

SANTA CRUZ METROPOLITAN TRANSIT DISTRICT

Minutes- Board of Directors

May 11, 2001

A Regular Meeting of the Board of Directors of the Santa Cruz Metropolitan Transit District met on Friday, May 11, 2001 at the District Administrative Office, 370 Encinal Street, Santa Cruz, CA.

Vice-Chairperson Reilly called the meeting to order at 8:30 a.m.

SECTION 1: OPEN SESSION

1. ROLL CALL:

DIRECTORS PRESENT

Sheryl Ainsworth
Bruce Gabriel
Michelle Hinkle
Mike Keogh
Christopher Krohn
Dennis Norton
Emily Reilly

DIRECTORS ABSENT

Jeff Almquist
Jan Beautz (arrived at 8:50 a.m.)
Tim Fitzmaurice
Rafael Lopez
Ex-Officio Mike Rotkin (arrived at 8:50 a.m.)

STAFF PRESENT

Bryant Baehr, Operations Manager
Paul Chandley, Human Resource Manager
Kim Chin, Planning & Marketing Manager
Mark Dorfman, Asst. General Manager
Marilyn Fenn, Asst. Finance Manager
Mary Ferrick, Transit Supervisor
Terry Gale, IT Manager

Margaret Gallagher, District Counsel
Tom Hiltner, Grants/Legis. Analyst
David Konno, Fac. Maint. Manager
Elisabeth Ross, Finance Manager
Tom Stickel, Fleet Maintenance Manager
Leslie R. White, General Manager

EMPLOYEES AND MEMBERS OF THE PUBLIC WHO INDICATED THEY WERE PRESENT

Patti Korba, SEA
Ian McFadden, UTU
Gillian McGlaze, PSA
John Mellon, VMU
Bonnie Morr, UTU

Barbie Schaller
Candace Ward, UCSC
Peggy Weaver, SEIU
Linda Wilshusen, SCCRTC

THE CONSENT AGENDA WAS TAKEN OUT OF ORDER.

CONSENT AGENDA

7-1. APPROVE REGULAR BOARD MEETING MINUTES OF 4/13/01 AND 4/20/01 AND SPECIAL BOARD MEETING MINUTES OF 4/13/01

No questions or comments.

7-2. ACCEPT AND FILE PRELIMINARILY APPROVED CLAIMS

No questions or comments.

7-3. ACCEPT AND FILE PASSENGER LIFT REPORT FOR APRIL 2001

No questions or comments.

7-4. CONSIDERATION OF TORT CLAIMS: Deny the claims of: State Farm Insurance (Subro. Mathew Smith); Dorothy Gray; Ray Polanco

No questions or comments.

7-5. ACCEPT AND FILE MINUTES OF MASTF COMMITTEE MEETING OF 4/19/01

No questions or comments.

7-6. ACCEPT AND FILE MINUTES OF MUG COMMITTEE MEETING OF 4/18/01

Director Gabriel stated that the Board meeting locations and times have been added to the MUG agenda for their May meeting.

7-7. ACCEPT AND FILE MONTHLY BUDGET STATUS REPORT FOR MARCH 2001, APPROVAL OF BUDGET TRANSFERS, AND APPROVAL OF CHANGE IN AUTHORIZED PERSONNEL IN HUMAN RESOURCES DEPARTMENT FROM ONE PART-TIME ADMINISTRATIVE SPECIALIST TO ONE FULL-TIME ADMINISTRATIVE SECRETARY

Pattie Korba stated that she is happy to see the job description for the HRD secretary is for full time, thus allowing more support to the entire department.

7-8. ACCEPT AND FILE STATUS REPORT ON ADA PARATRANSIT PROGRAM FOR MARCH 2001

No questions or comments.

7-9. ACCEPT AND FILE HIGHWAY 17 STATUS REPORT FOR MARCH 2001

No questions or comments.

