



A G E N D A

**PLACER COUNTY TRANSPORTATION PLANNING AGENCY
PLACER COUNTY AIRPORT LAND USE COMMISSION
WESTERN PLACER CONSOLIDATED TRANSPORTATION SERVICES AGENCY
PLACER COUNTY LOCAL TRANSPORTATION AUTHORITY**

**Wednesday, January 25, 2023
9:00 a.m.**

**Placer County Board of Supervisors Chambers
175 Fulweiler Avenue, Auburn CA 95603**

PUBLIC PARTICIPATION PROCEDURES

The PCTPA Board meeting will be open to in-person attendance. In addition, remote teleconference participation is available to Board members and the public pursuant to the provisions of Government Code section 54953(e) due to the COVID-19 state emergency proclamation and recommendations for social distancing. Public Comment will be opened for each agenda item, and citizens may comment virtually through a Zoom meeting webinar utilizing the “raise hand” function. If you are participating by phone, please dial *9 to “raise hand” and queue for Public Comment. Please raise your hand at the time the Chair announces the item. Public comments will also be accepted at ssabol@pctpa.net or 530-823-4030 or by mail to: PCTPA, 299 Nevada Street, Auburn, CA 95603.

Si necesita servicios de traducción para otro lenguaje, aparte de Ingles, Por favor llamar al 530.823.4030 para asistencia.

Kung nangangailangan po ng tulong o interpretasyon sa ibang wika liban sa inglés, tumawag lang po sa 530.823.4030.

Webinar access: <https://placer-ca-gov.zoom.us/j/99416653382>

You can also dial in using your phone: US: +1 877 853 5247 (Toll Free) or 888 788 0099 (Toll Free), Webinar ID: 994 1665 3382

A. Flag Salute

B. Roll Call

C. AB 361 Remote Teleconferencing

Matt Click, Executive Director

- Pursuant to AB 361, the Board will consider the status of the ongoing emergency and facts related to the health and safety of meeting attendees due to COVID-19 and consider further findings related to Board meetings pursuant to the provisions of AB 361.

**Action
Pg. 1**

**Board of Directors Meeting Agenda
PLACER COUNTY TRANSPORTATION PLANNING AGENCY
AIRPORT LAND USE COMMISSION
WESTERN PLACER CONSOLIDATED TRANSPORTATION SERVICE AGENCY
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- D. Approval of Action Minutes: December 7, 2022** **Action**
Pg. 5
- E. Agenda Review** **Info**
Matt Click, Executive Director
- F. Public Comment**
Speakers have three minutes under Public Comment to speak on issues that are not listed on the agenda unless the time is extended by the presiding officer. The Brown Act does not permit any action or discussion on items not listed on the agenda.
- G. Consent Calendar: Placer County Transportation Planning Agency** **Action**
Pg. 9
These items are expected to be routine and noncontroversial. They will be acted upon by the Board at one time without discussion. Any Board member, staff member, or interested citizen may request an item be removed from the consent calendar for discussion.
1. PCTPA Audited Financial Statements & TDA Compliance Report
 2. Re-program FFY 2023-2025 STBG Funds from the City of Rocklin's Five Star Blvd. & Destiny Drive Road Rehabilitation Project to the I-80/Rocklin Road Interchange Improvements Project - \$10,000
- H. Consent Calendar: Western Placer Consolidated Transportation Services Agency** **Action**
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These items are expected to be routine and noncontroversial. They will be acted upon by the Board at one time without discussion. Any Board member, staff member, or interested citizen may request an item be removed from the consent calendar for discussion.
1. Audited Financial Statements & TDA Compliance Report
- I. South Placer-South Sutter Fair Share Transportation Funding Analysis Approval** **Action**
Pg. 11
David Melko
- Authorize the Executive Director to: (1) execute the MOU Amendment; (2) the jurisdiction funding reimbursement agreements between PCTPA and the participating agencies; and (3) the contract with DKS Associates related to the Regional Transportation Funding & Financing Plan for South Placer and South Sutter region.

**Board of Directors Meeting Agenda
PLACER COUNTY TRANSPORTATION PLANNING AGENCY
AIRPORT LAND USE COMMISSION
WESTERN PLACER CONSOLIDATED TRANSPORTATION SERVICE AGENCY
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|---|-------------------------------------|
| J. Agreement for Sale of Mitigation Credits for the Interstate 80 Auxiliary Lanes Project | Action |
| <i>David Melko</i> | Pg. 38 |
| <ul style="list-style-type: none">• Adopt Resolution No. 23-03 approving an Agreement for Sale of Mitigation Credits with the Antonio Mountain Ranch Mitigation Bank for the Interstate 80 Auxiliary Lanes Project and authorizing the Executive Director to execute said Agreement. | |
| K. Western Placer Consolidated Transportation Services Agency Marketing Plan | Action |
| <i>Mike Costa</i> | Pg. 48 |
| <ul style="list-style-type: none">• Review and direct staff to implement the marketing plan prepared for the Western Placer Consolidated Transportation Services Agency (WPCTSA) to promote the WPCTSA’s programs and public transit services within Placer County. | |
| L. Federal Legislative Program for 2023 | Action |
| <i>Matt Click</i> | Pg. 66 |
| M. State Legislative Program for 2023 | Action |
| <i>Matt Click</i> | Pg. 71 |
| N. Executive Director’s Report | Info |
| O. Board Direction to Staff | |
| P. Informational Items | Info |
| 1. Technical Advisory Committee (TAC) Minutes – January 10, 2023 | Pg. 74 |
| 2. Status Reports | |
| a. PCTPA – December 2022 | Pg. 78 |
| b. AIM Consulting – December 2022 | Pg. 81 |
| c. Meraki Consulting – December 2022 | Pg. 83 |
| d. Key Advocates – December 2022 | Pg. 84 |
| e. Capitol Corridor Performance Report – October & November 2022 | Pg. 88 |
| 3. PCTPA Receipts & Expenditures: November 2022 | <i>Under
Separate
Cover</i> |

Next Meeting – February 22, 2023

**Board of Directors Meeting Agenda
 PLACER COUNTY TRANSPORTATION PLANNING AGENCY
 AIRPORT LAND USE COMMISSION
 WESTERN PLACER CONSOLIDATED TRANSPORTATION SERVICE AGENCY
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Following is a list of the 2023 Placer County Transportation Planning Agency (PCTPA) meetings.

Board meetings are typically held the **fourth Wednesday of the month** at 9:00 a.m. except for November and December meetings which are typically combined meetings. PCTPA meetings are typically held at the Placer County Board of Supervisors’ Chambers, 175 Fulweiler Avenue, Auburn.

PCTPA Board Meetings – 2023	
Wednesday, January 25	Wednesday, July 26
Wednesday February 22	Wednesday, August 23
Wednesday, March 22	Wednesday, September 27
Wednesday, April 26	Wednesday, October 25
Wednesday, May 24	Wednesday, December 6
Wednesday, June 28	

The Placer County Transportation Planning Agency is accessible to the disabled. If requested, this agenda, and documents in the agenda packet can be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 and the Federal Rules and Regulations adopted in implementation thereof. Persons seeking an alternative format should contact PCTPA for further information. In addition, a person with a disability who requires a modification or accommodation, including auxiliary aids or services, in order to participate in a public meeting should contact PCTPA by phone at 530-823-4030, email (ssabol@pctpa.net) or in person as soon as possible and preferably at least 72 hours prior to the meeting.

TO: PCTPA Board of Directors

DATE: January 25, 2023

FROM: Matt Click, Executive Director

SUBJECT: AB 361 REMOTE TELECONFERENCING

ACTION REQUESTED

Adopt Resolution No. 23-01, adopting findings to hold this meeting by remote teleconference and declaring its intent to continue remote teleconference meetings pursuant to Government Code section 54953(e) due to the Governor’s COVID-19 State of Emergency Proclamation and state regulations related to physical distancing.

BACKGROUND

PCTPA approved Resolution No. 21-40 on October 27, 2021, making findings, and declaring its intent to continue remote teleconference meetings pursuant to Government Code section 54953(e) due to the Governor’s COVID-19 State of Emergency Proclamation and state regulations related to physical distancing.

Effective October 1, 2021, Assembly Bill (AB) 361 modified the provisions of the Brown Act related to holding teleconference meetings during a proclaimed state of emergency when state or local officials have imposed, or recommended measures related to physical distancing which warrant holding meetings remotely. The Governor’s COVID-19 state of emergency is a proclaimed state of emergency and the California Division of Occupational Safety and Health (“Cal/OSHA”) regulations related to COVID-19 recommend social distancing and regulates “close contact” which occurs when individuals are within six feet of another in certain circumstances. Therefore, this meeting is being held as a teleconference meeting pursuant to subdivision (e)(1) of the Government Code authorizing relaxed teleconference meeting rules.

DISCUSSION

At the April 2022 Board meeting, the Board directed staff to phase out the use of this resolution if appropriate. Placer County had moved into the substantial level of transmission for COVID, but now is moving towards a lesser level of transmission and it remains to be seen if the Governor will rescind the State of Emergency. At the December 7, 2022 Board meeting, the Board adopted Resolution 22-41 declaring its intent to continue utilizing the relaxed teleconference meeting rules. AB 361 requires an ongoing finding every 30 days that the Board reconsider the circumstances of the state of emergency and that the state emergency continues to impact the ability to “meet safely in person,” or that state or local officials continue to recommend measures to promote social distancing. Gov. Code § 54953(e)(3).

The Governor’s state of emergency remains, and the Cal OSHA Regulations related to social distancing remain in place and were extended until February 28, 2023.

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AB 361 Remote Teleconferencing
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PCTPA staff is continuing to monitor the status of the Governor’s state of emergency proclamation, state regulations and orders related to social distancing, and health and safety conditions related to COVID-19 and confirms that said conditions continue to exist that warrant remote teleconference meetings.

Although there is an indication that adverse cases and impacts are decreasing, there remains risks associated with COVID-19 and the State regulations continue to impose or recommend measures to promote social distancing. In addition, offering hybrid meetings allows board members, staff and the public to participate in these public meetings remotely when they unexpectedly don’t feel well on the day of the meetings. Remote meetings allow participants to comply with state and local requirements to isolate when a person is experiencing COVID-19 symptoms.

AB 2449 enacted a new Brown Act provision effective January 1, 2023, allowing additional procedures for Board members to attend Board meetings remotely. AB 2449 does not change the existing AB 361 remote meeting procedures, and the current hybrid remote meeting practices and findings by the Board may continue while the Governor’s state of emergency proclamation remains through February 28, 2023. At the December 2022 Board meeting, the Board agreed to meet under the AB 2449 option for “hybrid” remote participation beginning March 2023. We will continue to provide Zoom accessibility for the meetings and follow the “just cause” and “emergency circumstance” rules for Board attendance as provided for under AB 2449.

It is recommended that this meeting be conducted as a remote teleconference meeting pursuant to the provisions of subdivision (e)(1) of the Government Code authorizing relaxed teleconference meeting rules. It is further recommended that the Board find that state officials continue to impose or recommend measures to promote social distancing, and at the next regularly scheduled Board meeting the Board will continue to consider the status of the ongoing emergency and facts related to the health and safety of meeting attendees due to COVID-19 and consider further ongoing findings related to Board meetings pursuant to the provisions of AB 361.

SS:

PLACER COUNTY TRANSPORTATION PLANNING AGENCY

**IN THE MATTER OF: RESOLUTION
MAKING FINDINGS AND DECLARING
ITS INTENT TO CONTINUE REMOTE
TELECONFERENCE MEETINGS PURSUANT
TO GOVERNMENT CODE SECTION 54953(e)**

RESOLUTION NO. 23-01

The following resolution was duly passed by the Placer County Transportation Planning Agency at a regular meeting held January 25, 2023, by the following vote on roll call:

AYES:

NOES:

ABSENT:

WHEREAS, the Placer County Transportation Planning Agency (PCTPA) is committed to preserving and nurturing public access and participation in meetings of the Board; and

WHEREAS, all legislative body meetings of PCTPA are open and public, as required by the Ralph M. Brown Act (Cal. Gov. Code 54950 – 54963), so that any member of the public may attend, participate, and observe the Board conduct its business; and

WHEREAS, Governor Newsom signed AB 361, amending the Brown Act, including Government Code section 54953(e), which makes provisions for remote teleconferencing participation in meetings by members of a legislative body, without compliance with the requirements of Government Code section 54953(b)(3), subject to the existence of certain conditions; and

WHEREAS, a required condition of AB 361 is that a state of emergency is declared by the Governor pursuant to Government Code section 8625, proclaiming the existence of conditions of disaster or of extreme peril to the safety of persons and property within the state caused by conditions as described in Government Code section 8558; and

WHEREAS, such conditions now exist in the State, specifically, the Governor of the State of California proclaimed a state of emergency on March 4, 2020, related to the threat of COVID-19, which remains in effect; and

WHEREAS, California Department of Public Health and the federal Centers for Disease Control and Prevention caution that the Omicron variant of COVID-19, currently the dominant strain of COVID-19 in the country, is more transmissible than prior variants of the virus, and that even fully vaccinated individuals can spread the virus to others resulting in rapid and alarming rates of COVID-19 cases and hospitalizations (<https://www.cdc.gov/coronavirus/2019-ncov/variants/omicron-variant.html>); and

WHEREAS, the California Division of Occupational Safety and Health (“Cal/OSHA”) regulations at Title 8 Section 3205 recommends physical distancing in the workplace as precautions against the spread of COVID-19 and imposes certain restrictions and requirements due to a “close contact” which occurs when individuals are within six feet of another in certain circumstances; and

WHEREAS, the Board of Directors previously adopted Resolution No. 21-40 on October 27, 2021, finding that the requisite conditions exist for the legislative bodies of Placer County Transportation

Planning Agency to conduct remote teleconference meetings without compliance with paragraph (3) of Subdivision (b) of Government Code section 54953; and

WHEREAS, the proliferation of the Omicron variant of the virus continues to pose risk to health and safety and the Board hereby recognizes the proclamation of state of emergency by the Governor of the State of California and the regulations of Cal/OSHA recommending physical distancing; and

WHEREAS, to allow for physical distancing and remote meeting attendance, the Board intends to invoke the provisions of AB 361 as provided in Government Code section 54953, subd. (e) and such meetings of the Board of PCTPA and any legislative bodies of PCTPA shall comply with the requirements to provide the public with access to the meetings as prescribed in section 54953, subd. (e)(2).

NOW, THEREFORE BE IT RESOLVED, by the Board of Directors of Placer County Transportation Planning Agency as follows:

1. The Recitals set forth above are true and correct and are incorporated into this Resolution by this reference.
2. The meetings of the Board, including this meeting, may be held with relaxed teleconference rules pursuant to the provisions of subdivision (e)(2), due to the current Governor's state of emergency proclamation and Cal/OSHA recommendations for social distancing satisfying subdivision (e)(1)(A), of section 54953 of the Government Code.
3. The Board of Directors hereby considers the conditions of the state of emergency and the state recommendations and regulations related to social distancing and reauthorizes remote teleconference meetings.
4. Staff is hereby directed to take all actions necessary to carry out the intent and purpose of this Resolution including, conducting open and public meetings of the Board and all PCTPA legislative bodies in accordance with subdivision (e) of Government Code section 54953 for remote teleconference meetings.
5. Staff is further directed to continue to monitor the health and safety conditions related to COVID-19, the status of the Governor's state of emergency proclamation, the state regulations related to social distancing, and the local orders related to health and safety, and present to the Board at its next regularly scheduled meeting the related information and recommendations for continued remote meetings pursuant to the provisions of paragraph Government Code section 54953, subdivision (e)(3), and to consider extending the time during which the Board may continue to meet by teleconference without compliance with paragraph (3) of subdivision (b) of section 54953.

Signed and approved by me after its passage

Chair Jones
Placer County Transportation Planning Agency

Matt Click
Executive Director



ACTION MINUTES

REGULAR MEETING OF THE

**Placer County Transportation Planning Agency (PCTPA)
Western Placer Consolidated Transportation Services Agency (CTSA)
Placer County Airport Land Use Commission (ALUC)
Placer County Local Transportation Authority (PCLTA)**

**December 7, 2022 - 9:00 a.m.
Placer County Board of Supervisors Chambers
175 Fulweiler Avenue, Auburn, California**

ROLL CALL

Brian Baker, Chair
Ken Broadway
Trinity Burruss
Alice Dowdin Calvillo
Bonnie Gore
Bruce Houdesheldt
Paul Joiner
Suzanne Jones, Vice Chair
Dan Wilkins

STAFF

Rick Carter
Matt Click
Mike Costa
Jodi LaCosse
Mike Luken
David Melko
Cory Peterson
Solvi Sabol

Chair Baker explained the meeting procedures to the Board and public as it pertains to participating by means of a teleconference under Government Code section 54953(e) due to the COVID-19 state emergency proclamation and recommendations for social distancing. Staff reports and a video of this meeting are available at: <https://pctpa.net/agendas-2022/>.

AB 361 REMOTE TELECONFERENCING

Staff report presented by Mike Luken, Executive Director.

Upon motion by Joiner and second by Broadway, the Board approved Resolution No. 22-34 adopting findings to hold this meeting by remote teleconference and declaring its intent to continue remote teleconference meetings pursuant to Government Code section 54953(e) due to the Governor’s COVID-19 State of Emergency Proclamation and state regulations related to physical distancing by the following roll call vote:

AYES: Baker, Broadway, Burruss, Dowdin Calvillo, Houdesheldt, Joiner, Gore Jones, Wilkins

NOES/ABSTAIN: None

APPROVAL OF ACTION MINUTES – October 18, 2022

Upon motion by Dowdin Calvillo and second by Broadway, the action minutes of October 18, 2022, were approved by the following roll call vote:

AYES: Baker, Broadway, Burruss, Dowdin Calvillo, Gore, Houdesheldt, Joiner, Jones, Wilkins

NOES/ABSTAIN: None

APPROVAL OF ACTION MINUTES – October 26, 2022

Upon motion by Houdesheldt and second by Dowdin Calvillo, the action minutes of October 26, 2022, were approved by the following roll call vote:

AYES: Baker, Broadway, Burruss, Dowdin Calvillo, Gore, Houdesheldt, Joiner, Jones, Wilkins

NOES/ABSTAIN: None

AGENDA REVIEW

Mike Luken explained that there are some typos on the Consent Calendar that will be addressed during the item. The agenda was accepted as provided.

PUBLIC COMMENT:

There was no public comment.

CONSENT CALENDAR: PLACER COUNTY TRANSPORTATION PLANNING AGENCY

Mike Luken said that the Letters of Task of Task Agreement shown in Items 1) Federal Advocacy, 2) State Advocacy, and 3) General Communications & Outreach Services will be corrected to reflect a three (3) month extension with terms ending March 31, 2023.

Upon motion by Burruss and second by Dowdin Calvillo, the PCTPA Consent Calendar items as shown below were approved by the following roll call vote:

AYES: Baker, Broadway, Burruss, Dowdin Calvillo, Gore, Houdesheldt, Joiner, Jones, Wilkins

NOES/ABSTAIN: None

1. Letter of Task Agreement for Federal Advocacy Services for FY 2022/23: Key Advocates – \$9,000
2. Letter of Task Agreement for State Advocacy Services for FY 2022/23: Smith, Watts and Hartman \$7,500
3. Letter of Task Agreement for General Communications & Outreach Services for FY 2022/23: AIM Consulting - \$11,250:
4. Letter of Task Agreement for CCJPA Related Communication & Outreach Services for FY 2022/23: AIM Consulting - \$7,500
5. Reprogram FFY 2017-2019 STBG Funds from Placer County’s Bowman Rd. Bridge Projects to the Foresthill Rd. Safety Project - \$350,000
6. FY 2022/23 City of Colfax Claims for Local Transportation Funds (LTF): \$160,130
7. FY 2022/23 City of Colfax Claims for State Transit Assistance (STA) - \$18,998
8. FY 2022/23 Western Placer Consolidated Transportation Services Agency Claim for Local Transportation Funds (LTF) - \$1,527,062
9. FY 2022/23 Western Placer Consolidated Transportation Services Agency Claim for State Transit Assistance (STA) – \$174,919

CONSENT CALENDAR: WESTERN PLACER CONSOLIDATED TRANSPORTATION SERVICES AGENCY

Upon motion by Broadway and second by Joiner, the WPCTSA Consent Calendar items as shown below were approved by the following roll call vote:

AYES: Baker, Broadway, Burruss, Dowdin Calvillo, Gore, Houdesheldt, Joiner, Jones, Wilkins

NOES/ABSTAIN: None

1. Authorize filing FY 2022/23 Western Placer CTSA Claim for Local Transportation Funds (LTF) - \$1,527,062

2. Authorize filing FY 2022/23 Western Placer CTSA Claim for State Transit Assistance (STA) - \$174,919

CONSENT CALENDAR: AIRPORT LAND USE COMMISSION

Upon motion by Joiner and second by Broadway, the ALUC Consent Calendar item as shown below was approved by the following roll call vote:

AYES: Baker, Broadway, Burruss, Dowdin Calvillo, Gore, Houdesheldt, Joiner, Jones, Wilkin

NOES/ABSTAIN: None

1. City of Auburn General Plan/Airport Land Use Compatibility Plan (ALUCP) Consistency - Second Extension Request

FUTURE BOARD MEETING OPTIONS

Staff report presented by DeeAnne Gillick, Senior Counsel

DeeAnne Gillick explained the teleconferencing rules, and “hybrid” remote participation options for future Board meeting participation as it pertains to AB 361 and the state of emergency which expires on February 28, 2022, and AB 2449 which goes into effect on January 1, 2023.

There was concurrence that for January and February 2023, the Board will continue to meet under the AB 361 findings. In March and in the foreseeable future, we will continue to provide Zoom accessibility for the meetings and follow the “just cause” and “emergency circumstance” rules for Board attendance as provided under AB 2449.

SELECTION OF CHAIR AND VICE CHAIR FOR 2023

Staff report presented by Matt Click, Executive Director

Upon motion by Broadway and second by Burruss the Board Member representing Placer County was designated Chair, and the Board Member representing the City of Rocklin was designated Vice Chair for the 2023 calendar year by the following roll call vote:

AYES: Baker, Broadway, Burruss, Dowdin Calvillo, Gore, Houdesheldt, Joiner, Jones, Wilkin

NOES/ABSTAIN: None

PRESENTATION: ADOPTION OF RESOLUTION 22-45 IN RECOGNITION OF MIKE LUKEN

Director Broadway presented the Resolution 22-45 to Mike Luken.

Upon motion by Dowdin Calvillo and second by Broadway the Board adopted Resolution 22-45 honoring Mike Luken on the occasion of his retirement by the following roll call vote:

AYES: Baker, Broadway, Burruss, Dowdin Calvillo, Gore, Houdesheldt, Joiner, Jones, Wilkin

NOES/ABSTAIN: None

EXECUTIVE DIRECTOR’S REPORT

- Mike Luken provided a summary of Solvi Sabol’s 30-year career at PCTPA and thanked her for her service. The Board expressed their appreciation for her past and continued service at PCTPA. Solvi thanked the Board and her coworkers.
- Mike Luken honored Chair Baker for serving on the PCTPA Board since 2015 and noted Chair Baker’s contributions to the agency including the efforts related to the transportation sales tax measure, streetscape improvements in Loomis, upgrade to the Sierra College Boulevard Interchange, improvements on Taylor Road, and leading the agency on the 2022 Cap to Cap trip.

The Board thanked Chair Baker for his dedication to the agency. Brian expressed his appreciation to the Board and staff.

- Mike said that the Placer Business Alliance (PBA) event in Washington was a very successful exercise. There was a panel on transportation which included members from FHWA and many other useful meetings.
- The I-80 Auxiliary Lanes project, led by David Melko, went out to bid on October 31st. This RFP for construction is administered by Caltrans. Bids are due January 11th.
- We are hosting the January meeting and reception of the California Transportation Commission (CTC). The meeting will take place at The Grounds in Roseville on January 25th and 26th with the reception also occurring at The Grounds the evening of January 25th.
- Matt Click explained that we are working with Federal Highways on the future CMAQ / STBG funding process, and the corrective action therein. We've been working with El Dorado County Transportation Commission (EDCTC) and SACOG to come up with a new approach which is amenable to Federal Highways while ensuring that PCTPA has the same funding levels and authority that we've had in the past. A meeting is scheduled with PCTPA, EDCTC, and SACOG on December 12th. A subsequent meeting will include Federal Highways is slated to occur in early January. We will keep the Board apprised of this effort.
- Matt said that we've been out in the community with respect to the funding strategy effort. We've had six community meetings within the last two weeks. We will work with our partners on determining our strategy for outreach which will occur in the spring. Additionally, we've been in the community as part of our Regional Transportation Plan (RTP). Mike Costa and Cory Peterson have been leading the RTP effort.
- Matt reported that he and Director Broadway met with Congressman Kiley as part of a delegation of Placer County leaders on Monday, December 5th to discuss various transportation and infrastructure priorities for the County. Matt and Director Broadway emphasized the Capitol Corridor Joint Powers Authority (CCJPA) Third Track project and where we are with our gap funding. The Congressman was fully supportive of this project and the CRISI grant application.
- Matt noted that future Executive Director's reports will be provided as a staff memorandum.
- Matt expressed his appreciation to staff and Mike for their support with the transition into his role as Executive Director.

