

**Table 4-11
Enhanced Bus Implementation Strategies**

Public Identified Bus Transit-Related Strategies	Enhanced Bus Alternative Elements	Possible Bus Implementation Strategies
<ul style="list-style-type: none"> Expanded or improved bus transit system 	<ul style="list-style-type: none"> Increased frequency on MTD weekday routes 3, 5, 6, 8, 9, 10, 14, 15, 16, 17, 18, 19, 20, to tie in with freeway express bus service New Carpinteria Shuttle Freeway Flyer Bus “Stations” at seven locations along the Corridor 	<ul style="list-style-type: none"> Local bus transit & electric shuttle service improvements <ol style="list-style-type: none"> longer operating hours greater service coverage higher frequency Phased implementation synchronized with ridership growth and fiscal capacity Ridership promotion for enhanced frequency existing lines targeted to employment, school and retail business sectors. New service promotion targeted through joint efforts of MTD and <i>Traffic Solutions</i> to capture Carpinteria commuters Local agency capital improvement programs revised to include park & ride and transit station projects
<ul style="list-style-type: none"> Improved quality of transit marketing 	<ul style="list-style-type: none"> Nothing included for modeling purposes 	<ul style="list-style-type: none"> Express bus service promotion targeted through joint efforts of MTD and <i>Traffic Solutions</i>, VTA and Commuter Transportation Services (Santa Clara County) to capture long distance commuters & inter-county commuters Develop transit marketing strategies: one targeted at work trips and one targeted at visitors/tourists.
<ul style="list-style-type: none"> Transit services designed with tourist needs in mind (evenings and weekends) 	<ul style="list-style-type: none"> New “Old Mission Shuttle” weekend and holiday service, extend to Old Mission Canyon Road to connect with Old Mission and the Botanical Garden 	<ul style="list-style-type: none"> Semi-local/semi-express bus connections between tourist destinations Downtown merchant’s & Conference & Visitors Bureau participation in promotions

	<ul style="list-style-type: none"> • All day non-stop freeway service on weekends between Carpinteria Park & Ride Lot & Downtown Santa Barbara Transit Center • Continue the existing Downtown Shuttle on State Street • Continue Waterfront Shuttle service to Montecito 	<ul style="list-style-type: none"> • Transit or shuttle passes included with a visitor's hotel registration • Provision of bus or shuttle tours to local activities & tourist attractions
<p>Expansion of downtown shuttles (coverage, frequency, intermodal connection)</p> <ul style="list-style-type: none"> • Plan & design for better, safer, more convenient intermodal transfer facilities 	<ul style="list-style-type: none"> • Transit service additions to provide express bus connections • New Carpinteria shuttle • Continue the existing Downtown Shuttle on State Street • Continue Waterfront Shuttle service to Montecito 	<ul style="list-style-type: none"> • Provision of bus or shuttle tours to local activities & tourist attractions • Provision of park and ride lots at existing transit stations
<p>Add express bus service</p>	<ul style="list-style-type: none"> • Express bus service between Ventura and Carpinteria to Santa Barbara, Goleta and Isla Vista on Highway 101 	<ul style="list-style-type: none"> • Peak hour express bus services from Ventura County & Carpinteria to Downtown Santa Barbara • Peak hour express bus services from Ventura County & Carpinteria to Goleta • Peak hour express bus services from Ventura County & Carpinteria to Isla Vista