EXECUTIVE COMMITTEE
AGENDA

Friday, September 14, 2007
9 a.m. to 10 a.m.
SANDAG, 7th Floor Conference Room
401 B Street
San Diego

AGENDA HIGHLIGHTS

- FY 2008 BUDGET AMENDMENT: REGIONAL MOBILITY AND TRANSPORTATION PLANNING
- SERVICE BUREAU FY 2007 ANNUAL REPORT
- LEGISLATIVE STATUS REPORT

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Welcome to SANDAG. Members of the public may speak to the Executive Committee on any item at the time the Committee is considering the item. Please complete a Speaker’s Slip, which is located in the rear of the room, and then present the slip to Committee staff. Also, members of the public are invited to address the Committee on any issue under the agenda item entitled Public Comments/Communications/Member Comments. Speakers are limited to three minutes. The Executive Committee may take action on any item appearing on the agenda.

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EXECUTIVE COMMITTEE
Friday, September 14, 2007

ITEM #  RECOMMENDATION
+1. APPROVAL OF JULY 13, 2007, MEETING MINUTES  APPROVE

2. PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS

Members of the public will have the opportunity to address the Executive Committee on any issue within the jurisdiction of the Committee. Speakers are limited to three minutes each and shall reserve time by completing a "Request to Speak" form and giving it to the Clerk prior to speaking. Committee members also may provide information and announcements under this agenda item.

REPORTS (3 through 6)

+3. FY 2008 BUDGET AMENDMENT: REGIONAL MOBILITY AND TRANSPORTATION PLANNING (Mike Hix)  APPROVE

Increased costs for preparing the Environmental Impact Report for the 2007 Regional Transportation Plan (RTP) require an amendment to the FY 2008 Program Budget and Overall Work Program (OWP). The Transportation Committee is asked to approve an amendment to the FY 2008 Program Budget totaling $150,000 to Regional Mobility and Transportation Planning (OWP #3000400) for additional consultant services for the 2007 RTP.

+4. SERVICE BUREAU FY 2007 ANNUAL REPORT (Karen Lamphere)  INFORMATION

SANDAG Board Policy requires that the Executive Committee, which governs the SANDAG Service Bureau, receive periodic progress reports on the project activities and financial status of the Service Bureau. This report will summarize Service Bureau activities during FY 2007.

5. LEGISLATIVE STATUS REPORT (Kim Kawada)  DISCUSSION/POSSIBLE ACTION

Staff will provide a verbal report on the status of key legislative activities. The Executive Committee may be asked consider a possible position on pending state bills.

+6. REVIEW OF SEPTEMBER 28, 2007, DRAFT BOARD AGENDA  APPROVE

7. UPCOMING MEETINGS  INFORMATION

The next meeting of the Executive Committee is scheduled for Friday, October 12, 2007, at 9 a.m.

8. ADJOURNMENT

+ next to an agenda item indicates an attachment
EXECUTIVE COMMITTEE DISCUSSION AND ACTIONS  
JULY 13, 2007

Chair Mary Sessom (East County) called the Executive Committee meeting to order at 9:02 a.m. The attendance sheet for the meeting is attached.

1. APPROVAL OF MINUTES

Upon a motion by Supervisor Ron Roberts (County of San Diego) and a second by Second Vice Chair Jerome Stocks (North County Coastal), the minutes of the June 8, 2007, Executive Committee meeting were unanimously approved, with Mayor Ron Morrison (South County) abstaining.

2. PUBLIC COMMENTS/COMMUNICATIONS/MEMBERS COMMENTS

There were no public comments, communications, or member comments at this time.

3. CHAIR’S REPORT (3)

Chair Sessom said she discussed the performance review with Mr. Gallegos. By contract, he is eligible for a salary adjustment that is a set amount. He also is eligible to receive a bonus award as is available to all staff. Considering all of the work that was done this year, she recommended that the Board of Directors approve the Executive Director’s performance evaluation and award a 10 percent bonus this year. Upon Committee action, this recommendation would be forwarded to the Board.

Action: Upon a motion by Chair Sessom and second by Second Vice Chair Stocks, the Executive Committee unanimously recommended that the Board of Directors approve: (1) the Executive Director’s performance evaluation for the period July 2006 to June 2007; (2) his performance objectives for the upcoming year (July 2007 to June 2008); and (3) a 10 percent bonus award.
4. SANDAG SERVICE BUREAU: FUNDING FOR BAYSHORE BIKEWAY ENGINEERING AND PLANNING SERVICES (APPROVE)

Gary Gallegos, Executive Director, stated that County Supervisor Greg Cox along with the cities of National City and Chula Vista asked that we bring together these entities to start work on this project. The County of San Diego has put up a substantial amount of money, with matches from National City and Chula Vista, to help implement a segment of the Bayshore Bikeway through these cities.

Second Vice Chair Stocks thanked the County and these cities for putting up the money to further the implementation of this project.

