

A regular meeting of the Board of Directors of the Santa Cruz Metropolitan Transit District was convened on Friday, May 9, 2014 at the Santa Cruz METRO Administrative Offices, located at 110 Vernon Street, in Santa Cruz, California.

SECTION I: OPEN SESSION

1. CALL TO ORDER

Vice Chair Robinson called the meeting to order at 8:37 a.m.

2. ROLL CALL

The following Directors were present:

- Director Hilary Bryant
- Director Dene Bustichi
- Director Karina Cervantez
- Director Daniel Dodge
- Director Zach Friend
- Director Ron Graves
- Director Michelle Hinkle
- Director Deborah Lane
- Director John Leopold
- Director Bruce McPherson
- Director Lynn Robinson
- Ex-Officio Director Donna Blitzer

STAFF PRESENT

Alex Clifford, CEO/General Manager	Angela Aitken, Finance Manager/DBE Liaison
Leslyn Syren, District Counsel	Officer
Ciro Aguirre, Operations Manager	Erron Alvey, Purchasing Manager

SANTA CRUZ METRO EMPLOYEES AND MEMBERS OF THE PUBLIC WHO VOLUNTARILY INDICATED THEY WERE PRESENT

Carolyn Derwing, SEA President/Schedule Analyst/Acting Planner	Will Regan, VMU Prsident, SEIU
Liseth Guizar, Security and Risk Administrator	April Warnock, Paratransit Superintendent
Debbie Kinslow, Assistant Finance Manager	Jim Russell, Social Security District Manager in Watsonville
Philip Kramer, Project Director of the 180/180 Project	Daniel Zaragoza, Assistant Paratransit Superintendent
Manny Martinez, PSA President, SEIU	

3. ANNOUNCEMENTS

Vice Chair Robinson announced the Board of Directors' decision to pull Agenda Item 8 due to lack of information. This decision was backed by Chair Bustichi and Director Leopold.

4. COMMUNICATIONS TO THE BOARD OF DIRECTORS

Vice Chair Robinson opened the room for announcements.

Liseth Guizar reminded both the Board and the public audience of the Highway 17 Celebration which included a 50 person marching band. Chair Bustichi officially thanked Ms. Guizar for all of her hard work not only with the Highway 17 Celebration but also on the planning of Les White's retirement event.

5. LABOR ORGANIZATION COMMUNICATIONS

Carolyn Derwing, SEA Union President, officially welcomed Alex Clifford as the new CEO/General Manager and looks forward to working with Mr. Clifford for many years to come.

Will Regan, VMU President, welcomed Alex to a very unique and special establishment. Stating "we have a very dedicated work force and look forward to working with Mr. Clifford in keeping a safe and reliable service on the street."

Manny Martinez, PSA President, echoed his associates' statements and welcomed Mr. Clifford into the METRO family stating he is looking forward to working with Mr. Clifford.

Eduardo Montesino welcomed Mr. Clifford to the METRO family.

6. ADDITIONAL DOCUMENTATION TO SUPPORT EXISTING AGENDA ITEMS

Vice Chair Robinson acknowledged that the Board had addressed this item previously in Announcements that Item 8 will be pulled from the day's agenda.

7. CONSENT AGENDA

Vice Chair Robinson acknowledged that this is her first occurrence of not having a Consent agenda item. Chair Bustichi gave approval to proceed to the next item.

8. ITEM PULLED

9. CONSIDER OPENING A 45-DAY PUBLIC COMMENT PERIOD FROM 5/13/14 – 6/26/14 WITH A PUBLIC HEARING ON 6/27/14 TO OBTAIN PUBLIC INPUT ON SANTA CRUZ METRO’S PROPOSED FFY15-FFY17 DISADVANTAGED BUSINESS ENTERPRISE (DBE) GOAL

Presented by Angela Aitken, Finance Manager/DBE Liaison Officer.

Ms. Aitken stated that once every 3 years, Santa Cruz METRO has to formulate a goal for DBE participation percentage; the current ask is for 1.5%. She stated that as the recipients of an FTA funds, this is a yearly goal we are required to set. The coming year we expect to receive approximately \$5 million. The goal is measured based on the Federal Fiscal Year from October through September. Ms. Aitken referenced the English and Spanish Public Announcements that are scheduled to appear in the Santa Cruz Sentinel and the Pajaronian; both of which can be found in the agenda packet. She also requested a 45 Day comment period on May 13th and runs through June 27th.

Director McPherson questioned the time period for which goal of 1.5% was established.

Ms. Aitken answered that over the past 5 years the average has been between 1.3% and 1.7% and that last year the average was 1.54%. She stated that the 1.5% for this year is considered to be a reasonable goal.

Chair Bustichi inquired into combining this goal with the state program, Small Business Entity Preference, which reaches out to the smaller and local businesses.

District Counsel Syren responded that this is a new program and we will bring that to the Board at a later date.

