



# **MEETING MINUTES**

CITY OF SANTA BARBARA

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

David Gebhard Public Meeting Room  
630 Garden Street, Santa Barbara, CA  
Thursday, October 27, 2005  
6:00 PM

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CALL TO ORDER: Chair Coffman-Grey called the meeting to order at 6:00 PM.

### **ROLL CALL:**

#### TCC MEMBERS

William C. Boyd  
Mark Bradley  
Michael Cooper  
Isabelle Greene  
Keith Coffman-Grey  
Barry Siegel  
David Tabor

#### Attendance

Excused  
Present  
Excused  
Present  
Present  
Absent  
Present

#### CITY STAFF PRESENT :

Rob Dayton, Supervising Transportation Planner  
Anne Van Belkom, Senior Office Specialist

#### OTHERS PRESENT:

Ralph Fertig, Director, Santa Barbara Bicycle Coalition  
Mary Byrd, Santa Barbara Car Free Project Manager

**CHANGES TO THE AGENDA:** None.

### **PUBLIC COMMENT:**

1. Ralph Fertig, Santa Barbara Bicycle Coalition, invited the TCC to an upcoming meeting on November 9<sup>th</sup> at 7 PM in the Gebhard Room where Rick Cole will speak about the Future of Transportation and Housing on the South Coast. Mr. Fertig also invited the TCC and the public to a four hour cyclist class on Thursday, November 4, 2005, for a cost of \$30. Further information may be found at [www.sbbike.org](http://www.sbbike.org).

### **CONSENT CALENDAR:**

#### **2. APPROVAL OF MINUTES:**

The Minutes of the TCC meeting on August 25, 2005, were approved as written with a vote of:

Ayes: 4 (Tabor, Coffman-Grey, Greene, Bradley)  
Noes: 0  
Abstain: 0  
Absent: 3 (Cooper, Boyd, Siegel)

The Minutes of the TCC meeting on September 15, 2005, were approved as written with a vote of: Ayes: 2 (Tabor, Coffman-Grey)  
Noes: 0  
Abstain: 2 (Greene, Bradley)  
Absent: 3 (Cooper, Boyd, Siegel)

The Minutes of the Joint TCC/PC meeting on September 22, 2005, were approved as written with a vote of: Ayes: 4 (Tabor, Coffman-Grey, Greene, Bradley)  
Noes: 0  
Abstain: 0  
Absent: 3 (Cooper, Boyd, Siegel)

3. MTD REPORTS:

- a. August and September 2005 Monthly Downtown/Waterfront Shuttle and Commuter Lot Shuttle Report.

MTD was not represented and there were no questions from the TCC.

- b. First Quarter of Fiscal Year 2006 (July – September) Crosstown Shuttle Quarterly

MTD was not represented and there were no questions from the TCC.

4. “Marketing Car-free Transportation to Visitors in Santa Barbara County” – Santa Barbara Bicycle Coalition.

Ralph Fertig presented a PowerPoint presentation in which he described the differences in alternative transportation preferences between visitors and Santa Barbara residents regarding their normal travel patterns and their willingness to try alternative travel possibilities. Mr. Fertig gave a brief history of the Santa Barbara Bicycle Coalition, and explained that its goal was to promote bicycling for transportation and recreation. As such, this organization has a large on-line marketing effort through its “Bicycling Santa Barbara County” website page and through [www.sbbike.org/regions/regions.html](http://www.sbbike.org/regions/regions.html). Mr. Fertig further described all the various items that could be found on the website including a number of bike routes and a County-wide bike map. The website also lists regional bike clubs and other bike related topics of interests to bicyclists.

Mr. Fertig then turned over the program to Mary Byrd from Santa Barbara Car Free. Her organization’s mission statement is to encourage car free, carefree travel to and around Santa Barbara. To further promote this idea, the organization uses their website, [www.santabarbaracarfree.org](http://www.santabarbaracarfree.org), as a critical outreach tool. Santa Barbara Car Free is in partnership with 90+ businesses, organizations and individuals to share cooperative marketing and publicity. This website has won several awards and has proven to reach a great number of people interested in visiting Santa Barbara. To date public inquiries into this Database have included inquiries from 8,000+ people, with representation from 44 states and 56 countries. Ms. Byrd stated that her organization was working towards getting better visibility for car-free options at the airport, to continue to support services such as the Downtown/Waterfront Shuttle and Line 22, and to expand partnerships and incentives to help promote car free travel. In addition, another major goal was to increase the comfort level of web users.

