



**TRUCKEE TAHOE AIRPORT DISTRICT
BOARD OF DIRECTOR STAFF REPORT**

**AGENDA TITLE: Town of Truckee Agency Partnership Request –
Funding for Truckee Thursdays Shuttles**

MEETING DATE: May 24, 2017

**PREPARED BY: Jill McClendon, Aviation & Community Services Program
Coordinator**

RECOMMENDED ACTION: Staff is requesting Board determination for an Agency Partnership request presented by Ms. Kelly Beede with the Town of Truckee. In partnership with the Truckee Tahoe Airport District, the Town of Truckee is making a financial request in the amount of \$10,000 for funding of the 2017 Truckee Thursdays shuttle service.

DISCUSSION: Last summer the Town of Truckee provided shuttles to the Truckee Thursdays events and the July 4th Parade. Over the 12 event days, the shuttles provided a total of 8,909 one-way passenger trips and alleviated nearly 300 vehicles from driving and parking Downtown each week. With the success of last year's service, the Town is seeking partner funding to provide this service again for the 2017 events.

The total cost to provide the shuttles for 2017 is \$63,000 which includes operations and marketing. The Town has requested that Northstar and Squaw Valley fund 50% of their respective routes (\$18,000) and that Town staff seek partner funding to cover 1/3 of the cost of the neighborhood shuttles (\$45,000) or \$15,000. The Truckee Tourism Business Improvement District has agreed to contribute \$5,000.

Attached to this staff report is the completed Town of Truckee Agency Partnership application and a resolution of the Town of Truckee Town Council acknowledging the partnership with the Truckee Tahoe Airport District.

In December 2016, through the Community Sponsorship Program, the Airport provided the Town of Truckee with \$3,000 that went toward funding for Holiday Shuttles (December 26 – 31).

FISCAL IMPACT: \$10,000 if fully funded. \$250,000 has been budgeted for FY16/17 as unallocated Community/Agency Partnerships. \$0.00 has been used to date.

PUBLIC COMMUNICATIONS: If approved, the Airport will be recognized on the shuttle schedules as well as through other marketing materials and articles about the shuttle service. The Airport will also be recognized in radio spots promoting the service. Additionally, the Airport will be recognized at a Truckee Town Council public meeting.

SAMPLE MOTION(S): I move to approve all or part of the Town of Truckee Agency Partnership request for funding for shuttles for Truckee Thursdays.

ATTACHMENTS:

- Town of Truckee Agency Partnership Application
- Resolution 2017-20 – Town Council resolution acknowledging partnership with the Airport to provide funding for event shuttle services



TRUCKEE TAHOE AIRPORT DISTRICT Agency Partnership Request Form

Name of Organization/Group: [Town of Truckee](#)

Date of Request: [April 19, 2017](#)

Name of Authorized Representative: [Kelly Beede](#)

E-mail address: kbeede@townoftruckee.com

Complete mailing address: [10183 Truckee Airport Road, Truckee, CA 96161](#)

Phone - Daytime: [530-582-2489](#)

Evening: [530-582-2489](#)

Fax: [530-550-2343](#)

Agency / Elected Body: [Town of Truckee Town Council](#)

Eligibility Checklist *(all boxes must be checked to be considered)*

- Agency Partnership must be endorsed, through a formal motion or resolution with findings approved by the governing board of another local public agency with an elected or appointed board. (Non-profit and community organizations are eligible when in partnership with a local public agency, and are named as such in the formal motion or resolution)
 - The motion approved by the partnering public agency governing board should:
 - Describe the public benefit of the request and/or partnership opportunity
 - Outline what the partnering agency intends to contribute to the request
 - Express support for the requested event, program, or project
 - If applicable, name the partnering non-profit organization
- Applicant is not a State or Federal Agency.
- Applicant does not promote religious purposes. Religious organizations are not excluded from Agency Partnerships; however, the purpose of the program must be as described in the definitions section of TTAD's Policy Instruction 311 and shall not serve to promote a religious message as the primary purpose.
- Applicant is not a political organization and/or individual campaign.
- Applicant does not discriminate on the basis of age (40 and above), race, religion, gender, gender identity or gender expression, sexual orientation, genetic information, marital status, disability, ancestry, or national origin.
- Applicant is not a single individual.
- Applicant is not a for-profit organization.
 - If the applicant is a for-profit organization holding fundraiser programs, they must identify a 501(c)(3) or California not-for-profit corporation as a recipient of the program proceeds and provide acknowledgement of receipt of said proceeds from that non-profit organization.
- Applicant's programs or events must provide a benefit to the Airport Districts' constituents or those living in the Districts' sphere of influence. The Applicant's programs or events must also principally serve District constituents.
- Applicant's programs or events must be open to the public and charge only nominal and reasonable participant fees where such fees and associated revenue are used to offset program costs or are part of the fundraising effort.

