



**METRO ADVISORY COMMITTEE (MAC) MEETING AGENDA  
AUGUST 21, 2024 – 6:00 PM  
HYBRID MEETING**

Members of the public may attend in-person or participate remotely via Zoom.

**METRO Admin Office  
110 Vernon Street  
Santa Cruz, CA 95060**

**Zoom [Link](#)  
Dial In: 1-669-900-9128  
Meeting ID: 869 2598 8188**

The METRO Advisory Committee (MAC) Meeting Agenda Packet can be found online at [www.scmttd.com](http://www.scmttd.com) and is available for inspection at the Santa Cruz METRO's Administrative Office at 110 Vernon Street, Santa Cruz.

Public comment may be submitted via email to [mac@scmttd.com](mailto:mac@scmttd.com). Please indicate in your email the agenda item to which your comment applies. Comments submitted before the meeting will be provided to the staff before or during the meeting. Comments submitted after the meeting is called to order will be included in the correspondence that is posted online at the meeting packet link. Oral public comments will also be accepted during the meeting through Zoom. Each public comment is limited to three minutes or less. The Committee Chair has the discretion to manage the public comment process in a manner that achieves the purpose of public communication and assures the orderly conduct of the meeting.

The Board of Directors may take action on each item on the agenda. The action may consist of the recommended action, a related action or no action. Staff recommendations are subject to action and/or change by the Board of Directors.

**COMMITTEE ROSTER**

Veronica Elsea, Chair  
Joseph Martinez, Vice Chair  
James Cruse  
Jessica de Wit  
Michael Pisano  
Becky Taylor  
James Von Hendy

**NOTICE TO PUBLIC**

At each meeting, every effort will be made to conclude MAC business by 8:00 PM. If there is concern that an item may not be adequately addressed in the time allowed, Committee members may choose to table the item until the next meeting, move the item earlier in the agenda or to extend the meeting if necessary.

**MEETING TIME: 6:00 PM**

NOTE: THE COMMITTEE CHAIR MAY TAKE ITEMS OUT OF ORDER

**1. CALL TO ORDER**

**2. SAFETY DEBRIEF**

Gregory Strecker, Safety, Security and Risk Management Director

**3. ROLL CALL**

In accordance with Assembly Bill 2449, MAC members may participate remotely due to “just cause” or “emergency” circumstances. If applicable, following an announcement, the Committee will take action on approving MAC members’ emergency teleconference participation.

**4. COMMUNICATIONS TO THE METRO ADVISORY COMMITTEE**

This time is set aside for MAC members and members of the general public to address any item not on the agenda which is within the subject matter jurisdiction of the Committee. No action or discussion shall be taken on any item presented except that MAC members may respond to statements made or questions asked, or may ask questions for clarification. All matters of an administrative nature will be referred to staff. Each public comment is limited to three minutes or less. The MAC Chair has the discretion to manage the public comment process in a manner that achieves the purpose of public communication and assures the orderly conduct of the meeting. When addressing the Committee, the individual may, but is not required to, provide his/her name and address in an audible tone for the record.

4.1 Email dated 6/14/24 from Joan Fuhry with METRO’s response

**5. RECEIVE AND FILE MINUTES FROM THE METRO ADVISORY COMMITTEE MEETING OF APRIL 17, 2024**

Veronica Elsea, Chair

**6. COMMUNICATIONS FROM METRO ADVISORY COMMITTEE**

6.1 Letter dated 5/22/24 welcoming CEO/GM, Corey Aldridge, to METRO with Corey’s response

6.2 Letter dated 5/22/24 thanking interim CEO/GM, Daniel Zaragoza, for his service

6.3 MAC Chair’s oral report on the semi-annual update provided to the Board on 6/28/24

**7. SANTA CRUZ COUNTY FAIR – SEPTEMBER 11 – 15, 2024**

Margo Ross, COO

**8. SERVICE PLANNING UPDATE**

John Urgo, Planning and Development Director

a. Quarterly Ridership Report

b. Bus Stops

i. Update on Braille Bus Stop Signage

c. Other Projects

i. Update on Reimagine METRO

ii. Update on River Front Transit Center

iii. Update on Design of Pacific Station North

**9. COMMUNICATIONS TO THE METRO CEO/GENERAL MANAGER**

**10. COMMUNICATIONS TO THE METRO BOARD OF DIRECTORS**

**11. ITEMS FOR NEXT MEETING AGENDA**

**12. DISTRIBUTION OF VOUCHERS**

Elizabeth Rocha, Administrative Specialist

**13. ANNOUNCEMENT OF NEXT MEETING: WEDNESDAY, OCTOBER 16, 2024 AT 6:00 PM,  
METRO ADMIN OFFICE, 110 VERNON STREET, SANTA CRUZ**

