

AGENDA METRO ADVISORY COMMITTEE (MAC) February 21, 2018 – 6:00 PM METRO ADMINISTRATIVE OFFICE 110 VERNON STREET SANTA CRUZ, CA 95060

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COMMITTEE ROSTER

Michael Pisano, Chair Joseph Martinez, Vice Chair Kevin Andrews Veronica Elsea Cassity Mega Becky Taylor

THE AGENDA PACKET FOR THE SANTA CRUZ METRO ADVISORY COMMITTEE (MAC) MEETING CAN BE FOUND ONLINE AT <u>WWW.SCMTD.COM</u> AND IS AVAILABLE FOR INSPECTION AT SANTA CRUZ METROPOLITAN TRANSIT DISTRICT (METRO) ADMINISTRATIVE OFFICE, 110 VERNON STREET, SANTA CRUZ, CA 95060

NOTICE TO PUBLIC

Members of the public may address the MAC on a topic not on the agenda but within the jurisdiction of the MAC by approaching the Committee, during consideration of COMMUNICATIONS TO THE METRO ADVISORY COMMITTEE. Presentations may be limited in time in accordance with the Bylaws of the MAC. Members of the public may also address the MAC on a topic on the agenda by approaching the Committee immediately after presentation of the staff report, but before the Committee's deliberation on the topic to be addressed. At each meeting, every effort will be made to conclude MAC business by 7:55 p.m. in order to accommodate participants whose buses may depart at 8:00 p.m. 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. If you need transit assistance to/from the METRO Center to attend the MAC Meeting at our Administrative Office, please contact Donna by 5:00 PM on Tuesday, February 20, 2018 at (831) 420-2505.

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MEETING TIME: 6:00 PM

1. INTRODUCTION OF KEVIN ANDREWS AS NEW MAC MEMBER AND THE REAPPOINTMENT OF VERONICA ELSEA Michael Pisano, Chair

2. CALL TO ORDER AND ROLL CALL

3. 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.

- 4. RECEIVE AND FILE MINUTES FROM THE METRO ADVISORY COMMITTEE **MEETING OF NOVEMBER 15, 2017** Michael Pisano, Chair
- 5. COMMUNICATIONS FROM METRO ADVISORY COMMITTEE
- 6. UPDATE ON MAC VACANCY Michael Pisano, Chair
- 7. ESTABLISH AND APPROVE THE METRO ADVISORY COMMITTEE 2018 MEETING SCHEDULE

Michael Pisano, Chair

- 8. SERVICE PLANNING UPDATE Barrow Emerson, Planning and Development Manager
- 9. RATE RESTRUCTURING Barrow Emerson, Planning and Development Manager
- **10. COMMUNITY TV MEETING COVERAGE** Barrow Emerson, Planning and Development Manager
- 11. INVESTIGATE APPLICATION USED ON UCSC SHUTTLE SYSTEM FOR **IMPLEMENTATION ON METRO CAMPUS BUSES** Barrow Emerson, Planning and Development Manager
- 12. SCCRTC FUNDING FOR AUTOMATIC VEHICLE LOCATOR (AVL) Isaac Holly, IT Manager

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- 13. WI-FI AT TRANSIT CENTERS AND PLANS FOR INTEGRATING WI-FI ON BUSES Ciro Aguirre, COO
- 14. PASSENGER CODE OF CONDUCT AND SERVICE SUSPENSION/EXCLUSION POLICIES FOR FIXED-ROUTE SERVICES, TRANSIT FACILITIES AND PARACRUZ Ciro Aguirre, COO
- **15. COMMUNICATIONS TO THE SANTA CRUZ METRO CEO**
- 16. COMMUNICATIONS TO THE SANTA CRUZ METRO BOARD OF DIRECTORS
- 17. ITEMS FOR NEXT MEETING AGENDA
- **18. DISTRIBUTION OF VOUCHER** Ciro Aguirre, COO

19. ADJOURNMENT ADJOURN TO THE NEXT MEETING OF THE METRO ADVISORY COMMITTEE IN 2018.

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 <u>www.scmtd.com</u> subject to staff's ability to post the document before the meeting.



The METRO Advisory Committee (MAC) met on Wednesday, November 15, 2017 in the METRO Administrative Office located at 110 Vernon Street in Santa Cruz, California. *Minutes are "summary" minutes, not verbatim minutes.

1 INTRODUCTION OF CASSITY MEGA AS NEW MAC MEMBER

2 CALL TO ORDER

Meeting was called to order at 6:01 PM.

