

# SANTA CRUZ METROPOLITAN TRANSIT DISTRICT

**Minutes- Board of Directors**

**May 12, 2000**

A Regular Meeting of the Board of Directors of the Santa Cruz Metropolitan Transit District met on Friday, May 12, 2000 at the District Administrative Office, 370 Encinal Street, Santa Cruz, CA.

Vice-Chairperson Rotkin called the meeting to order at 8:35 a.m.

## **SECTION 1: OPEN SESSION**

### **1. ROLL CALL:**

#### **DIRECTORS PRESENT**

Sheryl Ainsworth  
Kenneth Burch  
Tim Fitzmaurice  
Bruce Gabriel  
Michelle Hinkle  
Mike Keogh  
Mike Rotkin

#### **DIRECTORS ABSENT**

Jeff Almquist (arrived at 8:36 a.m.)  
Bruce Arthur  
Jan Beautz (arrived at 9:00 a.m.)  
Katherine Beiers (arrived at 8:36 a.m.)  
Oscar Rios (arrived at 8:52 a.m.)

#### **STAFF PRESENT**

Bryant Baehr, Operations Manager  
Kim Chin, Planning & Marketing Manager  
Mark Dorfman, Asst. General Manager  
Marilyn Fenn, Asst. Finance Manager  
Terry Gale, IT Manager  
Margaret Gallagher, District Counsel

David Konno, Facilities Maint. Manager  
Lloyd Longnecker, Buyer  
Elisabeth Ross, Finance Manager  
Judy Souza, Base Superintendent  
Tom Stickel, Fleet Maint. Manager  
Leslie R. White, General Manager

#### **EMPLOYEES AND MEMBERS OF THE PUBLIC**

Wally Brondstatter, UTU  
Mike Dempsey, Obie Advertising  
Cal Horton, First Alarm  
Patti Korba, SEA  
Jeff LeBlanc, MASTF  
Manny Martinez, PSA

John Mellon, VMU  
Ian McFadden, UTU  
Tim Perrin, First Alarm  
Marion Taylor, League of Women Voters  
Candace Ward, UCSC  
Linda Wilshusen, SCCRTC

### **2. ORAL AND WRITTEN COMMUNICATIONS**

- a. Petition from Casserly Road Residents in Watsonville for Service

Staff was directed to put this request into the process of the Service Review Committee.

- b. Les White commented on the current bylaws which state that the Oral Communications portion of the Agenda should not begin until 9:00 a.m. At the first meeting of the Board of Directors each month there is no Closed Session. Therefore, the meeting has been starting at 8:30. The bylaws need to be revised to reflect this change. The Board decided by consensus to direct staff to bring this issue in front of the Board for discussion.

**3. LABOR ORGANIZATION COMMUNICATIONS**

None

**4. METRO USERS GROUP (MUG) COMMUNICATIONS**

None

**5. METRO ACCESSIBLE SERVICES TRANSIT FORUM (MASTF) COMMUNICATIONS**

None

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

**CONSENT AGENDA**

Review Consent Agenda Items 7-1 through 7-10

**7-1. APPROVE REGULAR BOARD MEETING MINUTES OF 4/14/00 AND 4/21/00 AND SPECIAL BOARD MEETING MINUTES OF 4/14/00**

No comments or questions.

**7-2. ACCEPT AND FILE PRELIMINARY APPROVED CLAIMS**

No comments or questions.

**7-3. ACCEPT AND FILE PASSENGER LIFT REPORT FOR APRIL 2000**

No comments or questions.

**7-4. CONSIDERATION OF TORT CLAIMS: Deny the Claims of: Larry Mungioli; Mark Stevens & Skill Center Inc.; Sherry Sanstede; Vernon Dixon. Deny the Application to File a Late Claim and Reject the Claim as Untimely Filed: Margarita Rocha**

Director Rotkin requested that the claim of Vernon Dixon be moved to Closed Session for the 5/19/00 Board meeting.

**7-5. ACCEPT AND FILE MINUTES OF MASTF COMMITTEE MEETING OF 4/20/00**

No comments or questions.

**7-6. ACCEPT AND FILE MINUTES OF MUG COMMITTEE MEETING OF 4/19/00**

No comments or questions.

**7-7. ACCEPT AND FILE MONTHLY BUDGET STATUS REPORT FOR MARCH 2000 AND APPROVE BUDGET TRANSFERS**

No comments or questions.

**7-8. ACCEPT AND FILE HIGHWAY 17 STATUS REPORT FOR MARCH**

No comments or questions.

