

# SANTA CRUZ METROPOLITAN TRANSIT DISTRICT

**Minutes- Board of Directors**

**March 10, 2006**

---

A Regular Meeting of the Board of Directors of the Santa Cruz Metropolitan Transit District met on Friday, March 10, 2006 at the District's Administrative Office, 370 Encinal Street, Santa Cruz, CA.

Vice-Chair Tavantzis called the meeting to order at 9:04 a.m.

## **SECTION 1: OPEN SESSION**

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

#### **DIRECTORS PRESENT**

Jan Beautz  
Dene Bustichi  
Michelle Hinkle  
Mike Keogh  
Kirby Nicol  
Emily Reilly  
Mike Rotkin (arrived after roll call)  
Dale Skillicorn (arrived after roll call)  
Pat Spence  
Mark Stone  
Marcela Tavantzis

#### **DIRECTORS ABSENT**

Ex-Officio Wes Scott

#### **STAFF PRESENT**

Frank Cheng, MetroBase Project Manager  
Mark Dorfman, Assistant General Manager  
Margaret Gallagher, District Counsel  
Elizabeth Ross, Finance Manager

Robyn Slater, Human Resources Manager  
Tom Stickel, Maintenance Manager  
Les White, General Manager

#### **EMPLOYEES AND MEMBERS OF THE PUBLIC WHO VOLUNTARILY INDICATED THEY WERE PRESENT**

Genevieve Bookwalter, Santa Cruz Sentinel  
Carolyn Derwing, UTU  
Sandra Lipperd, UTU  
Robert Yount, MAC

**CHAIR ROTKIN AND DIRECTOR BEAUTZ ARRIVED**

**2. ORAL AND WRITTEN COMMUNICATION**

Written:

None.

Oral:

Robert Yount of MAC reported that MAC's rough draft review of the ParaTransit Coordination Task Force recommendations would be finalized soon.

**DIRECTOR SKILLICORN ARRIVED**

**3. LABOR ORGANIZATION COMMUNICATIONS**

None.

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

None.

**CONSENT AGENDA**

**5-1. APPROVE REGULAR BOARD MEETING MINUTES OF JANUARY 13, AND JANUARY 27, 2006**

Director Nichol reported he was present at the January 13, 2006 but his name was not included on the Minutes of January 13, 2006. He asked that his name be added as present at the January 13, 2006 meeting. Margaret Gallagher advised that Director Spence questioned the accuracy of the January 27, 2006 Board Minutes, which Staff will review and the correct information would be provided at the next meeting.

**5-2. ACCEPT AND FILE PRELIMINARILY APPROVED CLAIMS**

No questions or comments.

**5-3. ACCEPT AND FILE FEBRUARY 2006 RIDERSHIP REPORT**

Pages 1 and 4 of the Ridership Report will be included in the March 24, 2006 Board packet.  
No questions or comments.

**5-4. CONSIDERATION OF TORT CLAIMS: DENY THE CLAIM OF SEBASTIAN GRUENDIG, CLAIM #06-0004**

No questions or comments.

**5-5. ACCEPT AND FILE THE METRO ADVISORY COMMITTEE (MAC) AGENDA FOR MARCH 15, 2006 AND MINUTES OF JANUARY 18, 2006**

No questions or comments.

**5-6. ACCEPT AND FILE MONTHLY BUDGET STATUS REPORT FOR NOVEMBER 2005 AND APPROVAL OF BUDGET TRANSFERS**

Chair Rotkin asked what, if any, impacts occurred to the budget due to the strike. Elisabeth Ross reported that December was the first real month after the strike. She said in November there was no service for about seven days, and that December would close on March 10<sup>th</sup>.

**5-7. ACCEPT AND FILE MONTHLY BUDGET STATUS REPORT FOR DECEMBER 2005 AND APPROVAL OF BUDGET TRANSFERS**

Will be included in the March 24, 2006 Board packet.  
No questions or comments.

