



**AGENDA**  
**METRO ADVISORY COMMITTEE (MAC)**  
**November 16, 2016 – 6:00 PM**  
**JUDY K. SOUZA OPERATIONS FACILITY**  
**1200 RIVER STREET**  
**SANTA CRUZ, CA 95060**

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**COMMITTEE ROSTER**

**Veronica Elsea, Chair**  
**Naomi Gunther, Vice Chair**  
**Joseph Martinez**  
**Donald Peattie**  
**Michael Pisano**  
**Ernestina Saldana**  
**Becky Taylor**

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**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. Presentations may be limited in time in accordance with the Bylaws of the MAC. At each meeting, every effort will be made to conclude MAC business by 7:55 pm in order to accommodate participants whose buses may depart at 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.

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## **TITLE 6 - INTERPRETATION SERVICES / TÍTULO 6 - SERVICIOS DE TRADUCCIÓN**

Spanish language translation is available on an as needed basis. Please make advance arrangements with the Administrative Office at 831-426-6080. Traducción al español está disponible de forma según sea necesario. Por favor, hacer arreglos por adelantado con Coordinador de Servicios Administrativos al numero 831-426-6080.

### **MEETING TIME: 6:00 PM**

#### **1. CALL TO ORDER AND ROLL CALL**

#### **2. COMMUNICATIONS TO THE METRO ADVISORY COMMITTEE**

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

#### **3. RECEIVE AND FILE MINUTES FROM THE METRO ADVISORY COMMITTEE MEETING OF AUGUST 17, 2016**

Veronica Elsea, Chair

#### **4. COMMUNICATIONS FROM METRO ADVISORY COMMITTEE**

#### **5. RECEIVE AND FILE METRO SYSTEM RIDERSHIP REPORTS FOR THE FOURTH QUARTER OF FY16**

Barrow Emerson, Planning and Development Manager

#### **6. WINTER 2016/2017 SERVICE CHANGE UPDATE**

Barrow Emerson, Planning and Development Manager

#### **7. DISCUSS MARKETING IDEAS**

Barrow Emerson, Planning and Development Manager

#### **8. DISCUSS CURRENT ONLINE FORM MODIFICATIONS THAT WERE MANDATED BY THE 2016 TRIENNIAL REVIEW AND OFFER EDITS TO MAKE THEM MORE USER-FRIENDLY**

Harlan Glatt, Sr. Database Administrator

A. Accessible Information Request

B. ADA Complaint

C. Customer Service Report

D. Lost & Found Report

E. Title VI Discrimination Complaint

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9. **ESTABLISH AND APPROVE THE METRO ADVISORY COMMITTEE (MAC) 2017 MEETING SCHEDULE**  
Veronica Elsea, Chair
10. **ELECT THE METRO ADVISORY COMMITTEE (MAC) CHAIR AND VICE CHAIR FOR 2017 TERM**  
Veronica Elsea, Chair
11. **COMMUNICATIONS TO THE SANTA CRUZ METRO CEO**
12. **COMMUNICATIONS TO THE SANTA CRUZ METRO BOARD OF DIRECTORS**
13. **ITEMS FOR NEXT MEETING AGENDA**
14. **DISTRIBUTION OF VOUCHER**  
Ciro Aguirre, COO
15. **ADJOURNMENT**

ADJOURN TO THE NEXT MEETING OF THE METRO ADVISORY COMMITTEE.

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.

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# MINUTES

MAC MEETING OF AUGUST 17, 2016



The METRO Advisory Committee (MAC) met on Wednesday, August 17, 2016 in the Judy K. Souza Operations Facility Training Room located at 1200 River Street in Santa Cruz, California.

## 1 CALL TO ORDER

Meeting was called to order at 6:07 pm

### ROLL CALL

#### MEMBERS PRESENT

Veronica Elsea, Chair

Michael Pisano

Naomi Gunther, Vice Chair

Ernestina Saldana

Joseph Martinez

Becky Taylor

#### MEMBERS ABSENT

Nicona Keesaw – Resigned (Effective 8/17/16)

Donald Peattie - Excused

#### SANTA CRUZ METRO EMPLOYEES AND MEMBERS OF THE PUBLIC WHO VOLUNTARILY INDICATED THEY WERE PRESENT

Barrow Emerson, METRO

Harlan Glatt, METRO

Anna Marie Gouveia, METRO

Jaron West, METRO

Daniel Zaragoza, METRO

Gina Pye, METRO

Pete Rasmussen, METRO

## 2 ORAL/WRITTEN COMMUNICATION

Chair Elsea shared with the Committee that Nicona Keesaw has submitted a letter of resignation (see attached) this afternoon and expressed her appreciation for Nicona's service to the Committee. Chair Elsea explained that because of the new bylaws, the METRO Advisory Committee is now a seven member committee. If anyone remaining resigns, the METRO Board of Directors (BOD) will find a replacement.

Mr. Pisano introduced the GVBeestje application as a possible advertising tool for METRO (see attached). It is a game to play while traveling on the bus or waiting between stops. The goal is to see how many people/objects you can capture walking on the street. Mr. Martinez added that this was similar to the Pokémon game. Mr. Pisano thought businesses around the area might be able to advertise for the game with a window cling. Mr. Pisano suggested that with all of the artists in this area we might have a contest to create the characters – and get some press for METRO. Chair Elsea thought this might fall under the Marketing Department. Mr. Barrow Emerson, Planning and Development Manager, added that he is the de facto inbox for marketing ideas for the moment. Once the service change is completed, he'll be able to focus on other things. Chair Elsea suggested we add this item to the November agenda and get a status update from Mr. Emerson at that time. Ms. Saldana thought this was a great idea to keep children entertained while on the bus or at a stop.

Ms. Taylor added that it would help encourage people to ride the buses and get out of their cars. She also suggested having Wi-Fi on the buses would be helpful. Vice Chair Gunther felt that it would be nice if Wi-Fi was available at the METRO Station, especially with the reduction in bus service which could result in longer wait times. Chair Elsea commented that she has tried to get it on the BOD's agenda many times but has been told there is no money available for Wi-Fi at this time. Ms. Taylor added that Cruzio might be willing to donate something so they can get free

advertising. Vice Chair Gunther agreed and went on to say that part of MAC’s job is to bring forward the requests and topics we hear about. The biggest topic that people usually raise, that aren’t complaints, is the request for Wi-Fi. As a representative of METRO, she feels obligated to continue raising the issue to make clear how important it is to riders. Chair Elsea said she will continue to bring it up.

**3 ACCEPT & FILE MINUTES FROM THE SPECIAL METRO ADVISORY COMMITTEE MEETING OF MAY 18, 2016**

MOTION: ACCEPT & FILE MINUTES FROM THE SPECIAL METRO ADVISORY COMMITTEE MEETING OF MAY 18, 2016

MOTION: PISANO

SECONDED: SALDANA

MOTION: CARRIED - UNANIMOUS

**4 COMMUNICATIONS FROM METRO ADVISORY COMMITTEE**

Chair Elsea explained that this attachment is a copy of the letter she sent to the METRO’s BOD, on behalf of MAC, after the meeting of May 18, 2016. This letter did go into the BOD packet.

**5 UPDATE ON FALL 2016 SERVICE CHANGES**

Mr. Barrow Emerson gave a recap of the circumstances that led to the discussions and recommendations for the upcoming service changes at METRO. Mr. Pisano asked the question about a rumor he had heard: “Did the Operators have to give up vacation time to avoid lay-offs?” Mr. Daniel Zaragoza, Assistant Paratransit Superintendent, clarified that Operators gave up a day of annual leave and extended their contract with no raises for a couple of years.

Mr. Emerson distributed two handouts (see attached):

1. Fall Service Changes: Effective September 8, 2016 (presented in English and Spanish)  
This is a 6-page document highlighting the upcoming changes to the routes.
2. Flyer – Service Change Alert! (presented in English and Spanish)  
This is a 1-page document alerting the public to upcoming changes with dates to emphasize when information will be available to the public.

Mr. Emerson explained the action plan completed since the June 24, 2016 BOD meeting.

- Work with Cabrillo and UCSC to get desired routes and trips.
- Work with schedulers to implement changes into a schedule with our existing Operators.
- Launch campaign to alert public of final changes posted on website by August 5<sup>th</sup>.