Veronica Elsea, Chair

**14. ADJOURNMENT**

**Accessibility for Individuals with Disabilities**

This document has been created with accessibility in mind. With the exception of certain third party and other attachments, it passes the Adobe Acrobat XI Accessibility Full Check. If you have any questions about the accessibility of this document, please email your inquiry to [accessibility@scmttd.com](mailto:accessibility@scmttd.com). Upon request, Santa Cruz METRO will provide written agenda materials in appropriate alternative formats or disability related modification or accommodation, including auxiliary aids or services, to enable individuals with disabilities to participate in and provide comments at/related to public meetings. Please submit a request, including your name, phone number, and/or email address, and a description of the modification, accommodation, auxiliary aid, service or alternative format requested at least two days before the meeting. Requests should be emailed to [mac@scmttd.com](mailto:mac@scmttd.com) or submitted by phone to the Administrative Specialist at 831-426-6080. Requests made by mail (sent to the Administrative Specialist, Santa Cruz METRO, 110 Vernon Street, Santa Cruz, CA 95060) must be received at least two days before the meeting. Requests will be granted whenever possible and resolved in favor of accessibility.

**Public Comment**

If you wish to address the Committee, please follow the directions at the top of the agenda. If you have anything that you wish distributed to the Committee and included for the official record, please include it in your email. Comments that require a response may be deferred for staff reply.

Pursuant to Section 54954.2(a)(1) of the Government Code of the State of California, this agenda was posted at least 72 hours in advance of the scheduled meeting at a public place freely accessible to the public 24 hours a day. The agenda packet and materials related to an item on this agenda submitted after distribution of the agenda packet are available for public inspection in the Santa Cruz METRO Administrative Office (110 Vernon Street, Santa Cruz) during normal business hours. Such documents are also available on the Santa Cruz METRO website at [www.scmttd.com](http://www.scmttd.com) subject to staff's ability to post the document before the meeting.

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# COMMUNICATIONS TO MAC

Re: Route Complaint/Suggestion

John Urgo <JUrgo@scmttd.com>

Tue 6/25/2024 12:52 PM

To: joanfuhr [REDACTED]  
Cc: Elizabeth Rocha-Rocha <ERocha@scmttd.com>; Donna Bauer <DBauer@scmttd.com>

Hi Joan,

Thank you for your complaint/suggestion and for riding METRO!

The first wave of Reimagine METRO service changes was implemented in December after a year-long planning and public outreach process. While METRO received many different types of comments and suggestions throughout three rounds of outreach, a few themes rose prominently to the top: frequency, reliability and travel time. Over 70% of participants told us they wanted to see more frequent service on key corridors versus expanding service to new areas, and 50% of non-riders told us they would ride METRO if service came more often. Frequent service is important because it reduces wait times, improves reliability, and provides for better connections and transfers. For all these reasons, 15-minute frequencies are considered a minimum threshold for encouraging transit ridership and have been codified into various state laws related to [housing, transportation and greenhouse gas reductions](#).

These responses guided many of the decisions around the Reimagine METRO service network, including the decision to consolidate routes 1 and 2 on a single corridor, providing a bus every 15 minutes between the two routes. In addition, while Soquel Ave has a high density of destinations, none are more than a third of a mile from a bus stop on Water Street. While we understood that suspending service on this half of a mile of Soquel Ave would be an inconvenience for some, we hoped the frequent service on Water Street would provide an overall positive benefit.

Due to recent (one-time) increases in state transit funding, the second wave of Reimagine METRO will include more service and higher frequency in areas of high transit demand. [A number of changes went into effect June 20th](#), including to Route 1 which will now run every 15 minutes and will serve Soquel Ave instead of Water St between River Front Transit Center and Morrissey Blvd, restoring service to that commercial corridor. Your trip from Chanticleer will require a transfer from Route 2 to Route 1, but METRO no longer requires the payment of a second fare when transferring and with a bus running on Soquel every 15 minutes you should never have to wait long.

Thank you again for your comments and for riding METRO and please feel free to follow up with any additional comments or concerns.