ROLL CALL

MEMBERS PRESENT

Michael Pisano, Chair Joseph Martinez, Vice Chair Veronica Elsea Naomi Gunther Donald Peattie Cassity Mega

MEMBERS ABSENT

Becky Taylor

MEMBERS OF THE PUBLIC WHO VOLUNTARILY INDICATED THEY WERE PRESENT

None

SANTA CRUZ METRO EMPLOYEES PRESENT

Alex Clifford, CEO/General Manager Ciro Aguirre, COO Barrow Emerson, Planning & Development Manager April Warnock, Customer Service & Paratransit Superintendent

3 COMMUNICATIONS TO THE METRO ADVISORY COMMITTEE

Ms. Elsea distributed a letter received from Ofelia Gomez (attached) requesting additional service on Route 71.

Vice Chair Martinez was concerned that ParaCruz rides can't be scheduled in person at the METRO Transit Center. Ms. Warnock, Customer Service & Paratransit Superintendent, explained that METRO is required to collect data on all calls received--how many calls, the length of the calls, how many rides booked or cancelled, how long the wait times are, etc.--in order to receive federal funding. If people were able to book rides in person, it would bypass the system and METRO would have skewed statistics. Mr. Aguirre, COO, confirmed that a detailed report is collected by the National Transit Database and this data is scrutinized for compliance and affects how much funding METRO receives. Chair Pisano wondered why the Paratransit Operator couldn't log the ride. Ms. Warnock assured him that the Operators do log the rides but that does not capture all of the recorded telephone statistics needed for tracking data.

Ms. Elsea mentioned that the Elderly and Disabled Transportation Advisory Committee (E&D TAC) had reviewed the transportation projects on the Regional Transportation Commission (RTC) Improvement Program and were recommending the three METRO projects be funded. She suggested MAC members attend the December 7, 2017 RTC meeting to show support for these METRO projects.

Vice Chair Martinez mentioned there are a lot of different service programs around Watsonville (e.g., Hearts & Hands, Lift Line). Ms. Warnock said different agencies use

different companies according to what the companies can provide for them. METRO provides ADA rides according to those guidelines. Lift Line provides Medi-Cal rides and follows the Medi-Cal guidelines.

Vice Chair Martinez was concerned with the homeless carrying their big bags onto the buses and being hit by the bags. Ms. Warnock said that METRO is creating a Code of Conduct Policy for riders to address those types of issues.

Chair Pisano commented on the three different corridor plans and how high-density housing is planned for each area. He hopes these changes will increase METRO's ridership.

Ms. Elsea brought up an instance where she was the recipient of poor customer service. Discussion unfolded on a more appropriate way to acknowledge a rider's presence at the booth. Mr. Aguirre and Ms. Warnock will follow up with the CSRs.

4 ACCEPT AND FILE MINUTES FROM THE METRO ADVISORY COMMITTEE MEETING OF AUGUST 16, 2017

MOTION: ACCEPT AND FILE MINUTES FROM THE METRO ADVISORY COMMITTEE MEETING OF AUGUST 16, 2017

MOTION: GUNTHER

SECOND: ELSEA

AYES: PISANO, MARTINEZ, GUNTHER, ELSEA, MEGA, AND PEATTIE

NAYES: NONE

ABSTAIN: NONE

MOTION CARRIED: UNANIMOUS

5 COMMUNICATIONS FROM METRO ADVISORY COMMITTEE

None.

6 REVIEW GRAND JURY REPORT AND RESPONSES

Mr. Clifford, CEO/General Manager, provided an overview of the Grand Jury Report along with his and the Board of Directors' responses. He emphasized that this represented a periodic review of public agencies and not any wrongdoing. A couple of suggestions METRO is looking into: 1) Bus Rapid Transit (BRT)--we have been studying it for quite awhile and will continue to do so; and 2) hire a Business Development Manager. A Marketing Manager position has been created with the same goals in mind--find ways to bring more revenue and more riders to the organization as well as position the organization in a favorable light throughout the community. Mr. Clifford plans to review the position again in the upcoming fiscal year to see if it can be funded. He commended METRO's staff for picking up the marketing and communication functions in the interim.

Ms. Elsea said the report mentioned that Grand Jury members attended a MAC meeting and was wondering when that happened. Ms. Warnock and Mr. Emerson, Planning and Development Manager, replied that they did attend one meeting but didn't identify themselves.

