



CITY OF SANTA BARBARA

Transportation and Circulation Committee

Staff Report

DATE: December 14, 2006

TO: Transportation and Circulation Committee Members

FROM: Browning Allen, Transportation Manager

SUBJECT: Update on Enhanced Transit and Bus Pass Program

RECOMMENDATION:

That the Transportation and Circulation Committee receive an update of the Enhanced Transit and Downtown Employee Bus Pass Program.

DISCUSSION:

Council approved the final Enhanced Transit Subcommittee recommendations on May 23, 2006, and requested Staff work with the Metropolitan Transit District (MTD) on implementing Enhanced Transit Services prior to Fall 2007. In order to implement the Enhanced Transit Services, MTD needed to acquire additional buses and funding for the required capital and operational support for Fiscal Year 2007. MTD has now secured the buses necessary to implement the Enhanced Transit Services.

The Enhanced Transit Service is not appropriated in the Fiscal Year 2007 budget. On October 1, 2006, in an effort to fund the Enhanced Transit Services during Fiscal Year 2007, Staff began phasing out the MyRide Bus Pass Program as authorized by Council. Funding of Priority 2, concerning Transit Lines 6 and 11, was contingent upon financial support from the City of Goleta (Goleta), Santa Barbara County (County), and the University of California, Santa Barbara (UCSB). Staff has been working with MTD, Goleta, and the County in an effort to move forward with Priority 2. The County has given Staff a verbal commitment to provide funding for this service, while Goleta is scheduled to consider approval of funding at its City Council meeting on December 18, 2006.

The following chart summarizes the proposed cost and funding sources for the early start of the Enhanced Transit Service. We will be bringing these revised appropriations to the Council on December 19, 2006, as a part of the revised agreements with MTD in order to implement the Enhanced Transit Service.

Estimated Expenses	Fiscal Year 2007	Proposed Funding Sources	Amount
Priority 1 (Lines 1 & 2)	\$125,637	Downtown Parking (MyRide)	\$125,637
Priority 2 (Lines 6 & 11)	\$ 74,338	Downtown parking (MyRide) + Measure D	\$ 49,363 \$ 24,975
Priority 3 (Line 3)	\$ 99,867	Measure D	\$ 99,867
Capital (Priority 1)	\$250,000	Measure D Downtown Parking MyRide Bus Pass program	\$130,000 \$120,000
Capital (Priority 2)	\$ 24,991	Measure D	\$ 24,991
Total	\$574,833	Total	\$574,833

Revision to MyRide and Ten-Pass Program

On May 23, 2006, Staff advised Council that the MyRide Bus Pass Program would need to be phased out beginning in September 2006, and Measure D funds would have to be freed from other programs to fund the Enhanced Transit Services.

The original Condition of Approval for the Granada Garage required the City to budget for the purchase of 10,100 bus passes. The City purchased 10,100 bus passes in Fiscal Year 2003 and began the MyRide Bus Pass Program as a pilot program with City employees in June 2003. In the summer of 2004, Staff offered the MyRide passes to Downtown employees within a one-block radius of the Granada Garage construction site, prior to the start of the construction of the garage. Beginning in September 2005, Staff went door to door, offering MyRide passes to Downtown employees. Staff also set up a table during the lunch hour in the Downtown area and placed ads in the local newspapers regarding the availability of MyRide passes.

On September 14, 2006, the Downtown Parking Committee reviewed and discussed the possible changes that could be made to the current employee bus pass program. The recommended changes were:

- Discontinue issuing new annual MyRide Bus Passes after September 2006, other than to City Employees.
- Current MyRide Bus Passes will expire one year from the date they were first used. It is anticipated that all passes, except for City employees, will expire by September 30, 2007.
- Discontinue issuing bus passes to County employees or have County pay for their employees to use the MyRide Bus Pass. County inclusion/exclusion is under consideration.
- Offer a 90-day MyRide Bus Pass for \$45 to eligible Downtown Employees for commute to and from work in the Downtown area only.
- Discontinue issuing 10-ride passes – seasonal employees could get a 90-day pass.

The Enhanced Transit Capital funding and MyRide Bus Pass modification are scheduled to be heard at Council on December 19, 2006.

If approved by Council, MTD plans to begin the Enhanced Transit service on March 5, 2007, and will provide the City with ridership reports which will be reviewed with the DPC on a regular basis.

BA/lsp