Supervisor Roberts noted that Supervisor Cox asked the Committee not to let his absence from this meeting be taken for a lack of interest. Supervisor Roberts noted that Supervisor Cox is a strong proponent for moving forward on this work.

Action: Upon a motion by Second Vice Chair Stocks, and a second by Supervisor Roberts, the Executive Committee unanimously voted to authorize the Executive Director to contract with the County of San Diego and the cities of National City and Chula Vista to accept funding totaling $337,000 to begin preliminary engineering for a portion of the Bayshore Bikeway.

5. INFRASTRUCTURE BOND FUNDING: TRADE CORRIDORS IMPROVEMENT FUND PROGRAM (RECOMMEND)

Mr. Gallegos stated that the next piece of the Proposition 1B infrastructure bond that is expected to be implemented is the goods movement portion. There is about $2 billion available statewide for goods movement projects under the Trade Corridors Improvement Fund program. Staff is recommending that SANDAG approve a funding strategy that identifies San Diego’s priorities for this program. He referred to page 2 of the agenda report to show the potential investment scenarios, and the proposed projects under each scenario. He reviewed the recommended projects and their priorities. Implementation of most of these projects will require a match, and we have been working with the Port District to help provide the local match for maritime projects. We also want to improve the movement of freight in the region. Mr. Gallegos stated that having a strategy will help us when we go to Sacramento to advocate for regional projects.

Supervisor Roberts inquired about how goods moving on rail would be handled. Does this mean goods would go to the port facilities and be shipped from there, or would the goods continue over land? Mr. Gallegos replied that this would assume that goods would at least get to the Port of San Diego facilities.

Supervisor Roberts indicated that we have a major problem with freight moving through the city now. He has been talking with the railroads to get some kind of scheduling accommodation, especially with the freight trains, which impact traffic to Padres games at Petco Park. This also has become a safety issue; some pedestrians are jumping through when...
the trains block intersections during extended periods. He suggested that SANDAG send a letter to the Burlington, Santa Fe, and Northern (BSFN) railroad to see if we can do something to affect the scheduling. Adding more capacity to an already broken system will not be safe. He noted that the railroads have not been responsive to previous suggestions related to schedule changes.

Mr. Gallegos agreed that this program would add more rail freight capacity to the Port facilities.

Supervisor Roberts added that the existing problem in downtown San Diego will be exacerbated with the addition of more trains.

Mr. Gallegos said that another thing to keep in mind is a proposed intermodal yard in San Ysidro. This would provide an additional loading and staging area that could perhaps divert some freight activities away from downtown San Diego.

Councilmember Jim Madaffer (City of San Diego) said that we want to show that we have worthwhile projects. Statewide, there is a significant backlog of goods movement projects. This strategy is good because it focuses on the border-related goods movement projects. He asked Mr. Gallegos’ opinion about where he thought San Diego would fall with regard to funding. Mr. Gallegos said that based on discussions with legislative leaders, he believed the region could realistically receive $200 million to $400 million from the program.

Councilmember Madaffer expressed support for adopting this strategy. It is clearly within what we are doing in the Regional Transportation Plan and it ties in with the border crossing work.

Mayor Morrison agreed with Supervisor Roberts’ comments. The whole rail situation needs to be considered. We need to look at the entire area so we don’t push a problem from one area to another. We also need to coordinate more with the Port District, and the Port also should be investing money in their maritime improvements.

Supervisor Roberts said that the other piece of this is the $1 billion goods movement air quality improvement program in Proposition 1B. Mr. Gallegos replied that we have engaged the Air Pollution Control District (APCD) and the Air Resources Board (ARB) on this issue and we hope to bring something in the September-October time frame to the Board for consideration.

Action: Upon a motion by Councilmember Madaffer, and a second by Second Vice Chair Stocks, the Executive Committee voted to recommend that the SANDAG Board of Directors approve the funding strategy (in Table 1 of the agenda report) for implementing key regional goods movement projects through the Trade Corridors Improvement Fund program of Proposition 1B.

6. LEGISLATIVE STATUS REPORT (DISCUSSION/POSSIBLE ACTION)

Kim Kawada, Policy and Legislative Affairs Program Manager, discussed Senate Bill (SB) 375 (Steinberg), and said that staff is asking for a possible position on this bill. This measure has
made its way out of the State Senate and through the major policy committees in the Assembly. Because of the bill’s rapid progress, staff is recommending that the Committee consider an “Oppose unless Amended” position at this time.

She said that the bill has four major components; she reviewed these components and described the impacts to the San Diego region. This bill is sponsored by two large environmental groups. In opposition is the League of California Cities, the County of San Diego, California State Association of Counties (CSAC), contractors, and the building industry. The various Metropolitan Planning Organizations (MPOs) and Regional Transportation Planning Agencies (RTPAs) around the state are split on this. It is a controversial bill. She said that the provisions concerning the preferred growth scenario and significant resource lands are problematic. If passed, the bill would place certain land use planning and regulatory responsibilities on SANDAG, which could be in conflict with land use authority of local jurisdictions. It does include an “out” for SANDAG to allow development in certain areas, if SANDAG makes specific findings. These findings, however, are not workable; staff estimates that this bill would have the most negative impact on the County of San Diego.

