



**SANTA CRUZ METROPOLITAN TRANSIT DISTRICT (METRO)
BOARD OF DIRECTORS AGENDA MEETING MINUTES
MARCH 25, 2016 – 8:30 AM
SANTA CRUZ CITY CHAMBERS
809 CENTER STREET
SANTA CRUZ, CA 95060**

A regular meeting of the Board of Directors of the Santa Cruz Metropolitan Transit District (METRO) was convened on Friday, March 25, 2016 at the Santa Cruz City Chambers, 809 Center Street, Santa Cruz, CA.

The Board Meeting Agenda Packet can be found online at www.SCMTD.com and is available for inspection at Santa Cruz Metro's Administrative offices at 110 Vernon Street, Santa Cruz, California.

This document has been created with accessibility in mind. With the exception certain 3rd 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@scmttd.com

SECTION I: OPEN SESSION

1 CALL TO ORDER at 8:30AM by Chair Rotkin.

2 ROLL CALL: The following Directors were present, representing quorum:

Director Ed Bottorff	City of Capitola
Director Karina Cervantez	City of Watsonville
Director Cynthia Chase	City of Santa Cruz
Director Jimmy Dutra, Vice Chair	City of Watsonville
Director Zach Friend	County of Santa Cruz
Director Norm Hagen	County of Santa Cruz
Director Don Lane	City of Santa Cruz
Director John Leopold	County of Santa Cruz
Director Bruce McPherson	County of Santa Cruz
Director Mike Rotkin, Chair	County of Santa Cruz
Ex-Officio Director Donna Blitzer	UC Santa Cruz

The following Director was absent:
Director Dene Bustichi

City of Scotts Valley

STAFF PRESENT:

Alex Clifford
Julie Sherman

METRO CEO/General Manager
METRO Special Counsel

METRO EMPLOYEES AND MEMBERS OF THE PUBLIC WHO VOLUNTARILY INDICATED THEY WERE PRESENT (IN ALPHABETICAL ORDER) WERE:

Daniel De Momer, my brother,
students & Aptos Res ___ C ___
Larry dePage, bus rider
Cele Grover, bus rider
Ofelia Gomez, the Consultant
Carl Hiller, CC
Michelle Hollingshead, CC

Debbie Kinslow, METRO
Elizabeth M., bus rider
Robyn Slater, METRO
Clayton White, bus rider
Elizabeth A. Woody, #8 rider
Lupe M. _____, #91X rider

SECTION I: OPEN SESSION

3 ANNOUNCEMENTS

Chair Rotkin welcomed Julie Sherman, Esq. Senior Counsel with Hanson Bridgett. Ms. Sherman filled in for Leslyn Syren, METRO's General Counsel.

Chair Rotkin announced the following:

Spanish language interpretation will be available during "Oral Communications" and for any other agenda item for which these services are needed. – Carlos Landaverry

Today's meeting is being broadcast by Community Television of Santa Cruz County and today's technician is Renee Sheets

We will open the public hearing at 9:00AM or as soon thereafter as thereafter the matter can be heard regarding consideration of proposed modifications to METRO's Title VI program regulation and system-wide service standards.

The following information has been distributed to the Board Members:

- Updated org chart
- Updated COA Talking Points & FAQs
- Historic and in process Photos of the new Judy K Souza Operations Facility

4 BOARD OF DIRECTORS COMMENTS

Director Dutra thanked Director Bottorff and Mr. Eduardo Montesino for their support with the Cabrillo Student ballot initiative.

5 COMMUNICATIONS TO THE BOARD OF DIRECTORS

In response to requests for public comment:

Elyse, member of the public, expressed her concerns regarding changes in public service and the wealth distribution in the US.

Board Chair Rotkin noted that any decisions regarding changes in service will be made by the Board, after careful evaluation of any suggestions provided by the CEO and METRO staff.

6 WRITTEN COMMUNICATIONS FROM MAC (if applicable)

Having none, the meeting proceeded to the next agenda item.

7 LABOR ORGANIZATION COMMUNICATIONS

Eduardo Montesino, UTU representative, distributed two handouts (see attached) to the Board Members regarding past and present five year program plans. He asked that the Board give careful consideration to funding capital projects versus reserves.

8 ADDITIONAL DOCUMENTATION TO SUPPORT EXISTING AGENDA ITEMS

Chair Rotkin announced the following items were distributed to Board Members and are available at the back of the room for public viewing:

- Item 5.3: 3/24/16 letter from Oscar Arroyo, La Selva Beach After-School Program & Summer Camp Letter – Letter received 3/24/16 (after issuance of board packet)
- Item 12: (Consideration of a \$17,000 Separation Incentive Upon Departure from Santa Cruz METRO) Additional Attachment A which represents a deviation of the timeline. METRO is asking the Board to approve the agenda item as written with the modification noted in Attachment A
- News Clips: Media articles of interest

CONSENT AGENDA

9-01 ACCEPT AND FILE: RECOMMENDED ACTION ON TORT CLAIMS

9-02 ACCEPT AND FILE: PRELIMINARY CHECK JOURNAL DETAIL FOR THE MONTH OF FEBRUARY 2016

9-03 ACCEPT AND FILE: MINUTES OF THE SANTA CRUZ METRO BOARD OF DIRECTORS REGULAR MEETING OF FEBRUARY 26, 2016

9-04 ACCEPT AND FILE: MINUTES FOR THE METRO ADVISORY COMMITTEE (MAC) MEETING OF JANUARY 20, 2016

9-05 ACCEPT AND FILE: MONTHLY UPDATE OF METROBASE CHANGE ORDERS

9-06 APPROVAL REQUESTED: CONSIDERATION OF ISSUING A FORMAL INVITATION FOR BIDS FOR RESEALING AND RESTRIPIING OF PARKING LOTS AT SANTA CRUZ METRO FACILITIES

