

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

Meeting Agenda

**University of Reno
Prim Library, Room 214
999 Tahoe Blvd., Incline Village, NV**

**December 6, 2023
1:30 p.m.**

The Tahoe Transportation District Regional Partnerships and Communications Committee meeting will be physically open to the public at the University of Reno, Prim Library, Room 214, 999 Tahoe Blvd., Incline Village, NV. Paid parking (\$2.00 per hour) is enforced by the University and the public will need to pay using the PaybyPhone option located in the Silver 11 lot just south of the Prim Library. 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(f).

Committee members: Andy Chapman-Chair, Jessica Diss, Brendan Ferry, Alex Fong, Cindy Gustafson, Sondra Rosenberg, Steve Teshara

To register for the TTD Committee and Board Meetings, go to:
<https://attendee.gotowebinar.com/register/4525786008528114783>

There is only one registration link for the meetings. After registering, you will receive a confirmation email containing information about joining the webinar.

The following location will also be available for participation by teleconference:

California Department of Transportation
703 B Street
Marysville, CA 95901

Members of the public may observe the meeting and submit comments in person at the above locations. 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.

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. *For Possible Action:* Approval of Agenda for December 6, 2023
- C. *For Possible Action:* Approval of Minutes of June 7, 2023

Page #1

II. PUBLIC INTEREST COMMENTS

All comments are to be limited to no more than three minutes per person for matters not listed on this agenda. 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> Discussion and Recommend Approval of Roles and Responsibilities for Transportation Partnership Between TTD and the Tahoe Regional Planning Agency to the TTD Board of Directors	3
B. <i>For Possible Action:</i> Discussion and Direction on TTD’s Strategic Communications Plan Development and Execution	9

IV. FOR INFORMATION: 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, the North Tahoe Chamber of Commerce, the teleconference location listed above, 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
June 7, 2023**

Committee Members in Attendance:

Andy Chapman, TNT-TMA
Jessica Diss, TRPA Representative
Alex Fong, Caltrans (attended remotely)
Cindy Gustafson, Placer County (attended remotely)
Sondra Rosenberg, NDOT

Committee Members Absent:

Jeffrey Spencer, El Dorado County
Steve Teshara, SS-TMA

Others in Attendance:

Carl Hasty, Tahoe Transportation District
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 12:18 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 June 7, 2023

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

C. Approval of Minutes for January 23, 2023

Motion/second by Ms. Diss/Ms. Rosenberg to approve the Committee minutes. The motion passed unanimously.

II. PUBLIC INTEREST COMMENTS

There were no public comments.

III. DISCUSSION ITEMS

A. Update and Discussion on Draft Roles and Responsibilities for Transportation Partnership Between TTD and the Tahoe Regional Planning Agency

Mr. Hasty reviewed this item.

Mr. Fong left at 12:49 p.m.

Action Requested: For Information

IV. DISTRICT MANAGER REPORT

Mr. Hasty noted at the next meeting there will be a review of the Committee's goals.

V. COMMITTEE MEMBER REQUESTS AND COMMENTS

Mr. Chapman asked if there has been any headway on the red paint on the pull-outs on SR28.

VI. PUBLIC INTEREST COMMENTS

There were no public comments.

VII. ADJOURNMENT

The meeting adjourned at 1:07 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: November 30, 2023

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

From: TTD Staff, Carl Hasty – District Manager

Subject: Discussion and Recommend Approval of Roles and Responsibilities for Transportation Partnership Between TTD and the Tahoe Regional Planning Agency to the TTD Board of Directors

Action Requested:

It is requested the Committee hear the update and discuss the roles and responsibilities for TTD in the partnership on transportation between TTD and the Tahoe Regional Planning Agency (TRPA) and recommend approval to the Board.

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 2022 meeting on the strategic goals and objectives noted the need to address the issue. In October of 2022, Staff and the Committee reviewed materials and a graphic broadly relating the roles of TRPA in its capacity, including the roles as the Metropolitan Planning Organization (MPO) and the Regional Transportation Planning Agency (RTPA in California) to that of other transportation related organizations like TTD.

