



**BOARD OF DIRECTORS
NOVEMBER 19, 2004**

**AGENDA ITEM NO. 04-- 1
ACTION REQUESTED - APPROVE**

**BOARD OF DIRECTORS DISCUSSION AND ACTIONS
October 22, 2004**

Chairman Mickey Cafagna (Poway) called the meeting of the SANDAG Board of Directors to order at 9:06 a.m. The attendance sheet for the meeting is attached.

1. APPROVAL OF MINUTES

Action: Upon a motion by Councilmember Christy Guerin (Encinitas) and a second by Councilmember Patricia McCoy (Imperial Beach), the SANDAG Board of Directors approved the minutes from the September 24, 2004, meeting.

2. ADDITIONS AND DELETIONS

There were no additions or deletions to the agenda.

3. PUBLIC COMMENTS/COMMUNICATIONS/MEMBERS COMMENTS

Chuck Lungerhausen, a member of the public, commented that if Proposition A does not receive the two-thirds required vote for passage, he will contemplate moving to a more transit-funded and friendly area. Other people may be similarly affected, especially those directly employed by public transportation agencies. There would also be a domino effect on related industries and employees. He asked if SANDAG has determined the number of people who will be affected and the tourist dollars lost if adequate bus and trolley service is not provided in the future. He felt that one reason why all of the goals contained in the original TransNet measure in 1987 were not achieved was the major state funding that was spent on earthquake retrofit work on many freeway and road bridges during Governor Pete Wilson's term.

Chair Cafagna introduced two guests: Admiral Gary Engel and Elliott Parks.

CONSENT ITEMS (4 through 5)

Chair Cafagna indicated that a member of the public asked that item 4 be pulled from the agenda to allow comment.

4. ACTIONS FROM POLICY ADVISORY COMMITTEES (APPROVE)

Deborah Knight, representing the Friends of Rose Canyon and UC Golden, stated that both organizations are deeply involved in the Regents Road Bridge project. This project has been under study for ten years and seven different alternatives have been developed. In four of the alternatives, the Regents Road Bridge project would never be built. If SANDAG approved funds for the Regents Road Bridge project that would send a message to the community that this project would move forward without equal consideration of all of the alternatives. They are asking that the title of this project be changed to the University City North-South Corridor Transportation project. That way, funds could be used for any alternative that is ultimately selected. If the City is requesting funding for this project, it is "double dipping" as much of the cost of this project has been funded by Federal Transit Administration (FTA) monies. She asked that this item be deferred or the title changed.

Gary Gallegos, Executive Director, said that this item was brought up at the October 15, 2004, Transportation Committee meeting, on an item related to an amendment to the Regional Transportation Improvement Program (RTIP). This item was brought to SANDAG by the City of San Diego for the use of its local *TransNet* dollars. Approval of the RTIP amendment does not preclude the RTIP from being amended again once a decision is made on a project selection. The Transportation Committee action did not endorse any of the alternatives. The City of San Diego representative, Councilmember Jim Madaffer, who was present at that meeting, had no problem with changing the name of the project, but felt that as the City proceeded through the Environmental Impact Report (EIR) process and an alternative is selected, then the City would ask that SANDAG adjust the RTIP as necessary.

5. ANNUAL MEETING CALENDAR (APPROVE)

Councilmember Jack Feller (Oceanside) asked why the Board Retreat was not included on the 2005 meeting calendar. He also asked for confirmation of the Retreat dates. Mr. Gallegos replied that next year's Board Retreat is scheduled for February 9-11, 2005.

Action: Upon a motion by Councilmember Guerin and second by Councilmember McCoy, the SANDAG Board voted to approve Consent Item Nos. 4 through 5. Yes – 16 (weighted vote, 100%). No – 0 (weighted vote, 0%). Abstain – 0 (0%). Absent – County of San Diego, City of San Diego, and Santee.

3. PUBLIC COMMENTS/COMMUNICATIONS/MEMBERS COMMENTS (Continued)

Chair Cafagna announced that Leon Williams, Chair of the Metropolitan Transit System (MTS), was the recipient of the American Public Transportation Association's (APTA's) 2004 Transit Board Member of the Year award. Mr. Williams received this award in recognition of his tremendous service as a transportation leader.

