



Meeting of the Board of Directors

Location: Rancho Cordova Council Chambers
2729 Prospect Park Drive
Rancho Cordova, CA

Date: Thursday, November 10, 2011, 8:30 am – 10:30 am

Roll Call: Directors Budge, Hume, Knight, Nottoli, Starsky

Members of the public may comment on any item on the agenda at the time that it is taken up by the Board. We ask that members of the public complete a request to speak form, submit it to the Clerk of the Board, and keep their remarks brief. If several persons wish to address the Board on a single item, the Chair may impose a time limit on individual remarks at the beginning of the discussion.

Public Communications: Any person wishing to address the Board on any item not on the agenda may do so at this time. After ten minutes of testimony, any additional testimony may be heard following the New Business Items.

1. Executive Director's Report

Consent Agenda

2. Minutes for October 14, 2011, Board Meeting
3. Approve Board Meeting Schedule for Calendar Year 2012
 - a. Attachment – Staff Report
 - b. Attachment – Resolution
4. Resolution: Approve Amendment No. 2 to Contract with MMS Strategies
 - a. Attachment – Staff Report
 - b. Attachment – Amendment No. 2
 - c. Attachment – Resolution

New Business Items

5. CLOSED SESSION: CONFERENCE WITH LEGAL COUNSEL POTENTIAL LITIGATION (Government Code § 54956.9.)
6. Adjournment

The Board may take action on any matter, however listed on this Agenda, and whether or not listed on this Agenda, to the extent permitted by applicable law. Staff Reports are subject to change without prior notice.

If requested, this agenda can be made available in appropriate alternative formats to persons with disabilities, as required by Section 202 of the Americans with Disabilities Act of 1990 and the Federal Rules and Regulations adopted in implementation thereof. Persons seeking an alternative format should contact the Board Secretary for further information. In addition, a person with a disability who requires a modification or accommodation, including auxiliary aids or services, in order to participate in a public meeting, should telephone or otherwise contact the Board Secretary as soon as possible. The Board Secretary may be reached at 10640 Mather Blvd., Suite 120, Mather, CA 95655, or by telephone at (916) 876-9094.



Capital SouthEast Connector Board of Directors

Item # 1
Receive and File

November 10, 2011

Executive Directors Report

Issue: An Executive Director's report is filed every month on current JPA activities

Recommendation: Receive and File

Discussion: The following is a brief status report on some of the more significant issues and activities currently being pursued by the Connector JPA staff.

Administrative

- The final Board meeting of 2011 is currently scheduled for Friday, December 9 @ 8:30. It is highly desired to have full Board attendance at this meeting to discuss a number of critical items.
- Presentations to the member jurisdictions on the status of the project are being scheduled. Questions and/or areas of concern will be brought to the Board's attention in subsequent meetings.

Project

- Due to the closed session on today's agenda, the Phase One report on the Plan of Finance will be postponed until your December meeting.
- Work on the formation of the committees to review the Preliminary Design Guidelines is underway in earnest with meetings expected to commence in early 2012.
- A quarterly update on the South Sacramento Habitat Conservation Plan (SSHCP) is scheduled for your December Board meeting.

Fiscal

- As reported at the October 2011 Board meeting, the \$10K member jurisdiction contribution from El Dorado County has been delayed pending approval by their Board of Supervisors. That agenda item was approved at their October 11, 2011 Board meeting. The invoice has been submitted for processing and payment is expected shortly.

Correspondence/Media

- The Elk Grove Citizen
 - 10 12 2011 Major Expressway Route to be Chosen
 - 10 19 2011 Major Expressway to run on Grant Line Road

Miscellaneous

- A summary of the Executive Director's trip to Washington D.C. on October 17 is attached for your review. While the overall level of federal involvement in the project remains uncertain, the project has gained recognition in the eyes of congressional staff and the Department of Transportation. Attached to this report is a trip summary and synopsis of the Senate version of the next transportation legislation named MAP 21.
- The Executive Director will be out of the office on vacation from December 1 thru December 7

Respectfully Submitted,



Tom Zlotkowski
Executive Director



Capital SouthEast Connector JPA Washington D.C. Meeting Review October 18-19, 2011

Meeting at ENS Office
1101 14th Street, NW. Suite 350

Met with David French and Eric Sapirstein to review meeting agendas and to discuss recent hearings before congressional committees that could affect future federal transportation funding in relation to the Capital SouthEast Connector (CSC). Discussed meeting strategy and what aspects of the proposed legislation might provide opportunity for the primary goals of TIFIA (Transportation Infrastructure Financing and Innovation Act) funding inclusion and NEPA environmental permitting relief. Exchanged notes on preliminary fund estimates, possible legislation timing, and potential local decisions that could impact federal involvement in the project. An update on the progress of the South Sacramento Habitat Conservation Plan (SSHCP) and its importance to NEPA clearance for the project was discussed and noted as essential to the successful introduction of federal financing.