At the June 2023 meeting, the Committee reviewed and discussed the draft roles of TTD. General acceptance was the consensus with questions and interest centered on having a companion description of TRPA's transportation roles to go with it.

Discussion:

Staff worked with TRPA's MPO Director, Nick Haven, to address a description of the agency's transportation roles. The attached description is an adaptation from TRPA's annual transportation Overall Work Plan for the transportation program staff. It represents a succinct articulation of the three transportation authorities bestowed upon TRPA under the Tahoe

Regional Planning Compact, the Federal MPO designation, and the California RTPA designation.

Staff supports the Committee approving a recommendation that the Board adopt TTD's role statement and the use of the TRPA statement.

Additional Information:

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

Attachments:

- A. TTD Transportation Role Statement
- B. TRPA Transportation Role Statement
- C. Graphic Depicting Tahoe's Transportation Roles and Transportation Organization Relationships

5-31-23

TTD's Role is Regional Transportation Implementation, Partner Coordination, and Local Support

Implementation – General

- TTD uses its regional authority under the Compact (Article IX) to develop, organize, and maintain the cooperative effort to implement and operate a multi-modal transportation and transit network for the Tahoe region and its inter-regional community connections.

Transit

- TTD uses its authority to establish a connected inter-regional transit partnership program for Tahoe with standards and goals for seamless transit service between modes and between operators.
- TTD uses its authority to focus on regional and inter-regional transit connections and assist local transit service implementation for a seamless inter-regional network.
- TTD uses its authority to establish an umbrella partnership program and protocols for regional parking management to optimize public and private parking availability to the motorist to support transit and multi-modal use through wayfinding, real time information, and revenue.
- TTD coordinates with Trans-Sierra transportation partners and transit providers to establish park and rides and mobility hubs to support connected inter-regional transit and access multi-modal transportation options.

Corridor Connection Implementation

- As a bi-state regional transportation implementation agency, TTD will monitor and coordinate corridor management partner activities to achieve transportation service goals established by Corridor Management Plans (CMPs).

TTD established the corridor connection approach in 2017, recognizing that multi-modal transportation solutions can differ by corridor segment and that most corridors require multi-agency cooperation in developing comprehensive solutions and in managing the corridor to achieve safety, congestion management, parking, enforcement, vehicle miles traveled reductions, access, emergency management, and multi-modal operation goals and practices. Such goals go beyond one-time capital improvements and require perpetual alignment and interaction amongst partners to create best practices and sustained commitment.

Capital Project Implementation

- TTD will focus on adding capacity to deliver cross-jurisdictional multi-modal and transit capital improvements that support regional and inter-regional transportation network goals.

Trans-Sierra Partnership

- TTD will focus on partnerships and coordination with Trans-Sierra transportation entities adjacent to the Tahoe Region to facilitate additional transportation connections.

Legislative

- TTD works with transportation partners to effectively represent Tahoe and Trans-Sierra transportation entities and needs for state capitol and federal support.

LAKE TAHOE TRANSPORTATION PLANNING OVERVIEW – TAHOE REGIONAL PLANNING AGENCY

The Tahoe Regional Planning Agency (TRPA) holds three integrated regional transportation planning authorities: 1) Tahoe Regional Planning Compact (PL 96-551) planning requirements, 2) Regional Transportation Planning Agency for the California portion of the Lake Tahoe basin, and 3) the Metropolitan Planning Organization for the Tahoe Region. TRPA's core function is to provide a venue for coordinating regional transportation planning and administering and tracking transportation funding and projects implementing the Regional Transportation Plan.

The 1980 Tahoe Regional Planning Compact includes the following transportation related provisions:

“...there be established a Tahoe Regional Planning Agency with the powers conferred by this compact including the power to establish environmental threshold carrying capacities and to adopt and enforce a regional plan and implementing ordinances which will achieve and maintain such capacities while providing opportunities for orderly growth and development consistent with such capacities.”

