



**MINUTES OF A REGULAR MEETING
OF THE BOARD OF DIRECTORS OF
THE SOUTH SHORE TRANSPORTATION MANAGEMENT ASSOCIATION**
Friday, July 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 8:30 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
Ami Chilton
Chris Proctor
Darcie Goodman Collins
Gavin Feiger
Mike Bradford

The following Directors were not present:

Jerry Bindel
Carol Chaplin joined after the minutes were approved

The following guests were present at the meeting:

Jerry Barton (El Dorado County Transportation), Wes Rice (Douglas County Commissioner), George Fink (Tahoe Transportation District), Christine Maley-Grubl (TNT-TMA), Colin Fredrickson (Caltrans), Melanie Sloan (TRPA), Kira Smith (TRPA).

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

Agenda Changes

1. Mr. Teshara requests consideration of an insurance item. SSTMA has an obligation through our TRPA funding agreement to carry a certain level of liability insurance. Mr. Teshara provides the policy overview for review and approval: cost to SSTMA is approximately \$400 annually for a policy that meets the criteria of \$1 million per occurrence and \$2 million aggregate.
Mr. Bradford moves to approve purchasing the policy, Mr. Gerdeman seconds, unanimous.
2. Mr. Feiger notes that approval of June 25 minutes was inadvertently left off the agenda.

Mr. Smith moves to approve the minutes from June 25, 2021, Mr. Bradford seconds, unanimous.

1. Status Report - Ridership Information on the North Shore's Pilot Micro-Transit Services - Christine Maley-Grubl, TNT/TMA

Ms. Maley-Grubl provided an update:

- TNTTMA is doing marketing
- 3 zones, just completed 22 days of service, exceeding expectations with 11,763 single passengers
 - Incline Village Crystal Bay 5,755 passengers
 - Tahoe City 3,926 passengers
 - Kings Beach 2,082 passengers
- There is a survey after your ride
 - What are you doing? Social, dining, commuting
 - How else would you have traveled? Walked (small zones) or drive alone or carpool
- There is also a survey emailed after your ride, some highlights:
 - More than half are full time residents
 - Almost all have never taken TART, but now taking TART connect
 - Average age is 25-61
 - How hear about it - through friend, social media, and print advertising
 - Where else going - Garwoods/Carnelian Bay
 - 97% would definitely recommend TART connect to a friend
- Will have full report after service ends after Labor Day (probably end of September, early August)
- Board discussion:
 - Ms. Collins asks how ridership on TART Connect compares to overall transit numbers in previous years (just TART).
 - Ms. Maley-Grubl was not sure but seems like it is doing really well.
 - Mr. Gerdeman asks to see 2018/2019 East Shore Express ridership.
 - Mr. Fink said he would share it after the meeting, but noted that TART Connect doesn't go to Sand Harbor (but it does go to East shore Trail trailhead).
 - Ms. Smith note that the Reno service goes to Sand Harbor, provides ridership numbers from past years, and notes we should get data from this year.
 - 2017 - 22,333
 - 2018 - 34,507
 - 2019 - 39,433
 - Mr. Gerdeman asks where TART Connect/Downtowner recruits drivers - seems hard to recruit. Christine - Downtowner is finding them and you don't need a commercial drivers license for these types of vehicles so easier to find people.

2. Presentation: California Active Transportation Plan for District 3 Potential Outreach Role for SS/TMA - Colin Fredrickson, Caltrans, D3 CAT Project Lead

Mr. Fredrickson gives an presentation:

- All districts are creating these plans.
- The focus is on active transportation, defined as transportation where you are the one powering your movement
- This will be more of a needs assessment than a traditional plan – LBN = Location based needs
- Will help state allocate funding and prioritize projects and geographic areas
- Focus areas:
 - Social equity throughout process

- o Strengthening existing partnerships and building new ones
 - o Connecting to existing and planned local networks.
- Final products
 - o Statewide data framework and methodology
 - o Story map and explore map
 - o Summary report (~25 pages)
- Caltrans is working with counties and local and regional jurisdictions
- Bikes/peds are allowed on 79% of highways in region, but there are many safety concerns and connectivity gaps.
- Caltrans is soliciting public input on bike/ped gaps through online map-based survey through August 31st
 - o Focus on disadvantaged communities
 - o Catplan.org
 - o Also doing local outreach at farmers markets and so on
 - o colin.fredrickson@dot.ca.gov, (530) 812-5049, <https://www.catplan.org/district-3>
- Board discussion
 - o Mr. Feiger suggests in person outreach at farmers markets, live at lakeview, etc.
 - o Mr. Feiger notes that we need to make sure Tahoe is on the radar by getting as many comments on the map-based survey as possible.
- **Action:** Colin will send materials and surveys to SSSTMA, Mr. Feiger will distribute (social media toolkit, flyers, etc.)

