

**TAHOE TRANSPORTATION DISTRICT (TTD)  
REGIONAL PARTNERSHIPS AND COMMUNICATIONS COMMITTEE**

**Meeting Agenda**

**Tahoe Regional Planning Agency  
128 Market Street  
Stateline, NV 89449**

**May 4, 2022  
10:00 a.m.**

---

The Tahoe Transportation District Regional Partnerships and Communications Committee meeting will be physically open to the public at Tahoe Regional Planning Agency, Stateline, NV 89449 and in accordance with California and Nevada law, Committee members may be teleconferencing into the meeting via GoToWebinar. This meeting will be held in accordance with requirements under Government Code section 54953(e) as enacted by California AB-361 and a determination of TTD to waive certain requirements regarding teleconferencing. Members of the public may observe the meeting and submit comments in person at the above location or via GoToWebinar.

Committee members: Andy Chapman-Chair, Mark Bruce, Darcie Goodman Collins, Alex Fong, Cindy Gustafson, Sue Novasel, Sondra Rosenberg

To register for the TTD Regional Partnerships and Communications Committee Meeting go to:  
<https://attendee.gotowebinar.com/register/7582344758007554316>

After registering, you will receive a confirmation email containing information about joining the webinar.

Members of the public may provide public comment by sending comments to the Clerk to the Board by email at [jallen@tahoetransportation.org](mailto:jallen@tahoetransportation.org). Please note which agenda item the comment pertains to. Comments will be distributed at the meeting and attached to the minutes of the meeting. All comments should be a maximum of 500 words, which corresponds to approximately three minutes of speaking time. Comments for each agenda item should be submitted prior to the close of that agenda item.

Any member of the public who needs accommodations should email or call Judi Allen who will use her best efforts to provide reasonable accommodations to provide as much accessibility as possible, while also maintaining public safety in accordance with TTD's procedure for resolving reasonable accommodation requests. All reasonable accommodations offered will be listed on the TTD website at [tahoetransportation.org](http://tahoetransportation.org).

All items on this agenda are action items unless otherwise noted. Items on the agenda may be taken out of order. The Committee may combine two or more items for consideration. The Committee may remove an item from the agenda or delay discussion relating to an item on the agenda at any time.

**I. CALL TO ORDER AND ROLL CALL**

- a. Roll Call and Determination of Quorum
- b. Approval of Agenda for May 4, 2022 *(for possible action)*
- c. Approval of Minutes of March 21, 2022 *(for possible action)*

**Page #1**

**II. PUBLIC INTEREST COMMENTS**

All comments are to be limited to no more than three minutes per person. Comments made cannot be acted upon or discussed at this meeting, but may be placed on a future agenda for consideration.

### III. DISCUSSION ITEMS

	<u>Page</u>
A. <i>For Possible Action:</i> Recommend Approval of the Regional Partnerships and Communication Committee's Objectives Relevant to the District's Strategic Goals to the TTD Board of Directors	5
B. <i>For Possible Action:</i> Discussion and Development of Communication Themes and Messages Related to TTD's Work and Role in Transportation for the Lake Tahoe Region as Part of a Communication Plan for the Agency	7

### IV. DISTRICT MANAGER REPORT

#### V. COMMITTEE MEMBER REQUESTS AND COMMENTS

This portion of the agenda is for members to make requests for future agenda items or to make a brief report about personal activities without further deliberation by the committee, although any member may request an item to be placed on a future agenda in response to such remarks.

#### VI. PUBLIC INTEREST COMMENTS

#### VII. ADJOURNMENT

### COMPLIANCE WITH PUBLIC NOTICE REQUIREMENTS

This notice and agenda has been posted at the TTD office and at the Stateline, Nevada post office. The notice and agenda has also been posted at the North Tahoe Conference Center in Kings Beach, the Incline Village GID office and the North Tahoe Chamber of Commerce and on the TTD website: [www.tahoetransportation.org](http://www.tahoetransportation.org).

For those individuals with a disability who require a modification or accommodation in order to participate in the public meeting, please contact Judi Allen at (775) 589-5502 or [jallen@tahoetransportation.org](mailto:jallen@tahoetransportation.org).

#### **Nevada Open Meeting Law Compliance**

Written notice of this meeting has been given at least three working days before the meeting by posting a copy of this agenda at the principal office of TTD and at three other separate, prominent places within the jurisdiction of TTD not later than 9 a.m. of the third working day before the meeting.

