



Agenda Item A.1 PRESENTATION

Meeting Date: March 20, 2018

TO: Mayor and Councilmembers

FROM: Michelle Greene, City Manager

CONTACT: Carmen Nichols, Deputy City Manager

SUBJECT: Presentation by Santa Barbara County Association of Government (SBCAG) on Amtrak Pacific Surfliner Peak Hour Rail Service

RECOMMENDATION:

Receive a presentation from Scott Spaulding, Rail/Transit Manager, Santa Barbara County Association of Government (SBCAG) on the Amtrak Pacific Surfliner Peak Hour Rail Service.

BACKGROUND:

On April 2, 2018 through a partnership with the Santa Barbara County Association of Governments (SBCAG), the California State Transportation Agency, and the Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency, peak hour rail service will begin operation. SBCAG staff will present information to Council regarding the new peak hour rail service.

DISCUSSION:

Peak Hour Rail Service

The new service will stop at all major Pacific Surfliner stations between Los Angeles and Goleta and the rescheduled morning train will arrive in Santa Barbara at 6:47 a.m. and Goleta between 7:00 a.m. and 7:16 a.m. The afternoon southbound train will continue to depart at its current time, leaving Goleta at 4:25 p.m. and Santa Barbara at 4:40 p.m. The rescheduled service change will allow a rail option for employees commuting in to work in the Santa Barbara and Goleta area, as well as other passengers.

Connecting Transit Service

SBCAG has worked with MTD to develop a plan for connecting transit service for riders commuting to the Santa Barbara and Goleta train stations. From the Goleta station, two separate bus trips will provide service east and west along Hollister Ave. to employment centers, primarily in the Goleta Corporate Park area (west to Deckers, Raytheon) and in Old Town and the Goleta Cottage Hospital area (east to Yardi, Cottage).

Special Pricing

Special pricing will be offered by SBCAG to encourage ridership. Discounts will be applied on monthly passes and 10-ride passes for riders who travel from Ventura County to Santa Barbara County, and for those who travel from Carpinteria to Santa Barbara and Goleta.

Funding Agreement with LOSSAN

Although revising the Surfliner schedule to serve the peak hour market between Ventura and Santa Barbara counties is expected to increase ridership and revenue on the first morning train north of Los Angeles, to fund the additional cost of starting a northbound train earlier from Union Station, SBCAG staff have been working with LOSSAN staff to develop an agreement to make available SBCAG Measure A Rail Program funds to fund the SBCAG share of the additional cost, which is driven mainly by the need to employ an additional crew set.

Bike Storage and Bike Sharing

The Traffic Solutions Division of SBCAG has been working with the cities of Carpinteria, Santa Barbara and Goleta to install additional bike lockers at the train stations serving these cities. Several of the new lockers will be available to passengers that want to lock their personal bike at the stations overnight. The remaining lockers may be used to offer bike share bikes to those that would prefer to not use a personal bike for the last mile to work.

Marketing and Outreach Plan

SBCAG staff are working collaboratively with LOSSAN to develop an effective outreach and marketing effort in support of the new peak hour rail service. The joint outreach and marketing effort has three major components – direct outreach to individuals and employers, paid advertising through television, radio, print and social media and earned media through press events and press releases.

As the foundation of the outreach and marketing effort, SBCAG will be providing free 10 Ride passes to encourage commuters to try the new service.

Traffic Solutions staff is taking the lead on efforts to outreach directly to individual commuters in Ventura County and employers in Santa Barbara County. Outreach to individual commuters will be supported by the paid and earned media strategies described below. Individuals will be encouraged to contact Traffic solutions staff for personal assistance in learning how to use the new service and how the schedule and logistics could work for each person. Traffic Solutions will also be working directly with local employers and collaborating with the local Chambers of Commerce in Carpinteria, Santa Barbara and Goleta to access potential riders through south County employer work site human resources departments.

SBCAG and LOSSAN will be jointly funding a significant paid advertising campaign to let potential riders and the general public know about the new service. Prospective riders will be encouraged to contact Traffic Solutions staff for assistance. LOSSAN staff are working with their media consultants to develop television, radio and print advertising products for

placement in south Santa Barbara and Ventura County media markets. LOSSAN's social media staff will also work with Traffic Solutions staff on a robust social media marketing campaign to contact targeted individuals who live in Ventura County and commute to jobs in south Santa Barbara County.

SBCAG will be scheduling press events with local elected officials in both counties to announce the new service and regularly sending press releases to generate earned media stories in Santa Barbara and Ventura County media markets that will support the individual and employer outreach, paid advertising and social media marketing.

FISCAL IMPACTS:

There is no fiscal impact in providing a presentation to the City of Goleta.

ALTERNATIVES:

None

Reviewed By:



Carmen Nichols
Deputy City Manager

Approved By:



City Manager

The SBCAG PowerPoint presentation will be distributed at the City Council meeting.