

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

Meeting Agenda

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

**November 2, 2022
2:45 p.m.**

The Tahoe Transportation District Regional Partnerships and Communications Committee meeting will be physically open to the public at the 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.

Committee members: Andy Chapman-Chair, Jessica Diss, 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/6441761976938503952>

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

Members of the public may observe the meeting and submit comments in person at the above location or via GoToWebinar. Members of the public may provide public comment by sending comments to the Clerk to the Board by email at 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.

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 November 2, 2022 *(for possible action)*
- c. Approval of Minutes of July 6, 2022 *(for possible action)*

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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

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B. <i>For Possible Action:</i> Discussion and Possible Action on Next Steps to Define and Address the Roles and Responsibilities for Transportation Partnership Between TTD and the Tahoe Regional Planning Agency	9

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.

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.

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. Please send requests for copies of supporting materials to Judi Allen at (775) 589-5502 or jallen@tahoetransportation.org.

**TAHOE TRANSPORTATION DISTRICT
REGIONAL PARTNERSHIPS AND COMMUNICATIONS
COMMITTEE MEETING MINUTES
July 6, 2022**

Committee Members in Attendance:

Andy Chapman, TNT-TMA (attended remotely)
Darcie Goodman Collins, SS-TMA (attended remotely)
Alex Fong, Caltrans (attended remotely)
Cindy Gustafson, Placer County (attended remotely)
Sondra Rosenberg, NDOT (attended remotely)

Committee Members Absent:

Mark Bruce (no longer on the TTD Board)
Sue Novasel, El Dorado County

Others in Attendance:

Carl Hasty, Tahoe Transportation District
Danielle Hughes, Tahoe Transportation District
George Fink, Tahoe Transportation District
Nick Haven, Tahoe Regional Planning Agency
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 2:48 p.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 July 6, 2022

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

C. Approval of Minutes for May 4, 2022

Motion/second by Ms. Collins/Mr. Fong to approve the Committee minutes. The motion passed unanimously.

II. PUBLIC INTEREST COMMENTS

There were no public interest comments.

III. DISCUSSION ITEMS

A. Continued 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

Mr. Hasty reviewed this item. Ms. Collins suggested including examples of projects and the regional uniqueness of the District as an important coordinating role. Mr. Chapman asked if the examples should be listed as bullet points. Ms.

Collins agreed. Ms. Rosenberg noted the second sentence of the summary statement does not read well and suggested adding something about the regional uniqueness there. Mr. Hasty stated staff will work on the summary statement and send it out to the committee for review.

Action Requested: For Possible Action

Ms. Collins moved to recommend approval of the Concept Statement, as presented, to the TTD Board of Directors. Mr. Fong seconded the motion. The motion passed unanimously.

B. Discussion and Possible Action on Next Steps to Define and Address the Roles and Responsibilities for Transportation Partnership Between TTD and the Tahoe Regional Planning Agency

Mr. Hasty reviewed this item. Ms. Collins added she had worked with Mr. Hasty and Ms. Marchetta on the 2017 proposed Memorandum of Understanding, however there was no appetite from TRPA to sign a MOU. Ms. Collins suggested to have discussion on what to create instead of an MOU, along with an informal request to have TRPA and TTD Board chairs to have a discussion and return to the Committee with some suggested shared vision of roles and responsibilities. Mr. Haven suggested coming up with some common principles between the two organizations that can be vetted by other organizations at a high level may be a good starting point. Mr. Haven stated he will help craft those principles with Mr. Hasty that can build upon the messages discussed in previous agenda item. Mr. Chapman asked if there is a role for the committee to provide some context instead of waiting for a discussion to come back to the committee and that it should focus on what is best for TTD. Ms. Roseberg stated the 2017 proposed MOU is a good starting point, that is could be renamed and refined. Mr. Chapman stated the 2017 MOU should be terminated if it is no longer being used. Mr. Hasty stated he and Mr. Haven will tackle the principles and articulate something more succinct using the outline from 2017, then meet with the Committee and both chairs together to vet a final outcome. Mr. Chapman added the committee should recommend to the Board to tactfully close and replace the MOU. Mr. Hasty added that it should go both Boards. Mr. Chapman suggested the two Board chairs, himself, Mr. Haven and Mr. Hasty meet to initiate conversation. Ms. Gustafson agreed with the suggestion and that it needs some work with both Boards.

Action Requested: For Possible Action

No action was taken, direction given to staff.

IV. DISTRICT MANAGER REPORT

Mr. Hasty reported the East Shore Express is in operation, having started June 25; that the NV Oversight committee meeting will be held July 15, just the hearing, no field trip; and that the 2022 Federal Summit will be held at Sand Harbor on August 16, hosted by Senator Rosen, and that the park will be closed to the public during that time.

V. COMMITTEE MEMBER REQUESTS AND COMMENTS

Ms. Collins reported South Shore TMA micro-transit pilot service begins July 22.