9-07 APPROVAL REQUESTED: CONSIDERATION OF ISSUING A FORMAL INVITATION FOR BIDS FOR PAINTING THE EXTERIOR OF WATSONVILLE TRANSIT CENTER

9-08 APPROVAL REQUESTED: CONSIDERATION OF ISSUING A FORMAL INVITATION FOR BIDS FOR ROOF SECTION REPAIR AT PACIFIC STATION

9-09 ACCEPT AND FILE: THE YEAR TO DATE MONTHLY FINANCIAL REPORT AS OF NOVEMBER 30, 2015

9-10 APPROVAL REQUESTED: APPROVAL OF FY17 AND FY18 PRELIMINARY OPERATING BUDGETS AND FY17 CAPITAL BUDGET FOR REVIEW AND TDA/STA CLAIMS PURPOSES

9-11 APPROVAL REQUESTED: CONSIDERATION OF RESOLUTION APPROVING THE FY16 REVISED CAPITAL BUDGET

9-12 INFORMATION ONLY: ORAL UPDATE REGARDING THE JUDY K. SOUZA OPERATIONS FACILITY

ACTION: MOTION TO ACCEPT THE CONSENT AGENDA AS PRESENTED

MOTION: DIRECTOR LEOPOLD

SECOND: DIRECTOR LANE

MOTION PASSED WITH 10 AYES (Directors Bottorff, Cervantez, Chase, Dutra, Friend, Hagen, Lane, Leopold, McPherson and Rotkin.) Director Bustichi was absent.

REGULAR AGENDA

10 PRESENTATION OF EMPLOYEE LONGEVITY AWARDS FOR GEORGE CAWALING, JASON LOGIUDICE, RODNEY VAN DINE AND CHRISTOPHER WALSH

Chair Rotkin read the names, positions and tenure of the employees being recognized, while Vice Chair Dutra distributed the awards.

George Cawaling, Receiving Parts Clerk, 30 years of service with METRO: Mr. Cawaling expressed his appreciation and thanked the Board.

Jason LoGuidice, Lead Mechanic, 15 years of service with METRO: Mr. LoGuidice thanked the Assembly and said he is looking forward to another 15 years with METRO.

Rodney VanDine, Bus Operator, 10 years of service with METRO: Thanked the Board for the recognition and said it's a pleasure to serve his own community.

Christopher Walsh, Bus Operator, 10 years of service with METRO: thanked the Board and the District personnel for the recognition.

Chair Rotkin thanked the gentlemen for the service they each provide to the community.

11 PUBLIC HEARING OPENED AT 8:50AM TO CONSIDER THE PROPOSED MODIFICATIONS TO METRO'S TITLE VI PROGRAM REGULATION AND SYSTEM-WIDE SERVICE STANDARDS

Ms. Sherman thanked the Board Members for their warm welcome. She explained that every FTA grantee is required to have service standards and a service policy in place. METRO last updated their program in 2012. The proposed modifications are very minor; e.g., updated employee titles, board meeting frequency and a minor update to the complaint procedure. The program has been run very well, receiving no complaints in the last three years. Title VI considerations will be part of the proposed service modifications.

Chair Rotkin added that Title VI sets standards to ensure disadvantaged communities are not adversely affected. He opened the floor to public comment.

Several members of the public stated they would save their comments for the agenda item related to potential service modifications.

The public hearing was closed at 9:00AM.

ACTION: MOTION TO ACCEPT THE PROPOSED MODIFICATIONS TO METRO'S TITLE VI PROGRAM REGULATION AND SYSTEM-WIDE SERVICE STANDARDS AS PRESENTED

MOTION: DIRECTOR DUTRA

SECOND: DIRECTOR HAGEN

MOTION PASSED WITH 10 AYES (Directors Bottorff, Cervantez, Chase, Dutra, Friend, Hagen, Lane, Leopold, McPherson and Rotkin.) Director Bustichi was absent.

12 APPROVAL REQUESTED: CONSIDERATION OF A \$17,000 SEPARATION INCENTIVE UPON DEPARTURE FROM SANTA CRUZ METRO

CEO Clifford explained that METRO, in an attempt to reduce layoffs, is proposing offering a separation incentive to employees who voluntarily resign. Mr. Montesino approached METRO with concerns regarding the timeline outlined in the board packet distributed on March 21st. As a result, we are asking the Board to approve the original staff report with the inclusion of Attachment A which extends the timeline for implementation of the proposed separation incentive.

Public comments:

Frank Sant related his experience with the USPS where his final separation pay amount was lower than anticipated after taxes were deducted.

Dana Bagshaw, METRO supporter, asked if the incentive was open to all positions or drivers only.

Chair Rotkin responded that the program would be available to all METRO employees.

ACTION: MOTION TO APPROVE THE \$17,000 SEPARATION INCENTIVE UPON DEPARTURE FROM SANTA CRUZ METRO WITH THE INCLUSION OF ATTACHMENT A AS PRESENTED.

MOTION: DIRECTOR LANE

SECOND: DIRECTOR BOTTORFF

MOTION PASSED WITH 10 AYES (Directors Bottorff, Cervantez, Chase, Dutra, Friend, Hagen, Lane, Leopold, McPherson and Rotkin.) Director Bustichi was absent.

13 ACCEPT AND FILE: UPDATE ON THE COMPREHENSIVE OPERATIONAL ANALYSIS

Mr. Barrow, CEO Clifford and Chair Rotkin emphasized an initial proposal is being presented today and will differ from the final proposal to be presented in June 2016. This is an extensive process with multiple opportunities for public input. No decisions are being made by the Board today. This effort is being undertaken to resolve METRO's \$6.5M structural deficit. As of today, we are still over \$1M short of our financial target; we are continuing to identify more savings opportunities to resolve the structural deficit.