Ms. Kawada noted that staff has met with the author’s staff and they indicated that they are willing to work with us to address our concerns. She reviewed staff’s proposed amendments to this bill.

Councilmember Madaffer stated that Ms. Kawada wrote an excellent brief on this item. He thought this bill should be turned into a two-year bill. As written, it takes away local land use authority. The information provided by Catherine Hill on the League of California Cities’ position points out some of the concerns with this bill. The bill talks about California Environmental Quality Act (CEQA) reform, but the CEQA reform isn’t there yet. If we can’t work with the author to address these top ten issues that are of concern to the League, then we want to ask that this bill be put off. The best thing is that this goes to two years. We should spend more time on this bill.

Mayor Mickey Cafagna (North County Inland) agreed with Councilmember Madaffer. For our county and region, our smart growth concepts are along the lines of what this bill intends to do. However, it is too far reaching as far as land use is concerned. It doesn’t need to be amended, we should start over.

Supervisor Roberts agreed with the comments made by Councilmember Madaffer and Mayor Cafagna. He thought the intentions of the bill were good. The County of San Diego strongly opposes this bill as it is a major threat to local land use control.

Mayor Art Madrid agreed with everything that has been said. He expressed concern with the way the State Legislature is going. He added that a lot of local jurisdictions have not done anything with regard to climate change, and the Legislature is going to force us to do something. We have to come up with our own plan.

Mayor Cheryl Cox (South County) agreed with the opposition on this bill on the basis of local control.
Action: Upon a motion by Mayor Cafagna, and a second by Supervisor Roberts, the Executive Committee voted to take an oppose position on SB 375.

7. SENATE BILL 10: REGIONAL AIRPORT AUTHORITY REFORM ACT OF 2007 (DISCUSSION/POSSIBLE ACTION)

Ms. Kawada reported that this Committee last talked about Senate Bill (SB) 10 in May. Since then, discussions have continued with Senator Kehoe and her staff. Under the amended version, the Airport Authority would retain airport land use compatibility planning responsibilities, and would continue to be responsible for the preparation, adoption, and amendments to Airport Land Use Compatibility Plans (ALUCPs). The SANDAG Board would be required to review an ALUCP for compatibility with the Airport Multimodal Accessibility Plan. If any inconsistencies are found between these two plans, the ALUCP will go back to the Airport Authority with findings.

Ms. Kawada stated that as amended, SB 10 defines the responsibilities of SANDAG and the Authority in the preparation of a Regional Aviation Strategic Plan (RASP) and Airport Multimodal Accessibility Plan (AMAP). She noted that significant amendments were made to the planning responsibilities to better integrate airport and other modes of transportation and to better connect the Authority’s plans with the long-range plans of SANDAG. If the bill is passed and signed into law, it would require the Authority and SANDAG to develop an agreement for coordination and development of the RASP and AMAP, and for the funding of the two plans. Staff feels that as currently written, the planning sections do accomplish what the SANDAG Board and Executive Committee wanted on the planning integration of air and other modes of transportation.

She noted that the Transportation Committee has recently been working with Authority Board members and staff and SANDAG Board members and staff regarding the need to prepare an air-rail network plan. The definition of the AMAP in the bill is broad enough to include this more specific air-rail network plan. However, staff is recommending a few amendments to the bill language to clarify this. She reviewed the proposed amendments.

Chair Sessom suggested that the Committee not make a recommendation to the Board at this time. She agreed that the way Ms. Kawada presented the planning and land use section is appropriate for SANDAG. She suggested that as representatives of our cities and the county, we each should look carefully at the Authority governance structure provisions. She asked Deanna Spehn from Senator Kehoe’s staff about the proposed planning amendments presented today. Ms. Spehn said that the Senator is comfortable with the planning amendments as outlined today. She noted that amendments to the Authority governance provisions also are expected, as previously discussed with Mayor Sanders and others.

Mayor Jerry Sanders (City of San Diego) said that he was comfortable with moving this forward to the Board as it is now in a workable form. Mayor Sanders moved to accept this model of SB 10 with the amendments that the Senator has indicated is acceptable.

Ms. Kawada stated that related to the governance portion, there are a few things that are not in the bill but are expected in the next iteration. These are listed at the end of the staff report.
Mayor Sanders said that two amendments, the weighted vote and the supermajority vote, have been agreed to and are being included in the bill.

Ms. Kawada also mentioned the staggering of the current Authority’s board member terms. Mayor Sanders agreed with the staggered terms.

Supervisor Roberts agreed with Mayor Sanders that we ought to move forward with this bill. He was surprised to learn that the Airport Authority Board could adjust its own compensation rate. It bothered him that an appointed board could have this authority. He asked if there are other boards that do this.

Second Vice Chair Stocks stated that the County Water Authority sets its own compensation.

