



**SANTA CRUZ METROPOLITAN TRANSIT DISTRICT (METRO)
BOARD OF DIRECTORS MEETING MINUTES*
DECEMBER 15, 2023 – 9:00 AM**

A regular meeting of the Board of Directors of the Santa Cruz Metropolitan Transit District (METRO) convened on Friday, December 15, 2023, as a hybrid meeting.

The Board Meeting agenda packet can be found online at www.SCMTD.com. *Minutes are “summary” minutes, not verbatim minutes. Audio recordings of Board meeting open sessions are available to the public upon request.

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1 CALLED TO ORDER at 9:00 AM by Board Chair Kalantari-Johnson.

2 ROLL CALL:

The following Directors were **present**, representing a quorum:

Director Kristen Brown	City of Capitola
Director Rebecca Downing <i>AR 9:05</i>	County of Santa Cruz
Direct Jimmy Dutra <i>AR 9:02</i>	City of Watsonville
Director Shebreh Kalantari-Johnson	City of Santa Cruz
Director Manu Koenig	County of Santa Cruz
Director Donna Lind	City of Scotts Valley
Director Bruce McPherson	County of Santa Cruz
Director Scott Newsome	City of Santa Cruz
Director Larry Pageler	County of Santa Cruz
Director Quiroz-Carter	City of Watsonville
Director Mike Rotkin	County of Santa Cruz
Ex-Officio Director Dan Henderson	UC Santa Cruz
Ex-Officio Director Alta Northcutt	Cabrillo College
Michael Tree	CEO/General Manager
Julie Sherman	General Counsel

3 ANNOUNCEMENTS

Today’s meeting is being broadcast by Community Television of Santa Cruz County.

Maria Avila, Language Line Services, provided Spanish language interpretation services.

Margo Ross, Chief Operations Officer, announced that the audience is filled with trainees that were available to attend this morning’s meeting and welcomed them all to METRO.

Board Chair Kalantari-Johnson thanked them for joining the METRO family. She also thanked COO Ross and her team for their efforts in recruitment.

4 BOARD OF DIRECTORS COMMENTS

Director McPherson spoke as a member of the Area Agency on Aging and said the announcement of free fares on METRO is being greeted enthusiastically by the senior citizens in Santa Cruz County.

Director Rotkin commented that this has been the most amazing year out of the 30 years he has been on the Board. We owe this to CEO Tree and all the employees that work at METRO. He thanked the current Board of Directors for their commitment to public transit. Board Chair Kalantari-Johnson thanked Director Rotkin for his years of service on the METRO Board.

Hearing nothing further, Board Chair Kalantari-Johnson moved to the next agenda item.

5 ORAL AND WRITTEN COMMUNICATIONS TO THE BOARD OF DIRECTORS

Board Chair Kalantari-Johnson announced additional written communications were received and will be added to the agenda packet.

Eduardo Montesino, Temporary Reimagine METRO Recruitment and Training Coordinator, provided an update on recruitment efforts. Director Lind asked how many new Bus Operators are being hired. COO Ross said we have 33 new hires and gave credit to Mr. Montesino for his recruiting efforts.

Hearing nothing further, Board Chair Kalantari-Johnson moved to the next agenda item.

6 LABOR ORGANIZATION COMMUNICATIONS

Brandon Freeman, SMART General Chairperson, Local 0023, invited the new recruits to introduce themselves to the Board of Directors. The group included Bus Operators for Fixed Route and ParaCruz, Dispatchers and Schedulers. Mr. Freeman added that he supports staff's recommendation to the Board today to increase Bus Operators to achieve our Reimagine METRO goals. He thanked the Board for their support at the December 7, 2023 Santa Cruz County Regional Transportation Commission (RTC) meeting. He also thanked Mr. Montesino for his recruitment efforts.

Board Chair Kalantari-Johnson acknowledged and thanked Mr. Freeman for his leadership and bringing new members of the METRO family to meet the Board. It is important for us to meet the people who are doing the work every day to make METRO run.

Hearing nothing further, Board Chair Kalantari-Johnson moved to the next agenda item.

7 ADDITIONAL DOCUMENTATION TO SUPPORT EXISTING AGENDA ITEMS

Supporting documentation for Items 12-14 was sent to the Board of Directors on December 14, 2023 to review and will be added to the agenda packet.

CONSENT AGENDA

- 8.1 ACCEPT AND FILE: PRELIMINARY APPROVED CHECK JOURNAL DETAIL FOR THE MONTHS OF OCTOBER & NOVEMBER 2023
Chuck Farmer, Chief Financial Officer
- 8.2 ACCEPT AND FILE MINUTES OF:
 - A. OCTOBER 27, 2023 BOARD OF DIRECTORS REGULAR MEETING
 - B. DECEMBER 8, 2023 PERSONNEL/HUMAN RESOURCES STANDING COMMITTEEMichael Tree, CEO/General Manager
- 8.3 ACCEPT AND FILE: THE YEAR TO DATE MONTHLY FINANCIAL REPORT AS OF NOVEMBER 30, 2023
Chuck Farmer, Chief Financial Officer
- 8.4 ACCEPT AND FILE: THE METRO PARACRUZ OPERATIONS STATUS REPORT FOR JULY, AUGUST, AND SEPTEMBER 2023
Daniel Zaragoza, Operations Manager, Paratransit Division
- 8.5 ACCEPT AND FILE: THE METRO SYSTEM RIDERSHIP REPORTS FOR THE FIRST QUARTER OF FY24
John Urgo, Planning and Development Director
- 8.6 APPROVE: CONSIDERATION OF A RESOLUTION TO ESTABLISH THE 2024 BOARD OF DIRECTORS' MEETING SCHEDULE
Michael Tree, CEO/General Manager
- 8.7 APPROVE: CONSIDER A RESOLUTION DESIGNATING THE CEO/GENERAL MANAGER AS THE AUTHORIZED AGENT TO EXECUTE ALL REQUIRED DOCUMENTS TO CLAIM FUNDS AWARDED THROUGH THE FY23-24 CALTRANS CLEAN CALIFORNIA TRANSIT PROGRAM
John Urgo, Planning and Development Director
- 8.8 ACCEPT AND FILE: THE YEAR-TO-DATE KEY PERFORMANCE INDICATORS (KPI) REPORT FOR QUARTER ONE AS OF SEPTEMBER 30, 2023
Chuck Farmer, Chief Financial Officer
- 8.9 APPROVE: CONSIDER A RESOLUTION DESIGNATING THE CEO/GENERAL MANAGER AS THE AUTHORIZED AGENT TO EXECUTE ALL REQUIRED DOCUMENTS TO CLAIM FUNDS AWARDED THROUGH THE REGIONAL EARLY ACTION PLANNING GRANTS OF 2021 (REAP 2.0) REGIONAL COMPETITIVE GRANT PROGRAM
John Urgo, Planning and Development Director
- 8.10 APPROVE: REQUEST FOR AUTHORIZATION OF TWO (2) MARKETING SPECIALISTS IN THE MARKETING DEPARTMENT
Dawn Crummié, Human Resources Director
- 8.11 APPROVE: RESOLUTION DECLARING CERTAIN PROPERTY EXEMPT SURPLUS LAND UNDER THE SURPLUS LAND ACT
Chuck Farmer, Chief Financial Officer, and Julie Sherman, Legal Counsel

8.12 APPROVE: AUTHORIZE THE CEO/GENERAL MANAGER TO INCREASE THE NUMBER OF AUTHORIZED BUS OPERATORS
Chuck Farmer, Chief Financial Officer

8.13 APPROVE: AUTHORIZE THE CEO/GENERAL MANAGER TO INCREASE THE NUMBER OF PARATRANSIT BUS OPERATORS
Margo Ross, Chief Operations Officer

Director Rotkin inquired as to when METRO can expect to see the results of these new hires in Item 8.10. CEO Tree responded that we currently have an intern who is helping Danielle Glagola, METRO's Marketing, Communications and Customer Service Director, and we will actively recruit to fill one of these positions in the immediate future. Once on board, this position will work with Celtis and Miller Maxfield on our Reimagine METRO Phase 2 campaign.