The assembly was directed to www.SCMetroForward.com for up to date information and as a venue to provide input.

Barrow Emerson, Planning and Development Manager, introduced Kristina Svensk and William Chow of Transportation Management and Design, Inc. (TMD). Mr. Chow reiterated this is an initial draft of service modifications. He referred attendees to Attachment A for detailed explanations of the proposed cuts by route with proposed change, reason, hours and potential ridership loss. Attachment B contains four maps of Santa Cruz County.

Director Leopold encouraged TMD to keep the County Clinic on Freedom Boulevard in mind when considering changes.

Chair Rotkin noted that the COA Ad Hoc Committee recommended that no further cuts be made to ParaCruz. And, the proposal makes no assumptions regarding the outcome of a potential ballot measure in November.

Mr. Emerson thanked TMD for their efforts and presentation. He noted the initial proposal is to cut 25% of the 225,000 hours of service/3.8M miles of service or 25,000 hours/1M miles of service. There are currently 160 Operators in place. Industry standards recommend 120.

This initial proposal provides for \$5.5M in savings. Another proposal will be presented in April to bridge the \$1M gap by identifying other reductions and alternatives such as: working with UCSC, Highway 17 partners, Unions, etc. Dates for the decision making process are as follows:

- 3/25/16 Present initial service reduction proposal to Board
- 4/22/16 Present revised service reduction proposal to Board & Open 30-day Public Comment Period
- 5/26/16 Present final service reduction proposal, which incorporates public comment to date, to Board with an evening public hearing in Watsonville
- 5/27/16 Continue public hearing and presentation of final service reduction proposal to Board in Santa Cruz & Close Public Comment Period
- 6/24/16 Board adopts reduced service network, taking into consideration all public input received, with annual budget
- 9/8/16 Reduced service network begins

Mr. Emerson noted that all public input will be documented in its entirety; e.g., Court reporters, translators, etc. will be present at public hearings.

Cabrillo College Student Senate approved adding a ballot measure self-assessing students. This benefits METRO, the students and addresses environmental issues in the County.

See www.SCMetroForward.com to submit comments, etc.

Director Lane noted that the presentation did not address why METRO is cutting so much. He requested CEO Clifford reiterate for the benefit of those in attendance.

CEO Clifford referred to the COA document available at the back of the room. Any interested party may obtain a copy by contacting METRO's Administrative office whereupon the document will be emailed or mailed via USPS to them. The basic problem is that METRO's recurring revenues do not match recurring expenses. Due to a number of factors over the past few years (2008 economic downturn, lower than anticipated sales tax revenue, etc.), we have balanced the budget with reserve, STA and STIC funds. The reserves are now running out and we do not have them to backfill the budget.

Director McPherson added METRO was surprised by the State's abrupt announcement that we would be receiving \$1.1M less than anticipated due to lower gas tax dollars and changes in the program.

Chair Rotkin opened the floor to public comment:

Brian Peoples, TrainNow.org, disagrees with RTC's rail plan and has registered as opposing the upcoming tax measure. However, he does support continuing METRO service.

Eli Chance, Santa Cruz County Health Service Agency advocate for clients, requested consideration for essential service to health services such as Route 77 in Watsonville and Routes 4 and 35.

Director Leopold asked Ms. Chance to expand on her comments. Ms. Chance responded that Route 35 would be used for more potential service and any changes to Route 77 could impact access for seniors to the health clinic.

Eduardo Montesino, UTU representative, asked management and the Board to consider implementing furloughs. Would like to see facts and figures. There is a potential impact to 40 drivers and 3 mechanics.

Holly Fors____, Rio Del Mar to UCSC commuter: Traffic is a daily issue for her and has caused her to change her patterns; e.g., shopping and dining in Watsonville rather than 41st Avenue. She would love to see increased bus service as a means to reduce traffic congestion.

Leilani Salinas, south county resident and daily rider of the 91X and 69A to UCSC: Changes would add 1.5 hours to her commute. She asked how do you determine who is a student and who is a staffer at UCSC. She asked the Board to re-examine travel time for route 71 and METRO's administrative staff budget.

Chair Rotkin responded that METRO's staff ratio is comparatively lower than peer agencies and reminded the Assembly that the budget is an open document, available for public review.

Clayton White, resident whose only mode of transportation is via bus: Acknowledges the major cuts but realizes that people need to be able to get to their jobs.

Michelle Hollington, coffee maker at ____ Connection: The bus is her life blood and she would like to see more done for the disabled.

Cole Hiller, rider of local and Highway 17 buses: He would be unable to get around if the cuts happen.

Pat Mahoe, lifetime county resident: Understands METRO has no money. Increased taxes affect those who need it the most. Suggested we hire a consultant to access available wealth in the community for the poor.

James Baron, Cypress student, speaking on behalf of SLV High School students who were unable to attend expressed concern regarding service changes impacting school tardiness.

Chair Rotkin responded that METRO is taking into consideration school bell times if and when schedule changes are suggested.

Victor Chago, Pajaro Valley resident: expressed concern regarding Board "make-up". Only two are from South County.

Chair Rotkin responded that the Board "make-up" is representative of the entire county.

Roxanne VandeVeer, born and raised in Santa Cruz County: Route 91 provided access to education/Cabrillo where she received her AA and transferred to UCLA. She asked the Board to keep in mind that Cabrillo is a big part of the community. As it is now,

routes to Cabrillo are often overcrowded during finals week and students have to wait for the next bus.

