



VENTURA COUNTY TRANSPORTATION COMMISSION LOCAL TRANSPORTATION AUTHORITY

www.goventura.org

SPECIAL MEETING AGENDA*

**Actions may be taken on any item listed on the agenda*

**CAMARILLO CITY HALL
601 CARMEN DRIVE
CAMARILLO, CA
FRIDAY, APRIL 22, 2016
9:00 AM**

In compliance with the Americans with Disabilities Act and Government Code Section 54954.2, if special assistance is needed to participate in a Commission meeting, please contact the Clerk of the Board at (805) 642-1591 ext 101. Notification of at least 48 hours prior to meeting time will assist staff in assuring that reasonable arrangements can be made to provide accessibility at the meeting.

- 1. CALL TO ORDER**
- 2. PLEDGE OF ALLEGIANCE**
- 3. ROLL CALL**
- 4. PUBLIC COMMENTS** – *Each individual speaker is limited to speak three (3) continuous minutes or less. The Commission may, either at the direction of the Chair or by majority vote of the Commission, waive this three minute time limitation. Depending on the number of items on the Agenda and the number of speakers, the Chair may, at his/her discretion, reduce the time of each speaker to two (2) continuous minutes. In addition, the maximum time for public comment for any individual item or topic is thirty (30) minutes. Also, the Commission may terminate public comments if such comments become repetitious. Speakers may not yield their time to others without the consent of the Chair. Any written documents to be distributed or presented to the Commission shall be submitted to the Clerk of the Board. This policy applies to Public Comments and comments on Agenda Items.*

Under the Brown Act, the Board should not take action on or discuss matters raised during Public Comment portion of the agenda which are not listed on the agenda. Board members may refer such matters to staff for factual information or to be placed on the subsequent agenda for consideration

5. VOTER RESEARCH AND ANALYSIS PRESENTATION – PG.3

Recommended Action:

Receive and File.

6. TRANSPORTATION MEASURE INVESTMENT/EXPENDITURE PLAN – PG.5

Recommended Action:

Acting in the capacity of the Ventura County Local Transportation Authority:

- *Approve the Ventura County Transportation Measure Investment/Expenditure Plan (The Plan) (attached) and,*
- *Authorize Chairman to circulate the approved Transportation Measure Investment/Expenditure Plan to and request approval from the governing bodies of Ventura County cities and the County of Ventura.*

7. FISCAL YEAR 2015/16 BUDGET AMENDMENT AND CONTRACT AMENDMENT TO SUPPORT INVESTMENT/EXPENDITURE PLAN, ORDINANCE AND PUBLIC OUTREACH AND EDUCATION - PG. 11

Recommended Action:

- *Approve FY 2015-16 budget amendment increasing expenditures in the Regional Transportation Planning task for the following line items:
Consultant Services - \$110,000
Legal - \$12,000
And increase revenues in the amount of \$122,000 from the General Fund Local Transportation Fund Balance*
- *Approve Amendment No. 2 with Celtis Ventures increasing the not to exceed amount by \$100,000 to \$915,000 to continue public education and outreach efforts for transportation measure plan as described in the attached scope of work.*

8. ADJOURN to 9:00 a.m. Friday, May 13, 2016



Item #5

April 22, 2016

MEMO TO: VENTURA COUNTY TRANSPORTATION COMMISSION

FROM: DARREN KETTLE, EXECUTIVE DIRECTOR

SUBJECT: VOTER RESEARCH AND ANALYSIS PRESENTATION

RECOMMENDATION:

- Receive and File

BACKGROUND:

In 2008 VCTC retained Moore Methods, a Sacramento based voter research firm, to conduct polling and focus groups to gauge Ventura County voter support for a ½ cent countywide sales tax measure to fund transportation investments such as maintaining local streets and roads, improving freeways, and expanding public bus and rail transit. At that time, while a clear majority of voters were inclined to support such a measure, the support was short of the required 2/3rd super-majority that is required by California Constitution. One clear direction that came from the research is that voters did want to see better long range transportation planning which was what led to the VCTC substantial public engagement and planning exercise, the GoVentura 2035 Plan that was ultimately approved by the Commission in 2013. Not long after the 2008 voter research effort was completed, the County, State, and Country experienced the greatest financial upheaval since the Great Depression in what has become known as the Great Recession. In anticipation of 2012 Presidential election, Moore Methods conducted another voter research effort in 2011 and not surprisingly voter support had dropped significantly. In 2013, as the economy started to improve and in anticipation of the 2014 Gubernatorial election, another research effort was conducted and voter support still was not in the range to pursue a measure that required a 2/3rd super-majority approval.

