



# AGENDA

## BOARD OF DIRECTORS REGULAR MEETING

OCTOBER 10, 2014 – 8:30 AM

SANTA CRUZ METRO ADMINISTRATIVE OFFICES  
110 VERNON STREET  
SANTA CRUZ, CA 95060

**MISSION STATEMENT:** *“To provide a public transportation service that enhances personal mobility and creates a sustainable transportation option in Santa Cruz County through a cost-effective, reliable, accessible, safe, clean and courteous transit service.”*

THE BOARD MEETING AGENDA PACKET CAN BE FOUND ONLINE AT [WWW.SCMTD.COM](http://WWW.SCMTD.COM) AND IS AVAILABLE FOR INSPECTION AT SANTA CRUZ METRO’S ADMINISTRATIVE OFFICES LOCATED AT 110 VERNON STREET, SANTA CRUZ, CALIFORNIA

- |                          |   |                                     |
|--------------------------|---|-------------------------------------|
| <input type="checkbox"/> | <i>Director Hilary Bryant</i>             | <u><i>City of Santa Cruz</i></u>    |
| <input type="checkbox"/> | <i>Director Dene Bustichi, Chair</i>      | <u><i>City of Scotts Valley</i></u> |
| <input type="checkbox"/> | <i>Director Karina Cervantez</i>          | <u><i>City of Watsonville</i></u>   |
| <input type="checkbox"/> | <i>Director Daniel Dodge</i>              | <u><i>City of Watsonville</i></u>   |
| <input type="checkbox"/> | <i>Director Zach Friend</i>               | <u><i>County of Santa Cruz</i></u>  |
| <input type="checkbox"/> | <i>Director Ron Graves</i>                | <u><i>City of Capitola</i></u>      |
| <input type="checkbox"/> | <i>Director Michelle Hinkle</i>           | <u><i>County of Santa Cruz</i></u>  |
| <input type="checkbox"/> | <i>Director Deborah Lane</i>              | <u><i>County of Santa Cruz</i></u>  |
| <input type="checkbox"/> | <i>Director John Leopold</i>              | <u><i>County of Santa Cruz</i></u>  |
| <input type="checkbox"/> | <i>Director Bruce McPherson</i>           | <u><i>County of Santa Cruz</i></u>  |
| <input type="checkbox"/> | <i>Director Lynn Robinson, Vice Chair</i> | <u><i>City of Santa Cruz</i></u>    |
| <input type="checkbox"/> | <i>Ex-Officio Director Donna Blitzer</i>  | <u><i>UC Santa Cruz</i></u>         |

*Alex Clifford, CEO*  
*Leslyn K. Syren, District Counsel*

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### **TITLE 6 - INTERPRETATION SERVICES / TÍTULO 6 - SERVICIOS DE TRADUCCIÓN**

*Spanish language interpretation and Spanish language copies of the agenda packet are available on an as-needed basis. Please make advance arrangements with the Administrative Services Coordinator at 831-426-6080. Interpretación en español y traducciones en español del paquete de la agenda están disponibles sobre una base como-necesaria. Por favor, hacer arreglos por adelantado con Coordinador de Servicios Administrativos al numero 831-426-6080.*



### **AMERICANS WITH DISABILITIES ACT**

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**MEETING LOCATION:**  
**SANTA CRUZ METRO ADMINISTRATIVE OFFICES**  
**110 VERNON STREET, SANTA CRUZ, CA**

**8:30 AM**

***NOTE: THE BOARD CHAIR MAY TAKE ITEMS OUT OF ORDER***

### **SECTION I: OPEN SESSION**

**1. CALL TO ORDER**

**2. ROLL CALL**

**3. ANNOUNCEMENTS**

**4. COMMUNICATIONS TO THE BOARD OF DIRECTORS**

*This time is set aside for Directors and members of the general public to address any item not on the Agenda which is within the subject matter jurisdiction of the Board. No action or discussion shall be taken on any item presented except that any Director 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. All matters relating to Santa Cruz METRO will be noted in the minutes and may be scheduled for discussion at a future meeting or referred to staff for clarification and report. Any Director may place matters brought up under Communications to the Board of Directors on a future agenda. In accordance with District Resolution 69-2-1, speakers appearing at a Board meeting shall be limited to three minutes in his or her presentation. Any person addressing the Board may submit written statements, petitions or other documents to complement his or her presentation. When addressing the Board, the individual may, but is not required to, provide his/her name and address in an audible tone for the record.*

**5. LABOR ORGANIZATION COMMUNICATIONS**

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

### **CONSENT AGENDA**

*All items appearing on the Consent Agenda are recommended actions which are considered to be routine and will be acted upon as one motion. All items removed will be considered later in the agenda. The Board Chair will allow public input prior to the approval of the Consent Agenda items.*

**7-1. NOTICE OF ACTION TAKEN IN CLOSED SESSION**

Leslyn K. Syren, District Counsel

**7-2. ACCEPT AND FILE MINUTES OF BOARD OF DIRECTORS MEETING OF SEPTEMBER 26, 2014**

Alex Clifford, CEO



**REVISED**

**REGULAR AGENDA**

- 8. ORAL REPORT ON FEDERAL LEGISLATIVE UPDATE FROM CAPITAL EDGE**  
Chris Giglio, Capital Edge
- 9. ORAL REPORT ON STATE LEGISLATIVE UPDATE FROM SHAW/YODER/ANTWIH, INC.**  
Josh Shaw, Shaw/Yoder/Antwih Inc.
- 10. BUDGET WORKSHOP III OF VIII**  
Alex Clifford, CEO
- 11. REVIEW OF ITEMS TO BE DISCUSSED IN CLOSED SESSION**  
Leslyn K. Syren, District Counsel
- 12. ANNOUNCEMENT OF NEXT MEETING: FRIDAY, OCTOBER 24, 2014 AT 9:00 AM, SANTA CRUZ CITY COUNCIL CHAMBERS, 809 CENTER ST, SANTA CRUZ, CA**  
Vice-Chair Lynn Robinson
- 13. ADJOURNMENT**  
Vice-Chair Lynn Robinson

**SECTION II: CLOSED SESSION**

- 1. PUBLIC EMPLOYEE PERFORMANCE EVALUATIONS**  
Title: CEO/General Manager  
Title: District Counsel
- 2. PUBLIC EMPLOYMENT**  
Title: Maintenance Manager

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*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 to the Board of Directors 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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# SANTA CRUZ METROPOLITAN TRANSIT DISTRICT

## NOTICE OF ACTION TAKEN IN CLOSED SESSION MEMORANDUM

DATE: October 10, 2014  
TO: Board of Directors  
FROM: Leslyn K. Syren, District Counsel   
SUBJECT: Notification Of Action Taken In Closed Session Regarding the Following:  
Kathryn Lichti v. Santa Cruz Metropolitan Transit District, Case No. CV178054

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### **Kathryn Lichti v. Santa Cruz Metropolitan Transit District, Case No. CV178054**

On August 22, 2014, in closed session the Board of Directors authorized a settlement of this matter, for an accident that occurred on October 2, 2012, in Scotts Valley, California. The following directors authorized the settlement: Cervantez, Bustichi, Dodge, Friend, Graves, Lane, Leopold, and McPherson. Directors Bryant, Hinkle and Robinson were absent.

Pursuant to this direction, Santa Cruz METRO obtained a **Release In Full Of All Claims and Rights** executed by plaintiff Kathryn Lichti and her attorney on August 28, 2014.

On September 8, 2014, a settlement check was provided to the plaintiff and her attorney in the sum of \$35,000.00 pursuant to settlement authorization.

A Dismissal with Prejudice of the Entire Action was filed by the plaintiff's attorney and the Court entered a Dismissal of the entire action of all parties and all causes of action on September 22, 2014.

Santa Cruz METRO filed a Notice of Entry of Dismissal with the court on September 26, 2014.

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# SANTA CRUZ METROPOLITAN TRANSIT DISTRICT

**DATE:** October 10, 2014

**TO:** Board of Directors

**FROM:** Alex Clifford, CEO

**SUBJECT: ACCEPT AND FILE MINUTES OF THE SANTA CRUZ METRO BOARD OF DIRECTORS MEETING SEPTEMBER 26, 2014**

## I. RECOMMENDED ACTION

**That the Board of Directors accept and file the minutes for the Santa Cruz METRO Board of Directors meetings of September 26, 2014.**

## II. SUMMARY OF ISSUES

- Staff is providing minutes from the Santa Cruz METRO Board of Directors meeting of September 26, 2014
- Each meeting, staff will provide minutes from previous Santa Cruz METRO Board of Directors meetings.

## III. DISCUSSION

The Board requested that staff include in the Board Packet minutes for previous Santa Cruz METRO Board of Directors meetings. Staff is enclosing the minutes from these meetings as a mechanism of complying with this request.

## IV. ATTACHMENTS

**Attachment a:** Draft Minutes for the Board of Directors Meeting of September 26, 2014

Prepared By: Eriko K Dreyer, Temporary Administrative Assistant  
Date Prepared: September 17, 2014

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## MINUTES

September 26, 2014

A regular meeting of the Board of Directors of the Santa Cruz Metropolitan Transit District was convened on Friday, September 26, 2014 at the Santa Cruz City Council Chambers, located at 809 Center Street, in Santa Cruz, California.

### SECTION I: OPEN SESSION

#### 1. CALL TO ORDER

Chair Bustichi called the meeting to order at 9:05a.m.

#### 2. ROLL CALL

The following Directors were present:

Director Hilary Bryant	<input checked="" type="checkbox"/>
Director Dene Bustichi	<input checked="" type="checkbox"/>
Director Karina Cervantez	<input type="checkbox"/>
Director Daniel Dodge	<input type="checkbox"/>
Director Zach Friend	<input type="checkbox"/>
Director Ron Graves	<input checked="" type="checkbox"/>
Director Michelle Hinkle	<input checked="" type="checkbox"/>
Director Deborah Lane	<input checked="" type="checkbox"/>
Director John Leopold	<input checked="" type="checkbox"/>
Director Bruce McPherson	<input checked="" type="checkbox"/>
Director Lynn Robinson	<input checked="" type="checkbox"/>
Ex-Officio Director Donna Blitzer	<input type="checkbox"/>

#### STAFF PRESENT

Alex Clifford, CEO

Leslyn K. Syren, District Counsel

#### SANTA CRUZ METRO EMPLOYEES AND MEMBERS OF THE PUBLIC WHO VOLUNTARILY INDICATED THEY WERE PRESENT (in alphabetical order)

Becky Taylor

Debbie Kinslow, Santa Cruz METRO

Angela Aitken, Santa Cruz METRO

Carolyn Derwing, SEA

#### 3. ANNOUNCEMENTS

Liseth Guizar, Security and Risk Administrator for Santa Cruz METRO, invited the Board and assembly to join a ribbon cutting after the meeting to celebrate the purchase of new buses. She also extended an invitation to the annual METRO Family Picnic on October 11<sup>th</sup> from 11am to 4pm.

#### 4. COMMUNICATIONS TO THE BOARD OF DIRECTORS

Manny Martinez, UTU, stated that having the Closed Session in the middle of the meeting makes it difficult for

# Attachment A

Minutes– Board of Directors

September 26, 2014

Page 2 of 7

people to participate. Chair Bustichi replied that they would make every effort to have the closed session at the end of the meeting but that sometimes it was unavoidable as some closed session items may have relevance to items in the regular agenda.

## **5. LABOR ORGANIZATION COMMUNICATIONS**

Eduardo Montesino, UTU, stated Bus Operators have commented that the student discount fare have really worked. He said that he had been asked repeatedly when the program was scheduled to end.

## **6. ADDITIONAL DOCUMENTATION TO SUPPORT EXISTING AGENDA ITEMS**

There was an article from the Sentinel regarding the bus fire that was displayed during Item 11. There was a packet of e-mails titled Public Comment of Item #18.

### **CONSENT AGENDA**

- 7-1. ACCEPT AND FILE MINUTES OF THE SANTA CRUZ METRO BOARD OF DIRECTORS MEETING SEPTEMBER 12, 2014**
- 7-2. ACCEPT AND FILE MINUTES FOR THE METRO ADVISORY COMMITTEE (MAC) MEETING OF JUNE 2014 AND AUGUST 2014**
- 7-3. ACCEPT AND FILE MINUTES FROM THE SANTA CRUZ COUNTY REGIONAL TRANSPORTATION COMMISSION FOR PREVIOUS MEETINGS**
- 7-4. ACCEPT AND FILE METRO PARACRUZ OPERATIONS STATUS REPORT FOR JULY 2014**
- 7-5. ACCEPT AND FILE SANTA CRUZ METRO SYSTEM RIDERSHIP REPORT FOR JULY 2014**
- 7-6. ACCEPT AND FILE STATUS REPORT FOR ACTIVE GRANTS AND SUBMITTED GRANT PROPOSALS FOR SEPTEMBER 2014**
- 7-7. CONSIDERATION OF AUTHORIZING THE CEO TO EXECUTE A CONTRACT EXTENSION EXERCISING THE 1<sup>ST</sup> OPTION WITH MANAGED HEALTH NETWORK FOR EMPLOYEE ASSISTANCE PROGRAM SERVICES IN AN AMOUNT NOT TO EXCEED \$9,500**
- 7-8. CONSIDERATION OF AUTHORIZING THE CEO TO EXECUTE A CONTRACT EXTENSION EXERCISING THE 3<sup>RD</sup> AND FINAL OPTION WITH ALLIANT INSURANCE SERVICES REP. THE HARTFORD FOR LIFE AND ACCIDENTAL DEATH & DISMEMBERMENT INSURANCE IN AN AMOUNT NOT TO EXCEED \$58,000**
- 7-9. CONSIDERATION OF AUTHORIZING THE CEO TO EXECUTE A CONTRACT EXTENSION EXERCISING THE 2<sup>ND</sup> AND FINAL OPTION WITH ALLIANT INSURANCE SERVICES REP. THE HARTFORD FOR LONG TERM DISABILITY INSURANCE IN AN AMOUNT NOT TO EXCEED \$150,000**
- 7-10. CONSIDERATION OF AUTHORIZING THE CEO TO EXECUTE A CONTRACT EXTENSION EXERCISING THE 4TH AND FINAL OPTION WITH ALLIANT INSURANCE SERVICES REP. DELTA DENTAL FOR EMPLOYEE DENTAL INSURANCE IN AN AMOUNT NOT TO EXCEED \$540,000**
- 7-11. CONSIDERATION OF AUTHORIZING THE CEO TO EXECUTE A CONTRACT EXTENSION EXERCISING THE 3RD OPTION WITH AIRTEC SERVICE FOR HVAC MAINTENANCE SERVICES IN AN AMOUNT NOT TO EXCEED \$15,000**

**7-2a.2**

# Attachment A

Minutes– Board of Directors

September 26, 2014

Page 3 of 7

- 7-12. **CONSIDERATION OF DECLARING THREE (3) FORD VANS, WIRELESS INTERNET (WIFI) EQUIPMENT, A SERVER AND A DIGITAL COPIER AS EXCESS FOR PURPOSES OF DISPOSAL OR AUCTION**
- 7-13. **CONSIDER APPROVAL OF A RETROACTIVE WAGE SCALE ADJUSTMENT FOR THE PAYROLL SPECIALIST AND PAYROLL ACCOUNTING SUPPORT SPECIALIST AS PART OF THE CONTRACTUAL WAGE SCALE REVIEW WITHIN THE MEMORANDUM OF UNDERSTANDING**
- 7-14. **CONSIDERATION OF ISSUING A FORMAL REQUEST FOR PROPOSALS FOR FLEET OUTSIDE REPAIR SERVICES**
- 7-15. **CONSIDERATION OF ISSUING A FORMAL REQUEST FOR PROPOSALS FOR SECURITY GUARD SERVICES**

**ACTION: MOTION: BRYANT SECOND: HINKLE**

**APPROVAL OF CONSENT AGENDA.**

**MOTION PASSED UNANIMOUSLY WITH DIRECTORS CERVANTEZ, DODGE, GRAVES AND LEOPOLD ABSENT.**

In consideration of the honorees, Chair Bustichi announced that items 10 and 11 will precede the closed session.

Chair Bustichi also asked for a motion to delay Item 15 and move Item 18 to follow the closed session.

**ACTION: MOTION: ROBINSON SECOND: HINKLE**

**APPROVAL OF THE POSTPONEMENT OF ITEM 15 AND MOVING ITEMS 10, 11 AND 18.**

**MOTION PASSED UNANIMOUSLY WITH DIRECTORS CERVANTEZ, DODGE, GRAVES AND LEOPOLD ABSENT.**

## REGULAR AGENDA

### **10. PRESENTATION OF EMPLOYEE LONGEVITY AWARDS**

Chair Bustichi presented certificates of appreciation for 10 years of service to ParaCruz employees Candis L. Almanza, Sandra D. Howard and Noel Trepagnier. They, in turn, spoke to the assembly and thanked the Board.

Chair Bustichi presented a certificate of appreciation for 25 years of service to A. John Daugherty. Mr. Daugherty spoke to the assembly about his years of service and what it meant to be the Accessible Services Coordinator. Members of the public spoke in congratulations and support of Mr. Daugherty. They were Bruce Gabriel, Margaret Knight and Sara Schiffrin from the La Posada community, Veronica Elsea, Ernestina Saldana and Becky Taylor.

Mr. Montesino stated ParaCruz was approaching its 10 year anniversary. He extended his congratulations to all of the Longevity Awardees.

Chair Bustichi extended his congratulations to all of the Longevity Awardees.

Director Lane congratulated and thanked John Daugherty and spoke of his accomplishments.

### **11. COMMENDATION TO JON BARTHOLOMEW FOR SERVICE ABOVE AND BEYOND THE CALL DUTY**

Mr. Bartholomew received commendation for his quick and safe response to a fire, saving both passengers and bus.

# Attachment A

Minutes– Board of Directors

September 26, 2014

Page 4 of 7

## 8. REVIEW OF ITEMS TO BE DISCUSSED IN CLOSED SESSION

Ms. Syren reviewed the item to be discussed in Closed Session.

Mr. Montesino asked if there could be more detail in all of the Closed Session titles.

Adjourned to Closed Session at 9:44am.

Director Dodge arrived at 9:50am.

## SECTION II: CLOSED SESSION

### 1. CONFERENCE WITH LEGAL COUNSEL – ANTICIPATED LITIGATION

Significant exposure to litigation pursuant to subdivision (b) of Govt. Code Section 54956.9:

One Case – Claim of Elsea and Burns

Leslyn K. Syren, District Counsel

## SECTION III: RECONVENE TO OPEN SESSION

Reconvened to Open Session at 9:59am.

