

**FINAL MINUTES**

**TRANSPORTATION AGENCY FOR MONTEREY COUNTY  
SERVICE AUTHORITY FOR FREEWAYS EMERGENCIES AND MONTEREY  
COUNTY REGIONAL DEVELOPMENT IMPACT FEE  
JOINT POWERS AGENCY**

**EXECUTIVE COMMITTEE MEETING**

*Members are: Jane Parker (Chair),  
Kimbley Craig (1<sup>st</sup> Vice Chair), Fernando Armenta (2<sup>nd</sup> Vice Chair),  
Jerry Edelen (Past Chair),  
Dave Potter (County representative), Alejandro Chavez (City representative)*

**Wednesday, May 7, 2014**

**\*\*\* 9:00 a.m. \*\*\***

Transportation Agency Conference Room  
55-B Plaza Circle, Salinas

1. **CALL TO ORDER:** Chair Parker called the meeting to order at 9:00 a.m. Board members present: Armenta, Chavez, Craig, and Edelen. Staff present: Cook, Goel, Hale, Leonard, Muck, Rodriguez and Watson. Others present: Agency Counsel Reimann, Sam Teel, MCHA; Ruth Bernstein and Sara LaBatt of EMC Research. Committee member Potter arrived after approval of the consent agenda. Chair Parker announced it was Kay Reimann's Birthday, and led the Happy Birthday Song.
2. **PUBLIC COMMENTS:** None.

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3. **CONSENT AGENDA**

On a motion by Board member Craig and seconded by Board member Armenta, the committee voted 5 – 0, with Boardmember Potter not present, to approve the consent agenda.

- 3.1 **APPROVED** minutes from the Executive Committee meeting of April 2, 2014.

**END OF CONSENT**

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4. The Executive Committee **RECEIVED** the presentation and provided input on goals and strategies for public opinion survey.

Ruth Bernstein, EMC Research, reported on the strategies for the public opinion survey. She highlighted what went right and what went wrong in the 2008 Measure Z Campaign. She noted that what went right; there was a high turnout and a broad local coalition, and what went wrong; the campaign started late with no campaign structure and only raised one-third of the targeted budget, noting there were great messages and endorsements, but not enough money to communicate. Ms. Bernstein reported on what needs to be done if the Agency decides to move forward in 2016 and noted that it is important which questions should be asked in the poll. Past Chair Edelen commented that the need to become a “Self Help County” to receive matching funds from CTC should be emphasized, noting that this will help us get a 2/3 vote. He also suggested doing away with the Highway 156 tolling and instead go for a ¾ cent sales tax. Board member Armenta commented that if we are going to move forward with a sales tax measure in 2016, we need to start now. Chair Parker suggested adding project questions related to moving people from Salinas to the Peninsula, expanded bus services and the multimodal corridor, noting that some segments have no funding. Vice Chair Craig suggested asking as part of the poll where they get their information, such as if they are on Facebook and social media, or if they utilize traditional media.

The issue of combining a TAMC and MST sales tax measure in 2016 was discussed. The Executive Committee asked that Executive Director Hale mention at the next MST Board meeting the possibility of waiting until 2016 for a TAMC and MST joint sales tax measure.

Sara LaBatt, EMC Research, highlighted the polling research plan. She noted that annual telephone surveys of a representative sample of Monterey County Voters, additional tracking survey prior to November 2016 ballot deadline and interviewing in English and Spanish. The survey is planned to be conducted before Memorial Day and will include the revised ballot question and project and program questions.

*Board member Potter left at 10:30 a.m.*

5. On a motion by Board member Edelen and seconded by Board member Chavez the Executive Committee **RECOMMENDED** that the Board **APPROVE** Resolution 2014-04 adopting the fiscal year 14/15 budget and work program and estimated budgets for fiscal years 15/16 and 16/17.

Rita Goel, Director of Finance & Administration, presented the fiscal year 14/15 budget and estimated budgets for fiscal years 15/16 and 16/17. She highlighted the following minor changes since the budget was last presented to the Board in February. Changes are in the operating budget; noting the revenue changed due to Complete Streets Project Implementation funds added by \$ 72,200 and Change of \$72,200 to the undesignated reserve. Changes to the expenditure in the direct budget include and addition of \$708,800, due to implementation of \$588,800 for Complete Streets Project implementation and \$75,000 for SR156 West Project legal review. The next step is the final adoption at the Board meeting on May 28, 2014.

Todd Muck, Deputy Executive Director, highlighted the draft work program for fiscal year 14/15. He reported that the work program is required in order to meet federal and state review deadlines. The annual Agency Work Program describes the activities to be accomplished during the fiscal year beginning July 1 and ending June 30. He also noted that the purpose of a work program is to guide the Agency's projects & programs, and communicate tasks and schedules.

6. The Executive Committee **RECEIVED** an update on status of the Metropolitan Transportation Plan/Regional Transportation Plan Environmental Impact Report and **PROVIDED** staff direction as appropriate.

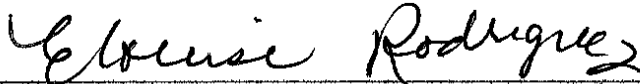
Andy Cook, Senior Transportation Planner reported that the public review period for the Draft Monterey County Regional Transportation Plan closed on April 8. The Agency received formal comment letters on the draft plan from Caltrans and the Monterey Regional Airport District. Both letters requested that additional language be added to the final plan discussing long-term improvements addressing ground access at the Monterey Regional Airport. Mr. Cook also reported that AMBAG serves as the lead agency for the coordinated Environmental Impact Report that analyzes the program-level environmental impacts of projects identified in the Monterey County Regional Transportation Plan. Both AMBAG and TAMC received a comment letter from Michael Weaver, Chair of the Highway 68 Coalition, on the Draft Environmental Impact Report. The Agency subsequently also received a request from Mr. Weaver requesting that the Agency prepare a separate environmental document for the Draft Regional Transportation Plan. In response to these comments, staff has requested that legal counsel review the environmental documents and response to comments prepared by AMBAG. Mr. Cook advised that staff would provide a report to the Board at its May meeting summarizing comments received on the Draft Regional Transportation Plan during the public review period, and that the Board would be asked to adopt the Final Regional Transportation Plan at its June 25, 2014 regular meeting.

7. Received a report on the draft agenda for TAMC Board meeting of May 22, 2014.

Executive Director Hale reviewed the May 22, 2014 draft agenda and took committee comments. She noted the draft agenda calls for the Board to receive a briefing on Highway 156 tolling evaluation, public outreach process and proposed pre-development agreement, and the approval of adopting the fiscal year 14/15 budget and work program and estimated budgets for fiscal years 15/16 and 16/17.

- 8 **ADJOURNMENT**

Chair Parker adjourned the meeting at 11:11 a.m.



Elouise Rodriguez, Senior Administrative Assistant