
INTELLIGENT TRANSPORTATION SYSTEMS STRATEGIC DEPLOYMENT PLAN



Community Outreach Plan

Prepared for:



Prepared by:



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097860000

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TABLE OF CONTENTS
COMMUNITY OUTREACH PLAN

1. INTRODUCTION..... 1

2. OUTREACH PROGRAM OBJECTIVES..... 1

3. IDENTIFICATION OF PROJECT STAKEHOLDERS AND CHAMPIONS 1

4. MEETINGS AND WORKSHOPS 1

4.1 Project Stakeholder Kick Off Meeting [March 8, 2005]..... 1

4.2 Stakeholder Workshop #1 [March 30, 2005; 9:00 AM – 4:00 PM; at SACOG] 1

4.3 Stakeholder Workshop #2 [May 10, 2005; 9:00 AM – 4:00 PM; at SACOG)..... 1

4.4 SACOG Board Workshop [March 17, 2005] 1

5. PROJECT AWARENESS AND EDUCATION 1

5.1 Project Web Site..... 1

5.2 Stakeholder Email List and Notification Process..... 1

5.3 Regional Report Articles..... 1

5.4 PowerPoint Presentation..... 1

6. FACILITATE TECHNICAL REVIEW AND STAKEHOLDER INVOLVEMENT 1

7. BUILDING CONSENSUS..... 1



1. INTRODUCTION

The Sacramento Area Council of Governments (SACOG), in a cooperative effort with local government, the Federal Highway Administration, and Caltrans, is undertaking the preparation of an Intelligent Transportation Systems (ITS) Strategic Deployment Plan. This project builds upon ITS work previously undertaken by SACOG as well as local and state transportation agencies over the past several years and will result in the replacement of the SACOG 1996 Early Deployment Plan with a new document, the ITS Strategic Deployment Plan.

The development of the Strategic Deployment Plan will incorporate and build upon recent efforts of various local agencies and SACOG to demonstrate the importance of land use in planning for future transportation improvements. The Strategic Deployment Plan will be a first effort to integrate ITS planning and ITS project development strategies within the broader transportation and land use planning efforts.

This document will outline the outreach program tasks and events that will be undertaken during the preparation of the Strategic Deployment Plan.



2. OUTREACH PROGRAM OBJECTIVES

The objectives of the outreach activities are as follows:

- § Create awareness of the project (how land use and economic development studies and plans, air quality regulations, and market trends influence transportation planning decisions; noting where ITS can be used to advance the goals and objectives in these planning studies);
 - Identify champions for this project at the local level and ask them to encourage their local officials to attend appropriate meetings
 - Identify the appropriate SACOG Board sub committee to create a strong understanding of the ITS effort at SACOG
 - Provide awareness of project through web site, email notification and regional report articles
 - Invite high level stakeholders or their designees (planning managers, executive directors, chief executive officers of area agencies) to the kick-off meeting. In addition to a written invitation and an email reminder, the Consultant will make telephone calls to key stakeholders to encourage their attendance Provide opportunities for input to the project through the SACOG website, Regional Report and email.
- § Provide education on Intelligent Transportation Systems and how they can help the SACOG region achieve its land use and transportation goals;
 - Utilize PowerPoint presentations containing graphics and photographs and present fact sheets to educate the stakeholders
 - Highlight the achievements of local agencies (e.g. local and state traffic operations centers, Stockton enhanced bus, Watt Avenue and Arden Way ITS improvements)
 - Explain the connection between land use planning, transportation planning and ITS. Why should ITS be considered in all of these stages of urban planning?
 - Provide the connection between other transportation planning efforts and underlying ITS components
- § Facilitate technical review and involvement in the ITS architecture and strategic deployment plan development and explain how it is used and why;
 - Provide materials to the working group prior to public meetings to ensure accuracy
 - Prepare materials in layman language
- § Build consensus on the ITS vision, updated architecture, strategic direction, project concepts, recommended projects, and implementation priorities.
 - Identify areas of agreement
 - As an optional activity, conduct follow up interview and/or attend meetings to promote understanding and find areas of agreement where there appears to be disagreement. (at an additional cost)
 - As an optional activity, conduct additional meetings if agreement cannot be reached. (at an additional cost)

3. IDENTIFICATION OF PROJECT STAKEHOLDERS AND CHAMPIONS

This project will engage three groups of stakeholders. **Appendix A** includes a list of all stakeholders included in the outreach process. First is the traditional ITS stakeholder group who are actively involved in ITS projects. This group is composed of members of the ITS Partnership as well as the management of the organizations represented on this committee.

Second is the group of interested parties who are aware of ITS through past project deployment. This group consists of community organizations and/or agencies who believe they are impacted by ITS projects and members of the Regional Planning Partnership involved in transportation planning. Community organizations that have expressed either an interest or concern about ITS include environmental groups, community groups within Sacramento County, and County advisory groups representing the disabled community. The stakeholder list will include the Environmental Council of Sacramento, American Lung Association, Walk Sacramento, Sacramento Area Bicycle Advocates, all city and county disabled advisory committees, Metropolitan Chamber of Commerce, Building Industry Association, Sacramento County community advisory councils, Sacramento Transportation and Air Quality Collaborative, as well as other organizations identified during the first ITS Partnership or Regional Planning Partnership meeting.

The third group encompasses all newcomers to ITS. This group will most likely have limited knowledge of what ITS is, how it works, that it has been deployed throughout Sacramento County and adjacent urban areas, or that it is an underpinning of many planning efforts including the SACOG Blueprint Project. This group, for purposes of the Strategic Deployment Plan development, consists of the land use planners and air quality planners, and some non profit organizations who are interested in smart growth and supportive of transportation measures that encourage use of public transportation, walking and bicycling, but who may not be aware of how ITS strategies can be used and are necessary to support use of alternative modes of transportation. This third group will be drawn from participants of the SACOG Blueprint Project and the County Mobility Strategies Study including land use planners at each jurisdiction (not already on an existing SACOG committee), Valley Vision, American Lung Association, and business groups within the region to the kick off meeting.

In addition to stakeholders, the project team will work to identify ITS champions at the management and policy level (including elected officials) who are interested in smart growth and use of alternative modes of transportation in consultation with the ITS Partnership, the SACOG project manager, and the Regional Planning Partnership.



4. MEETINGS AND WORKSHOPS

The SACOG ITS Partnership is a committee composed of staff from jurisdictions with an interest or active involvement in ITS planning and deployment. The project team will meet with the Partnership at project initiation to review the project scope, schedule, process, deliverable review procedures and answer any questions about the project. A PowerPoint presentation will be prepared to support the team presentation. In addition, the project team will seek input from the Partnership on relevant stakeholders, identification of ITS champions and other matters needing local input. After this initial presentation, the project team will make project status presentations to the committee as appropriate. **[February 2, 2005]**

The SACOG Regional Planning Partnership is a committee composed of staff from jurisdictions throughout the SACOG region representing transportation, planning, and air quality interests. In addition, state and federal transportation and air quality representatives serve on the committee along with some community interest groups. The project team will meet with this group at the project initiation and cover the same items as noted for the ITS Partnership; however, since most of these committee members are not familiar with ITS, the project team will also provide a short informative presentation on what is ITS. After this initial presentation, the project team will provide monthly status reports as requested by the project manager. **[February 2, 2005]**

4.1 Project Stakeholder Kick Off Meeting **[March 8, 2005]**

The project kick off meeting will be scheduled shortly after the Partnerships' presentation and will be held at the SACOG offices. Invitees will include all relevant stakeholders in the Strategic Deployment Plan preparation as noted above. Invitations will be sent via email at least two weeks before the scheduled meeting and will include the purpose and intent of meeting. A courtesy email or phone call will be made two days before the kick off meeting to remind and encourage folks to attend. The kick off meeting will be run as working sessions allowing participants to actively participate.

