



METROPOLITAN
TRANSPORTATION
COMMISSION

Joseph P. Bort MetroCenter
101 Eighth Street
Oakland, CA 94607-4700
TEL 510.817.5700
TTY/TDD 510.817.5769
FAX 510.817.5848
E-MAIL info@mtc.ca.gov
WEB www.mtc.ca.gov

2a

Adrienne J. Tissier, Chair
San Mateo County

Amy Rein Worth, Vice Chair
Cities of Contra Costa County

Tom Azumbrado
U.S. Department of Housing
and Urban Development

Tom Bates
Cities of Alameda County

David Campos
City and County of San Francisco

Dave Cortese
Santa Clara County

Bill Dodd
Napa County and Cities

Dorene M. Giacomini
U.S. Department of Transportation

Federal D. Glover
Contra Costa County

Mark Green
Association of Bay Area Governments

Scott Haggerty
Alameda County

Anne W. Halsted
San Francisco Bay Conservation
and Development Commission

Steve Kinsey
Marin County and Cities

Sam Liccardo
Cities of Santa Clara County

Jake Mackenzie
Sonoma County and Cities

Kevin Mullin
Cities of San Mateo County

Bijan Sartipi
State Business, Transportation
and Housing Agency

James P. Spering
Solano County and Cities

Scott Wiener
San Francisco Mayor's Appointee

Steve Heminger
Executive Director

Ann Flemer
Deputy Executive Director, Policy

Andrew B. Fremier
Deputy Executive Director, Operations

ADMINISTRATION COMMITTEE

July 13, 2011
MINUTES

Attendance

Chair Cortese called the meeting to order at approximately 9:43 a.m. Committee members present were: Committee Vice Chair Wiener, Commissioners Bates, Campos, Dodd and Glover. Commissioners Tissier and Rein-Worth were present as Ex-Officio voting members. Other Commissioners present as ad hoc members of the Committee were: Giacomini, Green, Haggerty, Halsted, Liccardo, Mackenzie and Spering.

Item 2: Consent Calendar: Upon the motion of Commissioner Glover and second by Commissioner Bates, the following items on the Consent Calendar were approved unanimously.

Item 2a: Minutes

The Committee received and approved as written the meeting minutes of June 8, 2011.

Item 2b: Monthly Financial Statements

The Committee received the following monthly financial reports for the month of May: Report of Operating Income for FY 2010-11 as of May 2011; Report of Operating Expenditures for FY 2010-11 as of May 2011; Report of Capital Projects for FY 2010-11 as of May 2011; FY 2010-11 Contract Services Disbursement Report for May 2011. For the month of May 2011, the monthly financial report listed one (1) contract executed by the Executive Director in the amount of \$100,000 and under, and six (6) purchase orders executed by the Executive Director between \$2,500 and \$55,000.

The Committee also received a comparison of the budget vs. actual plus encumbrance salaries and benefits through May 2011.

Item 2c: Investment Report

The Committee received the Investment Report for the month of May 2011.

Item 2d: Funding Agreements: RM2 Marketing Program: Alameda-Contra Costa Transit District (AC Transit) and Water Emergency Transportation Authority (WETA)

The Committee authorized the Executive Director or his designee to negotiate and enter into a funding agreement with AC Transit to develop and carry out marketing of the Transbay Bus Service and the Chief Financial Officer was directed to set aside funds in the amount of \$150,000 for such agreement.

Additionally, the Committee authorized the Executive Director or his designee to negotiate and enter into a funding agreement with WETA to develop and carry out marketing of the regional ferry service and the Chief Financial Officer was directed to set aside funds in the amount of \$300,000 for such agreement.

Item 2e: Contract Amendment: MTC's Transit Oriented Development (TOD) Policy Update: Strategic Economics, Inc.

The Committee authorized the Executive Director or his designee to negotiate and enter into a contract amendment with Strategic Economics, Inc. to update MTC's TOD Policy by accessing the current policy and recommending improvements and the Chief Financial Officer was directed to set aside funds up to \$80,500 for such contract amendment.

Item 2f: Contract Amendment – Transit Sustainability Project (TSP): Transportation, Management and Design, Inc.

The Committee authorized the Executive Director or his designated representative to negotiate and enter into a contract amendment with Transportation, Management and Design, Inc. to evaluate the region's transit system and to establish an implementation plan for a more financially viable transit system that is both cost-effective and customer-focused and the Chief Financial Officer was authorized to set aside funds up to \$300,000 for such amendment.

