



**METRO ADVISORY COMMITTEE (MAC) MEETING AGENDA  
OCTOBER 15, 2025 – 6:00 PM  
HYBRID MEETING**

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

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

**Zoom [Link](#)  
Dial In: 1-669-900-9128  
Meeting ID: 824 3656 9528**

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

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

The Board of Directors may take action on each item on the agenda. The action may consist of the recommended action, a related action or no action. Staff recommendations are subject to action and/or change by the Board of Directors.

**COMMITTEE ROSTER**

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

**NOTICE TO PUBLIC**

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

**MEETING TIME: 6:00 PM**

NOTE: THE COMMITTEE CHAIR MAY TAKE ITEMS OUT OF ORDER

**1. CALL TO ORDER**

**2. ROLL CALL**

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

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

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

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

Veronica Elsea, Chair

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

5.1 Email dated 09/18/25 from Chair Elsea with response from CEO Corey Aldridge

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

Michael Bois, Communications and Marketing Manager

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

Michael Bois, Communications and Marketing Manager

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

Michael Bois, Communications and Marketing Manager

**9. UPDATE ON OPERATIONS**

Daniel Zaragoza, Operations Deputy Director

**10. SERVICE PLANNING UPDATE**

John Urgo, Chief Planning and Innovation Officer

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

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

Veronica Elsea, Chair

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

Veronica Elsea, Chair

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

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

**15. ITEMS FOR NEXT MEETING AGENDA**

**16. DISTRIBUTION OF VOUCHERS**

Elizabeth Rocha, Administrative Specialist

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

Veronica Elsea, Chair

**18. ADJOURNMENT**

**Accessibility for Individuals with Disabilities**

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

**Public Comment**

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

Pursuant to Section 54954.2(a)(1) of the Government Code of the State of California, this agenda was posted at least 72 hours in advance of the scheduled meeting at a public place freely accessible to the public 24 hours a day. The agenda packet and materials related to an item on this agenda submitted after distribution of the agenda packet are available for public inspection in the Santa Cruz METRO Administrative Office (110 Vernon Street, Santa Cruz) during normal business hours. Such documents are also available on the Santa Cruz METRO website at [www.scmtd.com](http://www.scmtd.com) subject to staff's ability to post the document before the meeting.

# MINUTES\*

MAC MEETING OF AUGUST 20, 2025



The METRO Advisory Committee (MAC) met on Wednesday, August 20, 2025. The meeting was held as a hybrid meeting. \*Minutes are "summary" minutes, not verbatim minutes.

1. **CALLED TO ORDER** at 6:10 PM by Chair Elsea.
2. **ROLL CALL** - The following MAC Members were **present**, representing a quorum:

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

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

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

Chair Elsea acknowledged the written communication in the packet. Mr. Martinez shared his recent experience with riding METRO. Ms. Taylor shared a picture on her phone of the Pacific Station North to everyone.

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

4. **RECEIVE AND FILE MINUTES FROM THE METRO ADVISORY COMMITTEE MEETING OF APRIL 16, 2025**

**MOTION: ACCEPT AND FILE THE MINUTES FROM THE METRO ADVISORY COMMITTEE MEETING OF APRIL 16, 2025 AS PRESENTED**

**MOTION: PISANO**

**SECOND: TAYLOR**

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

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

Chair Elsea mentioned that she provided an oral semi-annual update to the Board of Directors (Board) at the Board meeting on June 27, 2025. Chair Elsea acknowledged the MAC members and thanked them for their participation in the MAC meetings. She mentioned the items MAC has been working on and reminded the Board that MAC's purpose is to provide advisory support.

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

6. **FY26 AND FY27 FINAL BUDGET UPDATE**

Chuck Farmer, CFO, spoke to the presentation and reviewed the FY26 and FY27 final budget. CFO Farmer focused on the changes that were made to the operating budget. He reviewed the budget summary and walkdown, budget drivers, budget funding sources, transfers, and full-time equivalents (FTE). He also reviewed the operating budget risks and reserves and concluded with the capital budget projects. Discussion followed on hydrogen fuel costs, sales tax measure, buses, and budget drivers. Staff answered all questions and concerns.

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

**7. SANTA CRUZ COUNTY FAIR – SEPTEMBER 10 – 14, 2025**

Margo Ross, COO, reported that METRO will be participating in the Santa Cruz County Fair September 10 – 14, 2025. METRO will be offering free fares on Route 79F (daily) and Route 79 (weekends only). Riders who take METRO to the fair will receive a discount on fair tickets. Riders obtain this by requesting a voucher from the Bus Operator upon arrival to the fairgrounds. COO Ross mentioned that METRO will have a booth and vehicle on display.

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

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

Margo Ross, COO, provided an update on the new METRO website and apps. COO Ross reported that METRO is currently in the internal testing phase and is hoping to launch the website in the Fall 2025. METRO wants to make sure that the website is working smoothly before the public launch. COO Ross reported that the transit app, Transit Royale, is now live. Transit Royale enables riders with real-time information, automatic detour detection, and more, allowing for a better rider experience. Staff answered all questions and concerns.

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

**9. UPDATE ON THE MOBILITY TRAINING COORDINATOR**

Margo Ross, COO, provided an update on the Mobility Training Coordinator. COO Ross reported that the job was posted online and METRO is waiting for more applicants before starting interviews. METRO is hoping to fill the position within the next couple of months.

