



**MEMORANDUM
COUNTY EXECUTIVE OFFICE
ADMINISTRATION**
County of Placer

TO: Honorable Board of Supervisors
FROM: David Boesch, County Executive Officer
By: Jennifer Merchant, Deputy County Officer
DATE: June 21, 2016
SUBJECT: Amendment to Marketing Services Memorandum of Understanding with Truckee/North Tahoe Transportation Management Association

ACTION REQUESTED

Approve an amendment to the Memorandum of Understanding (MOU) between Placer County and Truckee/North Tahoe Transportation Management Association (TMA) regarding additional spring marketing outreach and education for transportation services in eastern Placer County for FY 2015-16 in the amount of \$9,610 for a contract total of \$92,360.

BACKGROUND

The TMA is a California Nonprofit Mutual Benefit Corporation based in Truckee, CA and recently celebrated its 25th anniversary of providing services to the Truckee/North Lake Tahoe region. The purpose of the TMA is to focus on involving employers and community members in the furtherance of their common interest to improve the general traffic and transportation conditions in the Truckee/North Tahoe area and to address situations associated with traffic congestion and transportation systems, thereby making the area a more attractive and advantageous place to reside, recreate and conduct business. Placer County is a dues-paying member of the TMA and, in accordance with TMA's bylaws, holds a seat on its Board of Directors.

Staff recommends approval of the contract amendment to the MOU between Placer County and the TMA regarding the addition of spring season marketing, outreach and education services for transportation services in eastern Placer County for FY 2015-16 to be provided by the TMA as specified in the Scope of Work included in Attachment 1. The TMA will provide these services in support of a number of transportation services operated and/or funded by Placer County, including TART, North Lake Tahoe Express airport shuttle service, the Winter Ski Shuttle and Voucher Program, and the Winter and Summer Night Rider. The TMA has been providing these services at a high level for a number of years through a contract with the North Lake Tahoe Resort Association.

FISCAL IMPACT

Transient Occupancy Tax (TOT) collected in eastern Placer County is the funding source for the services to be provided by TMA under this MOU. These funds were budgeted as part of the final approved FY 2015-16 Lake Tahoe Tourism and Promotion budget.

ATTACHMENTS Attachment 1-First Amendment to MOU

**FIRST AMENDMENT TO MEMORANDUM OF UNDERSTANDING
REGARDING MARKETING, ADMINISTRATION, OUTREACH AND EDUCATION
FOR TRANSPORTATION SERVICES
IN EASTERN PLACER COUNTY**

THIS FIRST AMENDMENT TO THE MEMORANDUM OF UNDERSTANDING is made and entered on this 21st day of June, 2016, by and between the COUNTY OF PLACER, hereinafter referred to as COUNTY, and Truckee/North Lake Tahoe Transportation Management Association, hereinafter referred to as CONTRACTOR.

WHEREAS, on December 8, 2015, COUNTY and CONTRACTOR entered into an Memorandum of Understanding (MOU) whereby services would be provided to the COUNTY; and

WHEREAS, the parties have agreed to additional services to be provided by Contractor under said contract and the compensation for those additional services.

NOW, THEREFORE, IT IS MUTUALLY AGREED by and among the parties as follows:

1. That Exhibit A of the original MOU shall be amended to provide for the additional services and compensation as follows:

The CONTRACTOR agrees to perform the additional professional services as set forth in Attachment 1 attached hereto and incorporated herein by reference, and the total compensation to be paid CONTRACTOR for these additional services shall not exceed \$9,610 as set out in Attachment 1.

2. The COUNTY agrees to pay to CONTRACTOR \$9,610 for a combined total contract total of \$92,360 as the sole compensation under the MOU and as amended by the First Amendment.

EXCEPT as specifically modified above, all of the remaining terms and conditions of the said MOU shall remain and continue in full force and effect.

IN WITNESS THEREOF, the parties hereto have executed this agreement the day and year first above written.

**Truckee/North Tahoe Transportation
Management Association**

County of Placer

By: _____
Vice Chair, TMA

By: _____
Robert Weygandt, Chair, Placer County Board of
Supervisors

Date: _____

Date: _____

By: _____
Executive Director, TMA

Approved as to Form:

By: _____

Date: _____

County Counsel

Date: _____

Scope of Work Amendment #1: FY 2015-16 Managed Transit Programs

TNT/TMA Managed Programs:	Placer County Funding
1. North Lake Tahoe Express	\$60,000
2. North Lake Tahoe Ski Shuttle & Voucher Program	No Charge
3. Night Rider – Summer	\$8,000
4. Night Rider – Winter	\$10,000
5. Winter Transit Marketing	\$750
6. Summer Transit Marketing	\$4,000
7. Spring Transit Marketing	\$9,610
8. Off-Season Marketing	No Charge
	TOTAL \$92,360
9. Spring Transit Marketing	
Total Placer County TOT Funding	\$9,610

TART spring transit services are marketed consistent with TNT/TMA’s winter and summer marketing approach. Spring transit marketing provides for consistent year-round messaging of transit services and the updated TART brand.

- The TNT/TMA provides the following spring marketing services and associated administrative management for these services:
 - Marketing Budget & Financial Responsibilities
 - Drafting and Design of Seasonal Schedules
 - Schedule Printing
 - Ad Designs
 - Negotiations with Advertisers
 - Selecting Advertising Venues
 - Co-Op Marketing Efforts
 - Distribution
 - Local Hotel Staff Training/Updates
 - Website Presence on laketahoetransit.com and TahoeTruckeeTransit.com
 - Social Media
 - Public Outreach & Information Sharing
 - Customer Relations
 - Events – Public Engagements

