

# SANTA CRUZ METROPOLITAN TRANSIT DISTRICT

**Minutes- Board of Directors**

**May 8, 2009**

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A Regular Meeting of the Board of Directors of the Santa Cruz Metropolitan Transit District met on Friday, May 8, 2009 at the District's Administrative Office located at 370 Encinal Street in Santa Cruz, California.

Vice Chair Pirie called the meeting to order at 9:00 a.m.

## **SECTION 1: OPEN SESSION**

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

#### **DIRECTORS PRESENT**

Dene Bustichi  
Ron Graves  
Donald Hagen  
Michelle Hinkle  
Emilio Martinez (arrived after roll call)  
Ellen Pirie  
Lynn Robinson (arrived after roll call)  
Mike Rotkin  
Mark Stone  
Ex-Officio Donna Blitzer

#### **DIRECTORS ABSENT**

Pat Spence  
Marcela Tavantzis

#### **STAFF PRESENT**

Ciro Aguirre, Operations Manager  
Angela Aitken, Finance Manager  
Pat Aviles, Asst Human Resources Manager  
Frank Cheng, MetroBase Project Manager  
Bob Cotter, Maintenance Manager  
Mary Ferrick, Fixed Route Superintendent  
Terry Gale, IT Manager

Margaret Gallagher, District Counsel  
Harlan Glatt, Sr. Database Administrator  
Shona Harper, Asst Paratransit Superintendent  
Debbie Kinslow, Asst Finance Manager  
Robyn Slater, Human Resources Manager  
April Warnock, Paratransit Superintendent  
Les White, General Manager

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

Cheri Callis, Sr. Technician

Bob Yount, MAC

### **2. ORAL AND WRITTEN COMMUNICATION TO THE BOARD OF DIRECTORS**

Written:

None.

Oral:

None.

**DIRECTOR ROBINSON ARRIVED**

**3. LABOR ORGANIZATION COMMUNICATIONS**

None.

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

REVISED Page 2 of today's Agenda was distributed and is attached to the file copy of these minutes. The "Action Requested" notation on Items #10 and #11 had inadvertently been omitted from the original Agenda.

**CONSENT AGENDA**

**5-1. ACCEPT AND FILE PRELIMINARILY APPROVED CLAIMS FOR THE MONTH OF APRIL 2009**

No questions or comments.

**5-2. ACCEPT AND FILE MONTHLY BUDGET STATUS REPORT FOR MARCH 2009**

Director Rotkin asked about the overall general status of the budget. Angela Aitken replied that operating expenses are decreasing due to employees out on extended leave and through diligent cost saving measures being implemented in all departments. Les White added that METRO is in a much better position than most other local jurisdictions due to prudent financial planning including increasing reserves in anticipation of the current economic downturn.

**5-3. CONSIDERATION OF TORT CLAIMS: None**

No questions or comments.

**5-4. ACCEPT AND FILE THE METRO ADVISORY COMMITTEE (MAC) AGENDA FOR MAY 20, 2009 AND MINUTES OF MARCH 18, 2009**

No questions or comments.

**5-5. ACCEPT AND FILE PARACRUZ OPERATIONS STATUS REPORT FOR THE MONTH OF FEBRUARY 2009**

No questions or comments.

**5-6. ACCEPT AND FILE HIGHWAY 17 STATUS REPORT FOR MARCH 2009**

No questions or comments.

**5-7. ACCEPT AND FILE RIDERSHIP REPORT FOR MARCH 2009**

Director Hagen noted that ridership is consistently increasing.

**5-8. ACCEPT AND FILE UNIVERSITY OF CALIFORNIA, SANTA CRUZ SERVICE UPDATE FOR THE MONTH OF MARCH 2009**

No questions or comments.

**5-9. ACCEPT AND FILE UNIVERSITY OF CALIFORNIA, SANTA CRUZ WINTER QUARTER SERVICE UPDATE**

No questions or comments.

**5-10. CONSIDERATION OF THE FINANCIAL IMPACT OF LOST REVENUE BY THE REDUCTION OF STUDENT FARE RATES**

No questions or comments.

**5-11. CONSIDERATION OF AUTHORIZING THE GENERAL MANAGER TO EXECUTE A CONTRACT EXTENSION WITH PAT PIRAS CONSULTING FOR REVIEW OF THE ADA PATRANSIT ELIGIBILITY PROCESS THROUGH AUGUST 31, 2009**

No questions or comments.

**REGULAR AGENDA**

**6. PRESENTATION OF EMPLOYEE LONGEVITY AWARDS:**

This presentation will take place at the May 22, 2009 Board meeting.

**7. PUBLIC HEARING: CONSIDERATION OF ADOPTING A RESOLUTION AUTHORIZING AN APPLICATION TO CALTRANS FOR FUNDING FROM THE AMERICAN RECOVERY AND REINVESTMENT ACT OF 2009 (ARRA) TO PURCHASE A SMARTCARD SYSTEM (FAREBOX) FOR THE SANTA CRUZ METROPOLITAN TRANSIT DISTRICT**

Public Hearing will take place at the May 22, 2009 Board meeting.  
No questions or comments.

