



**AGENDA
METRO ADVISORY COMMITTEE (MAC)
FEBRUARY 20, 2019 – 6:00 PM
METRO ADMINISTRATIVE OFFICE
110 VERNON STREET
SANTA CRUZ, CA 95060**

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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
Kevin Andrews
Jason Lopez
Cassity Mega
Michael Pisano
Becky Taylor**

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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. At each meeting, every effort will be made to conclude MAC business by 7:55 p.m. in order to accommodate participants whose buses may depart at 8:00 p.m. 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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NOTE: THE COMMITTEE CHAIR MAY TAKE ITEMS OUT OF ORDER

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 OCTOBER 17, 2018**

Veronica Elsea, Chair
- 4. COMMUNICATIONS FROM METRO ADVISORY COMMITTEE**
- 5. UPDATE ON INTELLIGENT TRANSPORTATION SYSTEM FOR FIXED-ROUTE FLEET**

Isaac Holly, IT and ITS Director
- 6. TRANSPORTATION DEMAND MANAGEMENT (TDM) AND METRO'S ROLE**

Isaac Holly, IT and ITS Director
- 7. SERVICE PLANNING UPDATE**

Barrow Emerson, Planning and Development Director
- 8. UPDATE ON PROPOSITION 6 ELECTION RESULTS**

Barrow Emerson, Planning and Development Director
- 9. FLIXBUS USE OF STOP AT PACIFIC STATION TRANSIT CENTER**

Ciro Aguirre, COO
- 10. UPDATE ON IMPLEMENTING POLICY: USE OF FIXED ROUTE SERVICES AND TRANSIT FACILITIES, INCLUDING PASSENGER CODE OF CONDUCT AND SERVICE SUSPENSION/EXCLUSION**

Ciro Aguirre, COO
- 11. ADDITIONAL BUS PASSES FOR MAC MEMBERS**

Ciro Aguirre, COO

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- 12. COMMUNICATIONS TO THE METRO CEO**
- 13. COMMUNICATIONS TO THE METRO BOARD OF DIRECTORS**
- 14. ITEMS FOR NEXT MEETING AGENDA**
- 15. DISTRIBUTION OF VOUCHER**
Ciro Aguirre, COO
- 16. ADJOURNMENT**

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 subject to staff's ability to post the document before the meeting.

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MINUTES*

MAC MEETING OF OCTOBER 17, 2018



The METRO Advisory Committee (MAC) met on Wednesday, October 17, 2018 in the METRO Center/Pacific Station located at 920 Pacific Street, in Santa Cruz, CA. *Minutes are "summary" minutes, not verbatim minutes.

1 CALL TO ORDER

Meeting was called to order at 6:06 PM by Chair Pisano.

ROLL CALL: The following MAC Members were present, representing a quorum:

Michael Pisano, Chair
Joseph Martinez, Vice Chair
Veronica Elsea

Jason Lopez
Cassity Mega

Kevin Andrews and Becky Taylor were absent.

METRO EMPLOYEES AND MEMBERS OF THE PUBLIC WHO VOLUNTARILY INDICATED THEY WERE PRESENT (IN ALPHABETICAL ORDER) THROUGH A SIGN IN SHEET OR VERBAL INTRODUCTION WERE:

Barrow Emerson, METRO

2 COMMUNICATIONS TO THE METRO ADVISORY COMMITTEE

Ms. Elsea raised a concern about the height of the side-facing seats on the new buses. When she sat down, her feet didn't touch the floor. When the bus she was riding had to stop on a hill, she found that she had nothing to stabilize herself and was concerned for her safety. She also noticed the sound was very loud when pulling the cord for her stop.

Ms. Elsea likes the new talking bus. The enunciator speaks clearly but too slow. As a result, the wrong street name was being called out at the wrong time. If one were relying on this information, one would miss their stop. Ms. Mega had experienced the same thing. Mr. Emerson, Planning and Development Director, acknowledged there is a technological problem with the enunciators and it is being reviewed for a solution.

Vice Chair Martinez asked if the new talking buses were staying in Santa Cruz. Mr. Emerson explained that they are not assigned to a specific area and will end up in a mix of 98 other buses assigned to the routes.