### 9. REPORT OF CLOSED SESSION

Ms. Syren stated that there was a unanimous decision to participate in settlement negotiations with the two claimants..

### 18. CALTRANS PLANNING GRANT TO STUDY FEASIBILITY OF BUS ON SHOULDER AND BUS RAPID TRANSIT ON THE UNION PACIFIC RIGHT-OF-WAY

Mr. Hiltner presented the staff report and acknowledged collaboration with Erich Friedrich.

Director Friend stated he would support submitting the application for the study but was not excited by the idea.

Public comment: Brian Peoples stated he fully supported both ideas.

**ACTION: MOTION: FRIEND SECOND: DODGE**

Director Dodge said that an analysis about the rail trail was needed.

Director Lane asked for confirmation that this would not interfere with the RTC Study. Both Mr. Clifford and Mr. Hiltner responded that it would not.

Chair Bustichi asked if RTC did not support the study if they would still move forward. Mr. Clifford said they would take direction from the Board and could still move forward.

Director Friend confirmed staff recommendation to authorize application to do the study.

Chair Bustichi spoke in favor of the idea and acknowledged he was the one who requested item to be added to the agenda.

**APPROVAL FOR CEO TO SUBMIT TWO APPLICATIONS FOR FY16 CAL TRANS PLANNING GRANTS TO STUDY: 1) BUS OPERATION ON THE SHOULDER OF HIGHWAY 1; 2) BRT OPERATION ON THE RTC RAIL RIGHT-OF-WAY.**

**7-2a.4**

**MOTION PASSED UNANIMOUSLY WITH DIRECTORS CERVANTEZ, DODGE AND LEOPOLD ABSENT.**

**12. METROBASE FUNDING UPDATE AND ACTION TO CREATE A LIFE OF PROJECT BUDGET AND CAPITAL RESOURCE ALLOCATION PLAN**

Mr. Clifford presented the staff report and asked for approval of Staff Recommendations A-E.

Director Dodge questioned Section C and wanted confirmation of what Capital Restrictive was. Mr. Clifford referred to the previous Budget Workshops and reviewed the definition.

Director Lane asked if this affected the safety net of Operations reserves. Mr. Clifford responded no, these are Capital funds.

Public comment: none.

**ACTION: MOTION: FRIEND SECOND: HINKLE**

**APPROVAL TO CREATE A LIFE OF PROJECT BUDGET AND CAPITAL RESOURCE ALLOCATION PLAN PER STAFF RECOMMENDATIONS A-E.**

**MOTION PASSED UNANIMOUSLY WITH DIRECTORS CERVANTEZ, DODGE AND LEOPOLD ABSENT.**

**13. CONSIDERATION OF ISSUING A FORMAL REQUEST FOR PROPOSALS FOR FACILITIES EVALUATION FOR ADA COMPLIANCE**

Ms. Syren presented the Staff Report, seeking approval to find a professional service to perform an ADA evaluation.

Director Lane stated she would not support the item as the timing of the request seemed to be too close to pending litigation. Her preference was to have the item after the resolution to the claim. Ms. Syren replied that periodic evaluations of the workplaces and facilities were required by law and this item was not related to current litigation.

Director Dodge asked if facilities evaluations would include bus stops. Ms. Syren replied yes. Director Dodge asked what happens to the recommendations made. Ms. Syren stated they would be brought back to the Board to create a plan for improvement.

Chair Bustichi acknowledged that they were in compliance before, but with new rules and regulations some things may need to change.

Public comment: none.

**ACTION: MOTION: ROBINSON SECOND: BRYANT**

Director Dodge stated he welcomed a consultant that would evaluate across the county.

Director Lane stated she supported the motion after hearing the discussion between Director Dodge and Counsel.

**APPROVAL TO ISSUE A FORMAL REQUEST FOR PROPOSALS FOR A FACILITIES EVALUATION FOR ADA COMPLIANCE**

**MOTION PASSED UNANIMOUSLY WITH DIRECTORS CERVANTEZ, DODGE AND LEOPOLD ABSENT.**

**14. CONSIDERATION OF MODIFICATIONS TO SANTA CRUZ METRO'S DISCOUNT FARE POLICY AND ACCEPT A NEW DISCOUNT FARE APPLICATION**

Ms. Syren presented the Staff Report stating this was to approve modifications to the old policy.

Director Dodge stated he supported the policy but asked why the policy could not be expanded to include groups such as people re-entering society. Ms. Syren stated this was a policy for individuals and that there were group discounts which could be purchased in bulk. Mr. Aguirre gave details of bulk passes including rates and agencies who can apply.

Public comment: none.

**ACTION: MOTION: FRIEND SECOND: ROBINSON**

**APPROVAL OF MODIFICATIONS TO SANTA CRUZ METRO'S DISCOUNT FARE POLICY AND ACCEPT A NEW DISCOUNT FARE APPLICATION**

**MOTION PASSED UNANIMOUSLY WITH DIRECTORS CERVANTEZ, DODGE AND LEOPOLD ABSENT.**

**15. ~~CONSIDERATION OF PROVIDING DISCOUNT OR GROUP BUS PASSES TO FACILITATE TRANSPORTATION NEEDS FOR CHRONICALLY HOMELESS PERSONS UNDER THE 180/180 PROGRAM~~**

Item was pulled and postponed.

**16. CONSIDERATION OF AUTHORIZING THE PURCHASE OF FIRMWARE, BRAILLE PLACARDS AND KEY PADS FOR IMPROVING AUDIBLE/TACTILE INSTRUCTIONS AND CREDIT/DEBIT CARD SECURITY ON SANTA CRUZ METRO'S TICKET VENDING MACHINES IN AN AMOUNT NOT TO EXCEED \$25,000**

Mr. Aguirre presented the Staff Report.

Public comment: none.

**ACTION: MOTION: ROBINSON SECOND: LANE**

**APPROVAL TO AUTHORIZE THE PURCHASE OF FIRMWARE, BRAILLE PLACARDS AND KEY PADS FOR IMPROVING AUDIBLE/TACTILE INSTRUCTIONS AND CREDIT/DEBIT CARD SECURITY ON SANTA CRUZ METRO'S TICKET VENDING MACHINES IN AN AMOUNT NOT TO EXCEED \$25,000**

**MOTION PASSED UNANIMOUSLY WITH DIRECTORS CERVANTEZ, DODGE AND LEOPOLD ABSENT.**

**17. CONSIDERATION OF REJECTION OF BID RECEIVED FROM TIBER PAINTING AND AWARD OF CONTRACT TO A PLUS PAINTING FOR EXTERIOR PAINTING OF THE CAVALLARO TRANSIT CENTER IN AN AMOUNT NOT TO EXCEED \$36,200**

Ms. Alvey presented the Staff Report.

Director Bryant questioned the wide range of bids and if in choosing the cheapest if there was an expectation of hidden fees? Ms. Alvey acknowledged the process was tricky, but was awarded on a base bid.

Director Lane questioned why the signing administrator was Robyn Slater the HR Manager. Ms. Alvey replied that Ms. Slater signed as she was the Acting Maintenance Manager.

# Attachment A

Minutes– Board of Directors

September 26, 2014

Page 7 of 7

Chair Bustichi expressed concern over the lack of bids by local contractors. He asked if there could be more local advertising. Ms. Alvey replied that they announce the bid in the Sentinel, the Pajaronian and at the local Builders' Unions.

Public comment: none.

**ACTION: MOTION: ROBINSON SECOND: LANE**

**APPROVAL TO REJECT THE BID RECEIVED FROM TIBER PAINTING AND AWARD OF CONTRACT TO A PLUS PAINTING FOR EXTERIOR PAINTING OF THE CAVALLARO TRANSIT CENTER IN AN AMOUNT NOT TO EXCEED \$36,200**

**MOTION PASSED UNANIMOUSLY WITH DIRECTORS CERVANTEZ, DODGE AND LEOPOLD ABSENT.**

**20 CEO TO GIVE ORAL REPORT**

Mr. Clifford gave an oral report to update the Board on current events. He stated they did not receive the Ladders grant. He shared information about the bus fire and passed around the mechanical part that caused the fire, acknowledging a job well done by Will Reagan and the Maintenance team on the quick turnaround of the bus after the fire which was already back in service. He also acknowledged a job well done by Dispatch who responded to an out of service bus that ended with a delay of only 15 minutes. He also reminded the Board about the ribbon cutting following the meeting.

Public comment: none.

**21. ANNOUNCEMENT OF NEXT MEETING: FRIDAY OCTOBER 10, 8:30 AM, SANTA CRUZ METRO ADMINISTRATIVE OFFICES, 110 VERNON STREET, SANTA CRUZ**

Chair Bustichi announced the date, time and location of the following Board meeting.

**22. ADJOURNMENT**

Meeting adjourned at 10:55am.

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# **STRUCTURAL DEFICIT WORKSHOP**

## **III of VIII**

### **Review Performance Indicators & Peer Data**

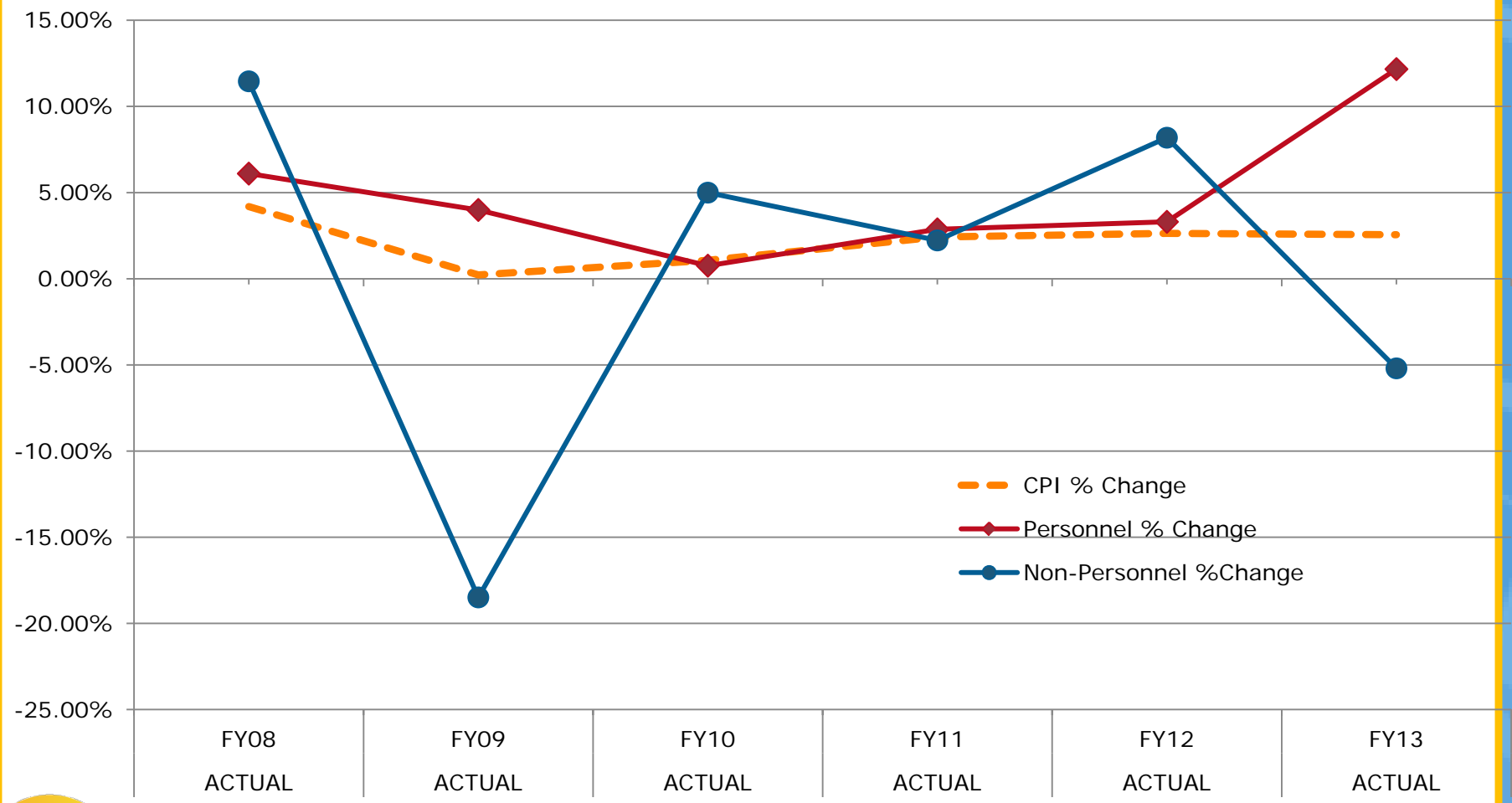
Santa Cruz METRO Board of Directors

*October 10, 2014*

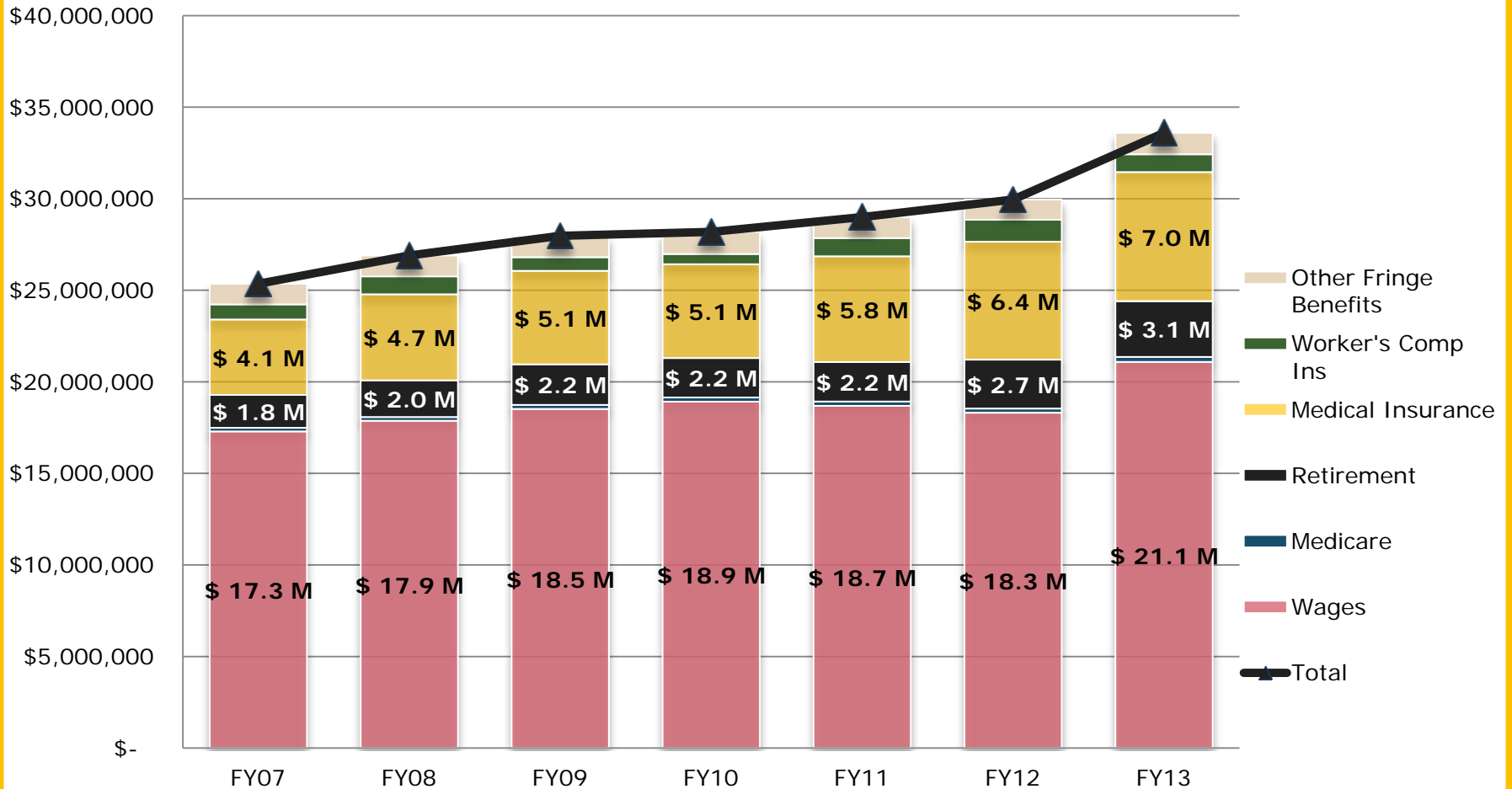
Alex Clifford, CEO

# Follow-Up Information from Previous Board Meetings

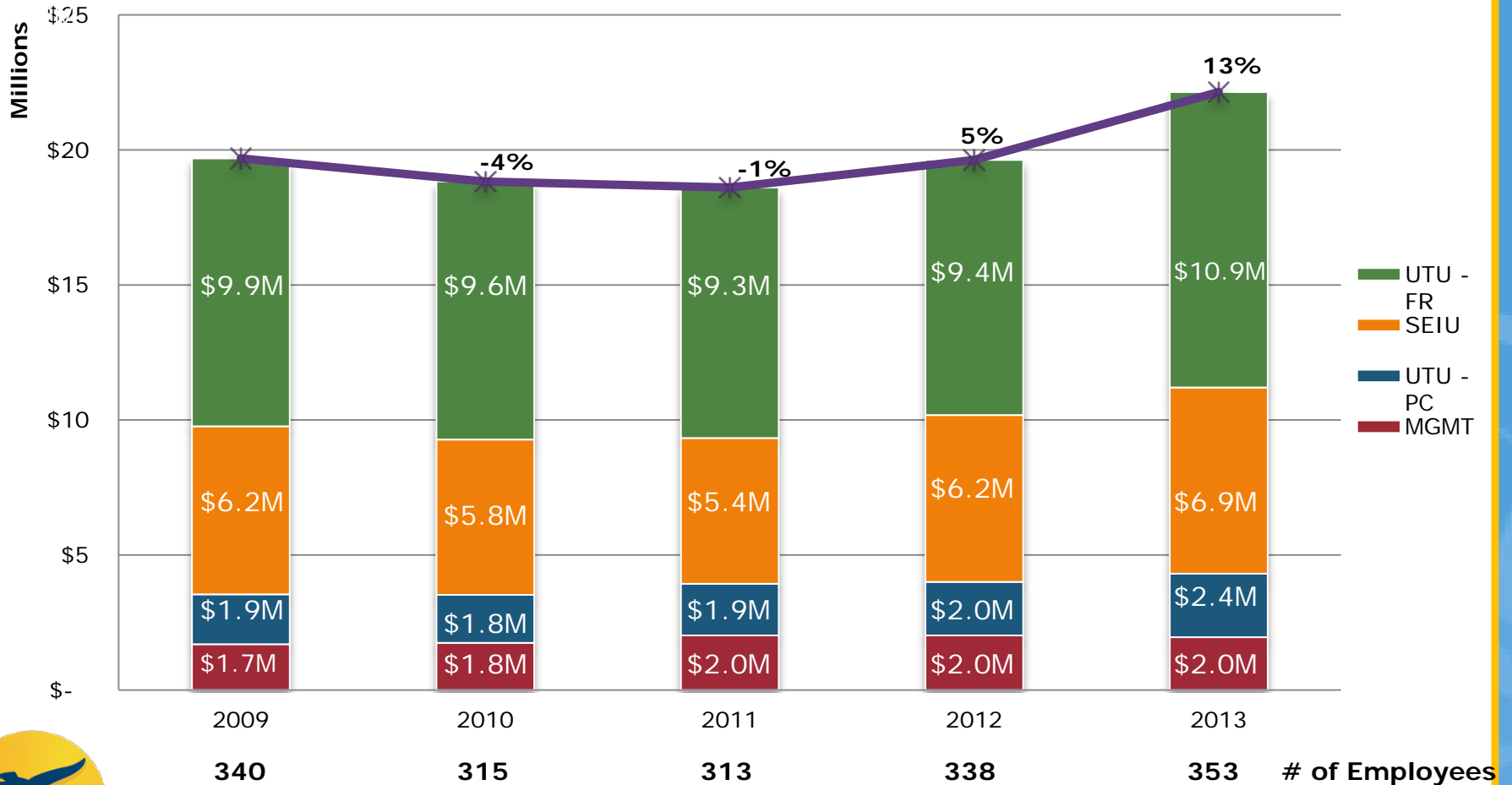
# Expense % Change Personnel, Non-Personnel vs. CPI



