



AGENDA
METRO ADVISORY COMMITTEE (MAC)
AUGUST 21, 2019 – 6:00 PM
METRO ADMINISTRATIVE OFFICE
110 VERNON STREET
SANTA CRUZ, CA 95060

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The Board of Directors may take action on each item on the agenda. The action may consist of the recommended action, a related action or no action. Staff recommendations are subject to action and/or change by the Board of Directors.

COMMITTEE ROSTER

Veronica Elsea, Chair
Joseph Martinez, Vice Chair
Jason Lopez
Michael Pisano
Becky Taylor

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AGENDA

METRO ADVISORY COMMITTEE (MAC)

August 21, 2019

Page 2 of 3

NOTE: THE COMMITTEE CHAIR MAY TAKE ITEMS OUT OF ORDER

MEETING TIME: 6:00 PM

- 1. CALL TO ORDER AND ROLL CALL**
- 2. COMMUNICATIONS TO THE METRO ADVISORY COMMITTEE**

This time is set aside for MAC members and the general public to address the MAC on matters of interest to the public not listed on the agenda, but within the jurisdiction of the Committee. Each member of the public appearing at a Committee meeting shall be limited to three minutes in his or her presentation, unless the Chair, at his or her discretion, permits further remarks to be made. Any person addressing the Committee may submit written statements, petitions or other documents to complement his or her presentation. When addressing the Committee, the individual may, but is not required to, provide his/her name and address in an audible tone for the record.
- 3. RECEIVE AND FILE MINUTES FROM THE METRO ADVISORY COMMITTEE MEETING OF APRIL 17, 2019**

Veronica Elsea, Chair
- 4. COMMUNICATIONS FROM METRO ADVISORY COMMITTEE**
- 5. UPDATE ON INFORMATION TECHNOLOGY SYSTEMS (ITS) - AUTOMATIC VEHICLE LOCATION (AVL)**

Isaac Holly, IT and ITS Director
- 6. UPDATE ON ECOLANE DRT SOFTWARE FOR PARACRUZ**

Isaac Holly, IT and ITS Director
- 7. ORAL PRESENTATION REGARDING THE AUTHORIZATION OF A PUBLIC HEARING ON A FIXED-ROUTE FREE FARE PROGRAM FOR LEGALLY BLIND CUSTOMERS**

Jayme Ackemann, Marketing, Communications & Customer Service Director
- 8. UPDATE ON SANTA CRUZ COUNTY FAIR – SEPTEMBER 11 – 15, 2019**

Jayme Ackemann, Marketing, Communications & Customer Service Director
- 9. SERVICE PLANNING UPDATE**

Barrow Emerson, Planning and Development Director

 - a. Update on bench/shelter removal and ridership feedback
 - b. Update on Capitola Mall rebuild and relocating METRO Transit Center
 - c. Update on Pacific Station redesign
 - d. Tri MyRide on-demand transit
- 10. UPDATE ON IMPLEMENTING POLICY: USE OF FIXED ROUTE SERVICES AND TRANSIT FACILITIES, INCLUDING PASSENGER CODE OF CONDUCT AND SERVICE SUSPENSION/EXCLUSION**

Ciro Aguirre, COO

AGENDA

METRO ADVISORY COMMITTEE (MAC)

August 21, 2019

Page 3 of 3

11. COMMUNICATIONS TO THE METRO CEO

- a. Proposed letter of appreciation

12. COMMUNICATIONS TO THE METRO BOARD OF DIRECTORS

13. ITEMS FOR NEXT MEETING AGENDA

14. DISTRIBUTION OF VOUCHER

Ciro Aguirre, COO

15. ADJOURNMENT

Pursuant to Section 54954.2(a)(1) of the Government Code of the State of California, this agenda was posted at least 72 hours in advance of the scheduled meeting at a public place freely accessible to the public 24 hours a day. The agenda packet and materials related to an item on this Agenda submitted after distribution of the agenda packet are available for public inspection in the Santa Cruz METRO Administrative Office (110 Vernon Street, Santa Cruz) during normal business hours. Such documents are also available on the Santa Cruz METRO website at www.scmttd.com subject to staff's ability to post the document before the meeting.

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MINUTES*

MAC MEETING OF APRIL 17, 2019



The METRO Advisory Committee (MAC) met on Wednesday, April 17, 2019 in the METRO Administrative Office located at 110 Vernon Street, in Santa Cruz, CA. *Minutes are “summary” minutes, not verbatim minutes.

1 CALL TO ORDER at 6:15 PM by Vice Chair Martinez.

ROLL CALL: The following MAC Members were present, representing a quorum:

Joseph Martinez, Vice Chair
Kevin Andrews
Jason Lopez

Cassity Mega
Michael Pisano
Becky Taylor

Chair Veronica Elsea was absent.

METRO EMPLOYEES AND MEMBERS OF THE PUBLIC WHO VOLUNTARILY INDICATED THEY WERE PRESENT (IN ALPHABETICAL ORDER) THROUGH A SIGN IN SHEET OR VERBAL INTRODUCTION WERE:

Ciro Aguirre, METRO
Angela Aitken, METRO
Alex Clifford, METRO
Barrow Emerson, METRO

Marie Hoyos, SMART Local 23
James Sandoval, SMART Local 23
Carl Siegman, Public
Daniel Zaragoza, METRO

2 COMMUNICATIONS TO THE METRO ADVISORY COMMITTEE

Mr. Carl Siegman expressed gratitude to METRO’s Bus Operators and the service they provide to the community. He requested the 31-day pass expire at midnight for everyone instead of expiring at a random hour during the day. He also requested synchronization of the clocks at the Pacific Station.