Ms. Elsea was curious about one of their suggestions to reduce fares in order to entice more riders. She felt the current fares are not a deterrent to ridership and the way to increase ridership is to have more frequent, convenient service. Chair Pisano mentioned the only thing he has heard from people is that it's cheaper to drive your car downtown because parking is cheaper than riding the bus.

Chair Pisano brought up the development of the Third Street Promenade in Santa Monica. It is a successful mall without any parking. He thought doing the same to Pacific Mall could reduce downtown parking and create the need for other transportation like METRO.

Ms. Elsea said the one comment she would have liked a more complete response on concerned the qualifications of the Board members and their lack of transit experience. She would like to see more Board members riding transit so that they would have a better understanding of the challenges METRO faces. Vice Chair Martinez said that Director Hagen rides the bus. Mr. Clifford added that Director Hagen challenges the Board quite often to ride the buses and that Director Rotkin rides a lot as well.

Chair Pisano thought METRO addressed the concerns of the Grand Jury Report very well.

7 COMMUNICATIONS TO THE SANTA CRUZ METRO CEO

Ms. Mega brought up feedback she had received from fellow students about night classes and the need for more transportation options. Mr. Emerson said that METRO is looking at possibly rerouting the 71 after 6:00 PM to address Watsonville Campus service. Mr. Clifford requested Ms. Mega keep METRO informed of any student suggestions and help us figure out a strategy to engage the students. We want to keep the success going after the overwhelming vote by Cabrillo students to continue the transportation fee. Mr. Emerson suggested that he and Cassity get together with the Student Advisor.

Ms. Gunther brought up how hard it is to catch a bus at the UCSC campus. The buses are either too crowded or they pass by because there is no available room. Discussion ensued about the articulated bus project. METRO has three articulated buses that will go into service in January 2018. This is a six-month pilot program that METRO hopes will address this problem. Mr. Emerson added that he and Mr. Pageler, UCSC Director of Transportation and Parking Services, are reviewing the data they have so far to see if the arrivals/ departures need to be adjusted. Discussion continued on the UCSC long-range development plans and how that could affect ridership.

8 ORAL SERVICE PLANNING UPDATE

Mr. Emerson gave an overview of the FY18 Q1 ridership and handed out the Quarterly System Ridership Summary and Quarterly Average Ridership by Route Report (attached).

Ridership is up over the previous October by 5-6%. Part of the growth is from the new Route 22 which is averaging 34 boardings per trip.

Ms. Gunther recommended that Bus Operators announce that the 20D does not go downtown. Most students believe that all buses on campus go downtown. Some Bus Operators announce it at the last campus bus stop which causes a mass exodus from the bus. Mr. Emerson said METRO will address that.

Mr. Emerson reminded everyone that the winter service begins December 14, 2017 and there will be no changes in the winter service at this time. Spring service changes are anticipated in March 2018 (e.g., Route 79 in order to provide better service to more people).

Ms. Elsea suggested posting on the website or issuing a service alert for riders who are not familiar with UCSC's school term and the fall service to make them aware that these two events do not start at the same time. She suggested listing the changes on the website (e.g. "School term service dates are..." or "School terms begins today."). Mr. Emerson said METRO is trying to improve the text alerts/communication to riders and will include this suggestion.

Vice Chair Martinez requested Mr. Emerson review Route 79 in the upcoming summer service to see if it could go to the fairgrounds for the races. Mr. Emerson said he'd review that to see if there is enough ridership to offset the expenses.

9 ORAL UPDATE ON KNEELING BUSES

Mr. Aguirre gave an update on kneeling buses. He has been meeting with Bus Operators whenever an observation has been made that kneeling the bus was not done properly. There have been some instances where the Bus Operators did not kneel the bus in particular areas due to perceived damage to the bus. In those cases, we have sent a supervisor out to review that area and determine whether there is or isn't a safety issue.

Ms. Gunther and Chair Pisano both have seen improvement and felt the steps Mr. Aguirre is taking are making a difference.

Vice Chair Martinez asked if the new buses will have the automatic feature of kneeling the bus. Mr. Aguirre said that METRO is incorporating that feature in future orders.

Mr. Aguirre requested everyone to continue reporting issues so that we can stay on top of the issues and monitor them.

10 ORAL UPDATE ON CONFERENCE ROOM AT PACIFIC STATIONS

Mr. Aguirre reminded the members that when the Customer Service Representatives merged, they were all moved to the second level of the Pacific Station, occupying the space that MAC used for its meetings. We have been studying the possibility of remodeling but there are a few things holding METRO back: 1) There is a cost factor involved; and 2) we're uncertain as to the hidden damage that might be discovered when we start tearing walls apart because the building is 33 years old; and 3) we're not certain to date as to what the future of that location is going to be. The City of Santa Cruz is improving the Pacific Avenue corridor and they are eyeing Pacific Station as a viable location for housing and a mixed use area. Initial cost estimates came in at \$350,000 to remodel that area. We are also considering the Cavallaro Transit Center as a possible call center.