Chair Pisano clarified the statement he made at the August 15, 2018 MAC meeting regarding the standing benches. He wasn't suggesting that METRO replace all their benches with standing benches, but rather replace the benches in problem areas with standing benches as an alternative to having no benches (as with the bench removal at the Front Street bus stop by CVS). Ms. Elsea was concerned that standing and waiting for a bus for a long length of time could be a hardship on some riders.

Vice Chair Martinez mentioned that METRO's bench in front of the 7-Eleven store in Watsonville at the Main Street and Clifford Drive intersection is not secured. As a result, it gets pushed around on the sidewalk making it impossible to get by in a wheelchair. Mr. Emerson will have this checked out and see if it can be secured.

Vice Chair Martinez mentioned that it is no longer possible to buy Greyhound tickets in Watsonville. You have to buy them online. Mr. Emerson stated that Greyhound still has a presence in Santa Cruz and you can buy tickets at METRO's downtown counter.

Chair Pisano expressed disappointment that the Bird scooters didn't launch their business properly in Santa Cruz and by skirting the process, did not allow anyone a chance to voice their concerns or objections. He felt they could be a viable commute option in the Santa Cruz area. Vice Chair Martinez commented he has seen them at the California State University, Monterey Bay, Fort Ord and Marina.

Chair Pisano mentioned there's a group called Bus-By-Choice and they use the METRO to get to various locations. He wondered if there is any discount METRO can give them. Mr. Emerson said that METRO's policy offers discounts for bulk sales.

Ms. Mega reported that she has been to several candidate forums for the upcoming election and reported that transportation is a big topic. There are a variety of views being expressed by the candidates for and against public transit. Both Chair Pisano and Ms. Elsea praised METRO's Bus Operators for handling any incidents that arise on the buses in a timely and professional manner.

Mr. Lopez brought up Proposition 6 and was wondering if there was any coverage on it in the media. Mr. Emerson reminded the members that METRO cannot take a position on Proposition 6 and can only educate.

Ms. Mega raised concern over the 91X bus being late by seven minutes and it wasn't due to traffic. Mr. Emerson said METRO is looking forward to the AVL technology to capture a variety of data such as accountability for performance. He encouraged all to file a complaint form when these instances happen so that METRO can capture the data and see if there is a pattern developing.

Ms. Mega raised concerns and requested an update on the Use of Fixed Route Services and Transit Facilities, Including Passenger Code of Conduct and Service Suspension/ Exclusion Policy. Mr. Emerson said the policy went to the Board on September 28, 2018 and was approved.

3 ACCEPT AND FILE MINUTES FROM THE METRO ADVISORY COMMITTEE MEETING OF AUGUST 15, 2018

MOTION: ACCEPT AND FILE MINUTES FROM THE METRO ADVISORY COMMITTEE MEETING OF AUGUST 15, 2018

MOTION: ELSEA

SECOND: MEGA

AYES: PISANO, MARTINEZ, ELSEA, LOPEZ, AND MEGA

NAYES: NONE

ABSTAIN: NONE

MOTION CARRIED: UNANIMOUS

4 COMMUNICATIONS FROM METRO ADVISORY COMMITTEE

None.

5 SERVICE PLANNING UPDATE

Mr. Emerson mentioned the California Transportation Commission (CTC) is allocating the money for three projects for METRO--two new electric buses, refurbishing four buses to extend their life by years, and an Intelligent Transportation Systems (ITS) package. The primary feature of the ITS package is the Automatic Vehicle Location (AVL) which will help organize the bus system and provide real time data to our riders. We have the contract for the two new buses but it will be another month before we have the refurb contract ready.

Mr. Emerson gave an update of service for July and August. In general, ridership was flat because school is not in session. Summer students have been using their bus passes. Cabrillo's ridership for June and July was up 30% and 29%, respectively, signaling a success.

METRO approved a mobile ticketing pilot on Hwy. 17 buses. The Ticket Vending Machine will now sell a one-way ticket on Hwy. 17. Mr. Lopez asked when this program will begin. Mr. Emerson expects it to be in place within six months. We also arranged for Amtrak to sell METRO tickets at Diridon Station. Vice Chair Martinez inquired if METRO will do as Monterey-Salinas Transit (MST) does in providing a credit on future MST trips if you don't have exact change when paying with cash. Mr. Emerson did not know.