Mr. Lopez said he has noticed Hwy. 17 riders experiencing the expiration problem on their 31-day pass and felt changing the expiration time to midnight could be helpful. Mr. James Sandoval, SMART Local 23 and Bus Operator, concurred with that assessment. He mentioned the format on the pass is confusing to riders as well. The riders see the year and think that is the date it expires.

Mr. Pisano thanked METRO for fixing the bathroom faucets at Pacific Station adding he likes the new Dyson hand dryers.

Mr. Pisano inquired if METRO could reach out to JUMP Bike on proper parking techniques at the transit centers to avoid potential safety issues and place something in the Headways to address this topic.

Mr. Pisano requested better lighting at Pacific Station to illuminate the bus schedules at night.

Vice Chair Martinez requested METRO place big arrows in front of the old Customer Service booth at Pacific Station pointing to where the new booth is located. He didn’t realize the regular booth was gone until he recently visited the Pacific Station. He asked a security officer for the new booth location, but the security officer was unable to help. Vice Chair Martinez requested METRO keep the officers better informed.

Vice Chair Martinez thanked METRO for securing the loose bench near his bus stop in Watsonville.

Mr. Andrews referred to an article in the Santa Cruz Sentinel on the removal of six bus stop benches and is concerned that MAC wasn’t consulted prior to this decision.

3 ACCEPT AND FILE MINUTES FROM THE METRO ADVISORY COMMITTEE MEETING OF FEBRUARY 20, 2019

MOTION: ACCEPT AND FILE MINUTES FROM THE METRO ADVISORY COMMITTEE MEETING OF FEBRUARY 20, 2019

MOTION: MEGA

SECOND: PISANO

AYES: MARTINEZ, ANDREWS, LOPEZ, MEGA, PISANO, AND TAYLOR (CHAIR ELSEA WAS ABSENT)

NAYES: NONE

ABSTAIN: NONE

MOTION CARRIED: UNANIMOUS

4 COMMUNICATIONS FROM METRO ADVISORY COMMITTEE

None.

5 PARACRUZ ON-TIME PERFORMANCE.

Mr. Daniel Zaragoza, Operations Manager – Paratransit Division, handed out the attached report and discussed the on-time performance challenges and steps that METRO is taking to improve performance.

The Paratransit Division is budgeted for 30 Operators. It is currently at 27 Operators and actively recruiting for three more.

Vice Chair Martinez mentioned that METRO had a loyal rider who rode twice a week but switched to LIFT Line because ParaCruz was taking too long. Mr. Lopez asked if ridership increase was due to inclement weather or a natural increase due to the population. Mr. Zaragoza said weather could be a factor, but ParaCruz is seeing a steady monthly increase. Vice Chair Martinez asked if Hwy. 1 is causing delays. Mr. Zaragoza said Hwy. 1 delays cause about 10% of the lateness. Mr. Pisano asked how many rides per day do the Paratransit Operators process. Mr. Zaragoza said about 300/day during the week. Vice Chair Martinez asked if METRO considered stationing drivers in Watsonville or Santa Cruz to cover only those areas. Mr. Zaragoza said that is being considered, but ParaCruz has to be fully staffed in order to implement that plan. Ms. Taylor asked if METRO has considered adjusting the times when people call in for a ride to work favorably with METRO's schedule. Mr. Zaragoza replied that times are negotiated with riders whenever possible. Mr. Pisano asked if METRO is looking at geofencing. Mr. Barrow Emerson, Planning and Development Director, confirmed that METRO is looking into geofencing and may do a pilot project in the next year.

Vice Chair Martinez said that Central California Alliance for Health is using LIFT Line to get people to a clinic in Watsonville and inquired if METRO can compete for that business. Mr. Emerson said that is being discussed and he'll present his group's findings to MAC when completed.

6 PRELIMINARY FY20 AND FY21 OPERATING BUDGETS AND FY20 CAPITAL BUDGET FOR REVIEW AND TDA/STA CLAIMS PURPOSES.

Angela Aitken, Chief Financial Officer, presented the attached preliminary FY20 and FY21 Operating and FY20 Capital Budgets. CFO Aitken explained the Operating Budget is for METRO's day-to-day activities and is comprised of revenue sources, operating expenses and reserve accounts. In both FY20 and FY21, METRO expects revenues to exceed expenses. Discussion ensued on where SB1 and Measure D monies align with the figures presented.

CFO Aitken continued with the preliminary FY20 Capital Budget. METRO expects to have a \$22 million Capital Budget and she reviewed the breakdown of how those funds are committed.

Mr. Lopez asked for clarification on the federal grants in both budgets. CFO Aitken explained that these are two separate types of money for each budget.

Mr. Pisano asked about the money allocated for hiring the Marketing Director. Will METRO carryover that money or disburse it at the end of the fiscal year? CFO Aitken explained how METRO manages FTEs. CEO Clifford announced that a Marketing Director had been hired and will be joining METRO in May 2019.

Vice Chair Martinez asked for an update on the charging stations. CEO Clifford gave an estimated timeline on the infrastructure needed for the Judy K. Souza Operations Facility and highlighted that METRO wants the charging stations in place when the buses arrive on the property. Mr. Emerson added that his department is applying for a grant for the fast charger at the Watsonville Transit Center to accommodate the electric buses that will be serving Watsonville.

