



# CITY OF SANTA BARBARA

## TRANSPORTATION AND CIRCULATION COMMITTEE (TCC)

*SPECIAL PUBLIC MEETING ANNOUNCEMENT*

**Thursday, February 28, 2013**

**David Gebhard Room, 630 Garden Street, Santa Barbara, CA**

*This meeting will be televised*

### **AGENDA**

**CALL TO ORDER:** 5:30 P.M.

**ROLL CALL:**

**CHANGES TO THE AGENDA:**

**PUBLIC COMMENT:**

1. Ten minutes total and two minutes per member of the public regarding any subject within the jurisdiction of the committee that is not scheduled for public hearing before the committee. If you wish to speak before the Transportation & Circulation Committee, please complete a "Request to Speak" form, including a description of the subject you wish to address.

**CONSENT CALENDAR:**

2. Approval of Minutes from the December 13, 2012 TCC Meeting, where a TCC quorum was present.

**REPORTS:**

3. **Introduction of New Committee Members**

4. **Review of the MTD Report for Quarter 2 of Fiscal Year 2013, and Monthly Reports for November, December and January**

Recommendation: That the Committee review the MTD Report for Quarter 2 of Fiscal Year 2013, and Monthly Reports for November, December and January

5. **Safe Routes To School – Cleveland School**

Recommendation: That the Committee hear a report and determine that the Safe Routes to School Cleveland Project is consistent with the Circulation Element of the General Plan.

6. **Debrief on Eastside Neighborhood Listening Workshop**

Recommendation: That the Committee hear a debriefing on the February 2, 2013 Eastside Neighborhood Workshop

7. **Selection of Chair and Vice Chair**

8. **ANNOUNCEMENTS: New Guidelines for City Advisory Boards**

**ADJOURNMENT:**

**Committee Members:** Hillary Blackerby (Chair) Cynthia Boche, Bob Burnham, Keith Coffman-Grey (Vice-Chair), Ed France, Susan Horne, Kathleen Rodriguez, and

**Liaisons:** Cathy Murillo (Council Liaison), Deborah Schwartz (Planning Commission Liaison), Victor Suhr (Access Advisory Committee Liaison).

AMERICANS WITH DISABILITIES ACT: In compliance with the Americans with Disabilities Act, if you need special assistance to gain access to, comment at, or participate in this meeting, please contact Kim Thaler-Strange: 805-564-5385. If possible, notification at least 48 hours prior to the meeting will enable the City to make reasonable arrangements in most cases. Materials related to an item on this agenda submitted to the Transportation and Circulation Committee after distribution of the agenda packet are available for public inspection in the Public Works Department located at 630 Garden Street, during normal business hours. The agenda will be posted on Thursday, February 21, 2012, on the posting bulletin board outside of the David Gebhard Public Meeting Room on the south side of the Public Works/Community Development building at 630 Garden Street



# **MEETING MINUTES**

CITY OF SANTA BARBARA

## **TRANSPORTATION AND CIRCULATION COMMITTEE (TCC)**

David Gebhard Public Meeting Room  
630 Garden Street, Santa Barbara, CA  
Thursday, December 13, 2012, 5:30 PM

CALL TO ORDER: Chair Blackerby called the meeting to order at 6:02 PM

### **ROLL CALL:**

#### TCC MEMBERS

Hillary Blackerby  
Mark Bradley  
Keith Coffman-Grey  
Edward France  
Susan Horne  
Kathleen Rodriguez  
David Tabor

#### Attendance

Present  
Present  
Present  
Present  
Present  
Present  
Present

#### CITY STAFF PRESENT :

Browning Allen, Transportation Manager  
  
Derrick Bailey, Traffic Engineer  
Kim Thaler-Strange, Administrative Specialist

#### LIAISONS PRESENT

Cathy Murillo, Council Liaison

### **CHANGES TO THE AGENDA:**

### **PUBLIC COMMENT:**

1. No Public Comment.

### **CONSENT CALENDAR:**

2. **Approval of Minutes from the November 8, 2012 meeting where a TCC quorum was present.**

**Motion:** Approve the Minutes from the November 8, 2012, meeting. Change date

Motion made to approve the minutes by, Keith Coffman-Grey, seconded by Mark Bradley

Ayes: 6                      Noes:    Abstain: (1) Tabor    Absent:

Mr. Bradley came in at 6:04

## REPORTS

### 3. Recognition of outgoing members

Chair Blackerby acknowledged the outgoing Committee Members Tabor and Bradley and gave them plaques in recognition of their service. Mr. Tabor will be joining the MTD Board. Mr. Coffman-Grey said it was an honor to work with both of them and they will be missed. Mr. Tabor pointed out that the City is blessed with talented people. Mr. Bradley enjoyed his time on the committee and lots of things happened, and will be working with COAST.

(Ms. Rodriguez arrived at 5:35)

### 4. MTD Monthly Report

Mr. Allen reminded the Committee that this was a general standing item. Mr. Tabor noticed the dip in ridership. Mr. Allen pointed out that we did raise the fare, and will be reviewing that change mid-year to see if we are close to meeting our revenue target.

Ms. Horne –even though ridership is down, she asked if revenue has gone up. She was wondering if locals aren't riding anymore, because of the increase in fare. There could be many factors.

Mr. France asked if there was any change to the Carrillo lot service. Mr. Allen replied that it was discontinued. Some people moved their passes to the Cota lot, and others did not renew their subscriptions. The fact that it gets dark earlier could also play a part.

### 5. Pedestrian Median Refuge Island

Derrick Bailey, Traffic Engineer presented a report on the Pedestrian Median Refuge Islands. (Take summary from the report.) This is supported by the Fire department if it will help prevent crashes. This type of island is designed for collector and minor arterial streets. Staff has a Measure A Application in the works to seek funding. There are 6 proposed locations at this time near Franklin Elementary School and Adelante Charter School, and 3 proposed locations adjacent to La Cumbre Junior High/Santa Barbara Community Academy, There is another project for 3 crosswalks on: upper De La Vina at Arden Street, Samarkand, and Calle Laureles. There is an issue at Calle Laureles with a driveway, and a similar issue at Arden.

#### **TCC Comments:**

Mr. Allen mentioned DLV at Arden that a median island makes sense, blocking left turn access for driveways would be problematic.

Ms. Blackerby wanted a bit more detail about the turning situation at De La Vina and Arden. Mr. Bailey explained the challenges with left turns into driveways. She pointed out where most people exit the parking lot. Mr. Allen indicated that they would talk to the businesses, and this is pending approval of the Measure A Grant.

Mr. Bradley asked if there was a pedestrian refuge island at Cliff and Loma Alta. Mr. Bailey indicated that there was, but it was mainly there to encourage pedestrians to use the bus than for pedestrian use. There are a number of T intersections that would be good locations for pedestrian refuge islands.

Horne: If we apply for measure A and it's approved, and there are objections from businesses, what would happen? Mr. Allen indicated if we don't spend the money it goes back to measure A and would not be available until the next cycle.

Mr. Tabor: we had some comments about pedestrians in crosswalks. Do the rules change with the pedestrian median refuge island? Mr. Bailey replied that there is no legal break in the crosswalk. As soon as a pedestrian steps into the street, cars must yield regardless of what side of the street the pedestrian is on. He also indicated that one feature of median refuge island is that there are pavement markings and fluorescent green signs, which may blend in. Sign serves as a reminder that this is a crossing place. Mr. Tabor also asked if these can ever be applied without the other tools such as striped crosswalk or is it stand alone. Mr. Bailey discussed the use of this on its own. We will install 20 sets of flashers within the City. We are reaching the limit of what the City can maintain. There are more potential locations.

