



A G E N D A

Sacramento Transportation Authority Sacramento Abandoned Vehicle Service Authority (SAVSA)

700 H Street, Suite 1450 • Sacramento, California • 95814

THURSDAY

NOVEMBER 8, 2018

1:30 PM

Members: Curt Campion, Larry Carr, Albert Fox, Sue Frost, Garrett Gatewood, Eric Guerra, Steve Hansen, Jeff Harris (Chair), Kerri Howell, Patrick Hume, Patrick Kennedy, Don Nottoli, Susan Peters (Vice Chair), Jay Schenirer, Phil Serna, Darren Suen

Alternates: Nick Avdis, Mark Crews, Steve Detrick, Andy Morin, Jeff Slowey, Donald Terry

This meeting of the Sacramento Transportation Authority is cablecast live on Metro Cable 14, the local government affairs channel on the Comcast, Consolidated Communications and AT&T U-Verse cable systems. The meeting is closed captioned and webcast at www.sacmetro.cable.tv. Today's meeting will replay this Sunday; please check your local listing for more information.

Members of the audience wishing to address the Board should complete a speaker identification form at the back of the room and give it to the Clerk. Please speak into the microphones when addressing the Board, and state your name for the record.

The Governing Boards of the Sacramento Transportation Authority and the Sacramento Abandoned Vehicle Service Authority (SAVSA) meet concurrently.

CALL TO ORDER / ROLL CALL / PLEDGE OF ALLEGIANCE

COMMENT ITEMS

1. Comments from the public regarding matters not on the agenda
2. Executive Director's Report

Norman Hom

CONSENT ITEMS

3. Action Summary: September 13, 2018 STA Governing Board Meeting ◀
4. SacMetro Freeway Service Patrol Request for Qualifications (RFQ) ◀
5. Extension of Measure A Capital Allocation & Expenditure Contract with Regional Transit ◀

Norman Hom

Jennifer Doll

Timothy Jones

Continued on back side →

AGENDA

Sacramento Transportation Authority Sacramento Abandoned Vehicle Service Authority

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CONSENT ITEMS (Continued)

6. Workers' Compensation Self-Insurance Pool ◀ *Timothy Jones*
7. Calendar Year 2019 Meeting Schedule ◀ *Norman Hom*

SEPARATE ITEMS

8. Community Perspectives on Local Transportation Needs & Funding
- Breathe California – Sacramento Region *Kirin Kumar,*
 - Cien Amigos *Executive Director,*
 - Environmental Council of Sacramento (ECOS) *WALKSacramento*
 - Sacramento Area Bicycle Advocates (SABA)
 - Sacramento Housing Alliance (SHA)
 - Sacramento Transit Advocates & Riders (STAR)
 - Sierra Club – Mother Lode
 - WALKSacramento
9. Selection of Consulting Team to Perform Public Education and
Community Outreach ◀ *Norman Hom*
10. Comments of Authority Members *All*

◀ *Denotes items that require Board action*

Staff reports and associated materials are available online at www.sacta.org. For assistance with agenda packets, please contact our office at (916) 323-0080 or info@sacta.org. For questions regarding the agenda or any of the agenda items, please contact Norman Hom at (916) 323-0080 or norm@sacta.org.



NOVEMBER 8, 2018

AGENDA ITEM # 2

EXECUTIVE DIRECTOR’S REPORT

Action Requested: Receive and File

Key Staff: Norman Hom, Executive Director

Senate Bill 1

On October 17, the California Transportation Commission (CTC) approved an additional \$3.34 million in funding for seven local projects STA submitted to the SB 1 Local Partnership Program (LPP) Formula Shares Program. Those projects are:

Table 1: FY 2020 LPP Formula Shares Approved Projects in Sacramento County

Implementing Agency	Allocation	Project	Location(s)
Regional Transit	\$991,000	Circulator Bus Service Expansion	Underserved areas throughout Sacramento County
Citrus Heights	\$123,000	ADA Accessibility and Drainage Improvements Project	Various locations throughout Citrus Heights
Elk Grove	\$254,000	2020 Pavement Resurfacing Project	Various locations throughout Elk Grove
Folsom	\$123,000	East Bidwell Street Widening Project	East Bidwell Street between Woodsmoke Way and Oak Avenue Parkway
Rancho Cordova	\$118,000	Sunrise Blvd Road Rehabilitation	Sunrise Blvd from Folsom Blvd to Folsom South Canal
Sacramento	\$722,000	Roadway Rehabilitation	Folsom Blvd from Power Inn Road to Florin-Perkins Road
Sacramento County	\$973,000	Complete Streets Rehabilitation — Residential Streets	Residential streets in the Arden-Arcade area bounded by Arden Way, Hurley Way, Morse Avenue, and Watt Avenue

The implementing agencies may be eligible to begin withdrawing their funds on July 1 next year.

Altogether, the total number of SB 1-funded projects for Sacramento County now rises to 163. However, if SB 1 is repealed upon successful passage of Proposition 6 on November 6, projects not already completed may be indefinitely delayed and/or cancelled.

Measure A

We previously reported that the California Department of Tax and Fee Administration was significantly behind in processing 70,000 sales tax returns from June 2018 and it was unlikely that those revenues would be received in time to attribute to Fiscal Year 2018, leaving us to close out the fiscal year with total Measure A revenues \$3.5 million less than forecasted.

It now appears that the late June sales tax revenues were issued in October mixed in with regular Measure A revenues as the \$13.28 million payment received was significantly larger than expected. Unfortunately, the Tax & Fee Administration does not tell us what portion is from June 2018—and therefore attributable to Fiscal Year 2018—and how much is from the current fiscal year.

We focus on providing accurate revenue forecasts that can be relied upon by the Board, our Measure A partners, and the public. As it currently stands, this anomaly makes it appear our FY 2018 forecast was overly optimistic and our FY 2019 overly pessimistic. We are consulting with our auditors and the Independent Taxpayer Oversight Committee (ITOC) for guidance on recording the revenues and will continue providing updates to the Board.

Independent Taxpayer Oversight Committee (ITOC)

The Independent Taxpayer Oversight Committee (ITOC) last met October 25 and continues to work on the Measure A performance standards, including drafting new maintenance of effort (MOE) standards, in preparation for a comprehensive performance audit in 2019.

The next ITOC meeting will be **November 15, 2018** in the Sacramento Housing and Redevelopment Agency (SHRA) Building Commission Room at 801 12th Street at 4:30 p.m. (please note special date and location). This special meeting of the ITOC is with management staff of the Measure A entities to discuss some new performance metrics under consideration plus the type and availability of data from the local agencies the ITOC may need. For more information, please check the ITOC website at www.sacitoc.org. Members of the public are encouraged to attend.

SacMetro Freeway Service Patrol (FSP)

Staff and FSP contractor, Five Star Towing, have mutually-agreed to terminate Contract 14-FSP-01 which covers Beats 5, 6 and 7 on Interstates 5 and 80. Jennifer Doll, SacMetro FSP Program Manager, will begin the procurement process for a replacement contract immediately upon the release of the Request for Qualifications (RFQ), Item 4 on today's agenda. Because the FSP procurement process is so lengthy—typically taking 7 to 10 months to get a contractor going on a new contract—we have executed a change order to the contract with our other FSP contractor to put

their backup trucks into service to bolster coverage to minimize negative impacts to the motoring public. Nevertheless, the FSP fleet will be temporarily down from 15 trucks to 12.

Sacramento Abandoned Vehicle Service Authority (SAVSA)

[There is nothing new to report regarding the Sacramento County Abandoned Vehicle Abatement Program at this time]

Looking Ahead

The next meeting of the STA Governing Board is **December 13, 2018**. Items tentatively planned are:

- Presentation of the FY 2018 Comprehensive Annual Financial Report (CAFR)
- Presentations regarding transportation priorities and funding opportunities from:
 - 50 Corridor Transportation Management Association (TMA)
 - Ridership for the Masses (RFTM)
 - Sacramento Area Transit Riders (STAR)
 - Greater Arden Chamber of Commerce
 - Sacramento Sierra Club
 - North Natomas JIBE
- Executive Director Performance Review (closed session)



NOVEMBER 8, 2018

AGENDA ITEM # 3

ACTION SUMMARY: SEPTEMBER 13 STA GOVERNING BOARD MEETING

Action Requested: Approve

Key Staff: Norman Hom, Executive Director

Recommendation

Approve the attached Action Summary of the September 13, 2018 meeting of the STA Governing Board.

Attachment



ACTION SUMMARY
SACRAMENTO TRANSPORTATION AUTHORITY
SACRAMENTO ABANDONED VEHICLE SERVICE AUTHORITY
700 "H" STREET - SUITE 1450
SACRAMENTO, CALIFORNIA 95814

THURSDAY **September 13, 2018** **1:30 PM**

MEMBERS: CURT CAMPION, LARRY CARR, ALBERT J. FOX, SUE FROST, GARRETT GATEWOOD, ERIC GUERRA, STEVE HANSEN, JEFF HARRIS (Chair), KERRI HOWELL, PATRICK HUME, PATRICK KENNEDY, DON NOTTOLI, JAY SCHENIRER, SUSAN PETERS (Vice-Chair), PHIL SERNA, DARREN SUEN
(Members Fox, Gatewood, Harris, Howell, Kennedy and Schenirer were absent. Member Crews was in attendance for Campion)

Alternates: Nick Avdis, Mark Crews, Jeff Slowey, Andy Morin, Donald Terry, Steven Detrick

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PLEDGE OF ALLEGIANCE

CALL TO ORDER/ ROLL CALL/PLEDGE OF ALLEGIANCE

COMMENT ITEMS

1. Comments From The Public Regarding Matters Not On The Agenda

1:41 PM Board Action: Jeffery Tardaguila addressed the Board regarding Access Television.

CONSENT ITEMS

1:43 PM Board Action: Steve Hansen/Patrick Hume - Approved the Consent Matters, Items 2 through 8, as recommended.

AYES: Larry Carr, Sue Frost, Steve Hansen, Patrick Hume, Don Nottoli, Susan Peters, Phil Serna, Darren Suen, Mark Crews

NOES: (None)

ABSTAIN: (None)

ABSENT: Albert J. Fox, Garret Gatewood, Eric Guerra, Jeff Harris, Kerri Howell, Patrick Kennedy, Jay Schenirer

RECUSAL: (None)

(PER POLITICAL REFORM ACT (§ 18702.5.))

2. Action Summary: August 9, 2018 STA Governing Board Meeting

1:43 PM Board Action: Approved as recommended.

3. Measure A Ongoing Programs Annual Report FY 2018

1:43 PM Board Action: Approved as recommended.

4. Measure A Capital Project Status Report, 4th Quarter FY 2018

1:43 PM Board Action: Approved as recommended.

5. Measure A Budget-To-Actual Reports FY 2018

1:43 PM Board Action: Approved as recommended.

6. Sacramento County Transportation Mitigation Fee Program (SCTMFP) Annual Report FY 2018

1:43 PM Board Action: Approved as recommended.

7. Conflict Of Interest Code Biennial Update

1:43 PM Board Action: Approved as recommended.

8. Signing Authority For Fund Transfer Agreements With Caltrans For SacMetro Freeway Service Patrol (FSP)

1:43 PM Board Action: Adopted Resolution No. **2018-0007**.

SEPARATE ITEMS

9. Neighborhood Shuttle Program Update

1:46 PM Board Action: Presentations were received and filed.

10. Community Perspectives On Local Transportation Needs & Funding

2:35 PM Board Action: Presentations were received and filed.

11. Selection Of Consulting Team To Perform Public Education And Community Outreach

1:42 PM Board Action: Continued to November 8, 2018.

12. Position On Proposition 6 Which Would Repeal Senate Bill (SB) 1

2:48 PM Board Action: Steve Hansen/ Phil Serna – Motion failed to adopt Resolution No. **2018-0006** opposing Proposition 6 on the November 6, 2018 ballot.

AYES: Larry Carr, Steve Hansen, Patrick Hume, Don Nottoli, Susan Peters, Phil Serna, Darren Suen, Mark Crews

NOES: Sue Frost

ABSTAIN: (None)

ABSENT: Albert J. Fox, Garrett Gatewood, Eric Guerra, Jeff Harris, Kerri Howell, Patrick Kennedy, Jay Schenirer

RECUSAL: (None)

(PER POLITICAL REFORM ACT (§ 18702.5.))

2:56 PM Board Action: Member Guerra arrived.

2:57 PM Board Action: Patrick Hume/ Darren Suen – Reconsidered the previous motion.

AYES: Larry Carr, Eric Guerra, Steve Hansen, Patrick Hume, Don Nottoli, Susan Peters, Phil Serna, Darren Suen, Mark Crews

NOES: Sue Frost

ABSTAIN: (None)

ABSENT: Albert J. Fox, Garrett Gatewood, Jeff Harris, Kerri Howell, Patrick Kennedy, Jay Schenirer

RECUSAL: (None)

(PER POLITICAL REFORM ACT (§ 18702.5.))

2:58 PM Board Action: Phil Serna/ Larry Carr - Adopted Resolution No. **2018-0006** opposing Proposition 6 on the November 6, 2018 ballot.

AYES: Larry Carr, Eric Guerra, Steve Hansen, Patrick Hume, Don Nottoli, Susan Peters, Phil Serna, Darren Suen, Mark Crews

NOES: Sue Frost

ABSTAIN: (None)

ABSENT: Albert J. Fox, Garrett Gatewood, Jeff Harris, Kerri Howell, Patrick Kennedy, Jay Schenirer

RECUSAL: (None)

(PER POLITICAL REFORM ACT (§ 18702.5.))

13. Comments Of Authority Members

2:58 PM Board Action: Executive Director Norman Hom announced the October 11, 2018 meeting has been cancelled and the next meeting will be on November 8, 2018.

Adjourned at 2:59 p.m.

Respectfully Submitted,

Renae McClain-White, Clerk
Board of Directors



NOVEMBER 8, 2018

AGENDA ITEM # 4

SACMETRO FREEWAY SERVICE PATROL REQUEST FOR QUALIFICATIONS

Action Requested: Authorize

Key Staff: Jennifer Doll, Special Programs Manager

Recommendation

Authorize the release of the Request for Qualifications for Freeway Service Patrol motorist assistance and tow services.

Discussion

SacMetro FSP's three tow-provider contracts are expiring within the next two years as follows:

Contract No.	Beat & Location	Expiration
14-FSP-01	Beat 5: Interstate 80 - Across the Top (1 truck) Beat 6: Interstate 5 (2 trucks) Beat 7: Interstate 80 - Yolo County (1 truck)	03/31/2020 (terminated 10/31/18)
15-FSP-01	Beat 1: State Highway 99 (3 trucks) Beat 2: Business Interstate 80 (3 trucks)	11/30/2019
16-FSP-01	Beat 3: US Highway 50 - West of SR 51/99 (3 trucks) Beat 4: US Highway 50 - East of SR 51/99 (2 trucks)	06/30/2020

The Request for Qualifications (RFQ) will establish a pool of pre-qualified firms that have been screened to meet established requirements for FSP contractors to bid on the next three procurements. The RFQ will be released November 8, 2018 with qualifications due on December 17, 2018. A review committee comprised of STA and CHP staff as well as a staff member from one of the sister FSP programs will review the qualifications and return a recommendation on the list of qualified firms for your approval at the January 2019 STA Governing Board meeting.

Attachments:

- Notice of Availability
- Request for Qualifications

SACMETRO FREEWAY SERVICE PATROL PROGRAM



Request for Qualifications

for

Freeway Service Patrol Roadside Assistance and Tow Services

issued by

Sacramento Transportation Authority
801 12th Street, 5th Floor
Sacramento, California 95814

Submittal Deadline:
3:00 p.m., Monday, December 17, 2018

I.0 BACKGROUND

The Freeway Service Patrol (FSP) is a program designed to reduce congestion by rapidly removing disabled vehicles and vehicles involved in minor accidents from the freeway corridor. FSP operators do this by providing "quick fix" services such as changing flat tires, providing jump starts, providing a gallon of fuel, taping hoses, and performing other minor repairs as necessary. When a vehicle cannot be mobilized within a 10-minute timeframe, FSP will tow the vehicle to a designated drop location safely off the freeway. All FSP services are provided at no cost to the motorist.

The SacMetro Freeway Service Patrol Program is a joint effort between the Sacramento Transportation Authority (STA), the California Department of Transportation (Caltrans) and the California Highway Patrol (CHP). The STA administers the Program, Caltrans provides state funding, and CHP provides field supervision. The Capital Valley Service Authority for Freeways and Expressways (SAFE) provides a significant portion of funding to meet the local match money requirement.

The SacMetro FSP Program currently operates across seven beats with 15 trucks to cover the most-congested portions of every major highway and freeway in Sacramento and Yolo Counties. Regular coverage includes weekdays from 6:30 a.m. to 9:30 a.m. and from 2:30 p.m. to 6:30 p.m., holidays excluded. In Yolo County, there is additional Sunday/Monday holiday coverage from 1:00 p.m. to 7:00 p.m. Enhanced FSP may also be employed at or near freeway projects to mitigate traffic impacts during construction.

