



SACOG Board of Directors

Item #07-1-15 Report

January 11, 2007

Executive Director's Report

The following is a brief status report on some of the major issues and projects currently being advanced by SACOG.

KEY BOARD ITEMS:

MTP Exercise: After a year of public input it is very important that the Board members have an opportunity to weigh in on the key issues addressed in the November 16 TALL Order Forum. We have designed a significantly expedited version of the laptop computer exercise the Board conducted at its December meeting in order to ensure that we get input on all remaining 8 corridors in as an efficient manner as possible. This information from Board members is critical to staff as it prepares to put together the framework for a draft preferred alternative for the Board to work on starting as early as next month.

ADMIN:

Revision of Conflict of Interest Code: SACOG is currently amending its conflict of interest code for SACOG employees to reflect the changes in the Position Plan (i.e. employee classifications) over the past two years. This is simply a house-cleaning exercise to reflect the amendment and/or additions of positions previously approved by the SACOG Board. The amended code is in the middle of a 45-day review period which will end on February 12th. After the review period commences, the code will be brought to the Board for approval before sending it to the FPPC for its approval.

ISSUES:

Local Government MTP Briefings: As you know, we are making a round of local government briefings to ensure that we thoroughly understand how local issues and concerns relate to the MTP that we are developing. These briefings are going very well. In most cases senior staff and elected officials have been involved; in some cases the briefings have been just with senior staff. Thanks to all of our members for making time for these discussions.

January 31 Channel 3 MTP Town Hall: We are recruiting 13 Board members from 2006 and 2007 Board leadership positions to participate in the 50 person live studio audience for this event, which will be from 6:30 p.m. to 7:30 p.m., January 31 on Channel 3. The station told us how many seats we had, and they are doing all of the decision-making on who will be invited to sit in the other 37 seats. Television viewers will weigh in with their opinions after the event via an internet survey instrument (or they can call to get the same thing in the mail). The show will cover a full range of transportation topics in the region. More details are included in the "receive and file" item appended to this.

SACOG Participation in the Local Government Commission Water Resource/Flood Control Workshop and Delta Vision Local Government and Land Use Stakeholder Panel: The Local Government Commission is organizing a workshop sometime in April, "Linking Water and Land Use in the Sacramento Region," for which they are seeking non-financial sponsorship from SACOG. The

workshop will cover many aspects of water resource planning and management including flood control and how they are affected by land use decisions. At a workshop scoping meeting in December, participants suggested that the LGC collaborate with organizers of the annual American River Watershed Conference thereby elevating the profile and scope of the event. If those efforts are merged, SACOG will be included as a non-financial sponsor of this event along with local and regional water agencies, SAFCA and other agencies.

SACOG staff has also been asked to participate on the Delta Vision Local Government and Land Use Stakeholder Coordination Group. A number of stakeholder groups, covering an array of issues in the Delta, will advise a Blue Ribbon Task Force and the Delta Vision Committee responsible for developing recommendations on Delta management strategies. The Delta Vision is an executive order, signed by Gov. Schwarzenegger in September 2006, to develop a sustainable management program for the Sacramento-San Joaquin Delta. The Delta Vision will be underpinned by the CALFED Program, continuing to focus on water supply and ecosystem restoration, while broadening the discussion to include infrastructure and land-use resources.

Capitol Corridor: The Capitol Corridor Joint Powers Association just received the ridership numbers for December, which shows an 11% increase over FY 06 and a record for the month. Also, ticket revenues were up 18.9% over last year and the revenue to cost ration for the first 3 months of the fiscal year is holding at about 47%. The only concern is on-time performance which is expected to improve once the trackwork is completed in late February. If the on-time performance were at least 90%, then the ridership/revenue numbers would probably be even higher.

RECEIVE & FILE ITEMS: These items were previously considered Board items; however in an attempt to streamline the meetings, I am attaching them to the ED report. If you have any questions, please call me prior to the meeting. Backup material for each item is attached and any of these items can be discussed during Other Matters, if the Board so chooses.

1. Town Hall Update

CALENDAR:

Jan 31 @ 6:00	Electronic Town Hall Meeting	KCRA
Feb 1 @ 10:00 a.m.	Transportation Committee	SACOG
Feb 1 @ 1:30 p.m.	Government Relations & Public Affairs	SACOG
Feb 5 @ 10:00 a.m.	Housing, Land Use & Air Quality	SACOG
Feb 5 @ 1:30 p.m.	Flood Management	SACOG
Feb 15 @ 9:00 a.m.	SACOG Board of Directors	SACOG

Mike McKeever
Executive Director

MM:rt



Receive & File #1

TV Town Hall

SACOG, working in conjunction with KCRA 3, is developing a live television town hall to be aired from 6:30 to 7:30 p.m. on Wednesday, January 31, 2007 to address key issues and questions for the Metropolitan Transportation Plan for 2035 (MTP 2035).

The logistics for the TV Town Hall are being developed with KCRA 3. The broadcast will contain a pre-packaged video about key transportation issues, a live studio audience discussion, and online survey. The studio audience will include 50 people, consisting of 13 members of the SACOG Board leadership and 37 members of the general public. KCRA is selecting the audience from a list of 300 MTP workshop participants Valley Vision provided representative of the region's geography, interests and demographics.

The program is being designed as a self-contained opportunity for information and input to allow viewers to provide feedback regarding their transportation needs and priorities without having previously participated in any of the MTP workshops. Content will be simple and thematic, focusing on types of transportation improvements in three broad categories: road improvements, transit improvements, and quality of life improvements, including a variety of program improvements and amenities for pedestrians and bicyclists.

The studio discussion will be moderated by KCRA anchors Edie Lambert and Chris Riva. The program will begin with an introduction to SACOG and development of the MTP 2035 prioritizing \$38 billion across the region's six counties through 2035. In each of the three investments categories, KCRA will present a brief video segment with general information about the types of investments and associated costs. Participants and viewers will be asked questions to measure their preferences for specific types of investments. Telecast viewers can give input at home using surveys completed via the Internet or by mail.

SACOG will be able to contrast the input gathered from participants and viewers on January 31 with results from a random sample survey to be conducted between January 8 and 24 by Davis, Hibbits & Midghall (DHM). This random sample survey will be administered to 150 people in each county and the city of Sacramento by phone. In addition, DHM will facilitate three focus groups consisting of 8 to 10 randomly selected people. Results from this survey and the TV Town Hall will be presented with independent analysis by Adam Davis and Maury Giles at the February 15 Board meeting.

Public education efforts will continue leading up to the TV Town Hall with earned media, website content updates, outreach to participants in addition to ads in local newspapers promoting the TV Town Hall and further opportunities for public input.