7-10. ACCEPT AND FILE UNIVERSITY OF CALIFORNIA, SANTA CRUZ SERVICE STATUS REPORT

No questions or comments.

ITEMS 8, 9 AND 10 WERE TAKEN OUT OF ORDER.

8. PRESENTATION OF EMPLOYEE LONGEVITY AWARDS

No questions or comments.

9. CONSIDERATION OF REPORT ON FINANCIAL IMPACTS OF RESTRICTING BUS ADVERTISING

Summary:

Kim Chin explained that there are three categories regarding performance: paint damage resulting from installation and removal of advertising, a full-time local installer, content and quality of some of the ads. The District's contract with Obie Advertising commenced in 1997 and is for five years, expiring in November 2002. The District is currently in Year 4 of the contract. To mitigate the damage to the paint, Obie has produced promotional ads at no charge, which will conceal the paint damage. Mr. Chin outlined the financial implications of discontinuing the contract on the attachment to his staff report. Mr. Chin further noted that the contract is based on the calendar year so this may affect two fiscal year periods.

Discussion:

Chairperson Ainsworth inquired about "framed" ads instead of "wraps" and was informed that Monterey-Salinas Transit (MST) has recently opted not to renew their contract with Obie Advertising as they were interested in "framed" advertising and Obie was not. Staff will return to the Board on 5/18/01 with the cost of "framed" advertising on a per bus basis. Ian McFadden suggested that ads be approved prior to placing them on the buses. Director Reilly asked if there were other cities who discontinued bus advertising and what effect this had on their ridership. Mr. Dorfman suggested an option of not allowing advertising on the new buses as they arrive and to adjust the budget over time to accommodate for the gradual loss of revenue. Chairperson Ainsworth discussed public service announcements in lieu of advertising. Director Krohn asked if other communities limit any other types of advertising besides tobacco, alcohol and pornography. Mr. White responded that this is a controversial topic due to the Free Speech Amendment.

**10. CONSIDERATION OF REQUEST TO OPERATE THE HOMELESS SHUTTLE
NOVEMBER 15, 2001, TO APRIL 15, 2002**

Summary:

Les White informed the Board that he received a request in January from the Homeless Services Center for the homeless shuttle to operate. This was an emergency request. The District provided a homeless shuttle from February 5th, 2001, through April 15th, 2001, at a cost of \$18,760.00. Fare revenue was received in the amount of \$9,238.00 with the District absorbing the deficit of \$9,522.00.

Another request was received recently for the homeless shuttle to operate from November 15, 2001, through April 15, 2002. The estimated cost for this shuttle is \$37,164.00. The deficit for this shuttle is anticipated to be \$18,582.00. Staff recommends that the City and County be approached for a contribution of \$5,000 each with the District paying 23%, which the Board had previously established as its portion to fund various shuttles.

Discussion:

Director Krohn inquired as to the "cost per rider" on this shuttle. This information will be supplied to him. He further asked that Staff request contributions from other City Councils and the Board of Supervisors for this shuttle. Ian McFadden asked about the old bus that was previously sold to the Homeless Services Center and was informed by Ex Officio Rotkin to contact Ken Cole about possibly selling the bus back to the District.

**VICE-CHAIRPERSON REILLY RETURNED TO ORAL AND WRITTEN COMMUNICATIONS
AT THIS TIME.**

2. ORAL AND WRITTEN COMMUNICATION

Not Prior to 9:00 a.m.

a. Patricia Spence

RE: ADA Accessibility of Council Chambers

Oral:

Peggy Weaver, SEIU Local 415, reported that the collective bargaining process has begun with the District. It is anticipated that the negotiations will be concluded by June 30, 2001. Ms. Weaver added that all the economic proposals are aimed at retaining current employees and recruiting new employees.

Barbie Schaller submitted two letters to the Board requesting holiday bus service on July 4, 2001. This service is needed to transport County seniors to the 4th of July celebration being held at the Harvey West Park. Ms. Schaller obtained over 100 signatures from seniors who are interested in this service.