Ms. Horne commented that the recently improved La Cumbre Jr. High School are works much better for the drivers. There is a problem with people coming towards Mission dropping kids off at curb on Modoc. Maybe the median would mitigate that. The school is trying to educate parents.

Mr. Coffman-Grey: Statistics mention FHWA came up with 46% reduction in pedestrian related crashes. Was this divided between arterials and collector streets? Is there a different statistic there? Seems like the wider the street the less chance of a crash. There are two kinds of streets here. The ones on wider streets work well, but there is concern about the smaller streets. Has a survey been done of the neighborhood? Mr. Allen indicated that will happen as part of the Eastside Neighborhood Project. The timing of the Measure A application was an issue. Mr. Bailey responded that it's mainly on the arterial streets that we are getting most of the crashes.

Mr. France: Appreciates the tools and projects for the Eastside neighborhood and thinks these are great projects. He asked about what tools the City has in inventory to help pedestrian activity safety.

Mr. Bailey replied that the City has 3 under design. There are 10 listed in the Measure A application. He answered Mr. France's concern about any conflicts and indicated that there are no turning conflicts at any of the locations. De La Vina and Arden, as well as Calle Laureles are being taken off the table due to the concerns about loss of driveway access.

Mr. Bradley is in favor of the grant proposal, and agreed with Mr. France that it is best to go with the least controversial options.

Ms. Rodriguez indicated her respect for the options. She has lived on the Mesa, and noted how dangerous Cliff Drive can be during sunset. She commented that cars need to slow down. Mr. Allen indicated that the City can look at that once we own the street, currently owned by Caltrans.

Ms. Blackerby is excited that we can look at the tools before looking at the emotional investment. She asked if all 20 flashers are up. Mr. Bailey indicated that the three locations mentioned above will be revisited. She also asked about what types of building materials would be used for the refuge island. Mr. Allen replied that regular bricks will be used, and that the island needs to be designed, taking maintenance issues into account.

No other comments

## 6. Endorsement of Measure A Grant Applications

The City is submitting applications for pedestrian and bicycle programs for Measure A allocations. There is roughly \$1 million in Safe Routes to School money available. Staff is working on finding projects that would be good candidates for this program, and will be working on pre applications for Safe Routes to School (SRTS) next week. The SRTS projects include:

- Sidewalk Enhancements on LaCumbre Road, near the junior high and Franklin Elementary
- Pedestrian Refuge Islands near the Franklin Elementary School, Santa Barbara Community Academy and Santa Barbara Junior High
- Access ramps near Santa Barbara Junior High on the East Side
- School Bicycle Education Program

Bicycle and Pedestrian Program projects include:

- Bicycle Master Plan Update
- Upper De La Vina Crossing Enhancements
- Sidewalk Infill on Alisos Street
- Design funding for the pedestrian bridge at Cacique Street

The pedestrian and bicycle grant applications are due January 11, and SRTS Grants are due January 3 or 4, 2012. Staff is asking the committee to support and endorse the projects being submitted for Measure A money.

Ms. Blackerby asked the exact location of the SRTS project on La Cumbre. Mr. Bailey replied that it begins at La Colina and goes north. Staff is proposing to fill in the City sections up to Calle Cita, including sidewalk enhancements and crosswalks at La Colina. Mr. Allen indicated that the City needs to obtain the money to do the sidewalks. When looking at the application and matching grants, staff has to decide what projects will be scored highest. Additionally, the City is sponsoring Traffic Solutions' application. COAST is working with the City on an Open Streets program; however, that is not reflected here because the City can only apply for four projects in each category.

Mr. Coffman-Grey asked if there is a ranking or do you submit on each level? Mr. Allen indicated that we will rank them; and each application will stand on its own. We may have a project that we rated No. 1; they may not score as high as other projects. We look at our high priority projects as we are competing against other agencies' projects.

Mr. Bradley asked if there would be a conflict of interest because he is on the Board of COAST. Mr. Allen responded that we believe there is not a conflict, since the County is the applicant for COAST grants. In regard to the SRTS grants, would the City Coordinate with Coast, because there are similarities to what is being done already. Mr. Allen indicated that the City would work with COAST and the Bicycle Coalition on these programs and would like to develop programs for secondary school programs. Some applications are being sponsored by the County.

Ms. Blackerby was appreciative that the City is coming to the Committee to talk about what is being submitted. She also asked about when the City would be notified. Mr. Allen said that the applications would be scored in February or March and final decisions would go to the SBCAG Subregional Subcommittee in April or May. In the last cycle we got all of our SRTS projects funded. After the first of the year there will be an idea of how many projects were submitted and how the City fared against other agencies.

**Motion:** That the TCC endorse the City of Santa Barbara Pedestrian and Bicycle and Safe Routes to School Measure A grant applications.

Motion made by, Keith Coffman-Grey, seconded by Susan Horne

Ayes: 7      Noes: 0      Abstain: 0      Absent: 0

#### **7. Selection of chair and vice chair...**

Chair Blackerby: we waited until new committee members were on committee to see if one of them would be chair/vice chair. Mr. Allen Can hold off if you want, keep same vice chair/chair, up to board. Give new committee members a chance to help in the selection process. There is consensus and it will be move to next meeting

Chair Blackerby adjourned the meeting at 6:31. Mr. Tabor added his appreciation of staff for their dedication and hard work.

# **Crosstown Shuttle, Mesa/SBCC & Line 1 & 2 Enhancement**

## **Traffic Mitigation**

**Quarter Ending  
December 31, 2012**

*Prepared by the*

Santa Barbara Metropolitan Transit District



January 16, 2013



## Traffic Mitigation Quarter Ending December 31, 2012

The Santa Barbara Metropolitan Transit District (MTD), in partnership with the City of Santa Barbara, has implemented several service enhancements in recent years. These enhancements include two new routes, the Crosstown Shuttle and Line 4 - Mesa/SBCC, and enhanced peak-period service on Line 1 - Westside and Line 2 - Eastside.

The City is relying on these MTD service enhancements to provide the traffic mitigation required of the City by the Addendum to the Final Mitigated Negative Declaration for the Granada Garage Project (i.e., 985 average daily trips and 229 peak hour trips). The table below presents the ridership of each of these services during each month of the second quarter of fiscal year (FY) 2013.

For the enhanced service on Lines 1 & 2, the ridership in the table represents the change from the corresponding month of the year prior to implementation of the enhanced service, to the current month. For Line 4 and the Crosstown Shuttle, the ridership represents the entire ridership of the new routes.

**Fiscal Year 2013 MTD Enhanced Transit Ridership<sup>1</sup>**

Period	Change in Total Weekday Average Daily Ridership				Change in P.M. Peak Hour Average Daily Ridership <sup>2</sup>			
	Line 1 & 2	Mesa/SBCC	Crosstown	Total	Line 1 & 2	Mesa/SBCC	Crosstown	Total
<u>2nd Quarter</u>								
Oct 2012	51	675	426	<b>1,152</b>	64	148	85	<b>297</b>
Nov 2012	65	645	386	<b>1,096</b>	23	135	77	<b>235</b>
Dec 2012	29	504	324	<b>857</b>	18	108	61	<b>187</b>

Note 1: Line 1 & 2 ridership is the change from the corresponding month prior to implementation of the enhanced service.

Mesa/SBCC and Crosstown Shuttle ridership is the entire ridership of the new routes.

Note 2: The City of Santa Barbara P.M. Peak Hour is 4:00 - 6:00 P.M.

Source: Santa Barbara Metropolitan Transit District.

# **MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle**

**Monthly Report  
November 2012**

*Prepared by the*

Santa Barbara Metropolitan Transit District



December 7, 2012

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## **MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle November 2012 Monthly Report**

The City of Santa Barbara provides funding to the Santa Barbara Metropolitan Transit District (MTD) to assist in supporting MTD's Downtown-Waterfront Shuttle service. This report, prepared pursuant to Agreement No. 24,179, provides the City with data regarding this service.

