

AGENDA
SANTA CRUZ METRO BOARD OF DIRECTORS
REGULAR MEETING OF SEPTEMBER 28, 2012
9:00 AM



Mission Statement: "To provide a public transportation service that enhances personal mobility and creates a sustainable transportation option in Santa Cruz County through a cost-effective, reliable, accessible, safe, clean and courteous transit service."

**THE BOARD MEETING AGENDA PACKET CAN BE FOUND ONLINE AT
WWW.SCMTD.COM AND IS AVAILABLE FOR INSPECTION AT SANTA CRUZ METRO'S
ADMINISTRATIVE OFFICES LOCATED AT 110 VERNON STREET, SANTA CRUZ, CALIFORNIA**

- | | | |
|--------------------------|--|------------------------------|
| <input type="checkbox"/> | <i>Director Margarita Alejo</i> | <i>City of Watsonville</i> |
| <input type="checkbox"/> | <i>Director Hilary Bryant</i> | <i>City of Santa Cruz</i> |
| <input type="checkbox"/> | <i>Director Dene Bustichi</i> | <i>City of Scotts Valley</i> |
| <input type="checkbox"/> | <i>Director Daniel Dodge, Vice Chair</i> | <i>City of Watsonville</i> |
| <input type="checkbox"/> | <i>Director Ron Graves</i> | <i>City of Capitola</i> |
| <input type="checkbox"/> | <i>Director Michelle Hinkle</i> | <i>County of Santa Cruz</i> |
| <input type="checkbox"/> | <i>Director Deborah Lane</i> | <i>County of Santa Cruz</i> |
| <input type="checkbox"/> | <i>Director John Leopold</i> | <i>County of Santa Cruz</i> |
| <input type="checkbox"/> | <i>Director Ellen Pirie</i> | <i>County of Santa Cruz</i> |
| <input type="checkbox"/> | <i>Director Lynn Robinson, Chair</i> | <i>City of Santa Cruz</i> |
| <input type="checkbox"/> | <i>Director Mark Stone</i> | <i>County of Santa Cruz</i> |
| <input type="checkbox"/> | <i>Ex-Officio Director Donna Blitzer</i> | <i>UC Santa Cruz</i> |

Leslie R. White, General Manager / Secretary of the Board
Margaret Gallagher, District Counsel

INTERPRETATION SERVICES / SERVICIOS DE TRADUCCIÓN

Spanish language translation is available on an as needed basis. Please make advance arrangements with Tony Tapiz, Administrative Services Coordinator at 831-426-6080. Traducción al español está disponible de forma según sea necesario. Por favor, hacer arreglos por adelantado con Tony Tapiz, Coordinador de Servicios Administrativos al numero 831-426-6080.

AMERICANS WITH DISABILITIES ACT

 *The METRO Administrative Offices are located 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, should contact Tony Tapiz, Administrative Services Coordinator, 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.*

**AGENDA
SANTA CRUZ METRO BOARD OF DIRECTORS
REGULAR MEETING OF SEPTEMBER 28, 2012
PAGE 2 OF 4**

MEETING LOCATION:
SCOTTS VALLEY CITY COUNCIL CHAMBERS, 1 CIVIC CENTER DRIVE, SCOTTS VALLEY

9:00 A.M.

NOTE: THE BOARD CHAIR MAY TAKE ITEMS OUT OF ORDER

SECTION I: OPEN SESSION

1. CALL TO ORDER & ROLL CALL
2. ORAL AND WRITTEN COMMUNICATIONS
 - 2-1. Amy Weiss will be available for Spanish language interpretation during "Oral Communications" and for any other agenda item for which these services are needed.
 - 2-2. Today's meeting is being broadcast by Community Television of Santa Cruz County.
 - 2-3. We'd like to thank CAFÉ AMIGO for our refreshments today. CAFÉ AMIGO is located in the Cavallaro Transit Center here in Scotts Valley, where they serve a variety of breakfast and lunch items and have had a huge positive impact on our riders and the area in general.
3. 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. All matters relating to Santa Cruz METRO will be noted in the minutes and may be scheduled for discussion at a future meeting or referred to staff for clarification and report. Any Director may place matters brought up under Oral and Written Communications on a future agenda. In accordance with District Resolution 69-2-1, speakers appearing at a Board meeting shall be limited to three minutes in his or her presentation. Any person addressing the Board may submit written statements, petitions or other documents to complement 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.
4. LABOR ORGANIZATION COMMUNICATIONS
5. ADDITIONAL DOCUMENTATION TO SUPPORT EXISTING AGENDA ITEMS

CONSENT AGENDA

All items appearing on the Consent Agenda are recommended actions which are considered to be routine and will be acted upon as one motion. All items removed will be considered later in the agenda. The Board Chair will allow public input prior to the approval of the Consent Agenda items.

- 6-1. CONSIDERATION OF A RESOLUTION REVISING THE FY13 FINAL CAPITAL BUDGET
Submitted by Angela Aitken, Finance Manager
- 6-2. ACCEPT AND FILE STATUS REPORT OF ACTIVE GRANTS AND SUBMITTED GRANT PROPOSALS FOR SEPTEMBER 2012
Submitted by Tom Hiltner, Grants & Legislative Analyst

AGENDA
SANTA CRUZ METRO BOARD OF DIRECTORS
REGULAR MEETING OF SEPTEMBER 28, 2012
PAGE 3 OF 4

- 6-3. ACCEPT AND FILE RIDERSHIP REPORT FOR JULY 2012
Submitted by Erich Friedrich, Junior Transit Planner
- 6-4. ACCEPT AND FILE STATUS REPORTS OF FEDERAL AND STATE LEGISLATION AND
CURRENT LEGISLATIVE ISSUES
Submitted by Tove Beatty, Grants & Legislative Analyst
- 6-5. ACCEPT AND FILE ACCESSIBLE SERVICES REPORT FOR JULY 2012
Submitted by John Daugherty, Accessible Services Coordinator
- 6-6. ACCEPT AND FILE METRO PARACRUZ OPERATIONS STATUS REPORT for JULY 2012
Submitted by April Warnock, Paratransit Superintendent
- 6-7. CONSIDERATION OF AWARD OF CONTRACT WITH FEENEY WIRELESS, LLC FOR ON-
BOARD BUS WI-FI SERVICE AND EQUIPMENT IN AN AMOUNT NOT TO EXCEED
\$100,000
Submitted by Erron Alvey, Purchasing Agent
- 6-8. CONSIDERATION OF AWARD OF CONTRACT WITH STATE ELECTRIC GENERATOR
FOR ANNUAL EMERGENCY GENERATOR LOAD BANK TESTING AND REPAIR
SERVICES IN AN AMOUNT NOT TO EXCEED \$32,000
Submitted by Erron Alvey, Purchasing Agent
- 6-9. NOTICE OF ACTION TAKEN IN CLOSED SESSION
Submitted by Margaret Gallagher, District Counsel

REGULAR AGENDA

- 7. PRESENTATION OF EMPLOYEE LONGEVITY AWARDS
Lynn Robinson, Board Chair
- 8. CONSIDERATION OF WATSONVILLE TRANSIT CENTER AND PACIFIC STATION
RENOVATIONS; CONSIDERATION OF GRANT FUNDING FOR TRANSIT CENTERS
RENOVATION
Presented by Tom Hiltner, Grants & Legislative Analyst; Liseth Guizar, Claims Investigator
- 9. ACCEPT AND FILE 2012 ON-BOARD TRANSIT RIDERSHIP SURVEY
Presented by Erich Friedrich, Jr. Transit Planner & Jose Perez, Moore & Associates
- 10. REVIEW OF ITEMS TO BE DISCUSSED IN CLOSED SESSION
Presented by Margaret Gallagher, District Counsel
- 11. ORAL AND WRITTEN COMMUNICATIONS REGARDING CLOSED SESSION

AGENDA
SANTA CRUZ METRO BOARD OF DIRECTORS
REGULAR MEETING OF SEPTEMBER 28, 2012
PAGE 4 OF 4

SECTION II: CLOSED SESSION

1. CONFERENCE WITH REAL PROPERTY NEGOTIATORS
(Pursuant to Government Code Section 54956.8)

Property: Bart Cavallaro Transit Center
Agency Negotiator: Margaret Gallagher, District Counsel
Negotiating Parties: Luis Barrientos
Under negotiation: Lease price and terms of payment

2. CONFERENCE WITH LEGAL COUNSEL – EXISTING LITIGATION
(Pursuant to Government Code Section 54956.9)

Name of Case: Raymond Emme v. SCMTD, et al.
(Before the Superior Court of Santa Cruz County)

3. CONFERENCE WITH LEGAL COUNSEL – ANTICIPATED LITIGATION
(Pursuant to Government Code Section 54957.5)

Potential cases: One

4. CONFERENCE WITH LABOR NEGOTIATOR
(Pursuant to Government Code Section 54957.6)

Agency Negotiators: Leslie R. White, General Manager, Robyn Slater, Human Resources, Ciro Aguirre, Operations Manager

Employee Organization: United Transportation Union (UTU), Local 23 Fixed Route
Employee Organization: United Transportation Union (UTU), Local 23 Paracruz
Employee Organization: Service Employees International Union (SEIU), Local 521

SECTION III: RECONVENE TO OPEN SESSION

12. REPORT OF CLOSED SESSION

13. ORAL ANNOUNCEMENT

The next regularly scheduled Board meeting will be held Friday, October 12, 2012 at 8:30 a.m. at the Santa Cruz Metro Administration Offices at 110 Vernon Street, Santa Cruz, California.

14. ADJOURNMENT

Adjourn to the next regularly scheduled Board Meeting.

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

SANTA CRUZ METROPOLITAN TRANSIT DISTRICT

DATE: September 28, 2012

TO: Board of Directors

FROM: Angela Aitken, Finance Manager

SUBJECT: RESOLUTION REVISING THE FY13 FINAL CAPITAL BUDGET

I. RECOMMENDED ACTION

That the Board of Directors adopt a resolution authorizing the FY13 capital budget revisions as presented.

II. SUMMARY OF ISSUES

- The FY13 Final Capital Budget was prepared in April, 2012 and subsequently adopted by the Board of Directors on June 22, 2012.
- Since the budget was adopted in June, significant changes have occurred that necessitate a budget revision.
- The FY13 Revised Capital Budget is presented as **Attachment B**.
- A reconciliation between the June 2012 adopted FY13 Final Capital Budget and the FY13 Revised Capital Budget is presented as **Attachment C**.

III. DISCUSSION

The FY13 Final Capital Budget was prepared in April, 2012 and subsequently adopted by the Board of Directors on June 22, 2012. Subsequent to the budget being adopted in June, significant changes have occurred that necessitated a budget revision. These changes include; a State-Local Partnership Program (SLPP) grant award in the amount of \$5.8M, receipt of the FY11 and FY12 Transit Security grant allocations in the amount of \$900K, requests for new projects, and adjustments to project balances to reflect spending in FY12, and to coincide with the actual amount of grant funds remaining.

IV. FINANCIAL CONSIDERATIONS

The FY13 Revised Capital Budget totals \$31,643,668 and requires cash flow advances of \$7,932,062 from the Reserved Retained Earnings Account. Subsequent reimbursements will provide \$7,572,062 back to the Reserved Retained Earnings Account, while \$360,000 is funded with restricted cash on hand.

September 28, 2012

Board of Directors

Page 2

V. ATTACHMENTS

Attachment A: FY13 Revised Capital Budget Resolution

Attachment B: FY13 Revised Capital Budget

Attachment C: FY13 Revised Capital Budget Proposed Budget Revisions

Prepared by: Debbie Kinslow, Assistant Finance Manager

Date Prepared: September 21, 2012

Attachment A

BEFORE THE BOARD OF DIRECTORS OF THE SANTA CRUZ METROPOLITAN TRANSIT DISTRICT

Resolution No. _____

On the Motion of Director _____

Duly Seconded by Director _____

The following Resolution is adopted:

A RESOLUTION OF THE SANTA CRUZ METROPOLITAN TRANSIT DISTRICT AUTHORIZING A REVISION TO THE FY13 CAPITAL BUDGET

WHEREAS, it is necessary to revise the adopted FY13 Final Capital Budget of the Santa Cruz Metropolitan Transit District to provide for revisions in the capital budget.

NOW, THEREFORE, BE IT RESOLVED, the budget is hereby amended per the attached Attachment A.

PASSED AND ADOPTED this 28th day of September 2012, by the following vote:

AYES: Directors -

NOES: Directors -

ABSENT: Directors -

ABSTAIN: Directors -

Approved _____

LYNN ROBINSON

Board Chair

ATTEST _____

LESLIE R. WHITE

General Manager

APPROVED AS TO FORM:

MARGARET GALLAGHER

District Counsel

Attachment B

SANTA CRUZ METROPOLITAN TRANSIT DISTRICT										
FY13 REVISED CAPITAL BUDGET 09/28/12										
PROJECT/ACTIVITY	NON-RESTRICTED - RESERVED RETAINED EARNINGS	RESTRICTED - SAKATA/LAW SUIT	RESTRICTED - STA	FUTURE (Estimated) - STA (1)	RESTRICTED - STATE BOND FUNDS (1B) (2)	RESTRICTED - FY09-11 PTMISEA (1B)	LOCAL OPERATING IN KIND MATCH - SALARIES	TOTAL		
Estimated Beginning Balance @ July 1, 2012:	\$ 10,000,000	\$ 1,333,382	\$ 800,000	\$ 5,600,000	\$ 1,768,500	\$ 13,300,000	\$ 11,605	\$ 32,813,487		
Grant-Funded Projects										
MetroBase Project - FY11 Allocation Operations Bldg. (STIC, SAKATA, STA, PTMISEA)	\$ 1,108,062	\$ 1,333,382	\$ -	\$ 5,600,000	\$ -	\$ 11,010,047	\$ -	\$ 19,051,491		
MetroBase Project - Operations Bldg. / Other (SLPP)	\$ 5,800,000					\$ 2,333,111		\$ 5,800,000		
2nd LNG Tank (MBUAPCD, PTMISEA)	\$ 101,000					\$ 1,082,961		\$ 2,333,111		
Video Surveillance Project - CCTV (STATE-1B)					\$ 980,000			\$ 1,183,961		
Land Mobile Radio Project - LMR (STATE-1B)					\$ 788,500			\$ 980,000		
Bus Stop Improvements (STIP)	\$ 355,000							\$ 788,500		
Non-Revenue Vehicle Replacement (MBUAPCD, STA)	\$ 160,000		\$ 20,500				\$ 11,605	\$ 355,000		
Pacific Station/MetroCenter - Conceptual Design (FTA, STA)	\$ 48,000		\$ 12,000					\$ 192,105		
Watsonville Transit Center - Conceptual Design (STA)			\$ 30,000					\$ 60,000		
Subtotal	\$ 7,572,062	\$ 1,333,382	\$ 62,500	\$ 5,600,000	\$ 1,768,500	\$ 14,426,119	\$ 11,605	\$ 30,000	\$ 30,774,168	
IT Projects										
Automated Purchasing System Software - Puridium (STA)			\$ 40,000					\$ 40,000		
HR Software Upgrade - iVantage (STA)			\$ 20,000					\$ 20,000		
Replace "Plant" - Informix Database - Bus Stop Tracking System (STA)			\$ 10,000					\$ 10,000		
Subtotal	\$ -	\$ -	\$ 70,000		\$ -	\$ -	\$ -	\$ 70,000		
Facilities Repair & Improvements										
MetroCenter Repairs (RES. RET. EARN., STA)	\$ 185,000		\$ 40,000					\$ 225,000		
Bus Stop Repairs / Improvements (RES. RET. EARN.)	\$ 175,000							\$ 175,000		
WTC Renovations & Repairs (STA)			\$ 45,000					\$ 45,000		
Repaint SVT (STA)			\$ 45,000					\$ 45,000		
Replace Portable Steam & Sidewalk Cleaner WTC (STA)			\$ 25,000					\$ 25,000		
Heaters for Maintenance Facility (3) (STA)			\$ 10,000					\$ 10,000		
Interactive White Board - ParaCruz (STA)			\$ 3,500					\$ 3,500		
Subtotal	\$ 360,000	\$ -	\$ 168,500		\$ -	\$ -	\$ -	\$ 528,500		

Attachment B

SANTA CRUZ METROPOLITAN TRANSIT DISTRICT FY13 REVISED CAPITAL BUDGET 09/28/12										
PROJECT/ACTIVITY	NON- RESTRICTED - RESERVED RETAINED EARNINGS	RESTRICTED - SAKATA/LAW SUIT	RESTRICTED - STA	FUTURE (Estimated) - STA (1)	RESTRICTED - STATE BOND FUNDS (1B) (2)	RESTRICTED - FY09-11 PTMISEA (1B)	LOCAL OPERATING IN KIND MATCH - SALARIES	TOTAL		
Revenue Vehicle Replacement										
Replace WiFi on Highway 17 buses (STA)			\$ 100,000					\$ 100,000		
Replace Supervisor Vehicle-SUV (STA)			\$ 40,000					\$ 40,000		
Subtotal	\$ -	\$ -	\$ 140,000		\$ -	\$ -	\$ -	\$ 140,000		
Non-Revenue Vehicle Replacement										
See above-Grant Funded Projects										
Subtotal	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	\$ -		
Fleet & Maint Equipment										
Small Vehicle Lift - Fleet (STA)			\$ 25,000					\$ 25,000		
Vehicle Diagnostic Code Scanner Program & PC - PC (STA)			\$ 3,500					\$ 3,500		
Industrial Auto Upholstery Cleaning Machine - Fleet (STA)			\$ 2,500					\$ 2,500		
Subtotal	\$ -	\$ -	\$ 31,000	\$ -	\$ -	\$ -	\$ -	\$ 31,000		
Office Equipment										
None										
Subtotal	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
Misc.										
Ticket Vending Machine (1) (STA)			\$ 100,000					\$ 100,000		
Subtotal	\$ -	\$ -	\$ 100,000		\$ -	\$ -	\$ -	\$ 100,000		
TOTAL CAPITAL PROJECTS	\$ 7,932,062	\$ 1,333,382	\$ 572,000	\$ 5,600,000	\$ 1,768,500	\$ 14,426,119	\$ 11,605	\$ 31,643,668		
Estimated Ending Balance @ June 30, 2013:	\$ 2,067,938	\$ -	\$ 228,000	\$ 5,600,000 (3)	\$ -	\$ 10,819,589 (3)	\$ -	\$ 18,715,527		

Attachment B

SANTA CRUZ METROPOLITAN TRANSIT DISTRICT FY13 REVISED CAPITAL BUDGET 09/28/12									
PROJECT/ACTIVITY	NON-RESERVED RETAINED EARNINGS	RESTRICTED - SAKATA/LAW SUIT	RESTRICTED - STA	FUTURE (Estimated) - STA (1)	RESTRICTED - STATE BOND FUNDS (1B) (2)	RESTRICTED - FY09-11 PTMISEA (1B)	LOCAL OPERATING IN KIND MATCH - SALARIES	TOTAL	
CAPITAL PROGRAM FUNDING									
PTMISEA (1B)						\$ 14,426,119		\$ 14,426,119	
State Transit Assistance (STA)			\$ 572,000	\$ 5,600,000				\$ 6,172,000	
Sakata / Lawsuit Proceeds		\$ 1,333,382						\$ 1,333,382	
State Security Bond Funds (1B)					\$ 1,768,500			\$ 1,768,500	
State-Local Partnership program (SLPP)	\$ 5,800,000 (4)							\$ 5,800,000	
Federal Grants (FTA)	\$ 1,156,062 (4)							\$ 1,156,062	
Statewide Transportation Improvement Program (STIP)	\$ 355,000 (4)							\$ 355,000	
Monterey Bay Unified Air Pollution Control Dist (MBUAPCD)	\$ 261,000 (4)							\$ 261,000	
Reserved Retained Earnings	\$ 360,000							\$ 360,000	
Local Operating Match							\$ 11,605	\$ 11,605	
TOTAL CAPITAL FUNDING	\$ 7,932,062	\$ 1,333,382	\$ 572,000	\$ 5,600,000	\$ 1,768,500	\$ 14,426,119	\$ 11,605	\$ 31,643,668	
Non-Restricted Funds	\$ 360,000							\$ 360,000	
Restricted Funds	\$ 7,572,062 (4)	\$ 1,333,382	\$ 572,000	\$ 5,600,000	\$ 1,768,500	\$ 14,426,119		\$ 31,272,063	
Local Operating Match - provided by Salaries							\$ 11,605	\$ 11,605	
TOTAL CAPITAL FUNDING	\$ 7,932,062	\$ 1,333,382	\$ 572,000	\$ 5,600,000	\$ 1,768,500	\$ 14,426,119	\$ 11,605	\$ 31,643,668	
(1) Estimate is based on State Controller's STA Allocation Preliminary Estimate. Funds will be received in future years									
(2) Original PTMISEA (1B) Program Allocation Request:									
FY08 PTMISEA Allocation Received						\$ 26,262,877			
FY09 PTMISEA Allocation Received						\$ 4,404,019			
FY10 PTMISEA Allocation Received						\$ 2,480,910			
FY11 PTMISEA Allocation Received						\$ 2,491,923			
Subtotal PTMISEA Cash Receipts thru 2/10/12						\$ 11,010,047			
Unpaid balance of remaining PTMISEA funds requested						\$ 20,386,899			
						\$ 5,875,978			
(3) Not all Metrobase Project PTMISEA and STA funds shown will be spent in FY13 due to construction in progress payments due on the Operations facility; 25% of the funds budgeted are projected to be spent by 6/30/2013									
(4) Funds to be reimbursed at a later date									
	\$ 7,572,062								

6-1.b3

Attachment C

FY13 REVISED CAPITAL BUDGET PROPOSED BUDGET REVISIONS SEPTEMBER 28, 2012

FY13 FINAL CAPITAL BUDGET: \$ 24,286,019

CAPITAL PROJECT	SOURCE	AMOUNT	TOTAL
Reduce: Adjust FY11 allocation to coincide with actual amount of funds remaining	PTMISEA	\$ (1,000,000)	
Increase: Adjust FY10 allocation balance to coincide with actual amount of funds remaining after FY11 spending		\$ 1,941,149	
Eliminate: Adjust FY09 allocation - all funds expenxded in FY11		\$ (121,000)	
Reason: Adjust PTMISEA funding balances to coincide with actual amount of funds remaining			
Add: SLPP funding for Operations Building	SLPP	\$ 5,800,000	
Reason: Add SLPP funds - approved in August 2012			
Reduce: 2nd L/CNG Tank	MBUAPCD	\$ (99,000)	
Reason: Adjust project balance to reflect spending in FY12			
Reduce: Land Mobile Radio Project	STATE - 1B	\$ (1,500)	
Reason: Adjust project balance to reflect spending in FY12			
Add: Video Surveillance / CCTV Project	STATE - 1B	\$ 900,000	
Reason: Adjust project balance to reflect spending in FY12, and two (2) allocations of \$440,505 received on June 4, and June 12, 2012			
Eliminate: 425 Front Street Purchase	STA	\$ (17,000)	
Reason: Funds not needed - project completed in FY12			
Reduce: HR Software Upgrade iVantage	STA	\$ (20,000)	
Add: Replace Highway 17 WiFi buses	STA	\$ 20,000	
Reduce: Excess funds back into the STA account	STA	\$ (85,000)	
Reason: Reduce balance in HR Software project to from \$125K to \$20K. Transfer \$20K to the Replace WiFi on Highway 17 buses project, and put the remaining excess funds back in the STA account for a future project			

Attachment C

FY13 REVISED CAPITAL BUDGET PROPOSED BUDGET REVISIONS SEPTEMBER 28, 2012

CAPITAL PROJECT	SOURCE	AMOUNT	TOTAL
Project Change: Replace "Plant" Informix Database-Bus Stop Tracking System	STA	\$ -	
<p>Reason: Funds remaining in the Fleet & Facilities Software Project are now needed to purchase a Bus Stop Tracking System - since the "Plant" database is no longer supported</p>			
Reduce: Fueling Station Awning	STA	\$ (30,000)	
Add: Heaters for Maintenance Facility (3)	STA	\$ 10,000	
Add: Replace Wifi on Highway 17 buses	STA	\$ 20,000	
<p>Reason: Postpone Fueling Station Awning project \$30K; Create new project line item for Heaters for Maintenance Facility for \$10K and transfer \$20K to Replace Wifi on Highway 17 buses. \$60K was originally budgeted for the Wifi project, while an additional \$40K is needed to upgrade from 3g to 4g technology to provide more consistent WiFi coverage</p>			
Reduce: MTC Lane Four Shelter	STA	\$ (40,000)	
Add: MetroCenter Repairs	STA	\$ 40,000	
<p>Reason: Lane 4 Shelter project completed in FY11. Use funds to refurbish / remodel restrooms at Metro Center</p>			
Add: Replace Supervisor Vehicle	STA	\$ 40,000	
<p>Reason: Replace field supervisor vehicle with > 100,000 miles. Vehicle reliability is critical due to severe weather conditions and response to emergency disasters and situations that are prevalent in the county and community.</p>			
TOTAL PROPOSED CAPITAL BUDGET REVISIONS			\$ 7,357,649
FY13 REVISED CAPITAL BUDGET:			\$ 31,643,668

SANTA CRUZ METROPOLITAN TRANSIT DISTRICT

DATE: September 28, 2012

TO: Board of Directors

FROM: Tove Beatty, Grants/Legislative Analyst
Thomas Hiltner, Grants/Legislative Analyst

SUBJECT: STATUS REPORT OF ACTIVE GRANTS AND SUBMITTED GRANT PROPOSALS FOR SEPTEMBER 2012

I. RECOMMENDED ACTION

This report is for informational purposes only. Active grants and grant proposals are current as of September 18, 2012. No action is required.