Ms. Spehn pointed out that any compensation change for Authority Board members would require a supermajority vote for approval.

Mayor Morrison said he liked how the subregional representation is being handled. We keep hearing about governance amendments but we don’t have the draft language of those amendments. Some of the cities have concerns about how this is laid out since it is not yet defined. He thought that one of the County representatives should be from the unincorporated area. There should be representation from the entire county on this board.

Mayor Cox was interested in seeing the language about the supermajority vote.

Chair Sessom clarified the motion to move forward with a recommendation to adopt SB 10 with the proposed amendments the Senator has agreed to include.

Mayor Sanders said he would like to move this forward but doesn’t want to cut off any further discussion.

Chair Sessom stated that she needs more information about the tally votes and the supermajority votes.

Supervisor Roberts thought that the supermajority vote was only related to the relocation of the airport. This is the first time he saw it to be used for compensation changes.

Mr. Gallegos asked Ms. Spehn when the bill’s language, including the latest amendments, would be available in print.

Ms. Spehn replied that it would help the Senator if this body gave some direction on the bill. She suggested that the Executive Committee agree with the bill in concept, contingent upon a review of the final language of the bill.

Mayor Sanders asked about the deadline. Ms. Spehn said that the next step is the Assembly Appropriations Committee, which will most likely be in the first part of August. It takes ten days to get language out of Legislative Counsel.
Mr. Gallegos stated that the SANDAG Board is dark in August so the last time to weigh in on this bill before then will be at the July 27 Board meeting. The Legislature typically recesses in late July/early August.

Chair Sessom suggested that the motion be conditioned upon final review of the bill’s language. Mayor Sanders agreed with that amendment.

**Action:** Upon a motion by Mayor Sanders, and a second by Supervisor Roberts, the Executive Committee unanimously voted to recommend that the SANDAG Board of Directors support SB 10 in concept, subject to review of the bill’s final language.

8. **POTENTIAL AMENDMENT TO THE FY 2008 BUDGET AND OVERALL WORK PROGRAM (DISCUSSION/POSSIBLE ACTION)**

This item was postponed to the next meeting.


Diane Eidam, Chief Deputy Executive Director, reviewed this draft agenda, and said there was one change to add a report on the Mid-City Rapid Bus project. The Board will be asked to pursue federal funding and select this project as a preferred alternative.

**Action:** Upon a motion by Supervisor Roberts, and a second by Mayor Morrison, the Executive Committee voted to approve the agenda for the July 27, 2007, SANDAG Board of Directors meeting, as amended.

10. **UPCOMING MEETINGS (INFORMATION)**

The next meeting of the Executive Committee is scheduled for Friday, August 10, 2007, at 9 a.m.

11. **ADJOURNMENT**

Chair Sessom adjourned the meeting at 10:11 a.m.

Attachment: Attendance Sheet
## CONFIRMED ATTENDANCE
### SANDAG EXECUTIVE COMMITTEE MEETING
### JULY 13, 2007

<table>
<thead>
<tr>
<th>GEOGRAPHICAL AREA</th>
<th>JURISDICTION</th>
<th>NAME</th>
<th>MEMBER/ ALTERNATE</th>
<th>ATTENDING</th>
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<td>North County Inland</td>
<td>City of Escondido</td>
<td>Lori Holt Pfeiler, 1st Vice Chair</td>
<td>Member</td>
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<td></td>
<td>City of Poway</td>
<td>Mickey Cafagna</td>
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<td>North County Coastal</td>
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<td>Jerome Stocks, 2nd Vice Chair</td>
<td>Member</td>
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<td>City of Carlsbad</td>
<td>Matt Hall</td>
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<td>South County</td>
<td>City of National City</td>
<td>Ron Morrison</td>
<td>Member</td>
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<td>City of Chula Vista</td>
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<td>East County</td>
<td>City of Lemon Grove</td>
<td>Mary Sessom, Chair</td>
<td>Member</td>
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<td>City of Santee</td>
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<td>City of San Diego</td>
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<td></td>
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<td></td>
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<td>Toni Atkins</td>
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<td>County of San Diego</td>
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<td>Ron Roberts</td>
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<td></td>
<td>----</td>
<td>Greg Cox</td>
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<td></td>
<td>----</td>
<td>Bill Horn</td>
<td>2nd Alternate</td>
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FY 2008 BUDGET AMENDMENT: REGIONAL MOBILITY AND TRANSPORTATION PLANNING

Introduction

The FY 2008 Budget included $122,000 in consultant services in the Regional Mobility and Transportation Planning work element (OWP #3000400) for the completion of the Environmental Impact Report (EIR) for the 2007 Regional Transportation Plan (RTP). Due to additional environmental analysis that was not anticipated in the original scope, and due to certain EIR preparation activities that were budgeted in FY 2007 but not completed until FY 2008, a budget amendment of $150,000 is being requested.