Director Rotkin commented that he looks forward to reviewing the revised budget in January 2024 and expressed concern about the fiscal cliff and the sustainability of these new hires without a sales tax being passed.

Jim Rendler, Vice President, For the Future Housing, Inc., and developer for the new Pacific Station, commented on Item 8.11 and expressed gratitude on being part of this project that will start in February 2024.

ACTION: MOTION TO APPROVE THE CONSENT AGENDA AS PRESENTED

MOTION: DIRECTOR PAGELER

SECOND: DIRECTOR ROTKIN

MOTION PASSED WITH 10 AYES (Directors Brown, Downing, Dutra, Kalantari-Johnson, Koenig, Lind, McPherson, Newsome, Pageler, and Rotkin). Director Quiroz-Carter was absent.

REGULAR AGENDA

9 PRESENTATION OF EMPLOYEE LONGEVITY AWARDS: (15 YEARS) NATHANAEL ABREGO, ANDREA EUSSE-GIL, ROBERT KRAUSE, AND RUBEN VALDEZ

Board Chair Kalantari-Johnson thanked the employees for their service to METRO. Director Pageler provided a personal bio for Andrea Eusse-Gil covering the years he has known and worked with her.

10 RETIREE RESOLUTION OF APPRECIATION FOR: MAURIZIO ITALIA

Board Chair Kalantari-Johnson congratulated Mr. Italia on his retirement and thanked him for his years of service at METRO.

ACTION: MOTION TO APPROVE THE RETIREE RESOLUTION OF APPRECIATION FOR MAURIZIO ITALIA

MOTION: DIRECTOR ROTKIN

SECOND: DIRECTOR NEWSOME

MOTION PASSED WITH 10 AYES (Directors Brown, Downing, Dutra, Kalantari-Johnson, Koenig, Lind, McPherson, Newsome, Pageler, and Rotkin). Director Quiroz-Carter was absent.

11 METRO ADVISORY COMMITTEE (MAC) SEMI-ANNUAL ORAL UPDATE

Jessica de Wit, MAC Chair, provided the semi-annual MAC update. MAC is pleased to see ridership levels increase as we move away from the pandemic. METRO staff has been very responsive in listening to MAC's concerns on bus stop signage, shelters, and discussions on the Reimagine METRO project. MAC is happy to hear that METRO is ramping up its presence in the community. Many riders like the new look of the buses and how it celebrates the Santa Cruz County area. She thanked staff for providing MAC with a tour of the Judy K. Souza Facility. With all the innovative programs in the works at METRO, MAC appreciates being part of this effort.

Board Chair Kalantari-Johnson thanked Ms. de Wit for her work on MAC.

There were no public comments.

12 APPROVE REQUEST FOR RECLASSIFICATION RESULTS FOR OPERATIONS DEPUTY DIRECTOR IN THE OPERATIONS DEPARTMENT

Monik Delfin, Human Resources Deputy Director, spoke to this item and requested the Board to authorize the creation of the Operations Deputy Director position to manage both the Fixed Route and Paratransit divisions. In addition, the job descriptions for Operations Managers in Fixed Route and Paratransit, and the Assistant Operations Managers in Fixed Route and Paratransit have been updated due to this change.

Mr. Freeman provided his support to Daniel Zaragoza on handling the combined position.

There were no public comments.

ACTION: MOTION TO APPROVE THE AUTHORIZATION OF AN OPERATIONS DEPUTY DIRECTOR IN THE OPERATIONS DEPARTMENT

MOTION: DIRECTOR KOENIG SECOND: DIRECTOR MCPHERSON

MOTION PASSED WITH 10 AYES (Directors Brown, Downing, Dutra, Kalantari-Johnson, Koenig, Lind, McPherson, Newsome, Pageler, and Rotkin). Director Quiroz-Carter was absent.

13 APPROVE REQUEST FOR RECLASSIFICATION RESULTS FOR MARKETING AND COMMUNICATIONS DIRECTOR IN THE MARKETING DEPARTMENT

Monik Delfin, Human Resources Deputy Director, spoke to this item and requested the Board to reclassify the Marketing, Communications, and Customer Service Director to Marketing and Communications Director to address the needs of the Marketing Department created in this fiscal year.

Director Lind commented that making this change makes sense as the position has evolved under CEO Tree. We look forward to its continued successes.

There were no public comments.

ACTION: MOTION TO APPROVE THE RECLASSIFICATION FOR A MARKETING AND COMMUNICATIONS DIRECTOR IN THE MARKETING DEPARTMENT

MOTION: DIRECTOR PAGELER SECOND: DIRECTOR ROTKIN

MOTION PASSED WITH 10 AYES (Directors Brown, Downing, Dutra, Kalantari-Johnson, Koenig, Lind, McPherson, Newsome, Pageler, and Rotkin). Director Quiroz-Carter was absent.

14 APPROVE REQUEST FOR RECLASSIFICATION RESULTS FOR CUSTOMER EXPERIENCE MANAGER IN THE CUSTOMER SERVICE DEPARTMENT

Monik Delfin, Human Resources Deputy Director, spoke to this item and requested the Board to reclassify the current Customer Service Manager to Customer Experience Manager to encompass new job responsibilities and a “customer first” mindset.

Discussion followed on the ambassador program component in the job description and the collaboration with the Downtown Association in providing personnel; training in people skills as well as the METRO system; identifying these ambassadors; applying metrics to the process, and security concerns.

CEO Tree responded to all concerns.

There were no public comments.

ACTION: MOTION TO APPROVE THE RECLASSIFICATION FOR A CUSTOMER EXPERIENCE MANAGER IN THE CUSTOMER SERVICE DEPARTMENT

MOTION: DIRECTOR DOWNING

SECOND: DIRECTOR ROTKIN

MOTION PASSED WITH 10 AYES (Directors Brown, Downing, Dutra, Kalantari-Johnson, Koenig, Lind, McPherson, Newsome, Pageler, and Rotkin). Director Quiroz-Carter was absent.

15 CEO ORAL REPORT

Michael Tree, CEO/General Manager, spoke to the following items:

- Continue to recruit new Bus Operators for Reimagine METRO.
- RTC approved the \$32.4 million in transportation projects allowing METRO to move forward with Phase 2 of Reimagine METRO.
- The transit signal priority (TSP) project will get under way giving METRO priority at intersections.
- California Highway Patrol performed its impromptu inspection. They gave METRO a list of buses to inspect and reviewed the records on maintenance and Bus Operator driving records. They gave METRO the highest rating possible for having buses maintained appropriately and drivers who are trained and licensed appropriately. We will do a press release to let the public know how we fared.
- Recently completed construction on one of the bus bays to accommodate the articulated buses. Eddie Benson, Maintenance Manager, and his team are currently in San Diego getting four more of the articulated buses. That brings the total buses from San Diego to ten. This will help us implement Phase 2 and provide better service to students.
- COO Ross was praised on her negotiating skills on the New Flyer contract. New Flyer quoted METRO a price of \$1.47 million for each bus (44 buses total).