Eligibility Checklist continued...

- Applicant is willing to present, in a public forum, a presentation describing the request to the Airport District's Board of Directors
- Applicant is not an individual or organization or public agency that has been named in a lawsuit involving the District or have pending or threatened litigation with the District.
- Applicant is of upstanding moral and public character. Applicants has a fiduciary responsibility to maintain a public image that corresponds with that of the District's mission and core values.

Requirements if a Partnership is agreed to

The applicant must also agree to do the all of following (failure to do so will result in future ineligibility for a period of two years from written notice):

- Obtain all required permits, clearances, insurance, and program authorizations within time restraints and in compliance with local, State, and Federal laws and any applicable Truckee Tahoe Airport District policies and procedures.
- Permanently acknowledge the support of the Truckee Tahoe Airport District where appropriate, and include on all printed information and advertising related to the event for which sponsorship was provided the following statement: **"Major funding provided in part by the Truckee Tahoe Airport District"** or other logo approved by the General Manager.
- Allow the District to have a sponsor booth at the program/event if the Truckee Tahoe Airport District so desires (at programs/events where a sponsorship booth is appropriate) for the purposes of distributing information regarding the programs and community services the District provides. This booth shall be provided at no cost to the District. If necessary the District will provide its own booth and setup.
- Partnership recipients must agree to erect a banner (if appropriate) recognizing the District's support of the event or program. This banner shall be erected at the facility for the duration of the program, event, facility, or equipment. The verbiage of the banner shall be determined by the General Manager. The actual banner, if not provided as part of the sponsorship, will be provided by the Truckee Tahoe Airport District in accordance with the size requirements of the event or program.
- Provide the District with whatever benefits are afforded other sponsors of similar sponsorship or partnership levels (i.e., logo display, sponsor table, advertising benefits, etc.).
- The public agency receiving such funds shall extend any and all benefits, discounts, or access to the facilities that are extended to the residents of the public agency to all residents of the Truckee Tahoe Airport District on the same terms and conditions.

In cases of a significant financial partnership commitment, if funding is approved, the District shall require, as a condition of providing such funding assistance, all of the following:

- That the public agency receiving such funds shall extend any and all benefits, discounts, or access to the facilities that are extended to the residents of the public agency to all residents of the Truckee Tahoe Airport District on the same terms and conditions.
- Permanent acknowledgement of the Airport District's participation to the District's satisfaction.
- That the recipient of funds execute in favor of the District a Release and Covenant Not to Sue by the Aircraft utilizing that airport or the fund recipient's use of their real property, fund recipient as to:
 - Any claimed damages or adverse impacts of the Truckee Tahoe Airport,
 - Aircraft utilizing that airport or the fund recipient's use of their real property,
 - Any land use restrictions or increased structural requirements imposed by the Truckee Tahoe Land Use Commission's Compatible Land Use Plan, whether currently in effect or as may be later adopted.

Please provide a detailed description of your Sponsorship Request and how it will benefit your organization, and the Truckee Tahoe Airport District. *(Use additional sheets as necessary.)* Last summer, the Town of Truckee provided shuttles to the Truckee Thursdays events and to the July 4th Parade to offer an alternate mode of transportation to the events as there was limited parking available due to construction of the Brickelltown streetscape project. For the Truckee Thursdays shuttles, six buses provided service between our local neighborhoods and the resorts into Downtown from 4:30pm to 9:30pm and on July 4th from 8:00am to 2:00pm. Over the 12 event days, the shuttles provided a total of 8,909 one-way passenger trips alleviating nearly 300 vehicles each week from driving and parking in Downtown.

With the success of last year's shuttle service, the Town is considering providing shuttles this summer to Truckee Thursdays (scheduled for June 8-August 17) and to the July 4th Parade. Routes and schedules will be similar to last year. The total cost to provide the shuttles is \$63,000 including operations and marketing. The Town Council has requested staff seek partner funding. Specifically, that the resorts (Northstar and Squaw Valley) fund 50 percent of the cost of their respective routes (\$18,000), and that other partner funding cover 1/3 the cost of the neighborhood shuttles (\$45,000) or \$15,000. The Town made a request to the Truckee Tourism Business Improvement District (TTBID) for \$15,000; the TTBID agreed to contribute \$5,000.