In addition, we plan to do the following over the next three weeks:

- Have interns standing at the transit centers from 6:00 AM to 8:00 PM—each day at a different transit center—handing out the Service Change Alert! flyer.

Mr. Emerson praised the interns for standing at the transit centers when people were getting on the buses and handing out the materials. By the second day, the interns were starting to hear back from people that they had already received the flyer or that they already knew about the changes.

Ms. Saldana and Vice Chair Gunther were wondering where and when the interns were handing out the flyers because they had not seen anyone at the Pacific Station. Mr. Emerson replied that on Monday they were at Pacific, Tuesday was Cavallero, Wednesday was Capitola, and Watsonville will be the next two Thursdays and Fridays. Mr. Emerson was disappointed to hear that no one from MAC saw the interns because when he was there they were standing at each island and handing the flyers out. Chair Elsea mentioned that they may have been there but she was not approached. Mr. Emerson said that he will mention that they are missing people and hopefully we can reach them on the next cycle(s) at this station on the 15<sup>th</sup>, 22<sup>nd</sup>, and 29<sup>th</sup>.

- Place “call cards” above the seats on the buses--in English and Spanish.
- Place the “Fall Service Changes” document on buses.

Vice Chair Gunther interjected that she was going to take extra copies of this handout. Mr. Emerson made a disclaimer that there is one mistake on it (these were printed last week and a change was made yesterday) so did not want to share it with the public. Vice Chair Gunther requested that once it is finalized to please email her the most recent version so that she can pass the information on to the students and clients that walk into her office. Ms. Taylor requested a copy be sent to Ms. Saldana so she can share it with the Commission on Disabilities. Ms. Saldana agreed that she wants a hard copy version because not all people in Watsonville have computers. Mr. Emerson agreed to get that updated version to all MAC members and also emphasized that what is on the website is printable.

- Spanish speaking Operators will be at the Watsonville Transit Center and Watsonville Farmers’ Market in the coming weeks.

Ms. Saldana suggested that Mr. Eduardo Montesino, UTU Representative, contact her to help with the bilingual speaking people because there are people who do not read or speak Spanish—they need to be verbally told. Mr. Emerson said that he’ll let Mr. Montesino know that she is a resource.

- Posters will be on the schedule racks.
- Posters will be at all the transit centers—laminated and tied to every pole.
- Information will be in the display cases.

Vice Chair Gunther complimented Mr. Emerson that the signs were visually catching and having the website and these materials to preview in advance is very helpful. She thinks the efforts made have been outstanding and wants to recognize for the record how important this is and appreciates everyone’s efforts.

Ms. Saldana said the Operators are the first line of contact for many people and suggested they be instructed to let passengers know about the changes. She has purposely been engaging the Operators so that people hear about the changes. Chair Elsea concurred. Mr. Emerson agreed that it is good to reinforce the message.

- Encourage people to subscribe to SCMTD route alerts.

- We'll be on Cabrillo's campus August 18<sup>th</sup> and August 19<sup>th</sup> and will be at the orientations. The week of the 29<sup>th</sup>: we'll be there through Thursday with handouts. The following week we'll hand out the new Headways. We'll email blast the students and we'll be posting in Cabrillo's school paper. We're also publishing notices in local publications.
- UCSC doesn't start school until after the change. When students come to UCSC in the Fall, they will find out about the changes through the normal channels.
- We're also working with the local high schools and their schedules.
- We've updated the 15 second television PSA. We've heavy-loaded the selection to the Spanish-speaking stations/stations that Comcast tells us have the heaviest Spanish listening audience.

Ms. Taylor commented that sometimes she's seen two METRO ads aired back-to-back. Mr. Emerson said he's been told this occurs if the stations don't fill up their advertising schedules. This does not incur any additional fees to METRO.

- Ms. Andrea Eusse-Gil, Schedule Analyst, and Mr. Harlan Glatt, Sr. Database Administrator, have been training the Customer Service staff.

Vice Chair Gunther made the point that most college students don't go to the METRO website and use TAPS instead. Mr. Emerson pointed out that the METRO link was added to TAPS.

Chair Elsea asked if any of this information has been sent to the senior centers. Mr. Emerson said the Operators are going to the Watsonville Senior Center. METRO will do email blasts to subscribers and a distribution list of agencies asking them to post this information.

Chair Elsea thanked Mr. Emerson for all he has done for this Committee in handling their input and for the information that has been given to the members. She commended him for all of his efforts.

At Chair Elsea's request and MAC member concurrence, Item 7 was moved ahead of Item 6.

## **7 ORAL PRESENTATION OF "STAY CONNECTED" & "SCHEDULE BY STOP" WEBSITE & TEXT MESSAGE SERVICES**

Chair Elsea introduced Mr. Harlan Glatt and Mr. Jaron West, Database Administrator, to highlight some of the new features of the METRO website so that MAC members may be in a position to help other riders understand the features.

Mr. Glatt started the presentation at the home page of the SCMTD website. He pointed out that the first thing you see is information that matches the Service Change Alert! flyer. The website can easily move from an English mode to Spanish mode by clicking on the flags at the top of the web page or the link "Haga clic aquí para español."

There is also a link "Click here to preview Fall Service Changes." When this link is opened, you see the METRO News Bulletin (General Announcements and Quarterly Service Updates which discuss the Fall service changes). By clicking on the route links, you can drill into the route schedule or maps. As an example, he pulled up the map for Route 3 and to the left of the map is



the “Schedule By Stop” option. It explains the icons on the map and if you zoom in on the map, you can even see which side of the street the bus stops are on.

Vice Chair Gunther commented that seeing the stops is very useful. Mr. Glatt said that we’ve always had the maps but the new aspect is having the ability to click on a particular bus stop and get more information (the Stop #, address, and today’s schedule). When you click on today’s schedule, it brings you to the “Schedule By Stop” page which gives the scheduled times for that stop, which routes stop there, and the trip destination as well as the capability of choosing a date. It also gives other stops that are nearby and walking directions to those stops.

Vice Chair Gunther asked if the website would support videos and wondered if it’s possible to do a short “How To” video. She suggested that student techs could volunteer to make these videos so that it doesn’t fall on Mr. Glatt’s shoulders.

Mr. Glatt continued that everything revolves around the 4-digit stop ID. Anyone with a mobile device can key in [scmtd.com/stop/4-digit](http://scmtd.com/stop/4-digit) number and that page will pop up. If you don’t have a device, you can go low tech and call Customer Service with the 4-digit stop ID number and they can help you. You can also send a text message.

Mr. Glatt said METRO will be putting up signage at the transit centers with instructions that will help people use their mobile devices to see what is going on in real time with the buses.

Vice Chair Gunther asked if the stop ID will be in Braille as well. Chair Elsea commented that this is a tricky one because it is really expensive. The other issue is we have to know to look for it and then find it. Vice Chair Gunther was concerned with being at a bus stop and calling Customer Service but not being able to identify the bus stop you’re located at. Chair Elsea said some cities have buttons on the shelters that talk but they are not reliable and don’t list all of the routes that come by. It is a great idea but we’d have to find a consistent place at each stop for people to know where to feel around for it. Ms. Taylor mentioned that some of those things are posted up pretty high and Mr. Glatt agreed and said that is a real challenge. Mr. Glatt emphasized that using a mobile device at a stop is wonderful because you can drill down into the details you need for a route. If you know there is going to be a delay before a bus arrives, the application can give you detailed walking directions to another nearby stop.

Mr. Glatt offered that METRO is trying to offer free solutions that are better than what we have had before. Chair Elsea agreed, noting not all blind people read Braille and not everyone has a smart phone, but we’ll keep trying to find solutions. If you only have a phone but no texting, then you can call METRO during business hours; however, they are closed on the weekends.

Ms. Gouveia said that Customer Service is working through 6:00 PM and they are hoping to extend the hours to the weekends at some point. Ms. Saldana suggested that the Customer Service booth stay open a little longer during the first week of the service changes. Mr. Pisano agreed that having someone available on the weekends and in Watsonville is a good idea. Mr. Glatt noted that an English and Spanish message plays after hours and on weekends directing the public to the METRO website.

