

North County Transit Plan

Santa Barbara County



ADOPTED: SEPTEMBER 15, 2016

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Table of Contents

Executive Summary	1
CHAPTER 1: Introduction.....	3
Background.....	3
Existing Transit Services	4
Study Process.....	6
Related Plans	7
Goals and Objectives	9
Conclusion	9
CHAPTER 2: Existing Conditions.....	11
Introduction.....	11
Local Services.....	11
• City of Lompoc Transit	11
• Guadalupe Transit	13
• Santa Maria Area Transit	15
• Santa Ynez Valley Transit	18
Regional Services.....	21
• Breeze Bus	21
• Cuyama Shuttle	25
• Wine Country Express	27
• Guadalupe Flyer	29
Interregional Services	31
• Clean Air Express	31

• COLT Santa Barbara Shuttle.....	33
• SLORTA Route 10	35
Summary of North County Public Transportation Services	37
Specialized Services	39
• Consolidated Transportation Service Agency (CTSA).....	39
• ADA Dial-a-Ride Services.....	39
• Chumash Resort Shuttle	39
Private Services	40
• Taxis	40
• Amtrak	40
• Greyhound	40
• Shuttles	40
Existing Condition Conclusion.....	40
CHAPTER 3: Demographic Overview	41
Introduction	41
Transit-Dependent Population Growth	41
Commuting to Work	45
Demographic Overview Conclusion	50
CHAPTER 4: Funding	51
Local	51
State.....	52
Federal.....	55
Summary of North County Transit Funding	57

New Sources and Opportunities	57
CHAPTER 5: The Plan.....	59
Introduction.....	59
Plan Development.....	59
Recommendations	62
• Voluntary Merger of Select Transit Services	62
• Consider the Development of an Agreement to Integrate the Clean Air Express into COLT and/or SMAT to occur on December 31, 2017	63
Opportunities	66
Summary of Recommendations.....	67
CHAPTER 6: Conclusion	69

Figures

• Figure 1: Map of North County Transit Services.....	5
• Figure 2: COLT System Map	11
• Figure 3: COLT Local Fixed Route Ridership and Service Trend	12
• Figure 4: Guadalupe Shuttle Ridership and Service Trend	14
• Figure 5: SMAT Service Map	16
• Figure 6: SMAT Ridership and Service Trend	17
• Figure 7: SYVT Service Map	19
• Figure 8: SYVT Ridership and Service Trend.....	20
• Figure 9: Breeze Service Route Alignments	22
• Figure 10: Route 100 Ridership and Service Trend	23

• Figure 11: Route 200 Ridership and Service Trend	24
• Figure 12: Cuyama Transit Service Map	25
• Figure 13: Cuyama Transit Ridership and Service Trend	26
• Figure 14: Wine Country Express Service Map	27
• Figure 15: Wine Country Express Ridership and Service Trend.....	28
• Figure 16: Guadalupe Flyer Route Map	29
• Figure 17: Guadalupe Flyer Ridership and Service Trend	30
• Figure 18: Clean Air Express Route Map	31
• Figure 19: Clean Air Express Ridership and Service Trend.....	32
• Figure 20: COLT Santa Barbara Shuttle Service Map	33
• Figure 21: COLT Santa Barbara Shuttle Ridership and Service Trend	34
• Figure 22: SLORTA Route 10 Service Map	35
• Figure 23: SLORTA Route 10 Ridership and Service Trend	36
• Figure 24: North County Ridership and Service Trend	37
• Figure 25: North County Ridership Trend by Scale.....	37
• Figure 26: Five-year Average Operating Cost by Scale.....	37
• Figure 27: Five-year Average Revenue Miles by Scale	38
• Figure 28: Five-year Average Revenue Hours by Scale.....	38
• Figure 29: Five-year Average Ridership by Scale.....	38
• Figure 30: Five-year Average Farebox Recovery Ratio by Scale	38
• Figure 31: Five-year Ridership Change by Scale.....	39
• Figure 32: Commute Flows Leaving Santa Maria	46

- Figure 33: Commute Flows Leaving Orcutt 46
- Figure 34: Commute Flows Leaving Guadalupe 47
- Figure 35: Commute Flows Leaving Buellton 47
- Figure 36: Commute Flows Leaving Solvang 48
- Figure 37: Commute Flows Leaving Lompoc 48
- Figure 38: Daytime Population Change 50

Tables

- Table 1: Project Participants 4
- Table 2: North County Public Transit Providers 6
- Table 3: COLT Local Fixed Route Service Performance Statistics 13
- Table 4: Guadalupe Shuttle Performance Statistics 15
- Table 5: SMAT Local Routes Performance Statistics 18
- Table 6: SYVT Performance Statistics 21
- Table 7: Breeze Service Performance Statistics (combined) 24
- Table 8: Cuyama Transit Performance Statistics 26
- Table 9: Wine Country Express Service Statistics 28
- Table 10: Guadalupe Flyer Performance Statistics 30
- Table 11: Clean Air Express Performance Statistics 32
- Table 12: COLT Santa Barbara Shuttle Performance Statistics 34
- Table 13: SLORTA Route 10 Performance Statistics 36
- Table 14: North County Population, 2000, 2010, and Forecast 2040 42
- Table 15: North County Transit Dependency Factors, Age, Disability, and Poverty 44

- Table 16: Transit Dependency Factor, Vehicle Availability 45
- Table 17: Percent North County Work Commuting by Transit 45
- Table 18: North County Commute Flow Matrix 49
- Table 19: North County Interregional Transit Program Funding 51
- Table 20: Recent Farebox Revenues..... 52
- Table 21: Local Transportation Fund Allocations 53
- Table 22: State Transit Assistance Allocations 54
- Table 23: FTA 5307 Apportionments..... 55
- Table 24: North County FTA 5311 Allocations 56
- Table 25: FTA 5339 Program Apportionments..... 56
- Table 26: Summary of North County Transit Revenue Apportionments 57
- Table 27: CAE Revenues and Expenses 64

Appendices

- Appendix A: Adopting ResolutionA-1**

Executive Summary

The North County Transit Plan was prepared by the Santa Barbara County Association of Governments (SBCAG) with the assistance of AECOM. The plan was developed over the course of roughly three years as data was collected, analyses completed, and consensus was built.

The project team worked closely with North County stakeholders throughout the development of this plan. Project advisors included transit service management and public works directors, and provided data, reviewed findings, and provided input on the direction of the plan. An Executive Steering Committee (ESC) was formed for this project and included North County city managers and the County Chief Administrative Officer. The ESC reviewed work and recommended direction to the North County Subregional Planning Committee (NCSR). The NCSR, SBCAG's standing sub-committee for the North County sub region, provided final direction on the plan.

Numerous improvement scenarios were considered and analyzed during the development of this plan. Two recommendations ultimately were able to gain the consensus needed for inclusion in the plan.

- Voluntary merger of select transit services
- Consider an agreement to integrate the Clean Air Express into COLT and/or SMAT

In addition to the recommendations, numerous improvement opportunities have also been identified and discussed.

This plan is organized around five substantive chapters, chapters 1 through 5. A sixth chapter is also included, and provides a conclusion.

Chapter 1: Introduction

Chapter 1 provides a background on the plan and introduces the planning process, including a discussion of the plan's goals and objectives. Project advisors and members of the Executive Steering Committee are identified. Other plans, such as the Regional Transportation Plan, that also influence transit in the North County are discussed. Finally, Chapter 1 presents the schedule and milestones of this plan's development.

Chapter 2: Existing Conditions

Chapter 2 discusses the existing transit services that serve the North County. Transit services are categorized by scale—local, regional, or interregional—and for each includes an overview of the service, various statistics to highlight recent service levels and trends, and a graphics presenting the statistics. After each service is presented, summary statistics by scale are given to provide a comprehensive overview of transit service in the North County. In conclusion, Chapter 2 provides a brief overview of other forms of public and private transportation.

Chapter 3: Demographic Overview

Chapter 3, as its title suggests, provides an overview of the demographics of the North County. A broad overview of population and forecasted growth is included, but focus is on demographic traits associated with transit use, including age, disability status, poverty, and vehicle availability. Chapter 3 also discusses the demographic data that highlights journey-to-work for modes and place of work.

Chapter 4: Funding

Chapter 4 provides an overview of all local, State, and federal transit funding sources applicable to transit service in the North County. Each funding source is described, and amounts allocated to the North County for a five-year period are presented. In sum, nearly \$75 million has been apportioned to North County transit providers over the five-year period. In conclusion, Chapter 4 discusses new and potential funding sources.

Chapter 5: The Plan

Chapter 5 presents the plan's two recommendations for North County transit services:

- Voluntary merger of select transit services
- Consider an agreement to integrate the Clean Air Express into COLT and/or SMAT

Prior to the presentation of the recommendations, the chapter discusses all of the processes and analyses conducted which led to the development of the recommendations. Though detail is provided for each recommendation, per the direction of the Executive Steering Committee and the North County Subregional Planning Committee the recommendations were loosely defined to allow for details to be negotiated as each recommendation is implemented. Chapter 5 also presents numerous opportunities, such as the employment of a common fare media and partnerships with transportation network companies, which are not recommendations, but can be considered by North County transit providers.

Conclusion

This North County Transit Plan satisfies the goals defined early in the plans development.

- Improve Transit Customer Experience

- Optimize Fiscal Efficiency and Financial Stewardship of Transit Services
- Assure the Long-Term Viability of Local and Regional Transit Services

CHAPTER 1:

Introduction

Background

The North County Transit Plan was prepared by the Santa Barbara County Association of Governments (SBCAG) with the assistance of AECOM. The plan was developed over the course of roughly three years as data was collected, analyses completed, and consensus was built.

Purpose and Need

The purpose of this update is to build upon the progress made since the adoption of the 2006 North County Transit Plan by identifying outstanding recommendations that remain relevant today and offer additional proposals for improved service delivery and governance in the study area. The North County Transit Plan does not intend to duplicate the planning efforts of each local transit system and will limit discussion of local bus routes, focusing instead on the regional and interregional services.

Northern Santa Barbara County is served by a variety of transit providers (see Existing Transit Services in this chapter, or Chapter 2). Additionally, numerous multi-party governed services bridge the gaps between the North County's population centers. This study is needed to look beyond the local services and determine how intercity and interregional services operate, and if improvements and efficiencies are appropriate. In the future, transit operators may choose to include a regional component in their short-range transit planning.

Overview of the Study Area

The North County Transit Plan study area consists of Northern Santa Barbara County (North County), and includes the five incorporated cities: Buellton, Guadalupe, Lompoc, Santa Maria, and Solvang, as well as the unincorporated Cuyama Valley, Lompoc Valley, Santa

Maria Valley, and Santa Ynez Valley. Figure 1 on page 5 provides an overview of the North County.

North County is characterized by its rural nature, with the Los Padres National Forest, San Rafael and Dick Smith Wilderness Areas, and Lake Cachuma National Recreation Area as well as roughly 700,000 acres of agricultural land. The North County is known for its agribusiness, including vineyards and wine-making, and rocket launches from VAFB. It has four population centers: Cuyama Valley, Lompoc Valley, Santa Maria Valley, and Santa Ynez Valley.

Census 2010 found 221,728 people residing in the North County, and of those, 159,140, or 72 percent, residing in the North County's cities. The largest city, Santa Maria, had nearly 100,000 residents in 2010, while Buellton, the least populated city, had fewer than 5,000 residents in 2010. Chapter 3 provides an in-depth overview of the demographic composition of the North County.

The distribution of populated areas in the North County is not unlike a triangle, with Lompoc, Santa Maria/Guadalupe, and Buellton/Solvang/Santa Ynez Valley communities representing each angle. Considerable distances, 30 miles between Lompoc and Santa Maria, 18 miles between Lompoc and Buellton, and 33 miles between Santa Maria and Buellton, create challenges for providing efficient regional transit services.

2006 North County Transit Plan

SBCAG adopted the North Santa Barbara County Transit Plan (NCTP) in October 2006. The plan covered a ten-year horizon and provided short-term (FY 2007/08-FY 2012/13) and long-term (starting FY 2013/14) recommendations for improvements to transit services in the

North County area as well as coordination and organizational structures.

Project Advisors and Stakeholders

The project team was guided by North County transit providers, an Executive Steering Committee comprised of North County city managers and the County Chief Administrative Officer, the North County Subregional Planning Committee, as well as the SBCAG Board of Directors. Table 1 lists the participants of the two groups assembled for this project.

Table 1: Project Participants

Executive Steering Committee		
Andrew Carter	City Administrator	City of Guadalupe
Rick Haydon	City Manager	City of Santa Maria
Renee Bahl	County Administrative Officer	County of Santa Barbara
Patrick Wiemiller	City Manager	City of Lompoc
Marc Bierdzinski	City Manager	City of Buellton
Brad Vidro	City Manager	City of Solvang
Project Advisors		
Andrew Carter	City Administrator	Guadalupe Transit
Steve Kahn	Public Works Director	Santa Maria Area Transit
Austin O'Dell	Transit Services Manager	Santa Maria Area Transit
Kevin McCune	Public Works Director	City of Lompoc Transit
Michael Luther	Asst. Public Works Director	City of Lompoc Transit
Richard Fernbaugh	Aviation/ Transportation Administrator	City of Lompoc Transit
Matt van der Linden	Public Works Director	Santa Ynez Valley Transit
Matt Dobberteen	Alternative Transportation Manager	County of Santa Barbara
Steve Maas	Government Affairs Manager	Santa Barbara MTD

Existing Transit Services

Within Northern Santa Barbara County there are a number of transit service providers offering local, regional, and interregional options for residents and visitors. Many of the service providers operate multiple services throughout the North County, including local and regional services. Travel by transit is possible within the North County population centers, between North County population centers, as well as to the South Coast (commuter service) and San Luis Obispo. Additionally, a variety of specialized and private transit services serve the North County.

Chapter 2 provides a detailed description of the existing transit services. Figure 1 and Table 2 provide an overview of the areas served and the variety of services.



Santa Ynez Valley Transit (SYVT) Bus. SYVT serves the Cities of Buellton and Solvang, as well as the unincorporated Santa Ynez Valley.

Figure 1: Map of North County Transit Services

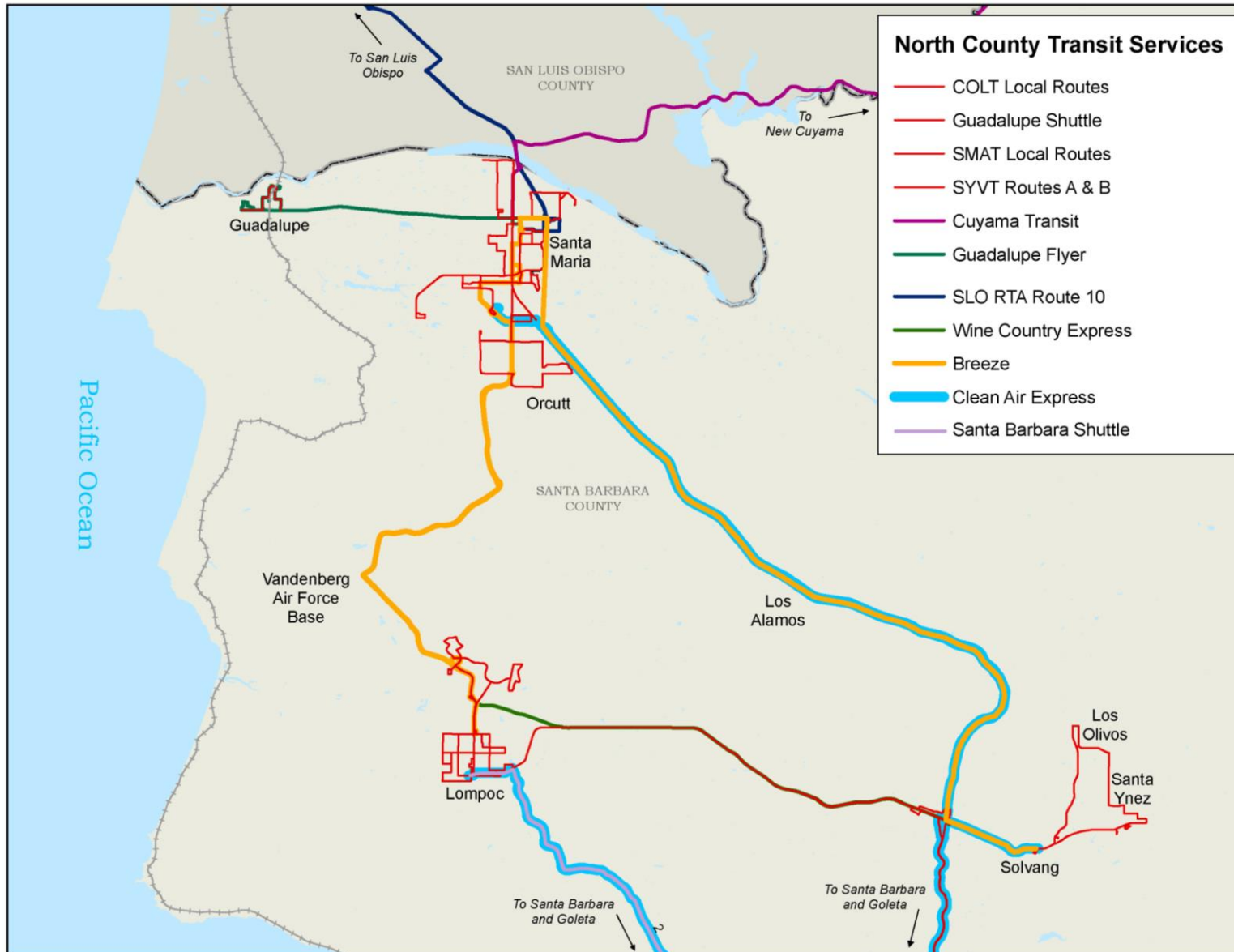


Table 2: North County Public Transit Providers

Public Transit Service	Governing Body	Service Manager	Area(s) Served	Number/Type of Routes
City of Lompoc Transit (COLT)	Lompoc City Council	City of Lompoc	Lompoc and the surrounding unincorporated areas (Mission Hills, Vandenberg Village)	4 Local, 1 Interregional
Guadalupe Transit	Guadalupe City Council	City of Guadalupe	Local Guadalupe and Flyer service to Santa Maria	1 Local, 1 Regional
Santa Maria Area Transit (SMAT)	Santa Maria City Council	City of Santa Maria	Santa Maria and the surrounding unincorporated area (Orcutt)	10 Local
Santa Ynez Valley Transit (SYVT)	Joint Powers Authority: Buellton, Solvang, County of Santa Barbara	City of Solvang	Buellton, Solvang, and the unincorporated Santa Ynez Valley (Santa Ynez, Los Olivos)	2 Regional (within Santa Ynez Valley)
Breeze 100	Memorandum of Understanding: Lompoc, Santa Maria, County of Santa Barbara	City of Santa Maria	Santa Maria, Vandenberg Air Force Base, Lompoc	1 Regional
Breeze 200	Memorandum of Understanding: Santa Maria, Buellton, Solvang, County of Santa Barbara	City of Santa Maria	Santa Maria, Los Alamos, Buellton, Solvang	1 Regional
Cuyama Transit	County of Santa Barbara	County of Santa Barbara	Cuyama, New Cuyama, Santa Maria	1 Regional
Wine Country Express	Memorandum of Understanding: Lompoc, Buellton, Solvang, County of Santa Barbara	City of Lompoc	Lompoc, Buellton, Solvang	1 Regional
Clean Air Express (CAE)	SBCAG Board of Directors	City of Lompoc	Santa Maria, Lompoc, Buellton, Solvang, Goleta, Santa Barbara	5 Interregional
San Luis Obispo Regional Transit Authority (SLORTA) Route 10	Joint Powers Authority: San Luis Obispo County jurisdictions	SLORTA	San Luis Obispo, Pismo Beach, Arroyo Grande, Nipomo, Santa Maria	1 Interregional

Study Process

This plan was developed by a project team consisting of AECOM and their sub-consultant LSC, and SBCAG staff. Work began in August 2013 and lasted through the fall of 2016. Planning was guided primarily by an Executive Steering Committee composed of North County city managers and the County CAO, and with the assistance of

an advisory committee composed of North County transit provider staff. The North County Subregional Planning Committee, SBCAG's standing Board subcommittee for the North County, provided final direction.

The public was engaged early in the process, and on a continuing basis. Two public workshops were held in November 2013, one each

in Lompoc and Santa Maria. On the days of the public workshops the consultant team actively engaged transit users at major North County transit stops, including: Santa Maria Transit Center, the COLT transfer center at Mission Plaza, and the Solvang Park stop. On a continuing basis the public was able to provide comment and input during a variety of SBCAG committee meetings when the plan was on the agenda.

The following list provides key milestones in the plan's development:

- August 2013 – planning work began
- November 2013 – public outreach, two workshops and rider surveys
- March 2014 – first Executive Steering Committee meeting
- April 2014 – Technical Memorandum #1, Analysis of Existing Conditions
- April 2014 – North County Subregional Planning Committee limited the scope of analytical work
- February 2015 – North County Subregional Planning Committee directed an analysis of alternatives to the existing funding formulas
- June 2015 – second Executive Steering Committee meeting, analysis of governance options and analysis of alternative funding scenarios
- November 2015 – SBCAG Board directed staff work with North County transit providers to find a long-term solution for the Clean Air Express
- April 2016 – final Executive Steering Committee meeting, recommendation of the plan's contents
- May 2016 – North County Subregional Planning Committee, final plan development direction
- May – September 2016 – plan drafted and reviewed by SBCAG committees and the Board
- September 2016 – plan adopted

Related Plans

A variety of other plans influence transit services in the North County.

Regional Transportation Plan – Sustainable Communities Strategy (RTP-SCS)



The RTP-SCS for the Santa Barbara County region was adopted in 2013, and is the comprehensive transportation plan for the region. The RTP-SCS presents the region's long-term, to 2040, investment plan for all aspects of transportation, including transit services. The RTP-SCS is updated every four years, and each update has a horizon of at least 20 years.

SB 375 (2008) added the requirement that regional transportation plans include a Sustainable Communities Strategy (SCS) component. The SCS requires the analysis of alternatives, composed of varying scenarios of transportation investment and land development to achieve the State's greenhouse gas (GHG) reduction targets, and ultimately the selection of a preferred SCS alternative. The region's adopted SCS is a transit-oriented development (TOD) and infill development strategy for land use, and an enhanced transit strategy on the transportation side. The enhanced transit strategy is designed to focus new transit investments, as new sources of revenue become available, on services that support the implementation of the land use aspects.

Short Range Transit Plans

Though not specifically required, the SRTP is in compliance with a Federal Transit Administration (FTA) rule that all applicants for FTA funds demonstrate the legal, financial, and technical capacity to carry out the proposed project. A financial plan can also be used to satisfy the rule. The SRTP is also commonly referenced by state and local government agencies. The SRTP includes a financial plan covering a five-year period commencing with the current fiscal year. As the North County Transit Plan was being developed, SMAT was in the process of updating its SRTP with a limited focus on specific service aspects. The current SRTPs for other North County transit services were adopted: SMAT in 2008, COLT in 2011, Guadalupe Transit in 2014, and SYVT in 2012.