Laura Scribner, Seniors Recreation Supervisor and Supervisor at the Loudon Nelson Community Center, also submitted letters requesting this July 4th service. Ms. Scribner also asked the Board to put this item on the June agenda for discussion. Mr. White

recommended that this be agendized for the May 18th Board meeting when Staff will return with a recommendation after discussing this with UTU. Director Beautz asked Staff to look at all the holidays in this regard.

Mr. Fahmy Ma'Awad stated that there are fireworks in Watsonville for which people would like transportation and that the bus schedule would not need to be the same as regular days of service. He agreed that the Harvey West event is good for seniors but not for everyone.

ACTION: MOTION: DIRECTOR GABRIEL SECOND: DIRECTOR KROHN

Agendize this item for the Board Meeting of May 18, 2001.

Motion passed unanimously with Directors Almquist, Fitzmaurice and Lopez absent.

3. LABOR ORGANIZATION COMMUNICATIONS - Not Prior to 9:00 a.m.

No questions or comments.

4. METRO USERS GROUP (MUG) COMMUNICATIONS - Not Prior to 9:00 a.m.

No questions or comments.

**5. METRO ACCESSIBLE SERVICES TRANSIT FORUM (MASTF) COMMUNICATIONS
Not Prior to 9:00 a.m.**

No questions or comments.

6. ADDITIONAL DOCUMENTATION TO SUPPORT EXISTING AGENDA ITEMS

None

REGULAR AGENDA

**11. PUBLIC HEARING ON FY 2001-2002 DRAFT FINAL BUDGET
PUBLIC HEARING WILL TAKE PLACE AT 5/18/01 BOARD MEETING**

Summary:

Elisabeth Ross pointed out that there was an error on the agenda. This item is for public input only and not for action at this point. Final approval would not be until the June Board Meeting. Staff will meet with Union representatives on Monday, May 14th, to review the budget. Board members are invited to attend this meeting. This budget proposes the same level of service with no service specified on July 4th. There were some minor service improvements that were deleted until next year. The only new staff position would be for the Paratransit Program Manager and Eligibility Service Coordinator. Ms. Ross reviewed the TDA revenues.

Discussion:

Linda Wilshusen, SCCRTC, added that the County Auditor recommended that the Transportation Commission increase the TDA reserves to 5%, which could affect the amount that goes out to the claimants. Ms. Ross identified Attachment C to the staff report as outlining the capital needs of the District. Mr. White referred the Board to the "operating revenues - special transit fares" and noted that fares from UCSC are projected to increase by 24.5% due to implementation of bi-directional service on campus. Improvements on campus to facilitate bi-directional service are anticipated to be completed this Fall. This revenue line will be monitored on a month-by-month basis. Ex Officio Director Rotkin inquired as to why the draft final budget anticipates a 12% increase in paratransit fares when the District is experiencing a flat demand increase. Ms. Ross responded that with the recertification process, it is anticipated that ridership will once again pick up. Director Keogh asked Staff to be careful on the sales tax expectations. There was a discussion on the Highway 17 service and anticipated increases in "reverse" commutes. Bryant Baehr added that Staff is emphasizing the Soquel Park and Ride lot to increase ridership on Highway 17. Director Norton asked for a cost/benefit analysis on what increased service at UCSC is costing the public and was informed that service is not increasing, it is only going bi-directional, which is revenue without expense. Chairperson Ainsworth asked Staff for an in-depth analysis of the Highway 17 corridor, as the fare seems low to her. Mr. White added that if the District takes over the Amtrak connector service, it would be eligible for State revenue in the amount of approximately \$500,000 to support this service. Then, discussions should take place on changes to the Highway 17 service. Staff will bring the decision to the Board in June or July as to whether there will be an agreement with Amtrak/Caltrans/VTA and METRO or if METRO will run independently thereby initiating service discussions with VTA. If this occurs, the METRO Board and VTA Board will need to meet for discussions.