### **DOWNTOWN-WATERFRONT SHUTTLE**

The City provides a fare-buydown subsidy to MTD for the Downtown-Waterfront Shuttle for clean and quiet 22-ft. electric shuttle services to meet downtown Santa Barbara traffic-reduction goals. The Downtown service operates along State Street from Sola Street to Cabrillo Boulevard, and the Waterfront service operates along Cabrillo Boulevard from the harbor to the zoo. Effective July 1, 2012, the one-way fare increased from \$0.25 to \$0.50 (with a half-fare of \$0.25 for elderly persons and persons with disabilities). Transfers between the State Street and Waterfront services are free.

Table 1 presents the ridership of the Downtown-Waterfront Shuttle service for November 2012 and for fiscal year (FY) 2013 to date. (The MTD fiscal year runs from July 1 through June 30.) The table also presents ridership for the corresponding periods of the previous fiscal year, as well as the percent change in ridership over the previous year. November 2012 and November 2011 each had 19 weekday service days and 10 weekend service days (MTD does not operate on Thanksgiving Day).

Table 2 shows the number of revenue hours that MTD operated on the Downtown-Waterfront Shuttle in November 2012 and for fiscal year 2013 to date, along with corresponding data from the previous fiscal year for comparison. The table also presents ridership per revenue hour for each route for the current month and the corresponding month of the previous fiscal year.

As shown in Table 1, total ridership on the Downtown-Waterfront Shuttle decreased substantially, from 28,978 passengers in November 2011 to 23,931 in November 2012. Ridership decreased on both State Street and the Waterfront. The July 1 fare increase (discussed above) undoubtedly accounted for much of the decrease. Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle were nearly unchanged, with 1,043 hours in November 2011 and 1,040 hours in November 2012. Average riders per hour decreased from 27.8 in November 2011 to 23.0 in November 2012. Due to the fare increase, estimated fare revenue increased from \$6,351.25 in November 2011 to \$9,085.50 in November 2012.

**TABLE 1**  
**MTD Routes Assisted by Santa Barbara - Ridership**

Line	Current Month		Fiscal Year To Date		Percent Change	
	FY 2013 Nov 2012	FY 2012 Nov 2011	FY 2013 Jul-Nov	FY 2012 Jul-Nov	Current Month	FY Total
<b>Downtown-Waterfront Shuttle</b>						
Line 30 - State Street	20,070	23,991	171,429	206,115	-16.3%	-16.8%
Line 31 - East Beach	2,587	3,439	31,539	38,296	-24.8%	-17.6%
Line 32 - West Beach	1,274	1,548	12,128	15,988	-17.7%	-24.1%
<i>Downtown-Waterfront Total</i>	<i>23,931</i>	<i>28,978</i>	<i>215,096</i>	<i>260,399</i>	<i>-17.4%</i>	<i>-17.4%</i>

Source: Santa Barbara Metropolitan Transit District.

**TABLE 2**  
**MTD Routes Assisted by Santa Barbara - Revenue Hours**

Line	Current Month		Fiscal Year To Date		Riders per Hour	
	FY 2013 Nov 2012	FY 2012 Nov 2011	FY 2013 Jul-Nov	FY 2012 Jul-Nov	FY 2013 Nov 2012	FY 2012 Nov 2011
<b>Downtown-Waterfront Shuttle</b>						
Line 30 - State Street	805	808	4,904	5,103	24.9	29.7
Line 31 - East Beach	158	158	1,236	1,259	16.4	21.8
Line 32 - West Beach	77	77	579	580	16.5	20.1
<i>Downtown-Waterfront Total</i>	<i>1,040</i>	<i>1,043</i>	<i>6,719</i>	<i>6,942</i>	<i>23.0</i>	<i>27.8</i>

Source: Santa Barbara Metropolitan Transit District.

### Ten-Year Trend

Tables 3A, 3B, and 3C present ten-year Downtown-Waterfront Shuttle trends in ridership, revenue hours, and passengers per revenue hour, respectively. The tables show that annual ridership during the period has varied from approximately 525,000 to 567,000 passengers. It is likely that ridership during the current year will continue to be lower than this trend, due to the fare increase.

The primary market for the Downtown-Waterfront Shuttle differs from that for a typical public transportation service. In general terms, the primary market for this shuttle service is tourists and local residents who are shopping, dining, sightseeing, or enjoying other recreational activities downtown and on the waterfront. Thus, shuttle ridership is heavily dependent on the convenience of the service and on the number of persons spending leisure time in these areas.

The time required to complete a trip on the Downtown-Waterfront Shuttle has increased over time as traffic congestion has worsened. A round trip on the State Street portion of the service (i.e., from the Dolphin Fountain to Sola Street and back to the Dolphin Fountain), for example, formerly required from 30 to 35 minutes, depending on the season and the time of day. Now, a round trip requires up to 45 minutes at peak times. Because MTD operates the same number of vehicles and approximately the same number of revenue hours

annually, the number of trips provided during a typical day has decreased due to the increase in congestion and in the time required for each trip. Thus, over the ten-year period, the travel time has increased and the frequency of service has decreased.

### Marketing & Public Information

- Passenger information cards are distributed at many locations along the route, including lodging establishments and the Visitors' Center. During the summer, the Downtown Organization hands out the cards as part of their "Downtown Hosts" program.
- The shuttle route is featured in all "Santa Barbara Car Free" collateral. Flyers are available on all Amtrak Surfliner trains.
- The "Santa Barbara Car Free" brochure for the MTD's Line 22 service to "Santa Barbara's Highlights" features the Downtown-Waterfront Shuttle as a connection from the beach to Line 22.
- The Downtown-Waterfront Shuttle route is featured on the map in the explore section of Santa Barbara Seasons magazine.
- Partnership website links are provided by "Santa Barbara Car Free," the Santa Barbara Conference & Visitors Bureau and Film Commission, and the Downtown Organization.
- The Downtown-Waterfront Shuttle route is featured in the "Downtown Map & Guide" produced by the Downtown Organization.
- MTD is an active member of the Santa Barbara Conference & Visitors Bureau and Film Commission, the Santa Barbara Downtown Organization, and the Santa Barbara Region Chamber of Commerce, and works with these organizations to publicize the shuttle.
- All Downtown-Waterfront Shuttle vehicles display City of Santa Barbara seals.
- The Santa Barbara Region Chamber of Commerce Visitors' Center sells the MTD day pass.
- Amtrak passengers can request two free MTD transfers from the conductor. Caltrans pays MTD for the transfers after they are used.

**TABLE 3A: Downtown-Waterfront Shuttle Ridership**

Month	Fiscal Year										
	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
Jul.	72,007	78,586	73,895	76,499	73,310	75,727	77,887	78,777	75,620	77,684	62,441
Aug.	72,465	79,726	70,693	71,631	66,978	70,257	82,138	71,549	72,370	68,232	55,143
Sep.	47,600	47,203	48,519	45,410	47,491	45,967	46,286	48,034	46,939	45,034	39,882
Oct.	40,072	45,430	38,690	38,797	36,864	39,422	41,480	37,068	37,584	40,471	33,699
Nov.	36,240	35,899	32,307	34,528	32,350	33,210	33,044	32,677	31,884	28,978	23,931
Dec.	33,443	31,832	30,376	31,672	30,473	30,298	28,375	28,586	27,415	31,745	
Jan.	38,051	36,212	28,900	33,439	30,698	28,370	33,527	32,152	34,229	35,236	
Feb.	34,602	33,550	28,036	34,767	30,898	30,575	27,233	31,372	28,823	34,481	
Mar.	43,923	40,149	36,855	34,067	35,999	41,274	34,380	39,381	32,626	36,286	
Apr.	41,452	40,536	38,369	37,411	37,436	38,653	40,821	39,387	41,618	41,360	
May	43,085	43,982	44,240	42,861	43,587	43,347	44,631	44,166	44,456	45,742	
Jun.	56,228	53,482	59,501	55,301	59,194	63,083	54,150	56,535	52,381	56,181	
Total	559,168	566,587	530,381	536,383	525,278	540,183	543,952	539,684	525,945	541,430	

**TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours**

Month	Fiscal Year										
	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
Jul.	1,777	1,786	1,754	1,786	1,586	1,682	1,785	1,791	1,830	1,836	1,724
Aug.	1,772	1,801	1,704	1,702	1,615	1,673	1,806	1,765	1,773	1,766	1,717
Sep.	1,279	1,227	1,225	1,214	1,173	1,192	1,086	1,237	1,188	1,182	1,149
Oct.	1,254	1,235	1,137	1,139	1,114	1,122	1,093	1,114	1,100	1,116	1,087
Nov.	1,128	1,114	1,062	1,058	1,042	1,070	1,072	1,064	1,043	1,043	1,040
Dec.	1,150	1,123	1,084	1,082	1,067	1,105	1,076	1,081	1,088	1,046	
Jan.	1,168	1,176	1,146	1,140	1,119	1,128	1,135	1,155	1,115	1,119	
Feb.	1,062	1,102	1,026	1,035	1,011	1,043	1,013	1,013	993	1,029	
Mar.	1,176	1,128	1,119	1,126	1,113	1,121	1,109	1,101	1,074	1,089	
Apr.	1,182	1,060	1,093	1,109	1,079	1,062	1,065	1,063	1,058	1,047	
May	1,349	1,190	1,227	1,193	1,234	1,297	1,342	1,235	1,218	1,215	
Jun.	1,520	1,655	1,646	1,432	1,685	1,705	1,715	1,707	1,710	1,678	
Total	15,817	15,597	15,223	15,016	14,838	15,200	15,297	15,326	15,190	15,166	

**TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour**

Month	Fiscal Year										
	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
Jul.	40.5	44.0	42.1	42.8	46.2	45.0	43.6	44.0	41.3	42.3	36.2
Aug.	40.9	44.3	41.5	42.1	41.5	42.0	45.5	40.5	40.8	38.6	32.1
Sep.	37.2	38.5	39.6	37.4	40.5	38.6	42.6	38.8	39.5	38.1	34.7
Oct.	32.0	36.8	34.0	34.1	33.1	35.1	38.0	33.3	34.2	36.3	31.0
Nov.	32.1	32.2	30.4	32.6	31.0	31.0	30.8	30.7	30.6	27.8	23.0
Dec.	29.1	28.3	28.0	29.3	28.6	27.4	26.4	26.4	25.2	30.3	
Jan.	32.6	30.8	25.2	29.3	27.4	25.2	29.5	27.8	30.7	31.5	
Feb.	32.6	30.4	27.3	33.6	30.6	29.3	26.9	31.0	29.0	33.5	
Mar.	37.3	35.6	32.9	30.3	32.3	36.8	31.0	35.8	30.4	33.3	
Apr.	35.1	38.2	35.1	33.7	34.7	36.4	38.3	37.1	39.3	39.5	
May	31.9	37.0	36.1	35.9	35.3	33.4	33.3	35.8	36.5	37.6	
Jun.	37.0	32.3	36.1	38.6	35.1	37.0	31.6	33.1	30.6	33.5	
Avg.	35.4	36.3	34.8	35.7	35.4	35.5	35.6	35.2	34.6	35.7	

Source: Santa Barbara Metropolitan Transit District.

# **MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle**

**Monthly Report  
December 2012**

*Prepared by the*

Santa Barbara Metropolitan Transit District



January 16, 2013

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## **MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle December 2012 Monthly Report**

The City of Santa Barbara provides funding to the Santa Barbara Metropolitan Transit District (MTD) to assist in supporting MTD's Downtown-Waterfront Shuttle service. This report, prepared pursuant to Agreement No. 24,179, provides the City with data regarding this service.

### **DOWNTOWN-WATERFRONT SHUTTLE**

The City provides a fare-buydown subsidy to MTD for the Downtown-Waterfront Shuttle for clean and quiet 22-ft. electric shuttle services to meet downtown Santa Barbara traffic-reduction goals. The Downtown service operates along State Street from Sola Street to Cabrillo Boulevard, and the Waterfront service operates along Cabrillo Boulevard from the harbor to the zoo. Effective July 1, 2012, the one-way fare increased from \$0.25 to \$0.50 (with a half-fare of \$0.25 for elderly persons and persons with disabilities). Transfers between the State Street and Waterfront services are free.

Table 1 presents the ridership of the Downtown-Waterfront Shuttle service for December 2012 and for fiscal year (FY) 2013 to date. (The MTD fiscal year runs from July 1 through June 30.) The table also presents ridership for the corresponding periods of the previous fiscal year, as well as the percent change in ridership over the previous year. December 2012 had 18 weekday service days and 12 weekend service days, while December 2011 had 22 weekday service days and 8 weekend service days (MTD does not operate on Christmas Day).

Table 2 shows the number of revenue hours that MTD operated on the Downtown-Waterfront Shuttle in December 2012 and for fiscal year 2013 to date, along with corresponding data from the previous fiscal year for comparison. The table also presents ridership per revenue hour for each route for the current month and the corresponding month of the previous fiscal year.

As shown in Table 1, total ridership on the Downtown-Waterfront Shuttle decreased substantially, from 31,745 passengers in December 2011 to 21,863 in December 2012. Ridership decreased on both State Street and the Waterfront. The July 1 fare increase (discussed above) undoubtedly accounted for much of the decrease. December 2012 had approximately four inches of rain, while December 2011 had only about one inch. The increased rainfall certainly accounted for a portion of the decrease. Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle increased from 1,046 hours in December 2011 to 1,100 hours in December 2012, due to the increase in the

number of weekend days. Average riders per hour decreased from 30.3 in December 2011 to 19.9 in December 2012. Due to the fare increase, estimated fare revenue increased from \$6,922.00 in December 2011 to \$8,351.50 in December 2012.

**TABLE 1**  
**MTD Routes Assisted by Santa Barbara - Ridership**

Line	Current Month		Fiscal Year To Date		Percent Change	
	FY 2013 Dec 2012	FY 2012 Dec 2011	FY 2013 Jul-Dec	FY 2012 Jul-Dec	Current Month	FY Total
<b>Downtown-Waterfront Shuttle</b>						
Line 30 - State Street	18,408	26,138	189,837	232,253	-29.6%	-18.3%
Line 31 - East Beach	2,432	4,028	33,971	42,324	-39.6%	-19.7%
Line 32 - West Beach	1,023	1,579	13,151	17,567	-35.2%	-25.1%
<i>Downtown-Waterfront Total</i>	<i>21,863</i>	<i>31,745</i>	<i>236,959</i>	<i>292,144</i>	<i>-31.1%</i>	<i>-18.9%</i>

Source: Santa Barbara Metropolitan Transit District.

**TABLE 2**  
**MTD Routes Assisted by Santa Barbara - Revenue Hours**

Line	Current Month		Fiscal Year To Date		Riders per Hour	
	FY 2013 Dec 2012	FY 2012 Dec 2011	FY 2013 Jul-Dec	FY 2012 Jul-Dec	FY 2013 Dec 2012	FY 2012 Dec 2011
<b>Downtown-Waterfront Shuttle</b>						
Line 30 - State Street	857	802	5,761	5,905	21.5	32.6
Line 31 - East Beach	163	164	1,399	1,422	14.9	24.6
Line 32 - West Beach	80	80	659	660	12.8	19.7
<i>Downtown-Waterfront Total</i>	<i>1,100</i>	<i>1,046</i>	<i>7,819</i>	<i>7,987</i>	<i>19.9</i>	<i>30.3</i>

Source: Santa Barbara Metropolitan Transit District.