The kick off meeting will be four hours with the first two hours consisting of a high level presentation oriented for non-technical attendees, followed by discussion and questions. A PowerPoint presentation will be used to support the team presentation. The second part of the kick off meeting will be more technical and interactive. It is anticipated that only parties interested in the technical aspects of the study will stay. Each two hour session will be segmented by a lunch break. Arrangements for lunch will be coordinated with SACOG (however, participants may be responsible for their own lunch). The notes of the kick off meeting comments will be prepared. The meeting will be facilitated as required. The agenda for the kick off meeting may include (may vary on actual agenda):

AM SESSION

- § Project overview and schedule
- § Overview of process for preparing and approving the architecture, maintenance plan and Strategic Deployment Plan
- § Description of ITS and its value in mobility
- § Link between ITS and land use planning and transportation planning; and how ITS can assist in meeting land use and transportation goals



- § Presentation of regional planning efforts (studies, general plan updates, transportation planning efforts)
- § Presentation of current ITS Vision document

PM SESSION

- § Presentation and review of draft inventory of ITS in Sacramento region
- § Comments on current ITS Vision document
- § Presentation of gaps between existing and planned ITS deployment
- § Identification and agreement on regional and local objectives for the use of ITS

It is anticipated that most participants will be technical staff as well as some management and policy staff. Invitations to the SACOG Board or other elected officials to the kick off meeting will be included.

4.2 Stakeholder Workshop #1 [March 30, 2005; 9:00 AM – 4:00 PM; at SACOG]

The first stakeholder workshop will be held after draft materials for the maintenance plan, regional architecture, operational concept, market packages and their prioritization are available for review and comment for at least one week prior to the meeting. All stakeholders will be invited. The same invitation process and timing will be used.

The workshop format will be similar to the kick off meeting to allow non-technical participants to learn about ITS and the project during the first hour of the meeting, but allow key stakeholders to stay for the technical review session. The primary focus of the workshop will be technical. The workshop will be facilitated and comments recorded to identify all issues, areas of agreement, and areas of disagreement. All comments will be submitted in writing to the SACOG project manager and forwarded to the consultant after resolving any conflicting comments in collaboration with the project team. The agenda may include (content and order of items may vary):

- § Presentation of regional planning efforts and priorities;
- § Presentation and comments on the maintenance plan;
- § Presentation and comments of the draft architecture;
- § Presentation and comments on the operational concept (roles and responsibilities); and
- § Suggested project priority.

Action items or recommendations from the workshop will be posted to the web site.

4.3 Stakeholder Workshop #2 [May 10, 2005; 9:00 AM – 4:00 PM; at SACOG]

The second and final stakeholder workshop will be focused on finalizing all documents in preparation for their inclusion in the Strategic Deployment Plan document. The workshop will again be open to all interested parties and stakeholders. The same protocol will be used to invite participants. A presentation supported by PowerPoint will be used to describe revisions and final documents. All materials will be distributed at least one week prior to the meeting. Comments sent via email within two weeks after the workshop will be incorporated. SACOG will receive the comments and resolve conflicting comments in collaboration with the project team. Only comments on the Strategic Deployment Plan will be taken at this workshop.



All comments received at the first workshop will be listed along with a response by the project team. Areas of disagreement will be highlighted, if any exist, and the project team will facilitate discussion to move the parties to agreement. The agenda will include:

- § Revisions to the draft architecture (final architecture presentation);
- § Revisions to the maintenance plan (final maintenance plan presentation);
- § Project list and timeframe for deployment (present draft and discuss comments);
- § Performance criteria;
- § Proposed methods for measuring performance criteria;
- § Revisions to roles and responsibilities (final operational concept);
- § List of agreements (e.g. MOU); and
- § Draft Strategic Deployment Plan incorporating all of the above.

4.4 SACOG Board Workshop [March 17, 2005]

At a major milestone in the Strategic Deployment Plan development, the project team will prepare a PowerPoint presentation and/or materials to be presented at a workshop of the SACOG Board. The workshop will consist of an overview of the project, an understanding of ITS planning and deployment in the region and how ITS relates to and supports the land use and transportation planning currently underway in the region. This presentation will be consistent with the information presented at the kick off meeting.

The workshop will also include a high level overview of the Strategic Deployment Plan. The PowerPoint presentation and supporting materials will be provided to SACOG staff by February 24, 2004.

5. PROJECT AWARENESS AND EDUCATION

5.1 Project Web Site

Project web pages will be designed by the project team for inclusion on the SACOG web site. The web pages will be a major educational and project awareness tool. It will include all materials prepared for meetings including meeting schedule, meeting notices, and agendas, meeting notes, the meeting PowerPoint presentations, all deliverables that require review and comment will be posted to the web site. Once documents are updated, they will be replaced with the newer version to maintain version control unless SACOG can accommodate an archived report file. All stakeholders will be directed to the web site by an email notification list with appropriate notices.

5.2 Stakeholder Email List and Notification Process

The stakeholder email list will be initially developed using the rosters of the ITS Partnership, the Regional Planning Partnership, land use planners from each jurisdiction, community groups with an interest in ITS, and other interested parties as noted above. The list will be updated as needed during the course of the project. The email list will be the primary form of communication to notify stakeholders of meetings, availability of deliverables, and review timeline and deadline for comments.

5.3 Regional Report Articles

Two articles will be prepared, at major project milestones, in consultation with the project manager. The purpose of the articles is to convey awareness and education of ITS as well as the project through whatever means is available to SACOG. The articles will be prepared for the SACOG Regional Report in layman language.

5.4 PowerPoint Presentation

A “library” of PowerPoint slides will be developed to convey the messages and present agenda items identified in the above meetings. The PowerPoint slides will be segmented for each meeting beginning with the ITS Partnership and Regional Planning Partnership presentations; and modified as needed for each subsequent meeting. In some instances the same material will be used for different meetings and audiences.

6. FACILITATE TECHNICAL REVIEW AND STAKEHOLDER INVOLVEMENT

It is anticipated that there will be two levels of involvement in this project. First, the traditional ITS staff who implement, manage, and operate ITS projects in the region will be actively involved in the development of the architecture, maintenance plan, and Strategic Deployment Plan. This group will be closely involved in all aspects of the project including meeting attendance, a high level of interaction and review of all deliverables. Use of meetings as well as electronic distribution of materials will provide flexibility to those staff in accessing material and providing comments via email. In instances where a number of key staff do not attend meetings, but follow up discussion is required, an optional one hour teleconference will be scheduled after each Stakeholder Workshop to capture comments and questions at the discretion of the project team.

Second, newcomers and interested parties will most likely attend part or all of the meetings but with limited technical knowledge. Use of the project web site as an information tool with other web site links providing additional references and information about ITS will allow those parties to obtain more information about ITS, access project related deliverables without physically showing up for meetings and allow for comments. The project web site information will support the layman type of presentation material that will be used by the project team.

To facilitate attendance, and meeting discussion and review, the meeting schedule will be posted to the web site prior to the kick off meeting and distributed at the kick off meeting, materials for each meeting will be posted to the web site at least one week prior to the workshop or meeting, and a reminder email notice of meetings, review period deadlines, and other appropriate milestones will be sent to all stakeholders.



7. BUILDING CONSENSUS

The development of a regional architecture and maintenance plan is based on a consensus model in which one step builds upon the next. Consensus will be obtained by first providing layman presentation of the material, then delving into the more technical issues with the traditional stakeholder group, finding areas of agreement and disagreement through discussion; and finally finding those issues that are “deal killers”.

Areas of disagreement will be facilitated by working with each party to identify the underlying concerns or issues associated with disagreements. This will be accomplished with follow up phone calls to the concerned stakeholders after the stakeholder workshops. In consultation with the project manager, revisions will be proposed or areas of disagreement may be deleted.

Consensus needs to build upon a common understanding of the project purpose and objectives, project deliverables, allowing for adequate discussion and comment, and facilitating a discussion of areas of disagreement.

