



A G E N D A

SPECIAL BOARD MEETING

Wednesday, November 14, 2018 – 4:00 p.m.



**Placer County Transportation
Planning Agency Offices
299 Nevada Street, 2nd Floor
Auburn, California**

- | | | |
|-----------|--|-------------------------|
| A. | Flag Salute | |
| B. | Roll Call | |
| C. | Agenda Review | |
| D. | Public Comment | |
| E. | Transportation Funding Outreach Strategy Workshop | Action
Pg. 1 |
| F. | Selection of Chair and Vice Chair for 2019 | Action
Pg. 12 |
| G. | Acknowledgement of Service to Placer County Transportation Planning Agency Board Members: Steve Harvey and Bridget Powers | Info |
| H. | Executive Director's Report | |
| I. | Board Direction to Staff | |
| J. | Adjourn | Action |

*Special PCTPA Board Meeting to follow
November 14, 2018 at 6:00 PM*

*Next Regularly Scheduled PCTPA Board Meeting
December 5, 2018*



MEMORANDUM

TO: PCTPA Board of Directors

DATE: November 14, 2018

FROM: Mike Luken, Executive Director

SUBJECT: TRANSPORTATION FUNDING OUTREACH STRATEGY WORKSHOP

ACTION REQUESTED

It is recommended that the Board conduct a workshop on the Transportation Funding Outreach Strategy including:

- 1) Receiving a presentation by FSB Core Strategies on the November 2018 election and its impact on the transportation funding outreach program.
- 2) Providing direction to staff and the consultant team on the outreach program.
- 3) Providing general long-term direction to staff on a potential future strategy for the remainder of Placer County for transportation funding.

BACKGROUND

Transportation Funding Outreach Program

PCTPA's transportation planning efforts have long identified the need for significant infrastructure investment to accommodate the growing needs of our population and economy. Despite creative and aggressive efforts to generate funds and minimize costs, the gap between our needs and our available funding continues to grow, with current estimates of a \$2.1 billion gap over the next 30 years. Ultimately, that led to the adoption of the Transportation Investment Plan and sales tax ordinance that was placed on the November 2016 countywide ballot as Measure M which received 63.8%, or 3% less than required to pass by state law. Positive polling information was completed and presented to the Board by FM3 in October 2017, further cementing the need to move towards a South Placer County Sales Tax District approach. A draft expenditure plan for a South County District was developed as well and is provided as Attachment 1.

On October 24, 2018, the Board heard a presentation from State Advocacy Consultant, Smith Watts & Martinez, to pursue legislation to permit the formation of a transportation sales tax district within Placer County. The Board also unanimously approved a contract and letters of task agreement for 2018 and 2019 with FSB Core Strategies (FSB) to implement a funding outreach strategy for FY2018-2019 and FY2019-2020. Staff executed an agreement and the letters of task agreement following the meeting.

FSB's proposed scope of work for FY 2018/19 includes a management and implementation of the outreach program, paid digital advertising and video production/virtual reality/gamification. FSB's scope of work FY 2019/20 is comprised of more digital advertising, direct mail, video production/virtual reality/online engagement, website updates and community outreach (townhall meetings, teleforums, etc). A copy of the scope of work for FSB Core Strategies is provided as Attachment 2 to this report.

PCTPA Board of Directors
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Proposition 6 and other funding items in Placer County could have a significant impact on the scope of work for the funding outreach program. With this in mind, the Board requested staff conduct a workshop after the November election to provide an opportunity to recommend course corrections to the firm chosen to implement the funding outreach program. At the Special meeting, FSB Core Strategies will present a comprehensive overview of the election, answer questions from the Board and receive direction from the Board in implementing their scope of work.

In accordance with the Overall Work Program adopted and amended by the Board, staff has issued a request for proposal for polling services for the funding strategy. This item will be considered by the Board at its December 5, 2018, regular meeting with polling tentatively scheduled for the first quarter of 2019. Polling will likely determine the exact messaging and refine the scope of work in terms of content, methods, expenditure plan refinements, geographic focus and other pertinent items. Staff and the consultant team will conduct another Board workshop after the results of the first polling are completed to consider further changes in course. An updated estimate of projected sales tax revenue for a potential South County District is also being prepared at this time.