Mr. Pisano asked if METRO and the City of Santa Cruz are working together to upgrade the Pacific Station. CEO Clifford gave a brief overview on the cost of rehabilitating the current structure versus tearing down that structure and replacing it as well as giving the City's vision for that site. He reminded the members that his obligation is to provide riders and employees a safe environment.

7 SERVICE PLANNING UPDATE

Mr. Emerson spoke to the removal of the six benches mentioned earlier. He gave examples of the complaints received from riders. The situation was studied and other transit agencies' practices were considered before proceeding with the removal of the benches. Although it solved the transient situation of using the benches, it removed an amenity for our riders. METRO is looking at alternatives and may put the benches back at some point but not at this time. The Santa Cruz Sentinel article generated angst among riders but not a backlash of complaints.

Ms. Taylor felt METRO should have removed the shelters instead of benches. Mr. Emerson said taking out the benches was the easiest thing to do to solve the sitting problem and the shelter could provide protection from the weather. Removing the benches had a minor impact. Mr. Lopez pointed out that all of the benches taken away didn't necessarily have shelters associated with them and Mr. Emerson confirmed that observation. COO Aguirre added the shelters have lighting in them, so removing the shelters and removing that light source can be a safety issue. Discussion ensued about adding signage to the shelters to discourage people loitering in them.

Ms. Mega brought up Cabrillo's financial problems and the investigation of fraud in the last student elections. Mr. Emerson said enrollment at Cabrillo is continuing to shrink and making it hard for Cabrillo to meet their contractual obligations with METRO. We will be meeting with Cabrillo and then considering our options. Mr. Emerson highlighted that the election fraud had nothing to do with the vote for the bus pass.

Mr. Emerson mentioned there is a development happening on Soquel Avenue and bus service has been requested. However, METRO is not in a financial position to say we'll run service there until it is built. Mr. Pisano added that by the time this development is built, the pedestrian/bike overpass by Chanticleer should be in place and the current bus stop, which is only about a block away, may be sufficient.

Mr. Emerson continued the discussion on the evening frequency of Route 35 and creating two-way service on Scotts Valley Drive. At this time METRO is unable to make these improvements due to the expense. Mr. Pisano is talking with UCSC people but UCSC has its own financial issues to address. Mr. Pisano suggested asking Kaiser for grant money to help.

Mr. Emerson gave an update on the City of Santa Cruz approving and committing approximately \$300,000 for a pilot project in which METRO would provide approximately 4,000 downtown employees with bus passes. The City of Santa Cruz will be responsible for distributing the passes and, after a year, will decide how they want to proceed.

Mr. Emerson spoke to the Title VI Program being part of the Civil Rights Act. Every three years METRO, as a public agency, needs to revisit its Title VI Program to make sure it is current with the latest laws and addressing local issues. In 2019, there were no significant issues to address.

The last item was an update on the Information Technology System (ITS). Our IT Department thought it would have the first buses installed with the Automatic Vehicle Location (AVL) and be testing them by now; however, IT is still working on software configurations. Isaac Holly, IT and ITS Director, plans to return to MAC in August to give an update.

8 COMMUNICATIONS TO THE SANTA CRUZ METRO CEO

Letter of appreciation was tabled until Chair Elsea's return.

9 COMMUNICATIONS TO THE SANTA CRUZ METRO BOARD OF DIRECTORS

None.

10 ITEMS FOR NEXT MEETING AGENDA

- Letter of appreciation
- Update from IT on AVL
- Update on the code of conduct implementation
- Update on benches/shelters removal and ridership feedback

11 DISTRIBUTION OF VOUCHER

Vouchers distributed by COO Aguirre.

12 ADJOURNMENT

Meeting adjourned at 7:45 PM.

Respectfully submitted,

Donna Bauer
Administrative Assistant



ParaCruz On-time Performance

Issues

- ParaCruz had several Operators retire and promoted to Bus Operator (4).
- ParaCruz has several Operators on Medical leaves
- ParaCruz has encountered challenges in hiring due to a healthy job market.
- ParaCruz is budgeted for 30 Operators.