BOARD DIRECTION TO STAFF

Director Broadway asked for an update on the Free Fare for Sierra College students at the January meeting.

ADJOURN: The meeting adjourned at approximately 10:35 a.m. p.m. A video of this meeting is available online at <https://pctpa.net/agendas-2022/>.

Matt Click, Executive Director

Suzanne Jones, Chair

Solvi Sabol, Clerk of the Board

SS:MBC:ML

TO: PCTPA Board of Directors

DATE: January 25, 2023

FROM: Matt Click, Executive Director

SUBJECT: CONSENT CALENDAR

Below are the Consent Calendar items for the January 25, 2023, agenda for your review and action.

1. PCTPA Audited Financial Statements & TDA Compliance Report
Staff recommends acceptance of Placer County Transportation Planning Agency's Financial Audit & TDA Compliance Report for fiscal year 2021/22. The audits of the financial statements of PCTPA, the Transportation Development Act (TDA) Local Transportation Fund and State Transit Assistance funds have been completed by Richardson & Company. The results of the audit were a clean opinion and complied with TDA statutes. The Audited Financial Statements, Governance Letter and Management Letter are available for public review at pctpa.net/transit/transportation-development-act. Hard copies are available upon request.
2. Re-program FFY 2023-2025 STBG Funds from the City of Rocklin's Five Star Blvd. & Destiny Drive Road Rehabilitation Project to the I-80/Rocklin Road Interchange Improvements Project - \$10,000
In December 2019, the PCTPA Board awarded approximately \$2.1 million of Federal Fiscal Year (FFY) 2023 – 2025 Surface Transportation Block Grant (STBG) Program funding to the City of Rocklin, of which approximately \$1.2 million was subsequently programmed for the Five Star Blvd. & Destiny Drive Road Rehabilitation project (PLA25844). The City has recently started environmental clearance work for the I-80/Rocklin Road Interchange Improvements project (PLA25847) pursuant to the National Environmental Policy Act (NEPA). However, to successfully acquire NEPA clearance, federal funds must be programmed on the project, which currently does not have any federal funds programmed toward any phase. The City has requested to re-program \$10,000 of funding from the Construction (CON) phase of the Five Star Blvd. & Destiny Drive Road Rehabilitation project, to the I-80/Rocklin Road Interchange Improvement project's CON phase to federalize the project for NEPA clearance. Staff recommends the PCTPA Board's approval of this STBG re-programming request for the City of Rocklin.

MBC:RC:ss



Western Placer

Consolidated
Transportation
Services Agency

MEMORANDUM

TO: WPCTSA Board of Directors

FROM: Matt Click, Executive Director

SUBJECT: CONSENT CALENDAR

DATE: January 25, 2023

Below are the Consent Calendar items for the January 25, 2023 agenda for your review and action.

1. Audited Financial Statements & TDA Compliance Report
Staff recommends acceptance of Western Placer CTSA's Financial Audit & TSA Compliance Report for fiscal year 2021/22. The results of the audit were a clean opinion and complied with TDA statutes. The Audited Financial Statements and Governance Letter are available for public review at pctpa.net/transit/transportation-development-act. Hard copies are available upon request.

JL:rc

TO: PCTPA Board of Directors

DATE: January 25, 2023

FROM: David Melko, Senior Transportation Planner

**SUBJECT: SOUTH PLACER-SOUTH SUTTER FAIR SHARE TRANSPORTATION
FUNDING ANALYSIS APPROVALS**

ACTION REQUESTED

1. Adopt Resolution No. 23-02 authorizing the Executive Director to execute Amendment No. 1 to the Memorandum of Understanding (MOU) for the Regional Transportation Funding and Financing Plan for the South Placer and South Sutter region.
2. Authorize the Executive Director to execute funding reimbursement agreements between the Placer County Transportation Planning Agency (PCTPA), Placer County, Sutter County, and the City of Roseville (collectively the participating agencies) to develop the South Placer-South Sutter Fair Share Transportation Funding Analysis.
3. Authorize the Executive Director to negotiate and execute a Master Agreement and the attached Letter of Task Agreement No. 23-01 with DKS Associates to perform the South Placer and South Sutter Fair Share Transportation Funding Analysis.

BACKGROUND

In June 2009, Placer and Sutter counties entered into a mutual settlement agreement relating to the Placer Vineyard and Sutter Pointe Specific Plans. In this agreement, Placer and Sutter counties agreed to establish a program of credits and reimbursements consistent with fair share mitigation requirements for its out-of-jurisdiction traffic impacts, and its impacts on federal and State freeways and highways from the specific plans being developed within each respective County.

Beginning in January 2020, staff from the City of Roseville, Placer and Sutter counties, and PCTPA formed a Project Development Team (PDT) to initiate a Project Study Report (PSR) to scope Riego Road/Baseline Road improvements from SR 99 to Foothills Boulevard. In conjunction with the PDT, a Strategy Team was formed, consisting of corridor development interests. The PSR, approved by the PCTPA Board of Directors in October 2020, indicated that Riego Road/Baseline Road needs to be widened and improved to support future planned and approved development, and to provide for a reliable east-west connection to meet anticipated traffic demands in the South Placer and South Sutter region.

At the conclusion of the PSR, the PDT recognized that it would be in their best interest to continue to work cooperatively to design, fund, finance, and coordinate the timing of construction of Riego Road/Baseline Road and related South Placer and South Sutter transportation improvements. The PDT also recognized that it would be in their best interest to work cooperatively to obtain State and federal transportation funding, and to develop a fair and equitable method to fund and finance costs of certain regional transportation improvements necessary to address cumulative traffic impacts within the South Placer and South Sutter region. A result, a Memorandum of

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Understanding (MOU) executed in October 2020 between the four agencies directed PCTPA to facilitate a mutually agreed upon scope and structure for a fair share transportation funding program for the South Placer and South Sutter region.

The MOU identified three tasks to advance a regional transportation funding and financing plan and to construct future improvements on Riego Road/Baseline Road. These tasks are:

- Task 1: To meet and confer to develop options and a mutually agreed upon scope and structure of a regional transportation funding and financing plan.
- Task 2: To mutually develop the analysis and any related reports necessary to adopt a regional transportation funding and financing plan.
- Task 3: To develop an implementation plan for the Riego Road/Baseline Road project, including the PA&ED project development phase.

The MOU approved in October 2021 authorized work and funding only for Task 1. Subsequent MOUs were required to initiate Tasks 2 and 3.

DISCUSSION

Work for Task 1 was completed in September 2022. Work for Task 2 requires an amendment to the approved MOU (refer to Attachment 1). By entering into this MOU Amendment, the participating agencies agree to fund and have PCTPA take the lead in developing a fair share funding analysis that ensures future development within the South Placer and South Sutter region contributes their fair share towards the cost of additional infrastructure needed to mitigate cumulative regional transportation impacts attributable to new development.

Task 2 requires the services of both a consultant and PCTPA staff to prepare the fair share funding analysis. For consultant services, a Request for Proposal (RFP) was released on October 18, 2022, and shared with 33 firms. Two firms submitted responsive proposals. An evaluation committee consisting of staff from the participating agencies reviewed the two proposals and recommend DKS Associates to prepare the fair share funding analysis.

DKS Associates estimates the work will cost \$220,000 and can be completed by December 31, 2023. An optional on-call effort beginning in January 2024, estimated to total \$40,000 for three-years, is offered to support the participating agencies in their approval of the fair share funding program and upkeep of the model used in the analysis. The contract amount with DKS Associates would total \$260,000 (see Attachment 2). Cost for PCTPA staff to administer the fair share funding analysis is included in the FY 2022/23 Overall Work Program. This cost is estimated at \$138,837. The PDT also agreed that a project contingency should be included in the overall cost. The total cost to complete the fair share funding analysis in 2023 is estimated not to exceed \$498,546. This total cost includes consultant services and option, PCTPA staff administration, and project contingency. Exercise of the consultant services option and project contingency require prior approval of the Project Development Team.

PCTPA Board of Directors
SOUTH PLACER-SOUTH SUTTER
FAIR SHARE TRANSPORTATION FUNDING ANALYSIS
January 25, 2023
Page 3

Funding reimbursement agreements between the participating agencies are required for PCTPA to develop the fair share funding analysis. Each jurisdiction's contribution to this work effort pursuant to MOU Amendment shall not exceed \$166,182. It is anticipated that the jurisdictions will seek approval to execute the MOU Amendment and Funding Reimbursement Agreements in February 2023.

Staff recommends that the Board adopt the resolution authorizing the Executive Director to: (1) execute the MOU Amendment; (2) the jurisdiction funding reimbursement agreements between PCTPA and the participating agencies; and (3) the contract with DKS Associates. PCTPA Technical Advisory Committee (TAC) concurred with the staff recommendation.

Attachments:

1. Memorandum of Understanding Amendment No. 1
2. Letter of Task Agreement No. 23-01

DM:rc:mhc:ss

**AMENDMENT NO. 1 TO MEMORANDUM OF UNDERSTANDING
REGIONAL TRANSPORTATION FUNDING AND FINANCING PLAN
FOR SOUTH PLACER AND SOUTH SUTTER REGION
AND
AN IMPLEMENTATION PLAN FOR RIEGO ROAD/BASELINE ROAD**

1. It is mutually understood that the following paragraphs will replace “**AGREEMENT SECTION 1. DEVELOPMENT OF STUDIES**, paragraphs 1.5 through #1.7, pages 2 and 3,” effective January 25, 2023:
 - 1.5 The Participating Agencies authorize PCTPA to perform the following work in support of Task ~~1~~ 2:
 - 1) Coordinate the efforts amongst the Participating Agencies to ~~evaluate options and develop a regional transportation funding and financing plan for the South Placer and South Sutter region.~~ **develop a fair share funding analysis that ensures future development within the South Placer and South Sutter region contributes their fair share towards the cost of additional infrastructure needed to mitigate cumulative regional transportation impacts attributable to new development.** PCTPA will schedule and facilitate PDT meetings and synthesize data to ~~identify a mutually agreeable plan.~~ **facilitate a mutually agreed upon scope and structure for a fair share transportation funding program for the South Placer and South Sutter region.** ~~Upon consensus on the plan by the PDT, PCTPA will develop an RFP for any needed consultant services, schedule, and cost estimate to prepare an analysis and reports in support of the plan,~~ **work to develop a consensus (as defined in the Memorandum of Understanding executed by the four agencies in October 2021) and reach agreements within the PDT on various fair share analysis components to permit consideration and adoption of the plan** South Placer and South Sutter region fair share transportation funding program by the Participating Agencies’ elected bodies.
 - 2) PCTPA’s cost for this ~~initial~~ work is estimated not to exceed ~~\$60,000~~ **\$498,546**, including consultant services, PCTPA staff administration, and project contingency, which shall be shared equally by the Participating Agencies subject to the unanimous approval of PCTPA’s proposed budget by the PDT.
 - 1.6 The Participating Agencies further agree that the participants will make ~~periodic~~ payments to PCTPA within thirty days of submittal of an invoice by PCTPA. The contribution by each Participating Agency pursuant to this ~~MOU~~ **amended Memorandum of Understanding** shall not exceed ~~\$20,000~~ **\$166,182**. At the conclusion of Task ~~1~~ 2, PCTPA will return any surplus funds to the Participating Agencies on a pro-rata basis reflecting the amount of the payments made by each of the Participating Agencies.
 - 1.7 A subsequent Memorandum of Understanding is required prior to initiation of Tasks ~~2 and 3~~ identified **in the Memorandum of Understanding executed by the four agencies in October 2021** ~~above~~. This Agreement does not bind the Participating Agencies to take any

future action beyond Task ~~1~~ 2 to evaluate, establish, or implement the regional transportation funding and financing plan for the South Placer and South Sutter region or to conduct the Riego Road/Baseline Road PA&ED project development phase.

2. That all remaining provisions contained within the existing Memorandum of Understanding, executed by the four agencies in October 2021, shall remain in full force and effect.

IN WITNESS WHEREOF, the parties have entered into this Agreement as of the last date set out below:

PLACER COUNTY TRANSPORTATION PLANNING AGENCY:

By: _____
Matt Click
Executive Director

Approved as to Form:

By: _____
DeeAnne Gillick
Legal Counsel

COUNTY OF PLACER:

By: _____
Ken Grehm
Director, Department of Public Works

Approved as to Form:

By: _____
County Counsel

CITY OF ROSEVILLE:

By: _____
Dominick Casey
City Manager

Approved as to Form:

By: _____
Michelle Sheidenberger
City Attorney

COUNTY OF SUTTER:

By: _____
Karm Bains, Chair
Sutter County Board of Supervisors

Approved as to Form:

By: _____
County Counsel



PLACER COUNTY
TRANSPORTATION
PLANNING AGENCY

ALICE DOWDIN CALVILLO
City of Auburn
TRINITY BURRUSS
City of Colfax
PAUL JOINER
City of Lincoln
BRIAN BAKER
Town of Loomis
KEN BROADWAY
City of Rocklin
BRUCE HOUESHELDT
City of Roseville
JIM HOLMES
SUZANNE JONES
Placer County
DAN WILKINS
Citizen Representative
MATT CLICK
Executive Director

January 25, 2023

Carl Springer, PE Principal
DKS Associates
428 J Street, Suite 340
Sacramento, California 95814

**SUBJECT: LETTER OF TASK AGREEMENT #23-01
BETWEEN DKS ASSOCIATES AND
PLACER COUNTY TRANSPORTATION PLANNING AGENCY**

Dear Mr. Springer:

This letter, when countersigned, authorizes work under the “Master Agreement between the Placer County Transportation Planning Agency (PCTPA) and DKS Associates (“Contractor”),” dated January 25, 2023 (“Master Agreement”).

1. Incorporated Master Agreement: The terms of the Master Agreement are incorporated herein by this reference, as if fully set forth herein. This Letter of Task Agreement (LOTA) is the statement of contract-specific requirements applicable to the work effort to be undertaken by DKS Associates and its subconsultants for the South Placer-South Sutter Fair Share Transportation Funding Analysis.
2. Scope of Services: DKS Associates shall perform the South Placer-South Sutter Fair Share Transportation Funding Analysis in accordance with Contractor’s proposal dated November 18, 2022, attached hereto as Exhibit A. In the event that PCTPA elects for DKS Associates to provide the optional three-year On-Call Services, PCTPA’s Executive Director shall provide written notification to DKS Associates. In response, DKS Associates agrees to timely prepare and submit a detailed scope of services and budget, consistent with Exhibit A’s Cost Proposal, for review and approval by PCTPA’s Executive Director. DKS Associates shall not commence work on the optional On-Call Services without a written notice to proceed from PCTPA’s Executive Director.
3. Compensation: The basis of payment for the services provided under this contract shall be actual cost plus a fixed fee. As set forth in the Cost Proposal included in Exhibit A, the amount to be paid to DKS Associates under this Agreement shall not exceed \$260,000; \$220,000 for the South Placer-South Sutter Fair Share Transportation Funding Analysis and \$40,000 for the optional three-year On-Call Services. Invoices shall be submitted in accordance with the approved rates and fees also included in Exhibit A. Per the Master Agreement, PCTPA will withhold ten percent (10%) of the payments due until successful completion of the work and the delivery and acceptance of all final products.



SOUTH PLACER AND SOUTH SUTTER FAIR SHARE TRANSPORTATION FUNDING ANALYSIS

NOVEMBER 18, 2022



SHAPING A SMARTER
TRANSPORTATION
EXPERIENCE™

NOVEMBER 18, 2022



PLACER COUNTY TRANSPORTATION PLANNING AGENCY (PCTPA)
DAVID MELKO
299 Nevada Street
Auburn, CA 95603-4617

428 J STREET, SUITE 340
SACRAMENTO CA 95814
916.368.2000
A#22X03-091

SUBJECT: PROPOSAL FOR SOUTH PLACER AND SOUTH SUTTER FAIR SHARE TRANSPORTATION FUNDING ANALYSIS

Dear Mr. Melko and members of the selection committee,

DKS Associates, Inc. (DKS) is pleased to submit this proposal for the South Placer and South Sutter Fair Share Transportation Funding Analysis. This cover letter introduces our team and presents our understanding of the project.

DKS is a transportation planning and engineering firm that has a long history of performing multi-jurisdictional traffic-related engineering studies throughout California – including regional multijurisdictional AB1600 studies. **Erin Vaca, TE, AICP DKS Senior Transportation Planner** will manage the study and serve as the principal point of contact. Erin is joined **by Kimley-Horn** who brings their expertise in development services work and modeling experience in the SACOG region. Kimley-Horn will assist DKS in developing the baseline and future land use inputs in Sutter County and verifying residents in the Placer County portion of the model. DKS is **also joined by Robert Spencer of Urban Economics**, who brings his economic and financial consulting expertise, including over 100 AB1600 nexus studies.

Led by the Placer County Transportation Planning Agency (PCTPA), the role of DKS in this project is to develop a fair and equitable method to fund and finance a set of regional improvements. Several scenarios will be analyzed including specific fee schedules for improvements including the Riego Road/Baseline Road and Placer Parkway. DKS will augment the SPRTA model to provide greater detail to ensure Sutter County's circulation characteristics are accurately reflected. Based on the resulting travel forecasts, a fee schedule will be developed that reflects the relative fee burden between Sutter County and Placer County and establishes mutual exclusivity of the fees being applied by the City of Roseville.

All work tasks described in this proposal will be performed by the DKS team, in close coordination with PCTPA and its stakeholders. Work will be done out of the DKS/KH Sacramento offices with support from DKS staff out of our Oakland office. DKS, Kimley-Horn, and Urban Economics do not have any actual, apparent, or potential conflicts of interest that exist relative to the services to be provided under the Agreement for consultant services to be awarded pursuant to this RFP. This proposal shall be a firm offer for 90 days upon receipt by PCTPA. As a Principal of this firm, I am authorized to negotiate and contractually bind the company.

We are very excited about this project and thank you for your consideration.

Sincerely,

Carl Springer, PE
Principal, DKS Associates
Cell: 503.753.8991
email: carl.springer@dksassociates.com

B. EXECUTIVE SUMMARY

DKS is a transportation planning and traffic engineering firm with specialized skills in travel demand modeling, development of AB 1600 compliant traffic impact fee programs, and SB 743 implementation in California. DKS has a long history of providing AB1600 compliant traffic impact mitigation fee services to public agencies throughout California. This includes both local agency fee programs (single jurisdiction) and regional fee programs (multiple jurisdictions). The operative analysis tool for developing the fee schedule will be the recently updated South Placer Regional Transportation Authority (SPRTA) travel demand model. The SPRTA model is based upon SACOG's SACSIM-19 platform. Although DKS has not yet had the opportunity to apply the new SPRTA model, DKS does bring extensive experience developing and applying its source foundation: SACSIM-19. DKS has developed and applied SACSIM-19 for traffic impact studies, fair share AB1600 studies, corridor studies, and air quality studies. Examples of our SACSIM-19 applications include:

- Our role as the Prime On-Call Modeling consultant for Caltrans D-3 including the SR-51 (Business 80) and I-5 PA-ED traffic analyses.
- Traffic modeling for large specific plans for Sacramento County including the Jackson Township and West Jackson Specific Plans.
- Currently under contract with SACOG to beta-test the soon to be released SACSIM-23. Given the similarities between SACSIM and the recently updated SPRTA model, our SACSIM application experience and particularly our understanding and experience using its Population Synthesizer will assure accuracy and efficiency for this analysis. The importance of this technical component of the work program cannot be overstated.

DKS will perform a AB1600 compliant fair share analyses for the regional transportation system improvements and separate facility-specific fee structures for Riego Road/Baseline Road improvements from SR 99 to Foothills Boulevard. In close coordination with Sutter County, DKS will augment the SPRTA model to provide greater network and land use detail to ensure Sutter County's circulation characteristics are accurately reflected. Identification of future operational deficiencies to support the AB1600 nexus requirements will be based on established General Plan ADT Thresholds for Sutter and Placer County. Key regional roadway facilities to be examined are listed in the RFP, but others will be examined in coordination with the Project Development Team (PDT).

Based on the resulting travel forecasts and ADT threshold determinations identifying future deficiencies and capacity needs, a fee schedule will be developed that properly reflects the relative fee burden between Sutter County and Placer County for funding the regional roadway and interchange set of improvement projects. Fee structures for two build scenarios of the Riego Road/Baseline Road improvements from SR 99 to Foothills Boulevard will also be quantified.

Applying the Sutter County augmented SPRTA travel model, DKS will develop the following requisite inputs for developing a fee schedule:

1. Isolating and excluding the proportion of trips for each regional roadway improvement that are not associated with local growth. This includes Riego Road/Baseline Road (SR 99 to Foothills Boulevard) that are interregional, non-local or from existing development trips; and,
2. The fair share (percentage) contributions required to develop the impact fee schedule;
3. Determine any overlap with existing fee programs (i.e., City of Roseville) to ensure that the development community is not paying redundant fees for the same improvement.

Given that DKS had performed a similar South Placer and South Sutter Fair Share Transportation Funding Analysis that was not ultimately supported by all participating agencies, greater emphasis on interagency consultation is proposed for this effort. Previously, the level of participation varied amongst agencies. This resulted in future land use growth assumption modifications in one jurisdiction without the other jurisdictions fully realizing what the fair share implications would be. This resulted in "sticker shock" at the end of the process. To avoid this, DKS proposes a more thorough sensitivity and vetting process of alternative fee schedule scenarios identified in the RFP. This will be done so that the participating agencies and all stakeholders including the BIA understand the fee implications across all scenarios. **Unlike the prior study, DKS now provides a strategic planning and interagency consultation service line out of our Sacramento Office. Led by Kendall Flint (formerly of PMC, Flint Strategies and Regional Government Services).**

DKS now specializes in stakeholder engagement for transportation planning studies including the development of fee programs, sales tax referendum bids and expenditure plans. Kendall's experience includes providing community engagement and stakeholder consultation for potentially contentious traffic fee updates including for El Dorado County and San Joaquin County; supporting the November 2016 transportation sales tax referendum successes in Stanislaus and Merced Counties including working with all of StanCOG and MCAG member agencies to develop their respective expenditure plans; facilitating the dissolution of the 14 member Fort Ord Reuse Authority including negotiations of individual contracts and successor agreements for transportation infrastructure improvements and environmental remediation; and, performing the public engagement process for the El Dorado County TIM Fee comprehensive in 2016. Through this DKS service line, much greater attention will be placed on ensuring all participating agencies and stakeholders are kept abreast of the study and its findings as they generated (interim deliverables) rather than at the end of the process.

Kendall Flint, with Erin Vaca (DKS Project Manager) and other key member of the DKS team will lead a stakeholder engagement process with the development community, the North State Building Industry Association (BIA), and other stakeholder groups as needed. DKS will work with the PDT on the development of the stakeholder engagement process, which shall complement any outreach efforts currently undertaken City of Roseville, Placer, and Sutter counties, and PCTPA.

The DKS team will provide options for how to administer the regional fee. To best ensure regional oversight and timely use of funds to implement projects – financial reviews (i.e., annual auditing) can be conducted by the administering agency responsible for implementing the fee program (i.e., PCTPA). These audits would track the fee revenue collected by local agencies (used to fund the program), fund balances, and better ensure the timely use of funds to implement the regional roadway improvements identified in the fee schedule. This regional oversight would facilitate compliance with AB1600 and allow greater flexibility to implement pieces or phases of a larger project that provide independent utility. As an example, by continuing to collect and hold funds for large projects over an extended amount of time (10+ years), agencies can put themselves at risk in case of challenge – including the funds themselves (i.e., reimbursement of funds back to the development community may be required). Project phasing accounts can be established for larger projects (e.g., Placer County Parkway and the Riego Road/Baseline Road Widening) that would allow phases that provide independent utility to be implemented more quickly.

For the Riego Road/Baseline Road Widening project this could take the form of intersection improvements to address “node” capacity needs first – prior to widening. In fact, by improvement nodal capacity first the ultimate need for widening can be delayed allowing more time and therefore more fees to be collected to implement this final phase. DKS will provide options for the PDT to consider that could form the basis for a standard operating agreement to fee implementation.

