

REVISED

SANTA CRUZ METROPOLITAN TRANSIT DISTRICT

Minutes- Board of Directors

October 12, 2001

A Regular Meeting of the Board of Directors of the Santa Cruz Metropolitan Transit District met on Friday, October 12, 2001 at the District's Administrative Office, 370 Encinal Street, Santa Cruz, CA.

Vice-Chairperson Reilly called the meeting to order at 9:13 a.m.

SECTION 1: OPEN SESSION

1. ROLL CALL:

DIRECTORS PRESENT

Sheryl Ainsworth
Tim Fitzmaurice
Bruce Gabriel
Michelle Hinkle
Christopher Krohn
Dennis Norton
Emily Reilly

DIRECTORS ABSENT

Jeff Almquist (arrived at 9:14 a.m.)
Jan Beautz (arrived at 9:36 a.m.)
Mike Keogh
Rafael Lopez
Ex-Officio Mike Rotkin

STAFF PRESENT

Bryant Baehr, Operations Manager
Paul Chandley, Human Resources Mgr.
Kim Chin, Planning & Marketing Manager
Mark Dorfman, Asst. General Manager
Marilyn Fenn, Asst. Finance Manager
Linda Fry, Service Planning Supervisor
Terry Gale, IT Manager

Margaret Gallagher, District Counsel
Tom Hiltner, Grants/Legis. Analyst
David Konno, Fac. Maint. Manager
Elisabeth Ross, Finance Manager
Tom Stickel, Fleet Maintenance Manager
Leslie R. White, General Manager

EMPLOYEES AND MEMBERS OF THE PUBLIC WHO INDICATED THEY WERE PRESENT

Jim Bosso, S. C. Transportation
Wally Brondstatter, UTU
Mark Hartunian, Lift Line
Patti Korba, SEA
Carolyn O'Donnell, TMA

Steve Paulsen, UTU
Karena Pushnik, SCCRTC
Will Regan, VMU
Patricia Spence, MASTF
Marian Taylor, League of Women Voters
Candace Ward, UCSC

2. ORAL AND WRITTEN COMMUNICATION

- a. Supervisor Tony Campos RE: Accessibility at Capitola Mall Transit Center
- b. Daniel J. Kostelec RE: Accessibility at Capitola Mall Transit Center
- c. James D. Liedtke RE: Holiday Bus Service

Oral Communication:

Director Norton discussed the recent survey conducted on the Highway 1 corridor and stated that the Board needs to look at the business hours and transfer of working people between those areas at all times of the day.

3. LABOR ORGANIZATION COMMUNICATIONS

Patti Korba, President of SEA for the past three years, informed the Board that as of November 1, 2001, Linda Clayton would be the new SEA President.

Wally Brondstatter stated that UTU recommendations, which were made two months ago, suggested that the bus shelter back panels be replaced with perforated panels, with a perforated panel on the “non-approach” side of the shelter and lexicon on the “approach” side. This would not only minimize the amount of glass to be vandalized but would also aide the drivers in seeing if passengers are inside the shelter. Les White recommended that this issue be sent to the Bus Stop Advisory Committee (BSAC) with a request that the Committee evaluate the experimental shelter program and offer its recommendation. Director Ainsworth confirmed this direction.

Pat Spence of MASTF recalled that in March 2001 the Board approved a prepaid coupon program. Sales were very slow initially; however, Staff attended the Stroke Center registration on September 1, 2001 and sold 400 prepaid coupons. Community outreach was very beneficial.

Les White elaborated on Director Gabriel’s comment regarding the bus pass lottery and discussed the “Pass Plus” program whereby merchants give discounts to patrons who present a bus pass. The “lottery” program involves a monthly drawing of a serialized bus pass. The winner receives a free bus pass for the following month.

4. METRO USERS GROUP (MUG) COMMUNICATIONS

NONE

5. METRO ACCESSIBLE SERVICES TRANSIT FORUM (MASTF) COMMUNICATIONS

NONE

6. ADDITIONAL DOCUMENTATION TO SUPPORT EXISTING AGENDA ITEMS

The Staff Report for First Night Santa Cruz bus service was distributed at this meeting along with a follow-up letter from Mr. White to Supervisor Campos regarding accessibility at the Capitola Mall. These items will be attached to the Minutes.

