

## FINAL MINUTES

### TRANSPORTATION AGENCY FOR MONTEREY COUNTY SPECIAL EXECUTIVE COMMITTEE MEETING COMMUNITY LEADERS LUNCHEON

*Members are: John P. Huerta, Jr. (Chair),  
Dave Potter (1<sup>st</sup> Vice Chair), Lou Calcagno (2<sup>nd</sup> Vice Chair),  
Ralph Rubio (Past-Past Chair),  
Simón Salinas (County representative), Jyl Lutes (City representative)*

**Thursday, June 28, 2007**

11:30 a.m. – 1:30 p.m.

Laguna Seca Golf Ranch  
10520 York Road, Monterey

- 1. CALL TO ORDER AND WELCOME:** Chair Huerta called the meeting to order at 11:30 a.m. Board members present: Huerta, Rubio, Salinas, Alternate Lee for Potter, and Alternate Russell for Lutes. Staff present: Bachman, Cook, Delfino, Goel, Hale, Hoschouer, Morgan, Montiel, Rodriguez and Watson.

**Others present:** Abby Taylor Silva, Alfred Diaz Infante, Arliene Beesley, Astrid Colemena, Betty Saxon, Bill Leahy, Bill Reichmuth, Bill Ritz, Bob McKenzie, Bob Schaffer, Bonnie Adams, Carina Chavez, Carl Sedoryk, Carsbia Anderson, Chris Orman, Christie Cromeenes, Chuck Della Sala, Cynthia Buhl, Daniel Ho, Dell Matt, Denika Dallimore, Dennis Donohue, Derinda Messenger, Dianne Harrison, Eileen Goodwin, Eric Peterson, Frank Pinto, Gary Cursio, Jennifer James, Jim Sims, John Bandarra, John Fair, John McCutchon, John Narigi, Keith Severson, Mark Verbonich, Marlys Maher, Mary Archer, Mary Ann Leffell, Maureen Towers, Mike Parrish, Moe Ammar, Monta Potter, Noreen Towers, Pam Hart, Patrick Dobbins, Rachelle Founders, Ray Corpuz, Rich Krumholz, Richard Rudisill, Rick Moore, Ron Cheshire, Rosa Coronado, Ruth Olson, Sheryl McKenzie, Tom Carvey, and Tomi Van de Brook.

- 2. MAYOR STATEMENTS: Chuck Della Sala/Dennis Donohue.**
  - Mayor Huerta commented that everyone was together to hear about TAMC's transportation plans and get your input as community leaders on what transportation issues or concerns are most important to you.
  - Gathered together are a wide variety of business and community leaders.
    - Environmental Groups
    - Business Community
    - Education
    - Hospitality
    - Community Organizations
    - Law Enforcement
    - Elected Officials

- The mayors of Monterey and Salinas are supportive of moving together to achieve this goal of a strong multi-modal transportation system.

#### Mayors' Statements

##### Chuck Della Sala, Mayor of Monterey

- Explained why transportation is important and why we need local money.
  - Agriculture and tourism are the economic engines of the county.
  - Monterey County one of the most productive agricultural counties in the state, topping two billion dollars in gross sales.
  - Very important for trucks to get to market.
  - Vital to Monterey County economy
  - Commuting
  - Hospitality
  - Health Care
- Explained that the last election got a 57% positive vote, but everyone needs to be on board this time. 67% is needed.

##### Dennis Donahue, Mayor of Salinas

- It's time to work together; transportation is important to the entire county.
- With the leadership group's support and input a plan can be designed that everyone in Monterey County will agree with.
- The goal is a plan that is environmentally conscious, which will incorporate various modes of transportation and will provide a safer and less congested transportation network for the residents and visitors to Monterey County.

### **3. TRANSPORTATION AND FUNDING NEEDS:**

##### Debbie Hale, TAMC Executive Director explained:

- Why transportation improvements are needed, which ones? – Annual Report review
- What the county did get from the Infrastructure bond?
- What other funding sources are being worked on:
  - Sales tax
  - Developer fees

##### Eileen Goodwin, APEX Strategies explained:

- Why the bonds aren't enough, why we need to be self-help...
- Public opinion research indicates:
  - Transportation more important
  - TAMC better known
  - No one sexy project – balanced program
  - Endorsed by transportation professionals

- To date TAMC has conducted:
  - Stakeholder interviews
  - Community Meetings
  - Annual Report

#### 4. **COMMUNITY LEADERS INPUT:**

- Break out sessions were conducted:
- Results of table discussions were reported by participants:
  - Safety and Congestion are key issues specifically on:
    - Highway 68—Provide additional access roads to the Peninsula from Salinas
    - Highway 101 North and South County
    - Highway 156
    - Highway 1 through Seaside/Sand City
    - Airport Blvd/101 Interchange Improvements
    - Lighthouse Ave
  - Bus Service needs to be improved
    - Have more frequent service, expanded network, and express bus service
    - Increase funding for fixed route service and paratransit services, and taxi service for persons with disabilities
    - Design projects to provide incentives for transit use – carpool lanes
  - Increased transit alternatives
    - Transit serving the Salinas to Monterey Peninsula corridor
    - Mass transit is needed: Rail, Bus-Rapid Transit, Light Rail
    - Develop a Multi-Modal System
    - Need public transportation that caters to students' needs
  - Environment
    - AB32- Need to have TAMC in alignment with the reduced carbon footprint issue
    - Stress carpooling – change car focused culture
    - Make Monterey known as an “eco-tourism” destination
    - Improve bicycle/pedestrian access around county, including connections with mass transit
  - Economy
    - Support agriculture and goods movement
    - Rail –freight needs to be considered, one rail car can keep up to four trucks off the road – and keep roads in better shape
  - Sales Tax
    - Widen the appeal of the initiative
    - Long term solutions need to be clear and clearly communicated
    - Taxpayers Association needs to be involved early on
    - Measure should not lead with tourism-based projects but projects that affect the residents
    - Need to develop a regional outlook beyond the county line: involve San Benito, Santa Clara and Santa Cruz counties
    - People need to understand the Federal government will be out of funds in 2009 – Monterey needs to be self supportive
    - Explain to public what will be done and the direct benefits to the residents of the county
    - Make sure there are projects in all five Supervisorial Districts
    - Adopt Circulation Plan that addresses 2030 needs

**5. NEXT STEPS:**

Executive Director Hale reported on the next steps in the process:

- Future meeting with Community leaders to review new plan scenarios
- Outreach to the cities, community presentations
- News, video on TV as to who we are, what the plan is
- New annual report on the plan
- November 2008 ballot

**6. CONCLUSIONS AND ADJOURNMENT:** Chair Huerta adjourned the meeting at 1:30 p.m.

Respectfully Submitted,

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Kristen Hoschouer, Transportation Planner