Unnamed woman, Watsonville to Santa Cruz commuter: Cutting services will affect many and make it more difficult. It currently takes her two hours to get to work on time. When she was taking the bus to San Jose State, passengers often had to wait for next bus.

Mrs. Gomez, retiree, COD and senior citizen representative: Takes the 69A and 74 for medical care as do many others who can't afford to pay ParaCruz rates.

Steve Allen, UCSC worker, intentionally moved to Live Oak 20 years ago so he could take the bus to work (routes 66, 71 and 10). Approximately 50% of his co-workers ride the bus to work. The proposed cuts would not allow him to get to work. He suggested that UCSC survey their employees regarding potential impacts.

Don Henning, bus rider since 1999, does not own a car: Routes 35, 91X, 71, 68 and 4 will impact him as he returned as a full time student recently.

Maurice Chevalier, Cabrillo student: Yesterday's ballot measure seemed to be the result of a decision made by two people: one student and Mr. Emerson. There was no research behind the impact to students. This was not an effective method. Buses are completely full of Cabrillo students.

Chair Rotkin referenced the UCSC system wherein all students pay a fee. This money subsidizes all routes. Cabrillo's fee would be similar and would allow students to ride anywhere in the system by showing their ID card. Students would have some say in the routes/system cuts.

Vice Chair Dutra added that UCSC is at the table now and we want to bring Cabrillo to the table. Yesterday's Cabrillo action was to allow the students to "giving them the right to vote".

Christopher Michael, student: UCSC gets 10 buses per hour; Cabrillo gets half that. Charging \$20 would be okay. Changing route 35 to accommodate route 4 wouldn't work; 4 is its own route. Route 91 is a fast, convenient route for students; don't discontinue it. Would like to see a discount for route 71; it's the same amount of time and distance as the Highway 17 route.

Director McPherson asked what the cost of the UCSC fee is.

Mr. Emerson answered UCSC students pay approximately \$120 per quarter. We are proposing Cabrillo's fee at \$40 per semester.

Director Leopold added that UCSC parking costs approximately \$700 per year versus \$40 at Cabrillo. Additionally, state law prohibits raising the parking fee at Cabrillo.

Lupe, present on behalf of Paracruz: Increased ParaCruz fees were proposed in September. She paid \$16 today to get back to Cabrillo versus \$4 via Fixed Route. With the new fee, all students will have to pay \$40 whether driving or parking. Consider impact on route 77 to Pajaro and health services on Freedom Blvd.

Amy Peeler, Chief of Clinic Services at County of Santa Cruz Health Services Agency: Asked that the board consider ridership and social equity. The ACA has increased access to medical care. Use of county-wide health service agencies could increase.

Christine Bakanoff, the September cuts continue to affect her. Please reinstate route 72 and ParaCruz so she can attend church services.

Tod Kennedy, Bike Santa Cruz County youth coordinator, present on his own behalf: Rode METRO as a child, moved to Bonny Doon in 1994 and took bus to Santa Cruz in the morning. Many young people use the bus to get to school. Many at-risk students would be adversely affected by the proposed cuts. Asked the board to consider historically under-resourced communities and first time Cabrillo students. He thinks of the bus as a "limousine full of friends he hasn't met yet".

Dennis Atwell, Cabrillo instructor: METRO should be considered vital community service for funding. He recommended the board think outside the box and consider a mix of transportation options; e.g., smaller shuttle buses. Are buses underutilized during the day?

Female UCSC student: Takes the 35 or 4 to get to the Emeline medical complex. Heard about the possible changes from a driver. UCSC is increasing the number of freshmen admitted; changing the 35 and 4 doesn't seem logical. Requested ease of access to information.

Ernestina Saldana, resident of Brommer, Portola, 30th Avenue area, rider of 66 and 68. Hopes to see Board meet with the disabled community. Proposed changes to Live Oak service could impact low income residents.

Felipa Leon, Watsonville resident: Rides all Watsonville routes. Asked Directors Hagen, Dutra and Cervantez to help save the buses in Watsonville. 72, 74 and 69A are important.

Frank Sant, takes 35 and Highway 17 buses: Would like to see early morning and late 35 routes. Elderly people need a bus system; referenced a recent article in the Santa Cruz Sentinel.

Jane Gallagher, Seacliff resident, neighbor of Director Friend. Is a public transit supporter of routes 55, 54, 71, 69W, 35 and 56. Her employer accommodates the bus schedule. Recommended adding a few more minutes to the 71 and 69 connection times and a 5:30P route 54 option for workers. Also, consider basic, easier to clean seats as a cost saving measure.

Michael, new 71 and 91X rider: Requested that the cuts be matched with efficiencies. Please increase the number of bicycle racks.

Chair Rotkin responded that there is no legal way to get more than three bicycle racks per bus.

Dan deMottter, Aptos resident, representing his disabled brother and Cypress School: Asked if some routes can be combined or use two buses in opposite directions.

Chair Rotkin responded that there is standing room only on the UCSC buses.

Gary Peterson, Live Oak Resident: Doesn't understand how hiring consultants to collect data and cutting costs go hand in hand.

Elise Casby, 4, 16, 19, 15 and 71 rider: A public bus company is more than a financial equation; people count on it for transportation. We need more riders.

Adain Warrant, Cabrillo student, Watsonville resident, 77 and 71 rider: Experiences high ridership on 71. Doesn't want to be stranded when the bike racks are full; cutting the buses will increase the anger of riders on Freedom Blvd. Works in Bonny Doon.

Julie Butterfield, Cabrillo worker: Praised bus operators. Wants to see less cars on the road. 91X, 66 and 68 are full. Weekend service is important.

Chair Rotkin thanked everyone for their comments.