**7-9. ACCEPT AND FILE STATUS REPORT ON ADA PARATRANSIT PROGRAM FOR MARCH**

No comments or questions.

**7-10. CONSIDER APPROVAL OF SENIOR CUSTOMER SERVICE REPRESENTATIVE RECLASSIFICATION**

Director Beiers asked if there is currently a person in this position and was informed that there is.

**REGULAR AGENDA**

**8. PRESENTATION OF EMPLOYEE LONGEVITY AWARDS**

No comments or questions.

**9. CONSIDERATION OF A RESOLUTION AUTHORIZING STAFF TO SUBMIT AN APPLICATION TO CALTRANS FOR BUS STOP IMPROVEMENTS**

**Summary:**

Mark Dorfman reported that upon authorization by the Board, the General Manager would request \$20,000 in Federal funding through Caltrans, which will be used to install solar powered lighting at up to ten rural bus stops. This funding is usable only in rural areas. The project cost is \$25,000 and the District will provide \$5,000 in funds in addition to the \$20,000 from Caltrans. Mr. Dorfman will supply Director Fitzmaurice with a list of the areas that qualify as "rural".

**10. CONSIDERATION OF APPROVAL OF FY 00-01 DRAFT FINAL BUDGET  
PUBLIC HEARING scheduled for 5/19/00 Board Meeting**

**Summary:**

Elisabeth Ross reported that this item should have been entitled "Public Hearing on FY 2000-2001 Draft Final Budget". This change will be made on the 5/19/00 agenda. It was further reported that the Board approved the preliminary final budget in March and Staff will come back to the Board for final approval in June, at which time travel will also be approved. There is a meeting scheduled with UTU/SEIU representatives on Monday, 5/15/00, to review the budget. The proposed operating budget is \$28,437,000, including \$450,000 in pass-through program funding. This is seven percent over the current year's budget with a \$150,000 discretionary increase for service improvements and no staff increases. Ms. Ross commented that the paratransit ridership has increased very quickly and this will need to be looked at for June. Funds for capital projects will come out of service as there are no funds set aside for capital projects in this budget. There is a need to fund eight engine re-builds, however, there are currently only enough funds to do four re-builds. If there are excess TDA funds in September, Staff would like to use them for the additional four re-builds. Ian McFadden interjected that the Union would like customer service to be open 14 hours a day, 7 days a week. Les White reported that UCSC and the Watsonville City Council also have requests for additional service.

**Discussion:**

Director Fitzmaurice asked about the original budget requests. Ms. Ross will include a column showing this information. The District Counsel departmental expenses have increased by 1/3 in this proposed budget due to anticipated settlement costs for next year. Mr. White reported that this is a one-time cost only. The Highway 17 service cost vs. revenue will not be broken down in the budget; however, there will be a separate monthly report on this item. Ms. Ross will provide the Board with a more detailed report on special transit fares. Mark Dorfman stated that Staff would attempt to work with the university to obtain figures on registration increases from which Staff can project revenue numbers.

Director Ainsworth inquired about the State Disability increase of 175% and was informed that the cap increased substantially. Les White responded to Director Ainsworth's concern regarding the paratransit program by stating that every dollar saved in a line item is being redirected to the paratransit line item. Director Beutz requested a report on the cost of the door-to-door service vs. curb-to-curb and also a report on all services that exceed the ADA standards that the District currently offers. Kim Chin informed the Board on the status of the recertification and stated that three firms who submitted bids regarding this audit will be interviewed this afternoon and Staff will return to the Board for action in June. Completion of the audit is anticipated to be in the November or December timeframe.

Director Fitzmaurice asked if the audit will address the predicted increase in taxi fares that has been requested by the taxi owners to the City of Santa Cruz and how it will affect paratransit and directed Staff to look into what the request is by the taxi companies. Mark Dorfman will contact Martine Bernal of the City of Santa Cruz to obtain a copy of their proposal. This issue is on the May 23 agenda of the City Council and Director Beutz noted that a District representative should attend this meeting to voice the District's objections.

Director Burch requested information on what the Board can do to obtain additional State funding. Les White informed the Board that Staff is approaching Assemblyman Fred Keeley on this issue; Mr. White will give Director Burch a report on this issue.

After hearing that group home residents receive reduced fares, Director Beautz requested that the Board be provided with the policy on who receives reduced fares.

**11. CONSIDERATION OF RECOMMENDATION TO APPROVE ASSESSMENT FOR COOPERATIVE RETAIL MANAGEMENT DISTRICT**

**Summary:**

Mark Dorfman reported that downtown Santa Cruz property owners are subject to an assessment for the Downtown Host Program.

