



**METRO ADVISORY COMMITTEE (MAC) MEETING AGENDA
FEBRUARY 19, 2025 – 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: 863 3426 3878**

The METRO Advisory Committee (MAC) Meeting Agenda Packet can be found online at 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. 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. 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.

3. 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.

3.1 Email dated 11/03/24 from Michelle Onalfo with METRO’s response

4. RECEIVE AND FILE MINUTES FROM THE METRO ADVISORY COMMITTEE MEETING OF OCTOBER 16, 2024

Veronica Elsea, Chair

5. COMMUNICATIONS FROM THE METRO ADVISORY COMMITTEE

5.1 MAC Chair’s oral report on the semi-annual update provided to the Board on 12/20/24

6. SERVICE PLANNING UPDATE

John Urgo, Chief Planning & Innovation Officer

- 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 Pacific Station North
 - iv. Update on Watsonville Transit Center
 - v. Update on Highway 1 Bus-On-Shoulder

7. UPDATE ON PARACRUZ ELIGIBILITY

Rina Solorio, Assistant Operations Manager, ParaCruz

- 8. UPDATE ON THE STATUS OF THE NEW METRO WEBSITE AND APPS**
Margo Ross, COO
- 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, APRIL 16, 2025 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@scmtd.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@scmtd.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.scmtd.com subject to staff's ability to post the document before the meeting.

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COMMUNICATIONS TO MAC

Re: Light for Deerwood Dr

From John Urgo <JUrgo@scmttd.com>

Date Tue 11/12/2024 2:02 PM

To [REDACTED]

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

Hi Michelle,

Thank you for reaching out with your concerns about the Deerwood Dr bus stop. We completely understand the importance of student safety, especially during the darker morning hours.

Each year the Regional Transportation Commission (RTC) and its Elderly & Disabled Technical Advisory Committee develop a list of paratransit and transit needs. We will work with RTC to add this request to this “Unmet Transit and Paratransit Needs List,” which identifies transportation needs that have community support, but are not currently being met by the existing public transit system. You can also make your own request here (this is a link to the 2022 list): <https://www.sccrtc.org/services/seniors-accessible-transportation-services/accessible-transportation-input-unmet-needs/>

While many transit needs cannot be met due to insufficient funding, the Unmet Needs List serves to highlight these needs for decision-makers and the public, as well as identifying the highest priority unmet needs. The list is drafted by the E&D TAC and is reviewed and adopted by the Regional Transportation Commission each year.

While lighting at this stop may not be feasible right now, we appreciate your input, and we’ll keep this location in mind as we assess our priorities for future improvements.

Thank you again for your understanding, and please feel free to reach out if you have any other concerns.

Thanks!

COMMUNICATIONS TO MAC

Light for Deerwood Dr

From Michelle Onalfo [REDACTED]
Date Sun 11/3/2024 11:07 AM
To MAC <mac@scmtd.com>

Hello!

It's starting to get dark in the morning and I'm a little worried about students waiting at the Deerwood Dr bus stop in Boulder Creek. Can we get a light installed there? Let me know if this a Santa Cruz Metro action or something they community needs to figure out

Thanks,
Michelle

MINUTES*

MAC MEETING OF OCTOBER 16, 2024



The METRO Advisory Committee (MAC) met on Wednesday, October 16, 2024. The meeting was held as a hybrid meeting. *Minutes are “summary” minutes, not verbatim minutes.

1. **CALLED TO ORDER** at 6:03 PM by Chair Elsea.

2. **SAFETY DEBRIEF**

Gregory Strecker, Safety, Security & Risk Management Director, provided a safety debrief emphasizing the evacuation routes in case of an emergency.

3. **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

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

Chair Elsea acknowledged the written communication in the packet. Chair Elsea said that new Bus Operators are doing a great job and was appreciative of that.