Written notice of this meeting has been given by providing a copy of this agenda to any person who has requested notice of the meetings of the Committee. Such notice was delivered to the postal service used by the Committee not later than 9 a.m. of the third working day before the meeting for transmittal to the requester by regular mail, or if feasible for TTD and the requester has agreed to receive the public notice by electronic mail, transmitted to the requester by electronic mail sent not later than 9 a.m. of the third working day before the meeting.

Supporting materials were provided to any person requesting such materials and were made available to the requester at the time the material was provided to the members of the Committee or, if provided to the members of the Committee at the meeting, were made available to the requester at the meeting and are available on the TTD website: [www.tahoetransportation.org](http://www.tahoetransportation.org). Please send requests for copies of supporting materials to Judi Allen at (775) 589-5502 or [jallen@tahoetransportation.org](mailto:jallen@tahoetransportation.org).

**TAHOE TRANSPORTATION DISTRICT  
REGIONAL PARTNERSHIPS AND COMMUNICATIONS  
COMMITTEE MEETING MINUTES  
March 21, 2022**

**Committee Members in Attendance:**

Andy Chapman, TNT-TMA  
Darcie Goodman Collins, SS-TMA (attended remotely)  
Cindy Gustafson, Placer County (attended remotely)  
Sue Novasel, El Dorado County (attended remotely)  
Sondra Rosenberg, NDOT (attended remotely)

**Committee Members Absent:**

Mark Bruce, TRPA Representative  
Alex Fong, Caltrans

**Others in Attendance:**

Carl Hasty, Tahoe Transportation District (attended remotely)  
Judi Allen, Tahoe Transportation District

**I. CALL TO ORDER AND GENERAL MATTERS**

A. Roll Call and Determination of Quorum

The meeting of the Committee was called to order by Mr. Chapman at 8:38 a.m. at the Tahoe Regional Planning Agency and via GoToWebinar. Roll call was taken and it was determined a quorum was in attendance for the Committee.

B. Approval of Agenda for March 21, 2022

Motion/second by Ms. Novasel/Ms. Gustafson to approve the Committee agenda for today's meeting. The motion passed unanimously.

C. Approval of Minutes for March 2, 2022

Motion/second by Ms. Gustafson/Ms. Novasel to approve the Committee minutes. The motion passed unanimously.

**II. PUBLIC INTEREST COMMENTS**

There were no public interest comments.

**III. DISCUSSION ITEMS**

A. Review of Proposed Mission Statement, Goals, and Objectives for the Regional Partnerships and Communication Committee for Recommendation to the Board of Directors.

Mr. Hasty reviewed this item and noted the goals listed in the packet had been revised during the Board retreat sessions and were not current. The revised goals are as follows:

Strategic Goal 1: Improve TTD standing, networks and partnerships to lead regional, multi-modal transportation.

- Strategic Goal 2: Stabilize, expand and manage organizational resources, with a focus on developing a general fund for administration costs.
- Strategic Goal 3: Fund and operate regional multi-modal transportation systems.
- Strategic Goal 4: Conduct project level planning, provide leadership and fundraise for new regional transportation system elements.

Ms. Collins suggested the committee focus on strategic goals 1 and 4, along with providing a recommendation on the overall strategy for regional funding sources and pursue securing funding from ARP funds and other opportunities. Mr. Chapman asked regarding the communications strategy, what is the committee trying to do as it relates to the broader organization, engaged already such as through the Incline Village Mobility Hub, 'take Tahoe transit' and what the Ferraro Group is working on. Ms. Gustafson added the committee should also focus on goal 2 as the partnership committee should assist securing funds to increase the general fund through local jurisdictions.

Ms. Rosenberg arrived.