Considering the volume of buses, METRO pursued a discount. It was COO Ross who was able to negotiate a \$28,000 discount on each bus.

- Center for Transportation and the Environment (CTE) helped METRO with its zero-emission master plan and is helping to launch the fueling station so it is operational when the new buses arrive.
- Thanked Mr. Montesino for a great recruiting effort. You saw firsthand today his efforts in recruiting.
- Ms. Glagola spoke to the marketing assets (attached) created for Phase 1 of Reimagine METRO's marketing plan and highlighted the other mediums being used, presented in both English and Spanish, to communicate the changes to the public which include organic social media, paid social media, printed ads, radio ads, and bus signs.

Board Chair Kalantari-Johnson appreciated all the efforts taken and reminded the members to share METRO's successes on social media. Director Pageler appreciated the "How Did My Route Change" page in the Headways that highlights the changes in the routes in a simple, concise format. Director Downing asked how this information is being disseminated to students now that the school term is ending. Ms. Glagola responded that information has already been released to the students and we plan to do even more outreach to the students. Director Pageler asked Ex-Officio Director Henderson if he is still considering having student ambassadors around campus to help explain the changes and if that is in place for winter quarter? Ex-Officio Director Henderson said UCSC has been toying with the idea of getting students out to the bus stops for several reasons but also to talk about these changes to the routes. There is a learning curve associated with this, but we will continue to get the word out. Director Rotkin suggested that UCSC provide materials to faculty that can be presented to students in the classrooms to help facilitate this process. Director Downing suggested that Ms. Glagola send out the social media information to the Board Members routinely instead of having to request it.

Director Lind brought up the recent UCSC bus crash and suggested that METRO release something so that the public doesn't think it was a METRO bus to dispel any safety concerns. Ms. Glagola responded that she had been in contact with KSBW about using METRO b-roll footage and that KSBW apologized for the footage use and discontinued using it.

- Chuck Farmer, Chief Financial Officer, reviewed all the grant awards received in the past 24 months, amounting to \$148,506,924 (breakdown attached) for buying buses and infrastructure.

Director McPherson asked when applying for new grants, does it help or hurt us when we have been awarded so much money already. CFO Farmer provided his opinion that if you show performance and do something with the money, it is likely they are willing to give more money. If you just sit on the money, then they can say, "Why give more when you haven't spent what we already gave you?" We are moving and making changes and they see that.

Director Rotkin asked if METRO had an update on the federal government's investment of \$1.2 billion in hydrogen technology. CEO Tree said he's hopeful for an announcement in early 2024 on how this will move forward.

Matt Farrell, Friends of the Rail and Trail, remarked that his group appreciates the leadership that has been shown in the last two years, both at METRO and the RTC, to address the regional transportation needs. He appreciates the open door that CEO Tree has had in talking about the challenges that face us and focusing on opportunities to collaborate. We appreciate and look forward to working together to build an equitable and comprehensive solution to our transit needs.

Board Chair Kalantari-Johnson reviewed the list of accomplishments at METRO in this past year. She expressed that this is an incredible job on improving our transit system so we can contribute to the community's well-being. She thanked all of METRO staff and the leadership of CEO Tree. She looks forward to the new year and bringing things to fruition.

Director McPherson suggested an Op-Ed be done listing all these accomplishments to let the public know what this means. The Board Chair agreed and said she would reach out to other Board Members for input. She wished everyone a Happy Holidays and to take this time to celebrate with family and friends.

16 ANNOUNCEMENT OF NEXT MEETING

Board Chair Kalantari-Johnson announced that the next meeting will be on Friday, January 26, 2024, at 9:00 AM at the METRO Admin Office, 110 Vernon Street, Santa Cruz, CA.

17 ADJOURNMENT

Board Chair Kalantari-Johnson adjourned the meeting at 10:08 AM.

Respectfully submitted,

Donna Bauer
Executive Assistant

NOVEMBER 2023 - ONGOING

PRESENTED BY

Celtis

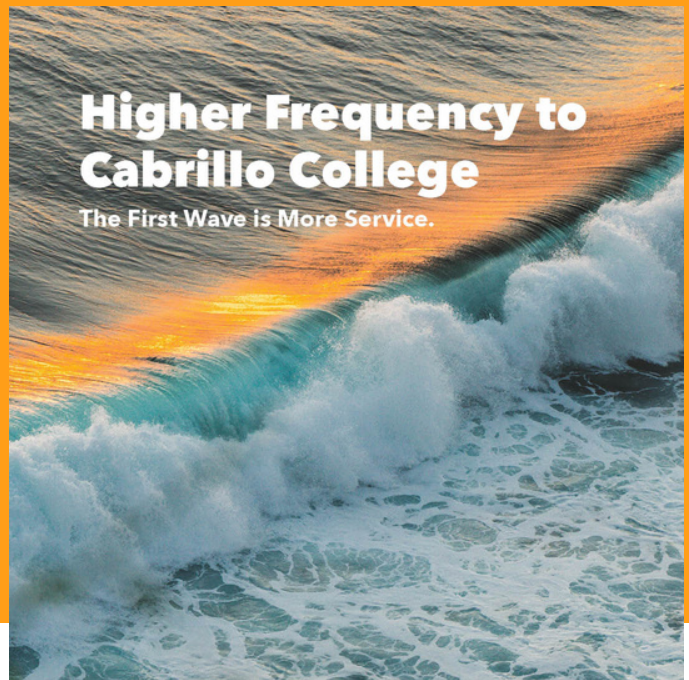
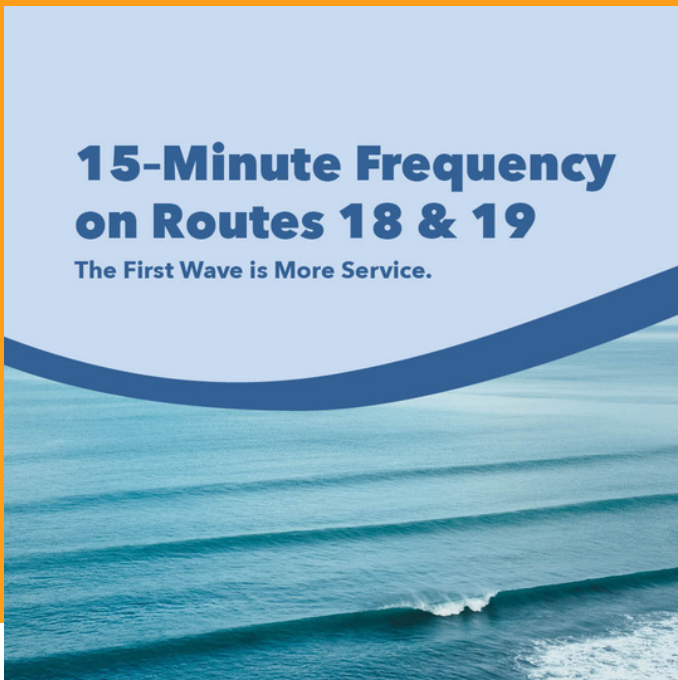
**The Wave is
Coming.**