# Total Personnel Cost



# Total Personnel Wages by Labor Group for Calendar 2009 to 2013 (excluding Benefits)



# Grant Awards

## Discretionary Grant Awards vs. Applications FY07 - FY14

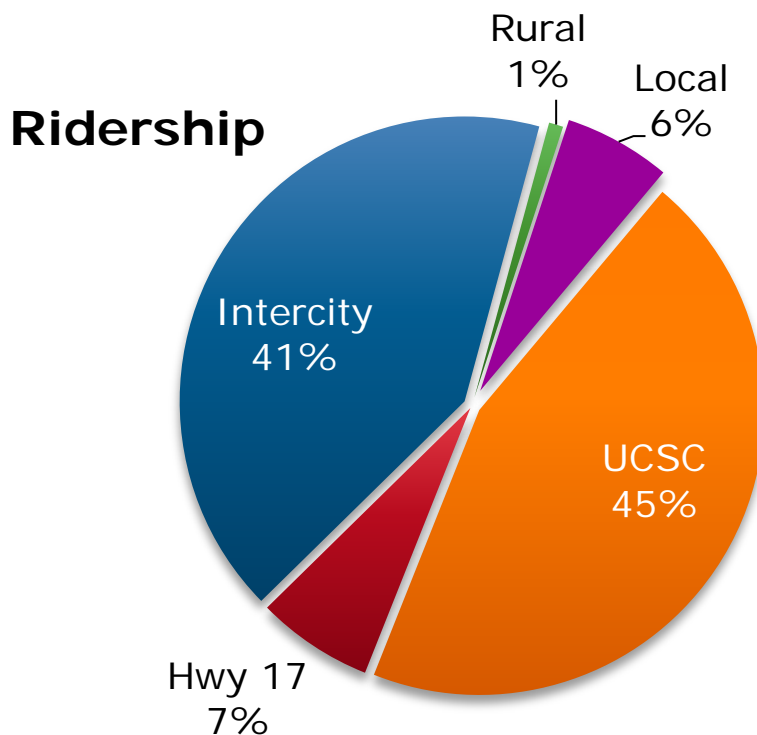
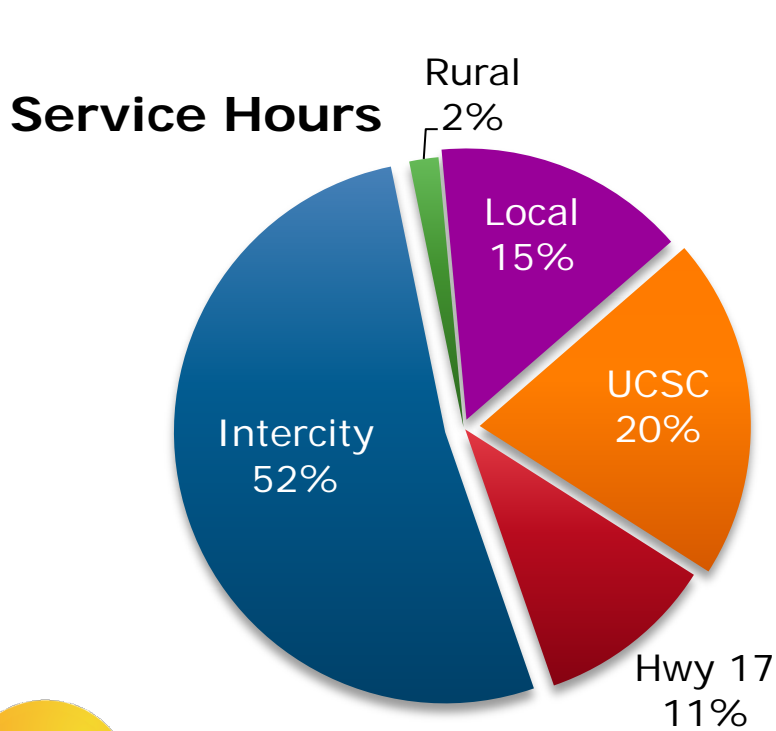
	FY07	FY08	FY09	FY10	FY11	FY12	FY13	FY14
Applications	3	1	6	1	6	6	1	7
Awards	2	1	5	-	4	5	-	4
Requested	\$ 6,624,500	\$ 525,417	\$ 5,777,900	\$ 65,000,000	\$ 8,275,226	\$ 5,016,939	\$ 40,281	\$ 6,651,059
Granted	\$ 6,400,500	\$ 515,407	\$ 5,777,900	\$ -	\$ 5,630,600	\$ 3,002,742	\$ -	\$ 433,281
% Awarded	66.7%	100.0%	83.3%	0.0%	66.7%	83.3%	0.0%	57.1%
% Requested	96.6%	98.1%	100.0%	0.0%	68.0%	59.9%	0.0%	6.5%

# Overview of Today's Presentation

- Service snapshot
- Definitions of Key Performance Indicators
  - Overview of Farebox Recovery Ratio
- Performance Indicators by Route & Service Type
  - ParaCruz Performance Indicators
    - Presentation of Peer Data
    - Developing Service Guidelines

# Service Snapshot

- Over 223,000 service hours
- In FY14: 5,521,131 rides on Fixed Route





# Key Performance Indicators

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- **Passengers Per Revenue Hour (PPH)**
- **Cost Per Revenue Hour (CPH)**
- **Farebox Recovery Ratio (FRR)**

# Key Performance Indicators

- Passengers Per Revenue Hour (PPH)
  - Ratio of passengers carried and service hours provided
  - Used to indicate productive and non-productive service, as well as system wide metric
  - In FY14 METRO's Fixed Route PPH was 24.7

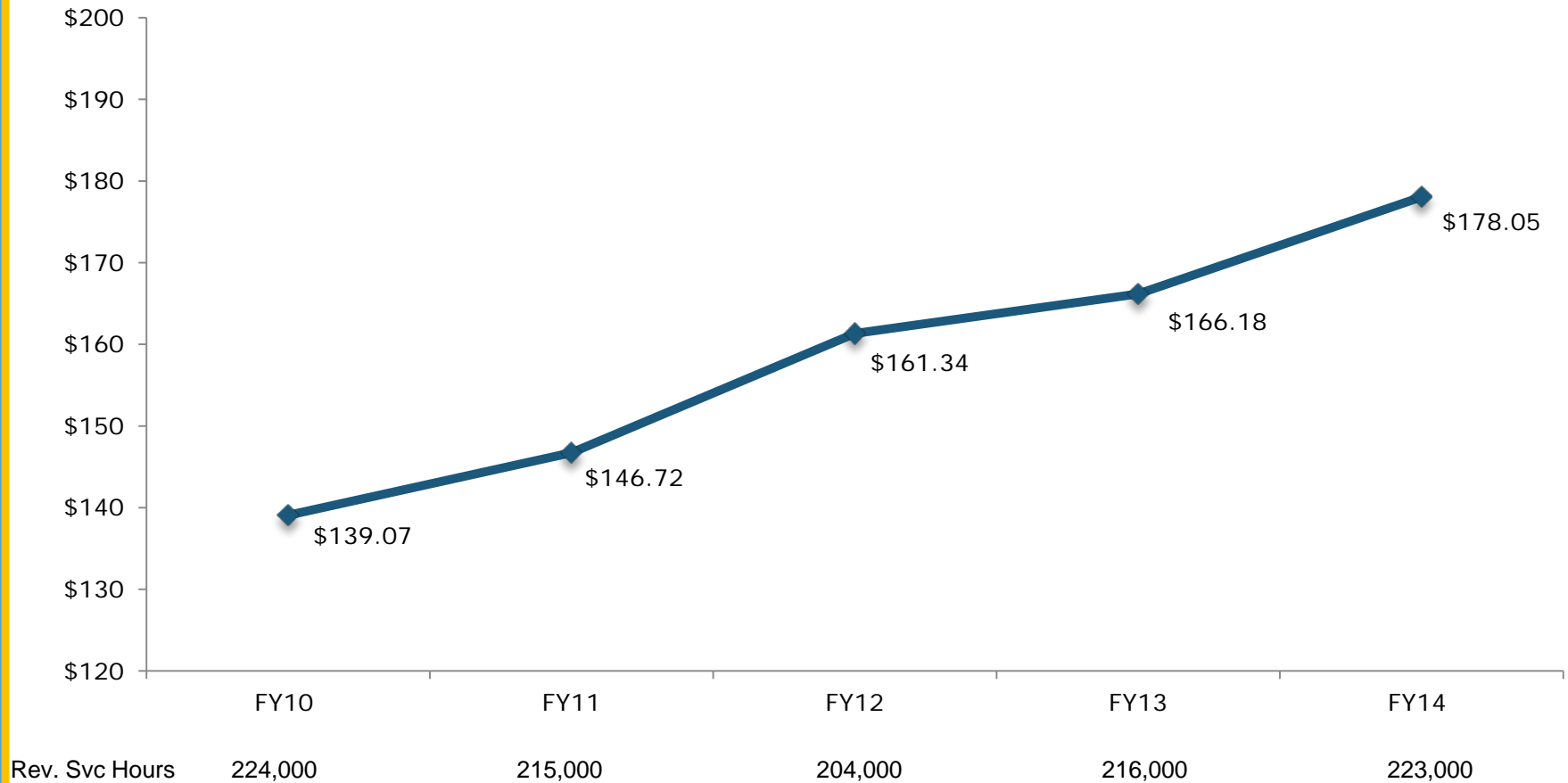
$$\text{Passengers per Revenue Hour} = \frac{\text{Ridership}}{\text{Revenue Hours}}$$

# Key Performance Indicators

- Cost Per Revenue Hour (CPH)
  - Ratio of total expenses and service hours provided
  - Is generally reported as a system wide metric
  - In FY14 METRO's fixed route CPH was \$178.05

$$\text{Cost per Revenue Hour} = \frac{\text{Expenses}}{\text{Revenue Hours}}$$

## Cost Per Revenue Hour



28% increase from FY10 to FY14

# Key Performance Indicators

- Farebox Recovery Ratio (FRR)
  - Ratio of passenger revenues and costs of service
  - Used to indicate cost-effectiveness system wide and with in service
  - In FY14 METRO's fixed route FRR was 23.04%

$$\text{Farebox Recovery Ratio} = \frac{\text{Passenger Revenue per Hour}}{\text{Cost per Hour}}$$

# Farebox Recovery Ratio

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$$\text{Farebox Recovery Ratio} = \frac{(\text{Rev per Pass.} * \text{Pass. per Hour})}{\text{Cost per Hour}}$$

# Farebox Recovery Ratio

- Indication of how much of a transit agency's costs are covered by passenger fares
- Provides insight to the amount of non-passenger revenue (subsidy) is needed to cover costs
- Allows agencies to compare cost-effectiveness within its own service and with peers

# System Performance Indicators

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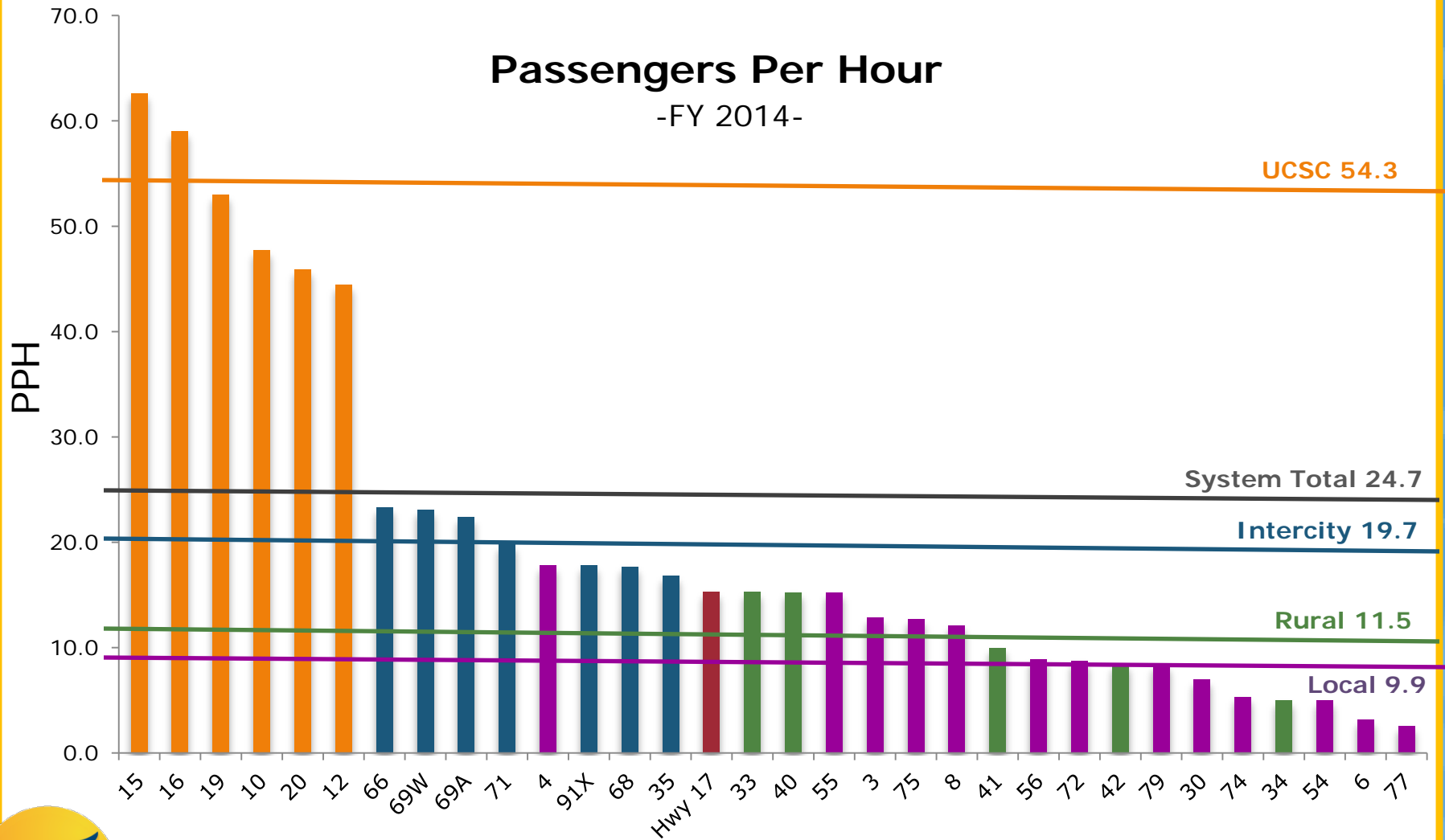
- State of the System
- Route and Service Type Data



