



**METRO ADVISORY COMMITTEE (MAC) MEETING AGENDA
FEBRUARY 21, 2024 – 6:00 PM
HYBRID MEETING**

Members of the public may attend in-person or participate remotely via Zoom.

**METRO Admin Office
110 Vernon Street
Santa Cruz, CA 95060**

**Zoom [Link](#)
Dial In: 1-669-900-9128
Meeting ID: 860 9650 9273**

The METRO Advisory Committee (MAC) Meeting Agenda Packet can be found online at www.scmttd.com and is available for inspection at the Santa Cruz METRO's Administrative Office at 110 Vernon Street, Santa Cruz.

Public comment may be submitted via email to mac@scmttd.com. Please indicate in your email the agenda item to which your comment applies. Comments submitted before the meeting will be provided to the staff before or during the meeting. Comments submitted after the meeting is called to order will be included in the correspondence that is posted online at the meeting packet link. Oral public comments will also be accepted during the meeting through Zoom. Each public comment is limited to three minutes or less. The Committee Chair has the discretion to manage the public comment process in a manner that achieves the purpose of public communication and assures the orderly conduct of the meeting.

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
James Cruse
Jessica de Wit
Michael Pisano
Becky Taylor
James Von Hendy

NOTICE TO PUBLIC

At each meeting, every effort will be made to conclude MAC business by 8:00 PM. If there is concern that an item may not be adequately addressed in the time allowed, Committee members may choose to table the item until the next meeting, move the item earlier in the agenda or to extend the meeting if necessary.

MEETING TIME: 6:00 PM

NOTE: THE COMMITTEE CHAIR MAY TAKE ITEMS OUT OF ORDER

1. CALL TO ORDER

2. ROLL CALL

In accordance with Assembly Bill 2449, MAC members may participate remotely due to “just cause” or “emergency” circumstances. If applicable, following an announcement, the Committee will take action on approving MAC members’ emergency teleconference participation.

3. COMMUNICATIONS TO THE METRO ADVISORY COMMITTEE

This time is set aside for MAC members and members of the general public to address any item not on the agenda which is within the subject matter jurisdiction of the Committee. No action or discussion shall be taken on any item presented except that MAC members may respond to statements made or questions asked, or may ask questions for clarification. All matters of an administrative nature will be referred to staff. Each public comment is limited to three minutes or less. The MAC Chair has the discretion to manage the public comment process in a manner that achieves the purpose of public communication and assures the orderly conduct of the meeting. 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.

4. RECEIVE AND FILE MINUTES FROM THE METRO ADVISORY COMMITTEE MEETING OF OCTOBER 18, 2023

Veronica Elsea, Chair

5. COMMUNICATIONS FROM METRO ADVISORY COMMITTEE

6. INTRODUCTION OF MICHAEL BOIS, CUSTOMER EXPERIENCE MANAGER, AND JESSE LEYVA, MOBILITY TRAINING COORDINATOR

Margo Ross, COO

7. UPDATE ON CEO/GENERAL MANAGER SEARCH

Margo Ross, COO

8. UPDATE ON TICKET VENDING MACHINES (TVM’S)

Margo Ross, COO

9. SERVICE PLANNING UPDATE

John Uργο, Planning & Development Director

- a. Quarterly Ridership Report
- b. Bus Stops
 - i. Update on Braille Bus Stop Signage
- c. Other Projects
 - i. Update on Reimagine METRO
 - ii. Update on River Front Transit Center

10. COMMUNICATIONS TO THE METRO INTERIM CEO/GENERAL MANAGER

11. COMMUNICATIONS TO THE METRO BOARD OF DIRECTORS

12. ITEMS FOR NEXT MEETING AGENDA

13. DISTRIBUTION OF VOUCHERS

Elizabeth Rocha, Administrative Specialist

**14. ANNOUNCEMENT OF NEXT MEETING: WEDNESDAY, APRIL 17, 2024 AT 6:00 PM,
METRO ADMIN OFFICE, 110 VERNON STREET, SANTA CRUZ**

Veronica Elsea, Chair

15. ADJOURNMENT

Accessibility for Individuals with Disabilities

This document has been created with accessibility in mind. With the exception of certain third party and other attachments, it passes the Adobe Acrobat XI Accessibility Full Check. If you have any questions about the accessibility of this document, please email your inquiry to accessibility@scmtd.com. Upon request, Santa Cruz METRO will provide written agenda materials in appropriate alternative formats or disability related modification or accommodation, including auxiliary aids or services, to enable individuals with disabilities to participate in and provide comments at/related to public meetings. Please submit a request, including your name, phone number, and/or email address, and a description of the modification, accommodation, auxiliary aid, service or alternative format requested at least two days before the meeting. Requests should be emailed to mac@scmtd.com or submitted by phone to the Administrative Specialist at 831-426-6080. Requests made by mail (sent to the Administrative Specialist, Santa Cruz METRO, 110 Vernon Street, Santa Cruz, CA 95060) must be received at least two days before the meeting. Requests will be granted whenever possible and resolved in favor of accessibility.