**5-8. ACCEPT AND FILE HIGHWAY 17 STATUS REPORT FOR DECEMBER 2005**

Will be included in the March 24, 2006 Board packet.  
No questions or comments.

**5-9. ACCEPT AND FILE PARACRUZ OPERATIONS STATUS REPORT FOR THE MONTH OF DECEMBER 2005**

No questions or comments.

**5-10. ACCEPT AND FILE UNIVERSITY OF CALIFORNIA, SANTA CRUZ SERVICE UPDATE FOR MONTH OF JANUARY 2005**

Will be included in the March 24, 2006 Board packet.  
No questions or comments.

**5-11. ACCEPT AND FILE MINUTES REFLECTING VOTING RESULTS FROM APPOINTEES TO THE SANTA CRUZ COUNTY REGIONAL TRANSPORTATION COMMISSION FOR THE FEBRUARY MEETING**

No questions or comments.

**5-12. ACCEPT AND FILE METROBASE STATUS REPORT**

Frank Cheng reported that no calls have been received on the MetroBase hotline regarding the piles that were driven, and that any updates will be posted on the website.

**5-13 CONSIDERATION OF AUTHORIZING THE GENERAL MANAGER TO EXECUTE A RENEWAL OF CONTRACT WITH MISSION LINEN AND UNIFORM SERVICE FOR UNIFORM, FLAT GOODS AND LAUNDRY SERVICES**

No questions or comments.

**REGULAR AGENDA**

**6. PRESENTATION OF EMPLOYEE LONGEVITY AWARDS**

This presentation will take place at the March 24, 2006 Board meeting.

**7. CONSIDERATION OF AWARD OF CONTRACTS FOR APPRAISAL AND REVIEW SERVICES FOR TWO PROPERTIES ON RIVER STREET, ONE PROPERTY ON VERNON STREET, AND APPRAISAL REVIEW OF GREYHOUND PROPERTY**

Will be included in the March 24, 2006 Board packet.

No questions or comments.

**8. CONSIDERATION OF APPROVAL OF FY 06-07 PRELIMINARY LINE ITEM BUDGET FOR REVIEW AND CLAIMS PURPOSES**

Will be included in the March 24, 2006 Board packet.

No questions or comments.

**9. CONSIDERATION OF AMENDING THE BUS ADVERTISING POLICY AND REGULATION TO ALLOW ADVERTISING FROM COMPETING MEANS OF TRANSPORTATION**

Vice-Chair Tavantzis reported that this item is a re-consideration of the District's current policy to allow advertising from competing means of transportation. Director Reilly asked what control the District would have over the content of the ads. Mark Dorfman explained the existing policy at page 9.1.a4, 4.04 states "No advertising shall be permitted in any way which denigrates the Santa Cruz METRO organization, it's operation..." He stated that since we did not like previous automobile ads, he asked for comparables from a potential advertiser to see the quality of their work. He stated that Monterey-Salinas Transit placed ads for hybrid cars on their buses last year and there were no problems with them.

Director Bustichi inquired whether any vacancies exist with regard to the advertising. Mr. Dorfman reported that many vacancies exist. He said some firms who placed ads on MST buses, and who are interested in placing their ads on METRO buses, are told that they cannot. He reported the advertisers are interested in placing ads for up to twelve months at a time, and this would be new revenue for METRO.

Mr. Dorfman explained the procedure for placing the ads on buses. He reported that he would like to develop a website for bus advertising. He said the cost of advertising is about \$8.00 a day. Director Stone asked for an explanation of the legalities of the advertising contract. Margaret

Gallagher reported that METRO cannot regulate content. Mark Dorfman agreed that the District could face difficulties in regulating ad content and referenced a recent case involving VTA. He said VTA did not like a particular ad and VTA told the advertiser they didn't want it; and the advertiser withdrew the ad.