SACOG ITS Strategic Deployment Plan

Stakeholders

First Name	Last Name	Organization	Address	Phone	Fax	E-Mail
Rebecca	Garrison	50 Corridor TMA	2365 Iron Point Rd Ste 300, Folsom, CA 95630	916-852-7409	916-351-3984	rebecca@50corridorTMA.org
Mary	Brill	Alliance Of Neighborhoods	P.O. Box 22598, Sacramento, CA 95822	916-395-0129	916-395-0129	marybrill@jps.net
Bill	Allen	Amador Stage Lines	1331 C St, Sacramento, CA 95814	916-444-7880	916-444-7837	wrabus@hotmail.com
Judy	Bruguier	American Lung Assn	909 12Th St Ste 100, Sacramento, CA 95814-2931	916-444-5864	916-444-6661	judyb@saclung.org
Anne	Geraghty	American Lung Assn	909 12Th St Ste 100, Sacramento, CA 95814	916-444-5864	916-444-6661	ageraghty@saclung.org
Jon	Clark	BCAG	965 Fir St, Chico, CA 95928-6301	530-538-6866	530-538-6868	jonclark@bcag.org
Carrie	Pourvahidi	CA High-Speed Rail Auth	925 L St Ste 1425, Sacramento, CA 95814	916-324-1541	916-322-0827	cpourvahidi@hsr.ca.gov
Douglas	Ito	Calif Air Resources Board	2020 L St, Sacramento, CA 95814-4219	916-322-2929	916-322-3646	dito@arb.ca.gov
Jackie	Johnson	Calif Air Resources Board	1001 I St, Sacramento, CA 95812	916-323-1077	916-322-3646	jjohnson@arb.ca.gov
Michael	Kenny	Calif Air Resources Board	2020 L St, Sacramento, CA 95814	916-445-4383	916-322-4743	mkenny@arb.ca.gov
Elliot	Mulberg	Calif Air Resources Board	1001 I St, Sacramento, CA 95814-2828	916-322-7047	916-322-3646	emulberg@arb.ca.gov
Tony	Rice	Calif Transit Assn	1414 K St Ste 320, Sacramento, CA 95814	916-446-4656	916-997-8562	tony@caltransit.org
Victoria	Coulter	Caltrans	1120 N St MS 39, Sacramento, CA 95814	916-653-1205	916-653-4565	victoria.coulter@dot.ca.gov
Don	Dean	Caltrans	1120 N St MS 39, Sacramento, CA 95814	916-654-9776	916-654-9366	don_dean@dot.ca.gov
Bruce	DeTerra	Caltrans	703 B St., Marysville, CA 95901	530-741-4025	916-322-9035	bruce.de.terra@dot.ca.gov
Evelyn	Dodson	Caltrans	703 B St., Marysville, CA 95901	530-741-7337	530-741-4245	Evelyn.Dodson@dot.ca.gov
Katie	Eastham	Caltrans	2389 Gateway Oaks Dr., Sacramento, CA 95833	916-274-0614	916-274-0648	Katherine.Eastham@dot.ca.gov
Ron	Hall	Caltrans	2389 Gateway Oaks Dr., Sacramento, CA 95833	916-274-0617	916-274-0648	ron_hall@dot.ca.gov
Jody	Jones	Caltrans	703 B St., Marysville, CA 95901	530-741-4233	530-741-4245	jody.jones@dot.ca.gov
Wayne	Lewis	Caltrans	703 B St., Marysville, CA 95901	530-741-7337	530-741-4245	Wayne_Lewis@dot.ca.gov
Barry	Pavan	Caltrans	1120 N St MS 39, Sacramento, CA 95814	916-859-7975	916-859-7959	barry_pavan@dot.ca.gov
Peter J	Steinert	Caltrans	1120 N St MS 39, Sacramento, CA 95814	916-654-9446	916-654-9366	peter_steinert@dot.ca.gov
Amarjeet	Benipal	Caltrans Dist 3	703 B St, Marysville, CA 95901	530-741-7434	530-741-4245	Amarjeet_Benipal@dot.ca.gov
Benjamin J	Bramer	Caltrans Dist 3	703 B St, Marysville, CA 95901-0911	530-741-5450	530-741-5466	ben.bramer@dot.ca.gov
Jeffrey	Pulverman	Caltrans Dist 3	2389 Gateway Oaks Dr., Sacramento, CA 95833	916-274-0638	916-274-0648	Jeff_Pulverman@dot.ca.gov
Steve	Propst	Caltrans Dist 3	703 B St., Marysville, CA 95901	530-741-5455	530-740-4804	Steve_Propst@dot.ca.gov
Tom	Wood	Caltrans Dist 3	720 Yuba St, Marysville, CA 95901	916-859-7980	916-859-7959	tom_wood@dot.ca.gov
Markus	Heiman	Caltrans District 3 - TMC	720 Yuba St, Marysville, CA 95901	916-859-7979	916-859-7959	markus_heiman@dot.ca.gov
William	Tournay	Caltrans Div. Transportation Planning	POB 942874 - MS 32, Sacramento, CA 94274	916-653-4680	916-653-4570	bill_tournay@dot.ca.gov
Scott	Williams	Caltrans New Tech & Research	1227 O St 5Th Floor MS 83, Sacramento, CA 95814	916-654-9851	916-657-4721	k_scott_williams@dot.ca.gov
Brian	Hagler	CHP - Sac Communications Center	3165 Gold Valley Dr., Rancho Cordova, CA 95670	916-861-1333	916-861-1345	bhagler@chp.ca.gov
John	Rolin	CHP - Valley Division	11336 Trade Center Dr., Rancho Cordova, CA 95742	916-464-2090	916-464-2097	jrolin@chp.ca.gov
Joanna	Belanger	City Of Auburn	1225 Lincoln Way, Auburn, CA 95603	530-823-4211	530-885-5508	jbelanger@auburn.ca.gov
Jack	Warren	City Of Auburn	1225 Lincoln Way, Auburn, CA 95603	530-823-4211	530-885-5508	jwarren@auburn.ca.gov
Will	Wong	City Of Auburn	1225 Lincoln Way, Auburn, CA 95603-5020	530-823-4211	530-885-5508	wwong@auburn.ca.gov
Don	Black	City of Citrus Heights	6237 Fountain Square Dr., Citrus Heights, CA 95621	916-727-4725	916-725-5799	dblack@citrusheights.net
Stuart	Hodgkins	City of Citrus Heights	6237 Fountain Square Dr., Citrus Heights, CA 95621	916-727-4770	916-725-5799	shodgkins@ci.citrus-heights.ca.us
Robert J	MacNicholl	City of Citrus Heights	6237 Fountain Square Dr, Citrus Heights, CA 95621	916-727-4764	916-725-5799	rmacnicholl@ci.citrus-heights.ca.us
Diane	Nakano	City of Citrus Heights	6237 Fountain Square Dr., Citrus Heights, CA 95621	916-727-4770	916-725-5799	dnakano@ci.citrus-heights.ca.us
Janet	Ruggiero	City of Citrus Heights	6237 Fountain Square Dr., Citrus Heights, CA 95621	916-725-2448	916-725-5799	jruggiero@citrusheights.net
Hilary	Straus	City of Citrus Heights	6237 Fountain Square Dr., Citrus Heights, CA 95621	916-725-2448	916-725-5799	hstraus@citrusheights.net
Sherri	Conway	City of Colfax	33 South Main Street, PO Box 702, Colfax, CA 95713	530-346-2313	530-346-6214	colfax@foothill.net
David	Woodford	City of Colfax	33 South Main Street, PO Box 702, Colfax, CA 95713	530-346-2313	530-346-6214	colfax@foothill.net
Linda	Alemania	City of Davis	23 Russell Blvd, Davis, CA 95616-3837	530-757-4420	530-758-0204	lalemania@ci.davis.ca.us
Bill	Emlen	City of Davis	23 Russell Blvd, Davis, CA 95616	530-757-5610	530-757-5660	bemlen@ci.davis.ca.us
Patrick	Fitzsimmons	City of Davis	23 Russell Blvd, Davis, CA 95616-3896	530-757-5671	530-758-4738	fitz@ci.davis.ca.us
Bob	Weir	City of Davis	23 Russell Blvd, Davis, CA 95616-3837	530-757-5686	530-758-4738	bweir@ci.davis.ca.us
Pat	Angell	City of Elk Grove	8400 Laguna Palms Way, Elk Grove, CA 95758	916-478-2265	916-691-2001	pangell@pacificmunicipal.com
Penny	Buchman	City of Elk Grove	8400 Laguna Palms Way, Elk Grove, CA 95758	916-478-2219	916-691-2001	Pbuchman@elkgrovecity.org
Fritz	Buckman	City of Elk Grove	8400 Laguna Palms Way, Elk Grove, CA 95758	916-478-2293	916-691-2001	Fbuckman@elkgrovecity.org
Christine	Crawford	City of Elk Grove	8400 Laguna Palms Way, Elk Grove, CA 95758	916-478-2264	916-691-2001	cmcferson@elkgrovecity.org
Taro	Echiburu	City of Elk Grove	8400 Laguna Palms Way, Elk Grove, CA 95758	916-478-2265	916-691-2001	techiburu@elkgrovecity.org