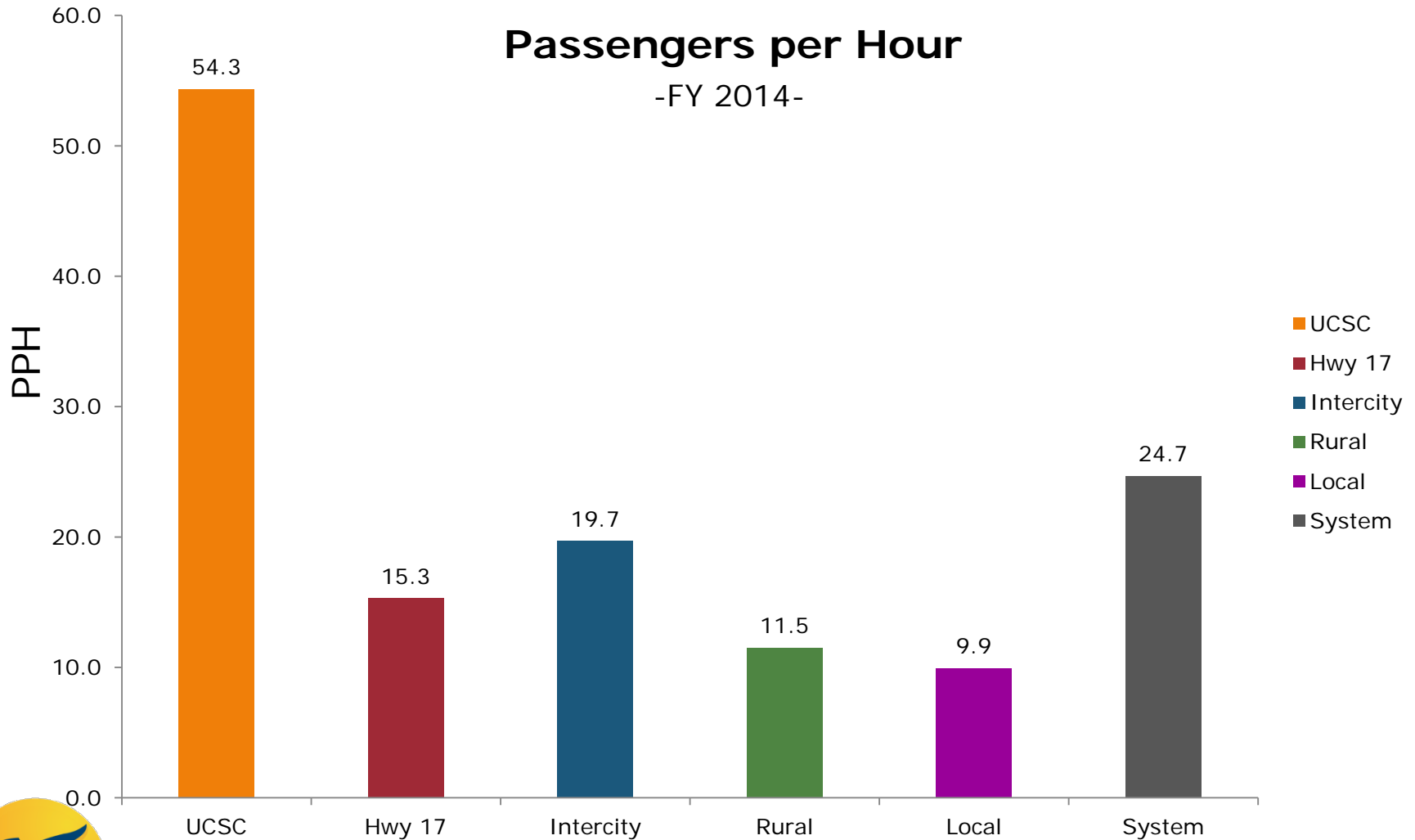
# Performance by Route

## Passengers Per Hour

-FY 2014-



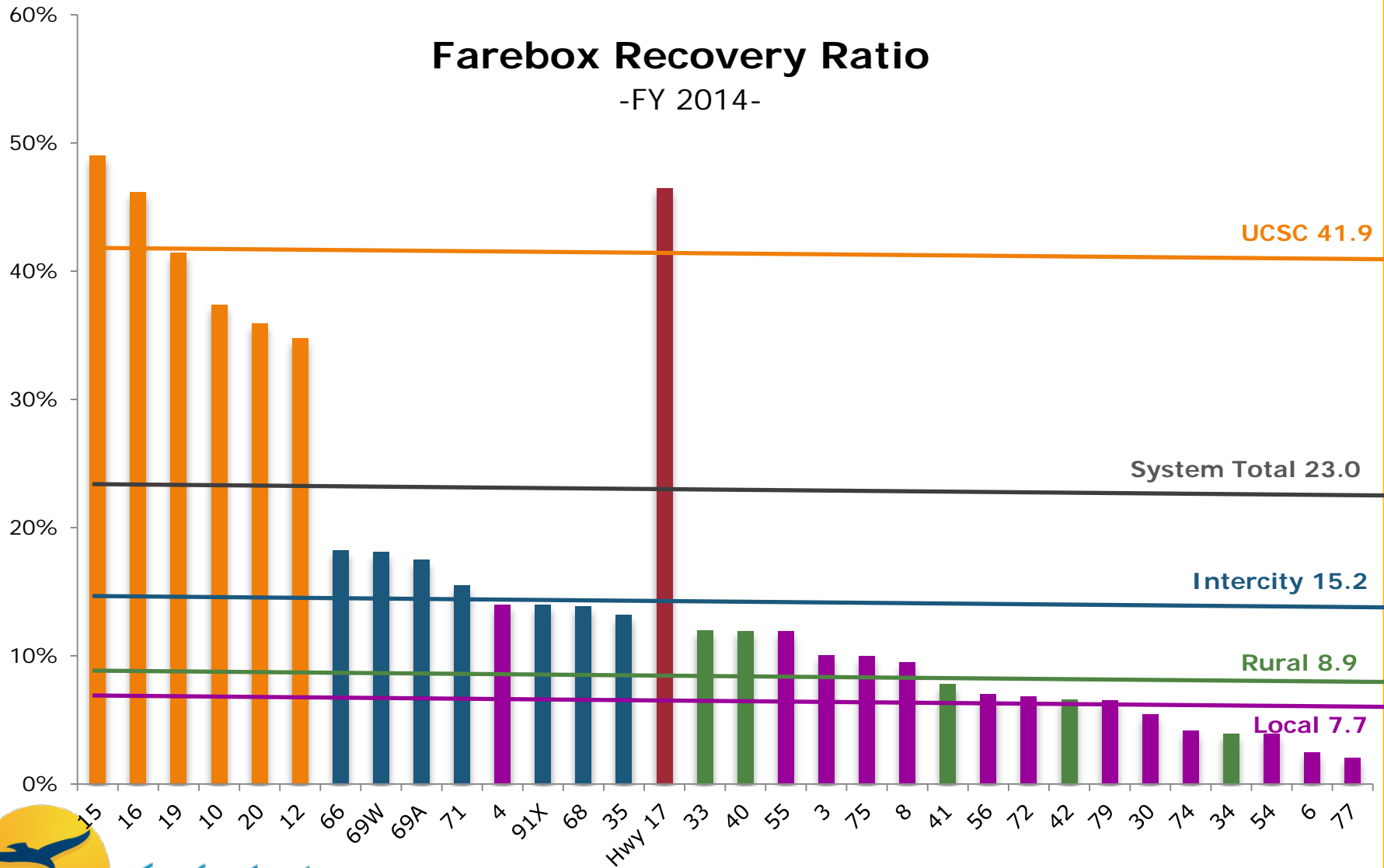
# Performance by Service Type



# Performance by Route

## Farebox Recovery Ratio

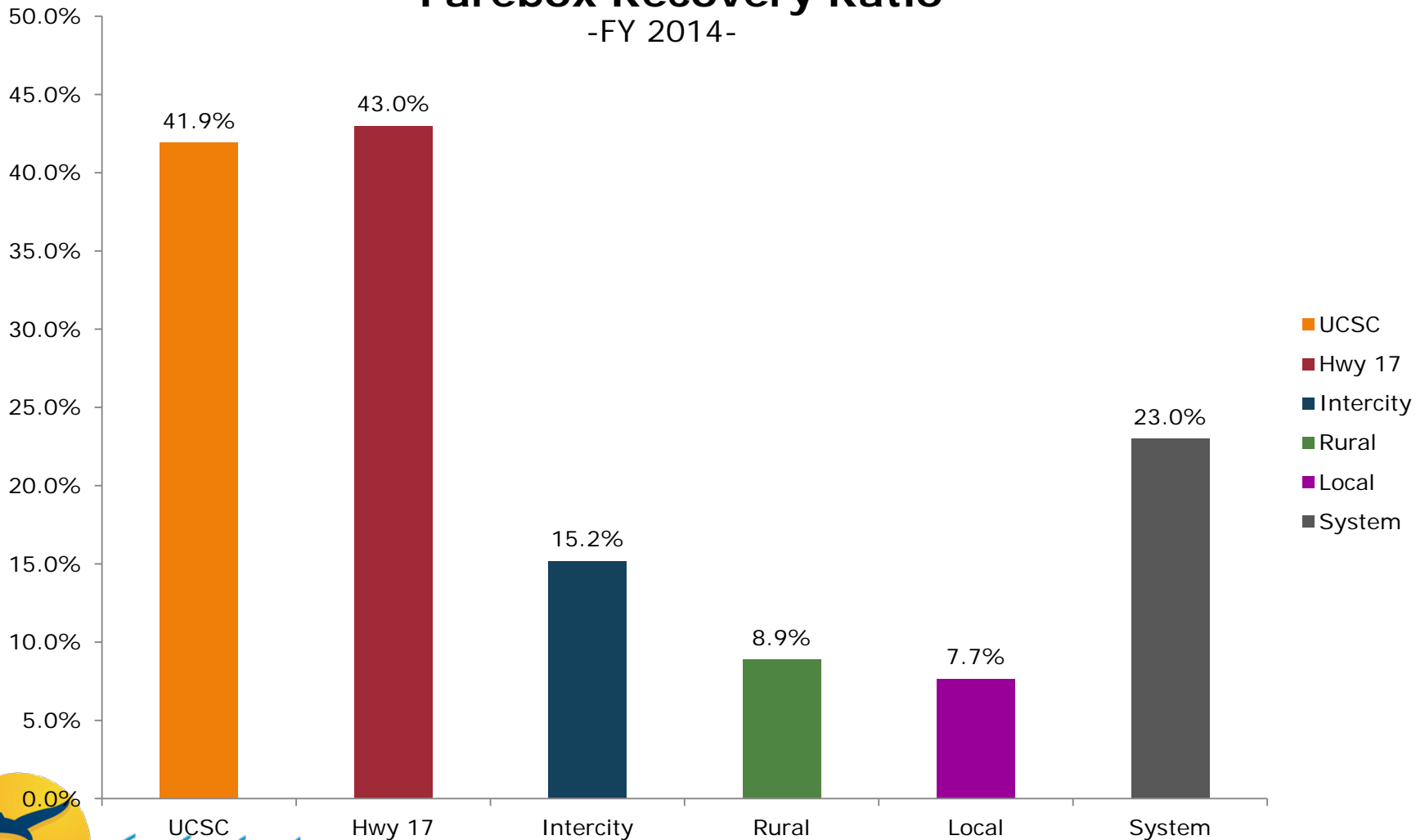
-FY 2014-



# Performance by Service Type

## Farebox Recovery Ratio

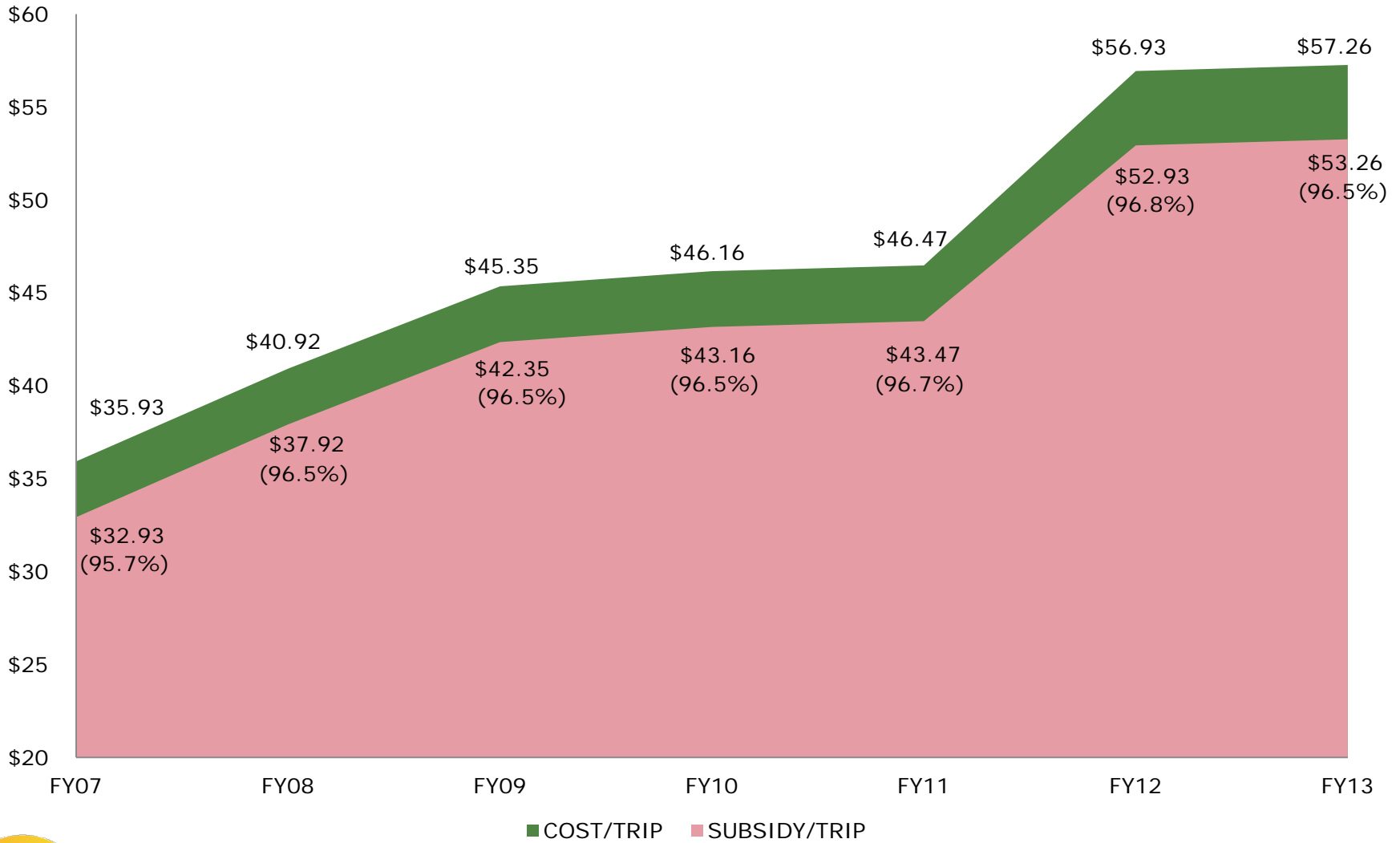
-FY 2014-



# Key ParaCruz Performance Indicators

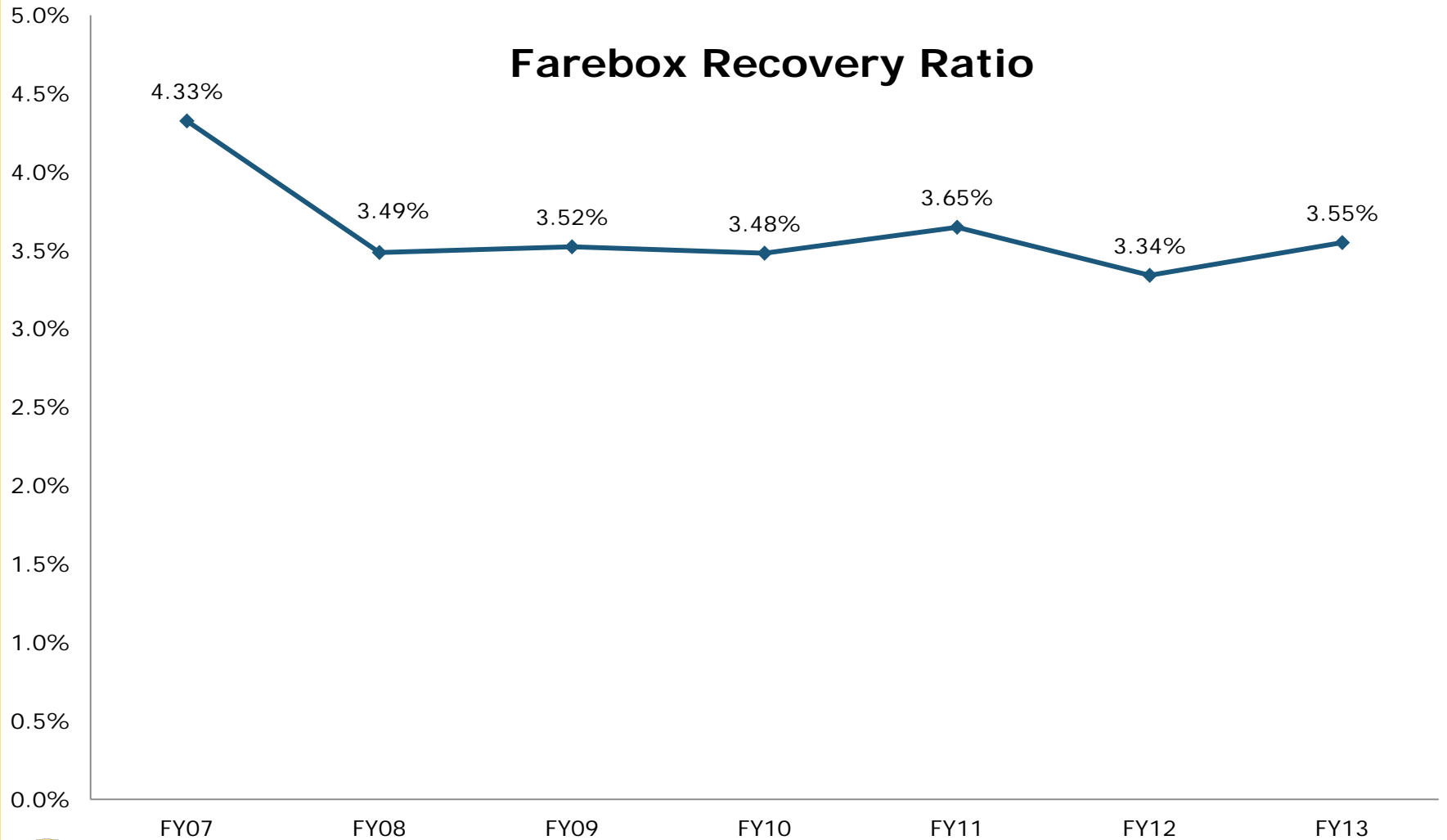
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# Key ParaCruz Performance Indicators



# Key ParaCruz Performance Indicators

## Farebox Recovery Ratio



# Peer Performance Indicators

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- Who we identify as a peer agency
- How we compare to our peers



# Identifying Our Peers

- Several aspects of each agency were examined. Focused on finding similarities in the following areas:
  - Service area
  - Service population
  - Budget – size, funding sources & purchased transportation
  - Fleet - size and type
  - Ridership
  - Type of service
  - Service hours
  - University town
- California
- United States