**Reimagine METRO
Assets**



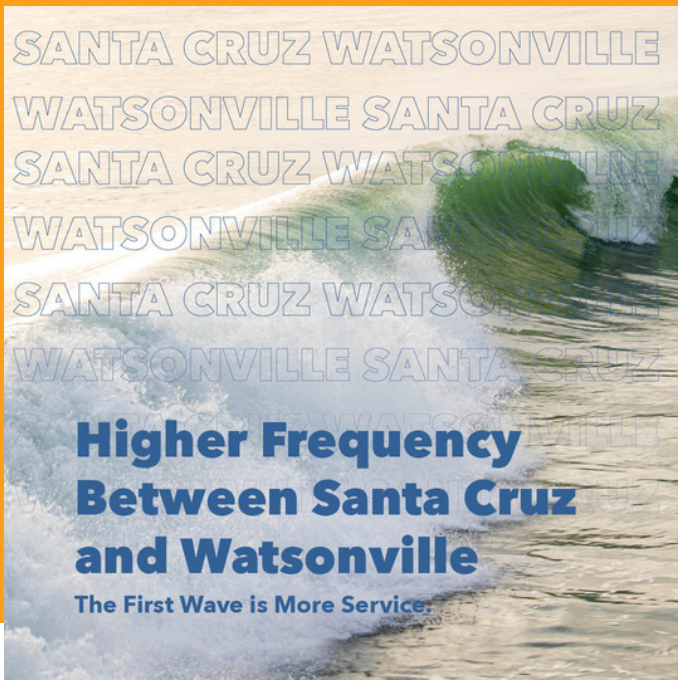
REIMAGINE METRO

Digital Creative - Organic Social Media (English)



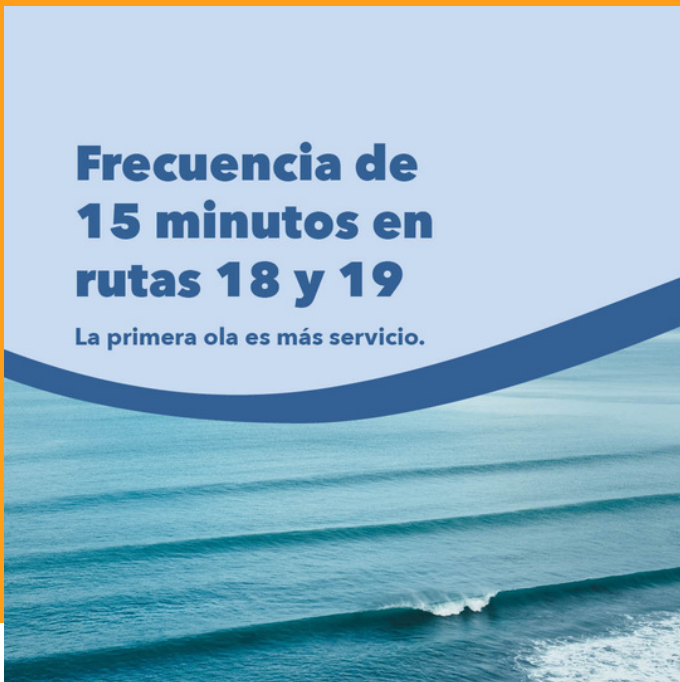
REIMAGINE METRO

Digital Creative - Organic Social Media (English)



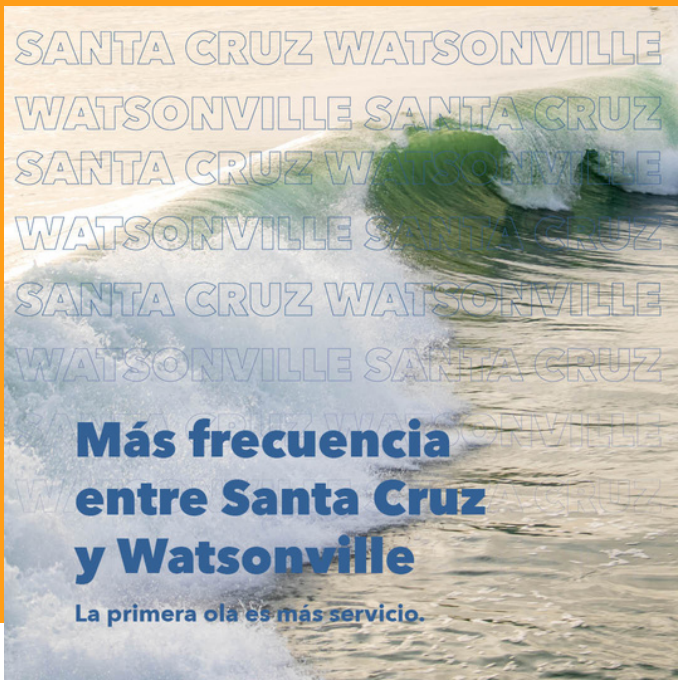
REIMAGINE METRO

Digital Creative - Organic Social Media (Spanish)



REIMAGINE METRO

Digital Creative - Organic Social Media (Spanish)



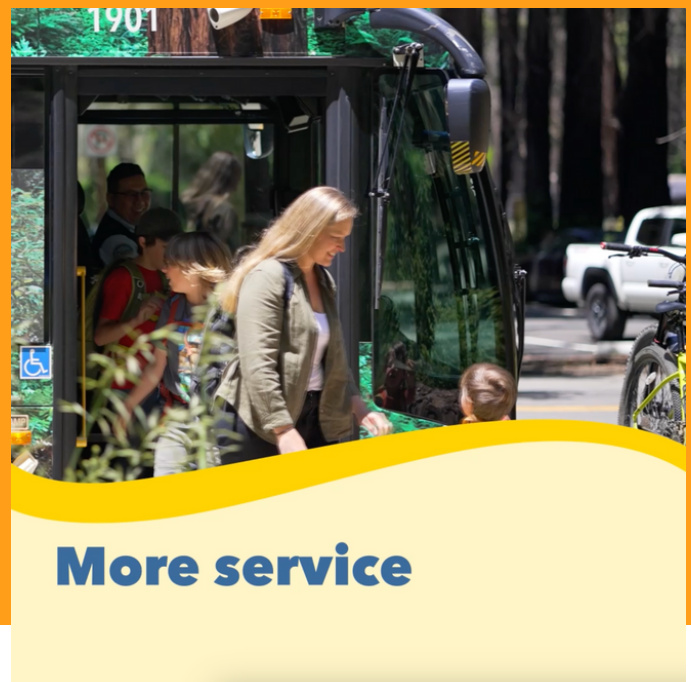
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TEASER AD



