

North Natomas

Transportation Management Association

NORTH NATOMAS TMA BOARD OF DIRECTORS MEETING

Sierra Health Foundation, 1321 Garden Highway

Thursday, November 10, 2016

Board Members Present

Derek Chernow
Phil Rodriguez
Chris Holm
Neil Page
Patti Hoffman
Greg Guardino
Neil Nance

Board Members Absent

Randy Standiford
Bruce Roberts

Staff Members Present

Becky Heieck, Abbey Stumpf, Mellissa Meng, Leah Barrett

Guests

Marty Carr, Law Offices of Martin Carr
Scott Dosick
Jeff Spencer, Sacramento Transportation Authority
Jeff Sawyer, Inderkum High School
Jennifer Donlon Wyant, City of Sacramento
Karin Bloomer, Leading Resources Inc.

CALL TO ORDER - The meeting was called to order by President Chernow at 9:11 a.m. A quorum was present. Introductions were made around the table.

Rodriguez arrived.

CONSENT CALENDAR – Motion by Guardino/Hoffman to approve the July 2016 minutes, 6/0.

ACTION CALENDAR –

Third Quarter Staff Report – Staff reviewed the Third Quarter Staff Report and answered questions from the board. Heieck and Holm highlighted the Connectivity Committee's progress on getting priorities in the Bicycle Master Plan and discussion ensued about the many infrastructure projects endorsed by councilmember Ashby during a high-level city staff meeting for our projects. Stumpf highlighted, with a photo, the completion of the Bike Corral at the North Natomas Regional Park. Meng shared that a school district in Las Vegas has purchased Project Ride Smart videos for their entire 5th grade curriculum at just under \$1000. The board was pleased with the staff update.

Update Golden 1 Shuttle – Heieck updated the board on the feasibility of operating a shuttle from North Natomas to the Golden 1 Center for the 2016/17 King's season. She discussed the fact that our wrapped shuttles cannot be used, the difficulty in finding a park and ride lot, lack of grant funding, and a community survey to judge ridership. Heieck had decided that the NNTMA would not be able to support a shuttle service this season. Councilmember Ashby asked Heieck to reconsider her decision and Heieck offered to have the board discuss it. The board concluded that partnering with Councilmember Ashby on this programming with her office taking the lead was appropriate. Heieck will discuss and update the board at the next meeting.

Update 2017 Strategic Plan – Bloomer explained the strategic plan process and led the board through its update. Staff added "Research the cost-benefit of various web-based trip-reduction planning tools" to Objective 1, "...hands on bike workshops like Earn-A-Bike and Bike Doc Apprentice programs" to Objective 7, and "Establish a transportation improvement grant program directed toward North Natomas businesses" to Objective 8. In addition, Bloomer presented the 2017 Quarterly Performance Updates. Bloomer fielded questions about each addition and the board was satisfied.

2017 Projected Budget – Rodriguez shared that he and Heieck had reviewed the proposed 2017 budget and he supported Heieck's projections. He asked Heieck to discuss Rebranding before proceeding with the budget.

Rebranding – Heieck suggested a name, logo, tagline, colors, website design, and shuttle wrap change. This is spurred by the onset of new shuttle vehicles coming in 2018. Heieck explained the complexities of our name and difficulty in

understanding what our organization is about, our intricate and complicated logo that is difficult to use and hinders consistent usage by staff. Heieck shared that two public relations firms are being considered – Crocker and Crocker, and Uptown Studios. Heieck fielded questions from the board and they agreed to consider the update. Staff will bring the board suggested changes to 2017 board meetings for input.

2017 Projected Budget (cont'd)

Rodriguez pointed out the rebranding cost as a line item in the budget and Heieck clarified that costs of Rebranding, Community Survey, Shuttle Consultant, and East Commerce Drive Feasibility Study will be paid by retained earnings as a one-time cost.

Hire 2016 Auditor – Rodriguez recommended hiring auditor John Waddell and Company at the cost of \$5875 for 2016.

Motion by Rodriguez/Holm to approve the draft 2017 budget including shifting of approximately \$190,300 from reserves for the aforementioned line items, and hiring of the auditor, 6/0.

Rodriguez departed.

DISCUSSION CALENDAR -

Measure B Election Results – Jeff Spencer spoke about the election and gave the history of Measures A & B. Measure B's largest hurdle is the need for a 2/3 vote passage. He shared that the gas tax has lost its buying power over the past 25 years because it has not been increased and there are less miles driven, and less drivers on the road. Spencer shared his background in transportation technology and answered questions from the group.

Spencer departed.

Lunchtime Recognition of Scott Dosick – Chernow thanked Dosick for his years of service to the NNTMA, since 2004. Dosick was recognized for his passion supporting the Green Line to the Airport light rail project, strategic planning efforts, and being a good advocate for the NNTMA and North Natomas transportation projects. Several boardmembers and staff chimed in with antidotes and thanks. Dosick resigned earlier in the year due to scheduling conflicts.

Bicycling in Sacramento – Jennifer Donlon Wyant, the City of Sacramento's new Active Transportation Specialist, shared that she is working on bike rack design guidelines, bikeway facility selection guidelines, Bikeshare, North 12th Street. Cycletrack, Franklin Blvd Cycletrack, education, a bikeway user map, and a pilot bikeway wayfinding signage program. She answered questions from the group and was thanked for coming.

Donlon Wyant departed.

NNTMA High School Bike Tech Program – Jeff Sawyer, the instructor the NNMTA hired to teach our Bike Tech class at Inderkum High School, discussed his background, class curriculum, room tool- and work-station design and class make-up. In the background was a slideshow of photos from his Bike Tech classes. He fielded questions from the board and was thanked for his passion and time toward our program.

Dosick departed.

Shuttle Marketing Campaign – Stumpf provided a presentation about NNTMA's summer marketing "Spot" campaign which included photos of signage, outreach, Pandora audio ad and more. Stumpf fielded questions from the group and the board congratulated staff on a job well done.

Update Shuttle RFP & Bid Process – Heieck gave background on the shuttle program and need for a new agreement and vehicles starting January 1, 2018. She shared that she, Chernow, Page and Standiford had met to discuss the project and will give input as this process progresses. Heieck has hired Nelson Nygaard to help with a timeline, potential operators, grant opportunities, vehicle types and RFP discussions.

Recognition of Greg Guardino – Chernow announced that Guardino is leaving the board after 15 years of dedicated service. He claimed that Guardino raised the level of the groups professionalism, and took holistic and pragmatic approaches to programs and expenditures. Several boardmembers and staff echoed sadness at Guardino's departure and wished him well in his future endeavors.

ACTION ITEMS (cont'd)

Board Business - Motion by Guardino/Hoffman to nominate Neil Nance, Sacramento Regional Transit as a boardmember, 5/0.

Motion by Guardino/Hoffman to re-elect Chris Holm and Bruce Roberts as boardmembers, 5/0.

Motion by Guardino/Nance to nominate the following slate of officers, 6/0:


- Chernow – President
- Hoffman – Vice President
- Rodriguez – Treasurer
- Holm - Secretary

PUBLIC COMMENTS & ANNOUNCEMENTS –

Heieck reminded the board that we will be having quarterly meetings in 2017, and that all first Wednesdays are too early in the month to be meaningful as no numbers for staff reporting or budgets will be ready. She will contact the group soon for new dates. Heieck thanked Barrett for her work toward the retreat.

MEETING ADJOURNED – 1:35 p.m.

MINUTES APPROVAL


Chris Holm _____ Date 1/10/2017