Jim Tymon, Staff Director

House Committee on Transportation and Infrastructure,
Subcommittee on Highways and Transit
B-376 Rayburn HOB
202.225.6715

Met with Jim to convey CSC progress to date since we last met in Dec. 2010. Jim is one of the primary strategists in writing a bill that both houses of Congress would approve and he pointed out areas that he felt had the best chance to make it into the final legislation. While the administration was looking to a robust infrastructure bank proposal, the House and Senate are more inclined to focus on TIFIA in the transportation bill and the CSC needs to position itself within the State priority for use of these funds. His current charge is drafting a bill at funding levels of \$238M over 6 years, which is a considerable decrease over current funding levels. Desire for a more performance based funding approach was conveyed to him, which he stated would be difficult to set at the National bill level. He did state that the next bill would likely have more performance based measures in it, but to what level was not clear at this point in the discussion. He expressed frustration with the lack of success with delegated authority to Caltrans as a part of the SAFETEA-LU legislation.

What's Next: Race with super committee to identify and capture set-asides for full funding, and the hope to have a House bill out in 2 or 3- weeks; cautiously optimistic that bill may move by end of the year, more likely Jan/Feb. with conference in spring, 2012.

David Napoliello, Senior Policy Advisor

Tyler Rushforth, Counsel

Senate Committee on Environment and Public Works

508 Hart Senate Office Building

202.224.8832 (Tyler 4-8056)

Discussions revolved around the Senate version of the transportation bill and the prospects of its passage given the significant differences it has from the House bill. Committee staff felt that progress was being made and that a two year bill at current funding levels would be introduced shortly for a vote on the Senate floor. The bill is called MAP-21 and differs significantly from the house version. (Current bill version attached). Mark up of the bill is scheduled in the Energy/Public Works Committee (EPW) on November 9, 2011. Key issue remaining is source of additional funding and offsets; Senator Baucus will address funding in the Finance Committee. Suggested the strong likelihood of formula funding distribution to States/MPO's with some flexibility for projects of significance. The extent of the flexibility will come at the hands of the conference committee should exceptions be introduced through committee member request. Suggested a joint letter of support from local Congressional delegation could be strategic.

U.S. Department of Transportation:

David S. Kim, FHWA - Associate Administrator for Policy and Governmental Affairs

Mark Sullivan, Senior Advisor, FHWA - Office of Innovative Program Delivery

Corrie Veenstra, Ecologist, FHWA – Office of Planning, Environment & Realty

Harold Peaks, Team Leader, FHWA – Office of Project Development

U.S. Department of Transportation

1200 New Jersey Ave, SE

202.366.8169

Wide-ranging meeting to discuss the DOT version of several areas of interest for the project. Kim asked a number of questions regarding the project: What is the level of local/SACOG support for the project? The congressional delegation? Is tolling is an option? Does the state see this as a priority in the region? Is the project eligible for federal aid/TIFIA? Added that if local stakeholders and the state are with you then (Sec. LaHood) would state “you are in heaven” in regards to USDOT support. The discussion over how to introduce TIFIA to this level of project with such a backlog in larger, State level projects was noted. “Right sizing” the request may be as important

as any support mechanism made available. The issues of TIGER grant funding was discussed and some felt that there was opportunity at the construction level if the program is extended into the next DOT budget. Advice was to continue with discussions with DOT staff over the course of the next bill discussions.

Discussions ensued regarding the status of the SSHCP and issuance of a programmatic NEPA document. DOT staff strongly expressed the wisdom of a HCP over issuances of individual project level 404 permits or a programmatic Section 7 consultation. The substitution of a SSHCP as a biological assessment equivalent was recognized as proper despite initial reluctance expressed to JPA staff by the local USFWS (United States Fish & Wildlife Service) staff to the contrary. FHWA staff was not aware of a circumstance that such a comprehensive plan was not considered an adequate substitute. In fact, they have expressed their preference for HCP's when asked to weigh in on programmatic NEPA issues. Suggested course of action was to finalize negotiations on the HCP prior to advancing the issue.

