

NORTH COUNTY TRANSIT DISTRICT BOARD MEETING

Board Room
810 Mission Avenue
Oceanside, CA 92054

TUESDAY
November 10, 2009
8:00 A.M. – Special Meeting
**9:00 A.M. – Special Meeting/
Board Workshop**

Board Members

*Bob Campbell – Board Chair
City of Vista*

*Chris Orlando – Board Vice-Chair
City of San Marcos*

*Mark Packard
City of Carlsbad*

*Carl Hilliard
City of Del Mar*

*Jerome Stocks
City of Encinitas*

*Sam Abed
City of Escondido*

*Rocky Chavez
City of Oceanside*

*David Roberts
City of Solana Beach*

*Bill Horn
County of San Diego*

Executive Director/ Chief Executive Officer

Matthew O. Tucker

General Counsel

C. Michael Cowett

**For more information on NCTD,
please check out our web page at:**

www.gonctd.com

NCTD's Mission

***Deliver safe, convenient, reliable, and
user-friendly public transportation services.***

NCTD's Vision

***Provide an integrated transit system that
enables our customers to travel easily
and efficiently throughout the region.***

For individuals with disabilities, we will provide assistive services. To obtain such services or copies of documents in an alternate format, please call or write, a minimum of 72 hours prior to the event, to request these needed reasonable modifications. We will make every attempt to accommodate requests that do not give 72 hour notice. Please contact the Clerk of the Board at (760) 967-2808.

Persons with hearing impairment please use the California Relay Service (CRS): 800-735-2929 using TTY; 800-735-2922 using voice; 800-855-3000 for Spanish. CRS Customer Service: 800-735-0373 or 800-735-0193 TTY.

Any writings or documents provided to a majority of the members of the NCTD Board of Directors regarding any item on this agenda will be made available for public inspection in the department of the Clerk of the Board located at 810 Mission Avenue, Oceanside, CA 92054, during normal business hours.



The NCTD office located at 810 Mission Avenue, Oceanside, CA is accessible by the COASTER (NCTD Commuter Rail), the SPRINTER (NCTD Light Rail System) and the BREEZE (NCTD Bus). Please log onto www.gonctd.com to check current routes and schedules, or call 1-800-COMMUTE.

SPECIAL MEETING / CLOSED SESSION AGENDA

- CALL TO ORDER
- ROLL CALL OF BOARD MEMBERS

A. CLOSED SESSION

The Board meeting will convene at 8:00. Closed Session will reconvene at the end of the meeting if there are further items to discuss.

- i. Closed Session Pursuant to Government Code Section 54957.6 – Conference with Labor Negotiators - Agency Designated Representative: Matthew Tucker
Employee Organization: Teamsters Local 542

SPECIAL MEETING/BOARD WORKSHOP BEGINNING AT 9:00 AM

- CALL TO ORDER
- ROLL CALL OF BOARD MEMBERS
- PLEDGE OF ALLEGIANCE TO THE AMERICAN FLAG
- CHANGES TO THE AGENDA
- PUBLIC COMMUNICATIONS

There is a time limit of 15 minutes for this section of Public Communications and each speaker is limited to three minutes for their presentation.

All persons wishing to address the Board during the meeting must complete a "Request to Speak" form. These forms are provided in a box at the table in the hallway, and must be completed and given to the Clerk of the Board before that agenda item is called.

B. INFORMATION ITEMS AND DETERMINATION OF CONSENT CALENDAR (Tab 1)

Items reviewed and recommended for approval by the Governance Committee (G), Planning Committee (P), Monitoring Committee (M), Staff (S), Board Workshop (W) or Board (B)

	RECOMMENDED ACTION
1. Amend B&C Transportation Services Agreement to Add Network Infrastructure to Security Operations Center	Approve

C. DISCUSSION AND PRESENTATIONS (Tabs 2 – 5)

2. Committee Organization and Calendar Year 2010 Board Schedule
(Handout will be provided at the meeting)
3. Consider Cancelling One of the December Board Meetings
(No Written Staff report)
4. NCTD Marketing and Communications Assessment
5. SANDAG Urban Core Transit Strategy ([Attachment 5A](#))

- **BOARD MEMBER REPORTS, COMMENTS AND CORRESPONDENCE**

- **EXECUTIVE DIRECTOR'S REPORT**

- **REMAINING PUBLIC COMMUNICATIONS**

For any remaining speakers who have completed a "Request to Speak" form before the start of the meeting.