Director Friend complimented the public on their respectful, helpful input. The Board recognizes the impact of these decisions. He wants to ensure that service connectivity and overall service is maintained for those who need it; e.g., 77 to the health clinics in the Freedom corridor. Other options such as vans or smaller buses will also be investigated.

Director Chase: There are many more opportunities scheduled for input in both Spanish and English throughout the community representing an invitation allowing the public to tell the Board how these potential changes will impact you, the public.

Director Leopold noted that the Board members represent and consider the entire community to minimize any service impact. Monies spent on facilities are not taken from Operating funds. Cabrillo and UCSC have interesting dynamics: UCSC discourages cars on campus and 75% of their students and staff live on the West Side. Cabrillo's parking fee is limited by state law.

Director Bottorff departed at 11:30AM

Director Dutra thanked the public for the respectful conversation. Does not want to take away access to education; will re-examine the 91X as many students have no other way to get to Cabrillo. The Student Senate vote was 8-4. Reminded the assembly that we still need to locate an additional \$1.1M.

Director Lane noted Board Members continue to lobby for restored state and federal funding. He invited all attendees to support the ballot measure the RTC is planning to put forward in November with a portion allocated to transportation. METRO is also in discussion with UCSC regarding additional contributions.

Director Cervantez relayed her experiences with the 91X and 69W. The reality is it takes 45-60 minutes, not the 30 minutes scheduled, during peak hours. This adds to the burden on 71. 69A is a critical route for health services.

Director McPherson said the Board is aware of health and safety aspects and wants to retain as much service as possible. He cited a case for buses in his district where buses are safer than biking or walking along extended portions of Highway 9. Cabrillo is an example of a multi-faceted approach to improve transportation services in Santa Cruz County.

Director Hagen expressed concerns over duplicate route service; e.g., 77, 72, 74, and 79. He wants to ensure that all of Watsonville continues to be served.

Chair Rotkin summarized that METRO staff will continue to collect public input, work with the consultants and locate money-saving efficiencies.

Director Lane departed at 11:50AM.

ACTION: MOTION TO: A) ACCEPT THE COA UPDATE AND PUBLIC COMMENTS AS PRESENTED; B) DIRECT STAFF TO HOLD PARACRUZ HARMLESS FROM ANY FIXED ROUTE SYSTEM CHANGES AS RECOMMENDED BY THE COA AD HOC COMMITTEE; and, C) MAKE NO ASSUMPTIONS ABOUT THE SUCCESS OR OTHERWISE OF THE UPCOMING SALES TAX MEASURE OR CABRILLO STUDENT SENATE VOTE

MOTION: DIRECTOR McPHERSON

SECOND: CHAIR ROTKIN

MOTION PASSED WITH 8 AYES (Directors Cervantez, Chase, Dutra, Friend, Hagen, Leopold, McPherson and Rotkin.) Directors Bottorff, Bustichi and Lane were absent.

14 APPROVAL REQUESTED: CONSIDERATION OF A RESOLUTION TO ESTABLISH THE REVISED BOARD OF DIRECTORS MEETING SCHEDULE & LOCATIONS FOR THE CALENDAR YEAR 2016

[Alex Clifford, CEO/General Manager](#)

ACTION: MOTION TO ACCEPT THE RESOLUTION TO ESTABLISH THE REVISED BOARD OF DIRECTORS MEETING SCHEDULE & LOCATIONS FOR THE CALENDAR YEAR 2016 AS PRESENTED

MOTION: DIRECTOR LEOPOLD

SECOND: DIRECTOR HAGEN

MOTION PASSED WITH 8 AYES (Directors Cervantez, Chase, Dutra, Friend, Hagen, Leopold, McPherson and Rotkin.) Directors Bottorff, Bustichi and Lane were absent.

15 CEO TO GIVE ORAL REPORT

Alex Clifford, CEO/General Manager, spoke regarding the recent CTA Executive Committee meeting and outcome. In an attempt to restore the \$1.1M METRO recently lost, the Executive Committee convinced the CTA Board to advocate in favor of legislation and create a vetting process for STA proposed changes. There are a number of agencies across the State onboard with this proposal. Josh Shaw is looking for a sponsor. Mr. Clifford will keep the Board informed.

16 ORAL ANNOUNCEMENT OF NEXT MEETING: FRIDAY, APRIL 22, 2016 AT 8:30 AM, WATSONVILLE CITY COUNCIL CHAMBERS, 275 MAIN STREET, WATSONVILLE

17 ADJOURNMENT

Chair Rotkin announced the next meeting as above.

Meeting adjourned at 11:55AM by Chair Rotkin.

Respectfully submitted,

Gina Pye
Executive Assistant

Bus Transportation 2016

Five Year Public Transit Disincentive Program for the Santa Cruz Metropolitan Transit District

- STIC(small transit intensive cities) funding transfer more than \$1,000,000 out of operations budget to Capital reserves
- Fuel Tax Credit more than \$600,000 transfer to Capital reserves
- STA(State Transportation Assistance) program transfer more than \$300,000 to Capital reserves

It's a Five year face out of using these sources of funding for bus service to community (**disvaluing passengers**)

Five Year Public Transit Disincentive Program

- Cutting bus service more than 30% in September 2016
 - Cut 91X express bus
 - Cut some Aptos service
 - Cut some Boulder Creek service
 - Cut routes in Watsonville
 - Cut route frequency in UCSC
 - Cut service in Live Oak and Capitola
 - Cut bus stops
- Cut 40 driver positions and 3 Mechanic positions
- Sale Space where Santa Cruz Metro Center currently is located on Pacific Ave.
- Move away from servicing Rural routes and only service corridors like Soquel Dr.
- Hiring more Administration Staff (Planning, IT)

What's to come next year and following years under this plan?

