



## **METRO ADVISORY COMMITTEE (MAC) MEETING AGENDA**

**FEBRUARY 16, 2022 – 6:00 PM**

**DUE TO COVID-19, THE FEBRUARY 16, 2022 METRO ADVISORY COMMITTEE (MAC) MEETING WILL BE CONDUCTED AS A TELECONFERENCE ONLY PURSUANT TO ASSEMBLY BILL 361 (GOVERNMENT CODE SECTION 54953)**

**MEMBERS OF THE PUBLIC MAY NOT ATTEND THIS MEETING IN PERSON.**

Staff and the public may participate remotely via the Zoom website at this [link](#) or by calling 1-669-900-9128, Meeting ID 821 8158 0741.

Public comment may be submitted via email to [mac@scmtd.com](mailto:mac@scmtd.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.

The METRO Advisory Committee (MAC) Meeting Agenda Packet can be found online at [www.scmtd.com](http://www.scmtd.com).

Committee recommendations are subject to action and/or change by the Board of Directors.

### **COMMITTEE ROSTER**

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

### **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. ROLL CALL**

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

3.1 Email dated 12/10/21 from Cameron Ohlson with Staff Response

**4. RECEIVE AND FILE MINUTES FROM THE METRO ADVISORY COMMITTEE MEETING OF OCTOBER 20, 2021**

James Von Hendy, Chair

**5. COMMUNICATIONS FROM METRO ADVISORY COMMITTEE**

**6. DISCUSS MAC TAKING A FORMAL POSITION ON CLIMATE CHANGE**

Michael Pisano, MAC Member

**7. COVID-19 / CEO RECRUITMENT UPDATE**

Dawn Crummié, Interim CEO/General Manager

**8. UPDATE ON INFORMATION TECHNOLOGY SYSTEMS (ITS)**

Isaac Holly, IT and ITS Director

**9. SERVICE PLANNING UPDATE**

John Urgo, Planning & Development Director

- a. Quarterly Ridership Report
- b. Bus Stops
  - i. Update on Braille Bus Stop ID Signage
  - ii. Discuss Enterprise Technology Center Bus Stop
  - iii. Update on Kaiser-Provided Shuttle Service at new Kaiser Facility
- c. Other Projects
  - i. Pacific Station North Redevelopment Project
  - ii. Pacific Station Lobby Access

**10. COMMUNICATIONS TO THE METRO CEO**

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

**12. ITEMS FOR NEXT MEETING AGENDA**

**13. DISTRIBUTION OF VOUCHERS - WILL BE MAILED ON FEBRUARY 17, 2022**

Donna Bauer, Executive Assistant

**14. ADJOURNMENT**

**Accessibility for Individuals with Disabilities**

This document has been created with accessibility in mind. With the exception of certain 3rd 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 for 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.

# COMMUNICATIONS TO THE METRO ADVISORY COMMITTEE

**From:** [John Urgo](#)  
**To:** "[cmohlson@ucsc.edu](mailto:cmohlson@ucsc.edu)"  
**Cc:** [Donna Bauer](#)  
**Subject:** RE: Route 20 Expansion  
**Date:** Wednesday, December 15, 2021 2:59:50 PM  
**Attachments:** [image001.png](#)

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Hi Cameron,

Thanks for contacting Santa Cruz METRO. We will consider your request for service changes during our next quarterly service adjustment process. We are currently planning for the spring service change, which begins March 17<sup>th</sup>.

Going into fall, we restored Route 22 when the campus reopened; historically, this route never ran on weekends. We also added new trips serving the Seymour Center on Route 20 on weekdays and weekends, providing additional connections to UCSC and downtown Santa Cruz. This extension also served as a partial replacement of Route 3 (a new Route 18 with more frequent service on Mission St being the other part of the replacement). Route 22 is the lowest ridership UCSC route and Route 3 was the lowest ridership local route.

Given a lack of increased operational funding and a severe bus operator shortage as a result of the pandemic, increasing service to the Seymour Center would likely mean having to cut service from elsewhere in the district. However, even if a service increase is not possible at this time, there may be adjustments we can make to schedules and transfers on weekends so that it doesn't require students to travel for hours.

