

MINUTES*

MAC MEETING OF FEBRUARY 21, 2024

REVISED



The METRO Advisory Committee (MAC) met on Wednesday, February 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. **ROLL CALL** - The following MAC Members were **present**, representing a quorum:

Veronica Elsea, Chair
Joseph Martinez, Vice Chair
James Cruse
Jessica de Wit *AR 6:05 PM*

Michael Pisano
Becky Taylor
James Von Hendy

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

Mr. Pisano commented on a new bus shelter that was broken. Chair Elsea thanked Ms. de Wit for her service as the MAC Chair for the 2023 year.

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

4. **RECEIVE AND FILE MINUTES FROM THE METRO ADVISORY COMMITTEE MEETING OF OCTOBER 18, 2023**

MOTION: ACCEPT AND FILE THE MINUTES FROM THE METRO ADVISORY COMMITTEE MEETING OF OCTOBER 18, 2023 AS PRESENTED

MOTION: PISANO

SECOND: VON HENDY

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

5. **COMMUNICATIONS FROM METRO ADVISORY COMMITTEE**

Ms. de Wit reported that she provided the MAC update to the Board of Directors (Board) at the December 15, 2023 Board meeting.

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

6. **INTRODUCTION OF MICHAEL BOIS, CUSTOMER EXPERIENCE MANAGER, AND JESSE LEYVA, MOBILITY TRAINING COORDINATOR**

Margo Ross, COO, introduced Michael Bois as METRO's Customer Experience Manager and Jesse Leyva as the new Mobility Training Coordinator. Each provided a brief background of their experience, and they look forward to working with everyone. Mr. Cruse asked for Mr. Leyva's email to be included in the minutes. (Jesse Leyva's email is: jleyva@scmtd.com). The MAC members welcomed them both.

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

7. **UPDATE ON CEO/GENERAL MANAGER SEARCH**

Margo Ross, COO, reported that a recruitment firm was hired to conduct a search for a new CEO/General Manager. She mentioned that the CEO Ad Hoc Committee was formed. Discussion continued on when the search would begin and the possibility of a MAC member sitting in on the interviews to help advise the Board on this matter. COO Margo said that she would pass that question along to staff and have someone get back to her.

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

8. UPDATE ON TICKET VENDING MACHINES (TVM'S)

Margo Ross, COO, reported that all ticket vending machines (TVM's) have been removed from all transit centers. She said that they are very costly to repair. Chair Elsea asked what options are available for someone such as a tourist that does not have the app to purchase a bus pass/ticket. Discussion ensued on bus passes/tickets and the different methods of payment such as cash.

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

9. SERVICE PLANNING UPDATE

The quarterly ridership report and update on Reimagine METRO will be presented to the Board at the Board meeting on February 23, 2024. MAC members spoke about their experience with the temporary River Front Transit Center. Mr. Cruse mentioned buses displaying wrong numbers. Discussion ensued on bus head signs and Real-Time Track By Text not reporting correct information. Discussion followed on transponders due to buses being too quiet. Mr. Martinez asked if METRO is fully staffed with bus operators now and COO Ross responded that METRO is fully staffed. Mr. Pisano mentioned adding bus shelters by the CVS and Oswald's bus stop and COO Ross responded that there is no space for a bus shelter. Discussion ensued on bus shelters. Discussion ensued on bus shelters and the distance between the bus stops at the River Front Transit Center. Mr. Cruse asked what was going to happen with the METRO Pacific Station complex. COO Ross mentioned that it will be redeveloped. Discussion ensued on the redevelopment of Pacific Station and the construction of affordable housing.

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

10. COMMUNICATIONS TO THE METRO INTERIM CEO/GENERAL MANAGER

None.

11. COMMUNICATIONS TO THE METRO BOARD OF DIRECTORS

None.

12. ITEMS FOR NEXT MEETING AGENDA

- Service Planning Updates
- Quarterly Ridership Report
- Update on Reimagine METRO
- Update on Braille Bus Stop Signage
- Extending Route 4 to go to Dignity Health
- Preliminary Budget Review

13. DISTRIBUTION OF VOUCHERS

Vouchers distributed by Elizabeth Rocha, Administrative Specialist.

14. ANNOUNCEMENT OF NEXT MEETING

Chair Elsea announced the next MAC Meeting will be held on Wednesday, April 17, 2024 at 6:00 PM at the METRO Admin Office, 110 Vernon Street, Santa Cruz.

15. ADJOURNMENT

Chair Elsea adjourned the meeting at 7:02 PM.

Respectfully submitted,

Elizabeth Rocha
Administrative Specialist