In early 2015, VCTC retained Fairbanks, Maslin, Maullin, Metz & Associates (FM3) to conduct voter research as the Commission looks ahead to the 2016 Presidential Election and the possibility of placing a countywide transportation sales tax measure on the ballot. In July 2015, following an April 2015 telephone survey of 802 likely Ventura County voters, the Commission received a report from the Dr. Richard Bernard, with the voter research firm of Fairbanks, Maslin, Maulin, Metz and Associates (FM3) of survey results related to pursuing a voter approved sales tax measure for transportation in Ventura County. In summary, while the polling results showed that voters were trending toward a two-thirds majority required for a special tax, should the Commission choose to pursue a November 2016 ballot measure, the numbers would still need to edge closer to the two-thirds majority required for such a Measure to be successful.

In Fall 2015 FM3 conducted a second poll to explore if a quarter set sales tax measure might be received in a supportive way by voters. That research led Dr. Bernard to conclude that there was statistically no difference in voter's minds between a ¼ cent and a ½ cent transportation sales tax measure. The Fall 2015 survey was shorter in length and was a sample size of 601 likely November 2016 election voters.

April 22, 2016
Item #5
Page #2

So, given the clear need for the revenues generated by a ½ cent measure to invest in local streets and roads, freeway congestion relieving projects on the 101 and 118, and public transit and active transportation projects, VCTC developed a half cent sales tax measure for transportation and a funding distribution which was heavily publicized to encourage engagement by residents of Ventura County.

The intensive public outreach included multiple presentations by VCTC staff to city councils, transportation and community stakeholders, an aggressive campaign on social media and traditional media including print and radio, a direct mail piece sent to every residence in Ventura County, and transportation plan website keepvcmoving.org. This outreach effort preceded one last final voter research effort which was conducted at the end of March 2016. Dr. Richard Bernard once again led this effort and will present his findings to the Commission. The poll was conducted March 24th - March 29th and had a sample size of 600 likely November 2016 voters.



Item #6

April 22, 2016

MEMO TO: VENTURA COUNTY TRANSPORTATION COMMISSION
FROM: DARREN M. KETTLE, EXECUTIVE DIRECTOR
SUBJECT: TRANSPORTATION MEASURE INVESTMENT/EXPENDITURE PLAN

RECOMMENDATION:

Acting in the capacity of the Ventura County Local Transportation Authority:

- Approve the Ventura County Transportation Measure Investment/Expenditure Plan (The Plan) (attached) and,
- Authorize Chairman to circulate the approved Transportation Measure Investment/Expenditure Plan to and request approval from the governing bodies of Ventura County cities and the County of Ventura.

BACKGROUND:

In 2008 VCTC retained Moore Methods, a Sacramento based voter research firm, to conduct polling and focus groups to gauge Ventura County voter support for a ½ cent countywide sales tax measure to fund transportation investments such as maintaining local streets and roads, improving freeways, and expanding public bus and rail transit. At that time, while a clear majority of voters were inclined to support such a measure, the support was short of the 2/3rd super-majority that is required by California Law.

One clear direction that came from the research is that voters did want to see better long range transportation planning which was what led to VCTC's public engagement and planning exercise, the GoVentura 2035 Plan, that was ultimately approved by the Commission in 2013. Not long after the 2008 voter research effort was completed, the County, State, and Country experienced the greatest financial upheaval since the Great Depression in what has become known as the Great Recession. In anticipation of 2012 presidential election, Moore Methods conducted another voter research effort in 2011 and not surprisingly voter support dropped significantly. In 2013, as the economy started to improve and in anticipation of the 2014 gubernatorial election, another research effort was conducted and voter support still was not in the range necessary to pursue a measure that required a 2/3rd super-majority approval.