# OUR PEERS

County Connection (CCCTA) – Concord, CA

Gold Coast Transit (GCT) – Oxnard, CA

Golden Empire Transit District (GET) – Bakersfield, CA

Monterey/Salinas Transit (MST) - Monterey, CA

San Joaquin Regional Transit District (SJ RTD) – Stockton, CA

Santa Barbara Metropolitan Transit (SB MTD) – Santa Barbara, CA

Ann Arbor Transportation Authority (AATA) – Ann Arbor, MI

Champaign/Urbana Mass Transit District (CU MTD) – Urbana, IL

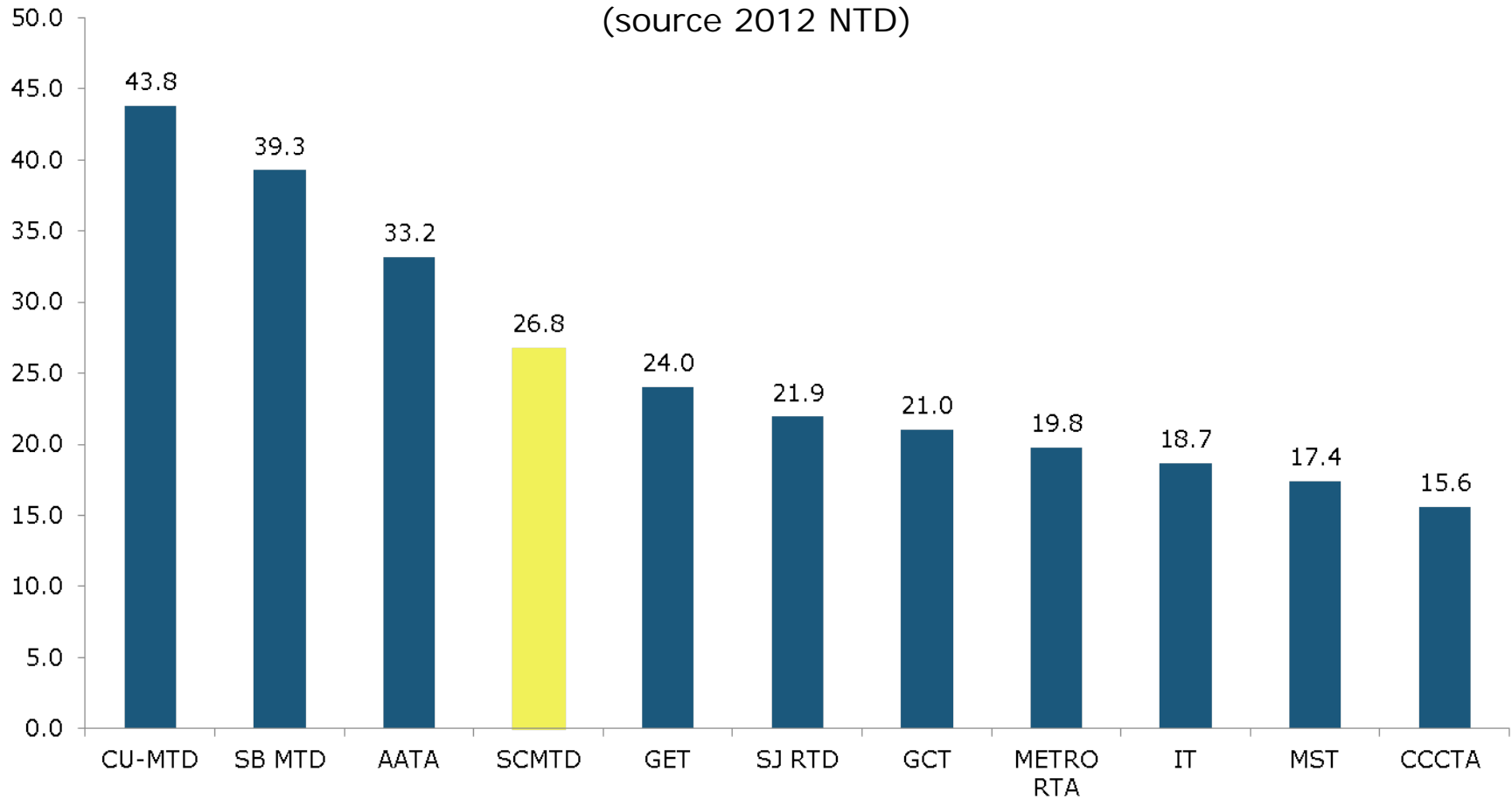
Intercity Transit (IT) – Olympia, WA

METRO Regional Transit Authority (METRO RTA) – Akron, OH

# Performance Indicator vs. Our Peers

## Passengers Per Revenue Hour

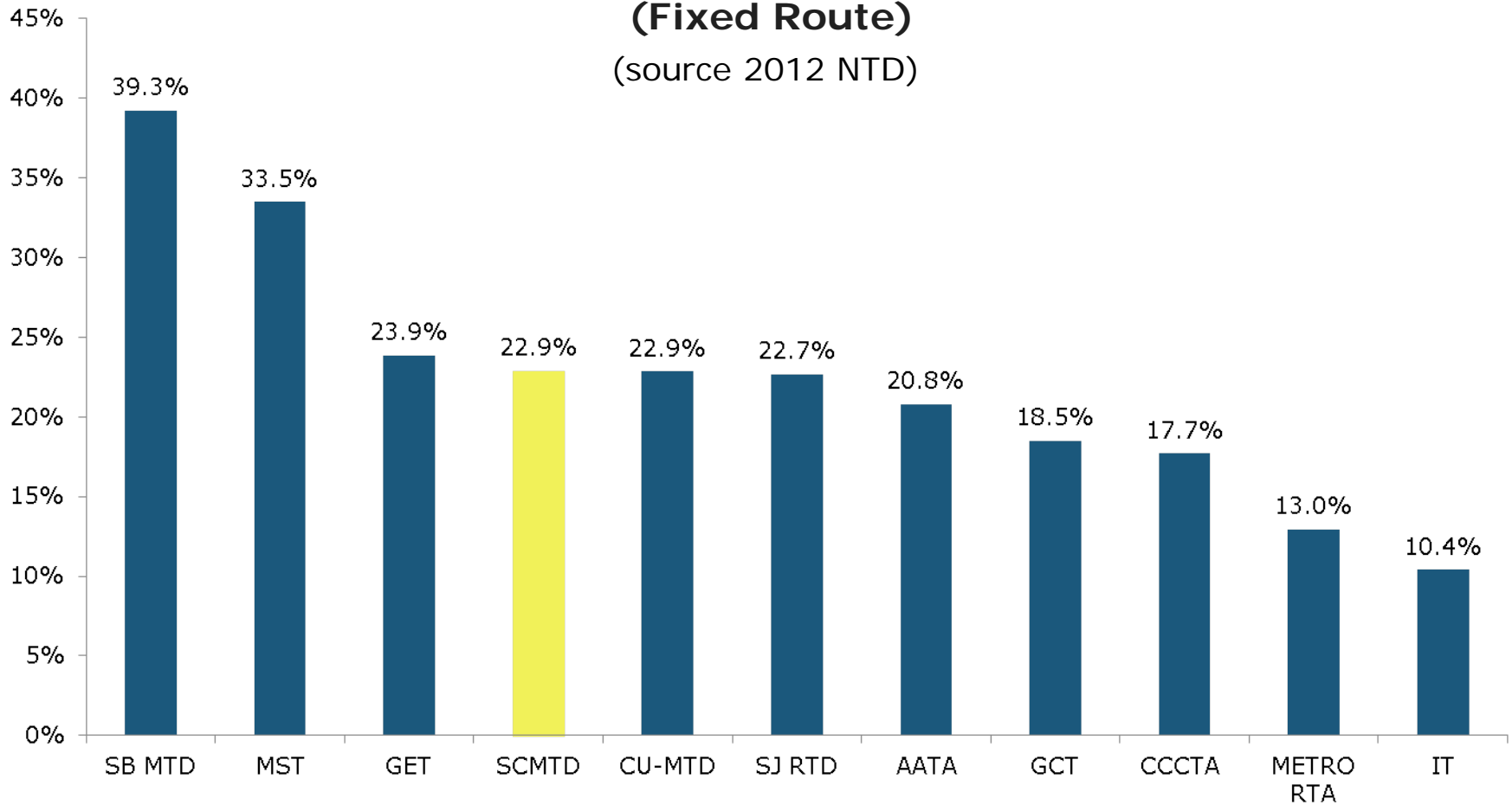
(source 2012 NTD)



# Performance Indicator vs. Our Peers

## Farebox Recovery Ratio (Fixed Route)

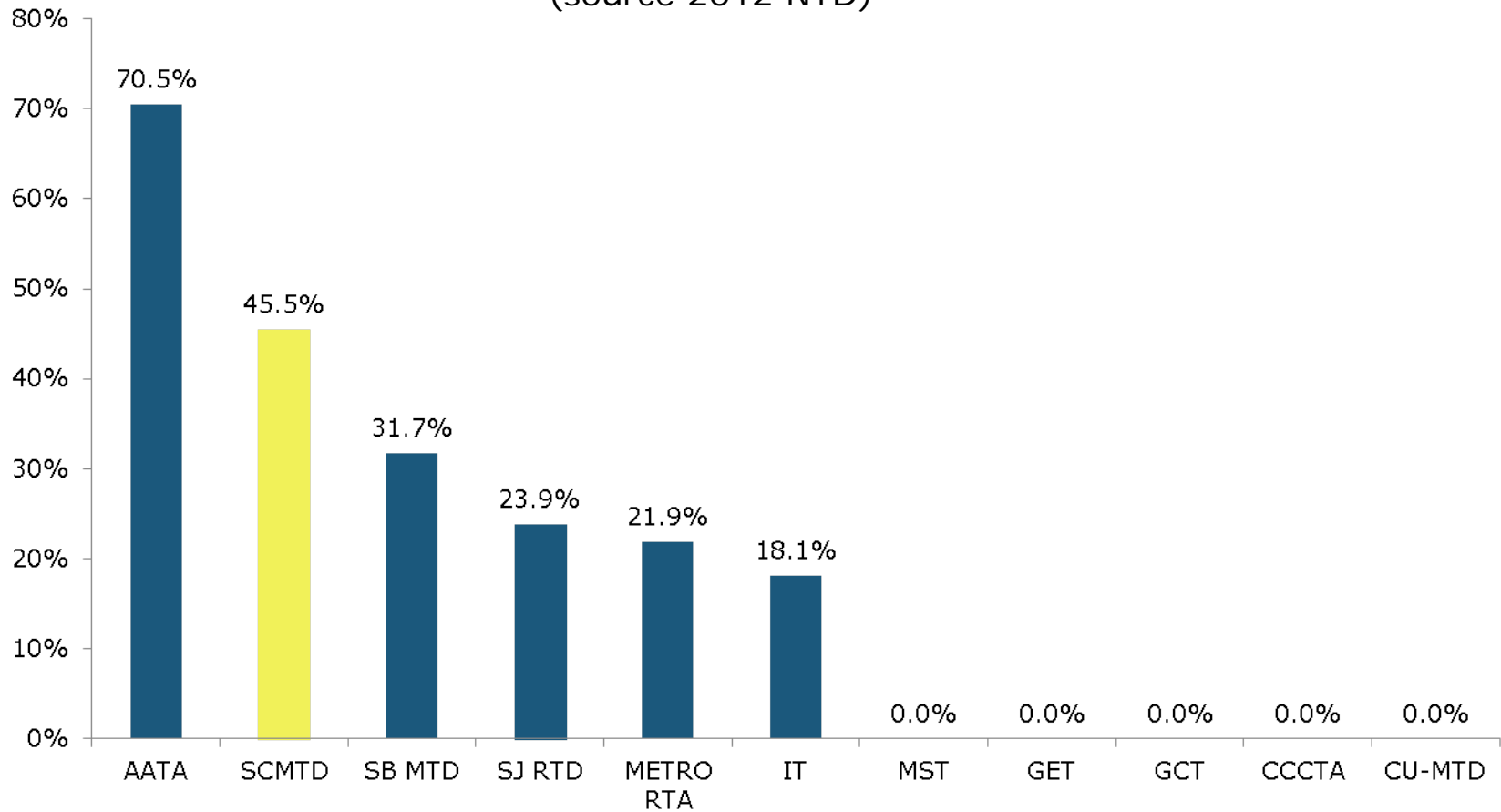
(source 2012 NTD)



# Performance Indicator vs. Our Peers

## Farebox Recovery Ratio (Commuter)

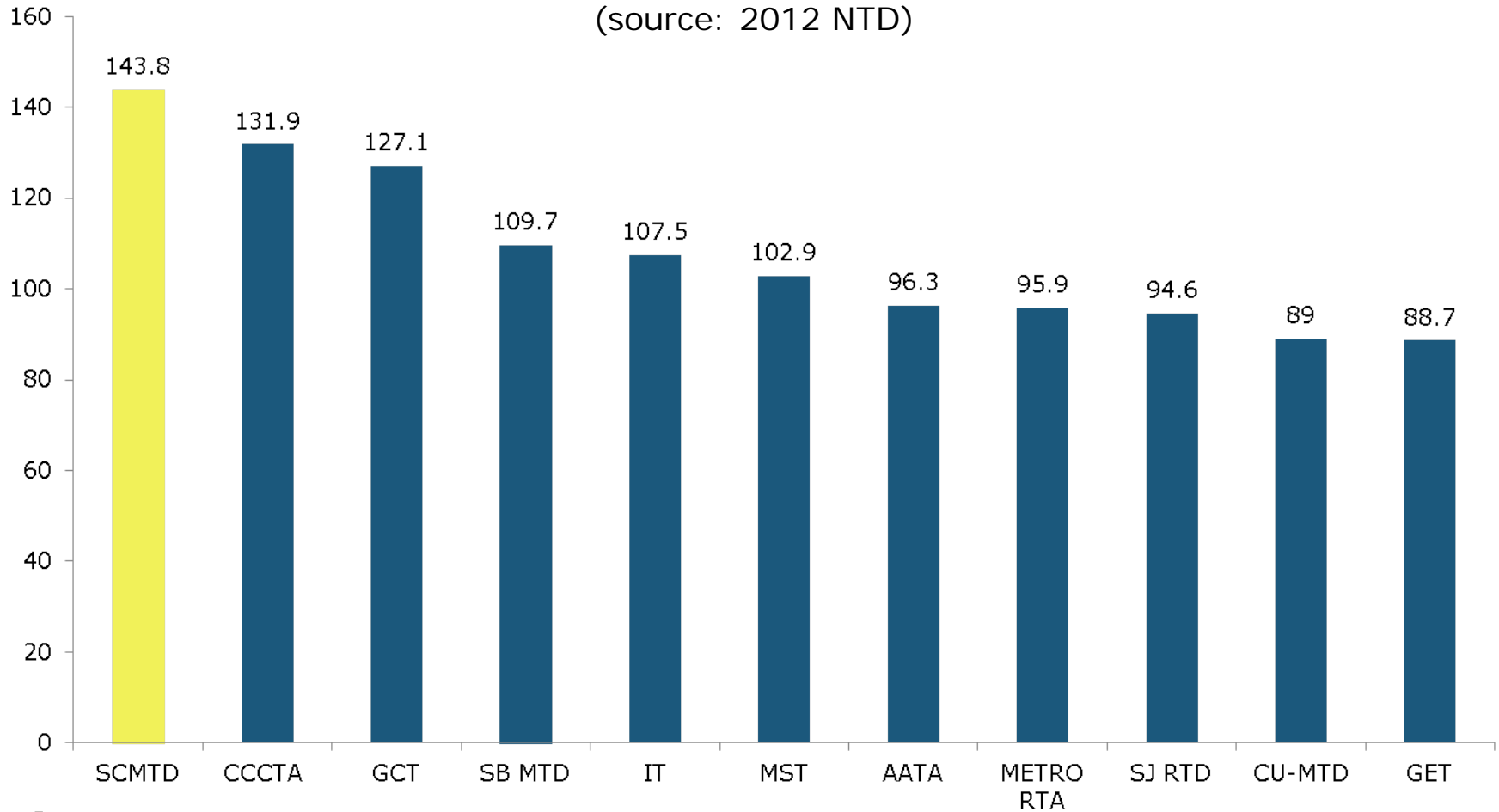
(source 2012 NTD)



# Performance Indicator vs. Our Peers

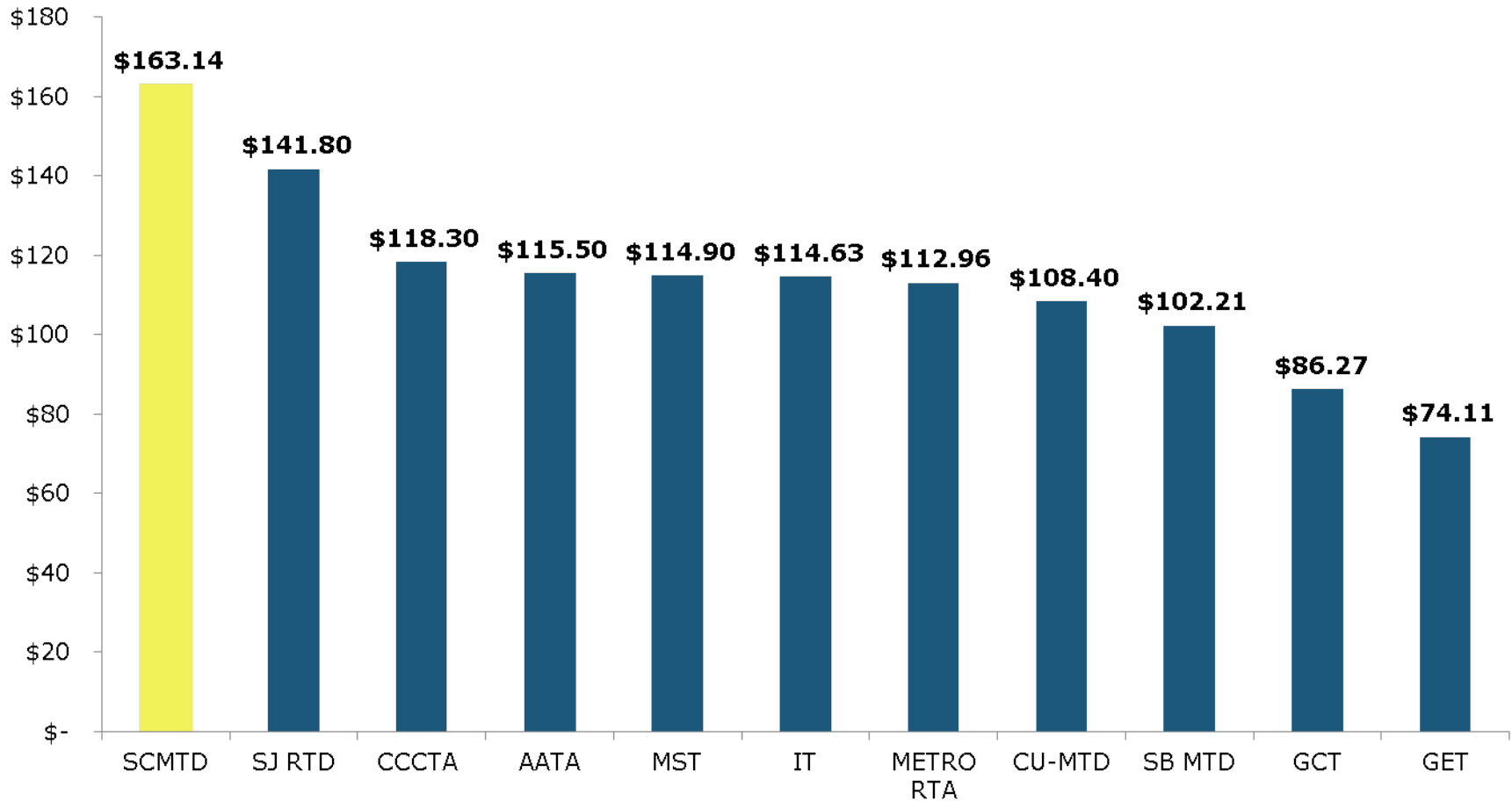
## Avg Cost of Living

(source: 2012 NTD)



