

May 22, 2013

Jan Colyer, Executive Director
Truckee-North Tahoe Transportation Management Agency
P.O. Box 7108
Tahoe City, CA 96145

**SUBJECT: LETTER OF TASK AGREEMENT #13-01
BETWEEN THE PLACER COUNTY TRANSPORTATION PLANNING
AGENCY AND THE TRUCKEE-NORTH TAHOE TRANSPORTATION
MANAGEMENT AGENCY SCOPE-OF-WORK FOR FISCAL YEAR 2013/14**

Dear Ms. Colyer:

This letter, when countersigned, authorizes work under the “Master Agreement between the Placer County Transportation Planning Agency (PCTPA) and the Truckee-North Tahoe Transportation Management Agency” dated May 22, 2013.

- 1) Incorporated Master Agreement: This Letter of Task Agreement is the statement of contract-specific requirements applicable to the public education and outreach activities work to be undertaken by the Truckee-North Tahoe Transportation Management Agency in fiscal year 2013/14. This signed Letter of Task Agreement comprises the contract between the Truckee-North Tahoe Transportation Management Agency and PCTPA.
- 2) Term: Consultant services are to commence July 1, 2013 and shall be completed no later than June 30, 2014.
- 3) Scope of Services: The Truckee-North Tahoe Transportation Management Agency shall perform the work as described in Exhibit A – Scope-of-Work for Fiscal Year 2013/14.
- 4) Personnel: Consultant shall provide its own personnel to perform the work described in Exhibit A. Consultant shall provide administrative support and overhead expenses.
- 5) Compensation: For services rendered in FY 2013/14, the Truckee-North Tahoe Transportation Management Agency shall receive a sum not to exceed \$6,400. The Truckee-North Tahoe Transportation Management Agency shall submit invoices for work performed on a quarterly basis as set forth in Exhibit A.

If this Letter of Task Agreement meets with your approval, please sign and return one copy. Questions concerning this agreement and the project in general should be directed to David Melko, Senior Transportation Planner at (530) 823-4090.

Sincerely,

Accepted by:

Celia McAdam, AICP Date
Executive Director
Placer County Transportation Planning Agency

Jan Colyer Date
Executive Director
Truckee-North Tahoe Transportation
Management Agency

EXHIBIT A
TRUCKEE-NORTH TAHOE TRANSPORTATION MANAGEMENT AGENCY
SCOPE-OF-WORK FOR FISCAL YEAR 2013/14

Purpose: The Truckee-North Tahoe Transportation Management Agency will implement public education and outreach activities applicable to the Truckee-North Tahoe area consistent with Placer County Transportation Planning Agency's Congestion Management Program. The following public education and outreach activities will be implemented during fiscal year 2013/14:

Work Activities and Products:

- Provide marketing and support of alternative transportation programs throughout Truckee/North Lake Tahoe;
- Provide rideshare matchlisting services for Truckee/North Lake Tahoe;
- Provide emergency ride home services for Truckee/North Lake Tahoe;
- Develop and implement employee and residential outreach programs;
- Develop articles for county, business, and alternative transportation publications/newsletters;
- Participate in regional marketing efforts for alternative transportation;
- Provide marketing and support for Tahoe Area Regional Transit (TART);
- Develop transit advertisements for major media outlets including newspaper, television, and radio; and
- Provide transit trip information materials for the general public, employers and visitors.

Compensation:

- Annual compensation is limited to \$6,400; and
- Scope-of-work activities are funded with federal grant funds requiring the Truckee-North Tahoe Transportation Management Agency to be in compliance with any applicable federal regulation.

Invoices:

- Provide progress reports and invoices on quarterly basis; and
- Each invoice will be itemized, identify the balance left on the Letter of Task Agreement net of the current invoice expenses, include the dates of work performed, the name of the work, a narrative progress report, including the percentage of completion for each task.