In July 2015, following a telephone survey of 802 likely Ventura County voters, the Commission received a report from the Dr. Richard Bernard, with the voter research firm of Fairbanks, Maslin, Maulin, Metz and Associates (FM3) of survey results related to pursuing a voter approved sales tax measure for transportation in Ventura County. In summary, while the polling results showed that voters were trending toward a two-thirds majority required for a special tax, should the Commission choose to pursue a November 2016 ballot measure, the numbers would still need to edge closer to the two-thirds majority required for such a Measure to be successful.

At that meeting Commission Chairman Foy advised that he would establish an ad hoc committee to continue exploring the concept of transportation sales tax measure for the November 2016 ballot. Chairman Foy appointed himself and Commissioners Bennett, Long, Millhouse, Bill de la Pena, Humphrey, MacDonald and Minjares to serve on the committee. The eight-member committee had its first meeting in September 2015 and received a report of a second poll from FM3's Dr. Bernard. The purpose of the second poll was to determine if a quarter cent sales tax measure might be received in a supportive way by voters. Based on the research Dr. Bernard concluded that there is statistically no difference in voter's minds between a ¼ cent and a ½ cent transportation sales tax measure. So, given the clear need for the revenues generated by a ½ cent measure to invest in local streets and roads, freeway congestion relieving projects on the 101 and 118, and public transit and active transportation projects, the ad hoc committee directed staff to proceed to develop a half cent sales tax measure expenditure plan for transportation that would be primary discussion topic of a major public education and outreach effort and encourage engagement by residents of Ventura County.

At the November ad hoc committee meeting the committee discussed a conceptual funding distribution scenario and arrived at consensus that the plan was a starting point for the purpose of discussion with various transportation stakeholders including engaging Ventura County residents. The conceptual funding program was developed based on input received from VCTC's three-year Comprehensive Countywide Transportation Plan approved by the Commission in 2013 and from results from the last two voter research efforts. The full Commission received an update from the ad hoc committee at the January 2016 Commission meeting. The Commission also approved a recommendation from the ad hoc committee to conduct a major public education effort over the first three months of 2016.

PUBLIC EDUCATION, OUTREACH, and FEEDBACK

The purpose of the community education program was to raise awareness of VCTC and the transportation challenges ahead of Ventura County in light of the limited resources that can be expected from federal and state sources.

Conversation Starter

As part of that education/outreach program the Commission authorized a conceptual funding distribution scenario that was to serve as the starting point for discussion purposes of how a ½ cent local transportation sales tax measure revenue stream would be invested toward Ventura county transportation projects and programs. The table below summarizes the conceptual distribution scenario.

Conversation Starter "Concept" Investment/Expenditure Plan				
#	Investment Plan Component	Percent of Total Measure	30 Year Total	1 Year Total
1	State Board Of Equalization Fees	1.5%	\$49,500,000	\$1,050,000
2	Admin/Taxpayer oversight	1.0%	\$33,000,000	\$700,000
3	Local Streets and Roads	40.0%	\$1,320,000,000	\$28,000,000
4	Freeway Program	20.0%	\$660,000,000	\$14,000,000
5	Regional Roads/Freight Movement	8.8%	\$290,400,000	\$6,160,000
6	Bus Transit Enhancements & Fare Support	7.3%	\$240,900,000	\$5,110,000
7	Metrolink /Passenger Rail	6.3%	\$207,900,000	\$4,410,000
8	Bicycle & Pedestrian	7.3%	\$240,900,000	\$5,110,000
9	Transportation Investments for Environmental Preservation	7.3%	\$240,900,000	\$5,110,000
10	Planning Assistance	0.5%	\$16,500,000	\$350,000
	Total	100%	\$3,300,000,000	\$70,000,000

The January – March 2016 intensive community outreach effort, amongst other factors, served its purpose of raising awareness of the current transportation challenges and the road ahead as evidenced in the presentation on VCTC's most recent voter research presented by FM3's Dr. Richard Bernard. The presentation of the "Concept" funding distribution in the table above also facilitated stakeholder interest and input. As might be expected when real long –term funding is placed on the table awareness of the how those funds are proposed to be distributed is heightened and interested parties engage at a different level of intensity in support of their specific area of interest.