### Ten-Year Trend

Tables 3A, 3B, and 3C present ten-year Downtown-Waterfront Shuttle trends in ridership, revenue hours, and passengers per revenue hour, respectively. The tables show that annual ridership during the period has varied from approximately 525,000 to 567,000 passengers. It is likely that ridership during the current year will continue to be lower than this trend, due to the fare increase.

The primary market for the Downtown-Waterfront Shuttle differs from that for a typical public transportation service. In general terms, the primary market for this shuttle service is tourists and local residents who are shopping, dining, sightseeing, or enjoying other recreational activities downtown and on the waterfront. Thus, shuttle ridership is heavily dependent on the convenience of the service and on the number of persons spending leisure time in these areas.

The time required to complete a trip on the Downtown-Waterfront Shuttle has increased over time as traffic congestion has worsened. A round trip on the State Street portion of the service (i.e., from the Dolphin Fountain to Sola Street and back to the Dolphin Fountain), for example, formerly required from 30 to 35

minutes, depending on the season and the time of day. Now, a round trip requires up to 45 minutes at peak times. Because MTD operates the same number of vehicles and approximately the same number of revenue hours annually, the number of trips provided during a typical day has decreased due to the increase in congestion and in the time required for each trip. Thus, over the ten-year period, the travel time has increased and the frequency of service has decreased.

### Marketing & Public Information

- Passenger information cards are distributed at many locations along the route, including lodging establishments and the Visitors' Center. During the summer, the Downtown Organization hands out the cards as part of their "Downtown Hosts" program.
- The shuttle route is featured in all "Santa Barbara Car Free" collateral. Flyers are available on all Amtrak Surfliner trains.
- The "Santa Barbara Car Free" brochure for the MTD's Line 22 service to "Santa Barbara's Highlights" features the Downtown-Waterfront Shuttle as a connection from the beach to Line 22.
- The Downtown-Waterfront Shuttle route is featured on the map in the explore section of Santa Barbara Seasons magazine.
- Partnership website links are provided by "Santa Barbara Car Free," the Santa Barbara Conference & Visitors Bureau and Film Commission, and the Downtown Organization.
- The Downtown-Waterfront Shuttle route is featured in the "Downtown Map & Guide" produced by the Downtown Organization.
- MTD is an active member of the Santa Barbara Conference & Visitors Bureau and Film Commission, the Santa Barbara Downtown Organization, and the Santa Barbara Region Chamber of Commerce, and works with these organizations to publicize the shuttle.
- All Downtown-Waterfront Shuttle vehicles display City of Santa Barbara seals.
- The Santa Barbara Region Chamber of Commerce Visitors' Center sells the MTD day pass.
- Amtrak passengers can request two free MTD transfers from the conductor. Caltrans pays MTD for the transfers after they are used.

**TABLE 3A: Downtown-Waterfront Shuttle Ridership**

Month	Fiscal Year										
	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
Jul.	72,007	78,586	73,895	76,499	73,310	75,727	77,887	78,777	75,620	77,684	62,441
Aug.	72,465	79,726	70,693	71,631	66,978	70,257	82,138	71,549	72,370	68,232	55,143
Sep.	47,600	47,203	48,519	45,410	47,491	45,967	46,286	48,034	46,939	45,034	39,882
Oct.	40,072	45,430	38,690	38,797	36,864	39,422	41,480	37,068	37,584	40,471	33,699
Nov.	36,240	35,899	32,307	34,528	32,350	33,210	33,044	32,677	31,884	28,978	23,931
Dec.	33,443	31,832	30,376	31,672	30,473	30,298	28,375	28,586	27,415	31,745	21,863
Jan.	38,051	36,212	28,900	33,439	30,698	28,370	33,527	32,152	34,229	35,236	
Feb.	34,602	33,550	28,036	34,767	30,898	30,575	27,233	31,372	28,823	34,481	
Mar.	43,923	40,149	36,855	34,067	35,999	41,274	34,380	39,381	32,626	36,286	
Apr.	41,452	40,536	38,369	37,411	37,436	38,653	40,821	39,387	41,618	41,360	
May	43,085	43,982	44,240	42,861	43,587	43,347	44,631	44,166	44,456	45,742	
Jun.	56,228	53,482	59,501	55,301	59,194	63,083	54,150	56,535	52,381	56,181	
Total	559,168	566,587	530,381	536,383	525,278	540,183	543,952	539,684	525,945	541,430	

**TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours**

Month	Fiscal Year										
	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
Jul.	1,777	1,786	1,754	1,786	1,586	1,682	1,785	1,791	1,830	1,836	1,724
Aug.	1,772	1,801	1,704	1,702	1,615	1,673	1,806	1,765	1,773	1,766	1,717
Sep.	1,279	1,227	1,225	1,214	1,173	1,192	1,086	1,237	1,188	1,182	1,149
Oct.	1,254	1,235	1,137	1,139	1,114	1,122	1,093	1,114	1,100	1,116	1,087
Nov.	1,128	1,114	1,062	1,058	1,042	1,070	1,072	1,064	1,043	1,043	1,040
Dec.	1,150	1,123	1,084	1,082	1,067	1,105	1,076	1,081	1,088	1,046	1,100
Jan.	1,168	1,176	1,146	1,140	1,119	1,128	1,135	1,155	1,115	1,119	
Feb.	1,062	1,102	1,026	1,035	1,011	1,043	1,013	1,013	993	1,029	
Mar.	1,176	1,128	1,119	1,126	1,113	1,121	1,109	1,101	1,074	1,089	
Apr.	1,182	1,060	1,093	1,109	1,079	1,062	1,065	1,063	1,058	1,047	
May	1,349	1,190	1,227	1,193	1,234	1,297	1,342	1,235	1,218	1,215	
Jun.	1,520	1,655	1,646	1,432	1,685	1,705	1,715	1,707	1,710	1,678	
Total	15,817	15,597	15,223	15,016	14,838	15,200	15,297	15,326	15,190	15,166	

**TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour**

Month	Fiscal Year										
	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
Jul.	40.5	44.0	42.1	42.8	46.2	45.0	43.6	44.0	41.3	42.3	36.2
Aug.	40.9	44.3	41.5	42.1	41.5	42.0	45.5	40.5	40.8	38.6	32.1
Sep.	37.2	38.5	39.6	37.4	40.5	38.6	42.6	38.8	39.5	38.1	34.7
Oct.	32.0	36.8	34.0	34.1	33.1	35.1	38.0	33.3	34.2	36.3	31.0
Nov.	32.1	32.2	30.4	32.6	31.0	31.0	30.8	30.7	30.6	27.8	23.0
Dec.	29.1	28.3	28.0	29.3	28.6	27.4	26.4	26.4	25.2	30.3	19.9
Jan.	32.6	30.8	25.2	29.3	27.4	25.2	29.5	27.8	30.7	31.5	
Feb.	32.6	30.4	27.3	33.6	30.6	29.3	26.9	31.0	29.0	33.5	
Mar.	37.3	35.6	32.9	30.3	32.3	36.8	31.0	35.8	30.4	33.3	
Apr.	35.1	38.2	35.1	33.7	34.7	36.4	38.3	37.1	39.3	39.5	
May	31.9	37.0	36.1	35.9	35.3	33.4	33.3	35.8	36.5	37.6	
Jun.	37.0	32.3	36.1	38.6	35.1	37.0	31.6	33.1	30.6	33.5	
Avg.	35.4	36.3	34.8	35.7	35.4	35.5	35.6	35.2	34.6	35.7	

Source: Santa Barbara Metropolitan Transit District.

