

MADERA COUNTY TRANSPORTATION AUTHORITY

EXECUTIVE MINUTES

Date: Wednesday March 20, 2002
Time: 2:30 p.m.
Place: Madera County Government Center,
Board of Supervisor Chambers

Members Present: Chairman Vern Moss, Supervisor - Madera County
M.J. Nabors, Councilman - City of Madera
Gordon Skeels, Councilman - City of Madera
Al Ginsburg, Councilman - City of Chowchilla
Alt. Jon Silva, Supervisor – Madera County
Alt. Ronn Dominici, Supervisor – Madera County

Members Absent: Jon Norby, Eastern Madera County
Vice Chair Frank Bigelow, Supervisor - Madera County
Darwin Shebelut, Incorporated Area
Gary Gilbert, Supervisor - Madera County

MCTA Staff: Patricia S. Taylor-Maley, Executive Director
Elizabeth Levine, Project Coordinator
Sheila Kingsley, Administrative Assistant
Derek Winning, Planner I
Tricia Stone, Receptionist

I. Public Comment

This portion of the meeting is reserved for person(s) wishing to address the MCTA on items within the jurisdiction but not on this agenda.

There was no Public Comment.

II. Meeting Minutes of January 23, 2002

Upon motion by Director Skeels, and seconded by Director Nabors, to approve the January 23, 2002 Executive Minutes as written. A vote was called and the motion carried.

III. Administration

A. Appoint Director

One general public positions to be filled is as follows:

1. Director (Member of the General Public): Must reside in the unincorporated area of the County lying westerly of the Madera Canal.

The current position is held by Director Dale Evans. Director Evans contacted staff to inform the Board that he will be resigning due to his business obligations and workload. The Madera County Transportation Authority makes these appointments. The vacancy has been advertised in the

Madera Tribune. The ad requested that a letter of intent be received by January 16, 2002 to the office of the Authority located at 1816 Howard Road, Suite 8 – Madera, California 93637.

Staff has received one letter of interest from Stephen Rico (was included in the package).

Action: Director Nabors requested staff to develop and propose a process for the Director's consideration at next month's meeting for filling the position of Director representing the General Public when a position becomes vacant.

B. Measure "A" Signage and Usage

The Authority Board at its January 23, 2002 meeting requested staff to inquire and develop a plan for Measure "A" signage on projects.

Background:

The Board of Directors at its January 19, 1994 meeting adopted General Specifications and Lettering Specifications for Measure "A" signs to be posted at the locations of all Measure "A" projects (specifications included in the package).

MCTA staff contacted the local agency staff's in November 2001 and the staffs of the local agencies agreed to post signs on all Measure "A" projects under construction; however, the Authority Board at its January 23, 2002 meeting requested staff to inquire about posting signs on all Measure "A" projects, noting the phase of the project.

Recommendation:

MCTA staff met with the local agencies staffs concerning the Boards direction. The consensus is to recommend:

1. Measure "A" signs be posted on all Measure "A" projects currently listed and amended into the existing Annual Work Program (FY 2002/03 AWP) using Exhibit A (included in the package) all phases of the project except construction.
2. Measure "A" signs be posted on all Measure "A" projects under construction must replace the sign discussed above with a sign using Exhibit B or Exhibit C (included in the package).

Cost:

Sign costs are a legitimate project cost and should be incorporated into the overall project cost.

Sign Use:

Two signs shall be posted for each project, one at the beginning of the construction site facing on-coming traffic, and one at the end of the project facing on-coming traffic.

Delivery/Installation:

Signs are to be delivered and posted by the sponsoring agency – City of Chowchilla, City of Madera and County of Madera.

General Specification:

Size: ¾"x 4'00"x8'00" or ¾"X4'00"x4'00" (depending on location) Duraply Board

Posts: 4"x4"x10'00"

Delivery: by Sponsor Agency

Installation: by sponsor agency 10 days prior to construction

Number: two signs posted for each project. One at beginning and one at end, both to face oncoming traffic

Lettering Specification:

All sign features to be reflectorized (engineer-grade Scotchlite) on White Background
"Measure A" – 14"x60" Royal Blue with Black letter outline

6" upper case and 4" lower case Black Lettering for project information
1" Royal Blue sign outline

Action: Upon motion by Director Nabors, seconded by Director Ginsburg to approve "Exhibit C" for Measure "A" sign specifications and usage. A vote was called and the motion passed.

C. Measure "A" Extension – Status Report

AIS Market Research has completed the Market Research Survey for Measure "A". Approximately 400 registered voters in Madera were contacted. Included in the package was a copy of the Executive Summary. The purpose of the survey was to:

- Assess voters' familiarity with the 1990 Measure "A" in effect and their perceptions of Measure A's impact;
- Gauge the likelihood to vote for the continuation of Measure A in the November 2002 election; and
- Uncover any area of concern or dissatisfaction on items/issues related to Measure "A" and local transportation.

Key Findings:

- 65% were leaning in favor of the Measure extension; 16% against and 18% undecided;
- Worth targeting the undecided voters;
- No demographic group supports or opposes Measure "A";
- Familiarity with the Measure doesn't effect the votes;
- Following tax issues doesn't influence vote;
- Priority is fixing pot holes;
- Income group under \$20,000 support transit;

Recommendations:

- Target the undecided voters --- use informational materials;
- Make accounting process more visible --- use actual costs when describing projects;
- Make effort more tangible;
- Market pot holes and safety

Action: Information and Discussion Only.

D. FY 2002 Measure "A" Expenditure Plan

Included in the package was the 2002 Expenditure Plan. The Plan was prepared based upon projects nominated by Chowchilla, Madera and the County in accordance with the "Implementation Procedures" adopted by the Authority. Measure A will have generated about \$40.3 million by the end of fiscal year 2001.

Action: Upon motion by Director Nabors, seconded by Director Ginsburg to approve the 2002 Measure "A" Expenditure Plan. A vote was called and the motion passed.

IV. Miscellaneous

A. Items from Staff

Staff reported that the Self Help Counties annual Focus on the Future Conference will be held in Santa Barbara at the Fess Parker's Doubletree Resort, date to be announced.

B. Directors Reports

No items from Directors.

V. Adjournment

There being no further business, the meeting was adjourned at 3:20 p.m.

Next meeting set for April 17, 2002.

Respectfully Submitted,

Patricia S. Taylor-Maley, Executive Director
Madera County Transportation Authority