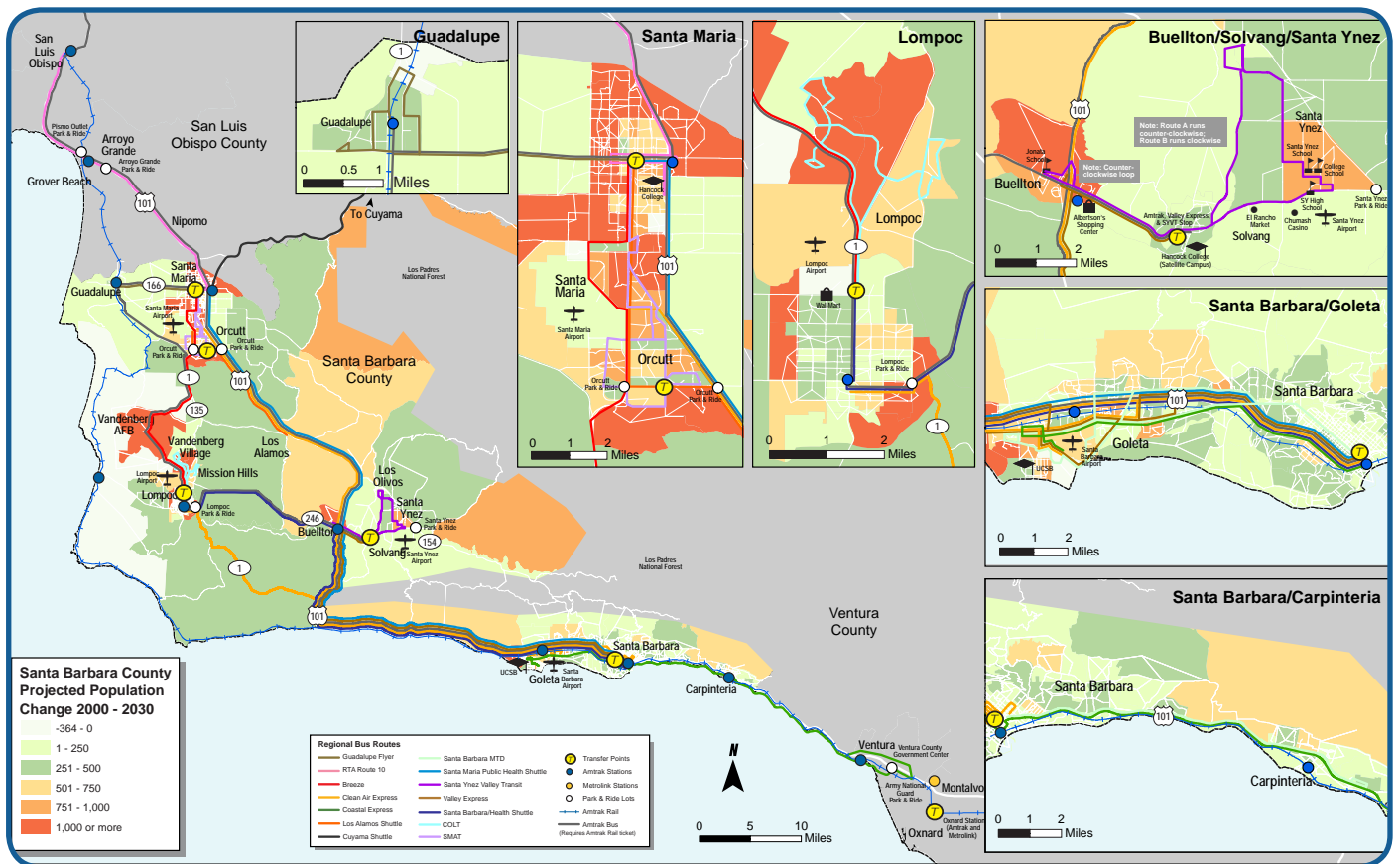




North Santa Barbara County Transit Plan



ACKNOWLEDGEMENTS

SBCAG

Michael Powers, Deputy Director
Sarkes Khachek, Transportation Planner

Technical Advisory Committee

Matt Dobberteen, County of Santa Barbara (County Transit)
Richard Fernbaugh, City of Lompoc (COLT)
Eliane Guillot, San Luis Obispo Council of Governments
Steve Maas, Santa Barbara Metropolitan Transit District
Pat Michelson, Caltrans
Joe Rye, City of Santa Maria (SMAT) and Breeze
Michael Seden-Hansen, City of Santa Maria (SMAT) and Breeze
Scott Spaulding, SBCAG and Clean Air Express
Jim Talbot, SMOOTH
Brad Vidro, City of Solvang and Santa Ynez Valley Transit

Consulting Team

Nelson\Nygaard Consulting Associates

- Linda Rhine, Project Manager
- Joey Goldman, Deputy Project Manager
- Jeff Flynn, Project Planner
- Christine Celsor, GIS Specialist

Table of Contents

	PAGE
EXECUTIVE SUMMARY.....	ES-1
Background.....	ES-1
The Study Process and Schedule.....	ES-1
Existing Transit Services.....	ES-2
Short-Term Recommendations.....	ES-6
Long-Term Recommendations.....	ES-11
Funding Plan.....	ES-14
CHAPTER 1. INTRODUCTION.....	1-1
Background.....	1-1
Existing Transit Services.....	1-1
The Study Process and Schedule.....	1-2
Goals and Objectives.....	1-3
CHAPTER 2. EXISTING TRANSIT SERVICES.....	2-1
Local Transit Service.....	2-3
Regional Transit Service.....	2-11
Private Carriers.....	2-19
Airport Services.....	2-20
Service Comparisons.....	2-25
CHAPTER 3. FUNDING CONTEXT.....	3-1
Introduction.....	3-1
TDA Funds.....	3-1
Measure D.....	3-12
Federal Funding.....	3-13
Funding Sources by Service.....	3-15
Summary.....	3-16
CHAPTER 4. DEMOGRAPHIC OVERVIEW.....	4-1
Population and Ethnicity.....	4-1
Population and Employment Density.....	4-2
Measures of Transit Dependence.....	4-9
Page left intentionally blank.....	4-18
Commute Information.....	4-19
Short-Term Developments.....	4-21
CHAPTER 5. PUBLIC OUTREACH AND STAKEHOLDER INTERVIEWS.....	5-1
Tools for Public Input.....	5-1
Phase I.....	5-2
Findings.....	5-3
Phase II.....	5-14
Stakeholder Interviews.....	5-16

Table of Contents *(continued)*

	PAGE
CHAPTER 6. PEER REVIEW	6-1
Merced County Transit	6-1
San Luis Obispo Regional Transit Authority	6-3
Butte County Association of Governments	6-4
Monterey-Salinas Transit.....	6-5
San Joaquin Regional Transit District	6-6
Summary and Conclusions	6-9
CHAPTER 7. TRANSIT COORDINATION ALTERNATIVES	7-1
Introduction	7-1
Inputs to Recommendations	7-1
Recommended Short-Term Coordination Projects.....	7-2
Recommended Short-Term Organizational Structure.....	7-15
Recommended Short-Term Service	7-21
ADA Implications.....	7-45
Other Short-Term Recommendations.....	7-45
Conclusion.....	7-55
CHAPTER 8. LONG-TERM RECOMMENDATIONS	8-1
Introduction	8-1
Recommended Long-Term Service Strategy (Beginning FY 2013/14)	8-2
Rail Feasibility.....	8-5
Long-Term Organizational Structure	8-6
Conclusion.....	8-12
CHAPTER 9. FUNDING PLAN	9-1
Introduction	9-1
Capital Costs	9-6
Operating Costs	9-12
Review of Current Funding Sources.....	9-16
Revenue Projections.....	9-18
Funding Plan With Measure D Reauthorized	9-25
Funding Plan Without Passage of Measure D.....	9-25
Identification of Other Potential New Revenues.....	9-26
Cost Sharing Arrangements.....	9-29
Summary and Conclusions	9-36
APPENDIX A-1 OUTREACH FLYERS	
APPENDIX A-2 NEWSPAPER ADVERTISEMENTS	APPENDIX A-3 SUMMARY
APPENDIX A-4 OPEN HOUSE FLYERS	APPENDIX A-5 OPEN HOUSE COMMENTS
APPENDIX B SHORT-TERM COST UTILIZATION SHEET	
APPENDIX C LONG-TERM COST UTILIZATION SHEET	
APPENDIX D RIDERSHIP PROJECTION MODEL	

Table of Figures

	PAGE
Figure ES-1	Transit Services Summary ES-3
Figure ES-2	Administrative Structure – Transit Services in Northern Santa Barbara County ES-5
Figure ES-3	Summary of Short-Term Service Alternatives for Transit Services Operating in North Santa Barbara County ES-9
Figure ES-4	Summary of Long-Term Service Recommendations for Transit Services Operating in North Santa Barbara County ES-13
Figure 2-1	Transit Services and Communities Served 2-2
Figure 2-2	Local Transit Service – Santa Maria 2-5
Figure 2-3	Local Transit Service in Lompoc 2-9
Figure 2-4	Regional Transit Service 2-15
Figure 2-5	Private Carriers 2-23
Figure 2-6	Service Parameters 2-26
Figure 2-7	One-Way Local and Regional Transit Fares 2-28
Figure 2-8	Vehicle Fleet – Public Transit Operators 2-29
Figure 2-9	Comparative Performance – FY 2004-05: Local, Regional and Inter-County Services 2-34
Figure 3-1	LTF Allocations for Santa Barbara County, FY 2005-06 3-3
Figure 3-2	North County TDA Disbursements, FY 2005-2006 3-4
Figure 3-3	Lompoc TDA Disbursements, FY 2005-2006 3-5
Figure 3-4	Santa Maria TDA Disbursements, FY 2005-2006 3-6
Figure 3-5	Guadalupe TDA Disbursements, FY 2005-2006 3-7
Figure 3-6	Solvang TDA Disbursements, FY 2005-2006 3-8
Figure 3-7	Buellton TDA Disbursements, FY 2005-2006 3-9
Figure 3-8	Unincorporated North County TDA Disbursements, FY 2005-2006 3-10
Figure 3-9	STA Allocations, FY 2005-06 3-11
Figure 3-10	Section 5307 Funding in Santa Barbara County, FY 2005-06 3-13
Figure 3-11	JARC and New Freedom Funding for Urbanized Areas in Santa Barbara County, FY 2005-06 3-14
Figure 3-12	Section 5311 Funding for Small Urban Areas in Santa Barbara County ... 3-15
Figure 3-13	Funding Sources By Transit Service 3-17
Figure 4-1	Santa Barbara County: Population and Ethnicity by City 4-1
Figure 4-2	Population Density (by Census Block Group) 4-3
Figure 4-3	Employment Density (by TAZ) 4-5
Figure 4-4	Santa Barbara County Projected Population Change 2000-2030 (by TAZ) . 4-7
Figure 4-5	Senior Population Density (by Census Block Group) 4-11
Figure 4-6	Youth Population Density (by Census Block Group) 4-13
Figure 4-7	Households Living in Poverty (by Census Block Group) 4-15

Table of Figures *(continued)*

	PAGE
Figure 4-8	Households Without Vehicles (by Census Block Group)4-17
Figure 4-9	Intercounty Commuting.....4-19
Figure 4-10	Commutes for Santa Barbara County Residents4-20
Figure 4-11	Future Developments4-23
Figure 5-1	Public Outreach Meetings5-1
Figure 5-2	Numbers of Surveys Received5-4
Figure 5-3	Residence of Survey Respondents5-4
Figure 5-4	School and Work Destinations.....5-5
Figure 5-5	Travel Matrix5-6
Figure 5-6	Transit Systems Used by Respondents.....5-7
Figure 5-7	Trip Purpose.....5-8
Figure 5-8	Top Improvements for Bus Systems.....5-9
Figure 5-9	Bus Users Who Want to Travel to Locations Not Served by Bus5-10
Figure 5-10	Age of Respondents5-11
Figure 5-11	Income.....5-12
Figure 5-12	Sample Comments on Strengths and Weaknesses of Existing Transit Services5-19
Figure 5-13	Short-Term Priorities for Improving Regional Transit Services5-21
Figure 6-1	Operating Characteristics of Peer Agencies6-10
Figure 6-2	Additional Service Characteristics6-11
Figure 7-1	Existing Contracts7-5
Figure 7-2	Existing Coordination Projects and Programs7-11
Figure 7-3	Administrative Structure – Transit Services in Northern Santa Barbara County.....7-19
Figure 7-4	Proposed Santa Barbara-Buellton-Santa Maria Service7-27
Figure 7-5	Summary of Short-Term Service Alternatives for Transit Services Operating in North Santa Barbara County7-29
Figure 7-6	Ridership Estimates Phasing: Short-Term, Enhanced and Long-Term7-38
Figure 7-7	North Santa Barbara County Fixed Route, Dial-a-Ride, Regional, Commute-Only and Lifeline Service Performance Standards7-48
Figure 7-8	North Santa Barbara County Fixed Route, Dial-a-Ride, Regional, Commute-Only and Lifeline Service Quality and Reliability Standards7-49
Figure 7-9	North Santa Barbara County Fixed Route, Regional and Commute-Only Service Design Standards.....7-51

Table of Figures *(continued)*

	PAGE
Figure 8-1 Major Advantages and Disadvantages of Joint Powers Authority for Northern Santa Barbara Transit Services.....	8-10
Figure 8-2 Major Advantages and Disadvantages of a Transit District for Northern Santa Barbara Transit Services.....	8-11
Figure 9-1 Summary: Costs and Revenues of North County Transit With Renewed Measure D	9-3
Figure 9-2 Summary: Costs and Revenues of North County Transit Without Renewed Measure D	9-4
Figure 9-3 Summary of Constrained Costs and Revenues of North County Transit Without Renewed Measure D.....	9-5
Figure 9-4 Preliminary Capital Cost Projections: Fixed Route Service.....	9-7
Figure 9-5 Vehicle Replacement Assumptions	9-9
Figure 9-6 Vehicle Replacement Schedule.....	9-10
Figure 9-7 Expansion Vehicle Requirements.....	9-11
Figure 9-8 Miscellaneous Capital Costs	9-12
Figure 9-9 Preliminary Operating Cost Projections: Fixed Route Service	9-13
Figure 9-10 Preliminary Operating Cost Projections: Dial-A-Ride Service.....	9-15
Figure 9-11 Operating Revenues for Local Services	9-16
Figure 9-12 Operating Revenues for Regional Services	9-17
Figure 9-13 Operating Revenues for Intercounty Services	9-17
Figure 9-14 Preliminary Revenue Projections: With and Without Measure D Renewal	9-19
Figure 9-15 Expenditure Plan for Alternative Transportation, Proposed Measure D Extension.....	9-23
Figure 9-16 Projected Annual Measure D Spending, North County Transit	9-24
Figure 9-17 Fare Revenue Statistics, FY 04/05.....	9-24
Figure 9-18 Projected TDA Collections	9-27
Figure 9-19 Transit Benefits by Santa Barbara County Employers	9-28
Figure 9-20 Cost Sharing Matrix	9-30
Figure 9-21 Transit Service Funding (With and Without Funding Agreements)	9-31
Figure 9-22 Cost Sharing Formulas in Other Counties.....	9-35

Table of Figures *(continued)*

PAGE

Executive Summary

Background

North Santa Barbara County has seen rapid growth in recent years and significant growth is projected in the long-term. According to the Santa Barbara County Association of Governments regional growth forecast projections, the county's population is projected to increase by 30% between 2000 and 2030 from 399,000 to 521,000. These growth levels will result not only in the need for more jobs and services, but also in greater demands on the county's transportation network. Demographics are also changing: the total number of seniors (age 60 and over) in the county is expected to nearly double over the same period. As a result, more seniors will reside in North County — often in places that are difficult to serve by traditional public transportation.

Even as the population grows and ages, new job centers are being created, more housing is being built and traditional urban boundaries are being blurred. At one time, it was relatively easy for Santa Barbara County's transit providers to focus on providing trips for residents within their local community. Today, jurisdictions recognize that residents need to travel beyond their community and across county lines.

Although growth is taking place, Santa Barbara County still has a number of rural characteristics, including an agricultural sector. While getting commuters to population centers is important, rural travel needs are also critical. These include short trips within communities not served by local transit, long-distance travel to medical facilities, airports, Amtrak train stations, out-of-county destinations, and transportation for farm workers.

The study, culminating in a Ten-Year Transit Plan for North Santa Barbara County, addresses the transit needs in growing Northern Santa Barbara County. The Plan recommends short and long term regional and inter-county service connections, a framework for administering and funding services and strategies to enhance the public's awareness of local and regional transit services. The Plan identifies a series of recommendations to be implemented over a period of ten years.

The Study Process and Schedule

This study was initiated in December 2005. It consists of both a technical analysis and a public input process. The technical analysis considered projected growth in Northern Santa Barbara County, transit ridership and trends, an assessment of transit needs from a variety of sources and an evaluation of transit funding and organizational relationships. To ensure the Plan was developed with input from a broad spectrum of interests, several steps were taken to ensure public and stakeholder participation throughout the study process. A series of interviews were conducted with stakeholders including local agency representatives, organizational and community leaders, members of the public, political leaders, and representatives of advocacy groups. A public outreach process was

conducted in two phases. The first phase obtained input on transit needs and major issues related to North County transportation services. It included an online survey; “mini-stations” at transfer locations; distributing and collecting onboard surveys on SYVT; and advertising in local newspapers. The second phase of the public outreach consisted of three public open house meetings in June 2006 and focused meetings with identified community groups to obtain feedback on preliminary alternatives.

A Technical Advisory Committee (TAC) was formed to work with SBCAG and the consultant throughout the study process. The TAC met monthly to provide guidance and direction in developing this North Santa Barbara County Transit Plan. In addition, policy direction was provided by the North County Subregional Planning Committee of the SBCAG Board.

Existing Transit Services

Northern Santa Barbara County residents have access to a wide array of local, regional and inter-county transit services. Local fixed route services are provided in Santa Maria, Lompoc and Guadalupe. There are a number of regional and inter-county services connecting cities and communities within Northern Santa Barbara County and services with connections to South County and neighboring Ventura and San Luis Obispo counties.

Throughout this Plan, services in Northern Santa Barbara County are grouped into three categories as listed below.

- Local Services**
 - COLT
 - Guadalupe Shuttle
 - SMAT
 - SYVT
- Regional Services**
 - Breeze Bus
 - Clean Air Express
 - Guadalupe Flyer
 - Los Alamos Shuttle
 - New Cuyama Shuttle
 - Valley Express
 - SBMTD
- Inter-County Services**
 - Coastal Express
 - RTA Route 10

There are also private carriers serving Northern Santa Barbara County. Figure ES-1 presents the days and hours of operation and number of daily trips or frequencies for public services and private carriers serving Northern Santa Barbara County.

Figure ES-1: Transit Services Summary

	Days and Hours of Operation	Monday - Friday	Saturday	Sunday	Number of Trips/Day or Headway
Local Services	COLT	6:30 AM - 8:00 PM	9:00 AM - 5:00 PM	No Service	30 minute headways
	SMAT	6:15 AM – 10:30 PM	8:15 AM - 5:45 PM	9:15 AM - 5:45 PM	30 minute headways
	Guadalupe Shuttle	10:00 AM - 4:00 PM	No Service	No Service	Demand response
	SYVT	7:00 AM - 6:50 PM	7:00 AM - 6:50 PM	No Service	90 minute headways (45 minute headways in Solvang and Buellton)
Regional Services	Los Alamos Shuttle	Tuesdays only 8:00 AM - 4:00 PM	8:00 AM - 4:00 PM	No Service	1 trip
	New Cuyama Shuttle	Tuesdays and Thursdays 9:00 AM - 5:00 PM	No Service	No Service	1 trip
	Guadalupe Flyer	6:15 AM - 6:00 PM	8:15 AM - 5:00 PM	No Service	60 minute headways
	Breeze Bus	5:45 AM - 6:30 PM	No Service	No Service	Bi-directional round trips concentrated during commute times
	Clean Air Express	5:15 AM - 8:00 AM & 3:30 PM - 6:30 PM	No Service	No Service	6 roundtrips to/from Lompoc; 5 roundtrips to/from Santa Maria
	Valley Express	6:15 AM - 8:00 AM & 4:30 PM - 6:00 PM	No Service	No Service	4 roundtrips during commute times
	SBMTD	5:25 AM - 12:00 AM	6:00 AM - 11:20 PM	6:20 AM - 10:00 PM	15-30 weekday headways on most routes, 30-60 minute weekend headways
	Amtrak Bus	4:45 AM - 12:00 AM	4:45 AM - 12:00 AM	4:45 AM - 12:00 AM	1-3 daily northbound and southbound trips depending on location
Intercounty	RTA Route 10	6:00 AM - 9:15 PM	7:15 AM - 6:45 PM	New Sunday service to start Sept. 2006 on a demonstration basis	2 hour weekday headways; 3 trips on Saturday
	Coastal Express	6:00 AM - 7:00 PM	7:30 AM - 7:00 PM	7:30 AM - 7:00 PM	13 northbound and 15 southbound weekday trips
Private Services	Greyhound	5:35 AM - 10:30 PM	5:35 AM - 10:30 PM	5:35 AM - 10:30 PM	4 daily northbound and southbound trips
	Chumash Casino Shuttle	24-hour	24-hour	24-hour	1-2 hour headways to Santa Maria, Lompoc, and SYV; 3 daily trips to Santa Barbara and Goleta
	Central Coast Shuttle	4:00 AM - 10:00 PM	4:00 AM - 10:00 PM	4:00 AM - 10:00 PM	5 daily trips
	Roadrunner Shuttle	24-hour	24-hour	24-hour	Demand response
	SuperRide Airport Shuttle	3:00 AM - 12:00 AM	3:00 AM - 12:00 AM	3:00 AM - 12:00 AM	Demand response

There is no consistent pattern of how transit services are currently administered in Northern Santa Barbara County. The day-to-day administrative functions are handled by several different agencies that assume responsibility for planning, marketing, budgeting, service provision or contractor oversight, and other day-to-day duties. Oversight is provided by various policy boards or city councils. Figure ES-2 outlines the administrative structure of the North County transit services.

Nearly all of the services rely on Transportation Development Act (TDA) funds consisting of Local Transportation Funds (LTF) and State Transit Assistance (STA) funds. Two of the regional transit services (Breeze and Valley Express) rely on federal Congestion Mitigation and Air Quality (CMAQ) demonstration funds that will expire in June 2008. CMAQ funds for four of the eleven Clean Air Express routes were exhausted in June 2006. In FY2007, the Clean Air Express is funded solely by regional Measure D funds and a small APCD grant, with the majority of the service funded by passenger fares. Measure D provides funding mainly for paratransit services. Federal formula funding –Federal Transit Administration (FTA) Sections 5307 and 5311 and discretionary 5311(f) provide operating support to the majority of services.

**Figure ES-2 Administrative Structure –
Transit Services in Northern Santa Barbara County**

Service	Lead City/Agency	Staff	Policy Board	Public or Private Operation?	Interagency Memorandum of Understanding?
COLT	City of Lompoc Transportation & Aviation Division	Aviation/Transportation Administrator, one Staff Assistant and one Maintenance Assistant (under the MOU agreement)	Lompoc City Council	Private (American Star)	No
SMAT	City of Santa Maria Public Works Department	Transit Services Manager, Transit Coordinator and support positions	Santa Maria City Council	Private (MV Transportation)	No
SMOOTH	SMOOTH (CTSA for North County)	Smooth staff	SMOOTH Board of Directors	Provides own transportation	Agreements with social service agencies
Guadalupe Shuttle/Flyer	City of Guadalupe	City Administrator and support positions	Guadalupe City Council	Contract with SMOOTH	No
SYVT	City of Solvang	Public Works Director/City Engineer	Solvang City Council	Private (American Star)	Yes, MOU between Cities of Solvang and Buellton and the County of Santa Barbara
Los Alamos Shuttle	County of Santa Barbara	Program Manager	Santa Barbara County Board of Supervisors	Contract with SMOOTH	No
New Cuyama Shuttle	County of Santa Barbara	Cuyama Valley Recreation Department Staff	Santa Barbara County Board of Supervisors	Private	No
Breeze Bus	City of Santa Maria Public Works Dept.	Transit Services Manager, Transit Coordinator and support positions	Policy Committee oversees service during demonstration period ¹	Private (MV Transportation)	Yes, MOU between Cities of Santa Maria, Lompoc, County of Santa Barbara and SBCAG
Clean Air Express	SBCAG	SBCAG Staff	SBCAG Board of Directors	Private (Santa Barbara Air Bus)	No
Coastal Express	VCTC	VCTC and SBCAG staff	Executive Directors of SBCAG and VCTC, two SBCAG Board members, a Ventura City Council member, the Ventura County 1 st District supervisor, and an ex-officio member selected by the MTD Board.	Private	Yes, MOU between SBCAG and VCTC
RTA Route 10	San Luis Obispo Regional Transit Authority	Regional Transit Manager and support positions	San Luis Obispo Regional Transit Authority (SLORTA)	Private	Yes, MOU between RTA, SLOCOG, SBCAG and SMAT
Valley Express	SBMTD	SBMTD Staff	SBMTD Board of Directors	Public	No
SBMTD	SBMTD	SBMTD Staff	SBMTD Board of Directors	Public	No

Notes:

(1) Policy committee representatives include 2 Santa Barbara County Supervisors (Districts # 4 & 5), Lompoc City Council, Santa Maria City Council and ex-officio representatives from VAFB and Caltrans.

Short-Term Recommendations

This report identifies a series of short-term coordination, organizational and service recommendations to be phased in during the next five years.

Coordination Projects

Several jurisdictions in North County have illustrated that they already cooperate and coordinate well. The Technical Advisory Committee established for this North Santa Barbara County Transit Plan and the cooperative arrangements established to implement new regional services are evidence that many of the players are motivated to improve transit coordination in North County. Other examples of existing and ongoing coordination activities include a coordinated Request for Proposals (RFP) between two transit services for day-to-day operations, free transfer arrangements between select connecting operators, and coordinated public information and marketing. Several coordination strategies are identified to build upon and expand transit coordination in Northern Santa Barbara County. These strategies, listed below, are further described in Chapter 7.

- Coordinated Information and Marketing
- Coordinated RFP for All Services Employing a Private Contractor
- Uniform ADA Eligibility Process
- Fare Coordination
- Coordinated Purchasing

Organizational Structure

Two recommendations are presented to address the complex transit organizational structure in Northern Santa Barbara County. These recommendations maintain the current autonomy of existing transit services.

The first recommendation is to establish a formal transit coordinating committee to advance the coordination efforts that are already underway in Northern Santa Barbara County. The recommended composition of this committee includes staff representatives from all of the transit services operating in North County. The committee could be facilitated by SBCAG staff that would also assume responsibility for preparing agendas and meeting summaries and handle all meeting logistics. There would be minimal costs associated with this new committee. No new staff would be required because existing SBCAG staff and transit agency representatives would add these responsibilities to their current duties. One of the first tasks would be to prepare an annual work plan outlining the major projects to be undertaken in the first year.

The second recommendation is to develop a detailed transition plan to transfer management of the Clean Air Express from SBCAG to the Cities of Santa Maria and Lompoc. SBCAG is currently administering the Clean Air Express. There is no long-term plan to fund the service and without a dedicated source of funds, there is no guarantee for maintaining current service levels or continued operation. The Cities of Santa Maria and Lompoc have expressed strong interest in the management of the Clean Air Express beginning in FY 2007/08. It is recommended that the Clean Air Express Working Group continue to meet to negotiate and further clarify their respective roles and responsibilities. The goal is to develop and execute a MOU for implementation at the start of the 2007/08 fiscal year.

Service Recommendations

Short-term service recommendations are presented in two phases. The first phase is to establish the highest priority connections, beginning in FY2007/2008. The second phase involves enhancements to the short-term service recommendations, beginning in FY2010/2011. These service recommendations assume operations for 24 to 36 months in order to build ridership before enhancing services in subsequent phases.

Short-term service recommendations allow for better coordination between services without having to make any major route overhauls. Schedule adjustments on several routes and other minor changes would help make the North County transit service more efficient and better connected for the passengers.

The enhanced short-term recommendations provide several key service improvements that should be introduced during year four of the plan. These improvements are meant to build on the already established framework of the Recommended Short-Term Plan by adding weekday service to provide better connections within the region and by introducing Saturday service on two important routes. A summary of the service recommendations and phasing are illustrated in Figure ES-3.

In addition to the recommended changes to regional transit routes, other services can be implemented to enhance mobility in North Santa Barbara County. One important program is Farmworker Vanpool Transportation. Traditional vanpool programs have been successfully adapted to offer farmworker transportation in some communities. Because this is a significant challenge for North County, a vanpool program alternative is presented as the best strategy for this difficult-to-serve commuter group. Why is this market such a challenge? Agricultural workers do not have a consistent worksite (it can change weekly, or sometimes day to day). In addition, they usually work early hours, or sometimes variable hours, and work is seasonal, so employment may not be year-round. . The most successful example in California is the large program in Kings County, which incorporated some smaller programs in other counties, including one in Fresno County that was overseen by Enterprise Rent-A-Car's subsidiary Enterprise Rideshare. The City of Santa Maria and Santa Barbara County currently have plans to implement a farmworker vanpool pilot program in the northern portion of the county. It will be evaluated and if successful, the program may be expanded.

This page intentionally left blank.

Figure ES-3 Summary of Short-Term Service Alternatives for Transit Services Operating in North Santa Barbara County

Service	Current Service	Summary of Proposed Short-Term Service Changes	Phasing	
			Short-Term	Enhanced
Breeze	Provides regional service from Lompoc Mission Plaza to VAFB to Santa Maria Transit Center Provides eight trips a day in each direction weekdays only Focuses primarily on peak period with one mid-day trip in each direction	Provide two peak-hour round trip extensions between Buellton/Solvang and Lompoc	X	
		Provide Saturday service between Buellton and Santa Maria via Lompoc		X
Clean Air Express	Operates weekday commuter service from Lompoc to Santa Barbara/Goleta and Santa Maria to Santa Barbara/Goleta Operate five AM and PM peak Santa Maria trips and six AM and PM peak Lompoc trips Has no stops in Santa Ynez Valley Operates Peak only service	Extend service to Santa Maria Transit Center	X	
		Provide Saturday service		X
COLT	Provides local service to Lompoc and the surrounding communities of Vandenberg Village, Mesa Oaks, and Mission Hills Operates Monday through Friday from about 6:45 AM to 8:00 PM on five fixed-routes and Saturdays from 9:00 AM to 5:00 PM. All routes operate on 30-minute headways except for Route 4, which has 60-minute headways	No changes to this service		
Cuyama Shuttle	Twice weekly demand response shuttle from Cuyama to Santa Maria	No changes to this service		
Guadalupe Flyer	Provides bus service weekdays from 6:00 AM to 6:00 PM from Guadalupe to Santa Maria Operates every 60 minutes	Provide early morning service from Santa Maria allowing for better connections with RTA Route 10	X	
Los Alamos	Once a week demand response shuttle from Los Alamos to Santa Maria	No changes to this service		
RTA Route 10	Operates from Santa Maria to San Luis Obispo with stops in Nipomo, Arroyo Grande, Shell and Pismo Beach Provides nine northbound and southbound on weekdays approximately every two hours Provides three Saturday trips in each direction	No changes to this service		
SMAT	Provides local service to Santa Maria, Orcutt and Tanglewood seven days a week on 11 fixed-routes Routes operate from about 6:00 AM to 7:00 PM weekdays and most originate and return to the Town Center Transit Center Routes operate 8:00 AM to 6:00 PM on weekends Operate new owl service from 7:00 PM to 10:30 PM Buses operate at 30 or 60-minute headways	No changes to this service		
SYVT	Operates two fixed routes connecting the communities of Buellton, Solvang, Santa Ynez, Ballard and Los Olivos No AM peak connections to Valley Express The routes operate from about 7:00 AM to 7:00 PM Monday through Saturday every 90 minutes	Provide morning tripper to connect with Valley Express service	X	
New Service Between Santa Maria and Santa Barbara via Buellton	Clean Air Express currently operates weekday commuter service from Santa Maria to Santa Barbara/Goleta.	Provide Santa Barbara-Buellton-Santa Maria AM peak service and Santa Maria-Buellton-Santa Barbara PM peak service		X
		Provide bi-directional midday service	X	
		Provide stops in Buellton	X	
Valley Express	Operates commuter service from Solvang and Buellton to Goleta and Santa Barbara weekdays only Provide four trips in the AM peak and four trips in the PM peak No midday or reverse commuter service	Provide two peak hour trips to ease overcrowding	X	
		Provide bi-directional midday service		X

Other Short-Term Recommendations

The Plan includes two other types of recommendations; performance measures and standards for monitoring system performance; and transit supportive policies to improve the physical environment to increase transit ridership. Recommended service measures and standards are intended to shape how services are allocated and assist policymakers in identifying where additional services should be provided and where services might be eliminated. The recommended transit supportive policies address issues of land use, circulation, and urban design. Proactive land use planning can also make future transit service allocation decisions easier by creating transit-supportive environments where people can easily and efficiently access services, allowing transit to be productive and convenient.

Long-Term Recommendations

In the longer-term, the Plan identifies strategies to further enhance service and discusses options for organizing transit services in Northern Santa Barbara County.

Service Strategies

Incremental enhancements to the short-term service recommendations would remain in effect until FY2013/14. At that point, further enhancements are recommended based on the assumed successes of the short-term service strategy.

The objective of the long-term service plan is to accomplish the following:

- **Eliminate Duplication of Services.** Increased regional services means that special Santa Barbara shuttles and other trippers could be eliminated based on local preferences.
- **Schedule Simplification.** Under the long-term service strategy, it is recommended that a consistent schedule that is easy to remember be adopted and that all services are scheduled in relation to one another to maximize transferability and ease of use.
- **Route Simplification.** Looking regionally, North County intercity service should focus on linking major urban cores of Santa Maria, Santa Barbara, Lompoc, the Santa Ynez Valley, Guadalupe and Nipomo rather than serve as a mix of commuter-focused extensions between pairs of communities.
- **Ease of Use.** Under the recommended long-term service plan (and beginning in FY 2011/12), it is assumed that passengers could make a single transfer between North County services for more efficient overall connections and routing. Essentially, transfers should be able to be made between bus routes rather than between systems. This suggests easier fare instruments and payment procedures.
- **Marketing.** All jurisdictions would have “ownership” in the regional transit network. With consistent routes that provide connections, it is possible to provide

an easy-to-understand map of the system and simplified schedules. Schedules and customer service can provide countywide travel assistance.

- **Maintain Service to Important Markets.** Local bus services within Lompoc, Santa Maria, Guadalupe and the Santa Ynez Valley are maintained. Regional services are enhanced.

The recommended long-term strategy builds upon the short-term improvements and is based on a bi-directional regional service Monday through Saturday. A summary of the long-term recommendations are presented in ES-4.

Organizational Structure

The transit coordinating committee recommended in the short-term, should further explore a series of longer-term alternatives for organizing transit services in Northern Santa Barbara County. The alternatives represent a continuum, from maintaining the local agency structure and coordinating on select projects to full consolidation as a Joint Powers Authority (JPA) or transit district with taxing authority. There is no correct answer or easy way to pursue longer-term organizational alternatives. To move forward with this discussion requires additional research, discussion and consensus-building at both the technical and policy level. Given the complexity of this issue and the number of agencies involved, we recommend that the transit coordinating committee take the lead on this topic, conduct further research and talk with policy-level officials to determine their interest and preferences for a longer-term reorganized transit structure in Northern Santa Barbara County.

Figure ES-4 Summary of Long-Term Service Recommendations for Transit Services Operating in North Santa Barbara County

Service	Summary of Proposed Long-Term Service Recommendations
Breeze	Continue Saturday service and improve headways from 120 minutes to 60 minutes
Clean Air Express	No changes to this service
COLT	No changes to this service
Cuyama Shuttle	No changes to this service
Guadalupe Flyer	Provide additional evening peak period trip from Santa Maria to Guadalupe for better connections to RTA Route 10
Los Alamos	No changes to this service
RTA Route 10	No changes to this service
SMAT	No changes to this service
SYVT	Provide morning tripper to connect with Valley Express service
New Service Between Santa Maria and Santa Barbara via Buellton	Add three hours of Saturday service for better weekend connections
	Provide bi-directional service on some trips during peak periods and midday service. Provide timed connections to SMAT, Breeze, Guadalupe Flyer and RTA Route 10 at the SMAT and COLT transfer centers
Valley Express	Provide limited bi-directional peak trips and one bi-directional midday trip.
Flexroutes and Dial-a-Ride Services	Consider supplementing traditional fixed route service with flexroutes and general public dial-a-ride services in lower density areas such as Los Alamos, the Vandenberg Village area and portions of the Santa Ynez Valley

Funding Plan

The Funding Plan projects operating and capital costs for a ten-year period based on the short and long-term serviced recommendations. The Plan assumes two basic funding scenarios. The first scenario assumes the renewal of Measure D ½ cent sales tax along with an additional ¼ cent sales tax. With renewal of Measure D, transit in North County will be well funded, and the transit enhancements proposed in this plan will be able to be realized. On a cumulative basis, by the end of the ten year projection period, there is a surplus of funds that could be available to North County to support additional capital costs or expansion of operations that may be warranted in the longer term.

The second scenario assumes that Measure D is not renewed, and that these sales tax receipts end in FY 2009/10. Without the renewal of Measure D, funding the recommended service enhancements will be very difficult as expenses are projected to will exceed revenues in most years, with the deficit increasing over time. The plan cannot be balanced simply by delaying capital projects a few years, and all the improvements recommended in this plan will not be realized. Projects will need to be scaled back, and/or additional sources of revenue to fund on-going operations and capital costs will be required.

With the objective of balancing costs and revenues, a third “constrained funding” scenario was developed assuming Measure D is not reauthorized. It required eliminating long term improvements to regional services and some capital projects were delayed to outer years of the ten-year plan period.

It is important to note that the funding plan assumes that other than Measure D renewal, no new funds are projected during the period to help pay for service expansion. Federal funds made available through the 2005 Federal Transportation Funding Bill (SAFETEA-LU) are projected assuming a conservative annual growth rate of three percent. LTF funds have been projected at a rate of four percent per year. In recent years, a larger percentage of TDA funds have been devoted to transit to support enhanced transit services in North County. This trend is expected to continue in the next ten years. Based on the historical shift and with input from the Technical Advisory Committee, the projections assume that, gradually over the period, all LTF funds will be transitioned to transit. In Lompoc and Santa Maria, this transition period will be completed within five years (by 2011) with the vast majority of increased funding for transit dedicated to local services. The County is also expected to increase its share of LTF funds on transit with 100% devoted to this purpose in eight years (by 2014). The longer period for the County is based on relatively less demand for transit due to its rural nature.

In any funding scenario, local services will be able to maintain and expand their level of service in the future. The major question is whether regional services, which have depended on start-up funding from discretionary grants and current Measure D will be able to maintain and increase their level of service. The major issue in assessing the viability of regional services and the ultimate financial feasibility of this plan is the future of

Measure D. If Measure D reauthorization passes in the November 2006 election there will be sufficient funding to transition regional services from demonstration grants and other start-up funding to stable long term funding. In fact, this analysis demonstrates that in the out-years of the plan there is opportunity for additional enhancements to local and regional services.

If Measure D is not reauthorized (in the next election or a future one), then the future of implementing all of the recommendations contained in this Plan is in doubt, and at the very least new funding sources will need to be developed to fund all of the recommended improvements.

If Measure D does not pass, North County will not only face an overall funding deficit, but it will also need to confront long term sustainable funding for regional services. Passage of Measure D would solve this problem for the foreseeable future. In the absence of this source, local governments will need to consider how TDA funds and federal formula funds are allocated because regional transit could not be sustained without relying on these sources, which are devoted to local services. In this case, it will be particularly important to consider cost sharing arrangements between jurisdictions to preserve services that serve North County and the region as a whole.

Chapter 1. Introduction

Background

North Santa Barbara County has seen rapid growth in recent years and significant growth is projected in the long-term. According to the Santa Barbara County Association of Governments regional growth forecast projections, the county's population is projected to increase by 30% between 2000 and 2030 from 399,000 to 521,000. These growth levels will result not only in the need for more jobs and services, but also in greater demands on the county's transportation network. Demographics are also changing: the total number of seniors (age 60 and over) in the county is expected to nearly double over the same period. As a result, more seniors will reside in North County — often in places that are difficult to serve by traditional public transportation.

Even as the population grows and ages, new job centers are being created, more housing is being built and traditional urban boundaries are being blurred. At one time, it was relatively easy for Santa Barbara County's transit providers to focus on providing trips for residents within their local community. Today, jurisdictions recognize that residents need to travel beyond their community and across county lines.

Although growth is taking place, Santa Barbara County still has a number of rural characteristics, including an agricultural sector. While getting commuters to population centers is important, rural travel needs are also critical. These include short trips within communities not served by local transit, long-distance travel to medical facilities, airports, Amtrak train stations, out-of-county destinations, and transportation for farm workers.

The study, culminating in a Ten-Year Transit Plan for North Santa Barbara County, addresses the transit needs in growing Northern Santa Barbara County. The purpose of the Plan is to recommend short and long term regional and inter-county service connections, a framework for administering and funding services and strategies to enhance the public's awareness of local and regional transit services. The Plan identifies a series of recommendations to be implemented over a period of ten years.

Existing Transit Services

Local and regional public transit services operate within or provide connections to Northern Santa Barbara County. These services provide local circulation within communities, intercity connections for travel between communities and interregional connections for travel to San Luis Obispo and Ventura Counties. The services include the following:

- Breeze Bus service
- City of Lompoc Transit (COLT)
- City of Lompoc Santa Barbara Shuttle

- Clean Air Express
- Coastal Express
- Cuyama Shuttle
- Guadalupe Shuttle and Flyer
- Los Alamos Shuttle
- San Luis Obispo Regional Transit Authority (RTA) Route 10
- Santa Barbara Metropolitan Transit District (MTD)
- Santa Maria Area Transit (SMAT)
- Santa Maria Organization of Transportation Helpers (SMOOTH)
- Santa Maria Public Health Shuttle
- Santa Ynez Valley Transit (SYVT)
- Valley Express (MTD)

Other providers serving North Santa Barbara County include the Chumash Casino Shuttle, Amtrak Thruway Bus and rail service, Greyhound, Roadrunner, and the Central Coast Shuttle.

The Study Process and Schedule

This study was initiated in December 2005. It consists of both a technical analysis and a public input process. The technical analysis considered projected growth in Northern Santa Barbara County, transit ridership and trends, an assessment of transit needs from a variety of sources and an evaluation of transit funding and organizational relationships. To ensure the Plan was developed with input from a broad spectrum of interests, several steps were taken to ensure public and stakeholder participation throughout the study process. A series of interviews were conducted with stakeholders including local agency representatives, organizational and community leaders, members of the public, political leaders, and representatives of advocacy groups. A public outreach process was conducted in two phases. The first phase obtained input on transit needs and major issues related to North County transportation services. It included an online survey; “mini-stations” at transfer locations; distributing and collecting onboard surveys on SYVT; and advertising in local newspapers. The second phase of the public outreach consisted of three public open house meetings and focused meetings with identified community groups to obtain feedback on preliminary alternatives.

A Technical Advisory Committee (TAC) was formed to work with SBCAG and the consultant throughout the study process. The TAC met monthly to provide guidance and direction in developing this North Santa Barbara County Transit Plan. In addition, policy direction was provided by the North County Subregional Planning Committee of the SBCAG Board.

Goals and Objectives

At the February 14, 2006 meeting, the TAC reviewed a draft set of goals and objectives to guide the study. Based on feedback from members of the TAC, the following are the final goals and objectives that guided development of this Plan.

Goal 1: Develop a Plan for Improving North County Regional and Interregional Connections

Objectives:

- Improve connections for North County residents between select cities and communities
- Improve transit connections for North County residents traveling to South County, San Luis Obispo County, Ventura County, and other neighboring counties
- Improve transit for people traveling into North County

Goal 2: Develop Transit Services for Major Market Segments

Objectives:

- Improve existing services and add new services to address the communities that can effectively be served by transit.
- Provide regional services that address the demands of transit-dependent populations
- Provide regional services to attract choice riders
- Provide service between communities in North Santa Barbara County as well as interregional service
- Develop a service plan that responds to short- and long-term new growth and development

Goal 3: Develop Programs and Procedures That Enhance Local and Regional Transit Coordination

Objectives:

- Develop strategies to improve regional fare coordination
- Recommend improvements to enhance transfer connections
- Develop joint marketing strategies that are easy-to-understand and customer friendly and to improve visibility of regional transit service
- Coordinate and integrate regional bus transit services with Amtrak thruway Bus and private carriers to the extent possible

Goal 4: Develop an Organizational Framework for the Administration of Regional Transit Services

Objectives:

- Develop a formal framework for improved communication between transit providers
- Build consensus for administration of regional transit services
- Explore options for longer-term administration and policy board oversight for North Santa Barbara County's regional transit services
- Work with transit agencies to provide specific recommendations for the most effective institutional structure to administer the Clean Air Express
- Coordinate the delivery of regional health service transportation provided by CTSA's, government health care providers, and, NGO's

Goal 5: Develop a Sustainable Funding Plan to Pay for Local and Regional Transit Service in North Santa Barbara County

Objectives:

- Identify sustainable funding sources for replacement of demonstration funds
- Project level of Measure D funds that will be required to support recommended transit improvement plan
- Develop strategies for agencies to equitably share costs of regional services
- Identify sustainable funding sources for the Clean Air Express and Breeze transit services

Goal 6: Develop an Implementation Plan that Includes Practical and Phased Recommendations that Is Supported by the Community

Objectives:

- Obtain support for implementation from the public, community service organizations, city and county commissions, and elected officials
- Identify priorities for implementing service revisions

Chapter 2. Existing Transit Services

Northern Santa Barbara County residents have access to a wide array of local, regional and inter-regional transit services. Local fixed route services are provided in Santa Maria, Lompoc and Guadalupe. There are a number of regional and inter-county services connecting cities and communities within Northern Santa Barbara County and services with connections to South County and neighboring Ventura and San Luis Obispo counties. Figure 2-1 lists the local, regional, and intercounty transit services as well as private carriers and the communities they serve.

A profile of each service is presented in this chapter along with a comparative analysis of key operating characteristics and performance. The four primarily local services – SMAT, COLT, SYVT and the Guadalupe Shuttle - are presented first followed by regional and inter-county services and private carriers. Other transportation services are presented at the end of this chapter. Information comparing basic service parameters for all transit services in Northern Santa Barbara County including vehicle fleet, fares, connectivity and performance are presented on pages 2-23 through 2-31.

Throughout this Plan, services in Northern Santa Barbara County are grouped into three categories as listed below.

Local Services

- Colt
- Guadalupe Shuttle
- SMAT
- SYVT

Regional Services

- Breeze Bus
- Clean Air Express
- Guadalupe Flyer
- Los Alamos Shuttle
- New Cuyama Shuttle
- Valley Express
- SBMTD

Inter-County Services

- Coastal Express
- RTA Route 10

Figure 2-1 Transit Services and Communities Served

City or Community Served	Local Services				Regional Services								Inter-County		Private Carriers				
	COLT	SMAT	Guadalupe Shuttle	SYVT	Los Alamos Shuttle	New Cuyama Shuttle	Guadalupe Flyer	Breeze Bus	Clean Air Express	Valley Express	SBMTD	Amtrak Bus	Coastal Express	RTA Route 10	Greyhound	Chumash Casino Shuttle	Central Coast Shuttle	Roadrunner Shuttle	SuperRide Airport Shuttle
Santa Maria		X			X	X	X	X	X			X		X	X	X	X		X
Santa Ynez				X															X
Santa Barbara	X								X	X	X	X	X		X	X	X	X	X
Goleta									X	X	X	X	X			X		X	X
Carpinteria											X	X	X					X	X
Lompoc	X							X	X			X				X			X
Buellton				X						X		X				X	X		X
Solvang				X						X		X							X
Los Olivos				X															X
Guadalupe			X				X					X							X
Los Alamos					X														X
Vandenberg Air Force Base								X									X		X
Vandenberg Village/Mission Hills	X							X											
Ballard				X															X
New Cuyama						X													
Orcutt		X						X	X										X
Nipomo														X					
San Luis Obispo												X		X	X				
Ventura												X	X				X	X	X

Note: Shaded boxes are not in North County

Local Transit Service

Santa Maria Area Transit (SMAT)

Santa Maria Area Transit provides fixed route and dial-a-ride services in the City of Santa Maria and the unincorporated areas of Orcutt and Tanglewood. Service is administered by the City of Santa Maria with day-to-day operations provided under contract by MV Transportation. SMAT service is offered throughout its service area with 11 numbered weekday routes and 12 weekend routes. Most routes originate and return to the Town Center Mall and have 30 or 60-minute clock face headways. All runs at the Town Center Mall are scheduled to leave at the same time making transferring easy. Figure 2-2 shows the SMAT routes. A summary of each route follows.

Route 1A/B: Serves Town Center Mall to Oak Knoll Shopping Center in Orcutt via South Broadway and Santa Maria Way. Route 1A serves the east part of Orcutt along South Bradley Rd., Oak Knoll Rd., and Clark Ave. Route 1B serves the west part of Orcutt on California Blvd., Clark Ave., and Rice Ranch Rd. The A and B variations only operate on weekdays. On Sundays, Route 1 terminates at McCoy and Broadway. Route 1 leaves Town Center Mall every 30 minutes with the two Orcutt extensions being served every 60 minutes. Weekend service is also offered every 30 minutes.

Route OS: Since the Route 1 does not operate past McCoy Street on Sundays, Route OS serves the entire area usually served by route 1A and 1B. Route OS leaves McCoy and Broadway hourly.

Route 2: Serves the north part of town. Route 2 travels from the Town Center Mall in a counter clockwise loop on North Broadway, Taylor St., Railroad Ave., and Cook St. Buses leave the terminal every 30 minutes every day.

Route 20: Route 20 is a counterpart to Route 2. It travels along the same streets as Route 2 in a clockwise loop but travels north on Western Avenue instead of Railroad Avenue. Route 20 operates every 30 minutes on weekdays and every 60 minutes on weekends.

Route 24: Route 24 serves the most northern part of the city from the Town Center Mall to Preisker Park along North Broadway. Buses serve the area every 60 minutes daily.

Route 3/3P: Routes 3 and 3P serve the eastern part of the city making a counter clockwise loop along East Main St., Miller St., and Donovan Rd. Route 3 travels north on Suey Rd. while Route 3P travels further east to Panther Lane serving Pioneer Valley High School and Edwards Community Center. Service is offered every 30 minutes along the main loop and every 60 minutes along Panther Lane. On weekends, service is only offered on Route 3 every 60 minutes.

Route 4/40: Routes 4 and 40 serve the area south of Town Center Mall along Pine St. and Thornburg St. Route 4 travels east to the County Government Center and to the McCoy transfer point after Thornburg St., while Route 40 travels west on to Betteravia Rd. serving

Tanglewood. Service before the split on Thornburg St. is offered every 30 minutes weekdays with 60 minute frequency to Tanglewood and the County Government Center. The Crossroads Shopping Center and the County Government Complex are served on this route. Weekend service is offered on Route 40 only every 60 minutes.

Route 5: Route 5 travels south from the Town Center Mall to the County Government Center along Miller St. The route also serves Allan Hancock College directly. Service is offered hourly on weekdays only.

Route 45: Route 45 operates only on weekends and is a combination of the southbound portion of Route 4 and the northbound portion of Route 5. Weekend service leaves the Town Center Mall hourly.

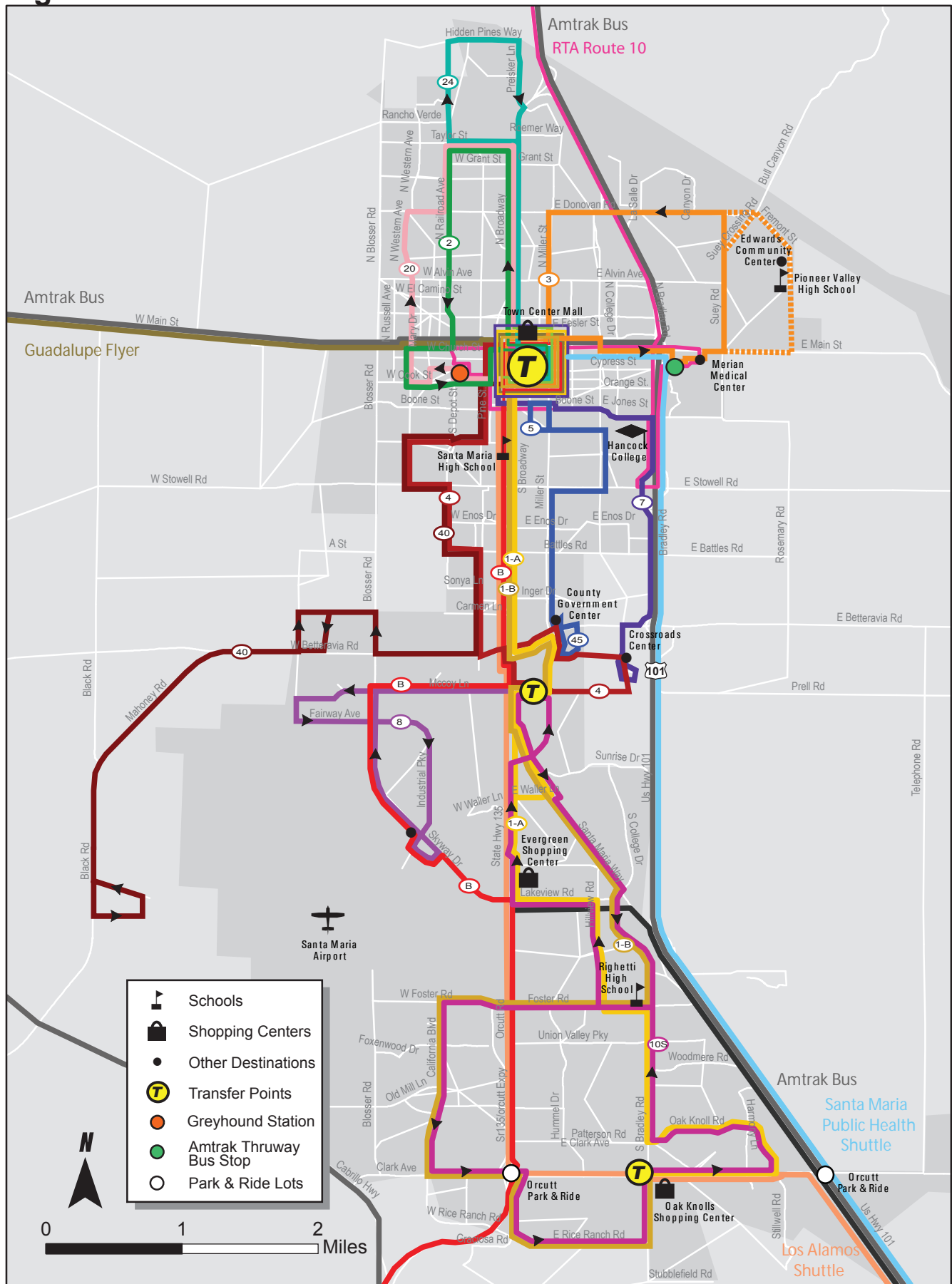
Route 7: Route 7 serves the southeastern part of Santa Maria primarily along Bradley Rd., from the Town Center Mall to Crossroads Center. Service is offered every 30 minutes daily.

Route 8: Route 8 is the only Santa Maria Transit line that does not serve the Town Center Mall. The route originates at the McCoy transfer station and travels along McCoy Lane to the Vocational Training Center and the Santa Maria Public Airport on Skyway Drive. Service is provided every 30 minutes daily.

SMAT's ADA service is available to persons with disabilities and those unable to ride the fixed route buses. Service is available whenever the fixed route buses are in service and serves the entire Santa Maria urbanized area.

SMAT's Special Health Service has been mostly eliminated as a regular service. The Special Health Shuttle ran Tuesdays and Thursdays and connected residents in the northern county area to medical appointments in Santa Barbara. In July 2004, the City of Lompoc discontinued its participation in this service. Santa Maria then began a partnership with the Santa Barbara County Public Health Department, which operated a very similar service. SMOOTH is currently contracted to operate the service. Since the Public Health service is not ADA accessible, SMAT occasionally provides the service to wheelchair passengers. The new Public Health Department shuttle operates on Tuesdays, Thursdays, and Fridays and provides door-to-door service from Santa Maria to Santa Barbara. At least 24-hour advance notice is requested. The service is available to the general public for County and Non-County medical appointments. The fare is \$6 roundtrip.

Figure 2-2 SMAT Local Transit Service - Santa Maria



This page left intentionally blank.

City of Lompoc Transit (COLT)

City of Lompoc Transit provides fixed route and dial-a-ride services within the City limits and to the neighboring communities of Vandenberg Village, Mesa Oaks, and Mission Hills. COLT service began in 1981 with a general public, curb-to-curb, demand-response service. The City of Lompoc introduced fixed route service in July 1999. At that point the demand response service was dedicated to seniors and persons with disabilities. The Aviation/Transportation Division manages Lompoc's transit services and oversees a contract with American Star to operate daily operations of its fixed-route, dial-a-ride, and Santa Barbara Shuttle services.

Five routes make up COLT's fixed route services. Figure 2-3 graphically displays transit service in Lompoc. All routes originate and return to the Mission Plaza Transit Center at Central Avenue and H Street near the northern edge of town. A summary of each route follows.

Route 1: Route 1 serves the eastern part of the town, running a counter clockwise loop along Highway 1 (H Street), A Street, and Central Avenue.

Route 2: Route 2 serves the western part of the town and operates primarily on Central Avenue, O Street, V Street, and Olive Avenue. This route is bi-directional.

Route 3: Route 3 runs east and west across town primarily along Pine Avenue and serves some of the same streets as routes 1 and 2 do.

Route 4: Serves the unincorporated areas north of Lompoc and circulates within Mission Hills and Vandenberg Village via Highway 1, Harris Grade Blvd., and Burton Mesa Blvd. Route 4 also provides an important connection to Allan Hancock College's Lompoc Valley Campus.

Route 5: The newest COLT bus line, route 5, travels from Mission Plaza Transit Center to the Community Center on Ocean Avenue via H Street and Cypress Avenue.

All routes operate on 30 minute headways except for route 4, which has 60 minute headway.

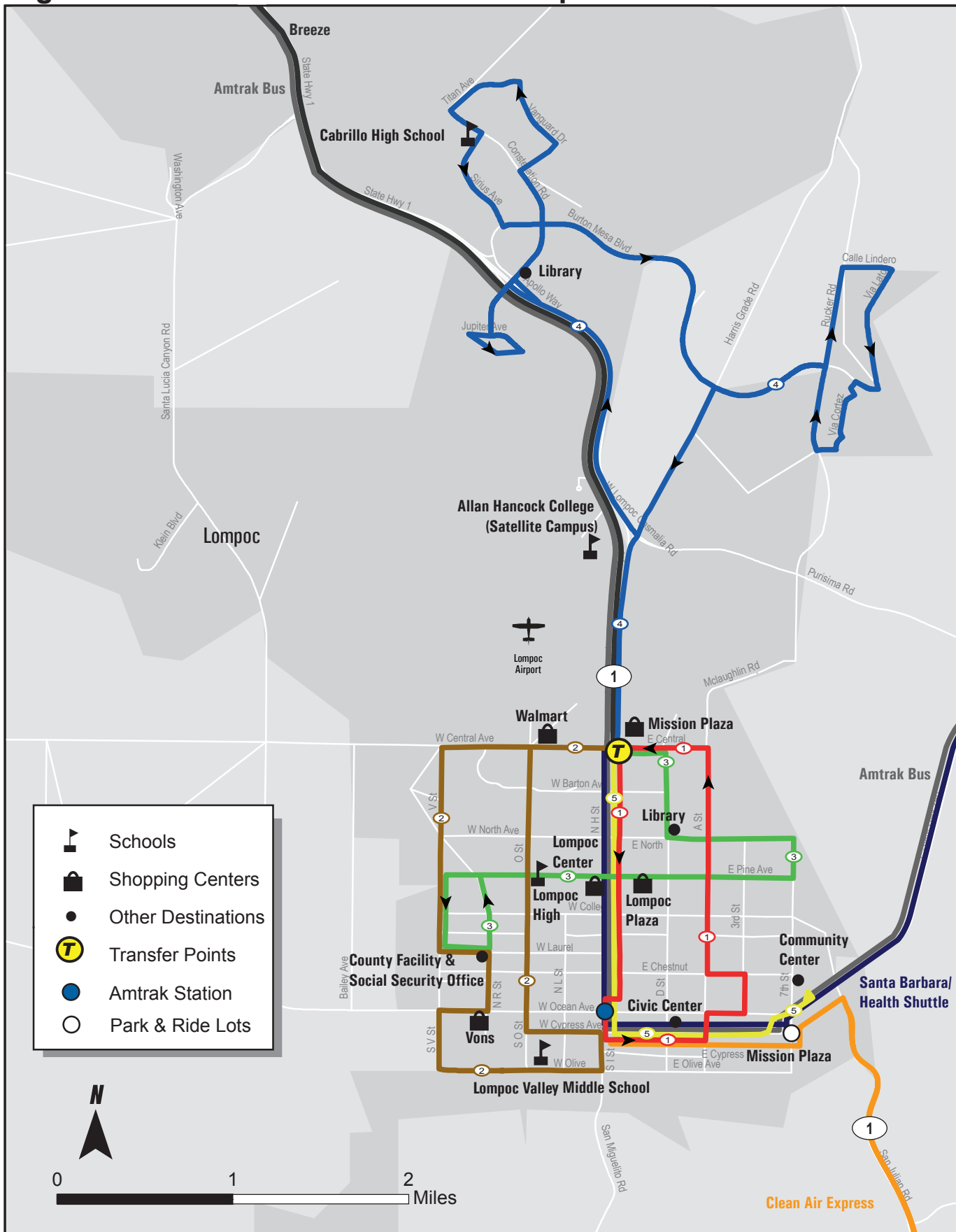
COLT also operates a route to Santa Barbara on Tuesdays and Thursdays departing at 8:30 AM from the Mission Plaza Transit Center to the SBMTD Transit Center with a stop in Buellton. The trip costs \$4.00 each way.