# **MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle**

**Monthly Report  
January 2013**

*Prepared by the*

Santa Barbara Metropolitan Transit District



February 15, 2013

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## **MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle January 2013 Monthly Report**

The City of Santa Barbara provides funding to the Santa Barbara Metropolitan Transit District (MTD) to assist in supporting MTD's Downtown-Waterfront Shuttle service. This report, prepared pursuant to Agreement No. 24,179, provides the City with data regarding this service.

### **DOWNTOWN-WATERFRONT SHUTTLE**

The City provides a fare-buydown subsidy to MTD for the Downtown-Waterfront Shuttle for clean and quiet 22-ft. electric shuttle services to meet downtown Santa Barbara traffic-reduction goals. The Downtown service operates along State Street from Sola Street to Cabrillo Boulevard, and the Waterfront service operates along Cabrillo Boulevard from the harbor to the zoo. Effective July 1, 2012, the one-way fare increased from \$0.25 to \$0.50 (with a half-fare of \$0.25 for elderly persons and persons with disabilities). Transfers between the State Street and Waterfront services are free.

Table 1 presents the ridership of the Downtown-Waterfront Shuttle service for January 2013 and for fiscal year (FY) 2013 to date. (The MTD fiscal year runs from July 1 through June 30.) The table also presents ridership for the corresponding periods of the previous fiscal year, as well as the percent change in ridership over the previous year. January 2013 had 21 weekday service days and 10 weekend service days, while January 2012 had 20 weekday service days and 11 weekend service days.

Table 2 shows the number of revenue hours that MTD operated on the Downtown-Waterfront Shuttle in January 2013 and for fiscal year 2013 to date, along with corresponding data from the previous fiscal year for comparison. The table also presents ridership per revenue hour for each route for the current month and the corresponding month of the previous fiscal year.

As shown in Table 1, total ridership on the Downtown-Waterfront Shuttle decreased substantially, from 35,236 passengers in January 2012 to 23,269 in January 2013. Ridership decreased on both State Street and the Waterfront. The July 1 fare increase (discussed above) undoubtedly accounted for much of the decrease. January 2013 had more than two inches of rain, while January 2012 had less than one inch. In addition, the average temperature in January 2013 was two degrees colder than January 2012. The increased rainfall and colder temperatures accounted for a portion of the decrease. Finally, the decrease in the number of weekend days in January 2013 accounted for some of the decrease in ridership.

Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle decreased slightly, from 1,119 hours in January 2012 to 1,103 hours in January 2013, due to the decrease in the number of weekend days. Average riders per hour decreased from 31.5 in January 2012 to 21.1 in January 2013. Due to the fare increase, estimated fare revenue increased from \$7,729.25 in January 2012 to \$8,843.00 in January 2013.

**TABLE 1  
MTD Routes Assisted by Santa Barbara - Ridership**

Line	Current Month		Fiscal Year To Date		Percent Change	
	FY 2013 Jan 2013	FY 2012 Jan 2012	FY 2013 Jul-Jan	FY 2012 Jul-Jan	Current Month	FY Total
<b>Downtown-Waterfront Shuttle</b>						
Line 30 - State Street	19,248	29,891	209,085	262,144	-35.6%	-20.2%
Line 31 - East Beach	2,941	3,559	36,912	45,883	-17.4%	-19.6%
Line 32 - West Beach	1,080	1,786	14,231	19,353	-39.5%	-26.5%
<i>Downtown-Waterfront Total</i>	<i>23,269</i>	<i>35,236</i>	<i>260,228</i>	<i>327,380</i>	<i>-34.0%</i>	<i>-20.5%</i>

Source: Santa Barbara Metropolitan Transit District.

**TABLE 2  
MTD Routes Assisted by Santa Barbara - Revenue Hours**

Line	Current Month		Fiscal Year To Date		Riders per Hour	
	FY 2013 Jan 2013	FY 2012 Jan 2012	FY 2013 Jul-Jan	FY 2012 Jul-Jan	FY 2013 Jan 2013	FY 2012 Jan 2012
<b>Downtown-Waterfront Shuttle</b>						
Line 30 - State Street	851	867	6,612	6,772	22.6	34.5
Line 31 - East Beach	169	169	1,568	1,591	17.4	21.1
Line 32 - West Beach	83	83	741	743	13.0	21.5
<i>Downtown-Waterfront Total</i>	<i>1,103</i>	<i>1,119</i>	<i>8,921</i>	<i>9,106</i>	<i>21.1</i>	<i>31.5</i>

Source: Santa Barbara Metropolitan Transit District.

### Ten-Year Trend

Tables 3A, 3B, and 3C present ten-year Downtown-Waterfront Shuttle trends in ridership, revenue hours, and passengers per revenue hour, respectively. The tables show that annual ridership during the period has varied from approximately 525,000 to 567,000 passengers. It is likely that ridership during the current year will continue to be lower than this trend, due to the fare increase.

The primary market for the Downtown-Waterfront Shuttle differs from that for a typical public transportation service. In general terms, the primary market for this shuttle service is tourists and local residents who are shopping, dining, sightseeing, or enjoying other recreational activities downtown and on the waterfront. Thus, shuttle ridership is heavily dependent on the convenience of the service and on the number of persons spending leisure time in these areas.

The time required to complete a trip on the Downtown-Waterfront Shuttle has increased over time as traffic congestion has worsened. A round trip on the State Street portion of the service (i.e., from the Dolphin Fountain to Sola Street and back to the Dolphin Fountain), for example, formerly required from 30 to 35 minutes, depending on the season and the time of day. Now, a round trip requires up to 45 minutes at peak times. Because MTD operates the same number of vehicles and approximately the same number of revenue hours annually, the number of trips provided during a typical day has decreased due to the increase in congestion and in the time required for each trip. Thus, over the ten-year period, the travel time has increased and the frequency of service has decreased.

### Marketing & Public Information

- Passenger information cards are distributed at many locations along the route, including lodging establishments and the Visitors' Center. During the summer, the Downtown Organization hands out the cards as part of their "Downtown Hosts" program.
- The shuttle route is featured in all "Santa Barbara Car Free" collateral. Flyers are available on all Amtrak Surfliner trains.
- The "Santa Barbara Car Free" brochure for the MTD's Line 22 service to "Santa Barbara's Highlights" features the Downtown-Waterfront Shuttle as a connection from the beach to Line 22.
- The Downtown-Waterfront Shuttle route is featured on the map in the explore section of Santa Barbara Seasons magazine.
- Partnership website links are provided by "Santa Barbara Car Free," the Santa Barbara Conference & Visitors Bureau and Film Commission, and the Downtown Organization.
- The Downtown-Waterfront Shuttle route is featured in the "Downtown Map & Guide" produced by the Downtown Organization.
- MTD is an active member of the Santa Barbara Conference & Visitors Bureau and Film Commission, the Santa Barbara Downtown Organization, and the Santa Barbara Region Chamber of Commerce, and works with these organizations to publicize the shuttle.
- All Downtown-Waterfront Shuttle vehicles display City of Santa Barbara seals.
- The Santa Barbara Region Chamber of Commerce Visitors' Center sells the MTD day pass.
- Amtrak passengers can request two free MTD transfers from the conductor. Caltrans pays MTD for the transfers after they are used.

