



A regular meeting of the Board of Directors of the Santa Cruz Metropolitan Transit District was convened on Friday, October 24, 2014 at the Santa Cruz City Council Chambers, located at 809 Center Street, in Santa Cruz, California.

**SECTION I: OPEN SESSION**

**1. CALL TO ORDER**

Chair Bustichi called the meeting to order at 9:04am.

**2. ROLL CALL**

The following Directors were present:

- Director Hilary Bryant
- Director Dene Bustichi (Chair)
- Director Karina Cervantez
- Director Daniel Dodge
- Director Zach Friend
- Director Ron Graves
- Director Michelle Hinkle
- Director Deborah Lane
- Director John Leopold
- Director Bruce McPherson
- Director Lynn Robinson (Vice-Chair)
- Ex-Officio Director Donna Blitzer

STAFF PRESENT

Alex Clifford, CEO  
Leslyn K. Syren, District Counsel

SANTA CRUZ METRO EMPLOYEES AND MEMBERS OF THE PUBLIC WHO VOLUNTARILY INDICATED THEY WERE PRESENT (in alphabetical order)

Angela Aitken, Santa Cruz METRO	Debbie Kinslow, Santa Cruz METRO
Ciro Aguirre, Santa Cruz METRO	Diana Prucher, Self-Senior
Claire Fliesler, Santa Cruz METRO	Kristina Mihaylova, Santa Cruz METRO
Daniel Zaragoza, Santa Cruz METRO	Suzanne Silva, Santa Cruz METRO

**3. ANNOUNCEMENTS**

Chair Bustichi announced that Amy Weiss was available for Spanish language interpretation and that the meeting would be broadcast by Community Television of Santa Cruz County whose technician was Peter McGettigan. Ms. Weiss came to the podium and introduced herself and offered her translation services to the assembly.

**4. COMMUNICATIONS TO THE BOARD OF DIRECTORS**

Eduardo Montesino announced the 10<sup>th</sup> anniversary of ParaCruz. He invited the Board to the celebration on November 1<sup>st</sup> at El Alteño Restaurant in Watsonville.

Liseth Guizar thanked the Board for sponsoring the picnic and stated it was a great success.

**5. LABOR ORGANIZATION COMMUNICATIONS**

None.

**6. ADDITIONAL DOCUMENTATION TO SUPPORT EXISTING AGENDA ITEMS**

There was a packet of e-mails titled Public Comment of Item #18.

**CONSENT AGENDA**

**7-1. CONSIDERATION OF REJECTING TORT CLAIM**

**7-2. ACCEPT AND FILE MINUTES OF THE SANTA CRUZ METRO BOARD OF DIRECTORS MEETING OF OCTOBER 10, 2014**

**7-3. ACCEPT AND FILE SANTA CRUZ COUNTY REGIONAL TRANSPORTATION COMMISSION MEETING MINUTES REFLECTING VOTING RESULTS FROM SANTA CRUZ METRO APPOINTEES**

**7-4. ACCEPT AND FILE THE METRO PARACRUZ OPERATIONS STATUS REPORT FOR AUGUST 2014**

**7-5. ACCEPT AND FILE SANTA CRUZ METRO'S SYSTEM RIDERSHIP REPORT FOR AUGUST 2014**

**7-6. ACCEPT AND FILE STATUS REPORT FOR ACTIVE GRANTS AND SUBMITTED GRANT PROPOSALS FOR OCTOBER 2014**

**7-7. CONSIDERATION OF ISSUING A FORMAL REQUEST FOR PROPOSALS FOR THIRD PARTY ADMINISTRATION OF WORKERS' COMPENSATION CLAIMS**

**7-8. CONSIDERATION OF AUTHORIZING THE CEO TO EXECUTE A ONE-YEAR CONTRACT EXTENSION WITH B+U, LLP FOR CONCEPTUAL REDESIGN OF THE WATSONVILLE TRANSIT CENTER**

**7-9. CONSIDERATION OF AUTHORIZING THE CEO TO EXECUTE A CONTRACT RENEWAL, EXERCISING THE FOURTH AND FINAL OPTION WITH SHAW/YODER/ANTWIH, INC., FOR STATE LEGISLATIVE REPRESENTATIVE SERVICES, IN AN AMOUNT NOT TO EXCEED \$30,000**

**7-10. CONSIDERATION OF AUTHORIZING THE CEO TO EXECUTE A CONTRACT RENEWAL, EXERCISING THE FOURTH AND FINAL OPTION WITH CAPITAL EDGE ADVOCACY, INC. FOR FEDERAL LEGISLATIVE REPRESENTATIVE SERVICES, IN AN AMOUNT NOT TO EXCEED \$64,000**