Long Term Transportation Funding-Remainder of Placer County

Board direction has been to pursue a South County Funding District. The Tahoe Basin has received special legislation in the past for their proposed sales tax district. In 2018 the Governor signed legislation needed to clarify funding issues for the proposed Tahoe Basin District. The Board has discussed a transfer of Local Transportation Funds (LTF) to those areas not in the Tahoe Basin or the proposed South County Funding District. Staff recommends that the Board discuss a variation on that strategy in addition to the LTF transfer, to examine if those areas wish to investigate a sales tax or other financial strategy prior to major election cycles in the future. Staff recommends this approach so that other areas of the County are not left out of future funding opportunities and those outside of Tahoe and the South County remain supportive of the proposed South County Sales Tax District approach.

ML:ss
Attachments

PCTPA/SOUTH PLACER DRAFT TRANSPORTATION SALES TAX DISTRICT TRANSPORTATION INVESTMENT PLAN

Category	Project	Total Project Cost	Estimated Funding from Other Sources (in millions)	Shortage	Sales Tax Contribution (in millions)	Percentage of Sales Tax Revenue	Sources of Other Revenues/ Matching Funds	Annual Amount Sales Tax Revenues (in millions)
MAJOR HIGHWAY PROJECTS <i>Environmental, design, right of way, and construction</i>	TOTAL MAJOR HIGHWAY PROJECTS	\$ 1,460.0	\$ 799.0	\$ 661.0	\$ 661.0	48.6%	Various	
	I-80/SR 65 Interchange Phases 1-3	\$ 380.0	\$ 80.0	\$ 300.0	\$ 300.0		State/federal matching funds, developer fees	
	SR 65 Widening <i>Galleria Blvd to Lincoln Blvd</i>	\$ 105.0	\$ 70.0	\$ 35.0	\$ 35.0		Developer fees	
	Placer Parkway	\$ 595.0	\$ 560.0	\$ 35.0	\$ 35.0		Developer fees, Sutter Co fees	
	Baseline Road Widening	\$ 70.0	\$ 60.0	\$ 10.0	\$ 10.0		Developer fees	
	I-80 Auxiliary Lanes	\$ 20.0	\$ 4.0	\$ 16.0	\$ 16.0		State/federal matching funds	
	Interchange Program <i>I-80/Rocklin Road I-80/Horseshoe Bar SR 65/Nelson Lane</i>	\$ 90.0	\$ 25.0	\$ 65.0	\$ 65.0		Developer fees	
	Financing for Early Construction	\$ 200.0	\$ -	\$ -	\$ 200.0		None	
SENIOR/DISABLED TRANSIT <i>Environmental, design, right of way, construction, and operation</i>	Senior/Disabled Transit Enhancements	\$ 103.0	\$ 35.0		\$ 68.0	5.0%	Transit Funds	
BICYCLE/PEDESTRIAN PROJECTS <i>Environmental, design, right of way, and construction</i>	Various Countywide	\$ 143.2	\$ 75.2		\$ 68.0	5.0%	State/federal matching funds	
COMMUTER IMPROVEMENTS (RAIL, BUS, OPERATIONS) <i>Environmental, design, right of way, construction, and operation</i>	TOTAL COMMUTER IMPROVEMENTS	\$ 312.0	\$ 238.6		\$ 73.4	5.4%	Various	
	Commuter Bus Enhancements	\$ 75.0	\$ 40.0		\$ 35.0		Cap & Trade, transit funds	
	Capital Corridor Rail/Bus Rapid Transit	\$ 225.0	\$ 190.0		\$ 35.0		Cap & Trade, transit funds	
	Freeway Service Patrol	\$ 12.0	\$ 8.6		\$ 3.4			
LOCAL PROJECTS <i>Potholes, road maintenance, local congestion hot spots, matching funds for local transportation priorities</i>	TOTAL DISTRICT	\$ 849.4	\$ 441.4		\$ 408.0	30.0%	State and Federal funds	\$ 13.60
	City of Lincoln	\$ 151.2	\$ 72.4		\$ 78.7			\$ 2.62
	Town of Loomis	\$ 25.4	\$ 13.1		\$ 12.3			\$ 0.41
	City of Rocklin	\$ 197.3	\$ 109.2		\$ 88.1			\$ 2.94
	City of Roseville	\$ 342.1	\$ 145.5		\$ 196.6			\$ 6.55
	Placer County	\$ 133.6	\$ 101.3		\$ 32.3			\$ 1.08
COMPETITIVE PROJECTS PROGRAM <i>Transportation improvements</i>	Various Countywide	\$ 153.0	\$ 85.0		\$ 68.0	5.0%	State/federal matching funds, developer fees	
TRANSPARENCY, OVERSIGHT, AND ADMINISTRATION		\$ 13.6	\$ -		\$ 13.6	1.0%	None	\$ 0.45
TOTAL PROGRAM		\$ 3,034	\$ 1,674		\$ 1,360	100.00%		