Mr. Emerson mentioned that the METRO management team finished a strategic planning session with the Board of Directors earlier in the day. The Board gave us draft strategic goals to focus on as an agency. They are: Safety, Finances, Service, Technology, Employees, State of Good Repair, and Partnerships.

Ms. Elsea requested announcements about the school schedules for non-campus employees. She is not seeing clear text messages. Instead of "Fall Service starts" perhaps try "School term service starts next Monday." Mr. Emerson said he would follow up with COO Aguirre.

Vice Chair Martinez asked about the outcome on the letter from the Commission on Disabilities that Ms. Taylor brought to the committee's attention at the August 15, 2018 MAC meeting. Ms. Elsea replied that there isn't much that can be done due to the lack of detailed information provided. Mr. Emerson added that without specific details, it is hard to know what was going on there.

6 PROGRAM TO CLEAN SIDEWALKS AT BUS STOPS AND BUS STATIONS

Mr. Emerson explained that Facilities has 890 bus stops to take care of over the year. Ideally, they clean all of them once or twice a year. There are some areas that require more maintenance (i.e., the downtown ones are power-washed every two weeks).

7 ESTABLISH AND APPROVE THE METRO ADVISORY COMMITTEE (MAC) 2019 MEETING SCHEDULE

MOTION: APPROVE THE 2019 MAC MEETING DATES: FEBRUARY 20, APRIL 17, AUGUST 21, AND NOVEMBER 20.

MOTION: ELSEA

SECOND: MEGA

AYES: PISANO, MARTINEZ, ELSEA, LOPEZ, AND MEGA

NAYES: NONE

ABSTAIN: NONE

MOTION CARRIED: UNANIMOUS

8 ELECT THE METRO ADVISORY COMMITTEE (MAC) CHAIR AND VICE CHAIR FOR 2019 TERM

Ms. Elsea thanked Michael Pisano for the two years he has held the Chair position. For the benefit of the new MAC members, she explained the Chair and Vice Chair's responsibilities and how long their terms can run. Chair Pisano thanked Ms. Elsea for all of her help and encouragement over the years.

MOTION: ELECT CHAIR VERONICA ELSEA FOR A ONE-YEAR TERM (JANUARY 1 – DECEMBER 31, 2019)

MOTION: MARTINEZ

SECOND: LOPEZ

AYES: PISANO, MARTINEZ, ELSEA, LOPEZ, AND MEGA

NAYES: NONE

ABSTAIN: NONE

MOTION CARRIED: UNANIMOUS

MOTION: ELECT VICE CHAIR JOSEPH MARTINEZ FOR A ONE-YEAR TERM (JANUARY 1 – DECEMBER 31, 2019)

MOTION: MEGA

SECOND: ELSEA

AYES: PISANO, MARTINEZ, ELSEA, LOPEZ, AND MEGA

NAYES: NONE

ABSTAIN: NONE

MOTION CARRIED: UNANIMOUS

9 COMMUNICATIONS TO THE SANTA CRUZ METRO CEO

None.

10 COMMUNICATIONS TO THE SANTA CRUZ METRO BOARD OF DIRECTORS

Discussion ensued on the August 16, 2018 letter from Chair Pisano to the Board of Directors regarding the Use of Fixed Route Services and Transit Facilities, Including Passenger Code of Conduct and Service Suspension/Exclusion Policy. Members requested Chair Pisano raise MAC's concerns over signage and how this policy will be publicized when he provides the six-month MAC review to the Board of Directors in December 2018.

11 ITEMS FOR NEXT MEETING AGENDA

- Update on ITS
- Update on Use of Fixed Route Services and Transit Facilities, Including Passenger Code of Conduct and Service Suspension/Exclusion Policy
- Update on Proposition 6 results
- Additional bus passes for MAC Members

12 DISTRIBUTION OF VOUCHER

Vouchers distributed by Donna Bauer.

13 ADJOURNMENT

Meeting adjourned at 7:26 PM.

Respectfully submitted,

Donna Bauer
Administrative Assistant