FSP contracts with private tow companies to provide the roadside assistance and towing services. There are three FSP contracts, each contract encompassing two to three beats, each beat consisting of two to three trucks. Each contract is for a term of four (4) years with an option for a fifth year based on satisfactory performance. Contracts are staggered so as to not expire simultaneously.

2.0 INTRODUCTION

The STA issues this Request for Qualifications (RFQ) to tow providers that may be potentially interested in providing roadside assistance and towing services for the SacMetro FSP Program. The purpose of the RFQ is to establish a list of interested firms which meet the desired qualifications established by the STA, Caltrans, and CHP. This list will be used to direct subsequent Request for Bids (RFBs) for contracts for specific FSP beats during the next 24 months.

Firms that do not submit Qualifications or firms that do not meet the requirements identified in this RFQ will not be invited to participate in any Request for Bids subsequent to this RFQ

It is anticipated, but not guaranteed, that the STA will invite the firms on the resulting list to provide price proposals (“bids”) in the spring of 2019, the fall of 2019 and the fall of 2020. From the qualified bids submitted, the STA may award contracts to the lowest responsible bidder in accordance with Section 180154 of the Local Transportation Authority and Improvement Act (Public Utilities Code, §180000 et seq.).

3.0 CONTRACTOR REQUIREMENTS

- a) Business License. Firms must have a business license and have been in business for at least the last 36 consecutive months.
- b) Minimum Level of Experience. Firms must have either:
- Three (3) years of satisfactory experience with a FSP program within California or on Rotation Tow with the CHP, or
 - Three (3) years of satisfactory experience with an auto club, a local law enforcement agency, or other organization, which included towing on or off of a highway or freeway.

Firms without FSP experience within the last five years must submit one letter from CHP, an auto club or a law enforcement agency attesting to the firm’s satisfactory prior performance. Firms with FSP experience other than SacMetro FSP must provide the name(s) and contact information of the FSP program manager or other person most-familiar with their FSP job and contract performance.

- c) Local Office or “Main” Office & Remote Location. Firms must either:
- Maintain a local office within 30 minutes driving time (at the speed limit) prior to the AM shift of the applicable beat(s). The office will be deemed the permanent location from where FSP tow business will be conducted and where all FSP vehicles will be staged and maintained, or
 - Deem an office outside the 30 minutes driving time as a “Main” office and have an identified proposed staging/parking/satellite location that is within 30 minutes driving time (at the speed limit) prior to the AM shift of the applicable beat(s). The remote location does not need to be staffed, however, it shall be a secure location with adequate storage space for FSP trucks and minor FSP equipment (e.g., forms, brochures, records, flares, sand). Drivers operating from the staging/parking/satellite location must have the ability to communicate with the main office location at all times.

The local or “main” office must provide a telephone, a computer or similar device with the ability to access the internet for email and online vehicle monitoring, and a document scanner or similar equipment that can convert documents into portable document format (PDF). The office must pass an inspection and uphold all office equipment and supply requirements throughout the contract period.

d) Program Field Manager. Firms must:

- Have a designated Field Manager for the FSP program with at least two (2) years of experience in the towing industry or similar field. The Field Manager must have the authority to make decisions on behalf of the Firm and must be available by telephone, instant messages, or email during FSP operating hours and respond within two (2) hours if response is required.
- If the Field Manager is also an FSP driver, he/she must delegate their responsibilities to the Office Staff while the Field Manager is on shift.

e) Financial Stability and Responsibility. Firms desiring to contract with the STA must be financially sound, having sufficient funds or business credit to obtain and maintain all required equipment, maintain payments on all FSP related purchases or leases, and support the payroll of FSP tow drivers. Firms new to SacMetro FSP or who have not been under contract with SacMetro FSP within the last five (5) years must submit evidence of financial stability and responsibility through the following items:

- Dunn and Bradstreet Report or credit report by a recognized credit reporting service, issued after January 1, 2018
- A recent letter from their bank indicating the length of their relationship, their current standing with the bank, and the average monthly balance of the firm’s account for the last available consecutive 12-month period and an indication of the firm’s access to credit, and
- A recent letter from a bank, dealer, lease or finance corporation or other that indicates that the firm has the pre-approval, credit or financial ability to purchase vehicles necessary for FSP operation.

(All financial information from this section shall be received as confidential and will not become part of the STA’s public record.)

Generally, firms should be in good standing with the bank, maintain an average monthly balance sufficient to meet at least 2.5 months of payroll and not have a significant incidence of delinquent payments. However, each firm's financial stability and responsibility will be reviewed individually, and unique circumstances may be considered.

- f) Management Ability. Firms desiring to contract with the STA must be successfully and professionally managed. Firm must have in place and maintain throughout the contract period an accounting system that maintains accountability of FSP-related costs and income, and document with verifiable source documents all FSP costs, including tow operator timesheets.

Firms must also have in place procedures for maintaining the firm's quality and performance standards. Firms new to SacMetro FSP or who have not been under contract with SacMetro FSP within the last five (5) years need provide details and explain the following:

- Accounting records and bookkeeping system
- Standards of performance, safety and appearance
- Communication, monitoring, and supervision of vehicles and operators in the field
- Vehicles and equipment maintenance schedule

- g) Special Provisions. FSP is subject to certain provisions in the law that may affect each participating firm differently. An adequate understanding of these provisions is required because of their potential impact on a firm's normal operation. Firms new to SacMetro FSP or who have not been under contract with SacMetro FSP within the last five years are asked to briefly describe their understanding about the following items, indicate if their operation is or will be impacted and, if so, how compliance with the provisions are or will be implemented:

- Hours of Service and Logbook Requirements (Title 13, California Code of Regulations, Sections 1212, 1212.5 and 1213)
- Medical Certificate (California Vehicle Code, Section 12804.9)

- h) Limitation on Adverse Actions Related to Towing. Firms must not have been subject to an adverse action related to towing activities within the last two (2) years. Adverse actions include termination of a towing contract with a government agency for cause; suspension of a towing contract or agreement with a government agency; or having been the subject of an adverse administrative finding and action by a government

agency relating to theft, dishonesty, overcharging customers, or improper business practices. In addition, no business principals shall have been found guilty or entered a plea of no contest in a criminal action regarding theft or dishonesty relating to the towing service. This requirement is designed to protect the public served by the FSP program, the STA, Caltrans, and the California Highway Patrol (CHP) from dishonest proposers or proposers which have shown an inability to meet contract requirements and responsibilities.

- i) Limitation on Adverse Actions Related to Contract Performance or Management. Firms may not have been subject to an adverse action related to contract performance or contract management with STA, SacMetro FSP, CHP, Caltrans or other FSP programs in California within the last four (4) years. Adverse actions include the firm's termination of a towing contract; STA's termination of a contract with firm for cause; documented unresponsiveness in dealing with identified problems and issues related to contract management or contract performance; or documented failure or inability to work effectively and cooperatively under contract with staff of CHP, Caltrans, SacMetro FSP or other FSP programs within California. This requirement is designed to protect the SacMetro FSP's ability to provide Freeway Service Patrol to the motoring public in an efficient, effective and orderly manner.

4.0 GENERAL CONDITIONS

Each Firm shall be solely responsible for examining, with appropriate care, the RFQ Documents, including any Addenda issued during the qualification period, and for informing itself with respect to any and all conditions which may in any way affect the performance of the work in the event the Firm is selected. Failure of the Firm to so examine and inform itself shall be at its sole risk and no relief for error or omission will be given.

Information provided within the submitted RFQ Document will be corroborated with information gathered from references, site visits, and/or interviews.

5.0 RFQ APPLICATION FORMS

Firms interested in submitting qualifications in response to this RFQ should request an application packet. Qualifications must be made on the official application forms contained in the RFQ packet. Please contact Jennifer Doll at (916) 323-0897 or jennifer@sacta.org. Packets will be emailed or sent via the U.S. Postal Service by request.

6.0 RFQ SUBMITTAL AND CONTACT INFORMATION

Interested firms must submit one original and four (4) paper copies of their Qualifications package in a sealed envelope labeled "Freeway Service Patrol Qualifications," and received by STA **no later than 3:00 p.m., Monday, December 17, 2018**. Postmarks and facsimiles will not be accepted. All Qualifications must be completed using the official forms and include all information required in this RFQ (additional sheets may be attached as necessary). You may staple or use paper clips to keep your pages together but do not put the pages in a binder or cover. Qualifications and all inquiries relating to this RFQ shall be submitted to the SacMetro Freeway Service Patrol Program Manager at the address shown below:

Jennifer Doll
Sacramento Transportation Authority
801 12th Street, 5th Floor
Sacramento, California 95814

Firms are strongly encouraged to call if they have any questions regarding this RFQ. For telephone inquiries, call (916) 323-0897. E-mail inquiries may be addressed to jennifer@sacta.org.

7.0 SELECTION PROCESS

The STA will conduct a formal review process to determine the firms that meet the minimum requirements of the RFQ. A Review Committee comprised of staff representatives from STA, CHP and one or two other local transportation agencies will convene to review and evaluate all submitted Qualifications.

The entire Review Committee or representative(s) of the Committee will contact references, conduct site visits, and interviews in an effort to corroborate, verify or augment submitted information. The Committee may further request additional information and/or preform background checks.

The Review Committee will, at the completion of the review and evaluation process, make a recommendation to the STA Governing Board on which firms meet all the requirements of the RFQ.

The STA Governing Board will, at a regularly-scheduled meeting, consider the Review Committee's recommendation and establish a list of qualified firms.

8.0 RESULT OF REQUEST FOR QUALIFICATIONS

The resulting product of this RFQ will be a list of pre-qualified tow providers that are eligible to provide cost proposals (“bids”) to the STA in response to any Requests for Bids (RFBs) for FSP services issued through November 19, 2020. Only those firms that successfully participate in this RFQ process, meet all of the requirements contained herein, and are approved by the STA Governing Board on the list of qualified firms will be invited to participate in subsequent RFBs soliciting low bids for FSP services. The SacMetro FSP will only contract with high-quality firms with a demonstrated record and reputation for outstanding service and reliability. Not all firms who submit Qualifications will be deemed qualified. This RFQ further does not promise that any firm will be able to meet all of the qualifications or that any firm(s) will be invited to participate in future RFBs.

9.0 DISPUTES

A firm may object to a provision of the RFQ on the grounds that it is arbitrary, biased, or unduly restrictive. Firms may also object to the selection or non-selection of a particular firm to the list of qualified firms on the grounds that STA procedures, the provisions of the RFQ or applicable provisions of federal, state or local law have been violated or inaccurately or inappropriately applied. Disputes may be filed by submitting to the Program Manager a written explanation of the basis for the protest:

- For objections to RFQ provisions: no later than fifteen (15) working days prior to the date Qualifications are due.
- For objections to the Review Committee’s recommendation on the Qualifications of a particular firm to the list of qualified firms: no later than three (3) working days after the date firms are notified of the Review Committee’s recommendation. This does not preclude firms from addressing the STA Governing Board directly regarding the staff recommendation.
- For objections to the STA Governing Board’s final action establishing a list of qualified firms based on the RFQ: no later than three (3) working days after the Governing Board’s formal action.

Protests must clearly and specifically describe the basis for the protest in sufficient detail for FSP Program Manager to recommend a resolution to the STA Executive Director. The STA Executive Director will respond to the protest in writing.

APPENDIX A — QUALIFICATIONS FORMS

Firms must use all of the following forms to complete their Qualifications, although answers may be made on attached sheets. Additional sheets may be attached as needed. A firm may, at its option, also attach any additional information that would be helpful in determining the firm's compliance with the requirements of the RFQ.

- **Form 1 — Qualifications Cover Letter**
- **Form 2 — Requirement for Office Questionnaire**
- **Form 3 — Evidence of Requisite Experience**
- **Form 4 — Evidence of Financial Responsibility**
- **Form 5 — Evidence of Sound Management**
- **Form 6 — Evidence of Understanding of Special Provisions**
- **Form 7 — Contractor's References**
- **Form 8 — Statement of No Adverse Actions (Towing)**
- **Form 9 — Statement of No Adverse Actions (Contracts)**
- **Form 10 — Contribution Disclosure Form**

Firms are responsible for ensuring that all ten forms are completed and signed (where applicable) and included in their submittals. Firms are encouraged to use this page as a checklist. Incomplete Qualifications shall be considered ineligible from further consideration.

Interested firms must submit one original and four (4) paper copies of the Qualifications packet in a sealed envelope labeled "Freeway Service Patrol Qualifications," and be accepted by STA no later than 3:00 p.m., Monday, December 17, 2018 to:

Jennifer Doll
Sacramento Transportation Authority
801 12th Street, 5th Floor
Sacramento, California 95814

Postmarks and facsimiles will not be accepted. Staples or paper clips may be used to keep pages together but **do not bind or use a cover** for your Qualifications packets.

FORM 1 – QUALIFICATIONS COVER LETTER

Firm Name

DATE: _____

TO: Jennifer Doll
Sacramento Transportation Authority
801 12th Street, 5th Floor
Sacramento, CA 95814

FROM: _____ (Firm)

In response to the Request for Qualifications (RFQ) for Freeway Service Patrol (FSP), we the undersigned hereby declare that we have carefully read and examined the RFQ documents and hereby submit our Qualifications for consideration to be deemed eligible to bid on FSP contracts by meeting all of the minimum requirements of this RFQ.

Firm acknowledges that the following person is authorized to represent the firm on its behalf with the STA in connection with this RFQ:

(Name) (Title) (Email)

(Print Name of Authorizing Official) (Title of Authorizing Official)

(Signature of Authorizing Official)

(Street Address/P.O. Box) (City, State, Zip Code)

(Business License Number) (Telephone Number)

(Business License Classification) (Tax I.D. Number)

Firm is a (check one): Sole Proprietorship Partnership Corporation, State: _____

FORM 2 – OFFICE REQUIREMENT QUESTIONNAIRE

Firm Name

Which of the following options describes your firms plans for meeting the office requirement.

LOCAL OFFICE

Firm currently has a local office within the 30 minutes driving time of the applicable beats.

(Street Address) (City, State, Zip Code)

Office Hours (Monday – Friday): _____

Office has required equipment: telephone, computer with internet access & document scanner.

"MAIN" OFFICE & REMOTE LOCATION

Firm currently has a main office outside the 30 minutes driving time of the applicable beats and has identified a proposed staging/parking/satellite location that is within 30 minutes driving time of the applicable beats.

Main Office Information

(Street Address) (City, State, Zip Code)

Office Hours (Monday – Friday): _____

Office has required equipment: telephone, computer with internet access & document scanner.

Remote Location Information

Explain the status of acquiring the location.

(Street Address) (City, State, Zip Code)

Location is secure with adequate storage space for FSP trucks and minor FSP equipment.

FORM 3 – EVIDENCE OF REQUISITE EXPERIENCE

Firm Name

To be completed by firms new to SacMetro FSP or who have not been under contract with SacMetro FSP within the last five (5) years. If this form does not apply to you, draw a line across the page and include it with your RFQ packet.

Questions

An answer is required for each of the following.

1. Number of years firm has been in business: _____

2. Experience with FSP:

Month/Year Started	Month/Year Ended	FSP Program Name (Location) & Contact Information

3. Experience with CHP Rotation Tow:

Month/Year Started	Month/Year Ended	Location & Contact Information

4. Experience with other organizations or law enforcement agencies:

Month/Year Started	Month/Year Ended	Names of organizations or agencies

Attachment – Reference Letter

Firms without any FSP experience within the last five (5) years are required to submit one letter from CHP, auto club or a local law enforcement agency attesting to the firm’s satisfactory performance of the assigned duties. The letter must be on letterhead and attached to this form.

Reference Organization/Agency Name: _____

FORM 4 – EVIDENCE OF FINANCIAL RESPONSIBILITY

Firm Name

To be completed by firms new to SacMetro FSP or who have not been under contract with SacMetro FSP within the last five (5) years. If this form does not apply to you, draw a line across the page and include it with your RFQ packet.

Attach all of the following:

- Dunn and Bradstreet Report or credit report by a recognized credit reporting service, issued after January 1, 2018
- A recent letter from their bank indicating the length of their relationship, their current standing with the bank, and the average monthly balance of the firm's account for the last available consecutive 12-month period and an indication of the firm's access to credit, and
- A recent letter from a bank, dealer, lease or finance corporation or other that indicates that the firm has the pre-approval, credit or financial ability to purchase vehicles necessary for FSP operation.

*All financial information from this section shall be received as **confidential** and will not become part of the STA's public record.*

FORM 5 – EVIDENCE OF SOUND MANAGEMENT

Firm Name

To be completed by firms new to SacMetro FSP or who have not been under contract with SacMetro FSP within the last five (5) years. If this form does not apply to you, draw a line across the page and include it with your RFQ packet.

Questions

Describe your ability to successfully and professionally manage the business according to the items listed below. Additional sheets may be attached as necessary. Please be concise.

1. Describe the management's experience including the type and length of experience.

2. Describe how accurate and professional accounting and bookkeeping records are maintained and updated.

3. Describe your method for maintaining professional standards of performance, safety and appearance, including hiring and disciplinary practices.