**7-11. CONSIDER A CONTRACT AMENDMENT WITH GROUP 4 ARCHITECTS RESEARCH + PLANNING TO ADD SERVICES FOR THE PACIFIC STATION REDESIGN PROJECT**

**7-12. REPORT OUT THE 2014 SUMMER STUDENT DISCOUNTED FARE PILOT PROGRAM FOR K-12 STUDENTS**

**7-13. CONSIDERATION OF RESOLUTION TO ESTABLISH THE BOARD OF DIRECTORS MEETING SCHEDULE AND LOCATIONS FOR 2015**

**7-14. CONSIDERATION OF AN AMENDMENT TO THE MANAGEMENT COMPENSATION PLAN ADDING SECTION XI. RELOCATION EXPENSES**

**ACTION: MOTION: BRYANT**

**SECONDED: HINKLE AND LEOPOLD**

**APPROVAL OF CONSENT AGENDA.**

**MOTION PASSED UNANIMOUSLY WITH DIRECTOR DODGE ABSENT.**

**REGULAR AGENDA**

**8. PRESENTATION OF EMPLOYEE LONGEVITY AWARDS**

Chair Bustichi presented certificates to Paul Camacho, Miguel Escarcega, Jr., Robert Maldonado, Brenda Roman and Daniel Zaragoza celebrating their 10 years of service with Santa Cruz METRO. Chair Bustichi thanked them for their dedication and years of service and they, in turn, spoke to the assembly and thanked the Board.

Chair Bustichi presented a certificate to Miguel Escarcega celebrating their 15 years of service with Santa Cruz METRO. Chair Bustichi thanked him for his dedication and years of service and made note that Mr. Escarcega was the father of Mr. Miguel Escarcega, Jr. who was one of the 10 years of service certificate recipients. Mr. Escarcega spoke to the assembly and thanked the Board.

Chair Bustichi presented certificates to Dennis Baldwin, Mario Espinoza and Ascencion Sanchez celebrating their 30 years of service with Santa Cruz METRO. Chair Bustichi thanked them for their dedication and years of service and they, in turn, spoke to the assembly and thanked the Board.

Director Dodge arrived at 9:25am.

**9. CONSIDERATION OF PROVIDING DISCOUNT OR GROUP BUS PASSES TO FACILITATE TRANSPORTATION NEEDS FOR CHRONICALLY HOMELESS PERSONS UNDER THE 180/180 PROGRAM**

Ciro Aguirre, Manager of Operations, presented the staff report.

Philip Kramer, Director of 180/180 stated he appreciated the consideration but asked METRO to explore creating a deeper discount pass.

Director Leopold encouraged the board to find a way to contribute to the program. Director Leopold made a Motion for the Board to reexamine giving 60-day passes to the program and have staff bring back an examination of the data of uses.

Director Friend suggested that Staff reexamine the policy on group discounting which may not be as flexible as they needed it to be.

Director Dodge agreed with Director Leopold and stated there was a need of a program that addresses the growing number of homeless.

Ms. Syren acknowledged the request to reexamine the policy and discussed working to set a round-table with Mr. Clifford and Mr. Aguirre to look at available options.

Director Hinkle supported Director Leopold's motion stating there was a need to get people off the street and make them feel safe and wanted.

Director McPherson and Director Cervantez spoke in support of Director Friend's request to reexamine the policy.

Vice-Chair Robinson asked for caution on setting new policy and quantifying specific groups and emphasized the

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need to examine if they were to support a program they would need to make sure they could afford to sustain it. She stated she would not support the 90 day passes.

In support of the statement made by Vice-Chair Robinson, Director Friend clarified his statement that support for programs like 180/180 was not METRO's responsibility but a county wide issue. He asked staff to look into partnering with different agencies.

Director Leopold made a motion to ask staff to review policy to look at vulnerable populations narrowly and to come back in November with revised policies that could accommodate assistance to those populations.

Director Graves asked for clarification of what the motion was asking Staff to do.

Director Leopold stated the motion was to have staff examine policies, look at the financial considerations and investigate partnerships with other agencies in support of the 180/180 program.

Director Graves stated he would support the motion at this time with the caveat that they would be able to take another vote when staff returned.

Ms. Syren stated there were limitations in changing policy as the policy was narrowly constrained due to compliance with the FTA guidelines. She said they had to discuss several before being brought back to the Board.

Director Dodge stated he appreciated Ms. Syren's comment and agreed that further information was needed.

Director Bryant stated it would be helpful when it was brought back to explore not only working with the county and also examining the possibility of deeper discounts.

In consideration of time, Mr. Clifford asked for a modification of the motion to bring back staff discoveries in the first meeting of January.

