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# 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, March 22, 2023  
9:00 a.m.**

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

**Simultaneous Teleconference Location**

140 Pleasant Street  
Colfax, CA 95713

**PUBLIC PARTICIPATION INSTRUCTIONS:** This meeting will be conducted as an in person meeting at the locations noted above. A remote teleconference Zoom address is listed for the public's convenience and in the event a Board Member requests remote participation due to just cause or emergency circumstances pursuant to Government Code section 54953(f). Please be advised that if a Board Member is not participating in the meeting remotely, remote participation for members of the public is provided for convenience only and in the event that the Zoom connection malfunctions for any reason, the Board of Directors reserves the right to conduct the meeting without remote access.

By participating in this meeting, you acknowledge that you are being recorded.

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.

Agendas, Supplemental Materials and Minutes of the Board of Directors are available on the internet at: <https://pctpa.net/agendas-2023/>. Public records related to an agenda item that are distributed less than 72 hours before this meeting are available for public inspection during normal business hours at the Agency office and will be made available to the public on the Agency website.

**Webinar access:** <https://placer-ca-gov.zoom.us/j/94107448607>

**You can also dial in using your phone:** US: +1 669-900-6833 or 888-788-0099 or 877-853 5247 (Toll Free)

**Webinar ID:** 941 0744 8607

**A. Flag Salute**

**B. Roll Call**

**Board of Directors Meeting Agenda  
 PLACER COUNTY TRANSPORTATION PLANNING AGENCY  
 AIRPORT LAND USE COMMISSION  
 WESTERN PLACER CONSOLIDATED TRANSPORTATION SERVICE AGENCY  
 PLACER COUNTY LOCAL TRANSPORTATION AUTHORITY  
 March 22, 2023  
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**C. Agenda Review**

*Matt Click, Executive Director*

**D. AB 2449**

**Action**

*Matt Click, Executive Director*

- If necessary, based on a Director’s announcement, the Board will consider approval of any Directors’ request to participate remotely and utilize a “just cause” or “emergency circumstance” exception for remote meeting participation pursuant to AB 2449 (Gov. Code 54953(f)).

**E. Approval of Action Minutes: February 22, 2023**

**Action**  
Pg. 1

**F. Public Comment**

Persons may address the Board on items not on this agenda. Please limit comments to three (3) minutes.

**G. Consent Calendar: Placer County Transportation Planning Agency**

**Action**  
Pg. 5

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. Re-program FFY 2023-2025 STBG Funds from Placer County’s Placer Parkway (Phase 1) Project to the Watt Avenue Bridge Replacement Project - \$1,490,000
2. Letter of Task Agreement for General Communications & Outreach Services, April 1 2023 – June 30, 2026: DKS Associates - \$142,500 Pg. 8
3. Letter of Task Agreement for State Advocacy Services, April 1, 2023 – June 30, 2026: Smith, Watts and Hartman – Politico Group (PG-SWH) - \$97,500 Pg. 17
4. Letter of Task Agreement for Federal Advocacy Services, April 1, 2023 – June 30, 2026: TFG - \$146,250 Pg. 21
5. Letter of Task Agreement for Polling Services, April 1, 2023 – June 30, 2024: Fairbank, Maslin, Maullin, Metz & Associates (FM3 Research) - \$112,000 Pg. 26
6. Letter of Task Agreement for Marketing Campaign Services / Digital Work, April 1, 2023 – June 30, 2024: 3Fold - \$276,975 Pg. 31
7. Disposal of Surplus Property Pg. 43
8. Re-program FFY 2023-2025 STBG Funds from Placer County’s Bell Road at I-80 Roundabouts Project to the Watt Avenue Bridge Replacement Project – \$683,000
9. Re-program FFY 2023-2025 CMAQ Funds from the City of Roseville’s Vernon Street/Atlantic Multimodal Safety Improvement Project to the Mahany Park Trail Design and Construction Project - \$10,000

**Board of Directors Meeting Agenda**  
**PLACER COUNTY TRANSPORTATION PLANNING AGENCY**  
**AIRPORT LAND USE COMMISSION**  
**WESTERN PLACER CONSOLIDATED TRANSPORTATION SERVICE AGENCY**  
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- H. Congestion Mitigation and Air Quality (CMAQ) and Surface Transportation Block Grant (STBG) Revised Program Funding Estimates and Project Programming Recommendations** **Action**  
**Pg. 44**  
*Mike Costa, Senior Transportation Planner and Rick Carter, Deputy Executive Director*
- Adopt revised Congestion Mitigation and Air Quality (CMAQ) and Surface Transportation Block Grant (STBG) program funding estimates for Federal Fiscal Years (FFYs) 2026 and 2027
  - Approve the list of transportation, transit, and air quality improvement projects, using the revised CMAQ and STBG program funding estimates
  - Direct staff to work with local agencies and the Sacramento Area Council of Governments (SACOG) to program these projects into the Metropolitan Transportation Improvement Program (MTIP)
- I. Regional Transportation Plan 2050 Round 1 Community Outreach Summary** **Info**  
**Pg. 49**  
*Cory Peterson, Senior Transportation Planner, and Mike Costa, Senior Transportation Planner*
- J. Presentation: Sacramento-Reno Rail Study – First/Last Mile Analysis & Public Interest Survey** **Info**  
**Pg. 80**  
*Cory Peterson, Senior Transportation Planner*
- K. Executive Director’s Report** **Info**
- L. Board Direction to Staff**
- M. Informational Items** **Info**
1. Technical Advisory Committee (TAC) Minutes – March 7, 2023 **Pg. 84**
  2. Status Reports
    - a. PCTPA – February 2023 **Pg. 87**
    - b. AIM Consulting – February 2023 **Pg. 90**
    - c. Meraki Consulting – February 2023 **Pg. 92**
    - d. Key Advocates – February 2023 **Pg. 93**
  3. PCTPA Receipts & Expenditures: January 2023  
PCTPA & WPCTSA Financials ending December 31, 2023 *Under Separate Cover*

***Next Meeting: May 24, 2023***

***\*\* Regularly Scheduled April 26<sup>th</sup> Meeting is Cancelled \*\****

**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.

<b>PCTPA Board Meetings – 2023</b>	
Wednesday, January 25	Wednesday, July 26
Wednesday February 22	Wednesday, August 23
Wednesday, March 22	Wednesday, September 27
<del>Wednesday, April 26</del>	Wednesday, October <del>25</del> <b>18</b>
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.*



# 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)**

**February 22, 2023 - 9:00 a.m.  
Placer County Board of Supervisors Chambers  
175 Fulweiler Avenue, Auburn, California**

### **ROLL CALL**

Ken Broadway  
Trinity Burruss  
Danny Cartwright  
Alice Dowdin Calvillo  
Jim Holmes  
Bruce Houdesheldt  
Paul Joiner  
Suzanne Jones, Chair  
Dan Wilkins

### **STAFF**

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

Chair Jones 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 Matt Click, Executive Director.*

Upon motion by Dowdin Calvillo and second by Holmes, the Board approved 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 by the following roll call vote:

**AYES:** Broadway, Burruss, Cartwright, Dowdin Calvillo, Holmes, Houdesheldt, Joiner, Jones, Wilkins  
**NOES/ABSTAIN:** None

### **APPROVAL OF ACTION MINUTES – January 25, 2023**

Upon motion by Joiner and second by Houdesheldt, the January 25, 2023 action minutes were approved by the following roll call vote:

**AYES:** Broadway, Cartwright, Dowdin Calvillo, Holmes, Houdesheldt, Joiner, Jones, Wilkins  
**NOES/ABSTAIN:** None  
**ABSENT:** Burruss

**AGENDA REVIEW**

Matt Click noted that the Board was provided an amended memo copied in pink for *Item M. I-80 Auxiliary Lanes Project Construction Cost Increase and Cooperative Agreement*. The Board accepted the agenda with the amended memo as provided.

**PUBLIC COMMENT:**

There was no public comment.

**CONSENT CALENDAR: PLACER COUNTY TRANSPORTATION PLANNING AGENCY**

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

**AYES:** Broadway, Burruss, Cartwright, Dowdin Calvillo, Holmes, Houdesheldt, Joiner, Jones, Wilkins

**NOES/ABSTAIN:** None

1. FY 2022/23 City of Rocklin Claims for Local Transportation Funds (LTF) - \$5,586,487.
2. 2FY 2022/23 City of Rocklin Claims for State Transit Assistance (STA) – \$666,719
3. FY 2022/23 City of Rocklin Claims for Local Transportation Funds (LTF) Bicycle and Pedestrian Funds - \$70,000
4. FY 2022/23 City of Lincoln Claims for Local Transportation Funds (LTF) – \$3,990,885
5. FY 2022/23 City of Lincoln Claims for State Transit Assistance (STA) – \$130,581

**CONSENT CALENDAR: AIRPORT LAND USE COMMISSION**

Upon motion by Holmes and second by Dowdin Calvillo, the Airport Land Use Commission Consent Calendar items as shown below were approved by the following roll call vote:

**AYES:** Broadway, Burruss, Cartwright, Dowdin Calvillo, Holmes, Houdesheldt, Joiner, Jones, Wilkins

**NOES/ABSTAIN:** None

1. Placer County General Plan/Airport Land Use Compatibility Plan (ALUCP) Consistency – Second Extension Request

**ANNUAL UNMET TRANSIT NEEDS REPORT AND ASSESSMENT FINDINGS FOR FY 2023/24**

*Staff report presented by Mike Costa, Senior Transportation Planner*

Written public comment was received from Tink Miller, Placer Independent Resource Services.

Upon motion by Holmes and second by Dowdin Calvillo, the Board adopted Resolution No. 23-10 making findings and recommendations regarding the annual Unmet Transit Needs Assessment pursuant to the Transportation Development Act (TDA) that there are no unmet transit needs in FY 2022/23 that are reasonable to meet for implementation in FY 2023/24 and that the Annual Unmet Transit Needs Report for FY 2023/24 is accepted as complete by the following roll call vote:

**AYES:** Broadway, Burruss, Cartwright, Dowdin Calvillo, Holmes, Houdesheldt, Joiner, Jones, Wilkins

**NOES/ABSTAIN:** None

**UPDATE REGARDING THE SIERRA COLLEGE FARE FREE STUDENT TRANSIT PASS AND TRANSPORTATION NETWORK COMPANY RIDE SUBSIDY PILOT PROGRAM**

*Staff report presented by Mike Costa, Senior Transportation Planner*

Mike Costa provided an overview on the Sierra College Fare Free student pass pilot program as well as the transportation network company (TNC). This presentation was for information only.

**FISCAL YEAR 2023/24 PRELIMINARY FINDINGS OF APPORTIONMENT FOR THE LOCAL TRANSPORTATION FUND AND STATE TRANSIT ASSISTANCE/STATE OF GOOD REPAIR FUND ALLOCATION ESTIMATES**

*Staff report presented by Cory Peterson, Senior Transportation Planner*

Upon motion by Houdesheldt and second by Broadway, the Board approved the FY 2023/24 Preliminary Findings of Apportionment for the Local Transportation Fund (LTF), Preliminary State Transit Assistance (STA) Fund Allocation Estimate, and the Preliminary State of Good Repair (SGR) Fund Allocation Estimate by the following roll call vote:

**AYES:** Broadway, Burruss, Cartwright, Dowdin Calvillo, Holmes, Houdesheldt, Joiner, Jones, Wilkins

**NOES/ABSTAIN:** None

**PRELIMINARY DRAFT FY 2023/24 OVERALL WORK PROGRAM (OWP) AND BUDGET**

*Staff report presented by Matt Click, Executive Director and Jodi LaCosse, Fiscal Administrative Officer*

Upon motion by Holmes and second by Joiner the Board approved the preliminary draft FY 2023/24 Overall Work Program (OWP) and Budget as provided, by the following roll call vote:

**AYES:** Broadway, Burruss, Cartwright, Dowdin Calvillo, Holmes, Houdesheldt, Joiner, Jones, Wilkins

**NOES/ABSTAIN:** None

**I-80 AUXILIARY LANES PROJECT CONSTRUCTION COST INCREASE AND COOPERATIVE AGREEMENT AMENDMENT**

*Staff report presented by David Melko, Senior Transportation Planner*

Upon motion by Houdesheldt and second by Broadway, with Burruss recusing herself, the Board 1) conditionally approved, authorizing the Executive Director to negotiate an amended Cooperative Agreement with Caltrans for construction of the I-80 Auxiliary Lanes project subject to action by SPRTA to increase its project's construction funding commitment to a not to exceed \$15.4 million and 2) authorized the Chair and the Executive Director to execute said amended Cooperative Agreement by the following roll call vote:

**AYES:** Broadway, Cartwright, Dowdin Calvillo, Holmes, Houdesheldt, Joiner, Jones, Wilkins

**NOES/ABSTAIN:** None

**EXECUTIVE DIRECTOR'S REPORT**

Matt Click reported on the following:

- We successfully hosted the California Transportation Commission (CTC) reception in January.
- Mark Watts (Smith, Watts and Hartmann) and Kiana Valentine (Politico) were selected as our State Advocate consultant. Their contract will be brought to the Board in March.
- The Ferguson Group (TFG) was selected as our Federal Advocacy consultant. Their contract will be brought to the Board in March.

- Interviews were held for our General Communications Consultant on February 17<sup>th</sup>. DKS will be replacing AIM as our general communications consultant. Their contract will be brought to the Board in March.
- Two proposals were received for the electrification RFP, and we will be working through the selection process to determine consultant award.
- The recent federal corrective action requires that Placer County’s CMAQ and RSTP eligible projects compete via SACOG’s six county competitive process starting in 2028. Both PCTPA and EDCTC will participate with SACOG in an ad hoc committee to ensure our projects are represented. As part of this change in process, we want to ensure that PCTPA has future protections. To that end, will be evaluating our MOU and renegotiating the terms set forth in the 2016 MOU.
- We are recommending that we cancel the April 26<sup>th</sup> PCTPA Board meeting given that some of our Board Members and the Executive Director will be attending Cap to Cap. The Board expressed no objection to cancelling this meeting.
- We are recommending that we move the regularly scheduled October 25<sup>th</sup> Board meeting to October 18<sup>th</sup> to avoid a conflict with the Placer Business Alliance trip to Washington, D.C., which many of the Board Members attend.

**ADJOURN:** The meeting adjourned at approximately 10:32 a.m. A video of this meeting is available online at <https://pctpa.net/agendas-2023/>.

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Matt Click, Executive Director

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Suzanne Jones, Chair

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Solvi Sabol, Clerk of the Board

ss:mbc



**TO: PCTPA Board of Directors**

**DATE: March 22, 2023**

**FROM: Matt Click, Executive Director**

**SUBJECT: CONSENT CALENDAR**

Below are the Consent Calendar items for the March 22, 2023, agenda for your review and action.

1. Re-program FFY 2023-2025 STBG Funds from Placer County's Placer Parkway (Phase 1) Project to the Watt Avenue Bridge Replacement Project - \$1,490,000  
In December 2019, the PCTPA Board of Directors awarded approximately \$7.3 million of Federal Fiscal Year (FFY) 2023 – 2025 Surface Transportation Block Grant (STBG) program funding to Placer County, of which approximately \$1.5 million was subsequently programmed for the Construction (CON) phase of the Placer Parkway (Phase 1) project (PLA25299). The County subsequently transferred \$10,000 from the Placer Parkway (Phase 1) project's CON phase to the Foresthill Road Safety project (PLA25778) in late 2021. The County has now requested to transfer the remaining \$1,490,000 of FFY 2023-2025 STBG funds from the Placer Parkway (Phase 1) project's CON phase to the Watt Avenue Bridge Replacement project (PLA25535) CON phase. The County no longer requires the federal STBG program funding for the Placer Parkway (Phase 1) project as it is being replaced with local funding. However, the Watt Avenue Bridge Replacement project (PLA25535) needs additional federal funding for the project to advance. Staff supports this request from Placer County and recommends the PCTPA Board's approval of the re-programmed STBG funding as described above, to address the County's request.
2. Letter of Task Agreement for General Communications & Outreach Services, April 1 2023 – June 30, 2026: DKS Associates - \$142,500: Staff recommends approval of the attached Letter of Task Agreement with DKS Associates under our Communications and Outreach work element (WE14). This is a three-year contract, through June 2026, with two, one-year renewal options. Expenditures are included in the current and FY 2023/24 Overall Work Program and Budget. Staff recommends approval.
3. Letter of Task Agreement for State Advocacy Services, April 1, 2023 – June 30, 2026: Smith, Watts and Hartman – Politico Group (PG-SWH) - \$97,500: Staff recommends approval of the attached Letter of Task Agreement with Smith, Watts and Hartman – Politico under our Intergovernmental Advocacy work element (WE 13). This is a three-year contract, through June 2026, with two, one-year renewal options. Expenditures are included in the current and FY 2023/24 Overall Work Program and Budget. Staff recommends approval.
4. Letter of Task Agreement for Federal Advocacy Services, April 1, 2023 – June 30, 2026: TFG - \$146,250: Staff recommends approval of the attached Letter of Task Agreement with TFG under our Intergovernmental Advocacy work element (WE 13). This is a three-year contract,

**Board of Directors**  
**Consent Calendar**  
**March 22, 2023**  
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through June 2026, with two, one-year renewal options. Expenditures are included in the current and FY 2023/24 Overall Work Program and Budget. Staff recommends approval.

5. Letter of Task Agreement for Polling Services, April 1, 2023 – June 30, 2024 – Fairbank, Maslin, Maullin, Metz & Associates (FM3 Research): \$112,000  
Staff recommends approval of the attached Letter of Task Agreement with FM3 for research specific to the viability of a local transportation funding measure (WE 61). Expenditures are included in the current FY 2023/23 Overall Work Program and Budget. Staff recommends approval.
6. Letter of Task Agreement for Marketing Campaign Services / Digital Work, April 1, 2023 – June 30, 2024 – 3Fold: \$276,975  
Staff recommends approval of the attached Letter of Task Agreement with 3Fold for Marketing Campaign / Digital Work for the Regional Transportation Funding Program (WE 61). Expenditures are included in the current and FY 2023/24 Overall Work Program and Budget. Staff recommends approval.
7. Disposal of Surplus Property  
Per the 2010 Administrative Policies, the Executive Director will bring to the Board a list of identified items to be designated as surplus property. Staff has recently identified surplus property that is no longer used or needed by PCTPA or has become obsolete or damaged beyond repair. Staff is recommending the PCTPA Board allow for the most appropriate, cost-effective disposal procedures in accordance with any one or combination of the following methods as allowed in the Administrative Policies:
  - A. Participation by PCTPA in another local agency's public agency auction sale, where PCTPA may realize reasonable profit;
  - B. Conveyance of surplus property to other government agencies, schools or non-profit organizations by direct negotiated sale;
  - C. Donation of surplus property to other government agencies, schools or non-profit organizations if it is for a public purpose;
  - D. Public auction sale by PCTPA with notice of the auction to be published at least five days in advance in a local newspaper of general circulation;
  - E. Sale to Agency staff where the value of the individual item of surplus property is less than \$500 and PCTPA may realize reasonable profit;
  - F. Disposal to local landfill or hazardous materials collection;
  - G. Transfer to an auction company for sale at public auction
8. Re-program FFY 2023-2025 STBG Funds from Placer County's Bell Road at I-80 Roundabouts Project to the Watt Avenue Bridge Replacement Project - \$683,000  
In December 2019, the PCTPA Board of Directors awarded approximately \$7.3 million of FFY 2023 – 2025 Surface Transportation Block Grant (STBG) program funding to Placer County, of which approximately \$1.427 million is currently programmed for the Construction (CON) phase of the Bell Road at I-80 Roundabouts project (PLA25671). Placer County is requesting to reprogram \$683,000 of the FFY 2023-2025 STBG funds to the Watt Avenue Bridge Replace project (PLA25535) as the project needs additional STBG funds to advance. FFY 2026-2027 Congestion Mitigation and Air Quality (CMAQ) program funds are anticipated to be awarded

to the Bell Road at I-80 Roundabouts projects in the current funding programming cycle, which will offset the amount of STBG funds the County is requesting to transfer to the Watt Avenue Bridge Replacement project. Staff supports this request from Placer County and recommends the PCTPA Board's approval of the re-programmed STBG funding as described, above, to address the County's request.

9. Re-program FFY 2023-2025 CMAQ Funds from the City of Roseville's Vernon Street/Atlantic Multimodal Safety Improvement Project to the Mahany Park Trail Design and Construction Project - \$10,000

In February 2020, the PCTPA Board of Directors awarded approximately \$3.28 million of FFY 2023 – 2025 Congestion Mitigation and Air Quality (CMAQ) program funding to the City of Roseville, which was subsequently programmed to the Construction (CON) phase of the Vernon Street/Folsom Road Roundabout project (PLA25843). In June 2021, the PCTPA Board approved reprogramming \$2.9 million of the project's FFY 2023-2025 CMAQ funds to the Washington Blvd./All America City Blvd. Roundabout project's (PLA25673) CON phase. The PCTPA Board approved an additional \$370,426 of FFY 2023-2025 CMAQ funding to be re-programmed from the Vernon Street/Folsom Road Roundabout project's CON phase (PLA25843) to the CON phase of the Washington Blvd./All America Blvd. Roundabout project (PLA25673). These two actions resulted in only \$10,000 of the original FFY 2023 – 2025 CMAQ funding programmed on the Vernon St./Folsom Rd. Roundabout project (PLA25843) to remain. In February 2023, as part of SACOG's second Administrative Modification to the new 2023 Metropolitan Transportation Improvement Program (MTIP), the Vernon St./Folsom Rd. Roundabout project was revised to be identified as the Vernon Street/Atlantic Multimodal Safety Improvement Project (still PLA25843), to reflect project scope revisions and safety improvement elements. The City of Roseville is now requesting to reprogram the remaining \$10,000 of FFY 2023-2025 CMAQ funds in the CON phase from the Vernon Street/Atlantic Multimodal Safety Improvement Project (PLA25843) to the Mahany Park Trail Design and Construction project's (PLA25849) CON phase to further advance this project. Staff supports the City of Roseville's request and recommends the PCTPA Board approve the re-programmed CMAQ funding as described, above, to address the City's request.

SS:mbc



ALICE DOWDIN CALVILLO  
 City of Auburn  
 TRINITY BURRUSS  
 City of Colfax  
 PAUL JOINER  
 City of Lincoln  
 DANNY CARTWRIGHT  
 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

April 1, 2023

Terry Klim  
 DKS Associates  
 428 J Street, Suite 340  
 Sacramento, CA 95814

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

Dear Kendall,

This letter, when countersigned, authorizes work under the “Master Agreement between the Placer County Transportation Planning Agency (PCTPA) and DKS Associates, dated March 22, 2023.

1. Incorporated Master Agreement: This letter of task agreement is the statement of contract-specific requirements applicable to the work effort to be undertaken by DKS Associates to provide communications and outreach consulting services for the Placer County Transportation Planning Agency.
2. Term: Consultant services are to commence April 1, 2023, and shall be completed in such a sequence as to assure that timelines are met. This letter of task agreement shall end on June 30, 2026. At the end of the agreement term, PCTPA will have the option to exercise two (2), one (1) year renewal options. During the term of this contract, you are not to engage in other work that would be deemed a conflict of interest with PCTPA interests.
3. Scope of Services: DKS Associates’ Communications and Outreach proposal submitted February 3, 2023 is an integral part of this agreement and outlines the scope of services to be conducted and the tasks to be performed. The Executive Director will act as Project Manager for PCTPA. Kendall Flint will act as Project Manager for this Task Agreement and provide the primary point of contact for PCTPA.
4. Compensation: DKS Associated will invoice for services rendered on a time-and-materials basis for actual services provided. Consultant will be compensated on a not to exceed amount of \$142,500 total for the three-year term of the contract. Consultant will invoice monthly for work completed. Invoices will be paid within thirty (30) days of receipt.

If this Letter of Task Agreement meets with your approval, please sign and return one copy. Questions concerning this agreement and the project in general should be directed to Matt Click, Executive Director, at (530) 823-4030.

Sincerely,

Accepted by:

\_\_\_\_\_  
 Matt Click, Executive Director  
 Placer County Transportation Planning Agency  
 Date 3/22/2023

\_\_\_\_\_  
 Terry Klim, Principal  
 DKS Associates  
 Date

Enclosure: DKS Proposal for Communications & Outreach

# A. FIRM DESCRIPTION & QUALIFICATIONS



Founded in 1979, **DKS Associates (DKS)** offers a **transportation-centric public outreach practice to help our clients connect with their communities.** We are

keenly aware and actively engaged in a commitment to social equity and environmental justice, ensuring that all people, regardless of socioeconomic status, are able to participate in meaningful efforts that recognize the importance of multicultural participation.

Using current technology and grassroots engagement, DKS customizes our approach for each outreach project. We understand the importance of developing effective programs to help agencies successfully work with other municipalities in solving regional challenges. This includes collaboration on projects with mutual benefits and working proactively on investment efforts to secure maximum funding from state and federal agencies.

As a leader in transportation solutions for connectivity, transit, design, safety, and multimodal mobility, we recognize the importance in providing these industry-specific services to our valued clients and teaming partner.