The final issue of the meeting was the discussion of a full federalization of the project with delegated authority through Caltrans as a mechanism to comply with federal requirements which could allow use of TIFIA funding. It was agreed that full federalization was not required in order to apply for TIFIA as long as the project complies with the listed requirements that include NEPA clearance. It was concluded that this could come in the form of project segments as long as they demonstrated independent utility.

Sandra Wiseman, Senior Legislative Assistant

Yelena Alaverdian, Executive Assistant

Office of Congressman Dan Lungren
2313 Rayburn House Office Building
202.225.5716

Reflected back on previous meetings with a concentration on TIFIA and NEPA clearances. Was very supportive and offered assistance in the form of letters and other communication. Discussed doing joint letters with Matsui, the first being a letter to T&I (House Transportation & Infrastructure Committee) regarding the HCP/NEPA and the second letter to local stakeholders supporting the process, recognizing positive outcomes and encouraging moving forward. Requested CSC staff to stay in touch and contact Chief of Staff in Sacramento to discuss possible alternative support mechanisms. Expressed frustration over the confusion over the NEPA/HCP issue and offered assistance in the clarification with the USFWS, if requested. The issue was deferred until it could be broached with the SSHCP project manager.

Matt Nelson and Joseph Jankiewicz
Office of U.S. Senator Dianne Feinstein
331 Hart Senate Office Building
202.224.9642

Due to a scheduling conflict and compressed meeting schedule, Matt and Joseph were not available at the time agreed to and the meeting could not be held. ENS staff was to follow up with the Senator's office in the upcoming weeks.

Joel D. Bailey, Senior Legislative Assistant
Office of Congresswoman Doris O. Matsui
222 Cannon HOB
202.225.7163

Provided Joel an update on the project and discussions with USDOT and Committee staff earlier in the trip. Discussed benefits of the project to the District and the City in general. He expressed an openness to assisting with federal agencies and joining on a letter regarding the HCP from Congressman Lungren. Also expressed support for the project as configured, as opposed to traditional local street configuration. Would ensure that project stays high on the District's list of priorities for transportation recognizing that there are significant projects within the District itself.

Kate Hallahan, Professional Staff Member
House Committee on Appropriation, Subcommittee on Transportation
1016 Longworth House Office Building
202.225.3481

Broad policy discussion related to TIFIA, potential new programs, and future appropriation budgets. She stated that she was disappointed that TIGER 3 failed to include planning grants, recognized HCP-NEPA issue and suggested potential Senate and Administration meetings. Felt that opportunities could exist once appropriation budgets settle in past the rancor of the debate over funding levels. Offered to research projects that she felt were of the same overall character of the Connector for previous appropriation levels and contact information.

Norman Anderson, CEO of GL/LA Infrastructure
1827 Jefferson Place, NW
202.776.0990

Unfortunately, Mr. Anderson was not available for a meeting on the final afternoon allotted to the trip and it was agreed to meet in Sacramento when the opportunity presents itself.

This trip occurred over the three day period of October 17 through October 19, 2011.

Moving Ahead for Progress in the 21st Century Bipartisan Bill Outline

Moving Ahead for Progress in the 21st Century (MAP-21) will modernize and reform our current transportation system to help create jobs, accelerate economic recovery, and build the foundation for long-term prosperity. Specific highlights from key areas of the legislation follow.

Funding

MAP-21 authorizes Federal-aid highway programs for 2-years while maintaining current spending levels. The goal of the Committee remains attaining the optimum achievable authorization depending on the resources available and in a way that does not increase the deficit and can achieve bipartisan support. In addition, MAP-21 eliminates earmarks.