DKS TEAM

All tasks described in this proposal will be performed by DKS primarily out of our Sacramento Office with additional support as needed from our Oakland Office.

Given the importance of land use to developing accurate travel forecasts, DKS is joined by Kimley-Horn, who bring a long history development services work and modeling experience in the SACOG region. Kimley-Horn will assist DKS in ensuring the baseline and future land use inputs in Sutter County and those resident in the Placer County portion of the model are accurate. Given that Kimley-Horn is also familiar with the SACSIM platform, they will provide another “set of eyes” for all modeling output developed by DKS. As a full-service transportation engineering and planning firm, Kimley-Horn will also update as needed all planning level cost estimates of the regional improvements included in the fee schedule. DKS and Kimley-Horn planning staff have teamed together on many projects including: SR 49 American River Confluence Corridor Study (EDCTC) and the North County Comprehensive Multimodal Corridor Plan. They also provide a second set of eyes on all modeling inputs and results. Lastly, for economic and financial analysis support, DKS is joined by Mr. Robert Spencer of Urban Economics. Mr. Spencer has over 30 years of experience providing economic and financial consulting services to public agencies including over 100 AB1600 nexus studies.



C. SCOPE OF WORK

I. METHODOLOGY

Key steps and interim deliverables for all tasks are listed in Section III on the following page.

II. SCOPE OF WORK (BY TASK)

TASK 1: DATA COLLECTION

The two primary data collection items for this study entail traffic counts and existing/future land use information. Traffic counts will provide an adequate foundation for the existing operating conditions of the regional system of roadways and post-processing the traffic forecasts. Sources of traffic counts include Caltrans published state highway volumes, PeMS data, existing traffic count data bases from the participating agencies and the SPRTA baseline model validation counts. Historical count data will be checked to gauge whether there are lingering traffic suppressing effects of the pandemic. For roadways that indicate a significant decrease in growth, DKS will apply the historical growth rate to establish reasonable growth factors to “correct” the non-representative traffic counts. DKS applied a similar pandemic factoring process to traffic counts used as part of the San Joaquin County Traffic Impact Mitigation Fee update (approval scheduled in December 2022). Traffic count gaps may be issue in Sutter County. However, if there are gaps in the existing traffic count data base, “Big Data” can help provide traffic volume estimates. DKS and Kimley-Horn can provide access to Streetlight data by purchasing on the clients behalf with Streetlight Data and Replica respectively.

Developing land use data to establish both baseline and future year conditions will primarily focus on Sutter County given that this area is currently not well represented in the SPRTA travel demand model. As a starting point, baseline land use within the SACSIM-19 model will be reviewed and updated for translation into the SPRTA model. Future land use in both Sutter and Placer County will entail reflecting specific plans, and the General Plans for the City of Roseville, Placer, and Sutter counties. The DKS team will review the SPRTA’s baseline and projected land use assumptions resident in the updated SPRTA travel demand model and in coordination with the PDT make modifications as appropriate. Existing and projected land use will be summarized by land use type and jurisdiction with sub-stratifications of specific plans. These data will be reviewed and vetted by participating agencies. If modifications are suggested by a given jurisdiction – all participating agencies will be informed of the request. Translation and importation of the land use projections into the SPRTA travel demand model will not occur until all agencies are in agreement with the land use assumptions.

TASK 2: MODEL DEVELOPMENT

The DKS team will augment the existing SPRTA travel model domain to accurately reflect Sutter County. The DKS team will develop the TAZ structure and roadway network for Sutter County. The starting point for model structure will be SACSIM-19. Refinements to the TAZ and network structure and detail will be considered relative to future growth areas. Kimley-Horn will focus on inventorying existing and future planned development in Sutter County. Once inventoried, DKS will translate the land use information into the SPRTA travel model. Given our extensive use and application of SACOG’s SACSIM-19 model and specifically its Population Synthesizer for Sacramento County, DKS has developed automated tools and scripts to perform model land use coding and translation into the land use types and socio-economic stratifications resident in the SPRTA travel demand model. As such, the DKS team can complete this task efficiently and accurately commensurate with the process applied for Sacramento County’s Super Cumulative model developed for the SACOG region. Once developed, the DKS team will revalidate the model with particular emphasis in the Sutter County sub-area based on state/federal validation guidelines including performing dynamic validation to ensure the model “behaves” intuitively and displays the appropriate sensitivity to both network and land input changes.

TASK 3: MODEL RUN ALTERNATIVES DEVELOPMENT

All CIP improvement scenarios identified in the RFP will be modeled independently to provide the PDT a comprehensive understanding the fair share implications of each alternative. With the combined computer resources of DKS and Kimley-Horn, the DKS team can double up on model runs to allow quicker turnaround times of alternatives. With model execution times taking longer, this is an important consideration.

TASK 4: FAIR SHARE ANALYSIS DEVELOPMENT

A key aspect of the fair share analysis will be to accurately track the jurisdiction of trip origin and destination. DKS brings extensive experience with developing fee structures that include multiple fee benefit zones (El Dorado County, San Joaquin County, etc.). For this application, fee benefits zones will be developed to isolate the trip origin-destination of each county and if desired, each incorporated city. Select link scripts will be applied that will provide a complete breakdown of the relative usage of each regional CIP improvement and zone of origin-destination. This will provide greater transparency of the relative fee burden to be expected for each fee alternative.

TASK 5: FEE SCHEDULE DEVELOPMENT AND NEXUS STUDY

The DKS team includes Bob Spencer of Urban Economics who specializes in developer-based AB1600 compliant impact fee programs. Various DUE calculation options will be discussed with the PDT including but not limited to: 1) Trip Based DUEs; 2) VMT-Base DUEs; or, Hybrid Trip/VMT weighting. Depending on the preference – including VMT will invariably shift some of the fee burden from retail/commercial land use to the other land uses given that average trip lengths are typically much shorter for retail/commercial trips. Pursuant to AB 602, residential land use DUEs will be calculated on a per unit basis (for comparative purposes) and by square foot (for fee structure purposes).

Urban Economics (UE) will develop fee structures for each CIP alternative scenario. This will allow the PDT to clearly understand the fee implications by jurisdiction of each CIP scenario. This will facilitate the interagency engagement process the ultimate selection of a preferred fee structure.

TASK 6: AGENCIES ENGAGEMENT

As described in the Understanding section of this proposal, DKS proposes a thorough sensitivity and vetting process of alternative fee schedule scenarios to all the participating agencies. This process will be led by Kendall Flint of DKS who specializes in interagency coordination and engagement specifically for reaching consensus on CIP lists, expenditure plans, and other strategic planning efforts.

TASK 7: STAKEHOLDER ENGAGEMENT

Similar to Task 6, DKS will engage all interested stakeholders including but not limited to the BIA. DKS project management is familiar with the BIA members and routinely coordinates with them as part of other successfully completed fee studies completed in the region (Sacramento County, City of Rancho Cordova, San Joaquin County etc.). Four stakeholder meetings are proposed a key steps in the fee development process. For stakeholders, emphasis will be placed on demonstrating the technical veracity of the analyses performed and the key Mitigation Fee Act requirements that are addressed as part of the analysis.

As requested in the RFP, a full scope of work can be found on-line at: <https://tinyurl.com/PCTPA-DKS-Full-Scope-of-Work>

III. LIST OF DELIVERABLES BY TASK

- 1.1 Traffic Counts (Excel Table: Traffic Count Locations, Counts, Year of County, Adjustment Factor)
- 1.2 Land Use (Excel Table: Existing and Future Land use by: Jurisdiction, Specific Plan, LU Category)
- 2.1 Land Use Inputs (Model Land Use translation – Export to Excel Data Base)
- 2.2 Sutter County Sub-Area Validation (Technical Memo (WORD/PDF) – Validation Analysis)
- 2.3 Future Baseline Model Run (Executed Model – Loaded Network)
- 2.4 Model Post Processing (NCHRP 255) – Excel Table of Adjustment Process
- 3.1 Deficiency Assessment (Existing and Future Deficiencies) Technical Memo - Deficiency Analysis
- 3.2 CIP List Development (logical project limits) – Excel Table of Project Limits and Improvement Costs
- 4.1 Fee Benefit Zone Development (Maps of Fee Zones and Model TAZ Correspondence Excel Table)
- 4.2 Select Link Analysis of CIP list (Excel Table – Fair Share Results by CIP Improvement)
- 5.1 Draft Fee Schedule Development (DUE, Cost, Fair Share) – Technical Memo (WORD/PDF)
- 5.2 CIP Scenario Development and Fee Schedule Sensitivity Analysis (Excel Table – Fees by Scenario)
- 5.3 Selection of Preferred Fee Schedule (PDT Decision – Consultation Process)
- 5.4 Draft/Final Fee Study Report (Draft and Final Report (WORD/PDF))
- 6.1 Monthly PDT Meetings (Short-Term Action Lists (WORD/PDF) - Reflects agenda and minutes)
- 6.2 Bi-Monthly Check-in with PCTPA (PPT, Agenda, Short-Term Action List)
- 7.1 Stakeholder Engagement Plan (Memorandum (WORD/PDF including Excel Table – Stakeholder List)
- 7.2 Stakeholder Meetings (4) (PPT and Agenda). For Council and Board Meeting Presentations (PPT)

D. MANAGEMENT APPROACH

I. MANAGEMENT PLAN

PROJECT MANAGEMENT APPROACH

We will work closely with PCTPA to establish a schedule and set milestones that will ensure the project is completed on time. Our project managers are trained in producing timely and cost-effective transportation projects. DKS uses both technical and administrative tools to effectively manage projects by minimizing administrative time and maximizing our time to serve clients.

DKS' approach is made successful by incorporating:

- ✓ Project Management Planning to establish roles, communication expectations, confirm key project objectives, and align resources with schedule needs
- ✓ Weekly review of all project activity through DKS' Management Information System, which summarizes all labor and expense charges
- ✓ Monthly project management review by independent staff to monitor contract performance
- ✓ Consistent communication with clients through email, BaseCamp/Google Docs (cloud-based project management tools), memos, meetings, and/or work sessions
- ✓ Incremental project report development through memos (or other means) throughout the project
- ✓ Implementation of our Quality Management Plan to assure technical accuracy, completeness, and product quality

Our approach is key to meeting schedules and delivering a quality product within budget. The important elements of our approach that keep our projects on time include:

- Providing an experienced and effective project manager who fully understands the technical process; Using an internal online management tool to provide a constant view of the project's status and schedule
- Maintaining a constant view of upcoming deliverables in a shared internal online calendar
- Conducting bi-weekly project management calls to address issues early and maintain accountability to schedule
- Bi-weekly check-in meetings with the Project Management Team to report progress on short-term action items and upcoming deliverables
- Frequently communicating with the client project manager to understand needs and coordinate approach

Regular meetings with the client project manager and project team mean that budget or scheduling issues can be identified early and addressed so the overall project is not impacted.

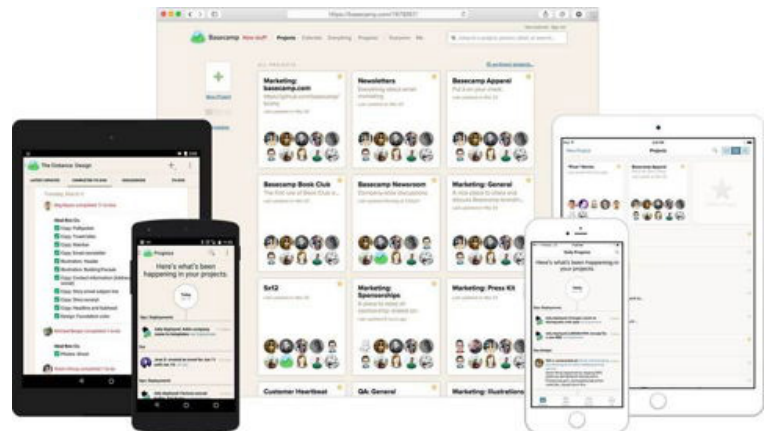
ABILITY TO MEET SCHEDULE

At DKS, our project managers work closely with our clients to establish a schedule and set milestones that will ensure the project is completed on-time. Erin Vaca, our project manager for this project, has been trained in producing timely and cost-effective transportation projects. She uses both technical and administrative tools to effectively manage projects by minimizing administrative time which will maximize her time to serve the PCTPA.

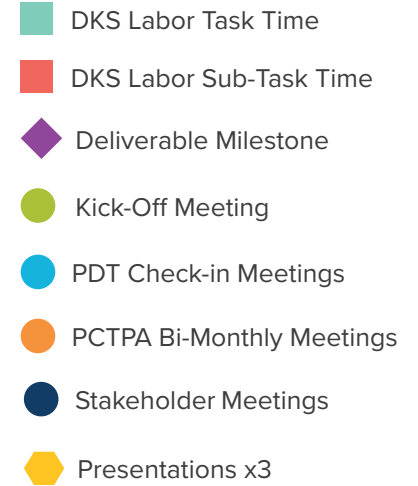
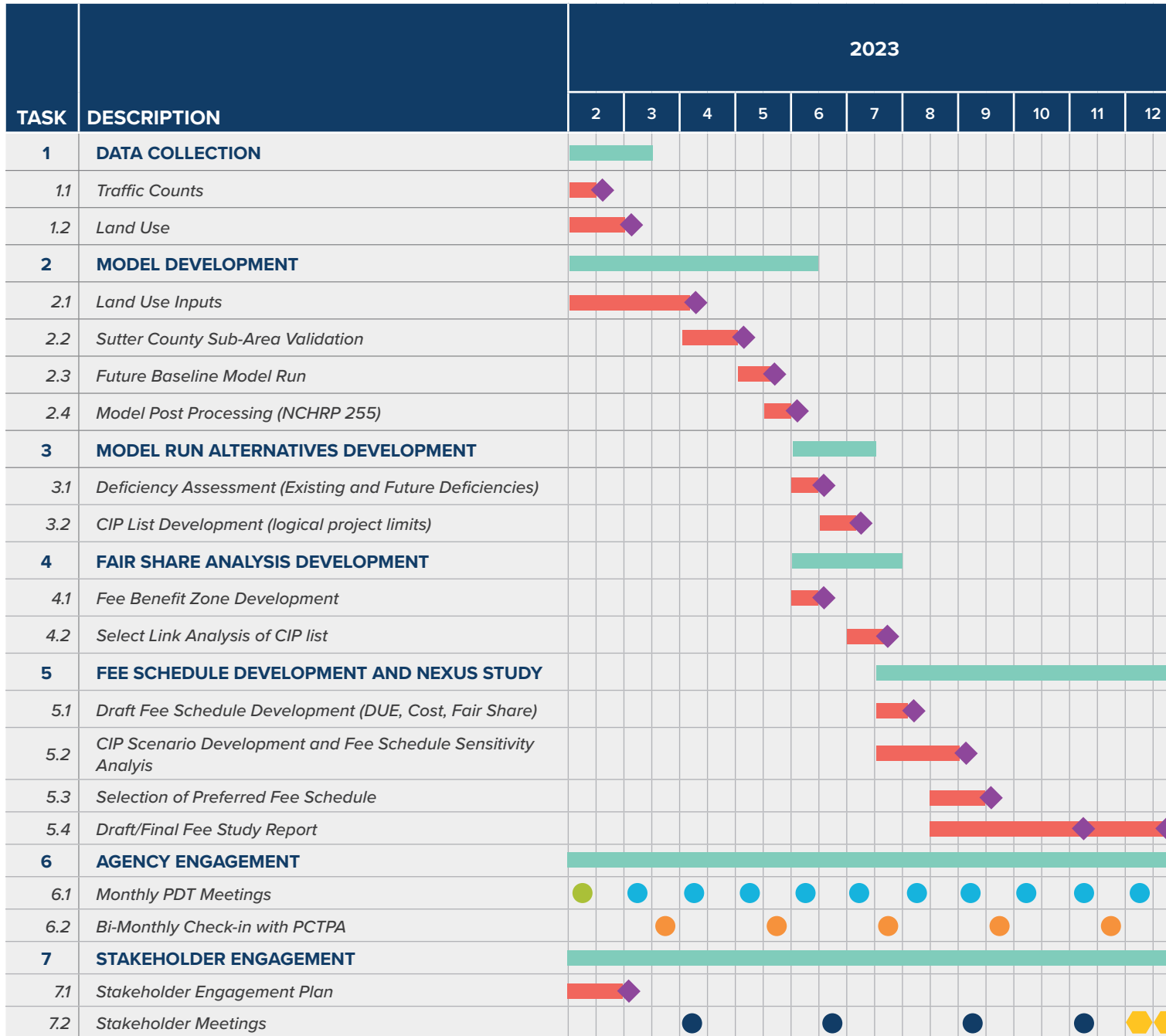
DKS' approach to meeting schedule deadlines is made successful by incorporating:

- Weekly review of all project activity through DKS' Management Information System, which summarizes all labor and expense charges
- Monthly project management review by independent staff to monitor contract performance
- Consistent communication with clients through email, BaseCamp/Google Docs (cloud-based project management tools), memos, meetings, and/or work sessions
- Incremental project report development through memos (or other means) over the course of the project

We are committed to meeting the PCTPA's final deliverable date of December 2023. We have thoroughly reviewed the staff backlog and have identified that the proposed staff are available throughout the life of the project.



II. PROJECT DELIVERY SCHEDULE



QUALITY ASSESSMENT & QUALITY CONTROL PROCEDURES

DKS uses our internal procedures for quality control. As project manager, Erin Vaca will be responsible for proactively planning and directing the work processes, services and deliverables throughout the project. Carl Springer, in his role as Principal In Charge, will lead overall quality and control and client satisfaction. He will check in with PCTPA to make sure expectations are being met or exceeded.

Our QC plan uses three primary components:

- **Independent reviews** – Senior engineers, independent from the project, will perform a peer review for their appropriate technical discipline to check that all project deliverables are accurate and complete using prescribed checklists, standards, policies, and procedures. One week prior to each submittal, the QC manager will perform a high-level review of all project deliverables to check that design elements have been coordinated between disciplines and follow all prior direction from the client.

- **Review checklists** – Use checklists to review products internally for conformance to partner agency standards when applicable.
- **On-line issue tracking** – As required, our team uses shared files in the cloud for design issue, decision tracking, and responding to clients, which saves time and encourages collaboration.
- **Clear & Concise Communication** – Erin has experience working effectively with multi-jurisdictional agencies and she understands each agency’s values and needs. She is an effective communicator and understands the importance of frequent and clear communication to be responsive on a project. Erin will review the scope and budget with the PCTPA project manager and continue the collaborative approach that has been the reason clients continue to turn to Erin.

Thorough Understanding of Project

- Meet with client to fully understand goals, potential risks, & issues
- Identify critical success factors
- Set up Quality Management Plan

Consistent Communication

- Weekly internal team meetings for review of schedule & budget
- Regular meetings with core management team
- Pre-meeting check-ins with key stakeholders
- Use communication tools such as GoTo Meeting & Basecamp to share project status, action items, deadlines, review & comment logs, and deliverable progress
- Respond to all requests within 24 hours.

Documentation Review

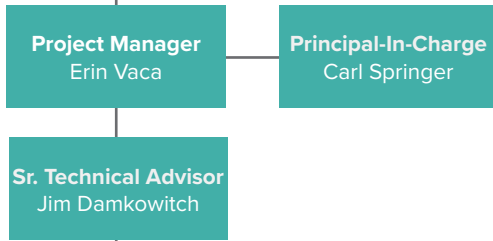
- Comment logs used to track all client & QC manager comments & will include responses stating solutions
- Technical discipline peer review to verify project deliverables are accurate & complete
- QC manager will perform a high-level review of project deliverables to verify design elements are met, verify coordination between disciplines, & confirm all prior directions from client have been completed
- A quality assurance audit will also be performed

Project Completion & Insights

- Internal review of project performance to reinforce successful practices & apply the lessons learned to future projects
- Conduct client surveys annually to assess project performance



Placer County Transportation
Planning Agency
Executive Director
Mike Luken



Project Support

Ross Ainsworth
John Gibb
Kendall Flint

Subconsultants

Bob Spencer (UE)
Mike Schmitt (KH)
Chris Gregerson (KH)
Matt Weir (KH)
Sean Houck (KH)

ORGANIZATIONAL CHART

DKS has assembled a team of professionals for PCTPA who have extensive multifaceted experience in traffic engineering analysis and transportation planning. These project engineers and transportation planners have proven their capabilities working for public agencies on traffic engineering projects throughout California and nationally.

Our project team members have been chosen based on two primary factors:

1. Experience and expertise, and
2. Their availability to work on your project throughout its duration.

Brief introductions to each team member follow, as requested in the RFP, resumes can be found on-line at: <https://tinyurl.com/PCTPA-DKS-Resumes>

PROJECT MANAGER

Erin Vaca. Erin has over 15 years of transportation planning experience and has focused on travel demand model applications to support countywide transportation plans, multimodal planning studies, corridor studies, land use plans, and traffic impact analyses. Erin has worked on or managed a number of transportation impact fees for jurisdictions in the Bay Area. She is currently managing a fee update for the Town of Los Gatos.

Jim Damkowitch Sr. Technical Advisor. Jim has over 30 years of experience in regional multimodal transportation planning, congestion management, traffic impact fee programs, multidisciplinary corridor studies, safety studies, transit studies, active transportation studies, operational analyses, transportation and air quality modeling, and performance measure applications.

Jim Damkowitch has a long history of providing AB1600 compliant traffic impact mitigation fee services to public agencies throughout California. This includes both local agency fee programs and regional agency fee programs. The following traffic impact fee updates (to name just a few) have been performed/managed by Jim Damkowitch of DKS for public agencies in California:

- San Joaquin County Traffic Impact Mitigation Fee Program Update (anticipated December 2022)
- El Dorado County ITS Master Plan Implementation Fee Schedule (2022)
- San Joaquin Council of Governments Regional Transportation Impact Fee Addendum (2020)
- El Dorado County Western Slope CIP and Traffic Impact Fee Program Update (2020)
- City of Goleta Development Impact Fee Update (2019)
- City of Chico Facilities Fee Update (2019)
- San Joaquin Council of Governments Regional Transportation Impact Fee Addendum (2020)
- San Joaquin Council of Governments Regional Transportation Impact Fee Update (2017)
- El Dorado County Western Slope CIP and Traffic Impact Fee Program Update (2016)
- San Joaquin County Traffic Impact Mitigation Fee Program Update (2015)
- San Joaquin Council of Governments Regional Transportation Impact Fee Update (2011)
- San Joaquin County Traffic Impact Fee Mitigation Program 2008 Update (2008)
- Atwater-Merced Expressway (SR-59 Bypass) Fee Study and Phasing Analysis (2008)
- City of Rio Vista AB1600 Study (2008)
- City of Goleta CIP Fair Share Analysis (2008)

PROJECT SUPPORT

Carl Springer *Principal-In-Charge*. Carl has led large-scale transportation planning studies for public agencies throughout the West Coast. As a planning practice leader, he understands that effective planning requires a careful balance of technical studies, building community understanding of strategies and trade-offs, and capturing plan recommendations in a reader-friendly, highly visual document. As the Principal-in-Charge (PIC) and QA/QC Lead, Carl will support Erin Vaca (PM), ensuring he has all the necessary tools, resources, and staff readily available to him to exceed the PCTPA's technical and contractual expectations.

Ross Ainsworth *Senior Advisor*. Ross Ainsworth is a senior project manager and a business development lead with over 53 years of experience. He has served as the principal-in-charge and quality control officer for many projects. In this role, he is responsible for managing client coordination, project scheduling, budget control, technical analysis, corporate management, and companywide business development. Ross's experience in both the public and private sectors gives him the capabilities and skills needed to serve as a liaison with government agencies and a representative at public workshops, open houses, and presentations for DKS' clients. He has also attended numerous workshops and conferences as a presentation speaker.

John Gibb *Travel Demand Modeling*. John's experience focuses on developing and applying travel demand models, including calibration, troubleshooting, specialized applications, travel survey analysis, and model estimation. He played a key role in developing and implementing the Sacramento Area Council of Governments (SACOG) activity-based travel demand model SacSim in 2005-2007 and subsequent updates. Previously, John played a major role in developing the SACOG's SACMET model in 1992 and its updates in 1995 and 2001, including estimation of its trip generation, trip distribution, and mode choice submodels from survey data. Applied models to develop and evaluate general plans, master plans, and circulation plans for Sacramento County, Placer County, Fresno County, and the cities of Roseville, Rocklin, Redding, and Carson City.

Kendall Flint *Interagency Coordination*. Kendall Flint is an industry professional with more than 30 years of agency coordination and public engagement experience, related to transportation planning efforts throughout California. She has created and implemented a broad range of communication, economic development, and outreach campaigns for both public and private agencies.