The TRPA Regional Plan shall be a single enforceable plan with the following related elements:

- ❖ A Goals and Policy Plan
- ❖ A Transportation Plan for the integrated development of a regional system of transportation, including but not limited to parkways, highways, transportation facilities, transit routes, waterways, navigation facilities, public transportation facilities, bicycle facilities, micro mobility and appurtenant terminals and facilities for the movement of people and goods, within the region.
- ❖ The goal of transportation planning shall be:
 - To reduce dependency on the automobile by making more effective use of existing transportation modes and of public transit to move people and goods within the region; and
 - To reduce, to the extent feasible, air pollution caused by motor vehicles.
- ❖ Where increases in capacity are required, the agency shall give preference to providing such capacity through best management of existing resources, public transportation and public programs and projects related to transportation.
- ❖ The plan shall provide for an appropriate transit system for the region.
- ❖ The plan shall give consideration to:
 - Completion of the Loop Road in the states of Nevada and California.
 - Utilization of a light rail mass transit system in the South Shore area.
 - Utilization of a transit terminal in the Kingsbury Grade area.
 - Achieve vehicle miles reductions per identified Regional Plan milestones.

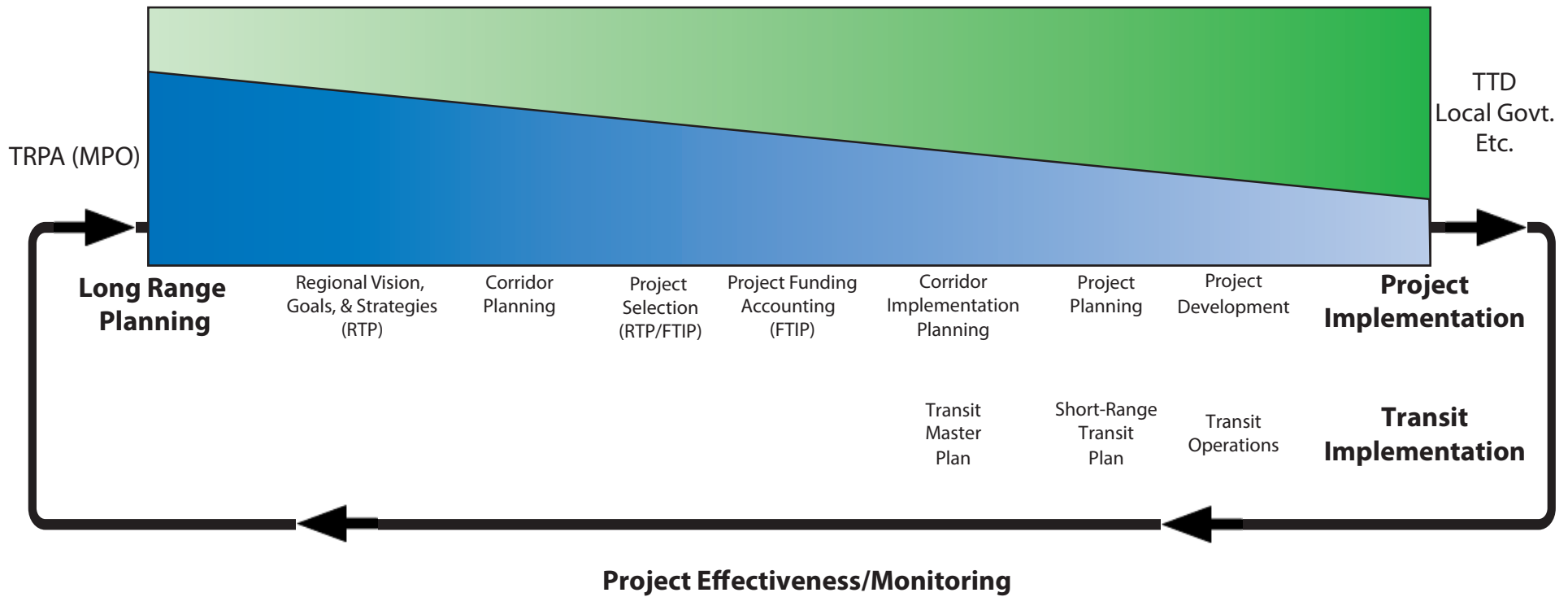
TRPA establishes transportation and land use policy direction by virtue of the Code of Ordinances, Goals and Policies, Plan Area Statements, and Local Area Plans. Additionally, TRPA administers the Environmental Improvement Program (EIP), a regional investment program focused on the restoration and protection of Lake Tahoe. The EIP is a programmatic approach to implementing transportation improvements, in addition to other resource area investments.