Core Programs

MAP-21 continues to provide the majority of Federal resources to the States through core programs using funding formulas. However, the core highway programs have been consolidated from seven in SAFETEA-LU to five, as follows:

- The National Highway Performance Program
 - Consolidates the Interstate Maintenance program, the National Highway System program, and part of the Highway Bridge Program into a single program that focuses on the most critical 222,000 miles of roads in the nation.
 - Provides States with increased flexibility in their use of funds if they adequately maintain the condition of their Interstate system and bridges.
- The Transportation Mobility Program
 - Consolidates several existing programs to provide funds to States for projects on all Federal-aid highways and all bridges and tunnels.
 - Provides for the sub-allocation of some funds to metropolitan areas and to other areas of the State based on population.
- National Freight Program
 - Provides formula funds to States for projects to improve the movement of freight on highways, including freight intermodal connectors.
- Congestion Mitigation and Air Quality Improvement Program
 - Provides funds to States for projects and programs in air quality nonattainment and maintenance areas for ozone, carbon monoxide, and particulate matter, which reduce transportation related emissions.
 - Consolidates several existing programs to provide resources for additional transportation eligibilities.

- Highway Safety Improvement Program
 - Provides funds to States for infrastructure improvements on all public roads to achieve a significant reduction in traffic fatalities and serious injuries.
 - Improves data collection and analysis to allow States to more accurately focus funding on the most dangerous roads.

Consolidation

MAP-21 consolidates 87 programs under SAFETEA-LU to less than 30 programs. The activities for which dedicated funding has been removed have been consolidated into the very broad core programs, leaving States with the flexibility to fund these activities as they see fit.

America Fast Forward

MAP-21 builds upon the success of the Transportation Infrastructure Finance and Innovation Act (TIFIA) program to help communities leverage their transportation resources through federal credit assistance. The TIFIA program provides direct loans, loan guarantees, and lines of credit to large and nationally or regionally significant transportation projects with a revenue stream at terms that are more favorable than those available in the private sector and that will leverage private and other non-federal investment in transportation improvements. MAP-21 increases the funding for the TIFIA program from \$122 million per year to \$1 billion per year. Other modifications include: increasing the maximum share of project costs from 33 percent to 49 percent; allowing TIFIA loans to be used to support a program of projects, and allowing upfront commitments of future TIFIA program dollars through the use of master credit agreements. In addition, MAP-21 sets aside \$100 million per year for projects in smaller cities and rural areas under lower interest rates. The Federal Highway Administration has stated that historically every Federal dollar spent through the TIFIA program can mobilize up to \$30 in transportation investments.

Performance

MAP-21 focuses the highway program on key outcomes, such as reducing fatalities, improving bridges, fixing roads, and reducing congestion, in order to ensure that taxpayers are receiving the most for their money. States will set their own targets for improving safety, road and bridge condition, congestion, and freight movement.

Accelerated Project Delivery

MAP-21 includes several provisions designed to reduce project delivery time and costs while protecting the environment. Examples of improvements include: expanding the use of innovative contracting methods; creating dispute resolution procedures; allowing for early right-of-way acquisitions; reducing bureaucratic hurdles for projects with no significant environmental impact; encouraging early coordination between relevant agencies to avoid delays later in the review process; and providing incentives for accelerating project delivery decisions within specified deadlines.

Planning

MAP-21 improves the Statewide and metropolitan planning processes to incorporate a more comprehensive performance-based approach to decision making. Utilizing performance targets will assist states and metropolitan areas in targeting limited resources on projects that will most improve the condition and performance of highways and bridges.

Other Programs

- **Federal Lands and Tribal Transportation Programs**
 - Provides funding for highway projects on Federal lands, tribal reservations, and roads that provide access to Federal lands.
 - Agencies receiving funding include the National Park Service, the Forest Service, the Bureau of Indian Affairs, the Bureau of Land Management, the Army Corps of Engineers, and the Fish and Wildlife Service.

- **Research and Education**
 - Funds research and development, technology deployment, and training and education activities to further innovation in highway and bridge construction and preservation.
 - Streamlines existing research programs to focus funding on key national research areas.



Capital SouthEast Connector Board of Directors

**Item # 2
Receive and File**

November 10, 2011

Action Minutes of the October 14, 2011, Meeting

The Capital SouthEast Connector Authority's Board of Directors met in regular session on October 14, 2011, in the Rancho Cordova Council Chambers, located at 2729 Prospect Park Drive, Rancho Cordova, CA, at 8:30 a.m.

Call to Order: Director Knight called the meeting to order at 8:50 a.m.

Roll Call: Directors Budge, Hume, Knight, Notolli, and Starsky were present.