II. SUMMARY OF ISSUES

- Santa Cruz METRO relies upon grant funding from other agencies for more than 25% of its FY13 operating revenue and more than 90% of its FY13 capital funding.
- A list of Santa Cruz METRO's active grants (Attachment A) and a list of grant proposals for new funds (Attachment B) are provided monthly in order to apprise the Board of the status of grants funding.
- Santa Cruz METRO has active grant awards totaling \$39,927,939.
- Items in **bold** on Attachments A and B depict changes from last month's report.
- Santa Cruz METRO staff is developing new applications totaling \$12,800,115 for operating and capital projects.

III. DISCUSSION

Santa Cruz METRO relies upon grants from a number of other entities throughout the year for more than 25% of its FY13 operating revenue and over 90% of its FY13 capital funding. Programs such as the Transportation Development Act (TDA) and the Federal Transit Administration (FTA) urbanized area program annually allocate funds by formula while others such as the Monterey Bay Unified Air Pollution Control District's AB2766 Motor Vehicle Emissions Reduction Program and the California Department of Transportation (Caltrans) discretionary planning grants are competitively awarded based on merit. Santa Cruz METRO relies on both formula and discretionary grant revenue to support its operating and capital budgets.

This staff report is to apprise the Board of Directors of active grants funding current projects and proposed grants for new projects and ongoing operating costs. **Attachment A** lists all of Santa Cruz METRO's active grants with the award amount, the remaining balance and the status of the

projects funded by the grant. **Attachment B** lists Santa Cruz METRO's open grant applications with a brief description, source and status of proposed funds. Items in **bold** on Attachments A and B depict changes from last month's report.

IV. FINANCIAL CONSIDERATIONS

Active grant awards for operating and capital projects total \$39,927,939 with an unspent balance of \$20,263,322. The total amount of active grant awards increased by \$156,312 from last month due to the application for FY12 Rural Operating Assistance moving onto the active grants list. The unspent balance of grant funds decreased due to drawdown of STA funds, drawdown of FY09 Transit Security Grant Funds and drawdown of Air District funds for CNG non-revenue vehicles.

Current grant applications request \$10,565,073 in new funds, an decrease of \$2,235,045 since the last report due applications moving to the active list and the removal of those not awarded. Staff will continue to evaluate new grant opportunities as they arise.

V. ATTACHMENTS

Attachment A: Santa Cruz METRO Active Grants Status Report as of September 18, 2012

Attachment B: Santa Cruz METRO Grant Applications as of September 18, 2012

Attachment A

Santa Cruz METRO Active Grants as of September 18, 2012

#	Grant	Description	\$ Grant Awarded	\$ Grant Balance	Funding Source	Grant Status
1	FFY10 5309 Bus/Facilities SGR Program	Purchase 11 new CNG replacement buses from FTA discretionary grant program.	\$ 4,830,600	\$ 66,223	FTA 5309 SGR	Will close out remaining grant funds for spare parts by 9/30/12.
2	FY10/11 Proposition 1B - State and Local Partnership Program	Proposition 1B Formula Funds	\$ 427,000	\$ -	CTC/Caltrans	Received payment, will close out 9/30/12.
3	FFY11 5309 Bus/Facilities SGR Program	Discretionary, competitive grant program.	\$ 2,814,538	\$ 2,814,538	FTA 5309 SGR	Award received 8/23/12.
4	Bus Stop Improvements	Improve bus stops in Santa Cruz METRO service area	\$ 500,000	~\$240,100	Caltrans from State Transportation Improvement Program (STIP)	IFB for final repairs out 8/15/12; to be awarded by 9/30/12. Completing date moved to 2/15/13. Final invoice to Caltrans 3/31/13 pending approval.
5	MBUAPCD AB2766 FY12 Grant	Discretionary Grant	\$ 160,000	\$ 110,473	MBUAPCD (Air District)	Two CNG cars awarded to DCH Gardena Honda on 8/10/12 for \$59,005.58
6	SCCRTC Caltrans Small Urban Transit Planning Grant	Discretionary grant.	\$ 8,204	\$ -	Caltrans/SCCRTC	Grant exhausted, project ready to be closed out, final invoicing will be match funds.

Attachment A

Santa Cruz METRO Active Grants as of September 18, 2012

#	Grant	Description	\$ Grant Awarded	\$ Grant Balance	Funding Source	Grant Status
7	County of Santa Cruz Prop 84 Challenge Grant	Discretionary grant proposals for planning/zoning of unincorporated areas (Live Oak, Soquel Dr. corridor) w/ County of Santa Cruz; and sustainable growth communities grant w/ AMBAG. All need METRO as a partner.	\$ 10,000	\$ 10,000	Funding from Proposition 84 Planning Grants from the State of California Strategic Growth Council.	County received \$500K for Prop. 84 Sustainable Communities Planning Grant Program for a project entitled "The Santa Cruz County Sustainable Community and Transit Corridors Plan" on December 6, 2010. Notification of award 6/3/11. Discussion of an RFP for a consultant will begin in November and the selection process complete by December 2012.
8	AMBAG Sustainable Communities Planning Grant	Discretionary grant sub-award.	\$ 10,000	\$ 10,000	AMBAG sub-award.	Participating in development of Sustainable Communities Strategies, awaiting letter of award from AMBAG at 10/14/11, expect MOU in 2012 per AMBAG.
9	FY09 Comprehensive Security & Surveillance (LMR)	Video Surveillance and Lighting	\$ 440,505	\$ -	FY09 CTSGP funds from Cal EMA	METRO paid Ojo Technology \$440,652 for surveillance equipment delivered 9/10/12 in preparation for installation. The FY09 transit security project will be closed by 9/30/12 and removed from the project list. \$ Grant Balance as of 9/17/12.

Attachment A

Santa Cruz METRO Active Grants as of September 18, 2012

#	Grant	Description	\$ Grant Awarded	\$ Grant Balance	Funding Source	Grant Status
10	FY10 Comprehensive Security & Surveillance: CCTV; LMR; EG	Continue video surveillance, LMR upgrade and install emergency generator.	\$ 440,505	\$ 420,505	FY10 CTSGP funds from Cal EMA	Emergency generator installed and operating. Ojo executed video surveillance contract. Lighting assessment in progress. Expires 3/31/13. \$ Grant Balance as of 9/18/12.
11	FY11 Transit Security Project	Santa Cruz METRO video surveillance projects	\$ 440,505	\$ 440,505	FY11 CTSGP funds from Cal EMA	METRO received Cal-EMA advance payment of \$440,505 on 6/4/12. Expires 3/31/14. \$ Grant Balance as of 9/18/12
12	FY12 Transit Security Projects	Video Surveillance and Lighting at remaining METRO Facilities	\$ 440,505	\$ 440,505	FY12 CTSGP funds from Cal EMA	METRO received Cal-EMA advance payment of \$440,505 on 6/20/12. Project expires 3/31/15. \$ Grant Balance as of 9/18/12
13	FY12 STA Funds	FY12 State Transit Assistance (STA) operating revenue for public transit.	\$ 2,851,031	\$ -	SCCRTC	METRO received the final FY12 STA payment of \$752,167 on 9/4/12. Total FY12 revenue received is \$58,282 below anticipated revenue. This Grant is complete and will be removed from October's project list \$ Grant balance as of 9/18/12 .
14	FY12 Rural Operating Assistance	Operating assistance for public transit service in rural areas of Santa Cruz County.	\$ 156,312	\$ 156,312	Caltrans (FTA 5311)	Caltrans executed contract 9/10/12 to be reimbursed by 12/31/12. \$ Grant Balance 9/18/12.

Santa Cruz METRO
Active Grants as of September 18, 2012

#	Grant	Description	\$ Grant Awarded	\$ Grant Balance	Funding Source	Grant Status
15	FY09 Operating & MetroBase	Urban operating assistance and MetroBase construction funding. CA-90-Y751	\$ 4,753,504	\$ 1,108,062	FTA 5307 urbanized area formula funds and Small Transit Intensive Cities (STIC) fund. STIC funds are in the MetroBase Operations Building project. No expiration date. \$ Grant balance as of 9/18/12.	FY09 transit operations are complete. METRO will draw these funds for construction the Operations Building. No expiration. \$ Grant Balance 9/18/12.
16	FY11 AB2766	MetroBase construction of second L/CNG storage tank.	\$ 200,000	\$ 101,000	AB2766 Monterey Bay Unified Air Pollution Control District (Air District) AB 2766 Motor Vehicle Emissions Reduction Program	The Air District reimbursed Santa Cruz METRO \$99,000 for United Technologies' first invoice. LNG tank #2 delivery anticipated by 12/31/12. Grant expires 2/11/13. \$ Grant Balance as of 9/18/12.

Attachment A

Santa Cruz METRO Active Grants as of September 18, 2012

#	Grant	Description	\$ Grant Awarded	\$ Grant Balance	Funding Source	Grant Status
17	FY08,09,10,11 PTMISEA funds	MetroBase development.	\$ 20,558,730	\$ 13,699,199	FY08, FY09, FY10, FY11 Prop. 1B Public Transportation Modernization and Service Enhancement Account (PTMISEA) through Caltrans	METRO awarded a construction management bid to TRC Solutions for \$1,495,440 on 9/14/12 and opened METRO opened construction bids for the Operations Building on 9/12/12. Construction bids ranged from \$13.4 Million to \$14.1 Million, substantially less than anticipated. Construction contract award is scheduled for 9/28/12 BOD meeting. Expires 6/30/16. \$ Grant Balance as of 9/18/12.
18	Pacific Station Design Engineering	Contract architectural and engineering services for Pacific Station expansion and renovation	\$ 396,000	\$ 396,000	CA-03-0730-03 FY06 FTA 5309 Bus and Bus Facilities program - legislative earmark.	METRO initiated a public outreach process to gather input on desired improvements to Pacific Station. \$ Grant Balance as of 9/18/12. No expiration.
19	Pacific Station Design Engineering	Contract architectural and engineering services for Pacific Station expansion and renovation	\$ 490,000	\$ 490,000	FY08 FTA 5309 Bus and Bus Facilities program - legislative earmark.	METRO initiated a public outreach process to gather input on desired improvements to Pacific Station. \$ Grant Balance as of 9/18/12. No expiration.
		Total	\$ 39,927,939	\$ 20,263,322		

6-2.a5

**Santa Cruz METRO
Grant Applications as of September 18, 2012**

#	Application Date	Grant	Description	\$ Grant	Funding Source	Status of Award
1	7/1/2012	Caltrans/FTA Sections 5303-5305	Caltrans Planning Grants	\$ -	Caltrans/SCCRTC (partner)	There were what seemed to be discrepancies in the grant making process and a conference call is scheduled with Caltrans to discuss the process during the week of 9/24/12.
2	10/1/2012	FY 11/12 Proposition 1B - State and Local Partnership Program	CTC	\$ 5,812,000	CTC - SLPP	\$5.812,000 allocation approved at 8/22/12 CTC meeting; awaiting Program Supplement Contract from CT.
4	8/15/2012	FY12 Urban Operating Assistance	Operating assistance for fixed-route and ParaCruz service in urbanized areas of Santa Cruz County.	\$ 4,753,073	FTA 5307	Application submitted.
			Total	\$ 10,565,073		

SANTA CRUZ METROPOLITAN TRANSIT DISTRICT

DATE: September 28, 2012

TO: Board of Directors

FROM: Erich Friedrich, Jr. Transportation Planner

SUBJECT: SANTA CRUZ METRO SYSTEM RIDERSHIP REPORT FOR JULY 2012

I. RECOMMENDED ACTION

This report is for informational purposes only. No action is required

II. SUMMARY OF ISSUES

- Total ridership for the month of July 2012 was 295,459, which is a decrease of 18,644 riders or 5.94% versus July 2011. System Daily Averages for July include:
 - 10,920 riders per Weekday, a loss of 7.42% (876 riders)
 - 6,277 riders per Saturday, a loss of 7.14% (482 riders)
 - 6,023 riders per Sunday, a loss of 7.64 % (498 riders)
- Highway 17 Express ridership for the month of July 2012 was 26,347, which is a increase of 388 riders, or 1.49%, from July 2011. Daily averages include:
 - 910 riders per Weekday, a loss of 3.85% (36 riders)
 - 707 riders per Saturday, a gain of 11.09% (71 riders)
 - 701 riders per Sunday, a gain of 20.53% (119 riders)
- UCSC students and staff/faculty generated 58,647 rides in July 2012, a gain of 0.22%.
- Overall, system wide ridership experienced a decrease of 5.94% from FY 2011 to FY 2012 in part due to ridership lagging to rebound from a service reduction which resulted in 8.2% less service from September 2011 to late March 2012.

III. DISCUSSION

In the twenty-two (22) weekdays, four (4) Saturdays, and five (5) Sundays of July 2012, Santa Cruz METRO's total ridership was 295,459 riders. This was a loss from the previous year, decreasing by 18,644 riders or 5.94%. The month over month losses in ridership have continued as service is in the beginning phases of being restored. Also, there no school term service days in July 2012, which is a major factor for weak ridership numbers.

Attachment A shows that during July 2012, Santa Cruz METRO averaged 10,920 riders per Weekday. This was a loss from the previous July of 7.42% which is most likely due to a lack of school days during the summer. Saturdays experienced a loss of 7.14% and Sundays also experienced a loss of 7.64%.

Attachment A also shows Highway 17 Express total ridership at 26,347 riders, a new all time record for the month of August. This was a gain from the previous year, increasing by 388 riders or simply 1.49%.

FY12 average weekday ridership on the Highway 17 Express was 910 riders per weekday, a 3.85% decrease per weekday. Simultaneously Highway 17 Express has seen ridership gains 11.09% on Saturdays and a gains of 20.53% Sundays. These variations in ridership could possibly be due to sustained higher gas prices leading tourists to look for alternatives modes of transportation into Santa Cruz County.

Attachment B shows a small UCSC ridership increase over July 2011, mainly due to more Staff and Faculty using transit. In July 2012, UCSC generated 58,647 rides between students and staff/faculty. This accounts for almost 20% of Santa Cruz METRO's total ridership count. Weekdays experienced losses of 4.05% and Weekend days experienced a 8.74% increase in ridership. Total revenue derived from UCSC in July 2012 was unavailable in time for this report.

Attachment C depicts Weekday, Saturday, and Sunday ridership by route. Many of Santa Cruz METRO's main-lines routes including the Route 91X Santa Cruz/Watsonville Express are well ridden while overall ridership is experiencing a loss over the previous year. Overall, system wide ridership YTD decreased 5.94% in part due to a lagging rebound from the September 2011 service reductions. The reductions could have pushed for riders to find alternative means of transportation and have not chosen to ride the bus despite some service restorations. Staff will continue to monitor the ridership statistics closely as the fiscal year progresses.

IV. FINANCIAL CONSIDERATIONS.

Revenue derived from passenger fares and passes is reflected in the FY12 Revenue.

V. ATTACHMENTS

Attachment A: Monthly Ridership Summary

Attachment B: UCSC Ridership Summary

Attachment C: Ridership by Route

Date Prepared: September 20, 2012

Monthly Ridership Summary

JULY 01, 2012 - JULY 31, 2012

Calendar Operating Days

	This Year	Last Year
Weekdays	22	21
Saturdays	4	5
Sundays	5	5

Bikes and Mobility Devices

	This Year	Last Year
Bikes	15,509	16,086
Mobility Dev.	1,642	1,631

Monthly System Totals

	This Year	Last Year	Difference	% Change
Local Fixed Route	269,112	288,144	-19,032	-6.61%
AMTRAK/Highway 17 Express	26,347	25,959	388	1.49%
System Total	295,459	314,103	-18,644	-5.94%

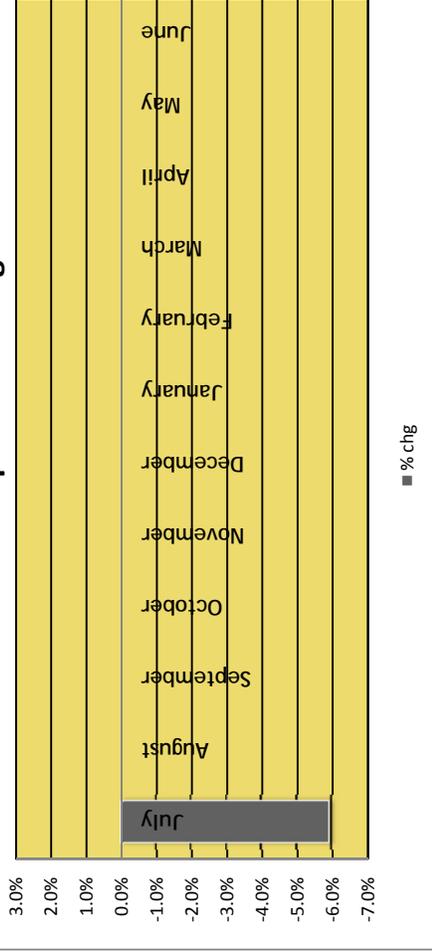
	This Year	Last Year	Difference	% Change
Local Fixed Route	269,112	288,144	-19,032	-6.61%
AMTRAK/Highway 17 Express	26,347	25,959	388	1.49%
System Total	295,459	314,103	-18,644	-5.94%

System Daily Averages

	Weekdays			Saturday			Sunday		
	This Year	Last Year	Difference	% Change	This Year	Last Year	Difference	% Change	
Local Fixed Route	10,010	10,849	-839	-7.73%	5,570	6,122	-553	-9.03%	
AMTRAK/Highway 17 Express	910	946	-36	-3.85%	707	636	71	11.09%	
System Total	10,920	11,795	-876	-7.42%	6,277	6,759	-482	-7.14%	

	Saturday			Sunday				
	This Year	Last Year	Difference	% Change	This Year	Last Year	Difference	% Change
Local Fixed Route	5,570	6,122	-553	-9.03%	5,322	5,939	-617	-10.39%
AMTRAK/Highway 17 Express	707	636	71	11.09%	701	582	119	20.53%
System Total	6,277	6,759	-482	-7.14%	6,023	6,521	-498	-7.64%

Total Ridership YTD % Change



Attachment A

UCSC Ridership Summary

JULY 01, 2012 - JULY 31, 2012

Calendar Operating Days

	This Year	Last Year
School Term Days	0	0
Weekdays	22	21
Weekend Days	9	10

UCSC Revenue

	This Year	Last Year	\$ Difference	% Change
Student Billing	N/A	N/A	N/A	N/A
Staff Billing	N/A	N/A	N/A	N/A
Route 20D Service	N/A	N/A	N/A	N/A
Total	N/A	N/A	N/A	N/A

UCSC Monthly System Totals

	Monthly Totals			
	This Year	Last Year	Difference	% Change
Students	45,535	45,798	-263	-0.57%
Staff & Faculty	13,112	12,718	394	3.10%
Total	58,647	58,516	131	0.22%

UCSC Service

	Year to Date Totals			
	This Year	Last Year	Difference	% Change
Service Hours	45,535	45,798	-263	-0.57%
Ridership	13,112	12,718	394	3.10%
Total	58,647	58,516	131	0.22%

Attachment B

UCSC System Daily Averages

	School Term Days			Weekdays			Weekend Days					
	This Year	Last Year	Difference	% Change	This Year	Last Year	Difference	% Change	This Year	Last Year	Difference	% Change
Students	N/A	N/A	N/A	N/A	1,849	1,939	-90	-4.64%	539	507	32	6.23%
Staff & Faculty	N/A	N/A	N/A	N/A	527	537	-10	-1.92%	170	144	26	17.57%
Total	N/A	N/A	N/A	N/A	2,376	2,476	-100	-4.05%	709	652	57	8.74%

6-3.b1

Ridership by Route

JULY 01, 2012 - JULY 31, 2012								
Route	Corridor	Weekday Ridership	Weekday Average	Saturday Ridership	Saturday Average	Sunday Ridership	Sunday Average	Monthly Ridership
10	UCSC via High St.	7,384	336	392	98	512	102	8,288
15	UCSC via Laurel West							0
16	UCSC via Laurel East	25,756	1,171	1,801	450	2,063	413	29,620
19	UCSC via Lower Bay	17,500	795	983	246	1,283	257	19,766
3	Mission/Beach	3,795	173	4	1	0	0	3,799
4	Harvey West/Emeline	5,230	238	149	37	155	31	5,534
8	Emeline	145	7					145
12A	UCSC East Side District							0
20	UCSC via West Side	10,150	461	777	194	1,005	201	11,932
20D	UCSC via West Side Supp.							0
30	Graham Hill/Scotts Valley	502	23					502
33	Lompico SLV/Felton Faire							0
34	South Felton							0
35/35A	Santa Cruz/Scotts Valley/SLV	26,618	1,210	3,647	912	3,947	789	34,212
40	Davenport/North Coast	747	34	18	5	50	10	815
41	Bonny Doon	1,128	51	89	22	54	11	1,271
42	Davenport/Bonny Doon	177	8	58	15	90	18	325
54	Capitola/Aptos/La Selva Beach	134	6	58	15	56	11	248
55	Rio Del Mar	2,094	95					2,094
56	La Selva Beach	357	16					357
66	Live Oak via 17th	10,474	476	1,692	423	1,616	323	13,782
68	Like Oak via Broadway/Portola	7,007	319	935	234	1,009	202	8,951
69A	Cap. Road/Cabrillo/Watsonville	17,712	805	2,143	536	2,886	577	22,741
69W	Capitola Road/Watsonville	16,528	751	2,282	571	2,644	529	21,454
71	Santa Cruz to Watsonville	46,722	2,124	6,476	1,619	8,111	1,622	61,309
72	Corralitos	1,916	87					1,916
74	Ohlone Parkway/Rolling Hills	996	45					996
75	Green Valley Road	5,025	228	774	194	1,129	226	6,928
79	East Lake	1,676	76					1,676
91x	Santa Cruz/Watsonville Express	10,451	475					10,451
Hwy 17	AMTRAK/Hwy 17 Express	20,014	910	2,828	707	3,505	701	26,347
Monthly Total		240,238	10,920	25,106	6,277	30,115	6,023	295,459
Previous Year		247,704	11,795	33,794	6,759	32,605	6,521	314,103
% Change		-3.01%	-7.42%	-25.71%	-7.14%	-7.64%	-7.64%	-5.94%

SANTA CRUZ METROPOLITAN TRANSIT DISTRICT

DATE: September 28, 2012
TO: Board of Directors
FROM: Tove Beatty, Grants/Legislative Analyst
SUBJECT: STATUS REPORTS OF FEDERAL AND STATE LEGISLATION AND CURRENT LEGISLATIVE ISSUES

I. RECOMMENDED ACTION

That the Board of Directors accept and file the status reports of Federal and State legislation and current legislative issues through September 19, 2012.

II. SUMMARY OF ISSUES

- Status reports on Congress's, the State Assembly's and Senate's legislative issues are provided monthly to inform the Board of the status of Federal and State legislation of interest to Santa Cruz METRO.
- This month's Federal and State reports reflect pertinent legislative activities which occurred August 16, 2012 – September 19, 2012.
- The House and Senate have passed a FY12 Continuing Budget Resolution through March 27th, 2013, based on the current budget, but at slightly higher levels in some areas. It is expected to be signed by the President at the time of this report.
- Because the House and Senate Conference Committee were able to produce a compromise transportation bill, HR 4348, aka MAP-21, which was signed on July 6, 2012 (for the period 10/1/12 – 12/31/14), the programmatic changes of MAP-21 will be implemented inasmuch as possible under the Continuing Budget Resolution.
- As far as is known, the reported increase in Small Transit Intensive Cities (STIC) funding in MAP-21 (a revenue bump estimated to be in the \$500,000 - \$750,000 range for Santa Cruz METRO) remains in place.
- The "Tax Extenders" package passed by the Senate Finance Committee and including the alternative fuel tax credit worth up to \$750,000/year to Santa Cruz METRO is not expected to be heard again until after the election.
- Please see **Attachments A and B** for all federal legislation and issues being monitored, including running mates and the federal budget.
- On August 22, 2012, Santa Cruz METRO received a \$5.812 million State and Local Partnership Program (SLPP) allocation from the California Transportation Commission (to be matched with local funds), to be used for the Judy K. Souza Operations Building phase of Metro Base.