Discussion

During the review of the initial screencheck of the Draft EIR by SANDAG staff, it was determined that additional tasks should be included in order to ensure that the document is in full compliance with the California Environmental Quality Act. These additional tasks included a water supply section that was not part of the original scope of work, expanded analysis of greenhouse gas in response to comments submitted by the State Attorney General’s office – including an additional EIR appendix, an air quality analysis for all alternatives, and a more detailed alternatives analysis – and an expanded discussion of water quality. The level of detail for certain other sections of the EIR also was enhanced.

Additionally, the Draft RTP was not released by SANDAG until June 2007, and therefore much of the work on the Draft EIR was completed after June 30. As a result, the unspent funds from FY 2007 ($50,000) need to be carried over to FY 2008.

Funding for the $100,000 in additional costs would come from the SANDAG contingency reserve. Use of this reserve is governed by Board Policy No. 030 and is subject to the approval of the Executive Committee. One of the qualifying uses of the reserve is for non-recurring “unanticipated needs relating to an existing crucial commitment.” The FY 2008 Budget projected the contingency reserve balance to be approximately $4.9 million, or 9.7 percent of the FY 2008 OWP Budget, which exceeds the target of 5 percent established by Policy No. 030. The use of $100,000 of the reserve would bring the projected balance to $4.8 million, or 9.5 percent of the FY 2008 OWP Budget.

BOB LEITER
Director of Land Use and Transportation Planning

Key Staff Contact: Michael Hix, (619) 699-1977, mhi@sandag.org
Introduction

The SANDAG Service Bureau has been in operation for two years. This report summarizes the project activities conducted during FY 2007, the financial performance of the Service Bureau, and plans for the current fiscal year.

Discussion

The SANDAG Service Bureau provides informational and technical services to member agencies, nonmember government agencies, private organizations, and individuals. The purpose of the Service Bureau is to offer products and services that meet the needs of decision makers in the public and private sectors while enhancing the quality and extent of demographic, economic, transportation, land use, criminal justice, and other information maintained in the Regional Information System (RIS) and the technology used to support it. One of the main goals of the Service Bureau is to generate revenue to continually update and maintain the RIS, one of the agency’s and the region’s most valuable resources, through a Regional Information System Maintenance and Enhancement Allocation (RISMEA).

Financial Status

In July 2005, the Executive Committee established an overall goal that average project revenues would exceed expenses by 17 percent by virtue of the RISMEA. SANDAG has achieved, and actually exceeded, this objective for projects undertaken this year and over the life of the Service Bureau.

As of June 30, 2007, SANDAG had $929,200 in recorded or committed Service Bureau project revenues. Expenses related to performing this work are expected to be $754,800. This means that project revenues will exceed project costs by about 23 percent at the completion of all projects. This is greater than the 17 percent target for the RISMEA. However, there are nonproject costs related to management and marketing. Even when those expenses ($119,800) are taken into account, revenues exceed all Service Bureau costs by 6 percent as shown in Table 1. It should be noted that the nonproject expenses are atypically high this year due largely to the procurement of consultant services ($22,000) to prepare the Service Bureau Marketing Plan that was presented to the Executive Committee at its March 2007 meeting. Additionally, as this plan is fully implemented, fewer staff resources will need to be allocated to marketing efforts.
Table 1
SANDAG Service Bureau
FY 2007 Revenues and Expenses

<table>
<thead>
<tr>
<th>Type of Project (number of projects)</th>
<th>Committed Revenue</th>
<th>Projected Revenue</th>
<th>Difference</th>
<th>Percent</th>
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<tbody>
<tr>
<td>Custom Maps &amp; GIS</td>
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<td>Demographic/Economic Analysis</td>
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<td>Housing</td>
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<td>Strategic/Comprehensive Plans</td>
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<td>Surveys</td>
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<td>$62,200</td>
<td>$9,100</td>
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<tr>
<td>Transportation Modeling</td>
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<td>$65,300</td>
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<td>All Projects</td>
<td>$929,200</td>
<td>$754,800</td>
<td>$174,400</td>
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<td>Nonproject Expenses</td>
<td>$0</td>
<td>$119,800</td>
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<tr>
<td>Total</td>
<td>$929,200</td>
<td>$874,600</td>
<td>$54,600</td>
<td>6%</td>
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</tbody>
</table>

1 Includes the total committed revenue and projected expenses over the life of all projects.

Use of Retained Earnings

As noted previously, an important focus of the Service Bureau is to generate revenues to support and enhance the agency’s information and technical capabilities. At the beginning of FY 2007, the retained earnings of the Service Bureau and SourcePoint1 exceeded $250,000. As part of the FY 2008 Budget process, the Executive Committee approved the use of $69,340 of retained earnings for two purposes:

1. Census Transportation Planning Package (CTPP): The CTPP is a compilation of special tabulations from the decennial census designed specifically for transportation planning purposes. A key component of the CTPP is its detailed home-to-work trip origin-destination information, which is used to calibrate and update transportation models. In the past, a consortium of state and federal agencies funded the CTPP. For the 2010 Census CTPP, Metropolitan Planning Organizations (MPO) were asked to contribute a share of the cost using a population-based formula. For San Diego County, that amount was $53,940.