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

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

MOTION: ACCEPT AND FILE THE MINUTES FROM THE METRO ADVISORY COMMITTEE MEETING OF AUGUST 21, 2024 AS PRESENTED

MOTION: PISANO

SECOND: VON HENDY

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

6. **COMMUNICATIONS FROM METRO ADVISORY COMMITTEE**

Chair Elsea mentioned the letter in the packet that she wrote to the Board of Directors (Board).

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

7. **FY25 AND FY26 FINAL BUDGET UPDATE**

Chuck Farmer, CFO, spoke to the presentation and reviewed the FY25 and FY26 final operating budget, operating budget risks, and operating reserves. He also reviewed the capital budget. CFO Farmer focused on the changes that were made to the operating budget.

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

8. **REVIEW OF THE DESIGN OF THE PACIFIC STATION NORTH**

John Urgo, Planning & Development Director, provided an update on the Pacific Station North Project. The original Pacific Station Booth and Transit Center closed on February 2024 and temporarily relocated to the River Front Transit Center. Director Urgo discussed the new METRO bus station’s layout.

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

9. SERVICE PLANNING UPDATE

a. Quarterly Ridership Report

John Urgo, Planning & Development Director, gave an update on ridership for Q1 of FY25. Overall, total ridership increased about 14% compared to FY24 Q1. Director Urgo mentioned that the full quarterly ridership report will be going to the full Board in November 2024.

b. Bus Stops

b.i. Update on Braille Bus Stop Signage

Chair Elsea reported that she has discussed this item with others and will continue to work on this issue. They are currently waiting for the bus routes and stops to become more consistent.

c. Other Projects

c.i. Update on Reimagine METRO

Director Urgo provided an update on Reimagine METRO. He reported that METRO is still in the expansion phase. He mentioned that the amount of service that could be increased in the Winter is limited due to METRO's aging fleet. Discussion continued regarding METRO's fleet.

c.ii. Update on River Front Transit Center

Director Urgo mentioned that he will continue to take comments and suggestions on improving the River Front Transit Center.

10. ESTABLISH AND APPROVE THE METRO ADVISORY COMMITTEE 2025 MEETING SCHEDULE

MOTION: APPROVE THE 2025 MAC MEETING DATES OF FEBRUARY 19, APRIL 16, AUGUST 20, AND OCTOBER 15

MOTION: PISANO

SECOND: VON HENDY

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

11. ELECT THE METRO ADVISORY COMMITTEE CHAIR AND VICE CHAIR FOR 2025 TERM

MOTION: ELECT CHAIR ELSEA FOR A ONE-YEAR TERM (JANUARY 1 – DECEMBER 31, 2025)

MOTION: PISANO

SECOND: DE WIT

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

MOTION: ELECT VICE CHAIR MARTINEZ FOR A ONE-YEAR TERM (JANUARY 1 – DECEMBER 31, 2025)

MOTION: PISANO

SECOND: DE WIT

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

12. COMMUNICATIONS TO THE METRO CEO/GENERAL MANAGER

None.

13. COMMUNICATIONS TO THE METRO BOARD OF DIRECTORS

None.

14. ITEMS FOR NEXT MEETING AGENDA

- Service Planning Updates
- Quarterly Ridership Report
- Update on Reimagine METRO
- Update on Transit Centers (Watsonville Transit Center, Pacific Station North, & River Front Transit Center)
- Update on Highway 1 Bus-On-Shoulder

15. DISTRIBUTION OF VOUCHERS

Vouchers distributed by Elizabeth Rocha, Administrative Specialist.

16. ANNOUNCEMENT OF NEXT MEETING

Chair Elsea announced the next MAC meeting will be held on Wednesday, February 19, 2025 at 6:00 PM at the METRO Admin Office, 110 Vernon Street, Santa Cruz.

17. ADJOURNMENT

Chair Elsea adjourned the meeting at 7:30 PM.

Respectfully submitted,

Elizabeth Rocha
Administrative Specialist

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COMMUNICATIONS FROM MAC

MAC CHAIR ORAL REPORT

VERONICA ELSEA