In addition to the responsibilities under the Tahoe Regional Planning Compact, TRPA is recognized as the Regional Transportation Planning Agency (RTPA) in California. As the RTPA, TRPA is charged with

developing a Regional Transportation Plan (RTP), a Regional Transportation Improvement Program (RTIP) to account for California state transportation funding programs.

The Tahoe Metropolitan Planning Organization (TMPO) authority was established in 1999 by the Governors of California and Nevada by designating the Lake Tahoe MPO under authority provided in federal regulations. TRPA's MPO role is primarily a transportation planning and financial programming role. The three primary products required of an MPO by federal rule are a Regional Transportation Plan, Federal Transportation Improvement Program (FTIP), and an Overall Work Program (OWP). The TMPO Governing Board is comprised of the 15-member TRPA Governing Board, with the addition of a voting representative of the United States Forest Service, Lake Tahoe Basin Management Unit (USFS-LTBMU).

The integration of the three authorities listed above is supported by the various activities and programs carried out by TRPA's Transportation Planning Program. The ability to integrate land use and transportation planning at a regional level, while considering impacts on implementation efforts, is a prime focus of this program and supports federal and state planning guidance.





MEMORANDUM

Date: November 30, 2023

To: Tahoe Transportation District (TTD) Regional Partnership and Communications Committee (RPCC)

From: TTD Staff – Tiara Wasner, Public Information Officer

Subject: Discussion and Direction on TTD’s Strategic Communications Plan Development and Execution

Action Requested:

The Committee is requested to provide input on the communication plan outline and the proposal to secure a short-term consultant collaborative to assist the Public Information Officer (PIO) to develop and launch a Strategic Communications Plan.

Fiscal Analysis:

The budget for a short-term consultant contract will be covered by current budget savings for the PIO position, which has not been in place for the entire fiscal year and because the PIO has been working on a part-time basis. The anticipated budget for a contract would be approximately \$30,000.

Work Program Analysis:

The PIO is currently working part-time until prior commitments are concluded. Even as a full-time employee, Staff anticipated and budgeted some funding for outside resources to assist the PIO in the development and execution of outreach and communication work.

Background:

Prior to the TTD Board approving an internal PIO position, TTD utilized outside contract services. Staff had utilized the consultants' expertise to create teams for various public relations purposes. In the years when project funding levels were sufficient, TTD had consultant teams who took a campaign-style approach to implement public relation (PR) needs, including community outreach, marketing materials, polling, open houses, and more. The consultant teams brought new perspectives, ideas, and strategies based on their experience working with various organizations, as well as the fact that some specialized in PR, some in marketing, and some in a campaign approach to audience-based communication. Due to available funding sources, this approach was focused only on capital projects

Several years ago, with some available transit funding, a PR contract was let with limited success as a result of challenges related to time constraints due to funding and the time and attention needed to develop and implement effective messaging and outreach. Staff

TW/ja

AGENDA ITEM: III.B.

recommended shifting that financial resource internally and establishing a PIO position, which has been completed.

Other applicants interviewed for the PIO position were also private sector consultants exploring the idea of becoming TTD's PIO and that led to some valuable discoveries of potential resources that could help the PIO. Such resources could be drawn upon to help launch and provide periodic support for the implementation of TTD's outreach plan.

Discussion:

Staff is seeking feedback from the RPCC regarding hiring a consultant that can assist the organization by providing new insights into current strategies, identifying areas for improvement, and helping to draft a strategic communications plan resembling a political-style campaign approach, with the primary objective to establish clear goals and identify feasible actions to achieve short-term and mid-term objectives and address transit needs and build understanding and support for the agency's work.

The proposed scope of work would include:

- Communication Landscape Audit & Stakeholder Mapping
- A Strategic Plan for Board approval and launch at the February Board meeting, at the earliest.

The PIO would oversee the selected PR/Marketing consultant. This structure will allow for better coordination between the consultants and TTD's internal team, ensuring that all efforts are aligned with the organization's goals and objectives. Staff anticipates that this approach of utilizing a consultant will continue to prove effective in achieving the desired outcomes of its projects.