4. Your firm currently maintains the following related to Question 3: (Check all that apply)

Employee Files (application, background information, I-9 and W-4)

Cal/OSHA Requirements (i.e. Injury & Illness Prevention Program, Hazardous Materials Binder/File)

Employee Manual/Handbook

State and Federal Labor Law Posters

FORM 5 – EVIDENCE OF SOUND MANAGEMENT, Continued

5. Employee Details:

Current Number of Employees

Current Employee Hourly Rate Range (i.e. \$12 to \$20)

Number of Employees with firm provided Health Benefits

How many current Employees have been continuously employed by the firm for:

Less than one (1) Year

One (1) Year

Two (2) – Three (3) Years

More than Four (4) Years

Will the firm hire or use a current employee for the Program Field Manager? Explain why.

Describe any employee incentive programs the firm provides.

6. Fleet Details:

Number of Service Trucks (non-tow)

Number of Flatbeds

Number of Wreckers

Number of Active Vehicles

Number of Vehicles OUT OF SERVICE

Describe how the vehicles in the field are monitored and supervised.

Describe your vehicle and equipment maintenance schedule and how it is implemented, including where the vehicles are service.

FORM 7 – CONTRACTOR REFERENCES

Firm Name

To be completed by firms new to SacMetro FSP or who have not been under contract with SacMetro FSP within the last five (5) years. If this form does not apply to you, draw a line across the page and include it with your RFQ packet.

References

Provide three complete and current references from individuals, companies, law enforcement agencies, service clubs, public agencies, etc., who are knowledgeable of your firm's experience and capabilities with regard to towing services. Firms are encouraged to include references from public agencies and/or other clients for whom they have performed services similar to those required for FSP. *References from relatives and/or current FSP Staff are not acceptable.*

1. Client's Name _____
Contact Person _____
Phone _____
E-Mail _____
Address _____
Type of Work _____
Performed _____
2. Client's Name _____
Contact Person _____
Phone _____
E-Mail _____
Address _____
Type of Work _____
Performed _____
3. Client's Name _____
Contact Person _____
Phone _____
E-Mail _____
Address _____
Type of Work _____
Performed _____

FORM 8 – STATEMENT OF NO ADVERSE ACTIONS RELATED TO TOWING

Firm Name

Firms may not have been subject to adverse actions related to towing activities within the last two (2) years. If you answer 'Yes' to either question but feel there are extenuating circumstances to be considered, you may attach additional pages as necessary to describe the special circumstances and explain why the adverse action(s) will have no forward bearing on your firm's ability to perform tow activities for SacMetro FSP.

Questions

An answer is required for each of the following.

1. Have you or your company, or any agent on behalf of you or your company, been subject to adverse actions related to towing activities within the last two (2) years? Adverse actions include termination of a towing contract with a government agency for cause; suspension of a towing contract or agreement with a government agency; or having been the subject of an adverse administrative finding and action by a government agency relating to theft, dishonesty, overcharging customers, or improper business practices.

No Yes, describe:

2. Have you or your company, or any agent on behalf of you or your company, or business principals been found guilty or entered a plea of no contest in a criminal action regarding theft or dishonesty relating to towing service?

No Yes, describe:

(Signature of Authorized Official)

(Date)

(Name, Title of Authorized Official)

Name of Firm

FORM 9 – STATEMENT OF NO ADVERSE ACTIONS RELATED TO CONTRACT PERFORMANCE OR MANAGEMENT

Firm Name

Firms may not have been subject to adverse actions related to contract performance or management with STA, SacMetro FSP, CHP, Caltrans or other California FSP programs within the last four (4) years. If you answer 'Yes' but feel there are extenuating circumstances to be considered, you may attach additional pages as necessary to describe the special circumstances and explain why the adverse action(s) will have no forward bearing on your firm's ability to satisfactorily perform under contract with SacMetro FSP.

Questions

An answer is required for each of the following.

1. Have you or your company, or any agent on behalf of you or your company, been subject to an adverse action related to contract performance or management with STA, SacMetro FSP, CHP, Caltrans, or other California FSP program within the last four (4) years? Adverse actions include the firm's termination of a towing contract; STA's termination of a contract with firm for cause; documented unresponsiveness in dealing with identified problems and issues related to contract management or contract performance; or documented failure or inability to work effectively and cooperatively under contract with staff of CHP, Caltrans, SacMetro FSP or other FSP programs within California.

No Yes, describe:

(Signature of Authorized Official)

(Date)

(Name, Title of Authorized Official)

Name of Firm

FORM 10 – CONTRIBUTION DISCLOSURE FORM

Firm Name

California Government Code § 84308 precludes an officer of a local government agency from participating in the award of a contract if he or she receives any political contributions totaling more than \$250 in the 12 months preceding the pendency of the contract award, and for three (3) months following the final decision, from the person or company awarded the contract. This prohibition applies to contributions to the officer or received by the officer on behalf of any other officer, or on behalf of any candidate for office or on behalf of any committee. Answering yes to either of the two questions below does not preclude STA from awarding a contract to your firm. It does, however, preclude the identified Board member(s) from participating in a contract award process involving your firm.

As November 1, 2018, the STA's Governing Board members are:

Curt Campion	Larry Carr	Albert Fox	Sue Frost
Garrett Gatewood	Eric Guerra	Steve Hansen	Jeff Harris
Kerri Howell	Patrick Hume	Patrick Kennedy	Don Nottoli
Susan Peters	Jay Schenirer	Phil Serna	Darren Suen
Nick Avdis (<i>alternate</i>)	Mark Crews (<i>alternate</i>)	Jeff Slowey (<i>alternate</i>)	Steve Detrick (<i>alternate</i>)
Andy Morin (<i>alternate</i>)	Donald Terry (<i>alternate</i>)		

1. Have you or your company, or any agent on behalf of you or your company, made any political contributions of more than \$250 to any STA Board Member in the preceding twelve (12) months?

No Yes, to: _____ on (date) _____

2. Do you or your company, or any agency on behalf of you or your company, anticipate or plan to make any political contributions of more than \$250 to any STA Board Member in the three months following the award of a contract subsequent to this Request for Qualifications?

No Yes, to: _____

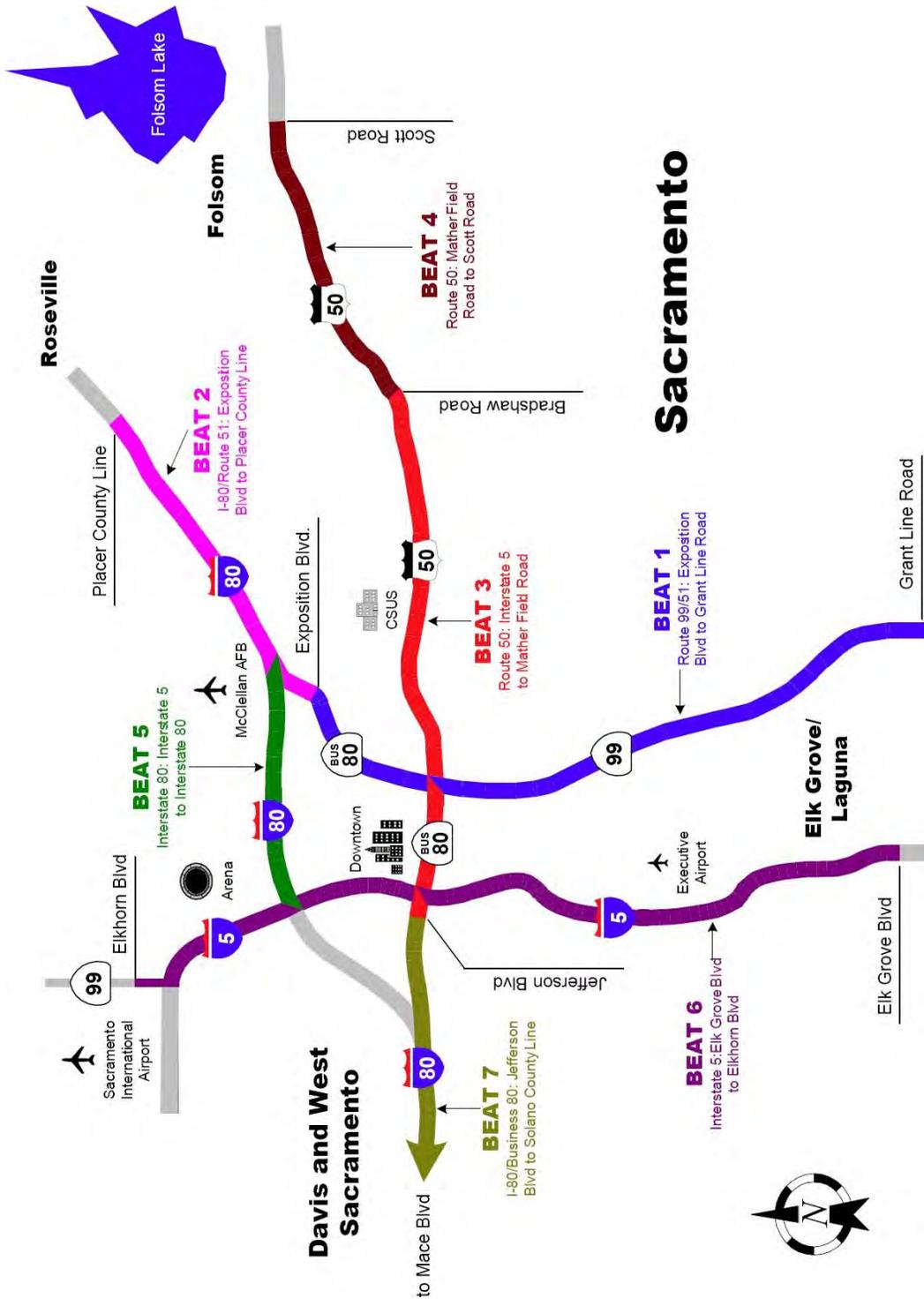
(Signature of Authorized Official)

(Date)

(Name, Title of Authorized Official)

Name of Firm

APPENDIX B — MAP OF FSP BEATS AND BOUNDARIES





Sacramento Transportation Authority

801 12th Street, 5th Floor
Sacramento, CA 95814

(916) 323-0080 Phone
(916) 323-0850 Fax

Email: info@sacta.org
Web: SactA.org

November 8, 2018

NOTICE OF AVAILABILITY REQUEST FOR QUALIFICATIONS FREEWAY SERVICE PATROL

Dear Tow Provider:

The Sacramento Transportation Authority (STA) has issued a Request for Qualifications (RFQ) to tow companies for the provision of roadside assistance and towing services for the SacMetro Freeway Service Patrol (FSP) Program.

The purpose of the RFQ is to establish a list of qualified firms which meet the desired qualifications and requirements established by the STA, Caltrans, and the California Highway Patrol to perform FSP in Sacramento and Yolo Counties. The list of qualified firms resulting from this RFQ may be used to direct subsequent Request for Bids (RFBs) for contracts for specific FSP beats during the next 24 months. **The deadline for submission of Qualifications is December 17, 2018.** Firms that do not submit Qualifications and firms that do not meet the requirements identified in the RFQ will not be invited to participate in subsequent RFBs.

The RFQ may be viewed at the STA website at www.sacta.org. However, the required RFQ application forms will be sent by request only. To receive a complete RFQ packet—including the required forms—please contact **Jennifer Doll** at (916) 323-0897 or jennifer@sacta.org with your name and title, name of the tow company, mailing address, a contact phone number and your email address.



NOVEMBER 8, 2018

AGENDA ITEM # 5

**EXTENSION OF MEASURE A CAPITAL ALLOCATION & EXPENDITURE CONTRACT
WITH THE SACRAMENTO REGIONAL TRANSIT DISTRICT**

Action Requested: Authorize Executive Director

Key Staff: Timothy Jones, Chief Financial and Administrative Officer

Recommendation

Authorize the Executive Director to retroactively extend the August 2015 capital allocation and expenditure contract with the Sacramento Regional Transit District (SRTD).

Background Information

The Measure A Transportation Expenditure Plan contains 54 transportation capital projects eligible for funding from Measure A sales tax and the Sacramento Countywide Transportation Mitigation Fee Program (SCTMFP). STA executed an August 2015 contract with SRTD to provide funding for the Light Rail Transit (LRT) extension to the airport with a June 30, 2016 expiration date.

Recently during a review of the Authority's capital contracts, staff determined that although some funding for the above project remained unspent, there was not a current contract in place authorizing expenditures for the project. Since SRTD desires to spend the remaining funding by June 30, 2019, staff are proposing a contract extension.

Discussion

The remaining unspent allocation was \$622,232.73 as of June 30, 2018. Staff recommends retroactively amending the contract by extending the period of expenditure to June 30, 2019. This is a final contract extension; a further extension would only be considered upon direct appeal to the STA Board.

attachment

**NO COST EXTENSION OF AUGUST 27, 2015
CAPITAL PROJECT ALLOCATION AND EXPENDITURE CONTRACT
BETWEEN THE SACRAMENTO TRANSPORTATION AUTHORITY AND THE
SACRAMENTO REGIONAL TRANSIT DISTRICT REGARDING
LIGHT RAIL TRANSIT (LRT) EXTENSION TO THE AIRPORT**

THIS FIRST AMENDMENT TO SACRAMENTO TRANSPORTATION AUTHORITY NEW MEASURE A CAPITAL PROJECT ALLOCATION AND EXPENDITURE CONTRACT is made and entered into this _____ day of _____, 2018, by and between the SACRAMENTO TRANSPORTATION AUTHORITY, a local transportation authority formed pursuant to the provisions of Public Utilities Code section 180000, et seq. (hereinafter referred to as "AUTHORITY"), and the SACRAMENTO REGIONAL TRANSIT DISTRICT (hereinafter referred to as "ENTITY").

RECITALS

WHEREAS, in 2004, the electors of Sacramento County approved, by two-thirds vote, sales tax Measure 'A' and Authority Ordinance No. 04-01 ("Measure A Ordinance"); and

WHEREAS, the Measure A Ordinance includes the "Sacramento County Transportation Expenditure Plan 2009–2039" ("Expenditure Plan"); and

WHEREAS, the Expenditure Plan includes the project to extend the light rail transit line from downtown to the airport ("Project"); and

WHEREAS, AUTHORITY and ENTITY are parties to an August 27, 2015 Capital Project Allocation and Expenditure Contract for the Project ("Contract"); and

WHEREAS, Section 4 of the Contract requires that ENTITY expend its capital allocation prior to June 30, 2016; and

WHEREAS, ENTITY requires additional time to expend the funds allocated in the Contract on eligible Project costs.

NOW, THEREFORE, in consideration of the conditions herein contained, AUTHORITY and ENTITY do hereby agree to amend the Contract as follows:

AGREEMENT

1. Section 4 of the Contract is retroactively amended to extend the Period of Expenditure to June 30, 2019; and
2. All other terms and conditions not changed by this Amendment remain in full force and effect.

IN WITNESS THEREOF, the parties hereto have executed this Amendment as of the date indicated below.

**SACRAMENTO REGIONAL TRANSIT
DISTRICT**

**SACRAMENTO TRANSPORTATION
AUTHORITY**

Authorized Signature

NORMAN HOM
Executive Director

Printed Name and Title

Date

Date



NOVEMBER 8, 2018

AGENDA ITEM # 6

WORKERS' COMPENSATION SELF-INSURANCE POOL

Action Requested: Adopt Resolution

Key Staff: Timothy Jones, Chief Financial and Administrative Officer

Recommendation

Adopt resolution to apply to workers' compensation self-insurance pool approved by the California State Department of Industrial Relations (DIR).

Background Information

For many years the Authority has been insured for general liability by Alliant Insurance Services JPA and for workers' compensation through State Compensation Insurance Fund. Both policies automatically renew each year as long as certain criteria was met. The policy for general liability expired on September 30, 2018 and the policy for workers' compensation will expire on December 31, 2018. The cost for general liability insurance and workers' compensation combined grew to about \$32,000 for FY 2018.

Discussion

Before renewing our general liability insurance in September 2018, Authority staff contacted Golden State Risk Management Authority (GSRMA) for pricing on similar general liability insurance. GSRMA has been in existence since 1979 and insures local agencies such as the Capital SouthEast Connector JPA and SACOG. GSRMA's price for lower deductible, higher coverage general liability insurance – ***including workers' compensation*** – for FY 2019 is \$17,800 or an annual savings of \$14,200.

In order to participate in the GSRMA insurance program, which includes over 270 member agencies, the member agency needs to participate in GSRMA's self-insurance pool for workers' compensation. To be a pool participant, an agency needs to submit an application to self-insure to DIR.

The attached resolution is in the preferred DIR format and will be included with the Authority's application to the program. Our existing workers' compensation policy will remain in place until December 31, 2018. On January 1, 2019 we will shift our coverage over to the self-insured member pool.

attachment

RESOLUTION NO.: _____ DATED: _____

**A RESOLUTION AUTHORIZING APPLICATION
TO THE DIRECTOR OF INDUSTRIAL RELATIONS, STATE OF CALIFORNIA
FOR A CERTIFICATE OF CONSENT TO SELF-INSURE
WORKERS' COMPENSATION LIABILITIES**

At a meeting of the Board of Directors
(Enter Name of the Board)

of the Sacramento Transportation Authority
(Enter Name of Public Agency, District, Etc.)

a Special District organized and existing under the
(Enter Type of Agency, i.e., County, City, School District, etc.)

laws of the State of California, held on the 8th day of November, 2018,

the following resolution was adopted:

RESOLVED, that the above named public agency is authorized and empowered to make application to the Director of Industrial Relations, State of California, for a Certificate of Consent to Self-Insure workers' compensation liabilities and representatives of Agency are authorized to execute any and all documents required for such application.