Funding for Bus Transit

In conversations with Gold Coast Transit District General Manager, Steve Brown, while there is great appreciation for keeping fares at lower levels for seniors, students, veterans and the disabled (a program that polled well with Ventura County voters) there is also a strong desire to improve service levels including improved headways (more frequency) on Gold Coast's busiest routes. VCTC operates the Intercity commuter bus service and we have heard requests for extended hours of service to support college students with evening classes and service industry employees that do not have a traditional 8-5 work schedule. The "Concept" annual allocation of approximately \$5.1 million likely funds a fare reduction program and some modest service enhancements. The doubling of the proposed funding amount would be required to see substantive service enhancements related to more frequent bus services or extended service hours.

Funding for Metrolink/Passenger Rail

When the Commission released the "Concept" funding distribution the Metrolink/Passenger Rail funding was expected to be a funding source for continued Metrolink operations and some future capital improvements on the Coast Mainline to support future Metrolink expansion in an amount of about \$4.4 million annually. The other four counties in the Metrolink system fund a portion of their Metrolink obligation with locally generated transportation sales tax funds. This need has taken on amplified importance with VCTC being placed on notice by the Los Angeles County Metropolitan Transportation Authority (Metro), that it will no longer be able to partner with VCTC in an exchange of federal rail capital funds from VCTC for operating funds from Metro. Metro provided this notice in early March so the need for VCTC to identify an additional \$5 - \$7 million of operating funds was not known when the "Concept" distribution was released. Between Local Transportation Funds, State Transit Assistance funds, and a local transportation measure, VCTC would have a sustainable source of operating funds for Metrolink and federal rail transit capital funds could then be used for rail capital needs on the Metrolink Ventura County Line as well contributions for the Metrolink fleet of locomotives and passenger cars.

Active Transportation Funding

In the past 4-5 years Active Transportation, more commonly known as bicycle and pedestrian, investments have become increasingly important and the mode's constituency has become more engaged in the public process. In that span of time federal law has changed refocusing federal transportation funds that had previously been used for transportation landscaping projects or historic transportation related building restoration to what is now called active transportation projects. Furthermore, the 2012 SCAG Regional Transportation Plan/Sustainable Communities Strategy and recently approved 2016 SCAG RTP/SCS call for increasing Active Transportation investments in efforts for the SCAG region to meet greenhouse gas emission targets. The initial funding "Concept" called for an annual allocation of approximately \$5.1 million for active transportation. Through the outreach process over the last several months we have heard a desire from active transportation advocates for an increased level of active transportation funding. The intent of this program was that a local measure funding source and TDA Article 3 funds would make Ventura County projects more competitive in statewide competition for federal Active Transportation programs funds and expected funds that may come from the State Cap and Trade program, a program that has a stated goal of reducing greenhouse gas emissions.

Local Transportation Funding

A clear area of concern for Ventura County residents and virtually all transportation stakeholders is the importance of maintaining local streets and roads. This message was heard through VCTC's voter research as well as through the community meetings as VCTC developed the Comprehensive Transportation Plan. The "Concept" plan recognized this concern and allocated \$28 million annually, the largest amount of any category, to a local streets, roads, and transportation priorities program. This funding, which is 40% of the funds, available would be returned directly to cities and the county for local street and road needs and local transportation priorities as determined by city council and the Board of Supervisors. Since the release of the "Concept" plan VCTC staff has participated in regular monthly meetings with the Ventura County City Manager/County CEO (VCCM) group. The concern raised from this group is that \$28 million annually, or 40% of the program, was not sufficient for them as a group to support the "Concept" plan. At March 17th VCCM group meeting a consensus of the CMs/CEO present was reached that called for an annual local return of \$35 million, or 50% of program revenues. The VCCM group understood that this is a "zero-sum" game so to get to the desired 50% they proposed cumulative reductions of 10% from the following program areas: Bus Transit, Commuter Rail, Bicycle and Pedestrian, Freight Movement/Regional Arterial, and Transportation Environmental Preservation, and Planning.