In addition, the Plan will also address any potential challenges or roadblocks during implementation and describe how those challenges will be addressed. With a clear and comprehensive strategy, TTD staff will be better positioned to achieve its objectives.

Additional Information:

If you have any questions or comments regarding this item, please contact Tiara Wasner at (775) 589-5504 or Twasner@tahoetransportation.org.

Attachment:

- A. Communications Plan – Draft Outline



Draft Communications Plan

I. Introduction

Mission Statement

The role of the Tahoe Transportation District (TTD) is to facilitate safe, sustainable, and accessible transportation solutions for the Lake Tahoe Basin. TTD is committed to implementing environmentally positive, multi-modal transportation plans, programs, and projects that meet the diverse needs of the community. TTD strives to enhance the quality of life for residents and visitors alike by providing convenient and reliable transit services, as well as by owning and operating public transportation systems and parking facilities. TTD is dedicated to promoting the economic vitality and environmental health of the Tahoe region while always prioritizing the safety and well-being of our passengers and employees.

Key Messages/Project Pitches

- **Incline Village Mobility Hub**
- **US 50 South Shore Project**
- **Cross Lake Passenger Ferry**
- **Transit**

The Goal of TTD's Communications Plan

A communications plan is essential for TTD, because it allows for clear and effective communication with the community and stakeholders. A well-crafted plan can build trust, encourage transparency, and promote understanding of TTD's goals and initiatives. It can also aid in crisis management and ensure that critical information is disseminated in a timely and accurate manner. Effective communication is essential for the success of any organization and TTD is committed to maintaining open lines of communication with all those who rely on our services.

II. Target Audience

Identifying key project stakeholders is crucial for TTD. It helps to ensure TTD is aware of the needs and concerns of the various groups that it serves. By understanding stakeholders' perspectives, TTD can develop more effective strategies and communication plans. It is essential to engage with each of these groups meaningfully to build trust and foster positive relationships. TTD is committed to working collaboratively with all stakeholders to achieve our shared goals.



Key stakeholders include, but are not limited to:

- residents
- business owners
- tourists
- government officials
- environmental agencies/groups

- Understanding their needs and expectations
- Tailoring messaging and communication channels

III. Communication Goals

- Clear definition of objectives
- Establishing key project messaging themes
- Prioritizing communication goals
 - Building a network of communication partners
 - Developing media contacts and relationships

IV. Communication Channels

When identifying appropriate communication channels, it is important to consider various methods such as websites, e-blasts, social media, and project partners. By utilizing these different channels, TTD can effectively reach out to its stakeholders and keep them informed of the latest developments and initiatives. Communication is key to building trust and fostering positive relationships with all stakeholders and TTD is committed to using all available channels to achieve this goal.

- Social media strategy

Establish a consistent posting schedule and monitor and respond to comments and messages promptly. By using social media to communicate with stakeholders, TTD can build a solid online presence and foster positive relationships with its audience.

- Facebook
- Instagram
- LinkedIn
- Twitter (X)

- Maintain website and publish timely updates

- It is essential to maintain our website and publish timely updates. This includes ensuring that all content is accurate, up-to-date, and relevant to our audience's interests and needs. By keeping the website current and informative, TTD can better engage with its audience and build stronger relationships with them over time. TTD will also be able to more effectively promote projects, initiatives, and meetings to encourage greater participation and engagement.



- Create a quarterly email newsletter
 - The newsletter should provide valuable information and updates about TTD's programs and initiatives, as well as highlight any upcoming events or opportunities for engagement. It is also essential to design the newsletter in a visually appealing and user-friendly format, with clear calls to action and links to additional resources.

Finally, TTD should track the performance of channels over time and make adjustments as needed to ensure it continues to meet the needs and interests of its audience.

V. Crisis Communication

- Plan for potential crises
- Developing messaging and communication channels in case of emergency

VI. Implementation

- Assigning roles and responsibilities
- Developing a timeline
- Establishing a budget

VII. Evaluation

- Developing metrics to evaluate success
- Analyzing results
- Making necessary adjustments

VIII. On-going

- Future considerations for maintaining and updating the plan.