

# MINUTES\*

MAC MEETING OF AUGUST 21, 2024



The METRO Advisory Committee (MAC) met on Wednesday, August 21, 2024. The meeting was held as a hybrid meeting. \*Minutes are “summary” minutes, not verbatim minutes.

1. **CALLED TO ORDER** at 6:01 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**

During this time, Corey Aldridge, CEO/General Manager, introduced himself to MAC.

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

Chair Elsea acknowledged the written communication in the packet. Mr. Martinez mentioned that he had talked to some of the Bus Operators about the porta potties at the River Front Transit Center. Discussion ensued on the porta potties available for the Bus Operators.

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

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

**MOTION: ACCEPT AND FILE THE MINUTES FROM THE METRO ADVISORY COMMITTEE MEETING OF APRIL 17, 2024**

**MOTION: CRUSE**

**SECOND: DE WIT**

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

6. **COMMUNICATIONS FROM METRO ADVISORY COMMITTEE**

Chair Elsea mentioned the two letters in the packet that she wrote to Corey Aldridge and Daniel Zaragoza. She also mentioned that she provided an oral update to the Board of Directors (Board) at the June 28, 2024 meeting and reported on MAC’s last two meetings of 2024. Chair Elsea spoke highly of MAC’s attendance. She emphasized that the current members of MAC are active participants and reminded the Board that MAC’s purpose is to provide advisory support.

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

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

Margo Ross, COO, reported that METRO will be participating in the Santa Cruz County Fair September 11 – 15, 2024. METRO will be offering free fares on Route 79F (daily) and 79 (weekends only). COO Ross mentioned that riders who take Route 79F or 79 to the fair receive discounted fair tickets. Riders obtain this by requesting a voucher from the Bus Operator upon arrival to the fairgrounds. Mr. Von Hendy asked about METRO’s presence at the fair. COO Ross said that METRO will have a booth and vehicles on display.

COO Ross also mentioned that October 2, 2024 is California Clean Air Day and METRO will be offering free fares.

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 Q4 of FY24. Overall, total ridership increased 7% compared to FY23 Q4. Director Urgo mentioned that the full quarterly ridership report will be going to the full Board on August 23, 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 reported that there are two more phases of Reimagine METRO. METRO is currently on Phase 2. Director Urgo highlighted the Fall service changes starting on September 12, 2024.

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

Director Urgo reported that new shelters and benches have been installed at the River Front Transit Center. He also mentioned the addition of Area 4 and that there are now four porta potties available for the Bus Operators.

#### **c.iii. Update on Design of Pacific Station North**

This item was discussed and the recommendation was to agendize it to the October 16, 2024 MAC agenda.

**MOTION: AGENDIZE THE REVIEW OF THE DESIGN OF THE PACIFIC STATION NORTH TO THE OCTOBER 16, 2024 MAC AGENDA**

**MOTION: CRUSE**

**SECOND: TAYLOR**

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

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

None.

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

Chair Elsea will write a letter to the Board of Directors expressing MAC's appreciation and gratitude to Corey Aldridge, CEO/General Manager, for attending the August 21, 2024 MAC meeting and introducing himself.

**11. ITEMS FOR NEXT MEETING AGENDA**

- Service Planning Updates
- Quarterly Ridership Report
- Update on Reimagine METRO
- Update on Design of Pacific Station North
- Update on Final Budget

**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, October 16, 2024 at 6:00 PM at the METRO Admin Office, 110 Vernon Street, Santa Cruz.

**14. ADJOURNMENT**

Chair Elsea adjourned the meeting at 7:11 PM.

Respectfully submitted,

Elizabeth Rocha  
Administrative Specialist