To enhance our core services, **DKS offers a Creative Services team that specializes in storytelling—transforming complex engineering and technical information into easy-to-understand visuals.** For this on-call contract DKS staff has the capability to perform all the requested services needed to provide advice and representation in publicizing agency activities and bringing public attention to critical issues.



**1979**  
Year Founded

**42**  
Years in Business

**153**  
Employees Firmwide

**S Corp**  
Form of Organization

*“Kendall did a fantastic job engaging the residents in Brentwood on the future of its park facilities and recreational programs. She went above and beyond our expectations and really embedded themselves into our community to listen to the input from our residents.”*

- Gus Vina, City Manager  
City of Brentwood

## DKS SERVICES

- Community Engagement
- Inter-Agency Collaboration
- Meeting Facilitation
- Multimedia Production
- Social Media
- Media Relations
- Crisis Communication
- Voter Education
- Brand Strategy
- Graphic Design
- Project Website Development
- CEQA/NEPA Compliance



# B. TEAM ORGANIZATION CHART

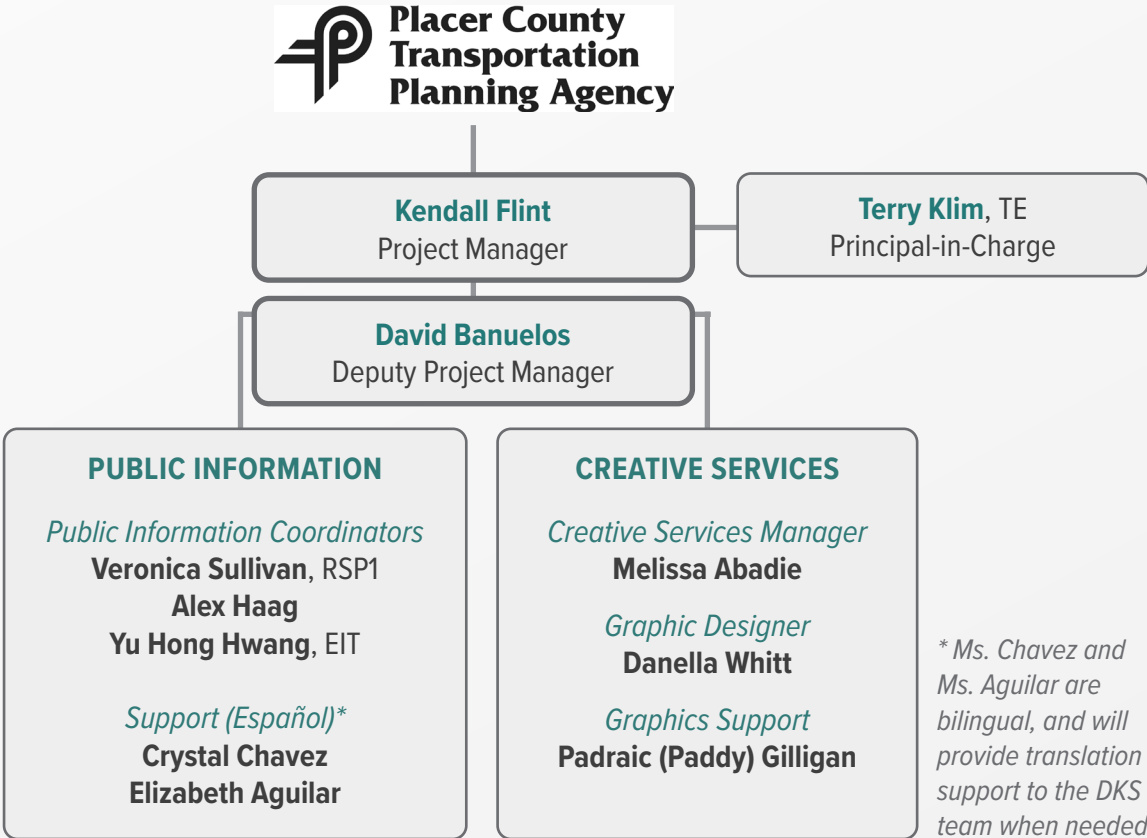
## TEAM STRUCTURE

Kendall Flint will serve as the Project Manager on all assigned projects from DKS’ Sacramento offices, and will work closely with PCTPA to make sure the resources required are available. She will manage the consultant team budget so that it is allocated effectively to accomplish all project goals. Kendall will ensure deadlines are met, and will be proactive and ready to readjust as needed to address all communication outreach service needs.

As shown in the organizational chart, DKS has assembled a team that brings diverse qualities, expertise, and knowledge. This team supplements Kendall's 30+ years of experience with industry-leading experts in transportation planning, graphic design, and public engagement (including in Español). Kendall will manage and direct this team with a hands-on project management approach.

Resumes of each staff member below can be found in the Appendix.

## TEAM ORGANIZATIONAL CHART



# C. EXPERIENCE

DKS has the experience and reputation to provide services to PCTPA on an on-call basis. Our firm has provided outreach services for a wide array of transportation-related projects and can provide all the services requested in this RFQ conducted by in-house personnel with the tools needed to fulfill

your communication goals. This table lists a number of recent projects that addressed the experience areas required on your on-call public outreach projects.

Project Experience	Client	Facilitating meetings and workshops	Conducting community surveys, polls and/or focus groups	Developing & implementing public engagement & communication plans	Graphic design and/or copywriting for mailers, social media & websites	Public outreach requirements.
<b>Fort Ord Regional Trail and Greenway (FORTAG).</b> This is the first phase of a multijurisdictional regional trail project. Originally opposed by a group of neighbors, the trail is moving ahead with community support following a comprehensive outreach program. <a href="https://www.fortag-canyonderrey.com">https://www.fortag-canyonderrey.com</a>	Transportation Agency for Monterey County	✓	✓	✓	✓	✓
<b>SR49 Corridor Study:</b> The El Dorado County Transportation Commission (EDCTC) in partnership with the Placer County Transportation Planning Agency (PCTPA) has commissioned a multimodal corridor plan for State Route (SR) 49 connecting the City of Auburn in Placer County to the unincorporated community of Cool in El Dorado County. <a href="http://AmericanRiverat40.com">AmericanRiverat40.com</a>	El Dorado County Transportation Commission	✓	✓	✓	✓	✓
<b>Santa Maria Local Road Safety Program:</b> The Santa Maria Local Road Safety Plan provides a framework for identifying, analyzing, and prioritizing roadway safety improvements on Santa Maria's roads. The Plan will guide future grant opportunities and identify potential projects that could improve roadway safety within the City. DKS' work included conducting interviews with 400 members of the local Mixto community which neither read or write English or Spanish. <a href="http://www.saferstreetsforsantamaria.com">www.saferstreetsforsantamaria.com</a>	City of Santa Maria, CA	✓	✓	✓	✓	✓
<b>City of Encinitas Electric Vehicle Plan:</b> Great project for the City of Encinitas, helping them identify locations and options for future charging stations. <a href="http://www.encinitasevplan.com">http://www.encinitasevplan.com</a>	City of Encinitas	✓	✓	✓	✓	✓
<b>Manhattan Beach Intelligent System Plan:</b> DKS developed and implemented an engagement program to identify key improvements along a busy corridor to improve traffic flow and safety. <a href="https://dks.mysocialpinpoint.com/manhattan-beach-ats/">https://dks.mysocialpinpoint.com/manhattan-beach-ats/</a>	City of Manhattan Beach	✓	✓	✓	✓	
<b>Roth Road Improvement Study:</b> DKS developed and deployed a comprehensive engagement program to improve goods movement and safety through the region. <a href="https://www.rothroadimprovementstudy.com">https://www.rothroadimprovementstudy.com</a>	San Joaquin County Council of Governments	✓	✓	✓	✓	✓
<b>Rancho Cordova Circulation Element Update:</b> DKS is managing a comprehensive outreach program in support of the City's Circulation Element.	City of Rancho Cordova	✓	✓	✓	✓	✓
<b>Meridian Ave. Corridor Plan:</b> DKS developed and implemented a Comprehensive Engagement Program to reimagine this multimodal corridor. Work included a series of public meetings and an interactive website. <a href="https://dks.mysocialpinpoint.com/meridian/">https://dks.mysocialpinpoint.com/meridian/</a>	City of Shoreline, WA	✓	✓	✓	✓	✓





# RESPONSE TO QUESTIONS

## 1. Public Outreach is increasingly difficult as the public is overwhelmed with information from traditional and new media. Please identify specific techniques and solutions your firm has used to successfully capture the attention of the public related to public policy, programs and issues.

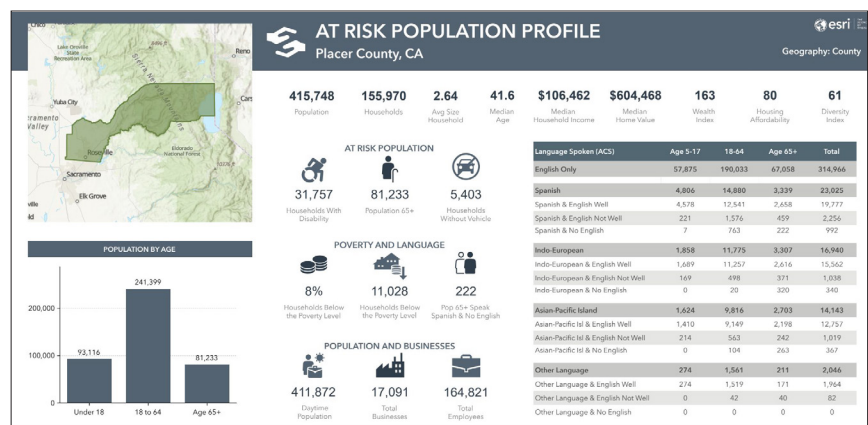
Successful public engagement programs are able to clearly demonstrate the relevance of the effort to their target audiences. The public is bombarded with a litany of messages, all battling for their attention. Transportation planning efforts move at a glacial pace in the public's eye; rarely rising to the top of their minds until actual construction or activities take place. To break through, messages should be concise, visually appealing, and clear in what they hope to achieve.

Collaboration is another key component to program success. We normally coordinate with local agencies to identify other concurrent projects or programs to seek opportunities to combine efforts when possible and/or cross-promote them. Agency staff and consultants are “meeting machines” but the public rarely shares that enthusiasm for attendance. Shifting engagement opportunities to include more “pop-up” events or attendance at meetings and events that are already taking place is a great way to “bring the message to the people” as opposed to getting them to come to us. We use as little transportation jargon or acronyms as possible, using plain language to explain concepts and proposed programs.

Finally, we work proactively with community advocates to help disseminate information to their local constituencies; leveraging existing relationships to reach target populations.

## 2. How do you suggest we measure and quantify our public outreach?

Determining the success of an engagement program is a combination of the quantity, quality and most importantly the diversity of engagement. For each project, we develop a specific profile for our target audience based on the project. This includes looking at socioeconomic data to ensure appropriate, meaningful engagement of disadvantaged groups. Translating a document into Spanish simply isn't enough anymore.



For each channel utilized, (meetings, events, online opportunities), we track participation by the number of people, the demographics of those people and the quantity and quality of comments received and/or engagement opportunities. This is especially important when using the outcomes of engagement efforts when applying for state and federal grants.

We will work closely with PCTPC to set targets for each project and then monitor efforts so that we are able to pivot when necessary to adapt to new situations or scenarios.

## 3. The Covid-19 pandemic drastically changed the lives of persons throughout the world and in Placer County. Please address in your view what has changed in your approach to public outreach resulting from the global pandemic and how you would conduct outreach moving forward.

When the pandemic first closed the world as we knew it, Project Manager Kendall Flint successfully assisted more than 200 public agencies in California in making the transition to virtual engagement for meetings. This change was especially difficult for seniors and socioeconomically disadvantaged communities that lacked access to WIFI or the skills to use it. In many cases, they were left out of the planning process.



After three years, like the work environment of most companies today, the key outcome is “hybrid” participation. Even as life has returned to a more normal state, people are still self-selecting the ways they want to participate in public engagement.

Recent efforts for the El Dorado County Transportation Commission’s American River Confluence Study, for example, proved that *both online and in person engagement* are essential to an outreach program’s success. The first two workshops for that effort were held virtually but the final was held in person. People in rural areas really wanted to connect in person.

We are also finding that most of our stakeholder meetings for agencies including EDCTC, NVTA, SJCOG and others continue to be virtual, while small groups and key stakeholders are shifting to in person meetings. Our engagement plans today are created and implemented to incorporate “live” and “virtual” opportunities to accommodate each community’s unique needs.

#### **4. Social and digital media has also undergone a change due the pandemic and changes in the social media companies themselves. Knowing this please explain what changes your firm has made to address these changes.**

All communications programs implemented by DKS include a comprehensive social media plan. PCTPA has been very successful in establishing multiple social media channels and websites. Our role is to create bilingual content to push through those channels and facilitate an organic distribution expansion through PCTPA member agencies and partners. This is critical to the success of a good social media plan. Posts should be driven by clear messages, strong visuals and a call to action to encourage a response, a share, and/or activity.

It’s important not to oversaturate social media channels and to coordinate efforts with other PCTPA initiatives so they aren’t competing for interest. Finally, all social media should be informed by the agency’s existing Public Involvement Plans and/or Social Media Policies.

## D. PROPOSED APPROACH - SAMPLE WORK PLAN

The following is DKS' proposed approach to developing public outreach efforts.

### **Task 1 Project Management**

DKS’ Project Manager and Community Engagement Specialist Kendall will be available for bi-weekly meetings with the project team to review the project schedule, key milestones, tasks and deliverables. For each project we will submit monthly invoices and summary reports detailing key deliverables, milestones reached and project status.

Deliverables: Biweekly Teem Meetings with County’s Project Manager and Team  
Agendas and Task Updates  
Monthly Billing Reports with Key Milestones and Deliverables

### **Task 2 Community Engagement Strategy**

The DKS Team will develop a Public Engagement Plan for review by PCTPA to guide an effective outreach program with all planning partners and community stakeholders. This will include a broad range of stakeholders including those in the private, public, and non-profit sectors, the business community, environmental interest groups, public health advocates, as well as social-equity organizations. DKS is committed to multicultural outreach programs that engage traditionally disenfranchised populations.

The Public Involvement Plan will use a cost effective multi-faceted approach, with a goal of engaging a broad representation of the project area’s residents, business interests and other key stakeholders. Our Project Manager and Deputy Project Manager will participate with PCTPA Staff in all meetings of the project team for the duration of the project.

The plan shall:

- Identify goals of the outreach effort.
- Develop key messages.
- Identify key stakeholders.
- Review all outreach methods available through PCTPA and other partners (newsletters, eblasts, websites and social media) and provide a detailed program to support the project.
- Develop protocols to maintain and expand a broad stakeholder database throughout the life of the project.
- Establish a consistent protocol for the dissemination of information for the duration of the project.

**Communications:** The DKS Team will undertake a variety of activities for broad communication with the public and interested stakeholders. This will include use of the web, email, news media, newsletters, public workshops, and presentations.

**Branding:** The DKS Team will develop an overall brand for the Project. This will be carried through all materials, the project website, and presentations in an effort to build enthusiasm about the update and ensure that this effort is distinct in the minds of the public and stakeholders. PCTPA will be given several options to choose from and will have final approval of the overall theme.

**Project Website:** The DKS team will create and host a project-specific website. The site will link directly to the PCTPA’s website and others as appropriate and will include information about the project of interest to residents and other stakeholders and information about upcoming meetings. The site will launch pending approval of brand and will include the following pages:

- Project Overview
- Meetings and Workshops
- Document Library
- Contact Us (Comments/Questions)

### **Interactive Web-Based Tool – Social Pinpoint**

DKS staff specialize in using web-based interactive mapping tools to facilitate remote public input. Interactive web-based tools can be a significant boon to increasing public input particularly in disadvantaged communities. Web-based mapping tools allow the public to make site specific comments about barriers, connectivity gaps, safety issues, potential solutions, or specific needs in the comfort of their own homes.



This process will be facilitated by the latest on-line interactive map technology, Social Pinpoint. Social Pinpoint allows up to 80 language preferences to promote equal access for those who have access to the web.

**Social Media:** DKS will develop social media materials promoting the process, upcoming workshops and opportunities for participation.

**Collateral Development & Translation Services:** DKS will develop the following documents and provide Spanish language translation:

- Project (Plan) Description
- Frequently Asked Questions
- Flyers/Posters for Workshops

**Community Presentations/Pop Up Events:** As in most communities, residents and business owners often find it difficult and/or inconvenient to attend public workshops. The DKS Team Community Engagement effort will include presentations providing opportunities for input to a variety of community groups and organizations. We will use these presentations as opportunities to promote upcoming workshops and encourage participation in the development of the Plan.

**Media Relations:** The DKS Team will be sending news releases on a regular basis promoting upcoming opportunities for engagement, workshops and key milestones in the process.

### Task 3 Meetings

**Stakeholder Meetings:** DKS will work closely with PCTPA’s Project Manager and team to identify participants representing varying interests in the project area as it pertains to the specific project.

These meetings may be conducted on virtual platforms, capable of using “room” functions multiple, simultaneous, focus-area discussions OR in person.

Each meeting will include:

- Detailed Agenda with Proposed Focus Area
- Interactive Tools for Live Click-Polls/Rankings and Feedback
- Visual Tools including Maps, Videos and Presentations
- Proactive Facilitation to Ensure Maximum Participation by ALL Members
- Meeting Notes and Summaries
- Recording of Meetings

**Focus Groups:** Focus groups are valuable because they allow alternative ways of obtaining information from the public without using surveys, which tend to be viewed as scientific and only produce quantitative data. Focus groups utilize qualitative data collection methods. Just as in the dynamics of real life, the participants are able to interact, influence, and be influenced—giving actionable insight into their knowledge of key issues related to regional needs for their community and the groups or people they represent.

DKS will work with PCTPA to identify appropriate participants for 90-minute focus groups to explore key issues and topics. Groups may be formed to represent specific interests such as housing advocates or the development community OR may be set-up with the intent to combine viewpoints and hear varying positions at the same time.

**Community Workshops:** DKS will plan, promote and facilitate Community Workshops as required for each project. Each workshop format will be defined in collaboration with PCTPA staff in response to the specific objectives of the planning process. Each workshop will be structured as a family-friendly event and use techniques that engage the interest of participants, maximize opportunities for input and discussion, and incorporate residents’ input into the planning process. Workshop methods may include:

- Pre-meeting advertisement that clearly explains the intent, topics, and format of the event.
- Opportunities before and after workshops submit comments/questions.
- Live-polling activities as part of our online presentations.

- Recording of the workshops for future reference.
- Development of a “virtual workshop” on the project website following the “live” meeting.
- Accommodation for Spanish language translation.

**Promotion Timelines:**

**Three-Four weeks prior**

- Social Media Event Posts
- Website Updates
- News Release
- Board Announcements

**Two weeks prior**

- Social Media Posts re: Workshop Format and Goals
- Stakeholder Outreach (Chamber/Community Groups)
- Website Updates
- eBlasts

**One week prior**

- Social Media
- eBlast Reminders

**Task 4 Summary Report**

DKS will provide PCTPA with a detailed summary report describing all efforts undertaken as part of the engagement effort. This will also include demographic information about participants, level of participation and key issues, themes and outcomes identified.

## E. PROPOSED METHOD OF COMPENSATION

DKS will invoice monthly based on a time-and-materials basis for actual services provided. **Our Not To Exceed Cost for this project will remain within the FY budget established for this multi-year Master Agreement.**

The table below shows rate ranges for staff classifications for our Public Engagement and Creative Services staff members, and in some cases, identifies the key staff in those classifications. Key staff will not be changed without the written consent of the County. We have included a range for staff that may be brought in to assist based on their unique experience and abilities which in our experience has been in the best interest of both our clients and DKS, allowing us to manage multiple on-call projects at the same time should the need arise.

Principal-in-Charge	Terry Klim	\$280-340
Project Manager	Kendall Flint	\$240-280
Deputy Project Manager	David Banuelos	\$180-210
Public Information Coord.	Various Staff	\$145-180
Public Information Specialist	Various Staff	\$120-160
Creative Services Director	Melissa Abadie	\$160-200
Senior Graphic Designer	Various Staff	\$140-160
Graphic Designer	Various Staff	\$110-140
Design Assistant	Various Staff	\$85-115
Media Relations Specialist	Various Staff	\$120-150
Social Media Specialist	Various Staff	\$125-150
Multi-Cultural Outreach	Crystal Chavez, Elizabeth Aguilar	\$140-180
Project Coordinator / Admin	Various Staff	\$110-150



ALICE DOWDIN CALVILLO  
City of Auburn  
TRINITY BURRUSS  
City of Colfax  
PAUL JOINER  
City of Lincoln  
DANNY CARTWRIGHT  
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

April 1, 2023

Mark Watts, Principal - Smith, Watts & Hartmann  
Kiana Valentine, Principal – Politico Group  
1127 11<sup>th</sup> Street, Suite 747  
Sacramento, CA 95814

**SUBJECT: LETTER OF TASK AGREEMENT #23-01  
BETWEEN SMITH, WATTS & HARTMANN, LLC - POLITICO GROUP AND  
THE PLACER COUNTY TRANSPORTATION PLANNING AGENCY**

This letter, when countersigned, authorizes work under the “Master Agreement between the Placer County Transportation Planning Agency (PCTPA) and Smith, Watts & Hartman - Politico Group (PG-SWH), dated March 22, 2023.

1. Incorporated Master Agreement: This letter of task agreement is the statement of contract-specific requirements applicable to the work effort to be undertaken by Smith, Watts & Hartmann and Politico Group to provide consulting services for the Placer County Transportation Planning Agency.
2. Term: Consultant services are to commence April 1, 2023, and shall be completed in such a sequence as to assure that timelines are met. This letter of task agreement shall end on June 30, 2026. At the end of the agreement term, PCTPA will have the option to exercise two (2), one (1) year renewal options. During the term of this contract, you are not to engage in other work that would be deemed a conflict of interest with PCTPA interests.
3. Scope of Services: Consultant will provide consulting services for the Placer County Transportation Planning Agency, as described in the attached Scope of Work. The Executive Director will act as Project Manager for PCTPA. Mark Watts will act as Project Manager for this Task Agreement and provide the primary point of contact for PCTPA.
4. Compensation: For services rendered on an as needed basis, Consultant will be compensated based on a monthly retainer not to exceed \$2,500 or \$97,500 total for the term of the contract, not including renewal option years. Consultant will invoice monthly for work completed. Invoices will be paid within thirty (30) days of receipt.

If this Letter of Task Agreement meets with your approval, please sign and return one copy. Questions concerning this agreement and the project in general should be directed to Matt Click, Executive Director, at (530) 823-4030.

Sincerely,

Accepted by:

\_\_\_\_\_  
3/22/2023  
Matt Click, Executive Director      Date  
Placer County Transportation Planning Agency

\_\_\_\_\_  
Mark Watts, Principal      Date  
Smith, Watts, and Hartmann LLC

Attachments: Scope of Work  
2023 State Legislative Priorities

\_\_\_\_\_  
Kiana Valentine, Principal      Date  
Politico Group

## **State Advocacy Services**

### **Scope of Work**

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- Assist the Agency in its pursuit of a transportation sales tax measure to provide local funding for transportation projects in Placer. This includes monitoring of changes in state legislation state action or other jurisdictional actions that could be positive or detrimental to this objective.
- Assist the Agency and its member agencies in obtaining maximum funding for Placer priority projects, particularly modifications to the 80-65 Interchange, widening of Highway 65 and Baseline/Riego Road to make them CAPTI compliant.
- Assist in seek funding for active transportation projects for PCTPA and its member agencies.
- Assist in seeking funding for the Capitol Corridor 3<sup>rd</sup> Track project.
- Assist the Agency with maximizing the funding potential of the Sacramento/Placer Gateway Plan and Nevada/Placer Highway 49 Congested Corridor Plans.
- Assist the Agency with its relationship with Yuba County relative to the Wheatland Bypass project and a comprehensive corridor approach to Highway 65 with potential for the Corridor to be added to the Interregional Transportation Improvement Plan (ITIP) in the future.
- Work with Caltrans, the California Transportation Commission, the Legislature, the Governor's Office, and other appropriate groups to ensure the rules governing the implementation of the transportation infrastructure initiatives are equitable for Placer projects and priorities.
- Assist the Agency in working with Caltrans, the California Transportation Commission, and other appropriate parties to ensure the CMAQ and STBG funding are ensured for Placer projects.
- Assist the Agency in fostering its relationship with Washoe County Transportation Commission (RTC), Nevada Department of Transportation (NDOT), Nevada County Transportation Commission (NCTC), the Tahoe Regional Planning Agency (TRPA) and the Town of Truckee for projects of joint interest to the two agencies such as the Sacramento/Reno/Tahoe Rail Feasibility Study.
- A copy of the 2023 State Priorities of the Agency is attached. It is expected that the consultant will assist in the annual state legislative priorities at the end of the calendar years during the contract period.

## PCTPA Adopted 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 3<sup>rd</sup> 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).