The next concept Mr. Glatt introduced is on the home page of the website and is called “Stay Connected.” This is the best way to get notified of any alerts regarding the routes you choose to subscribe to. These messages come from Dispatch so they can go out in real time to the public.

There are two ways to subscribe:

1. Go to the website and subscribe to all topics or specific routes; or
2. By text message where you can inquire about a single route alert from your mobile device. Text the syntax of SCM RTXX (XX represents the route number) or SCM XXXX (4-digit bus stop #) to 468-311 for a 2-way service that is related to Schedule By Stop. You will get a response (only 160 characters) with current schedule information.

We're trying to leverage technology to make it all work. Having this in place helps serve the public and Customer Service at the same time.

Vice Chair Gunther and Ms. Taylor were questioning if there are enough staffing resources to be able to update delays/changes to the routes to notify the public in a timely manner. Vice Chair Gunther mentioned that recently Route 69 didn't run due to lack of Operators. She asked that if she had been subscribing to this route information, would she have received a notification. Mr. Glatt replied that, "Yes. As soon as a delay/change escalates to a certain level, Dispatch notifies the public."

Ms. Saldana expressed concern about her experience waiting for a bus for over an hour. In the past she'd been able to call Customer Service and they would send someone out to pick her up and take her to her destination. Ms. Gouveia answered that "It depends on what the situation is, but if you need a ride and if we do not have an available Operator on a bus, we'll call Mr. Zaragoza and send someone out."

Mr. Glatt continued with his presentation. We're going to produce a list of stops that are being discontinued. We are designing a 6 x 8 sign plate that will go on the bus stops saying that this bus stop will be discontinued as of September 8<sup>th</sup>. Here's an opportunity to use "Schedule By Stop" to find an alternative bus.

Chair Elsea requested Operators glance over at those discontinued stops and, especially if they see a disabled person waiting, contact Dispatch so someone can check on them. She mentioned that she wouldn't know if a bus is "out of service" or "discontinued" as it went by. Ms. Gouveia said that is something we can incorporate into the Supervisor's route as they are driving around throughout the day--initially for the first 2-3 weeks to cover those areas that have discontinued bus stops to make sure no one is stranded and provide them updated information.

Ms. Saldana added that the Operator is the first person to make contact with riders, so that Operator could let the riders waiting know that the bus they are waiting for has been discontinued.

Vice Chair Gunther also mentioned that she had an instance where the Operator knew information but didn't volunteer it immediately; he/she let them know 30 minutes later. Her point was that in that time frame she could have run an errand instead of just sitting there. She asked since this happened at the Pacific Station, couldn't something have been posted when the route was dropped.

Mr. Glatt brought the conversation back around to using the technology available to get real time information. Vice Chair Gunther made the point that she didn't have her phone with her so she

couldn't look it up. Mr. Pisano inquired "If your bus is running a few minutes late, can that Operator call ahead and ask the next bus to wait a few minutes?" The response was "Yes...they do that all the time."

Mr. Glatt closed by requesting everyone to play around with "Schedule By Stop" and "Stay Connected" and provide feedback.

Chair Elsea thanked Mr. Glatt and Mr. West for the information they presented.

**6 DISCUSS DEVELOPMENT OF A MAC WORKING GROUP TO REVIEW CURRENT ONLINE COMPLAINT FORM AND TO OFFER EDITS TO MAKE IT MORE USER-FRIENDLY**

- A. Comment form sent by Naomi Gunther, Vice Chair
- B. Screenshot of Customer Service Form from METRO Website

Chair Elsea suggested that everyone take a look at the Customer Service link on the website and review the form as it is now separated into different areas for complaints. Due to the lack of time, Chair Elsea recommended that we address this at the November MAC meeting. Mr. Glatt said that since he created the form he would be happy to participate at that time.

**8 RECEIVE AND FILE METRO SYSTEM RIDERSHIP REPORTS FOR THE THIRD QUARTER OF FY16**

Chair Elsea recommended that MAC members review the reports.

**9 COMMUNICATIONS TO THE SANTA CRUZ METRO CEO**

None

**10 COMMUNICATIONS TO THE SANTA CRUZ METRO BOARD OF DIRECTORS**

None

**11 ITEMS FOR NEXT MEETING AGENDA**

- Marketing items—games, name tags for MAC members
- Discuss development of a MAC working group to review the current online complaint form and offer edits to make it more user-friendly.
- Ms. Taylor asked if she should go to Cruzio to discuss Wi-Fi on the buses. Chair Elsea said, "Yes, if you know somebody there that you can talk to; but, we have to be very clear that we are not speaking on behalf of METRO." She suggested saying, "I'm doing research for an advisory committee." or "Is this the kind of thing that you do if someone puts in a request?" or "Have you been approached by agencies where you could think about this?"
- Mr. Pisano suggested a discussion on splitting up the 71s (Crestview and Clifford), perhaps calling them 71A & 71B since they both start with "C". Ms. Gouveia said that would have to be programmed into the destination curtain and she doesn't see that happening this Fall because it would be a complete change with an addition to the

schedule. The way it is handled now is that the talking bus takes care of it and identifies it as either Crestview or Clifford.

- Ms. Saldana brought up a Highway 17 bus stop in Los Gatos. Chair Elsea said we are stuck on that one because of the Greyhound contract and the lot owner won't allow it. There's nothing METRO can do about that issue.
- Mr. Pisano mentioned that the bus service at Shaffer going back to the METRO is limited and asked if the 20 bus can wait at Pacific Shores. Chair Elsea recommended that Mr. Pisano send a note directly to Mr. Emerson.

#### **11 DISTRIBUTION OF VOUCHER**

Distributed by Anna Marie Gouveia, Superintendent

#### **12 ADJOURNMENT**

Chair Elsea reminded the members that the next meeting will be November 16th at 6:00 PM and the location will be announced in advance.

Chair Elsea closed by thanking METRO staff for staying longer and that their presence is beneficial in making the MAC meetings more productive so that the advice given to the BOD or anyone else is useful and contributes to making METRO better.

Meeting adjourned at 8:22 PM.

Respectfully submitted,  
Donna Bauer  
Administrative Assistant

# ATTACHMENT

**Donna Bauer**

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**From:** Nicona Keesaw [niconak@gmail.com]  
**Sent:** Wednesday, August 17, 2016 11:42 AM  
**To:** Tina Ibarra-Saldana  
**Cc:** Donna Bauer; Becky Taylor; Donald Peattie; Joseph Martinez; Michael Pisano; Naomi Gunther; Veronica Elsea  
**Subject:** Re: MAC Meeting 8/17/16

Dear MAC Members,

I have truly enjoyed the opportunity to serve our community through involvement with of the Santa Cruz Metro Advisory Committee. The Committee is an integral and essential component of Metro and I wholeheartedly support the purpose and presence of the Committee, especially in the midst of Metro's painful but necessary service reductions and other changes. Unfortunately, I believe it is in the best interest of both myself and the Committee that I resign as of August 17th, 2016.

This year, life has brought many new and wonderful changes! I started a position with the Workforce Innovation Technical Assistance Center, an exciting new collaborative that assists state agencies with implementing new employment requirements set in place by the Workforce Innovation Opportunity Act that was signed last year by Obama. Between the often demanding position and being a new mom I'm really, really busy! Additionally, the pull of the universe, exciting career ventures for both my husband and myself, and the desire to own our own home (Sanchez has put in his request for a yard) is drawing my family towards a move to the Ashland, Oregon area in the springtime. So we've been spending a lot of time in that area looking for our dream fixer-upper home.

I will miss being a part of the Committee but I am confident that my place will be better utilized by a more permanent member of Santa Cruz's bus-riding community. I am eternally grateful my time spent with the Committee, and I'll definitely check the Metro website from time to time to read through the minutes to stay up to date on MAC's accomplishments and triumphs. Santa Cruz Metro will always be near and dear to my heart, and the positive impact of having such an efficient and comprehensive bus system in Santa Cruz will stay with me forever.

I wish MAC all the best, and I genuinely look forward to crossing paths with all of you at some point in the future.