Ms. Rosenberg would like an explanation of how the District works with other agencies, i.e., TTD/TRPA's relationship, roles, and responsibilities. Ms. Novasel added the need as to how it relates to the day-to-day relations. Mr. Chapman noted he sees four target audiences with different messaging components, public facing, funding partners, Board, and stakeholder-peer groups. Ms. Collins suggested bringing the committee's vision forward and presenting to the Board, then the messaging communication plan could identify audiences with a specific messaging outreach plan for each audience. Ms. Gustafson stated there is a need for further elaboration of key points – that sometimes TTD is an implementer, an advocate, and/or a coordinator, and need to articulate when TTD does implement and why, similar to a council of governments; along with clarifying project level planning versus regional planning. She added that the District should further its mission statement with the actions taken as the District and communicate that clearly, providing a vital function of local voice and private sector voice into the delivery of transportation systems. Ms. Gustafson noted that when discussing the regional funding situation with a group, she felt that sustainable funding for TTD wasn't critical to those in the group or they weren't seeing that the District either has to have a general fund and/or also has to deliver some level of project, in order to sustain itself as a valuable organization. Ms. Collins stated defining the roles are an important asset to this work and need to have a concrete list. Mr. Hasty stated there is the need to be prepared to articulate this story, but not necessarily the details, when it comes to the May 27 Nevada Oversight meeting. Ms. Collins stated it is important to identify roles of TTD and TRPA and have more defined mission for the May 27 meeting. Ms. Gustafson suggested the statement states that TTD provides a critical service to the Tahoe basin in coordinating (list activities and give examples) and Mr. Hasty could coordinate with staff and draft with feedback from the committee in order to finetune the statement. Mr. Hasty suggested that since the Oversight committee will have a field trip, to develop talking points regarding the roles the District has held in SR28 corridor project, as well as the other partners. Ms. Gustafson added it is needed as well for the Board and TRPA. Ms. Novasel added her Board, as

well, needs the education. Ms. Collins suggested Ms. Gustafson, as Chair, could follow up with Mr. Bruce, as TRPA Chair, to help come to agreement with both Boards regarding the roles of each. Ms. Gustafson noted the statement needs to be succinct, not grandiose, and to include the back-up with examples where the District stepped in to help, such as taking over transit operations.

Mr. Chapman reviewed the committee's proposed objectives for the strategic goals.

**Goal #1 Objectives:**

- Develop an overall communication plan for the District, targeting audiences as identified.
- Ongoing oversight of all District communication efforts and messaging.

**Goal #2 Objectives:**

- Increase sustainable organizational funding through jurisdictional outreach.
- Coordinate and communicate agency interaction between TRPA and TTD.

**Goal #4 Objectives:**

- Provide committee leadership and coordination in support of TTD's overall work plan.
- Advocate for successful project outcomes.

Mr. Chapman asked if the committee was comfortable with the committee mission statement as revised. The committee members agreed with the mission statement.

Action Requested: For Possible Action

**IV. DISTRICT MANAGER REPORT**

Mr. Hasty appreciated what the committee put together today. Ms. Gustafson added the need for objectives for staff and how to coordinate with the Board.

**V. COMMITTEE MEMBER REQUESTS AND COMMENTS**

Ms. Novasel announced the El Dorado County Board of Supervisors approved her \$500,000 ask for set-aside from this year's TOT funds for transportation needs in Tahoe. She has asked Mr. Hasty, TRPA, and the League to work together to bring a joint proposal of how to use that money to her Board of Supervisors. Ms. Novasel added that TRPA will be leading a discussion regarding the Basin's regional transportation issues at her Board of Supervisors meeting on April 12.

Ms. Rosenberg noted NDOT's transportation funding effort meeting narrowed down the potential mechanism with a focus on near term / long term and the April meeting will start to look at potential rate settings.

Ms. Collins announced the South Shore Transportation Management Association is preparing to launch the micro transit service at the end of June, as well as hiring a part-time manager for oversight of the micro transit service and coordinating with

Carl to submit a funding proposal for the county's \$500,000 for the micro transit. She will bring a bigger update to the full Board.

**VI. PUBLIC INTEREST COMMENTS**

No public interest comments were made.

**VII. ADJOURNMENT**

The meeting adjourned at 9:36 a.m.

Respectfully Submitted:

*Judi Allen  
Executive Assistant  
Clerk to the Board  
Tahoe Transportation District*

*(The above meeting was recorded in its entirety, anyone wishing to listen to the aforementioned tapes, please contact Judi Allen, Clerk to the Board, (775) 589-5502.)*



MEMORANDUM

Date: April 27, 2022

To: Tahoe Transportation District (TTD) Regional Partnerships and Communication Committee

From: TTD Staff, Carl Hasty – District Manager

Subject: Recommend Approval of the Regional Partnerships and Communication Committee’s Objectives Relevant to the District’s Strategic Goals to the TTD Board of Directors

**Action Requested:**

It is requested the Committee recommend approval of the Regional Partnership and Communication Committee’s proposed objectives relevant to the District’s strategic goals to the full Board.