SACOG ITS Strategic Deployment Plan

Stakeholders

First Name	Last Name	Organization	Address	Phone	Fax	E-Mail
Steve	Flint	City of Elk Grove	8400 Laguna Palms Way, Elk Grove, CA 95758	916-478-2265	916-691-2001	sflint@elkgrovecity.org
Craig	Hoffman	City of Elk Grove	8400 Laguna Palms Way, Elk Grove, CA 95758	916-478-2265	916-691-2001	choffman@elkgrovecity.org
Mike	Kashiwagi	City of Elk Grove	8400 Laguna Palms Way, Elk Grove, CA 95758	916-478-3648	707-557-6704	mkashiwagi@elkgrovecity.org
Bob	Lee	City of Elk Grove	8400 Laguna Palms Way, Elk Grove, CA 95758	916-478-2227	916-691-2001	blee@elkgrovecity.org
Jim	Lee	City of Elk Grove	8400 Laguna Palms Way, Elk Grove, CA 95758	916-478-2265	916-691-2001	jlee@elkgrovecity.org
Eric	Norris	City of Elk Grove	8400 Laguna Palms Way, Elk Grove, CA 95758	916-478-2265	916-691-2001	enorris@elkgrovecity.org
Gwen	Owens	City of Elk Grove	8400 Laguna Palms Way, Elk Grove, CA 95758	916-478-2233	916-691-2001	gowens@elkgrovecity.org
David	Yatabe	City of Elk Grove	8400 Laguna Palms Way, Elk Grove, CA 95758	916-478-2253	916-691-2001	dyatabe@elkgrovecity.org
Bill	Pable	City of Elk Grove Planning	8400 Laguna Palms Way, Elk Grove, CA 95758	916-478-2257	916-691-2001	bpable@elkgrovecity.org
Gail Furness	DePardo	City of Folsom	50 Natoma St, Folsom, CA 95630-2614	916-355-7222	916-355-7274	gdepardo@folsom.ca.us
Amy	Feagans	City of Folsom	50 Natoma St, Folsom, CA 95630-2614	916-355-7351	916-353-1705	afeagans@folsom.ca.us
Tom	Garcia	City of Folsom	50 Natoma St, Folsom, CA 95630-2614	916-355-7377	916-351-0525	tgarcia@folsom.ca.us
Kent M	Gary	City of Folsom	50 Natoma St, Folsom, CA 95630-2614	916-355-8368	916-355-8362	Kgary@folsom.ca.us
Michael	Johnson	City of Folsom	50 Natoma St, Folsom, CA 95630-2614	916-355-7222	916-355-7274	mjohnson@folsom.ca.us
Scott	Johnson	City of Folsom	50 Natoma St, Folsom, CA 95630-2614	916-355-7385	916-355-7274	sjohnson@folsom.ca.us
Jim	Konopka	City of Folsom	50 Natoma St, Folsom, CA 95630-2614	916-351-3516	916-351-5931	Jkonopka@folsom.ca.us
Rich	Lorenz	City of Folsom	50 Natoma St., Folsom, CA 95630	916-355-6278	916-355-7274	rlorenz@folsom.ca.us
John	Maguire	City of Folsom	50 Natoma St., Folsom, CA 95630	916-355-7222	916-355-7274	jmaguire@folsom.ca.us
Ted	Anderson	City of Galt	380 Civic Dr, Galt, CA 95632	209-366-7100	209-745-4601	admin@ci.galt.ca.us
Curt	Campion	City of Galt	495 Industrial Dr, Galt, CA 95632	209-366-7230	209-744-1642	ccampion@ci.galt.ca.us
Doug	Gault	City of Galt	495 Industrial Dr, Galt, CA 95632-1561	209-366-7260	209-745-0811	dgault@ci.galt.ca.us
Sandy	Kiriu	City of Galt	495 Industrial Dr, Galt, CA 95632	209-366-7230	209-745-0811	skiriu@ci.galt.ca.us
Linda	Gonzales	City of Isleton	PO Box 758, Isleton, CA 95641	916-777-7743	916-777-7775	isletoncityof@aol.com
Bob	Grunwald	City of Isleton	PO Box 758, Isleton, CA 95641	916-777-7770	916-777-7775	rgrunwald@aol.com
Jim	Miller	City of Isleton	PO Box 758, Isleton, CA 95641	916-777-4731	916-777-7775	isletoncityof@aol.com
Rod	Campbell	City of Lincoln	640 5Th St, Lincoln, CA 95648	916-645-3320	916-645-9502	rcampbell@ci.lincoln.ca.us
John	Pedri	City of Lincoln	640 5th Street Lincoln, CA 95648	916-645-8576	916-645-6152	jpedri@ci.lincoln.ca.us
Gail	Williams	City of Lincoln	640 5Th St, Lincoln, CA 95648-1878	916-645-8576	916-645-6152	gwilliams@ci.lincoln.ca.us
Rob	Hickey	City of Live Oak	9955 Live Oak Blvd, Live Oak, CA 95953	530-695-2112	530-695-2595	citymgr@liveoakcity.org
John	Linhart	City of Live Oak	9955 Live Oak Blvd, Live Oak, CA 95953	530-695-2112	530-695-2595	jlinhart@liveoakcity.org
Bruce	Nash	City of Live Oak	9955 Live Oak Blvd, Live Oak, CA 95953	530-695-2112	530-695-2595	rarchico@aol.com
David	Lamon	City of Marysville	526 C St, Marysville, CA 95901	530-749-3902	530-749-3992	dlamon@marysville.ca.us
Gary	Price	City of Marysville	526 C St, Marysville, CA 95901	530-749-3904	530-749-3992	gprice@marysville.ca.us
Steve	Calfee	City of Placerville	487 Main St, Placerville, CA 95667	530-642-5252	530-642-5228	scalfee@ci.placerville.ca.us
Gary	Pigg	City of Placerville	487 Main St, Placerville, CA 95667	530-642-5252	530-642-5228	gpigg@ci.placerville.ca.us
Rick	Tippett	City of Placerville	487 Main St, Placerville, CA 95667-5607	530-642-5250	530-642-5228	rtippett@ci.placerville.ca.us
Gary	Valladao	City of Placerville	487 Main St, Placerville, CA 95667-5607	530-642-5250	530-642-5228	gvalladao@ci.placerville.ca.us
Cyrus	Abhar	City of Rancho Cordova	3121 Gold Canal Dr., Rancho Cordova, CA 95670	916-942-0222	916-853-1691	cabhar@cityofranchocordova.org
Kathy	Garcia	City of Rancho Cordova	3121 Gold Canal Dr., Rancho Cordova, CA 95670	916-942-0243	916-853-1691	kgarcia@cityofranchocordova.org
Paul	Junker	City of Rancho Cordova	3121 Gold Canal Dr., Rancho Cordova, CA 95670	916-942-0277	916-853-1680	jjunker@cityofranchocordova.org
Kent L	Foster	City of Rocklin	3970 Rocklin Rd, Rocklin, CA 95677	916-625-5500	916-625-5501	kentf@ci.rocklin.ca.us
Terry	Richardson	City of Rocklin	3970 Rocklin Rd, Rocklin, CA 95677	916-625-5100	916-625-5195	terryr@ci.rocklin.ca.us
Larry	Wing	City of Rocklin	3970 Rocklin Road, Rocklin, CA 95677	916-632-4042	916-625-5195	larryw@ci.rocklin.ca.us
Suzanna	Aaltonen	City of Roseville	311 Vernon St., Roseville, CA 95678	916-774-5563	916-746-1339	saaltonen@roseville.ca.us
Chris	Burrows	City of Roseville	311 Vernon St, Roseville, CA 95678	916-774-5276	916-774-5129	cbrurows@roseville.ca.us
Patty	Dunn	City of Roseville	311 Vernon St, Roseville, CA 95678	916-774-5334	916-774-5195	pdunn@roseville.ca.us
Lisa	Ferrari	City of Roseville	311 Vernon St, Roseville, CA 95678	916-774-5276	916-774-5129	lferrari@roseville.ca.us
Scott	Gandler	City of Roseville	311 Vernon St, Roseville, CA 95678	916-774-5339	916-774-5379	sgandler@roseville.ca.us
Rhon	Herndon	City of Roseville	311 Vernon St, Roseville, CA 95678	916-774-5339	916-774-5379	rherndon@roseville.ca.us
Rob	Jensen	City of Roseville	311 Vernon St, Roseville, CA 95678	916-774-5331	916-746-1331	rjensen@roseville.ca.us
Nela	Luken	City of Roseville	311 Vernon St, Roseville, CA 95678	916-774-5276	916-774-5129	nluken@roseville.ca.us
Paul	Richardson	City of Roseville	311 Vernon St Ste 104, Roseville, CA 95678-2679	916-774-5276	916-774-5129	prichardson@roseville.ca.us

