 per year.
- 27 • She found the terminology is "vehicle wrap" for vinyl decals that are digitally printed onto  
28 and then wrapped around the vehicles. She hopes to have the digital images be  
29 beautiful nature scenes.
- 30 • In Riverside, CA there is a solar-powered factory that prints the "vehicle wraps."
- 31 • The factory owner quoted an approximate general cost of \$1,200-1,800 per van, which  
32 could be less if done in bulk.
- 33 • MTD ads cost between \$1,200-2,400 per year (including installation), depending on the  
34 ad and size of the buses.
- 35 • She suggested creating an image of a van painted with a beach scene, business name,  
36 and some slogan like "UCSB Vanpool doing our share to clear the air." This image would  
37 be so appealing to business sponsors who would like to improve public relations.
- 38 • If there was an annual contract with the sponsor, it would be set up to cover the cost of  
39 the "vehicle wrap."
- 40 • The first year of the contract could be for \$4,000 per year and it would recover  
41 approximately \$2,200 per van.
- 42 • The vanpool sponsorships really need to be implemented.
- 43 • The vehicle wraps last up to five years and are removable.
- 44 • The windows could also be covered, but it would be more costly and would dim the light  
45 to the inside of the van, for participants.
- 46 • Sizes differ; usually the wraps stop under the windows.

47  
48 Jamey Wagner suggested the wraps could also go on the back window of the van.

49 Board member Richards inquired where the program would get the nature images.

50

- 51 Board member Hirsch stated:  
52     • Amateur photos may be fine.  
53     • UCSB Art department may volunteer images.

54  
55 Chair Kendall stated stock images could also be used for a nominal fee.  
56

57 Jamey Wagner stated there could be a contest for the photos that are used, with a small  
58 enticing price or donated item.  
59

- 60 Board member Hirsch stated:  
61     • Victoria Wing stated that it would be up to the Board to promote this  
62     • She is willing to work with Victoria Wing on the vanpool sponsorships.  
63     • By the next year, the sponsorships could be implemented.  
64     • She suggests that they apply to TGIF for a grant to pay for the paintings.  
65

- 66 In response to Board member Hirsch, Jamey Wagner reported:  
67     • This fiscal year 2008-09, all but one of the 14-passenger vans will be replaced with 11-  
68     passenger vans, bringing the total number of van pool vehicles in the UCSB fleet to 13.  
69     • There was a delay in the factory and the new vans will not be delivered until sometime in  
70     the fall, 2008, possibly in October.  
71     • The vanpool fare increases will be implemented when the new vans are delivered.  
72     • The vans are Chevrolet 12-passenger vans converted to 11 total seats.  
73

74 Board member Richards stated he also is willing to help with the sponsorship initiative.  
75

76 Board member Richards inquired which businesses would be targeted for sponsorships?  
77

- 78 In response, Board member Hirsch stated:  
79     • Vanpool will target local businesses in the regions where vans originate and businesses  
80     like Banks, Costco, Trader Joes, and Living Green.  
81

- 82 Jamey Wagner stated:  
83     • TPS now has a graphic artist on staff who may be able to assist the Board with graphics  
84     for vanpool sponsorships.  
85     • MTD buses have ad space on three panels: on the two sides and on the back.  
86     • The ad space on the back panels considered more visible and accordingly is more  
87     expensive.  
88

89 Ralph Fertig suggested the Board require sponsors to have 5 year contracts with UCSB.  
90

91 Board member Hirsch distributed a document with some sponsor slogans for the members to  
92 choose their favorites.  
93

- 94 Board member DuBuisson stated:  
95     • He will provide Board member Hirsch with the average C<sub>0</sub>2 emissions from vehicles.  
96

97 Board member Richards stated it costs much more for ads in the newspaper than it would for  
98 vanpool sponsorships.

- 99 Steve Maas reported:  
100     • The ad pricing for MTD buses will be increased soon.