A formula for how local funds would be apportioned was discussed but has not been finalized. Regardless of the amount of the countywide sales tax revenues are apportioned to cities and counties, the formula for how those funds are distributed needs to be resolved. The VCCM group is meeting again on April 21st, the day before the Commission meeting, to discuss formula funding distribution alternatives and hope to arrive at a consensus position. In the event the VCCM group is unable to arrive upon a mutually agreeable formula VCTC staff will make a recommendation to the Commission based on the various opinions raised while observing the VCCM group deliberations over the past three months.

Freeway Program – Investment/Expenditure Plan + Federal and State Funds Generally speaking, the Freeway Program to fund improvements on US 101 from the Los Angeles County Line to SR 33, and improvements on SR 118 from Tapo Canyon Road in Simi Valley to Los Angeles Avenue in Moorpark has received a favorable response. In the case of the Freeway Program, the Expenditure Plan funds of \$14 million annually along with the State and Federal Transportation funds that come to VCTC that can be used for Freeway improvements cover the estimated costs for the planned improvements for these two critical freeway corridors. The improvements to the 101 specifically include carpool and express bus lanes thus making carpooling and bus transit a viable alternative to single occupant vehicles, particularly during the growing peak commute period.

Freight Movement and Regional Road Improvement Funds Connect County Communities

The Freight Movement/Regional Roads program has been identified as critical area of need to support the safe and efficient movement of freight in, out, and through Ventura County and specifically connecting the growing needs of the Port of Hueneme and improved access to Naval Base Ventura County installations as both of those economic driving forces are accessed from regional roads. Connecting these two major drivers of the Ventura County economy as well as the agriculture industry to the major freeway corridors, and improving major roads within cities and connecting between cities should remain a priority. The new federal transportation law, the Fix America's Surface Transportation (FAST) Act has dedicated funding for freight movement projects but it does require a substantial match and Expenditure Plan funds would be used to match and leverage those federal freight movement funds.

Transportation Investments for Environmental Preservation

Limited feedback was received for this category other than an appreciation for it be included and recognized as part of an overall comprehensive transportation system and a desire for it to be funded to the maximum extent feasible. This program is intended to fund environmental preservation activities that

could include storm-water pollution prevention; endangered and threatened species habitat acquisition, restoration and management; and watershed restoration. This program would be augmented by State and Federal environmental preservation grants and potential non-governmental organization foundation grants.

Transportation Measure Ad Hoc Committee Deliberations and Recommendation

Over the last few months, the Ad Hoc Committee appointed by then Chairman Foy has met on several occasions and has received reports and update on the feedback from the public education and outreach process. The most recent convening of the Ad Hoc Committee occurred Friday, April 1st where the committee first received a report of VCTC's most recent polling from Dr. Bernard with the voter research firm, FM3. Dr. Bernard will have presented the voter research results and his analysis to the Commission as part of the preceding agenda item.

At the April 1st Ad Hoc Committee meeting following hearing the results of Dr. Bernard, the Committee considered the feedback that has been received over the past several months as part of the public education process and considered alternative expenditure plan scenarios to the "Concept" Investment/Expenditure Plan that was released by the Commission for discussion purposes in January. The recommended Investment/Expenditure Plan is summarized below and the full Expenditure Plan is attached. The notable adjustments to the "Concept" plan are:

1. In an effort to find a middle-ground with the proposal from the VCCM group, the Local Streets and Roads category was increased from an annual allocation of \$28 million to \$31.5 million or an increase over a 30 year period from \$1.32 billion to approximately \$1.5 billion. Given the "zero-sum" nature of the expenditure plan, this adjustment does lead to reductions in other categories.
2. The Freight Movement/Regional Roads category is reduced from approximately \$6.2 million to \$4.83 million. Given the new Federal FAST Act, this category should benefit from additional formula freight movement funds but also now with matching funds projects in the county are better positioned for the competitive grant freight movement funds.
3. The Metrolink/Passenger Rail program increases by approximately \$600,000 annually to partially offset the loss of operating funds received from LA Metro through the fund exchange arrangement.
4. The Bicycle and Pedestrian allocation is reduced from \$5.1 million annually to \$3.5 million annually. Over 30 years the total measure funds available to bicycle and pedestrian projects is \$165 million. Additionally the local measure provides a match for federal and state Bicycle and Pedestrian funds that could very well double the total funding available for on-street bike lanes, dedicated and separated bike lanes, sidewalk and crosswalk improvements.
5. The Transportation Investments for Environmental Preservation program is reduced from a \$5.1 million annual allocation to a \$4.2 million. Individual project mitigations and matching funds could also substantially increase available funds for this program.
6. Regional Transportation Planning funding is reduced to \$0. VCTC will need to use LTF planning funds and funding support through SCAG's Overall Work Program to maintain status quo transportation planning activities.