SACOG ITS Strategic Deployment Plan

Stakeholders

First Name	Last Name	Organization	Address	Phone	Fax	E-Mail
Chris	Robles	City of Roseville	311 Vernon St, Roseville, CA 95678	916-774-5276	916-774-5129	crobles@roseville.ca.us
John	Sprague	City of Roseville	311 Vernon St Ste 1, Roseville, CA 95678	916-774-5270	916-774-5286	jsprague@roseville.ca.us
Michael	Wixon	City of Roseville	311 Vernon St, Roseville, CA 95678-2601	916-774-5480	916-774-5195	mwixon@roseville.ca.us
Mark	Morse	City of Roseville Comm Dev	311 Vernon St, Roseville, CA 95678	916-774-5330	916-774-5129	mmorse@roseville.ca.us
Sue	Schooley	City of Roseville DPW	316 Vernon St Ste 100, Roseville, CA 95678	916-774-5365	916-774-5195	sschooley@roseville.ca.us
Theresa	Arnold	City of Sacramento	927 10th St Rm 100, Sacramento, CA 95814-2702	916-808-5514	916-264-8357	tarnold@cityofsacramento.org
JD	Bamfield	City of Sacramento	1000 I Street, Suite 170, Sacramento, CA 95814	916-808-5904	916-808-8404	jdbamfield@cityofsacramento.org
Hector	Barron	City of Sacramento	927 10th St., Sacramento, CA 95814	916-264-2669	916-264-8357	hbarron@cityofsacramento.org
Ed	Cox	City of Sacramento	927 10th St., Sacramento, CA 95814	916-264-8434	916-264-8357	ecox@cityofsacramento.org
Azadeh	Doherty	City of Sacramento	660 J St Ste 250, Sacramento, CA 95814	916-808-3137	916-264-5573	adoherty@cityofsacramento.org
Ken	Grehm	City of Sacramento	927 10th St., Sacramento, CA 95814	916-264-7531	916-264-8357	kgrehm@cityofsacramento.org
Fran Lee	Halbakken	City of Sacramento	660 J St Ste 250, Sacramento, CA 95814	916-808-7194	916-264-5573	fhalbakken@cityofsacramento.org
Marty	Hanneman	City of Sacramento	660 J St Ste 250, Sacramento, CA 95814	916-808-7508	916-264-5573	mhanneman@cityofsacramento.org
Sparky	Harris	City of Sacramento	1231 I St Ste 300, Sacramento, CA 95814	916-264-2996	916-264-2023	fharris@cityofsacramento.org
Angie	Louie Fong	City of Sacramento	1000 I Street, Suite 170, Sacramento, CA 95814	916-808-7921	916-808-8404	alouie@cityofsacramento.org
Steve	Peterson	City of Sacramento	1231 I St Ste 300, Sacramento, CA 95814-2933	916-264-5981	916-264-2023	speterson@cityofsacramento.org
Gary	Stonehouse	City of Sacramento	1231 I St Ste 300, Sacramento, CA 95814	916-808-5567	916-264-2023	gstonehouse@cityofsacramento.org
Thanh	Vo	City of Sacramento	1000 I Street, Suite 170, Sacramento, CA 95814	916-808-7988	916-264-5087	tvo@cityofsacramento.org
Jerry K	Lo	City of West Sacramento	1110 West Capitol Ave, West Sacramento, CA 95691-2816	916-617-4620	916-372-5329	jerry.lo@ci.west-sacramento.ca.us
Steve	Patek	City of West Sacramento	1110 West Capitol Ave., W, Sacramento, CA 95691	916-617-4645	916-372-5329	steve.patek@ci.west-sacramento.ca.us
Caroline	Quinn	City of West Sacramento	1110 West Capitol Ave., W, Sacramento, CA 95691	916-617-4645	916-372-5329	caroline.quinn@ci.west-sacramento.ca.us
Carol	Richardson	City of West Sacramento	1110 West Capitol Ave., W, Sacramento, CA 95691	916-617-4500	916-372-8765	Carol.Richardson@ci.west-sacramento.ca.us
Raymond	Santiago	City of West Sacramento	1110 West Capitol Ave., W, Sacramento, CA 95691	916-617-4645	916-372-5329	raymond.santiago@ci.west-sacramento.ca.us
Karen	Honer	City of Winters	318 First St, Winters, CA 95694	530-795-2820	530-795-4935	karen.honer@cityofwinters.org
Nick	Ponticello	City of Winters	318 First St, Winters, CA 95694	530-795-2820	530-795-4935	pontice@pachbell.net
Dan	Sokolow	City of Winters	318 I St, Winters, CA 95694	530-795-2101	530-795-4935	dan.sokolow@cityofwinters.org
John	Everett	City of Woodland	300 First St, Woodland, CA 95695	530-661-5976	530-661-5844	john.everett@cityofwoodland.org
David	Flory	City of Woodland	426 Main St, Woodland, CA 95695	530-661-5808	530-662-2202	dflory@afes.com
Tricia	Stevens	City of Woodland	300 First St, Woodland, CA 95695-3413	530-661-5820	530-661-5844	tricia.stevens@cityofwoodland.org
Gary	Wegener	City of Woodland	300 First St, Woodland, CA 95695-3413	530-661-5978	530-661-5844	gary.wegener@cityofwoodland.org
Denis	Cook	City of Yuba City	1201 Civic Center Blvd, Yuba City, CA 95993	530-822-4700	530-822-4694	dcook@yubacity.net
John	Wright	City of Yuba City	1201 Civic Center Blvd, Yuba City, CA 95993	530-822-4626	530-822-4694	jwright@yubacity.net
Jude	Lamare	Cleaner Air Partnership	817 14Th St Ste 100, Sacramento, CA 95814	916-447-4956	916-447-8689	judelam@sbcglobal.net
Lewis Lee	Lem	CSAA	100 Van Ness Ave Floor 20, San Francisco, CA 94102-5292	415-551-5420	415-487-1588	lewison_lem@csaa.com
Ann	Kohl	ECOS and No Way LA	909 12th Street, Suite 100, Sacramento, CA 95820	916-482-5211	916-443-7234	kohl@cwo.com
Michael	Higgins	EDCTC	550 Main St Ste C, Placerville, CA 95667	530-642-5262	530-642-5266	mhiggins@edctc.org
Shirley	LaBlanc	EDCTC	550 Main St Ste C, Placerville, CA 95667	530-642-5260	530-642-5266	sleblanc@innercite.com
Craven	Alcott	El Dorado County	360 Fair Lane, Placerville, CA 95667	530-621-5846	530-295-2538	craven@co.el-dorado.ca.us
Jerry	Barton	El Dorado County	550 Main St Ste C, Placerville, CA 95667	530-642-5267	530-642-5266	jbarton@edctc.org
Roseanne	Chamberlain	El Dorado County	550 Main St Ste E, Placerville, CA 95667	530-621-5322	530-295-1208	roseanne@co.el-dorado.ca.us
Liz	Diamond	El Dorado County	2850 Fairlane Ct, Placerville, CA 95667	530-621-5982	530-642-0508	ldiamond@co.el-dorado.ca.us
Mindy	Jackson	El Dorado County	6565 Commerce Way, Diamond Springs, CA 95619	530-642-5383	530-622-2877	mjackson@innercite.com
Peter	Maurer	El Dorado County	2850 Fairlane Ct Bldg C, Placerville, CA 95667	530-621-5331	530-642-1531	pmaurer@co.el-dorado.ca.us
Marcella	McTaggart	El Dorado County	2850 Fairlane Ct Bldg C, Placerville, CA 95667	530-621-5306	530-642-1531	marcella.mctaggart@co.el-dorado.ca.us
Janet	Postlewait	El Dorado County	2850 Fairlane Ct, Placerville, CA 95667	530-621-5993	530-642-0508	jpostlewait@co.el-dorado.ca.us
Kathryn	Mathews	El Dorado County Trans Comm	550 Main St Ste C, Placerville, CA 95667	530-642-5260	530-642-5266	kmathews@edctc.org
Mary	Norton	El Dorado County Transit Auth	6565 Commerce Wy, Diamond Springs, CA 95619	530-642-5383	530-622-2877	mnorton@innercite.com
David	Souten	ENVIRON International	101 Rowland Way Ste 220, Novato, CA 94945-5010	415-899-0711	415-899-0707	dsouten@environcorp.com
Toby	Tiktinsky	EPA Region 9	75 Hawthorne St, San Francisco, CA 94105	415-947-4223	415-947-3579	tiktinsky.toby@epa.gov
Steven	Speckert	Feather River AQMD	934 14Th St, Marysville, CA 95901-4149	530-741-6299	530-634-7660	apco@fraqmd.org
Leigh	Levine	FHWA	650 Capitol Mall Ste 4-100, Sacramento, CA 95814	916-498-5034	916-498-5008	leigh.levine@fhwa.dot.gov
Steve	Luxenberg	FHWA	650 Capitol Mall Ste 4-100, Sacramento, CA 95814	916-498-5732	916-498-5008	jean.mazur@fhwa.dot.gov