**10. CONSIDERATION OF STATUS OF FEDERAL LEGISLATION AND REPORT REGARDING THE AMERICAN PUBLIC TRANSPORTATION ASSOCIATION 2006 LEGISLATIVE CONFERENCE**

Chair Rotkin reported that METRO met with legislative staff, as well as Committee members in Washington DC. He reported that METRO has a pending three-year Authorization Bill, which includes METRO's high intensity tier and the next step is to move the Bill into Appropriations. He reported that they lobbied primarily for an earmark for 1.5 million dollars for Pacific Station, and the response was positive, but since budgets are tight, it's difficult to get earmarks above the authorization level.

Les White reported that Director Stone was able to participate in a 10-person delegation from the California Transit Association, representing all the transit systems, with Senator Boxer. He reported that earmarks could be difficult in the next year or two. He gave an overview of the Federal budget process.

Director Stone reported that METRO asked for a 5.4 million dollar budget increase, but only received authorization for a 4.4 million dollar increase. Chair Rotkin reported that security and protection from terrorism are a high priority in Washington.

Director Reilly recounted her experience at the APTA conference on September 23, 2001. Les White reported on the security measures that are currently in effect in Washington. Director Reilly asked for an update on what, if any, new information the attendees learned while they were at the APTA conference. Chair Rotkin provided his views as to the current political climate in Washington. Les White reported on Leadership APTA. Chair Rotkin reported that the political structure of APTA was changing. Les White reported that sending correspondence via fax is the fastest method to reach legislators due to the current security measures in place in Washington,

**11. CONSIDERATION OF RESOLUTIONS AUTHORIZING SUBMITTAL OF FY 2007 STA AND TDA CLAIMS**

Director Keogh asked if there is a method of capturing excess TDA money at the end of a fiscal year. Les White explained that the excess funds are rolled over into allocation for the subsequent fiscal year. He explained how the TDA funding is distributed. He stated there is no way to make a mid-budget adjustment to modify claims.

**ACTION: MOTION: DIRECTOR KEOGH SECOND: DIRECTOR REILLY**

**Move Item 11 to the Consent Agenda**

**Motion passed unanimously with all Directors present.**

Les White reported that the modified proposal of the transportation financing package at the State will use the current formulas for funding distribution for the two election cycle improvements in financing that is being considered. He said the amount of money that is being set aside for transit is about five billion dollars on a statewide basis over the course of the next four years. He explained that a significant portion of the funds would go into the STA formula. He reported that METRO's STA allocation for next year is approximately \$1.8 million. He stated that prior to Prop. 42, the allocation would have been \$900,000. Director Spence asked for clarification of the operation of TDA funds and STA funds. Les White explained the intricacies of the general fund.

**12. CONSIDERATION OF ADOPTING A PROGRAM OF PROJECTS AND AUTHORIZING THE APPLICATION AND EXECUTION OF AN FTA GRANT FOR URBANIZED AREA FORMULA PROGRAM FOR FY 2006**

**ACTION: MOTION: DIRECTOR KEOGH SECOND: DIRECTOR REILLY**

**Move Item #12 to the Consent Agenda**

**Motion passed unanimously with all Directors present.**

The Board commented that staff reports listed at items 11 and 12 should be reviewed by staff and corrected as necessary. The Board inquired about the Special Meeting that is scheduled for 1:15, today. They discussed re-scheduling the meeting. Board members reviewed their calendars and most of them decided that Friday, March 17, at 9:00 a.m. would be acceptable. Margaret Gallagher reported that the Agenda for the Special Meeting had been posted on the bulletin board at Encinal Street, as well as on the District's Website.

By consensus, the Special Meeting scheduled for 1:15 on March 10, 2006 was canceled due to lack of quorum and re-scheduled for March 17, 2006 at 9:00 a.m. at 370 Encinal Street, Santa Cruz, California.

**ADJOURN**

There being no further business, Vice-Chair Tavantzis adjourned the meeting at 10:08 a.m.

Respectfully submitted,

DEBI PRINCE  
Administrative Assistant