The benefits of providing the shuttles means less vehicles on our roadways thereby reducing vehicle miles traveled in private automobiles helping to reduce the carbon footprint in our community, and improving air quality. An estimated 3,600 vehicles will be alleviated from impacting our roadways and parking facilities in Downtown over the 12 event days. The reduced number of vehicles on the roadway means less traffic noise and congestion, reduced greenhouse gas production and improved public health. Additionally, the shuttles provide an opportunity to educate our community on alternate transportation modes including using public transit and taking advantage of bicycling on our trails network. For the events, folks can ride their bicycles to the event, park them safely at the bike corral, and take the shuttles home (with their bikes) in the evening. The event shuttles provide an overall health and wellness benefit to our community and positively impact the quality of life of our visitors and residents.

Amount Requested: \$10,000

Have you requested funding from TTAD before? YES Y / N If "Yes" – when: December 2016 for the Holiday Shuttles. The Airport District generously contributed \$3,000.

How will the District be recognized in your program? *(Use additional sheets as necessary.)* The Airport District will be recognized on the shuttle schedules, through other marketing materials and in articles written about the shuttle service. Additionally, local radio spots will be marketing the shuttles and mentioning sponsors of the service. The Airport District will also be recognized at a Truckee Town Council public meeting. The Town will begin developing marketing materials and schedules the first part of May with distribution of schedules and marketing materials occurring three weeks prior to the first Truckee Thursday event (June 8).

Signature (Authorized Rep.): Kelly Beede Date: 4-19-17

Please allow 60-90 days for your request to be reviewed and processed.

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For TTAD Use Only

Approved _____ Declined _____ at the public TTAD Board of Directors meeting held on _____.

By the following vote:

Ayes _____

Noes _____

Absent _____

**TOWN OF TRUCKEE
California**

RESOLUTION 2017-20

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF TRUCKEE
ACKNOWLEDGING THE PARTNERSHIP WITH TRUCKEE TAHOE AIRPORT DISTRICT
TO PROVIDE FUNDING FOR EVENT SHUTTLE SERVICES**

WHEREAS, community events are held within Historic Downtown Truckee including Truckee Thursdays and the 4th of July parade; and

WHEREAS, these events have a large draw of participants and spectators, and the Town of Truckee desires to provide alternative transportation options including providing shuttles to the events; and

WHEREAS, providing event shuttles is estimated to alleviate 3,600 private automobiles from impacting local roadways and parking facilities in Historic Downtown Truckee over the 12 event days; and

WHEREAS, reducing the number of vehicles on the roadway means less traffic noise and congestion, reduced greenhouse gas production, and improved air quality; and

WHEREAS, the event shuttles provide an overall health and wellness benefit to our community and positively impacts the quality of life for our visitors and residents; and

WHEREAS, the estimated cost of the event shuttles is \$56,000 to provide transit between the neighborhoods and resorts into Historic Downtown Truckee; and

WHEREAS, the Town of Truckee is seeking a \$10,000 grant from the Truckee Tahoe Airport District to support operations of the event shuttles.

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**NOW, THEREFORE, THE TOWN COUNCIL OF THE TOWN OF TRUCKEE DOES
RESOLVE, DETERMINE, AND ORDER AS FOLLOWS:**

1. That the Town of Truckee submitted a grant to the Truckee Tahoe Airport District requesting \$10,000 to support operations of event shuttles, and appreciates the consideration of the Truckee Tahoe Airport District Board.
2. That the Town of Truckee appreciates the partnership and contribution of the Truckee Tahoe Airport District to support the event shuttles.
3. That the Truckee Tahoe Airport District will be recognized for its support through marketing efforts of the event shuttles and in articles written about the shuttle services.
4. That the Town Manager or designated staff is authorized to execute documents related to the Truckee Tahoe Airport District funding support for event shuttles.

The foregoing Resolution was introduced by Vice Mayor Wallace Dee, seconded by Council Member Tirman, at a Regular Meeting of the Truckee Town Council, held on the 9th day of May, 2017, and adopted by the following vote:

AYES: Vice Mayor Wallace Dee, Council Member Tirman, Council Member Flora, Council Member Abrams, and Mayor Goodwin.

NOES: none.

ABSENT: none.


Morgan Goodwin, Mayor

ATTEST:


Judy Price, MMC, Town Clerk