

MINUTES*

MAC MEETING OF OCTOBER 21, 2020



The METRO Advisory Committee (MAC) met on Wednesday, October 21, 2020. The meeting was held via teleconference. *Minutes are “summary” minutes, not verbatim minutes.

1. CALL TO ORDER at 6:04 PM.

2. ROLL CALL - The following MAC Members were present via teleconference, representing a quorum:

Veronica Elsea, Chair
Joseph Martinez, Vice Chair
Michael Pisano

Becky Taylor
James Von Hendy

Jessica de Wit was an unexcused absence.

Additional METRO staff and presenters:

Alex Clifford, CEO/General Manager
Margo Ross, Chief Operations Officer
Isaac Holly, IT and ITS Director
Danielle Glagola, Marketing, Communications,
& Customer Service Director

John Urgo, Planning & Development Director
Brandon Freeman, Bus Operator
Donna Bauer, Administrative Specialist
Rohan Tuli, Planning Intern

3. COMMUNICATIONS TO THE METRO ADVISORY COMMITTEE

Mr. Von Hendy attended the METRO press event this morning, October 21, as a MAC representative and was pleased to learn about the COVID-19 precautions METRO is taking to ensure passenger and Bus Operator safety. He also checked out the buses to experience firsthand the precautions that are in place (e.g., Bus Operator’s plastic screen, sneeze barriers between seats, and certain seats blocked to allow passengers to social distance). He was impressed with the signage on the buses and the flyers available to passengers. He felt METRO has done an excellent job in welcoming back riders and making sure we are all safe.

Chair Elsea added that she had concerns about fitting her dog in between the seats because of the sneeze barriers, but that has worked well without any problems.

Chair Elsea did express concern about finding the outdoor Customer Service window and asked for clarification on its location. Director Glagola said it is located to the right of the TVM and reminded the Committee that the window is only open from 8:00 a.m. to 12:00 p.m.

Mr. Pisano attended a meeting yesterday on the Santa Cruz County Active Transportation Plan for the unincorporated areas in Santa Cruz County. One of their goals is to encourage more walking, biking, and bus usage in these areas. He suggested posting some simple fitness exercises in the Headways or bus shelters to encourage riders to stay active while waiting for the bus.

4. RECEIVE AND FILE MINUTES FROM THE METRO ADVISORY COMMITTEE MEETING OF AUGUST 19, 2020

MOTION: ACCEPT AND FILE THE MINUTES FROM THE METRO ADVISORY COMMITTEE MEETING OF AUGUST 19, 2020

MOTION: PISANO

SECOND: VON HENDY

MOTION PASSED WITH 5 AYES: Elsea, Martinez, Pisano, Taylor, and Von Hendy. de Wit was absent.

5. COMMUNICATIONS FROM METRO ADVISORY COMMITTEE (MAC)

Chair Elsea said her August 19, 2020 letter written to the Board of Directors (Board) from MAC was included in the MAC agenda packet. It is a commendation of the Bus Operators for helping out in the early days of the CZU Lightning Fire evacuations. Members of the Committee expressed their appreciation to her for writing the letter.

She also let the Committee know that she will give her second presentation to the Board on November 20, 2020 and will report on that in MAC's first meeting of 2021.

6. COVID-19 UPDATE

CEO Clifford thanked Mr. Von Hendy for attending the press conference and congratulated Director Glagola on pulling the event together and collaborating with multiple departments and news outlets.

The purpose of today's event was to welcome back our customers and to help them feel assured that METRO has done everything we can to help them feel safe on our buses. This is Phase I of a three phase process. Phase 2 is added value--what can METRO do to add some additional features to our service that will bring more value to the customers.

CEO Clifford mentioned Director Holly is working on a proposal to expand Wi-Fi to all the buses. He is also wrapping up the Automatic Vehicle Location (AVL) system and may bring a proposal to the Board for Automatic Passenger Counters (APC). We will get a lot of data from APC to help design the system better; but for the customer this has a nice COVID-19 tie-in. The smart phone app should be able to show how many people are on the bus. If the customer is uncomfortable with a certain capacity level, they can choose to not board that bus and wait for the next one.