Thanks again for your email and for bring this to our attention.

John

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



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**From:** Cameron Ohlson <[cmohlson@ucsc.edu](mailto:cmohlson@ucsc.edu)>  
**Sent:** Friday, December 10, 2021 11:35 AM  
**To:** [mac@scmtd.com](mailto:mac@scmtd.com)  
**Subject:** Route 20 Expansion

# COMMUNICATIONS TO THE METRO ADVISORY COMMITTEE

## This Message Is From an External Sender

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Dear Santa Cruz Metro,

I'm writing to express my concern about the lack of transportation options to the coastal science campus on weekends, specifically for UCSC students and staff. In short, *we need route 20 to expand its Seymour Center stops in the mornings and afternoons of the weekend*. Each weekend, UCSC students and staff are needed at the Seymour Center and other Coastal Science Campus buildings. Student employment is vital to the Seymour Center. The front desk for our exhibit hall is staffed by students every day we're open, including our busiest days on the weekend. Our student aquarists maintain the health of our live animals as well.

Unfortunately, there is almost a complete lack of public transportation options to the Seymour Center and Coastal Science Campus during the weekend. This presents a challenge to our mission of maintaining an equitable work environment. If a student were to leave UCSC's main campus at 8 AM on the weekend for work, the quickest public transportation available would get them to the Coastal Science Campus at 10:53 AM. It's a 10-minute drive. Therefore, we can only staff students with personal cars in the morning. On weekend afternoons and evenings, our work-study students have to walk 18 minutes to Natural Bridges (the closest functioning bus stop) on Delaware avenue, which does not have a sidewalk. This is far from ideal for any student, let alone one that may have a disability preventing them from making the trek along Delaware to work. It's a dark, poorly-lit road and is known as a higher-crime area.

An expansion of the route 20 times to include morning and evening stops at the Seymour Center during the weekend is sorely needed. We rely on student employment here and our students rely on the public transportation system to get them where they need to be.

If there is a better person to reach out to, please let me know.

Thank you for your consideration,

Cameron Ohlson

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**Cameron Ohlson**

**Admissions and Retail Operations Coordinator,**

**Seymour Marine Discovery Center**

**[Pronouns:](#) He/Him/His**

Long Marine Laboratory

# COMMUNICATIONS TO THE METRO ADVISORY COMMITTEE

UC Santa Cruz Coastal Science Campus  
100 McAllister Way  
Santa Cruz, CA 95060

[seymourcenter.ucsc.edu](http://seymourcenter.ucsc.edu)

Office (831) 459-2784; Main (831) 459-3800



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# MINUTES\*

MAC MEETING OF October 20, 2021



The METRO Advisory Committee (MAC) met on Wednesday, October 20, 2021. The meeting was held via teleconference. \*Minutes are "summary" minutes, not verbatim minutes.

**1. CALL TO ORDER** at 6:00 PM.

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

James Von Hendy, Chair	Veronica Elsea
Joseph Martinez, Vice Chair	Michael Pisano
James Cruse <b>Absent</b>	Becky Taylor
Jessica de Wit	

Additional METRO staff and presenters:

Alex Clifford, CEO/General Manager	Curtis Moses, Safety, Security, & Risk Management Director
Margo Ross, Chief Operations Officer	Brandon Freeman, Bus Operator
Isaac Holly, IT and ITS Director	Donna Bauer, Administrative Specialist
John Urgo, Planning & Development Director	

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

Chair Von Hendy referred to the letters attached to the agenda and appreciated that METRO staff had addressed them.

**4. RECEIVE AND FILE MINUTES FROM THE METRO ADVISORY COMMITTEE MEETING OF AUGUST 18, 2021**

**MOTION: ACCEPT AND FILE THE MINUTES FROM THE METRO ADVISORY COMMITTEE MEETING OF AUGUST 18, 2021 AS PRESENTED**

**MOTION: ELSEA SECOND: TAYLOR**

**MOTION PASSED WITH 6 AYES: Von Hendy, Martinez, de Wit, Elsea, Pisano, and Taylor. Cruse was absent.**

**5. COMMUNICATIONS FROM METRO ADVISORY COMMITTEE (MAC)**

Discussion unfolded on when the Chair would give the next MAC report to the Board of Directors (BOD). Due to scheduling constraints, an update will be given at the January 28, 2022 BOD meeting.