- The FY13 State Budget will also depend on the election in November, and revenues are still not matching estimates. Any cuts will depend on the November outcomes.
- AB1706, the legislation regarding bus axle weight, is awaiting the Governor's signature and is discussed below and in the attachments, along with the budget, proposal to create a single transportation agency, and the AB-32-mandated Cap and Trade Program. **Please see Attachments C and D.**

III. DISCUSSION

Status reports on Congress's, the State Assembly's and Senate's legislative issues are provided monthly to inform the Board of the status of Federal and State legislation of interest to Santa Cruz METRO. This month's Federal and State reports reflect pertinent legislative activities which occurred August 16, 2012 – September 19, 2012.

The House and Senate have passed a FY12 Continuing Budget Resolution (CR) through March 27th, 2013, based on the current budget, but at slightly higher levels in some areas. It is expected to be signed by the President at the time of this report. The CR allows for the program changes included in the new Surface Transportation Act, MAP-21, but funds it as per the FY12 budget, so some programming may be impacted, though funding levels are up slightly from \$5.016 billion (last fiscal year) to \$5.117 billion. Nonetheless, it does not contain certain measures for inflation included in MAP-21, for example. Much remains to be seen budget-wise until after the November elections.

As far as is known, the reported increase in Small Transit Intensive Cities (STIC) funding in MAP-21 (a revenue bump estimated to be in the \$500,000 - \$750,000 range for Santa Cruz METRO) remains in place. Santa Cruz METRO's representatives at Capital Edge in Washington D.C. are continuing to closely monitor any changes.

The "Tax Extenders" package passed by the Senate Finance Committee and including the alternative fuel tax credit worth up to \$750,000/year to Santa Cruz METRO is not expected to be heard again until after the election. During the CalACT conference during the week this report was prepared (September 19-20), staff will meet with representatives from Clean Energy, Inc., our natural gas supplier and an organization closely monitoring and advocating for this tax credit, which is worth up to \$30 million per year for very large agencies, such as Los Angeles'.

Please see **Attachments A and B** for all federal legislation and issues being monitored, including running mates and the federal budget.

On August 22, 2012, Santa Cruz METRO received a \$5.812 million State and Local Partnership Program (SLPP) allocation from the California Transportation Commission (to be matched with local funds), to be used for the Judy K. Souza Operations Building phase of Metro Base. This was reported verbally to the Board on August 24, 2012. The necessary Program Supplement to the existing Master Agreement with Caltrans is being prepared and, once that is signed, SLPP funds will be under contract with Santa Cruz METRO and required to be obligated within six months.

In regard to the state's FY13 budget, it will also depend on the election in November, and revenues are still not matching estimates. Any additional cuts will depend on the November

outcomes. Governor Brown has been aggressively marketing his tax measures, and cutting deals, including the most recent pension and workers' compensation reform to be discussed at length at a future Board meeting in regard to Santa Cruz METRO's labor agreements, in closed session if necessary.

AB1706, the legislation regarding bus axle weight, is awaiting the Governor's signature and is discussed below and in the attachments, along with the budget, proposal to create a single transportation agency, and the AB-32-mandated Cap and Trade Program from which transit agencies hope to benefit as a reliable future revenue stream. **Please see Attachments C and D.**

IV. FINANCIAL CONSIDERATIONS

As most potential legislation carries a fiscal impact, staff will report on a monthly basis of newly implemented federal and/or State legislation which financially impacts Santa Cruz METRO.

Santa Cruz METRO still anticipates that MAP-21 will result in approximately \$5.7 million in formula funding in FY13, including STIC funds of approximately \$1.65 million. In FY14, approximately \$5.82 million in formula funding is expected, with STIC funds of approximately \$1.68 million. Santa Cruz METRO is slated to receive formula Bus and Bus Facilities funding in the amounts of ~\$561,000 in FY13 and ~\$588,000 in FY14. More specific information will continue to be available in later reports. Finally, this still does not represent any funding available in the few remaining, discretionary, competitive grant programs in MAP-21. The impact of the Continuing Budget Resolution is still being assessed.

At the state level, Santa Cruz METRO received an allocation of \$5.812 million in SLPP funding on August 22, 2012. The agency also anticipates increased State Transit Assistance revenue in FY13. In regard to the state budget, much will depend on who holds the majority on the second Wednesday in November.

V. ATTACHMENTS

- Attachment A:** Federal Legislative Issues and Status Report, September 19, 2012
- Attachment B:** Federal House and Senate Bills Status Report, September 19, 2012
- Attachment C:** State of California Legislative Issues and Status Report, September 19, 2012
- Attachment D:** State of California Assembly and Senate Bills Status Report, September 19, 2012

ATTACHMENT A

Federal Legislative Issues and Status Report September 19, 2012

Current Legislative Issues

Continuing Budget Resolution and Long Term Surface Transportation Act (MAP-21)

Update at 9/19/12: On September 13th, The House passed a Continuing Resolution (H.J. Res. 117) that continues government funding at roughly FY12 levels through March 27th, 2013. This CR allows the program changes included in MAP-21, but does not allow for the increase in authorized funding. This was surprisingly non-controversial, with Senate passage and Presidential signature apparently imminent. It is expected that transportation funds will be slightly up (from \$5.016 billion to \$5.117 billion total), but not by the levels previously reported regarding MAP-21, in other words. And, with program changes going into effect (without complementary funding mechanisms or inflationary increases), what becomes of MAP-21 remains to be seen. Santa Cruz METRO is monitoring these issues as well as the impact on STIC funds (see below).

Update at 8/16/12: On June 29, 2012, the Senate had approved the Conference Committee's revisions, streamlining and amendments (or lack thereof) to MAP-21 by a vote of 74-19 (passing the House 373-52) and sent it to the President, who was on the road. He signed a one-week CR, and then penned MAP-21 into law on July 6, 2012. MAP-21 goes into effect on October 1, 2012, sunseting at September 30, 2104.

Small Transit Intensive Cities (STIC) Funding in MAP-21

Update at 8/6/12 and 9/19/12: It is anticipated that STIC funding will remain at least the same as current SAFETEA-LU levels, which would be down about \$500,000 from estimates stemming from MAP-21 implementation. However, with a CR in place, this remains to be seen. As a reminder, STIC funding in MAP-21 has been increased from 1% of total urbanized area funding to 1.5%, estimated to be worth in the \$500,000 range for our community, possibly more. Much was cut from the transportation legislation, thus it *was* good news to report that STIC funding has actually increased, if indeed it is actually true. Staff is continuing to research this.

FY13 Federal Budget

Updates at 8/16/12 and 9/19/12: Prior to adjourning for August Recess, Congress passed a six-month Continuing Resolution on the federal budget, in order to avoid budget showdowns prior to the November election, and a lame-duck session yet to be determined. Some spending bills were being passed, and some were appropriated at less than authorized levels, showing the impact of HR 5. With a Continuing Resolution, the full budget bottom line remains to be determined—it is a slight increase, but insofar as new legislation like MAP-21 is concerned, implementation may be near impossible with SAFETEA-LU funding levels being continued through most of the period of the newer law. Also of concern is the “House/Ryan Budget,” discussed in previous months’ reports and below.

ATTACHMENT A

Update at 5/18/12 and 6/13/13: Speaker Boehner has threatened further cuts in exchange for the upcoming debt-ceiling vote. On 3/23/12, Rep. Ryan (R-WI) introduced the “Path to Prosperity” \$2.8 trillion FY13 budget (HCR 112), which passed in the House. Now that he is the GOP Vice-Presidential candidate, it is the basis for much of his campaigning. This budget would result in draconian cuts to transit. The Senate’s FY13 budget (SCR 39) comes in at \$3.1 trillion. In February, the President released his \$3.8 trillion proposal, including cuts to defense and tax loopholes and rates on the richest Americans, or basically campaign material.

The NAT GAS (New Alternative Transportation to Give Americans Solutions) Act (HR 1380 and S 1863) and Senate “Tax Extenders Package”

Update at 8/16/12 and 9/19/12: Technically, the above bills are most likely DOA, but the Senate recently passed a Tax Extenders package out of the Finance Committee and then went on August break. APTA states that this is “unlikely to move before the November elections” but may be taken up in the post-election session (depending on who wins the Houses and House).

The package includes the 50-cent per gallon-equivalent tax credit for alternative fuels (i.e. CNG), retroactive to 1/1/12 and good through 12/31/13. Staff and contacts in Washington will monitor the credit, worth an estimated \$750,000 per year to METRO as more CNG-fueled buses are acquired. In early May, the Obama administration tightened regulations on hydraulic fracturing (“fracking”), requiring the disclosure of the ingredients in “fracking fluids.” “Fracking” is big news these days in the industry and is getting a lot of attention. As a reminder, Santa Cruz METRO gets its natural gas supplies from non-fracked sources.

House Resolution 5 (HR 5)

Update at 9/19/12: In the absence of any additional finalized appropriations bills for FY13, the House has passed and the Senate is expected to pass a Continuing Resolution (CR) to fund government through March 27, 2013, which could undermine some programming contained in MAP-21. This means that when the law is implemented, the CR funding it is basically an old piece of legislation. Much remains to be seen, but the sense is that the GOP may continue to obstruct the process of MAP-21 implementation as a “budget-slashing” move.

Update at 6/13/12 and 8/16/12: See above under the update to the budget for an example of the impact of HR 5. Staff is continuing to monitor, as this may result in many appropriations bills being vetoed if they pass the Senate and actually make it to the White House in an election year.

Update at 5/18/12: How funds are appropriated will indicate the impact of HR 5. So far, transit appropriations for our area are up. However, an authorization recently made for transportation was cut approximately \$4 billion when appropriated, thus illustrating the overhanging threat.

Update at 1/18/12: In a secret caucus held on January 4th, House GOP members held an unrecorded vote on a proposed Rules package. Passed in this package was HR 5, a separation of the authorization and appropriations processes in regard to infrastructure funding.

ATTACHMENT B

**Santa Cruz METRO
Federal House and Senate Bills
Status Report
September 19, 2012**

Federal Bills House	Subject	Introduced/ Amended	Status
MAP-21, HR 4348 Conference Bill	<p>The current almost-guaranteed Continuing Budget Resolution to continue the federal budget into March 2013 will likely impact the full implementation of MAP-21 as it will not contain some of the programmatic funding that MAP-21 contains. Word from DC is that MAP-21 will be implemented inasmuch as is possible with slightly increased FY12 SAFTEA-LU appropriations amounts. S 1813 (MAP-21) passed the Senate and House after a Joint Conference Committee convened and streamlined the Senate's version and added or subtracted some House provisions. No longer is MAP-21 linked to the Keystone pipeline or Arctic Refuge, for example, but Transportation Enhancements' funding was stripped (bicycles, paths of travel, etc.). The bill was signed into law on 7/6/12.</p>	7/6/12	<p>9/19/12: A Continuing Budget Resolution is expected to pass and be signed by the President to continue FY12 budget through March 2013, past the election and to include the post-election session, any changes in power in DC, and time to see the impact of the automatic budget cuts triggered at January 1, 2013, as well as any other significant events such as the raising of the debt ceiling. MAP-21 was signed into law on 7/6/12.</p>
Federal Budget FY13	<p>A Continuing Resolution through March 27th, 2013 is on its way to President at the time of this report, expected to pass the Senate today (9/18/12) and to continue the FY12 budget past the election and other looming budgetary show-downs. On 3/23/12 Rep. Ryan (R-KY) introduced the "Path to Prosperity" FY13 proposed budget in the House (HCR 112) and the Senate proposed SCR 39. There are significant differences in the two and the President's budget, which is seen as more of a campaign tool.</p>	Ongoing (CR)	<p>9/19/12: See above for the impact of an impending Continuing Budget Resolution on transit legislation, most of which is not yet known. The President introduced his \$3.8 trillion FY13 budget as a campaign piece. The House passed the FY 13 "Ryan Budget" (Romney's veep choice, Rep. Paul Ryan, authored the budget), with draconian cuts and a \$2.8 trillion pricetag; the Senate FY13 budget comes in at \$3.1 trillion. Speaker Boehner is threatening deeper cuts with the raising of the debt ceiling later in the year.</p>

Santa Cruz METRO
Federal House and Senate Bills
Status Report
September 19, 2012

ATTACHMENT B

Federal Bills	Subject	Introduced/ Amended	Status
<p>Senate "Tax Extenders" Legislation (including Transit Commuter Benefits and Alternative Fuels (CNG) Tax Credit)</p>	<p>Promotes parity between transit and parking benefits at \$240/month to 12/31/13, and the use of natural gas as fuel with an emphasis on heavy-duty and fleet vehicles, by continuing the 50-cent per gallon-equivalent tax credit through 12/31/13 and retroactive to 1/1/12. The package has passed out of the Senate Finance Committee. Congress has adjourned for home districts, and it is hoped that this package will be considered by the full Senate and then the House in September.</p> <p>The legislation includes many moving targets of job-creating provisions. For transportation, the bill includes a transfer of \$19.5 billion from the General Fund to the HTF to finance infrastructure job-creating projects. The bill is financed by various IRS code adjustments and changes designed to raise \$9 billion, tightens standards and credits for biofuels (raising \$24 billion); some basically incomprehensible changes to the Economic Substance Doctrine (\$5 billion) and a reduction in the Medicare Improvement Fund worth \$8 billion.</p>	<p>8/2/12</p>	<p>9/19/12: Is expected to not be taken up again until after the election. Will continue to monitor.</p>
<p>S.1660: American Jobs Act of 2011 (Reid, D-NV)</p>	<p>The legislation includes many moving targets of job-creating provisions. For transportation, the bill includes a transfer of \$19.5 billion from the General Fund to the HTF to finance infrastructure job-creating projects. The bill is financed by various IRS code adjustments and changes designed to raise \$9 billion, tightens standards and credits for biofuels (raising \$24 billion); some basically incomprehensible changes to the Economic Substance Doctrine (\$5 billion) and a reduction in the Medicare Improvement Fund worth \$8 billion.</p>	<p>10/11/11</p>	<p>8/16/12: This is the President's "Jobs Bill," which has lost momentum but is a platform piece for the President's reelection campaign. Cloture was not invoked, but Leader Reid wants to reconsider at a later date, perhaps after a successful election season.</p>

SANTA CRUZ METROPOLITAN TRANSIT DISTRICT

DATE: September 28, 2012
TO: Board of Directors
FROM: John Daugherty, METRO Accessible Services Coordinator
SUBJECT: ACCESSIBLE SERVICES REPORT FOR JULY 2012

I. RECOMMENDED ACTION

This report is informational only. No action required.

II. SUMMARY OF ISSUES

- After a demonstration project, the Accessible Services Coordinator (ASC) position became a full time position to organize and provide METRO services to the senior/older adult and disability communities.
- Services include the METRO Mobility Training program and ongoing public outreach promoting METRO's accessibility. The ASC also participates in METRO's staff training and policy review regarding accessibility.
- Two persons have served in the ASC position from 1988 to today. In 2002 the ASC position was moved into the newly created Paratransit Department. On May 27, 2011 the Board approved the staff recommendation to receive monthly reports on the activity of the ASC.

III. DISCUSSION

The creation of the Accessible Services Coordinator (ASC) position was the result of a successful demonstration project funded through the Santa Cruz County Regional Transportation Commission. Two persons have served in the ASC position from 1988 to today. Both hiring panels for the ASC included public agency representatives serving older adults and persons with disabilities.

The first ASC, Dr. Pat Cavataio, served from April 1988 through December 1998. The second ASC, John Daugherty, began serving in December 1998.

Under direction, the Accessible Services Coordinator: 1) Organizes, supervises, coordinates and provides METRO services to the older adult and disability communities; 2) Organizes, directs and coordinates the activities and operation of METRO's Mobility Training function; 3) Promotes and provides Mobility Training and outreach services; 4) Acts as information source to staff, Management, funding sources, clients, community agencies and organizations, and the general public

regarding Mobility Training and accessibility; 5) Works with Department Managers to ensure compliance with METRO's accessibility program and policies.

During 2002 the ASC position was moved from Customer Service to the newly created Paratransit Department. Mr. Daugherty was the first employee. His placement was followed by hiring of the first Paratransit Superintendent, Steve Paulson and the current Eligibility Coordinator, Eileen Wagley.

On May 27, 2011 the Board approved the following recommendation: "Staff recommends that this position be reinstated in FY 12 budget with the requirement that this position be evaluated during FY12 to make sure the service items that are being requested by the Community are being carried out by this position. Additionally, staff recommends that this position be required to provide a monthly activity report to the Board of Directors during FY12."

IV. FINANCIAL CONSIDERATIONS

None

V. ATTACHMENTS

Attachment A.1: Accessible Services Coordinator (ASC) Activity Tracking Report for July 2012

Prepared by: John Daugherty, METRO Accessible Services Coordinator
Date Prepared: September 21, 2012

Attachment A.1

Accessible Services Coordinator (ASC) Activity Tracking Report for July 2012

What is Mobility Training?

Mobility Training is customized support to allow access to METRO services. It can include:

- **An Assessment:** The ASC meets the trainee to assess the trainee's capabilities to use METRO services. They discuss the trainee's experience using public transit and set goals for training sessions.
- **Trip Planning:** Practice to use bus route schedules, maps, online resources and other tools to plan ahead for trips on METRO fixed route and METRO ParaCruz services. All Mobility Training includes some trip planning.
- **Boarding/Disembarking Training:** Practice to board, be secured, and then disembark (get off) METRO buses. This training has been requested by persons using walkers, wheelchairs, scooters and service animals. The training session includes work with an operator and out of service bus and lasts three to five hours.
- **Route Training:** Practice using METRO buses to travel to destinations chosen by trainees. The training session includes practice on handling fares, bus riding rules and emergency situations. One training session can take two to eight hours. One or two sessions to learn one destination is typical. The number of training sessions varies with each trainee.

During July 2012 there was progress with 12 trainees:

- One person successfully completed his Route Training. He was a new referral from the Eligibility Coordinator.
- A second new referral from the Eligibility Coordinator was assessed. He set up one Route Training session. A third new referral, from a school counselor, was assessed.
- Training with three other persons progressed: One person completed two Route Training sessions. A second person completed his next Route Training session. The ASC spoke to another person, who would contact the ASC to set up Route Training.
- Training with six persons is almost complete: July activity included checking on whether further training is needed and preparation to close their files or complete their referral sheets.

Attachment A.1

Training Overview for July 2012:

- Amount of time dedicated to training sessions and follow up activity: At least 45 hours
- Tracking of scheduled appointments vs. cancelled:
Six appointments scheduled, one appointment cancelled

Highlights of Other Activity – Outreach/orientation performed in the community:

- July 12 Transition Partnership Program/PVUSD Job Club meeting
- July 13 Pedestrian Safety Work Group meeting
- July 13 Ninety Plus Club meeting
- July 31 Elderly & Disabled Transportation Advisory Committee meeting

Meetings are usually scheduled for two hours. Total ASC time spent includes preparation for the meeting, the meeting itself and follow up activity. ASC activity for each meeting can take four to nine hours.

The total audience for July outreach/orientation was at least 41 persons. Information was provided during meetings and follow up phone calls and emails

Requests from the community and METRO staff:

- There were at least 26 individual contacts in person and/or over the phone. Contacts regarded Metro service issues, trainee status and research to respond to trip planning requests.
- Two complimentary letters were received at 110 Vernon Street during July and placed in the August 10 Board meeting packet. The first letter received, written by Robin Butterworth on behalf of the Transition Partnership Program, concludes:

“Having someone like John, by virtue of his own challenges, makes the metro seem easier to access. John in his presentation paints a picture of accessibility with Metro, all can relate to.

“I can’t emphasize enough how important this work is for our clients, and our program. We here in the Transition Partnership Program appreciate the work John Daugherty does with our clients and others in our community.”

Attachment A.1

- The second letter, received July 30 and written by Noreen Santaluce for the new Ninety Plus Club, begins:

“John Daugherty’s presentation to the Ninety Plus Club on July 13th was greatly appreciated and enjoyed by the members of the group. His talk was informative, entertaining and very appropriate for the group.”

SANTA CRUZ METROPOLITAN TRANSIT DISTRICT

DATE: September 28, 2012

TO: Board of Directors

FROM: April Warnock, Paratransit Superintendent

SUBJECT: METRO PARACRUZ OPERATIONS STATUS REPORT–JULY 2012

I. RECOMMENDED ACTION

This report is for information only - no action requested

II. SUMMARY OF ISSUES

- METRO ParaCruz is the federally mandated ADA complementary paratransit program of the Transit District, providing shared ride, door-to-door demand-response transportation to customers certified as having disabilities that prevent them from independently using the fixed route bus.
- METRO assumed direct operation of paratransit services November 1, 2004. This service had been delivered under contract since 1992.
- Discussion of ParaCruz Operations Status Report.
- Attachment A: On-time Performance Chart displays the percentage of pick-ups within the “ready window” and a breakdown in 5-minute increments for pick-ups beyond the “ready window”. The monthly Customer Service Reports summary is included.
- Attachment B: Report of ParaCruz’ operating statistics. Performance Averages and Performance Goals are reflected in the Comparative Operating Statistics Table in order to establish and compare actual performance measures, as performance is a critical indicator as to ParaCruz’ efficiency.
- Attachments C and D: ParaCruz Performance Charts displaying trends in rider-ship and mileage spanning a period of three years.
- Attachment E: Current calendar year’s statistical information on the number of ParaCruz in-person eligibility assessments, including a comparison to past years, since implementation in August of 2002.

III. DISCUSSION

From June 2012 to July 2012, ParaCruz rides increased by 203 rides. The increase in rides does trend typically with the previous two years.

The number of rides performed in July 2012 was 253 less than the number of rides performed in July 2011.

IV. FINANCIAL CONSIDERATIONS

NONE

V. ATTACHMENTS

- Attachment A1:** ParaCruz On-time Performance Chart
- Attachment B1:** Comparative Operating Statistics Table
- Attachment A2:** ParaCruz On-time Performance Chart
- Attachment B2:** Comparative Operating Statistics Table
- Attachment C:** Number of Rides Comparison Chart and Shared vs. Total Rides Chart
- Attachment D:** Mileage Comparison Chart and Year to Date Mileage Chart
- Attachment E:** Eligibility Chart

ATTACHMENT A

Board of Directors
Board Meeting September 28, 2012

ParaCruz On-time Performance Report		
	July 2011	July 2012
Total pick ups	7467	7214
Percent in “ready window”	95.05%	96.43%
1 to 5 minutes late	1.66%	1.50%
6 to 10 minutes late	1.15%	.84%
11 to 15 minutes late	.80%	.60%
16 to 20 minutes late	.40%	.34%
21 to 25 minutes late	.19%	.13%
26 to 30 minutes late	.11%	.09%
31 to 35 minutes late	.04%	.06%
36 to 40 minutes late	.05%	.00%
41 or more minutes late (excessively late/missed trips)	.05%	.01%
Total beyond “ready window”	4.50%	3.57%

During the month of July 2012, ParaCruz received two (2) Customer Service Reports. One (1) of the reports was unverifiable, and one (1) of the reports was a compliment.

ATTACHMENT B

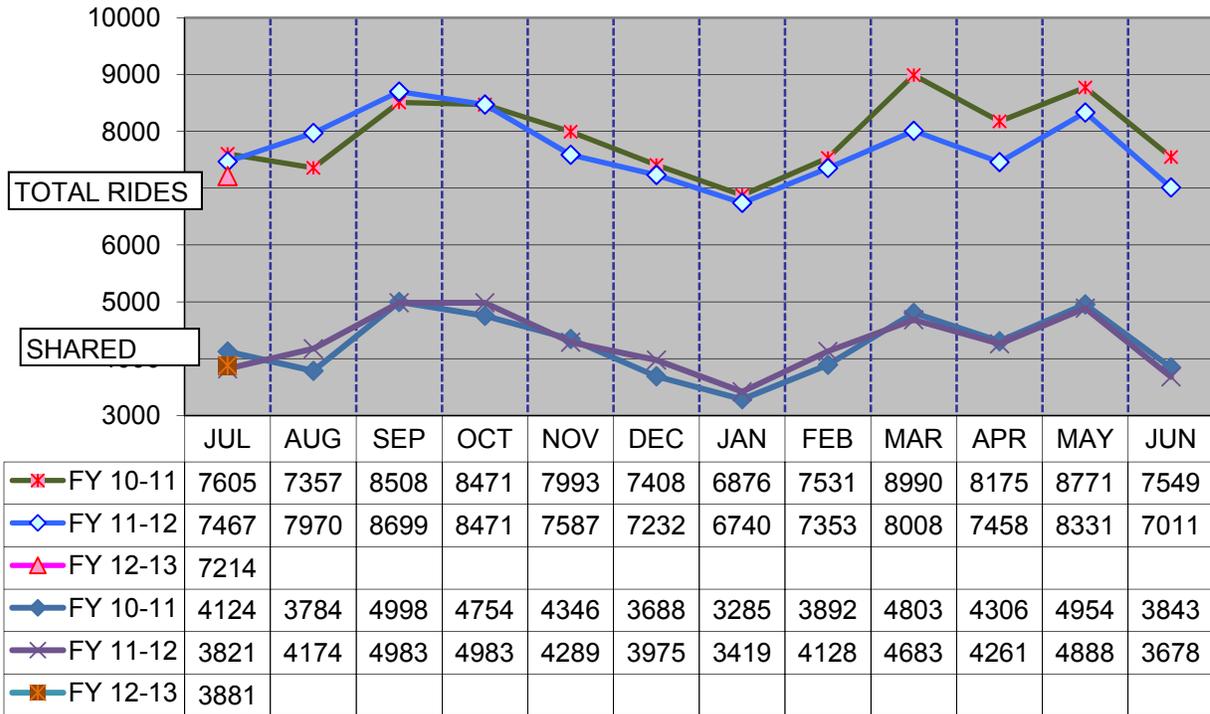
Board of Directors
Board Meeting September 28, 2012

Comparative Operating Statistics This Fiscal Year, Last Fiscal Year through July 2012.