*Kind regards,*

*Nicona MacDonald*



## Fall Service Changes: Effective September 8th, 2016

Cambios al Servicio del Otoño: A partir del 8 de septiembre del 2016



Fall Service Changes and a preview of all Maps and Schedules are available at [scmtd.com](http://scmtd.com)

**NO CHANGES TO PARACRUZ**

Información  
en Español  
comienza en  
la Página 4

**Fall Headways Bus Rider's Guide** will be available on all METRO Buses and at Transit Centers as of September 1st, 2016

#### Discontinued Routes

The following routes have been discontinued: 4W, 8, 12, 30, 54, 56, 66N, 74, 77. See sections below for alternative routes. Routes NOT mentioned remain unchanged.

#### New Routes

Route 55 weekend service and a new route 72W have been added. See details below.

#### Amtrak Highway 17 Express

**Weekdays:** Highway 17 Express service to and from Soquel Park & Ride has been discontinued; all trips now will begin or end at Santa Cruz Metro Center. The 5:05AM trip departing Santa Cruz Metro Center has been discontinued and the 4:20PM and 4:40PM trips have been combined to depart Santa Cruz Metro Center at 4:25PM. The 4:30PM, 4:55PM and 8:40PM trips departing San Fernando & 7th have been discontinued. Select trip start times adjusted to enable regional transit connections; please see timetable for details.

**Weekends:** The 10:55PM trip departing San Jose Diridon Station has been discontinued. Select trip start times adjusted to enable regional transit connections; please see timetable for details.

#### Route 3 – Mission / Beach

**Weekdays:** Route 3 will run only once every two hours rather than once per hour. The first trip will start at 7:50AM. Trips at 9:50AM and 11:50AM will serve the Long Marine Lab and Seymour Marine Discovery Center. **Weekends:** All trips will return to the regular weekend routing via Beach St. to 2nd St.

#### Route 4 – Harvey West / Emeline

**Weekdays:** The first trip at 6:45AM has been discontinued. Service will start at 7:25AM, and all trips will depart at :25 past the hour.

#### Route 4W – Harvey West Weekend – DISCONTINUED

#### Route 8 – Emeline – DISCONTINUED

**Alternative Service:** Route 4 continues to serve the Emeline Complex.

#### Route 10 – UCSC via High

**Weekdays:** The 6:50AM trip has been discontinued. The first trip will depart from Cedar & Walnut at 7:22AM; the first trip departs from Santa Cruz Metro Center at 7:50AM. **Weekends:** The 5:50PM trip has been discontinued.

#### Route 12 – UCSC / East Side Direct – DISCONTINUED

**Alternative Service:** Route 68 provides service between 41st Ave and Santa Cruz Metro Center. Routes 15 and 16 provide service between Santa Cruz Metro Center and UCSC.

#### Route 15 – UCSC via Laurel West

**Weekdays:** The 6:40AM, 8:20PM, and 8:50PM trips have been discontinued. Service runs at least every 30 minutes from 7:37AM to 7:37PM; between 1:37PM and 5:07PM service frequency is every 15 minutes.

#### Route 16 – UCSC via Laurel East

**Weekdays:** During the School Term, service is provided at a frequency of every 15 minutes from 6:37AM to 7:37PM, then every 30 to 60 minutes until the last trip departing at 12:07AM. When school is not in session, the service frequency is reduced to every 30 minutes, and the last trip departs at 10:07PM. **Weekends:** The first trip, which previously departed at 7:00AM, will depart at 8:10AM. Service frequency will run every 30 minutes.

#### Route 19 – UCSC via Lower Bay

**Weekdays:** Trips will start five minutes earlier, departing at :25 or :55 past the hour. **Weekends:** Service frequency is reduced to run every 60 minutes.

#### Route 20 – UCSC via Westside

**Weekdays:** Trips starting at 6:15PM will serve Safeway/Almar Shopping Center via Mission and Almar Ave. **Weekends:** The 8:20AM, 9:20AM, and 10:20AM trips have been discontinued. The first trip will start at 11:20AM. Trips starting at 4:20PM will serve Safeway/Almar Shopping Center via Mission and Almar Ave.

#### Route 30 – Graham Hill / Scotts Valley – DISCONTINUED

**Alternative Service:** Limited segments of Route 35 will provide alternative service.

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## Fall Service Changes: Effective September 8th, 2016

**Route 35/35A – San Lorenzo Valley**

**Weekdays:** Route 35/35A will no longer provide regular service past Mountain Store and Country Club; service to Bear Creek Rd will also be discontinued. Trips will alternate departure between Mountain Store and Country Club from 5:30AM to 10:30PM. Service frequency will be reduced to run every 90 minutes after 6:30PM. **School Term Only (“ST”) Trips:** All morning “ST” trips will be discontinued. Two “ST” trips departing from Felton Faire at 2:20PM and 2:50PM will continue to serve Highway 9 up to Sylvan Ave. Another 2:50PM “ST” trip departing from Felton Faire will serve Big Basin Way up to China Grade Rd. **Weekends:** Service to Highway 9 & Sylvan Ave and Big Basin State Park will be discontinued. Trips will alternate departure between Mountain Store and Country Club from 8:30AM to 10:30PM. Service frequency will be reduced to run every 90 minutes after 7:30PM.

**Route 40 – Davenport / North Coast Beaches**

**Weekdays:** The 12:30PM and 3:25PM trips will be discontinued; only the 6:40AM and 8:10AM trips will continue to operate. The Cement Plant stops will no longer be served; trips will turn around at Pacific School in Davenport. **Weekends:** Weekend service has been discontinued, including service to Waddell Creek. **Alternative Service:** Route 42 will provide alternative service to Davenport.

**Route 41 – Bonny Doon**

**Weekdays:** The 3:30PM and 5:30PM trips will be discontinued; only the 5:50AM and 8:00AM trips will continue to operate. **Weekends:** Weekend service has been discontinued. **Alternative Service:** Route 42 will provide alternative service to Bonny Doon.

**Route 42 – Davenport / Bonny Doon**

**Weekdays:** 3:30PM and 5:30PM trips have been added to replace discontinued Route 40 and Route 41 afternoon trips. **Weekends:** An 8:30AM trip has been added to replace discontinued Route 40 and Route 41 morning trips. The 6:00PM trip has been moved to depart at 4:30PM.

**Route 54 – Capitola / Aptos / La Selva Beach – DISCONTINUED**

**Weekday Alternative Service:** Limited segments of Route 55 along Clubhouse Dr and Seascape Blvd/Via Pacifica will provide alternative service. **Weekend Alternative Service:** New Route 55 weekend service has been added as an alternative to the discontinued Route 54 service.

**Route 55 – Rio Del Mar**

**Weekdays:** The route alignment has changed to serve segments lost due to the discontinuation of Routes 54 and 56. Instead of serving Monterey Ave and Park Ave, Route 55 will run on Capitola Ave to Soquel Dr. Trips will depart hourly from 8:30AM to 5:30PM. The 8:30AM, 1:30PM, and 5:30PM trips will extend from Rio Del Mar Blvd and Clubhouse Dr to Via Pacifica by way of Clubhouse Dr, Sumner Ave, and Seascape Blvd. **Weekends:** Two Route 55 weekend trips per day will be added at 8:30AM and 1:30PM, as an alternative to the discontinued weekend trips of the Route 54.

**Route 56 – La Selva – DISCONTINUED**

**Alternative Service:** Limited segments of Route 55 along Clubhouse Dr and Seascape Blvd/Via Pacifica will provide alternative service.

**Route 66 – Live Oak via 17th**

**Weekdays:** A 10:00PM trip departing Santa Cruz Metro Center and a 10:40PM trip departing Capitola Mall have been added (replacing the discontinued Route 66N trips). **Weekends:** The first trip will depart Santa Cruz Metro Center at 8:00AM, continuing hourly through 6:00PM. The first trip will depart Capitola Mall at 8:45AM, continuing hourly through 7:45PM. A 9:00PM trip departing Santa Cruz Metro Center and a 9:40PM trip departing Capitola Mall have been added (replacing the discontinued Route 66N trips).

**Route 66N – Live Oak via 17th Night – DISCONTINUED**

**Weekday Alternative Service:** Service will be replaced by a Route 66 trip at a similar time, with routing on Water St instead of Soquel Ave. **Weekend Alternative Service:** Service will be replaced by a Route 66 trip at a similar time, with routing on Water St instead of Soquel Ave.