**6. COVID-19 UPDATE**

Alex Clifford, CEO/General Manager, reported on the following:

- No METRO employee has tested positive for COVID-19 since September 10, 2021.
- METRO continues to offer on-site testing for those employees unvaccinated.
- METRO is working on a mandatory vaccine policy.
- METRO continues to follow all of the COVID-19 protocols from the CDC, OSHA, Cal-OSHA, FTA and the County Health Department to keep the workplace safe.
- CDC moved Santa Cruz County to the yellow or moderate level.

Vice Chair Martinez praised METRO for honoring Jaime Garcia-Perez at his memorial service by decorating a ParaCruz van that he drove for many years.

Mr. Pisano thanked METRO for keeping the Bus Operators and passengers safe during COVID. Discussion ensued around Bus Operators getting flu shots. CEO Clifford said that METRO does not make that mandatory but does offer a flu clinic every fall.

Ms. Elsea asked for an update on the number of people who can ride on the Hwy. 17 buses. CEO Clifford responded that Santa Clara County Valley Transportation Authority (VTA) has eliminated the capacity constraints on the Hwy. 17 buses.

Ms. Elsea mentioned that it is difficult to hear the announcements with a mask on and requested that Bus Operators in Lane 1 at the METRO Center be more alert to blind people walking in that area. Margo Ross, Chief Operations Officer, said that METRO can be more vigilant.

Ms. Elsea requested an update on the Operator shortage. CEO Clifford responded that METRO is actively recruiting Bus Operators. Human Resources and Marketing are attending local events and advertising on radio and television to promote the \$4,000 hiring bonus. Ms. Taylor inquired if METRO has considered raising the pay for Bus Operators. CEO Clifford replied that METRO Bus Operators rank about 10<sup>th</sup> among the highest paid Operators in the nation.

## **7. INFORMATION TECHNOLOGY SYSTEMS (ITS) UPDATE**

Isaac Holly, IT and ITS Director, said METRO has issued a notice of termination of contract to GMV Syncromatics. METRO is working on awarding the contract to the next vendor.

Ms. Elsea thanked Director Holly for his commitment to this project and offered assistance in the form of letter writing to the Board of Directors if needed. Mr. Pisano and Ms. Elsea reminded Director Holly they would be available for beta testing with the new vendor.

## **8. SERVICE PLANNING UPDATE**

### **a. Quarterly Ridership Report**

John Urgo, Planning and Development Director, said the quarterly ridership report will be going to the Board of Directors in November. UCSC September routes are at 90% of pre-COVID ridership. The new Route 18 has the highest ridership by trip. Local ridership numbers are at 65% of pre-COVID and Hwy. 17 is at 33% pre-COVID, but both are increasing.

### **b. Bus Stops**

#### **b.i. Bus Stop Sign Improvement**

Director Urgo reported that the new bus stop poles and signs have been replaced at all 800 bus stops. Discussion followed regarding adding Stop ID in Braille to the signs. It was determined that further discussion was needed at the next MAC meeting.

#### **b.ii. Maintenance of Simme-Seats at Bus Stops**

Director Urgo said Facilities has two spare Simme-Seats. If one is not in good condition, please report it so it can be replaced.

### **c. Other Projects**

#### **c.i. ParaCruz and On-Demand Microtransit Trips**

Director Urgo is bringing a report to the BOD on Friday, October 22, 2021 regarding METRO's on-demand microtransit service. METRO is about six months into this project. We are averaging seven trips per day which is low. About two-thirds of the ridership is existing paratransit customers, telling us that ParaCruz riders appreciate the ability to book trips on the same day. Discussion followed on the rules and radius of same day bookings.

