

# MARKETING & COMMUNICATIONS

## Effective Communication Tools and Techniques



# From Announcements and Pronouncements, to an Ongoing Conversation with the Public

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*Planning & Marketing Manager*



# Santa Barbara MTD by the Numbers

- 114 vehicles in fleet
- 6,432,190 passenger trips
- 2,606,184 revenue miles
- 219,861 revenue hours
- 21,653 average daily weekday passengers

# Old Communications Model

## COMMUNITY MEETINGS

### PROPOSED SERVICE CHANGES

**Your Ideas and Input about our transit system are Important!**

MTD is planning for service changes to be implemented in August and is also seeking ideas for future transit improvements. Minor schedule adjustments to Lines 1, 2, 6, 11, 12x, 15x, 20, 21x, 23, 24x, & 25 are currently proposed. There is also potential for direct service between Carpinteria and Goleta during weekday morning and evening commute hours, funded by Caltrans as part of the Linden & Casitas Pass Interchange Project.

Please join MTD staff at one of these meetings to participate in the conversation.

#### JUNTA COMUNITARIA

#### CAMBIOS PROPUESTOS EN EL SERVICIO

*¡Sus ideas y opiniones son muy importantes para el sistema de tránsito! MTD en este momento está haciendo planes para implementar cambios de servicio en Agosto y también está buscando ideas para futuras mejoras en el tránsito. Ajustes horario menor a las líneas 1, 2, 6, 11, 12x, 15x, 20, 21x, 23, 24x, y 25 están propuestos actualmente. También existe el potencial de servicio directo entre Carpinteria y Goleta durante las horas de la mañana y de la tarde en días laborables, financiado por Caltrans como parte del Proyecto de Intercambios Linden y Casitas Pass. Estas reuniones les da la oportunidad para unirse a nuestra conversación.*

**6:00 PM, TUESDAY, APRIL 4**  
(6:00 PM, MARTES, 4 DE ABRIL)  
Goleta Valley Community Center  
5679 Hollister Avenue, Goleta

**6:00 PM, WEDNESDAY, APRIL 5**  
(6:00 PM, MIÉRCOLES, 5 DE ABRIL)  
Faulkner Gallery, Santa Barbara Library  
40 E Anapamu Street, Santa Barbara

**6:00 PM, THURSDAY, APRIL 6**  
(6:00 PM, JUEVES, 6 DE ABRIL)  
Carpinteria Library  
5141 Carpinteria Avenue, Carpinteria

**6:00 PM, TUESDAY, APRIL 11**  
(6:00 PM, MARTES, 11 DE ABRIL)  
Isla Vista Community Room  
970 Embarcadero del Mar, Isla Vista

**2:00 PM, THURSDAY, APRIL 13**  
(2:00 PM, JUEVES, 13 DE ABRIL)  
MTD Administrative Offices  
550 Olive Street, Santa Barbara



More information about the proposed changes is available at the Transit Center, or at [www.sbmtd.gov](http://www.sbmtd.gov) or by calling (805) 963-3364 x555. **You may also send comments by email to [info@sbmtd.gov](mailto:info@sbmtd.gov)**

*Hay disponible más información sobre los cambios propuestos en el Centro de Tránsito, en [www.sbmtd.gov](http://www.sbmtd.gov) o llamando al (805) 963-3364. También puede mandar sus comentarios por correo electrónico a [info@sbmtd.gov](mailto:info@sbmtd.gov)*