Santa Maria – San Luis Obispo Transportation Connectivity Plan

The Santa Maria – San Luis Obispo Transportation Connectivity Plan is joint effort being undertaken by SBCAG, San Luis Obispo Council of Governments (SLOCOG), and the San Luis Obispo Regional Transit Authority (SLORTA), and is being funded primarily by a Caltrans' Transportation Planning Grant. The goal of the plan is to evaluate and implement options to improve the delivery of transportation services between the Santa Maria/Orcutt area in North Santa Barbara County and southern San Luis Obispo County, both to improve the transit user experience and to improve the delivery of alternatives to transit, such as carpooling and vanpooling. Developing enhanced transit service and improved carpooling and vanpooling options will reduce congestion on US 101 and help preserve the existing transportation infrastructure capacity between these two regions.

This process of developing this plan was beginning as the North County Transit Plan planning process was concluding.

Transit Needs Assessment

The Transit Needs Assessment (TNA) is not a plan, per se, but it is an effective means of identifying unmet transit needs in the North County. It is prepared annually by SBCAG as a requirement of the Transportation Development Act (TDA) statutes for jurisdictions that do not utilize all TDA funding for transit purposes. The TNA relies heavily on public comment received at COLT and SMAT workshops, at a SBCAG public hearing, and received via email, phone, or letter. The comments are collated and analyzed to determine if any represent unmet transit needs, and if so, if any of those needs are reasonable to meet. Though unmet transit needs do not frequently meet the adopted definition of reasonable to meet, the needs are often accommodated or implemented outside of the TNA process. Recently implemented Guadalupe Transit weekend service improvements and new Saturday regional services in the North County were first identified through the TNA process.

In 2003, regional connectivity between Lompoc and Santa Maria was found to be an unmet transit need that was reasonable to meet. As a result, Breeze 100 service was implemented in 2005.

Other Plans

Various other plans have varying degrees of influence over transit in the North County. Some of these plans include:

- California Transportation Plan (draft);
- California Statewide Transit Strategic Plan (2012);
- 101 in Motion (2006); and
- Transportation Connections - Coordinated Public Transit-Human Services Transportation Plan for Santa Barbara County (2007).

Goals and Objectives

The development of this plan was guided by three goals and a series of associated objectives.

Goal: Improve Transit Customer Experience

Objectives:

- Improve access to, ease of use of services
- Improve operational and scheduling efficiencies

Goal: Optimize Fiscal Efficiency and Financial Stewardship of Transit Services

Objectives:

- Improve efficiency of capital/equipment utilization
- Reduce overall costs
- Promote long-term viability of transit operations
- Reduce duplication in transit function

Goal: Assure the Long-Term Viability of Local and Regional Transit Services

Objectives:

- Increase overall ridership
- Improve stability and sustainability of institutional and operating agreements

Conclusion

The North County is served by a variety of transit providers and numerous service brands. Local services are provided primarily by the host jurisdiction, while regional and interregional services are funded and operated per multi-party agreements. As the North County Transit Plan does not intend to duplicate the planning efforts of each local transit service, the plan serves as a forum for assessing and improving the regional, interregional, and multi-party transit services. This plan was developed over the course of three years with extensive engagement of North County transit providers and other key stakeholders.



The Clean Air Express provides commuter service between the North County and South Coast employment locations. The service is funded by passenger fares and Measure A.

CHAPTER 2:

Existing Conditions

Introduction

Within Northern Santa Barbara County (North County) there are a number of transit service providers offering local, regional, and interregional options for residents and visitors. Many of the service providers operate multiple services throughout the study area, including local and regional services. The institutional structure of the overall transit network is complex by nature, given the multiple agencies and multiple services.

The existing condition of transit services in the North County is presented by scale and service brand. A description of each service, its routes, and performance statistics is presented.

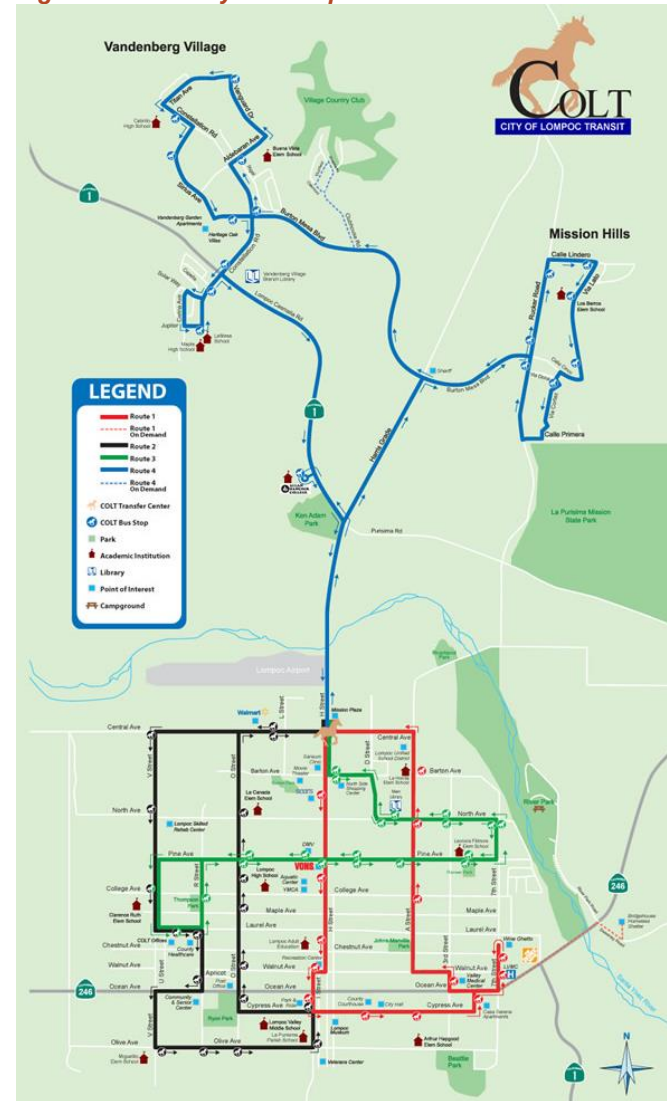
Local Services

Local services are those that focus on transporting passengers within a single population center, such as the City of Santa Maria and the unincorporated Orcutt area, which represent a contiguous developed area. The exception is Santa Ynez Valley Transit (SYVT), which provides service for the Cities of Solvang and Buellton, as well as the surrounding unincorporated Santa Ynez Valley and is organized as a Joint Powers Authority (JPA). There are four providers of local services in the North County.

City of Lompoc Transit

City of Lompoc Transit (COLT) services are administered by the City of Lompoc and contracted to a private operator. The transit program includes local, regional and interregional services. The City of Lompoc also administers the Clean Air Express program, which is discussed later as a separate service. Figure 2 is a map of COLT's routes and service area.

Figure 2: COLT System Map



Within the City of Lompoc, there are four fixed routes (Routes 1, 2, 3 and 4) offering local service. The service area extends from Vandenberg Air Force Base / Vandenberg Village in the north to the southern city limits. Service is offered on weekdays and Saturdays. Monday through Friday, routes operate roughly from 6:13 AM to 7:10 PM, depending on the route, with most departing on 45-minute headways. On Saturdays, routes run from 9:10 AM to 5:10 PM with the same headways as weekday service. Daily service hours total 51.5 hours on weekdays and 31 hours on Saturdays.

Fares

Transit fares vary depending on service and service area. For local routes within the city limits, the general public fare is \$1.25 and the discount fare is \$0.60. Discount fares apply to seniors, disabled passengers and Medicare card holders. Children under the age of 6 ride free. For routes that service areas outside city limits (i.e. Route 4 in Vandenberg Village) the general public fare is \$2.00 and the discount fare is \$1.00. Punch cards and monthly passes are available for purchase as well. Punch cards and monthly passes have both regular and discount pass categories, while monthly passes also offer discounts to students.

Fleet

The City of Lompoc's transit fleet consists of a total of 14 vehicles, including 13 small buses (less than 40 feet in length) and one van. All of the small buses are fueled by diesel, while the van has a gasoline engine. This fleet is used for all of the local, regional, and interregional routes.

Organizational / Staffing Structure

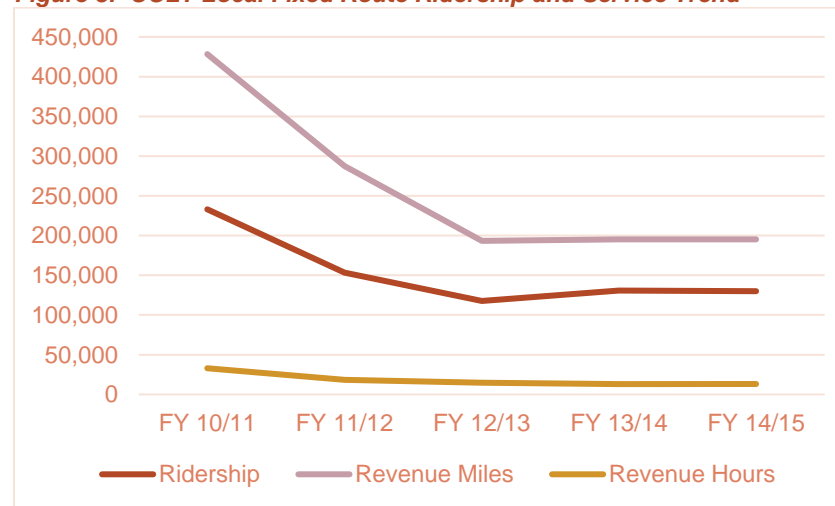
The City of Lompoc oversees the transit program through the Department of Public Works, while actual services are provided through a contract. City staff consists of the Aviation / Transportation Administrator and maintenance staff only. The administrative staffing for transit services in Lompoc is provided through a contractor,

including one full-time manager, one full-time and one part-time dispatcher, and one full-time clerical position. This staffing structure is inclusive of all COLT services – local, Wine Country Express and the Santa Barbara Shuttle.

Ridership and Service Performance

Ridership on the COLT system suffered in recent years though it appears to be leveling around 130,000 annual one-way trips. In FY 10/11, the number of annual one way trips was nearly 233,000. The five most recent years of performance statistics is shown in Table 3, and highlights reductions in revenue hours between FY 10/11 and FY 11/12 of 45%, 20% the following year, and 12% into FY 13/14. Since then the provided service has remained stable. Figure 3 provides a graph of COLT's local fixed route ridership trend. Table 3 provides more detail on COLT's performance statistics.

Figure 3: COLT Local Fixed Route Ridership and Service Trend



COLT's Short Range Financial Plan identifies several service enhancements to ensure the system maintains Transportation Development Act minimum farebox requirements, and assist in ridership growth. Additionally, a new transit transfer center will soon

be constructed in the City's commercial core. Once constructed, routes will be realigned to serve the transfer center, and essentially improve transit connectivity system wide.

Table 3: COLT Local Fixed Route Service Performance Statistics¹

Statistic	FY 10/11	FY 11/12	FY 12/13	FY 13/14	FY 14/15
Operating Cost	\$1,496,777	\$1,194,094	\$1,153,179	\$926,362	\$984,907
Fare Revenue (w/ local funds)²	\$165,388	\$159,683	\$84,171	\$119,492	\$117,710
Ridership	232,999	153,298	117,669	130,767	145,545 ³
Revenue Hours	32,955	18,284	14,745	13,029	13,030
Revenue Miles	428,346	287,582	193,320	195,191	195,191
Farebox Recovery Ratio	11%	13%	7%	13%	12%
Farebox Recovery Ratio w/ Local Support	11%	13%	12%	20%	25%

Guadalupe Transit

The City of Guadalupe provides two transit services: the Guadalupe Flyer, a regional route (discussed separately in Regional Services), and the local Guadalupe Shuttle. Services are operated by a third party contractor.

The Guadalupe Shuttle is the local service within the City of Guadalupe, and is a demand response service that is available to the general public and elderly / disabled passengers. The Guadalupe

Shuttle is in service between 10:00 AM and 4:00 PM, Monday through Friday. In total, the service operates 6 hours per day with one vehicle. Passengers must make reservations ahead of time for a ride, and are able to travel anywhere within the city limits. Functionally, however, this service sees fairly consistent ridership within the community, including students. As the service does not operate on a fixed route, no map is provided.

¹ Figures are self-reported for the annual transit needs assessment processes.

² In FYs 11/12 through 14/15 a Measure A farebox subsidy was used to meet minimum TDA farebox requirements.

³ Figure revised from 129,771 in the annual transit needs assessment by City of Lompoc staff.

Fares

Fares on the Guadalupe Shuttle are \$0.50 for general public and \$0.25 for elderly, disabled and students. Up to three children under the age of 6 are able to ride the service for free. Punch cards and passes are not offered on the Shuttle service.

Fleet

Guadalupe Transit's fleet includes a total of four vehicles needed to operate both the Flyer and Shuttle services. The smaller ADA van is used for ADA calls on both services. One of the small buses is used for the Flyer service, another for the Shuttle and the third is back-up for both routes. The vehicle designated for the Shuttle service is a 40-foot vehicle. All buses are diesel fuel, while the van has a gasoline powered engine.

Organizational / Staffing Structure

The City of Guadalupe runs the transit program through the City Finance Manager, who oversees the contract with the transit service provider, SMOOTH, Inc. Within SMOOTH, there is a Board of Directors and Executive Director that administer the transit program. The operations manager is responsible for most staff, including the office manager, route specialist and fleet mechanics. Other required staff

includes dispatchers (3 part-time positions) and administrative staff (3 part-time positions, shared as dispatchers).

Ridership and Service Performance

The Guadalupe Flyer demonstrates strong ridership for its limited scale. Figure 4, below, shows revenue hours decreasing over recent years while ridership grows. Table 4 provides more detail on Guadalupe Transit's performance statistics.

Figure 4: Guadalupe Shuttle Ridership and Service Trend

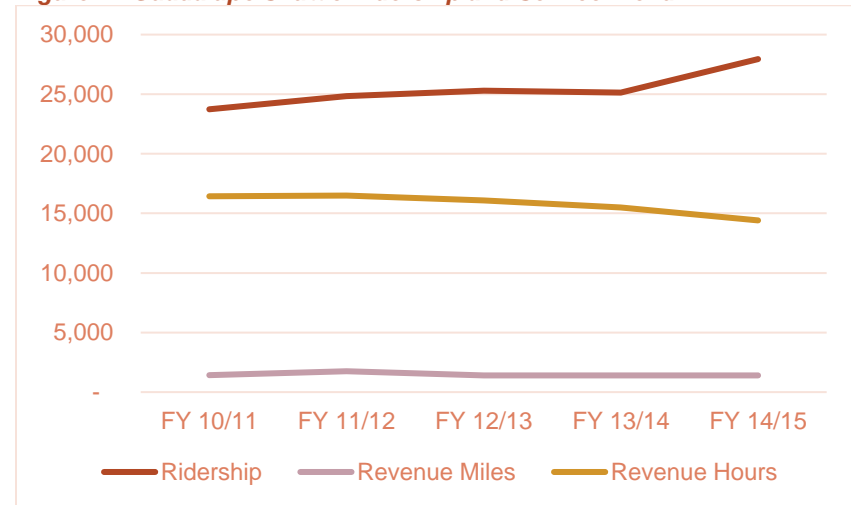


Table 4: Guadalupe Shuttle Performance Statistics⁴

Statistic	FY 10/11	FY 11/12	FY 12/13	FY 13/14	FY 14/15
Operating Cost	\$65,960	\$73,742	\$86,402 ⁵	\$86,912	\$73,181
Fare Revenue	\$6,597	\$6,775	\$6,956	\$6,831	\$7,069
Ridership	23,732	24,847	25,301	25,127	27,943
Revenue Hours	1,418	1,751	1,400	1,400	1,400
Revenue Miles	16,434	16,493	16,083	15,487	14,407
Farebox Recovery Ratio	10%	9%	8%	8%	10%

Santa Maria Area Transit

The City of Santa Maria operates the Santa Maria Area Transit system (SMAT). The program includes local transit services within the greater Santa Maria area and the Breeze regional service (discussed separately as a regional service).

SMAT operates a total of ten local routes within the City of Santa Maria, with service provided seven days per week. On weekdays, routes operate generally between 5:40 AM and 7:26 PM, along with specific evening routes (Route 7 evening, Route 61 and Route 62) providing service between 7:15 PM and 10:27 PM. A total of 170

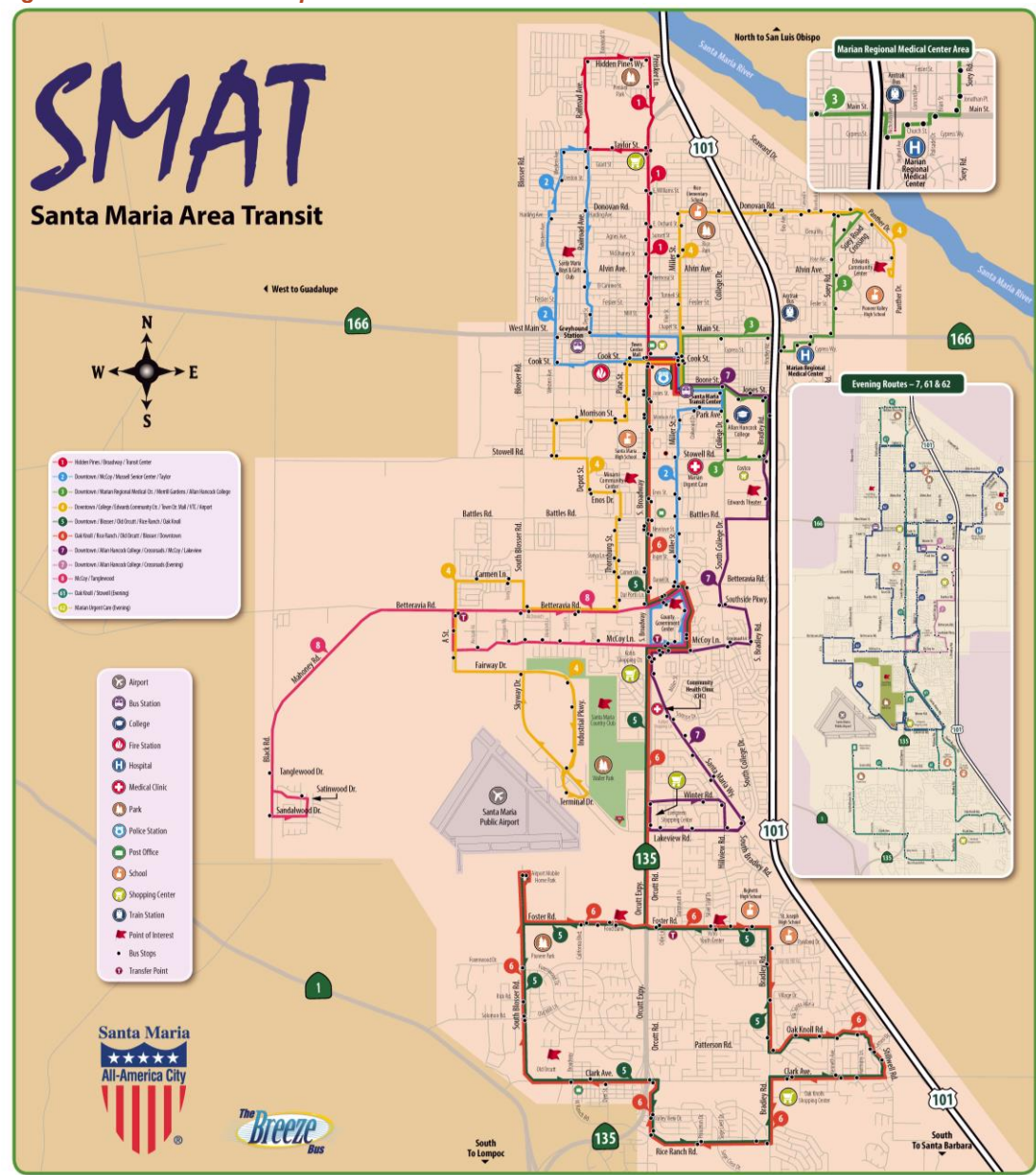
vehicle service hours are operated each weekday between the 10 routes. On weekends, service begins as early as 7:00 AM and ends by 7:52 PM, resulting in roughly 85 vehicle service hours per day. Evening routes do not operate on weekends. Figure 5 provides a map of SMAT's local services.

Weekday services require up to 18 vehicles in operation at peak times, with a peak of 3 buses required for a single route (Route 4). On weekends, 9 buses are required, with a peak of 2 vehicles needed for Route 4.

⁴ Figures are self-reported for the annual transit needs assessment processes

⁵ Figure revised by Guadalupe Transit administration from \$65,052.

Figure 5: SMAT Service Map



Fares

Fares for local routes are \$1.25 for general public passengers, \$1.00 for students and \$0.60 for elderly and disabled passengers and those with Medicare cards. Children under the age of 6 years ride for free, and passengers may take up to three children on the bus fare-free. Passengers are able to purchase punch cards, daily passes and monthly passes at regular and discount rates. Punch cards offer a specific dollar value, either \$10 or \$20, with no discount available. Day passes can be purchased for \$3.00 (general public), \$2.50 (elderly/disabled) and \$2.00 (student). Monthly passes are available for \$40.00 for general public passengers, \$25.00 for elderly and disabled riders, and \$20.00 for students.

Fleet

SMAT utilizes a total of 17 vehicles for the local fixed routes, all of which are diesel fueled. All vehicles are 40 feet or less in length and are a “low floor” style. The local routes use Gillig vehicles.



Organizational / Staffing Structure

SMAT is part of the City of Santa Maria's Public Works Department. Under the Director of Public Works/City Engineer, staff includes a

Transit Services Manager and a Transit Technician. Contracted employees include a Transit Coordinator, Fleet Services Supervisor, clerical staff, mechanics and maintenance works, laborers, and dispatchers. There are a total of four full-time dispatchers dedicated to SMAT services. All vehicle maintenance and transit operations are directly carried out by the third-party contractor.

Ridership and Service Performance

In FY 2011, the City shifted its transfer location to the new downtown transit center and eliminated interlining, which required transfers to complete most trips and thereby inflated ridership numbers. Considering these changes, ridership on the SMAT system has remained relatively stable over the five-year period. Service levels have experienced little change over the last five years. Figure 6 provides a graph of key SMAT performance trends. Table 5 provides more detail on SMAT's performance statistics.