- 101 • David Damiano, MTD, currently does some vehicle wraps and he could serve as a  
102 resource to the board if so desired.  
103

104 Chair Kendall stated:

- 105 • The Board encourages the Board members Hirsch and Richards to work on vanpool  
106 sponsorships as the Vanpool Sponsorship Working Group.  
107

108 MTD Lines 6 & 11

109 Chair Kendall reported:

- 110 • Last year, MTD requested UCSB pay for funding and extension of the MTD bus lines 6 &  
111 11.  
112 • Line 6 and 11 run from downtown and branch off at Hollister and the highway 217: line 6  
113 goes into Goleta and line 11 goes to UCSB.  
114 • TAB voted to support funding for half the amount requested by MTD, and the other half  
115 was funded through Administrative Services.  
116

117 Steve Maas distributed "MTD Line 6 & 11 Ridership" (please refer to Attachment "A")  
118

119 Steve Maas reported:

- 120 • Last year, there were some lines that needed more buses to accommodate the current  
121 riders.  
122 • Lines 6 & 11 run through multiple jurisdictions and the City of Santa Barbara agreed to  
123 fund some of MTD if other jurisdictions also helped with funding.  
124 • All of the jurisdictions (cities, Santa Barbara County, and UCSB) helped fund more  
125 buses.  
126 • All the jurisdictions, except for UCSB, signed a contract for funding until next fiscal year  
127 (2008-09).  
128 • TAB only agreed for UCSB to funding lines 6 & 11 until fiscal year 2007-08, so the  
129 contract needs an extension through the fiscal year 2008-2009, which ends on June 30,  
130 2009.  
131 • MTD requested \$19,165 for the 2008-09 fiscal year  
132 • If Measure A does not pass in November 2008, there may be a 20% funding cut to MTD  
133 after 2010.  
134 • Attachment "A" shows the usage of the lines 6 & 11 for November 2007 to April 2008.  
135 • Growth on line 11 has been greater for UCSB students than the other system wide  
136 averages.  
137 • MTD does not currently have a way to track UCSB faculty and staff ridership.  
138 • In April, there was a 13% increase in bus ridership system-wide, most likely due to fuel  
139 cost increases.  
140

141 In response Board inquiries, Steve Maas reported:

- 142 • Line 11 serves Goleta, "Noleta" (unincorporated Santa Barbara County area), and the  
143 campus.  
144 • The funding requested is at the same percentage as the previous year, which is 5.5% of  
145 total ridership (based on UCSB student ridership and service area covered).  
146 • UCSB is only one mile of bus service area, so to account for commuters to the campus,  
147 the UCSB student ridership percentage was included in the formula for funding.  
148 • Last year, MTD also received \$3,000 from UCSB. toward the line 6 & 11  
149

- 150 Jamey Wagner reported:
- 151 • He inquired from administration if they will pay at least 50% of the MTD support as they
  - 152 did the previous years.
  - 153 • He will not hear from anyone until June due to the necessary staff being away on
  - 154 vacation.

- 155
- 156 Chair Kendall stated:
- 157 • The Board has questions to answer: are they satisfied with the MTD service? Will the
  - 158 Board be willing to approve a funding commitment to the MTD? Is the TAP budget able
  - 159 to fund the lines 6 & 11?
  - 160 • The TAP budget is under severe financial difficulty and will have a larger deficit than
  - 161 previously expected.

- 162
- 163 AVC Fisher inquired:
- 164 • What is total operating cost and projected fare revenue?
  - 165 • UCSB administration will need the detailed numbers of costs and projected fare
  - 166 revenue.
  - 167 • He will give a pitch to Administrative Services to fund the amount to MTD since it has a
  - 168 direct benefit to the university.
- 169 AVC Fisher stated that:
- 170 • UCSB has been working with MTD to provide costs related to expanding bus service to
  - 171 the north and west campuses.

- 172
- 173 In response, Steve Maas reported:
- 174 • The cost includes the projected fare revenue.
  - 175 • The cost of expanded lines 6 & 11 for the last four months of fiscal year 2006-07 was
  - 176 \$415,000 and the fare revenue was \$91,000, making the total subsidy required
  - 177 \$324,000.
  - 178 • The line 27 (Camino Real to UCSB) is currently only operating one line and one bus
  - 179 during school days only.
  - 180 • There was federal funding given to MTD to expand the line 27 (IV Shuttle) to three buses
  - 181 during the week, one bus on the weekend/evening and possibly expanding to two buses
  - 182 during the evenings and weekend.
  - 183 • He would work out some calculations on the total costs for 2008-09 within a couple
  - 184 weeks.

- 185
- 186 AVC Fisher stated:
- 187 • Are the buses hybrid-electric diesel buses that will be used for the Camino Real Shuttle
  - 188 quieter than the current diesel buses MTD uses?