Transportation Measure Ad Hoc Committee Recommended Investment/Expenditure Plan				
#	Investment Plan Component	Percent of Total Measure	30 Year Total	1 Year Total
1	State Board Of Equalization Fees	1.5%	\$49,500,000	\$1,050,000
2	Admin/Taxpayer oversight	1.0%	\$33,000,000	\$700,000
3	Local Streets and Roads	45.0%	\$1,485,000,000	\$31,500,000
4	Freeway Program	20.0%	\$660,000,000	\$14,000,000
5	Regional Roads/Freight Movement	6.9%	\$227,700,000	\$4,830,000
6	Bus Transit Enhancements & Fare Support	7.3%	\$240,900,000	\$5,110,000
7	Metrolink/Passenger Rail	7.3%	\$240,900,000	\$5,110,000
8	Bicycle & Pedestrian	5.0%	\$165,000,000	\$3,500,000
9	Transportation Investments for Environmental Preservation	6.0%	\$198,000,000	\$4,200,000
10	Planning Assistance	0.0%	\$0	\$0
Total		100%	\$3,300,000,000	\$70,000,000

RECOMMENDED ACTIONS and NEXT STEPS

The Transportation Measure Ad Hoc Committee recommends approval to the Commission the attached Ventura County Transportation Measure Investment/Expenditure Plan and that staff be directed to circulate The Plan to and request approval from the governing bodies of Ventura County cities and the County of Ventura.

The decision to prepare the draft Ventura County Transportation Measure Investment/Expenditure Plan and approve it for distribution to and consideration by Ventura County and the cities therein pursuant to Public Utilities Code Section 180206 is part of the process for creation of government funding mechanism and is exempt from CEQA pursuant to CEQA Guidelines Section 15378(b)(4).

Using the 2015 DOF population estimates the law requires that at least six (6) Ventura County cities representing no less than 357,289 incorporated population plus the Board of Supervisors to approve The Plan for the ballot. Assuming approval of The Plan by the Commission the months of May and June will be used to obtain City and County approval of The Plan for the ballot. Also during the months of May and June, VCTC staff and General Counsel will finalize the required accompanying ordinance.

At the regularly scheduled July meeting, the Commission will consider the Ordinance. The law requires a 2/3rd affirmative vote for the ordinance to be approved. Additionally the Commission will act to formally request that the Board of Supervisors place The Plan on the November 2016 ballot.



Item #7

April 22, 2016

MEMO TO: VENTURA COUNTY TRANSPORTATION COMMISSION

FROM: DARREN M. KETTLE, EXECUTIVE DIRECTOR

SUBJECT: FISCAL YEAR 2015/16 BUDGET AMENDMENT AND CONTRACT AMENDMENT TO SUPPORT INVESTMENT/EXPENDITURE PLAN, ORDINANCE AND PUBLIC OUTREACH AND EDUCATION

RECOMMENDATION:

- Approve FY 2015-16 budget amendment increasing expenditures in the Regional Transportation Planning task for the following line items:
Consultant Services - \$110,000
Legal - \$12,000
And increase revenues in the amount of \$122,000 from the General Fund Local Transportation Fund Balance,
- Approve Amendment No. 2 with Celtis Ventures increasing the not to exceed amount by \$100,000 to \$915,000 to continue public education and outreach efforts for transportation measure plan as described in the attached scope of work.

BACKGROUND:

Today's Special Meeting has been focused on the single topic of consideration of the placement of a transportation sales tax measure expenditure plan on the November 2016 General Election ballot. Assuming final action is taken by the Commission to proceed with the steps to place the expenditure plan on the ballot there are several budgetary and contract related matters that must be approved to complete the work required to draft the ordinance that will be considered by the Commission at its July 2016 meeting and the continued public education and outreach on what is now the Commission approved Plan.