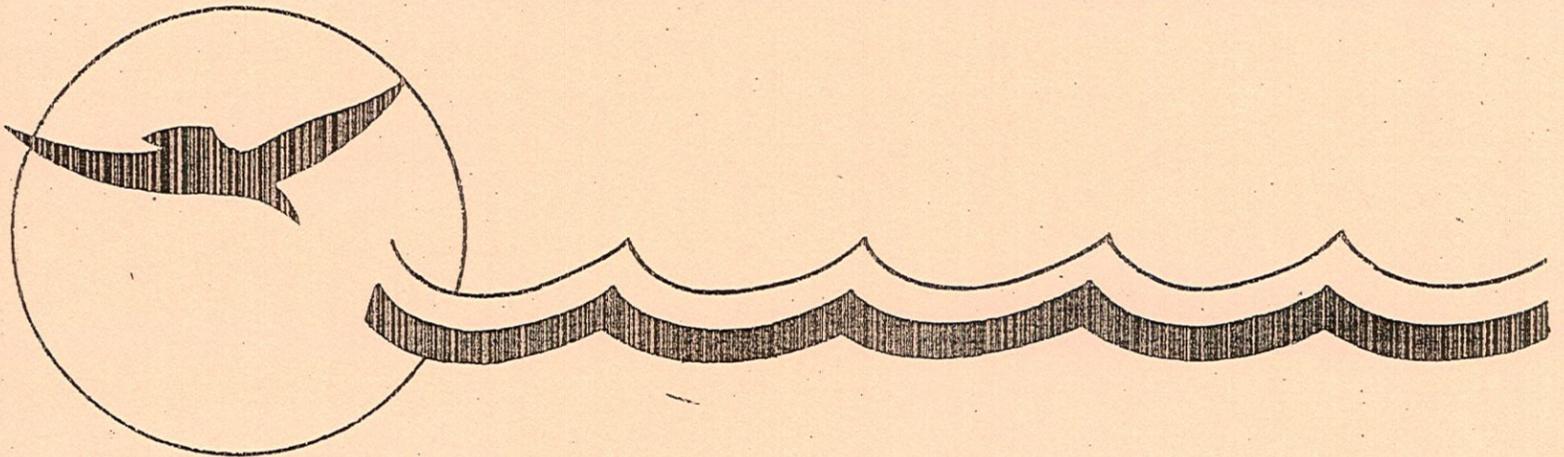
- More bus service cuts
- Increase fares
- Cutting wages to employees
- Contracting out bus service

It's all about priorities do Board of Directors value bus service or keeping money in reserves.

TRANSPORTATION...

**WE'VE DONE IT BETTER
SINCE 1970**

**AND THIS MAY ONLY BE
THE BEGINNING**



**Five Year Public Transit
Improvement Program
for the
SANTA CRUZ METROPOLITAN
TRANSIT DISTRICT**



WHAT IS THE TRANSIT DISTRICT?

The Santa Cruz Metropolitan Transit District was formed in 1968 to provide public transportation in the Santa Cruz, Capitola and Live Oak areas. Since that time the District boundaries have been expanded to include Aptos, Rio Del Mar, La Selva Beach, Freedom, Watsonville, Scotts Valley, the San Lorenzo Valley, and Corralitos.

The Transit District is governed by an appointed Board of Directors. Five Directors are appointed by the County Board of Supervisors; three are appointed by the City Council of Santa Cruz; and one Director is appointed from each of the cities of Capitola, Scotts Valley, and Watsonville. The Directors are appointed for four year terms.

Board meetings are held on the third Friday of every month at the Santa Cruz City Hall Council Chambers, at 8:30 a.m. The public is welcome to attend.