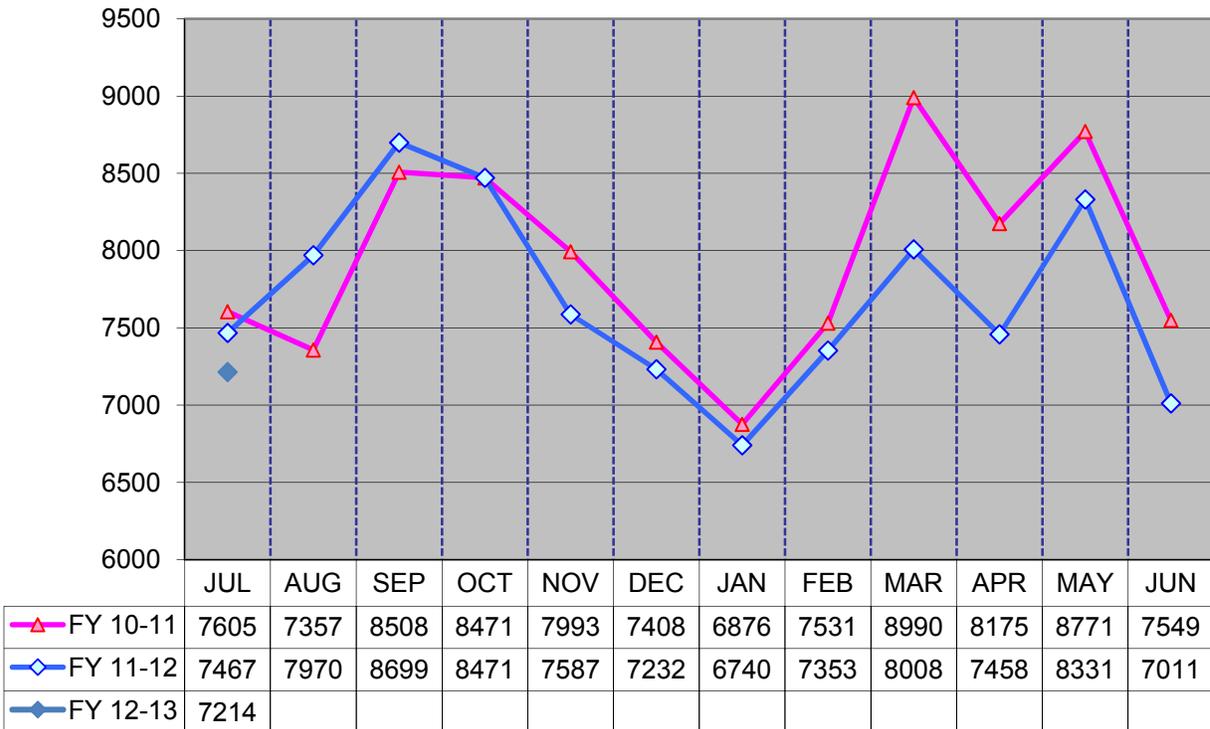
	July 11	July 12	Fiscal 11-12	Fiscal 12-13	Performance Averages	Performance Goals
Requested	7743	7697	7743	7697	8267	
Performed	7467	7214	7467	7214	7672	
Cancels	17.09%	18.28%	17.09%	18.28%	18.16%	
No Shows	3.11%	3.00%	3.11%	3.00%	3.16%	Less than 3%
Total miles	51,280	49,795	51,280	49,795	52,024	
Av trip miles	4.93	4.92	4.93	4.92	4.85	
Within ready window	95.05%	96.43%	95.05%	96.43%	95.11%	92.00% or better
Excessively late/missed trips	4	1	4	1	2.00	Zero (0)
Call center volume	5583	5033	5583	5033	N/A	
Call average seconds to answer	29.5 secs	19 secs	29.5 secs	19 secs	N/A	Less than 2 minutes
Hold times less than 2 minutes	96.4%	96.9%	96.4%	96.9%	N/A	Greater than 90%
Distinct riders	750	743	750	743	743	
Most frequent rider	51 rides	53 rides	51 rides	53 rides	53 rides	
Shared rides	61.5%	64.0%	61.5%	64.0%	65.40%	Greater than 60%
Passengers per rev hour	1.97	1.96	1.97	1.96	1.99	Greater than 1.6 passengers/hour
Rides by supplemental providers	8.05%	12.91%	8.05%	12.91%	12.97%	No more than 25%
Vendor cost per ride	\$22.15	\$22.75	\$22.15	\$22.75	\$22.20	
ParaCruz driver cost per ride (estimated)	\$22.28	\$26.83	\$22.28	\$26.83	\$26.03	
Rides < 10 miles	67.03%	67.03%	67.03%	67.03%	68.48%	
Rides > 10 miles	32.97%	32.97%	32.97%	32.97%	32.97%	

ATTACHMENT C

TOTAL RIDES vs. SHARED RIDES

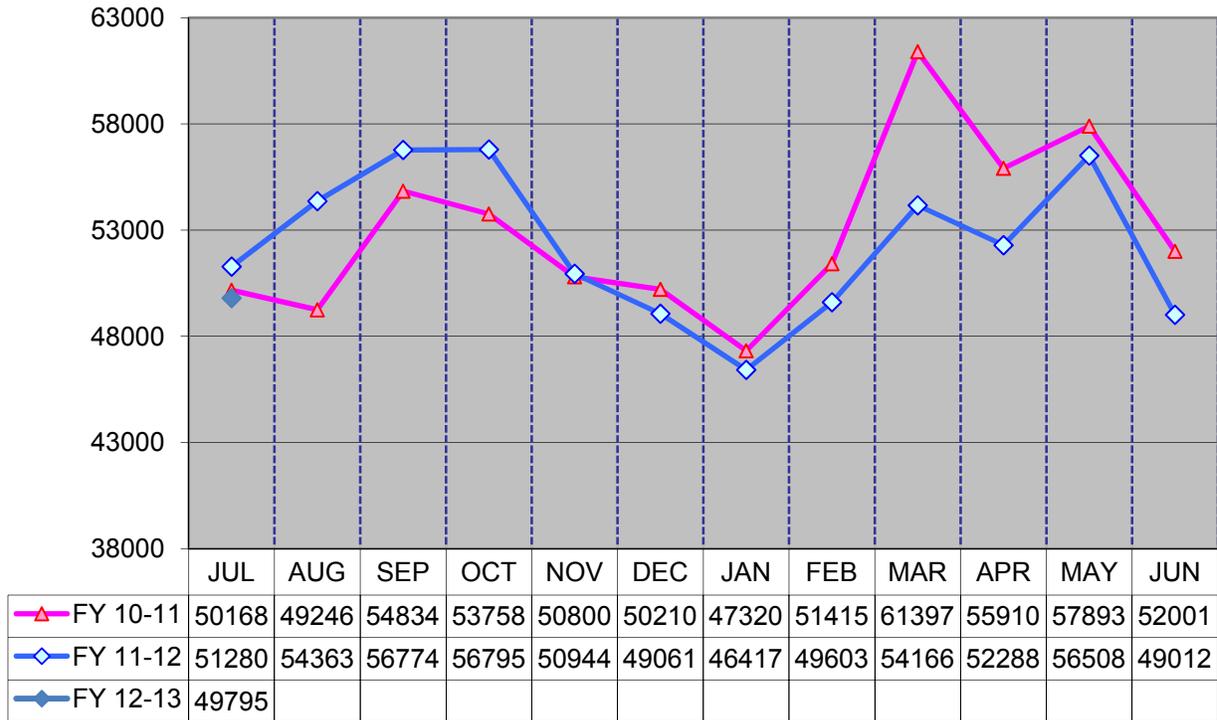


NUMBER OF RIDES COMPARISON CHART

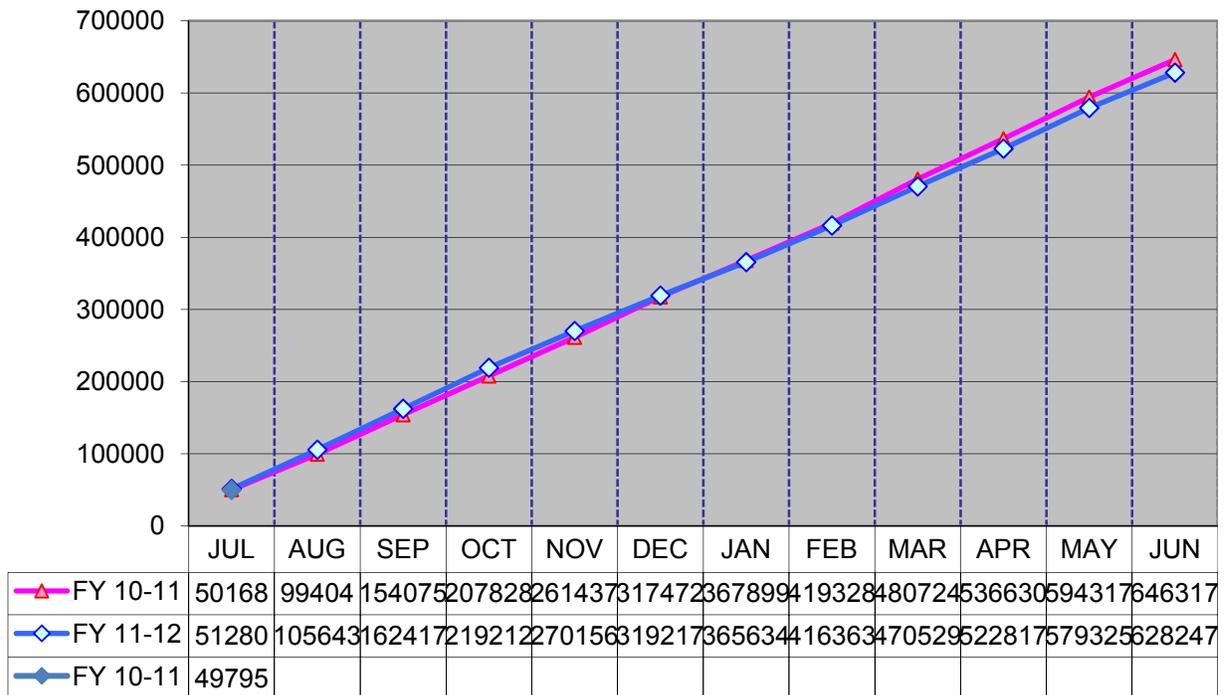


ATTACHMENT D

MILEAGE COMPARISON



YEAR TO DATE MILEAGE COMPARISON CHART



ATTACHMENT E

MONTHLY ASSESSMENTS						
	UNRESTRICTED	RESTRICTED	RESTRICTED	TEMPORARY	DENIED	TOTAL
		CONDITIONAL	TRIP BY TRIP			
JULY 2011	54	0	0	1	0	55
AUGUST 2011	66	0	3	0	1	70
SEPTEMBER 2011	48	0	7	2	0	57
OCTOBER 2011	59	0	4	0	0	63
NOVEMBER 2011	64	0	3	6	1	74
DECEMBER 2011	49	0	1	3	0	53
JANUARY 2012	31	0	2	3	0	36
FEBRUARY 2012	45	0	1	3	0	49
MARCH 2012	52	1	4	0	0	57
APRIL 2012	32	1	3	3	0	39
MAY 2012	50	0	3	1	0	54
JUNE 2012	47	0	2	0	0	49
JULY 2012	57	1	2	6	0	66

Number of Eligible Riders for the month of July 2012 = 2984

SANTA CRUZ METROPOLITAN TRANSIT DISTRICT

DATE: September 28, 2012

TO: Board of Directors

FROM: Erron Alvey, Purchasing Agent

SUBJECT: CONSIDERATION OF AWARD OF CONTRACT WITH FEENEY WIRELESS, LLC FOR ON-BOARD BUS WI-FI SERVICE AND EQUIPMENT IN AN AMOUNT NOT TO EXCEED \$100,000

I. RECOMMENDED ACTION

Authorize the General Manager to execute a contract with Feeney Wireless, LLC for On-Board Bus Wi-Fi Service and Equipment in an amount not to exceed \$100,000 and designate Ciro Aguirre, Operations Manager, as Contract Administrator.

II. SUMMARY OF ISSUES

- Santa Cruz METRO has a successful wireless internet program currently on-board seventeen (17) of our Highway 17 fleet. The current provider has reported that our usage continues to be some of the highest usage they have seen around the country in similar programs.
- Due to the popularity and high level of demand for wireless internet, Santa Cruz METRO would like to increase the number of buses able to provide this service. This will also be an opportunity to upgrade the equipment and service for faster speeds and better coverage.
- A formal request for proposals was conducted to solicit proposals from qualified firms.
- One firm submitted a proposal for Santa Cruz METRO's review.
- A three-member evaluation committee comprised of Santa Cruz METRO staff reviewed and evaluated the proposals and is recommending a contract award to Feeney Wireless, LLC.

III. DISCUSSION

Santa Cruz METRO has a successful wireless internet program currently on-board seventeen (17) of our Highway 17 fleet. Eurotech, the current provider, has reported that our usage continues to be some of the highest usage they have seen around the country in similar transit programs.

Due to the popularity and high level of demand for wireless internet on this mainly commuter route, Santa Cruz METRO would like to increase the number of buses able to provide this service. This will also be an opportunity to upgrade the equipment and service for faster speeds and better coverage.

On July 3, 2012, Santa Cruz METRO Request for Proposal No. 12-31 was mailed to fifteen (15) firms, was legally advertised, and a notice was posted on Santa Cruz METRO's web site. On August 7, 2012, proposals were received and opened from one (1) firm – Feeney Wireless, LLC. A sole bid analysis was required due to only one proposal being received. That analysis determined that there was a limited pool of firms that could provide both the equipment and the required installation, integration and maintenance services. They were typically providers of one or the other. The current contract holder, Eurotech, failed to submit a bid and has not responded to inquiries as to why. Santa Cruz METRO's plans and specifications were determined to be non-exclusionary.

A three-member evaluation committee comprised of Ciro Aguirre, Operations Manager, Isaac Holly, Assistant IT Manager, and Bruce Rhodes, Fleet Supervisor, have reviewed and evaluated the proposals.

The evaluation committee used the following criteria as contained in the Request for Proposals:

Evaluation Criteria	Points Possible
1. Responsiveness of Proposal to Scope of Work and Specifications	25
2. Experience of Firm (includes past performance, if applicable)	20
3. References	20
4. Price Proposal	30
5. Service Coverage and Quality	10
6. Support Program	10
5. Disadvantaged Business Enterprise Participation	5
Total Points Possible	120

The evaluation committee is recommending that a contract be established with Feeney Wireless for On-board Bus Wi-Fi Service and Equipment for an amount not to exceed \$100,000 with Ciro Aguirre, Operations Manager, to serve as the Contract Administrator. Contractor will provide all services meeting all Santa Cruz METRO specifications and requirements of the contract, and the Contract Administrator will ensure contract compliance.

IV. FINANCIAL CONSIDERATIONS

Funds to support the contract are included in the Operations FY13 capital budget.

V. ATTACHMENTS

Attachment A: Contract with Feeney Wireless, LLC

Note: The RFP along with its Exhibits and any Addendum(s) are available for review at the Administration Office of Santa Cruz METRO.

**PROFESSIONAL SERVICES CONTRACT
FOR PROCUREMENT OF AN ON BOARD INTEGRATED WI-FI SYSTEM (12-31)**

THIS CONTRACT is made effective on _____, 2012 between the SANTA CRUZ METROPOLITAN TRANSIT DISTRICT, a political subdivision of the State of California ("Santa Cruz METRO"), and RER Enterprises, Inc. (DBA Feeney Wireless, LLC) ("Contractor").

1. RECITALS

1.01 Santa Cruz METRO's Primary Objective

Santa Cruz METRO is a public entity whose primary objective is providing public transportation and has its principal office at 110 Vernon Street, Santa Cruz, California 95060.

1.02 Santa Cruz METRO's Need for Procurement of an On Board Integrated Wi-Fi System

Santa Cruz METRO has the need for Procurement of an On Board Integrated Wi-Fi System. In order to obtain these services, Santa Cruz METRO issued a Request for Proposals, dated July 3, 2012, setting forth specifications for such services. The Request for Proposals is attached hereto and incorporated herein by reference as Exhibit "A".

1.03 Contractor's Proposal

Contractor is a firm/individual qualified to provide Procurement of an On Board Integrated Wi-Fi System and whose principal place of business is 1505 Westec Drive, Eugene, Oregon, 97402. Pursuant to the Request for Proposals by Santa Cruz METRO, Contractor submitted a proposal for Procurement of an On Board Integrated Wi-Fi System, which is attached hereto and incorporated herein by reference as Exhibit "B."

1.04 Selection of Contractor and Intent of Contract

On August 17, 2012, Santa Cruz METRO selected Contractor as the offeror whose proposal was most advantageous to Santa Cruz METRO, to provide the Procurement of an On Board Integrated Wi-Fi System described herein. This Contract is intended to fix the provisions of these services.

Santa Cruz METRO and Contractor agree as follows:

2. INCORPORATED DOCUMENTS AND APPLICABLE LAW

2.01 Documents Incorporated in this Contract

The documents listed below are attached to this Contract and by reference made a part hereof. This is an integrated Contract. This writing constitutes the final expression of the parties' contract, and it is a complete and exclusive statement of the provisions of that Contract, except for written amendments, if any, made after the date of this Contract in accordance with Section 13.14.

A. Exhibit "A"

Santa Cruz Metropolitan Transit District's "Request for Proposals" dated July 3, 2012

B. Exhibit "B" (Contractor's Proposal)

Contractor's Proposal to Santa Cruz METRO for Procurement of an On Board Integrated Wi-Fi System, signed by Contractor and dated August 7, 2012.

2.02 Conflicts

Where in conflict, the provisions of this writing supersede those of the above-referenced documents, Exhibits "A" and "B". Where in conflict, the provisions of Exhibit "A" supersede Exhibit "B".

2.03 Recitals

The Recitals set forth in Article 1 are part of this Contract.

3. DEFINITIONS

3.01 General

The terms below (or pronouns in place of them) have the following meaning in the contract:

3.01.01 CONTRACT - The Contract consists of this document, the attachments incorporated herein in accordance with Article 2, and any written amendments made in accordance with Section 13.14.

3.01.02 CONTRACTOR - The Contractor selected by Santa Cruz METRO for this project in accordance with the Request for Proposals issued July 3, 2012.

3.01.03 CONTRACTOR'S STAFF - Employees of Contractor.

3.01.04 DAYS - Calendar days.

3.01.05 OFFEROR - Contractor whose proposal was accepted under the terms and conditions of the Request for Proposals issued July 3, 2012.

3.01.06 PROVISION - Any term, agreement, covenant, condition, clause, qualification, restriction, reservation, or other stipulation in the contract that defines or otherwise controls, establishes, or limits the performance required or permitted by either party.

3.01.07 SCOPE OF WORK (OR "WORK") - The entire obligation under the Contract, including, without limitation, all labor, equipment, materials, supplies, transportation, services, and other work products and expenses, express or implied, in the Contract.

4. TIME OF PERFORMANCE

4.01 Term

The term of this Contract will be for a period not to exceed five (5) years and shall commence upon the execution of the contract by Santa Cruz METRO.

5. COMPENSATION

5.01 Terms of Payment

Santa Cruz METRO shall compensate Contractor in an amount not to exceed the amounts/rates as set forth in Exhibit B, and as agreed upon by Santa Cruz METRO. Santa Cruz METRO shall reasonably determine whether work has been successfully performed for purposes of payment. Compensation shall be made within thirty (30) days of Santa Cruz METRO written approval of

Contractor's written invoice for said work. Contractor understands and agrees that if he/she exceeds the \$60,000 maximum amount payable under this contract, that it does so at its own risk.

5.02 Invoices

Contractor shall submit invoices with a purchase order number provided by Santa Cruz METRO on a monthly basis. Contractor's invoices shall include detailed records showing actual time devoted, work accomplished, date work accomplished, personnel used, and amount billed per hour. Expenses shall only be billed if allowed under the Contract. Telephone call expenses shall show the nature of the call and identify location and individual called. Said invoice records shall be kept up-to-date at all times and shall be available for inspection by Santa Cruz METRO (or any grantor of Santa Cruz METRO, including, without limitation, any State or Federal agency providing project funding or reimbursement) at any time for any reason upon demand for not less than four (4) years after the date of expiration or termination of the Contract. Under penalty of law, Contractor represents that all amounts billed to Santa Cruz METRO are (1) actually incurred; (2) reasonable in amount; (3) related to this Contract; and (4) necessary for performance of the project.

6. NOTICES

All notices under this Contract shall be deemed duly given upon delivery, if delivered by hand; or three (3) days after posting, if sent by registered mail, receipt requested; to a party hereto at the address hereinunder set forth or to such other address as a party may designate by notice pursuant hereto.

Santa Cruz METRO

Santa Cruz Metropolitan Transit District
110 Vernon Street
Santa Cruz, CA 95060
Attention: General Manager

CONTRACTOR

Attention: _____

7. AUTHORITY

Each party has full power and authority to enter into and perform this Contract and the person signing this Contract on behalf of each has been properly authorized and empowered to enter into this Contract. Each party further acknowledges that it has read this Contract, understands it, and agrees to be bound by it.

Signed on _____

SANTA CRUZ METRO - SANTA CRUZ METROPOLITAN TRANSIT DISTRICT

Leslie R. White
General Manager

CONTRACTOR -
RER Enterprises, Inc. (DBA Feeney Wireless, LLC)

By _____
Ethan Ralston, President

Approved as to Form:

Margaret Gallagher
Santa Cruz METRO Counsel

SANTA CRUZ METROPOLITAN TRANSIT DISTRICT

DATE: September 28, 2012

TO: Board of Directors

FROM: Erron Alvey, Purchasing Agent

SUBJECT: CONSIDERATION OF AWARD OF CONTRACT WITH STATE ELECTRIC GENERATOR FOR ANNUAL EMERGENCY GENERATOR LOAD BANK TESTING AND REPAIR SERVICES IN AN AMOUNT NOT TO EXCEED \$32,000

I. RECOMMENDED ACTION

Authorize the General Manager to execute a contract with State Electric Generator for Annual Emergency Generator Load Bank Testing and Repair Services in an amount not to exceed \$32,000 and designate Robert Cotter, Maintenance Manager, as Contract Administrator.

II. SUMMARY OF ISSUES

- Annual load bank testing is needed on Santa Cruz METRO's six (6) generators, to ensure their ability to run emergency power at peak performance. This testing requires specialty equipment and must be performed outside of regular business hours, making an outside contractor necessary. Due to common power outages in this area, additional emergency repair services are also included on an as needed basis.
- A formal request for proposals was conducted to solicit proposals from qualified firms.
- Two firms submitted proposals for Santa Cruz METRO's review.
- A three-member evaluation committee comprised of Santa Cruz METRO staff reviewed and evaluated the proposals, and is recommending that a contract be established with State Electric Generator.

III. DISCUSSION

Annual load bank testing is needed on Santa Cruz METRO's six (6) generators, to ensure their ability to run emergency power upon demand and at peak performance. This testing requires specialty equipment and must be performed outside of regular business hours, as power to the associated building is shut completely off, making an outside contractor necessary. Due to power outages being common in this area, and the related safety concerns, this procurement also

has a provision for emergency repair services on an as needed basis. Facilities Maintenance will continue performing regular maintenance and repairs in-house.

On July 9, 2012, Santa Cruz METRO Request for Proposal No. 12-35 was mailed to eight (8) builders exchange locations, nine (9) electrical contracting firms, was legally advertised, and a notice was posted on Santa Cruz METRO's web site. On August 9, 2012, proposals were received and opened from two (2) firms. A list of these firms is provided in Attachment A. A three-member evaluation committee comprised of Sheldon Njaa, Facilities Maintenance Supervisor, Bruce Rhodes, Fleet Maintenance Supervisor, and Robert Cotter, Maintenance Manager have reviewed and evaluated the proposals.