Public Comment

If you wish to address the Committee, please follow the directions at the top of the agenda. If you have anything that you wish distributed to the Committee and included for the official record, please include it in your email. Comments that require a response may be deferred for staff reply.

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.scmtd.com subject to staff's ability to post the document before the meeting.

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MINUTES*

MAC MEETING OF OCTOBER 18, 2023



The METRO Advisory Committee (MAC) met on Wednesday, October 18, 2023. The meeting was held as a hybrid meeting. *Minutes are "summary" minutes, not verbatim minutes.

1. **CALLED TO ORDER** at 6:00 PM by Vice Chair Martinez.
2. **ROLL CALL** - The following MAC Members were **present**, representing a quorum:

Jessica de Wit, Chair
Joseph Martinez, Vice Chair
James Cruse
Veronica Elsea

Michael Pisano
Becky Taylor
James Von Hendy

3. **COMMUNICATIONS TO THE METRO ADVISORY COMMITTEE**

The additional written communication received by Cindy Odom on October 18, 2023 was acknowledged (attached with METRO response).

Sally Munro, Ben Lomond resident, spoke to her written communication (attached).

Hearing nothing further, Vice Chair Martinez moved to the next agenda item.

4. **RECEIVE AND FILE MINUTES FROM THE METRO ADVISORY COMMITTEE MEETING OF AUGUST 16, 2023**

MOTION: ACCEPT AND FILE THE MINUTES FROM THE METRO ADVISORY COMMITTEE MEETING OF AUGUST 16, 2023

MOTION: ELSEA

SECOND: VON HENDY

MOTION PASSED WITH 6 AYES: Martinez, Cruse, Elsea, Pisano, Taylor, and Von Hendy. de Wit was absent.

5. **COMMUNICATIONS FROM METRO ADVISORY COMMITTEE (MAC)**

Mr. Pisano spoke to his email dated 09/29/23 and it is included in the agenda packet. Discussion followed on Micro Transit.

Hearing nothing further, Vice Chair Martinez moved to the next agenda item.

6. **UPDATE ON MOBILITY TRAINING COORDINATOR**

Margo Ross, COO, reported that the Mobility Training Coordinator position was filled.

Ms. Elsea asked if the new Mobility Training Coordinator has experience in accessibility and if his phone number will remain the same. COO Ross said that he does have experience and his new contact information will be provided at a later time.

Hearing nothing further, Vice Chair Martinez moved to the next agenda item.

7. SERVICE PLANNING UPDATE

John Urgo, Planning & Development Director, reported that Pete Rasmussen, Transportation Planner II, is working on getting updated quotes for the braille bus stop signage.

Director Urgo mentioned that at the September 22, 2023 Board of Directors (Board) Meeting the Board approved Phase 1 of Reimagine METRO. Director Urgo spoke to the presentation. He focused on the service changes of Phase 1. Director Urgo said that as we develop Phase 2, we will continue to do more outreach and request stakeholders for their input.

Ms. Elsea asked what route will replace Route 71. Director Urgo said that Route 71 will be replaced by Route 1.

Mr. Cruse asked if Routes 66 and 68 will be discontinued. Director Urgo said that those routes will be replaced by Route 3.

Mr. Martinez asked if Route 91 will be brought back. Director Urgo said Route 91 will be replaced by Route 90X.

Discussion followed on Pacific Station's temporary facility. Pacific Station will be moving temporarily in 2024 to a new location.

Hearing nothing further, Vice Chair Martinez moved to the next agenda item.

8. ESTABLISH AND APPROVE THE METRO ADVISORY COMMITTEE 2024 MEETING SCHEDULE

MOTION: APPROVE THE 2024 MAC MEETING DATES OF FEBRUARY 21, APRIL 17, AUGUST 21, AND OCTOBER 16

MOTION: PISANO

SECOND: ELSEA

MOTION PASSED WITH 6 AYES: Martinez, Cruse, Elsea, Pisano, Taylor, and Von Hendy. de Wit was absent.

9. ELECT THE METRO ADVISORY COMMITTEE CHAIR AND VICE CHAIR FOR 2024 TERM

MOTION: ELECT CHAIR ELSEA FOR A ONE-YEAR TERM (JANUARY 1 – DECEMBER 31, 2024)

MOTION: MARTINEZ

SECOND: TAYLOR

MOTION PASSED WITH 6 AYES: Martinez, Cruse, Elsea, Pisano, Taylor, and Von Hendy. de Wit was absent.

MOTION: ELECT VICE CHAIR MARTINEZ FOR A ONE-YEAR TERM (JANUARY 1 – DECEMBER 31, 2024)

MOTION: PISANO

SECOND: ELSEA

MOTION PASSED WITH 6 AYES: Martinez, Cruse, Elsea, Pisano, Taylor, and Von Hendy. de Wit was absent.

10. COMMUNICATIONS TO THE METRO CEO

Hearing none, Vice Chair Martinez moved to the next agenda item.

11. COMMUNICATIONS TO THE METRO BOARD OF DIRECTORS

Hearing none, Vice Chair Martinez moved to the next agenda item.

