

North Natomas

Transportation Management Association

NORTH NATOMAS TMA BOARD OF DIRECTORS MEETING

North Natomas TMA Office, 1918 Del Paso Road, Suite 100, Sacramento, CA 95834

Tuesday, April 11, 2017

Board Members Present

Phil Rodriguez
Chris Holm
Bruce Roberts
Neil Nance
Neil Page
Randy Standiford

Board Members Absent

Derek Chernow
Patti Hoffman

Staff Members Present

Becky Heieck, Abbey Stumpf, Mellissa Meng, Leah Barrett, Elizabeth Graham, Kendall Miller

Guests

Marty Carr, Law Offices of Martin Carr
Scot Crocker - Crocker & Crocker

CALL TO ORDER - The meeting was called to order by Vice President Rodriguez at 9:04 a.m. A quorum was present. Introductions were made around the table.

CONSENT CALENDAR – Motion by Roberts/Nance to approve the January 2017 minutes, 6/0.

DISCUSSION CALENDAR –

Rebranding – Crocker spoke about the committee's work to date, including choice of new names, taglines, and archetypes. A robust discussion ensued to include most all staff and board about name recognition, bold and shock value, names that are trendy and overused. Motion by Roberts/Holm to move in the direction that staff chose. Discussion ensued. Rodriguez made a friendly amendment to Robert's motion to go forth with the name "Shift" with a more refined message, colors, wordmark and website home page, in a very convincing fashion, for the July meeting, 6/0.

Connectivity/Spine Trail Project – Heieck updated the board on past discussions surrounding NNTMA connectivity priority of the East Drain Canal Bike Path. In October 2015, the city considered the four-mile bike path complete, but it still had impediments at three major cross streets: Club Center Drive, Del Paso Road and Arena Blvd; medians need pathway, and streets need traffic signals and crosswalks installed. NNTMA staff has been working with city staff to raise the awareness of this need. City staff has decided to consider construction of one improvement and NNTMA staff has chosen Del Paso Road. City has come forward to ask NNTMA for matching funds to accomplish this goal. Motion by Holm/Roberts to allocate up to \$175,000 of the \$450,000 projected costs, to be used on construction only, with the flexibility to pay the amount when city requests payment via contract, 6/0.

First Quarter Staff Report – Staff reviewed the First Quarter Staff Report and answered questions. Barrett highlighted staff's progress with a Placemaking project along the East Drain Canal Bike Path. Partnerships have been created with the Sacramento Tree Foundation, City of Sacramento Urban Forestry, RD1000, and SAFECA toward a tree planting project extending from Bridgecross Drive to Club Center Drive, and from California Family Fitness to Tanzanite Park. Staff is seeking grant funding, and plans to donate toward the project. Discussion ensued and questions answered.

Greenbriar Shuttle – Heieck updated the group on the progress of the Greenbriar development moving through the city's planning process and ultimate annexation. As a condition of their EIR, Greenbriar must have transit service until the Green Line Light Rail project comes online within their development. Greenbriar representatives have asked NNTMA to run their shuttle service and Heieck has done much work, at the request of city staff and Greenbriar, to calculate CFD costs. Rodriguez advised Heieck to give the project back to Greenbriar and city staff to produce a proposal to NNTMA.

Shuttle RFP Update – Heieck shared that she has started negotiations with Sacramento Regional Transit to operate our future shuttle services to include new vehicles; big buses are being considered. She is pleased that RT has agreed to

start their Route Optimization Study in North Natomas. This study should assess transit/transportation needs, survey public ridership needs, and measure demands. Heieck fielded several questions posed by board members and promised the RFP committee she would be in touch soon.

Panhandle Development – Rodriguez asked to add this topic to the Discussion Calendar, as Heieck desired immediate guidance. Heieck explained she had spoken to Panhandle representatives about their annexation to the North Natomas CFD and that the existing amount per user was not large enough to afford them TMA services. Rodriguez explained that new developments could enter the existing CFD at a higher rate. Heieck will work with city financing representatives regarding this matter.


PUBLIC COMMENTS & ANNOUNCEMENTS –

Rodriguez welcomed new staff, Graham to the fold and asked her to share information about herself.

Meng shared about the open bike trail event on Sunday, May 7th from 1-3pm. Multiple vendors will host booths along the East Drain Canal Bike Path between Elkhorn Blvd and Airport Road, and the community is invited to attend.

MEETING ADJOURNED – 11:19 a.m.

MINUTES APPROVAL:

 2/11/17
Chris Holm Date