SACOG ITS Strategic Deployment Plan

Stakeholders

First Name	Last Name	Organization	Address	Phone	Fax	E-Mail
Sue	Kiser	FHWA Calif Division	650 Capitol Mall Ste 4-100, Sacramento, CA 95814	916-498-5009	916-498-5008	sue.kiser@fhwa.dot.gov
Frank	Cechini	FWHA	980 9th Street, Suite 400, Sacramento, CA 95814	916-498-5005	916-498-5008	frank.cechini@fhwa.dot.gov
Tim	Murphy	GenCorp	P.O. Box 537012, Sacraento, CA 95853-7012	916-351-8530	916-355-2459	timothy_murphy@GenCorp.com
Margaret	Cortes	Kimley-Horn & Associates	555 12th St. Ste. 1230, Oakland, CA 94607	510-625-0712	510-625-0714	margaret.cortes@kimley-horn.com
Randy	Durrenberger	Kimley-Horn & Associates	555 12th St. Ste. 1230, Oakland, CA 94607	510-625-0712	510-625-0714	Randy.Durrenberger@kimley-horn.com
Henry	Wall	Kimley-Horn & Associates	7878 N. 16th Street, Suite 300, Phoenix, AZ 85020	602-906-1323	602-944-7423	henry.wall@kimley-horn.com
Joanne	Koegel	Koegel & Assoc.	3316 Sierra Oaks Dr., Sacramento, CA 95864	916-448-4043	916-487-3316	Joanne@koegeassociates.com
Don	Lockhart	LAFCO	1112 I St Ste 100, Sacramento, CA 95814-2836	916-874-2937	916-874-2939	don.lockhart@saclafco.org
Cathy	Hamilton	McClellan Business Park	3140 Peacekeeper Way, McClellan, CA 95652	916-570-5225	916-568-2764	chamilton@mccllellanpark.com
Elizabeth	Williams	McClellan Park TMA	3140 Peacekeeper Way, McClellan, CA 95692	916-570-5225	916-568-2764	rideshare@mccllellanpark.com
Hazel	Stream	North Natomas TMA	27 Crystal Hill Ct, Roseville, CA 95678	916-524-8471	916-929-6380	prphaze@jps.net
Joy	West	North Natomas TMA	2101 Arena Blvd Ste 200, Sacramento, CA 95834	916-808-7735	916-808-3968	info@northnatomastma.org
Linda	Deavens	Paratransit Inc	2501 Florin Rd, Sacramento, CA 95822	916-429-2009	916-429-2409	lindad@paratransit.org
Bill	Durant	Paratransit Inc	2501 Florin Rd, Sacramento, CA 95822	916-429-2009	916-429-2409	billd@paratransit.org
Ed	Radza	Paratransit Inc	2501 Florin Rd, Sacramento, CA 95822	916-429-2009	916-429-2409	ed@paratransit.org
Linda	Aeschliman	Placer County	249 Nevada St, Auburn, CA 95603	530-823-4090	530-823-4036	laeschliman@pctpa.org
Kelly	Berger	Placer County	11414 B Ave, Auburn, CA 95603	530-886-3000	530-886-3080	kberger@placer.ca.gov
Ann	Bertrand	Placer County	11464 B Ave DeWitt Center, Auburn, CA 95603	530-889-7130	530-889-4099	abertran@placer.ca.gov
Scott	Finley	Placer County	102 El Dorado St, Auburn, CA 95603	530-889-4097	530-823-4036	sfinley@pctpa.org
Tim	Hackworth	Placer County	11444 Avenue B, Auburn, CA 95603	530-889-7590	530-885-7544	thackworth@placer.ca.gov
Janice	Reynolds-Gage	Placer County	175 Fulweiler Ave, Auburn, CA 95603	530-889-4019	530-889-4023	jreynolds@placer.ca.gov
Solvi	Sabol	Placer County	249 Nevada St, Auburn, CA 95603	530-823-4029	530-823-4036	ssabol@pctpa.org
Thomas J	Christofk	Placer County Air PCD	11464 B Ave, Auburn, CA 95603	530-889-7134	530-889-7107	tchristo@placer.ca.gov
Dave	Vintze	Placer County Air PCD	11464 B Ave, Auburn, CA 95603	530-889-7131	530-889-7107	dvintze@placer.ca.gov
Rick	Dondro	Placer County DPW	11444 B Ave, Auburn, CA 95603-2603	530-889-7583	530-885-3159	rdondro@placer.ca.gov
Loren	Clark	Placer County Planning Dept	11414 B Ave, Auburn, CA 95603	530-889-7470	530-886-3080	lclark@placer.ca.gov
Will	Garner	Placer County Transit	11444 B Ave, Auburn, CA 95603	530-889-7582	530-889-6989	wgarner@placer.ca.gov
Celia	McAdams	Placer County Transportation Planning Agency	11444 B Ave, Auburn, CA 95603	530-823-4033	530-823-4036	cmcadams@pctpa.org
Stan	Tidman	Placer County Transportation Planning Agency	249 Nevada Street, Auburn, CA 95603	530-823-4033	530-823-4036	stidman@pctpa.org
Tom	Scheeler	Port Of Sacramento	3251 Beacon Blvd Ste 210, West Sacramento, CA 95691	916-371-8000	916-372-4802	t.scheeler@portofsacramento.com
Roger	Levy	Resident		916-487-8559		roger147@aol.com
Walt	Seifert	SABA	877 53Rd St, Sacramento, CA 95819-3527	916-455-7561	916-444-6661	bikesaba@surewest.net
Jim	Brown	SACOG	1415 L Street, Suite 300, Sacramento, CA 95814	916-340-6221	916-457-3299	jbrown@SACOG.org
Aimee	Hagen	SACOG	1415 L Street, Suite 300, Sacramento, CA 95814	916-340-6211	916-457-3299	ahagen@sacog.org
Ken	Hough	SACOG	1415 L Street, Suite 300, Sacramento, CA 95814	916-340-6229	916-457-3299	khough@sacog.org
David	Shabazian	SACOG	1450 L Street, Sacramento, CA 95816	916-340-6231	916-457-3299	dshabazian@sacog.org
Mike	McCarthy	Sacramento Business Journal	1400 X St, Sacramento, CA 95818	916-447-7661	916-447-2243	mmcarthy@bizjournals.com
Greg	Rowe	Sacramento Co Airport System	6900 Airport Blvd, Sacramento, CA 95837-1109	916-874-0698	916-874-0764	roweg@saccounty.net
Ann F	Baker	Sacramento County	827 7th St Rm 230, Sacramento, CA 95814	916-874-5462	916-874-6400	bakeran@saccounty.net
Ryan	Billeci	Sacramento County	4100 Traffic Way, Sacramento, CA 95827	916-875-5341	916-875-5773	rbilleci@saccounty.net
Dean	Blank	Sacramento County	906 G St, Suite 510, Sacramaneto, CA 95814	916-874-6121	916-874-7831	blankd@saccounty.net
Peter	Brundage	Sacramento County	1112 I St Ste 100, Sacramento, CA 95814	916-874-5935	916-874-2939	peter.brundage@saclafco.org
Cheryl	Creson	Sacramento County	700 H St Rm 6720, Sacramento, CA 95814-2406	916-228-3833	916-228-3836	cresonc@sactaqc.org
Matt	Darrow	Sacramento County	906 G St Ste 510, Sacramento, CA 95814	916-874-5966	916-874-7831	darrowm@saccounty.net
Randy	Foust	Sacramento County	4100 Traffic Way, Sacramento, CA 95827	916-876-5412	916-875-5773	foustr@saccounty.net
Jeff	Gamel	Sacramento County	827 7Th St Rm 230, Sacramento, CA 95814	916-874-5835	916-874-6400	gamelj@saccounty.net
Jackie	Hood	Sacramento County	2433 Marconi Ave, Sacramento, CA 95821	916-875-3535	916-875-3591	hoodj@saccounty.net
Joyce	Horizumi	Sacramento County	827 7Th St Rm 220, Sacramento, CA 95814	916-874-7914	916-874-8343	horizumij@saccounty.net
Bob	Ireland	Sacramento County	906 G St Ste 510, Sacramento, CA 95814	916-874-6291	916-874-7831	irelandbo@saccounty.net
Doug	Maas	Sacramento County	9630 Conservation Road, Sacramento, CA 95827	916-875-5545	916-875-5355	maasd@saccounty.net
Karyl	Marsh	Sacramento County	700 H St Rm 7650, Sacramento, CA 95814-1280	916-874-5244	916-874-5885	marshk@sactaqc.org
Scot	Mende	Sacramento County	8950 Cal Center Dr Ste 115, Sacramento, CA 95826	916-228-3832	916-228-3836	mendes@sactaqc.org