Mr. Pisano thought the original proposal for AVL included passenger counting. Director Holly said METRO did build in options to exercise in the future and APC was one of those. This is subject to a satisfactory acceptance of Syncromatics' AVL system; then we will look at exercising that option.

CEO Clifford mentioned that Director Urgo will present a proposal to the Board on October 23, 2020 on a number of upgrades to our bus stops so that they are more useful, higher utility and more functional.

Phase III is moving into the post-COVID environment and figuring out what transit will look like going forward.

Chair Elsea asked if bus capacity is still at 15 and is there any thought about what will happen to bus capacity for all the routes in the future. CEO Clifford responded we are still at 15 riders on a 40' bus and 10 riders on a 35' bus and 8 on our commuter buses that go over the hill because we have to abide by the Santa Clara County Health Office restrictions. We're monitoring the state and county recovery guidelines closely to determine how to move forward.

Chair Elsea also commended METRO's Bus Operators and other passengers in this County for being so helpful and nice when she boards the bus. Being visually impaired, if she gets on a bus and passengers are silent, she may not realize that she found a seat that isn't socially distanced from another passenger. METRO Bus Operators have been very involved in making sure she gets a comfortable seat. It sets a positive tone for the rest of the trip. CEO Clifford thanked her for the input and reinforced the point that in order to stay relevant, METRO needs to provide that higher level of service when people need it.

Ms. Taylor thinks METRO has a lot of community support and we should not underestimate that in METRO's plans for the future. CEO Clifford appreciated that point and emphasized METRO is reliant on the public trust. Ms. Taylor added that the more METRO cuts routes, the more our community support erodes and METRO becomes a limited form of transportation. She suggested METRO be hesitant about cutting services after COVID. Chair Elsea said she agrees with that sentiment but

understands METRO can't run empty buses and it faces challenges when riders have other transportation options.

7. UPDATE ON INFORMATION TECHNOLOGY SYSTEMS (ITS)

Isaac Holly, IT and ITS Director, explained that METRO is in the acceptance testing phase of the AVL system. We are working through some challenges and will not accept the system until the contractual scope requirements are met.

The beta testing process that Mr. Pisano and Chair Elsea participated in is about to be released. We will not publish it officially until we are satisfied with the acceptance testing. We want to make sure the system is stable.

Mr. Von Hendy asked if Director Holly can elaborate on the issues being experienced. Director Holly said one of the problems we are running into is that the Mobile Data Terminal (MDT) application crashes from time to time. Another issue is that the head sign on the bus needs to display exactly what is occurring in real time. The system works in such a fashion that it requires a specific path of travel. There are going to be times when we need to multi-path or accommodate a detour from the route (e.g., police action, public works detour, etc.). We are tasking the vendor to develop a multi-pathing or detouring solution so that the system gives us a completed trip.

Ms. Taylor was surprised that this issue hasn't come up before with other bus companies. Director Holly said the system isn't currently resilient to variances.

Mr. Pisano said he is excited for the release of the beta testing.

Chair Elsea thanked Director Holly for his hard work, accepting MAC's input, and answering the Committee's questions.

8. SERVICE PLANNING UPDATE

Chair Elsea announced she is adding an item on bus stop signage that CEO Clifford referenced earlier.

a. Quarterly Ridership Report

John Urgo, Planning & Development Director, gave a brief preview of ridership and said a full, quarterly ridership report will go to the Board in November 2020.

b. Stops

b.i. Pasatiempo Bus Stop

Director Urgo said the Pasatiempo Bus Stop was mentioned by Caltrans in a recent meeting. They have it on their Statewide Transportation Improvement Fund (STIF) list to do bus stop pads in that location. We'll continue to have discussions with them because should ridership return to Hwy. 17, that is an important stop for the park and ride located there.

b.ii. Bus Stop Signage

Director Urgo said bus stops are critically important and why he is seeking MAC's feedback. We see this redesign effort as bringing the bus stop design to the forefront of METRO's branding, identity and customer information.