The evaluation committee used the following criteria as contained in the Request for Proposals:

Criteria	Points Possible
Overall Qualifications and Experience	20
Quality and Experience of Key Staff	20
Technical Understanding	25
Technical Approach	25
Overall Responsiveness/Completeness of Proposal	10

The evaluation committee is recommending that a two-year contract, with three, one-year options, be established with State Electric Generator for Annual Emergency Generator Load Bank Testing and Repair Services for an amount not to exceed \$32,000 with Robert Cotter, Maintenance Manager, to serve as the Contract Administrator. State Electric Generator is a local business, from the city of Santa Cruz, and located in the Harvey West neighborhood near Santa Cruz METRO's main facilities. Contractor will provide services meeting all Santa Cruz METRO specifications and requirements of the contract, and the Contract Administrator will ensure contract compliance.

IV. FINANCIAL CONSIDERATIONS

Funds to support contract are included in the Facilities Maintenance FY13 & FY 14 Out Repair - Buildings and Improvements budget.

V. ATTACHMENTS

Attachment A: List of Offerors

Attachment B: Contract with State Electric Generator

Note: The RFP along with its Exhibits and any Addendum(s) are available for review at the Administration Office of Santa Cruz METRO.

Attachment A

Summary of proposals received for Santa Cruz METRO

RFP 12-35 for Annual Emergency Generator Load Testing and Repair Services

FIRMS

- 1 State Electric Generator, Santa Cruz, CA
- 2 California Diesel & Power, Martinez, CA

Attachment B

PROFESSIONAL SERVICES CONTRACT FOR ANNUAL EMERGENCY GENERATOR LOAD BANK TESTING AND REPAIR SERVICES (12-35)

THIS CONTRACT is made effective on _____, 2012 between the SANTA CRUZ METROPOLITAN TRANSIT DISTRICT, a political subdivision of the State of California ("Santa Cruz METRO"), and State Electric Generator ("Contractor").

1. RECITALS

1.01 Santa Cruz METRO's Primary Objective

Santa Cruz METRO is a public entity whose primary objective is providing public transportation and which has its principal office at 110 Vernon Street, Santa Cruz, California 95060.

1.02 Santa Cruz METRO's Need for Emergency Generator Load Bank Testing and Repair Services

Santa Cruz METRO has the need for Emergency Generator Load Bank Testing and Repair Services. In order to obtain these services, Santa Cruz METRO issued a Request for Proposals, dated July 9, 2012, setting forth specifications for such services. The Request for Proposals is attached hereto and incorporated herein by reference as Exhibit A.

1.03 Contractor's Proposal

Contractor is a firm/individual qualified to provide Emergency Generator Load Bank Testing and Repair Services and whose principal place of business is 211 Fern Street, Santa Cruz, CA 95060. Pursuant to the Request for Proposals by Santa Cruz METRO, Contractor submitted a proposal for Emergency Generator Load Bank Testing and Repair Services, which is attached hereto and incorporated herein by reference as Exhibit B

1.04 Selection of Contractor and Intent of Contract

On October 26, 2012, Santa Cruz METRO selected Contractor as the offeror whose proposal was most advantageous to Santa Cruz METRO to provide the Emergency Generator Load Bank Testing and Repair Services described herein. This Contract is intended to fix the provisions of these services.

Santa Cruz METRO and Contractor agree as follows:

2. INCORPORATED DOCUMENTS AND APPLICABLE LAW

2.01 Documents Incorporated in this Contract

The documents listed below are attached to this Contract and by reference made a part hereof. This is an integrated Contract. This writing constitutes the final expression of the parties' contract, and it is a complete and exclusive statement of the provisions of that Contract, except for written amendments, if any, made after the date of this Contract in accordance with Section 13.14 of the General Conditions to the Contract.

A. Exhibit A

Santa Cruz Metropolitan Transit District's "Request for Proposals" dated July 9, 2012.

B. Exhibit B (Contractor's Proposal)

Contractor's Proposal to Santa Cruz METRO for Emergency Generator Load Bank Testing and Repair Services, signed by Contractor and dated August 9, 2012.

2.02 Conflicts

Where in conflict, the provisions of this writing supersede those of the above-referenced documents, Exhibits A and B. Where in conflict, the provisions of Exhibit A supersede Exhibit B.

2.03 Recitals

The Recitals set forth in Article 1 are part of this Contract.

3. DEFINITIONS

3.01 General

The terms below (or pronouns in place of them) have the following meaning in the contract:

3.01.01 CONTRACT - The Contract consists of this document, the attachments incorporated herein in accordance with Article 2, and any written amendments made in accordance with Section 13.14 of the General Conditions to the Contract.

3.01.02 CONTRACTOR - The Contractor selected by Santa Cruz METRO for this project in accordance with the Request for Proposals issued July 9, 2012.

3.01.03 CONTRACTOR'S STAFF - Employees of Contractor.

3.01.04 DAYS - Calendar days.

3.01.05 OFFEROR - Contractor whose proposal was accepted under the terms and conditions of the Request for Proposals issued July 9, 2012.

3.01.06 PROVISION - Any term, agreement, covenant, condition, clause, qualification, restriction, reservation, or other stipulation in the contract that defines or otherwise controls, establishes, or limits the performance required or permitted by either party.

3.01.07 SCOPE OF WORK (OR "WORK") - The entire obligation under the Contract, including, without limitation, all labor, equipment, materials, supplies, transportation, services, and other work products and expenses, express or implied, in the Contract.

4. TIME OF PERFORMANCE

4.01 Term

The term of this Contract will be for a period not to exceed two (2) years and shall commence upon the execution of the contract by Santa Cruz METRO.

At the option of Santa Cruz METRO, this contract agreement may be renewed for three (3) additional one (1) year terms upon mutual written consent.

5. COMPENSATION

5.01 Terms of Payment

Santa Cruz METRO shall compensate Contractor in an amount not to exceed the amounts/rates agreed upon by Santa Cruz METRO. Santa Cruz METRO shall reasonably determine whether work has been successfully performed for purposes of payment. Compensation shall be made within thirty (30) days of Santa Cruz METRO's written approval of Contractor's written invoice for said work. Contractor understands and agrees that if he/she exceeds the \$32,000 maximum amount payable under this contract, that it does so at its own risk.

5.02 Invoices

Contractor shall submit invoices with a purchase order number provided by Santa Cruz METRO on a monthly basis. Contractor's invoices shall include detailed records showing actual time devoted, work accomplished, date work accomplished, personnel used, and amount billed per hour. Expenses shall only be billed if allowed under the Contract. Said invoice records shall be kept up-to-date at all times and shall be available for inspection by Santa Cruz METRO (or any grantor of Santa Cruz METRO, including, without limitation, any State or Federal agency providing project funding or reimbursement) at any time for any reason upon demand for not less than four (4) years after the date of expiration or termination of the Contract. Under penalty of law, Contractor represents that all amounts billed to Santa Cruz METRO are (1) actually incurred; (2) reasonable in amount; (3) related to this Contract; and (4) necessary for performance of the project.

6. NOTICES

All notices under this Contract shall be deemed duly given upon delivery, if delivered by hand; or three (3) days after posting, if sent by registered mail, receipt requested, to a party hereto at the address hereinunder set forth or to such other address as a party may designate by notice pursuant hereto.

Santa Cruz METRO

Santa Cruz Metropolitan Transit District
110 Vernon Street
Santa Cruz, CA 95060
Attention: General Manager

CONTRACTOR

State Electric Generator
211 Fern Street
Santa Cruz, CA 95060

Attention: Ariel Boone-Worthman, Office Manager

7. **AUTHORITY**

Each party has full power and authority to enter into and perform this Contract and the person signing this Contract on behalf of each has been properly authorized and empowered to enter into this Contract. Each party further acknowledges that it has read this Contract, understands it, and agrees to be bound by it.

Signed on _____

SANTA CRUZ METRO – SANTA CRUZ METROPOLITAN TRANSIT DISTRICT

Leslie R. White
General Manager

CONTRACTOR – STATE ELECTRIC GENERATOR

By _____
Ernest Alexander, President

Approved as to Form:

Margaret Gallagher
Santa Cruz METRO Counsel

SANTA CRUZ METROPOLITAN TRANSIT DISTRICT

NOTICE OF ACTION TAKEN IN CLOSED SESSION MEMORANDUM

DATE: September 28, 2012

TO: Board of Directors

FROM: Margaret Gallagher, District Counsel

SUBJECT: Notification Of Actions Taken In Closed Session Regarding The Following Matter:
Zonia Waldon v. Santa Cruz Metropolitan Transit District;
Superior Court Case No. CV 167503

a) Zonia Waldon v. Santa Cruz Metropolitan Transit District

On June 22, 2012 in closed session you authorized the settlement of the pending litigation matter in the sum of \$33,750.00. The following Directors authorized District Counsel to accept the settlement offer: Alejo, Bryant, Dodge, Graves, Hinkle, Leopold, Pirie, Robinson and Stone. Directors Bustichi and Lane were absent.

Pursuant to this direction, the sum of \$33,750.00 was paid to the plaintiff Zonia Waldon and her attorney by Santa Cruz METRO, a Release of All Claims was signed by the plaintiff and a Dismissal of the Entire Action with Prejudice was issued by the court on July 20, 2012.

SANTA CRUZ METROPOLITAN TRANSIT DISTRICT

DATE: September 28, 2012

TO: Board of Directors

FROM: Robyn Slater, Human Resources Manager

SUBJECT: PRESENTATION OF EMPLOYEE LONGEVITY AWARDS

I. RECOMMENDED ACTION

Staff recommends that the Board of Directors recognize the anniversaries of those District employees named on the attached list and that the Board Chair present them with awards.

II. SUMMARY OF ISSUES

- None.

III. DISCUSSION

Many employees have provided dedicated and valuable years to the Santa Cruz Metropolitan Transit District. In order to recognize these employees, anniversary awards are presented at five-year increments beginning with the tenth year. In an effort to accommodate those employees that are to be recognized, they will be invited to attend the Board meetings to receive their awards.

IV. FINANCIAL CONSIDERATIONS

None.

V. ATTACHMENTS

Attachment A: Employee Recognition List

Prepared by: Sherri Escobedo, Administrative Assistant
Date Prepared: September 28, 2012

Attachment A

SANTA CRUZ METROPOLITAN TRANSIT DISTRICT



EMPLOYEE LONGEVITY AWARDS

CERTIFICATE OF APPRECIATION – 10 YEARS

The Board of Directors proudly presents this Certificate of Appreciation for the completion of 10 years of service between 2002 and 2012 to:

Shirley A. Cruser

Personnel Technician

CERTIFICATE OF APPRECIATION - 30 YEARS

The Board of Directors proudly presents this Certificate of Appreciation for the completion of 30 years of service between 1982 and 2012 to:

Adela P. Bates

Customer Service Representative

SANTA CRUZ METROPOLITAN TRANSIT DISTRICT

DATE: September 28, 2012

TO: Board of Directors

FROM: Liseth Guizar, Claims Investigator
Thomas Hiltner, Grants/Legislative Analyst

SUBJECT: CONSIDER WATSONVILLE TRANSIT CENTER AND PACIFIC STATION RENOVATIONS. CONSIDER GRANT FUNDING FOR TRANSIT CENTERS RENOVATION.

I. RECOMMENDED ACTION

Receive information and provide staff direction on Watsonville Transit Center and Pacific Station renovations. Consider the status of current grant funding for Pacific Station design engineering.

II. SUMMARY OF ISSUES

- The Watsonville Transit Center is deteriorating, has vacant concessions and detracts from the appearance and experience of downtown Watsonville.
- In March 2012, staff presented to the Board artistic renditions of surface and structural treatments that would improve the appearance of the Watsonville Transit Center and contribute to the character of downtown Watsonville.
- Detailed information in Attachment A responds to issues raised by the March presentation on Watsonville Transit Center improvements.
- Pacific Station (Metro Center in Santa Cruz) no longer meets the needs of Santa Cruz METRO's public transit system.
- Pacific Station lies within the City of Santa Cruz's downtown improvement district running from Pacific Avenue at Cathcart to the South of Laurel area, and existing plans target it for redevelopment.
- The Federal Transit Administration awarded Santa Cruz METRO grants totaling \$2,343,667 to expand and renovate Pacific Station.
- Detailed information in Attachment B gives the background and status of Pacific Station.
- Santa Cruz METRO desires to initiate community participation for the redesign of Watsonville and Santa Cruz transit centers.
- Staff requests that the Board consider information and provide direction to staff for the renovation of the Watsonville Transit Center and Pacific Station.

III. DISCUSSION

The Watsonville Transit Center (WTC) at 425 Rodriguez Street in Watsonville has deteriorated since opening in 1995 and needs renovating. The WTC serves intermodal passenger connections among Santa Cruz METRO and Monterey Salinas Transit buses, taxis and bicycles. Amenities at the WTC include restrooms, ticket sales and schedules, a newly opened restaurant (Taqueria Lidia), a mini-market and four kiosks in the outdoor plaza. Two of the kiosks are vacant, and one is a storage shed, leaving only one business in what was designed to be an active Mercado with small business serving locals and transit passengers.

The WTC generally has a poor appearance. Deferred maintenance of this heavily trafficked facility detracts from the quality transit service provided in Watsonville. The vacated kiosks are in disrepair and need painting and upkeep. The concrete, outdoor waiting area has a hard appearance with bulky stucco planters requiring improved landscaping and plant maintenance. Although tenants have attempted to improve the aesthetic using their own furniture, the random assortment of chairs, tables and umbrellas lends a cluttered, inconsistent appearance. The terminal building itself presents an imposing, stark façade lacking color or appeal and detracts from the typical architectural styles and color of downtown Watsonville.

Pacific Station (Metro Center) at 920 Pacific Avenue is a multi-modal transit center in downtown Santa Cruz that serves passenger connections among Santa Cruz METRO buses, intercity buses (Greyhound), AMTRAK feeder service, taxis and bicycles. The terminal building houses restrooms, customer service, Greyhound ticketing and baggage handling, a mini-market, and a Chinese restaurant.

Pacific Station was built in 1984 and no longer meets the needs of Santa Cruz METRO or its passengers. The transit-operating plaza has an inefficient configuration which does not meet passenger demand and contributes to passenger and bus congestion during peak periods. The terminal building requires excessive maintenance and detracts from the appealing Pacific Avenue experience. Pacific Station lies within the City of Santa Cruz's south-Pacific Avenue improvement zone and is targeted for redevelopment in the City's 2010 River/Front and Lower Pacific Design Guidelines.

In 2005, the Federal Transit Administration (FTA) granted \$1,457,667 to Santa Cruz METRO to purchase right-of-way for the expansion of Pacific Station. Combined with another \$1,000,000 in Traffic Congestion Relief Funds previously granted by the State of California, Santa Cruz METRO purchased the adjacent Greyhound property at 425 Front Street in December 2010 for the expansion. After demolishing the Greyhound terminal, decontaminating the parcel and resurfacing it, the lot re-opened in April 2011 for bus layover parking.

Between 2006 and 2008, the Federal Transit Administration (FTA) granted another \$886,000 for the design/engineering phase of the project. Combined with a \$221,500 required local share, Santa Cruz METRO now has more than \$1.1 million to prepare construction documents for a renovation. Due to economic conditions, Santa Cruz METRO has been unable to advance the project's engineering and design phase, and the lack of spending could expose the federal grants to undesirable scrutiny and even rescission.

Attachments A and B, respectively, detail the background and status of the Watsonville and Santa Cruz transit centers. METRO staff conducted informal interviews with key stakeholders in Watsonville and Santa Cruz to gauge initial responses to renovating the transit centers. Highlights of stakeholders comments on transit center renovations appear at the end of each attachment.

Santa Cruz METRO staff desire to initiate broad community participation for the redesign of both the Watsonville Transit Center and Pacific Station. Staff requests that the Board consider information in this report and the attachments and provide direction for upgrading the two transit centers.

IV. FINANCIAL CONSIDERATIONS

The FY13 capital budget allocates \$30,000 in local funds for conceptual design and \$45,000 in capital improvements for the Watsonville Transit Center. For Pacific Station conceptual design, the FY13 capital budget allocates \$60,000 in local funds.

V. ATTACHMENTS

Attachment A: Watsonville Transit Center Background

Attachment B: Pacific Station Background

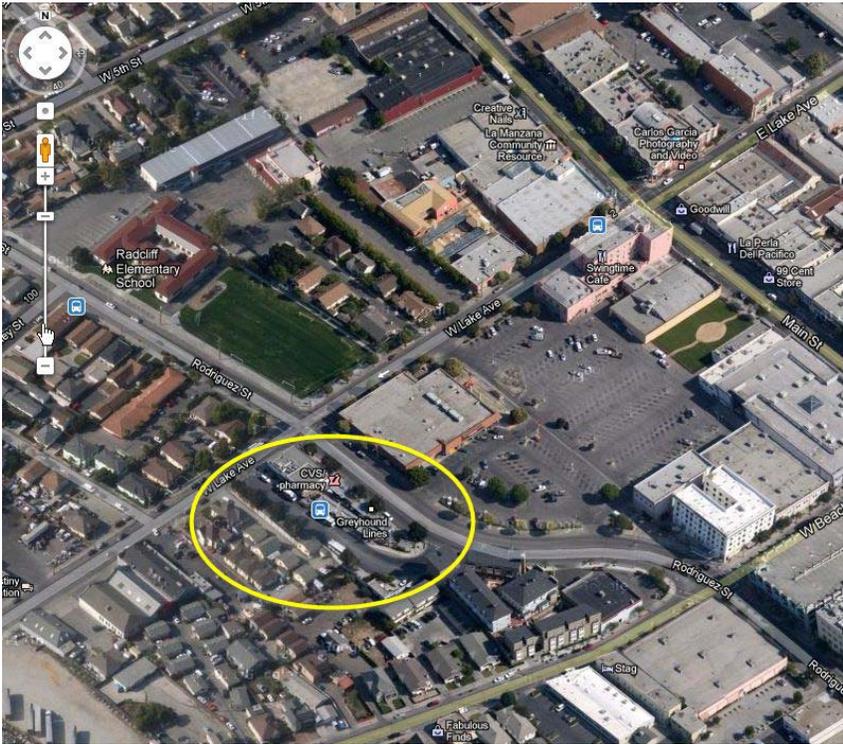


Watsonville Transit Center Renovation



Background

Santa Cruz METRO’s Watsonville Transit Center (WTC), located at 475 Rodriguez Street, is an intermodal transfer facility which has been in operation since October 20, 1995. It is centrally located on the block that borders East Lake Avenue, Rodriguez Street and East Beach Street. The WTC serves as the main transfer point for Santa Cruz METRO’s Watsonville operations, Monterey-Salinas-Transit and Greyhound. The passenger drop-off area on the Rodriguez Street side of the transit center also provides users with access to taxi and ParaCruz service.



In addition to facilitating ground transportation of buses and taxis, the WTC contains a main terminal building, kiosks designed for vendor sales, passenger waiting areas and bicycle racks with a capacity to hold 20 bicycles.



The terminal building houses a passenger waiting area, a convenience store (Jessica Grocery Store), a Oaxacan-style Mexican food restaurant (Taqueria Lidia), restrooms and a small bus operator break room . The store manager of Jessica Grocery Store, Ali Gharaghozloo, provides janitorial services, maintenance services and on-site management, ticket sales and transportation services.

The exterior area of the WTC has 4 kiosks along an island next to the terminal. The intention of the original designers of the WTC was to provide a “Mercado” area with kiosks which would serve as small business incubators for the local community. There is currently one vendor leasing a kiosk: Don Quixote de La Mancha, a sandwich, hot dog and juice vendor. Two kiosks are vacant, one of which is equipped with a kitchen. The fourth kiosk is used as a storage unit for Taqueria Lidia.



The WTC is a heavily trafficked facility which has not been renovated since its opening in 1995 and is now showing signs of wear and tear. METRO staff recently made some improvements to the lobby area of the terminal but the exterior area was left undone.

Developments

At METRO’s Board of Directors meeting on March 9, 2012, METRO staff presented the matter or renovating the WTC to the Board. Staff presented artistic depictions of possible improvements to the transit center. The depictions included minor structural changes to the terminal building, a change in color to the building and kiosks, new awnings and enhanced landscaping.

Before



After



Staff requested that the Board approve the issuance of a Request for Proposal (RFP) for an architecture/engineering firm to create a re-design concept for renovations of the WTC. The Board approved the request, but also asked that staff provide the Board with an alternative plan demonstrating repairs which can be done in-house.



Potential In-House Improvements

In response to the Board’s request to provide them with information on improvements that can be either conducted in-house or contracted on a small scale, METRO’s Maintenance Manager, Robert Cotter, provided the below list of improvements. Mr. Cotter indicated that a minimum of \$282,000.00 will be required to perform the improvements below, not including the installation of new bicycle racks which has not yet been priced. It should be noted that because of the shortage of staff in the Maintenance Department, hiring temporary employees to assist in the renovations may be a possibility.

PROJECT	ESTIMATE	STATUS
PAINT EXTERIOR OF BUILDING	\$ 50,000.00	WIP
REMODEL PUBLIC BATHROOMS	\$ 50,000.00	
PURCHASE AND INSTALL NEW FLOORING FOR LOBBY	\$ 15,000.00	
PURCHASE AND INSTALL NEW INTERIOR & EXTERIOR BENCHES	\$ 35,000.00	
PURCHASE AND INSTALL NEW BICYCLE RACKS		Pricing in progress
UPDATE/ADD LIGHTS		WIP
REMODEL DRIVER'S BATHROOMS	\$ 25,000.00	
CLEAN UP/UPDATE LANDSCAPING (REPLACE TREES WITH OLEANDER, REMOVE SHRUB IN MIDDLE OF WALKWAY, REMOVE PLANTERS)	\$ 20,000.00	
REMOVE ASH TREES AT BACK OF PROPERTY	\$ 2,000.00	
ADD ADDITIONAL SECURITY LIGHTING		WIP
DEMO STEEL KIOSKS AND REDESIGN/REBUILD NEW UNITS OR REPLACE WITH BENCHES/SHELTERS	\$ 70,000.00	
REMOVE AND REPLACE DAMAGED CONCRETE AREAS FROM WISTERIA	\$ 15,000.00	

TOTAL ESTIMATED COSTS: \$ 282,000.00

Community Outreach Results

Prior to issuing the RFP for the architecture/engineering firm, staff conducted a multi-faceted community outreach effort in Watsonville which invited input from the Watsonville community, including local leaders, business organizations and transit center users. Outreach efforts have been ongoing since May of 2012, with the one-on-one intercept surveys, community meetings and focus groups taking place between July 2012 to September 2012. The following are the results of the community outreach to date.

Staff completed 47 intercept surveys with transit stakeholders at the Watsonville Transit Center, the July 18, 2012 Pajaro Valley Chamber of Commerce meeting and the September 11, 2012 Freedom Rotary Club meeting. Bilingual staff members used a survey form to ask stakeholders a series of questions to gain a broader understanding of desired changes and improvements to the Watsonville Transit Center.

The first questions asked respondents if they were familiar with the Watsonville Transit Center. Overall, only two people surveyed were unfamiliar with the Watsonville Transit Center. The remaining 45 were all somewhat or very familiar with the facility.

The second question asked “Do you or your customers use the Santa Cruz METRO’s transit service?” Because staff surveyed a mix of people at the transit center as well as the Chamber of Commerce and the Freedom Rotary Club, the purpose was to determine whether the respondent personally used transit, or if their employees or customers used transit. The majority of respondents were transit users themselves, with some respondents stating that their customers also used transit. The chart below shows the responses. This is shown in Table 1, below.

	Number Respondents	Percentage
I Use It	29	61.7%
My Employees Use It	1	2.1%
My Customers Use It	3	6.4%
None of the Above	14	29.8%

Table 1 Transit Usage

The third question stated “What changes would you like to see at the Watsonville Transit Center?” Respondents were allowed to select multiple answers. Increasing the number of covered areas was the most common response, followed by adding more seating and having more creative architectural design. A significant number of people also chose ‘Other’ with various additions to the response such as requests for nicer restrooms and a pedestrian crossing path from the CVS shopping center across the street to the WTC. It was interesting to note that of those that selected ‘Other’, three respondents requested that the facility be accessible according to the Americans with Disabilities Act (ADA). Because the facility is already ADA accessible, this could be a concern for future improvements to maintain the same level of accessibility. This is shown in Table 2, below.

	Number Respondents	Percentage
Better Lighting	14	29.8%
More Seating	12	25.5%
More Covered Areas	16	34.0%
Creative Architecture Design	15	31.9%
Parking	8	17.0%
Passenger Drop Off Areas	10	21.3%
Other	16	34.0%
None	5	10.6%

Table 2 Desired Changes

The next question asked respondents for their opinions on the vendor kiosks at the transit center. The question stated “There are four vendor kiosks at the Watsonville Transit Center which serve as small business incubators. What do you think should be done about the vendor kiosks? Should METRO keep them, or would you prefer a transit only facility?”. The majority of respondents were in favor of keeping the vendor kiosks, with over 64% wanting to keep the vendors, but remodel the kiosks into something more aesthetically pleasing. This is shown in Table 3, below.