Mayor Joe Kellejian (Solana Beach) noted that this was a national award presented at APTA's Annual Meeting, and we in San Diego are fortunate to have Leon Williams as a member of our team.

REPORTS

6. LOCAL TECHNICAL ASSISTANCE ANNUAL REPORT--FY 2004 (INFORMATION)

Karen Lamphere, Principal Regional Planner, reported that the Local Technical Assistance (LTA) program has been part of SANDAG's Overall Work Program (OWP) for over 25 years. The report focused on the recent LTA projects and services available to member agencies. A total of 72 projects were conducted in Fiscal Year (FY) 2004, about the same number as last year. About two-thirds of these projects were done at no cost to the requesting agency. Compiling, analyzing, and mapping geographic and economic information comprise the greatest number of LTA projects. Other projects larger in scope are subarea transportation modeling and analysis projects and survey design and analysis. Ms. Lamphere provided examples of how local agencies have used the LTA program.

Ms. Lamphere explained that on-line applications improve access to SANDAG data and provide tools to use and analyze information. She displayed examples of some of the information that is available including customized maps of census data for both sides of the border and census, current, and forecast data and reports for many geographic areas. She also told Board members how to learn more about the LTA program on the Web. There are several mechanisms in place to provide information about the LTA program including a special "Technical Assistance to Members" section on the Web site, LTA workshops that are part of the agency's Technical Workshop series, and on-site presentations about the LTA program. Finally, the *LTA News* is published annually highlighting new or updated information, interactive applications, and services available through the LTA program.

Ms. Lamphere mentioned that the SourcePoint Board is discussing the possibility of putting these services as well as some others under one service bureau umbrella.

Mayor Pro Tem Ramona Finnilla (Carlsbad) asked who uses the REDI (Regional Economic Development Information) system the most. Ms. Lamphere responded that it is widely used by both private and public entities.

Mayor Kellejian asked if this information was available to other entities such as the water districts, the military, and Mexico. Ms. Lamphere replied affirmatively.

Mayor Kellejian asked that everyone be notified of the upcoming workshops.

Councilmember Jack Feller (Oceanside) asked about the project conducted for the Oceanside Fire Department. Ms. Lamphere said that after the fire in October 2003, the Oceanside Fire Department wanted to specifically look for slope areas within the city and their relationship to fire station locations to determine travel time information. Councilmember Feller asked for that map to be sent to him.

Chair Cafagna commented that this is one of the most useful services that SANDAG has been providing for years. He has been using it for a long time.

Action: This item was presented for information only.

7. REGIONAL FARE POLICY AND COMPREHENSIVE FARE ORDINANCE (ADOPT)

Mayor Kellejian stated that under regional consolidation, SANDAG is responsible for adopting three things: a regional transit fare policy, establishing a regional fare structure, and setting transit fares. The transit agencies and the Transportation Committee have reviewed and considered the proposed fare policy that establishes the guiding principles for fare setting. The Transportation Committee is recommending that the Board adopt the Regional Fare Policy. The objective of the fare policy is to have a single fare system so passengers can travel and transfer easily between transit operators throughout the region. He noted that a regional fare policy has been in place in San Diego County for 25 years through an agreement among all of the transit operators through mutual agreement. This policy continues that tradition and policy under the SANDAG umbrella of regional transit coordination.

Toni Bates, Division Director of Transportation, reported that this fare policy has five guiding principles:

- Regional Participation - for the policy to be effective, it is necessary for all transit agencies and operators to participate. The policy outlines the mechanisms that allow that participation.
- Production – the goal of this principle is that fare revenues should meet or exceed the level necessary to support the level of service provided given the recurring public subsidies available.
- Fairness – the policy must be fair and equitable to all transit operators and passengers within the region.
- Simplicity – the purpose of the fare policy is to promote seamless travel throughout the region by developing one common and easily-understood fare structure.
- Responsibilities – SANDAG, the transit agencies, and transit operators all have roles and responsibilities to ensure successful implementation of the Regional Fare Policy. The Policy outlines the individual responsibilities of each of the agencies involved in fare structure implementation.