Consultant Services

Over the past year the Commission and its staff has been supported by two consultants, Monte R. Ward and Associates for technical expertise, and Celtis Ventures for community outreach, public education, social and traditional media. The recommended budget amendments provide budgetary authority totaling \$110,000. The consultant services agreement with Monte R. Ward and Associates would be increased by \$10,000 to a not to exceed amount of \$20,000. The amendment to this agreement can be executed by way of the Executive Director's agreement execution authority. The consultant services agreement with Celtis Ventures, to perform the services identified in the attached scope of work requires approval by the Commission.

Legal

The Regional Transportation Planning Task requires an amendment of \$12,000 to provide legal support for activities related to the Plan and the accompanying Ordinance.

CONTRACT AMENDMENT NO. 2

VENTURA COUNTY TRANSPORTATION COMMISSION (VCTC)

MARKETING AND COMMUNITY OUTREACH PROGRAM

This Contract Amendment No. 2 ("Amendment") by and between the Ventura County Transportation Commission ("VCTC"), herein referred to as "VCTC" and Celtis Ventures LLC, hereinafter referred to as "CONTRACTOR", is entered into as of this 22nd day of April, 2016.

WHEREAS, on July 1, 2015, VCTC entered into a consulting contract ("Contract") for a Marketing and Commuter Services Community Outreach Program; and

WHEREAS VCTC wishes to expand its public education effort; and

WHEREAS VCTC has funds available in its current budget.

NOW, THEREFORE, VCTC and CONTRACTOR agree as follows:

1. The Contract is hereby amended to increase the FY 2015/16 by \$100,000 increasing the total annual cost not to exceed \$915,000 for services described in the attached Scope of Work.
2. SCOPE OF SERVICES IS HEREBY AMENDED TO ADD THE SERVICES IN EXHIBIT A.
3. Except to the extent amended hereby, the Contract remains in full force and effect.

IN WITNESS WHEREOF, the parties have executed this Contract Amendment No. 2 on the 22nd day of April, 2016.

APPROVED AS TO FORM:

**VENTURA COUNTY
TRANSPORTATION COMMISSION**

By: _____
General Counsel

By: _____
Darren Kettle, Executive Director

CONTRACTOR: CELTIS VENTURES LLC

By: _____
Matt Raymond, *President/CEO*



Continued Education and Awareness Plan

Purpose

To maintain education and awareness of transportation issues facing Ventura County.

Objectives

Keep transportation issues facing Ventura County top of mind
Drive people to keepVCmoving.org

Strategies

Sustain media presence
Strong community engagement
Enhanced/strategic media relations
Highlight/leverage related VCTC events (e.g. Bike Week)

Community Newspaper

- Continue community-based information
- Run two weeks on/two weeks off

Drive-Time radio

- Tighter schedule/higher frequency
- Two sustained flights
- Include Bike Week

Digital/Online

- Targeted online communications
- Wide reach/incredible accuracy
- Pin-point specific audiences

Sustained Social Engagement

- Continue frequent postings
- Promote topical/engaging posts
- Incorporate social media into outreach

Maintain/Enhance Website

- Update website to accommodate effort
- Drive people to specific site locations
- Use as repository for all RPI information
- Source of bilingual information

Strategic Media Relations/Response

- Schedule topics/releases
- Leverage paid media
- Align with other communications

Proactive Community Engagement/Events

- Support/maintain presentation schedule
- Aggressive constituent outreach
- Identify internal and external presenters
- Schedule extensive presentations

Budget Summary

- \$100k (over 10 weeks)
- Print/Community Newspapers \$18k
- Drive-Time Radio \$20k
- Digital/Online \$17k
- Social Engagement \$6k
- Website Maintenance/Updates \$19k
- Media Relations/Response \$10k
- Community Engagement/Events \$10k

Anticipated Results

- Outreach to adults 18-64
- 10 million impressions (from media)
- Sustained awareness of issues
- VCTC plan positioned as solution
- Public mandate to act