Figure 6: SMAT Ridership and Service Trend

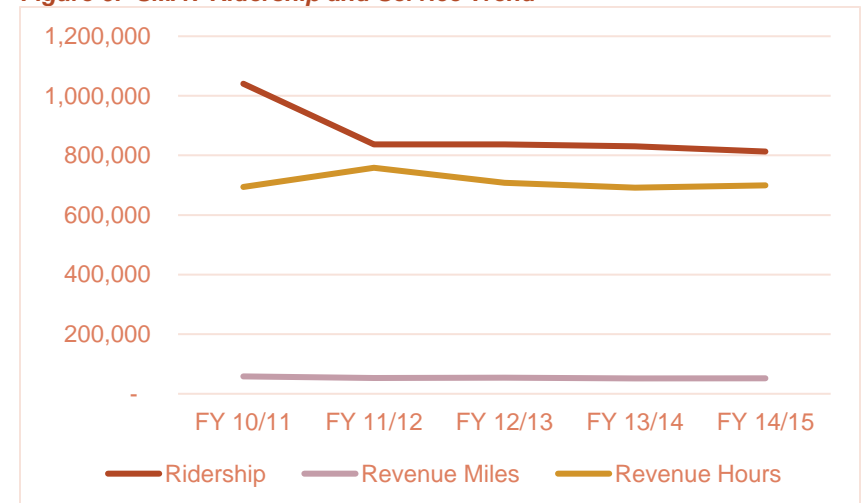


Table 5: SMAT Local Routes Performance Statistics⁶

Statistic	FY 10/11	FY 11/12	FY 12/13	FY 13/14	FY 14/15
Operating Cost	\$3,300,675*	\$2,770,274*	\$3,230,348*	\$3,285,897*	\$2,658,252*
Fare Revenue	\$825,383*	\$702,602	\$638,985*	\$662,814*	\$706,749*
Ridership	908,263*	842,827*	836,775	830,884	813,023
Revenue Hours	52,769*	54,424*	53,856	51,576*	52,082
Revenue Miles	691,287*	746,287*	708,663	691,736	699,182
Farebox Recovery Ratio	25%*	25%*	20%*	20%*	27%*

Santa Ynez Valley Transit

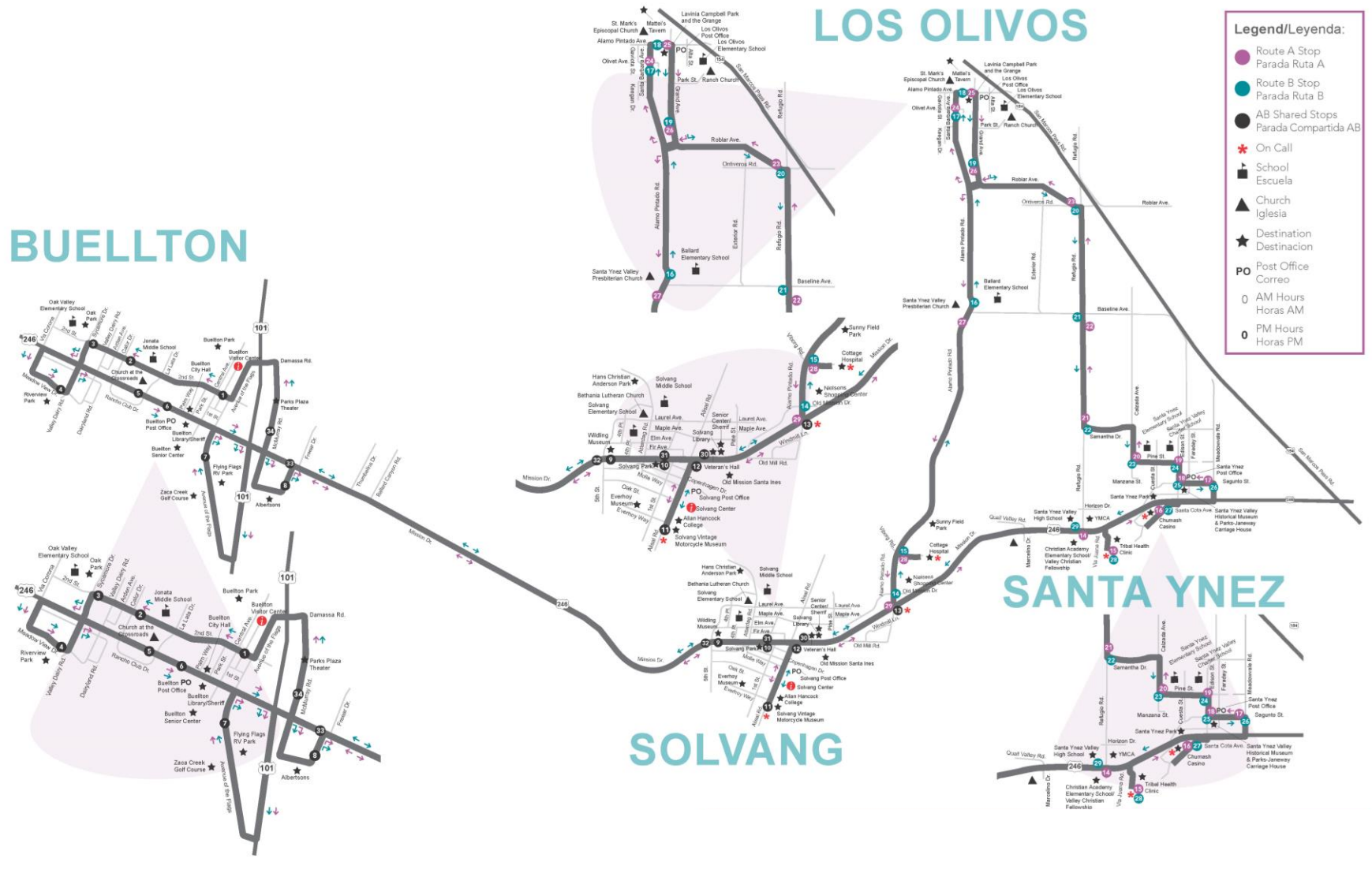
The Santa Ynez Valley Transit program is provided through an official Joint Powers Authority (JPA) with the Cities of Solvang and Buellton and the County of Santa Barbara, with the City of Solvang acting as the managing partner. The program includes two local routes that serve Solvang, Buellton, and the unincorporated Santa Ynez Valley.

Local service is provided through two routes, Route A and Route B, as shown in Figure 7. Both Route A and Route B serve the communities of Santa Ynez, Los Olivos, Solvang and Buellton six days per week,

Monday through Saturday. While both routes follow the same path, the direction of travel differs; Route A travels in a counter-clockwise direction and Route B in a clockwise direction. Service on Route A is offered between 7:00 AM and 6:20 PM on all service days, and Route B operates between 7:40 AM and 6:50 PM. The routes, while operating in different directions, end up combining to offer headways roughly every 40 minutes for the majority of the day, allowing passengers more options. Route A operates for a total of 12 vehicle hours per day, while Route B operates for 11 vehicle hours.

⁶ Figures are self-reported for the annual transit needs assessment processes with numerous amendments provided by the City of Santa Maria. An asterisk denotes an amended figure.

Figure 7: SYVT Service Map



Fares

General public fares on Santa Ynez Valley Transit are \$1.50 per one-way trip. Discount fares are offered, with senior fares at \$1.25 per one-way trip and \$0.75 per one-way trip for disabled passengers. Children under the age of 5 years ride for free. Ten-ride punch cards can be purchased for \$15.00 (general public) or \$12.50 (senior). No monthly or daily passes are offered.

Fleet

The Santa Ynez Valley Transit system has a total of five vehicles in the fleet, including one van used for ADA calls and four small buses, including one spare. All vehicles are wheelchair accessible and are gasoline powered.

Organization / Staffing Structure

A Joint Powers Agreement (JPA) was formed between the City of Buellton, City of Solvang, and County of Santa Barbara to provide transit services. The City of Solvang serves as the “JPA Managing Partner” overseeing the program. General transit planning functions, including transit planning, grant applications and over planning-level duties are carried out by a transit consultant (Moore and Associates). The actual operations of the program are overseen by a contractor. This contract includes management of drivers and dispatch activities under the Project Manager. Administrative staff for the transit program includes one part-time Project Manager, one part-time dispatcher and one full-time receptionist.

Ridership and Service Performance

Since FY 11/12, SYVT has employed a consistent level of service, however, over the last five years the system has lost about 20 percent of its ridership. Four of the five most recent years for which data is available, demonstrated year over year ridership losses. Figure 8 provides a graph of performance trends. Table 6 provides additional detail on SYVT’s performance statistics.

Figure 8: SYVT Ridership and Service Trend

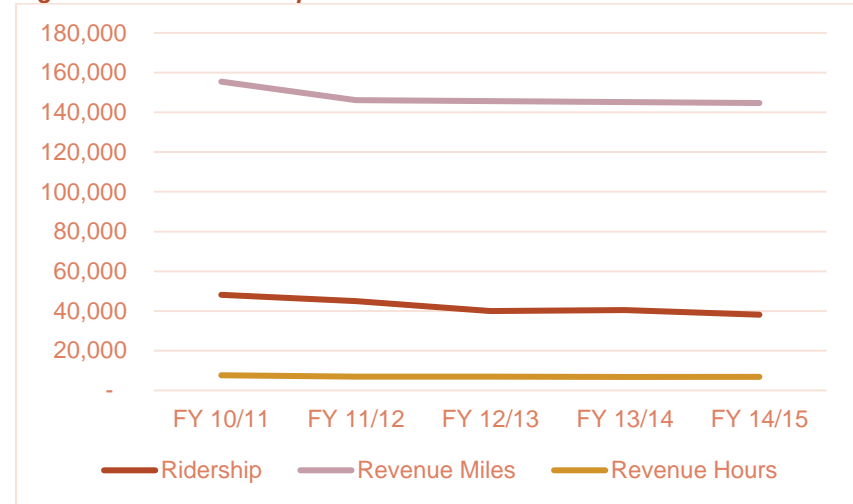


Table 6: SYVT Performance Statistics⁷

Statistic	FY 10/11	FY 11/12	FY 12/13	FY 13/14	FY 14/15
Operating Cost	\$456,438	\$646,047	\$478,832	\$517,057	\$462,892
Fare Revenue (w/ local funds)⁸	\$64,323	\$73,161	\$50,579	\$44,164	\$51,137
Ridership	48,141	44,918	40,028	40,469	38,130
Revenue Hours	7,638	6,907	6,885	6,863	6,841
Revenue Miles	155,464	146,132	145,656	145,180	144,704
Farebox Recovery Ratio (w/ local funds)	14%	11%	11%	9%	11%

Regional Services

Regional services are those services that provide public transportation services between the North County population centers. There are four regional services operating in the North County.

Breeze Bus

The Breeze service, which consists of two routes (Route 100 and Route 200), is the regional commuter service operated by SMAT. Route 100 provides service from Santa Maria to Vandenberg Air Force Base / Lompoc, while Route 200 connects Santa Maria to Los Alamos, Solvang and Buellton. The Route 200 route began service in January 2013, and replaced the Los Alamos Shuttle service (not included in this review). Figure 9 illustrates the service area of both regional routes.

Both Breeze routes are administered by SMAT and operated by SMAT's contractor.

Route 100

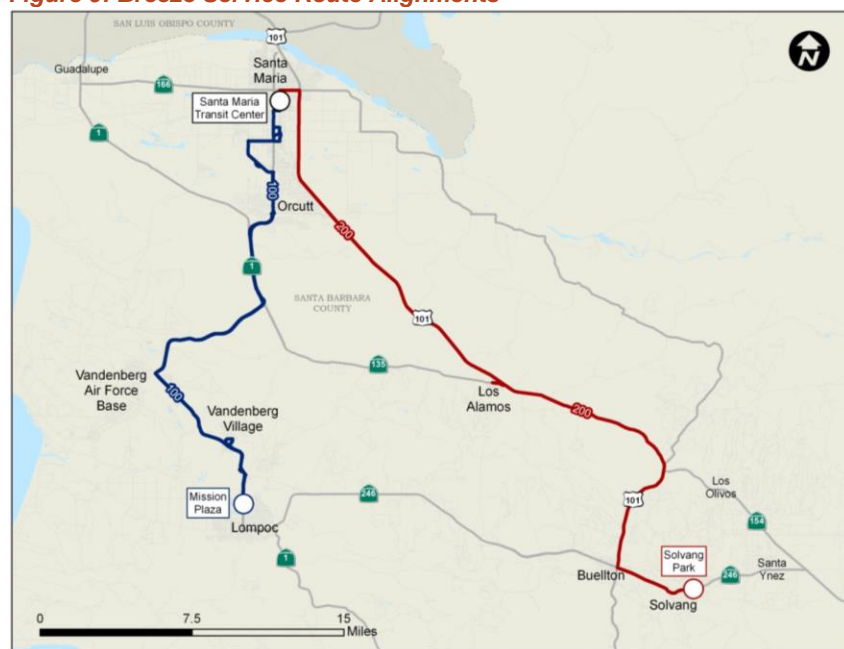
Route 100 began service in May 2005 as simply the Breeze. It was renamed Route 100 when the Route 200 was implemented in 2013. The creation of Route 100 was a direct response to public input received during the unmet transit needs process. The request for service was found to be an unmet transit need that was reasonable to meet in the 2003 Transportation Needs Analysis process. The service is operated per a memorandum of understanding between the cities of Lompoc and Santa Maria, and the County of Santa Barbara.

⁷ Figures are self-reported for the annual transit needs assessment processes.

⁸ In FYs 11/12, 12/13, and 14/15 a Measure A farebox subsidy was used to meet minimum TDA farebox requirements.

Route 100 operates Monday through Friday between the hours of 5:45 AM to 6:30 PM. Eight daily departures are offered in each direction, consisting of three in the morning and five in the afternoon. Departures from Santa Maria occur at 5:45 AM, 6:20 AM, 9:50 AM, 12:45 PM, 3:20 PM, 3:55 PM, 5:00 PM and 5:28 PM. Trips from Lompoc to Santa Maria are available through departures at 6:15 AM, 6:47 PM, 8:45 AM, 11:45 AM, 1:45 PM, 3:45 PM, 4:20 PM and 5:30 PM. This service operates a total of 19 vehicle service hours each day. Beginning in FY 16-17, Route 100 will begin offering Saturday service.

Figure 9: Breeze Service Route Alignments



Route 200

Route 200 was implemented in 2013 and provided the third leg to the North County regional services (the Wine Country Express serves the Lompoc to Buellton/Solvang corridor). Prior to Route 200 the Los Alamos Shuttle provided service between Los Alamos and Santa Maria, but there was no service between Los Alamos and

Buellton/Solvang. This service represents a repeated public request, though it had consistently been found to be not reasonable to meet in the context of the Transportation Needs Analysis process. The service is operated per a memorandum of understanding between the cities of Buellton, Solvang, and Santa Maria, and the County of Santa Barbara. SMAT administers the service and it is operated by SMAT's contractor.

Route 200 operates Monday through Friday between 5:35 AM and 7:13 PM. There are a total of four daily departures: three originating in Santa Maria and one originating in Buellton. Buses depart Santa Maria at 5:35 AM, 11:00 AM and 5:30 PM, while a bus departs Buellton, midday at 12:00 PM. In total, this route is in service roughly 5 vehicle hours per day. Beginning in FY 16-17, Route 200 will begin offering Saturday service.

Fares

For the Breeze service, one-way fares are \$2.00 for general public passengers and \$1.00 for discount passengers (elderly, disabled and Medicare). Ten-ride punch cards can be purchased for \$20.00 (general public) or \$10.00 (elderly/disabled), while monthly passes are available for \$75.00 (general public) or \$37.50 (elderly/disabled).

Fleet

SMAT maintains a fleet of five Breeze branded buses. One new bus is currently on order and awaiting delivery.

Organizational / Staffing Structure

The Breeze services are administered by SMAT and operated by SMAT's contractor. SMAT is part of the City of Santa Maria's Public Works Department. Under the Director of Public Works/City Engineer, staff includes a Transit Services Manager and a Transit Technician. The contractor provides Fleet Services Supervisor, clerical staff, mechanics and maintenance works, laborers and dispatchers. There are a total of 4 full-time dispatchers dedicated to SMAT/Breeze

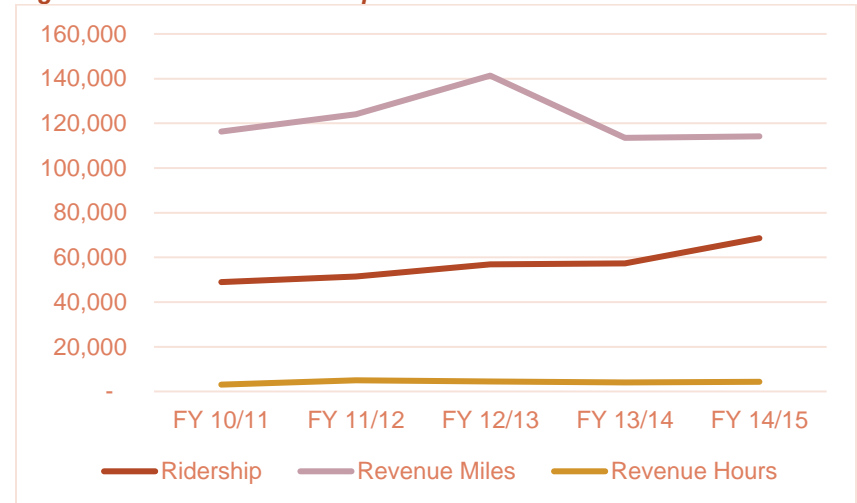
services. All vehicle maintenance and transit operations are directly carried out by the contractor.

Each Breeze route has a policy committee and a staff-level committee—technical committee for Route 100 and a working group for Route 200. The Route 100 policy committee is composed of Santa Barbara County Supervisors for the fourth and fifth districts, a Lompoc city council representative, and a Santa Maria city council representative; and its technical committee includes staff representatives from the cities of Lompoc and Santa Maria, Santa Barbara County, SBCAG, and Vandenberg Air Force Base. Breeze 200's policy committee is composed of a Santa Barbara County Supervisor (appointed by the Board of Supervisors), and city council representatives from the cities of Buellton, Santa Maria, and Solvang; and its working group includes staff representatives from the cities of Santa Maria, Buellton, and Solvang, the County of Santa Barbara, and SBCAG.

Ridership and Service Performance

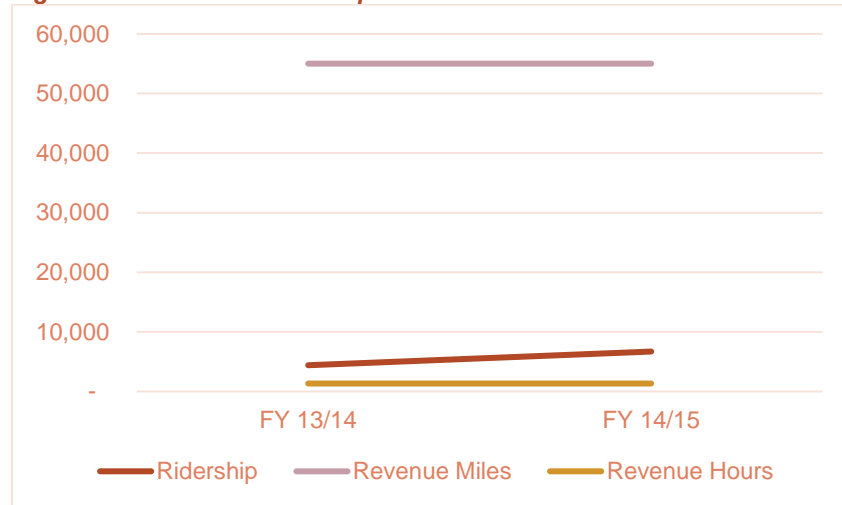
Route 100 is an established service with consistent year after year ridership growth over the previous five years. This growth is a strong indicator of demand for the service as revenue hours have remained stable over the five-year period. Figure 10 provide Route 100 performance trends.

Figure 10: Route 100 Ridership and Service Trend



Route 200 is a new service with only two years of performance statistics available. Though without sufficient data for a significant trend to be developed, the second year of service did see an improvement in ridership, though it is still less than 10 percent of its sister service. Figure 11 provides the available ridership and service data.

Figure 11: Route 200 Ridership and Service Trend



The following Table 7 provides performance statistics for the Breeze services.

Table 7: Breeze Service Performance Statistics (combined)⁹¹⁰

Statistic	FY 10/11	FY 11/12	FY 12/13	FY 13/14	FY 14/15
Operating Cost	\$658,889*	\$748,486*	\$714,401*	\$649,497*	\$488,467*
Fare Revenue	\$90,313*	\$106,168	\$110,299*	\$134,456*	\$130,603*
Ridership	48,946	51,462	56,885	61,637*	75,270*
Revenue Hours	3,896*	3,911*	4,435	5,322*	5,613*
Revenue Miles	114,604*	115,047*	141,330	168,514*	169,164*
Farebox Recovery Ratio	14%*	14%*	15%	21%*	27%*

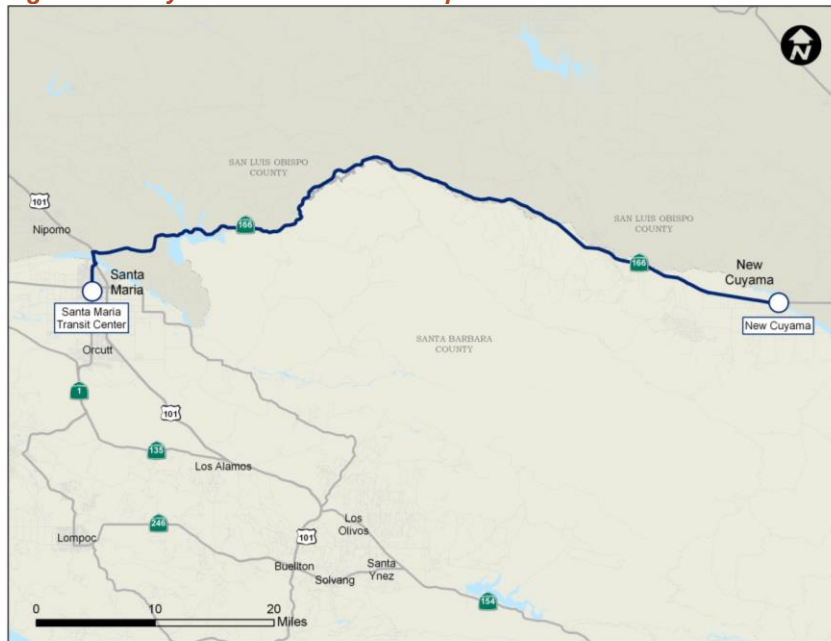
⁹ Route 200 began service in FY 13/14.

¹⁰ Figures are self-reported for the annual transit needs assessment processes with numerous amendments provided by the City of Santa Maria. An asterisk denotes an amended figure.