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TEASER AD



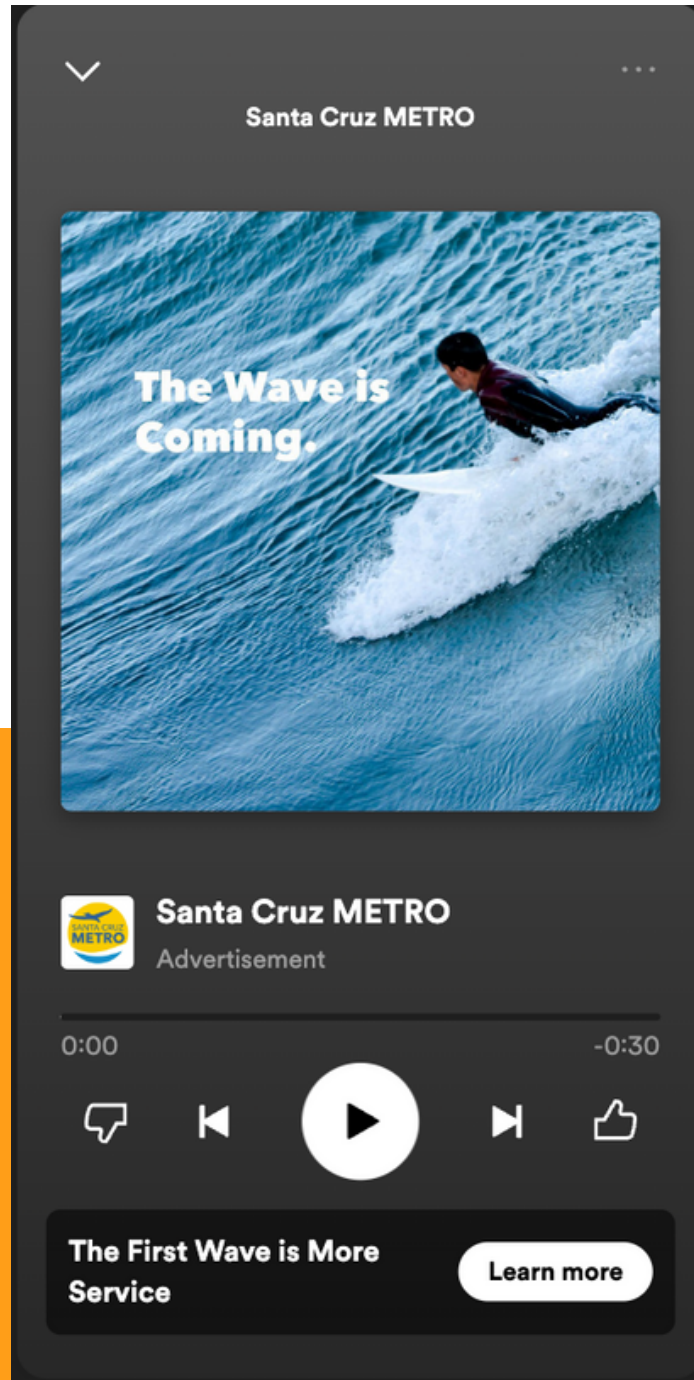
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REIMAGINE METRO

Digital Creative - Spotify



REIMAGINE METRO

Spanish Radio - KMPG, KDUB, KRAY



REIMAGINE METRO

Traditional Media - Santa Cruz Sentinel



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METRO is reimagining service to better serve our community.

Changes coming to METRO on December 21, 2023:

- More service
- Higher frequency
- Simpler, more direct routes
- Changes to route numbers
- Changes to bus stop locations

 Learn more about specific route changes and get involved in the next wave.



scmetro.org/reimagine



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MONDAY, NOVEMBER 21, 2023

NEWS 5

HOLIDAY TRAVEL

Record crowds are expected to take to the air and roads for Thanksgiving

By David Koenig

The Associated Press

HALLAS • Despite inflation and restrictions of past holiday travel restrictions, millions of people are expected to hit airports and highways to record numbers over the Thanksgiving break.

The busiest days to fly will be Tuesday and Wednesday as well as the Sunday after Thanksgiving. The Transportation Security Administration expects to screen 2.6 million passengers on Tuesday and 2.7 million passengers on Wednesday. Sunday will draw the largest crowds with an estimated 1.9 million passengers, which would narrowly eclipse a record set on Nov. 30.

Meanwhile, AAA forecasts that 53.4 million Americans will travel at least 50 miles from home between next Wednesday and the Sunday after Thanksgiving, with roads likely to be the most congested on Wednesday.

The weather could snarl air and road traffic. A storm system was expected to move from the southern Plains to the Northeast on Tuesday and Wednesday, bringing possible thunderstorms, sleet and snow.

Parts of Maine, Vermont and northern New Hampshire are expected to get 6 to 7 inches of snow between Tuesday night and Wednesday.

U.S. Transportation Secretary Pete Buttigieg said during a news conference Monday that the government has tried to better prepare for holiday travel over the last year by having more air traffic controllers, opening new air routes along the East Coast and providing grants to airports for equipment and training equipment. But he warned travelers to check road conditions and flight times before leaving home.

"Mother Nature, of course, is the X factor in all this," he said. "The good news for travelers by plane and car alike: Prices are coming down. Airlines are averaging \$100 per ticket, down 30% from a year ago, according to the travel site Expedia."

Gasoline prices are down about 60 cents per gallon from this time last year. The national average was \$3.50 per gallon on Monday, according to AAA, down from \$4.17 a year ago.

A survey of Goodbody's says it found that despite cheaper pump prices, the number of people planning to take a long driving trip this Thanksgiving hasn't changed much from last year. Patrick De Haan, an analyst for the prior-traveling service, said inflation has cooled but some things the food are still getting more expensive. Consumers are also charging more on credit cards and saving less.

"Now, they love the falling gas prices, but a lot of



Travelers line up to pass through the security checkpoint at Denver International Airport on Monday.

Americans spent in other ways this summer and they may not be ready to open their wallets for Thanksgiving travel just yet," De Haan said.

Thanksgiving marks the start of the holiday travel season, and many still haven't shaken last December's nightmare before Christmas, when severe winter storms knocked out thousands of flights and left millions of passengers stranded.

Scott Keres, founder of the travel site Goin', is cautiously optimistic that holiday air travel won't be the same mess. In fact, he said, airlines have provided massive disruptions.

"Everyone understands that airlines can't control Mother Nature and it's unwise to take off or land in the middle of a thunderstorm or snowstorm," Keres said. "It's not really the food or the controller cancellations — those widespread disruptions because their system melted down the way Southwest

did over Christmas."

Indeed, Southwest didn't receive as quickly as other carriers from last year's storms when its planes, pilots and flight attendants were trapped out of position and its crew-scheduling system got bogged down. The airline canceled nearly 77,000 flights before Thanksgiving this year, but regulators told Southwest recently that it could be fined for failing to help stranded travelers.

Southwest officials say they have since purchased additional deicing trucks and heating equipment and will add staff at southern airports depending on the forecast. The company said it has also updated its crew-scheduling technology.

U.S. airlines as a whole have been better about stranding passengers. Through October, they canceled 38% fewer flights than during the same period in 2022. From June through August — when thunderstorms can snarl air traffic — the rate of cancellations fell 28% compared to 2022.

Levee

FRONTIER

Friend praised Keres as "a very strong voice for the community," but Keres said the effort took all the voices of the community.

"For many of us, we know Fresno is a resilient community," he said. "This is a special place on the Central Coast, and this community absolutely understands the importance of working together to get things done because there's no better example than this town project of working to get things done."

Keres said expecting the project would keep the region safe.

"We're able to share off-limits when this is done," he said. "It's about protecting people," he said. "It's about protecting everybody from the storm who are over on Bridge Street in the factories were kids when he was county manager during the 1992 flood."

"It is a thing that has downwind making sure there's a solution," he said.

Laird said the project is necessary to help people who are worried in the early stages of this year's flood.

"It's the last two or three years, it was because it was a disadvantaged community that legislation was adopted and a real change in the narrative of this story," he said.

Rep. Lou Lofgren, who represents Watsonville and Pajaro in Congress, said there was only a few months into serving the area as part of her newly redrawn district when the flooding occurred.

"It was heartbreaking to go over to the fairgrounds to meet with the people who had lost everything and to be re-emergent on the road to get this done," she said.

Lofgren said a lot of support for the new levee construction came through the Republican Infrastructure Bill, which was signed into law by President Joe Biden in 2021 and included \$180 million to rebuild the levee system at the request of Lofgren, Rep. Jimmy Panetta, Sen. Alex Padilla, and the importance of working together to get things done because there's no better example than this town project of working to get things done."

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Traditional Media - Press Banner, Pajaronian, Good Times

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KOZY HEAT

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METRO is reimagining service to better serve our community.