Hiring and Outreach

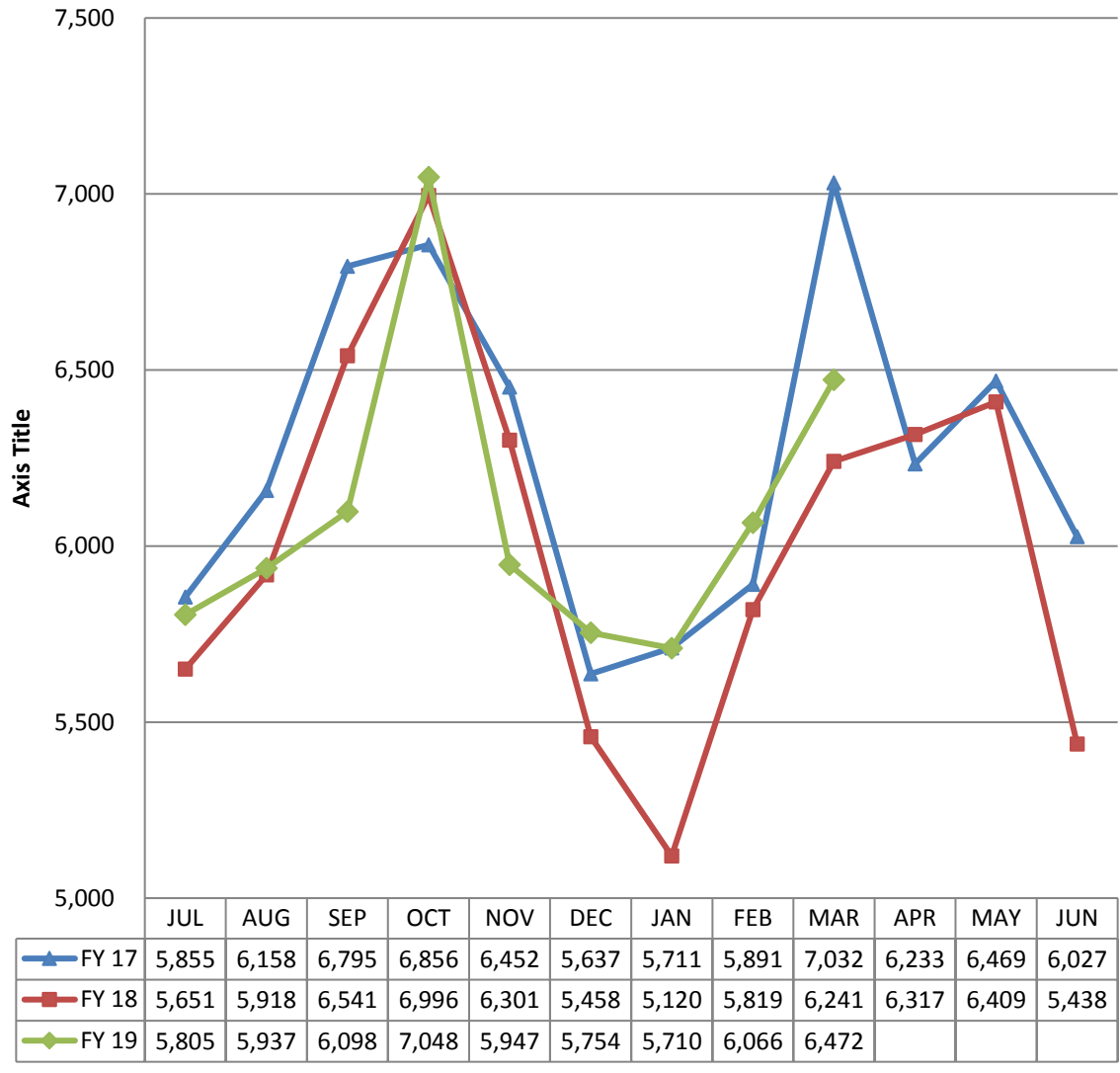
- ParaCruz has worked with HR to put a full page ad in a Spanish language newspaper (La Ganga).
- METRO is hiring cards.
- Outreach at job Fairs at Pacific Station and WTC.
- We have been able to add 5 new Operators this year, 4 are currently in service.
- ParaCruz has an open recruitment currently for 3 Paratransit Operators

Performance 2019

- Ridership has been increasing in the current year:
- January 87.50% on time, 5710 total riders, an increase of 590 riders from last year.
- February 82.90% on time, 6066 total riders, an increase 247 riders from last year.
- March 85.52% on time, 6742 total riders, an increase 231 riders from last year.
- ParaCruz averages of 18 working Operators on a weekday.
- ParaCruz averages of 8 working Operators on weekends.



Number of Rides Comparison





FY20 & FY21 Preliminary Operating and FY20 Preliminary Capital Budget

Board of Directors

March 8, 2019

Angela Aitken, Chief Financial Officer

Overview of Today's Presentation

- **FY20 and FY21 Preliminary Operating Budget:**
 - Total Revenue Sources
 - Total Operating Expenses
 - Total Transfers
- **FY20 Preliminary Capital Budget**