Chair Von Hendy asked if METRO is advertising the service available on Hwy. 17 now that the VTA constraints have been lifted. Director Urgo said not any more than pre-COVID. He added that METRO is evaluating the Hwy. 17 route and will look at providing trips to San Jose State University for the winter schedule.

Ms. Elsea asked for an update on the Pacific Station North Redevelopment Project. After a brief discussion on grant funding, it was decided to add this topic to the next MAC agenda to explore further.

**9. ESTABLISH AND APPROVE THE METRO ADVISORY COMMITTEE 2022 MEETING SCHEDULE**

**MOTION: APPROVE THE 2022 MAC MEETING DATES OF FEBRUARY 16, APRIL 20, AUGUST 17, AND OCTOBER 19.**

**MOTION: PISANO**

**SECOND: ELSEA**

**MOTION PASSED WITH 6 AYES: Von Hendy, Martinez, de Wit, Elsea, Pisano, and Taylor. Cruse was absent.**

**10. ELECT THE METRO ADVISORY COMMITTEE CHAIR AND VICE CHAIR FOR 2022 TERM**

**MOTION: ELECT CHAIR VON HENDY FOR A ONE-YEAR TERM (JANUARY 1 – DECEMBER 31, 2022)**

**MOTION: ELSEA**

**SECOND: DE WIT**

**MOTION PASSED WITH 6 AYES: Von Hendy, Martinez, de Wit, Elsea, Pisano, and Taylor. Cruse was absent.**

**MOTION: ELECT VICE CHAIR MARTINEZ FOR A ONE YEAR TERM (JANUARY 1 – DECEMBER 31, 2022)**

**MOTION: DE WIT**

**SECOND: ELSEA**

**MOTION PASSED WITH 6 AYES: Von Hendy, Martinez, de Wit, Elsea, Pisano, and Taylor. Cruse was absent.**

**11. COMMUNICATIONS TO THE METRO CEO**

None.

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

None.

**13. ITEMS FOR NEXT MEETING AGENDA**

- Update on Braille signage to identify the Bus Stop ID
- Update on Pacific Station North Redevelopment Project
- MAC taking a position on climate change
- Discuss bus stop at Enterprise Technology Center

**14. DISTRIBUTION OF VOUCHERS**

Donna Bauer, Administrative Specialist, will mail out the vouchers on Thursday, October 21, 2021 to all members in attendance at this meeting.

**15. ADJOURNMENT**

The next MAC meeting is scheduled for Wednesday, February 16, 2022 at 6:00 PM. Meeting adjourned at 7:08 PM.

Respectfully submitted,

Donna Bauer  
Administrative Specialist

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## Campaign for Sustainable Transportation

Rick Longinotti, Co-chair [Rick@sustainabletransportationSC.org](mailto:Rick@sustainabletransportationSC.org)

October 6, 2021

METRO Board of Directors  
cc. METRO Advisory Committee

Dear Board Members,

This is to support the addition of a bus stop at the Enterprise Technology Center on Scotts Valley Dr. Currently the closest bus stop is a 15 minute walk for the many employees and visitors at ETC. There are 1000 vehicles per day parked at the ETC lots. A new bus stop would provide another option for these people, contributing to our County's social equity and climate goals.

Thank you,

*Rick Longinotti*

# DISTRIBUTED WITH 10/20/2021 MAC AGENDA PACKET

Donna Bauer

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**From:** John Urgo  
**Sent:** Wednesday, October 06, 2021 4:18 PM  
**To:** 'Rick Longinotti'  
**Cc:** Donna Bauer  
**Subject:** RE: bus stop @ ETC Scotts Valley Dr.

Hi Rick,

Thank you for your comment. Adding service to the Enterprise Technology Center would involve a route extension or deviation and METRO unfortunately does not have the workforce available to add service at this time.

In addition, the only ADA accessible location to stop a bus is a pullout traveling northbound on Santas Village Road. After servicing this location, the bus would have to reenter Highway 17 going northbound. This means the only way to serve the Enterprise Technology Center is in one direction on Highway 17 buses traveling northbound to San Jose. This type of single direction deviation is not considered best practice by METRO because it is confusing to the general public and inconvenient for those who need to travel roundtrip to/from this location.