3. **Report from SS/TMA Admin Committee**

Ms. Collins provides and update:

- The Admin Committee would like all committees can do assessment of first half of 2021 at their next meeting and bring back to the full board for discussion.
 - o The Admin committee went through this process and one of the big thing that came out is bringing on at least some of the elected seats
 - Mr. Teshara notes that there is not much communication between City and two counties on south shore. Fostering collaboration is something that TNTTMA does that is a great role and effective. This would be a great role for SSTMA.
- Discussion and possible direction to identify and prioritize plan for recruiting and electing five remaining SS/TMA Board Seats.¹
 - o Mr. Teshara recommends focusing on the City and two counites for now
 - o Mr. Rice recommends Scott Morgan from Douglas County Community Services. Scott lives at the Lake.
 - o Ms. Collins suggests that the Admin Committee collect names from the board and bring nominations back to the board for closed session. She also notes that we should look at gaps we have in the composition of the current board.
 - o Ms. Collins suggests a goal of having them on by the end of the year, Mr. Teshara recommends even October/November if we can.

4. **Update - Commute Tahoe Program - Kira Smith and Gavin Feiger**

¹ One (1) Director who resides or is employed in the unincorporated area of El Dorado County within the Tahoe Basin;
 One (1) Director who resides or is employed in the City of South Lake Tahoe;
 One (1) Director who represents a recreation provider on the South Shore;
 One (1) Director who resides or is employed in the Douglas County Tahoe Township;
 One (1) Director representing the South Shore business community at large

Discussion and Possible Direction regarding SS/TMA involvement in planning and hosting a Commute Tahoe Forum this fall with the Truckee North Tahoe TMA.

Commute Tahoe Update from Ms. Smith

- The Steering Committee has been making good progress for this initial phase of the workplan.
- Held two employer orientations in June, great turnout from both north and south shores - walked through website and how to do surveys and already receiving good feedback.
- Have 13 employers registered on the website and two more expected for this pilot phase - great number and variety of types and sizes of employers
- Next step is getting employers to complete employer (worksite) survey, employee survey, and annual report. Deadline is August 31st to complete surveys.
- Will bring all pilot employers together in October in a forum to go over data, feedback, share ideas.

Commute Tahoe Update from Mr. Feiger

- SSTMA has TRPA deliverable to hold forum, could team up with TNTTMA to hold Commute Tahoe forum. It would just be two TMAs and the participating employers.
- October 7 is the monthly TNTTMA meeting at Granlibakken and the Steering Committee has been discussing holding the forum after that including a lunch and opportunity to mingle.
- Granlibakken has ability to do Zoom/in person combo that works really well

Board Discussion

- Mr. Feiger proposes holding the SSTMA October board meeting at the same time as TNTTMA on Oct. 7 and then meet for forum and lunch.
- Board direction is to explore Oct. 7

5. Update from the El Dorado County Transportation Commission – Jerry Barton

- There are two big picture efforts underway: the US 50 Corridor System Corridor User and Access Plan Assessment, and Economic Study.
- Focus is on stoplights in Placerville, three or so stop lights around Bedford. People are using google maps to go around traffic lights and adding traffic to local streets. Same kind of thing that is happening in Meyers.
- This is a pilot project being developed with the idea is to turn lights green for highway traffic so you can't cross 50 at lights and no/limited local access, restricting turns onto and off of 50.
 - Sept. 17-19 and Oct. 15-17, Friday 12 am to Sunday 10 pm. Timed with busy Apple Hill season.
- El Dorado County is creating a story map for outreach
- The County will be doing outreach before and surveying after

6. Board Member Reports

Ms. Collins provides an update from her Board seat on TTD:

- Next Friday is the second part of a three-part Board retreat. The Board is identifying priorities for the District and streamlining to focus limited resources.
 - Looking for feedback from SSTMA board. Ms. Collins will send out documents for feedback but also let her know anytime.
- Ms. Collins shared her disappointment with not having the East Shore Express this year, and explained that it would be nice to have more warning on major service changes so partners like SSTMA might be able to help identify solutions.

- The District is going to do a competitive salary comparison study. Sent out an RFP and only got one proposal and it was expensive. TTD is going to recirculate RFP. Let Ms. Collins know if you have anyone to send it to.

Future SS/TMA Board Agenda Items

- TTD update as a standing agenda item
- Director elections (future closed session)
- NDOT Highway 50 East Corridor Management Plan presentation and feedback
- TTD update on transit and present new marketing campaign

Confirm Next Board Meeting Date - August 20

7. Adjournment

Mr. Teshara confirms the next Regular Meeting Date as tentative for Friday August 20th, beginning at 8:30 am, via Zoom. There being no further public business to come before the Board, Chair Teshara adjourned the meeting at 9:59 am.