SUBCONSULTANTS

Bob Spencer (Urban Economics) *Nexus & Fee Schedule*. Bob Spencer is one of California's leading experts on nexus studies for fees, rates, and assessments to fund infrastructure and services. These studies include impact fees under the Mitigation Fee Act, CEQA mitigation fees, regulatory fees, benefit assessments, and user fees. Mr. Spencer has developed a wide range of transportation funding programs for local agencies. Projects have included multimodal programs for transit, bike, and pedestrian facilities as well as road maintenance revenue programs. As part of this work he has developed cutting edge strategies that streamline the environmental review process for development projects.

Mike Schmitt, AICP CTP, PTP, RSP₁ (Kimley-Horn) *Kimley-Horn Lead*. Mike has nearly 30 years of experience and is one of only a handful of transportation professionals in the United States who is recognized by both the American Planning Association (APA) and Transportation Professional Certification Board (TPCB) as being a specialist in transportation planning and safety. With more than two decades of experience, Mike has worked on a wide variety of multimodal transportation projects, including those with a significant focus related to impact fees, VMT, and travel demand modeling.

Chris Gregerson, PE, TE, PTOE, PTP (Kimley-Horn) *Impact Fee*. Chris is a professional civil and traffic engineer with 10 years of experience in developing traffic impact analyses for both new developments and the expansion of existing developments. Chris has direct experience in developing and updating impact fee programs for both the technical and public involvement components of the project. Chris also has experience running travel demand models in both the standard and activity-based approaches as well as calibrating mode choice models for metropolitan regions.

Matt Weir, PE, TE, PTOE, RSP₁ (Kimley-Horn) *Development Services*. Matt is a civil/traffic engineer with nearly 25 years of focused traffic engineering experience, including intersection and roadway design, safety studies, traffic signal design, signal timing development and implementation, and ITS planning and design. Matt has a deep resume of traffic and civil engineering experience throughout the Sacramento Region and Northern California.

Sean Houck, PE (Kimley-Horn) *Transportation Solutions*. Sean is a principal engineer with 26 years of success in the development and delivery of transportation projects for state and local agencies throughout California. His experience includes the preparation of feasibility studies, intersection control evaluations, project initiation documents, project assessment and environmental documents, construction documents, and construction administration and support.

E. EXPERIENCE OF FIRM AND PERSONNEL

PROJECT TITLE & DESCRIPTION	PROJECT COSTS (TOTAL; DKS/PRIME FEE)	DATES (START-COMP.)	KEY TEAM MEMBERS	SUB/PRIME CONSULTANTS	CLIENT REFERENCE
San Joaquin County TIMF	\$241,333; \$202,473	4/21-12/22	» Jim Damkowitch » Dave Tokarski » John Gibb » Sean Carney » Kendall Flint » Bob Spencer	» Urban Economics	Jeff Levers jlevers@sjgov.org (209) 953-7631
Los Gatos	\$148,784; \$105,152	2/22-1/23	» Erin Vaca » Jim Damkowitch » Yu Hong Hwang » Bob Spencer	» Urban Economics	Nicolle Burnham nburnham@losgatosca.gov (408) 399-5774
Rancho Cordova	\$178,390; \$144,390	9/2020 -2/2022	» Jim Damkowitch » Dave Tokarski » John Gibb » Sean Carney » John Long » Bob Spencer	» John Long » Urban Economics	Mark Thomas mthomas@cityofranhocordova.org (916) 851-8876
Roth Road Corridor Study & Fee Schedule	\$299,997; \$244,997	9/17-12/22	» Jim Damkowitch » Dave Tokarski » John Gibb » Sean Carney » Kendall Flint » Bob Spencer	» Urban Economics » Mark Thomas	Ryan Niblock niblock@sjcog.org (209) 235-0588
El Dorado County ITS Master Plan Implementation Fee Schedule	\$32,702; \$32,702	3/21-1/22	» Jim Damkowitch » Josh Pilachowski » Erin Vaca	N/A	Zach Oates zach.oates@edcgov.us (530) 621-7580
El Dorado County TIF**	\$254,000; \$157,000	10/19-10/20	» Jim Damkowitch » Dave Tokarski » John Gibb » Sean Carney » Michael Schmitt » Chris Gregerson » Bob Spencer	» Kimley-Horn » Quincy Engineering » Urban Economics	Zach Oates zach.oates@edcgov.us (530) 621-7580
City of Goleta DIF*	\$85,000; \$65,000	6/18-2/19	» Jim Damkowitch » Bob Spencer	» Urban Economics	Charlie Ebeling cebeling@cityofgoleta.org (805) 961-7569
SJCOG RTIF* 2020 Addendum 2018 Addendum*	\$113,833; \$97,233 2020: \$18,000 2018: \$18,000	6/16-6/20	» Jim Damkowitch » Bob Spencer	» Urban Economics	Travis Yokoyama Yokoyama@SJCOG.ORG (209) 235-0451

* Managed by Jim Damkowitch prior to joining DKS in March 2020

** DKS and Kimley Horn were concurrently hired under separate contracts to perform update

COST PROPOSAL

TOTAL PROPOSED COST

Task Description	DKS		Kimley-Horn		Urban Economics		Total Project Hours	Total Project Cost
	Total Hours	Total Cost	Total Hours	T Total Cost	Total Hours	T Total Cost		
Task 1 Data Collection								
1.1 Traffic Counts	31	\$ 4,412	-	\$ -	-	\$ -	31	\$ 4,412
1.2 Land Use	35	\$ 5,469	6	\$ 1,541	-	\$ -	41	\$ 7,011
Task 2 Model Development								
2.1 Land Use Inputs	17	\$ 2,986	94	\$ 8,370	-	\$ -	111	\$ 11,356
2.2 Sutter County Sub-Area Validation	79	\$ 12,854	8	\$ 2,179	-	\$ -	87	\$ 15,034
2.3 Future Baseline Model Run	17	\$ 2,986	7	\$ 1,867	-	\$ -	24	\$ 4,853
2.4 Model Post Processing (NCHRP 255)	27	\$ 4,113	2	\$ 545	-	\$ -	29	\$ 4,658
Task 3 Model Run Alternatives Development								
3.1 Deficiency Assessment (Existing and Future Deficiencies)	37	\$ 5,491	-	\$ -	-	\$ -	37	\$ 5,491
3.2 CIP List Development (logical project limits)	29	\$ 4,982	76	\$ 8,450	-	\$ -	105	\$ 13,433
Task 4 Fair Share Analysis Development								
4.1 Fee Benefit Zone Development	23	\$ 5,296	-	\$ -	-	\$ -	23	\$ 5,296
4.2 Select Link Analysis of CIP list	37	\$ 8,919	-	\$ -	-	\$ -	37	\$ 8,919
Task 5 Fee Schedule Development and Nexus Study								
5.1 Draft Fee Schedule Development (DUE, Cost, Fair Share)	12	\$ 2,838	-	\$ -	20	\$ 4,403	32	\$ 7,242
5.2 CIP Scenario Development and Fee Schedule Sensitivity Analysis	122	\$ 23,180	3	\$ 964	60	\$ 13,210	185	\$ 37,354
5.3 Selection of Preferred Fee Schedule	11	\$ 2,661	-	\$ -	8	\$ 1,761	19	\$ 4,422
5.4 Draft/Final Fee Study Report	144	\$ 24,835	32	\$ 3,402	16	\$ 3,523	192	\$ 31,761
Task 6 Agency Engagement								
6.1 Monthly PDT Meetings	36	\$ 8,174	14	\$ 3,898	20	\$ 4,403	70	\$ 16,476
6.2 Bi-Monthly Check-in with PCTPA	36	\$ 8,174	14	\$ 3,898	20	\$ 4,403	70	\$ 16,476
Task 7 Stakeholder Engagement								
7.1 Stakeholder Engagement Plan	11	\$ 2,633	-	\$ -	-	\$ -	11	\$ 2,633
7.2 Stakeholder Meetings (4)	52	\$ 11,215	22	\$ 6,385	12	\$ 2,642	86	\$ 20,243
	Total Hours	756	281		156		1,190	
	Total Direct Expenses	\$ 1,340		\$ 400		\$ 800		\$ 2,540
	Total Cost							
		\$ 142,560		\$ 42,292		\$ 35,147		\$ 219,998

3-YEAR ON-CALL SERVICES

DKS is accustomed to providing on-call services for regional fee programs. As an example, for the San Joaquin Council of Governments RTIF program (5-Year: 2016-2021) and currently (3-Year: 2022-2025). Using the same staff listed in our detailed budget sheets, the DKS team can provide technical on-call services to PCPTA on a time and materials basis for up to 3 years at a total not-to-exceed budget amount of \$40,000.

SUPPLEMENTAL COST BREAKDOWN: LEVEL OF INVOLVEMENT BY TASK

Task #	Task Description	Staff Hours	Level of Effort by DKS Team			
			DKS	KHA	Urban Economics	DKS
Task 1	Data Collection	72	66	6	-	92%
Task 2	Model Development	251	140	111	-	56%
Task 3	Model Run Alternatives Development	142	66	76	-	46%
Task 4	Fair Share Analysis Development	60	60	-	-	100%
Task 5	Fee Schedule Development and Nexus Study	428	289	35	104	68%
Task 6	Agency Engagement	140	72	28	40	51%
Task 7	Stakeholder Engagement	97	63	22	12	65%
Total Hours		1,190	756	278	156	64%

SUPPLEMENTAL COST BREAKDOWN: DKS

	DKS										Direct Expenses	DKS Total Hours	DKS Total Cost
	Carl Springer	Jim Damkowitz	Erin Vaca	Dave Tokarski	Kendall Flint	John Gibb	Sean Carney	Yu Hong Hwang	Zoey Li	Elizabeth Aguilar			
	Principal In Charge	Technical Advisor	Project Manager	Senior Transportation Planner	Outreach Task Lead	Operations Task Lead	Planner/Engineer	Planner/Engineer	Planner/Engineer	Project Coordinator			
Current Direct Pay Rate	\$ 80.80	\$ 92.30	\$ 67.20	\$ 62.00	\$ 83.00	\$ 74.83	\$ 53.81	\$36.50	\$36.50	\$31.73			
Fringe Benefit Rate	80.84%	80.84%	80.84%	80.84%	80.84%	80.84%	80.84%	80.84%	80.84%	80.84%			
Indirect OH Rate	100.92%	100.92%	100.92%	100.92%	100.92%	100.92%	100.92%	100.92%	100.92%	100.92%			
General and Admin Rate	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			
Escalation (5%/year)	5.00%	5.00%	5.00%	5.00%	5.00%	5.00%	5.00%	5.00%	5.00%	5.00%			
Profit Fee	12.00%	12.00%	12.00%	12.00%	12.00%	12.00%	12.00%	12.00%	12.00%	12.00%			
Fully Loaded Billing Rate	\$ 267.73	\$ 305.84	\$ 222.67	\$ 205.44	\$ 275.02	\$ 247.95	\$ 178.30	\$ 120.94	\$ 120.94	\$ 105.14			
Task 1 Data Collection													
1.1 Traffic Counts		1	2	4					20	4		31	\$ 4,412
1.2 Land Use		1	4	8					20	2		35	\$ 5,469
Task 2 Model Development													
2.1 Land Use Inputs		1	4	4					8			17	\$ 2,986
2.2 Sutter County Sub-Area Validation		1	4	8		16			50			79	\$ 12,854
2.3 Future Baseline Model Run		1	4	4					8			17	\$ 2,986
2.4 Model Post Processing (NCHRP 255)		1	2				8		16			27	\$ 4,113
Task 3 Model Run Alternatives Development													
3.1 Deficiency Assessment (Existing and Future Deficiencies)		1	2	2			8	8	16			37	\$ 5,491
3.2 CIP List Development (logical project limits)		1	2	2			16		8			29	\$ 4,982
Task 4 Fair Share Analysis Development													
4.1 Fee Benefit Zone Development	1	2	8	8		4						23	\$ 5,296
4.2 Select Link Analysis of CIP list	1	2	2	8		24						37	\$ 8,919
Task 5 Fee Schedule Development and Nexus Study													
5.1 Draft Fee Schedule Development (DUE, Cost, Fair Share)		2	10									12	\$ 2,838
5.2 CIP Scenario Development and Fee Schedule Sensitivity Analysis		2	16	40		24			40			122	\$ 23,180
5.3 Selection of Preferred Fee Schedule	1	2	8									11	\$ 2,661
5.4 Draft/Final Fee Study Report	4	4	40		8		16	40	24	8		144	\$ 24,835
Task 6 Agency Engagement													
6.1 Monthly PDT Meetings			20		12					4		36	\$ 8,174
6.2 Bi-Monthly Check-in with PCTPA			20		12					4		36	\$ 8,174
Task 7 Stakeholder Engagement													
7.1 Stakeholder Engagement Plan			1		8					2		11	\$ 2,633
7.2 Stakeholder Meetings (4)			20		20					12		52	\$ 11,215
Total Hours	7	22	169	88	60	68	48	48	210	36		756	
Direct Expenses (Social Pinpoint; Travel, Lodging; Food)											\$ 1,340		
Total Cost	\$ 1,874	\$ 6,728	\$ 37,631	\$ 18,078	\$ 16,501	\$ 16,861	\$ 8,558	\$ 5,805	\$ 25,398	\$ 3,785		\$ 1,340	\$ 142,560

SUPPLEMENTAL COST BREAKDOWN: KIMLEY-HORN

		Kimley Horn							Direct Expenses	KHA Total Hours	KHA Total Cost
		Matt Weir	Michael Schmitt	Sean Houck	Chris Gregerson	Professional	Analyst	Administration			
		PIC	Project Manager	Senior Engineer	Traffic Planner/Engineer	Traffic Planner/Engineer	Traffic Planner/Engineer	Role			
Current Direct Pay Rate		\$ 94.00	\$ 92.02	\$ 89.68	\$ 65.16	\$ 52.42	\$ 46.12	\$ 30.00			
Fringe Benefit Rate		0.31%	0.31%	0.31%	0.31%	0.00%	0.00%	0.00%			
Indirect OH Rate		194.46%	194.46%	194.46%	194.46%	0.00%	0.00%	0.00%			
General and Admin Rate		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			
Escalation (3.5%/year, scaled to 3-yr schedule)		5.00%	5.00%	5.00%	5.00%	5.00%	5.00%	5.00%			
Profit Fee		12.00%	12.00%	12.00%	12.00%	12.00%	12.00%	12.00%			
Fully Loaded Billing Rate		\$ 325.85	\$ 318.99	\$ 310.88	\$ 225.88	\$ 61.65	\$ 54.24	\$ 35.28			
Task 1	Data Collection										
1.1	Traffic Counts								-	\$ -	
1.2	Land Use		2		4				6	\$ 1,541	
Task 2	Model Development										
2.1	Land Use Inputs	2	4		8	40	40		94	\$ 8,370	
2.2	Sutter County Sub-Area Validation		4		4				8	\$ 2,179	
2.3	Future Baseline Model Run	1	2		4				7	\$ 1,867	
2.4	Model Post Processing (NCHRP 255)		1		1				2	\$ 545	
Task 3	Model Run Alternatives Development										
3.1	Deficiency Assessment (Existing and Future Deficiencies)								-	\$ -	
3.2	CIP List Development (logical project limits)			16		30	30		76	\$ 8,450	
Task 4	Fair Share Analysis Development										
4.1	Fee Benefit Zone Development								-	\$ -	
4.2	Select Link Analysis of CIP list								-	\$ -	
Task 5	Fee Schedule Development and Nexus Study										
5.1	Draft Fee Schedule Development (DUE, Cost, Fair Share)								-	\$ -	
5.2	CIP Scenario Development and Fee Schedule Sensitivity Analysis	1	2						3	\$ 964	
5.3	Selection of Preferred Fee Schedule								-	\$ -	
5.4	Draft/Final Fee Study Report	2	2		4	8	8	8	32	\$ 3,402	
Task 6	Agency Engagement										
6.1	Monthly PDT Meetings		12					2	14	\$ 3,898	
6.2	Bi-Monthly Check-in with PCTPA		12					2	14	\$ 3,898	
Task 7	Stakeholder Engagement										
7.1	Stakeholder Engagement Plan		1					2	3	\$ 390	
7.2	Stakeholder Meetings (4)		12	8				2	22	\$ 6,385	
	Total Hours	6	54	24	25	78	78	16	281		
	Direct Expenses							\$ 400			
	Total Cost	\$ 1,955	\$ 17,225	\$ 7,461	\$ 5,647	\$ 4,808	\$ 4,230	\$ 564	\$ 400		\$ 42,292

SUPPLEMENTAL COST BREAKDOWN: URBAN ECONOMICS

		Urban Economics			
		Bob Spencer	Direct Expenses	Wallace Group Total Hours	Wallace Group Total Cost
		Principal			
Current Direct Pay Rate		\$85.10			
Fringe Benefit Rate		0.00%			
Indirect OH Rate		120.00%			
General and Admin Rate		0.00%			
Escalation (3.5%/year, scaled to 3-yr schedule)		5.00%			
Profit Fee		12.00%			
Fully Loaded Billing Rate		\$220.17			
Task 1 Data Collection					
1.1 Traffic Counts				-	\$ -
1.2 Land Use				-	\$ -
Task 2 Model Development					
2.1 Land Use Inputs				-	\$ -
2.2 Sutter County Sub-Area Validation				-	\$ -
2.3 Future Baseline Model Run				-	\$ -
2.4 Model Post Processing (NCHRP 255)				-	\$ -
Task 3 Model Run Alternatives Development					
3.1 Deficiency Assessment (Existing and Future Deficiencies)				-	\$ -
3.2 CIP List Development (logical project limits)				-	\$ -
Task 4 Fair Share Analysis Development					
4.1 Fee Benefit Zone Development				-	\$ -
4.2 Select Link Analysis of CIP list				-	\$ -
Task 5 Fee Schedule Development and Nexus Study					
5.1 Draft Fee Schedule Development (DUE, Cost, Fair Share)		20		20	\$ 4,403
5.2 CIP Scenario Development and Fee Schedule Sensitivity Analysis		60		60	\$ 13,210
5.3 Selection of Preferred Fee Schedule		8		8	\$ 1,761
5.4 Draft/Final Fee Study Report		16		16	\$ 3,523
Task 6 Agency Engagement					
6.1 Monthly PDT Meetings		20		20	\$ 4,403
6.2 Bi-Monthly Check-in with PCTPA		20		20	\$ 4,403
Task 7 Stakeholder Engagement					
7.1 Stakeholder Engagement Plan				-	\$ -
7.2 Stakeholder Meetings (4)		12		12	\$ 2,642
Total Hours		156		156	
Direct Expenses			\$ 800		
Total Cost		\$ 34,347	\$ 800		\$ 35,147

PLACER COUNTY TRANSPORTATION PLANNING AGENCY

**IN THE MATTER OF: RESOLUTION
SOUTH PLACER-SOUTH SUTTER FAIR
SHARE TRANSPORTATION FUNDING
ANALYSIS**

RESOLUTION NO. 23-02

The following resolution was duly passed by the Placer County Transportation Planning Agency at a regular meeting held January 25, 2023, by the following vote on roll call:

AYES:

NOES:

ABSENT:

Signed and approved by me after its passage

Chair
Placer County Transportation Planning Agency

Executive Director

WHEREAS, future planned and approved development within the South Placer and South Sutter region will result in cumulative traffic impacts in excess of capacity on the regional transportation network; and

WHEREAS, failure to expand the capacity of the regional transportation network in the South Placer and South Sutter region will cause unacceptable levels of traffic congestion; and

WHEREAS, improved traffic circulation between South Placer County and South Sutter County from State Route 99 in Sutter County to Foothills Boulevard in the City of Roseville is paramount to creating sustainable economic development in the South Placer and South Sutter region; and

WHEREAS, existing and future sources of revenue are inadequate to fund substantial portions of the regional transportation network improvements needed to avoid unacceptable levels of traffic congestion and related adverse environmental impacts; and

WHEREAS, the County of Placer, the City of Roseville, and the County of Sutter, and the Placer County Transportation Planning Agency mutually desire to create a regional transportation funding and financing plan that will support the construction of needed transportation improvements and maximize the potential to attract state and federal funding by leveraging existing and expanded impact fee programs for improvements on Riego Road/Baseline Road and other roadways that will improve both east/west and north/south traffic circulation in the South Placer and South Sutter region; and

WHEREAS, the Placer County Transportation Planning Agency shall facilitate the cooperative efforts of the County of Placer, the City of Roseville, and the County of Sutter to evaluate regional transportation funding and financing options for the South Placer and South Sutter region; and

WHEREAS, a Memorandum of Understanding (MOU) executed in October 2020 between the four agencies directed PCTPA to facilitate a mutually agreed upon scope and structure for a fair share transportation funding program for the South Placer and South Sutter region; and

WHEREAS, the MOU identified three tasks to advance a regional transportation funding and financing plan and to construct future improvements on Riego Road/Baseline Road. These tasks are:

- Task 1: To meet and confer to develop options and a mutually agreed upon scope and structure of a regional transportation funding and financing plan.
- Task 2: To mutually develop the analysis and any related reports necessary to adopt a regional transportation funding and financing plan.
- Task 3: To develop an implementation plan for the Riego Road/Baseline Road project, including the PA&ED project development phase.

WHEREAS, the MOU approved in October 2021 authorized work and funding only for Task 1, with subsequent MOUs required to initiate Tasks 2 and 3; and

WHEREAS, work for Task 1 was completed in September 2022, and work for Task 2 will require an amendment to the MOU.

NOW THEREFORE BE IT RESOLVED by the Board of Directors of the Placer County Transportation Planning Agency:

- 1) Authorize the Executive Director to execute Amendment No. 1 to the Memorandum of Understanding (MOU) for the Regional Transportation Funding and Financing Plan for the South Placer and South Sutter region.
- 2) Authorize the Executive Director to execute funding reimbursement agreements between the Placer County Transportation Planning Agency (PCTPA), Placer County, Sutter County, and the City of Roseville (collectively the participating agencies) to develop the South Placer-South Sutter Fair Share Transportation Funding Analysis.
- 3) Authorize the Executive Director to negotiate and execute a Master Agreement and Letter of Task Agreement No. 23-01 with DKS Associates to perform the South Placer and South Sutter Fair Share Transportation Funding Analysis.
- 4) Subsequent Memorandum of Understandings will be required prior to initiation of Task 3 described in the MOU. This MOU Amendment does not bind the jurisdictions to take any future action beyond Task 2.

TO: PCTPA Board of Directors **DATE:** January 25, 2023

FROM: David Melko, Senior Transportation Planner

SUBJECT: AGREEMENT FOR SALE OF MITIGATION CREDITS FOR THE INTERSTATE 80 AUXILIARY LANES PROJECT

ACTION REQUESTED

Adopt Resolution No. 23-03 approving an Agreement for Sale of Mitigation Credits with the Antonio Mountain Ranch Mitigation Bank for the Interstate 80 Auxiliary Lanes Project and authorizing the Executive Director to execute said Agreement.

BACKGROUND

The Interstate 80 Auxiliary Lanes Project (Project) will add a westbound 5th through lane from east of Douglas Boulevard to west of Riverside Avenue in Roseville, where five through lanes currently exist. The Project includes reducing the existing I-80 westbound two-lane off-ramp at Douglas Boulevard to one-lane and widening of the Cirby Creek bridge. In addition, the Project will construct an eastbound auxiliary lane on Interstate 80 from 0.8 miles east of SR 65 to Rocklin Road and widen the eastbound off-ramp to Rocklin Road from one-lane to two-lanes.

Caltrans is the CEQA Lead Agency and is responsible for advertisement, award, and administration of Project construction phase. PCTPA is a CEQA Responsible Agency and is responsible for the Project's Final Design. The Project has been designed to minimize effects on biological resources. However, the Project will have a permanent impact to 0.01 acres of perennial streambed habitat and 0.01 acre of valley foothill riparian habitat within Cirby Creek due to widening of the Cirby Creek bridge for the westbound 5th lane. The Project's Mitigated Negative Declaration/Initial Study (SCH #2016012021), approved October 2016, includes mitigation measure WQ-2, which requires that "additional avoidance, minimization, and/or mitigation measures will be identified in the permits obtained from all required regulatory agencies."

DISCUSSION

Per the requirements of mitigation measure WQ-2, PCTPA obtained the following three permits for Project construction:

- United States Army Corps of Engineers Nationwide Permit 14;
- California Fish and Game Code Section 1602 Streambed Alteration Agreement permit (#1600-2019-0281-R2) from the California Department of Fish and Wildlife; and
- Federal Clean Water Act Section 401 permit (WDID #5A31CR00523) from the Regional Water Quality Control Board.

