

**West Contra Costa Transportation Advisory Committee
Board of Directors Meeting
Meeting Minutes: July 25, 2014**

Members Present: Janet Abelson, Chair (El Cerrito); Jael Myrick (Richmond); Sherry McCoy (Hercules); Joe Wallace (AC Transit); Cecilia Valdez (San Pablo); Zakhary Mallett (BART); Courtland Boozé (Richmond); Roy Swearingen, (Hercules); Maureen Powers (WestCAT)

Staff Present: John Nemeth; Joanna Pallock; Danelle Carey; Valerie Jenkins; Kristopher Kokotaylo (Legal Counsel)

Location: San Pablo Council Chambers, 13831 San Pablo Avenue, San Pablo, CA 94806

1. Call to Order and Self-Introductions – Chair Janet Abelson

2. Public Comment.

- a. Dana Store, General Manager of Craneway Pavillion representing Orton Entertainment-Craneway Pavillion, provided letters of support for the Richmond Ferry from Chevron, Mountain Hardware, and a biotech firm.
- b. Marsha Tomassi, Richmond Convention and Business Bureau, offered support in favor of the Richmond Ferry.

Consent Calendar

ACTION: *Director Mallett* moved to ADOPT the Consent Calendar. Seconded by *Director Wallace*. Passed unanimously.

3. Minutes of June 27, 2014 Board Meeting

4. Monthly Update on WCCTAC Activities

5. Financial Report for June 2014

6. Payment of Invoices over \$10,000

7. Amended Service Agreement with the City of San Pablo

Regular Agenda Items

8. Supplemental West County Public Outreach.

ACTION: *Director Mallett* motioned to approve the agreement with EMC Research for additional West County polling, and to bring back the draft questionnaire to the October Board meeting. Seconded by *Director Myrick*. Passed unanimously.

DISCUSSION: *Director McCoy* asked for clarification on how the polling would work. *Sara LaBatt* of EMC Research stated that they would start by developing a representative polling sample of all adults in the area then would poll voters out of that sample. For the non-voters, they would send out postcards providing an option to complete a written survey.

Director McCoy suggested that conducting the survey right after elections or during the holiday season was not ideal. Given the lack of urgency, she further suggested that January 2015 would be a better time for the polling to be done.

Alex Evans stated that he was confident that, despite the upcoming holidays, results could be achieved before January. However, if the Board did not need the information urgently, the polling could be done in January 2015.

ED Nemeth stated that he did not see a need for the polling to be done in November and that it could easily wait until January.

Director McCoy asked if questions could reference “West Contra Costa County” instead of “Contra Costa County”. *Alex Evans* replied that “West Contra Costa County” is not a place voters identify with, and that voters see themselves as one County.

Director Valdez asked if there were any incentives for participation in the survey. *Alex Evans* stated that there would be a drawing for an iPad.

Director Valdez sought to ensure that the postcards would be in English on one side and Spanish on the other.

Director Powers raised a concern about non-English or Spanish speakers getting lost in the process.

Alex Evans confirmed that postcards would include both English and Spanish. He added, however, that the proposed survey budget couldn't accommodate more than two languages.

Director Swearingen asked whether there were precedents for including non-voters in surveys. *Alex Evans* replied that, historically, 35-40% of their work has included non-voters.

9. Measure J Subregional Needs Funds (Program 28b) – Possible Uses.

ACTION: *Director McCoy* motioned to allocate \$300,000 to the High Capacity Transit Investment Study and \$400,000 (using Method 3, “dues share” formula) as a return-to-source for local jurisdictions to apply to transportation efforts that are consistent with Measure J. The motion included revisiting the funds remaining in 28b at the September 2014 Board meeting, and possibly adding another \$100,000 to the Transit Study. Seconded by *Director Boozé*, with one opposition vote from *Director Powers*, motion passed.

DISCUSSION:

ED Nemeth discussed options for the use of Measure J 28b funds. He stated that after setting aside \$72,000 for the polling work, there was \$808,000 remaining at the end of June 2014, according to current CCTA accounting. He explained that money could be used for the Transit Study, and that it could also be used as a type of “return-to-source” that would allow local jurisdictions to use funds as they liked, so long as it involved a transportation purpose and was consistent with Measure J.

Director McCoy stated this was a one-time source and that the Board should be mindful of how the money was spent. She recommended using \$400,000 for the Transit Study but wanted to know if any other agencies had been approached for funding, aside from BART.

Deidre Heitman, Principal Planner for BART, stated that BART is in contact with other agencies to seek additional funding. She recommended that if the Board was not comfortable with allocating \$400,000 for the Transit Study, that it could allocate \$300,000 and put \$100,000 aside pending further discussions. She said the transit operators and WCCTAC staff plan to come back at the September Board Meeting with more details on the scope and funding options.

Director McCoy agreed with *Deidre*, suggesting that the Board allocate \$300,000 to match BART’s \$300,000 contribution, and consider adding additional funds later, if needed.

Director Mallett stated that he disagreed with the use of 28b funds as a return-to-source since the funds that each jurisdiction would receive would be minimal. He suggested that the Board should find other common purposes for the use of these funds, such as the Transit Study.

Director Valdez stated that she supported allocating up to \$400,000 to the Transit Study.

Lori Reese-Brown of the City of Richmond stated that she was hoping that the Board would consider allocating \$500,000 for local jurisdictions as a return-to-source, instead of \$400,000.

Director Powers stated that because of the Board's preference for using Method 3 to allocate 28b funds as a return-to-source, (which would only go to local jurisdictions), she would have to vote no.

10. Draft Countywide Transportation Plan (CTP) Update.

ACTION: *Director Boozé* motioned to have two workshops, one in Richmond and one in either Pinole or Hercules with one in the evening and one on a weekend day. Seconded by *Director Myrick*. Passed unanimously.

DISCUSSION:

Martin Englemann of CCTA discussed the public outreach process for the CTP, which was planned to be conducted in August and September.

Director Mallett asked if there could be two workshops in West County; one at the southern end and one at the northern end.

Martin Englemann stated that only one workshop had been budgeted for each sub-area of the County.

ED Nemeth stated that staff had been in talks with the Authority about ideas for workshop locations. The past CTP workshops were on a weeknight at Maple Hall, but now staff was considering other options to attract a greater turnout.

Director McCoy wanted to know the cost of the workshop meetings. She also stated that she liked *Director Mallett's* idea of having two workshops.

Martin Englemann stated that the cost varies for each location of the workshop, but that \$15,000 is the average cost of holding a workshop.

Director Boozé stated he would like the Bermuda Room in Richmond used as a location for a West County workshop.

Director Valdez stated that she would also like to have two workshops. *Chair Abelson* agreed.

Martin Englemann stated because the WCCTAC Board's desire to have two workshops, CCTA would fund two workshops in West County. He welcomed Richmond hosting one event. He proposed the other workshop for either Hercules or Pinole.

Director McCoy thanked *Martin Engelmann* for hosting and funding the two workshops in West County.

11. TDM Program Update.

Pulled from agenda due to lack of time.

STANDING ITEMS

12. Other Information.

- a. Letter to CCTA Executive Director with June 27, 2014 Summary of Board Actions
- b. Acronym List

13. Board and Staff Comments – None

14. Other Business.

15. Adjourn.