Ms. Ross stated that she had checked with other agencies regarding their sales tax expectations. Candace Ward inquired about the aggregate billing system and when it would be implemented for the university. Mr. Dorfman responded that with the installation of the new farebox system, Staff will use the aggregate billing system with faculty and staff for the coming year. However, the passes would need to be a swipe card. Ms. Ward asked that Staff discuss this with her in the near future.

12. CONSIDERATION OF RECOMMENDATION TO APPROVE ASSESSMENT FOR COOPERATIVE RETAIL MANAGEMENT DISTRICT

Summary:

Mark Dorfman reported that the District has two properties in the downtown area. The District's assessment for the Downtown Host Program is \$2,547.75.

ACTION: MOTION: DIRECTOR KEOGH SECOND: DIRECTOR AINSWORTH

Move this item to the Consent Agenda for the Regular Board Meeting of 5/18/01.

Motion passed unanimously with Directors Almquist, Fitzmaurice and Lopez absent.

13. CONSIDERATION OF AUTHORIZATION TO OPERATE THE SANTA CRUZ BEACH SHUTTLE PROGRAM

Summary:

Mark Dorfman confirmed that the District has received a letter from the City stating that they intend to run the Summer Beach Shuttle and that they have allocated \$45,000 for next year's service. The District's share of 23% would be \$8,571; the City's share would be \$28,694.

ACTION: MOTION: DIRECTOR KEOGH SECOND: DIRECTOR BEAUTZ

Move to Consent Agenda for the Regular Board Meeting of 5/18/01.

Motion passed unanimously with Directors Almquist, Fitzmaurice and Lopez absent.

Discussion:

There was discussion regarding the "full wrap" advertising on one of the buses on this route and also of the contra flow bike lane on Beach Street. Mark Dorfman pointed out that the City still hasn't reimbursed the District for this service last year. It should be brought to the City's attention that payment should be made by the conclusion of service for the year.

**ACTION: AMENDMENT TO MOTION: DIRECTOR KEOGH
SECOND: DIRECTOR BEAUTZ**

Strongly urge the City to pay the amount in arrears and to pay for future service in a timely manner.

There was further discussion regarding specialty vehicles, such as trolleys with a potential conversion to electric power. Directors Krohn and Norton will obtain ridership figures for the last three years as it relates to specialty vehicles being used in their jurisdictions. Mr. Dorfman stated that Staff would contact other districts regarding their shuttles. Mr. Ma'Awad asked the Board to consider rear-loading capabilities to accommodate wheelchairs for any new shuttles acquired.

Motion passed unanimously with Directors Almquist, Fitzmaurice and Lopez absent.

ACTION: MOTION: DIRECTOR BEAUTZ SECOND: DIRECTOR AINSWORTH

Direct Staff to draft a sample letter of what the Board would say to the City Council regarding a dedicated bus lane and place this on the June Board Meeting agenda. If this issue comes before the Santa Cruz City Council prior to the June Board Meeting, Staff is authorized to state the Board's general concerns to the City Council.

Motion passed unanimously with Directors Almquist, Fitzmaurice and Lopez absent.

14. CONSIDERATION OF RENEWAL OF SAN JOSE STATE UNIVERSITY CONTRACT FOR SUBSIDY OF HIGHWAY 17 EXPRESS

Summary:

DIRECTOR BEAUTZ LEFT THE MEETING.

Mark Dorfman reported that the District set up a system with VTA through a Joint Powers Agreement to provide service to the San Jose State University (SJSU) corridor. SJSU asked that two late evening trips be added. SJSU subsidizes these trips Monday through Thursday, when the university is in session, in the amount of \$26,000. Staff is requesting Board authorization to request SJSU's subsidy for these additional trips.

ACTION: MOTION: DIRECTOR GABRIEL SECOND: DIRECTOR KEOGH

Move to Consent Agenda for the Regular Board Meeting of 5/18/01.