FY20 and FY21 Preliminary Operating Budget

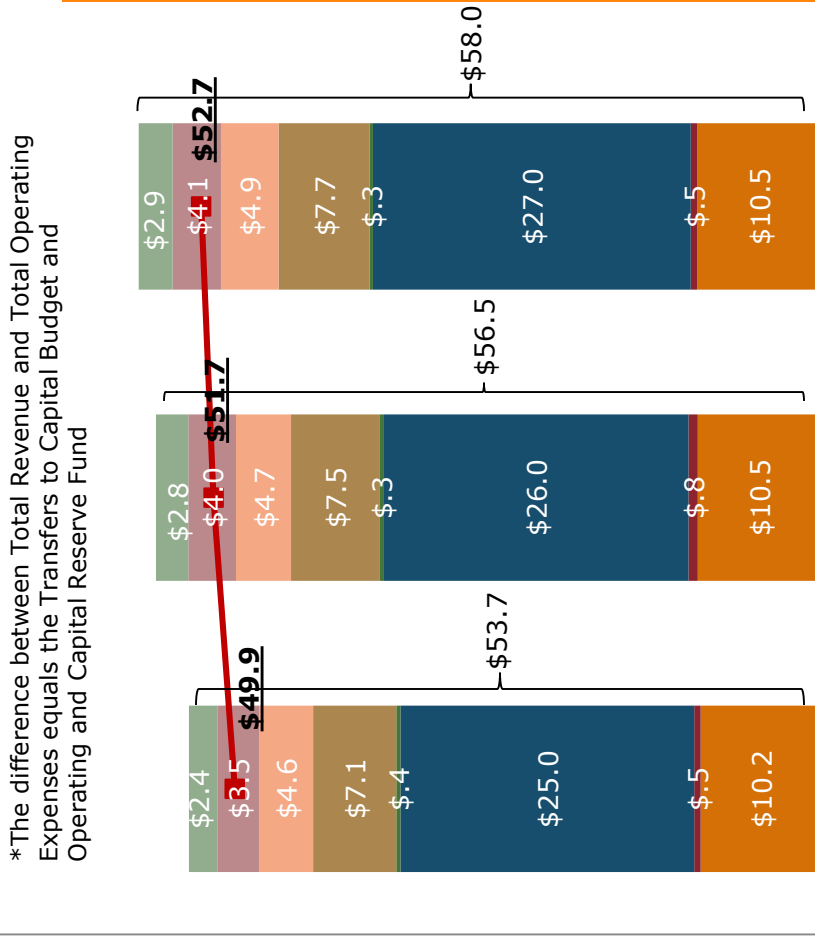
PRESENTED AT 4/17/19 MAC MEETING

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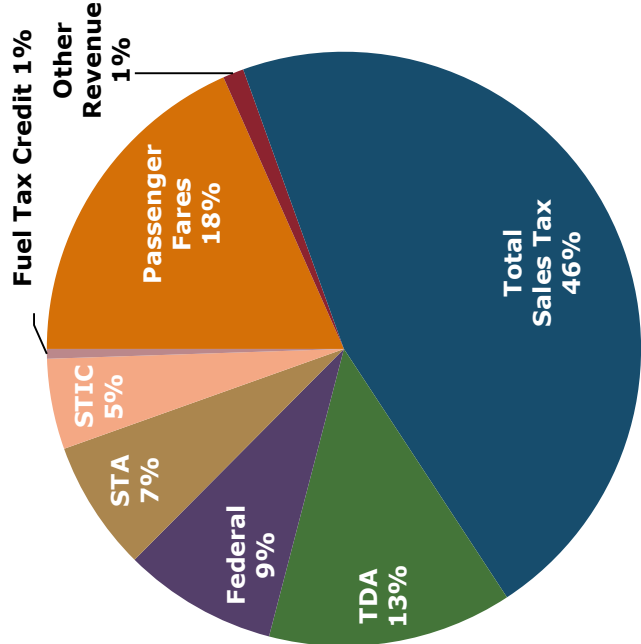


Total Revenue Sources FY20 & FY21: (in \$ millions)

PRESENTED AT 4/17/19 MAO MEETING



*The difference between Total Revenue and Total Operating Expenses equals the Transfers to Capital Budget and Operating and Capital Reserve Fund