- 189
- 190 Steve Maas stated:
- 191 • Yes, the buses are hybrids and will be very quiet at low speeds.

- 192
- 193 Board member Kirtman stated:
- 194 • Could the administration give a higher funding support: 100%?
  - 195 • Since the budget is under financial pressure, the Board should ask the administration for
  - 196 the whole funding amount for the line 6&11 enhancement.

197

198 AVC Fisher reported:

- 199
- Depending on the state of the budget constraints, the Board may consider requesting a larger funding amount from the administration.
- 200
- The Board may make this recommendation to the Chancellor, copy the Vice Chancellor of Administrative Services, Donna Carpenter, and Todd Lee, Assistant Chancellor of Budget and Planning, and Gene Lucas, Executive Vice Chancellor.
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205 In response to Board inquiries, Steve Maas reported:

- Diesel fuel costs increased by at least 50% over the past two years, higher than the increase of the Consumer Price Index (CPI).
  - Next year's costs are based on a 3.92% CPI increase.
  - Even if there is an increase in bus ridership, additional funding will be needed.
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211 Chair Kendall stated:

- Since there was an increase of UCSB student ridership on the line 11 that is higher than the overall use, the MTD bus service is clearly a benefit to the campus.
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- 213
- 214

215 Board member Richards inquired:

- What are the primary lines that students use?
  - Do you have the student ridership amounts for other lines?
- 216
- 217
- 218

219 Steve Maas reported:

- Most students use the 24x, but the greatest need system-wide for funding is for line 11.
  - There was growth on the other MTD bus lines that serve commuters between Isla Vista, UCSB, and Santa Barbara.
  - Line 11 is an important route because it makes more stops.
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225 Chair Kendall stated:

- If Measure A (Measure D renewal) passes, there is some grant funding opportunities UCSB could apply for through Measure A.
- 226
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- 228

229 AVC Fisher stated:

- TAB could say that TAP cannot support the MTD bus lines due to current budget impacts.
  - TAB also could state they believe that citation revenue is not the right funding source for TAP and there needs to be more funding for alternative transportation.
  - Chair Kendall could consult with UCSB administration about the funding for MTD before sending the recommendation to the Chancellor.
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237 Chair Kendall moved that the Board will recommend to the Chancellor that the MTD line 6 & 11 funding be continued and there needs to be a new funding mechanism for TAP.

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239

### 240 **III. Update on Parking Citation Amount**

241 Chair Kendall stated:

- The citation funding item was going to be presented by the Director, Robert Defendini, but he had an unexpected emergency come up today that made him unavailable to present.
  - The TPS Director had previously informed the Chair that he implemented a courtesy notice program (warnings instead of citations) for first time parking offenders.
  - The courtesy notice program created a lower amount of citation revenue.
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- Director Defendini stated the courtesy notice program will eventually create more enforceable citations, which will likely increase citation revenue next year.
  - The Fines & Forfeitures reserves will be exhausted this fiscal year.
  - TAP uses approximately \$100,000 per year from reserves with current citation revenue and expenses.
  - The City of Santa Barbara had considered increasing the: citation rates to \$45, and decided to only increase them to \$41.
  - TPS would like to raise the most common citation fine rates such as for “no permit” or “invalid/expired permit” from \$40 to \$45.
  - TPS will also raise other citation fine rates to match the City of Santa Barbara.

259 AVC Fisher suggested:

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- The Board’s recommendation would ideally refrain from mention raising citation fine rates in conjunction with the City of Santa Barbara.

263 In response to Board member Hirsch’s inquiry, Jamey Wagner reported:

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- The citation fine rates will be raised to match the City except for the most common, which will be increased to a higher amount (\$45).
  - The total revenue expected from the citation fine rate increases will be \$60,000-100,000 per year.

269 AVC Fisher stated:

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- 273
- There will be new citation fines for things like parking on a sidewalk (vendors).
  - Vendors will be cited if they misuse the new Vendor Permit in ways which may cause unsafe conditions on campus.

274 Chair Kendall stated:

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- TPS parking enforcement representatives hope to have new updated technology to include warning, citation history, and a camera that can capture the parking violations, which will be more enforceable.