SACOG ITS Strategic Deployment Plan

Stakeholders

First Name	Last Name	Organization	Address	Phone	Fax	E-Mail
Reza	Moghissi	Sacramento County	9630 Conservation Road, Sacramento, CA 95827	916-876-5850	916-875-5363	moghissir@saccounty.net
Mike	Penrose	Sacramento County	907 G St Ste 510, Sacramento, CA 95814	916-874-6291	916-874-6400	mpenrose@saccounty.net
Refugio	Razo, Jr	Sacramento County	906 G St Ste 510, Sacramento, CA 95814	916-874-6074	916-874-7831	razor@saccounty.net
Rob	Sherry	Sacramento County	827 7Th St Rm 230, Sacramento, CA 95814	916-874-6143	916-874-6400	sherryr@saccounty.net
Dan	Shoeman	Sacramento County	908 G St Ste 510, Sacramento, CA 95814	916-874-6222	916-874-7831	shoemand@saccounty.net
Surrinder	Singh	Sacramento County	827 7Th St Rm 230, Sacramento, CA 95814	916-874-6141	916-874-6400	singsu@saccounty.net
Tom	Zlotkowski	Sacramento County	908 G St Ste 510, Sacramento, CA 95814	916-874-6291	916-874-6400	zlotkowskit@saccounty.net
Darryl	Goehring	Sacramento County Planning	827 7Th St Rm 230, Sacramento, CA 95814-2406	916-874-6141	916-874-6400	goehringd@saccounty.net
Ron	Maertz	Sacramento Metropolitan AQMD	777 12Th St 3Rd Flr, Sacramento, CA 95814-1908	916-874-4882	916-874-4899	rmaertz@airquality.org
Charlene	McGhee	Sacramento Metropolitan AQMD	777 12Th St 3Rd Flr, Sacramento, CA 95814	916-874-4883	916-874-4899	CMcGhee@airquality.org
Marlee	Miller	Sacramento Metropolitan COC	917 7Th St, Sacramento, CA 95814	916-552-6808	916-443-2672	mmiller@metrochamber.org
Shawna	Bishop	Sacramento Regional Transit	1400 29Th St, Sacramento, CA 95816-6406	916-321-2869	916-444-2156	sbishop@sacrt.com
Bill	Draper	Sacramento Regional Transit	1400 29Th St, Sacramento, CA 95816-6406	916-321-3881	916-444-0502	wdraper@sacrt.org
Jeff	Gualco	Sacramento Regional Transit	1400 29Th St, Sacramento, CA 95816-6406	916-321-3851	916-444-0502	jgualco@sacrt.com
Taiwo	Jaiyeoba	Sacramento Regional Transit	1400 29Th St, Sacramento, CA 95816-6406	916-321-2870	916-444-0502	tjaiyeoba@sacrt.com
Alane	Masui	Sacramento Regional Transit	1400 29Th St, Sacramento, CA 95816-6406	916-321-2814	916-444-0502	amasui@sacrt.com
Mike	Mattos	Sacramento Regional Transit	1400 29Th St, Sacramento, CA 95816-6406	916-321-2800	916-444-0502	mmattos@sacrt.com
Tan	Nguyen	Sacramento Regional Transit	1400 29Th St, Sacramento, CA 95816-6406	916-321-3857	916-444-0502	tnguyen@sacrt.com
Michelle	Oberdick	Sacramento Regional Transit	1400 29Th St, Sacramento, CA 95816-6406	916-321-2813	916-444-0502	Moberdick@sart.com
Maureen	Ring	Sacramento Regional Transit	1400 29Th St, Sacramento, CA 95816-6406	916-321-2959	916-444-0502	mring@sacrt.com
Al	Schweim	Sacramento Regional Transit	1400 29Th St, Sacramento, CA 95816-6406	916-321-2894	916-444-0502	aschweim@sacrt.com
Beverly	Scott	Sacramento Regional Transit	1400 29Th St, Sacramento, CA 95816-6406	916-321-2989	916-444-0502	bscott@sacrt.com
Teri	Sheets	Sacramento Regional Transit	1400 29Th St, Sacramento, CA 95816-6406	916-556-0508	916-442-2893	tsheets@sacrt.com
Don	Smith	Sacramento Regional Transit	1400 29Th St, Sacramento, CA 95816-6406	916-321-2957	916-442-2893	dsmith@sacrt.com
David	Solomon	Sacramento Regional Transit	1400 29Th St, Sacramento, CA 95816-6406	916-321-3861	916-444-0502	dsolomon@sacrt.com
Roger	Thorn	Sacramento Regional Transit	1400 29Th St, Sacramento, CA 95816-6406	916-321-3817	916-444-0502	rthorn@sacrt.com
Delores	Thornburg	Sacramento Regional Transit	1400 29Th St, Sacramento, CA 95816-6406	916-556-0512	916-442-2893	dthornburg@sacrt.com
Greta	Vohlers	Sacramento Regional Transit	1400 29Th St, Sacramento, CA 95816-6406	916-556-0512	916-442-2893	gvohlers@sacrt.com
Christy	Wegner	Sacramento Regional Transit	1400 29Th St, Sacramento, CA 95816-6406	916-556-0512	916-442-2893	cwegner@sacrt.com
Mike	Wiley	Sacramento Regional Transit	1400 29Th St, Sacramento, CA 95816-6406	916-321-2800	916-444-0502	mwiley@sacrt.com
Cam	Beach	Sacramento RT District	1400 29Th St, Sacramento, CA 95816-6406	916-321-2980	916-444-2156	cbeach@sacrt.com
Marilyn	Bryant	Sacramento TMA	4975 F St, Sacramento, CA 95819	916-441-7074	916-448-4909	mbryant@surewest.net
Brian	Williams	Sacramento Trans Authority	901 F St Ste 210, Sacramento, CA 95814-0715	916-323-0080	916-323-0850	brian@sta.sacramento.ca.us
Norman	Hom	Sacramento Transportation Auth	901 F St Ste 210, Sacramento, CA 95814-0715	916-323-0894	916-323-0850	norm@sta.sacramento.ca.us
John	Sulpizio	Sacramento-Yolo Port Dist	1251 Beacon Blvd Ste 210, West Sacramento, CA 95691	916-371-8000	916-371-7655	jsulpizio@aol.com
Alan	Hirsch	SACTen	3850 San Ysidro Way, Sacramento, CA 95864	916-717-7682	916-354-2942	ahirsch@neighborhoodselect.org
Earl	Withycombe	Sierra Research/ECOS	1801 J St, Sacramento, CA 95814	916-444-6666	916-444-8373	ewithycombe@sierraresearch.com
Andrew T	Chesley	SJCOG	555 East Weber Ave, Stockton, CA 95202	209-468-3913	209-468-1084	achesley@sacog.org
Jamie	Arno	SMAQMD	777 12Th St 3Rd Floor, Sacramento, CA 95814	916-874-4812	916-874-4899	jbrownarno@airquality.org
Patti	Lum	SMUD	6201 S St MS F10, Sacramento, CA 95817	916-732-5289	916-732-5815	plum@smud.org
June	Gilmore	South County Transit/LINK	P.O. Box 246, Galt, CA 95632	209-745-3198	209-745-3458	junesct@softcom.net
Grace	Malson	South County Transit/LINK	P.O. Box 246, Galt, CA 95632	209-745-3199	209-745-3458	gemsct@softcom.net
Deborah	Maus	South Natomas TMA	2295 Gateway Oaks Dr Ste 250, Sacramento, CA 95833-3225	916-646-0928	916-929-6380	southnatomastma@aol.com
Richard L	Hall	Sutter County	1160 Civic Center Blvd Ste E, Yuba City, CA 95993	530-822-7400	530-822-7109	rhall@co.sutter.ca.us
Doug	Libby	Sutter County	1160 Civic Center Blvd, Yuba City, CA 95993	530-822-7400	530-822-7109	dlibby@sutter.ca.us
George	Musallam	Sutter County	1160 Civic Center Blvd, Yuba City, CA 95993	530-822-7450	530-822-7109	gmusallam@co.sutter.ca.us
Danelle	Stylos	Sutter County	1160 Civic Center #E, Yuba City, CA 95993-3007	530-822-7400	530-822-7109	dstylos@co.sutter.ca.us
Lisa	Wilson	Sutter County	1160 Civic Center Blvd, Yuba City, CA 95993	530-822-7400	530-822-7109	lpurviswilson@co.sutter.ca.us
Brian	Fragaio	Town of Loomis	6140 Horseshoe Bar Road, Suite K, Loomis, CA 95650	916-652-1840	916-652-1847	bfragaio@loomis.ca.gov
Kathy	Kerdus	Town Of Loomis	6140 Horseshoe Bar Rd Ste K, Loomis, CA 95650	916-652-1840	916-652-1847	kkerdus@loomis.ca.gov
Anthony	Palmere	Unitrans/UC Davis	One Shields Ave, Davis, CA 95616-8759	530-754-5814	530-752-6350	apalmere@ucdavis.edu
Geoff	Straw	Unitrans/UC Davis	One Shields Ave, Davis, CA 95616-8759	530-752-6525	530-752-6350	gstraw@ucdavis.edu