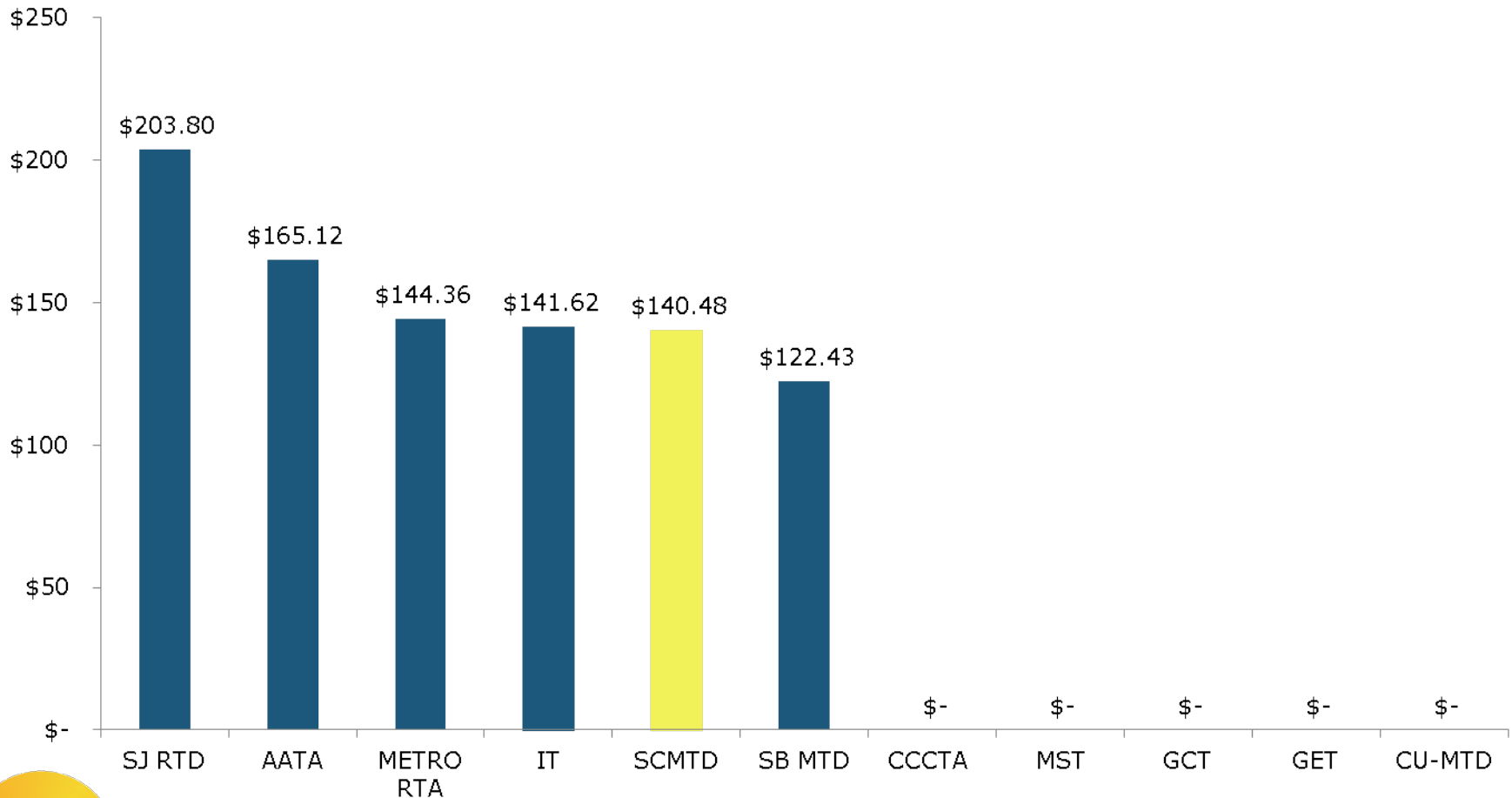
# Performance Indicator vs. Our Peers

## Costs Per Revenue Hour (Fixed Route)



# Performance Indicator vs. Our Peers

## Operating Expenses Per Vehicle Revenue Hour (Commuter)





# Performance Indicator vs. Our Peers

## Subsidy per Passenger (Fixed Route)



# ParaCruz Peers

Monterey Salinas Transit (MST RIDES) – Monterey, CA

Paratransit Inc – Sacramento, CA

Sunline Transit Agency – Thousand Palms, CA

Victor Valley Transit Authority (VVTA Direct Access) - Hesperia, CA

Ann Arbor Transit Authority (AATA) – Ann Arbor, MI

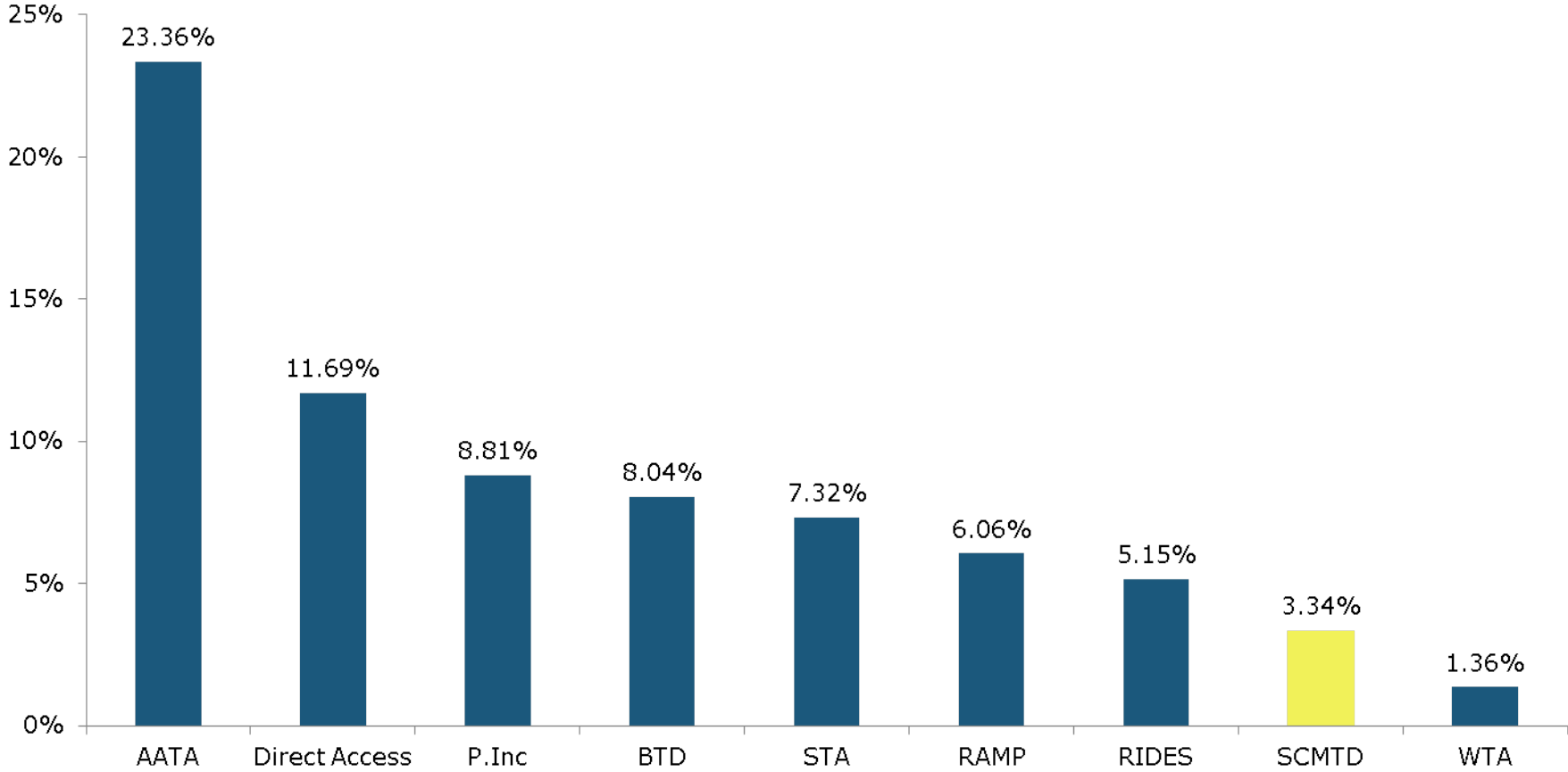
Brazos Transit District (BTD) – Bryan, TX

Transit Authority of Northern Kentucky (RAMP) – Fort Wright, KY

Whatcom Transportation Authority (WTA) – Bellingham, WA

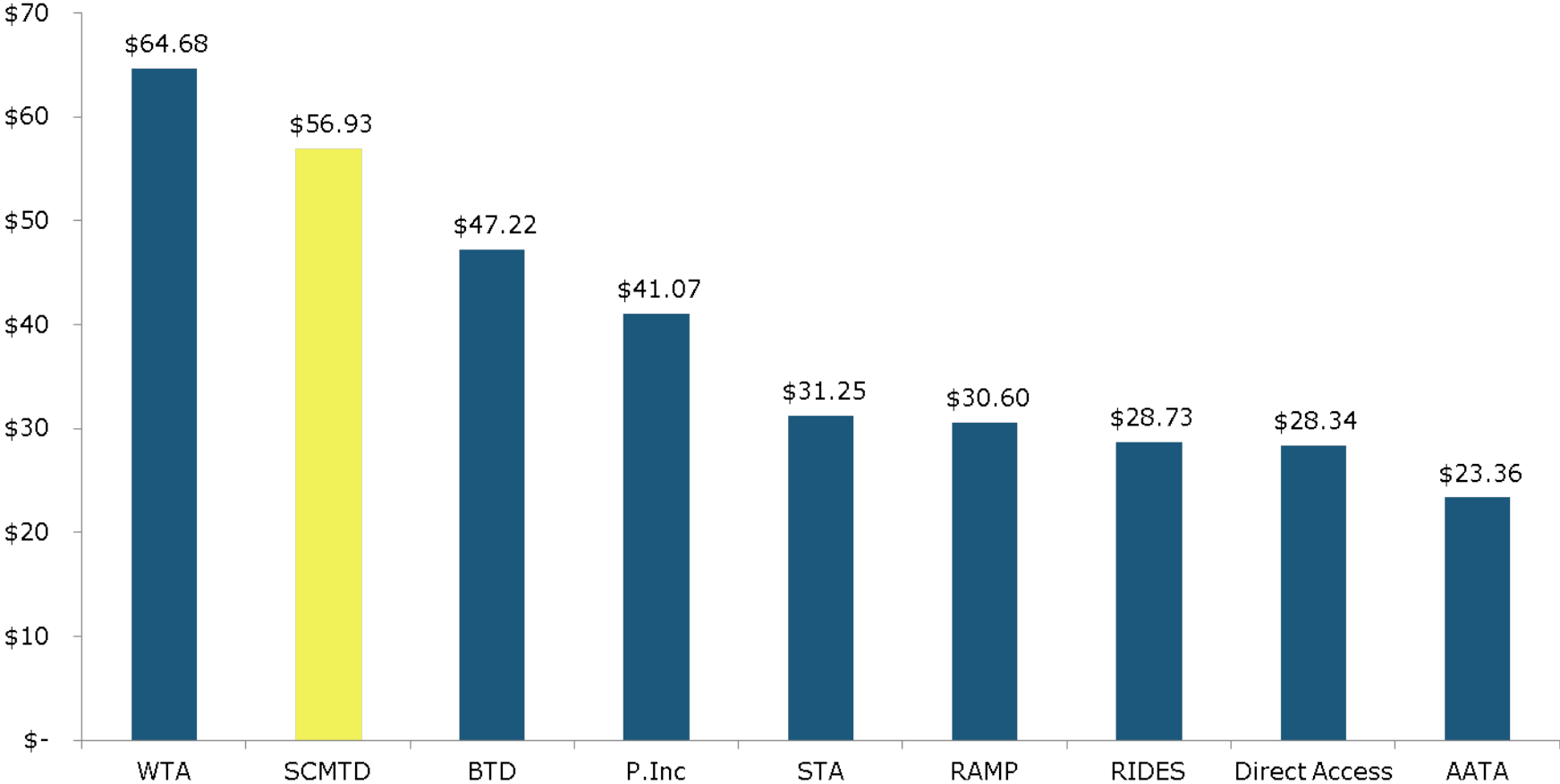
# ParaCruz Performance vs. Our Peers

## Farebox Recovery Ratio



# ParaCruz Performance vs. Our Peers

## Cost Per Trip



# Developing Service Guidelines

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- Principles of Service Design
- Balancing Acts
- Visioning and Goals

# Principles of Service Design

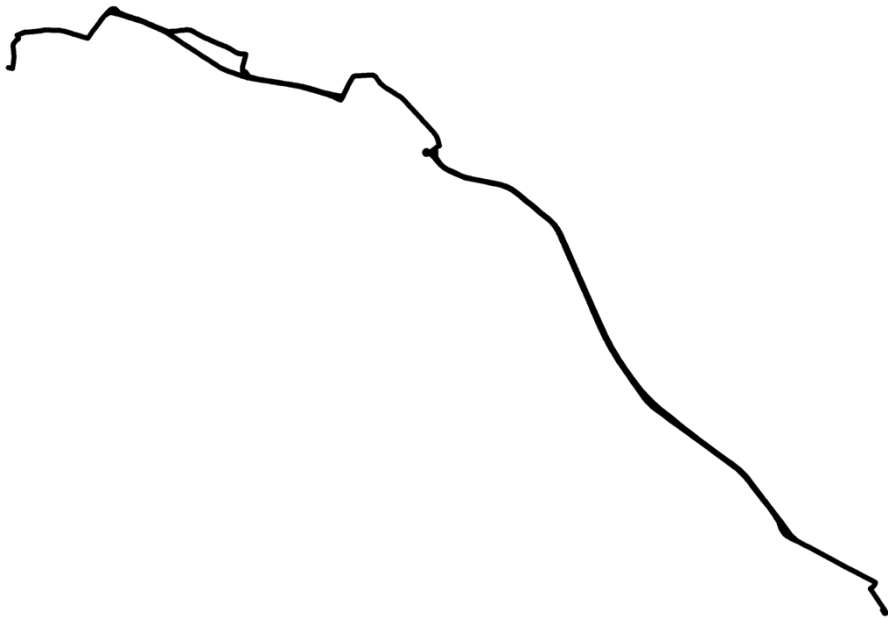
## Productivity Based Service

- Jobs/Housing density
- Simple, consistent, & linear routing
- Serve major roads and arterials
- Consistent, high frequency schedules
- Serve well defined markets
- Well coordinated transfers

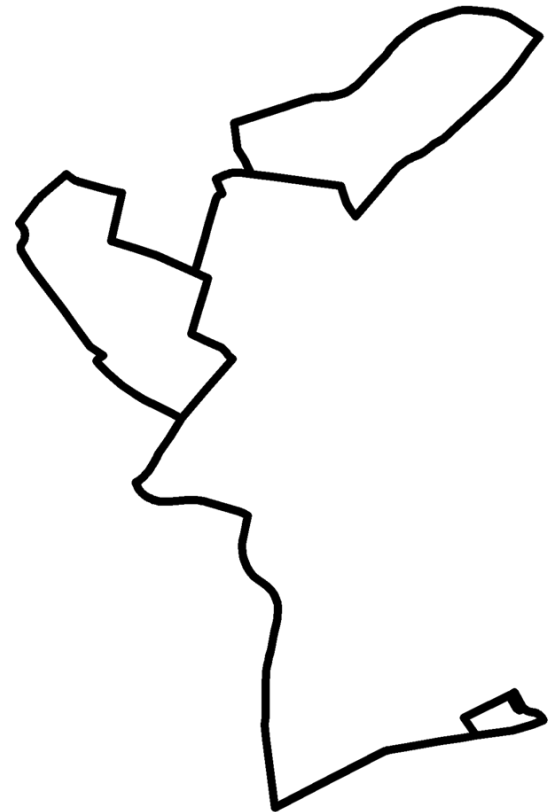
## Geography Based Service

- Maximize geographic accessibility
- Connection between outlying communities and urban centers
- Circulate local trips
- Extend "life-line" service to rural areas