A night shuttle service from Allan Hancock College to students' homes operates Monday through Thursday with departure times from Allan Hancock College at 8:10 PM, 8:40 PM, 9:10 PM, and 9:40 PM. Normal COLT fares apply to the night shuttle.

COLT's dial-a-ride service is available to persons 62 and older, persons with disabilities, and Medicare and MediCal cardholders.

This page left intentionally blank.

Figure 2-3 Local Transit Service - Lompoc



This page left intentionally blank.

Guadalupe Shuttle

The Guadalupe Shuttle operates within the City of Guadalupe. Service began in 2001 and serves mostly seniors and students. The shuttle started as a fixed route providing five daily runs that would deviate from its designated route upon request. Recently the shuttle has transitioned to a general demand response dial-a-ride. The driver typically picks up passengers within five minutes of their service request. Service is offered from 10:00 AM to 4:00 PM on weekdays. The service is operated under contract with SMOOTH.

Santa Ynez Valley Transit (SYVT)

Santa Ynez Valley Transit operates fixed route and dial-a-ride services for the Santa Ynez Valley. SYVT operates two fixed routes connecting the communities of Buellton, Solvang, Santa Ynez, Ballard, and Los Olivos. The service is administered by the City of Solvang under a Memorandum of Understanding between the cities of Solvang, Buellton, and the County of Santa Barbara. As of July 1, 2006, American Star runs the day-to-day operations under contract with the City of Solvang. There are two routes described below.

Route A: Connects Buellton, Solvang, Santa Ynez, Ballard, and Los Olivos. It travels in a clockwise loop from Solvang to Los Olivos. Service originates at Avenue of the Flags and Second St. in Buellton with 90 minute headways.

Route B: Route B is identical to Route A, although it provides a counter clockwise loop. Route B also operates on 90 minute headways.

With Routes A and B, a bus arrives along the route every 45 minutes.

Dial-a-ride service is available during fixed route service hours within the Santa Ynez Valley to seniors age 60 and up and ADA certified persons.

Regional Transit Service

A graphic display of all of the regional bus services operating within Northern Santa Barbara County is presented in Figure 2-4. This map includes four separate insets to show detailed regional service routes in Santa Maria, Lompoc, the Buellton/Solvang/Santa Ynez area as well as Santa Barbara/Goleta and Santa Barbara/Carpinteria area. Major transfer points, rail stations and Park & Ride Lots are displayed in this map.

Guadalupe Flyer

The Guadalupe Flyer is a fixed route bus service that began operations in June 1998. The service is operated under contract by SMOOTH. The Guadalupe Flyer circulates through Guadalupe and connects the city to Santa Maria at the Town Center Mall. A bus leaves Santa Maria every 60 minutes. The roundtrip takes approximately 50 minutes.

The Guadalupe Flyer serves the Guadalupe Amtrak Station although the schedule is not coordinated with train arrivals and departures.

Breeze Bus

Breeze Bus is a new service offered in Northern Santa Barbara County connecting the communities of Lompoc and Santa Maria as well as Vandenberg Air Force Base. In addition, Breeze Bus provides important connections to Santa Maria airport, the Orcutt Park and Ride, and Vandenberg Village. The service is tailored toward commuters and operates weekdays only with 16 weekday runs; 8 from Santa Maria and 8 from Lompoc. The Breeze serves both the Town Center Mall in Santa Maria and the Mission Plaza Transit Center in Lompoc allowing easy transfers between SMAT and COLT. Breeze Bus transfers are accepted on COLT and SMAT at no additional cost. The trip between cities takes approximately 55 minutes. Breeze Bus is a joint venture provided by COLT, SMAT, and Santa Barbara County, administrated by the City of Santa Maria and operated under contract with MV Transportation.

The Breeze Bus completed an onboard customer survey in November 2005. Survey results revealed that the vast majority of riders use the service to and from work and either walk or take another bus to access Breeze. Almost half of respondents said that their origin or destination was more than one mile from the bus stop. The service is well received with patrons giving an overall rating of a B+ with requests for more frequent and weekend service.

Clean Air Express

The Clean Air Express is a regional commuter bus service that operates between Santa Maria and Lompoc, and Goleta and Santa Barbara. There are three morning and afternoon trips connecting Santa Maria commuters to Goleta and two morning and afternoon trips connecting Santa Maria commuters to Santa Barbara. There are four morning and afternoon trips during commute times connecting Lompoc and extending to serve Goleta and two morning and afternoon trips connecting Santa Maria commuters to Santa Barbara. Coastal Express operates every day, including Sundays. All Santa Maria buses serve one park and ride location at the Airport Radisson in Santa Maria. All Lompoc buses serve one park and ride location at Cypress and J Street. Stops include UC Santa Barbara, Hollister Ave in Goleta, downtown Santa Barbara, and the County Administrative Offices on Calle Real. The Clean Air Express is administered by SBCAG. This service is projected to be divided between the cities of Santa Maria and Lompoc in July, 2007.

Coastal Express

The Coastal Express connects the cities of Ventura, Carpinteria, Santa Barbara, and Goleta. The intercounty service is operated by the Ventura County Transportation Commission (VCTC) and SBCAG under an MOU and is administered by VCTC under the auspices of the Ventura Intercity Service Transit Authority (VISTA). While this service does not directly serve North County, through transfers it allows access to Ventura County. By transferring

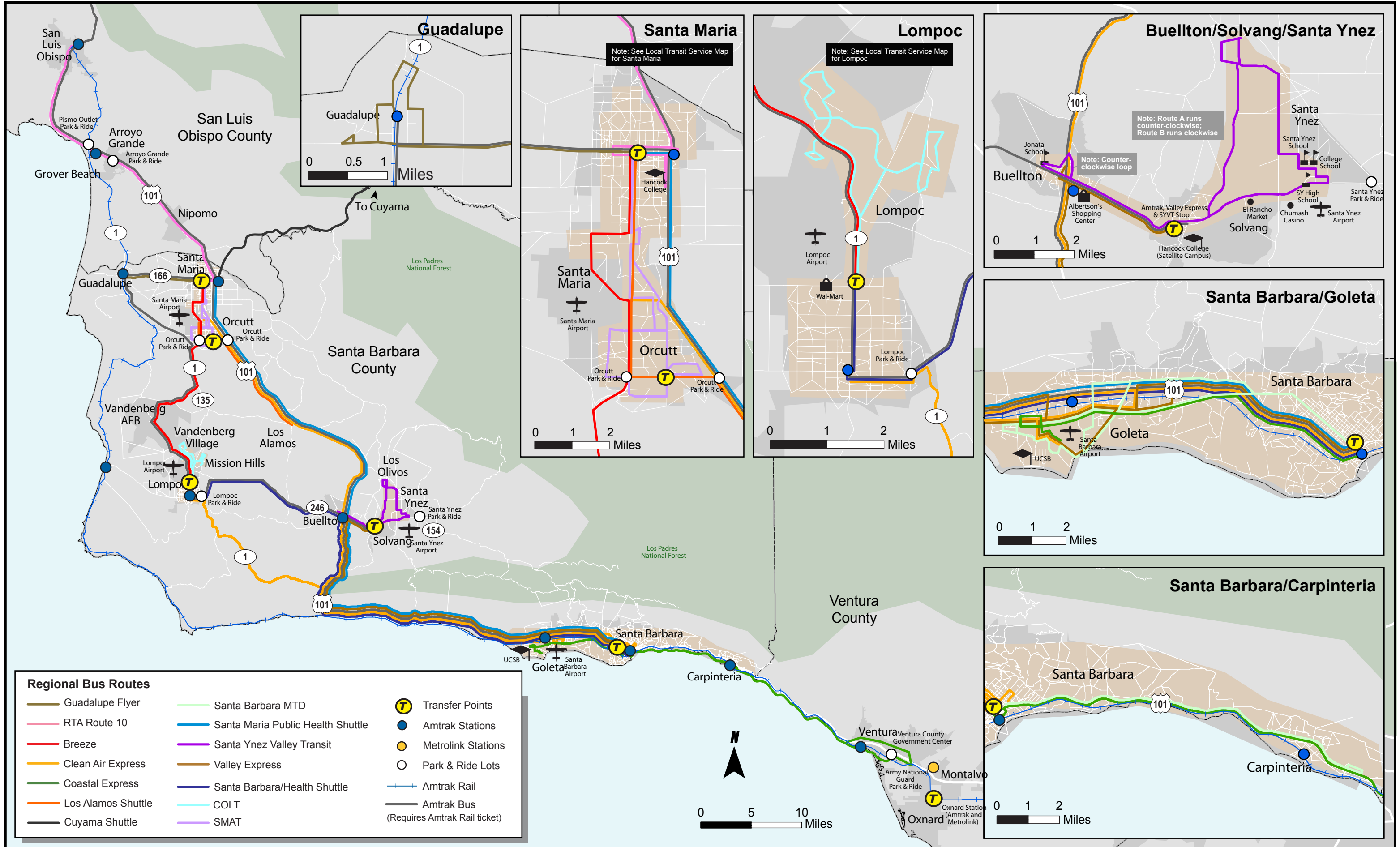
from the Coastal Express to South Coast Area Transit Route 6A or 6B at the Ventura Transfer Center or the Ventura Government Center, riders can access the Oxnard Metrolink station to access LA and other Southern California destinations. Morning and afternoon trips during commute times serve Goleta and UC Santa Barbara while the remaining trips serve downtown Santa Barbara. A one-way trip between Santa Barbara and Ventura takes approximately 75 minutes while the trip between UCSB and Ventura takes about 100 minutes. Midday service is offered but the trips are mostly concentrated around commute hours. The Coastal Express is managed and funded jointly by SBCAG and VCTC.

Regional Transit Authority (RTA) Route 10

RTA Route 10 connects San Luis Obispo County with Santa Barbara County. Route 10 serves Cal Poly, San Luis Obispo, Shell Beach, Pismo Beach, Grover Beach, Arroyo Grande, Nipomo, and Santa Maria. In San Luis Obispo, Route 10 provides direct service to the Amtrak and Greyhound stations. Route 10 does not serve the San Luis Obispo airport. In Santa Maria, RTA Route 10 provides service to Allan Hancock College, Marian Medical Center and Town Center Mall allowing direct transfers with SMAT, the Guadalupe Flyer, Breeze Bus, Greyhound buses, and Amtrak Thruway buses. RTA Route 10 duplicates SMAT service on East and West Main Streets and serves many of the same major destinations. Nine northbound and southbound trips are offered on weekdays approximately every two hours, including two express trips. Three Saturday trips are offered in each direction, one every four hours. The Regional Transit Authority operates three other fixed routes in San Luis Obispo County as well Runabout, the ADA/Paratransit service.

This page left intentionally blank.

Figure 2-4 North Santa Barbara County Transit Plan - Regional Transit Service



This page left intentionally blank.

Valley Express

Valley Express is a regional commuter service operated by the Santa Barbara Metropolitan Transit District (SBMTD). It provides commuter service connecting the communities of Buellton and Solvang with Goleta and Santa Barbara. Four trips are offered both in the morning and evening peak periods. Service is available on weekdays only. The Valley Express serves one stop in Buellton at Avenue of the Flags and Second Street and one stop in Solvang at the Amtrak bus stop on Mission Drive and Parkway. Stops in Santa Barbara, Goleta, and the County include the high-density Hollister employment centers, UC Santa Barbara, Goleta Cottage Hospital, the County Health and Government Campus, and downtown Santa Barbara. Two of the morning and three of the afternoon trips stop at the Santa Barbara Transit Center allowing for transfers with SBMTD routes. A one-way trip takes approximately 60-70 minutes.

Santa Barbara Metropolitan Transit District (SBMTD)

The Santa Barbara Metropolitan Transit District provides transit service on the South Coast of Santa Barbara County including the cities of Santa Barbara, Goleta, and Carpinteria. SBMTD provides direct service to Northern Santa Barbara County through the Valley Express (discussed above) and local connections for other regional services that serve Santa Barbara, such as Amtrak and the Santa Barbara Airport.

MTD is the largest transit provider in the county, carrying over seven million passengers annually. MTD operates 27 fixed route bus lines and shuttles (not including the Valley Express) with most lines connecting at the MTD Transit Center in Downtown Santa Barbara. Service is operated seven days per week with weekday service frequencies ranging from every 15 minutes to every 60 minutes. Weekend service frequencies range from 30-60 minutes.

SBMTD is an statutorily-created transit district and is governed by a Board of Directors chosen by the County Board of Supervisors, the Santa Barbara City Council, and the MTD Board itself.

MTD's corresponding ADA complimentary paratransit service is operated by Easy Lift Transportation, Inc. and mirrors MTD's service area. The service provides curb-to-curb transportation at a \$2.00 fare. Easy Lift is an independent, non-profit, public-benefit corporation and is governed by a seven member Board of Directors. Easy Lift is also the Consolidated Transportation Service Agency for the South Coast area.

Los Alamos Shuttle

The Los Alamos Shuttle provides an important connection between the small community of Los Alamos and Santa Maria where a large concentration of services are found. The Los Alamos Shuttle operates on Tuesdays and Saturdays from two locations in Los Alamos, Ferrini Park and Eastside Mobile Home Park, to any location in the Santa Maria/Orcutt area. The shuttle starts in Los Alamos at 8:00 am and returns to Los Alamos by 4:00 pm.

The driver informs passengers of when they will be picked up in Santa Maria once dropped off. The service is operated by SMOOTH under contract with the County of Santa Barbara.

New Cuyama Shuttle

Much like the Los Alamos Shuttle, the New Cuyama Shuttle provides an important link between the remote community of New Cuyama and Santa Maria. The service allows persons who may not have access to a vehicle the opportunity to access services in Santa Maria. The Cuyama Valley Recreation District under contract with Santa Barbara County operates the service. The shuttle operates as a curb-to-curb service picking up and dropping off passengers as requested. The shuttle operates Tuesdays and Thursdays leaving New Cuyama between 9:00-10:00 am and leaving Santa Maria at 3:30-4:00 pm. The trip between cities takes approximately one hour. The shuttle also provides medical prescription pick-up services for residents.

Santa Maria Organization of Transportation Helpers (SMOOTH)

SMOOTH provides additional specialized transportation in Northern Santa Barbara County to various communities and community organizations.

SMOOTH is composed of two separate divisions. One division operates as a private, non-profit 503(c)(3) organization governed by a volunteer Board of Directors. Its mission is to serve seniors, the disabled, and low-income people. SMOOTH's other division is the Consolidated Transportation Service Agency (CTSA). The Santa Barbara County Association of Governments (SBCAG) designated SMOOTH as northern Santa Barbara County's CTSA in 1999. An overview of the programs and services SMOOTH operates are presented below. SMOOTH is also the contract operator for the Los Alamos Shuttle and the Guadalupe Flyer and Shuttle.

Santa Barbara County Children and Families Commission is a curb-to-curb service for clients of the First 5 programs in Santa Maria and Guadalupe. The program is funded by First 5 in accordance with Proposition 10.

Tri Counties Regional Center/R & D Transportation provides service to developmentally disabled adults in Northern Santa Barbara County traveling to work training facilities, work sites, and day care facilities.

Life Steps Foundation/Wisdom Center provides transportation for clients of the Wisdom Center and other adult, senior, dementia, Alzheimer's, recreation, nutrition, or day care facilities in Santa Maria.

Senior Dial-A-Ride is a demand response service for seniors in Santa Maria and Orcutt who do not qualify for SMAT's ADA service or choose not to attempt to establish SMAT

ADA eligibility. Service is available Monday through Fridays 9:00 AM to 3:00 PM. Two-day advance reservation is requested. The fare is \$2.00 per one way trip.

Community Health Clinics – Prenatal Health Program is a weekly transportation service offered to expectant mothers for medical visits and prenatal health, nutrition, and health classes in Santa Maria. The service is funded with a Community Development Block Grant (CDBG).

Santa Maria City Recreation and Parks District provides weekly transportation for developmentally disabled adults to a peer group activity center as well as transportation for four local school special education classes.

Special Social Service and Senior Activities provides special event shuttles at little or no cost to social service programs and senior centers.

Amtrak

Amtrak serves stations throughout the Northern Santa Barbara area 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, Goleta, Santa Barbara, and Carpinteria. 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 Northern Santa Barbara County are in San Luis Obispo and Santa Barbara. One train travels daily in each direction on the Coast Starlight.

Private Carriers

Greyhound

Greyhound provides a nationwide bus service allowing Northern Santa Barbara County residents greater access to destinations in California and throughout the United States. Greyhound discontinued or scaled back service in recent years and provides service only to Santa Maria and Santa Barbara in Santa Barbara County. Four northbound and southbound trips are available daily at stops in Santa Barbara and Santa Maria. The stop in Santa Barbara is located on West Carrillo Street, adjacent to the SBMTD transfer center. The Santa Maria stops are located on Cypress Street, over a half mile from the Town Center Mall and at a restaurant at 205 South Nicholson Avenue (shared with Amtrak Bus). The Cypress Street Greyhound stop is served directly by SMAT Route 2 and by Route 20 which stops two blocks away from the Greyhound stop. Both lines provide 30 minute service on weekdays and hourly service on weekends. The South Nicholson Avenue stop is served

directly by SMAT Routes 3 and 3F with service every 30 minutes on weekdays and by Route 3 hourly on weekends.

Chumash Casino Shuttle

Chumash Casino is located in Santa Ynez on Highway 246. The casino operates three shuttle services for employees and for members of the public going to the casino. The shuttle is free of charge. The services offered are:

Santa Maria: 24 hour service is available every hour on Saturday through Monday and hourly on Tuesday through Friday from 1:00 PM to 11:00 PM and every 2 hours outside of this time period. The Santa Maria shuttle meets at the Skyway/Auto Park Drive parking lot. SMAT route 1A provides service two blocks away from the parking lot.

Lompoc & Buellton: 24 daily hour service is available in Lompoc and Buellton with service between the cities and casino every two hours. The Lompoc stop is located at WalMart and is served by COLT Route 2. The Buellton stop is located at the Freear Drive parking lot and is served by both SYVT routes.

Santa Barbara: Three daily round trips are offered from the corner of Milpas and Calle Puerta Vallarta across from the Double Tree Inn. SBMTD serves this location.

Goleta: Three daily round trips are offered from the Camino Real Marketplace. Numerous SBMTD routes serve this location.

Airport Services

Public Transit Services

Service to LAX: The Coastal Express provides service to Ventura from Santa Barbara County. From Ventura, passengers can transfer to South Coast Area Transit Route 6A or 6B at the Ventura Transfer Center or at the County Government Center and ride the bus to Oxnard Transportation Center where connections are possible with the Metrolink Ventura Line. Passengers then must take Metrolink to Union Station in Los Angeles where they can transfer to "Flyaway Union Station", the Los Angeles Metropolitan Transportation Authority shuttle to Los Angeles Airport. While the services are in place to access LAX, the Coastal Express does not leave early enough to make a connection possible to the Metrolink Ventura Line, which only operates on weekdays during peak times in the peak direction.

Service to San Luis Obispo Airport: There are no direct public transportation options that serve the San Luis Obispo Airport. RTA Route 10 provides access from Santa Barbara County to San Luis Obispo. From San Luis Obispo, Ride-On provides a shuttle to the airport. To request shuttle service, passengers call Ride-On; 24-hours' in advance is preferred but not required.

SBMTD: Route 11 provides direct access to Santa Barbara Airport in Goleta. Service is operated Monday through Saturday from 6:00 AM to 11:00 PM and on Sundays from 6:30 AM to 10:30 PM. Buses operate on 30 minute headways until approximately 9:00 PM and hourly until service ends.

SMAT: Route 8 serves Santa Maria Airport every 30 minutes from 6:30 AM to 7:30 PM on weekdays, 8:30 AM to 6:00 PM on Saturdays, and 9:30 AM to 6:00 PM on Sundays. SMAT has recently started running night service to the airport on route 62 from 7:30 PM to 10:00 PM every 45 minutes.

Breeze: The Breeze provides eight weekday only roundtrips from Santa Maria to Lompoc serving the Santa Maria Airport. Service is concentrated during commute times.

SYVT: Routes A and B do not serve the Santa Ynez Airport directly but do travel less than a mile from the airport. Service is operated from 7:00 AM to 7:00 PM every 90 minutes Monday through Saturday.

Private Services

Central Coast Shuttle: Service is provided from Santa Maria, Buellton, and Vandenberg Air Force Base to LAX. Five daily trips depart Santa Maria and Buellton to the airport and five return trips are offered. 24-hour advance booking is required. Vandenberg Air Force service is offered by request with 24-hour advance booking and is only available to military personnel and dependents. One way fare is \$67 and \$124 roundtrip.

Roadrunner Shuttle: This is a countywide door to door service to LAX. Service is available 24-hours daily with 24-hour advance reservation. Fares start at \$150.

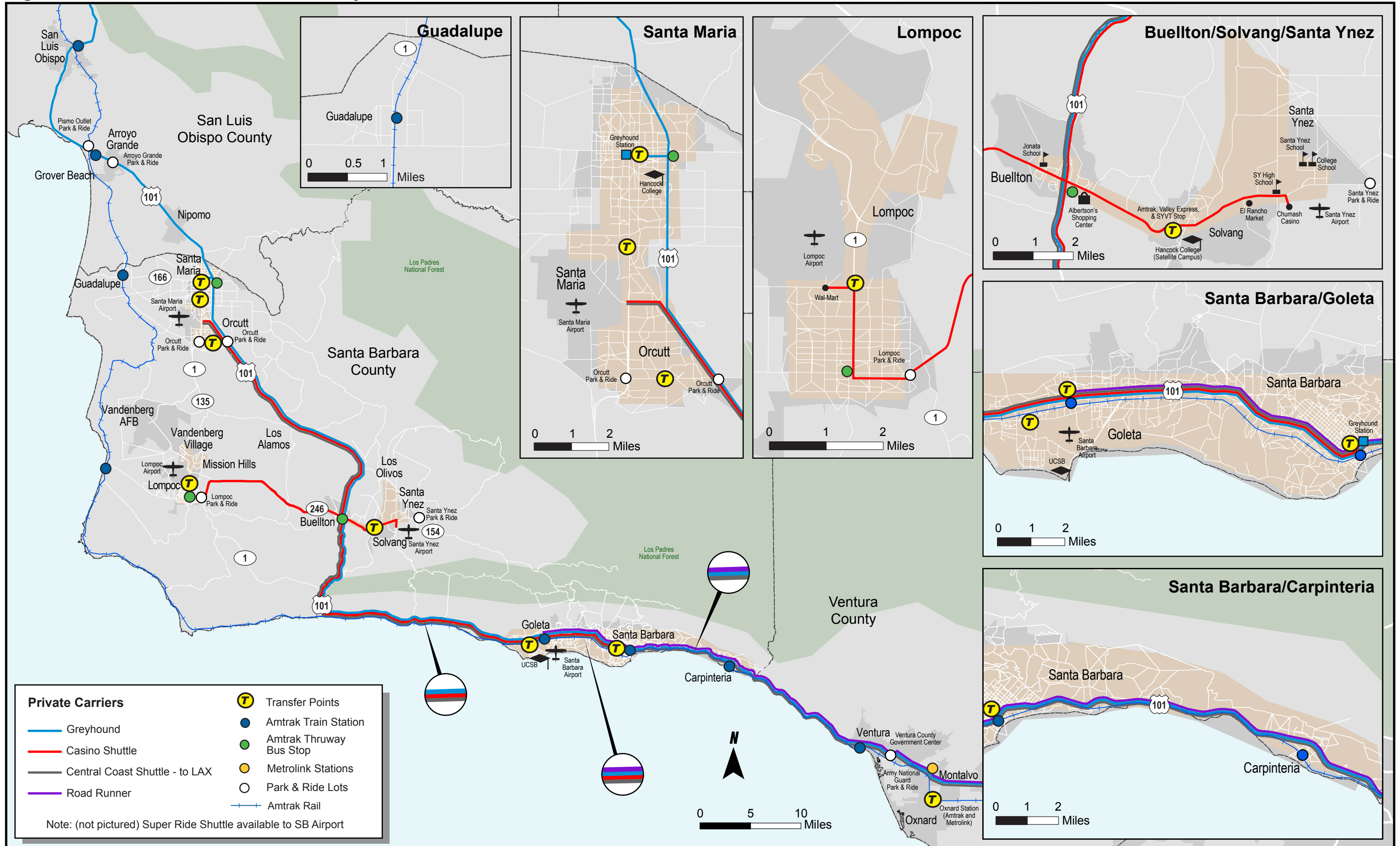
SuperRide Airport Shuttle: This shuttle service is a countywide door to door service to Santa Barbara Municipal Airport. Service is available from 3:00 AM to 12:00 AM. 24-hour advance reservations are required. Fares range from \$59 for Buellton residents to \$89 for Santa Maria residents.

Santa Barbara Airbus: Service is provided in Goleta, Santa Barbara, and Carpinteria to LAX from a set location in each city. Seven roundtrips are offered daily approximately every 2-3 hours. The one-way fare to LAX is \$42 with price discounts for additional persons. Reservations are not required but are recommended. Parking is available for a fee at the Goleta stop only.

A map of all the private carriers is shown on Figure 2-5.

This page left intentionally blank.

Figure 2-5 North Santa Barbara County Transit Plan - Private Carriers



This page left intentionally blank.

Service Comparisons

Transit Service Hours and Days

Figure 2-6 presents the days and hours of operation and number of daily trips or frequencies for public services and private carriers serving Northern Santa Barbara County.

Service days and hours vary widely by operator. Of the local operators, both SMAT and COLT begin service at 6:30 AM or earlier on weekdays. COLT service extends until 8:00 PM while most of SMAT service operates until 7:10 PM. SMAT has recently started service on two new Night Owl routes operating from 7:15 PM to 10:30 PM on weeknights and has expanded hours on Route 7 until 10:45 PM. The Guadalupe shuttle operates from 10:00 AM to 4:00 PM on weekdays and has no weekend service. SMAT operates on both Saturdays and Sundays with a slightly reduced schedule. COLT and SYVT operate on Saturdays and have no Sunday service. The regional carriers offer a wide range of service hours. Two of the services, the Clean Air Express and the Valley Express, only operate during peak hours while other regional services operate all day at varying service frequencies. The Guadalupe Flyer and RTA Route 10 operate on Saturdays. Sunday service in Northern Santa Barbara County is extremely limited. To conclude, there are no regular scheduled convenient daily services for general trip purposes between North County and south coast.

Figure 2-6 Service Parameters

	Days and Hours of Operation	Monday - Friday	Saturday	Sunday	Number of Trips/Day or Headway
Local Services	COLT	6:30 AM - 8:00 PM	9:00 AM - 5:00 PM	No Service	30 minute headways
	SMAT	6:15 AM - 10:30 PM	8:15 AM - 5:45 PM	9:15 AM - 5:45 PM	30 minute headways
	Guadalupe Shuttle	10:00 AM - 4:00 PM	No Service	No Service	Demand response
	SYVT	7:00 AM - 6:50 PM	7:00 AM - 6:50 PM	No Service	90 minute headways (45 minute headways in Solvang and Buellton)
Regional Services	Los Alamos Shuttle	Tuesdays only 8:00 AM - 4:00 PM	8:00 AM - 4:00 PM	No Service	1 trip
	New Cuyama Shuttle	Tuesdays and Thursdays 9:00 AM - 5:00 PM	No Service	No Service	1 trip
	Guadalupe Flyer	6:15 AM - 6:00 PM	8:15 AM - 5:00 PM	No Service	60 minute headways
	Breeze Bus	5:45 AM - 6:30 PM	No Service	No Service	Bi-directional round trips concentrated during commute times
	Clean Air Express	5:15 AM - 8:00 AM & 3:30 PM - 6:30 PM	No Service	No Service	13 northbound and 15 southbound weekday trips, concentrated during commute hours
	Valley Express	6:15 AM - 8:00 AM & 4:30 PM - 6:00 PM	No Service	No Service	4 roundtrips during commute times
	SBMTD	5:25 AM - 12:00 AM	6:00 AM - 11:20 PM	6:20 AM - 10:00 PM	15-30 weekday headways on most routes, 30-60 minute weekend headways
	Amtrak Bus	4:45 AM - 12:00 AM	4:45 AM - 12:00 AM	4:45 AM - 12:00 AM	1-3 daily northbound and southbound trips depending on location
Intercounty	RTA Route 10	6:00 AM - 9:15 PM	7:15 AM - 6:45 PM	New Sunday service to start Sept. 2006 on a demonstration basis	2 hour weekday headways; 3 trips on Saturday
	Coastal Express	6:00 AM - 7:00 PM	7:30 AM - 7:00 PM	7:30 AM - 7:00 PM	13 roundtrips concentrated during commute hours
Private Services	Greyhound	5:35 AM - 10:30 PM	5:35 AM - 10:30 PM	5:35 AM - 10:30 PM	4 daily northbound and southbound trips
	Chumash Casino Shuttle	24-hour	24-hour	24-hour	1-2 hour headways to Santa Maria, Lompoc, and SYV; 3 daily trips to Santa Barbara and Goleta
	Central Coast Shuttle	4:00 AM - 10:00 PM	4:00 AM - 10:00 PM	4:00 AM - 10:00 PM	5 daily trips
	Roadrunner Shuttle	24-hour	24-hour	24-hour	Demand response
	SuperRide Airport Shuttle	3:00 AM - 12:00 AM	3:00 AM - 12:00 AM	3:00 AM - 12:00 AM	Demand response

Fares

Fare categories are generally consistent for each transit service. They are “general” for adults and discounted fares for senior and/or disabled persons. The local operators have regular fares ranging from \$0.25 for the Guadalupe Shuttle to \$1.25 for SMAT. These services also offer a discounted student fare. Fares on the regional services range from a low \$1.00 on the Guadalupe Flyer to \$6.00 for the Clean Air Express. There are no student fares on regional services with the exception of the Guadalupe Flyer. Intra-system transfers are allowed on SMAT and COLT. Inter-system transferring is extremely limited. The Breeze Bus is the only regional service that accepts transfers at this time; from SMAT and COLT. A pilot program for free transfers between MTD and Coastal Express is anticipated to begin in November 2006. Figure 2-7 outlines the fares for all local and regional services.

Figure 2-7 One-Way Local and Regional Transit Fares

Local Services: Fixed Route and DAR

Fare Category	COLT	SMAT	SYVT	Guadalupe Shuttle	SMOOTH
General	\$1.00	\$1.25	\$1.50	\$0.25	\$0.00 – \$3.00
Senior	\$0.50	\$0.60	\$1.25	\$0.10	N/A
Disabled	\$0.50	\$0.60	\$0.75	\$0.10	N/A
Student		\$1.00		\$0.10	N/A
Intrasystem Transfers	Free	Free	none	none	none
Inter-system Transfers	–	–	none	–	–
<i>Dial-a-ride</i>	\$0.50	\$0.75	\$2.25	\$1.00	

Regional and Intercounty Services: Fixed Route and DAR

Fare Category	Guadalupe Flyer	Breeze Bus	Clean Air Express	Coastal Express	RTA Route 10	Valley Express	Amtrak	Greyhound	SBMTD
General	\$1.00	\$2.00	\$6.00	\$2.00	\$2.00	\$4.00	Vary depending on destination	Vary depending on destination	\$1.25
Senior	\$0.50	\$1.00		\$1.00	\$1.00				\$0.60
Disabled	\$0.50	\$1.00		\$1.00	\$1.00				\$0.60
Student	\$0.50								
Intrasystem Transfers	none	none	Free	none	\$0.75	Free to SBMTD	none	none	Free
Intersystem Transfers	none	Transfers from Breeze to COLT and SMAT are free	none	Free transfers from Coastal Express to SBMTD under new pilot program	none	none	none	none	See Coastal Express
<i>Dial-a-ride</i>					\$4.00 + \$0.25 per zone				\$2.00

Vehicle Fleet

Figure 2-8 presents the vehicle fleet information for the public transit operators in Northern Santa Barbara County. SMAT has the largest fleet with 27 vehicles, including two compressed natural gas buses. The fleet is almost exclusively diesel with the exception of two unleaded vehicles owned and operated by SMOOTH.

Figure 2-8 Vehicle Fleet – Public Transit Operators

(Figure continued on next page)

Quantity	Year	Make	Fuel	Capacity
COLT				
2	1999	Ford Aerotech	Diesel	22
1	2000	Ford Aerotech	Diesel	22
1	2001	Ford Aerotech	Diesel	22
4	2002	Ford Aerotech	Diesel	22
4	2005	Chev Tor Kick Bus	Diesel	30
SMAT				
3	2004	Gillig	Diesel	32
6	2001	Gillig	Diesel	32
1	1995	CityLiner	Diesel	29
3	1988	New Flyer	Diesel	43
1	1998	Goshen	CNG	21
1	1999	BlueBird	Diesel	30
1	2001	BlueBird	CNG	30
2	2003	Aerotech	Diesel	22
2	2005	Aerotech	Diesel	18
4	2001	Aerotech	Diesel	22
1	1997	Transmark	Diesel	29
2	1999	Aerotech	Diesel	14-16
SYVT				
1	2001	Ford Aerotech	Diesel	16
1	2002	Ford Aerotech	Diesel	16
2	2005	Ford Aerotech	Diesel	16
Guadalupe Shuttle/Flyer				
1	2000	El Dorado	Diesel	28
1	1993	MST	Diesel	26
1	2005	Gillig	Diesel	32
SMOOTH				
3	2000	Ford Aerotech	Diesel	20
3	2002	Ford Goshen	Diesel	20
1	2004	GMC	Unleaded	12
8	2003	Ford Aerotech	Diesel	14
2	2003	Chevy Corporal	Unleaded	10
Breeze Bus				
4	2005	Optima Opus	Diesel	23

Clean Air Express				
7	2003	MCI D4500	Diesel	55
4	1997	MCI 102DL3	Diesel	55
1	1982	MCI 9	Diesel	47
1	1981	MCI 9	Diesel	47
1	1981	MCI 9	Diesel	49
Coastal Express				
5	2003	Van Hool, C2045	Diesel	57
RTA Route 10				
3	1995	Gillig	Diesel	43
3	1997	Gillig	Diesel	43
5	1999	Gillig	Diesel	43
7	2003	Gillig	Diesel	43
Valley Express				
2	2004	MCI	Diesel	57
3	2004	MCI	Diesel	49
Los Alamos Shuttle				
Included in SMOOTH inventory				
SBMTD				
Not included				

Transit Connections

The section reviews connectivity between services. The local services generally begin service in the morning too late to connect with the regional and commuter services. The other major constraint in connecting local and regional services is that transit stops are not always at a centralized location to facilitate easy transferring. An overview of regional and intercounty transit connections are summarized below.

Santa Maria (SMAT): In Santa Maria, SMAT, Guadalupe Flyer, Breeze Bus and RTA route 10 meet at the Town Center Mall. Although they do not have the same frequencies, all of the services arrive at the mall to meet the 30-minute SMAT pulse.

Guadalupe Flyer: It meets hourly at Town Center Mall from 6:15 AM to 5:15 PM for transferring to and from SMAT routes.

Breeze Bus: The bus arrives at Town Center Mall five minutes before SMAT buses depart the Center and leaves the terminal at the about same time as SMAT buses. The first two morning runs (5:45 AM and 6:20 AM) from Santa Maria are before SMAT service begins and the last run to Santa Maria requires passengers to wait 20 minutes before a SMAT vehicle leaves the terminal. In Lompoc, COLT and the Breeze Bus both meet at Mission Plaza. Most runs arrive after COLT buses have left the terminal. The first two runs from Lompoc are too early for COLT to serve. COLT does not operate on a timed-pulse schedule due to transit center bus capacity constraints.

Clean Air Express: The only stop in Santa Maria is the Airport Radisson. SMAT does not operate early enough to serve most Clean Air Express runs. In Lompoc, COLT Route 2 meets the last Clean Air Express bus departing Lompoc in the morning peak period. COLT and SMAT service operate late enough to allow transfers with evening Clean Air Express runs.

Coastal Express: This service connects the cities of Ventura, Carpinteria, Santa Barbara, and Goleta. While the Coastal Express does not directly serve North County, through transfers it allows access to Ventura County. By transferring from the Coastal Express to South Coast Area Transit Route 6A or 6B at the Ventura Transfer Center or the Ventura Government Center, riders can access the Oxnard Metrolink station to access LA and other Southern California destinations. Morning and afternoon trips during commute times serve Goleta and UC Santa Barbara while the remaining trips serve downtown Santa Barbara.

RTA Route 10: This inter-county service operates approximately every two hours with a stop at the Town Center Mall allowing connections with SMAT, Breeze Bus, and Guadalupe Flyer. In addition, Route 10 serves the Greyhound and Amtrak stop in Santa Maria.

Santa Ynez Valley Transit (SYVT): In the Santa Ynez Valley, SYVT, Amtrak, and the Valley Express share two bus stops, one in Buellton and one in Solvang. SYVT does not operate early or late enough to catch many Valley Express and Amtrak bus runs.

Valley Express: SYVT begins operations too late in the day to meet Valley Express morning runs. Evening connections are possible for passengers traveling towards the Santa Ynez Valley on the first two Valley Express buses with wait times ranging between one and 13 minutes.

Amtrak: Amtrak bus service has a stop that is served by SMAT Route 3. Service is available to Amtrak on all runs except on the first southbound and last northbound trips. In Lompoc, three COLT routes serve the Amtrak bus stop directly or nearby locations. COLT does not operate late enough to meet the last northbound Amtrak bus. SYVT does not run during the first southbound and last northbound trip offered by Amtrak. Wait times are long at the SYVT bus stops because of the 90-minute service frequencies.

Amtrak buses are available only to ticketed passengers and are not available for general trip purposes.

Greyhound: SMAT Routes 2 and 20 provide service to the Greyhound stop in Santa Maria every 30 minutes. SMAT buses do not run late enough to meet the last north and southbound Greyhound buses. In Santa Barbara, the Greyhound stop is located downtown allowing for numerous connections with SBMTD.

SBMTD: In Santa Barbara, regional transit services do not all meet at a central location. Most buses serve Downtown Santa Barbara or the SBMTD Transit Center. The Valley Express, Clean Air Express, Coastal Express, and Greyhound all stop downtown near the

transit center. The SBMTD downtown shuttle is the only service that directly serves the Santa Barbara Amtrak Station. Routes 6 and 12X provide service less than half a mile away from the Goleta Amtrak station.

System Performance

Figure 2-9 presents major operating and financial data and key performance indicators for local and regional transit services in Northern Santa Barbara County. Because of the wide variation in the type and level of services provided, performance also varies tremendously. For example, passenger productivity (number of passengers served per hours) for the door-to-door services operated by SMOOTH is three hourly passengers compared 20 passengers per hour carried by the Clean Air Express which operates a peak only service. Similarly, the farebox recovery ratios show wide variation. The Los Alamos shuttle is a rural lifeline service and has a ten percent farebox recovery ratio whereas the services focusing on the commute market recover at least 50% of their costs through the farebox. System performance is expected to vary widely for different types of service. Recommended performance standards are discussed in Chapter 7.

Other Services

Traffic Solutions

A division of SBCAG, Traffic Solutions is responsible for implementing the Ridesharing and Transportation Demand Management (TDM) programs throughout Santa Barbara County. Traffic Solutions provides transportation services, information, assistance and referrals about vanpools, carpools, and transit services in order to reduce the number of single-occupant vehicles during commuting hours. Services include vanpool formation assistance and start-up subsidies, a web-based carpool matchlist service, free flexwork program design consulting services for employers, administration of the Clean Air Express, bicycle planning, administration of commuter surveys and employer commuter program consulting.

Vanpools are normally either employer owned (such as UCSB's program) or leased from a vanpool vehicle provider by a commuter. The commuters then share the operating costs of the vehicle, with the driver usually commuting for free. There are approximately 33 vanpools currently operating in Santa Barbara County, of which 23 operate in or out of North County. Several vanpools serve North County residents commuting to jobs in San Luis Obispo county. Traffic Solutions does not directly operate or administer vanpools , but assists in the formation of new vanpools through vanpool start-up cash incentives as well as assist in the filling of vacant seats through new rider cash incentives. Traffic Solutions also consults employers in the development of employer supported vanpool programs.

Traffic Solutions also offers an online carpool matchlist service for anyone commuting within or into Santa Barbara County. The service is free and available to anyone with internet access, and Traffic Solutions staff is available to provide the service to anyone

without web access. After registering and supplying the details of their commute, users of the matchlist service are provided an immediate personalized listing of other registered users with a similar commute who are interested in carpooling. Users can then contact those on the list via email about joining or creating a carpool.

American Cancer Society

The American Cancer Society provides service for cancer patients from Santa Maria and Lompoc to medical appointments anywhere in Santa Barbara County free of charge. 24-hour advance booking is required and service is available Monday through Friday 8:00 AM to 5:00 PM.

Figure 2-9 Comparative Performance – FY 2004-05: Local, Regional and Inter-County Services

LOCAL	COLT	SMAT	Guadalupe Transit	SYVT	Los Alamos Transit (1)	Breeze Bus (1)	Clean Air Express	Coastal Express	RTA Route 10	SMOOTH	Valley Express (1)
Operating Data											
Operating Cost	\$1,482,837	\$1,882,286	\$236,116	\$496,249	\$23,472	\$30,000	\$948,000	\$319,595	\$615,271	\$689,115	\$81,126
Passengers	253,688	797,287	98,449	37,835	655	2,478	127,435	113,895	74,667	50,002	7,771
Revenue Miles	352,081	605,371	78,270	146,445	12,926	9,064	296,422	329,474	203,064	266,840	19,279
Revenue Hours	27,878	42,472	4,926	9,689	583	330	6,512	9,840	7,633	14,565	787
Farebox Revenue	\$124,745	\$334,635	\$51,204	\$50,888	\$968	\$2,900	\$602,173	\$202,802	\$94,035	\$466,300	\$46,092
Performance Indicators											
Cost/Passenger	\$5.85	\$2.36	\$2.40	\$13.12	\$35.84	\$12.11	\$7.44	\$2.81	\$8.24	\$13.78	\$10.44
Cost/Hour	\$53.19	\$44.32	\$47.94	\$51.22	\$40.26	\$90.91	\$145.58	\$32.48	\$80.60	\$47.31	\$103.08
Passengers/Hour	9.10	18.77	19.99	3.91	1.12	7.51	19.57	11.57	9.78	3.43	9.87
Farebox Recovery Ratio	14.5%	20.4%	21.7%	10.3%	4.1%	9.7%	64%	63.5%	15.3%	67.7%	56.8%

1) Services were initiated in the last three years.

COLT data provided by Richard Fernbaugh, Aviation/Transportation Administrator and Rene Vise, Accounting Manager.

SMAT and Breeze data provided by Joseph Rye, SMAT Transit Manager.

SYVT data provided by Marlene Demery and Brad Vidro, City of Solvang.

Los Alamos Transit data provided by Matt Dobbertine, SBCAG.

Clean Air Express and Coastal Express data provided by Scott Spalding, SBCAG.

RTA data provided by David Lilly, RTA.

Guadalupe Transit and SMOOTH data provided by Jim Talbot, SMOOTH General Manager.

Farebox revenues and recovery ratio for SMOOTH include private contracted services.

Valley Express data provided by Steve Maas, SBCAG.

New Cuyuma is not included in this figure.

Farebox recovery ratios vary widely because of the broad array of different service types.

Chapter 3. Funding Context

Introduction

This chapter presents the funding context for transit service in Northern Santa Barbara County. Funds for local and regional bus service are provided through a variety of sources, with a complex allocation of local, state and federal funds. Regional bus connections between Northern Santa Barbara County cities and towns, as well as connections between North and South County and neighboring counties depend on a mixture of funding and agreements between jurisdictions.

With the exception of Amtrak Thruway Bus Service, Greyhound, and the private casino shuttles, the local and regional bus services in Northern Santa Barbara County are funded with a combination of state Transportation Development Act (TDA) funds, federal funds and local funds including Measure D and fare revenue. Federal funds include Federal Transit Administration (FTA) Sections 5307 and 5311 and federal demonstration grant funds such as Congestion Mitigation Air Quality (CMAQ) and Job Access & Reverse Commute (JARC) that have helped jump start new services.

TDA Funds

Transportation Development Act (TDA) funds provide the major source of revenue for transit services in Northern Santa Barbara County. TDA funds consist of Local Transportation Funds (LTF) and State Transit Assistance (STA) funds. LTF is a state authorized revenue source that returns ¼ cent of retail sales tax revenues to the county of origin for transportation purposes. STA funds are derived from the state sales tax on gasoline. SBCAG is responsible for apportioning LTF and STA funds to the County and the eight incorporated cities in the County, as well as directly to transit agencies in some cases¹.

Local Transportation Fund

LTF funds are apportioned for a variety of uses, and are allocated to jurisdictions on the basis of population. In Santa Barbara County, these jurisdictions include incorporated cities, unincorporated Santa Barbara County, and both the incorporated and unincorporated areas within the Santa Barbara Metropolitan Transit District². Two percent of total funds are allocated to bikeways (PUC 99234), and two percent are dedicated to SBCAG for Planning (PUC 99233.1). The remaining funds are used to support local and some regional transit, and are also appropriated for the Consolidated Transportation Service Agencies (CTSA's); Easy Lift in South County and SMOOTH in the Santa Maria Valley (PUC 99275), and to

¹ MTD is a special district, and as such is directly apportioned LTF monies for transit service as required by the TDA legislation.

² MTD incorporates Santa Barbara city, Goleta, Carpinteria, and portions of Santa Barbara County.

make payments to other operators for services provided in the county (PUC 99400(c)). Any remaining LTF funds are allocated for streets/roads.

Per the Transportation Development Act, SBCAG is required to annually assess regional transit needs prior to making any allocation of TDA funds for streets and road projects.

On an annual basis, SBCAG sponsors a series of public meetings and offers other venues to collect public input on unmet transit needs. These comments are then evaluated based on the definition of an 'unmet transit need' and 'reasonable to meet.' SBCAG recently approved new definitions of 'unmet transit need' and 'reasonable to meet' in January, 2006.

If it is determined that there are unmet transit needs found 'reasonable to meet' within a jurisdiction, then LTF funds must be allocated to address the transit needs with new or expanded transit services.

In FY 2005-06 nearly \$14.2 million in TDA allocations were made in Santa Barbara County. Of this amount, 73% was allocated for transit purposes, and 23% to streets and roads. The remaining four percent are allocated for bicycle and pedestrian projects and for regional planning. Figure 3-1 summarizes LTF distributions.

Figure 3-1 LTF Allocations for Santa Barbara County, FY 2005-06

Santa Barbara County	Population	Percent Of Population	Apportionment	Bike And Ped Funds	Planning Funds (3)	CTSA	Remaining Funds	Claimed for Streets	Claimed for Transit
Buellton	4,460	1.08%	\$152,490	\$3,050	\$2,989		\$146,451	\$0	\$146,451
Guadalupe	6,300	1.52%	\$215,400	\$4,308	\$4,222		\$196,527	\$0	\$196,527
Lompoc	42,250	10.19%	\$1,444,549	\$28,891	\$28,313		\$1,387,345	\$679,697	\$707,648
Santa Maria	85,300	20.57%	\$2,916,450	\$58,329	\$57,162		\$2,660,911	\$1,445,723	\$1,215,188
Solvang	5,425	1.31%	\$185,484	\$3,710	\$3,635		\$178,138	\$0	\$178,138
North County (4)	65,377	15.76%	\$2,235,273	\$44,705	\$43,811		\$2,092,578	\$1,109,214	\$983,364
SBMTD Area	205,623	49.58%	\$7,030,355	\$140,607	\$137,795		\$6,414,355	\$0	\$6,414,355
Smooth (1)						\$204,569			\$ -
Easy Lift (2)						\$337,598			\$ -
Total	414,735	100%	\$14,180,000	\$283,600	\$277,928	\$542,167	\$13,076,305	\$3,234,634	\$9,841,671

1) Smooth funded with 5% of Guadalupe and Santa Maria's, and 2.5% of a portion of the County's unincorporated allocation

2) Easy Lift funded with 5% of SBMTD's allocation.

3) To SBCAG for Planning

4) Of the \$983,364 used for transit, \$349,368 went to COLT, \$369,063 went to SMAT, \$93,148 went to SYVT and \$171,800 went to fund the New Cuyama and Los Alamos service and farmworker vanpool program.

LTF Expenditures by Jurisdiction

In Santa Barbara County, the level of expenditure of TDA funds on transit varies by jurisdiction. In the South Coast, all LTF monies are apportioned to MTD for transit service, with the exception of set-asides for Easy Lift (as the CTSA), planning activities, and bicycle programs. In northern Santa Barbara County, a substantial portion of LTF funding goes to streets and roads, averaging 45% of total LTF funding. However, only the County, Lompoc, and Santa Maria fund streets and roads, while the smaller communities of Guadalupe, Buellton and Solvang devote all of their funds to transit³. See Figure 3-2 below.

Figure 3-2 North County TDA Disbursements, FY 2005-2006

North County Total	TDA Expenditure	% of total
Transit	\$3,631,900	51%
Streets & Roads	\$3,234,634	45%
Other (1)	\$283,126	4%
Total	\$7,149,660	100%

1) Includes bike/ped and planning funds.

³ In the following section on TDA expenditures by jurisdiction, funds spent in FY 2005-06 refer to funds committed for this fiscal year, and may not necessarily be fully spent as of February 2006.

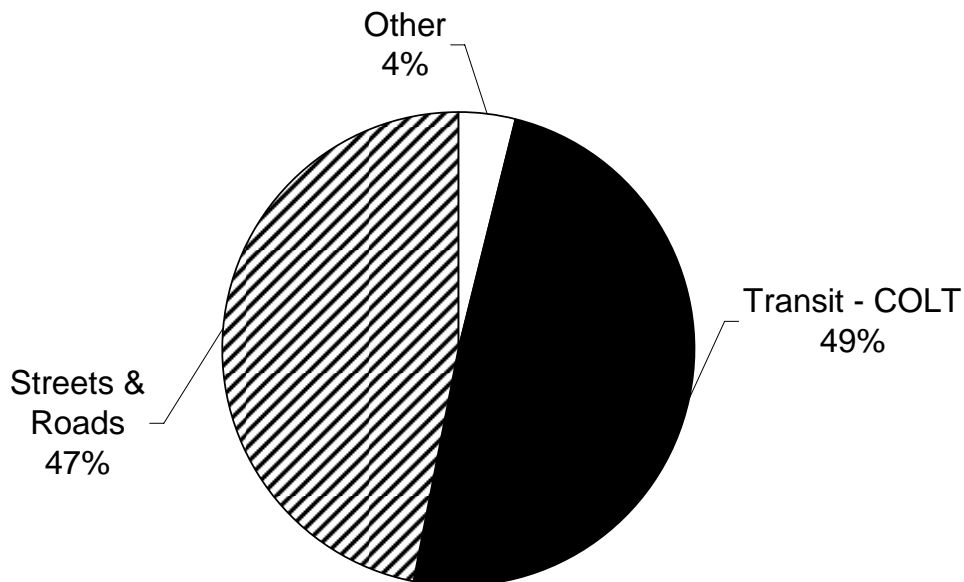
Lompoc

The City of Lompoc was allocated a total of \$1.4 million in FY 2005-06 before set-asides for planning and bicycle/pedestrian projects. Figure 3-3 shows that approximately \$707,000 (49%) was spent on transit, and the remaining 47% was used on streets/roads. Lompoc received an additional \$349,368 of North County’s apportionment based on service provided by COLT in unincorporated areas.

The City has increased its transit expenditures substantially from FY 2004-05, when it spent 34% of LTF on transit compared to 49% this fiscal year.

Figure 3-3 Lompoc TDA Disbursements, FY 2005-2006

Lompoc	TDA Expenditure	% of total
Bike and Ped Funds	\$28,891	
Planning –SBCAG	\$28,313	
Subtotal	\$57,204	4%
Transit – COLT	\$707,648	49%
Streets & Roads	\$679,697	47%
Total	\$1,444,549	100%

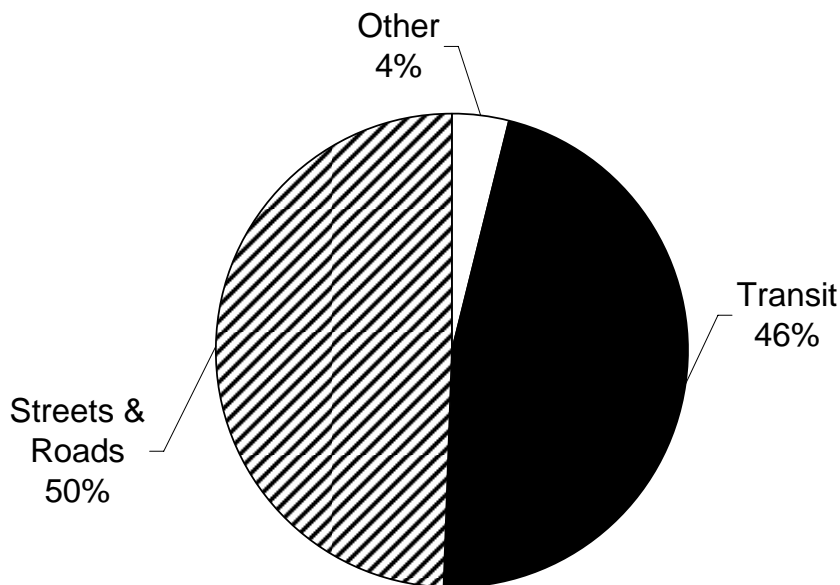


Santa Maria Valley

Of the City of Santa Maria’s allocation of nearly \$2.92 million, 46% was spent on transit to fund SMAT and SMOOTH in FY 2005-06 as shown in Figure 3-4 below. The remaining 50% of available funds were spent on streets and roads. The City slightly increased its funding for transit compared to FY 2004-05, when it contributed 44% of LTF funds to transit.

Figure 3-4 Santa Maria TDA Disbursements, FY 2005-2006

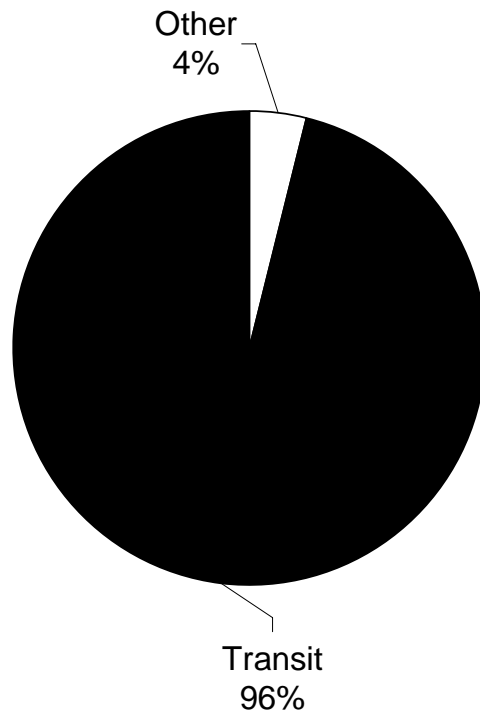
Santa Maria	TDA Expenditure	% of total
Bike and Ped Funds	\$58,329	
Planning –SBCAG	\$57,162	
Subtotal	\$115,491	4%
SMAT	\$1,215,188	
Smooth	\$140,048	
Transit	\$1,355,236	46%
Streets & Roads	\$1,445,723	50%
Total	\$2,916,450	100%



Other transit services operating in the Santa Maria Valley include the City of Guadalupe’s Flyer and SMOOTH. Guadalupe used all of its available funds after bicycle and planning set-asides to support the Guadalupe Shuttle and Flyer, and SMOOTH (see Figure 3-5 below).

Figure 3-5 Guadalupe TDA Disbursements, FY 2005-2006

Guadalupe	TDA Expenditure	% of total
Bike and Ped Funds	\$4,308	
Planning –SBCAG	\$4,222	
Subtotal	\$8,530	4%
Guadalupe Shuttle	\$196,527	
SMOOTH	\$10,344	
Total Transit	\$206,870	96%
Streets & Roads	-	0%
Total	\$215,400	100%



Santa Ynez Valley

In the Santa Ynez Valley, the cities of Solvang and Buellton, along with the County, use LTF funds to support the costs of SYVT. Buellton and Solvang both dedicate 100% of their available LTF funds for this service as shown in Figures 3-6 and 3-7 below. This was true in FY 2004-05 as well.

Figure 3-6 Solvang TDA Disbursements, FY 2005-2006

Solvang	TDA Expenditure	% of total
Bike and Ped Funds	\$3,710	
Planning –SBCAG	\$3,635	
Subtotal	\$7,345	4%
Transit –SYVT	\$178,138	96%
Streets & Roads	\$0	0%
Total	\$185,484	100%

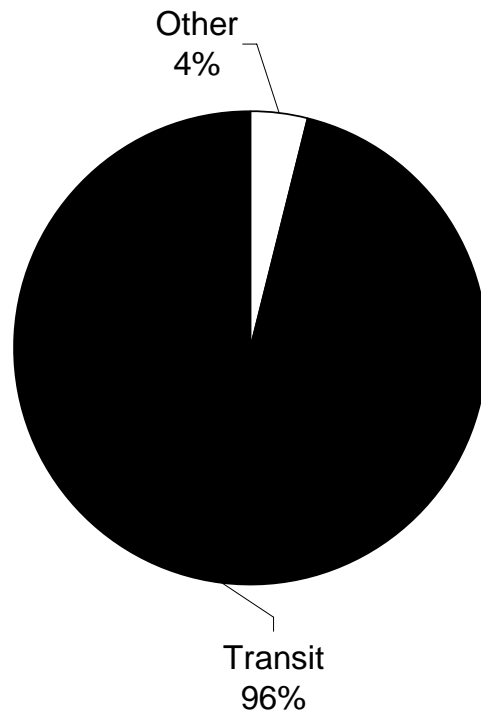
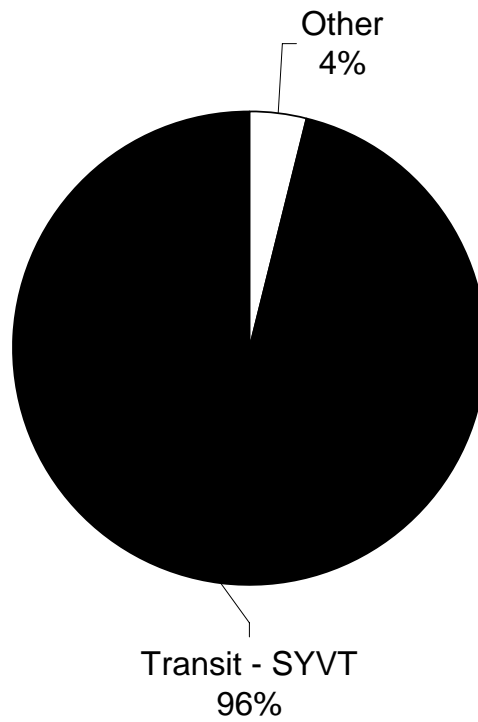


Figure 3-7 Buellton TDA Disbursements, FY 2005-2006

Buellton	TDA Expenditure	% of total
Bike and Ped Funds	\$3,050	
Planning –SBCAG	\$2,989	
Other	\$6,039	4%
Transit – SYVT	\$146,451	96%
Streets & Roads	–	0%
Total	\$152,490	100%

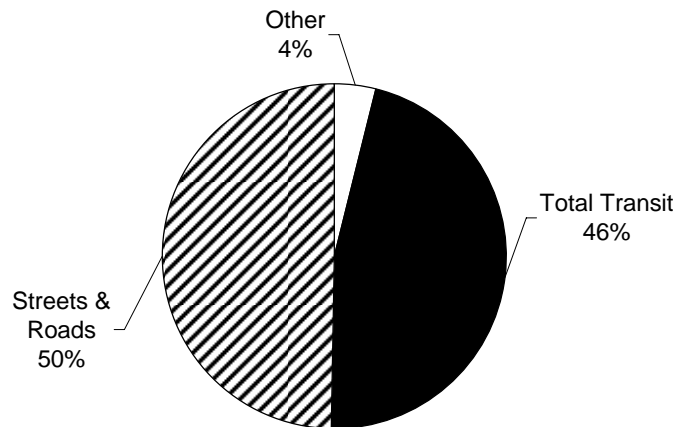


Unincorporated North Santa Barbara County

North County received a total of \$2.2 million in LTF funds for FY 2005-06 for unincorporated areas of North County⁴. Of this amount, it committed \$349,368 to Lompoc for COLT, \$369,063 to Santa Maria for SMAT and \$93,148 to SYVT for transit. An additional \$171,800 was committed to several programs in unincorporated county areas, primarily in the Cuyama Valley (see Figure 3-8 below). Transit’s share totals 46% of the total LTF funds. The County spent the remaining 50% (\$1.1 million) on streets and roads. In the previous fiscal year (FY 2004-05), the County dedicated 40% to transit, revealing a substantially increased commitment of LTF funds for transit purposes.

