



**METRO ADVISORY COMMITTEE (MAC) MEETING AGENDA  
FEBRUARY 18, 2026 – 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: 856 4458 3422**

The METRO Advisory Committee (MAC) Meeting Agenda Packet can be found online at [www.scmetro.org](http://www.scmetro.org) and is available for inspection at the Santa Cruz METRO's Administrative Office at 110 Vernon Street, Santa Cruz, CA.

Public comment may be submitted via email to [mac@scmetro.org](mailto:mac@scmetro.org). 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**

Jessica de Wit, Chair  
Becky Taylor, Vice Chair  
James Cruse  
Veronica Elsea  
Curtis Halpin  
Joseph Martinez  
Michael Pisano

**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. SAFETY DEBRIEF**

Gregory Strecker, Safety, Security and Risk Management Director

**3. ACKNOWLEDGE NEW MAC MEMBER**

Jessica de Wit, Chair

**4. ROLL CALL**

MAC members may participate remotely due to “just cause” circumstances.

**5. 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 any MAC member 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.

**6. RECEIVE AND FILE MINUTES FROM THE METRO ADVISORY COMMITTEE MEETING OF OCTOBER 15, 2025**

Jessica de Wit, Chair

**7. COMMUNICATIONS FROM THE METRO ADVISORY COMMITTEE**

7.1 Veronica Elsea’s oral report on the semi-annual update provided to the Board of Directors (Board) on 12/19/25

**8. RECAP OF SANTA CRUZ COUNTY WEEK WITHOUT DRIVING 2025**

Rebecca Downing, Board Chair

**9. INTRODUCTION OF BOBI WOOD, MOBILITY TRAINING COORDINATOR**

Michael Bois, Communications and Marketing Manager

**10. UPDATE ON THE STATUS OF THE NEW METRO WEBSITE AND APPS**

Michael Bois, Communications and Marketing Manager

**11. UPDATE ON OPERATIONS**

Margo Ross, Chief Operations Officer

**12. SERVICE PLANNING UPDATE**

John Urgo, Chief Planning and Innovation Officer

- a. Quarterly Ridership Report
- b. Bus Stops
  - i. Update on Braille Bus Stop Signage
  - ii. Update on Rapid Corridors Project
- c. Other Projects
  - i. Update on Reimagine METRO
  - ii. Update on River Front Transit Center
  - iii. Update on Pacific Station North
  - iv. Update on Watsonville Transit Center

**13. COMMUNICATIONS TO THE METRO CEO/GENERAL MANAGER**

**14. COMMUNICATIONS TO THE METRO BOARD OF DIRECTORS**

**15. ITEMS FOR NEXT MEETING AGENDA**

**16. DISTRIBUTION OF VOUCHERS**

Elizabeth Rocha, Administrative Specialist

**17. ANNOUNCEMENT OF NEXT MEETING: WEDNESDAY, MAY 20, 2026 AT 6:00 PM,  
METRO ADMIN OFFICE, 110 VERNON STREET, SANTA CRUZ, CA**

Jessica de Wit, Chair

**18. 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](mailto: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@scmetro.org](mailto:mac@scmetro.org) 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, CA 95060) during normal business hours. Such documents are also available on the Santa Cruz METRO website at [www.scmetro.org](http://www.scmetro.org) subject to staff's ability to post the document before the meeting.

# MINUTES\*

MAC MEETING OF OCTOBER 15, 2025



The METRO Advisory Committee (MAC) met on Wednesday, October 15, 2025. The meeting was held as a hybrid meeting. \*Minutes are “summary” minutes, not verbatim minutes.

1. **CALLED TO ORDER** at 6:14 PM by Chair Elsea.
2. **ROLL CALL** - The following MAC Members were **present**, representing a quorum:

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

**Michael Pisano**  
**Becky Taylor**  
**James Von Hendy**

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

Mr. Von Hendy mentioned that his term will expire in December 2025 and will not be applying for reappointment to serve on MAC. Mr. Cruse shared his experience with riding a METRO Bus so that staff could look into it further. Lisa, member of the public, shared her experience with riding ParaCruz. She said that fares are high if a rider misses their ParaCruz ride and needs to reschedule. Daniel Zaragoza, Operations Deputy Director, explained that ParaCruz waits five minutes at the destination before leaving. If ParaCruz must return, a \$16 fare is charged. To avoid this charge, riders just need to call ahead and reschedule. Rebecca Downing, METRO Board Chair, thanked the MAC members for their hard work and participation at the MAC meetings. She provided an update that the MAC Ad Hoc Committee met and the Committee recommended extending the nomination period to allow more candidates to apply. She also mentioned that she will be providing a recap of the Week Without Driving event at the next MAC meeting.

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

4. **RECEIVE AND FILE MINUTES FROM THE METRO ADVISORY COMMITTEE MEETING OF AUGUST 20, 2025**

**MOTION: ACCEPT AND FILE THE MINUTES FROM THE METRO ADVISORY COMMITTEE MEETING OF AUGUST 20, 2025, AS PRESENTED**

**MOTION: PISANO**

**SECOND: DE WIT**

**MOTION PASSED WITH 7 AYES: Elsea, Martinez, Cruse, de Wit, Pisano, Taylor, Von Hendy.**

5. **COMMUNICATIONS FROM THE METRO ADVISORY COMMITTEE**

Chair Elsea mentioned the letter in the packet that she wrote to Corey Aldridge, CEO/General Manager.

