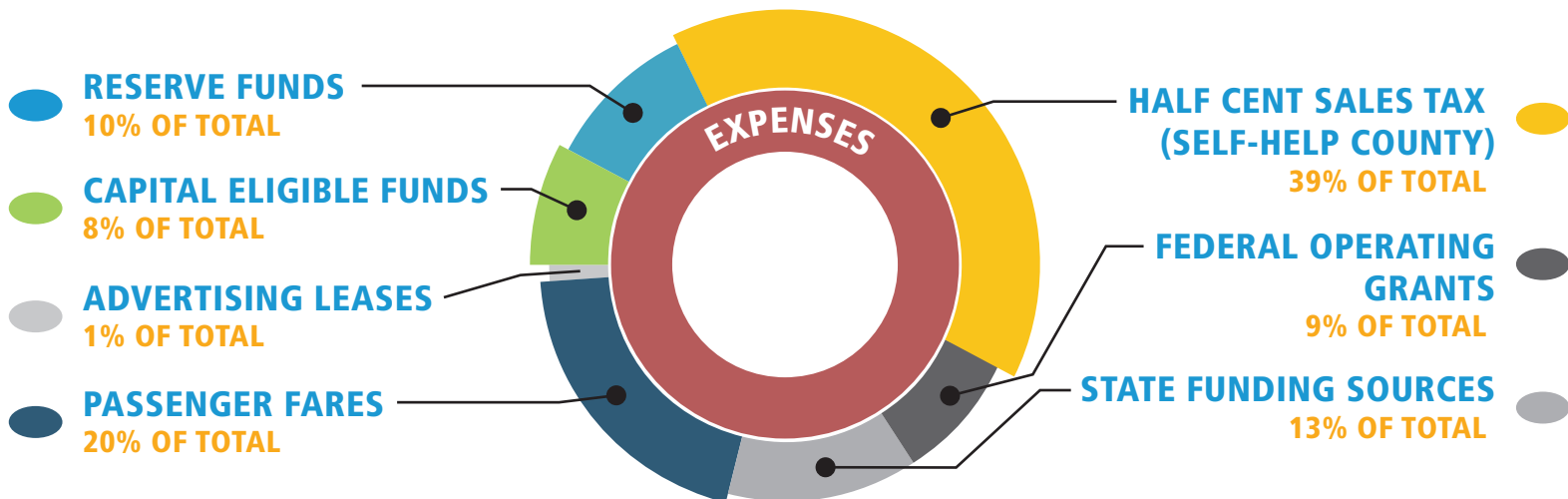


# SANTA CRUZ

## FINANCIAL PERFORMANCE

Santa Cruz METRO currently has a financial structural deficit that requires a shrinking of the operating budget, therefore a reduction in the level of bus service provided. Below is the information (more comprehensive information can be found in the CEO's memo [here](#)) to explain this situation.

### EXPENSES VS OPERATING FUNDING SOURCES



Reserve and Capital funding used from Fiscal year 2008 - 2014 equals **\$21.8 million**.



### NEXT STEPS

#### STOP USING CAPITAL REVENUES FOR OPERATING



Need to invest in vehicles and new technology to be able to provide better service.  
Need \$20 million each year for 10 years to address capital need.

#### REDUCE TRANSIT SERVICE TO A FINANCIALLY SUSTAINABLE LEVEL

Work with colleges to develop new and strengthen partnerships.  
Increase ridership through marketing.  
Increase advertising and lease revenues.