CONSENT AGENDA

- 7-1. **APPROVE REGULAR BOARD MEETING MINUTES OF 9/14/01 and 9/21/01**
- 7-2. **ACCEPT AND FILE PRELIMINARILY APPROVED CLAIMS**
- 7-3. **ACCEPT AND FILE SEPTEMBER 2001 RIDERSHIP REPORT**
- 7-4. **CONSIDERATION OF TORT CLAIMS: Deny the claim of: Mary E. McDonald**
- 7-5. **ACCEPT AND FILE MINUTES OF MASTF COMMITTEE MEETING OF 9/20/01**
- 7-6. **ACCEPT AND FILE MINUTES OF MUG COMMITTEE MEETING OF 9/19/01**
- 7-7. **ACCEPT AND FILE MONTHLY BUDGET STATUS REPORT FOR AUGUST 2001, APPROVAL OF BUDGET TRANSFERS**
- 7-8. **ACCEPT AND FILE STATUS REPORT ON ADA PARATRANSIT PROGRAM FOR AUGUST 2001**
- 7-9. **ACCEPT AND FILE HIGHWAY 17 STATUS REPORT FOR AUGUST 2001**
- 7-10. **ACCEPT AND FILE UNIVERSITY OF CALIFORNIA, SANTA CRUZ SERVICE UPDATE**
- 7-11. **ACCEPT AND FILE STATUS REPORT ON CALL STOP ISSUE PROGRESS**
- 7-12. **ACCEPT AND FILE STAFF REPORT ON THE INVESTIGATION OF BIO-DIESEL AS AN INTERIM FUEL**
- 7-13. **ACCEPT AND FILE DRAFT REPORT ON FTA FY 2000 TRIENNIAL REVIEW**
- 7-14. **CONSIDERATION OF CONTRACT RENEWALS FOR WORKERS' COMPENSATION ADMINISTRATOR AND EXCESS INSURANCE**

Vice Chairperson Reilly inquired if there were any questions or comments on any of the Consent Agenda items. There were none. However, Director Krohn inquired about what the fare loss would be if the buses were fare-free for First Night Santa Cruz. He was informed that after 9:00 p.m. on New Year's Eve all fares are free.

REGULAR AGENDA

ITEM #9 WAS TAKEN OUT OF ORDER DUE TO THE POSSIBILITY OF LOSING THE QUORUM.

9. CONSIDERATION OF ADOPTION OF RESOLUTION REVISING THE FY 01-02 BUDGET

Summary:

Elisabeth Ross requested that the Board adopt a resolution revising the budget for the current fiscal year. She proceeded to narrate a slide show detailing passenger revenue, interest income, sales tax revenue and TDA funding, all of which were identified as problem areas. Ms. Ross reiterated the changes in revenue projections as outlined in the staff report. Ms. Ross

will contact the State Board of Equalization to inquire about what happened to the sales tax in the third quarter.

Ms. Ross reviewed the actions that District Staff proposes to balance the revenue shortfall: increase fares for the Highway 17 Express service and for monthly passes for this service, increase FTA Section 5307 Operation Assistance funds, transfer funds from the Capital Program into the Operating budget, and retain existing advertising income rather than converting to framed advertisements only.

Les White stated that other forms of funding need to be explored for the Talking Bus technology since the formula capital funding, which was planned to be used for the first phase of the technology, should now be converted to the operating budget in order to sustain current service on the streets. Mr. White discussed the situation on the UCSC campus whereby campus shuttle service is undermining the bus bi-directional service. Staff will investigate these incidents and address this from a safety and financial standpoint.

Director Almquist reported that the Governor is requesting that everyone cut their budget by 15%. Mr. White stated that Staff could give the Board a proposal for dropping service by \$400,000 and the CNG conversion fund could be applied to the shortfall.

Ms. Ross quoted increases in operating expenses which total \$356,962. The balancing actions would total \$428,962 which would leave \$72,000 for the operating revenue. Ms. Ross further explained that the increase in the Capital Improvement Program totals \$1,156,328. This total includes a transfer of \$735,280 to the operating budget. Staff recommends that the Board adopt the resolution revising the FY 01-01 budget, rescind the earlier Board action to move to framed advertisements only, and to proceed with fare ordinance revisions to increase the Highway 17 Express fare structure.