# Principles of Service Design



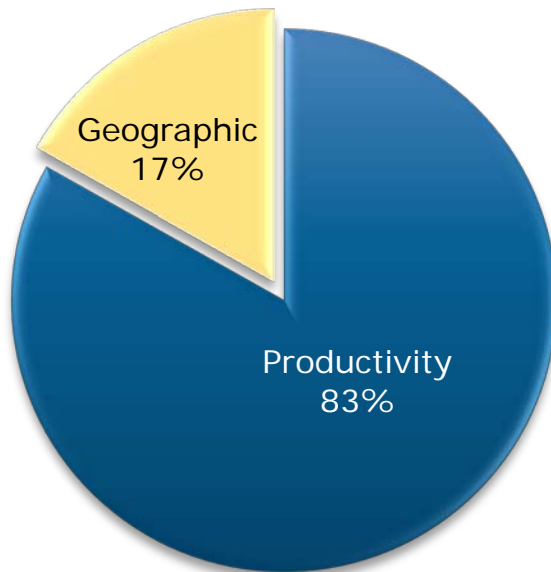
Productivity Based  
Route



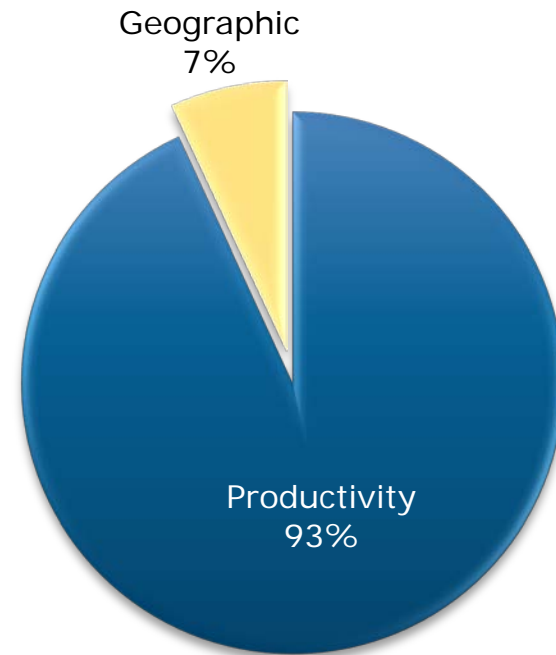
Geography Based  
Route

# Balancing Act

## Service Hours



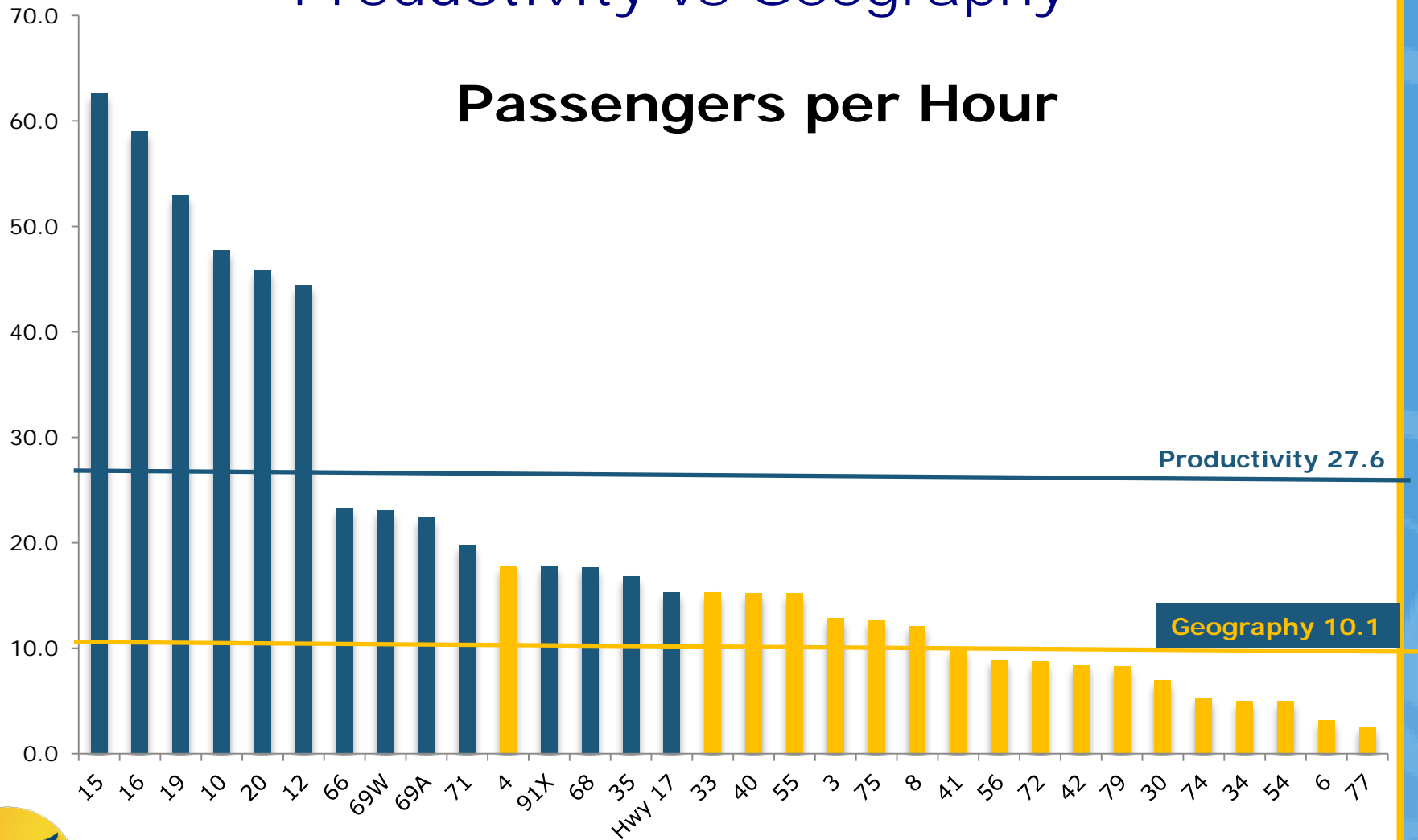
## Ridership



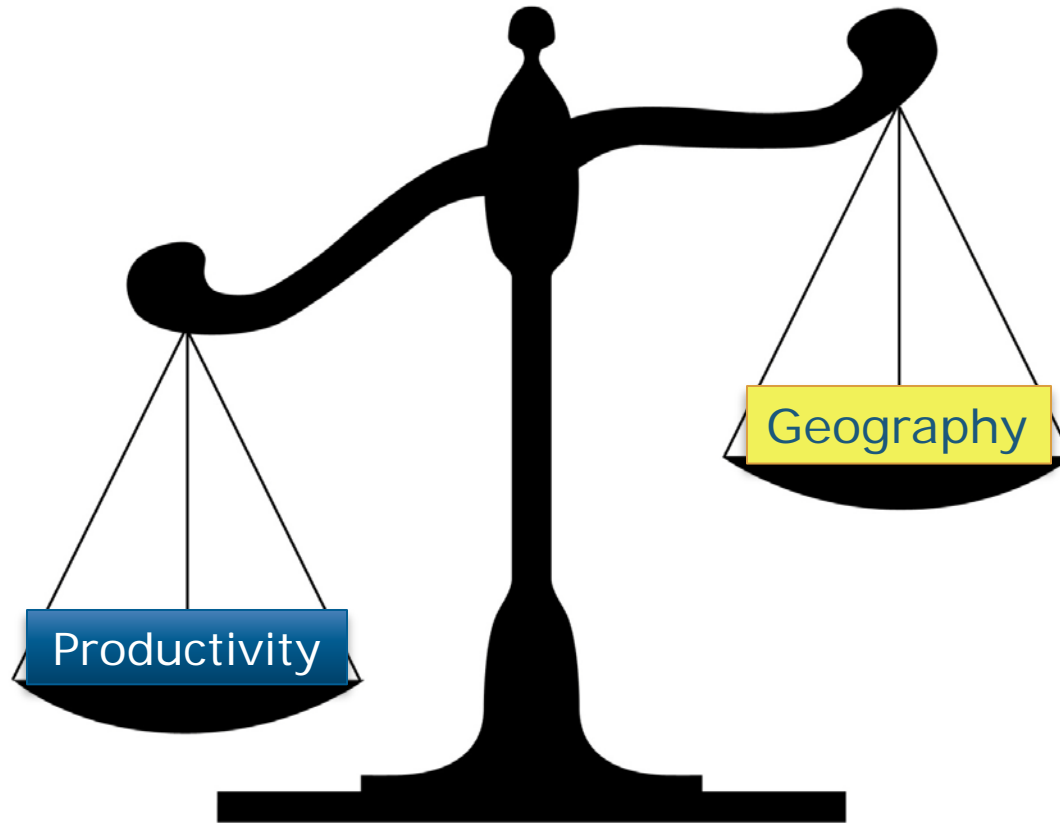


# Performance by Route Productivity vs Geography

## Passengers per Hour

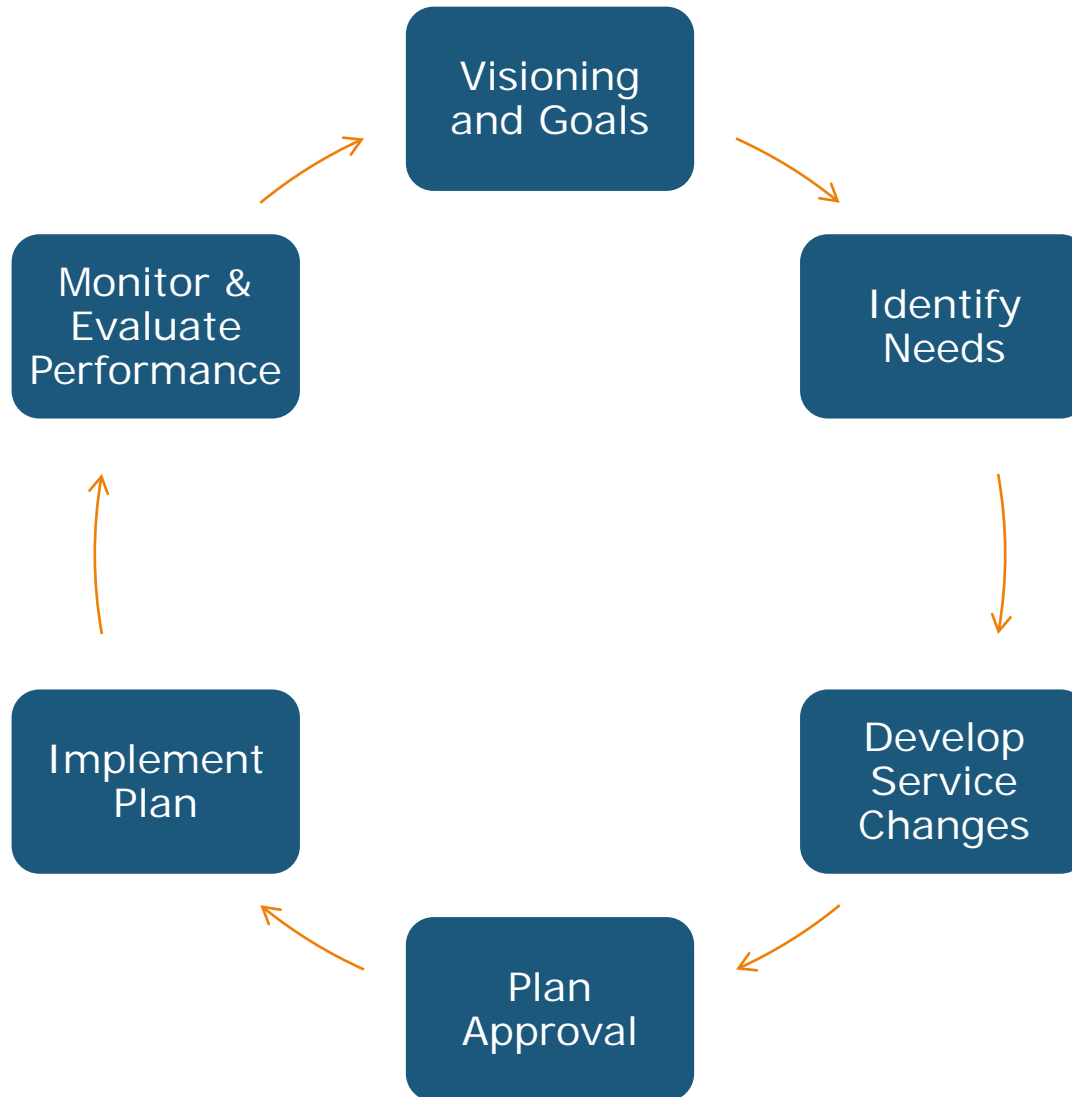


# Visioning and Goals



Where is the Balance?

# The Planning Process



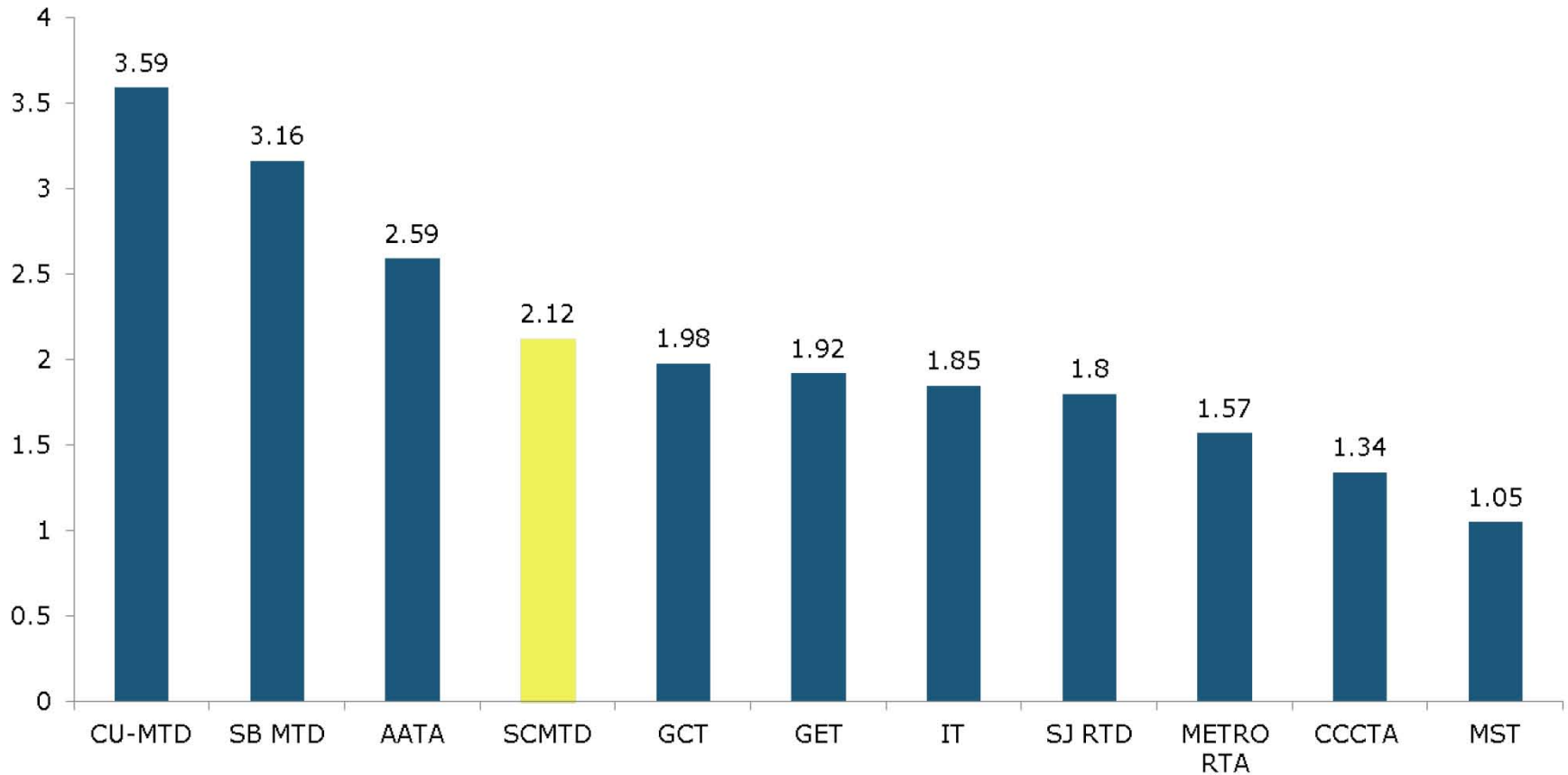
# Summary

# Questions?

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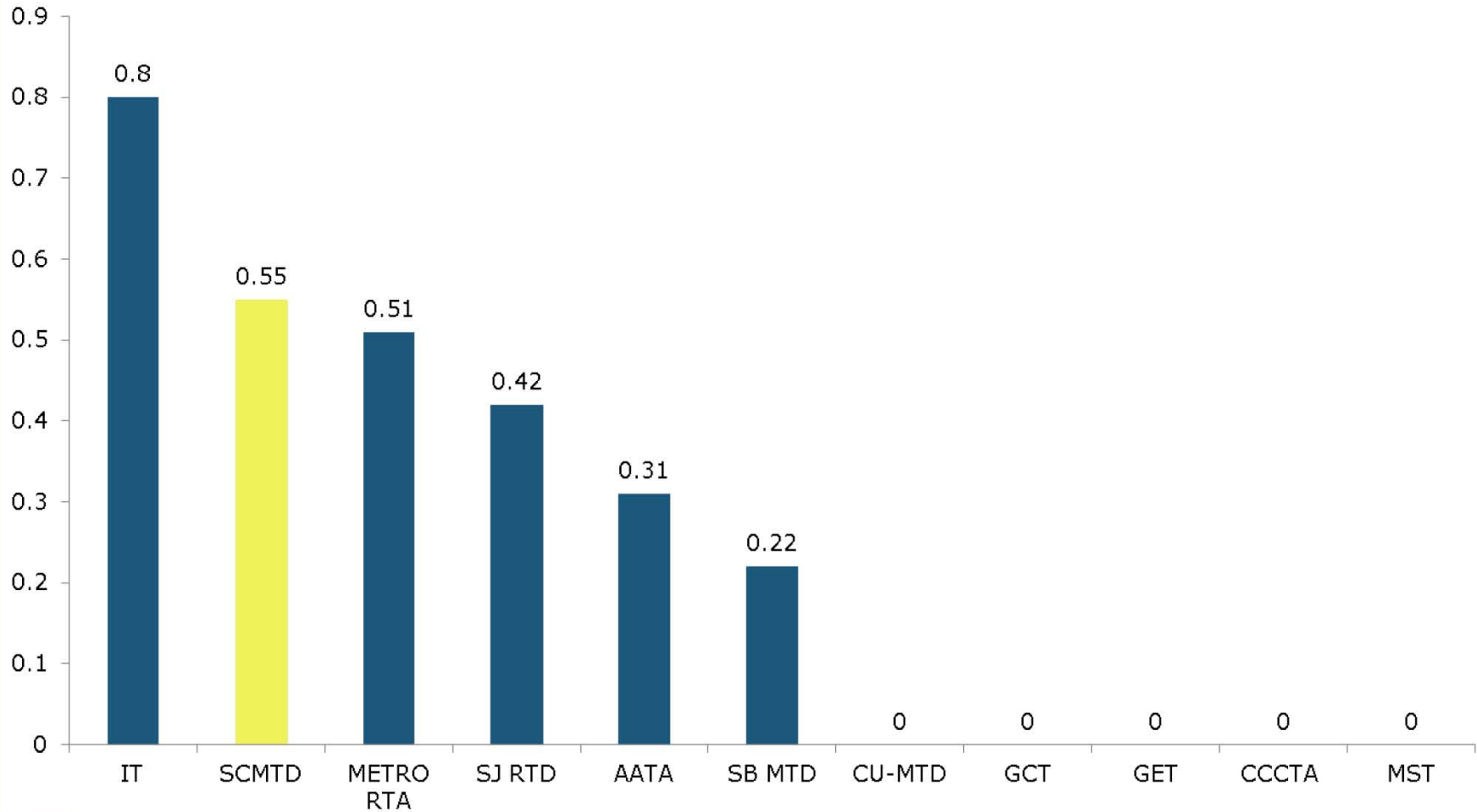
# Performance Indicator vs. Our Peers