**Discussion:**

Director Beiers reported that the downtown management corporation contracts with First Alarm, however, the Downtown Management Association will take over security as of June 1 and should provide more hours at the same cost. Director Keogh asked if the District's tenants will be subject to rules mandated by the Downtown Management Association and was informed that kiosks are mandated for certain hours because they are employed by the City of Santa Cruz but that the rules are not applicable to the Metro Center.

**12. CONSIDERATION OF REPORT ON FINANCIAL IMPACTS OF RESTRICTING BUS ADVERTISING**

**Summary:**

Kim Chin reported that Staff has reviewed the Contra Vision advertising and its impact on the annual minimum guarantee from Obie if this type of advertising is dropped. Staff's estimate of the minimum annual guarantee that would be lost due to no longer utilizing Contra Vision advertising is \$47,000 for Year 4 of the contract and \$50,000 for Year 5. Staff recommends that, in the event Contra Vision advertising is prohibited, the current contracts for this type of ad be allowed to expire. There are currently eleven ads for Contra Vision on the books.

**Discussion:**

Les White stated that the budget does not reflect the reduction in dollars should Contra Vision be prohibited. Ian McFadden suggested that the ads which have expired contracts be pulled. It was also noted that ads with expired contracts are kept on the buses for two reasons: paint damage to the buses when the ad is removed, and no other advertising to take its place. It is the responsibility of Obie Advertising to repaint the buses when this occurs. Director Beautz stated that once an advertising contract expires, the ad needs to be pulled and the bus painted.

Mr. Chin reported that CNG ads would be ready for the May 20 Transportation Faire. Wally Brondstatter asked that the "back attack" ads be placed only on buses with no rear windows.

Mike Dempsey of Obie Advertising stated that he would like feedback from the bus operators and then return to the Board. Les White confirmed that \$180,000 in revenue annually is derived from the ads.

Mr. Dempsey asked the Board to consider running community service announcements by Couch Distributing and Budweiser and was informed by Director Beautz that there will be further discussion on the exclusions at next week's Board meeting. The Highway 17 Express is not part of the advertising fleet due to the Joint Powers funding. Mr. Dorfman suggested that Staff have a complement of District transit ads to promote ridership to use as replacements when current ads expire and there are no other ads to be posted. The CNG ad could also be used for this purpose.

**13. CONSIDERATION OF GRANTING A 13.87% PROPERTY INTEREST TO THE CITY OF SCOTTS VALLEY IN THE SCOTTS VALLEY TRANSIT CENTER/PARK & RIDE FACILITY**

**Summary:**

Director Rotkin commented that this granting of property interest was based on an earlier agreement that the District made. Director Almquist is concerned that something purchased by the Redevelopment Agency should end up as property of the City of Scotts Valley.

**14. UPDATE AND REVIEW OF EMERGENCY BUS RADIO PROCUREMENT OF APRIL 14, 2000**

**Summary:**

Bryant Baehr reported that the emergency alarm system went on line as of June 10th. Staff can now ergonomically redesign where the hand set is on the bus and this will be completed on May 19, 20, and 21.

**15. CONSIDERATION OF STATUS REPORT ON FINANCING OF SUMMER BEACH SHUTTLE**

**Summary:**

Mark Dorfman reported that no responses have been received regarding the financing of the beach shuttle. The City of Santa Cruz has funded their share and has agreed to pay for the cost of a bus wrap to promote the program. It was further noted that if private sector funds are received, the City may increase their funding.

**16. CONSIDERATION OF STRATEGY ON SANTA CRUZ METROPOLITAN TRANSIT DISTRICT AND VALLEY TRANSPORTATION AUTHORITY JOINT MEETING TO CONSIDER HIGHWAY 17 EXPRESS IMPROVEMENTS**

**Summary:**

Staff recommends that the Board authorize Chairperson Beautz to send a letter to the Chairperson of VTA requesting a joint meeting to begin discussions regarding Highway 17 operation and improvement issues. It was said that staff members at VTA have also received requests for additional destinations on their side of the hill. Les White reiterated that our District's issues are: direct operation out of the Metro Center, weekend and holiday service, and a Los Gatos stop. Mr. White also reported that there is no mechanism in the Joint Powers Agreement that provides for the two Boards to come together. The letter from Chairperson Beautz would request such a meeting.