Figure 3-8 Unincorporated North County TDA Disbursements, FY 2005-2006

North County	TDA Expenditure	% of total
Bike and Ped Funds	\$44,705	
Planning –SBCAG	\$43,811	
Subtotal	\$88,517	4%
New Cuyama and Los Alamos shuttles, and farmworker vanpool program	\$171,800	
Lompoc (COLT)	\$349,368	
SMAT	\$369,063	
SYVT	\$93,148	
SMOOTH	\$54,178	
Total Transit	\$1,037,557	46%
Streets & Roads	\$1,109,214	50%
Total	\$2,235,287	100%



⁴ LTF funds for unincorporated areas in the South Coast are apportioned to MTD and utilized for transit service

State Transit Assistance

Under state law, all STA funds must be used for transit capital, operating, or planning expenses. Statewide, allocations are based 50% on regional population and 50% on the region's farebox revenue as a proportion of statewide collections. SBCAG allocates the population based funds to four planning areas according to their populations: South Coast, Lompoc Valley, Santa Maria Valley, and Santa Ynez/Cuyama Valleys. The jurisdictions within these planning areas agree on the further subdivision of the funds. Farebox revenue based STA funds go directly to operators based on their proportion of state farebox revenues.

In FY 2005-06, \$1.45 million in STA funding was allocated to claimants for transit operating support and capital expenses. \$1.14 million was allocated on the basis of population, while the remainder was allocated directly to transit agencies on the basis of their farebox revenues. Figure 3-9 summarizes STA allocations. The current year distribution is 69% higher than FY 2004-05's distribution of \$856,542.

Figure 3-9 STA Allocations, FY 2005-06

(Figure continued on next page)

Population Based		
South Coast		
	SBMTD	\$531,458
	Easy Lift	\$27,972
	Subtotal	\$559,430
Lompoc Valley		
	Lompoc	\$163,345
Santa Maria Valley		
	Santa Maria	\$319,403
	Guadalupe (1)	\$16,299
	SMOOTH	\$17,668
	Subtotal	\$353,370
Santa Ynez & Cuyama Valleys		
	Buellton	\$12,404
	Solvang	\$50,254
	County	\$3,676
	Subtotal	\$66,334
	Total Population Based	\$1,142,479

Farebox Revenue Based		
	County (Cuyama Transit)	\$608
	Lompoc (COLT)	\$7,655
	Santa Maria (SMAT)	\$15,857
	Solvang (SYVT)	\$1,823
	SBMTD	\$284,727
Total Farebox Revenue Based		\$310,670
Total STA		\$1,453,149

(1) Guadalupe included in the Santa Maria Valley

Measure D

Measure D is Santa Barbara County’s ½ cent sales tax for transportation, approved by voters in 1989 as a twenty-year program. The sales tax revenues are dedicated solely to fund transportation projects and programs.

The funding is split 70% to cities for local projects, 29.5% for region wide projects, and 0.5% for paratransit.

The regional program is overseen by SBCAG. Most of the program revenues are used for regional roadways, however a portion of the sales tax revenues are used for two regional transit systems. Measure D funds are contributed to the Coastal Express (administered by SBCAG and VCTC) and the Clean Air Express (managed by SBCAG). Within the local program, several cities use Measure D funds to support transit capital and operating costs, however, none of the local program funds are used to subsidize intra-regional services.

Approximately 0.5% of all Measure D revenues are dispersed to paratransit operators throughout the County. The funds are allocated to public paratransit operators to reduce fares and improve door-to-door transit service for seniors and people with disabilities. Allocations are based on population within four designated apportionment areas. Recipients are: Easy Lift Transportation (South Coast area), Santa Maria Area Transit (Santa Maria and Orcutt area), City of Lompoc (COLT), and Santa Ynez Valley (SYVT).

Measure D will sunset in April 2010 unless the voters reauthorize the measure with a 2/3 majority. An Expenditure Plan to reauthorize the measure is placed on the ballot of the November 2006 election.

Federal Funding

Santa Barbara County transit operators receive substantial funding from the Federal Transit Administration (FTA) to support operations and capital costs. A description of these funds and how they are used follows.

Section 5307 Urban Area Funds

Urbanized areas over 50,000 in population receive formula funding through the Section 5307 urbanized area grant program. These areas include Santa Barbara, Santa Maria, and Lompoc, and incorporate 93% of Santa Barbara County's population. Funding flows directly to designated recipient transit operators (MTD, SMAT and COLT). In the recently passed federal transportation funding reauthorization (SAFETEA-LU), "transit intensive" funds are provided to small urban areas (under 200,000 population) at increased funding levels based on vehicle utilization, service provision and service consumption⁵. Both MTD and the City of Lompoc are benefiting from the additional funding; MTD funding increased 29%, while Lompoc funding increased 95% due largely to this new program. Figure 3-10 shows funding for FY 2005-06 (the first year under SAFETEA-LU) contrasted with FY 2004-05. Section 5307 funds provide essential operating support to Santa Barbara MTD, COLT, and SMAT, as well as demand response services in these urban areas. SBCAG is the designated recipient for FTA 5307 funds. MTD, Santa Maria, and Lompoc are the grantees for Section 5307 funds.

The Santa Maria Urbanized Area extends north to encompass Nipomo in South San Luis Obispo County. As an inter-county operator to/from the Santa Maria Urbanized Area, RTA serves both Nipomo and Santa Maria and is eligible for a portion of the Section 5307 allocation.

Figure 3-10 Section 5307 Funding in Santa Barbara County, FY 2005-06

	FY 2004-05	FY 2005-06	Percent increase
Lompoc Urbanized Area	\$457,757	\$890,668	95%
Santa Barbara Urbanized Area	\$2,888,420	\$3,725,197	29%
Santa Maria Urbanized Area*	\$1,804,175	\$1,803,136	0%

*In 2004-05 and in 2005-06, RTA received \$162,500 of Santa Maria's Section 5307 allocation for regional service access to the Santa Maria UZA (Santa Maria-Nipomo link).

⁵ The FTA uses six different measures of transit intensity, such as vehicle hours of service per capita, to measure "transit intensity."

Job Access Reverse Commute (JARC) and New Freedom Programs

Under the recently enacted SAFETEA-LU, the JARC and New Freedom programs become newly established formula-driven programs, delegated by the Federal Transit Administration (FTA) to the state DOTs or designated 5307 entities to administer. FTA will likely issue interim program guidance in the Spring of 2006 with the final program guidance being issued in June or July 2006. Figure 3-11 summarizes FY 2005-06 funding in Santa Barbara County.

Figure 3-11 JARC and New Freedom Funding for Urbanized Areas in Santa Barbara County, FY 2005-06

Urbanized Area	JARC	New Freedom
Lompoc Urbanized Area	\$39,952	\$19,936
Santa Barbara Urbanized Area	\$164,495	\$99,519
Santa Maria Urbanized Area	\$80,426	\$48,657

Source: SBCAG

The majority of JARC funds (93%) are designated for urbanized areas in Santa Barbara County, while a small portion (7%) is designated for rural (less than 50,000) urban areas. Funding is based on the population of low-income households in an urbanized area, which provides needed financial support in North County. Urban area funds are granted through a competitive process to transportation providers in the Lompoc, Santa Barbara and Santa Maria urbanized areas. These funds must be used to support the capital and operating costs of transportation programs that connect welfare recipients and low-income residents to jobs and training. Statewide funds for rural areas will be dispersed through a competitive grant process managed by Caltrans.

The New Freedom program is a completely new program in SAFETEA-LU, and provides funds to allow transportation providers to develop services and facilities for people with disabilities that go beyond those required by the Americans with Disabilities Act (ADA). As with JARC, urban area funds will be granted through a competitive process run by SBCAG and the designated recipient, while Caltrans will run a similar statewide process for rural areas.

Section 5311 and Section 5311(f)

The FTA formula grant program supporting transit in rural areas and small urban areas (less than 50,000 in population) is the Section 5311 program. This program nearly doubled in funding with the recent passage of SAFETEA-LU. While the vast majority of the population in Santa Barbara County resides within the urbanized areas of Santa Barbara, Santa Maria, and Lompoc, the 2000 Census counted over 27,000 people (7% of the population) in small or rural communities that are eligible for Section 5311 funding. Guadalupe and

Solvang are the only rural/small urban communities that operate transit services in Santa Barbara County, and thus split the 5311 funds according to population served. Solvang uses Section 5311 funding to support SYVT, while Guadalupe uses it to support the Guadalupe Flyer. Figure 3-12 shows the 5311 allocation for the current and prior fiscal year revealing an increase of over 150%.

Figure 3-12 Section 5311 Funding for Small Urban Areas in Santa Barbara County

Small Urban Area	FY 2004-05	FY 2005-06	Percent Increase
Guadalupe	\$14,837	\$38,202	157%
Solvang	\$53,538	\$137,848	157%

Fifteen percent of California's Section 5311 apportionment is for the Intercity Bus Program, Section 5311(f). The Intercity Bus Program funds public transit projects that serve the intercity travel needs of Californians in non-urbanized areas. Projects are awarded on a statewide competitive basis. This program funds operating and capital costs, as well as planning for service. 5311(f) funds are supporting the costs of this study. As with the 5311 program, the 5311(f) statewide program has nearly doubled under SAFETEA-LU, from \$1.5 million in FY 2004-05 to \$2.9 million in FY 2005-06. The only operator in northern Santa Barbara County that is currently receiving funding from this source is SLORTA for RTA Route 10.

Congestion Mitigation and Air Quality (CMAQ)

CMAQ funds are available to non-attainment areas for projects that improve air quality. Historically, Santa Barbara County received about \$3 million in CMAQ funds per year, and used them, in part, to purchase clean fuel buses and initiate new bus services, including the Clean Air Express, Coastal Express, Valley Express, and the Breeze. Santa Barbara County is no longer apportioned any CMAQ funds as a newly-designated attainment area for Federal National Ambient Air Quality Standards.

Funding Sources by Service

An overview of the various funding sources used by the local and regional transit services in North County is presented in Figure 3-13 below. It does not identify amounts by funding category, it simply lists whether a fund source is used by a particular service. All of the services rely on LTF or STA with the exception of the three CMAQ demonstration funded services. Measure D provides funding mainly for paratransit and demonstration services. Federal formula funding – Section 5307 and 5311 - provide operating support as does CMAQ funding.

Summary

The information presented on TDA expenditures demonstrates that an increasing share of TDA funds is spent on transit for all jurisdictions. Three of the jurisdictions already spend all of their TDA funds on transit – Buellton, Solvang and Guadalupe, while Santa Maria, Lompoc and the unincorporated North County devote approximately 50% of TDA funds on transit service. As jurisdictions gradually increase TDA spending on transit to support enhanced services, the first priority will be for local services, leaving regional services vulnerable. Three of the regional transit services (Breeze, Clean Air Express, and Valley Express) that rely on federal demonstration funds will have to “back fill” the funding gap as these funds expire in 2008 for the Breeze and Valley Express. The CAE CMAQ demonstration funds expired in June 2006 and currently rely on Measure D funds in FY 2006-07. To sustain and even expand local and regional transit services will require new operating funds to close these funding gaps. To maintain support for local services and secure funds to maintain and enhance regional services is a significant challenge especially if Measure D is not renewed.

Figure 3-13 Funding Sources By Transit Service

Service	Lead Agency	Funding Sources							
		LTF	STA	Measure D	5307	5311	5311(f)	CMAQ	APCD
SMAT	Santa Maria	X	X	X	X				
COLT (includes special medical service)	Lompoc	X	X	X	X				
SYVT	City of Solvang	X	X	X		X			
Guadalupe Flyer	Guadalupe	X	X	X		X			
New Cuyama Transit	County	X	X						
The Breeze	Santa Maria	X						X	
Clean Air Express (2)	SBCAG			X					X
Coastal Express	VCTC			X	X				
Valley Express (1)	SBMTD	X						X	
RTA Route 10	SLORTA	X	X		X		X		
CTSA	SMOOTH	X	X	X					

Does not include Los Alamos Shuttle

1) CMAG funds for Breeze and Valley Express expire in 2008. CMAQ funds for Clean Air Express expired in June 2006. Future funding opportunities discussed in Chapter 7.

2) APCD funds for the Clean Air Express are not dedicated to the service and are subject to termination each year

Chapter 4. Demographic Overview

Santa Barbara County's 2,737 square miles is tremendously diverse, with wealthy seaside enclaves, dense older neighborhoods, massive shopping centers, and small agricultural communities. According to SBCAG regional growth forecast estimates, the county's population was 436,000 in 2005. Based on 2000 US Census data, 26% of residents speak Spanish at home, and 16% of the population is disabled. This chapter presents basic demographic information relevant for regional public transit planning.

Population and Ethnicity

Figure 4-1 shows the population and ethnic breakdown of Santa Barbara County's cities. While Santa Barbara is the largest city in the county, Santa Maria is the second largest, with more than 77,000 residents according to the 2000 US Census. Goleta is the third largest city, followed by Lompoc with 41,000 residents. North County communities have some very high concentrations of Hispanic residents, with 84% of Guadalupe's residents and 60% of Santa Maria's residents identifying themselves as Latino.

Figure 4-1 Santa Barbara County: Population and Ethnicity by City

City	2000 Population	White	Hispanic	Black	Asian	Other
Buellton	3,828	82%	26%	1%	1%	14%
Carpinteria	14,194	73%	44%	1%	2%	19%
Goleta Valley**	55,204	79%	22%	1%	6%	10%
Guadalupe	5,659	46%	84%	1%	6%	41%
Isla Vista	18,344	69%	20%	2%	12%	11%
Lompoc	41,103	66%	37%	7%	4%	18%
Los Alamos	1,372	77%	35%	0%	1%	17%
Mission Canyon	2,610	94%	7%	0%	1%	2%
Mission Hills	3,142	79%	20%	4%	3%	9%
Montecito	10,000	94%	5%	0%	1%	3%
Nipomo	12,626	76%	35%	1%	1%	16%
Orcutt	28,830	87%	14%	1%	3%	5%
Santa Barbara	92,325	74%	35%	2%	3%	18%
Santa Maria	77,423	58%	60%	2%	5%	30%
Santa Ynez	4,584	92%	9%	0%	1%	4%
Solvang	5,332	88%	20%	0%	1%	6%
Summerland	1,545	92%	7%	0%	2%	3%
Toro Canyon	1,697	88%	16%	0%	1%	9%
Vandenberg AFB	6,151	72%	11%	12%	4%	6%
Vandenberg Village	5,802	85%	9%	6%	3%	4%

** City of Goleta incorporated in 2002.

Source: U.S. Census Bureau, Census 2000

Population and Employment Density

In regional transit planning, it is important to understand not only where existing and potential transit users reside, but also where the jobs are located. Figures 4-2 and 4-3 illustrate population density based on residence and employment location.

Overall population density in Santa Barbara County is 146 persons per square mile, but most of the largest communities in North County have some neighborhoods in which population densities exceed 2,000 persons per square mile. Although Santa Barbara has some of the densest communities in the county, densities which can support regular all-day local fixed route transit (typically, about 2000 persons per square mile and above) can be found throughout much of Santa Maria, in Orcutt, central Guadalupe, and in portions of Lompoc and Solvang. Although Nipomo, in San Luis Obispo County, is part of the Santa Maria Urbanized Area, most of the development is relatively low density, especially when compared with Grover Beach and Santa Maria.

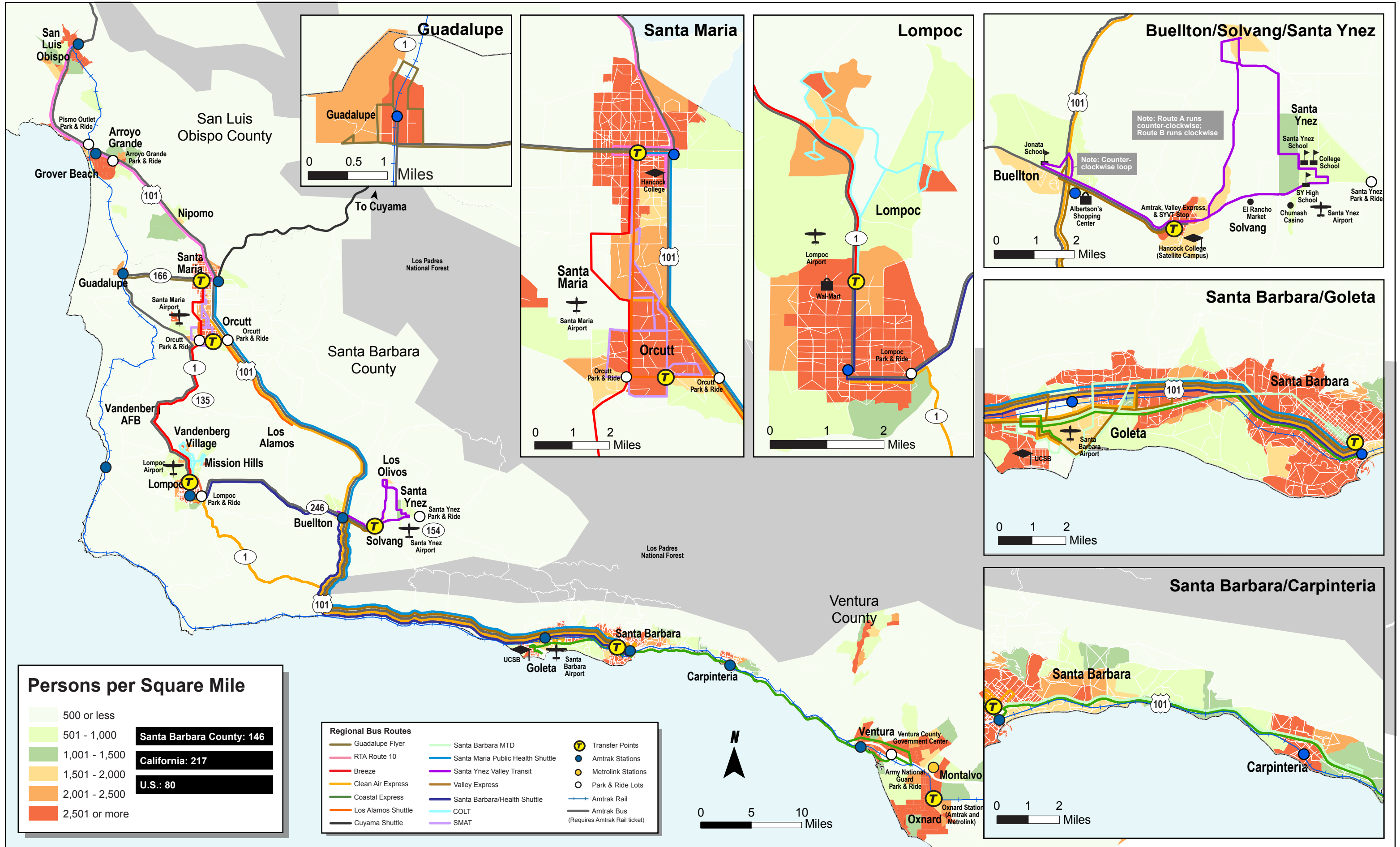
Most of Santa Barbara County is very sparsely populated. Based on the measure of population density alone, small communities situated beyond the coastal Highway 101, 1, and 246 corridors are unlikely to have significant demand for regular fixed route transit services. However, population density alone is not a complete measure of the propensity for transit use. Employment, growth and several demographic characteristics should also be considered.

The locations of jobs in the county tend to follow residential population characteristics. Downtown and northern Santa Maria, Lompoc and Solvang's shopping and entertainment district have the highest concentrations of employees in North County. Other major employment locations in the northern part of the county that do not show up in the high-density concentrations on the map include Vandenberg Air Force Base and the Chumash Casino. The highest concentration of jobs outside of North County is in the Goleta-Santa Barbara area.

Significant population growth is anticipated in Santa Barbara County over the next 24 years. According to the Regional Growth Forecast, the county's population is expected to increase to 462,000 residents by 2010, 505,000 by 2020 and 521,000 by 2030. Overall, this represents a 30 percent increase from 2000 US Census population figures.

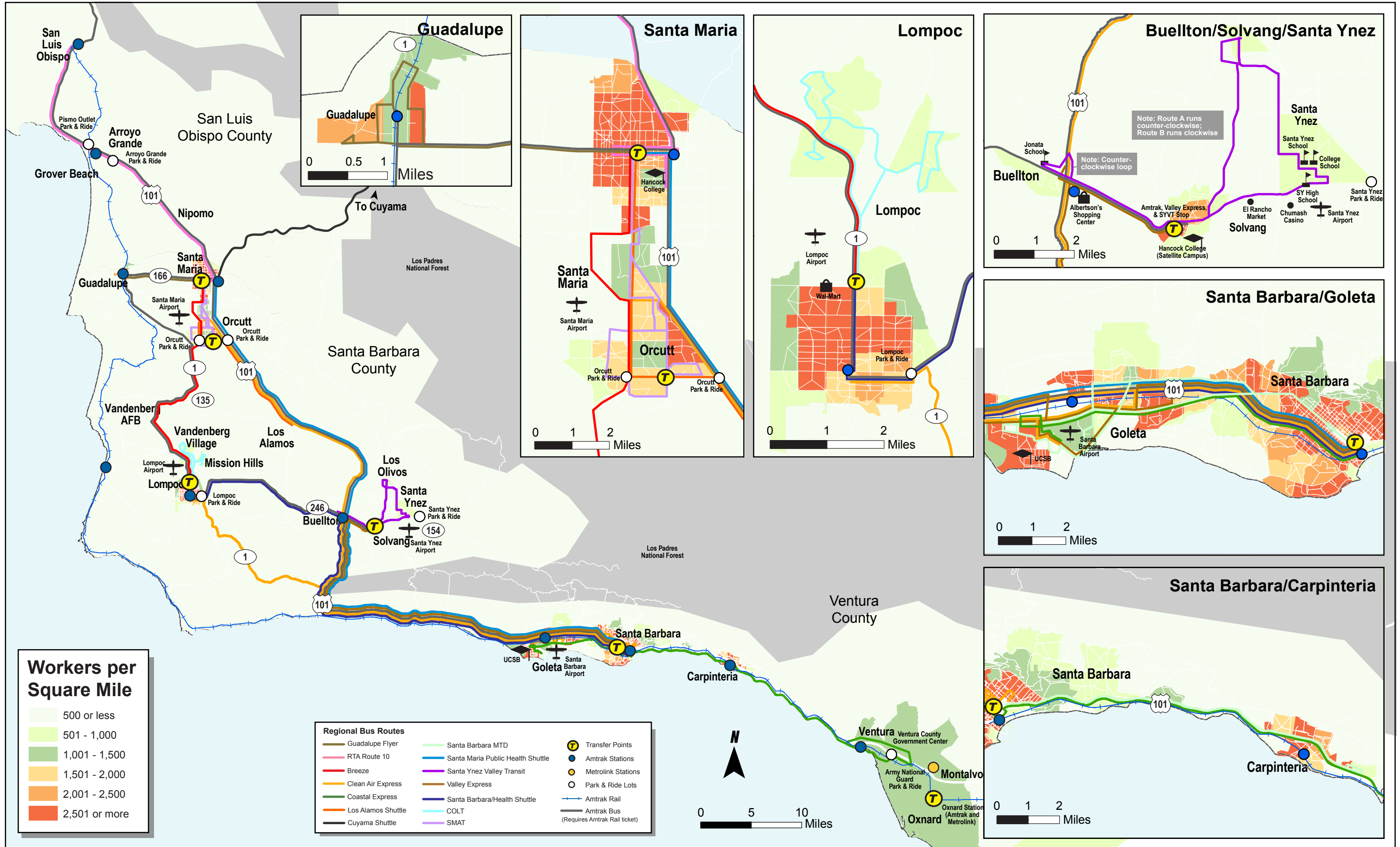
Figure 4-4 illustrates that most of North County's communities will experience population growth – in some cases significant growth – by 2030. Higher population growth means that more retail, educational and medical services will be developed within each of the growth areas, but it also means more demand for regional travel is likely, especially as services and employment opportunities expand in Santa Maria and Lompoc.

Figure 4-2 Population Density (by Census Block Group)



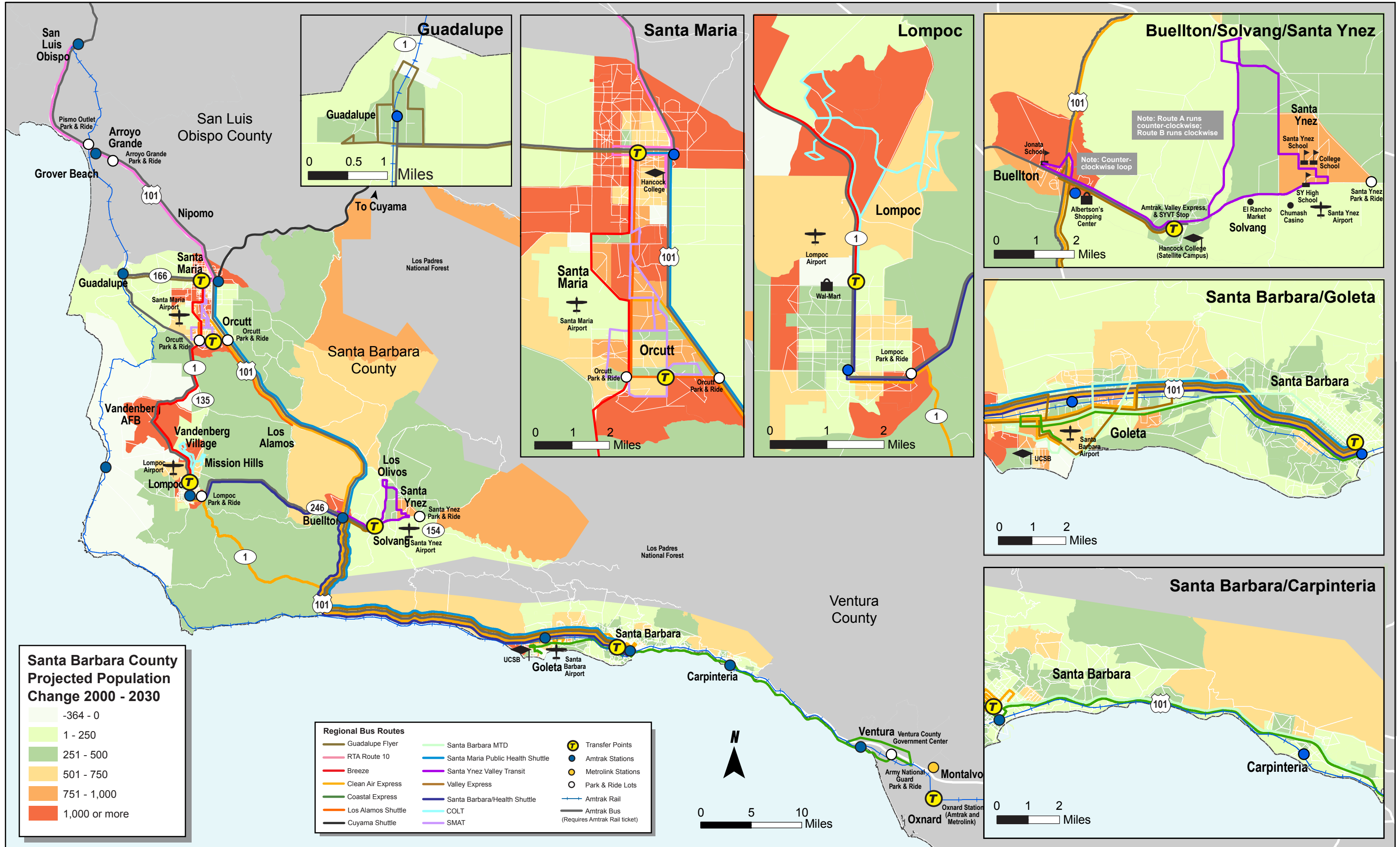
Page left intentionally blank.

Figure 4-3 Employment Density (by TAZ)



Page left intentionally blank.

Figure 4-4 Santa Barbara County Projected Population Change 2000 - 2030 (by TAZ)



Page left intentionally blank.

Measures of Transit Dependence

Public transit, particularly regional transit, needs to serve a wide range of markets, including seniors, low-income residents, young people, commuters and persons without other transportation options. Figures 4-5 through 4-8 illustrate these characteristics.

Senior Population

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. With baby boomers nearing retirement, senior demand for transit services is expected to increase.

Overall, the highest proportion of seniors resides in the unincorporated areas outside of Solvang and Santa Maria (between 20% and 30% of the population in these unincorporated areas). In most of the other communities in North County, seniors comprise about 15 percent of population.

Youth Population

Another significant transit ridership group is children under 18. While young riders often rely heavily on local transit services, they use regional services less often than seniors 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.

Youth population density mirrors overall population density. However, an examination of the data shows that higher concentrations of persons under 18 reside in areas with higher levels of poverty. Guadalupe has one of the youngest populations in North County. Thus, transit for persons under 18 in Santa Barbara County are most likely to serve low-income youth.

Households Living in Poverty

Based on 2002 US Census Bureau estimates, the median household income in Santa Barbara County is \$46,432. Persons with low incomes, especially those living in poverty, depend on transit because they often do not have one or more vehicles in the household. The Census Bureau uses living income thresholds that vary by family size and composition to determine who is in poverty. Although the Census definition of poverty is somewhat complicated to describe, a simplified understanding can be used as a guide to interpret Census data.

Based on the findings from the US Census' 2004 American Community Survey, the poverty level for a one-person household is based on an income of \$9,645, a two-person household is \$12,334, a three-person household is \$15,056, and so on, adding an additional \$3,500+ per person in the household, depending on age. More than 14% of Santa Barbara County residents live in poverty, based on 2000 US Census data, which is about the same as the state average.

Figure 4-7 illustrates portions of Santa Barbara, San Luis Obispo and Ventura Counties with the highest percentage of extremely low-income individuals.

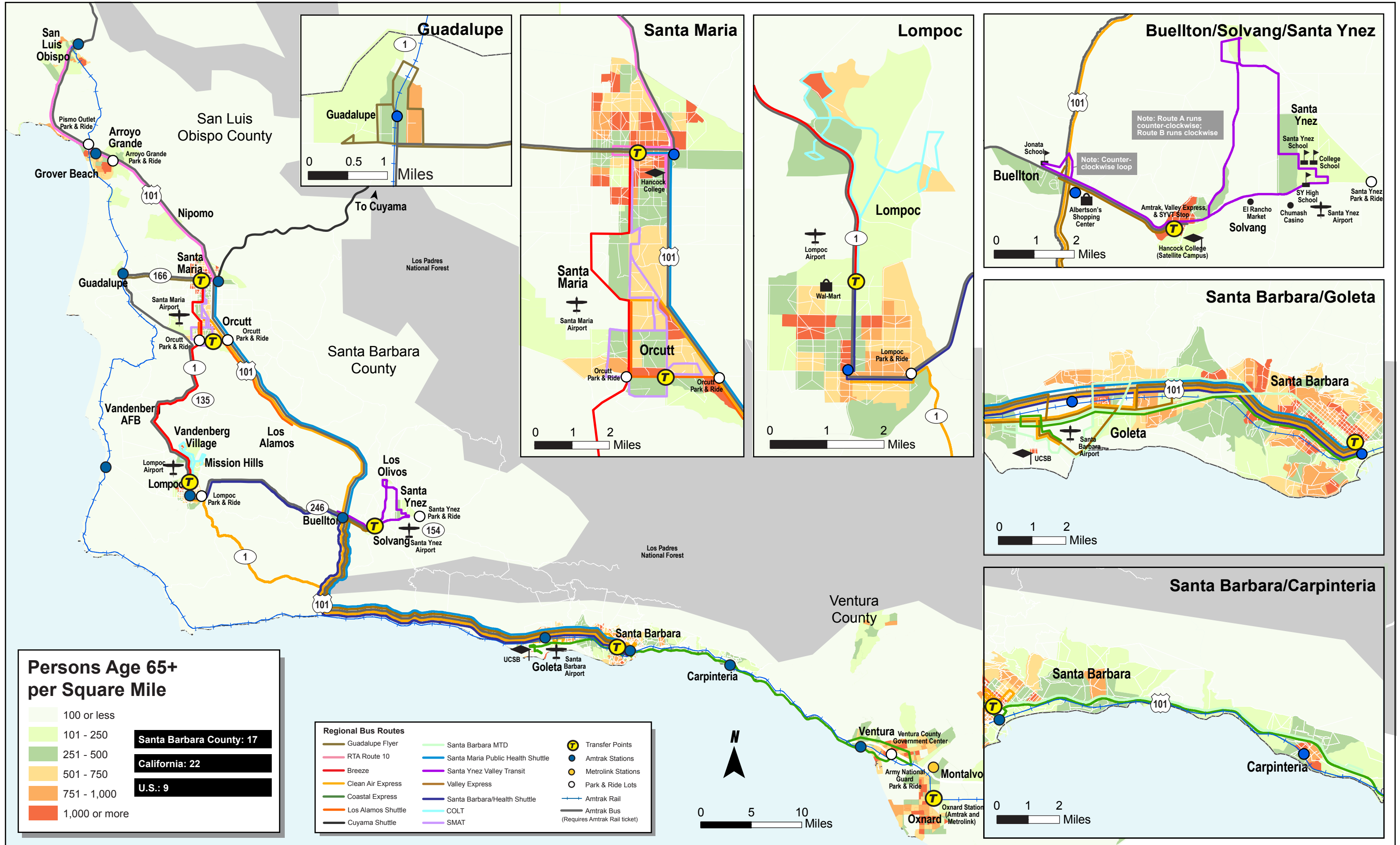
Poverty data illustrates significant concentrations of very low-income households in Guadalupe, Santa Maria and Lompoc. In addition, there are some more rural clusters of households living in poverty throughout the county.

Households without Vehicles

Households without vehicles is another measure of income, and reflects overall propensity to utilize transit. Overall, Santa Barbara County has a high level of household access to private vehicles, with 93% of all households having one or more vehicles (statewide, 91% of households have one or more vehicle).

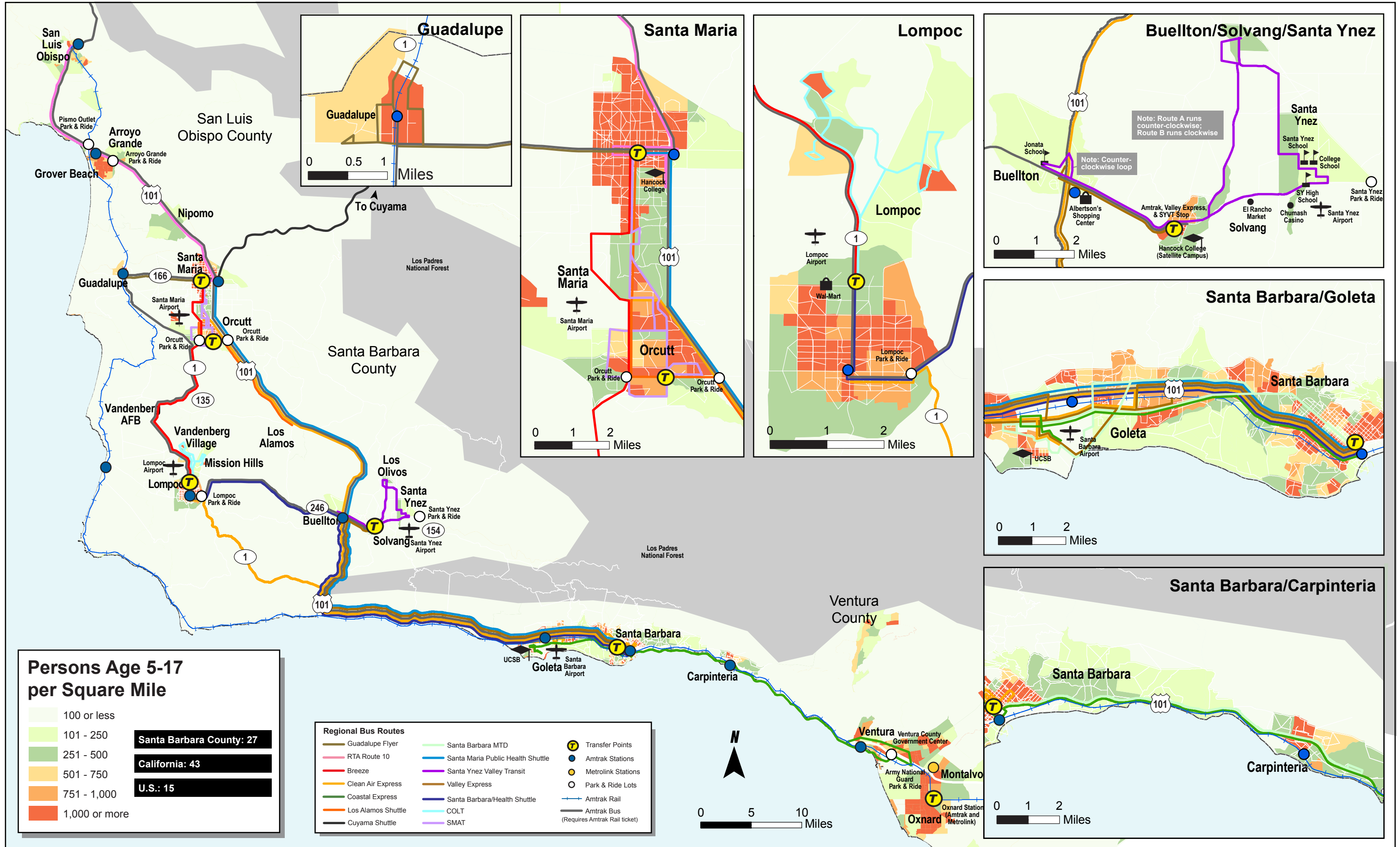
Households without vehicles in Santa Barbara County correspond roughly with poverty. The area between Buellton and Solvang, which includes a mix of farms and apartments, has a relatively high proportion of non-automobile households. Guadalupe and Central Santa Maria — including portions of these cities with higher concentrations of Latino residents — also have more households without vehicles.

Figure 4-5 Senior Population Density (by Census Block Group)



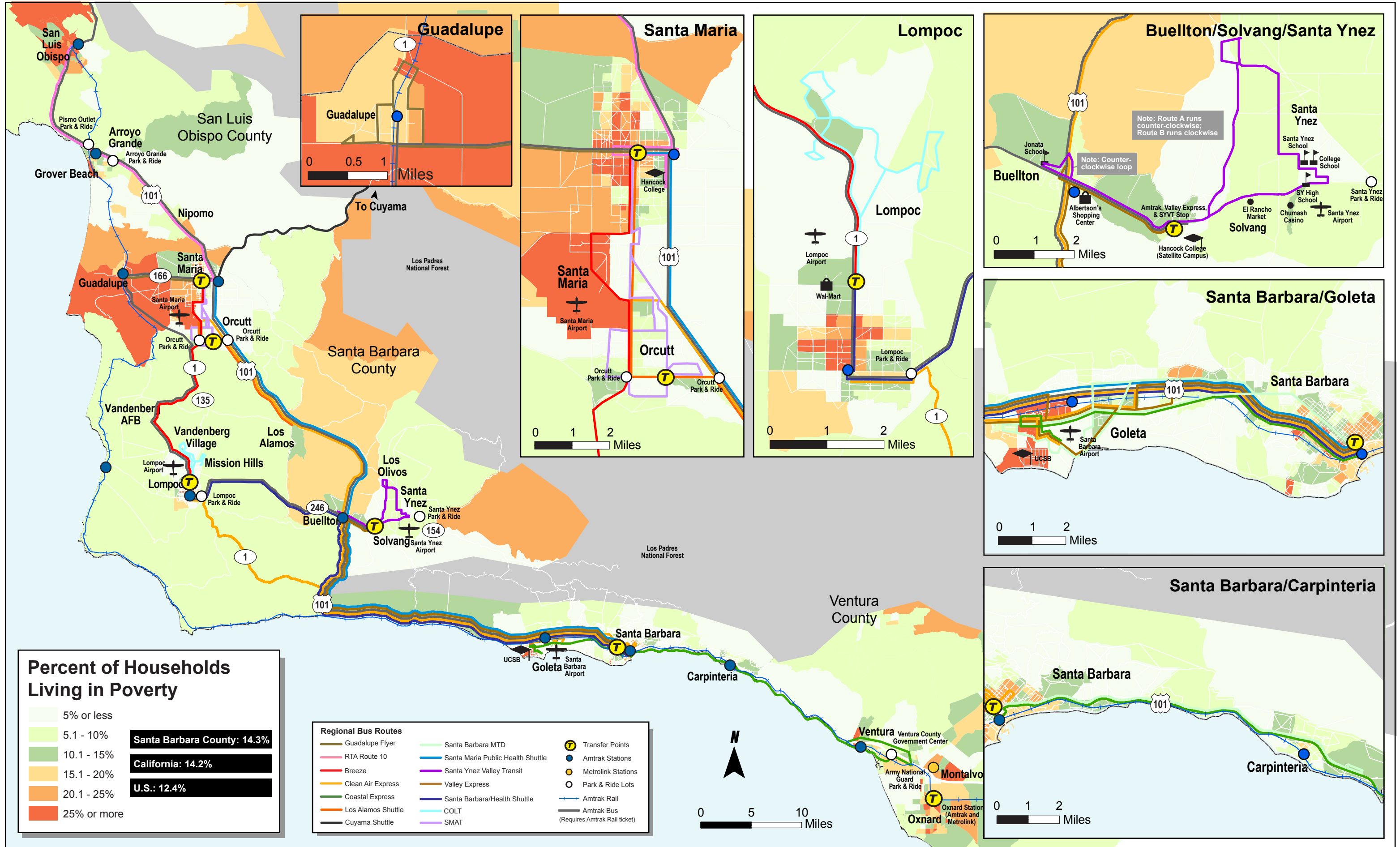
Page left intentionally blank.

Figure 4-6 Youth Population Density (by Census Block Group)



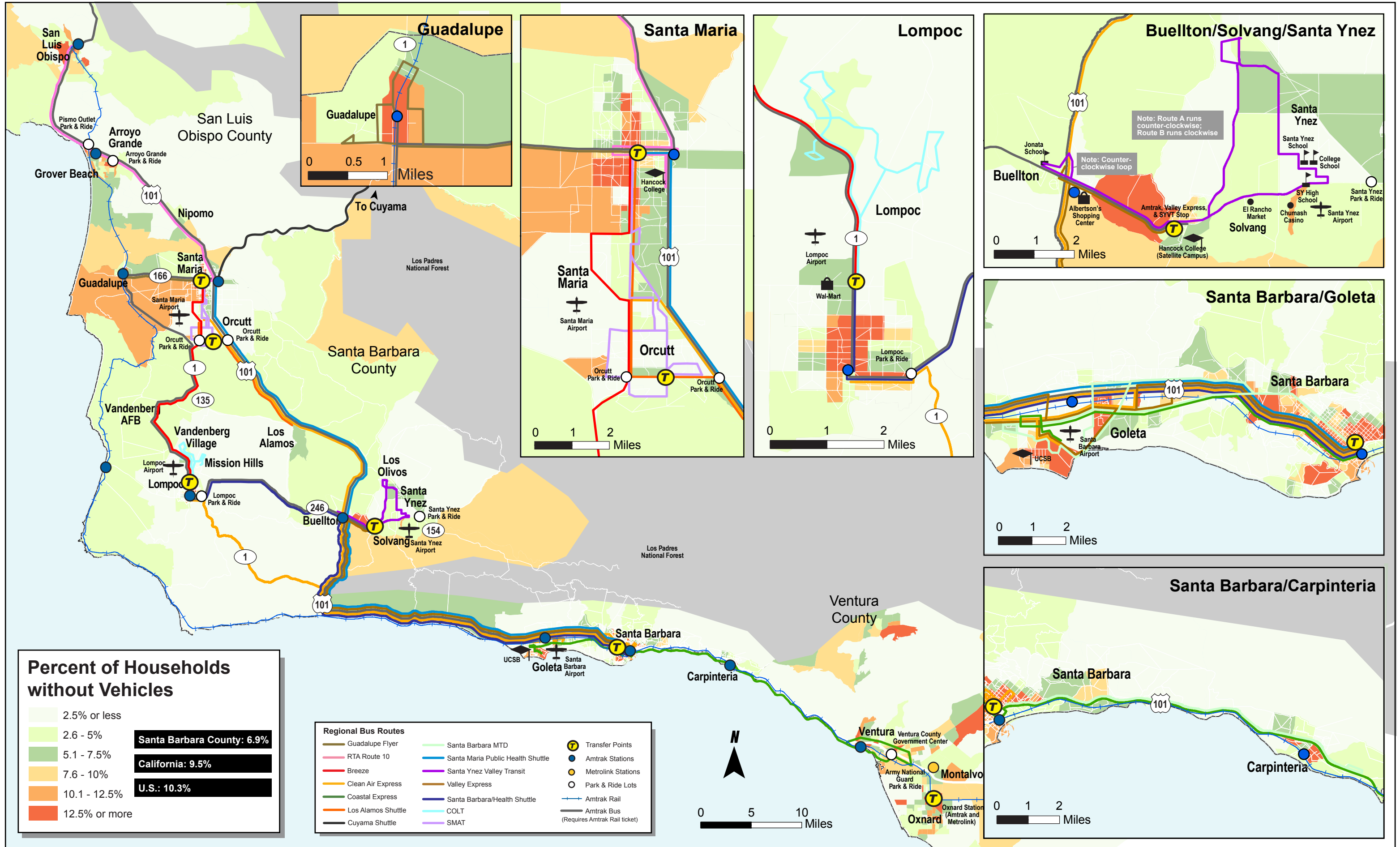
Page left intentionally blank.

Figure 4-7 Households Living in Poverty (by Census Block Group)



Page left intentionally blank.

Figure 4-8 Households without Vehicles (by Census Block Group)



Page left intentionally blank.

Commute Information

Based on 2000 US Census data, the number of persons commuting into Santa Barbara County exceeds persons commuting out of Santa Barbara County. Ventura County residents represent the largest group of out-of-county commuters with jobs in Santa Barbara County, followed by San Luis Obispo County. According to the 2000 US Census, approximately 12,000 commuters travel between San Luis Obispo (SLO) and Santa Barbara Counties; 40% into SLO County and 60% into Santa Barbara County. Since 2002, traffic volumes have increased by 2.5% per year. As Nipomo grows in size and more jobs are created in North County, these figures could shift. Figure 4-9 shows overall county-to-county commute patterns.

Figure 4-9 Intercounty Commuting

County	Workers Commuting Into Santa Barbara County	Workers Commuting Out of Santa Barbara County	Santa Barbara Net Increase in Employees
Ventura	9,009	2,419	+6,590
San Luis Obispo	7,480	5,045	+2,435
Los Angeles	1,750	1,589	+161
Other	1,797	1,528	+269
Total	20,036	10,581	+9,455

Source: SBCAG, 2000 US Census

Where do Santa Barbara residents commute? Figure 4-10 shows place of work for residents. Most North County residents work in the area where they reside. A majority of Santa Maria and Lompoc residents work relatively close to home, but only 17 percent of Guadalupe residents work within Guadalupe, with the largest number working within the Santa Maria area. Less than one-half of Santa Ynez Valley residents work within the Santa Ynez Valley. Not only are transit-dependent markets a critical focus of this regional transit plan, but services that address the needs of intercity commuters are incorporated into the overall recommended service improvement plan (refer to Chapter 7).

Figure 4-10 Commutes for Santa Barbara County Residents

Place of Residence	Place of Employment									Total Workers	Percent of Persons Employed within their Region
	Greater Santa Barbara Area	Santa Ynez Valley	Lompoc-Mission Hills- Vandenberg AFB	Santa Maria-Orcutt Area	Guadalupe	Other Unincorporated Areas in Santa Barbara County	Ventura	S.L.O.	Other Counties		
Greater Santa Barbara Area	83,474	608	1,323	2,285	35	3,040	1,901	309	1,442	94,417	88%
Santa Barbara	41,035	340	830	1,315	35	1,245	1,004	182	622	46,608	88%
Carpinteria	5,470	20	95	140	0	690	382	49	129	6,975	78%
Goleta	24,915	150	320	540	0	730	357	53	317	27,382	91%
Isla Vista	7,730	65	29	190	0	180	39	25	107	8,365	92%
Montecito	3,129	29	45	85	0	140	100	0	253	3,781	83%
Mission Canyon	1,195	4	4	15	0	55	19	0	14	1,306	92%
Santa Ynez Valley	1,832	3,160	323	290	0	905	32	59	105	6,706	47%
Solvang	613	1,405	135	80	0	320	4	20	8	2,585	54%
Buellton	509	875	105	90	0	235	4	16	24	1,858	47%
Santa Ynez	710	880	83	120	0	350	24	23	73	2,263	39%
Lompoc-Mission Hills- Vandenberg AFB	4,258	1,274	12,679	1,469	19	1,875	48	334	88	22,044	58%
Lompoc	3,539	1,005	8,040	965	15	1,410	48	285	45	15,352	52%
Mission Hills	274	75	710	99	4	165	0	14	23	1,364	52%
Vand. Vill.	370	165	1,529	250	0	125	0	27	16	2,482	62%
Vandenberg AFB	75	29	2,400	155	0	175	0	8	4	2,846	84%
Santa Maria-Orcutt Area	3,655	585	2,779	25,885	505	3,985	89	3,964	424	41,871	62%
Santa Maria	2,190	350	1,430	18,825	475	3,030	55	3,080	314	29,749	63%
Orcutt Uninc.	1,465	235	1,349	7,060	30	955	34	884	110	12,122	58%
Guadalupe	185	25	44	944	340	280	14	172	0	2,004	17%
Other Unincorporated Areas in Santa Barbara County	3,990	890	454	1,625	40	3,675	45	100	59	10,878	34%
Total Workers	97,364	6,542	17,602	32,498	939	13,760	2,129	4,938	2,118	177,890	55%

Source: SBCAG, based on 1990 US Census Data

Short-Term Developments

North County is experiencing a significant amount of new development. Large residential developments are planned for all cities in North County and in unincorporated areas. This new growth will likely create demand for more transit services, especially where there are multi-family residential projects and mixed use developments. South County does not currently have any large scale developments planned but that may change soon with the completion of the zoning update being undertaken by the county. The update is scheduled to be completed by the end of 2006.

Figure 4-11 shows the currently planned large scale developments in Santa Barbara County expected to come on live in the next five years.

Santa Maria: New developments in the city are concentrated on the western edge of Santa Maria around N. Blosser Road between Betteravia Road and Stowell Road. Bradley Square, located south of McCoy Lane at College Drive, is newly completed and contains 539 residential units. SMAT Routes 4 and 7 currently provides service to Bradley Square. A new shopping center, Santa Maria Commons, is planned at S. Broadway and McCoy Lane. The City is also building a new public library and parking structure on the 400 block of S. Broadway. The parking structure is currently in the process of being built. Construction on the library is due to start once the parking structure is completed.

Orcutt: Much like the western edge of Santa Maria, Orcutt is also experiencing a large amount of growth. Rice Ranch is planned for the southern edge of Orcutt, south of Stubblefield Road. The development includes 725 residential units. Two large commercial retail developments are planned as well: Orcutt Plaza, located at Santa Maria Way and College Drive, and Orcutt Marketplace, located at Clark Avenue and Highway 101.

Guadalupe: Two large-scale developments are proposed in Guadalupe. DJ Farms at the southeast corner of Highways 1 and 166 would include 950 residential housing units and another unnamed development on the northern edge of town would add another 488 residential units. These two developments would significantly increase the population of this small town.

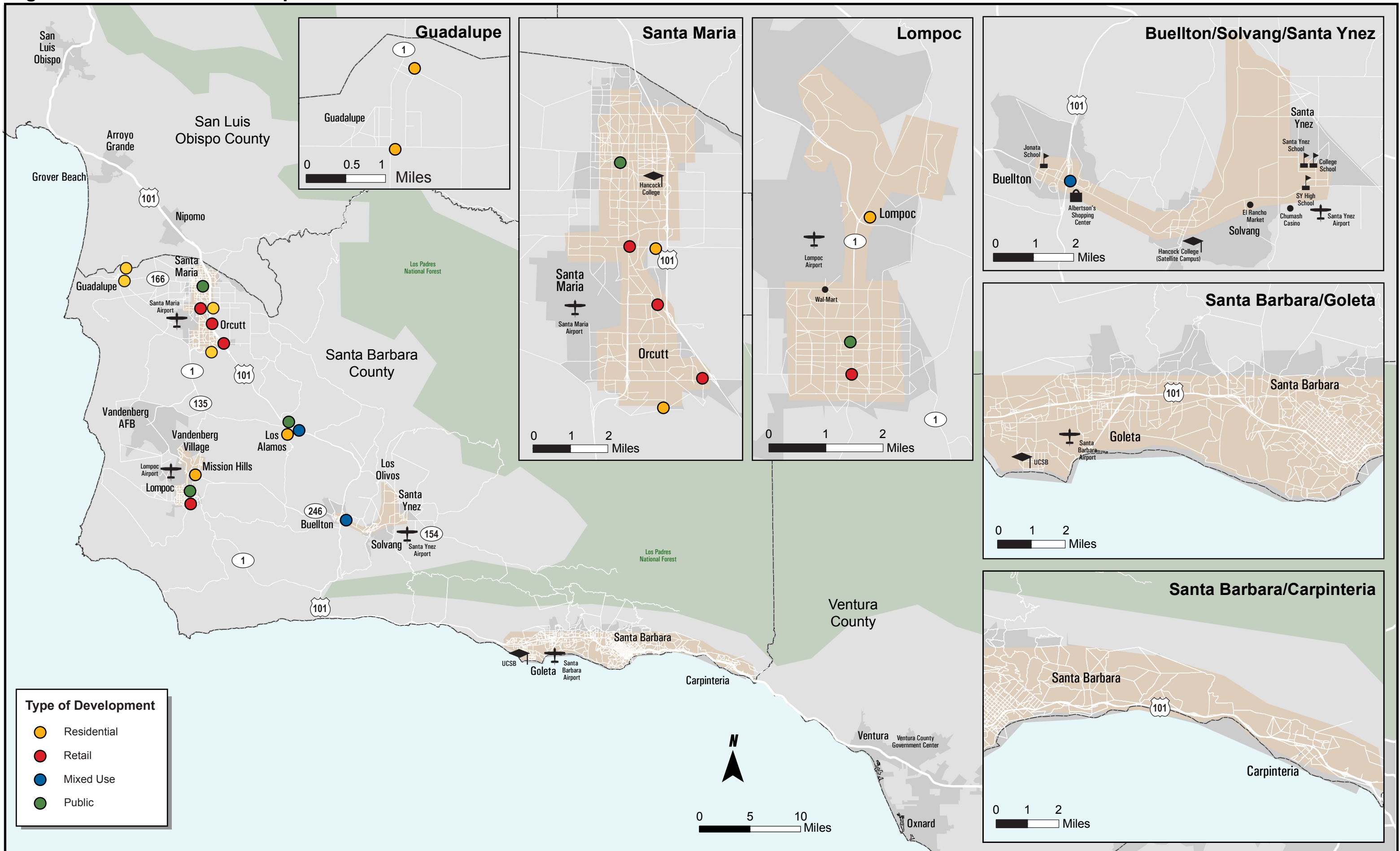
Lompoc: Burton Ranch has been approved in Lompoc and includes 462 residential units located near Harris Grade Road and Casmalia Road. Lompoc has built a new public aquatic center located on W. College Avenue.

Santa Ynez Valley: Currently there are no plans for large residential developments in the Santa Ynez Valley although numerous smaller developments are planned for the area. One of the larger mixed use projects in Buellton, Oak Springs Village, would include 148 residential units as well as 145,000 square feet of commercial space.

Los Alamos: The small town of Los Alamos has two large scale projects proposed. One development, planned to add approximately 400 residential units to the town, is located on the northern edge of Los Alamos. Another project includes a new community center, fire station, commercial space, and 196 residential units.

Nipomo: The Woodlands development, located in Nipomo, west of Highway 101, will include 1320 residential units, a commercial-retail “village,” a business park, as well as open space and recreation facilities.

Figure 4-11 Planned Developments



Page left intentionally blank.

Chapter 5. Public Outreach and Stakeholder Interviews

This chapter summarizes the comments and issues expressed by members of the public and community representatives during public outreach activities and stakeholder interviews. The public outreach process consisted of two phases. The first phase, referred to as the public scoping process, was planned and implemented early in the study to obtain input on transit needs and major issues related to North County transportation services. The second phase consisted of a series of three open houses in June 2006. The goal of the open houses was to gather feedback and reaction from the public on the preliminary service alternatives. Stakeholder interviews were conducted in December 2005 and January 2006 to identify the issues and concerns expressed by community representatives. This chapter summarizes feedback and comments from the various forums.

Tools for Public Input

The public outreach consisted of several forums and venues to engage as many people as possible and to understand the attitudes of both existing transit riders and non-riders. The strategies employed in the public scoping process incorporated suggestions from the Technical Advisory Committee. These included an online survey; distributing flyers to a broad section of agencies and organizations to encourage feedback and participation in the outreach activities; sponsoring “mini-stations” at transfer locations; distributing and collecting onboard surveys on SYVT; advertising in local newspapers; and hosting a series of open house meetings. Figure 5-1 summarizes the dates and locations of the public outreach meetings.

Figure 5-1 Public Outreach Meetings

Date and Time	Type of Meeting	Location	Approximate No. of Attendees
February 15, 2006 7:00 AM to Noon	Mini-Station	Lompoc Mission Plaza	50
February 15, 2006 2:00 PM to 6:30 PM	Mini-Station	Santa Maria Town Center	100
June 21, 2006 3:00 PM to 7:00 PM	Public Open House	Santa Maria Town Center	19
June 22, 2006 3:00 PM to 7:00 PM	Public Open House	Lompoc City Hall Council Chambers	12
June 23, 2006 6:00 PM to 8:00 PM	Public Open House	Solvang Veteran's Memorial Hall	9

Phase I

Mini-Stations at Transfer Centers

Mini-stations are public outreach tables that allow transit riders and other members of the public to learn about the project, collect surveys and provide comments. Two mini-stations were set up at high-volume transfer centers on February 15, 2006 to provide a convenient forum for transit riders to voice their opinions. The two sites were Lompoc Mission Plaza and the bus transfer location at Santa Maria Town Center. The mini-stations were set up during peak travel times, from 7:00 AM to noon in Lompoc and between 2:00 PM and 6:30 PM in Santa Maria.