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

6. **UPDATE ON THE STATUS OF THE NEW METRO WEBSITE AND APPS**

Michael Bois, Communications and Marketing Manager, provided an update on the new METRO website and apps. He reported that METRO is still in the final stages of developing the website. Mr. Cruse requested clarification on aspects of the Transit app and furnished screenshots so staff could review.

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

#### **7. UPDATE ON THE MOBILITY TRAINING COORDINATOR**

Michael Bois, Communications and Marketing Manager, provided an update on the Mobility Training Coordinator position. He reported that more than 30 applications were received, and the position has now been filled. The new Mobility Training Coordinator is expected to start in early November 2025.

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

#### **8. RECAP OF THE SANTA CRUZ COUNTY FAIR**

John Urgo, Chief Planning and Innovation Officer, reported that the Santa Cruz County Fair took place September 10 – 14, 2025. METRO offered free fares on all trips to the fair on Route 79F (daily), Route 79 (weekends only), and ParaCruz. Riders also received a voucher for a discount on fair tickets. He reported that there were about 1,000 fair boardings over those five days.

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

#### **9. UPDATE ON OPERATIONS**

Daniel Zaragoza, Operations Deputy Director, provided an update on operations. He mentioned that nine hydrogen buses are currently in service. He mentioned that the temporary hydrogen fueler can fuel 20 buses at a time and that most hydrogen buses are operating on Routes 1 and 2, as well as Highway 17. Deputy Director Zaragoza also mentioned that ParaCruz has provided about 18,000 rides so far this year.

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

#### **10. SERVICE PLANNING UPDATE**

##### **a. Quarterly Ridership Report**

John Urgo, Chief Planning and Innovation Officer, stated that METRO is still working on the quarterly ridership report and that no report is available at this time.

##### **b. Bus Stops**

###### **b.i. Update on Braille Bus Stop Signage**

There are no new updates at this time. METRO will continue to work on this issue.

###### **b.ii. Installation of Bus Stops on Islands**

Officer Urgo reported that the project is moving into the design phase now but has not started yet. The purpose of the project is to speed up bus service. Discussion continued on bus stops, shelters, and islands.

##### **c. Other Projects**

###### **c.i. Update on Reimagine METRO**

Officer Urgo provided an update on Reimagine METRO. He mentioned that service has increased about 30%. Discussion continued on ridership and service changes related to Reimagine METRO.

**c.ii. Update on River Front Transit Center**

Officer Urgo reported that no recent changes have been made to the River Front Transit Center.

**c.iii. Update on Pacific Station North**

Officer Urgo reported that Pacific Station North is still scheduled to open in 2026.

**c.iv. Update on Watsonville Transit Center**

Officer Urgo reported that the Watsonville Transit Center was currently in the design phase.

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

**11. ESTABLISH AND APPROVE THE METRO ADVISORY COMMITTEE 2026 MEETING SCHEDULE**

**MOTION: APPROVE THE 2026 MAC MEETING DATES OF FEBRUARY 18, MAY 20, AUGUST 19, AND OCTOBER 21**

**MOTION: DE WIT**

**SECOND: TAYLOR**

**MOTION PASSED WITH 7 AYES: Elsea, Martinez, Cruse, de Wit, Pisano, Taylor, Von Hendy.**

**12. ELECT THE METRO ADVISORY COMMITTEE CHAIR AND VICE CHAIR FOR 2026 TERM**

**MOTION: ELECT CHAIR DE WIT FOR A ONE-YEAR TERM (JANUARY 1 – DECEMBER 31, 2026)**

**MOTION: MARTINEZ**

**SECOND: CRUSE**

**MOTION PASSED WITH 7 AYES: Elsea, Martinez, Cruse, de Wit, Pisano, Taylor, Von Hendy.**

**MOTION: ELECT VICE CHAIR TAYLOR FOR A ONE-YEAR TERM (JANUARY 1 – DECEMBER 31, 2026)**

**MOTION: DE WIT**

**SECOND: PISANO**

**MOTION PASSED WITH 7 AYES: Elsea, Martinez, Cruse, de Wit, Pisano, Taylor, Von Hendy.**

Donna Lind, METRO Board Director, congratulated the new Chair and Vice Chair, and thanked James Von Hendy for his service with MAC. She also acknowledged the MAC members and expressed appreciation for their hard work and participation at the MAC meetings.

**13. COMMUNICATIONS TO THE METRO/GENERAL MANAGER**

None.

**14. COMMUNICATIONS TO THE METRO BOARD OF DIRECTORS**

None.