IN WITNESS WHEREOF: I HAVE SIGNED AND AFFIXED THE AGENCY SEAL.

X _____ DATE: _____

SIGNED: Board Secretary or Chair

Norman K. Hom

Printed Name

Executive Director

Title

Sacramento Transportation Authority

Agency Name

Affix Seal Here



NOVEMBER 8, 2018

AGENDA ITEM # 7

BOARD MEETING SCHEDULE FOR CALENDAR YEAR 2019

Action Requested: Approve

Key Staff: Norman Hom, Executive Director

Recommendation

Approve the STA Governing Board meeting schedule for calendar year 2019 with dates as follows:

- January 10
- February 14
- March 14
- April 11
- May 9
- June 13
- August 8
- September 12
- October 10
- November 14
- December 12

All meetings take place on the second Thursdays of the month at 1:30 p.m. in the County of Sacramento Board of Supervisors Chamber in the County Administration Building at 700 H Street in downtown Sacramento.

Discussion

2019 will be an exceptionally busy year for the STA, with a Governing Board meeting scheduled for every month except July. To the extent possible, regular items not requiring Board discussion will be placed on the consent calendar to allow the Board to spend more time engaging the public and their local communities in the transportation priorities discussion.



NOVEMBER 8, 2018

AGENDA ITEM # 8

COMMUNITY PERSPECTIVES ON LOCAL TRANSPORTATION NEEDS & FUNDING

Action Requested: Receive Presentation

Key Staff: Norman Hom, Executive Director

Background Information

The STA has started the process of considering a supplemental transportation sales tax ballot measure for 2020 by inviting various community groups to come and present their perspectives on local transportation needs and ideas on how to pay for transportation improvements. Invitations were sent to over 75 local groups and organizations identified as likely to be interested in the potential measure.

In August, the Board received presentations from Valley Vision, the Environmental Council of Sacramento (ECOS) and Transportation California. In September, you received presentations from the Franklin Blvd. Business District and 350 Sacramento. We continue today with a presentation from **Kirin Kumar**, Executive Director of WALKS Sacramento, who is representing the following groups:

- **Breathe California – Sacramento Region**
- **Cien Amigos**
- **Environmental Council of Sacramento (ECOS)**
- **Sacramento Area Bicycle Advocates (SABA)**
- **Sacramento Housing Alliance (SHA)**
- **Sacramento Transit Advocates & Riders (STAR)**
- **Sierra Club – Mother Lode**
- **WALKS Sacramento**

Additional presentations are scheduled through December 2019. Videos of all the presentations will be posted to the STA website for future reference.

(Note: Individual members of the STA Board are also participating in a Listening Tour to gather input from citizens *in their communities* about their transportation priorities.)



SACRAMENTO AREA
BICYCLE ADVOCATES



Sacramento Transportation Authority
Board of Directors
801 12th Street, 5th Floor
Sacramento, CA 95814

September 13, 2018

SUBJECT: Community Perspectives on Local Transportation Needs & Funding

Members of the STA Board of Directors,

Breathe California Sacramento Region (BCSR), Cien Amigos, Environmental Council of Sacramento (ECOS), Sacramento Area Bicycle Advocates (SABA), Sacramento Housing Alliance (SHA), Sacramento Transit Advocates and Riders (STAR), Sierra Club Mother Lode Chapter and WALKSacramento are pleased to jointly share our perspectives on local transportation needs and funding.

Collectively, our missions stand for the advancement of health, access, equity, justice and environmental stewardship through investments in the built environment. We work closely in partnership with agencies and communities throughout the Sacramento region on issues related to transportation, land use, housing, and the environment, representing a wide-reaching constituency of some of Sacramento's most engaged voters.

As STA begins to consider how to fund countywide transportation priorities, we're pleased to know that Measure M approved by Los Angeles County voters in 2016 is a consensus model for a successful funding measure for Sacramento County. Our organizations comprise a working group committed to ensuring that Sacramento County's next transportation sales tax measure benefits from the lessons learned from Measure M. We commend STA for recognizing the value of Measure M as a model and commit to working with STA to follow the successful approach used by the Los Angeles County Metropolitan Transportation Authority (Metro) in crafting and winning passage of Measure M.

Measure M was Metro's response to Measure J in 2012, which failed to win passage by just 16,000 votes. Measure J resembled Sacramento County's Measure B in that both were produced through a top-down process that failed to engage community stakeholders in identifying transportation priorities, but instead merely promoted a list of projects that did not reflect any particular goals or objectives. Indeed, Measure J did not even have the full support of Metro's own board. Board member and LA County Sup. Mike Antonovich, one of the leading champions of Measure M in 2016, actively opposed and campaigned against Measure J in 2012.

Immediately following the failure of Measure J, Metro, led by Antonovich, undertook to solicit community input on transportation priorities, as the first step toward crafting another measure for the 2016 ballot. Metro also worked with local and regional agencies to develop a process for identifying and prioritizing projects that could be shown to reflect and serve those priorities. By starting early to identify priorities, Metro garnered

widespread support among member jurisdictions and community stakeholders, as well as the many thousands of voters who participated in numerous surveys, focus groups and town hall meetings.

As the result of Metro's comprehensive efforts, more than 70% of LA County voters approved a new transportation sales tax – LA County's fourth such measure – *in perpetuity*. To learn more about the process that led to this resounding success, we encourage you read Metro's summary report, [How to Pass a Mega Transportation Measure](#).

Just as Measure M was the corrective to Measure J, Sacramento County's next transportation sales tax measure can and must be treated as a corrective to the failed approach that produced Measure B. But replicating the success of Measure M will only be possible by fully understanding and committing to the process that produced Measure M.

Based on our close reading of the lessons learned by Metro from Measure M, our discussions with Measure M coalition partners, and our analyses of Measure B's deficiencies, here are six guiding principles that STA must commit to in order to win passage of a future sales tax measure in Sacramento County:

1. Begin with a bottom-up approach in partnership with community voices and community-based organizations to identify priorities.
2. Enact an iterative public engagement process that establishes and vets goals, selection criteria, and, eventually, projects with voters. Create demand for a measure that reflects high-level community goals.
3. Ensure that categories of expenditures are strongly tied to identified goals. Develop a project list only after goals have been established.
4. Use quantitative performance measures to develop a project list. This establishes an objective basis for support among widely diverse stakeholders.
5. Ensure long-term accountability and enact measures that allow for flexibility given a rapidly changing transportation landscape.
6. Cultivate enthusiastic champions within the STA board who value this process, build political consensus among their peers, and advocate for the measure within their respective communities.

Our working group will continue to build an active coalition among other likeminded organizations and allies in support of the process that produced Measure M. We are committed to supporting STA in developing and implementing a process that reflects this approach. In November, we will return to the STA board with a much more detailed outline on what we see as STA's role in accomplishing this vision for Sacramento County.

In partnership,

Breathe California Sacramento Region
Cien Amigos
Environmental Council of Sacramento
Sacramento Area Bicycle Advocates
Sacramento Housing Alliance
Sacramento Transit Advocates and Riders
Sierra Club Mother Lode Chapter
WALKSacramento



NOVEMBER 8, 2018

AGENDA ITEM # 9

SELECTION OF CONSULTING TEAM TO PERFORM PUBLIC EDUCATION AND COMMUNITY OUTREACH

Action Requested: Authorize Executive Director

Key Staff: Norman Hom, Executive Director

Recommendation

Authorize Executive Director to execute a consultant contract with Townsend Calkin Tapio Public Affairs for public education, community outreach, opinion research, and expenditure plan development not to exceed \$493,650.

Background Information

On June 14, 2018, the STA Governing Board released a Request for Proposals (RFP) for public education and, optionally, community outreach, opinion research, and expenditure plan and ballot language development. Five proposals were received by the August 1 due date as follows:

Table 1. Cost Proposals Received

	Capitolo/ Runyon Saltzman	CV Strategies	FSB Core Strategies	KP Public Affairs	Townsend/ Calkin Tapio
Public Education	\$150,650	\$67,850	\$389,050	\$101,000	\$493,650*
Community Out- reach, Opinion Research, Etc.	\$331,050	\$234,100	\$1,035,500	\$526,100	
Total	\$481,700	\$301,950	\$1,424,550	\$627,100	\$493,450

**This proposal combined elements of both major tasks. The proposers also anticipate the remainder of the work in 2020 would be privately-funded separate from STA (TCT would organize and facilitate the private funding mechanism).*

Based upon the proposals, a committee of the Board comprised of members Harris, Howell, Kennedy, Peters, and Schenirer, elected to interview KP Public Affairs and Townsend Calkin Tapio Public Affairs as the two finalists. Interviews were conducted August 23 after which the committee invited Townsend Calkin Tapio (TCT) for a second interview on October 2. Following the October 2 second interview, the Committee selected TCT as their preferred consultant and forwards a

recommendation to the full STA Governing Board for TCT's selection as the public education, community outreach and expenditure plan development consultant.

Discussion

The committee selected TCT as the preferred consultant due to their combination of understanding of the project, vast local experience, success with other projects of this type, the cost-effectiveness of their proposal, and their unique overall approach to the project.

Please note that the scope of the proposal (attached) differs from the scope of the contract, which expanded through subsequent discussions with TCT. Primary among the changes are added community workshops and pushing the development of an expenditure plan back to allow more opportunities for public input and feedback. TCT is in agreement with the revisions. Upon execution of the consultant contract, TCT will begin work immediately.

STA staff continues work on a draft comprehensive work plan which will be presented to a committee of the Board in December and to the full Board in January.

Attachments

CONTRACT AGREEMENT STA-18-CNS-001

THIS AGREEMENT is made and entered into this _____ day of November 2018, by and between the **SACRAMENTO TRANSPORTATION AUTHORITY** (hereinafter called "AUTHORITY"), and **TOWNSEND CALKIN TAPIO PUBLIC AFFAIRS** (hereinafter called "CONSULTANT").

RECITALS

WHEREAS, the AUTHORITY, a California local transportation authority, exists under the authority of Section 180000 et seq. of the California Public Utilities Code;

WHEREAS, the AUTHORITY requires the services of consultant(s) to implement a public education, community outreach, opinion research, expenditure plan development program in connection with a possible supplemental transportation funding measure in Sacramento County in November 2020.

WHEREAS, the AUTHORITY has determined that CONSULTANT is best qualified to perform the required services;

WHEREAS, CONSULTANT is able and willing to perform these services under the terms and conditions of this Agreement;

NOW, THEREFORE, for the consideration hereinafter stated, the parties agree as follows:

AGREEMENT

1. SCOPE OF SERVICES

AUTHORITY hereby engages CONSULTANT, and CONSULTANT agrees to complete the scope of services attached hereto as Attachment A, and incorporated herein by reference, in accordance with the terms of this Agreement.

2. COMPENSATION

Compensation for services rendered by CONSULTANT under this agreement shall not exceed four hundred ninety-three thousand four hundred fifty dollars (\$493,450) unless authorized in writing by AUTHORITY. CONSULTANT shall be compensated for labor and actual costs incurred for reimbursable expenses including: subcontractors, communication, reproduction, and travel. Compensation shall occur on a schedule that generally approximates the Project Budget, Cash Flow, and Timeline which is attached hereto as Attachment B, and incorporated herein by reference.

3. PAYMENT

Upon submission of invoices by CONSULTANT and upon approval by the Executive Director, AUTHORITY shall pay CONSULTANT monthly in arrears for costs incurred and for payment of work performed for the prior month. Monthly invoices submitted by CONSULTANT shall itemize costs incurred in relation to work tasks. Each invoice shall be accompanied by a progress report of work performed during the period for which payment is claimed.

Additionally, CONSULTANT shall submit all receipts and documentation for reimbursable expenses with its monthly invoice.

4. TIME OF COMMENCEMENT AND COMPLETION OF WORK

The time for commencing work under this agreement shall be the date upon which it has been duly approved by both affected parties.

The contract period will end December 31, 2019. If indicated, specified tasks will be completed according to dates set forth in the Project Budget, Cash Flow, and Timeline (Attachment B).

5. MODIFICATION OR TERMINATION

This Agreement may be modified or amended only by written instrument signed by both parties hereto. CONSULTANT'S compensation and the time of performance of the Agreement shall be adjusted by mutual written agreement of the parties if they are materially affected by such modifications or amendment.

This Agreement may be terminated, without cause, by either party upon fourteen (14) days written notice to the other party. Upon termination and upon compliance with Section 16, Ownership of Work Product, CONSULTANT will be paid for all costs incurred in good faith in accordance with the terms of this Agreement that are unpaid on the effective date of termination. CONSULTANT shall only be paid for any services completed and provided prior to AUTHORITY'S issuance of a written notice of termination.

6. DISPUTES

If a question of fact in connection with the work described herein cannot be resolved between CONSULTANT and the Executive Director, the question shall be submitted to the AUTHORITY'S Governing Board for resolution. If the Governing Board cannot develop a mutually satisfactory resolution, the dispute will be brought before a disinterested third party, agreed upon by both parties to this Agreement. The resolution recommended by the disinterested third party shall be final.

7. BEST EFFORTS OF CONSULTANT

CONSULTANT agrees to assign primary responsibility for managing the work performed under this Agreement to David Townsend. CONSULTANT further agrees that assigned personnel, including subcontractors, will at all times faithfully, industriously, and to the best of their ability, experience, and talent, perform all of the duties that may be required of or from them, pursuant to the express and implicit terms of this Agreement, to the reasonable satisfaction of the AUTHORITY. AUTHORITY may reject the assignment of any tasks performed under this Agreement to a subcontractor it deems inadequate or otherwise inappropriate for this project.

8. STANDARD OF CARE

AUTHORITY has relied upon the professional ability and training of CONSULTANT as represented by CONSULTANT as a material inducement to enter into this Agreement. CONSULTANT hereby agrees that all of its work will be performed, at a minimum, in accordance with generally accepted professional practices and standards.

9. CONFLICT OF INTEREST

CONSULTANT shall comply with applicable requirements of the Political Reform Act and Fair Political Practices Commission (FPPC) implementing regulations. Following the execution of this Agreement and during the term of this Agreement, CONSULTANT shall not enter into any new agreements with other entities that would constitute a financial conflict of interest with the AUTHORITY or the purposes of this AGREEMENT.

10. INDEMNITY AND HOLD HARMLESS

CONSULTANT shall indemnify, hold harmless and assume defense of, in any actions at law or in equity, the AUTHORITY, its officers, directors, employees, agents, and member jurisdictions from claims, losses, actions, causes of action, damage, including property damage, personal injury, including death, and liability of every kind, nature, and description, including reasonable attorney's fees, consultant and expert witness fees, and cost of litigation, to the extent arising from the negligent acts, errors, or omissions of CONSULTANT or of any persons directly or indirectly employed by or acting on behalf of, or as agent for CONSULTANT, in its performance of work hereunder or its failure to comply with any obligations contained in the Agreement, but not including the negligence or willful misconduct of the AUTHORITY. This indemnification shall extend to claims, losses, actions, causes of action, damages, injury, death, and any type of liability occurring after completion of but arising out of the aforementioned operations, as well as during the works' progress. Acceptance of insurance certificates required under this Agreement does not relieve CONSULTANT from liability under this indemnification and hold harmless clause. This indemnification and hold harmless clause shall apply to all damages and claims for damages of every kind suffered by reason of any of CONSULTANT'S operations regardless of

whether or not such insurance policies shall have been determined to be applicable to any of such damages or claims for damages.

11. INSURANCE REQUIREMENTS FOR CONSULTANTS

CONSULTANT shall procure and maintain for the duration of the contract, insurance against claims for injuries to person or damages to property which may arise from or in connection with the performance of work hereunder by the CONSULTANT, its agents, representatives, employees or subcontractors.

A. Minimum Scope of Insurance

1. Coverage shall be at least as broad as: Insurance Services Office Commercial General Liability coverage ("occurrence" form CG 0001).
2. Insurance Services Office form number CA 0001 (Ed. 1/87) covering Automobile Liability, code 1 (any auto).
3. Workers' Compensation insurance as required by the State of California and Employer's Liability insurance.

B. Minimum Limits of Insurance

1. Consultant shall maintain limits no less than:
2. General Liability: \$1,000,000 per occurrence for bodily injury, personal injury, and property damage. If Commercial General Liability Insurance or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to this location or the general aggregate limit shall be twice the required occurrence limit.
3. Automobile Liability: \$1,000,000 per accident for bodily injury and property damage.
4. Employer's Liability: \$1,000,000 per accident for bodily injury or disease.