Executive Director's Report: Mr. Tom Zlotkowski, the Executive Director of the Authority, summarized the highlights from his Executive Director's Report, including the status of the following items: e-newsletters distributed in September; the status of lease renewal negotiations; continuing negotiations with federal agencies regarding the SSHCP; status of the Plan of Finance; the formation of committees to review design elements and project features; and the ongoing audit by Sacramento Transportation Authority.

Consent Agenda

The consent agenda included: (1) minutes of the August 12, 2011, meeting. It was moved by Director Hume, seconded by Director Starsky, and passed by unanimous vote that:

THE CAPITAL SOUTHEAST CONNECTOR AUTHORITY BOARD OF DIRECTORS APPROVES THE FOLLOWING ITEMS FROM THE CONSENT AGENDA: (1) MINUTES OF THE AUGUST 12, 2011, MEETING.

New Business Items

Adopt Findings of Fact and Statement of Overriding Considerations, Adopt Mitigation Monitoring and Reporting Plan, and Select a General Alignment for the Capital SouthEast Connector Project: Mr. Zlotkowski presented the staff report and provided a PowerPoint presentation summarizing the proposed action and staff's recommendations. Public comments were received and modifications were made to the Findings of Fact in response to public comments.

It was moved by Director Starsky, seconded by Director Budge, and passed by unanimous vote that:

THE CAPITAL SOUTHEAST CONNECTOR AUTHORITY BOARD OF DIRECTORS APPROVES THE RESOLUTION ADOPTING FINDINGS OF FACT AND A STATEMENT OF OVERRIDING CONSIDERATIONS FOR THE CONNECTOR PROJECT.

It was moved by Director Starsky, seconded by Director Hume, and passed by unanimous vote that:

THE CAPITAL SOUTHEAST CONNECTOR AUTHORITY BOARD OF DIRECTORS APPROVES THE RESOLUTION ADOPTING A MITIGATION MONITORING AND REPORTING PROGRAM FOR THE CONNECTOR PROJECT.

It was moved by Director Starsky, seconded by Director Budge, and passed by unanimous vote that:

THE CAPITAL SOUTHEAST CONNECTOR AUTHORITY BOARD OF DIRECTORS APPROVES THE RESOLUTION APPROVING THE SELECTION OF THE GENERAL ALIGNMENT OF THE CONNECTOR PROJECT.

Adjournment: The meeting adjourned at 11:00 a.m.

Approved By:

Attest:

Director Knight
Chairperson

Tom Zlotkowski
Board Secretary



Capital SouthEast Connector Board of Directors

Item # 3
Resolution

November 10, 2011

Approve Board Meeting Schedule for Calendar Year 2012

Issue: To adopt a Board meeting schedule for 2012, as required by the Joint Exercise of Powers Agreement.

Recommendation: Staff recommends that the Board adopt the proposed Board meeting schedule, as presented at this meeting.

Discussion: Section 6(b) of the Joint Exercise of Powers Agreement requires the Board to establish, by resolution, the number of regular meetings to be held each year and the date, hour, and location at which such regular meetings will be held, provided that the Board shall meet at least once every three months.

At this time, staff recommends that the Board continue to meet on the second Friday of each month, at 8:30 a.m., in the Rancho Cordova Council Chambers.

Respectfully Submitted:

Tom Zlotkowski
Executive Director

2012

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 JPA Board Meetings
 County Holiday
 Rancho Cordova Furlough



**Item # 3
Attachment**

RESOLUTION NO. 2011-19

**RESOLUTION OF THE BOARD OF DIRECTORS
OF THE CAPITAL SOUTHEAST CONNECTOR AUTHORITY
ADOPTING THE 2012 BOARD MEETING SCHEDULE**

BE IT RESOLVED that the Board of Directors of the Capital SouthEast Connector Authority hereby adopts the 2012 Board Meeting Schedule presented to the Board at this meeting, in substantially the same form as attached hereto.

This Resolution shall take effect from and after the date of its passage and adoption.

* * * * *

PASSED AND ADOPTED this 10th day of November, 2011, by the following vote:

AYES:

NOES:

ABSENT:

Chairperson

ATTEST:

Secretary

Capital SouthEast Connector Board of Directors

Item # 4
Resolution

November 10, 2011

Approve Amendment No. 2 to Contract with MMS Strategies for Outreach and Website Services

Issue: To approve the proposed Amendment No. 2 to the MMS Strategies contract.

Recommendation: Staff recommends that the Board approve the proposed contract Amendment No. 2 to the JPA's current contract with MMS Strategies.