Changes coming to metro on December 21, 2023:

- More service
- Higher frequency
- Simpler, more direct routes
- Changes to route numbers
- Changes to bus stop locations

Learn more about specific route changes and get involved in the next wave.

scmetro.org/reimagine

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TEACH THEM HOW TO FISH

"It's like no other industry... Even if you're thinking, 'Well, what about the fishers that are right outside in Monterey Bay by Santa Cruz?'" -SARA LEWIS

where you have let's say 10 vessels that land tuna all in one location, and then that's sometimes frozen, and they wait around for a while, and then they can it." In the time between docking and canning, 100 other vessels could have easily stopped by the same facility to drop off their own catch to the same freezer. In the past, if managers knew anything at all about who caught the fish in the can, it was only the list of possible vessels."

FishWise is pushing for more specificity, and they are succeeding. A major breakthrough came in 2012 when their retail partner, My Way, a midwestern grocer, became the first major retail company ever to publicly disclose a complete list of vessels supplying its tuna.

"If you can get information about the actual vessels that are in your supply chain—the fishing vessels that collect the fish—if you can identify those and have that information flowing through your supply chain," Lewis says, "you can use really amazing data tools to perform risk assessments to help ensure that those products were legally harvested and to understand risks to the laborers, like the fishers on board."

In February 2023, the organization announced its new Executive Director, Jenny Barker, M.P.A. With an extensive background implementing fisheries management programs around the world from Honduras to Cambodia, Barker is an ideal leader to guide FishWise into the future.

"FishWise has grown to hold a unique and important role in the sustainable seafood movement over the last 20 years," Barker says. "We will continue to promote comprehensive sustainability—for social, environmental, and economic benefits."

Some ongoing projects include the Roadmap for Improved Seafood Ethics (RISE), a publicly available claim-making resource that reached 2,235 users in 88 countries in 2022. The organization also has leveraged its transparency and social responsibility expertise to consult with government agencies in both the U.S. and in other seafood-producing countries, including Peru, Ecuador, Tanzania, Vietnam, and Japan.

Though its efforts take it to the most far-flung locales imaginable, FishWise has Santa Cruz at its core. It continues to partner with New Land grocery stores around the city and also maintains close relationships with groups that support local fisheries, including the Monterey Bay Fisheries Trust, Real Good Fish and Ocean to Table, among others. Many of its members are avid surfers and ocean-lovers. Santa Cruz locals who understand the allure of the sea—as well as its dark side. Their work, on a simple level, aims to bring the beauty and serenity Santa Cruzans enjoy in waters just off the city's coast to the places where the ocean represents the opposite of freedom.

"We started here," says Berntshoff-Law. "We really feel connected to this community."

FishWise is a non-profit 501(c)(3) whose mission is to sustain ocean ecosystems and the people who depend on them by transforming seafood supply chains. To make a tax-deductible donation to support FishWise, please visit fishwise.org/donate

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scmetro.org/reimagine

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REIMAGINE METRO

Fact Sheet - English



Santa Cruz METRO is reenvisioning where buses should go, and how often they should run.

KEY GOALS INCLUDE:

- Increase the amount of service provided
- Make transit more reliable and relevant to the community's needs
- Adapt to post-COVID travel patterns
- Create a network that is useful and attractive for many people's trips

CHANGES COMING IN DECEMBER 2023:

- More service to get you where you need to go
- Higher frequency service in areas with high transit demand
- Simpler, more direct routes, especially in Watsonville
- Better transfers with shorter wait times
- Some changes to route numbers and names
- Some changes to bus stop locations and which streets have bus service

The First Wave Frequently Asked Question (FAQ).

Will there be changes to UCSC campus service to address overcrowding by the time school starts?

METRO will address overcrowding on campus routes with the addition of more articulated buses in December. The recently acquired additional articulated buses will be put into service on campus routes as soon as possible. If sufficient driver resources are available, METRO will also add additional trips on Routes 18 and 19 before December.



Learn more and get involved.

scmetro.org/reimagine



Reimagine METRO Phase 1 Service Map

STARTING DECEMBER 21, 2023

Higher frequency to Cabrillo College

- A bus every 10-20 minutes at Cabrillo College on Routes 1 and 2
- A bus every 30 minutes or better on all of Soquel Drive on Route 1

15-Minute frequency on Routes 18 & 19
Serving UCSC and downtown Santa Cruz

New Route 3 connecting UCSC campus to Live Oak and Capitola Mall

Return of 90X
Express route between Santa Cruz and Watsonville during peak commuting times

Higher frequency between Santa Cruz and Watsonville

Santa Cruz METRO Bus Network Map - Dec. 2023
Mapa de la Red - Dic. 2023

On a weekday a bus comes every...
Entre semana el autobús pasa cada...

- 15 minutes (15 minutos)
- 30 minutes (30 minutos)
- 60 minutes (60 minutos)
- more than 60 minutes (más de 60 minutos)

Weekend only
Fin de semana

Service splits into two branches (e.g., 18 to east and 18 to downtown)
Servicio se divide en dos ramas (p.ej. 18 al este)

scmetro.org/reimagine

REIMAGINE METRO

Fact Sheet - Spanish

HOJA INFORMATIVA Y PREGUNTAS FRECUENTES SOBRE LA 1ª FASE DE LOS CAMBIOS AL SERVICIO DE METRO REIMAGINADOS

La primera ola es más servicio

Santa Cruz METRO está reimaginando adonde los autobuses deben ir, y a que frecuencia deben ofrecer servicio.

Pregunta frecuente sobre la primera ola (FAQ).

¿Habrán cambios al servicio a la Universidad UCSC para reducir el apiñamiento a las horas cuando la escuela comienza?

METRO está respondiendo al apiñamiento con agregar autobuses grandes en las rutas a la Universidad a partir de diciembre. Los autobuses grandes fueron comprados recientemente y serán puesto en circulación por la Universidad lo más pronto posible. Si hay suficientes conductores, METRO también agregará viajes adicionales en las rutas 18 y 19 antes de diciembre.

LOS OBJETIVOS CLAVES INCLUYEN:

- Aumentar el servicio ofrecido
- Hacer el transporte público más fiable y responsivo a las necesidades de la comunidad
- Adaptar a las pautas de viajes después de la pandemia de COVID
- Establecer un red que es útil y atrae pasajeros para viajar por el condado

CAMBIOS ADICIONALES VIENEN EN DICIEMBRE DE 2023:

- Más servicio para llevarte adónde quieres ir
- Más frecuencia de servicio en áreas con alta demanda para el transporte público
- Rutas más directas y simples, especialmente Watsonville
- Mejores conexiones con menos tiempo de espera sin tarifas adicionales
- Algunos cambios a los nombres y números de las rutas
- Algunos cambios a las ubicaciones de las paradas de autobús y cuales calles ofrecen servicio de autobús



Aprenda más y participe.

scmetro.org/es/reimagine



Mapa de servicio para la 1ª fase de METRO Reimaginado

A PARTIR DEL 21 DE DICIEMBRE DE 2023



Más frecuencia al Colegio Cabrillo

- Un autobús cada 10 - 20 minutos al Colegio Cabrillo en las **rutas 1 y 2**
- Un autobús cada 30 minutos o menos a lo largo de Soquel Drive en la **ruta 1**

Frecuencia de 15 minutos en rutas 18 y 19

Ofreciendo servicio a UCSC y el Centro de Santa Cruz

Nueva ruta 3 conectará la Universidad UCSC a Live Oak y Capitola Mall

El regreso de 90X

La ruta Express entre Santa Cruz y Watsonville durante las horas pico

Más frecuencia entre Santa Cruz y Watsonville

Santa Cruz METRO Bus Network Map - Dec. 2023
Mapa de la Red - Dic. 2023

On a weekday a bus comes every...
Entre centros al autobús para cada...

