



April 10, 2017

Dear ACAT Members,

Thank you for the opportunity to present the TahoeTruckeeTransit.com website upgrade project to you on February 14, 2017. We also greatly appreciate the opportunity to re-address this topic during your April 18, 2017 meeting.

During discussions on February 14th, it was requested the TNT/TMA return to a future ACAT meeting and further identify and/or clarify the following items:

- TNT/TMA's current and future role
- TART's annual marketing budget and contributing partners
- Future financial impacts
- Timeline for the implementation of the website
- Outline of area website changes and/or consolidations

The Truckee North Tahoe Transportation Management Association (TNT/TMA) is a public-private partnership dedicated to solving transportation challenges, traffic congestion, and air quality problems in the greater Truckee-North Tahoe Resort Triangle region. This unique public-private partnership combines the best qualities and abilities of business and government in a collaborative effort to facilitate mobility enhancements for the region.

The Truckee-North Tahoe Resort Triangle region is made up of three counties and two states, with each municipality operating its own transit system. Through collaborative efforts and partnerships with Placer County, Washoe RTC, and the Town of Truckee, the areas transit system, Tahoe Truckee Area Regional Transit (TART) is now identified as a single system using a single brand. Given the complexity of the region, the TNT/TMA is tasked with producing TART marketing materials encompassing the entire region and all services offered by each municipality.

The goal of this marketing strategy is to reach both locals and visitors with an easily accessible message that defines TART's regional bus service, distinguishes it from other modes of travel, addresses common concerns, exemplifies its benefits, and further identifies the larger transportation network within the Resort Triangle. This approach implements consistent year round messaging in order to increase awareness and engagement.

The annual marketing campaign for TART is done with a multitude of different funding mechanisms including community sponsorships from local businesses. The enclosed 2017-18 TART annual marketing budget outlines annual expenses and associated revenues. Funding for the TART annual marketing budget is received from Placer County (79%), Town of Truckee (5.5%), Donner Summit shuttle partners (2%), Tahoe Transportation District - Rental Car Mitigation fees (RCMF) (9%), and community sponsors (local businesses) (4.5%).

Managing TART's annual transit marketing efforts in this manner has proven to provide a cost-effective opportunity for area municipalities to participate in this vital, solution-oriented partnership and is expected to continue for the foreseeable future.

This project will also further strengthen the TART brand and enhance the marketing of multi-modal transportation opportunities within the Resort Triangle, therefore has received unanimous support from both public and private partners.

We received full support from the Placer County Board of Supervisors, who approved up to \$30,000 for the upgrade during their February 2017 Board meeting. Because this is a regional website and will include transit routes and paved trails outside of Placer County, it was discussed that the TNT/TMA will work to further identify funding sources for the upgrade in order to ascertain a more equitable approach on behalf of the region.

At this time, the Town of Truckee does not have additional funding to put towards the upgrade, but has indicated full support for the upgrade as well as contributions for the ongoing annual maintenance of the site.

The Tahoe Truckee Airport District (TTAD) was approached in regards to possible contribution for the website upgrade on behalf of the region, resulting in an application to ACAT in February 2017.

The website upgrade will require an increased annual maintenance cost. The increased cost associated with annual maintenance of the site has been discussed with local municipalities. It was decided that the annual maintenance costs for the website will be incorporated into the TART annual marketing budget as an ongoing annual cost beginning in 2017-18.

The goal of the TNT/TMA would be to begin work on the website upgrade no later than June 2017, allowing for completion and launch by December 2017.

At the present time, anyone searching for transit schedules for the TART system can obtain information from three different sites; Placer County, Town of Truckee and the TNT/TMA. The site managed by the TNT/TMA (TahoeTruckeeTransit.com) is the only site that offers a cooperative marketing approach for the region, allowing visitors to the site to get information on all systems operating under the TART brand. Both Placer County and the Town of Truckee focus on their individual systems vs. a holistic system. Placer County and Town of Truckee staff has agreed to work with their perspective municipalities to re-direct anyone landing on the transit pages within each perspective site to TahoeTruckeeTransit.com.