Each mini-station included a small table and a large poster board about the project, along with a blank pad of paper to record passenger comments. At each location, both English and Spanish-speaking staff were available to converse with riders. A transit survey, described below, was also distributed to riders to complete while at the station (some surveys were returned to the consulting team by mail).

Flyers for Public Distribution

Flyers were developed for wide distribution to introduce the project and solicit public opinion. English and Spanish versions of the flyer are found in Appendix A-1. The flyers offered three options for providing input: (1) accessing the online survey (2) mailing comments to SBCAG and (3) providing comments to the organization where the flyer was posted. SBCAG mailed these flyers to social service agencies, transit agencies, and other stakeholders including the following:

- Children and Families Commission
- City of Guadalupe
- City of Solvang
- COLT
- County of Santa Barbara
- Department of Rehabilitation
- Life Options Vocational and Resource Center
- Independent Living Resource Center
- San Luis Obispo Regional Transit Authority
- Santa Barbara County Transit Advisory Committee (SBCTAC)
- Santa Barbara Metropolitan Transit District
- Santa Ynez Valley People Helping People
- SLOCOG

- SMAT
- SMOOTH, Inc.
- Vocational Training Center
- Vista Verde Ranch
- 30th Logistics Readiness Squadron

Newspaper Advertisements

To generate interest in the study and encourage the public to participate in one of the forums, advertisements were run in three local newspapers: the Santa Maria Times, the Lompoc Record and El Tiempo. The ads ran on February 10 and 12, 2006. Advertisements described the project, listed the dates and times where passengers could visit mini-stations to provide input, and gave the link to the online survey. A copy of the advertisement is shown in Appendix A-2.

Printed and Online Surveys

A survey was designed to solicit information from the public about their regional travel demands and preferences. Transit surveys were distributed and collected in the following ways:

- Mini-stations at Santa Maria Town Center and Lompoc Mission Plaza
- Online at the SBCAG website
- Onboard Santa Ynez Transit Valley Transit buses
- Via stakeholders and other meetings

The survey included questions about experiences riding public transit and identifying priorities for improving bus services. It also provided space for sharing open-ended comments about bus service in Northern Santa Barbara County. An English and Spanish version of the survey is presented in Appendix A-3. The survey was available on the SBCAG website beginning in mid-February 2006.

Findings

Findings from these surveys and comments provided by the public at the mini-stations and public open houses provide a good, informal assessment of regional transit issues.

Survey Results

A total of 118 surveys were completed in March 2006. Figure 5-2 presents the total number of surveys completed from each distribution point. As anticipated, a higher proportion of total surveys were collected in the Santa Ynez Valley, due to the distribution of surveys on the buses.

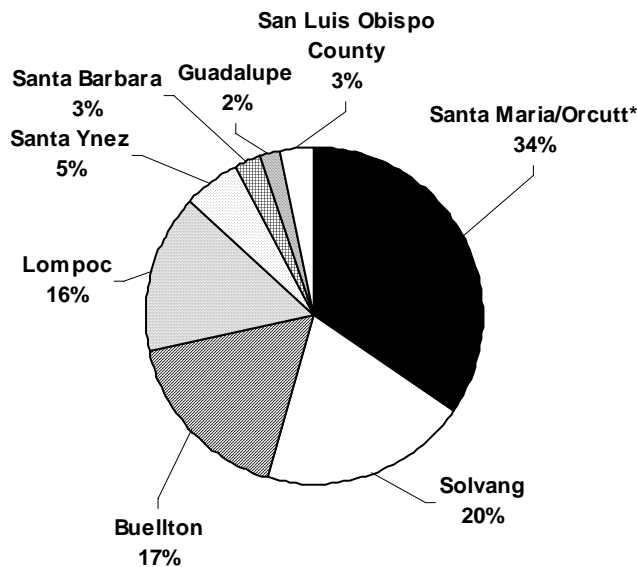
Figure 5-2 Numbers of Surveys Received

	Surveys
Santa Maria Mini-Station	46
Lompoc Mini-Station	17
SYVT Onboard Survey	50
Online	2
Mailed in/Handed in	3
Total	118

Residence

The survey solicited comments and responses from throughout North County. A majority of respondents lived in Santa Maria (34%), followed by Solvang (20%), Buellton (17%), and Lompoc (16%).

Figure 5-3 Residence of Survey Respondents

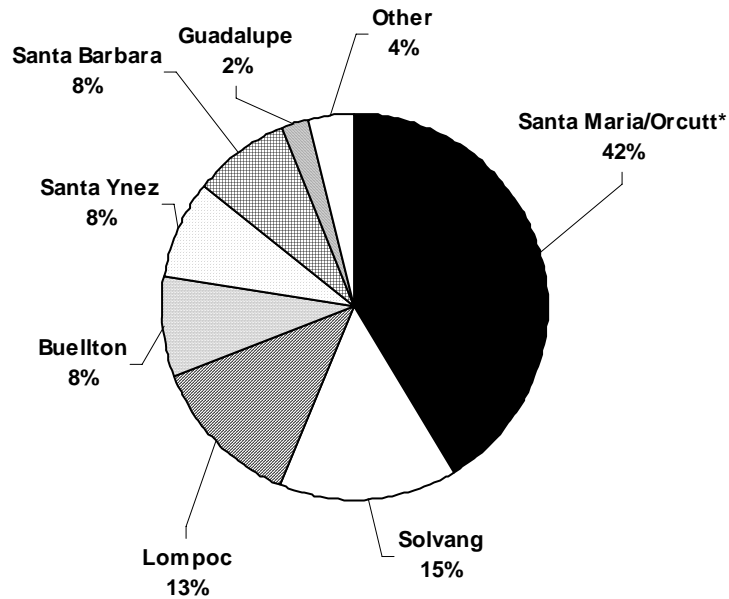


*Includes Tanglewood

School and Work Destinations

When asked where participants typically work or go to school, most noted that they travel regularly to Santa Maria (42%). After Santa Maria the number of people traveling to a single city fell dramatically, with only 15% going to Solvang and 13% traveling to Lompoc. The remaining responses cover other cities and areas in Santa Barbara and San Luis Obispo counties. No North County survey respondents indicated work destinations in Ventura County.

Figure 5-4 School and Work Destinations



*Includes Tanglewood

Travel Behavior

Respondents were asked to describe where they typically travel. Most said they travel within the city where they live, with the highest number of respondents traveling within the Santa Maria area (37, or 27%) and within Lompoc (17, or 12%). Additionally many participants travel solely within the Santa Ynez Valley. Key connections between cities are shown in Figure 5-5.

When leaving their home community, most people travel to Santa Maria or Santa Barbara, the two largest cities in the county with the greatest concentration of jobs, shopping, and medical facilities.

Figure 5-5 Travel Matrix

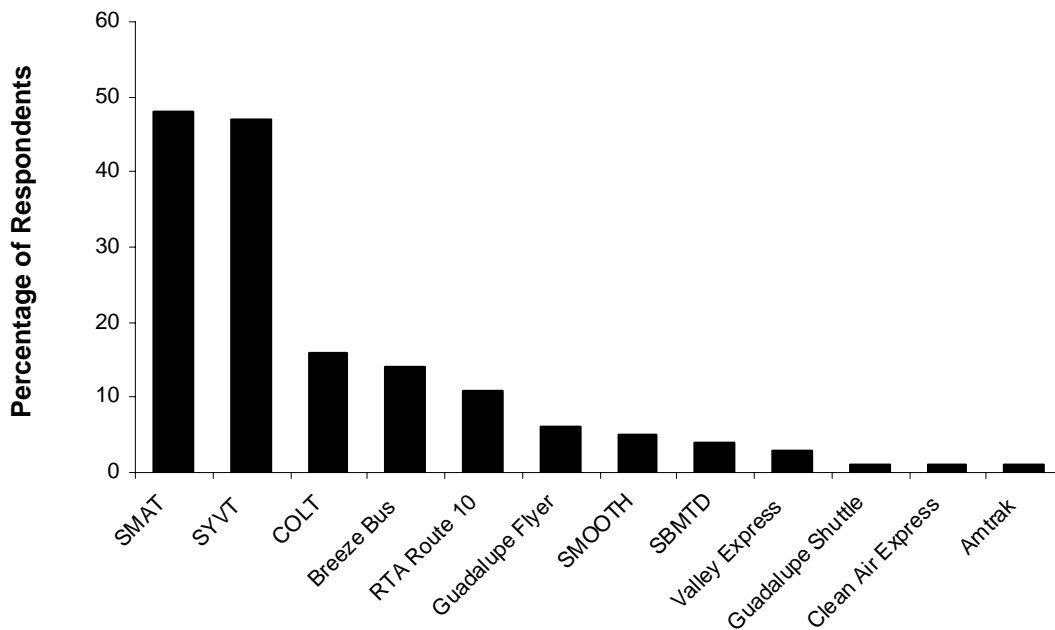
	Santa Maria/Orcutt*	Lompoc	Buellton	Solvang	Santa Ynez	Los Olivos	Guadalupe	Santa Barbara	San Luis Obispo County	Other
Santa Maria/Orcutt*	37 (27.0%)									
Lompoc	11 (8.0%)	17 (12.4%)								
Buellton	1 (0.7%)		4 (2.9%)							
Solvang	3 (2.2%)	1 (0.7%)	16 (11.7%)	3 (2.2%)						
Santa Ynez			7 (5.1%)	10 (7.3%)						
Los Olivos				4 (2.9%)						
Guadalupe	4 (2.9%)	1 (0.7%)								
Santa Barbara	1 (0.7%)	5 (3.6%)		2 (1.5%)				2 (1.5%)		
San Luis Obispo County	5 (3.6%)									
Other		1 (0.7%)		1 (0.7%)				1 (0.7%)		

*Includes Tanglewood

Transit System Use

Persons who completed the survey form were asked which transit systems they use. Participants were allowed to check more than one system. SMAT and SYVT were both noted by the largest group of riders, with more than 40% of survey respondents indicating they ride either of these systems. Another 12% said they use COLT and 11% ride the Breeze Bus connecting Santa Maria and Lompoc. Nine percent of respondents ride RTA Route 10 from San Luis Obispo County to Santa Maria. The heavy use of SYVT represents the high number of responses received from the onboard survey conducted by SYVT staff over two days. This is shown in Figure 5-6.

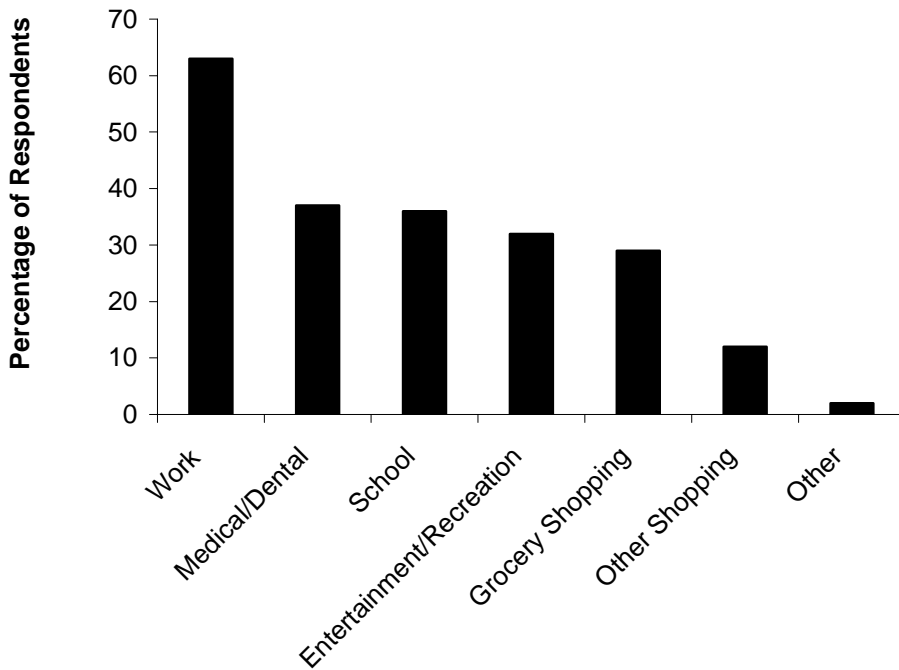
Figure 5-6 Transit Systems Used by Respondents



Travel Purpose

Persons were asked to describe their primary trip purpose when they ride the bus. Most people surveyed use the bus for necessary daily activities. Of those who use the bus systems in the area, more than 60 passengers (53%) use the bus to go to work. 37 riders (32%) use the bus to access medical and dental appointments and 35 riders (30%) use the bus to go to school. This is shown in Figure 5-7.

Figure 5-7 Trip Purpose



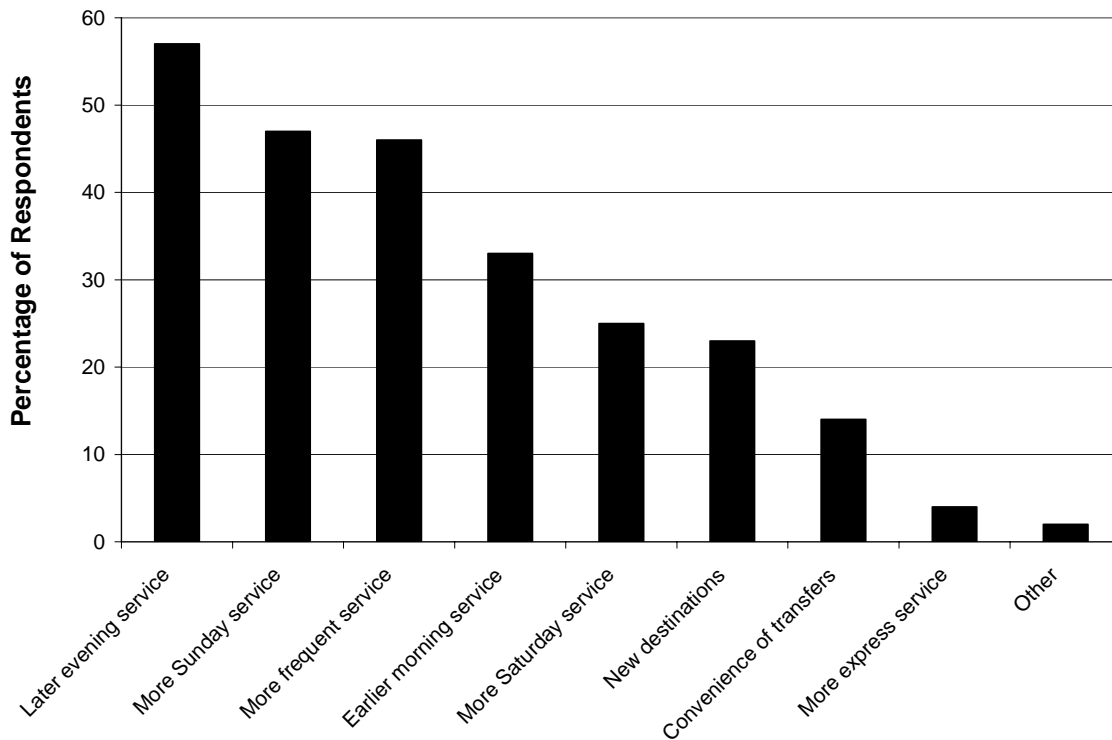
Service Improvements

When asked about the top three improvements that could be made to the bus services, riders responded that later evening hours was the most important improvement. SMAT riders, in particular, asked for later hours. SMAT has recently started offering owl service until 10:30 PM. SYVT service ends at 7:00 PM and COLT service at 8:00 PM.

Riders also said they wanted more Sunday service and more frequent service. SMAT is the only local service that operates on Sundays. Breeze provides an important connection between Lompoc and Santa Maria, but does not operate on Sunday or Saturday, and many riders responded that weekend service on the Breeze is desired.

Better frequencies was the third most-requested service improvement. Bus headways in Santa Maria and Lompoc are every 30 minutes while in the Santa Ynez Valley, routes operate every 90 minutes.

Figure 5-8 Top Improvements for Bus Systems



In addition to these improvements, a number of respondents offered comments. Several offered praise for good drivers, but the majority indicated customer service improvements, such as the need for more bilingual drivers, change machines at the bus terminals, better on-time performance, cleaner buses, more polite/better trained drivers, shorter travel times, more bike racks, and more local bus routes in the Santa Ynez Valley.

Participants were also asked if there were locations they would like to travel to which bus service is not currently available. Most responses were from Santa Ynez Valley residents who want to be able to travel to Lompoc and Santa Maria on transit. There is currently no connection from the Santa Ynez Valley to Lompoc and Santa Maria except for the Amtrak Thruway bus. Additionally Santa Ynez Valley residents want an all-day connection to Santa Barbara. Currently the Valley Express travels to Santa Barbara but only operates during weekday commute times.

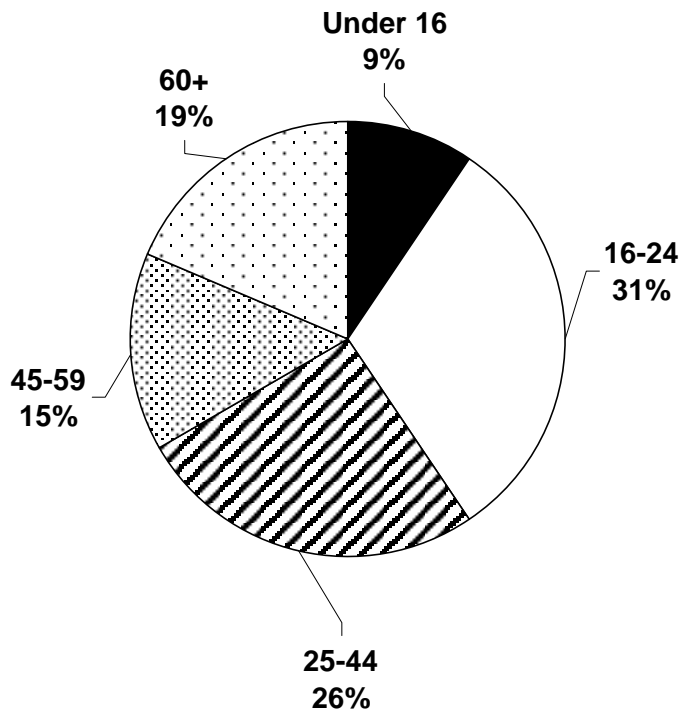
Figure 5-9 Bus Users Who Want to Travel to Locations Not Served by Bus

Residence	Place not served by bus	Number of Respondents
Santa Ynez Valley	Lompoc	21
Santa Ynez Valley	Santa Maria	10
Santa Ynez Valley	Santa Barbara	5
Santa Maria	Blosser Street in Santa Maria	3
Lompoc	Allen Hancock College in Santa Maria	3
Santa Ynez Valley	Los Alamos	1
Santa Ynez Valley	Mission Hills	1
Santa Maria	Santa Barbara	1
Santa Barbara	Chumash Casino	1
Santa Barbara	Solvang	1
Lompoc	Bakersfield	1
Lompoc	Buellton	1
Lompoc	San Luis Obispo	1
Lompoc	Santa Barbara	1
Lompoc	Santa Maria	1
Summerland	Santa Ynez Valley	1

Demographics

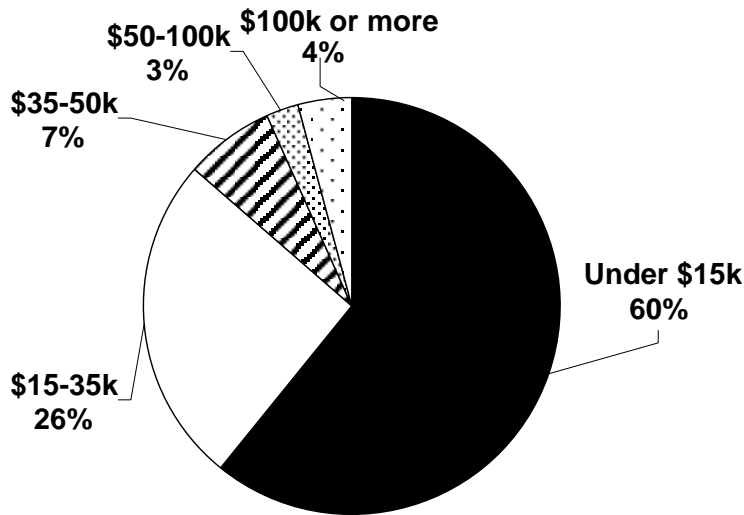
Of the people surveyed, 31% were between 16 and 24 years old. This reflects the high number of high school and college students who use transit in the area, especially in Santa Maria. Another 26% of riders were between 25 and 44 years old. About one-fifth of respondents were 60 years of age or older.

Figure 5-10 Age of Respondents



Persons with low incomes are typically dependent on transit for everyday trips to work, school, shopping, etc. A majority of survey respondents reported low incomes (under \$15,000 annually). Only 14% of those surveyed reported an income of over \$35,000 per year.

Figure 5-11 Income



Summary of Survey Findings

Being the largest city in the survey area, Santa Maria was the place of residence for the largest group of individuals surveyed. Of the transit systems used most often, SMAT and SYVT were the most popular, reflecting the high number of survey responses received from the onboard SYVT survey.

Most respondents indicated they use the bus systems to access jobs, go to school, and go to medical appointments. Because many riders have low incomes, transit provides a vital lifeline to jobs and services.

While most passengers use a bus operation to travel locally, the need for increased connectivity was deemed important. In the Santa Ynez Valley, many passengers expressed the need for connections to Lompoc and Santa Maria. A need for more service from Lompoc to Santa Maria was also expressed, especially for college students trying to access Allen Hancock College’s main campus and for passengers trying to make weekend shopping trips.

The idea of change seemed to *excite* the people with whom consulting staff spoke at the mini-stations. The most common improvement cited on the survey was the need for later evening hours, followed by more Sunday service and more frequent service.

Public Input from Mini-Stations

In addition to the surveys collected, dozens of individuals provided verbal input for the study at one of the two mini-stations in Lompoc and Santa Maria. The comments that were received are presented separately for Santa Maria and Lompoc.

Santa Maria Town Center

Most of the comments came from SMAT riders, but several persons riding SMAT were making transfers between the service and other regional services.

- **Crowded buses.** This was the most frequently cited passenger comment. Passengers spoke of crowding on the buses especially in the afternoon at school bell times and on routes serving the high school.
- **More stops.** Several passengers stated their preference for more bus stops south of Broadway and on Betteravia.
- **Praise for service.** Passengers commended SMAT, saying they like the service and appreciate the new routes and buses. One passenger commented that the service does a good job of accommodating developmentally disabled passengers. Others noted good connectivity between local and regional routes.
- **Earlier morning and later evening service.** Most passengers who stopped by expressed a desire for service to start earlier in the morning and extend later in the evening, until 10:00 PM.
- **New Transfer Center.** One passenger commented that the service would benefit from a new transfer center.

Lompoc Mission Plaza

Comments at this mini-station came from individuals riding COLT and Breeze. They are summarized below.

- **Improved connectivity for COLT and Breeze.** More than any other service improvement, passengers spoke about their desire for improving connectivity. They mentioned better transfers were needed between COLT routes and between COLT and the Breeze. Passengers also mentioned their desire for transit connections between Solvang and Lompoc, and service to the Santa Ynez Valley. One passenger noted there is no longer a connection to the Amtrak station. A few passengers suggested that Breeze service should be extended to Allan Hancock College. COLT has adjusted service recently to meet the 7:15 AM arrival of the Breeze Bus.
- **Praise for COLT service.** Compliments about COLT drivers were made by several individuals noting the personalized service they provide.

- **Extended service hours.** Passengers cited they would like service to start earlier in the morning and for COLT to run later evening service.
- **Weekend Breeze service.** Several individuals made requests for weekend service. This was the most frequently cited comment about the Breeze bus.

Phase II

Public Open House Meetings

Open house meetings took place on June 21 from 3:00 PM to 7:00 PM in Santa Maria; on June 22 from 3:00 PM to 7:00 PM in Lompoc; and on June 23 from 6:00 PM to 8:00 PM in Solvang. To maximize attendance, the meetings were scheduled in the early evenings to accommodate working people on their way home from work, and to attract other people who would prefer to avoid nighttime meetings. Flyers for these meetings were distributed on-board transit vehicles, publicized in local newspapers, posted on the SBCAG website and distributed to many agencies to advertise the meetings. An English and Spanish version of the flyer is presented in Appendix A-4. Approximately 40 people, both transit riders and non-riders, attended the meetings over the three day period. In Santa Maria, 18 people were present, 12 attended the Lompoc Open House, and there were 10 people present in Solvang.

The meetings were set up as an open house format to encourage participants to view information about existing services and review and provide feedback on service alternatives. Rather than structure formal meetings featuring a presentation, the format of these public meetings was more informal encouraging face-to-face dialogue between members of the public and SBCAG staff and its consultant team. A series of posters were displayed showing existing transit services, and short and long term regional service alternatives. A PowerPoint presentation was also presented at the open house meetings. Spanish language interpretation was provided at all meetings and materials were available in English and Spanish. The consultant team recorded visitor comments and open house feedback forms were provided to visitors. The verbatim comments collected at these meetings are listed in Appendix A-5.

Input from Public Open Houses

The public open houses provided another forum for members of the public to voice their opinions and to express their preferences on transit service alternatives. Many comments at the open houses revolved around three main themes: service enhancements, the need for better coordination, and the need for better public information.

Service Enhancements

- **Service Connections with the Valley.** Many individuals like the idea of providing service between the Santa Ynez Valley/Buellton/Solvang and Lompoc/Santa Maria. One individual made the following comment:

“I am very happy to see a plan to connect transit from and to SYV and Santa Maria and Lompoc. I know professionals who work in the valley but live in Lompoc or Santa Maria because of the high housing costs. I myself would use a weekend bus to go from the valley to Lompoc, Santa Maria, and Santa Barbara as an alternative to driving my car.”

- **Valley Express.** Many people commented on how much they like riding the Valley Express. They said that the drivers are polite and the ride is comfortable and relaxing. One person said that “Valley Express drivers are very nice and helpful” and another said that “the drivers are courteous and the views are spectacular.” Suggestions for improving Valley Express service include adding mid-day service, a later return, and more stops.
- **Clean Air Express.** Passengers are interested in increasing the level of service for Clean Air Express by expanding the service hours and by adding more buses. Some expressed interest in an express service that has fewer stops and would allow for faster travel time.
- **Weekend service.** Many people mentioned that they would like to see weekend service for several services including Breeze and SYVT. One person suggested that the Breeze bus should serve Lompoc and Santa Barbara during the weekend when a big event is taking place such as the Flower Festival or the Santa Barbara Fiesta.

Better Coordination

- **Better connections.** Passengers said that they want to see transit connections that are timed better between various services: COLT to Clean Air Express; Breeze Bus to COLT; and Lompoc-Santa Barbara shuttle to VISTA and Greyhound.

The Santa Barbara shuttle now leaves at 8:30 AM from Lompoc to arrive in Santa Barbara in time for connections with VISTA and Greyhound.

- **Fare and public information coordination.** People mentioned that they would like to see a standard fare across the various transit services in the region, the implementation of a universal day pass between local and regional services, and that they would like to have a single phone number to call to obtain information on transit services in the region.

Better Public Information

- **More outreach.** Those who attended the public open houses said that they were helpful and that they would like to see more outreach events and publicity for transit services.

- **Santa Maria Transit Center.** Individuals mentioned that they would like to have an enhanced public transit center in Santa Maria. They also mentioned that they thought having additional administrative staff would be helpful.

Prioritizing Trade-offs

The open houses gave members of the public opportunities to voice their preferences for various types of service improvements. For each of the following, individuals were asked which is more important:

- **More frequent regional bus service within North County or more Bus Service to/from Other Counties?** Individuals expressed a slight preference for more regional service within the county compared to more service to neighboring counties.
- **Two-way regional bus service (bi-directional routes) or additional one-way peak-only regional commuter bus service?** There was a clear preference for more two-way service.
- **Weekend regional bus service or evening regional bus service?** There was a slight preference for more weekend service than evening service.
- **Peak-only (morning and afternoon) regional commuter bus service or midday regional bus service?** There was not clear preference for one over the other. The results reveal while some members of the public may not have fully understood the trade-offs, they still suggest a preference for more two-way service over more one-way peak service, even with the small number of responses.

Meeting with the Pueblo and Marc Chyttilo

Individual meetings were held in July 2006 with representatives of the Pueblo and Marc Chyttilo to review preliminary recommendations and gather feedback from them. Their primary concerns relate to farm worker transportation and connections between the Santa Ynez Valley and Lompoc and Santa Maria. Weekend service was also expressed as a high priority for enhancing service.

Stakeholder Interviews

As an initial step in developing this plan, a series of face-to-face and telephone interviews were held with a wide range of community representatives. This section presents the array of concerns and issues expressed by local agency representatives, organizational and community leaders, members of the public, political leaders, and representatives of advocacy groups.

The interviews were conducted in December 2005 through February 2006, and included stakeholders recommended by the TAC. Representatives from the following agencies and cities were included in the stakeholder interview process:

- City of Solvang
- Santa Ynez Valley People Helping People
- Life Options Vocational and Resource Center
- Community Partners in Caring
- City of Lompoc
- SMOOTH, Inc.
- Department of Rehabilitation
- SMAT Public Works
- City of Santa Maria
- Children and Families Commission
- We Watch
- Caltrans District 5
- County of Santa Barbara
- SBCAG
- City of Guadalupe
- Santa Barbara Metropolitan Transit District
- Independent Living Resource Center
- SLOCOG
- San Luis Obispo Regional Transit Authority
- COAST
- Law Office of Marc Chytilo
- Chumash Casino
- UCSB

Major Strengths and Weaknesses

Three major themes emerged when stakeholders described transit service strengths and weaknesses. The themes and an overview of each follow. Figure 5-1 presents a sample of comments from each category from a cross section of stakeholders.

Service Quality

Overall, stakeholders were positive about the quality of service, particularly local services. Recently implemented service improvements were cited and local agencies were complimented for responding to growing community needs. Stakeholders were also complimentary about regional services, although comments tended to focus on the desire for enhancing these services.

Intercity Connectivity

While many stakeholders acknowledged their appreciation for the increasing number of regional services, there was an overriding feeling that more intercity connections are needed, especially between the Santa Ynez Valley and Lompoc, and the Santa Ynez Valley and Santa Maria. Stakeholders identified the need for enhancing existing regional bus services by providing more midday and weekend service and for new intercity services to fill in gaps.

Marketing and Public information

There was a general feeling that most residents are aware of local services and less familiar with regional services, primarily because they are newer and less visible. Several comments were made about improving passenger amenities.

General comments

There were some interesting observations about private transit services and comments about farm worker transportation.

Figure 5-12 Sample Comments on Strengths and Weaknesses of Existing Transit Services

Category	Strengths	Weaknesses
Service Quality	<p>Services are reliable and affordable</p> <p>Agencies are doing a good job of “growing the local services”</p> <p>Breeze is off to a good start – well received!</p> <p>SMAT has been successful in extending routes, adding Sunday service and introducing new fleet</p> <p>Guadalupe Flyer is successful even with minimal oversight</p> <p>Transitioning the Clean Air Express and Breeze from subscription service to regular transit service was positive step forward</p> <p>COLT is a good affordable service</p>	<p>Easy to travel to Santa Barbara but difficult to return because of infrequent service</p> <p>Night time service is unavailable</p> <p>Valley Express and Clean Air Express only provide commuter service and midday service is needed</p> <p>RTA Route 10 is excellent service, but travel time is too long and doesn’t appeal to choice riders</p>
Intercity Connectivity	<p>Valley Express is good service for people traveling south to Santa Barbara</p> <p>Increasing from six to nine runs per day on RTA Route 10 is positive</p> <p>SMOOTH fills a great niche, providing service to those who might otherwise fall through the cracks</p>	<p>There is no service between Buellton and Lompoc or Orcutt and Buellton</p> <p>Need better schedule coordination between transit agencies</p> <p>Connections with local and regional services is not good as local services do not begin operations early enough</p> <p>Some residents want to travel all the way to Los Angeles via Ventura County</p> <p>There is no immediate need for intercity services in Northern Santa Barbara County</p>

Category	Strengths	Weaknesses
Marketing/Public Information	<p>Clean Air Express is doing well, but could carry more riders with enhanced marketing</p> <p>The public knows about and understands local transit services and is less familiar with regional services</p>	<p>211 system (connecting people with social services) is great new service, although transit information should be listed on the website</p> <p>Marketing could be improved under a joint effort</p> <p>Passengers waiting at the bus stops do not know when next bus arrives</p> <p>Passenger amenities such as benches and shelter from the hot sun are needed at many bus stops</p>
General Comments	<p>Transfer facilities are inadequate in Lompoc and Santa Maria</p> <p>Casino bus is good supplemental private service but not viable alternative to public transit</p>	<p>Large numbers of low income agricultural workers living east of Hwy 154 are very difficult to serve with public transit</p> <p>Farm workers are not well served by public transit</p> <p>Discontinuing Greyhound service and Amtrak thruway bus is big loss</p>

Coordination

The question on coordination addressed cooperation and communication between agencies, rather than service coordination. In general, stakeholders think that communication between jurisdictions and agencies could be improved. Stakeholders felt that while sharing of information and ongoing communication occurs, it is not ideal, and that regular and formal communication channels should be established. Many mentioned that informal arrangements are working fairly well now, but as services grow there will be a need for more formal arrangements between cities and agencies. One successful example cited was the communication and consensus building approach between the Cities of Lompoc and Santa Maria plus the County and SBCAG in inaugurating the Breeze service. Another example is the coordinated RFP issued by COLT and SYVT in March 2006 for day-to-day transit operations and vehicle maintenance.

As intercity services expand and demonstration funding terminates, there will be an increasing need for formal written agreements to address administration, funding and cost sharing. Many stakeholders suggested that it might be appropriate to include policy makers in these discussions as well as technical staff.

Short-Term Priorities for Improving Services

Stakeholders were asked to identify their top three priorities for improving regional transit services in Northern Santa Barbara County in the next three years. Improving connectivity between cities and unincorporated communities and expanding existing regional services were the top priorities expressed by a majority of stakeholders. Another priority expressed by many stakeholders was how to address administration and funding of regional services.¹ Many stakeholders stated that school-related transportation is a top priority. Other interesting suggestions for improving transportation that do not neatly fit in these categories are worthy of consideration. The specific suggestions under each category are summarized in Figure 5-13.

Figure 5-13 Short-Term Priorities for Improving Regional Transit Services

Service to New Areas and Service Extensions	School-Related Service	Other
<p>Extending service to newly developed areas in Lompoc and Santa Maria is needed to accommodate “run away” growth</p> <p>Demand for service is from Solvang and Buellton to Lompoc and Santa Maria</p> <p>Service is needed from Santa Maria to Buellton with stop in Los Alamos</p> <p>Service is needed to get residents all the way to Los Angeles</p> <p>Coastal Express should provide direct service to Goleta</p> <p>Service between Santa Maria and Santa Barbara should connect with Buellton and Los Alamos</p> <p>Commute only services (Valley Express) should provide midday service</p> <p>Increased service frequency is needed in the Valley</p>	<p>After school transportation is needed for high school students in Santa Maria, Lompoc and Los Alamos</p> <p>Given large service area, consider alternatives to traditional bus service to address after school transportation</p> <p>Extend service hours into evening for college students traveling between Santa Maria and Lompoc</p>	<p>Improve infrastructure to make transit more friendly</p> <p>Cities and the County should integrate land use and transportation decision making</p> <p>The population is aging, need to bolster service for seniors</p> <p>An array of services are needed to accommodate various transportation needs and desires</p> <p>Expand mobility training programs</p>

¹ While this topic was identified as a short-term priority, more stakeholders mentioned it as a longer-term priority with very specific suggestions. Please see following discussion on Long-Term Priorities.

Long-Term Priorities for Improving Services

When asked about long-term priorities, the dominant themes were administration and funding. Each topic is further explored below.

Administration

The majority of stakeholders felt that the informal structure of administering regional services would not be adequate in the future. Many felt that it may be necessary to establish an independent transit agency to administer, operate and fund regional services in the long term. Key questions posed by many stakeholders are:

- How far should a new regional entity go?
- Should it assume responsibility for all local *and* regional services?
- Should it administer only regional services and local services remain under their current arrangements?
- Should a new agency be formed or should one of the existing agencies assume these responsibilities? If an existing agency, which one is best suited?
- Who would serve on the policy board to ensure true representation?

Several stakeholders mentioned that this issue is extremely sensitive and there is some resistance and lack of political leadership to address a regional agency. The general consensus is that establishing a regional entity could eliminate some overlap and duplicative administrative functions. Another potential benefit cited by stakeholders was that a North County regional agency could be well positioned to secure new funds.

Funding

Nearly all stakeholders expressed that funding is limited to pay for all needed local and regional services. Demonstration funds are being used to cover costs for new regional services, with no funding plan for how to backfill costs when these grant funds expire. There was concern by some stakeholders that not all TDA funds are being used for transit. There was unanimous agreement that stable and sustainable funding sources are needed to cover North County transit capital and operating costs. Many stakeholders expressed that a challenge for the agencies is how to equitably share financial resources.

A related issue mentioned by many stakeholders was fares. Many stakeholders mentioned regional fare coordination as a desirable long-term goal to eliminate passengers having to pay multiple fares when transferring from local to regional services. A suggestion was made to model the pass program currently in place at UCSB and City College to schools in North County. A couple stakeholders thought that services for seniors should be free of charge and paid for with moneys from the gaming casinos and other private interests.

Essential Elements to Support Plan

Stakeholders were asked to identify the necessary elements to support the North County Santa Barbara Transit Plan. Responses to this question reveal three distinct areas:

1. Service Improvements

There is a strong expectation that this Plan will recommend service improvements with emphasis on regional and inter-regional connectivity. While there may be a need for some minor modifications to local services to accommodate regional connections, it is understood that the focus of this study is on intercity services.

2. Funding

Most stakeholders acknowledged that there might not be adequate funding to cover all desired services, but that more funds are needed to address the growing transit demand in the North County. The Plan should develop a strategy for agencies to equitably share financial resources. It should also review how existing funds are used, and identify new potential funding sources including Measure D.

3. Practical Recommendations

Since this Plan will address both short and longer term needs, many stakeholders felt that it is important for the Plan to identify a series of phased and practical recommendations. It is critical to also identify the agency (ies) for taking the lead in implementing the recommendations.

Chapter 6. Peer Review

This chapter presents a review of peer transit agencies to understand how other regions have approached transit coordination and consolidation. The primary function of this peer review is to describe operators who provide regional connections between cities and rural communities. The peer review presents cost-sharing information, transfer agreements, and other forms of service coordination between the regional service and the services operated by the individual communities.

The Technical Advisory Committee and the consulting team selected the agencies in this review. The agencies and the organizational structures they represent include the following:

- **Merced County Transit:** A fully consolidated Joint Powers Authority (JPA)
- **San Luis Obispo Regional Transit Authority:** Undertook partial administrative consolidation
- **B-Line – Butte Regional Transit:** A fully consolidated JPA (Administrative consolidation was in place in interim before full consolidation)
- **Monterey-Salinas Transit:** A fully consolidated JPA
- **San Joaquin Regional Transit District:** A single operator and administrator of intercity and interregional services

An overview of each agency's coordination/consolidation history is provided below. At the end of the chapter, operating characteristics and a summary of service coordination characteristics is provided in Figures 6-1 and 6-2.

Merced County Transit

Merced County Transit (MCT) was officially created in January 1995 with the adoption of a Joint Powers Agreement (JPA) between Merced County and the cities of Merced, Los Baños, Atwater, Dos Palos, Gustine and Livingston. The JPA also serves as the local council of governments. The policy board consists of five representatives from the County Board of Supervisors and one representative from each of the six cities.

The consolidation process began in 1991 with a fare coordination study followed by a more in-depth study to explore consolidation options. The Merced County Association of Governments (MCAG), in cooperation with all of the jurisdictions in the County, moved forward to consolidate three separate services: the former Merced County Regional Transit System, the Merced City Shuttle, and a Dial-a-Ride service in Los Baños. The consolidated system, locally referred to as "The Bus" operates local urban fixed routes, intercity fixed routes, a general public Dial-a-Ride in the outlying communities and ADA-compliant services.

The two primary reasons for consolidating services in Merced County were (1) severe funding constraints and (2) the Cities of Merced and Los Baños were no longer interested in operating local services. There was strong support for transit consolidation from elected officials: two members of the Merced City Council and two members of the County Board of Supervisors actively supported consolidation. With elected officials serving as the champions for transit consolidation, the process moved ahead smoothly with minimal conflict, according to the MCT Transportation Manager.

When the transit agencies consolidated, no new administrative agency was created. The County Department of Public Works was assigned responsibility for administering and managing the service, as well as overseeing vehicle maintenance. The County transportation manager continued his role of managing the service. An assistant position was created and the transportation coordinator from the City of Merced was transferred from the City to the County. In addition to these two dedicated employees, Merced County Transit “purchases” administrative services from the County for purchasing, finance, and other functions as needed.

Prior to consolidation, the County had been operating the regional service with a private contractor and the City of Merced was operating a municipal union operation. All of the City drivers were offered a job at their current rate of pay when a new contractor was retained for the newly consolidated transit service. As a result, there was no loss of jobs for operators or administrative personnel.

Transit consolidation is considered successful in Merced County. The primary measure of success was a 40% increase in ridership during the first year of operation compared to the level of investment. This enormous growth in ridership is attributed to improved service and scheduling, integrated timed transfers, and eliminating passenger confusion about separate services and different fare structures.

A key to success is the agreed-upon level of service for each entity. Each jurisdiction has agreed to a minimum level of service and a corresponding level of TDA funds to pay for this service. The cost-sharing strategy for local and intercity services is based on the number of service hours. That is, each city has agreed to the number of service hours operating in its jurisdiction and is required to pay for those service hours based on the system’s hourly cost of operation. For this minimum level of service hours, each jurisdiction is required to contribute a guaranteed amount of TDA funds. A jurisdiction is entitled to increase this service given two conditions: (1) equipment availability and (2) they have the financial capacity to contribute the funds needed to operate this service.

Under this arrangement, each partner in the JPA oversees service within its community. The MCT Transportation Manager believes that consolidation has worked well in Merced County because he is responsive to each city’s individual needs. By working closely with the city managers and responding to changing markets, MCT is able to accommodate the transit needs of the individual cities. Through this ongoing cooperative relationship, the cities have not experienced a “loss of control,” a commonly stated fear about consolidation.

From a cost savings perspective, MCT has benefited from transit consolidation. Prior to consolidating services, administrative costs accounted for about 12% of system costs for each of the three transit services. Administrative costs now represent about 8% of MCT's total operating costs. Another, perhaps more significant cost savings measure has occurred through consolidation of facilities. The City of Merced moved its fleet to the County Yard, freeing up the city yard for other city owned vehicles.

San Luis Obispo Regional Transit Authority

The San Luis Obispo Regional Transit Authority (SLORTA) is a joint powers authority consisting of San Luis Obispo County and each of the seven incorporated cities in the County. SLORTA is responsible for overseeing operation of the regional transit system, the San Luis Obispo Regional Transit Authority (RTA) fixed route system and Runabout. Runabout is the county-wide ADA paratransit service operated and paid for by SLORTA. The funding formula (described below) is used for both fixed route and Runabout services. Runabout supplements all fixed route operations in the region – namely SLORTA, Atascadero, Paso Robles, SCAT, the Morro Bay trolley, Avila trolley and Cambria trolley, as well as the three regional bus lines. The JPA was formed in 1989 to consolidate intercity services throughout the County.

Many transit systems operate in San Luis Obispo County: six fixed route, five demand responsive services, two trolleys and the CTSA. All current services are contracted out with the exception of South County Area Transit (SCAT) and Ride-On. In 1994, SLORTA, in cooperation with the San Luis Obispo County Council of Governments (SLOCOG) initiated a study to evaluate alternative funding arrangements for the intercity service and to explore the feasibility of consolidating the eight individual transit services. The evaluation resulted in no consensus on how to proceed with consolidation and the agencies continue to operate independently. Local services continue to be funded exclusively by local jurisdictions. There is a funding formula for cooperatively sharing in the costs of intercity service. The County pays 49% and the City of San Luis Obispo pays 18.8% of the total TDA required for intercity services. All other cities pay based on their percent of the remaining population (after deducting population figures for the City and County). The current formula has been in place for about ten years; any changes require a unanimous vote among the twelve parties. This formula also applies to the ADA paratransit service.

The regional MPO and SLORTA remained very interested in transit consolidation and actively pursued consolidation opportunities in the County. A follow up study in 1998 included all transit agencies in the county and explored several organizational structures, identified potential administrative cost savings through a streamlined administrative function, and concluded that consolidation is feasible. While the study concluded that consolidation is feasible, the staff recommended an incremental approach to consolidation. This meant that the transit agencies should move forward by taking “mini-steps” and gradually achieve full consolidation. This was the preferred strategy because of the overriding concern in San Luis Obispo County that local agencies would lose control

over services in their community. The recommendation was for RTA to assume responsibility for administering local services, one at a time. The local transit agency would continue to rely on their city council as their policy board, yet would rely on RTA for the planning, budgeting, programming and other administrative functions. This model has been initiated with one local service, South County Area Transit, and this arrangement is working well.

Another administrative consolidation has already been implemented with the RTA managing and administering all County-funded local transit programs (gradually phased in over the past two years). RTA is responsible for making decisions about service changes, marketing services, conducting public outreach, negotiating funding agreements with other jurisdictions, applying for grants, and hiring and managing private contractors on behalf of the County. The administrative transition from the County staff to RTA in preparing budgets and audits is still underway. There is a proposal to consolidate some of the smaller County-funded contract operations into the regional bus service contract (with the next bidding).

Another outcome of the consolidation study was for SLOCOG to secure grant monies for a coordinated maintenance and dispatch facility. A study to explore alternatives has made preliminary recommendations for RTA and Ride-On to combine maintenance functions. A two-phase review of the financial viability of a permanent central facility and the identification of operators willing to share maintenance was recently completed. Participants are the two regional providers, RTA and the CTSA (Ride-On); phased implementation with site selection for short-term lease and assembly of a funding package for future purchase is already underway with start up due July 2007.

Butte County Association of Governments

In October 1999, Nelson\Nygaard conducted a transit consolidation study for the Butte County Association of Governments (BCAG). At that time, there were seven transit services operating within the County. Coordinated operations and planning efforts were limited, and each service was operating independently. Two local fixed route systems in Chico and Oroville, and one intercity fixed route system for Butte County were serving key population centers throughout the County. There were also four dial-a-ride services in Butte County serving the elderly and disabled population: the Chico Clipper, Paradise Express, Oroville Express and the Gridley Golden Feather Flyer.

There were several major coordination activities undertaken by the transit services. One was a project to issue one joint Request for Proposals for day-to-day operations for six of the seven services in the County. This coordinated effort resulted in one private contractor for these services, although there were separate agreements with each city. While there were some variations in the contract agreements, each had the same cost structure (although hourly rates varied) and the provision of services was very similar. Another coordination task was the development and implementation of cost-sharing formulas for services that overlapped jurisdictional boundaries. Through a series of alternatives, the

transit agencies decided on one formula that was applied to all cooperatively funded services.

The consolidation study explored several alternatives including a fully consolidated system, a partially consolidated system (with one small local service maintaining its independence), and administrative consolidation. The 18-month study process included a Study Advisory Committee of technical and policy-level representatives. The study concluded with a recommendation to consolidate six of the seven services. The most notable advantage to a consolidated service plan was that it eliminated duplication of services and simplified scheduling and routing. The study recommended that the MPO (BCAG) serve as the lead agency rather than establish a new agency for day-to-day administration. It also recommended a policy board structure and funding formula for sharing costs.

Although the study recommendations were unanimously supported by the Study Advisory Committee, the decision to consolidate stalled for some time because one city council feared consolidation would result in a loss of control over local services and that their interests may not be well represented on the policy board. As an interim step, the transit agencies elected to proceed with administrative consolidation, with BCAG serving as the lead agency. In 2003, the initial recommendation for full consolidation of services was approved by the County and member cities and BCAG was selected to serve as the day-to-day administrator and policy body for the consolidated services. The newly consolidated transit service was re-branded as Butte Regional Transit, or "B-Line." In 2004, BCAG worked through the details of implementation and in December issued an RFP for a single contractor to provide countywide transit services. B-Line initiated service in July 2005. There is no inter-city ADA paratransit service.

Monterey-Salinas Transit

Consolidation of services in the Monterey peninsula happened early – a result of private transit operators being unable to continue operating without public subsidy. In 1972, Bay Rapid Transit (which had been operating since 1922) formed a joint powers agency with several local cities to take advantage of a recently passed state sales tax for transportation. The newly consolidated service was renamed Monterey Peninsula Transit. Around the same time (1976), the City of Salinas took over a privately operated transit service and named the new service Salinas Transit System.

In 1981, Salinas Transit joined the joint powers authority and the consolidated services were re-named Monterey Salinas Transit. When the City of Salinas joined MST the overall result was lower costs and more streamlined government because the provision of transit services was dropped as a city government function so staffing levels were decreased. Although the integration also resulted in overall increases in levels of services, there was some loss of control for the City council. Because services had already been overlapping and some were integrated, customers did not face major changes.

Prior to joining the JPA, the City of Salinas was facing the need to build a transit maintenance facility and upgrade maintenance staff. By joining MST, this facility was instead constructed by the JPA. As a result, the City of Salinas' Public Works Department was able to expand into the space vacated by the transit system, buying Salinas more time until the public works facility had to be expanded.

The greatest challenge in the consolidation of services was integrating employees into MST. The work environment was quite different and the Monterey service already had an active union. One Salinas supervisory employee found other work in another municipal job, one transferred to MST, and one chose to work elsewhere. All of the drivers transferred to MST. According to staff, many found it agreeable, but several others left after securing other jobs.

MST currently consists of eight member jurisdictions and an ex-officio representative from Gonzales. MST operates both local and regional service throughout the Monterey Peninsula and Salinas Valley, including services that connect to Santa Cruz Metro in Watsonville and Santa Clara County VTA in Gilroy. A private contractor operates all services provided by MST (MV Transportation is the largest). In-house MST staff administer services. Board policy allows MST to contract with private operators for services that do not have a dedicated source of funding, such as demand-response service, seasonal service, and other routes that can be served at a lower cost (peak only, inter-city, etc.). Private contractors are selected via a competitive bid process.

MST continues informal but regular ongoing communication with Santa Cruz Metro and Santa Clara VTA to coordinate services and schedules. MST also has a formal process and committee for working together with local Social Services and Disabled Community members and representatives.

For intercity services that operate to non MST-member jurisdictions, the agency has an agreement with the Transportation Agency for Monterey County (TAMC), to reimburse MST for these services. TAMC withholds LTF allocations from these jurisdictions for the intercity services and passes the funds through to MST. TAMC, MST, and non-member jurisdictions meet at least annually to plan service levels for the coming year.

MST is currently in the process of applying to be the Consolidated Transportation Services Agency (CTSA) for Monterey County.

San Joaquin Regional Transit District

Intercity and interregional services in San Joaquin County were developed in a single comprehensive effort in the early 1990's. At that time, the only transit being provided in the county included the Stockton Metropolitan Transit District (SMTD), which provided transit in Stockton, some dial-a-ride services for the elderly and disabled provided by San Joaquin County and local transit services provided by the City of Lodi. Municipal run transit systems are operated by several cities including Lodi, Tracy and Manteca.

Intercity and interregional services in the county started largely because of a new countywide half-cent sales tax initiative for transportation – Measure K – that guaranteed 33% of the funds for transit projects. Funding specifically for transit was largely focused on intercity and interregional transit service as well as multi-modal transportation stations. Coinciding with the implementation of the Measure K program, SMTD leaders decided that their agency would be the most appropriate to provide intercity/interregional services because they were already providing urban service. SMTD needed to change their enabling act as well as the composition of the Board of Directors to include regional representation. This resulted in the creation of the San Joaquin Regional Transit District (SJRTD). The SJRTD receives all of Stockton’s TDA funds and 76% of the County’s funds to pay for fixed route and Hopper service (described below).

Once Measure K funds for intercity service were guaranteed, it took about one and one-half years of planning and preparation before SJRTD began operating intercity/interregional service. Currently, SJRTD operates 50 different routes throughout the county: 18 Metro routes in Stockton and 32 intercity, interregional or intercity deviated fixed routes (called the “Hopper” routes). Most Hopper routes deviate up to $\frac{3}{4}$ mile for ADA certified passengers. Measure K is set to sunset in 2011 but a renewal effort is currently underway and is set to go to the voters in November 2006.

SJRTD has both formal and informal communication and coordination with neighboring agencies. For example, some local dial-a-ride services are formally contracted out to the City of Tracy rather than being provided by SJRTD. SJRTD also has ongoing informal communication with the San Joaquin Council of Governments (which administers Measure K) and the Transit Operator Working Group (TOWG). The TOWG, which focuses on improving coordination and communication between the transit agencies, has decided on two specific goals for the coming year: (a) to develop a countywide American with Disabilities Act (ADA) certification system; and (b) to discuss the feasibility of implementing a regional fare system.

It should be noted that local services throughout the county are still provided by local jurisdictions, such the Grapeline in the City of Lodi and Tracer provided by the City of Tracy.

**A Different Approach to “Seamless Transportation”:
Valley Metro, Maricopa County, AZ**

Valley Metro is a marketing umbrella under which the transit agencies of Maricopa County operate. The individual cities, Phoenix, Tempe, Scottsdale, Glendale, Mesa, and Peoria, each own and operate their own buses. The participating cities operate fixed route and demand response service. There are over 400 buses carrying 32 million annual riders in Maricopa County.

The Regional Public Transportation Authority (RPTA) was created in 1995 and Maricopa County voters approved a one-half cent sales tax to fund freeway construction and provide money for regional transit service expansion. The RPTA was tasked with developing a regional transit plan, finding a dedicated funding source for transit, and developing and operating a regional transit system. In 1993, the RPTA Board adopted Valley Metro as the identity for the regional transit system. The Valley Metro name and graphic design were chosen to give all buses a more recognizable identity and to help unify public transit systems in the Valley. The Valley Metro logo and paint scheme have been incorporated into the region's fleet of bus, vanpool and dial-a-ride vehicles. In addition, a number of cities have adopted this regional identity into their fleet of vehicles.

Nevertheless, each city’s transit operation is essentially independent. Planning, service hours, operations and maintenance are coordinated by some cities, but the overall regional transit network is comprised of multiple services. Some regional services have been developed to link the various jurisdictions and some cost-sharing agreements are in place for these.

Although the RPTA has its own staff for funding and marketing, most staffing and decision-making remains at the city-level. For example, when the City of Phoenix introduced RAPID BRT (Bus Rapid Transit), other cities did not sign on. Thus, the service is limited to City of Phoenix routes only.

The outcome of the branding effort in Maricopa County is that the network appears to be somewhat seamless to the consumer because information is all in one place and the buses all look the same. Administratively and operationally, however, each jurisdiction maintains its independence.

Considering Coordination and Consolidation: An Update on the Transit Operators in the San Francisco East Bay

Several transit operators in the Bay Area recently undertook a study to explore consolidation of transit services. The East Bay Suburban Bus Efficiency Study included the Central Contra Costa Transit Authority (County Connection), the Eastern Contra Costa Transit Authority (Tri Delta Transit), Western Contra Costa County Transit (WestCAT) and the Livermore Amador Valley Transit Authority (LAVTA). The goals of the study were to determine future demand for transit service in the region and evaluate different cost and operational structures that could be applied. Based on these criteria, an analysis was conducted that looked at the demand and desire for either full or partial consolidation.

Based on the analysis, there was not a compelling case to consolidate services. In addition, the different agencies had both contract and in-house operations with very different cost structures and service delivery models. According to stakeholders, there was resistance on the part of the transit operators, some of whom suggested this effort was a top-down approach that did not consider their own local service objectives and operational characteristics. For these reasons, the study ultimately recommended more cooperation between the agencies to reduce duplicative services, but not outright consolidation.

Source: East Bay Suburban Bus Efficiency Study: Davis McCrossan, IBI Group, Inc.

Summary and Conclusions

Figures 6-1 and 6-2 summarize the operating characteristics of the peer services, as well as some coordination characteristics. Most of the services achieve a cost per passenger between \$3.00 and \$6.00 on the fixed route services and between \$11.00 and \$30.00 on the dial-a-ride services. System-wide farebox recovery ranges from a low of 11% on B-Line to a high of 25% on MST. MST also has the highest number of fixed route service hours per capita.

Figure 6-1 Operating Characteristics of Peer Agencies

Transit Service District or City Name	Service Area Population	Fixed Route						Dial a Ride					System-Wide Farebox Recovery
		Annual Ridership	Peak Vehicles in Service	Annual Operating Costs	Passengers per Hour	Cost per Passenger	Service Hours Per Capita	Annual Ridership	Peak Vehicles in Service	Annual Operating Costs	Passengers per Hour	Cost per Passenger	
<i>Northern Santa Barbara County Transit Operators¹</i>	198,345	1,465,713	N/A	\$6,739,950	12.2	\$4.60	0.61	N/A	N/A	N/A	N/A	N/A	28.3%
Monterey-Salinas Transit	352,000	4,738,112	62	\$17,046,467	24.1	\$3.60	0.56	66,538	20	\$1,884,811	1.8	\$28.33	25.2%
San Luis Obispo Regional Transit Authority	254,500	313,194	13	\$1,917,970	13.1	\$6.12	0.09	28,777	8	\$903,277	2.1	\$31.39	20.2%
B-Line	213,000	1,072,889	25	\$2,945,756	17.3	\$2.75	0.29	152,250	21	\$1,776,293	3.5	\$11.67	11.2%
Merced	237,000	905,300	21	\$2,913,009	18.1	\$3.22	0.21	137,344	15	\$1,568,544	4.3	\$11.42	13.0%
San Joaquin Regional Transit District	649,000	4,802,384	85	\$22,311,324	19.3	\$4.65	0.38	110,535	24	\$2,876,019	2.4	\$26.02	16.7%

¹ Combines financial and operating data for all transit services operating in Northern Santa Barbara County.

N/A = Not Applicable

Figure 6-2 Additional Service Characteristics

Transit Service District or City Name	Type of Agency/Organization	Cost-Sharing Agreement?	Transfer Agreements?	Fare Structure: Local versus Intercity	Lesson for North Santa Barbara County
<i>Northern Santa Barbara County Transit Operators</i>	<i>Multiple Agencies and Services</i>	<i>Yes, for some services.</i>	<i>Transfer agreement in place between Breeze, COLT and SMAT for free transfers between services.</i>	<i>Fares vary by operator and distance.</i>	<i>Proceed cautiously.</i>
Monterey-Salinas Transit	JPA	Non-MST jurisdictions have money taken "off the top" by the RTPA for their share of intercity services.	Transfer agreement in place between MST and Santa Cruz Metro. Between Santa Cruz Metro and MST, transfers are only good within the North County Zone.	Regular fare: \$2.00 for travel within each zone. There are seven fare zones. Travel between zones requires an additional regular fare.	Agencies/cities must be willing to give up some control for the overall benefit of a consolidated system.
San Luis Obispo Regional Transit Authority	JPA	No cost sharing agreements.	Transfer agreement with SLOCOG allows passengers transferring from local services to RTA to pay only \$0.75.	Regular fare: Local service is \$1.00; regional service ranges from \$1.25 to \$2.50 depending on route and distance.	Consider the approach to consolidation with small incremental steps. If successful on a small-scale move forward with the next step.
B-Line	JPA	Based on a formula of 50% population and 50% service hours for fixed route; 50% population and 50% ridership for dial-a-ride	No transfer agreements in place.	Regular fare: Local service is \$1.00; regional service is \$1.25	Consolidation should be pursued as a "bottom up" approach rather than a "top down" approach. All stakeholders should participate throughout the process.

Figure 6-2 Additional Service Characteristics (continued)

Transit Service District or City Name	Type of Agency/Organization	Cost-Sharing Agreement?	Transfer Agreements?	Fare Structure: Local versus Intercity	Lesson for North Santa Barbara County
Merced	JPA	Based on total service hours operating within each jurisdiction.	No transfer agreements in place.	Regular fare: Local service is \$1.00; regional service ranges from \$2.00 to \$5.00 depending on route and distance.	Political leadership is required to champion consolidation.
San Joaquin Regional Transit District	Transit District	Cost sharing among communities is done through Measure K, which is administered by the SJCOG. Funds are distributed back on a competitive project basis, except that 50% of funds allocated for intercity / interregional services are guaranteed for SJRTD.	No transfer agreements in place.	Regular fare: Local service and intercity service is \$1.25; Route 96 (to Modesto) is \$1.60; commute service is \$10-\$11/round trip (subscription only)	A comprehensive regional system can be successful.