Discussion: In May 2011, the Executive Director used his delegated contracting authority to enter into a five month contract with MMS Strategies (MMS) for outreach and website services for the Connector project. Under this contract, MMS Strategies began providing outreach services in May 2011, including strategic planning, stakeholder meetings, presentation development for meetings with stakeholders and member jurisdictions, coordination between other local businesses and governmental entities, development of outreach materials, coalition building, etc.

Effective October 1, 2011, the Executive Director entered into Amendment No. 1 to this contract, extending the time of performance through November 10, 2011. No increase in the not-to-exceed amount of \$49,150 was required to fund the contract extension for an additional five weeks.

At this time, the Executive Director recommends that the Board approve Amendment No. 2 to this contract, thereby allowing MMS Strategies to continue its outreach efforts on the Project through February 28, 2012. This proposed amendment includes the addition of \$22,500, for a total not-to-exceed amount of \$71,650.

This amendment includes: (i) additional services related to the presentation of the adopted General Alignment and Program EIR to the governing bodies of the member jurisdictions for adoption; (ii) continued work with media outlets, land owners, residents, and other interested stakeholders; and (iii) preparation of additional outreach materials and efforts, including work with stakeholder groups in each jurisdiction, work with member agencies, and various communications with stakeholders, including e-mail blasts, news articles, etc.

The Executive Director plans to issue a Request for Proposals (RFP) before the end of the calendar year for outreach and website services for Phase II of the Connector Project. The Executive Director anticipates that the contract with the consultant selected pursuant to the RFP and will start March 1, 2011.

Respectfully Submitted,



Tom Zlotkowski
Executive Director

AMENDMENT NO. 2
AGREEMENT FOR PROFESSIONAL SERVICES BETWEEN
THE ELK GROVE – RANCHO CORDOVA – EL DORADO CONNECTOR
AUTHORITY AND MMS STRATEGIES

This Amendment No. 2 to the May, 2011, agreement for professional services (“Agreement”) between the Elk Grove – Rancho Cordova – El Dorado Connector Authority, also known as the Capital SouthEast Connector Authority (“Authority”), and MMS Strategies (“Contractor”), is entered into effective November 10, 2011.

WHEREAS, the Authority and MMS Strategies entered into a First Amendment to the Agreement effective October 1, 2011, to extend the time for performance under the Agreement to November 10, 2011; and

WHEREAS, the Authority and Contractor now wish to amend the Agreement to (i) to extend the term of the Agreement for an additional four months, (ii) modify the scope of work to add services and continue certain services to be provided by Contractor, and (iii) to increase the not-to-exceed amount to be paid to Contractor by \$22,500.

NOW, THEREFORE, the Authority and Contractor agree as follows:

1. Section 1 of the Agreement (Time of Performance), third sentence only, is amended to read as follows: “Work shall be completed and this Agreement shall expire on February 28, 2012, unless otherwise terminated as provided for in this Agreement or extended by written agreement between the parties.”
2. Section 5 of the Agreement (Consideration), second sentence only, is amended to read as follows: “The amount to be paid to Contractor under this Agreement shall not exceed Seventy-one Thousand, Six Hundred Fifty dollars (\$71,650), unless expressly authorized in writing by the Authority Board of Directors.”
3. Exhibit “A” (Scope of Work) to the Agreement is amended to add and incorporate the attached Exhibit “A-1,” “Supplemental Scope of Work.” Additions to the scope of work, as set forth in Exhibit A-1, include the following tasks:
 - a. Developing Presentations to Member Jurisdictions on the General Alignment and Program EIR
 - b. Continued Media Relations Support
 - c. Continued Stakeholder Outreach
4. Except as expressly amended herein, all terms and conditions of the Agreement shall remain in full force and effect.

IN WITNESS WHEREOF, THE PARTIES HAVE ENTERED INTO THIS AGREEMENT AS OF THE DATE HEREIN ABOVE APPEARING.

**ELK GROVE – RANCHO CORDOVA – EL DORADO
CONNECTOR AUTHORITY**

TOM ZLOTKOWSKI
Executive Director

APPROVED AS TO FORM:

MILLER & OWEN
Legal Counsel to the Authority

MMS STRATEGIES

MICHELLE SMIRA
Project Manager

Task One: Presentation Coordination/ Delivery

In Phase One, a presentation was developed for use before each Member Jurisdiction. Once delivered, the presentation will need to be updated to coordinate comments received, update the timeline and add any necessary details on the project progression. Presentations will also occur at the four jurisdictional planning commissions and ultimately before each Member Jurisdiction’s elected bodies in order to approve General Plan Amendments.