John

JOHN URGO  
Director, Planning & Development  
T: (831) 420-2537 | [juργο@scmttd.com](mailto:juργο@scmttd.com)  
Santa Cruz METRO  
110 Vernon Street, Santa Cruz, CA 95060



**One Ride At A Time**  
[scmttd.com/onerideatatime](https://scmttd.com/onerideatatime)

©FRANS LANTING

# COMMUNICATIONS TO MAC

-----Original Message-----

From: Joan Fuhry [REDACTED]  
Sent: Friday, June 14, 2024 10:54 AM  
To: MAC <mac@scmtd.com>  
Subject: Route Complaint/Suggestion

Hello:

Would you kindly pass this message to whoever arranges the bus routes? I would appreciate it.

I'm trying to get out of my car and take the bus more, but I can't walk too far from the bus stop as a senior. It should be useful for me as I live on Capitola Rd near Chanticleer. However, the #1 and #2 busses that I could take toward downtown don't go where I need to go: Shopper's Corner, BATTERY Bakery, Whole Earth Foods, CVS, Seabright area shopping and dining. Why do these routes go down Water St., where there is not much in the way of shopping destinations, instead of Soquel Ave.? Or at least have one of those two routes go down Soquel Ave.

instead of Water St., that would work. If you want folks to ride the bus, the bus should go where people need to go.

Thanks,

Joan Fuhry

# COMMUNICATIONS TO MAC

Re: Route Complaint/Suggestion

Pete Rasmussen <PRasmussen@scmttd.com>

Wed 6/19/2024 2:07 PM

To: Joan Fuhry [REDACTED]; MAC <mac@scmttd.com>

Route 1 serves Soquel Ave and Soquel Drive to Cabrillo, and then to Watsonville. It does not serve Capitola Rd near Chanticleer. Route 2 does serve Capitola Rd.

Here are the schedule pages (scroll down each page to see the route map):

Route 1

[https://www.scmttd.com/en/routes/schedule/202440/1/wd\\_ib](https://www.scmttd.com/en/routes/schedule/202440/1/wd_ib)

## Schedule

Santa Cruz Metro Transit District provides bus service throughout Santa Cruz County.

[www.scmttd.com](http://www.scmttd.com)

Route 2

[https://www.scmttd.com/en/routes/schedule/202440/2/wd\\_ib](https://www.scmttd.com/en/routes/schedule/202440/2/wd_ib)

## Schedule

Santa Cruz Metro Transit District provides bus service throughout Santa Cruz County.

[www.scmttd.com](http://www.scmttd.com)

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**From:** Joan Fuhry [REDACTED]

**Sent:** Wednesday, June 19, 2024 1:30 PM

**To:** Pete Rasmussen <PRasmussen@scmttd.com>; MAC <mac@scmttd.com>

**Subject:** Re: Route Complaint/Suggestion

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### This Message Is From an Untrusted Sender

You have not previously corresponded with this sender.

!!! Be cautious for phishing and do not click suspicious links from senders you do not know !!!

Hi there, thanks for your response! Good to hear #1 will go via Soquel. But it will still depart Capitola and go down Capitola Rd., right? So to get to Shoppers, I don't need to transfer from #2 to #1, do I? I could just take #1?

Thanks!

 Joan 

# COMMUNICATIONS TO MAC

----- Original message -----

From: Pete Rasmussen <PRasmussen@scmttd.com>

Date: 6/19/24 12:02 PM (GMT-08:00)

To: Joan Fuhry [REDACTED], MAC <mac@scmttd.com>

Subject: Re: Route Complaint/Suggestion

Good morning Joan,

Thank you for your comment. We received many requests such as yours to bring back bus service to the Soquel Ave corridor in the Seabright area to serve shopping destinations such as Whole Foods, Shopper's Corner, and others. Starting tomorrow, Thursday, June 20, Route 1 will serve that section of Soquel Ave, and it will run more frequently – every fifteen minutes from 6:00am – 8:45pm.

So starting tomorrow, to reach Whole Foods and Shopper's Corner, you will have the choice of taking Route 2 from your home on Capitola Road to Water St and N. Branciforte and walking ¼ mile to Soquel Ave destinations, or if you prefer a shorter walk, you can take Route 2 to Soquel Ave and Park Way in front of North Bay Ford, or to Soquel Ave & San Juan Ave (the stop just before Grocery Outlet), get off that bus, and board Route 1 to Soquel Ave and Pine St next to the Whole Foods shopping center. When you board the first bus, you may ask the driver for a free transfer so you don't have to pay a second fare for the second bus. By the way, both Route 1 and Route 2 stop right next to the downtown CVS. If you need additional assistance, please contact METRO Customer Service at 831-425-8600 or ask your bus driver.