Cuyama Shuttle

Cuyama Transit provides “lifeline” transit service between New Cuyama and Santa Maria through a demand response system, as shown in Figure 12. A shuttle van operates twice per week, Tuesday and Thursday, from 9:00 AM to 6:00 PM. As this is not a fixed route, passengers can be picked up from any location in New Cuyama, including homes, and taken to destinations in Santa Maria. The service also offers medical prescription pick-ups for persons who cannot travel to Santa Maria. Passengers are also able to transfer to other local, regional and interregional services once they arrive in Santa Maria.

Figure 12: Cuyama Transit Service Map



Fares

Fares for the Cuyama service are \$6.00 per one-way trip for the general public and children. There are no punch cards, daily passes or monthly passes available for purchase.

Fleet

Cuyama Transit’s fleet consists of two vans that accommodate 14 passengers or fewer, both of which use gasoline. Neither of the vehicles are wheelchair accessible, therefore ADA passengers may not be able to use the service.

Organizational / Staffing Structure

The Cuyama Transit program is overseen by the County of Santa Barbara’s Public Works Department and until recently was operated and managed by the Cuyama Valley Recreation District. In the previous arrangement District employees would operate the service. Retirements of key personnel has forced County Public Works to have the service operated by First Transit out of Santa Maria. This has increased the cost of the service due to the extensive amounts of non-revenue miles necessary to reach the Cuyama Valley. County Public Works is currently seeking a long-term solution to lower the service’s costs.

Ridership and Service Performance

Ridership on the Cuyama Transit route is low, though that can be expected with the limited service and the considerable distance involved. Over the last five years an average of 907 one-way passenger trips were provided annually. Highlighting the distance involved, and ultimately the high cost, an average of 21 revenue miles and 1.1 revenue hours were attributable to each passenger trip. Figure 13 provides a graph of Cuyama Transit’s recent ridership and service trend. Table 8 provides performance statistics.

Figure 13: Cuyama Transit Ridership and Service Trend

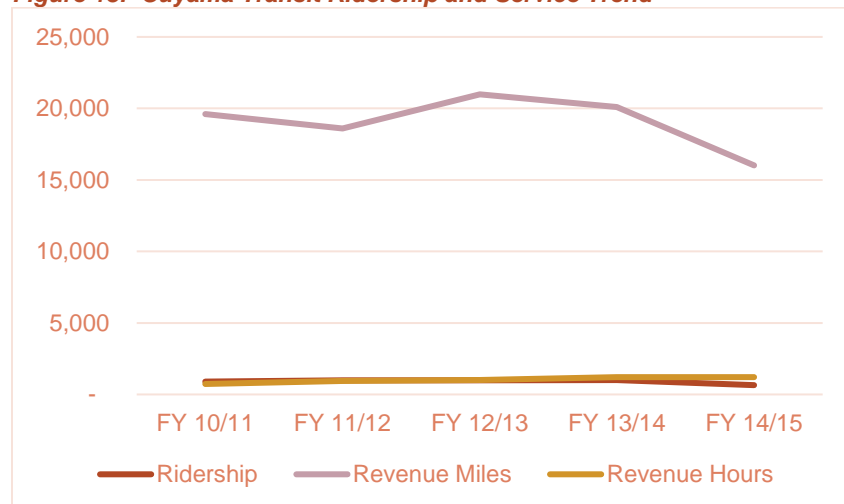


Table 8: Cuyama Transit Performance Statistics¹¹

Statistic	FY 10/11	FY 11/12	FY 12/13	FY 13/14	FY 14/15
Operating Cost	\$37,457	\$27,786	\$31,620	\$34,635	\$42,000
Fare Revenue	\$3,838	\$4,593	\$4,868	\$5,081	\$3,177
Ridership	906	997	978	1,005	651
Revenue Hours	732	940	1,017	1,210	1,210
Revenue Miles	19,598	18,608	20,986	20,105	16,017
Farebox Recovery Ratio	10%	17%	15%	15%	8%

¹¹ Figures are self-reported for the annual transit needs assessment processes.

Wine Country Express

COLT operates a fixed route regional service, the Wine Country Express, which links Lompoc with Buellton and Solvang. Service is offered Monday through Friday between 7:15 AM and 5:58 PM via three daily departures. Departures from Lompoc are at 7:15 AM, 1:00 PM and 4:45 PM, and each one-way trip takes roughly 35 minutes, for total of 3.5 vehicle service hours daily. Figure 14 shows the route and service area of the Wine Country Express.

Figure 14: Wine Country Express Service Map



The Wine Country Express service was implemented at the beginning of FY 08/09. Beginning in FY 16-17 the Wine Country Express will begin offering Saturday service.

Fares

Fares for the Wine Country Express are \$2.00 one-way for the general public and \$1.00 for discount passengers (elderly and disabled, but not

Medicare card holders). There are no passes available for purchase, nor do children ride free.

Fleet

The City of Lompoc's transit fleet consists of a total of 14 vehicles, including 13 small buses (less than 40 feet in length) and one van. All of the small buses are fueled by diesel, while the van has a gasoline engine. This fleet is used for all of the local, regional and interregional routes, though two buses have been branded with the Wine Country Express logo.

Organization / Staffing Structure

Similar to the Breeze services, the Wine Country Express is operated by an agreement defined by a memorandum of understanding (MOU). For the Wine Country Express, the MOU partners include the cities of Lompoc, Buellton, and Solvang, and the County of Santa Barbara. The City of Lompoc is the administering partner.

The City of Lompoc oversees the transit program through the Department of Public Works, while actual services are provided through a contract. City staff consists of the Aviation / Transportation Administrator and maintenance staff only. The driver and dispatch staffing for transit services in Lompoc is provided through a contractor, including one full-time manager, one full-time and one part-time dispatcher, and one full-time clerical position. This staffing structure is inclusive of all COLT services.

A Technical Committee composed of staff representatives of the cities of Lompoc, Buellton, and Solvang, the County of Santa Barbara, and SBCAG meet semi-annually to review service performance and consider changes. The policy board is the City of Lompoc City Council.

Ridership and Service Performance

For a service providing only three roundtrips per day, the ridership on the Wine Country Express is strong and has grown nearly 20 percent over the last five years. Figure 15 provides a graphical representation of ridership and service trends. Table 9 provides performance statistics.

Figure 15: Wine Country Express Ridership and Service Trend

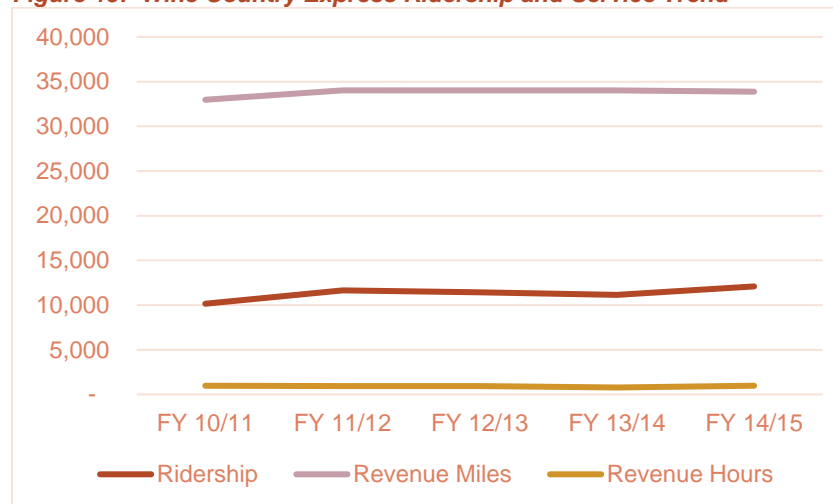


Table 9: Wine Country Express Performance Statistics¹²

Statistic	FY 10/11	FY 11/12	FY 12/13	FY 13/14	FY 14/15
Operating Cost	\$59,299	\$60,308	\$60,133	\$55,458	\$73,953
Fare Revenue ¹³ (w/ local funds)	\$19,791	\$20,719	\$22,886	\$22,000	\$24,774
Ridership	10,151	11,639	11,443	11,124	12,086
Revenue Hours	961	941	944	780	976
Revenue Miles	32,970	34,020	5,789	23,000	33,885
Farebox Recovery Ratio (w/ local funds)	33%	34%	38%	40%	50%

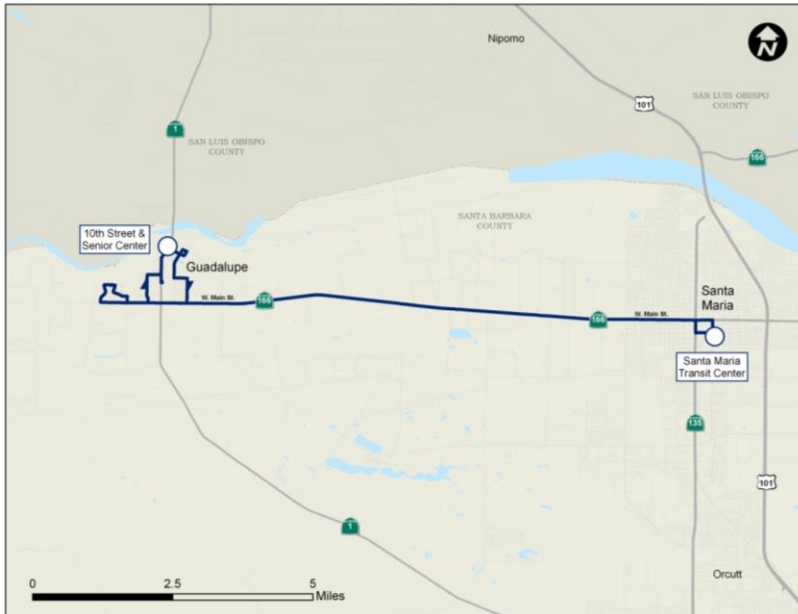
¹² Figures are self-reported for the annual transit needs assessment processes.

¹³ In FY 14/15 a Measure A farebox subsidy was provided to the service.

Guadalupe Flyer

The Guadalupe Flyer is regional route offering service between the Guadalupe and Santa Maria. The service operates Monday through Saturday, on hourly headways, between 6:15 AM and 7:50 PM, and on Sundays, between 8:45 AM and 6:35 PM. Expanded Saturday service and Sunday service began in FY 15/16. In total, the route is in service for 16.5 hours each, Monday through Saturday and 9 hours on Sunday. Figure 16 shows the Guadalupe Flyer route.

Figure 16: Guadalupe Flyer Route Map



Fares

Fares for the Guadalupe Flyer are \$1.50 for general public passengers and \$1.00 for elderly, disabled and students. Monthly passes are available for purchase at \$45.00 (general public) or \$25.00 (elderly, disabled and students). As with the Shuttle, children under the age of 6 years ride for free.

Fleet

Guadalupe Transit's fleet includes a total of four vehicles needed to operate both the Flyer and Shuttle services. The smaller ADA van is used for ADA calls on both services. One of the small buses is used for the Flyer service, another for the Shuttle and the third is back-up for both routes. The vehicle designated for the Shuttle service is a 40-foot vehicle. All buses are diesel fuel, while the van is a gasoline powered.



Guadalupe Transit Flyer and Shuttle Bus

Organizational / Staffing Structure

The City of Guadalupe runs the transit program through the City Finance Manager, who oversees the contract with the transit service provider. The contracted operations manager is responsible for most staff, including the office manager, route specialist and fleet mechanics. Other required staff includes dispatchers (3 part-time positions) and administrative staff (3 part-time positions, shared as dispatchers).

Ridership and Service Performance

Ridership on the Flyer is strong, though declining over the five-year analysis period, losing 7.3 percent of its ridership. Service levels have remained stable over the analysis period, however, the period does not include the service expansion, extended Saturday and new Sunday service, which went into effect in FY 15/16. Figure 17 provides a graphical representation of ridership and service trends. Table 10 provides performance statistics.

Figure 17: Guadalupe Flyer Ridership and Service Trend

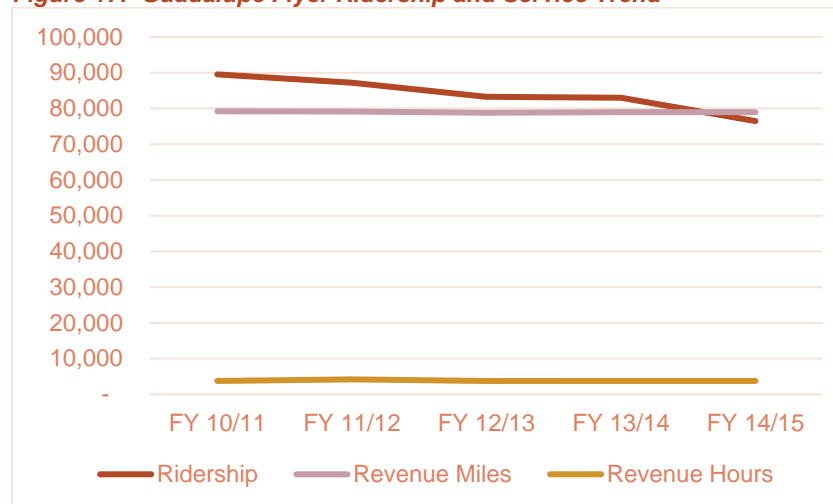


Table 10: Guadalupe Flyer Performance Statistics¹⁴

Statistic	FY 10/11	FY 11/12	FY 12/13	FY 13/14	FY 14/15
Operating Cost	\$247,039	\$265,361	\$258,653 ¹⁵	\$329,287	\$304,593
Fare Revenue	\$92,492	\$87,783	\$85,232 ¹⁶	\$89,355	\$76,098
Ridership	89,520	87,160	83,215	83,017	76,466
Revenue Hours	3,784	4,216	3,764	3,772	3,772
Revenue Miles	79,206	79,122	78,791	78,958	78,959
Farebox Recovery Ratio	37%	33%	33%	27%	25%

¹⁴ Figures are self-reported for the annual transit needs assessment processes

¹⁵ Figure revised by Guadalupe Transit administration from \$247,350.

¹⁶ Figure revised by Guadalupe Transit administration from \$84,329.

Interregional Services

Interregional services provide public transportation service between the North County and neighboring regions: Southern Santa Barbara County or San Luis Obispo County. There are three interregional services.

Clean Air Express

The Clean Air Express (CAE) is a commuter service offered through SBCAG and the local jurisdictions within the North County area. Prior to Fiscal Year 2013 / 2014, the services were operated by SMAT. The City of Lompoc took over management of the service beginning in Fiscal Year 2013 / 14. The service is funded entirely by farebox revenues and a Measure A subsidy from the North County Interregional Transit Program.

The Clean Air Express provides commuter service Monday through Friday. In total, there are 13 daily roundtrips within the Clean Air Express program providing commuter service shown graphically in Figure 18. There is also one Saturday service which focuses on tourism (not mapped).

- Lompoc to Santa Barbara – two daily roundtrips (M-F)
- Lompoc to Goleta – five daily roundtrips (M-F)
- Santa Maria to Goleta – three daily roundtrips (M-F)
- Santa Maria to Santa Barbara – two daily roundtrips (M-F)
- Santa Ynez Valley to Goleta and Santa Barbara – one daily roundtrip (M-F)
- Santa Ynez Valley to Santa Barbara – two daily roundtrips (Saturday)

Figure 18: Clean Air Express Route Map



Fares

Fares for the Clean Air Express services are \$7.00 for a one-way trip, regardless of the route. There are no discounts available for one-way fares. Ten-ride punch cards are available for \$50.00, which offer a discount compared with \$70.00 for ten rides paying each individual one-way fare. Additionally, monthly passes can be purchased for \$150.00.

Fleet

There are a total of 17 vehicles used for the service. Fourteen of the vehicles are 45 foot buses and one 40 foot bus. All vehicles run on diesel fuel. The fleet is owned by SBCAG and the City of Lompoc, and maintained by the City of Lompoc under the current agreement. SBCAG also covers the fueling for the vehicles. The vehicles have free WiFi access, but do not have restrooms on board.

Organizational / Staffing Structure

The Clean Air Express is overseen by SBCAG, however the actual operations are contracted. Currently, operations are provided through an agreement with the City of Lompoc, which administers the service through a contractor. The vehicles are owned by SBCAG and the City of Lompoc. Lompoc's contractor manages the daily operations of the service, including dispatchers and drivers, while the City of Lompoc maintains the vehicles and SBCAG provides the fueling.

Ridership and Service Performance

The ridership on the Clean Air Express is strong and has experienced a roughly 12 percent gain over the five year analysis period. Service levels have remained relatively stable, through a new Saturday service between the Santa Ynez Valley and Santa Barbara was implemented in FY 15/16 (data not available). Figure 19 provides a graphical representation of ridership and service trends. Table 11 provides performance statistics.

Figure 19: Clean Air Express Ridership and Service Trend

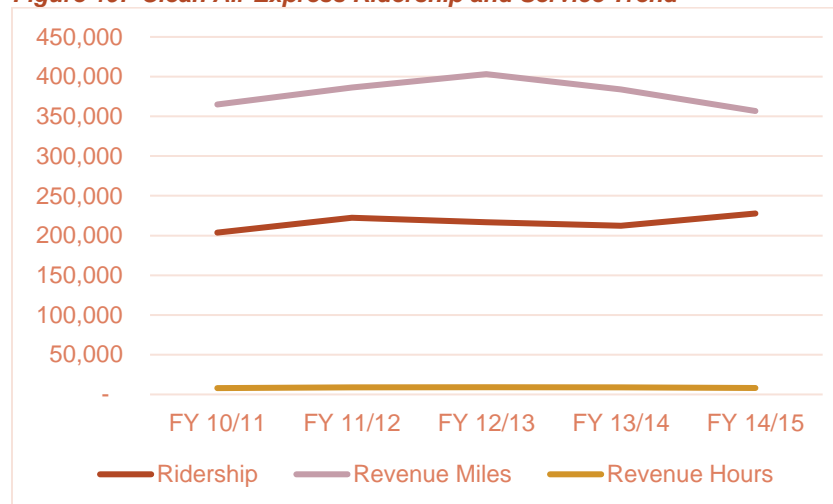


Table 11: Clean Air Express Performance Statistics¹⁷¹⁸

Statistic	FY 10/11	FY 11/12	FY 12/13	FY 13/14	FY 14/15
Operating Cost	\$1,244,000	\$1,485,375	\$1,436,034	\$1,194,733	\$1,185,093
Fare Revenue	\$992,948	\$1,045,068	\$1,128,481	\$1,064,063	\$937,385
Ridership	203,695	222,432	216,932	212,211	227,770
Revenue Hours	8,000	8,909	9,097	9,030	8,282
Revenue Miles	365,000	386,463	403,172	383,773	356,751
Farebox Recovery Ratio	80%	70%	79%	89%	79%

¹⁷ Figures are self-reported for the annual transit needs assessment processes.

¹⁸ As Santa Ynez Valley/Santa Barbara Saturday service began in FY 15/16, it is not accounted for in any of the provided statistics.

COLT Santa Barbara Shuttle

COLT operates the Santa Barbara Shuttle fixed-route service twice per week, Tuesdays and Thursdays, which provides service between Mission Plaza in Lompoc and the MTD transit center in Santa Barbara. The service provides one roundtrip departing Lompoc at 8:30 AM and departs Santa Barbara in the afternoon at 3:30 PM. Passenger reservations are required for the service and space is limited. Figure 20 provides the shuttle's service map.

Figure 20: COLT Santa Barbara Shuttle Service Map



Fares

Passengers on the COLT Santa Barbara Shuttle pay a fare of \$7.00 one-way, with no discount fares offered.

Fleet

The City of Lompoc's transit fleet consists of a total of 14 vehicles, including 13 small buses (less than 40 feet in length) and one van. All

of the small buses are fueled by diesel, while the van has a gasoline engine. This fleet is used for all of the local, regional and interregional routes.

Organizational / Staffing Structure

The City of Lompoc oversees the transit program through the Department of Public Works, while actual services are provided through a contractor. City staff consists of the Aviation / Transportation Administrator, a part-time office staff assistant, and maintenance staff only. The administrative staffing for transit services in Lompoc is provided through the contractor, including one full-time manager, one full-time and one part-time dispatcher, and one full-time clerical position. This staffing structure is inclusive of all COLT services – local, Wine Country Express and the Santa Barbara Shuttle.

Ridership and Service Performance

The ridership on the COLT Santa Barbara Shuttle is low compared to most other transit routes in the North County, however that is to be expected with its limited service. It is more comparable to the Cuyama Transit route than any other North County transit route. Over the five year analysis period, and assuming 104 service days per year, each trip carried an average of 6.6 passengers. Similar to the Cuyama Transit service, the cost per passenger is high, as is illustrated by the roughly 10.3 miles and 0.65 hours of service attributable to each passenger. Figure 21 provides a graphical representation of ridership and service trends. Table 12 provides performance statistics.

Figure 21: COLT Santa Barbara Shuttle Ridership and Service Trend

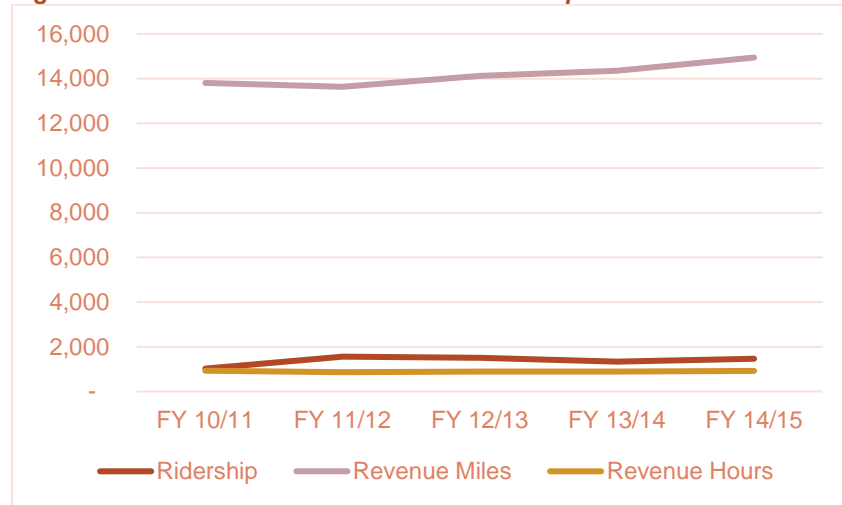


Table 12: COLT Santa Barbara Shuttle Performance Statistics¹⁹

Statistic	FY 10/11	FY 11/12	FY 12/13	FY 13/14	FY 14/15
Operating Cost	\$57,931	\$54,269	\$57,012	\$62,995	\$68,166
Fare Revenue	\$5,814	\$9,708	\$9,024	\$8,016	\$8,760
Ridership	1,021	1,557	1,504	1,336	1,460
Revenue Hours	927	861	895	886	914
Revenue Miles	13,808	13,635	14,124	14,354	14,943
Farebox Recovery Ratio	10%	18%	16%	13%	13%

¹⁹ Figures are self-reported for the annual transit needs assessment processes.