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## Fall Service Changes: Effective September 8th, 2016

**Route 68 – Live Oak via Broadway / Portola**

**Weekdays:** Route 68 will run along Broadway between Front St and Ocean St all year. Service along San Lorenzo Blvd and Ocean Street has been eliminated. The first trip departing Santa Cruz Metro Center at 6:15AM will be discontinued. The last two trips will depart Santa Cruz Metro Center at 5:15PM and 6:15PM instead of 5:30PM and 6:30PM, to keep the departure time consistent throughout the day. The last three trips will depart Capitola Mall at 4:30PM, 5:30PM, and 6:30PM instead of 4:35PM, 5:35PM, and 6:40PM to keep the departure times consistent throughout the day.

**Weekends:** Route 68 will run along Broadway between Front St and Ocean St all year. Weekend service will be reduced; trips from Santa Cruz Metro Center will depart hourly from 11:00AM to 4:00PM, and trips from Capitola Mall will depart hourly from 11:40AM to 4:40PM.

**Weekend Alternative Service:** Limited segments of Route 66 will provide alternative service.

**Route 69A/69W – Capitola Road / Cabrillo**

**Weekdays:** 69W trips after 6:00PM will run every 60 minutes instead of every 30 minutes, but the last trip from Watsonville Transit Center will depart at 9:25PM, providing a later option than before. **Weekends:** Departures from Santa Cruz Metro Center will alternate between Routes 69A and 69W from 8:30AM to 6:30PM and from 8:00AM to 6:30PM from Watsonville Transit Center.

**Route 71 – Watsonville**

**Weekdays:** Service departing Santa Cruz Metro Center will alternate between Clifford and Crestview every 30 minutes until 8:45PM, remaining trips will serve Clifford only. Service departing Watsonville Transit Center will alternate between Clifford and Crestview every 30 minutes until 8:30PM, remaining trips will serve Clifford only. Additional peak trips discontinued. **Weekends:** Service departing Santa Cruz Metro Center will alternate between Clifford and Crestview every 60 minutes until 8:45PM, remaining trips will serve Clifford only. Service departing Watsonville Transit Center will alternate between Clifford and Crestview every 60 minutes. The 9:30PM trip departing Watsonville Transit Center has been discontinued.

**Route 72 – Hospital / Pinto Lake**

**Weekdays:** Service along Varni Rd and Corralitos Rd has been discontinued. The route alignment has changed south of Freedom Centre to serve segments lost due to the discontinuation of Route 74: Social Security Office and Watsonville Community Hospital. The 5:45AM trip has been discontinued.

**Route 72W – Corralitos Weekend**

**Weekends:** New Route 72W service has been added every 2 hours from 9:25AM to 5:25PM. The route 72W will follow the previous Route 72 alignment; serving Varni Rd and Corralitos Rd.

**Route 74 – Watsonville Hospital / Freedom Centre – DISCONTINUED**

**Alternative Service:** Limited segments of Route 72 will serve the Social Security Office and Watsonville Community Hospital. Limited segments of Route 74S will serve Ohlone Pkwy and W Beach St. Limited segments of Route 75 will serve Airport Blvd to provide alternative service.

**Route 75 – Green Valley**

**Daily:** The 5:15AM and 7:15PM trips will be discontinued.

**Route 77 – Pajaro / Crestview – DISCONTINUED**

**Alternative Service:** Limited segments of Route 69A will serve Lincoln St. Limited segments of Route 71 via Crestview will serve Freedom Blvd. Limited segments of Route 79 will serve Pajaro to provide alternative service.

**Route 79 – Pajaro / East Lake**

**Weekdays:** The route alignment has changed to serve Pajaro due to discontinuation of Route 77. Service span reduced to run from 7:25AM to 5:25PM. **Weekends:** The route alignment has changed to serve Pajaro due to discontinuation of Route 77. Service frequency reduced to three trips at 8:00AM, 12:00PM, and 3:00PM.

**Route 91X – Commuter Express**

**Weekdays:** During Cabrillo School Term, service is provided at a frequency of approximately every 30 minutes, departing Santa Cruz Metro Center from 6:55AM to 5:25PM and departing Watsonville Transit Center from 5:57AM to 4:20PM. When Cabrillo is not in session, the service frequency is reduced to every 60 minutes.

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# ATTACHMENT

## Cambios al Servicio del Otoño:

A partir del 8 de septiembre del 2016



Cambios al Servicio de Otoño y un previo de todos los Mapas y Horarios están disponibles en [scmtd.com/es/](http://scmtd.com/es/)

**NO CAMBIOS A PARACRUZ**

**Headways Guía para Viajeros del Otoño** estará disponible en todos los Autobuses de METRO y en Centros de Tránsito a partir del 1 de septiembre del 2016

### Rutas Descontinuadas

Las siguientes rutas han sido descontinuadas: 4W, 8, 12, 30, 54, 56, 66N, 74, 77. Vea las secciones a continuación para ver rutas alternas. Las rutas que no se mencionen específicamente a continuación NO cambiarán.

### Rutas Nuevas

El servicio de fin de semana de la Ruta 55 y la nueva ruta 72W han sido agregadas. Vea los detalles a continuación.

### Expreso de Amtrak Highway 17

**Lunes a Viernes:** El servicio del Expreso de Highway 17 de y hacia Soquel Park & Ride ha sido descontinuado; todas las corridas ahora iniciarán y terminarán en el Centro de Santa Cruz Metro. La corrida de las 5:05AM partiendo del Centro de Santa Cruz Metro ha sido descontinuada y las corridas de las 4:20PM y 4:40PM han sido combinadas para partir del Centro de Santa Cruz Metro a las 4:25PM. Las corridas de las 4:30PM, 4:55PM y 8:40PM partiendo de San Fernando y 7th han sido descontinuadas. La hora de inicio de corridas selectas han sido ajustadas para permitir las conexiones con el transporte regional; refiérase a los horarios para más detalles. **Fines de Semana:** La corrida de las 10:55PM partiendo de la Estación San Jose Diridon ha sido descontinuada. La hora de inicio de corridas selectas han sido ajustadas para permitir las conexiones con el transporte regional; refiérase a los horarios para más detalles.

### Ruta 3 – Mission / Beach

**Lunes a Viernes:** La Ruta 3 saldrá solamente una vez cada dos horas en vez de cada hora. El primer viaje iniciará a las 7:50AM. Los viajes de las 9:50AM y 11:50AM pasarán por Long Marine Lab and Seymour Marine Discovery Center. **Fines de Semana:** Todos los viajes regresarán a su ruta de fin de semana regular por Beach St. a 2nd St.

### Ruta 4 – Harvey West / Emeline

**Lunes a Viernes:** La primera vuelta de las 6:45AM ha sido descontinuada. El servicio iniciará a las 7:25AM y todas sus salidas serán 25 minutos pasados la hora.

### Ruta 4W – Harvey West Fines de Semana – DESCONTINUADA

### Ruta 8 – Emeline – DESCONTINUADA

**Servicio Alterno:** La Ruta 4 continuará sirviendo al Complejo Emeline.

### Ruta 10 – UCSC vía High

**Lunes a Viernes:** El viaje de las 6:50AM ha sido descontinuado. El primer viaje saldrá de Cedar y Walnut a las 7:22AM; el primer viaje saldrá del Centro de Santa Cruz Metro a las 7:50AM. **Fines de Semana:** El Viaje de las 5:50PM ha sido descontinuado.

### Ruta 12 – UCSC / East Side Directo – DESCONTINUADO

**Servicio Alterno:** La Ruta 68 brinda servicio entre 41st Ave y el Centro de Santa Cruz Metro. Las Rutas 15 y 16 brindan servicio entre el Centro de Santa Cruz Metro y UCSC.

### Ruta 15 – UCSC vía Laurel West

**Lunes a Viernes:** Los viajes de las 6:40AM, 8:20PM y 8:50PM han sido descontinuados. El servicio se brinda por lo menos cada 30 minutos de las 7:37AM a 7:37PM; entre las 1:37PM y 5:07PM la frecuencia será de cada 15 minutos.