C. Deductibles and Self-Insurance Retentions

Any deductibles or self-insured retention must be declared to and approved by the AUTHORITY. At the option of the AUTHORITY, either: the insurer shall reduce or eliminate such deductibles or self-insured retention as respects the AUTHORITY, its officers, officials, employees and volunteers; or the CONSULTANT shall provide a financial guarantee satisfactory to the AUTHORITY guaranteeing payment of losses and related investigations, claim administration, and defense expenses.

D. Other Insurance Provisions

The general liability policies are to contain, or be endorsed to contain, the following provisions:

1. The AUTHORITY, its officers, officials, employees and volunteers are to be covered as insureds with respect to liability arising out of automobiles owned, leased, hired or borrowed by or on behalf of the CONSULTANT, and with respect to liability arising out of work or operations by or on behalf of the CONSULTANT including materials, parts or equipment furnished in connection with such work or operations. General liability coverage can be provided in the form of an endorsement to the CONSULTANT'S insurance or as a separate owner's policy.
2. For any claims related to this project, the CONSULTANT'S insurance coverage shall be primary insurance as respects the AUTHORITY, its officers, officials, employees, and volunteers. Any insurance or self-insurance maintained by the AUTHORITY, its officers, officials, employees and volunteers shall be excess of the CONSULTANT'S insurance and shall not contribute with it.
3. Each insurance policy required by this clause shall be endorsed to state that coverage shall not be canceled, except after thirty (30) days' prior written notice by certified mail, return receipt requested, has been given to the AUTHORITY.

E. Acceptability of Insurers

All insurance, with the exception of workers' compensation coverage, is to be placed with insurers currently admitted in California with a current A.M. Best's rating of no less than A:VII. Workers' compensation coverage is to be placed with insurers currently admitted in California.

F. Verification of Coverage

CONSULTANT shall furnish the AUTHORITY with original certificate and amendatory endorsements effecting coverage required by this clause. The endorsements should be on forms provided by the AUTHORITY or on other than AUTHORITY'S forms, provided those endorsements or policies conform to the requirements stated in this clause. All certificates and endorsements are required to be received and approved by the AUTHORITY before work commences. The AUTHORITY reserves the right to require complete, certified copies of all required insurance policies, including endorsements effecting coverage required by these specifications at any time.

G. Subcontractors

CONSULTANT shall include all subcontractors as insured under its policies or shall furnish separate certificates and endorsements for each subcontractor. All coverages for subcontractors shall be subject to all requirements stated above.

12. DISCRIMINATION

Services rendered under this Agreement shall be rendered without discrimination on the basis of age, ancestry, color, gender, marital status, medical condition, national origin, physical or mental disability, race, religion or sexual orientation. Further, there shall be no discrimination against any employee who is employed in the work covered by this Agreement because of age, ancestry, color, gender, marital status, medical condition, national origin, physical or mental disability, race, religion or sexual orientation. This includes, but is not limited to employment upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship.

13. COMPLIANCE WITH THE LAW

CONSULTANT shall be subject to and comply with all federal, state, and local laws and regulations applicable with respect to its performance under this agreement, including but not limited to, licensing, employment, and purchasing practices; and wages, hours, and conditions of employment.

14. INSPECTION

CONSULTANT'S performance, place of business, and records pertaining to this Agreement are subject to monitoring, inspection, review, and audit by authorized representatives of AUTHORITY.

15. RECORDS

CONSULTANT shall keep and make available for inspection and copying by authorized representatives of AUTHORITY, the CONSULTANT'S regular business and financial records and such additional records pertaining to this Agreement for at least three years after final payment to CONSULTANT.

16. SUBCONTRACT AND ASSIGNMENT

This Agreement binds the heirs, successors, assigns, and representatives of CONSULTANT. CONSULTANT shall not enter into subcontracts for any work contemplated under this Agreement except as shown in Exhibit B (Project Cost Estimate) and shall not assign this Agreement or monies due or to become due, without the prior written consent of the AUTHORITY.

17. OWNERSHIP OF WORK PRODUCT

AUTHORITY shall be the owner of, the owner of the copyright with respect to, and shall be entitled to possession of any computations, plans, correspondence, and other pertinent data and information gathered by, computed by, or prepared by CONSULTANT pursuant to this Agreement and prior to termination of this Agreement by either party or upon completion of the work pursuant to this Agreement.

18. INDEPENDENT CONTRACTOR STATUS

This Agreement is by and between two independent entities and is not intended to and shall not be construed to create the relationship of agent, servant, employee, partnership, joint venture, or association between and among the parties hereto.

19. NOTIFICATION

Any notices hereunder and communications regarding interpretation of the terms of this Agreement or changes thereto, shall be effected by the mailing thereof by registered or certified mail, return receipt requested, postage pre-paid, and addressed as follows:

AUTHORITY

Norman Hom, Executive Director
Sacramento Transportation Authority
801 12th Street, 5th Floor
Sacramento, California 95814

CONSULTANT

David Townsend, Partner
Townsend Calkin Tapio Public Affairs
1717 I Street
Sacramento, California 95811

20. COMPONENT PARTS OF THE AGREEMENT

The Agreement entered into consists of the following contract documents, all of which are component parts of the contract and which are incorporated herein by reference:

- A. This Agreement.
- B. Scope of Services, attached hereto as Attachment A
- C. Project Budget, Cash Flow, & Timeline, attached hereto as Attachment B.

21. NON-WAIVER OF BREACH

CONSULTANT agrees that any waiver of any breach or violation of any term or condition of this Agreement, or failure to enforce any term or condition of this Agreement, shall not be deemed to be a waiver of any other term or condition contained herein, or a waiver of any subsequent breach or violation of the same or any other term or condition. The acceptance by the AUTHORITY of the performance of any work or services by CONSULTANT shall not be deemed to be a waiver of any term or condition of this Agreement.

22. GOVERNING LAW

The validity of this Agreement and of any of its terms or provisions, as well as the rights and duties of the parties hereunder, shall be governed by the laws of the State of California.

23. COUNTERPARTS TO AGREEMENT

This Agreement may be executed simultaneously or in any number of counterparts, each of which shall be deemed an original, equally admissible in evidence, but all of which together shall constitute one and the same Agreement, notwithstanding that the signatures of each party or their respective representatives do not appear on the same page of this agreement.

24. SEVERABILITY

If any provision or any part of any provision of this Agreement is, for any reason, held to be invalid, unenforceable, or contrary to any public policy, law, statute, regulation or ordinance, the remainder of this agreement shall not be affected thereby and shall remain valid and fully enforceable.

25. ENTIRE AGREEMENT

This Agreement, and any attachments or documents incorporated herein by inclusion or by reference, constitutes the complete and entire Agreement between the parties hereto, and there are no inducements, promises, terms, conditions, or obligations made or entered into by the AUTHORITY or CONSULTANT other than those contained herein. The foregoing provisions are understood and agreed to by CONSULTANT.

IN WITNESS WHEREOF, the parties hereto have executed this AGREEMENT the day and year first written above.

SACRAMENTO
TRANSPORTATION AUTHORITY

TOWNSEND CALKIN TAPIO
PUBLIC AFFAIRS

Norman Hom, Executive Director

David Townsend, Partner

Date

Date

SCOPE OF SERVICES

To successfully develop and implement a program to highlight and educate the public about Measure A and STA's impact across Sacramento County, CONSULTANT will reach out to, and include in the process, local stakeholder organizations, including Environmental Council of Sacramento (ECOS), Valley Vision, Transportation California, the California Alliance for Jobs, Breathe California Sacramento Region, WALKSacramento and others. CONSULTANT will also develop an expenditure plan and ballot language in preparation for a potential 2020 ballot measure.

Identity Update (Modeste/Magnuson)

STA's responsibility associated with the management of Measure A funds, the Sacramento Abandoned Vehicle Service Authority, and the SacMetro Freeway Service Patrol (FSP) directly impacts residents, voters, and those shopping in or traveling through Sacramento County. A recognizable brand, clear signage and accessible outlets to transmit information are equally important when keeping stakeholders engaged and informed.

With KMP in the coordinating role, the team will evaluate STA's current brands (e.g., "SacramentoGO") and determine identity goals/objectives in partnership with AUTHORITY, followed by recommendations for logo(s) and signage.

Additional identity opportunities can be explored to further its recognition in each of the communities throughout the county. These could include branded wraps for FSP vehicles or Regional Transit buses/light rail cars, for example.

Opinion Research (Tapio/Metz)

CONSULTANT believes that the way in which CONSULTANT engages with stakeholders and voters must be methodical in order to collect usable data. FM3 will develop the data collection tools in support of the program to address both the agency's rebranding and outreach needs as well as its need to develop and test a potential ballot measure.

Deliverables:

- Conducting focus groups on the initial branding materials and attitudes towards transportation issues in Sacramento
- An online-panel test of the branding changes to the website
- Survey research on broad attitudes toward transportation funding, voters' priorities, support for a potential measure and reactions to messaging. This will take place once the

ballot language is determined to test the measure's viability and would be accompanied by a tracking survey on an as-needed basis over the course of the campaign.

Media Outreach – Earned and Digital (Magnuson/Modeste)

The mainstream media, like much of the public, takes Measure A for granted. They are generally aware of its positive impact but have largely quit paying attention. Local coverage of Measure A has virtually disappeared, especially in light of the Measure B campaign and, more recently, the statewide gas tax repeal initiative on the November ballot, which currently is the dominant transportation story.

Earned media is especially important because it confers credibility in a way paid media cannot. This is why not only story pitches, news coverage and press releases are important, but op-eds and, importantly, editorial board meetings, where news organizations formulate their positions on key issues. Editorial board meetings provide a valuable forum to persuasively communicate our message in sufficient detail so that significant points are not lost.

CONSULTANT will develop an earned media strategy, beginning with a rapid assessment of the state of coverage, followed by proactive steps to promote and raise awareness of Measure A's impact through leading media outlets, including newspapers, TV news, blogs, websites and others.

Deliverables: ▪ Regular, targeted press releases ▪ Editorial board meetings with The Sacramento Bee and other local and regional editorial boards, with strategic timing and content ▪ Story pitches on key educational messages, supported by data and research ▪ Reporter briefings, strategically timed during the course of the program

At the same time as we will develop earned media opportunities and produce results, it is equally critical to have a voice in the social media spectrum in order to control the story, provide voters with relevant and timely information, and gather insight into conversations surrounding transportation throughout the county.

The STA Facebook page has less than 50 likes/follows and has not been updated since 2017. While Facebook can be a time-intensive pursuit in the early stages, the investment is worth the effort. Once more likes are obtained, utilizing Facebook will allow AUTHORITY to efficiently share information about current programs, upcoming community events, board meetings, etc.

With KMP coordinating, CONSULTANT will conduct a social media audit, determine the appropriate channels to utilize and brand the channels with STA's updated identity. Regular posts will be drafted, approved and posted to the Facebook page. CONSULTANT will also develop Facebook connections between AUTHORITY and other like-minded organizations and individuals. This is achieved manually and through a paid advertising campaign. A campaign of boosted posts will be utilized to increase "likes" and expand AUTHORITY's social media reach.

In addition to the organic social media development and management, the team will develop and execute a comprehensive, geotargeted and heuristically-focused digital advertisement strategy. The strategy will include a start date to be determined after the completion of identity development and research, as the message and creative ad development will be driven by research and focus group findings and rooted in the updated identity. The advertisements will direct interested parties to learn more about AUTHORITY's story, accomplishments and need for additional funding. A monthly analytics report will be developed.

Deliverables:

- 1 social media audit
- Facebook page management for contract duration
- 1 paid campaign to boost posts and encourage more Facebook "likes"
- 12-month digital advertising program
- Professionally developed advertisements
- 12 monthly analytic advertising reports

Public Outreach (Calkin/Painter)

The CONSULTANT team will help AUTHORITY tell its story, both within the transportation community and to the larger Sacramento community, applying an inclusive approach to benefit from the knowledge, experience, and quantitative and qualitative findings of key stakeholder organizations. STA's work over the last 10 years with Measure A should be highlighted, and during the research task, residents' preferred modes of communication will be identified. Following research, and in coordination with AUTHORITY, the team will refine the public outreach task scope.

As part of the public outreach, KMP will coordinate the full build-out of a new website. The CONSULTANT team will develop and manage presentations to community groups, neighborhood associations, civic groups and city councils. CONSULTANT will also create infographics to highlight the first 10 years of Measure A and what is needed to continue to maintain our transportation system in the coming years.

The website development process will start with a site assessment to determine current needs and identify future opportunities. A website map will be developed and presented to the ad hoc committee (see description in Program Management) to determine the number of pages and layout. Two potential layouts will be developed, and one will be finalized with the ad hoc committee. This effort includes all copywriting, programming, graphic design, testing and launching of the new site.

CONSULTANT will apply a bottom-up approach, working at the grassroots level to elicit feedback and formulate recommendations. CONSULTANT will develop performance metrics to assess results, based on latest best practices; i.e. learnings from the passage of Measure M in Los Angeles County.

Presenting to the various groups throughout the community is important to ensure that the most up-to-date information is being shared and questions are being answered. The CONSULTANT team will develop a calendar of meetings and presentations, schedule presentations, and assist AUTHORITY staff and board members in preparation for the presentations. For those events that are open to the public, the presentations will be posted on AUTHORITY's Facebook page to encourage attendance. Printed and online collateral material will be created to support the outreach.

Additionally, the CONSULTANT team will coordinate with AUTHORITY staff to identify up to eleven regularly-scheduled STA Board meetings where groups/individuals could be invited to present to the full board. CONSULTANT recommend using the identified and research-tested transportation priority areas for each of the meetings and will work to identify and schedule groups/individuals for each of those areas.

CONSULTANT recommends using visual representations, like infographics, instead of written reports, when appropriate. These are more likely to be reviewed, and information retained when it is shown in more memorable format and is in alignment with how the majority of people now consume information—quickly scrolling through photos, videos and short texts.

However, CONSULTANT also believes that creating a manageable decennial document will be useful, especially if it includes fresh information that can be distributed to the media through a press release, press availability or editorial board session.

The public outreach development process is listed as a range to accommodate a variety of potential needs. In addition to broad deliverables described below, exact deliverables are to be determined in partnership with AUTHORITY following the completion of research.

Deliverables:

- Build new website based on updated identity including graphic design, programming and copywriting
- Schedule and implement community meetings and events
- Assistance in scheduling and preparation for presentations
- Copy-ready Measure A Decennial Report
- 1 large 10-year review infographic
- 1 large infographic highlighting future needs

Expenditure Plan and Ballot Initiative (Townsend/Calkin)

Based on the results of the Listening Tour, opinion research, social media activity, outreach and in close coordination with the ad hoc committee of the Authority Governing Board (see description in Program Management), the Authority Executive Director and Authority General Counsel, the team will develop an expenditure plan of transportation priorities, consistent with Section 180206 of the California Public Utilities Code. At the same time, CONSULTANT will draw on the cumulative findings to draft 2020 ballot language.

Program Management (Townsend/Calkin)

The CONSULTANT team will provide monthly project reporting, including schedule and budget management, and regular meetings with the Authority.

CONSULTANT will meet regularly with a committee of the Authority Governing Board for updates and to provide input. The committee will function as the primary “client group” and provide the consultant team with direction and feedback. As necessary, the CONSULTANT team will report to the full AUTHORITY Governing Board. This approach will allow the program to efficiently proceed along the recommended timeline and within the available budget.