ALICE DOWDIN CALVILLO  
City of Auburn  
TRINITY BURRUSS  
City of Colfax  
PAUL JOINER  
City of Lincoln  
DANNY CARTWRIGHT  
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

April 1, 2023

W. Roger Gwinn  
Chief Executive Officer  
TFG  
1901 Pennsylvania Avenue, NW, Suite 700  
Washington, DC 20006

**SUBJECT: LETTER OF TASK AGREEMENT #23-01  
BETWEEN THE FERGUSON GROUP (TFG) AND  
PLACER COUNTY TRANSPORTATION PLANNING AGENCY**

Dear Mr. Miller:

This letter, when countersigned, authorizes work under the “Master Agreement between the Placer County Transportation Planning Agency (PCTPA) and The Ferguson Group (TFG) dated March 22, 2023.

1. Incorporated Master Agreement: This letter of task agreement is the statement of contract-specific requirements applicable to the work effort to be undertaken by TFG to provide consulting services for the Placer County Transportation Planning Agency.
2. Term: Consultant services are to commence April 1, 2023, and shall be completed in such a sequence as to assure that timelines are met. This letter of task agreement shall end on June 30, 2026. At the end of the agreement term, PCTPA will have the option to exercise two (2), one (1) year renewal options. During the term of this contract, you are not to engage in other work that would be deemed a conflict of interest with PCTPA interests.
3. Scope of Services: Consultant will provide consulting services for the Placer County Transportation Planning Agency, as described in the attached Scope of Work. The Executive Director will act as Project Manager for PCTPA. Mike Miller will act as Project Manager for this Task Agreement and provide the primary point of contact for PCTPA.
4. Compensation: For services rendered on an as needed basis, Consultant will be compensated based on a monthly retainer not to exceed \$3,750 or \$146,500 for the term of the contract, not including renewal option years. Consultant will invoice monthly for work completed. Invoices will be paid within thirty (30) days of receipt.

If this Letter of Task Agreement meets with your approval, please sign and return one copy. Questions concerning this agreement and the project in general should be directed to Matt Click, Executive Director, at (530) 823-4030.

Sincerely,

Accepted by:

\_\_\_\_\_  
Matt Click, Executive Director  
Placer County Transportation Planning Agency

3/22/2023  
Date

\_\_\_\_\_  
W. Roger Gwinn, CEO  
TFG

Date

Attachments: TFG Work Plan  
2023 Federal Legislative Priorities

# WORK PLAN



The following section outlines the work plan to develop and carry forward PCTPA's federal agenda.

**Conduct Strategic Assessment of Opportunities.** TFG will meet with PCTPA officials and staff to gain a full understanding of your priorities. We will explore your priorities to ensure that you can take advantage of all opportunities and are aware of any potential federal actions adverse to your interests.

**Timeframe:** As soon as possible after coming under contract.

**Develop Federal Agenda and Strategy.** TFG will provide a written draft federal agenda matching projects to funding opportunities and regulatory issues. Once approved by PCTPA, the federal agenda serves as TFG's work plan.

**Timeframe:** Within 30 days of strategic assessment meetings.

**Prepare Briefing Exhibits / Congressionally Directed Spending (CDS) Requests.** TFG will work with PCTPA to develop briefing exhibits needed to express your federal agenda. We will assist the PCTPA with press releases and other public communications. In addition, we will work with PCTPA to draft and submit congressional CDS requests to PCTPA's congressional delegation.

**Timeframe:** Initial project briefing documents with additional documents produced for specific meetings and other purposes. CDS submittal information as soon as possible due to early deadlines.

**Schedule Washington, D.C. Meetings.** TFG will advise PCTPA regarding travel to DC for meetings. We also successfully host "virtual DC days," providing our clients the opportunity to engage virtually and directly with officials and staffers, accomplishing all advocacy goals while preserving resources for critically important travel. We personally guide you through these communications – either via virtual means or when in Washington, D.C., assist with related logistics, and provide all necessary follow-up. Because we maintain a California office, TFG is available to coordinate and personally attend on-site visits from congressional offices and agency officials and agency field office meetings.

**Timeframe:** ASAP in light of CDS requirements, and also throughout the year as necessary for advocacy and grant efforts.

**Advocacy Outside the Beltway.** Our work with agency personnel located in agency regional offices – including regional US DOT offices and resource agencies – is productive for many of our California clients. Along similar lines, we will coordinate with your congressional delegation district offices. Working with district staff can be critically important. Several current delegation Members coordinate much of their work primarily through district offices, and these highly resourceful staffers often play pivotal roles in our federal advocacy efforts. We are mindful that PCTPA officials and staff already have well established relationships with many federal offices; TFG works to leverage existing relationships.

**Timeframe:** Ongoing with meetings possible within the first two to three months of representation.

**Legislative Services.** TFG will guide PCTPA priorities through legislative processes and track your priorities through final passage and implementation. We let you know when and how to successfully advocate for your priorities at critical times. We regularly track, attend, and report on committee hearings and markups in both chambers.

**Timeframe:** Ongoing.

**Enhance Relationships.** Our team has strong relationships with Members of Congress, key congressional committees, Administration officials within the Executive Office of the President and other intergovernmental affairs offices, and key appointed agency officials and staff. We have forged strong working relationships over the years with Members of the Northern California delegation who represent the PCTPA geographic region. We are also expert at quickly and successfully developing relationships with new Members of Congress – important this year for PCTPA. We have existing relationships with relevant stakeholder groups, trade associations, and issue-oriented coalitions. Through these contacts, we remain actively involved in the development of transportation- and environmental-related legislation and regulations, as well as the preparation and adoption of the federal budget, annual appropriations bills, and competitive grant applications. Just as we assist in developing your agenda, TFG assists elected federal officials and their staff in identifying and undertaking activities to achieve your goals and objectives, and we often provide draft material (e.g., letters, press releases, quotes, legislative and report language) for consideration by congressional offices. Many TFG professionals – including members of your PCTPA Team – are former Hill staffers and know when and how to approach offices with draft documents.

**Timeframe:** Ongoing.

**Provide Grant Support and Advocacy.** Our grants team will support PCTPA to ensure relevant competitive grant opportunities are explored. In most cases grants services are included in our professional services contracts. However, occasionally our clients ask us to take over the grant application *entirely*, including writing the application narrative “from scratch” and developing the highly complex and required benefit/cost analysis (BCA). In these cases, we work with our client to develop a separate fee arrangement for services outside our standard contract; the separate fee (outlined in the Compensation section below) is discounted from fees for non-retainer clients. In most cases, the best value-add for our clients are the services included with our retainer and outlined in the bullets below.

Every week we will send you a list of newly published and relevant federal, state, and foundation competitive grant solicitations. Your TFG manager will review and evaluate the list with you to zero in on achievable grant opportunities matching your priorities. Once a grant opportunity is identified and PCTPA decides to move forward, we guide you in positioning the application for success. We coach you through the application and submittal process, and we help put you face-to-face with program officers and decision makers within funding agencies. We advocate for your projects while enhancing your relationships with key agency officials and staff.

**Impact Legislation and Regulations.** In addition to seeking funding for PCTPA projects through congressional authorizations, appropriations, and grants, TFG will also counsel you on legislation and regulatory action that could be beneficial or harmful to the Agency.

**Timeframe:** Ongoing.

**Client Communications and Publications.** TFG believes steady and open communication is essential to a successful business relationship with our clients. We provide status reports on your priorities as well as recommendations for new initiatives. Based upon your needs and schedule, our reporting includes regularly scheduled meetings, written status reports, special action alerts, access to TFG webinars, and timely information on relevant grants, legislation and regulations, as well as congressional committee meetings, hearings, and conferences.

**Timeframe:** Ongoing.

# PCTPA Adopted 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 IIJA 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 IIJA levels in the annual appropriation process as has been the case the past two years
- 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.



SANDY AMARA  
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  
MIKE LUKEN  
Executive Director

March 22, 2023

Curtis Below, Partner & COO  
Fairbank, Maslin, Maullin, Metz, & Associates  
1999 Harrison St, Suite 2020  
Oakland, CA 94612

**RE: LETTER OF TASK AGREEMENT #21-01 BETWEEN  
FAIRBANK, MASLIN, MAULLIN, METZ, & ASSOCIATES (FM3)  
AND THE PLACER COUNTY TRANSPORTATION PLANNING AGENCY**

Dear Mr. Below:

This Letter of Task Agreement, when countersigned, authorizes work under the “Master Agreement between the Placer County Transportation Planning Agency (PCTPA) and Fairbank, Maslin, Maullin, Metz, & Associates (FM3 Research) dated April 1, 2023.

1. Incorporated Master Agreement: This Letter of Task Agreement is the statement of contract-specific requirements applicable to the work effort to be undertaken by Fairbank, Maslin, Maullin, Metz, & Associates (FM3).
2. Term: Consultant services are to commence April 1, 2023, and shall be completed in such a sequence as to assure that timelines are met. This Letter of Task Agreement shall end on June 30, 2024. Extensions to this contract may be made with the agreement of both parties. During the term of this contract, Consultant shall not engage in other work that would be deemed a conflict of interest with PCTPA interests.
3. Scope of Services: Consultant will perform public surveys, focus groups and polling services to provide PCTPA with information on transportation issues and funding in Placer County. FM3’s Scope of Work dated March 9, 2023 is an integral part of this agreement and further defines the focus groups and polling services.
4. Personnel: Consultant will provide its own personnel to perform the work. Consultant will provide administrative support and overhead expenses. Matt Click, Executive Director, will act as PCTPA Project Manager.
5. Compensation: For services rendered, Consultant will receive compensation not to exceed \$112,000. Changes will not be made unless authorized in advance by the PCTPA Executive Director. Consultant will invoice on a monthly basis for work completed. PCTPA will withhold ten percent (10%) of the payments due until successful completion of each survey and the delivery and acceptance of all final products. Invoices will be paid within thirty (30) days of receipt.





OPINION  
RESEARCH  
& STRATEGY

**TO** Matt Click  
PCTPA

**FROM** Curtis Below & Lucia Del Puppo  
FM3 Research

**RE:** Research Options for Assessing the Viability of a Potential 2024 Ballot Measure

**DATE** March 9, 2023

---

Fairbank, Maslin, Maullin, Metz & Associates (FM3) is pleased to submit this short scope of work to conduct research assessing the viability of a potential November 2024 sales tax measure in the boundaries of Lincoln, Rocklin and Roseville.

**Project Goals** It is our understanding the Placer County Transportation Planning Agency (PCTPA) may wish to conduct up to two sets of focus groups and two surveys during 2023 and 2024 assessing the viability of a potential November 2024 tax measure. While the timing of the three surveys may change, the initial plan would be to conduct this research starting in early 2023 through Spring/Summer 2024.

- Research Methodologies**
- In-person focus groups
  - Dual-mode voter surveys (telephone and online interviews)

**Survey Respondent Contact Method** Telephone calls, email invitations and text invitations

**Focus Group Participants** The specifics screening criteria will be determined at the onset of each round of focus groups, but they will consist of likely November 2024 voters who are undecided or tentative in their support or opposition to a potential measure. FM3 will recruit 12 for each group with 10 participating.

**Survey Sample** The samples will be drawn from likely November 2024 voters identified in the County's voter file. As we have done in prior years, our assumption is that the base samples would be 600 interviews (roughly half conducted online and half on the phone) in the cities of Lincoln, Rocklin and Roseville.



**Survey Margin of Sampling Error\*** ±4.0% for a sample of 600 interviews

\*At the 95% confidence level (i.e., in 95 out of 100 cases)

**Survey Questionnaire** While our past surveys for PCTPA have been closer to 20 minutes, we are providing a range of costs for 15- and 20-minute surveys.

**Language** As per prior research, all focus groups and survey interviews will be conducted in English.

**Deliverables** Following the completion of the focus group projects, we will provide:

- A copy of the final discussion guide
- The screening questionnaire and participant responses
- Transcripts (and video recording upon request)
- A summary memo of the findings and observations

Following the completion of each survey, we will provide:

- A questionnaire with the topline results of the survey for easy reference
- A complete set of crosstabs in an easy-to-read, comprehensive format
- Verbatim responses to any open-ended questions
- A complete analysis of survey results in PowerPoint
- A presentation of the survey results

FM3 will also be available for ongoing consultation and any further analysis of the research.

**Cost** Figure 1 contains the total estimated costs for focus group research. These prices are comprehensive and include all costs for screener design; discussion guide design; recruitment; participant incentives; facility rental; moderation; audio and video recording; transcription; analysis; and reporting. This means that if PCTPA wishes to conduct two rounds of focus groups, that would cost a not-to-exceed amount of \$18,000 for each round for a total of \$36,000.

**Figure 1: Estimated Focus Group Costs**

Number of Focus Groups	Costs
2 groups in one night	\$18,000

**Error! Reference source not found.** contains the total estimated costs for survey research. These prices are comprehensive and include all costs for questionnaire design; sample acquisition and preparation; programming; email and text invitations; survey hosting; telephone interviewing; data entry and analysis; and reporting. This means that if PCTPA wishes to conduct two surveys, that would cost a not-to-exceed amount of \$38,000 for each survey for a total of \$76,000. Survey costs would be reduced for shorter surveys.

**Figure 2: Estimated Survey Costs**

Survey Length	600 Interviews
15 minutes	\$34,000
20 minutes	\$38,000

We would welcome the opportunity to work with you on this research, and if you have any questions or if there is any further information we can provide, please do not hesitate to contact us. Thank you for your consideration and you may reach us as follows:

Curtis Below  
 Fairbank, Maslin, Maullin, Metz & Associates (FM3)  
 1999 Harrison Street, Suite 2020  
 Oakland, CA 94612  
 (510) 451-9521 (Office)  
 Curt@FM3Research.com



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

April 1, 2023

Gordon Fowler, Founder  
 3fold Communication, LLC  
 2031 K Street  
 Sacramento, CA 95811

**SUBJECT: LETTER OF TASK AGREEMENT #23-01  
 BETWEEN 3FOLD COMMUNICATIONS, LLC AND  
 PLACER COUNTY TRANSPORTATION PLANNING AGENCY**

Dear Mr. Fowler:

This letter, when countersigned, authorizes work under the “Master Agreement between the Placer County Transportation Planning Agency (PCTPA) and 3fold, dated March 22, 2023.

1. Incorporated Master Agreement: This letter of task agreement is the statement of contract-specific requirements applicable to the work effort to be undertaken by 3fold to provide funding strategy outreach consulting services for the Placer County Transportation Planning Agency.
2. Term: Consultant services are to commence April 1, 2023, and shall be completed in such a sequence as to assure that timelines are met. This letter of task agreement shall end on June 30, 2024. During the term of this contract, you are not to engage in other work that would be deemed a conflict of interest with PCTPA interests.
3. Scope of Services: Consultant will provide consulting services for the Placer County Transportation Planning Agency, as described in Exhibits A and B, Marketing Campaign Services / Digital Work. The Executive Director will act as Project Manager for PCTPA. Gordon Fowler will act as Project Manager for this Task Agreement and provide the primary point of contact for PCTPA.
4. Compensation: For services rendered on an as needed basis, Consultant will be compensated at a rate not to exceed the contract value of \$276,975. Consultant will invoice monthly for work completed. Invoices will be paid within thirty (30) days of receipt.

If this Letter of Task Agreement meets with your approval, please sign and return one copy. Questions concerning this agreement and the project in general should be directed to Matt Click, Executive Director, at (530) 823-4030.

Sincerely,

Accepted by:

\_\_\_\_\_  
 Matt Click, Executive Director  
 Placer County Transportation Planning Agency

3/22/2023  
 Date

\_\_\_\_\_  
 Gordon Fowler, Founder/Sr.Partner  
 3fold Communications, LLC

Date

Enclosure: Exhibit A/B – 3Fold Marketing & Design Services

# EXHIBIT A

## FEES

The cost for services 3fold will provide under this Scope of Work will be \$27,600. 3fold will begin work when this Agreement is signed.

As a company with a mission of building up communities and the businesses and residents within them, we choose to work with clients who help us meet our mission by providing their audiences with either tools, resources, access, and/or development opportunities that create sustainable lifestyles.

## Scope of Work:

3fold will work with the PCTPA team to develop design materials to assist in their goal of educating the public on upcoming transportation initiatives. This work will include:

### Kiosk Wrap Design

- Key messaging development
- Develop artwork for up to three (3) surfaces in a mall kiosk
- Design within existing specs
- Incorporate client-owned or stock photography
  - Stock photography will be billed separately at a rate of \$50 per image
- Up to two (2) revisions for each kiosk
  - Additional revisions will be billed separately at a rate of \$155/hr. per revision

### Video Production

- End-to-end video production services for two (2) :15-:30 video spots to be used in future media campaigns. This includes:
  - Concepting
  - Storyboarding and scripting
  - Video development, including pre and postproduction
    - 3fold will incorporate client-owned or stock videography to complete this project. Stock videography will be billed separately at a rate of \$50 per image
- Up to two (2) revisions for each video
  - Additional revisions will be billed separately at a rate of \$155/hr. per revision

### Keep Placer Moving Website Update

- Update Existing Wordpress based KeepPlacerMoving.Com website for both desktop and mobile device use two (2) times incorporating design from other items. Existing website and website files to be provided by PCTPA. (\$10,000)

<b>Total Contract Value:</b>	<b><u>\$27,600</u></b>
• Marketing Services	\$4,600
• Website	\$10,000
• Misc Print Graphics	\$5,000
• Media Fees:	\$6,800
• Production Spend:	\$1,200
• Production Fees:	\$0
• Event Services:	\$0
• Event Fees:	\$0
• Consulting Services:	\$0

### Payment Schedule:

The cost for the agreed phases shall be split into payments invoiced at the following intervals:

- Billed monthly as needed                      not to exceed \$27,600

*Any invoice remaining unpaid after the due date shall accrue interest at a rate of one and one-half (1.5%) percent per month. As a gentle reminder, any invoice remaining unpaid for more than sixty (60) days from the due date could result in work being suspended on your account.*

*Media and production spend and fees are billed prior to the campaign running. Any media or production fees that are not paid within 60 days of receipt of invoice will result in a pause in the campaign until fees are received.*

### Creative Time + Billing:

For creative products, two (2) rounds of revisions per product are included in this contract. Any rounds beyond this will be billed separately at an hourly rate

of \$200/hr. until the project is complete. Any request for Rush Orders (less than 24 hours) will assume a flat fee of \$500.

## **Media, Production + Imagery Fees**

All gross media budgets assume an industry-standard 15% service fee. Printing, video, photo, and promotional product requests will be provided an estimate, and invoiced at 50% upon signature and remaining balance of final costs plus 15% at the completion of the project. Standard stock images are \$50 per image; Client will be provided an estimate and billed on final costs when all images are approved. All estimates are based on market value and assume a +/- 10% variance. All estimates are good for 10 days.

## **Services Included Within Scope of Contract**

The services 3fold will provide pursuant to this Agreement are generally described in project deliverables. In no event shall 3fold be obligated to begin providing its services under this Agreement until CLIENT has accepted and signed the agreement.

## **Changes in Scope of Services**

Changes to the scope of the services stated within this Agreement shall be made only in a writing executed by authorized representatives of both parties. 3fold shall have no obligation to commence work in connection with any change in the project deliverables until the changes are agreed-upon by the parties in writing.

## **Cancellation of Agreement**

CLIENT or 3fold may terminate this Agreement at any time and for any reason. In the event of such termination, neither CLIENT nor 3fold will be liable to the other for damages stemming from the loss of prospective profits, anticipated sales or good will.

The termination of this Agreement shall not relieve CLIENT from its responsibility to pay the balance of any outstanding and then current invoices produced by 3fold to CLIENT pursuant to this Agreement. In the event that either CLIENT or 3fold cancels this Agreement pursuant to this Section, CLIENT will be invoiced at a billable rate of \$200 per hour for any unpaid work performed, to the extent such work was not already captured by the previous invoice issued pursuant to the cost of services and invoice schedule set forth herein.

IN WITNESS WHEREOF, each of the authorized Parties has executed this Agreement as of the Effective Date.

Client: Placer County Transportation Planning Authority

Name of Signer: Matt Click

Title: Executive Director

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Company: 3-Fold Communications, LLC, a California Limited Liability Company

Name of Signer: Gordon Fowler

Title: Founder, Senior Partner

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



## EXHIBIT B – PLACER COUNTY TRANSPORTATION PLANNING AGENCY – MARKETING CAMPAIGN SERVICES

### **SCOPE OF WORK:**

The Placer County Transportation Planning Agency (PCTPA) is looking to build awareness of a new potential initiative in the region: a transportation sales tax measure that will create safer corridors for the region and reduce traffic congestion.

To do this, PCTPA is partnering with 3fold on a marketing campaign to build awareness of the initiative.

#### **Business goal:**

- Share the benefits of the potential transportation sales tax with Placer County residents

#### **Marketing goal:**

- Engage previously identified and prioritized audience segments with intentional messaging and media

#### **Marketing objectives:**

- Deploy 1-2 campaign flights to maximize available media coverage
- Refresh creative and messaging based on intermittent focus group intel
- Provide reporting and analysis to demonstrate the breadth of media placements and coverage during the campaign

For this work, 3fold will engage our Lead Consultant as a client advocate. This will allow us to move quickly and nimbly between various phases of work.





## Phases of Work

Phase	Tactics	Owners	Description
<b>Phase I: Project Handoff</b>			
1.1	Client brief development	Account Manager, Director of Client Services	Creating the client roadmap
<b>Phase II: Data Collection and Synthesis</b>			
2.1	Project kickoff	Account Manager, Director of Client Services, Planning Director, Media Director, Creative Director	Kicking off the project with all relevant 3fold and PCTPA team members, including gathering available research and relevant information
<b>Phase III: Insights Development</b>			
3.1	Develop key performance indicators (KPIs)	Account Manager, Planning Director, Media Director	The assessment and determination of how the campaign's success will be measured
3.3	Media strategizing	Media Director	The Media Director spends time identifying how and where our insights are best reciprocated by our audience based on the approved KPIs
3.4	Media planning	Media Director	The media plan outlines estimated channel placements, frequency, and metrics, including budget and timing



3.5	Creative brief development	Planning Director, Creative Director	The creative brief is the documentation the creative team and outside vendors will use to build the creative concept for the marketing campaign
<b>Phase IV: Concept Development</b>			
4.1	Creative concepting	Creative Director, Copywriter, Planning Director	In concept development, the creative and planning teams use visuals and language to communicate the “big idea” for the campaign
4.2	Concept presentations	Creative Director, Copywriter, Planning Director, Media Director, Account Manager	The concept presentation includes the outreach strategy, media strategy, and creative strategy for the Los Rios team’s review and approval
<b>Phase V: Campaign Production</b>			
5.1	Identify production requirements	Account Manager, Creative Director, Media Director	The 3fold team meets to determine how to produce the required deliverables as set forth by the approved creative concept and media plan
5.2	Spec work development	Creative Director, Copywriter	The Creative Director and Copywriter build examples of major assets for client approval



5.3	Campaign asset development	Graphic Designer	Once the spec work is approved, 3fold designers build the many iterations of the campaign media placements
<b>Phase VI: Assessment and Management</b>			
6.1	Ad trafficking and placement	Media Director, Campaign Manager	The 3fold media team negotiates with the selected media platforms and channels for premiere placements and frequency and quality assures the creative and messaging
6.2	Day-to-day media management	Campaign Manager	Your dedicated Campaign Manager will monitor the media campaign daily, optimizing for best outputs against our approved KPIs
6.3	Monthly performance assessments	Media Director, Planning Director, Creative Director, Account Manager	On a monthly basis, the Insights department gets together to assess the performance of the campaign and determine what major optimizations, if any, are required to maintain success
6.4	Ongoing reporting/presentations	Account Manager	Your Account Manager will report monthly on the media campaign's success and recommended optimizations for the following month



**Term of Contract:** April 1, 2023 – June 1, 2024

**Total Contract Value:** \$249,375

- Marketing Services \$72,400
- Media Spend \$150,025
- Media Fees \$26,475
- Production Spend \$425
- Production Fees \$50
- Event Services \$0
- Event Fees \$0
- Consulting Services \$0

\$249,375

**Billing Schedule:**

- Initial Deposit (\$30,000.00 x1) (March 23,2023) \$30,000
- Billed Monthly (\$15,669.64 x14) (April 2023-June 2024) \$219,375
- TOTAL** **\$249,375**

*Any invoice remaining unpaid after the due date shall accrue interest at a rate of one and one-half (1.5%) percent per month. As a gentle reminder, any invoice remaining unpaid for more than sixty (60) days from the due date could result in work being suspended on your account.*

*Media and production spend and fees are billed prior to the campaign running. Any media or production fees that are not paid within 60 days of receipt of invoice will result in a pause in the campaign until fees are received.*



**Creative Time + Billing**

For creative products, two (2) rounds of revisions per product are included in this contract. Any rounds beyond this will be billed separately at an hourly rate of \$200/hr. until the project is complete. Any request for Rush Orders (less than 24 hours) will assume a flat fee of \$500.

**Media, Production + Imagery Fees**

All gross media budgets assume an industry-standard 15% service fee. Printing, video, photo, and promotional product requests will be provided an estimate, and invoiced at 50% upon signature and remaining balance of final costs plus 15% at the completion of the project. Standard stock images are \$50 per image; Client will be provided an estimate and billed on final costs when all images are approved. All estimates are based on market value and assume a +/- 10% variance. All estimates are good for 10 days.