Discussion:

Mr. White informed the Board that by pulling the CNG funds, the District would risk not finding another funding source by 2005. He suggested that Staff begin to designate the formula capital funds in the “out” years to make the CNG conversion. Mr. Dorfman stated that STA funds and whatever funds are left over at the end of the year could be put back into the CNG account. There was a discussion regarding Obie Media and the current advertising on buses. The District currently has a 5-year contract with Obie Media and a guarantee that would drop to \$16,000 if the District moved to framed advertising only.

DIRECTORS FITZMAURICE AND KROHN LEFT THE MEETING.

Individual opinions of the Directors varied as to whether or not full wrap advertising affects ridership figures. Director Hinkle pointed out that a problem occurs for riders when the advertising covers up the route numbers. Director Almquist suggested that different resources be explored without going to full wrap and recommended that this be specified in the Request For Proposal (RFP).

Director Ainsworth would like to look at the downside and upside projections of sales tax prior to next week's Board meeting. Director Almquist requested that Staff contact large tourist-oriented businesses to inquire as to what their sales have been.

8. CONSIDERATION OF 2001 WINTER SERVICE CHANGES

Summary:

Kim Chin and Linda Fry outlined the proposals for the Winter service changes. Staff will redeploy service that is not meeting Staff's expectations in the next twelve months. Mr. Chin listed three goals of these changes: 1) to address capacity and overcrowded routes; 2) to improve on-time performance, and; 3) to increase consistency of schedule information. There will be a public hearing at next week's meeting to receive input on these changes. Mr. Chin added that any below-standard routes would be targeted for further monitoring. Bryant Baehr stated that Staff would contact Scotts Valley High School to ensure that the new route would get students to school on time.

Discussion:

Kim Chin reviewed the notification process when service is cut back. This process includes rider alerts, direct contact with ridership by drivers and notices in the media. Director Norton expressed a need for an hourly bus from Capitola Village to the Metro Center that could pick up riders throughout the Live Oak area on its way downtown.

ACTION: MOTION: DIRECTOR AINSWORTH SECOND:DIRECTOR NORTON

Move Items 10, 11, 12, 14 and 16 to the Consent Agenda.

Motion passed with Directors Fitzmaurice, Gabriel, Keogh, Krohn and Lopez absent.

Mark Dorfman mentioned that the City of Cincinnati is experimenting with biodiesel buses and stated that Staff would contact them to obtain information.

18. CONSIDERATION OF ISSUES RELATED TO TRANSIT ADVERTISING

Summary:

Kim Chin talked with Obie Media about moving from decals to framed advertising only. This action would bring the current annual guarantee of \$168,000 down to \$16,000. The guaranteed minimum is paid to the District on a monthly basis. Mr. Chin and Mark Dorfman will meet with Obie staff to obtain more detail regarding sales of advertising space and production costs, as well as other service and quality issues over the last two years. An audit of Obie's production costs, which have increased approximately 18% over the last year, may be necessary.

**19. CONSIDERATION OF ACCESSIBILITY IMPROVEMENTS FOR CAPITOLA MALL
TRANSIT CENTER**

Summary:

Kim Chin reported on the status of discussions with District Staff, the City of Capitola and Capitola Mall representatives. Capitola Mall representatives should be contacting the District to see our level of participation in upgrading the transit facilities at the Mall. Two options are available: 1) to improve the north end of the transit center to the main entrance of the mall, which is a huge investment; or, 2) to move the transit center to the south entrance by Sears and use this as the designated path of travel, which was recommended by the consultants of Bowman & Williams. It was clarified that the District does not own property at the Capitola Mall, nor does it own any of the shelters or amenities. The District will pay approximately \$15,900.00 for the upkeep of the transit facilities and amenities in calendar year 2001. It was stated that a show of good faith would be for the District to pay 50% of the cost for additional signage, improvements in the crosswalk by Sears and the installation of a power-assist door in Sears even though this does not fall under the District's financial responsibility. The Mall wants someone to pay for the parking lot reconstruction.

Discussion:

Director Norton informed the Board and Staff that the City of Capitola is holding the building permit until the ADA problems are solved.

ADJOURN

Due to a loss of quorum, Vice-Chairperson Reilly adjourned the meeting at 10:52 a.m.

Respectfully submitted,

DALE CARR
Administrative Services Coordinator