Director Leopold agreed to the postponement.

Director Lane believed that METRO had an obligation to the address needs of the medically vulnerable.

**Public Comment:**

Ernestina Saldana shared her experience with homelessness and urged the Board to support the program.

Chair Bustichi supported the motion but cautioned against postponing a motion just because they did not like the answer "no". Though they had a responsibility as part of the community, he supported Director Friend as they had a fiduciary responsibility to spend tax dollars in a way that provided the most benefit to the most people. He urged Mr. Kramer to bring alternate and creative solutions to staff.

**ACTION:            SECOND MOTION: LEOPOLD            SECOND: DODGE**  
**APPROVED FOR STAFF TO REVIEW POLICY AND TO RETURN IN JANUARY WITH PROPOSED REVISED POLICIES**  
**THAT COULD ACCOMMODATE ASSISTANCE TO VULNERABLE POPULATIONS**

**MOTION PASSED UNANIMOUSLY WITH NONE ABSENT.**

**ACTION: FIRST MOTION: LEOPOLD  
GRANT 60-DAY PASSES TO THE 180/180 PROGRAM AND FOR STAFF TO BRING BACK INFORMATION ON USE.  
MOTION DID NOT CARRY.**

**10. RECEIVE A PRESENTATION ON THE STATUS OF PACIFIC STATION REDESIGN**

Claire Fliesler, Grants/Legislative Analyst, Thomas Hiltner, Grants/Legislative Analyst, and David Schnee with Group+4 Architects, presented an update of the Pacific Station Design.

Vice-Chair Robinson stated the Ad-Hoc meetings have been very productive and they had been able to review the different while keeping a unified downtown design scheme.

Director Leopold asked if the City of Santa Cruz could help the project move along.

Carrie Mulcaire, with the City of Santa Cruz, shared that the project will be presented at the next council meeting.

Director Leopold asked if NIAC building will be incorporated. Ms. Mulcaire stated that some of the scenarios did incorporate the NIAC location and the possibility was being explored.

Director Dodge asked about the parking requirements and if zoning requirements would delay the project in any way. Ms. Muclare stated the plan was being evaluated by the City Planning Department.

**Public Comment:**

Donald Hagen stated he was a part of the Public Outreach and that he felt the results were positive throughout.

Chair Bustichi stated the city was a close partner and were on board with the project and hoped they could continue to work together to ensure there would be no stoppages as the project continued.

In response to Director Leopold and Director Dodge's comments, Director Graves asked a firm timeline be brought back to the Board.

Chair Bustichi stated it would be better to ask for maximum approval as projects could be downsized but rarely in reverse.

David Schnee stated the process is still ongoing. To Director Dodge, David replied that there would be a firmer timeline dependant on which option was chosen.

Director Dodge stated as the project was still in limbo, it was too short a time to make decisions.

Mr. Clifford acknowledged the Board's sense of urgency and understood their concerns of losing the market on the project. He stated they would continue to have a strong partnership with the City.

Director Leopold asked who would be paying for the entitlements. Mr. Clifford replied that they were in the process of updating an MOU with the city addressing reimbursements of costs. However, up until then the city had covered the costs.

Director McPherson stated as a member of the Ad-Hoc committee that all parties involved have made a cooperative effort and he felt that Santa Cruz METRO was in a good position to ask for what they wanted to see in the project

**11. PUBLIC HEARING TO DISCUSS POSSIBLE OPTIONS FOR THE ROUTE 6**

Carolyn Derwing, Schedule Analyst, presented her staff report, highlighting the work staff had done with the city to address some of the safety issues the community faced while using the current service.

The Public Hearing began at 10:31 a.m.

Public Comment:

Lynn Gallagher asked for the return of bus service to the community loop along Gault and Seabright.

Sara Schifrin, a La Posada resident, stated they did not initially request the Route 6 but had instead wanted to be included in the Route 68 which was the right route for their community. She shared stories of the difficulties of using the current bus stops for the Route 68 and asked the Board to include them in the route.

Pat Miller stated that although she was still ambulatory, she could understand Ms. Schifrin's safety concerns. She stated that if the Route 68 took the neighborhood route, it may not be as costly as anticipated.

John Daugherty spoke in support of the rerouting of the Route 68. He stated the recent Short Range Transit Plan (SRTP) put neighborhoods at risk and urged the Board to say yes to community services.

Director Leopold thanked staff and the public for their comments and asked for clarification on the outstanding issues the community faced while using the existing route. Ms. Derwing replied that the construction zone was in its final stage and when completed they would fix the sidewalk. The areas which were narrowed by vegetation still met the ADA requirements.