PROJECT TIMELINE

	Nov 2018	Dec 2018	Jan 2019	Feb 2019	Mar 2019	Apr 2019	May 2019	Jun 2019	Jul 2019	Aug 2019	Sep 2019	Oct 2019	Nov 2019	Dec 2019
Identity														
• Evaluation	•													
• Recommendation(s)		•												
Research														
• Branding Focus Groups	•	•	•	•	•	•	•	•	•	•	•	•	•	•
• Online Panel for Website Test*			•	•										
• Survey Research				•	•	•								
• Ballot Language Test Survey*	•													
Earned Media														
• Media Audit	•													
• Strategy	•													
• Story Development		•												
• Editorial Calendar		•												
• Media Outreach			•	•	•	•	•	•	•	•	•	•	•	•
• Story Coverage/Press Releases			•	•	•	•	•	•	•	•	•	•	•	•
• Op-eds			•	•	•	•	•	•	•	•	•	•	•	•
• Editorial Boards			•	•	•	•	•	•	•	•	•	•	•	•
• Social Media/Outreach Coordination					•	•	•	•	•	•	•	•	•	•
• Decennial Report									•	•	•			
• Monitoring			•	•	•	•	•	•	•	•	•	•	•	•
Digital														
• Social Media Audit		•	•											
• Plan Development		•	•											
• Launch Posts				•										
• Facebook Page Management					•	•	•	•	•	•	•	•	•	•
• Paid Campaign to Boost Posts and Encourage more Facebook "Likes"						•	•	•						
• Digital Advertising Campaign					•	•	•	•	•	•	•	•	•	•
• Geotargeting								•	•	•	•	•	•	•
• Analytic Ad Reports					•	•	•	•	•	•	•	•	•	•

*Possible or potential task to be determined at the appropriate time in consultation with Authority committee

**PROJECT TIMELINE
(Continued)**

	Nov 2018	Dec 2018	Jan 2019	Feb 2019	Mar 2019	Apr 2019	May 2019	Jun 2019	Jul 2019	Aug 2019	Sep 2019	Oct 2019	Nov 2019	Dec 2019
Website														
• Review of Existing Site	•													
• Storyboard		•												
• Build Site with Identity Input			•											
• Generate Content				•	•	•	•	•	•	•	•	•	•	•
• Update				•	•	•	•	•	•	•	•	•	•	•
• Monitor				•	•	•	•	•	•	•	•	•	•	•
Outreach														
• Identify Key Stakeholders	•	•												
• Develop Plan	•	•												
• Launch Bottom-Up Outreach			•											
• Schedule/Hold Community Meetings and Events				•	•	•	•	•	•	•	•	•	•	•
• Regular Meetings with Key Stakeholder Groups				•	•	•	•	•	•	•	•	•	•	•
• Synthesize Input										•	•	•	•	
Expenditure Plan														
• Input									•					
• Analysis									•	•				
• Draft Plan										•				
• Feedback											•	•	•	
• Approval														•
• Completion														•
Ballot Language														
• Research Input											•			
• Legal Input											•			
• Draft												•	•	
• Finalize														•

PROJECT CASHFLOW & BUDGET

	TCT	KMP	FM3	Materials/ Digital Content	TOTAL
Tasks and Responsibilities	Townsend Calkin Tapio Public Affairs	KMP Strategies, LLC (Subcontractor)	Fairbank, Maslin, Maullin, Metz & Associates (Subcontractor)		
	Project Management Strategic Counsel Earned Media Content Decennial Report Expenditure Plan Ballot Language	Identity/Branding Digital/Social Media Website Outreach	Data Collection Focus Groups Online Panels Survey Research		
November 2018	12,750	8,500	10,500		31,750
December 2018	17,500	10,800	14,000		42,300
January 2019	17,500	10,800	14,000	2,000	44,300
February 2019	17,500	10,800	14,000	2,000	44,300
March 2019	17,500	10,800	14,000	2,000	44,300
April 2019	17,500	10,800	14,000	2,000	44,300
May 2019	17,500	10,800		2,000	30,300
June 2019	17,500	10,800		2,000	30,300
July 2019	17,500	10,800		2,000	30,300
August 2019	17,500	10,800		2,000	30,300
September 2019	17,500	10,800		2,000	30,300
October 2019	17,500	10,800		2,000	30,300
November 2019	17,500	10,800		2,000	30,300
December 2019	17,500	10,800		2,000	30,300
TOTAL	240,250	148,900	80,500	23,800	\$ 493,650



Sacramento Transportation Authority Plan

for
Public Education
and Community Outreach,
Opinion Research,
Expenditure Plan and
Ballot Language
Development

Submitted by
Townsend Calkin Tapio
Public Affairs
November 8, 2018



Townsend | Calkin | Tapio^{INC.}

PUBLIC AFFAIRS

david@tctpa.com
916.551.2525

November 8, 2018

Norman Hom
Sacramento Transportation Authority
801 12th Street, 5th Floor
Sacramento, CA 95814

Dear Mr. Hom,

The Townsend Calkin Tapio (TCT) team is pleased to submit the following proposal to provide a public education and outreach plan to the Sacramento Transportation Authority. Our team, which includes KMP Strategies (KMP) and Fairbank Maslin Maullin Metz & Associates (FM3), is uniquely qualified to achieve the project's objectives of raising awareness of Measure A's positive impact, and developing and implementing a community outreach, opinion research and expenditure plan in preparation for a November 2020 ballot measure.

To execute a successful plan, we will apply our expertise and experience in local transportation projects—from strategy and project management to branding, earned and social media, community outreach and opinion research. TCT's past work on local initiatives and transportation and sales tax campaigns is unmatched. In addition to running the following campaigns, we also managed their outreach, education and project expenditure plan components:

- Yes on Measure B: Transportation Sales Tax (2016) Sacramento County
- Yes on Measure A: Transportation Sales Tax Extension (2004) Sacramento County
- Yes on Measure I: Transportation Sales Tax Extension (2004) San Bernardino County
- Yes on Proposition A: Transportation Sales Tax Extension (2004) San Diego County
- Yes on Measure AA: Earthquake Safety Improvement Bonds (2004) BART/Bay Area
- Yes on Measure A: Transportation Sales Tax (2002) Riverside County
- Yes on Measure A: Transportation Sales Tax Extension (2000) Santa Clara County
- Yes on Measures B and C: Transportation Sales Tax (1998) Sonoma County
- Yes on Measures A and B: Transportation Sales Tax (1998) Marin County
- Yes on Measures A and B: Transportation Sales Tax (1996) Santa Clara County
- Yes on Measure F: Sales Tax Increase (1993) Fresno County
- Yes on Measure A: Sales Tax Extension (1992) Santa Clara County
- Yes on Revised Measure M: Sales Tax Increase (1990) Orange County
- Yes on Measure I: Sales Tax Increase (1989) San Bernardino County
- Yes on Measure B: Sales Tax Increase (1989) Monterey County
- Yes on Measure A: Sales Tax Increase (1988) Riverside County
- Yes on Proposition A: Sales Tax Increase (1987) San Diego County
- Yes on Measure C: Sales Tax Increase (1986) Contra Costa County
- Yes on Measure A: Sales Tax Increase (1984) Santa Clara County



This list includes managing the successful Measure A Sacramento transportation campaign, and managing the 2016 Sacramento County Measure B sales tax initiative, which as your RFP accurately notes was defeated by less than one percentage point. In the Measure B campaign, we were brought in by Mayor Steinberg only two months before Election Day, with few resources, and built a campaign that fell only inches short of the two-thirds goal line.

In the RFP, you also note the importance of the Sacramento Area Council of Governments' (SACOG) Listening Tour on area transportation issues. KMP Strategies is designing, managing and implementing that project and brings unique local relationships in Sacramento and an unparalleled understanding of how Sacramento citizens and interest groups interact with digital media.

KMP has worked on some of the largest capital improvement and planning projects in the greater Sacramento region, totaling more than \$2 billion in construction activities. The firm was retained to develop and implement a public outreach strategy for the City of Sacramento Department of Utilities Accelerated Water Meter Program, a \$245 million water meter retrofit project. The outreach includes stakeholder engagement, multilingual outreach, community outreach, direct mail production, website design, a dedicated hotline, and media communication.

The Listening Tour also includes our other STA project partner, FM3, which provided the research instrument for the project, supporting the county in gaining feedback from key members of the community on how they believe that 2016's failed Measure B could be improved and modified to better meet Sacramento County's needs in a future effort.

FM3 has extensive experience conducting research in the city and county of Sacramento and possesses a library of research and familiarity with the area. Examples of its local work include completed surveys for the city of Sacramento helping to identify residents' budget priorities and providing ongoing research for ballot measures in the city, such as the proposed Measure U renewal in 2018. Additionally, the firm serves as Mayor Darrell Steinberg's campaign pollsters; has conducted survey research among registered voters in the service area of the Sacramento Regional Water Authority; has supported the Sacramento County Flood Control Agency; and has conducted community satisfaction research in Citrus Heights, Folsom, and Rancho Cordova since 2006.

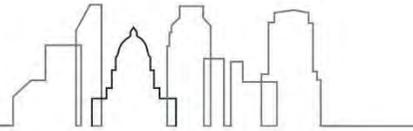
We look forward to your review of this plan, the opportunity to meet with the committee and, ultimately, work together to implement a successful program, which is so critical to Sacramento's future.

Sincerely,

David Townsend
Partner, Townsend Calkin Tapio Public Affairs
1717 I Street
Sacramento, CA 95811
916-551-2525
david@tctpa.com



The Plan



Introduction and Understanding

Sacramento County’s transportation system of roads, public transit, bicycle lanes and paths, and pedestrian trails is complex and critically important to the efficient functioning of the region and its continued growth and prosperity. The passage of Measure A in 1988 and the “new” Measure A in 2004 were seminal milestones, ensuring continued local investment in regional transportation. Measure B represented new transportation funding supported by a strong majority of Sacramento voters, having failed by 1% with no education or outreach program.

Despite general acceptance and awareness of Measure A, its widespread and significant impact today is largely taken for granted. Moreover, the defeat of Measure B has had the effect of further obscuring Measure A’s importance. We will conduct a comprehensive, integrated and multidimensional (multiplatform) educational program to raise awareness, understanding and support for Measure A’s impact. At the same time, we will implement a stakeholder outreach program, backed by opinion research, to educate the community on the state of transportation issues and funding, and assess voter sentiment toward a 2020 ballot measure.

Approach

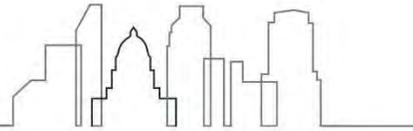
Unlike other public affairs firms, TCT does not have account executives. Our business model is predicated on the firm’s principals working directly with clients to design and manage political, public affairs and communications strategies. The current project team follows the same model, assembling the most qualified team of senior professionals, who bring unique skills, experience and relationships in transportation and Sacramento-area public policy issues.

For this program, our approach will be to combine Parts One and Two for greater efficiency and impact. In our view, separating the two creates an arbitrary dichotomy, while bringing them together under a unified approach will help achieve the project’s objectives of Measure A education and outreach, and laying the foundation for a successful initiative campaign.

Our approach also differs from the RFP scope of services in recommending shifting the tasks to a more efficient order, operationally and from a budget perspective. For example, while we agree that a branding overhaul is necessary, the best use of public funds is to test the results in real time through public opinion research. The brand testing will be a component of the research to identify transportation priorities and the community’s attitude toward a future ballot measure. Additional efficiencies are outlined below in the specific items of the scope.

Scope

The scope outlined in the RFP covers a broad range of tasks, which align with the skills and experience of the TCT team. With extensive experience in all areas outlined, we can successfully develop and implement the program to highlight and educate about Measure A and STA’s impact across Sacramento County. We will reach out to, and include in the process, local stakeholder organizations, including Environmental Council of Sacramento (ECOS), Valley Vision, Transportation California, the California Alliance for Jobs, Breathe California Sacramento Region, WALKSacramento and others. We will also develop an expenditure plan and ballot language in preparation for a potential 2020 ballot measure campaign.



While the proposed scope of services is recommended based on our collective experience and assumed understanding of STA's goals and objectives, the team is open to discussing the process in more detail following the award of contract.

Identity Update (Modeste/Magnuson)

STA's responsibility associated with the management of Measure A funds, the Sacramento Abandoned Vehicle Service Authority, and the Freeway Service Patrol directly impacts residents, voters, and those shopping in or traveling through Sacramento County. A recognizable brand, clear signage and accessible outlets to transmit information are equally important when keeping stakeholders engaged and informed.

With KMP in the coordinating role, the team will evaluate STA's current brand and determine identity goals/objectives in partnership with STA.

We will use the original Measure A logo, with enhancements if needed. We will test the identity during the research process.

Additional identity opportunities can be explored to further its recognition in each of the communities throughout the county. These could include branded wraps for FSP vehicles or Regional Transit buses/light rail cars, for example.

Deliverables:

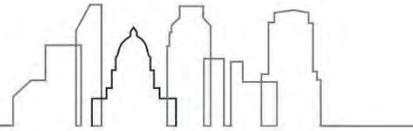
- Evaluation of current STA identity
- Identity update meeting with STA staff to determine goals and preferences
- Implementation of Measure A logo

Opinion Research (Tapio/Metz)

We believe that the way in which we engage with stakeholders and voters must be methodical in order to collect usable data. FM3 will develop the data collection tools in support of the program to address both the agency's rebranding and outreach needs as well as its need to develop and test a potential ballot measure. This work includes:

Deliverables:

- Conducting focus groups on the initial branding materials and attitudes towards transportation issues in Sacramento
- An online-panel test of the branding changes to the website
- Survey research on broad attitudes toward transportation funding, voters' priorities, support for a potential measure and reactions to messaging. This will take place once the ballot language is determined to test the measure's viability and would be accompanied by a tracking survey on an as-needed basis over the course of the project



Media Outreach – Earned and Digital (Magnuson/Modeste)

Mainstream media, like much of the public, take Measure A for granted. They are generally aware of its positive impact but have largely quit paying attention. Local coverage of Measure A has virtually disappeared, especially in light of the Measure B campaign and, more recently, the statewide gas tax repeal initiative on the November ballot, which currently is the dominant transportation story.

Earned media is especially important because it confers credibility in a way paid media cannot. This is why not only story pitches, news coverage and press releases are important, but op-eds and, importantly, editorial board meetings, where news organizations formulate their positions on key issues. Editorial board meetings provide a valuable forum to persuasively communicate our message in sufficient detail so that significant points are not lost.

We will develop an earned media strategy, beginning with a rapid assessment of the state of coverage, followed by proactive steps to promote and raise awareness of Measure A's impact through leading media outlets, including newspapers, TV news, blogs, websites and others. Focus will be on all local and regional outlets, including the Sacramento Bee, Business Journal, TV, online news sites, the News & Review and community media such as Valley Community newspapers, Inside Magazine editions and papers in Folsom, Orangevale, Rancho Cordova, Elk Grove and other communities.

Deliverables:

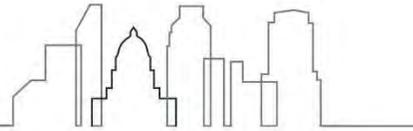
- Regular, targeted press releases
- Editorial board meetings with The Sacramento Bee and other local and regional editorial boards, with strategic timing and content
- Story pitches on key educational messages, supported by data and research
- Reporter briefings, strategically timed during the course of the program

At the same time as we will develop earned media opportunities and produce results, it is equally critical to have a voice in the social media spectrum in order to control the story, provide voters with relevant and timely information, and gather insight into conversations surrounding transportation throughout the county. For this, KMP's qualifications are unmatched.

The STA Facebook page has less than 50 likes/follows and has not been updated since 2017. While Facebook can be a time-intensive pursuit in the early stages, the investment is worth the effort. Once more likes are obtained, utilizing Facebook will allow STA to efficiently share information about current programs, upcoming community events, board meetings, etc.

With KMP coordinating, the team will conduct a social media audit, determine the appropriate channels to utilize and brand the channels with STA's updated identity. Regular posts will be drafted, approved and posted to the Facebook page. The team will also develop Facebook connections between STA and other like-minded organizations and individuals. This is achieved manually and through a paid advertising campaign. A campaign of boosted posts will be utilized to increase "likes" and expand STA's social media reach. We also will create and update a Twitter account to keep stakeholders and audiences informed.

In addition to the organic social media development and management, the team will develop and execute a comprehensive, geotargeted and heuristically-focused digital advertisement strategy. The



strategy will include a start date to be determined after the completion of identity development and research, as the message and creative ad development will be driven by research and focus group findings and rooted in the updated identity. The advertisements will direct interested parties to learn more about STA's story, accomplishments and need for additional funding. A monthly analytics report will be developed.

Deliverables:

- Social media audit
- Facebook page management for contract duration
- Twitter account
- Paid campaign to boost posts and encourage more Facebook "likes"
- 12-month digital advertising program
- Professionally developed advertisements
- 12 monthly analytic advertising reports

Public Outreach (Calkin/Painter)

The TCT team will help STA tell its story, both within the transportation community and to the larger Sacramento community, applying an inclusive approach to benefit from the knowledge, experience, and quantitative and qualitative findings of key stakeholder organizations. STA's work over the last 10 years with Measure A should be highlighted, and during the research task, residents' preferred modes of communication will be identified. Following research, and in coordination with STA, the team will refine the public outreach task scope.

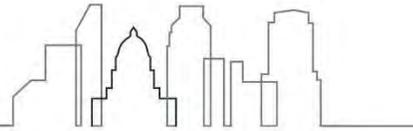
As part of the public outreach, KMP will coordinate a refresh of the STA website. The TCT team will develop and manage presentations to community groups, neighborhood associations, civic groups and city councils. We will also create infographics to highlight the first 10 years of Measure A and what is needed to continue to maintain our transportation system in the coming years.

Integral to the outreach effort will be performance metrics to assess results, based on latest best practices; i.e. learnings from the passage of Measure M in Los Angeles County and Seattle's Sound Transit Plan.

Presenting to the various groups throughout the community is important to ensure that the most up-to-date information is being shared and questions are being answered. The TCT team will develop a calendar of meetings and presentations, schedule presentations, and assist STA staff and board members in preparation for the presentations. For those events that are open to the public, the presentations will be posted on STA's Facebook page to encourage attendance. Printed and online collateral material will be created to support the outreach.

Additionally, the TCT team will coordinate with STA staff to identify at least five scheduled STA board meetings where groups/individuals will be invited to present to the full board on specific topics. We recommend using the identified and research-tested transportation priority areas for each of the meetings and will work to identify and schedule groups/individuals for each of those areas.

We recommend using visual representations, like infographics, instead of written reports, when appropriate. These are more likely to be reviewed, and information retained when it is shown in more



memorable format and is in alignment with how the majority of people now consume information—quickly scrolling through photos, videos and short texts.

However, we also believe that creating a manageable decennial document will be useful, especially if it includes fresh information that can be distributed to the media through a press release, press availability or editorial board session.