- 15 minutos (15 minutos)
- 30 minutos (30 minutos)
- 60 minutos (60 minutos)
- more than 60 minutes (más de 60 minutos)
- Weekend only (Días de semana)

Service splits into two branches (a, b, c, etc.)
Servicio se divide en dos ramas (a, b, c, etc.)



scmetro.org/es/reimagine

REIMAGINE METRO

Flyer - English



The First Wave is More Service

Reimagine METRO Phase 1 service changes are coming December 21, 2023.

- More service to get you where you need to go
- Higher frequency service in areas with high transit demand
- Simpler, more direct routes, especially in Watsonville
- Better transfers with shorter wait times
- Some changes to route numbers and names
- Some changes to bus stop locations and which streets have bus service

We listened to your feedback about our current system, and these changes are the best options that METRO can provide with our current funding. More changes will be coming with the next wave.



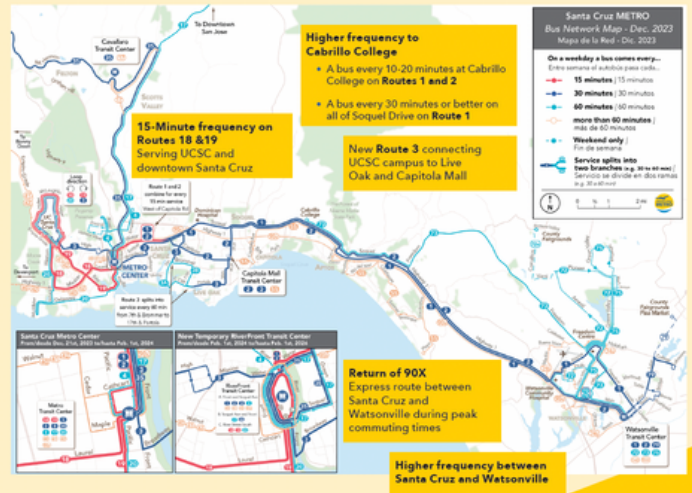
Learn more and get involved.



scmetro.org/reimagine

Reimagine METRO Phase 1 Service Map

STARTING DECEMBER 21, 2023



scmetro.org/reimagine

REIMAGINE METRO

Flyer - Spanish



La primera ola es más servicio

La primera fase de los cambios de servicio de METRO Reimaginado comienza el 21 de diciembre de 2023.

- Más servicio para llevarte adónde quieres ir
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- Mejores conexiones con menos tiempo de espera
- Algunos cambios a los nombres y números de las rutas
- Algunos cambios a las ubicaciones de las paradas de autobús y cuales calles ofrecen servicio de autobús

Escuchamos sus comentarios sobre nuestro sistema actual y estos cambios representan las mejores opciones que METRO puede ofrecer con el nivel de financiación actual. Cambios adicionales se esperan en la próxima ola.



Aprenda más y participe.

scmetro.org/es/reimagine

Mapa de servicio para la 1ª fase de METRO Reimaginado

A PARTIR DEL 21 DE DICIEMBRE DE 2023

Más frecuencia al Colegio Cabrillo

- Un autobús cada 10 - 20 minutos al Colegio Cabrillo en las rutas 1 y 2
- Un autobús cada 30 minutos o menos a lo largo de Soquel Drive en la ruta 1

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El regreso de 90X
La ruta Express entre Santa Cruz y Watsonville durante las horas pico

Más frecuencia entre Santa Cruz y Watsonville

Santa Cruz METRO
Bus Network Map - Dec. 2023
Mapa de la Red - Dic. 2023

De a weekday y los fines semana:
Entre semana el autobús pasa cada:
● 15 minutos | 15 minutos
● 30 minutos | 30 minutos
● 60 minutos | 60 minutos
● more than 60 minutes | más de 60 minutos

Weekend only | Fin de semana:
● Servicio splita into two branches (eg. 18a and 18b) | Servicio se divide en dos ramas (eg. 18a and 18b)

scmetro.org/es/reimagine

REIMAGINE METRO

Brochure - English

The First Wave is More Service

Changes Coming December 21, 2023

- More service to get you where you need to go
- Higher frequency service in areas with high transit demand
- Simpler, more direct routes, especially in Watsonville
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Learn more and get involved.
scmetro.org/reimagine



Our mission is to protect the earth by providing sustainable transportation options.



DECEMBER 2023

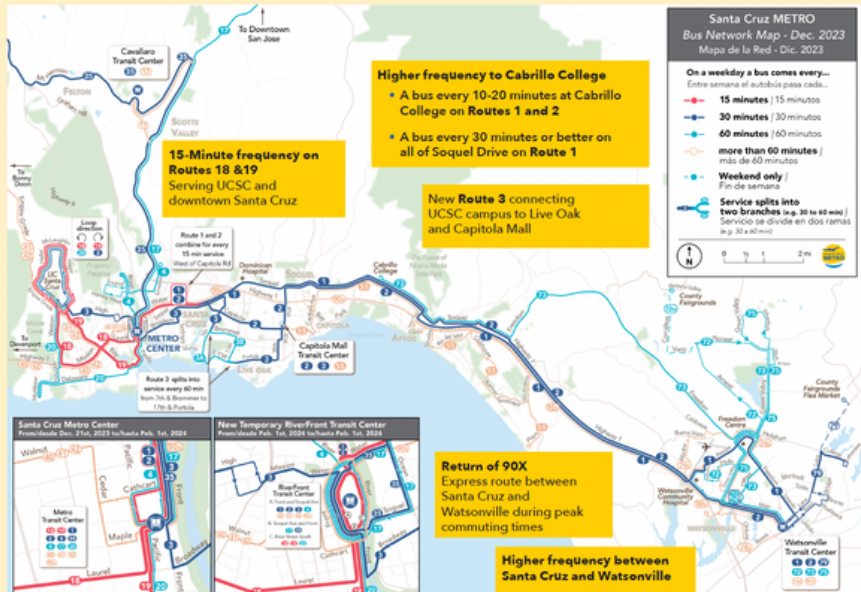
The First Wave

Phase 1 of Reimagine METRO Service Changes



Reimagine METRO Phase 1 Service Map

STARTING DECEMBER 21, 2023



REIMAGINE METRO

Brochure - Spanish

La primera ola es más servicio

Los cambios comienzan el 21 de diciembre de 2023:

- Más servicio para llevarte adónde quieres ir
- Más frecuencia de servicio en áreas con alta demanda para el transporte público
- Rutas más directas y simples, especialmente Watsonville
- Mejores conexiones con menos tiempo de espera
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Aprenda más y participe.
scmetro.org/es/reimagine



Nuestro compromiso es proteger la tierra al ofrecer opciones de transportación sostenibles.