12. ITEMS FOR NEXT MEETING AGENDA

- Introduce the new Mobility Training Coordinator to MAC
- Service Planning Updates
- Update on Reimagine METRO
- Quarterly Ridership Report
- Update on Braille Bus Stop Signage

13. DISTRIBUTION OF VOUCHERS

Vouchers distributed by Elizabeth Rocha, Administrative Specialist.

14. ANNOUNCEMENT OF NEXT MEETING

Vice Chair Martinez announced the next MAC Meeting will be held on Wednesday, February 21, 2024 at 6:00 PM at the METRO Admin Office, 110 Vernon Street, Santa Cruz.

15. ADJOURNMENT – FACILITY TOUR

Vice Chair Martinez adjourned the meeting at 7:02 PM. We proceeded with a tour of METRO's Judy K. Souza Operations Facility.

Respectfully submitted,

Elizabeth Rocha
Administrative Specialist

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Attachment

RE: Early express bus from Watsonville/ Safety at bus stops

Cayla Hill <CHill@scmttd.com>

Thu 10/19/2023 5:57 AM

To: celtiqueco@gmail.com <celtiqueco@gmail.com>

Cc: Elizabeth Rocha-Rocha <ERocha@scmttd.com>

Good morning,

Thank you for taking the time to write in.

Yes, the current plan is restore an Express bus between Watsonville and Santa Cruz. The timetables have not been finalized, yet. However, the intent is to have first trip to Santa Cruz will operate no later than 6am.

Unfortunately, this version of the Express route will not serve Cabrillo College so the bus will not be getting off at State Park and continuing down Soquel. Just so that you are aware, the bus will not serve Dominican Hospital either but will stop at Soquel & 7th. We are aware that this is a 12 minute walk away, which may be difficult for anyone with mobility issues. We apologize for any inconvenience. These concerns were brought up to the Director of Planning but he makes the final call on how these new routes will be designed. Dominican Hospital will continue to be served by the new route 1, so riders will still have access to Dominican Hospital but not on an Express route. We are now working to finalize these changes as quickly as possible so that we can get the information out to the public on the new service starting December 21.

Here is a list of the projected stops that will be served on the new route 90X coming from Watsonville:

Stop	Description
2901R	Watsonville Transit Center - Lane 1
2192R	Rodriguez & Main (The Pines Apts)
2734R	Main & Pennsylvania Dr
1143R	Main & S Green Valley Rd
1803R	Soquel Ave & 7th Ave
1799R	Soquel Ave & Park Way
1903R	Water & Poplar
1894R	Water & Ocean
2700R	Santa Cruz Metro Center

We also apologize for the experience you had with customer service. We can bring this up to the Manager of customer service to attempt to improve future responses.

Best regards,

Cayla Hill
Planning Data Analyst
831-420-2581

Attachment

Early express bus from Watsonville/ Safety at bus stops

Cindy O <celtiqueco@gmail.com>

Wed 10/18/2023 2:12 PM

To:MAC <mac@scmtd.com>

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I appreciate that bus service is intended to be increased. I sincerely hope this means there will be early express buses from Watsonville to Capitola/Santa Cruz (5:50am) weekdays. This bus has been getting on the freeway lately with usually 12- 15 passengers & picking up more on Soquel after State Park Drive.

I also hope you will try to restore shelters at bus stops where they were removed. It is really difficult to wait in the rain or hot sun.

I was recently "attacked " by a worker with a leaf blower at the Capitola Mall when the 69W dropped me off at 6;25am. The guy had neither common sense nor courtesy and blew dirt and trash right toward me within 8-10 feet while I was loading my bike to ride off. I yelled at him to back off , he ignored that request, continuing to point the blower at me. One of his co-workers rode up in a cart and told him to stop. This was very upsetting. A few days later a friend told me she was waiting for the outbound 69W about 8am at the mall & a guy(the same one ,I guess) blew dirt right at her and hit her with the blower when she didn't move! The bus was there, the driver didn't see. That is an assault, that behavior is appalling. My friend doesn't have a phone. When I called Metro Customer Service, I was brushed off with "...it's not our property.". IT IS YOUR BUS STOP.

I emailed the mall who did reply, apologize & speak to the landscape maintenance company. This is something you need to know about. It happened 4 weeks ago. The leaf blower has not come close since but tell customer service to take complaints seriously, please. We shouldn't feel threatened at bus stops.

Thank you, Cindy Odom

Attachment

Agenda item

Sally Munro <sallybythetree@gmail.com>

Sun 10/15/2023 9:01 AM

To:mac@scmtd.com <mac@scmtd.com>

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Good morning

My name is Sally Munro.

I have been a resident of Ben Lomond for the last twelve years.

It takes an incredibly long time to catch the bus from here. Getting to Cabrillo can take almost 2 hours...or more. This is quite an inconvenience for anyone living here who wishes to attend college, and it's especially so for our youth.

There has been an express bus down to South county for many years now, and I am interested in exploring the possibility of a future express bus between the valley and Cabrillo.

I am not sure where to start with this and wonder if anyone has a suggestion.