279 Board member Richards stated:

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- He is philosophically opposed to the principle that citations are the funding for alternative transportation; it is an inappropriate funding source.
  - TAB should not make a stand on the citation fine amount as it seems like a conflict of interest.
  - The main constituencies of TAB are those that often do not drive to campus and are not receiving parking citations, so citation fine rates are not usually impacting them.

287 Board member Hirsch stated:

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- 291
- She is also opposed to the citations be the funding source for TAP, but there will not be a change in place in the next 6 months to help fund TAP.
  - The \$5 fine increase amount is not unreasonable.

292 AVC Fisher reported:

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- The Chancellor would like the Board to discuss this with their constituents, which is the whole campus.
  - The forgiveness of first-time offense is beneficial to the campus because it forms a better relationship with the public; it is often new visitors to the campus and donors who do not understand the parking regulations and are subject to citation.

- 298 • He suggests the Board consult with the Parking Ratepayers Board on this issue.  
299

300 Chair Kendall stated that he imagines if Board member Brower, the Associated Students  
301 President, was present, she would be opposed to the increase in the citation fines.  
302

303 Dolly Smith, TPS, reported Board member Brower had previously stated:

- 304 • She was opposed to increasing the citation fines amount because:  
305 1) Parking regulations are not clear and more likely to be violated by people (such as  
306 students) who do not understand the short-term parking regulations.  
307 2) Most UCSB students do not have the same access as staff and faculty: students that  
308 live within two miles of campus are not able to purchase long-term parking permits and  
309 those that may long-term purchase permits have to park further away from their classes.  
310

311 Board member DuBuisson stated:

- 312 • He received a parking citation because he did not understand the visitor parking permit  
313 that was dispensed was not valid in the staff parking area where the permit was vended.  
314

315 Chair Kendall stated:

- 316 • The Board will have a wider consultation with constituents and the Parking Ratepayers  
317 Board on this issue.  
318

#### 319 **IV. Transportation Overview from the Proposed Long-Range Development Plan** 320 **(LRDP) and LRDP Environmental Impact Report**

321 Marc Fisher presented the following:

322 [http://www.ucsbvision2025.com/ppt/LRDP\\_Presentations\\_02062008.ppt](http://www.ucsbvision2025.com/ppt/LRDP_Presentations_02062008.ppt)  
323

324 AVC Fisher Stated:

- 325 • The Academic Plan and the LRDP were created and presented together.  
326 • UCSB is part of the American Association of Universities (AAU), and may be the first top  
327 Hispanic-serving campus in the AAU at 25% Hispanic student enrollment.  
328 • University of California campuses are surviving because of donor funding.  
329 • UCSB is about 50% state-funded, UC-wide the campuses are about 40% state-funded.  
330 • The African-America student population has increased.  
331  
332 • Managed Growth (refer to slide "Enrollment Plan")

333 Growth of graduate students to 17%, graduate students are backbone of research

334 \$3 million of gross build space  
335

#### 336 Sustainability

- 337 •  
338 The more efficient the campus is with our resources, the more sustainable we will be.  
339 • We should develop a bike lane along the lagoon

#### 340 Housing

- 341 • UCSB has a made a commitment to the community to build more housing.  
342 • There will be additional housing at Devereux (staff/faculty).  
343 • There will be 5,000 new student beds, 50% student housing on campus.  
344 • 1900 staff/faculty housing beds  
345 • UCSB will work with MTD to provide bus service to the campus and housing areas.  
346 • Housing residents should not need more than one car. The proposed plan provides and  
347 average of 1.5 parking spaces per housing unit.

- 348 •  
349 Chair Kendall inquired:  
350 • Will the proposed grocery store, in the LRDP be able to satisfy the needs of the campus  
351 customers in the same way “real” grocery stores would.  
352

353 AVC Fisher Stated in response:

- 354 • Isla Vista could start to sell real food in grocery stores.
- 355 • 30 Parking structure could have a big grocery store included in the design.
- 356 • Each neighborhood's businesses will adapt to serve its residents over time.

357  
358 Chair Kendall stated:

- 359 • He lives in the West Campus Housing and once the faculty members' children grow into  
360 the teenage years, the families will purchase vehicles for the teenagers' creating 2-3  
361 cars per unit.
- 362 • Considering the current parking shortage in West Campus, how will you make it work at  
363 1.5 cars per unit?
- 364 • Will UCSB fund more vehicles from the car the Zipcar carshare program?