He shared his presentation on Bus Stop Signage Redesign that is going to the Board on October 23, 2020 (attached). He acknowledged Rohan Tuli, Planning's Intern and UCSC student. Rohan spearheaded a lot of the research by looking at industry and best practices.

Director Urgo reviewed the current stop design and showed a mockup design which simplifies the information. The top section is clear branding of METRO, below that large route numbers with destinations and corridors, and some information on the days of the week that they operate. On the bottom is the customer information—bus stop ID, contacts and the next arrivals.

Chair Elsea mentioned that it is hard to find the bus stop ID number on the current signs and suggested keeping the future design consistent in where it is placed on the signs. Director Urgo said the proposed design would be in a new location but it would be the same size and at the bottom of the sign. Chair Elsea expressed interest in reviewing the new design when it is available and Director Urgo said he would set up a time for her to do that.

Another standard thing across the industry is vertical and horizontal clearances. We want to standardize all 800+ bus stops in relation to street furniture and vertical clearance. ADA compliance recommends an 80” minimum vertical clearance. We are not required to meet this standard but most agencies do for visibility purposes from the street and sidewalk.

Another change we are proposing is new schedule and map inserts at 15% of METRO’s bus stops. 85% of the new signs will not have this information. This would help in maintaining the bus stops and eliminate restickering the signs every time there is a change.

Mr. Martinez asked if the lights will be brighter when the new poles are installed. Director Urgo said all lighting will be reviewed. Currently the lights are installed in areas where it is really dark or there aren’t street lights. If we extend or replace poles to be ADA compliant, we will reassess.

Ms. Taylor reminded the Committee of what Ernestina Saldana used to say when she was on MAC—having a cell phone is a cultural thing; not everyone who takes the bus will have a cell phone. Director Urgo said that is a really good point and we need to consider the culture of our riders and who our audience is.

Mr. Pisano commented that he likes the larger bus route numbers; they are easier to read.

c. Other Projects

c.i. Transit Corridor Alternatives Analysis

The Santa Cruz County Regional Transportation Commission (SCCRTC) is coming to METRO’s Board meeting in November with their locally preferred alternatives on the Transit Corridor Alternatives Analysis.

c.ii. Capitola Mall

We recently reengaged with the Capitola Mall owners. No update on the project but we found out that they are still there and working on it.

c.iii. ParaCruz Trips and On-Demand Microtransit Trips

We’ve developed the concept of our service area zones and we are working through some issues with the Union and Operations Department on how to make that happen.

c.iv. Mobile Ticketing App

The mobile ticketing app is live across the district. Customers on any service can buy any fare. Ticket sales are going well in the first three weeks.

Mr. Von Hendy added that his wife was thrilled to learn about it.

Mr. Pisano added that he sent out an email to his work group and they were happy to see METRO providing this service.

d. METRO Planning and Development Annual Status Report as Presented to the Board of Directors on September 25, 2020

Director Urgo said this comprehensive report covers a lot of the issues discussed at the MAC meetings (e.g., system performance, mobile ticketing, validators on the Hwy. 17 buses, etc.); but most of the focus is on COVID-19 and service recovery planning.

Chair Elsea encouraged the Committee to review this report that was included in their packets. She raised concern for someone like herself who lives on the west side and relies on the service of the UCSC routes; the issue becomes how the connections line up. She suggested it would be interesting to see in a future survey how many people weren't riding because of connection issues--not just the frequency but the way the frequency affects these connections.

Mr. Pisano agreed and detailed the connection issues he experienced on his way to and from work. He hopes at some point the Route 35 goes back to both directions on Scotts Valley Drive and there can be a bus stop at Enterprise Technology Center.

Director Urgo said we will keep this feedback in mind as they develop the Winter Bid.

Mr. Pisano also asked if there is any thought about having a Scotts Valley Express. Director Urgo said historically there used to be a Hwy. 17 service that did that. In the current environment it is hard to think of a service expansion which this would be. Director Urgo said he'd have to review this. Chair Elsea suggested we add it to the next agenda for discussion.

e. Safety Tips Brochure

Danielle Glagola, Marketing, Communications & Customer Service Director, said she and Rufus Francis, Safety, Security & Risk Management Director, developed this tri-fold brochure of safety tips. It is printed in English and Spanish and available on the website, onboard our buses and at the transit centers. It highlights passenger, pedestrian and cyclist safety and COVID-19 prevention measures.