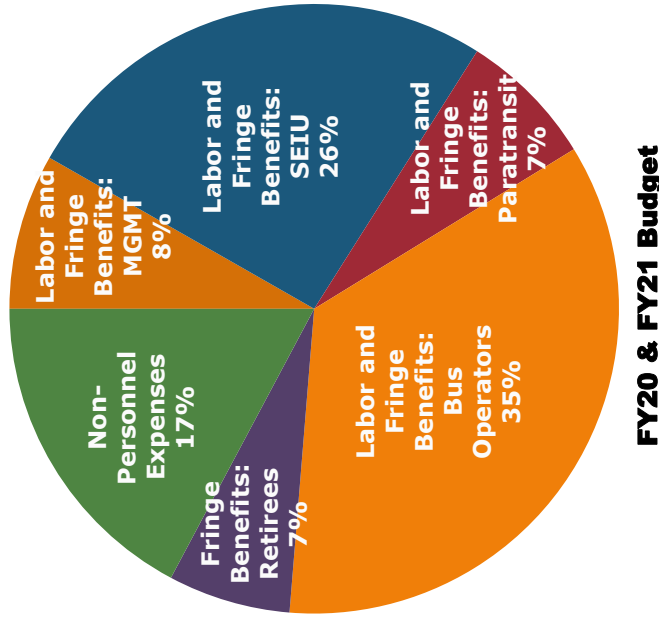
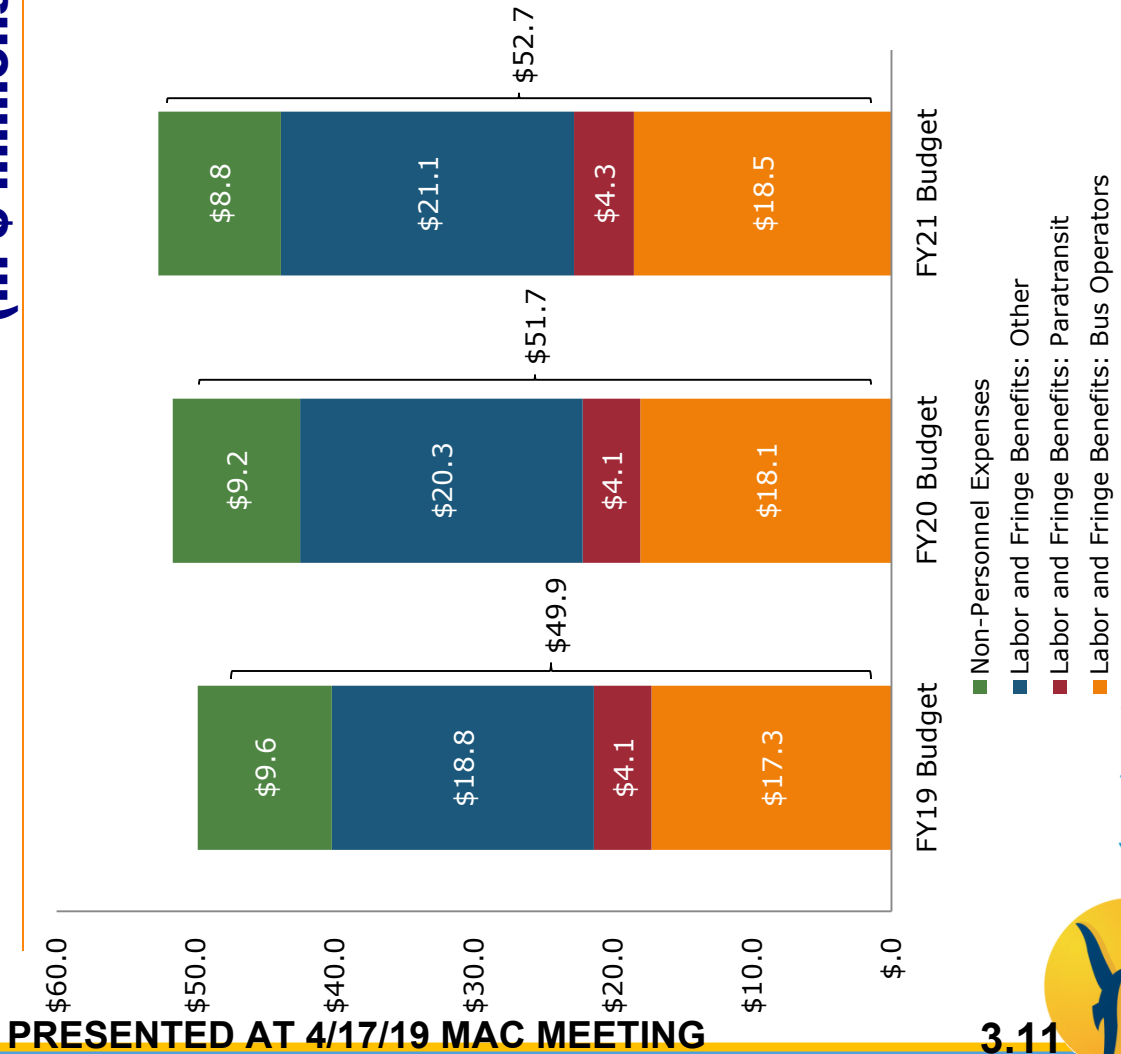
FY20 & FY21 Budget*

*Percentages reflect Total Operating Revenues

3.10



Total Operating Expenses FY20 & FY21: (in \$ millions)