**Non-Payment of Invoices**

Any undisputed amounts payable by PCTPA hereunder which remain unpaid 60 days after the due date will be subject to a late charge equal to 1.5% per month of the total due amount from the end of the Payment Period until such amount is paid in full.

Client Authorized Signature:

---

Printed Name

---

Title \_\_\_\_\_ Date \_\_\_\_\_



3fold Communications Authorized Representative

---

---

Date

Gordon Fowler, Founder, Senior Partner  
3fold Communications, LLC  
2031 K Street, Sacramento, CA 95811  
a California limited liability company

## Surplus Inventory List

March 22, 2023

Surplus Reason Codes: A - No longer needed B - Reached useful life, C - Replaced, D - Cost to repair is higher than value, E - Damaged/not working

Surplus Reason Code	Description	Quantity
A / C	Dell Monitors - 24"	12
E	HP 1320 Printer	1
B / C	Dell i5 CPUs	8
B	Canon Fax Machine	1
B	Polycom Phones	8
B / C	Dell Xeon PowerEdge T320 Server	1
B / C	Logitech Wired Keyboard	9
B	Polycom Speaker Phone	2
B / C	Dell i5 Core Laptop	2
A	Electronic Message Board	1
E	Hitachi 50" Flat Screen	1
B	HP Laser Jet 1020 Printer	1
D	HP Laser Jet 400 Color	1



# Placer County Transportation Planning Agency

## MEMORANDUM

**TO:** PCTPA Board of Directors **DATE:** March 22, 2023

**FROM:** Mike Costa, Senior Transportation Planner  
Rick Carter, Deputy Executive Director

**SUBJECT:** CONGESTION MITIGATION AND AIR QUALITY (CMAQ) AND SURFACE TRANSPORTATION BLOCK GRANT (STBG) REVISED PROGRAM FUNDING ESTIMATES AND PROJECT PROGRAMMING RECOMMENDATIONS

### ACTION REQUESTED

1. Adopt revised Congestion Mitigation and Air Quality (CMAQ) and Surface Transportation Block Grant (STBG) program funding estimates for Federal Fiscal Years (FFYs) 2026 and 2027, as identified in Attachment 1.
2. Approve the list of transportation, transit, and air quality improvement projects, as identified in Attachment 2, using the revised CMAQ and STBG program funding estimates.
3. Direct staff to work with local agencies and the Sacramento Area Council of Governments (SACOG) to program these projects into the Metropolitan Transportation Improvement Program (MTIP).

### BACKGROUND

On August 24, 2022, the PCTPA Board of Directors adopted future CMAQ and STBG funding estimates, collectively making approximately \$16.63 million available for eligible local projects to be funded and delivered in FFYs 2026 and 2027. Concurrent with this action, the PCTPA Board adopted CMAQ and STBG funding program guidelines and directed staff to issue a competitive Call for Projects based on the adopted guidelines and funding estimates. This process has historically occurred on a two- or three-year cycle. However, with the recent Federal Highway Administration's (FHWA's) and California Department of Transportation's (Caltrans') direction regarding the programming of CMAQ and STBG funding by PCTPA and SACOG, this will be PCTPA's last cycle to estimate and program CMAQ and STBG funding directly for Placer County's local projects. SACOG will administer future CMAQ and STBG funding round cycles for the entire six-county region, in which Placer County's local projects will compete for available funds.

### DISCUSSION

PCTPA issued a Call for Projects on August 29, 2022, which closed on November 4, 2022. Staff received 18 applications that collectively totaled approximately \$32.44 million of CMAQ/STBG funding requested. After issuing the Call for Projects, PCTPA staff became aware one large project submitted for CMAQ/STBG funding was also concurrently being considered in other state and/or regional competitive funding programs. Staff delayed bringing a recommended program of projects to the PCTPA Board earlier this year to account for projects receiving other state and/or



**PCTPA Board of Directors**  
**CMAQ and STBG Revised FFYs 2026 and 2027 Estimates and Project List**  
**March 22, 2023**  
**Page 2**

regional funds before proposing the CMAQ and STBG program funding recommendations for FFYs 2026 and 2027.

Additionally, once the Call for Projects had closed, staff received CMAQ and STBG funding actuals for FFY 2022, along with revised funding estimates for FFY 2023. Based on the actuals, revised estimates, and a reconciliation of past CMAQ and STBG funding estimates programmed for FFYs 2023 – 2025, PCTPA staff identified approximately \$3.06 million of additional CMAQ and STBG funds available to program for FFYs 2026 and 2027. Attachment 1 contains the revised CMAQ and STBG program estimates, collectively totaling approximately \$19.69 million, which staff recommends the PCTPA Board approve as part of this action to program the proposed projects, mainly in FFYs 2026 and 2027.

SACOG and PCTPA staff collaboratively evaluated the applications submitted for funding based on the established criteria adopted by the PCTPA Board in August 2022. Attachment 2 contains the proposed program funding recommendations based on staff's evaluation of the submitted project applications. It is important to note the following:

- Pursuant to the original CMAQ and STBG funding estimates adopted by the PCTPA Board in August 2022, the Freeway Service Patrol (FSP), Congestion Management Program (CMP) and Spare the Air projects are being funded off the top based on either their submitted funding request and/or future funding need.
- The amount of proposed funding awarded to the FSP and CMP projects and City of Auburn's project, complete the repayment of loaned federal funding that the PCTPA Board approved for the City of Auburn in April 2019.
- Three projects are proposed to receive Rural STBG funding. Funds were apportioned to the respective sponsoring agencies pursuant to PCTPA's procedure for distributing Regional Surface Transportation Program funding, established in 1999. Additionally, Placer County agreed to exchange \$135,343 of its Rural STBG apportionment to the City of Auburn for Urban STBG so that the City of Auburn's project would not be subject to federal funding requirements.

All proposed projects in Attachment 2 were deemed eligible and are recommended for Board approval for funding. PCTPA's Technical Advisory Committee (TAC) has reviewed this list and concurs with staff's recommendation.

MC:rc:mbc:ss

<b>Congestion Mitigation and Air Quality (CMAQ) Funding Estimate</b>			
<b>Fiscal Years 2026 and 2027</b>			
	<b>Previous Funding Round Revenue Estimate</b>	<b>Current Revenue Estimate</b>	<b>Total Available</b>
FFY 2020 to 2022 Estimate	\$ 14,822,286	\$ 12,242,801	\$ (2,579,485)
FFY 2023 to 2025 Estimate	\$ 11,494,518	\$ 14,004,083	\$ 2,509,565
FFY 2026 to 2027 Estimate	\$ -	\$ 9,807,856	\$ 9,807,856
	<b>Estimated Total Revenue</b>		<b>\$ 9,737,936</b>

March 2023

<b>Surface Transportation Block Grant (STBG) Funding Estimate</b>			
<b>Fiscal Years 2026 and 2027</b>			
	<b>Previous Funding Round Revenue Estimate</b>	<b>Current Revenue Estimate</b>	<b>Total Available</b>
FFY 2020 to 2022 Final Urban	\$11,270,844	\$11,366,752	\$95,908
FFY 2023 to 2025 Estimate Urban	\$14,165,585	\$12,497,740	(\$1,667,845)
FFY 2026 to 2027 Urban Estimate		\$8,753,973	\$8,753,973
FFY 2026 to 2027 Rural Estimate		\$2,770,355	\$2,770,355
	<b>Estimated Total Revenue</b>		<b>\$9,952,391</b>

March 2023

PCTPA Board of Directors  
CMAQ and STBG Revised FFYs 2026 and 2027 Estimates and Project List  
March 22, 2023

Project	Sponsor	PCTPA's Overall Ranking	CMAQ Funding Recommendation	STBG "Urban" Funding Recommendation	STBG "Rural" Funding Recommendation	Request Amount Unfunded	Air Quality Pollutant Pounds Reduced	Air Quality Cost Effectiveness per Pound
<b>Performance Based Awards</b>								
Tahoe Truckee Area Regional Transit (TART) Zero Emission Bus	County	High	\$ 700,000	\$ -	\$ -	\$ -	47	\$1,485
Joiner Parkway Pavement Rehabilitation Phase 3	Lincoln	High	\$ -	\$ 1,820,000	\$ -	\$ -	N/A	N/A
STBG Paving Project	Loomis	High	\$ -	\$ 318,000	\$ -	\$ -	N/A	N/A
Stoneridge Parcel 58 Bike Trail	Roseville	High	\$ 2,526,000	\$ -	\$ -	\$ -	21	\$8,153
Dry Creek Greenway East Multi-Use Trail, Phase 2*	Roseville	High	\$ 1,060,736	\$ -	\$ -	\$ 3,991,264	29	\$6,506
Pedestrian and Bicycle Gap Closure - Folsom Lake Recreation Area	County	Medium	\$ 900,000	\$ -	\$ -	\$ -	113	\$537
Mahany Park Bike Trail	Roseville	Medium	\$ 2,526,000	\$ -	\$ -	\$ -	63	\$2,709
Downtown Connectivity and Main Street Improvement Plan	Colfax	Medium	\$ -	\$ 100,000	\$ 53,383	\$ -	N/A	N/A
Citywide Roadway Resurfacing	Rocklin	Medium	\$ -	\$ 2,335,000	\$ -	\$ -	N/A	N/A
Watt Avenue at Dry Creek Bridge Replacement	County	Medium	\$ -	\$ 1,317,000	\$ -	\$ 683,039	N/A	N/A
Bell Road Roundabouts at I-80 Project	County	Medium	\$ 1,160,000	\$ -	\$ -	\$ 840,000	1104	\$71
Industrial Avenue Rehabilitation Project	Lincoln	Low	\$ -	\$ 361,349	\$ -	\$ 1,010,866	N/A	N/A
Stanford Ranch Rd. and Crest Dr. Roundabout	Rocklin	Low	\$ 503,000	\$ -	\$ -	\$ 4,747,000	68	\$465
Arterial Roadway Resurfacing - Junction Blvd	Roseville	Low	\$ -	\$ -	\$ -	\$ 2,500,000	N/A	N/A
<b>Rural STBG Apportionments and Discretionary CMAQ and STBG Awards</b>								
Annual Roadway Rehabilitation Project	Auburn	N/A	\$ -	\$ -	\$ 492,955	\$ -		
Placer County Rural Exchange Funds	Placer	N/A	\$ -	\$ -	\$ 2,224,017	\$ -		
Placer County Freeway Service Patrol **	PCTPA	N/A	\$ -	\$ 930,687	\$ -	\$ -		
Congestion Mitigation Program **	PCTPA	N/A	\$ 180,000	\$ -	\$ -	\$ -		
Spare the Air	SMAQMD	N/A	\$ 182,200	\$ -	\$ -	\$ -		
<b>Total</b>			<b>\$ 9,737,936</b>	<b>\$ 7,182,036</b>	<b>\$ 2,770,355</b>			

\* The sponsor requested a reduced award because this project was recently awarded Regional ATP grant funding.  
 \*\* Funding for Placer County Freeway Service Patrol and Congestion Mitigation Program includes the repayment of \$184,687 in outstanding loans to the City of Auburn.

PCTPA Board of Directors  
CMAQ and STBG Revised FFYs 2026 and 2027 Estimates and Project List  
March 22, 2023

CMAQ and STBG Programming Year												
Project	Sponsor	CMAQ					Urban STBG			Rural STBG		
		FY24	FY25	FY26	FY27	FY24	FY25	FY26	FY27	* (see note)		
Annual Roadway Rehabilitation Project	Auburn											\$ 492,955
Downtown Connectivity and Main Street Improvement Plan	Colfax											\$ 100,000
Tahoe Truckee Area Regional Transit (TART) Zero Emission Bus	County			\$ 700,000								
Pedestrian and Bicycle Gap Closure - Folsom Lake Recreation Area	County			\$ 250,000	\$ 650,000							
Watt Avenue at Dry Creek Bridge Replacement	County											\$1,317,000
Bell Road Roundabouts at I-80 Project	County			\$1,160,000								
Placer County Rural Exchange Funds	County											\$2,224,017
Joiner Parkway Pavement Rehabilitation Phase 3	Lincoln							\$1,820,000				
Industrial Avenue Rehabilitation Project	Lincoln											\$ 361,349
STBG Paving Project	Loomis											\$ 318,000
Placer County Freeway Service Patrol **	PCTPA								\$ 160,687	\$ 210,000	\$ 280,000	\$ 280,000
Congestion Mitigation Program **	PCTPA	\$ 10,000	\$ 50,000	\$ 60,000	\$ 60,000							
Citywide Roadway Resurfacing	Rocklin										\$1,300,000	
Stanford Ranch Rd. and Crest Dr. Roundabout	Rocklin				\$ 503,000							
Stoneridge Parcel 58 Bike Trail	Roseville				\$2,526,000							
Dry Creek Greenway East Multi-Use Trail, Phase 2	Roseville				\$1,060,736							
Mahany Park Bike Trail	Roseville			\$2,526,000								
Arterial Roadway Resurfacing - Junction Blvd	Roseville											
Spare the Air	SMAQMD			\$ 91,100	\$ 91,100							

\* Rural STBG funds are exchanged with the State for non-federal funds and are not required to be programmed unless used to match federal funds. Rural STBG funds are available in the year received from the state.  
\*\* Includes funding from the repayment of the loan to the City of Auburn and a shortfall in the FSP program; to be programmed in FY24 and FY25.

**TO: PCTPA Board of Directors**

**DATE: March 22, 2023**

**FROM: Cory Peterson, Senior Transportation Planner  
Mike Costa, Senior Transportation Planner**

**SUBJECT: REGIONAL TRANSPORTATION PLAN 2050 ROUND 1 COMMUNITY  
OUTREACH SUMMARY**

**ACTION REQUESTED**

None. This is an information item only.

**BACKGROUND**

As the State-designated Regional Transportation Planning Agency (RTPA) for Placer County, the Placer County Transportation Planning Agency (PCTPA) is required to prepare and adopt a Regional Transportation Plan (RTP) every five years. The RTP is a long range (20-year minimum), transportation funding plan that identifies the priorities for addressing existing and future traffic congestion on, mobility needs for, and maintenance of the transportation infrastructure, programs, and services located in the incorporated cities of Roseville, Rocklin, Lincoln, Auburn, and Colfax, the town of Loomis, and unincorporated areas of Placer County (excluding the Lake Tahoe basin). Not only does the RTP comply with state statutes for continuous, cooperative, and comprehensive planning, it also provides the mechanism by which state and federal funds are allocated to local transportation projects. PCTPA's current RTP was adopted in December 2019, and contains the Placer region's financially constrained transportation investments (projects list) planned for delivery through 2040.

The Placer County RTP is integrated into the broader regional planning context of the Sacramento Area Council of Governments' (SACOG) Metropolitan Transportation Plan (MTP) and Sustainable Communities Strategy (SCS). SACOG is the state designated RTPA for Sacramento, Sutter, Yolo, and Yuba counties and also serves as the federally designated Metropolitan Planning Organization (MPO) for the six-county region, which includes Placer and El Dorado counties. As an RTPA and MPO, SACOG updates the MTP/SCS (known as the Blueprint in this update cycle) every four years to satisfy its federal planning responsibilities for the six-county region and to address state greenhouse gas emissions reduction requirements for the SCS pursuant to Senate Bill 375 (SB 375). PCTPA has a Memorandum of Understanding (MOU) with SACOG wherein SACOG provides demographic growth projections, financial forecasting assistance, and air quality modeling services that support PCTPA's planning efforts, including those for the RTP. For these reasons, the financially constrained transportation project lists produced in both Placer County's RTP and SACOG's MTP/SCS (for the Placer County region) are the same. However, unlike the Placer County RTP, SACOG's MTP/SCS also considers how planned land-use development, combined with the transportation investments identified in the project lists, comprehensively address greenhouse gas emission reduction targets for the six-county region per SB 375. When completed, SACOG's Blueprint will contain the six-county region's financially constrained

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**Regional Transportation Plan 2050 Round 1 Outreach Summary**  
**March 22, 2023**  
**Page 2**

transportation investments aligned with a preferred land use growth development scenario to support future planning efforts, program funding development, and project delivery through 2050.

**DISCUSSION**

The next RTP (known as the 2050 RTP or Plan) extends the Placer region’s planning horizon for transportation investments to 2050. The 2050 RTP planning effort will re-examine and update the prior RTP’s goals and policies as needed, identify specific performance metrics to track the progress of the Plan, and incorporate community input on long standing transportation priorities in Placer County. The Plan will also address any new state and/or federal planning requirements and/or funding sources adopted since 2019. The 2050 RTP consists of three primary elements:

- Policy Element: Identifies the mobility goals, objectives, and policies of the region
- Action Element: Details the projects, programs, and actions to implement the RTP
- Financial Element: Summarizes the cost of implementing the RTP projects, considering fiscal constraints

Completion of the 2050 RTP is currently anticipated to occur by December 2025. Throughout the process, PCTPA staff will be coordinating with the six cities/town, Placer County, and numerous other agencies/organizations to update project lists, conduct public outreach/engagement for, and ultimately craft Placer County’s transportation vision for the next 25 years through the 2050 RTP.

PCTPA conducted an initial round of community outreach in October – December 2022 where Placer County residents were asked about their transportation priorities. This was done through an online survey, virtual and in-person workshops, pop-up events, and City/Town Council and Board of Supervisors presentations. A technical memorandum (dated February 14, 2023) summarizing the efforts and the results of the outreach is attached to this staff report.

CP:rc:mbc

## TECHNICAL MEMORANDUM

**DATE: February 14, 2023**

**SUBJECT: PCTPA REGIONAL TRANSPORTATION PLAN 2050 – ROUND 1 COMMUNITY  
OUTREACH SUMMARY**

As part of the Plan’s initial public engagement/outreach effort, PCTPA conducted an interactive online survey to solicit input on the 2050 RTP’s goals, project priorities, and overall direction to assist staff with planning efforts moving forward. This was supplemented with three community workshops (two held virtually on Zoom and one held in-person at PCTPA’s offices in Auburn), attendance at pop-up events and informational meetings around the county, and presentations to City/Town Councils and Board of Supervisors. All outreach events were published on the 2050 RTP’s website: [www.pctpa.net/RTP2050](http://www.pctpa.net/RTP2050). The purpose of this memorandum is to outline the purpose and contents of the survey and workshops and to summarize the results. It consists of the following sections:

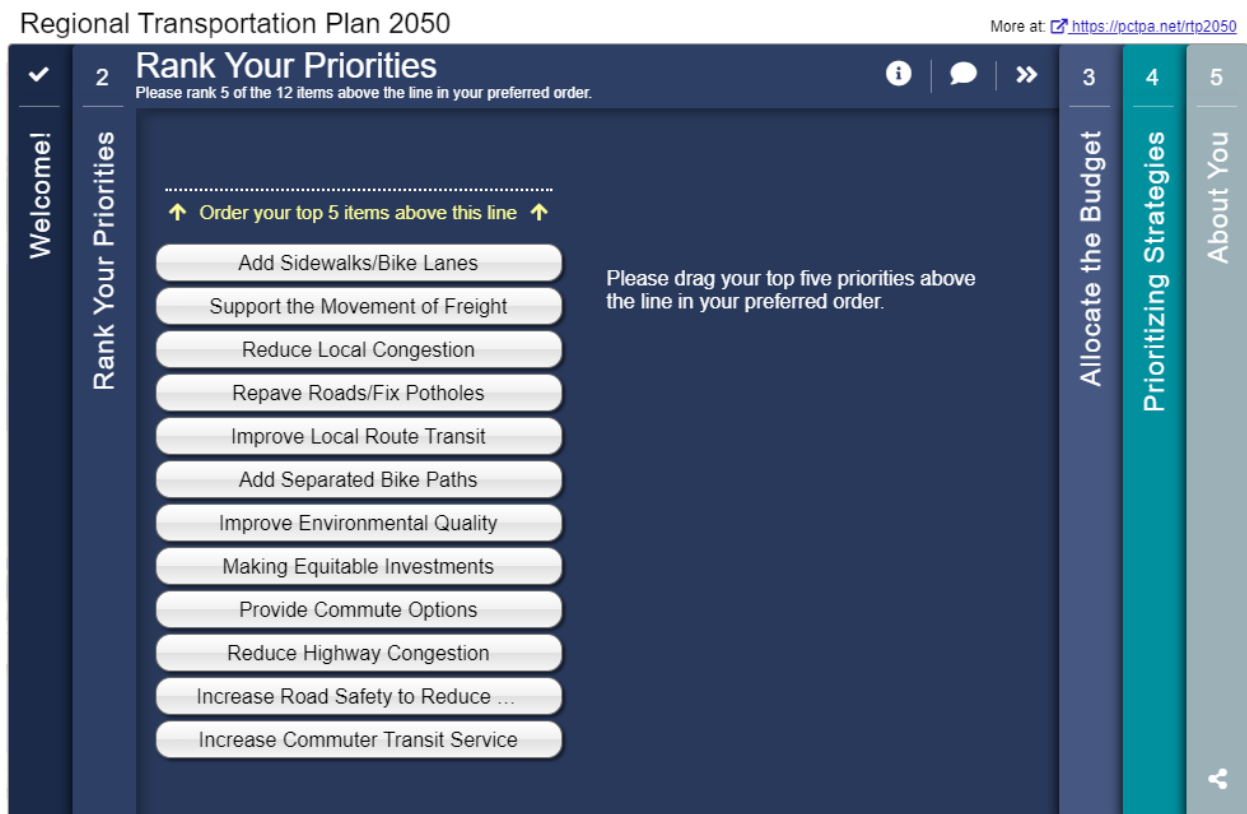
- Purpose and Contents of Online Survey
  - Overall Results & Geographic Reach
  - Rank Your Priorities
  - Allocate the Budget
  - Prioritizing Strategies
  - Demographics
- Virtual and In-Person Workshops
- Pop-Up Events and Council Presentations
- Promotion
- Summary and Conclusions

## Purpose and Content of Online Survey

PCTPA developed an online survey to better understand the transportation priorities of Placer County residents. As the RTP progresses through its initial development, it is critical for the project team to understand these priorities when the goals, policies, and objectives of the plan are reevaluated. The survey was broken up to four sections:

- **Rank Your Priorities:** On this screen, participants were asked to rank their top five transportation priorities out of a list of 12. The options covered everything from widening freeways to bicycle/pedestrian infrastructure and transit service. This screen is shown below in **Figure 1**.