To compensate for the permanent loss of 0.02 acres of habitat, the California Fish and Game Code Section 1602 Streambed Alteration Agreement permit requires the purchase of 0.08 acres (4:1 ratio) of perennial stream credits from an approved California Department of Fish and Wildlife mitigation bank. To compensate for the permanent loss of 0.0068 acres of streambed habitat, the

PCTPA Board of Directors
Mitigation Credit Purchase for Interstate 80 Auxiliary Lanes Project
January 25, 2023
Page 2

Federal Clean Water Act Section 401 permit requires the purchase of 0.0068 acres of aquatic resources mitigation credits from an approved United States Army Corps of Engineers mitigation bank..

Staff initially consulted with the Placer County Conservation Program (PCCP) as to credit availability. Because the Interstate 80 Auxiliary Lanes Project's permits were obtained prior to PCCP approvals and our project has not formally gone through the authorization process required by the PCCP, pursuing credit purchase at this time would result in a schedule delay and be more expensive. Credits must be in place prior to construction, anticipated to begin summer 2023

There are three approved mitigation banks in Placer County: Antonio Mountain Ranch Mitigation Bank, Orchard Creek Conservation Bank, and Wildlands Mitigation Bank. The Orchard Creek and Wildlands banks are however sold out of credits. The Antonio Mountain Ranch Mitigation Bank includes the appropriate habitat and credits are currently available for purchase. Antonio Mountain Ranch is located southwest of Lincoln and is a 794-acre wildlife preserve donated to Placer Land Trust. The cost to purchase the required credits is \$30,000. Funding for the credit purchase will be provided by SPRTA, which added the Project to its Capital Improvement Program. Attachment 1 is the mitigation credit purchase agreement with the Antonio Mountain Ranch Mitigation Bank. This agreement has been reviewed by PCTPA's legal counsel.

On December 12, 2022, the California Department of Fish and Wildlife approved the proposed purchase of 0.08 acres of perennial stream credits to compensate for the permanent impacts to 0.01 acres of perennial streambed habitat and 0.01 acre of valley foothill riparian habitat within Cirby Creek. To comply with both Section 401 and Section 1602 permit requirements, 0.01 acres of United States Army Corps of Engineers and California Department of Fish and Wildlife approved credits and 0.07 acres of California Department of Fish and Wildlife approved credits will be purchased for a total of 0.08 acres of credits. Further, on December 19, 2022, Caltrans as the CEQA Lead Agency, informed PCTPA that the proposed credit purchase will satisfy the obligation of mitigation measure WQ-2.

Staff recommends Board approval of Resolution 23-03 approving an Agreement for Sale of Mitigation Credits with the Antonio Mountain Ranch Mitigation Bank for the Interstate 80 Auxiliary Lanes Project and authorizing the Executive Director to execute said Agreement. PCTPA's Technical Advisory Committee (TAC) concurred with the staff recommendation.

Attachment 1: Agreement for Sale of Mitigation Credits for the Interstate 80 Auxiliary Lanes Project Cirby Creek Bridge Widening, Contract #024.

DM:rc:mlb:ss

AGREEMENT FOR SALE OF MITIGATION CREDITS

USACE Permit: NWP 14

CDFW (1602): #1600-2019-0281-R2

RWQCB 401: WDID#5A31CR00523

I-80 AUXILIARY LANES CIRBY CREEK BRIDGE WIDENING PROJECT

Contract #024

This Agreement is entered into this ____ day of January, 2023, by and between Antonio Mountain Ranch Mitigation Bank (Bank) and Placer County Transportation Planning Agency (Project Applicant), jointly referred to as the “Parties,” as follows:

RECITALS

- A. The Bank Sponsor has developed the Antonio Mountain Ranch Mitigation Bank located in Placer County, California; and
- B. The Bank was approved by U.S. Army Corps of Engineers (USACE), U.S. Environmental Protection Agency (USEPA), U.S. Fish and Wildlife Service (SERVICE), and California Department of Fish and Wildlife (CDFW) on June 06, 2018, and is currently in good standing with these agencies; and
- C. The Bank has received approval from the Service to offer Vernal Pool Fairy Shrimp Habitat Establishment and Vernal Pool Fairy Shrimp Habitat Preservation credits; USACE and USEPA to offer Vernal Pool, Seasonal Wetland, Perennial Stream, Intermittent Stream, and Perennial Stream credits; and CDFW to offer Intermittent Stream Preservation, Intermittent Stream Re-establishment, Intermittent Stream Riparian Enhancement, Intermittent Stream Enhancement, Perennial Stream Riparian Enhancement, Perennial Stream Enhancement, Perennial Marsh Rehabilitation, Riparian Re-establishment, Riparian Enhancement, Floodplain Seasonal Wetland Re-establishment, Tricolored Blackbird Nesting Habitat, Tricolored Blackbird Foraging Habitat, and Swainson’s Hawk Foraging Habitat credits for sale as compensation for the loss of vernal pool fairy shrimp habitat, vernal pools, seasonal wetlands, intermittent streams, perennial streams, perennial marsh, riparian habitat, tricolored blackbird nesting and foraging habitat, and Swainson’s hawk foraging habitat, respectively, through the Antonio Mountain Ranch Mitigation Bank Enabling Instrument (BEI); and
- D. Project Applicant is seeking to implement the project described on Exhibit “A” attached hereto (Project), which would unavoidably and adversely impact listed Perennial Streambed Habitat and Riparian Habitat and seeks to compensate for the loss of by purchasing Credits from Bank; and
- E. Project Applicant has been authorized by CDFW and Regional Water Quality Control Board, to purchase from the Bank 0.01 Group: Perennial Stream (404 + CDFW Enhancement) and 0.07 Perennial Stream (CDFW – Enhancement) credits upon confirmation by the Bank Sponsor of credit availability/adequate balance of credits remaining for sale; and
- F. Project Applicant desires to purchase from Bank and Bank desires to sell to Project Applicant the 0.01 Group: Perennial Stream (404 + CDFW Enhancement) and 0.07 Perennial Stream (CDFW – Enhancement) credits.

NOW, THEREFORE, THE PARTIES AGREE AS FOLLOWS:

1. The above recitals are true and correct and incorporated herein by this reference.
2. Bank hereby sells to Project Applicant and Project Applicant hereby purchases from Bank the 0.01 Group: Perennial Stream (404 + CDFW Enhancement) and 0.07 Perennial Stream (CDFW – Enhancement) credits for the Purchase Price THIRTY THOUSAND AND 00/00 DOLLARS (\$30,000.00). The Bank will then deliver to Project Applicant an executed Bill of Sale in the manner and form as attached hereto and marked Exhibit “B”. The Purchase Price for said credits shall be paid by cashier’s check or, at the option of Bank, wire transfer of funds according to written instructions by Bank to Project Applicant.
3. The sale and transfer herein is not intended as a sale or transfer to Project Applicant of a security, license, lease, easement, or possessory or non-possessory interest in real property, nor the granting of any interest of the foregoing.
4. Project Applicant shall have no obligation whatsoever by reason of the purchase of the Conservation Credits, to support, pay for, monitor, report on, sustain, continue in perpetuity, or otherwise be obligated or liable for the success or continued expense or maintenance in perpetuity of the credits sold, or the Bank. Pursuant to the BEI and any amendments thereto, Bank shall monitor and make reports to the appropriate agency or agencies on the status of any Conservation Credits sold to Project Applicant. Bank shall be fully and completely responsible for satisfying any and all conditions placed on the Bank or the Credits by all state or federal jurisdictional agencies.
5. The Credits sold and transferred to Project Applicant shall be non-transferable and non-assignable, and shall not be used as compensatory mitigation for any other Project or purpose, except as set forth herein.
6. Project Applicant must exercise his/her/its right to purchase the Credits within 30 days of the date of this Agreement. After the 30 day period this Agreement will be considered null and void.
7. Upon purchase of the credits specified in paragraph E above, the Bank shall submit to the parties listed in the Notices section of the BEI, copies of the: a) Agreement for Sale of Mitigation Credits; b) Bill of Sale; c) Payment Receipt; and d) an updated ledger. The updated inventory / ledger must detail: i) Project Applicant; ii) Project Name; iii) Status (sale complete/sale not complete); iv) Credit Sale Date; v) SERVICE/USACE/CDFW/CEQA File or Permit Number (as applicable); vi) Total Number of Credits Authorized to Sell; vii) Total Number of Credits Sold to Date (inclusive); and ix) Balance of all Credits Available. The inventory / ledger should include all sales data from bank opening/establishment to the present.

IN WITNESS WHEREOF, the parties have executed this Agreement the day and year first above written.

BANK:

Antonio Mountain Ranch Mitigation Bank
Lewis Antonio Mountain Ranch, LLC, a California Limited Liability Company
By: AKT Investments, Inc., a California corporation
Its: Manager

By: _____ Date: _____
Chris Donnelly, CFO

PROJECT APPLICANT:

Placer County Transportation Planning Agency

By: _____ Date: _____

Matthew Click
Executive Director
Placer County Transportation Planning Agency
299 Nevada Street, Auburn CA 95603

Approved as to Form

Counsel

- Exhibit List:
A – Project Description
B – Bill of Sale
C – Payment Receipt

APPROVED

UNITED STATES FISH AND WILDLIFE SERVICE:

This Agreement fulfills a portion of the Project Applicant's proposed _____ habitat conservation measures, as described in the Service's Biological Opinion Service File Number _____ dated _____. The Service verifies that Antonio Mountain Ranch Mitigation Bank is in good standing as of the date of this signature.

By: _____ Date: _____

Sacramento Fish and Wildlife Office

Exhibit "A"
**DESCRIPTION OF PROJECT
TO BE MITIGATED**

I-80 AUXILIARY LANES CIRBY CREEK BRIDGE WIDENING PROJECT

The project consists of the widening of Cirby Creek Bridge (also known as the Linda Creek Bridge) as part of a larger effort to widen the existing Interstate 80, adding an eastbound auxiliary lane between State Route 65 and Rocklin Road and a westbound auxiliary lane between Douglas Boulevard and Riverside Avenue, in Placer County.

The Cirby Creek Bridge Replacement Project is part of the westbound extension which requires the widening of Cirby Creek Bridge, a continuous three span, cast-in-place, reinforced concrete t-beam bridge. The total bridge width is currently 149.5 feet. The portion of the channel of Cirby Creek underneath the bridge is lined with concrete and is approximately 20 feet wide, with two-foot-wide and one-foot-deep low-flow channel. The project will widen the bridge by 12.5 feet on the northwest (downstream) side with a column added at each pier. Footings will be constructed immediately adjacent to the concrete-lined channel. Construction may include partial removal and reconstruction of the channel. The existing concrete-lined channel will be extended 15 feet on the northwest (downstream) side. An existing 16-inch reinforced concrete pipe outfall structure within the temporarily disturbed area of Cirby Creek will be replaced with a 24-inch reinforced concrete pipe.

Exhibit "B"
BILL OF SALE

USACE Permit: NWP 14
CDFW (1602): #1600-2019-0281-R2
RWQCB 401: WDID#5A31CR00523

I-80 AUXILIARY LANES CIRBY CREEK BRIDGE WIDENING PROJECT
CONTRACT #024

In consideration of THIRTY THOUSAND AND 00/00 DOLLARS (\$30,000.00), receipt of which is hereby acknowledged, Antonio Mountain Ranch Mitigation Bank does hereby bargain, sell and transfer to Placer County Transportation Planning Agency the 0.01 Group: Perennial Stream (404 + CDFW Enhancement) and 0.07 Perennial Stream (CDFW – Enhancement) credits from the Antonio Mountain Ranch Mitigation Bank in Placer County, California, developed, and approved by U.S. Fish and Wildlife Service, U.S. Army Corps of Engineers, U.S. Environmental Protection Agency, and the California Department of Fish and Wildlife.

Lewis Antonio Mountain Ranch, LLC (Bank Sponsor) represents and warrants that it has good title to the credits, has good right to sell the same, and that they are free and clear of all claims, liens, or encumbrances.

Lewis Antonio Mountain Ranch, LLC (Bank Sponsor) covenants and agrees with the buyer to warrant and defend the sale of the credits hereinbefore described against all and every person and persons whomsoever lawfully claiming or to claim the same.

DATED: _____

BANK

Antonio Mountain Ranch Mitigation Bank

Lewis Antonio Mountain Ranch, LLC, a California Limited Liability Company

By: AKT Investments, Inc., a California corporation

Its: Manger

By: _____

Chris Donnelly, CFO

Exhibit "C"
Antonio Mountain Ranch Mitigation Bank
CONTRACT #024
CREDITS: PAYMENT RECEIPT

PARTICIPANT INFORMATION

Name: Placer County Transportation Planning Agency
Address: 299 Nevada Street, Auburn, CA 95603
Telephone: 530-823-4090
Contact: David M. Melko

PROJECT INFORMATION

Project Description: The project consists of the widening of Cirby Creek Bridge (also known as the Linda Creek Bridge) as part of a larger effort to widen the existing Interstate 80, adding an eastbound auxiliary lane between State Route 65 and Rocklin Road and a westbound auxiliary lane between Douglas Boulevard and Riverside Avenue.

USACE Permit No.: NWP14
CDFW (1602): #1600-2019-281-R2
RWQCB 401: WDID # 5A31CR00523

Species/Habitat Affected: 0.01 acre of Perennial Streambed Habitat
and 0.01 acre of Riparian Habitat

Credits to be Purchased: 0.01 Group: Perennial Stream (404 + CDFW Enhancement)
credits 0.07 Perennial Stream (CDFW – Enhancement) credits
0.08 Total Credits

(at \$375,000.00 per credit, total cost \$30,000.00)

Payment Amount: \$30,000.00

Project Location: Placer County, California

Address: Placer County, California

PAYMENT INFORMATION

Payee: Lewis Antonio Mountain Ranch, LLC

Payer: Placer County Transportation Planning Agency

Amount: \$30,000.00

Method of payment: Cash: _____ Check No. _____ Wire: _____

Received by: _____ Date: _____
(Signature)

Name: _____ Title: _____

PLACER COUNTY TRANSPORTATION PLANNING AGENCY

**IN THE MATTER OF: APPROVING AN
AGREEMENT FOR SALE OF MITIGATION
CREDITS WITH ANTONIO MOUNTAIN
RANCH MITIGATION BANK FOR THE
INTERSTATE 80 AUXILIARY LANES
PROJECT AND AUTHORIZING THE
EXECUTIVE DIRECTOR TO EXECUTE
SAID AGREEMENT**

RESOLUTION NO. 23-03

The following resolution was duly passed by the Placer County Transportation Planning Agency at a regular meeting held January 25, 2023, by the following vote on roll call:

AYES:

NOES:

ABSENT:

Signed and approved by me after its passage.

Placer County Transportation Planning Agency
Chair

Executive Director

WHEREAS, an Agreement for Sale of Mitigation Credits for the Interstate 80 Auxiliary Lanes Project Cirby Creek Bridge Widening, Contract #024, by and between the Placer County Transportation Planning Agency and Antonio Mountain Ranch Mitigation Bank, has been reviewed by the Placer County Transportation Planning Agency Board of Directors.

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the Placer County Transportation Planning Agency that the Agreement for Sale of Mitigation Credits for the Interstate 80 Auxiliary Lanes Project is hereby approved, and the Executive Director is authorized to execute said Agreement.



TO: WPCTSA Board of Directors **DATE:** January 25, 2023

FROM: Mike Costa, Senior Transportation Planner

SUBJECT: WESTERN PLACER CONSOLIDATED TRANSPORTATION SERVICES AGENCY MARKETING PLAN

ACTION REQUESTED

Review and direct staff to implement the marketing plan prepared for the Western Placer Consolidated Transportation Services Agency (WPCTSA) to promote the WPCTSA’s programs and public transit services within Placer County.

BACKGROUND

In June 2022, the WPCTSA Board of Directors adopted the WPCTSA’s FY 2022/23 Budget, which contained funding to create and implement a marketing plan and conduct on-going strategic efforts designed to bring more awareness to and utilization of the WPCTSA’s core programs and public transit services provided in Placer County. The WPCTSA administers four key programs that help promote existing public transit services provided by the County’s three public transit service operators: Auburn Transit, Roseville Transit, and Placer County Transit (PCT), and provide transportation opportunities for users unable to use public transit in the region:

- Placer Rides – a mileage reimbursement program in support of Placer County residents unable to drive or use public transit services (administered by Seniors First on behalf of the WPCTSA),
- Mobility Training – group or individual training for Placer County residents and stakeholders regarding how to use public transit (administered by the City of Roseville Transit Division on behalf of the WPCTSA),
- Transit Ambassador Program – a volunteer program that helps passengers learn how to use public transportation to maintain or regain independence (administered by the City of Roseville Transit Division on behalf of the WPCTSA), and
- South Placer Transit Information Center (known as the South Placer Call Center) – provides information about all the transit services in South Placer County, and schedules dial-a-ride services for both Roseville Transit and Placer County Transit systems (administered by the City of Roseville Transit Division on behalf of the WPCTSA)

Over the past six months, WPCTSA staff and Tranova (a specialized consultant team hired to assist the WPCTSA with this effort) worked collaboratively with the various stakeholders on the Transit Operators Working Group (TOWG) to identify the challenges/issues with and perceptions regarding the Placer region’s transportation services and programs, as well as stakeholder engagement deficiencies. The attached WPCTSA marketing plan (Attachment 1) is

not intended to directly address specific operational and administrative challenges/issues currently experienced by the public transit operations and WPCTSA program administrators, which will be addressed in the upcoming Comprehensive Operational Analysis (COA) and Short-range Transit Plan (SRTP) efforts anticipated to begin in Spring 2023. Instead, the plan complements the COA/SRTP efforts and establishes a general foundation upon which efforts to conduct public engagement, outreach, and general awareness campaigns for public transit and other transportation programs can be successful in the short term and built upon in the future. Lastly, the marketing plan is a living document that can be added to and/or modified to accommodate future lessons learned and other important matters that are discovered through the plan's implementation.

DISCUSSION

Through extensive engagement and collaboration with the TOWG's stakeholders, the following major challenges/issues were identified as impediments to transit service and WPCTSA program awareness and perception.

1. Planning trips can be challenging for riders, as they often must reference multiple, separate systems maps and websites for each transit operator's service and/or social service transportation agency program.
2. WPCTSA program branding is inconsistent, and messaging can be conflicting.
3. Limited resources are available to the Mobility Training and Transit Ambassador programs.
4. There is a lack of effective communication in marketing materials regarding how the WPCTSA's programs and public transit services make a difference in people's lives.
5. There is a lack of consistent and timely engagement with stakeholders that hinders the effectiveness of consistent outreach and engagement efforts.

Marketing Plan Content

The attached marketing plan establishes the following solution themes to address each one of the challenges/issues identified. Subsequent strategic tasks are further identified in the attached marketing plan to implement the solution theme.

1. Create and maintain a one-stop shop (OSS) website with an interactive regional system map identifying all public transit services and relevant transportation programs for South Placer County.
2. Refresh WPCTSA program branding and regional media platforms/messages with the formation of a marketing committee (from the TOWG) that will consistently meet on either a monthly and/or bi-monthly basis, with further options to utilize an external focus group to help further refine program branding as part of the refresh efforts.
3. Focus the WPCTSA's Mobility Training, Transit Ambassador, and Placer Rides program engagement and outreach efforts on congregate training settings and locations, while

further establishing relevant performance measures with the WPCTSA's partnering program administrators to better evaluate program performance and effectiveness.

4. Incorporate rider success stories in marketing materials and collateral, in cooperation and coordination with the TOWG stakeholders.
5. Collectively commit to monthly meetings between WPCTSA staff, the Placer region's public transit operators, and regional social service agencies and transportation providers to ensure on-going dialogue regarding regional transportation challenges/issues and outreach/engagement opportunities to promote the WPCTSA's programs and Placer's public transit services throughout the region.

Timeline/Schedule and Cost to Implement the Marketing Plan

The general implementation of these collective themes and corresponding tasks identified in the marketing plan are anticipated to take approximately nine (9) months for implementation, with some solutions such as on-going collaboration meetings regarding regional transportation challenges/issues and outreach/engagement opportunities continuing indefinitely. The marketing plan identifies a specific estimated timeline/schedule for each task corresponding to the amount of time anticipated to complete the task following the plan's approval by the WPCTSA Board.

In addition to the timeline/schedule, the marketing plan identifies an estimated cost/budget that corresponds to the respective theme and task. These costs are estimated and subject to potential change as tasks may be modified and/or added during the plan's implementation. However, all costs associated with implementation of the marketing plan are or will be reflected in the WPCTSA's existing or future fiscal year (FY) budgets accordingly. At present, most of the work identified in the marketing plan is anticipated to be conducted using in-house staff and has no defined cost associated with the theme and/or task. However, collectively, approximately \$70,000 of external vendor costs are currently identified in the marketing plan, which can be accommodated using funding programmed in the WPCTSA's FY 2022/23 Budget for public engagement/outreach activities. Should any additional costs be identified as this plan is implemented, those costs will be incorporated and discussed as part of subsequent annual WPCTSA budget approval or budget amendment actions.

On December 12, 2022, the draft marketing plan was discussed with a joint meeting of the TOWG and Social Services Transportation Advisory Council (SSTAC), which recommended that the plan be brought forward to the WPCTSA Board for review and approval. Staff further presented the draft plan to PCTPA's Technical Advisory Committee (TAC) on January 10, 2023, which concurred with supporting the marketing plan and recommended its review and approval by the WPCTSA Board. Staff recommends that the WPCTSA Board direct staff to implement the marketing plan presented in partnership with the region's public transit operators and social service transportation program providers.

MC:rc:mbc:ss



**Consolidated
Transportation
Services Agency**

**WESTERN PLACER CONSOLIDATED
TRANSPORTATION SERVICES AGENCY
MARKETING PLAN**

January 2023

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Introduction

Background

The Western Placer Consolidated Transportation Services Agency (WPCTSA) is a joint powers agency (JPA) with the power to provide and coordinate social service transportation for the western portion of Placer County, including services for the elderly and individuals with disabilities. Under the terms of the JPA, Placer County Transportation Planning Agency (PCTPA) was designated as the administrator of the WPCTSA.

Under the WPCTSA there are a host of programs intended to provide transportation services for Placer County residents who are not able to use conventional public transit services operating within western Placer County. Each program responds to a unique transportation need not otherwise currently met or met well within a prescribed service area.

These programs include:

- Placer Rides – Mileage reimbursement program in support of Placer County residents unable to drive or use public transit. (Administered by Seniors First on behalf of the WPCSTA.)
- Mobility Training – Group or individual training for Placer County residents on how to use public transit. (Administered by the City of Roseville on behalf of the WPCTSA.)
- Transit Ambassador Program – Volunteer program that helps passengers learn to use public transportation to maintain or regain independence. (Administered by the City of Roseville on behalf of the WPCTSA.)
- South Placer Transit Information Center (known as the South Placer Call Center) – Provides information on all the transit services in South Placer County, including scheduling dial-a-ride services for both Roseville and Placer County Transit (PCT) systems
 - Transit providers include:
 - Auburn Transit
 - Roseville Transit
 - Placer County Transit (PCT)

(Administered by the City of Roseville on behalf of the WPCTSA)

Purpose of Plan

The purpose of this marketing plan is to establish and implement a coordinated, regional marketing strategy that broadly promotes public transit and the WPCSTA programs. The first step to developing this plan included identifying challenges, stakeholder engagement deficiencies, and solutions to better promote a consistent and coordinated series of services/programs to help increase public awareness, participation and ridership by Placer County residents. This plan is not intended to address specific operational and administrative challenges currently experienced by the transit operators and WPCTSA program administrators, which will be examined and addressed separately in other planning efforts that include a joint Comprehensive Operations Analysis (COA) and Short-Range Transit Plan (SRTP) prepared for the Placer region's transit

operators and WPCTSA in 2023/2024. Instead, this marketing plan establishes a general foundation upon which efforts to conduct public engagement, outreach, and general awareness campaigns for public transit and other transportation programs can be successful in the short term and built upon into the future. The marketing plan is also a living document that can be added to and/or modified to accommodate future lessons learned and other important matters that are discovered through the plan's implementation.