Chair Pisano asked if there is any grant money available for this type of project. Mr. Aguirre acknowledged there are TIGER grants and METRO is researching them to see if they can be used for this.

Future meeting site suggestions were put forth and included: City Council Chambers; NIAC building; using the ParaCruz shuttle service as long as the public made reservations with METRO staff in advance so ParaCruz could plan accordingly. Ms. Elsea suggested that we add a blurb to the agenda saying "If you'd like transit assistance to the meeting, notify Donna within 24 hours before the meeting." Mr. Aguirre suggested posting a sign saying "MAC Meeting Shuttle – Assemble in Lobby" to be hung at Pacific Station on the day of the meeting and have a security officer on hand to explain where to wait.

Chair Pisano suggested having the meetings videotaped by Community TV for public viewing. Ms. Gunther thought that would be a good agenda item for the next meeting.

11 ORAL UPDATE ON MAC VACANCIES AND REAPPOINTMENT/APPOINTMENT PROCESS

The staff report for the Board of Directors Meeting on November 17, 2017 was distributed and is attached. Chair Pisano said we have three MAC members (Donald Peattie, Naomi Gunther and Veronica Elsea) whose terms expire on December 31, 2017. The METRO Board of Directors will open up a 30-day nomination period starting December 1, 2017 and letters will go out to these three to see if they are interested in reapplying for an additional term. Once the applications have been reviewed by the MAC Ad Hoc Committee, those recommendations will go to the Board of Directors in their January 2018 meeting.

Discussion ensued on the current bylaws regarding the selection of Chair and Vice Chair and the selection of 2018 calendar dates for meetings. Members brought up several logistical concerns and suggestions. They requested the MAC Ad Hoc Committee review and make clarifications to the bylaws.

12 ESTABLISH AND APPROVE THE METRO ADVISORY COMMITTEE 2018 MEETING SCHEDULE

MOTION: SCHEDULE FIRST 2018 MEETING ON FEBRUARY 21, 2018 AND SCHEDULE THE REMAINING THREE MEETINGS ONCE MAC HAS A FULL COMPLEMENT OF 2018 MEMBERS.

MOTION: ELSEA

SECOND: MEGA

AYES: PISANO, MARTINEZ, GUNTHER, ELSEA, MEGA, AND PEATTIE

NAYES: NONE

ABSTAIN: NONE

MOTION CARRIED: UNANIMOUS

13 ELECT THE METRO ADVISORY COMMITTEE CHAIR AND VICE CHAIR FOR 2018 TERM

MOTION: ELECT CHAIR PISANO FOR A ONE-YEAR TERM (JANUARY 1 – DECEMBER 31, 2018)

MOTION: ELSEA

SECOND: GUNTHER/PEATTIE

MOTION: ELECT VICE CHAIR MARTINEZ TO A ONE-YEAR TERM (JANUARY 1 – DECEMBER 31, 2018)

MOTION: ELSEA

SECOND: GUNTHER/PEATTIE

AYES: PISANO, MARTINEZ, GUNTHER, ELSEA, MEGA, AND PEATTIE

NAYES: NONE

ABSTAIN: NONE

MOTION CARRIED: UNANIMOUS

Ms. Elsea took the opportunity to say what an honor and privilege it has been to serve on the committee for the last four years and to serve as Chair and Vice Chair for a good portion of that time. She hoped that she made a difference and had contributed to something good for METRO. Chair Pisano said he has enjoyed her leadership and tutelage and expressed that Ms. Elsea has always been super helpful every time he's called or emailed her. Ms. Warnock added that Ms. Elsea has done a great job of networking between committees she is involved with in this county and has really been valuable to this committee.

14 COMMUNICATIONS TO THE SANTA CRUZ METRO BOARD OF DIRECTORS

Chair Pisano said he wrote up something for Vice Chair Martinez to go over the corridors' plans and the previous three quarters. Ms. Elsea suggested he bring up the committee's concerns regarding the bylaws.

15 ITEMS FOR NEXT MEETING AGENDA

- Community TV meeting coverage
- RTC Funding for Automatic Vehicle Locator (AVL)
- Discuss Wi-Fi at Transit Centers and future plans for integrating Wi-Fi on buses with the IT Manager
- Investigate app used on UCSC shuttle system for implementation on METRO campus buses

16 DISTRIBUTION OF VOUCHER

Distributed by Ciro Aguirre, COO.