### Ruta 16 – UCSC vía Laurel East

**Lunes a Viernes:** Durante el periodo escolar, el servicio se ofrece con una frecuencia de cada 15 minutos de 6:37AM a 7:37PM, después cada 30 a 60 minutos hasta el último viaje a las 12:07AM. Cuando la universidad no esté en sesión, la frecuencia se reducirá a cada 30 minutos y el último viaje saldrá a las 10:07PM. **Fines de Semana:** El primer viaje, que con anterioridad salía a las 7:00AM, saldrá a las 8:10AM. La frecuencia del servicio será de cada 30 minutos.

### Ruta 19 – UCSC vía Lower Bay

**Lunes a Viernes:** Los viajes iniciarán cinco minutos antes, saliendo a los 25 ó 55 minutos pasados la hora. **Fines de Semana:** La frecuencia del servicio se redujo para salir cada 60 minutos.

### Ruta 20 – UCSC vía Westside

**Lunes a Viernes:** Los viajes que inician a las 6:15PM darán servicio al Centro Comercial Safeway/Almar vía Mission and Almar Ave. **Fines de Semana:** Los viajes de las 8:20AM, 9:20AM y 10:20AM han sido descontinuados. El primer viaje saldrá a las 11:20AM. Los viajes que inician a las 4:20PM darán servicio al Centro Comercial Safeway/Almar vía Mission and Almar Ave.

### Ruta 30 – Graham Hill / Scotts Valley – DESCONTINUADA

**Servicio Alterno:** Segmentos limitados de la Ruta 35 brindarán servicio alternativo.

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## Cambios al Servicio del Otoño: A partir del 8 de septiembre del 2016



### Ruta 35/35A – San Lorenzo Valley

**Lunes a Viernes:** La Ruta 35/35A ya no ofrecerá servicio regular más allá de Mountain Store y Country Club; el servicio a Bear Creek Rd también será discontinuado. Los viajes alternarán la salida entre Mountain Store and Country Club de 5:30AM a 10:30PM. La frecuencia del servicio será reducida para salir cada 90 minutos después de las 6:30PM. **Viajes Durante el Periodo Escolar (ST por sus siglas en inglés) Solamente:** Todos los viajes de "ST" matutinos serán discontinuados. Dos viajes "ST" partiendo de Felton Faire a las 2:20PM y 2:50PM continuarán dando servicio a Highway 9 hasta Sylvan Ave. Otro viaje "ST" partiendo de Felton Faire dará servicio a Big Basin Way hasta China Grade Rd. **Fines de Semana:** El servicio a Highway 9 y Sylvan Ave y Big Basin State Park será discontinuado. Los viajes alternarán su salida entre Mountain Store and Country Club de 8:30AM a 10:30PM. La frecuencia del servicio será reducida para salir cada 90 minutos después de la 7:30PM.

### Ruta 40 – Davenport / North Coast Beaches (Playas de la Costa Norte)

**Lunes a Viernes:** Los viajes de las 12:30PM y 3:25PM serán discontinuados; solamente seguirán operando los viajes de las 6:40AM y 8:10AM. Las paradas de la planta de cemento ya no tendrán servicio; los viajes darán vuelta en la escuela Pacific en Davenport. **Fines de Semana:** El servicio de fines de semana ha sido discontinuado, incluyendo el servicio a Waddell Creek. **Servicio Alternativo:** La Ruta 42 brindará servicio alternativo a Davenport.

### Ruta 41 – Bonny Doon

**Lunes a Viernes:** Los viajes de las 3:30PM y 5:30PM serán discontinuados; solamente seguirán operando los viajes de las 5:50AM y 8:00AM. **Fines de Semana:** El servicio de fines de semana ha sido discontinuado. **Servicio Alternativo:** La Ruta 42 brindará servicio alternativo a Bonny Doon.

### Ruta 42 – Davenport / Bonny Doon

**Lunes a Viernes:** Se agregaron los viajes de las 3:30PM y 5:30PM para reemplazar a los viajes vespertinos de las discontinuadas Rutas 40 y 41. **Fines de Semana:** Se agregó un viaje a las 8:30AM para reemplazar los viajes matutinos discontinuados de las Rutas 40 y 41. El viaje de las 6:00PM ha sido cambiado para partir a las 4:30PM.

### Ruta 54 – Capitola / Aptos / La Selva Beach – DESCONTINUADO

**Servicio Alternativo Entre Semana:** Segmentos limitados de la Ruta 55 a lo largo de Clubhouse Dr y Seascape Blvd/Via Pacifica brindará servicio alternativo. **Servicio Alternativo en Fines de Semana:** El servicio nuevo de fin de semana de la Ruta 55 ha sido agregado como alternativa para el servicio discontinuado de la Ruta 54.

### Ruta 55 – Rio Del Mar

**Lunes a Viernes:** La alineación de la ruta ha sido cambiada para dar servicio a segmentos perdidos debido a la discontinuación de las Rutas 54 y 56. En lugar de dar servicio a Monterey Ave y Park Ave, la Ruta 55 irá por Capitola Ave a Soquel Dr. Los viajes partirán cada hora de 8:30AM a 5:30PM. Los viajes de las 8:30AM, 1:30PM y 5:30PM se extenderán de Rio Del Mar Blvd y Clubhouse Dr a Via Pacifica por medio de Clubhouse Dr, Sumner Ave y Seascape Blvd. **Fines de Semana:** Se agregarán dos viajes de fin de semana de la Ruta 55 a las 8:30AM y 1:30PM, como alternativa para los viajes de fin de semana discontinuados de la Ruta 54.

### Ruta 56 – La Selva – DESCONTINUADO

**Servicio Alternativo:** Segmentos limitados de la Ruta 55 a lo largo de Clubhouse Dr y Seascape Blvd/Via Pacifica brindarán servicio alternativo.

### Ruta 66 – Live Oak vía 17th

**Lunes a Viernes:** Se ha agregado un viaje a las 10:00PM partiendo del Centro de Santa Cruz Metro y uno a las 10:40PM partiendo del Centro Comercial Capitola (reemplazando los viajes discontinuados de la Ruta 66N). **Fines de Semana:** El primer viaje partirá del Centro de Santa Cruz Metro a las 8:00AM, continuando cada hora hasta las 6:00PM. El primer viaje partirá del Centro Comercial Capitola a las 8:45AM, continuando cada hora hasta 7:45PM. Ha sido agregado un viaje que partirá a las 9:00PM del Centro de Santa Cruz Metro y un viaje que partirá a las 9:40PM del Centro Comercial Capitola (reemplazando los viajes discontinuados de la Ruta 66N).

### Ruta 66N – Live Oak vía 17th Nocturna – DESCONTINUADA

**Servicio Alternativo Entre Semana:** El servicio será reemplazado con un viaje de la Ruta 66 en un horario similar, con una ruta sobre Water St en lugar de Soquel Ave. **Servicio Alternativo Fines de Semana:** El servicio será reemplazado con un viaje de la Ruta 66 en un horario similar, con una ruta sobre Water St en lugar de Soquel Ave.

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## Cambios al Servicio del Otoño: A partir del 8 de septiembre del 2016



### Ruta 68 – Live Oak vía Broadway / Portola

**Lunes a Viernes:** La Ruta 68 pasará por Broadway entre Front St y Ocean St todo el año. El servicio a lo largo de San Lorenzo Blvd y Ocean Street ha sido eliminado. El primer viaje que partía a las 6:45AM del Centro de Santa Cruz Metro será discontinuado. Los últimos dos viajes partirán del Centro de Santa Cruz Metro a las 5:15PM y 6:15PM en vez de las 5:30PM y 6:30PM, para mantener consistentes las horas de partida durante todo el día. Las tres últimas corridas partirán del Centro Comercial Capitola a las 4:30PM, 5:30PM y 6:30PM en vez de las 4:35PM, 5:35PM y 6:40PM para mantener consistentes las horas de partida durante todo el día. **Fines de Semana:** La Ruta 68 pasará por Broadway entre Front St y Ocean St todo el año. El servicio de fines de semana será reducido; las corridas del Centro de Santa Cruz Metro partirán cada hora desde las 11:00AM hasta las 4:00PM, y las corridas desde el Centro Comercial Capitola partirán cada hora desde las 11:40AM hasta las 4:40PM. **Servicio Alterno Fines de Semana:** Segmentos limitados de la Ruta 66 brindarán servicio alterno.