	Number Respondents	Percentage
Keep the Kiosks as they are	7	14.9%
Keep the Vendors, Change the Kiosks	30	63.8%
Transit Only Facility	6	12.8%
No Opinion	4	8.5%

Table 3 Vendor Kiosks

Next, survey respondents were asked what their biggest concerns were with the current transit center. Respondents were allowed to select multiple answers. Safety was the greatest concern among all respondents. Many people noted anecdotally that they would like to see an increased presence of on-site security guards, either by extending the hours of patrol or increasing the number of guards at the Watsonville Transit Center. Aesthetics was the second greatest concern at the facility. Many people mentioned that the facility is really showing its age, feels cold and gray, and that they would like to see more color and landscaping. Additionally, the third greatest concern was the lack of onsite customer service. Although METRO does use Jessica Grocery as a mode of customer service, it appears that many transit users are unaware of this fact. This is shown in Table 4, below.

	Number Respondents	Percentage
Safety	27	57.4%
Lighting	8	17.0%
Aesthetics	17	36.2%
Parking	3	6.4%
Lack of On-Site Customer Service	9	19.1%
None	7	14.9%
No Opinion	3	6.4%

Table 4 Biggest Concerns

Finally, respondents were asked if they thought METRO should incorporate a community based art project at the Watsonville Transit Center. Watsonville has many examples of public art in the community, including an existing mural at the Watsonville Transit Center. Survey respondents were overwhelmingly in favor of incorporating more community based art at the transit center. Many respondents noted that the project should include local youth and the topic of the art should represent Watsonville. The responses are seen in Table 5, below.

	Number Respondents	Percentage
Yes	43	91.5%
No	2	4.3%
No Opinion	2	4.3%

Table 5 Community Art Project

In summary:

- Increased covered areas
- Increased seating
- More creative architectural design
- Keep the vendors and change the kiosks
- Concerned with safety. Would like more onsite security guards.
- Concerned with aesthetics
- Desire for on-site customer service
- In favor of community based art project

Community Meetings:

Santa Cruz METRO staff held two Community Meetings on August 27, 2012 at the Watsonville Public Library to further gain input from transit stakeholders. In these meetings, bilingual Santa Cruz METRO staff presented a PowerPoint presentation and led a guided discussion about what the community envisioned the Watsonville Transit Center to be in the future. This included discussion on aesthetics and landscaping, kiosks, art, and current concerns.

When discussing landscaping, the consensus among participants was to add a lot of color to the transit center through flowering plants. These plants should flower year round, rather than seasonally. These plants should also be kept low enough for easy transit operator and security visibility, and be well maintained.

Meeting participants were in agreement that having kiosks at the transit center is a good idea, but felt like that current kiosks needed to be replaced. Replacement kiosks should be smaller, more decorative, and have lots of color. Kiosks should be kept clean and vendors should be responsible for keeping the outside of their kiosks clutter free. Some of the participants felt the number of kiosks should be reduced, and only the two kiosks adjacent to Rodriguez Street should be kept so that the areas closest to the transit lanes could be more open and have more room for seating. Additionally, the idea was brought up to include a small play structure, possibly with a teeter-totter.

For the transit center overall, participants asked for more lighting so that they would feel safer in the early morning and later in the evenings. Additionally, participants felt that there is a lack of seating, and preferred permanent seating, such as bolted down benches and tables, rather than moveable seating. Participants also noted that there are very few covered areas to shield people from rain and sun, and would like to see more covered areas.

When discussing what changes participants would like to the whole building, the group was split. Some desired bright, vibrant colors such as reds, blues, yellow, and greens. The other portion of the group preferred the browns and beiges that were shown in the photo simulations. The group also noted that they would like security guards to have a greater presence, mostly with extended hours. There was a consensus reached among participants that there should be a large and iconic sign on the Watsonville Transit Center, which is currently lacking.

The evening meeting included an extensive discussion of customer service at the Watsonville Transit Center. Participants felt that there should be a staff person in the lobby who could assist passengers with using Santa Cruz METRO service. Participants discussed options for who could staff this location, including METRO staff, someone from the Volunteer Center, a partnership with the Chamber of Commerce or Visitor Center, or another City partnership that could serve dual purposes of promoting Watsonville and providing transit assistance.

In summary:

- Colorful, well maintained landscaping
- Keep the vendors, change the kiosks
- Increased lighting
- Increased seating
- Increased security
- Split responses on building appearance: colorful versus browns and beiges
- Iconic signage
- Staffed lobby where customers can get transit information and assistance

Watsonville Senior Center Focus Group:

Santa Cruz METRO staff held a bilingual presentation and focus group meeting at the Watsonville Senior Center on August 24. The purpose of this meeting was to gain input from

a traditionally transit dependent population that is often under-represented through intercept surveying outreach. By going directly to the Senior Center, Santa Cruz METRO staff was able to gain input from transit users who had previously not had their opinions heard. Many participants from the Watsonville Senior Center stated a desire for more covered areas to be present at the Watsonville Transit Center. These areas should protect passengers from sun as well as rain. Some participants noted that they often have to wait a long time for buses, and it is very hard to wait in direct sunlight. Additionally, many participants wanted increased security at the Watsonville Transit Center all day long, including early morning and evening times.

With regard to the vendor kiosks, the responses at the Senior Center were overwhelmingly in favor of keeping the vendors, but remodeling the kiosks to make them more aesthetically pleasing. With regard to the main building, participants stated a desire for on-site customer service in the Watsonville Transit Center, specifically to get help with passes and eligibility questions.

In summary:

- Increased covered areas
- Concerned with safety. Would like more onsite security guards.
- Keep the vendors, change the kiosks
- Staffed lobby where customers can get transit information and assistance

Community Leaders

METRO staff met with Watsonville city leaders, among them Watsonville Mayor Eduardo Montesino, METRO Board member and Councilmember Daniel Dodge, District 1 Councilmember Felipe Hernandez, Assistant City Manager and Community Development Director Marcela Tavantziz and Watsonville City Manager Carlos Palacios. The participants were asked a series of questions to invite ideas regarding their vision of the WTC. The overarching ideas developed through the interviews were that the WTC is in need of façade improvements, better landscaping, better signage and more customer-friendly amenities such as covered areas and seating.

There was a consensus among the leaders that the WTC is in need of an upgrade. All agreed that façade improvements are necessary to make the station more attractive and safe to the public. All leaders indicated that they would like to keep the vendors in the Mercado area as they provide opportunities for small business enterprises, but agreed that the kiosks should be replaced with a more attractive alternative. One member liked the idea of the rectangular-shaped kiosks, but the other members agreed that smaller structures would be preferable as it would open up the area and provide better visibility.

Mr. Palacios brought up the issue of pedestrian access at the WTC. He indicated that improving pedestrian connections between the WTC and the CVS shopping center across the street on Rodriguez Street would be helpful, particularly because city leaders are attempting to create a more pedestrian-friendly environment in downtown Watsonville.

Before



After (Transit-only option)



Partnerships

In speaking with city leaders, it was evident that the City of Watsonville would not be able to provide financial support in the renovation to the WTC, as the dissolution of the Redevelopment Agency (RDA) unfunded several local programs which could have provided assistance. However, there are other partnership opportunities available, such as allowing the City to use the office in the lobby as a visitor center, a police substation, or for other purposes. In addition, city leaders have expressed support of the renovation, as there are efforts underway to revamp downtown Watsonville, thus making the renovation of the WTC a welcome project.

In addition, various community leaders, including Mayor Montesino and Councilmember Hernandez, expressed interest in using one of the vendor kiosks to support local farmers by providing them with a free space to sell their produce through a rotating schedule.

Funding

Currently, METRO has allocated \$85,000.00 for the renovations and repairs of the Watsonville Transit Center and \$30,000.00 for the conceptual design. At this point community input has been gathered and METRO staff is awaiting Board direction to determine the type of grants that METRO staff should pursue.



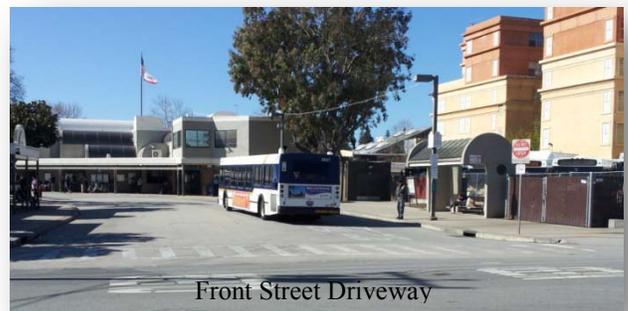
Pacific Station Renovation



Pacific Avenue Lobby Entrance



Pacific Avenue Driveway

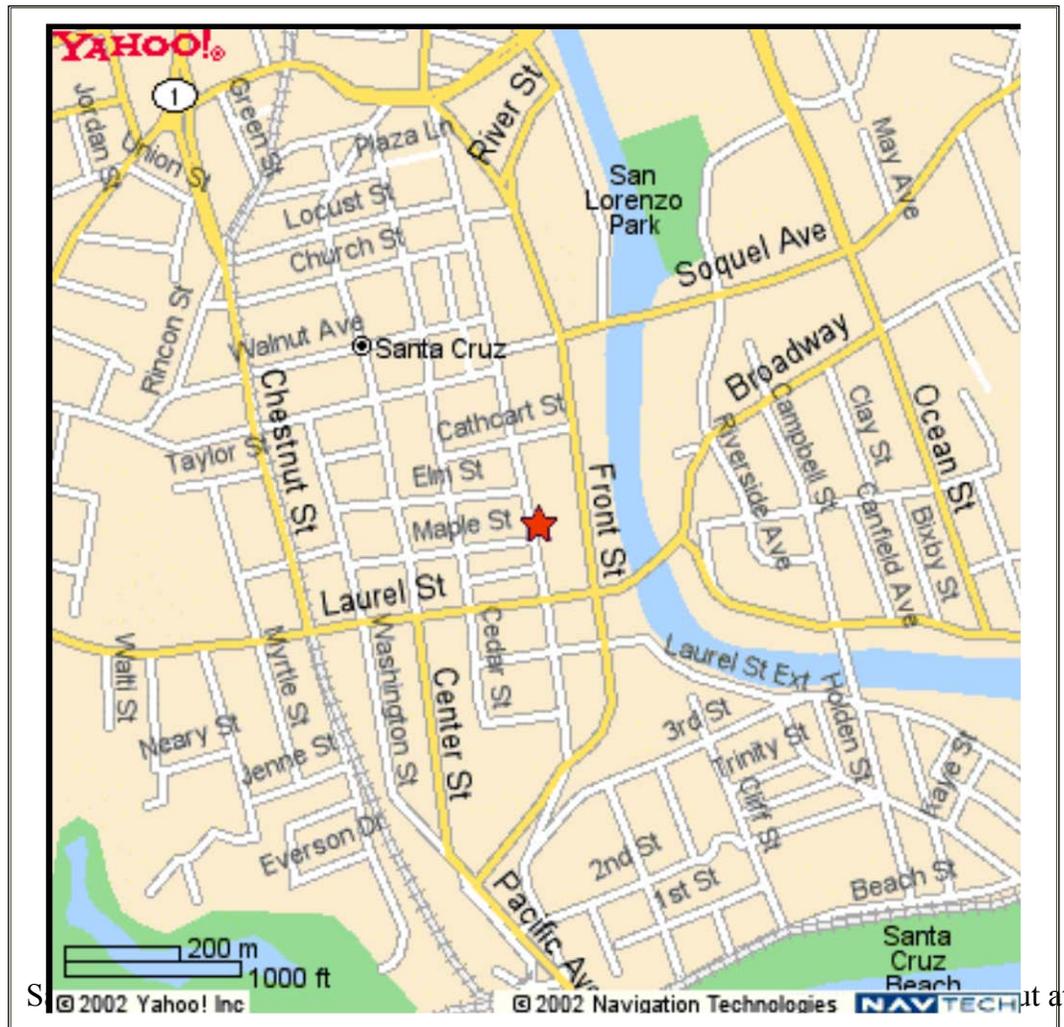


Front Street Driveway

Background, Metro Center 1984 – 2000

Metro Center, renamed “Pacific Station” in 2001, is a multi-modal passenger terminal in downtown Santa Cruz built by METRO with State and local funds in 1984. The transit-operating plaza accommodates 16 METRO buses simultaneously parallel-parked along the curbs in four designated bus lanes. Since the acquisition of the Greyhound property in 2010, Greyhound operates its inter-city bus service out of the Pacific Station terminal building. Bicycle racks for 125 bikes and 16 bicycle storage lockers provide convenient and secure transfers between bikes and buses. A taxi stand for two cabs on the Front Street side of the transit center offers another mode transfer option.

Pacific Station. Downtown Santa Cruz



At its highest service level in 2001, Santa Cruz METRO operated 38 distinct routes from Pacific Station. Approximately 10,000 passengers per day pass through Pacific Station.

In addition to 31 local routes currently operated from Pacific Station, Santa Cruz METRO operates the Highway 17 Express, which provides AMTRAK feeder service from Santa Cruz to San Jose Diridon Station. The Highway 17 Express also serves commuter traffic between Santa Cruz, Scotts Valley and San Jose State University.

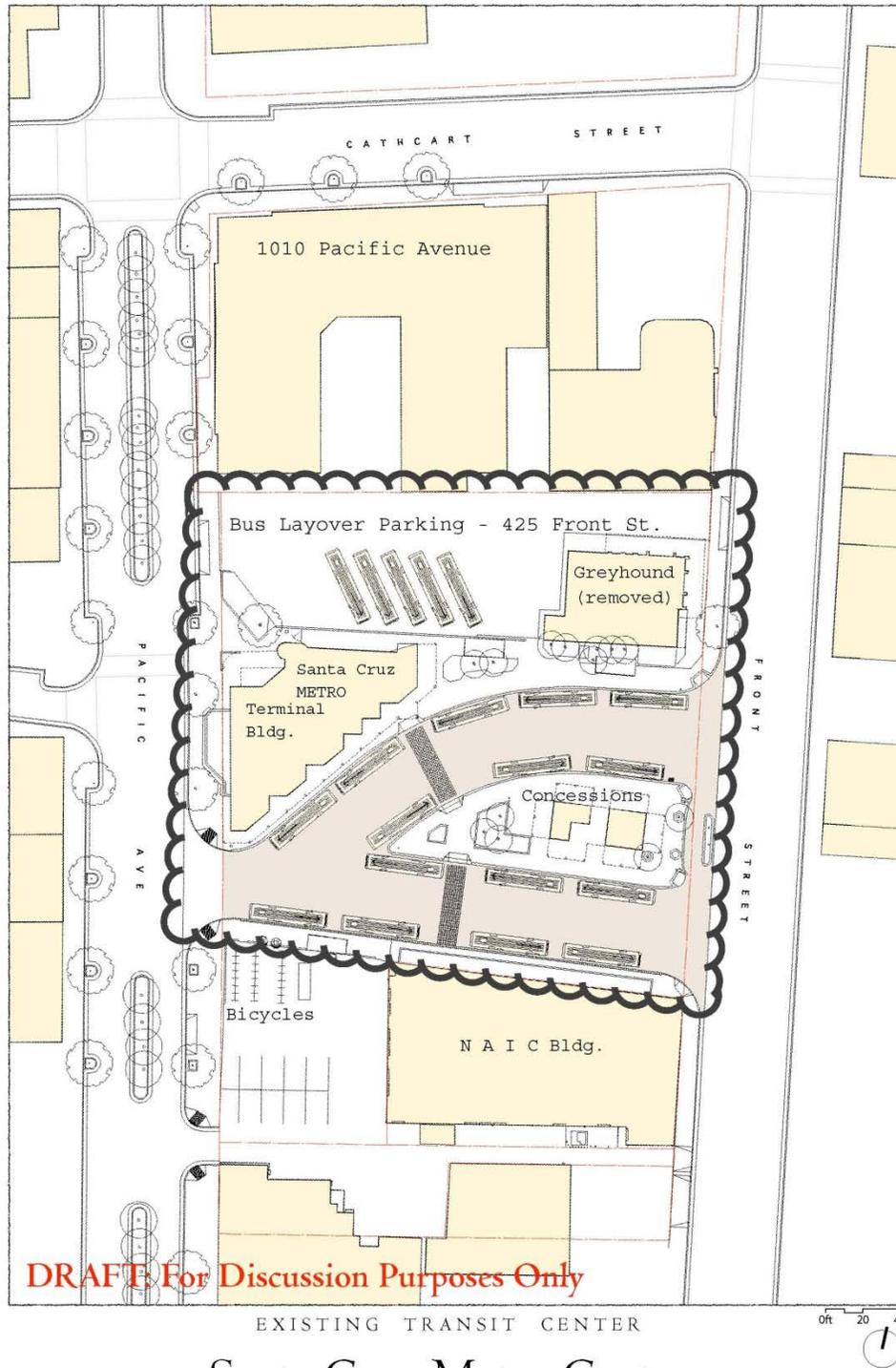
The Pacific Station terminal building includes indoor waiting areas, the Santa Cruz METRO customer service booth, a Greyhound ticketing and baggage-handling window, a convenience store (Metro Market), an Asian restaurant and restrooms. METRO's customer service department and accessibility services occupy the second floor offices.

Pacific Station no longer meets the needs of METRO or its customers. Service levels in 2001 exceeded the property's operating-area capacity, and one route stopped at the curb on Pacific Avenue in front of Pacific Station due to lack of space within the off-street transfer area. Santa Cruz METRO planned the expansion and renovation to accommodate anticipated service expansions in future years. When Santa Cruz METRO assumed direct operation of the Highway 17 Express/AMTRAK feeder bus service between Pacific Station and San Jose in 2004, it designated a reserved berth only for that route, which deducted one docking space for local routes.

In addition to exceeding Pacific Station's handling capacity, Santa Cruz METRO uses parallel, curbside docking which is inefficient and frustrates passengers. Arriving buses must maneuver around other buses stopped in various positions along the lane in order to park at the curb, and departing buses have to yield maneuvering space for a docking bus before pulling out. Buses simultaneously maneuvering in four lanes congest travel through the station.

Passengers have expressed their frustration with boarding a bus at Pacific Station. Because buses park parallel at random locations along a lane, the bus for a given route may be found one day near Pacific Avenue and on another near Front Street at the other end of the lane. Furthermore, the head-to-tail parking makes it difficult to scan the buses' front-facing destination curtains without traversing the length of the lane. This is especially inconvenient for passengers using mobility devices. Passengers traveling along the lane seeking their bus contribute to pedestrian congestion around and through the sidewalk boarding queues. Santa Cruz METRO passengers have expressed frustration with finding the target within a column of as many as five buses.

The following site plan shows the current configuration.



DRAFT For Discussion Purposes Only

Santa Cruz Metro Center

Prepared for the Santa Cruz Metropolitan Transit District and the Santa Cruz Redevelopment Agency by ROMA Design Group

NOVEMBER 8, 2002

Renovation, Pacific Station 2000 - 2012

Santa Cruz METRO initiated planning and programming to expand and rebuild Metro Center in 2000 in an effort to deliver better service, accommodate ridership growth and renovate the terminal building in harmony with the surrounding downtown development. At this point, Metro Center was renamed “Pacific Station” to acknowledge its resurrection as a vital redevelopment on lower Pacific Avenue. The California Traffic Congestion Relief Fund appropriated \$1,000,000 to Santa Cruz METRO in 2001 to help finance the project. While this was an essential financial start, the amount was sufficient only to complete the environmental review documents and to partially fund the acquisition of the adjacent Greyhound property to expand Pacific Station’s right-of-way. Santa Cruz METRO adopted a mitigated negative declaration in June 2002 to complete the environmental review.

Partnership with the City of Santa Cruz Redevelopment Agency

In order to accommodate implementation of the City’s vision and avail itself of their expertise and prior planning experience, Santa Cruz METRO contracted with the City of Santa Cruz on 1/12/2000 to manage the Pacific Station expansion and renovation project. Furthermore, the City of Santa Cruz Redevelopment Agency (RDA) had set aside approximately \$3.8 million for affordable housing infill at the site, and the partnership ensured participation of both agencies to implement a mixed-use development. The contract was renewed multiple times and remains in effect until 10/31/13.

The City of Santa Cruz Redevelopment Agency (RDA) led the Environmental Impact Report and assisted with site design and property acquisition between 2002 and 2010. During this period, the RDA contracted soil sampling and worked with the Department of Toxic substances to assess and remediate contamination discovered under the Greyhound property at 425 Front Street. The RDA managed a contract with ROMA Design Group to prepare preliminary designs for Pacific Station and contracted with Keyser Marston Associates to conduct a market study for residential, commercial and office space proposed for the project. The RDA participated in negotiations with Transportation Real Estate Investment Partners (TRIP), Greyhound’s parent company, to reach an agreeable purchase contract which fairly apportioned the remediation costs between Santa Cruz METRO and TRIP. After prolonged negotiations with TRIP, Santa Cruz METRO closed the purchase on 12/21/10.

With acquisition of right-of-way, the next step is to advance the design/engineering phase. Because the State of California dissolved RDAs statewide with AB 26 and AB 27 on 6/28/11, the RDA no longer exists, and its funding commitment to the project remains in limbo while the RDA Oversight Committee delegates its previous obligations to other entities. Successful redevelopment of Pacific Station depends upon financial support from the City as well as grants and private development funds. The MOU between METRO and the City, however, remains in effect and the current shortfall in construction funds will be addressed during the design/engineering phase.

Grants

Santa Cruz METRO successfully lobbied Congress for grants to advance the project in the years following the environmental review. The Federal Transit Administration earmarked \$1,457,667 in FY 2005 for right-of-way acquisition and \$396,000 and \$490,000 in FY2006 and FY2008, respectively, for Pacific Station design/engineering. The Department of Labor, which considers project impacts on represented bus operators, approved the project scope of work during its review of METRO's first application for FY2005 FTA 5309 funds in September 8, 2005.

After buying the Greyhound property at 425 Front St., Santa Cruz METRO immediately demolished the Greyhound terminal, remediated soil contamination and re-opened the new lot for bus operations on April 2011. With erection of the wrought-iron perimeter fence in April 2011, Santa Cruz METRO completed the FTA-funded right-of-way project.

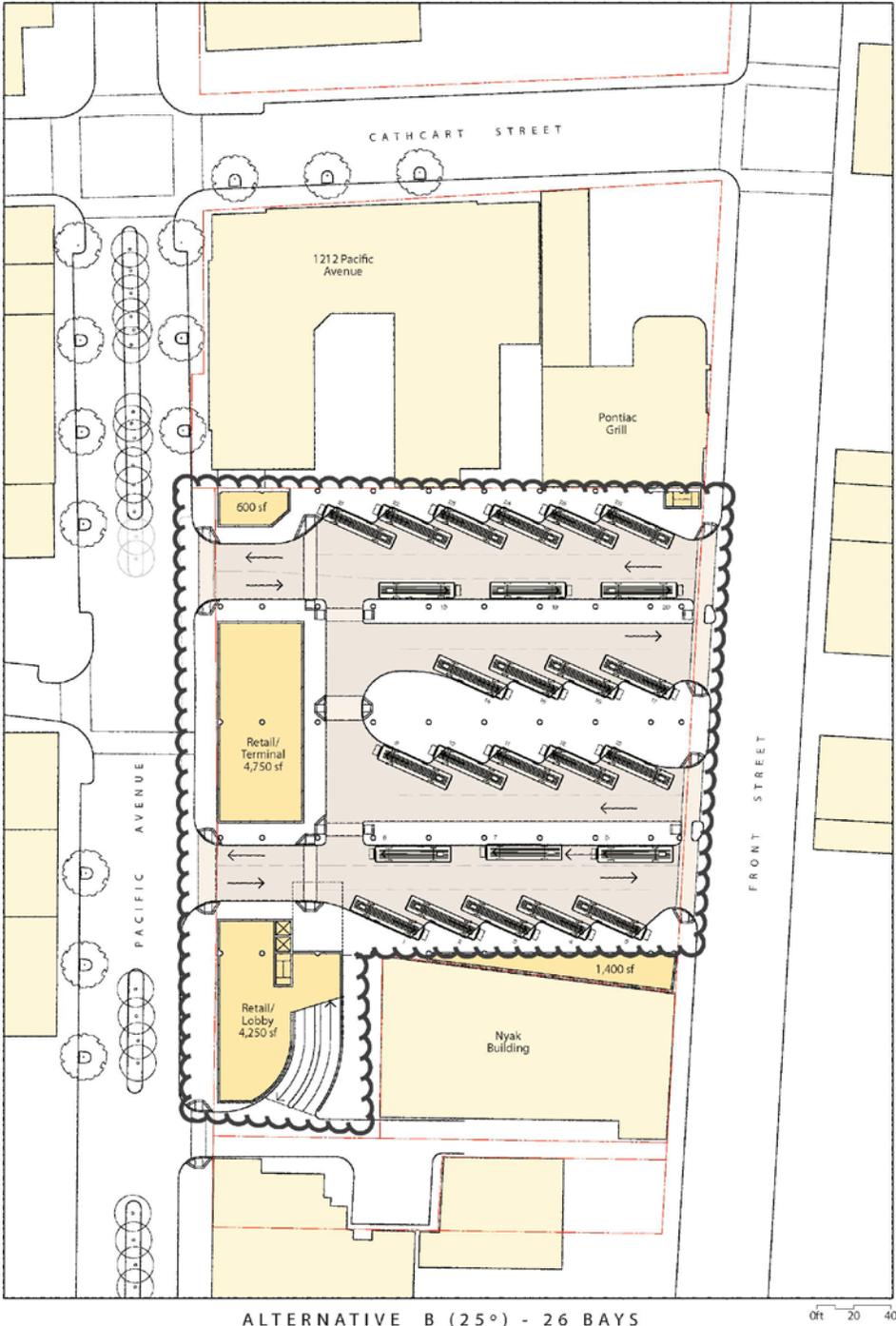
Santa Cruz METRO expended all of the available FTA right-of-way funds and state grants to buy and improve the Greyhound property; however, none of the FTA funds earmarked in FY2006 and FY2008 for Pacific Station design/engineering have been spent. The preliminary designs created in 2002 for the environmental impact assessment envisioned a public/private partnership to combine the publicly funded transit center renovation with privately funded residential and commercial development, but two factors prevented Santa Cruz METRO from undertaking the architectural design and engineering tasks which typically follow right-of-way acquisition. First, the discovery of soil contamination underneath the Greyhound property complicated negotiations and prolonged the property purchase from early 2007 until closing on 12/21/10. With no certainty about how the deal would conclude, Santa Cruz METRO did not know whether the Pacific Station footprint would be less than an acre or one and one-half acres. Station design and engineering cannot be drawn around such nebulous parameters.