- **ADJOURNMENT**

- **CERTIFICATIONS AND RULES (FOR BOARD AND PUBLIC INFORMATION)**

- Posting of Board Agenda (Page 9)
- Rules for Public Speakers at Meetings of the North County Transit District (Page 10)

***The next regularly scheduled Board meeting will be held at
2:00 p.m. on Thursday, November 19, 2009
at 810 Mission Avenue, Oceanside, CA***



STAFF REPORT TO THE BOARD OF DIRECTORS

Agenda Item # 1

TITLE: AMEND THE B&C TRANSPORTATION SERVICES AGREEMENT TO ADD NETWORK INFRASTRUCTURE TO SECURITY OPERATIONS CENTER

Time Sensitive [X] Consent [X]

STAFF RECOMMENDATION: Authorize the Executive Director to amend the existing agreements with B&C Transportation Services and Datel Systems to add SPRINTER network infrastructure to the Security Operations Center at the Oceanside Transit Center in the amount of \$298,169 and \$125,000, respectively.

BACKGROUND INFORMATION: Currently, the Oceanside Transit Center Security Operations Center does not have access to the elements of the safety and security systems that are housed at the Escondido Security Operations Center. Staff has conducted analysis and has concluded that NCTD should provide increased flexibility and redundancy in its safety and security operations to respond to incidents and/or improve operational efficiencies. Accordingly, staff is requesting Board approval to authorize the Executive Director to amend the existing agreement with B&C Transportation Services to add SPRINTER network infrastructure at the Security Operations Center at Oceanside.

The existing agreement with B&C Transportation Services was executed in 2008 for \$42,000 to provide ongoing system maintenance. Currently, the total contract value based on subsequent purchase orders is \$340,168.86. Staff is recommending B&C Transportation Services since they installed the Supervisory Control and Data Acquisition system which is an integral component for the operations of the SPRINTER and supports the Closed Circuit Television security cameras, public address system, digital video recorders, and emergency call boxes. B&C Transportation Services has provided a cost estimate of \$298,169 for the development of code, the acquisition of the proprietary networking components and their installation and configuration at Station O.

Additionally, Datel Systems, under their existing agreement, will provide the installation of all of the video monitors and cabling necessary to support the SCADA environment at Station O.

Staff has identified grant funds to support the cost of this project.

If this agenda item is approved, B&C Transportation Services would order equipment in November 2009 and both vendors would complete their work by the end of January 2010. The work performed by B&C Transportation Services and Datel Systems will allow NCTD to consolidate security operations at Station O.

ATTACHMENT: None

FISCAL IMPACT: The fiscal impact of this action is \$298,169. A total of \$505,608 has been budgeted in various capital projects, primarily under the Security Program (JB #s 106007; 106009; 509035; 110015; and 507301) which can be used for this purpose, of which \$57,284 has been expended and an additional \$4,500 has been encumbered, leaving an available balance of \$443,824 to fund this action.

The project is anticipated to have a payback period of 18 months and support reduced operating costs when completed as a result of the Escondido Security Operations Center being consolidated within the Oceanside Security Operations Center.

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Director of Operations

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Angela K. Miller

Chief Information Officer

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**STAFF REPORT TO THE
BOARD OF DIRECTORS**

**Agenda Item #
4**

TITLE: NCTD MARKETING AND COMMUNICATIONS ASSESSMENT

Time Sensitive Consent

STAFF RECOMMENDATION: Receive presentation and discuss challenges, opportunities, priorities, and next steps.

BACKGROUND INFORMATION: Southwest Strategies was retained in May 2009 to perform a Marketing and Communications Assessment of NCTD with a goal of reviewing then current marketing operations and making recommendations for improving the efficiency and effectiveness of marketing and communications initiatives going forward. This presentation summarizes the findings and recommendations from Phase I of this project.

The Scope of Work consisted of interviewing key marketing and communications staff, senior management, and members of the Board of Directors. Additionally, a media audit, a comparative analysis of other transit services' marketing activities, and survey sampling of NCTD customers was completed.

A comprehensive 100-page report was delivered in August 2009. This report was distributed to the Board on August 21, 2009. Alan Ziegau, President of Southwest Strategies, will summarize that report in today's presentation. Mr. Ziegau's comments today take into consideration that much has changed since the Assessment was begun. Specific areas addressed include:

- Marketing and Communications focus (strategic marketing plan, brand enhancement)
- Marketing standards and tools (brand guidelines, graphics standards)
- Media relations efforts (enhance media relationships, an "NCTD face", Spanish-language outreach)
- Improving the Customer experience (signage, elevated branding, ease-of-use).

Next steps will include the development of a multi-year Strategic Marketing and Communications Plan which will be reflected in, and influence decisions for, upcoming marketing and media relations budgets, staffing decisions and performance metrics.