365  
366 AVC Fisher stated:

- 367 • This is an ambitious model and it probably won't change.
- 368 • Additional service from Zipcar is a possibility.
- 369 • UCSB will provide additional bus service between UCSB, the housing areas, primary  
370 and secondary schools, and shopping areas.
- 371 • This is an urban model like San Francisco.
- 372 • There will be some street parking for short-term parking: disabled parking, pick-up/drop-  
373 off.

374  
375 Board member Richards inquired

- 376 • How far would it be to walk from these housing areas to the parking structures?

377  
378 In response, AVC Fisher stated:

- 379 • The housing at the outer edges will have their own parking garages.

### 380 381 Ocean Road Housing

- 382 • Pardall tunnel is not needed, since the bicycle paths will be connected between streets  
383 from Isla Vista to the campus.
- 384 • Chapel Hill, NC community image
- 385 • Many points across Ocean Road
- 386 • There is no more most sustainable model
- 387 • There will be one story of retail space and 5 stories of housing, 6 storied buildings in IV  
388 near the front of Pardall Road.

### 389 390 391 Campus Acreage

- 392 • There are currently 1,055 acres of campus property.

### 393 394 Housing

- 395 • 237 faculty unit: includes 65 units at West Campus

396

397 Parking

398 AVC Fisher reported:

- 399
- 400 • All but 100 net new parking spaces will be associated with Housing.
  - 401 • Approximately 3,000 total new parking spaces including replacement spaces will be built on the campus (costing \$25,000-\$40,000 per structured space).
  - 402 • The 3 Parking Structure (near the Library on the east side) will be an underground parking structure with approximately 1,000 parking spaces.
  - 403 • The east side of the campus is heavily impacted for parking due to the number of events and campus resources in that area.
  - 404 • Instead of spending funds on parking, the campus could spend it on expanding alternative transportation.
  - 405 • TAB could negotiate with the campus on funding for TAP.
- 406
- 407
- 408
- 409

410 Chair Kendall inquired

- 411 • How much will the parking structure cost on an annual basis?
- 412

413 AVC Fisher stated:

- 414 • The San Clemente structure (800 spaces) cost approximately \$1.5 million per year, so it would be approximately \$2000 per space per year.
- 415
- 416

417 Chair Kendall inquired

- 418 • How long the parking structures last?
- 419

420 AVC Fisher stated:

- 421 • They should last a long time, at least 40 years. The buildings are durable and are not hard to maintain.
  - 422 • Negotiating with the campus for alternative transportation funding would be a significant campus benefit.
  - 423 • Lot 3 may have a 1,500 space underground structure
- 424
- 425
- 426

427 AVC Fisher stated:

- 428 • The public hearing for the LRDP is June 4 at the Isla Vista Theatre.
  - 429 • Go to Regents between September and November, once certified, The Coastal Commission will review; approval should be in Fall of 2009.
- 430

431 Traffic

432 Chair Kendall inquired:

- 433 • Traffic mitigation funds from Goleta had been an idea, where will this money come from and is it real money?
- 434
- 435

436 AVC Fisher Stated:

- 437 • LRDP does not assume anything, such as traffic impacts, we should be successful in other areas.
  - 438 • We should only fund successful trials.
  - 439 • Adding lanes is ultimately not the solution.
  - 440 • Funds for alternative transportation are important. There are several ways to obtain the money some ideas include construction tax and a buried cost for student housing that will directly fund the program.
  - 441 • What is certain is that these ideas of funding will need different type of negotiations than in the past.
- 442
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- 444
- 445
- 446

447 Funding  
448 Chair Kendall inquired:  
449 The intersections subsidies that were part of the previous Long Range Development Plan, how  
450 where those funded?  
451

452 In response, AVC Fisher stated:

- 453 • Housing paid 2 million for intersections, and roads on El Coleigo
- 454 • From a legislative perspective the fair share model is accepted by the UCSB campus.
- 455 • Housing has property taxes.
- 456 • It's interesting to note that UCSB gives health insurance to all students, staff, and  
457 faculty.
- 458 • We do not tax social services such as our police force and have provided about a million  
459 dollars a year to Isla Vista for social programs.