Mr. Von Hendy commented that it was nicely done.

Chair Elsea asked where on the website the brochure is located. Director Glagola said the link is on the home page and offered to send Chair Elsea the link. Chair Elsea said it would be nice to have brochures to highlight various topics and possibly do so in marketing the Code of Conduct. Director Glagola agreed. She mentioned a new brochure for the Splash Pass will be on the buses soon.

Mr. Pisano suggested METRO put out something on the Jump bike program if it returns to Santa Cruz and let people know they are not allowed on the buses and provide safety tips about where to properly park them. Director Glagola thanked him for the suggestion.

9. ESTABLISH AND APPROVE THE METRO ADVISORY COMMITTEE 2021 MEETING SCHEDULE

MOTION: APPROVE THE 2021 MAC MEETING DATES OF FEBRUARY 17, APRIL 21, AUGUST 18, AND OCTOBER 20.

MOTION: PISANO

SECOND: MARTINEZ

MOTION PASSED WITH 5 AYES: Elsea, Martinez, Pisano, Taylor, and Von Hendy. de Wit was absent.

10. ELECT THE METRO ADVISORY COMMITTEE CHAIR AND VICE CHAIR FOR 2021 TERM

Chair Elsea explained the Chair and Vice Chair responsibilities and how long their terms can run before discussion and nominations ensued for the two positions.

MOTION: ELECT CHAIR JAMES VON HENDY FOR A ONE-YEAR TERM (JANUARY 1 – DECEMBER 31, 2021) AND VICE CHAIR JOSEPH MARTINEZ FOR A ONE YEAR TERM (JANUARY 1 – DECEMBER 31, 2021)

MOTION: PISANO

SECOND: MARTINEZ

MOTION PASSED WITH 5 AYES: Elsea, Martinez, Pisano, Taylor, and Von Hendy. de Wit was absent.

Chair Elsea thanked the Committee for letting her have the honor of being the Committee Chair for the last two years. She expressed how much she enjoyed serving on the Committee and added that this Committee has risen in stature over the past five years thanks to what each member is doing. Members of the Committee thanked her for her service.

11. COMMUNICATIONS TO THE METRO CEO

None.

12. COMMUNICATIONS TO THE METRO BOARD OF DIRECTORS

None.

13. ITEMS FOR NEXT MEETING AGENDA

- Code of Conduct Marketing Plan
- Update on Information Technology Systems
- Update on Service Planning
- Scotts Valley Express Bus
- Enterprise Technology Center Bus Stop

14. DISTRIBUTION OF VOUCHERS

Donna Bauer, Administrative Specialist, will mail out the vouchers to all members on Thursday, October 22, 2020.

15. ADJOURNMENT

The next MAC meeting is scheduled for February 17, 2021 at 6:00 PM. Please check the SCMTD website for venue updates, as METRO remains dependent upon the public health orders in place at the time.

Meeting adjourned at 7:44 PM.

Respectfully submitted,

Donna Bauer
Administrative Specialist

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



Bus Stop Signage Redesign

October 23, 2020

John Urgo, Planning & Development Director

Current Stop Design



AC TRANSIT
 BUS STOP • PARADA DE AUTOBUS • 公交车站

14 To West Oakland BART	20 To Downtown Oakland
21 To Oakland Airport	39 To Fruitvale BART
339 To Fruitvale BART	

(510) 891-4777 Or call 511 for live departure times
actransit.org STOP ID 51269



T

Bus Stop # 12345

96 B-Line Newton Exchange

301 Newton Exchange

N10 Downtown NightBus

For next bus times from this stop, see the stop's shelter or call 511 or 408.923.2822



Primary: Large agency logo, pictogram, and “Bus Stop” text.

Secondary: Route numbers and destinations. Note the large font size of the route numbers and the special icons for key destinations such as BART.