Strategic Outreach on Transportation Needs & Funding

Team & Program Overview

PREPARED FOR:

PLACER COUNTY
TRANSPORTATION PLANNING
AGENCY
299 Nevada St
Auburn, CA 95603

PRESENTED BY:

FSB CORE STRATEGIES
1800 J Street
Sacramento, CA 95811



Our Capabilities

- Public Outreach Strategy Design and Implementation
- Research
- Stakeholder Outreach
- Paid Advertising - Direct Mail and Digital
- Video Production
- Online and Organic Social Media
- Ground Game Activities

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core strategies

General PCTPA Outreach



Gladys Cornell
AIM Consulting
Program Lead

Transportation Needs & Funding Outreach



Cherri Spriggs Hernandez
FSB Core Strategies

Program Lead
Management, Media Relations, Digital
Strategy Implementation, Paid Advertising Strategy & Implementation

Strategic Counsel
Content & Collateral Development, Stakeholder Outreach,
Partner Collaboration

Transportation Needs & Funding Outreach



Jeff Flint
FSB Core Strategies
Strategic Advisor



Aldo Pineschi
Aldo Pineschi Consulting
Outreach Lead:
Elected Official & Influencers
Education
Community Organizations
Business Community
Health Care
Tourism



Outreach Lead:
Selected Elected Official & Influencers
Labor
Heavy Construction

Transportation Needs & Funding Outreach



Nancy Eldred
FSB Core Strategies
Program Assistant

Challenges for 2020

- Prop 6/SB 1
- Phase One Construction on I-80/Highway 65 Interchange
- Other Tax Measures
- Misconception Measure M Passed
- Growth
- Forming the District

Approach

Election Postmortem
Leverage Lessons Learned
Research

Stakeholder/Community Engagement & Outreach/District Formation Support

Coordination with the General Public Outreach

Digital Program

Virtual Reality Video Production

Media Relations

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Virtual Reality Video Production



TIMELINE - FUNDING STRATEGY OUTREACH TIMELINE FY 18/19

TACTICAL ELEMENTS	PHASE ONE October - December '18			PHASE TWO January - March '19			PHASE THREE April - June '19		
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
ELECTION POSTMORTEM		•							
RESEARCH				•	•				
DIGITAL AUDIT	•	•	•						
STAKEHOLDER OUTREACH	•	•	•	•	•	•	•	•	•
MATERIALS DEVELOPMENT				•	•	•	•	•	•
SPEAKERS' BUREAU					•	•	•	•	•
EARNED MEDIA PROGRAM		•			•	•	•	•	•
PARTNER COLLABORATION	•	•	•	•	•	•	•	•	•
WEBSITE REFRESH				•					
WEBSITE MAINTENANCE					•	•	•	•	•
ORGANIC SOCIAL MEDIA PROGRAM			•	•	•	•	•	•	•
PAID DIGITAL PROGRAM				•	•	•	•	•	•
BLOGGING		•	•	•	•	•	•	•	•
VIDEO PRODUCTION / VIRTUAL REALITY / GAMIFICATION				•	•	•	•	•	•



Questions?

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MEMORANDUM

TO: PCTPA Board of Directors

DATE: November 14, 2018

FROM: Mike Luken, Executive Director

SUBJECT: SELECTION OF CHAIR AND VICE CHAIR FOR 2019

ACTION REQUESTED

It is recommended that the Board designate the Chair and Vice Chair for 2019.

DISCUSSION

The Board at the October meeting requested this item be placed on the November 14, 2018, special meeting agenda. Under Article II, Section 2.1 of the PCTPA Bylaws, the annual appointments of Chair and Vice Chair take effect each January. The bylaws also specify the following rotation schedule:

- City of Auburn
- City of Colfax
- Placer County
- City of Lincoln
- Town of Loomis
- Placer County
- City of Rocklin
- City of Roseville
- Placer County

Pursuant to the bylaws, the representatives from the City of Colfax and Placer County would be scheduled to become Chair and Vice Chair respectively effective January 1, 2019. However, in cases where the incoming scheduled Chair is not able to take on the role of Chair, past practice has been for the scheduled jurisdiction to trade places with the jurisdiction scheduled next in order. For example, in trading, the Placer County representative could become Chair and the City of Colfax could be Vice-Chair.

ML:ss