

MADERA COUNTY TRANSPORTATION COMMISSION

EXECUTIVE MINUTES

Date: Wednesday, February 23, 2005
Time: 3:00 P.M.
Place: Madera County Government Center,
Board of Supervisor Chambers

Members Present:

Chairman Gordon Skeels - Councilman, City of Madera
Frank Bigelow – Supervisor, Madera County
Vice Chair Gary Gilbert – Supervisor, Madera County
Robert Poythress - Councilman, City of Madera
Alt. Ronn Dominici – Supervisor, Madera County
Alt. Al Lucchesi – Councilman, City of Chowchilla

Members Absent:

Alfred Ginsburg - Councilman, City of Chowchilla
Max Rodriguez – Supervisor, Madera County

Policy Advisory Committee:

Above Members present and Caltrans Representatives:
Paul Marquez

MCTC Staff Present:

Patricia S. Taylor-Maley, Executive Director
Sheila Kingsley, Administrative Assistant
Derek Winning, Planner II
Lester Koga, Planner I

MCTC sitting as the Transportation Policy Committee.

I.

PLEDGE OF ALLEGIANCE

II.

PUBLIC COMMENT

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

There were no public comments.

III.

TRANSPORTATION CONSENT ITEMS

A.

Administrative Amendment – 2004 Federal Transportation Improvement Program (FTIP) Amendment No. 3 – Resolution 04-13 Amendment No. 3

Madera County requested to amend project MAD115001 as follows:

MAD1155001 – TE Program; SR41 in Oakhurst – construct pedestrian facilities
(program \$21,000 preliminary engineering in 2004/05; \$29,000 right of way in 2005/06;
\$100,000 construction in 2006/07)

Action: Upon motion by Commissioner Poythress, seconded by Commissioner Gilbert to approve Administrative Amendment - 2004 Federal Transportation Improvement Program (FTIP) Amendment No. 3 – Resolution 04-13 Amendment No. 3. A vote was called and the motion carried.

Transportation Consent Calendar Action: Upon motion by Commissioner Poythress, seconded by Commissioner Gilbert to approve the Transportation Consent Calendar (Item III-A). A vote was called and

the motion carried.

IV. TRANSPORTATION ACTION/DISCUSSION ITEMS

A. Measure "A" Marketing/Public Education and Expenditure Plan – Consultant Selection

The Madera County Transportation Commission (Commission) is seeking a qualified consultant to revise the 2002 Measure "A" Extension Expenditure Plan and develop and execute a Marketing/Public Education Plan for the purposes of ensuring a successful ballot initiative in November 2006.

The consultant will be responsible for organizing, developing, facilitating, and executing the following utilizing the best practices of successful transportation initiatives tailored for the Madera County market:

1. Organize and facilitate a dedicated Measure "A" Extension Steering Committee for the purpose of obtaining a broad regional consensus and acceptance of a revised Expenditure Plan.
2. Revise the 2002 Expenditure Plan to incorporate the projects identified in the 2004 Regional Project Prioritization Study as contained in the 2004 Regional Transportation Plan (RTP).
3. Develop marketing plan materials that provide for public education and exposure of the existing Measure "A" Program, the revised Expenditure Plan, and RTP Prioritization Study Projects incorporating the following resources:
 - a) Media (direct mail, radio, newspaper)
 - b) Materials (brochures, pamphlets, maps, posters)
 - c) Speakers Bureau (organizations, event booths)
 - d) Public Opinion Survey(s)
4. Execute the Measure "A" Extension Marketing Plan maximizing available resources.

MCTC Staff will be available in support of the project and expects to be involved with the Steering Committee, the Expenditure Plan revision, and Speakers Bureau. The consultant, however, is ultimately responsible for directing the actions of the Steering Committee and delivering of the final products.