Tertiary: Customer service, help, and wayfinding information. This information helps the customer seek additional resources.

Lacks clear hierarchy of information: Bus icon and Stop ID most prominent info

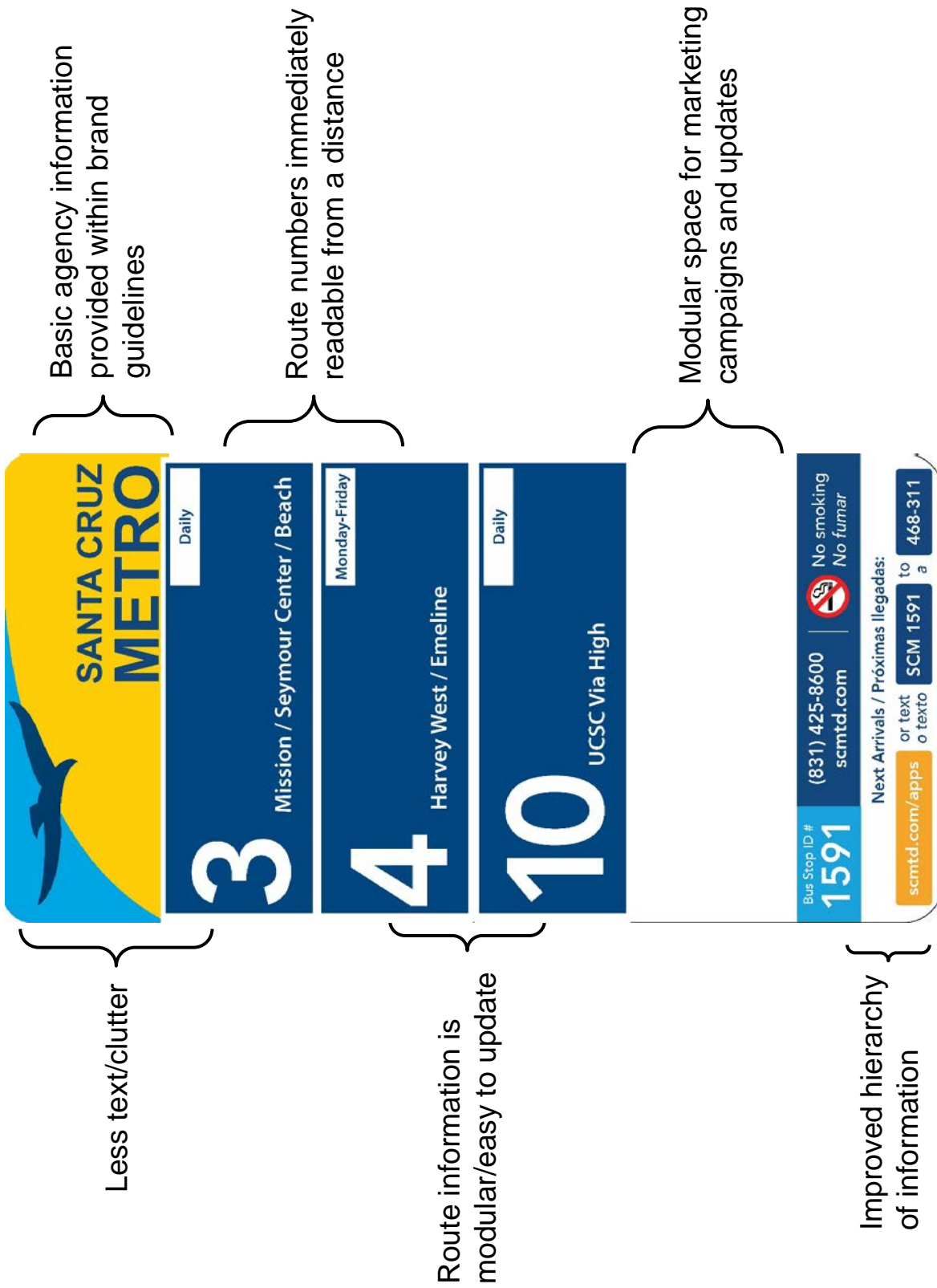
Visually cluttered: Lots of small text/hard to read from a distance