Chairperson Ainsworth expressed concern that this issue needs analysis, but she would support the Motion.

Motion passed unanimously with Directors Almquist, Beautz Fitzmaurice and Lopez absent.

15. CONSIDERATION OF RESOLUTION OF SUPPORT FOR EXPANSION OF CAPACITY ON HIGHWAY 1

Discussion:

Ex Officio Director Rotkin asked that Staff keep the Board informed as to any information from the Transportation Commission regarding High-Occupancy Toll (HOT) lanes vs. High-Occupancy Vehicle (HOV) lanes and the number of vehicles predicted to use these, and whether it would affect transit service. Director Reilly asked for a status report on the feasibility study currently being conducted. Director Norton stated it may be premature to send a letter to the Commission as the feasibility study is still being conducted and that information regarding the HOT/HOV lanes will be ready in 4-5 months at which time a clear decision could be made. Linda Wilshusen of the SCCRTC stated that she would provide a status report to the Board from the Commission.

ACTION: MOTION: DIRECTOR NORTON SECOND: DIRECTOR KROHN

Table this issue until the feasibility study is received by the Transportation Commission and the project study report is received regarding HOT and HOV lanes.

AYES: Directors: Ainsworth, Krohn, Norton
NOES: Directors: Keogh, Hinkle, Gabriel, Reilly
ABSTAIN: Directors: None
ABSENT: Directors: Almquist, Beautz, Fitzmaurice, Lopez

The Motion failed.

16. CONSIDERATION OF LETTER OF SUPPORT FOR SB 465 AUTHORIZING THE SANTA CRUZ COUNTY REGIONAL TRANSPORTATION COMMISSION TO ACT AS A RAIL/TRAIL AUTHORITY AND ADDING TWO VOTING MEMBERS TO THE COMMISSION

Summary:

Les White reported that the action would be that the Board support the endorsement of the Transportation Commission and to communicate to Senator McPherson that SB 465, amended to deal with both the authorization of the Commission to act as rail/trail authority and to add two voting members to the Commission, is something that the Board would support.

Linda Wilshusen added that the SB 465, technically, adds powers and authority to the Commission in connection with rail right-of-ways in the County but that the Commission has already established itself as a rail/trail authority. Chairperson Ainsworth stated being that this issue is so controversial, she would not support a Motion to move it to the Consent Agenda.

17. DELETED - To Be Brought Back Before the Board in June

18. CONSIDERATION OF COMPLIANCE WITH FEDERAL REGULATIONS REGARDING BUS STOP ANNOUNCEMENTS

Summary:

Bryant Baehr reported that the staff report states the Federal Regulation (in part), what Staff is currently doing to be in compliance with the law, and information regarding current technologies. Chairperson Ainsworth asked for more information on this topic, specifically, other vendor who provide this technology. This information will be brought to next week's Board Meeting. There is no requirement on how the stops are called out, only that it occurs.

Discussion:

Fahmy Ma'Awad stated that the drivers should worry about driving and the passengers' safety. Technology should call the stops. Mr. Dorfman stated that Staff is asking for this technology on the current bus bids. He believes Mr. Ma'Awad is referring to the thirty low-floor buses that are already wired for this technology.

19. CONSIDERATION OF AWARD OF CONTRACT FOR FINANCIAL AUDIT AND TAX SERVICES

Summary:

Tom Stickel reported that background checks and investigations are still being conducted and that Staff would have a report for next week's meeting.

20. CONSIDERATION OF REQUEST FOR AUTHORIZATION TO USE STATE CONTRACT FOR PURCHASE OF PARATRANSIT VAN

Summary:

Tom Stickel reported that the District has received funding for one additional paratransit van. Mr. Stickel also checked into the rollover factor and stated that this vehicle has passed the bus rollover test.

ACTION: MOTION: DIRECTOR KEOGH SECOND: DIRECTOR NORTON

Move this item to the Consent Agenda for the 5/18/01 Board Meeting.