PCTPA staff took a collaborative approach in vetting ideas to support the updates and enhancements of the WPCSTA which included:

- **June 6, 2022:** Transit Operators Working Group (TOWG) Meeting broad group brainstorming discussion. Topics included:
 - Challenges/issues with and perceptions of public awareness of the Placer region's transportation services and programs.
 - Resources/strategies that are presently used by each agency to promote their regional services and programs to various stakeholders.
- **July 20 – 28, 2022:** Meetings with transit operators (Auburn Transit, Roseville Transit, PCT) City of Rocklin, City of Lincoln, PIRS and Seniors First to examine unique challenges and ideas for solutions regarding regionally marketing transit services and/or transportation programs in Placer County.
- **August 8, 2022:** Present common themes and strategies spreadsheet from June TOWG and July meetings with Transit Operators and social service agencies to TOWG for feedback.
- **October 3, 2022:** Review of updated common themes and strategies spreadsheet with revisions based on the August 8, 2022, TOWG Meeting.
- **October 4 – November 21, 2022:** Ongoing meetings/discussions with agencies as necessary.
- **December 12, 2022:** Present final Marketing Plan to TOWG for consideration.

Initially there were six themes that came out of the stakeholder discussions from June 6 – December 12, 2022, as follows:

Theme 1: One-Stop Shop (OSS) Website

Theme 2: Regional System Map (Map)

Theme 3: Regional Media Platforms

Theme 4: Mobility Training Enhancements

Theme 5: Storytelling

Theme 6: Ongoing Collaboration and Engagement with Regional Stakeholders

However, Theme 1 (One-Stop Shop Website) and Theme 2 (Regional System Map) have now been combined to avoid redundancy in the program approach.

A description of each of the themes including strategies, tasks for implementation, budget, and timeline are included in the next section. The detail of all themes is included as one printable document in the Appendix.

Marketing Themes

The section below describes each theme developed by the TOWG and community stakeholders. The theme includes a lead agency for each component as well as a co-owner which will help provide support and/or guidance on that element of the theme.

Each theme includes a budget estimating external spending. However, many of the project elements can be completed in-house by PCTPA staff and WPCSTSA program providers, with each budget line item for these cases represented by N/A.

Finally, there is an estimated project timeline for each component illustrated by enumerated months 1-9. The goal is to have all projects start at relatively the same time with a nine-month completion window.

Theme 1 – One-Stop Shop (OSS) Website and Regional System Map (Map)

When looking for transit and transportation options throughout Placer County and connections into Sacramento the first thing that is apparent is the lack of a central location to find transit and transportation services in the County. In some cases, a rider may need to visit multiple websites to obtain the information they need for trip planning. Even using the popular Google Transit Trip Planner is not a good option in Placer County as all three transit providers have a micro-transit on-demand component to their systems that will not show up in the Google Transit Trip Planner application.

Throughout the stakeholder engagement process, there was a consensus that a One-Stop-Shop (OSS) Website and Regional System Map (Map) are essential components to increase public awareness in transportation by making it easy for riders to plan trips taken through public transportation.

Strategy 1.1 - Use Existing South Placer Transit Information Center Website as One-Stop-Shop (OSS) Site (www.sptransitinfo.org)

WPCTSA already has an existing Transit Information website as noted above. The current website needs to be updated but can be used as the platform for the OSS and Map.

The OSS would contain the Map, a description of the WPCTSA programs, important WPCTSA updates, and links to transit and transportation service provider websites. This structure would ensure that visitors are getting the most current information from each of the transportation providers they may use for their rides. The website should be accessible in multiple languages and with respect to ADA compliance.

Strategy 1.2 Create Map for Real-Time Transit Trip Planning Throughout Placer County

As noted above, the Map will live on the WPCTSA website. Periodically, when the transit operators make service changes the Map may need to be updated. The WPCTSA will be

responsible for creating the Map; however, each transit operator will be responsible for coordinating with the WPCTSA to display their respective transit services and other system information on the Map accurately. Map results should be transferrable not only to mobile devices, but also printable.

Strategy 1.3 Contract with Vendor for OSS and Map Development

A vendor will need to be procured to produce the OSS and Map. The Map will be interactive displaying all the fixed-route, micro-transit, and Dial-a-Ride services in the County. It will also include stop locations and real-time arrival estimates.

Strategy 1.4 Implement Administration of Map

On an ongoing basis there will be a need for coordination of updates to the OSS and Map. The agency responsible for making transit service changes will also be responsible for coordinating with the WPCTSA to update the Map and/or ensure that their supporting data integrated into the Map is consistently up to date.

Budget

\$41,500 One-Time Estimate - Website development and design, interactive map for Placer County transportation providers including fixed-route, micro- transit, and Dial-a-Ride services.

\$12,800 Annual - Maintenance and License Fees

Additional website features/components that incorporate real-time transit bus location information, route schedule information, trip planning, and/or other interactive features that the partnering transit operators and stakeholders would like to include may incur additional expenses, which will be reviewed and considered based on available budget and funding resources.

Timeline

It is anticipated that the OSS and Map project will take nine months to complete.

Theme Detail

THEME 1: ONE-STOP-SHOP (OSS) WEBSITE and REGIONAL SYSTEM MAP (Map)				LEAD	CO-OWNER	EST. BUDGET	TIMELINE (MONTH)								
							1	2	3	4	5	6	7	8	9
STRATEGY 1.1	USE EXISTING SOUTH PLACER TRANSIT INFORMATION CENTER WEBSITE AS ONE-STOP-SHOP (OSS) SITE (WWW.SPTRANSITINFO.ORG)														
STRATEGY 1.2	CREATE MAP FOR REAL-TIME TRANSIT TRIP PLANNING THROUGHOUT PLACER COUNTY														
Task 1.2.1	WPCTSA/TOWG to agree to administration of Map	WPCTSA	TOWG	N/A	X										
STRATEGY 1.3	CONTRACT WITH VENDOR FOR OSS AND MAP DEVELOPMENT														
Task 1.3.1	Create Scope of Work	WPCTSA	PCT	N/A	X										
Task 1.3.2	Procure OSS and Map developer (OSS and Map Development One-time Cost approximately \$42,000)	WPCTSA	N/A	\$42,000	X	X	X								
Task 1.3.3	Project Kick-off	WPCTSA	TOWG	N/A				X							
Task 1.3.4	Bi-weekly Project Management Meetings with WPCTSA and Vendor	Vendor	WPCSTA	N/A			X	X	X	X	X	X	X	X	X
Task 1.3.5	Vendor prepare website flow chart and wireframes	Vendor	WPCSTA	N/A			X								
Task 1.3.6	Vendor prepare website mockups	Vendor	WPCSTA	N/A				X							
Task 1.3.7	Vendor develop WordPress Theme	Vendor	WPCSTA	N/A					X						
Task 1.3.8	Vendor develop site features and functionality	Vendor	WPCSTA	N/A								X			
Task 1.3.9	Vendor construct page structure and write content	Vendor	WPCSTA	N/A									X		
Task 1.3.10	Vendor present OSS and Map to TOWG	Vendor	WPCSTA/TOWG	N/A										X	
Task 1.3.11	OSS and Map finalization and launch	Vendor	WPCSTA	N/A											X
Task 1.3.12	Training and User Manual	Vendor	WPCSTA	N/A											X
STRATEGY 1.4	IMPLEMENT ADMINISTRATION OF MAP														
Task 1.4.1	Annual Maintenance Fees (approximately \$13,000) to be paid for by WPCTSA	WPCTSA	TBD	\$13,000											
Task 1.4.2	Ongoing coordination of regional system map to ensure timely updates by all transit operators	TBD	WPCTSA	N/A											
THEME 1: ESTIMATED BUDGET				\$55,000											

Theme 2 – Branding and Regional Media Platforms

During the stakeholder outreach and research process it was evident that there was inconsistent branding of the WPCTSA programs. In some cases, TOWG members were not aware that a WPCTSA program existed.

TOWG members felt that regional marketing efforts could be especially helpful when promoting transit services.

The TOWG identified several avenues for media engagement including.

- Social Media
- South Placer Call Center Program Information Sharing
- Recurring Outreach/Engagement

These are summarized below.

Strategy 2.1 Refresh WPCTSA Program Branding

The intent of this process is to create unified and complementary branding concepts for the WPCTSA programs, which include Placer Rides, Mobility Training/Transit Ambassador Program, and the South Placer Transit Information Center. These programs currently have no consistent branding with each other or to the overall WPCTSA. The branding effort will refresh program marketing materials so that they are complimentary in concept, design, and logo augmentation.

In addition, this process will include review and revision of messaging and collateral, to ensure communication, outreach, awareness, and ultimately usage throughout the county is maximized.

The program branding refresh will be an initiative that will be concentrated and time consuming. Given that WPCTSA staff will work with the TOWG to form a Marketing Committee to inform the logo and refreshed branding concepts process.

WPCTSA will optionally test and seek feedback on the refreshed marketing materials using social apps designed for this purpose (less than \$500), and/or through a traditional focus group (\$15,000).

Strategy 2.2 Coordinate Media Engagement

During stakeholder meetings there was discussion of the possibility of coordinating efforts and resources for media engagement. This strategy is one that will need further research and vetting by stakeholders prior to implementation.

Strategy 2.3 Coordinate Social Media

The intent of this strategy is to standardize social media content for WPCTSA programs, so that messaging is released to the public in a consistent manner that is recognized as complimentary to each other regardless of which operator and/or agency releases the message.

Strategy 2.4 Review South Placer Call Center Program Information Sharing

The South Placer Call Center is a great vessel for information sharing. This strategy's intent is to review and update materials that the call center staff are using to inform the public about WPCTSA programs.

Additionally, it is important to create a tracking tool that is administered by Call Center staff to understand questions that the Call Center receives from the public about transportation issues in South Placer County, where those questions are coming from, and what solutions/services are provided to address issues in these areas and target marketing of available services and/or programs accordingly.

Strategy 2.5 Conduct Recurring Outreach and Engagement

During stakeholder meetings participants identified missed opportunities for outreach and public engagement. Some TOWG participants also noted that they did not have the capacity for participation in public outreach engagement. There was consensus that it would be beneficial for the TOWG to discuss upcoming public engagement and identify the most efficient way to staff these events. The WPCTSA Mobility Training and Seniors First programs have capacity for staffing outreach, but a system will need to be coordinated through the WPCTSA and these programs to ensure efficiency and to address staffing resource constraints.

The TOWG also identified training front-line employees for all agencies and programs on how to support outreach and engagement efforts.

Strategy 2.6 Conduct WPCTSA Monthly Meeting for Continued Updates - Ongoing

WPCTSA staff will continue to lead meetings with stakeholders monthly.

Budget

All the Strategies and Tasks in Theme 2 are completed in house except for Strategy 2.2 Unified WPCTSA Branding. This Strategy optionally calls for testing and seeking feedback on the refreshed marketing materials, either online through social apps designed for this purpose (less than \$500), or through a traditional focus group (appx. \$15,000).

Timeline

All elements of Theme 2 are expected to be completed within a nine-month window. The logo and branding refresh process is expected to take the entire nine months due to the reiterative collaboration and possible editing process.

Theme Detail

THEME 2: BRANDING AND REGIONAL MEDIA PLATFORMS				LEAD	CO-OWNER	EST. BUDGET	TIMELINE (MO)								
							1	2	3	4	5	6	7	8	9
STRATEGY 2.1 REFRESH WPCSTA PROGRAM BRANDING															
Task 2.1.1	Form Marketing Committee comprised of TOWG stakeholders to create unified branding concepts for WPCTSA Programs: Placer Rides, Mobility Training/Ambassador Program, and South Placer Transit Information Center	WPCTSA	TOWG	N/A	X										
Task 2.1.2	Marketing Committee Kick-off Meeting to discuss branding refresh of WPCTSA Programs (look and feel consistency, messaging review, collateral needed, outreach strategies)	WPCTSA	Mktg Committee	N/A	X										
Task 2.1.3	WPCTSA to work with Marketing Committee on 1st round of branding deliverables	WPCTSA	Mktg Committee	N/A		X	X								
Task 2.1.4	Marketing Committee Meeting to discuss 1st round of branding deliverables	WPCTSA	Mktg Committee	N/A			X								
Task 2.1.5	WPCSTA to prepare 2nd round branding deliverables	WPCTSA	N/A	N/A				X	X						
Task 2.1.6	Marketing Committee Meeting to discuss 2nd round of branding deliverables	WPCTSA	Mktg Committee	N/A					X						
Task 2.1.7	(Optional) WPCTSA to test refreshed marketing materials through social apps and/or traditional focus group	WPCTSA	N/A	\$500 - \$15,000						X	X				
Task 2.1.8	WPCTSA to make any adjustments to branding deliverables	WPCTSA	N/A	N/A									X	X	
Task 2.1.9	WPCTSA and Marketing Committee present final branding deliverables to TOWG	WPCTSA/Mktg Committee	TOWG	N/A											X
Task 2.1.10	Update all program materials to be consistent with branding refresh	WPCTSA	Roseville/SF	N/A											X
Task 2.1.11	Print collateral materials	Roseville/ SF	WPCSTA	N/A											X
STRATEGY 2.2 COORDINATE MEDIA ENGAGEMENT															
Task 2.2.1	Coordinate budget and timing strategies for media engagement efforts	WPCTSA	Mktg Committee	TBD	X										
Task 2.2.2	Research media engagement platforms including but not limited to Rocket TV and streaming	WPCTSA	Mktg Committee	TBD		X									
Task 2.2.3	Contract with media company for ad design and media placement	WPCTSA	Mktg Committee	TBD			X								
STRATEGY 2.3 COORDINATE SOCIAL MEDIA															
Task 2.3.1	Standardize social media content to be used across the region on transportation agency platforms. Connect to riders, hiring transit personnel, communicate in-person and virtual public engagement - Ongoing	WPCTSA	Mktg Committee	TBD	X	X	X	X	X	X	X	X	X	X	X
STRATEGY 2.4 REVIEW SOUTH PLACER CALL CENTER PROGRAM INFORMATION SHARING															
Task 2.4.1	Finalize a tracking solution for call center data analytics to fully understand where assistance is being provided in Placer County	Roseville	WPCTSA	N/A	X	X									
Task 2.4.2	Review and update information/materials being shared by the South Placer Call Center to ensure consistent and updated program references	Roseville	WPCTSA	N/A		X	X								
Task 2.4.3	Present South Placer Call Center updates to TOWG and obtain feedback	Roseville	TOWG	N/A				X							
STRATEGY 2.5 CONDUCT RECURRING OUTREACH AND ENGAGEMENT															
Task 2.5.1	WPCTSA and TOWG to coordinate opportunities for regional outreach - Ongoing	WPCTSA	TOWG	N/A	X	X	X	X	X	X	X	X	X	X	X
Task 2.5.2	Identify and implement speaker circuit for stakeholder groups (i.e., Rotary Clubs, Chamber of Commerce, Social Service Agencies) - Ongoing	Roseville/SF	TOWG	N/A	X	X	X	X	X	X	X	X	X	X	X
Task 2.5.3	Train front-line employees to support outreach/engagement efforts - Ongoing	TOWG	WPCTSA	N/A	X	X	X	X	X	X	X	X	X	X	X
STRATEGY 2.6 CONDUCT WPCTSA MONTHLY MEETINGS FOR CONTINUED UPDATES - ONGOING															
Task 2.6.1	Conduct WPCTSA monthly meetings - Ongoing	WPCTSA	TBD	N/A	X	X	X	X	X	X	X	X	X	X	X
THEME 2: ESTIMATED BUDGET				\$500 - \$15,000											

Theme 3 – Mobility Training Enhancements

Through discussions with stakeholders, it was apparent that not all were aware of the Mobility Training and Transit Ambassador Programs offered through the WPCTSA. Additionally, some members that were aware of these programs were not exactly sure as to how to access the services.

Further discussions at TOWG meetings suggested that proactive outreach efforts with TOWG members and community stakeholders, focusing on group stakeholder training, rather than one-on-one training, would be the most effective use of existing resources.

Finally, it was decided that performance metrics and goals will be established to help ensure training consistency and to maximize resources.

Strategy 3.1 Maximize Existing Resources

The mobility training and transit ambassador program have limited resources and budget so it will be important to strategically allocate resources to fit demand. The establishment of key performance metrics outlined in this strategy are intended to support effective allocation of these limited resources, by defining beneficial performance goals that can be used to direct resources most efficiently. These metrics and goals will be developed in coordination with the WPCTSA’s program administrators and stakeholders.

Strategy 3.2 Coordinate with TOWG – Ongoing

It will be important to continue communication with the TOWG at each meeting to elicit engagement ideas and to identify opportunities for mobility training at upcoming events in the South Placer region.

Budget

The Strategies and Tasks in Theme 3 are completed in-house.

Timeline

Once the performance metrics and outreach goals are established all the elements in Theme 3 will be ongoing.

Theme Detail

THEME 3: MOBILITY TRAINING ENHANCEMENTS				LEAD	CO-OWNER	EST. BUDGET	TIMELINE (MO)									
							1	2	3	4	5	6	7	8	9	
STRATEGY 3.1 MAXIMIZE EXISTING RESOURCES																
Task 3.1.1	Establish performance metrics and outreach goals for mobility training activities	Roseville	WPCTSA	N/A	X											
Task 3.1.2	Prepare weekly/monthly training schedules for individual/group training - Ongoing	Roseville	WPCTSA	N/A		X	X	X	X	X	X	X	X	X	X	X
Task 3.1.3	Evaluate program performance and adjust performance goals and metrics as needed - Ongoing	Roseville	WPCTSA	N/A		X	X	X	X	X	X	X	X	X	X	X
Strategy 3.2 COORDINATE WITH TOWG - ONGOING																
Task 3.2.1	Coordinate pro-active outreach opportunities with members of TOWG regarding mobility training events, groups, and locations - Ongoing	WPCTSA	TOWG	N/A	X	X	X	X	X	X	X	X	X	X	X	X
THEME 3: ESTIMATED BUDGET						\$0										

Theme 4 – Storytelling

In transit and community transportation nothing helps change behavior more than a story of how the transportation service made a difference in a rider’s life. This can be as simple as a picture of a rider that accompanies a quote on a brochure, flyer, or a video to promote the service and/or program on a website or social media platform. Stories may be used to promote transit services in general, a specific service improvement, and/or calendar events such as Earth Day or Public Transit Month.

Strategy 4.1 Share Stories of How Placer County Transportation Network Has Made a Difference in People’s Lives

Each transit operator and social service agency will identify individuals to share their stories and bring these stories back to the TOWG to decide which to use in marketing materials. The stories will be shared on various forms of media including marketing collateral, social media, websites, promotional videos, and the like.

Budget

The budget for this Theme still needs to be determined. The budget will be based on the number of stories that are vetted through the selection process and the media platforms chosen for marketing. Marketing can be scalable with websites, social media, and printed materials inexpensive to produce.

Timeline

It is anticipated that this Theme can be executed within a 5-month period.

Theme Detail

THEME 4: STORYTELLING				LEAD	CO-OWNER	EST. BUDGET	TIMELINE (MO)								
							1	2	3	4	5	6	7	8	9
STRATEGY 4.1 SHARE STORIES OF HOW PLACER COUNTY TRANSPORTATION NETWORK HAS MADE A DIFFERENCE IN PEOPLE'S LIVES															
Task 4.1.1	TOWG to share stories with group and decide which of the stories to be shared regionally				TOWG	WPCTSA	N/A	X							
Task 4.1.2	Interview and take pictures of individuals for storytelling for websites, social media, and marketing collateral				TOWG	WPCTSA	N/A		X	X					
Task 4.1.3	Produce final stories/pictures for websites, social media, and marketing collateral				WPCTSA	TOWG	TBD				X	X			
THEME 4: ESTIMATED BUDGET						\$0									

Theme 5 – Collaboration and Engagement with Regional Stakeholders

A recurring theme throughout the engagement process was the need for ongoing collaboration and engagement amongst stakeholders. Although the TOWG historically has met on a bi-monthly basis, it will be necessary for monthly meetings to deliver the strategies identified in this marketing plan and ensure consistent coordination and engagement efforts.

Strategy 5.1 Conduct WPCTSA Monthly Meeting for Continued Updates

As noted above there will be a need for monthly meetings to effectuate this marketing plan's strategies. Each transit operator and social service agency on the TOWG must attend these meetings and commit to participating in these collaborative efforts to ensure the marketing plan's successful implementation.

Budget

The Strategies and Tasks in Theme 5 are completed in-house.

Timeline

All element of this Theme on ongoing.

Theme Detail

THEME 5: COLLABORATION AND ENGAGEMENT WITH REGIONAL STAKEHOLDERS				LEAD	CO-OWNER	EST. BUDGET	TIMELINE (MO)								
							1	2	3	4	5	6	7	8	9
STRATEGY 5.1 CONDUCT WPCSTA MONTHLY MEETINGS FOR CONTINUED UPDATES															
Task 5.1.1	Bi-monthly TOWG meeting to include engagement opportunities from each agency - Ongoing				WPCTSA	TOWG	N/A	X	X	X	X	X	X	X	X
Task 5.1.2	Ensure regional stakeholders are identified and engaged in an equitable manner - Ongoing				WPCTSA	TOWG	N/A	X	X	X	X	X	X	X	X
THEME 5: ESTIMATED BUDGET						\$0									

Next Steps

- December 12, 2022, Draft Marketing Plan taken to TOWG Meeting for review and consideration/feedback.

- January 25, 2023, Final Draft Marketing Plan taken to PCTPA/WPCTSA Board Meeting for consideration/feedback.
- February 1, 2023, commence with Marketing Plan Themes (contingent on PCTPA/WPCTSA Board Approval).