**15. ITEMS FOR NEXT MEETING AGENDA**

- Service Planning Updates
- Quarterly Ridership Report
- Update on Reimagine METRO
- Update on Transit Centers (Watsonville Transit Center, Pacific Station North, and River Front Transit Center)
- Mobility Training Coordinator
- Recap of Week Without Driving
- Update on Website & Apps
- Update on Operations
- Chair Semi-Annual Report
- Update on Rapid Corridors Project

**16. DISTRIBUTION OF VOUCHERS**

Vouchers distributed by Elizabeth Rocha, Administrative Specialist.

**17. ANNOUNCEMENT OF NEXT MEETING IN 2026**

Chair Elsea announced the next MAC meeting will be held on Wednesday, February 18, 2026, at 6:00 PM at the METRO Admin Office, 110 Vernon Street, Santa Cruz.

**18. ADJOURNMENT**

Chair Elsea adjourned the meeting at 7:36 PM.

Respectfully submitted,

Elizabeth Rocha  
Administrative Specialist

# **COMMUNICATIONS FROM MAC**

ORAL REPORT ON THE SEMI-ANNUAL  
UPDATE PROVIDED TO THE BOARD  
OF DIRECTORS (BOARD) ON 12/19/25

VERONICA ELSEA

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# Santa Cruz County Week Without Driving 2025



could **YOU** go  
a week **without** driving?

Sept 29 – Oct 5, 2025

Join Santa Cruz  
County in  
reimagining  
how we move  
**Sign up today!**

WEEK WITHOUT DRIVING | SANTA CRUZ METRO | COMMUNITY TRAFFIC SAFETY COALITION

The poster features a stylized illustration of a person in a red helmet and orange outfit riding a blue bicycle on a green path. The text is in English, asking 'could YOU go a week without driving?' and providing the dates 'Sept 29 – Oct 5, 2025'. It also includes the slogan 'Join Santa Cruz County in reimagining how we move' and a call to action 'Sign up today!'. At the bottom, there are logos for 'WEEK WITHOUT DRIVING', 'SANTA CRUZ METRO', and 'COMMUNITY TRAFFIC SAFETY COALITION'.

# Advance Promotional events:

Earth Day Celebrations

Bike to Wherever Day

Aptos 4<sup>th</sup> of July Parade



# Elected Official Participation

Rides on Santa Cruz METRO

Individual Participation

Week Without Driving Proclamations



# SCCRTC

September 29, 2025 - October 05, 2025

Modes Eligible: Bike, E-Bike, Carpool, Transit, Vanpool, Walk  
 Source(s) Eligible: All  
 Eligible Days: Su, M, T, W, Th, F, S  
 Maximum Eligible Daily Trips: No Limit

## WEEK WITHOUT DRIVING

What if, just for one week (or even a day), you experienced your daily life without relying on a car? How might it change your perspective on the way our community moves?

From September 29th through October 5th, we invite you to join us for the Week Without Driving! This initiative isn't just about experiencing life without driving; it's a week to step into a whole new world and discover travel without a car. Uncover new ways to make our transportation system more accessible and equitable by experiencing it first hand.

The Week Without Driving is a national event led by America Walks and Disability Rights Washington and organized locally by the Santa Cruz County of Development and Infrastructure, Santa Cruz METRO, and the Community Traffic Safety Coalition.



PARTICIPANTS	TRIPS	DISTANCE	MONEY SAVED	CO2 SAVINGS	CALORIES BURNED
518	2,777	12,151.3 mi	\$7.4k	9,145.3 lbs	0.3 Million

## Join us for the WEEK WITHOUT DRIVING

September 29 - October 5



## Join our Hazard Report Webinar

Do you know where to report something that makes it dangerous for people walking or biking, like a big pothole or a blocked sidewalk?

You can report it anytime using the RTC's Hazard Report. Join the RTC for a webinar on **Monday, September 29th from 5:30 - 6:30 pm** to learn more and see a demo.

Webinar Link



Hazard Report Link



# WEEK WITHOUT DRIVING COMMUNITY CELEBRATION



## Participants

- Santa Cruz County - CDI
- Santa Cruz METRO & ParaCruz
- CTSC
- SCCRTC & GO Santa Cruz
- CHP
- Bike Santa Cruz County
- Mission Pedestrian
- Santa Cruz County Office Response Recovery and Resilience



# Week Without Driving Media Coverage

Santa Cruz Sentinel

*The* PAJARONIAN



**KSQD**  
COMMUNITY RADIO



**Lookout**  
SANTA CRUZ





# WEEK WITHOUT DRIVING

## *Actions and Resources*



**Steps you  
can take...**

**Read** our recent crash report to learn more about local traffic safety issues.



If you see a hazard along the road - a pothole or broken sidewalk, take a photo and **report** it:



**Learn more and  
sign up today!**



weekwithoutdriving.org hosted by:





**WEEK  
WITHOUT  
DRIVING**



**SCCRTC**

**Planning is underway!**

**How MAC members can help...**

- 💡 Share the week with your community**
- 💡 Participate yourself**
- 💡 Host events with others during the week**
- 💡 Volunteer by contacting Rebecca or Elizabeth**

**October 1-8, 2026**

Learn more about the  
National Campaign



**8.8**

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