Sources:

Monterey-Salinas Transit: Carl Sedoryk, Monterey-Salinas Transit and Suzanne O’Neill, Principal, Nelson\Nygaard (former director of Salinas Transit)

San Luis Obispo RTA: David Lilly

Butte County Association of Governments (BCAG): Janice Fratallone

Merced County Transit: Larry Shankland

San Joaquin Regional Transit District (SJRTD): Kari Wilson

The peers revealed that experiences with transit consolidation differ considerably. Based on comments from staff interviewed for the peer review and other information collected by the consultant, some “lessons” are provided for North Santa Barbara County:

- Consolidation is a major undertaking and should only be considered after success with coordination projects.
- Consolidation should be pursued as a “bottom up” approach rather than a “top down” approach. All stakeholders should participate throughout the process.
- Involve all key players early in the process of consolidation, including staff representing all participating entities and political leaders.
- Agencies/cities must be willing to give up some control for the overall benefit of a consolidated system.
- Political leadership is required to champion consolidation.
- Consider the approach to consolidation with small incremental steps. If successful on a small scale, move forward with the next step.
- One of the major obstacles to consolidating transit services is the perceived loss of control. Consider administrative consolidation so agencies can maintain their own policy boards.
- Cost savings are difficult to quantify and not easily achieved without a full consolidation of services.
- Transit services in North Santa Barbara County should understand why they want to consider consolidation. Goals are important. Is it to improve the quality of service for the consumer? Is it to achieve cost savings?

These issues were considered in developing short and long term organizational recommendations and in strategies to further coordinate transit services in North County.

Chapter 7. Transit Coordination Alternatives

Introduction

The purpose of this chapter is to identify short-term coordination, organizational and service recommendations for North County. Long-term recommendations are presented in Chapter 8. Key elements of this chapter are as follows:

- This chapter begins with the identification of recommended efforts to enhance coordination among transit providers. It presents a basis for the recommendations, describing existing coordination activities.
- A transit coordinating committee is recommended as a short-term organizational structure to oversee coordination efforts and the implementation of short-term service recommendations.
- Short-term service enhancements are identified. These include extensions of existing services and implementation of reverse-commute and midday services on some lines, providing better connectivity between Solvang, Buellton, Santa Ynez, Lompoc and Santa Maria, with improved connections and transferability beyond North County.
- Performance and service design standards are identified as planning tools to develop efficient transit service operations.
- Transit-supportive policies are discussed as part of a holistic strategy to integrate transit service planning and land-use planning.

Inputs to Recommendations

The preceding chapters clarify the numerous inputs to the study. The results of the comprehensive evaluation of regional and local transportation issues laid the groundwork for the recommendations in this chapter. These short-term service recommendations are based on several factors, including the following:

- **Local and regional demographics and residential/employment growth trends.** These included concentrations of typically transit dependent groups such as seniors, people with disabilities and persons with low incomes.
- **Ridership and productivity of existing services.** These include ridership growth on the Breeze Bus, Clean Air Express, RTA Route 10, and growth and capacity limitations of the Valley Express. The recommended short-term service enhancements, especially midday and reverse commute services, are designed to serve some of the underserved markets, including persons with flexible work schedules, persons going to medical appointments, trips to social services, etc.

- **Intracounty and intercounty commute data.** Census and SBCAG data present commute and transit ridership information.
- **Ridership projections.** A combination of factors was examined to develop ridership projections along proposed routes. These projections provide further justification for the recommended short-term services.
- **Land use patterns in North County.** Land use patterns illustrate where there is a higher propensity for transit ridership. Although a lot of growth is occurring in Santa Maria and Lompoc, growth around these cities would be served primarily by local transit services, whereas the recommendations in this plan address primarily regional travel.
- **Input from members of the Technical Advisory Committee.** Significant input and direction was provided to the consulting team in regular meetings of key project stakeholders.
- **The public outreach process.** The process included stakeholder interviews, surveys, outreach at transit centers and a series of public meetings throughout North County. Common themes identified by significant numbers of stakeholders included priorities such as connectivity, midday and reverse commute services.

It should be noted that recommendations are not constrained by funding, but were identified to address key demands and service needs.

Recommended Short-Term Coordination Projects

Several coordination strategies are identified to build upon and expand transit coordination in Northern Santa Barbara County. These strategies are described in the following sections.

1. Coordinated Information and Marketing
2. Coordinated RFP for All Services Employing a Private Contractor
3. Uniform ADA Eligibility Process
4. Fare Coordination
5. Coordinated Purchasing
6. Human Service Public Transit Plan Development

1. Coordinated Information and Marketing

The advantage of marketing coordination is the potential to provide more information with fewer resources because the various agencies are working to reduce duplicative efforts. In addition, smaller agencies that were previously unable to develop informational materials or provide certain marketing resources benefit from the experience of and collaborative process with other larger coordinating agencies.

In relation to transportation coordination, marketing and public information play any number of roles, from building public support for coordinated services to attracting riders to the coordinated service. Depending on the level of coordination and the extent of the services being provided, coordination can provide several marketing-related benefits. Nevertheless, the most important priority in the short term, based on the analysis and input from the many stakeholders interviewed early in this process, is to improve the consistency and availability of public information in North Santa Barbara County.

Development of coordinated information resources for North Santa Barbara County's transit providers is identified as a priority for several reasons. Most importantly, coordinated public information resources provide the following:

- A single place for riders to go for information about all services.
- One location for social service agencies, schools and hospitals to get information for clients.
- A unified, consistent format for providing information to the public.
- Regular procedure for keeping information updated.
- Pooled resources facilitate information sharing in alternative formats and other languages.
- A first step in the process of more extensive coordination and consolidation of services.

As an initial step in enhancing regional coordination, part of the public information effort might include two related projects: a comprehensive countywide transit information brochure/map and a countywide (or regional, to include San Luis Obispo and Ventura Counties) transit information web site.

We recommend the development of information for the brochure first and then translating the information to an electronic format appropriate for a transit information web site. The proposed transit coordinating committee structure (described later in this chapter) may provide a good forum for oversight of this effort, as well as collection and assembly of information.

Some opportunities for presenting information in the brochure and on the web site include a transit map of North Santa Barbara County (could be developed as an interactive map for the web site); matrices that allow transit users to identify available routings between communities; dial-a-ride service information; fares between or within communities; schedule information for all regional transit services; and contact information (or web site links) for existing local transit information. Information should be provided in Spanish, as well, to address the large Spanish-speaking transit market in North County.

Longer term, other marketing efforts could be implemented through a coordinated effort, such as a shared advertising campaign (joint marketing efforts, newspaper advertisements and radio spots) or development of a unifying theme and image for public information, such as shared vehicle design and bus stops.

2. Coordinated RFP for All Services Employing a Private Contractor

Currently there is a mix of public and privately contracted services in North County. COLT and SYVT banded together and issued a consolidated Request for Proposals (RFP) for day-to-day transit operations. The SYVT portion also included vehicle maintenance. The RFP was issued in March 2006 and a contractor was selected. The RFP was structured to allow proposers to bid one of three ways:

- SYVT only
- COLT service only
- Both services

It was assumed that a proposer's cost would be cheaper if a contractor bid on both services. To keep things simple, no incentives or penalties were included in the bid document and the document stipulated that services could increase up to 20% without a change in costs.

This was considered a successful coordination project as the process worked well. One contractor was selected for both services. COLT received a slight cost break in the hourly cost of service over its current cost structure. The hourly cost for SYVT was slightly higher than its existing costs, primarily because current costs were considered below market rate.

This coordinated approach to contracting should be expanded to include other operators in the future, when appropriate. Smaller contracts would continue to be available to smaller contractors like SMOOTH. Figure 7-1 illustrates current contracts in North Santa Barbara County and their expiration dates, so operators can plan ahead for issuing potential joint RFPs.

Figure 7-1 Existing Contracts

Service	Contract Operator	Contract Expiration Date	Options to Extend
COLT	American Star	June 30, 2009	Two 1-year extensions
SMAT	MV Transportation	June 30, 2007	Two more years, one year at a time
Guadalupe Shuttle/Flyer	SMOOTH	TBD	TBD
SYVT	American Star	June 30, 2009	Two 1-year extensions
Los Alamos Shuttle	SMOOTH	TBD	TBD
Clean Air Express	Santa Barbara Air Bus	August 27, 2007	Two 2-year extensions
Coastal Express	Coach USA	June 30, 2007	None
Breeze	MV Transportation	June 2008	None

TBD = to be determined

A major advantage of this approach is that it reduces administrative responsibility by selecting one lead agency to issue the RFP and follow-through with contract negotiations. Participating cities and agencies will want to be involved in on-site interviews and reviewing proposals or bid documents, although this level of effort is minimal compared to the responsibilities of the lead agency. Ultimately, a consolidated approach to contractor operations could further reduce the hourly cost of service, as there are more hours to spread overhead costs. The contractor should achieve some economies of scale and pass these cost savings on to the transit agencies.

3. Uniform ADA Eligibility Process

Currently, SMAT, COLT, SYVT, Runabout (SLORTA), and MTD (through Easy Lift) each have their own ADA eligibility process, with different applications and procedures. COLT and SYVT's paratransit service is available to seniors, whereas SMAT, Runabout, and Easy Lift services are available only to people with ADA-recognized disabilities.

ADA service is not provided on the intercity routes, which are defined as commute-only services. Looking ahead in the short-term, a joint application and uniform ADA eligibility process would allow for operators to easily process applications and serve eligible persons regardless of the jurisdiction where they reside. Longer-term, as service is planned without regard to jurisdictional boundaries to serve the transportation demands of North County residents, wherever they may live, a highly coordinated network or a consolidated service will require a single set of ADA eligibility policies and application procedures.

Preparing for longer-term cross-jurisdiction paratransit service for persons with disabilities, through a joint application and uniform ADA eligibility process, is a valuable coordination tool. The first step in this process would be to document each agency's criteria and process, and then meetings would need to be held for staff to work toward developing a joint application and uniform criteria. The participating operators will need to identify which agency should assume the lead role, and consider that this role could be taken on by a private contractor. Once the lead role is identified, major roles and responsibilities for doing this on a coordinated basis will have to be determined before development of an implementation plan.

4. Fare Coordination

Without fare coordination in Santa Barbara County, a passenger must pay a separate fare or use a distinct fare instrument every time he or she boards a different operator's bus. Transfers made between systems are counted as separate trips. In order to coordinate fare instruments or transfers, typically a revenue-sharing agreement between the transit operators must be in place.

The North Santa Barbara County study area has only limited fare coordination among any its transit operators, but stakeholders, transit staff, and members of the TAC support further promotion of "fare coordination" in North Santa Barbara County, and between SLO RTA and Santa Barbara County operators. Thus, a primary focus for enhanced coordination is the coordination of fare instruments: methods for facilitating the payment of fares across transit systems and transferring between services without paying an additional fare for each transfer. Some of the challenges that come with fare coordination include ease of implementation, political support, staffing and resources.

Three basic fare structure options are identified for North Santa Barbara County. Of numerous alternatives, an unlimited use pass, universal transit tickets, or a transfer arrangement could be implemented in North Santa Barbara County given the current technologies used by transit operators.

- **Unlimited Use.** An unlimited use fare medium, typically a monthly/rolling pass, allows riders to make an unlimited number of trips while the fare medium is valid. This fare medium appeals to the **regular rider** by providing discounted service and unlimited usage. Individual system unlimited use passes are currently available, such as the Breeze monthly pass, which also allows for connections to/from COLT and SMAT buses.
- **Pre-Paid, Deducted Per Ride.** This type of fare media allows transit riders to purchase a ticket at a predetermined face value and use it on one or all-participating transit services. Value is deducted when the ticket is used. Because it does not expire, this fare medium's greatest appeal is to the **occasional rider**. Although low-tech alternatives exist for a universal fare instrument like this, this fare media is compatible with more advanced technologies such as a regional SMART card.

- **Transfer Arrangements.** This option presents several possibilities. Participating agencies would honor transfers issued by other agencies, allowing passengers to transfer between systems without paying twice. Transfer arrangements appeal to all riders, particularly the infrequent rider. As noted, none of Santa Barbara County's transit systems, other than the arrangement between COLT, Breeze and SMAT, has a transfer agreement with any other system. However, MTD, SBCAG, and VCTC plan to implement a free transfer pilot program between MTD and Coastal Express transit systems in August 2006.

SMART Cards and Magnetic Stripe Cards are excellent options in an operating environment like North Santa Barbara County, with numerous transit operators charging different fares, but require advanced technologies not currently used by all systems. Thus, these represent a longer-term option because they require new fare equipment with a significant capital investment. Selecting the most appropriate system for the study area would need to match the needs of the transit operations with the advantages of the pass and equipment technologies.

Before a new fare instrument is implemented and marketed to the public, a revenue-sharing agreement between the transit operators should be in place and approved by each operator's governing board. The agreement would become the basis for guiding operators through the ongoing planning and implementation efforts of coordinated regional fares.

5. Coordinated Purchasing

Another recommended area for coordination among North Santa Barbara County's transit agencies is to coordinate purchases of some products and services. This could be as extensive as a single contract for maintenance services, or as seemingly inconsequential as an effort for several transit providers to purchase tires or printing services.

Possible areas for purchasing coordination, many of which were identified through stakeholder interviews and by members of the TAC, are identified as follows:

- Vehicle purchases
- Maintenance equipment for vehicles
- Facilities/transit amenities
- Driver and dispatcher training
- Materials (tickets, printing of materials)
- Software (scheduling and data collection)
- Contracted maintenance operations
- Other equipment (radios, telephone systems)

Purchasing coordination has been successful in many other communities. Although not one of the peers for this study, Clallam Transit System in Port Angeles, Washington

established a program called Agencies Working Together as a way to better coordinate purchasing and equipment sharing. The effort included not only transit operators, but also other agencies with similar needs. Outcomes of the effort included sharing surplus equipment, joint vehicle and equipment purchasing, sharing funds and coordinating local training needs and resources, as well as joint procurement for large-scale technology needs.

With the diversity of vehicles, fuel types, facilities and fare mechanisms, North Santa Barbara County has some obstacles for effective joint procurement. For example, without a regionally recognized fare mechanism, there is little incentive to jointly obtain a single farebox technology for use countywide. Such a regional fare mechanism would provide a good impetus for coordinated purchasing of the equipment required to utilize it. Likewise, Santa Barbara County has tremendous variation in vehicle fleets among the transit operators. This makes it a challenge to procure a single maintenance or fuel provider.

As an element of enhanced coordination, Santa Barbara County's transit providers are encouraged to coordinate purchasing. This process, however, is an incremental one that is dependent on the extent of coordination underway in marketing, service planning and fare instrument coordination.

For coordinated purchasing to be effective in Santa Barbara County, operators are encouraged to begin with small items, such as office equipment, software, vehicle parts, etc. Although the outcome of the effort may illustrate little cost savings or convenience for transit operators for smaller items, the process will have been established whereby coordinated purchasing can be carried forward for larger items such as vehicles and fueling facilities. On the other hand, the outcome may illustrate savings with regard to cost, as well as time and effort on the part of all of the individual transit agencies. Ideally, any administrative cost savings (staff time, multiple bid solicitations, etc.) will be reviewed. Even if equipment costs savings are minimal, the reduction in the duplication of effort among multiple transit operators may merit continued coordinated purchases in the future.

Caltrans will work with local transit providers to answer questions about the procurement process. Caltrans has not played an active role in coordinated purchasing, although the agency's staff has indicated a willingness to assume a greater role in such efforts. Santa Barbara County's transit operators are encouraged to work with Caltrans to implement purchasing coordination in the county.

For Federal assistance, FTA has been able to facilitate the coordinated procurement process for capital equipment, and offers guidelines for transit agencies to follow. FTA also provides contracts and agreements so several transit operators can enter into a joint procurement effort. Transit agencies are provided an opportunity to "piggyback" on an original procurement agreement when the same supplies or equipment are desired by another entity working with the agency that submitted the original procurement application.

6. Human Service Public Transit Plan Development

Although a comprehensive public transit network throughout North Santa Barbara County will enhance mobility for the region, many individuals do not drive, nor do they use public transit. Dozens of nonprofit human service agencies, religious organizations and schools provide their own transportation services.

Efforts should be undertaken to begin building relationships with these social service agencies and social service transportation providers. This will further improve connectivity within the North County transportation network. It also allows Santa Barbara County to take advantage of other funding sources that may be available to encourage social service transportation coordination, such as the SAFETEA-LU New Freedom Initiative, which provides both capital and operating grants.

SBCAG is planning to develop a Public Transit Human Services Coordination Transportation Plan to enhance transportation access, minimize duplication of services (both transit and human service transportation), and identify strategies for providing cost-effective transportation. SAFETEA-LU requires the establishment of a “locally developed, coordinated public transit-human services transportation plan” in order to receive funding for specialized transportation programs funded by 5310 funds (Elderly Individuals and Individuals with Disabilities), Job Access and Reverse Commute program funds (JARC); and the New Freedom funds.

Background/Basis for Recommendations

Based on the recommendations presented above, many different types and levels of coordination can be implemented in North Santa Barbara County. Cooperation is one relatively easy step that could result in developing and distributing coordinated marketing materials whereas comprehensive coordination could result in shared operation of some services or a joint ADA eligibility process, as described above.

Several jurisdictions in North County have illustrated that they already cooperate and coordinate well. The Technical Advisory Committee established for this North Santa Barbara County Transit Plan and the cooperative arrangements established to implement new regional services are evidence that many of the players are motivated to improve transit coordination in North County. Figure 7-2 summarizes the major coordination activities and projects in North County.

There are many benefits to coordination. Coordination is sometimes described as a strategy for managing resources in circumstances where there are inefficiencies or a duplication of effort. The recommendations described above are identified to address common considerations for coordination, including cost savings, improved efficiency, an improvement in service effectiveness, and simplification of service from the passenger’s perspective. Most of the coordinating strategies require staff, resources and money. Some entity must take a lead role, which could be transit agency or SBCAG staff, or a consultant.

This page intentionally left blank.

Figure 7-2 Existing Coordination Projects and Programs

Category	Coordination Project/Program	Major Coordination Benefits/Limitations	Comments
Fare Coordination	The free transfer arrangement between the Breeze Bus and COLT/SMAT	Excellent way to encourage inter-system transferring, however COLT-Breeze-SMAT represents the only group of providers coordinating "free of charge" intersystem transferring.	To further promote fare coordination and address project objective to "enhance transfer connections" and "improve regional fare coordination," need to further develop new fare media and improve transfer arrangements.
Information and Marketing	Santa Barbara County Transit Map	Good countywide map including contacts and phone numbers to gather additional information, however map has not been updated to display all current services.	Need to enhance coordinated public information and marketing to address project objective: "Develop joint marketing strategies to improve regional transit service and provide easy-to-understand and customer friendly" information.
Information and Marketing	Link to all transit services and programs through SBCAG website	Excellent medium for the public to gain access to information about all services in the County. This may be inaccessible to certain segments of the transit riding public that do not have access to a personal computer.	Broader access to this information would serve all market segments, including transit-dependent populations, seniors and others who have limited access to the internet.
Service Provision	Coordinated bid document for contract operations for COLT and SYVT	Streamlined administrative process to solicit bids and select one contractor for two services. Resulted in cost savings for COLT and brought costs up to "market rate" for SYVT.	This approach could be expanded to include more North County operators with the goal of achieving further economies of scale and streamlined monitoring and oversight.
Coordinated Planning, Marketing and Funding	Implementation of new regional services were cooperatively planned for and implemented with several agencies and jurisdictions	The Ad-Hoc Committee established for the Clean Air Express and the interagency (formal and informal groups) that planned the Breeze, RTA Route 10, Coastal Express and Valley Express are excellent examples of planning and funding coordination.	To fully address the Plan's Goal 1 and corresponding objectives, there is a need to "improve connections for North County residents between select cities and communities" and to improve connections for travel to neighboring counties and for people traveling into North County.
Coordinated Information Sharing and Oversight	The Santa Barbara County Transit Advisory Committee meets monthly to share information and provide advice to SBCAG on countywide transit services	This is an excellent forum for SBCAG to receive input from a cross section of the county on local and regional transit services.	Feedback and guidance from the SBTAC should help to ensure the North County Plan addresses transit service to meet key market segments, including choice riders and transit dependent populations.
Shared Facilities	Santa Maria Town Center serves as a transfer center for local/regional services (SMAT, Breeze Bus, RTA Route 10 and Guadalupe Flyer)	This shared transfer center serves as a major transfer point for several local and regional services, providing one location for patrons transferring between services.	Plans are underway to relocate the transfer facility. The recommended coordinating committee, described in the next section, could address this.

The two primary coordination benefits to be derived from implementation of these recommendations include the following:

- **Increasing Cost Efficiency, Access, and Mobility.** Cost efficiency is not always an outcome of coordinating services, but it is possible. Issuance of a joint RFP and coordinated marketing are examples of projects where cost efficiencies are likely to result. Enhanced coordination can result in service efficiencies. With a more efficient and productive service, participating agencies can reduce the overall costs of providing the same number of trips, or expand service (i.e., to provide more trips than can otherwise be provided in an uncoordinated system, provide a new type of service or expand the service to a new service area, or expand the service days or hours) to better accommodate unmet demand.
- **Improving Access to Funding, Cost Effectiveness, and Other Economic Benefits.** Economic benefits include:
 - Coordinated transportation services often have access to more funding sources and greater funds, and are thus more likely to achieve economies of scale. Preparation of a Public Transit Human Services Coordination Transportation Plan can help Santa Barbara County achieve this.
 - More cost-effective service (including a higher service quality and more accurate reporting of costs and service statistics) is likely to result from more centralized control and management of resources.
 - Higher service quality and (sometimes) lower fares can result in better access to jobs, health care, shopping, and community facilities. This enhances mobility and quality of life in the community. Reduction/elimination of duplicative service can enhance air quality and other environmental benefits. Congestion Management Air Quality (CMAQ) funding is based on this premise.

Additional indirect economic benefits include those associated with increases in community development, enhanced mobility, and higher employment rates.

Although the benefits of coordinating services are clear, there are some obstacles that often arise. These include the following:

- **Sustainability.** Any group of organizations can get together to coordinate their services; some have floundered. The true test of a successful venture is whether it withstands the test of time. What other critical factors are almost always present in successful coordination efforts? One is a local champion who sees the process through and holds the historical and institutional knowledge of the project. Once the project is stable, this knowledge gets spread to a wider group.

Both seed and ongoing funding are also necessary. Seed funding provides staffing for the implementation phase of coordination, while stable ongoing funding is needed to maintain it. North Santa Barbara County has benefited from three-year CMAQ demonstration grants to “jump start” intercity services with participation

from several agencies. With one-year left of the grant funds for the Breeze and Valley Express, SBCAG must identify and pursue sustainable funding strategies.

- **Building Trust.** Distrust among potential or existing participants of coordination efforts also is reported to be one of the biggest obstacles. It is difficult to build trust among any group when there are elements of turfism and/or a need for control, two common obstacles to almost all coordination efforts.

Building trust relies strongly on a local champion. The personality, positive outlook (focusing on the potential of the effort), and leadership all relate to the personality of the local champion, whether it is an individual person or a group. Among the lessons learned from case studies in TCRP Report 105, *Strategies to Increase Coordination of Transportation Services for the Transportation Disadvantaged* are:

- Initially identify all prospective participants. If they are part of the process from the beginning, they will be more likely to support and participate in the eventual effort.
- A local council, or at the very least, group meetings must be held to bring about an increased awareness of each others' program, services, unmet need, and existing instances of coordination.
- Ongoing communication, including individual meetings and the collection and dissemination of accurate local data, is critical to developing good relations among the partners, and mitigating concerns about control.
- Relationships often take time to cultivate. The time spent in developing support (as well as resources and an institutional framework) for coordination will pay off in terms of stability and growth. Again, perseverance is critical.
- Maximize opportunities to educate prospective participants about the potential benefits of the coordinated effort, tailor those materials as much as possible to each individual organization, and highlight applicable examples, including how perceived obstacles were overcome, and the benefits that resulted.

Another element of building trust is to ensure that the organization that is taking the lead role in the coordination effort has the requisite management skills, leadership, political savvy, community status, financial capacity, and a sufficiently sized vehicle fleet (or access to one) to accomplish this objective.

Recommended Short-Term Organizational Structure

Two recommendations are presented to address the complex transit organizational structure in Northern Santa Barbara County. The first recommendation would provide a more formal channel for coordinating transit services. The second recommendation is a plan for transitioning the management and funding of the Clean Air Express, an important intercity service. These recommendations maintain the current autonomy of existing transit services.

1. Transit Coordinating Committee

Establish a formal transit coordinating committee to advance the coordination efforts that are already underway in Northern Santa Barbara County.

Establishing a committee would further develop and formalize the communication and working relationships established between staff representing all of the services in North County. Even though this process is underway, establishing a formal committee acknowledges that these collaborative relationships are crucial to promoting regional coordination and implementing the recommendations contained in this Plan. This concept builds on the existing Ad Hoc Committee working on the transition of the Clean Air Express, the establishment of the Breeze Technical Advisory Committee (comprised of Lompoc, Santa Maria, the County, and SBCAG), and the Technical Advisory Committee established for this Plan. It recognizes the importance of establishing an ongoing forum to address issues of common concern with the objective of further coordinating transit services.

The recommended composition of this committee includes staff representatives from all of the transit services operating in North County. The committee could be facilitated by SBCAG staff who would also assume responsibility for preparing agendas and meeting summaries and handle all meeting logistics. There would be minimal costs associated with this new committee. No new staff would be required because existing SBCAG staff and transit agency representatives would add these responsibilities to their current duties. One of the first tasks would be to prepare an annual work plan outlining the major projects to be undertaken in the first year.

2. Clean Air Express Transition Plan

Develop a detailed transition plan to transfer management of the Clean Air Express from SBCAG to the Cities of Santa Maria and Lompoc.

SBCAG is currently administering the Clean Air Express. A three-year CMAQ grant that provided operating support for four expansion routes (of eleven total routes) expired on June 30, 2006. Measure D funds are being used to “back fill” the funding gap in FY 2006/07. There is no long-term plan to fund the service and without a dedicated source of

funds, there is no guarantee for maintaining current service levels or continued operation. The Cities of Santa Maria and Lompoc have expressed strong interest in the management of the Clean Air Express beginning in FY 2007/08. To assume this responsibility requires development of a detailed transition plan. It is recommended that the Clean Air Express Working Group continue to meet to negotiate and further clarify their respective roles and responsibilities. The goal is to develop and execute a MOU for implementation at the start of the 2007/08 fiscal year. Key factors to consider are outlined below:

- **Management and Operation.** The Santa Maria Clean Air Express would be managed by the City of Santa Maria (SMAT) and the Lompoc Clean Air Express would be managed by the City of Lompoc (COLT). Under separate city administrations, the Santa Maria service could become part of SMAT or Breeze service and in Lompoc, the service could be folded in COLT service. Each city would have the flexibility to administer the service in the most efficient and effective way to suit their individual needs. The Clean Air Express contract agreement for the day-to-day operations extends through October 2007 with an option for two two-year extensions. Each city would have to evaluate the best strategy for day-to-day operations. The existing contractor agreement could be extended, service could potentially be folded into current (COLT, SMAT or Breeze) operations or a decision could be made to go out to bid. The cities would need to review provisions contained in their existing contract agreements (COLT contracts with American Star and Santa Maria contracts with MV Transportation) to determine contracting options.
- **Funding and Cost Sharing.** In FY 2006/07, the Clean Air Express will be supported by passenger fares and approximately \$290,000 in Measure D funds. There are no committed funds beginning in FY 2007/08 and beyond. The new managing agencies should aggressively pursue Measure D funds to continue supporting the service in FYs 2007/08 through FY 2009/10. Funds from the Regional Measure D category is the best source to help pay for this important service that provides linkages between cities in Santa Barbara County. If Measure D is not reauthorized, then the new managing agencies should determine how to back fill the funding gap. Options could include scaling back service levels, increasing fares, identifying local sources, or a combination thereof. If local funds are used, then a cost sharing arrangement would be required to equitably share in the cost of paying for the service. Since County residents as well as residents of Santa Maria and Lompoc are the primary beneficiaries of the service, these jurisdictions should theoretically contribute to the cost of the service. A good starting point for discussion is the Breeze model, in which each party contributes one-third of the net cost of service.
- **Short-Term Capital Investments.** Of the 14 vehicles used for the Clean Air Express, SBCAG has title to ten vehicles and Lompoc has title to four vehicles. Even though three of the back-up vehicles need replacement, decisions on vehicle purchases should be postponed until the service has been transitioned to a new administration. This will allow the new administrators to determine the type of vehicle to purchase and how to comply with the Public Bus Fleet Rule. It is

assumed that the approximate \$210,000 in Measure D funds committed to vehicle purchases in FY 2006/07 could be preserved until next fiscal year.

- **MTD Role.** MTD has expressed interest in working with Lompoc and Santa Maria to ensure that the Clean Air Express continues to be a cost effective and efficient service. One option offered by MTD is to maintain, store and fuel the vehicles at their Corporation Yard, or simply provide a safe storage location midday when vehicles are not in service. While these decisions would rest with the managing agencies, they need to be discussed and ultimately decided upon and included in an MOU.

The next steps would be for the Working Group to meet monthly (or more often as needed) to work through the above issues and develop a detailed transition plan including cost and funding projections and an implementation timeline. A lead agency would be designated to document and prepare the plan. It would be presented to each city and SBCAG for approval. The ultimate goal is to develop a MOU between the participating parties to allow the Cities of Santa Maria and Lompoc the flexibility to operate the Clean Air Express services consistent with their internal policies and procedures. While an MOU would spell out roles and responsibilities, the language should not be too restrictive and should allow the respective cities to negotiate terms they are comfortable with. An MOU should be in place to fully transfer operations of the Clean Air Express to the cities by early 2007.

Basis for Recommendations

There is no consistent pattern of how transit services are currently administered in Northern Santa Barbara County. Figure 7-3 outlines the administrative structure of the North County transit services. The day-to-day administrative functions are handled by several different agencies:

- Seven of the services are administered by either Santa Barbara County or one of the cities. These include the three local services (COLT, SMAT and Santa Ynez Valley Transit Service (SYVT)), the two biweekly shuttle services, the Guadalupe local and intercity services, and the Breeze Bus.
- VCTC and SBCAG co-manage the Coastal Express.
- SBCAG administers the Clean Air Express.
- The San Luis Obispo Regional Transit Authority (SLO RTA) is the lead agency for the intercounty RTA Route 10.
- The Valley Express is an SBMTD service.

Of the 13 transit services, six are publicly operated, four have private contractors and three services are operated by SMOOTH.

Generally, each lead agency is responsible for planning, marketing, budgeting, service provision or contractor oversight, and other day-to-day duties for their own transit service.

To administer and manage a transit service requires a considerable level of expertise and ongoing effort. With several separate services, there is some duplication in administering and managing the services while at the same time there are limited available resources to perform the myriad of administrative functions. More recently, however, there has been a collaborative effort to plan and fund intercity and regional demonstration services. This is a positive step toward coordinated planning and administration.

In most cases, a written MOU for intercity services exists between the parties, designating the lead agency and defining roles and responsibilities. However, formal written agreements for cost sharing are not in place for all of the services. Those without a written agreement are relying on demonstration grant funds with the objective of developing a longer-term plan for both administration and funding.

Figure 7-3 Administrative Structure – Transit Services in Northern Santa Barbara County

Service	Lead City/Agency	Staff	Policy Board	Service Type	Public or Private Operation?	Interagency Memorandum of Understanding?	Cost Sharing Agreements?
COLT	City of Lompoc Transportation & Aviation Division	Aviation/Transportation Administrator, one Staff Assistant and one Maintenance Assistant (under the MOU agreement)	Lompoc City Council	Local Fixed Route and Dial-a-Ride	Private (American Star)	No	None for local service
SMAT	City of Santa Maria Public Works Department	Transit Services Manager, Transit Coordinator and support positions	Santa Maria City Council	Local Fixed Route and Dial-a-Ride	Private (MV Transportation)	No	None for local service
SMOOTH	SMOOTH (CTSA for North County)	Smooth staff	SMOOTH Board of Directors	Dial-a-Ride, incl. contracts with social service agencies	Provides own transportation	Agreements with social service agencies	No
Guadalupe Shuttle/Flyer	City of Guadalupe	City Administrator and support positions	Guadalupe City Council	Intercity Fixed Route and Local Dial-a-Ride	Contract with SMOOTH	No	No
SYVT	City of Solvang	Public Works Director/City Engineer	Solvang City Council	Fixed Route and Dial-A-Ride	Private (American Star)	Yes, MOU between Cities of Solvang and Buellton and the County of Santa Barbara	Yes, included in the MOU. Costs are shared based on ridership ("ride origin")
Los Alamos Shuttle	County of Santa Barbara	Program Manager	Santa Barbara County Board of Supervisors	Shuttle (twice weekly)	Contract with SMOOTH	No	No
New Cuyama Shuttle	County of Santa Barbara	Cuyama Valley Recreation Department Staff	Santa Barbara County Board of Supervisors	Shuttle (twice weekly)	Private (MV Transportation)	No	No
Breeze Bus	City of Santa Maria Public Works Dept.	Transit Services Manager, Transit Coordinator and support positions	Policy Committee oversees service during demonstration period ¹	Intercity Fixed Route	Private (MV Transportation)	Yes, MOU between Cities of Santa Maria, Lompoc, County of Santa Barbara and SBCAG	Yes, Cities of Santa Maria and Lompoc and the County of Santa Barbara share equally in net costs of service
Clean Air Express	SBCAG	SBCAG Staff	SBCAG Board of Directors	Intercity Commuter Fixed Route	Private (Santa Barbara Air Bus)	No	No formal cost sharing agreement
Coastal Express	VCTC	VCTC Staff	Executive Directors of SBCAG and VCTC, two SCBAG Board members, a Ventura City Council member, the Ventura County 1 st District supervisor, and an ex-officio member selected by the MTD Board.	Intercity Fixed Route	Private	Yes, MOU between SBCAG and VCTC	Yes, with explicit cost-sharing provisions described in the MOU. VCTC and SBCAG equally share in net costs during three-year pilot project.
RTA Route 10	San Luis Obispo Regional Transit Authority	Regional Transit Manager and support positions	San Luis Obispo Regional Transit Authority (SLORTA)	Intercity Fixed Route	Private	Yes, MOU between RTA, SLOCOG, SBCAG and SMAT for one-year extension	No
Valley Express	SBMTD	SBMTD Staff	SBMTD is the Board of Directors	Intercity Fixed Route	Public	No	No
SBMTD	SBMTD	SBMTD Staff	SBMTD Board of Directors	Fixed Route and Dial-a-Ride	Public	No	No formal cost sharing agreement

Notes:

(1) Policy committee representatives include 2 Santa Barbara County Supervisors (Districts # 4 & 5), Lompoc City Council, Santa Maria City Council and ex-officio representatives from VAFB and Caltrans.

Recommended Short-Term Service

1. Short-Term Service Improvements Beginning FY2007/08

Short-term service recommendations are presented in two phases. The first phase is to establish the highest priority connections, beginning in FY2007/2008. The second phase involves enhancements to the short-term service recommendations, beginning in FY2010/2011. These service recommendations assume operations for 24 to 36 months in order to build ridership before enhancing services in subsequent phases. Costs for these service improvements and their associated ridership estimates are presented later in this report.

Short-term service goals should allow for better coordination between services without having to make any major route overhauls. Schedule adjustments on several routes and other minor changes would help make the North County transit service more efficient and better connected for the passengers. In most cases the following recommendations are service enhancements or additions; they are not replacements to existing services.

Breeze Bus

The Breeze Bus provides eight weekday trips in each direction between Santa Maria Town Center Mall and the Lompoc Transit Center at Mission Plaza. The service focuses primarily on peak trips with one midday trip departing each end of the route (Santa Maria and Lompoc) at around 12:00 PM.

The service provides timed connections with some SMAT routes and with a portion of the Guadalupe Flyer trips at Town Center Mall. The first morning trip from Santa Maria operates before SMAT service begins and does not connect with the Guadalupe Flyer. In addition, the Breeze Bus does not provide timed transfers with RTA Route 10. Riders from San Luis Obispo County must wait two hours in the morning for a southbound connection in Santa Maria to VAFB or Lompoc. In the other direction, Breeze riders transferring in Santa Maria heading northbound would have to wait at least 40 minutes for their connection to Route 10 in the morning. The services also do not provide connections early enough for commuters to reach work locations by 9:00 AM.

In Lompoc, the Breeze Bus and COLT both provide service to the Lompoc Transit Center at Mission Plaza. The Breeze Bus that arrives in Lompoc at 7:15 AM only connects with COLT Route 1. Routes 2 and 3 depart the Lompoc Transit Center at Mission Plaza at 7:10 AM and 7:12 AM respectively, missing the connection to the Breeze Bus by 3 to 5 minutes every morning. This would be a very simple schedule adjustment to make to provide better transfer opportunities. Most COLT routes provide good connections to the Breeze Bus departing Lompoc at 6:45 AM.

Clean Air Express also provides service to Lompoc, however it does not serve the Lompoc Transit Center at H Street and Central Avenue (Mission Plaza). The only connection between the two services is available at Cypress and I Streets.

Extension to Buellton/Solvang

In order to bridge the gap in transit service between Lompoc and the Buellton/Solvang area, the Breeze Bus should consider adding several trippers per day with extended service from Lompoc to stops at Avenue of the Flags and 2nd Street and the Albertson's in Buellton and 1630 Mission Drive at the park in Solvang. This will add potential connections to Valley Express and SYVT services. In addition, it will provide Solvang and Buellton residents with direct transit service to Lompoc, VAFB and Santa Maria, which is not currently available.

We recommend adding the following trips to the Breeze service:

- One morning peak northbound trip that starts service in Solvang and continues to Buellton, Lompoc, VAFB and terminates at the Santa Maria Transit Center.
- One afternoon/evening peak southbound trip extended from Lompoc to Buellton and Solvang.
- One midday trip that provides service to and from Buellton and Solvang.

The extension from Solvang to Lompoc would follow Mission Street (Highway 246) west from the bus stop at the park in Solvang to the Albertson's bus stop in Buellton. The route would continue on Highway 246 and turn north on the Avenue of the Flags to 2nd Street. After picking up passengers at the bus stop, the bus would go southbound on Avenue of the Flags, westbound on Highway 246, right on Purisima Road and south on Highway 1 to Lompoc Transit Center at H Street and Central Avenue. Although exact travel times have not been tested in the field, the extended service is estimated to add 45 minutes to a one-way trip. The Breeze may need to make several adjustments to its current schedule to maximize the potential of the extension. For example, the 8:45 AM northbound trip may need to be shifted to an earlier time to provide a more reasonable morning peak service (allowing persons to arrive at a job before 9:00 AM) for Solvang and Buellton riders. It is important to note that this service can be extended for up to three Breeze trips without having to add buses to the service.

Thus, the service alternatives to improve regional connections to and from Breeze are as follows:

- Adjust schedules between the Breeze and RTA Route 10 in Santa Maria in order to provide better connections.
- Provide timed transfers with Clean Air Express (when it serves the Lompoc Transit Center at Mission Plaza in the future).
- Extend service to Buellton and Solvang on some trips.

Clean Air Express

Clean Air Express provides five morning and five afternoon/evening trips between Santa Maria and Santa Barbara/Goleta Monday through Friday. In addition, the service makes six morning and six afternoon/evening trips between Lompoc and the Santa Barbara/Goleta area. Clean Air Express operates exclusively during peak periods.

Clean Air Express has great potential to provide key intercity connections throughout Santa Barbara County. Unfortunately the current routing and scheduling has led to missed opportunities for connections to other transit services in North County. Simple adjustments can be made in the short-term to allow for more transfer opportunities in Santa Maria and Lompoc. First, Clean Air Express should extend service to the Lompoc Transfer Center at H Street and Central Avenue (Mission Plaza) in order to provide direct connections to all five COLT routes and Breeze. The larger Clean Air Express buses would make a brief stop on the street adjacent to the Transit Center due to space and safety constraints at the current Transit Center. The current Clean Air Express bus stop at Cypress and I Street only provides direct connections with COLT's Routes 1 and 2. Although there is some limited coordination between the two services' schedules in the evening, Route 2 does not operate early enough to connect with the morning Clean Air Express runs. This connection between the two services in the morning would require only one additional morning trip for the COLT route. Although ridership on the new service may be low, it provides a key building block for a comprehensive regional transit service. The added COLT trip could be introduced as a pilot effort in order to gauge the demand of the morning peak transfer opportunity with the Clean Air Express bus.

In Santa Maria, Clean Air Express should extend its service to Santa Maria Town Center Mall for direct connections to SMAT, Guadalupe Flyer, Breeze, and RTA Route 10. There is potential for a park and ride location in the vicinity of the Transit Center. The surface parking lot across Broadway from the mall could be used for commuter parking with the permission of the owners. Clean Air Express trips in the morning could start service in the parking lot before picking up passengers at the Transit Center. The current stop at the airport only provides connections to one SMAT route.

A park and ride lot in the southern part of Santa Maria should also be explored. Commuters living in the south or in Orcutt who are traveling to Santa Barbara and other points south will not want to backtrack to Town Center Mall for bus service. This lot should be located close to Highway 101 for easy access and it will need to be large enough to serve Clean Air Express passengers, as well as carpools and vanpools. The park and ride lot could be developed as part of commercial or residential construction planned or proposed for areas adjacent to the freeway between Betteravia and Clark Avenue. The current Clean Air Express park and ride lot is located on private property and is subject to termination at any time.

In summary, key service strategies to improve regional connections to and from Clean Air Express are as follows:

- Provide service to the Lompoc Transit Center (Mission Plaza) for direct connections to all COLT routes and the Breeze.
- Provide service to Santa Maria Town Center Mall for direct connections to SMAT, Breeze, RTA Route 10, and the Guadalupe Flyer.
- Provide service to a recommended new park and ride lot in southern Santa Maria or Orcutt.

Coastal Express

Coastal Express provides service seven days a week in southern Santa Barbara County, traveling between Goleta, Santa Barbara, Carpinteria, and Ventura. The service operates from 5:45 AM to 7:15 PM weekdays and 7:30 AM to 7:00 PM on weekends.

The southbound Coastal Express has a timed connection from Valley Express run #84 that departs Solvang at 6:52 AM. The two routes meet near the Santa Barbara Transit Center at Figueroa & Chapala at 7:41 AM. This connection does not allow for a late arrival on the Valley Express service. A short-term adjustment to the Coastal Express schedule should include a later departure time of 7:46 AM, allowing for better connections with Valley Express.

The southbound Clean Air Express also meets the Coastal Express bus in downtown Santa Barbara (Anacapa & Anapamu) during the morning peak, however the connections are not timed. Clean Air Express riders must wait between 20 to 35 minutes for connections to the southbound Coastal Express.

The earlier southbound Coastal Express does not reach Ventura until 7:42 AM and the last Metrolink train leaves the Oxnard station at 7:37 AM. Minor adjustments to the Coastal Express service schedule should also be made to enable passengers to travel between Santa Barbara, Ventura and Los Angeles Counties.

Cuyama Shuttle

We recommend that the Cuyama Shuttle continue to provide the current Tuesday and Thursday lifeline service to Santa Maria.

Guadalupe Flyer

The Guadalupe Flyer provides hourly service to Santa Maria Town Center Mall from 6:15 AM to 5:15 PM weekdays and from 8:15 AM to 5:00 PM Saturdays. The service provides timed connections with most SMAT routes, and most trips provided by RTA Route 10, as well as some Breeze runs. In order to provide better connections for AM peak commuters, the Guadalupe Flyer should consider adding an early morning weekday trip. This trip would provide a better timed transfer to the northbound RTA Route 10. Some stakeholders suggested the need for direct service to Nipomo from Guadalupe. In the short-term, however, timed connections between the Flyer and RTA Route 10 at Santa Maria Town Center Mall are appropriate to serve this relatively limited market now that some medical services that were previously only available in Nipomo are provided in

Guadalupe. This connection could be explored again in the future if demand for transit service between these two communities increases.

Los Alamos Shuttle

The Los Alamos Shuttle should continue its current service between Los Alamos and Santa Maria.

San Luis Obispo RTA Route 10

RTA Route 10 provides service six days a week from San Luis Obispo to Santa Maria, with stops in the communities of Avila Beach, Shell Beach, Pismo Beach, Grover Beach, Arroyo Grande, and Nipomo. The service operates from 6:00 AM to 9:15 PM weekdays and 7:15 AM to 6:45 PM Saturdays.

Route 10 connects with SMAT, the Guadalupe Flyer and Breeze at the Santa Maria Town Center Mall. The route provides very good connections to the Guadalupe Flyer service and arrives at the transit center during one of SMAT's pulse periods. The service does not work well with the Breeze schedule. As stated in the Breeze Bus section, we recommend schedule adjustments to either the Breeze schedule or Route 10's schedule in order to provide better connections between the two services in Santa Maria. In addition, we recommend better marketing of Route 10 in north Santa Barbara County to provide more information about the service to prospective riders.

Santa Maria and Santa Barbara Shuttles

Because these are specialized services for a specific medical market, these services should continue to operate, providing current levels of service.

SYVT

SYVT connects with Amtrak bus service and the Valley Express in Solvang and Buellton. SYVT's service does not start early enough to provide connections to the Valley Express AM peak runs. SYVT should consider adding an earlier morning trip on one route on weekdays in order to provide a timed connection to the Valley Express. The current schedules allow for transfer opportunities between the two services in the afternoon only.

Valley Express

The Valley Express provides four morning and four afternoon/evening peak trips between Solvang and Buellton and Goleta/Santa Barbara. The service provides direct connections adjacent to the SBMTD downtown transit center on Chapala.

Valley Express meets SYVT service in Solvang and Buellton, however all four Valley Express morning runs depart before SYVT service begins operation. SYVT provides limited timed connections to Valley Express' afternoon runs.

Due to the current heavy loads on Valley Express, we recommend adding an extra trip on both the AM and PM peak services.

New Service Between Santa Maria and Santa Barbara via Buellton

A new transit service is proposed to operate between Santa Maria and Santa Barbara via Buellton to supplement the existing Clean Air Express service. The service should operate bidirectional service midday and provide peak service from Santa Barbara to Santa Maria—the reverse of Clean Air Express Service. Trips on this new service between Santa Barbara and Santa Maria should serve a single park-and-ride location in Goleta, stop at the Avenue of the Flags and 2nd Street in Buellton, make a scheduled stop in Los Alamos (or make a stop in Los Alamos based on a demand-response reservation), and make stops in Orcutt/Santa Maria that are made by the Clean Air Express. This service would link to Solvang, Los Olivos, Santa Ynez and the rest of the Santa Ynez Valley via SYVT and provide an important transit connection between Santa Barbara, the Santa Ynez Valley (via Buellton) and Santa Maria. The service could be operated by a number of agencies including MTD or Clean Air Express.

We recommend providing one Santa Barbara to Santa Maria morning commute trip, one Santa Maria to Santa Barbara return trip in the afternoon, and a round trip during the midday originating in Santa Barbara. All trips would serve Buellton in both directions.

The service would not only provide a link to the regional transit system, but it also complements Clean Air Express and provides important bi-directional service on the major transportation corridor in the County. We found during the public outreach process that residents in the community would prefer to have a combination of bi-directional services over more frequent unidirectional commuter trips to Santa Barbara.

In summary, key service strategies to improve regional connections build on Clean Air Express service and are as follows:

- Provide some bi-directional service.
- This service could initially be provided in a pilot or demonstration phase with a smaller vehicle such as a cutaway bus or vanpool vehicle in order to gauge the demand and refine the service characteristics at a potentially reduced cost.
- Provide limited stops in Buellton in order to connect with SYVT and to provide a link between Buellton/Solvang and Santa Maria.

A suggested schedule for this new service is presented in Figure 7-4. If Clean Air Express were to operate the service, this schedule would allow for Clean Air Express vehicles to be used without requiring the purchase of additional vehicles.

Figure 7-4 Proposed Santa Barbara-Buellton-Santa Maria Service

Morning Service		
Leave Goleta/Santa Barbara	Arrive Buellton	Arrive Santa Maria
6:45 AM	7:20 AM	8:00 AM
Leave Santa Maria	Arrive Buellton	Arrive Goleta/Santa Barbara
8:15 AM	8:45 AM	9:20 AM
Afternoon Service		
Leave Santa Maria	Arrive Buellton	Arrive Goleta/Santa Barbara
5:15 PM	5:45 PM	6:20 PM
Leave Goleta/Santa Barbara	Arrive Buellton	Arrive Santa Maria
6:30 PM	7:15 PM	7:45 PM

2. Incremental Service Enhancements Beginning FY2010/11

The Enhanced Short Term recommendations provide several key service improvements that should be introduced during year four of the plan, assuming after the first three years, services will have matured and passenger productivity will have stabilized. These improvements are meant to build on the already established framework of the Recommended Short-Term Plan by adding weekday service to provide better connections within the region and by introducing Saturday service on two important routes. The incremental service enhancements are meant to provide a transition from the short-term changes into the longer term updates discussed in Chapter 8 of this report.

Breeze Bus

In order to provide better connections to other regional and local services, the Breeze should add one more midday trip on the core route between Santa Maria and Lompoc. The midday trip would provide a higher level of service along the Highway 1 corridor allowing for connections to SMAT, COLT, RTA Route 10, Guadalupe Flyer, and Clean Air Express.

In addition, we recommend adding Saturday Breeze service. In the short term, this service would require one bus providing 120 minute headways between Lompoc and Santa Maria with a nine hour span of service. If the route proves to be successful, a second bus should be added to allow for 60 minute headways. With the infrequency of this service, it will be crucial to adjust the schedule according to the pulses of other transit services at the transit centers.

Clean Air Express

Saturday service should be introduced on this key intercity route. The Clean Air Express plays an important role connecting North and South County. The Saturday bus service will provide important connections to MTD and Coastal Express as well as intra-state services such as Metrolink and some Amtrak routes.

The service would require a total of four buses allowing for two buses on the Santa Maria to Santa Barbara route and two buses on the Lompoc to Santa Barbara route. Buses would operate at 90 minute frequencies (this could be less or more depending on routing) for nine hours of the day. We recommend that the Santa Maria route provide service to the Buellton bus stop at the Avenue of Flags and 2nd Street for connections with SYVT and improved transit service to Solvang and the Santa Ynez Valley. Specific routing in Goleta and Santa Barbara could be determined at a later date since the needs of Saturday riders may differ from those of weekday peak riders.

SYVT

A second bus should be added to the morning trip that connects with Valley Express. The short term plan recommended a scaled back routing with one-way service along the loop to Los Olivos and Santa Ynez. In an effort to make the morning trip more consistent with the rest of the SYVT schedule and to provide two way service, we recommend adding a second bus to the AM trip.

Summary

The adjustments and service changes described above allow for significant enhancement in the level and comprehensiveness of services in North County.

Not all of the suggested alternatives need to be implemented at once. At the low end of cost savings, although Saturday service has been identified as a priority by stakeholders, not increasing Saturday service levels would reduce the additional cost by nearly \$200,000 annually. Eliminating some weekday midday service or reverse commute service would cut the additional costs by nearly 60 percent.

The alternatives are illustrated in Figure 7-5.

Figure 7-5 Summary of Short-Term Service Alternatives for Transit Services Operating in North Santa Barbara County

Service	Current Service	Summary of Proposed Short-Term Service Changes	Phasing	
			Short-Term	Enhanced
Breeze	Provides regional service from Lompoc Mission Plaza to VAFB to Santa Maria Transit Center Provides eight trips a day in each direction weekdays only Focuses primarily on peak period with one mid-day trip in each direction	Provide two peak-hour round trip extensions between Buellton/Solvang and Lompoc	X	
		Provide Saturday service between Buellton and Santa Maria via Lompoc		X
Clean Air Express	Operates weekday commuter service from Lompoc to Santa Barbara/Goleta and Santa Maria to Santa Barbara/Goleta Operate five AM and PM peak Santa Maria trips and six AM and PM peak Lompoc trips Has no stops in Santa Ynez Valley Operates Peak only service	Extend service to Santa Maria Transit Center	X	
		Provide Saturday service		X
COLT	Provides local service to Lompoc and the surrounding communities of Vandenberg Village, Mesa Oaks, and Mission Hills Operates Monday through Friday from about 6:45 AM to 8:00 PM on five fixed-routes and Saturdays from 9:00 AM to 5:00 PM. All routes operate on 30-minute headways except for Route 4, which has 60-minute headways	No changes to this service		
Cuyama Shuttle	Twice weekly demand response shuttle from Cuyama to Santa Maria	No changes to this service		
Guadalupe Flyer	Provides bus service weekdays from 6:00 AM to 6:00 PM from Guadalupe to Santa Maria Operates every 60 minutes	Provide early morning service to Santa Maria allowing for better connections with RTA Route 10	X	
Los Alamos	Once a week demand response shuttle from Los Alamos to Santa Maria	No changes to this service		
RTA Route 10	Operates from Santa Maria to San Luis Obispo with stops in Nipomo, Arroyo Grande, Shell and Pismo Beach Provides nine northbound and southbound on weekdays approximately every two hours Provides three Saturday trips in each direction	No changes to this service		
SMAT	Provides local service to Santa Maria, Orcutt and Tanglewood seven days a week on 11 fixed-routes Routes operate from about 6:00 AM to 7:00 PM weekdays and most originate and return to the Town Center Transit Center Routes operate 8:00 AM to 6:00 PM on weekends Operate new owl service from 7:00 PM to 10:30 PM Buses operate at 30 or 60-minute headways	No changes to this service		
SYVT	Operates two fixed routes connecting the communities of Buellton, Solvang, Santa Ynez, Ballard and Los Olivos No AM peak connections to Valley Express The routes operate from about 7:00 AM to 7:00 PM Monday through Saturday every 90 minutes	Provide morning tripper to connect with Valley Express service	X	
New Service Between Santa Maria and Santa Barbara via Buellton	Clean Air Express currently operates weekday commuter service from Santa Maria to Santa Barbara/Goleta.	Provide Santa Barbara-Buellton-Santa Maria AM peak service and Santa Maria-Buellton-Santa Barbara PM peak service		X
		Provide bi-directional midday service	X	
		Provide stops in Buellton	X	
Valley Express	Operates commuter service from Solvang and Buellton to Goleta and Santa Barbara weekdays only Provide four trips in the AM peak and four trips in the PM peak No midday or reverse commuter service	Provide two peak hour trips to ease overcrowding	X	
		Provide bi-directional midday service		X

Intercounty Connections

Intercounty transit service and connections play an important role in providing links to regional and national transportation systems, colleges and universities, medical facilities, and jobs in adjacent counties. Intercounty connections, also referred to as interregional services, provide transit connections from Santa Barbara County to San Luis Obispo and Ventura Counties.

Intercounty service is currently provided by RTA Route 10 and Coastal Express. Although Coastal Express does not directly serve North County, through transfers it allows access to Ventura County. In Santa Maria, RTA Route 10 provides service to Allan Hancock College, Marian Medical Center and Town Center Mall, allowing direct transfers with SMAT, the Guadalupe Flyer, Breeze Bus, Greyhound buses, and Amtrak Thruway buses.

Through surveys and workshops conducted as part of this study and described in Chapter 5, the public provided input about their preferences for improvements to regional transit services within the county over connections beyond the county. Surveys found that about 23 percent of riders indicated they wanted services to destinations that were not currently served, compared with nearly 57 percent of respondents who said Sunday service on existing routes was a priority. When asked specifically where they wanted to travel, the majority of survey respondents identified locations within Santa Barbara County, but some people noted locations such as San Luis Obispo, or even farther to Bakersfield. At public workshops, participants were asked whether they would prefer more frequent regional bus service within North County or more bus service to/from other counties. Individuals expressed a slight preference for more regional service within the county compared to more service to neighboring counties.

The following section provides an overview of the intercounty connections and changes that have been made in the Short-Term Plan that impact inter-county services.

Bus and Rail Connections

Amtrak Rail

The Pacific Surfliner service connects Paso Robles to San Diego with five stops in Santa Barbara County including Guadalupe, Surf (near Lompoc), Goleta, Santa Barbara and Carpinteria. The route provides two southbound and two northbound trips per day in Santa Barbara County. The Coast Starlight train makes one trip in each direction per day with a stop in Santa Barbara.

Based on the rider surveys conducted as part of this study, only a couple of individuals said they used transit to access Amtrak. In the Short-Term Plan, transit passengers can access Guadalupe Amtrak station via the Guadalupe Flyer from the Santa Maria Transit Center. The service offers connections in both directions for passengers traveling to Amtrak or returning to Santa Maria from Guadalupe Amtrak. Solvang, Buellton and Lompoc passengers can take the recommended expanded Breeze service directly to the

Santa Maria Transit Center to transfer to the Guadalupe Flyer. Lompoc residents can also take the Clean Air Express to Santa Barbara for direct access to Amtrak train service. Santa Ynez Valley residents would also have access via the recommended Buellton stop on the proposed new service to Santa Maria and Santa Barbara and through Valley Express service to Santa Barbara. It should be noted that the Goleta and Surf Amtrak stations are not accessible by transit.

RTA Route 10 provides service from the Santa Maria Transit Center to the San Luis Obispo Amtrak station.

Amtrak Thruway Bus

Residents of Buellton, Solvang, Lompoc and Santa Maria have direct connecting service to Amtrak trains via Amtrak Thruway Bus service. Amtrak buses are available only to passengers ticketed for connecting rail travel and are not available for general trips that do not include rail travel. For northbound trips, the Amtrak bus connects to the San Luis Obispo station and for southbound trips it connects to the Santa Barbara station.

The fact that Amtrak Thruway buses are available only to passengers ticketed for connecting rail travel is unfortunate because these buses provide regional transit services within and beyond Santa Barbara County. However, due to State law enacted in 1999 (SB 804), contracted Amtrak Thruway buses can only serve passengers who "have had prior movement by rail or will have subsequent movement by rail, evidenced by a combination rail and bus one-way or roundtrip ticket." Some exemptions have been passed by the California Legislature, but a cooperative effort to overturn these regulations where no public or private operator is available to offer alternate service is encouraged as part of an effort to better integrate and expand the regional transit network.

The Solvang and Buellton Amtrak bus stops can be accessed via SYVT and Breeze. Transit is also available to the Lompoc stops through the Breeze, COLT and Clean Air Express services. These transit operators do not currently provide timed connections to the Amtrak Thruway bus, but are encouraged to do so to provide a higher level of service for passengers making connections.

The Santa Maria stop is served by SMAT Routes 3 and 30 and RTA Route 10. SMAT provides service to the 11:25 AM and 2:20 PM southbound trip and 1:10 PM and 4:35 PM northbound trips, however SMAT should also consider providing timed connections to the Thruway service. Connections to the Santa Maria stop can be made at the Santa Maria Transit Center from the Breeze, Guadalupe Flyer, Clean Air Express, the proposed Santa Barbara-Buellton-Santa Maria service, and limited service from Cuyama and Los Alamos.

Greyhound

Within the County, Greyhound only provides service to Santa Maria and Santa Barbara. There are four northbound and four southbound trips per day. The two Santa Maria stops are located on Cypress Street, about a half mile from the Transit Center, and at a restaurant at 205 Nicholson Avenue (a shared stop with the Amtrak Thruway Bus). Currently both

Greyhound stops in Santa Maria are served by SMAT routes with service every 30 minutes on weekdays and service every hour on the weekends. The Santa Barbara stop on West Carrillo Street is two blocks from the SBMTD transfer center, which is served by most SBMTD routes, Valley Express, Clean Air Express, and Coastal Express.

If the recommendations of the Short-Term Plan are implemented, residents of most communities in north Santa Barbara County will have transit access to a Greyhound stop. Connections from New Cuyama and Los Alamos will be limited to the days of operation of each community's local shuttle service. The proposed midday trips on a new service between Santa Maria and Santa Barbara via Buellton will afford residents of the Santa Ynez Valley transit access to Greyhound via a transfer from SYVT in Buellton to the Santa Maria Transit Center to the local SMAT route that provide the connection. Another option available for Santa Ynez Valley residents includes riding Valley Express to the Santa Barbara Transit Center. Solvang residents can also take Breeze service to the Santa Maria Transit Center and transfer to a local SMAT route.

Lompoc and Vandenberg Village residents have the option of taking Breeze service to the Santa Maria Transit Center and transferring to SMAT or taking the Clean Air Express to Santa Barbara.

