



**MINUTES OF A REGULAR MEETING
OF THE BOARD OF DIRECTORS OF
THE SOUTH SHORE TRANSPORTATION MANAGEMENT ASSOCIATION**
Friday, August 20, 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 8:30 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 8:31 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
Steve Teshara
Frank Gerdeman
Chris Proctor
Darcie Goodman Collins
Gavin Feiger
Mike Bradford
Jerry Bindel

The following Directors were not present:

Ami Chilton
Carol Chaplin joined after the minutes were approved

The following guests were present at the meeting:

Brooke Brumfield (Ferraro Group), Karen Mullen (Consultant – Highway 50 East), Bryan Grant (Wood Rogers), George Fink (TTD), Mark Costa (NDOT), Derek Kirkland (Wood Rogers), Russ Dahler (Community Mobility), Melisa Chandler (NDOT), Kira Smith (TRPA), Michelle Glickert (TRPA).

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

2. Discussion and Possible Action to Approve the July 16, 2021 Meeting Minutes

Mr. Bradford moves to approve, Mr. Bindel seconds, unanimous approval.

3. Presentation: US Highway 50 East Corridor Management Plan (CMP)

- Bryan Gant, Project Manager. Wood Rodgers. Inc

- Karen Mullin-Ely, KME, Inc., Outreach Consultant

[Highway 50 East CMP continued] Bryan Gant

- This Plan is an integrated multimodal transportation study balancing mobility and working with many stakeholders
- 4 steps: First step is understanding issues = listening, then determine backbone transportation configuration, identify supporting strategies, develop CMP.
- NDOT is the project lead, project development team (PDT) gives input, stakeholder provide input to PDT
- They are currently working on the existing conditions documentation

<p>Safety is a big issue</p> <p>These numbers are underreported</p> <p>Surprising that weather, darkness, etc. don't have a big effect</p> <p>These include bike and ped, most of those are close to South Lake (southern two segments of corridor). Near casino core, tied to low light situations.</p>	<p><u>General crash characteristics include:</u></p> <ul style="list-style-type: none"> •30% of crashes involved high speed •60% of crashes had clear weather •14% involved snow •71% of crashes occurred in daylight •Inattention and speed at intersections •Impairment tied to fatalities
--	--

- Outreach is through online survey and they did four listening workshops along the corridor in June, sent out about 4,000 mailers, social media, press release, etc.
- 86% of respondents were full time or seasonal residents. Need to get more from recreationists.

<p>Concerns they have been hearing consistently include: safety and high speeds (#1 Concern), difficulty turning in/out of driveways and side streets (especially making lefts), sight distance issues, interest in extending bike paths, concerns over reducing lanes (from 2017 initial proposals), Zephyr Cove roadside parking, Cave Rock/Lincoln Park, and Round Hill/Nevada Beach Roadside parking.</p>	<p>When asked to describe the existing US 50 Corridor in five words or less, out of 252 responses:</p> <table style="width: 100%; text-align: center;"> <tr> <td style="width: 33%;">31</td> <td style="width: 33%;">105</td> <td style="width: 33%;">61</td> </tr> <tr> <td>"Beautiful" or "Scenic"</td> <td>"Dangerous," "Unsafe" or "Scary"</td> <td>"Fast," "Speeding" or "Speed"</td> </tr> </table>	31	105	61	"Beautiful" or "Scenic"	"Dangerous," "Unsafe" or "Scary"	"Fast," "Speeding" or "Speed"
31	105	61					
"Beautiful" or "Scenic"	"Dangerous," "Unsafe" or "Scary"	"Fast," "Speeding" or "Speed"					



- Reach out to bgant@woddrogers.com, info@dot.nv.gov, dot.nv.gov/us50eastshore

[Highway 50 East CMP continued] Board discussion

- More info would be nice on locations of accidents, especially involving speed (e.g. left lane is fast lane but also becomes turn lane when people making left).
- How much freight is there? Is that causing problems (anecdotally have been some problems with chain screening at Kingsbury and Spooner)?
 - Mr. Fink will look at Streetlight data, but chain screening is a big lift