VI. PUBLIC INTEREST COMMENTS

No public interest comments were made.

VII. ADJOURNMENT

The meeting adjourned at 3:32 p.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: October 27, 2022

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

From: TTD Staff – Carl Hasty, District Manager and Joanie Schmitt, CFO

Subject: Review and Recommend Hiring a Full Time Public Information Officer in Lieu of a Contract for Public Relations Professional Services to the TTD Board of Directors at the December 7, 2022 Meeting

Action Requested:

It is requested the Committee review and recommend hiring a full time Public Information Officer (PIO) in lieu of a public relations professional services contract to the TTD Board of Directors at the December 7, 2022 meeting.

Fiscal Analysis:

Staff reviewed ten salary ranges from Northern Nevada and nationwide, including open positions in Reno and Carson City, NV to recommend a salary range of \$68,619 to \$88,500 (Grade 13 on TTD’s salary table). TTD would target a starting base salary of \$74,076 (Step 3). With taxes, retirement and other benefits, the projected compensation totals \$110,299. Staff anticipates the position will be working primarily in Transit, but will assist in all areas.

Transit Operations (80%)	General (5%)	CIP (10%)	Parking Systems (5%)
\$88,239	\$5,515	\$11,030	\$5,515

The transit fund’s FY23 budget includes an Advertising/Public Relations line item of \$147,525 which included recruitment of \$27,525 and outsourcing \$120,000. The General Fund will receive \$8,824 in Administrative Support (ICAP) reimbursement from Transit Operations for this position which will be used to cover PIO’s staff time for work performed under the General fund. The CIP fund has \$900 budgeted for Public Relations, however current grants have the capacity to cover the projected increase to costs. The Parking System fund has \$2,500 budgeted for outreach under professional services and \$2,500 under Miscellaneous /Contingency. Staff will find the remaining \$515 in additional savings in other budget line items.

Staff has analyzed this position on a full-year basis. Budget amendments may come forward at a later date pending approval and timing of the hiring process.

Work Program Analysis:

Upon Board approval of the position, an amendment to the work program with the addition of full-time equivalent hours for the balance of the fiscal year once the position is filled will be made.

Background:

As the Board is aware, TTD terminated the contract for public outreach services for the transit program. Staff experience has determined that it is difficult for a consultant team to gain the knowledge and provide the level of interaction needed for the program with a limited budget. Existing Staff also do not have the expertise and/or the time to address the public relations, marketing, and media, including social media needs of transit and the organization. The solution that seems best to remedy this is to add a PIO position to the organization.

Discussion:

As noted in the fiscal analysis, TTD will utilize the dollars budgeted for professional services for transit to fund the bulk of a PIO position. This idea was discussed briefly at a Board meeting earlier this summer when explaining the termination of the contract. Staff evaluated other agency PIO positions and modeled this role on needs and practices of other comparable government organizations and developed a draft job description (Attachment A).

Staff supports an affirmative recommendation to the Board for adding a PIO position to the TTD staff team. Staff will also request a recommendation from the Finance Committee at their December 7 meeting.

Additional Information:

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

Attachment:

- A. Draft Job Description



Tahoe Transportation
DISTRICT

Connecting our communities

JOB DESCRIPTION

JOB TITLE: Public Information Officer
 FLSA STATUS: Exempt
 REPORTS TO: District Manager
 GRADE LEVEL: 13
 SALARY RANGE: \$68,619 - \$87,893
 HIRING RANGE: DOE

ESSENTIAL FUNCTIONS:

The Public Information Officer is responsible for public relations, community outreach, and the growth and maintenance of media relations, as well as assisting with writing and production of District newsletters, brochures, speeches, and other materials; content management of the District's website; implementing public outreach programs; undertaking research for a variety of public affairs projects; executing media relations responsibilities and responding to public information inquiries. It is essential to think strategically and creatively, to communicate across disciplines for problem solving, to develop innovative solutions, to manage a heavy workload by setting priorities, and to work effectively in a fast-paced environment.

POSITION SPECIFIC RESPONSIBILITIES:

- Serve as the District spokesperson on media inquiries.
- Develop and execute District's media relations strategy, including the maintenance of relationships with local, regional, and national press contacts.
- Implement District's strategic communications plan.
- Research, write, and coordinate all production tasks associated with publication of agency newsletters and electronic publications, articles, speeches, and other written materials.
- Continually improve and help to manage the District's website by overseeing posting of new items.
- Develop public recognition programs and community outreach plans, as appropriate.
- Undertake necessary research and respond to a variety of requests for information from the public, media, and stakeholder organizations.
- Prepare presentations as needed by the District Manager and other staff.
- Represent the agency at community events and other appropriate occasions.
- Maintain social media strategy and assist with postings.
- Perform other duties and tasks, as assigned.

