



**SANTA CRUZ METROPOLITAN TRANSIT DISTRICT (METRO)  
BOARD OF DIRECTORS SPECIAL MEETING AGENDA  
OCTOBER 14, 2022 – 9:00 AM**

**SEACLIFF INN  
7500 OLD DOMINION CT.  
APTOS, CA 95003**

The Board of Directors Special Meeting Agenda Packet can be found online at [www.SCMTD.com](http://www.SCMTD.com) and is available for inspection at METRO's Administrative Offices at 110 Vernon Street, Santa Cruz, California.

The following COVID-19 protocols will be in place at the meeting:

- Face masks are optional
- Hand sanitizer and sanitizing wipes will be available

Public comments may be submitted via email to [boardinquiries@scmttd.com](mailto:boardinquiries@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 Directors before or during the meeting. Comments submitted after the meeting is called to order will be included in the Board's correspondence that is posted online at the board meeting packet link.

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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.

**BOARD ROSTER**

Director Kristen Brown	City of Capitola
Director Rebecca Downing	County of Santa Cruz
Director Jimmy Dutra	City of Watsonville
Director Shebreh Kalantari-Johnson	City of Santa Cruz
Director Manu Koenig	County of Santa Cruz
Director Donna Lind	City of Scotts Valley
Director Bruce McPherson	County of Santa Cruz
Director Donna Meyers	City of Santa Cruz
Director Larry Pageler	County of Santa Cruz
Director Ari Parker	City of Watsonville
Director Mike Rotkin	County of Santa Cruz
Ex-Officio Director Dan Henderson	UC Santa Cruz
Ex-Officio Director Alta Northcutt	Cabrillo College
Michael Tree	METRO CEO/General Manager
Julie Sherman	METRO General Counsel

## **TITLE 6 - INTERPRETATION SERVICES / TÍTULO 6 - SERVICIOS DE TRADUCCIÓN**

Spanish language interpretation and Spanish language copies of the agenda packet are available on an as-needed basis. Please make advance arrangements with the Executive Assistant at 831-426-6080. Interpretación en español y traducciones en español del paquete de la agenda están disponibles sobre una base como-necesaria. Por favor, hacer arreglos por adelantado con Coordinador de Servicios Administrativos al numero 831-426-6080.

## **AMERICANS WITH DISABILITIES ACT**

The Board of Directors meets in an accessible facility. Any person who requires an accommodation or an auxiliary aid or service to participate in the meeting, or to access the agenda and the agenda packet (including a Spanish language copy of the agenda packet) should contact the Executive Assistant, at 831-426-6080 as soon as possible in advance of the Board of Directors meeting. Hearing impaired individuals should call 711 for assistance in contacting Santa Cruz METRO regarding special requirements to participate in the Board meeting. For information regarding this agenda or interpretation services, please call Santa Cruz METRO at 831-426-6080.

## **SECTION I: OPEN SESSION**

NOTE: THE BOARD CHAIR MAY TAKE ITEMS OUT OF ORDER

### **1 CALL TO ORDER**

### **2 ROLL CALL**

### **3 ANNOUNCEMENTS**

3.1 Today's meeting is being broadcast by Community Television of Santa Cruz County.

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

This time is set aside for Directors and members of the general public to address any item not on the Agenda which is within the subject matter jurisdiction of the Board. No action or discussion shall be taken on any item presented except that any Director 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. Speakers appearing at a Board meeting shall be limited to three minutes in his or her presentation. When addressing the Board, the individual may, but is not required to, provide his/her name and address in an audible tone for the record.

### **5 ADDITIONAL DOCUMENTATION TO SUPPORT EXISTING AGENDA ITEMS**

## **REGULAR AGENDA**

### **6 CEO/GENERAL MANAGER AND BOARD WORKSHOP / STRATEGIC PLANNING**

Michael Tree, CEO/General Manager

### **7 ANNOUNCEMENT OF NEXT BOARD OF DIRECTORS MEETING: FRIDAY, OCTOBER 28, 2022 AT 9:00 AM VIA TELECONFERENCE**

Larry Pageler, Board Chair

### **8 ADJOURNMENT**

Larry Pageler, Board Chair

Pursuant to the Government Code of the State of California, this agenda was posted at least 24 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 to the Board of Directors 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.



**BOARD OF DIRECTORS SPECIAL MEETING  
OCTOBER 14, 2022**

9:00AM – 9:10AM

**Open Session**

Larry Pageler, Board Chair

9:10AM – 9:15AM

**Expectations of the Meeting**

Michael Tree, CEO/General Manager

**Opportunities for Increasing Ridership**

9:15AM – 9:40AM

**Community Survey Results**

Adam Sonenshein, Vice President – FM3 Research

9:40AM – 10:25AM

**Key Planning Concepts**

Jarrett Walker, President - Jarrett Walker & Associates

10:25AM – 10:55AM

**Q & A with Jarrett Walker**

10:55AM – 11:10AM

**Break**

**Zero Emission Plan & Technology**

11:10AM – 11:15AM

**One Ride At A Time Project**

Danielle Glagola, Marketing, Communications & Customer Service Director

11:15AM – 11:40AM

**Zero Emission Bus Technologies**

Steve Clermont, Director - Center for Transportation & the Environment (CTE)

11:40AM – 11:55AM

**METRO Zero Emission Bus Implementation Plan**

Chuck Farmer, CFO

11:55AM – 12:15PM

**Working Lunch**

**Opportunities for Housing**

12:15PM – 12:20PM

**CAD/AVL and APC Project**

Isaac Holly, IT and ITS Director

12:20PM – 12:35PM

**METRO Center Project**

John Urgo, Planning & Development Director

Bonnie Lipscomb, Economic Development Director - City of Santa Cruz

Jessica de Wit, Housing & Community Development Manager - City of Santa Cruz

12:35PM – 12:50PM

**Soquel Park & Ride/ParaCruz Facility and Watsonville Transit Center**

Brian Spector, Principal Architect & President - Spector Corbett Architects, Inc.

12:50PM – 12:52PM

**Closing Comments**

Michael Tree, CEO/General Manager

12:52PM – 1:00PM

**Board Member Comments**

1:00PM

**Adjournment**

Larry Pageler, Board Chair