Full route schedule and map sticker is costly and requires update for minor service changes



Redundancies: logo and contact info repeated

Route number and destination can't be seen from a distance




One Route

Bus Stop ID # **1591** (831) 425-8600 No smoking / No fumar
scmtd.com

Next Arrivals / Próximas llegadas:
scmtd.com/apps or text / o texto **SCM 1591** to **468-311**

Two Routes



SANTA CRUZ METRO

Daily

3 Mission / Seymour Center / Beach


Monday-Friday

4 Harvey West / Emeline

Bus Stop ID # **1591** (831) 425-8600 No smoking / No fumar
scmtd.com

Next Arrivals / Próximas llegadas:
scmtd.com/apps or text / o texto **SCM 1591** to **468-311**

Three Routes



SANTA CRUZ METRO

Daily

3 Mission / Seymour Center / Beach

Monday-Friday

4 Harvey West / Emeline

Daily

10 UCSC Via High

Bus Stop ID # **1591** (831) 425-8600 No smoking / No fumar
scmtd.com

Next Arrivals / Próximas llegadas:
scmtd.com/apps or text / o texto **SCM 1591** to **468-311**

Four Routes



SANTA CRUZ METRO

Daily

16 UCSC via Laurel East

Daily

17 EXPRESS
Amtrak Thruway
Northbound to San Jose

Daily

17 EXPRESS
Amtrak Thruway
Southbound to Santa Cruz

Daily

19 UCSC via Lower Bay

Bus Stop ID # **1591** (831) 425-8600 scmttd.com

No smoking No fumar

Next Arrivals / Próximas llegadas:
scmttd.com/apps or text SCM 1591 to 468-311
o texto o texto a



SANTA CRUZ METRO

Daily

19 UCSC via Lower Bay

Daily

20 UCSC via Westside

Daily

35 Santa Cruz to San Lorenzo Valley (SLV)

Daily

35 San Lorenzo Valley (SLV) to Santa Cruz

Bus Stop ID # **1591** (831) 425-8600 scmttd.com

No smoking No fumar

Next Arrivals / Próximas llegadas:
scmttd.com/apps or text SCM 1591 to 468-311
o texto o texto a



SANTA CRUZ METRO

Daily

35A Santa Cruz to San Lorenzo Valley (SLV) via Scotts Valley Drive

Monday-Friday

40 Santa Cruz to Davenport

Monday-Friday

40 Davenport to Santa Cruz

Monday-Friday

41 Santa Cruz to Bonny Doon

Bus Stop ID # **1591** (831) 425-8600 scmttd.com

No smoking No fumar

Next Arrivals / Próximas llegadas:
scmttd.com/apps or text SCM 1591 to 468-311
o texto o texto a

Stop Types	Rationale
Westside stops near large student populations	High ridership Many transit routes in close proximity
High & Bay, Bay & Mission, Mission & Trescony, Mission & Olive	Confusing transfer area In proximity to key destinations
Stops in proximity to social services	High ridership Possibility of customers without cell phones
Stops in proximity to senior housing and destinations	Possibility of customers without cell phones
Downtown areas (Santa Cruz and Watsonville)	High ridership Walkable area Many transit routes in close proximity In proximity to key destinations High likelihood of tourists and first-time riders
Stops serving high schools that receive special transit service	High ridership Possibility of customers without cell phones
Rural and mountainous areas with poor cell phone coverage	Possibility customers cannot access information through cell phone

Information Available	Type 1: Standard	Type 2: High Use, Special, or No Cell Coverage	Type 3: Walkable Area / Campus / Tourist Destination / Transfer Point	Type 4: Transit Center (Large format poster)
Stop Flag	✓	✓	✓	
Route Numbers & Names	✓	✓	✓	✓
Route Maps		✓	✓	✓
Route Schedules		✓	✓	✓
Fare Information		✓	✓	✓
Local Area Map			✓	✓
System Map				✓
Number of Stops				
	~675	~80	~40	4

Thank You