Motion passed unanimously with Directors Almquist, Beautz Fitzmaurice and Lopez absent.

21. CONSIDERATION OF AWARD OF CONTRACTS FOR WINDOWS 2000 SERVERS, NETWORK-ATTACHED STORAGE AND SOFTWARE

Summary:

Tom Stickel reported that the District needs to upgrade the servers for its computer system. Results and tabulations of the bidders will be presented to the Board at next week's meeting.

22. CONSIDERATION OF CONTRACT EXTENSION WITH TRANSIT INFORMATION PRODUCTS

Summary:

Mr. Stickel reported that this is an annual renewal for graphic services from Transit Information Products for production of the *Headways*. This vendor is doing a good job at a good price.

ACTION: MOTION: DIRECTOR AINSWORTH SECOND: DIRECTOR KEOGH

Move this item to Consent Agenda for the 5/18/01 Board Meeting.

Motion passed unanimously with Directors Almquist, Beautz Fitzmaurice and Lopez absent.

23. CONSIDERATION OF AWARD OF CONTRACT FOR FURNISHING BUS AIR, FUEL AND OIL FILTERS

Summary:

Mr. Stickel reported that the District's participation in the Regional Transit Coordinating Council (RTCC) allows it to increase purchase power through volume. The RTCC went out to contract

with Vehicle Maintenance Program for bus air, fuel and oil filters. Staff is requesting authorization to enter into a contract with Vehicle Maintenance Program for the purchase of these filters.

ACTION: MOTION: DIRECTOR AINSWORTH SECOND: DIRECTOR KEOGH

Move to Consent Agenda for the 5/18/01 Board Meeting.

Motion passed unanimously with Directors Almquist, Beautz Fitzmaurice and Lopez absent.

24. CONSIDERATION OF RESOLUTION AUTHORIZING THE GENERAL MANAGER TO EXECUTE A MASTER AGREEMENT AND SUPPLEMENTAL AGREEMENTS WITH CALTRANS FOR GRANT AWARDS

Summary:

Mark Dorfman reported that the District is a sub-grantee to the State. In order for Staff to purchase buses contained in two grant agreements, they need a master agreement with the State of California to allow us to proceed with these projects and all other projects in the future.

ACTION: MOTION: DIRECTOR AINSWORTH SECOND: DIRECTOR NORTON

Move to Consent Agenda for the 5/18/01 Board Meeting, with a unanimous roll call by the Board for the Resolution.

Motion passed unanimously with Directors Almquist, Beautz Fitzmaurice and Lopez absent.

25. CONSIDERATION OF APPROVAL OF MODIFICATIONS TO CONDITIONS FOR BUS PURCHASE PROJECT

Summary:

Mr. Dorfman stated that the Board would have a staff report at next week's meeting on this item. There are two requirements: a bid bond, and a performance bond which ensures that the vendor follows through with this bus purchase project. Staff is in the "request for approved equals phase" of the bus procurement. Staff is attempting to receive information from other transit districts in this area as to what they have done in this regard.

26. REVIEW OF ITEMS TO BE DISCUSSED IN CLOSED SESSION: District Counsel

Margaret Gallagher stated that the Board will discuss with their Labor negotiations with regard to Service Employees International Union (SEIU) and the United Transportation Union (UTU).

27. ORAL AND WRITTEN COMMUNICATIONS REGARDING CLOSED SESSION

None

SECTION II: CLOSED SESSION

Vice-Chair Reilly adjourned to Closed Session at 10:45 a.m. and reconvened to Open Session at 11:35 a.m.

SECTION III: RECONVENE TO OPEN SESSION

1. REPORT OF CLOSED SESSION

Margaret Gallagher stated that there is nothing to report from the Closed Session at this time.

ADJOURN

There being no further business, Vice-Chair Reilly adjourned the meeting at 11:35 a.m.

Respectfully submitted,

DALE CARR
Administrative Services Coordinator