SLORTA Route 10

The San Luis Obispo Regional Transportation Authority (SLORTA) operates a number of regional routes throughout San Luis Obispo County, north of Santa Barbara County, including Route 10 that serves the Study Area. Route 10 connects San Luis Obispo with Santa Maria via the Highway 101 corridor, as shown in Figure 22. The route serves San Luis Obispo, Pismo Beach, Arroyo Grande, Nipomo and Santa Maria. The route operates on hourly headways Monday through Sunday with four added peak period runs to meet the higher demand. Service is offered from 5:45 AM to 9:43 PM on weekdays, 7:14 AM to 8:43 PM on Saturdays and 8:14 AM to 6:43 PM on Sundays.

On weekdays, Route 10 operates for a total of 19 vehicle hours using 3 peak vehicles. Saturday services are operated with just over 12 vehicle hours and on Sundays with just over 9 vehicle hours.

Figure 22: SLORTA Route 10 Service Map



Fares

Fares on Route 10 vary depending on trip origin/destination. For trips between Santa Maria and San Luis Obispo, the fare is \$3.00 one-way for general public and \$1.50 for elderly, disabled, Medicare card holders and children. Additional fares applicable to the Study Area include \$2.50 between Pismo Beach / Arroyo Grande and Santa Maria, \$2.00 between Nipomo and Santa Maria, and \$1.50 within Santa Maria. Discount fares for each are one-half the general public fare. Day passes are available for \$5.00, monthly base-fare passes are \$44.00 (general public) or \$22.00 (discount fare passengers), and monthly inter-county transfer passes are \$64.00 (general public) or \$32.00 (discount fare passengers). Since August 2014 SLORTA passes have been available for sale at the Santa Maria Transit Center.

Fleet

Specific to Route 10, the SLORTA dedicates five vehicles to the service. Most vehicles are 40-foot diesel fueled vehicles, and are a mix between both low-floor and high-floor models that are typical for commuter or interregional services. SLORTA began using 57-passenger over-the-road coaches for peak weekday travel periods in March 2016.

Organizational / Staffing Structure

SLORTA is a Joint Powers Authority (JPA) of numerous San Luis Obispo County jurisdictions tasked with providing transit services. The JPA has a Board of Directors consisting of city representatives and the county supervisors. SLORTA maintains a staff for all aspects of managing, planning, and operating its transit services.

Ridership and Service Performance

The ridership of SLORTA Route 10 is strong. While there have been fluctuations in ridership over the last five years, the overall trend is positive. The service was enhanced in FY 11/12 and has held steady since. Figure 23 provides a graphical representation of ridership and service trends. Table 13 provides performance statistics.

Figure 23: SLORTA Route 10 Ridership and Service Trend

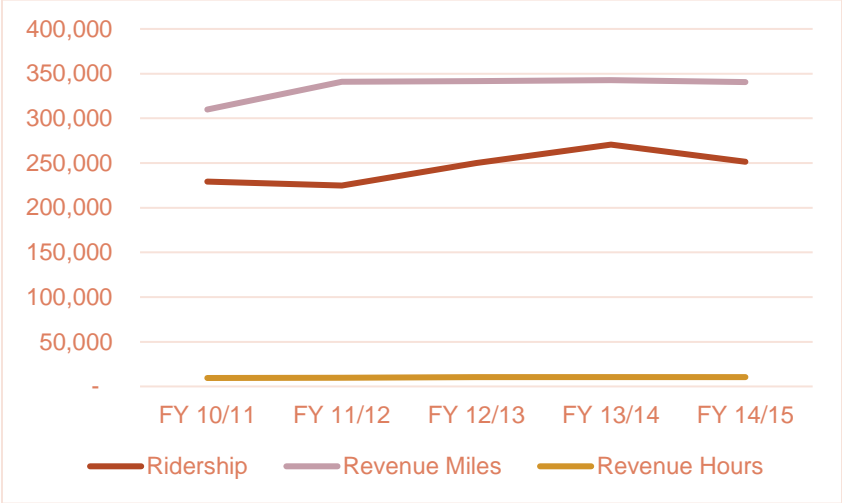


Table 13: SLORTA Route 10 Performance Statistics²⁰

Statistic	FY 10/11	FY 11/12	FY 12/13	FY 13/14	FY 14/15
Operating Cost	\$1,178,831	\$1,204,665	\$1,301,041	\$1,308,945	\$1,354,836
Fare Revenue	\$368,119	\$366,162	\$407,382	\$441,977	\$376,155
Ridership	229,186	224,763	250,018	270,562	251,310
Revenue Hours	9,454	9,737	10,439	10,469	10,408
Revenue Miles	309,841	341,055	341,685	342,688	340,681
Farebox Recovery Ratio	31%	30%	31%	33%	27%

²⁰ Figures as provided by the San Luis Obispo Regional Transit Authority.

Summary of North County Public Transportation Services

The North County is served by a variety of transit providers providing local, regional, and interregional services, when combined, offering in excess of 1.6 million one-way trips per year. Figure 24 provides the combined ridership and service trends, similar to what has been presented for each provider above. The remainder of this section provides a variety of tables to highlight trends and statistics by scale.

Figure 24: North County Ridership and Service Trend

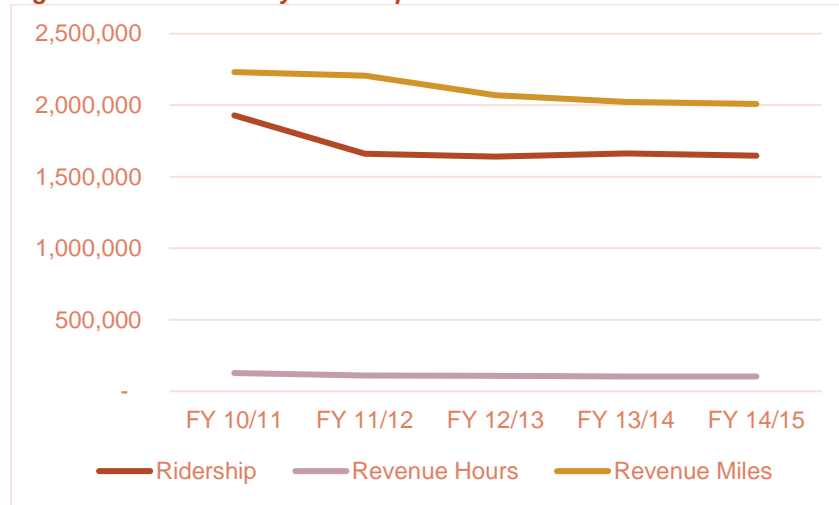


Figure 25: North County Ridership Trend by Scale²¹

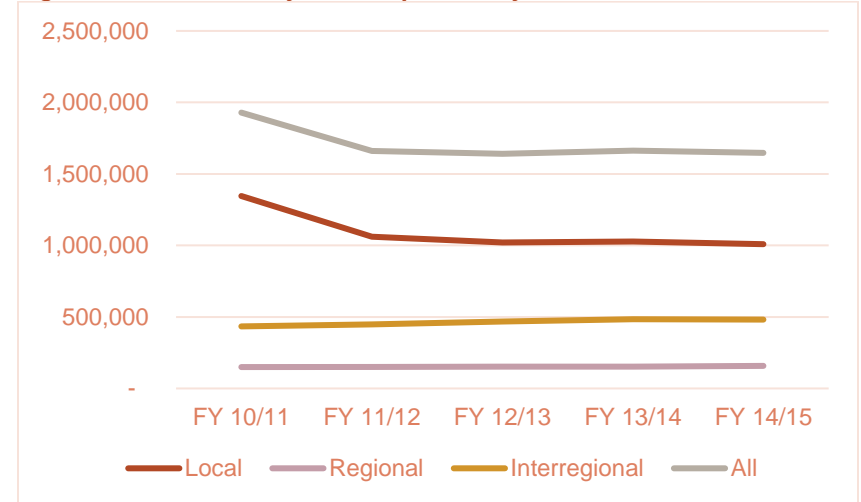
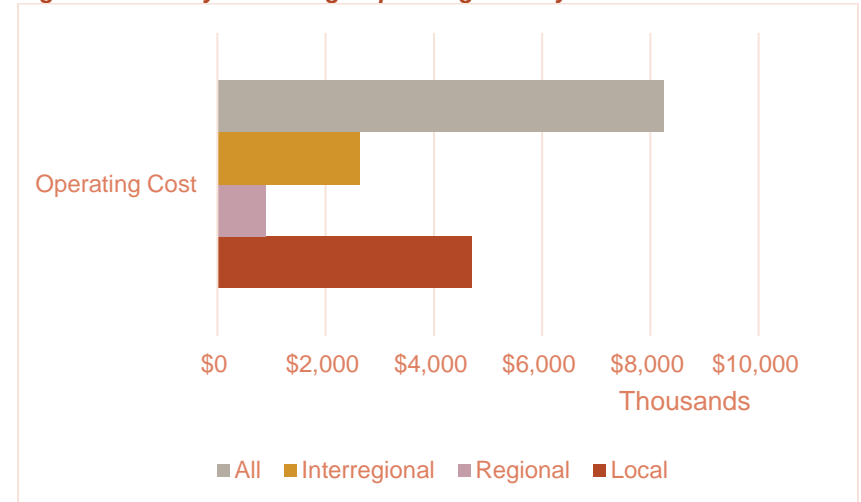


Figure 26: Five-year Average Operating Cost by Scale



²¹ Service realignments, particularly for local services reduce passenger transfers and result in lower ridership numbers.

Figure 27: Five-year Average Revenue Miles by Scale

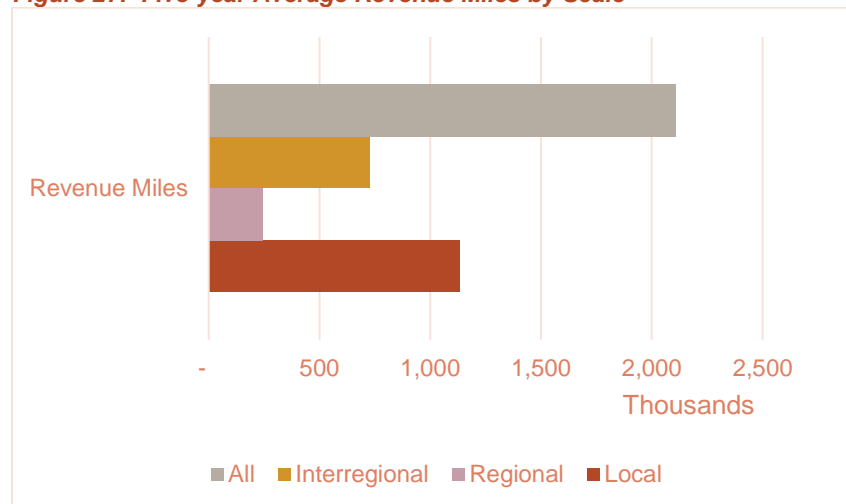


Figure 29: Five-year Average Ridership by Scale

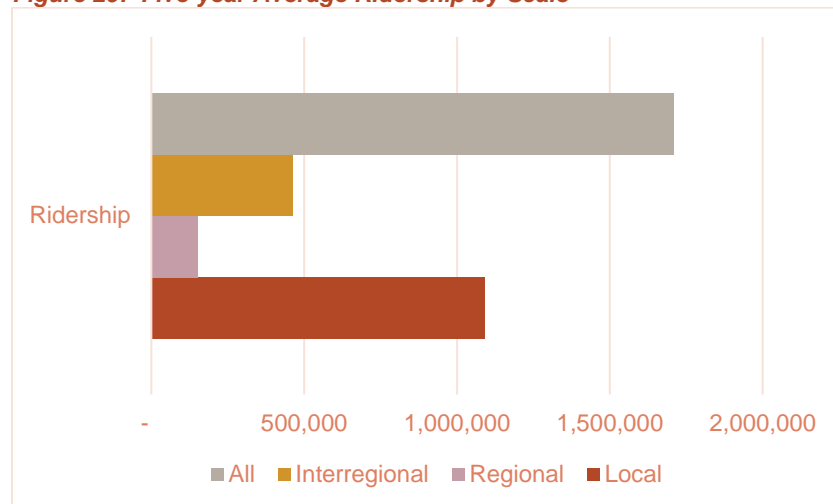


Figure 28: Five-year Average Revenue Hours by Scale

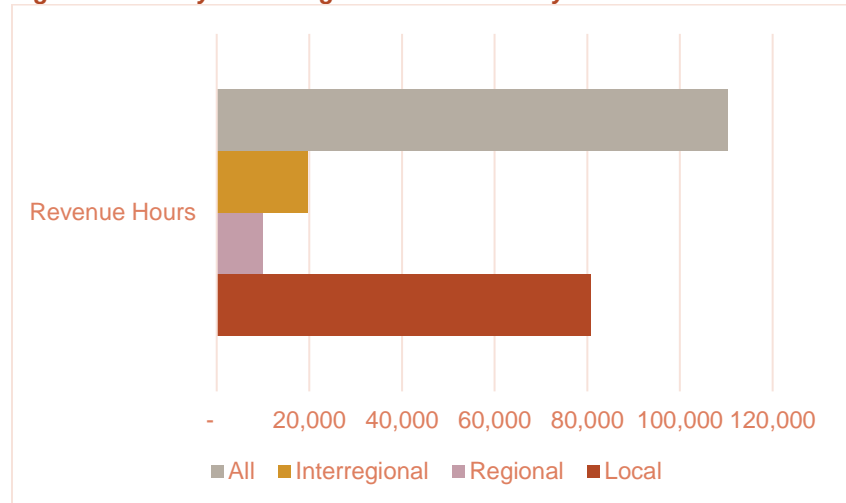
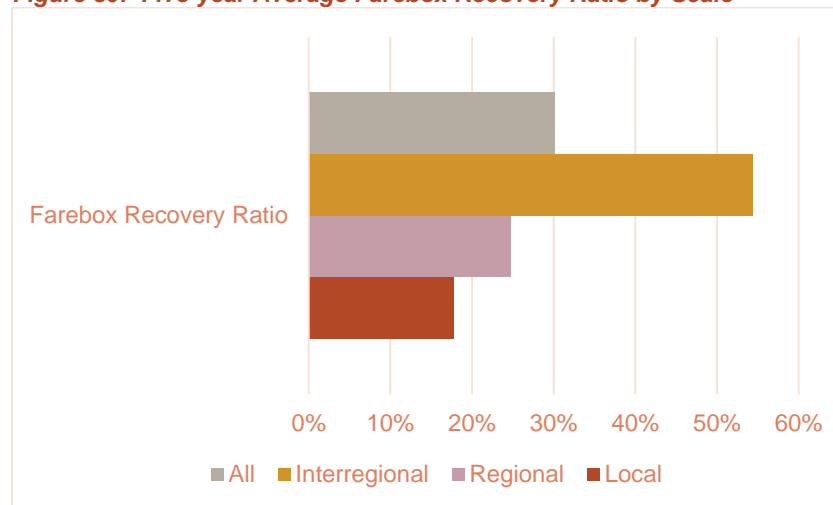
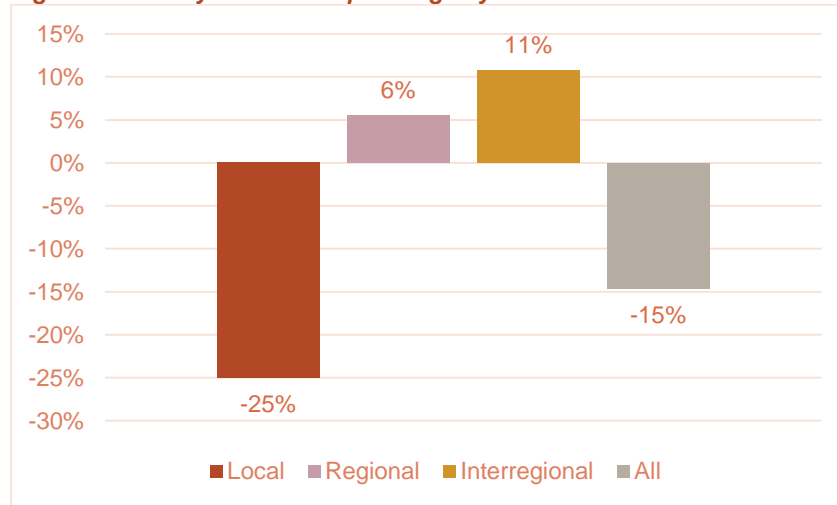


Figure 30: Five-year Average Farebox Recovery Ratio by Scale



The statistics show that the local services provide considerably more service than the regional and interregional services, as is demonstrated by the operating costs, number of revenue hours, and the number of revenue miles. The local services also provide the largest number of passenger trips in the North County with an average of nearly 1.1 million passenger trips per year.

Figure 31: Five-year Ridership Change by Scale



Specialized Services

Though the North County Transit Plan does not address specialized transit services, an overview of their functions is provided.

Consolidated Transportation Service Agency (CTSA)

A CTSA is a designated organization tasked with facilitating transportation for low-mobility groups. In the Santa Barbara County Region there are two CTSA's: EZLIFT serving the South Coast and SMOOTH, Inc. serving the North County. CTSA's consolidate the transportation needs of social service providers so that the needs can be satisfied at a lower cost than would be possible if each social service provider provided its own transportation. Through their

designations, a portion of the region's Transportation Development Act funding is allocated for them to carry out their work.

In the North County, SMOOTH Inc. serves as the CTSA, and also has a non-profit aspect which provides for mobility needs using private funding. A variety of services are offered, including door-to-door service for medical appointments and dial-a-ride service for non-medical trips. All of their services has some type of qualifier, such as age, for their use.

ADA Dial-a-Ride Services

The American's with Disabilities Act (ADA) requires transit providers to provide a comparable service for disabled persons. Patrons must be certified by their physician as in need of the service to qualify. ADA dial-a-ride services typically serve the same geographic area as their fixed-route service, require advanced reservations, and are priced differently than the fixed-route services. Santa Ynez Valley Transit permits persons aged 60 years or older to use its service regardless of disability status.

Chumash Resort Shuttle

The Chumash Casino Resort, located in Santa Ynez, provides shuttle service for resort patrons and employees. Between one and three roundtrips, depending on the day of the week, are provided between the resort and Lompoc, Santa Maria, and a variety of locations outside of the North County study area. Within Santa Barbara County the shuttle operates free of charge, though non-employees are required to have a Club Chumash Card. Most resort employees are required to use the shuttle service.

Private Services

Taxis

Taxi cab companies provide service in urban areas throughout the North County. Taxis may be summoned by a potential passenger flagging a taxi curbside, or by calling a dispatcher. The service area of a taxi may not be limited, though long distance trips may be cost prohibitive. Fares may be paid at the time of service with cash or credit/debit cards.

Amtrak

Amtrak serves stations throughout the North County with both train and bus service allowing regional access for passengers to Northern California, Los Angeles, San Diego, and beyond. The major Amtrak service offered in the area is the Pacific Surfliner, connecting San Luis Obispo through Los Angeles to San Diego. The train stops in Guadalupe, Surf/Lompoc, and several South Coast locations. Amtrak bus service is offered in Santa Maria, Lompoc, Buellton, and Solvang, connecting passengers to the train at Santa Barbara. Two daily trains provide northbound and southbound service to Guadalupe and Surf/Lompoc while bus trips provide service to the remaining stops in both directions. Fares vary based on distance traveled.

The Coast Starlight also travels through the corridor providing service from Seattle to Los Angeles. The nearest stops to the North County are Santa Barbara and San Luis Obispo. One train travels daily in each direction on the Coast Starlight.

Greyhound

Greyhound provides a nationwide bus service allowing North County residents greater access to destinations in California and throughout the United States. Greyhound has a ticket office and station in Santa Maria on Cypress Street. There is also a stop location along Orcutt-Garey Road.

Shuttles

Shuttles serve specific purposes, such as transporting people to and from airports. A variety of private companies provide the North County with shuttle service to Santa Barbara, Burbank, and Los Angeles airports. Several also serve the Port of Long Beach for cruise ship passengers. Additionally, medical centers, youth organizations, churches, and other organizations operate shuttles to serve their unique needs.

Transportation Network Companies (TNC)

TNCs, such as Uber and Lyft, are a recent phenomenon which have been successful in providing convenient door-to-door services across wide geographic areas at all times of the day and night, similar to taxi cabs. TNCs differ from taxis due to their use of personal automobiles, smartphone application summoning and dispatching, and online payments. As these companies are still in their infancy, the full impact on transportation in the North County has yet to be seen.

Existing Condition Conclusion

Northern Santa Barbara County is served by a variety of local, regional, and interregional transit services. Local services are largely managed by the host jurisdiction and operated by a private operator. The County of Santa Barbara partners with all local systems, except Guadalupe for service in the surrounding unincorporated areas. Regional services include Breeze Routes 100 and 200 and COLT Wine Country Express. Interregional services are comprised of the COLT Santa Barbara Shuttle, the Clean Air Express, and the SLORTA Route 10, and are complemented by several private service options. Only the Santa Barbara Shuttle is managed at the local level. In addition to the public transportation options in the North County, the area is served by Amtrak, Greyhound, and other private services which serve local, regional, and national locations.

CHAPTER 3:

Demographic Overview

Introduction

Public transit, particularly regional transit, needs to serve a wide range of users, including seniors, low-income residents, young people, commuters and persons without other transportation options. Transit-dependent persons need transportation for many different reasons. They may need transportation to get to medical appointments and places of employment, access social service programs and educational opportunities, or simply to run errands. Transportation for the elderly is important to help them maintain independence and quality of life after losing the ability to drive. Senior citizens may be unable to access quality of life venues and opportunities for meaningful social interaction if transportation is insufficient. Many young people need transportation to before-and after-school activities. Families may be unable to provide this transportation either because they do not have a vehicle or because they have work or other obligations. A survey of social service agencies conducted during the preparation of Transportation Connections: Coordinated Public Transit-Human Services Transportation Plan for Santa Barbara County found that the top three transportation needs of social service agency clients, who are likely to be transit-dependent, are for medical appointments, social service appointments, and education.²²

Population and demographics are important factors indicating the need for transit services locally and regionally. The most recent Census includes some key indicators for transit needs, such as population

growth, youth and senior populations, household income, and automobile ownership. When evaluated in conjunction with one another, these indicators provide an overall representation of transit potential throughout the North County. The population centers of Lompoc, Solvang, Santa Maria, Guadalupe, and Santa Ynez clearly indicate transit-supportive characteristics and serve as the primary nodes for existing transit services in the North County. The City of Santa Maria is now the single most populous municipality in Santa Barbara County, while Vandenberg Air Force Base presents a unique case in that it includes housing and substantial employment in the North County, but is a secure military installation and not accessible to the general public.

Transit-Dependent Population Growth

Transit service demand increases with population growth. According to the 2010 Census, the population of Santa Barbara County is 423,895, with over half or 221,728 persons residing in the North County. Santa Maria has the largest population in the County, with 99,553 persons. The County's population is growing, with the North County growing more quickly than the South Coast. The Cities of Guadalupe, Buellton, and Santa Maria are expected to see the most forecast growth between 2010 and 2040. Santa Maria is expected to remain the largest city with a forecast growth of 42 percent over the 30-year period. Table 14 provides recent Census population figures for the North County, as well as the forecasted 2040 figures.