## Summary of Service Changes

Proposed for August 21, 2017

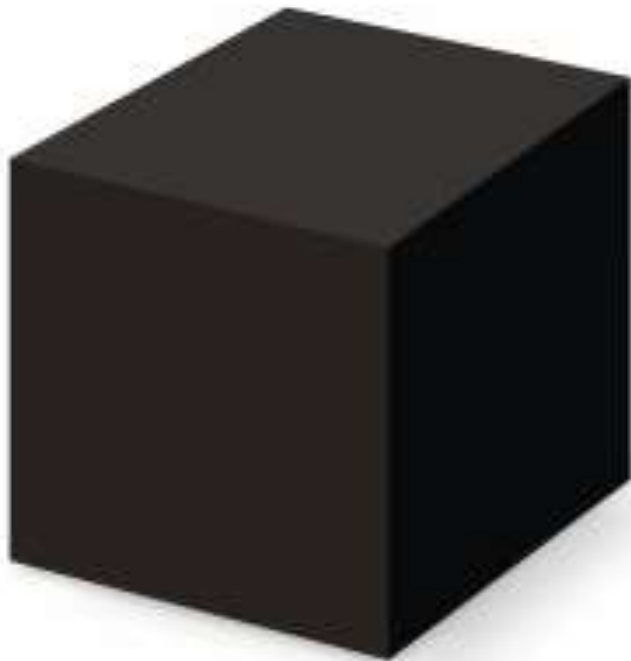
Line	Service Change	Discussion
6, 11, 12x, 15x, 20, 21x, 23, 24x, 25	Schedule adjustments for improved schedule adherence.	Increased traffic congestion is causing schedule adherence issues. On Lines 12x and 24x, 30 minute frequencies will decrease to 35 minutes with some trips to be removed. On Line 15x, frequency will increase up to 6 minutes and additional trips will be added.
1 & 2	Revert AM weekday commute hour service from 10 minute to 15 minute frequency.	The grant source fully funding the enhanced service will no longer be available.
Potential new direct route between Carpinteria and Goleta	Potentially two trips during the AM commute hours from Carpinteria to Goleta employment centers and two trips returning from Goleta to Carpinteria during the PM commute hours.	This potential service is funded by Caltrans as part of the Traffic Management Plan for the Linden Avenue and Casitas Pass Road Interchange Project to provide regional transit services to reduce traffic in and around the project area. The Santa Barbara County Association of Governments is working with Caltrans on the project and is assessing this and other potential transit options at this time.

**Detailed schedule information will be available in early August.**

# Old Communications Model

- No or sporadic social media
- No surveys
- Poorly attended meetings (STP)
- Unstaffed voicemail or email to give input
- Poorly tracked complaint and compliment system

# Old Communications Model



# New Communications Model

- Real-time app, texting, and website
- Multi-channel (website, phone, email, written, verbal, Facebook, Instagram, Twitter, public events)
- Online survey and explainer for service changes
- Bilingual notices and printed materials, bilingual in complaint responses, professional interpretation available at outreach meetings



# New Communications Model

We want your input on proposed service changes.  
 Queremos su opinión sobre los cambios de servicio propuestos.

3 12X 24X 28

Route change for Line 3, fewer stops on Lines 12x and 24x, and increased frequency on Line 28  
 Cambio de ruta para Línea 3, reducción de paradas en Líneas 12x y 24x, y frecuencia mejorada para Línea 28

4 5 10 14 15X 17 20

Minor changes to improve on-time performance  
 Cambios menores para mejorar la puntualidad

Two ways to learn more and give feedback:  
 Dos formas de aprender más y dar su opinión:

1. Complete a short survey at | [Complete una breve encuesta en www.sbmtd.gov/servicechanges](http://www.sbmtd.gov/servicechanges)
2. Attend a public meeting | [Asistir a una reunión pública](#)

6:00 pm, Tuesday, April 9  
 Goleta Valley Community Center  
 5679 Hollister Avenue, Goleta

6:00 pm, Thursday, April 11  
 Carpinteria Library  
 5141 Carpinteria Avenue, Carpinteria

6:00 pm, Monday, April 15  
 MTD Administrative Offices  
 550 Olive Street, Santa Barbara

12:00 pm, Wednesday, April 17  
 MTD Administrative Offices  
 550 Olive Street, Santa Barbara

Questions? ¿Preguntas?  
[www.sbmtd.gov](http://www.sbmtd.gov) | 805-963-3364 | [info@sbmtd.gov](mailto:info@sbmtd.gov)

@santabarbaramtd



**2. Line 12x and Line 24x: Enhance express nature of lines by reducing the number of stops**

Line 12x (Goleta Express) serves Downtown Santa Barbara, Old Town Goleta, and the Hollister corridor between Fairview and Camino Real Marketplace. Line 24x (UCSB Express) serves Downtown Santa Barbara, UCSB, the El Colegio and Storke corridors, and Camino Real Marketplace.

While these routes do take a trip on the freeway, they both currently serve every stop they pass (except for one stop on the Line 24x). More stops means a longer trip, and reduces the express nature of the service.

This is a current map of the Line 12x:



Line 24x would no longer serve the following stops:

Outbound

Chapala at Anapamu, Arrellaga at De La Vina, El Colegio at Stadium, El Colegio at Camino Corto, Storke at El Colegio, Storke at Whittier, Storke at Santa Felicia

Inbound

Storke at Santa Felicia, Storke at Sierra Madre, El Colegio at Stadium, Carrillo at Bath

Please share any feedback, questions, or concerns about the Line 12x and 24x proposals:



# Tools That Help

- Zendesk- customer service/complaint tracking
- SurveyMonkey- surveys
- Hootsuite- social media
- Sendgrid- email marketing

But remember...



**It's not about tech, it's about people.**