As an alternative, METRO's Cruz On-Demand service is available to the general public for service to this location from any address within a three-mile radius. Trips can be booked on-demand online up to 24 hours in advance:  
<https://www.scmtd.com/en/metro-paracruz/cruz-on-demand>.

Please feel free to follow up with additional questions or concerns.

Thanks,

John

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

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

**From:** Rick Longinotti [REDACTED]  
**Sent:** Wednesday, October 06, 2021 11:44 AM  
**To:** [boardinquiries@scmtd.com](mailto:boardinquiries@scmtd.com); [mac@scmtd.com](mailto:mac@scmtd.com)  
**Cc:** Mike Pisano [REDACTED] James Sandoval [REDACTED]  
**Subject:** bus stop @ ETC Scotts Valley Dr.

Please see my attached correspondence.

Thanks,  
Rick

# DISTRIBUTED WITH 10/20/2021 MAC AGENDA PACKET

Donna Bauer

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**From:** Barry Scott [REDACTED]  
**Sent:** Friday, October 01, 2021 11:17 AM  
**To:** mac@scmtd.com; boardinquiries@scmtd.com  
**Subject:** Please Support for a Bus Stop at the ETC in Scotts Valley

## This Message Is From an External Sender

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[Report Suspicious](#)

Dear Metro Advisory Committee and Metro Board members,

I support adding a Metro Bus Stop at The Enterprise Technology Center (ETC) in Scotts Valley!

### Background:

The ETC has about 1000 cars a day parking in its parking lots. I have been a single voice, for over 5 years, trying to convince 13 Metro Board members to add a bus stop at ETC. I currently work at the UC Scotts Valley Center at the ETC, and I am asking for support as a local citizen. I use the Metro regularly. The nearest bus stop to the ETC is by the Kaiser on Scotts Valley Drive - which is a 15-minute hilly walk and deters many from using our Metro to get to the ETC. This bus stop at the ETC may help take cars off of our roads.

Warm regards,

Barry

--

Barry Scott  
[REDACTED]

# DISTRIBUTED WITH 10/20/2021 MAC AGENDA PACKET

**From:** John Urgo <JUrgo@scmttd.com>  
**Sent:** Friday, October 15, 2021 10:17 AM  
**To:** 'barry\_scott@sbcglobal.net' <barry\_scott@sbcglobal.net>  
**Cc:** Donna Bauer <DBauer@scmttd.com>  
**Subject:** RE: Please Support for a Bus Stop at the ETC in Scotts Valley

Dear Mr. Scott,

Thank you for your comment. There are a couple of factors that make this request challenging to fulfill.

First, adding service to the Enterprise Technology Center would require a deviation on Route 35 of about five minutes in each direction, inconveniencing the majority of passengers traveling between Santa Cruz and Scotts Valley/San Lorenzo Valley. While this may not seem like much, it would require adding operators and vehicles to the route and METRO unfortunately does not have the workforce available to expand service at this time.

Second, routing through a private parking lot presents its own challenges. Besides the delay added to the route by having to negotiate a bus through a constrained parking lot with 1,000 cars, METRO would need to negotiate an indemnity agreement with the owner for any damage to pavement not designed for heavy vehicles like METRO buses.

There is an ADA accessible bus stop traveling northbound on Santas Village Road, but this stop can only be served in one direction by buses that then continue northbound on Highway 17. This type of single direction service is not best practice and still inconvenient for those who need to travel roundtrip from this location.

I visited the ETC on multiple occasions this week during the morning and afternoon peak periods. I counted about 50 cars parked in the structured parking lot (some had been parked overnight for multiple days) and about 10 on the surface lot. These numbers do not equate to the level of demand that your email would suggest (see photos attached).

Staff will continue to investigate the issue. As an alternative, METRO's Cruz On-Demand service is available to the general public for service to this location from any address within a three-mile radius. Trips can be booked on-demand online up to 24 hours in advance: <https://www.scmttd.com/en/metro-paracruz/cruz-on-demand>.

Please feel free to follow up with additional questions or concerns.

Thanks,

John

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















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