Figure 1: 2050 RTP Survey – Rank Your Priorities Screen





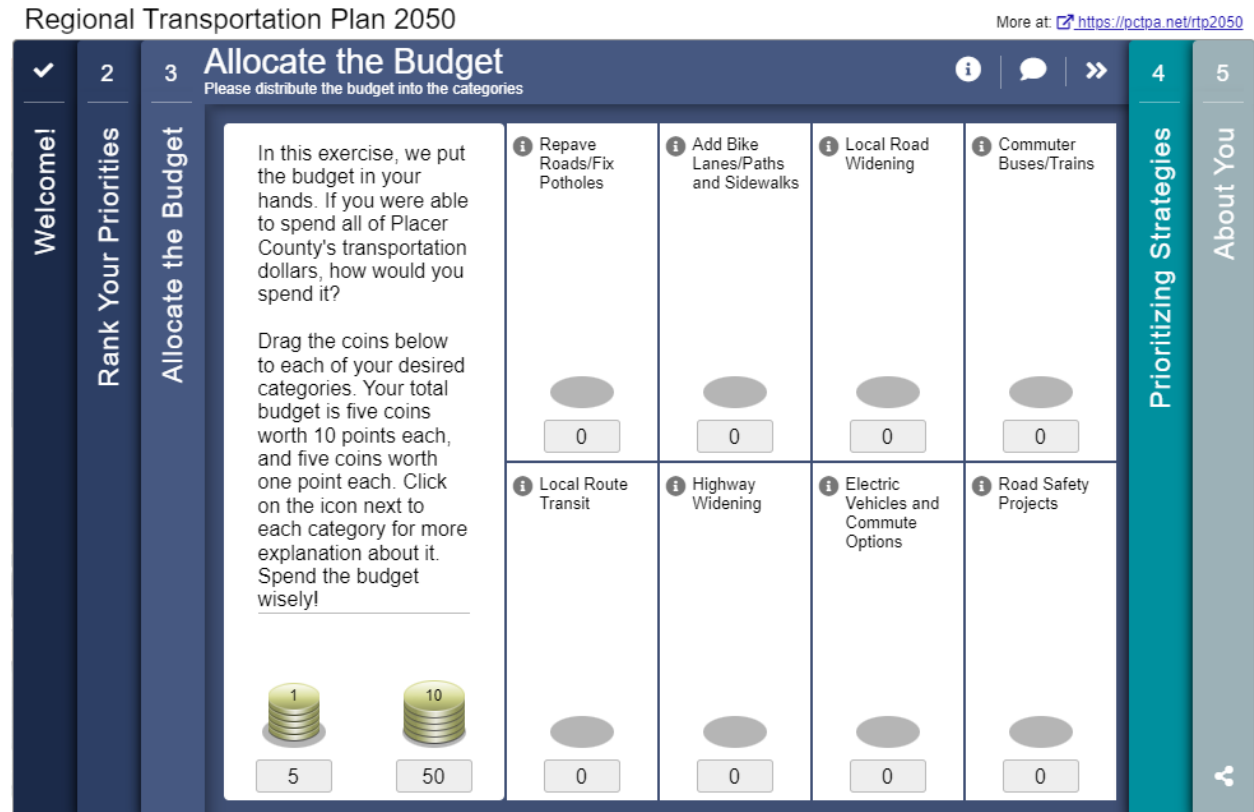
# 2050 RTP ROUND 1 COMMUNITY OUTREACH SUMMARY

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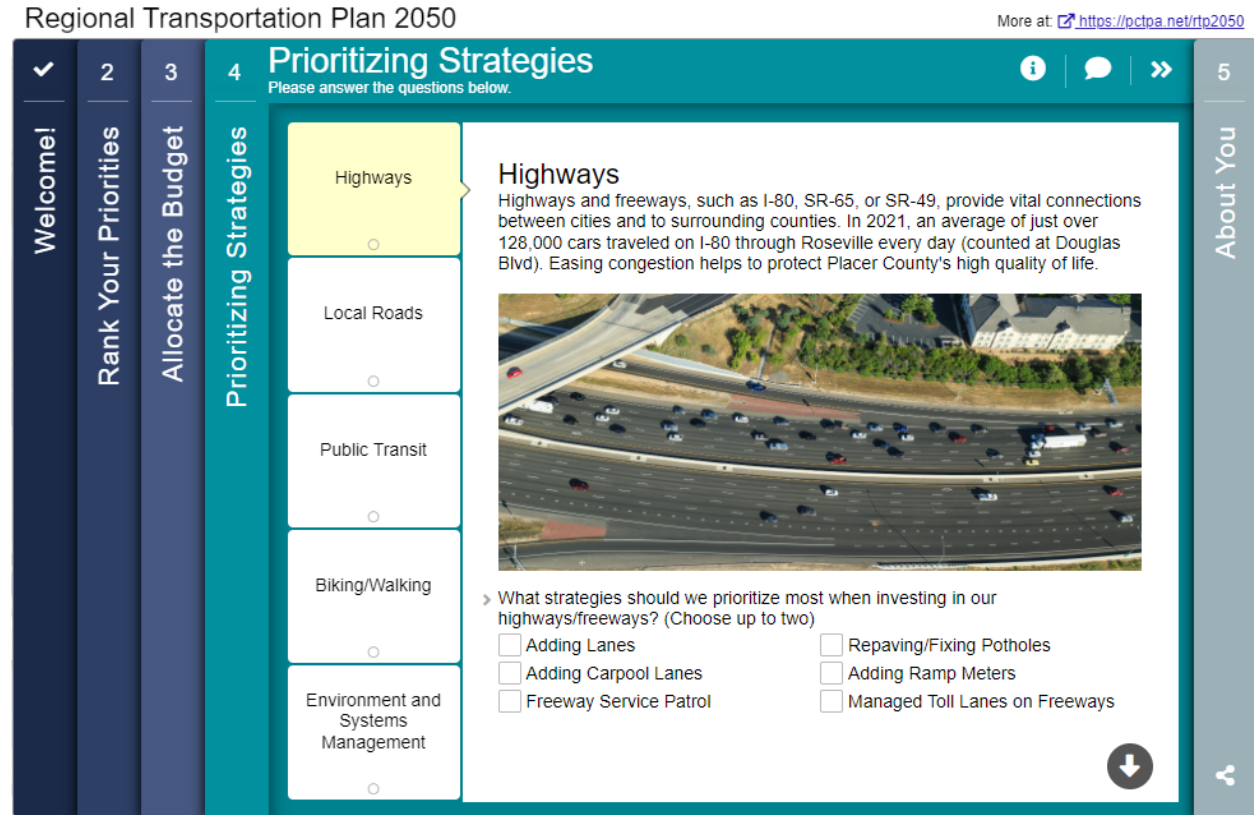
- **Allocate the Budget:** In a similar priority ranking exercise, participants were asked to allocate a budget towards various buckets of transportation options. The intent was to understand if the Placer County community would rather see investments in roadways, transit, bicycle/pedestrian, or electric vehicle charging stations. This screen is shown below in **Figure 2**.

Figure 2: 2050 RTP Survey – Allocate the Budget Screen



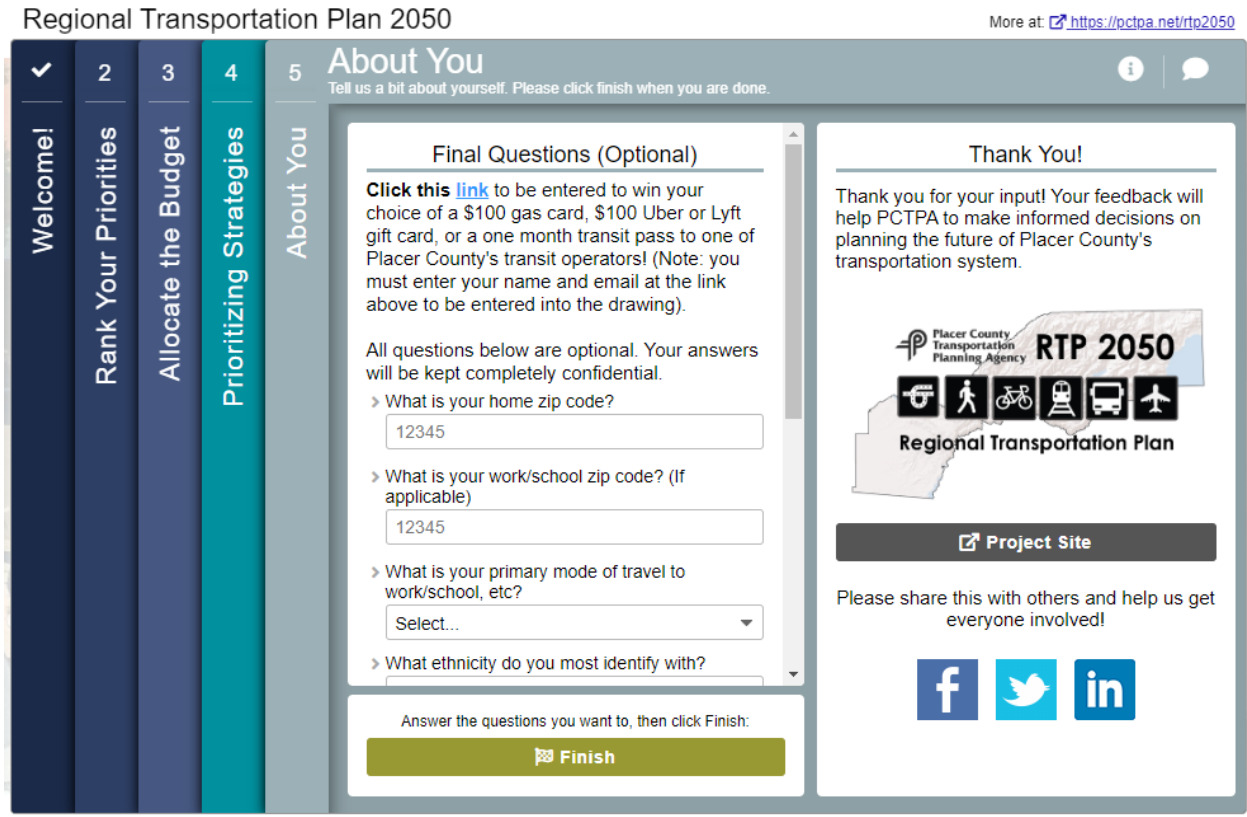
- **Prioritizing Strategies:** Participants were asked to take a deeper dive into five categories and choose their top two strategies within each. The categories were Highways, Local Roads, Public Transit, Biking/Walking, and Environment and Systems Management. This is shown below in **Figure 3**.

Figure 3: 2050 RTP Survey – Prioritizing Strategies



- **About You (Demographics):** Participants were asked a series of demographic questions, such as home and work or school ZIP codes, race, gender, age, and income level. On this screen, participants were also able to click a link to enter into a prize drawing for a choice of a \$100 gas card, \$100 Uber/Lyft gift card, or a one month pass to a Placer County transit operator. This is shown below in **Figure 4**.

Figure 4: 2050 RTP Survey - About You (Demographics) Screen



## Overall Results & Geographic Reach

In order to make the survey more interactive, PCTPA staff created the survey on the Metroquest platform, which offers a number of different survey types intended to engage the user beyond a traditional survey. The survey launched on October 27, 2022 and closed approximately two months later on December 23, 2022. A total of 1,109 responses were received. Pursuant to PCTPA's Title IV Limited English Proficient Public Participation Plan, a Spanish translation of the survey was launched at the same time, while Tagalog translation was offered upon request. Promotion of the survey was done through a project website, boosted social media posts, in-person pop-up events, City/Town Council and Board of Supervisor meetings, and a promotional video. Further outreach was primarily grassroots social media sharing. Participants were invited to sign up for a prize drawing for a choice of a \$100 gas card, \$100 Uber/Lyft gift card, or a one month pass to a Placer County transit operator.

Respondents were asked to indicate their home ZIP code and their work/school ZIP code. Using the primary home ZIP code, the project team was able to analyze the responses to the survey geographically. Out of the 1,109 responses, 857 indicated a home ZIP code. Of these, 800 (93%) were in Placer County. **Figure 5** and **Figure 6** below show maps displaying the number of survey responses in Placer County by ZIP code.

Figure 5: Survey Responses by ZIP Code - West Slope

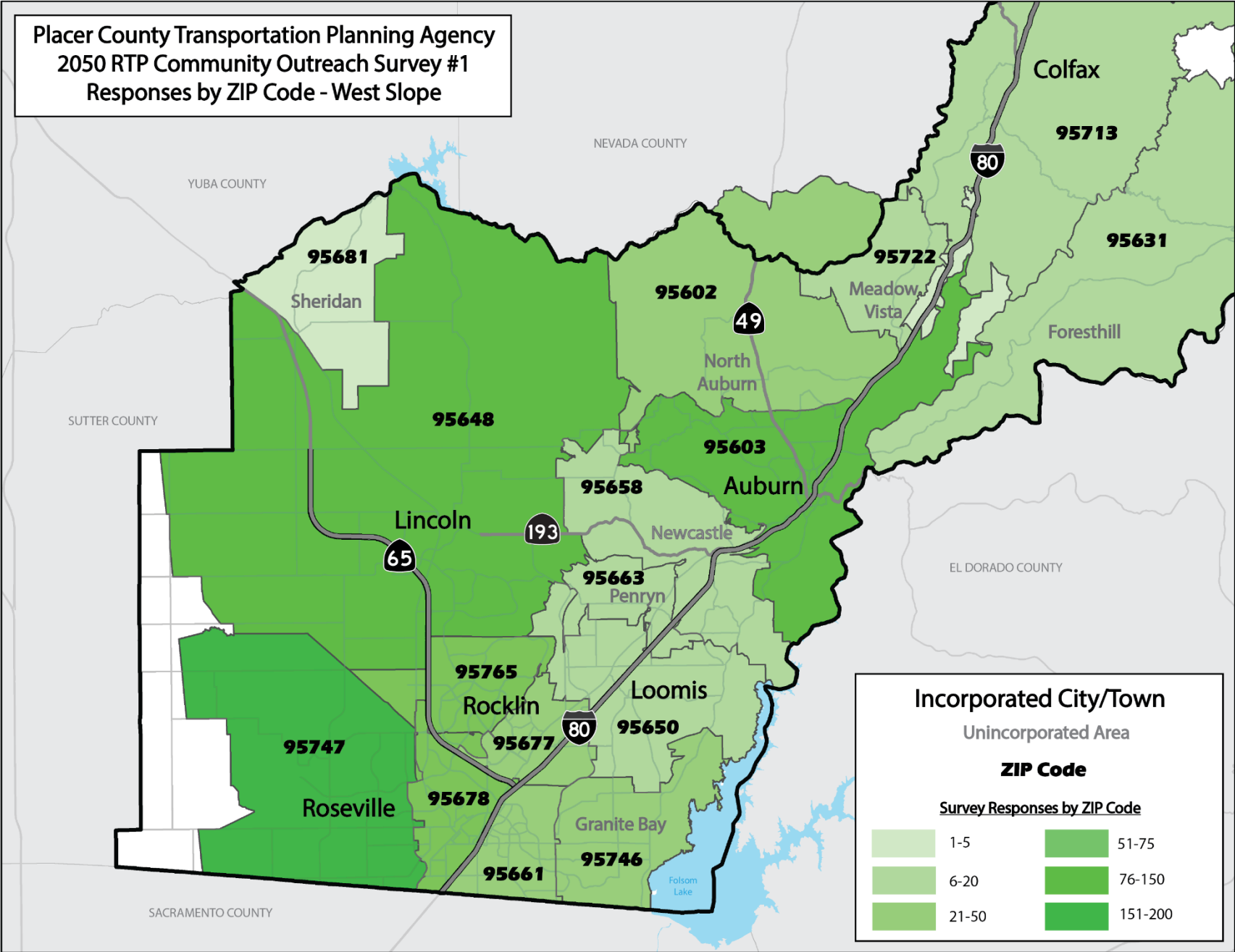
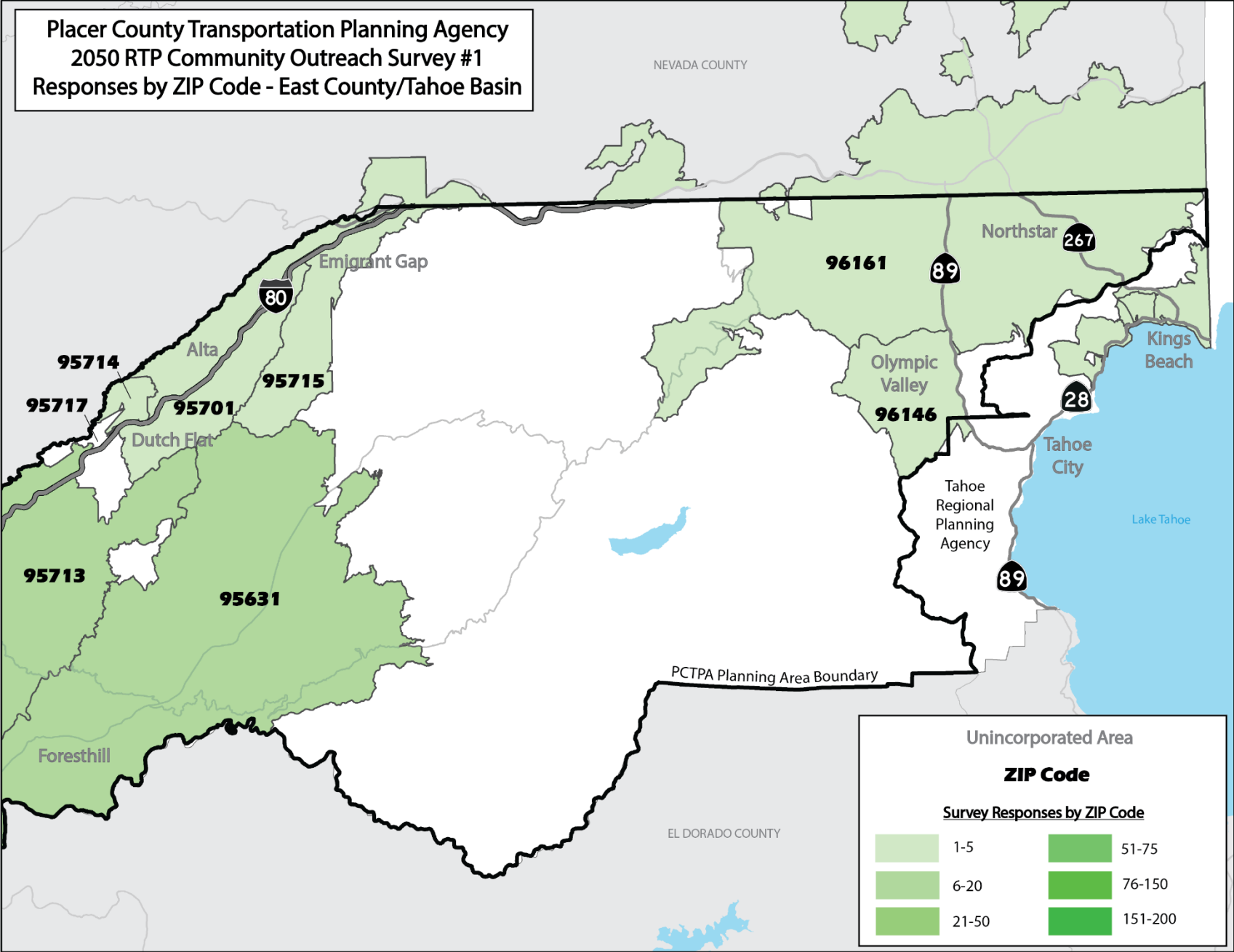


Figure 6: Survey Responses by ZIP Code - East County/Tahoe Basin



## 2050 RTP ROUND 1 COMMUNITY OUTREACH SUMMARY

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When looking at specific ZIP codes, West Roseville had the most responses of any one ZIP code, with 199 responses. The top 10 ZIP codes by number of responses are listed below in **Table 1**.

*Table 1: Top 10 Home ZIP Codes by Responses*

Zip Code	City	County	# of Responses
95747	Roseville	Placer	199
95648	Lincoln	Placer	118
95603	Auburn	Placer	79
95678	Roseville	Placer	73
95765	Rocklin	Placer	67
95677	Rocklin	Placer	50
95661	Roseville	Placer	48
95602	Auburn	Placer	33
95746	Granite Bay	Placer	33
95713	Colfax	Placer	17

When looking at work/school ZIP codes, similar trends were noticed where nine out of the top 10 ZIP codes are located in Placer County. West Roseville also showed up as the #1 work or school ZIP code, followed by Auburn’s main ZIP code (95603) where Placer County’s offices are located. The only ZIP code outside Placer County in this list is 95814, which covers downtown Sacramento where many State of California offices are located. The top 10 work/school ZIP codes by number of responses are listed below in **Table 2**.

*Table 2: Top 10 Work/School ZIP Codes by Responses*

Zip Code	City	County	# of Responses
95747	Roseville	Placer	89
95603	Auburn	Placer	74
95678	Roseville	Placer	63
95661	Roseville	Placer	53
95648	Lincoln	Placer	43
95814	Sacramento	Sacramento	38
95765	Rocklin	Placer	34
95677	Rocklin	Placer	21
95746	Granite Bay	Placer	14
95602	Auburn	Placer	11

Having respondents indicate both a home and work/school ZIP code offers an opportunity to examine (at least at a high level) commute patterns. Out of the 622 respondents that indicated both a home and work/school zip code, 557 of them (90%) commute either within or between Placer and Sacramento counties. 415 respondents (67%) are Placer residents that work in Placer County, while 117 respondents (19%) live in Placer County but work in Sacramento County. A much smaller number (17) live in Sacramento County but work in Placer County. Note that some of the respondents who live and work/go to school in Placer may be doing so from home, and as such do not have a formal commute.

### Rank Your Priorities

The first exercise respondents were asked to participate in was to rank their top five priorities among a group of 12 transportation strategies. The purpose was to understand how different strategies would compare against one another and to indicate the community's most favored strategies. The 12 transportation strategies along with a brief description (in no particular order) were:

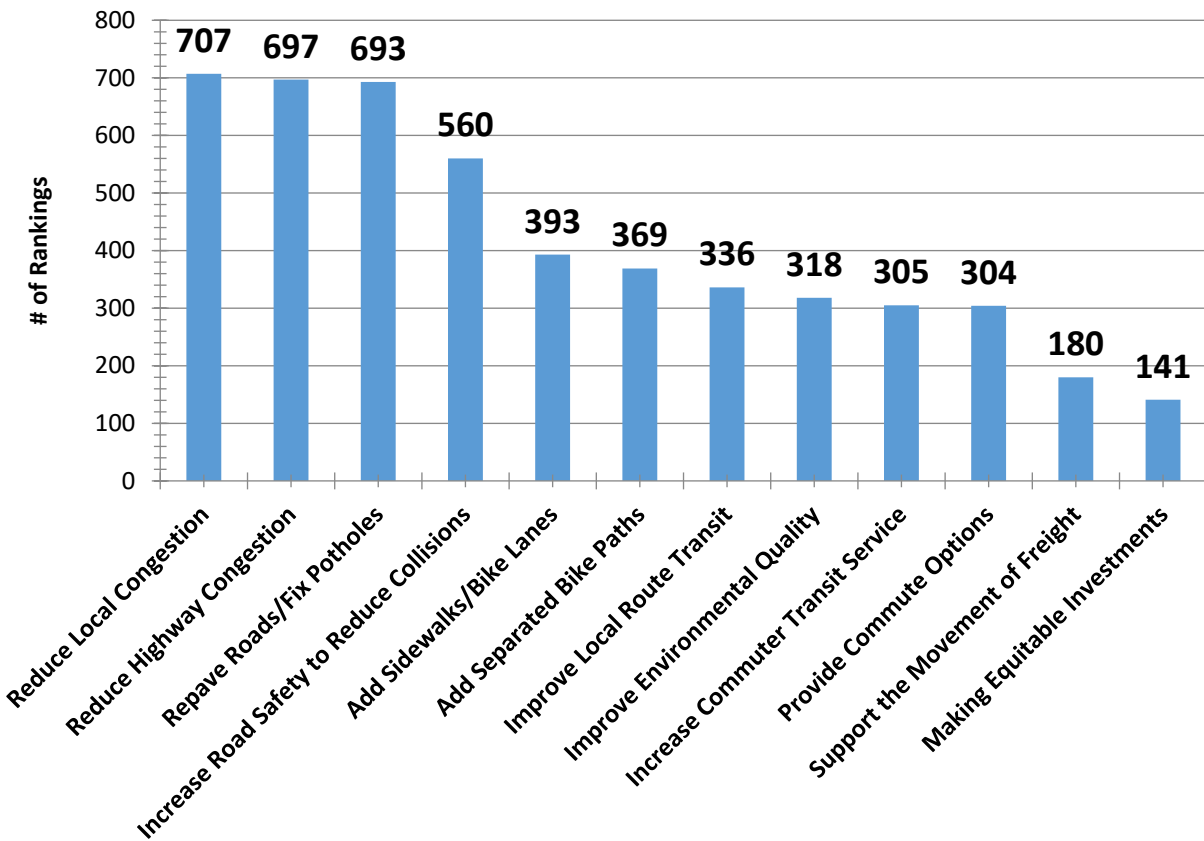
- **Add Sidewalks/Bike Lanes:** Sidewalks and bike lanes give residents alternative transportation options and allows them opportunities to reach the destinations they need, as well as recreation and exercise.
- **Support the Movement of Freight:** High volumes of truck and rail freight traffic move through Placer County each day. Investments should be made to support truck and freight train traffic move smoothly.
- **Reduce Local Congestion:** Projects that reconfigure intersections, add roundabouts, improve signal timing, or add lanes can help to alleviate congestion on local roadways.
- **Repave Roads/Fix Potholes:** Regular maintenance of our roads reduces the long-term costs. Sealing cracks, fixing potholes, and repaving early prevents costlier reconstruction.
- **Improve Local Route Transit:** Investing in our local route transit systems to provide greater coverage or more frequent routes connecting major destinations across Placer County.
- **Add Separated Bike Paths:** Separated bike paths provide a high degree of safety and comfort for bicyclists and pedestrians and are popular for commuting and recreation. The Dry Creek Greenway in Roseville is an example of a separated bike path.
- **Improve Environmental Quality:** Investing in projects that promote environmental quality, such as electric vehicle charging stations, carpool lanes, bike lanes, transit systems, and other congestion management projects.
- **Making Equitable Investments:** Creating equitable transportation investments that benefit disadvantaged populations (i.e. low income and/or minority communities) and underserved suburban and rural areas.
- **Provide Commute Options:** Programs that encourage commuters to use alternatives to single occupancy vehicles, such as carpooling, taking transit, flexible schedules, or working from home that can reduce congestion during peak commute times.
- **Reduce Highway Congestion:** Invests in major projects that help to alleviate congestion on freeways and highways, such as interchange reconfigurations, widening/adding lanes, installing metered ramps, and adding carpool lanes.
- **Increase Road Safety to Reduce Collisions:** Projects that help to increase safety such as improving intersections, widening shoulders, buffered or separated bike lanes, and adding sidewalks can help to improve vehicular safety, as well as that of bicyclists and pedestrians.
- **Increase Commuter Transit Service:** Provide increased and/or more frequent commuter bus and rail service to the Sacramento area, such as more commuter bus routes, increased frequency of the Capitol Corridor, and increased frequency of our existing commuter lines run by Placer County Transit and Roseville Transit.

The three categories that were selected most often were Reduce Local Congestion (707), Reduce Highway Congestion (697), and Repave Roads/Fix Potholes (693). Making Equitable Investments received the least number of responses (141). The lowest average ranking among



all categories was Reducing Highway Congestion with an average rank of 2.34. This indicates that it was selected as the #1 priority the most times. Reducing Highway Congestion was followed by Reduce Local Congestion (2.64 average rank), and Repave Roads/Fix Potholes (2.85 average rank). **Figure 7** below shows each category by number of responses, while **Figure 8** shows the average rank of each category. **Table 3** lists each category in order of number of rankings. Note that a higher number in the average rank category equals a lower ranking (the lower the number, the closer to #1 priority).