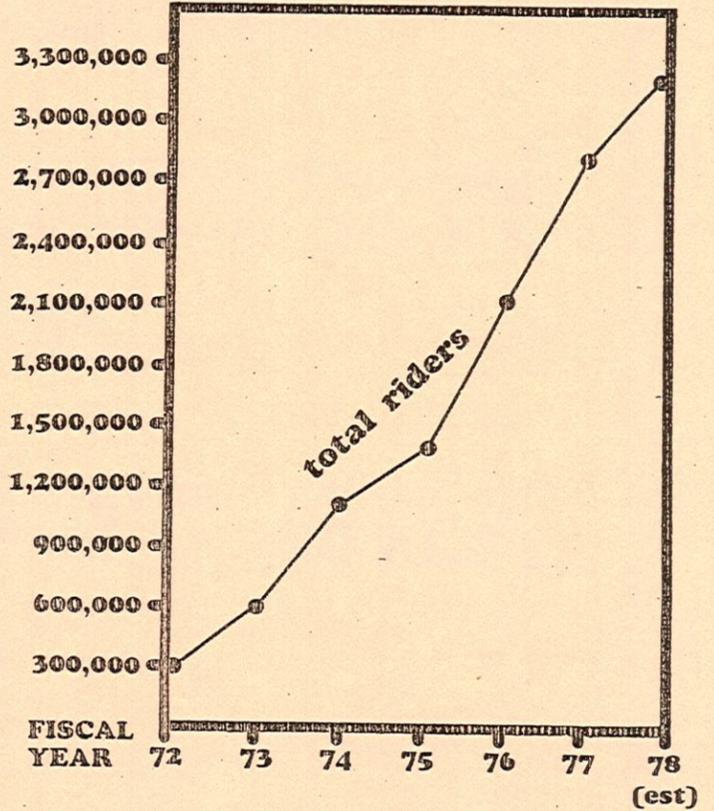


TRANSIT DISTRICT INCREASES SERVICE BY 600% SINCE 1970

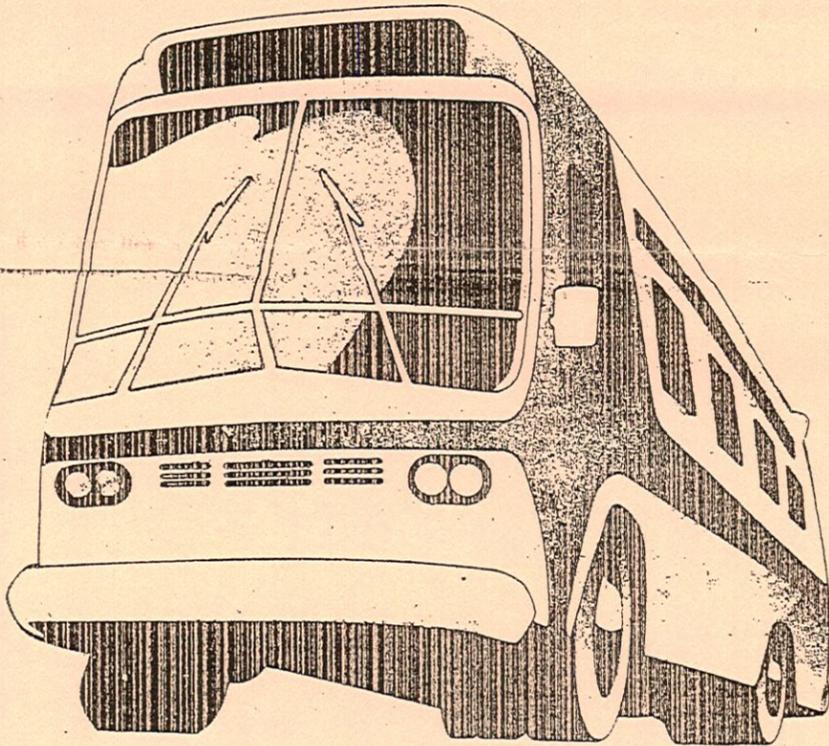
- Expanded service from six old-model buses to 41 modern new buses
- Began bus service to Watsonville, Freedom, Aptos, Scotts Valley, San Lorenzo Valley, and Corralitos, previously unserved by public transit
- Substantially expanded bus service in Santa Cruz, Live Oak, and Capitola
- Provided more frequent and improved service in all areas of the County
- Initiated ten night routes to serve all areas of the County
- Initiated local express service
- Placed signs at all bus stops, installed several hundred bus benches, and installed 30 bus shelters
- Opened transit information booth in downtown Santa Cruz Transit Center
- Created all-day pass for bus riders and developed other passenger incentives
- Began integration of school and transit service
- Initiated transit discount program so that elderly and handicapped persons may ride for reduced fares
- Increased daily riders from 500 to 17,000 per day (including transfers)

These public services were added using all available local, state, and federal funding for public transit. Additional new revenue will be required to fund future expansion of the bus system.

ANNUAL REVENUE PASSENGERS 1972 to 1978



Transit ridership has dramatically risen since the Transit District began operating in 1970. Ridership has increased tenfold, from 300,000 in 1972 to over 3 million riders per year.



1978-79 PLANNED PROGRAMS

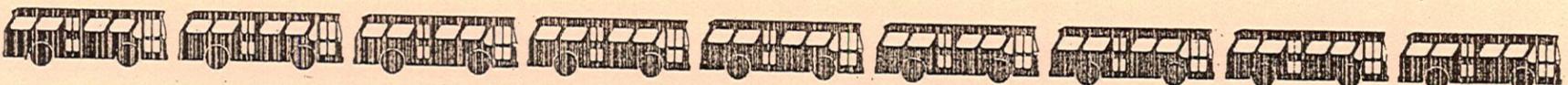
(Assuming passage of the Transit District's 1/2¢ sales tax, Measure G, and federal funding is obtained for bus purchase.)

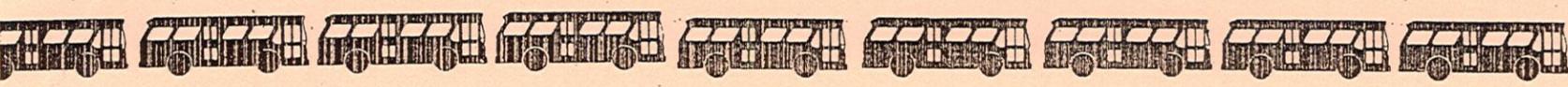
- Continuation of existing services
- Express bus service
- 15 to 30 minute service in most areas
- Evening service
- Bus routes to rural areas
- Purchase of 22 new buses, with passenger lifts
- Bus shelter construction
- Bus stop improvements
- Reduction of bus step height to make boarding easier for elderly and handicapped passengers
- Purchase of land for park-and-ride lots
- Design of new Santa Cruz Transit Center
- Continued coordination with other agencies to better serve the handicapped

FIVE YEAR IMPROVEMENT PROGRAM

These programs have been planned to start during the five-year period ending in 1983, provided that the Transit District's 1/2¢ sales tax, Measure G, is approved and federal funding is obtained for bus purchase and facility construction.

- Continuation of current level of service
- Express bus service
- Summer recreational bus routes
- Buses every thirty minutes on all Watsonville routes, the Scotts Valley route, and the LaSelva Beach route
- Buses every fifteen minutes on eleven additional routes serving Santa Cruz, Capitola, Aptos, Watsonville, Freedom, mid-County, and San Lorenzo Valley
- Night service on eight additional routes serving Santa Cruz residential areas, Live Oak, mid-County, Watsonville, Freedom, Aptos, and Scotts Valley
- New bus service to rural areas
- Purchase of 51 buses to operate the improved service
- Integration of transit and school bus service
- Purchase and development of park-and-ride lots
- Construction of passenger terminal in downtown Santa Cruz
- Construction of passenger terminal in downtown Watsonville
- Bus stop improvements
- Construction of 60 bus shelters
- Construction of administration and operations facility
- Construction of bus maintenance facility





WHAT WILL THE FIVE YEAR PLAN COST?

