



**MINUTES OF A REGULAR MEETING
OF THE BOARD OF DIRECTORS OF
THE SOUTH SHORE TRANSPORTATION MANAGEMENT ASSOCIATION**

Friday, December 18, 2020

TIME AND PLACE OF MEETING

A regular meeting of the Board of Directors (the “**Board**”) of the South Shore Transportation Management Association, a Nevada nonprofit corporation (“**SS/TMA**”) was held VIRTUALLY VIA ZOOM/CONFERENCE CALL on the date set forth above at 8:34 AM, local time, pursuant to a meeting notice duly given to all of the members of the Board in accordance with Section 4.10 of the Bylaws of the Corporation (the “**Bylaws**”).

ATTACHMENTS

- Draft Minutes from 11.20.2020
- Staff Report: SR 28 and Possible Joint Advocacy with the Truckee North Tahoe TMA

BOARD MEETING MINUTES

QUORUM AND CALL TO ORDER

1. Welcome and Introductions

Board Chair Mr. Teshara called the meeting to order at 8:34 am. Based on the number of directors in attendance at the meeting, identified via rollcall, it was determined that a quorum was present and that the meeting could proceed.

The following Directors were present at the meeting, via virtual meeting:

Ryan Smith
Jerry Bindel
Steve Teshara
Gavin Feiger
Frank Gerdeman
Ami Chilton
Chris Proctor
Mike Bradford
Darcie Goodman Collins (leaves at 9 am)

The following Director was not present:

Carol Chaplin

The following guests were present at the meeting:

Wes Rice (Douglas County), Nick Haven (TRPA), Christine Maley-Grubl (TNT-TMA), Carl Hasty (TTD), Jerry Barton (El Dorado County), Danielle Hughes (TTD), Michelle Glickert (TRPA), Kira Smith (TRPA).

Legal counsel for SS/TMA (Marissa C. Fox, Esq., from Scale LLP) was present.

Ms. Collins requested Item #4 (**Review of Existing SS/TMA Strategic Plan – Discussion-Direction**) be moved to the closed session. The Board consented by voice. *Agenda items are renumbered in these minutes.*

2. Adoption of Minutes – Meeting of November 20, 2020

Adoption of minutes moved by Mr. Bradford, Mr. Bindel seconds, unanimous approval.

3. Status Report – Launch of the new SS/TMA website [ss-stma.org] and additional Updates from Communications Committee

Mr. Feiger reports that the Communications Committee sent out press release, thanks to Ms. Chaplin, and it was picked up a couple of places locally on the south shore.

Mr. Feiger also reported that the Board now has a dedicated Gmail and Google Drive account (SSTMAboard@gmail.com) for internal organization and communications; and MailChimp email marketing and contact management service as well as an info@ss-tma.org email account for external communications. Mr. Feiger will figure out how to securely share the login info with the board for internal organization and internal and external communications.

4. Possible Joint Advocacy with the Truckee North Tahoe TMA in support of funding for proposed Infrastructure for critical steps in managing parking and the congestion on Nevada SR 28 (see attached background report).

Ms. Hughes (TTD) shares her screen for a presentation:

“Park Tahoe” is the name of the program, established with the SR 28 project and its Corridor Management Team (CMT). There are 90 spaces near Tunnel Creek Café linked to the bike path and transit service. A Monitoring Report was prepared by TTD which includes detailed data. Ms. Hughes provides a high-level overview and some examples. For example, pricing was based on congestion management so dynamic pricing was used to try to spread out visitation over the year, season, month, and day. This helps with message of coming early or late – avoiding the busiest times. TTD is conducting surveys to find out where people are coming from and where they are getting their info about parking. Still need additional parking for the corridor – so far, the corridor project has removed ~500 spaces from the highway but only created 90 new spaces. One key is parking ambassador that helps with info and also compliance monitoring. Poor cell service is still a barrier at times. Brought it revenue as expected, CMT identifies priorities for expenditures – long term and short term.

Recommendations (high level): formalize parking management program, adopt a noncompliance program (currently 5-9% users are noncompliant = not paying), additional/new technology for payments, For SS/TMA – good info to inform parking on south shore and also when 50 corridor gets to final planning and implementation, CMT will include south shore.

The Board had a discussion around need to work together Basin-wide, need for parking consistency, our website may be able to provide parking info as more systems like this are put into place. SST/MA can also provide support letters for grants.

Board direction was given to work with TTD and TNT-TMA to develop joint letter of support

5. Transportation Planning and Project Updates

2045 Linking Tahoe: Draft Regional Transportation Plan (revised timeline) – Michelle Glickert, TRPA

Ms. Glickert provides an update that it is taking TRPA staff time to respond to comments, a lot of requests for more summary info, more explanations. There is also a VMT threshold update that is tied to the RTP - more info on that from TRPA staff next month.

Steps to Reach Consensus on a Sustainable Regional Revenue Proposal – Carl Hasty, TTD

Mr. Hasty reports that TTD is now looking at “phase 2” of the One Tahoe effort to identify and implement a regional revenue source to fund transportation in Tahoe. The goal is to engage a larger, broader collaboration – they need to engage everyone and get them on the same page. There is a work plan being developed that will have deadline such as introducing legislation to create a regional revenue source (like basin entry fee) by

August 2021. There will be more information available in January. This aligns with the RTP, but there are still some questions about total amount needed to be raised, for what projects, timing, etc. There is also the bi-state consultation's project list of priorities that are in the RTP which identifies priority near-term projects.

There was a Board discussion around need to get everyone on board, the likelihood that there are going to be serious concerns from Douglas county for example, and probably some businesses.

Commute Tahoe – Kira Smith, TRPA

Ms. Smith provides an update on the employer trip reduction program: TRPA set up a regional meeting to talk about how to get the program implemented – TRPA, TNTTMA, Placer County and SSTMA. TRPA staff is developing a workplan with the goal of getting things rolling in 2021. It is both an odd time to implement and also a good opportunity with COVID. TRPA will provide more information and workplan with a presentation to the SS/TMA in February.

Mr. Feiger notes that Placer County has an employee trip reduction program as part of the RTTP and the board discussed the need to get on the same page and have consistency, with this and parking.

El Dorado County RTP – Jerry Barton, El Dorado County Transportation District

Mr. Barton reports that El Dorado County adopted their RTP. They will be starting a highway 50 corridor action plan with 3 parts: collect data, identify investment strategies, and an access control pilot project for city of Placerville (hold signals green during peak congestion).

6. Board Member Updates

Mr. Gerdeman reported that he set up a presentation from Meea Kang on Sugar Pine Village for our next board meeting on January 15th, but it will have to be at 8 am to accommodate her schedule. The board meeting will start early for anyone who wants to join the presentation.

Mr. Smith provided an update on Heavenly Mountain: Stagecoach is opening this weekend, there are shuttles going between Stagecoach and Boulder, Boulder will not open yet. They have extra shuttles right now from Lakeland Village. Some buses don't have windows that open, which customers don't like. Shuttles have routes and are 50% capacity, but also being flexible.

Mr. Proctor provides a COVID update: Barton is doing well capacity wise. They received about 500 vaccines yesterday, first shipment.

7. Future Agenda Items

- Sugar pine village – Jan 15th early (8 am).
- SR 28 advocacy/support

8. Adjournment of Regular Board Meeting

Mr. Teshara confirms the next Regular Meeting Date as Friday January 15th, beginning at 8:00 am with a presentation, via Zoom. There being no further public business to come before the Board, Chair Teshara adjourned the meeting at 9:44 am. The Board went into a closed session at 9:45.