Second, during the Greyhound property negotiation, the real estate market collapsed, putting some developers out of business and leaving the remainder unwilling to venture into risky residential and commercial development. Given the negative demand for new residential property and the instability in the financial market, Santa Cruz METRO justifiably could not entertain design/engineering for a new public/private mixed-use development. As a result, Santa Cruz METRO incurred no obligations against the FY 2006 and FY 2008 FTA earmarks for design engineering.

The FTA FY2006 and FY2008 earmarks have no official expiration date, but the FTA begins to monitor grants which have not been obligated by a vendor contract within five years. The 2006 grant passed this threshold last year; the 2008 grant will pass it in 2013. From the grants perspective, the Santa Cruz METRO Board of Directors needs to decide whether it wants to initiate design/engineering work for Pacific Station renovation, return the money to FTA or further delay action and risk that the FTA will rescind the funds. The next section offers alternative design concepts for Pacific Station.

Pacific Station Transit Operating Design

ROMA Design Group, under contract with the RDA and Santa Cruz METRO, prepared preliminary conceptual designs in 2001-2002 for the Pacific Station environmental review process. The alternative designs shown for an expanded operating tarmac used a saw-tooth design to dock 18 to 27 buses in designated diagonal berths. The saw-tooth design eliminates parallel parking and replaces the random bus line-up with designated berths for each route to enhance passenger convenience. The preferred alternative (next page) accommodates 26 route-specific berths and divides terminal functions into a retail/terminal building and a retail/lobby building, both fronting on Pacific Avenue.



Santa Cruz Metro Center

Prepared for the Santa Cruz Metropolitan Transit District and the Santa Cruz Redevelopment Agency by ROMA Design Group

DECEMBER 18, 2002

Transit Oriented Development

The City of Santa Cruz promotes the in-fill and mixed-use development of under-utilized inner-city parcels. Through its *Downtown Redevelopment Plan*, created in 1991 to rebuild the earthquake-devastated central core, the City implemented a land-use plan, zoning regulations, and design guidelines to facilitate and encourage mixed-use, pedestrian- and transit-oriented development downtown. To augment the limited supply of affordable housing, the plan promotes higher-density residential development in downtown areas, allowing lower parking space requirements where a site has excellent access to public transit.

The City Santa Cruz intended to implement the *Downtown Redevelopment Plan* through the south end of Pacific Avenue, including Pacific Station. To help meet the objectives for both public transit operation and the City's *Downtown Redevelopment Plan*, Santa Cruz METRO needs to be an active partner in any additional planning or implementation of redevelopment which affects Pacific Station.

The City commissioned another plan in 2010 focused on Front Street and the San Lorenzo River which again included Pacific Station. The *River/Front and Lower Pacific Design Guidelines and Development Incentives* incorporated Pacific Station as a mixed-use transit complex supporting the Riverfront South area redevelopment. That study addressed Pacific Station as an under-utilized site which could be redeveloped to enhance street frontages with new commercial space, increase the City's downtown parking supply and add to the stock of affordable housing downtown.

Both studies consider Pacific Station to be a ripe opportunity site for a multi-modal, pedestrian-oriented, mixed-use development which implements a vision to enhance the urban center and eliminate under-utilized property. Any development which increases the pedestrian flow, a natural consequence of the proposed redevelopment strategies, will ultimately result in a more environmentally friendly urban core which benefits all downtown business, residents and visitors.

Pacific Station Alternative Mixed-Use Design Concepts

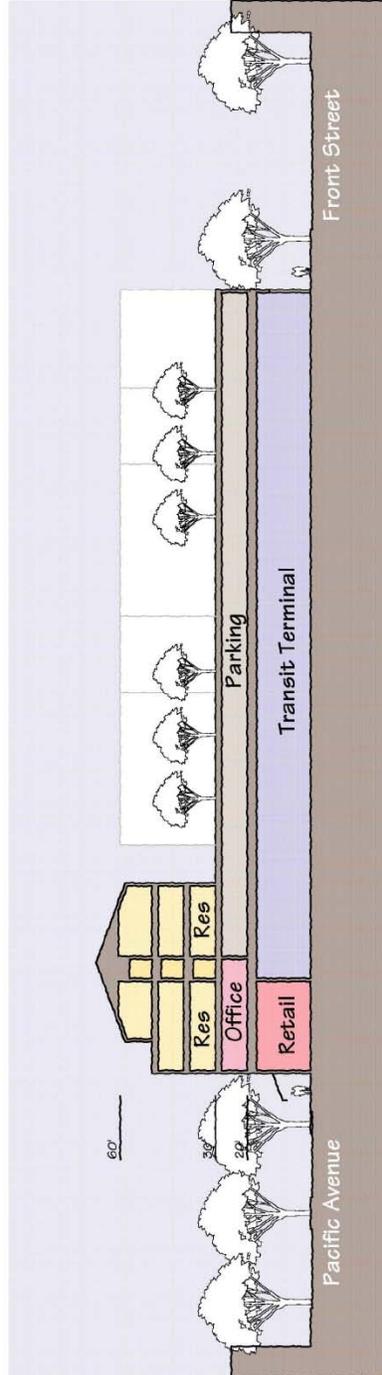
Pacific Station Reconstruction

In addition to a revamped transit plaza, ROMA Design Group also prepared a conceptual design alternative for a more extensive renovation which included mixed-use development above the essential transit tarmac shown in the prior preferred site plan. The mixed-use development above the transit tarmac included a parking deck, commercial space and housing in a five-story development. All of Santa Cruz METRO's customer and accessible services would be located on the ground floor as shown in the previous site plan. A parking deck on the second floor would increase the supply of off-street parking for surrounding businesses as well as meet the needs of commercial tenants on the third floor and residences above. Up to 50 residential units on the fourth and fifth floors would include affordable housing, student housing and the requisite number of low-income and very low-income units. The design envisioned a childcare center and a courtyard green space on the top floor.

Air rights above the transit center ground floor offer a redevelopment opportunity for retail and commercial space and to increase the supply of low-income and affordable housing downtown. A joint development with a private partner as sanctioned by the Federal Transit Administration could generate a continuous if small source of operating revenue in several financial scenarios for which a pro-forma would be evaluated prior to embarking in a joint development.

The cut-away view on the following page shows a potential development concept for a mixed-use development above the transit plaza.

The table on the page following the cut-away view provides a rough cost estimate and current revenue for both the transit terminal only project and the entire mixed-use development.



DRAFT: For Discussion Purposes Only

SECTION A

Santa Cruz Metro Center

Prepared for the Santa Cruz Metropolitan Transit District and the Santa Cruz Redevelopment Agency by ROMA Design Group
NOVEMBER 8, 2012

Pacific Station Renovation

<u>Cost Estimate</u>	
Transit Plaza & Terminal	Adjusted Cost*
Purchase adjacent Greyhound Bus site (completed)	\$ 2,187,000
Design (11.7% of construction estimate)**	\$ 590,934
Terminal construction	1,639,311
Bus plaza construction / site improvements	3,411,405
Soft Costs (22.3% overhead, bonds, fixed-fee, administration)	1,126,310
Two-year cost escalation @ 2% per year	225,666
Transit Terminal Cost	\$ 6,993,626

Additional Parking/Housing (Mixed-use Development)	Adjusted Cost
Parking Garage/Ramp (177 spaces)	\$ 7,646,259
Elevated Housing Podium	\$ 4,527,350
Woodframe Housing (50 du's)	33,863,508
Less Transit Terminal Improvement benefit	\$ (824,939)
Additional Mixed-use Development Total	\$ 45,212,178

Total Cost, Transit Terminal + Mixed Use Development \$ **52,205,803**

<u>Revenue</u>	
Source	Amount
FFY06 5309 Appropriation [Design/Engineering]	396,000
FFY08 5309 Appropriation [Design/Engineering]	490,000
Local Share (25% of federal amount)	221,500
Total Revenue	\$ 1,107,500

<u>Revenue Shortfall</u>	
Project	Shortfall
Transit Terminal - (Construction)	5,886,126
Mixed-Use Development	45,212,178
Both Projects, Total Shortfall	-51,098,303

*US Department of Commerce, Bureau of Economic Analysis

Inflation rate since ROMA presented the design/cost in 2003 = **45.80%**

** Pramen P. Shrestha, Ph.D., *Effect of Design Cost on Highway Construction Performance*, 2/09

Do Nothing Alternative

An assessment of Pacific Station must consider the “do-nothing” approach. Pacific Station would remain in operation in its current condition with only the expanded layover area to show for the federal and state funding dedicated to expansion and renovation. None of the input from stakeholder interviews, however, suggests that the property is fine as it is; something needs to be done. The “do nothing” alternative is not palatable for Pacific Station, and funds are still available to design a preferred alternative to leaving Pacific Station as it is. The following section describes a minimal renovation or “upgrade” to the transit terminal building which will enhance the appearance to fit better within the Pacific Avenue community.

Pacific Station Terminal Upgrade Only

As an alternative, the Pacific Station terminal only could be renovated to upgrade outdated amenities and perform deferred maintenance. Renovations and maintenance tasks would be designed to complement the overall feel and style of Pacific Avenue and create a more appealing public place. At a minimum, refurbishing the furniture, refinishing external and internal surfaces, upgrading the restrooms and updating the public spaces in the terminal building would establish a more welcoming transit center which addresses some of the concerns raised by stakeholders.

Santa Cruz METRO staff considered necessary maintenance and repairs to sustain the existing operation for a few more years. Some repairs and maintenance have been deferred during the indeterminate period of uncertainty about Pacific Station. As an illustration, it wouldn't be prudent to replace windows and repaint the terminal if the building were to be demolished within the next few years. The Facilities Maintenance Department's capital improvement budget, which also funds new bus stops and maintenance of all facilities, would fund the project.

The table on the following page presents the items included in a minor renovation which would also extend the life of the terminal for three to five years. METRO would contract most of these tasks; some could be performed with in-house labor.

Pacific Station Terminal Upgrade Only

<u>Cost Estimate</u>	
Maintenance/Upgrade Item	Cost
Paint outside of Building	\$ 75,000
Refurbish all Bathrooms	\$ 75,000
Replace inside benches	\$ 15,000
Replace Carpet	\$ 10,000
Replace present Shelters	\$ 30,000
<i>Improve Security Video (Security Grant)</i>	<i>Funded</i>
<i>Improve Security Lighting (Security Grant)</i>	<i>Funded</i>
Concrete work	\$ 15,000
Add Shelter to end of Lane 1	\$ 20,000
Replace Clocks	\$ 15,000
Awning for front of Station	\$ 5,000
Replace all outside benches	\$ 30,000
LED lighting for offices	\$ 20,000
Repalce A/C systems	\$ 75,000
Paint inside of building	\$ 25,000
Recoat roof	\$ 15,000
Install Solar Panels	\$ 150,000
Terminal Upgrade Total	\$ 575,000

Transit Plaza	Adjusted Cost
Purchase adjacent Greyhound Bus site (completed)	\$ 1,500,000
Bus plaza construction / site improvements	3,411,405
Soft Costs (22.3% overhead, bonds, fixed-fee, admin)	760,743
Two-year cost escalation @ 2% per year	166,886
Transit Terminal Cost	\$ 4,339,034

<u>Revenue</u>	
Source	Amount
FFY06 5309 Appropriation [Design/Engineering]	396,000
FFY08 5309 Appropriation [Design/Engineering]	490,000
Local Share (25% of federal amount)	221,500
Total Revenue	\$ 1,107,500

<u>Revenue Shortfall</u>	
Project	Shortfall
Transit Terminal Renovation	575,000
Transit Plaza	3,231,534
Both Projects, Total Shortfall	3,806,534

Moving Forward

Clearly, the City and Santa Cruz METRO envision Pacific Station to meet broader needs than it currently serves. A vision has been cast by the City for improving Pacific Station, and Santa Cruz METRO proposes that reshaping the public transit operating area will enable a higher service level, greater safety, more convenience and higher ridership.

Santa Cruz METRO currently has enough grant money to perform the initial design and engineering work, but that is the only piece at hand in the larger puzzle of how, what and when at Pacific Station. Santa Cruz METRO seeks public input to determine the project scope for redevelopment Pacific Station. The basic terminal refurbishing can be implemented with local funds. The more extensive alternatives require the City's support, additional grant revenue and possibly a private developer. Santa Cruz METRO now has an opportunity to implement a new vision for Pacific Station, collect the necessary pieces and complete the picture.

Comments from Initial Discussions in Santa Cruz

Santa Cruz METRO staff held five informal discussions to gauge interest in and to gather ideas about Pacific Station redevelopment. Between August 22 and September 17, staff met with Board members, the City of Santa Cruz Planning and Economic Development Department, Santa Cruz County Planning staff, the Downtown Association of Santa Cruz and the Santa Cruz County Regional Transportation Commission.

The following tables highlight common concerns voiced by those interviewed. None considered Pacific Station adequate in its current state. This was a limited polling, and repeated responses are indicated by count in the following tables listing Current Problems, Desired Changes and an Unlimited Vision at Pacific Station.

Current Problems

Issue	Count
General Appearance	5
Undesirable Activities/Transients	5
Insufficient Transit Information/Wayfinding clues	3
Unappealing Kiosks	3
Depressing, Scary Feeling	3

Desired Changes

Issue	Count
Repaint the Terminal in an appealing, appropriate color	5
Make Street Frontage consistent with existing businesses	5
Upgrade Landscaping	5
Improve Security	4
Upgrade Kiosks	3
Remove the Wall fronting Pacific Avenue	3

Unlimited Vision

Issue	Count
Vibrant Activity Center and Destination	5
Mixed-use Development	5
Continuity with Street Frontage and Downtown “Feel”	5
Variety of Small Businesses; Business incubators	3
Electronic Bus Schedule Boards; “Next Bus” Technology	2
Housing Located above Transit Tarmac	1
Relocate the Transit Center out of the Downtown Core	1

Other Comments

- ---

Create a WiFi hotspot in the Terminal
- ---

Greater Brand Promotion; More Transit Events
- ---

Reach out to choice riders; target ½ mile buffer zone
- ---

Maintain Revolving Art Displays

With direction from the Board, staff will conduct more extensive surveys of operating personnel, customer service staff, Pacific Station employees, business tenants, adjacent business owners and passengers to gather comprehensive input on problems, desired changes and an unlimited vision for Pacific Station.

SANTA CRUZ METROPOLITAN TRANSIT DISTRICT

DATE: September 28, 2012
TO: Board of Directors
FROM: Erich R. Friedrich, Jr. Transportation Planner
SUBJECT: PRESENTATION AND ACCEPTANCE OF THE 2012 ON-BOARD TRANSIT RIDERSHIP SURVEY

I. RECOMMENDED ACTION

That the Board of Directors receive a presentation then accept and file the 2012 On-board Transit Ridership Survey Final Report.

II. SUMMARY OF ISSUES

- The Santa Cruz County Regional Transportation Commission (RTC), in partnership with Santa Cruz METRO, awarded a contract to Moore & Associates for conducting an on-board transit ridership survey.
- The survey and subsequent report had three main goals:
 - Collect data for the Association of Monterey Bay Area Government's (AMBAG) regional travel demand module;
 - Assess the Limited English Proficiency population served by Santa Cruz METRO in order to comply with FTA Title VI regulations;
 - Collect service and performance data to assist in future service planning efforts.
- Several key findings provided insight to the demographics, trip purposes, and system performance measures for Santa Cruz METRO's ridership and service provided.

III. DISCUSSION

The RTC, in partnership with Santa Cruz METRO, conducted an on-board transit ridership survey with the services of Moore & Associates for 6 days in the month of April 2012. Moore & Associates collected nearly 2,000 surveys as well as collected vital on-time performance and ridership counts on Santa Cruz METRO's transit system.

Supporting the Regional Travel Demand Model (RTDM):

The data collected was primarily needed to provide critical transit data to AMBAG's regional travel demand model. In the September 6, 2012 staff report to the RTC, Transportation Planner Ginger Dykaar correctly asserts that:

“Up-to-date transit ridership data is essential to support planning efforts that achieve statewide and regional goals to reduce vehicle miles traveled (VMT) and achieve greenhouse gas (GhG) reduction targets ... Transit ridership can be an important strategy for reducing VMT and GhG emissions. The transit data included in the RTDM will now better reflect current transit usage in Santa Cruz County and enable a more accurate transit ridership forecast.”

Assessment of Limited English Proficiency Populations:

A specific component of the survey requested by Santa Cruz METRO focused on an assessment the ridership population with Limited English Proficiency (LEP). Moore and Associates designed a survey that counted each LEP passenger by the rider's selection of either an English-language or Spanish-language form or neither.

The Moore and associates LEP survey component was thorough, and the post-survey analysis provided abundant information to evaluate LEP passengers to meet the FTA's Title Vi requirements. Because each passenger surveyed had an opportunity to complete the survey in Spanish or English, or opt out of the survey due to another language deficiency, the LEP assessment targeted 100% of the sample selection. Less than 5% of all respondents chose no language preference other than Spanish or English, and Moore and Associates performed no further analysis of the sample segment because it fell below the 5% threshold. The survey requested answers to questions about language barriers to gaining adequate service information from Santa Cruz METRO's multiple sources and barriers resulting from service levels. Cross-tabulations compared the Spanish samples with the entire population to evaluate access limitations in multiple areas. The LEP analysis appears in Chapter 3 beginning on page 17 of the survey report.

Results of the survey confirm that Santa Cruz METRO's provision of information in multiple languages, the Language Assistance Program, meets the needs of Spanish LEPs in the ridership population. Less than 5% of Spanish speaking riders indicated language as a barrier, and significantly more Spanish respondents indicated service frequency and route coverage as barriers to using the system. For example, among infrequent riders, 3% of the Spanish population vs. 1.4 % of all riders chose language as a barrier to using the system, 8% of the LEP population vs. 28 % of all riders selected service frequency, and 8% of the LEP population vs. 25% of all riders selected route coverage. These cross-tabulations reveal that language is an insignificant barrier compared to coverage and frequency of service. Santa Cruz METRO's Language Assistance Program meets the information needs of the Spanish population to access the system.

Santa Cruz METRO will send this report to the FTA. In addition to assessing the LEP population, the survey indicates that Santa Cruz METRO does not need to alter its Language Assistance Program to reach the LEP population. Santa Cruz METRO staff did not request substantive improvements to either the survey method or the data analysis and accepts the report as a compliant assessment of the LEP population in the service area.

Data for Future Service Planning:

The data collected in this project is vital for the ongoing planning efforts by Santa Cruz METRO staff. On-time performance and boarding/alighting data is crucial in the planning process, as staff looks to refine schedules and design routing changes. Information provided in the On-board Transit Ridership Survey will allow staff to prioritize service enhancements and allows staff to indentify specific problem areas that can be addressed with schedule, routing, or other service changes.

Key findings include riders surveyed requested increased service frequency, real time bus information, and short travel times the most frequently. Also, 24% of all trips surveyed were considered late or missed, shining light on on-time performance issues. The most common trip purposes by riders were trips home to work or home to school.

The 2012 On-board Transit Ridership Survey Report can be found online at <http://www.sccrtc.org/projects/bus>. Staff recommends that the Board of Directors accept and file the 2012 On-board Transit Ridership Survey Final Report.

IV. FINANCIAL CONSIDERATIONS

None.

V. ATTACHMENTS

Attachment A: SCCRTC – On-board Transit Ridership Survey Executive Summary

Attachment B: On-board Transit Ridership Survey Presentation

Prepared By: Erich R. Friedrich, Jr. Transportation Planner
Date Prepared: September 20, 2012

EXECUTIVE SUMMARY

The Santa Cruz County Regional Transportation Commission (RTC) and the Santa Cruz Metropolitan Transit District (Santa Cruz METRO) received a Rural or Small Urban Transit Planning Studies Grant from the California Department of Transportation to conduct an on-board transit ridership study.

The three main goals of this project were to:

1. Collect current ridership data for input into the Association of Monterey Bay Area Governments (AMBAG) regional travel demand model to more accurately reflect current transit use as well as forecast future transit ridership.
2. Assess the limited English proficiency population in order to comply with Title VI requirements.
3. Collect transit service and performance data to assist in future service planning.

Moore & Associates was selected to complete the Transit Ridership Study which consisted of an onboard fixed-route customer survey and on-time performance and boarding/alighting. Data collection efforts were completed on April 17-19, 2012 and April 24-26, 2012 (Tuesdays/Wednesdays/Thursdays). A total of 1,972 valid surveys were collected; 1,016 of which were 100 percent complete (all questions had 100 percent responses except for demographic questions), a statistically-valid sampling.

Key Findings

Respondent trip origin-destination and boarding-alighting location data are presented in Appendix A. These exhibits present the general flow of travel throughout the service area and identify significant “magnets” for trip generation. The origin-destination map shows travel with a minimum of at least one leg of travel being transit within the Santa Cruz/Capitola area, between Santa Cruz and UCSC, Santa Cruz and Watsonville, and Santa Cruz/Capitola and Scotts Valley.

The onboard survey revealed the profile of Santa Cruz customers to be people who use the bus 5 or more times per week, to have an income of less than \$15,000 per year and to be 16-24 years old. Home, school, and work were the three most common purposes. The majority of respondents were coming from home (44.9 percent), school (24.7 percent), and work (11.5 percent); and going to school (32.7 percent), home (30.7 percent), and work (14.3 percent). The trip purpose varied based on education level, income, and age. The majority of respondents walk to and from the bus stop (75.8 percent walking to and 79.3 percent walking from) with 48.6 percent walking less than five minutes to their stop and 49.7 percent walking less than five minutes from their stop to their destination. The majority of respondents cited using METRO five or more times a week (67.7 percent). Ninety-four percent of respondents cited using METRO fixed-route services at least once weekly.

Total travel time cited varied from one minute to 400 minutes with an average trip duration of 35 minutes. Approximately 47 percent of respondents indicated a trip duration of 25 minutes or less. The majority (81.9 percent) indicated not having a personal vehicle available to make the trip. Therefore, the majority of respondents are “captive riders” rather than “choice riders”.

When asked what the most prevalent barrier is to using METRO, the most common response was “nothing” (34.7 percent). Other common barriers were “does not travel when I need it” and “costs too much/lack of financial resources” (20.2 and 10.9 percent, respectively). The three most requested service improvements were “increase service frequency” (25.7 percent), “real-time bus arrival information” (14 percent), and “shorter travel time” (13.3 percent).

The primary method of obtaining information regarding METRO service varied by respondent demographic (i.e., age, income, and education level). However, the most-frequently cited forms of obtaining information (in hierarchical order) were:

- METRO’s website (46.8 percent),
- Paper bus schedule (36.4 percent),
- Google Transit (11.4 percent),
- Other (3.2 percent), and
- Call METRO customer service (2.2 percent).

Limited-English Proficiency Assessment

Several data cross-tabulations were produced so as to extract information with respect to Spanish-speaking respondents. A total of 108 surveys were collected in which the respondent chose to complete the survey in Spanish. A number of interesting patterns and trends became evident. More than 25 percent of Spanish-speaking respondents indicated there were no barriers to their use of METRO. The most-frequently cited barrier was “does not travel when I need it” (nearly 20 percent). The most common trip purposes were “home” and “work,” which contrasts with English-language respondents who indicated “home” and “school.” Spanish-speaking METRO customers heavily favor the printed bus schedule (Headways) (more than 70 percent).