**TABLE 3A: Downtown-Waterfront Shuttle Ridership**

Month	Fiscal Year										
	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
Jul.	72,007	78,586	73,895	76,499	73,310	75,727	77,887	78,777	75,620	77,684	62,441
Aug.	72,465	79,726	70,693	71,631	66,978	70,257	82,138	71,549	72,370	68,232	55,143
Sep.	47,600	47,203	48,519	45,410	47,491	45,967	46,286	48,034	46,939	45,034	39,882
Oct.	40,072	45,430	38,690	38,797	36,864	39,422	41,480	37,068	37,584	40,471	33,699
Nov.	36,240	35,899	32,307	34,528	32,350	33,210	33,044	32,677	31,884	28,978	23,931
Dec.	33,443	31,832	30,376	31,672	30,473	30,298	28,375	28,586	27,415	31,745	21,863
Jan.	38,051	36,212	28,900	33,439	30,698	28,370	33,527	32,152	34,229	35,236	23,269
Feb.	34,602	33,550	28,036	34,767	30,898	30,575	27,233	31,372	28,823	34,481	
Mar.	43,923	40,149	36,855	34,067	35,999	41,274	34,380	39,381	32,626	36,286	
Apr.	41,452	40,536	38,369	37,411	37,436	38,653	40,821	39,387	41,618	41,360	
May	43,085	43,982	44,240	42,861	43,587	43,347	44,631	44,166	44,456	45,742	
Jun.	56,228	53,482	59,501	55,301	59,194	63,083	54,150	56,535	52,381	56,181	
Total	559,168	566,587	530,381	536,383	525,278	540,183	543,952	539,684	525,945	541,430	

**TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours**

Month	Fiscal Year										
	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
Jul.	1,777	1,786	1,754	1,786	1,586	1,682	1,785	1,791	1,830	1,836	1,724
Aug.	1,772	1,801	1,704	1,702	1,615	1,673	1,806	1,765	1,773	1,766	1,717
Sep.	1,279	1,227	1,225	1,214	1,173	1,192	1,086	1,237	1,188	1,182	1,149
Oct.	1,254	1,235	1,137	1,139	1,114	1,122	1,093	1,114	1,100	1,116	1,087
Nov.	1,128	1,114	1,062	1,058	1,042	1,070	1,072	1,064	1,043	1,043	1,040
Dec.	1,150	1,123	1,084	1,082	1,067	1,105	1,076	1,081	1,088	1,046	1,100
Jan.	1,168	1,176	1,146	1,140	1,119	1,128	1,135	1,155	1,115	1,119	1,103
Feb.	1,062	1,102	1,026	1,035	1,011	1,043	1,013	1,013	993	1,029	
Mar.	1,176	1,128	1,119	1,126	1,113	1,121	1,109	1,101	1,074	1,089	
Apr.	1,182	1,060	1,093	1,109	1,079	1,062	1,065	1,063	1,058	1,047	
May	1,349	1,190	1,227	1,193	1,234	1,297	1,342	1,235	1,218	1,215	
Jun.	1,520	1,655	1,646	1,432	1,685	1,705	1,715	1,707	1,710	1,678	
Total	15,817	15,597	15,223	15,016	14,838	15,200	15,297	15,326	15,190	15,166	

**TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour**

Month	Fiscal Year										
	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
Jul.	40.5	44.0	42.1	42.8	46.2	45.0	43.6	44.0	41.3	42.3	36.2
Aug.	40.9	44.3	41.5	42.1	41.5	42.0	45.5	40.5	40.8	38.6	32.1
Sep.	37.2	38.5	39.6	37.4	40.5	38.6	42.6	38.8	39.5	38.1	34.7
Oct.	32.0	36.8	34.0	34.1	33.1	35.1	38.0	33.3	34.2	36.3	31.0
Nov.	32.1	32.2	30.4	32.6	31.0	31.0	30.8	30.7	30.6	27.8	23.0
Dec.	29.1	28.3	28.0	29.3	28.6	27.4	26.4	26.4	25.2	30.3	19.9
Jan.	32.6	30.8	25.2	29.3	27.4	25.2	29.5	27.8	30.7	31.5	21.1
Feb.	32.6	30.4	27.3	33.6	30.6	29.3	26.9	31.0	29.0	33.5	
Mar.	37.3	35.6	32.9	30.3	32.3	36.8	31.0	35.8	30.4	33.3	
Apr.	35.1	38.2	35.1	33.7	34.7	36.4	38.3	37.1	39.3	39.5	
May	31.9	37.0	36.1	35.9	35.3	33.4	33.3	35.8	36.5	37.6	
Jun.	37.0	32.3	36.1	38.6	35.1	37.0	31.6	33.1	30.6	33.5	
Avg.	35.4	36.3	34.8	35.7	35.4	35.5	35.6	35.2	34.6	35.7	

Source: Santa Barbara Metropolitan Transit District.



## City of Santa Barbara Transportation & Circulation Committee *Staff Report*

**DATE:** February 28, 2013  
**TO:** Transportation and Circulation Committee (TCC)  
**FROM:** Malinda Reese, Project Engineer  
**SUBJECT:** Safe Routes to School Cleveland Project

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### **RECOMMENDATION:**

That the Transportation and Circulation Committee (TCC) find that the Safe Routes to School Cleveland Project (Project) is consistent with the Circulation Element of the General Plan.

### **PROJECT DESCRIPTION:**

The proposed project includes pedestrian and vehicular safety improvements at five intersections within the Eastside Neighborhood, including Clifton Street at Canada Street, Clifton Street at Oak Street, Clifton Street at Salinas Street, Cacique Street at Salinas Street, and Santa Ynez Street at Eucalyptus Hill Road (see Attachment 1). All five of these intersections are on the suggested route to school for Cleveland Elementary School, as presented in the City's Pedestrian Master Plan.

At the intersections of Clifton Street at Canada Street, Clifton Street at Oak Street, and Santa Ynez Street at Eucalyptus Hill Road, the Project proposes to install sidewalk access ramps. At the intersection of Clifton Street and Salinas Street, the project proposes to install pedestrian safety lighting.

The largest proposed improvement is the realignment of the intersection at Salinas Street and Cacique Street. Currently, the centerline of Salinas Street is offset approximately fifteen feet from north of the intersection to just south of the intersection, but the existing curbs do not match this taper (see Attachment 2). The Project proposes to realign the curb lines by extending the center line taper to approximately 235', an appropriate taper for the given offset and posted speed limit (30 MPH) per the California Manual on Uniform Traffic Control Devices 2012 edition (see Attachment 3). The proposed location of the taper along Salinas Street was chosen to minimize the amount of hardscape improvements, and therefore cost, while maintaining at least a thirty foot traveled way to accommodate ten foot wide vehicular lanes and five foot wide shoulders for bicycle travel in each direction. The benefit to pedestrians is a shorter crossing distance, and improved starting position, meaning the pedestrians will be more visible to approaching drivers. Pedestrian safety lighting is also proposed to be installed at this intersection, if funding allows.

Following construction of the Project, the City plans to install rectangular rapid flashing beacons at both the Salinas Street at Clifton Street and Salinas Street at Cacique Street intersections to improve the safety for children walking to school along the Salinas Street Corridor.

**FUNDING:**

Measure A Safe Routes to School grant funding has been awarded for the design of the Project in the amount of \$46,000. Federal Safe Routes to School grant funding, which is administered by Caltrans, was awarded for the Project's construction and construction engineering services in the amount of \$225,000. The amount of City funds needed to complete the project is \$40,000.