2. Production, Exchange and Consumption Allocation System (PECAS) Forecasting and Simulation Model: For more than 20 years SANDAG, along with others in the forecast modeling community, has used small area forecasting models that focus on the spatial relationships among jobs and housing. A new generation of forecasting models is becoming widely used.

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1 SourcePoint, one of three separate programs that were consolidated under the Service Bureau umbrella, was established as a 501(c)(3) nonprofit corporation by SANDAG in 1982. SANDAG continues to maintain SourcePoint to provide flexibility for SANDAG and for Service Bureau clients.
that incorporates the economics of land use and its effects on the pattern of spatial
development. The development and implementation of a PECAS model that is customized to
fit the uniqueness of the San Diego region is extremely data-intensive and time consuming
and will take place over a three-year period. A small amount of Service Bureau/SourcePoint
retained earnings ($15,400) was allocated in FY 2008 to keep the project on schedule.

Overview of FY 2007 Projects

During the fiscal year, the Service Bureau assisted clients on 144 studies and projects. The services
provided were concentrated in the areas of transportation modeling; strategic plans, and custom
maps and Geographic Information System (GIS) analysis.

Long-standing transportation modeling capabilities continue to be a mainstay of the Service
Bureau. Transportation models are used to evaluate the traffic and transit impacts of factors such as
changes to land use and transportation system configurations. These studies include small projects
that can be completed in a few hours’ time as well as complex studies that span many months. The
products and services provided in this area account for about one-quarter of Service Bureau
revenues and nearly three-quarters of all projects.

Strategic and comprehensive plans are generally the largest in scope of all Service Bureau projects.
Currently, staff is working with Caltrans and other state and federal agencies on both sides of the
border on a Border Master Plan that will evaluate planning processes for ports of entry and related
transportation facilities. Other projects in this category include a study for United Way to help
target populations achieve economic self sufficiency and financial literacy, and a project funded by
the Coastal Conservancy to evaluate potential uses of the existing Salt Works building and the
surrounding area in south bay.

Preparing custom maps and providing other GIS services has proven to be another important
component of the Service Bureau. In addition to providing on-call GIS services to a local consulting
firm, the Service Bureau assisted several organizations by compiling a variety of SANDAG and
user-provided data and preparing maps and other visual representations of the information.

Marketing and Outreach Activities

At the close of FY 2006, SANDAG felt it had a good understanding of the Service Bureau’s core
services and strengths and had established a good reputation and repeat business in these areas
among a relatively small client base. To expand on the success of the first year of operation, funds
were included in the FY 2007 Budget to hire a consultant to prepare a Service Bureau Strategic
Marketing Plan. This plan was presented to the Executive Committee in March 2007.

One of the recommendations in the Marketing Plan was to develop or purchase a lead
management system to build a database of people and organizations that are current clients or
new contacts who could become clients. SANDAG is currently implementing a tool called CRMTrak
that allows SANDAG to track individual contact and client activity, and send customized e-mails and
other correspondence.

Other activities include the design of PowerPoint, proposal, and report templates to expedite the
preparation of these materials and further “brand” the Service Bureau. It should be noted that the
SANDAG Service Bureau logo, designed by the Creative Services staff, received an Award of
Distinction in the 2007 Communicator Awards competition, an international program recognizing
creative excellence in the communications field. It also was selected for publication in LogoLounge, an internationally recognized resource for design inspiration and solutions.

**Future Activities**

Financially, FY 2008 has gotten off to a strong start. Since July 1, SANDAG has entered into agreements totaling nearly $450,000 for several projects. These include housing studies for the cities of Solana Beach and San Juan Capistrano and the preparation of two strategic/comprehensive plans. The first is with the County of San Diego and the Cities of Chula Vista and National City to complete the preliminary engineering work to facilitate the implementation of the Bayshore Bikeway Plan. The second is with six north San Diego County cities to create a combined North County Transportation Model.

The Marketing Plan emphasizes the necessity of budgeting time and resources for activities that aren’t project-related, such as full implementation of the lead management system, marketing activities, and developing the administrative framework necessary to track and monitor results. SANDAG has made significant progress in these areas in the past six months and is beginning to see some increased activity as a result of these efforts.

Repeat customers have been important to the success of the Service Bureau. The goals for FY 2008 focus on continuing this trend but also expanding the client base. Key to this goal is increasing SANDAG visibility at appropriate professional group events, scheduling presentations and meetings with local government representatives and community groups that would benefit from our range of products and services, and other activities to increase market awareness. Staff also is exploring opportunities to broaden the services available to clients through collaboration with departments across the agency.