8. **CONSIDERATION OF APPOINTING AN ALTERNATE TO THE SANTA CRUZ COUNTY REGIONAL TRANSPORTATION COMMISSION TO REPLACE DALE SKILLICORN**

Chair Bustichi suggested moving Director Hagen up to alternate position #1, appointing Director Graves as alternate #2, and retaining Director Hinkle as alternate #3. There were no other nominations.

9. **CONSIDERATION OF THE APPOINTMENT OF THE CONSTRUCTION REVIEW COMMITTEE OF THE BOARD OF DIRECTORS OF THE SANTA CRUZ METROPOLITAN TRANSIT DISTRICT**

Chair Bustichi said that he would like to be on the committee and nominated Directors Rotkin and Stone. Director Stone said he would serve if there were no other volunteers but his available time was limited. There were no other nominations.

10. **CONSIDERATION OF PROVIDING COMMENTS TO STAFF AND CONSULTANTS REGARDING THE PROPOSED METRO WEBSITE DESIGN**

**Summary:**

Les White reported that METRO's current website was developed in-house in the mid-90's primarily by former Assistant General Manager Mark Dorfman and maintained in his "spare" time. Although it stands as a pioneering effort for the time, over the years it has become very outdated and is in need of a visual and functional redesign. In February 2009, METRO awarded a contract to web design consultant, Jabico Enterprises. Since March 2009, staff has been working with the consultant and has created a draft of METRO's new website home-page, which is being presented to the Board for comment today.

Harlan Glatt displayed a screenshot image of what the draft home-page would look like in terms of visual elements and basic information organization. Cheri Callis distributed hardcopies of the screenshot and new logo design, which are attached to the file copy of these minutes.

**Discussion:**

Comments regarding the new logo included Vice Chair Pirie stating that the sun looks like a brown egg, Director Graves said the 3-D "METRO" is hard on the eyes, Director Robinson said the aqua blue stripe on the water should not have been deleted because the combination of colors are a brand ID. The Board asked if the new logo would replace current logos in all locations. Harlan Glatt replied that it would be used on the website and new documents and that there were no plans at this time to change it in other places such as on the buses.

**DIRECTOR MARTINEZ ARRIVED**

Going back to the screenshot, Mr. Glatt explained that the design elements being addressed are: visual redesign, modern update of existing logo, content reorganization and clean-up, and infrastructure modernization to adhere to the latest ADA standards. Departments will publish and update their own content as needed and the public will be able to subscribe to receive updates by

email and wireless on a variety of different subjects. This service will be provided through GovDelivery.

Comments on the home-page included Director Robinson stating that the curved lines are elegant and suggesting that when the center picture changes, the “Moving our Community” tag line with the METRO bird remain – just change the picture. Director Rotkin suggested that pictures be posted in the empty spaces instead of extra information which is too busy.

Vice Chair Pirie suggested having only three items along the bottom rather than four because the home-page is on the verge of being too busy which can be overwhelming especially for seniors or people who do not use computers often. Director Rotkin suggested the “Places to Go” section on the bottom right could have a rotating picture with an individual item rather than a menu.

Director Robinson suggested having tabs at the bottom rather than menus so it is similar to the tabs at the top. Vice Chair Pirie and Bob Yount agreed. Director Hagen suggested that the text size be increased if possible.

Harlan Glatt thanked the Board for their input and said the next step would be to create a template with functioning buttons, etc. and that the Board will have more opportunity for input.

Chair Bustichi said that the redesign looks good and requested that the screenshot be emailed to the Board to review as time allows. Director Stone suggested creating a subcommittee to review the project as it progresses.

11. **ORAL ANNOUNCEMENT: NOTIFICATION OF MEETING LOCATION FOR MAY 22, 2009 – CAPITOLA CITY COUNCIL CHAMBERS, 420 CAPITOLA AVE, CAPITOLA**

Vice Chair Pirie announced that the May 22, 2009 Board meeting would be held at the Capitola City Council Chambers.

12. **REVIEW OF ITEMS TO BE DISCUSSED IN CLOSED SESSION: District Counsel**

Margaret Gallagher reported that the Board would have a conference with its Legal Counsel regarding the Existing Litigation claims of Macerich Partnership, L.P. and Mary & Joseph Bell vs. Santa Cruz METRO.

13. **ORAL AND WRITTEN COMMUNICATIONS REGARDING CLOSED SESSION**

None.

**SECTION II: CLOSED SESSION**

Vice Chair Pirie adjourned to Closed Session at 10:00 a.m. and reconvened to Open Session at 10:39 a.m.

**SECTION III: RECONVENE TO OPEN SESSION**

**14. REPORT OF CLOSED SESSION**

Vice Chair Pirie reported that the Board took no reportable action in Closed Session.

**ADJOURN**

There being no further business, Vice Chair Pirie adjourned the meeting at 10:39 a.m.

Respectfully submitted,

CINDI THOMAS

Administrative Services Coordinator