METRO Planning

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**From:** Joan Fuhry [REDACTED]

**Sent:** Friday, June 14, 2024 10:54 AM

**To:** MAC <mac@scmttd.com>

**Subject:** Route Complaint/Suggestion

Hello:

Would you kindly pass this message to whoever arranges the bus routes?  
I would appreciate it.

I'm trying to get out of my car and take the bus more, but I can't walk too far from the bus stop as a senior. It should be useful for me as I live on Capitola Rd near Chanticleer. However, the #1 and #2 busses that I could take toward downtown don't go where I need to go: Shopper's Corner, Buttery Bakery, Whole Earth Foods, CVS, Seabright area shopping and dining. Why do these routes go down Water St., where there is not much in the way of shopping destinations, instead of Soquel Ave.? Or at least have one of those two routes go down Soquel Ave. instead of Water St., that would work. If you want folks to ride the bus, the bus should go where people need to go.

Thanks,

Joan Fuhry



# MINUTES\*

MAC MEETING OF APRIL 17, 2024



The METRO Advisory Committee (MAC) met on Wednesday, April 17, 2024. The meeting was held as a hybrid meeting. \*Minutes are “summary” minutes, not verbatim minutes.

1. **CALLED TO ORDER** at 6:04 PM by Chair Elsea.

2. **ROLL CALL** - The following MAC Members were **present**, representing a quorum:

**Veronica Elsea, Chair**  
**Joseph Martinez, Vice Chair**  
**James Cruse**  
**Jessica de Wit**

**Michael Pisano**  
**Becky Taylor**  
**James Von Hendy**

3. **COMMUNICATIONS TO THE METRO ADVISORY COMMITTEE**

Hearing none, Chair Elsea moved to the next agenda item.

4. **RECEIVE AND FILE MINUTES FROM THE METRO ADVISORY COMMITTEE MEETING OF FEBRUARY 21, 2024**

**MOTION: ACCEPT AND FILE THE MINUTES FROM THE METRO ADVISORY COMMITTEE MEETING OF FEBRUARY 21, 2024 AS AMENDED**

**MOTION: DE WIT**

**SECOND: JAMES VON HENDY**

**MOTION PASSED WITH 7 AYES: Elsea, Martinez, Cruse, de Wit, Pisano, Taylor, Von Hendy**

5. **COMMUNICATIONS FROM METRO ADVISORY COMMITTEE**

Hearing none, Chair Elsea moved to the next agenda item.

6. **UPDATE OF FY25 AND FY26 PRELIMINARY OPERATING BUDGETS AND FY25 CAPITAL BUDGET AS PRESENTED AT THE MARCH 22, 2024 BOARD MEETING**

Chuck Farmer, CFO, spoke to the presentation that was presented to the Board of Directors (Board) on March 22, 2024. He emphasized that this is preliminary data and adjustments will be made between now and June 2024. CFO Farmer broke down the preliminary operating budget into three parts: 1) Base Budget; 2) Phase 1 & Phase 2; and 3) Free Fares. He also reviewed the capital budget and provided an overview of the budget timeline. The final budget will be presented to the Board on June 28, 2024.

Hearing nothing further, Chair Elsea moved to the next agenda item.

7. **UPDATE ON CEO/GENERAL MANAGER SEARCH**

John Urgo, Planning & Development Director, reported that Corey Aldridge has been appointed as METRO's new CEO and his start date is April 29, 2024.

Hearing nothing further, Chair Elsea moved to the next agenda item.

8. **SERVICE PLANNING UPDATE**

a. **Quarterly Ridership Report**

John Urgo, Planning & Development Director, gave an update on ridership for Q2 of FY24. Overall, total ridership increased 36.5% compared to FY23 Q2.

b. **Bus Stops**

b.i. **Update on Braille Bus Stop Signage**

Chair Elsea and Pete Rasmussen, Transportation Planner II, will connect and will continue to work on this issue.

**b.ii Extending Route 4 to go to Dignity Health**

Director Urgo said that there is an existing bus stop about 500 feet from the intersection for Dignity Health. He said that the stop spacing standard is around 1,200 feet; therefore, it is not a location where a bus stop would be added. In addition, it is a destination that is available via ParaCruz.

**c. Other Projects**

**c.i. Update on Reimagine METRO**

Director Urgo reported that a lot of service changes were made during the implementation of Phase I in December 2023. He also mentioned that in March 2024 service increased on some of the routes. Phase II will start in the Summer of 2024 and reviewed the service changes for Phase II.