KEVIN MURPHY  
Director of Technical Services

Key Staff Contact: Karen Lamphere, (619) 699-6955, kla@sandag.org
San Diego Association of Governments
EXECUTIVE COMMITTEE

September 14, 2007

AGENDA ITEM NO.: 6

Action Requested: APPROVE

REVIEW OF SEPTEMBER 28, 2007, DRAFT BOARD AGENDA

+1. APPROVAL OF MEETING MINUTES

A. JULY 13, 2007, POLICY MEETING MINUTES
B. JULY 27, 2007, MEETING MINUTES

2. PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS

Members of the public shall have the opportunity to address the Board on any issue within the jurisdiction of SANDAG. Anyone desiring to speak shall reserve time by completing a “Request to Speak” form and giving it to the Clerk of the Board prior to speaking. Public speakers should notify the Clerk of the Board if they have a handout for distribution to Board members. Speakers are limited to three minutes. Board members also may provide information and announcements under this agenda item.

+3. ACTIONS FROM POLICY ADVISORY COMMITTEES

This item summarizes the actions taken by the Transportation and Regional Planning Committees on August 3, the Transportation Committee on September 7, the Executive Committee on September 14, and the Transportation and Public Safety Committees on September 21, 2007.

CONSENT ITEMS (4 through XX)

+4. UPDATE TO CONFLICT OF INTEREST CODE (Julie Wiley)

SANDAG is required to update its Conflict of Interest Code on a biennial basis. Staff proposes the changes shown in the attached copy of the Code to bring the Code up to date. The Board is asked to approve the proposed amendments to the Code.

+5. QUARTERLY INVESTMENT REPORT – PERIOD ENDING JUNE 30, 2007* (Lauren Warrem)

The SANDAG Investment Policy requires that the Board be provided a quarterly report of investments held by SANDAG. This report includes all money under the direction or care of SANDAG as of June 30, 2007.
+6. QUARTERLY PROGRESS REPORT ON TRANSPORTATION PROJECTS* (José A. Nuncio)  

This quarterly report summarizes the current status of major highway, transit, arterial, traffic management, and transportation demand management (TDM) projects in the SANDAG five-year Regional Transportation Improvement Program (RTIP) for the period April through June 2007.

+7. REPORT SUMMARIZING DELEGATED ACTIONS TAKEN BY EXECUTIVE DIRECTOR* (Renée Wasmund)  

In accordance with SANDAG Board Policy Nos. 003 (Investment Policy), 017 (Delegation of Authority), and 024 (Procurement and Contracting-Construction), this report summarizes certain delegated actions taken by the Executive Director since the last Board meeting.

+8. REPORTS ON MEETINGS AND EVENTS ATTENDED ON BEHALF OF SANDAG (Deborah Gunn)  

Board members will provide brief reports orally or in writing on external meetings and events attended on behalf of SANDAG since the last Board of Directors meeting.

9.  

10.  

CHAIR’S REPORT (11 through XX)  

+11. APPOINTMENT OF NOMINATING COMMITTEE FOR SANDAG BOARD OFFICERS  

In accordance with the SANDAG Bylaws, the Chair will appoint up to a six-person nominating committee for Board officers, made up of Board members from each of the four subregions and a member from the City of San Diego and the County of San Diego. However, the nominating committee shall not include Board members from jurisdictions that have applicants for the Chair or a Vice Chair position on the Board of Directors. The nominating committee will submit its slate nominees, in writing, for mailing to Board members in or around November.
REPORT (14 through XX)

+14. **OTAY MESA-MESA DE OTAY BINATIONAL CORRIDOR STRATEGIC PLAN**
   (Imperial Beach Councilmember Patricia McCoy, Borders Committee Chair; Elisa Arias)

   SANDAG, in partnership with the City of Tijuana’s Municipal Planning Institute (Instituto Municipal de Planeación or IMPlan), has evaluated transportation, housing, economic development, and environmental conservation issues in the preparation of the first San Diego-Tijuana strategic plan. The Board of Directors is asked to approve the Otay Mesa-Mesa de Otay Binational Corridor Strategic Plan for planning purposes.

+15. **BEACH SAND REPLACEMENT PROJECT PRELIMINARY PLANNING COST ALLOCATION METHODOLOGY**
   (Shelby Tucker)

   The Board of Directors is asked to approve the proposed cost allocation methodology for the preliminary planning phase of a regional beach sand replenishment project. The distribution of costs among coastal cities was discussed and recommended by the Regional Planning Committee on August 3, 2007, and the Shoreline Working Group on July 12, 2007.

+16. **PORT OF SAN DIEGO ECONOMIC IMPACT STUDY AND MARITIME BUSINESS PLAN**
   (Jim Hutzelman and Paul Brown, Port of San Diego)

   Port of San Diego staff will present the results of a study conducted by Economics Research Associates (ERA) on the economic impact of the businesses on the Port tidelands, as well as key findings of the Port’s recently completed Maritime Business Plan. The ERA economic impact study showed that business operations of Port tidelands generated $10.7 billion in revenue and more than 77,000 jobs for the San Diego region. The Maritime Business Plan outlines the Port’s cargo market growth potential and development scenarios at the Tenth Avenue and National City Marine Terminals that would provide facilities needed for potential growth.