### Ruta 69A/69W – Capitola Road / Cabrillo

**Lunes a Viernes:** Las corridas de la 69W después de las 6:00PM partirán cada 60 minutos en vez de cada 30 minutos, pero la última corrida del Centro de Transporte de Watsonville partirá a las 9:25PM, ofreciendo una opción más tarde que anteriormente. **Fines de Semana:** Las salidas del Centro de Santa Cruz Metro se alternarán entre las Rutas 69A y 69W de 8:30AM a 6:30PM, y de 8:00AM a 6:30PM del Centro de Transporte de Watsonville Center.

### Ruta 71 – Watsonville

**Lunes a Viernes:** El servicio que salga del Centro de Santa Cruz Metro se alternará entre Clifford y Crestview cada 30 minutos hasta las 8:45PM, las corridas restantes solamente prestarán servicio a Clifford. El servicio que salga del Centro de Transporte de Watsonville se alternará entre Clifford y Crestview cada 30 minutos hasta las 8:30PM, las corridas restantes solamente prestarán servicio a Clifford. Las corridas adicionales durante periodos pico han sido discontinuadas. **Fines de Semana:** El servicio que salga del Centro de Santa Cruz Metro se alternará entre Clifford y Crestview cada 60 minutos hasta las 8:45PM, las corridas restantes solamente prestarán servicio a Clifford. El servicio que salga del Centro de Transporte de Watsonville se alternará entre Clifford y Crestview cada 60 minutos. La corrida de las 9:30PM saliendo del Centro de Transporte de Watsonville ha sido discontinuado.

### Ruta 72 – Hospital / Pinto Lake (Lago Pinto)

**Lunes a Viernes:** El servicio a lo largo de Varni Rd y Corralitos Rd ha sido discontinuado. La alineación de la ruta ha sido cambiada al sur del Freedom Centre para servir segmentos perdidos debido a la discontinuación de la Ruta 74: La Oficina del Seguro Social y el Hospital Comunitario de Watsonville. La corrida de las 5:45AM ha sido discontinuada.

### Ruta 72W – Corralitos Fines de Semana

**Fines de Semana:** Se ha agregado nuevo servicio a la Ruta 72W cada 2 horas de las 9:25AM a las 5:25PM. La Ruta 72W seguirá la alineación anterior de la Ruta; prestando servicio a Varni Rd y Corralitos Rd.

### Ruta 74 – Watsonville Hospital / Freedom Centre – DESCONTINUADA

**Servicio Alterno:** Segmentos limitados de la Ruta 72 prestarán servicio a la Oficina del Seguro Social y al Hospital Comunitario de Watsonville. Segmentos limitados de la Ruta 74S darán servicio a Ohlone Pkwy y W Beach St. Segmentos limitados de la Ruta 75 darán servicio a Airport Blvd para ofrecer servicio alterno.

### Ruta 75 – Green Valley

**Diario:** Las corridas de las 5:15AM y 7:15PM han sido discontinuadas.

### Ruta 77 – Pájaro / Crestview – DESCONTINUADA

**Servicio Alterno:** Segmentos limitados de la Ruta 69A darán servicio a Lincoln St. Segmentos limitados de la Ruta 71 vía Crestview dará servicio a Freedom Blvd. Segmentos limitados de la Ruta 79 dará servicio a Pajaro para ofrecer servicio alterno.

### Ruta 79 – Pájaro / East Lake

**Lunes a Viernes:** La alineación de la ruta ha sido cambiada para dar servicio a Pájaro debido a la discontinuación de la Ruta 77. Se redujo la frecuencia del servicio con salidas desde las 7:25AM a 5:25PM. **Fines de Semana:** La alineación de la ruta ha sido cambiada para dar servicio a Pájaro debido a la discontinuación de la Ruta 77. Se redujo la frecuencia del servicio para realizar solamente tres corridas a las 8:00AM, 12:00PM y 3:00PM.

### Ruta 91X – Expreso de Pasajeros Regulares

**Lunes a Viernes:** Durante el Ciclo Escolar de Cabrillo, el servicio se presta a una frecuencia aproximada de cada 30 minutos, partiendo del Centro de Santa Cruz Metro desde las 6:55AM hasta las 5:25PM y saliendo del Centro de Transporte de Watsonville desde las 5:57AM hasta las 4:20PM. Durante las suspensiones en Cabrillo, la frecuencia se reduce a cada 60 minutos.

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# SERVICE CHANGE ALERT!

# ¡ALERTA! CAMBIO DE SERVICIO

## AUGUST 5TH · 5 DE AGOSTO

The New Fall Schedule is Available at [scmtd.com](http://scmtd.com)

*El Horario Para el Otoño Estará Disponible en [scmtd.com](http://scmtd.com)*

## SEPTEMBER 1ST · 1 DE SEPTIEMBRE

Fall Headways are Available on Buses and at Transit Centers.

*Headways del Otoño Estarán Disponibles en Todos los Autobuses y Centros de Tránsito.*

## SEPTEMBER 8TH · 8 DE SEPTIEMBRE

BUS SERVICE CHANGES TAKE EFFECT. NO CHANGES TO PARACRUZ.

*CAMBIO DE SERVICIO DE AUTOBÚS TOMARÁN EFECTO. NO HABRÁN CAMBIOS A PARACRUZ.*

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**DATE:** August 26, 2016  
**TO:** Board of Directors  
**FROM:** Barrow Emerson, Planning & Development Manager  
**SUBJECT: ACCEPT AND FILE SANTA CRUZ METRO SYSTEM RIDERSHIP REPORTS FOR THE FOURTH QUARTER OF FY16**

## **I. RECOMMENDED ACTION**

**This report is for informational purposes only. No action is required.**

## **II. SUMMARY**

- This report contains ridership summaries and ridership by route for Santa Cruz Metropolitan Transit District (METRO) fixed route bus service for the fourth quarter (Q4) of FY16 (April 1 – June 30, 2016).
- Quarterly ridership reports are provided to keep the Board of Directors apprised of METRO's ridership statistics and ridership trends.

## **III. DISCUSSION/BACKGROUND**

Attachment A shows system-wide ridership statistics for Q4 of FY16, while making comparisons with Q4 and Year-to-Date (YTD) totals for FY16 and FY15. This report also displays the use of Discounted Fares and Pass Usage by seniors and people with disabilities.

- Q4 and YTD system-wide ridership decreased 2.8% and 1.1%, respectively  
Reason(s) that Fixed-Route quarterly and YTD ridership decreased include:
  - Reduced on-time performance, primarily a result of increased congestion
  - Decreased Hwy 17 ridership
- Hwy 17 quarterly and YTD ridership decreased 16.8% and 11.2%, respectively.  
Reason(s) that Hwy 17 quarterly and YTD ridership decreased include:
  - Increased fares
  - Reduced on-time-performance, primarily a result of increased congestion
- Quarterly and YTD Discounted Fare and Pass totals increased 4.6% and 5.0%, respectively.  
Reason(s) that quarterly and YTD discounted fare and pass usage increased include:
  - Increased ridership by seniors and those with disabilities on our fixed route service
  - Greater utilization of passes system-wide

Attachment B shows UCSC ridership and revenue statistics for Q4 of FY16. The report makes comparisons between FY16 and FY15 Q4 and YTD UCSC ridership.

- UCSC ridership decreased 0.4% in Q4 of FY16, while YTD UCSC ridership increased 1.8%. UCSC quarterly revenue decreased 1.9%; YTD revenue increased 0.3%

Reason(s) that quarterly UCSC ridership and revenue decreased include:

- Increased usage of UCSC shuttle service for transportation on campus

Reason(s) that YTD UCSC ridership and revenue increased include:

- Increased UCSC enrollment in FY16
- Additional supplemental trips paid for by UCSC

Attachment C shows average ridership per trip for all weekday and weekend routes in Q4 of FY16. System-wide, there are 21 riders per trip on weekdays and 24 riders per trip on weekends.

- The weekday and weekend route with the highest ridership average is route 16.
  - This route serves UCSC via Laurel East.
  - During their school term UCSC pays for eight supplemental weekend 16ST trips to attempt to meet this high demand.
- The weekday route with the lowest ridership average is route 34.
  - This route serves South Felton during the SLVUSD school term.
- The weekend route with the lowest ridership average is route 79.
  - This route serves the East Lake area in Watsonville.