4. Presentation: The TTD “Take Tahoe Transit” Campaign: <https://taketahoetransit.org/>

Intro and Overview: George Fink, TTD Transit System Program Manager

- TTD did not cut service during COVID, and started free fares 6 months early with CARES Act funding
- This quarter, up 32% compared to pre-pandemic due to free fares mostly
- Free fares are through May 2022, requested TRPA funding to extend to 2024.
- Have been adding trash cans, bike racks, and cig canisters to bus stops
- Need to advertise all of this, hence Ferraro Group

Presentation: Brooke Brumfield, The Ferraro Group

- This is funded through TRPA with CARES Act
- Idea is that no one knows or should need to know what city/county/transit provider they are with.
- Simple message: get around without your car, take transit, simple directions to use Google Maps "transit" option.
- There is public transit in Tahoe, which a lot of people did not even know based on market research
- Want to campaign to take a life on its own: get the social media going, people tagging #taketahoetransit
- There are tiles/images kind of like Take Care that anyone/everyone can use and share

Board discussion

- TMAs can really help get this out - we have representation from most private sectors
- Mr. Gerdeman asks how we target sectors like Lodging Association to really get this campaign out there, same with special events
 - Ms. Brumfield responds that her team is working on specific itineraries for events and common/high demand destinations
- Ms. Chaplin notes the need to include the "what's in it for me". For example, paid parking is coming to casino core.
- Mr. Proctor adds that we also need to include Transit App so can track bus progress and know how long you have to wait
- What about linking in TART?

- Ms. Brumfield provides that her team is working on it, this year has been challenging, but talking with Jaime Wright with TART and north shore TMA and Washoe RTC - trying to get on agendas which should be easier with an actual campaign to point to.

5. Update: Discussion and Possible Action: Board Approval for: 1) our October 7 meeting to be held at Granlibakken Tahoe in Tahoe City from 8 to 10 a.m. (The meeting can be a hybrid in-person and virtual) and to thereafter jointly conduct a Commute Tahoe Forum with the Board of the Truckee North Tahoe Transportation Management Association; 2) authorize the expenditure of up to \$1,500 in SS/TMA funds to support a breakfast meeting and the technology to facilitate a hybrid in-person/virtual meeting; and 3) authorize SS/TMA to manage the event contract with Granlibakken.

[Granlibakken item continued] Questions/discussion

- Start our meeting at 8:30 instead of 8

Mr. Bradford moves to approve date, not to exceed \$1,800, contract subject to review of Chair and Secretary, Ms. Collins seconds, unanimous approval.

6. Reminder: Providing Input for the Caltrans District 3 Active Transportation Plan (CAT Plan)

Mr. Feiger reminds everyone to note unsafe conditions on the online map: <https://www.catplan.org/district-3>

7. Board Member Reports

SS/TMA OWP Report (Completed and submitted to TRPA)

Mr. Teshara submitted annual report for last fiscal year as there was a deadline. Let Mr. Teshara know if you want to see the report.

TTD Update – Darcie Collins

- Finished a 3-part board retreat
- Looking at finances - have some material from "Finance 101" that she will share
- Newish member, Mayor Bagwell from Carson City that took over for Lucia. She has a lot of finance and transit background so she is also working on making TTD finances more understandable for the public.
- After Finance Committee goes over it, they will share it with the whole board
- Next steps for TTD board is to look at priorities. There might be some difficulty because Board wants TTD to slim down and focus, but staff feel that everything they are working on is important and they have obligations around many projects.

Other Reports

- Mr. Smith notes that USFS closures might affect Heavenly, already affecting Kirkwood summer operations.
- Mr. Proctor gives a COVID update.

Future SS/TMA Board Agenda Items

- TTD board update in closed session at beginning so Darcie can be more candid and get feedback from board

- Get City to talk about Loop road alternative (might wait until a later meeting based on city council actions/info in Sept.).

Confirm Next Board Meeting Date

September 17

8. Adjournment

Mr. Teshara confirms the next Regular Meeting Date as tentative for Friday September 17th, beginning at 8:30 am, via Zoom. There being no further public business to come before the Board, Chair Teshara adjourned the meeting at 10:05 am.