Figure 7: Screen 2 Priorities by # of Rankings



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Figure 8: Average Rank of Screen 2 Categories

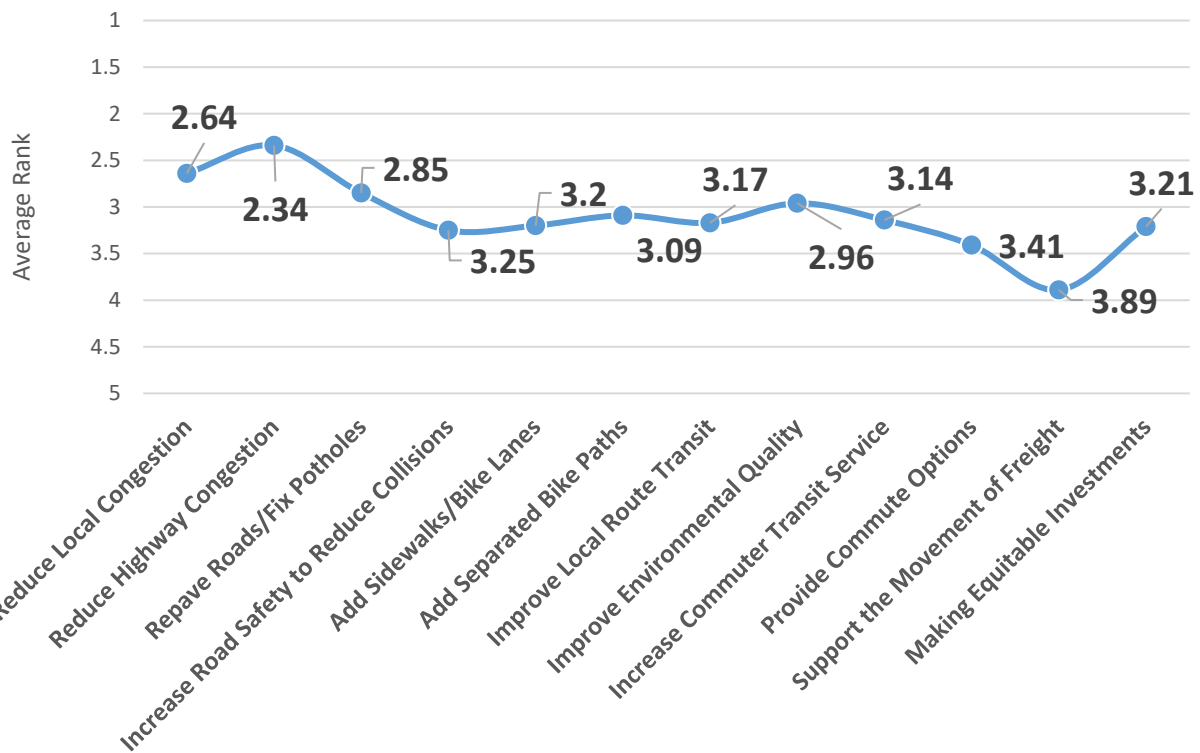


Table 3: Screen 2 Responses by # of Rankings

Category	Average Rank	# of Rankings
Reduce Local Congestion	2.64	707
Reduce Highway Congestion	2.34	697
Repave Roads/Fix Potholes	2.85	693
Increase Road Safety to Reduce Collisions	3.25	560
Add Sidewalks/Bike Lanes	3.2	393
Add Separated Bike Paths	3.09	369
Improve Local Route Transit	3.17	336
Improve Environmental Quality	2.96	318
Increase Commuter Transit Service	3.14	305
Provide Commute Options	3.41	304
Support the Movement of Freight	3.89	180
Making Equitable Investments	3.21	141

The results show that Placer residents are concerned about congestion and fixing potholes. Vehicle/road related categories scored as the top four among the 12, followed by Add Sidewalks/Bike Lanes and Add Separated Bike Path. Improving Local Route Transit was the most ranked transit related category. Making Equitable Investments received the least number of rankings (141), while Support the Movement of Freight received the lowest average rank (3.89).

## Allocate the Budget

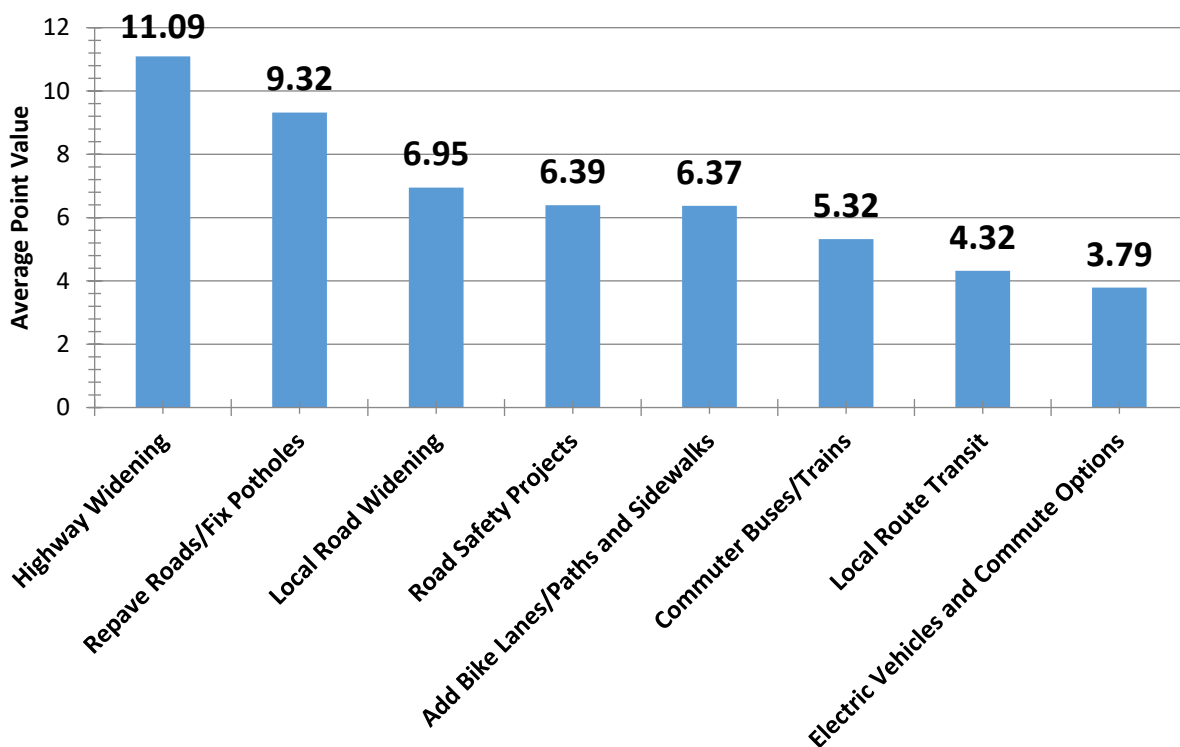
On the third screen of the survey, participants were asked to allocate coins to a set of budget categories representative of the type of projects that are prioritized in the RTP. Each participant

was given a set of five coins worth 10 points and a set of five coins worth 1 point for a total of 55 points. There was no limit to how many coins could be put in any one category. The eight categories participants had to choose from were:

- Repave Roads/Fix Potholes
- Add Bike Lanes/Paths and Sidewalks
- Local Road Widening
- Commuter Buses/Trains
- Local Route Transit
- Highway Widening
- Electric Vehicles and Commute Options
- Road Safety Projects

The category that received the most coins (or investment) is Highway Widening with an average point amount of 11.09. This was followed by Repave Roads/Fix Potholes (9.32), and Local Road Widening (6.95). These results almost identically match the Rank Your Priorities section, where the addressing local and highway congestion and repaving roads were the top three priorities among Placer residents. It further reinforces the desire for congestion mitigation and road maintenance throughout the county and particularly on major freeways like I-80 and SR 65. The average point values assigned by respondents for each category is shown below in **Figure 9**.

Figure 9: Allocate the Budget Average Point Value



**Prioritizing Strategies**

In this section, respondents were asked to take a deeper dive into their transportation priorities by choosing their two most preferred strategies within five categories: Highways, Local Roads, Public Transit, Biking/Walking, and Environment/Systems Management. The results of each of these are described below.

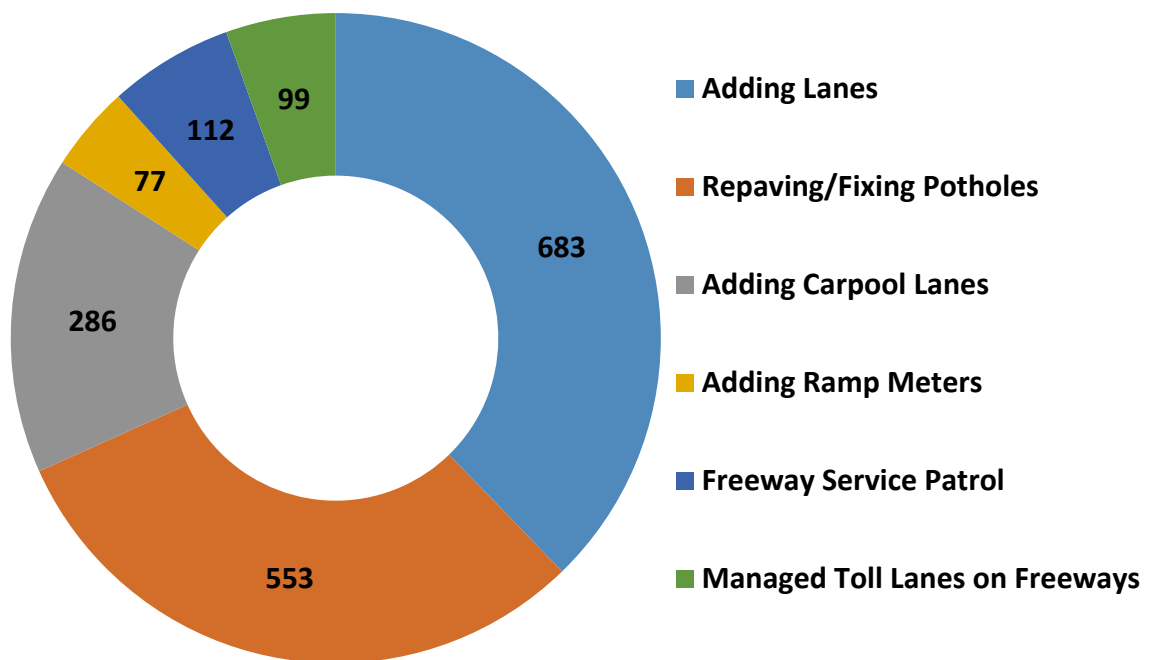
Highways

Six strategies were included in the Highways section:

- Adding Lanes
- Repaving/Fixing Potholes
- Adding Carpool Lanes
- Adding Ramp Meters
- Freeway Service Patrol
- Managed Toll Lanes on Freeways

Of these, the two categories that were overwhelmingly selected were Adding Lanes (683 votes), and Repaving/Fixing Potholes (553 votes). The next closest category was Adding Carpool Lanes with 286 votes. These results are in line with previous survey questions where widening freeways and fixing potholes were consistently rated among the top priorities for Placer County residents. The number of votes by category is shown below in **Figure 10**.

*Figure 10: Number of Votes for Highways/Freeways Strategies*



Local Roads

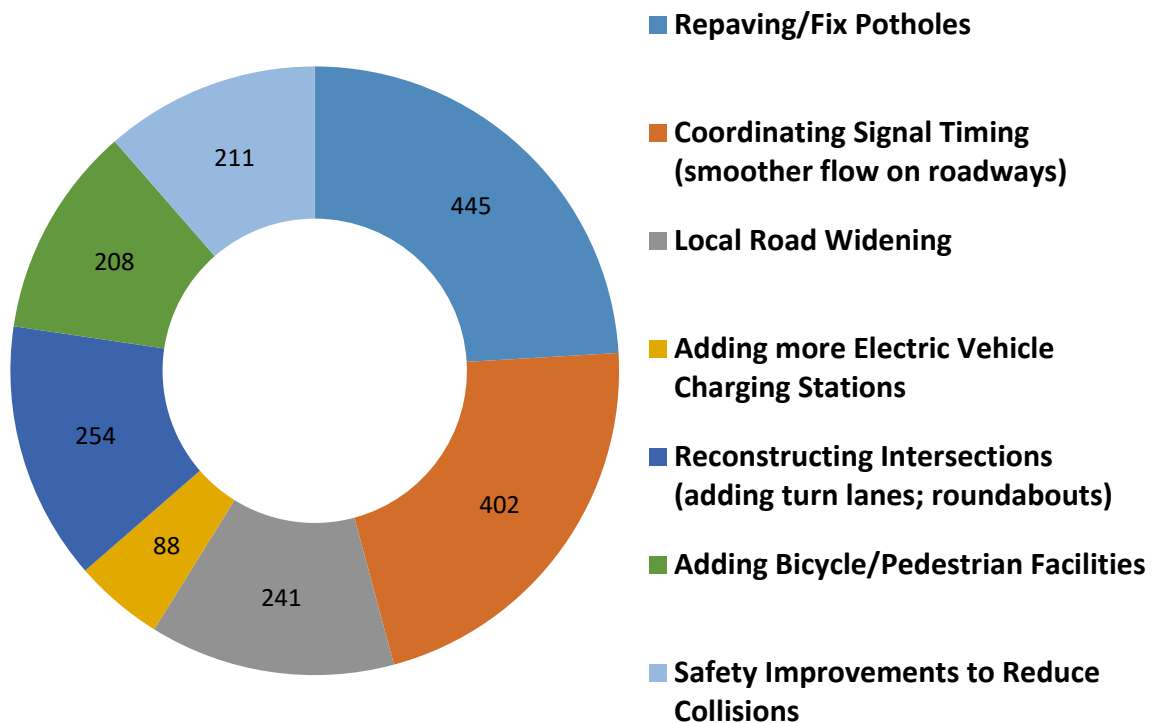
Participants were asked to pick their top two Local Roads priorities from the following options:

- Repaving/Fix Potholes
- Coordinating Signal Timing
- Local Road Widening
- Adding more Electric Vehicle Charging Stations
- Reconstructing Intersections (adding turn lanes or roundabouts)
- Adding Bicycle/Pedestrian Facilities

- Safety Improvements to Reduce Collisions

The results in this category were slightly more mixed than the Highways category. The most selected category was Repaving/Fix Potholes (445 votes), followed by Coordinating Signal Timing (402 votes). This was rated higher than Reconstructing Intersections (254 votes) and Local Road Widening (241 votes), indicating that Placer County residents may be in favor of transportation systems management (TSM) improvements that do not require capacity increases. These results are shown below in **Figure 11**.

Figure 11: Number of Votes for Local Roads Strategies



### Public Transit

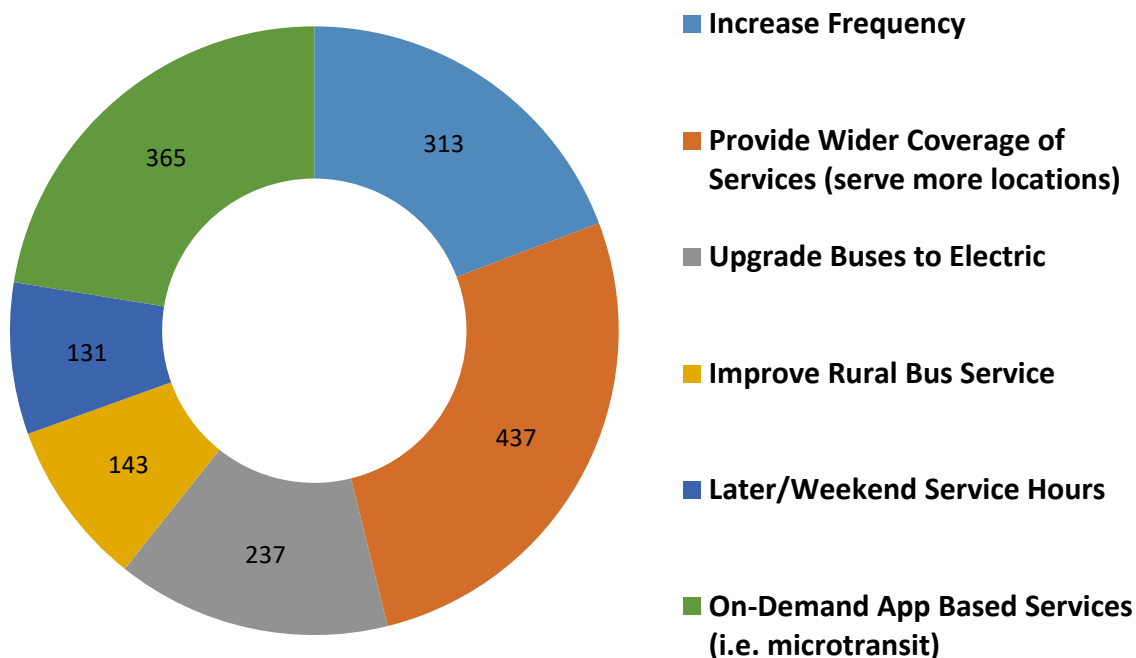
The Public Transit section asked participants to weigh in on their transit priorities, which included local route and commuter (bus and rail) service. One of the purposes of asking these questions was to understand how residents would choose between various tradeoffs, such as increasing frequency vs. wider coverage, or local route vs. commuter service. Participants were asked to pick their top two Public Transit priorities from the following options:

- Increase Frequency
- Provide Wider Coverage of Services
- Upgrade Buses to Electric
- Improve Rural Bus Service
- Later/Weekend Service Hours
- On-Demand App Based Services (i.e. Microtransit)

Residents chose options that prefer wider coverage over frequency, with Provide Wider Coverage of Services (437 votes) and On-Demand App Based Services (365 votes) being the top two selected categories. This was followed by Increase Frequency (313 votes), and Upgrade

Buses to Electric (237). The results showing number of votes for each category are shown in Figure 12.

*Figure 12: Number of Votes for Public Transit Strategies*



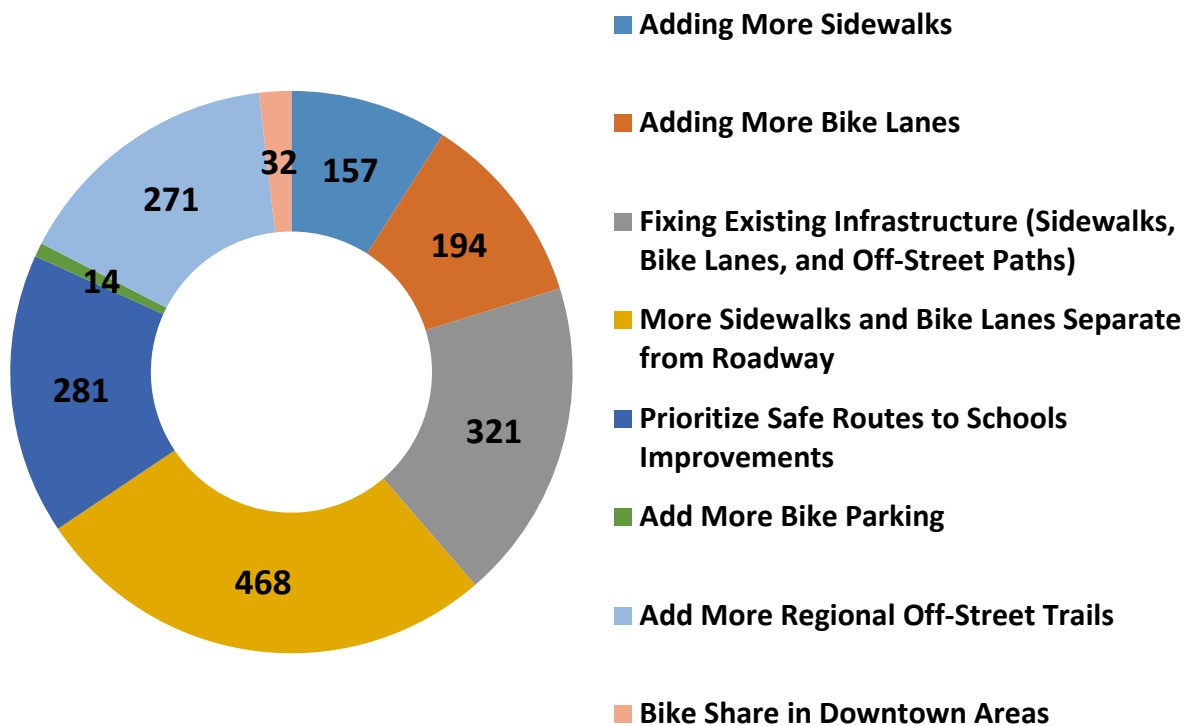
**Biking/Walking**

In this section, participants weighed in on bike/pedestrian strategies in order to understand what types of facilities/programs are preferred by the community. Participants were asked to pick their top two Biking/Walking priorities from the following options:

- Adding More Sidewalks
- Adding More Bike Lanes
- Fixing Existing Infrastructure (Sidewalks, Bike Lanes, and Off-Street Paths)
- More Sidewalks and Bike Lanes Separate from the Roadway
- Prioritize Safe Routes to Schools Improvements
- Add More Bike Parking
- Add More Regional Off-Street Trails
- Bike Share in Downtown Areas

The results showed that Placer residents want to see more separated bike lanes and sidewalks, with More Sidewalks and Bike Lanes Separate from Roadway receiving 468 votes. This was followed by Fixing Existing Infrastructure (321 votes), and Prioritizing Safe Routes to School Improvements (281 votes). These results are shown below in **Figure 13**.

Figure 13: Number of Votes for Biking/Walking Strategies



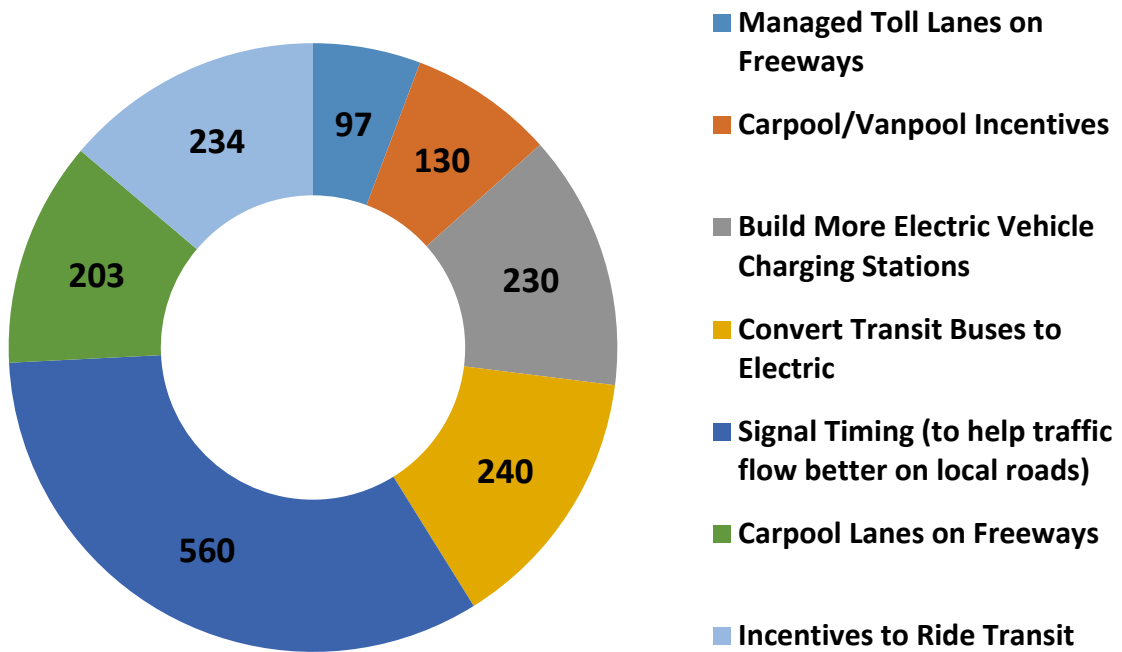
### Environment/Systems Management

This section focuses on strategies that can help to promote environmental quality, reduce greenhouse gas emissions, and manage existing systems without increasing capacity. Participants were asked to pick their top two Environment/Systems Management priorities from the following options:

- Managed Toll Lanes on Freeways
- Carpool/Vanpool Incentives
- Build More Electric Vehicle Charging Stations
- Convert Transit Buses to Electric
- Signal Timing
- Carpool Lanes on Freeways
- Incentives to Ride Transit

Signal Timing improvements were by far the most selected category (560 votes), followed by Convert Buses to Electric (240 votes), and Incentives to Ride Transit (234 votes). The results show that Placer residents are interested in seeing solutions that can help ease congestion on local roadways, in line with previous categories. These results are shown below in **Figure 14**.