**17. CONSIDERATION OF SERVICE IMPROVEMENTS IN THE WATSONVILLE-CAPITOLA-SANTA CRUZ-UCSC CORRIDOR**

**Summary:**

Kim Chin reported that the Service Review Committee recommends restoring some of the service that was cut in 1994 in the #69 corridor by adding \$132,000 worth of service, which is only a partial restoration. The Service Review Committee felt that prior to putting more service into the system and due to construction on Mission Street, Capitola Road and at Cabrillo College, the infrastructure should be strengthened. The #69 and #1 corridors have the highest ridership in the system. Mr. Chin also noted that the unfunded list of service improvements identifies an all-day shuttle service and other improvements to the university. These improvements would be implemented in September. These improvements could be funded with \$150,000 allocated in this year's budget for service improvements; however, if these funds are needed in other areas, this would be deferred until the budget is approved.

**Discussion:**

Director Keogh requested a breakdown of the costs of the improvements for the #69 and #1 routes.

**DIRECTOR BEIERS LEFT THE MEETING AT 10:31 A.M.**

Linda Wilshusen stated that it is the Commission's understanding that the \$150,000 allocated for service improvements is intended to be utilized for improvements to the system (i.e. improvements to *Headways* and new routes). The recommended service really deals with overloads. Mr. White commented that maybe Staff should start breaking out the number of revenue hours lost to congestion each year. Candace Ward of UCSC commented on Mr. McFadden's remarks about giving a new route a one-year period to be evaluated and suggested that at the end of the one-year period, a report be given to the Board for the public to review. Ms. Ward also asked when the review of the OATIES (supplemental service provided for overloads and backups) will take place. No meeting time has been set for this but Ian McFadden will work on this. Director Beautz asked Bryant Baehr to bring to the meeting of 5/19/00 as a supplement to this staff report a list of who is on the Service Review Committee. Mr. White suggested that it may be helpful to discuss interlining with the Board at a future date.

**DIRECTORS RIOS AND FITZMAURICE LEFT THE MEETING AT 10:49 A.M.**

**18. CONSIDERATION OF AWARD OF CONTRACT FOR FURNISHING PORTABLE VEHICLE HOISTS AND ASSOCIATED BUDGET AMENDMENT**

**Summary:**

Tom Stickel reported that this purchase will allow Staff to put hoists in 2 bays at the DuBois facility and one on their steam tent inside so that the buses can be elevated and steamed correctly.

**19. CONSIDERATION OF AWARD FOR SECURITY SERVICES**

**Summary:**

Bryant Baehr reported that this is a standard procurement, that four responses to the RFP had been received and the evaluation process had taken place. Staff's recommendation is for the Board to authorize the General Manager to execute a 3-year contract with Paigis Security Services. Paigis was not the lowest bidder, however, the criteria determined that Paigis received the highest points in the evaluation process.

**Discussion:**

Cal Horton and Tim Perrin of First Alarm were present to state their case as to why they would be the best candidate for this service. Mr. Horton stated that he was unable to attend the oral interview and felt he would have brought the most experience to the interview. He further requested that he be given the opportunity to address any weak points from the interview.

Mr. Baehr was asked to provide at the Board Meeting of 5/19/00 the exact prices from the proposals, a brief summary of how points were awarded during the evaluation process, and the local contractual presence and location of Paigis. Director Almquist asked that an invitation be extended to all bidders to attend the 5/19/00 Board Meeting since First Alarm will be there to plead their case. Director Burch inquired about training of the security officers in how they approach passengers.

**20. CONSIDERATION OF RENEWAL OF SAN JOSE STATE UNIVERSITY CONTRACT FOR SUBSIDY OF HIGHWAY 17 EXPRESS**

**Summary:**

Mark Dorfman reported that San Jose State University has been subsidizing the last two trips in the evening on the Highway 17 Express since 1994. Staff's recommendation would authorize the General Manager to send the contract to San Jose State University for execution should they desire to continue the agreement.

**21. CONSIDERATION OF REQUEST FOR AUTHORIZATION TO USE STATE CONTRACT FOR PURCHASE OF PARATRANSIT VANS**

**Summary:**

Staff recommends that the Board authorize the General Manager to use the State Procurement Process for purchase of paratransit vans. Les White referred to the bullet item under "Summary of Issues - Vehicles will be gasoline-powered" and asked the Board to think about whether or not this is consistent with the policy on CNG that currently applies to fixed route transit buses.

**ADJOURN**

There being no further business, Vice-Chairperson Rotkin adjourned the meeting at 11:03 a.m.

Respectfully submitted,

DALE CARR  
Administrative Services Coordinator