**Fiscal Analysis:**

All expenditures associated with this item are accounted for in administrative support of Board work.

**Work Program Analysis:**

All work associated with this effort is captured under administrative work program support for the Board.

**Background:**

The Committee’s mission statement was approved at the April 6 Board meeting. At the Committee’s March 21 meeting, the Committee developed draft objectives for Strategic Goals 1, 2 and 4.

**Discussion:**

From their last meeting, the committee’s draft objectives by goal are:

Goal #1 Improve TTD standing, networks and partnerships to lead regional, multi-modal transportation.

Objectives:

- Develop an overall communication plan for the District, targeting audiences as identified (Four target audiences with different messaging components: public facing, funding partners, Board, and stakeholder-peer groups).
- Ongoing oversight of all District communication efforts and messaging.

Goal #2 Stabilize, expand and manage organizational resources, with a focus on developing a general fund for administration costs.

Objectives:

- Increase sustainable organizational funding through jurisdictional outreach.
- Coordinate and communicate agency interaction between TRPA and TTD.

Goal #4 Conduct project level planning, provide leadership and fundraise for new regional transportation system elements

Objectives:

- Provide committee leadership and coordination in support of TTD's overall work plan.
- Advocate for successful project outcomes.

This item is for discussion and any refinement of objectives for recommendation to the Board for approval.

**Additional Information:**

If you have any questions or comments regarding this item, please contact Carl Hasty at (775) 589-5501 or [chasty@tahoetransportation.org](mailto:chasty@tahoetransportation.org).





MEMORANDUM

Date: April 27, 2022

To: Tahoe Transportation District (TTD) Regional Partnerships and Communication Committee

From: TTD Staff, Carl Hasty – District Manager

Subject: Discussion and Development of Communication Themes and Messages Related to TTD’s Work and Role in Transportation for the Lake Tahoe Region as Part of a Communication Plan for the Agency

**Action Requested:**

It is requested the Committee discuss and further develop communication themes and messages related to TTD’s work and role.

**Fiscal Analysis:**

All expenditures associated with this item are accounted for in administrative support of Board work.

**Work Program Analysis:**

All work associated with this effort is captured under administrative work program support for the Board.

**Background:**

At the March 21 Committee meeting, much of the discussion revolved around the communication needs of TTD and the role the Committee can play in fulfilling its role in addressing messaging, communication with partners, and regional advocacy. As noted in the March 21 minutes, among those points was discussion on clarity of TTD’s and TRPA’s roles, the need for a succinct statement about what TTD does, the role the TTD Board provides giving a regional voice to the local jurisdictions and the private sector interests in transportation, and a communication plan that addresses the different public audiences.

**Discussion:**

The committee’s objectives by goal, as just discussed in the prior agenda item, each has a component where partnership outreach, advocacy, or public engagement are pertinent to the success of the objectives.

This item is for discussion and further development of message concepts and statements, and other next steps in crafting TTD’s communication plan and execution, with a particular focus on the Nevada Legislative Oversight Committee field trip and hearing on transportation to be held May 27 and the regional report to the Committee as requested in Senate Concurrent Resolution 8 on transportation from the 2021 Nevada session.

One concept statement on what TTD does was drafted for Committee consideration. It reads as follows:

The Tahoe Transportation District provides a critical function within the Tahoe Basin by bringing together policy leaders and transportation partners, representing both States, all local jurisdictions, and the private sector, to focus exclusively on transportation solutions. In this key function, TTD is able to provide a variety of roles helping to advance the implementation of transportation solutions. TTD does this by working closely with the above partners to identify the appropriate role which to perform. Roles TTD has played:

- Direct implementation of projects or services
- Transit operations
- Project planning, management, and financing
- Broker of project solutions
- Cross-jurisdictional problem solving
- Initiate projects, bringing them through design, environmental, and financing, then hand off to another partner for implementation
- Interregional solutions and advocacy
- Transportation system implementation planning and concept development

In summary, TTD helps regional partners leverage financial and human resources to achieve regional transportation system goals.

**Additional Information:**

If you have any questions or comments regarding this item, please contact Carl Hasty at (775) 589-5501 or [chasty@tahoetransportation.org](mailto:chasty@tahoetransportation.org).