TCC members had several questions following the presentation. When asked how visitors tend to spend their time in Santa Barbara, Ms. Byrd stated that not enough surveys were being returned to clearly answer that question, but that the Downtown Waterfront was a favorite location for visitors who also tended to make good use of activity discounts. Mr. Bradley suggested considering developing "short-term" car rentals for visitors who may only need a car for a few hours in order to visit a single destination. Ms. Greene asked about transportation from the airport to Santa Barbara and was told that while there was a bus, much more signage is needed at the airport to inform visitors of that option. Another option that probably would need funding would be to have hotel shuttle services. Mr. Tabor commented that it is critical to have an airport link regarding car free transportation and suggested having such information placed right next to the car rental signage. Mr. Fertig informed the TCC that there are some improvements regarding bike transportation. At the airport, Mr. Fertig has been successful in replacing and adding more bike racks. Also, the Amtrak station in Goleta was given \$700,000 to renovate the Goleta station, and Mr. Fertig has suggested that they use some of this money to add the new types of bike lockers that have slots on the sides so one can look inside them for security reasons. Also, there is now new technology with bike lockers that makes them able to be rented with a credit card, and unlocked via a code obtained through a cell phone. Chair Coffman-Grey complimented Mr. Fertig and Ms. Byrd on their excellent websites, and found the bike maps to be a great idea. He stated that he is beginning to see more bicycling between wineries and asked about marketing the use of bicycles between wineries as an interesting bike trip. In response to Mr. Bradley's request as to the number of visitors who come to Santa Barbara by car, versus by air and by train, Ms. Byrd responded that she would look into this and get back to the TCC with this information.

5. Staff Briefing on Current Topics.

This item will be moved to the next TCC meeting when Browning Allen is available.

6. Review of Upcoming Agenda Items.

Mr. Dayton informed the TCC that one of the upcoming agenda items would be "The Future Role of the TCC". In addition, another topic for presentation to the TCC would be the "Financial Analysis of the Pedestrian Master Plan". Mr. Dayton stated that the Transportation Planning Division was in the process of looking for another Assistant Transportation Planner to replace Anita Baggie.

Mr. Coffman-Grey expressed his concern that The Role of the TCC had not been on the current agenda and asked if it could be included as part of the November 10, 2005, TCC meeting. Mr. Dayton indicated that could probably happen. He will discuss this with Browning Allen.

Mr. Bradley asked if Measure D could be a future agenda item once the proposal was completed. Mr. Dayton stated that this would be added as a future Agenda Item.

101 In Motion: As an update, Mr. Dayton stated that the SBCAG Board unanimously approved the 101 In Motion package, which was also supported by the TCC and the Planning Commission. This process is moving forward.

Mr. Dayton also gave a quick briefing on the following items:

101 Operational Improvements: This series of operational improvements, which includes a third lane from Milpas to Cabrillo/Hot Springs, have been moving forward in terms of design, with Caltrans having submitted a 65% design plan. A new item is the northbound bridge across Milpas which was not on the table at the time this project was looked at originally. However, Caltrans is now planning on designing this bridge as part of the 101 Operational Improvements, although financing for this is still a major question.

Oak Park NTMP: The Neighborhood Leadership Team is finalizing the 2<sup>nd</sup> ballot, and the explanatory letter and this 2<sup>nd</sup> ballot should be going out early next month.

5. Committee Member/Subcommittee Comments.

Chair Coffman-Grey stated that the Street Light Subcommittee, of which he is a member, should be ready for presentation to the TCC in the near future.

Chair Coffman-Grey is also a member of the Enhanced Transit Subcommittee which is currently trying to explore ways to get funding for additional increases in bus transportation in the City of Santa Barbara.

**ADJOURNMENT: 6:50 PM**