#### **IV. FINANCIAL CONSIDERATIONS/IMPACT**

Revenue derived from passenger fares and passes is reflected in the FY16 operating budget.

#### **V. ALTERNATIVES CONSIDERED**

There are no alternatives to consider.

#### **VI. ATTACHMENTS**

**Attachment A:** Quarterly Ridership Summary for FY16 Q4 (April 1 – June 30, 2016)

**Attachment B:** Quarterly UCSC Ridership and Discounted Fare Summary for FY16 Q4 (April 1 – June 30, 2016)

**Attachment C:** Quarterly Ridership by Route Report for FY16 Q4 (April 1 – June 30, 2016) Q4 (April 1 – June 30, 2016)

Prepared By: Cayla Hill, Administrative Specialist

**VII. APPROVALS:**

Barrow Emerson,  
Planning and Development Manager




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Approved as to form:  
Leslyn K. Syren, District Counsel



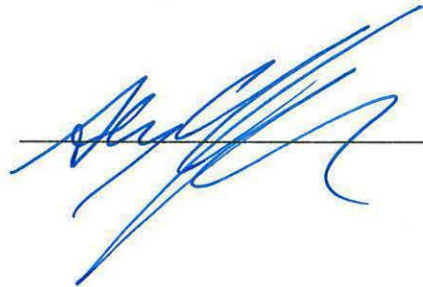
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Approved as to fiscal impact:  
Angela Aitken, Finance Manager



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Alex Clifford, CEO/General Manager



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# Quarterly Ridership Summary

FY16 Q4 (April 01, 2016 - June 30, 2016)

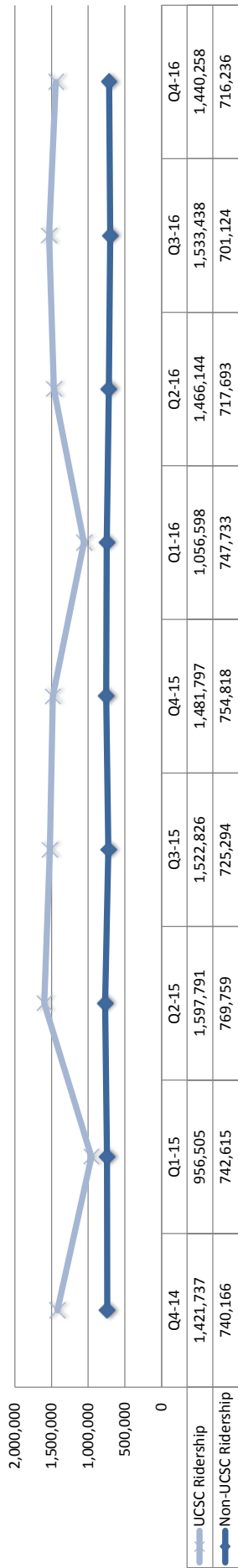
## Calendar Operating Days

	Calendar Operating Days		Discounted Fare and Pass Usage		
	This Year	Last Year	This Year	Last Year	% Change
Weekdays	65	65	66,856	58,399	14.5%
Saturdays	13	13	6,670	6,909	-3.5%
Sundays	13	13	128,104	127,466	0.5%
			<b>201,630</b>	<b>192,774</b>	<b>4.6%</b>
			<b>Year To Date Totals (Q1, Q2, Q3, Q4 )</b>		
			This Year	Last Year	Difference
			258,677	221,362	37,315
					% Change
					16.9%

## Quarterly System Totals

	Quarterly Totals (Q4)			Year to Date Totals (Q1, Q2, Q3, Q4)		
	This Year	Last Year	% Change	This Year	Last Year	% Change
Local Fixed Route	1,359,254	1,384,483	-1.8%	5,159,629	5,179,714	-0.4%
Highway 17 Express	81,004	97,314	-16.8%	336,809	379,205	-11.2%
<b>System Total</b>	<b>1,440,258</b>	<b>1,481,797</b>	<b>-2.8%</b>	<b>5,496,438</b>	<b>5,558,919</b>	<b>-1.1%</b>

## Quarterly Ridership - System Totals



\*Previous year statistics may have been updated since last year's ridership report was produced

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# UCSC Revenue and Ridership Summary

FY16 Q4 (April 01, 2016 - June 30, 2016)

## Calendar Operating Days

	This Year	Last Year
School Term Days	49	49
Weekdays	65	65
Weekend Days	26	26

## UCSC Quarterly Revenue (Q4)

Quarterly Totals (Q4)	This Year	Last Year	\$ Difference	% Change
Student Billing	\$952,134.29	\$973,699.04	-\$21,564.75	-2.2%
Staff Billing	\$50,851.47	\$52,374.96	-\$1,523.49	-2.9%
Route 165T	\$2,732.62	\$0.00	\$2,732.62	N/A
Route 20D	\$17,470.92	\$17,255.15	\$215.77	1.3%
<b>Total</b>	<b>\$1,023,189.30</b>	<b>\$1,043,329.15</b>	<b>-\$20,139.85</b>	<b>-1.9%</b>

## UCSC Quarterly Ridership Totals

Quarterly Totals (Q4)	This Year	Last Year*	Difference	% Change
Students	687,261	689,590	-2,329	-0.3%
Staff & Faculty	36,761	37,389	-628	-1.7%
<b>Total</b>	<b>724,022</b>	<b>726,979</b>	<b>-2,957</b>	<b>-0.4%</b>

## UCSC Annual Revenue

Year to Date Totals (Q1, Q2, Q3, Q4)	This Year	Last Year	\$ Difference	% Change
Student Billing	\$3,358,676.30	\$3,364,292.24	-\$5,615.94	-0.2%
Staff Billing	\$197,754.20	\$206,141.64	-\$8,387.44	-4.1%
Route 165T	\$9,953.75	\$0.00	\$9,953.75	N/A
Route 20D	\$58,141.21	\$44,994.23	\$13,146.98	29.2%
<b>Total</b>	<b>\$3,624,525.46</b>	<b>\$3,615,428.11</b>	<b>\$9,097.35</b>	<b>0.3%</b>

## UCSC Annual Ridership Totals

Year to Date Totals (Q1, Q2, Q3, Q4)	This Year	Last Year*	Difference	% Change
Students	2,469,649	2,417,993	51,656	2.1%
Staff & Faculty	144,003	148,440	-4,437	-3.0%
<b>Total</b>	<b>2,613,652</b>	<b>2,566,433</b>	<b>47,219</b>	<b>1.8%</b>

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## Quarterly Ridership by Route

## Attachment C

APRIL 1, 2016 - JUNE 30, 2016		Weekday	Weekend
Route	Corridor	Avg. Riders per Trip	Avg. Riders per Trip
3	Mission/Beach	13	10
4/4W	Harvey West/Emeline	15	6
8	Emeline	6	
10	UCSC via High St.	47	43
12	UCSC East Side District	34	
15	UCSC via Laurel West	35	
16	UCSC via Laurel East	49	64
16ST	UCSC via Laurel East Supp.		46
19	UCSC via Lower Bay	54	61
20	UCSC via West Side	55	55
20D	UCSC via West Side Supp.	45	
30	Graham Hill/Scotts Valley	6	
33	Lompico SLV/Felton Faire	7	
34	South Felton	0.3	
35/35A	Santa Cruz/Scotts Valley/SLV	18	17
40	Davenport/North Coast	22	
41	Bonny Doon	16	14
42	Davenport/Bonny Doon	10	13
54	Capitola/Aptos/La Selva Beach	8	5
55	Rio Del Mar	13	
56	La Selva Beach	8	
66/66N	Live Oak via 17th	16	12
68	Like Oak via Broadway/Portola	15	11
69A	Capitola Road/Watsonville	39	25
69W	Cap. Road/Cabrillo/Watsonville	21	25
71	Santa Cruz to Watsonville	29	26
72	Corralitos	11	
74	Ohlone Parkway/Rolling Hills	8	3
75	Green Valley Road	15	15
77	Civic Plaza / Pajaro	4	
79	East Lake	7	4
91X	Santa Cruz/Watsonville Express	16	
Hwy 17	Hwy 17 Express/AMTRAK	16	19
<b>System-wide Average Riders per Trip</b>		<b>21</b>	<b>24</b>

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