Recognizing that the scope of work as outlined in the RFP is unlikely to be completed prior to the close of this fiscal year, MCTC Staff proposes to divide the Measure "A" Marketing Plan into two phases. Strategically the marketing / public education component should be executed closer to the November 2006 election season in order to maximize its effectiveness. Phase I (FY 2004/05) will consist of extensive stakeholder interviews and a comprehensive public opinion survey. Phase II (FY 2005/06) will consist of the development of the revised expenditure plan and marketing materials; facilitation of the steering committee and speakers bureau; and the execution of the media campaign.

In deference to the judgment of the MCTC policy board, MCTC Staff withdrew its recommendation that the firm of Gray Bowen and Company, Inc be retained to deliver the Measure Marketing / Public Education and Expenditure Plan. After further review, Staff recommended the highly qualified firm of VRPA Technologies, Inc. The VRPA Team was extensively involved in developing and marketing the Measure "C" transportation expenditure plan in Fresno County. VRPA is also intimately acquainted with Madera County transportation issues and projects having developed the 2001 Regional Transportation Plan (RTP) and conducted the 2004 RTP Project Prioritization Study.

The Measure "A" Marketing Plan scoring committee revised the proposal ranking as follows:

1. VRPA Technologies, Inc
2. The Lew Edwards Group
3. Panagraph

4. Gray Bowen and Company, Inc

Action: The Commission unanimously approved to authorize MCTC Executive Director to execute a contract with VRPA Technologies, Inc to implement Phase I of the Measure "A" Marketing / Public Education and Expenditure Plan.

B. Initiation of FY 2005/06 Unmet Transit Needs Process

The State Transportation Development Act (TDA) requires that the MCTC Policy Board determine that public transportation needs within Madera County will be reasonably met in FY 2005/06 prior to approving claims of Local Transportation Funds (LTF) for streets and roads. The MCTC's Social Service Transportation Advisory Council (SSTAC) is responsible for evaluating unmet transit needs. Each year the SSTAC begins the process of soliciting comments from the public by sending letters to agencies and individuals interested in providing feedback on their public transportation needs within Madera County. The request for comments letters will be mailed late February, 2005.

MCTC's Unmet Transit Needs public hearing is scheduled as follows:

- PUBLIC HEARING – Wednesday, April 20, 2005 at 3:00pm
Board of Supervisor's Chambers – 209 West Yosemite Ave – Madera, CA

Via Video Conferencing:

- Oakhurst Community College – 40241 Hwy 41, Room 10 – Oakhurst, CA
- Chowchilla Branch Library – 300 Kings Avenue, Ginsburg Room – Chowchilla, CA

Free demand-response transportation will be provided by Laidlaw Transit to each location. A Spanish language interpreter will also be available for those who wish to testify in Spanish. A public notice will be printed in the local newspapers and flyers will be distributed throughout the community publicizing the hearing.

Action: The Commission meeting time in April has been changed to 1:00 p.m. instead of 3:00 p.m. due to a conflict with the Supervisor's schedule.

V. REAFFIRM ALL ACTIONS TAKEN WHILE SITTING AS THE TRANSPORTATION POLICY COMMITTEE

Action: The Commission unanimously approved to reaffirm all actions taken while sitting as the Transportation Policy Committee.

VI. ADMINISTRATIVE CONSENT ITEMS

A. Executive Minutes of January 19, 2005

Included in the Commissioner's packet was a copy of the January 19, 2005 Executive Minutes for review.

Action: Approve the January 19, 2005 Executive Minutes.

Administrative Consent Calendar Action: The Commission unanimously approved the Administrative Consent Calendar (Item VI.-A). A vote was called and the motion carried.

VII. ADMINISTRATIVE ACTION/DISCUSSION ITEMS

A. Draft – FY 2005/Overall Work Program

Included in the Commissioner's packet was the 2005-06 MCTC Overall Work Program – Draft. This

document is prepared annually pursuant to Caltrans guidelines and is required to be submitted to Caltrans, FHWA and FTA by February 16, 2005. The OWP discusses the MCTC, its organizational structure, regional planning issues, and presents work element descriptions and budgets. Following review, the OWP will be brought before the Commission for adoption at its May 2005 meeting.