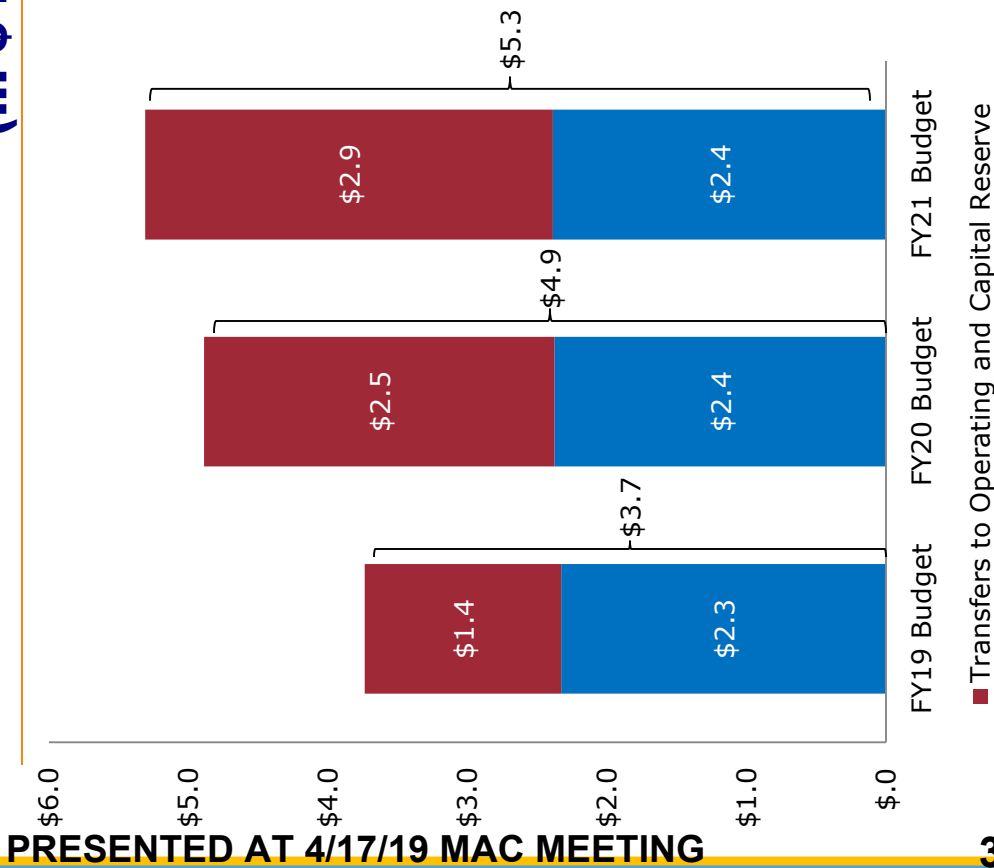


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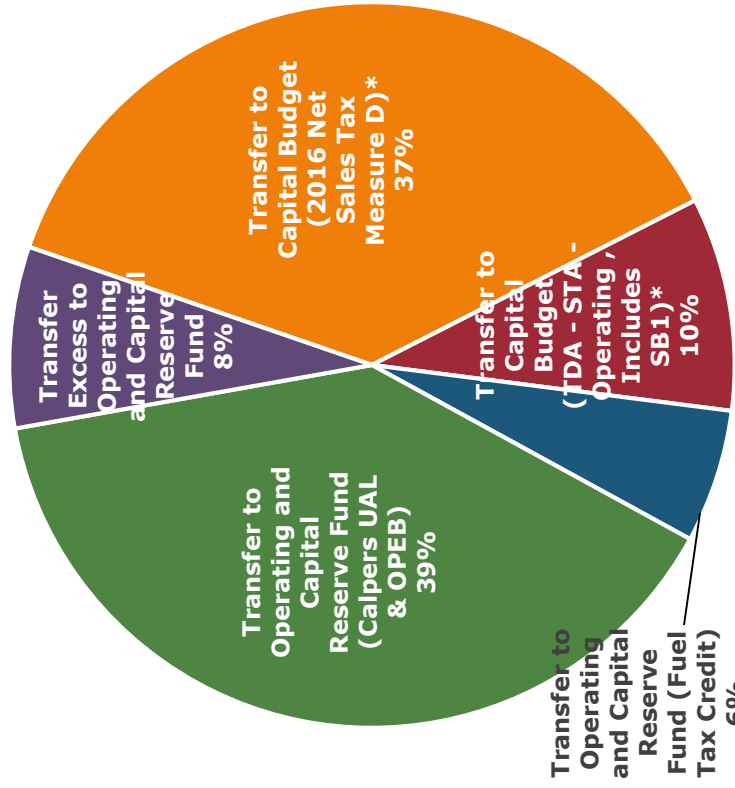
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Total Transfers FY20 & FY21: (in \$ millions)



■ Transfers to Operating Fund
■ Transfers to Capital Budget*



FY20 & FY21 Budget

* Transfers to Capital Budget + STA SGR = \$3M; (STA - SGR goes directly to the Capital Budget).



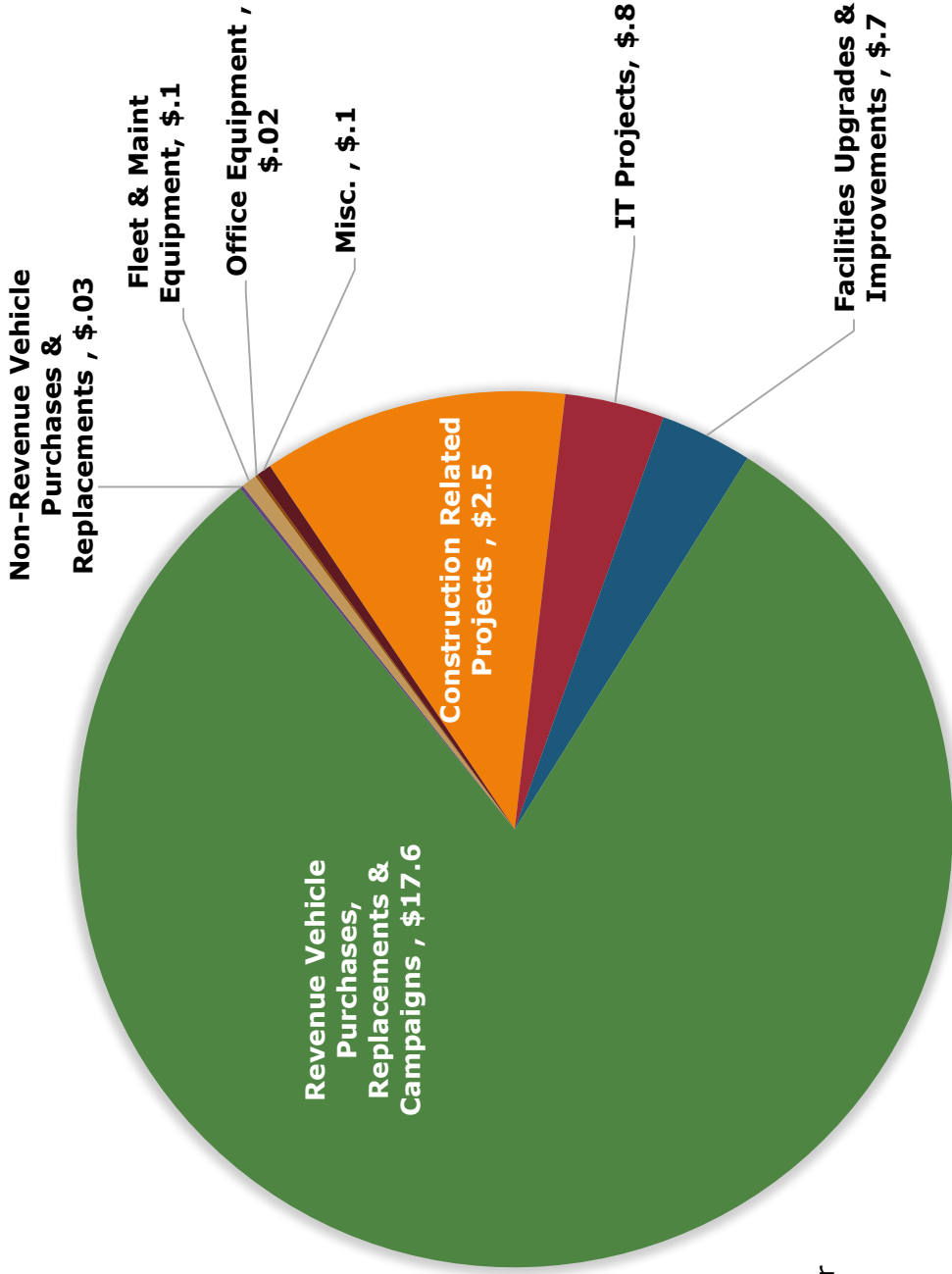
FY20 and FY21 Preliminary Capital Budget