DICIEMBRE DE 2023

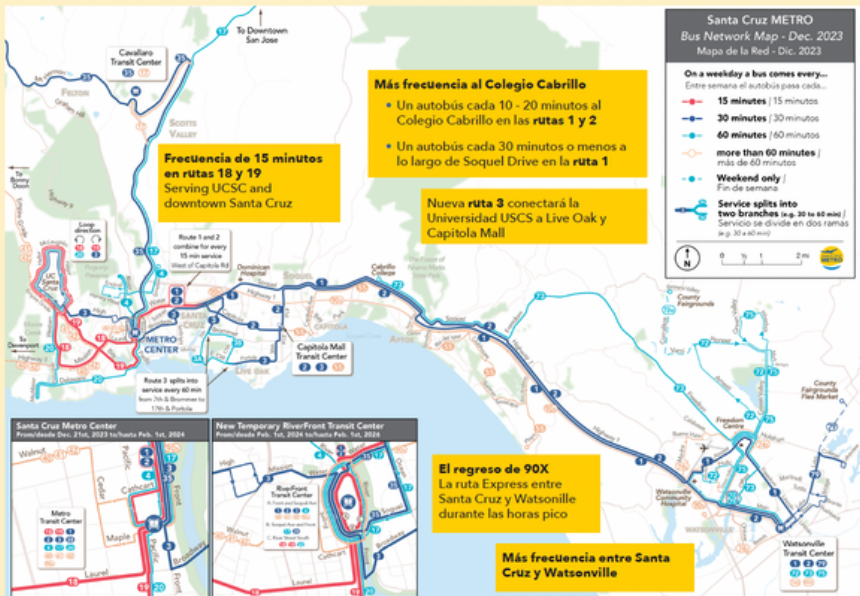
La primera ola

1º fase de los cambios al servicio de METRO Reimaginado



Mapa de servicio para la 1ª fase de METRO Reimaginado

A PARTIR DE DICIEMBRE 2023



REIMAGINE METRO

Bus Poster



The First Wave is More Service

METRO is reimagining service to better serve our community.
Changes Coming December 21, 2023.

- More service
- Higher frequency
- Simpler, more direct routes
- Changes to route numbers
- Changes to bus stop locations

Learn more and get involved.



scmetro.org/reimagine




La primera ola es más servicio

METRO está reinventando el servicio para servir mejor a nuestra comunidad.
A partir del 21 de diciembre de 2023.

- Más servicio
- Más frecuencia
- Rutas más directas y simples
- Cambios a los nombres de las rutas
- Cambios a las ubicaciones de las paradas de autobús

Aprenda más y participe.



scmetro.org/es/reimagine



REIMAGINE METRO

Headways Cover

HEADWAYS
 BUS RIDER'S GUIDE • WINTER 2023 • December 21, 2023 - March 13, 2024

The Wave is Coming

Para ESPAÑOL, dar vuelta al libro

The First Wave is More Service

- 15-Minute frequency on Routes 18 & 19, Serving UCSC and downtown Santa Cruz
- Return of 90X, Express route between Santa Cruz and Watsonville during peak commuting times
- Higher frequency between Santa Cruz and Watsonville
- New Route 3 connecting UCSC campus to Live Oak and Capitola Mall
- Read more about METRO's service changes inside

SANTA CRUZ METRO

HEADWAYS
 GUÍA PARA VIAJEROS • INVIERNO DE 2023 • 21 de diciembre de 2023 - 13 de marzo de 2024

La ola está por llegar

Turn over for ENGLISH version

La primera ola es más servicio

- Frecuencia de 15 minutos en las rutas 18 y 19, ofreciendo servicio a UCSC y el centro de Santa Cruz
- Regresa la 90X, la ruta Express entre Santa Cruz y Watsonville durante las horas pico
- Más frecuencia entre Santa Cruz y Watsonville
- Nueva ruta 3 conectando UCSC a Live Oak y Capitola Mall
- Lea más sobre los cambios de servicio de METRO a continuación

SANTA CRUZ METRO

REIMAGINE METRO

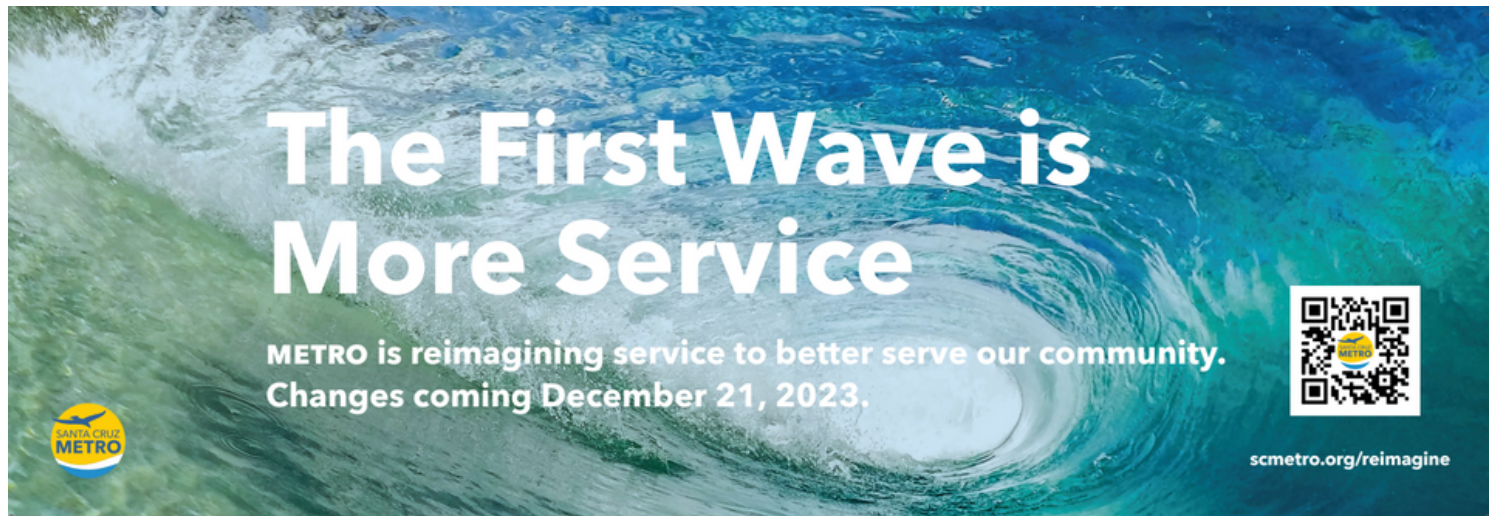
Web Banner



REIMAGINE METRO

Bus Exteriors

QUEEN AD



KING AD



REIMAGINE METRO

Bus Interior

CAR CARD



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One Time Grants Received over the Last 24 Months

BUS

VW	24,960,000	\$480,000 for 52 Buses
HVIP Rebate	12,720,000	\$240,000 for all Buses
CalSTA 2023 TIRCP	13,020,000	24 Buses
MPDG	4,800,000	4 Buses
AHSC (2023)	3,000,000	2 Buses
FTA 5339c	18,200,000	12 Buses
Subtotal Buses	76,700,000	

Other

CalSTA 2023 TIRCP	8,600,000	Hydrogen Fueling Station
CalSTA 2023 TIRCP	8,500,000	Watsonville Housing and Bike Hub
CalSTA 2023 TIRCP	1,500,000	Maintenance Facility Upgrades
CalSTA 2023 TIRCP	5,100,000	Bus Rapid Enhancements
CalSTA 2023 TIRCP	544,000	ZEB Workforce
CalSTA 2023 TIRCP	350,000	Project Management
CalSTA 2023 TIRCP	500,000	Pacific Station Bike Hub
CalSTA 2023 TIRCP	375,000	Integrated Ticketing and Scheduling
TIRCP	32,400,000	Phase 1/2 and Free Fares
FTA 5339c	2,100,000	Hydrogen and workforce development
FY21/22 Planning Grant	329,924	Caltrans Sustainable Trans Planning Grant
REAP 2.0	2,000,000	Watsonville Transit Center
Caltrans Clean Cal Transit Program	508,000	23 Bus Shelters and 18 Trash Cans
AHSC (2022)	9,000,000	Bus Tarmac - Pac Station
Subtotal Non-Bus	71,806,924	

Grants and Rebates

148,506,924