Appendix: WPCTSA Marketing Strategies and Implementation Plan
(Attached Below)

WPCTSA Marketing Strategies and Implementation Plan

THEME 1: ONE-STOP-SHOP (OSS) WEBSITE and REGIONAL SYSTEM MAP (Map)

LEAD	CO-OWNER	EST. BUDGET	TIMELINE (MONTH)								
			1	2	3	4	5	6	7	8	9

STRATEGY 1.1 USE EXISTING SOUTH PLACER TRANSIT INFORMATION CENTER WEBSITE AS ONE-STOP-SHOP (OSS) SITE (WWW.SPTRANSITINFO.ORG)

STRATEGY 1.2 CREATE MAP FOR REAL-TIME TRANSIT TRIP PLANNING THROUGHOUT PLACER COUNTY

Task 1.2.1	WPCTSA/TOWG to agree to administration of Map	WPCTSA	TOWG	N/A	X													
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STRATEGY 1.3 CONTRACT WITH VENDOR FOR OSS AND MAP DEVELOPMENT

Task 1.3.1	Create Scope of Work	WPCTSA	PCT	N/A	X													
Task 1.3.2	Procure OSS and Map developer (OSS and Map Development One-time Cost approximately \$42,000)	WPCTSA	N/A	\$42,000	X	X	X											
Task 1.3.3	Project Kick-off	WPCTSA	TOWG	N/A				X										
Task 1.3.4	Bi-weekly Project Management Meetings with WPCTSA and Vendor	Vendor	WPCSTA	N/A				X	X	X	X	X	X	X	X			
Task 1.3.5	Vendor prepare website flow chart and wireframes	Vendor	WPCSTA	N/A				X										
Task 1.3.6	Vendor prepare website mockups	Vendor	WPCSTA	N/A					X									
Task 1.3.7	Vendor develop WordPress Theme	Vendor	WPCSTA	N/A						X								
Task 1.3.8	Vendor develop site features and functionality	Vendor	WPCSTA	N/A									X					
Task 1.3.9	Vendor construct page structure and write content	Vendor	WPCSTA	N/A									X					
Task 1.3.10	Vendor present OSS and Map to TOWG	Vendor	WPCSTA/TOWG	N/A											X			
Task 1.3.11	OSS and Map finalization and launch	Vendor	WPCSTA	N/A														X
Task 1.3.12	Training and User Manual	Vendor	WPCTSA	N/A														X

STRATEGY 1.4 IMPLEMENT ADMINISTRATION OF MAP

Task 1.4.1	Annual Maintenance Fees (approximately \$13,000) to be paid for by WPCTSA	WPCTSA	TBD	\$13,000														
Task 1.4.2	Ongoing coordination of regional system map to ensure timely updates by all transit operators	TBD	WPCTSA	N/A														

THEME 1: ESTIMATED BUDGET

\$55,000



WPCTSA Marketing Strategies and Implementation Plan

THEME 2: BRANDING AND REGIONAL MEDIA PLATFORMS

LEAD	CO-OWNER	EST. BUDGET	TIMELINE (MO)								
			1	2	3	4	5	6	7	8	9

STRATEGY 2.1 REFRESH WPCSTA PROGRAM BRANDING

Task 2.1.1	Form Marketing Committee comprised of TOWG stakeholders to create unified branding concepts for WPCTSA Programs: Placer Rides, Mobility Training/Ambassador Program, and South Placer Transit Information Center	WPCTSA	TOWG	N/A	X												
Task 2.1.2	Marketing Committee Kick-off Meeting to discuss branding refresh of WPCTSA Programs (look and feel consistency, messaging review, collateral needed, outreach strategies)	WPCTSA	Mktg Committee	N/A	X												
Task 2.1.3	WPCTSA to work with Marketing Committee on 1st round of branding deliverables	WPCTSA	Mktg Committee	N/A		X	X										
Task 2.1.4	Marketing Committee Meeting to discuss 1st round of branding deliverables	WPCTSA	Mktg Committee	N/A			X										
Task 2.1.5	WPCSTA to prepare 2nd round branding deliverables	WPCTSA	N/A	N/A				X	X								
Task 2.1.6	Marketing Committee Meeting to discuss 2nd round of branding deliverables	WPCTSA	Mktg Committee	N/A					X								
Task 2.1.7	(Optional) WPCTSA to test refreshed marketing materials through social apps and/or traditional focus group	WPCTSA	N/A	\$500 - \$15,000							X	X					
Task 2.1.8	WPCTSA to make any adjustments to branding deliverables	WPCTSA	N/A	N/A										X	X		
Task 2.1.9	WPCTSA and Marketing Committee present final branding deliverables to TOWG	WPCTSA/Mktg Committee	TOWG	N/A													X
Task 2.1.10	Update all program materials to be consistent with branding refresh	WPCTSA	Roseville/SF	N/A													X
Task 2.1.11	Print collateral materials	Roseville/ SF	WPCSTA	N/A													X

STRATEGY 2.2 COORDINATE MEDIA ENGAGEMENT

Task 2.2.1	Coordinate budget and timing strategies for media engagement efforts	WPCTSA	Mktg Committee	TBD	X												
Task 2.2.2	Research media engagement platforms including but not limited to Rocket TV and streaming	WPCTSA	Mktg Committee	TBD		X											
Task 2.2.3	Contract with media company for ad design and media placement	WPCTSA	Mktg Committee	TBD			X										

STRATEGY 2.3 COORDINATE SOCIAL MEDIA

Task 2.3.1	Standardize social media content to be used across the region on transportation agency platforms. Connect to riders, hiring transit personnel, communicate in-person and virtual public engagement - Ongoing	WPCTSA	Mktg Committee	TBD	X	X	X	X	X	X	X	X	X	X	X	X	X
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STRATEGY 2.4 REVIEW SOUTH PLACER CALL CENTER PROGRAM INFORMATION SHARING

Task 2.4.1	Finalize a tracking solution for call center data analytics to fully understand where assistance is being provided in Placer County	Roseville	WPCTSA	N/A	X	X											
Task 2.4.2	Review and update information/materials being shared by the South Placer Call Center to ensure consistent and updated program references	Roseville	WPCTSA	N/A		X	X										
Task 2.4.3	Present South Placer Call Center updates to TOWG and obtain feedback	Roseville	TOWG	N/A				X									

STRATEGY 2.5 CONDUCT RECURRING OUTREACH AND ENGAGEMENT

Task 2.5.1	WPCTSA and TOWG to coordinate opportunities for regional outreach - Ongoing	WPCTSA	TOWG	N/A	X	X	X	X	X	X	X	X	X	X	X	X	X
Task 2.5.2	Identify and implement speaker circuit for stakeholder groups (i.e., Rotary Clubs, Chamber of Commerce, Social Service Agencies) - Ongoing	Roseville/SF	TOWG	N/A	X	X	X	X	X	X	X	X	X	X	X	X	X
Task 2.5.3	Train front-line employees to support outreach/engagement efforts - Ongoing	TOWG	WPCTSA	N/A	X	X	X	X	X	X	X	X	X	X	X	X	X

STRATEGY 2.6 CONDUCT WPCTSA MONTHLY MEETINGS FOR CONTINUED UPDATES - ONGOING

Task 2.6.1	Conduct WPCTSA monthly meetings - Ongoing	WPCTSA	TBD	N/A	X	X	X	X	X	X	X	X	X	X	X	X	X
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THEME 2: ESTIMATED BUDGET

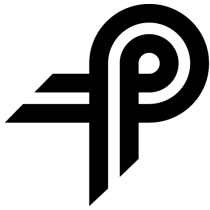
\$500 - \$15,000

WPCTSA Marketing Strategies and Implementation Plan

THEME 3: MOBILITY TRAINING ENHANCEMENTS				LEAD	CO-OWNER	EST. BUDGET	TIMELINE (MO)															
													1	2	3	4	5	8	7	8	9	
STRATEGY 3.1 MAXIMIZE EXISTING RESOURCES																						
Task 3.1.1	Establish performance metrics and outreach goals for mobility training activities	Roseville	WPCTSA	N/A	X																	
Task 3.1.2	Prepare weekly/monthly training schedules for individual/group training - Ongoing	Roseville	WPCTSA	N/A		X	X	X	X	X	X	X	X	X	X	X	X	X	X			
Task 3.1.3	Evaluate program performance and adjust performance goals and metrics as needed - Ongoing	Roseville	WPCTSA	N/A		X	X	X	X	X	X	X	X	X	X	X	X	X	X			
Strategy 3.2 COORDINATE WITH TOWG - ONGOING																						
Task 3.2.1	Coordinate pro-active outreach opportunities with members of TOWG regarding mobility training events, groups, and locations - Ongoing	WPCTSA	TOWG	N/A	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X			
THEME 3: ESTIMATED BUDGET													\$0									

THEME 4: STORYTELLING				LEAD	CO-OWNER	EST. BUDGET	TIMELINE (MO)															
													1	2	3	4	5	6	7	8	9	
STRATEGY 4.1 SHARE STORIES OF HOW PLACER COUNTY TRANSPORTATION NETWORK HAS MADE A DIFFERENCE IN PEOPLE'S LIVES																						
Task 4.1.1	TOWG to share stories with group and decide which of the stories to be shared regionally	TOWG	WPCTSA	N/A	X																	
Task 4.1.2	Interview and take pictures of individuals for storytelling for websites, social media, and marketing collateral	TOWG	WPCTSA	N/A		X	X															
Task 4.1.3	Produce final stories/pictures for websites, social media, and marketing collateral	WPCTSA	TOWG	TBD				X	X													
THEME 4: ESTIMATED BUDGET													\$0									

THEME 5: COLLABORATION AND ENGAGEMENT WITH REGIONAL STAKEHOLDERS				LEAD	CO-OWNER	EST. BUDGET	TIMELINE (MO)															
													1	2	3	4	5	6	7	8	9	
STRATEGY 5.1 CONDUCT WPCSTA MONTHLY MEETINGS FOR CONTINUED UPDATES																						
Task 5.1.1	Bi-monthly TOWG meeting to include engagement opportunities from each agency - Ongoing	WPCTSA	TOWG	N/A	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X			
Task 5.1.2	Ensure regional stakeholders are identified and engaged in an equitable manner - Ongoing	WPCTSA	TOWG	N/A	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X			
THEME 5: ESTIMATED BUDGET													\$0									



MEMORANDUM

TO: PCTPA Board of Directors

DATE: January 25, 2023

FROM: Matt Click, Executive Director

SUBJECT: FEDERAL LEGISLATIVE PROGRAM FOR 2023

ACTION REQUESTED

Adopt the Federal Legislative Program for calendar year 2023 as shown in this report and direct staff and federal advocates to represent these positions.

BACKGROUND

On November 15, 2021, the President signed into law (P.L. 117-58) the “Infrastructure Investment and Jobs Act” (IIJA), aka “The Bipartisan Infrastructure Law,” which will fund for the next five years a number of transportation programs here in California and in Placer County, including Congestion Mitigation and Air Quality (CMAQ), Regional Surface Transportation Block Grant Program (RSTBGP), and various safety programs.

Fixing America’s Surface Transportation Act, or the FAST Act, was the former Federal transportation law from 2015 to 2020. The “Build Back Better” bill, which would also provide additional transportation funding for local surface transportation projects, transit, climate change and other infrastructure, passed the House but stalled in the Senate.

DISCUSSION

The five-year IIJA provides the largest long-term investment in our infrastructure and competitiveness in nearly a century and the largest increase in Federal highway, bridge, and transit funding in more than six decades. It offers a generational opportunity to repair and modernize every state’s transportation system, while simultaneously delivering tangible economic benefits for years to come. Matching funds will still be needed to compete for competitive federal funding which can only be generated adequately from a potential future transportation sales tax measure.

Congressionally Directed Funding

Congressionally directed funding or earmarks were in earlier House versions of the IIJA but ultimately the Congress could not agree on implementation, and they were not included in the final enacted reauthorization bill. However, in the past two annual appropriation cycles, earmarks have been included and the expectation for 2023 is that they will once again, given the recent House Republican caucus, vote in support of earmark continuation.

Funding Policies

Funding policies that maximize funding available to states for highway programs that include local selection of project priorities, as exemplified by the CMAQ and RSTBGP programs, would provide another critical opportunity for leveraging funds. Overall staff recommends the following policy framework:

- Support efforts to ensure the continued solvency and integrity of the Highway Trust Fund
- Support various congressional funding opportunities, including, but not limited to, the IIJA and the annual appropriations process, for critical infrastructure projects to enhance economic opportunity and quality of life
- Seek relief from federal regulations on projects to improve the highway system that do not have federal funding support
- Balance road maintenance and accessibility needs by supporting greater flexibility in the definition of structural and non-structural improvements in triggering American with Disabilities (ADA) improvements
- Work closely with CALCOG, FHWA, Caltrans, SACOG and EDCTC to preserve the ability for Placer to prioritize projects and maintain historic funding levels for the RSTBG and CMAQ funding programs.
- Support efforts to increase formula-based funding over discretionary, grant based funding

Priority Projects

The program continues the Board's longstanding focus on the highest priority projects for transportation, including:

Regional Roadway Projects

- I-80/SR 65 Interchange Phases 2 and 3
- Highway 65 Widening
- Placer Parkway Phases 2-4 (Foothills Blvd to Highway 99/70)
- Baseline/Riego Road from Foothills Blvd to Highway 99/70

Regional Rail/Transit/Other Projects

- Roseville – Sacramento Third Track Project
- Explore Federal grant opportunities for transit and alternative transportation.

Federal Discretionary Program

In the past, PCTPA has aggressively pursued discretionary funding from programs authorized in the FAST Act and relevant appropriations bill, including Fostering Advancements in Shipping and Transportation for the Long-term Achievement of National Efficiencies (FASTLANE) program, which was replaced by the Infrastructure for Rebuilding America (INFRA) program. PCTPA has also considered the Rebuilding American Infrastructure with Sustainability and Equity (RAISE) program, which replaced the Better Utilizing Investments to Leverage Development (BUILD) and the Transportation Investment Generating Economic Recovery (TIGER) Grant Program. In

PCTPA Board of Directors
FEDERAL LEGISLATIVE PROGRAM FOR 2023
January 2023
Page 3

summary the following formula programs and funding amounts, per the Federal Highway Administration, are what California is to receive from IIJA over five years:

Formula Programs

- \$28.2B for highways and bridges
- \$179M for highway safety traffic programs
- \$555M to reduce transportation-related emissions
- \$631M to increase the resilience of its transportation system
- \$10.3B to improve public transportation
- \$384M for EV charging stations
- \$152.2M for commercial motor vehicle safety programs
- \$1.5B for airport developments

The following competitive grants also offer funding opportunities:

Competitive Programs

- \$15B for Rebuilding American Infrastructure with Sustainability and Equity - RAISE - for transportation projects of local and/or regional significance
- \$14B for Infrastructure for Rebuilding America – INFRA -for freight projects of regional or national significance
- \$15B for MEGA projects
- \$8.7B for Promoting Resilient Operations for Transformative, Efficient, and Cost-saving Transportation Program - PROTECT - a new program to increase the resilience of the transportation system
- \$15.77 B for nationally significant bridges
- \$2.0B for rural transportation grants
- \$1.75B for FTA All Station Accessibility Program - a new program to upgrade rail stations to meet disability standards
- \$5.6B for low and no emission bus programs
- \$2.0B for buses and bus facilities
- \$23B for mass transit capital grants
- \$1B for Strengthening Mobility and Revolutionizing Transportation - SMART - a new program for projects that improve transportation safety and efficiency
- \$10B for rail improvement and safety grants
- \$5.5B for rail grade crossing safety improvements
- \$2.5B for EV charging station
- \$6B for Safe Street for All
- \$5B for airport terminal development and other landside projects

Demand will continue to be great for competitive federal programs. In the past, only about 1-3% of the applications nationally are funded. Previous competitive federal applications submitted by Placer County for Placer Parkway and by the City of Roseville for Washington/Andorra were unsuccessful. However, staff recommends that we continue to monitor opportunities for funding in discretionary programs for priority projects and submit applications as appropriate. Caltrans is also attempting to coordinate with local agencies applying for federal competitive funding using the CAPTI program as a requirement to get state blessing on any competitive funding applications.

Local Projects

Member jurisdictions often have more localized transportation priorities that would benefit from PCTPA's assistance in federal advocacy, such as obtaining federal approvals or supporting funding requests. Staff recommends the Board support transportation projects from member jurisdictions.

Advocacy

Staff recommends these positions be forwarded to Sante Esposito of Key Advocates, Inc. to represent the Agency's interests in Washington DC. Our master agreement was extended to March 30, 2023, by the Executive Director per the master agreement. Staff will begin a request for proposals for a new master agreement and bring a contract for consideration to the Board.

From April 29-May 4, 2022, PCTPA participated in the 2022 in person Cap-to-Cap program sponsored by the Sacramento Metro Chamber. As in the past, the program afforded PCTPA the opportunity to meet with key officials and staff of Congress and the Executive Branch to advocate on behalf of various issues. A 2023 trip has been scheduled for April 22 – April 26, 2023 and will be attended by the Executive Director and the Board Chair.

Draft Federal Legislative Program for 2023

Policy

- Advocate for the appropriation of funding for intercity passenger rail
- Seek relief from federal regulations on projects to improve the highway system that do not have federal funding support
- Balance road maintenance and accessibility needs by supporting greater flexibility in the definition of structural and non-structural improvements in triggering Americans with Disabilities Act (ADA) improvements

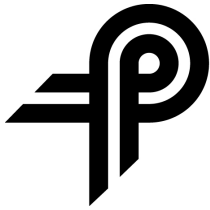
Projects / Appropriations

- Actively and strategically pursue Federal funding opportunities provided by the IJJA including formula funds that the State will receive over the next five years for the following priority projects:
 - I-80/SR 65 Interchange Improvements
 - Highway 65 Widening
 - Placer Parkway
 - Roseville – Sacramento Third Track Rail Project
 - Baseline/Riego Road Widening
- Advocate for funding over and above the IJJA levels in the annual appropriation process as has been the case the past two years

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FEDERAL LEGISLATIVE PROGRAM FOR 2023
January 2023
Page 5

- Defend against efforts to repeal policy that PCTPA supports
- Advocate for continuation of congressional directed spending (earmarks)
- Continue to assess the potential use of the Transportation Infrastructure Finance and Innovation Act (TIFIA) loan program to jump-start construction of priority projects, including the Placer Parkway and Baseline/Riego Road
- Explore opportunities for federal grants to fund various transportation priorities, including transit and bikeways
- Support member jurisdiction efforts to obtain federal funding and/or approvals for local transportation priorities
- Continue the strategic relationship with Washoe County and Northern Nevada for projects along Interstate 80, Highway 65, Tahoe Area Roads and rail service.
- Support Northern California Megaregional efforts and partnerships through SACOG and CCJPA
- Work closely with Placer SACOG Representatives and the Placer Federal Delegation to initiate field visits by US Department of Transportation representatives to Placer County
- The Chair and the Executive Director will attend Cap-to-Cap and the Placer Business Alliance Annual Trips to Washington, DC. Additional travel to maximize federal funding or to address a regulatory issue may be warranted. Travel for both regular and unplanned trips shall be included in the OWP.

MBC:se:ss



MEMORANDUM

TO: PCTPA Board of Directors

DATE: January 25, 2023

FROM: Matt Click, Executive Director

SUBJECT: STATE LEGISLATIVE PROGRAM FOR 2023

ACTION REQUESTED

Adopt the State Legislative Program for 2023 as shown in this report and direct staff and State Advocate to represent these positions with electeds and agencies in Sacramento.

BACKGROUND

The Legislature convened the initial year of the FY 2022/23 legislative session on December 5, 2022. The Session will extend its first year through mid-September 2023. Staff will follow all relevant bill introductions and over the coming months will bring recommended bill positions for the Board to consider adopting based on the approved 2023 State and Federal Legislative Platform.

As was referenced in last year's Legislative Platform, the Administration's Climate Action Plan for Transportation Infrastructure (CAPTI) and related state level planning efforts continue to drive state decision-making for system mobility investments. Additionally, the legislature is expected to push a strict alignment of project selections with these policies, meaning that projects selected will be those that best meet climate impact goals and objectives. The reality for PCTPA in this policy environment will necessitate identifying opportunities in our approach to Placer highway expansion projects to incorporate and prioritize the managed lanes, on-route electrical charging capability and transit relationships to those projects.

While the past two years have seen the state enjoy a budget surplus in the neighborhood of \$100 billion, more recent, up to date revenue estimates are indicating the state will now be confronting a budget deficit of \$45 billion. The early reactions by experienced state budget leaders are to (1) rely on the presence to the substantial budget reserve carefully built over the past decade, and to (2) prioritize extending out over time the commitments made for one-time expenditures.

January 20, 2023 is the last day to submit bill requests to the Office of Legislative Counsel and February 17, 2023 is the last day for bills to be introduced.

2023 STATE LEGISLATIVE PROGRAM

The tailwind of the COVID-19 pandemic continues to impact the state and regional transit agency operations. Solutions to address this deficiency will be a focus of the legislative committees this year. Additionally, it is also expected that policy initiatives to reform Local Transportation Funds and farebox return requirements may be reconsidered in 2023.

DISCUSSION

The draft State Legislative Program for 2023, as shown below, continues many of the longstanding directives of the Board and has only been modified slightly.

Staff recommends the Board continue its longstanding support for expanded use of locally controlled funding approaches, maximizing discretionary funding opportunities, and streamlining project delivery, while opposing proposals that would inequitably increase burdens on local and regional agencies as outlined in the State Legislative Program for 2023.

PCTPA staff continues working closely with the SACOG representatives for all Placer jurisdictions to urge Placer's state delegation to advance PCTPA and its member agencies transportation priorities including support for the Green Means Go SACOG and Northern California Megaregion initiatives.

Finally, collaborate with Caltrans District 3 and the state's consultant team in the ongoing development of the state's managed lane master plan for the region.

Draft State Legislative Program for 2023

- Support proposals to further improve Caltrans efficiencies and streamlining project delivery, including:
 - California Environmental Quality Act (CEQA) exemptions for work in existing right of way and retain the re-enactment of CEQA relief for transit projects.
 - Permanent acceptance of Federal delegations of environmental review authority
 - Early identification of project environmental mitigations
 - Expansion of innovative procurement methods, such as combining design and construction management in a single contract.

- Continue to support implementation of SB 1 to fund critical transportation infrastructure and the principles it contains, including:
 - Continue to implement the Placer-Sacramento Action Plan to enable PCTPA and its partners to continue to apply for the SB 1 Solution for Congested Corridors Program
 - Monitor potential modification of the Alternative Transportation Program and other SB1 programs to give Placer the best potential source of funding for its projects.
 - Focus on maintaining and rehabilitating the current system
 - Dedicated funding for high-priority goods movement projects
 - Equal split between state and local projects
 - Leverage for local transportation sales tax programs, including incentives for passage of new measures
 - Strong accountability requirements to protect taxpayer investment; and reliable annual funding levels.

- Participate in coordinated efforts and work groups to develop solutions to the "Transit Fiscal Cliff"

- Support SACOG's Green Means Go program for funding VMT reducing infrastructure in the region.

- Oppose restricting the use of LTF funding to funding only public transit.

- Support modification of fare box return ratio that provides greater flexibility for Placer transit systems.
- Oppose other legislation that reduces or eliminates transportation revenues for transportation purposes.
- Support expanded use of creative funding mechanisms to expedite projects and minimize public costs.
- Promote the use of Cap and Trade funding for transportation projects.
- Support incentives and matching funds for counties to pass new transportation funding programs, such as local option transportation sales taxes
- Support the establishment of a 55% majority threshold for the passage of a local option transportation sales tax.
- Support efforts to increase amount, flexibility, and local control for use of transportation funds while reducing the redundancies, conflicting directives, and expansion of environmental reviews by regulatory agencies.
- Seek planning and infrastructure funding for the Northern California Mega Region and its local jurisdictions to fund the 3rd Track Project and the long-term goal of increased rail service between Sacramento and Reno/Lake Tahoe.
- Continue our relationship with Washoe County and Northern Nevada to advance projects of mutual interest.
- Support the use of any State Budget surplus for transportation projects that benefit Placer County.
- Work closely with Yuba County to position the Highway 65 corridor for maximum funding potential, including but not limited to getting the project listed in the Interregional Transportation System Program (ITSP).

MBC:mw:ss



**PLACER COUNTY TRANSPORTATION PLANNING AGENCY
PLACER COUNTY AIRPORT LAND USE COMMISSION
WESTERN PLACER CONSOLIDATED TRANSPORTATION SERVICES AGENCY
PLACER COUNTY LOCAL TRANSPORTATION AUTHORITY**

Technical Advisory Committee Meeting Minutes

January 10, 2023 – 3:00 pm

ATTENDANCE

Technical Advisory Committee (TAC) & Presenters

Mengil Deane, City of Auburn
Mohan Bonala, Caltrans
Ark Manpreet, Caltrans
Carl Moore, City of Colfax
Araceli Casarez, City of Lincoln
Roland Neufeld, City of Lincoln
Merrill Buck, Town of Loomis
Megan Bressen, City for Rocklin
Jake Hanson, City of Rocklin
Mark Johnson, City of Roseville
Ed Scofield, City of Roseville
Jason Shykowski, City of Roseville
Amber Conboy, Placer County
Will Garner, Placer County
Katie Jackson, Placer County
Jaime Wright, Placer County

Staff

Rick Carter
Matt Click
Mike Costa
Jodi LaCosse
David Melko
Cory Peterson
Solvi Sabol

South Sutter / South Placer Fair Share Analysis (David Melko)

David Melko provided background explaining that in 2009, Placer & Sutter entered an agreement relating to Placer Vineyard and Sutter Pointe Specific Plans. Both agreed to establish a program for fair share mitigation for out-of-jurisdiction traffic impacts. A PDT was formed in January 2020 which included Roseville, Placer, Sutter and PCTPA to scope Riego Road/Baseline Road improvements.

An MOU was executed in October 2021 between the four agencies directing PCTPA to facilitate scope and structure for a fair share transportation funding program for South Placer-South Sutter. An amendment to this MOU established a fund for PCTPA to develop a fair share funding analysis that ensures future development contributes their fair share towards cost of infrastructure needed to mitigate cumulative regional traffic impacts. An RFP was released in October 2022. Costs including consultant services and option, PCTPA staff administration, and contingency is budgeted at a not to exceed amount of \$498,546. Each jurisdictions' share pursuant to MOU Amendment does not exceed \$166,182. Jurisdictions will seek approvals in February 2023. Staff is recommending that the Board adopt the

resolution authorizing the Executive Director to: (1) execute the MOU Amendment; (2) authorize jurisdiction funding reimbursement agreements; & (3) contract with DKS Associates. The TAC concurred.

I-80 Auxiliary Lanes Mitigation Bank Agreement (David Melko)

David explained that the I-80 Auxiliary Lanes Project will add a westbound 5th lane from east of Douglas Blvd to west of Riverside Ave in Roseville. The project includes widening of the Cirby Creek bridge. Caltrans is the CEQA lead agency responsible for project construction phase, and PCTPA is the CEQA responsible agency for Final Design. While the project has been designed to minimize effects on biological resources, it will have a permanent impact to 0.01 acres of perennial streambed habitat and 0.01 acre of valley foothill riparian habitat within Cirby Creek due to bridge widening to add 5th lane. To compensate for permanent loss of 0.02 acres of habitat, it requires purchase of 0.08 acres (4:1 ratio) from an approved CDFW and USCOE mitigation bank. These credits must be in place prior to construction which is anticipated to begin in the summer of 2023. Cost to purchase the required credits is \$30,000 with funding provided by SPRTA. CDFW approved this purchase on December 12th and Caltrans indicated that the credit purchase will satisfy the obligation of mitigation measure WQ-2. Staff will be asking the Board to approve the Agreement for Sale of Mitigation Credits with Antonio Mountain Ranch Mitigation Bank and authorize the Executive Director to execute Agreement. The TAC concurred.