Vice Chair Robinson opened the issue to the public for comment. No comments or questions from the public were posed.

ACTION: MOTION: DIRECTOR GRAVES SECOND: DIRECTOR LEOPOLD

APPROVE 45-DAY PUBLIC COMMENT PERIOD FROM 5/13/14 – 6/26/14 WITH A PUBLIC HEARING ON 6/27/14 TO OBTAIN PUBLIC INPUT ON SANTA CRUZ METRO’S PROPOSED FFY15-FFY17 DISADVANTAGED BUSINESS ENTERPRISE (DBE) GOAL

MOTION PASSED UNANIMOUSLY WITH DIRECTOR LANE BEING ABSENT.

10. CONSIDERATION OF PROVISION OF A BUS AND OPERATOR TO SUPPORT THE UNITED TRANSPORTATION UNION LOCAL 23 SENIOR DINNER SCHEDULED TO BE HELD JUNE 21, 2014

Presented by Ciro Aguirre, Operations Manager.

Mr. Aguirre requested \$800 in funding for the sponsorship of the UTU Senior Dinner to provide transportation to and from the event; the amount includes the use of a bus and driver to account for a possible overflow due to high attendance.

Director Leopold questioned if Sara Shifrain and La Posada were invited or if there have been any contact to with local senior programs. Eduardo Montesino responded that we are reaching out to senior centers and residences in the area and they will put forward a route later.

Chair Bustichi requested confirmation on location of the event and Mr. Aguirre answered that it will be located at Santa Cruz Senior Center on Market Street.

Vice Chair Robinson spoke to how wonderful the event is. District Counsel Syren also spoke in support of sponsoring the event in providing bus and driver. Vice

Chair Robinson opened the issue to the public for comment. No comments or questions from the public were posed.

ACTION: MOTION: DIRECTOR LEOPOLD SECOND: DIRECTOR HINKLE

APPROVE PROVISION OF A BUS AND OPERATOR TO SUPPORT THE UNITED TRANSPORTATION UNION LOCAL 23 SENIOR DINNER SCHEDULED TO BE HELD JUNE 21, 2014

MOTION PASSED UNANIMOUSLY WITH DIRECTOR LANE BEING ABSENT.

11. FROM DOWNTOWN STREETS TO PERMANENT HOUSING

Presented by Philip Kramer, Project Director of the 180/180 Project

Mr. Kramer presented his 180/180 program which addresses homelessness in Santa Cruz County. This effort is based on a concept that makes both a 180° change in housing the homeless but also a 180° system change in the services, programs, etc who are working with the problems surrounding the issue. He had a specific ask for the help with move-in kits which run approximately \$3,000 each. He asked for five (5) kits and tickets for the program participants. He tied it into Santa Cruz METRO stating that program participants' only mode of transportation is what METRO provides.

Vice Chair Robinson requested a break at 9:06 a.m. for a formal welcome and swearing in ceremony for the new CEO/General Manager, Alex Clifford. Vice Chair Robinson introduced presiding judge of the Superior Court of Santa Cruz County, Judge Paul Marigonda.

Judge Marigonda acknowledged the Board and gave a special thanks to Chair Bustichi for requesting his presence to the meeting. He then asked for Mr. Clifford to stand and performed the oath. Judge Marigonda then presented Mr. Clifford the signed oath with an official the seal of Santa Cruz County Superior Court.

Vice Chair Robinson presented a large bouquet of flowers in a vase to Mr. Clifford and presents it to him with a welcome to his first Board of Directors' meeting.

Director Bustichi welcomed Mr. Clifford, acknowledging that this is a new time for Santa Cruz METRO and although sad at the departure of the former General Manager, Mr. Les White, he and the Board

are equally excited to see where they are going to go in the future. Chair Bustichi further commented that the Board is very grateful that Mr. Clifford is here and that the Board is behind him 110%. Chair Bustichi then acknowledged and thanked Judge Marigonda for his presence and for his participation in swearing in Mr. Clifford.

Vice Chair Robinson then addressed the Board for further comment and each Director extended a welcome to Mr. Clifford in turn, starting with Director Leopold, then Director Bryant, Director Dodge, Ex-Officio Blitzler on behalf of UC Santa Cruz, Director Hinkle, Director Cervantez, Director Graves, Director Friend, Director McPherson, and District Counsel Syren.

Vice Chair Robinson welcomed public comments.

Manny Martinez, Eduardo Montesino and Carolyn Derwing reiterated their welcome to Mr. Clifford.

Mr. Clifford addressed the Board and public, stating that it is with a great deal of pride that he accepts this position. He acknowledged the responsiveness of the staff and stated that he is just starting the process of reaching out. Have couple of opportunities to be at Operations and met some of the bus operators and supervisors and ParaCruz folks and looks forward to getting to know them even better. He stated he looks forward to working with the policy makers especially meeting with you in the coming days and weeks one on one as promised I really want to meet with you and know you better and understand your thoughts on the agency and where we are going as I move forward in this position. He mentioned specifically wanting to ride the lines, being there for morning pullouts to encourage a safe day, and bonding further with the operators. He is ready to get down to business and looks forward to getting to know and work with all of Santa Cruz METRO, members of the community, and the stake holders.