SACOG ITS Strategic Deployment Plan

Stakeholders

First Name	Last Name	Organization	Address	Phone	Fax	E-Mail
Clifford	Contreras	Univ Of Calif Davis	1 Shields Ave, Davis, CA 95616	530-752-5435	530-752-8875	cacontreras@ucdavis.edu
Ann	Davies-Nesbitt	Univ Of Calif Davis	One Shields Ave, Davis, CA 95616-8724	530-752-6453	530-752-8875	amdaviesnesbitt@ucdavis.edu
Bob	O'Loughlin	US Federal Highway Admin	201 Mission St Ste 2100, San Francisco, CA 94105-1838	415-744-3823	415-744-2620	robert.oloughlin@fhwa.dot.gov
Ramin	Yazdani	Yolo Co Planning & PW	292 West Beamer St., Woodland, CA 95695	530-666-8848	530-666-8728	ramin.yazdani@ccm.yolocounty.org
John	Bencomo	Yolo County	292 West Beamer St., Woodland, CA 95695	530-666-8775	530-666-8728	john.bencomo@ccm.yolocounty.org
Rick	Moore	Yolo County	292 West Beamer St., Woodland, CA 95695	530-666-8857	530-666-8728	rick.moore@yolocounty.org
Elizabeth	Kemper	Yolo County LAFCO	625 Court St #202, Woodland, CA 95695	530-666-8048	530-666-8046	lafco@yolocounty.org
Terry	Bassett	Yolo County Transportation District	350 Industrial Way, Woodland, CA 95776	530-661-0816	530-661-1732	tbassett@yctd.org
Eric	Reitz	Yolo County Transportation District	350 Industrial Way, Woodland, CA 95776	530-661-0813	530-661-1732	ereitz@yctd.org
Kathy	Souza	Yolo County Transportation District	350 Industrial Way, Woodland, CA 95776	530-661-0816	530-661-1732	ksouza@yctd.org
Bill	Fairbairn	Yolo TMA	770 Dead Cat Alley Ste 201, Woodland, CA 95695	530-669-1446	530-669-6835	bill@yolotma.org
Carl	Vandagriff	Yolo/Solano AQ Management	1947 Galileo Ct Ste 103, Davis, CA 95616-4882	530-757-3668	530-757-3670	cvandagr@ysaqmd.org
Larry	Greene	Yolo/Solano AQMD	1947 Galileo Ct Ste 103, Davis, CA 95616	530-757-3656	530-757-3670	lgreene@ysaqmd.org
Kathy	Coulter	Yolo-Solano AQMD	1947 Galileo Ct Ste 103, Davis, CA 95616-4882	530-757-3657	530-757-3670	kcoulter@ysaqmd.org
Pete	Calarco	Yuba County	938 14Th St, Marysville, CA 95901	530-741-6419	530-741-6580	pcalarco@co.yuba.ca.us
Kevin	Mallen	Yuba County	915 8Th St Ste 125, Marysville, CA 95901	530-741-6421	530-749-5424	kmallen@co.yuba.ca.us
James	Manning	Yuba County	915 8Th St Ste 125, Marysville, CA 95901	530-749-5430	530-749-5424	jmanning@co.yuba.ca.us
Keith	Martin	Yuba/Sutter Transit Authority	2100 B St, Marysville, CA 95901	530-634-6880	530-634-6888	keith_martin@sbcglobal.net
Laura	Nicholson	Yuba-Sutter COC	429 Tenth St, Marysville, CA 95901	530-743-6501	530-741-8645	chamber@yuba.net