Federal and State Legislative Programs

Matt Click explained that the federal and state legislative priorities have not changed much since last year. On a high level, we are continuing to position ourselves and look for grant opportunities. Working with our local elected delegation, we take part in two annual trips to Washington, DC: Placer Business Alliance and Cap-to-Cap, to advocate for priority projects in the region. Matt said we have a range of projects which include active transportation, transit, and highway capacity projects, and emphasized that SB 743 and CAPTI will influence capacity enhancing projects. There are also couple of assembly bills filed to expand VMT reduction which can be concerning from a regulatory standpoint. We continuously monitor state and legislative activities and will keep the TAC updated. Request for Qualifications for both the Federal and State Advocacy Services are currently out with proposals due on January 13th. Staff will request the Board adopt the Federal Legislative Program and State Legislative Program for 2023.

STBG / CMAQ Funding Program Update (Rick Carter)

Rick Carter explained that we received 18 applications under the current STBG / CMAQ funding grant cycle. Mike Costa, Rick, and Kristina Svensk of SACOG are evaluating these projects. Our schedule was to have recommendations to the Board in January. We have postponed the recommendation to wait and see if Roseville's Regional ATP Program Dry Creek grant application for \$5 million is funded by SACOG process. Should this project get awarded through the SACOG process, we will reprioritize the applications / reallocate funding. We should know the status of Roseville's grant by mid to late February with recommendations expected to go to the Board in February or March. Rick added that we may follow up with jurisdictions on clarifications for their applications.

With respect to the federal corrective action issue, Rick said that earlier this week we had a meeting with FHWA, Caltrans, SACOG and the El Dorado Transportation Commission (EDCTC). We went over our proposal on how we move forward, however they are not willing to immediately adopt what we've proposed, which includes PCTPA retaining its funding amount and authority. We are looking at establishing a target value, which would float up and down with every program. We are also looking at maintaining our level of authority on how we select projects. We are continuing to work through this process and will keep the TAC updated.

WPCTSA Marketing Plan

Mike Costa provided the draft marketing plan to the TAC prior to the meeting. He explained that in June 2022, the WPCTSA approved a budget to develop a marketing plan. The intent is to bring awareness to WPCTSA programs and promote ridership of public transit services throughout the county. Mike explained how the draft marketing plan was developed in partnership with the Transit Operators Working Group (TOWG), transit operators, and Social Services Technical Advisory Council (SSTAC).

Mike outlined the challenges and marketing themes (strategies/cost/timeframe) established for the marketing plan's implementation. The TAC concurred with the marketing plan's approach and staff's recommendation to present and request the plan's approval from the WPCTSA Board this month. If approved, implementation of the plan will on February 1st.

Sierra College Free Fare Update (Mike Costa)

Mike Costa explained that the fare free transit student pass program for enrolled Sierra College students was launched on August 22nd. With the pass, any enrolled Sierra College student can board Placer's three public transit services (i.e., Auburn Transit, Roseville Transit, and Placer County Transit) for free. Sierra College reimburses each transit operator up to 50% of their estimated average transit fare cost for each student boarding on the respective operator's bus. Mike reported that to date, approximately 10,700 rides have been provided for free on the three combined transit services. Throughout the 5-month period, the program has been marketed toward the student population through visible posters located at Sierra College, advertisements onboard or externally placed on the operators' buses, social media posts / newsletters, and press notices other information released to local media sources. To evaluate the initial months following the program's launch, Sierra College also sent out a brief survey to gauge what outreach methods were most effective, how the program is operating, and what is preventing students from using the free transit pass. Of the 157 students who completed survey, 37% of the respondents were not aware of the program. Approximately 52% of the students that were aware of the program learned about it through the Sierra College transportation website, newsletters, and word of mouth. For those respondents aware of but not using the program, current transit route proximity and service convenience/frequency prevented them from using the program. Moving forward, the pilot program's partnering stakeholders will further target specific student groups, populations, and other stakeholders to generate more awareness of the program. Specifically, further engagement of and participation from the associated student body government in the program's administration must occur because upon conclusion of the three-year pilot program, a student referendum could be considered to continue funding the program should it prove successful.

Mike noted that the second component of the program is a trip subsidy for a transportation network company (TNC) service (i.e., Uber, Lyft or something similar), that would pay for a portion of a TNC trip that students could take to/from campus during the evening hours when transit services are not available. Due to some initial liability concerns from Sierra College, who would directly administer this program with a TNC company, the program's launch has been delayed. However, WPCTSA staff is helping to lead discussions to address this issue and potentially launch this program later in Spring 2023. Should there be any on-going delay or need to re-allocate funding allotted for this program's implementation in the WPCTSA budget, that will be discussed with the pilot program's partners and brought back to the WPCTSA Board for further direction.

Other Info / Upcoming Deadlines

- a) **CTC Meeting / Reception – Roseville:** The CTC is having their meeting at The Grounds in Roseville on January 25th and 26th. PCTPA will be hosting a reception in an adjacent building to where the CTC meeting is being held on January 25th from 5 – 7p. Solvi will send an invite to the TAC.

- b) **Placer County Annual Coordination Mtg with Caltrans: Feb 7 @ 1p:** Manpreet Ark, Caltrans, encouraged the TAC to participate in the Annual Coordination meeting with Caltrans. This meeting is being held in-person at PCTPA or participants can join via WebEx.

PCTPA Board Meeting: January 25th

Next TAC Meeting: February 7th @ 3:00 pm (In person optional)

The TAC meeting concluded at approximately 4:00 p.m.

SS:

TO: PCTPA Board of Directors

DATE: January 25, 2023

**FROM: Matt Click, Executive Director
Cory Peterson, Senior Transportation Planner**

SUBJECT: STATUS REPORT

Executive Director's Report

- We have confirmed with Board Member Holmes and Board Member Houdesheldt their willingness to continue to serve as Placer County's representatives on the Capitol Corridor Joint Powers Association (CCJPA) Board. Board Member Dowdin Calvillo has agreed to continue to serve as the Alternate.
- Cap-to-Cap is scheduled from April 22nd – 26th. Our regularly scheduled Board meeting is on April 26th. Depending on the Board members planning on attending Cap-to-Cap, and that I plan on attending, we may reschedule or cancel the April 26th Board meeting. We will keep the Board notified on the April Board meeting when we develop an understanding of which Board Members will be attending Cap-to-Cap.
- On January 25th and 26th we are honored to have the California Transportation Commission meeting in Placer County. This meeting is taking place at The Grounds in Roseville. PCTPA will be hosting a reception at 5:00 p.m. in an adjacent building at The Grounds on January 25th.
- Current CMAQ/STBG Funding Round: Applications for current funding round were due November 4th. We received 18 applications from our Cities/Town and County and the PCAQMD. One project has applied for about \$5m in funding from both our funding round and SACOG's Regional ATP (Active Transportation Program). We plan to bring funding recommendations to this board in February or March, instead of the January meeting, after we know the results of the SACOG Regional ATP grant.
- I-80 Auxiliary Lanes Project: The construction contract was advertised for bid on 10/31/22 by Caltrans. Bids are due January 26, 2023.
- Beginning in March 2023 and in the foreseeable future, we will continue to provide Zoom accessibility for the meetings and follow the "just cause" and "emergency circumstance" rules for Board attendance as provided under AB 2449.

Senate Bill 1 Annual Status Report

The attached Senate Bill 1 (SB 1) Annual Status Report summarizes the use of SB 1 funds in Placer County during fiscal year 2021/22. The report provides apportionments by SB 1 fund type and highlights key projects. To keep the Board apprised of the use of SB 1 funds in Placer County, staff will provide this report once per year.

CP:RC:MLB:ss



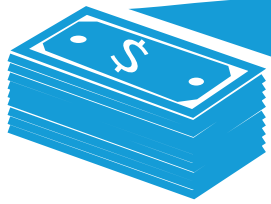
SB1 Annual Progress Report 2022 in Placer County

Placer County received \$53.7 million in new Senate Bill 1 gas tax funds in FY 2021/2022

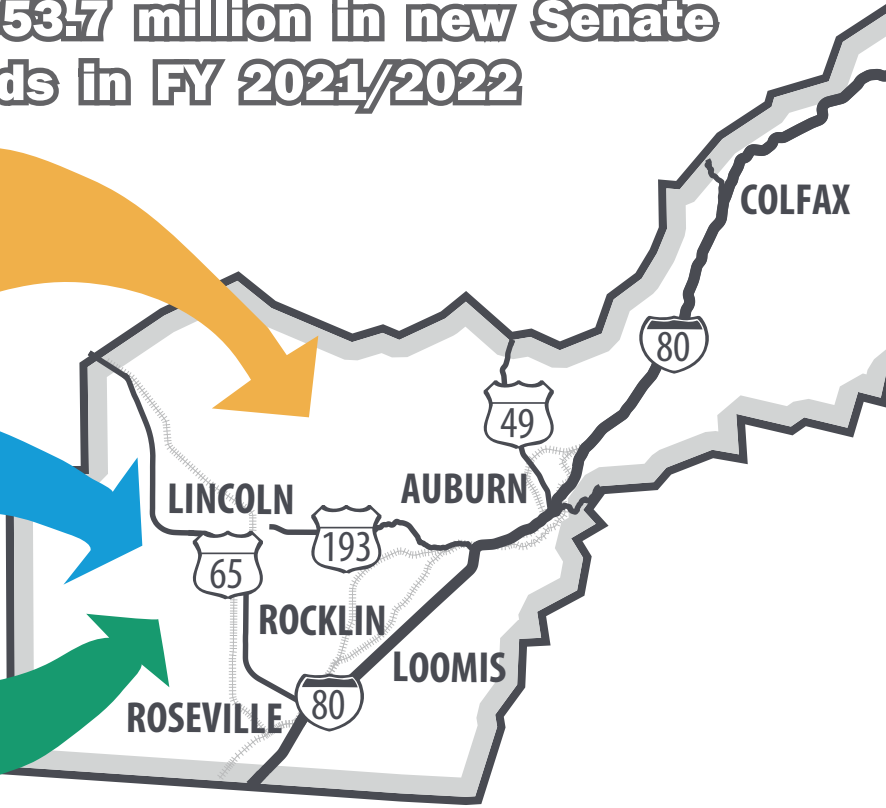
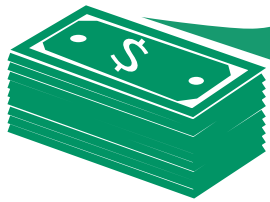
\$15.1 million
Of Formula-Based
Road Repair Funding



\$525,000
Of Formula-Based
Transit Funding



\$38.0 million
Of Competitive
SB 1 Transportation
Funding*



*Awarded in 2020, programmed for FY 21/22

Key SB1-Funded Projects Completed This Year



Auburn 2022 Street Overlay Project

The City of Auburn completed pavement rehab/repairs, ADA improvements, and striping repairs on six roadway segments throughout the city, including three on Auburn Folsom Rd



Loomis Arterial and Collector Pavement Repair

The Town of Loomis completed pavement repair along Boyington Rd and Laird Rd within the Town's limits as part of their Arterial and Collector Pavement Repair



Washington Blvd Bikeway Project

The City of Roseville recently completed a new Class I bikeway along Washington Blvd from Pleasant Grove Blvd to All America City Blvd, as well as enhancing the existing bike/pedestrian railroad undercrossing



SB1 IS FUNDING...

Public Transit

- Operating Cost of Roseville Transit's, Placer County Transit's, and Auburn Transit's Combined 21 Bus Routes
- Replacement of Retired Buses with More Fuel Efficient and Alternative Fuel Vehicles
- Purchase of Electric Buses and Implementing Electric Charging Infrastructure



Funding Transparency

Proposition 69, which 83% of Placer County residents supported, was passed in June 2018. With this constitutional amendment, all revenue from SB1 is guaranteed to be used for transportation purposes. The interactive map and project list on rebuildingca.ca.gov/ provides residents the transparency to know where their gas tax dollars are going.

Previous SB1 Funding

- 2018 - \$21.0 million
- 2019 - \$23.6 million
- 2020 - \$8.3 million
- 2021 - \$54.4 million

Pedestrian & Cyclist Safety

- Construct 2 miles of new Class I bike trails along Linda and Cirby Creeks from Riverside to Rocky Ridge Drive funded through the Solutions for Congested Corridors Program
- Improvements to bicycle and pedestrian infrastructure on 1st St in downtown Lincoln
- Bicycle Lane Improvements on Various Streets in the Mission Hills Neighborhood of Rocklin



Local Congestion Management

- Construct a 1.9 mile auxiliary lane on I-80 westbound between Douglas Blvd and Riverside Ave funded through the Trade Corridor Enhancement Program
- Construct a 2.9 mile auxiliary lane on I-80 eastbound between Hwy 65 and Rocklin Rd funded through the Solutions for Congested Corridors Program



Road and Bridge Maintenance

- Resurfacing various roadways in the Sun City and Hillcrest Neighborhoods of Roseville
- Replaced the Dowd Rd bridge over Racon Creek in rural Lincoln
- Resurfacing of nearly 40 miles of roadway in the Granite Bay, Lincoln, Auburn, Foresthill, Meadow Vista, and Tahoe West Shore areas
- Future reconstruction of five streets in Colfax



MEMORANDUM

TO: Matt Click
FROM: AIM Consulting
DATE: January 12, 2022
RE: December 2022 Communications & Public Outreach Report

The following is a summary of communications and public information work performed by AIM Consulting (AIM) on behalf of Placer County Transportation Planning Agency (PCTPA) during the month of December 2022.

PCTPA.net & Social Media

AIM continued posting social media updates twice weekly on the PCTPA Facebook, Twitter, and Instagram to highlight the work being done by and on behalf of PCTPA.

Topics included the promotion of PCTPA RTP program, City of Roseville traffic updates, Caltrans traffic updates, Gold Country Media, City of Rocklin Roundabout and Rocklin I-80 Interchange Project updates, and Placer County Transportation Planning Agency updates as well.

Key social media post subjects included:

- PCTPA RTP survey and engagement meetings
- Funding strategy meetings
- Caltrans District 3 traffic alerts
- Regional Traffic updates
- Roseville Transit Service Updates
- Sierra College Ride Free Bus Program
- City of Roseville Traffic Updates
- City of Rocklin Traffic Updates
- City of Auburn Traffic Updates
- Rocklin Road & Pacific Street Roundabout Project Update
- Weather related/holiday impacts

Current social media page statistics include:

- Facebook – 1,910 Followers

- *Previously: 1,888*
- Twitter – 1,337 Followers
 - *Previously: 1,331*
- Instagram – 1,045 Followers
 - *Previously 1,042 Followers*

Key website analytics include:

- 3,126 users visited pctpa.net in October
 - 59% New Visitors, 41% Returning Visitors
- Total page views for the PCTPA website during April: 3,561
 - 78% of views were on the Main Page
 - 12% of views were on the Agendas 2022 Page
 - 6 % of views were on the Meet the Staff Page
 - 6% on the RTP Survey Page
 - 5.22% of views were on the About Page
 - 2.7% of views were on the Placer County Bike Map

Project/Programs Assistance

Key projects that AIM provided PCTPA with public outreach and communications assistance on include:

- Working with Mike and Cory to promote the Regional Transportation Program
 - Survey, Pop-Up Supplies
 - Promotional Video
 - 3 Workshops
- Unmet transit needs survey and funding workshop assistance
- Retooled the funding workshop social media image
- Social Media presence and connections with local transit and county info
- CTC Invite
- CTC Eventbrite



January 9, 2023

TO: Matt Click, executive director, Placer County Transportation Planning Agency

FROM: Cherri Spriggs, chief executive officer, Meraki Public Affairs
Aldo Pineschi, chief executive officer, Pineschi Consulting

RE: Funding Strategy Outreach Program December 2022 Activities

Below please find a brief summary of Funding Strategy activities that took place in the month of December. Please let us know if you have any questions. Thank you!

Account Management

- Attended transitional team lunch meeting;
- Attended meeting with new media consultant;
- Prepared monthly report of activities;

Strategic Communications Advice

- Met with local and regional elected leaders;
- Met with local and regional stakeholders individually on next steps for Funding Strategy;
- Assisted with specific aspects of CTC reception planning and participated in various calls pertaining to planning efforts;

Community Engagement & Outreach

- Attended community outreach meetings in Roseville;
- Began to reengage various community groups;

Planned Activities for January

- January strategy and tactics meeting;
- Digital & social audit;
- Informal Funding Strategy Stakeholder Group outreach;
- Continued meetings with local and regional elected leaders;

Fiscal Year 22/23 Budget: \$60,000

Monthly Retainer Fee: \$7,500 for eight months

Remaining Budget: \$45,000



(703) 340-4666

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December 29, 2022

To: PCTPA
From: Sante Esposito
Subject: December Monthly Report

Midterm Election Final Results

House of Representatives: 222 Republicans, 213 Democrats, majority 218

Senate: 51 Democrats, 49 Republicans

Leadership

House of Representatives:

Speaker – Congressman Kevin McCarthy (R-23-CA) nominated – see below

Majority leader – Congressman Steve Scalise (R-1-LA)

Minority Leader – Hakeem Jeffries (D-8-NY)

Minority Whip – Katherine Clark (D-5-MA)

Senate:

Majority Leader – Senator Chuck Schumer (D-NY)

Majority Whip – Senator Dick Durbin (D-ILL)

Minority Leader – Senator Mitch McConnell (R-KY)

Minority Whip – Senator John Thune (R-ND)

Speaker

Full House vote on Jan. 3. A majority – 218 – is needed for election as Speaker. Given that there are 222 Republicans, McCarthy can only afford to lose 4 Republican votes (all the Democrats expected to vote against him). At this time, 5 Republicans have said they will not vote for him. Maybe more. There is also a rumor about a challenge to McCarthy and a Plan B just in case. Congressman Scalise????

Committee/Subcommittees

Committee and subcommittee assignments still a work in progress.

House: With a change in majority there will be new committee and subcommittee chairs, with the number of majority to minority members on committees and subcommittees reflecting the overall ratio of majority to minority members in the full House. The Democrats are moving ahead on assignments. For example, Congressman Rick Larson (D-2 -WA) will be the new Ranking member of the Transportation and Infrastructure Committee replacing the current Chair Peter DeFazio who is retiring. On the Republican side, McCarthy has deferred committee assignment until after the Speaker election presumably to give him some leverage on votes for his speakership.

Senate: Don't expect significant changes in committee and subcommittee chairs and ranking members given the few changes in the election. Given Senator Warnock's victory, the Democrats will get one more slot than the Republicans on committees and subcommittees making it easier to move legislation.

Possible Concerns

Repeals – guard against any effort to repeal policies of interest.

Spending cuts - support continuation of “add-ons” to the BIF in the annual appropriations bills and congressional directed spending (earmarks).

Consolidated Appropriations Act, 2023

Included in the FY23 omnibus appropriations for transportation programs - \$800M for national infrastructure investments (RAISE/TIGER/BUILD), \$1.145B for bridge replacement and rehabilitation, \$150M for PROTECT grants, \$800M for local and regional projects, \$19B for the FAA, \$62.9B for the FHWA formula programs including \$3.4B for discretionary highway programs and projects, \$873.6M for FMCSA, \$1.2B for NHTSA, \$3.4B for FRA including \$555M for the Intercity Passenger Rail grant program, \$560M for CRISI grants, \$2.45B for Amtrak, including \$1.26B for the Northeast Corridor and \$1.19B for National Network grants, \$16.9B for the FTA, including \$13.6B for buses, \$2.6B for capital investment grants, and \$542M for transit infrastructure grants; and, \$896.1M for MARAD.

Lame Duck Session

Of interest:

- 1) “Build Back Better” Bill: Round Two?

The effort by Senators Sherrod Brown (D-OH) and Michael Bennet (D-CO) to extend the child care credit and pair it with the renewal of an expired R&D tax break for businesses and other non-controversial items (not disclosed) did not materialize as agreement could not be reached with Senate Republicans. Their plan is to try again in the new Congress.

Included in the House-passed “Build Back Better” bill of interest to PCTPA:

- \$4B for reduction of carbon in the surface transportation sector;
- \$4B for affordable and safe transportation access; and,
- \$6B for local surface transportation projects.

“Inflation Reduction Act of 2022” (IRA)

One last review, the Senate passed the bill on August 7, the House on August 12 and the President signed it into law on August 16. Highlights include:

- \$369B in energy and climate change programs, with the goal of reducing carbon emissions by 40% by 2030;
- Medicare would negotiate the prices of certain medications and cap out-of-pocket costs at \$2,000 for those enrolled in Medicare drug plans. The Health and Human Services Secretary would negotiate the prices of 10 drugs in 2026, and another 15 drugs in 2027 and again in 2028. The number would rise to 20 drugs a year for 2029 and beyond;
- It would also redesign Medicare's Part D drug plans so that seniors and people with disabilities wouldn't pay more than \$2,000 a year for medication bought at the pharmacy;
- The deal would require drug companies to pay rebates if they increase their prices in the Medicare and private-insurance markets faster than inflation;
- The agreement would also extend expiring enhanced subsidies for Affordable Care Act coverage for three years
- Tax credits for electric vehicles are in. Electric Vehicle tax credits will continue at their current levels, up to \$4,000 for a used electric vehicle and \$7,500 for a new EV. However, there will be a lower income threshold for people who can use the tax credits.

To pay for the agreement, the bill would impose a 15% minimum tax on corporations, which would raise \$313 billion over a decade. The current deal also closes the carried interest loophole, which allows investment managers to treat their compensation as capital gains and pay a 20% long-term capital gains tax rate instead of income tax rates of up to 37%. The package also calls for providing more funding to the IRS for tax enforcement. Families making less than \$400,000 per year would not be affected and there would be no new taxes on small businesses.

“Infrastructure Investment and Jobs Act” (BIF)

One last review, the \$1.2T law (P.L. 117-58) includes the following (it does not include any new taxes) –

- For FY22-26 \$12.838B for the Clean Water State SRF, starting at \$2.127B in FY22 and going up to \$2.828B in FY26;
- \$35.713B over five years for the Safe Drinking Water SRF, starting at \$6.702B in FY22 and going up to \$7.403B in FY26;
- No appropriations are included for the Alternative Water Source Projects program (an authorization of \$125M over 5 fiscal years is included);

- \$8.3B for the USBR for FY22-26 with an annual cap of \$1.66B per year including a number of programs under USBR’s jurisdiction with specific appropriated amounts but without specifying annual funding amounts for each program;
- For water recycling, the bill appropriates \$1B over 5 FY’s, broken down to \$550M for Title XVI and WIIN Act grants and \$450M for “large scale” projects (those with project costs >\$500M);
- \$400M over 5 FY’s for WaterSMART;
- \$1.2B for water storage and groundwater;
- \$25M for desalination; and,
- S. 914, as passed by the Senate, which authorizes \$14.65B over five fiscal years for the Clean Water SRF and the Safe Drinking Water SRF, and \$125M for the AWSP and which includes the Feinstein-Padilla amendment which limits the prohibition against applying for Alternative Water Source Program (AWSP) grants to USBR projects that received construction funds; and,

Other core infrastructure -

- \$65B for Broadband
- \$17B for Ports
- \$25B for Airports
- \$7.5B for Zero and Low-Emission Buses and Ferries
- \$7.5B for Plug-In Electric Vehicle Chargers
- \$65B to Rebuild the Electric Grid
- \$21B for Superfund and Brownfield sites

Highway Bill (FAST Act reauthorization)

One last review, the Senate FAST Act reauthorization bill is included in the enacted BIF. It authorizes \$287B in highway spending, ninety percent of which would be distributed to the states by formula. It also authorizes \$10.8B for various programs addressing resiliency and \$2.5B for electric, hydrogen, and natural gas vehicle charging and fueling stations. It provides billions for curbing emissions, reducing congestion and truck idling. It also streamlines infrastructure permitting and sets a two-year target for environmental reviews. Lastly, the bill authorizes \$12.5M per year to fund state and regional pilot testing of user-based alternative revenue mechanisms to the gas tax.

Bill Tracking

Tracking bills that are marked up by committees and/or come to our attention.

FY 2023 Capitol Corridor Year-to-Date (YTD) Performance October 2022 – November 2022

Performance Measure	*FY 23 Actual	FY 23 ABP Budget	FY 23 Actual vs FY 23 Budget	FY 23 vs FY 22	FY 23 vs FY 19
Train Ridership	157,384	141,088	12%	40%	-49%
Total Revenue	\$4.12 M	\$3.25 M	27%	40%	-38%
End-Point OTP	81.0%	90%	-10%	0%	-8%
Passenger OTP	80.5%	90%	-11%	1%	-7%

*FY 23 actual data presented above includes metrics received from Amtrak to date. Year-to-Date (YTD) performance data is updated after it is finalized by and received from Amtrak, which is generally by 45 days following the last day of the month.