RTA Route 10 provides direct service from Santa Maria with stops at the Transit Center and the Amtrak/Greyhound stop to San Luis Obispo's Greyhound and Amtrak stops.

Metrolink

Metrolink provides an intercounty connection from the Ventura County to other locations throughout the Los Angeles basin. Changes to the North County system would not affect access to Metrolink. Currently no same-day public transit access is available from north Santa Barbara County to the Metrolink system. Passengers can transfer from Valley Express or Clean Air Express to the Coastal Express, which then meets SCAT Route 6 at the Ventura Transfer Center. From the transfer center Route 6 travels to the Metrolink stop in Oxnard. Unfortunately, the Coastal Express does not reach Ventura until 7:42 AM and the last Metrolink train leaves the Oxnard station at 7:37 AM. Minor adjustments to the Coastal Express service schedule should be made to enable passengers to travel between Santa Barbara, Ventura and Los Angeles Counties via Coastal Express and Metrolink. Saturday service should be introduced on Clean Air Express because it plays an important role connecting North and South County. The Saturday bus service would provide an important connection to MTD and Coastal Express as well as intra-state services such as Metrolink and some Amtrak routes.

SLORTA

San Luis Obispo RTA Route 10 provides service from Santa Maria to Nipomo, Arroyo Grande, Grover Beach, Pismo Beach and San Luis Obispo. Several transit riders completing surveys and providing input for this study said they ride Route 10 from San Luis Obispo to Santa Maria. Nevertheless, better marketing about the availability of the connection to RTA Route 10 is needed. Many residents are unaware of the intercounty service.

In San Luis Obispo Route 10 serves Cal Poly, the Amtrak Station and the Greyhound Station. RTA Route 10 also provides service to Santa Maria's Amtrak/Greyhound stop on Nicholson Road. This route is accessible to most of North County via a single transfer in Santa Maria. The Guadalupe Flyer, Breeze, recommended route for the Clean Air Express, SMAT and the Los Alamos and Cuyama Shuttles would provide transfer opportunities to Route 10 at the Transit Center in Santa Maria.

In order to provide better connections to RTA Route 10 for AM peak commuters from Guadalupe to Nipomo and other locations in San Luis Obispo County, it is recommended that the Guadalupe Flyer add an early morning weekday trip. Some Guadalupe residents expressed interest in a direct connection from Guadalupe to Nipomo, primarily for medical trips. In the short term, this relatively limited market will probably be served by medical services that were previously available only in Nipomo and are now provided in Guadalupe.

Some Santa Ynez Valley residents expressed a desire for transit service between Santa Ynez and San Luis Obispo. Although there are no recommendations in this plan for a direct connection between these communities, with schedule adjustments between the Breeze Bus and Route 10, as well as coordinated service between the proposed Santa Maria-Santa Barbara service (via Buellton), travel between the Santa Ynez Valley and San Luis Obispo will be feasible.

Airport Connections

Currently SBMTD's Route 11 provides direct access to the Santa Barbara Airport. In the short-term plan, transit passengers from North County would be able to transfer from Valley Express, Clean Air Express, or the proposed commute service from Santa Maria to Route 11 at the Santa Barbara Transit Center. These options provide relatively good connections to Santa Barbara County's largest commercial airport.

SMAT and the Breeze bus would provide direct service to the Santa Maria Airport from Vandenberg Village, Lompoc, Solvang and Buellton. They also provide service from Santa Maria. Few Santa Barbara residents are likely to use Clean Air Express buses to ride to the Santa Maria Airport, but the proposed new midday and morning service stopping in Buellton (and Los Alamos) would further enhance the connection to the Santa Maria Airport. Residents of Guadalupe can transfer at the Santa Maria Transit Center to SMAT Route 8 for service to the airport.

The short-term plan makes no changes for direct transit service to the San Luis Obispo and Santa Ynez Airports. Although a passenger could utilize SLORTA Route 10 to travel from Santa Barbara County and make a connection in San Luis Obispo to a local route, San Luis Obispo's local transit service does not serve the airport. The closest stop to the airport is Marigold Plaza, about one-half mile from the terminal.

Several private shuttle services operate between North County and Los Angeles International Airport (LAX), as well as the Santa Barbara Airport.

Transit Service by City with Recommended Short-Term Improvements

Under the recommended plan, each community in North Santa Barbara County would have the following transit/rail service:

Buellton

- Current SYVT service with an added early morning trip on weekdays with a connection to Valley Express.
- Current Valley Express service with an added AM and PM peak trip.
- New service from the Breeze Bus with stops at Albertson's and Avenue of the Flags and 2nd Street. The Breeze would serve Buellton and Solvang with one morning peak trip, one midday round trip, and one evening peak trip. This route extension will connect Solvang and Buellton with Lompoc, VAFB, and Santa Maria.
- New service from Santa Barbara to Santa Maria via Buellton. The bus would stop at the Avenue of Flags and 2nd Street on one morning trip, one Santa Maria to Santa Barbara evening trip, and one midday round trip.
- Current Amtrak Thruway Bus service with a 5:15 AM and 12:30 PM departures for southbound Pacific Surfliner trips and 12:25 PM and 10:30 PM trips northbound to San Luis Obispo. SYVT routes A and B would make a timed connection to one northbound and one southbound Amtrak bus in Buellton.

Guadalupe

- The current level of service on the Guadalupe Shuttle.
- An additional early morning outbound trip on the Guadalupe Flyer with connections to RTA Route 10.
- Current Amtrak rail service with departures at 7:21 AM and 5:01 PM on the southbound Pacific Surfliner to San Diego and departures at 12:02 PM and 7:39 PM on the northbound train to Paso Robles and beyond.

Lompoc

- Current COLT service.

- Current Clean Air Express service.
- New service from the Breeze Bus with stops at Albertson's and Avenue of the Flags and 2nd Street in Buellton and a stop in Solvang. The Breeze would serve Buellton and Solvang with one midday round trip, but this would not allow a Lompoc passenger to travel to the Santa Ynez Valley and return the same day on this service. This route extension would connect Solvang and Buellton with Lompoc, VAFB, and Santa Maria.
- Current service on COLT's Santa Barbara Shuttle.
- Current Amtrak Thruway bus service with a 12:10 PM departure for southbound and northbound trips via Santa Barbara.

Los Alamos

- Current Los Alamos Shuttle service.
- On-call stops on the proposed new Santa Barbara-Buellton-Santa Maria service, providing access to all three of these cities.

Los Olivos and Santa Ynez

- Current SYVT service with an added early morning trip on weekdays for a connection to Valley Express.

New Cuyama

- Current Cuyama Shuttle service.

Santa Maria

- Current vanpool service between Santa Maria and San Luis Obispo.
- Current level of service on RTA Route 10 to San Luis Obispo.
- Current level of service on the Santa Barbara Shuttle.
- Current level of service on SMAT.
- New service from the Breeze Bus with stops at Albertson's and Avenue of the Flags and 2nd Street in Buellton and one stop in Solvang. The Breeze would serve Buellton and Solvang with one morning peak trip, one midday round trip, and one evening peak trip. This route extension would connect Solvang and Buellton with Lompoc, VAFB, and Santa Maria.

- New service from Santa Barbara to Santa Maria. The bus would stop at the Avenue of Flags and 2nd Street in Buellton between the two cities and could deviate to Los Alamos. The service would provide one morning trip from Santa Barbara to Santa Maria, one evening return trip, and one round-trip midday.
- Current Amtrak Thruway Bus service with three northbound trips and three southbound trips. SMAT provides service to the 11:25 AM and 2:20 PM southbound trip and 1:10 PM and 4:35 PM northbound trips.

Solvang

- Current SYVT service with an added early morning trip on weekdays for a connection to Valley Express.
- Current Valley Express service with an added AM and PM peak trip.
- New service from the Breeze Bus with a stop at the park at 1630 Mission Drive. The Breeze would serve Buellton and Solvang with one morning peak trip, one midday round trip, and one evening peak trip. This route extension will connect Solvang and Buellton with Lompoc, VAFB, and Santa Maria.
- Current Amtrak Thruway Bus service with 5:15 AM and 12:30 PM departures for southbound Pacific Surfliner trips and 12:25 PM and 10:30 PM trips northbound to San Luis Obispo. SYVT routes A and B only make a timed connection to one northbound and two southbound Amtrak bus in Solvang.

Ridership Projections

Ridership was estimated for each existing and proposed service in North Santa Barbara County. Ridership estimates are “high level” projections or planning level estimates.

The projected ridership estimates are conservative, using existing ridership data and assumptions about how future riders will react to new and improved services. Over time, as the general public encounters the new and improved services and better understands the services that are available to them, further ridership gains can be expected. While there are many factors that may have some effect on ridership, not all are measurable. Both population growth and increased service levels were used to develop the ridership projections because they are considered to have a significant effect on ridership and can be measured from a quantifiable ridership perspective. Ridership estimates for FY 2010-2011 (short-term) and for FY 2015-2016 (long-term) and farebox recovery goals are shown below.

See the Appendix of this report for further information about the ridership estimates, the methodology and the results.

**Figure 7-6 Ridership Estimates
Phasing: Short-Term, Enhanced and Long-Term**

	Short-Term Service Plan FY 2010/11	Long-Term Service Plan FY 2015/16	Farebox Recovery Goals
Local Fixed Route Service			
COLT	229,150	250,532	20%
SMAT	1,156,418	1,386,784	20%
SYVT	41,297	41,297	20%
Regional Service			
Los Alamos	737	855	10%
Breeze	44,143	50,189	20%
Guadalupe Shuttle and Flyer	109,713	123,301	20%
Clean Air Express	145,096	165,446	50%
Valley Express	47,500	83,125	50%
Intercounty Service			
RTA Route 10	109,362	131,782	20%

New Cuyama is not included in this figure.

Rounded to nearest 100

Supplemental Transportation Services

In addition to the recommended changes to regional transit routes, other services can be implemented to enhance mobility in North Santa Barbara County and throughout the region. Although these supplemental services are not costed in the plan or tested for future ridership demand, they should be considered for implementation as part of a comprehensive regional transportation network.

When commuters travel long distances from North County to locations such as UCSB, Raytheon or Celite, employer participation in the transit planning process can allow for the development of new intercity subscription bus services. Likewise, vanpool services can be developed to address North County’s farmworker transportation needs. Under SAFETEA-LU, new funding opportunities suggest that North County’s transportation network could be further enhanced with some nontraditional services such as a volunteer driver program or other services that may be identified as part of a Public Transit Human Services Coordination Transportation Plan. Three priority supplemental services discussed below include the following:

- Employer-Based Subscription Bus Services
- Farmworker Vanpool Transportation
- Volunteer Driver Program

A reasonable level of demand is presumed for these services based on stakeholder input and changing demographics in Santa Barbara County. The success of these strategies will depend heavily on participation from employers and volunteers. Comprehensive marketing and enhanced public information about all of the recommended service

improvements, along with these supplemental transportation services, will be an important strategy to build public interest in transportation demand management strategies.

Would any of these strategies impact the productivity of the recommended transit service strategies? Increasing the number of transportation alternatives enhances overall mobility in North County by providing more options to driving alone. Transit and these supplemental services combine to offer a menu of service options to serve a wider range of trips than transit alone can serve. Thus, if an employer were to offer subscription bus service from North to South County, it is likely that some employees would shift their commute from Clean Air Express to the new service, but the service would also undoubtedly attract additional riders who otherwise would not consider using a general public transit service, thus improving the overall mode shift.

Employer-Based Subscription Bus Services

High numbers of riders to particular destinations could ultimately suggest the need for subscription bus services to those locations. An employer-based subscription bus service would transport workers from a meeting point near their home to their place of work. Fares are based on distance or subsidized by the employer or a public entity. Such a service can be operated by a public or private organization.

Similar to a car- or vanpool for commuters, users of an employer-based subscription bus service would pay a set weekly or monthly fee to use the program to get to work. The employer, or a third party organization, would take the lead to purchase the vehicle, arrange for a driver, and set up boarding and alighting times and locations, possibly with financial subsidy and/or technical assistance from a public agency such as SBCAG or a transit operator. Employers can also take the additional step of providing pre-tax Commuter Checks or free or subsidized subscription bus passes as part of its compensation package or as an incentive (e.g., a monthly awards program), and may be rewarded through employer tax incentive programs.

Employer-based subscription bus services have many benefits. A well-run bus service can become a comfortable, predictable experience for employees, which is usually desirable for commuting to work. This type of service drops passengers off at the doorstep of their workplace. Depending on the subsidy and users' costs, these programs are usually designed to help workers save on commuting costs.

Subscription bus service also reduces the number of vehicles used by employees commuting to work. This can reduce employers' costs to maintain current parking lots or build new parking facilities. Employers who may have difficulty maintaining a reliable workforce might be inclined to use the service as an incentive to recruit new workers.

For an employer-based subscription bus service to succeed, it must be competitive against the individual private vehicle in terms of cost and time. Pricing (including cost to the employee and subsidy) would have to be set so that it would be nearly the same or less expensive than for individuals to drive to work. Time may be an even more decisive factor. The bus must serve the times that meet the employees' needs to be at work and to be at

home. And, like cost, the travel time between origin and destination must not be significantly more than what it would take for an individual vehicle to travel the same distance. Time calculations should factor in the time that employees leave or arrive home and the pick-up spot for the subscription bus service.

This alternative also depends on the cooperation of the participating employers, the primary entity that would implement it. A public-private partnership would be conducive to maintaining the employers' interest, especially if the public agency is willing to provide technical or financial assistance.

Set work start and end times are necessary to make an employer-based subscription bus work. However, sometimes people must work late or return home before the end of the day (due to illness, illness of a child, or other personal issues). This is one of the challenges of subscription bus service, because to make the service effective for all riders, subscription buses must operate on an agreed-upon fixed schedule, which will make some workers more inclined to drive themselves if they have that option.

Farmworker Vanpool Transportation

Traditional vanpool programs have been successfully adapted to offer farmworker transportation in some communities. Because this is a significant challenge for North County, a vanpool program alternative is presented as the best strategy for this difficult-to-serve commuter group. Why is this market such a challenge? Agricultural workers do not have a consistent worksite (it can change weekly, or sometimes day to day). In addition, they usually work early hours, or sometimes variable hours, and work is seasonal, so employment may not be year-round. Another challenge is that most of these employees are Spanish-speaking, from other countries, and may be less familiar with — or in some cases, uncomfortable with — traditional ridematching programs and transit services.

A traditional employer-based vanpool program usually consists of a group of people who regularly commute to and from work together in a van. The number of people in a vanpool can range from seven to 15, depending on the size of the vehicle. Most vans are either owned or leased by individual commuters, and a few are operated directly by employers. While this arrangement works well for large employers with single jobsites, vanpools for agricultural workers have found some success in other California counties. The most successful example in California is the large program in Kings County, which incorporated some smaller programs in other counties, including one in Fresno County that was overseen by Enterprise Rent-A-Car's subsidiary Enterprise Rideshare. The City of Santa Maria and Santa Barbara County currently have plans to implement a farmworker vanpool pilot program in the northern portion of the county. It will be evaluated and if successful, the program may be expanded.

Fresno Farmworker Transportation Program (1999-2001)¹

¹ Casey Barnes, Enterprise Rideshare, 6/26/2006

The Fresno Farmworker Transportation Program operated from 1999 to 2001, becoming incorporated into the multi-county program overseen by Kings County (described on the next page). The program in Fresno was essentially an employer vanpool program with a few specialized requirements.

In the Fresno program, individual farmworkers rented vans directly from Enterprise. Enterprise required that farmworkers be licensed to operate a farm labor vehicle. The individual drivers collected payment and were responsible for returning the payment to Enterprise. They marketed the program via word of mouth and by providing information at the farms where employees learned about the availability of services.

The Fresno County program included about 12 vans, most of which were 15-passenger vehicles. Enterprise provided insurance, so no separate public agency was required to secure insurance for the drivers.

The program was a success, but the program administrator identified several challenges with this operation. The two greatest problems with implementing the Fresno program were as follows:

- 1) **Cultural issues relating to the worker-supervisor relationship.** Implementing the Fresno program was a challenge because in the past, the farm supervisors ran some vans, thus maintaining control over who worked and where they worked. According to the program manager, prior to the vanpools, if agricultural employees wanted to work they had little choice but to ride with the supervisors unless they could provide their own transportation. Allegedly, farm supervisors charged high fares and acted as a "middle man" to get farmworkers jobs. By offering the third party vanpool option through Enterprise, the supervisors were not able to charge high fares and thus some were opposed to the introduction of service. They also may have made it challenging for workers to use other transportation options.
- 2) **The migratory nature of the workers.** According to the program manager, because farmworkers move around a lot, it is difficult to know where the vehicles are kept. Agricultural work in Santa Barbara County is not as variable as in Fresno County and thus it may be easier to oversee vehicle locations and manage the fleet in the county.

Kings County Area Public Transit Agency Vanpool Project (2000-Ongoing)²

One of the most successful vanpool programs is the model in Kings County. The Fresno program was incorporated into the Kings County-managed program in 2001.

The project, funded by a Caltrans grant, began in 2000 and has grown from 12 to 123 available vans. Currently 65 vans are in use, and recently as many as 98 vans were in use. The vans can carry up to 15 passengers, with 11 passengers on average.

² Ron Hughes, Executive Director at Kings County Area Public Transit Agency 5/10/2006; and Elaine Azebedo at Kings County Area Public Transit Agency 5/9/2006.

When a farmworker is interested in forming a vanpool and driving, he or she notifies the Kings County Area Public Transit Agency. The driver's DMV record is checked and the applicant is required to have a DMV physical to be determined qualified as a safe driver who can be insured. Once qualified, he or she can check out a van on a weekly basis. Vans are typically picked up at the beginning of the season and returned at the end of the season. Drivers are given a fuel card to purchase fuel for the van.

Riders pay a set amount for transportation beginning as low as \$20 per week, depending on the distance traveled. Drivers ride for free. Kings County Area Public Transit Agency pays for the vans, maintenance, and gas. GPS units are installed on the vans so that the locations of vans can be monitored. The California Highway Patrol checks seatbelts and the number of riders in the vans to ensure safety.

The pilot project in Kings County is currently working very well, however it is not quite self-sustaining. A few things have changed or are being modified as the program has developed. At the beginning of the pilot project, drivers were given special training for vanpool driving. It was later determined that as long as the drivers were qualified, the special training was unnecessary.

The Kings County Area Public Transit Agency plans to apply for a grant to develop a toolbox, a step-by-step guide, for establishing safe and reliable vanpools for agricultural workers. The agency currently oversees vanpools in Tulare, Fresno, and Kings Counties, with regional vanpool trips extending beyond the three-county region to places like Stockton or Bakersfield.

Formal public outreach by the agency took place at the beginning of the project but was considered only moderately successful. As with other transportation services for predominantly Spanish-speaking communities, word-of-mouth tends to be the best tool for providing public information and this has been the most successful strategy for the Kings County program.

Volunteer Driver Program

Under SAFETEA-LU, new funding opportunities suggest that North County's transportation network could be further enhanced with some nontraditional services — particularly those that highlight coordination with social service providers. For example, JARC funds can be used to support the capital and operating costs of transportation programs that connect welfare recipients and low-income residents to jobs and training. The New Freedom program provides funds to allow transportation providers to develop services and facilities for people with disabilities that go beyond those required by ADA. These funds can be used for purchasing vehicles, expanding paratransit services, providing funds for human service transportation, provide voucher programs, and funding volunteer driver programs, among others. More detail on these and other funding sources is provided in Chapter 9, but it is relevant to address here because ideas for other services can be generated based on how these funds can be used. One opportunity to utilize New Freedom funding that may address some of Santa Barbara County's mobility needs is a volunteer driver program.

A pilot volunteer driver program serving residents in a limited number of communities in North Santa Barbara County could be established. Using their own cars, volunteers would drive individuals to medical, shopping and other appointments. In addition to New Freedom funds, funding for a volunteer driver program can come from TDA as well as other sources, such as Older Americans Act funds and private foundations.

Volunteer driver programs provide transportation services to people who do not have access to a car. The service is for occasional trips, such as medical or job training/placement appointments, as well as shopping for food and clothing. Volunteer driver programs can be very useful for short-term medical treatments, such as radiation therapy that may last no more than six weeks, because they offer such personalized service. Formal volunteer driver programs have been very successful in the upper Midwest, but they have been growing in popularity in California and are particularly appropriate for some of the smaller communities in the study area such as Cuyama and Los Alamos, as well as populations in Guadalupe, portions of the Santa Ynez Valley, Nipomo, etc, because they provide a specialized service to a regional supermarket, for treatments for a medical condition, or other needs. The service would be available for people unable to drive themselves, use the bus, or get a ride from someone else. Given limited transit services in some areas, volunteer drivers could fill a critical gap for important trips for highly transit-dependent people. Reimbursing drivers fosters higher recruitment and increased longevity of participation.

A volunteer driver program could be limited to seniors or members of a particular organization, persons without a roadworthy automobile, eligibility based on trip-purpose, etc. A screening process would be required to qualify clients, which includes asking whether the client owns a vehicle, or has a family member, friend, clergy member or neighbor who can assist with transportation needs.

Volunteer drivers would be required to have valid drivers' licenses and submit to a background check, as well as maintain a required level of insurance.

Although many transit operators in other states manage a regional volunteer driver program out of the transit agency, a local nonprofit or human services provider such as the Area Agency on Aging may be an appropriate administrator of such a program. As an example, the nonprofit Partnership to Preserve Independent Living for Seniors and Persons with Disabilities in Riverside County has been managing volunteer driver services since 1993. Volunteers for the program receive a monthly expense reimbursement, and are covered by special insurance when driving for the program. The program, known as TRIP, is a model that could be emulated in Santa Barbara County, where the expanded use of volunteer driver pools and ridesharing may be a more appropriate mobility option for some of North County's sparsely populated rural areas. In fact, some North County organizations already have experience with volunteer driver programs. Santa Ynez Valley People Helping People staff occasionally use their own vehicles and get reimbursed for transporting clients.

A volunteer driver program would provide mobility for people without other basic transportation options. Such a program would allow for a community-based solution addressing the mobility needs of persons with the lowest incomes and greatest mobility limitations.

Volunteer driver programs also provide socialization opportunities for riders and lend a personal touch to addressing mobility. For example, a volunteer driver can provide a higher level of assistance than may be allowed by most transit operators.

A volunteer driver program can be complicated to establish. A fundamental knowledge of and ability to afford different insurance coverage is needed as such a program should carry comprehensive general liability insurance, business auto liability insurance, volunteer dishonesty insurance, and directors and officers liability insurance. The program depends on volunteer driver participation and reliability. Attrition is inevitable, and as such, recruitment is an ongoing process. Sometimes recruiting drivers can be a challenge, but including a mileage reimbursement component to the program helps to provide an incentive for volunteers.

**Examples in Other Communities:
Waukesha County, Wisconsin**

Some of the most successful volunteer driver programs are in the Midwest. Waukesha County in rural Wisconsin provides a Volunteer Driver Program through the Department of Health and Human Services. A program manager recruits volunteers and books rides.

The program has about 12 volunteer drivers. Volunteers use their personal vehicle to transport clients and must carry their own insurance. The County provides additional insurance coverage. In the case of an accident, the volunteer's insurance is billed first, and then the County's.

The clientele base consists mostly of children in foster care. Vehicles are not lift-equipped or altered to be accessible. Most riders have mobility limitations, but are not disabled. Rather, clients do not drive either due to age or other restrictions. A few senior clients are served, as well as a small number of developmentally delayed clients.

Most trips are made to take clients (mostly foster children) to court appointments, family visits or therapy. No work or school trips are made. County caseworkers contact the program manager directly to book rides.

Drivers are reimbursed for vehicle miles, and additionally are given a \$6 to \$8 stipend per day of service for additional car care.

The County funds the program, and Volunteer Services administers it. For the last fiscal year, the program budget was about \$50,000 all of which was paid to volunteer drivers in reimbursements. A program budget including administrative costs was not available.

The program provided 4,122 rides in the last fiscal year, with 4,583 hours spent in transportation. Total vehicle miles traveled was 107,098, with each round trip being about 50 miles.

ADA Implications

According to the ADA, complementary dial-a-ride services must be provided at the times and days that fixed route service operates. For most intercity commute-only services, paratransit service is not required whereas in urban locations, local bus services in Santa Maria, Lompoc and the Santa Ynez Valley are required to provide paratransit service or deviated route service, as they do now.

Currently, Valley Express, the Clean Air Express and the Breeze Bus do not provide paratransit service for people with disabilities, but all provide accessible vehicles and other types of assistance for disabled persons. ADA-complementary paratransit service is not required for commute-only unidirectional service, but is required for other types of all day services.

The Breeze Bus' longer distance closed-door service would be challenging to complement with paratransit, as would the longer trips from North County to Santa Barbara on the Clean Air Express and Valley Express. Nevertheless, with increased bi-directional services and midday connections for intercity transit in North County, it is possible that agencies could be pressured to provide longer distance paratransit service. The lack of such a service could make intercity transit providers vulnerable to a challenge, but it should be noted that few transit agencies anywhere offer regional paratransit service. Long intercity trips in Inyo County, Kern County, Merced County, Butte County and many others are identified as limited services, and no paratransit option is provided. Local paratransit services are typically available at each end of the intercity trip to provide accessible connections to the intercity buses.

Where longer service hours or Saturday services are suggested for local services in Lompoc or Santa Maria, the complementary paratransit programs in these cities will be required to offer service during the same hours and days as the fixed route services are available. If special flexroute or other deviated services were implemented complementary paratransit services would not be required under the ADA, because these services can travel off a formal route to pick up and drop off passengers.

Other Short-Term Recommendations

Recommended Performance Measures

Monitoring system performance and designing the "right" services remain important tasks for transit operators. Standards and measures provide a consistent framework for the effective management, evaluation and planning of public transit services. Service standards should:

- Reflect and support community goals for transit, program objectives and service policies. *Goals, objectives and policies provide a "foundation" for public transit,*

whereas standards provide a formal, quantifiable structure for how the service should perform and be implemented.

- Ensure compliance with all applicable federal, California, and local regulatory requirements. *Are the services operated within the law?*
- Facilitate simple, straightforward service evaluation. *Can the services be monitored and evaluated with the existing staff resources and technology?*
- Provide a clear rationale for service increases (increased frequency or service span), service expansion (route extensions or new routes to areas not currently served) and service reductions (what services should be reduced when budgets are cut or if resources have to be reallocated to increase or expand service elsewhere). *Service standards help management justify critical decisions affecting service delivery.*
- Provide benchmark measures that can be written into approved service and operating policies.
- Provide criteria for the design and operation of safe and effective transit service. *How should new service be introduced and how should services be operated?*

While specific standards can vary, industry practice generally uses the following categories for service performance and design:

1. Efficiency standards.
2. Service quality/reliability standards.
3. Service design standards.

This section proposes standards for local fixed route and dial-a-ride, regional, commute-only and lifeline services. Indicators and standards were developed based on a combination of existing performance, TDA performance requirements, peer performance, and characteristics of the transit operating environment in Santa Barbara County.

1. Recommended Efficiency Standards

Efficiency standards use operational performance data to measure the performance of a transit system. Monitoring operational efficiency and productivity requires data such as operating cost, farebox revenue recovery, vehicle revenue miles, vehicle revenue hours and boardings (passenger trips).

Most of the transit agencies in North County do not have the staff resources to collect and analyze a broad range of performance data. We have therefore limited our recommended efficiency performance standards to several key indicators that will provide transit managers and SBCAG with a good picture of how well service is doing. Recommended efficiency performance for fixed route services include:

- **Operating Cost per Passenger:** Calculated by dividing all operating and administrative costs by total passengers (with passengers defined as unlinked trips). The subsidy cost per passenger is a further refinement of this measure and is calculated by subtracting farebox revenue from gross operating and administrative

costs and dividing by total passengers. This route-by-route measure is useful when service cuts or enhancements are being considered and justified.

- **Operating Cost per Revenue Hour:** Calculated by dividing all operating and administrative costs by the total number of vehicle revenue hours (with revenue hours defined as time when the vehicle is actually in passenger service). Operating cost per revenue hour measures systemwide efficiency and should be tracked on a monthly and annual basis.
- **Revenue to Non-Revenue Hour Ratio:** Non-revenue hours include deadheading between the garage and the location where the buses go in and out of scheduled service. This is a relevant measure because of some of the potential long-distance deadheading required in Santa Barbara County. Non-revenue hours can also include paid operator time before and at the end of their shift (vehicle checks, sign in time and time spent refueling buses etc.) and the time to deliver replacement buses when a bus is taken out of service because of an accident or breakdown. Note that revenue to non-revenue hour measurement is difficult to apply to contracted services because contractors are not normally required to track non-revenue hours of operation.
- **Passengers per Revenue Hour:** Calculated by dividing the total number of passengers (unlinked trips) by the total number of vehicle revenue hours. The number of passengers per hour is a good measure of service productivity and critical to the establishment of design standards and benchmarks for the expansion of transit service.
- **Farebox Recovery Ratio:** Calculated by dividing all farebox revenue by total operating and administrative costs. Farebox recovery evaluates both system efficiency (through operating costs) and productivity (through boardings). Farebox recovery ratio benchmarks are critical to the establishment of passengers per revenue hour benchmarks and benchmarks for design standards.

The indicators selected comply with the basic performance indicators required by the National Transit Database (NTD) and are largely consistent with operating and cost data already collected as required by TDA. Cost and productivity standards based on revenue miles were not included in the set of recommended performance standards because most transit costs as well as budget projections are based on revenue hours. All of these factors should be used in combination with one another to provide a complete picture of system performance. This will help account for any data outliers that may be impacted by fuel prices or other factors. For example, for unidirectional commuter service, passengers/revenue hour alone would not provide an accurate picture of the health of the service.

Figure 7-7 presents suggested service performance standards.

Figure 7-7 North Santa Barbara County Fixed Route, Dial-a-Ride, Regional, Commute-Only and Lifeline Service Performance Standards

Performance Standard	Benchmark	Comments
Operating Cost/Passenger	Local Fixed Route: < \$5.00 Local Dial-a-Ride: < \$14.00 Regional Service: < \$15.00 Commute-Only Service: < \$10.00 Lifeline Service: < \$20.00	A higher cost/passenger trip for dial-a-ride and rural services should be expected because of lower anticipated productivity.
Operating Cost/Revenue Hour	Within a five-year period, the annual operating cost/revenue hour should not exceed: Local Fixed Route: \$50.00 Local Dial-a-Ride: \$50.00 Regional Service: \$80.00 Commute-Only Service: \$80.00 Lifeline Service: \$50.00	The operating cost/revenue hour should be relatively consistent for local fixed route, dial-a-ride and lifeline services assuming consistent hourly operator rates. Rising fuel prices impact operating costs and may require adjustments to these benchmarks. Higher fuel prices for some over-the road coaches mean commute-only and regional services can be more costly.
Passengers/Revenue Hour	Local Fixed Route: 15 Local Dial-a-Ride: 3 Regional Service: 10 Commute-Only Service: 12 Lifeline Service: 3	To be determined by farebox recovery policy and reflect the number of passengers required per revenue hour to achieve the minimum farebox recovery ratio.
Farebox Recovery Ratio	Local Fixed Route: 20% Local Dial-a-Ride: 10% Regional Service: 20% Commute-Only Service: 50% Lifeline Service: 10%	Based on TDA requirements. Because of lower expected productivity, the farebox recovery benchmark for general public dial-a-ride and rural services should be set lower than the fixed route benchmark. Farebox goals could be established over a five-year period with annual improvement.
Revenue to Non-Revenue Hour Ratio	Non-revenue hours should not exceed 8% of total revenue and non-revenue hours for all service types.	

2. Recommended Service Quality/Reliability Standards

Local fixed route and dial-a-ride, regional, commute-only and lifeline service quality and reliability standards should reflect system goals and support the measurement of success in achieving specific objectives and policies. Figure7-8 summarizes the key service quality and reliability standards and numeric values proposed for all service types.

Figure 7-8 North Santa Barbara County Fixed Route, Dial-a-Ride, Regional, Commute-Only and Lifeline Service Quality and Reliability Standards

Quality/Reliability Standard	Benchmark	Comments
On-Time Performance	<p>90% of all revenue bus trips (local fixed route, regional, commute-only and lifeline service) must depart the route start point and arrive at the route end point within five minutes of the time published in the schedule.</p> <p>No bus shall depart a formal time point before the time published in the schedule.</p> <p>90% of all dial-a-ride demand response passenger pick-ups must be within the policy pick-up window established for the service.</p>	Can be monitored by road supervisors conducting point checks at route start or finish times. Bus arrival and departure times can be recorded on a regular monitoring schedule.
Passenger Complaints/Passengers Carried	<p>The number of complaints for all services shall not exceed 0.10 % of the total boardings.</p> <p>Benchmark = 1 complaint/1,000 boardings.</p>	Requires the systematic recording of passenger complaints.
Preventable Accidents/Revenue Mile Operated	<p>While there should be no preventable accidents, a benchmark has been established to permit some flexibility in the evaluation of training efforts.</p> <p>The number of preventable accidents shall not exceed 0.0005% of total revenue miles operated.</p> <p>Benchmark = 1 preventable Accident/200,000 revenue miles.</p>	Operator training efforts should increase as the number of preventable accidents increases. The curriculum can also be adjusted to address the types of accidents that occur.
Road Calls/Revenue Mile Operated	<p>The number of road calls should not exceed 0.01% of total revenue miles operated.</p> <p>Benchmark = 1 roadcall/10,000 Revenue miles.</p>	A high number of road calls reflects poor bus reliability and may indicate the need for a more aggressive bus replacement program or changes to maintenance procedures and practices.
Bus Trips Cancelled	<p>No scheduled bus trips shall be cancelled.</p> <p>Benchmark = zero tolerance.</p>	Cancelled trips usually occur at the beginning of the day if the bus pullout cannot be met because there are too few roadworthy buses available or if late or absent operators are not replaced from the spare board. Cancelled trips can also occur during the service day due to breakdowns or accidents.

3. Recommended Service Design Standards

Service design standards are critical planning tools to justify and prioritize the expansion of service to new areas and potential markets, and to guide how the service will be delivered. Transit service design incorporates a mix of interrelated social, political and economic factors. Generally these can include:

- The community's vision, goals, and objectives for transit.
- The marketability of the service(s) to be provided.
- Environmental and energy issues.
- Available technology.
- Budget limitations.
- Land use constraints and right-of-way design characteristics and limitations.

Recommended design service standards for fixed route services in North County are summarized in Figure 7-9.

Figure 7-9 North Santa Barbara County Fixed Route, Regional and Commute-Only Service Design Standards

Standard	Benchmark/Criteria
Introduction of New Service	<p>This can include the introduction of a new route, the expansion of an existing route, and an increase in service frequency.</p> <p>New service should be introduced if anticipated hourly productivity will meet the productivity performance standard established for the service.</p> <p>New service should be operated on a trial basis for up to 18 months to allow ridership to develop.</p>
Bus Stop Spacing	<p>Local fixed route: Bus stops should be spaced at a minimum of 1,200 feet along each route.</p> <p>All other fixed routes: Bus stops should be located at key population concentrations and major destinations along the route. Minimum stop spacing is usually 1 to 2 miles, with many route segments between stops being several miles.</p>
Minimum Bus Stop Design	<p>All bus stops should be clearly marked with proper signage including the designated route number(s).</p> <p>Benches should be considered for individual stops where the average daily boardings exceed 40 passengers.</p> <p>Priority should be given to bus stops serving senior apartments or activity centers and group residences designed for persons with disabilities.</p>
Passenger Loads	<p>Local fixed route: Maximum passenger loads should not exceed 1.50 passengers/seat.</p> <p>All other fixed routes: Maximum passenger loads should not exceed 1.0 passengers/seat.</p>
Service Headways	<p>Service headways should be such that passenger load standards are not exceeded on a continual basis.</p>
Recovery Time	<p>All route schedules should include a minimum of 10% recovery time to ensure on-time performance.</p>
Timed Transfers	<p>Local and regional/commute/lifeline schedules should be designed to ensure timed transfers between routes at transit centers or at bus stops with planned connections.</p>
Clock Face Headways (When Efficient and Cost Effective)	<p>All schedules should be designed to ensure the departure of buses from each bus stop at the same time each run.</p> <p>Clock face schedules require frequencies that divide evenly into 60 minutes – 5, 10, 15, 20, 30 and 60-minute frequencies.</p>
Minimum Bus Specifications	<p>All buses should meet all federal, state and city safety, emissions, accessibility and mechanical fitness requirements. In addition, all buses should have sufficient capacity to meet passenger load standards and meet full service day fuel capacity requirements.</p>
Support of Unfunded Services	<p>All municipalities that receive service within the geographical boundaries should contribute financially to the service.</p>

Recommended Transit-Supportive Policies

The goal of improving transit ridership can be supported through improvements to the physical environment in places like Santa Maria, Nipomo, Lompoc and Buellton, and also enhancing stops in more rural areas.

Land use, transportation, and urban design (the design of streets and open spaces and the way that development relates to these public spaces) all impact the potential ridership of a transit system. Are enough residents and jobs in close proximity to transit service? Do streets allow for good circulation for transit vehicles and safe access to and from transit for pedestrians? Are streets and new developments designed in such a way that will encourage people to travel on foot, on bike, or on the bus?

With the implementation of service improvements or of an enhanced coordinated transit network, there is a good opportunity to establish policies and a framework for the built environment in the rapidly growing North County area. Currently, some areas of Santa Maria and Lompoc have elements that could make them transit-supportive but they are missing other elements. For example, the area around the transit center in Santa Maria has pockets of high employment and even clusters of higher residential density, but lacks good multi-modal access and pedestrian facilities. Buses stop along a busy street and next to a parking structure, and pedestrians must use narrow sidewalks far from crosswalks to access the bus stop. Other portions of North County have thus far developed in a way that does not support transit ridership, including many of the developments north of Lompoc toward VAFB, such as Vandenberg Village (and the Village Country Club area), outside of Santa Maria, and in areas like Santa Ynez, Ballard, and Nipomo. These areas lack development intensities and pedestrian circulation improvements that are necessary to create a truly transit-supportive environment. While demand for more transit service may occur, it could be even greater with changes in development patterns and more careful planning. The character of improvements will be different depending on the surrounding context. There is no “one-size-fits all” pattern when it comes to creating a transit-supportive place.

Principles

Three principles and concepts provide a framework for evaluating existing built and policy conditions in the region and ways to make improvements in the future:

- **Support transit use at the local level and on a regional scale.** Potential transit ridership and multi-modal opportunities should be considered in planning new growth areas, developing land use policies for existing developed areas, and planning for major infrastructure investments. The focus should be on improving the form of the region with particular emphasis on pedestrian centers in Santa Maria, Lompoc and Solvang as the core of more intense development and outlying centers with mixed-uses that provide areas to focus high frequency service that links the region together through the core.
- **Focus development and infrastructure on key cores and corridors.** Transit ridership will be highest when it effectively serves key origins and destinations. Transit

becomes an attractive alternative to the automobile when it is accessible, convenient, and efficient. In order to maximize the attractiveness of transit, service should be focused on existing cores (portions of Highway 246, H Street in Lompoc, Highway 135/Broadway in Santa Maria) and key regional corridors (Highway 166, Highway 1, Highway 101). Accompanying land use and infrastructure policies should encourage more intense development and improved accessibility for all travel modes in these areas. New growth areas, as they become necessary to accommodate regional population growth, should be developed using these same principles.

- **Design streets and new developments to foster street activity and encourage transit use.** Streets are the centers of activity for transit-oriented districts, they are the civic spaces where people walk to transit and support the public life of the districts. Street activity can be generated by increased land use intensity and through-street designs that provide comfortable access for all modes of travel. Street improvements such as sidewalk widening, street tree planting, and providing pedestrian lighting can be coupled with land use changes to maximize the benefit of public infrastructure investments, and the pairing of these decisions will result in comprehensive and complementary planning of land uses and transportation systems.

Policies

Recommended policies address issues of land use, circulation, and urban design. The coordination of these three aspects of form and function are essential in order to support increased transit ridership and preserve the livability of North County.

Land Use

The land use criteria are intended to measure the ability of land use policies to support the goals of this North County Transit Plan.

- **Land uses should be mixed both horizontally and vertically.** Vertical mixed use, with ground floor retail in intensely developed areas (such as Solvang, downtown Lompoc and Main Street in Santa Maria), can increase the vitality of the street and provide people with the choice of walking to desired services. More important for most of North County, mixing uses horizontally can prevent desolate, single-use areas, and encourages increased pedestrian activity; scale of use and distance between uses are important to successful horizontal mixed-use development.
- **Support and enhance major activity centers.** Activity centers have a strong impact on transportation patterns as the major destinations in the city. They are generally characterized by their regionally important commercial, employment, and service uses. To make these places more transit-supportive they should be enhanced by land use decisions that locate new housing and complementary neighborhood-scale retail and employment uses to diversify the mix, creating an environment that maximizes transportation choice.
- **Land use intensities should be at levels that will encourage use of transit and support pedestrian and bicycle activity.** A general threshold for transit-supportive residential uses is 10 to 15 units per net acre for high-frequency bus transit. This

density can be lower, however, if the urban environment supports pedestrian access to transit. Commercial and employment/education uses with high employment densities (e.g., offices, restaurants, Allan Hancock College) support more transit use than do those with lower employment densities (e.g., industrial or warehousing). Extensive areas of retail use can become auto-dominated if not scaled appropriately and mixed with other uses, such as the massive retail developments on the east side of Santa Maria, off Betteravia. Non-residential uses with a Floor Area Ratio (FAR) of 0.5 provide a baseline that can support transit ridership. While there is little empirical research available to link employment density with transit ridership, the general “rule of thumb” is to maximize the intensity of development given market conditions and to make certain that the transit network provides high-quality service to areas with concentrations of employment uses and retail services.

- **Parking requirements (and parking provision) should be compatible with compact, pedestrian and transit-supportive design and development.** Requirements should account for mixed uses, transit access, and the linking of trips that reduce reliance on automobiles and total parking demand.

Circulation and Connectivity

Transit and transportation systems need to provide a balance of hierarchy and integration between and amongst modes. The circulation system facilitates access and safety for all travel modes, with particular attention to pedestrian and bicycle access, as these modes support transit ridership.

- **The transportation and circulation framework should define compact districts and corridors** that are characterized by high connectivity of streets to not overly concentrate traffic on major streets and to provide more direct routes for pedestrians, good access to transit, and streets that are designed for pedestrians and bicycles, as well as vehicles.
- **New residential developments** should include streets that provide connectivity. Cul de sacs and walls around communities are especially challenging for providing effective public transit.
- **Transit improvement projects should be targeted at areas with transit-supportive land uses** (existing and planned), in and around key destinations and projects that can increase pedestrian activity.

Urban Design

High quality urban design, including street and building design, can support increased transit use and pedestrian and bicycle activity. An important evaluation criterion is the extent to which the plans provide guidelines or standards to achieve the desired urban design character in a particular community.

- **Streets should be designed to support use by multiple modes**, including transit, bicycles, and pedestrians, through proper scaling and provision of lighting, landscaping, and amenities. There are many streets in and around Santa Barbara or

San Luis Obispo can provide good examples for North County. Amenities must be designed to provide comfortable walking environments.

- **Buildings should be human scaled**, with a positive relationship to the street (including entries and windows facing onto public streets, and appropriate articulation, signage, etc.).
- **The impact of parking on the public realm should be minimized** by siting parking lots behind buildings or screening elements (walls or landscaping). For example, in some portions of Lompoc, along H Street, buildings have been shifted closer to the road and parking has been located on the side or in the rear.

Conclusion

Existing coordination efforts illustrate the capacity of the transit agencies in North Santa Barbara County to work with one another toward shared goals and objectives. Although numerous coordination opportunities exist, this plan identifies some simple, short-term coordination steps to be undertaken in North County. These address regional transit needs within Santa Barbara County and connections to/from San Luis Obispo County (and beyond).

To organize coordination activities and oversee transit services in North County, oversight is recommended in the form of a transit coordinating committee, by developing a set of procedures and developing a work plan for the first year. After this is accomplished, the framework will be established to undertake other coordination projects.

Other key coordination steps would be a joint public information strategy. It does not affect the provision of service, but it allows operators to work together to share information toward a common goal of building support for transit and providing information about the network of services available. Working within the group, consensus should be built on a strategy to pursue, and then the transit coordinating committee could implement a marketing plan.

The key recommendations for the short-term service plan do not include any major system overhauls or route re-networking. In most cases, intercity service can become more cohesive and efficient by making minor schedule adjustments to allow for better transfer opportunities for passengers between systems. These include limited midday and Saturday services in order to make the coordination of services more seamless, as well as the addition of stops, some service extensions and the implementation of some supplemental transportation services such as vanpools, subscription bus services and volunteer driver programs.

An adopted set of service measures and standards is essential to shape how services are allocated, allowing planners and policymakers to identify where additional services should be provided and where services might be eliminated. Proactive land use planning can also make future transit service allocation decisions easier by creating transit-supportive

environments where people can easily and efficiently access services, allowing transit to be productive.

Chapter 8. Long-Term Recommendations

Introduction

The short-term recommendations described in Chapter 7 carry over into the long-term (beyond the initial five year plan). This plan does this primarily because the service plans are designed to be implemented for a three-year period to allow service to mature.

In North County, the overall service provision strategy to date has been to provide service where it is most needed. Nevertheless, each city and the county provide a different type of transit service tailored to their service population needs. Unlike many transit services in North County, local transit routes in Santa Maria have some of the highest productivities (only Guadalupe has higher productivity). High productivity is an indicator of a transit-dependent population combined with an overall concentration of demand due to higher population densities. Transit dependency and population densities are keys to productive transit service.

SYVT operates of local and regional service connecting cities and communities in the Santa Ynez Valley. The two routes (one bus in each direction) have headways of 90 minutes throughout the day. The routes serve all key destinations within the Santa Ynez Valley, making them effective for local social, shopping/errands, and medical trips, as well as connections to regional services, but not particularly strong for choice riders or for commute trips. The current transit routing does not provide regional service from Buellton/Solvang to Santa Maria or Lompoc.

Under a longer-term service plan, intracity services continue to serve a dual purpose: to provide local circulation and connections to regional routes. We assume these services continue to operate as local JPAs or municipal operations, but they can be better integrated with the regional transit network. In the long-term, we would envision most local route structures to stay in tact, but also see opportunities to eliminate some duplication through efficient transfers at a limited number of transfer centers. In portions of Santa Maria, for example, several route segments are inefficiently duplicated by SMAT, RTA and intercity services. Allan Hancock College is served by RTA and SMAT Route 7 while the Breeze and Routes 1A and 1B provide some similar coverage. An integrated system of fares and transfers can reduce this need for route duplication through improved coordinated schedules.

The current structure of regional transit focuses almost exclusively on one-way peak commuter service and does not allow for important reverse commuter trips (bi-directional) and mid-day connections. In addition, the schedules of the services do not always provide timed connections at major transfer points. For example, Clean Air Express service does not stop at the major transfer centers in Lompoc and Santa Maria. Headways should be consistent and frequent in order to make the services more attractive.

In the longer term, these issues should be addressed using the Short Term Plan as a starting point to further coordinate the routes with the goal of moving toward a seamless transit network.

The goal of this chapter is to present long-term service, organizational and coordination recommendations, setting the stage for enhanced coordination or consolidation of some services.

Recommended Long-Term Service Strategy

(Beginning FY 2013/14)

Incremental enhancements to the short-term service recommendations (Chapter 7) would remain in effect until FY2013/14. At that point, further enhancements are recommended based on the assumed successes of the short-term service strategy.

Long-Term Outlook

The objective of the long-term service plan is to accomplish the following:

- **Eliminate Duplication of Services.** Increased regional services means that special Santa Barbara shuttles and other trippers could be eliminated based on local preferences.
- **Schedule Simplification.** Under the long-term service strategy, it is recommended that a consistent schedule that is easy to remember be adopted and that all services are scheduled in relation to one another to maximize transferability and ease of use.
- **Route Simplification.** Looking regionally, North County intercity service should focus on linking major urban cores of Santa Maria, Santa Barbara, Lompoc, the Santa Ynez Valley, Guadalupe and Nipomo rather than serve as a mix of commuter-focused extensions between pairs of communities.
- **Ease of Use.** Under the recommended long-term service plan (and beginning in FY 2011/12), it is assumed that passengers could make a single transfer between North County services for more efficient overall connections and routing. Essentially, transfers should be able to be made between bus routes rather than between systems. This suggests easier fare instruments and payment procedures.
- **Marketing.** All jurisdictions would have “ownership” in the regional transit network. With consistent routes that provide connections, it is possible to provide an easy-to-understand map of the system and simplified schedules. Schedules and customer service can provide countywide travel assistance.
- **Maintains Service to Important Markets.** Local bus services within Lompoc, Santa Maria, Guadalupe and the Santa Ynez Valley are maintained. Regional services are enhanced.

Service Strategy

The recommended network builds upon the short-term service improvements and is based on a timed-transfer system with bi-directional regional service Monday to Saturday. Weekday regional routes, such as Valley Express, Breeze and the proposed service between Santa Maria and Santa Barbara via Buellton will run bi-directional service during the peak periods and provide several trips during the midday. The Appendix provides a costing/vehicle utilization spreadsheet for this longer-term service strategy.

Breeze Bus

The Breeze would continue to provide service between Santa Maria and Lompoc with limited peak and midday service to Buellton and Solvang as discussed in Chapter 7. In the long term plan the only changes would be to the Saturday service. Saturday headways would improve from 120 minutes to 60 minutes for a 12-hour span of service. This should make the route more attractive and reliable for riders, and provide better connections to other services. This improvement would require a second bus on Saturdays.

Service Between Santa Maria and Santa Barbara via Buellton

The proposed reverse-commute and midday service that supplements the commute-only runs of the Clean Air Express would continue to provide express service on the Highway 101 corridor with stops at the Santa Maria Transit Center, Buellton Transit Center, in Goleta, and in Santa Barbara, as well as provide service between Lompoc and Goleta/Santa Barbara along Highway 1. There would also be limited service to a south Santa Maria Park & Ride. The south Santa Maria Park & Ride would be served with one morning southbound trip and one evening northbound trip.

The service would operate bi-directional service on some trips during the peak periods and the midday. The goal of this service would be to provide timed connections to SMAT, Breeze, Guadalupe Flyer, and RTA Route 10 at Santa Maria Town Center Mall and COLT at the Lompoc Transit Center. It would also provide a connection to SYVT and Valley Express at the Buellton Transit Center (Avenue of the Flags and 2nd Street) and the Coastal Express and Santa Barbara MTD in Goleta and Santa Barbara.

Three hours of Saturday service would be added on this route for passenger convenience and better weekend connections.

Guadalupe Flyer

The long term service strategy recommends adding one more trip to the PM peak period from Santa Maria to Guadalupe to provide better connections to the RTA Route 10. No other service changes are recommended to this route.

Valley Express

Valley Express will continue its routing with stops in Solvang, Buellton, Goleta and Santa Barbara. The service would add limited bi-directional peak trips, as well as one bi-directional midday trip. Passengers in Solvang would be able to take SYVT to Buellton and transfer to the proposed service between Santa Maria and Santa Barbara.

The Valley Express would provide 30-minute headways during the peak on weekdays only.

Remaining Routes

No significant changes (only schedule adjustments and modifications identified in the short-term alternatives) are needed on the Clean Air Express, Cuyama Shuttle and Los Alamos Shuttle. The local services, COLT, SMAT and SYVT would remain unchanged.

Flexroutes and Dial-a-Ride Services

In some portions of the service area, traditional fixed route service may not be the most appropriate type of service in the long-term as more services are added. In lower density areas or even during off-peak service hours, general public dial-a-ride services or flexible route services (sometimes called deviated fixed route services or flexroutes) may be more appropriate. Areas that may be best for this service include Los Alamos, the Vandenberg Village area, portions of the Santa Ynez Valley, and even some segments of service provided by SMAT and COLT.

Flexroutes are a cross between fixed route/fixed schedule and dial-a-ride service. Flexroutes are structured to follow a relaxed schedule with formal time points. The schedule allows for sufficient running time between the time points to respond to demand response requests within defined service areas. Flexroute options can include route deviation, point deviation and zone route services.

Flexroutes are service strategies for lower density service areas with relatively long walking distances that cannot support a fixed route service or areas with a high percentage of seniors or persons with disabilities. They can also be successful in dial-a-ride service areas where available resources can no longer accommodate all travel requests.

Although the recommendations describe fixed route intercity schedule and service adjustments, adding midday services that operate as a local deviated route before leaving the city limits could further improve service efficiencies. For example, Breeze extensions midday to Solvang from Lompoc could circulate within Solvang to a few key locations arranged in advance by reservation, before heading west to Lompoc. Once in Lompoc, the vehicle could make stops to drop off passengers at major destinations (including the transit center, to allow for connections to COLT) and then continue on as a regular fixed route to Santa Maria. Because this type of service is assumed to attract primarily senior riders and persons with medical appointments or other errands, passengers may prefer the call-ahead deviation option. This same option could be offered if the Los Alamos Shuttle is

unable to meet performance standards, allowing midday trips on the proposed service between Santa Maria and Santa Barbara to deviate to Los Alamos upon request. On certain runs, by request only, the vehicle could stop in Los Alamos. A resident of Los Alamos could be required to call ahead and indicate one of a limited number of pick-up locations within Los Alamos where he or she would ride a bus to Santa Maria. This is done by a number of rural transit systems in California, such as Kern County's rural system, where stops are made upon request or advance reservation. In the short-term, continuation of the Los Alamos service is recommended if service standards can be met, but if on-call stops in Los Alamos could be included on intercity trips from Santa Maria to South County, the Los Alamos shuttle could be discontinued.

Deviated fixed route service is designed to provide demand response transit service in low-density suburban areas where there is not sufficient demand to support productive fixed route transit service. Dial-a-ride is generally practical for low-density areas with widely dispersed demand. As demand becomes more concentrated around key destinations, flexroutes or deviated fixed routes can be introduced. Of course, as demand becomes more concentrated along corridors, travel time becomes more critical, or as demand exceeds the capacity of small buses, fixed route services can be introduced. This represents a continuum of service types, the more flexible of which have not yet been applied in North Santa Barbara County.

Rail Feasibility

As described in the bus service alternatives, a long-term connection between North County and Santa Barbara will become more important. One of the options for this connection would be rail serving Santa Barbara County's cities. It is unlikely that using the existing Amtrak rail line would be a popular alignment given that it does not serve Santa Maria, central Lompoc or the Santa Ynez Valley, instead providing service from Guadalupe to Santa Barbara via Surf.

Most of the focus in Santa Barbara County has been on South County rail, connecting Oxnard in Ventura County with Santa Barbara and Goleta via the existing Amtrak corridor. The feasibility of North County rail can be evaluated in a separate study, but options might include light rail or heavy commuter rail. Light rail is typically at-grade and sometimes shares existing rights of way. Light rail usually serves dense communities where bus productivity is very high. Implementing light rail technology usually suggests a minimum 15-minute frequency for at least 15 hours a day. These are frequencies that are not currently achieved by any of the bus services operating in North County at this time, but could be operating in some major corridors in Santa Maria or Lompoc in the long-term. The general population threshold for light rail systems in the U.S. for urbanized areas, such as Santa Maria and Lompoc, is typically over 500,000 people, far more people than even optimistic 30 year growth forecasts for urban centers in northern Santa Barbara County.

Commuter rail often uses existing freight and passenger rail lines. Commuter rail is designed for long-distance intercity travel. In the North County operating environment,

commuter rail could be implemented to take the place of some of the existing regional fixed route services. Whether it is worthwhile in a commercial sense or from the standpoint of public policy cannot be assessed without a demand forecast and additional market research. A commuter rail line using conventional railroad passenger technology could offer travel times competitive with driving under average highway conditions. Under congested peak highway conditions that might arise in the long-term, the rail service might be considerably better.

Although rail service is not recommended for the long-term plan, as North County continues to grow and as it becomes more densely populated, rail service may need to be explored further.

Long-Term Organizational Structure

This section presents a series of options for organizing transit services in Northern Santa Barbara County. Although there is no recommended option at this time, the transit coordinating committee (identified as a short-term recommendation) should explore these options in further detail to consider transit reorganization in the longer-term.

A series of organizational options are defined below along with a review of the major advantages and disadvantages associated with each. The purpose of this section is to promote discussion of long term potential organizational and governance options for Northern Santa Barbara County.

Recommended Options for Organizing Transit Services in Northern Santa Barbara County

The transit coordinating committee should further explore a series of longer-term alternatives for organizing transit services in Northern Santa Barbara County.

The alternatives, discussed below, are generally presented as a continuum, from maintaining the local agency structure and coordinating on select projects to full consolidation as a Joint Powers Authority (JPA) or transit district with taxing authority. For each alternative, a definition is presented followed by an example of how this application might apply in Northern Santa Barbara County.

Consortium

A consortium brings together any number of jurisdictions and transit agencies into an organized group to cooperatively work toward transit service coordination or consolidation. The major difference between a coordinating committee and a consortium is that a consortium is brought together under a common written agreement, which generally outlines how the consortium will function and what its purpose will be. Furthermore, all actions of a consortium must be agreed to unanimously. In addition, the City Councils or Boards that manage each individual service must agree to the activities of the consortium. Consortia have been created to address specific transit service routes,

unique services or special projects that benefit multiple operators. Consortia generally do not have a formal staff. The participating agencies share responsibilities for the various tasks, often rotating them from time to time.

The primary advantage of a consortium is that it formalizes agreements between cities and transit agencies relative to a particular service or type of service. The agreements, commonly referred to as Memoranda of Understanding (MOUs), typically include goals and objectives for services, descriptions of transit operator or city roles and responsibilities, funding formulas, service standards, and triggers for service expansion or corrective action for under-performing services. Another advantage is that each transit service continues to function as an independent agency. For example, in Northern Santa Barbara County, the MOU between SBCAG, the County of Santa Barbara and the cities of Santa Maria and Lompoc for the Breeze bus service enables COLT, SMAT and the County's services to operate independently with their own policy boards (city councils and the Board of Supervisors). The primary disadvantages of a consortium are that they have no formal jurisdiction. All agreements must be unanimous and require sign-off by each participating Council or Board. Although there are other MOUs in Northern Santa Barbara County for individual intercity or regional services, no agreement brings all of the services together. Establishing a consortium may have some merit for bringing together many or all of the transit services to participate in special projects.

Related to the consortium option, multi-operator agreements can be implemented. Typically multi-operator agreements are for very specific purposes and address a single issue, such as cost-sharing strategies or revenue-sharing arrangements.

The agreements identify each party and their respective administrative, legal, and/or financial responsibilities in sharing the cost of transit service. The agreements can also outline broader policies, such as compliance with a set of standards, and the ramifications if they are not met. Also included in such agreements are detailed steps or procedures for terminating the relationship established within the agreement. Terms for amending the agreement are often included.

The primary advantage of a multi-operator agreement is that it maintains strong operator autonomy and limits staff resources dedicated to coordination activities and meetings. A disadvantage is that this model means each city or operator continues to function as separate entities as they do today, somewhat limiting the potential to fully identify areas where additional coordination and/or consolidation strategies could be effective.

Administrative Consolidation

The administrative function of an agency refers to the routine tasks in overseeing a system's daily operation, as well as the planning, financing and overall performance monitoring of a system. This type of coordination occurs when more than one transit service is administered by a single entity or agency. The agency is responsible for the day-to-day administration of one or more transit services. The local city councils or County Board of Supervisors retain control of service decision-making, but the lead agency absorbs

the administrative functions, alleviating the burden on that city or the County. This approach to coordination is not common, although it may have merit in Northern Santa Barbara County, especially if one or more of the local cities were interested in transferring its administrative responsibilities to another entity. For example, the City of Guadalupe, which does not have dedicated transit staff, could be interested in transferring administrative duties to another agency willing to take on this responsibility. This was the case in San Luis Obispo County where a small transit service, known as South County Area Transit (SCAT), was having difficulty performing all of the responsibilities associated with its transit service. SCAT is organized as a JPA, yet had no staff of its own to administer the service on a day-to-day basis. The JPA elected to contract with San Luis Obispo Regional Transit Authority to administer its service. The JPA continues to serve as the oversight policy board.