460  
461 Ralph Fertig, Santa Barbara Bicycle Coalition inquired:

- 462 • As a model is it possible to take funds that are given as a lump sum and put them in a  
463 continuing fund?
- 464
- 465 • In response, AVC Fisher stated:  
466 Proposing different options for funding alternative transportation is a good idea.

467  
468 Ralph Fertig stated:

- 469 • We have a concern on traffic management on Ocean Road, with all of the streets  
470 leading from Isla Vista.
- 471 • With the exception of Pardall Road, bicyclists must turn left or right when they enter  
472 ocean road.
- 473 • Over the next twenty years, when will the ocean road development occur?
- 474 • Is the architecture of the new housing homogenous?

475  
476 In response, AVC Fisher stated:

- 477 • Bikes will stop for stop lights, and perhaps we should install them in the highest density  
478 areas.
- 479 • It will be important to re-educate the public on bike rules and proper behavior.
- 480 • If we can clear up the congestion of Pardall, campus would be safer. However  
481 businesses like the funneling effect that Pardall Road creates.
- 482 • Ocean Road housing will be built early on, one of the first projects.
- 483 • Student Health will be rebuilt, toward the end of the process, as planned.
- 484 • Housing will be varied, modern aspects; we want it to feel organic like it is a natural part  
485 of the town.

486  
487 Ralph Fertig reported:

- 488 • Bike to Work day was a huge success. People are thinking about the future of the  
489 environment.

490  
491 Board member Richards stated:

- 492 • There is a group working on banning skateboarding on campus.

493  
494 Chair Kendall stated:

- 495 • He will be gone on sabbatical beginning June, 26

496  
497 Adjourn 11:39 AM

## Santa Barbara Metropolitan Transit District Ten-Minute Weekday Peak-Period Headways on Lines 6 & 11

The Santa Barbara Metropolitan Transit District (MTD) requests financial assistance from the University of California at Santa Barbara (UCSB) to enhance service on MTD Lines 6 & 11, as shown below. The UCSB operating subsidy would continue annually (at the FY 2008 level), with an annual CPI adjustment.

MTD carried more than 7.3 million passengers in FY 2006. When FY 2007 to-date is compared to the corresponding period of FY 2006, MTD is carrying an even greater number of passengers this year. MTD buses were fully loaded with a substantial number of standees on a great number of occasions. On many other occasions, buses that were too full to board additional passengers were forced to leave groups of potential riders behind due to lack of space. The greatest number of overloaded buses occurs on Lines 6 & 11. Thus, MTD plans to enhance weekday peak-period service on these lines. Line 6 & 11 service (from approximately 7:00 - 9:00 A.M. & 3:00 - 6:00 P.M. on weekdays) will increase from every 15 minutes to every 10 minutes between the downtown Santa Barbara Transit Center and Hollister and Fairview. Line 6 service continuing from Fairview to Camino Real Marketplace, and Line 11 service continuing from Fairview to UCSB, will increase from every 30 minutes to every 20 minutes. As shown in the table, Santa Barbara County and the Cities of Santa Barbara and Goleta have also agreed to assist MTD with the cost of providing this enhanced service.

**Santa Barbara Metropolitan Transit District  
Peak-Period Enhancement to Lines 6 & 11**

Line Item	Lines 6 & 11	
	FY 2007 <sup>1</sup>	FY 2008
<b>Operating Subsidy<sup>2</sup></b>		
Santa Barbara	\$49,234	\$148,675
Goleta	\$20,103	\$60,853
County	\$29,992	\$90,588
UCSB	\$5,913	\$17,870
MTD (includes Overhead Costs)	\$18,558	\$56,315
Subtotal	\$123,800	\$374,300
<b>Local Capital Assistance<sup>3</sup></b>		
Santa Barbara	\$24,990	
Goleta	\$10,204	
County	\$15,224	
UCSB	\$3,000	
MTD <sup>4</sup>	\$73,183	
Subtotal	\$126,600	
<b>Grand Total</b>	<b>\$250,400</b>	<b>\$374,300</b>

Note 1: FY 2007 reflects start date of March 5, 2007.

Note 2: Operating subsidy is in FY 2007 dollars.

Note 3: Cost of four used buses, including body refurbishment and fareboxes.

Note 4: Does not include local share of approximately \$720,000 for hybrid diesel-electric buses that allow MTD to implement this enhancement.

Source: Santa Barbara Metropolitan Transit District.