Figure 14: Number of Votes for Environment/Systems Management Strategies





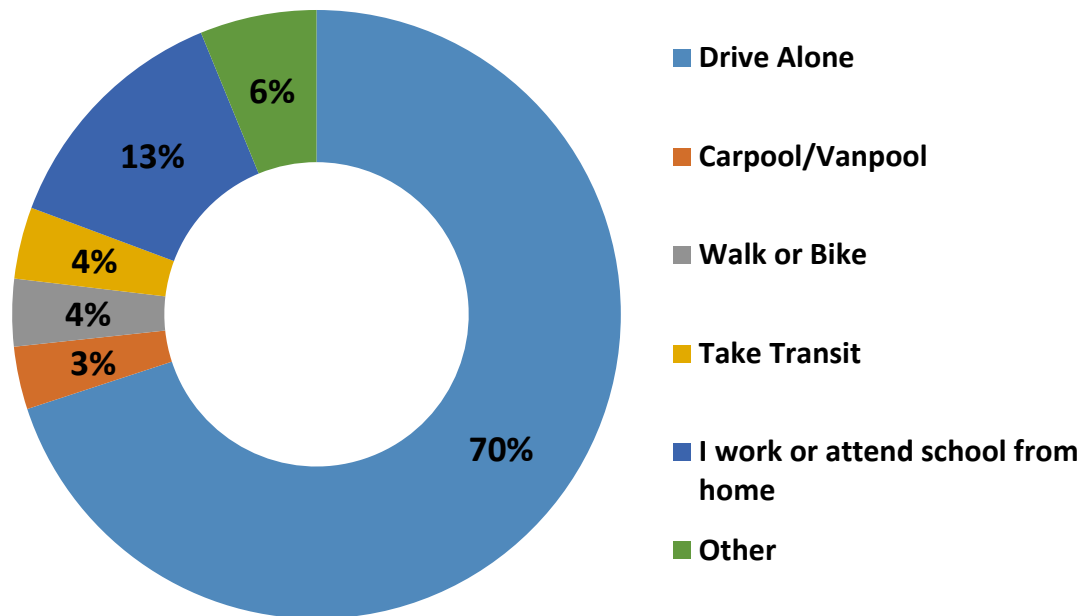
### Demographics

The final screen of the survey asked a series of optional demographic questions to understand the audience that took the survey. On this screen was also a link to a separate Constant Contact form where respondents could enter to win the prize drawing for a choice of a \$100 gas card, \$100 Uber/Lyft gift card, or a one month pass to one of Placer County’s transit operators. This was done to protect the privacy of respondents and not associate a particular name with demographic responses. The demographic questions included were:

- What is your home zip code?
- What is your work/school zip code? (if applicable)
- What is your primary mode of travel to work/school, etc?
- What ethnicity do you most identify with?
- What is your gender?
- What is your age?
- What is your income range?

The responses from home and work/school ZIP codes are explored above in the Geographic Reach section. When looking at respondents’ primary mode of travel, the majority get to work/school by driving alone (70%), followed by 13% who work or attend school from home. Transit and walk/bike each received 4% of the total. These results are shown below in **Figure 15**.

Figure 15: Respondents' Preferred Mode of Travel



When looking at demographics related to ethnicity, gender, age, and income level; the results show that most respondents identify as White (73%). The next largest ethnicity group was Asian/Pacific Islander (5%), followed by Hispanic/Latino (5%). Gender was close to evenly split,

with 48% identifying as male, and 46% identifying as female. The largest age group was 41-60 (38%), followed closely by 20-40 (37%). 19% of respondents identified as being in the 61-80 age group. Almost one third of respondents have an annual income between \$80,000-\$120,000 (30%), followed by \$40,000-\$80,000 (21%) and More than \$160,000 (21%). The results of the demographic analysis are shown below in **Figures 16-19**.

Figure 16: Respondents by Ethnicity

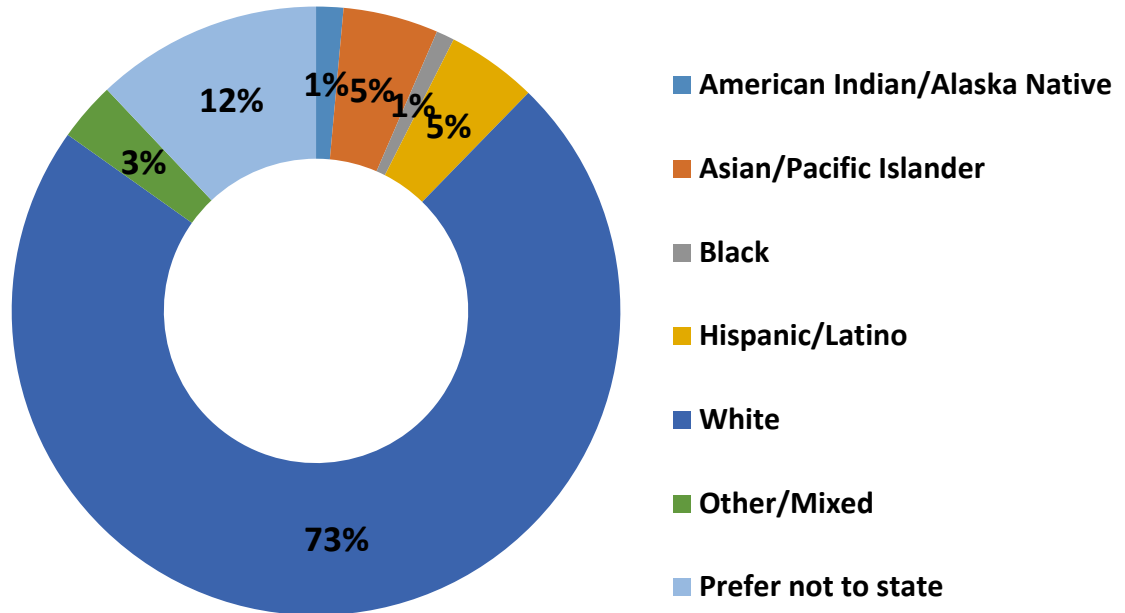


Figure 17: Respondents by Gender

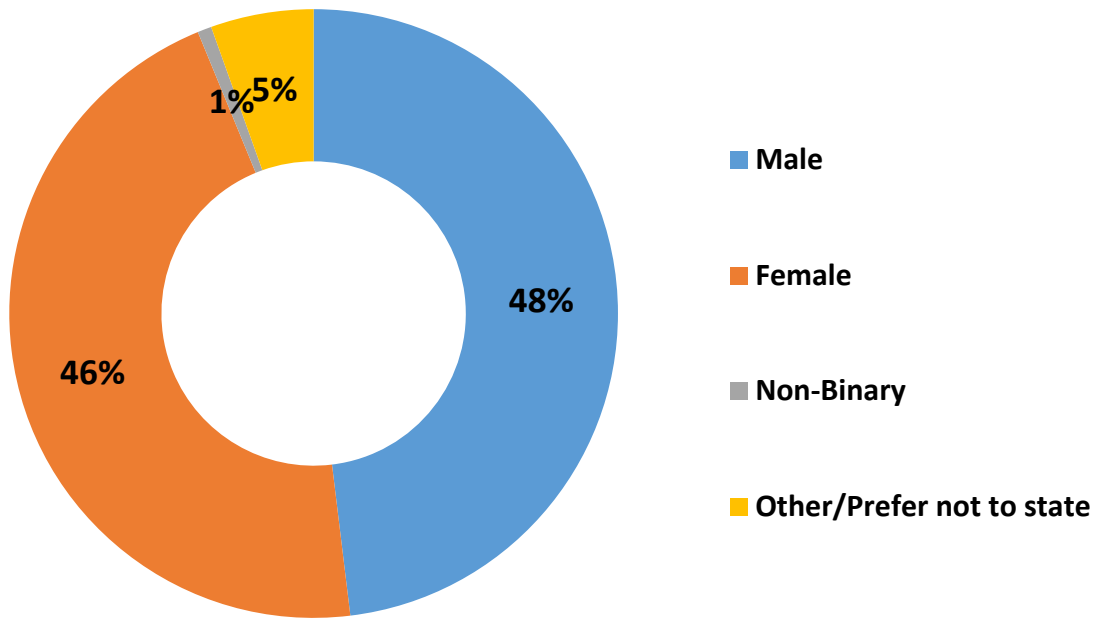


Figure 18: Respondents by Age

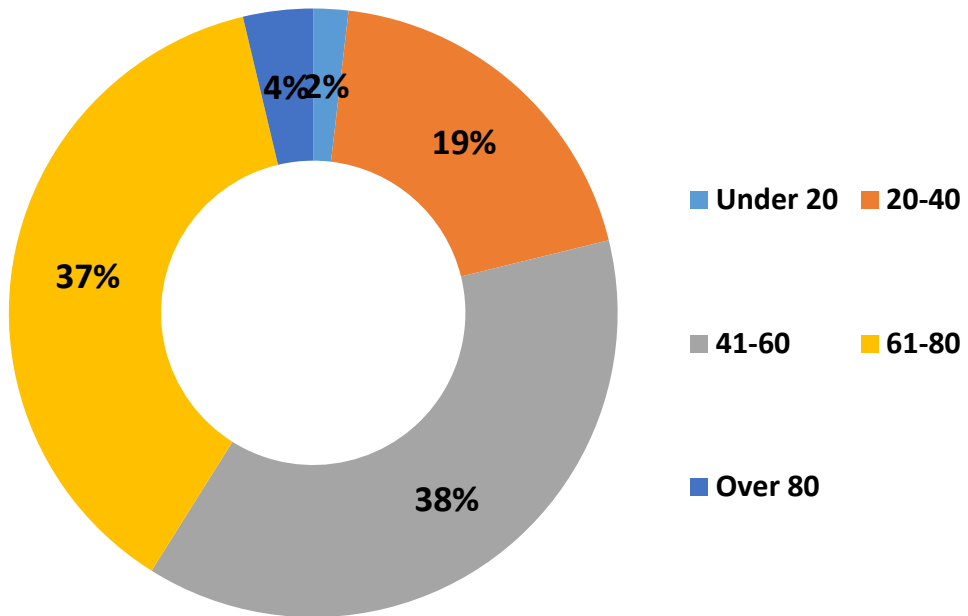
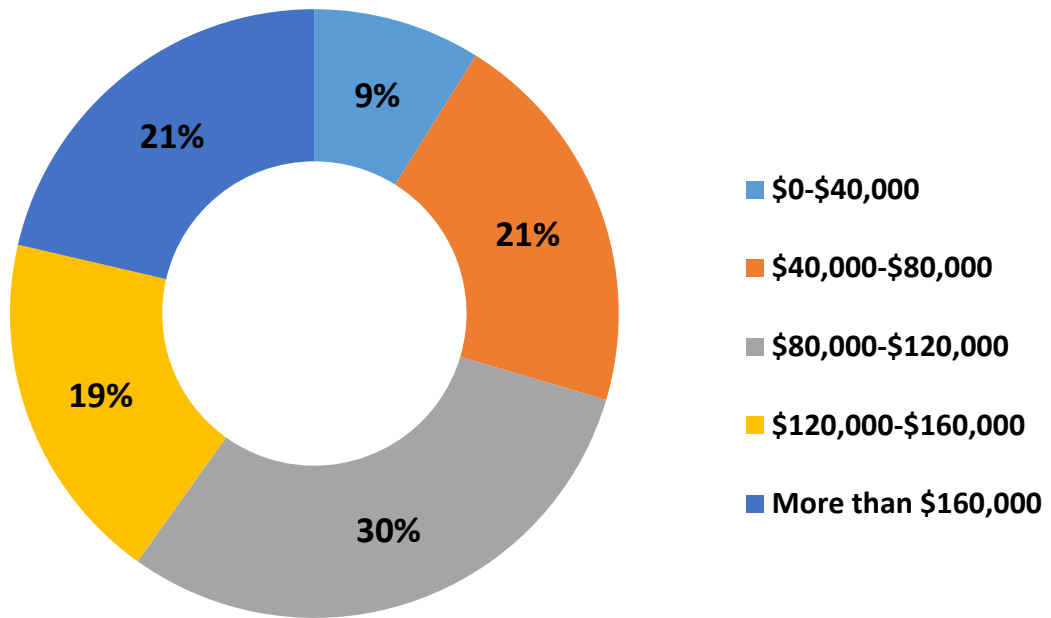


Figure 19: Respondents by Income Level



### **Virtual and In-Person Workshops**

PCTPA hosted a series of two virtual and one in-person community open houses about the Regional Transportation Plan (RTP), wherein participants had a chance to learn about the RTP efforts and provide feedback on the 2050 priorities. These workshops occurred on three back to back days between December 6-8, 2022. The virtual workshops were held on Zoom on December 6<sup>th</sup> and 8<sup>th</sup> and were attended by a total of 42 people. The in-person workshop was held on December 7<sup>th</sup> at PCTPA's offices in Auburn and was attended by 11 people. The workshops were highly publicized on PCTPA's social media and in an informational video and on flyers handed out at in-person events. Each of these workshop types and a summary of the results is shown below.

Figure 20: Virtual Workshop Presentation



The virtual workshops were designed to provide participants with a clear understanding of the RTP and its importance, discover how the participants would prioritize their transportation investments, and provide a forum for community members to ask questions. They were organized into three sections:

- Project background and overview
- Investment priorities live poll participation using Mentimeter
- Question-and-answer session

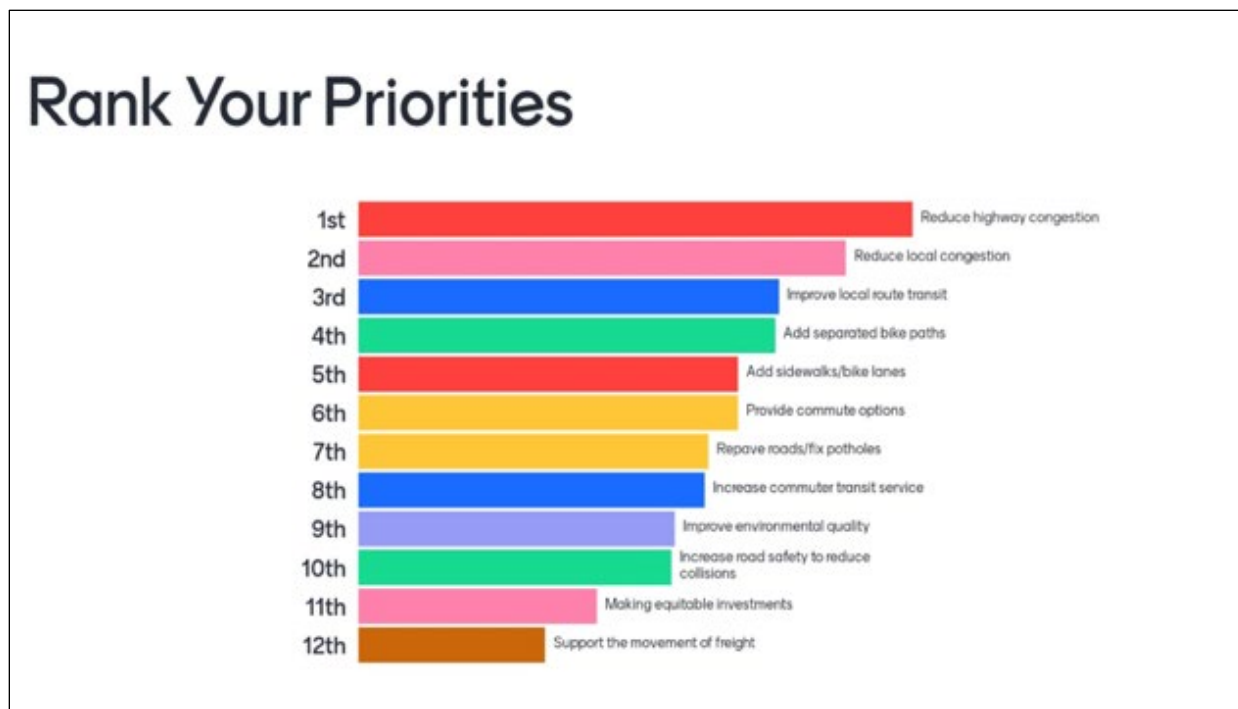
Each workshop began with a brief presentation by PCTPA staff explaining the overview and purpose of the RTP. Participants were asked to indicate their home and work ZIP code. This was followed by a series of live polling questions where participants were asked to indicate their transportation priorities. The first poll question asked participants to rank 12 priorities that spanned all types of transportation, including (in no particular order);

- Reduce local congestion
- Increase commuter transit service
- Add separated bike lanes
- Improve environmental quality
- Reduce highway congestion
- Add sidewalks/bike lanes
- Provide commute options
- Repave roads/fix potholes
- Making equitable investments
- Increase road safety to reduce collisions
- Support the movement of freight
- Improve local route transit

In the December 6<sup>th</sup> virtual workshop, participants ranked Reduced Highway Congestion, Reduced Local Congestion, and Improve Local Route Transit as their top three most preferred investment categories. In the December 8<sup>th</sup> workshop, Improving Local Route Transit, Increase

Commuter Transit Service, and Add Separated Bike Lanes were ranked highest. The results of these polls are shown in **Figure 21** (December 6th), and **Figure 22** (December 8th).

*Figure 21: Rank Your Priorities from December 6th Workshop*



*Figure 22: Rank Your Priorities from December 8th Workshop*



Following this, participants were asked to rank their top investment priorities within five specific categories: Highways, Local Roads, Public Transit, Biking/Walking, and Environment/Systems Management. The purpose was to better understand the participants

specific priorities and to mirror some of the questions from the online survey. Participants from each workshop ranked the following as their top three priorities in each category:

December 6<sup>th</sup> Workshop

- **Highways:** Adding lanes, Adding carpool lanes, Repaving/fixing potholes
- **Local Roads:** Adding bicycle/pedestrian facilities, Safety improvements to reduce collisions, Reconstructing intersections
- **Public Transit:** Increase frequency, Provide wider coverage of services, Later/weekend service hours,
- **Biking/Walking:** Add more sidewalks and bike lanes separated from the roadway, Improve safe routes to schools, Add more bike lanes.
- **Environment & Systems Management:** Incentives to ride transit, Signal timing, Carpool lanes on the freeway

December 8<sup>th</sup> Workshop

- **Highways:** Adding carpool lanes, Adding lanes, Freeway Service Patrol
- **Local Roads:** Adding bicycle/pedestrian facilities, Coordinating signal timing, and Adding more electric vehicle charging stations
- **Public Transit:** Increase frequency, Improve rural bus service, and Provide wider coverage of services
- **Biking/Walking:** Add more sidewalks and bike lanes separate from the roadway, Improve safe routes to schools, Fix existing infrastructure (sidewalks, bike lanes)
- **Environment & Systems Management:** Incentives to ride transit, Build more electric vehicle charging stations, Signal timing

Each workshop ended with a question and answer session, where participants could ask questions of PCTPA staff. Questions focused on topics including (but not limited to): transit service expansion in South Placer and rural areas like Foresthill, roadway improvements in response to new growth, and transportation planning in the Truckee/Tahoe area.

**In-Person Workshop**

PCTPA held one in-person workshop at their offices in Auburn on December 7, 2022. A total of 11 community members attended the workshop, which was organized as a short presentation followed by a collection of activity boards around the room. As people arrived between 5:30-6:00 p.m., they were greeted at the registration table and asked to sign in. Food and refreshments were provided. Members of the project team were available throughout the room to answer questions and receive comments. Poster boards were spaced throughout the room where participants could place sticker dots on their top investment priorities in each of five categories: Highways, Local Roads, Public Transit, Biking/Walking, and Environment/Systems Management. The following is the top three strategies in terms of number of dots from each category:

- **Highways:** Adding carpool lanes, Repaving/fixing potholes, and Adding lanes
- **Local Roads:** Adding bicycle/pedestrian facilities, Repaving/fixing potholes, and Local road widening
- **Public Transit:** Upgrade buses to electric, Increase frequency, Provide wider coverage of services, and Improve rural bus service
- **Biking/Walking:** Adding more bike lanes, Prioritize safe routes to schools, and More sidewalks and bike lanes separate from roadway
- **Environment & Systems Management:** Signal timing, Incentives to ride transit, Carpool lanes on freeways

Figure 23: In-Person Workshop Presentation



Figure 24: Dot Boards used at In-Person Workshop





**Pop-Up Events & Council Presentations**

In addition to the online survey and virtual/in-person workshops, PCTPA staff also held pop-ups and informational meetings throughout the county to promote the 2050 RTP survey, encourage participants to sign up for the workshops, and to hear comments about the community’s transportation priorities. Given the timing of the outreach during the holiday season, many events were held at tree lightings or other holiday themed events. Flyers and themed swag (hot chocolate tubes and candy canes) were handed out at each event affixed with the RTP website URL. PCTPA staff facilitated or attended the following events:

- Auburn Tree Lighting (November 26, 2022)
- Colfax Winterfest (December 10, 2022)
- Lincoln Cool River Pizza Informational Meeting (November 29, 2022)
- Rocklin Cool River Pizza Informational Meeting (November 28, 2022)
- Rocklin Park Pulse (October 27, 2022)
- Rocklin Sierra College Winter Carnival (December 6, 2022)
- Roseville Sun City Informational Meeting (November 30, 2022)
- Roseville Tree Lighting (December 1, 2022)
- Roseville Old Town Pizza Informational Meeting (December 5, 2022)
- Roseville St. John’s Episcopal Church Informational Meeting (December 8, 2022)

*Figure 25: PCTPA Staff at the Auburn Tree Lighting*



PCTPA staff also visited each City/Town Council (with the exception of Roseville, where staff visited the Transportation Commission) and the Board of Supervisors to give an informational presentation and encourage all to take the 2050 RTP survey. Staff presented at the following meetings:

- Auburn City Council (October 24, 2022)
- Colfax City Council (November 9, 2022)
- Lincoln City Council (November 8, 2022)
- Loomis Town Council (November 8, 2022)
- Rocklin City Council (October 25, 2022)
- Roseville Transportation Commission (November 15, 2022)
- Placer County Board of Supervisors (November 8, 2022)
- Truckee/North Tahoe Transportation Management Association Board Meeting (November 3, 2022)

*Figure 26: PCTPA Staff Presenting at Loomis Town Council*



**Promotion**

PCTPA along with its outreach consultant AIM heavily promoted the 2050 RTP outreach efforts through a number of means, including: workshops and pop-up events through

- 2050 RTP Project Website: [www.pctpa.net/RTP2050](http://www.pctpa.net/RTP2050)
- PCTPA’s social media pages (Facebook, Twitter, and LinkedIn)
  - This included paid boosted social media posts that reached over 22,000 people
- Member jurisdictions social media pages
- Paper flyers (to be handed out at in-person events)
- Constant Contact email blasts that reached nearly 10,000 email inboxes
- Op-Ed article from Supervisor Holmes and Supervisor Jones in the Gold Country Media, which operates the newspapers in Auburn, Rocklin, Roseville, Loomis, and Lincoln
- Promotional video that overviewed the RTP process and encouraged the community to take the online survey and attend one of the workshops
- Personal emails and phone calls to community based organizations, school districts, non-profits, and more
- Information and flyers posted at PCTPA’s kiosk in the Roseville Galleria mall during the busy holiday shopping season

Figure 28: Boosted Social Media Post



Figure 27: Workshop Promotion Flyer



## **Summary and Conclusions**

The first round of outreach for the 2050 RTP resulted in the following:

- An online survey in both English and Spanish that was responded to by 1,109 people
- Ten pop-up events and informational meetings where PCTPA staff interacted with over 380 people
- Eight City/Town Council, Board of Supervisor, and Commission meetings where PCTPA staff interacted with elected officials and members of the public in each jurisdiction
- Virtual and in-person workshops attended by a total of 53 people
- Boosted social media posts that reached over 22,000 people
- Constant Contact email blasts that reached nearly 10,000 email inboxes three times
- Animated promotional video developed by AIM with PCTPA staff that conveyed the RTP process in a fun and engaging manner
- One press release and one Board of Supervisors' op-ed regarding the RTP and public input opportunities

The general theme from the online survey was that Placer residents are concerned about traffic congestion and road conditions, as widening roadways and fixing potholes consistently ranked high across several survey questions. However, improving signal timing also performed well in a couple of questions, which could be a useful solutions on congested roadways where adding capacity may not be desirable or an option. Signal timing was also ranked very highly in the environment/systems management category, with over twice as many votes as any other strategy in that category.

For biking/walking strategies, adding separated bike lanes/paths and sidewalks was the preferred option for Placer residents (468 votes), as well as fixing existing infrastructure (321 votes). These categories even ranked higher than adding regional off-street paths. Strategies such as adding more bicycle parking and implementing bike share programs in downtown areas were among the least desirable options.

For public transit strategies, residents preferred to see greater coverage areas over frequency and expanded service hours, when given a tradeoff. Providing a wider coverage of services received the most votes (437), followed by app-based services such as microtransit (365 votes). Both of these involve expanding the coverage of routes, but not necessarily expanding frequency if funds aren't available for both.

The virtual and in-person workshops also asked participants to weigh in on their transportation priorities. In the December 6<sup>th</sup> virtual workshop, participants ranked Reduced Highway Congestion, Reduced Local Congestion, and Improve Local Route Transit as their top three most preferred investment categories. In the December 8<sup>th</sup> workshop, Improving Local Route Transit, Increase Commuter Transit Service, and Add Separated Bike Lanes were ranked highest.

The results of this survey will directly influence the development of the 2050 RTP policies, goals, and objectives as it represents the needs and desires of Placer County residents. Information from this survey will continue to shape the 2050 RTP as it develops over the next three years, and help to inform any future surveys.