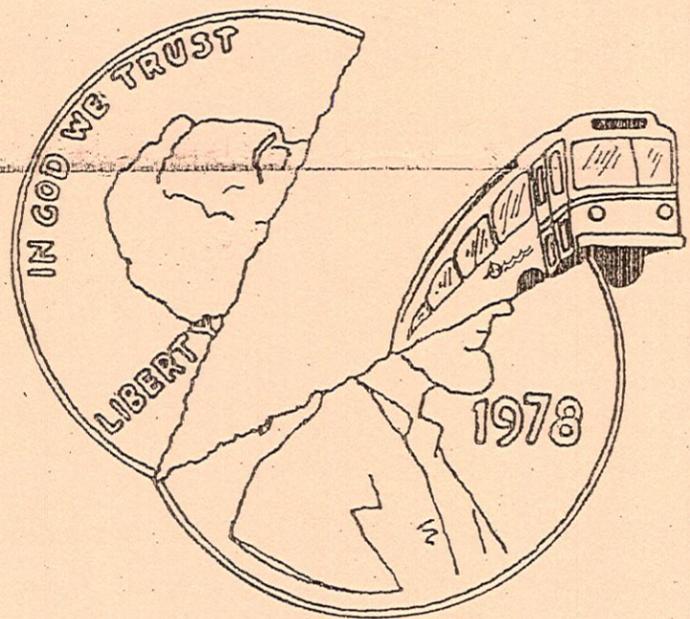
The estimated total budget for the five-year plan is approximately \$46,000,000.

AND LOOK AT ALL THESE BENEFITS!

- Continued operation and maintenance of the existing fleet of 42 buses
- Expansion of the bus fleet to 93 buses, construction of the necessary additional maintenance and storage facilities for the bus fleet, and the cost of operating and maintaining the additional buses
- This means over 50,000 daily bus riders at the current level of bus use, and a capacity for many more daily riders
- Less pollution from automobile use
- Less automobile congestion
- Less parking problems
- More employment, and educational, social and recreational opportunities for citizens of Santa Cruz County
- Maintenance of the economic strength of our downtown areas

WHERE WILL THIS MONEY COME FROM?

- \$ 3.9 million from passenger fares
- \$ 8.6 million from funds available through State law (funds used to finance the operation and maintenance of the existing system)
- \$ 2.5 million from Federal operating assistance grants
- \$ 8.0 million from yet to be approved Federal capital grants
- \$ 3.1 million from approved Federal grants
- \$18.1 million from the (proposed) half-cent sales tax *
- \$ 1.6 million from non-transportation revenues
- \$46 million total



* The Transit District will conduct a 1/2¢ sales tax election, June 6th. \$18.1 million over the next five years in sales tax revenue for the Transit District will be provided if Measure G, on the June 6 ballot is approved. Measure G states:

"SHALL ORDINANCE No. 78-3-1 BE ENACTED BY THE SANTA CRUZ METROPOLITAN TRANSIT DISTRICT DISCONTINUING THE PROPERTY TAX AND IMPOSING A RETAIL TRANSACTIONS AND USE TAX (SALES AND USE TAX) AT THE RATE OF ONE-HALF OF ONE PERCENT (1/2 OF 1%) WITHIN THE DISTRICT FOR THE CONTINUED OPERATION AND DEVELOPMENT OF THE TRANSIT SERVICE WITHIN THE DISTRICT?"

Measure G will totally eliminate the Transit District's property tax and change the basis of transit support in Santa Cruz County from property tax to a 1/2¢ sales tax. The funds received by the District will be used to make the improvements described in this report.

SANTA CRUZ METROPOLITAN TRANSIT DISTRICT IS EFFICIENT!

TRANSIT SYSTEM	COST PER PASSENGER
Santa Cruz Metropolitan Transit District	\$.59
Pacific Grove Transit74
Salinas Transit System91
Monterey Peninsula Transit	1.10

SUPPORT EFFICIENCY! SUPPORT TRANSIT!

THE TRANSIT DISTRICT'S PRESENT SYSTEM

ROUTES:

All day	30
Weekend	30
Night	10

FLEET SIZE:

53-passenger buses	5
45-passenger buses	21
41-passenger buses	6
25-33 passenger buses	10

MILEAGE:

Route Miles	436
Total Monthly Miles	181,000

RIDERSHIP:

1977	3.1 million
March, 1978	303,000
Weekday	17,000*

*Including transfers

SOURCES OF FUNDS:

- Fares
- Property tax*
- State Funds
- Federal Grants

* This property tax will be eliminated by State law if the half-cent sales tax, Measure G, is approved by the voters on June 6th.

FUNDING RESTRICTIONS:

- State and federal funds are vital to continued operations
- To obtain State and federal funds, the SCMTD must provide local matching funds
- Lacking state and/or local funding, federal grants will cease. (The federal money has already been allocated to transit, so if Santa Cruz does not use it, another transit system will.)

For information on the present system, routes, and schedules, call;

From Santa Cruz, San Lorenzo Valley, Scotts Valley, Capitola, Soquel 425-8600

From Watsonville, Freedom, Aptos 688-8600

Please let us know how you feel about public transportation in Santa Cruz County. Write to:

SCMTD
111 Union Street
Santa Cruz, CA 95060