Director Leopold asked to the status of the inbound bus stop. Ms. Derwing stated they were working with the Bus Stop Advisory Committee to improve the policy.

Director Leopold acknowledged that the one-year trial of Route 6 was a test and asked for staff to work on recommendations on a more permanent solution.

Director Lane apologized to the community members as to the delay in the public hearing. She asked if there was current testing to show the actual delay if the 68 were to include the community loop. Ms. Derwing stated she did not have the data but would bring that information back to the Board.

Director Lane stated Dominican was rededicating their facilities on Fredrick Street to become a drop-in family clinic which may increase the ridership in the area.

Chair Bustichi made a motion to hold a public hearing about the redirection of the Route 68, allowing the current riders an opportunity to hear the possible repercussions of a route change and to continue the Route 6 service until that decision can be made.

Director McPherson stated he felt the initial plan was destined for failure. He urged the Board to look at the big picture and to take into consideration the increased cost with continued low ridership.

Director Dodge echoed Director McPherson's concerns. He stated they had a responsibility to Santa Cruz METRO service which may not address the unmet needs of all community members. He stated he supported the motion.

Chair Bustichi did caution that if they supported one neighborhood another would lose out.

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Director Leopold supported the motion and stated that all decisions would have a fiscal repercussion. He felt it was important to serve the community.

Director Graves expressed concern on having the Route 68 and Route 6 riders pitted against one another.

**ACTION: MOTION: BUSTICHI SECOND: LANE**  
**APPROVAL OF A PUBLIC HEARING ON ROUTE 68 AND THE CONTINUATION OF ROUTE 6.**  
**MOTION PASSED UNANIMOUSLY WITH NONE ABSENT.**

**12. CONSIDERATION OF CAPITOLA MALL TRANSIT CENTER RELOCATION TO ALTERNATE SITE WITHIN CAPITOLA MALL**

Ciro Aguirre, Manager of Operations, gave a presentation on the relocation of the transit center at the Capitola Mall.

Director Leopold thanked Mr. Aguirre for the presentation and stated he appreciated the look at the different options and the sound study.

Director Lane asked if the Mall would be covering the cost. Mr. Aguirre stated the move would be at the Capitola Mall and the City of Capitola's expenses.

Director Lane expressed concern about the new configuration having people walking across a busy parking lot and she asked if there would be spaces that would allow for layovers. Mr. Aguirre replied that pedestrians would not be required to walk across a parking lot. He stated the design proposed a cut-out for two layover spaces.

Director Graves stated he was glad to see the project in progress and that it put buses at the new entrance between two major tenants, Macy's and Kohl's. He expressed concern over existing service in front of Orchard. He stated he would like to see routing plans.

Director McPherson left at 11:43am

Public Comment:

Eduardo Montesino cautioned that would be a cost to rerouting the service in route changes of up to 5 minutes.

**ACTION: MOTION: LEOPOLD SECOND: ROBINSON**  
**APPROVAL OF THE CONSIDERATION OF CAPITOLA MALL TRANSIT CENTER RELOCATION TO ALTERNATE SITE WITHIN CAPITOLA MALL**  
**MOTION PASSED UNANIMOUSLY WITH DIRECTORS BRYANT, FRIEND AND MCPHERSON ABSENT.**

**13. ACCEPT AND FILE THE FISCAL YEAR END MONTHLY BUDGET STATUS REPORTS FOR JUNE 30, 2014; AND ADOPTION OF THE SCHEDULE OF RESERVE ACCOUNT BALANCES**

Angela Aitken, Finance Manager, presented her staff report.

**ACTION: MOTION: ROBINSON SECOND: LEOPOLD**  
**APPROVAL TO ACCEPT AND FILE THE FISCAL YEAR END MONTHLY BUDGET STATUS REPORTS FOR JUNE 30, 2014; AND ADOPTION OF THE SCHEDULE OF RESERVE ACCOUNT BALANCES**  
**MOTION PASSED UNANIMOUSLY WITH DIRECTORS BRYANT, FRIEND AND MCPHERSON ABSENT.**

**14. CEO TO GIVE ORAL REPORT**

In the consideration of time, this item was bypassed.

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**15. REVIEW OF ITEMS TO BE DISCUSSED IN CLOSED SESSION**

Leslyn K. Syren, District Counsel, reviewed items to be discussed in closed session.

**16. ANNOUNCEMENT OF NEXT MEETING: FRIDAY, NOVEMBER 14, 2014 AT 9:00 A.M. AT THE WATSONVILLE CITY COUNCIL CHAMBERS, 275 MAIN ST, WATSONVILLE, CA**

Chair Dene Bustichi announced the following meeting.

**17. ADJOURNMENT**

Meeting adjourned at 11:48 a.m.