Partial Consolidation

This option would be to consolidate the intercounty and regional services as one entity and leave the local services independent, as they are today. This option is similar to a full consolidation of services (discussed below) by consolidating several transit services, but in this case, it does so only with intercity services. The major purpose of consolidating transit services into one or two entities is to plan and implement services without regard to or with minimal consideration of jurisdictional boundaries. Other major benefits of consolidation include improved system routes and schedules, opportunities for fare integration, a centralized source for disseminating passenger information, and the ability to achieve economies of scale in purchasing, maintenance and other areas. In Northern Santa Barbara County, one logical option is to distinguish between local and regional services. The local services in this case would include COLT, SMAT, SYVT, the Guadalupe Shuttle, and the two County-sponsored shuttle services. These services would remain unchanged. The intercounty and regional services would be consolidated as one regional transit agency.

Full Consolidation

Under this option all local and regional transit services would be consolidated under one single agency. This would require a single administrative structure with a single policy board that combines all transit services in a way that allows them to operate as one system. Under a fully consolidated system, one administrative body would be responsible for management and oversight of day-to-day operations. Transit administration could be staffed by one of the existing entities or a new transit agency. A new policy board would have to be established under one consolidated system – one that provides equitable representation for all participating stakeholders. Many people believe that a fully consolidated system will provide opportunities for future cost savings through greater organizational flexibility. This is not necessarily the case as the cost of providing day-to-day service will not likely change and even if there are administrative cost savings, they typically reflect only 15% and 25% of the total cost of operation. The major reason to consider a consolidated system is to create a stronger, more visible and uniform system that is easier for passengers to understand and navigate, rather than to save money.

A fully consolidated system may allow for more efficient route planning because all routes would be part of one transit system that would be planned regardless of jurisdictional boundaries. Under one system, route duplication would be eliminated, routes which currently operate within one city could be extended and expanded to provide intercity service, connections would be improved between local and regional services and system wide policies would likely allow for convenient transfers between routes.

If services were partially or fully consolidated, there are two logical models of organization, a Joint Powers Authority or a transit district.

Joint Powers Authority (JPA)

California Government Code provides for the joint exercise of powers of two or more public agencies, if authorized by their governing bodies. The enabling contract is called a Joint Powers agreement.

A JPA agreement must define how the organization will operate and how responsibilities will be divided and exercised. The agreement also identifies how it may be dissolved. Within these bounds, a joint powers agreement can establish a broad range of responsibilities between the partners to the agreement.

JPAs are decision making bodies created to provide a specific service (i.e., water service, waste management, fire protection, regional transit services, etc.). JPAs are generally very formal organizations with a voting board, ruled by majority rather than consensus voting. JPAs can be short-term or indefinite, and voting rights can be determined by a formula. No requirements are stated under law regarding the formation or composition of JPA's governing boards, and there are many different examples of board structures. Law does allow for the service of elected officials on the board, but the board is not required to be limited to members who are elected representatives. A JPA can apply for and administer grants.

The use of a Transit Authority formed by a Joint Powers agreement is extremely common in California. Most multi-jurisdictional transit systems use this form of governance. Systems vary substantially in how they organize themselves within a JPA. A JPA may have a small administrative staff, with operations contracted to either a public agency or to a private contractor. For small to mid size systems, administrative needs such as accounting and legal services tend to be performed by public agency personnel or by private contract. The San Luis Obispo Regional Transit Authority, Mendocino County Transit Authority, and Livermore Amador Valley Transit Authority (LAVTA) are examples of transit service JPAs. The major advantages and disadvantages of forming a JPA for Northern Santa Barbara transit services are summarized in Figure 8-1 below.

Figure 8-1 Major Advantages and Disadvantages of Joint Powers Authority for Northern Santa Barbara Transit Services

Advantages	Disadvantages
<ul style="list-style-type: none"> • Relatively easy to create. Unlike special districts (described below), a JPA does not require special legislation. • Provides the participating parties a tremendous amount of flexibility. • Has decision-making authority of its own (whereas consortiums and multi-operator agreements (described above) are largely recommending bodies). • Participating parties are not liable for actions made exclusively by the Joint Powers Authority. • Can receive tax revenues or other funding from participating jurisdictions. 	<ul style="list-style-type: none"> • Can limit the autonomy of the individual agencies or jurisdictions. • Cannot introduce tax measures for financing its work nor can it pass ordinances that assist in implementation. This constraint can be viewed as an advantage, as there may be reluctance to enter into an agency that has the power to initiate tax measures and pass ordinances. • Public officials are not required by law to sit on a JPA’s governing board. Without elected official participation, a JPA board is not directly accountable to its constituents. This disadvantage can be addressed by requiring in the agreement that the JPA’s governing board members be public officials or their alternates.

Transit District

A transit district is a form of special district organized under the California Public Utilities Code. A special district is defined as “any agency of the State for the local performance of governmental or proprietary functions within limited boundaries.” It therefore requires state legislative approval and must be approved by the voters residing within the district. A special district may not be established by local action. Once formed, special districts are considered autonomous governmental entities and are accountable only to the voters or constituents they serve, and have the same governing powers as other local governments.

Most transit districts are large urban districts, such as the Bay Area Rapid Transit District or the Alameda-Contra Costa Transit District. Examples of some smaller urban areas with transit districts are the Santa Barbara Metropolitan Transit District (MTD) and the San Joaquin Regional Transit District. Yolo County is the only predominantly rural transit district in the state. Yolo County Transit District has not chosen to pursue new taxes or assessments, and practically speaking, functions more like a transit authority. At a meeting of the MTD Board in October 2006, it approved a motion to support an organization that provides the most efficient service in North County which could mean a Joint Powers Agreement (JPA) or equivalent regional structure. This recommendation was forwarded to SBCAG for consideration, but the SBCAG board did not agree. The major advantages and disadvantages of transit districts are summarized in Figure 8-2 below.

Figure 8-2 Major Advantages and Disadvantages of a Transit District for Northern Santa Barbara Transit Services

Advantages	Disadvantages
<ul style="list-style-type: none"> • Generally structured as JPAs, but also possess taxing authority, providing a dedicated source of funding. May generate revenue from several sources including: <ul style="list-style-type: none"> • Fees and assessments • Bonds (can issue bonds with 2/3 voter approval) • Taxes (with 2/3 voter approval) • LTF funds are directly apportioned to a transit district. • They are independent bodies, meaning they have independently elected or appointed boards of directors. • Can be more specifically geographically tailored than a JPA (could include some or all of Northern Santa Barbara County) 	<ul style="list-style-type: none"> • Requires action by the State legislature and requires significant lead time. • May be difficult to get voter approval for a district even without taxing authority. • Local agencies lose autonomy and yield authority over funding and policy decisions to a district board of directors.

Governance

Since public transit services rely on government subsidies they need to be accountable to the public. That is, a board of elected or appointed representatives must have an oversight role in the delivery of public transit services. A policy board oversees service, sets policy and serves as the final decision-making body. These responsibilities are separate and distinct from the day-to-day business of running a transit system. The major decisions that typically rest with policy or oversight boards are:

- Establishing route design and service policies
- Approving operating and capital budgets
- Setting fares and fare policy
- Conducting public hearings on service and fare changes and capital investments
- Developing legislative and advocacy positions
- Reviewing and developing policy recommendations at the local and regional level

Several different policy boards govern transit services in Northern Santa Barbara County. City councils serve as the policy boards for the city-operated services and the Board of

Supervisors serves as the policymaking body for county shuttle services. Special policy committees have been established as interim bodies to provide guidance to the intercity and regional demonstration services. The transit agencies have their own elected or appointed boards to set policy in their respective transit service areas.

If transit services were to consolidate under one system, a new policy board would be required. This would raise questions such as:

- What is an equitable composition for a policy board?
- What is the proper balance between local and regional interests?
- How many members should sit on a policy board?
- Should members be appointed or elected?

The policy board questions are often the most sensitive issues related to transit service consolidation. There is no universal approach to this issue and it can be addressed in a number of different ways.

Conclusion

This chapter identifies regional service enhancements that, when implemented, result in a comprehensive transit network. The long-term recommendations on the North Santa Barbara County Transit Plan will be incorporated in the Caltrans California Statewide Rural Intercity Bus Study. The purpose of the Caltrans study is evaluate the rural intercity bus network to recommend strategies to address rural intercity bus needs and to promote partnerships for cross-jurisdictional coordination.

The longer-term service concept assumes an integrated regional transit network. It builds upon the short-term service recommendations described in Chapter 7. It assumes an overall increase in annual regional service hours of about 30% over the existing transit service hours.

Oversight of services can remain with the individual operators and supplemented by the transit coordinating committee. A more formal organization might be appropriate for the long term to promote comprehensive coordination or begin consolidation of the services.

There is no correct answer or easy way to pursue longer-term organizational alternatives. To move forward with this discussion requires additional research, discussion and consensus-building at both the technical and policy level. Given the complexity of this issue and the number of agencies involved, we recommend that the transit coordinating committee take the lead on this topic, conduct further research and talk with policy-level officials to determine their interest and preferences for a longer-term reorganized transit structure in Northern Santa Barbara County.

Chapter 9. Funding Plan

Introduction

This chapter describes the ability to fund the continuation and expansion of services in North County over the next ten years. As described in Chapters 7 and 8, this plan is divided broadly into two five-year increments (short term and long term), although service changes are projected to be implemented gradually throughout the ten-year period:

- Short Term – One to five years (FY 2006/07 through FY 2010/11)
- Long Term – Six to ten years (FY 2011/12 through FY 2015/16)

There are two basic funding scenarios presented in this chapter, which analyze the ability to fund the recommended services in North County. The first assumes the renewal of Measure D $\frac{1}{2}$ cent sales tax along with an additional $\frac{1}{4}$ cent sales tax. The second assumes that Measure D is not renewed, and that these sales tax receipts end in FY 2009/10. The difference between these scenarios is stark. Without Measure D renewal, Santa Barbara County will be hard-pressed to fund an expansion of regional service in North County, and in fact would need to cut back services or identify replacement revenues. If Measure D is reauthorized, new funds will allow a robust expansion of local and regional transit throughout the County through several dedicated programs. Figures 9-1 and 9-2 summarize the total revenues and expenses with Measure D renewal (Figure 9-1) and without Measure D renewal (Figure 9-2).

The funding analysis in this chapter estimates costs and revenues for all of the transit services serving North County. Operating cost projections for local and regional services include operations, maintenance and general overhead. Assumptions on a service-by-service basis are defined in this chapter. Conservative estimates are used to project costs and revenues. Other than Measure D renewal, no new funds are projected during the period to help pay for service expansion.

At this level of analysis, we are primarily concerned with the “bottom line” results – whether North County has sufficient cumulative funding available to enhance services. Although costs and revenues are projected on a service-by-service level, we present only one bottom line number for net annual revenues (total annual costs minus total annual revenues). This approach recognizes that the actual operating structure for some services is not yet finalized, and assumptions may change in the future. The critical issue is whether there is enough funding to provide the recommended level of service.

While the first two scenarios simply present the balance of anticipated costs versus anticipated revenues over the ten year projection period to show whether there is a surplus (with Measure D renewal) or a deficit (without Measure D renewal), a third “constrained funding” scenario (Figure 9-3) cuts costs to match available revenues assuming Measure D is not reauthorized. To balance costs and revenues in this scenario, long term improvements to regional services were eliminated and some capital projects were

stretched out and programmed in outer years of the ten-year plan period. These changes are itemized later in this chapter.

While this constrained funding scenario highlights the challenges of funding regional services, this chapter also discusses potential new revenues to help fund this plan, which are particularly important both in the short and long term if Measure D is not renewed. Finally, this chapter includes a discussion of funding formulas that could be used to share in the costs of regional and intercounty services.

Figure 9-1 Summary: Costs and Revenues of North County Transit With Renewed Measure D

Fiscal Year	Short -Term Financial Plan					Long-Term Financial Plan				
	FY 2006/07	FY 2007/08	FY 2008/09	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13	FY 2013/14	FY 2014/15	FY 2015/16
Revenues:										
Federal										
Section 5307	2,802,326	3,039,038	3,232,624	3,329,603	3,429,491	3,532,376	3,638,347	3,747,497	3,859,922	3,975,720
Section 5311	186,349	197,250	208,789	215,053	221,504	228,149	234,994	242,044	249,305	256,784
Other FTA	181,971	191,070	200,623	206,642	212,841	219,226	225,803	232,577	239,554	246,741
CMAQ	228,000	228,000	-	-	-	-	-	-	-	-
Total Federal	3,398,646	3,655,358	3,642,036	3,751,297	3,863,836	3,979,751	4,099,144	4,222,118	4,348,781	4,479,245
Local										
LTF	4,446,041	5,246,140	6,034,592	6,877,727	7,778,657	8,740,657	9,255,119	9,796,753	10,383,117	10,798,442
STA	644,923	670,719	697,548	725,450	754,468	784,647	816,033	848,674	882,621	917,926
Measure D										
Regional	500,000	-	-	-	3,680,000	3,827,200	3,980,288	4,139,500	4,305,080	4,477,283
Paratransit	75,555	78,578	81,721	84,990	150,000	156,000	162,240	168,730	175,479	182,498
Fares	1,650,606	1,791,144	1,882,014	1,977,895	2,122,538	2,230,772	2,345,073	2,658,276	2,791,592	2,932,305
TOTAL REVENUE	10,716,000	11,442,000	12,338,000	13,417,000	18,349,000	19,719,000	20,658,000	21,834,000	22,887,000	23,788,000
Costs:										
Operating Costs										
Local Fixed Route	4,187,267	4,454,267	4,717,137	5,003,772	5,329,766	5,652,994	5,995,866	6,359,577	6,745,395	7,154,664
Regional	2,137,333	2,701,916	2,782,974	2,866,463	3,416,424	3,518,916	3,624,484	4,897,616	5,044,544	5,195,881
Intercounty	784,552	872,735	970,831	1,079,952	1,201,339	1,336,369	1,486,577	1,653,668	1,839,541	2,046,305
Paratransit	1,404,483	1,496,998	1,569,142	1,611,789	1,656,316	1,702,806	1,751,346	1,802,027	1,854,942	1,910,193
Subtotal Operating	8,513,635	9,525,917	10,040,084	10,561,976	11,603,844	12,211,085	12,858,272	14,712,887	15,484,422	16,307,042
Capital	1,868,699	3,218,200	859,567	1,934,508	3,031,763	2,601,043	4,076,115	7,506,760	4,273,680	4,114,840
TOTAL COSTS	10,382,334	12,744,117	10,899,651	12,496,485	14,635,607	14,812,128	16,934,388	22,219,647	19,758,102	20,421,883
Revenues - Costs (annual)	333,666	(1,302,117)	1,438,349	920,515	3,713,393	4,906,872	3,723,612	(385,647)	3,128,898	3,366,117
Net during period	333,666	(968,450)	469,899	1,390,415	5,103,808	10,010,680	13,734,292	13,348,645	16,477,544	19,843,661

Figure 9-2 Summary: Costs and Revenues of North County Transit Without Renewed Measure D

Fiscal Year	Short -Term Financial Plan					Long-Term Financial Plan				
	FY 2006/07	FY 2007/08	FY 2008/09	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13	FY 2013/14	FY 2014/15	FY 2015/16
Revenues:										
Federal										
Section 5307	\$2,802,326	\$3,039,038	\$3,232,624	\$3,329,603	\$3,429,491	\$3,532,376	\$3,638,347	\$3,747,497	\$3,859,922	\$3,975,720
Section 5311	\$186,349	\$197,250	\$208,789	\$215,053	\$221,504	\$228,149	\$234,994	\$242,044	\$249,305	\$256,784
Other FTA	\$181,971	\$191,070	\$200,623	\$206,642	\$212,841	\$219,226	\$225,803	\$232,577	\$239,554	\$246,741
CMAQ	\$228,000	\$228,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Federal	\$3,398,646	\$3,655,358	\$3,642,036	\$3,751,297	\$3,863,836	\$3,979,751	\$4,099,144	\$4,222,118	\$4,348,781	\$4,479,245
Local										
LTF	\$4,446,041	\$5,246,140	\$6,034,592	\$6,877,727	\$7,778,657	\$8,740,657	\$9,255,119	\$9,796,753	\$10,383,117	\$10,798,442
STA	\$644,923	\$670,719	\$697,548	\$725,450	\$754,468	\$784,647	\$816,033	\$848,674	\$882,621	\$917,926
Measure D										
Regional	\$500,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Paratransit	\$75,555	\$78,578	\$81,721	\$84,990	\$0	\$0	\$0	\$0	\$0	\$0
Fares	\$1,650,606	\$1,791,144	\$1,882,014	\$1,977,895	\$2,122,538	\$2,230,772	\$2,345,073	\$2,658,276	\$2,791,592	\$2,932,305
TOTAL REVENUE	\$10,716,000	\$11,442,000	\$12,338,000	\$13,417,000	\$14,519,000	\$15,736,000	\$16,515,000	\$17,526,000	\$18,406,000	\$19,128,000
Costs										
Operating Costs										
Local Fixed Route	\$4,187,267	\$4,454,267	\$4,717,137	\$5,003,772	\$5,329,766	\$5,652,994	\$5,995,866	\$6,359,577	\$6,745,395	\$7,154,664
Regional	\$2,137,333	\$2,701,916	\$2,782,974	\$2,866,463	\$3,416,424	\$3,518,916	\$3,624,484	\$4,897,616	\$5,044,544	\$5,195,881
Intercounty	\$784,552	\$872,735	\$970,831	\$1,079,952	\$1,201,339	\$1,336,369	\$1,486,577	\$1,653,668	\$1,839,541	\$2,046,305
Paratransit	\$1,404,483	\$1,496,998	\$1,569,142	\$1,611,789	\$1,656,316	\$1,702,806	\$1,751,346	\$1,802,027	\$1,854,942	\$1,910,193
Subtotal Operating	\$8,513,635	\$9,525,917	\$10,040,084	\$10,561,976	\$11,603,844	\$12,211,085	\$12,858,272	\$14,712,887	\$15,484,422	\$16,307,042
Capital	\$1,868,699	\$3,218,200	\$859,567	\$1,934,508	\$3,031,763	\$2,601,043	\$4,076,115	\$7,506,760	\$4,273,680	\$4,114,840
TOTAL COSTS	\$10,382,334	\$12,744,117	\$10,899,651	\$12,496,485	\$14,635,607	\$14,812,128	\$16,934,388	\$22,219,647	\$19,758,102	\$20,421,883
Revenues minus Costs (annual)	\$333,666	(\$1,302,117)	\$1,438,349	\$920,515	(\$116,607)	\$923,872	(\$419,388)	(\$4,693,647)	(\$1,352,102)	(\$1,293,883)
Net during period	\$333,666	(\$968,450)	\$469,899	\$1,390,415	\$1,273,808	\$2,197,680	\$1,778,292	(\$2,915,355)	(\$4,267,456)	(\$5,561,339)

Figure 9-3 Summary of Constrained Costs and Revenues of North County Transit Without Renewed Measure D

Fiscal Year	Short -Term Financial Plan					Long-Term Financial Plan				
	FY 2006/07	FY 2007/08	FY 2008/09	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13	FY 2013/14	FY 2014/15	FY 2015/16
Revenues:										
Federal										
Section 5307	\$2,802,326	\$3,039,038	\$3,232,624	\$3,329,603	\$3,429,491	\$3,532,376	\$3,638,347	\$3,747,497	\$3,859,922	\$3,975,720
Section 5311	\$186,349	\$197,250	\$208,789	\$215,053	\$221,504	\$228,149	\$234,994	\$242,044	\$249,305	\$256,784
Other FTA	\$181,971	\$191,070	\$200,623	\$206,642	\$212,841	\$219,226	\$225,803	\$232,577	\$239,554	\$246,741
CMAQ	\$228,000	\$228,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Federal	\$3,398,646	\$3,655,358	\$3,642,036	\$3,751,297	\$3,863,836	\$3,979,751	\$4,099,144	\$4,222,118	\$4,348,781	\$4,479,245
Local										
LTF	\$4,446,041	\$5,246,140	\$6,034,592	\$6,877,727	\$7,778,657	\$8,740,657	\$9,255,119	\$9,796,753	\$10,383,117	\$10,798,442
STA	\$644,923	\$670,719	\$697,548	\$725,450	\$754,468	\$784,647	\$816,033	\$848,674	\$882,621	\$917,926
Measure D										
Regional	\$500,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Paratransit	\$75,555	\$78,578	\$81,721	\$84,990	\$0	\$0	\$0	\$0	\$0	\$0
Fares	\$1,650,606	\$1,791,144	\$1,882,014	\$1,977,895	\$2,122,538	\$2,230,772	\$2,345,073	\$2,468,995	\$2,599,781	\$2,737,828
TOTAL REVENUE	\$10,716,000	\$11,442,000	\$12,338,000	\$13,417,000	\$14,519,000	\$15,736,000	\$16,515,000	\$17,337,000	\$18,214,000	\$18,933,000
Costs										
Operating Costs										
Local Fixed Route	\$4,187,267	\$4,454,267	\$4,717,137	\$5,003,772	\$5,329,766	\$5,652,994	\$5,995,866	\$6,359,577	\$6,745,395	\$7,154,664
Regional	\$2,137,333	\$2,701,916	\$2,782,974	\$2,866,463	\$3,416,424	\$3,518,916	\$3,624,484	\$3,733,218	\$3,845,215	\$3,960,571
Intercounty	\$784,552	\$840,412	\$900,249	\$964,347	\$1,033,008	\$1,106,558	\$1,185,345	\$1,269,742	\$1,360,148	\$1,456,990
Paratransit	\$1,404,483	\$1,496,998	\$1,569,142	\$1,611,789	\$1,656,316	\$1,702,806	\$1,751,346	\$1,802,027	\$1,854,942	\$1,910,193
Subtotal Operating	\$8,513,635	\$9,493,593	\$9,969,502	\$10,446,371	\$11,435,513	\$11,981,274	\$12,557,041	\$13,164,563	\$13,805,699	\$14,482,418
Capital	\$1,868,699	\$1,827,700	\$2,291,782	\$2,917,963	\$3,054,274	\$3,737,131	\$3,920,889	\$4,059,013	\$4,180,784	\$4,384,493
TOTAL COSTS	\$10,382,334	\$11,321,293	\$12,261,284	\$13,364,334	\$14,489,787	\$15,718,406	\$16,477,929	\$17,223,576	\$17,986,483	\$18,866,912
Revenues minus Costs (annual)	\$333,666	\$120,707	\$76,716	\$52,666	\$29,213	\$17,594	\$37,071	\$113,424	\$227,517	\$66,088
Net during period	\$333,666	\$454,373	\$531,089	\$583,756	\$612,969	\$630,563	\$667,634	\$781,058	\$1,008,575	\$1,074,663

Capital Costs

The capital costs for this plan were estimated based on the assumption that existing fleets will be maintained and replaced, and service expansion may require additional equipment and facilities. Short Range Transit Plans (SRTPs) for each operator were reviewed, and agency staff was consulted to confirm current and projected capital needs. Costs were projected on a year-by-year basis in three categories:

- Vehicle needs based on existing services (Replacement)
- Vehicle needs based on new/enhanced services (Expansion)
- Other recommended capital projects

Figure 9-4 shows a year-by-year cost schedule assuming a 3% annual inflation rate of all capital costs.

Figure 9-4 Preliminary Capital Cost Projections: Fixed Route Service

Fiscal Year	Short-Term Capital Plan					Long-Term Capital Plan				
	FY 2006/07	FY 2007/08	FY 2008/09	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13	FY 2013/14	FY 2014/15	FY 2015/16
LOCAL SERVICE										
COLT(1)										
Replacement bus	\$180,000	\$92,700	\$95,481	\$393,382	\$0	\$0	\$0	\$221,377	\$114,009	\$117,430
Other	\$45,000	\$30,000	\$30,900	\$31,827	\$407,951	\$420,190	\$432,796	\$2,495,569	\$2,570,436	\$2,647,549
Guadalupe Shuttle (2)										
Replacement bus	\$320,000	\$0	\$0	\$0	\$0	\$0	\$382,097	\$0	\$0	\$0
Other	\$10,000	\$10,300	\$10,609	\$10,927	\$11,255	\$11,593	\$11,941	\$12,299	\$12,668	\$13,048
SMAT (3)										
Replacement bus	\$1,140,000	\$329,600	\$381,924	\$349,673	\$562,754	\$370,968	\$214,929	\$2,976,295	\$0	\$0
Other	\$150,000	\$150,000	\$150,000	\$100,000	\$1,228,509	\$1,265,364	\$1,303,325	\$1,137,446	\$1,171,569	\$1,206,716
SYVT(4)										
Replacement bus	\$0	\$0	\$95,481	\$98,345	\$0	\$0	\$214,929	\$0	\$0	\$117,430
Other	\$1,844	\$10,000	\$10,300	\$10,609	\$10,927	\$11,255	\$11,593	\$11,941	\$12,299	\$12,668
SMOOTH(5)										
Replacement bus	\$0	\$278,100	\$84,872	\$338,745	\$810,366	\$0	\$0	\$98,390	\$392,699	\$0
REGIONAL SERVICE										
Breeze (6)										
Replacement bus	\$0	\$0	\$0	\$0	\$0	\$0	\$429,859	\$0	\$0	\$0
Other	\$21,855	\$0	\$0	\$109,273	\$0	\$0	\$0	\$0	\$0	\$0
Clean Air Express (7)										
Replacement bus	\$0	\$1,390,500	\$0	\$0	\$0	\$0	\$537,324	\$0	\$0	\$0
Expansion bus	\$0	\$0	\$0	\$0	\$0	\$0	\$537,324	\$0	\$0	\$0
Guadalupe Flyer (8)										
County Shuttle (New Cuyama & Los Alamos) (9)										
Valley Express (10)										
Replacement bus	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Expansion bus	\$0	\$463,500	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
INTERCOUNTY SERVICE										
RTA Route 10 (11)										
Replacement bus	\$0	\$463,500	\$0	\$491,727	\$0	\$0	\$0	\$0	\$0	\$0
Other	\$0	\$0	\$0	\$0	\$0	\$521,673	\$0	\$553,443	\$0	\$0
TOTAL CAPITAL	\$1,868,699	\$3,218,200	\$859,567	\$1,934,508	\$3,031,763	\$2,601,043	\$4,076,115	\$7,506,760	\$4,273,680	\$4,114,840

Notes:

- Replacement schedule assumes replacement of DAR vans in 5 years, small bus/cutaways in 7 years, medium duty urban transit buses in 12 years, and heavy duty interregional buses in 15 years
- All replacement schedules based on age of current vehicle inventory; may conflict with short term schedules in operator SRTP's
- Bus costs are estimated at \$40,000 for DAR van (10-12 passenger), \$90,000 for small bus/vans (16-20 passenger cut-away), \$320,000 for urban transit bus (20-30 passenger) and \$450,000 for heavy-duty interregional bus (40+ passengers)
- Bus costs assumed to increase at 3% annually
- This analysis assumes that minimal capital facilities (other than buses) are required during the projection period except as specifically noted by operator
- (1) 2008 "other capital" from June 2003 SRTP, with assumed annual other capital of \$30,000 annually from 2007/8 for bus stops, shelters, etc. Also includes a transfer center (\$1 million in 2006\$) implemented in 2010-12, and a transit operations center (\$6 million in 2006\$) in 2013-15 per Richard Fernbaugh 8/1/06.
- (2) Includes Guadalupe Flyer, assumes \$15,000 annually for misc. capital expenses
- (3) Other capital Based on 2005 SRTP Capital Plan (through FY 2008/09), extended through period. Includes two new transfer centers to serve expanded intercommunity service, at total cost of 5.5 million (2006\$) per Michael Seden-Hansen
- (4) Other capital based on SYVT SRTP Capital and Finance Plan (2003), assumes \$10,000 in misc capital expenses per year.
- (5) Includes County Shuttle
- (6) No required replacements through plan period. Assumes an additional \$100,000 (2006\$) misc. capital outlay on start of expanded intercommunity service, per Michael Seden Hansen
- (7) Assumes expansion requires one interregional bus in 2012/13.
- (8) Included with Shuttle
- (9) Included with SMOOTH
- (10) Assumes one additional bus for expanded service in 2007/8
- (11) Assumes the replacement of two buses in RTA's fleet to serve Route 10 specifically, as well as two expansion buses; this is an approximation based on the total fleet replacement needs of RTA over the period, as well as planned expansion of Route 10, per Eliane Guillot 8/6/06

This Page Intentionally Left Blank.

Vehicle Replacement

Vehicle replacement is by far the largest capital need, and will total \$12.6 million (in 2006\$) during the ten year period.

Vehicle replacement schedules were developed for each service based on the age of the current fleet. Due to the large number of services, vehicles, and vehicle types, the general assumptions listed in Figure 9-5 below were used to construct the replacement cost schedule.

Figure 9-5 Vehicle Replacement Assumptions

Vehicle Type	Passenger Seats	Useful Life	Cost (2006\$)
DAR van	8-12	5	\$40,000
Cutaway/small bus	16-25	7	\$90,000
Urban bus	25-45	12	\$320,000
Regional bus	45+	15	\$500,000

The vehicle replacement assumptions were used to create a vehicle replacement schedule. Figure 9-6 presents the assumptions and replacement years by operator.

Figure 9-6 Vehicle Replacement Schedule

Quantity	Year	Make	Capacity	Useful Life	Replacement Year(s)
COLT					
2	1999	Ford Aerotech	22	7	2006, 2013
1	2000	Ford Aerotech	22	7	2007, 2014
1	2001	Ford Aerotech	22	7	2008, 2015
4	2002	Ford Aerotech	22	7	2009
4	2005	Chev Tor Kick Bus	30	12	N/A
SMAT					
3	2004	Gillig	32	12	2016
6	2001	Gillig	32	12	2013
1	1995	CityLiner	29	12	2007
3	1988	New Flyer	43	12	2006 ¹
1	1998	Goshen	21	12	2010
1	1999	BlueBird	30	12	2011
1	2001	BlueBird	30	12	2013
2	2003	Aerotech	22	7	2010
2	2005	Aerotech	18	7	2012
4	2001	Aerotech	22	7	2008
1	1997	Transmark	29	12	2009
2	1999	Aerotech	14-16	7	2006, 2013
SYVT					
1	2001	Ford	16	7	2008, 2015
1	2002	Ford	16	7	2009
2	2005	Ford	16	7	2012
Guadalupe Shuttle/Flyer					
1	2000	El Dorado	28	12	2012
1	1993	MST	26	12	2006 ¹
1	2005	Gillig	32	12	N/A
SMOOTH					
3	2000	Ford Aerotech	20	7	2007, 2014
3	2002	Ford Goshen	20	7	2009, 2016
1	2004	GMC	12	5	2009,2014
8	2003	Ford Aerotech	14	7	2010
2	2003	Chevy Corporal	10	5	2008, 2013
Breeze Bus					
4	2005	Optima Opus	23	7	2012
Clean Air Express					
7	2003	MCI D4500	55	15	N/A
4	1997	MCI 102DL3	55	15	2012
1	1982	MCI 9	47	15	2006 ¹
1	1981	MCI 9	47	15	2007
1	1981	MCI 9	49	15	2006 ¹
Coastal Express					
5	2003	Van Hool, C2045	57	15	N/A
RTA Route 10 ²					
3	1995	Gillig	43	12	2007
3	1997	Gillig	43	12	2009
5	1999	Gillig	43	12	2011
7	2003	Gillig	43	12	2015
Valley Express					
2	2004	MCI	57	15	N/A
3	2004	MCI	49	15	N/A
Los Alamos Shuttle					
Included in SMOOTH inventory					

¹ Vehicles that are currently beyond their useful life are assume to be replaced in FY 2007/08.

² RTA vehicle inventory is for all services. In the plan it is assumed the two vehicles serve Route 10 and are replaced with North County transit funds

Source: Transit Operators

Expansion Vehicles

Conversations with local fixed route operators revealed that, for planning purposes, none are currently projecting significant expansion of service hours during the period, and no additional vehicles are required. Expansion vehicle requirements, therefore, were estimated only for regional and inter-county services in which enhancements or expansions are recommended in this plan. Even these vehicle requirements are quite modest, given that most of the service expansions are during the mid-day or weekend periods which typically do not require additional vehicles. Figure 9-7 presents vehicle expansion requirements. In the short term, one additional vehicle is recommended for the Valley Express. To meet long term needs, an additional Clean Air Express vehicle will be required. RTA Route 10 will need approximately two additional vehicles to serve North Santa Barbara County.

The total cost of vehicle expansion is projected to \$1.8 million (2006\$) during the ten year projection period.

Figure 9-7 Expansion Vehicle Requirements

Service	Vehicle	Year Required
Valley Express	Regional Bus	FY 2007/08
Clean Air Express	Regional Bus	FY 2012/13
RTA Route 10	Regional Bus	FY 2011/12, FY 2013/14

Source: Transit Operators, Nelson\Nygaard

Miscellaneous Capital

Operators have capital needs beyond vehicles. These needs include construction and replacement of bus stops and shelters, and miscellaneous small capital purchases associated with vehicle maintenance and storage. In this analysis, SRTPs and conversations with operators provided basic assumptions for these miscellaneous needs. Annual costs were projected over the period for local operators including COLT, SMAT, and SYVT. In addition to these costs, operators identified additional one-time capital expenses for Breeze (for bus stops), and for two new transit centers in Santa Maria to accommodate enhanced regional bus service, and for a new transit operations center and transit center for COLT. Miscellaneous capital needs are projected to total nearly \$15.3 million during the ten-year planning period as shown in Figure 9-8. The majority of these costs are for the capital projects in Santa Maria and Lompoc.

Santa Barbara MTD is also improving its transit center to serve regional buses, but this cost is not included in this analysis.

Figure 9-8 Miscellaneous Capital Costs

Agency	Projects	Cost (2006\$)
COLT	Bus Stop, Shelter, etc	\$350,000
COLT	Transit Ops, Transfer Center	\$7,000,000
Guadalupe	Bus Stop, Shelter, etc	\$115,000
SMAT	Bus Stop, Shelter, etc	\$1,239,000
SMAT	Transfer Centers	\$6,353,000
SYVT	Bus Stop, Shelter, etc	\$103,000
Breeze	Bus Stop, Shelter, etc	\$131,000
TOTAL		\$15,291,000

Source: Transit Operators, Nelson\Nygaard

Operating Costs

Fixed Route Operating Costs

The operating costs for this plan were projected based on the current cost structure of North County operators, including their cost per service hour. All costs were increased at 3% annually to account for inflation.

Projected base service hours during the period were culled from SRTPs and supplemented by interviews with operators. Local services are estimated to grow at 3% annually through the projection period. As detailed in Chapters 7 and 8, additional service hours were included to meet the enhanced service recommendations for SYVT, Breeze, Guadalupe Flyer, Valley Express and other services. These incremental service enhancements are projected to be added every three years starting in FY 2007/08. Over 15,000 hours of regional service will be added by the end of the period, an increase of 15%. Fully inflated, fixed route costs will increase from \$7.1 million in FY 2006/07 to \$14.4 million in FY 2015/16. Figure 9-9 provides year-by-year estimates of fixed route costs, by service.

These costs are based on the recommended service plan, and are financially unconstrained. Without Measure D reauthorized, deficits are projected in several years. A financially constrained scenario is presented to close the funding gap. Please refer to Figure 9-3 and discussion on page 9-26.

Paratransit (Dial-a-Ride) Operating Costs

Paratransit operating costs are also projected for the ten-year planning period. The complementary paratransit service provided by COLT, SMAT, SYVT and SMOOTH are projected to grow at 1.5% annually during the period. Figure 9-10 summarizes paratransit operating costs. Due to inflation and expanded service, costs are expected to grow from \$1.4 to \$1.9 million during the period.

Figure 9-9 Preliminary Operating Cost Projections: Fixed Route Service

	Short -Term Financial Plan					Long term Financial Plan				
	FY 2006/07	FY 2007/08	FY 2008/09	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13	FY 2013/14	FY 2014/15	FY 2015/16
LOCAL SERVICE										
COLT(1)										
Service Hours	23,042	23,733	24,445	25,179	25,934	26,712	27,513	28,339	29,189	30,065
Cost/Hour	\$59.46	\$61.24	\$63.08	\$64.97	\$66.92	\$68.93	\$71.00	\$73.13	\$75.32	\$77.58
Subtotal Operating Costs	\$1,370,077	\$1,453,515	\$1,542,034	\$1,635,944	\$1,735,573	\$1,841,269	\$1,953,403	\$2,072,365	\$2,198,572	\$2,332,465
SMAT(2)										
Service Hours	42,667	43,812	45,000	46,350	47,741	49,173	50,648	52,167	53,732	55,344
Cost/Hour	\$58.00	\$59.74	\$61.53	\$63.38	\$65.28	\$67.24	\$69.26	\$71.33	\$73.47	\$75.68
Subtotal Operating Costs	\$2,474,686	\$2,617,329	\$2,768,949	\$2,937,578	\$3,116,476	\$3,306,270	\$3,507,622	\$3,721,236	\$3,947,859	\$4,188,284
SYVT(3)										
Service Hours	6,700	7,282	7,489	7,702	8,303	8,529	8,762	9,002	9,249	9,504
Cost/Hour	\$51.12	\$52.65	\$54.23	\$55.86	\$57.54	\$59.26	\$61.04	\$62.87	\$64.76	\$66.70
Subtotal Operating Costs	\$342,504	\$383,424	\$406,154	\$430,250	\$477,716	\$505,454	\$534,841	\$565,976	\$598,963	\$633,916
Subtotal Local Operating Costs	\$4,187,267	\$4,454,267	\$4,717,137	\$5,003,772	\$5,329,766	\$5,652,994	\$5,995,866	\$6,359,577	\$6,745,395	\$7,154,664
REGIONAL SERVICE										
Breeze (2)										
Service Hours	4,100	5,116	5,116	5,116	6,092	6,092	6,092	6,872	6,872	6,872
Cost/Hour	\$90.91	\$93.64	\$96.45	\$99.34	\$102.32	\$105.39	\$108.55	\$111.81	\$115.16	\$118.62
Subtotal Operating Costs	\$372,731	\$479,048	\$493,420	\$508,222	\$623,333	\$642,033	\$661,294	\$768,343	\$791,394	\$815,136
Clean Air Express (4)										
Service Hours	7,340	9,118	9,118	9,118	10,990	10,990	10,990	14,916	14,916	14,916
Cost/Hour	\$172.81	\$177.99	\$183.33	\$188.83	\$194.50	\$200.33	\$206.34	\$212.53	\$218.91	\$225.48
Subtotal Operating Costs	\$1,268,425	\$1,622,952	\$1,671,641	\$1,721,790	\$2,137,546	\$2,201,672	\$2,267,723	\$3,170,165	\$3,265,270	\$3,363,228
Guadalupe Flyer (5)										
Service Hours	4,926	5,180	5,180	5,180	5,180	5,180	5,180	5,434	5,434	5,434
Cost/Hour	\$47.94	\$49.38	\$50.86	\$52.39	\$53.96	\$55.58	\$57.24	\$58.96	\$60.73	\$62.55
Subtotal Operating Costs	\$236,152	\$255,779	\$263,452	\$271,356	\$279,497	\$287,882	\$296,518	\$320,389	\$330,001	\$339,901
Cuyama (6)										
Service Hours	791	791	791	791	791	791	791	791	791	791
Cost/Hour	\$18.75	\$19.31	\$19.89	\$20.49	\$21.10	\$21.74	\$22.39	\$23.06	\$23.75	\$24.46
Subtotal Operating Costs	\$14,831	\$15,276	\$15,734	\$16,207	\$16,693	\$17,193	\$17,709	\$18,241	\$18,788	\$19,351
Los Alamos (6)										
Service Hours	607	607	607	607	607	607	607	607	607	607
Cost/Hour	\$39.85	\$41.05	\$42.28	\$43.55	\$44.85	\$46.20	\$47.58	\$49.01	\$50.48	\$52.00
Subtotal Operating Costs	\$24,189	\$24,915	\$25,662	\$26,432	\$27,225	\$28,042	\$28,883	\$29,749	\$30,642	\$31,561
Valley Express (7)										
Service Hours	2,273	3,035	3,035	3,035	3,035	3,035	3,035	4,940	4,940	4,940
Cost/Hour	\$97.23	\$100.15	\$103.15	\$106.25	\$109.43	\$112.72	\$116.10	\$119.58	\$123.17	\$126.86
Subtotal Operating Costs	\$221,004	\$303,946	\$313,064	\$322,456	\$332,130	\$342,094	\$352,357	\$590,728	\$608,450	\$626,704
Subtotal Regional Operating Costs	\$2,137,333	\$2,701,916	\$2,782,974	\$2,866,463	\$3,416,424	\$3,518,916	\$3,624,484	\$4,897,616	\$5,044,544	\$5,195,881
INTERCOUNTY SERVICE										
RTA Route 10 (8)										
Service Hours	8,595	9,283	10,025	10,827	11,693	12,629	13,639	14,730	15,909	17,181
Cost/Hour	\$91.28	\$94.02	\$96.84	\$99.74	\$102.74	\$105.82	\$108.99	\$112.26	\$115.63	\$119.10
Subtotal Operating Costs	\$784,552	\$872,735	\$970,831	\$1,079,952	\$1,201,339	\$1,336,369	\$1,486,577	\$1,653,668	\$1,839,541	\$2,046,305
Subtotal Intercounty Operating Costs	\$784,552	\$872,735	\$970,831	\$1,079,952	\$1,201,339	\$1,336,369	\$1,486,577	\$1,653,668	\$1,839,541	\$2,046,305
TOTAL Operating Costs	\$7,109,152	\$8,028,919	\$8,470,942	\$8,950,187	\$9,947,528	\$10,508,279	\$11,106,926	\$12,910,861	\$13,629,479	\$14,396,850

Notes:

Service/Cost/Patronage Assumptions

FY 2006/07 assumes status quo service levels.

FY 2007/08 through FY 2009/10 includes recommended short term service improvements.

FY 2010/11 through FY 2015/16 includes incremental service enhancements based on priorities.

Base service levels increased at 3% per year for local services, unless otherwise instructed by staff.

Costs per service hour: Projected to increase at 3% annually.

(1) Base service hours and passengers based on telecommunication with Richard Ferbnaugh, City of Lompoc, 7/6/2006

(2) Base service hours and passengers based on telecommunication with Michael Seton-Hanson, City of Santa Maria, 7/7/2006

(3) Base service hours and passengers (through 2008/9) based on email communication with Brad Vidro, City of Solvang, 7/6/2006

(4) Data based on Working Paper #1

(5) Guadalupe Shuttle and Flyer are combined and presented under Regional Service; data based on Working Paper #1

(6) Los Alamos and New Cuyama data provided by Matt Dobberteen, 7/13/06

(7) Base service hours and passengers based on telecommunication with Steve Maas, MTD, 7/6/2006

(8) Eliane Guillot, SLOCOG, email communication on 7/7/06, 8/8/06

This page intentionally left blank.

Figure 9-10 Preliminary Operating Cost Projections: Dial-A-Ride Service

	Short - Term Financial Plan					Long-Term Financial Plan				
	FY 2006/07	FY 2007/08	FY 2008/09	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13	FY 2013/14	FY 2014/15	FY 2015/16
LOCAL SERVICE										
COLT (1)										
Service Hours	8,100	8,222	8,345	8,470	8,597	8,726	8,857	8,990	9,125	9,261
Cost/Hour	\$59.46	\$61.24	\$63.08	\$64.97	\$66.92	\$68.93	\$71.00	\$73.13	\$75.32	\$77.58
Subtotal Operating Costs	\$441,590	\$503,516	\$526,401	\$550,326	\$575,338	\$601,487	\$628,825	\$657,405	\$687,284	\$718,521
Guadalupe Shuttle (2)										
SMAT (3)										
Service Hours (includes Health Service)	10,320	10,475	10,632	10,791	10,953	11,118	11,284	11,454	11,625	11,800
Cost/Hour	\$58.00	\$59.74	\$61.53	\$63.38	\$65.28	\$67.24	\$69.26	\$71.33	\$73.47	\$75.68
Subtotal Operating Costs	\$554,127	\$567,484	\$598,782	\$598,782	\$598,782	\$598,782	\$598,782	\$598,782	\$598,782	\$598,782
SYVT (4)										
Service Hours	2,915	2,959	3,003	3,048	3,094	3,140	3,187	3,235	3,284	3,333
Cost/Hour	\$55.49	\$57.15	\$58.87	\$60.64	\$62.45	\$64.33	\$66.26	\$68.25	\$70.29	\$72.40
Subtotal Operating Costs	\$161,753	\$169,105	\$176,791	\$184,826	\$193,226	\$202,008	\$211,190	\$220,788	\$230,823	\$241,314
SMOOTH (5)										
Subtotal Operating Costs	\$247,012	\$256,893	\$267,169	\$277,855	\$288,970	\$300,528	\$312,550	\$325,051	\$338,054	\$351,576
Projected Revenue	\$12,351	\$12,845	\$13,358	\$13,893	\$14,448	\$15,026	\$15,627	\$16,253	\$16,903	\$17,579
Total Operating Costs	\$1,404,483	\$1,496,998	\$1,569,142	\$1,611,789	\$1,656,316	\$1,702,806	\$1,751,346	\$1,802,027	\$1,854,942	\$1,910,193

Notes:

Costs per service hour assumed to inflate at 3% annually

Service hours assumed to inflate 1.5% annually

(1) Operating assumptions provided by COLT staff, 7/8/06

(2) No local ADA service.

(3) Operating assumptions provided by SMAT staff, 7/9/06

(4) Operating assumptions provided by SYVT staff, 7/8/06

(5) For these projections, only operating costs for the CTSA function funded by TDA funds are included. SMOOTH's other operating costs are covered by contracts and donations

Review of Current Funding Sources

This section presents an overview of the funds currently used by North County transit services. Funding sources vary by type of transit service as discussed below.

Local Services

Local services in Northern Santa Barbara County, such as COLT, SMAT, SYVT, and the Guadalupe Shuttle are funded largely through TDA and Federal Section 5307 funds. Each agency covers over 80% of operating costs from these two sources. The Los Alamos Shuttle, which is technically a regional service, is also largely funded by these sources. Fares provide operating support ranging from 7% for the Los Alamos Shuttle to 16% for SMAT's service. Other sources include local Measure D for COLT. These sources typically provide dependable on-going support for these services, as well as a high degree of local control.

Figure 9-11 Operating Revenues for Local Services

	COLT		SMAT		SYVT		Los Alamos Shuttle	
	Budget 05/06	Percent (%)	Budget 05/06	Percent (%)	Budget 05/06	Percent (%)	Budget 05/06	Percent (%)
Passenger Fares	\$96,250	8%	\$397,000	16%	\$43,000	7%	\$2,310	7%
TDA/STA	\$470,931	37%	\$982,745	41%	\$408,113	69%	\$30,690	93%
FTA Section 5307/5311	\$633,209	50%	\$982,745	41%	\$137,848	23%	\$0	0%
Measure D	\$77,000	6%	\$0	0%	\$0	0%	\$0	0%
Other Grants/Donations	\$0	0%	\$60,000	2%	\$0	0%	\$0	0%
Total Operating Revenues	\$1,277,390	100%	\$2,422,490	100%	\$588,961	100%	\$33,000	100%

Note: Budgets for fixed route only, with the exception of SYVT. Guadalupe Shuttle funding n/a.

Source: COLT, SMAT, City of Solvang (SYVT), Santa Barbara County (Los Alamos Shuttle).

Regional Services

Funding for regional services including the Breeze Bus, the Clean Air Express, and the Valley Express are generally more complex. As these services have been layered upon pre-existing local services, which already use a large percentage of federal and TDA sources, they have relied upon demonstration grants to fund their initial service. These sources include CMAQ, JARC, and Air Pollution Control District Grants, as well as TDA and Measure D to provide the required matching funds. APCD staff has indicated their plans to discontinue support for the Clean Air Express by the end of FY 2006/07. These services typically rely to a much greater degree on passenger fares; for example, fares are the largest single source of operating income on the Valley Express and Clean Air Express.

Over time, these services require sustainable funding to replace initial demonstration grants.

Figure 9-12 Operating Revenues for Regional Services

	Breeze Bus		Clean Air Express		Valley Express	
	Budget 05/06	Percent (%)	Budget 05/06	Percent (%)	Budget 05/06	Percent (%)
Passenger Fares	\$56,060	11%	\$745,000	55%	\$95,254	46%
TDA/STA	\$53,933	11%	\$0	0%	\$0	0%
CMAQ Demonstration Funds	\$395,507	77%	\$192,000	16%	\$90,271	43%
Measure D	\$0	0%	\$209,000	18%	\$0	0%
Air Pollution Control District	\$0	0%	\$133,000	11%	\$0	0%
Misc. (Advertising, other)	\$0	0%	\$0	0%	\$0	0%
Other	\$6,500	1%	\$0	0%	\$22,568	11%
Total Operating Revenues	\$512,000	100%	\$1,279,000	100%	\$208,093	100%

Sources: SMAT (Breeze), SBCAG (Clean Air Express), and MTD (Valley Express).

Intercounty Services

Intercounty services in North County include RTA's Route 10 which links San Luis Obispo with Santa Barbara County. This service relies on bi-county funding arrangements and generally uses the same funding sources as other services, with a heavy reliance on Section 5307 and TDA funding, as well Section 5311(f) funding for rural intercity service.

Figure 9-13 Operating Revenues for Intercounty Services

	RTA Route 10	
	Budget 05/06	Percent (%)
Passenger Fares	\$97,577	13%
TDA/STA	\$428,779	57%
FTA Section 5307	\$162,500	22%
FTA Section 5311 and 5311(f)	\$58,287	8%
Measure D	\$0	0%
Total Operating Revenues	\$747,143	100%

Source: RTA.

Revenue Projections

This section projects funding that should be available for transit service in North Santa Barbara County over the next decade to implement the planned service enhancements. Figure 9-14 summarizes these revenues for each year. *Without* renewal of Measure D, revenue is projected to increase from \$10.7 million in FY 2006/07 to \$19.1 million in FY 2015/16. *With* passage of Measure D, revenues are expected to more than double by FY 2015/16, to \$23.8 million.

Federal Funds

With the passage of the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users "SAFETEA-LU" in 2005, federal transit funding levels have been established through FY 2009. To project funding through 2015, we assume that funding will increase at 3% annually after 2009.

Section 5307 Urban Area Funds

Urbanized areas over 50,000 in population receive formula funding through the Section 5307 urbanized area grant program. These areas include Santa Barbara, Santa Maria, and Lompoc, and incorporate 93% of Santa Barbara County's population. The Santa Maria Urbanized Area extends north into portions of South San Luis Obispo County and includes the Nipomo area. Years 2010 through 2015 assume growth of 3.0% per year, which is conservatively slower than growth during the SAFETEA-LU period.

Section 5311

In SAFETEA-LU, funding for the Section 5311 formula grant program supporting transit in rural areas and small urban areas (less than 50,000 in population) was nearly doubled, and in the first year of the new program (2006) Santa Barbara County's program increased by 157%. However, only seven percent of Santa Barbara County lives in small urban or rural communities that are eligible for Section 5311 funding. Guadalupe and Solvang are the only rural/small urban communities that operate transit services in Santa Barbara County, and thus split the 5311 funds according to population served. Solvang uses Section 5311 funding to support SYVT, while Guadalupe uses it to support the Guadalupe Flyer. In SAFETEA-LU, statewide 5311 funding will increase at approximately 5.9% per year. This analysis assumes an increase of 3% annually after 2009.

Figure 9-14 Preliminary Revenue Projections: With and Without Measure D Renewal

Fiscal Year	Short -Term Service Plan					Long term Service Plan				
	FY 2006/07	FY 2007/08	FY 2008/09	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13	FY 2013/14	FY 2014/15	FY 2015/16
FEDERAL (1)										
Section 5307										
Lompoc	\$926,547	\$1,004,813	\$1,068,824	\$1,100,889	\$1,133,915	\$1,167,933	\$1,202,971	\$1,239,060	\$1,276,232	\$1,314,519
Santa Maria (2)	\$1,875,779	\$2,034,225	\$2,163,800	\$2,228,714	\$2,295,575	\$2,364,443	\$2,435,376	\$2,508,437	\$2,583,690	\$2,661,201
Section 5311										
Guadalupe	\$40,437	\$42,802	\$45,306	\$46,665	\$48,065	\$49,507	\$50,992	\$52,522	\$54,098	\$55,721
Solvang	\$145,912	\$154,448	\$163,483	\$168,387	\$173,439	\$178,642	\$184,002	\$189,522	\$195,207	\$201,063
JARC (3)	\$113,378	\$119,047	\$124,999	\$128,749	\$132,612	\$136,590	\$140,688	\$144,908	\$149,256	\$153,733
New Freedom (3)	\$68,593	\$72,023	\$75,624	\$77,892	\$80,229	\$82,636	\$85,115	\$87,669	\$90,299	\$93,008
CMAQ (4)	\$228,000	\$228,000								
LOCAL										
LTF(5)										
Lompoc (inc county)	\$896,410	\$1,188,646	\$1,442,224	\$1,714,186	\$2,005,597	\$2,317,579	\$2,410,282	\$2,506,693	\$2,606,961	\$2,711,240
Santa Maria (inc county)	\$2,500,063	\$2,821,650	\$3,166,188	\$3,533,775	\$3,925,702	\$4,343,330	\$4,517,064	\$4,697,746	\$4,885,656	\$5,081,082
Guadalupe	\$212,779	\$221,290	\$230,142	\$239,347	\$248,921	\$258,878	\$269,233	\$280,003	\$291,203	\$302,851
Solvang (inc. county and Buellton)	\$486,687	\$506,154	\$526,401	\$547,457	\$569,355	\$592,129	\$615,814	\$640,447	\$666,065	\$692,707
Unincorp County	\$121,800	\$270,966	\$422,707	\$586,154	\$762,000	\$950,976	\$1,153,851	\$1,371,434	\$1,620,785	\$1,885,617
SMOOTH	\$228,302	\$237,434	\$246,931	\$256,809	\$267,081	\$277,764	\$288,875	\$300,430	\$312,447	\$324,945
STA (6)										
Lompoc/COLT	\$181,089	\$188,333	\$195,866	\$203,700	\$211,849	\$220,322	\$229,135	\$238,301	\$247,833	\$257,746
Santa Maria/SMAT	\$355,040	\$369,242	\$384,012	\$399,372	\$415,347	\$431,961	\$449,239	\$467,209	\$485,897	\$505,333
Guadalupe	\$17,261	\$17,951	\$18,669	\$19,416	\$20,193	\$21,000	\$21,840	\$22,714	\$23,622	\$24,567
Solvang/Buellton/SYVT	\$68,285	\$71,017	\$73,857	\$76,812	\$79,884	\$83,080	\$86,403	\$89,859	\$93,453	\$97,191
Unincorp County	\$4,537	\$4,718	\$4,907	\$5,103	\$5,307	\$5,520	\$5,740	\$5,970	\$6,209	\$6,457
SMOOTH	\$18,710	\$19,459	\$20,237	\$21,047	\$21,889	\$22,764	\$23,675	\$24,622	\$25,606	\$26,631
Current Measure D										
Measure D Regional Program (7)	\$500,000									
Measure D Local Program (8)										
Measure D Paratransit										
SMAT	\$46,082	\$47,926	\$49,843	\$51,837						
COLT	\$21,302	\$22,154	\$23,040	\$23,961						
SYVT	\$8,171	\$8,498	\$8,838	\$9,192						
New Measure D (9)										
Regional Program										
Interregional Bus (10)					\$1,033,333	\$1,074,667	\$1,117,653	\$1,162,359	\$1,208,854	\$1,257,208
Local/Regional Bus (11)					\$2,646,667	\$2,752,533	\$2,862,635	\$2,977,140	\$3,096,226	\$3,220,075
Transit Fare reductions(12)					\$150,000	\$156,000	\$162,240	\$168,730	\$175,479	\$182,498
Local Program (13)					\$0	\$0	\$0	\$0	\$0	\$0
Passenger Fares (14)										
Local Services	\$575,250	\$612,697	\$650,644	\$691,013	\$734,575	\$780,289	\$828,931	\$880,691	\$935,774	\$994,395
Regional Services	\$899,255	\$992,054	\$1,034,235	\$1,078,389	\$1,167,399	\$1,217,087	\$1,269,104	\$1,516,041	\$1,578,848	\$1,644,529
Inter-county Services	\$118,700	\$126,906	\$135,681	\$145,062	\$155,091	\$165,814	\$177,279	\$189,536	\$202,640	\$216,651
Dial a Ride	\$57,401	\$59,486	\$61,454	\$63,431	\$65,473	\$67,581	\$69,759	\$72,008	\$74,331	\$76,730
Total Revenues with Measure D renewal	\$10,716,000	\$11,442,000	\$12,338,000	\$13,417,000	\$18,349,000	\$19,719,000	\$20,658,000	\$21,834,000	\$22,887,000	\$23,788,000
Total Revenues without Measure D renewal	\$10,716,000	\$11,442,000	\$12,338,000	\$13,417,000	\$14,519,000	\$15,736,000	\$16,515,000	\$17,526,000	\$18,406,000	\$19,128,000

- (1) Federal funding levels are established in SAFETEA-LU through 2008/9. Thereafter, assumed to increase at 3% annually. In approximately 2013, appropriations will reflect the 2010 census, which should show relative growth of North County
- (2) The Nipomo area in San Luis Obispo County is a part of the Santa Maria Urbanized Area, a portion of these funds will be transferred to SLOCOG for use in that area.
- (3) For JARC and New Freedom Funds, 2006/07 distributions to Lompoc and Santa Maria urbanized areas are increased by 5% annually through end of SAFETEA-LU (2009/10), 3% thereafter. Additional JARC and New Freedom funds targeted to rural areas outside urbanized area boundaries through competitive application administered by the State of California.
- (4) Assumes continuation of FY 2005 CMAQ funding for Breeze and Valley Express through 2008. Pending state legislation may provide additional CMAQ phase-out funding.
- (5) Assumes conservative annual increase in sales tax of 4% per year in North County (SB County sales tax receipts increased at 5.9% annually over last ten years); LTF currently funding streets and roads is phased out gradually, over five years in Lompoc and Santa Maria and over eight years in unincorporated County.
- (6) STA estimates based on 05/06 allocations/ 06/07 figures should be available soon now that State Budget is final. Annual increase of 3.5% based on historical sales tax collection increase.
- (7) Regional Program is 29.5% of total. Amount indicated is for Clean Air Express (ends 2007)
- (8) Measure D Local Program is 70% of total. Localities may elect to use for transit purposes, but no transit projects are in current 4 year program of projects. County allocates 1,040,000 over remaining 4 years for "alternative transportation" but this plan assumes no local Measure D Program funds for transit.
- (9) Assumes that sales tax collections increase at an average of 3.5% per year, conservatively less than the 5.9% average over the past decade.
- (10) Interregional Bus Program funds service between North and South County and with adjoining counties. Assumes 50% of total funds services to/from/in North County
- (11) Service within North or South County region, including both local and inter-city service. Assumes North County gets 40% minimum per Measure D expenditure plan
- (12) Fare reductions by subsidizing specializes transit providers. Assumes North County providers receive half of total
- (13) Each city and county is required to invest a set percentage of local Measure D in "alternative transportation" which in addition to transit may include bike/ped, safe routes to school, traffic calming, fare subsidies and education. In North County this will raise over \$3 million per year. To be conservative, this analysis does not assume that any of this revenue will support transit
- (14) Passenger fares are based on passenger projections multiplied times the average fare per passenger. Fares are expected to increase 3% annually, on average.

This page intentionally left blank.

Job Access Reverse Commute (JARC) and New Freedom Programs

For the New Freedom and Elderly Individuals and Individuals with Disabilities and Job Access and Reverse Commute (JARC) programs, SAFETEA-LU requires that projects selected be derived from a coordinated plan beginning in FY 2007.

The JARC program funds are intended to support the capital and operating costs of transportation programs that connect welfare recipients and low-income residents to jobs and training. The New Freedom program is a completely new program in SAFETEA-LU, and provides funds to allow transportation providers to develop services and facilities for people with disabilities that go beyond those required by the Americans with Disabilities Act (ADA).

The published FY 2006/07 JARC and New Freedom funding levels for the Lompoc and Santa Maria urbanized areas were used as the basis for projecting these funds for North County. This analysis assumes they will increase 5% annually through the end of SAFETEA-LU (2009), and 3% per year thereafter.

Congestion Mitigation and Air Quality (CMAQ)

CMAQ funds are available to non-attainment areas for projects that improve air quality. Historically, Santa Barbara County received about \$3 million in CMAQ funds per year, and used them, in part, to purchase clean fuel buses and initiate new bus services, including the Clean Air Express, Coastal Express, Valley Express, and the Breeze. Santa Barbara County is now an attainment area by federal standards, so it no longer qualifies for these funds. Legislation to provide SBCAG and the AMBAG region with phase-out funding for the 2006/07 and 2007/08 fiscal years is currently pending. However, for this analysis only programmed funds of approximately \$460,000 are assumed to be available in the first two years of the plan.