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

**10. SERVICE PLANNING UPDATE**

There are no updates at this time. Margo Ross, COO, provided an update on Operations.

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

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

None.

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

None.

**13. ITEMS FOR NEXT MEETING AGENDA**

- Service Planning Updates
- Quarterly Ridership Report
- Update on Reimagine METRO
- Update on Transit Centers (Watsonville Transit Center, Pacific Station North, & River Front Transit Center)
- Update on Mobility Training Coordinator
- Recap of Santa Cruz County Fair
- Update on Website & Apps

- Update on Operations
- Elect New Chair & Vice Chair
- Choose 2026 Dates for MAC Meetings

A motion was made for Chair Elsea to talk with CEO/General Manager Corey Aldridge regarding the frequency of the MAC meetings.

**MOTION: CHAIR ELSEA WILL MEET WITH THE CEO/GENERAL MANAGER AND ASK ABOUT THE FREQUENCY OF THE MAC MEETINGS AND SPECIAL MEETINGS**

**MOTION: DE WIT**

**SECOND: MARTINEZ**

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

**14. DISTRIBUTION OF VOUCHERS**

Vouchers distributed by Elizabeth Rocha, Administrative Specialist.

**15. ANNOUNCEMENT OF NEXT MEETING**

Chair Elsea announced the next MAC meeting will be held on Wednesday, October 15, 2025 at 6:00 PM at the METRO Admin Office, 110 Vernon Street, Santa Cruz.

**16. ADJOURNMENT**

Chair Elsea adjourned the meeting at 7:35 PM.

Respectfully submitted,

Elizabeth Rocha  
Administrative Specialist

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# COMMUNICATIONS FROM MAC



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FW: Requesting short meeting re: calling special MAC meetings.

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**From:** Corey Aldridge <[caldridge@scmetro.org](mailto:caldridge@scmetro.org)>  
**Sent:** Friday, September 19, 2025 2:55 PM  
**To:** Veronica Elsea <[veronica@laurelcreekmusic.com](mailto:veronica@laurelcreekmusic.com)>  
**Subject:** Re: Requesting short meeting re: calling special MAC meetings.

That makes sense. If there is a good reason to hold a special meeting you would have my support. Thank you for inquiring. Have a fantastic weekend.

—Corey

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**From:** Veronica Elsea <[veronica@laurelcreekmusic.com](mailto:veronica@laurelcreekmusic.com)>  
**Date:** Friday, September 19, 2025 at 2:16 PM  
**To:** Corey Aldridge <[caldridge@scmetro.org](mailto:caldridge@scmetro.org)>  
**Subject:** RE: Requesting short meeting re: calling special MAC meetings.

Hi Corey. We are not asking for a special meeting right now, just laying the groundwork for if we need one in the future. In May of 2024, we wanted to call one because we were trying to have some input into the design of the new Pacific station, but staff did not allow the request. We had previously spoken with Michael Tree, who thought we should meet more often, especially for time-sensitive topics. So we are just reaching out to set up a protocol should we need it. Just planning. <grin>  
Thanks so much.  
Veronica

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**From:** Corey Aldridge <[caldridge@scmetro.org](mailto:caldridge@scmetro.org)>  
**Sent:** Friday, September 19, 2025 1:48 PM  
**To:** Veronica Elsea <[veronica@laurelcreekmusic.com](mailto:veronica@laurelcreekmusic.com)>  
**Subject:** Re: Requesting short meeting re: calling special MAC meetings.

Hi Veronica,

Thank you for the email. What is the reason a special meeting is needed? When do you propose to hold the special meeting? I am not opposed to a special meeting for MAC, however I would like to understand why one is needed.

# COMMUNICATIONS FROM MAC

Best regards,

-Corey

**Corey  
Aldridge**

Chief Executive Officer  
**Santa Cruz METRO**

  
[caldridge@scmetro.org](mailto:caldridge@scmetro.org)



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**From:** Veronica Elsea <[veronica@laurelcreekmusic.com](mailto:veronica@laurelcreekmusic.com)>  
**Date:** Thursday, September 18, 2025 at 8:44 PM  
**To:** Corey Aldridge <[caldridge@scmtd.com](mailto:caldridge@scmtd.com)>  
**Subject:** Requesting short meeting re: calling special MAC meetings.

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From: Metro Advisory Committee (MAC)  
Date: September 18, 2025

Re: Verifying protocol for requesting special meetings of the MAC

Hi Corey.

On behalf of the MAC, I'd really appreciate a short zoom or phone call with you, just to make sure we are on the same page regarding the need to call a special meeting of the MAC. As stated in our bylaws (article 5.1) special meetings may be convened to discuss time-sensitive items. There are times when being limited to quarterly meetings has left the committee feeling unable to convey what seems like important information to Metro staff and Board.

The previous CEO expressed a willingness to permit special meetings if we requested them by communicating with him.

We would like to establish a protocol that is comfortable to everyone for conveying the perceived need for such meetings. Could we request a meeting by contacting you? Is only the board allowed to schedule such meetings or respond to a MAC request.

Our next meeting will be held on October 15, so it would be much appreciated if I could speak with you before that date and include your response in our agenda.

Thank you so much for considering my request and for doing so much to make Metro the great public system that it is.

Warm regards,

Veronica Elsea, Chair

Metro Advisory Committee