**c.ii. Update on River Front Transit Center**

Director Urgo reported that the transition to the River Front Transit Center is going well. Discussion ensued on bus stop arrivals and departures in Area 1, 2, and 3. Director Urgo mentioned that the bus stop for Highway 17 is being moved to Area 4.

Hearing nothing further, Chair Elsea moved to the next agenda item.

**9. COMMUNICATIONS TO THE METRO INTERIM CEO/GENERAL MANAGER**

Chair Elsea will write a letter to the Interim CEO/General Manager to thank him for his service. She will also write a letter to the new CEO to welcome him to METRO and invite him to the August 21, 2024 MAC meeting.

**10. COMMUNICATIONS TO THE METRO BOARD OF DIRECTORS**

The committee discussed an extra meeting for May 15, 2024 to review the design of Pacific Station North.

**11. ITEMS FOR NEXT MEETING AGENDA**

- Visit from the new CEO
- Service Planning Updates
- Quarterly Ridership Report
- Update on Reimagine METRO
- Update on Braille Bus Stop Signage
- Update on Design of Pacific Station North
- Final Budget Updates

**12. DISTRIBUTION OF VOUCHERS**

Vouchers distributed by Elizabeth Rocha, Administrative Specialist.

**13. ANNOUNCEMENT OF NEXT MEETING**

Chair Elsea announced the next MAC Meeting will be held on Wednesday, August 21, 2024 at 6:00 PM at the METRO Admin Office, 110 Vernon Street, Santa Cruz.

**14. ADJOURNMENT**

Chair Elsea adjourned the meeting at 7:06 PM.

Respectfully submitted,

Elizabeth Rocha  
Administrative Specialist

# COMMUNICATIONS FROM MAC

Re: A welcome letter from the Metro Advisory Committee.

Corey Aldridge <caldridge@scmttd.com>

Wed 5/22/2024 11:53 AM

To: Veronica Elsea <veronica@laurelcreekmusic.com>

Cc: Elizabeth Rocha-Rocha <ERocha@scmttd.com>

Hi Veronica,

Thank you for the welcome and invitation. I would love to join the next MAC meeting.

-Corey

**Corey  
Aldridge**

CEO

He/Him

**Santa Cruz METRO**

[caldridge@scmttd.com](mailto:caldridge@scmttd.com)



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**From:** Veronica Elsea <veronica@laurelcreekmusic.com>

**Date:** Wednesday, May 22, 2024 at 11:46 AM

**To:** Corey Aldridge <caldridge@scmttd.com>

**Cc:** Elizabeth Rocha-Rocha <ERocha@scmttd.com>

**Subject:** A welcome letter from the Metro Advisory Committee.

Greetings, Corey.

The Metro Advisory Committee (MAC) would like to welcome you to Santa Cruz Metro and to our friendly, vibrant county. We look forward to working with you to identify and assist with many important issues confronting Santa Cruz Metro and its passengers.

The committee would like to invite you to join us at our next meeting on Wednesday August 21, 2024 at 6:00 pm. Our meetings are held at 110 Vernon Street.

We look forward to the beginning of a long working relationship with you as we strive to expand Santa Cruz Metro's reach throughout our county.

Again, welcome and please do not hesitate to reach out to the committee at any time.

Veronica Elsea, Chair  
Metro Advisory Committee

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# COMMUNICATIONS FROM MAC

Thank you from the Metro Advisory Committee.

Veronica Elsea <veronica@laurelcreekmusic.com>

Wed 5/22/2024 12:06 PM

To: Daniel Zaragoza <DZaragoza@scmttd.com>

Cc: Elizabeth Rocha-Rocha <ERocha@scmttd.com>

Greetings, Daniel.

On behalf of the Metro Advisory Committee, I am writing to thank you for serving as interim CEO and for everything you have contributed to Santa Cruz Metro. We appreciate your commitment to providing excellent service to all of Metro's customers and offering kind and helpful interactions with those who raised questions or concerns.

We look forward to seeing your ideas and visions for Metro's future being integrated with those of our new CEO.

Please know that you are always welcome to attend any of the MAC meetings in your new capacity.

Thank you again for your outstanding service to Santa Cruz Metro.

Veronica Elsea, Chair  
Metro Advisory Committee

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# COMMUNICATIONS FROM MAC

## MAC CHAIR ORAL REPORT

Veronica Elsea

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