- Attend 5 jurisdictional presentations
- Prepare talking points for each presentation
- Update the presentation materials for each meeting
- Monthly meeting with JPA staff to prepare for presentations
- Facilitate 10 meetings with key elected officials who are not on the JPA Board prior to the board/council presentations

Anticipated Delivery Date: Information briefings will be complete by January 30, 2012

Presentations will be complete by February 28, 2012

Anticipated Hours: 82 Hours

Presentation Coordination Fees: \$ 12,300 or \$3075 per month

Task Two: Internal and External Media Relations

The Connector should be highlighted as an environmentally friendly and economically smart Project that will increase the quality of life for residents and businesses in our Region. Keeping the news media proactively informed about significant milestones will be important as a means to spread the word and keep interested parties up to date about important next steps.

During the upcoming phase, we will work with media outlets, land owners, residents and other interested stakeholders to ensure they have up to date and accurate information.

- Develop one news release/media advisory
- Customize with one paragraph of new information for each jurisdiction
- Distribute the customized advisory to each agency’s local media
- Follow up with reporters or calendar sections to coordinate placement
- Send weekly media clippings to client as articles appear

Anticipated Hours: 22 hours

Media Relations Fees: \$3,300 or \$825 monthly

Task Three: Communications

Keeping lines of communication open and continuing to build on relationships with Connector stakeholders will be critical to the Project's ongoing success. The newly improved e-blast communications will continue and be enhanced to add a short feature article as well as two announcements. Each month the e-blast is anticipated to include a board meeting brief, information about upcoming agency presentations and an update about something topical such as financing.

Having one brief article (two to three paragraphs in length) in addition to information about significant milestones will ensure stakeholders are up to date on the Connector's progress. In order to reach out to a broader spectrum, we will integrate information about the Project into each agency's communications channels. This will involve working and coordinating with their public information officers and developing information for them to distribute. This integration will help ensure that the community and key opinion leaders receive Project information.

Lastly, to create a higher level of awareness and keep the Connector's name in front of key stakeholder groups, outreach will be conducted to have articles that are written for the agencies placed in stakeholder publications such as Chamber newsletters or local advocacy group online publications.

- Monthly planning meetings (3)
- Create monthly email communication with stakeholders (3 email blasts total)
- Write one article, a Facebook post and a Tweet
- Work with each member agency's PIO to integrate Connector information into their regular communications
- Write one general story about the Connector's status for distribution by stakeholder groups and/or by PIOs
- Work with outside stakeholder groups in each jurisdiction (a total of 8) to include articles or information that was developed for agencies in their own communication materials—this may include information on an item such as an email blast, printed newsletter, an agenda packet or a board meeting announcement
- Augment electronic database of stakeholder information as new information is supplied
- Conduct a one-hour training of JPA staff to use Constant Contact for their own email blasts

Anticipated Delivery Date: Contract length

Budget: 46 hours

Communications Fees: \$ 6,900 or \$1725 per month

Please note the estimate is based on writing all the items simultaneously (except the monthly email communications) so coordination of approvals is efficient and effective. The estimate includes one round of major and one round of minor revisions.



Item # 4
Attachment

RESOLUTION NO. 2011-20

**RESOLUTION OF THE BOARD OF DIRECTORS
OF THE CAPITAL SOUTHEAST CONNECTOR
AUTHORITY APPROVING AMENDMENT NO. 2 TO THE
AGREEMENT FOR OUTREACH AND WEBSITE SERVICES BETWEEN THE
CAPITAL SOUTHEAST CONNECTOR AND MMS STRATEGIES**

BE IT RESOLVED by the Board of Directors (“Board”) of the Capital SouthEast Connector Authority that Amendment No. 2 to the Agreement for Outreach and Website Services between the Capital SouthEast Connector and MMS Strategies, presented to the Board at this meeting, is hereby approved in substantially the same form as attached hereto.

This Resolution shall take effect from and after the date of its passage and adoption.

* * * * *

PASSED AND ADOPTED this 10th day of November, 2011, by the following vote:

AYES:

NOES:

ABSENT:

Chairperson

ATTEST:

Secretary