The public outreach development process is listed as a range to accommodate a variety of potential needs. In addition to broad deliverables described below, exact deliverables are to be determined in partnership with STA following the completion of research.

Deliverables:

- Build new website based on updated identity including graphic design, programming and copywriting
- Schedule and implement community meetings and events
- Assistance in scheduling and preparation for presentations
- 1 large 10-year review infographic
- 1 large infographic highlighting future needs

Expenditure Plan and Ballot Initiative (Townsend/Calkin)

Based on the results of the Listening Tour, opinion research, social media activity, outreach and in close coordination with the ad hoc board committee (see description in Program Management), the team will develop an expenditure plan of transportation priorities. At the same time, we will draw on the cumulative findings to draft 2020 ballot language.

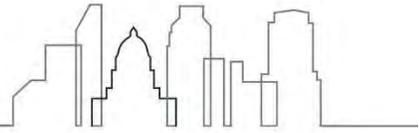
Program Management (Townsend/Calkin)

The TCT team will provide monthly project reporting, including schedule and budget management, and regular meetings with the client.

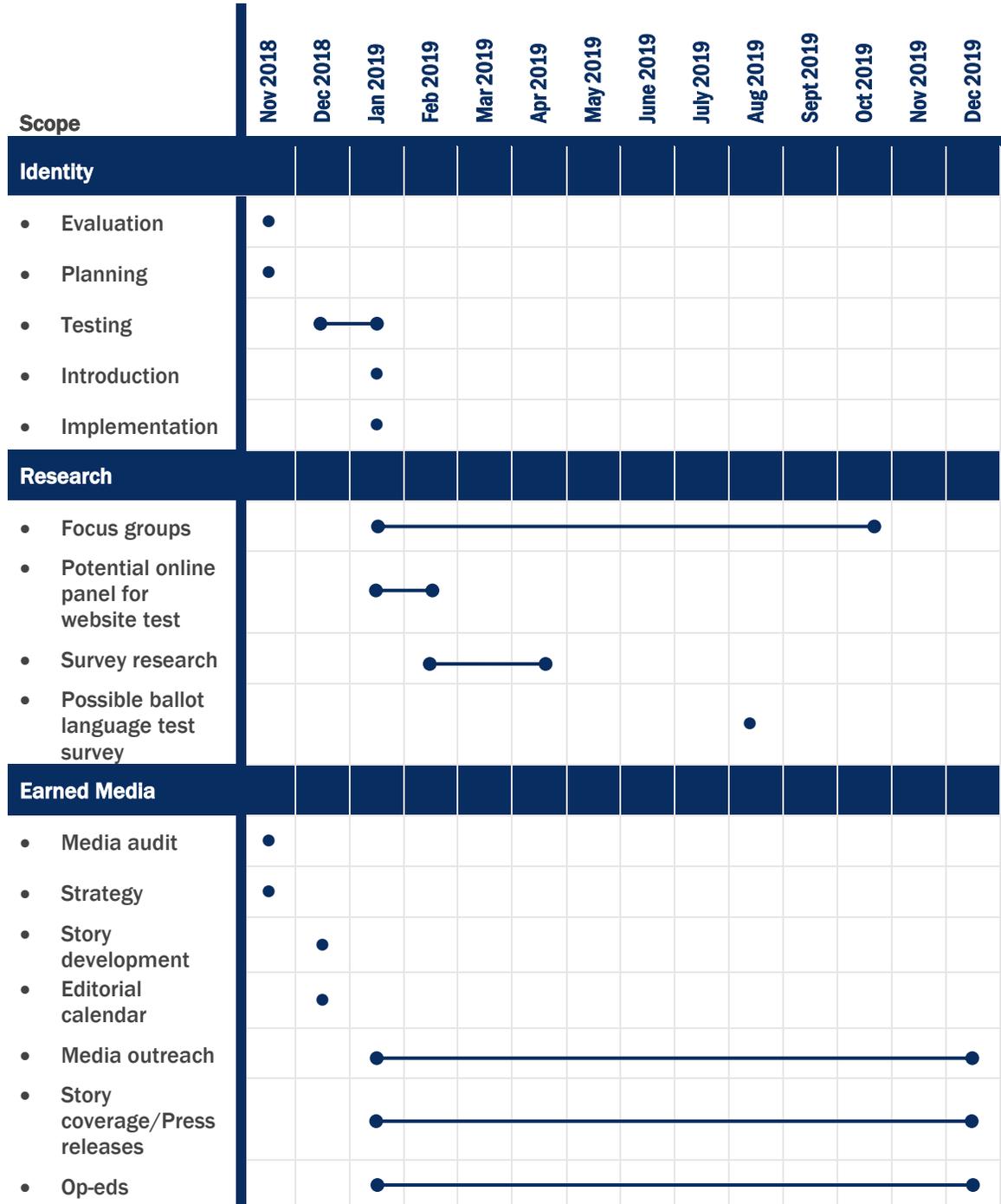
We recommend meeting monthly with the committee for updates and input. The TCT team will meet with the full board of directors, together with stake holders but also separately as needed. This approach will allow the program to efficiently proceed along the recommended timeline and within the available budget.

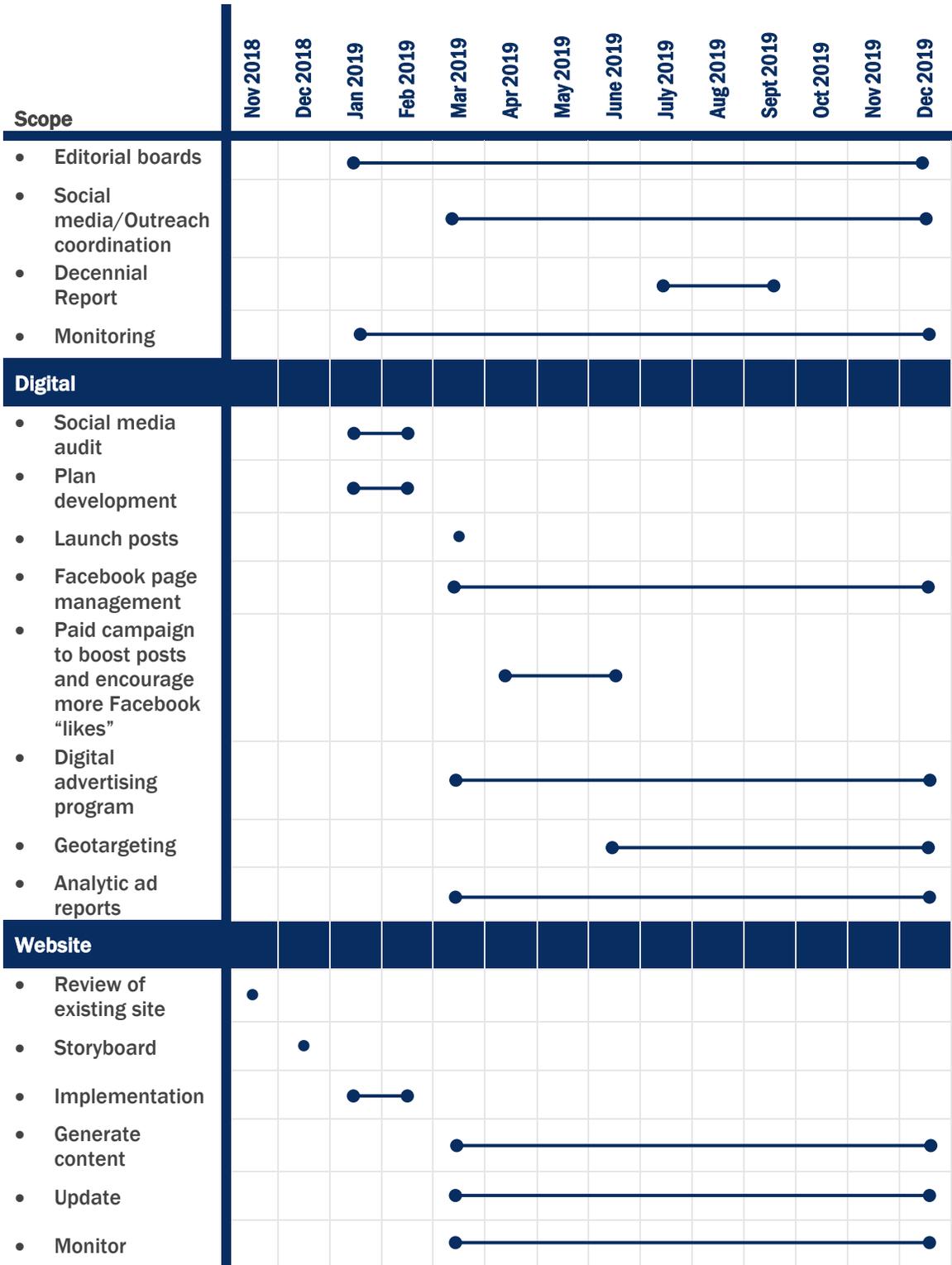
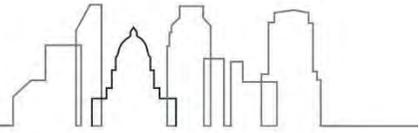


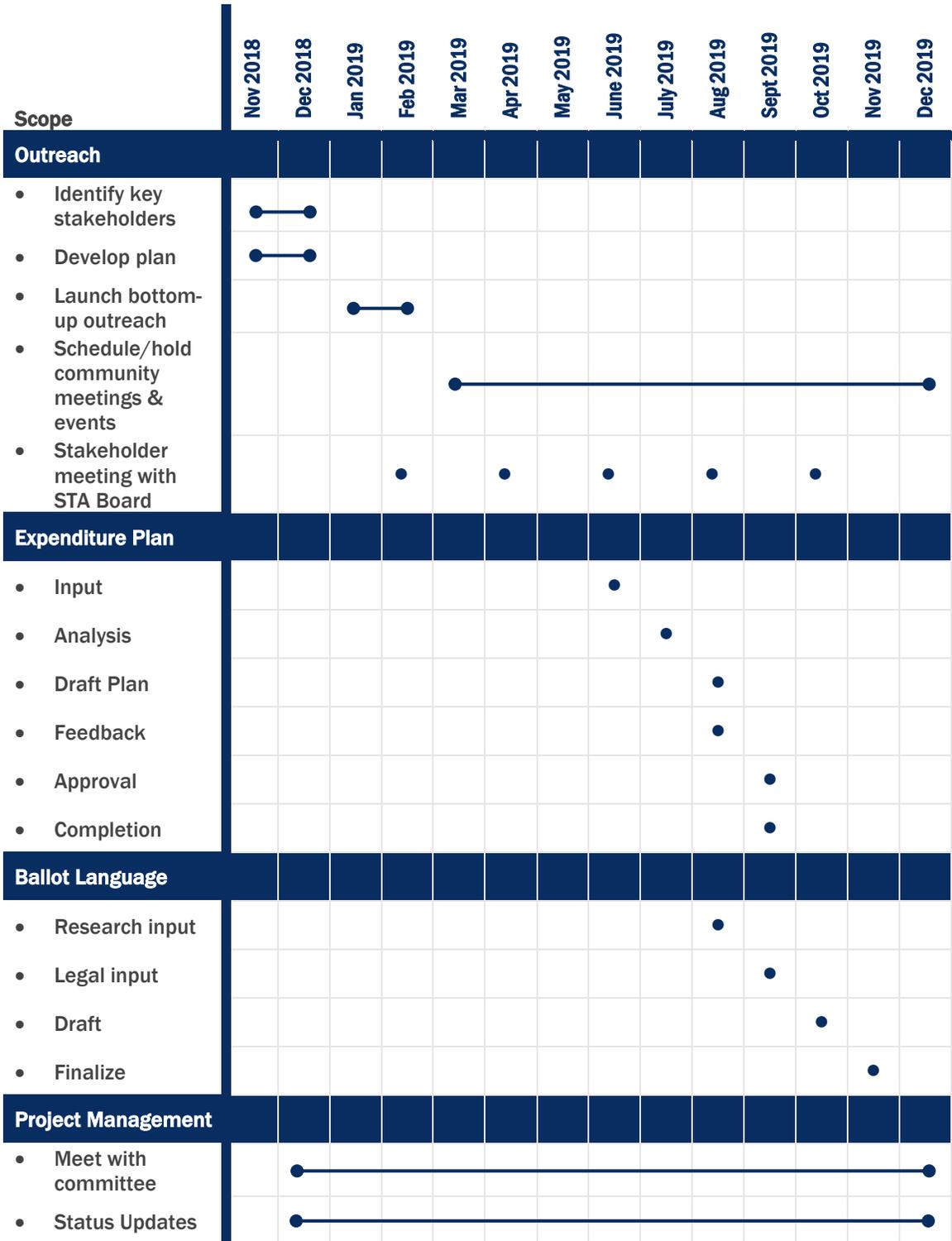
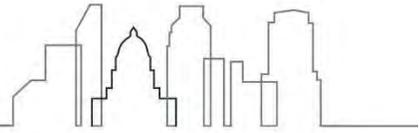
Timeline



STA Education/Outreach/Research Timeline November 8, 2018 – December 31, 2019

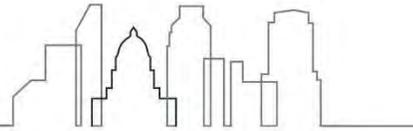








Cost Proposal



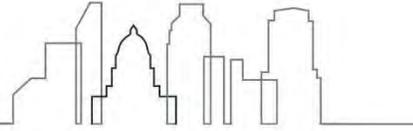
STA Education/Outreach/Research Plan Cost Proposal
November 8, 2018 – December 31, 2019

	TCT	KMP	FM3	Materials / Digital Content	Total
	Project Management Strategic Council Earned Media Content Decennial Report Expenditure Plan Ballot Language	Identity/ Branding, Digital/Social Media, Website, Outreach	Data Collection Focus Groups Online Panels Survey Research		
Nov 2018	12,750	8,500	10,500		31,750
Dec 2018	17,500	10,800	14,000		42,300
Jan 2019	17,500	10,800	14,000	2,000	44,300
Feb 2019	17,500	10,800	14,000	2,000	44,300
Mar2019	17,500	10,800	14,000	2,000	44,300
April 2019	17,500	10,800	14,000	2,000	44,300
May 2019	17,500	10,800		2,000	30,300
June 2019	17,500	10,800		2,000	30,300
July 2019	17,500	10,800		2,000	30,300
Aug 2019	17,500	10,800		2,000	30,300
Sept 2019	17,500	10,800		2,000	30,300
Oct 2019	17,500	10,800		2,000	30,300
Nov 2019	17,500	10,800		2,000	30,300
Dec 2019	17,500	10,800		1,800	30,300
	240,250	148,900	80,500	23,800	493,650

Total budget from November 2018 – December 2019: \$493,650



The Team



Townsend Calkin Tapio Public Affairs

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david@tctpa.com

Townsend Calkin Tapio Public Affairs (TCT) is among a handful of preeminent California public affairs and political consulting firms, based in Sacramento with decades of experience in creating successful strategies and campaigns for local, regional and statewide clients. Our qualifications and experience include work on key projects in Sacramento and adjoining counties, in the region and statewide. In addition to managing 17 successful local and statewide transportation campaigns, we developed and conducted 17 educational programs and 17 expenditure plans for those campaigns. We also successfully managed the statewide Californians for High-Speed Rail ballot measure (Proposition 1A) and Seismic Retrofit Bond (Proposition 192).

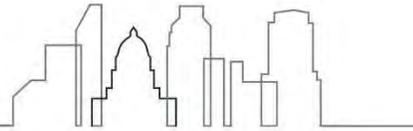
Additionally, we managed four winning Sacramento mayoral campaigns, defeating a 20-year incumbent, and six Sacramento County Sheriff campaigns, defeating an incumbent. We have never lost a mayoral or sheriff's race in Sacramento County. And our record includes managing several local and statewide GO bond and property tax campaigns, as well as providing successful public affairs counsel to many Sacramento area businesses, trade associations and other organizations, including the Wilton Rancheria resort and casino project in Elk Grove.

Our unique combination of experience and relationships enables us to see around corners and provide proactive counsel and strategy. TCT's principals have over 30 years of building coalitions and partnerships and conducting successful stakeholder outreach. Our approach is data-driven and collaborative. At the same time, we bring unparalleled expertise in media and communications, with deep relationships with all levels of media and inside knowledge of how to create powerful messages that will reach key audiences and successfully tell our clients' stories in an increasingly challenging media landscape.

David Townsend

David Townsend has created and directed winning multimedia, communications, political and public affairs campaigns for more than 35 years, and is the managing partner of TCT.

He provides strategic consultation to corporations, statewide coalitions, elected officials and trade associations in addition to directing state and local issue and candidate campaigns. One of California's top political experts, Mr. Townsend is called upon by Fortune 500 corporations, national and state trade associations, state and national political leaders (he was part of Governor Brown's strategy team in his 18 percent win over Whitman), small businesses and individuals to provide strategic advice and communications consulting. He has successfully managed California initiative campaigns for several years. Mr. Townsend has an over 85 percent winning record, managing budgets as high as \$60 million.