17 ADJOURNMENT

Meeting adjourned at 8:03 PM.

Respectfully submitted,

Donna Bauer Administrative Assistant

November, 2017

Dear Santa Cruz County Regional Transportation Commission,

"My wish is that everybody could say, 'That has never happened to me'." - Ofelia Gomez The premise is that people with Walkers can be considered disabled.

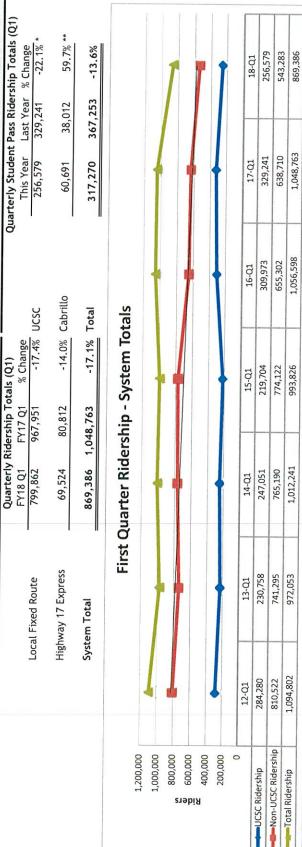
In Santa Cruz:

As a senior, and disabled student of Cabrillo College, making this many trips per week, I recommend that Metro prioritize the following services. Based on the new \$40/semester fee imposed on Cabrillo students, I recommend that more than one bus be assigned from Santa Cruz to the Dominican Hospital. As it stands, the 71 bus is the only one that goes to the Dominican Hospital. It needs to come earlier than 6:45am, at least at 6:20am, to be at the Dominican Hospital for the patients' early appointments. With the current schedule, the bus does not arrive at Dominican by 7:00am. If patients miss appointments, they are charged a late fee. ParaCruz is much too expensive for a long trip. It is important that the 71 bus come early on weekends because many people work early or have early appointments at the hospital on the weekends.

Sincerely.

Senior and Disabled Advocacy Project Neary Lagoon Apartments

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9-05A.1 9-05A.1 DISTRIBUTED AT 11/17/17 BOARD OF DIRECTORS MEETING

ATTACHMENT Attachment A

4.8

ATTACHMENT Attachment B

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9 0 B.1 DISTRIBUTED AT 11/17/17 BOARD OF DIRECTORS MEETING 4.9

Santa Cruz Metropolitan Transit District

DATE: November 17, 2017

TO: Board of Directors



FROM: Alex Clifford, CEO/General Manager

SUBJECT: THREE METRO ADVISORY COMMITTEE (MAC) MEMBERS' TERMS EXPIRE DECEMBER 31, 2017

I. RECOMMENDED ACTION

Open a 30-day nomination period beginning December 1, 2017 to solicit and accept Board nominees and citizen applications after which the MAC Ad Hoc Committee will convene to review and recommend three candidates to METRO Board.

II. SUMMARY

- The METRO Advisory Committee (MAC) is to be comprised of seven members, three of whom have terms expiring on December 31, 2017.
- The MAC Bylaws Section 3.5 states when a vacancy is created or a MAC member's term expires, the METRO Board shall solicit nominations. Upon conclusion of a thirty-day nomination period, the MAC Ad Hoc Committee (Board Members Bruce McPherson, Mike Rotkin, Norm Hagen, and Ed Bottorff) shall convene and review applications and Board nominations to make appointee recommendation(s) to the METRO Board.

III. DISCUSSION/BACKGROUND

MAC has three members whose terms will expire on December 31, 2017. In an effort to transition into the 2018 regular meeting schedule with a full sevenmember MAC Committee, staff requests the METRO Board of Directors to open a 30-day nomination period beginning December 1, 2017.

Once this thirty-day nomination period has concluded, the MAC Ad Hoc Committee will meet to review and recommend three candidates to be presented at the January 26, 2018 Board of Directors Meeting.

IV. FINANCIAL CONSIDERATIONS/IMPACT

None

V. ALTERNATIVES CONSIDERED

None

VI. ATTACHMENTS

Attachment A: MAC Bylaws Adopted January 22, 2016

Prepared By: Donna Bauer, Administrative Assistant

Board of Directors November 17, 2017 Page 3 of 3

VII. APPROVALS:

Alex Clifford, CEO/General Manager

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