²² *Transportation Connections, Coordinated Public Transit-Human Services Transportation Plan for Santa Barbara County*, 2007, p. 34

Table 14: North County Population, 2000, 2010, and Forecast 2040²³

Jurisdiction	2000	2010	2040	2000-2010	2010-2040
City of Buellton	3,828	4,828	7,400	26%	53%
City of Guadalupe	5,659	7,080	9,660	25%	36%
City of Lompoc	41,103	42,434	47,720	3%	12%
City of Santa Maria	77,423	99,553	141,530	29%	42%
City of Solvang	5,332	5,245	5,960	-2%	14%
Total North County Cities	133,345	159,140	212,270	19%	33%
Uninc. Cuyama Area	1,349	1,245	1,510	-8%	21%
Uninc. Guadalupe Area	404	265	390	-34%	47%
Uninc. Lompoc Valley	17,198	15,308	18,950	-11%	24%
Uninc. Santa Maria Valley	33,350	33,173	39,830	-1%	20%
Uninc. Santa Ynez Valley	12,699	12,597	15,430	-1%	22%
Total Uninc. North County	65,000	62,588	76,110	-4%	22%
Total North County	198,345	221,728	288,380	12%	30%

Transit-Dependent: Youth and Elderly

As previously mentioned, the elderly and the young are more likely than the general population to be transit-dependent. A significant transit ridership group is children under 14. While young riders often rely heavily on local transit services, they use regional services less often because most of their activities, jobs and friends are located within the community where they live. Nevertheless, regional services can be valuable for after-school transportation and excursions to some of the county's largest shopping centers and other attractions in Santa Maria, Goleta and Santa Barbara. Young people (14 and under) account for approximately 19 percent of the County's total population and 23 percent of the North County population. The North County areas with the highest proportion of those 14 and under are the Cities of Guadalupe, Santa Maria, and the unincorporated Cuyama area.

Persons age 65 and over may be particularly dependent on public transportation. Many seniors are either unable to drive their own

personal vehicle, choose not to, or no longer have access to one. Seniors depend on public transportation to take them shopping, to medical appointments, etc. Seniors reside throughout North County, in both urban areas where they are easy to serve by public transit and in rural areas where providing public transit service can be a challenge. The areas with the highest proportion of seniors aged 65 and over are the Cities of Solvang, and the unincorporated areas of the Santa Ynez and Santa Maria Valley. Overall, the highest proportion of seniors resides in the North County unincorporated areas, with 17 percent, compared to the North County incorporated cities, with 10 percent. The number of seniors is growing at a faster rate than other age groups as the baby boomer population continues to age, resulting in an increase in demand for senior transit services.

²³ 2000 Source: U.S. Census, Census 2000 Summary File 1, DP-1: Profile of General Demographic Characteristics.

*The City of Goleta was not yet incorporated in 2000.

2010 Source: U.S. Census Bureau, 2010 Census.

2040 Source: SBCAG, Regional Growth Forecast 2010-2040, December 2012.

Transit-Dependent: Disabled

Persons with disabilities are more likely than the general population to be transit-dependent. Based on the official Census American Community Survey definition, a person is considered to have a disability if he or she has difficulty performing certain functions—seeing, hearing, walking, climbing stairs, reaching, lifting, carrying, learning, remembering, concentrating, dressing, bathing, getting around the home, leaving the home alone to shop or visit the doctor, or working.²⁴

According to the 2010-2014 American Community Survey, 11 percent of residents in Santa Barbara County are living with a disability. The North County alone has a disability rate of 6 percent and the unincorporated Santa Ynez Valley the highest with 23 percent. The City of Solvang and the unincorporated Santa Maria Valley each have a disability rate of 14 percent.

Transit-Dependent: Households Living in Poverty

Persons with low-incomes, especially those living in poverty, depend on transit because they often do not have their own personal transportation and may need to live further from their workplace and other essential services to afford housing in lower cost areas.

The Census Bureau uses income thresholds that vary by family size and age composition to determine who is in poverty.²⁵ For example, the poverty level for a one-person, under 65 household is based on an income of \$12,331 or less, a two-person household with no children is \$15,871, increasing with the size of the family and number of children. Based on the Census American Community Survey, 16.6 percent of Santa Barbara County residents live in poverty. Concentrations of households in the North County with incomes below the poverty level are located in the Cities of Guadalupe, Santa Maria and Lompoc, with approximately 21 percent of the North County population falling into this category. In addition, the unincorporated areas of Cuyama and Guadalupe have the highest concentration, with over 26 percent.

Table 15 summarizes each of the transit dependency indicators.

²⁴ US Census Bureau, American Community Survey, <https://www.census.gov/people/disability/methodology/acs.html>.

²⁵ Census American Community Survey poverty definition and thresholds. Poverty Data - Poverty thresholds - U.S Census Bureau

Table 15: North County Transit Dependency Factors, Age, Disability, and Poverty²⁶

	Total Population	Age 14 & Under		Age 65 & Over		Disability		Poverty	
		#	%*	#	%*	#	%**	#	%***
City of Buellton	4,924	921	19%	618	13%	297	6%	493	10%
City of Guadalupe	7,160	2,124	30%	587	8%	669	11%	1,468	21%
City of Lompoc	43,045	9,931	23%	4,107	10%	4,526	13%	8,778	22%
City of Santa Maria	101,468	26,707	26%	9,443	9%	10,483	11%	21,298	21%
City of Solvang	5,345	772	14%	1,440	27%	678	14%	743	14%
Total North County Cities	161,942	40,455	25%	16,195	10%	16,653	12%	32,780	21%
Uninc. Cuyama Area	1,071	260	24%	154	14%	98	10%	281	26%
Uninc. Guadalupe Area	222	39	18%	18	8%	14	6%	61	27%
Uninc. Lompoc Valley	15,789	3,542	22%	2,365	15%	1,722	13%	1,041	7%
Uninc. Santa Maria Valley	34,145	6,789	20%	6,152	18%	4,357	14%	2,359	7%
Uninc. Santa Ynez Valley	11,596	1,477	13%	2,053	18%	2,549	23%	1,055	9%
Total Uninc. North County	62,823	12,108	19%	10,742	17%	8,740	15%	4,797	8%
Total North County	224,765	52,563	23%	26,937	12%	25,393	6%	37,577	9%

*of the total population (431,555 Total)

**of the civilian noninstitutionalized population, age 5+ (396,697 Total)

The institutionalized population is persons residing in institutional group quarters, such as adult correctional facilities, juvenile facilities, skilled-nursing facilities, and other institutional facilities

***of the population for whom poverty status is determined (414,198 total)

Transit-Dependent: Vehicle Availability

Households without vehicles is another measure of low-income, although in some cases higher income residents with employment and other amenities in close proximity may choose not to own a vehicle. Vehicle access also indicates a propensity to utilize transit. The Census American Community Survey indicates that Santa Barbara

County has a high level of household access to private vehicles, with 93 percent of all households having one or more vehicles (statewide, 91 percent of households have one or more vehicle). Of the North County jurisdictions, the City of Lompoc has the lowest level of vehicle access with 90 percent. See Table 16 for additional detail.

²⁶ Age Source: U.S. Census Bureau, 2010-2014 ACS; Disability Source: U.S. Census Bureau, 2010-2014 ACS; Poverty Source: U.S. Census Bureau, 2010-2014 American Community Survey

Table 16: Transit Dependency Factor, Vehicle Availability²⁷

	Occupied Housing Units	No Vehicle		1 Vehicle		2 Vehicles		3 Vehicles		4+ Vehicles	
		#	%*	#	%*	#	%*	#	%*	#	%*
City of Buellton	1,566	24	1.5%	504	32.2%	599	38.3%	240	15.3%	199	12.7%
City of Guadalupe	1,805	138	7.6%	382	21.2%	830	46.0%	260	14.4%	195	10.8%
City of Lompoc	13,170	1,295	9.8%	4,614	35.0%	4,215	32.0%	1,962	14.9%	1,084	8.2%
City of Santa Maria	26,991	2,058	7.6%	8,324	30.8%	10,211	37.8%	4,232	15.7%	2,166	8.0%
City of Solvang	2,350	79	3.4%	811	34.5%	1,067	45.4%	258	11.0%	135	5.7%
Total North County Cities	45,882	3,594	7.8%	14,635	31.9%	16,922	36.9%	6,952	15.2%	3,779	8.2%
Uninc. Cuyama Area	371	3	0.8%	103	27.8%	141	38.0%	79	21.3%	45	12.1%
Uninc. Guadalupe Area	73		0.0%	40	54.8%	11	15.1%	10	13.7%	12	16.4%
Uninc. Lompoc Valley	5,487	129	2.4%	1,409	25.7%	2,277	41.5%	1,177	21.5%	495	9.0%
Uninc. Santa Maria Valley	11,903	379	3.2%	3,065	25.7%	4,744	39.9%	2,452	20.6%	1,263	10.6%
Uninc. Santa Ynez Valley	4,546	58	1.3%	898	19.8%	1,923	42.3%	1,012	22.3%	655	14.4%
Total Uninc. North County	22,380	569	2.5%	5,515	24.6%	9,096	40.6%	4,730	21.1%	2,470	11.0%
Total North County	68,262	4,163	6.1%	20,150	29.5%	26,018	38.1%	11,682	17.1%	6,249	9.2%

*Percent of households in jurisdiction

Commuting to Work

The use of public transportation to work is low relative to driving alone and carpooling. Countywide, public transportation to work is 3.6 percent compared to driving alone, with 67 percent, and carpooling, with 14 percent. Walking, biking and working at home make up the remaining proportion. In the North County, the largest proportion of public transportation use for commuting to work is in Guadalupe Valley with 4.3 percent. The Santa Ynez Valley has only 0.6 percent of its workers using public transportation to work. See Table 17 for additional detail.

Table 17: Percent North County Work Commuting by Transit²⁸

Region	Transit Share
Guadalupe Valley	4.3%
Lompoc Valley	3.4%
Santa Maria Valley	2.1%
Santa Ynez Valley	0.6%

Commute Flow Data

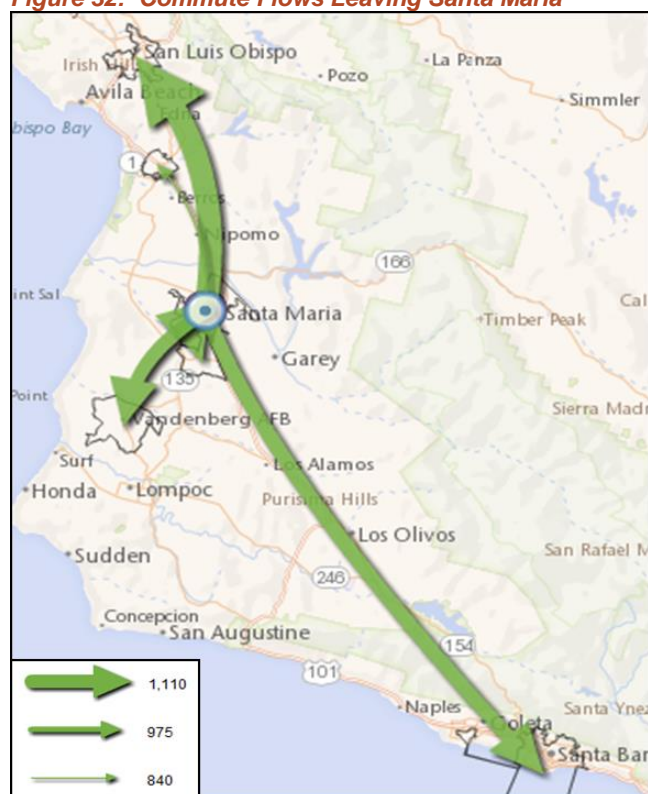
A review of Census-based commute data provides a better understanding of workers transportation needs. For example, destinations for the City of Santa Maria out-commuters are not only to local employment centers, such as Vandenberg Air Force Base, but also to workplaces in San Luis Obispo County, with 3,500 daily

²⁷ Source: U.S. Census Bureau, 2008-2012 American Community Survey

²⁸ Source: 2011-2014 American Community Survey, Table S0801

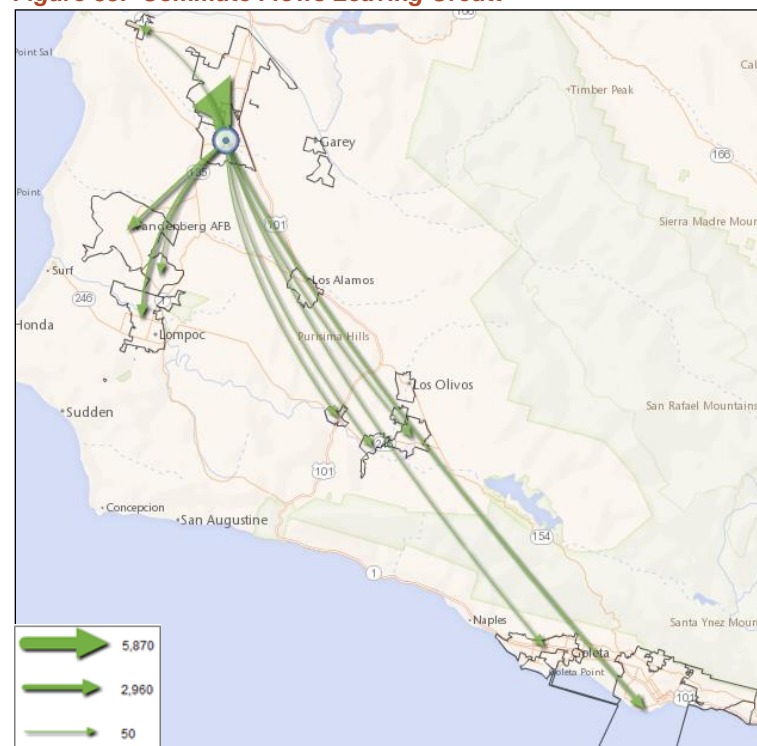
commuters. The primary destination for Orcutt and the City of Guadalupe commuters is the City of Santa Maria, with 5,900 and 1,300 daily commuters respectively. The primary destination for commuters from the Cities of Lompoc, Solvang and Buellton is to South Coast employment centers. There have been significant increases in commuting to the Santa Ynez Valley from other North County jurisdictions due to available employment opportunities. The following six figures illustrate North County commute flows.

Figure 32: Commute Flows Leaving Santa Maria²⁹



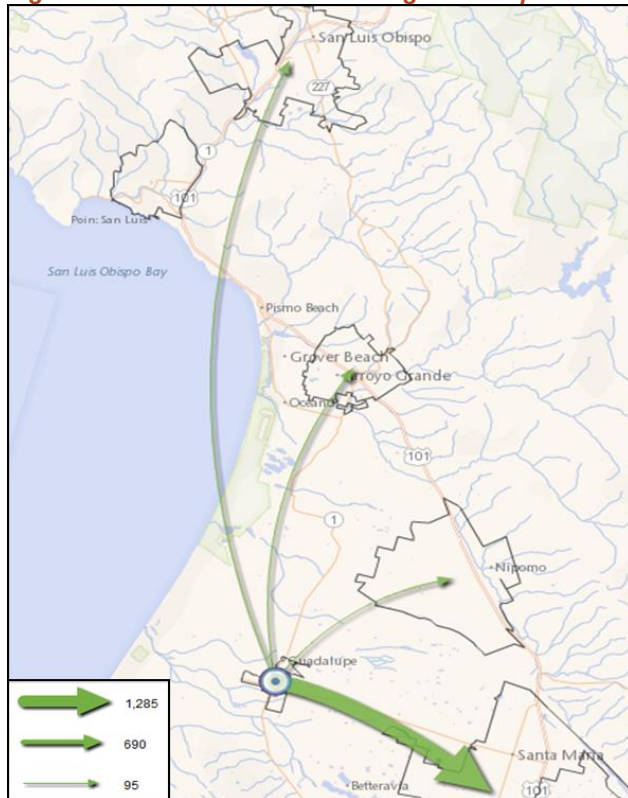
²⁹ Note: The arrows relative width shows the volume of commuting, 2006-2010 ACS

Figure 33: Commute Flows Leaving Orcutt³⁰



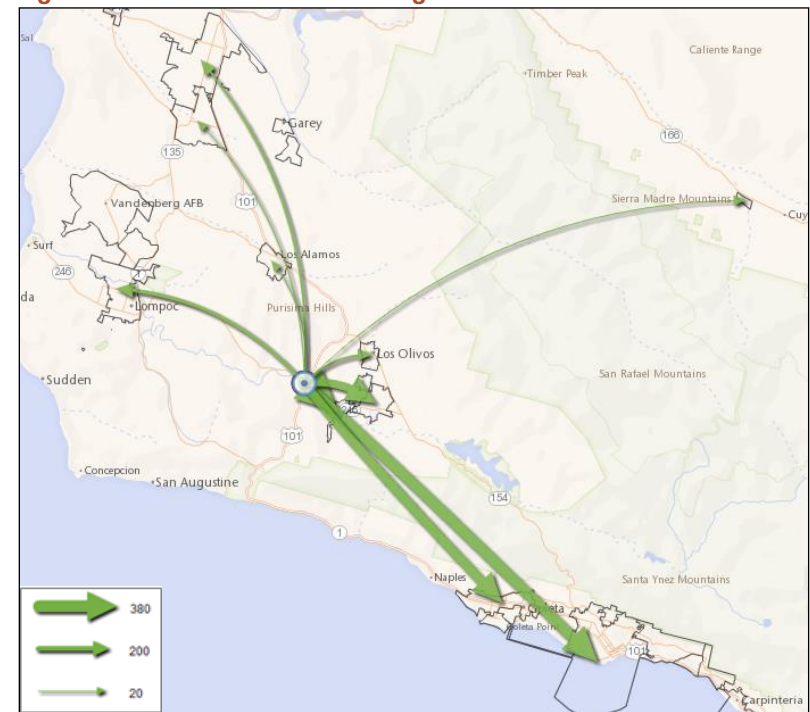
³⁰ Note: The arrows relative width shows the volume of commuting, ACS CTPP

Figure 34: Commute Flows Leaving Guadalupe³¹



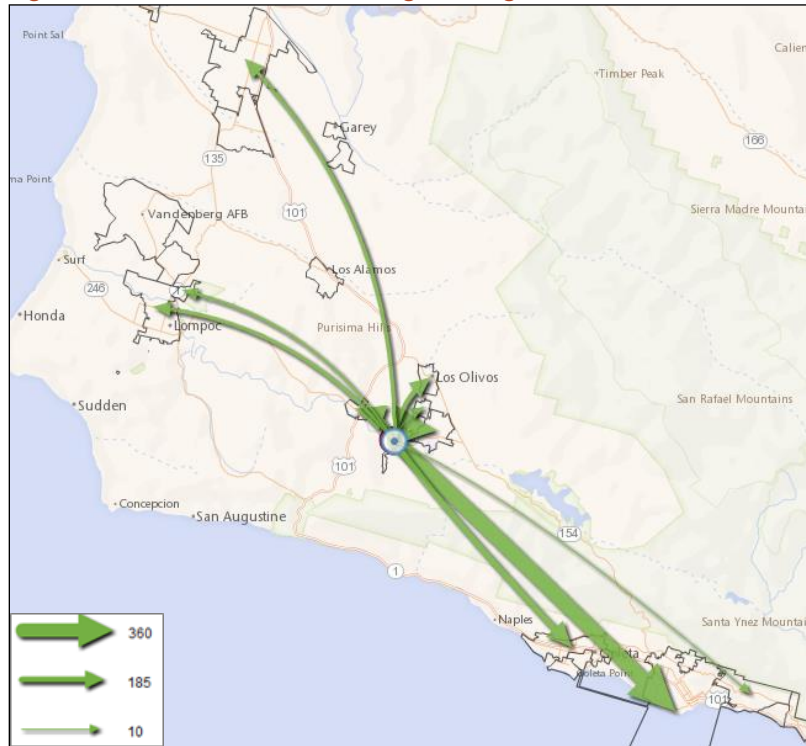
³¹ Note: The arrows relative width shows the volume of commuting, ACS CTPP

Figure 35: Commute Flows Leaving Buellton³²



³² Note: The arrows relative width shows the volume of commuting, ACS CTPP

Figure 36: Commute Flows Leaving Solvang³³



³³ Note: The arrows relative width shows the volume of commuting, ACS CTPP

Figure 37: Commute Flows Leaving Lompoc³⁴



³⁴ Note: The arrows relative width shows the volume of commuting, 2006-2010 ACS

Table 18 provides a commute flow matrix for North County residents.

Table 18: North County Commute Flow Matrix³⁵

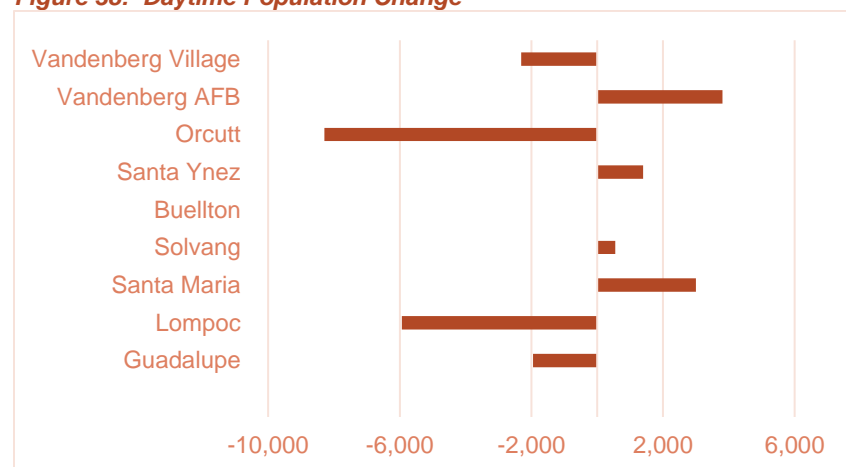
	Place of Work																
Place of Residence	Buellton	Solvang	Santa Ynez	Los Olivos	Lompoc	Vandenberg AFB	Vandenberg Village	Mission Hills	Santa Maria	Guadalupe	Orcutt	Los Alamos	Cuyama	South Coast	Ventura County	San Luis Obispo County	Total
Santa Ynez Valley	1,065	1,630	1,380	400	220	10	0	35	175	0	20	20	30	1,756	69	62	6,803
Buellton City	745	380	230	50	85				65		20	20	30	529	30	29	2,183
Solvang City	185	965	320	95	60			35	80					519		4	2,263
Santa Ynez	120	220	780	155	75				20					595	35	19	1,984
Los Olivos	15	65	50	100		10			10					113	4	10	373
Lompoc Valley	870	545	1,105	55	8,215	3,455	505	165	1,245	15	60	30	0	3,735	64	221	20,221
Lompoc City	765	460	975	55	6,500	1,550	185	40	885		45	30		3,170	35	167	14,827
Vandenberg AFB		15	10		140	1,260	10		75					55		4	1,569
Vandenberg Village	70	55	60		1,035	525	300		210	15	15			295		50	2,630
Mission Hills	35	15	60		540	120	10	125	75					215	29		1,195
Santa Maria Valley	265	295	790	85	1,165	1,660	164	35	31,510	849	3,075	385	0	2,487	149	4,749	47,514
Santa Maria City	90	195	580	55	725	1,005	85	35	24,295	280	1,060	215		1,540	109	3,485	33,645
Guadalupe City		15	15		50	30			1,285	510	35	15		45		400	2,400
Orcutt	135	50	130	30	375	615	75		5,870	55	1,960	40		820	40	860	11,015
Los Alamos	40	35	65		15	10	4		60	4	20	115		82		4	454
New Cuyama														0	4		-

³⁵ American Community Survey, 2010. Blank fields mean no data or a statistically insignificant number of responses.