**TO:** PCTPA Board of Directors **DATE:** March 8, 2023

**FROM:** Cory Peterson, Senior Transportation Planner

**SUBJECT:** **PRESENTATION: SACRAMENTO-RENO RAIL STUDY – FIRST/LAST MILE ANALYSIS & PUBLIC INTEREST SURVEY**

**ACTION REQUESTED**

None. This is an information item only.

**BACKGROUND**

In 2022, the Placer County Transportation Planning Agency (PCTPA) developed an application to the Caltrans Sustainable Transportation Planning grants program to develop a feasibility study for extending the Capitol Corridor from its current eastern terminus in Auburn to the Reno/Sparks area. The application was developed with financial support from six other agencies, which include:

- Nevada County Transportation Commission (NCTC)
- Capitol Corridor Joint Powers Authority (CCJPA)
- Regional Transportation Commission of Washoe County (RTC)
- Tahoe Regional Planning Agency (TRPA)
- Placer County
- Sacramento Area Council of Governments (SACOG)

Following submittal, PCTPA was contacted by Caltrans Division of Rail and Mass Transit (DRMT) who desired to take over development and funding of the study. Having already developed the partnerships with the funding agencies, PCTPA staff developed a scope for preparing a study on first/last mile connections to and from seven stations along the proposed Capitol Corridor extension (hereafter named “Reno Rail Extension”). It was done in conjunction with a Caltrans Division of Rail and Mass Transit study exploring the potential extension. The study focused on stations located in Placer County and Nevada County, CA and Washoe County, NV, including: Roseville, Rocklin, Auburn, Colfax, Truckee, Reno, and Sparks (currently only served by thruway buses).

The California Climate Action Plan for Transportation Infrastructure (CAPTI) recommends that First/Last Mile services such as traditional transit, ride-hailing, micro transit, resort shuttles, etc., be carefully planned as a key feature at rail stations to reduce vehicle miles traveled (VMT), greenhouse gas emissions and the carbon footprint of a successful rail expansion project. Implementing first/last mile solutions can help to encourage more train ridership and help meet climate change goals in both California and Nevada. The subsequent report explores existing and planned services at each station, followed by opportunities and considerations for implementing agencies.

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In addition to the first/last mile analysis, the scope of work included the development and release of a public interest survey regarding a potential Reno Rail Extension. The purpose was to gauge interest of the potential extension, but also to gain knowledge of how potential riders would use the service. Promotion was be done by the funding and partner agencies with support from PCTPA staff.

**DISCUSSION**

Preparation of the First/Last Mile Study Report involved several steps, including convening a Plan Development Team four times, conducting field visits at each station, and reviewing numerous city, county, regional, and state planning documents. The first step in the project was to release a public interest survey to gauge not only interest in the service itself, but also how the public may use the service. It was released in late October 2022 and ran for approximately one month, garnering a total of 5,802 responses. Promotion of the survey was primarily done by the partner agencies via social media. Responses were widespread, coming in from 21 states, 49 of 58 California counties, and 6 of 17 Nevada counties. The most responses were received from Placer County (669), Sacramento County (654), Nevada County (653), and Washoe County (478).

Overall, the survey shows that the general public is interested and willing to try the service (83%), despite the fact that the benefits (avoiding traffic/driving in snow, etc.) and challenges (hauling luggage, takes longer, etc.) of taking the train were presented. 55% of respondents stated they would primarily use the train for recreational purposes, and comfort/scenery and avoiding traffic were the most appealing aspects of riding the train for respondents (34% each). The survey then asked about first/last mile behaviors and opinions, where 53% said they would drive to their starting station, but 30% said they would use a rideshare from their destination station. Truckee was the most often identified starting station, followed by Sacramento. Truckee was also the most identified ending station, followed by Reno.

Respondents were asked about their opinions on first/last mile services in three categories: active modes, transit, and vehicles. Wayfinding signs, better bicycle/pedestrian access to stations, on-demand app-based transit service (microtransit), fixed route transit, resort shuttles, and ridesharing incentives were among the highest ranked services. These questions were followed by demographic related questions, where respondents were found to be primarily white, split evenly between male and female, primarily between the ages of 20-60, and primarily with incomes exceeding \$91,000 per year (30% had incomes exceeding \$150,000 per year).

In addition to summarizing the results overall, the results were summarized by three different regions: Mountain Communities, Sacramento area, and Bay Area. The Mountain Communities included Truckee, Lake Tahoe, and the Reno/Sparks area. Responses were divided up based on the self-identified zip code of residence. While many responses were similar across all three regions, there were a few notable differences. Sacramento area respondents were more likely to ride the train for comfort/scenery, while Bay Area and Mountain Communities residents were more likely to use it to avoid traffic. Sacramento area respondents were also more likely to cite riding the train to avoid driving in winter weather, while Bay Area residents were the least likely to indicate they'd be willing to try a Reno Rail Extension. Responses also indicated a strong recreational

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usage among Bay Area and Sacramento respondents, while Mountain Communities respondents were more likely to indicate personal uses unrelated to recreation. First/last mile solutions were mostly ranked similarly, with Mountain Communities favoring on-demand app-based service (microtransit) more than the other two regions.

Concurrent with this survey, PCTPA staff conducted an analysis of first/last mile opportunities at seven study stations: Roseville, Rocklin, Auburn, Colfax, Truckee, Reno, and the Sparks Thruway Bus Stop. Staff conducted field visits at each and documented existing and planned first/last mile services, including:

- Fixed route transit
- On-demand app-based service (microtransit) and/or dial-a-ride
- Bicycle and pedestrian access
- Wayfinding signs
- Bike or scooter share
- Parking facilities
- Rideshare incentives
- Carpool/vanpool incentives

The analysis resulted in a set of high-level considerations for implementing agencies as planning for the Reno Rail Extension develops. All of these considerations would need to be further studied prior to implementation. Five considerations were made applicable to all stations, including:

- Considering a Transportation Network Company (TNC) (i.e., Uber/Lyft) incentive program
- Offer a discounted ticket for first time riders
- Wayfinding maps of the surrounding area
- Installing electric vehicle charging stations in the park and ride lots
- Map of surrounding transit services and schedules

The remaining considerations were station specific, and include topics such as (but not limited to):

- Bicycle facilities/parking and crosswalks
- Signs promoting app-based service (microtransit) services
- Circular shuttles in downtown areas
- Shuttles to ski resorts and/or casinos
- Scooter or bike share pilots
- Fixed transit routing

Ultimately the report will inform a feasibility study being conducted by Caltrans Division of Rail and Mass Transit that is examining what station improvements would be necessary to move a Reno Rail Extension forward. The Caltrans study is intended to result in a Project Study Report (PSR), which will make further feasibility studies eligible for state funding. As the potential Reno

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Rail Extension could be decades away (if deemed feasible), the considerations in this report will evolve over time, and can serve as a guide for implementing agencies.

The report was completed in February 2023 and is currently being reviewed by members of the PDT for comment. Concurrently, the Caltrans PSR for the broader Sacramento-Reno Rail Extension Study is also out for comment from their Plan Development Team, which includes PCTPA staff. Staff will present a summary of the findings of the report at the March 2023 PCTPA Board of Directors meeting.

CP:rc:mbc: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

March 7, 2023 – 3:00 pm

### ATTENDANCE

#### Technical Advisory Committee (TAC)

Carl Moore, City of Colfax  
Gaby Wentz, Caltrans  
Araceli Casarez, City of Lincoln  
Merrill Buck, Town of Loomis  
Megan Bressemer, City of Rocklin  
Justin Nartker, City of Rocklin  
Jake Hanson, City of Roseville  
Mark Johnson, City of Roseville  
Jason Shykowski, City of Roseville  
Amber Conboy, Placer County  
Will Garner, Placer County  
Katie Jackson, Placer County  
Rich Moorehead, Placer County  
Jaime Wight, Placer County

#### Staff

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

#### **CMAQ and STBG Funding (Rick/Mike)**

Rick Carter presented the CMAQ / STBG project allocations and explained that we plan on going to the PCTPA Board this month with funding recommendations for FFY 2026 & 2027. Rick noted that the applications were ranked / scored by him, Mike Costa, and Kristina Svensk from SACOG. Rick said they allocated funds to each project and those with the highest-ranking projects were fully funded, and lower ranking projects received partial funding. The Dry Creek Greenway project was awarded a separate grant, which reduced the needed CMAQ funding, so it was only partially funded despite scoring high.

**Rural STBG:** Rick explained that Rural STBG funds are apportioned by population and not competitive.

We pull funds “off the top” for regional programs which include the Congestion Management Program, Spare the Air, and Freeway Service Patrol.

Rick added that a couple of years ago, we loaned the City of Auburn CMAQ funds for the Nevada Street Sidewalk project. These funds were eventually taken from the Freeway Service Patrol (FSP) program and Congestion Management Program (CMP). Through this



funding round process, the City of Auburn is paying back these funds with STBG funds which will be programmed for FSP into FFY 2024/25 and CMAQ funds which will be programmed for CMP into FFY 2024/25.

There were no questions, and the TAC concurred with bringing the CMAQ and STBG funding recommendations to the Board in March.

### **Regional Transportation Plan (Mike/Cory)**

Cory Peterson explained that we will be updating the Board in March with a summary of the responses from the outreach efforts as we move toward the development of the Regional Transportation Plan (RTP). He said that the community outreach occurred in every jurisdiction with the goal of trying to understand the transportation priorities of Placer County residents. PCTPA staff conducted several virtual and in-person workshops. Additionally, there was an online survey open for two months which garnered approximately 1,100 responses. Most respondents prioritized fixing traffic congestion and potholes. A majority of respondents responded that they would allocate funding for highway widening and fixing potholes. Regarding transit, most people ranked serving more locations and micro-transit options as their priority. Results of the surveys were provided to PCTPA's member jurisdictions and will be made available to the public upon release of the PCTPA Board packet. Staff will also return to the TAC in May to discuss RTP policy elements, goals and objectives and how to incorporate equity into the next RTP based on this initial outreach effort.

### **LCTOP Fund Allocation (Mike)**

Mike Costa presented the FY 2022/23 Low Carbon Transit Operations Program (LCTOP) fund allocation made available by the State Controller's Office (SCO) on March 2<sup>nd</sup>, which totals \$891,481. Historically, eligible projects funded by LCTOP have been claimed and administered by the transit operators to support bus purchases and/or fixed-route service operations because of the LCTOP program's specific criteria that limits projects based on their demonstrated benefits of reducing greenhouse gas emissions and improving transit ridership. While Rocklin, Lincoln, and Loomis have delivered some local bus stop/shelter improvement projects with this funding in the past, they have recently been deferring the funding to the transit operators to use. Mike identified that when the program of projects was originally developed with the transit operators and jurisdictions back in FY 2019/20, which distributed estimated funding over a five-year cycle (from FY 2019/20 – 2023/24) based on population share, the amount of LCTOP funds estimated through FY 2023/24 is approximately \$600,00 less than what staff now estimates to be available at the end of the five-year cycle next year (based on the actual LCTOP funding amounts received over the past four years). This provides an opportunity for local jurisdictions to consider funding more projects, and/or the transit operators identifying projects that need additional LCTOP funding that can be delivered within the 5-year cycle. Mike asked the local jurisdictions if they have any LCTOP projects that are eligible. Rocklin, Loomis, Lincoln and Colfax noted that they have no LCTOP-eligible projects planned and concurred with allowing any remaining program funds to be used by the transit projects, with Mike requesting that if any jurisdiction does identify an eligible project to notify him by the end of the week. If there are no LCTOP eligible projects from any of the local jurisdictions identified this week, then all available LCTOP funds determined will be distributed among the three transit operators based on their respective needs and the historical population share formula.

### **Active Transportation Plan Grant (ATP)**

Cory said he is putting together an ATP application due Thursday and reminded the TAC to submit comments on the grant materials if they wish to. He also said he will be reaching out to a number of agencies who have not submitted letters of support.

#### **Other Info / Upcoming Deadlines**

- a) **SPRTA Board Meetings:**
  - 1) We may have a SPRTA Board meeting on March 22<sup>nd</sup>. To be determined.
  - 2) We may have a special SPRTA Board meeting on April 12<sup>th</sup>. To be determined.
- b) The regularly scheduled April 26<sup>th</sup> PCTPA and SPRTA Board meetings are cancelled due to a conflict with Cap to Cap.
- c) Next PCTPA Board Meeting: March 22<sup>nd</sup>
- d) Next TAC Mtg: May 9<sup>th</sup> @ 3p

The TAC meeting concluded at approximately 3:35 p.m.

SS:mc:rc:cp:mbc

**TO: PCTPA Board of Directors**

**DATE: March 22, 2023**

**FROM: Solvi Sabol, Planning Administrator**

**SUBJECT: STATUS REPORT**

**Freeway Service Patrol (FSP)**

The FY 2022/23 2<sup>nd</sup> quarter statistical summary for Placer FSP is attached. For the 2<sup>nd</sup> quarter there were 745 total assists. This compares to 628 assists the same quarter last year. Thirty-six (36) survey comments were submitted for the 2<sup>nd</sup> quarter. All motorists rated the service as “excellent.”

**Transit Ridership and CTSA Call Center Operations Quarterly Report**

The following tables summarize the current ridership for each of Placer County’s transit services, and the performance statistics for the South Placer Transit Information and Call Center. Staff will continue to provide this report quarterly to keep the Board apprised of ridership and operational performance trends for transit-related operations in Placer County.

**Quarterly Ridership Trends by Transit Operator**

Transit Operator	FY 2021			FY 2022					FY 2023	
	3rd Quarter (Jan-Mar)	4th Quarter (Apr-Jun)	Total FY 2021	1st Quarter (Jul-Sep)	2nd Quarter (Oct-Dec)	3rd Quarter (Jan-Mar)	4th Quarter (Apr-Jun)	Total FY 2022	1st Quarter (Jul-Sep)	2nd Quarter (Oct-Dec)
<b>Auburn Transit</b>										
Total (all services)	3,131	4,089	14,277	3,777	3,705	6,224	7,791	21,497	7,342	6,793
<b>Placer County Transit</b>										
Fixed Route	31,094	31,623	119,014	36,130	38,781	37,313	44,574	156,798	46,868	49,382
Dial-A-Ride	3,474	3,717	15,706	4,133	4,667	4,103	4,458	17,361	4,827	4,858
Vanpool	1,190	1,302	4,784	1,066	895	630	636	3,227	686	466
Commuter	1,038	1,545	5,379	1,575	2,546	2,287	2,945	9,353	2,832	2,510
Total (all services)	<b>36,796</b>	<b>38,187</b>	<b>144,883</b>	<b>42,904</b>	<b>46,889</b>	<b>44,333</b>	<b>52,613</b>	<b>186,739</b>	<b>55,213</b>	<b>57,216</b>
<b>TART</b>										
Total (all services)	50,483	50,097	200,805	61,899	62,031	105,196	52,762	281,888	66,989	81,338
<b>Roseville Transit</b>										
Fixed Route	22,951	26,885	98,865	22,703	26,004	26,294	28,034	103,035	29,773	27,049
Dial-A-Ride	3,538	4,092	14,497	4,545	4,111	4,015	4,044	16,715	4,095	4,012
Commuter	2,399	3,806	12,312	4,534	4,955	5,072	6,230	20,791	6,227	6,155
Total (all services)	<b>28,888</b>	<b>34,783</b>	<b>125,674</b>	<b>31,782</b>	<b>35,070</b>	<b>35,381</b>	<b>38,308</b>	<b>140,541</b>	<b>40,095</b>	<b>37,216</b>
<b>Western Placer CTSA</b>										
Placer Rides - Volunteer	603	739	2,697	545	721	737	1,641	3,644	1,171	1,209
Placer Rides - Last Resort	819	751	2,828	63	53	214	315	645	247	211
Total (all services)	<b>1,422</b>	<b>1,490</b>	<b>5,525</b>	<b>608</b>	<b>774</b>	<b>951</b>	<b>1,956</b>	<b>4,289</b>	<b>1,418</b>	<b>1,420</b>
<b>Region-Wide</b>										
Total (all services)	120,720	128,646	491,164	140,970	148,469	192,085	153,430	634,954	171,057	183,983
<b>Annual Totals</b>	<b>491,164</b>			<b>634,954</b>					<b>355,040</b>	

**PCTPA Board of Directors  
 Status Report  
 March 22, 2023  
 Page 2**

**Quarterly Call Center Statistics**

Call Summary Data	FY 2021			FY 2022					FY 2023	
	3rd Quarter (Jan-Mar)	4th Quarter (Apr-Jun)	Total FY 2021	1st Quarter (Jul-Sep)	2nd Quarter (Oct-Dec)	3rd Quarter (Jan-Mar)	4th Quarter (Apr-Jun)	Total FY 2022	1st Quarter (Jul-Sep)	2nd Quarter (Oct-Dec)
Calls Answered	6,772	8,534	33,072	7,649	7,559	7,444	8,778	31,430	8,765	8,276
% Calls Answered within 90 seconds	85%	83%	83%	88%	83%	86%	84%	85%	80%	83%
% Calls Answered within 3 minutes	92%	91%	91%	93%	88%	93%	91%	91%	88%	91%
% Calls Answered within 6 minutes	98%	97%	98%	99%	91%	99%	98%	97%	97%	97%
Calls Abandoned	674	973	3,432	631	634	794	911	2,970	1,144	980
Average Speed Calls Answered	0.45	0.62	0.56	0.37	0.29	0.44	0.48	0.39	0.73	0.65
Average Incoming Call Time	1.51	1.83	1.55	1.72	1.31	1.42	1.42	1.46	1.5	1.63
Calls Transferred Out	1,694	2,198	7,974	1,965	2,066	1,849	2,099	7,979	2,386	2,112

CP:RC:mbc

PCTPA FSP 2nd Quarter, (October-December 2022) Statistical Summary									
Total Assists: 745   Total Responses: 74									
Vehicle Type	Percent	Count	Vehicle Origin	Percent	Count	Was the driver courteous and helpful?	Percent	Count	
Car/Minivan/Wagon	50.74%	378	Found by you	59.19%	441	Yes, Very	100.0%	24	
Sport Utility	19.33%	144	Dispatched by CHP	30.87%	230				
Vehicle/Crossover	15.44%	115	Partner Assist	7.25%	54	How did FSP know you needed help?	Percent	Count	
Pickup Truck	0.00%	0	Revisit	0.27%	2	Driver saw me	75.00%	18	
Blank	7.92%	59	Directed by CHP Officer	2.42%	18	Others	25.00%	6	
Motorcycle	0.81%	6		100.0%	745				
Truck - Over 1 Ton	1.74%	13	FSP Action			How would you rate this service?	Percent	Count	
Big Rig	3.09%	23	Quick Fix / Repair	17.58%	131	Excellent	100.0%	24	
RV/Motorhome	0.67%	5	Towed to Drop Zone	16.38%	122				
Truck - Under 1 Ton	0.27%	2	Towed Off Freeway	3.09%	23	How did you hear about FSP?	Percent	Count	
	100.0%	745	Traffic Control	17.58%	131	Hadn't heard until today	83.3%	20	
Vehicle Problem	Percent	Count	Partner Assist	5.23%	39	Was helped previously	0.0%	0	
Accident	34.90%	260	Tagged Vehicle	6.44%	48	Have seen trucks driving around	4.2%	1	
Mechanical	15.30%	114	None - Not Needed	5.91%	44	Brochure	0.0%	0	
Flat Tire	15.30%	114	Called for Private Assistance	2.82%	21	Other	12.5%	3	
Out of Gas	10.47%	78	Other	4.43%	33	How long did you wait before FSP arrived?	Percent	Count	
Abandoned	6.58%	49	Debris Removal	8.05%	60	Less than 5	37.50%	9	
Partner Assist	0.13%	1	None - Motorist Refused Service	3.36%	25	5 - 10 minutes	16.67%	4	
Driver Related	8.86%	66	Escort Off Freeway	8.46%	63	10 - 15 minutes	20.83%	5	
Other	1.48%	11	Provided Transportation	0.67%	5	15 - 20 minutes	20.83%	5	
Overheated	2.01%	15		100.0%	745	20 - 30 minutes	4.17%	1	
None - Not Needed	1.34%	10	Vehicle Location	Percent	Count	30 - 45 minutes	0.00%	0	
Electrical	1.07%	8	Right Shoulder	68.59%	511	Over One Hour	0.00%	0	
Unsecured load	1.07%	8	Left Shoulder	6.17%	46				
Debris	0.81%	6	In Freeway Lane(s)	11.41%	85				
Car Fire	0.54%	4	Blank	0.00%	0	Other Metrics			
Locked Out	0.13%	1	Ramp/Connector	13.83%	103	Average Duration (Minutes)			
	100.0%	745	Unable to locate	0.00%	0	Overtime Assists			
				100.0%	745	Overtime Blocks			
			Total Comments	NA	36	Multi-Vehicle Assist			
									215

Source: <http://www.safdsp.com/admin>

## MEMORANDUM

**TO:** Matt Click  
**FROM:** AIM Consulting  
**DATE:** March 9, 2023  
**RE:** February 2023 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 February 2023.

### **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 weather updates throughout the county affecting road travel, 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:

- US Weather Service Updates in area
- Caltrans District 3 Updates
- Roseville City Updates
- Rocklin Road Interchange Project Updates
- East Wheatland Expressway Project Updates
- Rocklin Roundabout Under Yield Control
- Traffic advisories for Placer County
- Roseville Transit Updates
- US 50 Lane Closures
- Cycling Through Placer County – Tease for Bike Month

### **Current social media page statistics include:**

- Facebook – 1,895 Followers

- *Previously: 1,933*
- Twitter – 1,338 Followers
  - *Previously: 1,335*
- Instagram – 1,052 Followers
  - *Previously 1,048 Followers*

**Key website analytics include:**

- 3,127 users visited pctpa.net in February
  - 68% New Visitors, 32% Returning Visitors
- Total page views for the PCTPA website during February: 2,187
  - 80% of views were on the Main Page
  - 14% of views were on the Agendas 2022 Page
  - 7.2 % of views were on the Meet the Staff Page
  - 8.42% of views were on the About Page
  - 5% 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:

- PCTPA communication strategies with Cory
- Meeting with funding strategy team re: communications
- Wrap up of contract for end of March



**March 6, 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

Mike Luken, chief executive officer, MNJ Advisors

**RE:** Funding Strategy Outreach Program January 2023 Activities

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

**Account Management/ Strategic Communications Advice**

- Attended multiple strategy sessions;
- Attended multiple meetings with new creative consultant;
- Prepared monthly report of activities;
- Budget Revise

**Community Engagement & Outreach**

- Met with local and regional elected leaders;
- Met with local and regional stakeholders individually on next steps for Funding Strategy;
- Held Funding Strategy Stakeholder Meeting
- Reengaged various community groups;

**Research**

- Prepared for Creative Focus Groups
- Attended Creative Focus Groups

**Planned Activities for January**

- Weekly team meetings;
- Digital & social audit;
- Preparing for April 1 Advertising Launch
- Preparing for April Roseville Focus
- 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: \$30,000**





(703) 340-4666

[www.keyadvocates.com](http://www.keyadvocates.com)

February 28, 2023

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

## **118<sup>th</sup> Congress**

### Composition

On February 21, the Democrats won the Virginia's 4<sup>th</sup> congressional district special election. As a result, the Republicans have 222 members and the Democrats 213. In the Senate, there are 51 Democrats and 49 Republican. Two seats of interest are Congressman Santos, per DOJ and Ethics Committee investigations, and Senator Fetterman, per health issues.

### Committee and Subcommittee Assignments

In the House, we note the Transportation and Infrastructure Committee, Congressman Sam Graves (R-MO-6) is the new Chair and Congressman Rick Larsen (D-WA-2) is the Ranking Democratic Member, and the Appropriations Committee and its Subcommittee on Transportation (with jurisdiction over surface transportation funding), Congresswoman Kay Granger (R-TX-12) is the new Chair and Congresswoman Rosa DeLauro (D-CT-3) is the Ranking Democrat.

In the Senate, we note the Environment and Public Works Committee (with jurisdiction over surface transportation), Senators Thomas Carper (D-DEL) and Shelley Moore Capito (R-WV) are the Chair and Ranking Member, and the Appropriations Committee and its Subcommittee on the Transportation (with jurisdiction over surface transportation funding), Senator Patty Murray (D-WA) and Senator Susan Collins (R-ME) are the Chair and Ranking Member.

## **Lame Duck Session Unfinished Business**

### "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:

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

NOTE: Brown/Bennet’s staff say that the plan is still to push forward on this. Now looking for Republican support.

### **Funding Items**

President’s FY24 Budget and the FY24 Congressional Budget Resolution – support highest funding levels for programs of interest.

FY24 Appropriations Bills - support highest base funding levels for programs of interest with earmark funding over and above the base and not as a takedown.

### **Consolidated Appropriations Act, 2023**

Included 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.

### **Bill Tracking**

Bills of the 117<sup>th</sup> Congress not enacted into law by the conclusion of that Congress must start anew (if still being pursued by Members) in the 118<sup>th</sup> Congress – starting at the beginning of the legislative process with introduction. We will note bills of interest, focusing on those that are marked up by committees and/or come to our attention.