Kelly Calkin

Kelly Calkin is a leader in a new generation of game-changing political strategists who are redefining how to win in high-stakes candidate, ballot measure and legislative campaigns.

Kelly has the unique experience working as the political director for some of the most influential business and labor groups in California—Pacific Gas and Electric, the Personal Insurance Federation of California, and the California Professional Firefighters. In these roles, Kelly built the political infrastructure that provides a competitive advantage to these organizations in California. He also worked for the California Building and Construction Trades State Council and for a member of the U.S. House of Representatives. This close to 20 years of experience allows him to fully understand the complexities his clients face as they navigate California’s political landscape.

In 2016, Kelly served as campaign manager for Proposition 52 (Hospital Fees for Medi-Cal), a \$60 million statewide ballot initiative which garnered 70 percent of the vote statewide and won in every county—a historic effort. Due in part to his decades of connections, Kelly successfully spearheaded endorsements from the state Labor Federation, Democratic Party and other labor and progressive groups in the campaign.

In addition to ballot measures, Kelly has worked on over 100 state and local political campaigns including local ballot measures, board of supervisors, city council, fire board, special district and independent expenditure campaigns. His win rate is over 80 percent.

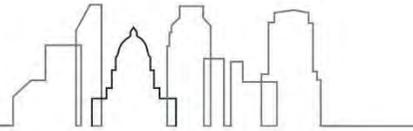
Kelly Calkin graduated with honors in political science from the University of California, Berkeley.

Chris Tapio

Chris Tapio has worked in and around the state Capitol for the last 20 years. He's a trusted policy advisor and political consultant to an influential and growing caucus of moderate Democrats in the Legislature. He was named in Capitol Weekly's list of the Top 100 most influential non-elected people in the state Capitol in 2016 and 2017.

Chris is active in local government in Sacramento, having directed successful campaigns for the school board, the city council, the board of supervisors and several local ballot measures. Chris has also served as an appointed member of the City of Sacramento's Charter Review committee.

Chris graduated from the University of California, Davis, with a degree in political science. His professional education experiences include the Jesse Unruh Assembly Fellowship Program, the City of Sacramento's City Management Academy, the Water Education Foundation's Water Leaders Program, and advanced coursework on land use planning in California from the UC Davis Extension.

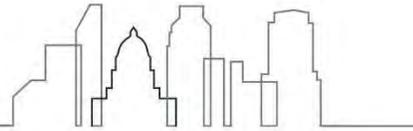


Bob Magnuson

Bob Magnuson uniquely combines high-level journalism and high-stakes public relations experience, having worked as a reporter, editor, publisher, CEO and communications consultant. He understands how journalists think and the pressures news organizations face in today's fast-changing media landscape.

Bob has successfully represented government, corporate and nonprofit clients on a broad range of media, messaging, social media, crisis and litigation issues. He was appointed by Governor Jerry Brown to serve as chief of communications and external affairs for the California High-Speed Rail Authority; he spent 20 years at the Los Angeles Times as a reporter, editor and executive and was a senior editor on newsroom staffs that won Pulitzer Prizes for the Los Angeles riots and Northridge Earthquake; he also was the CEO of InfoWorld Media Group.

Bob has worked on numerous public affairs campaigns and has strong relationships with state, national and international media outlets. He is a former Distinguished Fellow in the Future of Media at Chapman University, Chair of the Board of Trustees of PBS SoCal, and adjunct professor of journalism at University of California, Berkeley. Bob graduated with honors in political science from the University of California, Berkeley, has an MA in economics from the University of Massachusetts, Amherst, and an MSc from the Columbia University Graduate School of Journalism.



KMP Strategies LLC

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KMP Strategies LLC (KMP) is a woman-owned, full-service public outreach and education firm. KMP is recognized for its hands-on approach and ability to understand technical project aspects and relay details to non-technical stakeholders—we quickly adapt to project needs, identify the best person for each role and successfully navigate challenges while maximizing opportunities.

It is our experience that there is often more to agree upon, than there is to not. But, it can be difficult to hear and see those similarities when completely entrenched in a project. That's where KMP is most helpful, we serve as trusted advisors and extensions of our clients while bringing a fresh perspective.

We reach stakeholders where they are—on their phones, in their mailboxes, in their homes, in between songs on their playlist, and through those they trust. We are rooted in research and build upon our experience to design each program for our client's unique needs. KMP has been fortunate to work on some of the largest public outreach and education campaigns in the greater Sacramento region. We pride ourselves in working hard on behalf of our clients, maximizing efficiencies and realizing goals alongside our clients. KMP believes in identifying strengths and building relationships.

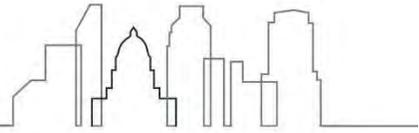
Over the last eight years, KMP has developed and nurtured relationships with the top practitioners in various specialty fields, some of which include: graphic design, market research, film production, data acquisition, and strategic media buying. These critical components provide clients the ability to tap into creative resources under KMP's guidance.

Sarah Modeste

Sarah Modeste is highly regarded for her expertise in managing public outreach and communication programs. With more than 15 years of experience, Sarah advises clients on public policy education, public affairs, and stakeholder identification and engagement.

Sarah is a trusted advisor to local governments, trade associations, and business groups. Known as an expert in developing comprehensive policy and media campaigns, Sarah has the ability relate to stakeholders and establish trusted relationships that provide opportunities for collaborative communication with hard-to-reach constituents.

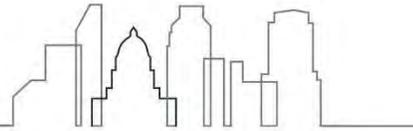
In 2009, Sarah identified a need for integrated communications consulting in a tight economic climate. In response, she opened Kennedy Modeste Communications. The firm grew alongside its many clients and in 2018, Kennedy Modeste Communications became KMP Strategies and welcomed Noah Painter as a partner.



Noah Painter

Noah Painter is recognized as a leading coalition builder in the Sacramento region, with expertise in transportation policy, climate change, and land use. Noah has worked with local government agencies, trade associations, and corporate clients to implement digital media, coalition building, and data management. He has worked on numerous high-profile public interest campaigns, providing education and strategic advisory services.

Noah has more than a decade of professional experience advising public officials, private organizations, and public institutions on high-visibility business matters and policy issues. He focuses on developing solutions to address complex problems for infill development projects and public policy matters by designing strategies to educate and influence policymakers, recruit allies, and mobilize supporters. Noah specializes in helping clients assess the economic, political, and public perception affecting their operations and designs programs that enhance their reputation and mitigate risk.



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Fairbank, Maslin, Maullin, Metz & Associates (FM3) has specialized in public policy-oriented opinion research since the company was first organized in 1981. With permanent offices in Los Angeles and Oakland, the firm conducts research for ballot measure campaigns, for Democratic political candidates, and for businesses, nonprofits, and government agencies across all fifty states and in other countries. FM3 has conducted thousands of focus groups and surveys throughout its three-decade history.

FM3 offers a full range of opinion research and communications strategy consulting services including all research services supporting the development and implementation of advertising and public outreach campaigns for nonprofit organizations. The firm plans and executes all phases of focus group and survey research projects from beginning to end. On an annual basis, the company conducts as many as 160 focus groups and 300 surveys.

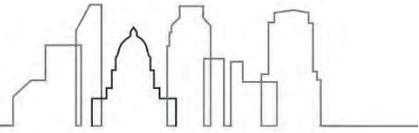
FM3's 24-person staff is multi-talented and works as a team to assure the completion of quality opinion analysis in a timely manner. In addition, FM3's data collection and sampling subcontractors are closely supervised and pre-qualified by FM3 to render immediate, high-quality service. FM3 prides itself in delivering personal service to its clients, who are assured ongoing contact with the firm's principals and senior personnel.

Dave Metz

Dave Metz has provided opinion research and strategic guidance to hundreds of nonprofit organizations, government agencies, businesses, and political campaigns in all 50 states since joining the firm in 1998.

In a challenging cycle for Democrats in 2016, Dave's research helped to re-elect five Democratic members of Congress; guide successful ballot measures to legalize marijuana in Maine, Massachusetts and Nevada; win elections for the Mayors of Phoenix, Houston, Sacramento, and Salt Lake City; win approval for major regional transportation improvements in Seattle, Phoenix, and the San Francisco Bay Area; and pass landmark soda tax measures in San Francisco and Oakland, California.

David has also provided research to win some of the nation's most expensive and contentious ballot measure campaigns. These include all the largest conservation finance measures in national history, including five successful statewide bond measures providing \$15 billion to protect land and water in California, as well as major statewide measures in Florida, Maine, Minnesota, Iowa, Pennsylvania, Ohio, Nevada, New Jersey, Rhode Island, and Oregon. In 2010 his research helped guide the campaign against California's Proposition 23 to an overwhelming victory with 62 percent of the vote, successfully defending the nation's strongest state law to reduce greenhouse gas emissions. His research on the issue of "regulatory takings" helped the environmental community reverse a string of ballot measure losses and win five consecutive campaigns in California, Oregon, Washington, and Alaska.



David received his bachelor's degree in government from Harvard University and his master's in public policy from the Goldman School of Public Policy at University of California, Berkeley. His writing on politics has appeared in Campaigns & Elections magazine, and in *Classifying by Race*, an edited volume on the role of race in American politics.

Lucia Del Puppo

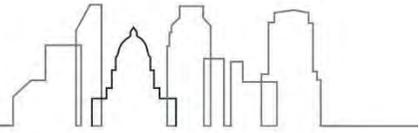
Lucia Del Puppo joined FM3 Research in 2015. Since then, her research areas have included local finance measures funding city services, schools, parks, and transportation.

In November 2016, Lucia provided research for the \$54 billion Sound Transit 3 ballot measure in Seattle. She also worked on a local measure to fund public transit, roads and highways in Santa Cruz County and she provided extensive support and research to the San Francisco Municipal Transit Agency in a public outreach and participation effort among Limited English Proficiency riders. Additionally, she has provided survey research for the San Francisco County Transportation Authority and the Sacramento County Listening Tour.

Lucia's prior experience includes providing policy research for the San Francisco Human Services Agency and the San Francisco Planning Department, as well as working as a systems and management consultant for federal agencies at Accenture. Lucia received a master's degree in public policy from the Goldman School of Public Policy at University of California, Berkeley, and a Bachelor of Science in decision science from Carnegie Mellon University.



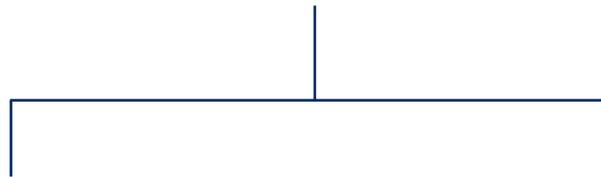
Team Structure



Townsend Calkin Tapio

STRATEGY/PROJECT MANAGEMENT

RESEARCH (W/FM3)
EARNED MEDIA
CONTENT/COLLATERAL
IDENTITY (W/KMP)
OUTREACH (W/KMP)
DECENNIAL REPORT
EXPENDITURE PLAN
BALLOT LANGUAGE

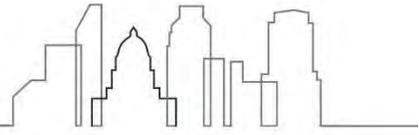


KMP

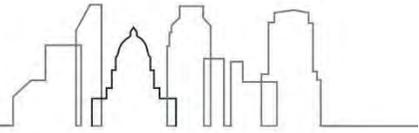
IDENTITY (W/TCT) | WEBSITE
DIGITAL | OUTREACH (W/ TCT)

FM3

RESEARCH (W/TCT)
FOCUS GROUPS | ONLINE PANEL
SURVEY RESEARCH



References



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dsteinberg@cityofsacramento.org

C. Duane Dauner, President and CEO (retired)

California Hospital Association

916-443-7401

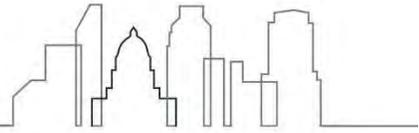
cddauner@calhospital.org

Jim Cooper, Assemblymember – District 9

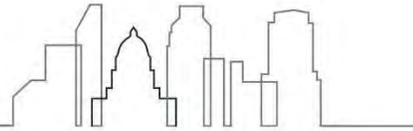
California State Assembly

916-319-2009

assemblymember.cooper@asm.ca.gov



FM3 Additional Relevant Experience

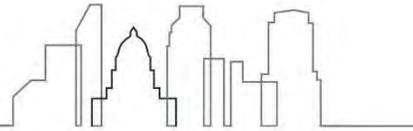


Transportation Finance Measures

FM3's research on behalf of transportation financing ballot measures goes well beyond simply gauging support and opposition for a ballot proposition; it extends to evaluating transportation projects to determine where the public's desires intersect with transportation agency assessments of local transportation needs. Our analyses examine each community's unique needs and desired projects to come up with the best answer to the question on every voter's mind: "What's in it for me?"

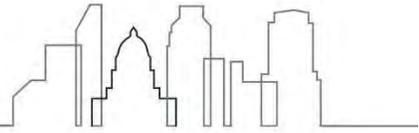
Our research in support of transportation improvements at the local level has resulted in voter approval of ballot measures that will provide hundreds of billions of dollars in new voter-approved funding:

- **Los Angeles County's Measure M**, approved with a resounding 70 percent of the vote, will raise \$120 billion via a half-cent sales tax.
- **Sound Transit Proposition 1** will fund the major expansion known as ST3, adding 62 miles of light rail, additional bus-rapid transit lines and more Sounder train capacity in the Seattle region. Together, Sound Transit 1 (1996), Sound Transit 2 (2008), and Sound Transit 3 (2016) provide funding for the ongoing build-out of rapid transit in metropolitan Seattle.
- **Bay Area Rapid Transit (BART)'s \$3.5 billion bond Measure RR** will make crucial upgrades to the 50-year-old regional rail system, which serves 430,000 riders per day in the San Francisco Bay Area.
- **The Valley Transit Authority**, serving San Jose and Silicon Valley, will have 30 years of funding to ease congestion by extending BART and Caltrain service (Measure B). In November 2010, FM3 also helped Santa Clara County's Valley Transportation Authority win voter approval for a \$10 vehicle registration fee surcharge to fund transportation improvements.
- **Phoenix's Proposition 104**, approved in November 2015, will provide the basis for Phoenix's plans to triple the mileage of the city's light rail network in the coming years.
- **Measures focused largely on transit and road repair** investments passed in Santa Cruz County, and the California cities of Clearlake, Lakeport, and Menifee in 2016. The California counties where FM3's research has helped to successfully pass transportation sales tax measures include Fresno, Imperial, Los Angeles, Napa, Riverside, Sacramento, San Bernardino, San Mateo, Santa Barbara, Santa Clara, and Tulare.
- **FM3's research aided the City of San Francisco** in passing the first local transportation bond measure in California in 2011, a feat that our research helped the city repeat in 2014.
- Together with a GOP partner, **FM3 has conducted two statewide surveys on transportation in Minnesota** on behalf of the state's three largest local chambers of commerce (Minneapolis Regional Chamber of Commerce, Saint Paul Area Chamber of Commerce and TwinWest Chamber of Commerce). Research in 2012 and 2013 tracked voters' support for expanded and improved public transit in the state, with a particular focus on state investments in the Southwest Light Rail line.

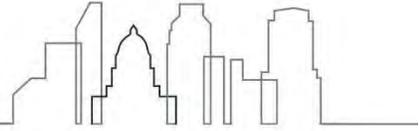


FM3 has also conducted a range of national research projects designed to develop best practices for passing transportation ballot measures, including:

- In May 2013, FM3 and a Republican partner firm conducted a series of 10 in-depth interviews among chamber of commerce CEOs and transportation policy experts on behalf of **Transportation for America (T4A)**. The respondents included leaders from a cross-section of chambers of commerce by city size and geographic region. The discussion guide was designed to gauge the importance of transportation investments in making regions more economically competitive, explore what is working in the country's transportation systems, what is not working, and determine what these experts think should be done about it. And in 2015, FM3 conducted focus groups with millennials in Seattle for T4A, assessing the ways that young urban residents think about and utilize transportation options.
- In 2012, FM3 partnered with the same GOP firm to conduct research on public transportation funding for the **Natural Resources Defense Council**. The research included a national survey on attitudes toward public transportation, as well as focus group research in North Carolina, Philadelphia and Cleveland.
- In 2010, FM3 and the GOP firm conducted a national survey on transportation funding priorities for **Smart Growth America**, exploring voter priorities for federal transportation funding. The national survey was paired with a series of state surveys (Ohio, Georgia, Minnesota, New Jersey, Oregon, and Pennsylvania), exploring specific transportation priorities on a state-by-state level.



Conflict of Interest and Political Contribution Statements



Conflict of Interest

We are not aware of, nor do we anticipate, that any current or anticipated work constitutes a conflict and does not affect our ability to perform the services required for this project.

Political Contribution Statements

In the last twelve months TCT has made a contribution of \$1,650 to Schenirer for City Council, and in 2018 it made a contribution of \$500 to Patrick Kennedy for Supervisor.

Signature