+17. **2008 EMPLOYMENT AND RESIDENTIAL LAND INVENTORY WORKING GROUP**
   (Monika Clark)

   The San Diego Regional Economic Development Corporation (EDC) and SANDAG are partnering to update the Employment and Residential Land Inventory and Market Analysis study, most recently completed in 2000. The Inventory provides a factual basis for assessing the supply of and demand for employment land in the region. It gives the location and market status of currently available employment land. The 2008 study will be expanded to include residential land in order to provide information about the location, characteristics, and availability of vacant residential land. The EDC, together with SANDAG, will identify and convene the Employment and Residential Land Inventory Working Group and will hold the first meeting in fall 2007.
+18. ANNUAL UPDATE ON THE ACTIVITIES OF THE CRIMINAL JUSTICE INFORMATION
RESEARCH DIVISION AND CLEARINGHOUSE (Cynthia Burke)

As part of the SANDAG Criminal Justice Clearinghouse, regional crime and arrest statistics, as well as statistics related to drug use among the offender population are tracked on a regular basis. SANDAG has maintained these statistics since the late 1980s and remains the only regional source for up-to-date historical information. These data provide timely information for policymakers and practitioners interested in how crime and law enforcement’s response varies over time and across jurisdictions. An overview and update of the activities and accomplishments of the Criminal Justice Research Division and the Clearinghouse will be provided.

+19. PRESENTATION ON CONSTRUCTION AGGREGATE RESOURCES INFORMATION
(Warren Coalson, EnviroMINE, Inc.)

A representative of EnviroMINE, Inc., a San Diego based firm, will provide a presentation on the scarcity of permitted construction aggregate resources in San Diego County, including implications for future development.

20. UPCOMING MEETINGS INFORMATION

The next Board Policy meeting is scheduled for Friday, October 12, 2007, at 10 a.m. The next Board Business meeting of the SANDAG Board of Directors is scheduled for Friday, October 26, 2007, at 9 a.m.

21. ADJOURNMENT

+ next to an agenda item indicates an attachment
* next to an agenda item indicates a San Diego Regional Transportation Commission item
The Service Bureau

- Offers a wide range of technical and informational services
- Public and private sector clients
- Purpose:
  - Provide products and services to help make informed decisions
  - Generate revenue to support the Regional Information System
Revenues and Expenses (All FY 2007 Active Projects)

Committed Revenue

$929,200

Expected Project Expenses

$754,800

Net Gain = 23%

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Revenues and Expenses (All FY 2007 Active Projects)

<table>
<thead>
<tr>
<th></th>
<th>Committed Revenue</th>
<th>Projected Expenses</th>
<th>Percent Difference</th>
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<tbody>
<tr>
<td>Projects</td>
<td>$929,200</td>
<td>$754,800</td>
<td>23%</td>
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<tr>
<td>Non-Project (management, marketing, etc.)</td>
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<td>$119,800</td>
<td>--</td>
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<tr>
<td>Total</td>
<td>$929,200</td>
<td>$874,600</td>
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</table>
Use of Retained Earnings

- Census Transportation Planning Package
- PECAS Forecasting Model
- Total: $69,340

Summary of Services (FY 2007)

<table>
<thead>
<tr>
<th>Type of Service</th>
<th>No. of Projects</th>
<th>Committed Revenue</th>
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<tbody>
<tr>
<td>Transportation Modeling</td>
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<td>$215,800</td>
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<td>Strategic Plans</td>
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<tr>
<td>Custom Maps/GIS</td>
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<td>Surveys</td>
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<td>Housing Studies</td>
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<td>$36,000</td>
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<tr>
<td>Demographic/Economic Analysis</td>
<td>17</td>
<td>$21,300</td>
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<tr>
<td>All Projects</td>
<td>144</td>
<td>$929,200</td>
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</table>
Transportation Studies

• Evaluate the impact of development on the transportation system
• Determine characteristics of people living within specified travel times

Strategic Plans

• Salt Works Site Assessment
• California-Baja California Border Master Plan
Custom Maps and GIS Analysis

North County Health Services
Patient Distribution by Census Tract

Housing Studies

- City of Coronado Housing Element
- City of San Marcos Inclusionary Housing/Density Bonus Programs
Demographic & Economic Analysis

San Diego Region Labor Force Composition

Survey Design and Analysis

- Evaluate attitudes and opinions
- Measure change over time

Chula Vista Police Department Survey
Marketing Activities

• 2007
  • Strategic Marketing Plan
  • CRMTrak—Lead management system
  • Logo recognized in national competitions

• 2008
  • Regular communication with clients and prospects
  • Frequent updates of Service Bureau web pages
  • Build partnerships
  • Open house

On the Horizon…2008

• Bayshore Bikeway Engineering and Planning
• Combined North County Transportation Model
• $450,000 in new projects
SANDAG Service Bureau
Annual Report
FY 2007