PRESENTED AT 4/17/19 MAC MEETING

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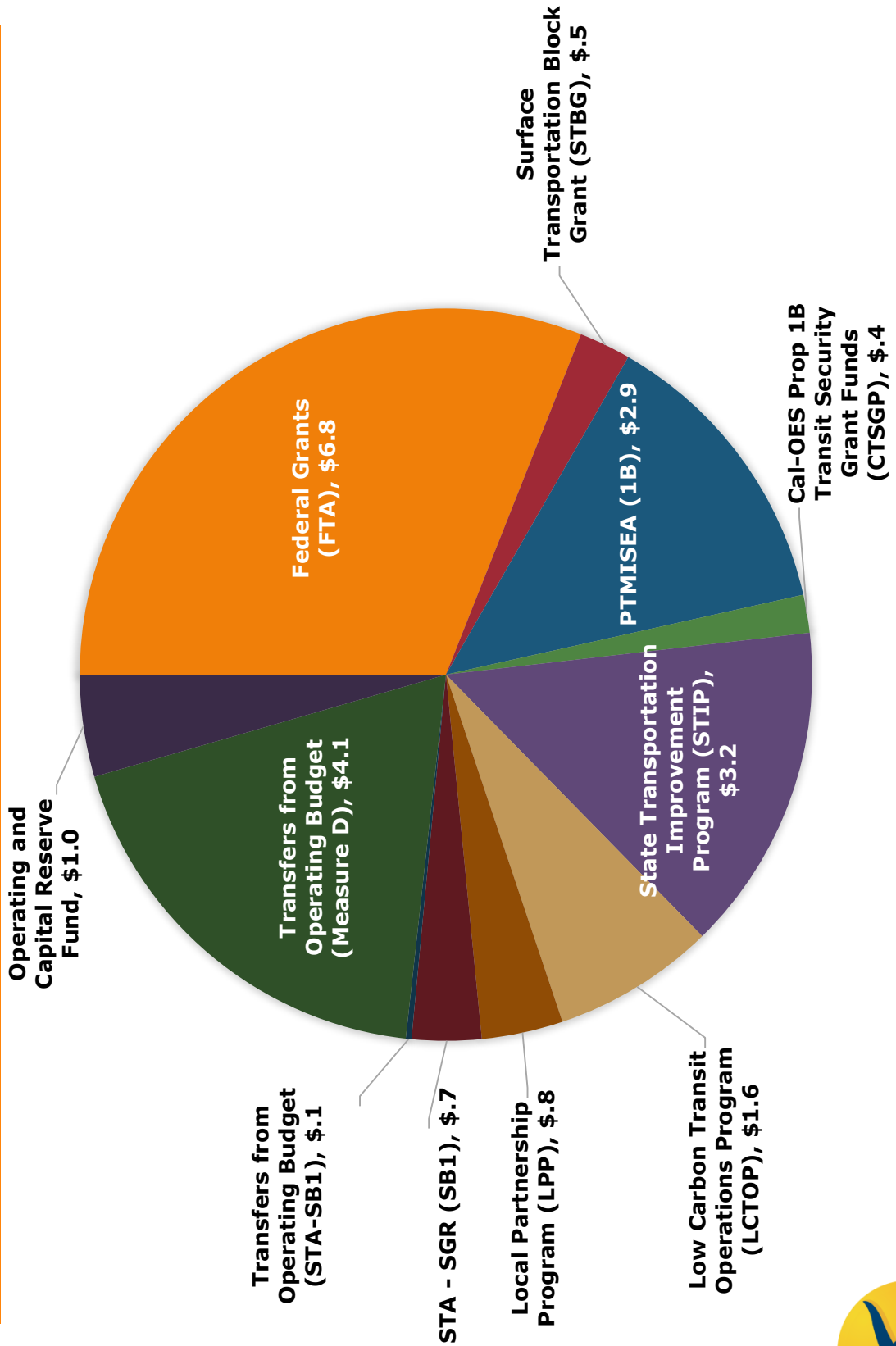


FY20 Capital Budget – Projects: \$21.9M* (in \$ millions)



* Projects that are funded and may or may not have yet been started. All commitments from the prior year rollover into the new year.

FY20 Capital Budget – Funding Sources: \$21.9M (in \$ millions)



Questions