Vice Chair Robinson thanked all who commented and gave a special thanks to Judge Marigonda again for being a part of a very special day.

Vice Chair Robinson extended her thanks to members of the Board, the presenters, and the public for the understanding the need to take the break and resumes the agenda at 9:18a.m.

Vice Chair Robinson opens the discussion of the 180/180 program to the Board.

Director Leopold asks Mr. Kramer if he is requesting regular bus passes, if the Board is being asked to provide 180 passes.

Mr. Kramer responded by saying that he would need to work with Santa Cruz METRO staff before coming up with a specific number of passes.

Director Leopold acknowledged a need for involvement in ending homelessness. He stated that he hopes that METRO can play a part that is impactful while staying modest on the budget.

Director Dodge commented that as a representative of the city of Watsonville, wondered if there was a specific plan for outreach to the non-English speaking communities. Mr. Kramer said that his program

is trying to establish relationships of trust and has a number of employees who are Spanish speaking. He also acknowledged his program is looking to further the outreach support for the city of Watsonville but noticed a decline in outreach with undocumented individuals.

Director McPherson congratulated Mr. Kramer of being close to his goal and looks forward to seeing where he can take the program. Director McPherson expressed concern over programs like these encouraging more homeless to the area. Two points stuck out for Director McPherson: the high % of Santa Cruz Residents; and the high % of disabled in our area.

Director Friend thanked Mr. Kramer for the presentation and breaking down this problem into puzzle pieces. He appreciates the complexity of the issue. He said he is looking for a specific piece of the puzzle in which METRO can help. He went further to explain that he feels it is a minor ask of tickets or passes and would like to see a more specific proposal or suite of proposals.

Director Bustichi also thanked Mr. Kramer for his presentation; he has noticed an uptick in homelessness in Scotts Valley. Director Bustichi acknowledged that this is one of many worthwhile companies who petition for help from Santa Cruz METRO. He expressed concern with the request of monetary involvement. He is ok with METRO providing passes but has issue with awarding a dollar amount. He welcomed a bus pass plan, working with staff as this is one of many worthwhile groups.

Director Leopold reiterated that he would like for Mr. Kramer to work with METRO's staff and bring that plan back to the Board.

Mr. Clifford, stated he wanted to take this under advisement and meet with Mr. Kramer to bring a plan back to the Board.

12. PUBLIC HEARING TO ACCEPT PROPOSED SUMMER 2014 SERVICE CHANGES

Carolyn Derwing, Schedule Analyst/Acting Planner

Ms. Derwing presented the Summer Bid that begins June 19, 2014 which included the rerouting of 74, the introduction of 74S, and the re-route of 77 which addresses the route's underutilization by including shopping areas to the route. Ms. Derwing posed that the changes are cost neutral and fit within the current schedule framework.

Director Dodge appreciated the change to 77 and 74 and asks to examine these changes with Pajaro Valley High School and making sure the adjustments take traffic into account. Ms. Derwing stated there will be further outreach and the hope is that through the experience there will be increased ridership from the students instead of them riding with parents. This also may address the traffic issue. Director Dodge appreciated the effort and said the key is in getting the information out.

Vice Chair Lynn opened the discussion to the public.

Jim Russell, Social Security District Manager in Watsonville, spoke to having concerns upon seeing a change to route 74 passing the Social Security Office in Watsonville, at Westgate and Technology. Ms.

Derwing stated that only two changes to the route are school trips. The first is at 7:00 a.m. and the 3:10 p.m. trip but that there will still be 11 trips a day by his office. Mr. Russell thanked Santa Cruz METRO for their time and for their service. He acknowledged and expressed his thanks for METRO's effort in adjusting the schedule and in working with Ciro Aguirre in adding the bus stop near his office. Vice Chair Robinson thanked the presenter and her thanks to Jim Russell in appreciation and opened the request for voting.

ACTION: MOTION: DIRECTOR LEOPOLD SECOND: CHAIR BUSTICHI

APPROVED SUMMER 2014 SERVICE CHANGES

MOTION PASSED UNANIMOUSLY WITH DIRECTOR LANE BEING ABSENT.

- 13. ANNOUNCEMENT OF NEXT MEETING: FRIDAY, MAY 23, 9:00 AM, CAPITOLA CITY COUNCIL CHAMBERS, 420 CAPITOLA AVENUE, CAPITOLA**
Lynn Robinson, Board Vice Chair

14. ADJOURNMENT

There being no further business, Vice Chair Robinson adjourned at 9:47a.m.

Respectfully submitted,

Eriko K. Dreyer

Pro Tem Administrative Services Coordinator