On-Time Performance and Boarding/Alighting Information

Route-by-route on-time performance and boarding/alighting information was collected along with the transit rider survey. Total trips reported as either late or missed amount to 24 percent of all surveyed trips. Routes 4, 12, 20, and 91X to Watsonville (outbound) in particular experienced many early departures. Routes 8, 54, 69W (outbound), and Route 74 reported 100 percent on-time performance during the ride check. Detailed boarding and alighting exhibits for each route/direction are presented in the Appendix C. These exhibits identify the activity on a stop-by-stop basis. As seen in the charts, local stops serving UCSC typically experience the greatest boarding and alighting activity.



Santa Cruz County 2012 Onboard Transit Ridership Survey

Santa Cruz METRO
Board of Directors

September 28, 2012

Project Goals

- **Collect METRO service and performance data**
- **Collect current ridership for AMBAG's Travel Demand Model**
- 9.5 **Assess limited-English proficiency population**



Components of Study

- Onboard Customer Survey
- Boarding/Alighting Counts
- On-Time Performance

Early	Late	Missed	On-Time
-------	------	--------	---------

9.b3



Methodology

- **April 2012 – Tues/Wed/Thurs**
- **Surveys in English/Spanish**
- **Bilingual surveyors and ride checkers**
- **Stratified random sampling**
- **1,972 valid responses**

Key Findings

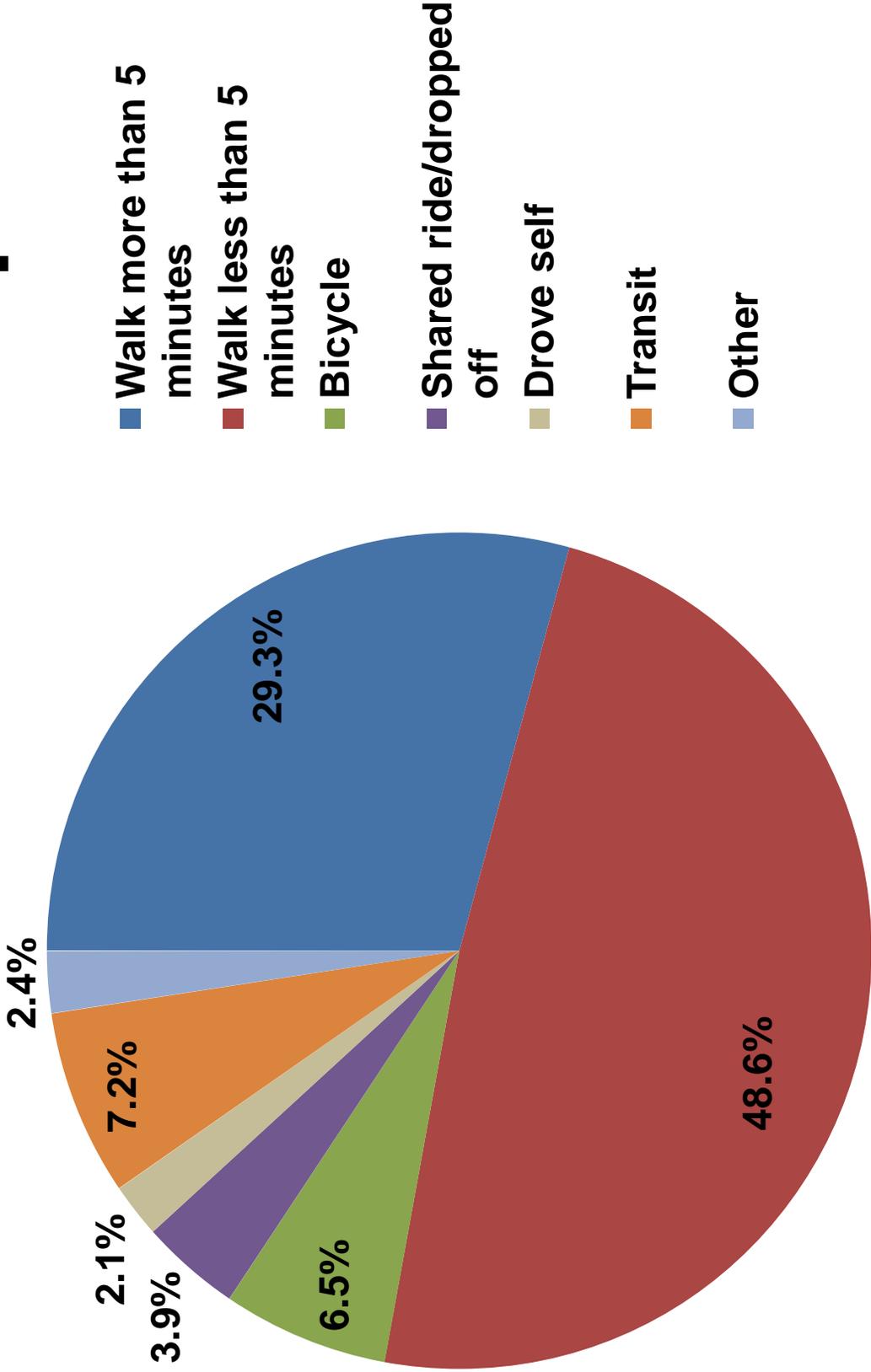
	Income	Education	Age	Obtain Service Information	Frequency of Use
English	Less than \$15,000 per year	Some college classes	16-24 years old	METRO's website	5 or more times per week
Spanish	Less than \$15,000 per year	12th grade or less	25-44 years old	Headways	5 or more times per week

Origin and Destination

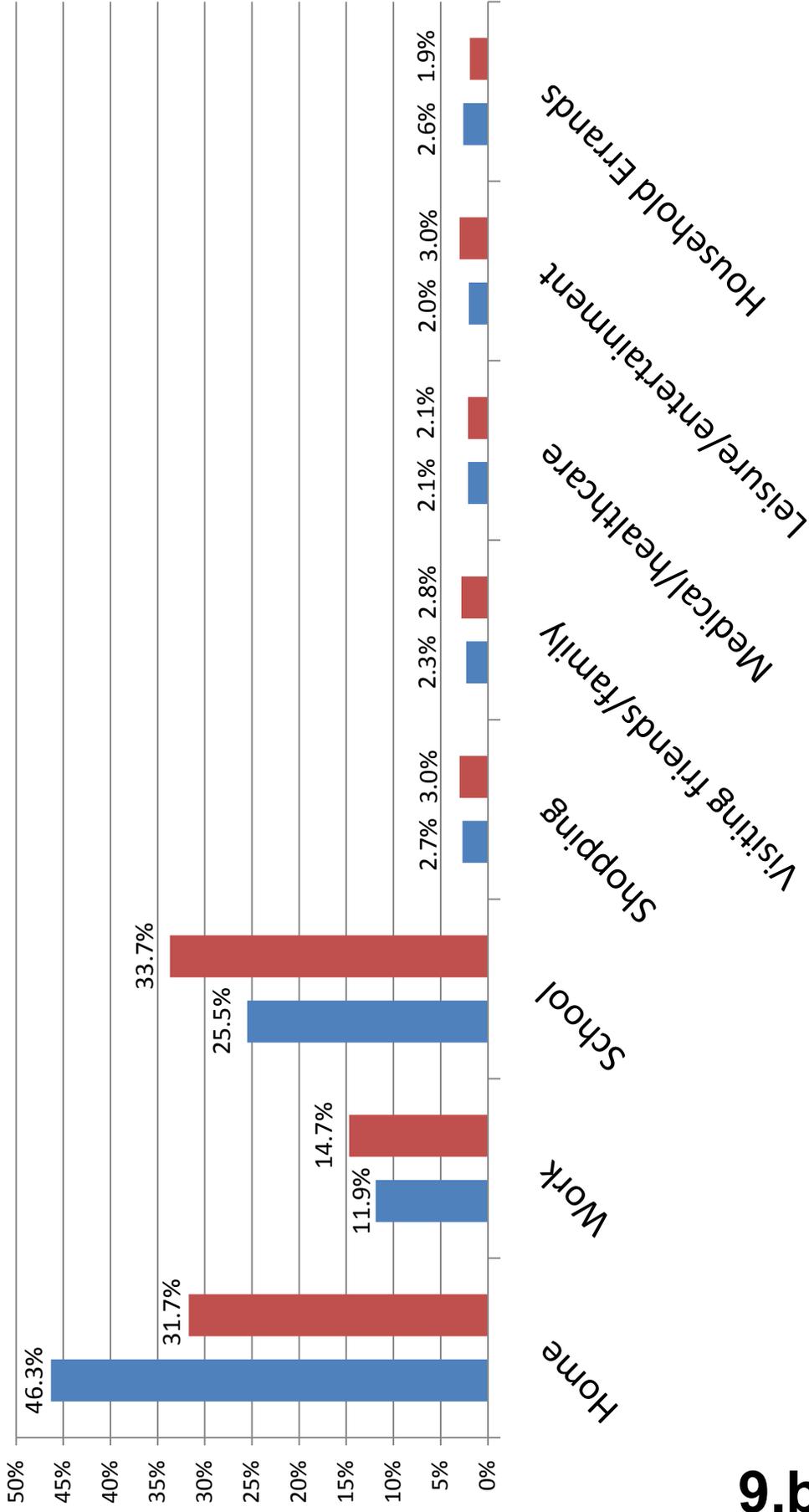
Majority of trips:

- To/from Santa Cruz/Capitola
- To/from UCSC and downtown Santa Cruz
- To/from Watsonville and Santa Cruz

Access to Bus Stop

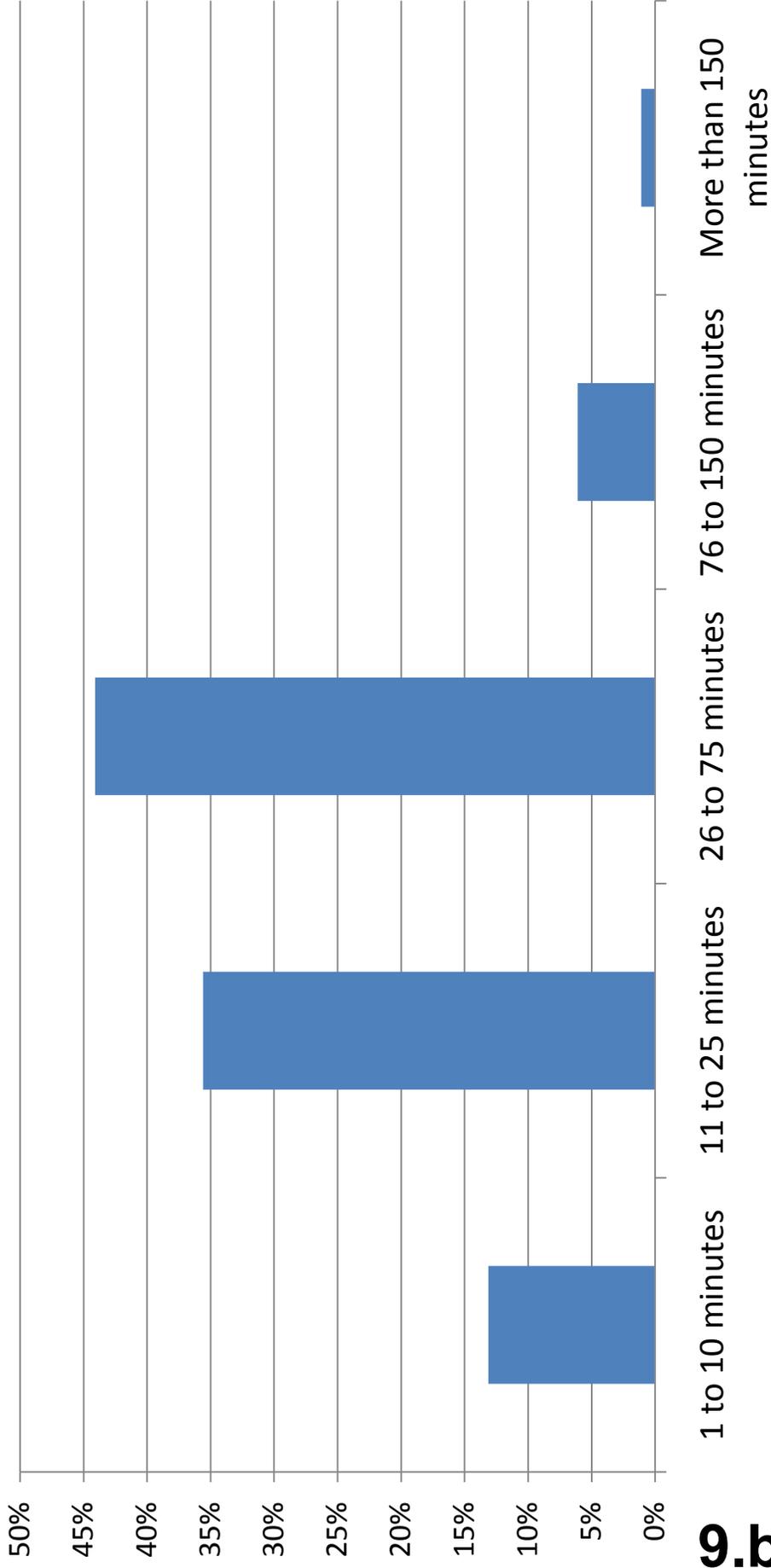


Trip Purpose

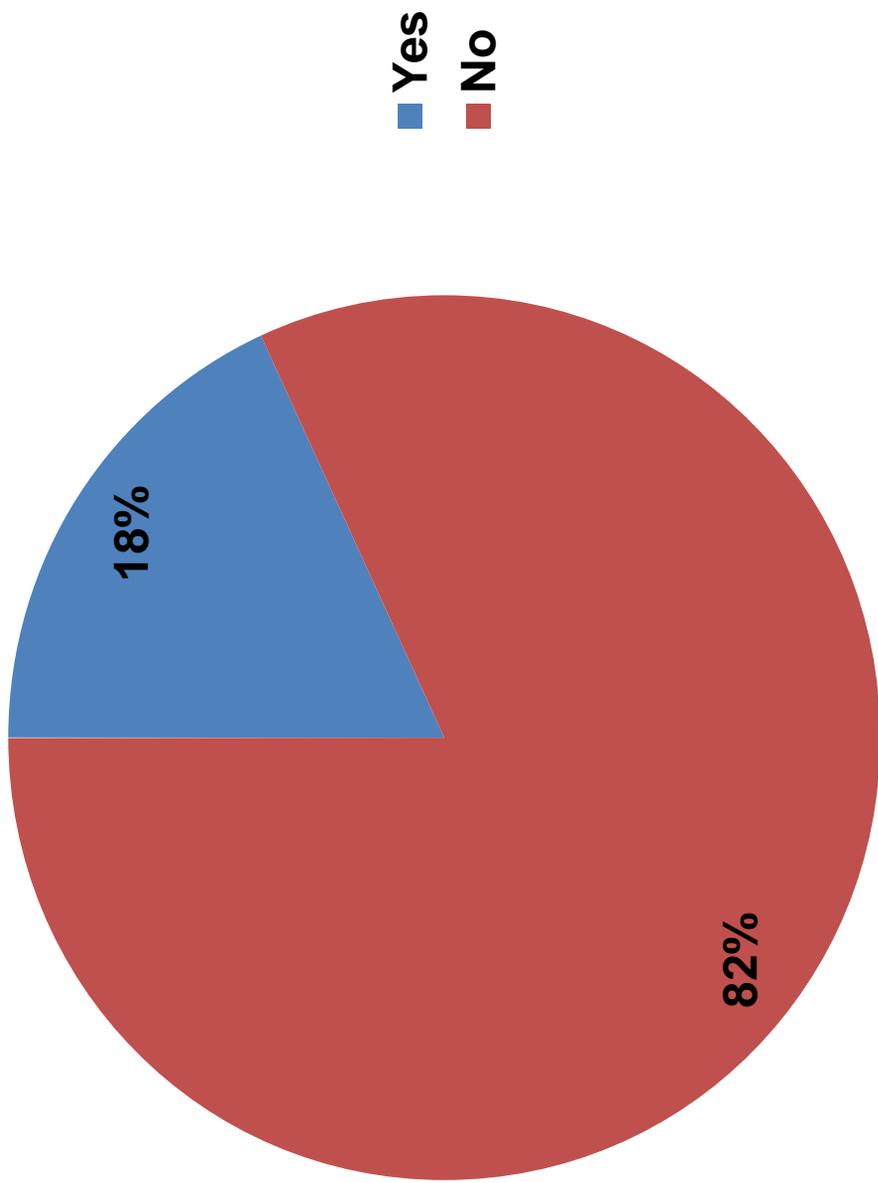


■ Where did you come from for this trip? ■ Where are you going on this trip?

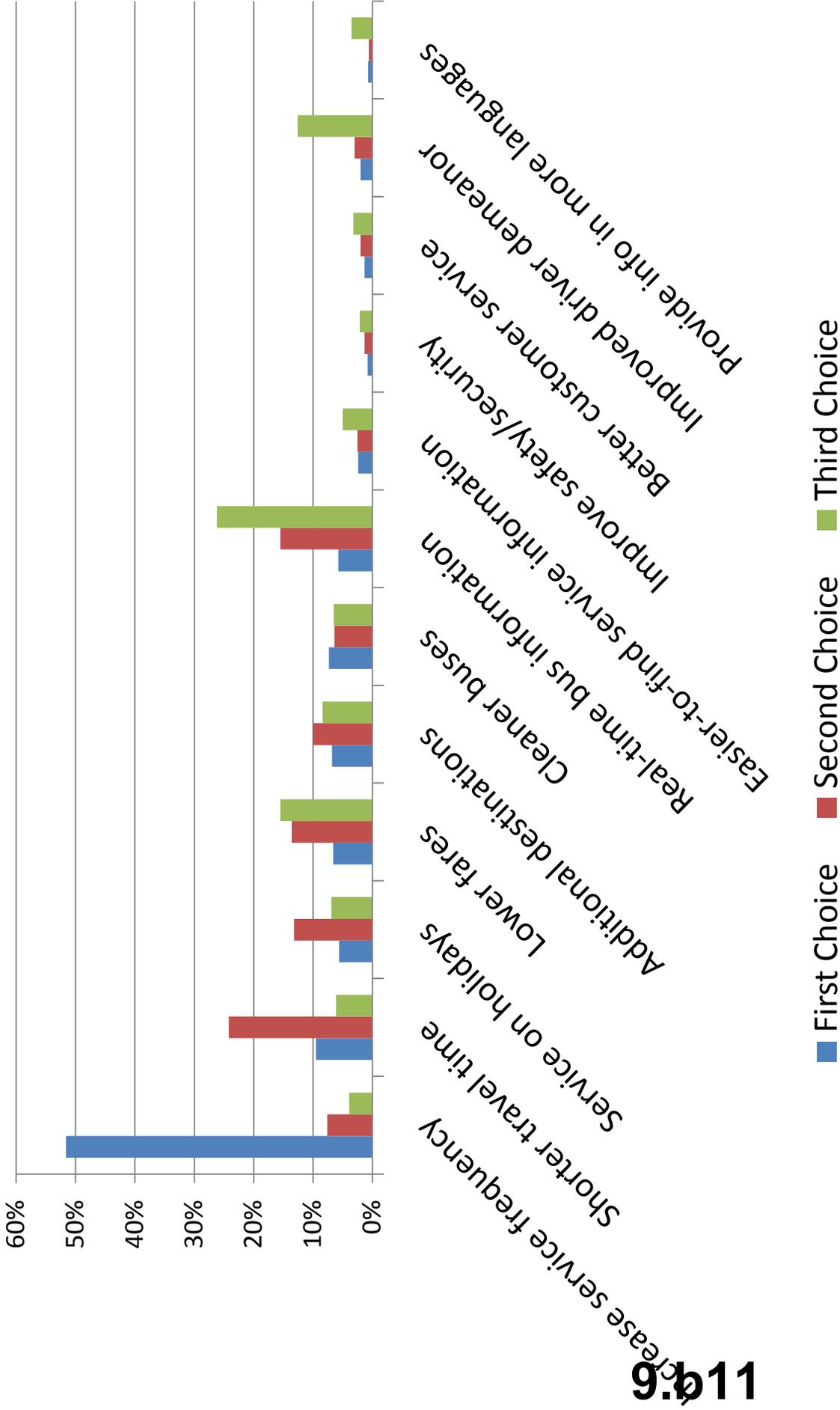
Travel Time



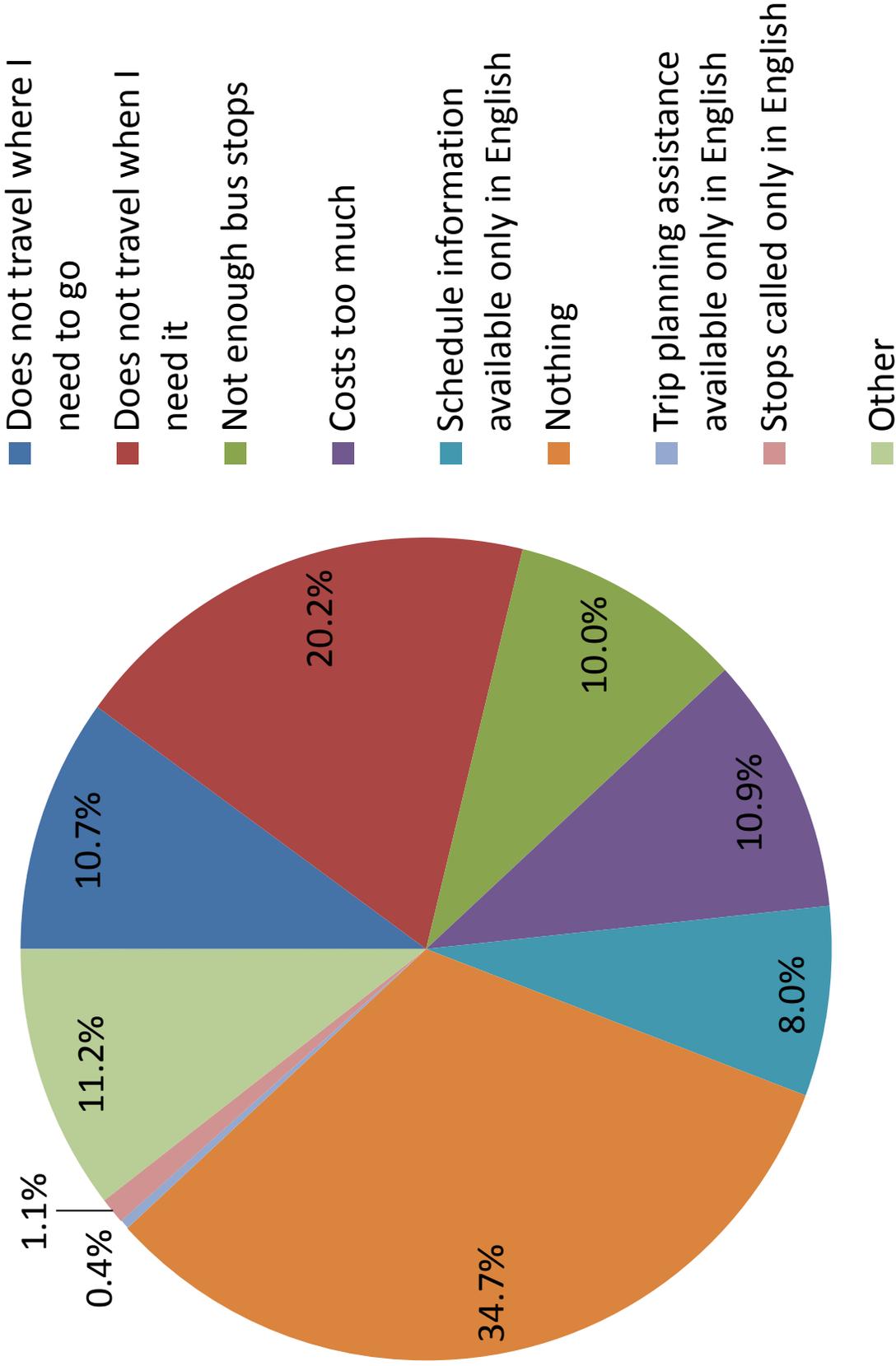
Access to Personal Vehicle



Preferred Improvements



Barrier to Transit Use



Santa Cruz METRO

On-time Performance

Early

On-time

Late

Missed

On-time Performance

- System on-time performance - 69.7 %
- Observed early departures
 - Harvey West (Route 4)
 - East Side Direct (Route 12)
 - UCSC via Westside (Route 20)
 - Commuter Express serving Santa Cruz and Watsonville (Route 91X)

On-time Performance

- Routes experiencing the greatest incidence of late or missed trips warrant additional review
 - Long-line routes such as those between Santa Cruz and Watsonville
 - Interlined routes

Boarding and Alighting

5,200 observed boardings

Highest activity – UCSC via Laurel East, Lower Bay, High and Laurel West

Boarding/Alighting

Top Five Locations

Santa Cruz Transit Center (Pacific Station)

University of California, Santa Cruz

Watsonville Transit Center

Capitola Mall

Ocean and Water

Boarding and Alighting

Most bicycle boarding – UCSC via Laurel East, West, and High

Most wheelchair boardings – Harvey West/Emeline, Rio Del Mar, Live Oak via 17th, and Live Oak via Broadway

Discussion and Questions

