



**MINUTES OF A REGULAR MEETING
OF THE BOARD OF DIRECTORS OF
THE SOUTH SHORE TRANSPORTATION MANAGEMENT ASSOCIATION**
Friday, April 16 2021

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 8:33 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**”).

BOARD MEETING MINUTES

QUORUM AND CALL TO ORDER

1. Welcome and Introductions

Board Chair Mr. Teshara called the meeting to order at 8:33 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
Carol Chaplin
Darcie Goodman Collins

The following Director was not present:

N/A

The following guests were present at the meeting:

Christine Maley-Grubl (TNT-TMA), Carl Hasty (TTD), Michelle Glickert (TRPA), Rebecca Cremeen (TRPA), Melanie Sloan (TRPA).

Legal counsel for SS/TMA (Marissa C. Fox, Esq., from Scale LLP) was not present.

2. Communications Committee Report, Members: Feiger, Gerdeman, Chaplin, Smith

Mr. Feiger provides and update.

- Kingsbury Transit Center will be reopening this spring/summer.
- Release Earth Day press release, June press release planned “What’s new in transit”.
- Looking at feasibility of park and rides for events like 4th of July (TNT-TMA does it). Up in the air - not sure if fireworks happening and cost (~\$6,000) is a little high for our budget.
- Ongoing - prepped to support regional revenue source in any way we can, and Commute Tahoe which is the next agenda item.

3. Planning Committee Report, Members: Collins, Teshara, Proctor, Bindel

Ms. Collins provides an update. The Board would like to broaden our efforts beyond committees, including creating a vision and work plan to get to that vision and then a starting point to launch from. More coming in closed session.

4. Commute Tahoe Presentation – Rebecca Cremeen (TRPA) and Mr. Feiger Feiger. Presentation included with minutes and in [Board Google Drive here](#).

Mr. Feiger gives an intro – our Board and Communications Committee has been talking about this since 2020. The program (Phase 1) is finally kicking off in June.

Ms. Cremeen gives presentation.

- Developed as part of regional TDM to get cars off the road by shifting trips to other modes of transportation.
- This is specifically for commute trips.
- Good time to launch this because employers are planning for getting employees back to work after COVID - plan for transportation, too.
- Goes over workplan (provided with agenda and in [Board Google Drive](#))
- Discusses partners - leads are Kira Smith (TRPA), Rebecca Cremeen (TRPA), Stephanie Holloway (Placer), Christine Maley-Grubl (TNT-TMA).

Mr. Feiger discusses recruitment - round 1, potential role of SSTMA.

- Find low hanging fruit employers that are already taking some actions and interested in taking part in the program.
- Will take hand holding, presentations, surveys - all already developed and TRPA is the lead and providing staff support.

Ms. Cremeen discusses the future phases and rounds after this year.

- Potential TRPA Code changes to respond to feedback from pilot rounds and to capture more employers.
- More recruitment, monitoring, project adaptation.

Mr. Feiger leads Board discussion.

- Mr. Gerdeman: what is size and scope of problem - where are commuters coming and going to and from?
 - Ms. Cremeen: We have some general data based on cell phones and travel surveys, but getting this fine grain data is part of the program - employee survey and data collection.
- Mr. Gerdeman: what about employers trying to claim existing free bus service?
 - Ms. Glickert: There are checks on this, and the data collection actually has to show that they are taking transit, not just that it is offered.
- Ms. Collins:
 - Both TMAs are going to be instrumental in success of this program and especially SSTMA because we are representative of all the employers you are trying to target. Maybe Steering Committee/agencies should even be at presentations maybe, should come from peers.

- o The program might have to focus more on data collection in pilot phase because without a lot of options to the car, it's unlikely to make a lot of progress toward goals.
- o There are no performance measures or measurements of success for the program in the workplan.
- Ms. Maley-Grubl's input from North Shore: TNT-TMA board heard this presentation earlier this month and is very supportive. Ms. Maley-Grubl is very excited and worked on this for over 10 years in San Mateo county and it was a mix of voluntary and required. TNT-TMA has staff and will assist with employer outreach and getting data back from them.
- Mr. Bindel: if I don't redevelop or do anything new, does the incentive to reduce VMT still affect me?
 - o Ms. Cremeen: No, not directly but there will be a future code update that may include smaller employers.
- Mr. Feiger asks how does the Board feel about the SSTMA role and are there any board volunteers to take part in this pilot by being a point person for your employer or another business?
 - o Mr. Smith: Heavenly is going to focus efforts on high density residential areas with ethnic diversity - not just to reduce VMT but to help with parking and to help with recruitment. Nervous about being pilot and then not being able to achieve future more aggressive goals.
 - o Ms. Collins notes that each board member is obligated to take on an employer as part of the SSTMA Workplan.
 - o Mr. Bradford: even without staff, I can at least facilitate contacts between TRPA staff and employer(s) - need to have TRPA staff dedicated.
 - o Mr. Teshara also offers to facilitate contacts, but not able to be an expert, rely on TRPA staff.
 - o Mr. Teshara identifies need to clearly explain what is in it for employers, need to highlight benefits.
 - o Mr. Bindel offers to help identify a few lodging properties - need to have lots of benefits/incentives to provide and need multi-language.
 - o Ms. Chilton offers to bring to LTCC as employer and also willing to reach out to others. Need to have benefits, understand the process, and have specific examples and asks ready.

5. Board Member and Other Reports

Mr. Teshara reports that Nevada State Congressman Amodei agreed to ask for federal funding (new "earmarks") for the SR 28 corridor project. Both TMAs submitted a joint letter.

Ms. Glickert provides an update that TRPA is approving the RTP and VMT threshold update which includes project-level impact analysis. Going to TRPA committees and Governing Board on April 28th.

6. Adjournment of Regular Board Meeting

Mr. Teshara confirms the next Regular Meeting Date as Friday May 21st, beginning at 8:30 am, via Zoom. There being no further public business to come before the Board, Chair Teshara adjourned the meeting at 9:24 am. The Board went into a closed session at 9:25.