ATTACHMENT: None

FISCAL IMPACT: None

STAFF CONTACT: Julie Austin
Director of Policy and Strategic Planning
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Michael Mason
Manager of Business Development
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**STAFF REPORT
TO THE BOARD**

**Agenda Item #
5**

TITLE: SANDAG URBAN CORE TRANSIT STRATEGY

Time Sensitive Consent

**STAFF
RECOMMENDATION:**

Receive presentation from SANDAG on Urban Core Transit Strategy.

**BACKGROUND
INFORMATION:**

To comply with the terms of the 2008 Settlement Agreement between SANDAG and various parties regarding the adequacy of the 2030 RTP Environmental Impact Report, SANDAG is developing an "Urban Core Transit Strategy." This project will develop and evaluate a series of innovative transit network alternatives designed to maximize peak period transit mode share in the urban core area and in key transportation corridors/communities, and to reduce vehicle miles traveled and greenhouse gas (GHG) emissions in the San Diego region. Three transit network alternatives will be developed and tested over the next year, with ultimate incorporation of one of the networks (or a combination or variation thereof) into the development of the 2050 RTP

SANDAG has signed a contract agreement with PB Americas to conduct work on the Urban Core Transit Strategy.

David Schumacher, SANDAG Principal Planner, will present the project highlights and work program at the November 10, 2009 NCTD Board Workshop.

Stakeholder input will be sought around three key points: (1) mode share goals and network performance criteria; (2) the transit network alternatives and their evaluation; and (3) phasing and implementation, including the five- and ten-year action plans. Early next year, PB Americas will assemble a "Think Team" of transportation experts from throughout the United States and Australia to begin developing the three transit networks. The SANDAG Board of Directors will ultimately select the transit network that will be incorporated into the 2050 RTP.

ATTACHMENT: [5A - Map of Study Area](#)

FISCAL IMPACT: None at this time

**COMMITTEE
REVIEW:**
11/10/09

STAFF CONTACT: **Julie Austin**
Director of Policy & Strategic Planning
E-mail: jaustin@nctd.org Phone: 760/966-6651

November 10, 2009

TO: North County Transit District Board Members
FROM: Clerk of the Board
SUBJECT: POSTING OF BOARD AGENDA

In Compliance with the Ralph M. Brown Act, As Amended, the following information is provided.

The Agenda for this meeting of the Board was posted as follows:

Meeting Date and Time:	November 10, 2009; 8:00 A.M.
Posted At:	810 Mission Avenue, Oceanside, CA
Date & Time of Posting:	November 5, 2009; 5:00 P.M.
Posted By:	Clerk of the Board

RULES FOR PUBLIC SPEAKERS AT MEETINGS OF THE NORTH COUNTY TRANSIT DISTRICT

Per Board policy, all public communications at meetings of the North County Transit District shall be made and received in accordance with the following procedures:

I. COMMENTS ON ITEMS NOT ON AGENDA

A. Total time limit all speakers:

Beginning of Meeting: Fifteen (15) minutes
End of Meeting: No time limit.

B. Time limit per speaker per meeting: Three (3) minutes, with no donation of time allowed

C. Priority: First come first served. All Speaker Slips will be numbered as the Clerk of the Board receives them. Those not allowed to speak at the beginning of the meeting due to limit stated above, will be called at the end of the meeting.

D. Order on agenda: Items will be heard at the beginning of the meeting and if the time limit stated in paragraph A is exhausted, those who filled out a speaker slip and have not yet spoken, will be given an opportunity to speak at the end of the meeting under "*Remaining Public Communications*".

Comments not addressing items on the agenda are out of order.

II. TIME LIMITS FOR ADDRESSING MATTERS ON THE AGENDA

A. Total time limit: None.

B. Time limit per speaker: Three (3) minutes, with one donation of three minutes, for a maximum of six minutes

C. These rules apply to both public hearing and non-public hearing items listed on the agenda.

Comments made not germane to the subject matter of the agenda are out of order.

III. CUTOFF FOR TURNING IN SPEAKER SLIPS

Speakers wishing to speak to an item on the Board Agenda must submit a speaker slip to the Clerk of the Board before that agenda item is called. Speaker slips will be available at the meeting.

Speakers turning in slips after discussion begins on an item will be heard at the end of the meeting under "*Remaining Public Communications*".

IV. MODIFICATION OF RULES BY CHAIR

The Board Chair may, in his or her absolute discretion, relax the requirements of these rules. However, a decision of the Chair to do so in one instance shall not be deemed a waiver of the rules as to any other instance or matter.