The Intermodal Planning Group, the federal and state agency review group, is scheduled to meet with MCTC staff on March 16, 2005 to review the OWP.

Action: The Commission unanimously approved authorization for circulation of the Draft 2005-06 MCTC Overall Work Program for agency review.

B. 2005-06 Transportation Development Act (TDA): Local Transportation Fund (LTF) and State Transit Assistance (STA) Estimates

Local Transportation Fund (LTF): Prior to February 1, of each year, the county auditor provides MCTC an estimate of monies to be available for apportionment and allocation during the ensuing fiscal year. The estimate for FY 2005-06 is **\$3,066,329.13** (increased \$381,108 from FY 2004/05). The estimate includes monies anticipated to be deposited in the fund during the ensuing fiscal year and the unrestricted balance anticipated to be available in the fund at the end of the current fiscal year. The unrestricted balance is the balance that is neither allocated, reserved, nor retained in the fund as an unallocated apportionment pursuant to Section 6655.1. The county auditor makes an estimate from such data including those which may be furnished by the State Board of Equalization. The county auditor will furnish a revised or updated estimate of funds available when requested by MCTC staff.

State Transit Assistance (STA): Pursuant to Public Utilities Code Section 99312.7, the State Controller is directed to send a preliminary estimate of STA Funds to each transportation planning agency. For fiscal year 2005-06, there is \$137,154,507 budgeted according to the most current information from the Department of Finance. STA allocation estimate for Madera County is \$256,710 (increased \$37,232 from FY 2004/05).

MCTC advised prospective LTF claimants of the estimated area apportionment's within Madera County. Applicants must file LTF and STA applications with MCTC by April 1, 2005

Action: Information and Discussion Only.

C. FY 2004/05 Overall Work Program – Budget Amendment No.1

A memorandum was included in the Commissioner's packet for review. The City of Madera and County of Madera requested for the Commission to amend the MCTC 04/05 Overall Work Program (OWP) to reflect the agencies approved FTA Section 5313b grants. The following grants have been awarded and are requested to be amended in the OWP Work Element 130 – Public Transportation. FTA Section 5313b grants must be amended in the Metropolitan Planning Organizations Overall Work Program to remain eligible to receive funding.

- City of Madera – Transit Facilities Needs Analysis (Total Project Cost: \$70,000 – FTA Section 5313b - \$ 61,971; Local Match - \$8,029).
- County of Madera – Strategic Implementation Plan for Public Transit Services (Total Project Cost: \$ 50,000 – FTA Section 5313b - \$44,265; Local Match - \$5,735).

Commission staff will participate and administer both planning grants.

The revised Budget is \$862,076, an increase of \$120,000. Attached was a copy of the amended budget, amended OWP spreadsheet and amended Work Element. The amendment is as follow:

Revenues – (Increase \$120,000)

- FTA 5313b – increase \$106,236
- FTA Local Match – increase \$13,764

Other Direct Costs – (Increase \$120,000)

- FTA Section 5313b Project Contracts – increase \$120,000

The amendment is reflected in FY 04/05OWP Work Element 130 – Public Transportation.

Action: The Commission unanimously approved FY 04/05 OWP - Budget Amendment No. 1.

VIII. Miscellaneous

A. Items from Caltrans

Paul Marquez from Caltrans responded to Commissioner's Gilbert question regarding the status of the traffic signal at the intersection of SR41 and SR49. Mr. Marquez reported that construction will begin in May of 2005.

Mr. Marquez also updated the Board that the fencing located on SR41 and SR49 has been resolved.

B. Items from Staff

No Items from Staff.

C. Items from Commissioners

No Items from the Commissioners.

IX. Adjournment

Meeting adjourned at 3:40 p.m.

Next meeting set for Wednesday, March 23, 2005.

Respectfully Submitted,

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