Daytime Population Change

The significance of the work commute is more clearly identified by evaluating the daytime population change. The daytime population refers to the number of people who are present in an area during normal business hours, including workers. This is in contrast to the “resident” population, which refers to people who reside in a given area and are typically present during the evening and nighttime hours. There are significant daytime population gainers, such as Santa Maria, Santa Ynez and Vandenberg Air Force Base, and losers, such as Lompoc and Orcutt. The gainer jurisdictions have a higher proportion of employment vs. workers and the loser jurisdictions more workers vs. employment. Figure 38 illustrates daytime population changes in the North County.

Figure 38: Daytime Population Change³⁶



Demographic Overview Conclusion

Nearly 220,000 people reside in North County jurisdictions and the unincorporated areas. Of those, there are significant segments of the population that demographic indicators suggest are either transit-dependent or likely to use transit services. In addition to the existing North County population, the region is expected to see a 30 percent population increase by 2040. The demographic indicators and population forecast show that transit provides mobility options for many and the demand will only grow stronger.

The demographic data also shows there is a considerable number of people commuting to jobs in other North County jurisdictions or to the South Coast, San Luis Obispo County, or Ventura County. These people benefit from strong regional and interregional transit services.

³⁶ Source: U.S. Census Bureau, 2006-2010 American Community Survey 5-year estimates

CHAPTER 4:

Funding

Public transit services are made possible by financial support provided by local, State, and federal sources. Most of the funding is appropriated to jurisdictions by formulas, such as population-based formulas. There are also sources that are distributed through competitive grant processes. Most funding sources have restrictions on their use, e.g., capital, operating, or other. The remainder of this chapter discusses each funding source and highlights the amounts each North County transit provider has received.

Local

For public transit, local funding comes primarily from Measure A. Measure A is the county-wide transportation sales tax initiative passed by Santa Barbara County voters in 2008. Measure A provides transportation funding for the time period from 2010 through 2040 as guided by an Investment Plan and a Program of Projects, with the latter being updated each year. Funding provided by the measure provides support to a series of “named” projects, per the Investment Plan, and projects at the discretion of local jurisdictions, per the Program of Projects. Transit funding from Measure A in the North County comes from both “named” projects and discretionary projects.



North County Interregional Transit Program

The North County Interregional Transit Program is a “named” Measure A project. The program provides \$22.5 million, or 4.9 percent of North County category funding over 30 years to support interregional transit in the North County. The North County Subregional Planning Committee provides direction for the utilization of the program’s

funding. Currently, all funding in this program is allocated to the Clean Air Express service. The Clean Air Express is funded entirely by the program funding and passenger fares, and the existing funding structure is insufficient to maintain current Clean Air Express service levels through the life of the measure (Chapter 6 provides details). Table 19 provides five years of program allocations.

Table 19: North County Interregional Transit Program Funding³⁷

Fiscal Year	Funding Available
10/11	\$608,725
11/12	\$669,428
12/13	\$687,067
13/14	\$719,794
14/15	\$749,140

Specialized Transit for Elderly and Disabled

The Specialized Transit for Elderly and Disabled funding reduces fares charged to the elderly and the disabled by funding the operating expenses of specialized transit service providers in the North County, including transit operators and Consolidated Transportation Service Agencies. The program allocates \$4.5 million over the life of Measure A, averaging roughly \$150,000 per year, in sum to the four city transit systems and SMOOTH Inc.

Local Street and Transportation Improvements

The Local Street and Transportation Improvement Program (LSTI) is largely discretionary in nature and provides supplemental funding for projects of local importance. Though the majority of the program funds are used for non-transit projects, each jurisdiction has an alternative transportation percentage share quota. For LSTI, alternative

³⁷ As reported by the program manager

transportation refers to bicycle, pedestrian, or transit projects. Buellton and Guadalupe must apportion five percent of their LSTI funding to alternative transportation, 10 percent for the County, and 15 percent for the remaining North County jurisdictions. Transit projects eligible include reduced fares for seniors and the disabled, and bus and rail transit services and facilities. Transit projects are not precluded from funding from the non-alternative transportation portion of LSTI funding. Between FY 10/11 and 14/15, \$289,800 of LSTI program funding was programmed for transit purposes by North County jurisdictions.

Fares

Fare revenue is an important component of transit funding. Additionally, the Transportation Development Act (TDA) requires transit systems using TDA funding to meet minimum farebox recovery ratios – 10 percent for rural services and 20 percent for urban services (fares/operating cost). All North County transit systems except the Clean Air Express use TDA funds. Table 20 provides recent farebox collections for each North County provider. Note that several transit providers apply local funding to supplement the farebox in order to meet TDA minimum requirements.

Table 20: Recent Farebox Revenues³⁸

Fare Revenue	FY 10/11	FY 11/12	FY 12/13	FY 13/14	FY 14/15
Guadalupe Transit	\$99,089	\$94,558	\$91,285	\$96,186	\$83,167
City of Lompoc Transit	\$171,202	\$169,391	\$93,195	\$127,508	\$126,470
Santa Maria Area Transit	\$542,284	\$702,602	\$607,177	\$634,436	\$679,941
Santa Ynez Valley Transit	\$64,323	\$73,161	\$50,579	\$44,164	\$51,137
Cuyama Transit	\$3,838	\$4,593	\$4,868	\$5,081	\$3,177
Wine Country Express	\$19,791	\$20,719	\$22,886	\$22,000	\$24,774
Breeze 100/200	\$87,641	\$106,168	\$110,224	\$126,412	\$119,090
SLORTA Route 10	\$368,119	\$366,162	\$407,382	\$441,977	\$376,155
Clean Air Express	\$992,948	\$1,045,068	\$1,128,481	\$1,064,063	\$937,385
Total	\$2,349,235	\$2,582,422	\$2,516,077	\$2,561,827	\$2,401,296

Other Local Sources

Transit operators have found ways to use their services to generate additional income, primarily through advertising. Advertising may occur onboard buses, on the exterior of buses, at bus stop shelters, or on printed schedules and maps. In 2015, Senate Bill 508 became law and allows for local sources of funding to be credited towards Transportation Development Act minimum required farebox recovery ratios ($[(\text{fares} + \text{local funds}) / \text{operating cost}]$). With the recent change to State law, transit providers have a new incentive to generate local funding.

Demonstrating an additional way that local funding can be generated to assist with farebox recovery ratios, the City of Lompoc plans to build a joint development consisting of a transit operations and fleet maintenance facility. This new facility may accommodate both internal and external customers to rent space for non-transit purposes. Rent would be paid to the transit division and be considered as local support.

State

The State of California provides funding for public transit services via a variety of funding programs. The Transportation Development Act

³⁸ As reported by each transit provider

(TDA) contains two programs which provide the bulk of State funding. There are also proposition-based sources (Prop-1B) and Cap-and-Trade sources. Each State funding source is discussed in the following subsections.

Transportation Development Act (TDA)

The TDA has two funding programs: Local Transportation Fund (LTF) and State Transit Assistance (STA).

Local Transportation Fund (LTF)

LTF funds are generated by the collection of ¼-cent of sales tax revenue collected in Santa Barbara County. The funds are returned to the region and distributed by a population-based formula. The purpose of LTF funding is to support public transportation systems, though there are also several other allowable uses. Per the Public Utilities Code (PUC), two percent of the total funding is for bikeways and pedestrian infrastructure, and up to three percent of total funding is allocated to SBCAG for planning. The TDA also allows for LTF funds

to pay for streets and roads maintenance and improvements given several conditions are met:

- The existing transit needs of the community are being met;
- The public is provided opportunities to suggest transit system improvements;
- An analysis by SBCAG finds that there are no unmet transit needs that are reasonable to meet per the Board-adopted definition and criteria; and
- The SBCAG Board approves the finding by resolution.

If an unmet transit need is found to be reasonable to meet in a jurisdiction not already using all LTF funding for transit purposes, the improvement shall be funded prior to allocating any funds for streets and roads purposes.

Table 21 provides a five-year view of LTF allocations to North County transit providers.

Table 21: Local Transportation Fund Allocations³⁹

Funding Recipient	FY 10/11	FY 11/12	FY 12/13	FY 13/14	FY 14/15
COLT (Lompoc)	\$1,799,240	\$1,607,142	\$1,713,368	\$1,802,576	\$1,827,602
Guadalupe Transit	\$183,179	\$190,335	\$227,118	\$253,213	\$256,405
SMAT (Santa Maria)	\$3,614,388	\$3,960,775	\$4,524,074	\$4,905,989	\$4,862,394
SYVT (Buellton and Solvang)	\$375,270	\$389,374	\$420,255	\$480,379	\$505,620
County of Santa Barbara	\$414,240	\$494,226	\$382,102	\$718,753	\$829,577
SBCAG	\$127,726	\$132,837	\$145,338	\$163,218	\$165,632
Total North County	\$6,514,043	\$6,774,689	\$7,412,255	\$8,324,128	\$8,447,230

LTF funding is distributed to jurisdictions by population. Several North County jurisdictions do not operate their own transit system. For example, Buellton's LTF transit funding is distributed to Solvang for operation of Santa Ynez Valley Transit. The County of Santa Barbara administers Cuyama Transit and allocates a portion of its funding to Santa Maria to provide service to Orcutt, to Solvang to provide service

to the Santa Ynez Valley, and to Lompoc to provide service to Mission Hills and Vandenberg Village.

LTF is a significant portion of overall transit funding in the North County.

³⁹ Per Board-adopted allocations and amendments

State Transit Assistance (STA)

STA is the second TDA funding source and all STA revenues are required to be spent for transit purposes. Eligible uses of STA funding include operations, capital expenses, and planning. The revenue is generated by a statewide sales tax on diesel fuel. The State distributes 50 percent of STA funds to regions based on their statewide

proportion of the population and 50 percent to transit operators based on each operator's collected fare revenue. Table 22 provides STA distributions in the North County for FY 10/11 through FY 14/15. Note that funding related to unincorporated areas surrounding cities is apportioned directly to the city rather than the County of Santa Barbara.

Table 22: State Transit Assistance Allocations⁴⁰

Funding Recipient	FY 10/11	FY 11/12	FY 12/13	FY 13/14	FY 14/15
COLT (Lompoc)	-	-	\$334,645	\$368,535	\$370,034
Guadalupe Transit	\$39,488	-	\$45,597	\$42,028	\$39,810
SMAT (Santa Maria)	-	-	\$780,504	\$772,639	\$707,678
SYVT (Buellton and Solvang)	-	-	\$137,676	\$144,886	\$129,929
County of Santa Barbara	\$10,470	-	\$4,091	-	\$12,717
Total North County	\$49,958	-	\$1,302,513	\$1,328,088	\$1,260,168

Proposition 1B, Highway and Port Safety and Air Quality Bond Act (2006)

Proposition 1B provided nearly \$20 billion in funding for transportation projects in California. While programming for Proposition 1B has concluded, two subprograms were relevant to transit services in the North County:

- Public Transportation Modernization, Improvement, and Service Enhancement Account (PTMISEA); and
- Transit Security.

Each of these subprograms provided a significant amount of funding for transit in the North County. However, the last of the Proposition 1B funding has been allocated during this plan's development.

Cap-and-Trade Programs

Assembly Bill 32 (2006), the Global Warming Solutions Act, resulted in a statewide cap-and-trade program where carbon-dioxide pollution credits are bought, sold, and traded on a State exchange managed by the Air Resources Board (ARB). The revenues generated through the cap-and-trade program are used to further reduce carbon-dioxide emissions per Senate Bill 862 (2014), and transit service improvements are an eligible use. There are two cap-and-trade programs relevant to transit services in the North County. SBCAG tracks these programs, pursues new funding, and assists transit operators in pursuing grant opportunities.

Low Carbon Transit Operations Program (LCTOP)

LCTOP supports operating and capital expenses related to transit services that reduce greenhouse gas emissions. Half of each region's allocation must be spent on improving mobility for disadvantaged populations. Prior to the publication of this plan, two LCTOP funding cycles have been completed. If the first cycle, FY 15/16, one transit

⁴⁰ The FY 9/10 State Budget suspended STA allocations for FY 9/10 through FY 12/13 and provided for a one-time allocation for FYs 9/10 and 10/11, which was allocated in FY 10/11. Figures provided are per SBCAG Board Resolutions and amendments.

project in the North County received \$79,756 to provide additional Saturday service and new Sunday service on the Guadalupe Flyer. In the second cycle, FY 16/17, North County projects include continuation of the Guadalupe Flyer improvements, new Saturday intercity service on the Breeze 100 and 200, and the Wine Country Express, as well as new Saturday interregional service on the Clean Air Express between Santa Maria and the South Coast. FY 16/17 North County LCTOP projects totaled \$240,422.

Affordable Housing Sustainable Communities Program (AHSC)

The AHSC program will award in excess of \$400 million in grants to support affordable housing and sustainable transportation projects across the state in FY 16/17. Though the program focuses primarily on affordable housing, many transit-related projects may be eligible to seek funding, including sustainable transportation infrastructure and transportation-related amenities. In the first two cycles of the AHSC program, no Santa Barbara County transit provider sought funding.

Federal

There are currently three Federal Transit Administration (FTA) grant programs utilized by North County transit providers and one utilized by social service providers. The North County also used several FTA funding programs which are no longer active, such as Job Access and Reverse Commute program (FTA 5316, JARC). In the recent past, North County transit providers also received funding through recession-era programs, such as the American Recovery and Reinvestment Act (ARRA), though these programs have also ended.

FTA 5307: Urbanized Area Formula

FTA 5307 is the primary federal funding source for transit providers serving urbanized areas with populations of at least 50,000. In the North County, Lompoc and Santa Maria are recipients of FTA 5307 funding. The funds may be used for a variety of transit-related purposes, including operating assistance and capital purchases, as well as planning and security-related projects. Program funds are dispersed to the State for urbanized areas with populations between 50,000 and 200,000, and then by the State to each urbanized area based on a population-based formula. FTA 5307 funds are available the year they are apportioned plus an additional five years. This allows for funds to be banked and used for large, periodic capital expenses, such as the purchase of new buses. Table 23 shows the five most recent years of FTA 5307 apportionments and the amounts claimed by North County transit providers.

Table 23: FTA 5307 Apportionments⁴¹⁴²

Fiscal Year	COLT	SMAT
10/11	\$1,021,915	\$2,155,900
11/12	\$824,850	\$2,550,828
12/13	\$830,340	\$2,431,177
13/14	\$1,206,967	\$3,117,010
14/15	\$1,222,724	\$3,362,448

FTA 5311: Formula Grants for Other than Urbanized Areas

The FTA 5311 program funds operating, capital, and administrative expenses for transit services serving rural areas, as defined as areas with populations less than 50,000. The federal government apportions the funding to each state by a hybrid formula involving population, land area, and other factors. Each state then apportions the statewide totals to individual transit services. In the North County, Santa Ynez Valley Transit, Guadalupe Transit, and Santa Maria Area Transit (for Breeze 200) are recipients of FTA 5311 funding. California apportions 75 percent of total funding to rural transit services, 15 percent to

⁴¹ Apportionments per Federal Transit Administration

⁴² SLORTA shares in SMAT apportionments for Route 10 services.

intercity bus programs serving rural areas, and it retains 10 percent for administration of the program. Funding from the intercity portion (FTA 5311f) is distributed on a periodic basis to meet capital needs for rural services. Table 24 provides recent FTA 5311 allocations for North County transit services.

Table 24: North County FTA 5311 Apportionments⁴³

Fiscal Year	SYVT	Guadalupe Transit	SMAT
10/11	\$128,500	\$35,000	
11/12	\$128,500	\$35,000	
12/13	\$155,000	\$72,000	\$102,500
13/14	\$323,497	\$73,979	
14/15 ⁴⁴	\$317,674	\$361,182	\$112,256

FTA 5339(A): Bus and Bus Facilities Program

The FTA 5339 program provides funding support for the purchase, rehabilitation, or replacement of buses, or the purchase of bus-related equipment, or the construction of bus-related facilities. The program replaced prior FTA 5309 capital assistance program as part of the enactment of MAP-21 in 2012. The funding is apportioned by the federal government by a population-based formula to the states. The State of California in turn annually apportions a dollar amount to transit providers. Recipients of FTA 5307 funds are eligible for the FTA 5339 program. The funds are available for allocation the year of apportionment plus two years which allows the accumulation of available funds. Table 25 provides the amounts apportioned since the program's inception.

⁴³ Per SBCAG FTIP, Board Resolutions, and amendments

⁴⁴ Guadalupe Transit was allocated \$300,000 of FTA 5311f funds in FY 14/15 in addition to its \$61,182 allocation of FTA 5311 for operating assistance.

Table 25: FTA 5339 Program Apportionments⁴⁵

Fiscal Year	COLT	SMAT
12/13	\$136,468	\$328,423
13/14	\$139,065	\$334,665
14/15	\$139,065	\$334,665

FTA 5310: Enhanced Mobility of Seniors and Individuals with Disabilities Program

The FTA 5310 program supports eligible private nonprofit services providing dial-a-ride service to seniors and disabled persons. The funds may be used for operations, capital expenses, and management. In the North County, SMOOTH Inc., as well as other social service transportation providers have been allocated FTA 5310 funding.

⁴⁵ Per Caltrans Division of Mass Transit

Summary of North County Transit Funding

North County transit providers employ a variety of local, State, and federal funding sources. Table 26 summarizes total North County transit funding by source

Table 26: Summary of North County Transit Revenue Apportionments⁴⁶

Funding Source	FY 10/11	FY 11/12	FY 12/13	FY 13/14	FY 14/15	FY 10/11 – 14/15
Local	\$2,589,841	\$2,885,688	\$2,795,762	\$2,839,644	\$2,774,291	\$13,885,226
State	\$6,385,929	\$6,589,527	\$8,513,608	\$9,028,024	\$9,557,503	\$40,074,591
Federal	\$3,341,315	\$3,539,178	\$3,893,908	\$5,056,118	\$4,750,014	\$20,580,533
Total	\$12,189,359	\$12,887,256	\$15,063,640	\$16,859,368	\$17,095,876	\$74,095,499

New Sources and Opportunities

Funding support for transit services evolves. There are several programs which have been in existence for a considerable period of time (FTA 5307 and 5311, LTF, STA). However, other programs come and go. Recession-era programs provided an influx of funding and have since ceased. The State's cap-and-trade programs are recent additions to the transit funding matrix. As funding sources come and go, it is prudent to identify priorities for new services to be implemented as new sources of funding come available. For instance, the region's adopted Sustainable Communities Strategy (SCS) has an Enhanced Transit Strategy component which calls for investing new sources of transit funding on services benefiting the implementation of the SCS.

⁴⁶ SLORTA Route 10 revenues are not included in this table.

CHAPTER 5:

The Plan

Introduction

The development of this plan began in fall 2013. Although several revisions to the scope of work and additional tasks resulted in delays, the project team was able to build consensus with stakeholders around the recommendations presented in this chapter. If the recommendations are implemented transit services in the North County may become more sustainable and convenient for their users—ultimately satisfying the intent of this effort.

Plan Development

The purpose of the North Santa Barbara County Transit Plan update is to identify ways to improve transit service delivery in North Santa Barbara County. This plan updates and replaces the 2006 North County Transit Plan.

Since the project began, several changes to the scope of work occurred. In April 2014, the North County Subregional Planning Committee directed staff to consider three scenarios:

- Functional Coordination;
- Service Management (two sub alternatives);
 - Santa Maria Area Transit (SMAT) administers and/or operates Guadalupe Transit and Cuyama Transit;
 - Cuyama Transit, Santa Ynez Valley Transit (SYVT), and the Clean Air Express (CAE) utilize a common administrative body; and
- Merger of Interregional and Intercity Services serving the Santa Ynez and Cuyama Valleys.

During its February 2015 meeting, the North County Subregional Planning Committee directed SBCAG staff and the project consultant

to consider alternative funding scenarios as part of the project analysis. The project milestone timeline, below, highlights the actions leading to the plan's recommendations.

In the end, staff and transit providers concurred that the North County Transit Plan should be built around the following two recommendations:

- Allow for the voluntary merger of the smaller transit services into the larger services; and
- Consider an agreement to integrate the Clean Air Express into COLT and/or SMAT as a long-term, sustainable solution for the continued operation of the Clean Air Express.

In April 2016, staff met again with the Executive Steering Committee to review status and obtain Executive Steering Committee recommendations on final direction for the plan update. The Executive Steering Committee members present were unanimous in endorsing the draft North County Transit Plan outline proposed by staff, which is structured around the two recommendations above. The Executive Steering Committee also recommended exploring the use of North County Measure A cost savings to help fill Clean Air Express funding shortfalls.

Project Milestones

- August 2013 – SBCAG transmitted the Notice to Proceed to AECOM.
- November 2013 – AECOM conducted public outreach, including rider surveys and two public workshops in the North County.

- March 2014 – AECOM presented the existing conditions and potential scenarios for evaluation to the Executive Steering Committee.
- April 2014 – Technical Memorandum #1, Analysis of Existing Conditions, was released.
- April 2014 – Project scope defined by North County Subregional Planning Committee.
- February 2015 – The North County Subregional Planning Committee directed SBCAG staff to include an analysis of alternative funding scenarios in the project.
- June 2015 – The second Executive Steering Committee meeting was held. The results of the governance analyses and the alternative funding scenarios analysis were presented.
- September 2015 – Staff updated the North County Subregional Committee on project status and received interim direction to work with local transit staff to develop revised financial information and recommendations.
- November 2015 – The SBCAG Board approved an MOU with the City of Lompoc for the operation of the Clean Air Express until December 31, 2017. The Board directed staff to work with North County agencies to develop a long-term agreement for operation of the Clean Air Express.
- April 2016 – The Executive Steering Committee met to receive a project update and to recommend guidance for the development of the plan. The Committee agreed with all staff-level recommendations, and recommended requesting CAE funding assistance from the South County Interregional Transit program and from MTD.
- May 2016 – Staff presented the Executive Steering Committee’s recommendations to the North County Subregional Planning Committee (NCSR) and sought final guidance. The NCSR concurred with the Executive Steering Committee’s recommendations.