Item 3: Contract Amendment – Climate Initiatives Public Outreach: Riezebos Holzbaur Group, LLC (RHDG)

Ursula Vogler, MTC Legislation and Public Affairs, presented the RHDG contract amendment for consultant support for the Climate Initiatives Public Outreach Program.

Commissioner Campos requested clarification regarding the cultural competency skills of the consultant in conducting outreach to non-English speaking communities and understanding their transportation needs.

Ms. Vogler advised that MTC has a contractor currently on the Climate Initiatives Public Outreach bench who was selected for their experience with a variety of outreach campaigns targeting low income communities and communities with limited English proficiency. She added that staff will provide an update report as the campaign progresses.

Commissioner Campos requested an outline of the specific steps that will be taken. He noted that although the internet is a great communication tool, not everyone has computer access and believes monolingual and immigrant communities require different approaches.

Commissioner Liccardo asked if there was any research data that supports the notion that public information campaigns such as proposed under this contract are effective. He asked if there was research indicating success in other contexts or other jurisdictions. Ms. Vogler responded that this will be the first campaign for a regional effort for SMART driving but if targets and measures are met, Green House Gas (GHG) emissions will significantly be reduced. Commissioner Liccardo understands that the objective is to alter driving behaviors but believes it will be helpful if someone can show that the campaign will make a difference.

Ann Flemer, MTC Deputy Executive Director, Policy, reminded the Committee that when the Commission adopted the overall Climate Initiatives program its intention was to test approaches to improve emission reduction for the Bay Area. She added that staff is aware that currently we only have a market analysis that has been conducted by this firm to determine to what degree this tactic might make a difference.

She also noted that the policy of the Commission is that services and planning activities are conducted in a culturally cognizant manner and noted that staff will provide a specific outreach strategy for non-English speaking communities.

Commissioner Bates asked what the term of the contract was and if any public outreach will be directed to Electric Vehicle (EV) issues. Ms. Vogler responded that the contract term is through June 2013 and that staff is working directly with the EV Strategic Council on outreach strategies.

Commissioner Halsted agreed that this is a good project but noted that it is experimental and hopes efforts will be made to integrate some outcome analysis and further feedback from these experimental programs. Ms. Vogler responded that the Climate Initiatives evaluation will be testing these and other elements.

Chair Cortese inquired if we need to do something now prior to approving the contract amendment to ensure that cultural competency language is included and believes other local officials need to be consulted on how to conduct cultural community outreach effectively and successfully.

Ms. Flemer suggested that staff be directed to proceed with the contract amendment but expend a limited amount (\$100,000) over the next two months, and return back to this Committee with details on the outreach program, with the remainder of the work subject to notice to proceed.

Commissioners Rein Worth and Halsted both suggested young drivers and school aged children be targeted for outreach. Ms. Vogler responded that MTC currently has a separate youth program in place.

It was moved by Commissioner Campos and seconded by Commissioner Bates to 1) authorize the Executive Director or his designated representative to negotiate and enter into a contract amendment with RHDG to implement the Climate Initiative Public Outreach Campaign to reduce transportation-related greenhouse gas emissions and to authorize the Chief Financial Officer was authorized to set aside funds up to \$2,400,000 for such amendment, and 2) to proceed with an expenditure of an amount not to exceed \$100,000 so that staff can prepare an outreach strategy for Administration Committee review prior to issuing notice to proceed for the remainder of the contract amendment. Motion passed unanimously.

Item 4: Closed Session

At approximately 10:05 a.m., Committee Chair Cortese adjourned to closed session pursuant to Government Code Section 54957.6 regarding ongoing negotiations of a new memorandum of understanding with represented agency employees groups effective August 1, 2011.

Item 5: Open Session

The Committee reconvened in open session at 11:03 a.m. MTC General Counsel, Adrienne Weil reported that the Committee considered the proposed three year Memoranda of Understanding with represented agency groups and voted unanimously in favor of the proposed terms, with a referral to the full Commission for adoption of resolutions implementing the Memoranda of Understanding.

Item 6: Other Business/Public Comment/Adjourn

There being no further business or public comment, the meeting was adjourned at approximately 11:05 a.m. The next Committee meeting date will be on September 14, 2011 in the Lawrence D. Dahms Auditorium, 101 Eighth Street, Oakland, CA.