She stated that there is a companion document to the policy, which is the Comprehensive Fare Ordinance. Staff will present this Ordinance to the Transportation Committee in early 2005. The purposes of the Comprehensive Fare Ordinance are to outline the fare structure, establish fare revenues, set pass sales commissions, and set ongoing special fares. Any fare structure changes are reviewed and adopted during the annual budget process. This Ordinance will replace the current Uniform Fare Structure Agreement. Ms. Bates noted that the transit agencies have the authority and ability to set special events fares and fares for temporary promotional events.

Ms. Bates reviewed the process for fare changes. The Regional Fare Structure Working Group reviews the fare ordinance and proposes revisions, the transit agency boards provide input, SANDAG holds a public hearing, and the transit agencies/operators implement the fare structure changes and enforce the fare ordinance.

Chair Cafagna asked what the basic differences are between this policy and the policies of the transit agencies prior to this. Ms. Bates replied that there are a lot of similarities, but key provisions in this policy include a statement that fares should generally try to cover the unsubsidized cost of operation and keep pace with operating costs and inflation. Another key provision of the SANDAG policy includes the establishment of goals for the farebox recovery ratio for each transit agency. Those goals would be a guide for how to evaluate fare changes each year.

Mayor Pro Tem Monroe complimented Ms. Bates and her staff for doing a wonderful job on this policy.

Mayor Kellejian expressed his appreciation for the assistance of the transit agencies in the development of this policy.

Action: Upon a motion by Mayor Kellejian and a second by Councilmember Guerin, the SANDAG Board adopted Board Policy No. 029, the Regional Fare Policy and Comprehensive Fare Ordinance. Yes –16 (weighted vote, 100%). No – 0 (weighted vote, 0%). Abstain – 0 (0%). Absent – County of San Diego, City of San Diego, and Santee.

3. PUBLIC COMMENTS/COMMUNICATIONS/MEMBERS COMMENTS (Continued)

Councilmember Bud Lewis announced that area city councils will soon be making appointments to the County Water Authority. He requested that they each consider appointing an elected official as their representative.

8. UPCOMING MEETINGS

The next regular Board of Directors business meeting is scheduled for Friday, November 19, 2004.

13. ADJOURNMENT

The meeting was adjourned at 9:43 p.m.

GARY L. GALLEGOS
Secretary

DGunn/M/DGU

**ATTENDANCE
SANDAG BOARD OF DIRECTORS' MEETING
OCTOBER 22, 2004**

JURISDICTION/ ORGANIZATION	NAME	ATTENDING	COMMENTS
City of Carlsbad	Ramona Finnilla (Member)	Yes	
City of Chula Vista	Steve Padilla (Member)	Yes	
City of Coronado	Phil Monroe (Member)	Yes	
City of Del Mar	Crystal Crawford (Member)	Yes	
City of El Cajon	Mark Lewis (Member)	Yes	
City of Encinitas	Christy Guerin (Member)	Yes	
City of Escondido	Lori Holt Pfeiler (Member)	Yes	
City of Imperial Beach	Patricia McCoy (Member)	Yes	
City of La Mesa	Barry Jantz (Member)	Yes	
City of Lemon Grove	Mary Sessom, Vice Chair (Member)	Yes	
City of National City	Ron Morrison (Member)	Yes	
City of Oceanside	Jack Feller (Member)	Yes	
City of Poway	Mickey Cafagna, Chair (Member)	Yes	
City of San Diego - A	Dick Murphy (Member)	No	
City of San Diego - B	Jim Madaffer (Member)	No	
City of San Marcos	Corky Smith (Member)	Yes	
City of Santee	Hal Ryan (Member)	No	
City of Solana Beach	Joe Kellejian (Member)	Yes	
City of Vista	Morris Vance (Member)	Yes	
County of San Diego	Diane Jacob (Member)	No	
ADVISORY MEMBERS LISTED BELOW (ATTENDANCE NOT COUNTED FOR QUORUM PURPOSES)			
Caltrans	Bill Figge (Alternate)	Yes	
MTDB	Leon Williams (Member)	Yes	
NCTD	Judy Ritter (Member)	Yes	
Imperial County	Victor Carrillo (Member)	No	
US Dept. of Defense	CAPT Daniel King (Member)	Yes	
SD Unified Port District	Jess Van Deventer (Member)	No	
SD County Water Authority	Bud Lewis (Alternate)	Yes	
Baja California/Mexico	Luis Cabrera Cuaron (Member)	Yes	