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tahoetransportation.org

KNOWLEDGE/SKILLS:

- Bachelor's Degree in journalism, communications, public relations, public affairs, English, or closely related field. An equivalent combination of related education and experience may be considered.
- Minimum of five years recent experience in the media or public relations/public affairs fields.
- Experience in social, political, economic, environmental, and related issues influencing local government functions and activities.
- Excellent journalistic writing skills.
- Experience in producing publications and working with graphic designers.
- Experience with facilitating meetings and working in collaborative processes.
- Strong presentation skills and professional public persona.
- Must possess or have the ability to obtain a driver's license valid in the State of California or Nevada and the ability to safely operate a motor vehicle.
- Must maintain personal automobile liability insurance on vehicle used to perform job duties for the District of at least \$50,000 / \$100,000 and \$50,000 property damage, or such other amount that policies may require in the future. The District reimburses for business travel mileage.

ABILITIES:

- Strong interpersonal skills, including public speaking, listening, and interpretive skills.
- Excellent organizational skills with the ability to multi-task effectively.
- Communicate effectively, orally and in writing, with elected officials, employees, media, consultants, other governmental agency representatives, City officials and the public.
- Ability to translate reports and studies into layman's terms and communicate to the public.
- High level of integrity and dependability with a strong sense of urgency and results-orientation.
- Excellent customer service focus for internal and external customers, whose personal style enables him/her to become a part of the close-knit, team-orientated staff.
- Bringing creativity and innovation to the organization is highly valued. A collaborative and participative approach, commitment to diversity, and strong traditional administrative abilities are necessary.
- Ability to work effectively with a variety of community stakeholder groups with diverse and sometimes conflicting interests.
- Appropriately handle sensitive, political, and confidential information.
- Interpret and apply District policies, procedures, rules, and regulations.

WORKING CONDITIONS/PHYSICAL EFFORT:

Work is performed in a typical office environment. Requires the ability to sit at a desk for long periods of time and intermittently walk, stand, stoop, kneel, crouch, and reach while performing office duties; lift and/or move light weights; use hands to finger, handle or feel objects, tools or controls. Must be able to maintain effective audio-visual discrimination and perception needed for making observations, communicating with others, reading, and writing, and operating office equipment. Must be able to use a telephone to communicate verbally and a keyboard to communicate through written means, to review information and enter/retrieve data, to see and read characters on a computer screen.

BENEFITS:

District employees receive vacation and employee medical, dental, vision, life insurance and short-term disability. The District contributes 8% of employee compensation into a Social Security replacement plan and 4% of employee compensation into a retirement plan. The employee can contribute voluntarily to a 457(b) deferred compensation plan.

APPLICATION PROCEDURE:

Any qualified person interested in this position should submit their resume and application to DeDe Aspero, Tahoe Transportation District, P. O. Box 499, Zephyr Cove, Nevada 89448 or email to daspero@tahoetransportation.org.



MEMORANDUM

Date: October 27, 2022

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

From: TTD Staff, Carl Hasty – District Manager

Subject: Discussion and Possible Action on Next Steps to Define and Address the Roles and Responsibilities for Transportation Partnership Between TTD and the Tahoe Regional Planning Agency

Action Requested:

It is requested the Committee review the materials and discuss next steps in defining and memorializing roles and responsibilities in the partnership on transportation between TTD and the Tahoe Regional Planning Agency (TRPA).

Fiscal Analysis:

It is not anticipated that this work will require budget beyond staff time support, which is accounted for in the budget.

Work Program Analysis:

The staff time to support the Committee for this work is in the work program.

Background:

The Committee has discussed the need to address and define the roles and responsibilities between TTD and TRPA several times. The discussion at the March meeting on the strategic goals and objectives noted the need to address the issue.

The need to define and arrive at an articulation of roles and responsibilities between TTD and TRPA is not new. The Board addressed this in July of 2017, and made another attempt in December of 2017, but the interest between both organizations in addressing the need did not exist at that time. With the work over the last five years on bi-state transportation and regional revenue ideas, and with the respective work of both Boards over the last year, the timing to address the matter is at hand.

At the last RPCC meeting, Staff presented background and a place from which to begin the discussion on next steps.

Discussion:

The committee had a good discussion on the item and supported moving ahead and working with both TTD and TRPA Boards, as can be viewed on page 2 of the minutes of that meeting.

CH/ja

AGENDA ITEM: III.B.

This item is for further discussion with the committee per Chair Chapman's recommendation to provide some context and focus on what is best for TTD instead of waiting for a discussion to come back to the committee. Staff would appreciate the additional discussion and then the next committee recommendation for Mr. Chapman, the two Board chairs, Mr. Haven and Mr. Hasty to meet to initiate conversation can be implemented.

For purposes of helping the discussion, Attachment A is a representative graphic of transportation roles and responsibilities between TRPA, TTD, and other transportation entities.

Additional Information:

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

Attachment:

- A. Graphic Representing TRPA, TTD, and Other Transportation Entity Roles and Responsibilities

