



**METRO ADVISORY COMMITTEE (MAC) MEETING AGENDA
APRIL 16, 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: 859 3498 5263**

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. 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.

5. RECEIVE AND FILE MINUTES FROM THE METRO ADVISORY COMMITTEE MEETING OF FEBRUARY 19, 2025

Veronica Elsea, Chair

6. COMMUNICATIONS FROM THE METRO ADVISORY COMMITTEE

7. UPDATE ON THE STATUS OF THE NEW METRO WEBSITE AND APPS

Michael Bois, Communications and Marketing Manager

8. UPDATE ON THE MOBILITY TRAINING COORDINATOR

Michael Bois, Communications and Marketing Manager

9. SERVICE PLANNING UPDATE

John Urgo, Chief Planning and Innovation Officer

- a. Quarterly Ridership Report
- b. Bus Stops
 - i. Update on Braille Bus Stop Signage
 - ii. Installation of Bus Stops on Islands
- 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

10. COMMUNICATIONS TO THE METRO CEO/GENERAL MANAGER

11. COMMUNICATIONS TO THE METRO BOARD OF DIRECTORS

12. ITEMS FOR NEXT MEETING AGENDA

13. DISTRIBUTION OF VOUCHERS

Elizabeth Rocha, Administrative Specialist

**14. ANNOUNCEMENT OF NEXT MEETING: WEDNESDAY, AUGUST 20, 2025 AT 6:00 PM,
METRO ADMIN OFFICE, 110 VERNON STREET, SANTA CRUZ**

Veronica Elsea, Chair

15. 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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MINUTES*

MAC MEETING OF FEBRUARY 19, 2025



The METRO Advisory Committee (MAC) met on Wednesday, February 19, 2025. 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. **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**

Chair Elsea acknowledged the written communication in the packet.

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

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

MOTION: ACCEPT AND FILE THE MINUTES FROM THE METRO ADVISORY COMMITTEE MEETING OF OCTOBER 16, 2024 AS PRESENTED

MOTION: PISANO

SECOND: CRUSE

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

5. **COMMUNICATIONS FROM THE METRO ADVISORY COMMITTEE**

Chair Elsea mentioned that she provided an oral semi-annual update to the Board of Directors (Board) at the December 20, 2024 Board meeting. Chair Elsea acknowledged the MAC members and thanked them for their active participation in the MAC meetings. She mentioned the items MAC has been working on and provided the 2025 meeting schedule. Chair Elsea reminded the Board that MAC’s purpose is to provide advisory support.

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

6. **SERVICE PLANNING UPDATE**

a. **Quarterly Ridership Report**

John Urgo, Chief Planning & Innovation Officer, reported that the quarterly ridership report will be presented to the Board at the Board meeting on February 28, 2025. Overall, total ridership increased about 10.5%.

b. **Bus Stops**

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

Officer Urgo said that there are no new updates at the moment, but we will continue to work on this issue.

During a recent call with the California Integrated Travel Project (Cal-ITP), they mentioned they are working on a project related to braille signage and are looking for agencies interested in partnering on those types of projects. METRO will be having another call with Cal-ITP to discuss this opportunity further.

c. Other Projects

c.i. Update on Reimagine METRO

Officer Urgo provided an update on Reimagine METRO. He mentioned that in March an update will be provided to the Board on the first 12 to 15 months of Reimagine METRO. Officer Urgo reminded everyone that the major service increase that was implemented in March 2024 was funded through one-time state funding, Transit and Intercity Rail Capital Program (TIRCP). These funds are expected to last three to four years, we are currently on year two.

c.ii. Update on River Front Transit Center

Officer Urgo provided an update on the River Front Transit Center. An additional bus shelter was installed and fencing was added around the restrooms for the Bus Operators. He also mentioned that a dedicated security guard is now on site.

c.iii. Update on Pacific Station North

Officer Urgo mentioned that the Pacific Station North is scheduled to open in 2026. METRO has no additional details at this time.

c.iv. Update on Watsonville Transit Center

Officer Urgo provided an update on the Watsonville Transit Center project. It is moving along and it will include affordable housing units.

c.v. Update on Highway 1 Bus-On-Shoulder

Officer Urgo said that the Highway 1 Bus-On-Shoulder is still under construction.

Discussion ensued on service changes and bus shelters. Staff addressed all concerns.

7. UPDATE ON PARACRUZ ELIGIBILITY

Rina Solorio, Assistant Operations Manager, ParaCruz, reported that METRO has been using ADA Ride since November 2023 for ParaCruz eligibility. She introduced Art Hulscher, President of ADA Ride. Mr. Hulscher spoke to the presentation. He provided an overview of ADA Ride and focused on the ParaCruz eligibility process. The eligibility process has been the same and follows federal guidelines. Mr. Hulscher broke down the ParaCruz eligibility process into four parts: 1) Application; 2) Verification; 3) Evaluation; and 4) Notification. He also reviewed the recertification process. Discussion followed on the application process and how ADA Ride can help with completing the application. METRO's Customer Service can be reached at 831-425-8600 or ADA Ride at 877-232-7433 for assistance with completing the application.

8. UPDATE ON THE STATUS OF THE NEW METRO WEBSITE AND APPS

Margo Ross, COO, provided an update on the METRO website and apps. She reported that about 80% of the website has been completed. The remaining 20% has been delayed because we are working on a custom real-time tracker. Once that has been completed METRO will proceed to the internal testing phase. When METRO confirms that the website is working to its expectations, it will schedule the public launch. COO Ross also mentioned that we are in the contract phase of securing Transit Royale, which is the premium tier of the app. Transit Royale enables riders with enhanced trip-planning, real-time information, fare payment integration, automatic detour detection, and more, allowing for a better rider experience.

9. COMMUNICATIONS TO THE METRO CEO/GENERAL MANAGER

None.

10. COMMUNICATIONS TO THE METRO BOARD OF DIRECTORS

None.

11. 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 Mobility Training Coordinator
- Preliminary Budget Review
- Update on Website & Apps

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, April 16, 2025 at 6:00 PM at the METRO Admin Office, 110 Vernon Street, Santa Cruz.

14. ADJOURNMENT

Chair Elsea adjourned the meeting at 7:36 PM.

Respectfully submitted,

Elizabeth Rocha
Administrative Specialist