Local Funds

Transportation Development Act

Transportation Development Act (TDA) funds provide the major source of revenue for transit services in North Santa Barbara County. As described in Chapter 3, Funding Context, these funds are based on state sales tax collections that are returned to local agencies. These funds consist of Local Transportation Funds (LTF) and State Transit Assistance (STA). Cumulatively, these funds are projected to supply \$87.1 million to transit in North County between 2006 and 2015.

Local Transportation Funds

At a county level, sales tax collections have increased at an average rate of 5.9% per year over the past decade according to data published by the State Board of Equalization.¹ We have conservatively estimated a sales tax growth rate of only 4.0% per year for the projection period for LTF funds growth. It should be noted that not all LTF funds in North County are used for transit purposes, as some localities also use these funds for streets and roads. In recent years, however, there has been a larger percentage of TDA funds being expended for transit services in North County. This trend is expected to continue in the next ten years. Based on the historical shift and with input from the Technical Advisory Committee, this projection assumes that, gradually over the period, all LTF funds will be transitioned to transit. In Lompoc and Santa Maria, this transition period will be completed within five years (by 2011) with the vast majority of increased funding for transit dedicated to local services. The County is also expected to increase its share of LTF funds on transit with 100% devoted to this purpose in eight years (by 2014). The longer period for the County is based on relatively less demand for transit due to its rural nature. LTF used for transit in North County is projected to grow from \$4.4 million in FY 2006/07 to \$10.8 million in FY 2015/16.

State Transit Assistance

STA projections for the ten-year planning period assume the STA also increases at a conservative annual rate of 4.0% per year, significantly less than the historical rate of 5.9% per year. Unlike LFT, STA may only be used for transit expenses. Over the period, STA is expected to grow from \$645,000 to \$918,000 in North County.

Existing Measure D

Measure D is Santa Barbara County's 1/2-cent sales tax for transportation, approved by voters in 1989 as a twenty-year program. The sales tax revenues are dedicated solely to fund transportation projects and programs, and the vast majority of funding is used for road and highway projects. The funding is split 70% to cities for local projects, 29.5% for region wide projects, and .5% for paratransit.

Approximately \$500,000 of regional Measure D funds are programmed to support capital and operating costs of the Clean Air Express (managed by SBCAG) in FY 2006/07. An additional \$75,000 per year supports paratransit operating costs for COLT, SMAT and SYVT. No other local or regional Measure D funds are assumed to be used for projects in North County through the end of the program.

Measure D is scheduled to sunset in April 2010 unless the voters reauthorize the measure with a 2/3 majority.

¹ This translates into a 3.2% annual real growth, after accounting for inflation. In this analysis all costs and income are presented in inflated dollars, so the full 5.9% is used for projection purposes. Implicitly, this assumes inflation will remain at current levels during the projection period.

Reauthorized Measure D

In April 2006, the SBCAG adopted a plan to extend Measure D for 30 years from 2010 to 2040, and to increase the tax rate from 1/2-cent to 3/4-cents. This plan will go to the voters in November 2006, and if passed with a 2/3 majority will become law. The expenditure plan for a reauthorized Measure D provides significantly more support for transit than the prior measure, which was primarily focused on road and highway projects. Funding for local and regional projects and programs will be dedicated to several different uses including maintenance, repair, construction and improvement of bicycle and pedestrian facilities, Safe Routes to School improvements, traffic calming, reduced transit fares for seniors and the disabled, and bus and rail transit services that provide alternatives to the automobile, and education and incentive programs designed to reduce single occupant auto trips. In the local program (50% of the total), 23% of the funding is reserved for alternative transportation. In the regional program (also 50% of funding), 2/3 of funding is reserved for alternative transportation, including specific funding for interregional bus service, commuter rail, and local bus. Overall, alternative transportation constitutes 44% of the entire Measure D package.

Figure 9-15 summarizes the alternative transportation funds estimated to be raised through the 30-year program.

Figure 9-15 Expenditure Plan for Alternative Transportation, Proposed Measure D Extension

Local Alternative Transportation Funds		Regional Alternative Transportation Funds	
Buellton	\$515,000	Interregional Bus Service	\$62,000,000
Carpinteria	\$7,950,000	Commuter Rail	\$126,000,000
Goleta	\$11,000,000	Carpools, Vanpools	\$27,000,000
Guadalupe	\$685,000	Local/Regional Bus	\$198,500,000
Lompoc	\$12,525,000	Reduced Transit Fares	\$9,000,000
Santa Barbara	\$63,680,000	Regional Bicycle Program	\$42,500,000
Santa Maria	\$43,375,000	Safe Routes to School Program	\$44,000,000
Solvang	\$1,800,000		
County	\$38,070,000		
TOTAL	\$179,600,000	TOTAL	\$509,000,000

Source: SBCAG Measure D Expenditure Plan.

For this plan, we assume that transit projects in North County will use two major sources from the regional portion of a reauthorized Measure D: The Interregional Bus allocation (\$62.0 million over 30 years) and the Local/Regional Bus allocation (\$198.0 million over 30 years). Paratransit will also receive direct support for reduced transit fares for the elderly and disabled. Although funds flowing to individual cities and the county in the local program may be used to fund transit as a form of alternative transportation, this analysis conservatively assumes that none of the local funds will be used to fund transit in North County.

Yearly Measure D income for North County transit projects is summarized in Figure 9-16.

Figure 9-16 Projected Annual Measure D Spending, North County Transit

	30 year program, Countywide (2006\$)	Percent to North County ¹	Annual Total (2006\$)
Interregional Bus Service	\$62,000,000	50%	\$1,033,333
Local/Regional Bus	\$198,000,000	40%	\$2,046,667
Reduced Transit Fares (Paratransit)	\$9,000,000	50%	\$150,000
TOTAL	\$269,500,000		\$3,830,000

¹ Local/Regional Bus percentage is the minimum allowable split in the expenditure plan; North County may receive up to 60% of this line item. The expenditure plan does not name funding splits for Interregional Bus Service, but all named services -with the exception of Coastal Express - serve North County, so a 50/50 split is very conservative. Likewise, a 50/50 funding split for paratransit support is assumed based on population, but is not detailed in the expenditure plan.

Source: SBCAG Measure D Expenditure Plan, Nelson\Nygaard

Fare Revenue

Fare Revenue provides a significant share of total revenues, particularly for some of the regional bus services. The Clean Air Express and Valley Express, for instance, charge a premium fare and cover more than 50% of their operating costs through fares. Other North County services cover between 4% and 20% of their costs. Figure 9-17 shows the average farebox recovery ratio and average revenue/passenger for North County fixed route services in FY 2004/05.

Figure 9-17 Fare Revenue Statistics, FY 04/05

Service	Revenue per Passenger	Farebox Recovery Ratio
COLT	\$.49	14.5%
SMAT	\$.42	20.4%
SYVT	\$1.34	10.3%
Guadalupe Shuttle/Flyer	\$.52	21.7%
Los Alamos Transit	\$1.48	4.1%
Breeze	\$1.17	9.7%
Clean Air Express	\$4.60	52.4%
Valley Express	\$5.93	56.8%
RTA Route 10	\$1.26	15.3%

Source: Transit Operators. Data derived from Figure 2-9.

To project fare revenue for fixed route services, passenger projections were completed for each service for each year of the period.² These figures were multiplied by the current average revenue per passenger to calculate total fare revenue. It is assumed that fares will increase at the inflation rate (3%) over the long term, even though actual fare increases will not be implemented each year. Overall, fixed route passenger revenues are expected to grow from \$1.59 million in 2006 to \$2.85 million in 2015, and will cover 22-23% of operating costs.

Similarly, dial-a-ride fare revenue was projected based on current average revenue per passenger multiplied by passenger projections. Dial-a-ride revenue is expected to grow from \$57,000 to \$77,000 over the period, and cover approximately 4% over operating costs.

Funding Plan *With* Measure D Reauthorized

As indicated in Figure 9-1, with renewal of Measure D, transit in North County will be well funded, and the transit enhancements proposed in this plan will be able to be realized. On a cumulative basis, by the end of the ten year projection period, we calculate a surplus of over \$19.8 million. These funds would be available to North County to support additional capital costs or expansion of operations not foreseen in this plan.

In the short term, prior to new Measure D revenues flowing to North County Transit, there will be a gap between projected revenues and projected costs. This gap is due largely to several bus purchases that are programmed for these years (see Figure 9-5 Vehicle Replacement Assumptions). Holding off on capital purchases until new revenues are in hand, and/or delaying short term service enhancements can balance the short term cash flow.

Funding Plan *Without* Passage of Measure D

Without the renewal of Measure D, funding the transit plan for North County will be very difficult. Figure 9-2 shows that projected expenses will exceed revenues in most years, with the deficit increasing over time. By the end of the period, this plan projects a deficit of \$5.6 million. The plan cannot be balanced simply by delaying capital projects a few years, and it is likely that all the improvements projected in this plan will not be realized. Projects will need to be scaled back, and/or additional sources of revenue to fund on-going operations and capital costs will need to be identified. Potential savings and new revenue sources are discussed below.

² Fare projections and methodology are detailed in the Appendix.

Scaling Back Service Enhancements and Postponing Capital Improvements

As discussed at the beginning of this chapter, the scaling back of regional service improvements is a likely outcome if Measure D is not renewed, as these services have the most tenuous funding sources, and require long term sustainable funding commitments for continued operation. Figure 9-3 (on page 9-4) summarizes the costs and revenues for a financially constrained system without a renewed Measure D. In order to balance annual costs and revenues, the following changes to the recommended service plan were assumed:

- Eliminate/postpone all long term service enhancements (planned to be implemented 2013/14 onward) for Breeze, Clean Air Express, Guadalupe Flyer and Valley Express. These improvements total 6,865 annual hours of service, fully half of the improvements recommended in the plan.
- Half the planned rate of growth for RTA Route 10 service, eliminating 4,940 hours of planned service.
- Eliminate two expansion buses, one for Clean Air Express and one for RTA Route 10, which will no longer be needed for increased service levels.
- Delayed implementation of the COLT transit operations center and one of the SMAT transfer centers, although both will still be completed within the 10-year period.

This financially constrained scenario shows that, without renewal of Measure D, expansion of regional services to meet growing needs would not be feasible.

An alternative to cutting back regional service enhancements would be postponing some of the transit capital projects proposed for Santa Maria (SMAT) and Lompoc (COLT), or funding them with federal funds. This could eliminate the \$5.5 million cumulative deficit projected during the period. Santa Maria proposes two transit centers at a total cost of \$5.5 million, while Lompoc proposes a transit operations center and a transit center at a total cost of \$7.0 million. If Measure D is not reauthorized, then these projects might have a greater chance of being funded if discretionary Section 5309 funds were secured.

Identification of Other Potential New Revenues

Revenues projected for the North County transit plan were conservatively projected, and there are several respects in which increased revenues may be possible, both through increased access to existing funding sources and development of new funding sources. Several options are detailed below:

TDA Funds

In revenue projections, sales tax collections were forecast to increase by 4% per year, significantly slower than their 5.9% historical average. If revenues increase at the historic rate, an additional \$5.7 in LTF and STA funds will be collected during the planning period. This will be sufficient to cover 64% of the cumulative deficit identified in Figure 9-2: Costs and Revenues without Measure D. Clearly, revenue collections should be monitored on an annual basis, and implementation of the plan should be adjusted accordingly, but it appears that much of the plan can be implemented if sales tax collections simply match their historic growth rates.

Figure 9-18 Projected TDA Collections

	Collections during planning period
Assuming 4% annual increase	\$87.1 million
Assuming 5.9% annual increase	\$95.8 million
Difference	\$8.7 million

Federal Funds Administered by the State

Rural Area Funds

The State distributes FTA grants for the 7% of the Santa Barbara County population that is not contained within one of the three federally designated urbanized areas. Communities in rural areas of the county include Solvang, Buellton, Guadalupe, and New Cuyama. These grant sources are available through competitive application, so specific annual funding levels are not guaranteed. Programs for which Santa Barbara County is eligible include JARC and New Freedom.

Fifteen percent of California's Section 5311 apportionment is set aside for the Intercity Bus Program, Section 5311(f). The Intercity Bus Program funds public transit projects that serve the intercity travel needs of Californians in non-urbanized areas. Projects are awarded on a statewide competitive basis. This program funds operating and capital costs, as well as planning for service. As with 5311 program, the 5311(f) statewide program has nearly doubled under SAFETEA-LU, from \$1.5 million in FY 2004/05 to \$2.9 million in FY 2005/06. Santa Barbara County has to compete on a statewide basis to use this funding. The only operator in North Santa Barbara County that is currently receiving funding from this source is SLORTA for RTA Route 10, which received \$58,000 to support this service in 2006. SBCAG has received 5311(f) funds for planning including funds for this North County Transit Plan.

Section 5310 Funds

Section 5310 funds vehicle purchases for Elderly and Disabled transit providers. The State of California manages an annual grant program that will distribute \$11.8 million in FY 2006/07, and although there are no specific formulas to fund specific regions, geographic

equity in fund distribution is a goal of the State program. Although public agencies may apply, private non-profit paratransit providers - such as SMOOTH - are the primary target usually receive funding through this source. Although the capital plan does not assume this source, it is likely that SMOOTH could fund a portion of its \$2.0 in vehicle replacement needs during the ten year period through this source.

Discretionary Federal Funds

Capital projects such as transit centers and large bus purchases are often partially funded with federal discretionary funds in Section 5309 Bus and Bus Facility Grants. These funds total over \$800 million annually nationwide through the course of the current transportation funding act (SAFETEA-LU). These funds are often “earmarked”, either in the federal transportation funding legislation (up for renewal in FY 2009/10) or in annual appropriations of any unobligated balances. Because these funds are discretionary, they were not included in the funding plan. However, by working with the local congressional delegation to prioritize North County projects in future appropriations, specific capital needs could be funded with this federal program. The cities of Santa Maria and Lompoc are pursuing FTA 5309 funds for their major capital investments.

Public/Private Partnerships

Direct or in-kind contributions can provide important marginal support for transit services. It is common, for instance, for retailers and merchants to financially contribute to a local downtown shuttle service, and major employers often contribute significantly to transit linking job sites to major rail or bus connections. These contributions can include direct annual contributions for operating costs, or contribution of capital facilities such as passenger benches and shelters. Figure 9-19 shows some of the major employers in Santa Barbara County currently providing some level of transit benefit.

Figure 9-19 Transit Benefits by Santa Barbara County Employers

Employer	Local	Regional
Cottage Hospital	50%	50%
Raytheon	\$25	\$44-50
SB County	None	None
UCSB	100%	None*
Medtronics	50%	50%

*UCSB contributes up to \$50/month to employees for regional service if it is provided by MTD. UCSB staff commuting on the Valley Express are eligible for this subsidy. UCSB staff commuting on the Clean Air Express or the Coastal Express are not eligible for this subsidy.

Development Impact Fees

A traffic or transportation impact fee is a charge imposed on new development to compensate for their impacts on the local transportation infrastructure. A fee is typically assessed on the square footage of the planned development. Impact fees can be

implemented by local ordinance with specific criteria for establishing an impact fee. Impact fees can be imposed in downtown urban areas or in outlying growth areas. Like all developer fees, transportation fees must show a nexus between the development and specified improvement or service provided. The revenues generated from an impact fee can vary tremendously depending on the fee structure and the level of development growth.

Transportation impact fees are levied on new development in several locations in Santa Barbara County, in Goleta, and in Santa Maria. For the most part, transportation impact fees are intended to address road capacity issues; however, in Goleta approximately 20% of fee proceeds may be used for alternative transportation projects. General transportation impact fees or more narrowly focused transit impact fees could marginally increase funding for transit services. Because development is very cyclical, this is not a dependable source of funding for transit operational funding.

Assessment Districts

Downtown Assessment districts commonly help fund parking and streetscape improvements, on the theory that investment in these areas increases the overall value of downtown as a retail and employment destination. Assessment districts may also help fund transit services, particularly shuttles circulating through downtown, or other specialized responses to downtown mobility needs.

Fare Policy Changes

Raising fares is always an option for increasing revenues. This analysis assumed that fare increases, over time, will match the inflation rate. Transit services must meet state mandated farebox recovery ratios, which are generally 20% for urban systems and 10% for rural systems, and thus must regularly increase fares to maintain these averages. Many services in Santa Barbara, particularly intercity commute services, have farebox recovery ratios much higher than state minimums. Raising fares is often a last resort, and increasing them faster than the rate of inflation has the potential to have negative impacts, particularly on the transit dependent population which has few alternatives to transit. Transit agencies always must balance the revenue raising potential of increasing fares against the likelihood that a decrease in ridership will result, at least in the short term.

Coordinating fares between operators is also an option both to raise revenues and to make the use of transit in North County a more seamless experience for the passenger. Fare coordination by creating universal pass programs may have upfront capital costs in installing fare media reading equipment in the North County bus fleet, but will have a long term payoff in the form of ridership and patron satisfaction.

Cost Sharing Arrangements

In the short term the existing transit services in North County will continue to function independently while they enhance their coordination. Many of the jurisdictions and

agencies cooperatively share in the annual operating costs and capital expenses because services are provided in overlapping jurisdictions. This section reviews existing and alternative cost sharing arrangements.

In the longer term if services consolidate under one regional system, routes would be modified and streamlined to improve service coverage, eliminate duplicative service and provide better-timed connections. There will still be a need for cost sharing, although it will be approached regionally rather than service by service.

Cost sharing arrangements are a compensation mechanism for cooperatively funding transit services. In some cases, agencies and cities have entered into formal MOUs or cost sharing agreements spelling out each party’s financial responsibility and the method for sharing costs. Other services have an informal arrangement for cooperatively funding services without a formal written agreement. A matrix listing the services and the jurisdictions or agencies that contribute financially to their ongoing costs is shown in Figure 9-20. The local services are funded by the local cities plus the County contributes to the cost of service to reflect that service extends beyond the city boundaries. The Breeze Bus and RTA Route 10 also have written agreements to cooperatively fund regional and intercounty services.

Figure 9-20 Cost Sharing Matrix

Jurisdiction/Agency	Local Services				Regional Services	Intercounty Services
	COLT	SMAT	Guadalupe Shuttle and Flyer	SYVT	Breeze Bus	RTA Route 10
Buellton				X		
City of Guadalupe			X			
City of Lompoc	X				X	
City of Santa Maria		X			X	X
City of Solvang				X		
County of Santa Barbara	X	X	X	X	X	
SLORTA						X

There is no cost sharing arrangement for the Valley Express, Los Alamos Shuttle, SMOOTH, or the Clean Air Express.

Figure 9-21 describes the funding mechanism for sharing costs and other special circumstances. For example, SYVT is cooperatively funded based on a ridership formula with each jurisdiction contributing a percentage share based on ridership. This formula is agreed to by the Cities of Buellton, Solvang and the County in a MOU. Other examples are SMAT and COLT, who each have an informal agreement to share costs with the County based on population and service hours respectively. Other services, such as the Breeze Bus, the Valley Express and the Coastal Express rely on demonstration funds that are not intended as a long term operating subsidy. For all of these reasons, there is a need to consider alternative funding formulas that could be applied when demonstration funds expire.

**Figure 9-21 Transit Service Funding
(With and Without Funding Agreements)**

Service	Cooperative Funding Arrangements	Comments
COLT	No formal written agreement. City of Lompoc and the County jointly fund COLT. Costs are split by hours of service in each jurisdiction. That is, the City pays for hours within its borders and the County pays for service in unincorporated area.	This informal arrangement has been in place for 8+ years and according to the City, it "works well." The County pays its share (approximately 27%) of system costs and purchases a new bus every five years.
SMAT	No formal written agreement. City of Santa Maria and the County jointly fund the service with the City paying for service within city limits and County paying for service in Orcutt, unincorporated county.	Even though there is no formal agreement, costs are roughly based on population of the Santa Maria urbanized area.
Guadalupe Shuttle and Flyer	The County pays for a small portion of the costs associated with the Guadalupe Flyer.	None.
SYVT	Formal MOU between cities of Solvang and Buellton and the County of Santa Barbara to split costs based on ridership: Solvang = 50%, Buellton = 20% and County = 30%.	Annual audits of ride origin are to be undertaken to confirm or adjust these percentages.
Breeze Bus	Formal MOU between cities of Santa Maria and Lompoc and the County of Santa Barbara to equally share the net costs of the service during the three-year demonstration.	The primary funding for this service are CMAQ Demonstration funds.
Clean Air Express	Neither formal agreement nor secure operating funds are available for this service.	Since 2001 when SBCAG took over the service, the agency tries to annually fill the funding gap from various sources. The current CMAQ Demonstration funds expired on June 30, 2006. Measure D funds were approved to fill funding gap in FY 2006/07.
Coastal Express	During the first years of the pilot, CMAQ funds from VCTC and SBCAG were used along with APCD.	The service currently is funded with Measure D and FTA 5307 funds through VCTC plus passenger fares.
RTA Route 10	Formal MOU between SMAT and RTA	Service relies on a variety of funds including FTA 5307 and 5311 (f), TDA funds and passenger fares. FTA 5307 funds are from the Santa Maria UZA. By 2011, it is anticipated that RTA Route 10 will become eligible for new 5307 formula funds from the SCAT service area. TDA subsidy comes from all jurisdictions in SLO County.
Valley Express	No formal agreement exists during the demonstration phase.	Service is funded with CMAQ, passenger fares, and MTD local match.

Defining Cost Sharing Formulas

Many transportation agencies in California have been exploring and implementing new ways to share the cost of local and regional transit services. The goal in developing alternative funding formulas is to identify a range of options including formulas based on service hours, miles and population as well as formulas that use a combination of methodologies. Four different formulas are identified and described below.

Population

Population-based cost sharing can be applied to either fixed route or dial-a-ride services. This formula is based on the total population for each jurisdiction. A formula based on a population split requires obtaining the most recently available population estimates from the California Department of Finance.

The advantage of a population-based funding arrangement is that it is relatively easy to administer: It does not require additional work or costs beyond routine planning and allocation activity. Some transit agencies that utilize population as the basis for funding allocations narrow their definition of population to individuals who reside within a defined transit service area. For example, only the population within one mile of a route might be considered when determining the funding allocation formula. SMAT and the County of Santa Barbara base their cost sharing on population.

Service Quantity (hours)

This alternative is based on units of service provided within each jurisdiction. Units of service is defined as the revenue hours that a vehicle is in service, and typically excludes scheduled layovers during a route or at either trip end. This definition can be applied only to fixed route services and cannot be used practically for a demand response system. Service hours depend on a number of factors related to the amount of time it takes to complete a route: vehicle speeds, travel distance, routing, road conditions and the number and proximity of stops.

To determine hours for a fixed route system involves a review of route schedules and jurisdictional boundary maps (or GIS analysis) to calculate the number of service hours operated within each jurisdiction. Service hours should be recalculated after making any schedule or service adjustment in order to keep the funding basis reliable and accurate.

COLT and the County follow an hours-based approach. Some agencies agree this approach accurately reflects level of services received, but elect to substitute service miles and include other factors such as population.

Service Quantity (miles)

Like service hours, this service quantity alternative is based on units of service provided within each jurisdiction. In this case, the unit of service is a revenue vehicle mile. This funding definition is appropriate for fixed route service only; it cannot be logically applied

to dial-a-ride service. As with service hours, service miles must be recalculated after any service restructuring.

Ridership (or Boardings)

A cost sharing arrangement based on ridership is probably the most difficult to administer. For a fixed route service it could be based on boardings. That is, the number of riders who board in a given jurisdiction would be assigned to that jurisdiction. The basis for this approach is that the city should pay for its residents. This would require a ridership survey to be conducted at a minimum every two years or following any significant service changes. This approach is used by SYVT, but it more often used for dial-a-ride services.

Combination of Factors

Some transit systems consider several factors for cost sharing. A combination might be based partly on population, partly on ridership, partly on service miles, etc. A combination of factors can be useful when a particular funding factor biases any single jurisdiction. For example, one jurisdiction may have a greater population, but the service hours provided there — when compared with other jurisdictions — may not be as significant a proportion of overall service hours.

Cost Sharing Arrangements in Other Counties

It is valuable to explore how services in other counties are cooperatively funded. Figure 9-22 presents cost sharing information on five other transit agencies:

- In San Luis Obispo County, the intercity service is funded by all the incorporated cities and the County according to a population formula.
- In Merced County, costs are shared according to a funding formula based on service hours. Agency staff and member jurisdictions feel this is the most equitable approach because it is based on the level of service operated within their community.
- SCAT has relied on a mileage-based funding formula for its fixed route service for over 20 years. When it introduced a dial-a-ride service in 1991, the JPA member agencies believed a formula based on residency of ridership was more equitable for this type of system.
- Yolobus takes into account several factors in their funding formulas.
- In Butte County two factors, population and service hours are used to share costs of fixed route services.

These examples indicate that there is no single ideal method for sharing transit system costs. Each community adopts a model that meets its unique political, geographic, transit service and funding requirements. While one could argue that a formula based on service hours or service miles is most equitable because it reflects the level of service received, it does not take into account the population of the area (the basis for allocating TDA funds)

or the residency of transit users. A combination of factors can be desirable to reflect the complexity involved in developing an equitable funding formula. One disadvantage of a funding formula based on a combination of factors is that it could result in an administrative burden to recalculate on an annual basis.

Cost Sharing Summary

While there may not be a need for transit services to use one funding formula in the short term, it may be desirable to consider moving toward one formula in the longer-term particularly if services are consolidated under one regional agency. Several factors to consider when selecting a formula are:

- Is this formula easy to administer?
- Does it negatively impact any jurisdiction?
- Does it favor any jurisdiction?
- Is the formula financially feasible for all jurisdictions?

It is important to consider that in order to reliably use any of the funding formulas requires some ongoing data collection and evaluation. The data needed for some of the formulas is relatively easy to obtain while other formulas involve extensive data collection efforts that may involve extra costs for the transit agencies. While it may not be necessary to make a decision about revising or introducing new funding formulas until the outcome of Measure D Reauthorization is known and demonstration funds expire, the transit coordinating committee (recommended in Chapter 7) should begin to address the following issues:

- Are the current funding formulas considered fair and equitable? Is there interest in modifying any of the existing formulas?
- If Measure D is not reauthorized, what is an equitable cost sharing arrangement to pay for the Valley Express and the Breeze when demonstration funds expire?
- As management of the Clean Air Express transitions from SBCAG to the Cities of Lompoc and Santa Maria (see Chapter 7 discussion about short term organizational recommendations), it will require a funding formula or cooperative funding arrangement if Measure D funds are not reauthorized.

While it can be difficult to achieve consensus on cost sharing arrangements because they may negatively impact or favor one jurisdiction, the goal is to ensure that the ultimate formula is equitable for all participants.

Figure 9-22 Cost Sharing Formulas in Other Counties

Agency/Type of Organization	Current Funding Formula	Comments
Merced Transit System (<i>JPA Agreement</i>)	Costs are shared based on service levels (defined as the number of service hours) provided within each jurisdiction.	Each jurisdiction has agreed to minimum (baseline) service levels. Cost increases in baseline service shall be paid by requesting agency. Any proposed modifications must be agreed upon by all member agencies paying for the costs of service changes.
San Luis Obispo County Regional Transit Authority (SLORTA) (<i>JPA Agreement</i>)	The County pays 49% and the City of San Luis Obispo pays 18.8% of the total TDA required. All other cities pay based on their percent of the remaining population (after deducting population figures for the City and County).	The funding formula for this regional service has been reviewed and refined several times since inception of this cooperatively funded service. RTA pursues grant options to reduce TDA burden on local jurisdiction.
South Coast Area Transit System (SCAT) (<i>JPA Agreement</i>)	Funding formula for fixed route service is based on service miles. Funding formula for Dial-A-Ride service is based on residential location regardless of the origin or destination of the trip.	Capital costs are also split according to the funding formula for fixed route services. The percentage share of each jurisdiction is updated annually. SCAT calculates service miles by jurisdiction and tracks passenger data annually.
Butte County Transit Services	50% population and 50 service hours (Fixed route services). 50% population and 50% ridership (Dial-A-Ride services).	This formula has been in place for three years.
Yolobus (<i>Special Transportation District; previously JPA Agreement</i>)	Cities and county pay a fully allocated hourly cost to the transit operator based on a combined formula of service hours and miles. There are many exceptions based on individual route designs.	Yolobus establishes service levels based on ridership and the unmet needs process. The funding contribution required by each community is adjusted based on service changes.

Summary and Conclusions

The short term and long term transit improvements planned for North County will increase overall levels of service, by 15% in terms of total service hours, over a ten year period. This financial analysis conservatively assumes that existing sources of funding will continue to constitute the bulk of transit funding in the future. The analysis shows that the projected improvements are not fully funded through existing revenue sources, especially when these revenues are conservatively projected to grow at a slower than historical rate.

In any funding scenario, local services will be able to maintain and expand their level of service in the future. TDA and FTA Section 5307 and 5311 funding provide a firm foundation for local services in Lompoc, Santa Maria, Guadalupe and the Santa Ynez Valley. The major question is whether regional services, which have depended on start-up funding from discretionary grants and current Measure D will be able to maintain and increase their level of service.

The major issue in assessing the viability of regional services and the ultimate financial feasibility of this plan is the future of Measure D. If Measure D reauthorization passes in the November 2006 election there will be sufficient funding to transition regional services from demonstration grants and other start-up funding to stable long term funding. In fact, in this analysis, we project that there will be a substantial surplus in the out-years of the plan that may be used for additional enhancements to local and regional services.

If Measure D is not reauthorized (in the next election or a future one), then the future of this plan is in doubt, and at the very least new funding sources will need to be developed to fund all of the recommended improvements.

If Measure D does not pass, North County will not only face an overall funding deficit, but it will also need to confront long term funding for regional services. Passage of Measure D would solve this problem for the foreseeable future. In the absence of this source, local governments will need to consider how TDA funds and federal formula funds are allocated because regional transit could not be sustained without relying on these sources, which are currently completely devoted to local services. In this case, it will be particularly important to consider cost sharing arrangements between jurisdictions to preserve services that serve North County and the region as a whole.

APPENDIX A-1

OUTREACH FLYERS



Tell us what you think about regional bus service in north County!



Three ways to tell us what you think:

- 1 Stop by a “mini-station” at the Lompoc Mission Plaza at North “H” and Central.
When: February 15, 2006, 7:00 am to 12:00 pm
- 2 Stop by a “mini-station” at the Santa Maria Town Center.
When: February 15, 2006, 2:00 pm to 6:30 pm
A Spanish translator will be available at the station.
- 3 Complete an Online Survey. It is available at www.sbcag.org. Questions: Call SBCAG at 961-8913.



VISTA

**Santa Ynez Valley
TRANSIT**
Buellton • Solvang • Santa Ynez • Los Olivos

SMAT
Santa Maria Area Transit

VALLEY EXPRESS

SMOOTH
santa maria organization of transportation helpers, inc.

**The Breeze
Bus**

rta
REGIONAL TRANSIT AUTHORITY

COLT
CITY OF LOMPOC TRANSIT

**CLEAN AIR
EXPRESS**

¡Díganos qué piensa sobre el servicio regional de autobuses en el norte del Condado!

más lugares adonde ir servicio más frecuente
mejores conexiones de transferencias
más tarde en la noche debería empezar más temprano

Tres formas para que nos diga lo que piensa:

- 1** Pase por la “mini-estación” en el Lompoc Mission Plaza en “H” y Central.
Cuándo: Febrero 15, de 7:00am a 12:00pm
- 2** Pase por la “mini-estación” en el Santa Maria Town Center.
Cuándo: Febrero 15, 2:00pm a 6:30pm.
Un intérprete en español estará disponible en esta estación.
- 3** Complete una encuesta en el Internet.
Está disponible en la página web www.sbcag.org

Preguntas: Llamar a SBCAG al 961-8913.

(SBCAG)
santa barbara county association of governments

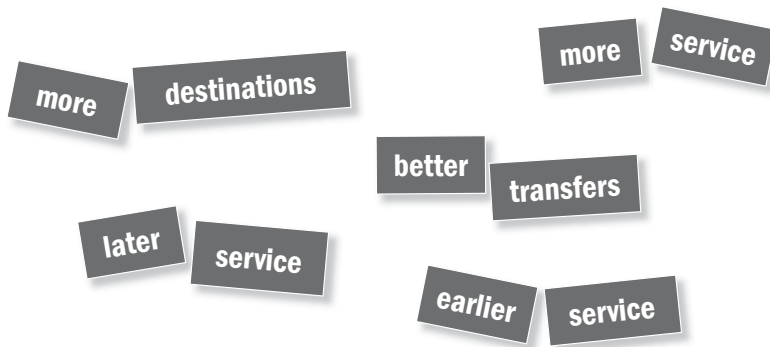
Plan de Transporte del Norte del Condado de Santa Bárbara

APPENDIX A-2

NEWSPAPER ADVERTISEMENTS



Tell us what you think about regional bus service in north County!



Stop by a "mini-station" at the Town Center in Santa Maria
and tell us what you think to help us develop a plan to address your needs.

when February 15, 2006, 2:00 pm to 6:30 pm **where** Santa Maria Town Center

A Spanish translator will be available at the station. Online survey is available at: www.sbcag.org.

Questions: Call SBCAG at 961-8913.



North County Santa Barbara Transit Plan



Tell us what you think about regional bus service in north County!



Stop by a “mini-station” at the Lompoc Mission Plaza
and tell us what you think to help us develop a plan to address your needs.

when

February 15, 2006, 7:00 am to 12:00 pm

where

Lompoc Mission Plaza at North “H” and Central

A Spanish translator will be available at the station. Online survey is available at: www.sbcag.org.

Questions: Call SBCAG at 961-8913.



North County Santa Barbara Transit Plan

VISTA

Santa Ynez Valley
TRANSIT
San Luis Obispo • Solvang • Santa Ynez • Los Olivos

SMAT
Santa Maria Area Transit

VALLEY EXPRESS
santa maria organization of transportation helpers, inc.

SMOOTH

The Breeze
Bus

RTA
REGIONAL TRANSIT AUTHORITY

COLT
City of Lompoc Transit

CLEAN AIR
EXPRESS

¡Díganos qué piensa el servicio regional de autobuses en el norte del Condado!

más lugares adonde ir
servicio más frecuente
mejores conexiones de transferencias
más tarde en la noche
debería empezar más temprano

Pase por la “mini-estación” en el Town Center en Santa Maria y díganos lo que piensa para ayudarnos a desarrollar un plan para satisfacer sus necesidades.

Cuándo Febrero 15, 2006 de 2:00pm a las 6:30pm

Dónde Santa Maria Town Center

Pase por la “mini-estación” en el Lompoc Mission Plaza en “H” y Central y díganos lo que piensa.

Cuándo Febrero 15, 2006 de 7:00am a las 12:00pm

Dónde Lompoc Mission Plaza

Un intérprete en español estará disponible en la estación.

La encuesta está disponible en el Internet en www.sbcag.com. Preguntas: Llamar a SBCAG al 961-8913.

SBCAG
santa barbara county association of governments

North County Santa Barbara Transit Plan

APPENDIX A-3

SURVEYS



We want to know what you think!

Please provide feedback for the North County Santa Barbara Transit Plan.

You may mail this form to:

Nelson/Nygaard Associates Inc.,

Attn: North County Santa Barbara Transit Plan

785 Market Street, Suite 1300, San Francisco, CA 94103

This survey is also available online at www.sbcag.org.

North County Santa Barbara Transit Plan

1. Where do you live?

- Buellton Orcutt Santa Maria
- Guadalupe Nipomo Santa Ynez
- Lompoc Santa Barbara Solvang
- Other _____

2. I typically travel to work and/or school in

- Buellton Orcutt Santa Maria
- Guadalupe Nipomo Santa Ynez
- Lompoc Santa Barbara Solvang
- Other _____

3. Which buses do you ride? (check all that apply)

- COLT SMAT Guadalupe Flyer Guadalupe Shuttle
- SMOOTH SYVT Clean Air Express Coastal Express
- RTA Route 10 Breeze Valley Express SBMTD
- Other _____

4. When you ride the bus what is the primary purpose? (check all that apply)

- Work School Grocery Shopping Other Shopping (non-grocery)
- Entertainment Park/Recreation Medical/Dental Appt.
- Other (specify) _____

5. Are there any places you want to travel that currently not served by the bus? Please be specific.

6. What top three improvements would make you use bus services more often?

- Early morning service Service/route: _____ More Sunday service Service/route: _____
- Later evening service Service/route: _____ New destinations (be specific): _____
- More frequent service Service/route: _____ Convenience of transfers _____
- More Saturday service Service/route: _____ More express service/route Service/route: _____
- Other _____

7. Please share your comments and your ideas. What do you think can be done to improve bus service in Northern Santa Barbara County?

For classification purposes only:

8. What is your age?

- Under 16 16-24 25-44 45-59 60+

9. What is your income?

- Under \$15K \$15-35K \$35-50K \$50-100K \$100K

Thank you for your time in completing this survey. Your responses will help us improve transit service.

Questions: Call SBCAG at 961-8913.

Esta forma está disponible en Español



¡Queremos saber lo que piensa!

Por favor dénos su opinion para el Plan de Transporte del Norte del Condado de Santa Bárbara. Usted pueda enviar este formulario por correo a: Nelson/Nygaard Associates Inc., Attn: North County Santa Barbara Transit Plan 785 Market Street, Suite 1300, San Francisco, CA 94103 Esta encuesta esta disponible tambien en el Internet en www.sbcag.org.

Plan de Transporte del Norte del Condado de Santa Bárbara

1. ¿Dónde vive?

- Buellton Orcutt Santa Maria
- Guadalupe Nipomo Santa Ynez
- Lompoc Santa Barbara Solvang
- Otro _____

2. Yo viajo regularmente al trabajo y/o a la escuela en

- Buellton Orcutt Santa Maria
- Guadalupe Nipomo Santa Ynez
- Lompoc Santa Barbara Solvang
- Otro _____

3. ¿Qué autobuses toma?

- COLT SMAT Guadalupe Flyer Guadalupe Shuttle
- SMOOTH SYVT Clean Air Express Coastal Express
- RTA Route 10 Breeze Valley Express SBMTD
- Otro _____

4. ¿Cuándo usted toma el autobús hacia dónde se dirige?

- Trabajo Escuela Compra de Comestibles Otro compra (no comestibles)
- Entretenimiento Parque/Recreación Cita Médica/Dental
- Otro (especifique) _____

5. ¿Actualmente hay algún lugar al que usted quisiera ir que no tiene servicio de autobús? Por favor sea específico.

6. ¿Qué se puede mejorar para que usted utilice el autobús más seguido?

- Servicio temprano por la mañana Servicio/ruta: _____ Más servicio los domingos Servicio/ruta: _____
- Servicio más tarde por la noche Servicio/ruta: _____ Nuevas rutas a (sea específico) _____
- Servicio más frecuente Servicio/ruta: _____ Conveniencia de transferencias _____
- Más servicio los sábados Servicio/ruta: _____ Más servicio rápido Entre qué rutas: _____
- Otro _____

7. Por favor comparta sus comentarios e ideas. ¿En su opinión, qué puede hacerse para mejorar el transporte público en el Condado Norte de Santa Bárbara?

Para efectos de clasificación solamente:

8. Edad

- Menor de 16 años 16-24 25-44 45-59 60+

9. ¿Cuáles son sus ingresos?

- Menos de \$15,000 \$15,000-35,000 \$35,000-50,000 \$50,000-100,000 Mas de \$100,000

Gracias por su tiempo para completar esta encuesta. Sus respuestas nos ayudarán a mejorar el servicio de transporte.

Preguntas: Llamada a SBCAG al 961-8913.

This form is available in English

APPENDIX A-4

OPEN HOUSE FLYERS

You
are invited!

North Santa Barbara County Transit Plan



Community Open Houses

Santa Maria

- Wednesday, June 21
- 3:00 pm to 7:00 pm
- Town Center Mall
Community Room,
2nd Floor, 142 Town
Center East

Lompoc

- Thursday, June 22
- 3:00 pm to 7:00 pm
- City Hall Council
Chambers, 100 Civic
Center Plaza

Solvang

- Friday, June 23
- 6:00 pm to 8:00 pm
- Veteran's Memorial
Hall, Legion Wing,
1745 Mission Drive

Join us at an informal public open house meeting.

Drop by at your convenience and stay as long as you like.

Talk with transit planners and SBCAG staff.

The Santa Barbara County Association of Governments in conjunction with local transit operators is developing a transit plan for North Santa Barbara County and would like your feedback and input on the scope and direction of the transit service alternatives.

Move at your own pace through the exhibits. Enjoy free refreshments and learn more about transit in North Santa Barbara County.

Tell us what you think.

Tell us your opinion about bus service in North Santa Barbara County and what you think about service alternatives.

For more information, call SBCAG at (805) 961-8900.

¡Usted está invitado!

CONDADO DEL NORTE DE SANTA BÁRBARA



REUNIONES COMUNITARIAS PÚBLICAS

Santa Maria

- Miércoles, junio 21
- 3:00pm a 7:00pm
- Town Center Mall
Community Room
2do Piso, 142 Town
Center East

Lompoc

- Jueves, junio 22
- 3:00pm a 7:00pm
- City Hall Council
Chambers, 100 Civic
Center Plaza

Solvang

- Viernes, junio 23
- 6:00pm a 8:00pm
- Veteran's Memorial
Hall, Legion Wing,
1745 Mission Drive

Venga a una reunión pública e informal.

Pase por la reunión en el momento que más le convenga y quédese el tiempo que desee.

Hable con personas encargadas de planear el transporte y el personal de SBCAG.

La Asociación de Administraciones del Condado de Santa Bárbara en colaboración con los operadores del transporte local están desarrollando un plan de transporte para el Condado del Norte de Santa Bárbara y quisiera tener su opinión sobre el alcance y la dirección de las alternativas del servicio de transporte.

Camine a su gusto a través de las exhibiciones. Disfrute los refrescos gratuitos y aprenda más sobre el transporte en el Condado del Norte de Santa Bárbara.

Díganos lo que piensa.

Dénos su opinión sobre el servicio de autobuses en el Condado del Norte de Santa Bárbara y díganos lo que piensa sobre las alternativas de los servicios.

Para más información, llame a SBCAG al (805) 961-8900

APPENDIX A-5

OPEN HOUSE COMMENTS

Comments from Open House in Solvang – June 23, 2006

My experience on Valley Express has met my needs, with the exception of a few instances. Some days I do get off early and a mid-day bus would be nice.

Definite need for transit to and from valley to Lompoc and S. Maria. Los Alamos to valley and back is also needed. A large percentage of workers living in Los Alamos commute to the valley.

Need service from Buellton to Lompoc and S. Maria, primarily for Dr. Appointments and shopping. Need on weekends and weekdays.

I am very happy to see a plan to connect transit from and to SYV and S. Maria and Lompoc. I know professionals who work in the valley but live in Lompoc or S. Maria because of the high housing costs. The high gas costs are killing these people and I know many of them would take advantage of the connection. I myself would use a weekend bus to go from the valley to Lompoc, S. Maria, and S. Barbara as an alternative to driving my car.

Great service on Valley Express – appreciate the luxury of having someone drive you to work – able to read a lot more books. Big plus is the payment of ½ commuter fees by employer (cancer center). Would be nice to schedule extra stops to accommodate for Dr.'s appointments etc. Be able to leave car at home!

It has always been a pleasant experience. The drivers are courteous and the views are spectacular.

Valley Express into SB – comfortable, quiet, relaxing. Most drivers are excellent. Courteous, smooth rides. Punctual and helpful. Good drop-off/pick-up locations. Only complaint: would like a later return (maybe 15 min. only). Not really using any other rides.

Need service from Buellton to Lompoc and S. Maria. Need service on the weekends to go shopping. We really enjoy the service here in Buellton.

Desirable Valley Express Improvements

Mid-day service on Valley Express

Later PM Valley Express Return

Valley Express is quiet & comfortable

Appreciate MTD flexibility in dropping passengers off

Service from Buellton/Solvang to Santa Maria and Lompoc–weekday and weekend service

SY Valley to SLO service needed

Sunday service on SYVT (8am-4pm) is needed.

Valley Express drivers are very nice and helpful

Comments from Open House in Lompoc – June 22, 2006

Express routes for Clean Air, have 3-4 stops. Have the 5:15 bus continue to health care facility. Have Colt have schedules that match up with Clean Air.

Although in the past there have been some concerns about one driver who made transportation uncomfortable; I have enjoyed the use of the services overall. This problem was resolved after I made a personal complaint of the driver. I live out of the city limits (mission hills). I wasn't aware of services from S. Maria to San Luis and found this information useful.

Please tell the Breeze Bus Service put the Sat. and Sunday.

I ride the bus for fun, so it's always a good experience. I like the alternatives offered and believe they would keep a lot of people.

For 2 years I have been waiting for some type of cover at the bus stop going home. The stop was moved from an area where you could be sheltered to an open area. When it rains this is quite uncomfortable. Also still waiting for improvement to uncomfortable seats in new buses. Is it 3 years now?

I think it is a good idea to be looking at the future. The need for our transit to expand will only increase.

Express stops – making commute shorter. Auto bus passes on bus, refill when needed.

Breeze – Saturday & Sunday service

Breeze/Colt connection

Lompoc Health Bus 8:30 vs. 9:00 to connect to VISTA & Greyhound (10 minute difference)

Volunteer program will attract drivers and riders

Vanpool for farmers is excellent idea!

SMAT's ADA service has made improvements in last couple of years

Clean Air Express – Lompoc to SB during the day to take the load off AM/PM commuter

-express stop (making commute shorter)

Consider van service for later evening – may not need full size vehicle

Comments from Open House in Santa Maria- June 21, 2006

I have given several complaints about things that have occurred too often on the buses. I hope my sharing can help.

Passes for low-income families. More publicity. More staff to administrate. We need a public transit center. More routes in the new neighborhoods in the northwest side of S. Maria. More clean air express hours.

I like the alternatives. Quite a lot to think about. I'd like to see shopper shuttles that connect all the major shopping areas. Please try to start a universal day pass fare.

I would like to attend the next meeting to find out the results of the needs. I commute from S. Maria to Santa Ynez every day to go to work. I work Monday to Friday. Needs from parents where I work that need transportation are also from Buellton to S. Maria.

More bus time route 20.

I believe there is a real need for expanded services between communities. Bus services in general seem to be improving, thanks for this.

Failed to address larger issues:

- formation of *independent* transit district
- In comparison with other population centers, woefully understaffed. Entire system needs more personnel to administrate.
- On some of your questions, felt like I was being asked to choose one, when both should be worked on. Evening and weekends are both important, re-directing and additional service both important.
- Transit system should also be proactive, now, in providing "event" transportation. For example, need to run Sat. or Sun. bus to Lompoc Flower Festival, Spanish Days in SB, Greek Festival in SB.
- Need regional plan to include service from S. Maria to Buellton!
- Need transportation to and from Amtrak Station in Guadalupe. This needs to be coordinated with Amtrak schedules.
- Need low-income bus passes to increase ridership.
- Need to build S. Maria transit counter asap!
- we need a public transit center managed by its own administration. Not managed and controlled by the city.
- More public outreach events like this one. Presentations to grassroots organizations.
- Increase the clean air express service – In more buses and add more continuity.
- More staff to administrate the transit service and to promoting.
- Passes for low-income families of 4/25k per year.
- Increase weekend service.

Bus service to Amtrak station from Santa Maria

SMAT should not be part of city – become an independent regional system

Drivers should announce when # changes at transit center (English & Spanish)

Sign headers on the bus sometimes are wrong

Stops are too far apart

“Public meetings like this are helpful, but have them more frequently.”

More outreach to area employers to generate riders and help plan services and hours

Try some weekend Breeze service to Lompoc and Santa Barbara on big event weekends (Flower Festival, Santa Barbara Fiesta, Solstice)

All services under one umbrella again & maintain unique identity (one # to call, standard fare)

Concern empty buses – use smaller buses

Service is needed from Buellton/Santa Ynez to Lompoc or Santa Maria

I'd like to see Breeze Saturday service

APPENDIX B

SHORT-TERM COST UTILIZATION SHEET

FY07/08 - 09/10

Santa Barbara North County - Recommended Short Term Service Improvements

Route Number	Route Name (Corridor)	WEEKDAY						SATURDAY						Saturday Revenue Hours	Annual Revenue Hours	
		VEHICLES			HRS/WEEKDAY			Weekday Revenue Hours	VEHICLES			HRS/WEEKDAY				
		Peak	Base	Eve	Peak	Base	Eve		Peak	Base	Eve	Peak	Base			Eve
	Breeze Bus	1.0	1.0		2	2		4.0							0.0	1,016
	Clean Air Express	1.0	1.0		3.5	3.5		7.0							0.0	1,778
	*Cuyama Shuttle							0.0							0.0	0
	Guadalupe Flyer/Shuttle	1.0			1			1.0							0.0	254
	*Los Alamos							0.0							0.0	0
	RTA Route 10							0.0							0.0	0
	SYVT	1.0			1.5			1.5							0.0	381
	Valley Express	1.0			3			3.0							0.0	762
	SMAT														0.0	0
	COLT														0.0	0

Total Rev Hrs 4,191
Baseline Rev Hrs 37,932 (1)
Total 42,123

**Peak Bus Requirement	5.0
Base Bus Requirement	2.0
Evening Bus Requirement	0

Base Bus Requirement	0.0
----------------------	-----

Required Weekday Revenue Hours	16.5	Required Saturday Revenue Hours	0.0
Baseline	139		
Total	156		

(1) Baseline service hours do not include SMAT, COLT, or Guadalupe Shuttle. Baseline is calculated based on service schedules and therefore may differ slightly from baseline hours in final plan.

* Cuyama and Los Alamos weekday hours are based on the number hours of service they provide divided by five to distribute evenly over an entire week.

** Peak and Base Bus Requirements are based on different periods of the day since each transit provider operates different spans of service. Weekday Revenue Hours provides a better indication of actual service levels.

APPENDIX C

LONG-TERM COST UTILIZATION SHEET

Santa Barbara North County - Long Term Plan

Route Number	Route Name (Corridor)	WEEKDAY						SATURDAY								
		VEHICLES			HRS/WEEKDAY			Weekday Revenue Hours	VEHICLES			HRS/WEEKDAY			Saturday Revenue Hours	Annual Revenue Hours
		Peak	Base	Eve	Peak	Base	Eve		Peak	Base	Eve	Peak	Base	Eve		
	Breeze Bus	1.0	2.0		2	2		6.0		2.0			12		24.0	2,772
	Clean Air Express	1.0	3.0		9.5	3.5		20.0		4.0			12		48.0	7,576
	*Cuyama Shuttle							0.0							0.0	0
	Guadalupe Flyer	1.0			2			2.0							0.0	508
	*Los Alamos							0.0							0.0	0
	RTA Route 10							0.0							0.0	0
	SYVT	2.0			1.5			3.0							0.0	762
	Valley Express	2.0	1.0		3	4.5		10.5							0.0	2,667
	SMAT														0.0	0
	COLT														0.0	0

Total Rev Hrs	14,285
Baseline Rev Hrs	37,932 (1)
Total	52,217

**Peak Bus Requirement	7.0
Base Bus Requirement	6.0
Evening Bus Requirement	0

Base Bus Requirement	6.0
----------------------	------------

Required Weekday Revenue Hours	41.5	Required Saturday Revenue Hours	72.0
Baseline	139		

(1) Baseline service hours do not include SMAT, COLT, or Guadalupe Shuttle. Baseline is calculated based on service schedules and therefore may differ slightly from baseline hours in final plan.

* Cuyama and Los Alamos weekday hours are based on the number hours of service they provide divided by five to distribute evenly over an entire week.

** Peak and Base Bus Requirements are based on different periods of the day since each transit provider operates different spans of service. Weekday Revenue Hours provides a better indication of actual service levels.

APPENDIX D

RIDERSHIP PROJECTION MODEL

Ridership Projection Model

The following methodology and assumptions were used in developing a model to project regional transit ridership in North Santa Barbara County. The objective is to project realistic ridership forecasts for each of the transit services using available data and reasonable assumptions.

This methodology relies on several sources of data:

- 2000 Census
- SBCAG Regional Growth Forecast 2000-2030
- Nelson\Nygaard's Inventory of Existing Services – Northern County Santa Barbara Transit Plan
- Intercommunity Transit Service Implementation Plan: Lompoc, VAFB, Santa Maria – Urbitran
- TCRP Report 95 "Traveler Response to Transportation System Changes

Ridership was estimated for each service. It should be emphasized that the ridership estimates are "high level" projections or planning level estimates. They will need to be monitored and refined as new services are implemented and actual ridership data becomes available. The projected ridership estimates are conservative using existing ridership data and assumptions about how future riders will react to new and improved services. Over time, as the general public encounters the new and improved services and better understands the services that are available to them, further ridership gains can be expected. While there are many factors that may have some effect on ridership, not all are measurable. For example, a new transit center in Santa Maria or enhanced public information and marketing material may be make it more pleasant for transferring patrons or make it easier to navigate services, and potentially attract new riders; however it is not practical to quantify this benefit. The following factors are considered to have a significant effect and can be measured from a quantifiable ridership perspective.

- Population growth
- Increased service levels

The section below discusses these factors and explains our methods for assessing their ridership impact.

Current and Projected Population

The model uses population projections for each of the communities in the transit operators' service area based on forecasts from the SBCAG Regional Growth Forecast 2000-2030 report. Population projections are based on a baseline figure for year 2005 and forecasts for years 2010 and 2015. These years were selected because they correlate directly with the timeframe for the short term and

long-term ridership projections. The population figures are shown in the far right hand columns of Figure 1.

For each service, existing ridership figures were applied to the 2005 population for the communities served. The result is a riders per capita figure for all services. To project ridership growth based on population increases, it was assumed that riders per capita would increase 5% over the 15-year period. This figure was applied to the projected 2015 population. This provides projected ridership in 2015 based solely on population growth, without consideration to service improvements. It is assumed that 50% of the ridership growth is attributed to population increases. See Figure 2.

Service Recommendations

Increased service levels and serving new communities will result in increased ridership. Elasticity is a well-documented measure of the relationship between service improvements and the percent change in ridership. According to TCRP Study (#95), elasticity of transit use to service expansion is typically in the range of 0.6 to 1.0 meaning that each 1% of additional service (runs) increases ridership by 0.6-1.0%. We assumed that ridership would increase 1% over "base" levels for each additional run. Service increases are recommended in three phases: short-term, enhanced improvements and long-term. Ridership is projected on a service by service basis consistent with the recommended phased improvements. It is assumed that 50% of the ridership growth is attributed to service improvements. See Figure 3.

Summary

Figure 4 presents a summary of the ridership projections for each year of the ten-year planning period.

Figure 1 Population Projections and Communities Served by Transit

City or Community Served	Local Services			Regional Service										Population Projections (1)					
	COLT	SMAT	Guadalupe Shuttle	SYVT	Los Alamos Shuttle	New Cuyama Shuttle	Guadalupe Flyer	Breeze Bus	Clean Air Express	Coastal Express	RTA Route 10	Valley Express	SMOOTH	SBMTD	Population 2005	% Change from '05 to '10	Population 2010	% Change from '10 to '15	Population 2015
Arroyo Grande											X				17,626	7.7%	18,988	5.3%	19,988
Buellton				X								X			5,400	7.4%	5,800	0.0%	5,800
Carpinteria										X			X		14,800	1.4%	15,000	2.0%	15,300
Goleta									X	X		X	X		27,500	17.5%	32,300	2.2%	33,000
Guadalupe			X				X								5,900	1.7%	6,000	3.3%	6,200
Lompoc	X							X	X						43,500	3.2%	44,900	2.7%	46,100
Lompoc Unincorp.	X							X	X						22,000	8.2%	23,800	5.0%	25,000
Los Alamos					X										1,500				
Los Olivos				X															
New Cuyama						X													
Nipomo											X				10,023	39.7%	14,006	13.7%	15,924
Orcutt		X						X							39,500	13.2%	44,700	12.3%	50,200
Pismo Beach											X				9,693	11.5%	10,807	9.9%	11,873
San Luis Obispo											X				43,905	-1.7%	43,145	12.4%	48,499
Santa Barbara	X								X	X		X	X		90,500	2.4%	92,700	2.4%	94,900
Santa Maria		X			X	X	X	X	X		X				87,900	10.1%	96,800	9.4%	105,900
Santa Ynez				X											14,000	7.1%	15,000	0.7%	15,100
Solvang				X								X			5,900	6.8%	6,300	0.0%	6,300
VAFB								X											
Ventura (Montalvo/Oxnard)										X									
2004/05 Annual Boardings (2)	253,688	797,287	N/A	37,835	655	N/A	N/A	29,736	127,435	113,895	74,667	7,771	50,002	N/A					

Sources:

(1) Population projections - from SBCAG Regional Growth Forecast 2000-2030

(2) 2004/05 Annual Boardings - from Nelson\Nygaard Working Paper #1 of Northern County Santa Barbara Transit Plan

(3) Work Based Trips on Transit - from 2000 U.S. Census

*Shaded cell means population data not available

**Figure 2
Riders Per Capita
2005 and Projected 2015**

	2006			2015		
	FY 2005/6 Ridership	2005 Population	Riders/Capita	Ridership (1)	2015 Population	Riders/Capita
COLT	213,370	65,500	3.3	243,193	71,100	3.4
Guadalupe Shuttle and Flyer	98,500	5,900	16.7	108,684	6,200	17.5
SMAT	1,000,000	97,923	10.2	1,306,284	121,824	10.7
SYVT	37,835	11,300	3.3	42,539	12,100	3.5
Breeze	35,000	15,340	2.3	42,404	17,700	2.4
Clean Air Express	127,435	40,856	3.1	157,961	48,231	3.3
Valley Express	36,400	11,300	3.2	40,926	12,100	3.4
RTA Route 10	94,206	53,973	1.7	126,225	68,874	1.8

Does not include County lifeline shuttle services or SMOOTH.

(1) 50% attributed to increase in population and increase in per capita ridership

Figure 3
Enhanced Services
Phasing: Short-Term, Enhanced and Long-Term

	Base Ridership (FY 2007/08)	Short Term		Enhanced		Long Term	
		No. of New Runs	Projected Ridership (1)	No. of New Runs	Projected Ridership (1)	No. of New Runs	Projected Ridership (1)
Guadalupe Flyer	50,000	1	50,500	1	63,226	1	79,159
SYVT	40,483	1	40,888	1	41,297	0	41,297
Breeze	40,000	2 (to Buellton)	40,800	2 (Saturday)	45,084	3 (2 on Saturday)	51,261
Clean Air Express	66,000	0	66,000	2	72,930	0	72,930
Clean Air Express	66,000	2	67,320	2 (Saturday)	74,389	1	93,135
Valley Express	38,000	1	47,500	0	47,500	3	83,125

(1) 50% attributed to increase in population and increase in per capita ridership
There are no changes to COLT, SMAT, Cuyama Shuttle, MTD or RTA Route 10

Figure 4
Projected Ridership By Service
Phasing: Short-Term, Enhanced and Long-Term

	Short -Term Service Plan					Long-Term Service Plan				
	FY 2006/07	FY 2007/08	FY 2008/09	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13	FY 2013/14	FY 2014/15	FY 2015/16
<u>Local Fixed Route Service</u>										
COLT	213,370	217,211	221,120	225,101	229,152	233,277	237,476	241,751	246,102	250,532
SMAT	1,000,000	1,037,000	1,075,369	1,115,158	1,156,418	1,199,206	1,243,577	1,289,589	1,337,304	1,386,784
SYVT	37,835	39,462	39,769	40,082	40,806	41,128	41,456	41,789	42,127	42,471
<u>Regional Service</u>										
Los Alamos	655	675	695	716	737	759	782	806	830	855
Breeze	35,000	40,400	40,920	41,454	44,143	44,705	45,281	48,960	49,567	50,189
Guadalupe Shuttle and Flyer	98,450	100,159	101,208	102,271	109,713	110,806	111,915	121,005	122,145	123,301
Clean Air Express	127,435	132,225	134,127	136,083	145,096	147,167	149,299	160,866	163,123	165,446
Valley Express	36,400	42,241	42,537	42,838	43,143	43,453	43,769	61,901	62,227	62,557
<u>Intercounty Service</u>										
RTA Route 10	94,206	97,786	101,502	105,359	109,362	113,518	117,832	122,309	126,957	131,782