- May 2016 – Staff began drafting the North County Transit Plan.

Scenario Analysis

The analyses conducted for this aspect of the project weighed and scored each of four scenarios against a series of objectives. The objectives include: reduce complexity, improve service delivery, enhance efficiency, ensure equitable revenue distribution, find a permanent home for “orphaned” services, achieve long-term fiscal sustainability for all services, and maintain local control. Scenarios were ranked from 1 to 4. (1 = highest, 4 = lowest) based on their ability to meet these objectives.

Functional Coordination

This scenario is the existing condition with the addition of an agreement among service providers that they work cooperatively when possible and practical. There would be no change in the organizational structure of any transit administrator.

As the bounds of this scenario were not clearly defined, it was difficult to quantify the potential benefit. Elements that could be functionally coordinated include: scheduling, transfer and fare policies, marketing, procurement, and planning studies. This scenario ranked 3 of 4 in the scoring.

Service Management

This scenario considered two, similar sub-scenarios for creating an economy of scale for smaller services through joint administration and/or operations. Service management retains the option of keeping existing service branding.

SMAT Manages Guadalupe and Cuyama Transit

This scenario considered using SMAT to administer and/or operate the transit services for the City of Guadalupe and Santa Barbara County (Cuyama Transit). There are two potential aspects of the services, administration and operations, that may enable efficiencies if they were jointly managed.

The analysis found a potential for a maximum annual savings of \$5,628, limited largely to the Cuyama and Guadalupe services being less expensive to operate compared to SMAT. This scenario ranked 4 of 4 in the scoring. A variation of this scenario involving voluntary merger of services is a recommendation of this plan.

Cuyama Transit, SYVT, and CAE Joint Management

For this scenario Cuyama Transit, SYVT, and the CAE would be managed by a common administrative body, perhaps through a JPA. The operation and branding of each service would not change.

The analysis found that the services, alone or combined, lack the scale to allow the administration to exist as a stand-alone entity. The administrative duties defined in a potential JPA could be contracted to a third party. An estimated \$68,766 could be saved annually through the joint administration of this scenario's services. The scenario ranked 2 of 4 in the scoring.

Voluntary Merger of all Transit Operations in the Santa Ynez and Cuyama Valleys

This scenario created a JPA partnership to manage selected intercity and interregional services. Consistent with the North County Subregional Planning Committee direction, the analysis was limited to interregional and intercity services serving the Santa Ynez and Cuyama valleys. However, in principle, any other interested provider could also voluntarily join the new system. For purposes of this analysis, the services that would be party to the JPA include: the CAE, Breeze 200, the WCE, Cuyama Transit, and SYVT. All other local transit operators would remain independent, including several services

that are intercity (Guadalupe Flyer, Breeze 100) or interregional (COLT Santa Barbara Shuttle).

The total annual savings estimate for this scenario were estimated to be \$144,970, which was largely a function of the economy of scale gained for both service administration and operations. Similar to the previous scenario, the scale of the potential JPA would likely require it be contracted to a third party. This scenario ranked 1 of 4 in the scoring.

Coordination Scenarios Analysis and Evaluation Conclusion

In light of the limited benefits offered by the other scenarios, transit provider and SBCAG staffs recommended the voluntary merger scenario as providing the greatest benefit. The remaining three scenarios had comparable scores. However, greater weight was assigned to the objective of maintaining local control.

Analysis of Alternative Funding Scenarios

This analysis was conducted per the direction of the North County Subregional Planning Committee and it considered alternatives to the population-based apportionments of FTA 5307 and 5311 funding sources. State-based TDA funds (LTF and STA), as well as FTA 5339 and Measure A sources, were considered non-discretionary and not considered in the analysis. The analysis considered several scenarios against three objectives and the potential for achieving four benefits. The objectives included: (1) predictable levels of funding for all providers, (2) equitable distribution of discretionary funding sources, and (3) incentivizing ridership growth. The potential benefits included: fully fund increased levels of transit service in response to changing ridership demand, protect jurisdictional needs and priorities, prevent lapses of unused funding, and fund jurisdictions' desired improvements.

The analysis found that roughly one-third of all transit funding in the North County is discretionary. Existing funding by service, using ridership as the metric, varies widely, from in excess of \$16 to roughly \$3 per annual passenger. Three scenarios were considered in an attempt to meet the defined objectives:

- Population-Based Formula – pools 5307 and 5311 funds and distributes them to the jurisdictions by population.
- Ridership-Based Formula – pools 5307 and 5311 funds and distributes them to transit operators based on the services each operates by a factor of their respective ridership.
- 70%/30% Intercity-Interregional by Ridership Formula (70/30 Formula) – pools 5307 and 5311 funds and distributes 70 percent to local services based on ridership, and 30 percent to the intercity and interregional services based on existing operational subsidy and an estimate of capital needs.

No single scenario achieved all objectives perfectly or addressed all concerns, which inherently involved trade-offs. The 70/30 formula in the third scenario was developed, as opposed to analyzed, to identify a workable potential alternative funding scenario. It separated funding for intercity and interregional services from the local services. In the end, consensus was not achieved for any of the alternative funding scenarios, which the recommended governance option (voluntary merger of select services and consideration of an agreement for integration of the CAE into the two largest North County transit operators) also made largely moot.

Development of the Recommendations

The recommendations of this plan resulted from ongoing analysis and consultation with the Executive Steering Committee, the North County Subregional Planning Committee, and the project advisors. Each recommendation has its root in the analyses described above. As the scenario analysis was conducted, several smaller transit providers expressed an interest in possibly merging their services into the North

County's larger systems. Considering the limited benefits offered by the other the scenarios analyzed, this interest resulted in the recommendation of a voluntary merger of select transit systems. The recommendation is not binding and requires only agreement by the parties involved, with no specific implementation timeframe.

As noted above, in November 2015 the SBCAG Board of Directors directed the pursuit of a long-term, sustainable solution for the operations and administration of the Clean Air Express, resulting in the second recommendation of this plan.

Recommendations

Voluntary Merger of Select Transit Services

Several North County transit providers, have expressed some level of interest in merging their services into one of the two larger systems, COLT and SMAT. Though there may be opportunity for some cost savings, the administrative burden posed on small cities of managing separate transit systems is the impetus for this recommendation. This plan recommends a voluntary merger of select transit services. Any merger is at the discretion of those involved and per their own agreements.

SYVT Merger with COLT

SYVT is a Joint Powers Authority between the Cities of Buellton and Solvang, and the County of Santa Barbara. The service is administered by the City of Solvang and is operated by a private contractor. SYVT offers two routes serving the Santa Ynez Valley, though the routes are largely operating on the same alignment and in opposing directions.

COLT, in conjunction with the three SYVT partners, provides the Wine Country Express (WCE) service. The WCE alignment overlaps with the SYVT route alignment in Buellton. There is the potential for the SYVT service to be served as an extension of the WCE service, though this would require higher levels of service on the WCE than

currently exist. Even without combining the routes, COLT offers the scale of service capable of absorbing SYVT.

Cuyama Transit Merger with SMAT

Cuyama Transit serves the remote towns of Cuyama and New Cuyama with twice a week service to Santa Maria. The County of Santa Barbara administers the service, and until recently operated it as well. A local couple employed by the County of Santa Barbara Parks Department in New Cuyama operated the service. This arrangement was beneficial as it did not require a transit vehicle to operate out of revenue service while transiting to and from New Cuyama. When the couple retired, the County was unable to find a similar arrangement with any other local residents and now contracts the service to SMAT's contractor. With the service now being operated out of Santa Maria, there is little reason for the County of Santa Barbara to continue to administer the service. The County may come to an agreement with the City of Santa Maria for SMAT to provide the service.

Guadalupe Transit Merger with SMAT

Guadalupe Transit is administered by the City of Guadalupe and operated under contract by SMOOTH, Inc. The service provides a local on-demand service and a regional service between Guadalupe and Santa Maria. Guadalupe does not have a transit manager on staff, rather delegating that responsibility to the city's finance director. With little capacity for actively managing the service locally, merging Guadalupe Transit with SMAT would benefit both the Guadalupe city government and the transit users.

As this plan was being developed, preliminary discussions between the Cities of Guadalupe and Santa Maria were underway.

Consider the Development of an Agreement to Integrate the Clean Air Express into COLT and/or SMAT to occur on December 31, 2017

The Clean Air Express (CAE) is a commuter service funded by Measure A and farebox revenues, managed by SBCAG, administered by the City of Lompoc, and operated by a private contractor. Through the service's history it has been an "orphaned" service, i.e., without a consistent home. Since 2010, the CAE has been funded by passenger fares and the Measure A North County Interregional Transit Program funds. The Measure A program provides roughly \$25 million over Measure A's 30-year life, which is not an adequate amount to provide existing levels of service over the same period. The figure included in the Measure A Investment Plan reflects a negotiated amount, and not an amount that was meant to fully subsidize the CAE for the 30-year life of Measure A. An estimated \$15.6 million of additional support to 2040 is required to maintain current service levels and replace equipment as scheduled. This figure also assumes that the cost structure remains at current levels, and there is the potential for a more favorable cost structure that reduces the estimated additional support required. Table 27 provides five-years of the CAE's revenues and expenses.

Table 27: CAE Revenues and Expenses

	FY 10/11	FY 11/12	FY 12/13	FY 13/14	FY 14/15
Revenues					
Measure A	\$608,725	\$669,428	\$687,067	\$719,794	\$749,140
Fares	\$992,948	\$1,044,544	\$1,140,113	\$1,064,063	\$937,385
Total Revenues	\$1,601,673	\$1,713,972	\$1,827,200	\$1,783,857	\$1,686,525
Expenses					
Operating Cost	\$963,188	\$1,016,927	\$1,059,653	\$1,189,114	\$1,056,739
Bus Storage (Lompoc)	\$5,141	\$5,141	\$5,141	\$5,220	\$5,280
Park-and-Ride (Lompoc)	\$0	\$0	\$8,400	\$14,400	\$14,644
Bus Storage (Solvang)	\$720	\$720	\$720	\$720	\$720
Park-and-Ride (Santa Maria)	\$7,200	\$7,200	\$18,000	\$18,000	\$18,000
Fuel	\$316,671	\$372,012	\$338,542	\$345,036	\$289,130
Administration Fee (Lompoc)	\$0	\$0	\$60,958	\$100,000	\$103,632
Administration Fee (SBCAG)	\$23,003	\$16,934	\$19,207	\$29,132	\$11,267
Misc. Expenses	\$25,865	\$27,441	\$24,124	\$27,441	\$63,108
Capital Purchases	\$0	\$1,932,000	\$0	\$0	\$0
Total Expenses	\$1,341,788	\$3,378,375	\$1,534,745	\$1,729,063	\$1,562,745
Balance	\$259,885	-\$1,664,403	\$292,455	\$54,794	\$124,005

The table shows that in most years the existing funding structure provides sufficient revenues for the service. However, the periodic purchase of replacement buses exceeds available revenues. Motor coach buses have an 18-year life and cost roughly \$650,000 each to purchase. The CAE service maintains a fleet of 17 buses, thereby creating an average annual bus replacement cost of \$541,667. Replacing buses when they reach 18 years of service will require 26 bus replacements out to 2040. If Measure A is not replaced or extended and the CAE ceases to exist beyond 2040, then the purchase of seven bus could be avoided. However, the CAE provides a vital transit connection between the North and South County.

As a means of providing a sustainable, long-term solution for the future of the CAE, this plan recommends considering the development of an agreement to integrate the CAE into SMAT and COLT to be in place by December 31, 2017 – the expiration of the current operating contract. There are numerous benefits to local control of the service:

- COLT and SMAT staff can tailor the service to the needs of the communities they serve.
- Assuming the cities supplement existing Measure A funding with some amount of Transportation Development Act (TDA) funding, the CAE's high farebox return will allow COLT and SMAT to consistently meet TDA minimum farebox requirements.

An agreement will require the consideration of numerous points.

Equipment and Route Split

Weekday service on the CAE originates from three North County locations: Lompoc, Santa Maria, and Solvang. Consideration should be given to transfer a number of buses consummate with the level of service provided, as well to balancing the average age of bus fleets transferred to each jurisdiction.

Clean Air Express Service Levels

The CAE currently provides 13 roundtrips per weekday between the North County and South Coast. An agreement should consider a desired minimum level of service and a stop-loss clause. If expenses outpace available revenues, the owner would not be required to spend non-transit funding to maintain service levels. Certain circumstances may warrant changes in service and ultimately the owner will determine appropriate service levels, fares, and schedules.



The Clean Air Express maintains a fleet of 17 motor coaches.

Farebox Benefits

As was previously mentioned, the high farebox recovery ratio of the CAE service can be used to offset potentially weak farebox recovery ratios of local services.

Measure A Interregional Transit Program Funding

As is shown in the revenues section of Table 29 on the previous page, Measure A provides a level of support for the CAE. The support comes from the North County Interregional Transit Program. Exact amounts are determined as a percentage of sales tax revenue collected in Santa Barbara County during a given year. For FYs 10/11 through 14/15, the amount ranged from \$608,725 and \$749,140. An

equitable allocation of this funding source needs to be determined during the development of an agreement.

Capital Expenses

As was previously discussed, and highlighted in Table 29, periodic replacement bus purchases cannot be fully supported by fare revenue and Measure A funds. Other means of support are necessary if current service levels are to be maintained. These sources can be State and federal grants, or other funds already apportioned to local jurisdictions by formula, such as FTA 5307, FTA 5339, FTA 5311(f), or TDA. An agreement should consider the funding of replacement bus purchases.

Impact on Local Services

The Cities of Lompoc and Santa Maria each have priorities for capital improvements that benefit their local services. An agreement should consider any local priorities or plans so the CAE can be integrated without negatively impacting local services.

Timeline

Though this recommendation is intended to be loosely defined, the development of an agreement may include the following steps. The current CAE operating contract expires on December 31, 2017 and an agreement should be in place by this date.

- Through December 2016: staff level discussions between SBCAG and Lompoc and Santa Maria public works and transit staffs. Development of a draft transition plan and tentative agreement.
- December 2016 through March 2017: SBCAG discussions with Lompoc and Santa Maria executives to develop final drafts of the transition plan and tentative agreement.
- Spring 2017: North County Subregional Planning Committee, SBCAG Board, and Lompoc and Santa Maria city council approvals of the transition plan and agreement.

- Summer 2017: Lompoc and Santa Maria release requests for proposals and select operators.
- January 1, 2018: Service begins under new structure.

Opportunities

Opportunities identified here are not meant to be recommendations, rather they are service enhancements that North County transit providers might consider in the coming years. The list of opportunities is not exhaustive.

Smart Fare Media

Chip-based fare media provides numerous benefits, including allowing transit systems to be self-serve for users. The media can function as a pass or store value for otherwise cash-paying customers. Along with providing a convenience for users, smart fare media speeds the boarding process and reduces cash handling for the provider.

Common Fare Media

Common fare media is not a specific type of fare media, rather it refers to the use of a fare media that is usable across a variety of transit providers. The use of common fare media would be particularly useful in the North County as there are numerous transit providers, and a user may need to patronize multiple services to complete a trip.

Transportation Network Company (TNC) Partnerships

TNCs, discussed in Chapter 2, provide on-demand service similar to that offered by taxi companies. Several transit providers have developed agreements with Uber, a TNC, to provide first-mile, last-mile service subsidized by the transit provider. The benefit can only be used as part of a transit trip and must be booked through the transit provider. These partnerships open the service to people that live near, but not within convenient walking distance of established transit routes.

Bike Share Systems

Bike sharing is essentially a form of transit, and many systems have transit providers as partners. In recent years, bike share systems have been implemented in cities throughout the United States. Systems typically provide bicycles for use from kiosk locations distributed across a wide area and they are intended for one-way travel; with many systems having time limits or pricing strategies to discourage recreational riding. Bike sharing may be an effective means of providing first- and last-mile connectivity.

Real-Time Next Bus Displays

Real-time arrival information can improve rider experiences by removing the uncertainty of when buses will arrive. Systems typically work through GPS equipment onboard buses which is relayed to a tracking system. The dynamic information is typically displayed on electronic signs at major transit stops, or it may be available via a website or smartphone application.

Unfunded Improvement Planning

The implementation of Senate Bill 743 will fundamentally change CEQA transportation impact analyses. No longer will congestion be considered an environmental impact. When implemented, the CEQA changes will require an analysis of the vehicle miles of travel (VMT) resulting from projects subject to CEQA. When VMT is estimated to exceed local thresholds of significance, mitigation may be required to reduce VMT. Many mitigation measures are transit-related and it may be useful to pre-identify potential transit improvements that can be implemented with developer-funded mitigation fees.

Smartphone Applications

Smartphone applications are provided by many transit providers, and may include static versions of websites, or be dynamic with real-time system maps and bus arrival information. There are also numerous private application developers, such as Moovit, with whom services can partner.

Summary of Recommendations

Throughout the development of this plan, many potential recommendations were suggested, analyzed, and discussed. Ultimately, consensus formed around two recommendations as the basis of the plan. When implemented, these recommendations will improve transit service delivery in the North County, provide an improved rider experience, reduce administrative burdens, and enable the long-term sustainable operation of the Clean Air Express. Each transit provider also develops a short-range transit plan every five years and continuously works on implementation. Transit service delivery is constantly being improved. As population continues to grow, the demand for safe and convenient transit services will also grow.

CHAPTER 6:

Conclusion

The North County Transit Plan was prepared by the Santa Barbara County Association of Governments (SBCAG) with the assistance of AECOM. The plan was developed over the course of roughly three years as data was collected, options were discussed, analyses completed, and consensus was built.

Throughout the development of this plan, existing transit services were inventoried and summarized. The North County is well covered by transit, particularly within its urbanized areas. However, there are nine, separate transit service brands serving the North County, which may create challenges for users and system coordination. Implementing the voluntary merger of select transit services recommendation may reduce the number of transit providers in the North County, resulting in improvements for transit users and ease system coordination.

The analysis also found that ridership on regional and interregional services is growing, while local service ridership has experienced declines. Improving the regional and interregional services requires the cooperation and funding assistance of multiple jurisdictions. Changes to local services can largely be at the discretion of a single jurisdiction. If an agreement is developed to integrate the Clean Air Express (CAE) into COLT and SMAT, as this plan recommends considering, the organization of interregional services in the North County will improve. Long-term sustainability for the CAE will also be addressed and allow the service to continue providing a benefit to North County residents well into the future.

Funding for transit services comes from a variety of local, State, and federal sources. During the development of this plan, funding sources were inventoried and quantified for a five-year period, FYs 10/11 –

14/15, to determine the amount of financial support available for transit service in the North County.

As this plan is implemented, it is important to consider that the population of the North County is forecasted to grow by roughly 30 percent to 2040 and demand for transit services will increase. Transit will grow in importance as a means of congestion reduction, but also as a means of transportation for disadvantaged populations.



The Breeze service provides regional services connecting Santa Maria and Lompoc, and Santa Maria and Solvang/Buellton.

Appendix A

Appendix A: Adopting Resolution

A RESOLUTION OF THE SANTA BARBARA COUNTY ASSOCIATION OF GOVERNMENTS

ADOPTION OF THE SANTA BARBARA)
COUNTY ASSOCIATION OF)
GOVERNMENTS' NORTH COUNTY)
TRANSIT PLAN)

RESOLUTION NO. 16-23

WHEREAS the Santa Barbara County Association of Governments (SBCAG) has prepared a North County Transit Plan to update the 2006 North County Transit Plan; and

WHEREAS SBCAG was awarded a Federal Transit Administration Section 5311(f) planning grant by Caltrans' Division of Mass Transit in federal fiscal year 2013 to supplement the local funding required to prepare the North County Transit Plan; and

WHEREAS SBCAG, in coordination with its advisory committees, the North County Subregional Planning Committee, and the Board of Directors, solicited requests for proposals from qualified consulting firms and awarded a contract to AECOM, Inc. to prepare the North County Transit Plan; and

WHEREAS a public outreach process was conducted to inform the public and seek input, and included two public workshops, one each in Lompoc and Santa Maria, during the month of November 2013, as well as active engagement of transit users, and the provision of public comment during SBCAG committee and Board meetings; and

WHEREAS on a regular and continuing basis the project team received input and direction from the Executive Steering Committee, SBCAG advisory committees, North County transit provider staffs, and the North County Subregional Planning Committee to guide the North County Transit Plan's development; and

WHEREAS the North County Transit Plan recommends a voluntary merger of select transit systems into larger systems and consideration of an agreement for the integration of the Clean Air Express into the City of Lompoc Transit and Santa Maria Area Transit; and

Res. No. 16-23, Page 2

WHEREAS upon approval of this resolution staff will file a Notice of Exemption with the Santa Barbara County Clerk finding that the North County Transit Plan is exempt from CEQA in accordance with CEQA Guideline Section 15262, "Feasibility and Planning Studies";

NOW, THEREFORE, BE IT RESOLVED THAT the SBCAG Board of Directors adopts the North County Transit Plan; and

THEREFORE, BE IT FURTHER RESOLVED THAT the SBCAG Board of Directors directs SBCAG staff to file a CEQA Notice of Exemption with the Santa Barbara County Clerk.

PASSED AND ADOPTED this 21st day of September 2016 by the following vote:

AYES: DIRECTORS FARR, ADAM, LAVAGNINO, BENNETT, LIZALDE, CLARK, RICHARDSON, SCHNEIDER, MOSBY, PATINO AND CHAIR WOLF

NOES:

ABSENT: DIRECTORS CARBAJAL AND SIERRA

ABSTAIN:

ATTEST:

Jim Kemp

Jim Kemp
Executive Director

Janet Wolf

Janet Wolf, Chair
Santa Barbara County
Association of Governments
9/15/16
Date:

APPROVED AS TO FORM:

William M. Dillon

William M. Dillon
Senior Deputy County Counsel



The Santa Barbara County Association of Governments (SBCAG) is an association of city and county governments in Santa Barbara County. Many of the issues that face local governments and the people they serve such as traffic, housing, air quality, and growth extend beyond jurisdictional boundaries. SBCAG's primary purpose is to assist local governments in solving common problems and addressing public policy issues that are regional or multi-jurisdictional. SBCAG exists to provide a forum for regional collaboration and cooperation between agencies.

SBCAG was established in 1966 as a voluntary council of governments under a joint powers agreement executed by Santa Barbara County and each of the general purpose city governments in the county. SBCAG is an independent public agency governed by a 13-member board of directors consisting of all five county supervisors and one city council member from each of the eight cities within the County. The agency employs a staff of 20 and has an annual budget of about \$20 million. The Overall Work Program contains a listing of projects and programs SBCAG is working on during the current fiscal year.

Contact

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