MR/xx

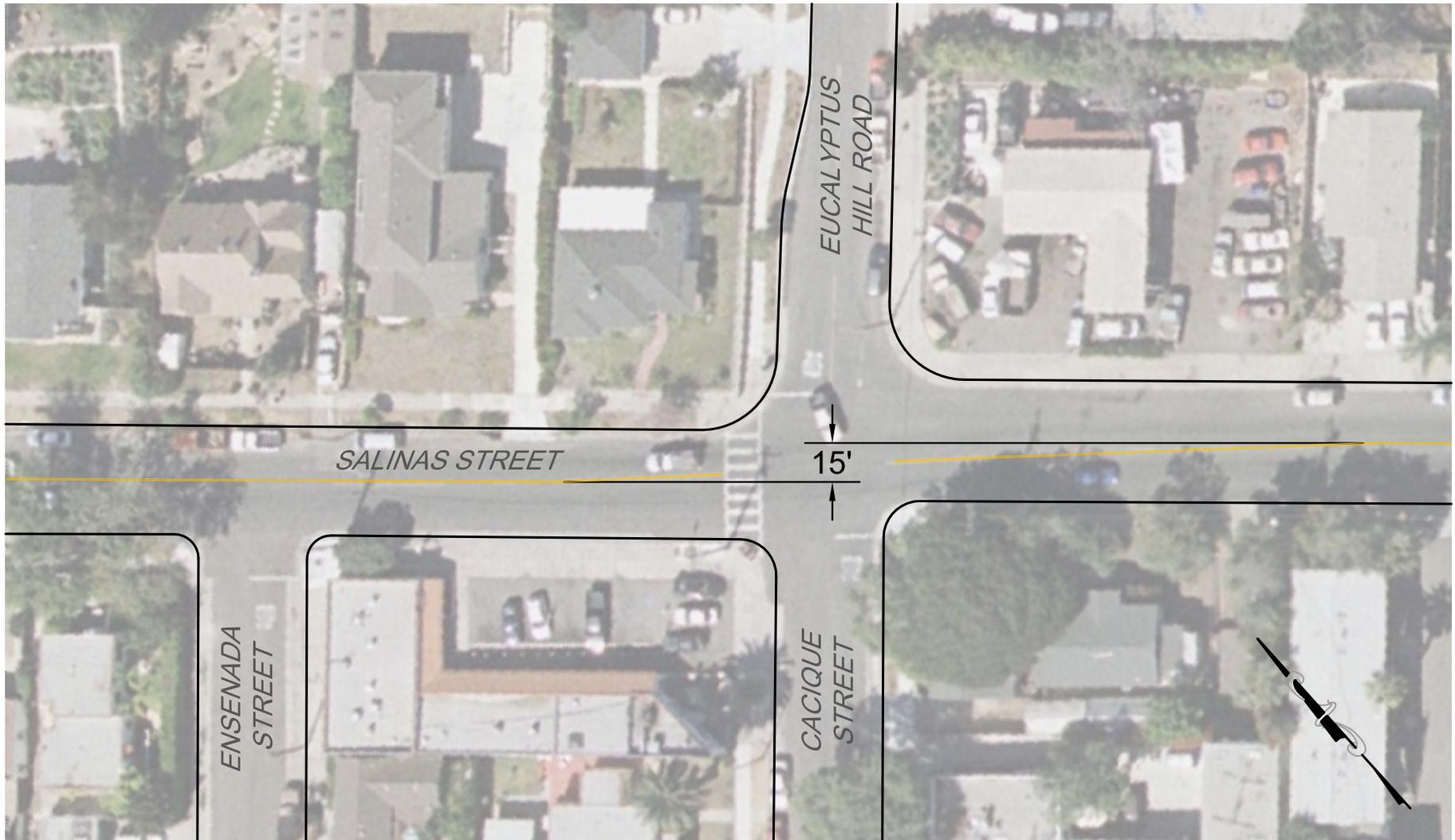
**ATTACHMENT:**

1. Project Location Map
2. Salinas at Cacique Existing Conditions
3. Salinas at Cacique Preliminary Design



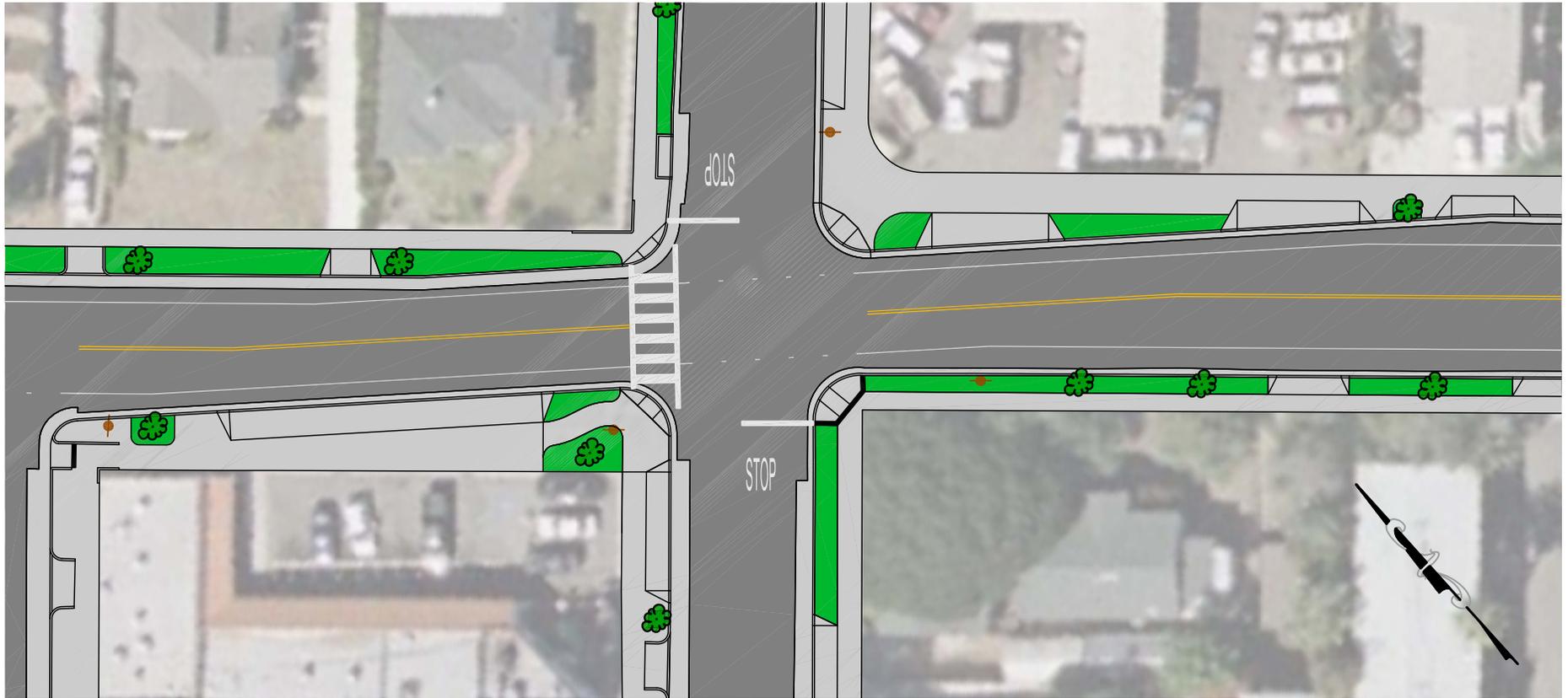
## SAFE ROUTES TO SCHOOL CLEVELAND PROJECT LOCATION MAP

DATE	<u>2/28/13</u>
DRAWN	<u>MR</u>
BID NO.	<u>3668</u>
SCALE	<u>N/A</u>
SHEET	<u>1</u> OF <u>3</u>



SRTS CLEVELAND  
**SALINAS ST AT CACIQUE ST**  
 EXISTING CONDITIONS

DATE	<u>2/28/13</u>
DRAWN	<u>MR</u>
BID NO.	<u>3668</u>
SCALE	<u>1" = 50'</u>
SHEET	<u>2</u> OF <u>3</u>



SRTS CLEVELAND  
SALINAS ST AT CACIQUE ST  
PRELIMINARY DESIGN

DATE	<u>2/28/13</u>
DRAWN	<u>MR</u>
BID NO.	<u>3668</u>
SCALE	<u>1" = 40'</u>
SHEET	<u>3</u> OF <u>3</u>