## Passenger Trips Per Revenue Mile (Fixed Route)



# Performance Indicator vs. Our Peers

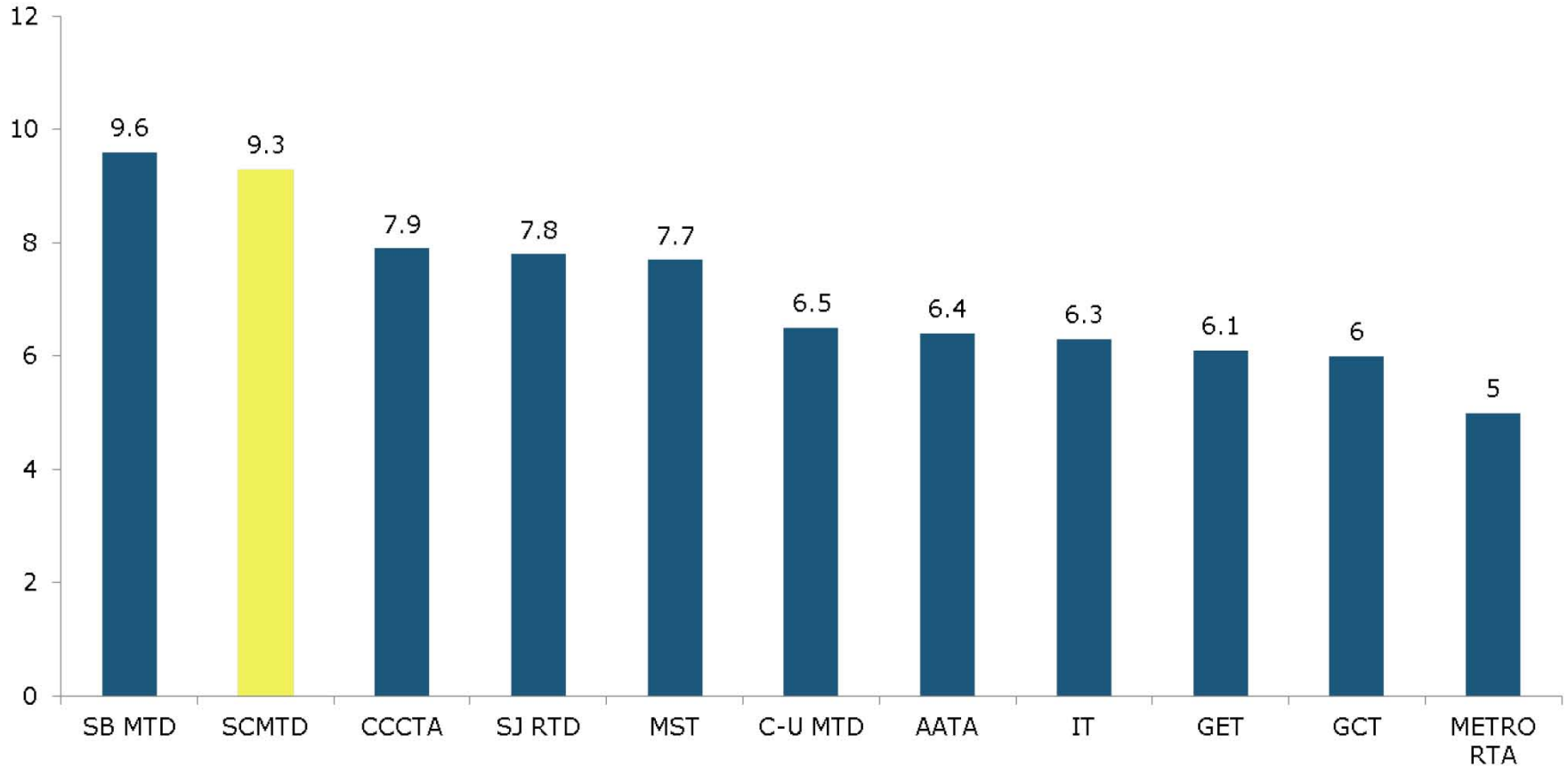
## Passenger Trips Per Revenue Mile (Commuter)





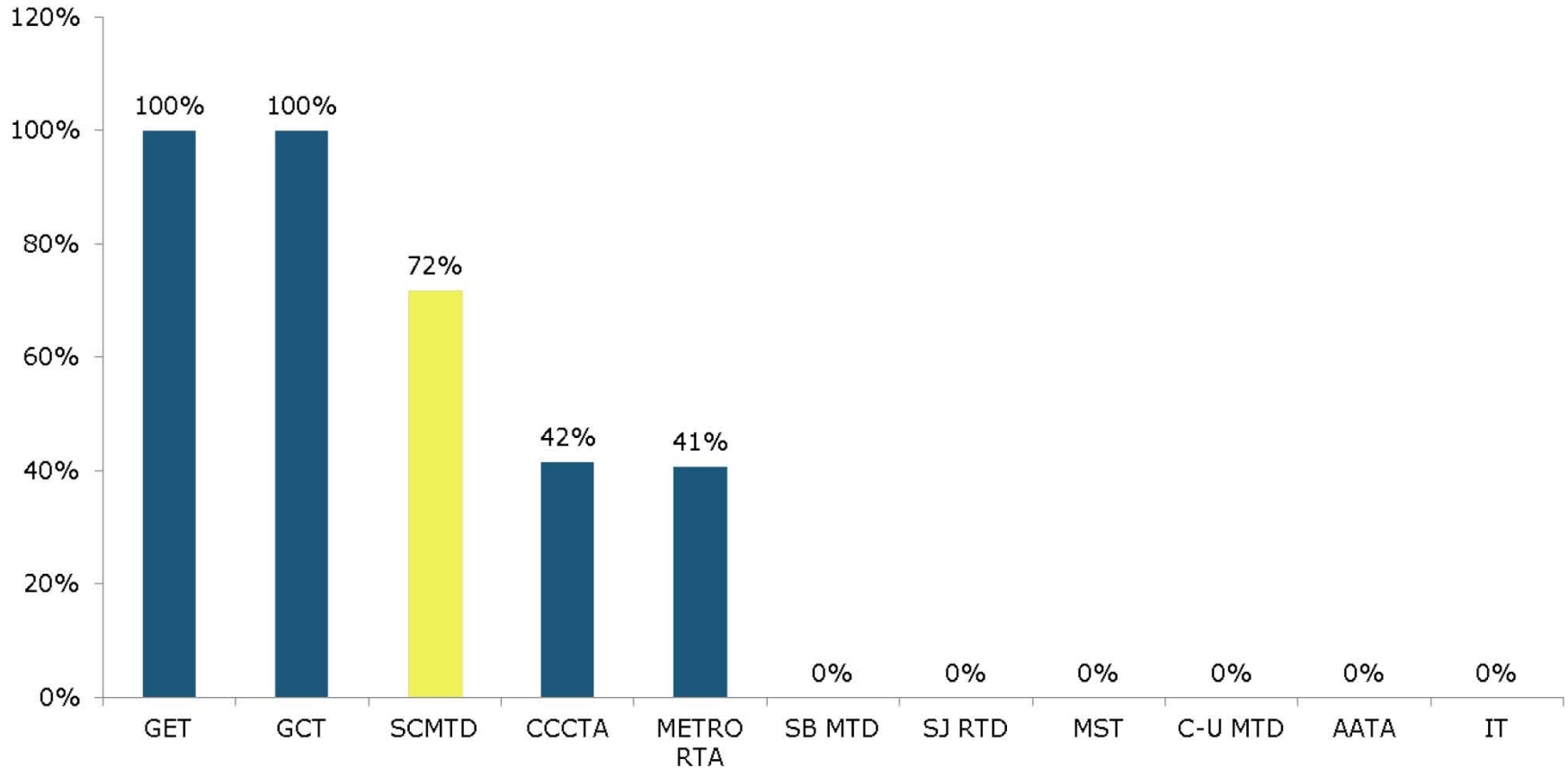
# Performance Indicator vs. Our Peers

## Average Age of Fleet



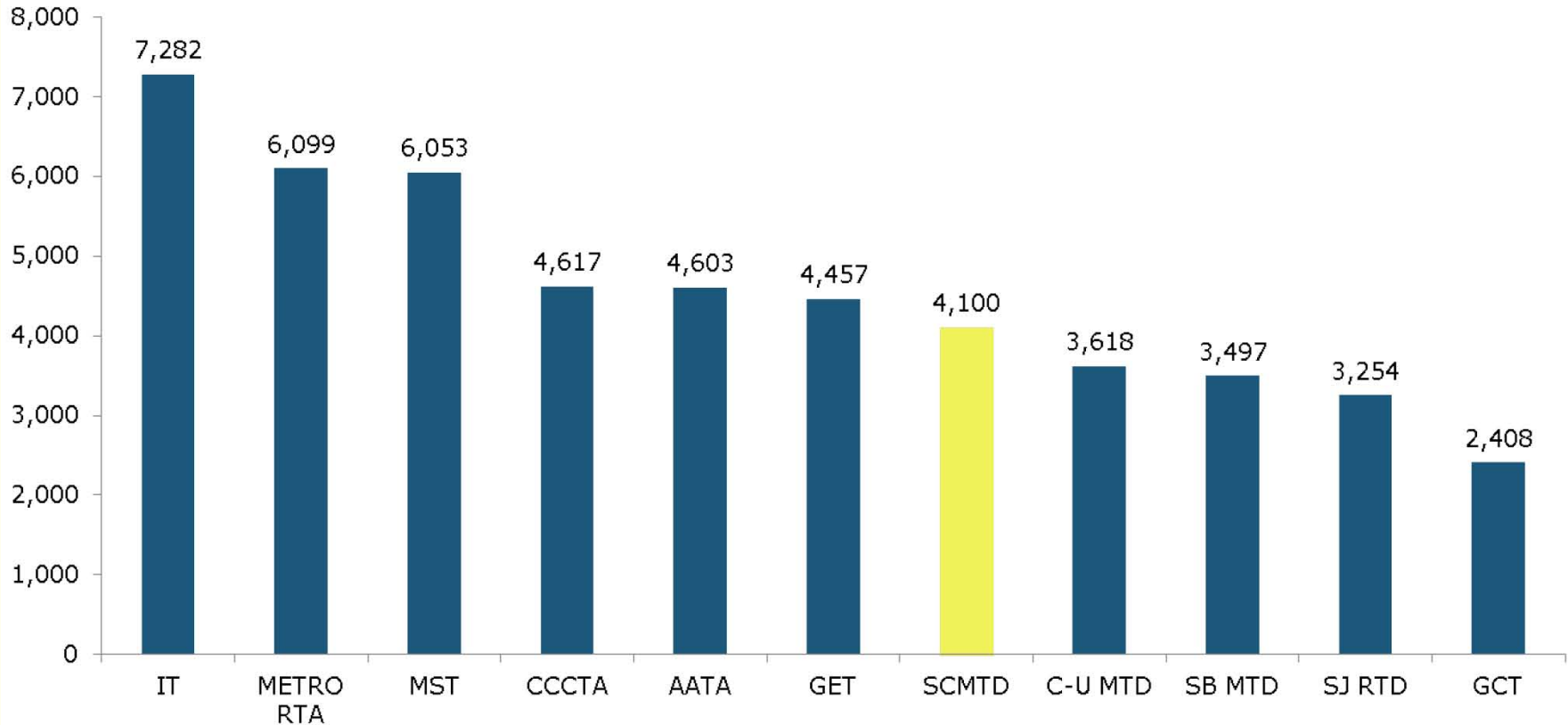
# Performance Indicator Vs. Our Peers

## CNG %



# Performance Indicator vs. Our Peers

## HUB Miles



# Day Pass and 31 Day Pass vs Our Peers

	SC METRO Santa Cruz Metropolitan Transit District -Santa Cruz	MST Monterey Peninsula Transit -Monterey	MTD SB Metropolitan Transit -Santa Barbara	RTD San Joaquin Regional Transit -Stockton	COUNTY CONNECTION Central Contra Costa Transportation Authority -Concord	GET Golden Empire Transit District -Bakersfield	GCT Gold Coast Transit -Oxnard	I.T. Intercity Transit -Olympia, WA	METRO Metro Regional Transit Authority -Akron, OH	AATA Ann Arbor Transportation Authority -Ann Arbor, MI	C-U MTD Champaign-Urbana Mass Transit District -Urbana, IL
<b>1-WAY BASE FARE (CASH)</b>											
Adult (18 & over)	\$2.00	\$1.50 - 3.50	\$1.75	\$1.50	\$2.00	\$1.25	\$1.50	\$1.25	\$1.25	\$1.50	\$1.00
Youth (to age 17)	\$2.00	\$ .75 - 1.75	\$1.75	\$1.50	\$2.00	\$1.25	\$1.50	\$1.25	\$1.25	\$1.50	\$1.75
Seniors (62 & Over)/Medicare Card/Disabled	\$1.00	\$ .75 - 1.75	\$.85	\$.75	\$1.00	\$.75	\$.75	\$0.50	\$0.50	\$.75	Free
<b>2014 Fixed Route Fares</b>											
<b>31-DAY PASS</b>											
Adult (18 & over)	\$65.00	\$95.00 - 190.00	\$52.00	\$65.00	\$60.00	\$36.00	\$50.00	\$36.00	\$50.00	\$58.00	\$15.00
Youth (to age 17)	\$48.00	\$47.00 - 95.00	\$42.00	\$40.00	\$60.00	\$36.00	\$40.00	\$15.00	-	\$29.00	-
Seniors (62 & Over)/Medicare Card/Disabled	\$32.00	\$47.00 - 95.00	\$20.00	\$30.00	\$3.00	\$18.00	\$25.00	\$15.00	\$30.00	\$29.00	-
<b>DAY PASS</b>											
Adult (18 & over)	\$6.00	\$10.00	\$6.00	\$4.00	-	\$3.00	\$4.00	\$2.50	\$2.50	\$4.50	\$2.00
Youth (to age 17)	\$6.00	\$5.00	-	\$4.00	-	\$3.00	\$4.00	\$2.50	-	\$1.00	-
Seniors (62 & Over)/Medicare Card/Disabled	\$3.00	\$5.00	-	\$2.00	-	\$1.50	\$2.00	\$1.00	-	\$1.00	-
<b>2014 Commuter Fares</b>											
<b>31-DAY PASS</b>											
Adult (18 & over)	\$113.00	-	\$120.00	\$65.00	-	-	-	\$90.00	-	\$125.00	-
Youth (to age 17)	\$113.00	-	\$120.00	\$65.00	-	-	-	\$90.00	-	-	-
Seniors (62 & Over)/Medicare Card/Disabled	-	-	-	\$30.00	-	-	-	\$37.50	-	-	-
<b>DAY PASS</b>											
Adult (18 & over)	\$10.00	-	-	\$4.00	-	-	-	-	-	-	-
Youth (to age 17)	\$10.00	-	-	\$4.00	-	-	-	-	-	-	-
Seniors (62 & Over)/Medicare Card/Disabled	-	-	-	\$2.00	-	-	-	-	-	-	-
<b>2014 Paratransit Fares</b>											
<b>DAY PASS</b>											
	-	\$5.00	\$6.00	\$2.00	-	-	-	\$2.50	-	-	-
<b>31-DAY PASS</b>											
	-	\$47.00 - \$95.00	\$20.00	\$30.00	\$3.00	-	-	\$36.00 (Youth/Elderly/Dis abled \$15.00)	-	-	-



# Key ParaCruz Performance Indicators

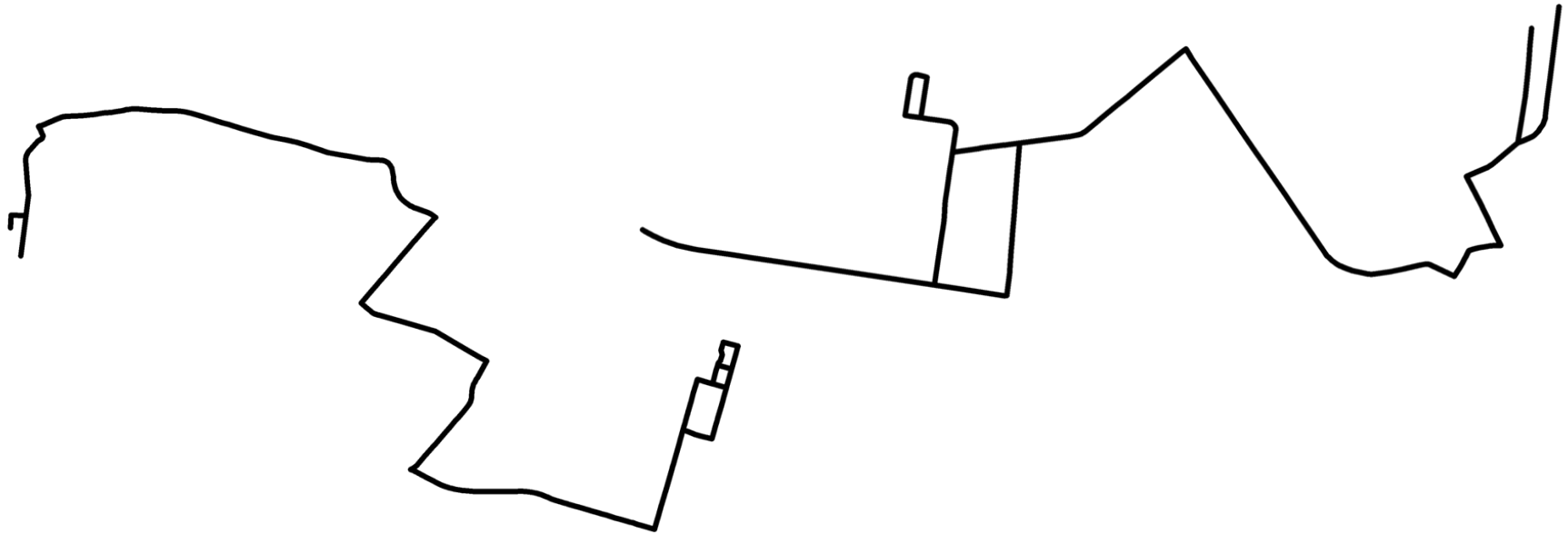
## Cost per Revenue Hour



59% increase from FY07 to FY13



# Principles of Service Design



Productive Based  
Route

Geography Based  
Route